

 MORNING CONSULT®

 edCHOICE

# THE PUBLIC, PARENTS, AND K-12 EDUCATION

A National Polling Report

September 2024

# KEY FINDINGS

1. Roughly two-thirds of parents feel “hopeful” about the future, while more than half feel “a sense of purpose,” “optimistic,” “happy,” and “enthusiasm.”
2. Over half of school parents see education issues as a priority for vote in both federal and state elections.
3. Americans are most likely to say core academic subjects are extremely important for grades K-8. They see skills for future employment as extremely important for grades 9-12. Like adults, school parents are most likely to say core academic subjects are extremely important for K-8 education and skills for future employment should be the most important purpose of high school.
4. School parents place the most trust in teachers, principals, and themselves to make good education decisions.
5. Parents are most likely to measure success of a school year based on their communications with their child and teachers. Standardized test scores are the least important metric.
6. Only 5% of parents say their child has missed more than 15 days of school last year. That is much fewer absences than teens self-reported in our August survey.
7. School parents are much more likely to say bullying is contributing to student absences, while teens are more likely to point to school being too boring, stressful, or pointless. School parents believe making more efforts to reduce bullying would be most helpful to bring frequently absent students back to the classroom.
8. In September, just over 1 in 3 parents are currently using a tutor or are interested in finding tutoring for their children – a decrease from August. Interest in tutoring was highest among special education and special needs parents. It was lowest among small town, female, and rural parents. The percentage of school parents who report looking for a tutor for their child has decreased in September after months of steady increases.
9. Overall support levels for choice-based policies remain high among school parents and the general public. Small declines were observed in September.
  - Education savings accounts (ESAs) – 71% / 65%
  - School vouchers – 67% / 60%
  - Charter schools – 66% / 62%
  - Open enrollment – 75% / 66%

## Methodology

This poll was conducted between September 12-15, 2024 among a sample of 2,252 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on gender, educational attainment, age, race, and region. Results based on the full survey have a measure of precision of plus or minus 2.40 percentage points..

AGENDA

**VIEWS ON K-12 EDUCATION**

**SCHOOLING AND EXPERIENCES**

**K-12 CHOICE POLICIES**

**SURVEY PROFILE AND DEMOGRAPHICS**

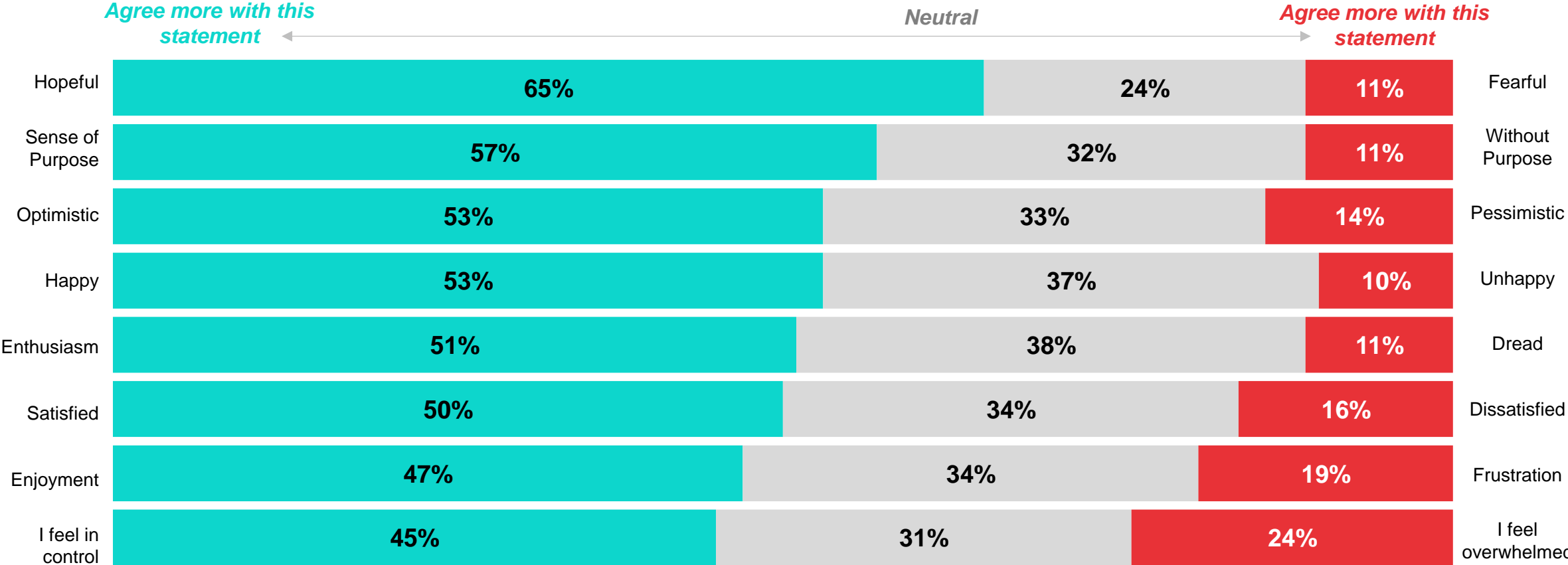


Roughly two-thirds of parents feel “hopeful” about the future, while more than half feel “a sense of purpose,” “optimistic,” “happy,” and “enthusiasm.” Parents are much more likely than non-parents to hold these positive feelings.

When thinking about the future, please select which of these words best describes how you feel right now?

Non-Parents	
Hopeful	52%
Sense of Purpose	44%
Optimistic	42%

**School Parents**



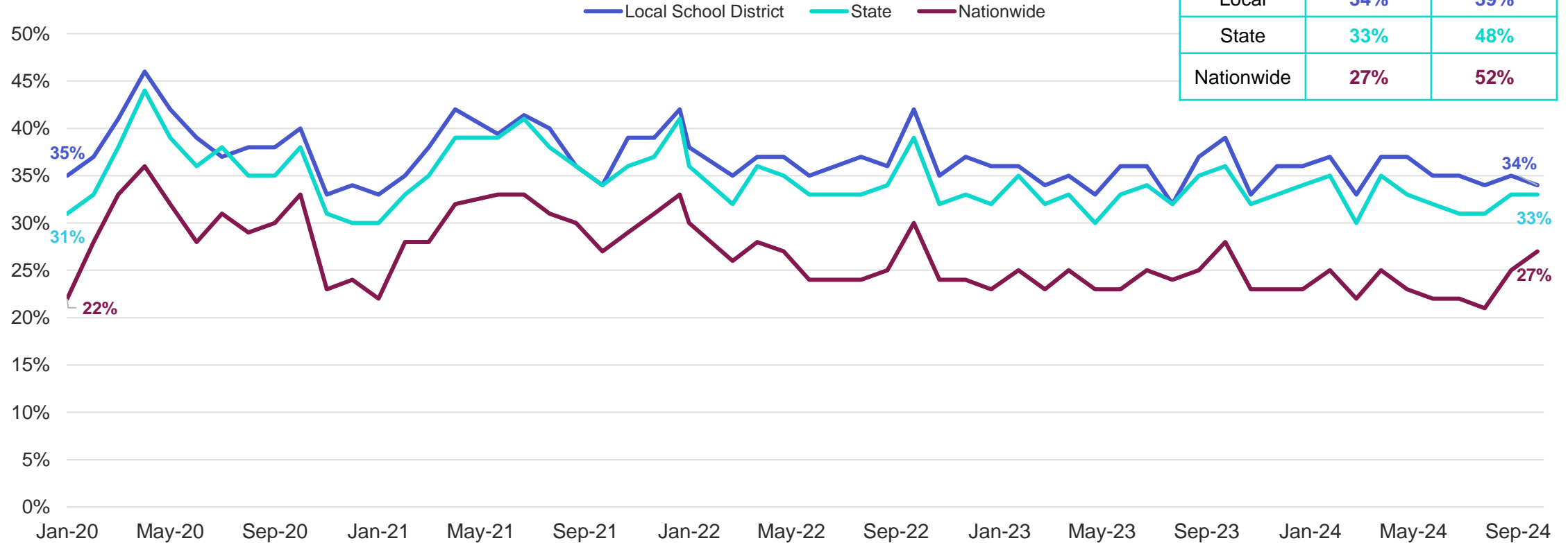
Source: Survey conducted September 12, 2024 – September 15, 2024, among U.S. adults

# In September, Americans were much more likely (by 25 points) to say K-12 education nationwide is on the wrong track than going in the right direction.

Do you feel things in K-12 Education are generally going in the right direction, or do you feel things have generally gotten off on the wrong track?

## All Adults

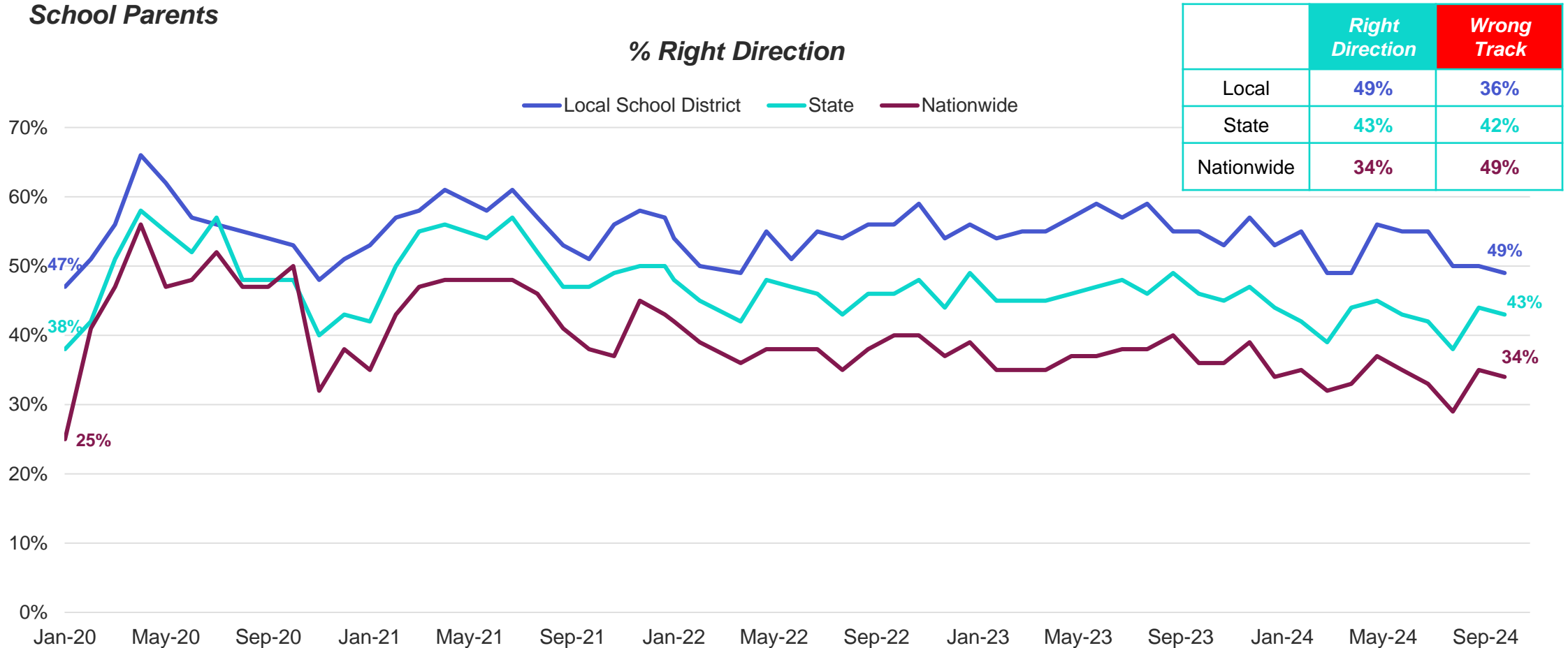
### % Right Direction



# Almost half of parents think K-12 education nationwide is on the wrong track, though they are more positive about their local schools.

Do you feel things in K-12 Education are generally going in the right direction, or do you feel things have generally gotten off on the wrong track?

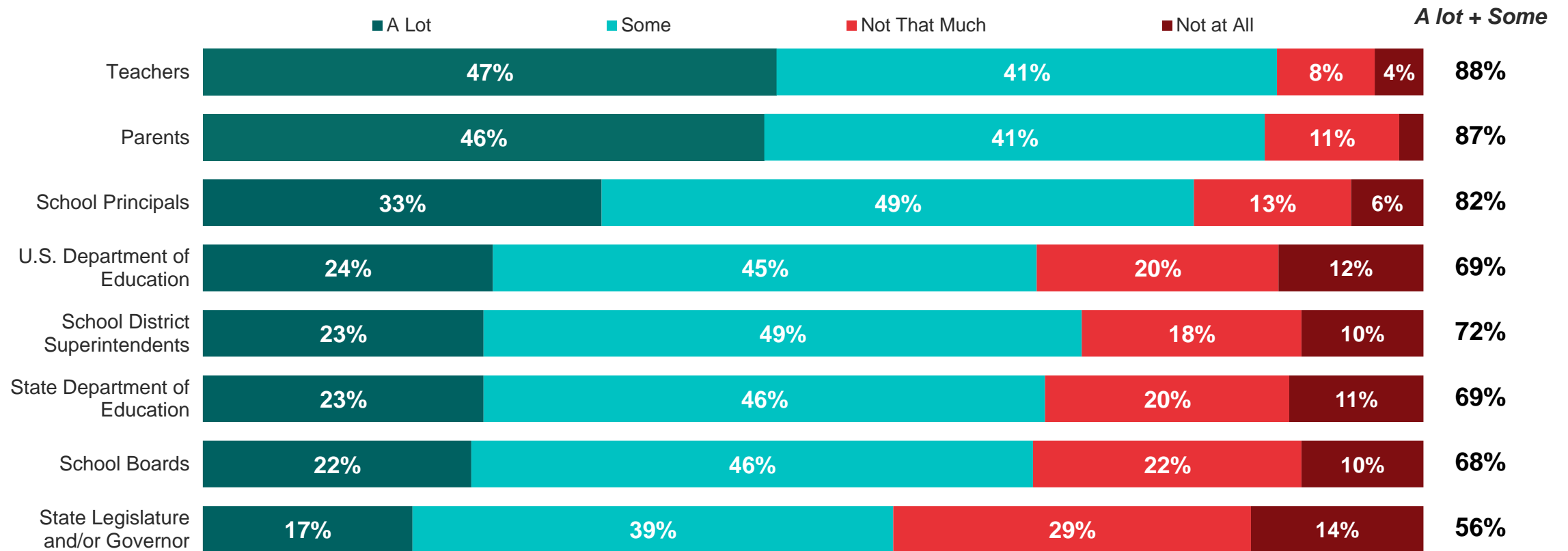
## School Parents



# School parents place the most trust in teachers, principals, and themselves to make good education decisions.

How much, if at all, do you trust the following to make good decisions about education?

## School Parents



# Americans are most likely to say core academic subjects are extremely important for grades K-8. They see skills for future employment as extremely important for grades 9-12.






What do you believe should be the main purpose of education during Kindergarten through 8th grade/High School? In your opinion, how important is it for students to learn...

## All Adults

### % Extremely Important








#### Grades K-8

Average % selected Extremely Important **43%**

-  Core academic subjects (57%)
-  Socialization (47%)
-  To become independent thinkers (47%)
-  How to be good citizens (45%)
-  Skills for future employment (42%)
-  Values, moral character, religious virtues (38%)
-  To fix social problems (25%)

#### Grades 9-12

Average % selected Extremely Important **50%**

-  Skills for future employment (58%)
-  Core academic subjects (56%)
-  To become independent thinkers (55%)
-  How to be good citizens (54%)
-  Socialization (51%)
-  Values, moral character, religious virtues (44%)
-  To fix social problems (34%)



School parents are most likely to say core academic subjects are extremely important for K-8 education. They see skills for future employment as the most important purpose of high school.







What do you believe should be the main purpose of education during Kindergarten through 8th grade/High School? In your opinion, how important is it for students to learn...

