

ed CHOICE

**THE PUBLIC, PARENTS,
AND K-12 EDUCATION**

A National Polling Report
November 2024

KEY FINDINGS

1. Nearly two-thirds of parents feel “hopeful” about the future, and at least half feel “a sense of purpose,” “optimistic,” and “happy.” Parents are much more likely than non-parents to have a positive outlook.
2. In November, half of Americans said that K-12 education is on the wrong track nationwide, though “right direction” responses have increased this school year. Nearly half of parents think K-12 education is on the wrong track at the national level. Parents are more positive about their local schools.
3. School parents think it is most important that their children’s schools instill values of respect, honesty, and responsibility in their students.
4. 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.
5. The general public and school parents greatly underestimate per-student spending in public schools. The public and parents are much less likely to say their state’s per-student spending is “too low” when given a publicly reported statistic – by 19 points and 21 points respectively. Providing respondents with a government-reported spending statistic consistently decreases their tendency to say school spending is “too low.”
6. The general public and school parents underestimate the average teacher salary across states. More than two-thirds of the general public and school parents believe teacher salaries in their state should increase, though they are less supportive than teachers.
7. The percentage of school parents interested in a tutor for their child stayed about the same in November after several months of small increases. Interest was highest among special education and special needs parents. It was lowest among small-town parents and parents living in the Midwest. The amount parents were willing to spend on tutoring rose to \$333 per child/month.
8. Over half of parents would prefer having their child learn at home at least one day per week.
9. Overall support levels for choice-based policies remain high among school parents and the general public. Support was stable in November.
 - Education savings accounts (ESAs) – 76% / 65%
 - School vouchers – 70% / 60%
 - Charter schools – 68% / 59%
 - Open enrollment – 72% / 65%

Methodology

This poll was conducted between November 5-7, 2024 among a sample of 2,263 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 2.30 percentage points..

AGENDA

VIEWS ON K-12 EDUCATION

SCHOOLING AND EXPERIENCES

K-12 CHOICE POLICIES

SURVEY PROFILE AND DEMOGRAPHICS

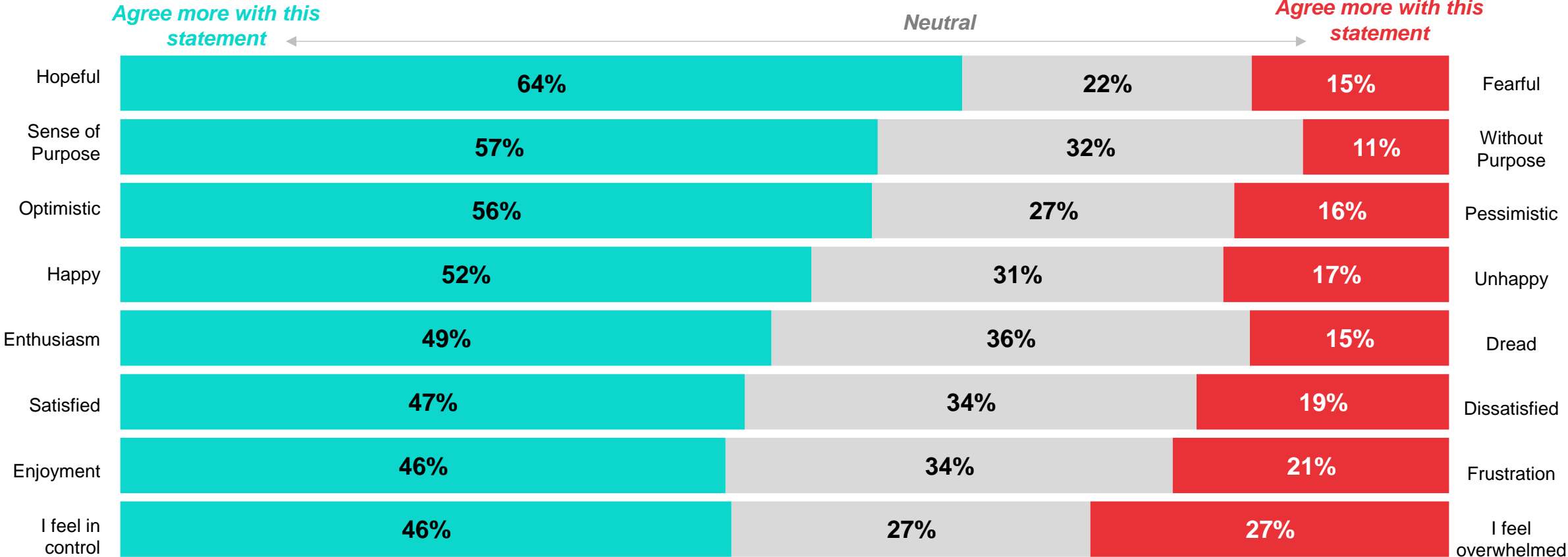


Nearly two-thirds of parents feel “hopeful” about the future, and at least half feel “a sense of purpose,” “optimistic,” and “happy.” Parents are much more likely than non-parents to have a positive outlook.

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

Non-Parents	
Hopeful	49%
Sense of Purpose	45%
Optimistic	42%

School Parents

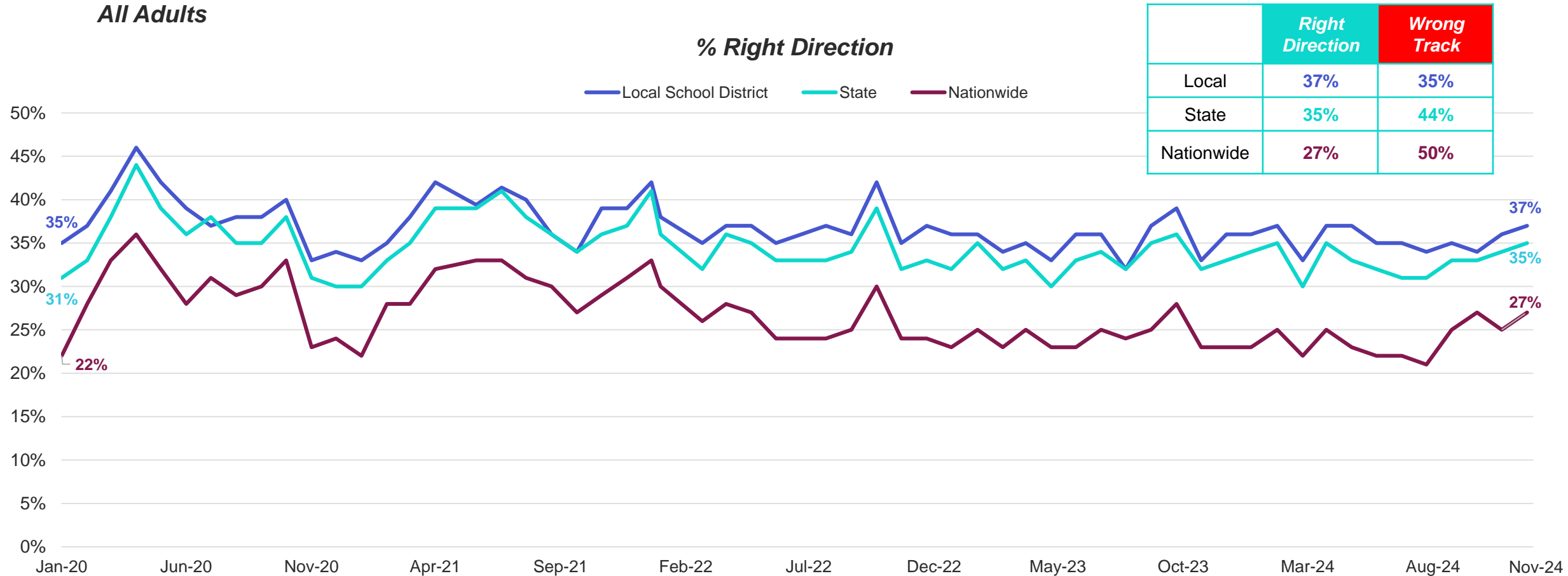


Source: Survey conducted November 5, 2024 – November 7, 2024, among U.S. adults

In November, half of Americans said that K-12 education is on the wrong track nationwide, though “right direction” responses have increased this school year.

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?

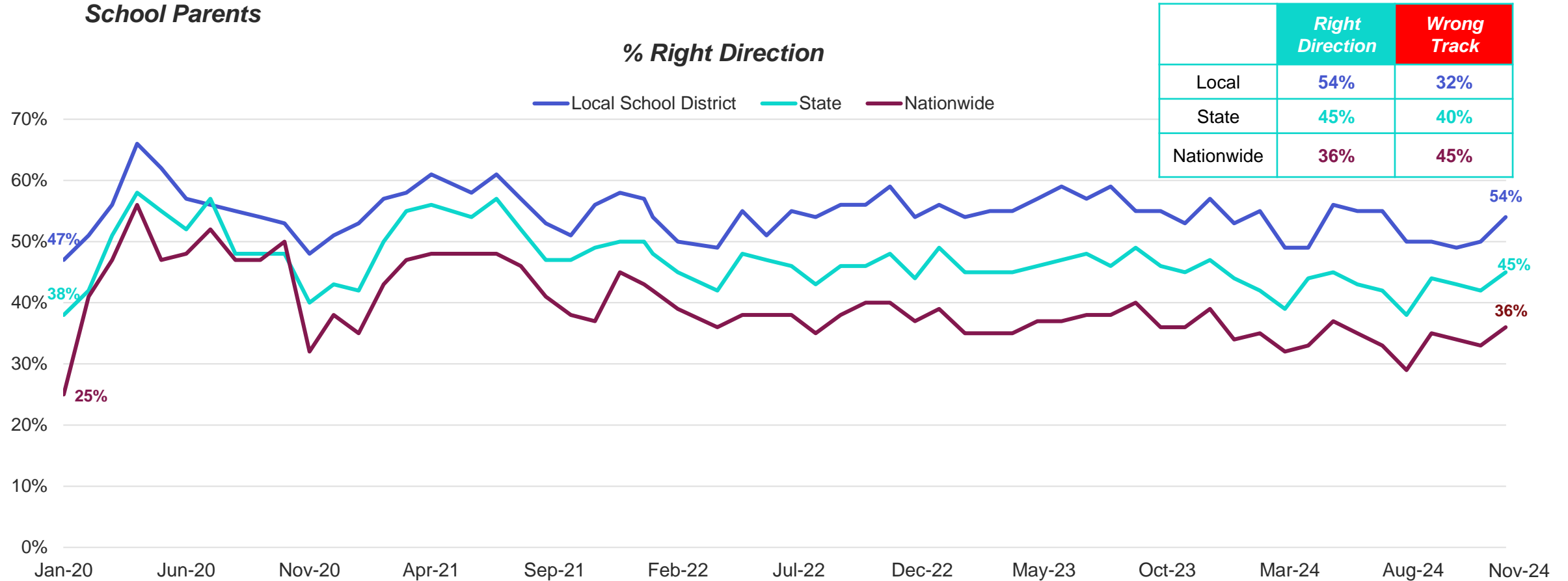
All Adults



Nearly half of parents think K-12 education is on the wrong track at the national level. Parents 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



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/9th-12th grade? In your opinion, how important is it for students to learn...

All Adults

% Extremely Important








Grades K-8

Average % selected Extremely Important **42%**

-  Core academic subjects (55%)
-  Socialization (47%)
-  To become independent thinkers (46%)
-  How to be good citizens (46%)
-  Skills for future employment (41%)
-  Values, moral character, religious virtues (39%)
-  To fix social problems (27%)

Grades 9-12

Average % selected Extremely Important **49%**

-  Skills for future employment (60%)
-  To become independent thinkers (56%)
-  How to be good citizens (55%)
-  Core academic subjects (54%)
-  Socialization (47%)
-  Values, moral character, religious virtues (42%)
-  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 **47%**

-  Core academic subjects (56%)
-  To become independent thinkers (56%)
-  Socialization (51%)
-  Skills for future employment (50%)
-  How to be good citizens (50%)
-  Values, moral character, religious virtues (47%)
-  To fix social problems (28%)

Grades 9-12

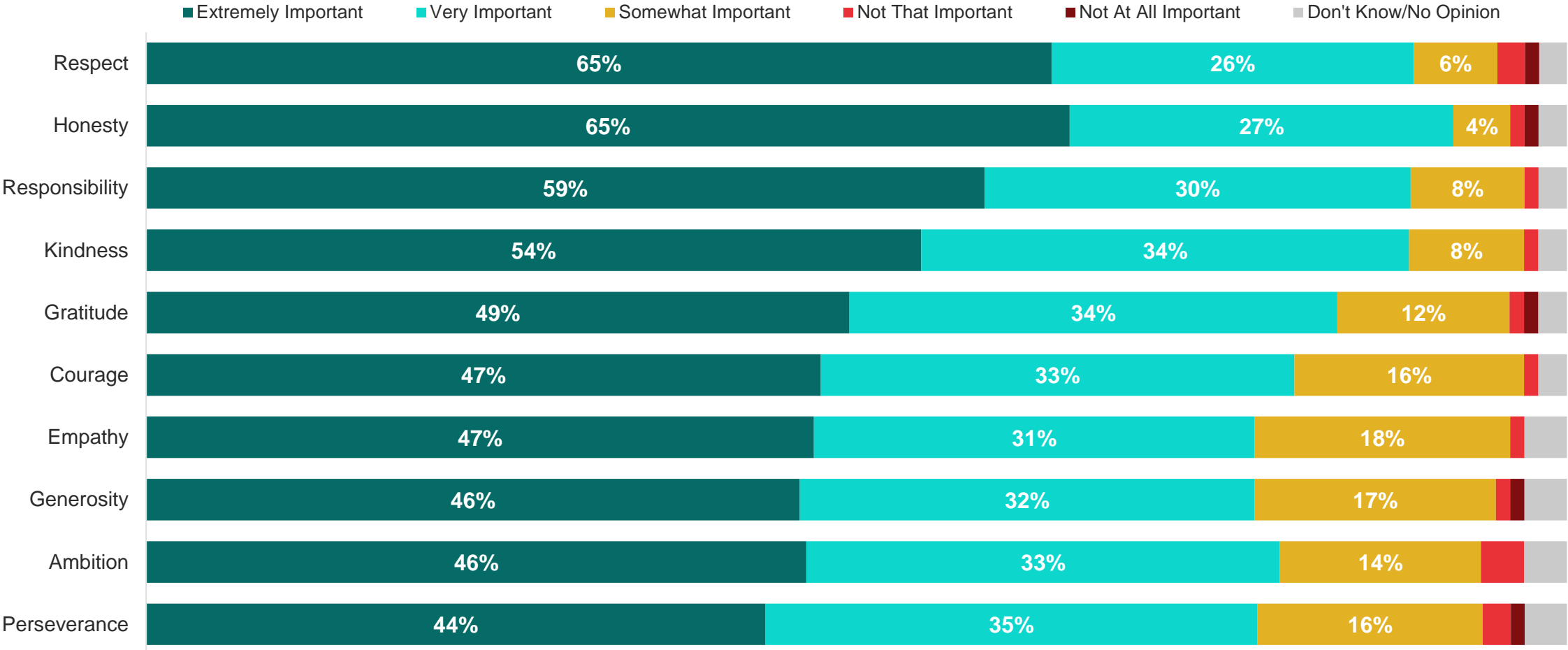
Average % selected Extremely Important **53%**

-  Skills for future employment (65%)
-  To become independent thinkers (64%)
-  Core academic subjects (56%)
-  How to be good citizens (56%)
-  Socialization (49%)
-  Values, moral character, religious virtues (48%)
-  To fix social problems (37%)

School parents think it is most important that their children’s schools instill values of respect, honesty, and responsibility in their students.

