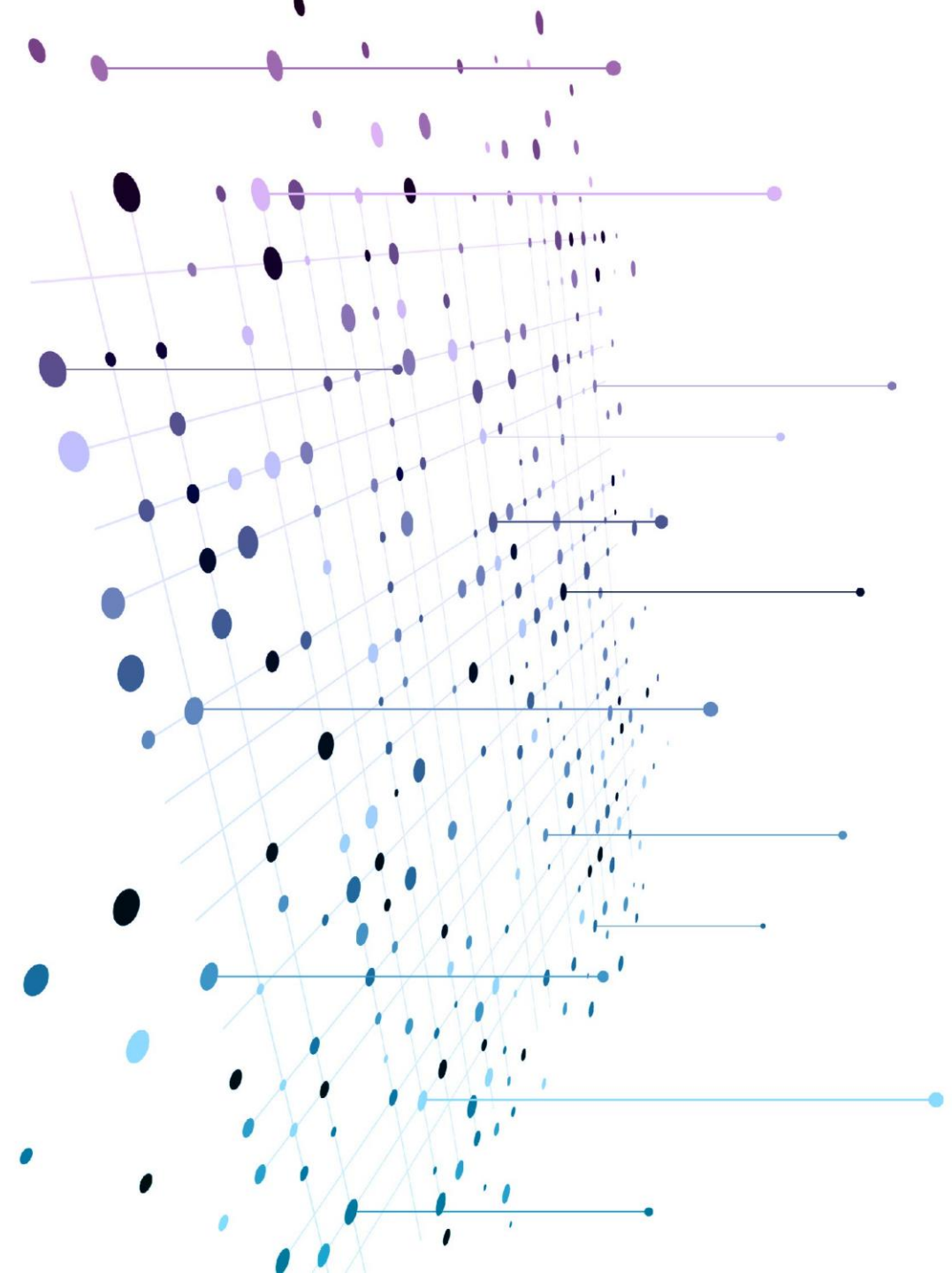




The Public, Parents, and K–12 Education

National Polling Report #60

February 2025



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. School parents think it is most important that their children’s schools instill values of respect, honesty, and responsibility in their students. Similarly, non-school parents think it is most important that K-12 schools emphasize the same three values for their students.
3. In January, over half of Americans said that K-12 education is on the wrong track nationwide, and the percentage who say education is heading in the right direction remains low. Over half of parents think K-12 education is on the wrong track at the national level. Parents are more positive about their local schools, though positivity has fallen slightly since November.
4. The general public and school parents greatly underestimate per-student spending in public schools. 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 18 points and 21 points respectively.
5. Parents believe in prioritizing social and emotional learning support and mental health services to improve student outcomes. They see less need for mentoring programs.
6. Parents think academic tutoring is the most effective school-based support service for improving student outcomes compared to other options. They also see academic tutoring as the most accessible student-support service out of the listed options. Mentoring programs are seen as the least accessible.

Methodology

This poll was conducted between January 13, 2025 - January 15, 2025 among a sample of 2,256 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..

KEY FINDINGS

1. Parents have a diverse range of schooling preferences. They tend to favor regular public schools over private schools.
2. Just under half of parents would prefer having their child learn at home at least one day per week. This proportion has fallen in recent months.
3. Parents think their encouragement motivates students the most when it comes to attendance, while they see financial incentives as the least effective means. Similar to school attendance, parents also think their encouragement motivates students the most in their academic performance.
4. A large majority of parents believe financial incentives would have a positive impact on both academic performance and school attendance. Both parents and adults are most likely to see financial incentives as appropriate for rewarding academic improvement and consistent attendance.
5. Overall support levels for choice-based policies remain high among school parents and the general public. Support was stable in January.
 - Education savings accounts (ESAs) – 72% / 69%
 - School vouchers – 65% / 60%
 - Charter schools – 67% / 64%
 - Open enrollment – 73% / 66%

Methodology

This poll was conducted between January 13, 2025 - January 15, 2025 among a sample of 2,256 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..



Views on K-12 Education



Schooling and Experiences



K-12 Choice Policies



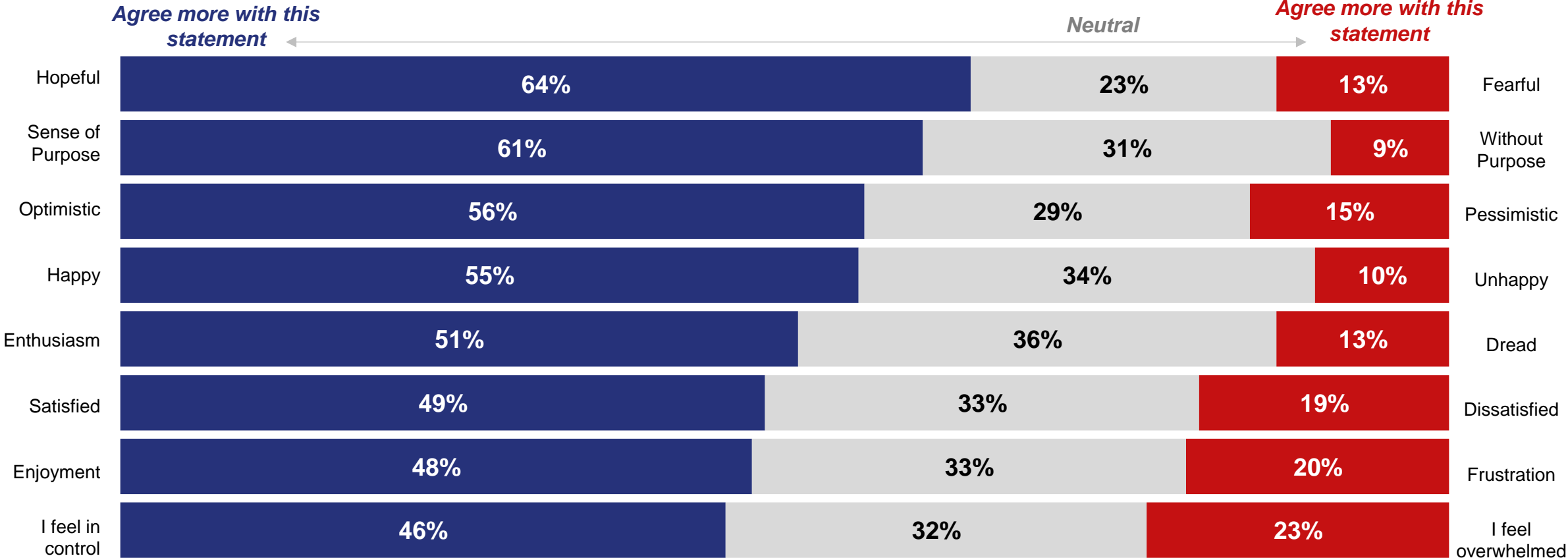
Survey Profile and Demographics

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	55%
Sense of Purpose	47%
Optimistic	47%

School Parents

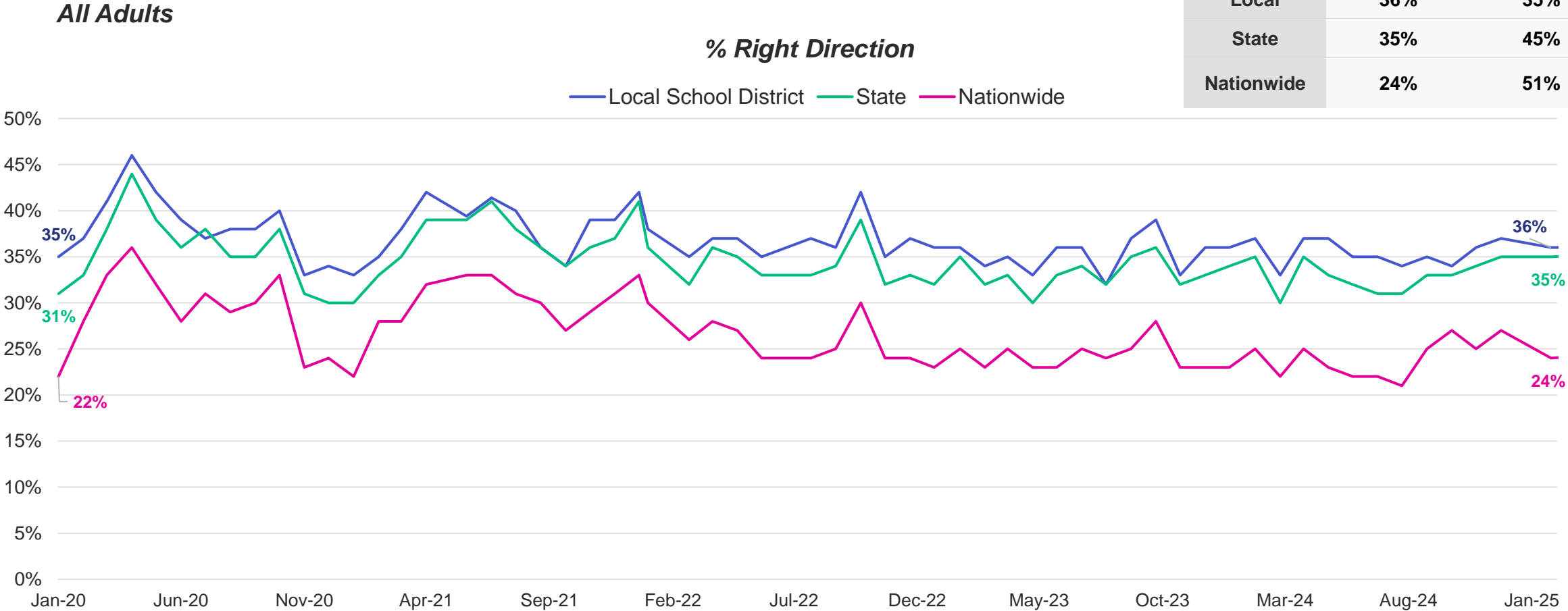


Source: Survey conducted January 13, 2025 - January 15, 2025, among U.S. adults

In January, over half of Americans said that K-12 education is on the wrong track nationwide, and the percentage who say education is heading in the right direction remains low.

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?

	Right Direction	Wrong Track
Local	36%	35%
State	35%	45%
Nationwide	24%	51%



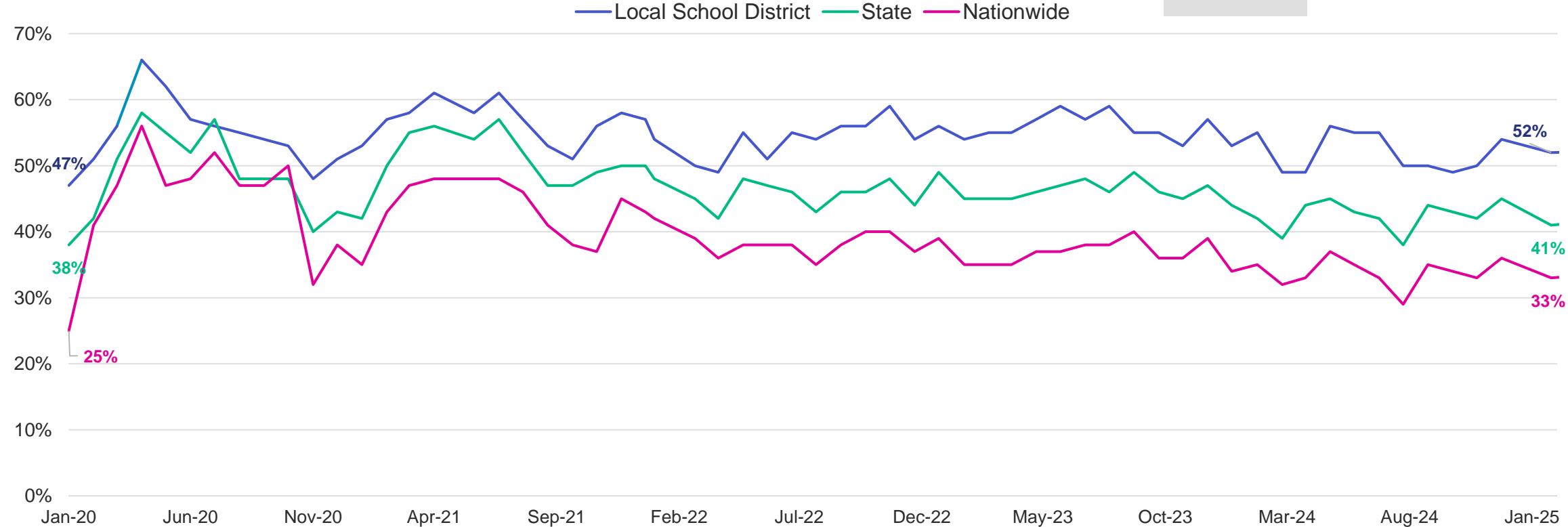
Over half of parents think K-12 education is on the wrong track at the national level. Parents are more positive about their local schools, though positivity has fallen slightly since November.

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?

