



THE PUBLIC, PARENTS, AND K-12 EDUCATION

A National Polling Report
October 2023

KEY FINDINGS

1. Almost 40 percent of parents say their child spends “too much” time using technology. High school parents are the most likely to say their child overuses tech.
2. More than 75 percent of parents believe computers and laptops are positive learning tools for their children. More than half feel at least somewhat positively about the impact of cell phones on their children’s development.
3. Nearly 2 in 3 parents do not support allowing students to have cell phones in the classroom.
4. School parents appear much less concerned than non-parents regarding the negative effects of social media use on their children’s mental health.
5. Half of high school parents say their children are on social media at least “very often.” Forty percent of all parents indicate the same for their children. Roughly the same proportion of parents say their child spends “too much” time using technology.
6. When it comes to policies for limiting social media use among minors, about 70 percent of parents support laws requiring parental consent for minors to access social media. Nearly 2 in 3 parents support requiring children to leave cell phones in secured locations during school hours.
7. Nearly half of parents report having at least one child taking a gifted, advanced, or honors class at their school. Parents of advanced/gifted children are most likely to say their child currently participates in an honors course(s).
8. Overall support levels for school choice policies remain high among school parents and the general public:
 - Education savings accounts (ESAs) – 70% / 66%
 - School vouchers – 68% / 61%
 - Charter schools – 68% / 62%
 - Open enrollment – 72% / 67%

Methodology

This poll was conducted between October 12-16, 2023 among a sample of 2,251 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 2.41 percentage points..

AGENDA

VIEWS ON K-12 EDUCATION

SCHOOLING AND EXPERIENCES IN K-12 EDUCATION

VIEWS ON TECHNOLOGIES, SOCIAL MEDIA

SCHOOL CHOICE POLICIES

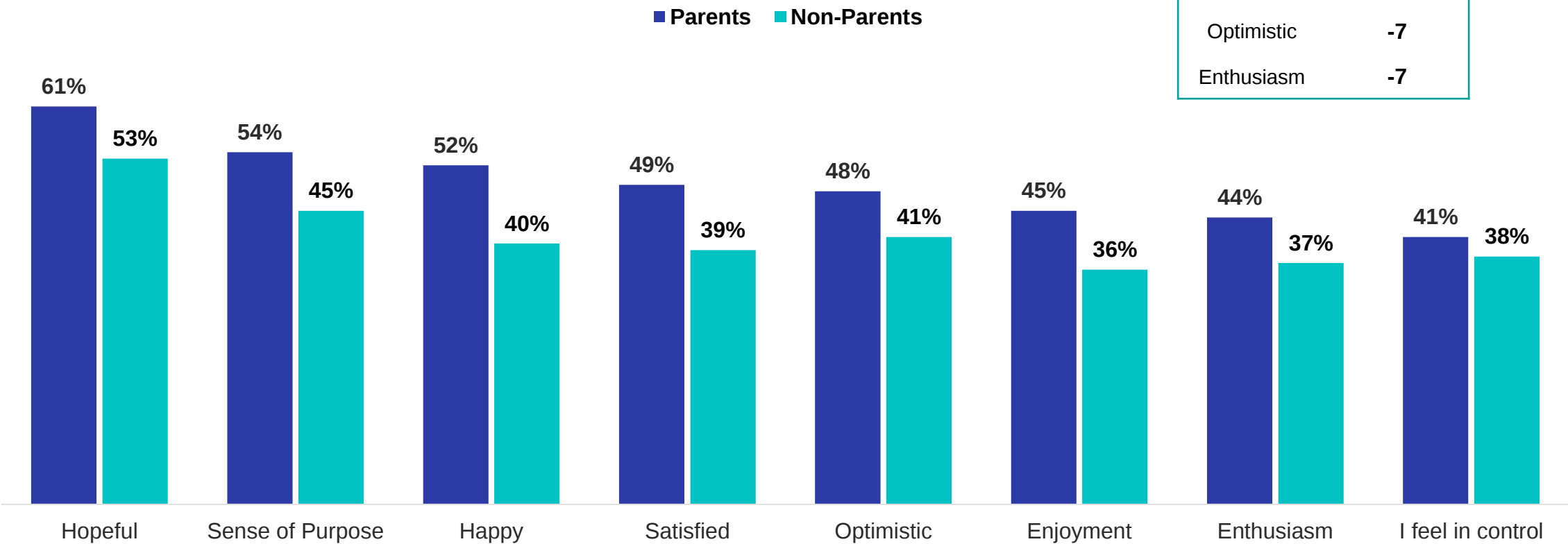
SURVEY PROFILE AND DEMOGRAPHICS



More than 60 percent of parents feel “hopeful” about the future, while just over half feel “a sense of purpose” and “happy.” Parents feel less hopeful, optimistic, and enthusiastic since last month.

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

% Agree



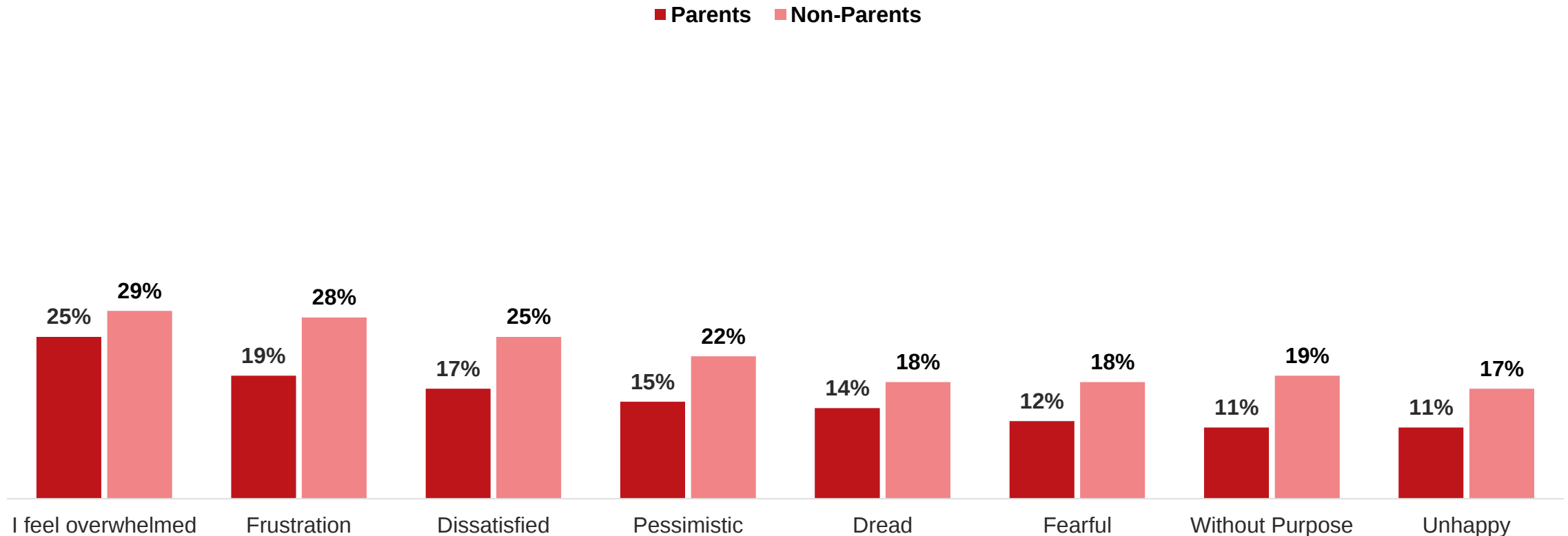
vs. September

School Parents	
Hopeful	-5
Optimistic	-7
Enthusiasm	-7

Non-parents report more negative feelings towards their future than parents do. At least 1 in 4 non-parents feel “overwhelmed,” “frustration,” and “dissatisfied.”

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

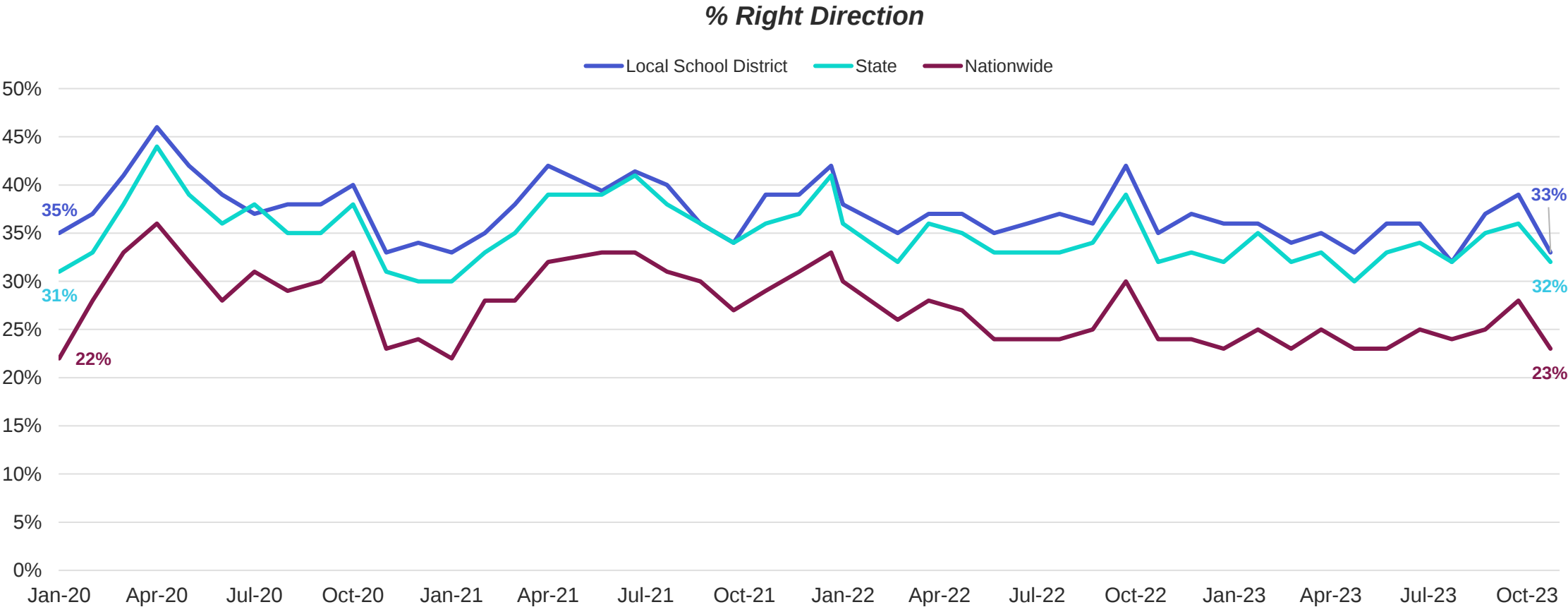
% Agree



The public's positive views about the direction of K-12 education fell in October after rising in late summer.

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?

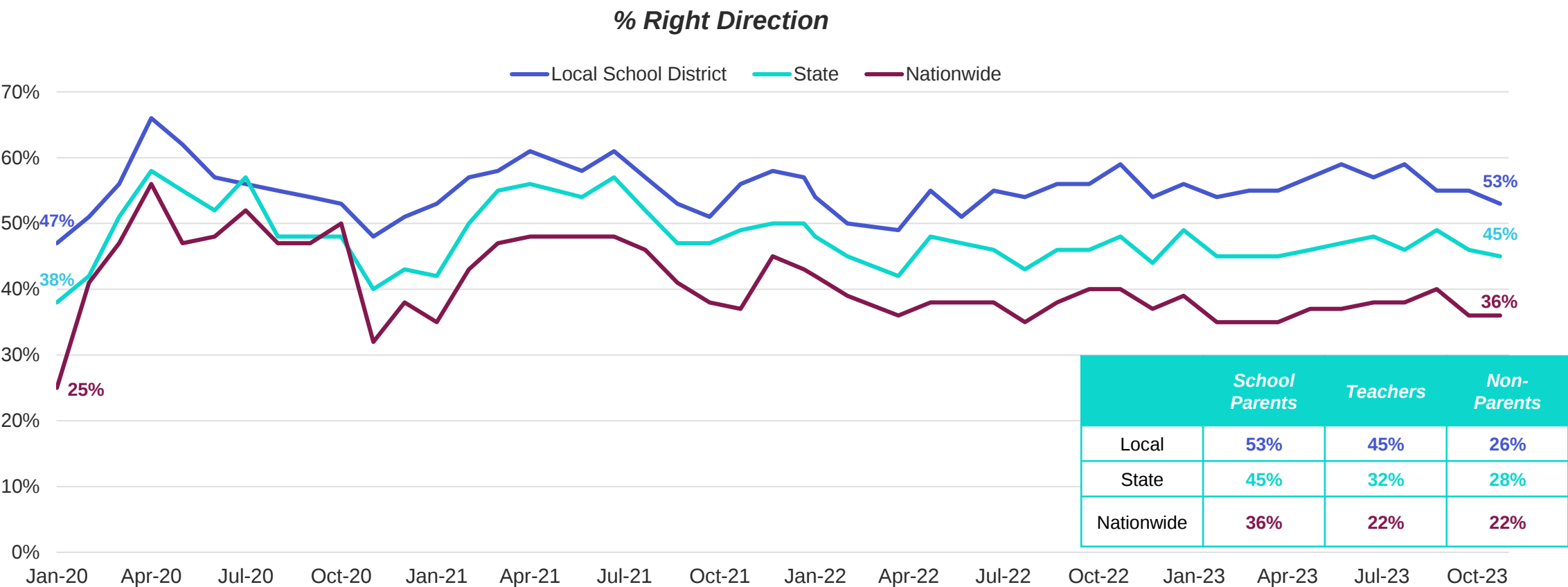
All Adults



Parents’ positive opinions about K-12 education have remained fairly stable since the beginning of 2023. Large opinion gaps persist between school parents, educators, and non-parents.

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?

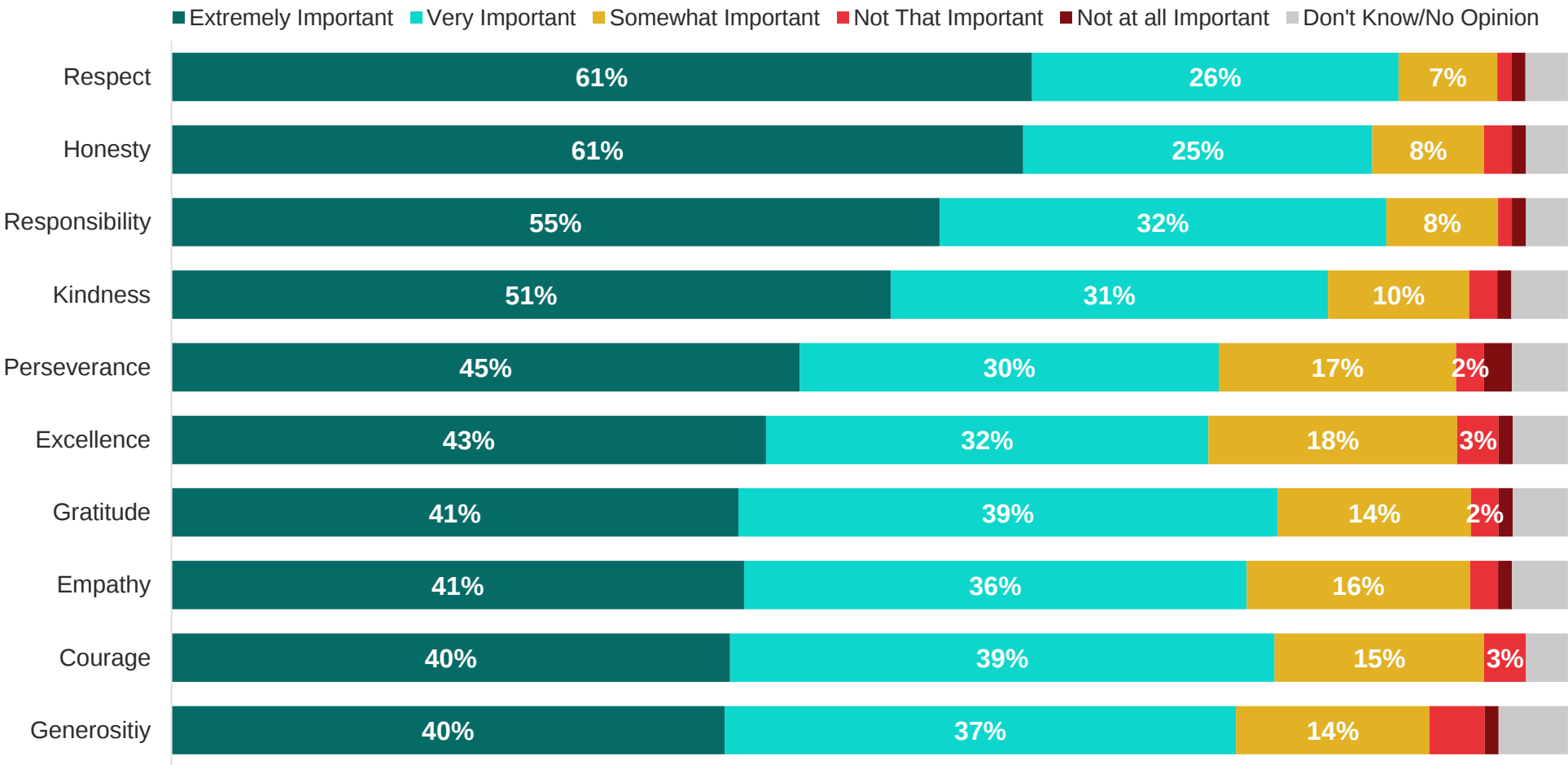
School Parents



Parents want their kids’ schools to prioritize values like respect, honesty, and responsibility. They are more likely to place importance on perseverance and ambition than non-parents.