For this current school year, to what extent is it important that your child/children's school emphasizes the following values for students?

School Parents – Top 10 Values

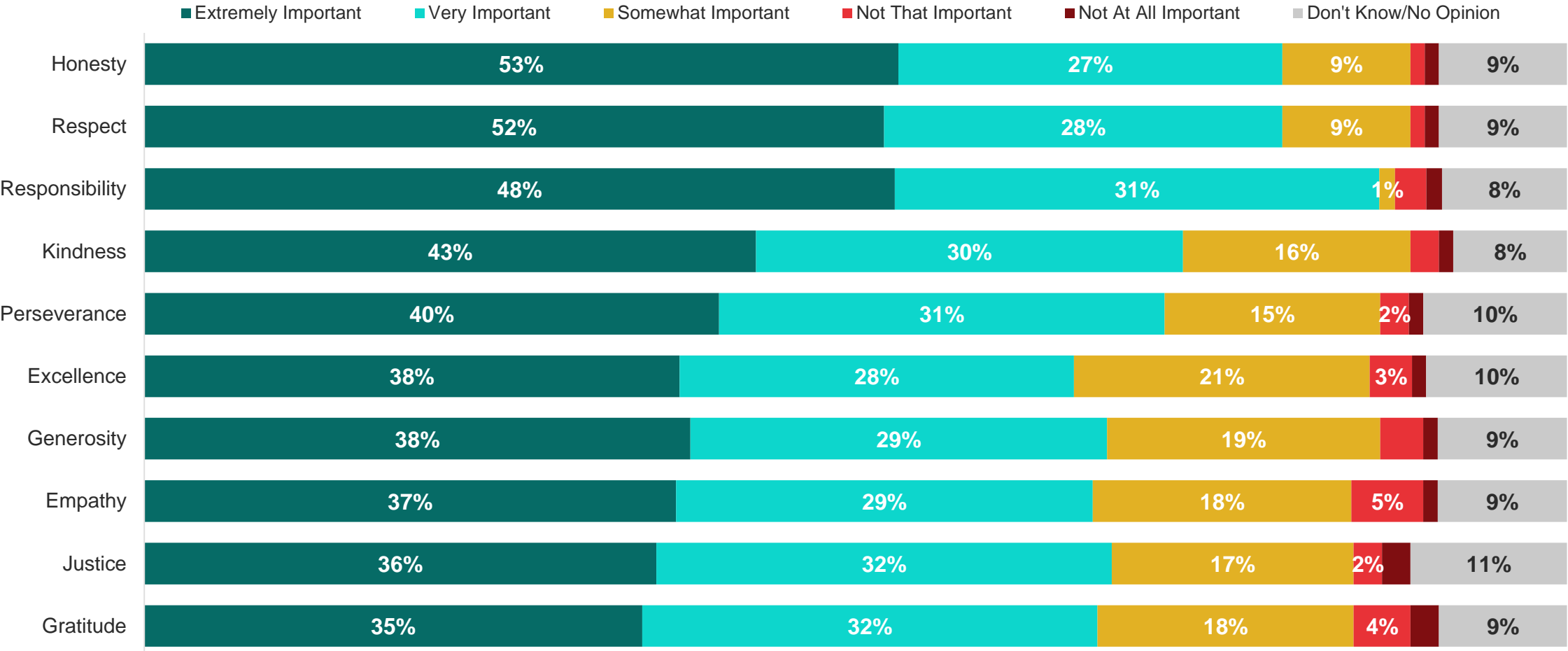


Source: Survey conducted November 5, 2024 – November 7, 2024, among U.S. adults

Similarly, non-school parents think it is most important that K-12 schools emphasize the same three values for their students.

For this current school year, to what extent is it important that schools in K-12 education emphasize the following values for students?

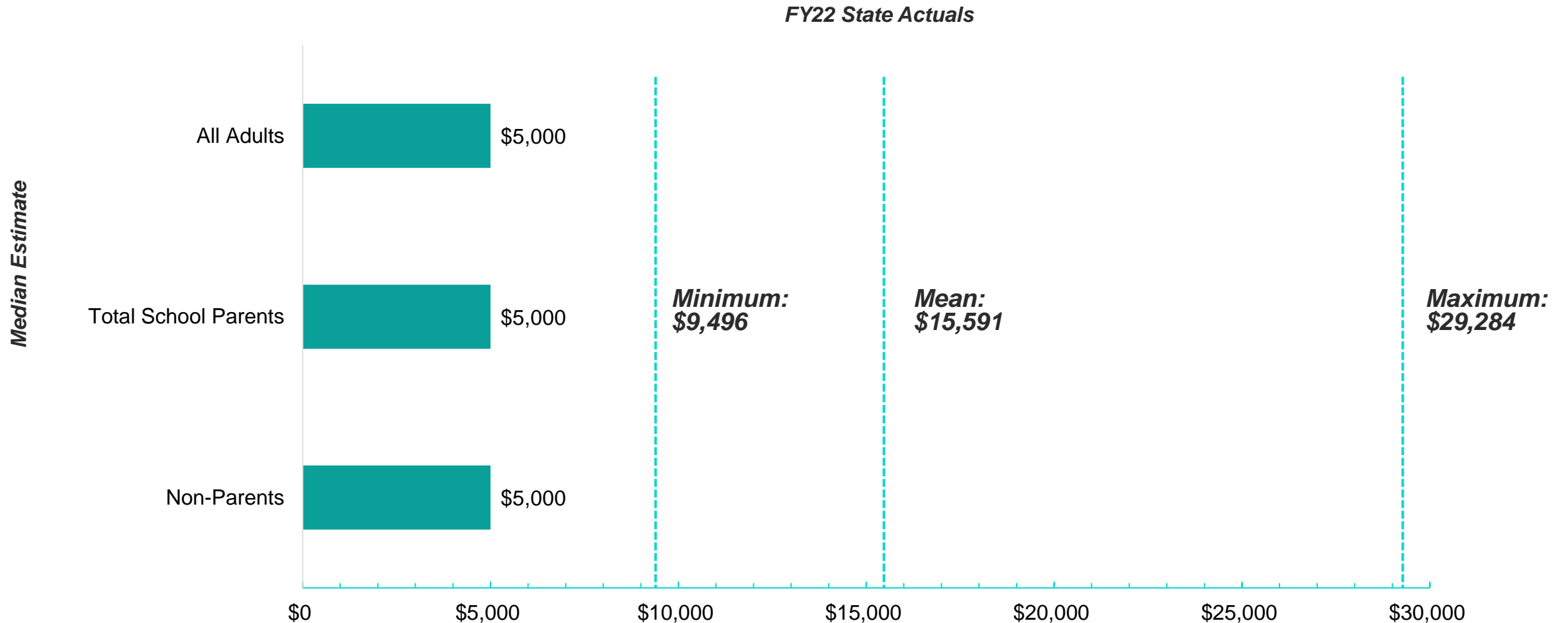
Non-School Parents – Top 10 Values



Source: Survey conducted November 5, 2024 – November 7, 2024, among U.S. adults

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.



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 19 points and 21 points respectively.

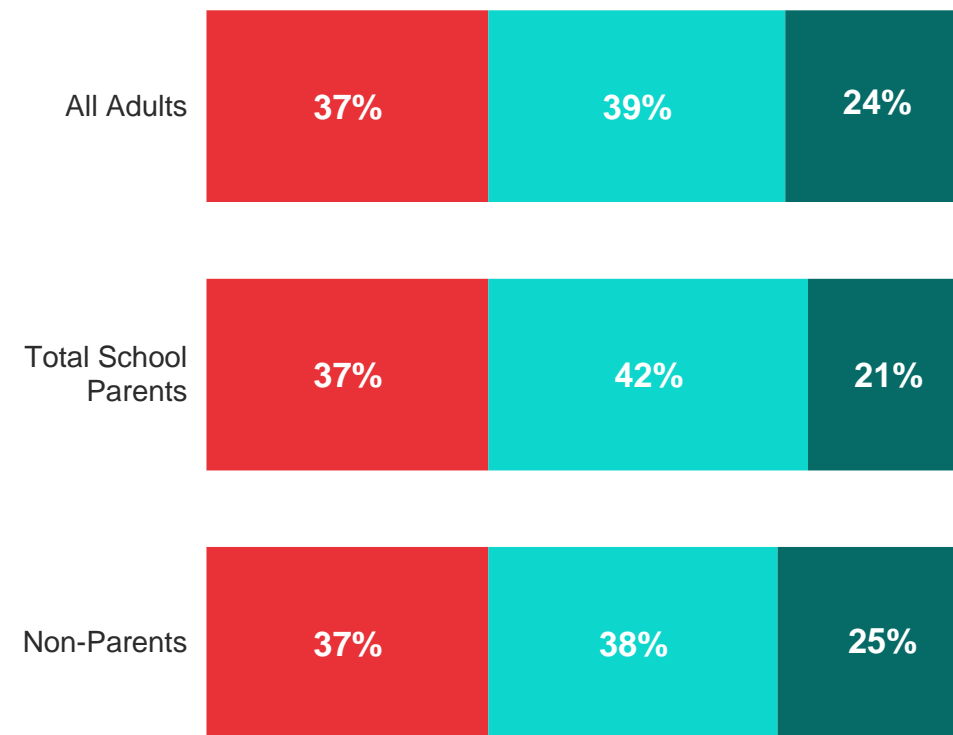
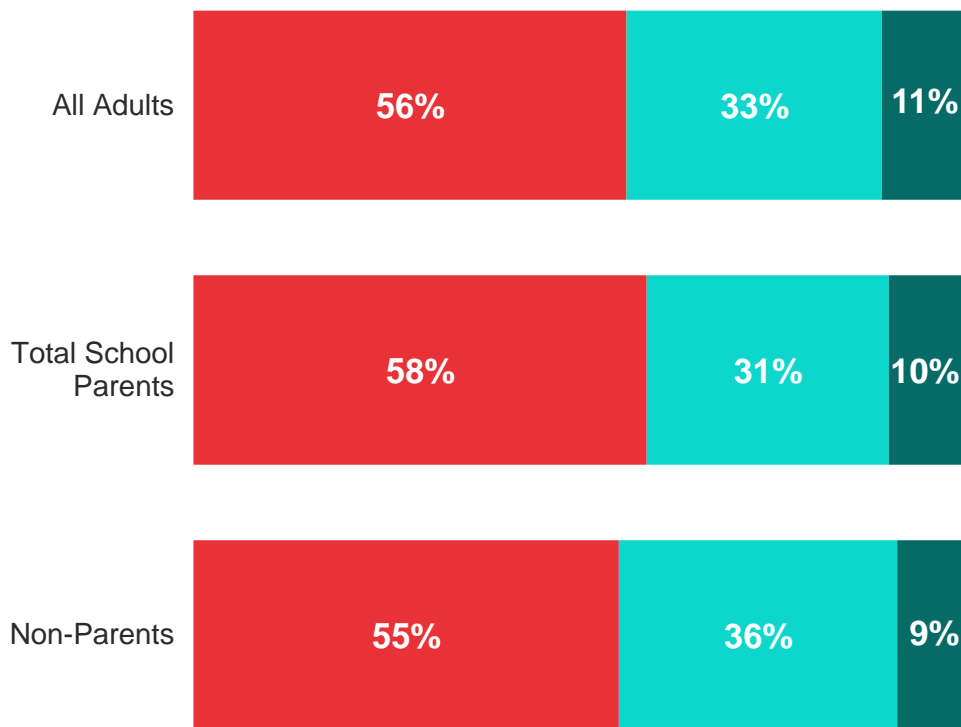
Do you believe public school funding in [STATE] is:

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



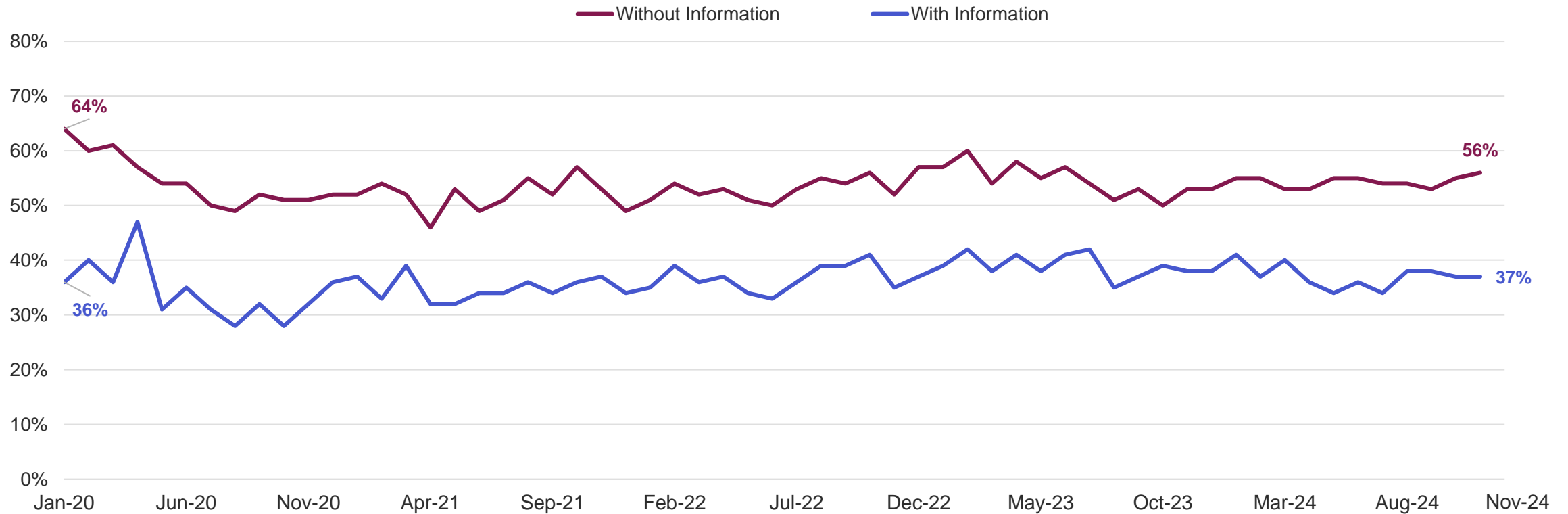
Providing respondents with a government-reported spending statistic consistently decreases their tendency to say school spending is “too low.”