	Right Direction	Wrong Track
Local	52%	34%
State	41%	47%
Nationwide	33%	51%

School Parents

% Right Direction



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 **44%**

-  Core academic subjects (60%)
-  Socialization (49%)
-  To become independent thinkers (48%)
-  How to be good citizens (46%)
-  Skills for future employment (44%)
-  Values, moral character, religious virtues (39%)
-  To fix social problems (24%)

Grades 9-12

Average % selected Extremely Important **52%**

-  Skills for future employment (65%)
-  Core academic subjects (61%)
-  To become independent thinkers (58%)
-  How to be good citizens (55%)
-  Socialization (52%)
-  Values, moral character, religious virtues (44%)
-  To fix social problems (31%)

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 (60%)
-  How to be good citizens (55%)
-  Socialization (53%)
-  To become independent thinkers (52%)
-  Skills for future employment (50%)
-  Values, moral character, religious virtues (43%)
-  To fix social problems (33%)

Grades 9-12

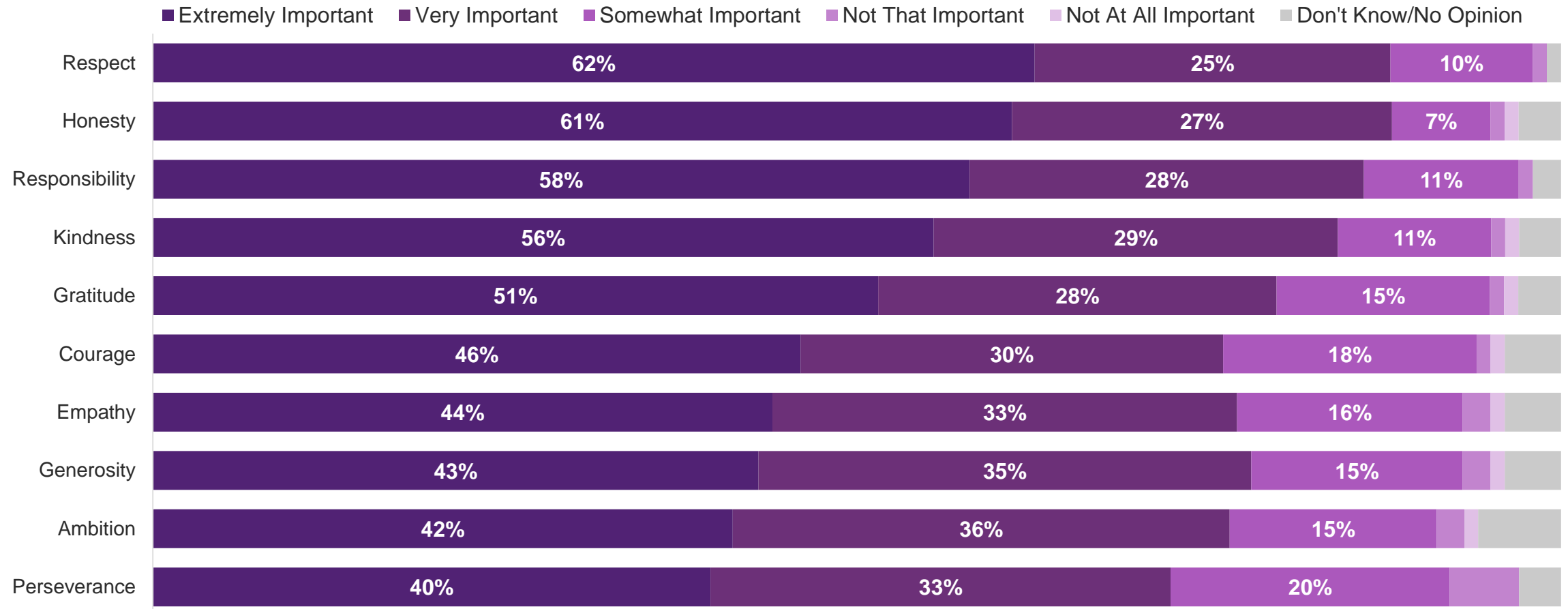
Average % selected Extremely Important **55%**

-  Skills for future employment (66%)
-  Core academic subjects (62%)
-  To become independent thinkers (61%)
-  How to be good citizens (57%)
-  Socialization (55%)
-  Values, moral character, religious virtues (47%)
-  To fix social problems (35%)

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

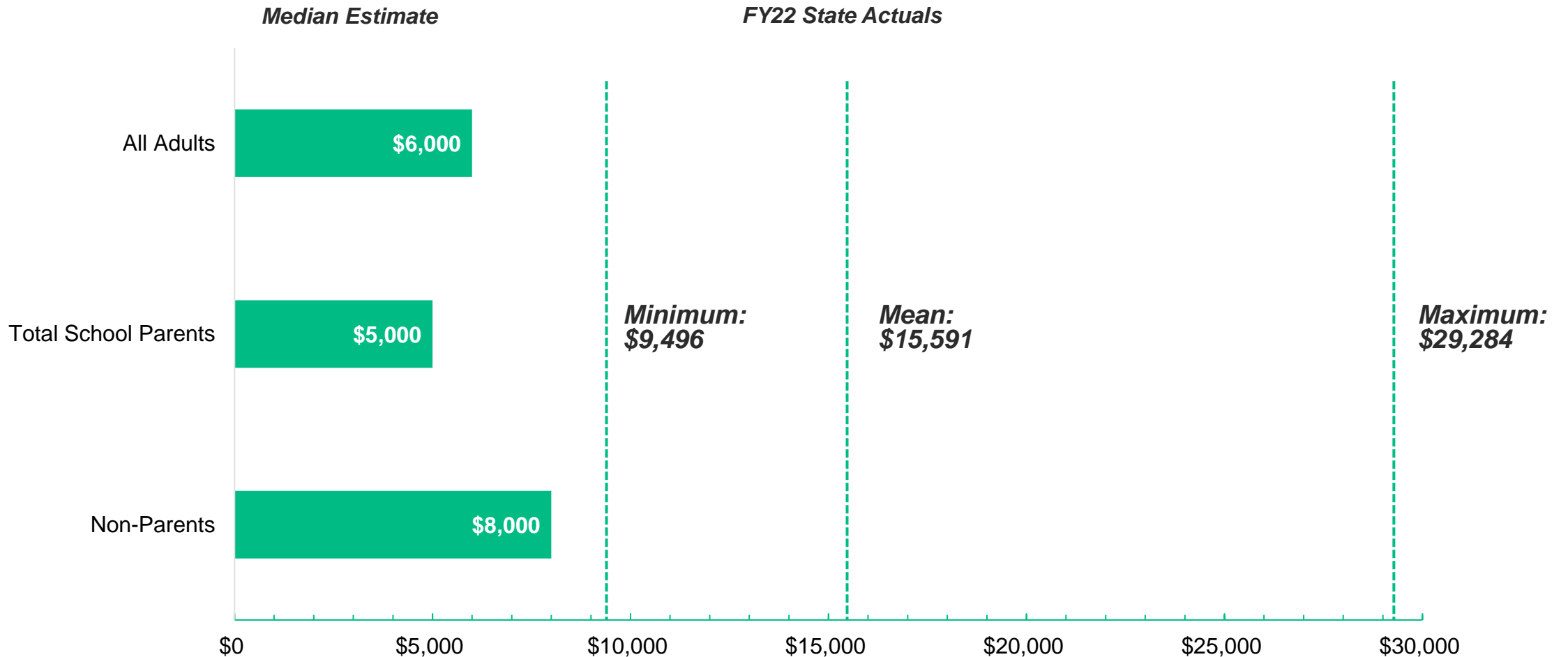
For this current school year, to what extent is it important that your child/children's school emphasizes the following values for students?

School Parents – Top 10 Values



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.



FY22 State Actuals Source: National Center for Education Statistics

Source: Survey conducted January 13, 2025 - January 15, 2025, among U.S. adults

The 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 18 points and 21 points respectively.

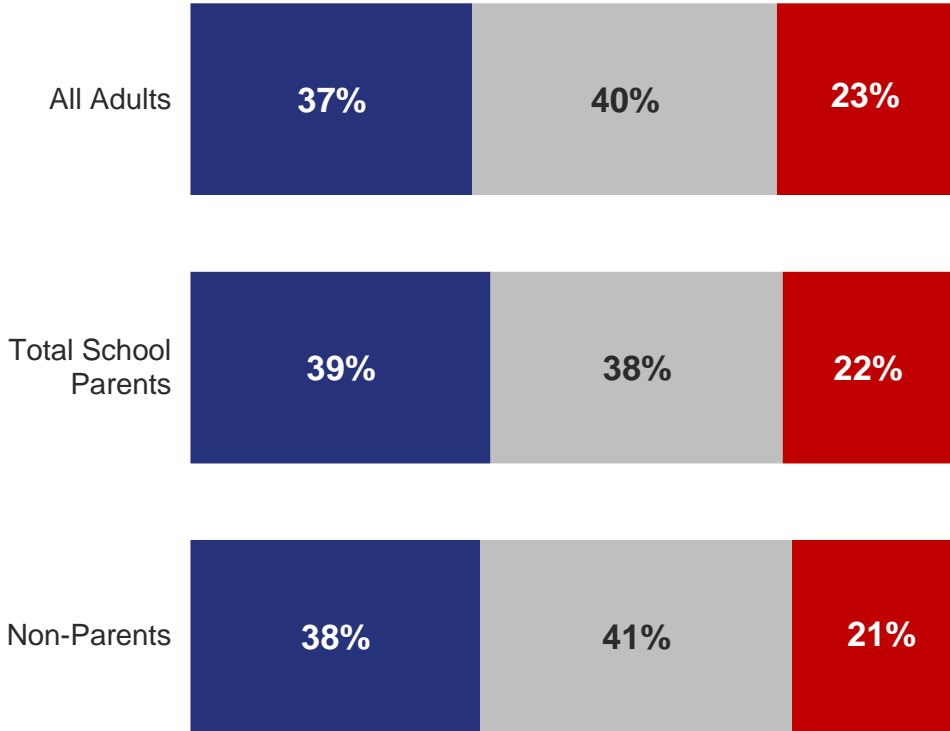
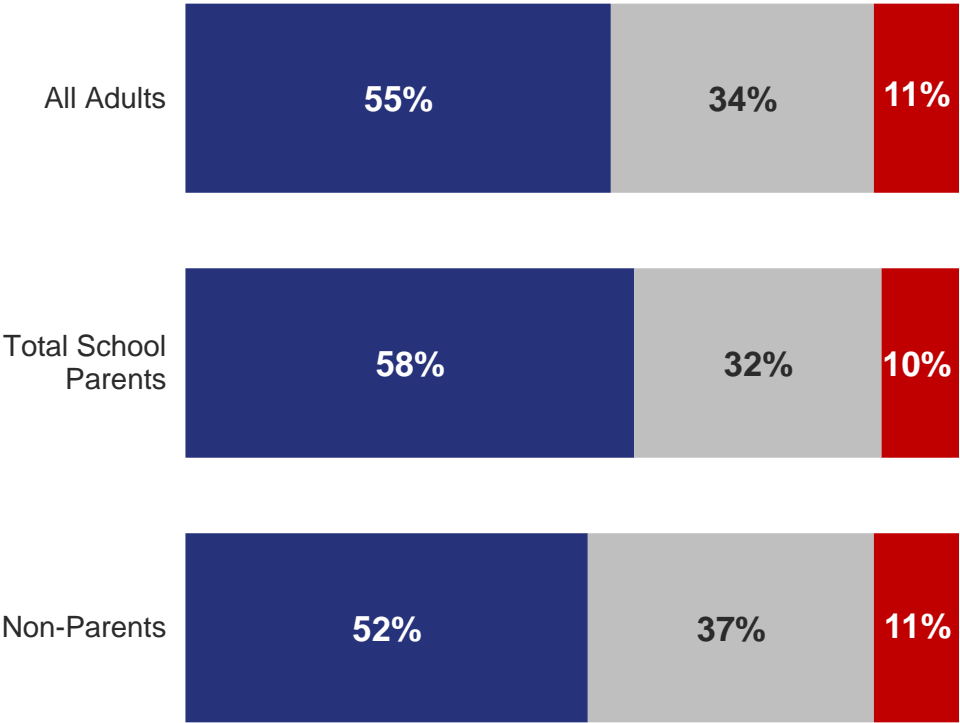
Do you believe public school funding in [STATE] is:

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

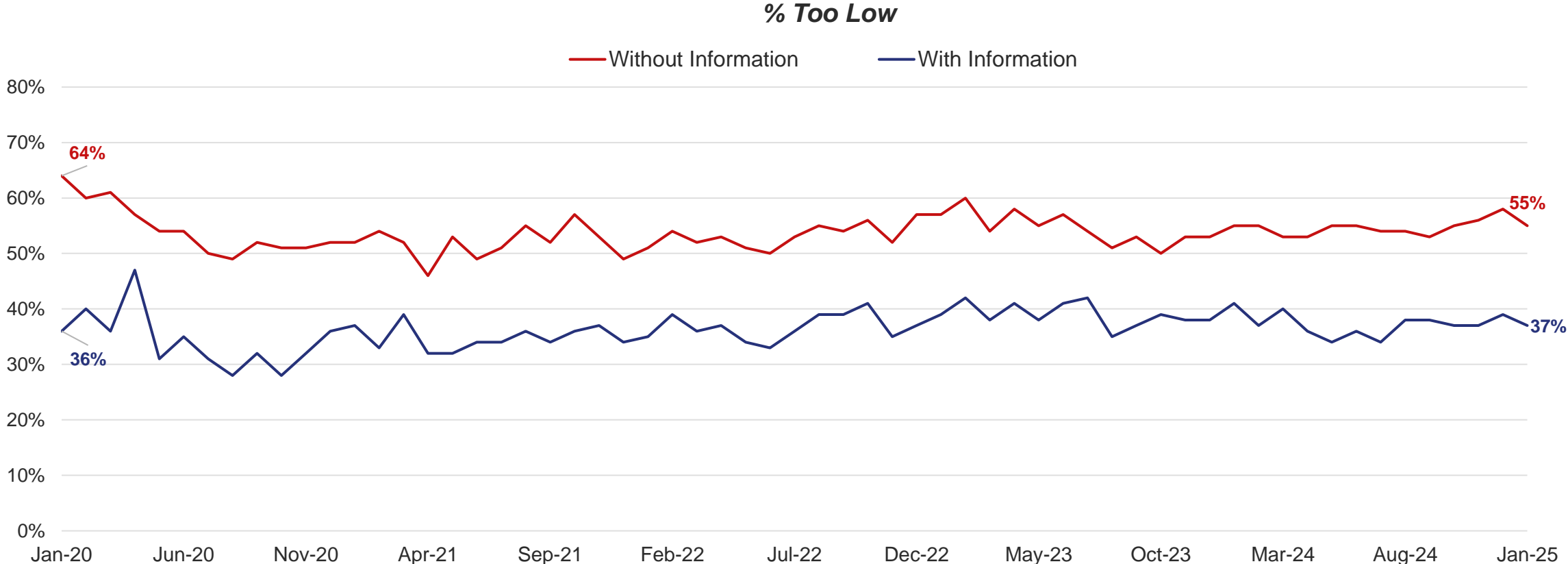


FY22 State Actuals Source: National Center for Education Statistics
 Source: Survey conducted January 13, 2025 - January 15, 2025, among U.S. adults

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

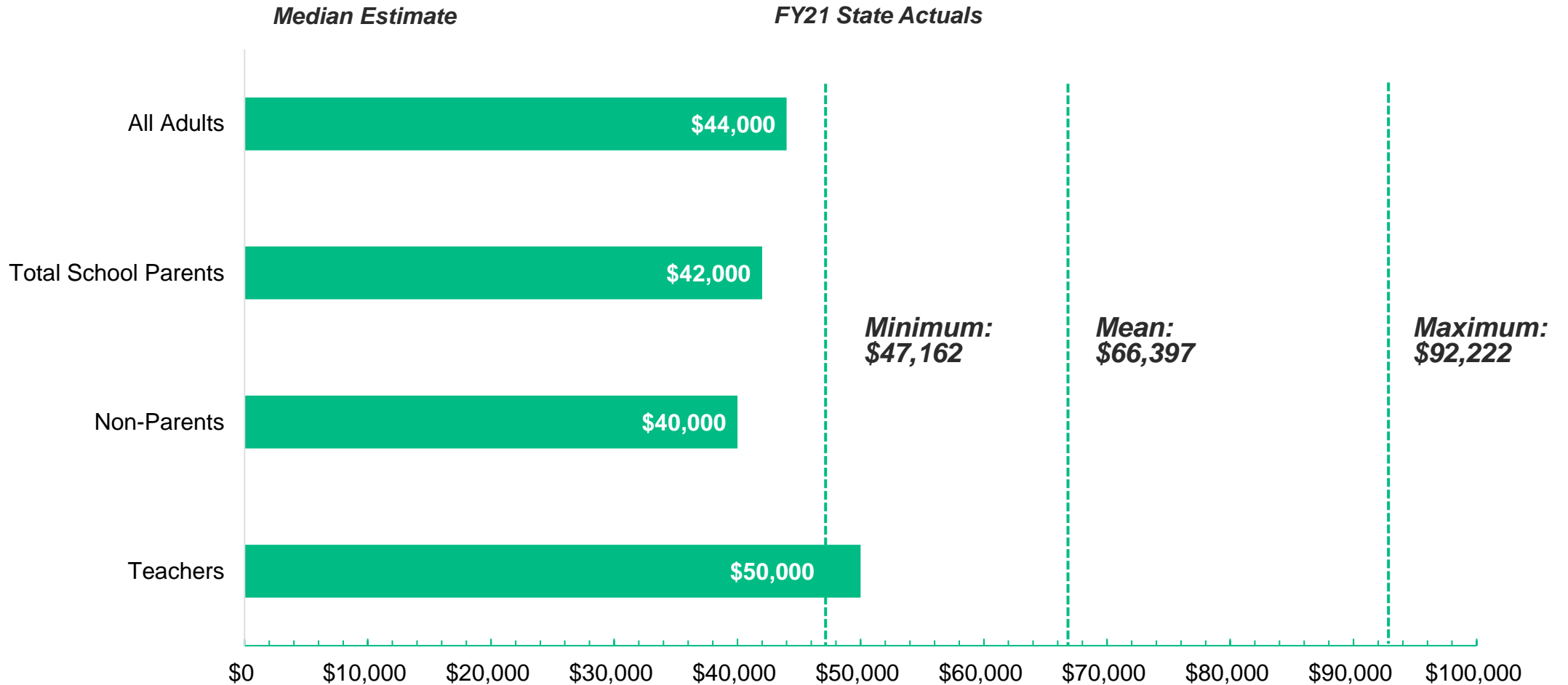
Do you believe public school funding in [STATE] is:
 On average, [STATE] spends \$_____ per student attending public school each year. Do you believe public school funding is:

All Adults



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*?

