

 ed CHOICE

THE PUBLIC, PARENTS, AND K-12 EDUCATION

A National Polling Report

OCTOBER 2022

KEY FINDINGS

1. School parents are much more pessimistic about how their friends' children are doing in school, compared to what they say about their own children.
2. Parents report that communication and support are the most important attributes they need from teachers and school leaders. Transparency is seen as more necessary from school leaders than teachers.
3. In October, economic issues still dominate voting priorities at the local, state, and federal levels. Education increased in priority at the local, state, and federal levels.
4. One out of three parents think their child's school is political. Republicans and Democrats are about equally likely to say their school takes a political viewpoint.
5. In October, high school parents' concerns about a violent intruder entering school increased. Roughly half of parents are concerned.
6. More than 70 percent of adults and three-fourths of school parents recall hearing/reading/seeing something about teacher shortages in the past month. More than 40 percent of the public, and half of parents, have heard about public schools losing students
7. A safe environment is now the top reason home school and private school parents have their child enrolled in a specific school type. It also ranks third among district school parents, but location is still the primary reason among that group.
8. Roughly three out of four school parents said they support their state having a student-based system of K-12 funding. Three-fifths of the public indicate support for such a policy.
9. Nearly two-thirds of school parents answered correctly whether or not their state allowed charter schools; and roughly half were correct about whether or not their state had other types of choice policies.
10. Overall support for school choice policies remains high among both school parents and the general public, respectively:
 - Education savings accounts (ESAs) – 78% / 72%
 - School vouchers – 76% / 66%
 - Charter schools – 75% / 68%
 - Open enrollment – 77% / 69%

Methodology:

This poll was conducted between October 7-9, 2022 among a sample of 2,200 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 2.44 percentage points..

AGENDA

VIEWS ON K-12 EDUCATION

VIEWS ON SCHOOLING

PODS, TUTORING, AND EXTRACURRICULARS

SCHOOL CHOICE POLICIES

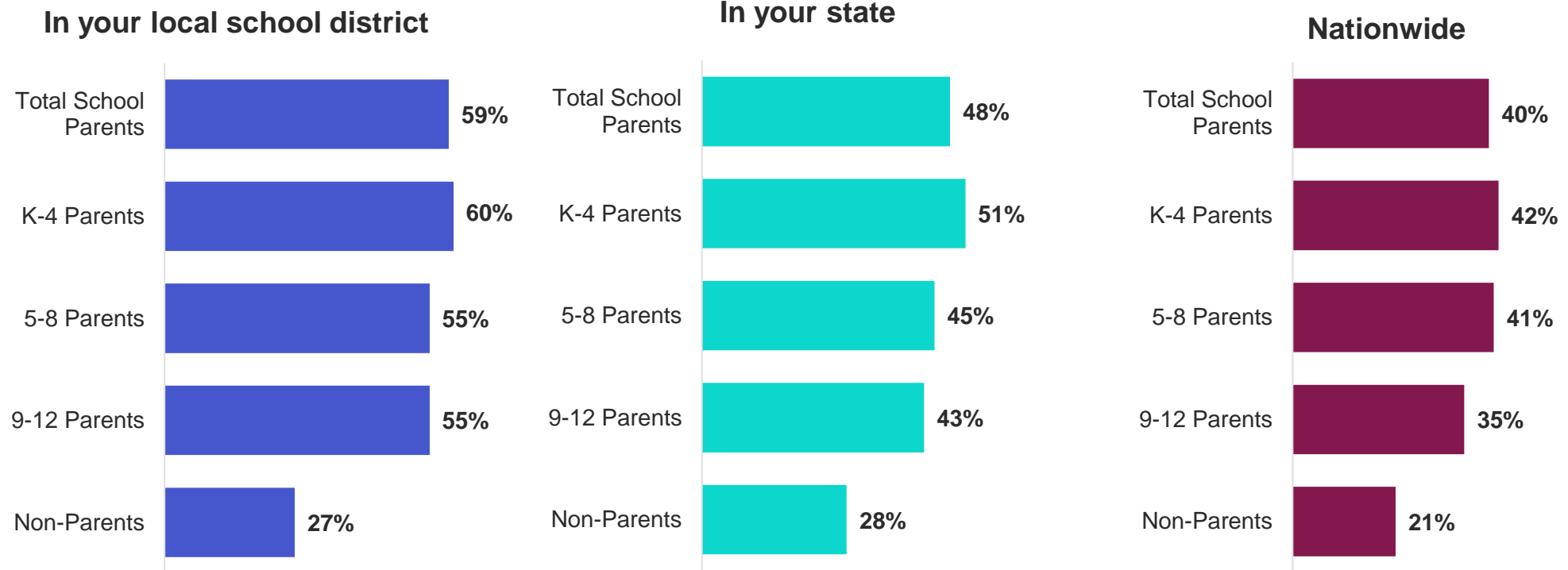
SURVEY PROFILE AND DEMOGRAPHICS



School parents are much more positive than non-parents regarding the direction of K-12 education – at the local level, parents are more than twice as likely as non-parents to say education is headed in the right direction.

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

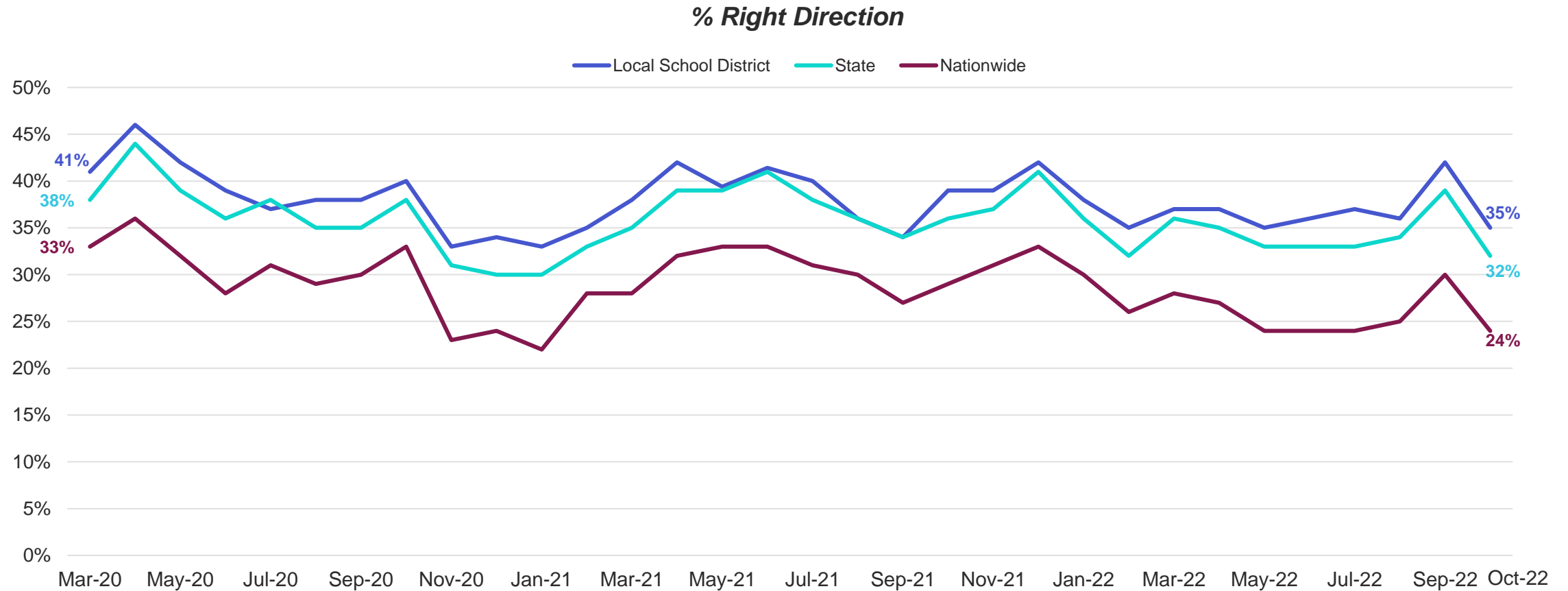
% Right Direction



In October, the public's positive views about the direction of K-12 education decreased significantly across national, state, and local levels.

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?

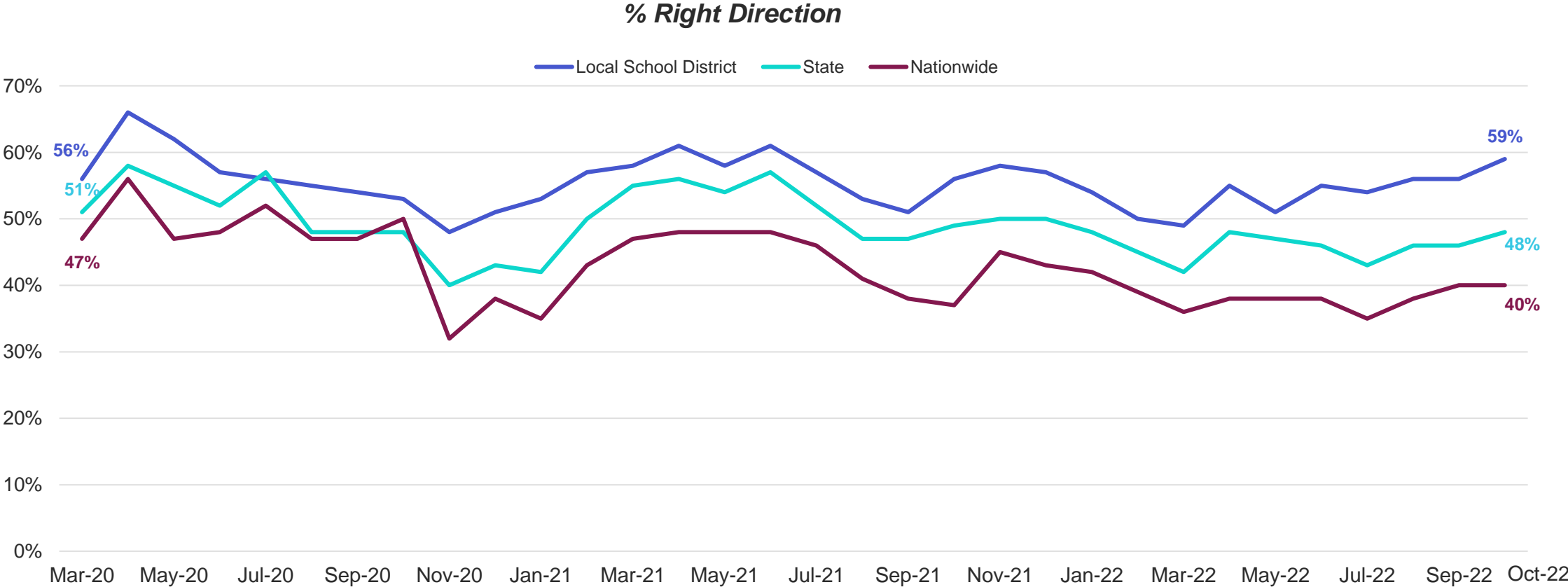
All Adults



School parents' perceptions of K-12 education remained steady in October. Parents continue to be more positive about school at the local level.

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. At the high school level, they prioritize skills for future employment along with core academic subjects.








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 **45%**

-  Core academic subjects (58%)
-  Socialization (50%)
-  How to be good citizens (48%)
-  Become independent thinkers (48%)
-  Skills for future employment (45%)
-  Values, moral character, religious virtues (39%)
-  To fix social problems (24%)

Grades 9-12

Average % selected Extremely Important **46%**

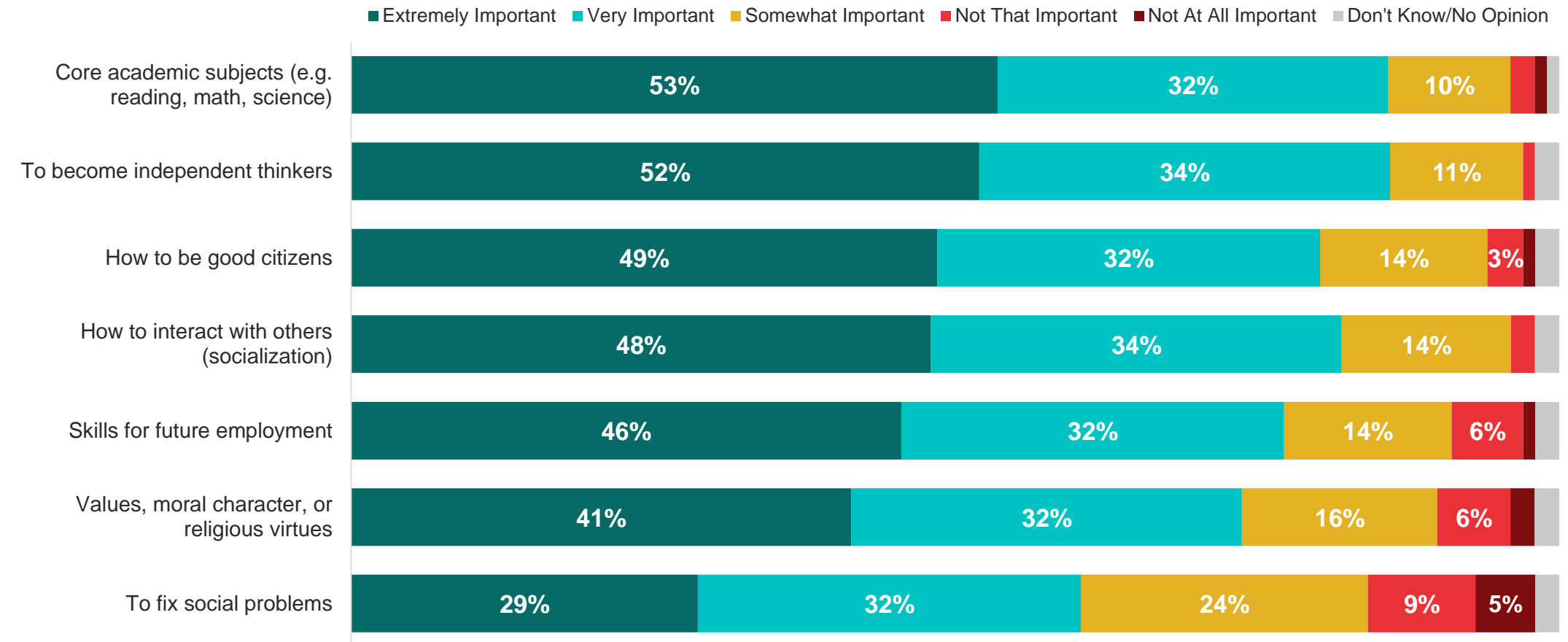
-  Skills for future employment (58%)
-  Core academic subjects (57%)
-  Become independent thinkers (50%)
-  How to be good citizens (49%)
-  Socialization (44%)
-  Values, moral character, religious virtues (39%)
-  To fix social problems (26%)

Source: Survey conducted October 7, 2022 – October 9, 2022, among U.S. adults

School parents are most likely to say core academic subjects are an extremely important purpose of K-8 education. They view fixing social problems as much less important.

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...

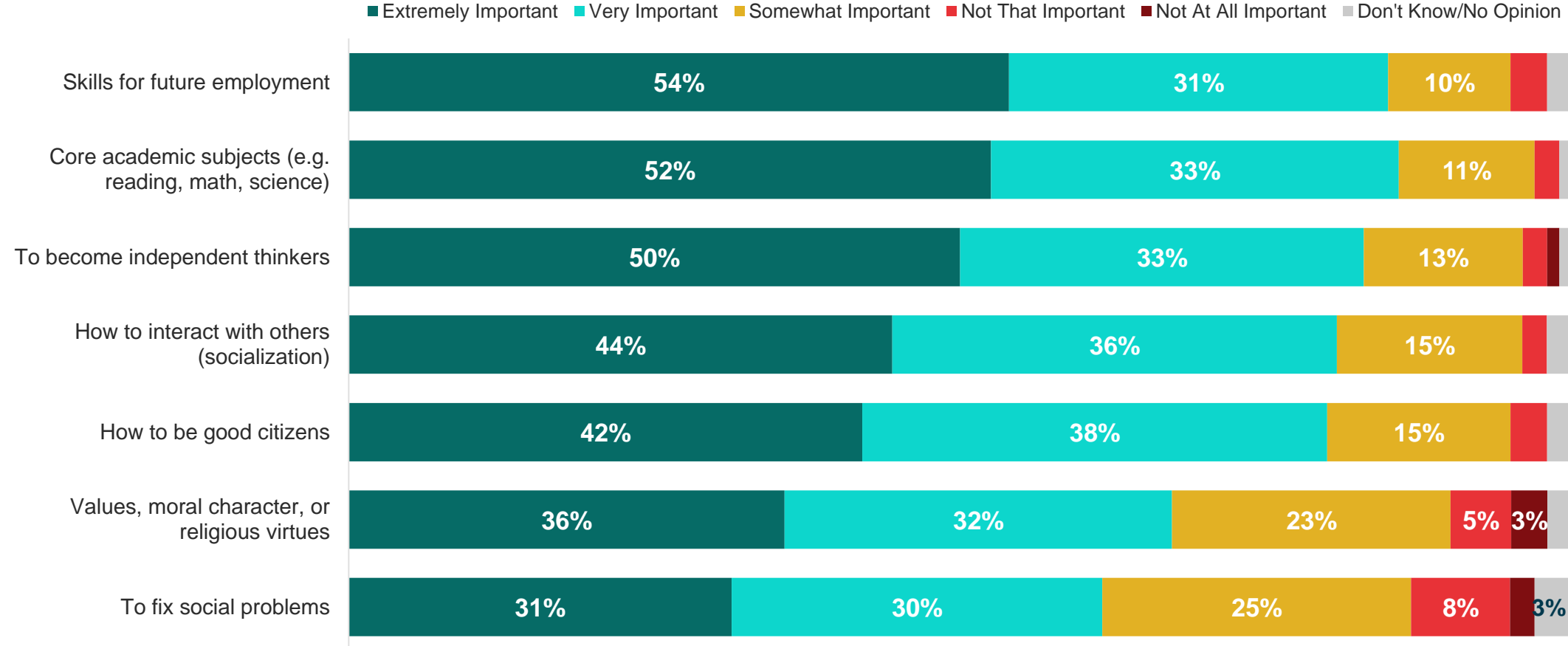
School Parents



School parents are most likely to say that high school should focus on skills for future employment. Like K-8 education, they view fixing social problems as the least important for high school.

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



Source: Survey conducted October 7, 2022 – October 9, 2022, among U.S. adults

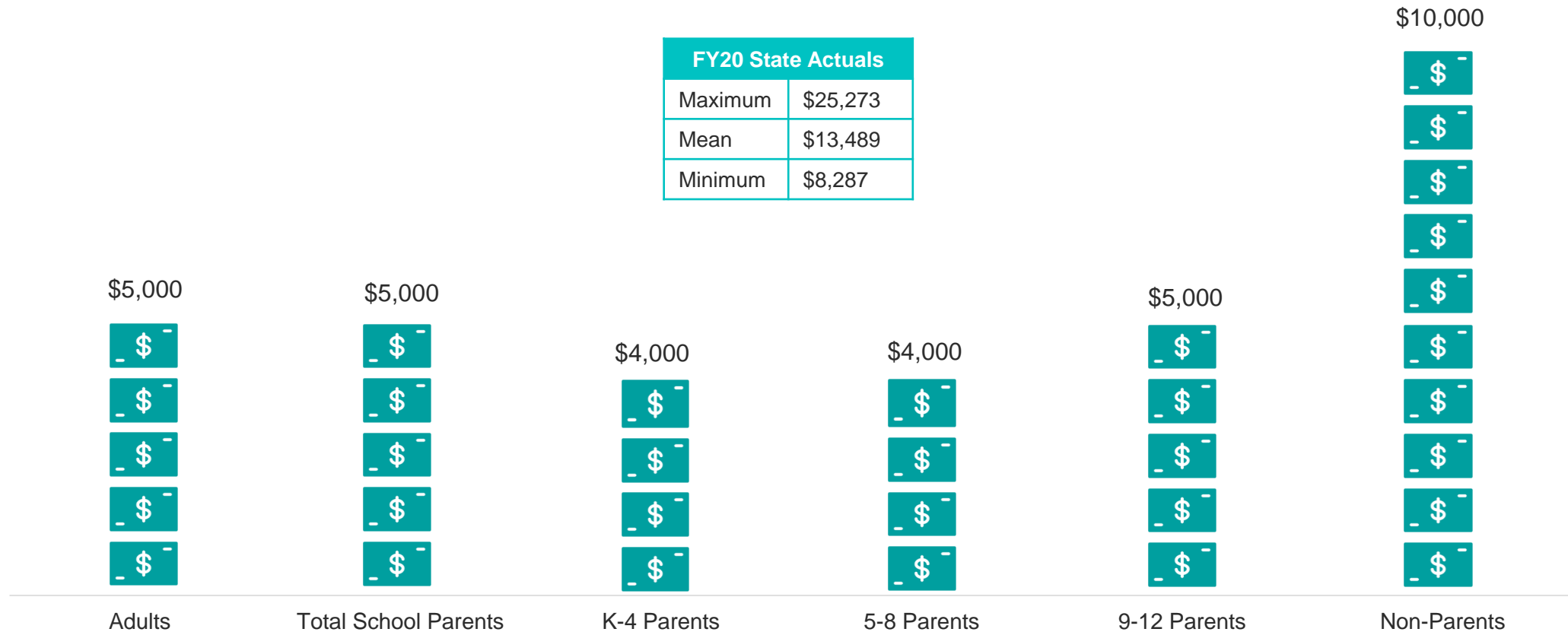
The public and school parents greatly underestimate per-student spending in public schools.

