



MORNING CONSULT®



edCHOICE

THE PUBLIC, PARENTS,  
AND K-12 EDUCATION

A National Polling Report  
December 2023

# KEY FINDINGS

1. Parents' positivity about K-12 education fell in December – when asked about views locally, statewide, or nationally. Large opinion gaps persist between school parents and non-parents.
2. The general public 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. School parents are most likely to say academic subjects and independent thinking should be priorities for K-8 education. They indicate that skills for future employment should be the most important purpose of high school.
3. Americans greatly underestimate per-student spending in public schools. 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 15 points and 27 points, respectively.
4. Private school parents are much more likely to say they are “very satisfied” with their child's/children's schooling experiences than district school parents. Location appears to be the main reason why parents enroll their child in a district school. Private school parents are most likely to cite academic quality and safety. Of the reasons listed, parents were least likely to select religion.
5. There is a wide range of interest in tutoring when looking at school parent demographics. In December, interest in tutoring was highest among private school parents and special education parents. It was lowest among rural and small-town parents.
6. Only about one-third of parents feel that students should be allowed to have cell phones in the classroom.
7. Private school parents are much more concerned than district school parents about the effects of artificial intelligence (AI) on their child's learning this school year.
8. Overall support levels for choice-based policies remain high among school parents and the general public:
  - Education savings accounts (ESAs) – 74% / 71%
  - School vouchers – 68% / 63%
  - Charter schools – 71% / 67%
  - Open enrollment – 73% / 69%

## Methodology

This poll was conducted between December 11-15, 2023 among a sample of 2,260 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 2.62 percentage points..

AGENDA

**VIEWS ON K-12 EDUCATION**

**SCHOOLING AND EXPERIENCES**

**K-12 CHOICE POLICIES**

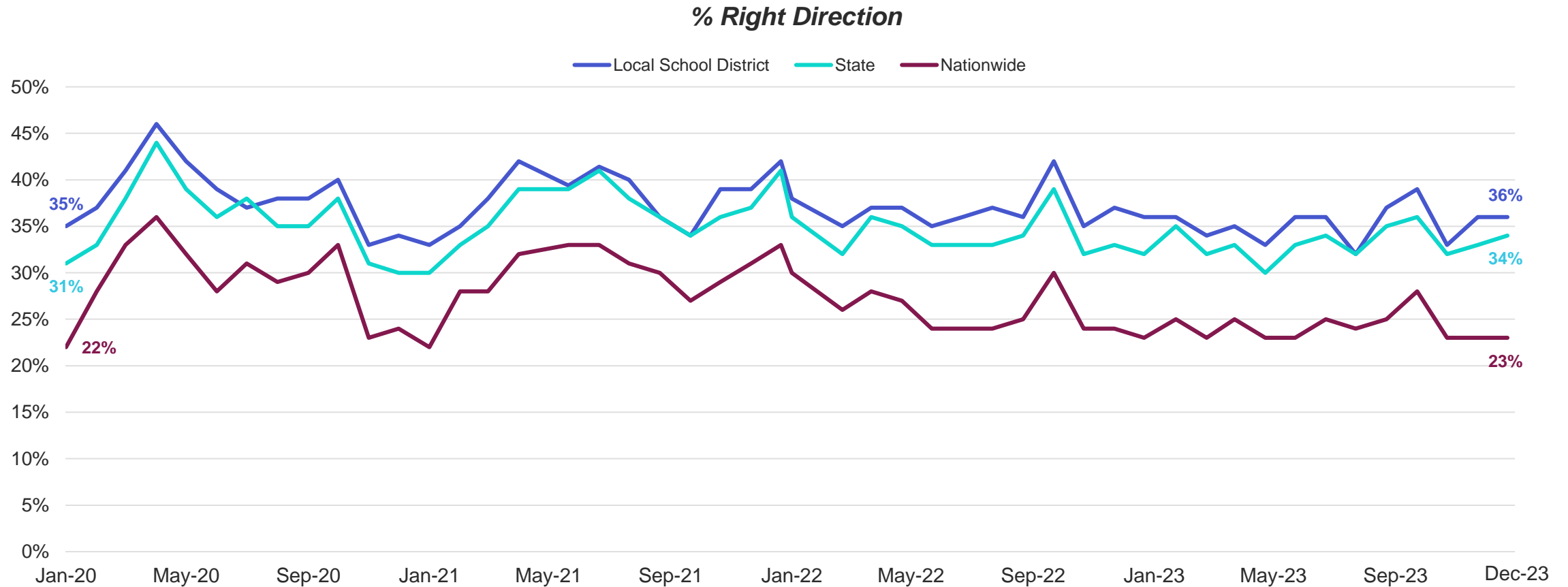
**SURVEY PROFILE AND DEMOGRAPHICS**



# The public's views about the direction of local K-12 education remained relatively unchanged in December.

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

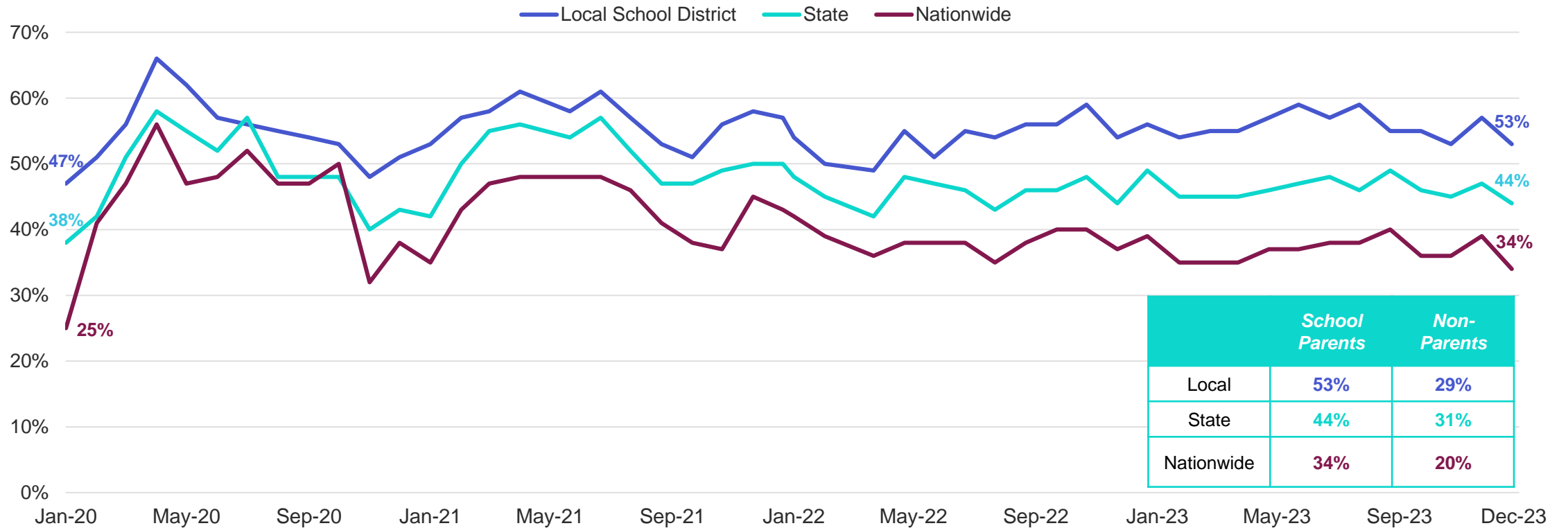


# Parents' positivity about K-12 education fell across all levels in December. Large opinion gaps persist between school parents and non-parents.

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

### % Right Direction



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 (58%)
-  To become independent thinkers (47%)
-  Skills for future employment (45%)
-  Socialization (44%)
-  How to be good citizens (42%)
-  Values, moral character, religious virtues (35%)
-  To fix social problems (16%)

#### Grades 9-12

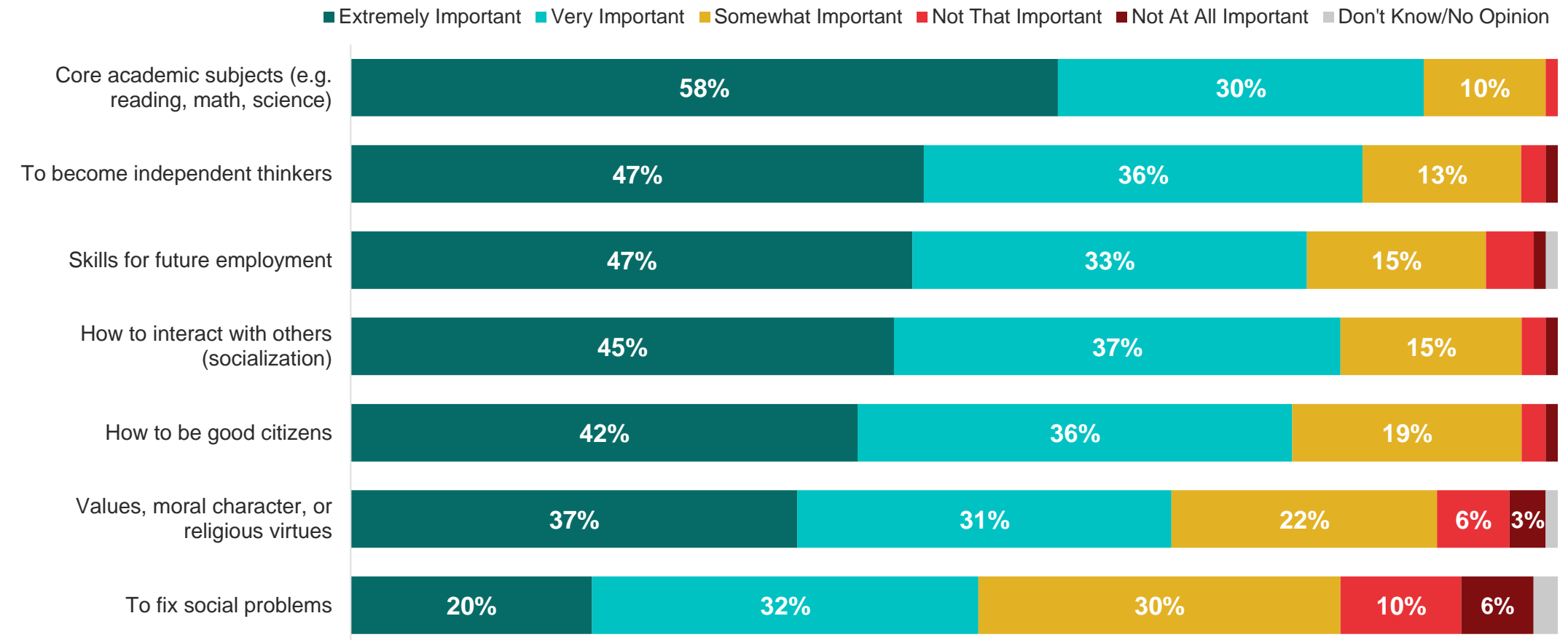
Average % selected Extremely Important **44%**

-  Skills for future employment (58%)
-  Core academic subjects (53%)
-  Become independent thinkers (49%)
-  How to be good citizens (47%)
-  Socialization (44%)
-  Values, moral character, religious virtues (36%)
-  To fix social problems (18%)

# 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...

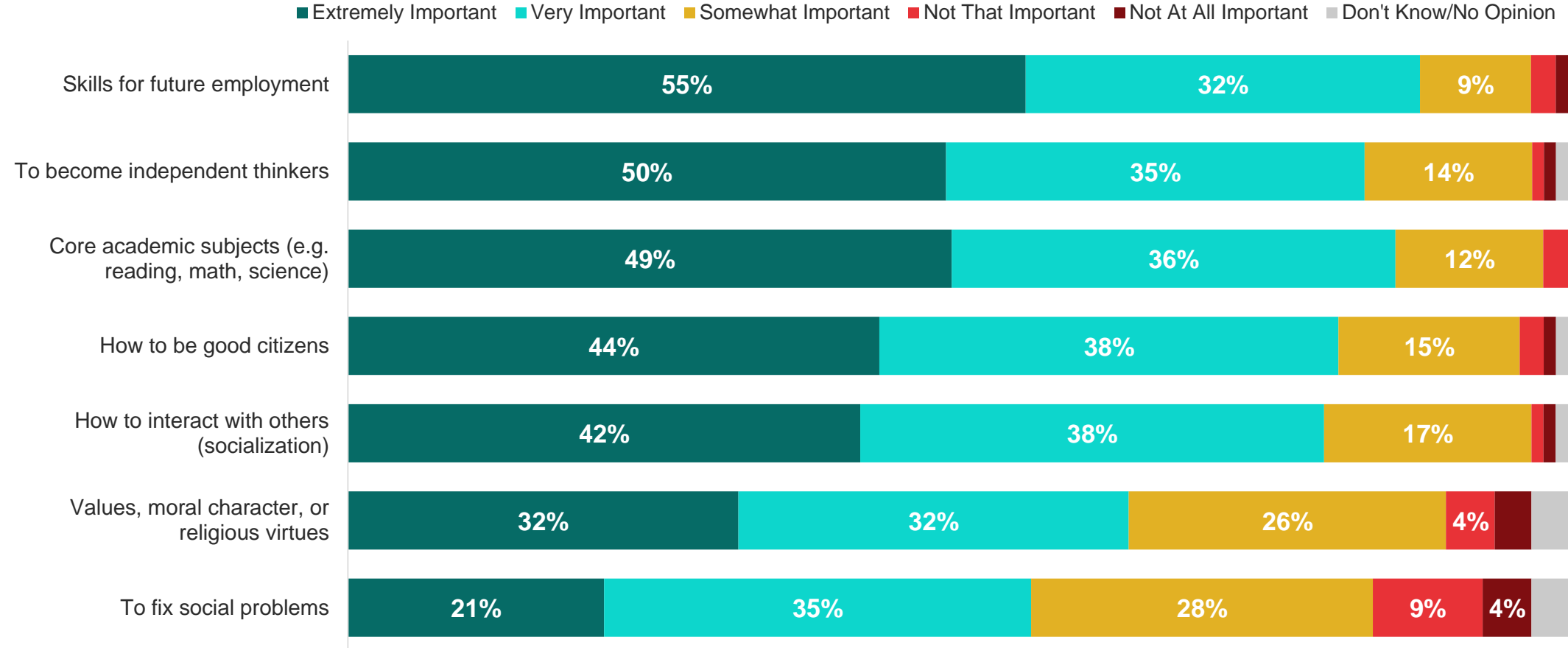
## School Parents



# 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



Source: Survey conducted December 11, 2023 – December 15, 2023, among U.S. adults