### School Parents

#### % Extremely Important








#### Grades K-8

Average % selected Extremely Important **49%**

-  Core academic subjects (61%)
-  To become independent thinkers (57%)
-  Skills for future employment (54%)
-  Socialization (51%)
-  How to be good citizens (48%)
-  Values, moral character, religious virtues (45%)
-  To fix social problems (28%)

#### Grades 9-12

Average % selected Extremely Important **53%**

-  Skills for future employment (62%)
-  To become independent thinkers (60%)
-  Core academic subjects (59%)
-  How to be good citizens (52%)
-  Values, moral character, religious virtues (51%)
-  Socialization (50%)
-  To fix social problems (37%)

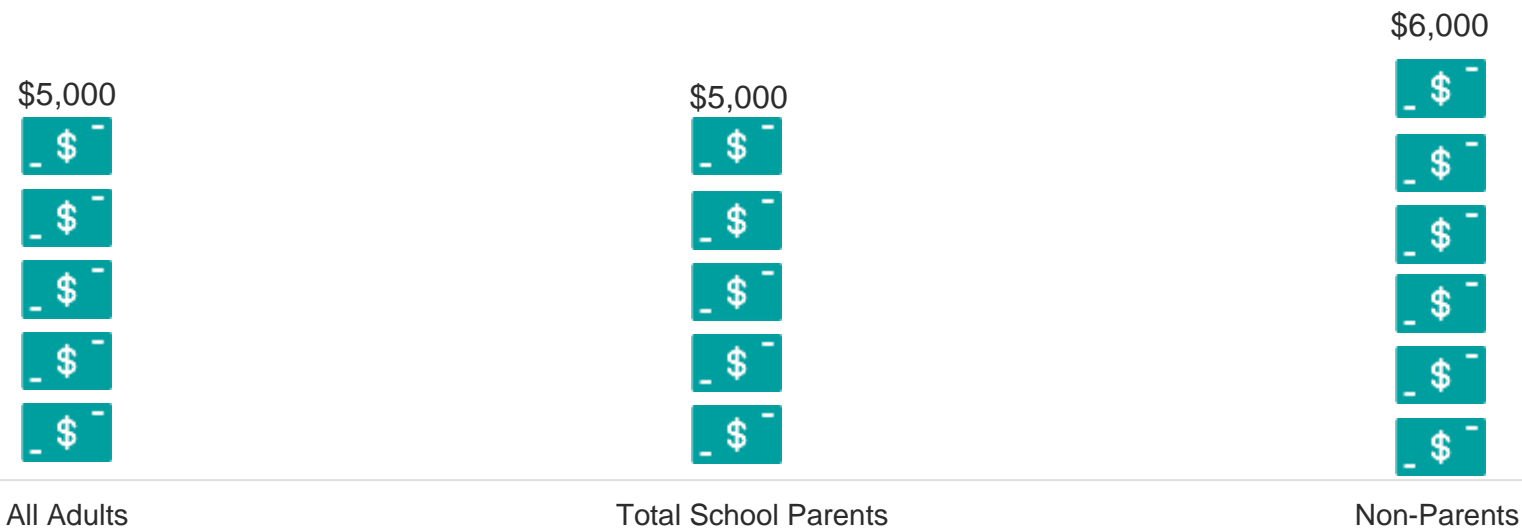
# The general public and school parents greatly underestimate per-student spending in public schools.

How much do you think is spent per year on each student in your state's public schools? Your estimate of the state average—to the nearest thousand dollars—will represent the combined expenditures of local, state, and federal governments.

 = \$1,000

## Median Estimate

FY22 State Actuals	
Maximum	\$29,284
<b>Mean</b>	<b>\$15,591</b>
Minimum	\$9,496



The general public and school parents are much less likely to say their state’s per-student spending is “too low” when given a publicly reported statistic – by 15 points and 20 points, respectively.

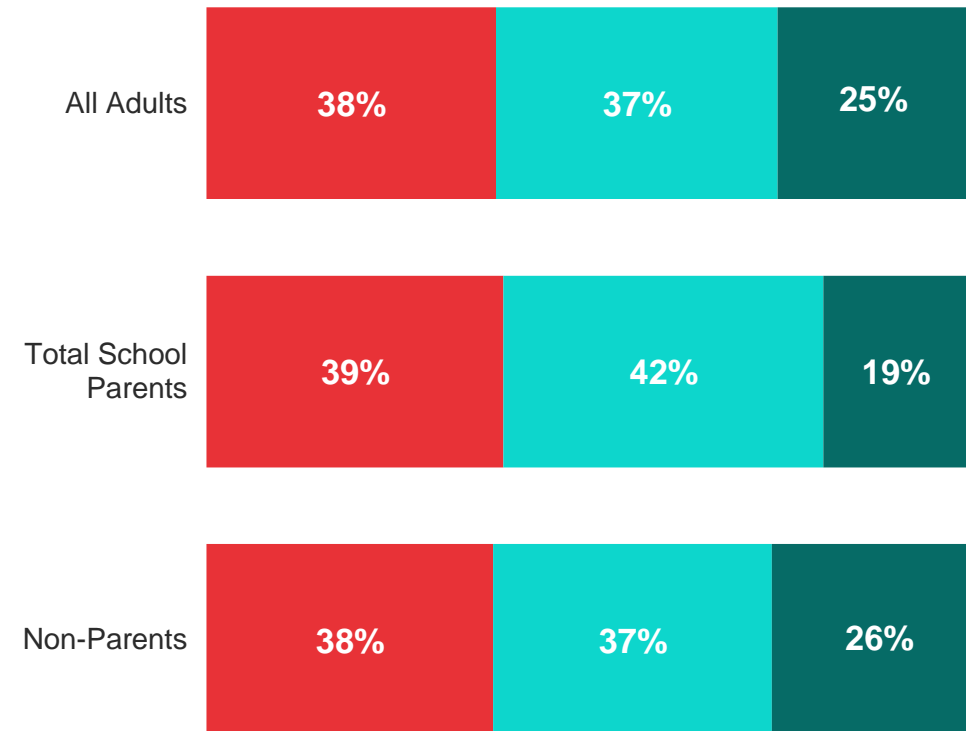
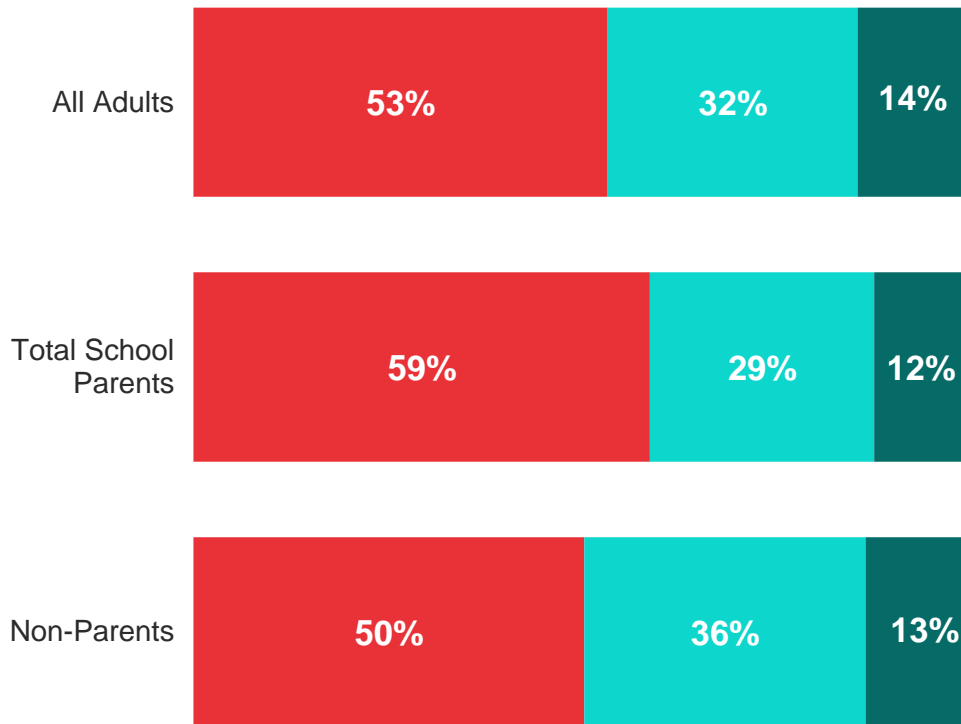
Do you believe public school funding in [STATE] is:

On average, [STATE] spends \$\_\_\_\_\_ per student attending public school each year. Do you believe public school funding is:

■ Too Low ■ About Right ■ Too High

**Without Information**

**With Information**

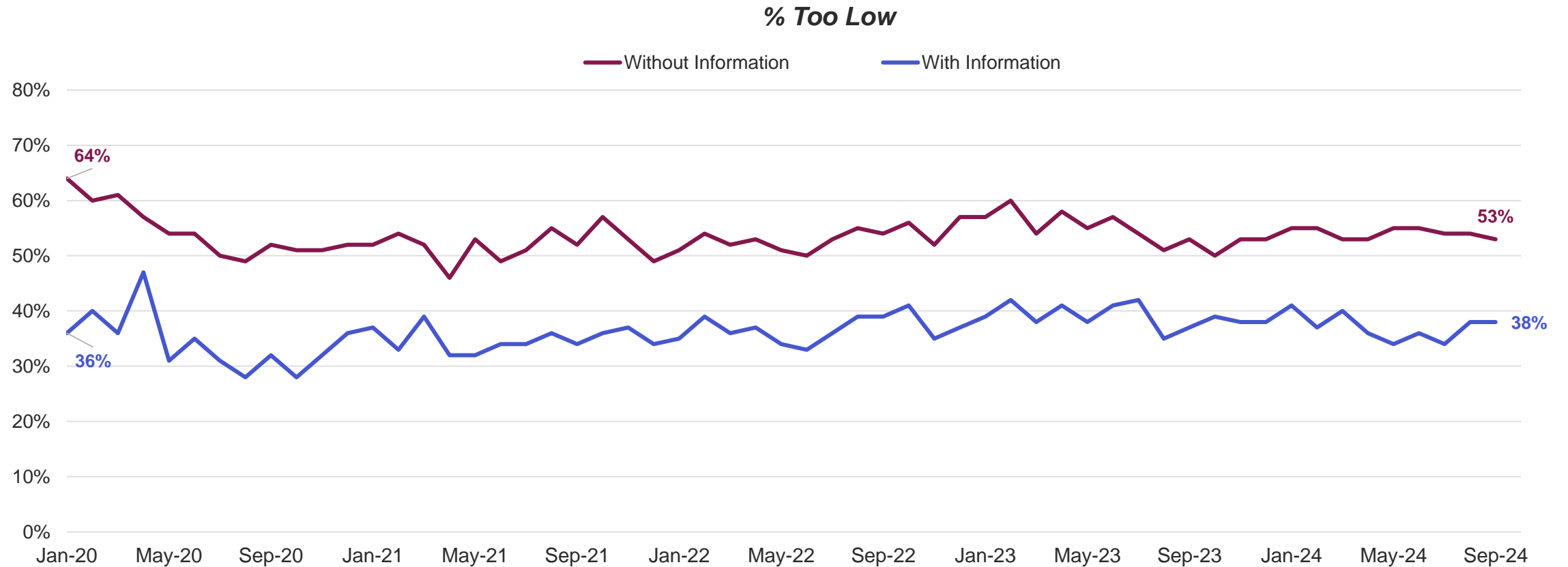


# Providing respondents with a government-reported spending statistic consistently decreases their tendency to say school spending is “too low.”

Do you believe public school funding in [STATE] is:

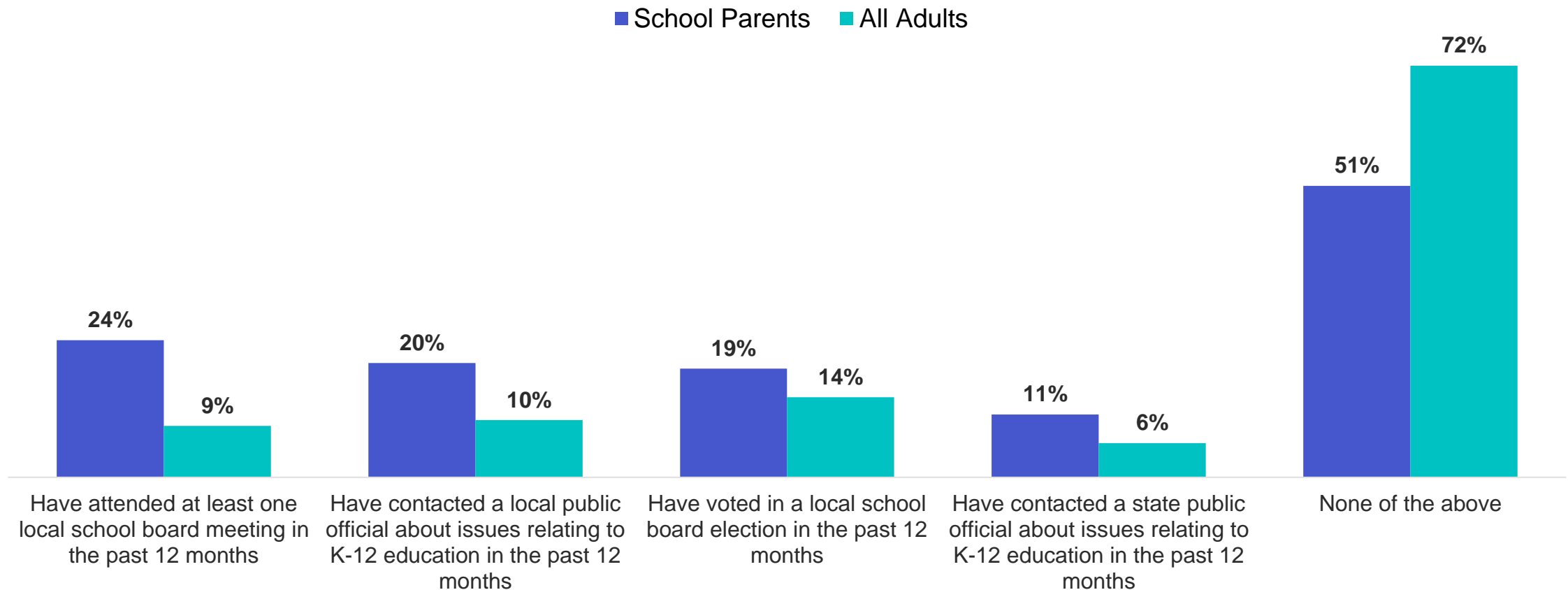
On average, [STATE] spends \$\_\_\_\_ per student attending public school each year. Do you believe public school funding is:

## All Adults



# Parents are much more likely than other adults to have done at least one of these education-related public engagements in the past 12 months.

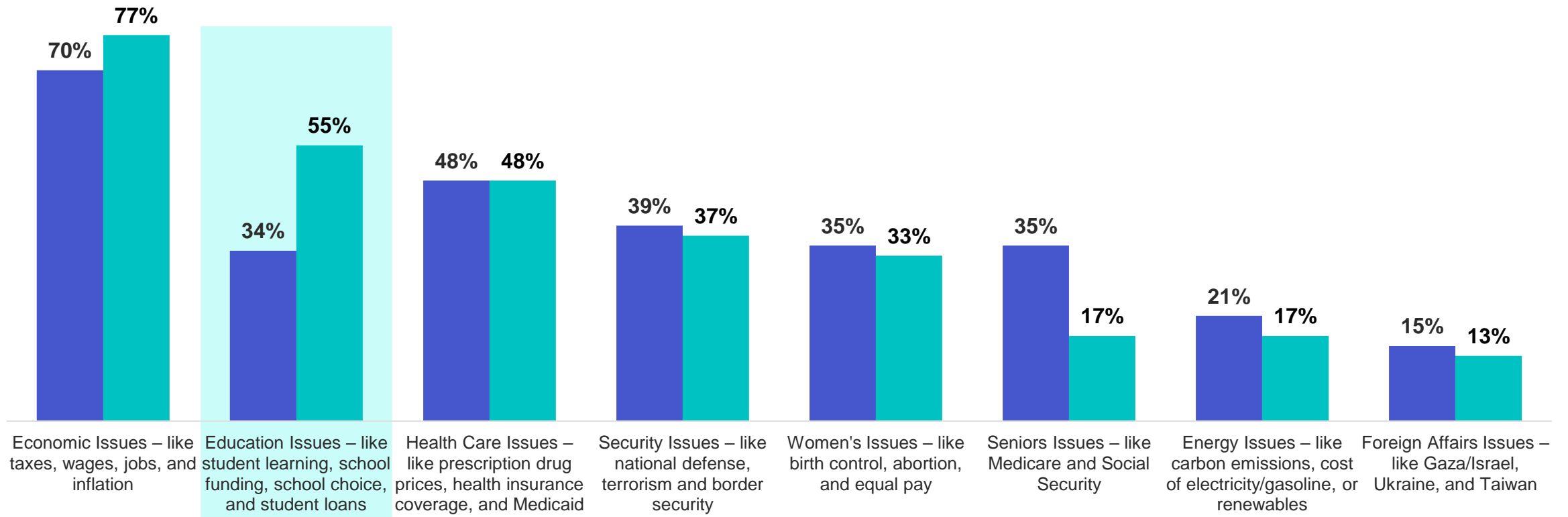
Which of the following apply to you? Select all that apply.



When it comes to voting in federal elections, adults and school parents care mostly about economic issues. School parents place much higher importance on education issues than adults.