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

 = \$1,000

Median Estimate

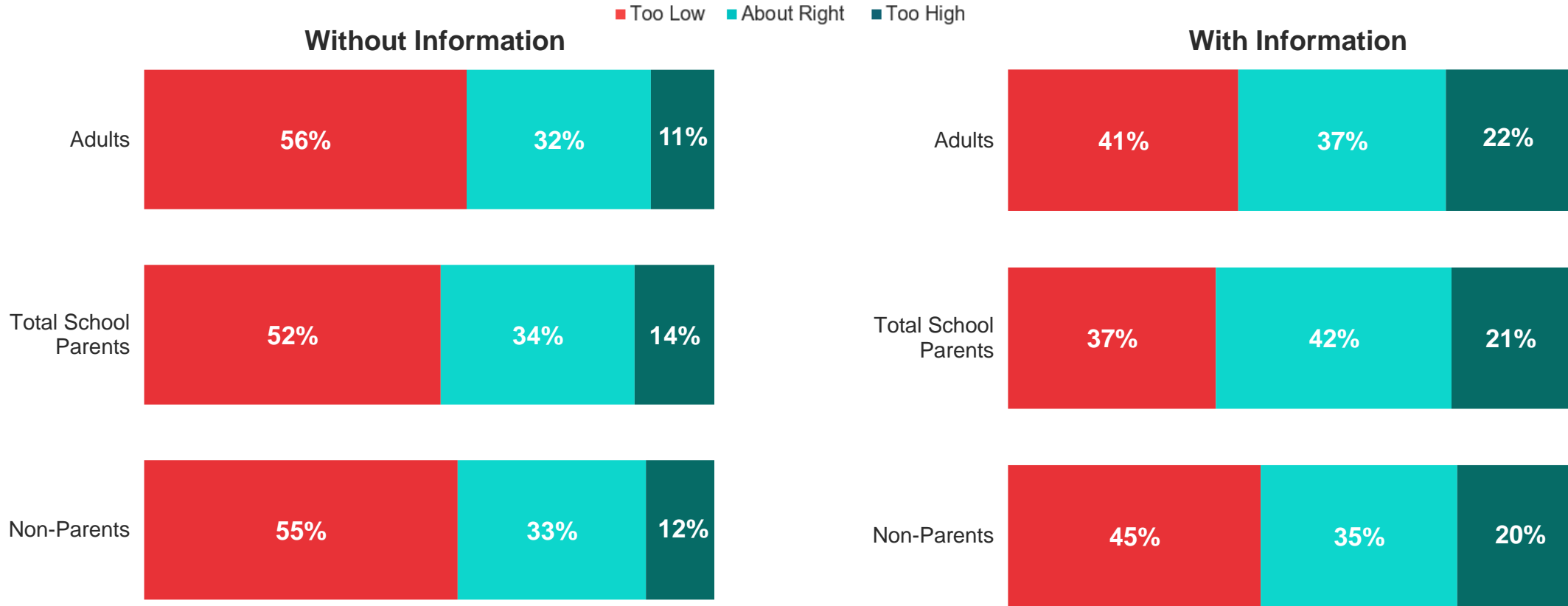
FY20 State Actuals	
Maximum	\$25,273
Mean	\$13,489
Minimum	\$8,287



Americans are much less likely (-15 points) to say their state’s per-student spending is “too low” when given a publicly 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:

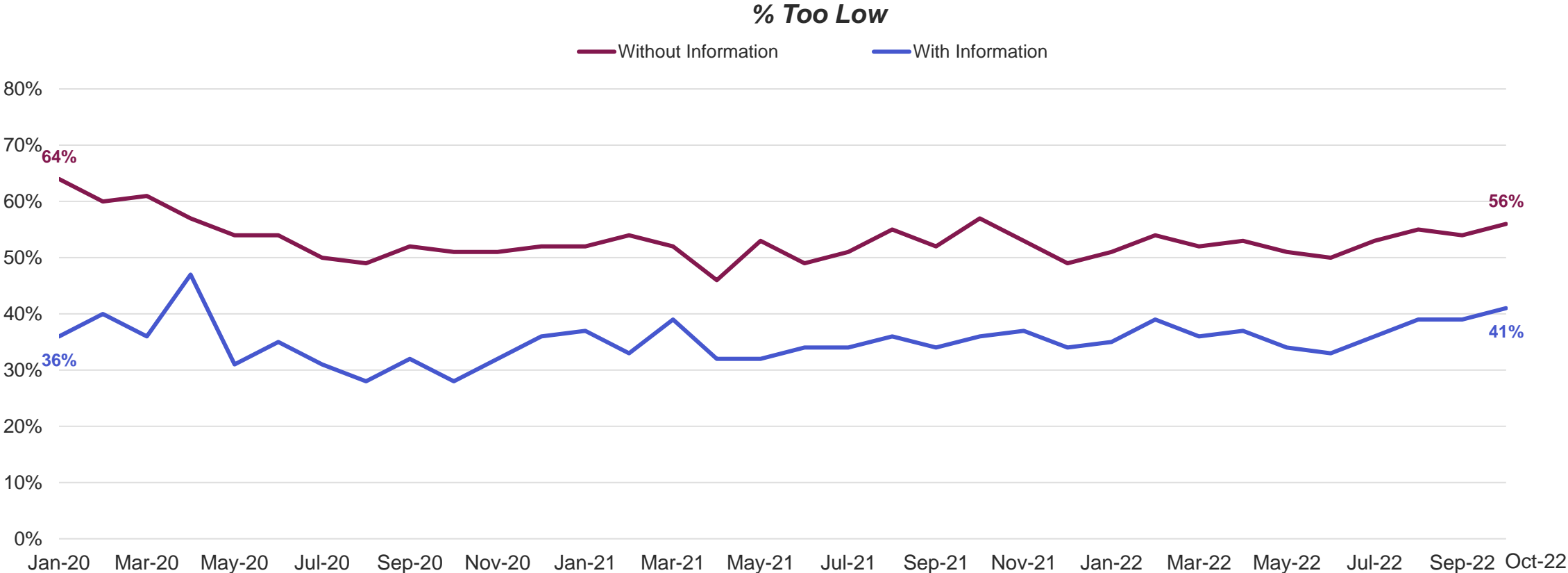


FY19 State Actuals Source: National Center for Education Statistics
 Source: Survey conducted October 7, 2022 – October 9, 2022, among U.S. adults

The proportion of Americans who believe school funding is too low remained steady in October, regardless of whether the respondent saw the 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:

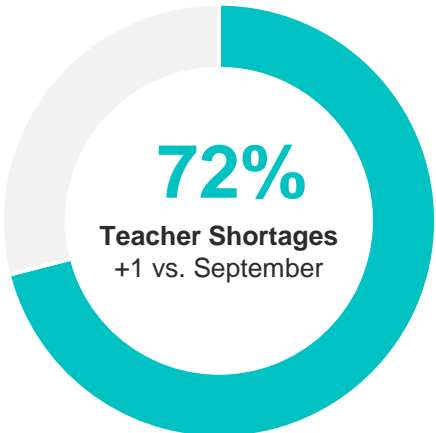
All Adults



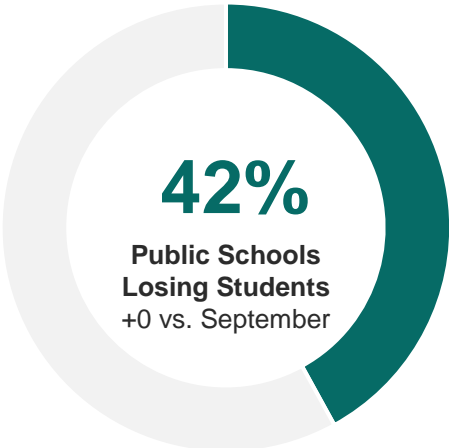
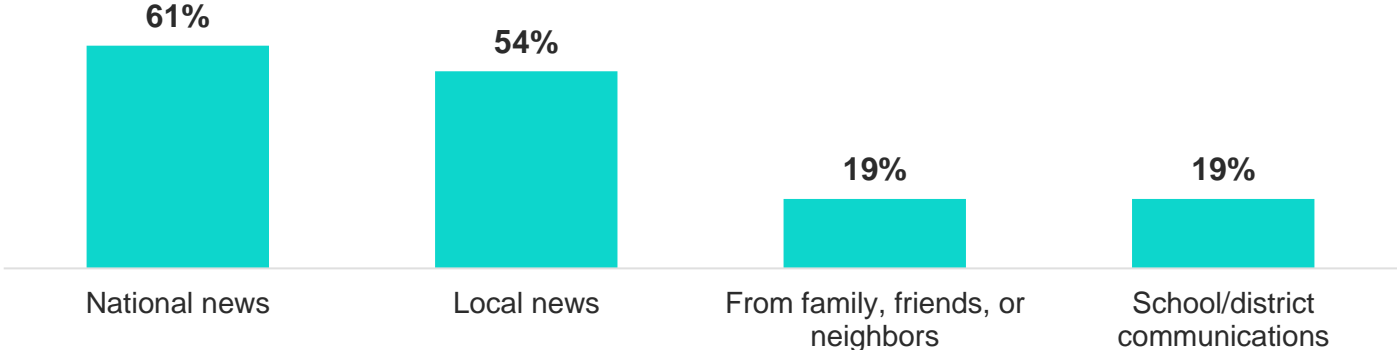
Over seven in ten adults recall something about teacher shortages. Over four in ten recall public schools losing students. News media appear to drive this information – rather than friends, family, or schools.

In the last month, have you seen, heard, or read anything about the following?

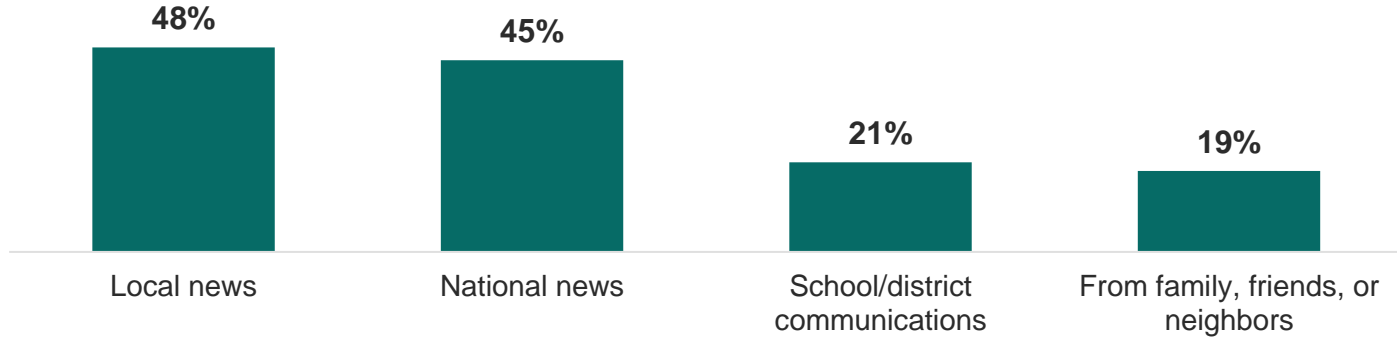
All Adults



*among those
seen, heard, or read
something from...*



*among those
seen, heard, or read
something from...*

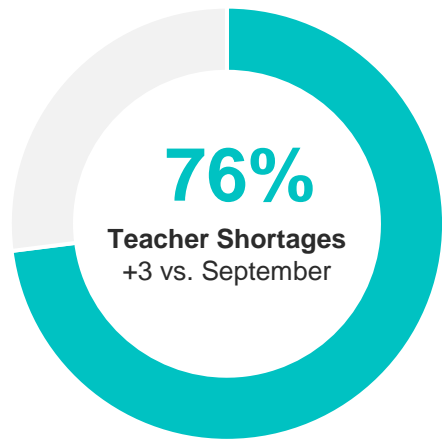


Source: Survey conducted October 7, 2022 – October 9, 2022, among U.S. adults

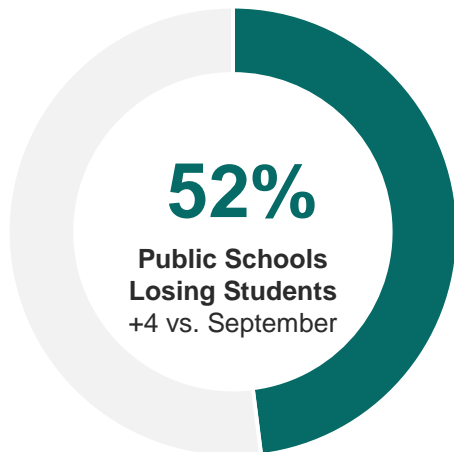
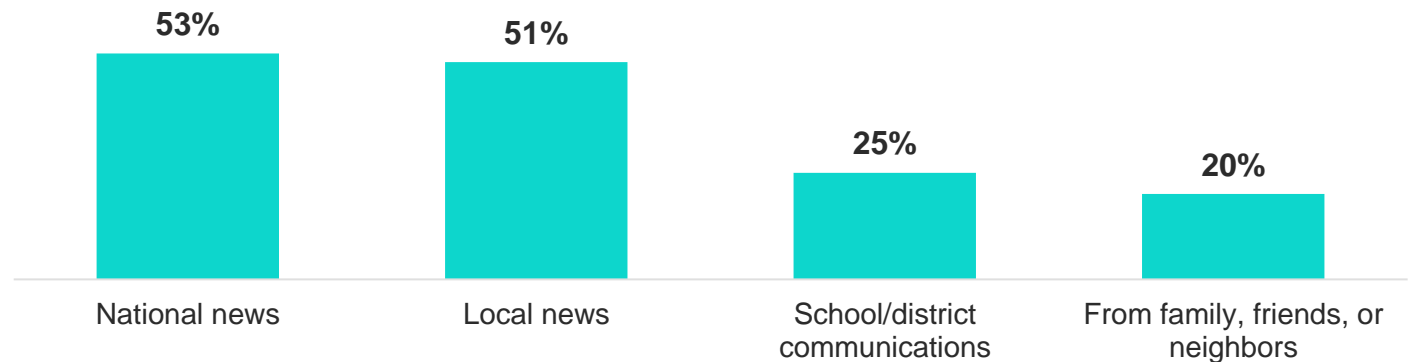
In October, more school parents reported hearing about public schools losing students. National and local news remain the top sources of information about these topics.

In the last month, have you seen, heard, or read anything about the following?

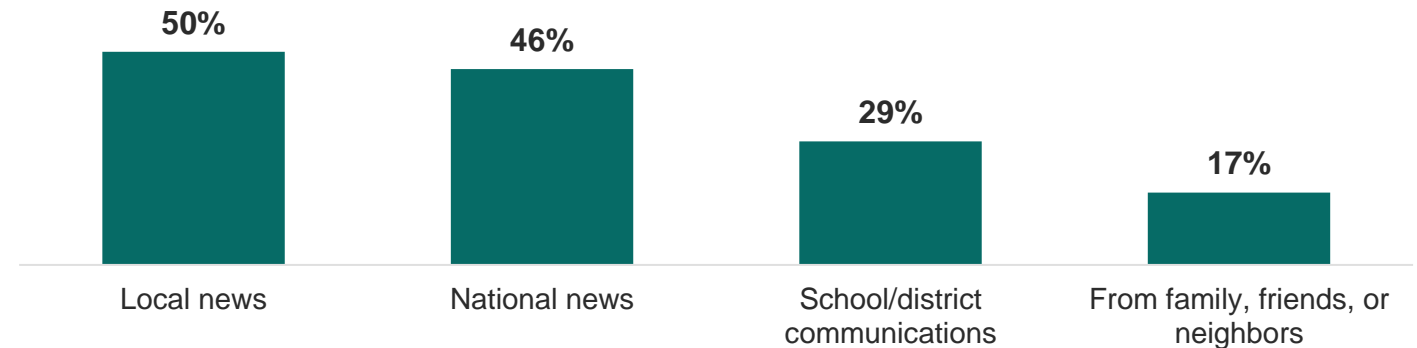
School Parents



*among those
seen, heard, or read
something from...*



*among those
seen, heard, or read
something from...*

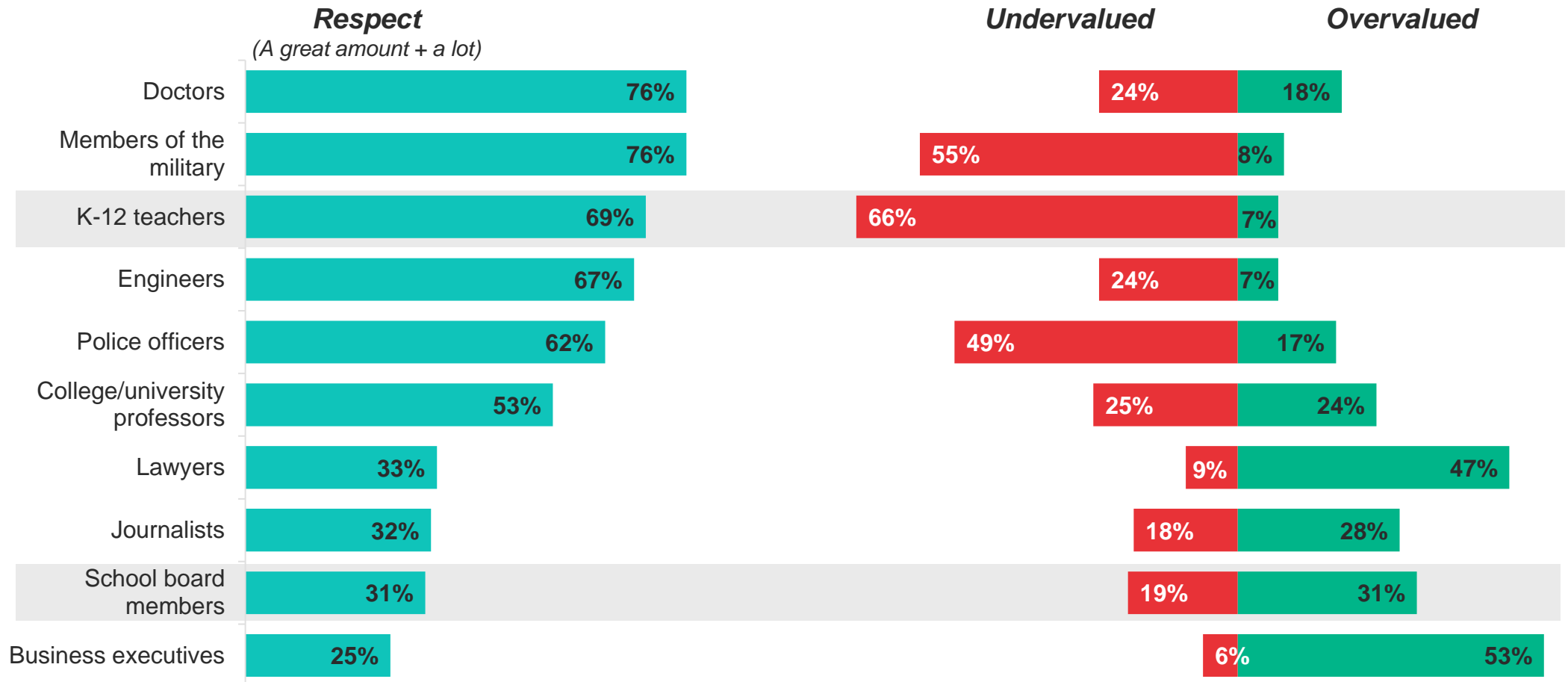


Over two-thirds of Americans say they respect K-12 teachers. At the same time, nearly two-thirds also feel teachers are undervalued. Respect for school board members is less than half of that for K-12 teachers. Three in ten adults feel school board members are overvalued.

How much do you respect the following professions?

Do you think the following professions are overvalued, undervalued, or appropriately valued?

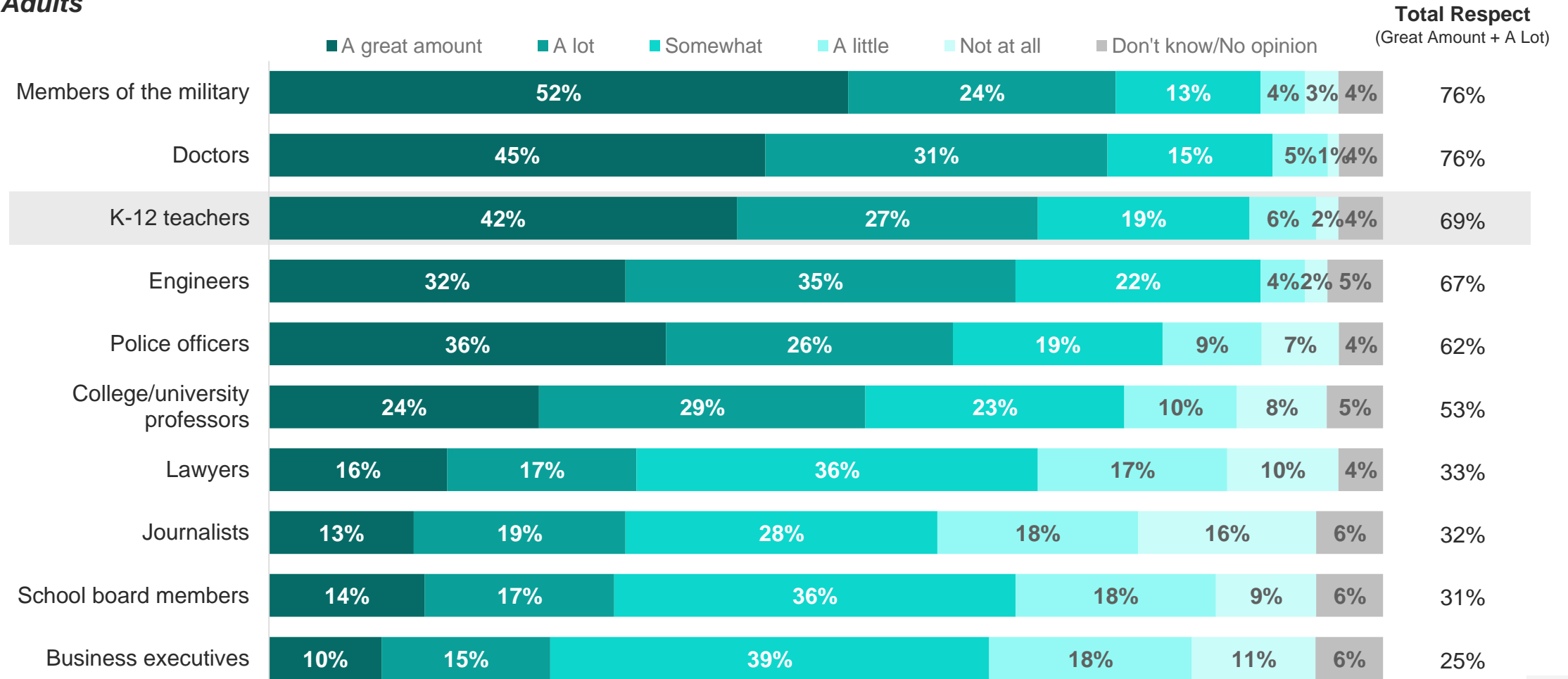
All Adults



Overall respect for K-12 teachers is similar to that for engineers, and above that for business executives, journalists, and other professions.

How much do you respect the following professions?