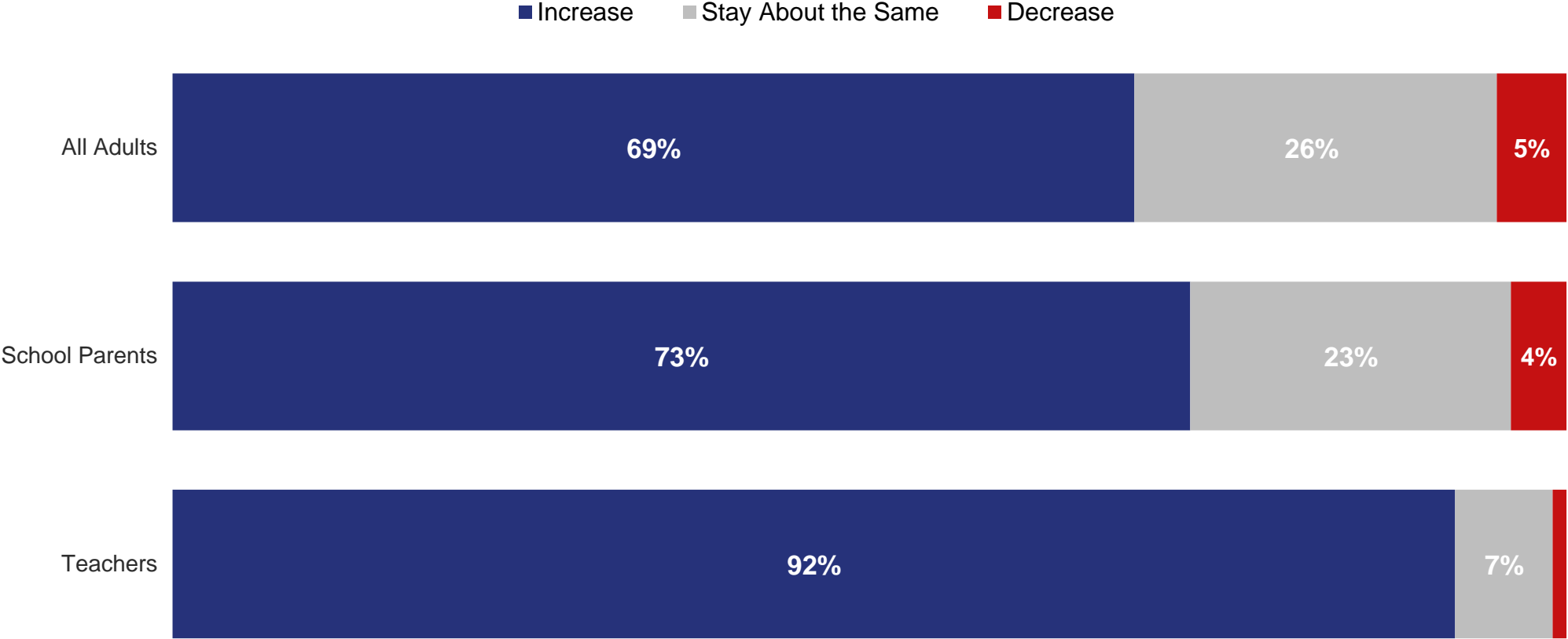


FY21 State Actuals Source: National Center for Education Statistics

Source: Survey conducted January 13, 2025 - January 15, 2025, among U.S. adults Teachers Source: April 2024 Teachers Survey

More than two-thirds of the 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:

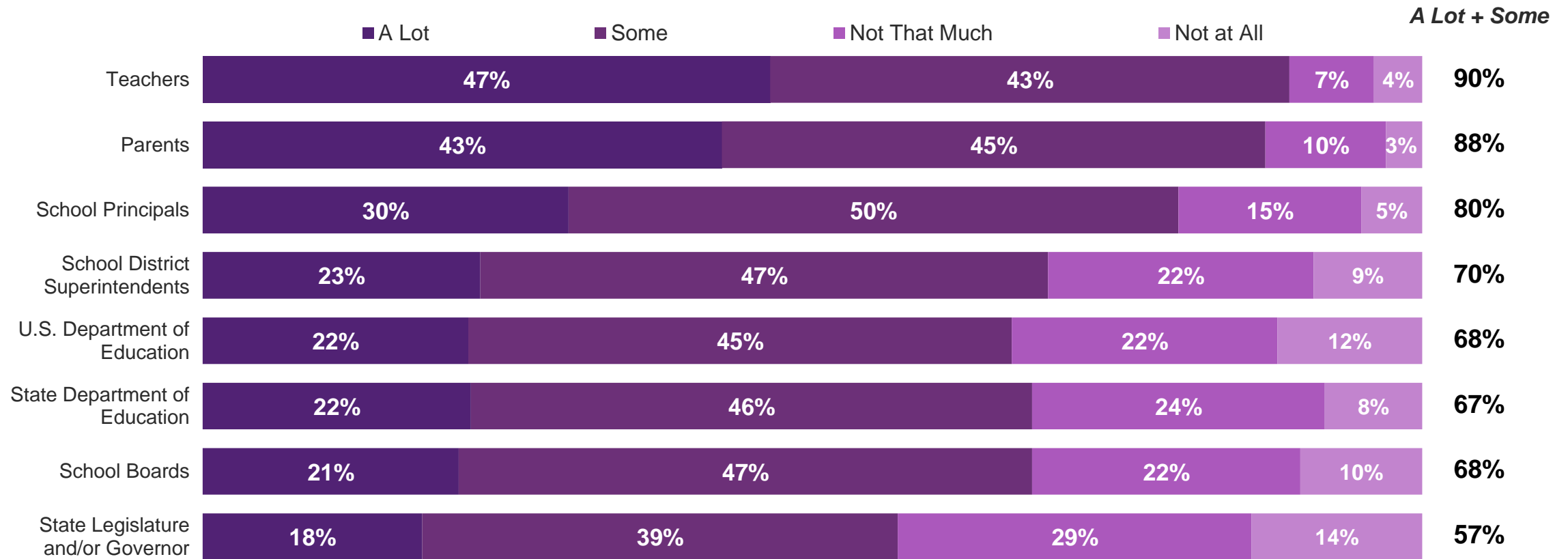


Teachers Source: April 2024 Teachers Survey
Source: Survey conducted January 13, 2025 - January 15, 2025, among U.S. adults

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





Views on K-12 Education



Schooling and Experiences



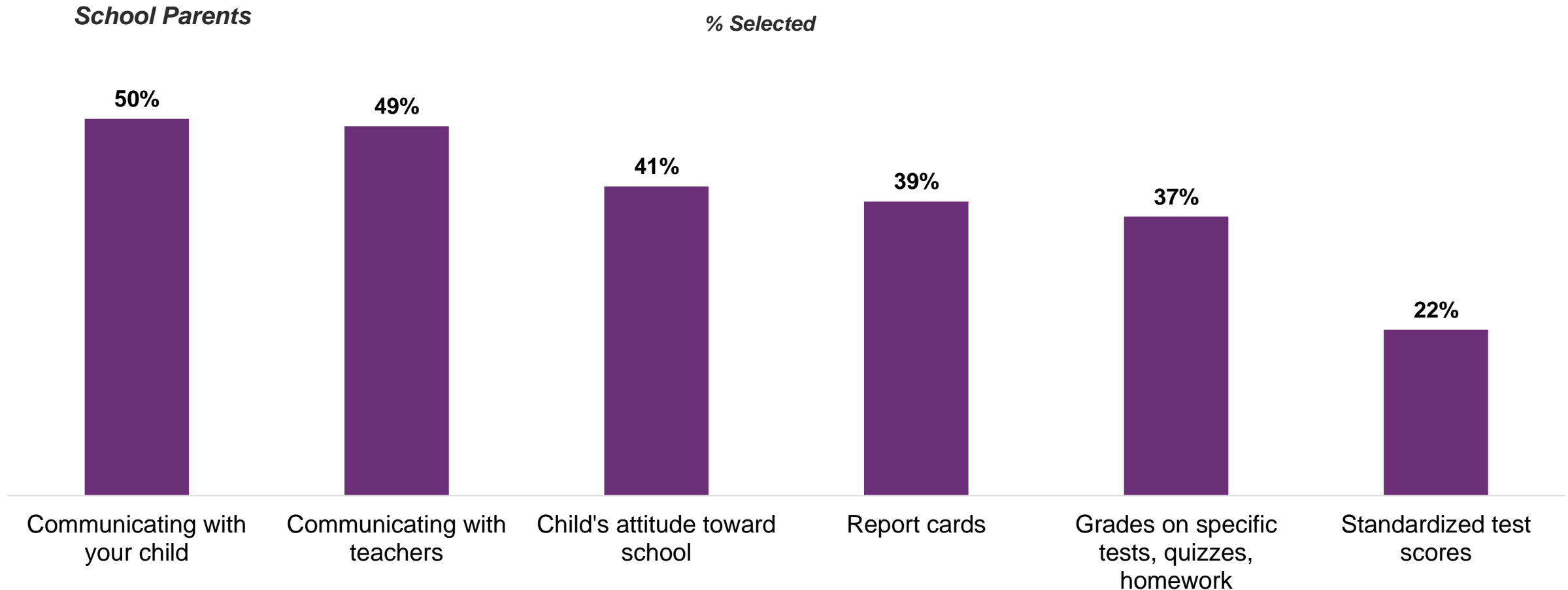
K-12 Choice Policies



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?



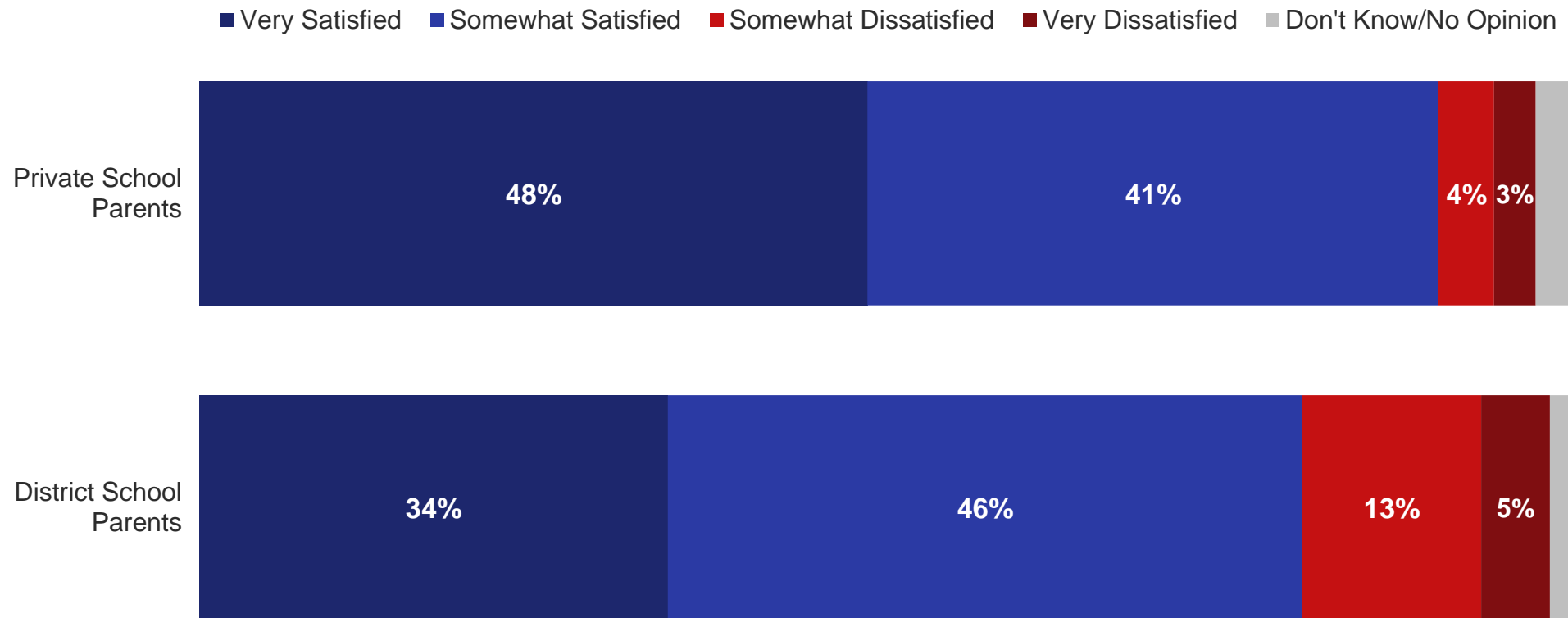
Note: Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.

Source: Survey conducted January 13, 2025 - January 15, 2025, 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?

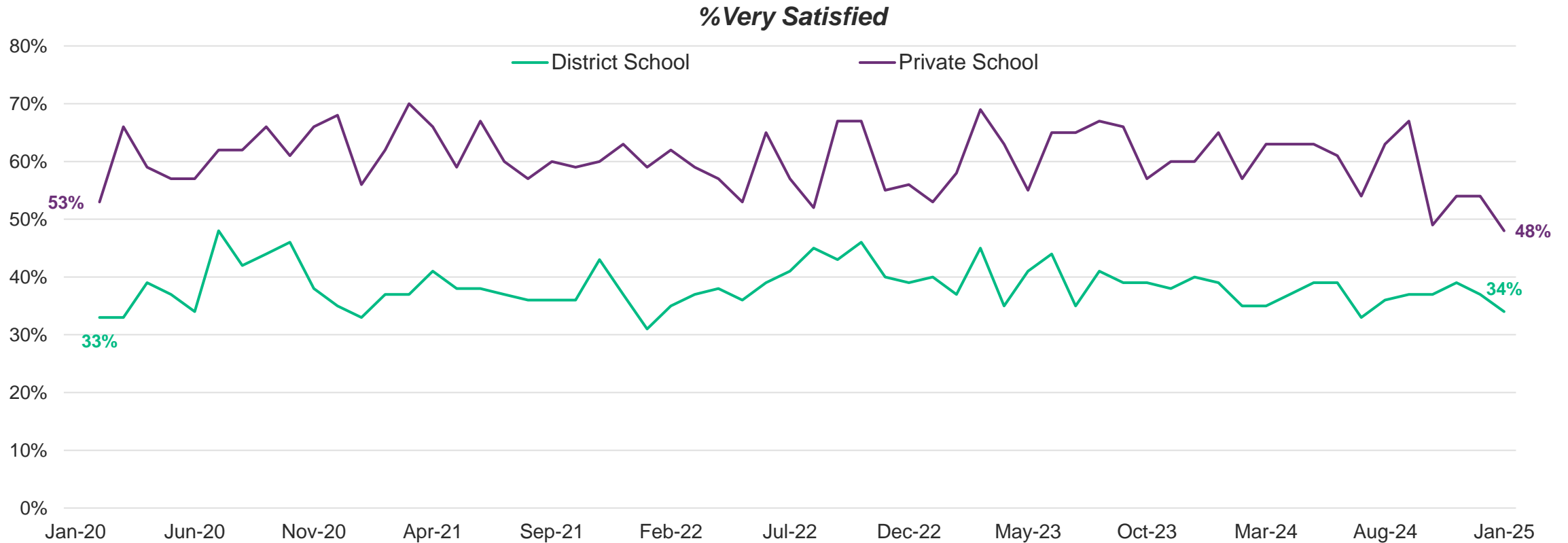
School Parents



Strong satisfaction with school experiences among both private school and district school parents has fallen compared to November levels.