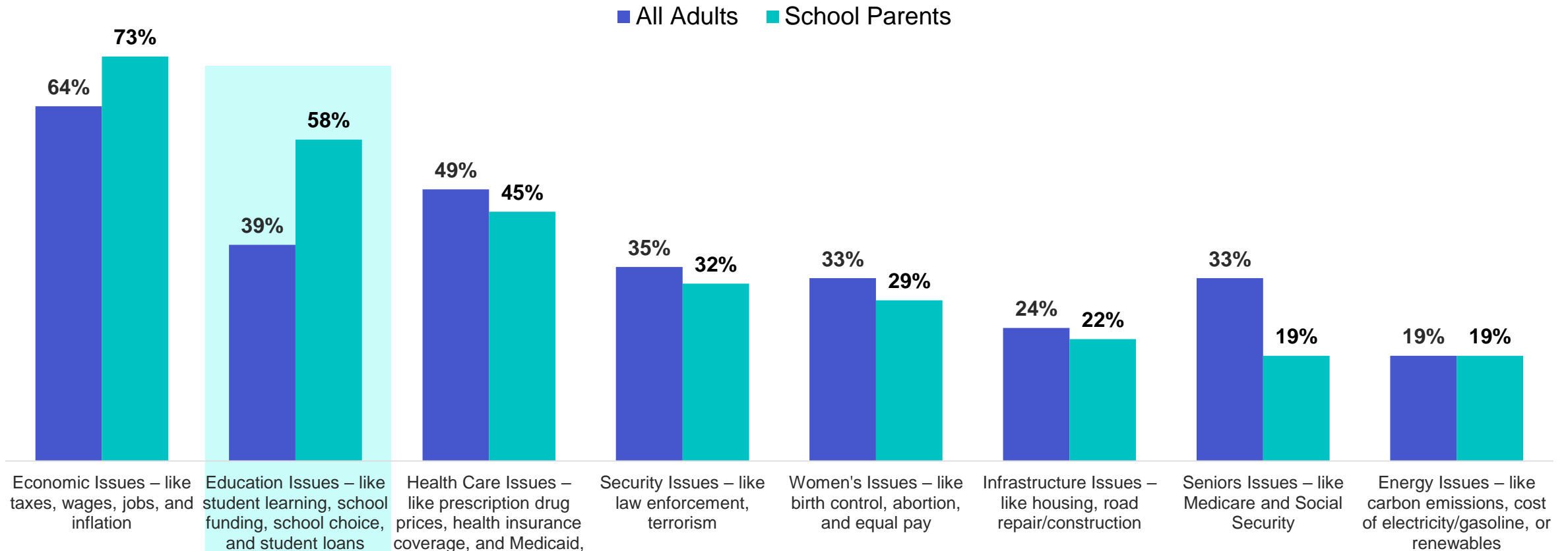
Now, thinking about your vote, what would you say are the top 3 issues on your mind when you cast your vote for federal offices such as **U.S. Senate or Congress**?

■ All Adults ■ School Parents



Similar to federal elections, both adults and parents care most about economic issues when it comes to voting in state elections. Over half of school parents see education issues as a top issue to vote on in state elections.

Now, thinking about your vote, what would you say are the top 3 issues on your mind when you cast your vote for state offices such as **Governor or the State legislature?**



Source: Survey conducted September 12, 2024 – September 15, 2024, among U.S. adults

AGENDA

VIEWS ON K-12 EDUCATION

**SCHOOLING AND EXPERIENCES**

K-12 CHOICE POLICIES

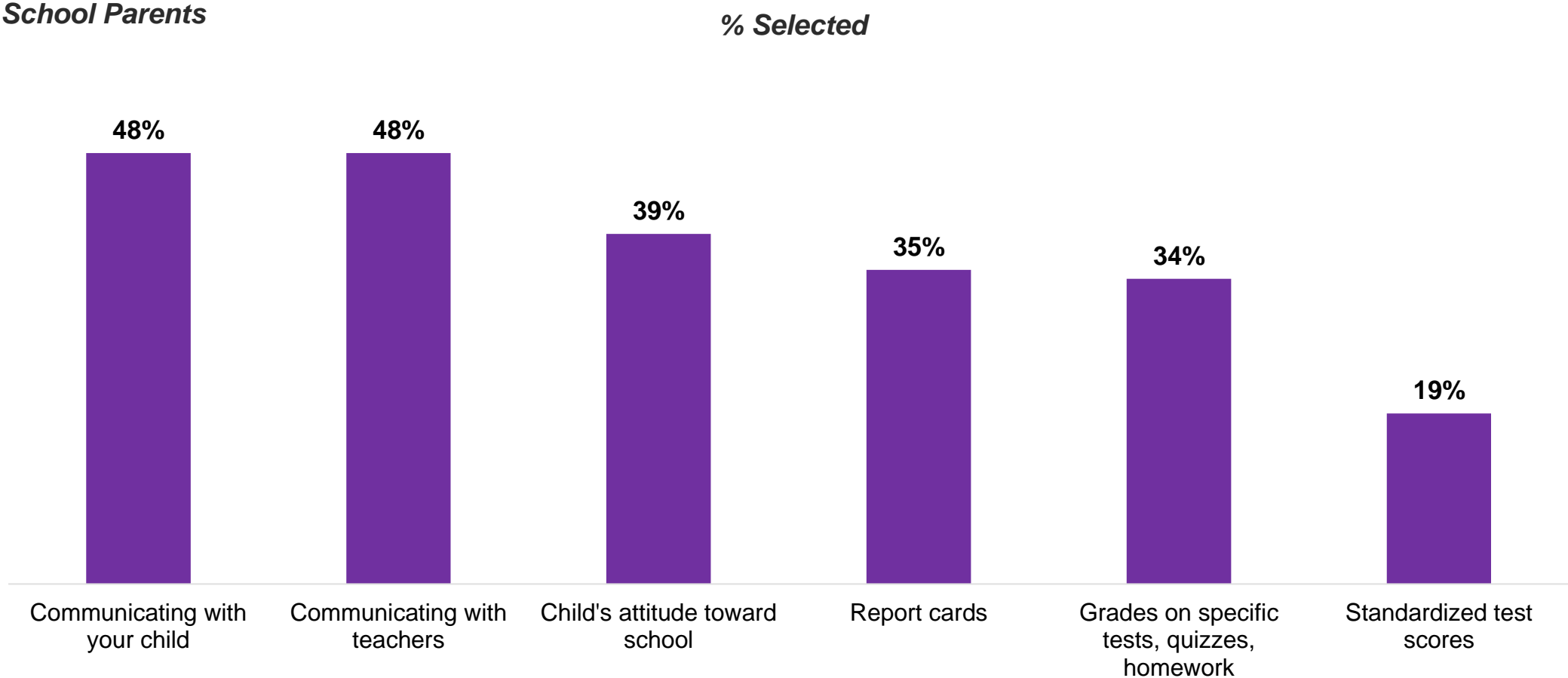
SURVEY PROFILE AND DEMOGRAPHICS





Parents are most likely to measure success of a school year based on their communications with their child and teachers. Standardized test scores are the least important metric.

Which of the following are the most important to know if your youngest/oldest child's school year is a successful one?



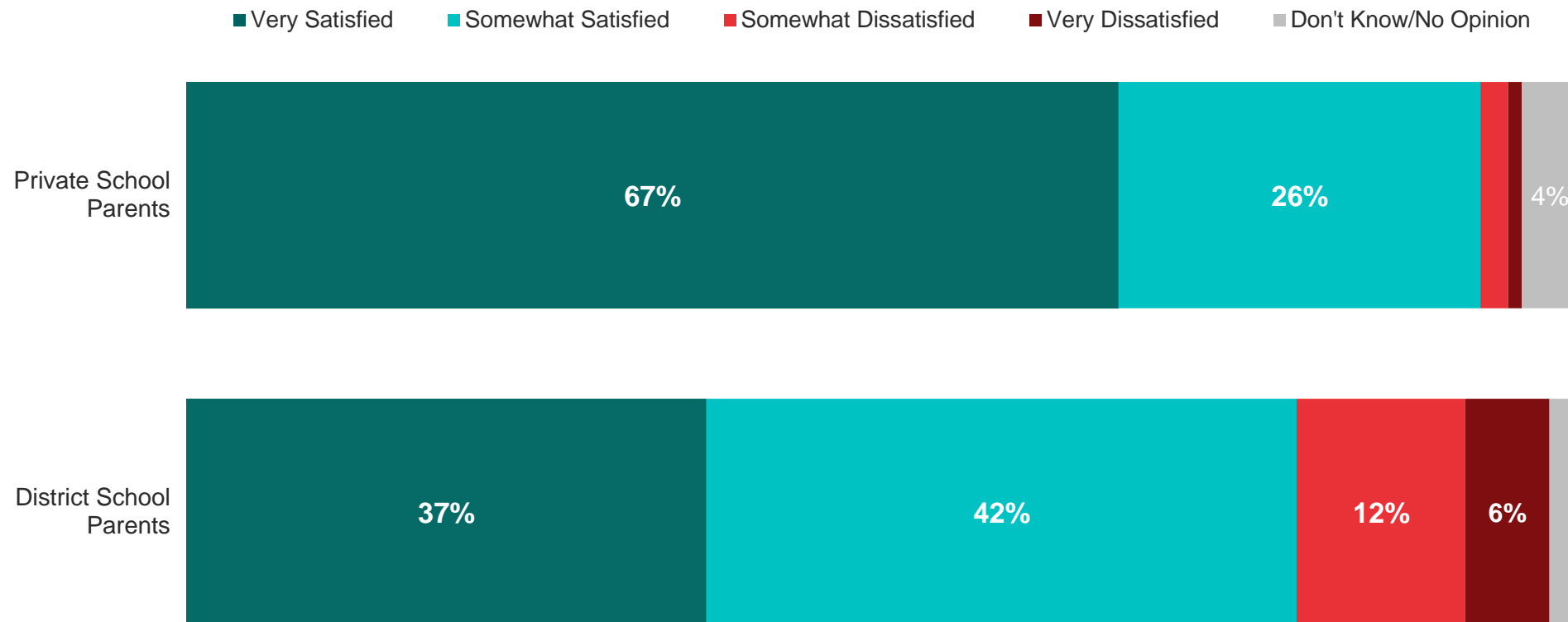
*Note: Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.*

*Source: Survey conducted September 12, 2024 – September 15, 2024, among U.S. adults*

# Private school parents are much more likely to say that they are “very satisfied” with their child’s schooling experiences than district school parents.

To what extent are you satisfied or dissatisfied with your child's/children's experiences with the following types of schooling?

## School Parents

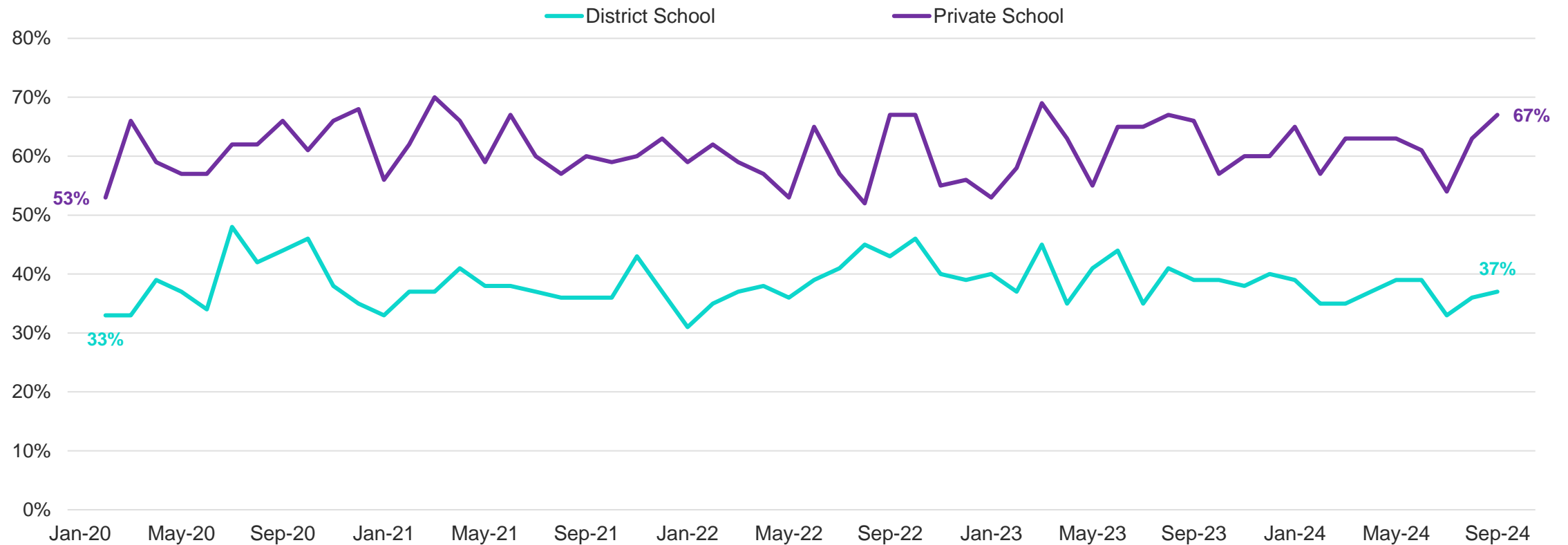


# Parents are consistently more likely to say they are “very satisfied” with private schools than public district schools. Strong satisfaction has risen among both types since last month.

To what extent are you satisfied or dissatisfied with your child's/children's experiences with the following types of schooling?

## School Parents

### % Very Satisfied

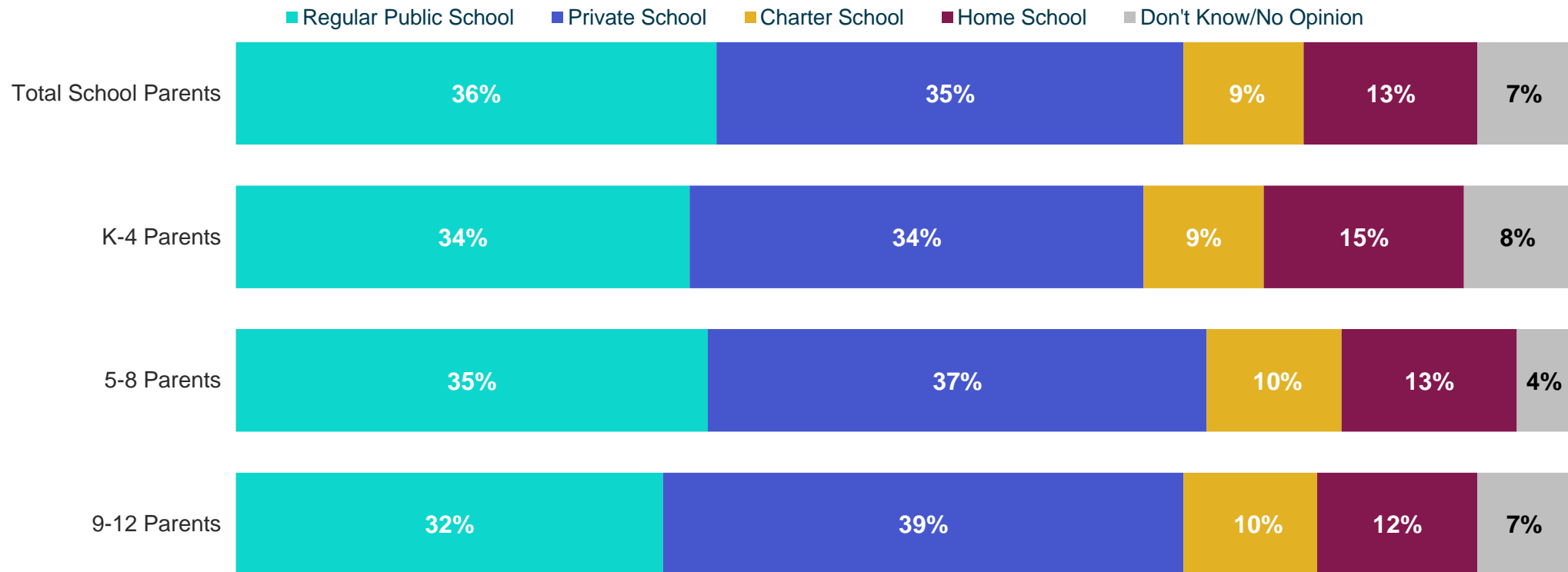


Note: Parent groups based on child/children school type attendance in SY24-25.

# Parents have a diverse range of schooling preferences. Parents slightly favor regular public schools over private schools.

If given the option, what type of school would you select in order to obtain the best education for your child?

## School Parents



**Note:** "Regular Public School" includes "Public District School – Inside your school district" and "Public District School – Outside of your school district."