All Adults

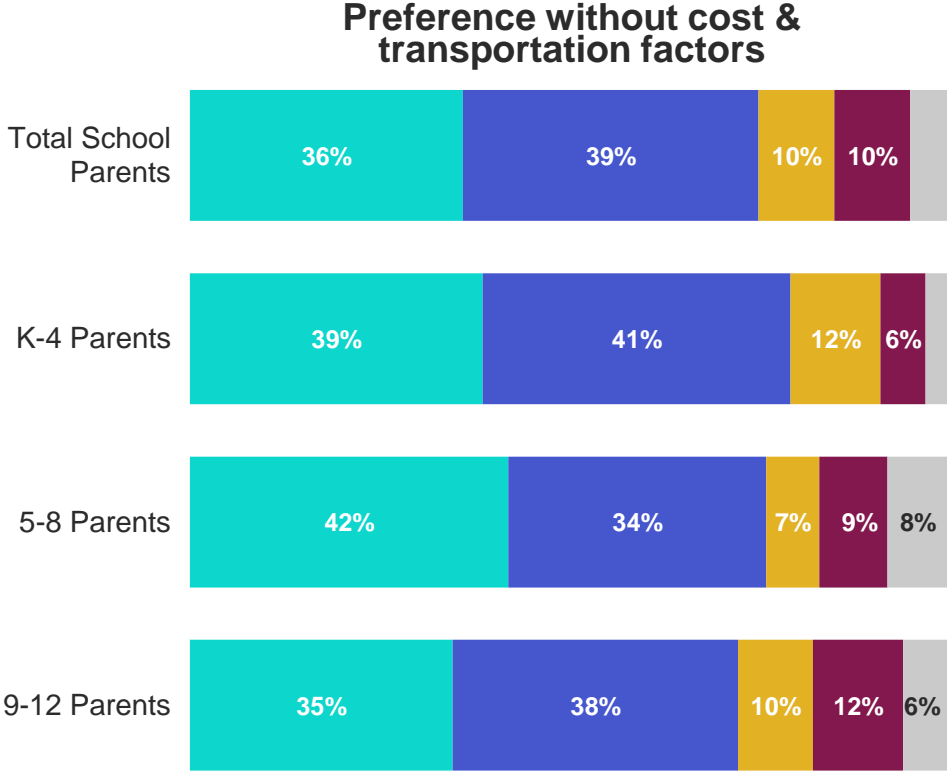
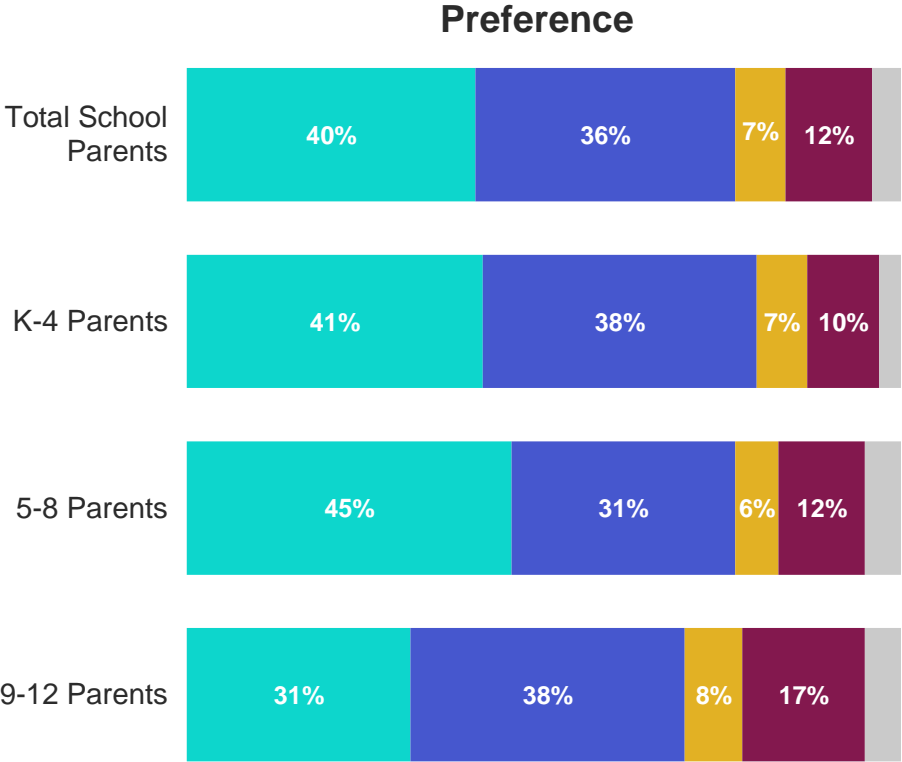


Parents prefer public district schools and private schools about the same regardless of whether costs or transportation are factors for consideration.

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

If given the option, and neither financial costs nor transportation were factors, what type of school would you select in order to obtain the best education for your child?

■ Private School ■ Regular Public School ■ Home School ■ Charter School ■ Don't Know/No Opinion



Source: Survey conducted October 7, 2022 – October 9, 2022, among U.S. adults

In October, economic issues still dominate voting priorities at the local, state, and federal levels. Education increased in priority at the local, state, and federal levels.

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/state offices/local offices?

All Adults

% Selected

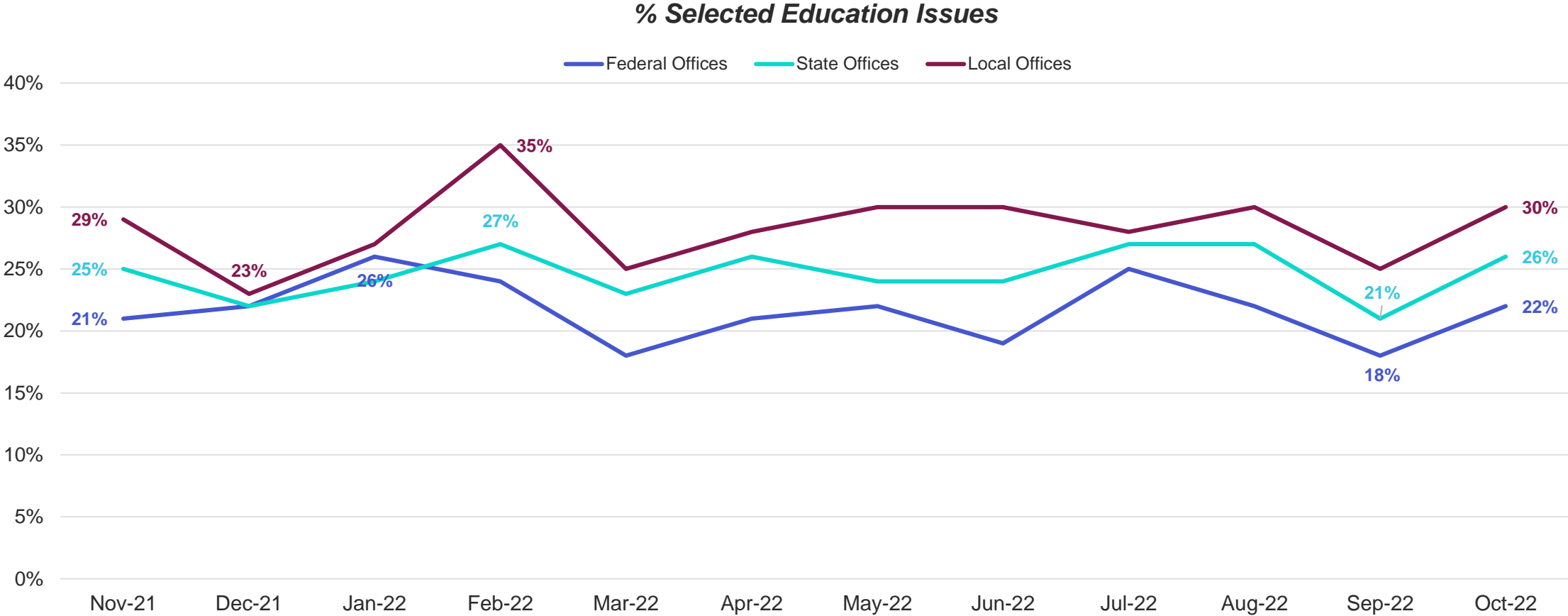
	LOCAL OFFICES	vs. September	STATE OFFICES	vs. September	FEDERAL OFFICES	vs. September
Economic Issues	57%	+4	61%	+4	57%	+5
Education Issues	30%	+5	26%	+5	22%	+4
Security Issues	28%	+3	28%	+7	24%	-2
Health Care Issues	27%	+0	32%	+5	30%	+5
Senior's Issues	26%	+3	25%	+3	24%	-1
Women's Issues	26%	-3	29%	-1	29%	+3
Energy Issues	23%	+4	25%	+4	23%	-2

Note: Participants were only randomly asked about one of three offices
Source: Survey conducted October 7, 2022 – October 9, 2022, among U.S. adults

In October, Americans were more likely to prioritize education issues at the local, state, and federal levels.

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/state offices/local offices?

All Adults



In October, education issues were viewed with greater priority, especially among those living in a small town, private school parents, and those in the Northeast.

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/state offices/local offices?

School Parents

% Selected Education Issues

% Most Frequently Selected

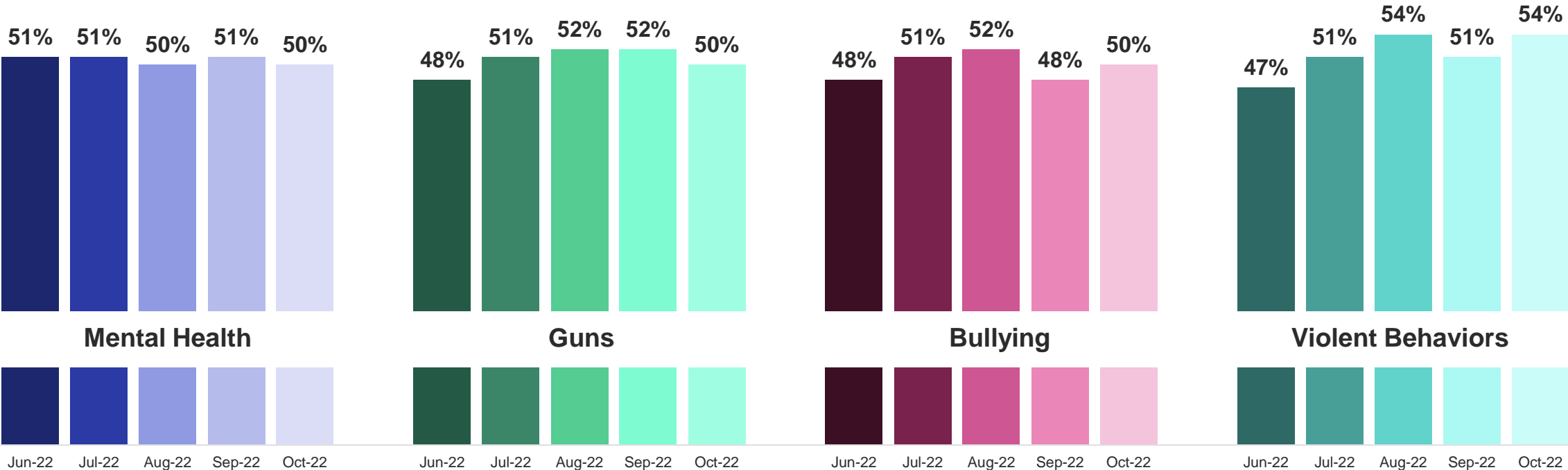
	vs. September			vs. September			vs. September	
Small Town	46%	+18	Non-Hispanic White	34%	+7	Educ: < College	32%	+3
Hispanic	39%	+9	Urban	34%	+6	Democrat	32%	+3
High Income: \$75K+	38%	+9	District School Parent	34%	+4	Home School Parent	32%	+2
Independent	38%	+6	Suburban	34%	+3	Special Education Parents	32%	+0
Educ: Bachelors or Postgrad	37%	+8	Private School Parent	33%	+13	Low Income < \$35K	31%	+2
Midwest	36%	+6	Middle Income: \$35K-\$75K	33%	+5	Rural	28%	+2
West	36%	+3	Northeast	32%	+10	Black	27%	-1
			Republican	32%	+6			
			South	32%	+4			

In October, about half of parents felt their schools were doing extremely or very well at addressing mental health, guns, bullying, and violent behaviors at their children's schools.

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

School Parents

Most Positive
(Extremely + Very Well)

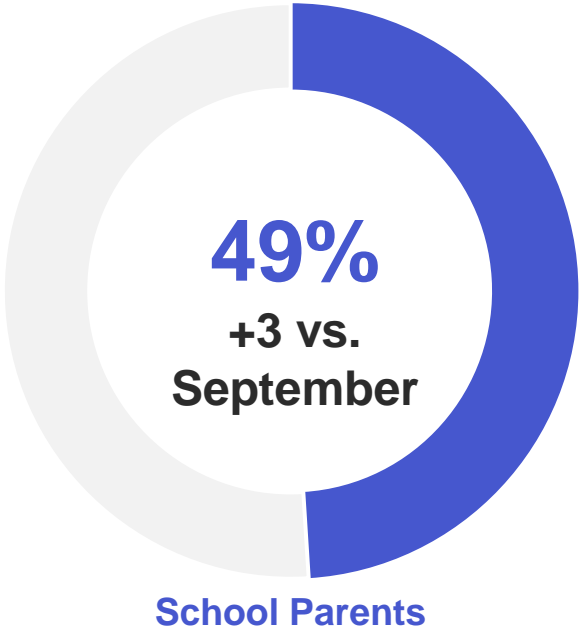


Source: Survey conducted October 7, 2022 – October 9, 2022, among U.S. adults
 Note: Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.

In October, high school parents' concerns about a violent intruder entering school increased. Roughly half of parents are concerned.

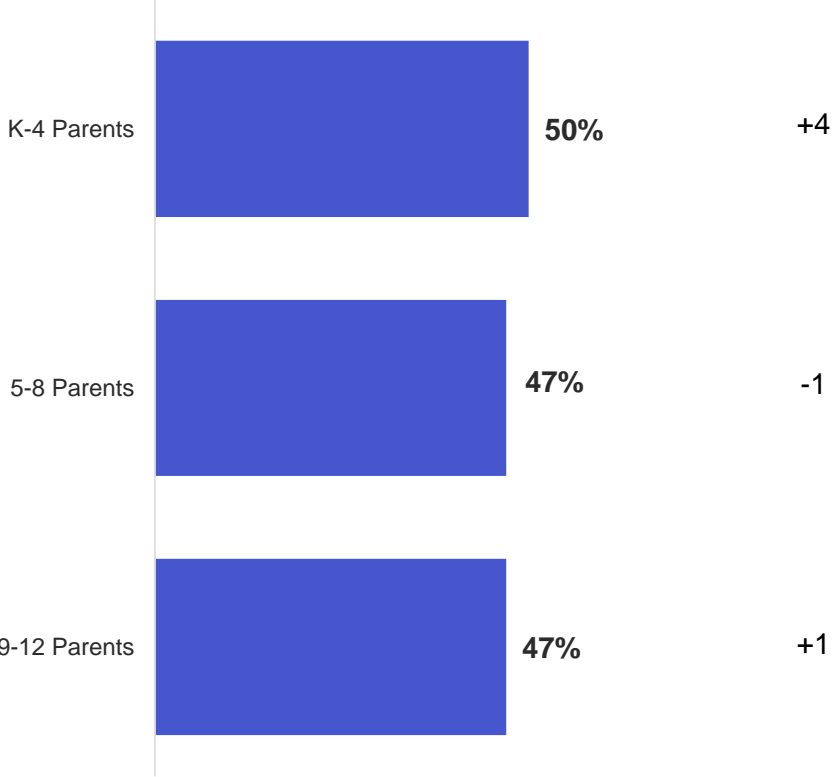
How concerned are you about a violent intruder, like a mass shooter, entering your child's/children's school?

School Parents



Total Concern (Extremely + Very Concerned)

vs. September



Source: Survey conducted October 7, 2022 – October 9, 2022, among U.S. adults

AGENDA

VIEWS ON K-12 EDUCATION

VIEWS ON SCHOOLING

PODS, TUTORING, AND EXTRACURRICULARS

SCHOOL CHOICE POLICIES

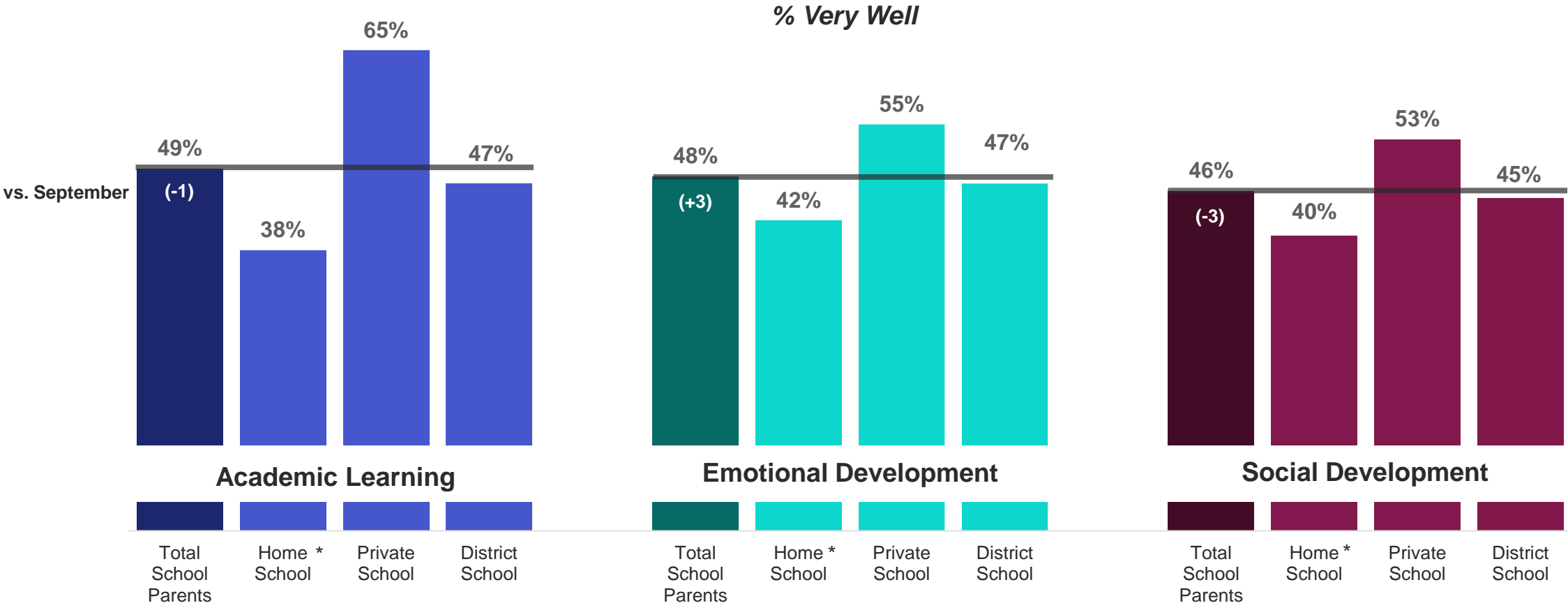
SURVEY PROFILE AND DEMOGRAPHICS



Private school parents are much more likely than other parents to say their child is doing very well academically this year. Just less than half of school parents believe their child is doing well academically, emotionally, and socially.

How do you feel your child/children is/are progressing on the following this school year?

School Parents



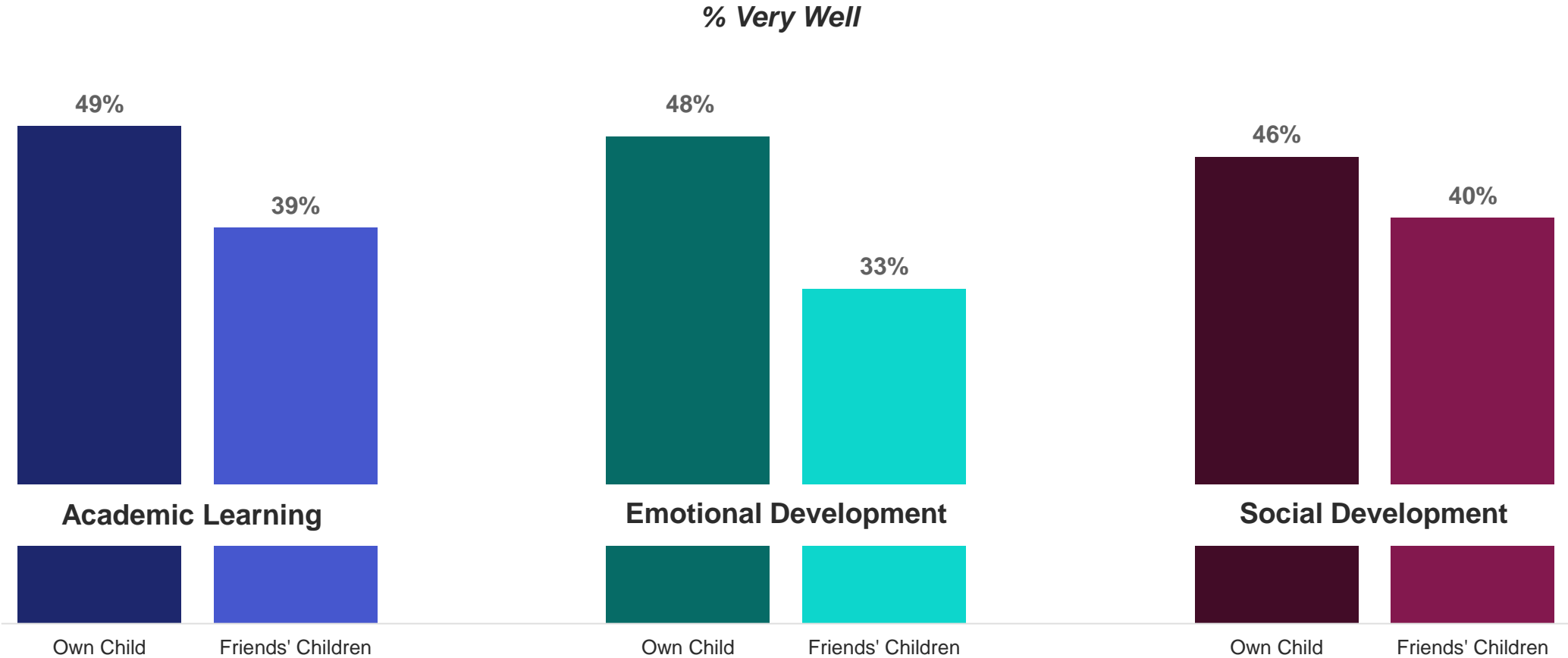
*Low sample size for home school parents.
 *Charter Schools not shown due to low sample size.
 Note: Question text changed from "last year" to "this year" this month.

