

yes.  
every kid.  
**foundation.**

U.S. National Survey

September 2023

# Design and Methodology

YouGov interviewed 1,209 respondents who were then matched down to a sample of 1,000 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, and education. The sampling frame is a politically representative "modeled frame" of US adults, based upon the American Community Survey (ACS) public use microdata file, public voter file records, the 2020 Current Population Survey (CPS) Voting and Registration supplements, the 2020 National Election Pool (NEP) exit poll, and the 2020 CES surveys, including demographics and 2020 presidential vote.

The matched cases were weighted to the sampling frame using propensity scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity, years of education, region and home ownership. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles.

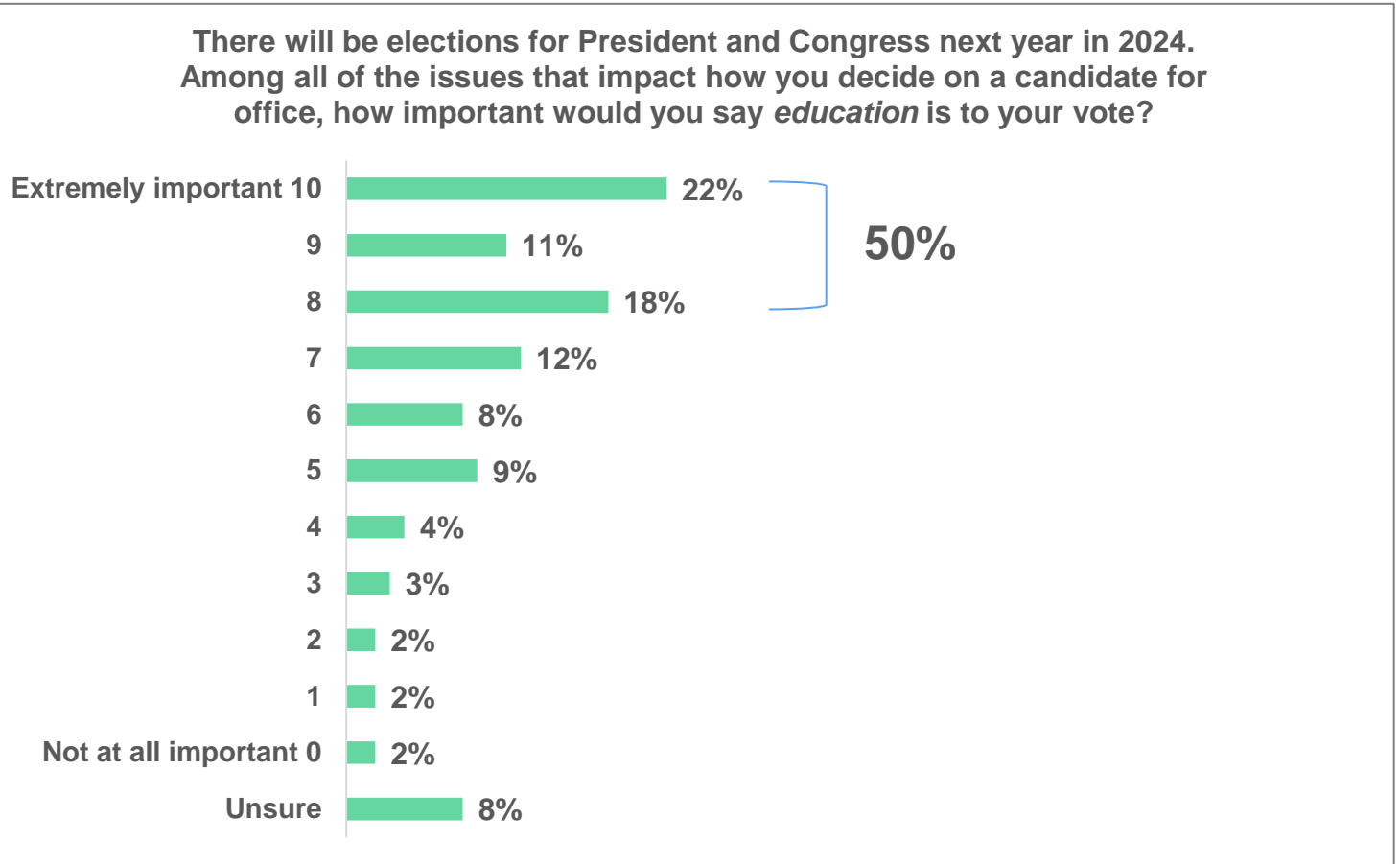
The weights were then raked on 2020 presidential vote choice, home ownership, gender, age (4-categories), race (4-categories), and education (4-categories) to produce the final weight.

Arc Insights designed the questionnaire and this presentation of the results.

The margin of error is +/- 3.42%.

# Importance of Education to Vote

Half of adults in the country rate education as an 8-10 in importance when it comes to their vote in 2024. At least 60% of parents, Black adults and Democrats say rate it as an 8-10.

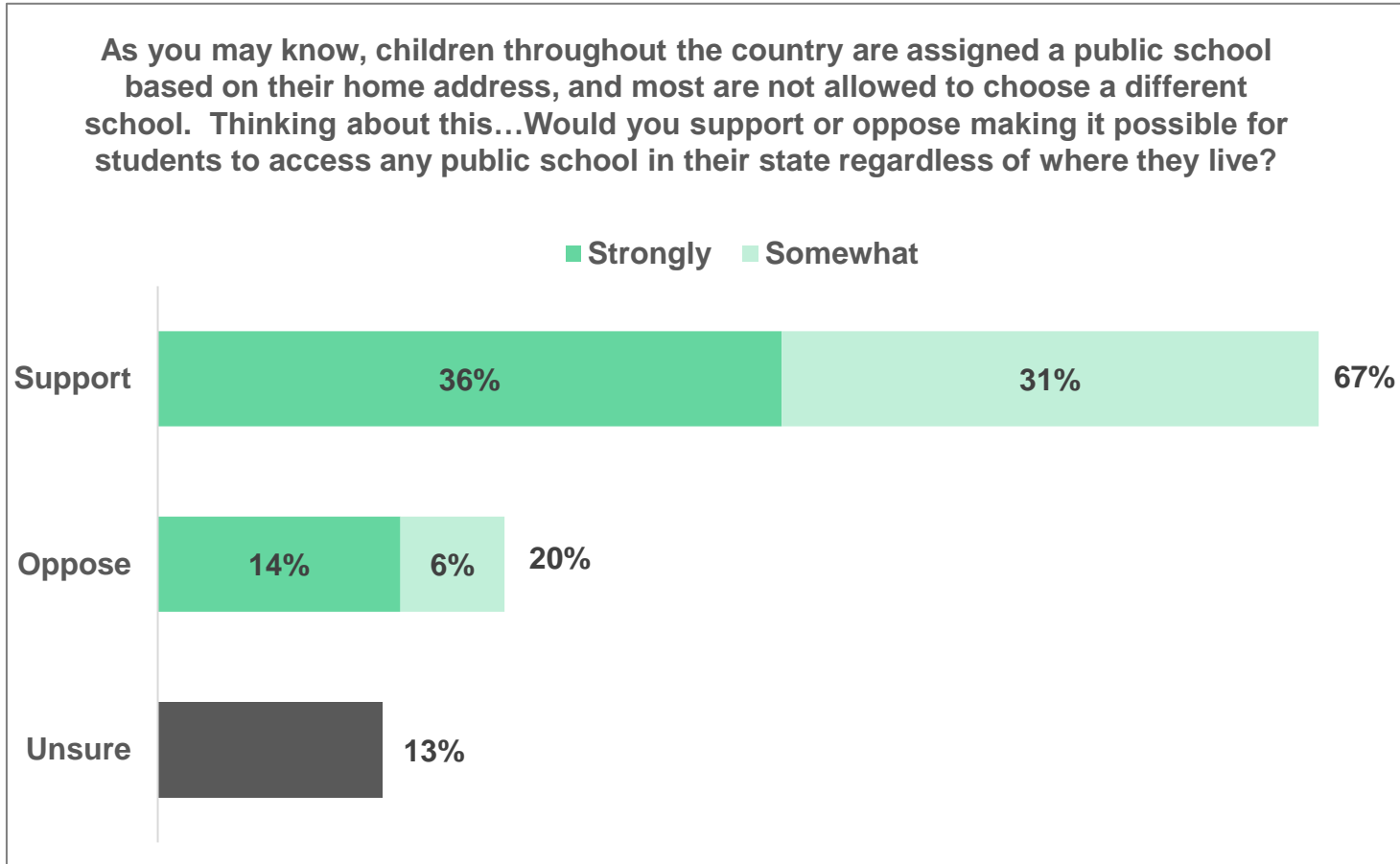


Key Demographics	% 8-10
Black	63%
Democrat	61%
K-12 Parent	60%
Upper Middle Class or Higher	60%
Republican	55%
Men	51%
Women	50%
Middle Class	50%
White	48%
Hispanic	48%
Poor	48%
Working Class	47%
Independent	38%