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

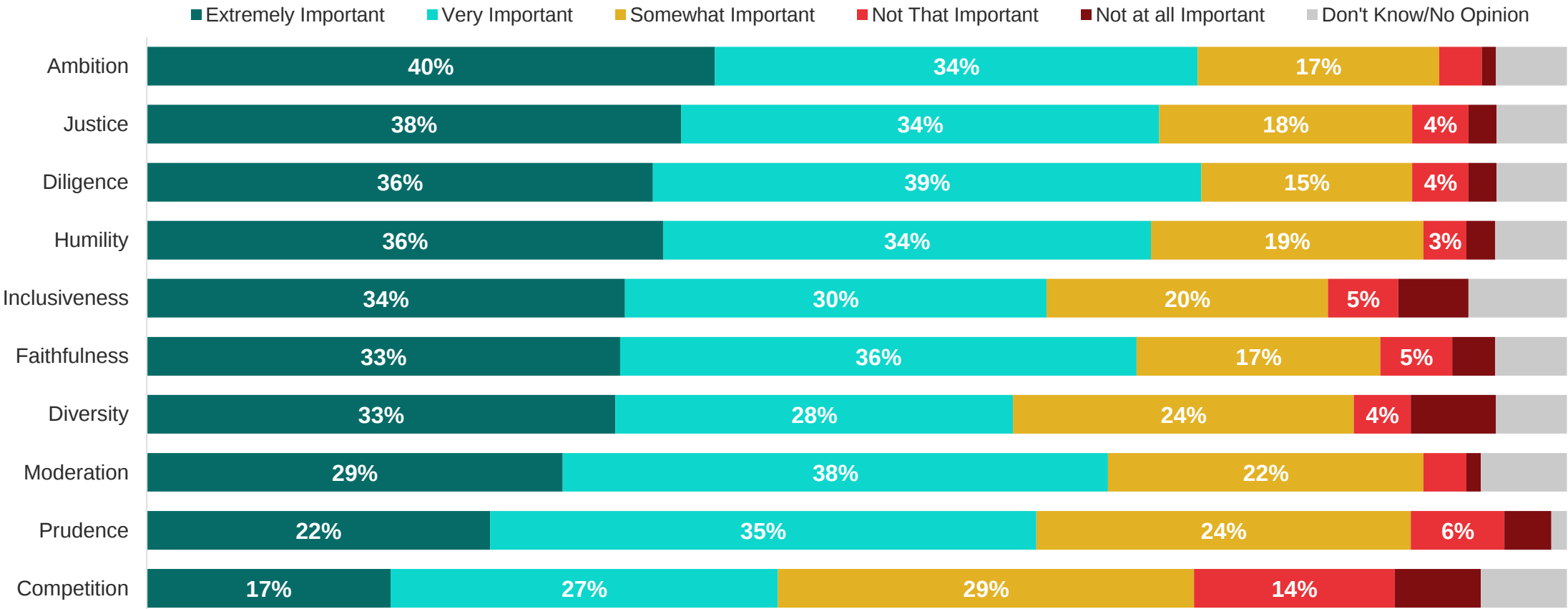


% Extremely Important			
	Parents	Non-Parents	Diff.
Perseverance	45%	36%	+9
Ambition	40%	32%	+8
Respect	61%	65%	-4
Diversity	33%	42%	-9

Parents are least likely to want schools to emphasize competition and prudence for their children. These values also rank at the bottom for non-parents.

For this current school year, to what extent is it important that your **child/children's** school emphasizes the following values for students?
For this current school year, to what extent is it important that **schools in K-12 education** emphasize the following values for students?

School Parents – Bottom 10 Values



Source: Survey conducted October 12, 2023 – October 16, 2023, among U.S. adults

Americans are most likely to say core academic subjects are extremely important for grades K-8. They see skills for future employment and academics 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 **41%**

-  Core academic subjects (57%)
-  Socialization (47%)
-  To become independent thinkers (47%)
-  How to be good citizens (43%)
-  Skills for future employment (42%)
-  Values, moral character, religious virtues (35%)
-  To fix social problems (19%)

Grades 9-12

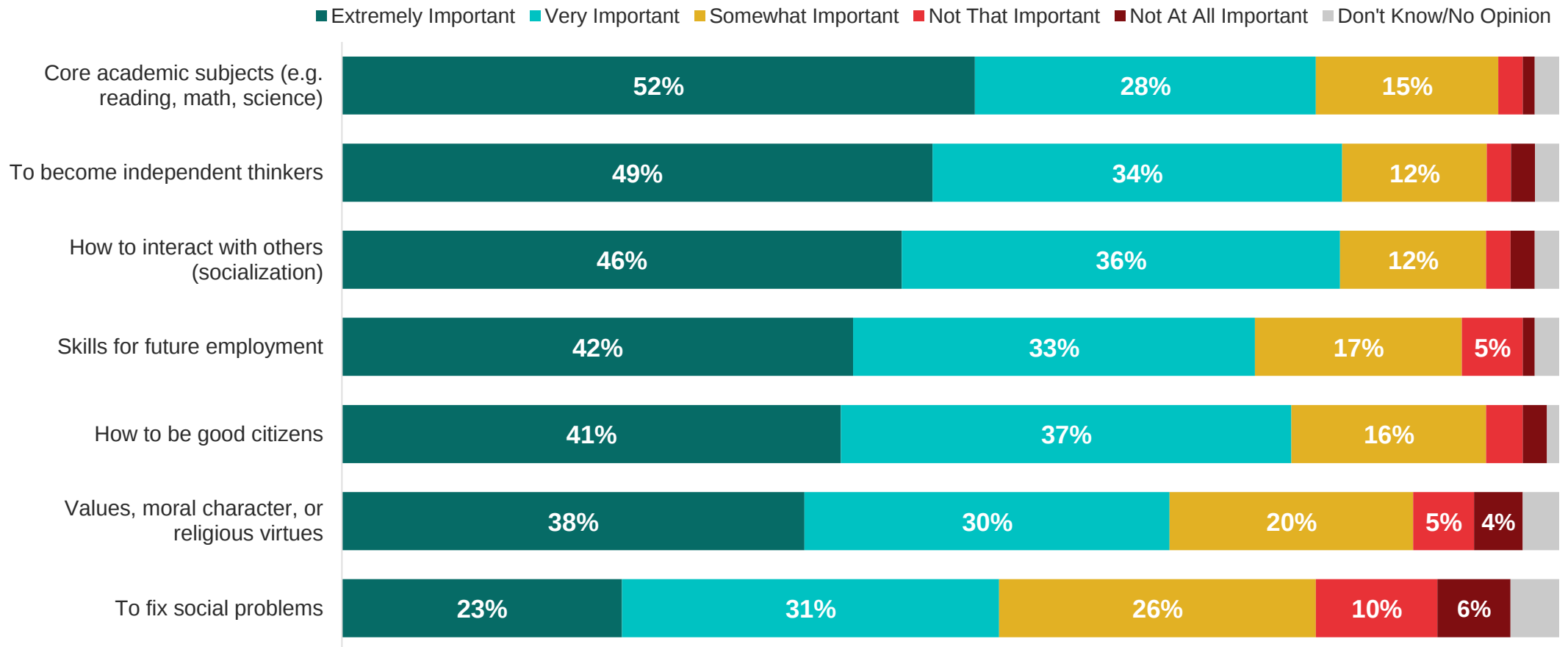
Average % selected Extremely Important **41%**

-  Skills for future employment (55%)
-  Core academic subjects (53%)
-  Become independent thinkers (44%)
-  How to be good citizens (44%)
-  Socialization (38%)
-  Values, moral character, religious virtues (34%)
-  To fix social problems (19%)

School parents are most likely to say core academic subjects and independent thinking should be priorities for K-8 education. Fixing social problems ranks lowest.

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

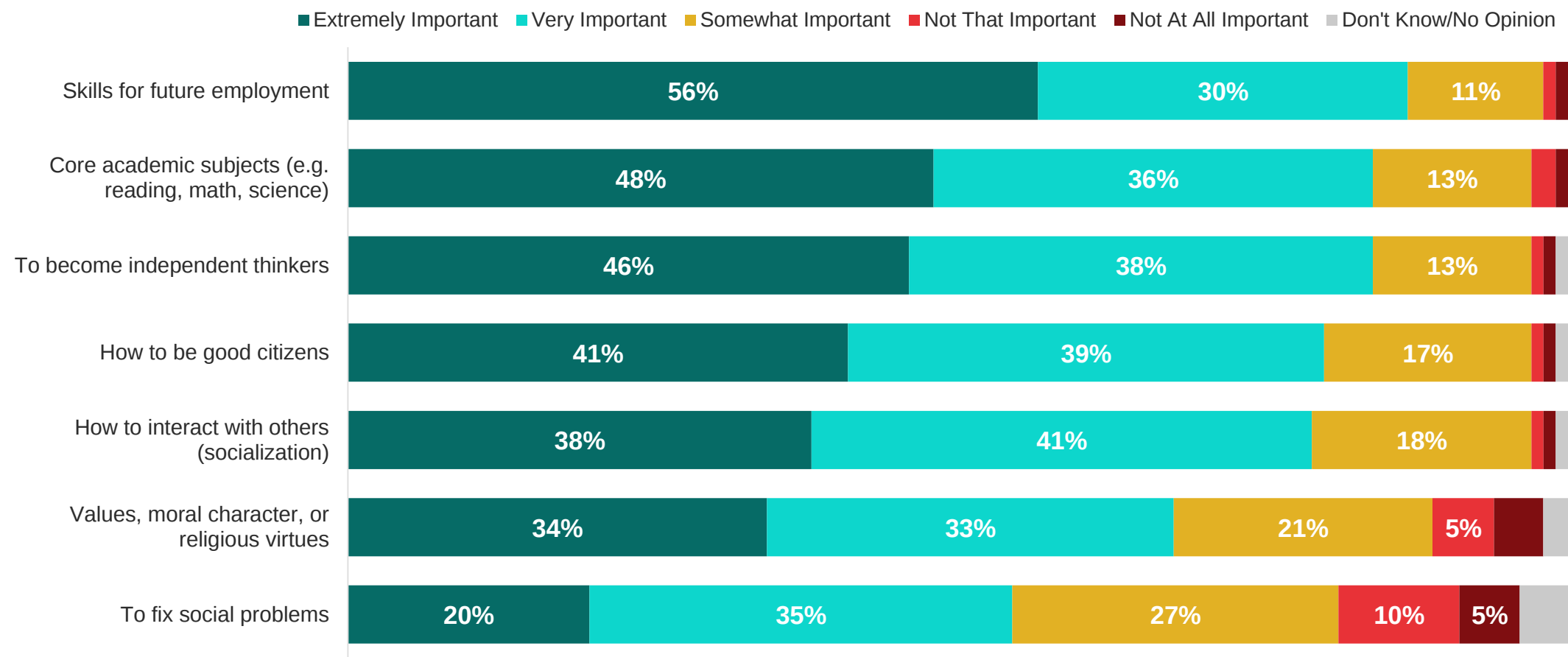
School Parents



School parents are most likely to indicate skills for future employment should be the most important purpose of high school. They view fixing social problems as a much lower priority.

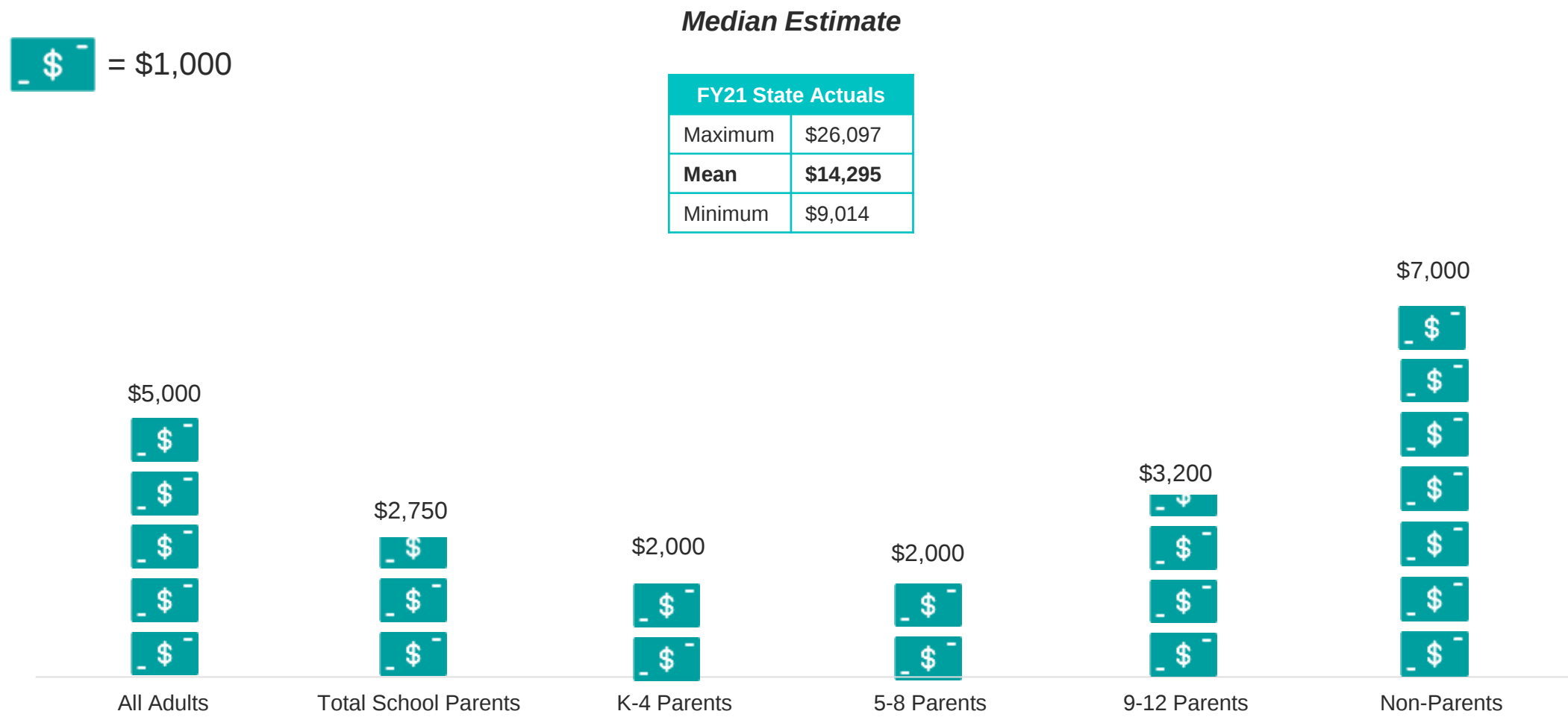
What do you believe should be the main purpose of education during **High School (9th through 12th grade)**? In your opinion, how important is it for students to learn...

School Parents



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.

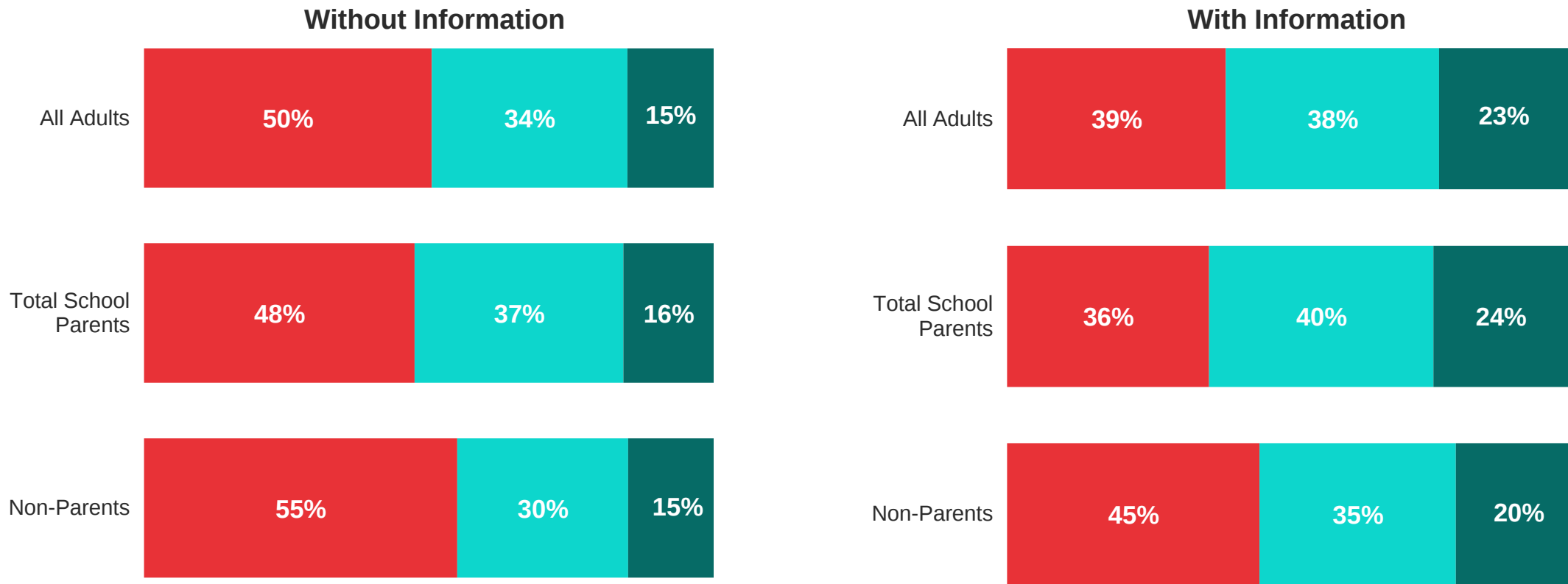


The public and school parents are much less likely to say their state’s per-student spending is “too low” when given a publicly reported statistic – by 11 points and 12 points, respectively.