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:

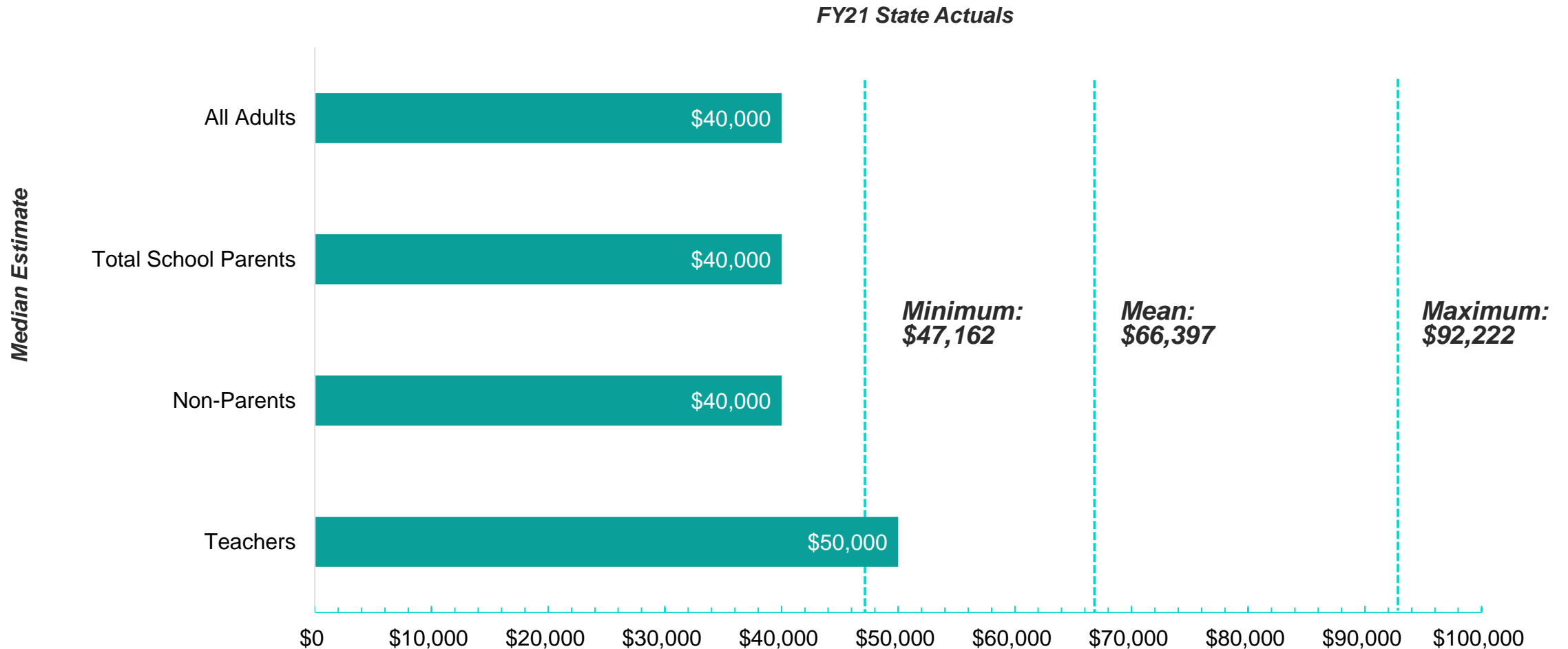
All Adults

% Too Low



The general public and school parents underestimate the average teacher salary in their state.

How much do you think is the average teacher salary in your state's **public schools**?

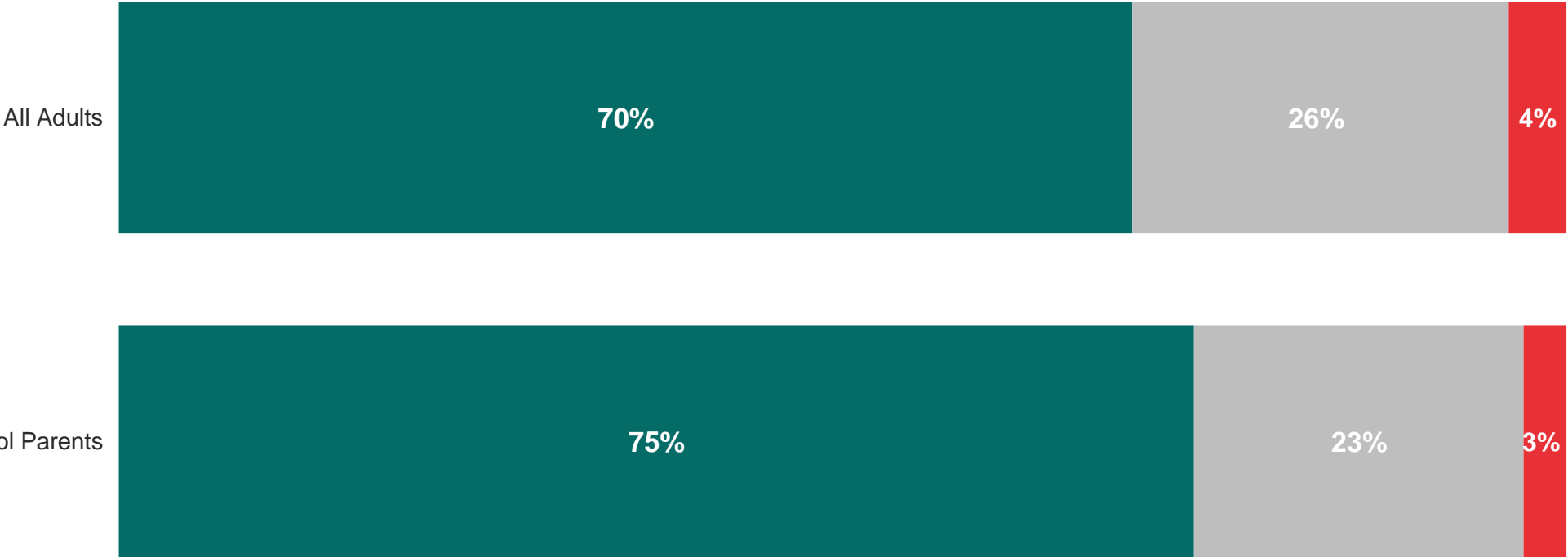


More than two-thirds of the general public and school parents believe teacher salaries in their state should increase, though they are less supportive than teachers.

Do you think that public school teacher salaries in your state should:

Teachers	
Increase	92%
Stay About the Same	7%
Decrease	1%

■ Increase ■ Stay About the Same ■ Decrease

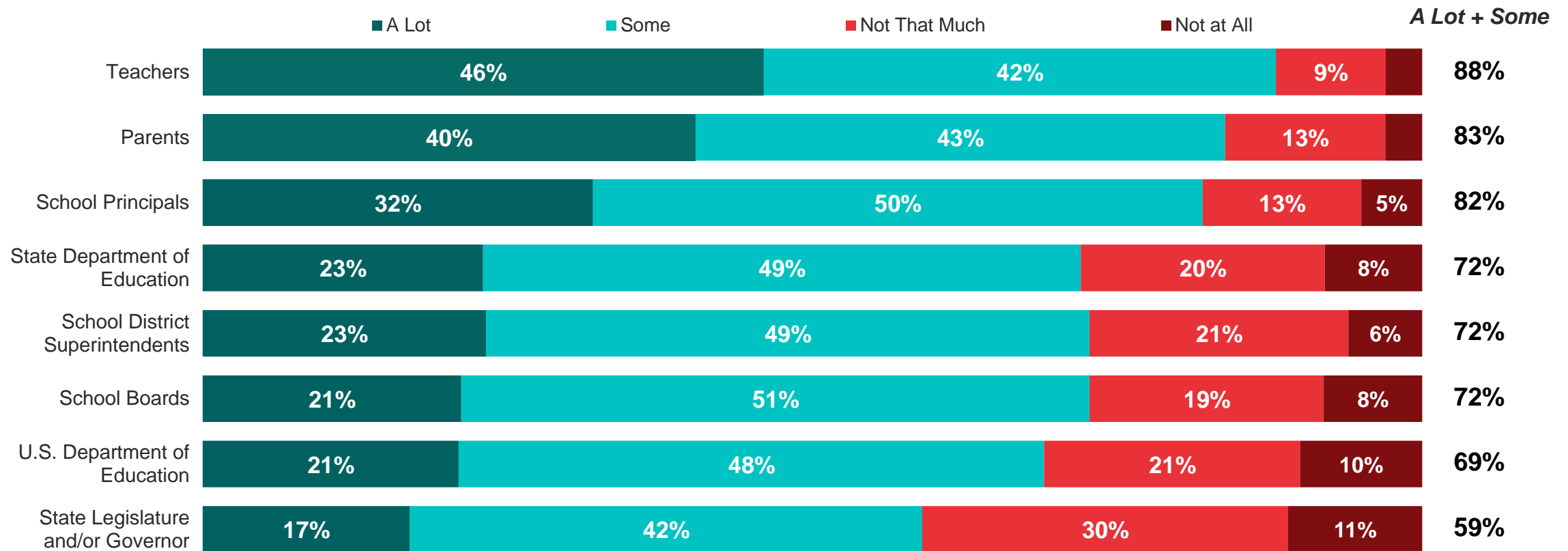


Teachers Source: April 2024 Teachers Survey
 Source: Survey conducted November 5, 2024 – November 7, 2024, among U.S. adults

School parents place the most trust in teachers, principals, and other parents to make good decisions about education. They trust state legislatures and governors the least.

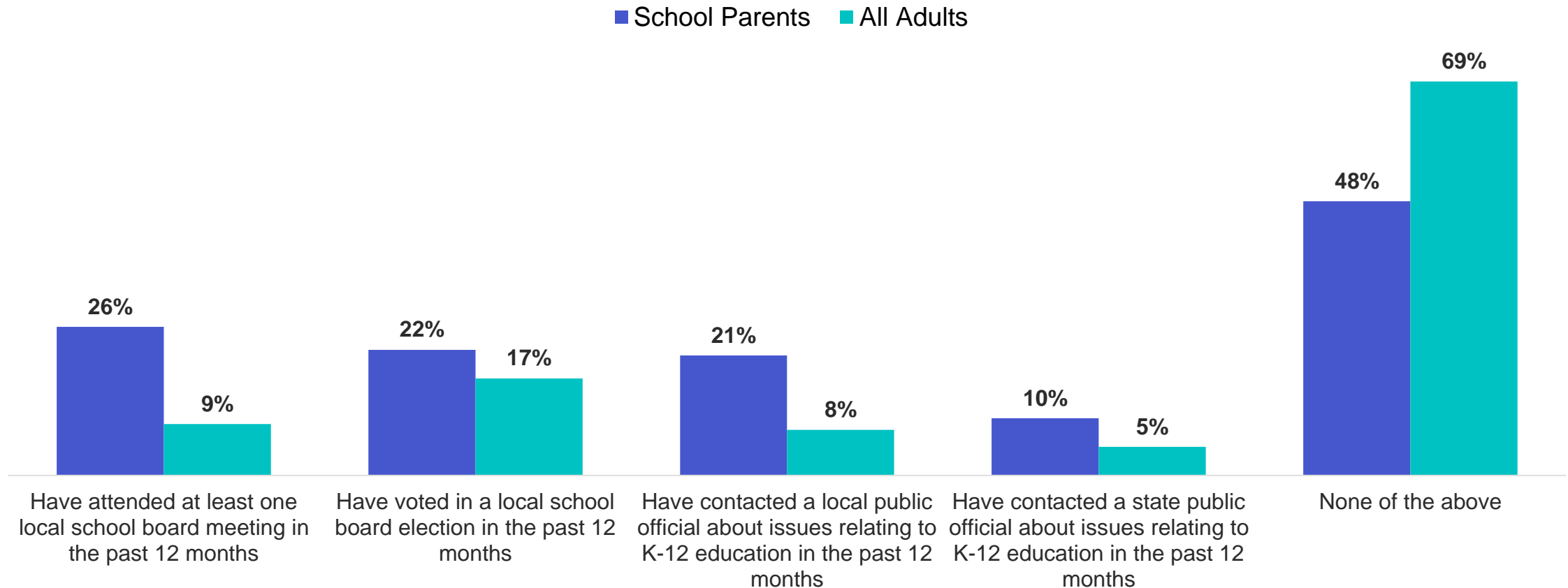
How much, if at all, do you trust the following to make good decisions about K-12 education?

School Parents



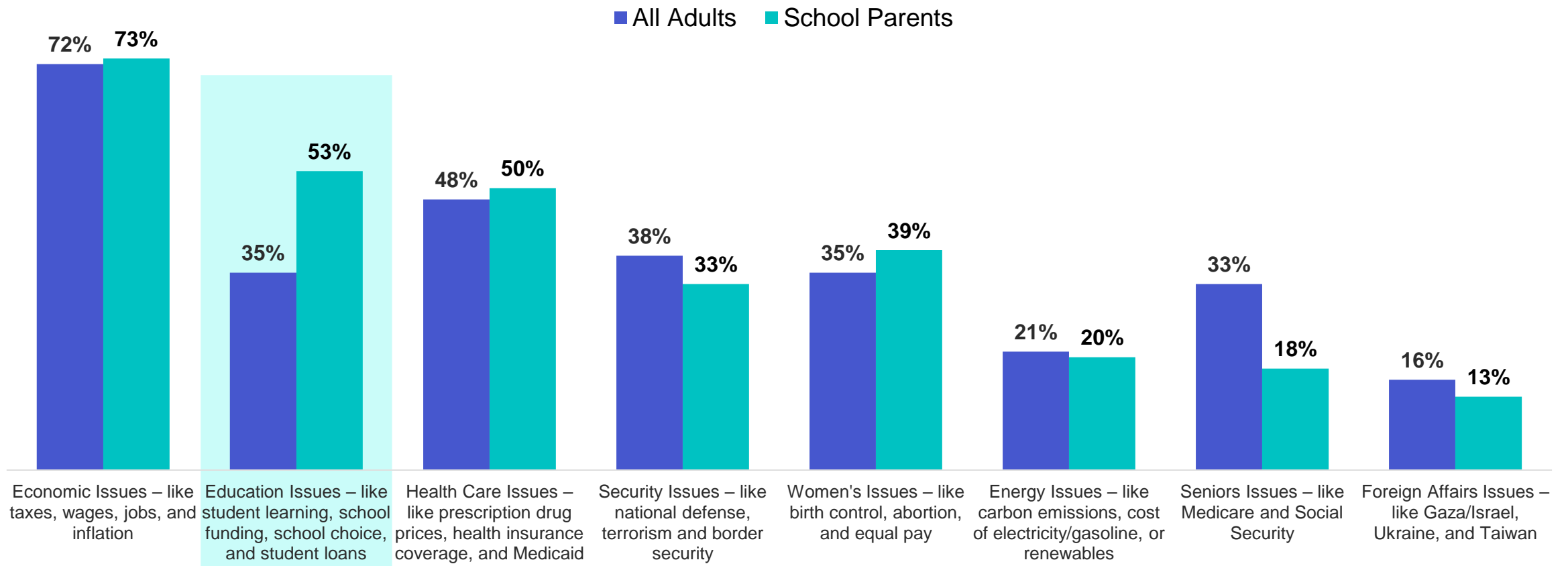
Parents are much more likely than other adults to have participated in civic engagement activities related to K-12 education in the past year.

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



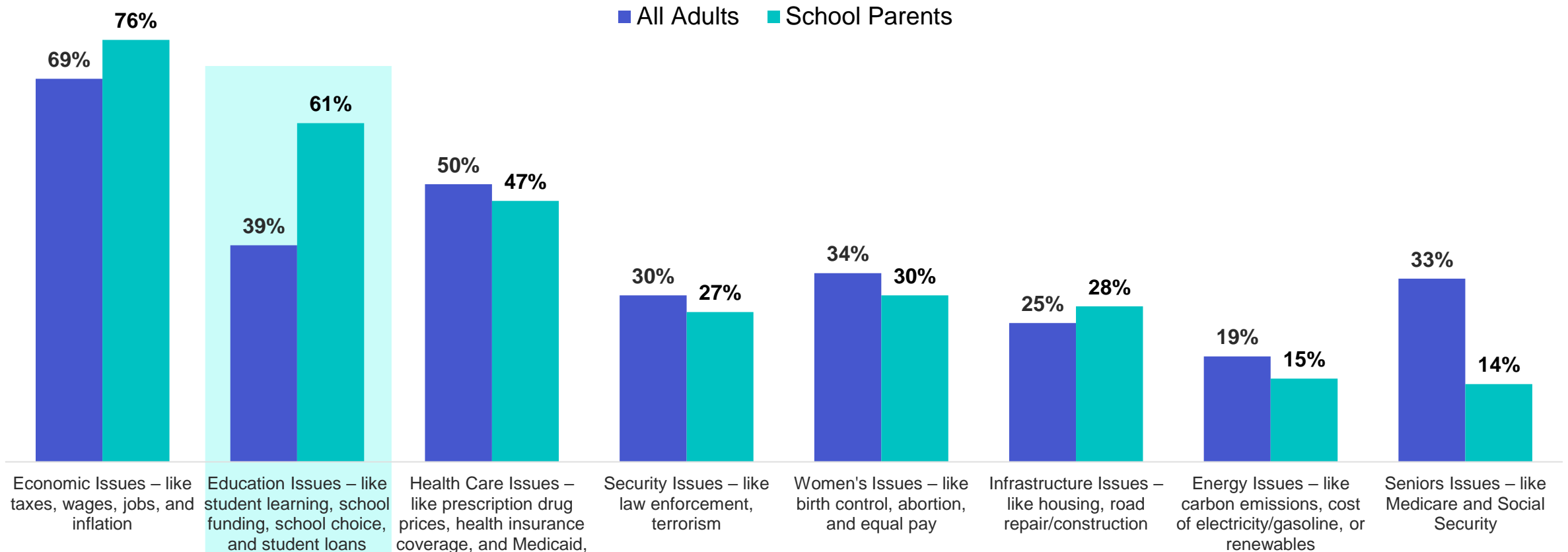
When it comes to voting in federal elections, adults and school parents care most about economic issues. School parents place much higher importance on education issues than other adults.