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

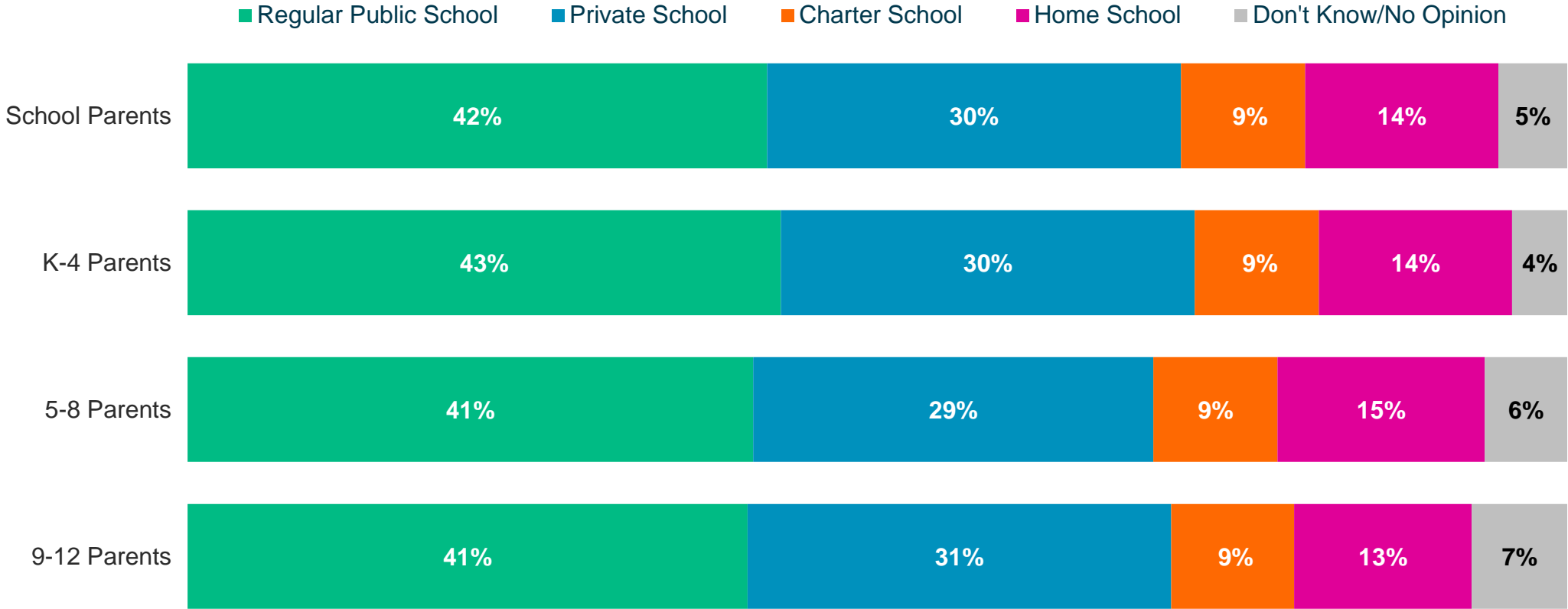
School Parents



Parents have a diverse range of schooling preferences. A plurality tend to prefer regular public schools over other school types.

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

School Parents



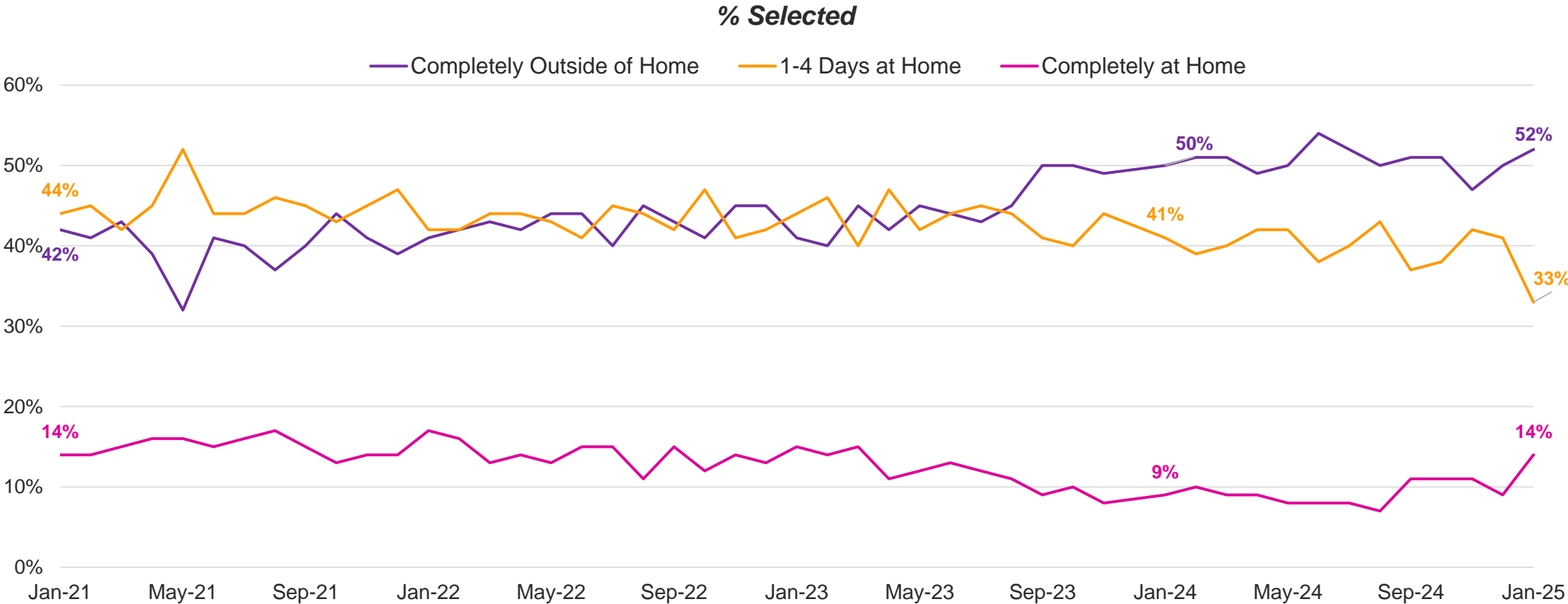
Note: "Regular Public School" includes "Public District School – Inside your school district" and "Public District School – Outside of your school district."
 "Private School" includes "Private School – Religious, Parochial" and "Private School – Non-religious, Secular."

Source: Survey conducted January 13, 2025 - January 15, 2025, among U.S. adults

Just under half of parents would prefer having their child learn at home at least one day per week. This proportion has fallen in recent months.

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

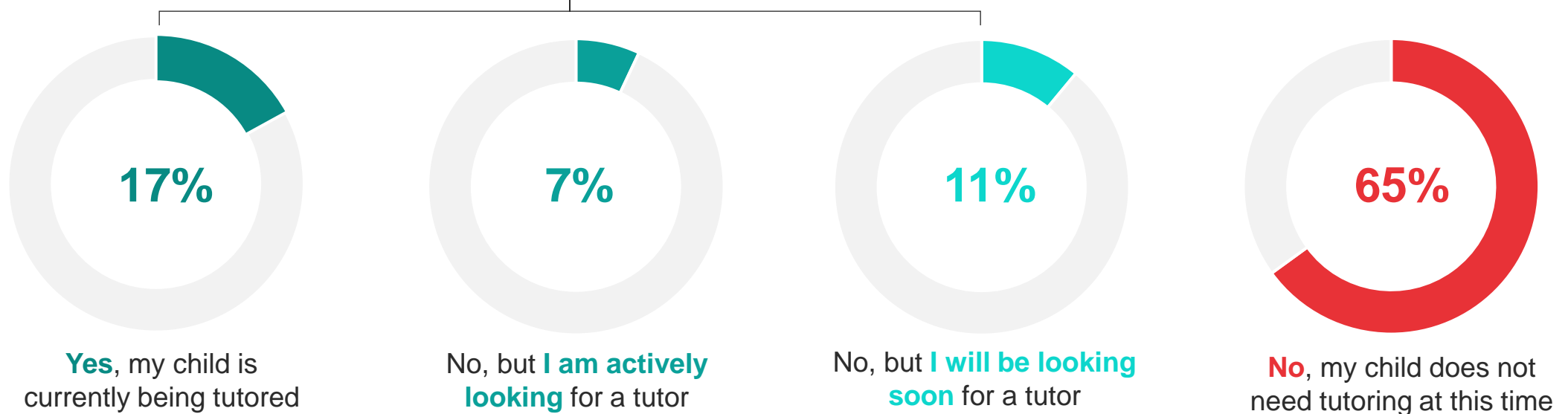


In January, over one-third of parents were currently using a tutor or were interested in finding tutoring for their children – a decrease from December.

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

School Parents

35% (-4 points since December)
currently have a tutor or looking for a tutor



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

Tutoring Interest, Among School Parents
 Combined Responses from December 2024 and January 2025

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

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

School Parents 36%

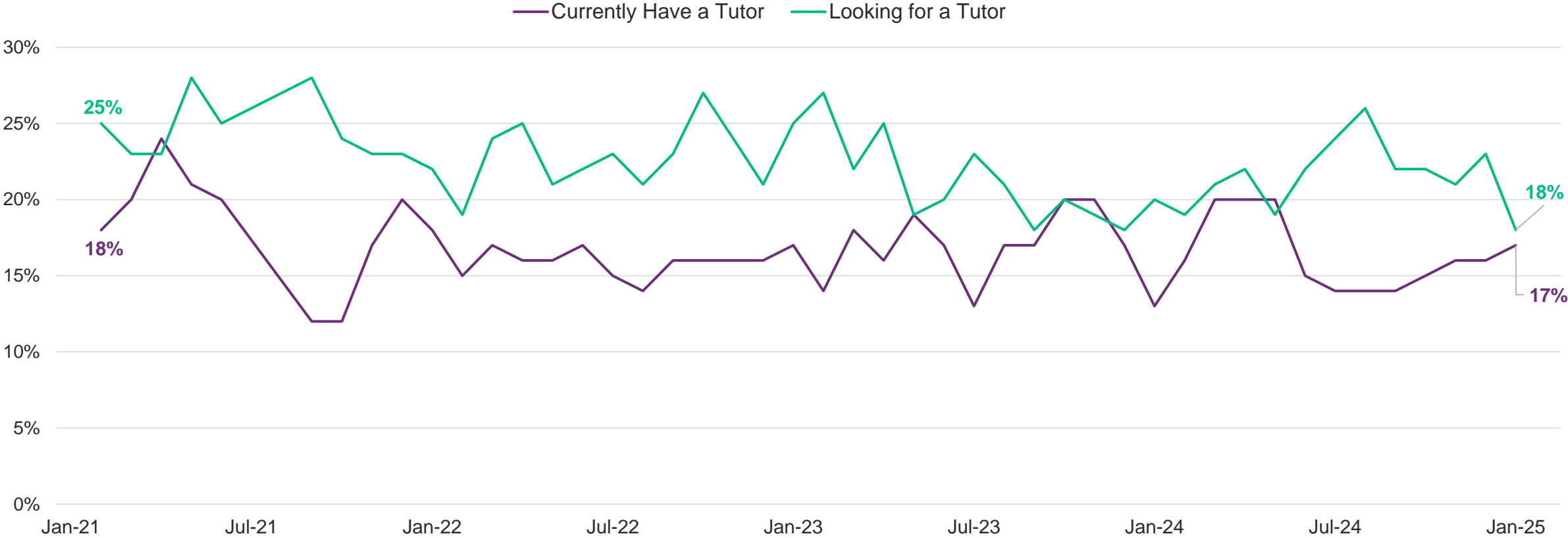
Special Education	54%
Special Needs	53%
Private School	50%
Urban	49%
Charter School	49%
Immigrant Family	48%
Hispanic	47%

Suburban	33%
Female	31%
Home School	30%
Non-Hispanic White	30%
Midwest	29%
Small town	28%
Rural	28%

The percentage of school parents looking for a tutor for their child has fallen by 8 points since August 2024.

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

School Parents



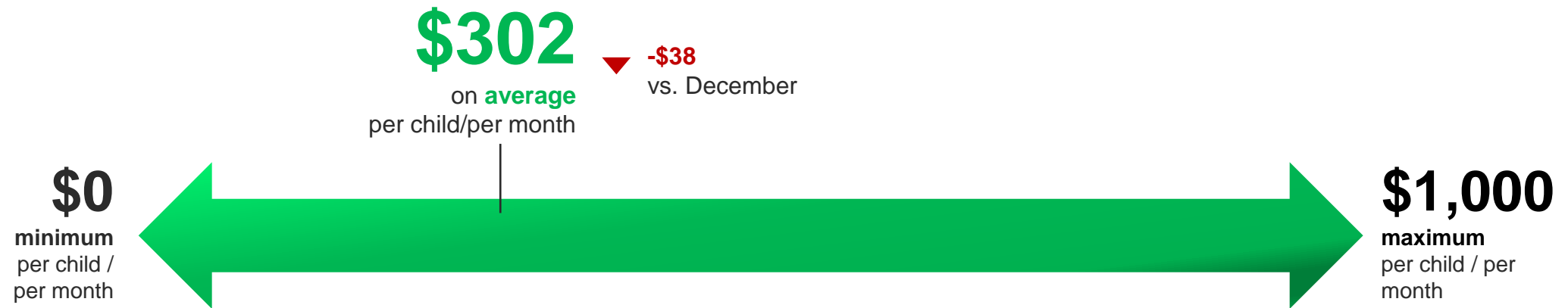
Note: Question was not asked in July 2021 and August 2021.

In January, the amount parents were willing to spend on tutoring decreased to around \$300 per child/month.

In January, the amount parents were willing to spend on tutoring fell noticeably to around \$300 per child/month.

School Parents

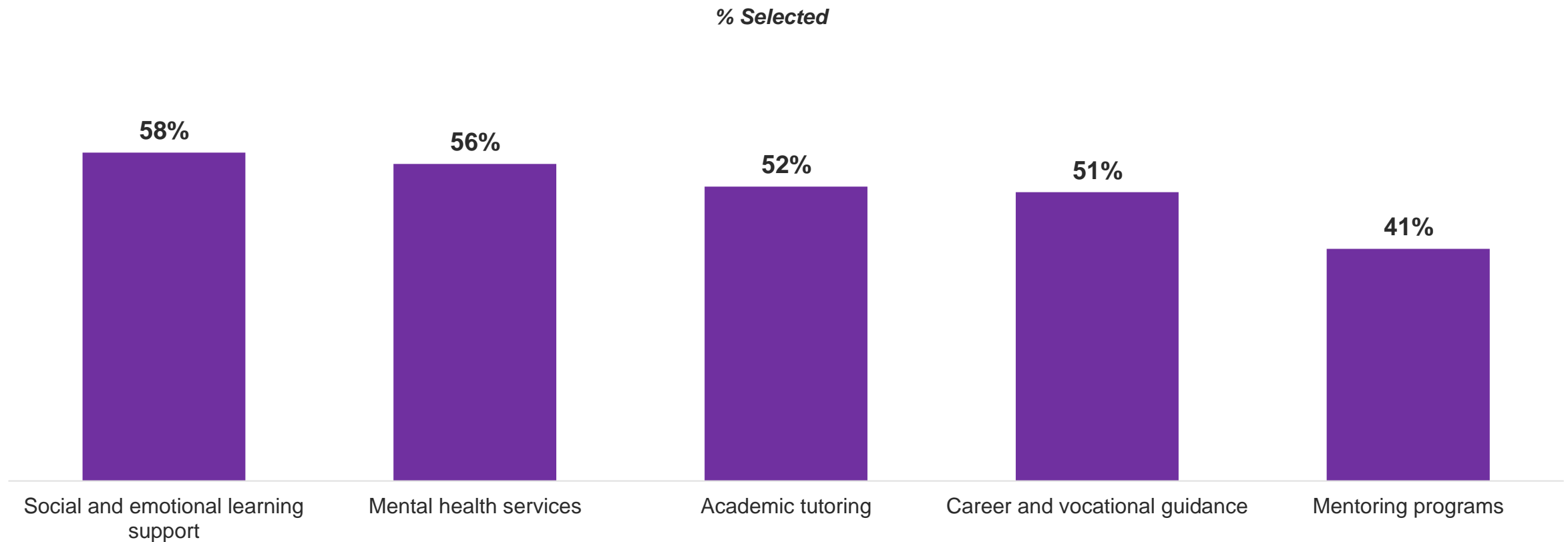
among those interested in or participating in a tutoring



Parents believe in prioritizing social and emotional learning support and mental health services to improve student outcomes. They see relatively less need for mentoring programs.