Base: N=1,000 General Population Adults Nationwide

# Strong support for open enrollment

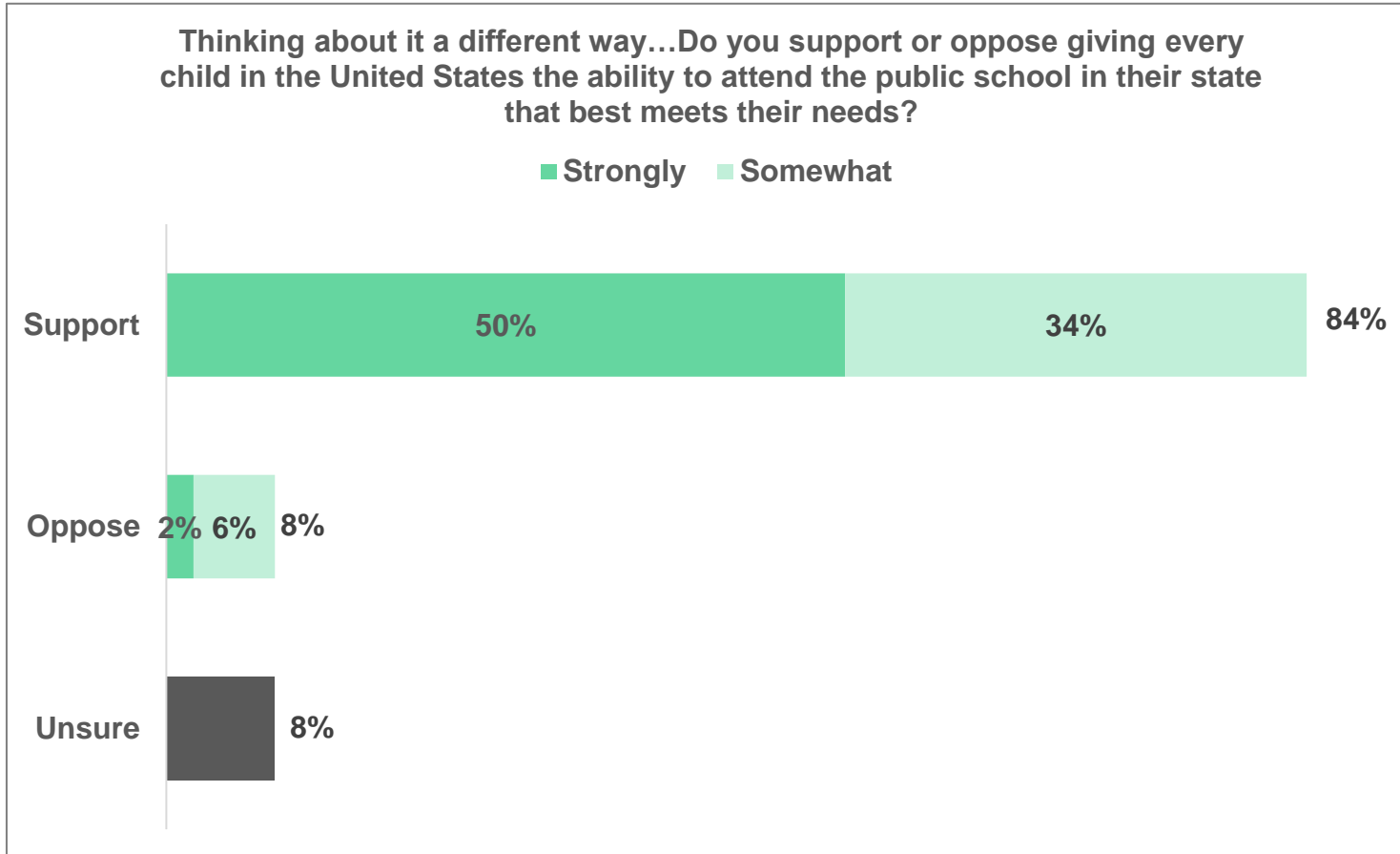
Over two-thirds of adults support open enrollment. Over three quarters of Black adults and at least seven-in-ten parents, Independents, and working class adults support it.



Key Demographics	% Support
Black	76%
Working Class	72%
Independent	70%
K-12 Parent	70%
Men	69%
Poor	69%
Hispanic	68%
Democrat	66%
Women	65%
Republican	65%
White	64%
Middle Class	64%
Upper Middle Class or Higher	64%

# Strong support for open enrollment – meeting the needs of kids

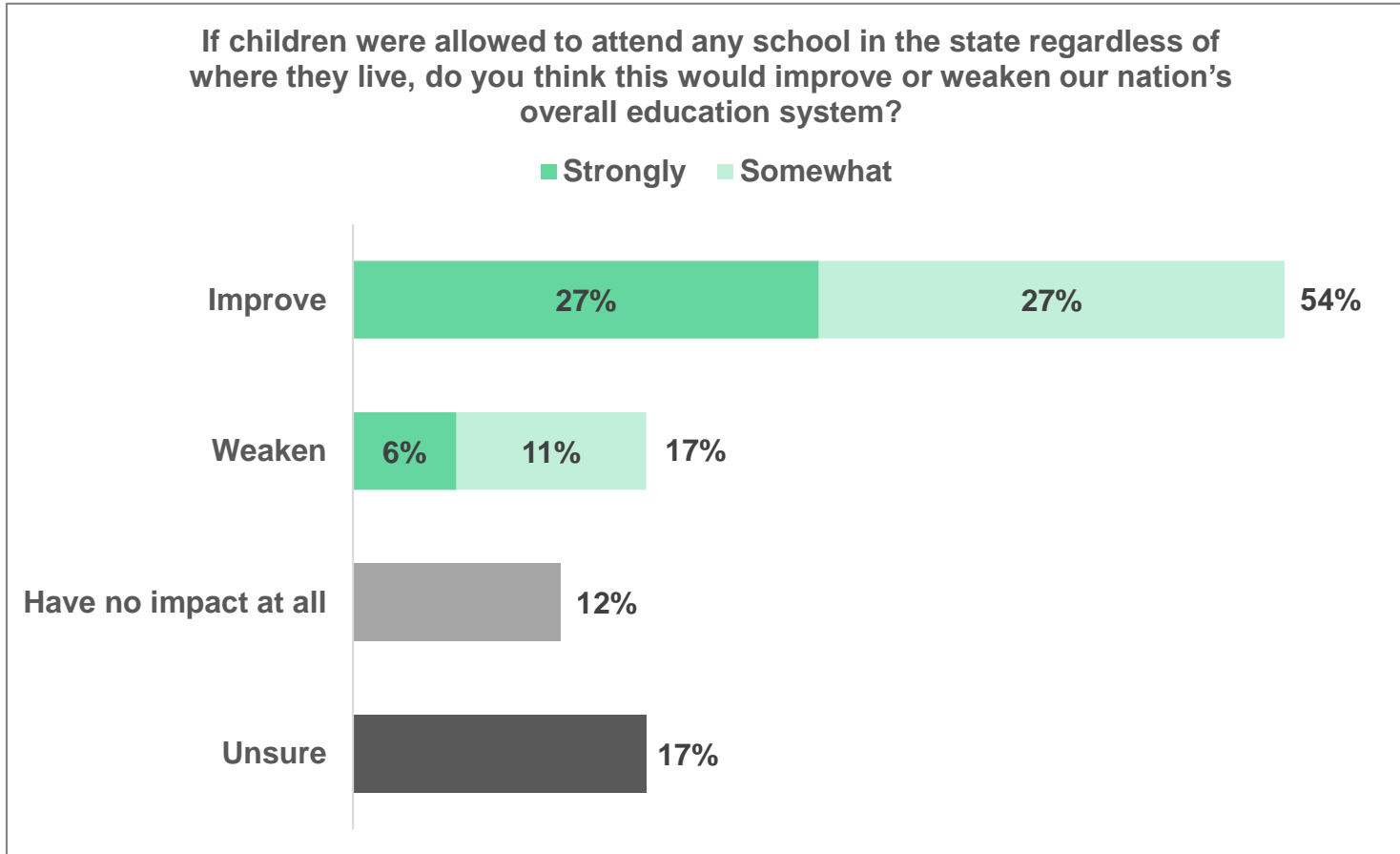
At least eight-in-ten adults in every key demographic group support children having the ability to attend the school that best meets their needs.