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**?



Similar to federal elections, both adults and parents care most about economic issues when 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 November 5, 2024 – November 7, 2024, among U.S. adults

AGENDA

VIEWS ON K-12 EDUCATION

SCHOOLING AND EXPERIENCES

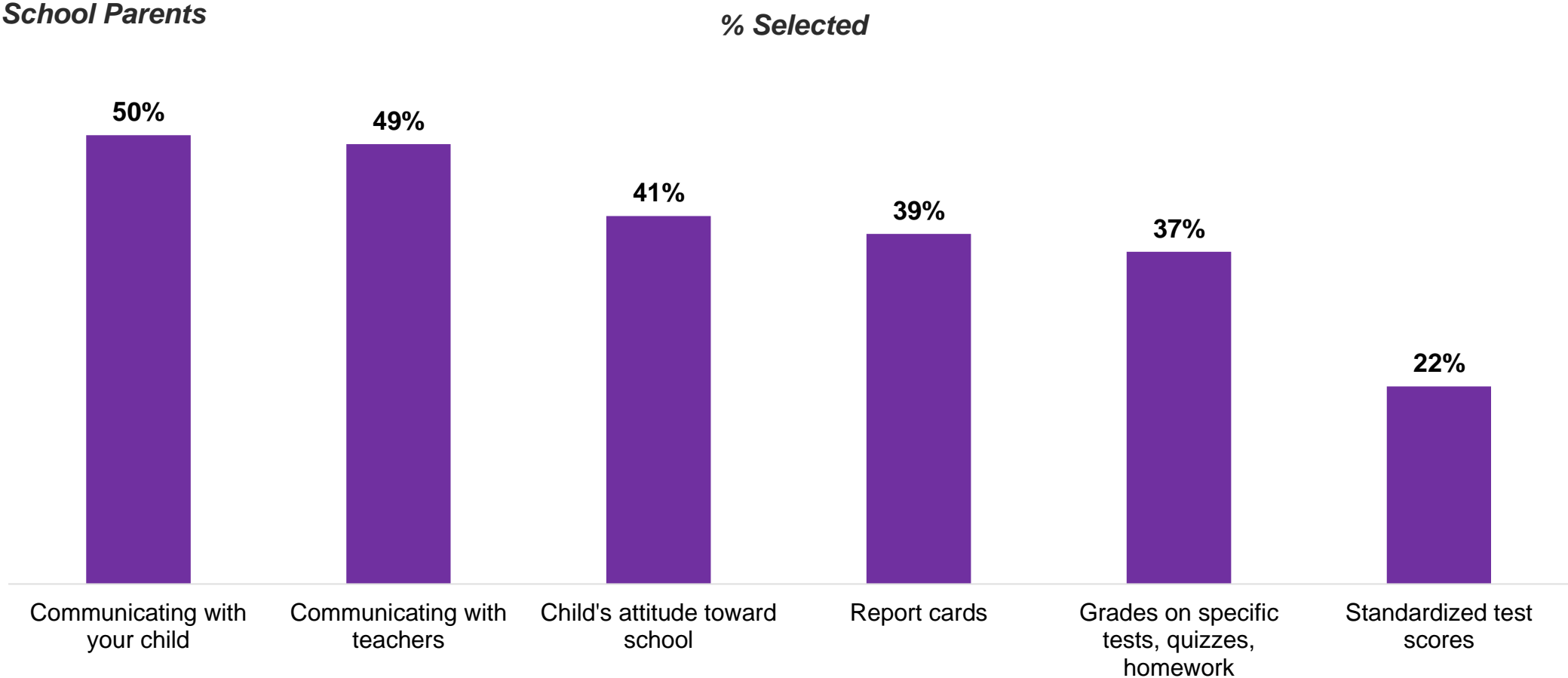
K-12 CHOICE POLICIES

SURVEY PROFILE AND DEMOGRAPHICS



Parents are most likely to measure success of a school year based on communicating 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?



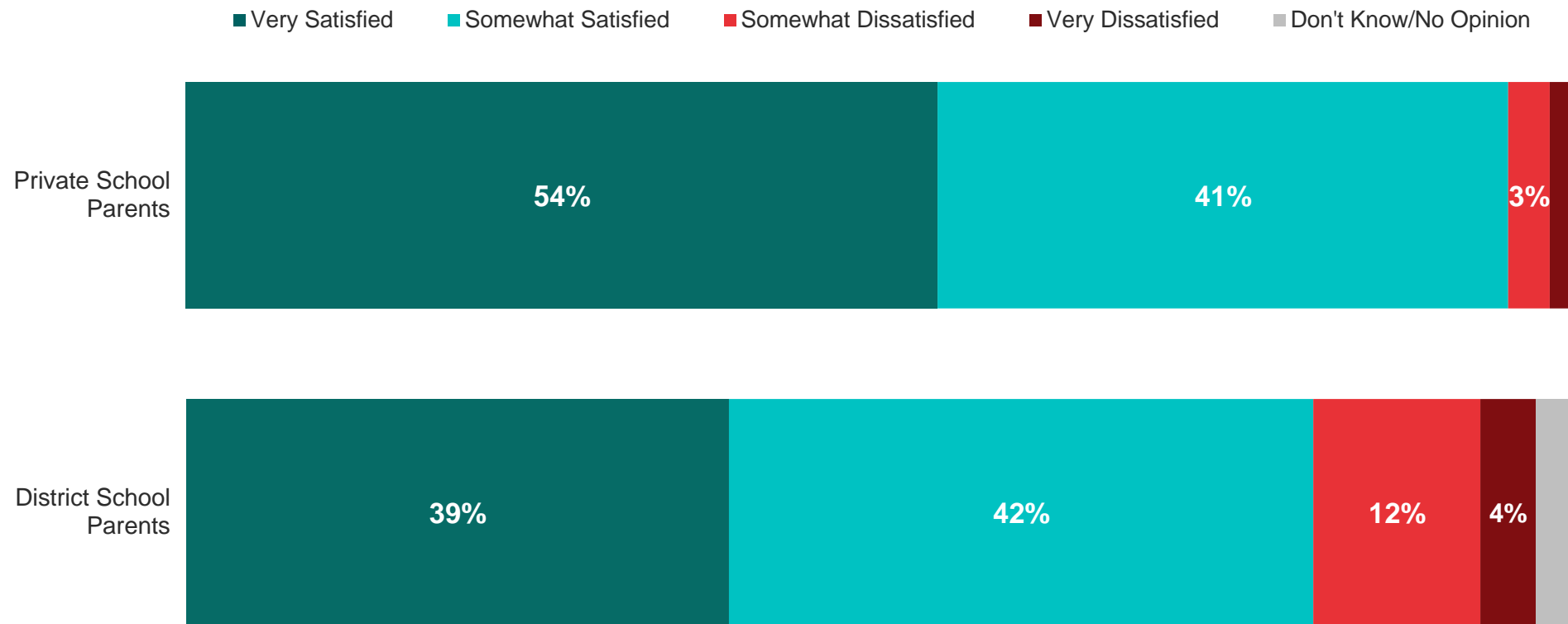
Note: Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.

Source: Survey conducted November 5, 2024 – November 7, 2024, among U.S. adults

Private school parents are more likely to say 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

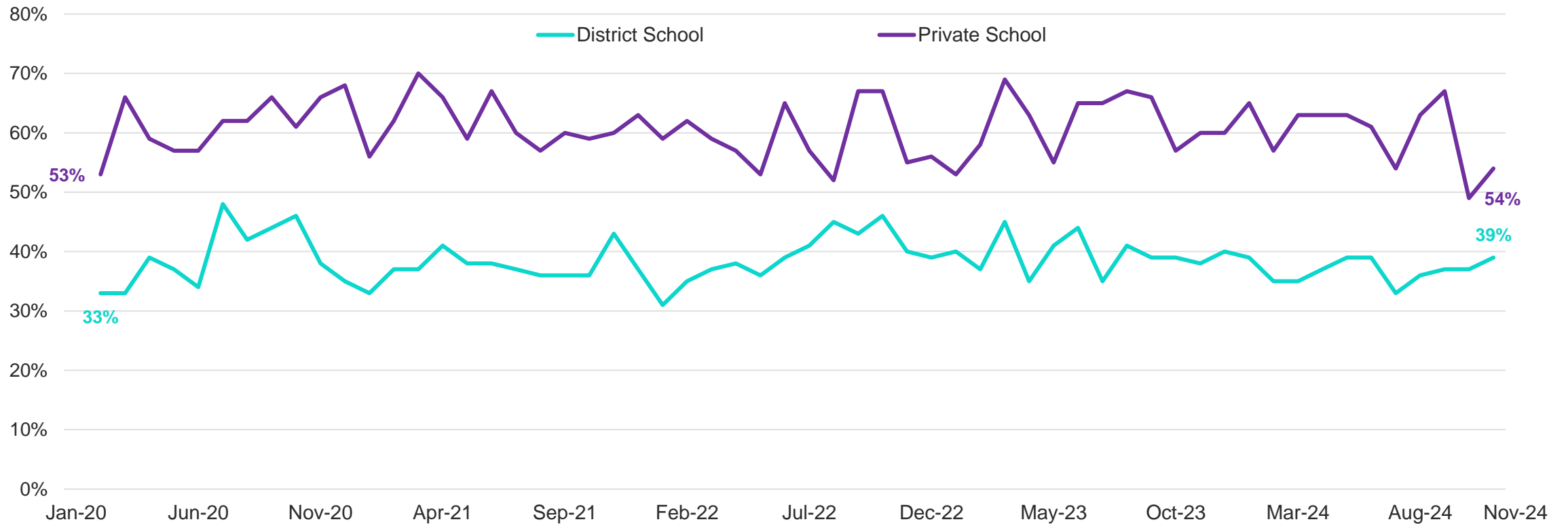


Strong satisfaction among private school parents has risen after falling sharply last month.

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

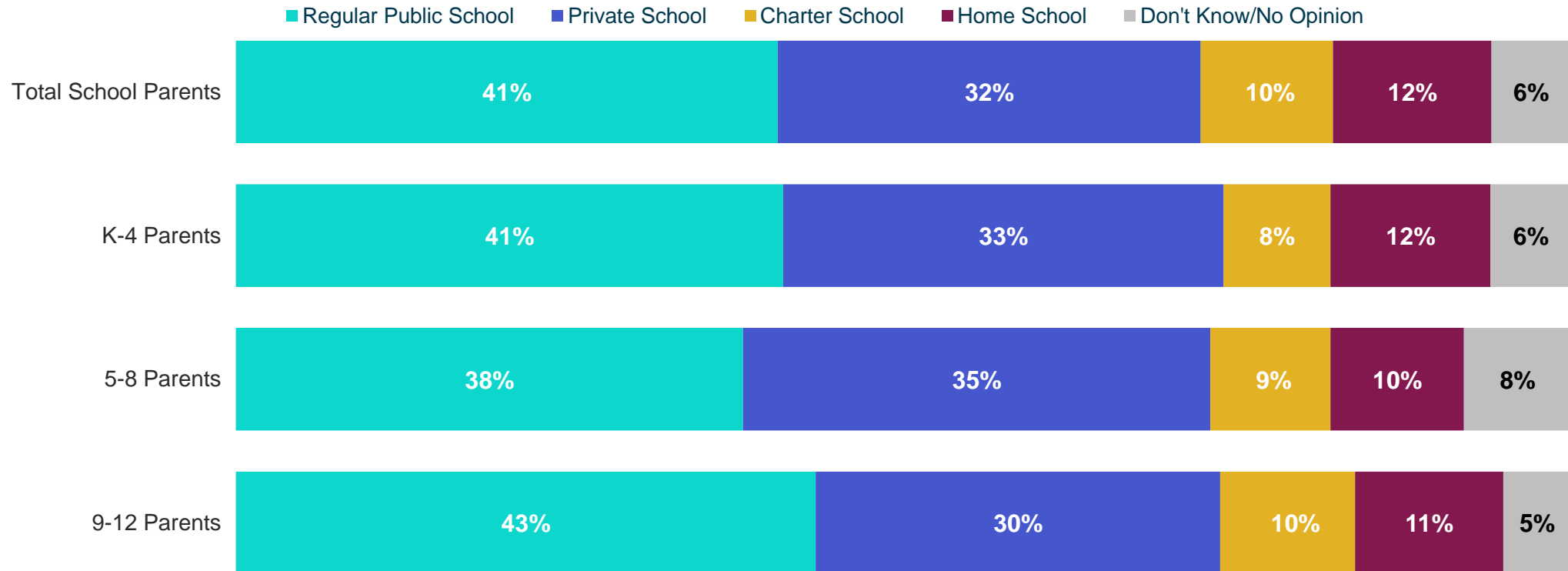


Note: Parent groups based on child/children school type attendance in SY24-25.

Parents have a diverse range of schooling preferences. By a small margin, parents 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."

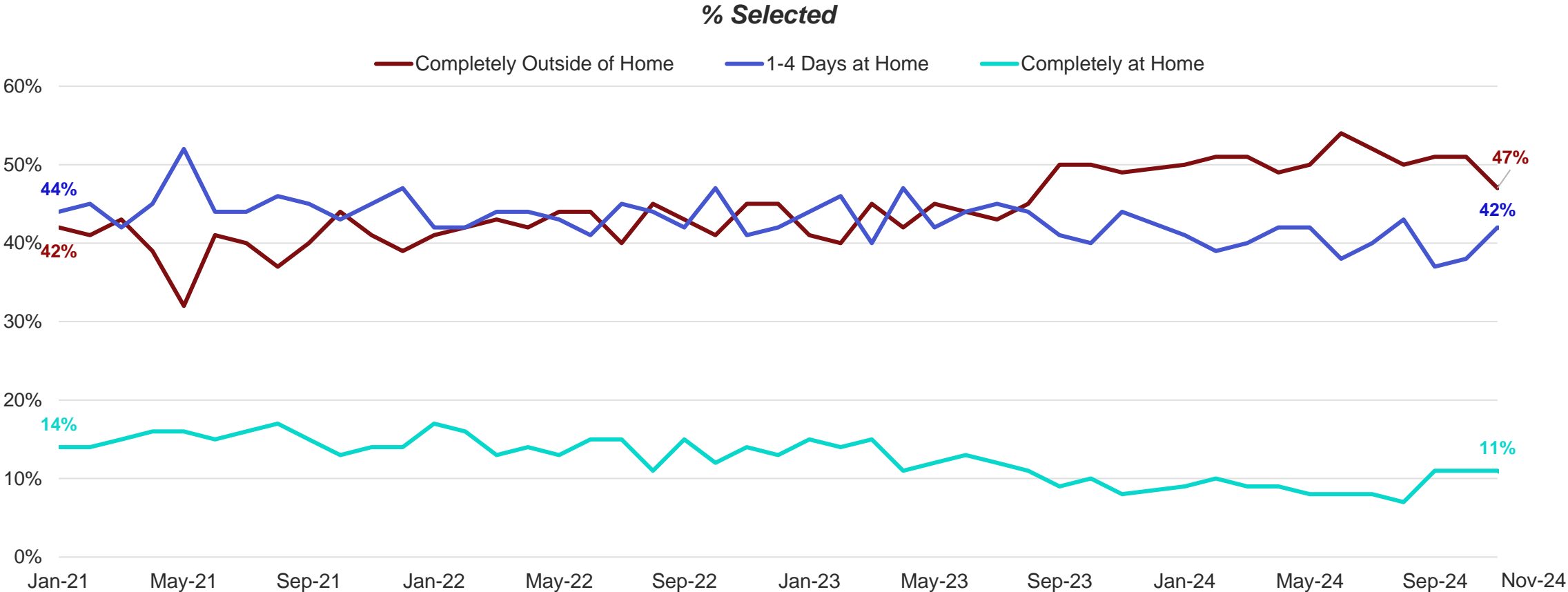
"Private School" includes "Private School – Religious, Parochial" and "Private School – Non-religious, Secular."