Which of the following student-support services do you believe should be prioritized to ensure positive student outcomes? Select up to 3.

School Parents



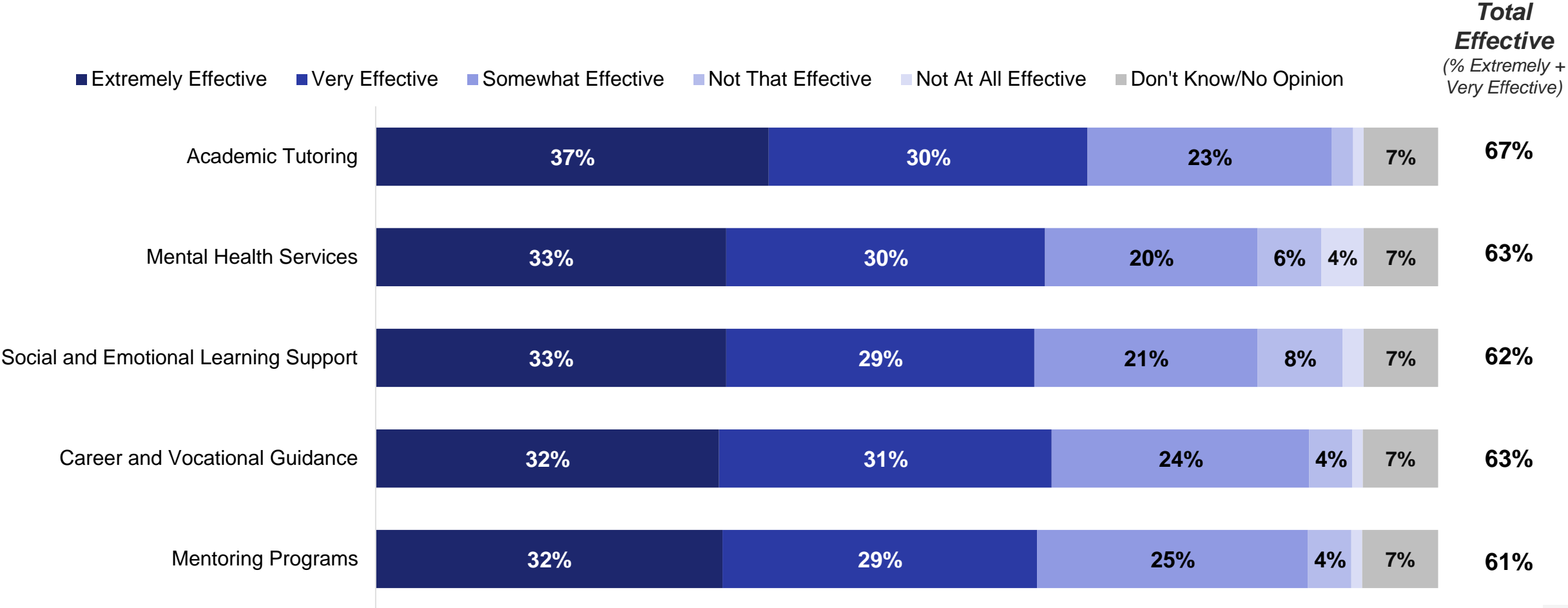
*Responses for "Other" excluded from chart

Source: Survey conducted January 13, 2025 - January 15, 2025, among U.S. adults

Parents think academic tutoring is the most effective school-based support service for improving student outcomes compared to other options.

How effective, if at all, do you think the following school-based support services are for improving student outcomes?

School Parents

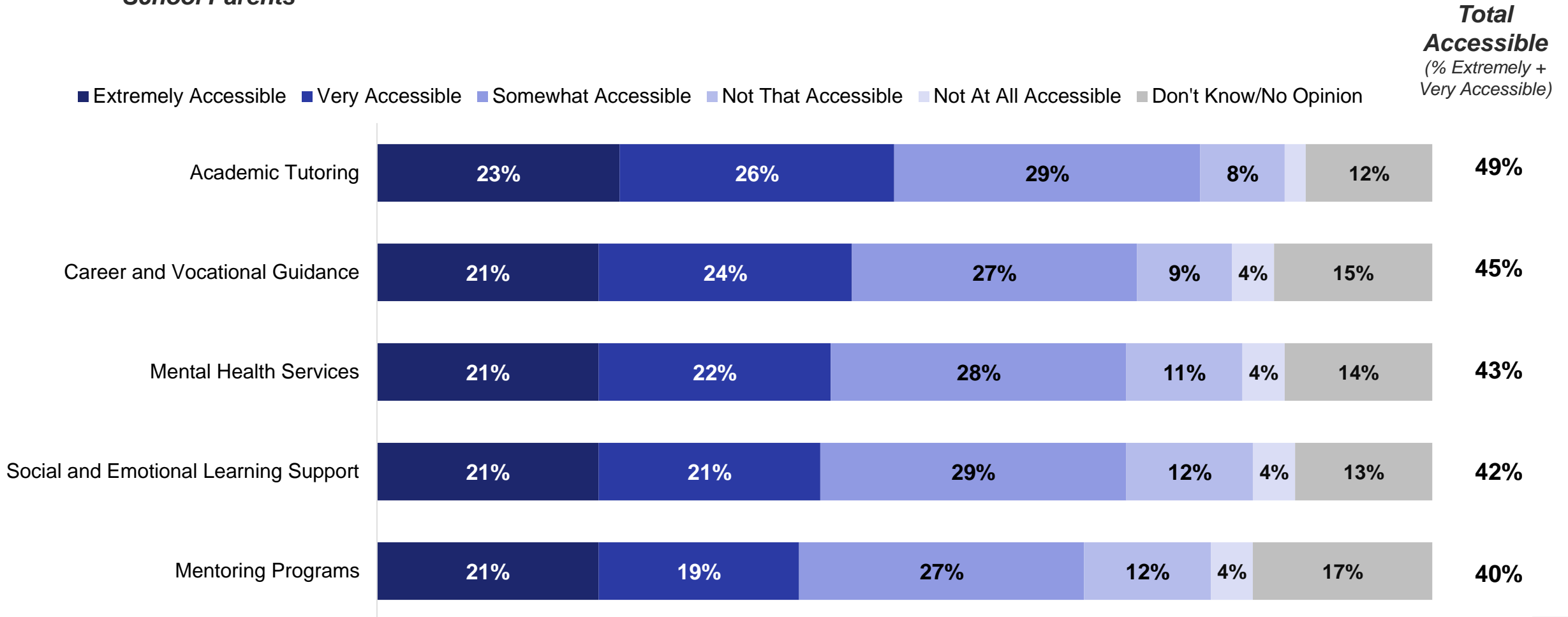


Source: Survey conducted January 13, 2025 - January 15, 2025, among U.S. adults

Parents also see academic tutoring as the most accessible student-support service out of the listed options. Mentoring programs are seen as the least accessible.

How accessible, if at all, are the following student-support services at your child's school(s)?

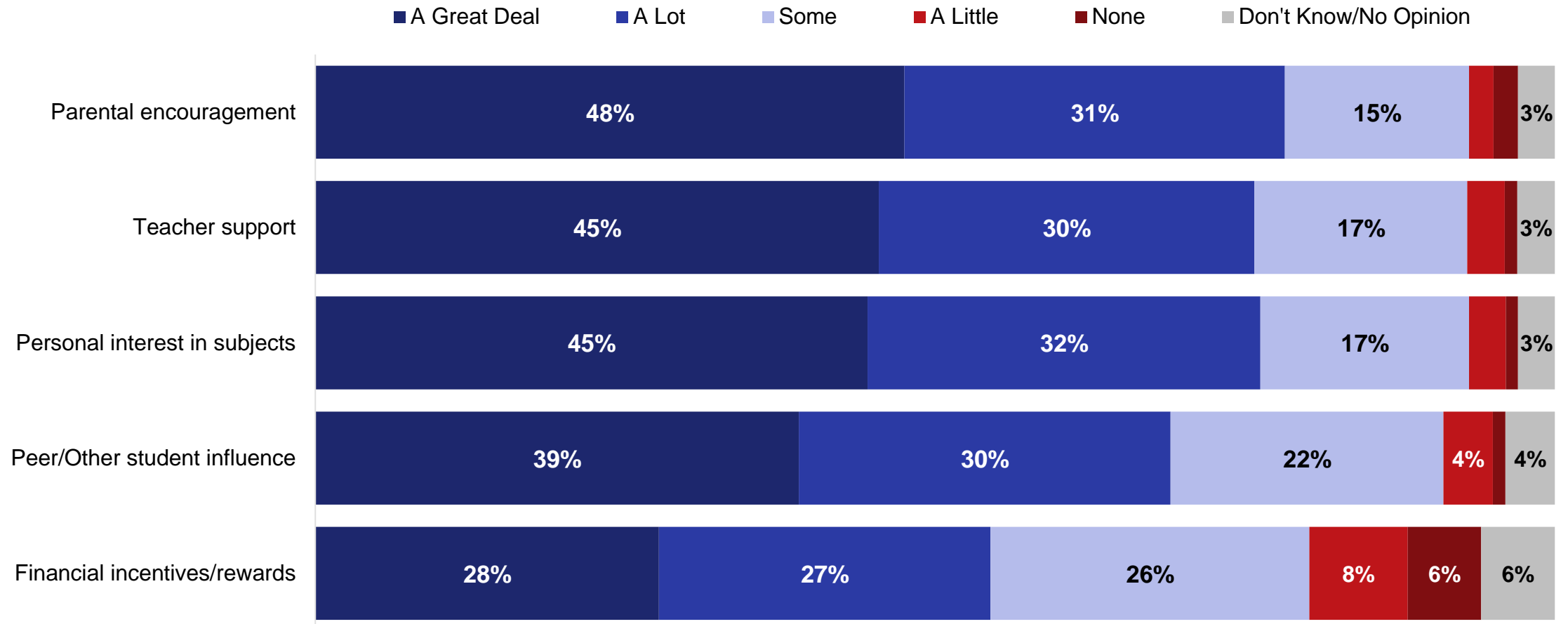
School Parents



Parents think their encouragement motivates students the most when it comes to attendance, while they see financial incentives as the least effective means.

To what extent, if any, do you believe any of the following motivates students when it comes to school attendance?

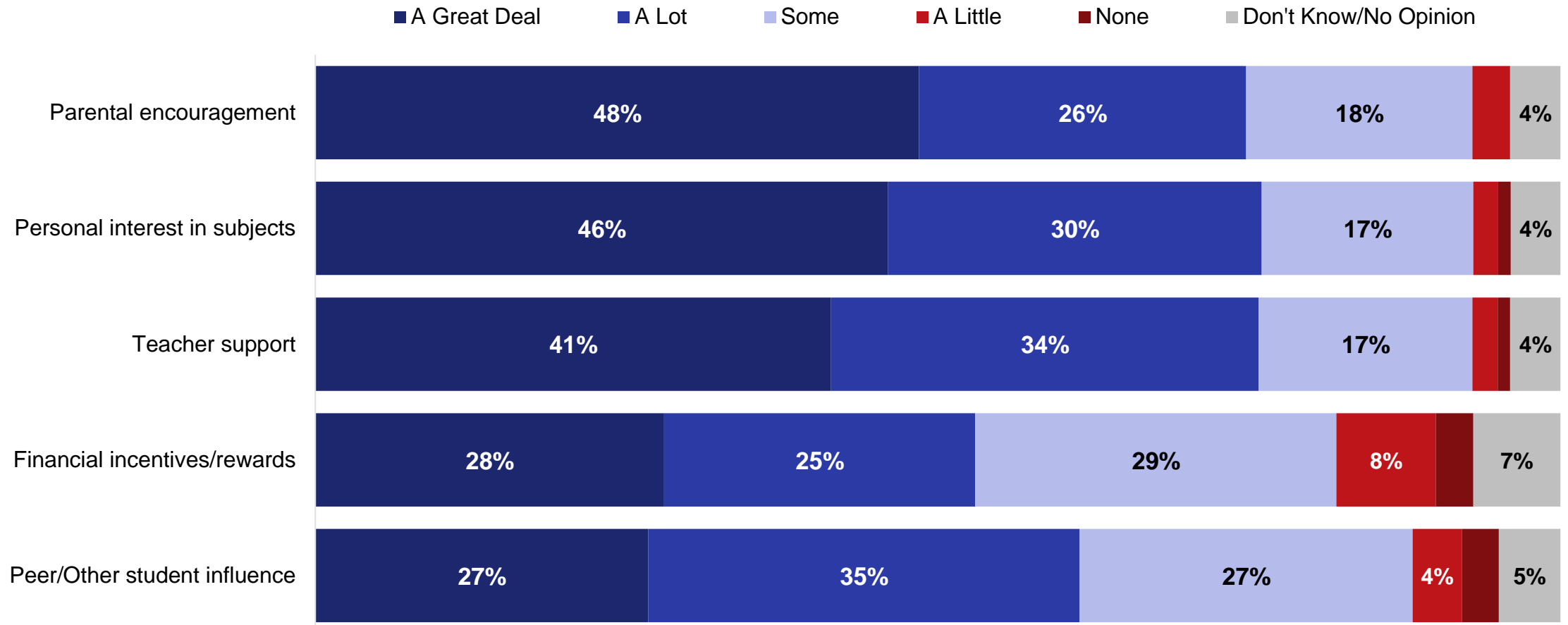
School Parents



Similar to school attendance, parents also think their encouragement motivates students the most in their academic performance.

To what extent, if any, do you believe any of the following motivates students when it comes to academic performance?