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

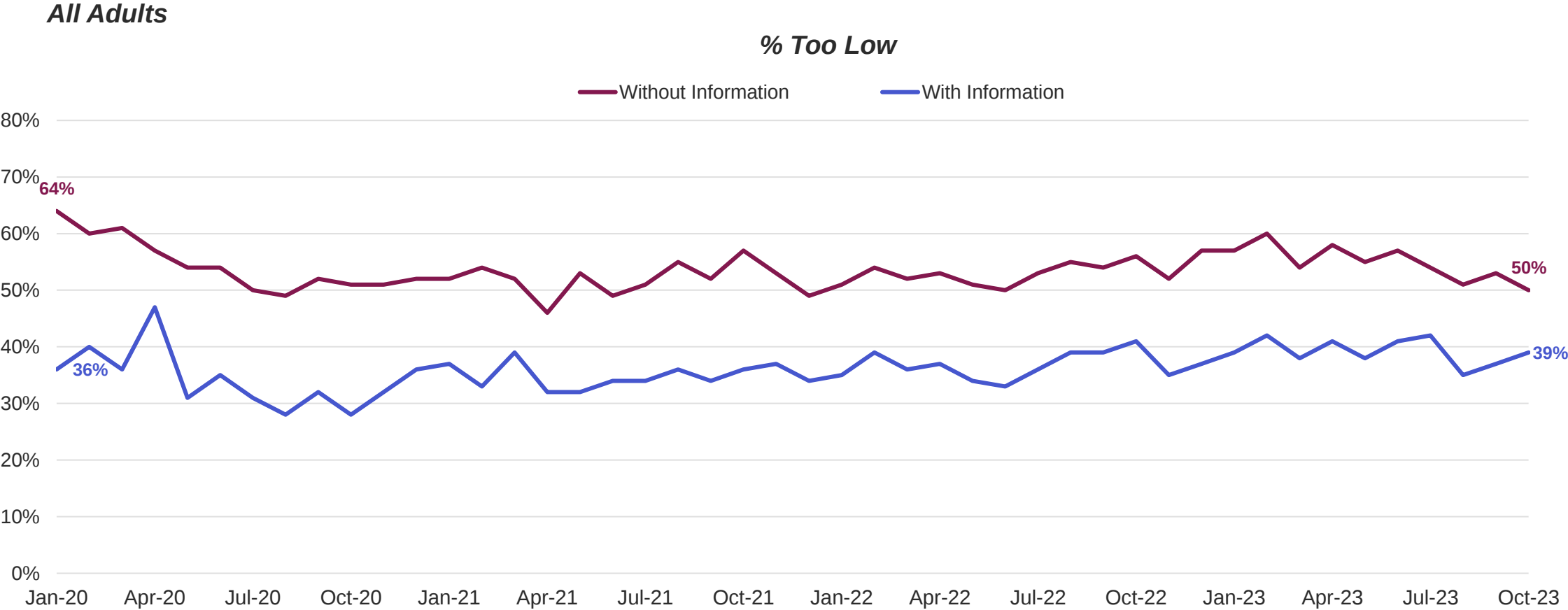
On average, [STATE] spends \$_____ per student attending public school each year. Do you believe public school funding is:

■ Too Low ■ About Right ■ Too High



Substantially fewer respondents indicated school funding is “too low” in October when they received a government-reported statistic.

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:



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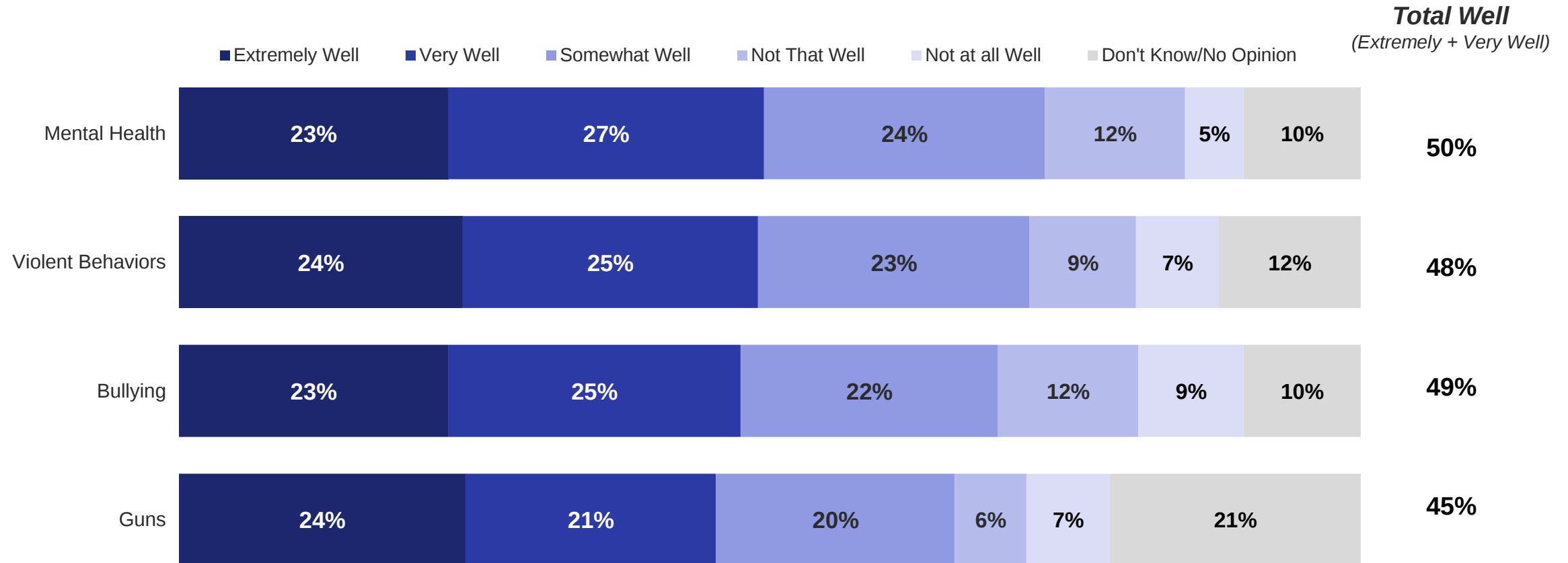
SURVEY PROFILE AND DEMOGRAPHICS



Roughly half of school parents feel their child's school handles the following four important issues at least very well.

How well do you feel your child's school addresses the following among its students?

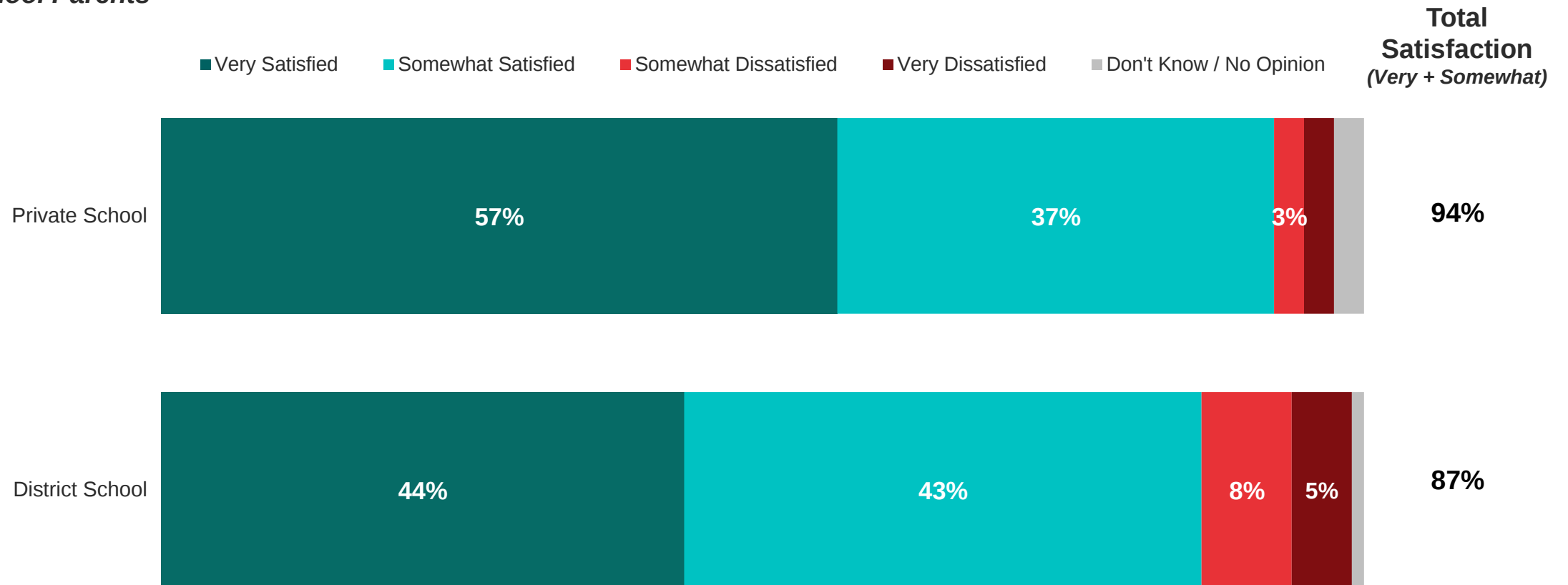
School Parents



Private school parents are much more likely to say that they are “very satisfied” with their child’s/children’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?

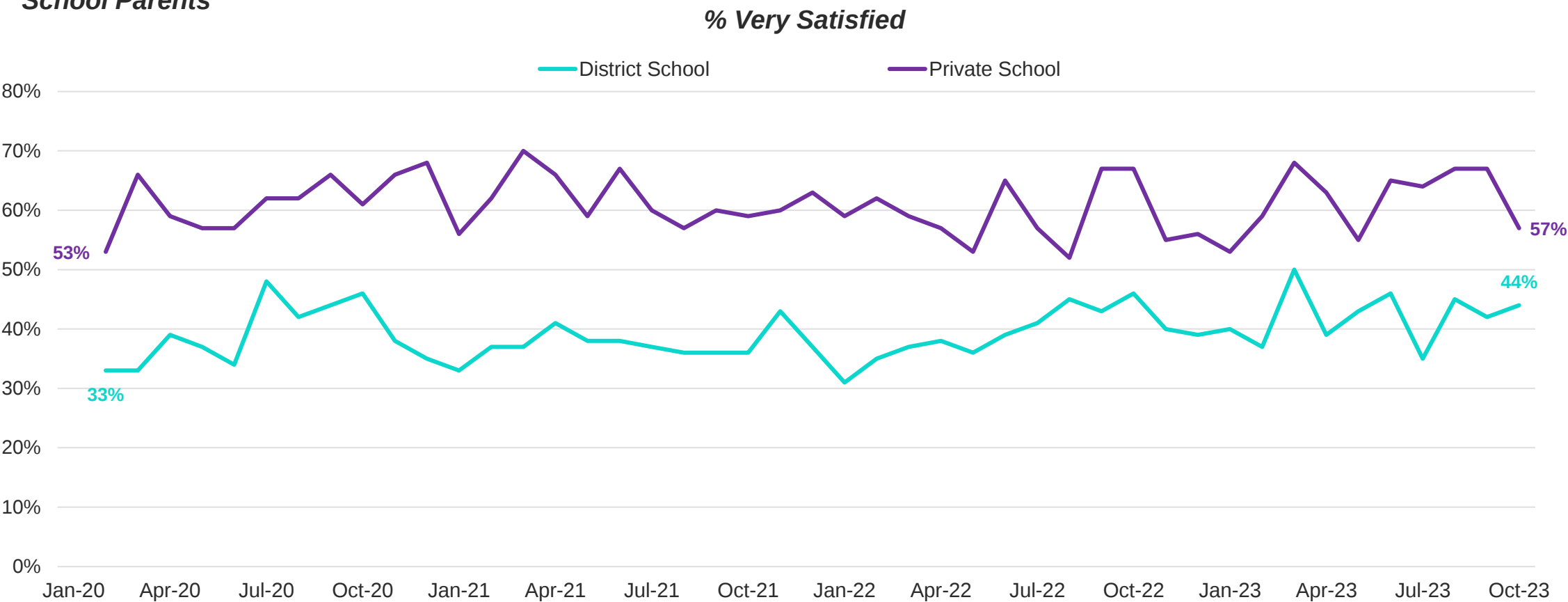
School Parents



Parents are consistently more likely to say they are “very satisfied” with private schools than public district schools. Strong private school satisfaction fell from September to October.

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

School Parents



Note: Parent groups based on child/children school type attendance in SY23-24.

Location is the main reason why parents enroll their children in their respective school type. Of the reasons listed, parents were least likely to select religion.

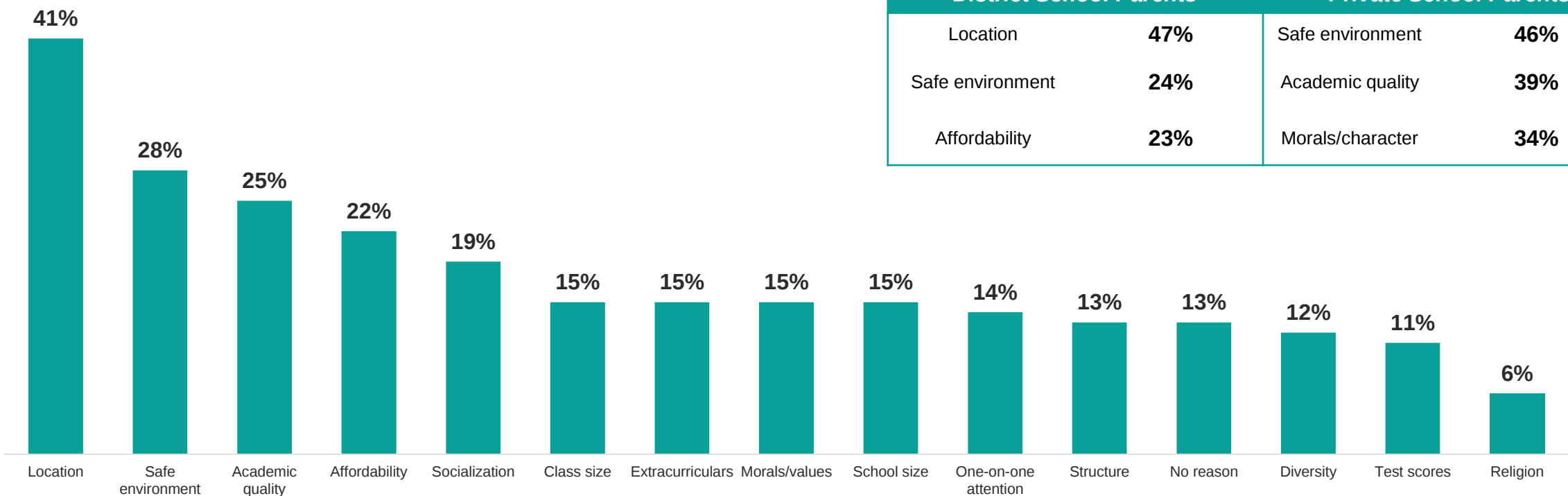
Why is your youngest/oldest child enrolled in that school type? Please select the most important reason(s).

School Parents

% Selected

Top 3 Reasons

% Selected



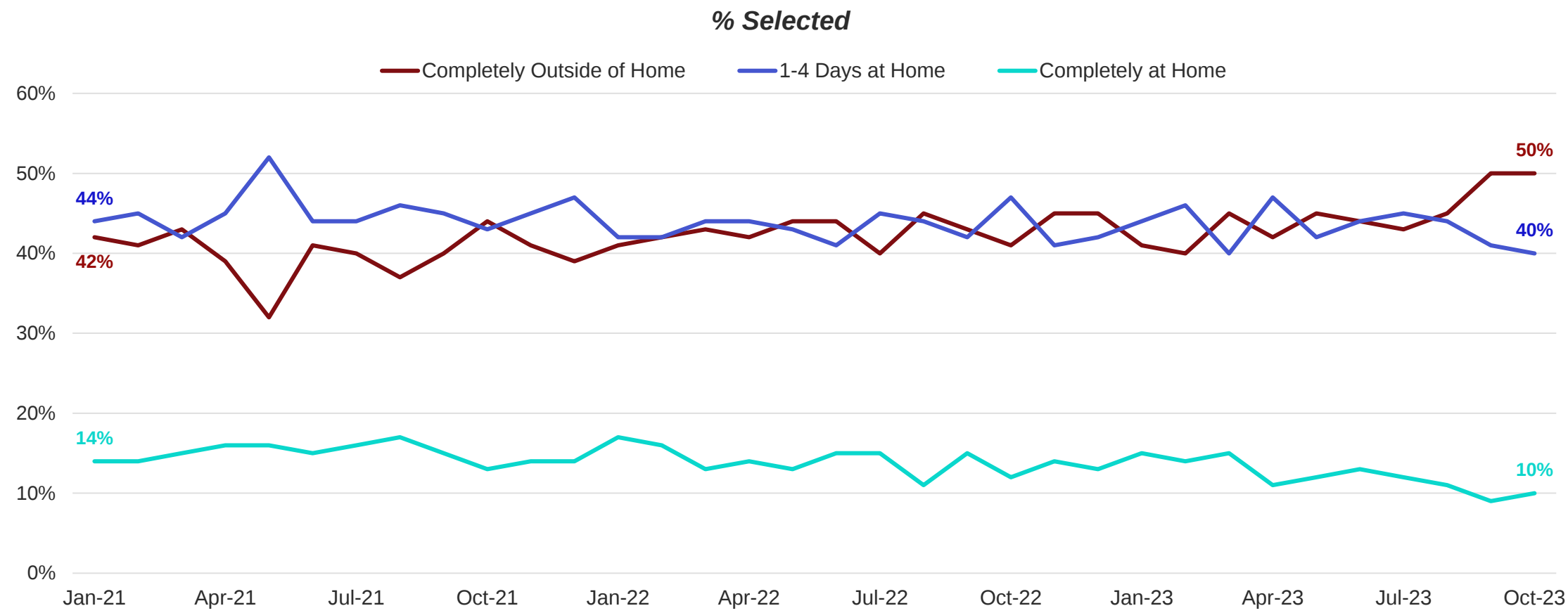
District School Parents		Private School Parents	
Location	47%	Safe environment	46%
Safe environment	24%	Academic quality	39%
Affordability	23%	Morals/character	34%

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 October 12, 2023 – October 16, 2023, among U.S. adults

Half of parents 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?