Key Demographics	% Support
Black	92%
Democrat	88%
Working Class	87%
Women	86%
K-12 Parent	86%
Independent	85%
Hispanic	85%
Poor	85%
Upper Middle Class or Higher	84%
Men	83%
Republican	83%
White	83%
Middle Class	82%

# Open enrollment would improve overall education

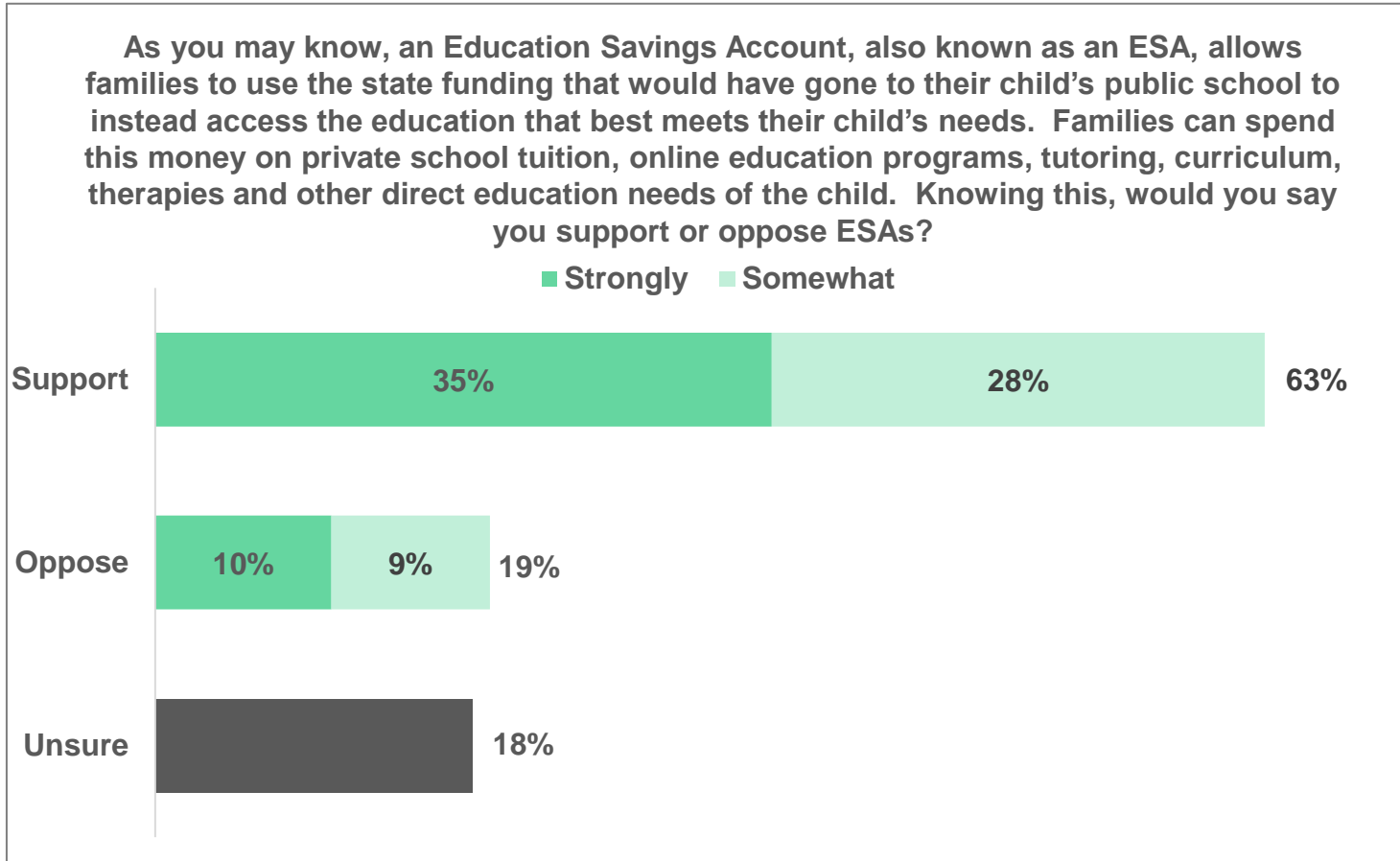
A majority of adults say open enrollment would improve the nation's education system.



Key Demographics	% Improve
K-12 Parent	61%
Poor	59%
Men	57%
Independent	56%
Black	56%
Hispanic	56%
Democrat	55%
Upper Middle Class or Higher	55%
White	53%
Working Class	53%
Middle Class	53%
Republican	52%
Women	50%

# Strong support for ESAs

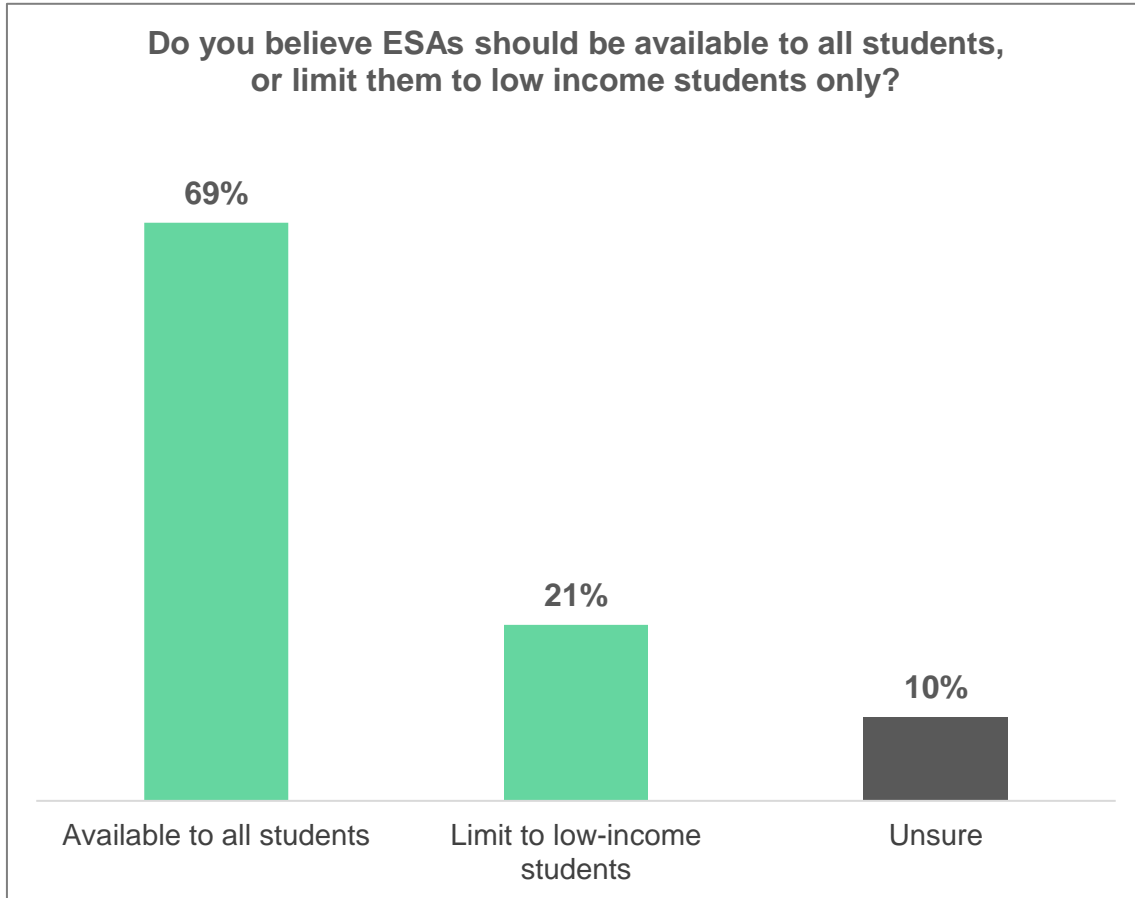
More than six-in-ten adults support Education Savings Accounts. A majority of adults in all key demographic groups support ESAs.



Key Demographics	% Support
K-12 Parent	72%
Republican	71%
Middle Class	66%
Independent	65%
Men	64%
White	63%
Hispanic	63%
Upper Middle Class or Higher	63%
Women	62%
Working Class	62%
Black	61%
Poor	59%
Democrat	58%

# ESA Supporters Also Support Universality

Supporters of ESAs believe that they should be available to all students.