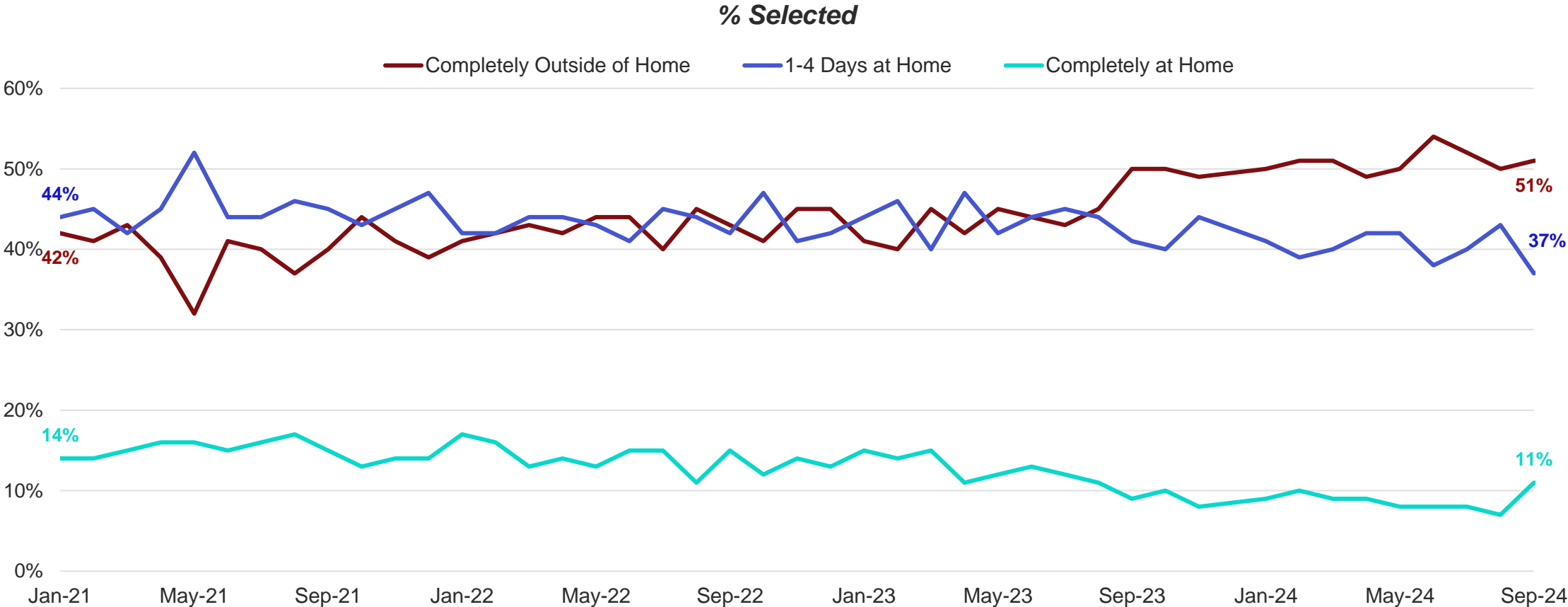
"Private School" includes "Private School – Religious, Parochial" and "Private School – Non-religious, Secular."

**Source:** Survey conducted September 12, 2024 – September 15, 2024, among U.S. adults

# Roughly half of parents would prefer having their child learn at home at least one day per week, while half say they want all schooling to occur outside the home.

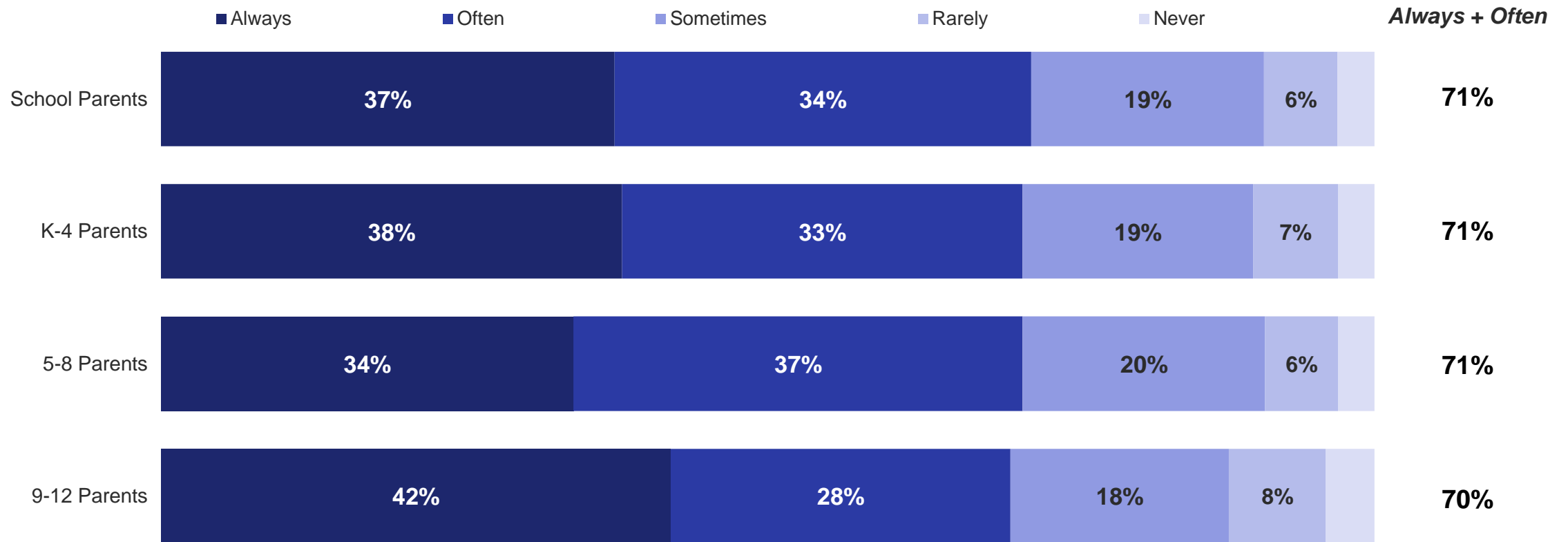
In order to provide the best education for your child/children, what would be your preferred weekly schedule and location between schooling at home with a parent/teacher/tutor, or outside the home?

## School Parents



# Roughly 7 in 10 parents say their child’s school schedule aligns with their work schedule “always” or “often.”

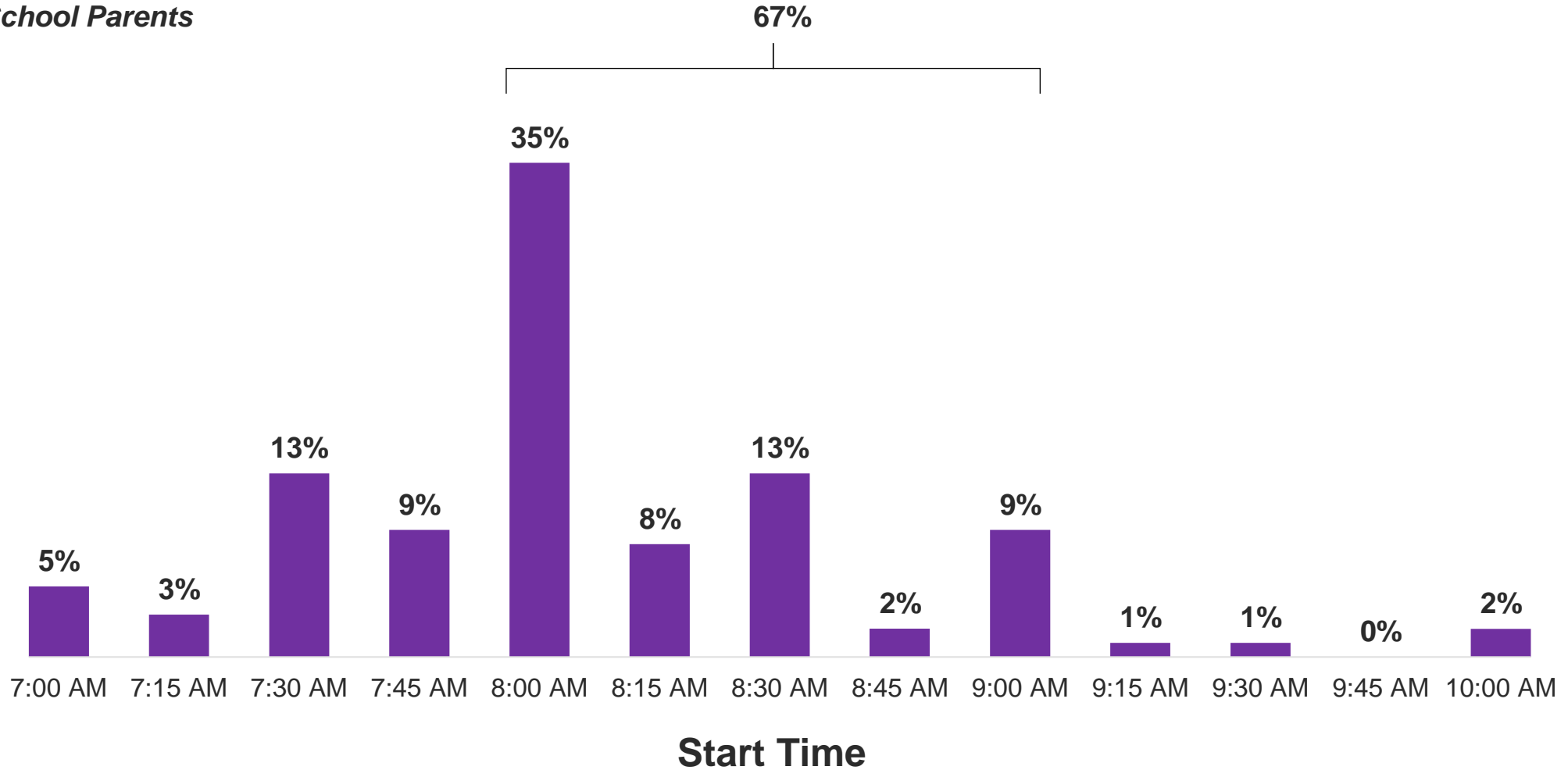
To what extent does your child’s/children’s school schedule(s) align with your work schedule?



About 2 in 3 parents prefer their child's school time to start between 8:00 am and 9:00 am.

What is your ideal time for your child's/children's school start time?

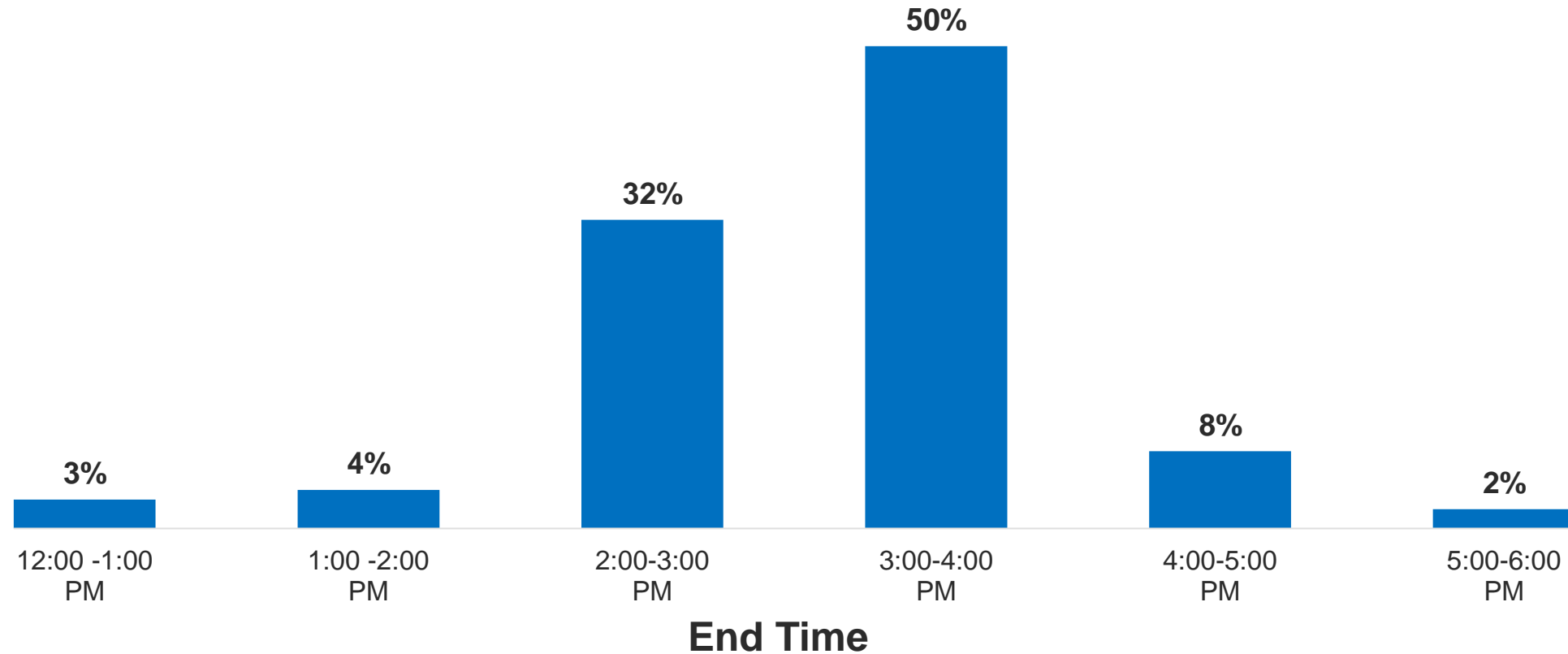
**School Parents**



# Half of school parents prefer their child's school time to end between 3:00 pm and 4:00 pm.

What is your ideal time for your child's/children's school start time?

## School Parents



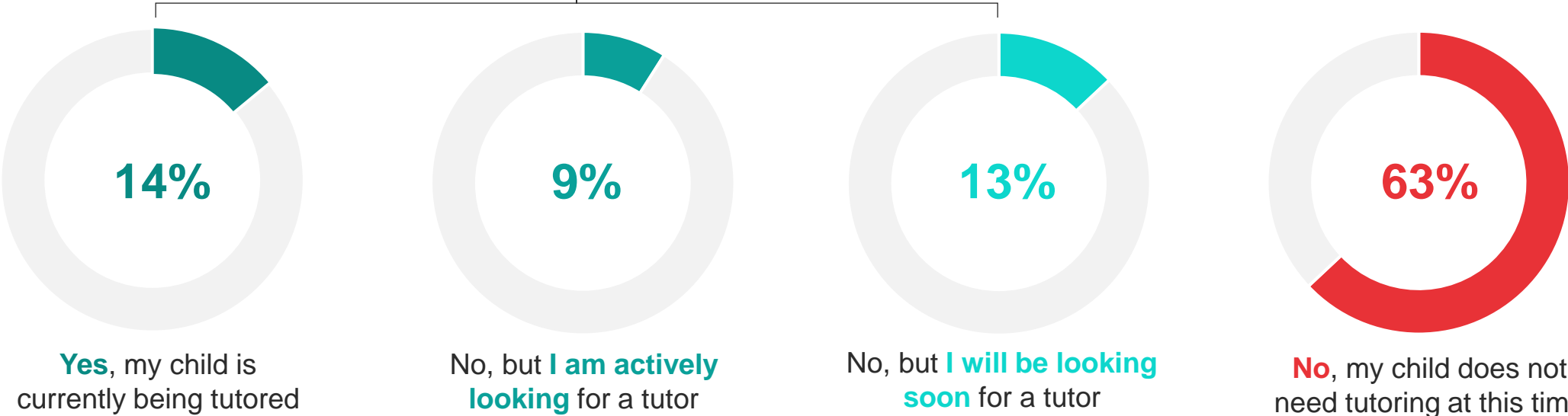


# In September, just over 1 in 3 parents are currently using a tutor or are interested in finding tutoring for their children – a decrease from our August survey.

Is your child getting tutoring outside of regular school hours this school year?

## School Parents

**36%** (-4 points vs. August)  
currently have a tutor or looking for a tutor



Source: Survey conducted September 12, 2024 – September 15, 2024, among U.S. adults

In September, interest in tutoring was highest among special education and special needs parents. It was lowest among small town, female, and rural parents.

Is your child getting tutoring outside of regular school hours this school year?