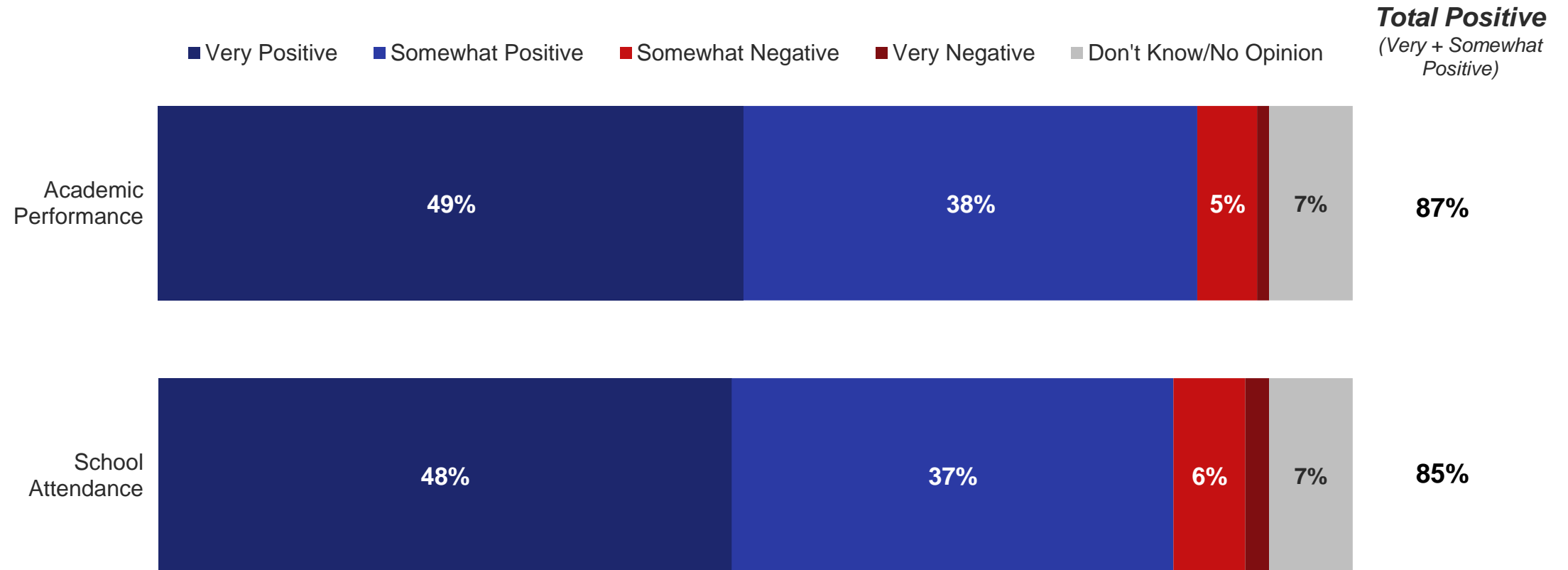
School Parents



A large majority of parents believe financial incentives would have a positive impact on both academic performance and school attendance.

What kind of outcome, if any, do you believe offering financial incentives/rewards to students will have on their.. ?

School Parents



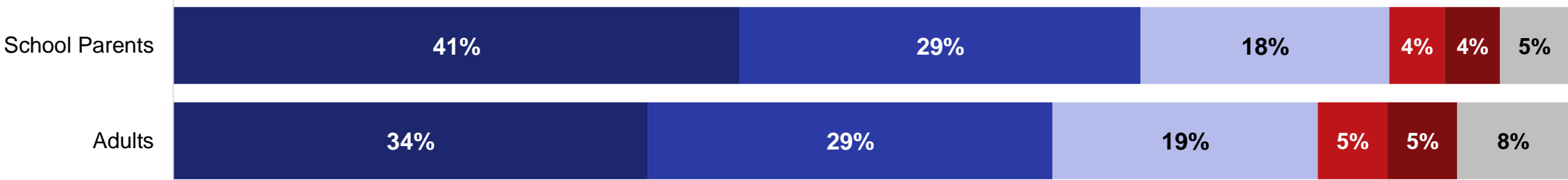
Both parents and the general public are most likely to see financial incentives as appropriate for rewarding academic improvement and consistent attendance.

If there was a financial incentive program at a school, to what extent if at all do you believe a student should be rewarded for... ? [ASKED AMONG ADULTS]

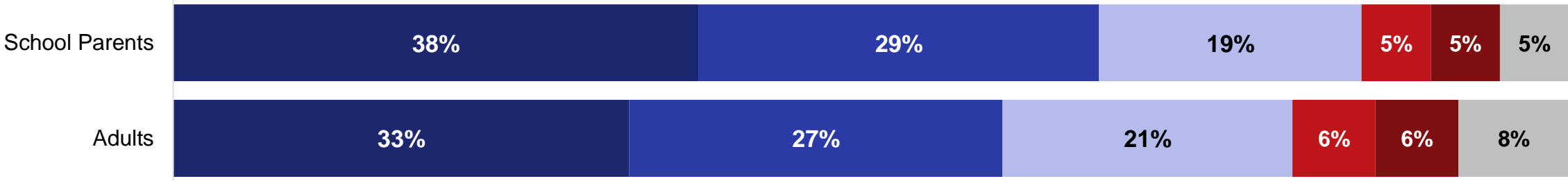
If there was a financial incentive program at your child's school, to what extent if at all do you believe a student should be rewarded for... ? [ASKED AMONG SCHOOL PARENTS]

■ A Great Deal ■ A Lot ■ Some ■ A Little ■ None ■ Don't Know/No Opinion

Improving Grades During the School Year



Consistent Attendance



Source: Survey conducted January 13, 2025 - January 15, 2025, among U.S. adults



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.

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.

Charter Schools

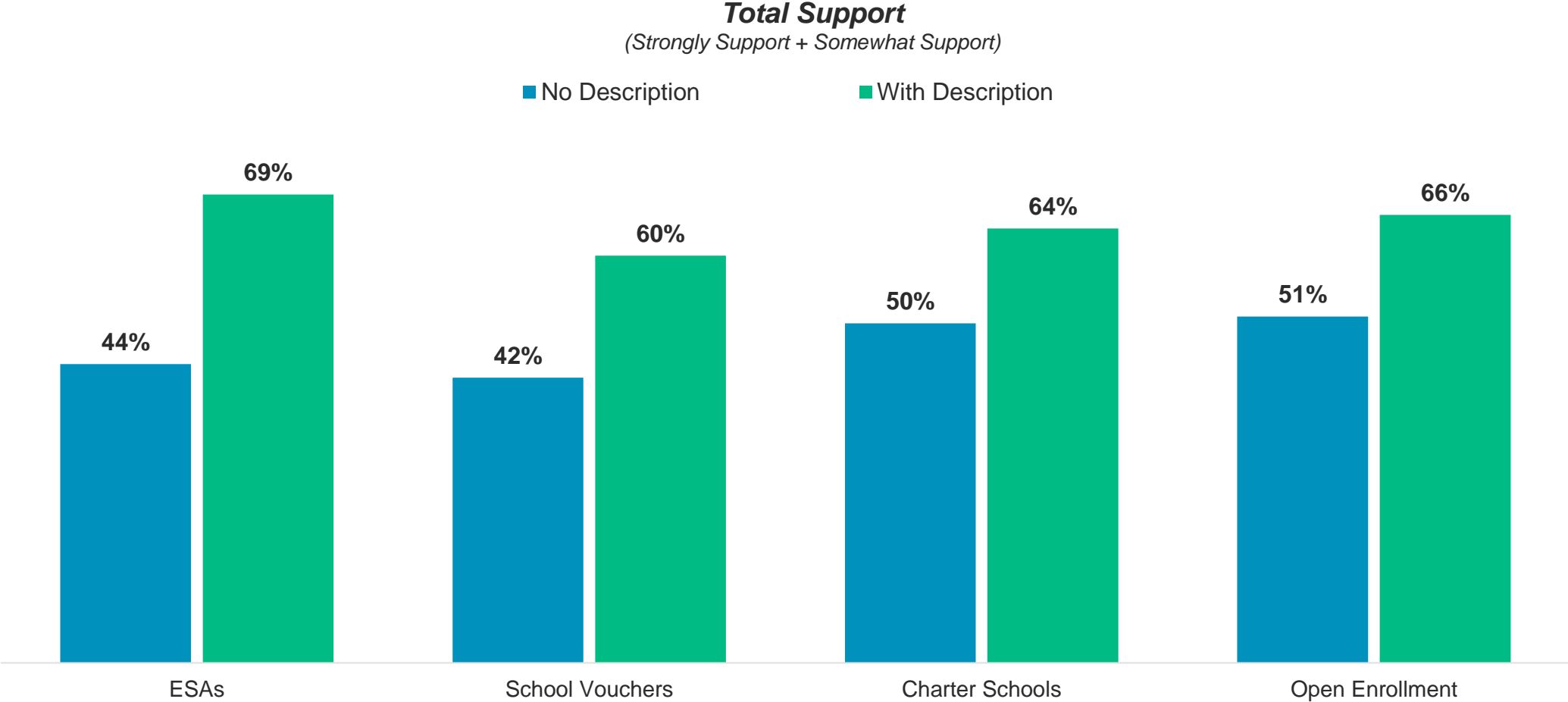
Charter schools are public schools that have more control over their own budget, staff, and curriculum, and are exempt from many existing public school regulations.

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 definition of each policy.

All Adults



Source: Survey conducted January 13, 2025 - January 15, 2025, among U.S. 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
 Combined Responses from December 2024 and January 2025

Public Support 67%

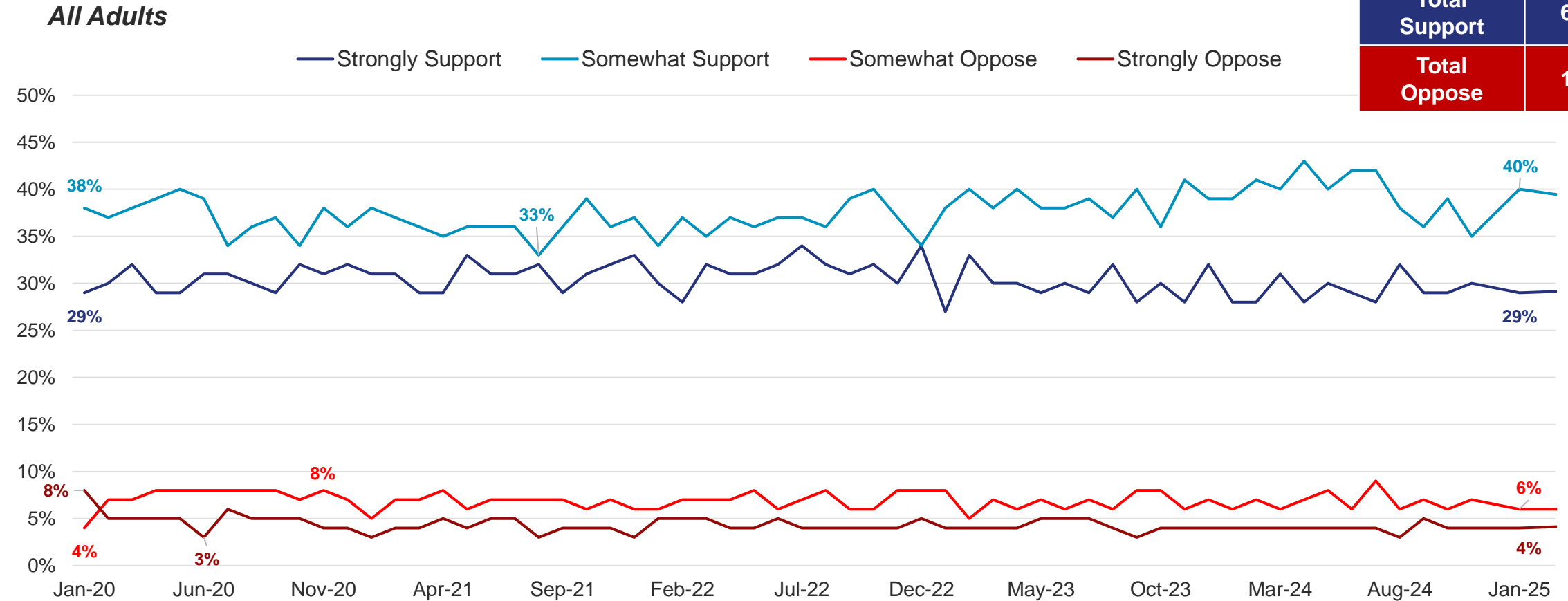
Groups most supportive		Groups least supportive	
School Parents	74%	Age: 35-54	65%
High Income	74%	Non-Parents	65%
Education: Bachelor's+	73%	West	64%
Liberal	73%	Education: <College	64%
K-4 Parents	73%	Independent	64%
Middle Income: \$50k to \$100k	71%	Low Income: <\$50k	63%
Midwest	71%	Hispanic	63%
Second-Generation Immigrant	71%	Rural	62%

The public is nearly seven times as likely to support ESAs than oppose them. Americans' overall support of ESAs has remained elevated after hitting a high point 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?

January 2025

Total Support	69%
Total Oppose	10%



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

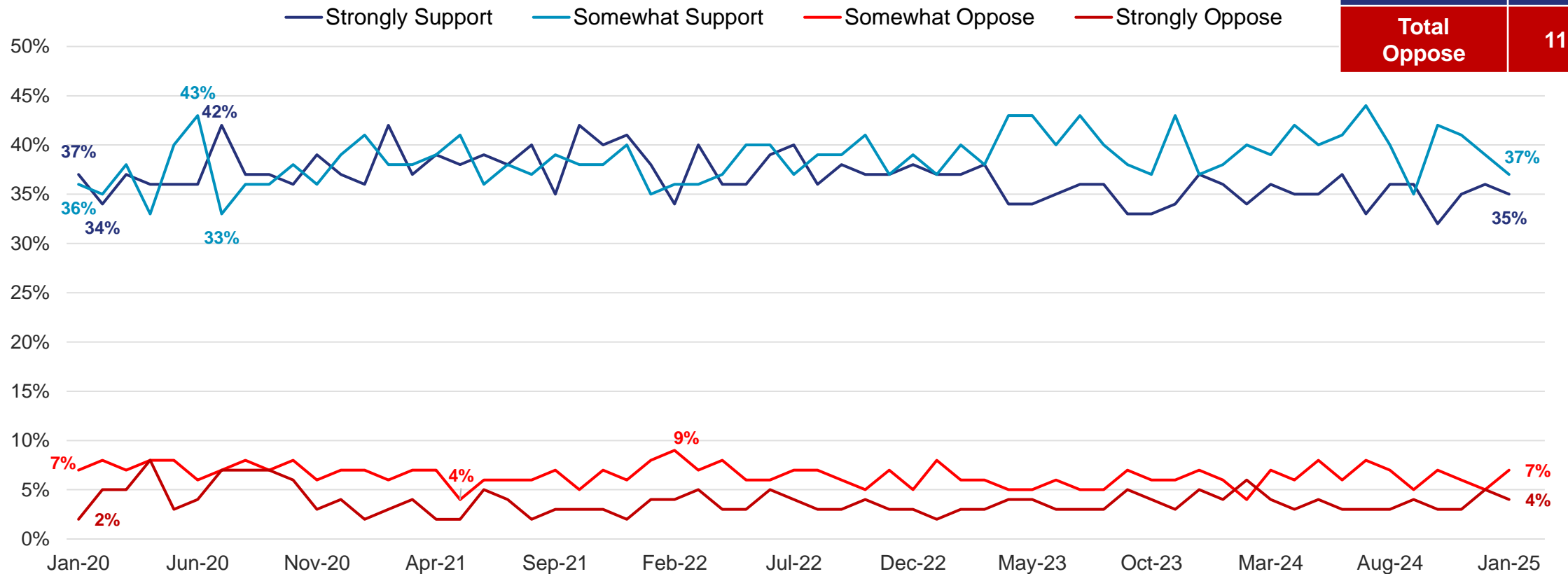
In January, school parents were over six times as likely to be supportive of ESAs than to be opposed. Support has declined slightly over the past two months.

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?