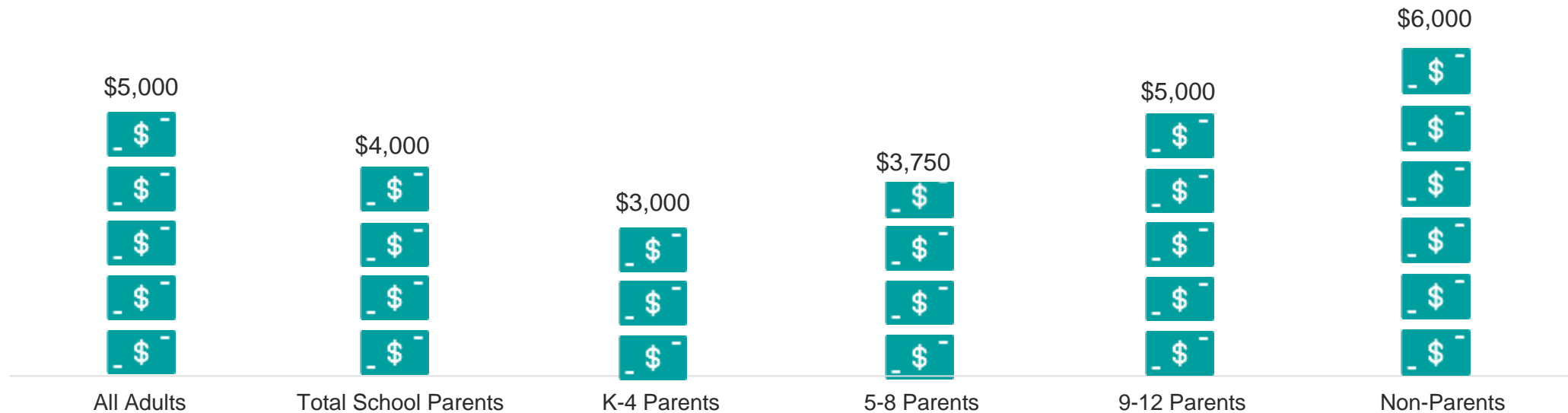
# The general public and school parents greatly underestimate per-student spending in public schools.

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

 = \$1,000

## Median Estimate

FY21 State Actuals	
Maximum	\$26,097
<b>Mean</b>	<b>\$14,295</b>
Minimum	\$9,014

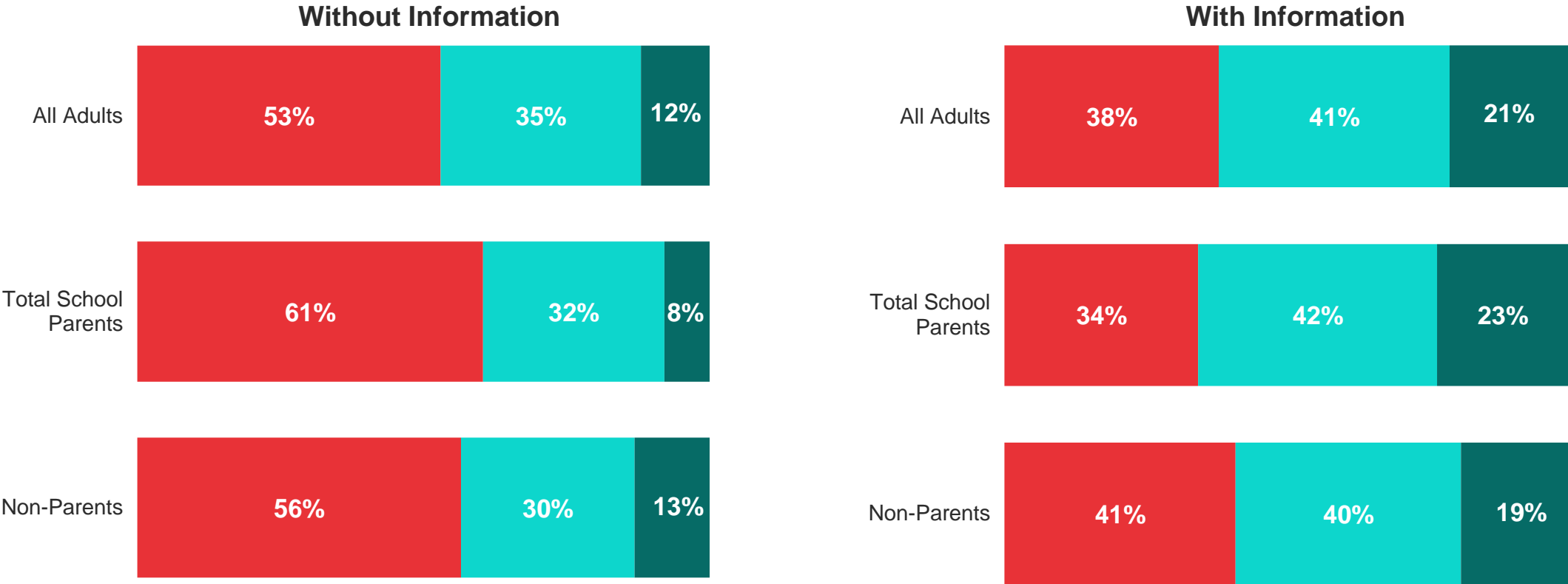


# The public and school parents are much less likely to say their state’s per-student spending is “too low” when given a publicly reported statistic – by 15 points and 27 points, respectively.

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



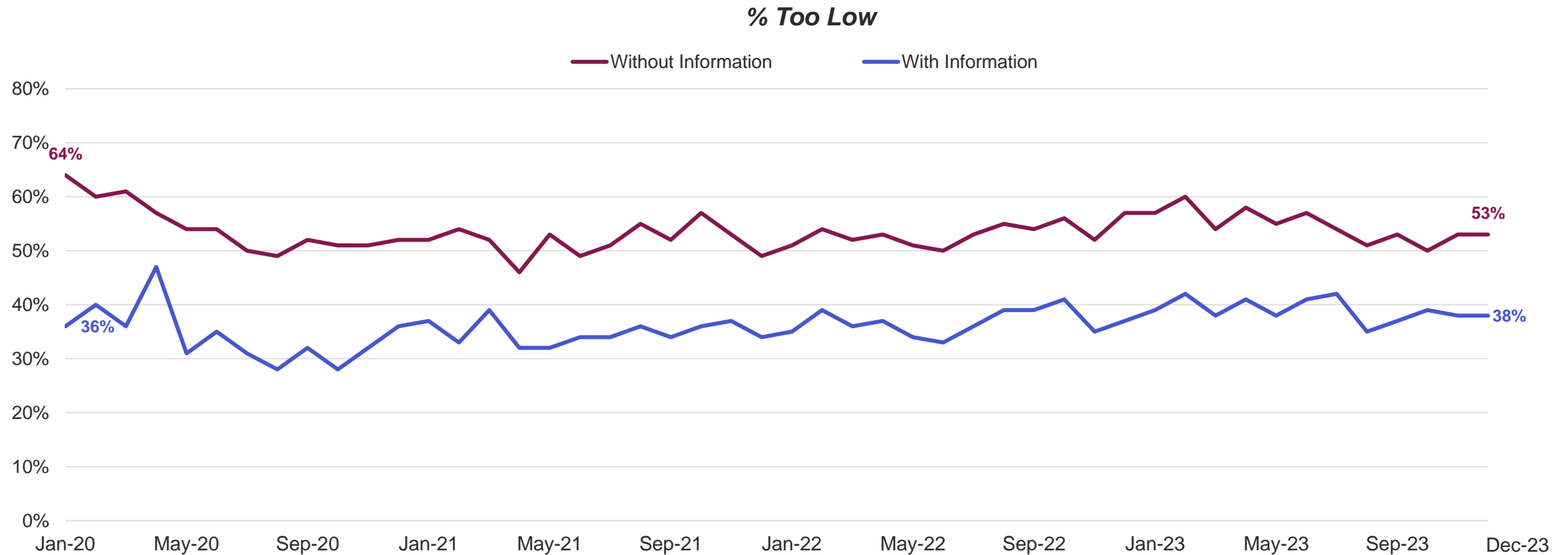
FY21 State Actuals Source: National Center for Education Statistics  
 Source: Survey conducted December 11, 2023 – December 15, 2023, among U.S. adults

# Substantially fewer respondents indicated school funding was “too low” in December when they were given 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:

## All Adults



AGENDA

VIEWS ON K-12 EDUCATION

**SCHOOLING AND EXPERIENCES**

K-12 CHOICE POLICIES

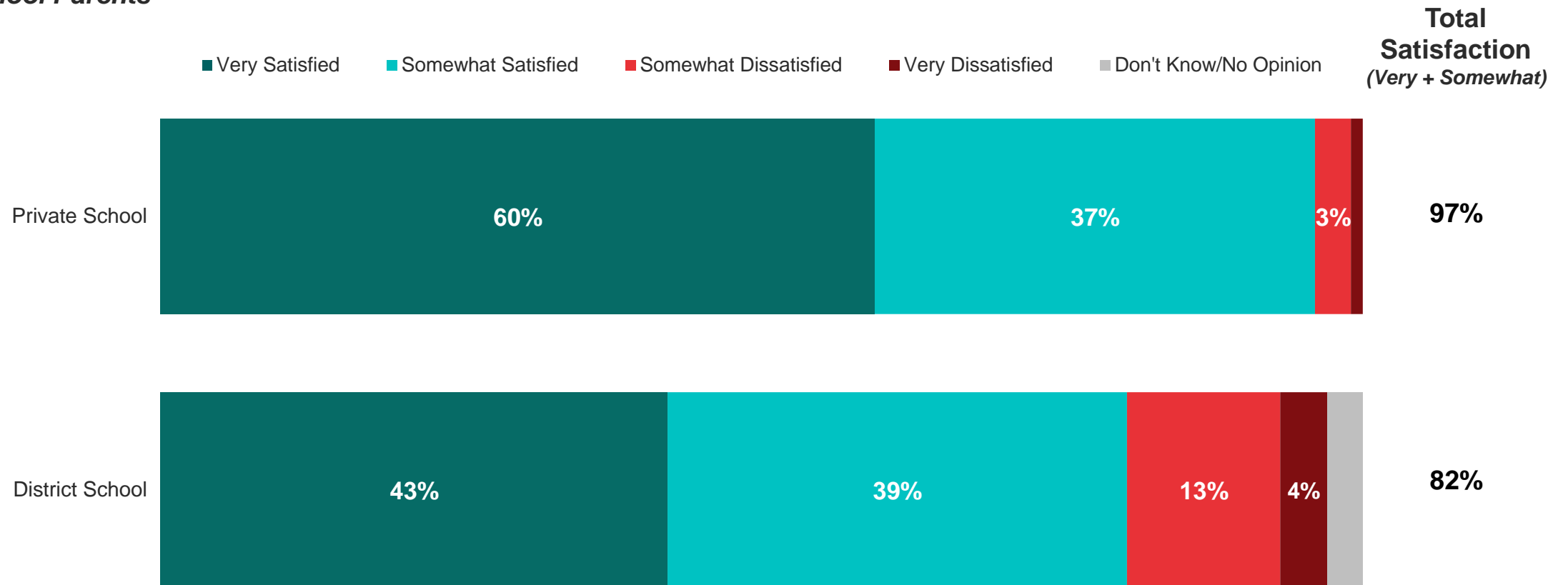
SURVEY PROFILE AND DEMOGRAPHICS



# 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

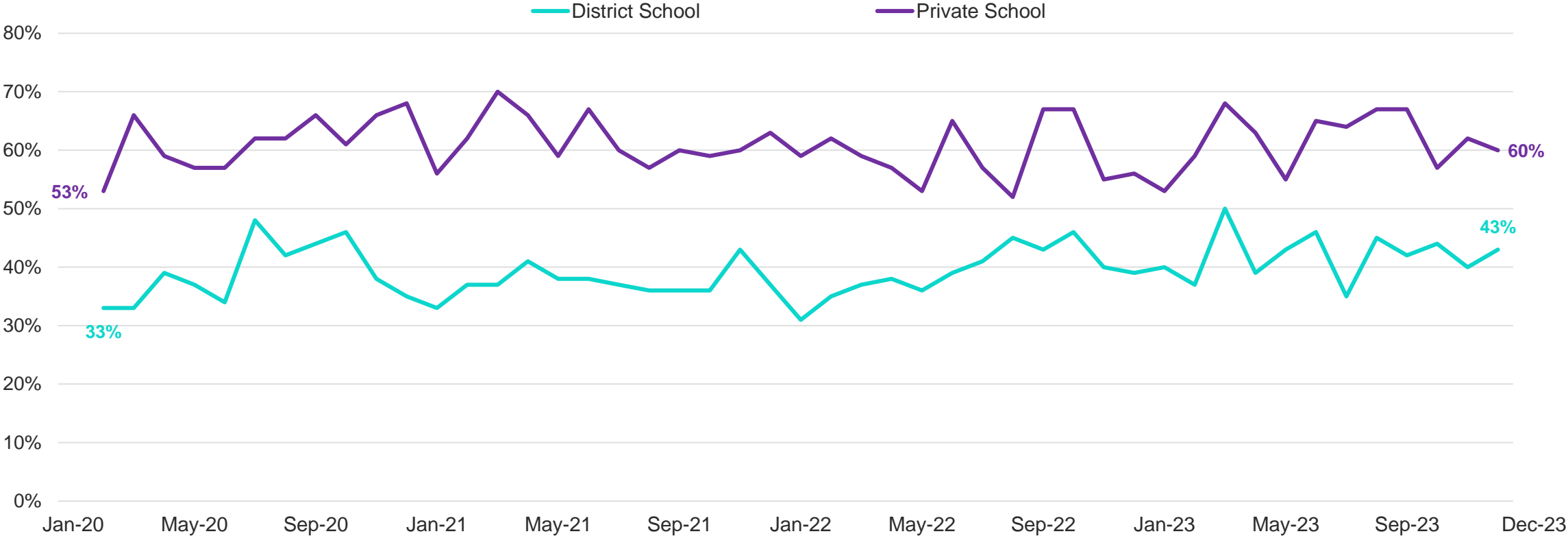


# Parents are consistently more likely to say they are “very satisfied” with private schools than public district schools. Strong district school satisfaction increased from November to December.

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

## School Parents

### % Very Satisfied



Note: Parent groups based on child/children school type attendance in 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).

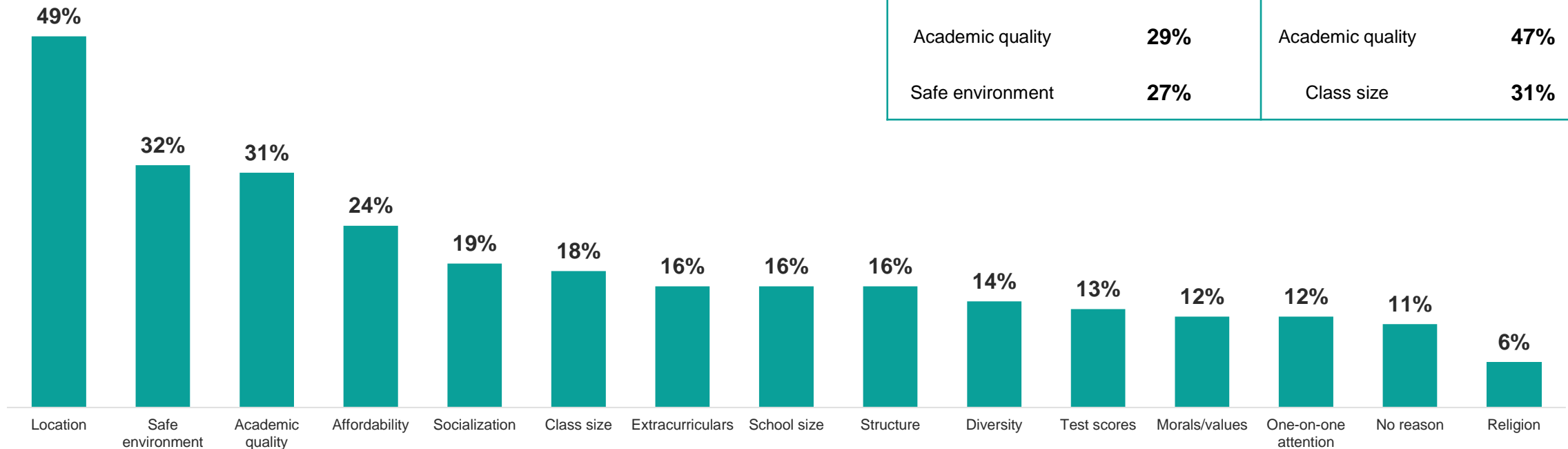
## School Parents

### % Selected

### Top 3 Reasons

% Selected

District School Parents		Private School Parents	
Location	56%	Safe environment	50%
Academic quality	29%	Academic quality	47%
Safe environment	27%	Class size	31%



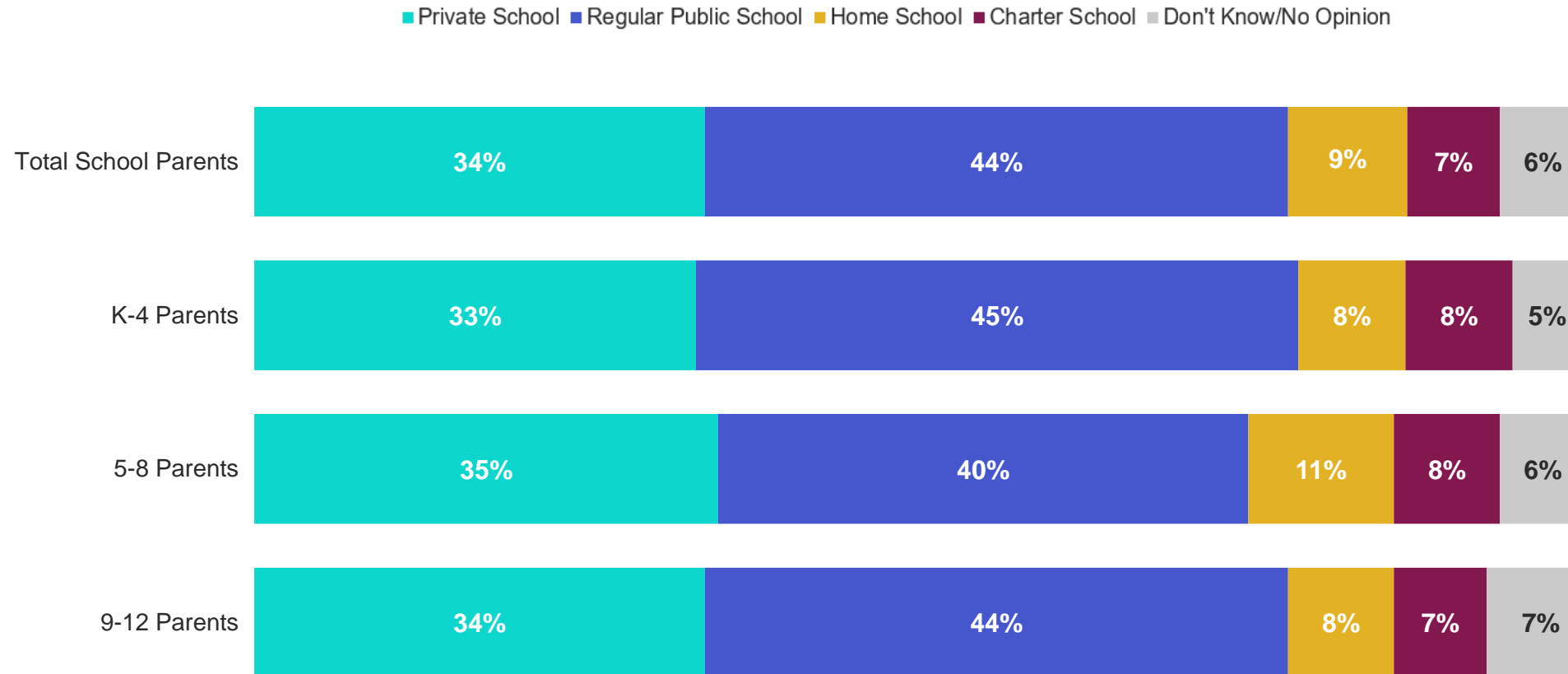
*Note: Results are composite numbers between those who were asked about their youngest child and those who were asked about their oldest child.*

*Source: Survey conducted December 11, 2023 – December 15, 2023, among U.S. adults*

# Parents have a diverse range of schooling preferences. They are more likely to prefer regular public schools over private schools.

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

## School Parents

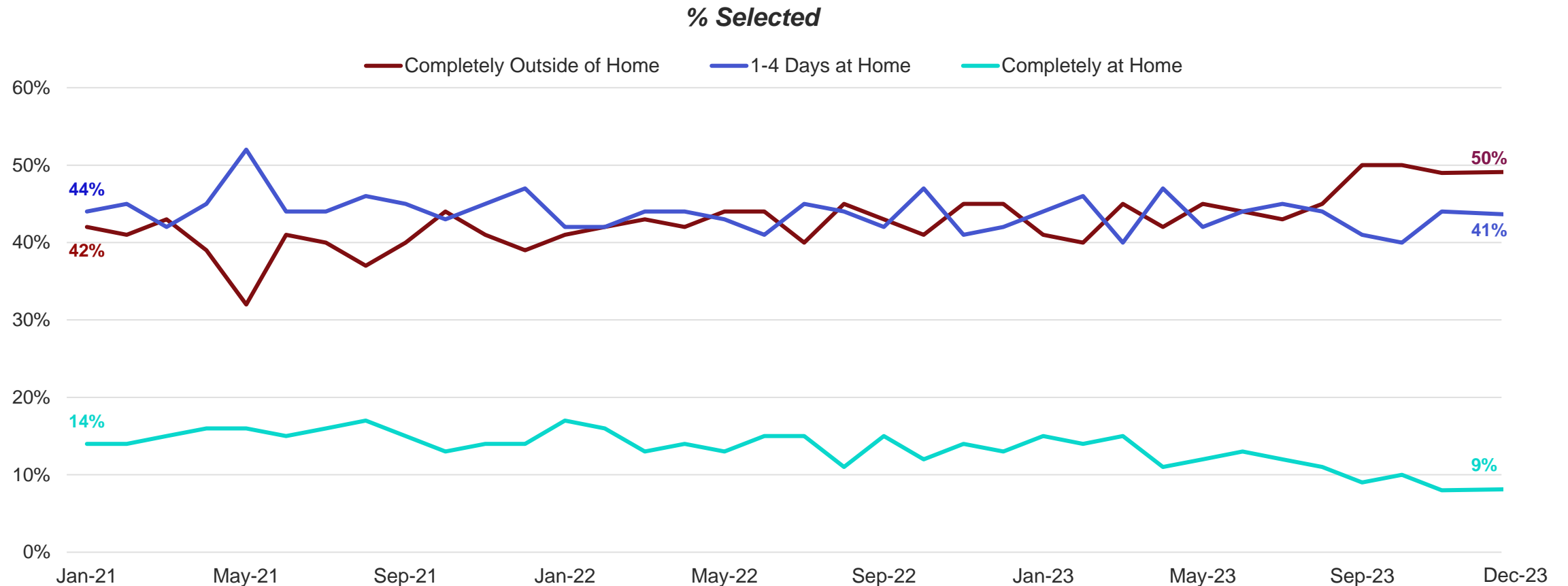




# Half of parents prefer having their child learn at home at least one day per week.

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?