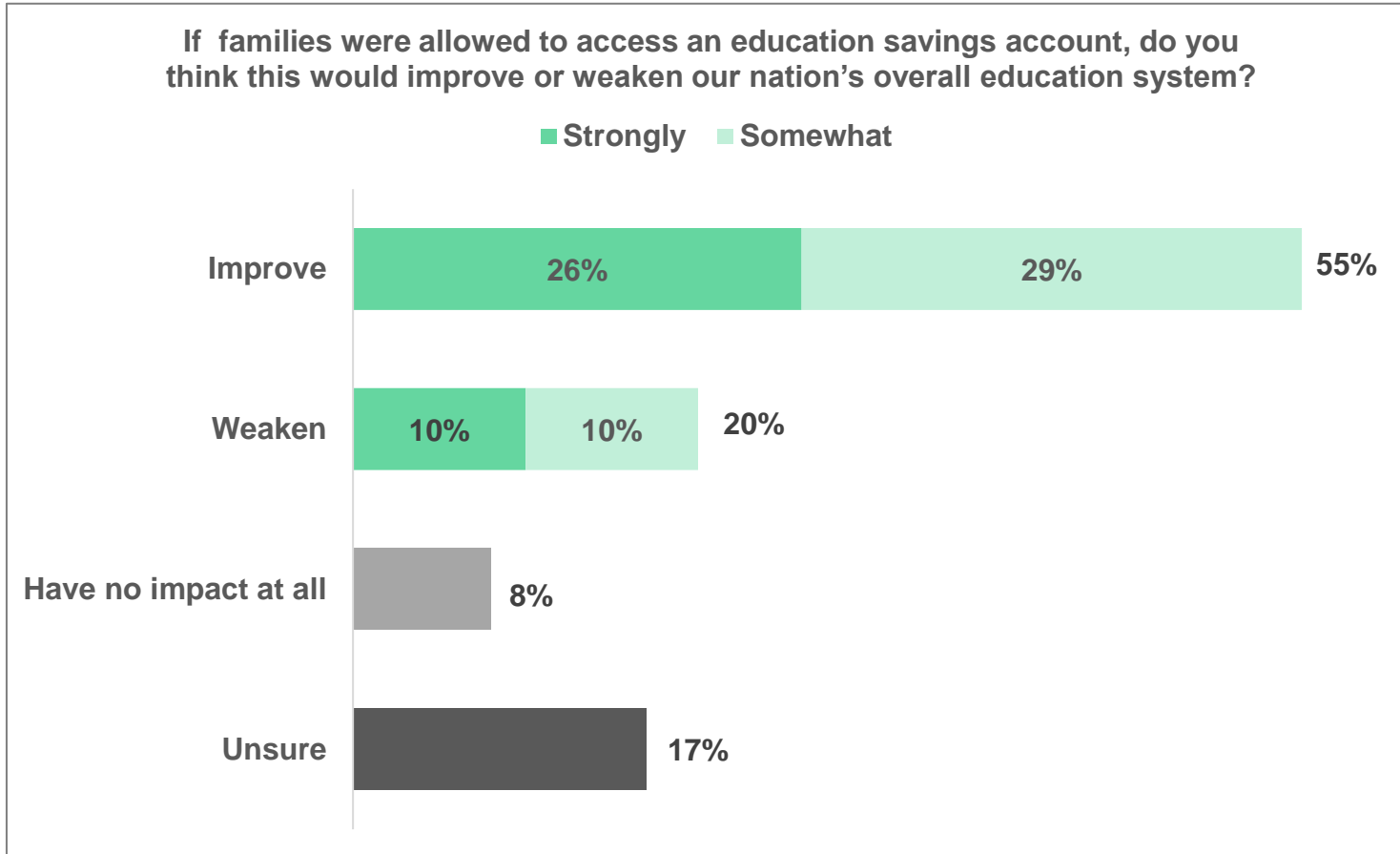


Key Demographics	% Available to All Students
Republican	79%
Upper Middle Class or Higher	79%
Men	75%
Middle Class	73%
White	72%
K-12 Parent	69%
Independent	68%
Black	68%
Hispanic	68%
Women	66%
Working Class	66%
Democrat	63%
Poor	55%



# ESAs would improve overall education

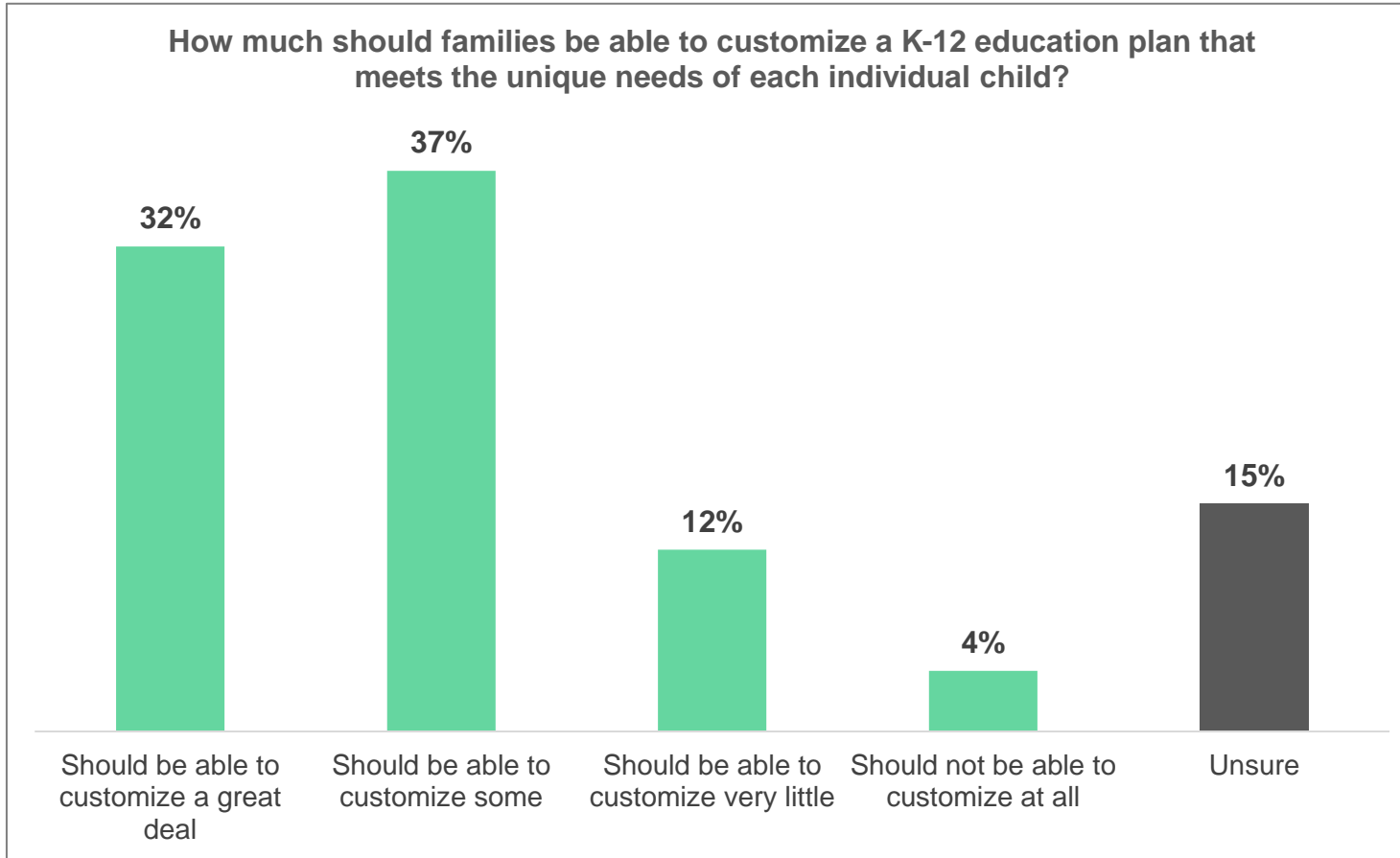
A majority of adults say education savings accounts would improve our nation's overall education system.