January 2025

Total Support	72%
Total Oppose	11%

School Parents



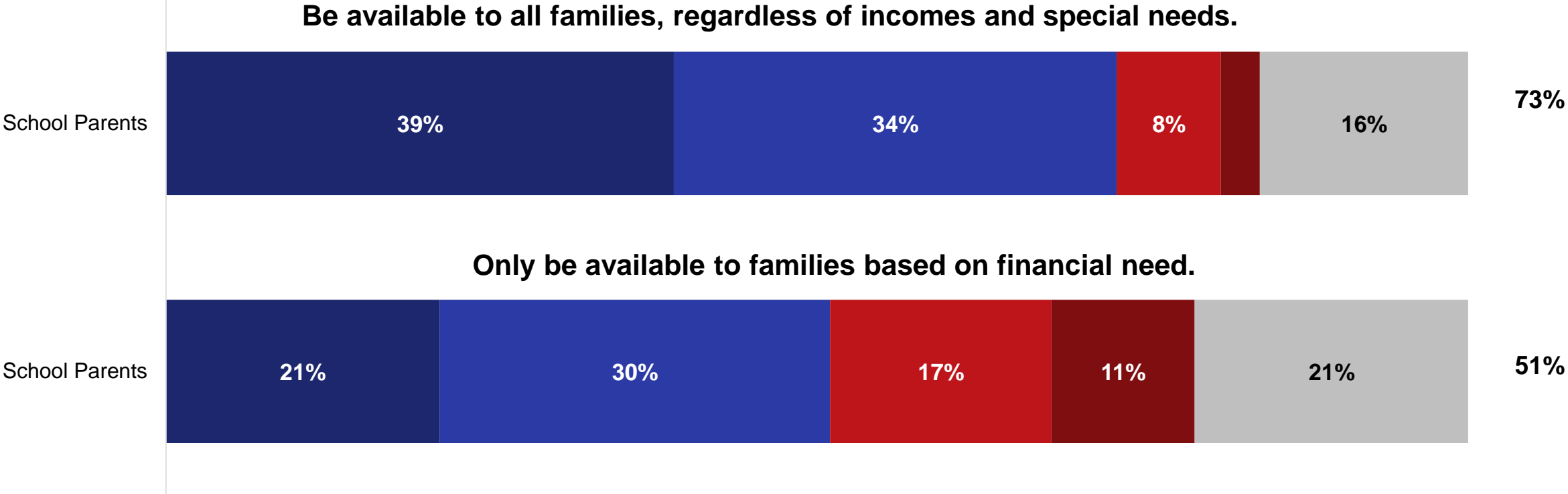
Note: Don't know/No opinion responses are not shown.

More than two-thirds of school parents believe ESAs should be available to all families regardless of income or special needs. That is 22 points higher than the percentage of parents who want ESA eligibility determined by financial need.

Some people believe that ESAs should...

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

Total Agree
(Strongly + Somewhat Agree)



Source: Survey conducted January 13, 2025 - January 15, 2025, among U.S. 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
 Combined Responses from December 2024 and January 2025

Public Support 58%

Groups most supportive

Conservative	71%
Republican	68%
School Parents	66%
Black	65%
Protestant	63%
Middle Income: \$50k to \$100k	62%
First-Generation Immigrant	62%
Catholic	61%

Groups least supportive

Education: Bachelor's+	56%
Baby Boomers	55%
Non-Parents	55%
Asian	55%
Small town	55%
West	55%
Democrat	52%
Liberal/Progressive	51%

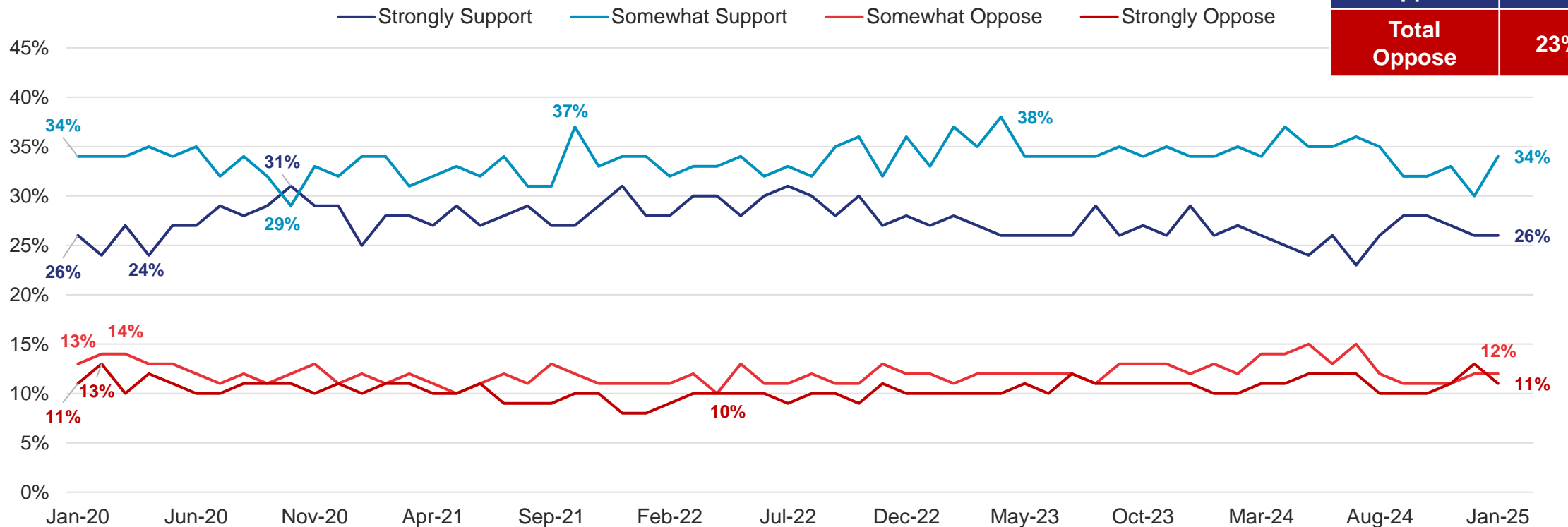
Americans are more than twice as likely to support school vouchers than oppose them. The public's overall support for school vouchers increased in January.

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?

January 2025

Total Support	60%
Total Oppose	23%

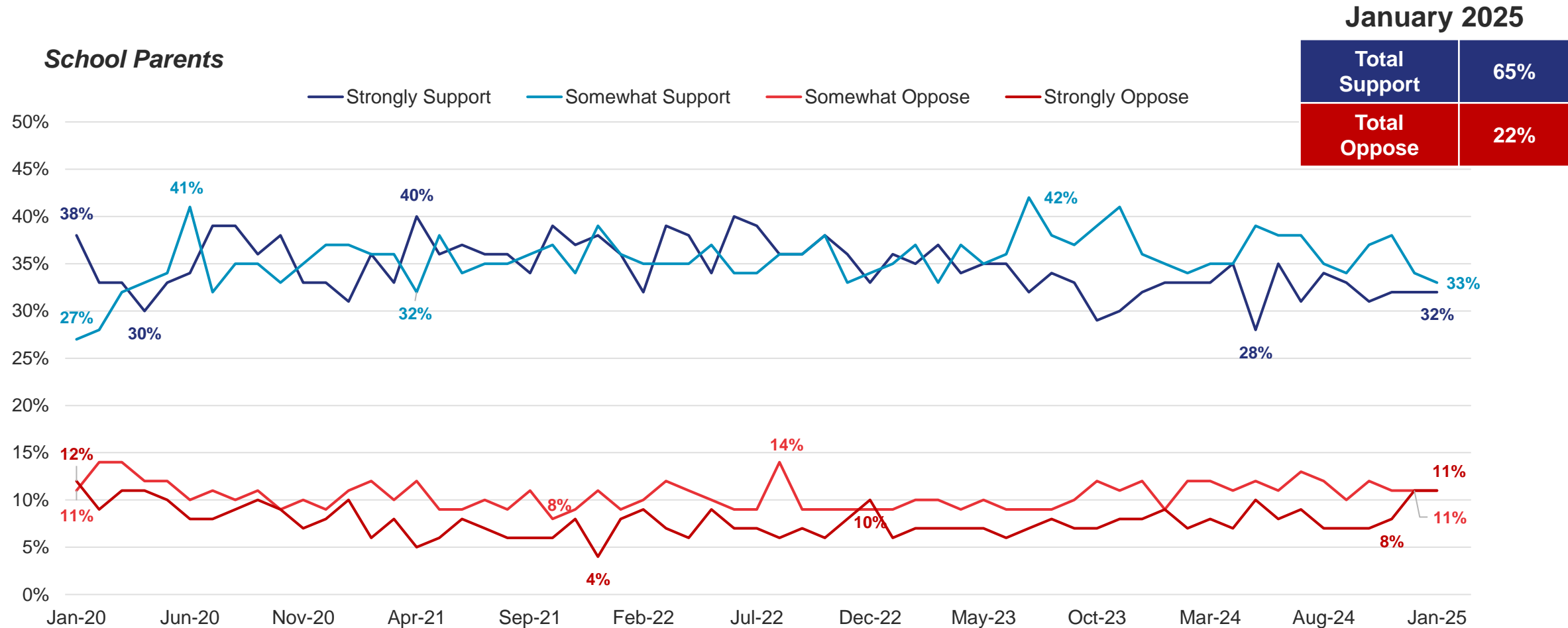
All Adults



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

Parents are almost three times as likely to support school vouchers than oppose them. Support for school vouchers has continued to fall since 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?



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

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
 Combined Responses from December 2024 and January 2025

Public Support 62%

Groups most supportive		Groups least supportive	
Conservative	73%	Low-Income: <\$50k	59%
Republican	71%	Independent	58%
School Parents	69%	Liberal/Progressive	57%
Protestant	69%	LGBTQ	57%
Middle Income: \$50k to \$100k	68%	First-Generation Immigrant	57%
Catholic	68%	Gen Z	56%
High Income: \$100k+	66%	Small town	55%
Second-Generation Immigrant	65%	Asian	53%

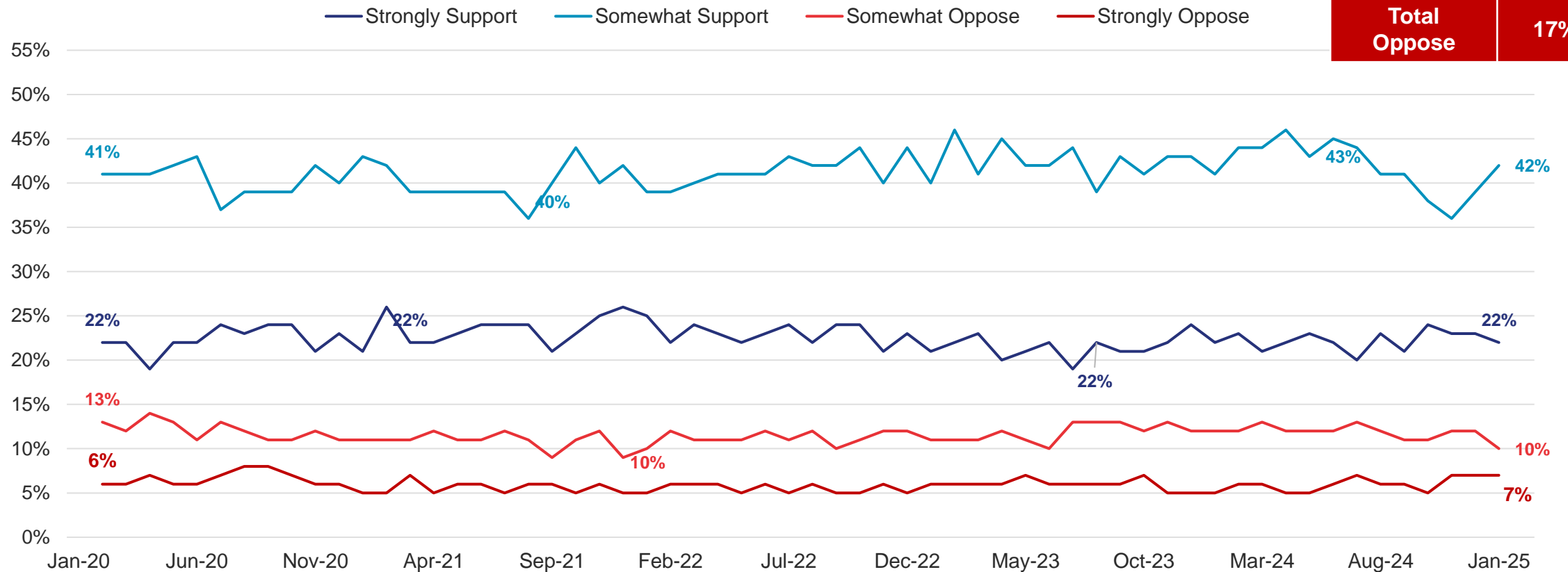
Americans are almost four times as likely to support charter schools than oppose them. Total support has risen since November.

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?

January 2025

Total Support	64%
Total Oppose	17%

All Adults



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

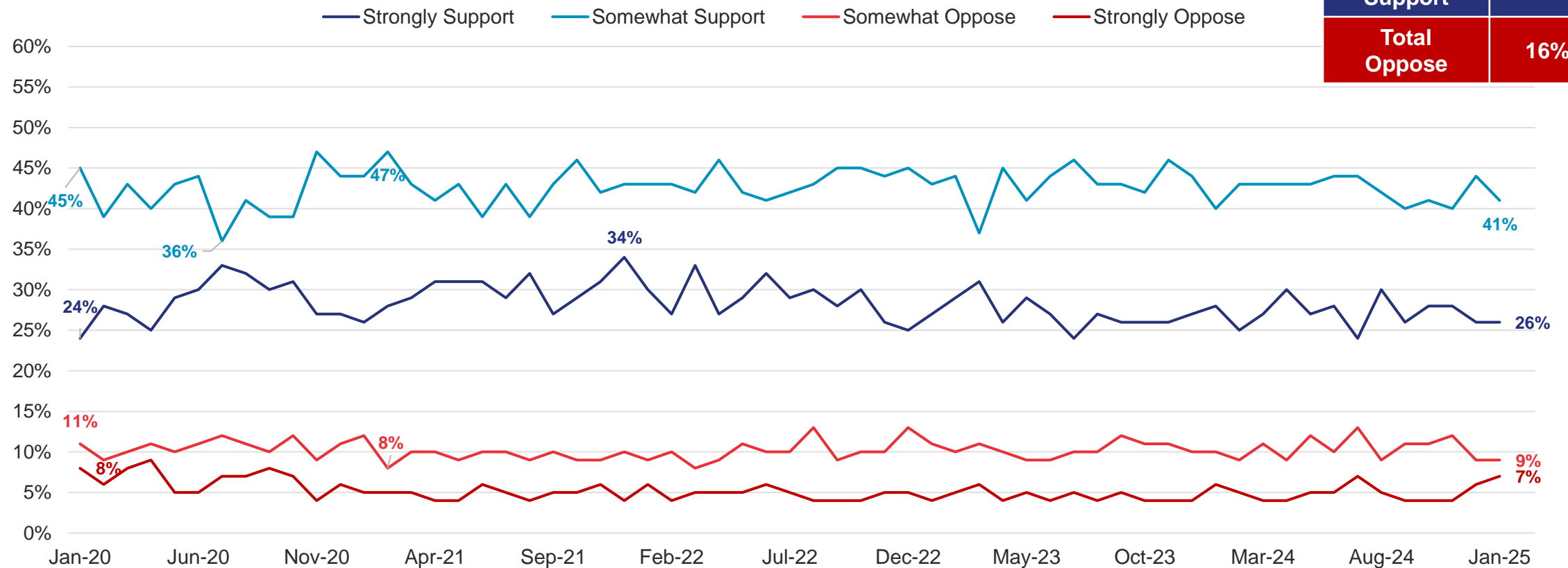
Parents are over four times as likely to support charter schools than oppose them. Overall support for charter schools dipped slightly in January.

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?