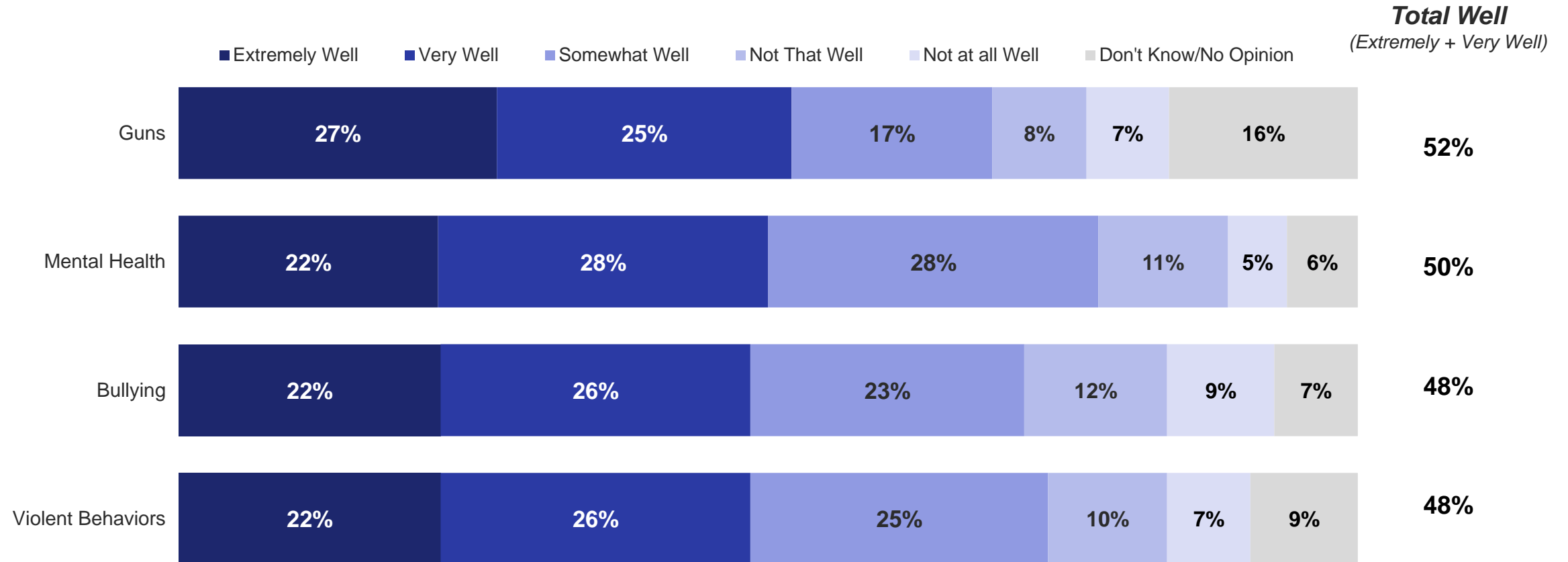
## School Parents



# 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?

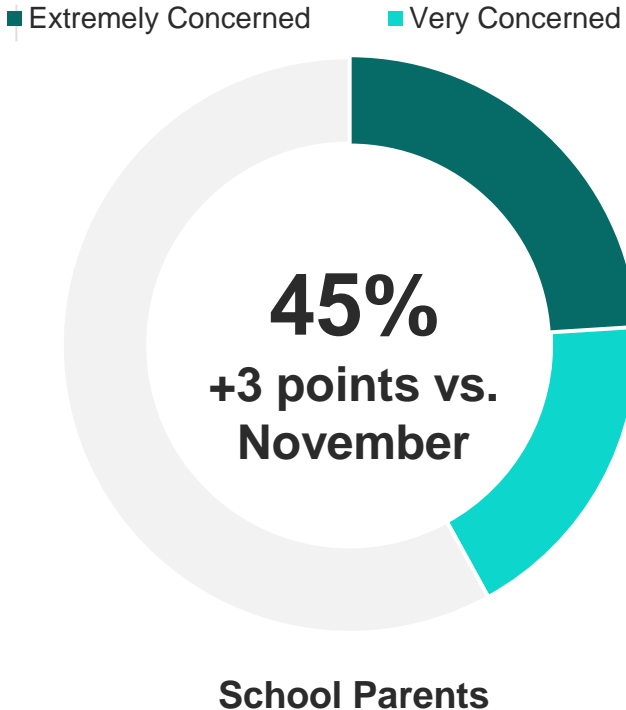
## School Parents



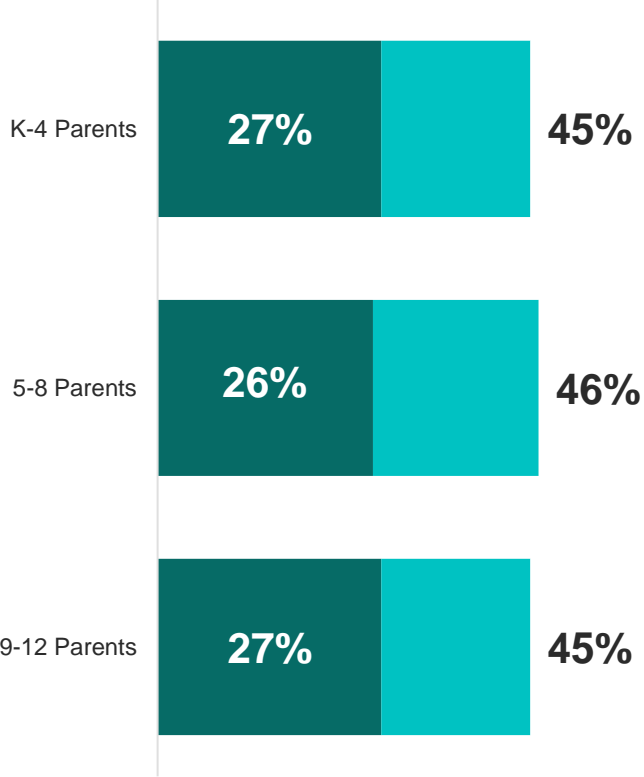
In December, over 40 percent of parents were concerned about a violent intruder entering their child's school. This proportion increased slightly from the previous month.

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)



Source: Survey conducted December 11, 2023 – December 15, 2023, among U.S. adults

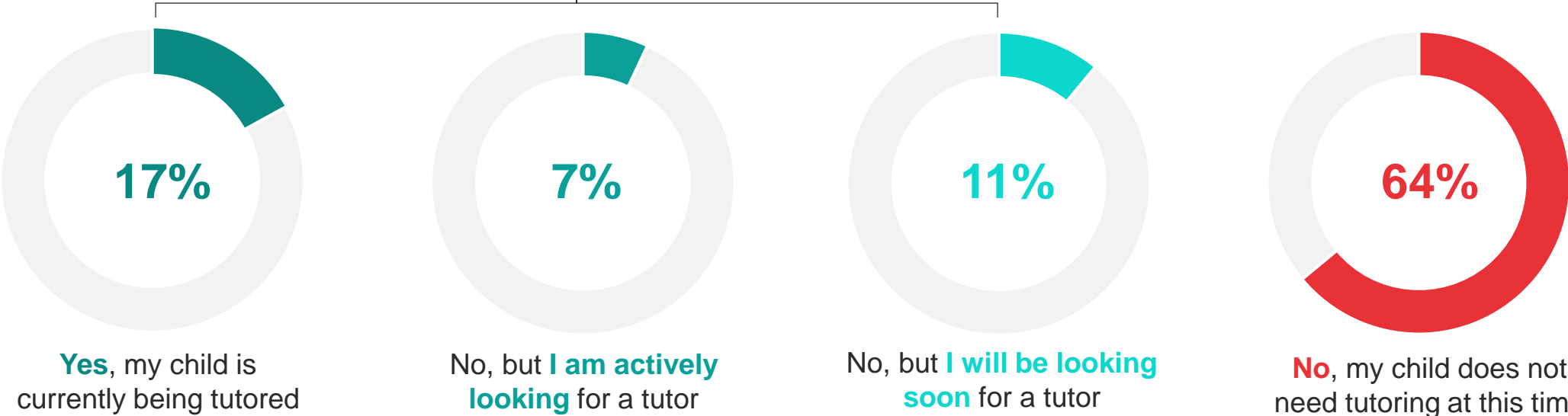
In December, just over 1 in 3 parents indicated they are currently using a tutor or are interested in tutoring for their children – a slight decrease from November.

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

**School Parents**

**35%** (-4 points vs. November)

currently have a tutor or looking for a tutor



Source: Survey conducted December 11, 2023 – December 15, 2023, among U.S. adults

In December, interest in tutoring was highest among private school parents and special education 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

School Parents 35%

Private School	61%
Special Education	58%
Special Needs	55%
Urban	54%
Age: 18-34	50%
Liberal	49%
Education: Bachelors +	47%

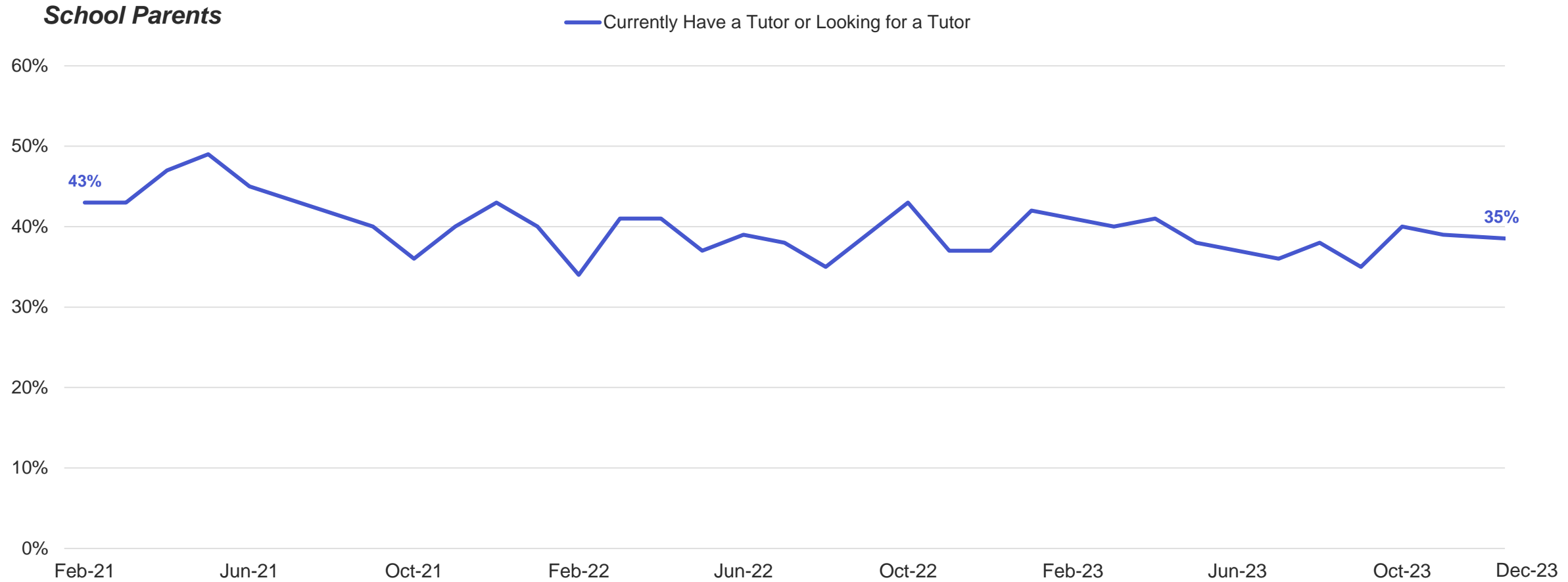
Groups **least** likely to be looking for / already having tutoring

Education: <College	29%
Independent	27%
Female	27%
Low Income: <\$50k	26%
Midwest	25%
Small Town	23%
Rural	20%

Source: Survey conducted December 11, 2023 – December 15, 2023, among U.S. adults

# School parents' interest in tutoring fell slightly in December.

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

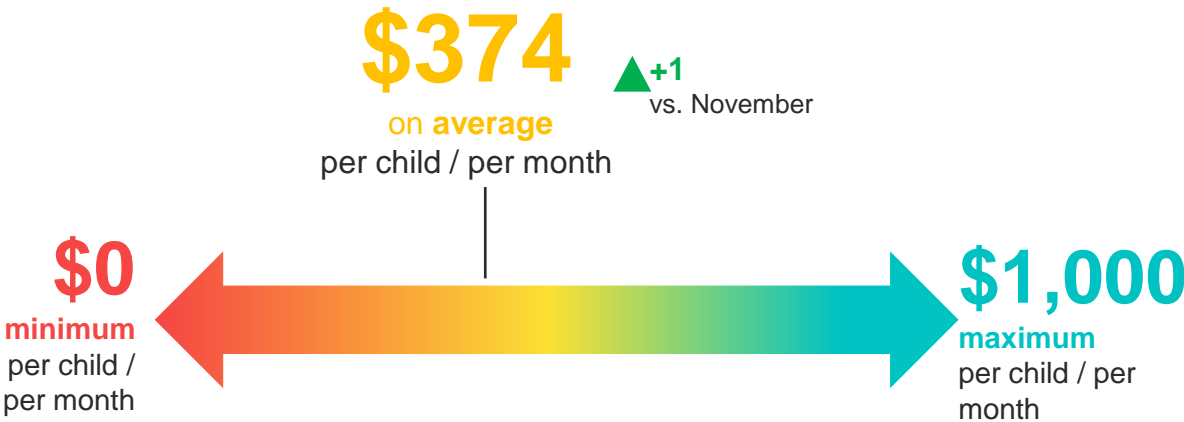


Note: Question was not asked in July 2021 and August 2021.

In December, the amount parents were willing to spend on tutoring remained roughly level with November at just over \$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 < \$50K	\$221
	Middle Income \$50K to <\$100K	\$421
	High Income \$100K+	\$465
Political Affiliation	Democrat	\$408
	*Independent	\$302
	Republican	\$389
Region	*West	\$424
	*Midwest	\$380
	South	\$316
	*Northeast	\$418

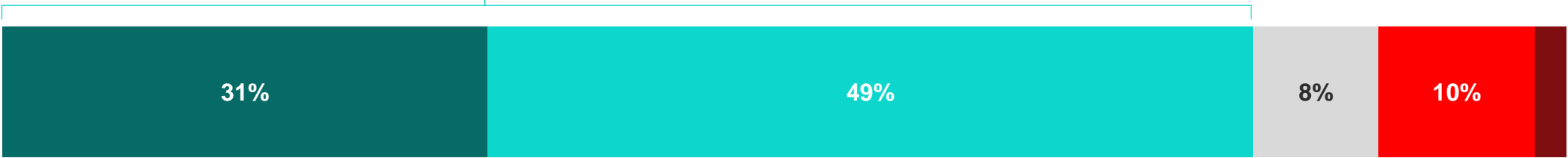
\*indicates base size n= <100

Eighty 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.