Key Demographics	% Improve
K-12 Parent	63%
Upper Middle Class or Higher	61%
Black	60%
Republican	59%
Independent	57%
Poor	57%
Men	56%
Women	54%
White	54%
Middle Class	54%
Hispanic	53%
Working Class	52%
Democrat	50%

# Strong support for education customization

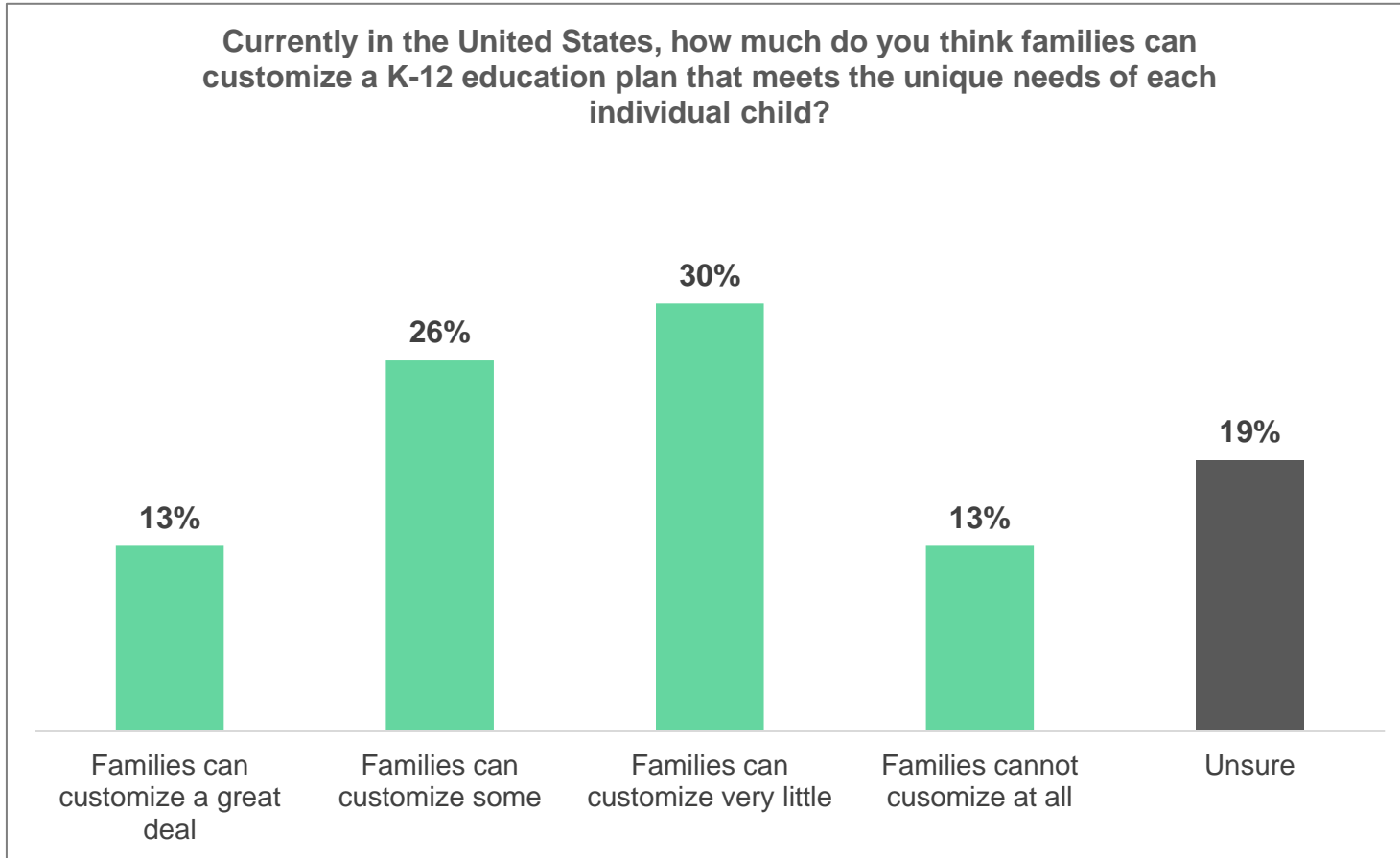
Nearly seven-in-ten adults say families should be able to customize k-12 education, with 80% of k-12 parents supporting customization.



Key Demographics	% Great deal/Some
K-12 Parent	80%
Upper Middle Class or Higher	78%
Independent	74%
Republican	73%
White	73%
Men	69%
Women	69%
Working Class	69%
Poor	67%
Democrat	66%
Middle Class	66%
Hispanic	59%
Black	58%

# Few see customization options in education today

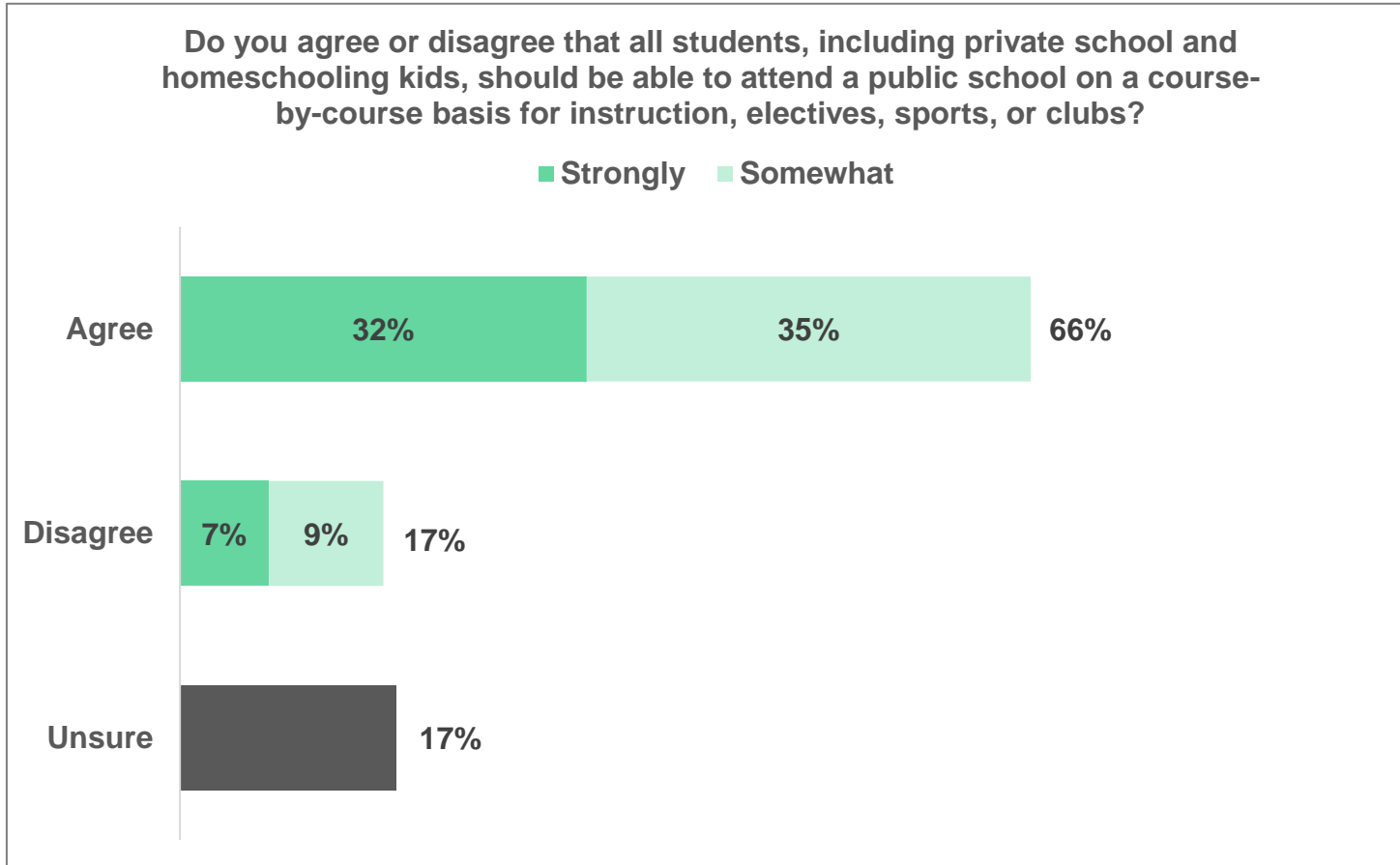
While 69% support customization in education, just 38% believe families can currently customize at least some. Only 33% of self-described poor and working class adults believe families can customize education.