**School Parents**

Groups **most** likely to be looking for / already having tutoring

Groups **least** likely to be looking for / already having tutoring

School Parents	36%
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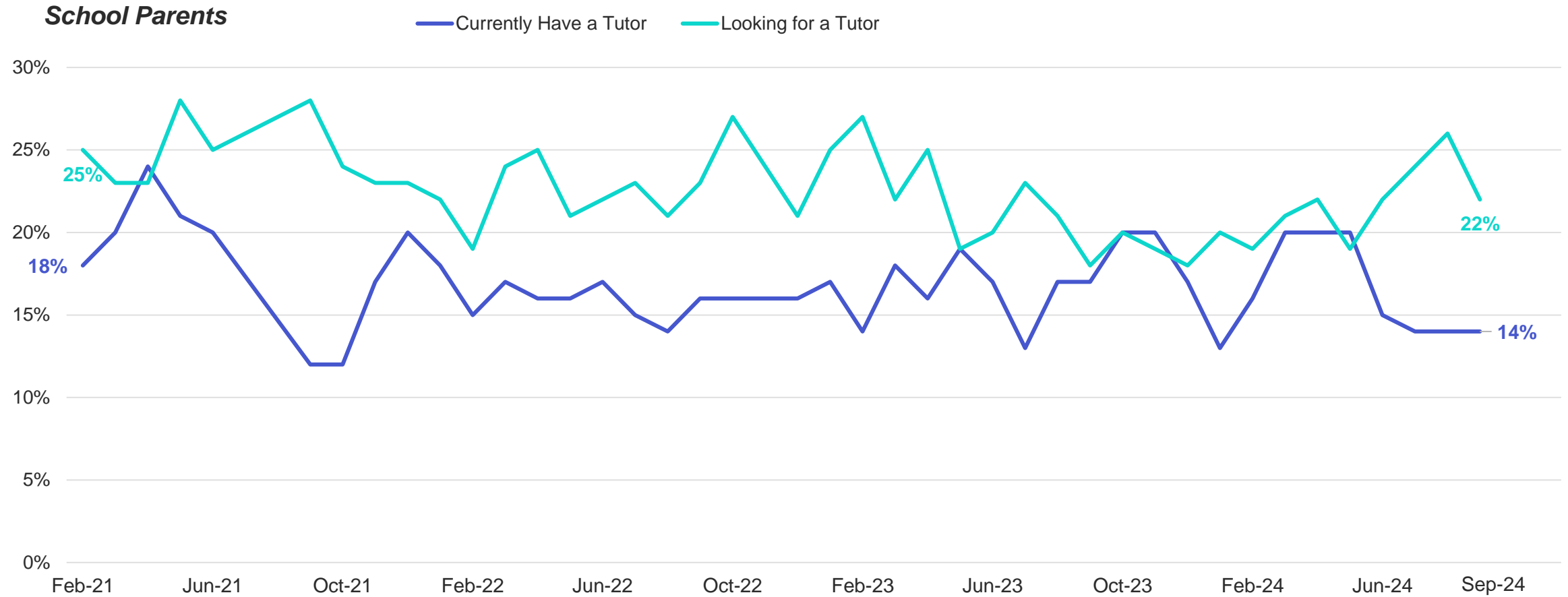
Special Education	56%
Special Needs	54%
Liberal	53%
Male	48%
Hispanic	48%
Urban	48%
Education: Bachelors+	43%

Non-Hispanic White	32%
Independent	32%
Education: <College	32%
Midwest	32%
Rural	30%
Female	28%
Small town	27%

Source: Survey conducted September 12, 2024 – September 15, 2024, among U.S. adults

# The percentage of school parents who report looking for a tutor for their child has decreased in September after months of steady increases.

Is your child getting tutoring outside of regular school hours this school year?

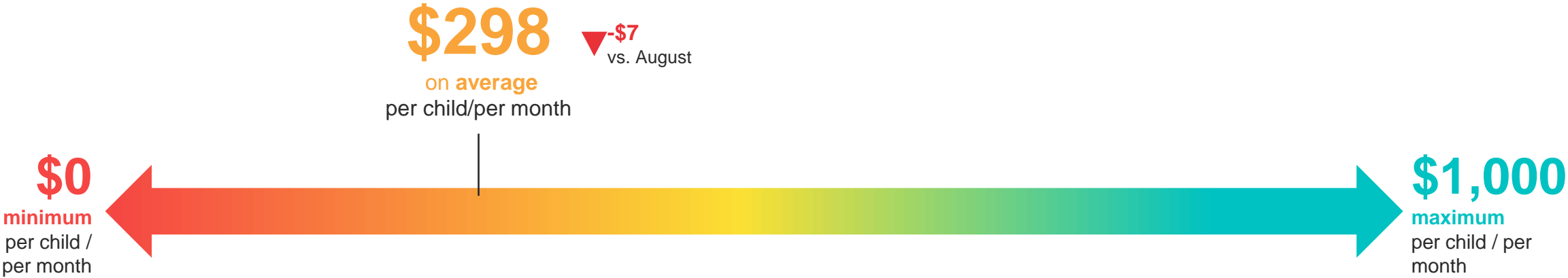


Note: Question was not asked in July 2021 and August 2021.

# In September, the amount parents were willing to spend on tutoring fell to just under \$300 per child/month.

What would you be able and willing to spend, on a monthly basis, per child for tutoring outside of school hours?

## **School Parents** *among those interested in or participating in a tutoring*

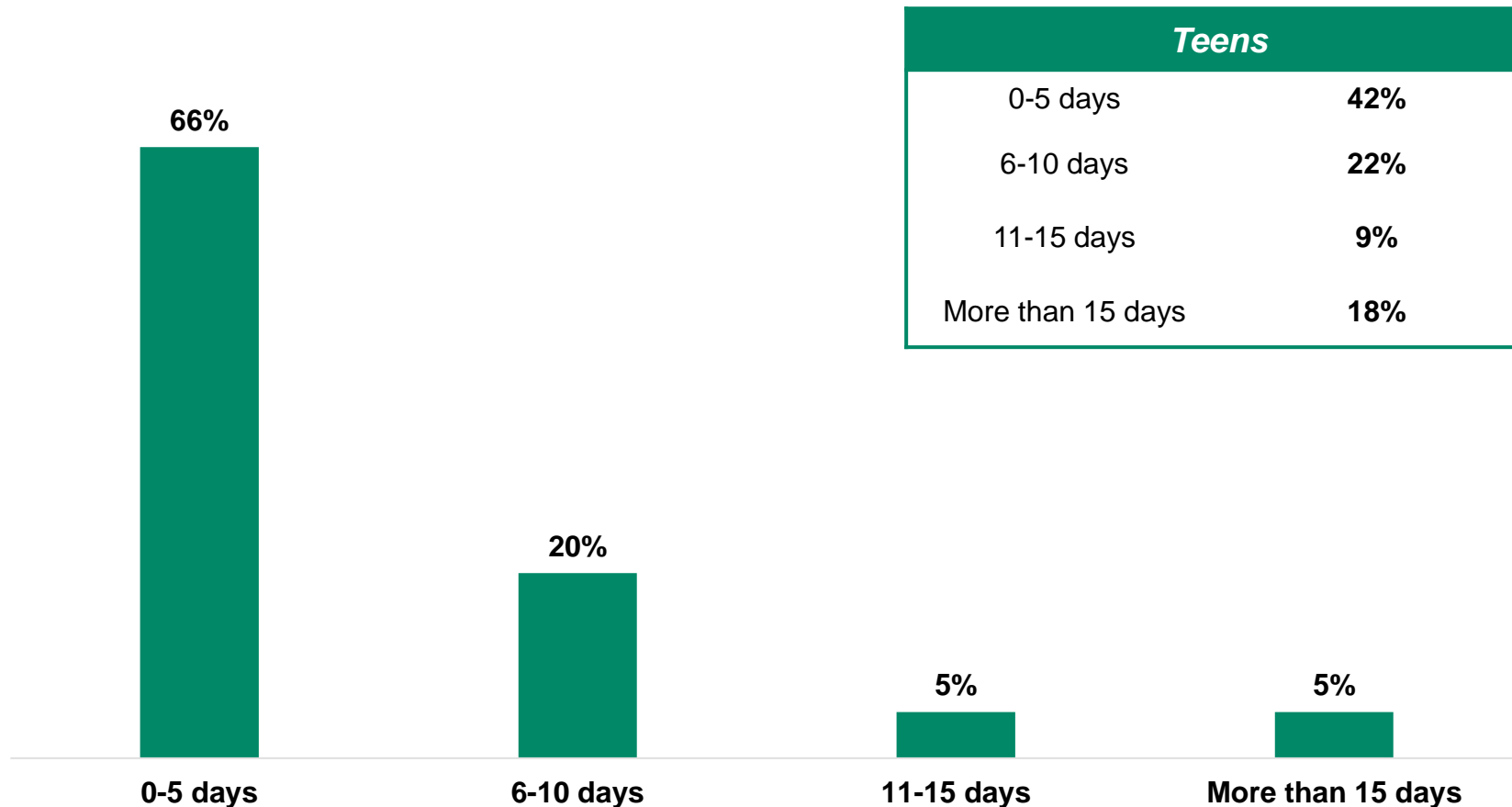


Source: Survey conducted September 12, 2024 – September 15, 2024, among U.S. adults

Only 5% of parents say their child has missed more than 15 days of school last year. That is much fewer absences than teens self-reported in our August survey.

Thinking about LAST school year, how many WHOLE DAYS of school did your youngest/oldest child miss and was absent?

### School Parents



*Note:* Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.

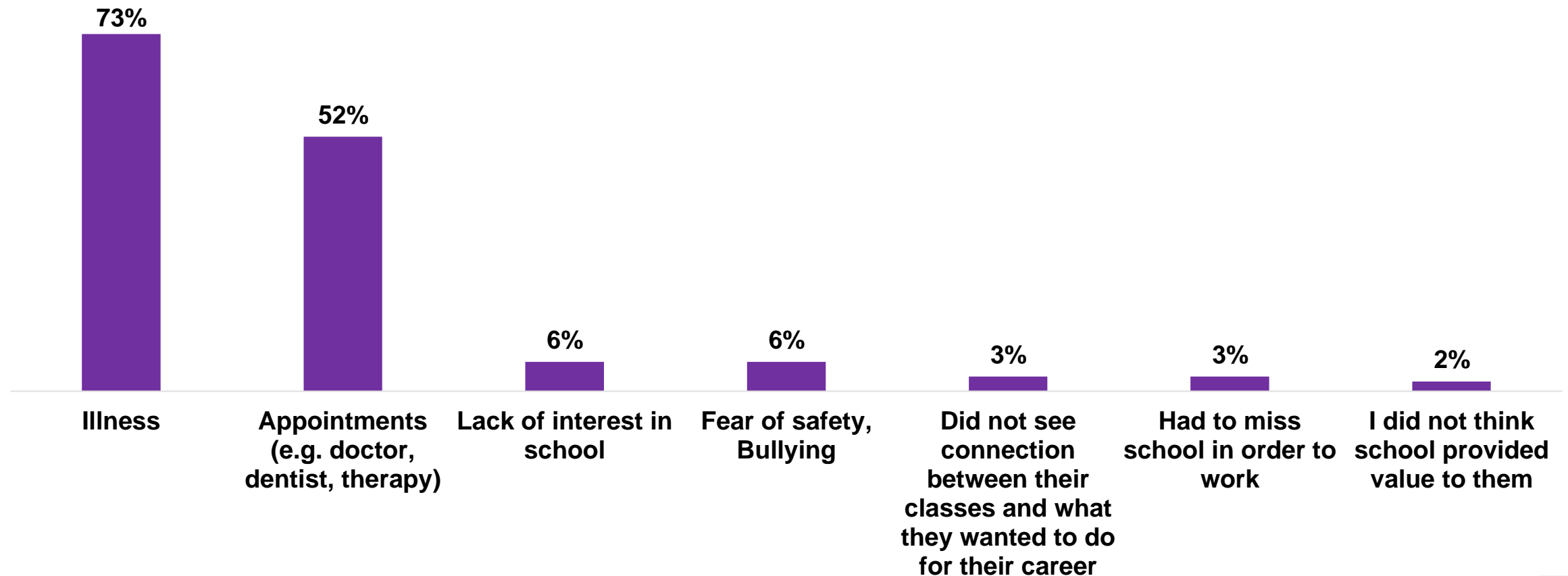
*Note:* \*Teens data comes from August 2024 U.S. Teens Report

# School parents say their children were most likely to have missed class last year due to illness or for an appointment like the doctor or the dentist.

And what are the reasons why your child was absent LAST school year? Select all that apply. *(Among parents with a child who missed at least 1 day of school last year; N=982)*

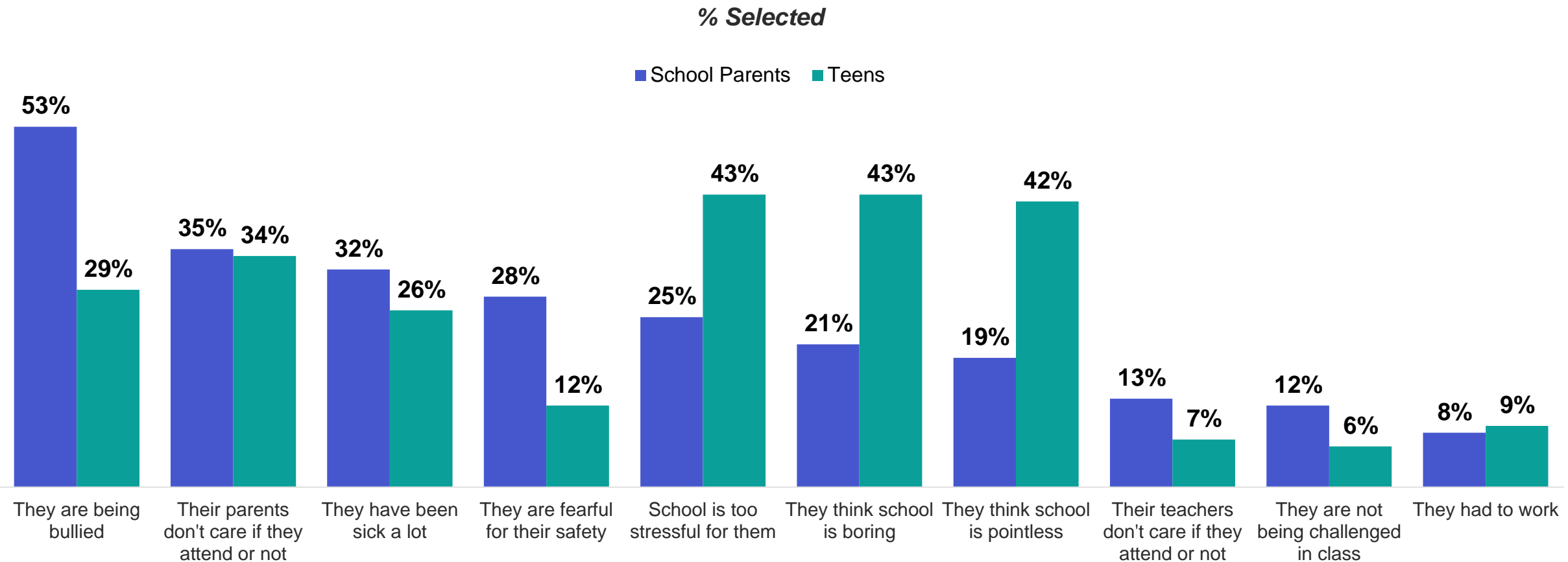
## School Parents

**% Selected**



# School parents are much more likely to speculate that bullying is contributing to student absences, while teens are more likely to point to school being too boring, stressful, or pointless.

It has been reported that more than 25 percent of American students have been chronically absent from school in the past few years. Why do you think that is?



**Note:** \*Teens data comes from August 2024 U.S. Teens Report

**Source:** Survey conducted September 12, 2024 – September 15, 2024, among U.S. adults

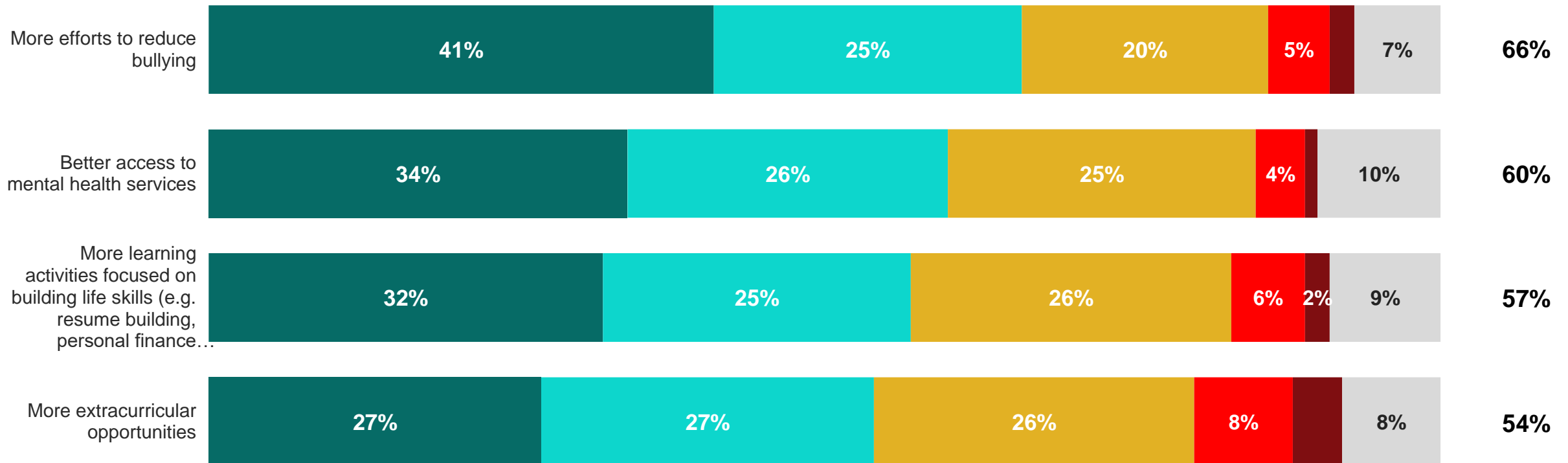
# School parents believe making more efforts to reduce bullying would be most helpful to bring frequently absent students back to the classroom.