Source: Survey conducted November 5, 2024 – November 7, 2024, among U.S. adults

Over half of parents would prefer having their child learn at home at least one day per week.

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

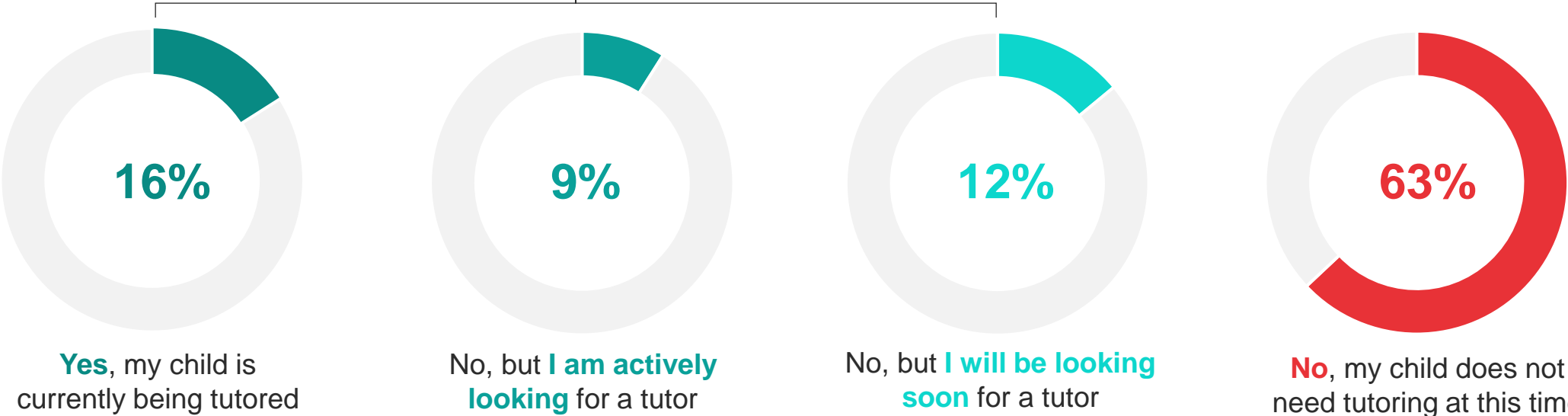


In November, over one-third of parents were currently using a tutor or were interested in finding tutoring for their children – unchanged since October.

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

School Parents

37% (+/-0 since October)
currently have a tutor or looking for a tutor



Source: Survey conducted November 5, 2024 – November 7, 2024, among U.S. adults

In November, interest in tutoring was highest among special education and special needs parents. It was lowest among small-town parents and parents living in the Midwest.

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

School Parents	37%
----------------	-----

Special Education	54%
Special Needs	52%
Black	52%
Urban	52%
Hispanic	51%
Liberal/Progressive	46%
Democrat	45%

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

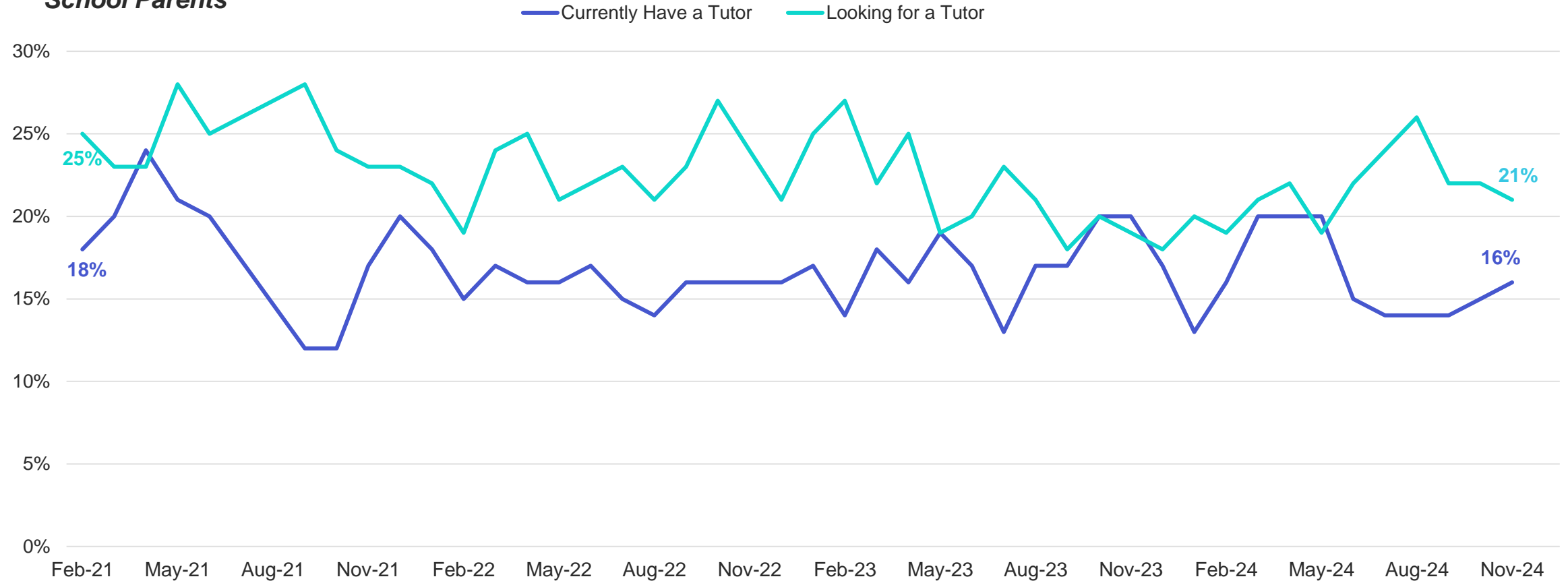
Middle Income: \$50k to \$100k	32%
Suburban	32%
Independent	31%
Rural	29%
Gen X	28%
Midwest	27%
Small town	27%

Source: Survey conducted November 5, 2024 – November 7, 2024, among U.S. adults

The percentage of school parents interested in a tutor for their child stayed about the same in November after several months of small increases.

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

School Parents

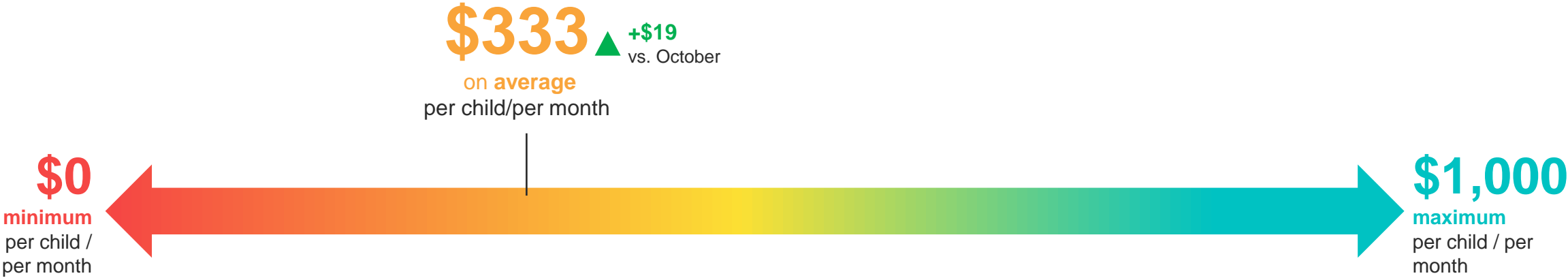


Note: Question was not asked in July 2021 and August 2021.

In November, the amount parents were willing to spend on tutoring rose to \$333 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



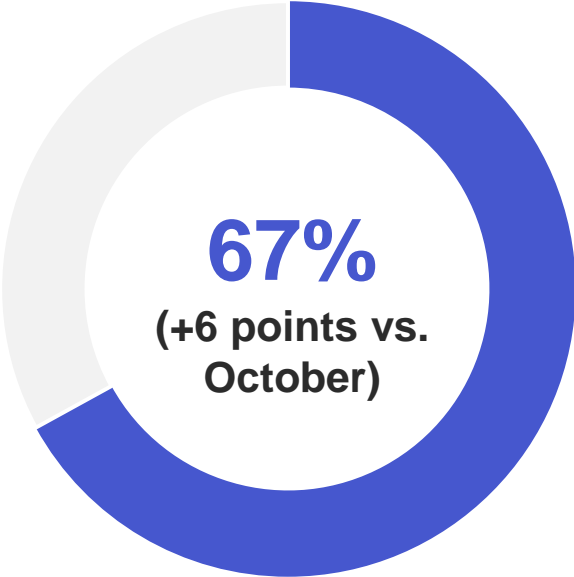
Source: Survey conducted November 5, 2024 – November 7, 2024, among U.S. adults

Roughly two-thirds of parents feel that their children should be able to have cell phones in schools. But they are much less likely to support cell phone use in the classroom.

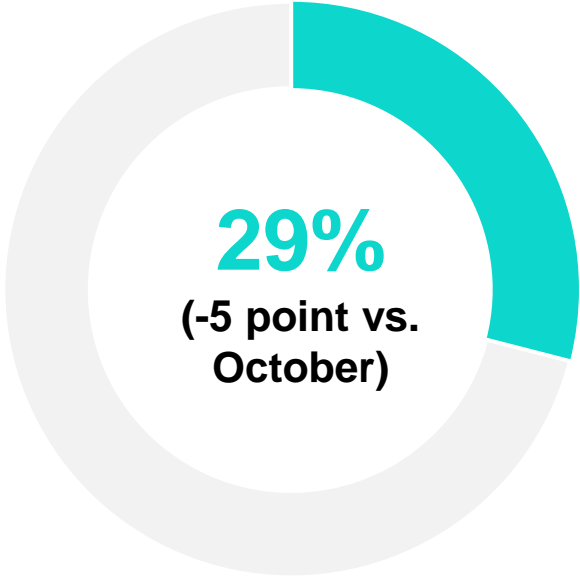
When it comes to cell phones, do you feel child/children should be allowed to have...

School Parents

Total % "Yes"



Cell phones in school



Cell phones in the classroom

Source: Survey conducted November 5, 2024 – November 7, 2024, among U.S. adults

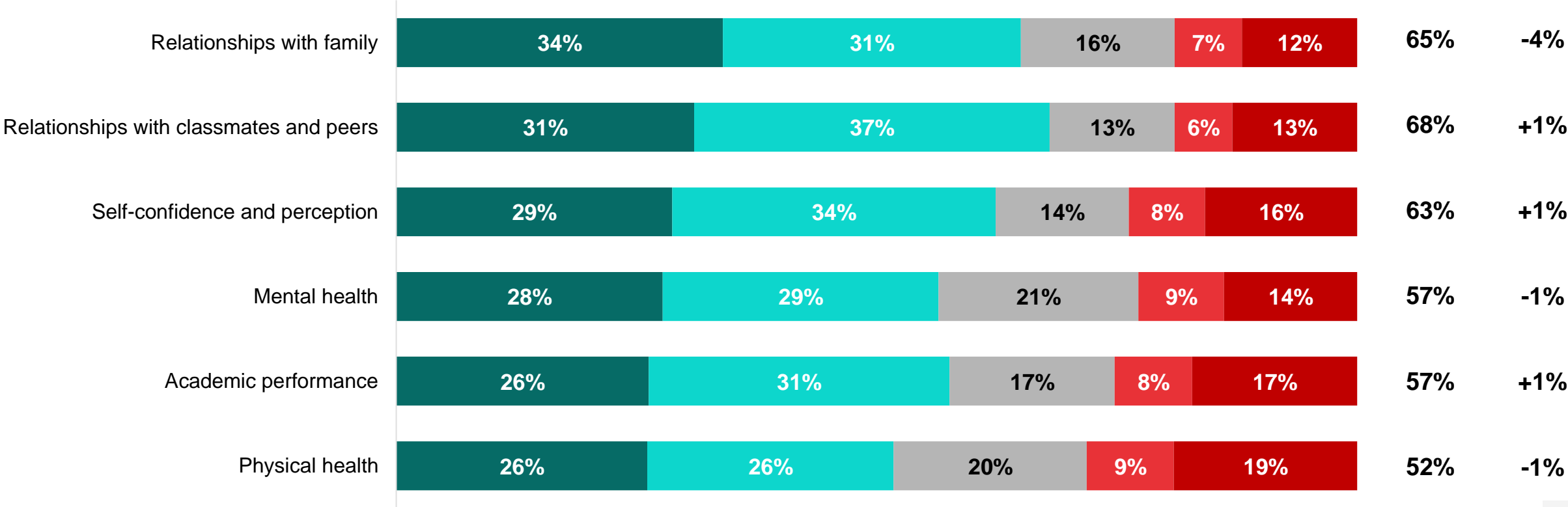
School parents report that cell phone access has had the most positive impact on their child’s relationships, but more negative impact on their health and academics.

What kind of impact do you think cell phone access has had on your child in each of the following?

School Parents

■ Very Positive
 ■ Somewhat Positive
 ■ Don't Know/No Opinion
 ■ Somewhat Negative
 ■ Very Negative

Total Positive
(Very + Somewhat Positive) vs. Oct.