Source: Survey conducted October 7, 2022 – October 9, 2022, among U.S. adults

School parents are much more pessimistic about how their friends' children are doing in school, compared to what they say about their own children.

How do you feel your child/children is/are progressing on the following this school year?
Based on what you have observed, how do you feel your friends' children are progressing on the following this school year?

School Parents

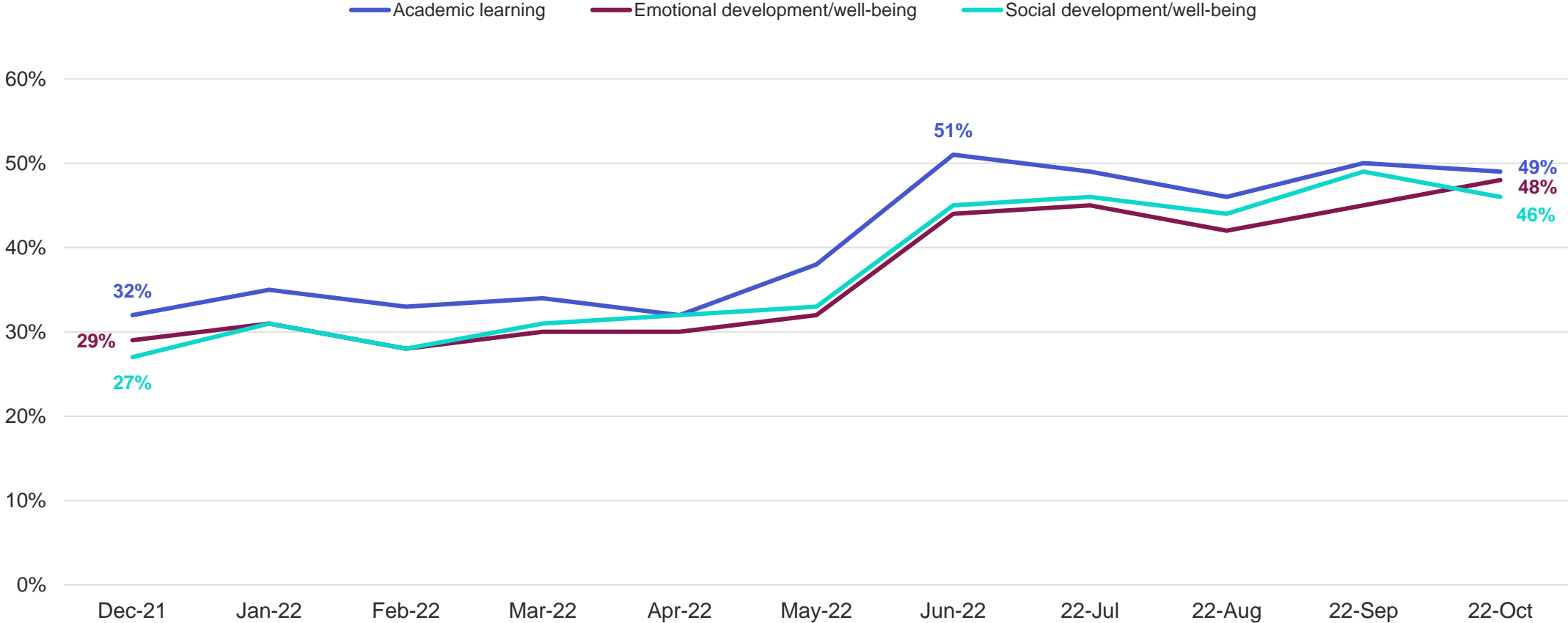


Source: Survey conducted October 7, 2022 – October 9, 2022, among U.S. adults

Since June 2022 roughly similar proportions of parents have been positive about their children’s academic learning, emotional development, and social development.

How do you feel your child/children is/are progressing on the following this school year?

School Parents - % Very Well



Note: Question text changed from "last year" to "this year" this month.

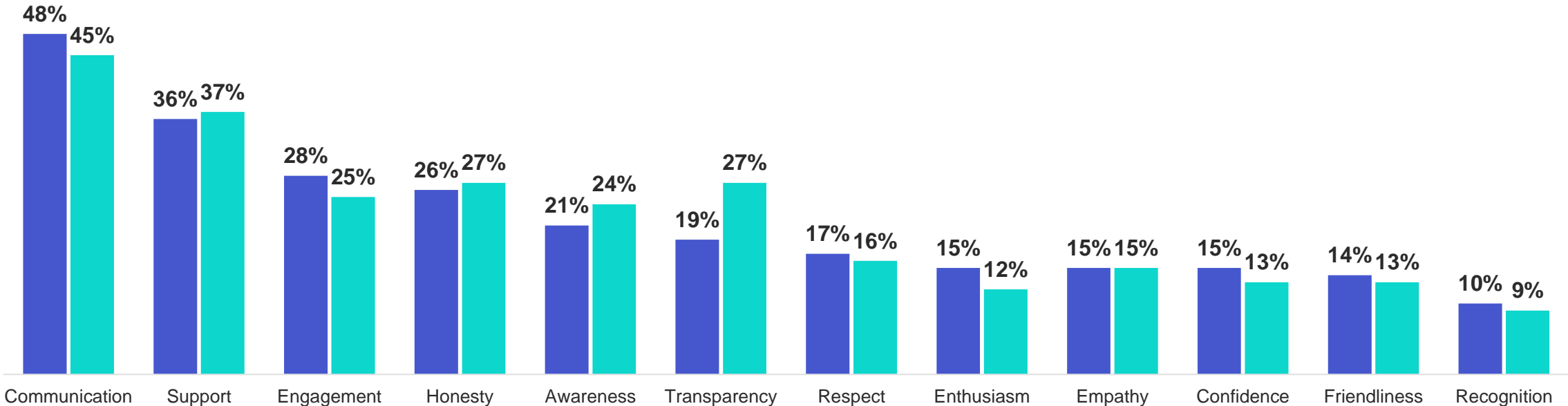
Parents report that communication and support are the most important attributes they need from teachers and school leaders. Transparency is seen as more necessary from school leaders than teachers.

Right now, which three of the following do you most need from...?

School Parents

% Selected

■ Your child's or children's teachers ■ Your school's leaders

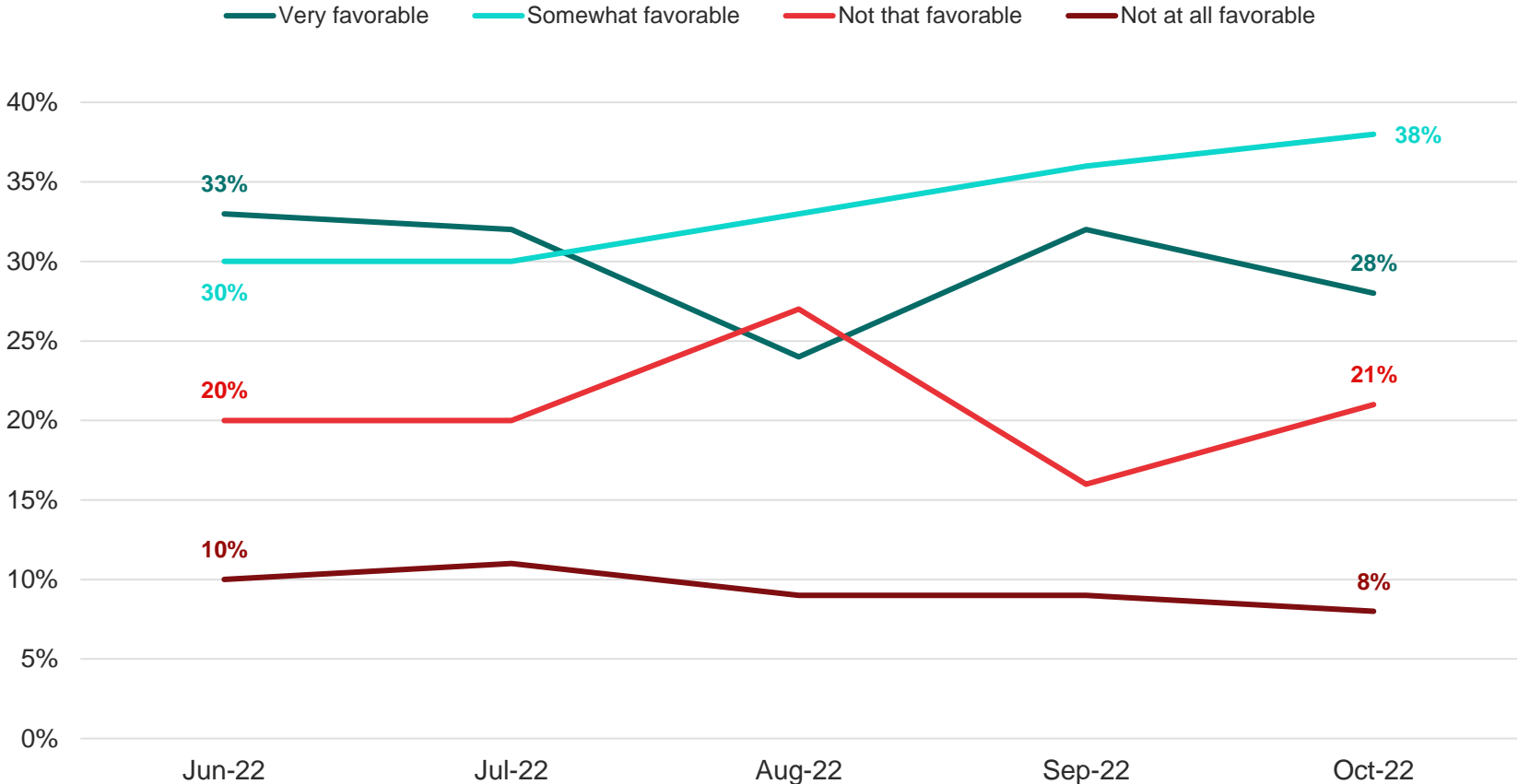


Source: Survey conducted October 7, 2022 – October 9, 2022, among U.S. adults

Two-thirds of school parents have a favorable view of homeschooling. Strong favorability toward homeschooling decreased by four points in October.

In general, what is your opinion of homeschooling?

School Parents



October 2022

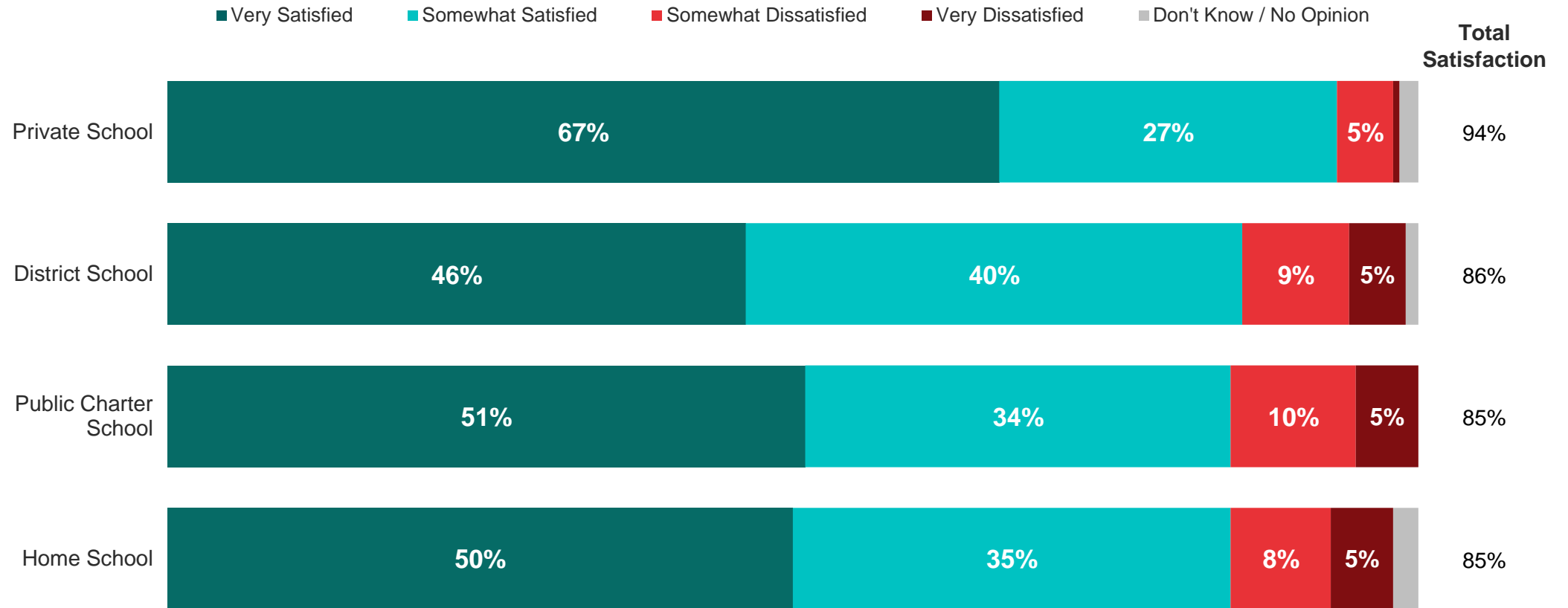
Total Favorable	66%
Total Unfavorable	29%

Note: In June 2022 through August 2022, we asked half of respondents about their opinions using the previous wording (including a mention of the coronavirus), and half of respondents using new wording (no mention of the coronavirus). The results above reflect data for the new wording.

Parents are generally satisfied with their experiences across different school sectors. Private school parents are most likely to be very satisfied with their experiences.

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

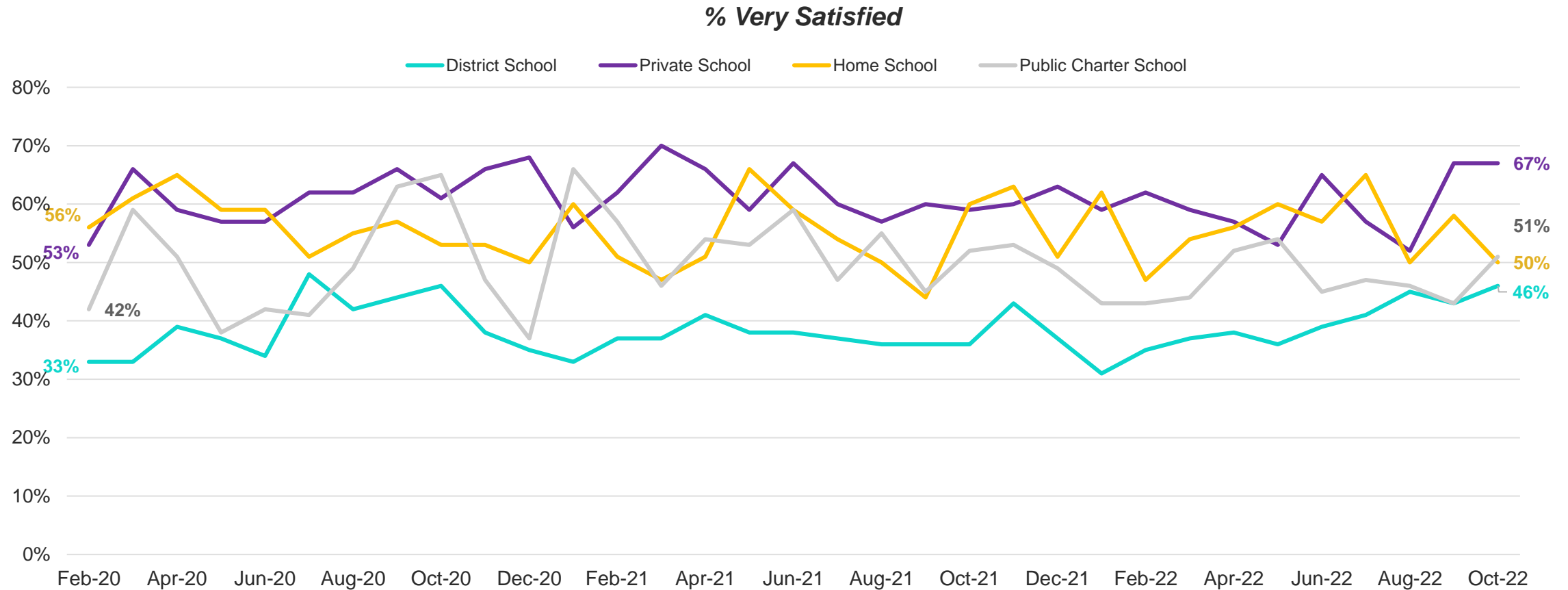
School Parents



The proportion of parents who are very satisfied with their private school experiences continues to remain higher than parents of children in other school types.

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

School Parents



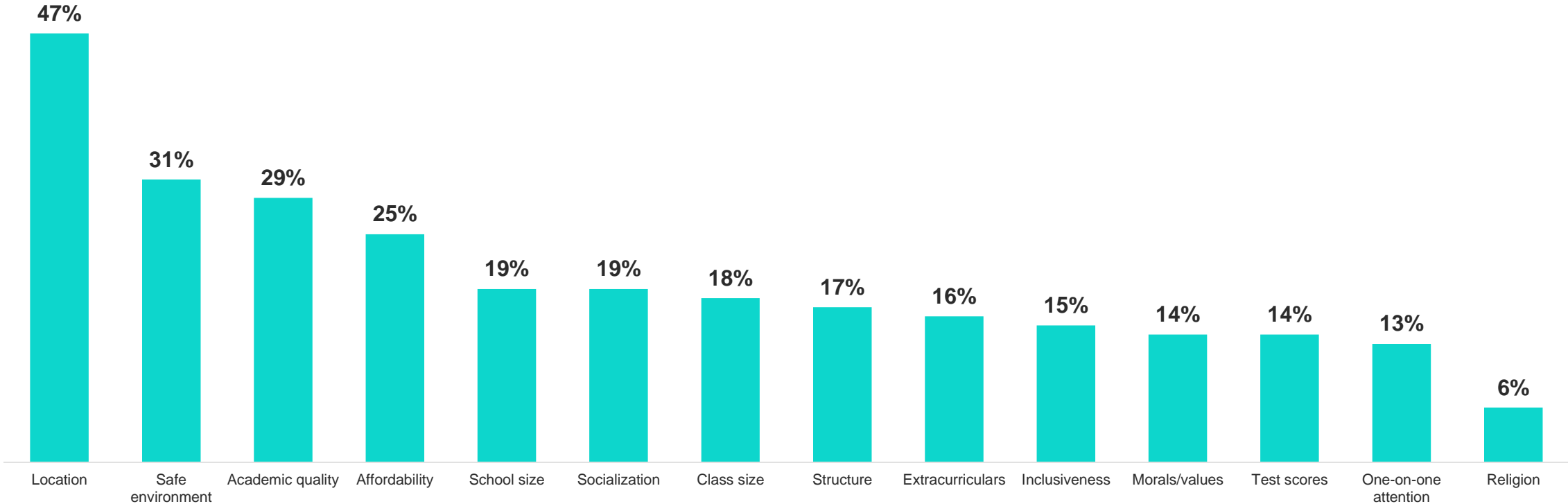
Note: The following school types have low sample size (n<80) for the following months:
 Home School: July 2020 and August 2020,
 Public Charter School: July 2020, August 2020, December 2020, and February 2021

Parents cite location as the main reason their child is in their respective school type. Parents consider religion least often when choosing a school for their child.

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

School Parents

% Selected



Source: Survey conducted October 7, 2022 – October 9, 2022, among U.S. adults
Note: Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.

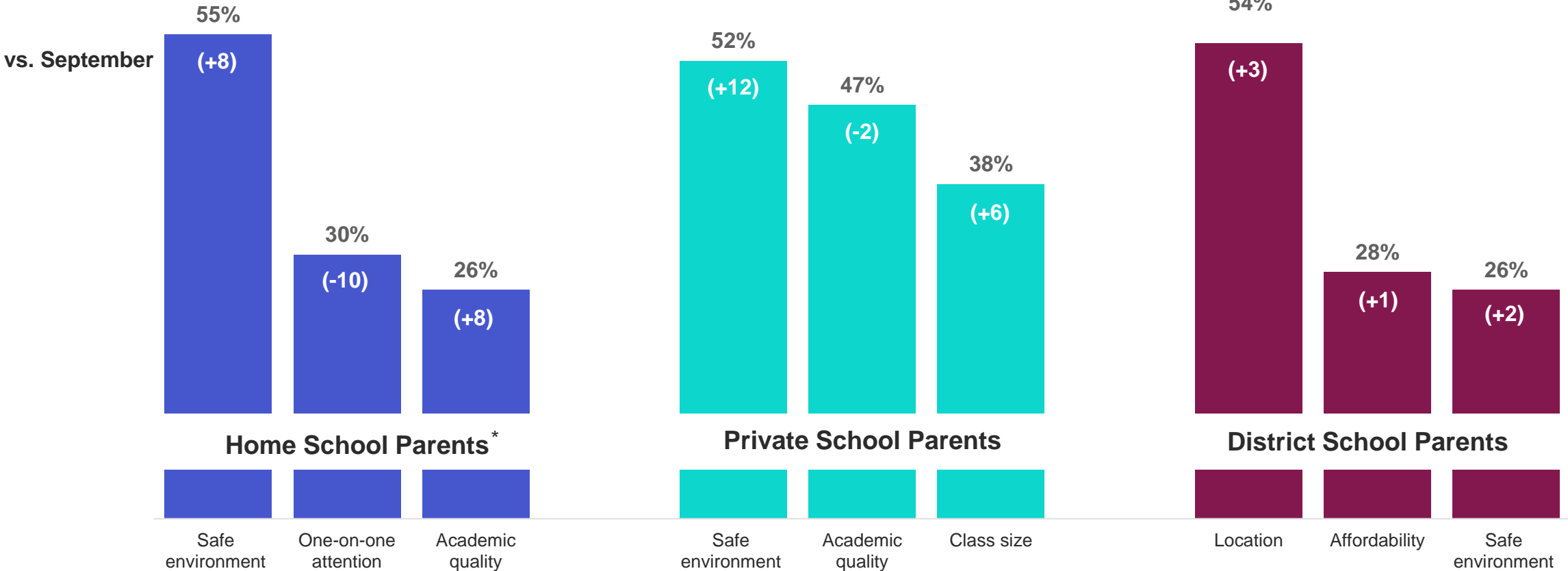
A safe environment is now the top reason home school and private school parents have their child enrolled in a specific school type. It also ranks third among district school parents, but location is still the primary reason among that group.