Student absenteeism is a topic receiving a lot of attention from teachers, principals, and among the public. How effective do you think each of the following can be to help bring those frequently absent students back to school?

## School Parents

Extremely Effective   Very Effective   Somewhat Effective   Not That Effective   Not At All Effective   Don't Know/No Opinion

**Total Effective**  
(Extremely + Very Effective)





AGENDA

VIEWS ON K-12 EDUCATION

SCHOOLING AND EXPERIENCES

**K-12 CHOICE POLICIES**

SURVEY PROFILE AND DEMOGRAPHICS



# Policy Descriptions Used

## Education Savings Accounts

An "education savings account" in K–12 education – often called an ESA – establishes for parents a government-authorized savings account with restricted, but multiple uses for educational purposes. Parents can then use these funds to pay for: school tuition; tutoring; online education programs; therapies for students with special needs; textbooks or other instructional materials; or save for future college expenses.

## Charter Schools

Charter schools are public schools that have more control over their own budget, staff, and curriculum, and are exempt from many existing public school regulations.

## School Vouchers

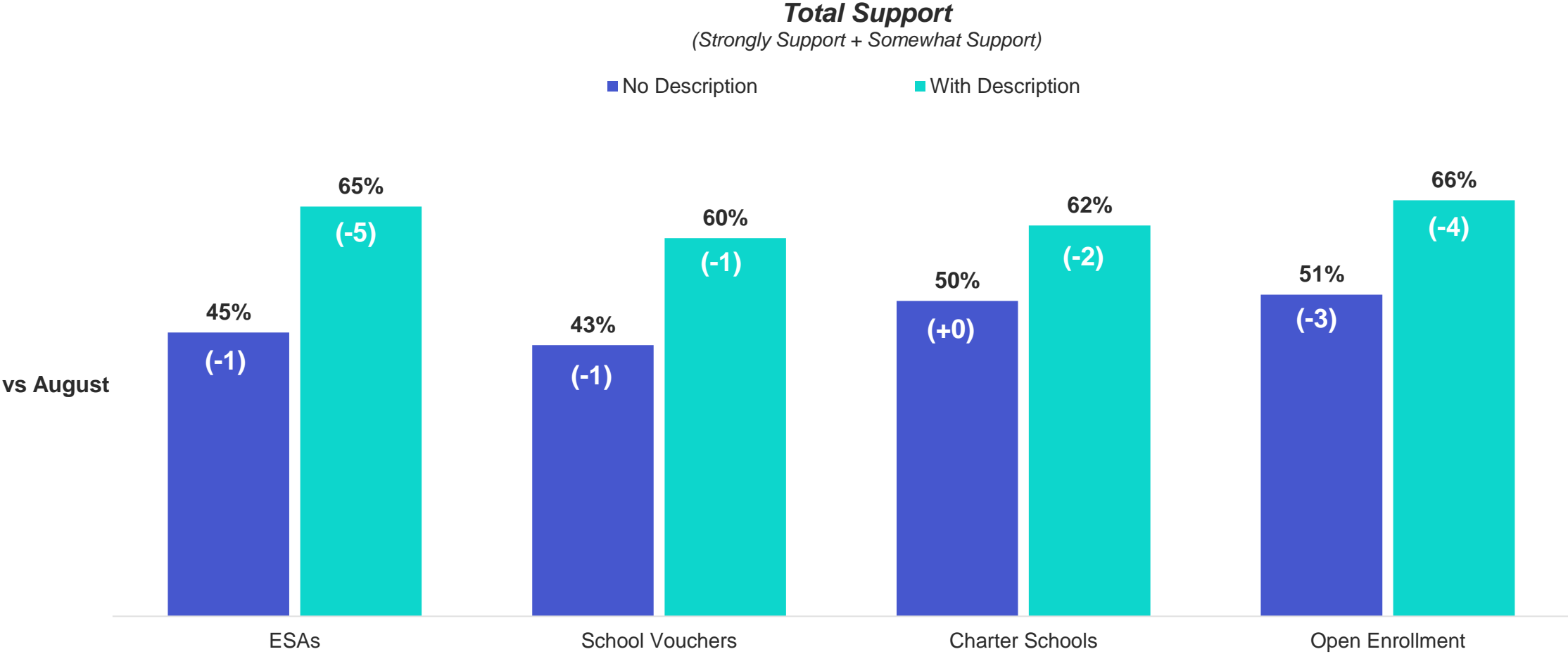
A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to parents in the form of a 'school voucher' to pay partial or full tuition for the child's school.

## Open Enrollment

An "open enrollment" policy in K-12 education allows a student enrolled in public school to select and transfer to a public school of their choice, rather than attending a school based on where they live. A student can be allowed to transfer to a public school in another district (called "INTER-district"). The policy is based on a first come, first served process until districts are no longer able to accommodate new students.

# Support for ESAs, school vouchers, charter schools, and open enrollment is much higher when given a brief description.

All Adults



Source: Survey conducted September 12, 2024 – September 15, 2024, among U.S. adults

# In September, support for ESAs was highest among high income adults and liberal/progressive adults. Support was lowest among those living in small towns.

An "education savings account" in K–12 education – often called an ESA – establishes for parents a government-authorized savings account with restricted, but multiple uses for educational purposes. Parents can then use these funds to pay for: school tuition; tutoring; online education programs; therapies for students with special needs; textbooks or other instructional materials; or save for future college expenses. In general, what is your opinion of an ESA system?

## ESA Support, Among All Adults

Public Support 65%

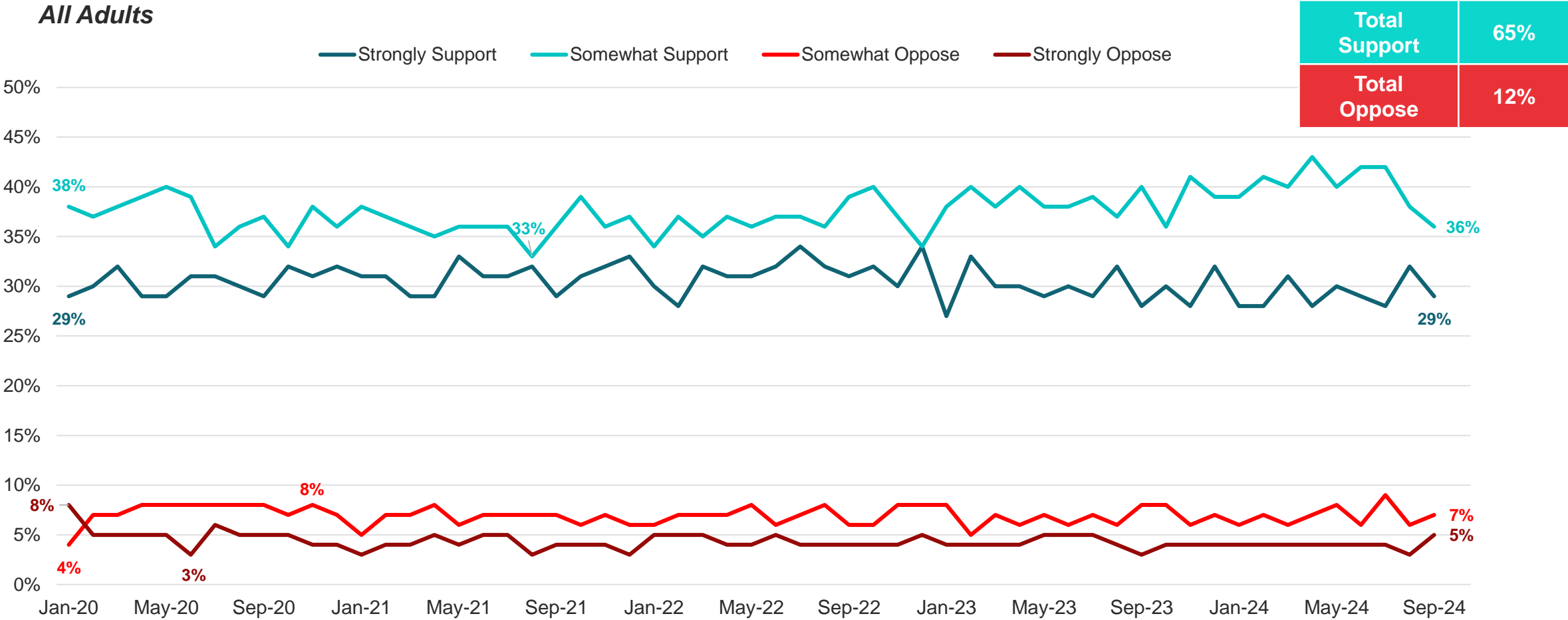
Groups <b>most</b> supportive		Groups <b>least</b> supportive	
High Income: \$100k+	78%	Black	64%
Liberal/Progressive	74%	Female	64%
Education: Bachelors+	74%	Moderate	62%
Middle Income: \$50k to \$100k	74%	Education: <College	60%
School Parents	71%	Independent	60%
Suburban	70%	Low Income: <\$50k	59%
Democrat	70%	Rural	58%
Northeast	69%	Small town	56%

# The public is over five times as likely to support ESAs than oppose them, though Americans' overall support of ESAs decreased again in September.

An "education savings account" in K–12 education – often called an ESA – establishes for parents a government-authorized savings account with restricted, but multiple uses for educational purposes. Parents can then use these funds to pay for: school tuition; tutoring; online education programs; therapies for students with special needs; textbooks or other instructional materials; or save for future college expenses. In general, what is your opinion of an ESA system?

**September 2024**

**All Adults**



Note: Don't know/No opinion responses are not shown.

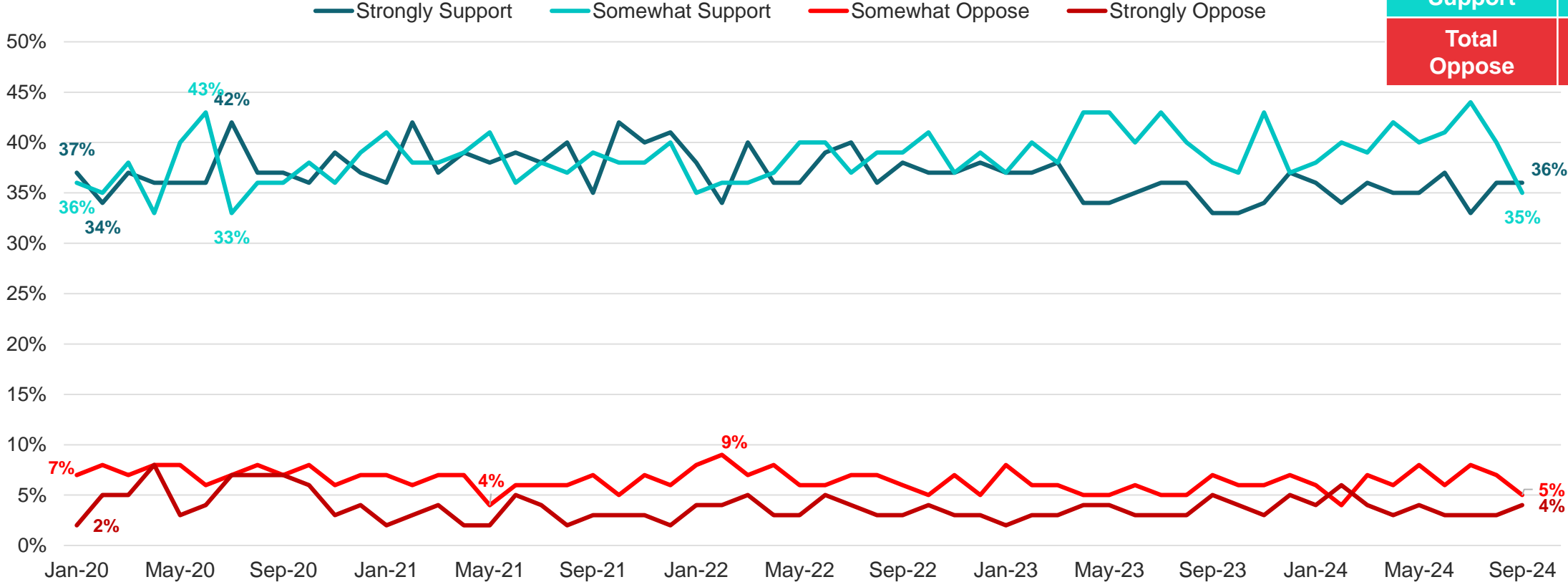
# In September, school parents were almost eight times as likely to be supportive of ESAs than to be opposed. Strong support decreased since last month.

An "education savings account" in K–12 education – often called an ESA – establishes for parents a government-authorized savings account with restricted, but multiple uses for educational purposes. Parents can then use these funds to pay for: school tuition; tutoring; online education programs; therapies for students with special needs; textbooks or other instructional materials; or save for future college expenses. In general, what is your opinion of an ESA system?

## School Parents

**September 2024**

Total Support	71%
Total Oppose	9%



Note: Don't know/No opinion responses are not shown.

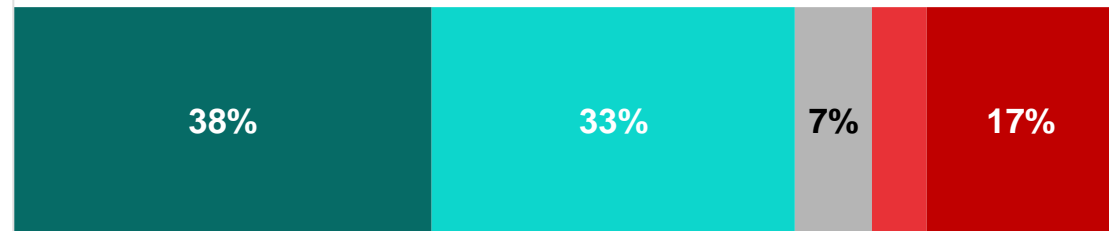
Nearly 3 in 4 school parents believe ESAs should be available to all families regardless of income or special needs. That is 20 points higher than the percentage of parents who want ESA eligibility determined by financial need.

**School Parents**

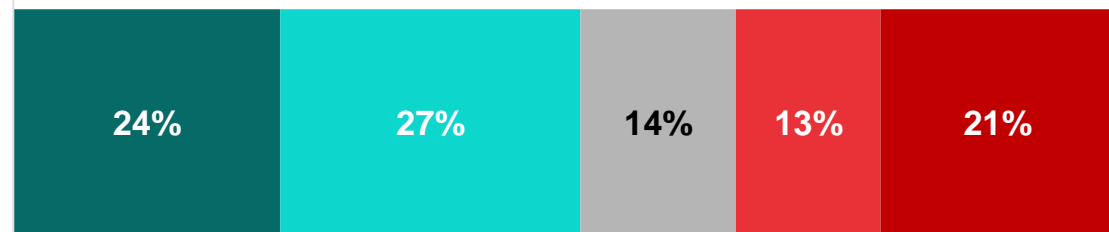
■ Strongly Agree   
 ■ Somewhat Agree   
 ■ Somewhat Disagree   
 ■ Strongly Disagree   
 ■ Don't Know/ No Opinion

**Total Agree**  
(Strongly + Somewhat Agree)

Some people believe that ESAs should be available to all families, regardless of incomes and special needs. Do you agree or disagree with that statement?



Some people believe that ESAs should only be available to families based on financial need. Do you agree or disagree with that statement?



# Support for school vouchers was highest among conservatives, Republicans, and high-income adults. It was lowest among independents and small town adults.

A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to parents in the form of a 'school voucher' to pay partial or full tuition for the child's school. In general, what is your opinion of school voucher systems?