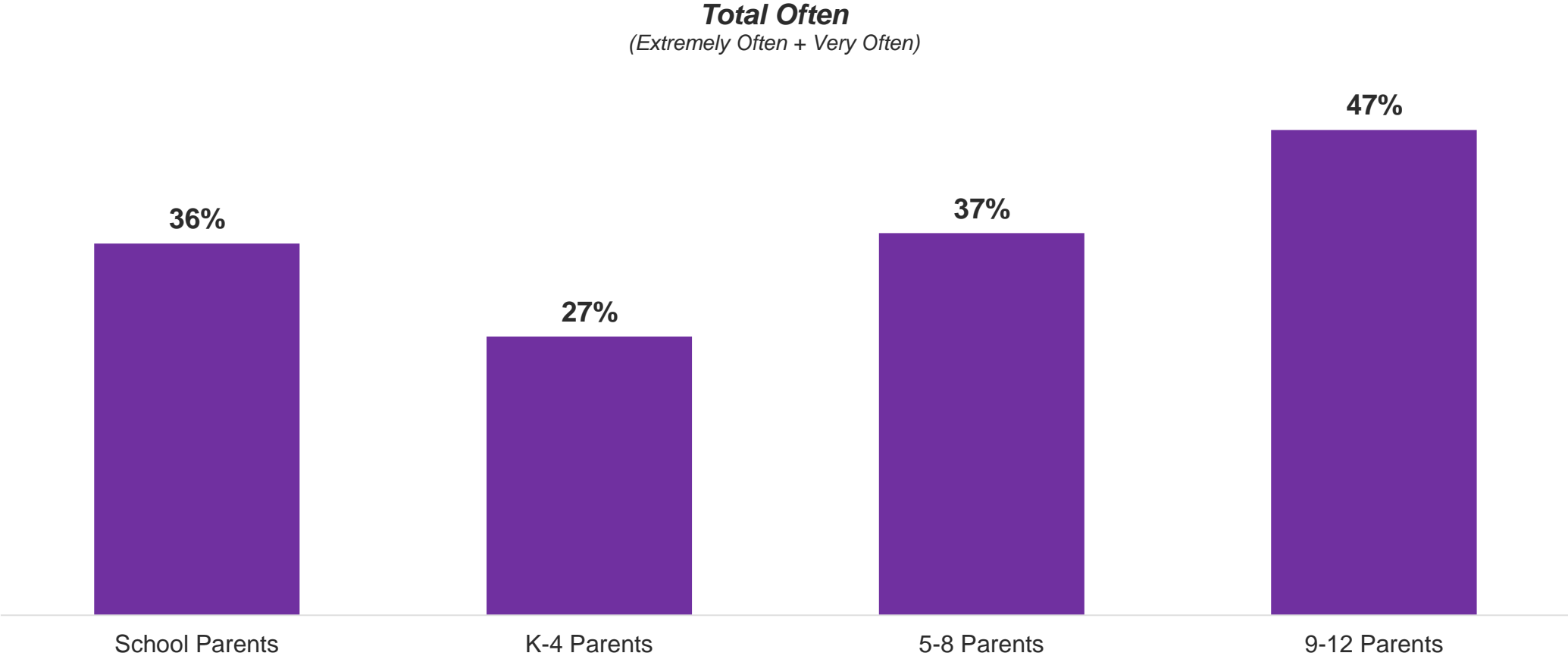


Source: Survey conducted November 5, 2024 – November 7, 2024, among U.S. adults

More than one-third of parents say their children are on social media at least “very often.” Nearly half of high school parents say the same about their kids.

School Parents

Overall, how often would you say your child/children spends on social media?



Source: Survey conducted November 5, 2024 – November 7, 2024, among U.S. adults

School parents report that social media access has the most positive impact on their child's relationships but the most negative impact on their health.

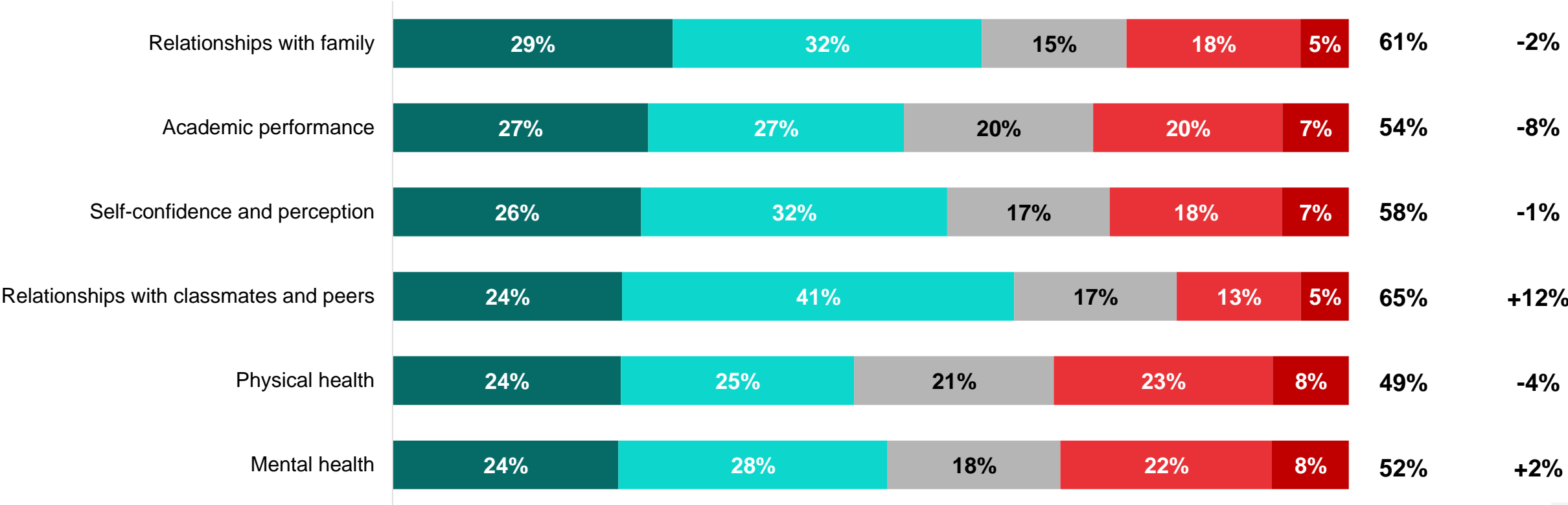
What kind of impact do you think social media access has had on your child in each of the following?

School Parents

■ Very Positive
 ■ Somewhat Positive
 ■ Don't Know/No Opinion
 ■ Somewhat Negative
 ■ Very Negative

Total Positive
(Very + Somewhat Positive)

vs. Oct.



Source: Survey conducted November 5, 2024 – November 7, 2024, among U.S. adults

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VIEWS ON K-12 EDUCATION

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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

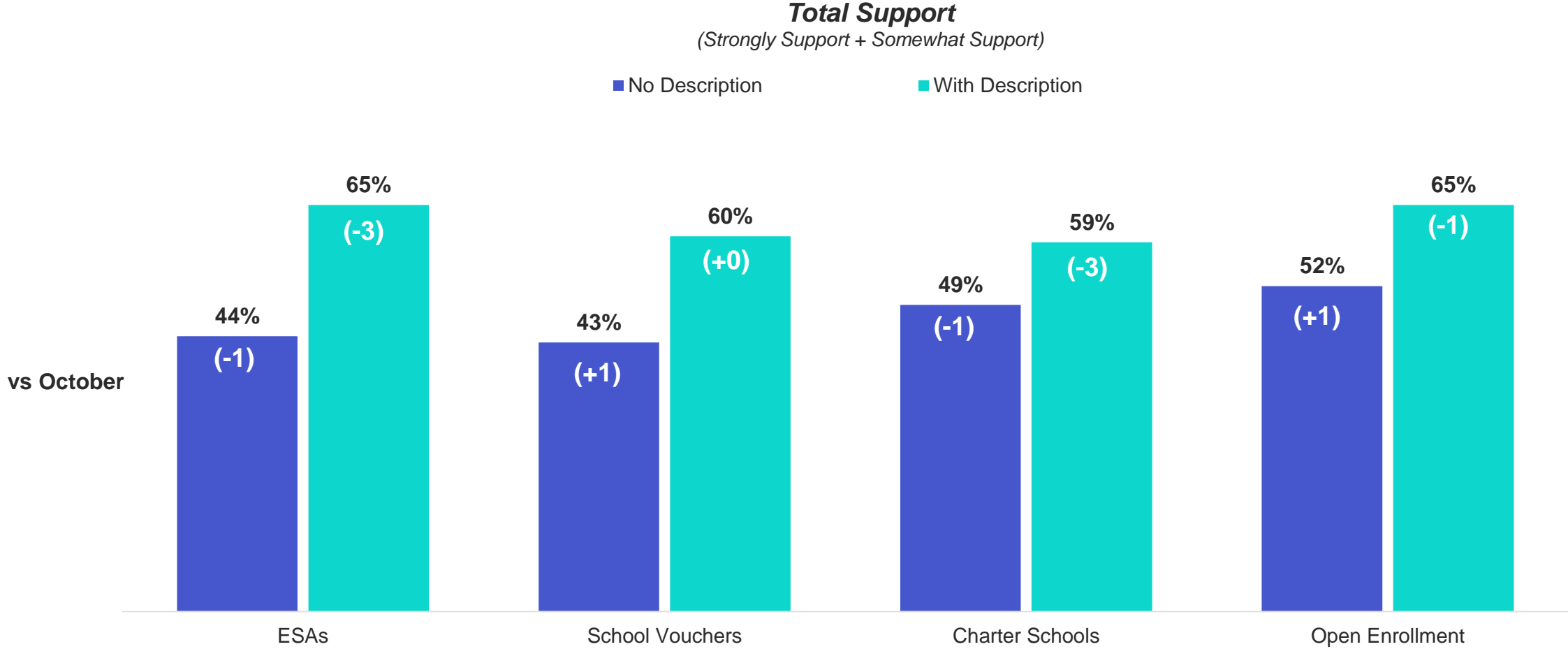
A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to 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 November 5, 2024 – November 7, 2024, among U.S. adults

In November, support for ESAs was highest among high-income adults and school parents. Support was lowest among those living in rural areas, Gen X adults, and low-income adults.

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?

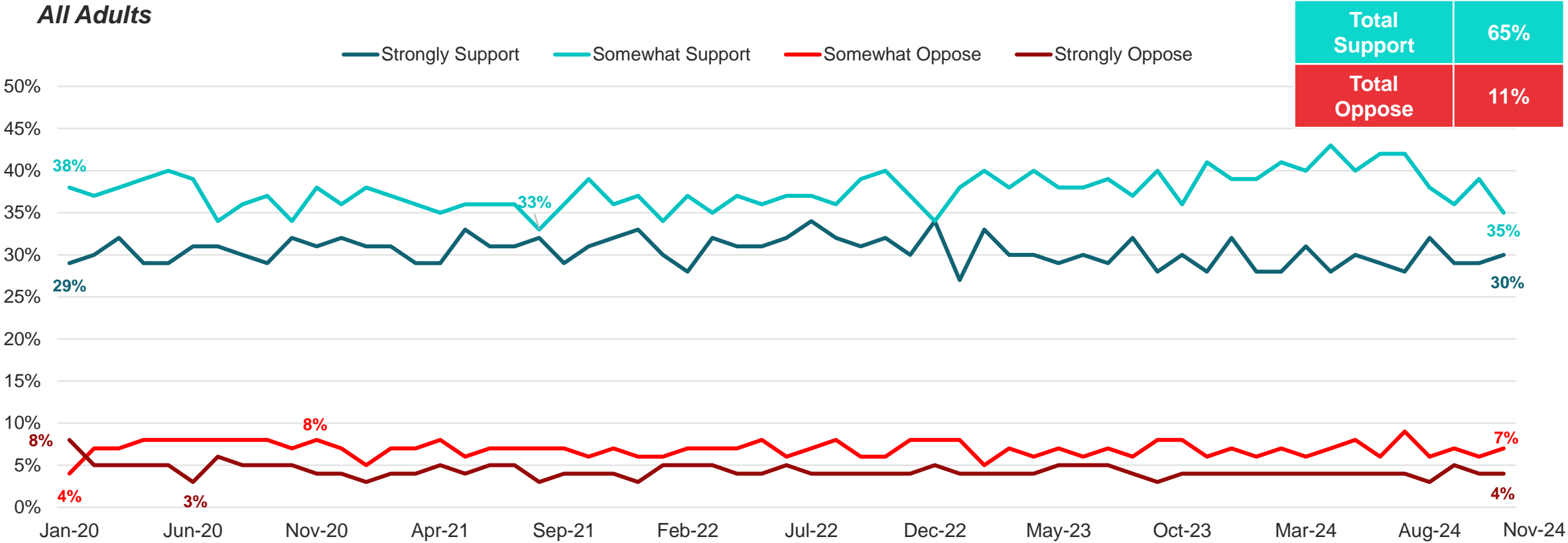
ESA Support, Among All Adults

Public Support	Groups most supportive		Groups least supportive	
	Group	Support %	Group	Support %
65%	High Income: \$100k+	76%	Small town	64%
	School Parents	76%	South	63%
	Hispanic	74%	Female	62%
	Middle Income: \$50k to \$100k	73%	Independent	61%
	Liberal/Progressive	73%	Education: <College	61%
	Education: Bachelors+	72%	Low Income: <\$50k	60%
	Democrat	70%	Gen X	60%
	Conservative	70%	Rural	60%

The public is nearly six times as likely to support ESAs than oppose them. Americans' overall support of ESAs decreased in November.

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?

All Adults



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

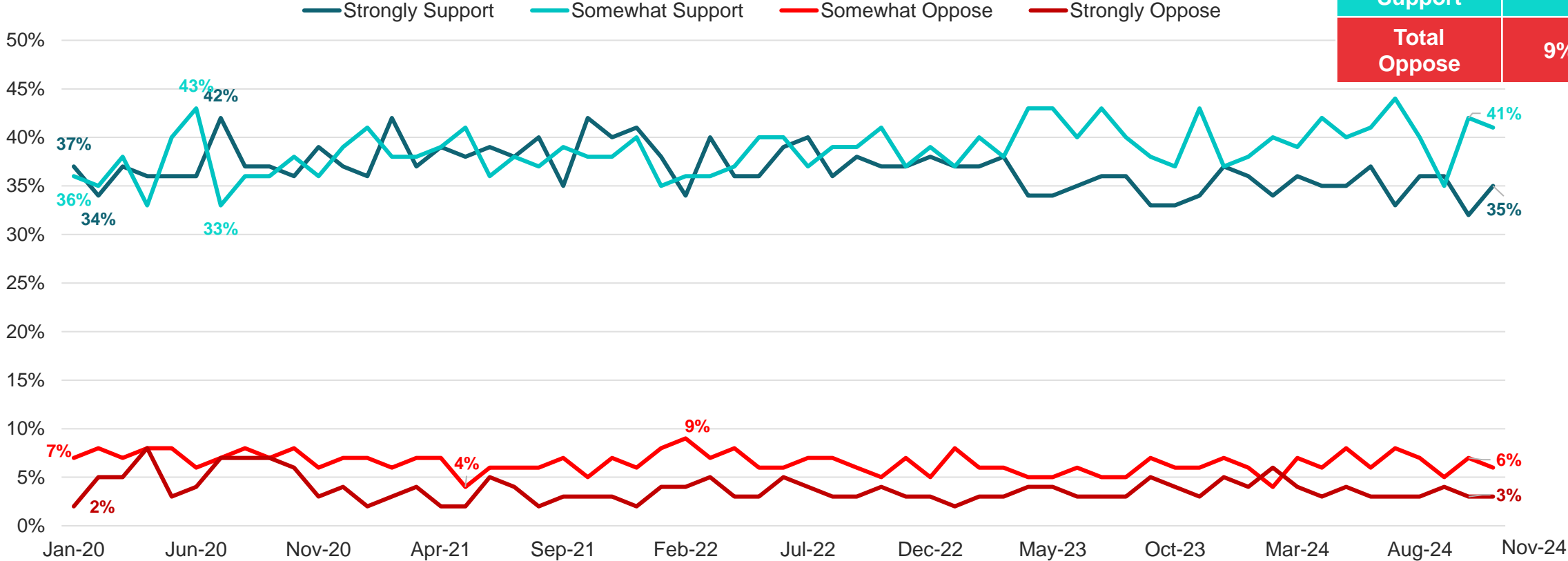
In November, school parents were over eight times as likely to be supportive of ESAs than to be opposed. Strong support increased since last month.