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

School Parents

Top 3 Reasons

% Selected



*Low sample size for home school parents.

*Charter Schools not shown due to low sample size.

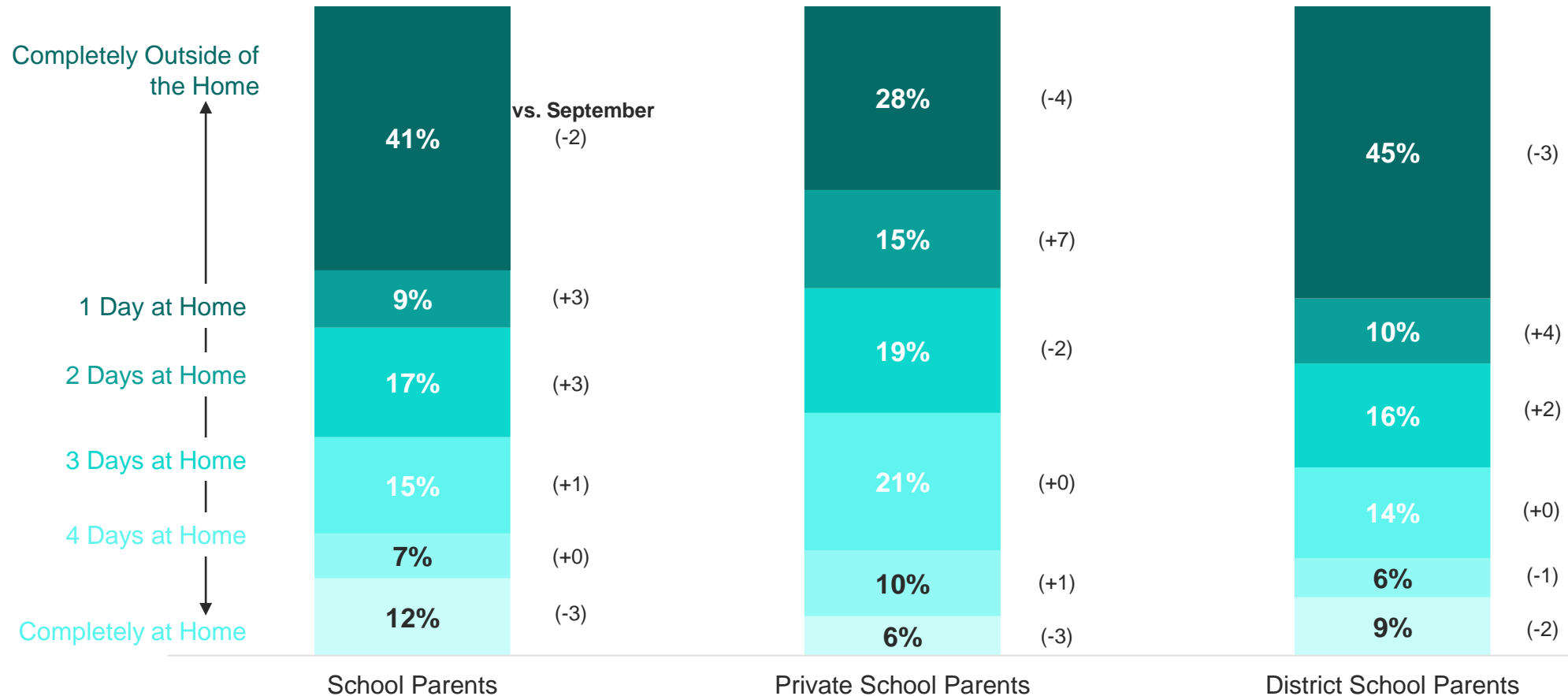
Notes: Parent groups based on child/children school type attendance in SY22-23. Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.

Source: Survey conducted October 7, 2022 – October 9, 2022, among U.S. adults

Six in ten school parents would like to have their child learn at home at least one day per week. Private school parents continue to express that preference more frequently than district school parents.

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



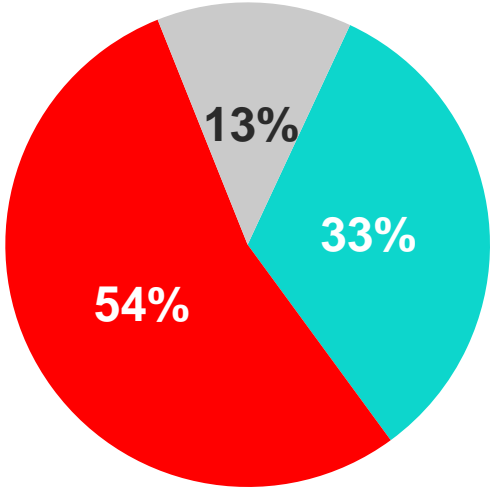
Note: Parent groups based on child/children school type attendance in SY22-23.
Source: Survey conducted October 7, 2022 – October 9, 2022, among U.S. adults

One out of three parents think their child's school is political. Republicans and Democrats are about equally likely to say their school takes a political viewpoint.

To what extent do you feel your **oldest/youngest** child's school is political/has a political viewpoint?

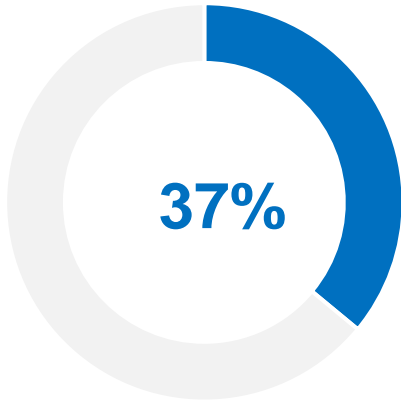
School Parents

■ Political ■ Not Political ■ Don't know/no opinion

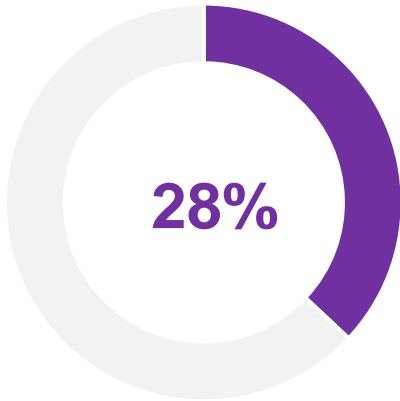


among those who believe their child's school is political

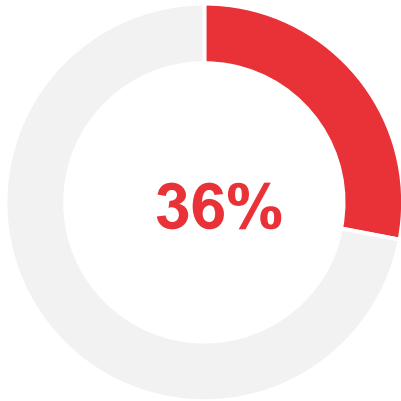
% Political Selected



Democrat



Independent



Republican

Total School Parents

Source: Survey conducted October 7, 2022 – October 9, 2022, among U.S. adults
Note: Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.
'Don't know/No opinion' responses not shown.

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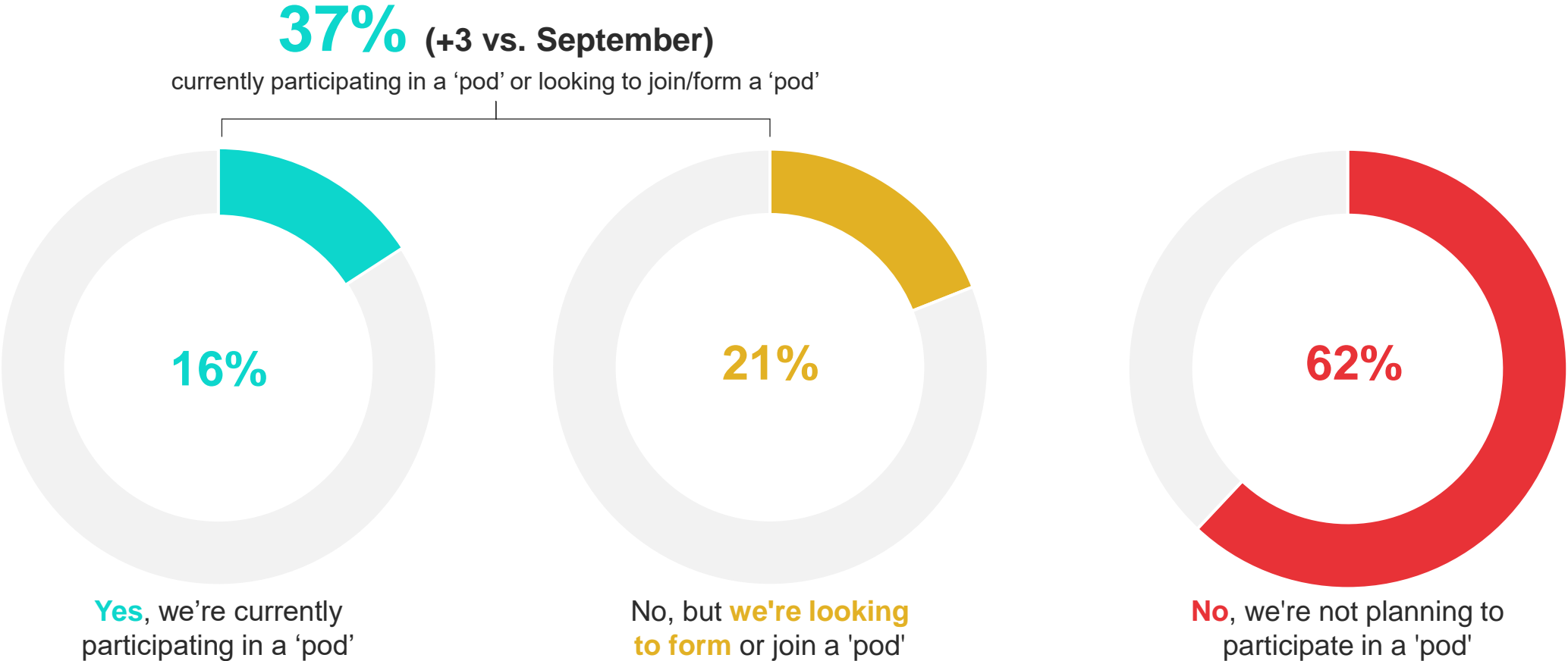
SURVEY PROFILE AND DEMOGRAPHICS



In October, just over one-third of parents indicated they were participating in or seeking learning pods. This number has grown six points in the last two months.

'Learning pods' are small groups of children, organized by parents, gathering to learn together. Parents either hire a private teacher to facilitate or take turns supervising. Are you currently participating in a 'pod' with other families?

School Parents



Source: Survey conducted October 7, 2022 – October 9, 2022, among U.S. adults

In October, there was a substantial increase in pod interest from special education, rural, and low-income parents, along with several other demographics.

'Learning pods' are small groups of children, organized by parents, gathering to learn together. Parents either hire a private teacher to facilitate or take turns supervising. Are you currently participating in a 'pod' with other families?

School Parents

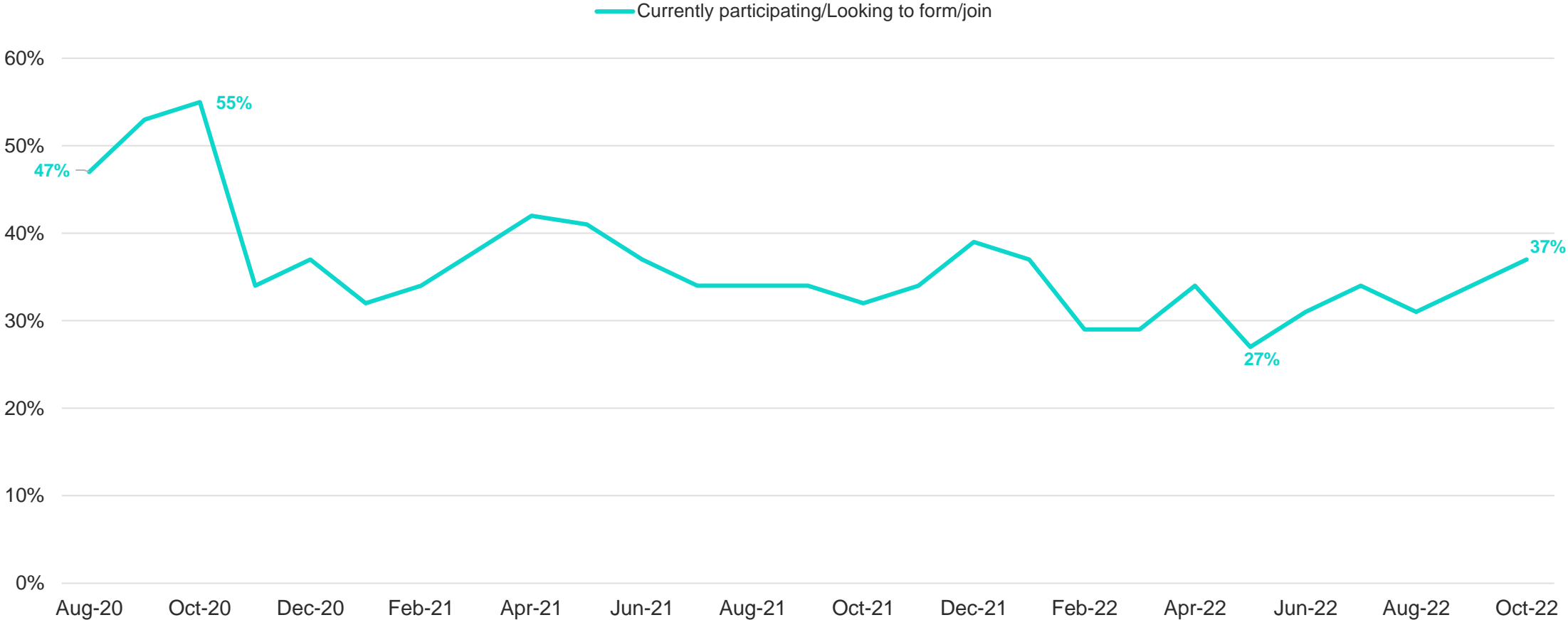
Most likely to participate in / form / join a pod			Moderately likely to participate in / form / join a Pod			Less likely to participate in / form / join a Pod		
		vs. September			vs. September			vs. September
Private School Parent	62%	-8	South	42%	+4	Northeast	34%	+9
Special Education Parents	53%	+10	West	40%	+3	Independent	33%	+9
Urban	52%	+5	Rural	39%	+20	District School Parent	33%	+5
Black	50%	+4	Low Income < \$35K	38%	+12	Non-Hispanic White	33%	+3
Hispanic	48%	+2	Middle Income \$35K-\$75K	37%	+3	Midwest	30%	+1
Home School Parent	44%	+2	High Income: \$75K+	37%	-6	Suburban	29%	-2
Democrat	44%	+0	Educ: < College	36%	+9	Small town	18%	-4
Educ: Bachelors or Postgrad	42%	-5	Republican	36%	+5			

Note: Parent groups based on child/children school type attendance in SY22-23.
Source: Survey conducted October 7, 2022 – October 9, 2022, among U.S. adults

School parents' interest in learning pods has increased since August.

'Learning pods' are small groups of children, organized by parents, gathering to learn together. Parents either hire a private teacher to facilitate or take turns supervising. Are you currently participating in a 'pod' with other families?

School Parents



Note: Question text changed from "As a result of the coronavirus pandemic, are you currently participating in a 'pod' with other families?" in June 2022

Nearly 90 percent of parents are using learning pods to supplement regular schooling.

You said you're currently participating in a 'pod', is that?

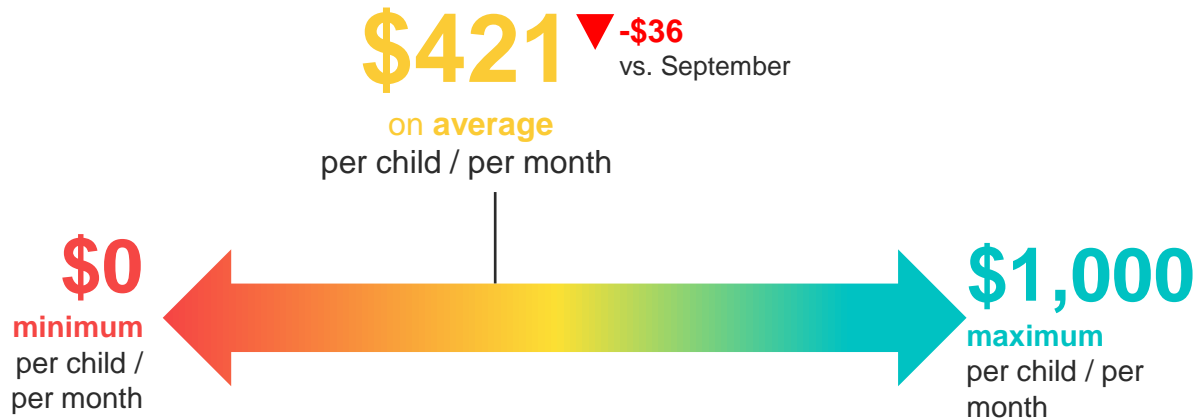
School Parents



In October, school parents were willing to pay roughly \$420/month for a child to participate in a learning pod – a decrease of just under \$40 from the prior month.

What would you be able and willing to spend, on a monthly basis, to participate in a single learning pod per child?

School Parents
among those interested in or participating in a 'pod'



Average willing to spend per child/per month by demographic		
Income	*Low Income < \$35K	\$391
	Middle Income \$35K to < \$75K	\$382
	*High Income \$75K+	\$495
Political Affiliation	Democrat	\$477
	*Independent	\$318
	Republican	\$401
Region	*West	\$474
	*Midwest	\$406
	South	\$380
	*Northeast	\$460

*indicates base size n = <100

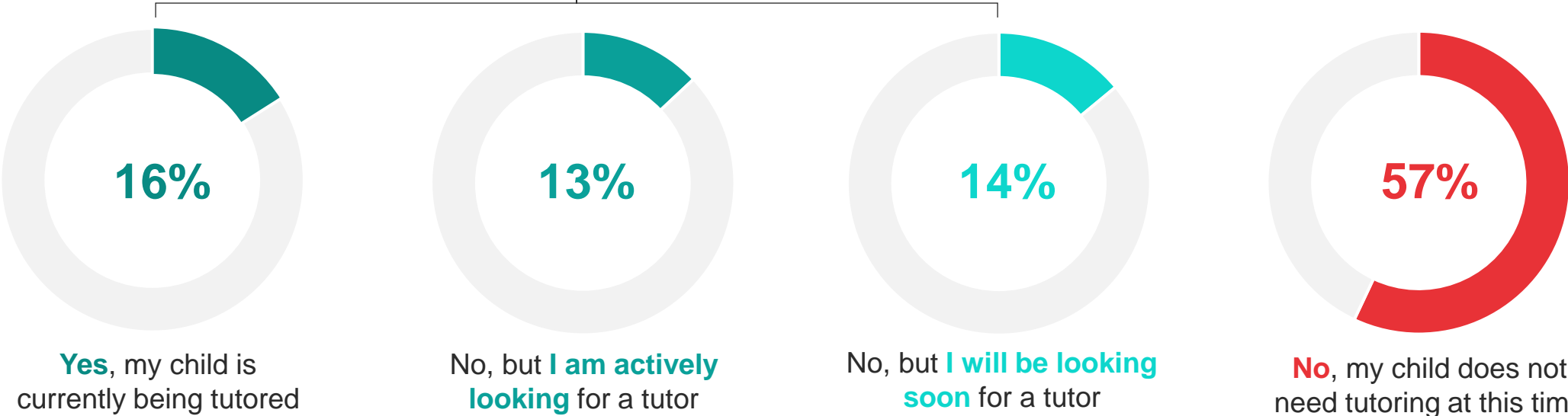
In October, just over two in five parents indicated that they are currently using a tutor, or that they were interested in tutoring for their children.

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

School Parents

43% (+4 vs. September)

currently have a tutor or looking for a tutor



Source: Survey conducted October 7, 2022 – October 9, 2022, among U.S. adults

In October, interest in tutoring substantially increased among those living in the Northeast and rural areas.