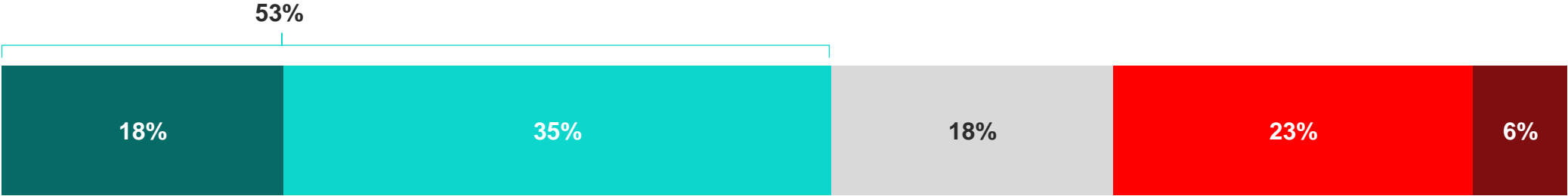
**School Parents**

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

How would you describe the impact of your youngest/oldest child's **computer/laptop use on their learning experience?**



How would you describe the impact of your youngest/oldest child's **cell phone use on their social-emotional development?**



*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 December 11, 2023 – December 15, 2023, among U.S. adults

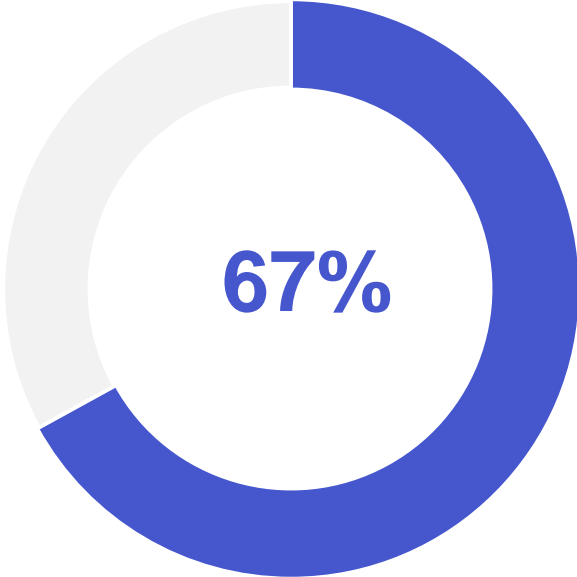


# Only about one-third of parents feel that students should be allowed to have cell phones in the classroom.

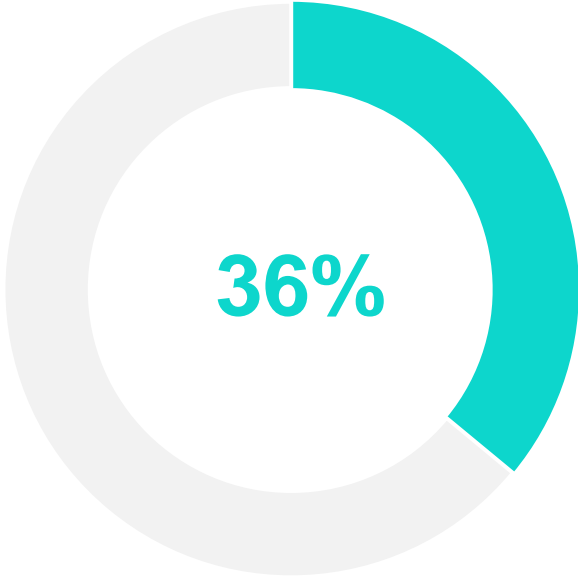
When it comes to cell phones, does you feel students should be allowed to have...

## School Parents

### Total % "Yes"



Cell phones in school



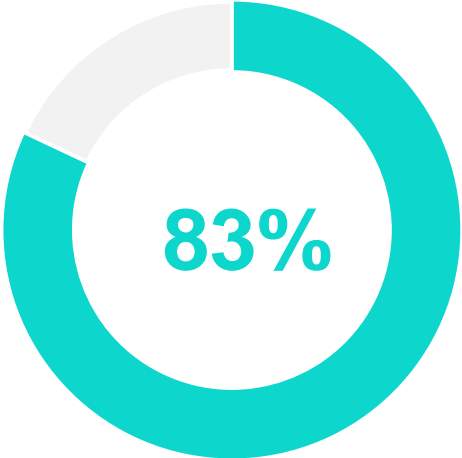
Cell phones in the classroom

# More than one-third of school parents say they have heard “a lot” about artificial intelligence (AI). Over 80 percent indicate at least “some” awareness.

To what extent, if at all, have you ever heard of artificial intelligence, also called AI?

## School Parents

All Adults 85%



**% Heard a lot/Some About Artificial Intelligence**

To what extent, if at all, have you ever heard of Artificial Intelligence, also called AI?

A lot	36%
Some	47%
Not much	11%
Not at all	3%

### Top % Have heard A lot/Some

High Income	94%
Gen Z	93%
Private School	88%
Male	91%

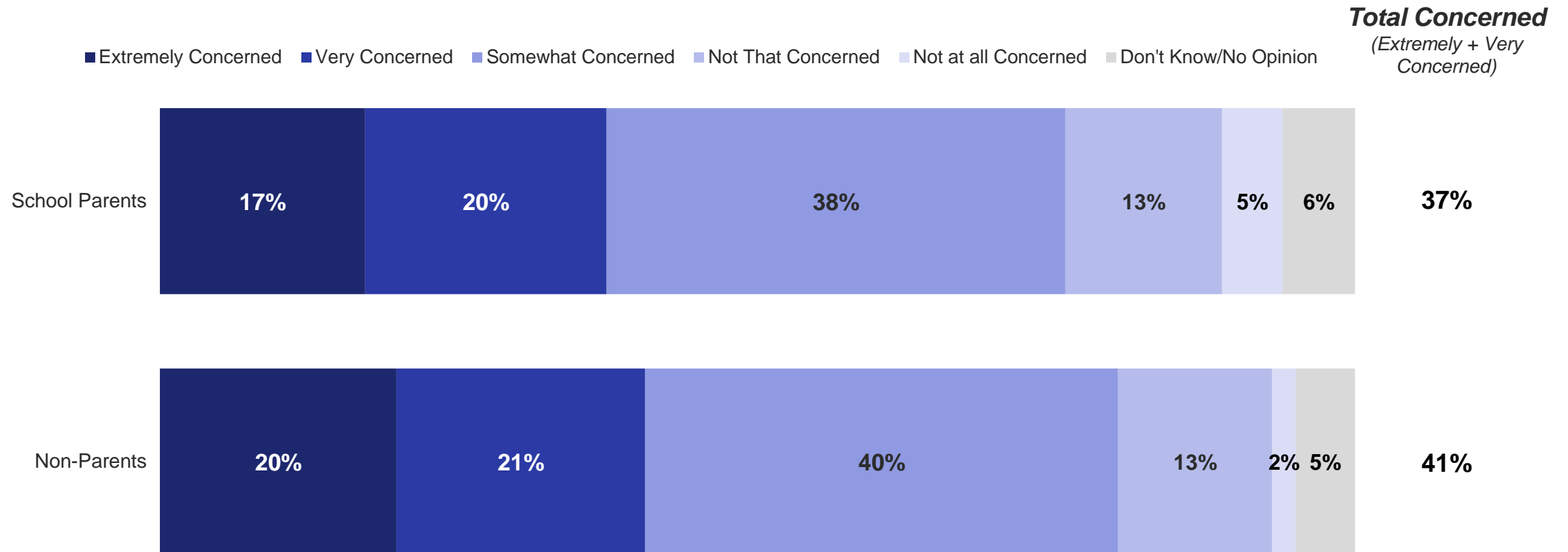
### Bottom % Have heard A lot/Some

Education: <College	79%
Rural	79%
Female	77%
Low Income	75%

Source: Survey conducted December 11, 2023 – December 15, 2023, among U.S. adults

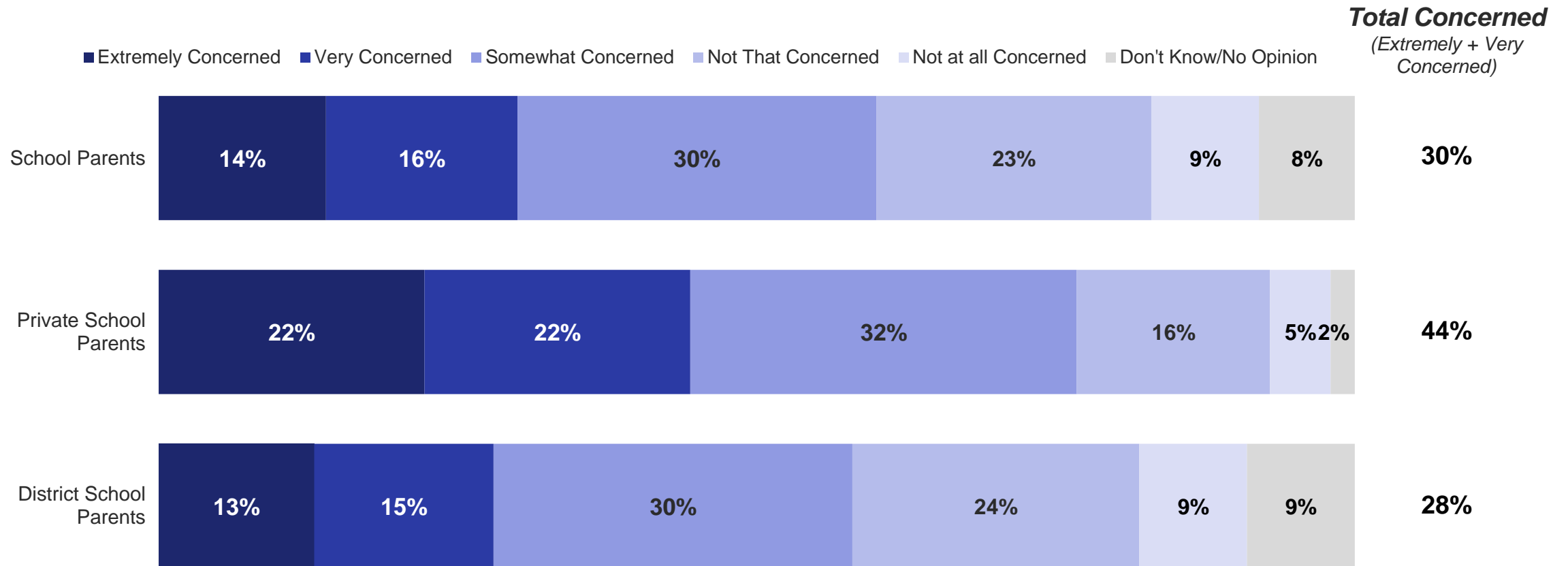
# Overall, adults without children are more concerned than school parents about the potential effects of artificial intelligence (AI) on society.

How concerned are you about the effects of artificial intelligence, or AI, on society in the future?



# Private school parents are much more concerned than district school parents about the effects of artificial intelligence (AI) on their child's learning this year.

How concerned are you about the effects of artificial intelligence, or AI, on your youngest/oldest child's learning this school year?