## School Voucher Support, Among All Adults

Public Support 60%

Groups most supportive		Groups least supportive	
Conservative	72%	West	59%
Republican	70%	Female	59%
High Income: \$100k+	68%	Non-Hispanic White	58%
Millennials	68%	Liberal/Progressive	57%
School Parents	67%	Low Income: <\$50k	57%
Middle Income: \$50k to \$100k	64%	Rural	57%
Education: Bachelors+	62%	Small town	53%
Urban	62%	Independent	50%

Source: Survey conducted September 12, 2024 – September 15, 2024, among U.S. adults

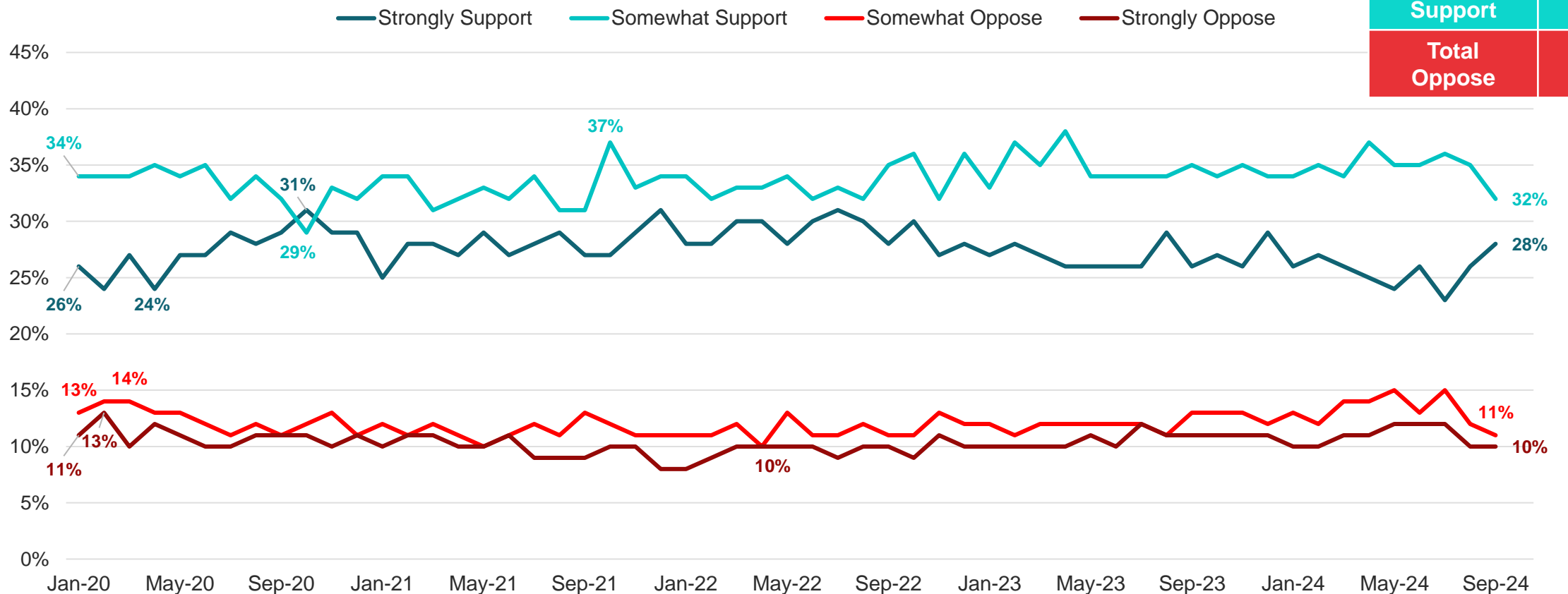


# Americans are more than twice as likely to support school vouchers than oppose them. The public's overall support for school vouchers fell slightly in September.

A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to parents in the form of a 'school voucher' to pay partial or full tuition for the child's school. In general, what is your opinion of school voucher systems?

**September 2024**

## All Adults



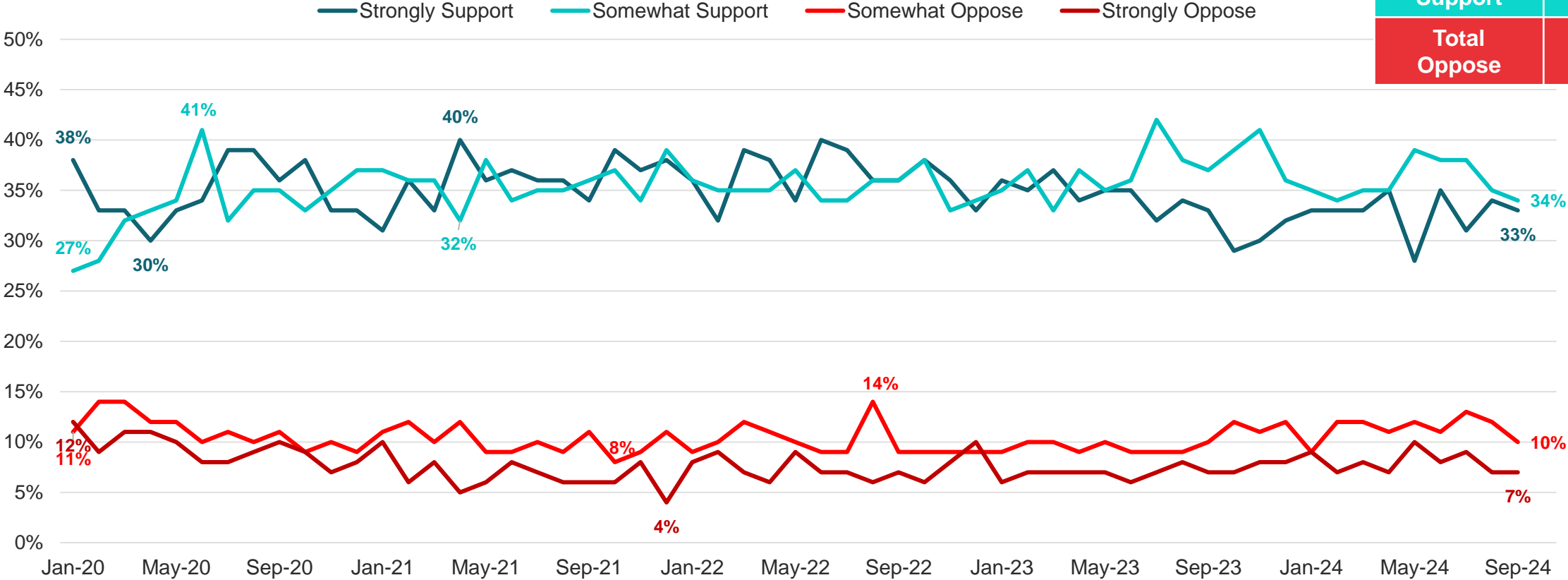
Note: Don't know/No opinion responses are not shown.

# Parents are nearly four times as likely to support school vouchers than oppose them. In September, support for school vouchers fell slightly among school parents.

A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to parents in the form of a 'school voucher' to pay partial or full tuition for the child's school. In general, what is your opinion of school voucher systems?

**September 2024**

## School Parents



Note: Don't know/No opinion responses are not shown.

Support for charter schools is highest among conservatives, Republicans, and adults with a bachelors degree or higher. Adults living in small towns and rural areas are least likely to support them.

Charter schools are public schools that have more control over their own budget, staff, and curriculum, and are exempt from many existing public school regulations. In general, what is your opinion of public charter schools?

**Charter School Support, Among All Adults**

Public Support 62%

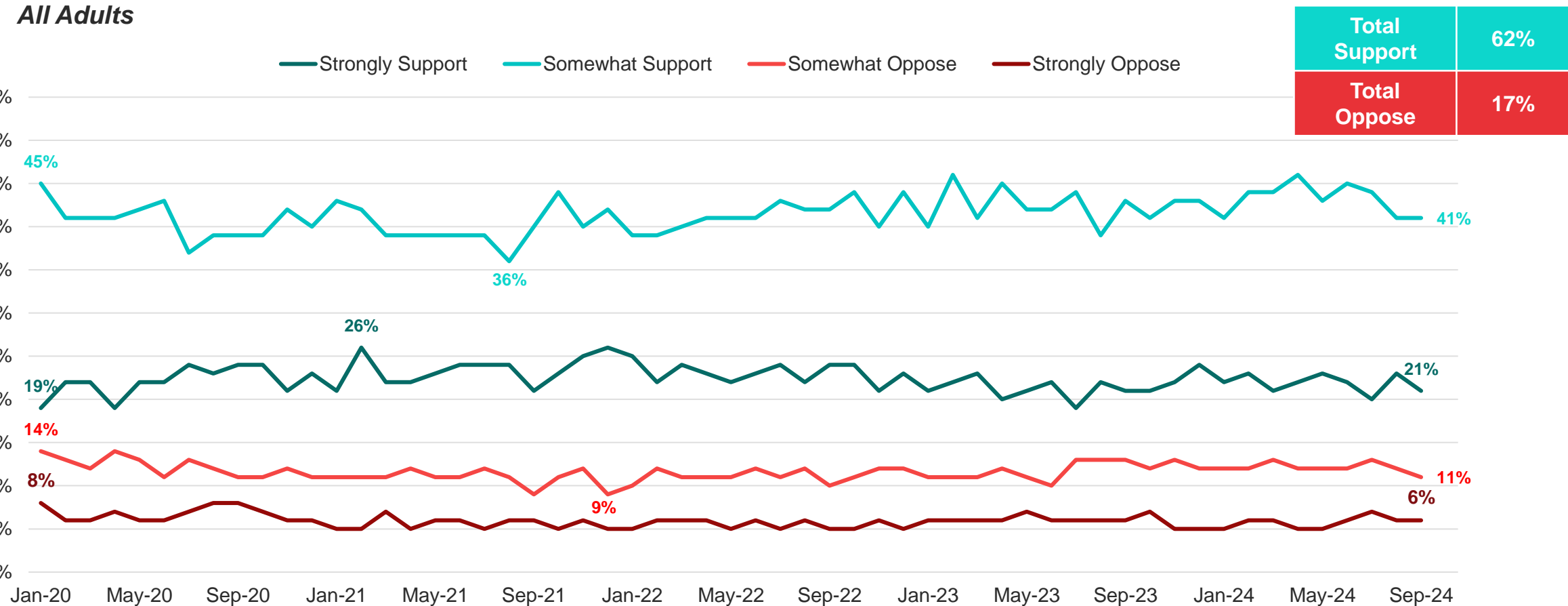
Groups most supportive		Groups least supportive	
Conservative	74%	Gen X	61%
Republican	69%	Moderate	61%
Education: Bachelors+	68%	Liberal/Progressive	61%
High Income: \$100k+	68%	Independent	60%
School Parents	66%	Low Income: <\$50k	60%
Middle Income: \$50k to \$100k	66%	Education: <College	59%
Suburban	65%	Rural	59%
Northeast	64%	Small town	49%

Source: Survey conducted September 12, 2024 – September 15, 2024, among U.S. adults

# Americans are more than three times as likely to support charter schools than oppose them. Overall support for charter schools fell slightly in September.

Charter schools are public schools that have more control over their own budget, staff, and curriculum, and are exempt from many existing public school regulations. In general, what is your opinion of public charter schools?

**September 2024**



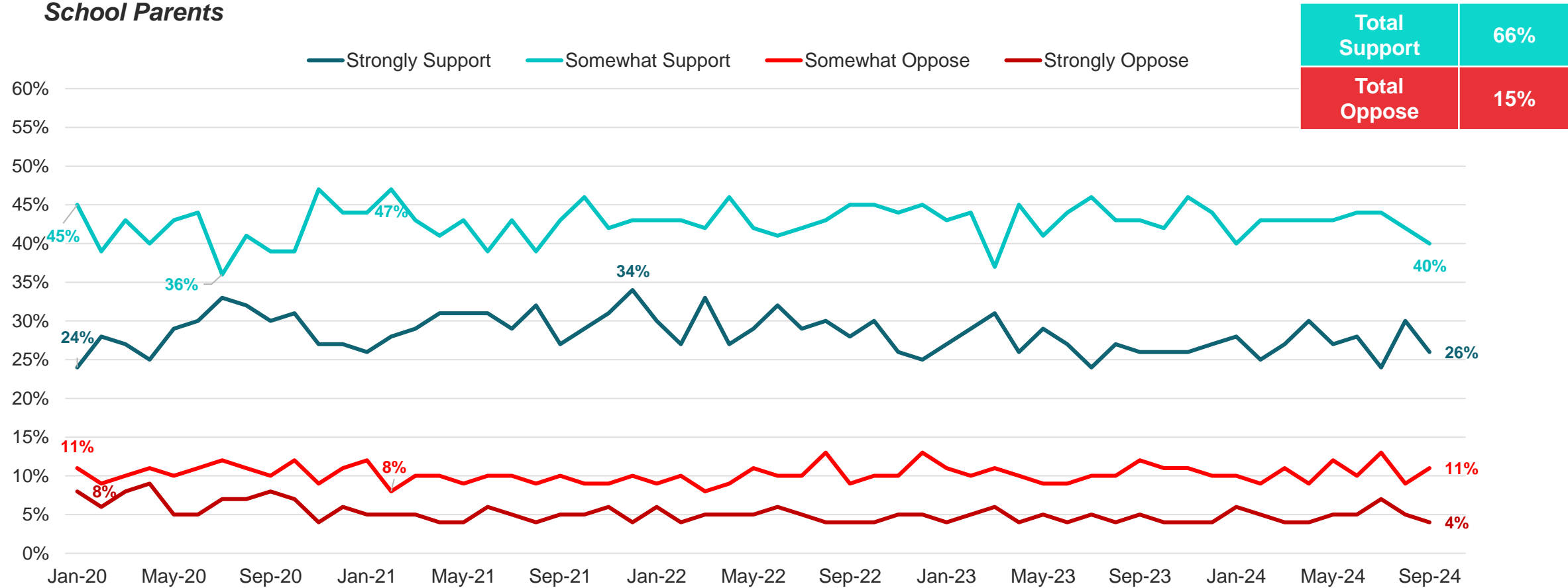
Note: Don't know/No opinion responses are not shown.

# Parents are over four times as likely to support charter schools than oppose them. Overall support for charter schools fell in September.

Charter schools are public schools that have more control over their own budget, staff, and curriculum, and are exempt from many existing public school regulations. In general, what is your opinion of public charter schools?

## School Parents

**September 2024**



Note: Don't know/No opinion responses are not shown.

# School parents, conservatives and middle income adults are most likely to support open enrollment. Small-town adults and independents show the lowest support.

An “open enrollment” policy in K-12 education allows a student enrolled in public school to select and transfer to a public school of their choice, rather than attending a school based on where they live. A student can be allowed to transfer to a public school in another district (called “INTER-district”). The policy is based on a first come, first served process until districts are no longer able to accommodate new students

## Open Enrollment Support, Among All Adults

Public Support 66%

Groups most supportive		Groups least supportive	
School Parents	75%	Moderate	65%
Conservatives	74%	Non-Hispanic White	65%
Middle Income: \$50k to \$100k	72%	Midwest	65%
Urban	71%	Education: <College	64%
Millennials	71%	Low Income: <\$50k	64%
Republicans	71%	Rural	63%
Education: Bachelors+	71%	Independent	60%
High Income: \$100k+	70%	Small town	60%

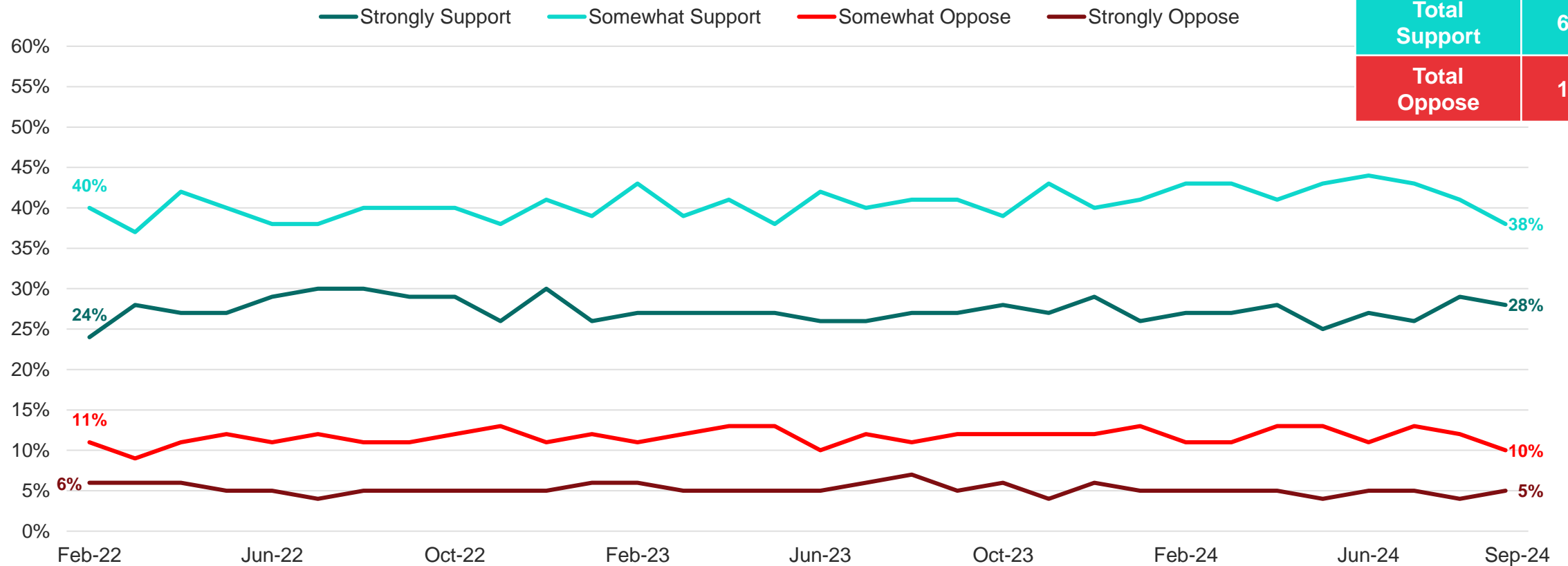
Source: Survey conducted September 12, 2024 – September 15, 2024, among U.S. adults

# The public's support for inter-district open enrollment is over four times as large as opposition. Overall support decreased slightly in September.