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

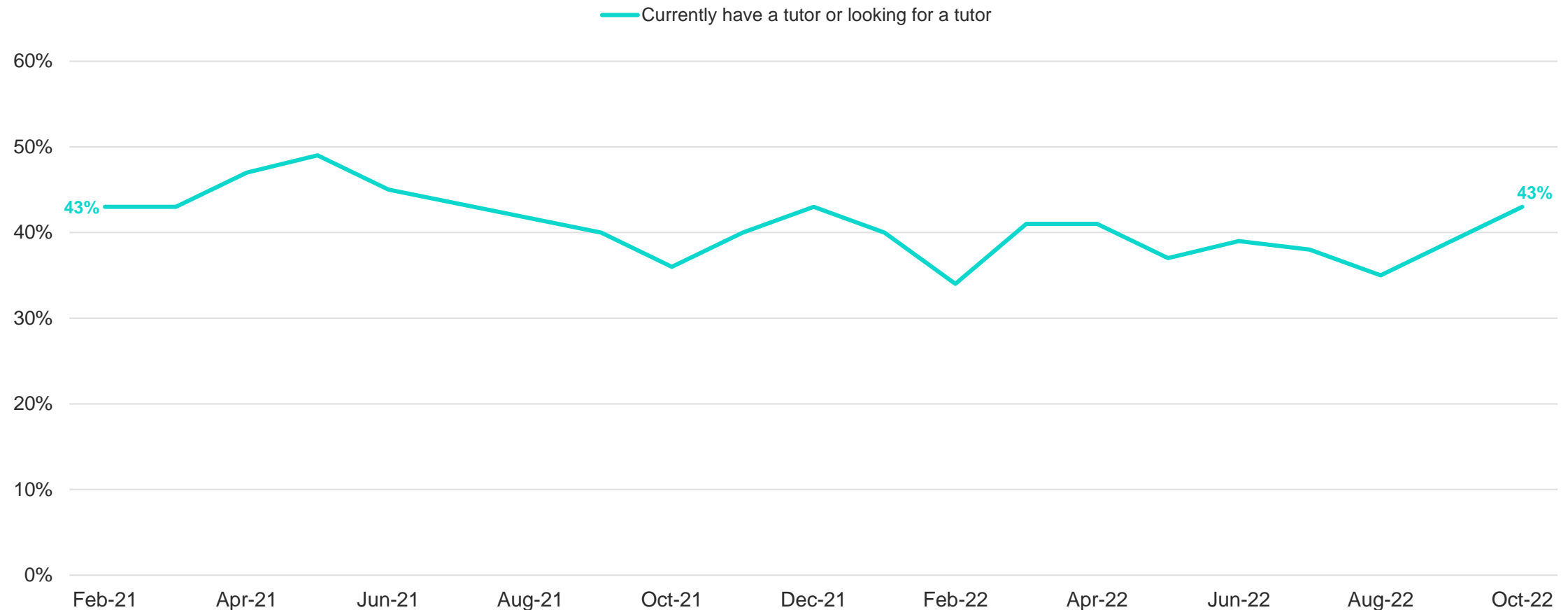
School Parents

Groups most likely to be looking for/already having tutoring			Groups moderately likely to be looking for/already having tutoring			Groups less likely to be looking for/already having tutoring		
		vs. September			vs. September			vs. September
Private School Parent	72%	+8	West	46%	+0	Republican	37%	+1
Special Education Parents	62%	+4	South	44%	+4	Midwest	37%	-2
Urban	60%	+7	Northeast	43%	+14	Educ: < College	36%	+4
Hispanic	59%	+5	Middle Income \$35K-\$75K	42%	+4	Suburban	36%	+0
Educ: Bachelors or Postgrad	54%	-1	District School Parent	40%	+4	Non-Hispanic White	35%	+2
Black	53%	+0	Independent	39%	+8	Home School Parent	35%	-9
Democrat	52%	+3	Rural	38%	+12	Small Town	20%	-2
High Income: \$75K+	50%	+3	Low Income < \$35K	37%	+4			

In October, school parents' interest in tutoring increased once again, reaching its highest level since December 2021.

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

School Parents

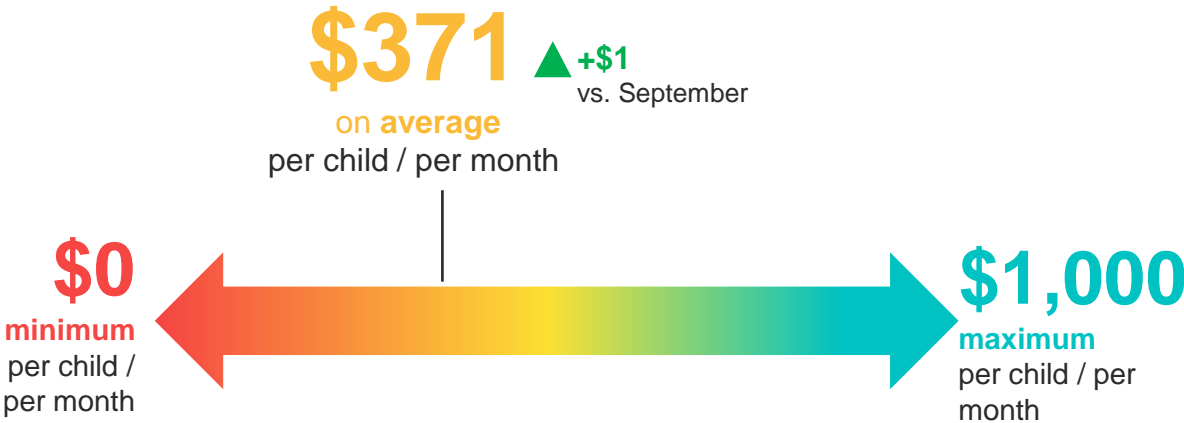


Note: Question was not asked in July 2021 and August 2021.

In October, the monthly amount parents were willing to spend on tutoring held steady at \$370 per child.

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



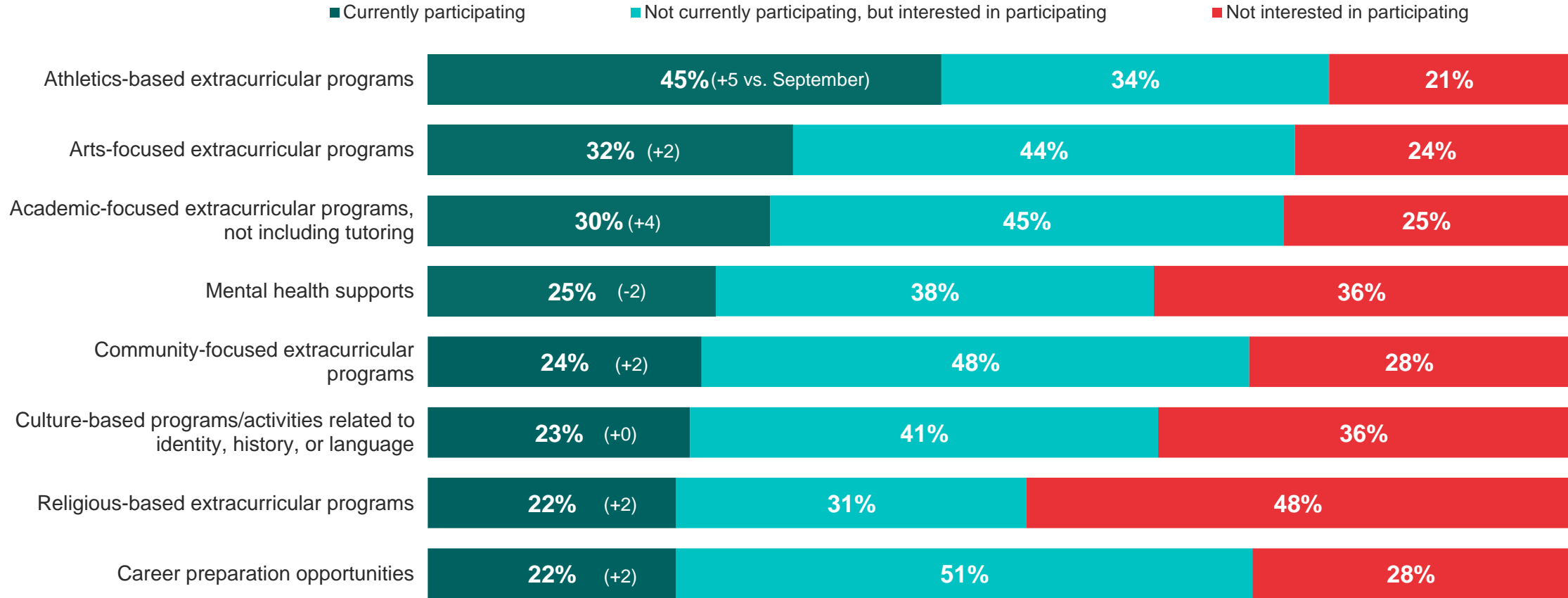
Average willing to spend per child/per month by demographic		
Income	*Low Income < \$35K	\$286
	Middle Income \$35K to < \$75K	\$349
	High Income \$75K+	\$450
Political Affiliation	Democrat	\$404
	*Independent	\$284
	Republican	\$384
Region	*West	\$420
	*Midwest	\$393
	South	\$318
	*Northeast	\$419

*indicates base size n= <100

In October, parents reported increases in children participating in athletics-based and academic-focused programs.

Some families choose to supplement their child’s education, either with additional instruction or signing up their child in activities outside of regular school hours. Which of the following describes your child’s or children’s participation in the following supplemental activities?

School Parents



Source: Survey conducted October 7, 2022 – October 9, 2022, among U.S. adults

AGENDA

VIEWS ON K-12 EDUCATION

VIEWS ON SCHOOLING

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SURVEY PROFILE AND DEMOGRAPHICS



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

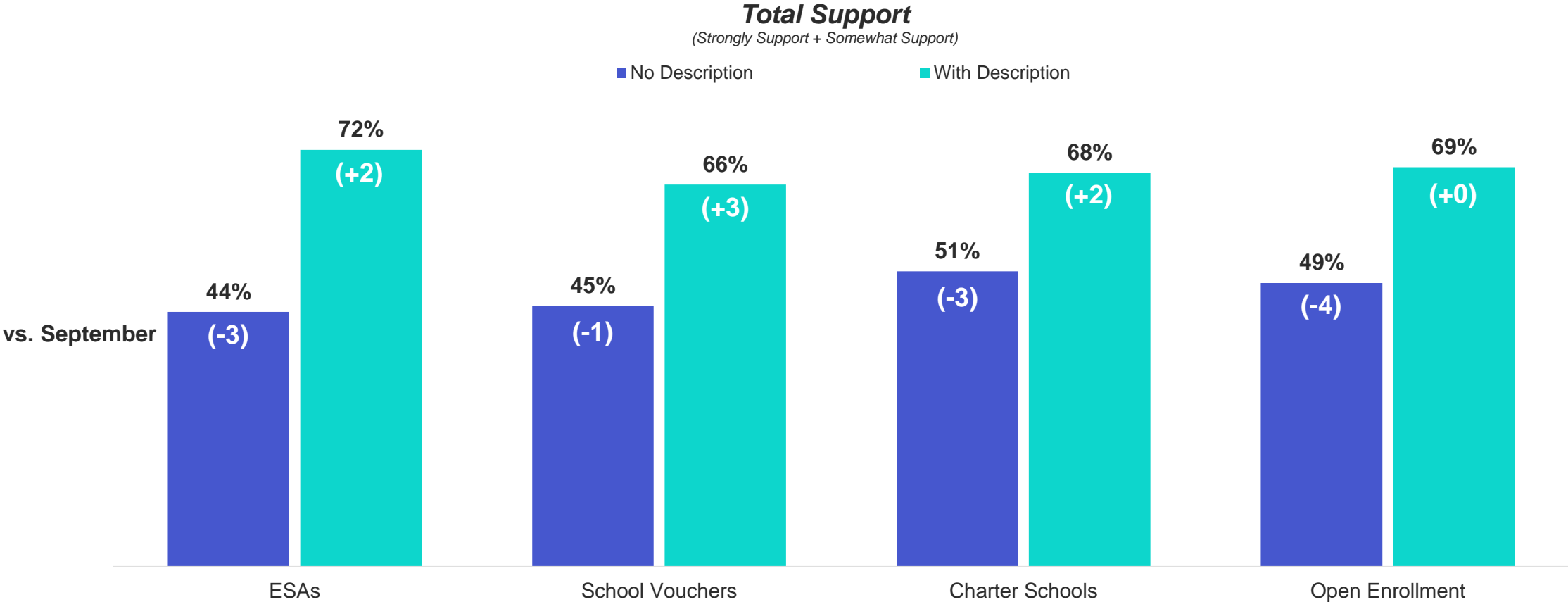
A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to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

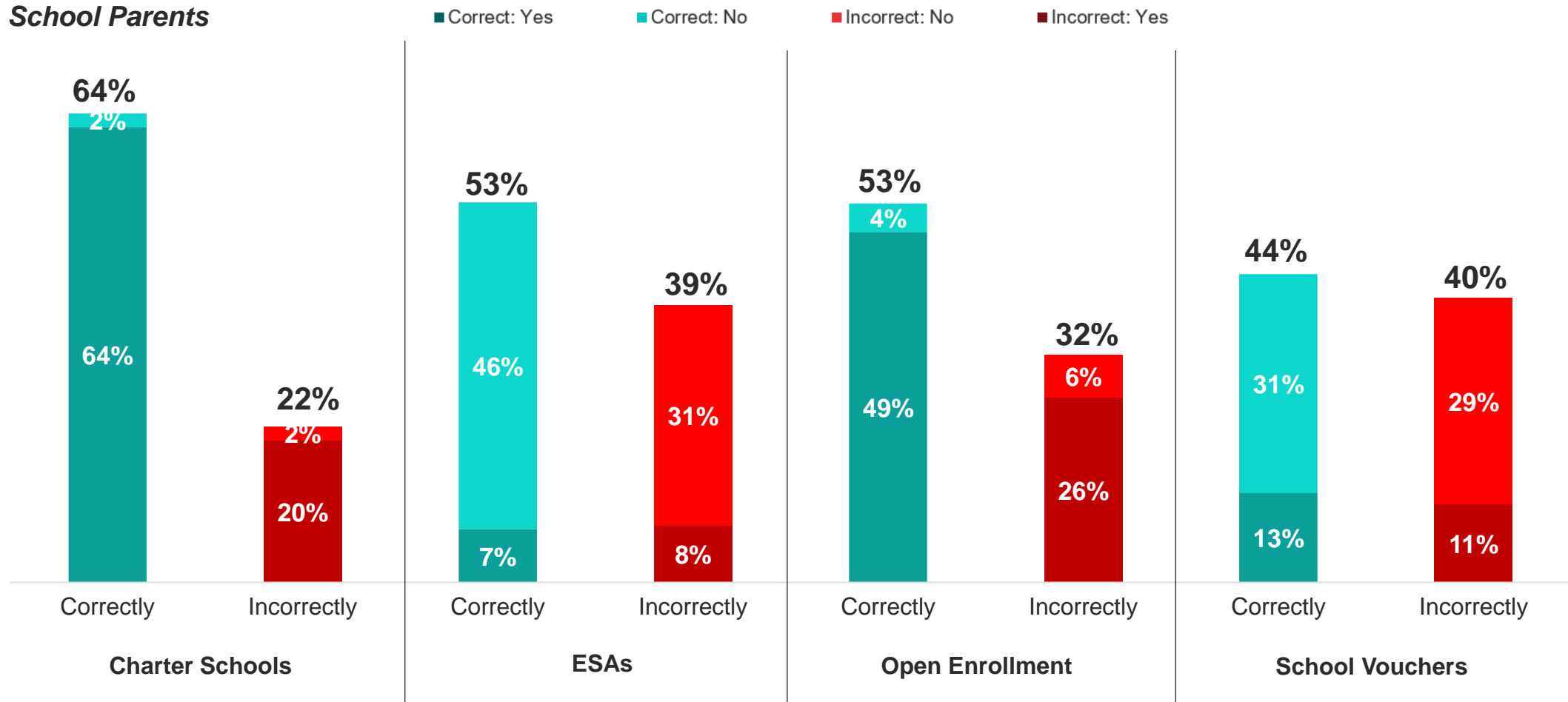
All Adults



Source: Survey conducted October 7, 2022 – October 9, 2022, among U.S. adults

Nearly two-thirds of school parents answered correctly whether or not their state allowed charter schools; and roughly half were correct about whether or not their state had other types of choice policies.

Reflecting on the previous questions about school choice policies, are you aware of any of the following types of programs in your state?



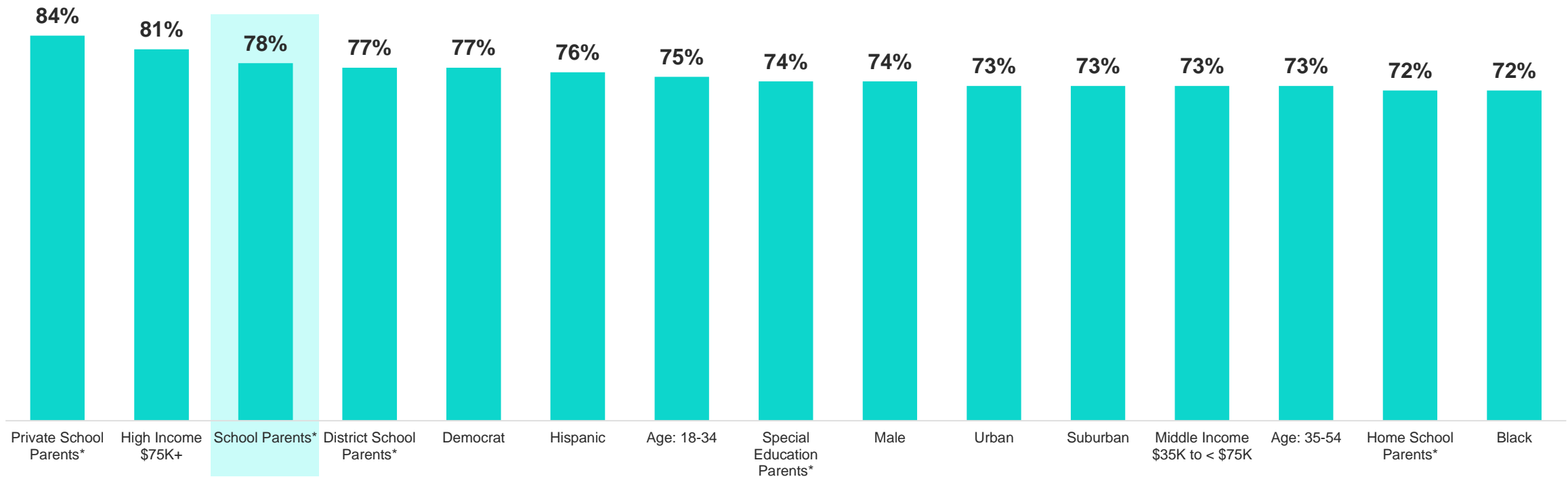
Source: Survey conducted October 7, 2022 – October 9, 2022, among U.S. adults
 Note: Don't know responses not shown
 Demographics are groupings based on states that either have or don't have the specific policies

Over three-fourths of school parents say they support ESAs. A wide range of demographic groups also support this policy.

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

Total Support
(Strongly Support + Somewhat Support)



* Denotes the sample came from school parents

Note: Parent groups based on child/children school type attendance in SY22-23.

Source: Survey conducted October 7, 2022 – October 9, 2022, among U.S. adults

Support for ESAs remains high. There were lifts in support across several demographic groups 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?

All Adults

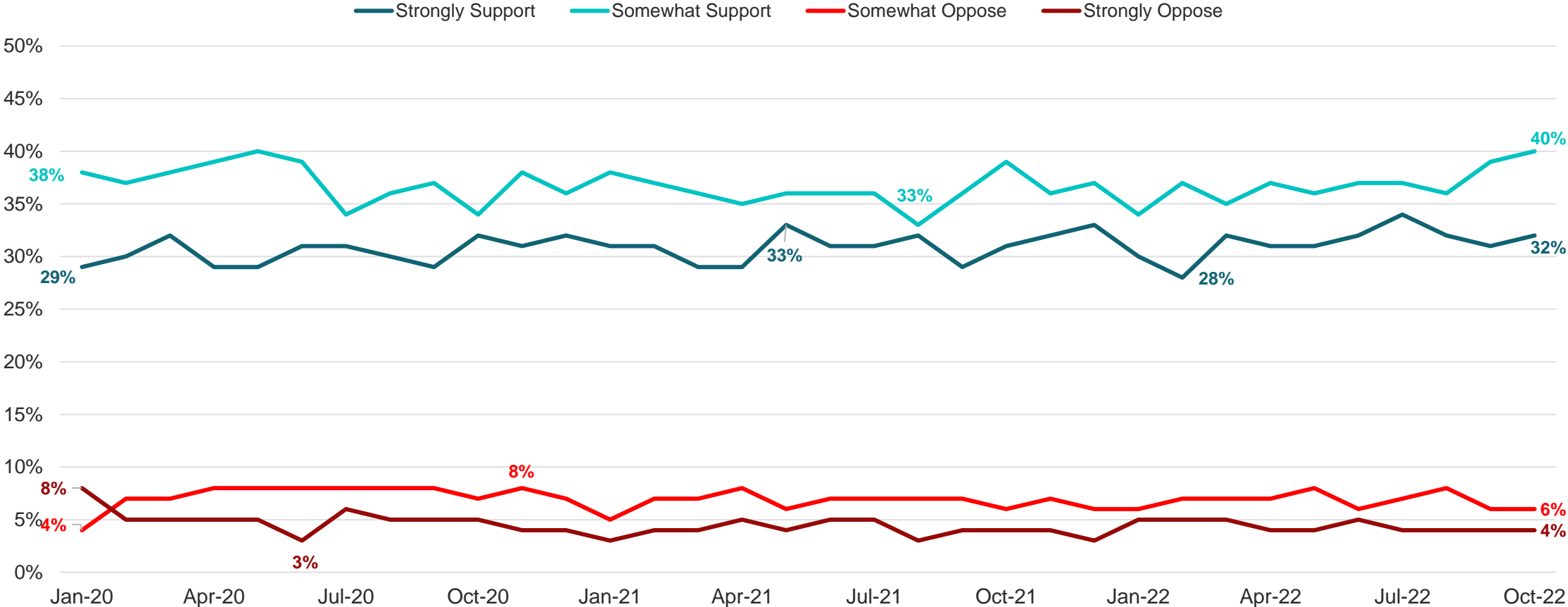
Most Supportive

	vs. September			vs. September			vs. September	
High Income \$75K+	81%	+4	Midwest	73%	+1	Educ: < College	71%	+4
West	78%	+8	Middle Income \$35K-\$75K	73%	+1	Female	71%	+3
Democrat	77%	+3	Suburban	73%	+1	Gen Z	71%	+3
Hispanic	76%	+5	Urban	73%	+0	Non-Hispanic White	71%	+2
Millennial	76%	+2	Northeast	72%	+3	Independent	71%	+1
Educ: Bachelors or Postgrad	76%	+1	Republican	72%	+3	Small Town	70%	+8
Male	74%	+2	Black	72%	-3	Low Income < \$35K	68%	+3
Gen X	73%	+1	Baby Boomers	71%	+6	South	68%	-2
			Rural	71%	+5			

Americans' overall support of ESAs slightly increased in October. The public is eight times as likely to be strongly supportive of ESAs versus strongly opposed.