*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 December 11, 2023 – December 15, 2023, among U.S. adults*

AGENDA

VIEWS ON K-12 EDUCATION

SCHOOLING AND EXPERIENCES

**K-12 CHOICE POLICIES**

SURVEY PROFILE AND DEMOGRAPHICS



# Policy Descriptions Used

## Education Savings Accounts

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

## Charter Schools

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

## School Vouchers

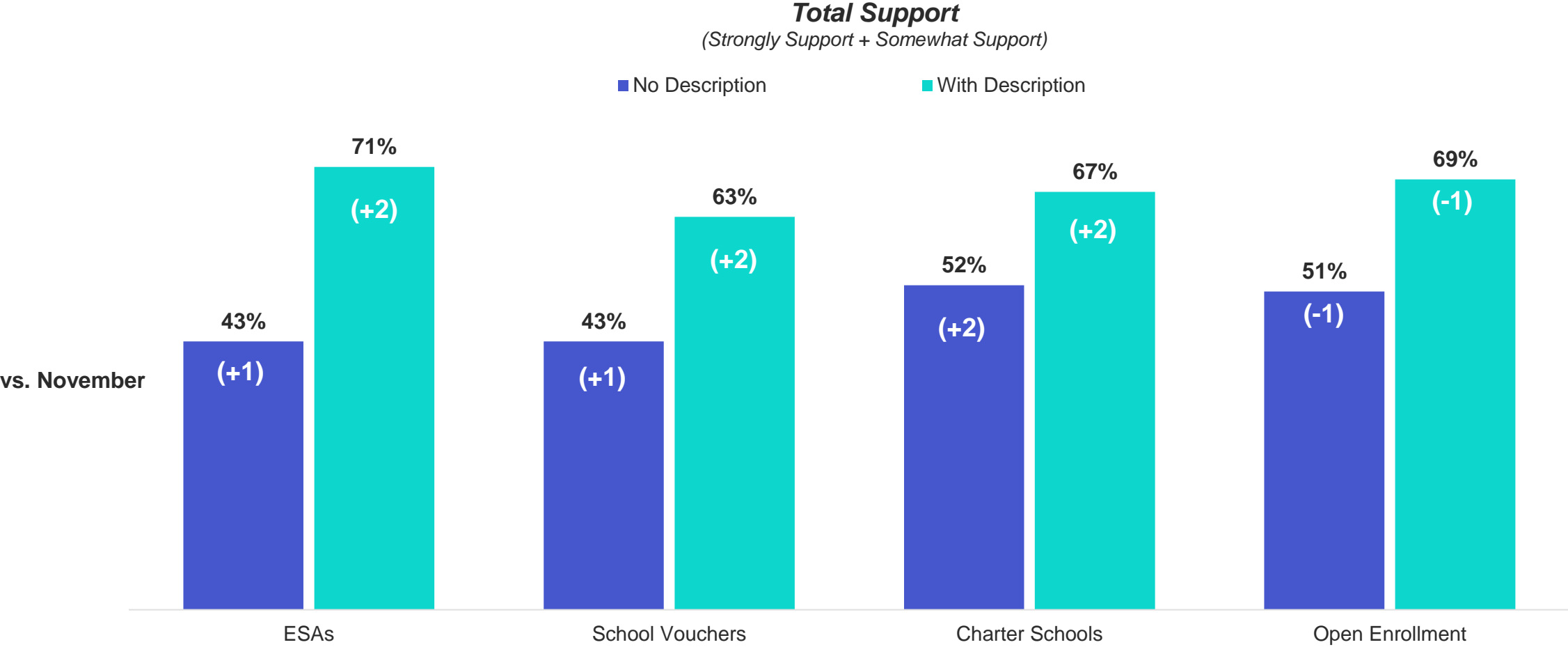
A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to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

## Open Enrollment

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

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

**All Adults**



Source: Survey conducted December 11, 2023 – December 15, 2023, among U.S. adults

# In December, support for ESAs was highest among high-income, college-educated adults, and Hispanic adults. Support was lowest among low-income adults and those living in rural areas.

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

## ESA Support, Among All Adults

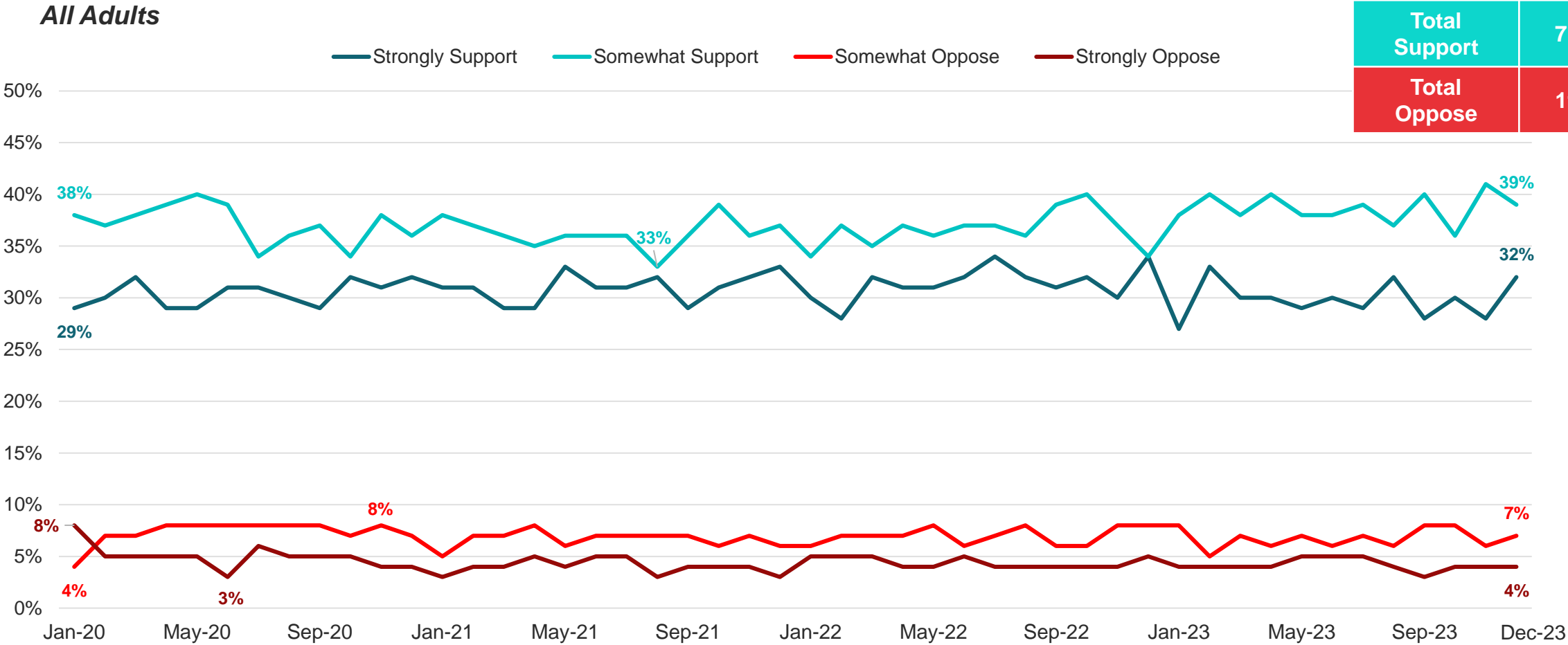
Public Support	Groups <b>most</b> supportive		Groups <b>least</b> supportive	
	Group	Support %	Group	Support %
71%	High Income: \$100k+	77%	Small Town	69%
	Education: Bachelors+	76%	Republican	69%
	Hispanic	76%	Education: <College	68%
	Age: 18-34	75%	Midwest	68%
	School Parents	74%	Northeast	68%
	Middle Income: \$50k to \$100k	74%	Female	68%
	Urban	73%	Low Income: <\$50k	68%
	South	73%	Rural	67%



# Americans' overall support of ESAs increased in December. The public is over six 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.

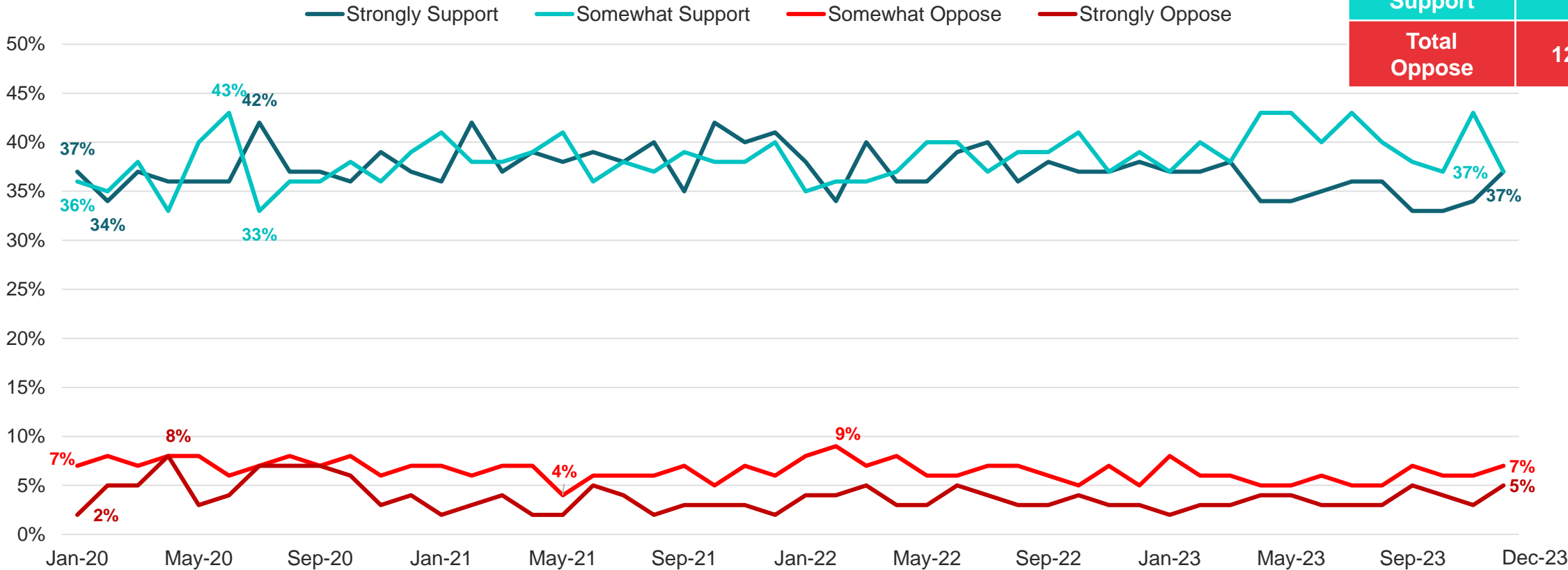
# In December, school parents were more than six times as likely to be strongly supportive of ESAs than strongly opposed. Total support fell slightly since the previous month.

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

**December 2023**

Total Support	74%
Total Oppose	12%



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

# Support for school vouchers was highest among conservatives, Black adults and school parents. It was lowest among liberals, Midwest adults and Democrats.

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

## School Voucher Support, Among All Adults

Public Support 63%

Groups most supportive		Groups least supportive	
Conservative	72%	Female	62%
Black	70%	Education: Bachelors+	62%
School Parents	68%	Suburban	61%
Republican	68%	High Income: \$100k+	61%
Millennials	67%	Gen X	61%
Rural	66%	Democrat	60%
West	65%	Midwest	58%
Male	65%	Liberal	58%

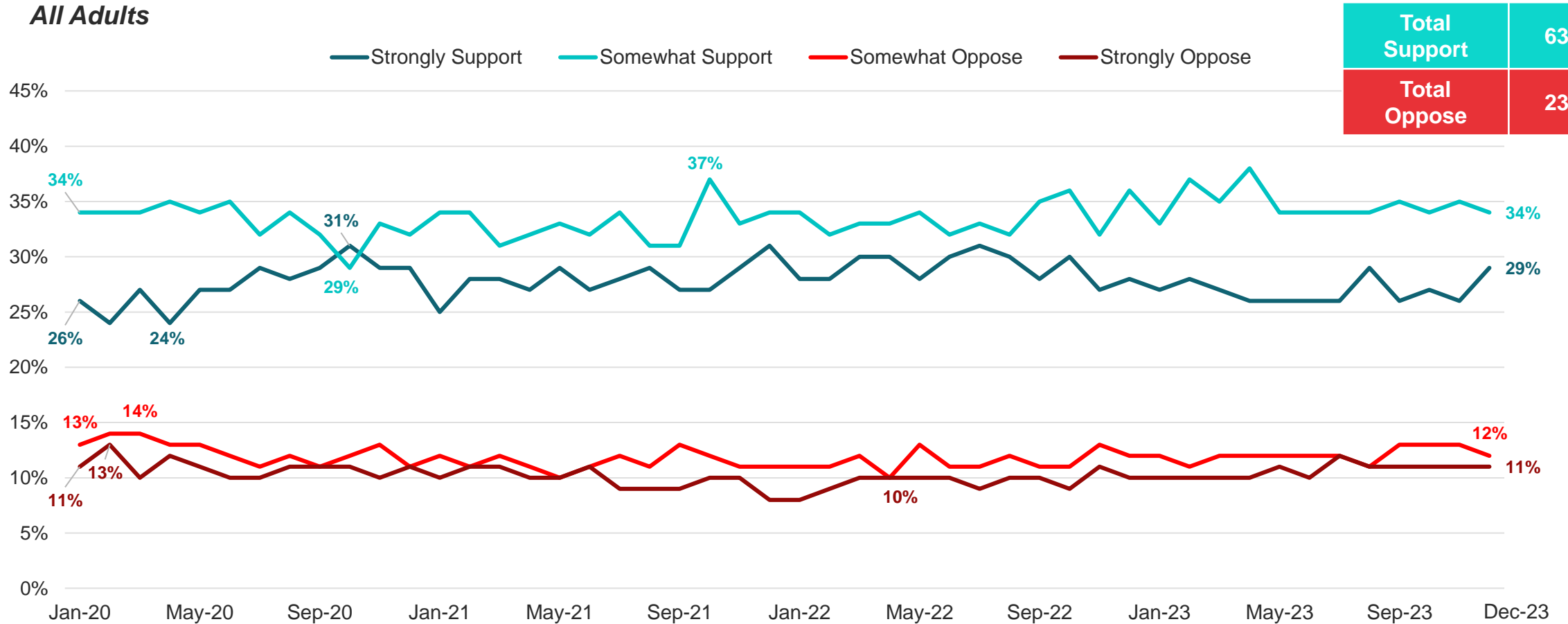
Source: Survey conducted December 11, 2023 – December 15, 2023, among U.S. adults

# The public's strong support for school vouchers increased in December. Americans are still more than twice 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?