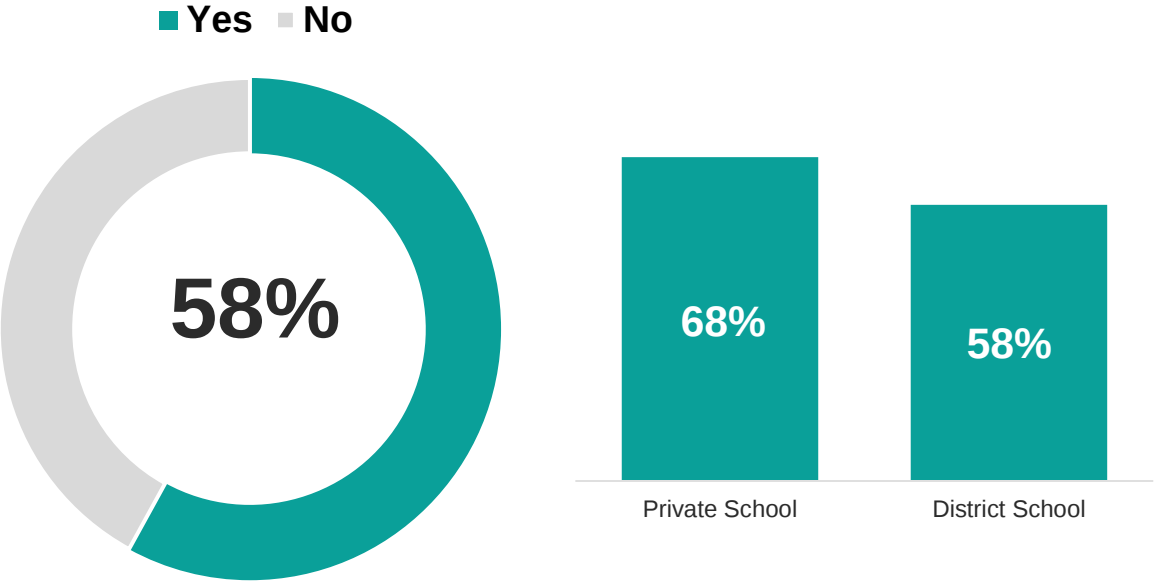
School Parents



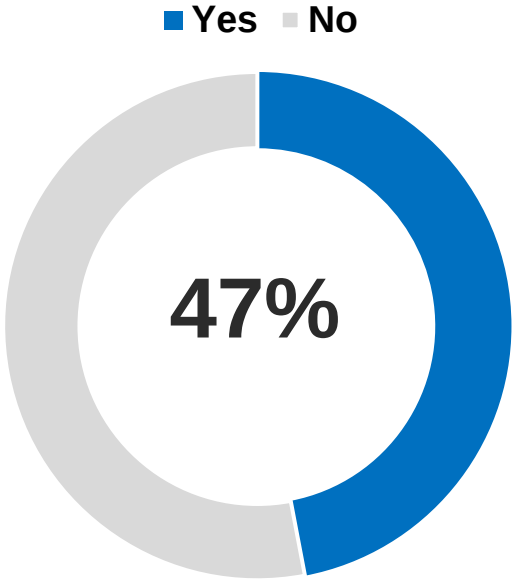
Nearly 60 percent of parents say their child’s school provides mental health services to those who need them. Among parents whose child’s school does not provide mental health services, almost half say they would like to have it offered for those who need it.

To your knowledge, does your child's school provide mental health services to students who need it?

School Parents



Would you like for your child's school to offer mental health services to students who need it? **(Among parents whose child’s school does not provide services)**

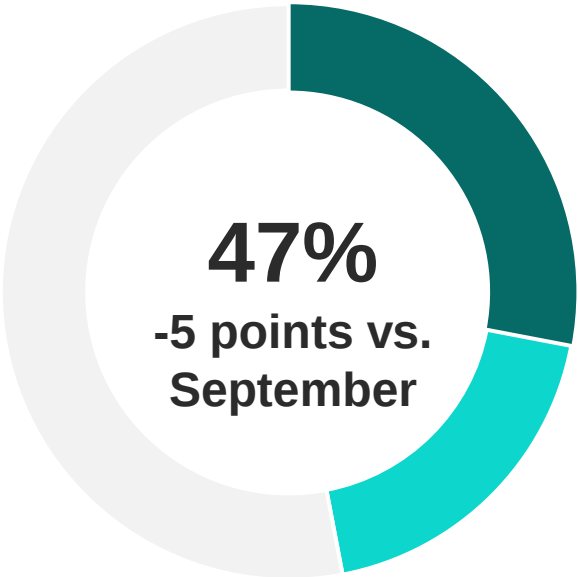


Almost half of school parents are concerned about a violent intruder entering their child’s school. This proportion slightly decreased from September.

How concerned are you about a violent intruder, like a mass shooter, entering your child’s/children’s school?

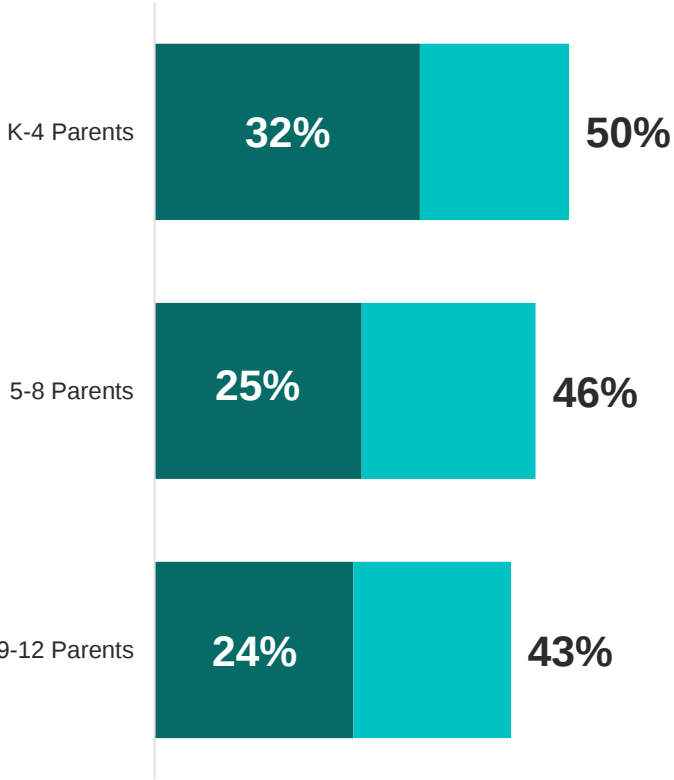
School Parents

Extremely Concerned Very Concerned



School Parents

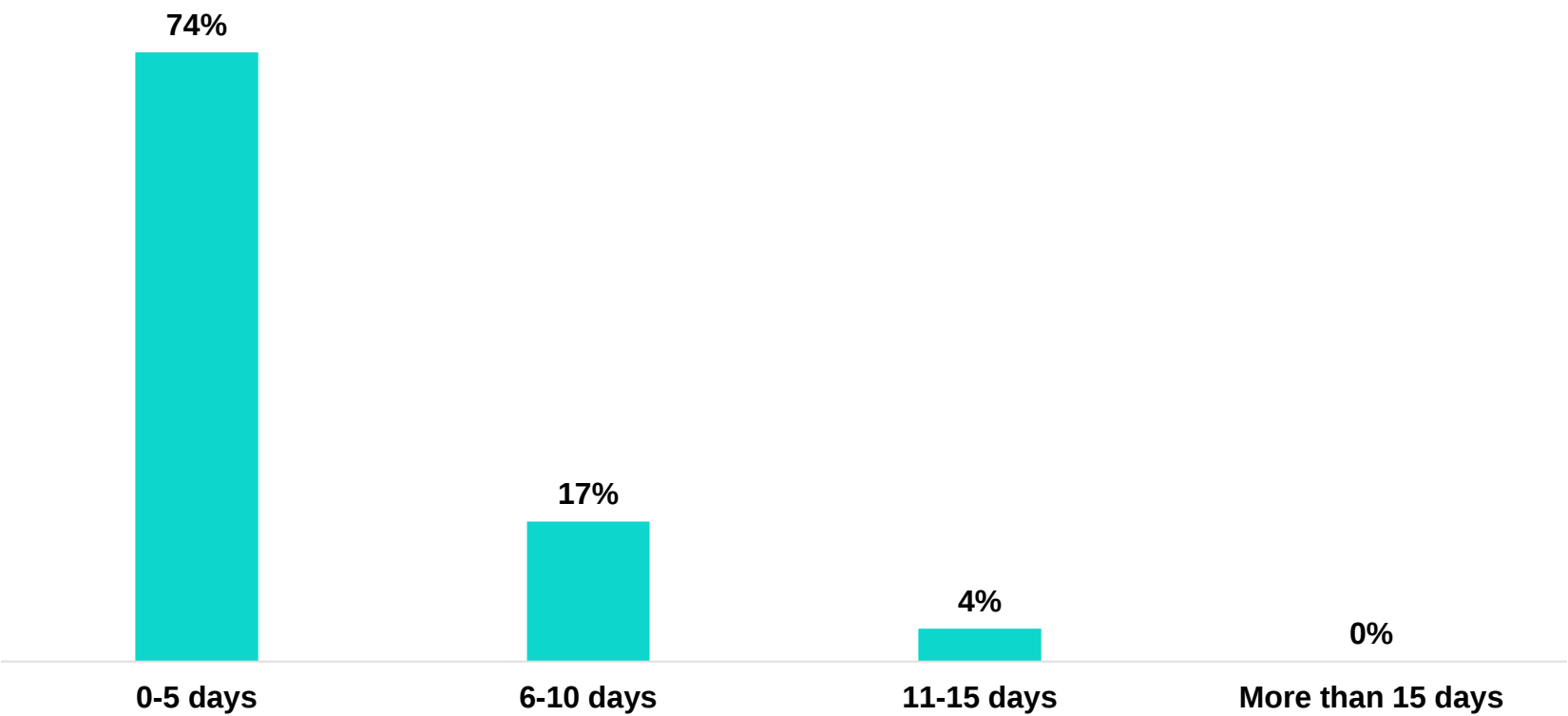
Total Concern
(Extremely + Very Concerned)



One in five parents say their child missed more than five whole days of school last year. Parents of a student with a disability are most likely to report higher frequency of absences.

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

School Parents



Top % Missed More than 10 days

Special Education	13%
Special Needs	12%
Moderate	10%
Independent	10%

Bottom % Missed More than 10 days

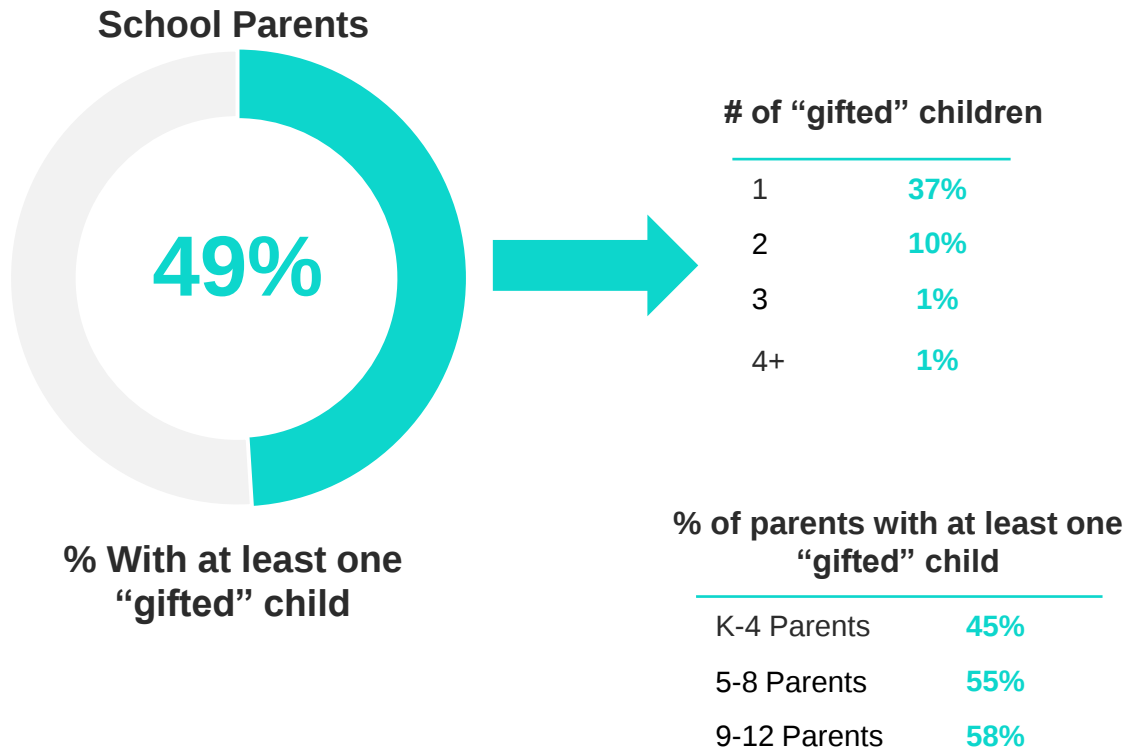
Liberal	4%
Rural	4%
Protestant	4%
Gifted Children	2%

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 October 12, 2023 – October 16, 2023, among U.S. adults

Nearly half of parents report having at least one child taking a gifted, advanced, or honors class at their school.

How many of your children, if any, are taking at least one gifted, advanced, or honors class at her/his school?

School Parents



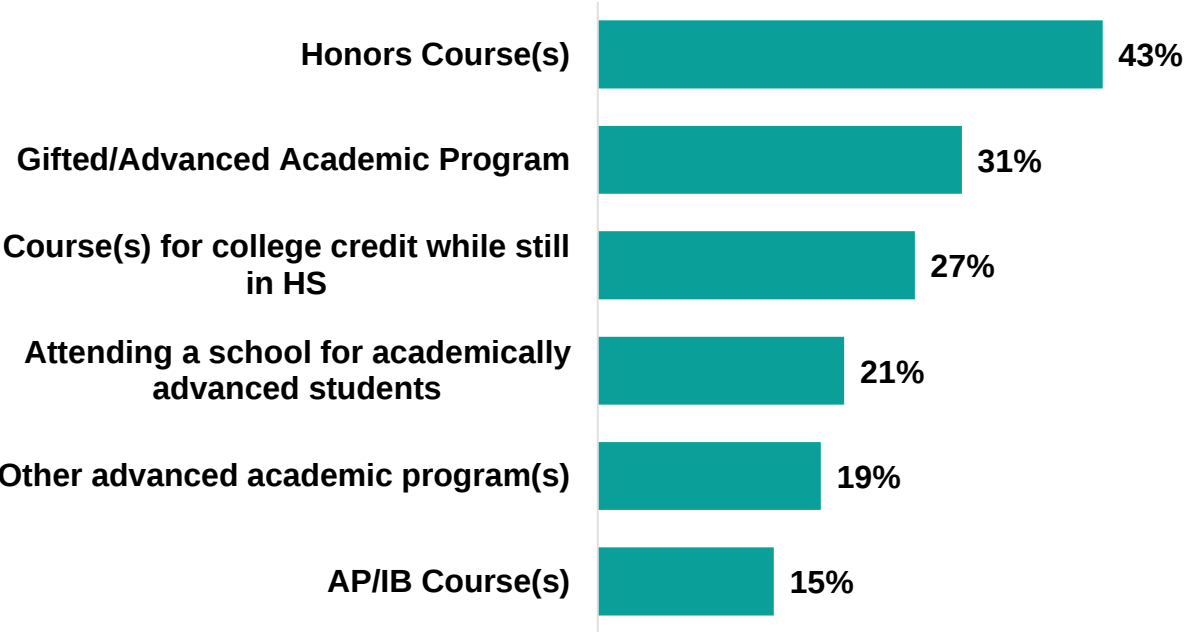
Top % With at least one “gifted” child	
Private School	76%
Urban	68%
Democrat	62%
Education: Bachelors+	60%
High Income: \$75k+	60%

Bottom % With at least one “gifted” child	
Education: <College	42%
Republican	42%
Low Income: <\$35k	36%
Small Town	36%
Rural	30%

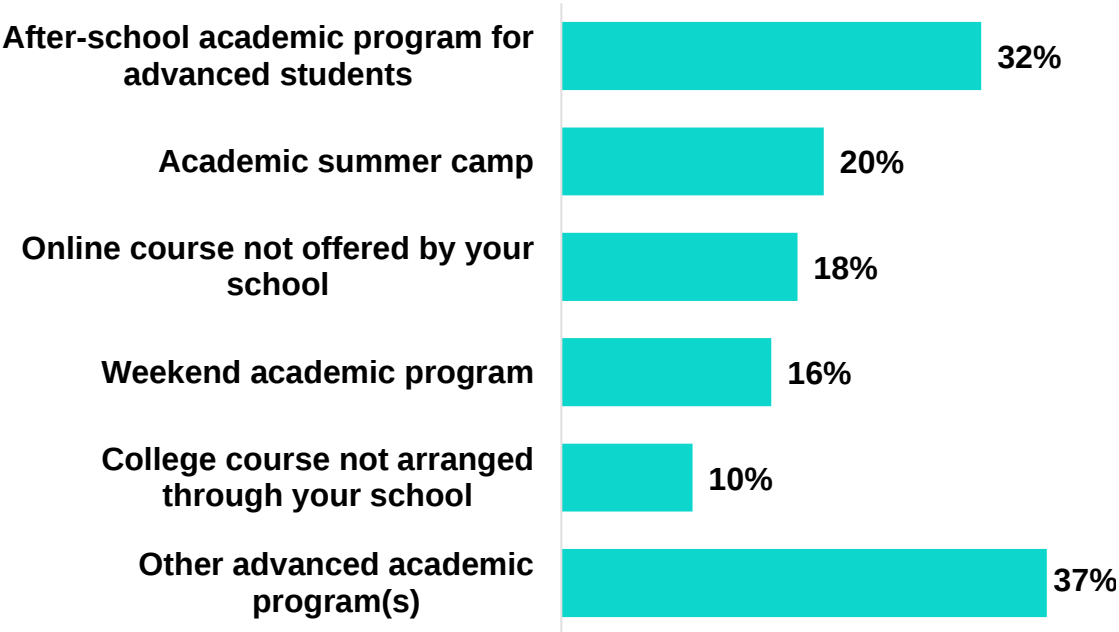
Parents of “gifted children” are most likely to say their child currently participates in an honors course(s). Around 1 in 3 parents of these children had their child participate in an after school academic program for advanced students.