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

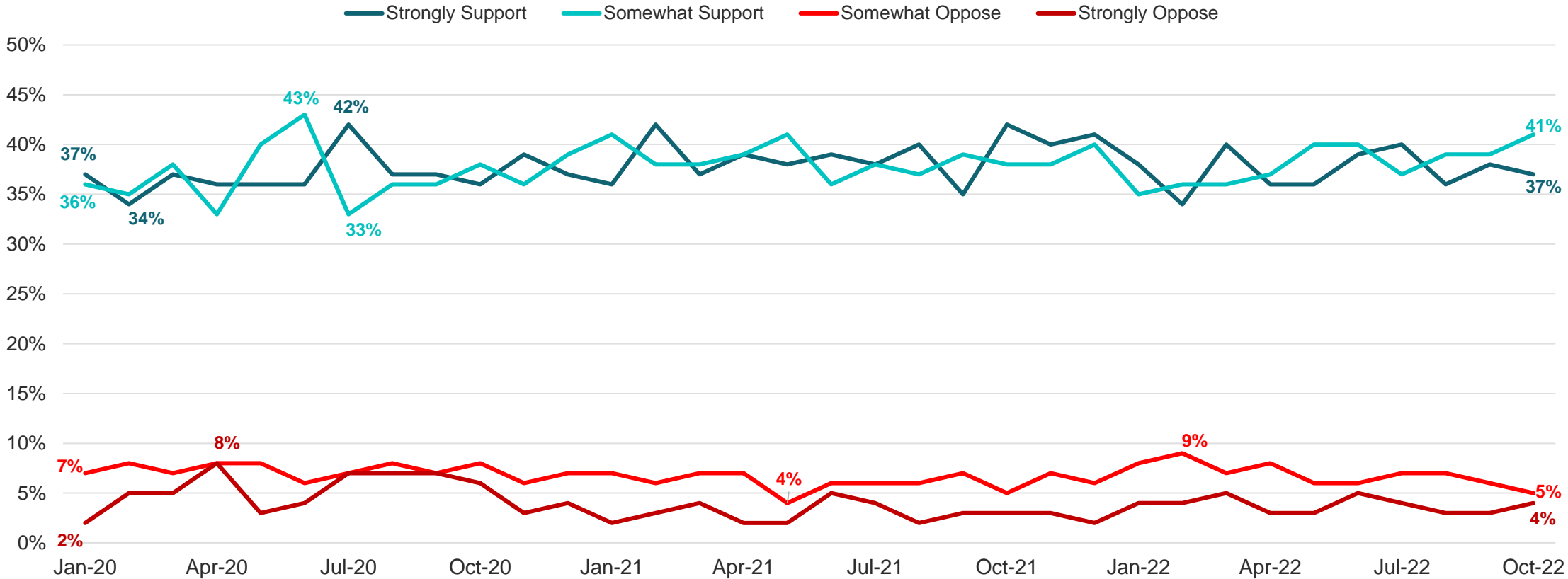


Note: Don't know/no opinion responses are not shown.

In October, school parents were over nine times as likely to be strongly supportive of ESAs than strongly opposed. Total support remained steady compared to September.

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

School Parents



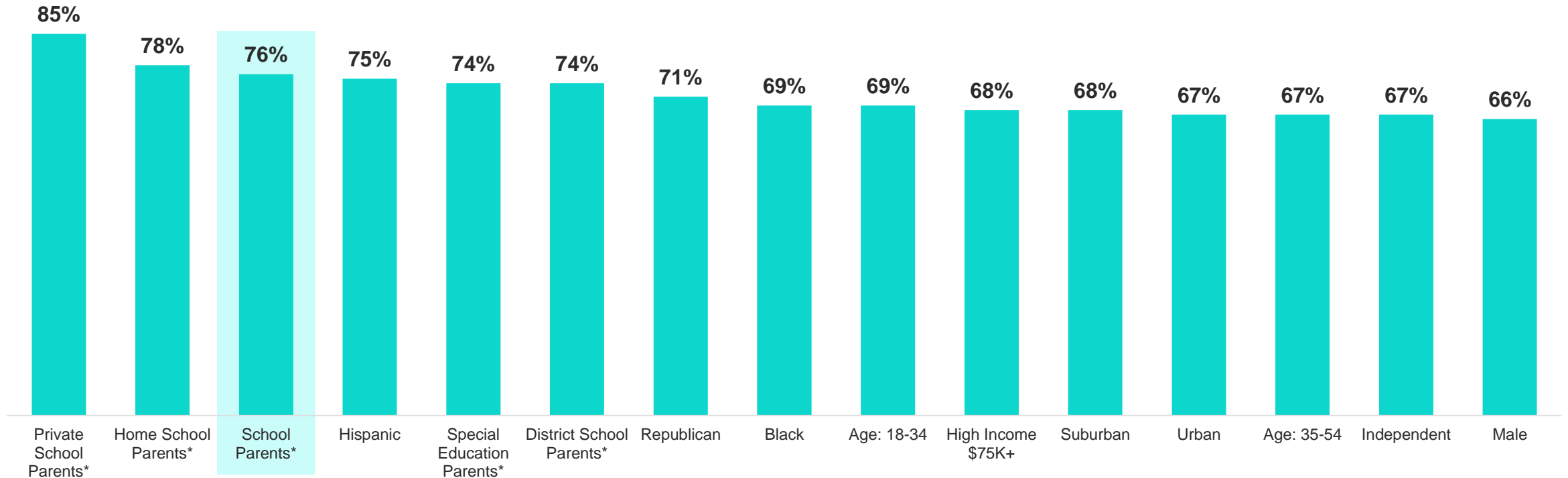
Note: Don't know/no opinion responses are not shown.

More than three-fourths of parents say they support school vouchers. There is broad support across all demographic groups.

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?

All Adults

Total Support
(Strongly Support + Somewhat Support)



* Denotes the sample came from school parents

Note: Parent groups based on child/children school type attendance in SY22-23.

Source: Survey conducted October 7, 2022 – October 9, 2022, among U.S. adults

Support of school vouchers remains high among many demographic groups. Support is led by Hispanic respondents in October.

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?

All Adults

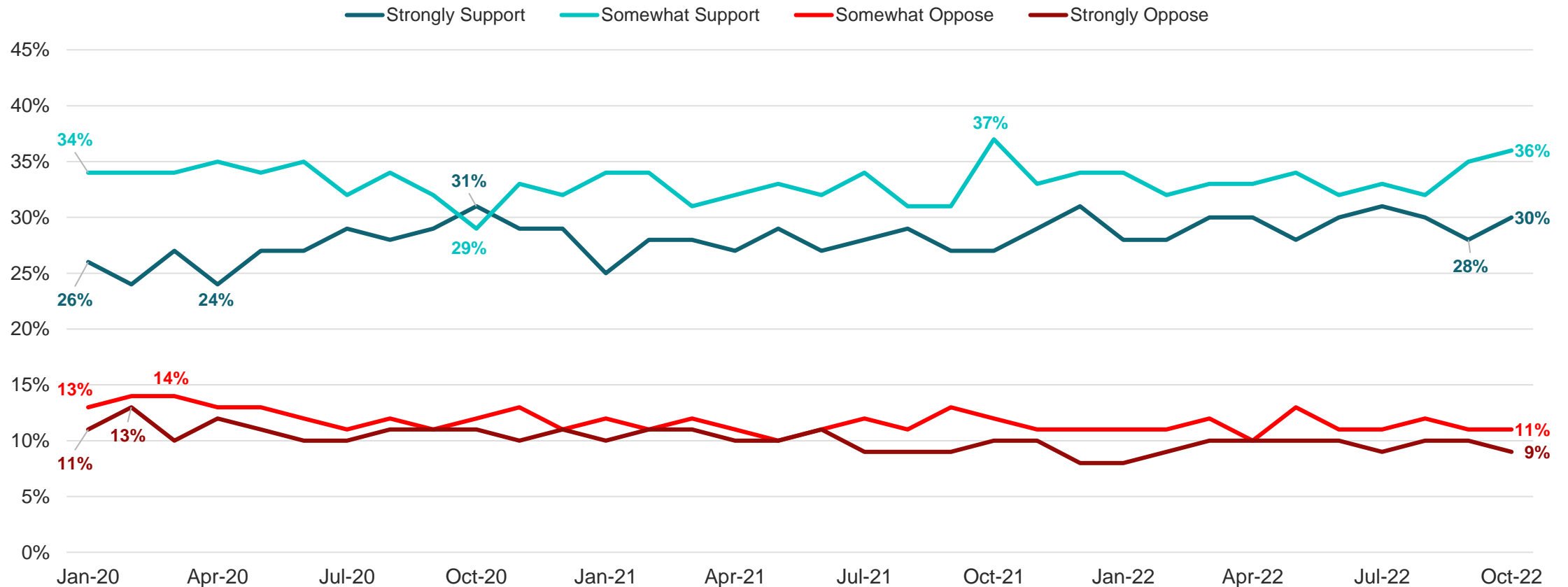
Most Supportive

	vs. September			vs. September			vs. September	
Hispanic	75%	+8	Midwest	67%	+7	Democrat	64%	+3
Republican	71%	+5	Independent	67%	+3	South	64%	-1
Millennial	70%	+1	Urban	67%	-1	Baby Boomers	63%	+6
Black	69%	+1	Educ: < College	66%	+4	Non-Hispanic White	63%	+2
Gen X	68%	+6	Middle Income \$35K-\$75K	66%	+4	Educ: Bachelors or Postgrad	63%	+0
Suburban	68%	+6	West	66%	+2	Rural	62%	+5
High Income \$75K+	68%	-1	Male	66%	+2	Gen X	62%	+0
Northeast	67%	+8	Female	65%	+4	Small Town	60%	+3
			Low Income < \$35K	64%	+6			

The public's overall support for school vouchers increased in October. Adults are more than three times more likely to support school vouchers than oppose.

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?

All Adults

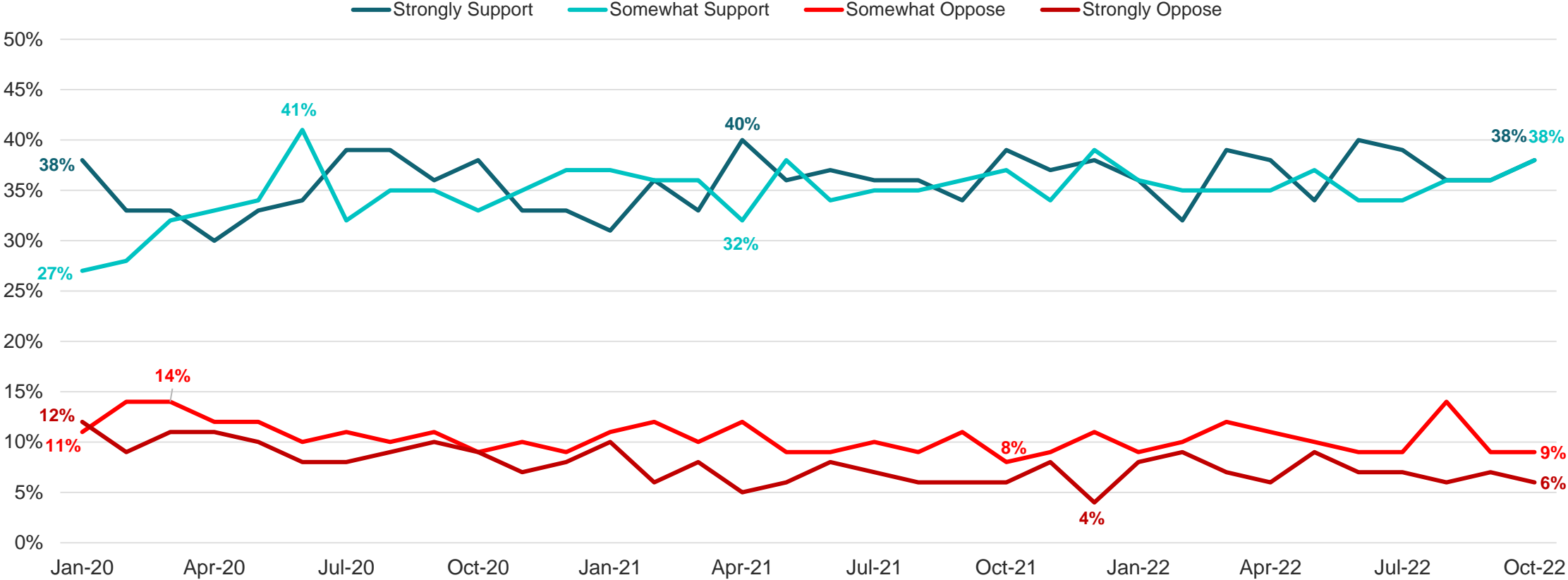


Note: Don't know/no opinion responses are not shown.

In October, school parents' support for school vouchers increased. Parents' support is five times higher than the opposition.

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 Parents



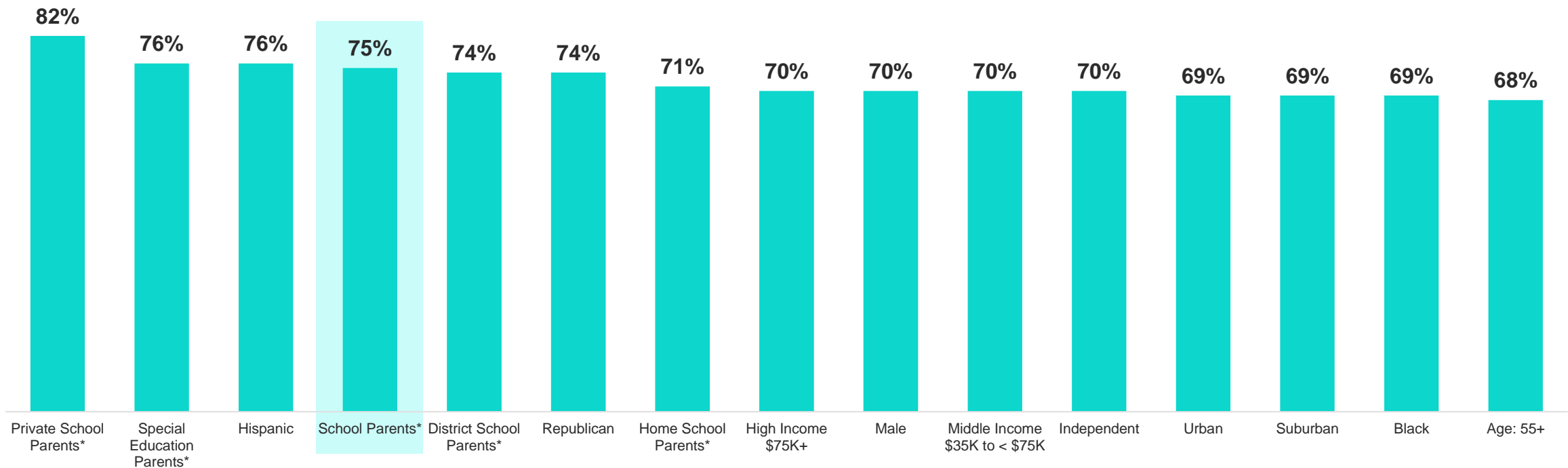
Note: Don't know/no opinion responses are not shown.

Three-fourths of school parents say they support charter schools. There is broad support across demographic groups.

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?

All Adults

Total Support (Strongly Support + Somewhat Support)



* Denotes the sample came from school parents

Note: Parent groups based on child/children school type attendance in SY22-23.

Source: Survey conducted October 7, 2022 – October 9, 2022, among U.S. adults

In October, support for charter schools increased among several demographics, especially among Hispanics and those living in small towns.

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?

All Adults

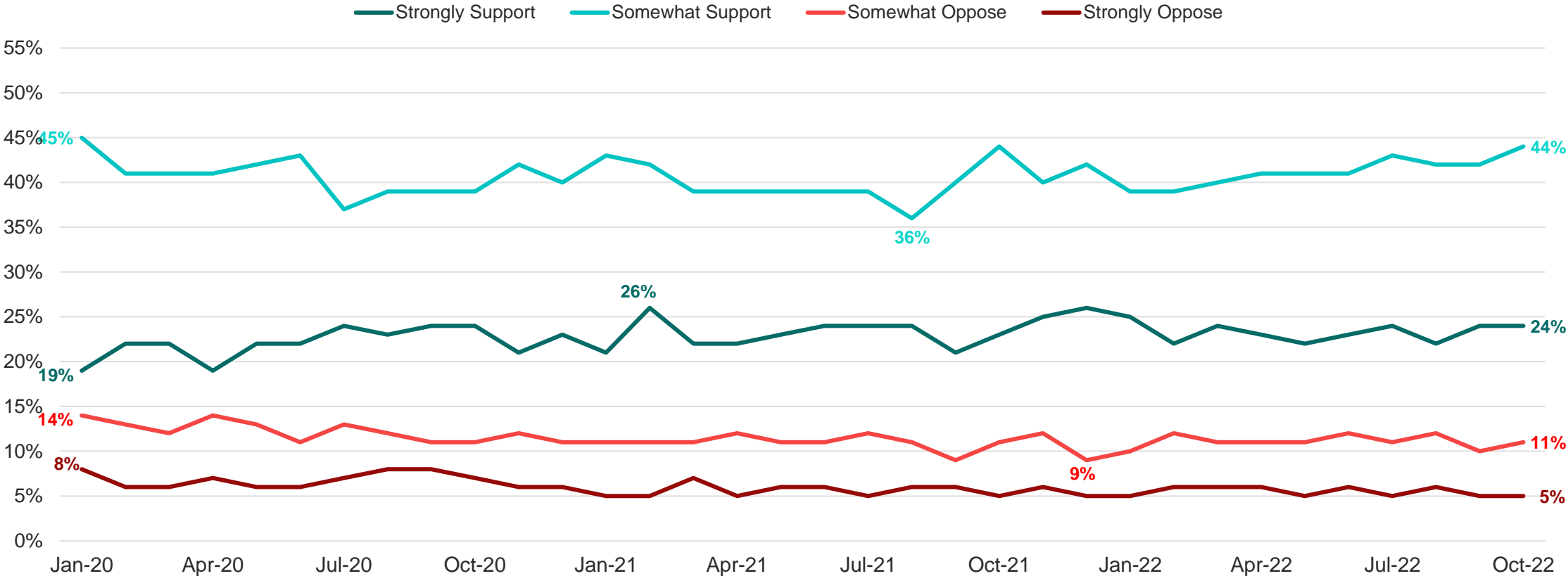
Most Supportive 

	vs. September			vs. September			vs. September	
Hispanic	76%	+10	Black	69%	+3	Rural	66%	+2
Republican	74%	+5	Baby Boomers	69%	+2	Non-Hispanic White	66%	-1
Independent	70%	+4	Urban	69%	+1	Small Town	64%	+8
Middle Income \$35K to < \$75K	70%	+2	Millennial	69%	+1	Low Income < \$35K	64%	+4
West	70%	+2	Suburban	69%	-1	Female	64%	+0
Male	70%	+0	Educ: Bachelors or Postgrad	69%	-2	Democrat	64%	-4
High Income \$75K+	70%	-5	South	68%	+1	Midwest	63%	-4
Northeast	69%	+5	Educ: < College	67%	+3	Gen Z	62%	+4
			Gen X	67%	+1			

Americans' overall support for public charter schools is more than four times as high as opposition. Support held steady 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?

All Adults

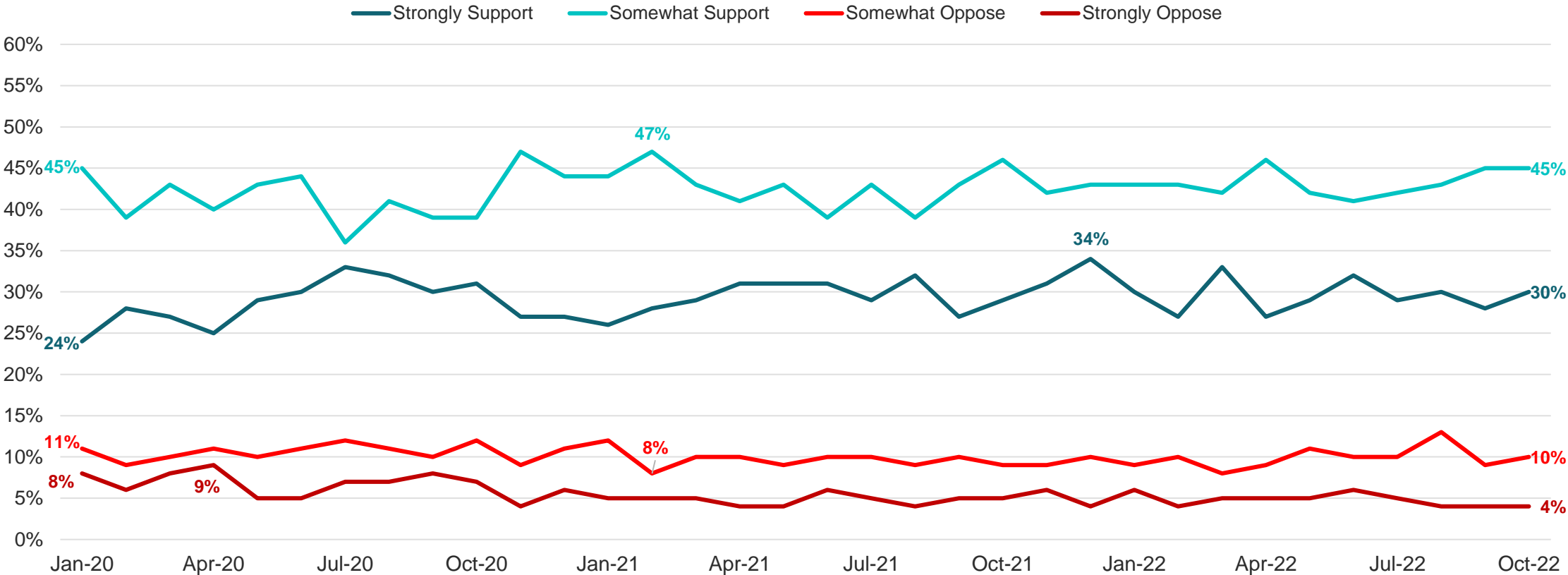


Note: Don't know/no opinion responses are not shown.

In October, school parents' overall support for public charter schools is more than five times as high as opposition.