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

November 2024

Total Support	76%
Total Oppose	9%



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

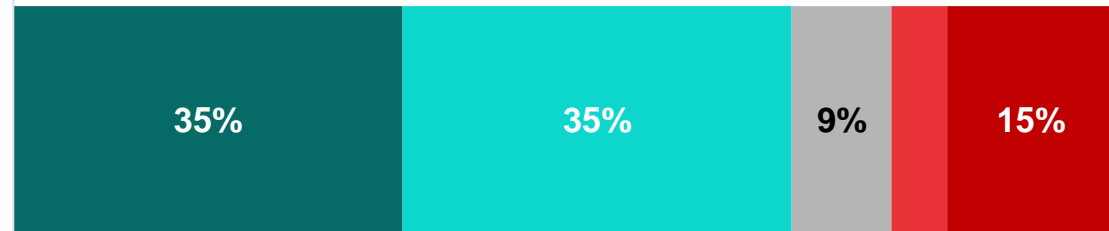
More than two-thirds of school parents believe ESAs should be available to all families regardless of income or special needs. That is nearly 20-points higher than the percentage of parents who want ESA eligibility determined by financial need.

School Parents

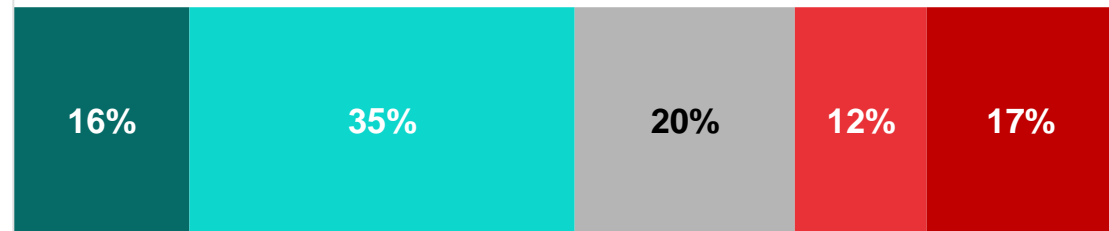
■ Strongly Agree
 ■ Somewhat Agree
 ■ Somewhat Disagree
 ■ Strongly Disagree
 ■ Don't Know/ No Opinion

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 school parents, conservatives, and Republicans. It was lowest among liberals, progressives, and independent 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	
School Parents	70%	Suburban	59%
Conservative	69%	Democrat	58%
Republican	68%	South	58%
Hispanic	66%	Rural	58%
Millennials	66%	Female	57%
Black	65%	Small town	56%
Northeast	64%	Independent	55%
Urban	63%	Liberal/Progressive	55%

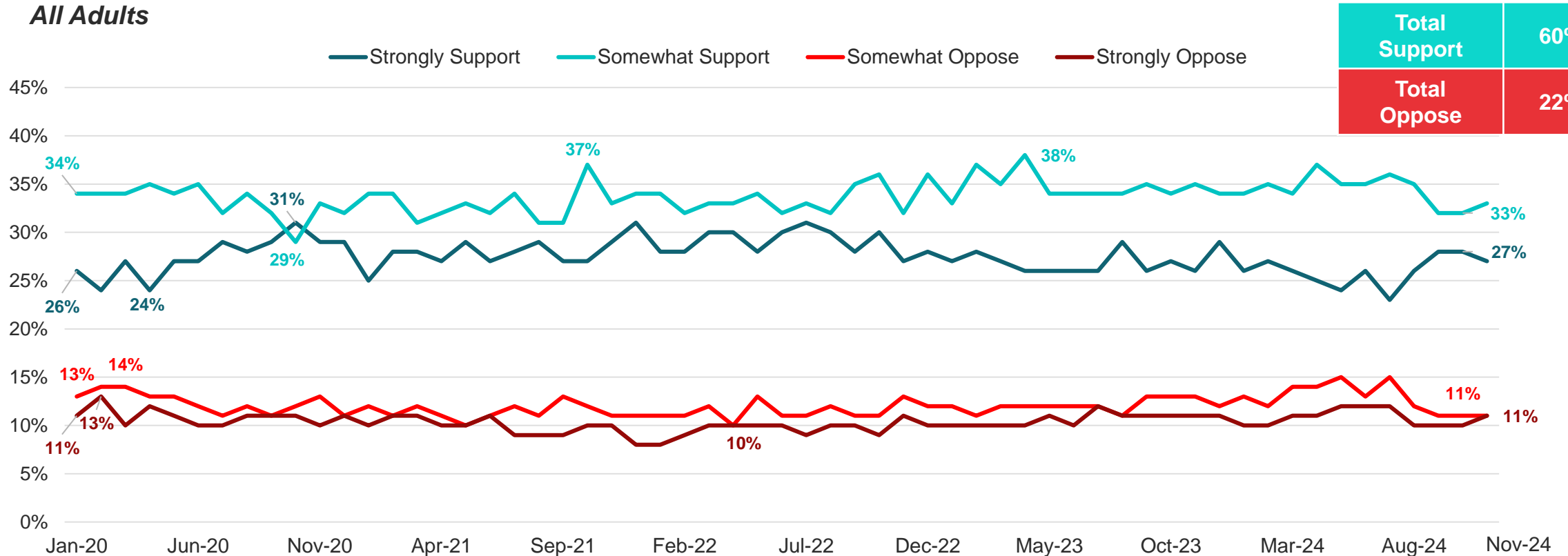
Source: Survey conducted November 5, 2024 – November 7, 2024, among U.S. adults

Americans are more than twice as likely to support school vouchers than oppose them. The public's overall support for school vouchers remained unchanged in November.

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?

November 2024

All Adults



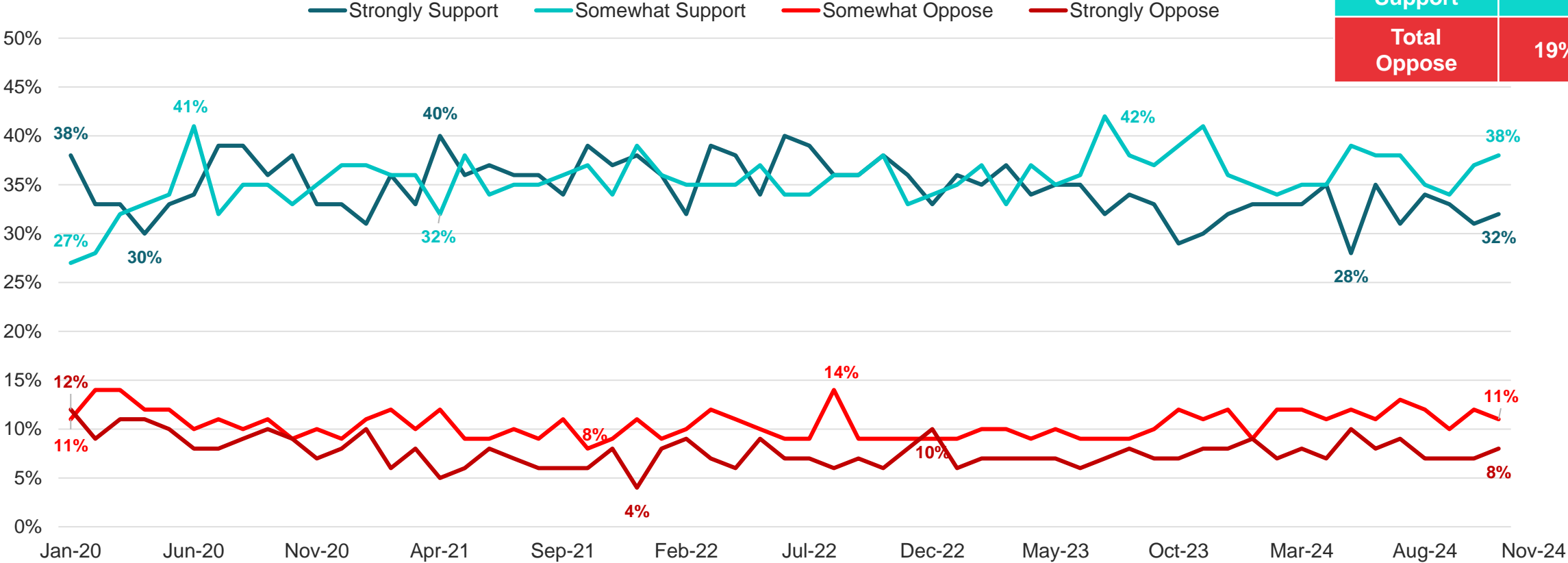
Note: Don't know/No opinion responses are not shown.

Parents are more than three times as likely to support school vouchers than oppose them. In November, support for school vouchers rose 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?

November 2024

School Parents



Total Support	70%
Total Oppose	19%

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

Support for charter schools is highest among conservatives, high-income adults, and school parents. 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 59%

Groups most supportive		Groups least supportive	
Conservative	71%	Democrat	58%
High Income: \$100k+	70%	Education: <College	57%
School Parents	68%	Liberal/Progressive	56%
Republican	66%	Midwest	56%
Black	65%	Independent	55%
Education: Bachelors+	64%	Low Income: <\$50k	55%
Middle Income: \$50k to \$100k	63%	Small town	55%
Hispanic	62%	Rural	54%

Source: Survey conducted November 5, 2024 – November 7, 2024, among U.S. adults

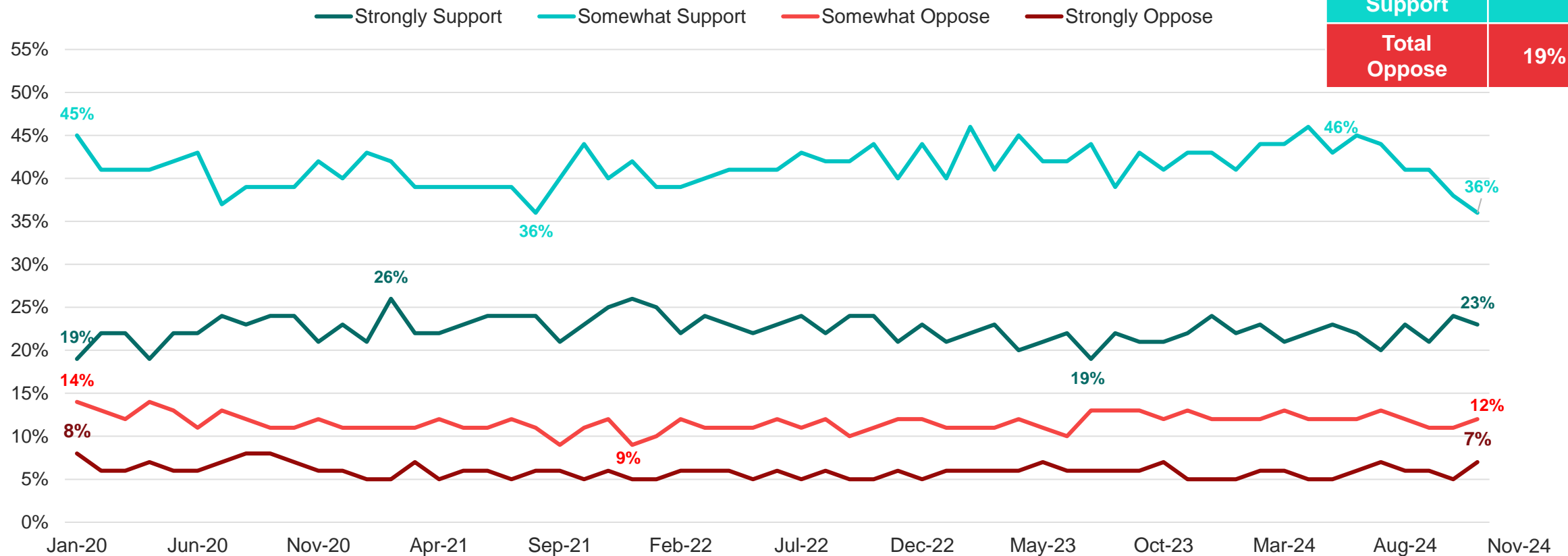
Americans are more than three times as likely to support charter schools than oppose them. Weak support continued to fall in November.

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?

November 2024

Total Support	59%
Total Oppose	19%

All Adults



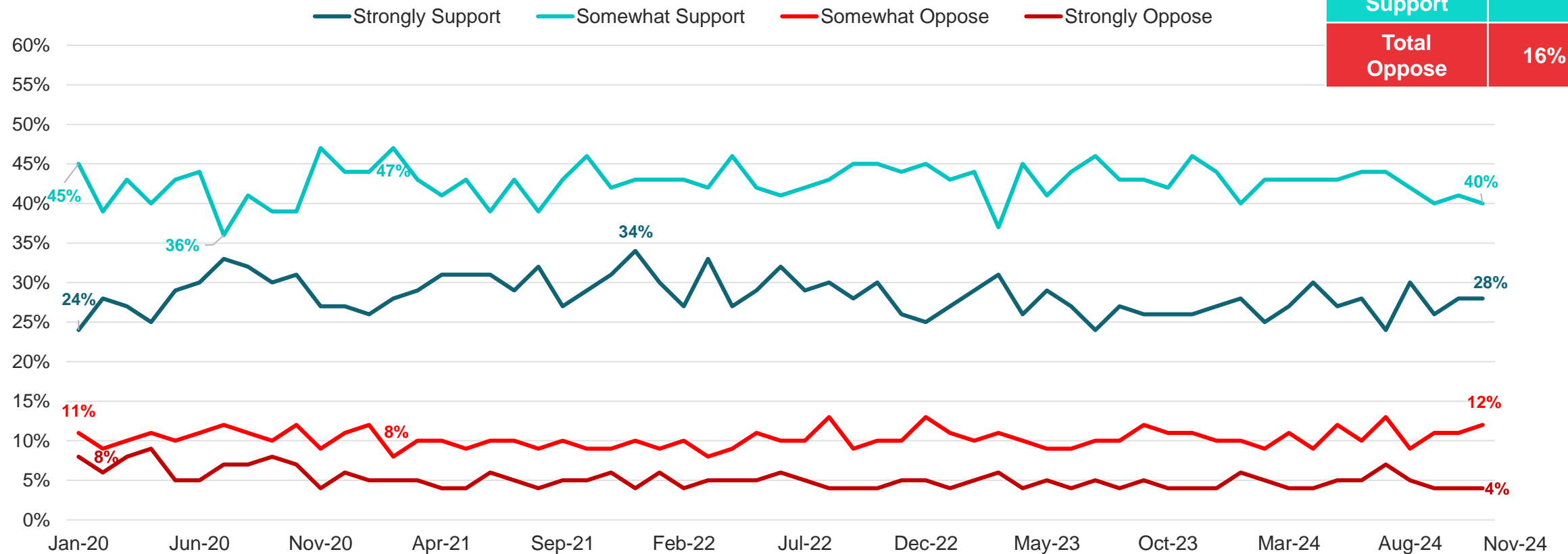
Note: Don't know/No opinion responses are not shown.

Parents are over four times as likely to support charter schools than oppose them. Overall support for charter schools remained roughly level in November.