**December 2023**

**All Adults**



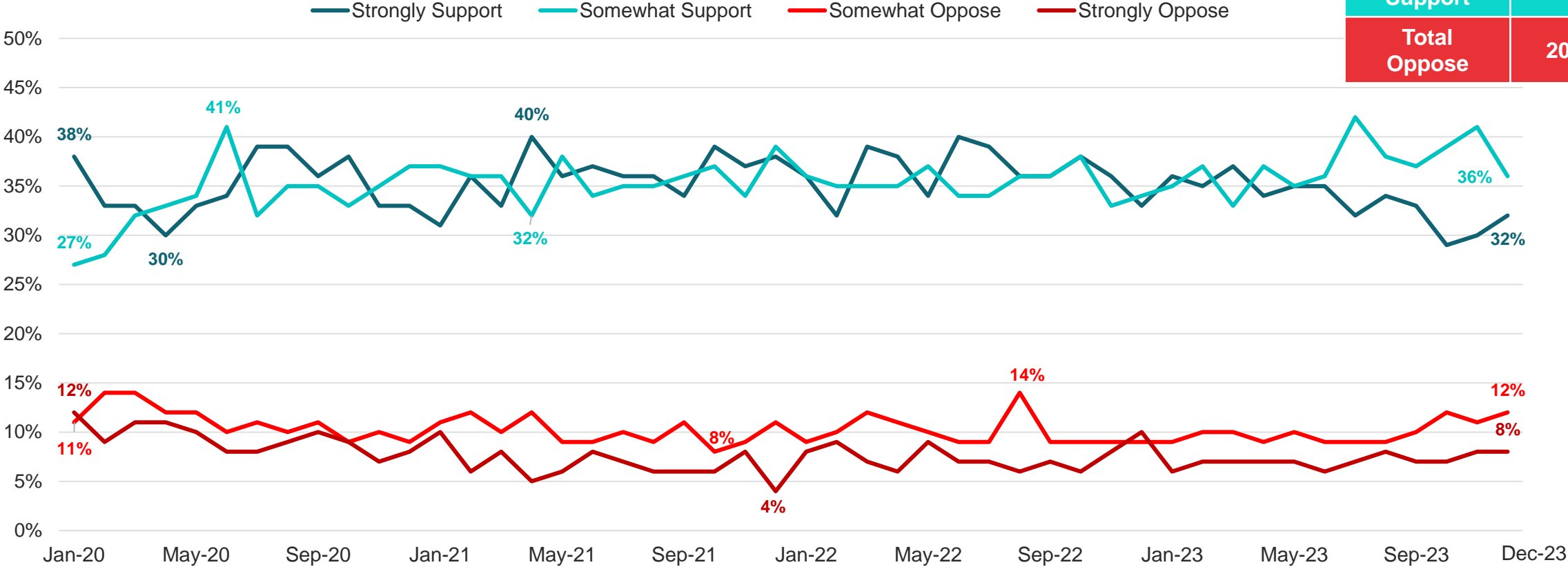
Note: Don't know/No opinion responses are not shown.

# In December, support for school vouchers fell among school parents. Parents are 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?

**December 2023**

## School Parents



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

# Support for charter schools is highest among conservatives, Republicans, and adults living in the West. Liberal and Midwest adults are least likely to support them.

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

## Charter School Support, Among All Adults

Public Support 67%

Groups most supportive		Groups least supportive	
Conservative	75%	Education: <College	66%
West	75%	Suburban	65%
Republican	74%	Female	65%
Hispanic	71%	Low Income: <\$50k	64%
High Income: \$100k+	71%	Gen X	64%
School Parents	71%	Democrat	63%
Middle Income: \$50k to \$100k	70%	Midwest	62%
Black	69%	Liberal	62%

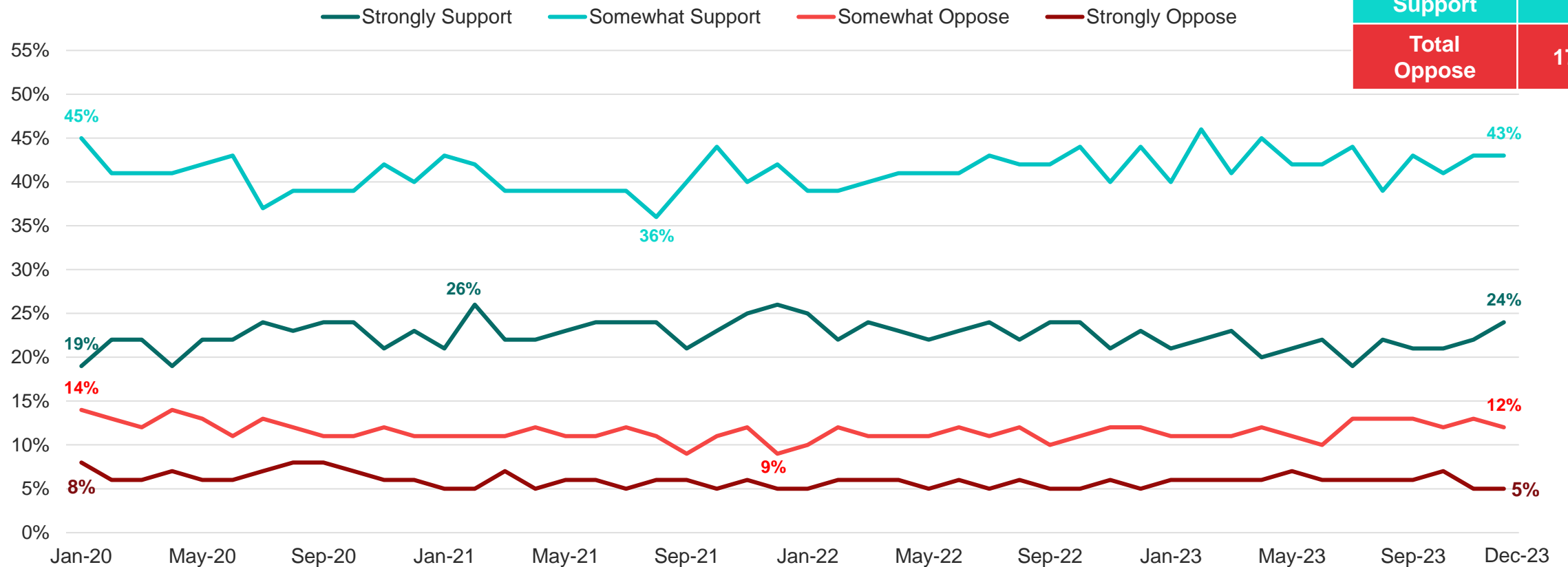
Source: Survey conducted December 11, 2023 – December 15, 2023, among U.S. adults

# Americans' overall support for charter schools increased slightly in December.

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?

**December 2023**

**All Adults**



<b>Total Support</b>	<b>67%</b>
<b>Total Oppose</b>	<b>17%</b>

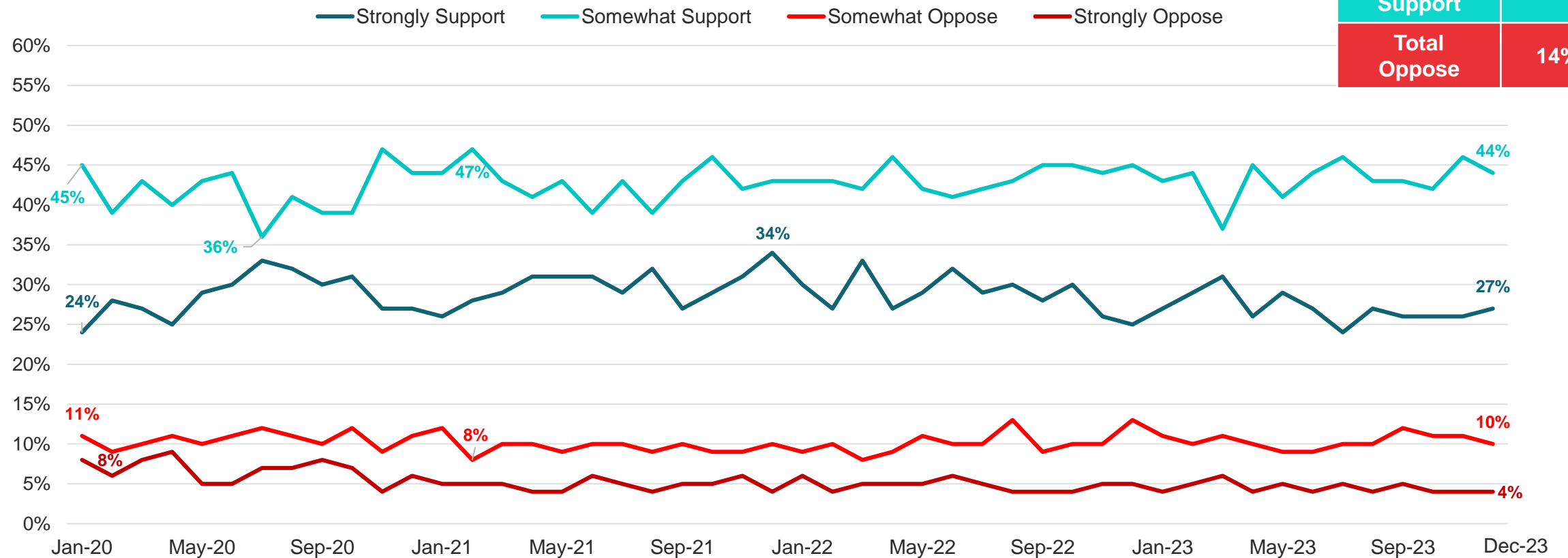
Note: Don't know/No opinion responses are not shown.

# Parents' overall support for charter schools remained roughly level in December. They are over five times as likely to support charter schools 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?

## School Parents

December 2023	
Total Support	71%
Total Oppose	14%



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



# Hispanic adults and those living in the South are most likely to support open enrollment. Baby Boomers and adults living in the Northeast 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	69%
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Groups most supportive		Groups least supportive	
Hispanic	75%	Education: <College	68%
South	75%	Low Income: <\$50k	68%
Black	74%	Gen X	66%
Millennial	74%	Midwest	66%
School Parents	73%	Small Town	66%
Middle Income: \$50k to \$100k	72%	Rural	65%
Urban	71%	Baby Boomers	64%
Suburban	70%	Northeast	62%

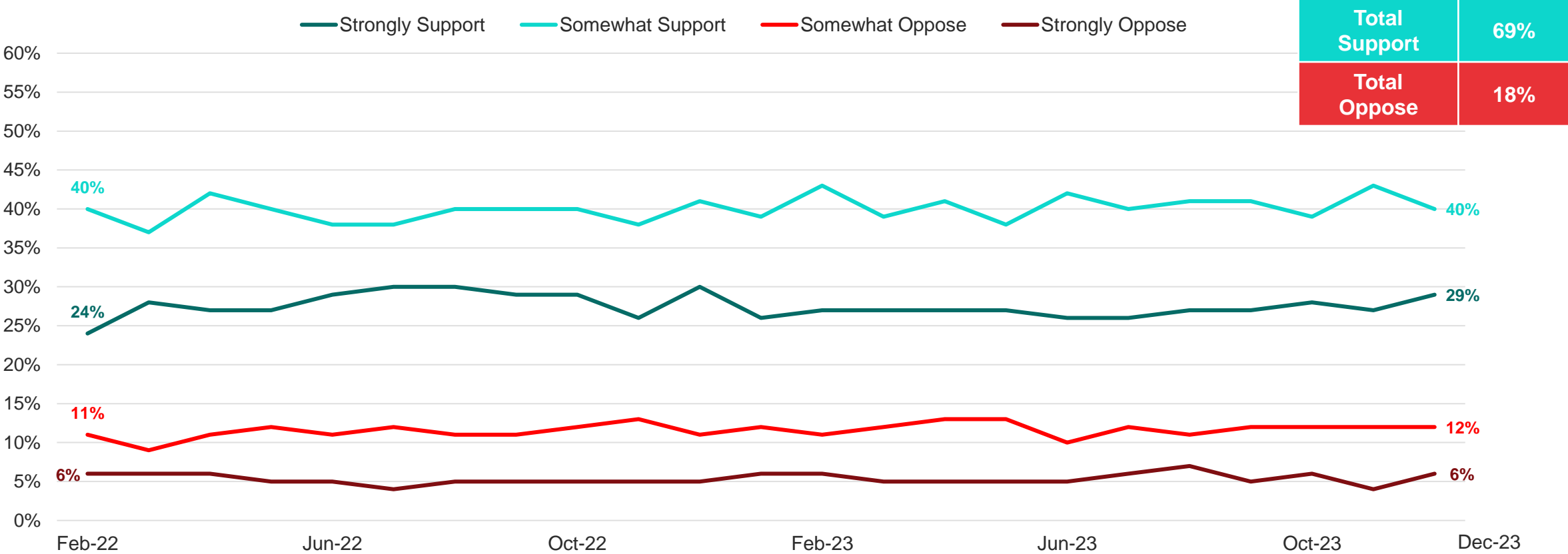
Source: Survey conducted December 11, 2023 – December 15, 2023, among U.S. adults

# The public’s overall support for inter-district open enrollment remained roughly level in December. Overall support is almost four 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.