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



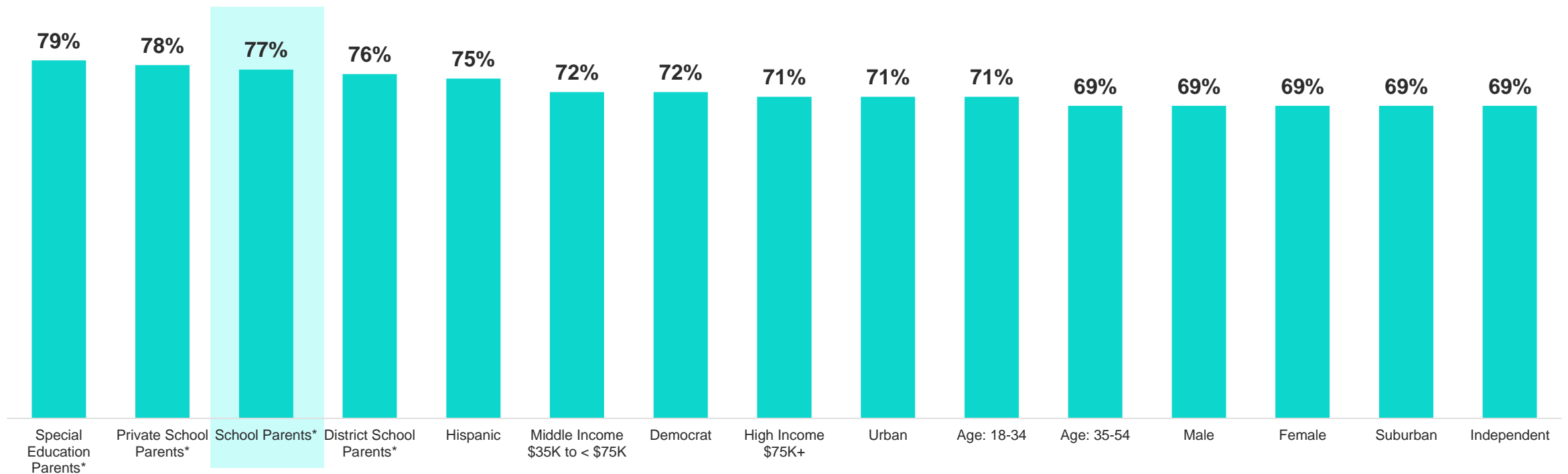
Note: Don't know/no opinion responses are not shown.

More than three out of four school parents said they support inter-district open enrollment. There is support across a wide range of demographic groups.

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

Total Support (Strongly Support + Somewhat Support)



* Denotes the sample came from school parents

Note: Parent groups based on child/children school type attendance in SY22-23.

Source: Survey conducted October 7, 2022 – October 9, 2022, among U.S. adults

In October, inter-district open enrollment support remains high across many demographic groups. Support increased notably among those living in the West and Hispanics.

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

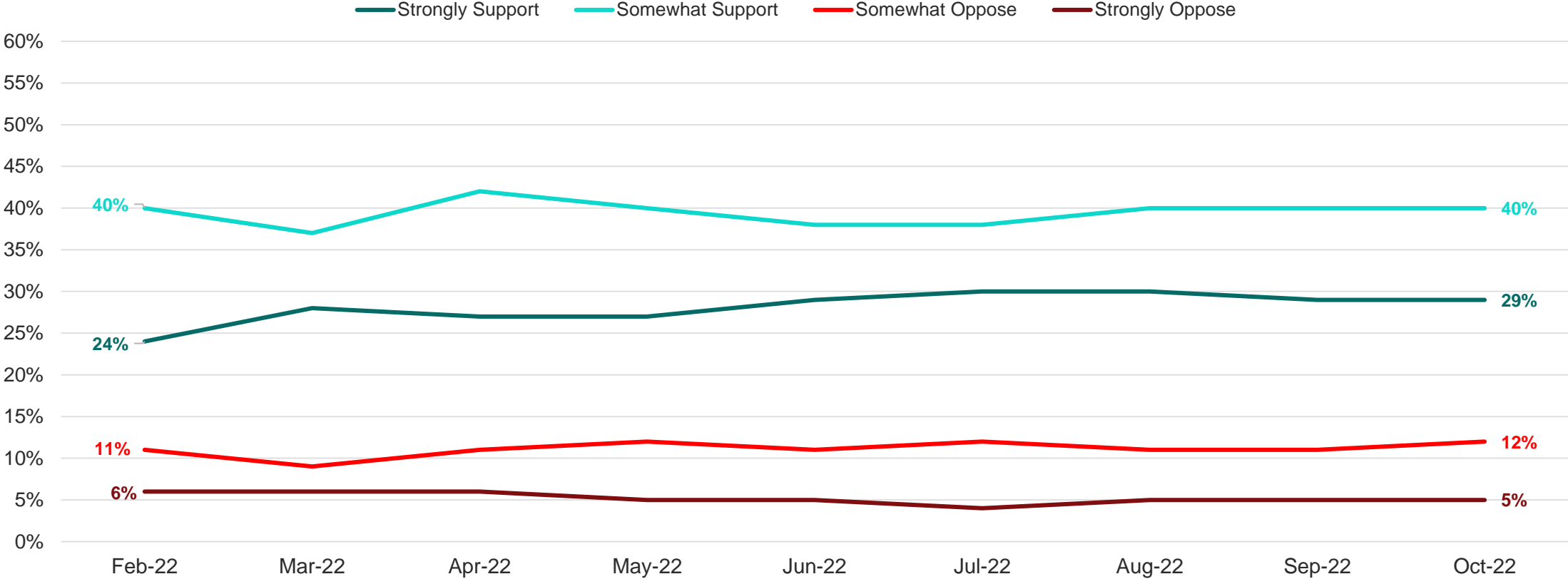
Most Supportive

	vs. September			vs. September			vs. September	
West	76%	+8	Midwest	70%	+0	Educ: < College	67%	-2
Hispanic	75%	+7	Gen X	70%	+0	Non-Hispanic White	67%	-2
Gen Z	72%	+6	Millennial	70%	-3	Black	67%	-6
Educ: Bachelors or Postgrad	72%	+1	Independent	69%	+3	Rural	66%	-2
Democrat	72%	-1	Female	69%	+0	Small Town	65%	+0
Middle Income \$35K to < \$75K	72%	-2	Suburban	69%	+0	Northeast	65%	-2
Urban	71%	-2	Male	69%	-1	South	65%	-7
High Income \$75K+	71%	-4	Baby Boomers	68%	+1	Low Income < \$35K	64%	+1
			Republican	68%	-2			

The public’s overall support for inter-district open enrollment has held steady this month and remains more than four times higher than 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.

All Adults

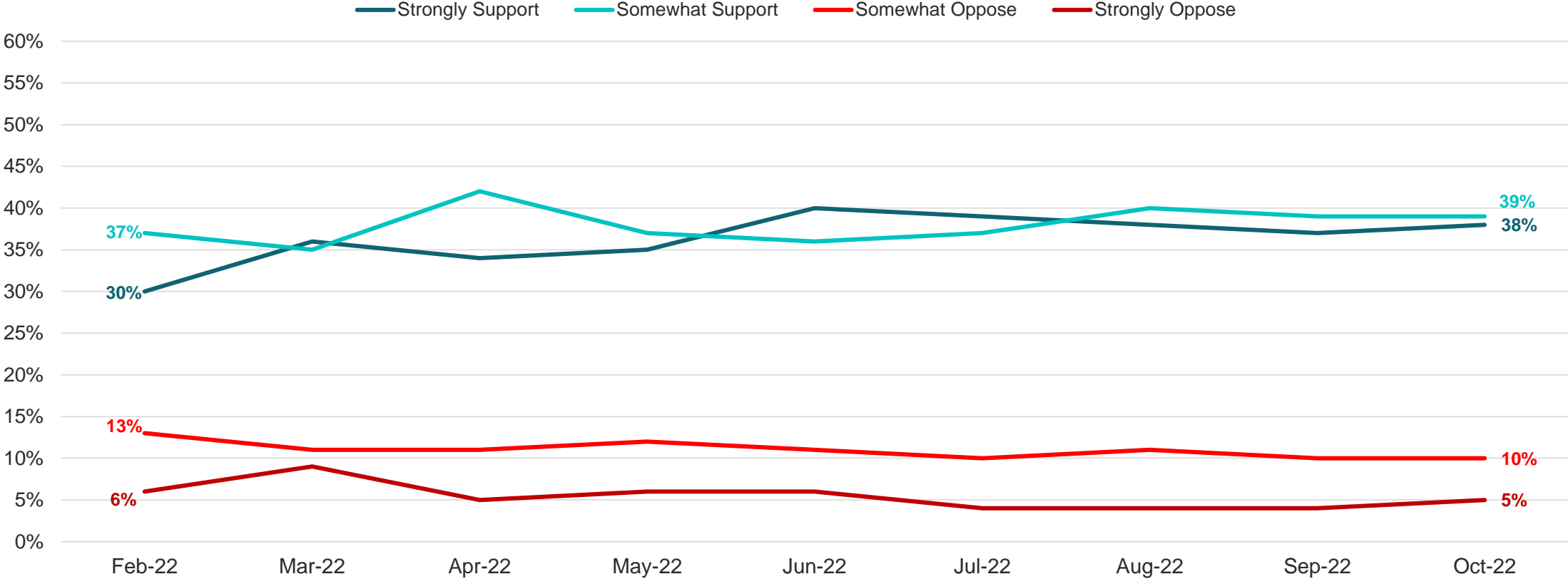


Note: Don't know/no opinion responses are not shown.

Roughly three-fourths of school parents continue to support inter-district open enrollment— more than five times as high 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.

School Parents



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

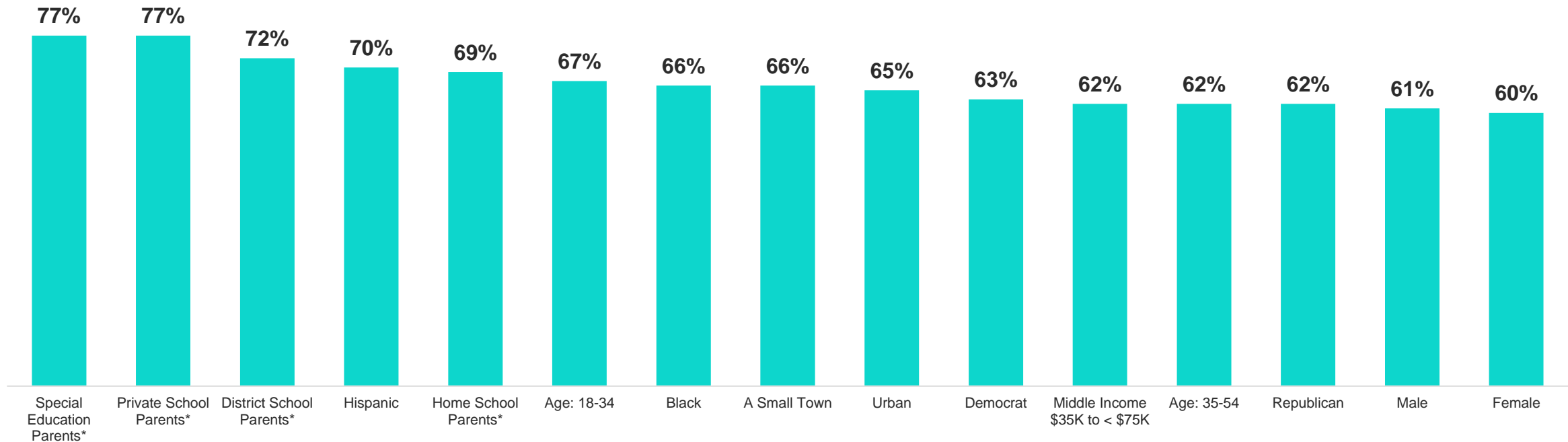
Roughly three out of four school parents said they support their state having a student-based system of K-12 funding. Three-fifths of the public indicate support for such a policy.

A system of student-based education funding distributes public funds to all families based on student background (e.g., by household income, by special needs) to use at the educational setting of their choice – including public charter school, private religious or non-religious school, home school, or other approved education providers. In general, do you support or oppose your state having a student-based system of K-12 education funding?

All Adults

Total Support (Strongly Support + Somewhat Support)

All Adults: 60%
School Parents*: 73%



* Denotes the sample came from school parents

Note: Parent groups based on child/children school type attendance in SY22-23.

Source: Survey conducted October 7, 2022 – October 9, 2022, among U.S. adults

In October, having a student-based system of K-12 education funding has widespread support across demographics, especially among Hispanic adults.

A system of student-based education funding distributes public funds to all families based on student background (e.g., by household income, by special needs) to use at the educational setting of their choice – including public charter school, private religious or non-religious school, home school, or other approved education providers. In general, do you support or oppose your state having a student-based system of K-12 education funding?

All Adults

Most Supportive



Hispanic	70%	Gen X	62%	Rural	59%
Black	66%	Republican	62%	Low Income < \$35K	59%
Small Town	66%	Middle Income \$35K to < \$75K	62%	Independent	58%
Urban	65%	South	62%	Non-Hispanic White	57%
Gen Z	65%	Male	61%	Northeast	57%
Millennial	65%	Female	60%	Baby Boomers	57%
Educ: < College	63%	West	60%	Suburban	56%
Democrat	63%	Midwest	59%	Educ: Bachelors or Postgrad	55%
		High Income \$75K+	59%		

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SURVEY PROFILE AND DEMOGRAPHICS



Survey Profile, 1

Dates	October 7-9, 2022
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 = 10.61 minutes Oversample Median = 12.73 minutes
Sample Size	N = 2,200 General Population N= 1,127 Total School Parents
Oversampling	N = 700 School Parents
Quotas	Age, Gender
Weighting	Age, Race, Ethnicity, Gender, Education, Census Region
Measure of Precision (adjusted for weighting)	± 2.44 percentage points (Gen Pop), ± 3.77 percentage points (Oversample)
Participation Rate	32.14% (Gen Pop), 11.87% (Oversample)
Methods Page	https://edchoice.morningconsultintelligence.com/methodology/
Project Contact	Paul DiPerna, paul@edchoice.org

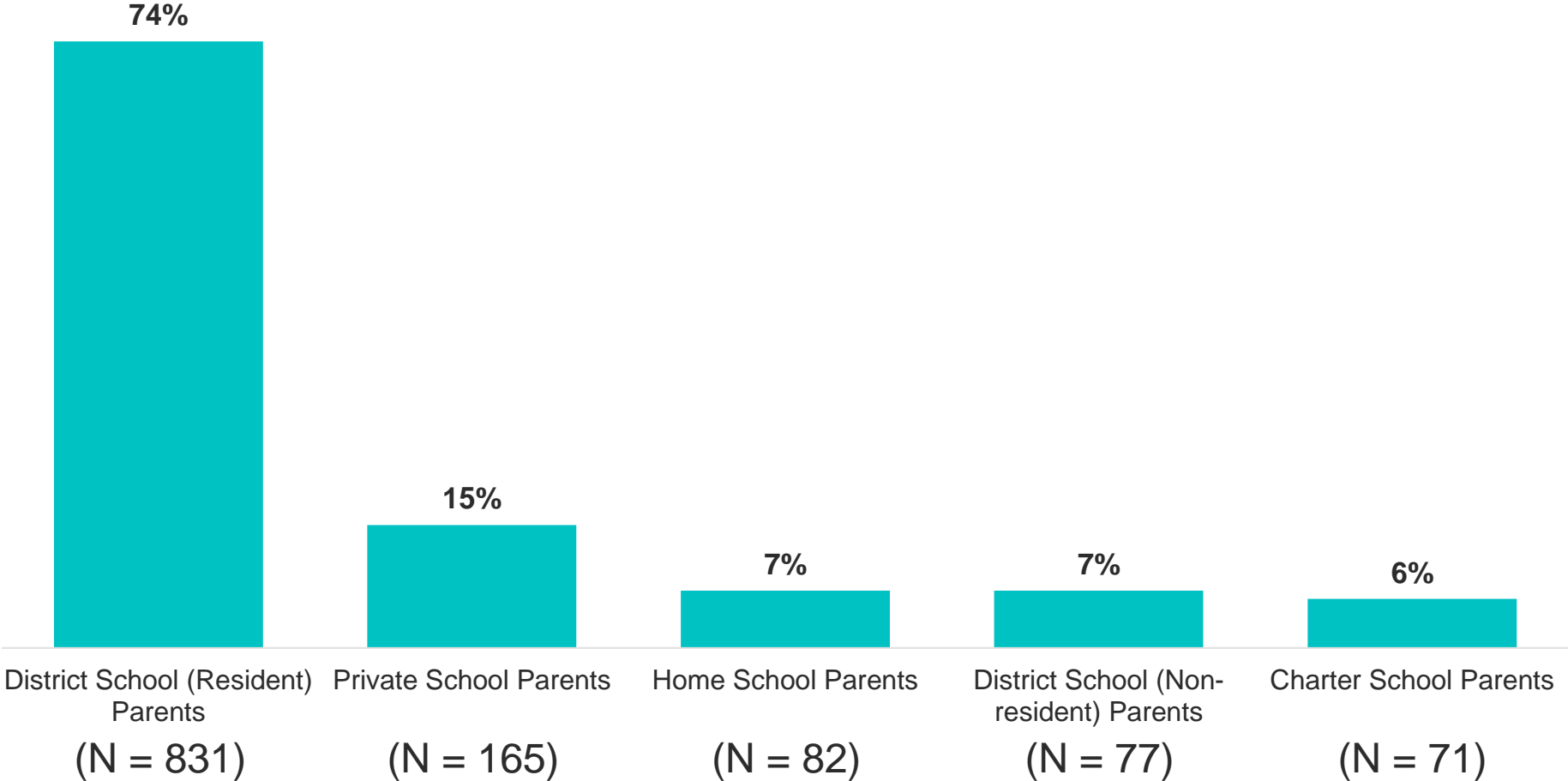
Demographics	Unweighted (N =)
Hispanic	150
Non-Hispanic White	1694
Black	247
Other	85
Generation Z	102
Millennial	679
Generation X	323
Boomers	887
Male	880
Female	1320
< College	1457
College +	743
Northeast	397
Midwest	514
South	889
West	400

Demographics	Unweighted (N =)
Total School Parents*	1127
K-4 Parents*	620
5-8 Parents*	457
9-12 Parents*	396
Non-Parents	822
Liberal	646
Moderate	622
Conservative	745
Democrat	798
Independent	555
Republican	699
Urban	564
Suburban	982
Small Town	232
Rural	422
Low Income <\$35K	918
Middle Income \$35K to <\$75K	793
High Income \$75K+	489

* Denotes the sample came from school parents

Demographics	Unweighted	Weighted	Target (%)
Hispanic	7%	16%	16%
White	78%	78%	78%
Non-Hispanic White	77%	n/a	n/a
Black	11%	12%	12%
Other	4%	9%	9%
Age: 18-34	20%	30%	30%
Age: 35-54	32%	31%	31%
Age: 55+	48%	40%	40%
Age: 65+	27%	20%	20%
Male	40%	48%	48%
Female	60%	52%	52%
< College	66%	69%	69%
College +	34%	31%	31%
Northeast	18%	18%	18%
Midwest	23%	21%	21%
South	40%	37%	37%
West	18%	24%	24%

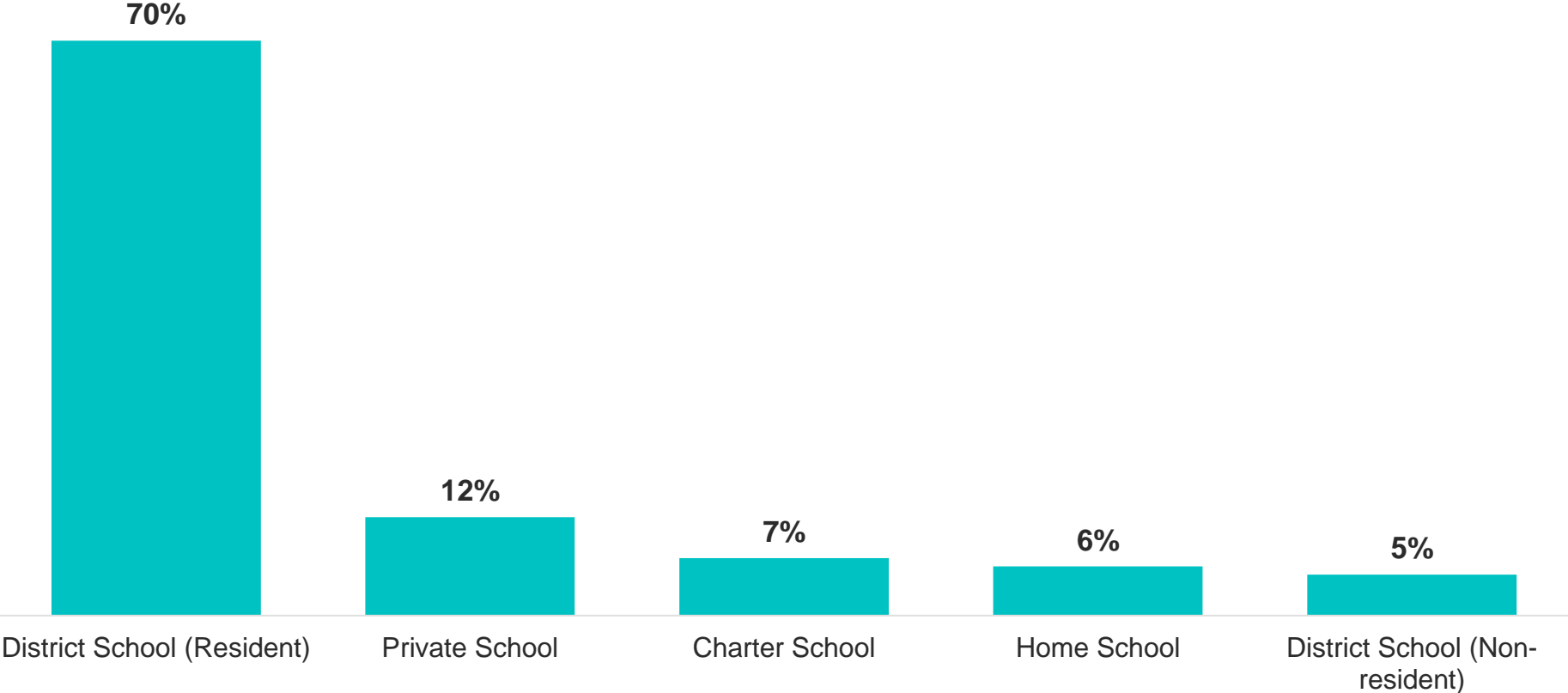
Parent groups based on estimated school type attendance for the 2022-2023 school year



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 2022-2023 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 2017 Current Population Survey. Approximately 700 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 2017 Current Population Survey on the following demographic variables: age, gender, region, race/ethnicity, and educational attainment. Morning Consult has also implemented a pre-administration quota to ensure at least 65 percent of K-12 parent respondents had at least one child attending a public district school.

Total School Parents	Have at least one child enrolled in grades K-12 for the 2022-2023 school year
Charter School Parents	Have at least one child enrolled in a charter school for the 2022-2023 school year
District/Public School Parents	Have at least one child enrolled in a district/public school for the 2022-2023 school year
Private School Parents	Have at least one child enrolled in a private school for the 2022-2023 school year
Home School Parents	Have at least one child enrolled in home school for the 2022-2023 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**[®]

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

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

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



 **CHOICE**

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

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



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