Key Demographics	% Great deal/Some
Upper Middle Class or Higher	48%
K-12 Parent	46%
Black	45%
Democrat	44%
Middle Class	41%
Men	40%
Hispanic	40%
Women	37%
White	37%
Republican	35%
Independent	33%
Poor	33%
Working Class	33%

# Strong support for access to public school courses and activities

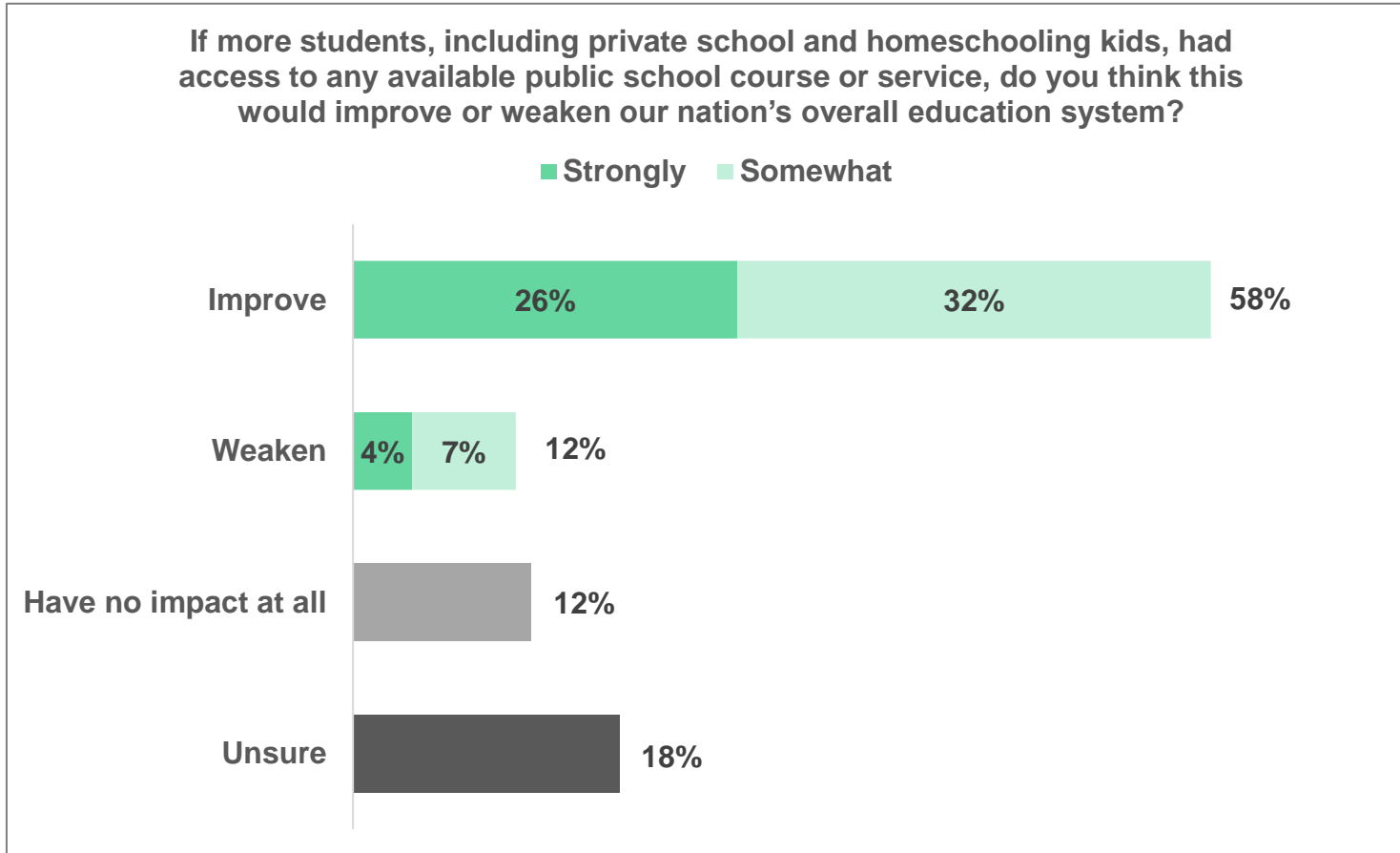
Two-thirds of adults support opening access to public school courses and activities for all students, including private and homeschooled kids. At least six-in-ten adults of all key demographic groups support this access.



Key Demographics	% Agree
K-12 Parent	72%
Republican	69%
Middle Class	69%
Men	68%
Independent	68%
White	68%
Poor	68%
Black	66%
Women	65%
Democrat	65%
Working Class	65%
Hispanic	62%
Upper Middle Class or Higher	60%

# Opening access to public school courses/activities would improve the system

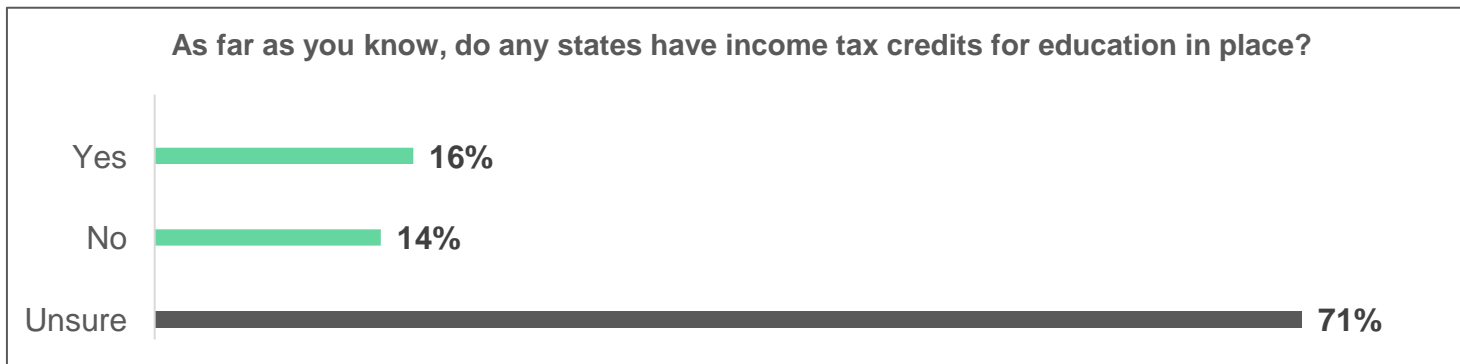
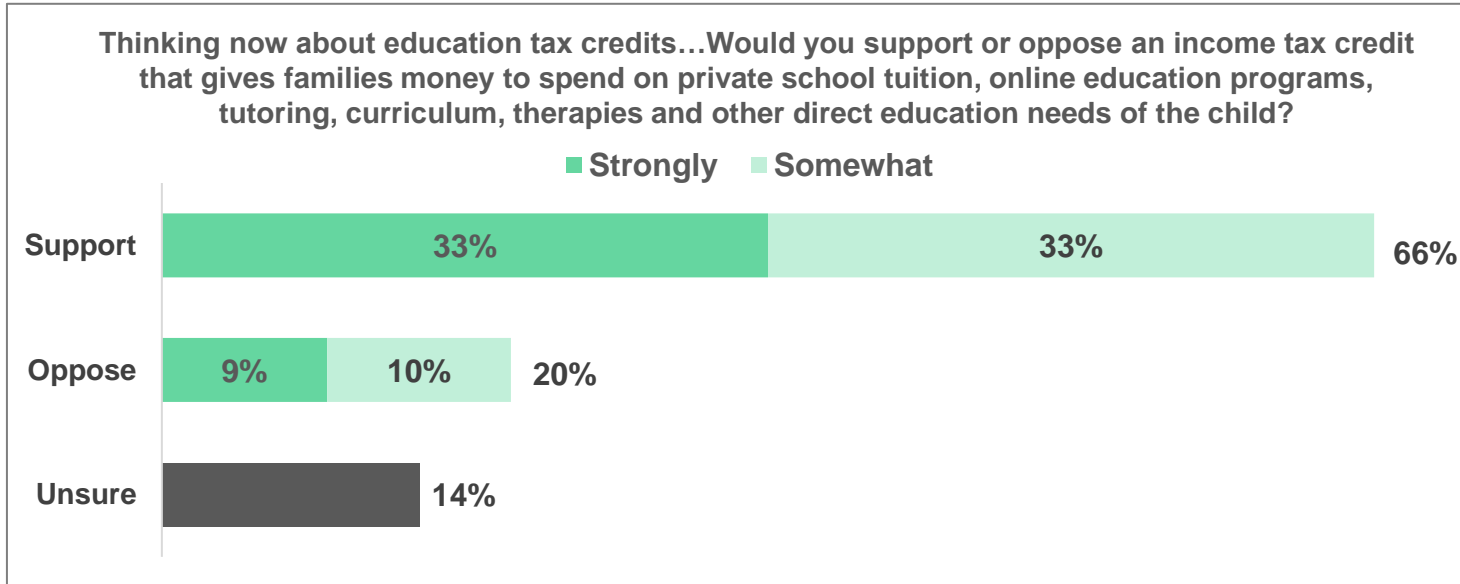
A majority of adults say allowing private and homeschooled kids access to public school courses and activities would improve the nation's education system.