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

November 2024	
Total Support	68%
Total Oppose	16%



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

School parents, conservatives, and Hispanic adults are most likely to support open enrollment. Small-town adults and Gen Z 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 65%

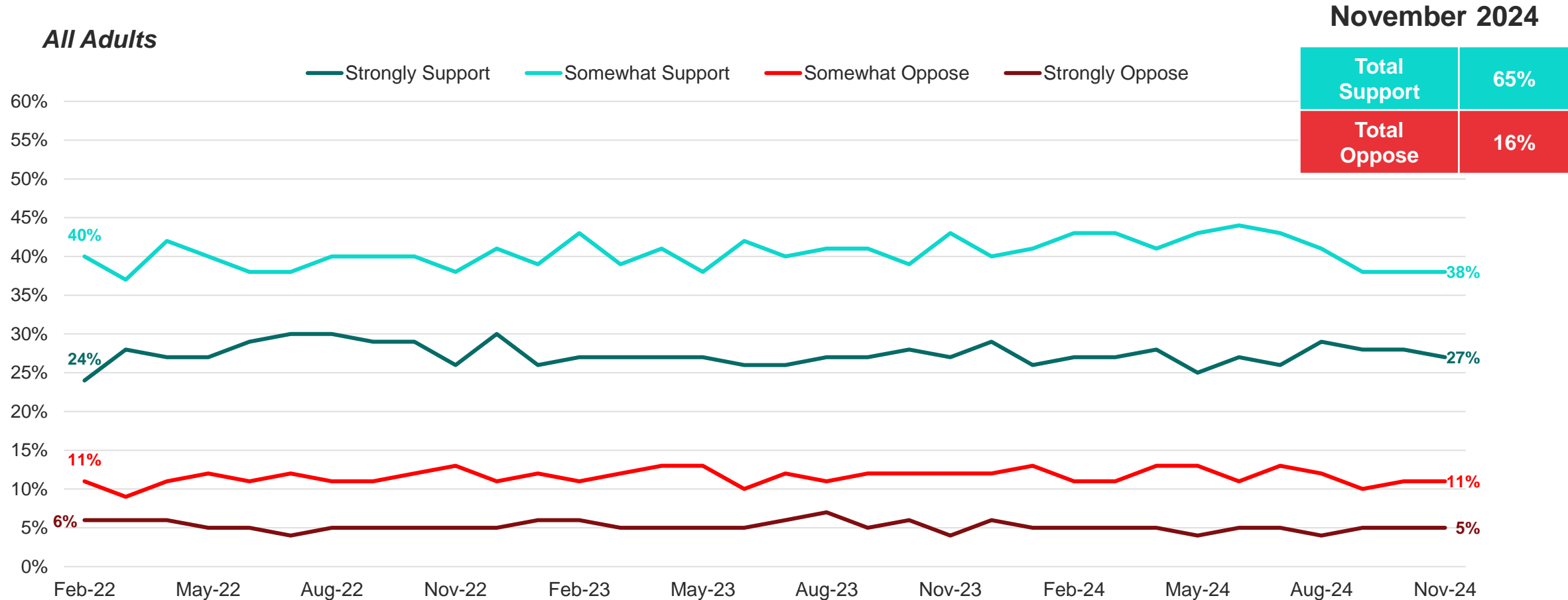
Groups most supportive		Groups least supportive	
School Parents	72%	Female	65%
Conservative	71%	South	64%
Hispanic	70%	Low Income: <\$50k	63%
Education: Bachelors+	70%	Education: <College	63%
Democrat	69%	Independent	62%
High Income: \$100k+	69%	Gen X	62%
Middle Income: \$50k to \$100k	69%	Gen Z	61%
Millennials	69%	Small town	59%

Source: Survey conducted November 5, 2024 – November 7, 2024, among U.S. adults

The public's support for inter-district open enrollment is over four times as large as opposition. Overall support remained roughly unchanged in November.

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.

All Adults

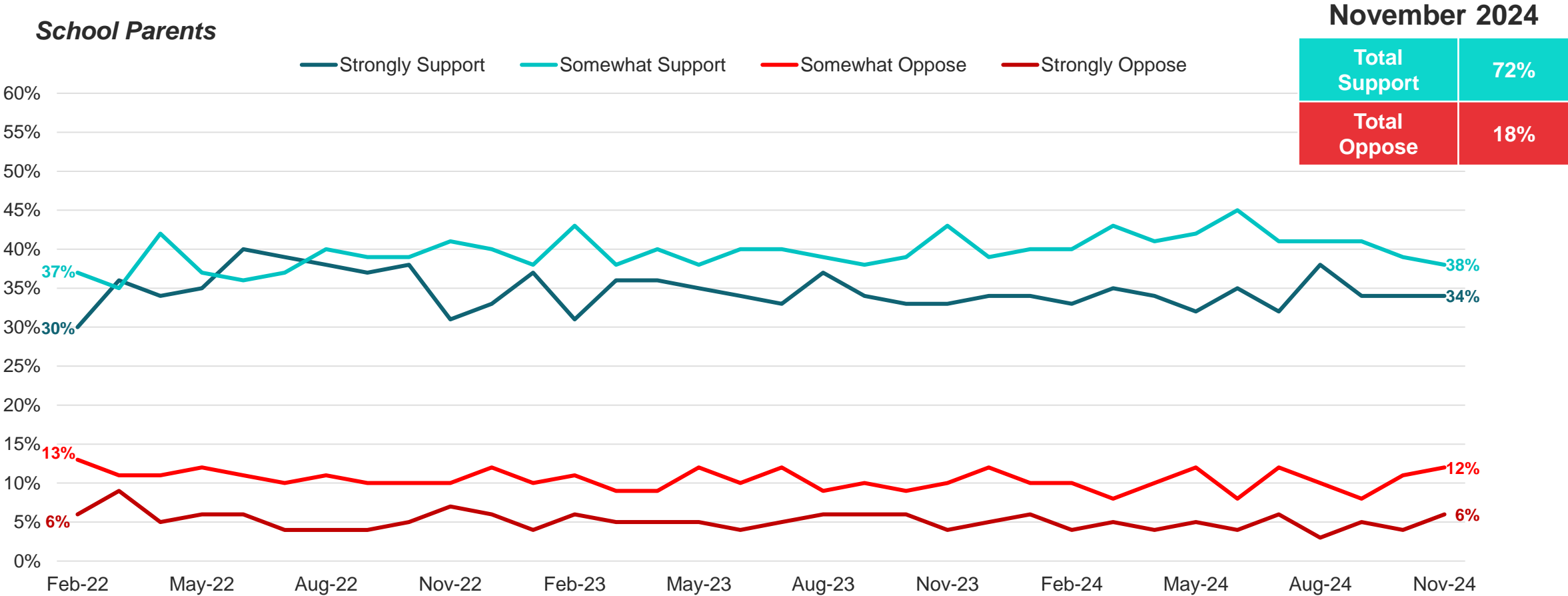


Note: Don't know/No opinion responses are not shown.

Among school parents, support for inter-district open enrollment is four times as large as opposition. Overall support remained roughly the same in November.

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

Dates	November 5-7, 2024
Survey Data Collection & Quality Control	Morning Consult
Survey Sponsor	EdChoice
Population	General Population (Adults, Age 18+)
Sampling Frame	National sample of adults (age 18+) living in the United States, including the District of Columbia, with an oversample of school parents
Sampling Method	Non-Probability, Stratified (based on Age, Gender)
Mode	Online Survey
Language	English

Survey Profile, 2

Survey Time	Gen Pop Median = 11.35 minutes Oversample Median = 14.72 minutes
Sample Size	N = 2,263 General Population N= 1,273 Total School Parents
Oversampling	N = 850 School Parents
Quotas	Age, Gender
Weighting	Age, Race, Ethnicity, Gender, Education, Census Region
Measure of Precision (adjusted for weighting)	± 2.30 percentage points (Gen Pop), ± 2.75 percentage points (Oversample)
Participation Rate	41.29% (Gen Pop), 44.62% (Oversample)
Methods Page	https://edchoice.morningconsultintelligence.com/methodology
Project Contact	Paul DiPerna, paul@edchoice.org

Total Sample Demographics

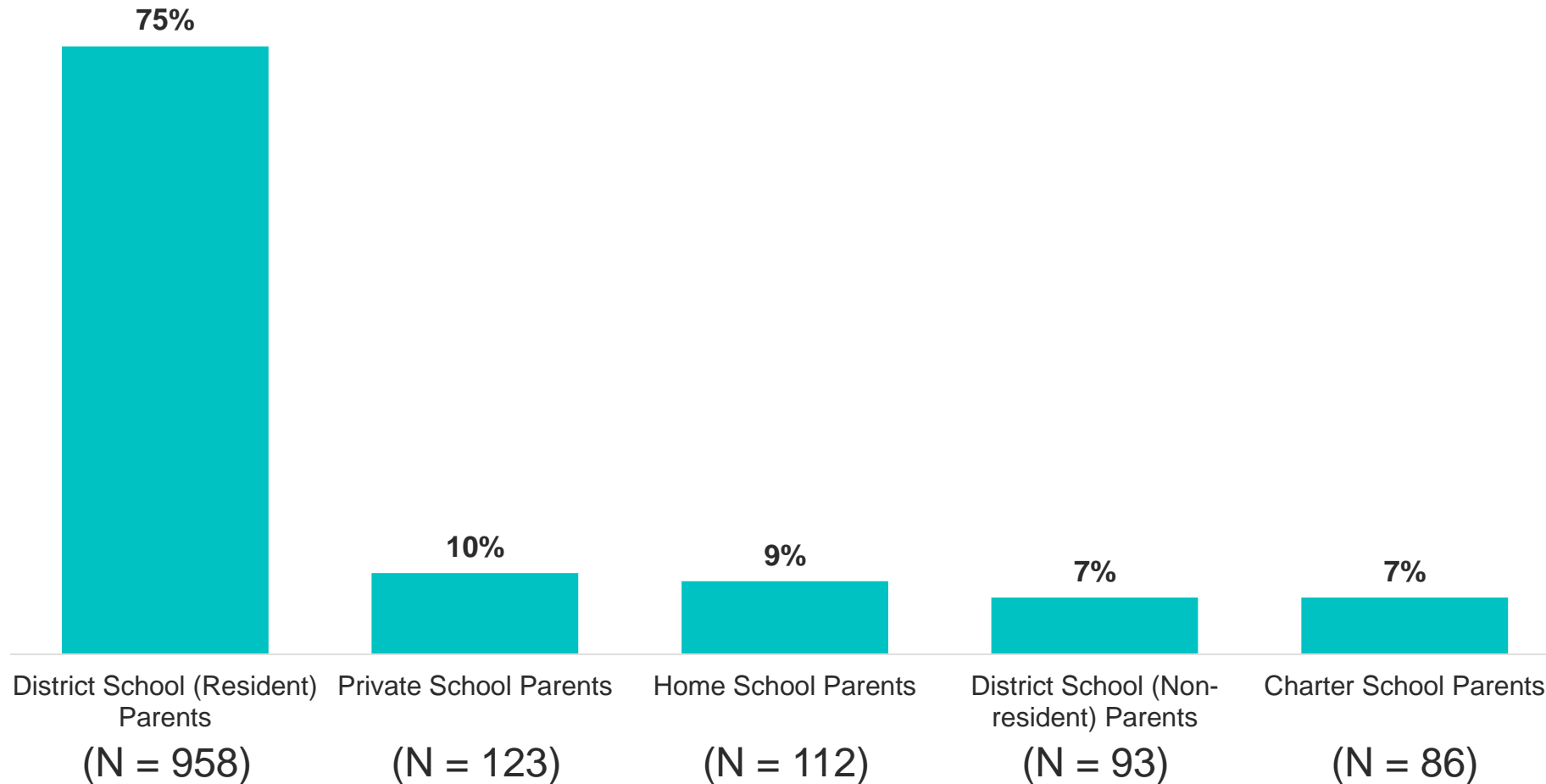
Demographics	Unweighted (N =)
Hispanic	358
Non-Hispanic White	1,394
Black	412
Other	106
Generation Z	358
Millennial	637
Generation X	598
Boomers	611
Male	1,089
Female	1,174
< College	1,483
College +	780
Northeast	413
Midwest	436
South	1,025
West	389

Demographics	Unweighted (N =)
Total School Parents*	1,273
K-4 Parents*	633
5-8 Parents*	540
9-12 Parents*	534
Non-Parents	996
Liberal/Progressive	566
Moderate	799
Conservative	655
Democrat	830
Independent	561
Republican	720
Urban	674
Suburban	950
Small Town	214
Rural	425
Low Income <\$50K	1,309
Middle Income \$50K to <\$100K	657
High Income \$100K+	297

* Denotes the sample came from school parents

Demographics	Unweighted	Weighted	Target (%)
Hispanic	16%	17%	16%
White	62%	61%	78%
Non-Hispanic White	62%	n/a	n/a
Black	18%	13%	12%
Other	5%	8%	9%
Age: 18-34	29%	29%	30%
Age: 35-54	33%	33%	31%
Age: 55+	39%	38%	40%
Age: 65+	22%	22%	20%
Male	48%	49%	48%
Female	52%	51%	52%
< College	66%	65%	69%
College +	34%	35%	31%
Northeast	18%	17%	18%
Midwest	19%	21%	21%
South	45%	38%	37%
West	17%	24%	24%

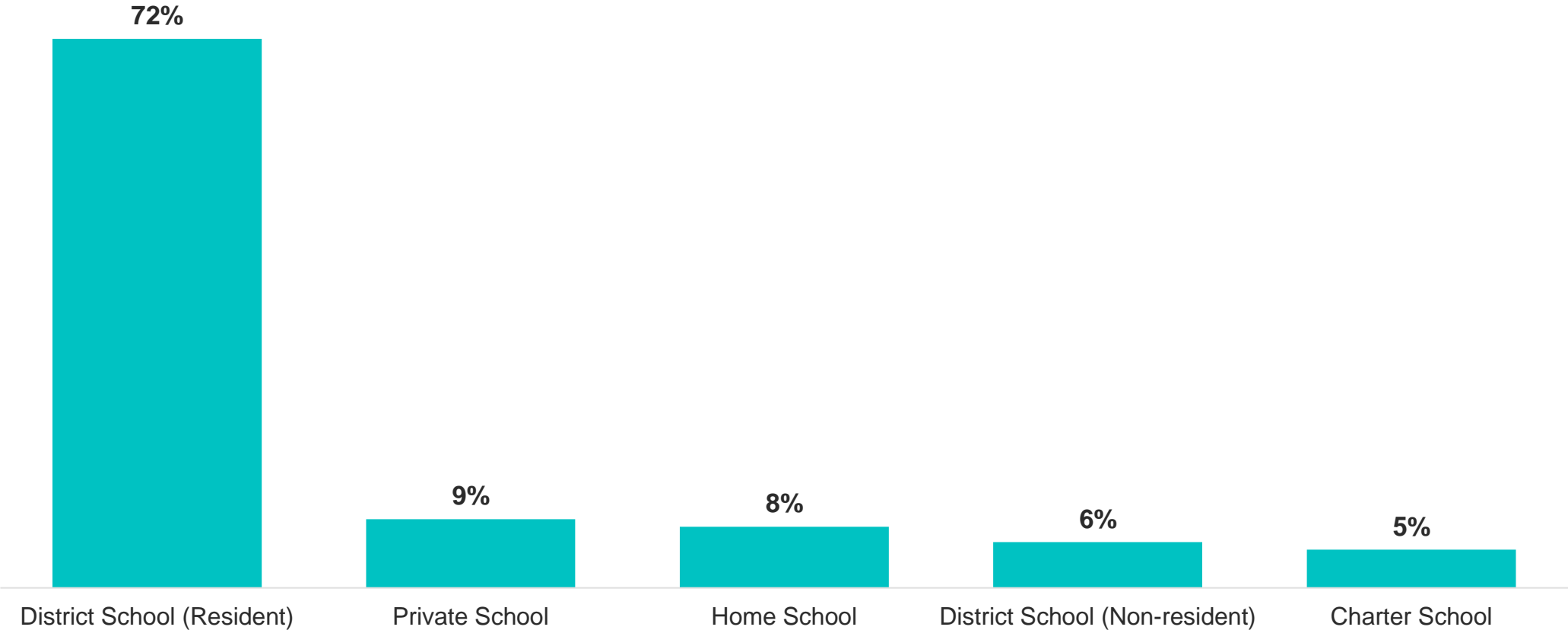
Parent groups based on estimated school type attendance for the 2024-2025 school year



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**[®]

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)



[MORNINGCONSULT.COM](https://morningconsult.com)