Among those School Parents who have at least one “gifted” child (N=623)

Which of the following school-based academic programs or courses is your child/children participating in?



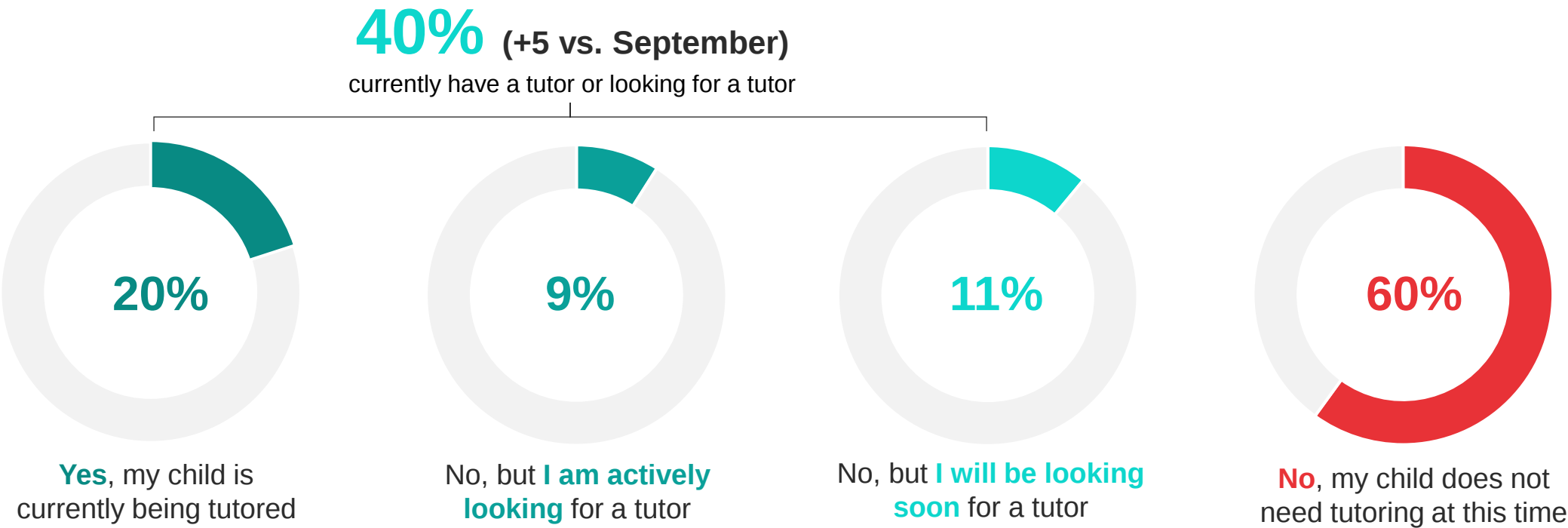
Which of the following out-of-school gifted/advanced academic programs has your child/children participated in over the past year?



In October, 40 percent of parents indicated they are currently using a tutor or are interested in tutoring for their children – an increase from September.

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

School Parents



In October, interest in tutoring was highest among private school parents, Gen Z parents, and urban parents. It was lowest among rural and small town 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

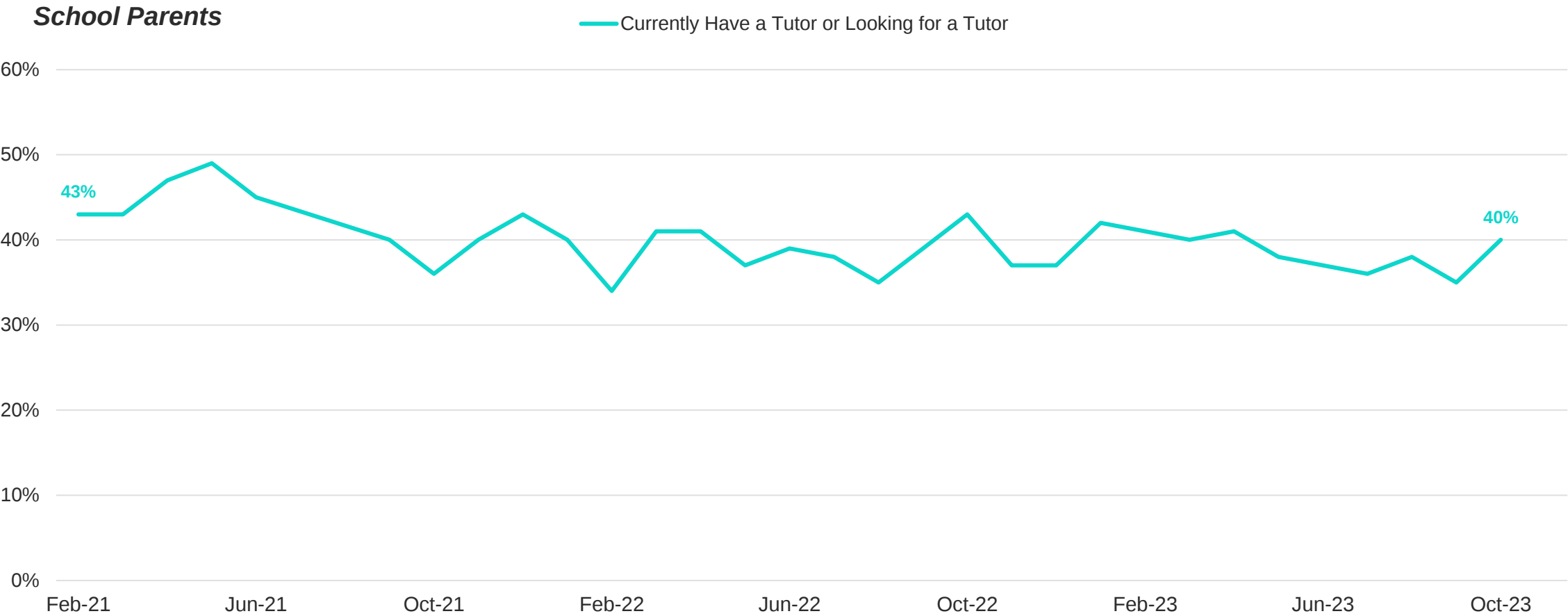
Private School	72%
Gen Z	64%
Urban	62%
Special Education	58%
Special Needs	56%
Democrat	55%
Education: Bachelors +	54%

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

Suburban	35%
Low Income <\$35k	29%
Female	29%
Midwest	27%
Republican	26%
Small Town	21%
Rural	16%

School parents' interest in tutoring increased by 5 percentage points in October.

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

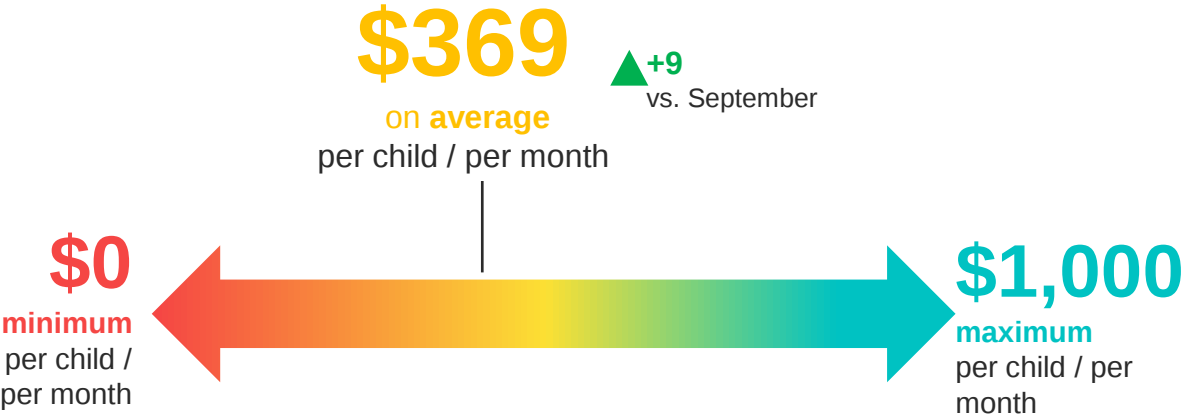


Note: Question was not asked in July 2021 and August 2021.

In October, the amount parents were willing to spend on tutoring increased to approximately \$370 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



Average willing to spend per child/per month by demographic		
Income	*Low Income < \$35K	\$250
	Middle Income \$35K to < \$75K	\$270
	High Income \$75K+	\$470
Political Affiliation	Democrat	\$441
	*Independent	\$329
	Republican	\$290
Region	*West	\$434
	*Midwest	\$389
	South	\$309
	*Northeast	\$380

*indicates base size n= <100

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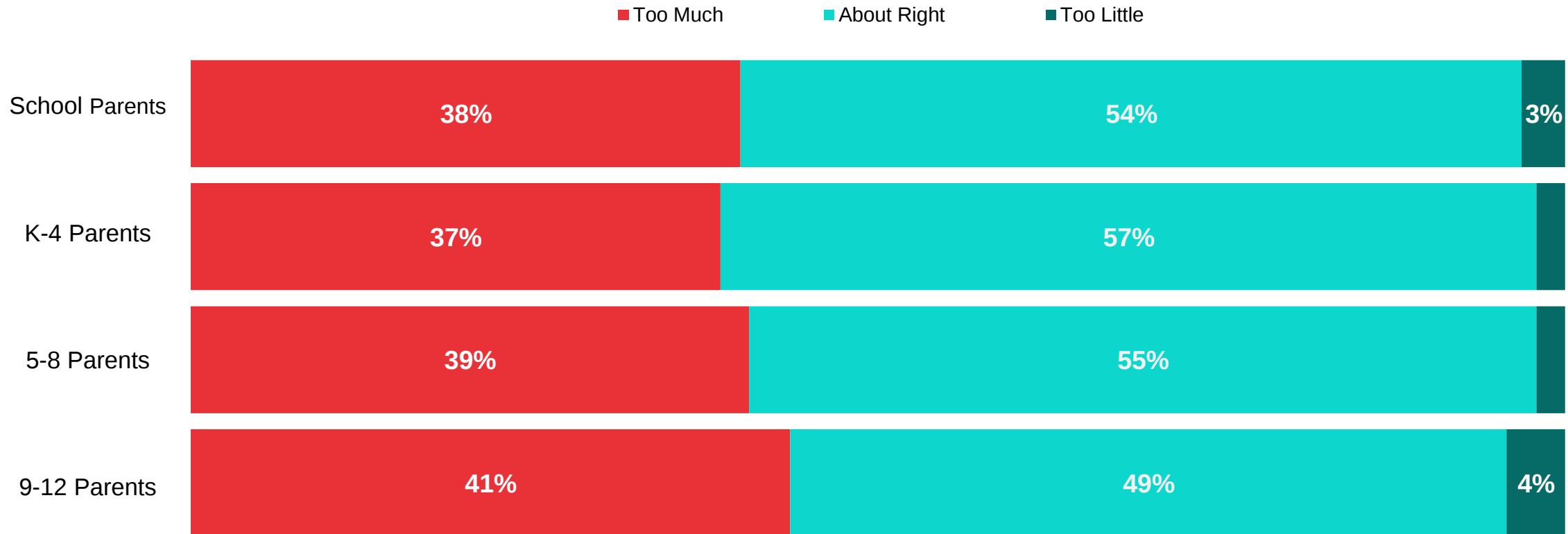
SURVEY PROFILE AND DEMOGRAPHICS



Almost 40 percent of parents say their child spends “too much” time using technology.

When it comes to how much time your youngest/oldest child spends using technology generally, do you think it is...

School Parents

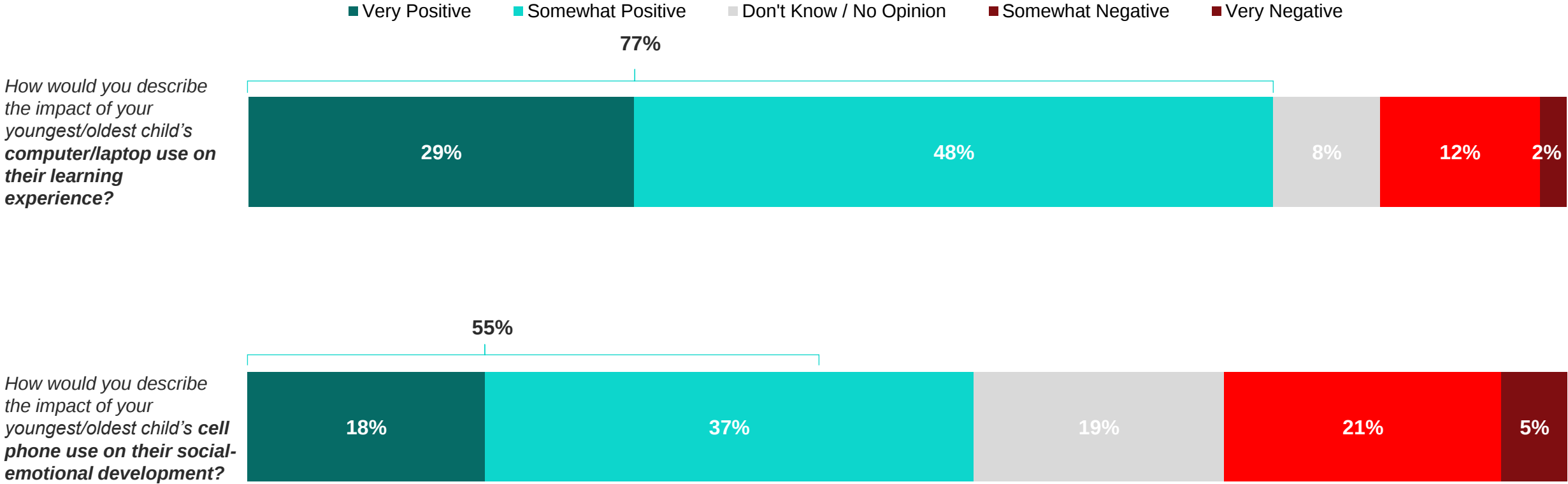


Note: Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.

Source: Survey conducted October 12, 2023 – October 16, 2023, among U.S. adults

Just over 3 in 4 parents believe computers and laptops are positive learning tools for their children. More than half feel positively about the impact of cell phones on their children’s development. Parents are much more positive about cell phone use for children (55%) than how teachers feel about cell phone usage among their students (16%).

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.

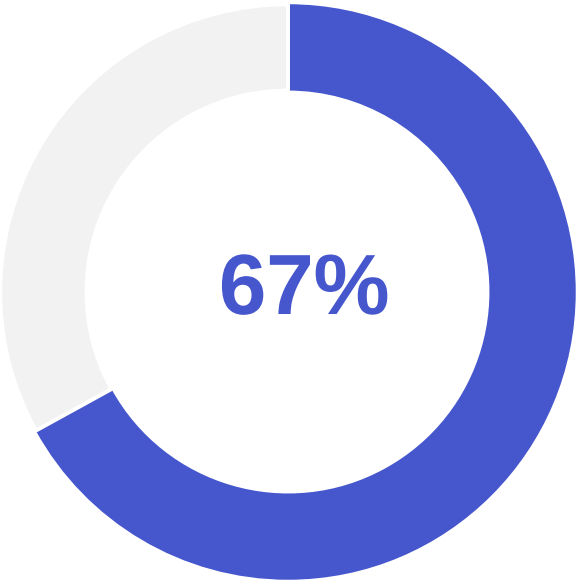
Teachers Data Source: Survey conducted September 23, 2023 – September 27, 2023, U.S. K-12 education teachers

Source: Survey conducted October 12, 2023 – October 16, 2023, among U.S. adults

Parents are much less willing to let students have cell phones in the classroom than in schools more generally. They are more willing to allow phones in school and the classroom than teachers are.