Key Demographics	% Improve
K-12 Parent	65%
Men	62%
Black	61%
Independent	60%
Middle Class	60%
Republican	59%
Poor	59%
Democrat	58%
White	58%
Upper Middle Class or Higher	58%
Working Class	56%
Hispanic	55%
Women	54%

# Strong support for education tax credits

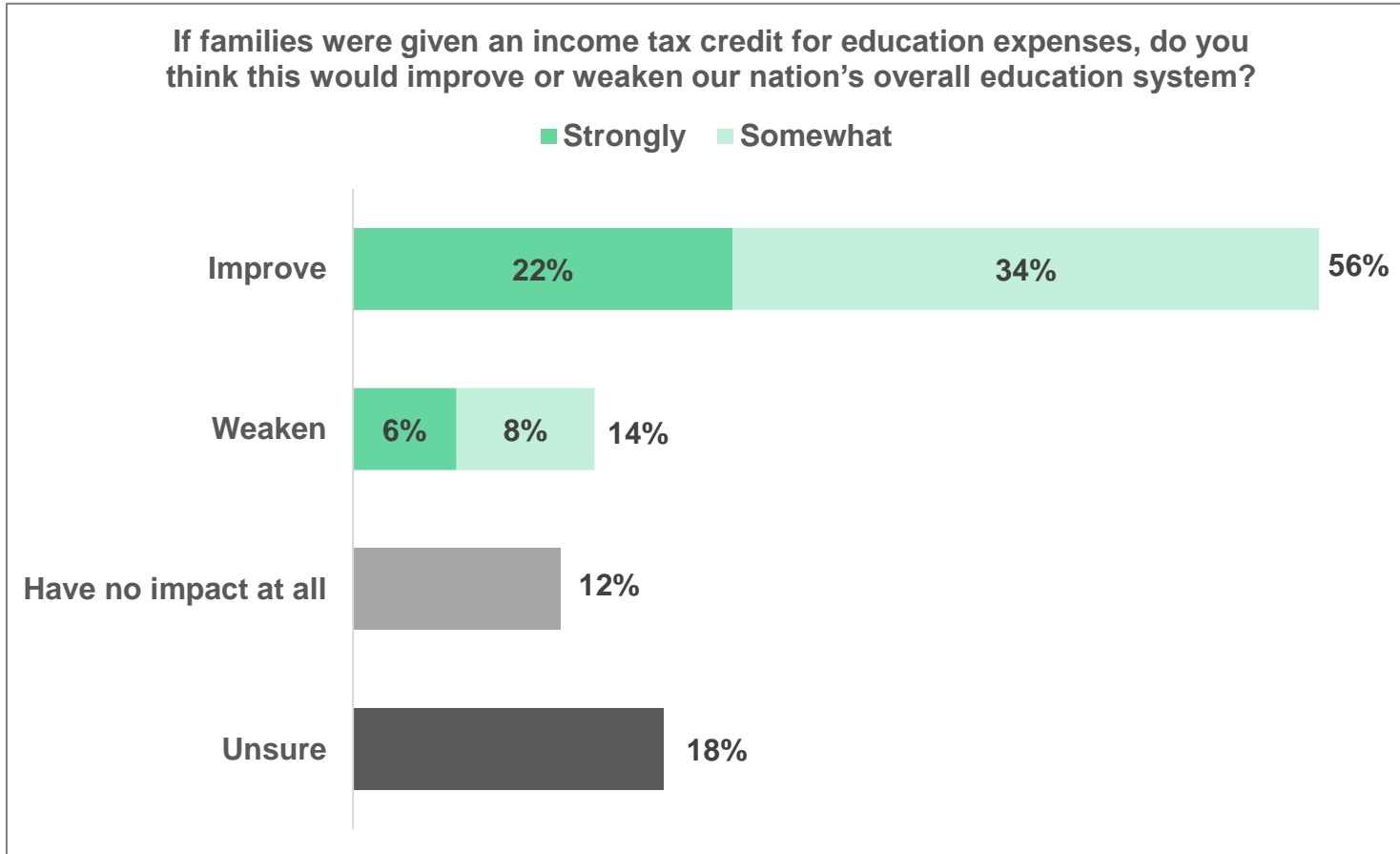
Two-thirds of adults support income tax credits for education, yet over seven-in-ten are unsure if any states have them today.



Key Demographics	% Support
K-12 Parent	80%
Republican	75%
Upper Middle Class or Higher	73%
Black	72%
Men	69%
Middle Class	68%
White	66%
Democrat	65%
Independent	65%
Working Class	65%
Women	64%
Hispanic	62%
Poor	59%

# Majority believe education tax credits would improve the education system

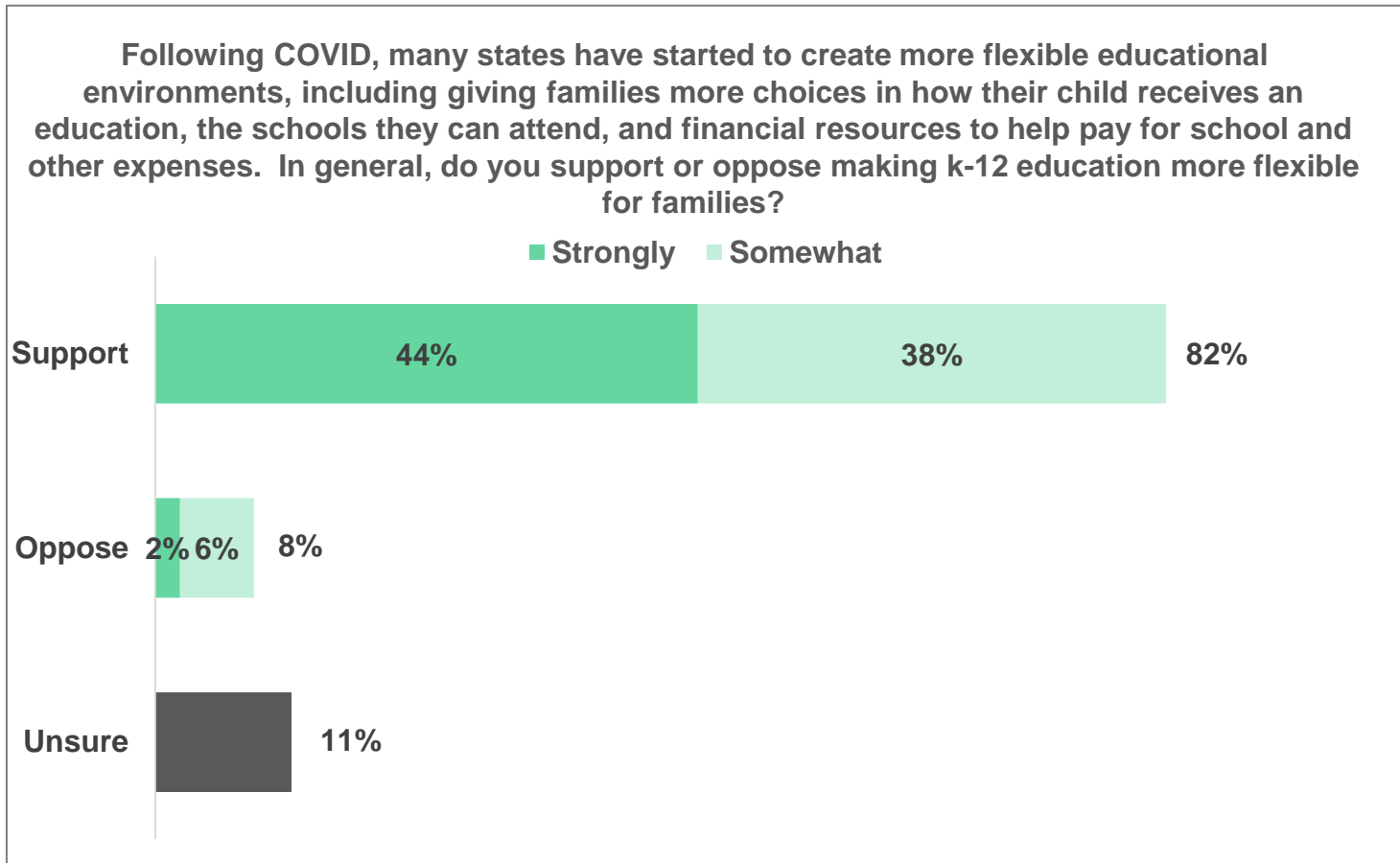
A majority of adults say income tax credits for educational expenses would improve the overall education system.



Key Demographics	% Improve
K-12 Parent	66%
Republican	61%
Upper Middle Class or Higher	61%
Men	59%
Middle Class	57%
White	56%
Black	54%
Hispanic	54%
Working Class	54%
Democrat	53%
Independent	53%
Women	52%
Poor	52%

# Post COVID – Strong support for flexible educational environments

More than eight-in-ten support making K-12 education more flexible for families. At least three quarters of all key demographic groups support this flexibility for families.