An “open enrollment” policy in K-12 education allows a student enrolled in public school to select and transfer to a public school of their choice, rather than attending a school based on where they live. A student can be allowed to transfer to a public school in another district (called “INTER-district”). The policy is based on a first come, first served process until districts are no longer able to accommodate new students.

**September 2024**

## All Adults



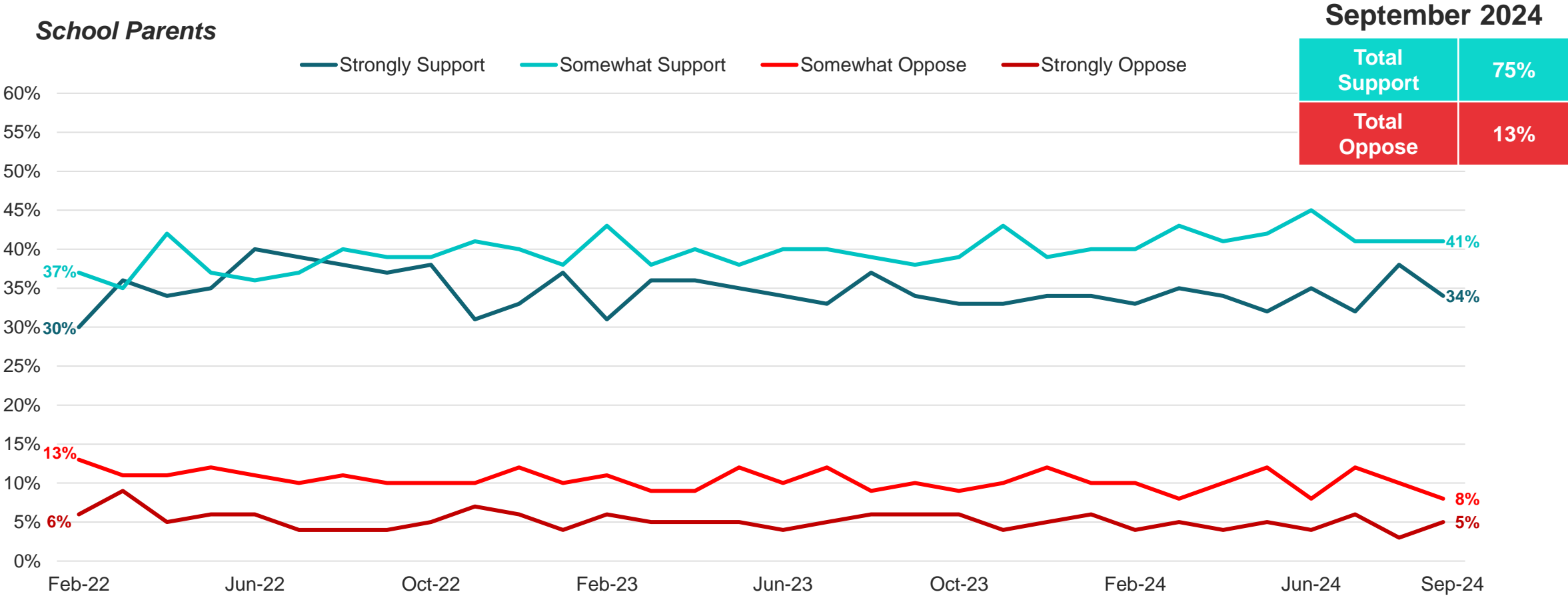
<b>Total Support</b>	<b>66%</b>
<b>Total Oppose</b>	<b>15%</b>

Note: Don't know/No opinion responses are not shown.

# Among school parents, support for inter-district open enrollment is over five times as large as opposition. Overall support decreased in September.

An “open enrollment” policy in K-12 education allows a student enrolled in public school to select and transfer to a public school of their choice, rather than attending a school based on where they live. A student can be allowed to transfer to a public school in another district (called “INTER-district”). The policy is based on a first come, first served process until districts are no longer able to accommodate new students.

## School Parents



Note: Don't know/No opinion responses are not shown.



AGENDA

**VIEWS ON K-12 EDUCATION**

**SCHOOLING AND EXPERIENCES**

**K-12 CHOICE POLICIES**

**SURVEY PROFILE AND DEMOGRAPHICS**



# Survey Profile, 1

<b>Dates</b>	September 12-15, 2024
<b>Survey Data Collection &amp; Quality Control</b>	Morning Consult
<b>Survey Sponsor</b>	EdChoice
<b>Population</b>	General Population (Adults, Age 18+)
<b>Sampling Frame</b>	National sample of adults (age 18+) living in the United States, including the District of Columbia, with an oversample of school parents
<b>Sampling Method</b>	Non-Probability, Stratified (based on Age, Gender)
<b>Mode</b>	Online Survey
<b>Language</b>	English

## Survey Profile, 2

<b>Survey Time</b>	Gen Pop Median = 11.46 minutes Oversample Median = 14.33 minutes
<b>Sample Size</b>	N = 2,252 General Population N= 1,278 Total School Parents
<b>Oversampling</b>	N = 850 School Parents
<b>Quotas</b>	Age, Gender
<b>Weighting</b>	Age, Race, Ethnicity, Gender, Education, Census Region
<b>Measure of Precision (adjusted for weighting)</b>	± 2.40 percentage points (Gen Pop), ± 2.74 percentage points (Oversample)
<b>Participation Rate</b>	45.38% (Gen Pop), 45.19% (Oversample)
<b>Methods Page</b>	<a href="https://edchoice.morningconsultintelligence.com/methodology">https://edchoice.morningconsultintelligence.com/methodology</a>
<b>Project Contact</b>	Paul DiPerna, paul@edchoice.org

# Total Sample Demographics

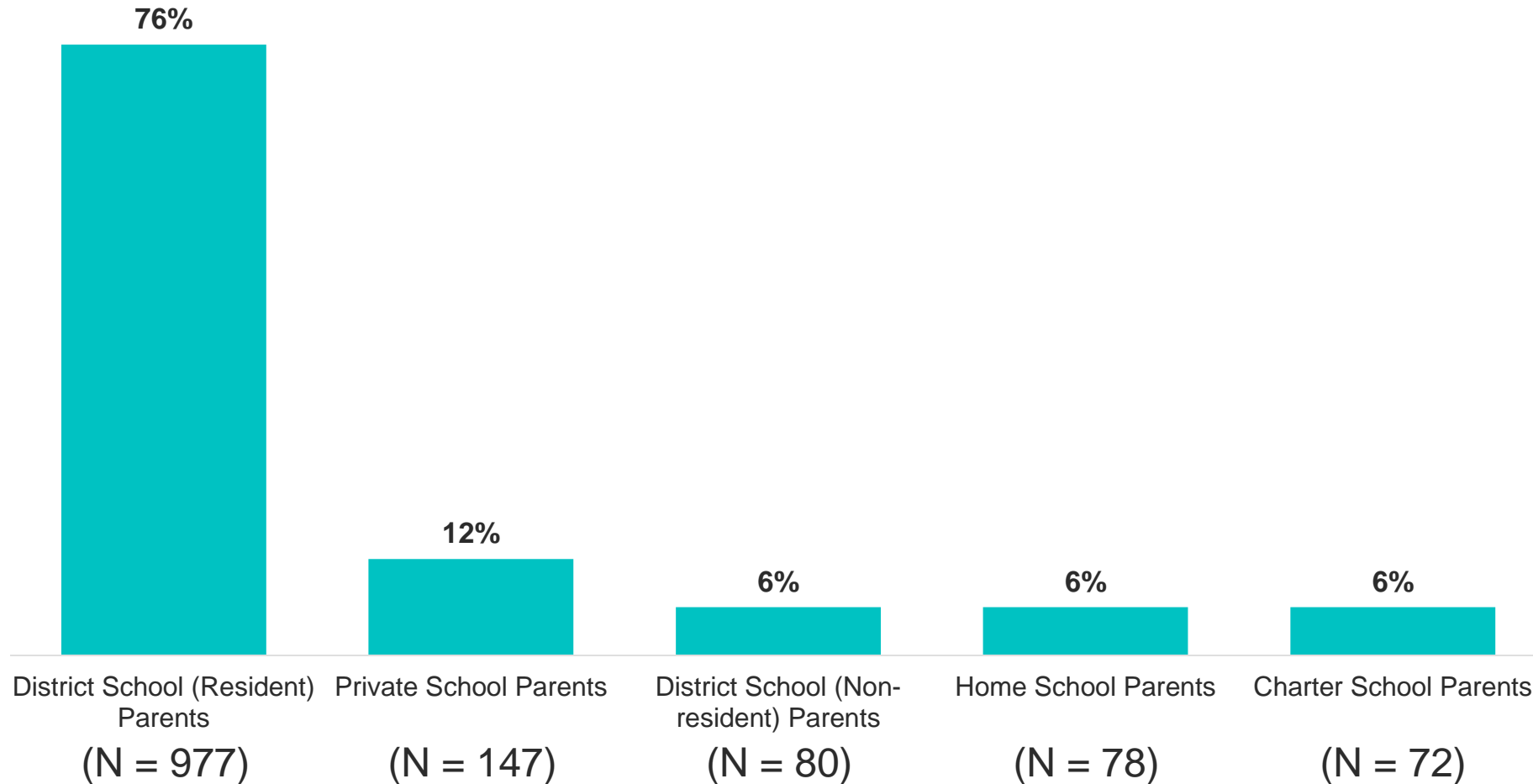
Demographics	Unweighted (N = )
Hispanic	350
Non-Hispanic White	1,378
Black	439
Other	107
Generation Z	283
Millennial	685
Generation X	573
Boomers	662
Male	1,068
Female	1,184
< College	1,475
College +	777
Northeast	399
Midwest	446
South	1027
West	380

Demographics	Unweighted (N = )
Total School Parents*	1,278
K-4 Parents*	621
5-8 Parents*	546
9-12 Parents*	539
Non-Parents	981
Liberal/Progressive	605
Moderate	748
Conservative	635
Democrat	851
Independent	569
Republican	667
Urban	627
Suburban	976
Small Town	179
Rural	470
Low Income <\$50K	1,362
Middle Income \$50K to <\$100K	622
High Income \$100K+	268

\* Denotes the sample came from school parents

Demographics	Unweighted	Weighted	Target (%)
Hispanic	16%	17%	16%
White	61%	61%	78%
Non-Hispanic White	61%	n/a	n/a
Black	19%	13%	12%
Other	5%	8%	9%
Age: 18-34	28%	29%	30%
Age: 35-54	33%	32%	31%
Age: 55+	40%	39%	40%
Age: 65+	23%	23%	20%
Male	47%	49%	48%
Female	53%	51%	52%
< College	65%	65%	69%
College +	35%	35%	31%
Northeast	18%	17%	18%
Midwest	20%	21%	21%
South	46%	38%	37%
West	17%	24%	24%

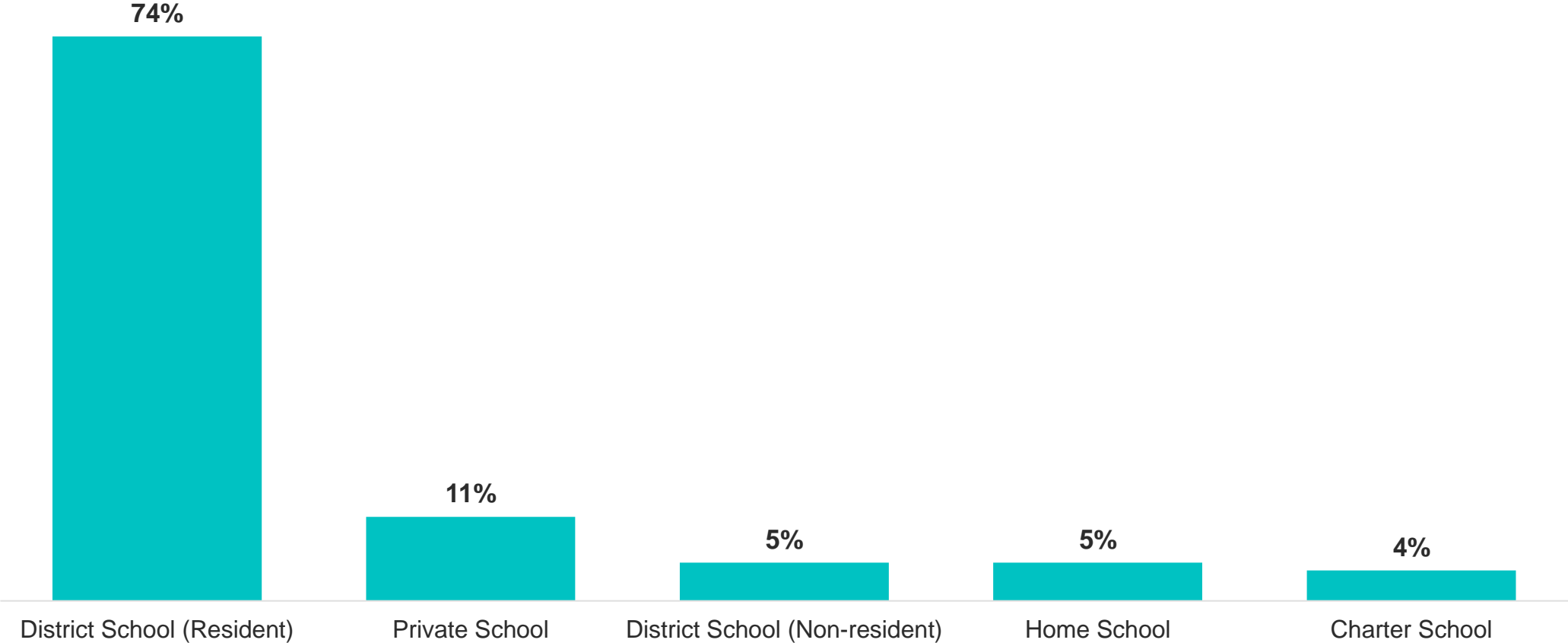
## Parent groups based on estimated school type attendance for the 2024-2025 school year



*Note: Parent groups are not necessarily exclusive, there are cases where a parent could have children enrolled in different school types.*

# Estimated school type attendance for the 2024-2025 school year

*% of Students, Reported by Parents*



## Methodology Update

In addition to the monthly general population polling, Morning Consult oversamples K-12 school parents, among a national sample of parents living in the United States (including the District of Columbia). The sample is collected via stratified sampling based on race and ethnicity quota targets derived from the U.S. Census Bureau's 2021 American Community Survey. Approximately 800 additional K-12 school parents are interviewed in English each month comprising the oversample. The completed K-12 school parent interviews are weighted to population totals obtained from the 2022 American Community Survey on the following demographic variables: age, gender, region, race/ethnicity, and educational attainment.



Total School Parents	Have at least one child enrolled in grades K-12 for the 2024-2025 school year
Charter School Parents	Have at least one child enrolled in a charter school for the 2024-2025 school year
District/Public School Parents	Have at least one child enrolled in a district/public school for the 2024-2025 school year
Private School Parents	Have at least one child enrolled in a private school for the 2024-2025 school year
Home School Parents	Have at least one child enrolled in home school for the 2024-2025 school year

WHO WE ARE

 **MORNING CONSULT**<sup>®</sup>

Morning Consult is a global data intelligence company delivering insights on what people think in real time.

By surveying tens of thousands across the globe every day, Morning Consult is unmatched in scale and speed: It determines the true measure of what people think and how their decisions impact business, politics and the economy.

Industry leaders rely on Morning Consult's proprietary technology and analysis for real-time intelligence to transform information into a competitive advantage.



 **CHOICE**

EdChoice is a 501(c)(3) nonprofit, nonpartisan organization. Our mission is to advance educational freedom and choice for all as a pathway to successful lives and a stronger society. We are committed to understanding and pursuing a K–12 education ecosystem that empowers every family to choose the learning environment that fits their children's needs best.

Learn more at: [EDCHOICE.ORG](https://edchoice.org)



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