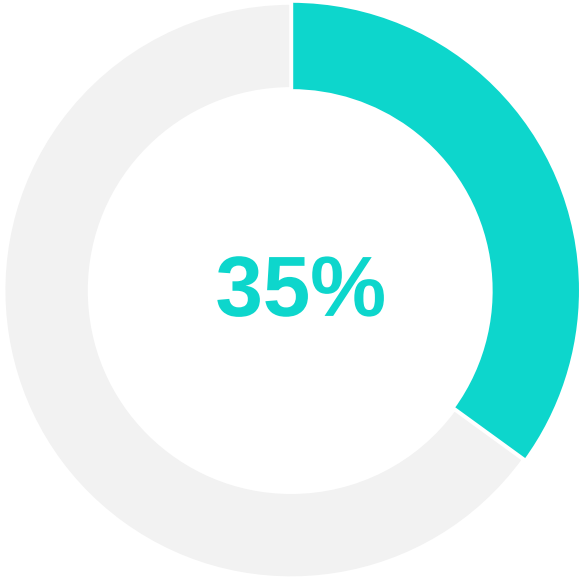
When it comes to cell phones, does you feel students should be allowed to have...

School Parents



Cell phones in school

Total % “Yes”



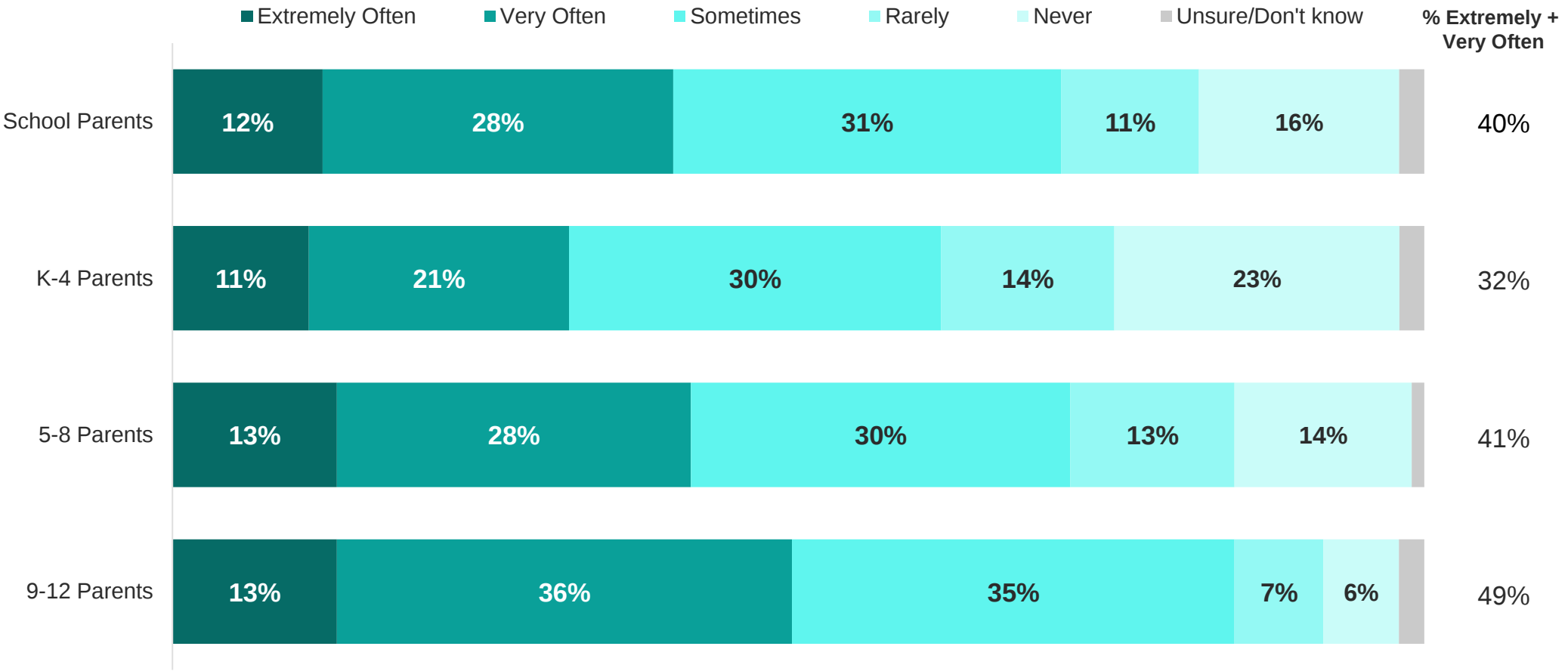
Cell phones in the classroom

Teachers % Yes	
Cell phones in school	58%
Cell phones in the classroom	29%

Half of high school parents say their children are on social media at least “very” often.

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

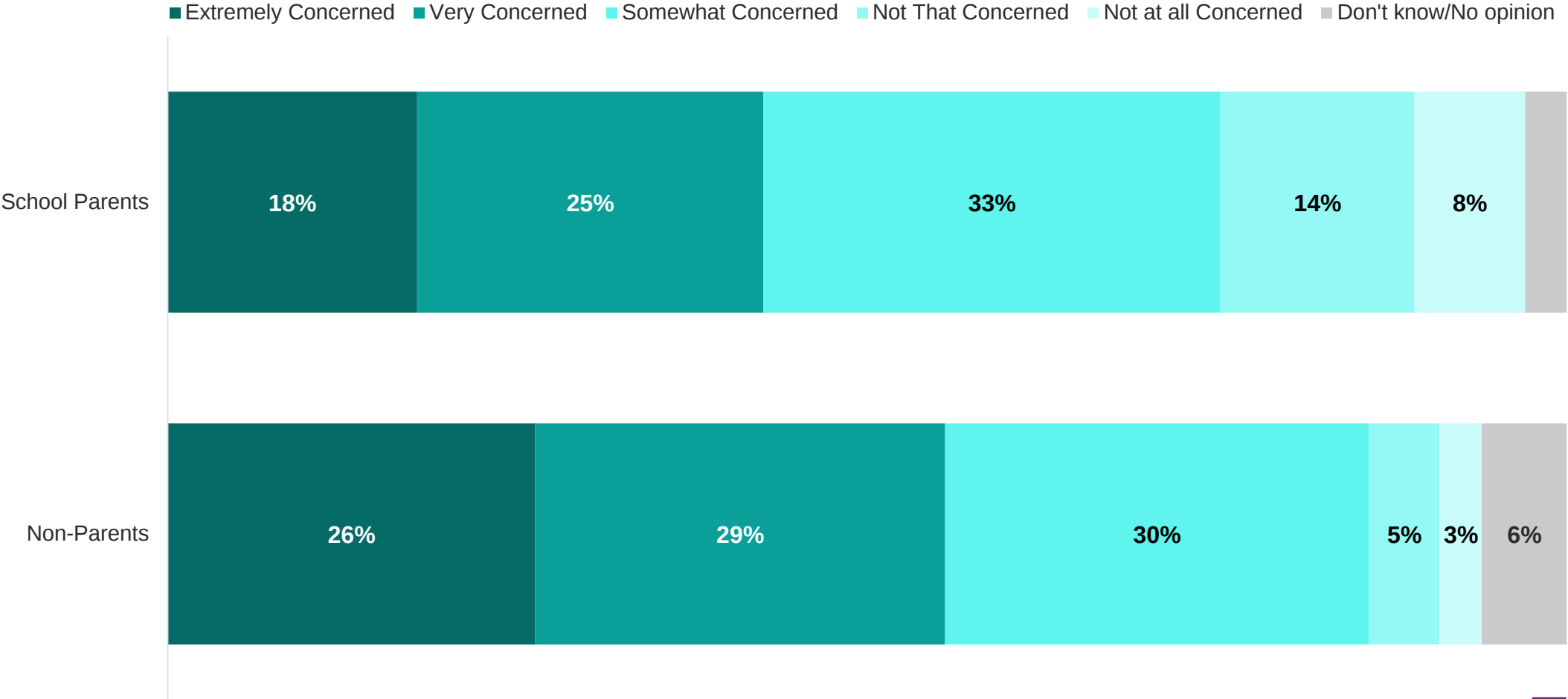
School Parents



School parents appear much less concerned than non-parents regarding the negative effects of social media use on their children’s mental health.

How concerned are you about social media use by your child/children having a negative effect on their mental health? (Asked to School Parents)

How concerned are you about social media use by minors having a negative effect on their mental health? (Asked to Non-Parents)

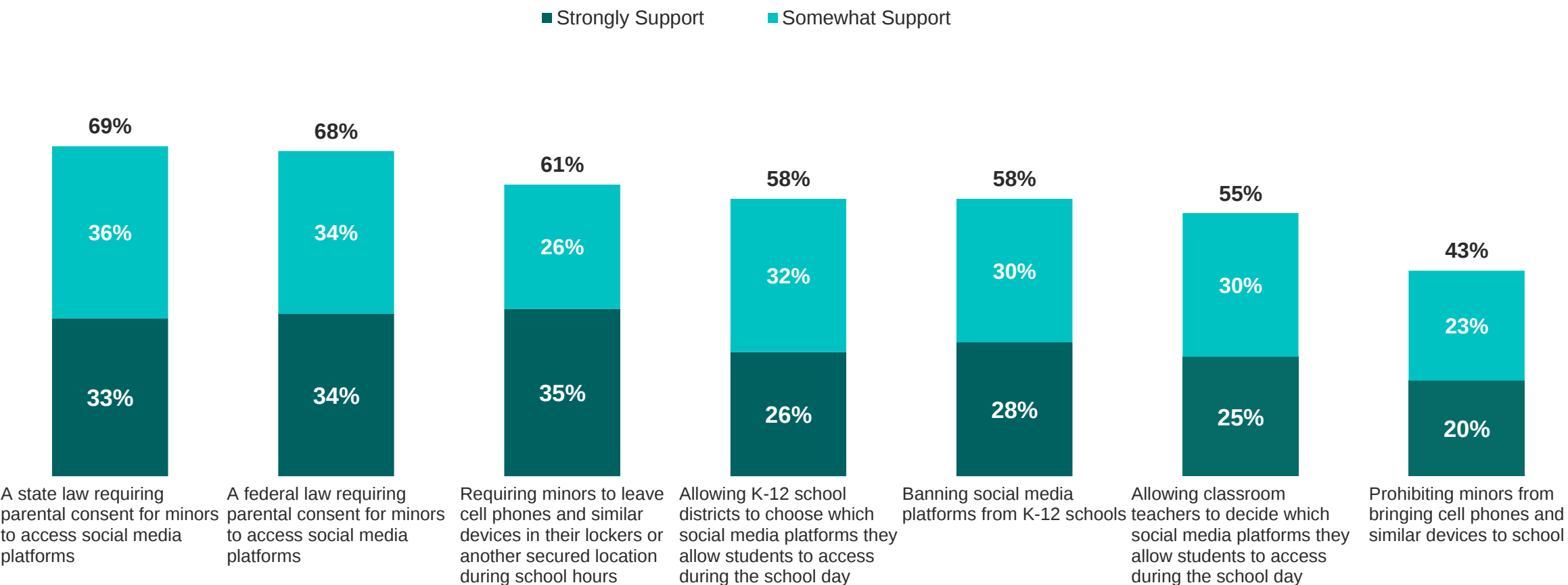


Source: Survey conducted October 12, 2023 – October 16, 2023, among U.S. adults

When it comes to policies for limiting social media use among minors, 7 in 10 parents support laws requiring parental consent for minors to access social media. About 60 percent of parents support requiring children to leave cell phones in secured locations during school hours.

How much do you support or oppose the following when it comes to social media use among minors?

School Parents



Source: Survey conducted October 12, 2023 – October 16, 2023, among U.S. adults

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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

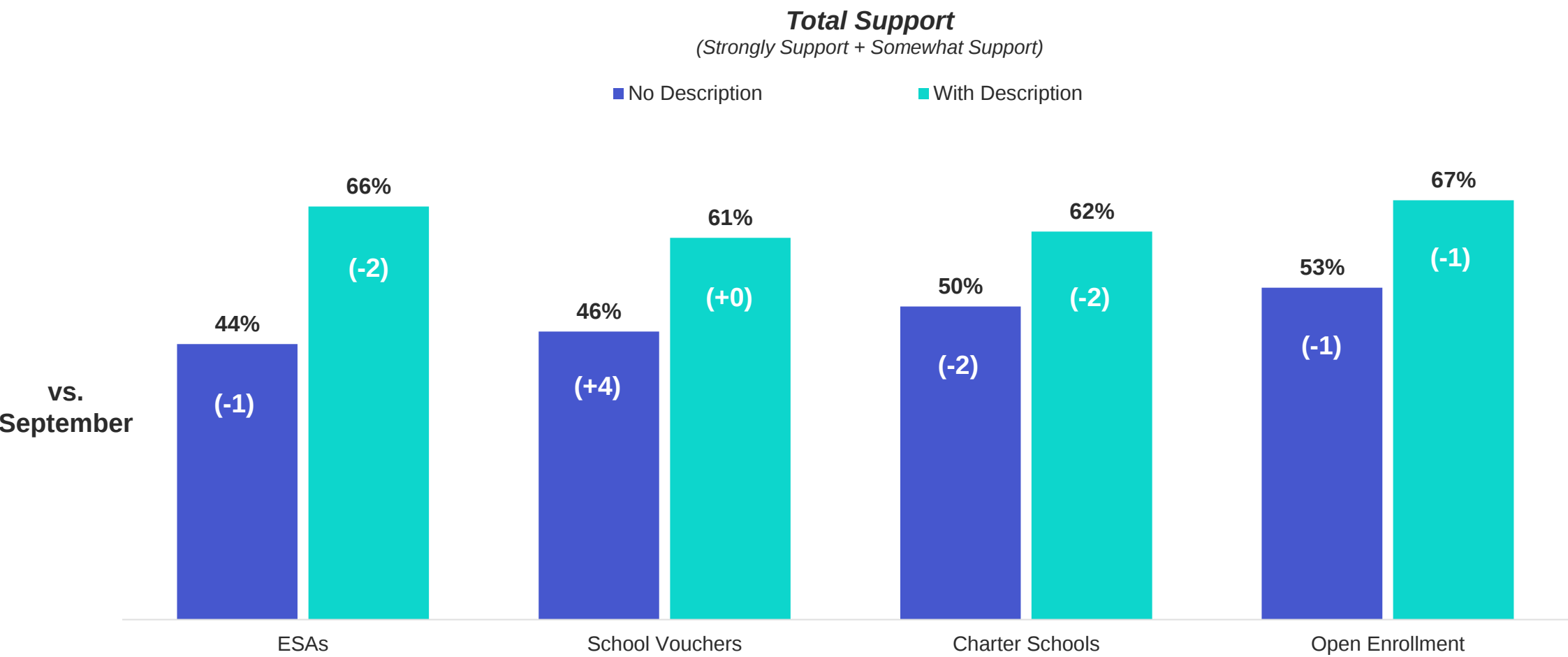
A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to 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 greater when given a brief description.

All Adults



Source: Survey conducted October 12, 2023 – October 16, 2023, among U.S. adults

In October, support for ESAs was highest among college-educated, high-income, and Democratic adults. Support was lowest among those in rural areas, low-income, and adults with less than a bachelor’s degree.

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

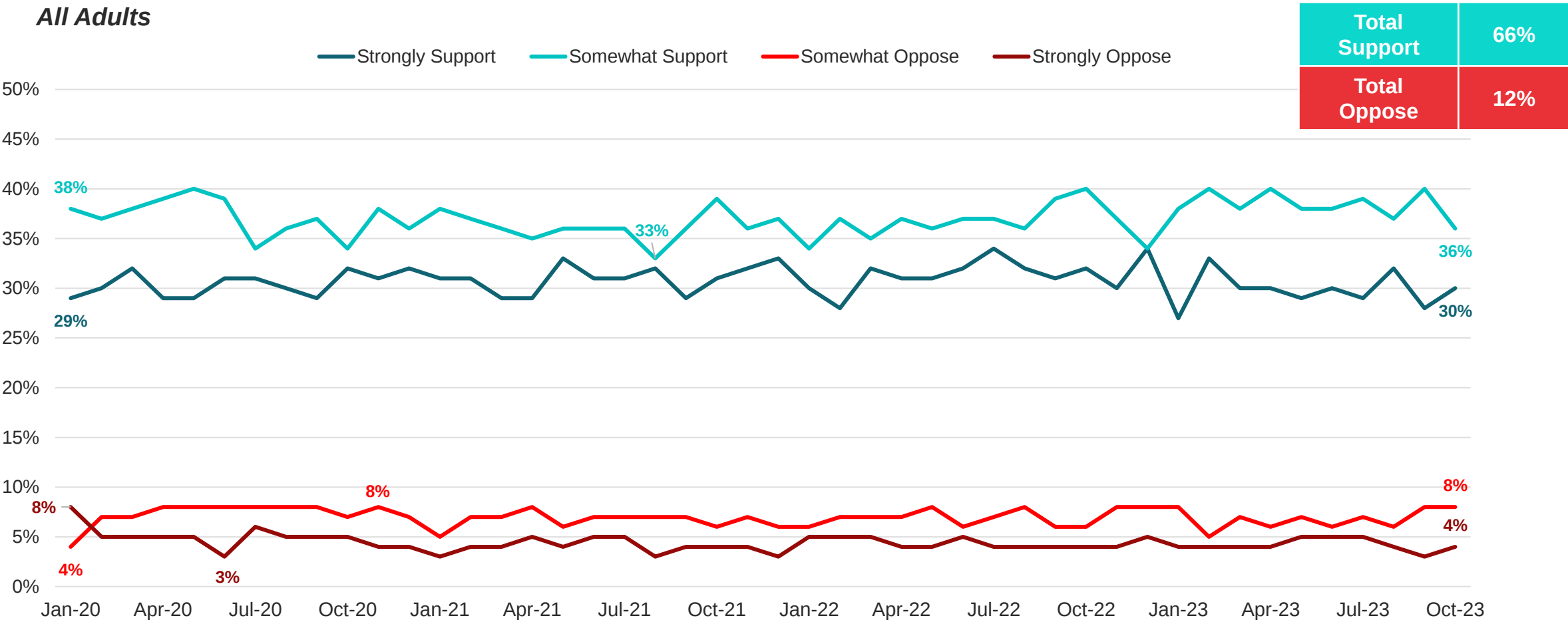
Public Support 66%	Groups most supportive		Groups least supportive	
	Education: Bachelor's +	73%	Republican	65%
	High Income \$75k+	72%	Midwest	64%
	Democrat	71%	Small Town	64%
	Northeast	71%	South	64%
	Liberal	71%	Black	63%
	School Parents	70%	Education: <College	62%
	Urban	70%	Low Income <\$35k	61%
	Suburban	68%	Rural	57%

Source: Survey conducted October 12, 2023 – October 16, 2023, among U.S. adults

Americans’ overall support of ESAs has been fairly stable since March. The public is five times as likely to support ESAs than oppose them.