**December 2023**

## All Adults

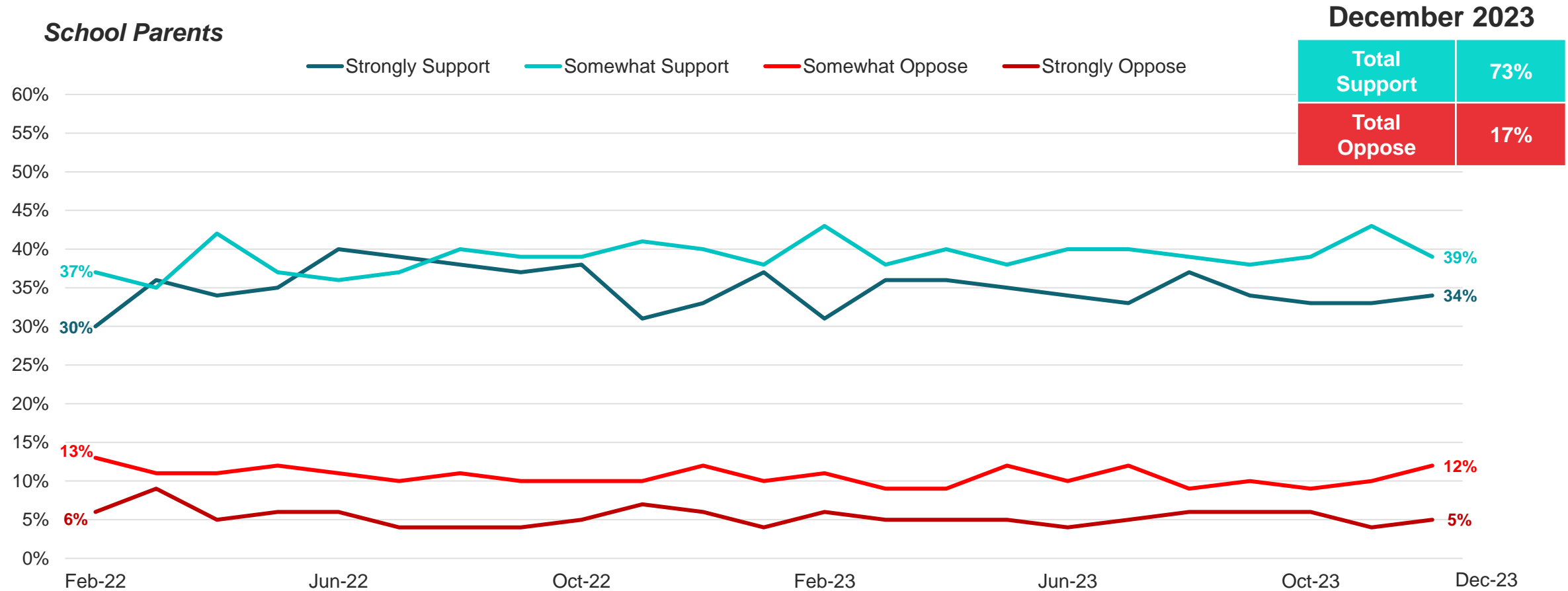


Note: Don't know/No opinion responses are not shown.

# Among school parents, overall support of open enrollment decreased in December. Parent support is over four 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.

## School Parents



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

AGENDA

**VIEWS ON K-12 EDUCATION**

**SCHOOLING AND EXPERIENCES**

**K-12 CHOICE POLICIES**

**SURVEY PROFILE AND DEMOGRAPHICS**



# Survey Profile, 1

<b>Dates</b>	December 11-15, 2023
<b>Survey Data Collection &amp; Quality Control</b>	Morning Consult
<b>Survey Sponsor</b>	EdChoice
<b>Population</b>	General Population (Adults, Age 18+)
<b>Sampling Frame</b>	National sample of adults (age 18+) living in the United States, including the District of Columbia, with an oversample of school parents
<b>Sampling Method</b>	Non-Probability, Stratified (based on Age, Gender)
<b>Mode</b>	Online Survey
<b>Language</b>	English

## Survey Profile, 2

<b>Survey Time</b>	Gen Pop Median = 10.25 minutes Oversample Median = 13.17 minutes
<b>Sample Size</b>	N = 2,260 General Population N= 1,320 Total School Parents
<b>Oversampling</b>	N = 850 School Parents
<b>Quotas</b>	Age, Gender
<b>Weighting</b>	Age, Race, Ethnicity, Gender, Education, Census Region
<b>Measure of Precision (adjusted for weighting)</b>	± 2.62 percentage points (Gen Pop), ± 3.44 percentage points (Oversample)
<b>Participation Rate</b>	69.67% (Gen Pop), 19.50% (Oversample)
<b>Methods Page</b>	<a href="https://edchoice.morningconsultintelligence.com/methodology">https://edchoice.morningconsultintelligence.com/methodology</a>
<b>Project Contact</b>	Paul DiPerna, paul@edchoice.org

# Total Sample Demographics

Demographics	Unweighted (N = )
Hispanic	193
Non-Hispanic White	1,668
Black	276
Other	109
Generation Z	240
Millennial	691
Generation X	558
Boomers	686
Male	1,090
Female	1,170
< College	1432
College +	828
Northeast	447
Midwest	554
South	888
West	371

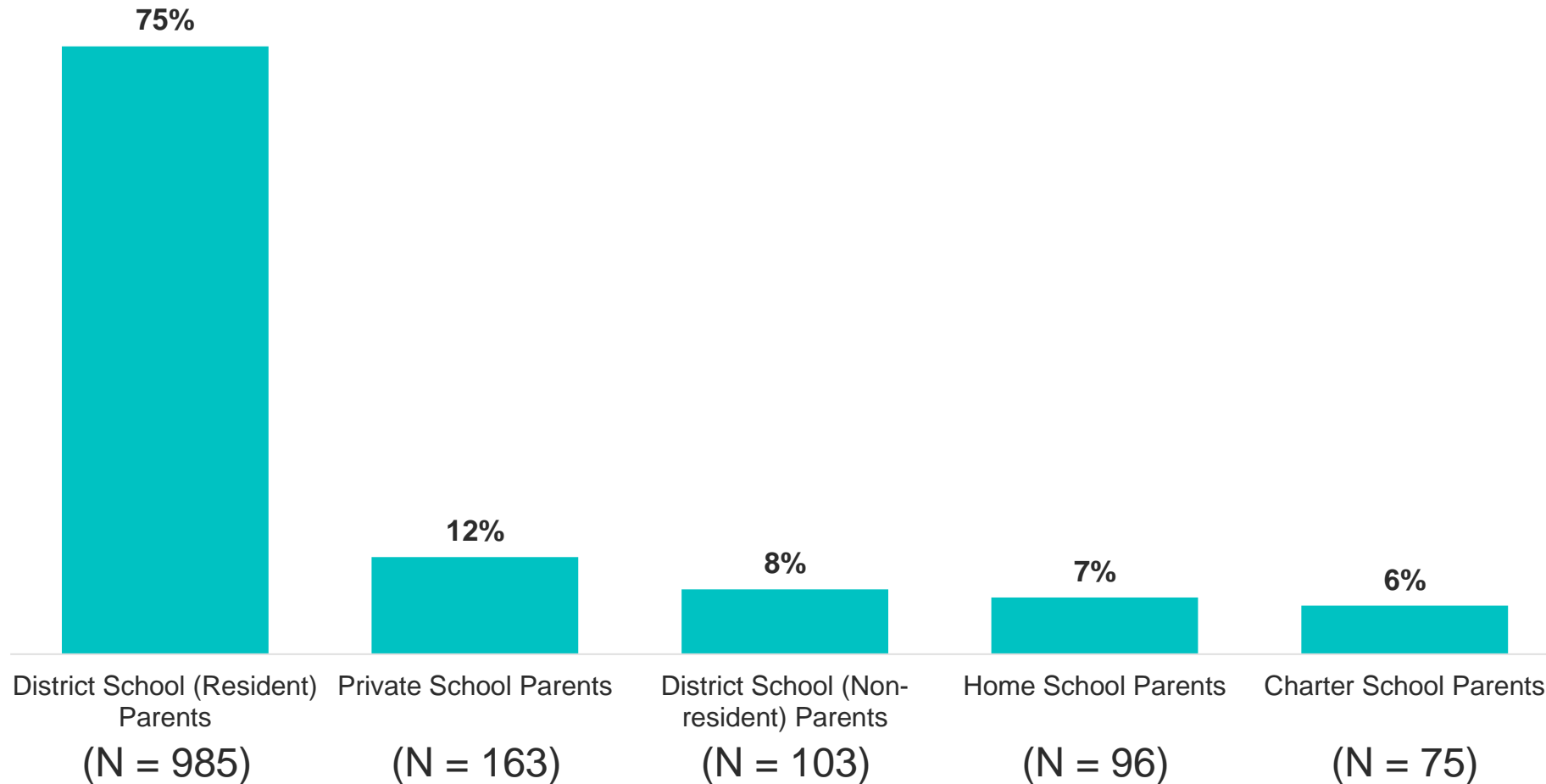
Demographics	Unweighted (N = )
Total School Parents*	1,320
K-4 Parents*	668
5-8 Parents*	569
9-12 Parents*	532
Non-Parents	934
Liberal	634
Moderate	652
Conservative	777
Democrat	779
Independent	629
Republican	726
Urban	650
Suburban	997
Small Town	218
Rural	395
Low Income <\$50K	1187
Middle Income \$50K to <\$100K	732
High Income \$100K+	341

\* Denotes the sample came from school parents

Demographics	Unweighted	Weighted	Target (%)
Hispanic	9%	17%	16%
White	74%	62%	78%
Non-Hispanic White	74%	n/a	n/a
Black	12%	13%	12%
Other	5%	7%	9%
Age: 18-34	28%	29%	30%
Age: 35-54	31%	31%	31%
Age: 55+	41%	40%	40%
Age: 65+	23%	22%	20%
Male	48%	49%	48%
Female	52%	51%	52%
< College	63%	65%	69%
College +	37%	35%	31%
Northeast	20%	18%	18%
Midwest	25%	21%	21%
South	39%	38%	37%
West	16%	24%	24%



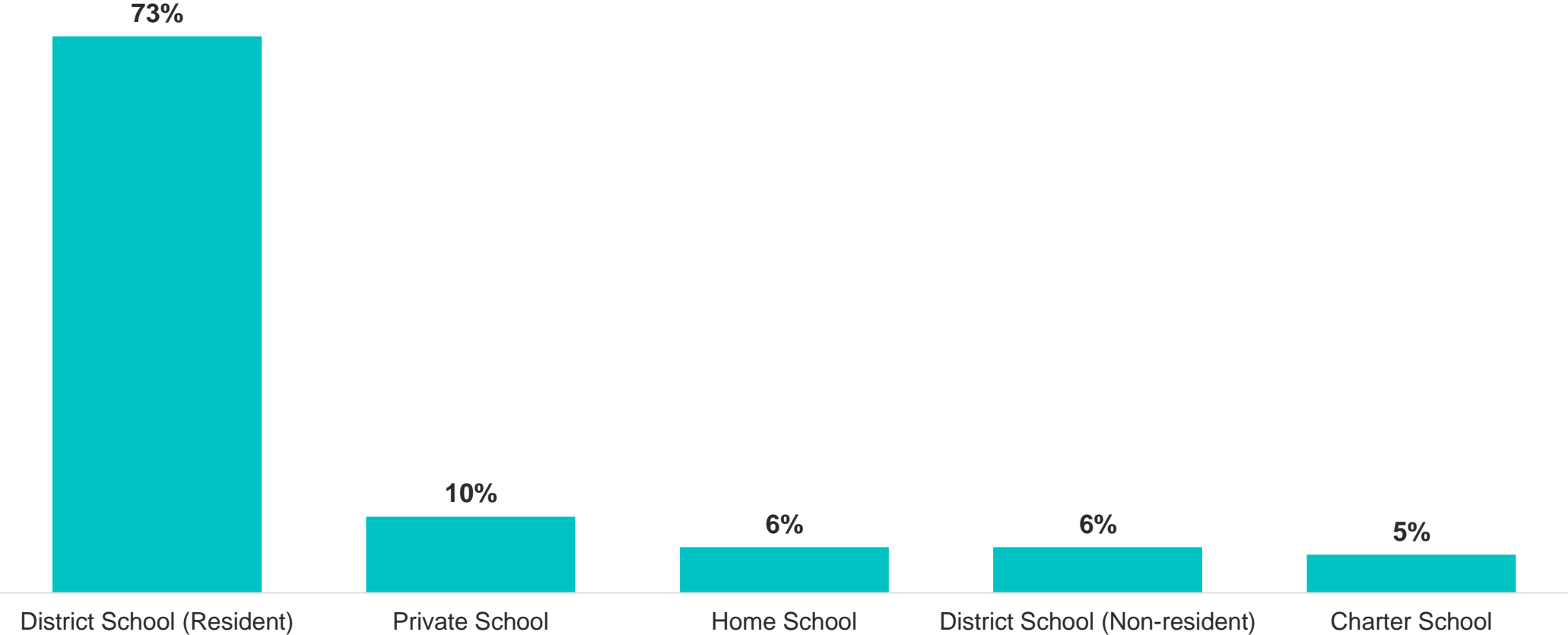
# Parent groups based on estimated school type attendance for the 2023-2024 school year



*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

WHO WE ARE

 **MORNING CONSULT**<sup>®</sup>

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

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

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



 **CHOICE**

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

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



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