January 2025

Total Support	67%
Total Oppose	16%

School Parents



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

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

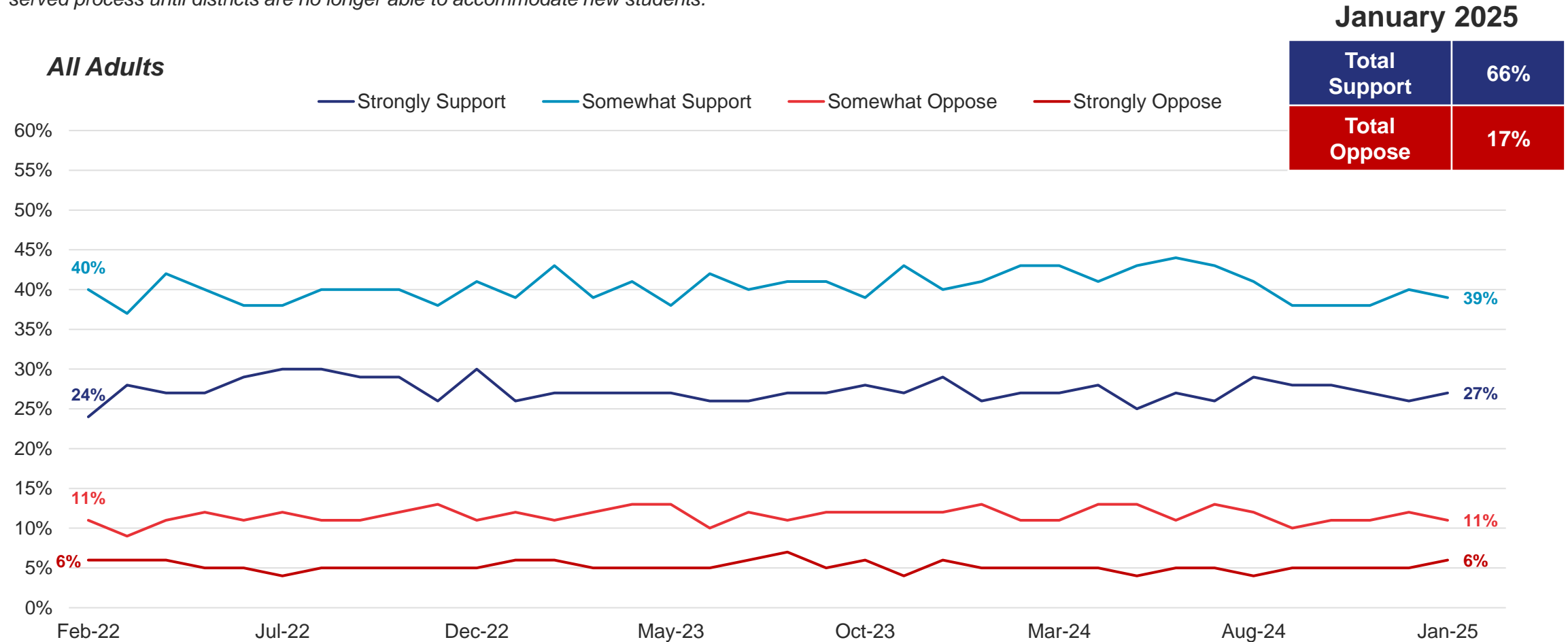
Open Enrollment Support, Among All Adults
 Combined Responses from December 2024 and January 2025

Public Support 66%

Groups most supportive		Groups least supportive	
School Parents	74%	Non-Hispanic White	65%
Protestant	72%	Baby Boomers	64%
Republican	70%	Asian	64%
Conservative	70%	Low Income: <\$50k	63%
Liberal/Progressive	70%	Non-Parents	63%
Middle Income: \$50k to \$100k	70%	Rural	63%
Hispanic	69%	Small town	62%
Urban	69%	Independent	61%

The public's support for inter-district open enrollment is nearly four times as large as the opposition. Overall support was unchanged from December to January.

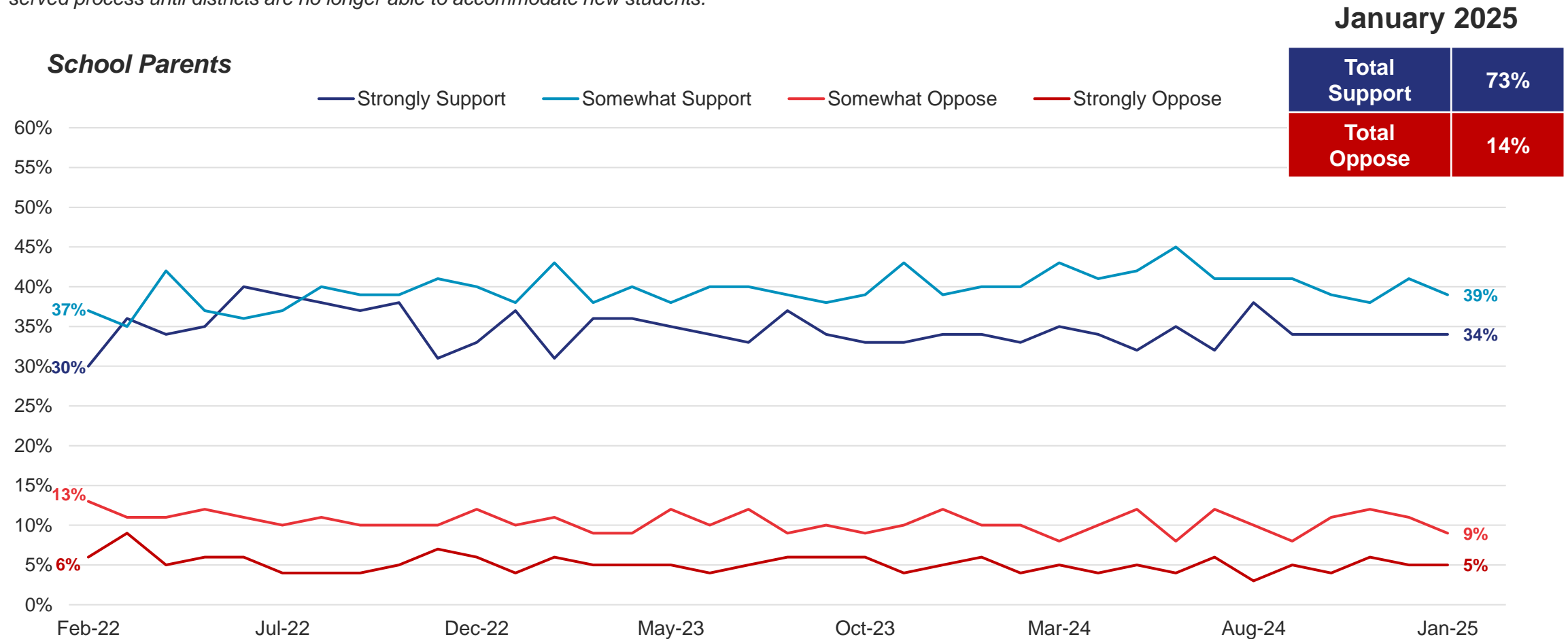
An "open enrollment" policy in K-12 education allows a student enrolled in public school to select and transfer to a public school of their choice, rather than attending a school based on where they live. A student can be allowed to transfer to a public school in another district (called "INTER-district").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



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 fell slightly in January.

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.



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



Views on K-12 Education



Schooling and Experiences



K-12 Choice Policies



Survey Profile and Demographics

Survey Profile

Dates	December 2024 Survey: December 12-13, 2024 January 2025 Survey: January 13-15, 2025
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 – January 2025

Survey Time	Gen Pop Median = 13.25 minutes Oversample Median = 15.38 minutes
Sample Size	N = 2,253 General Population N= 1,228 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)	± 2.35 percentage points (Gen Pop), ± 3.51 percentage points (Oversample)
Participation Rate	44.97% (Gen Pop), 50.09% (Oversample)
Methods Page	https://edchoice.morningconsultintelligence.com/methodology
Project Contact	Paul DiPerna, paul@edchoice.org

Survey Profile – December 2024

Survey Time	Gen Pop Median = 12.19 minutes Oversample Median = 14.35 minutes
Sample Size	N = 2,256 General Population N= 1,295 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)	± 2.31 percentage points (Gen Pop), ± 3.44 percentage points (Oversample)
Participation Rate	44.96% (Gen Pop), 47.57% (Oversample)
Methods Page	https://edchoice.morningconsultintelligence.com/methodology
Project Contact	Paul DiPerna, paul@edchoice.org

Total Sample Demographics

Demographics	Unweighted (N =)
Hispanic	326
Non-Hispanic White	1,474
Black	349
Other	123
Generation Z	331
Millennial	683
Generation X	562
Boomers	639
Male	1,091
Female	1,162
< College	1,443
College +	810
Northeast	429
Midwest	475
South	947
West	402

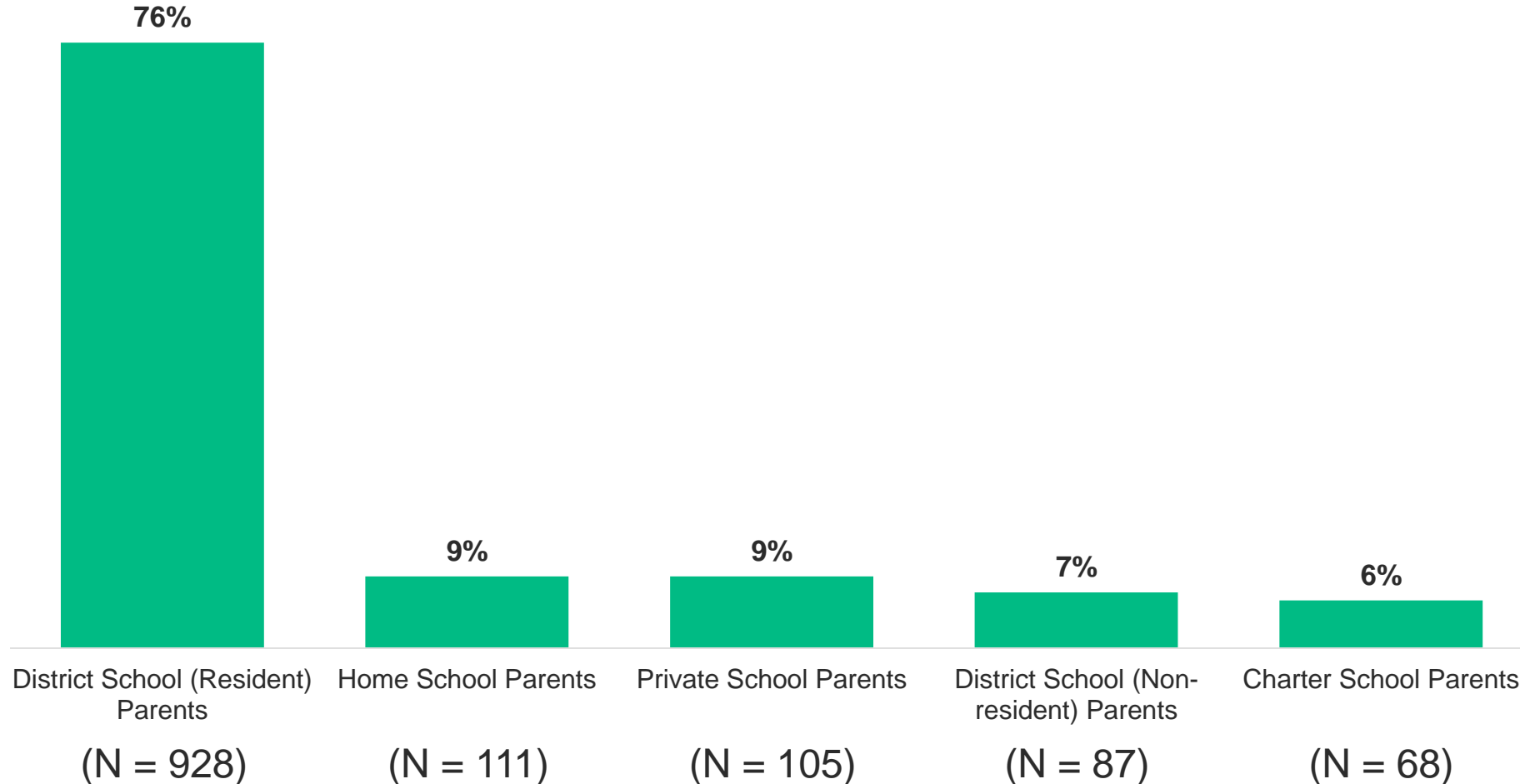
Demographics	Unweighted (N =)
Total School Parents*	1,228
K-4 Parents*	605
5-8 Parents*	505
9-12 Parents*	503
Non-Parents	1,064
Liberal/Progressive	591
Moderate	678
Conservative	750
Democrat	764
Independent	578
Republican	758
Urban	597
Suburban	993
Small Town	251
Rural	412
Low Income <\$50K	1,203
Middle Income \$50K to <\$100K	695
High Income \$100K+	355

* Denotes the sample came from school parents

Source: Survey conducted January 13, 2025 - January 15, 2025, among U.S. adults

Demographics	Unweighted	Weighted	Target (%)
Hispanic	14%	17%	16%
Non-Hispanic White	65%	61%	78%
Black	15%	13%	12%
Other	5%	8%	9%
Age: 18-34	28%	29%	30%
Age: 35-54	31%	31%	31%
Age: 55+	41%	40%	40%
Age: 65+	23%	23%	20%
Male	48%	49%	48%
Female	52%	51%	52%
< College	64%	64%	69%
College +	36%	36%	31%
Northeast	19%	17%	18%
Midwest	21%	21%	21%
South	42%	38%	37%
West	18%	24%	24%

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

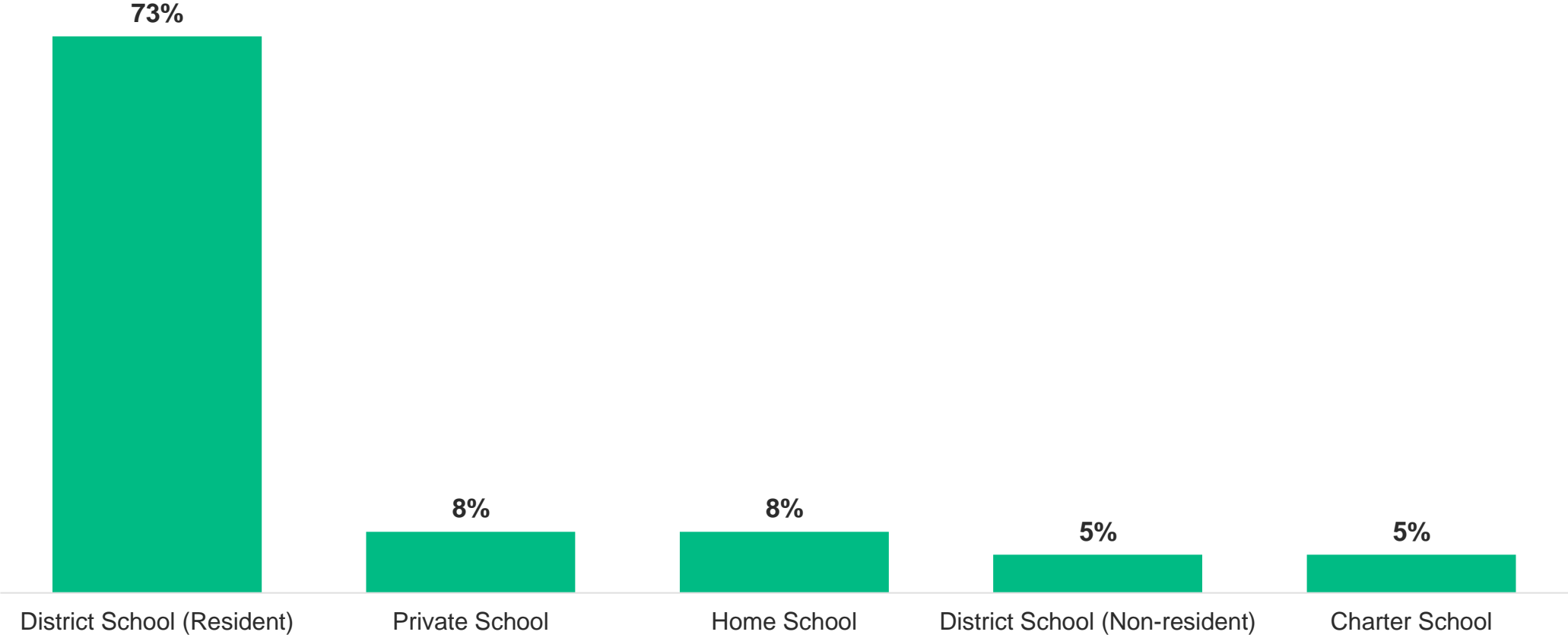


Note: Parent groups are not necessarily exclusive, there are cases where a parent could have children enrolled in different school types.

Source: Survey conducted January 13, 2025 - January 15, 2025, among U.S. adults

Estimated school type attendance for the 2024-2025 school year

% of Students, Reported by Parents



Source: Survey conducted January 13, 2025 - January 15, 2025, among U.S. adults

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

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

WHO WE ARE



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.

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



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.

[EDCHOICE.ORG](https://www.edchoice.org)