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

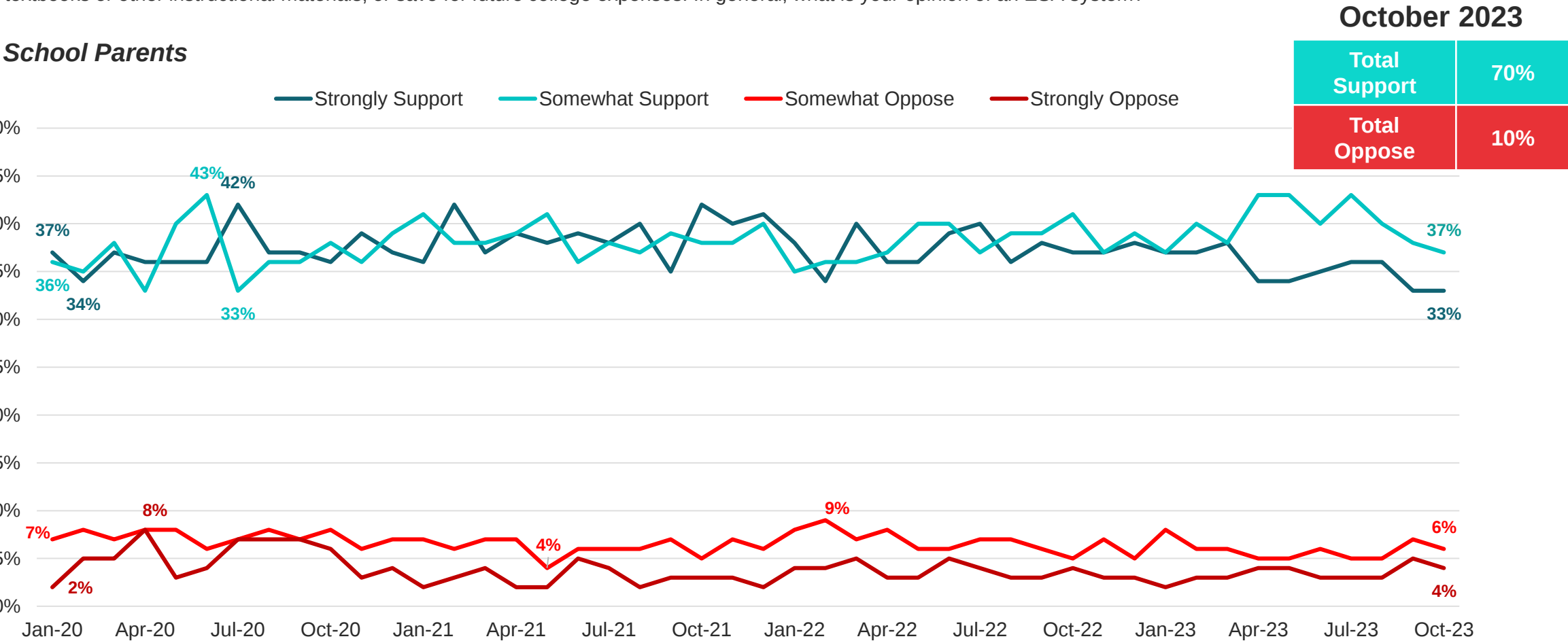


Note: Don't know/no opinion responses are not shown.

In October, school parents are seven times as likely to be strongly supportive of ESAs than strongly opposed. Total support remained stable this 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



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

Support for school vouchers was highest among conservatives, Republicans, and school parents. It was lowest among liberals and Baby Boomers.

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?

Public Support 61%

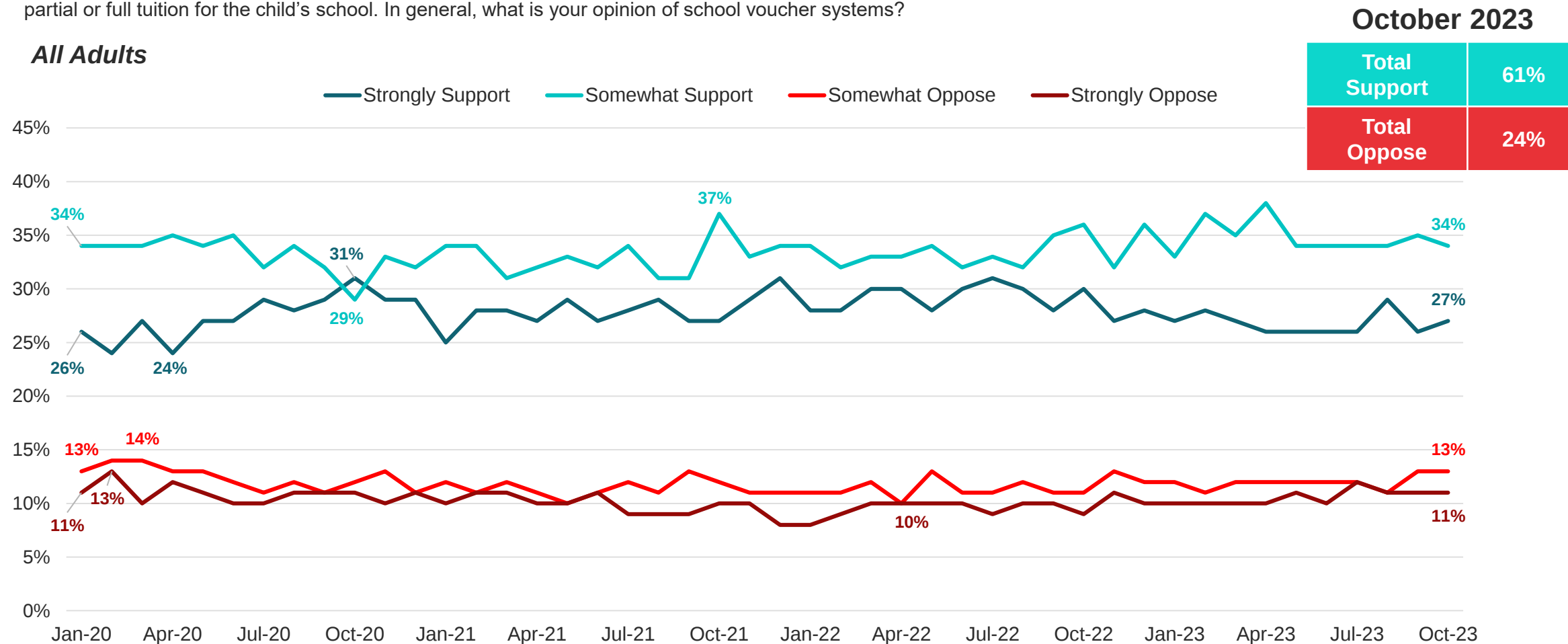
School Voucher Support, Among All Adults

Groups most supportive		Groups least supportive	
Conservative	70%	Hispanic	59%
Republican	69%	Low Income <\$35k	58%
School Parents	68%	West	58%
Urban	65%	Independent	58%
Black	64%	Rural	58%
Northeast	63%	Age 65+	57%
Gen X	63%	Baby Boomer	56%
High Income >\$75k	63%	Liberal	52%

The public's overall support for school vouchers remained steady in October. Americans are still more than twice as likely to support school vouchers than oppose.

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All Adults



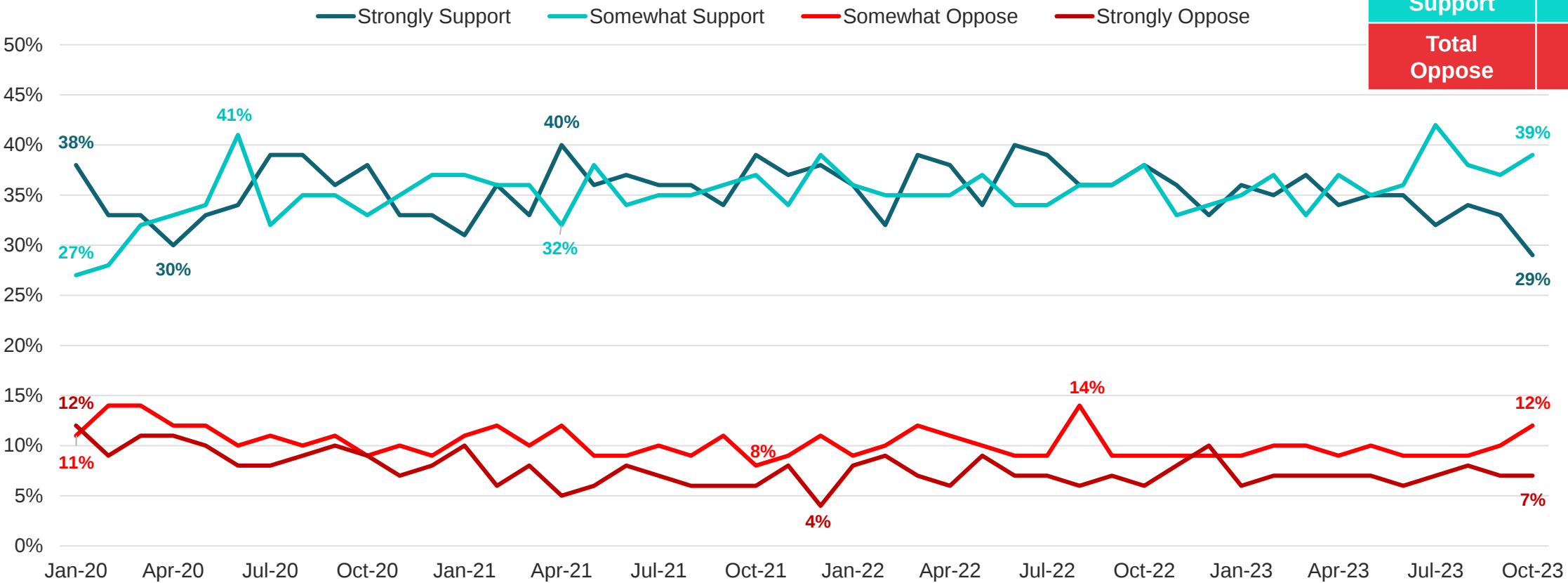
Note: Don't know/no opinion responses are not shown.

In October, support for school vouchers decreased slightly among school parents. Parents remain over three times as likely to support school vouchers than oppose them.

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?

October 2023

School Parents



Total Support	68%
Total Oppose	19%

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

Support for charter schools is greatest among conservatives, Republicans, and high-income adults. Rural, low-income, and liberal adults are least likely to support 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. In general, what is your opinion of public charter schools?

Public Support 62%

Charter School Support, Among All Adults

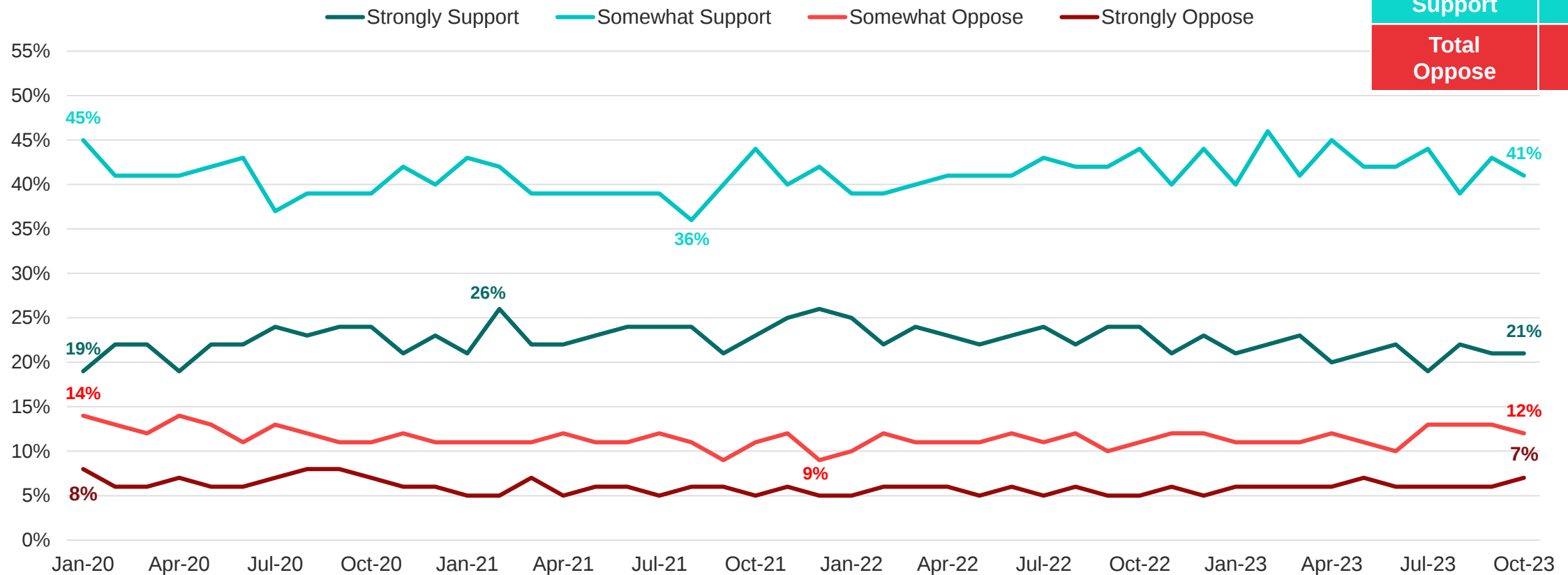
Groups most supportive		Groups least supportive	
Conservative	72%	Female	60%
Republican	71%	West	59%
High Income \$75k+	69%	Education: < College	59%
School Parents	68%	Small Town	58%
Education: Bachelors +	68%	Democrat	58%
Middle Income \$35k to \$75k	65%	Liberal	56%
Male	64%	Rural	56%
Suburban	64%	Low Income <\$35k	55%

Americans' overall support for charter schools decreased in October.

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?

October 2023

All Adults



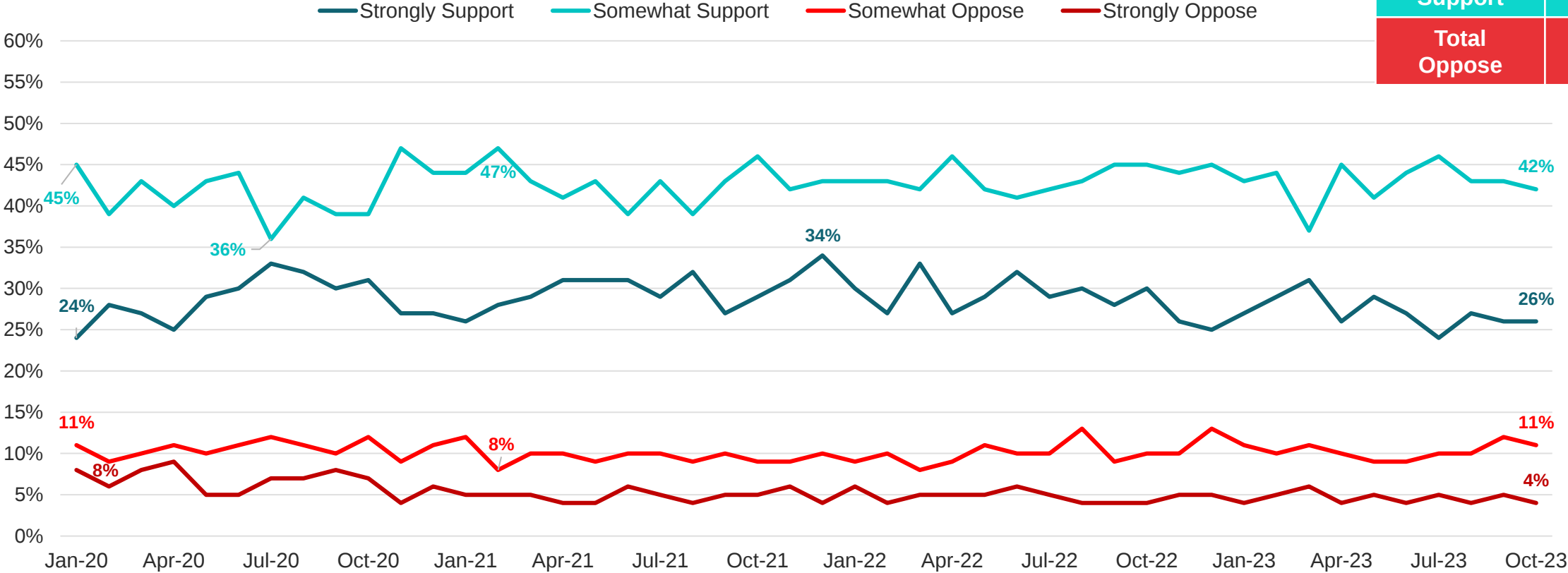
Note: Don't know/no opinion responses are not shown.

Parents' overall support for charter schools remained about the same in October. They are more than four times as likely to support charter schools rather than oppose 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?

October 2023

School Parents



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

School parents and liberal adults are most likely to support open enrollment. Baby Boomers and political independents show relatively lowest support.

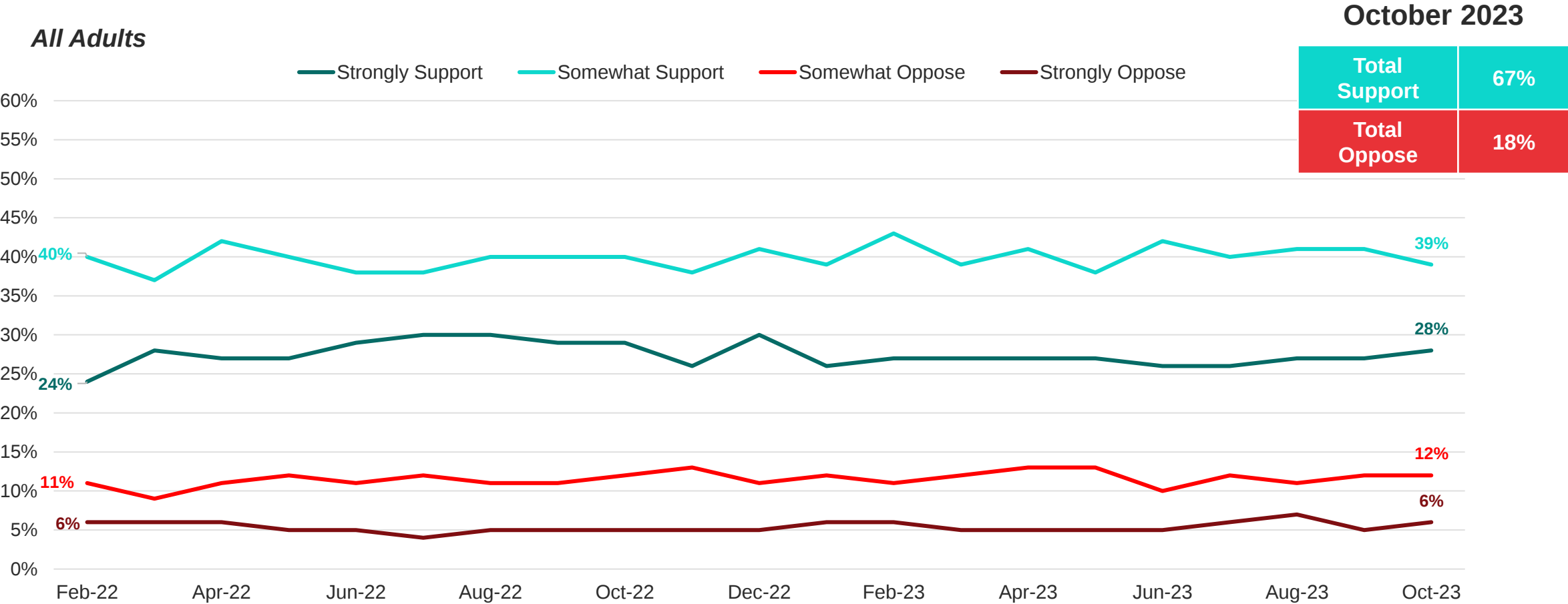
An “open enrollment” policy in K-12 education allows a student enrolled in public school to select and transfer to a public school of their choice, rather than attending a school based on where they live. A student can be allowed to transfer to a public school in another district (called “INTER-district”). 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	67%	Groups most supportive		Groups least supportive	
		School Parents	72%	Suburban	65%
		Liberal	72%	Rural	65%
		Democrat	71%	Northeast	64%
		Urban	71%	Low Income <\$35k	64%
		Education: Bachelor's +	70%	Age: 65+	63%
		Female	69%	Age: 55+	62%
		High Income >\$75k	69%	Baby Boomers	62%
		West	69%	Independent	62%

The public’s overall support for inter-district open enrollment remained roughly the same in October. Overall support is over three times as large as opposition.

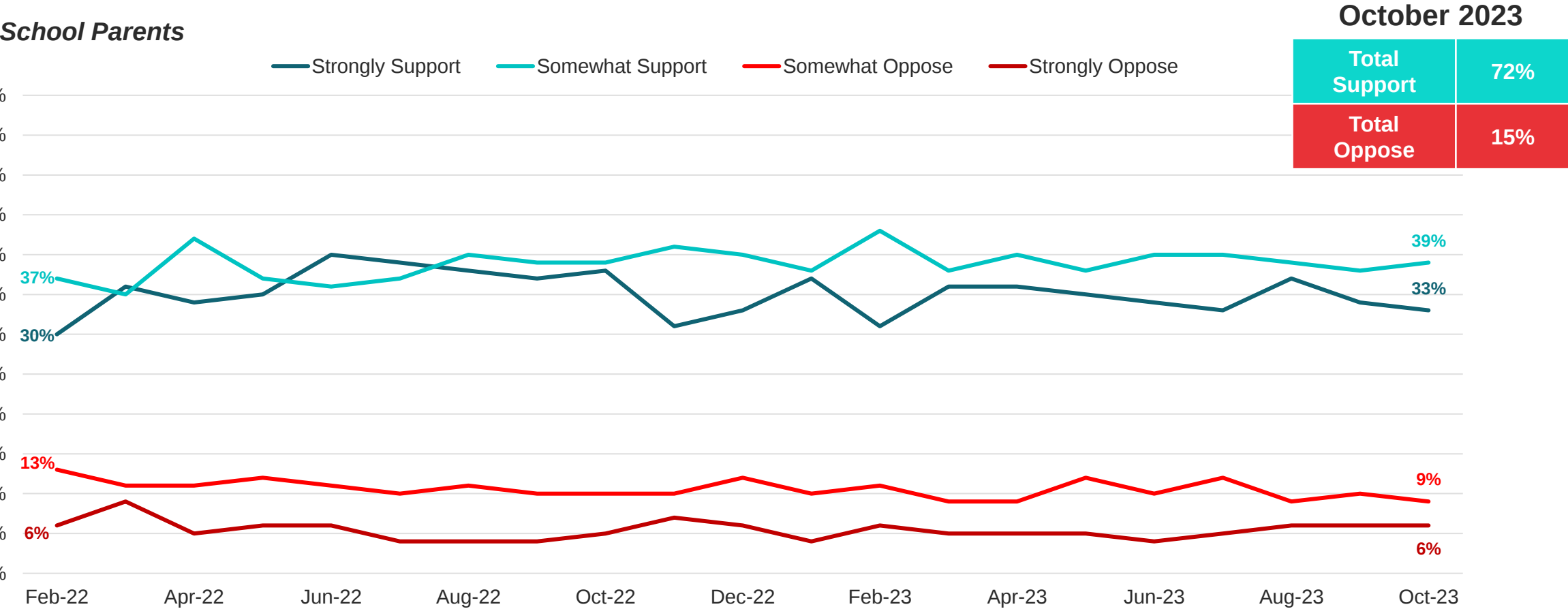
An “open enrollment” policy in K-12 education allows a student enrolled in public school to select and transfer to a public school of their choice, rather than attending a school based on where they live. A student can be allowed to transfer to a public school in another district (called “INTER-district”). 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, overall support of open enrollment stayed the same in October. Parent support is almost five times as large as the opposition.

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.

AGENDA

VIEWS ON K-12 EDUCATION

SCHOOLING AND EXPERIENCES IN K-12 EDUCATION

VIEWS ON TECHNOLOGIES, SOCIAL MEDIA

SCHOOL CHOICE POLICIES

SURVEY PROFILE AND DEMOGRAPHICS



Survey Profile, 1

Dates	October 12-16, 2023
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

Total Sample Demographics

Demographics	Unweighted (N =)
Hispanic	235
Non-Hispanic White	1,583
Black	332
Other	109
Generation Z	298
Millennial	587
Generation X	554
Boomers	731
Male	1,019
Female	1,232
< College	1,463
College +	788
Northeast	424
Midwest	486
South	963
West	378

Demographics	Unweighted (N =)
Total School Parents*	1,271
K-4 Parents*	599
5-8 Parents*	555
9-12 Parents*	530
Non-Parents	966
Liberal	614
Moderate	714
Conservative	757
Democrat	815
Independent	602
Republican	694
Urban	653
Suburban	974
Small Town	213
Rural	411
Low Income <\$35K	876
Middle Income \$35K to <\$75K	712
High Income \$75K+	663

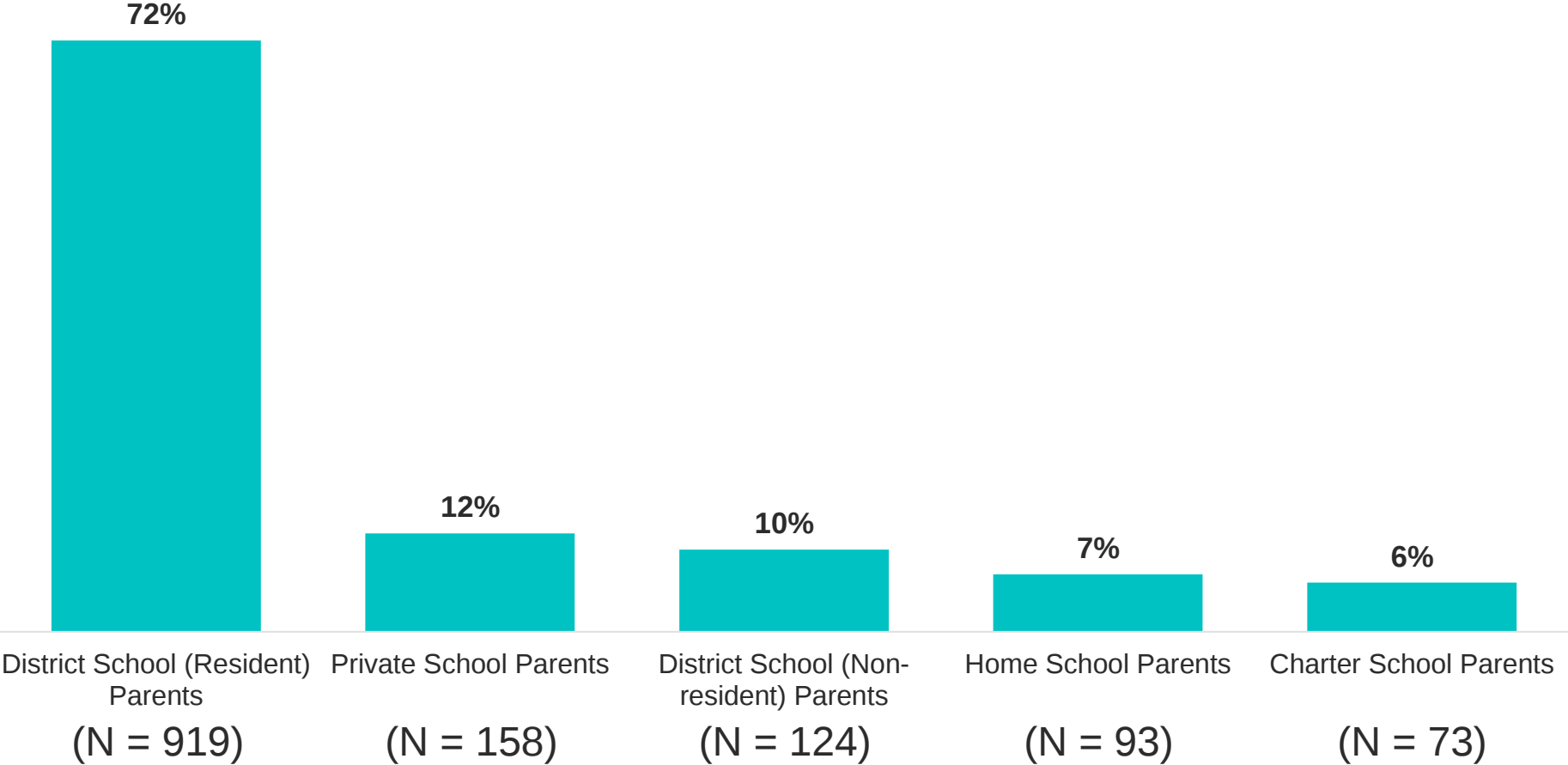
* Denotes the sample came from school parents

Survey Profile, 2

Survey Time	Gen Pop Median = 10.08 minutes Oversample Median = 13.62 minutes
Sample Size	N = 2,251 General Population N= 1,271 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)	± 2.41 percentage points (Gen Pop), ± 3.50 percentage points (Oversample)
Participation Rate	39.40% (Gen Pop), 37.44% (Oversample)
Methods Page	https://edchoice.morningconsultintelligence.com/methodology
Project Contact	Paul DiPerna, paul@edchoice.org

Demographics	Unweighted	Weighted	Target (%)
Hispanic	10%	17%	16%
White	70%	62%	78%
Non-Hispanic White	70%	n/a	n/a
Black	15%	13%	12%
Other	5%	7%	9%
Age: 18-34	26%	29%	30%
Age: 35-54	31%	31%	31%
Age: 55+	43%	40%	40%
Age: 65+	24%	22%	20%
Male	45%	49%	48%
Female	55%	51%	52%
< College	65%	65%	69%
College +	35%	35%	31%
Northeast	19%	18%	18%
Midwest	22%	21%	21%
South	43%	38%	37%
West	17%	24%	24%

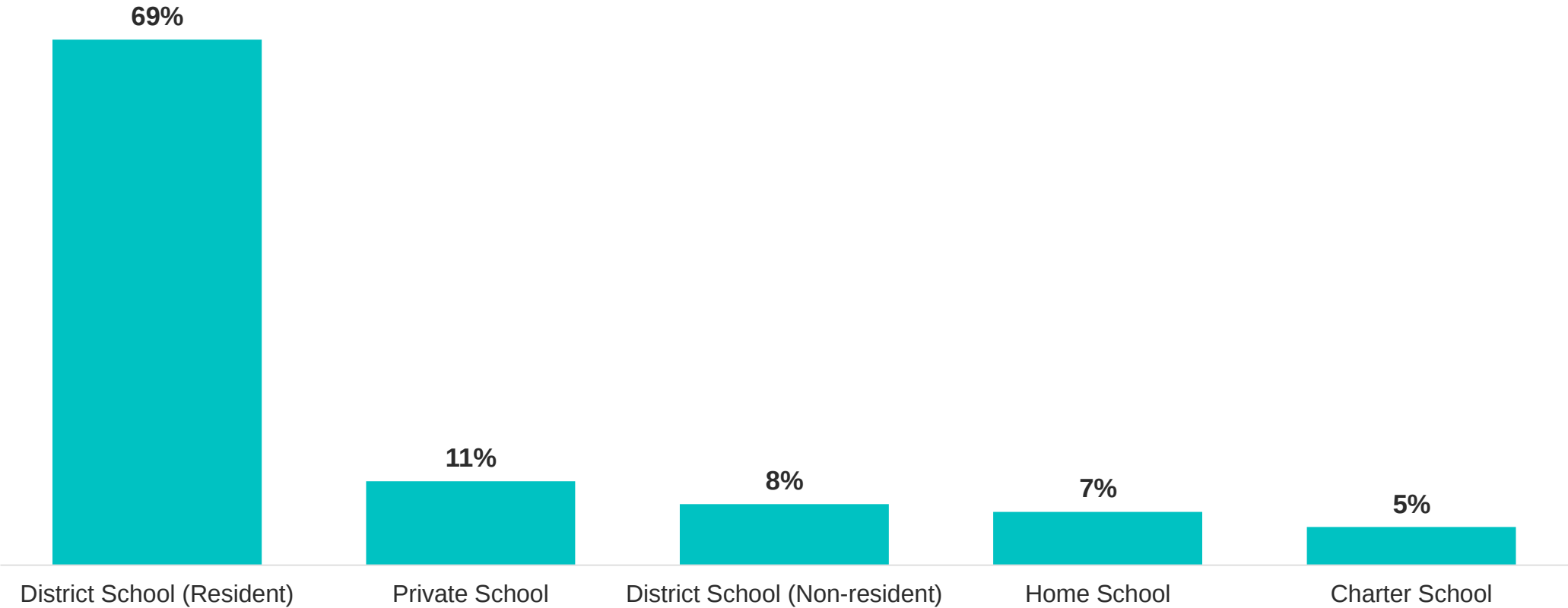
Parent groups based on estimated school type attendance for the 2023-2024 school year



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 2023-2024 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 2021 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 2023-2024 school year
Charter School Parents	Have at least one child enrolled in a charter school for the 2023-2024 school year
District/Public School Parents	Have at least one child enrolled in a district/public school for the 2023-2024 school year
Private School Parents	Have at least one child enrolled in a private school for the 2023-2024 school year
Home School Parents	Have at least one child enrolled in home school for the 2023-2024 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.



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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