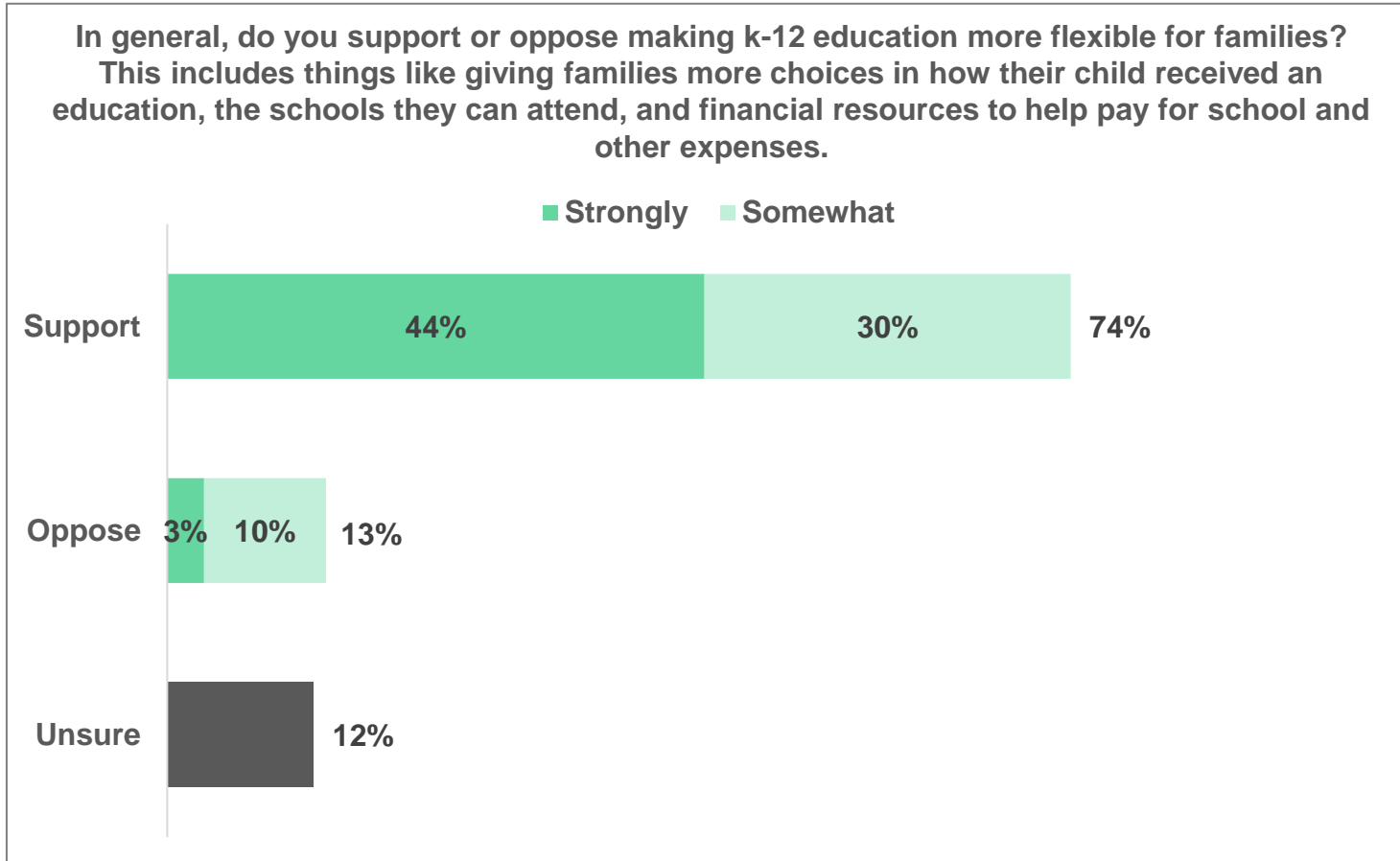


Key Demographics	% Support
K-12 Parent	86%
Black	86%
Working Class	86%
Men	83%
Poor	83%
Democrat	82%
Independent	82%
Republican	81%
White	81%
Women	80%
Middle Class	79%
Upper Middle Class or Higher	78%
Hispanic	77%



# Nearly three quarters support more education flexibility for families

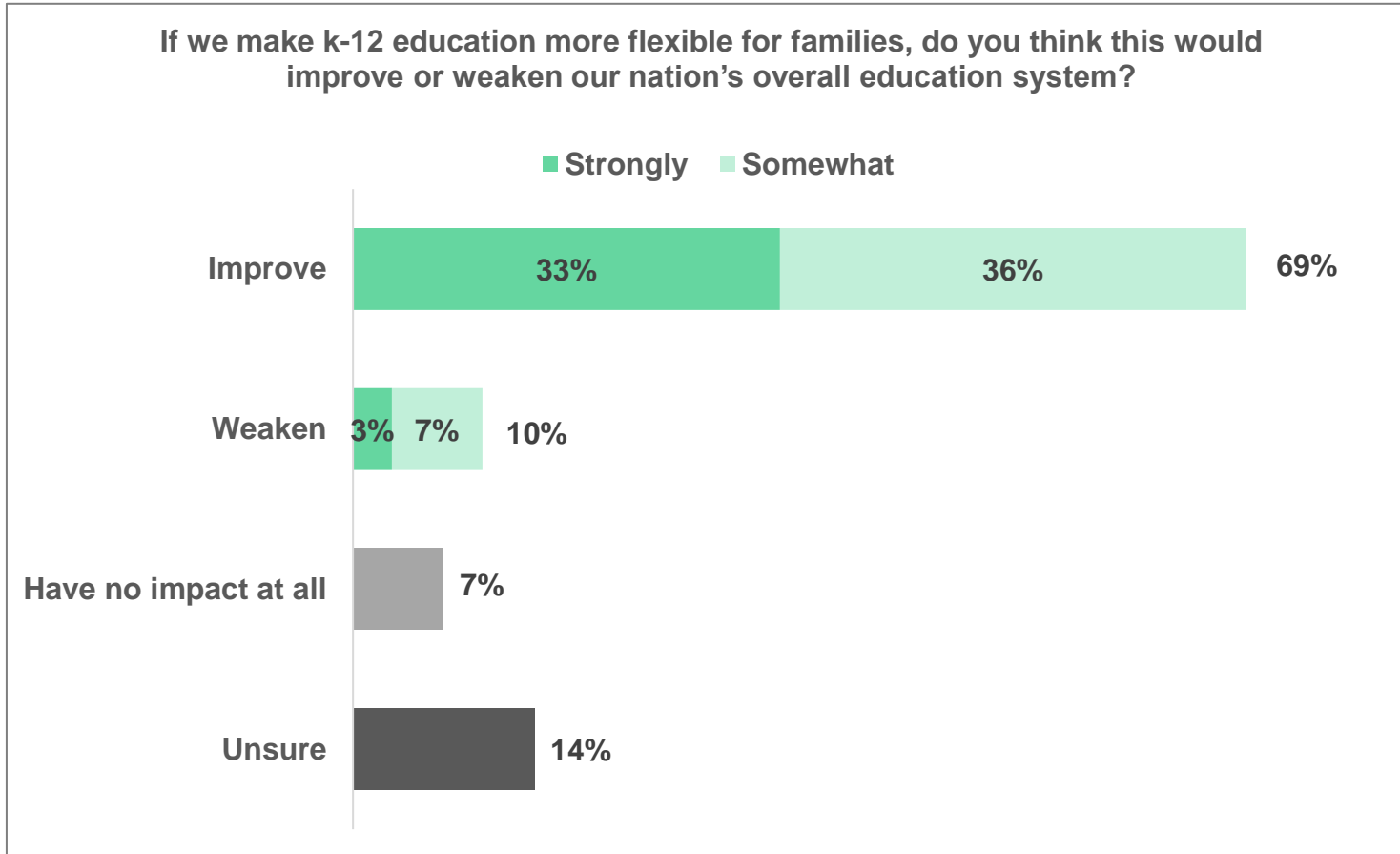
At least seven-in-ten adults in all key demographic groups support more education flexibility, including 81% of K-12 parents.



Key Demographics	% Support
K-12 Parent	81%
Republican	77%
Middle Class	77%
Men	75%
Democrat	75%
White	75%
Black	75%
Women	74%
Working Class	74%
Independent	73%
Hispanic	72%
Poor	72%
Upper Middle Class or Higher	70%

# More flexibility would improve the education system

Nearly seven-in-ten say the nation's education system would improve if it were more flexible for families.



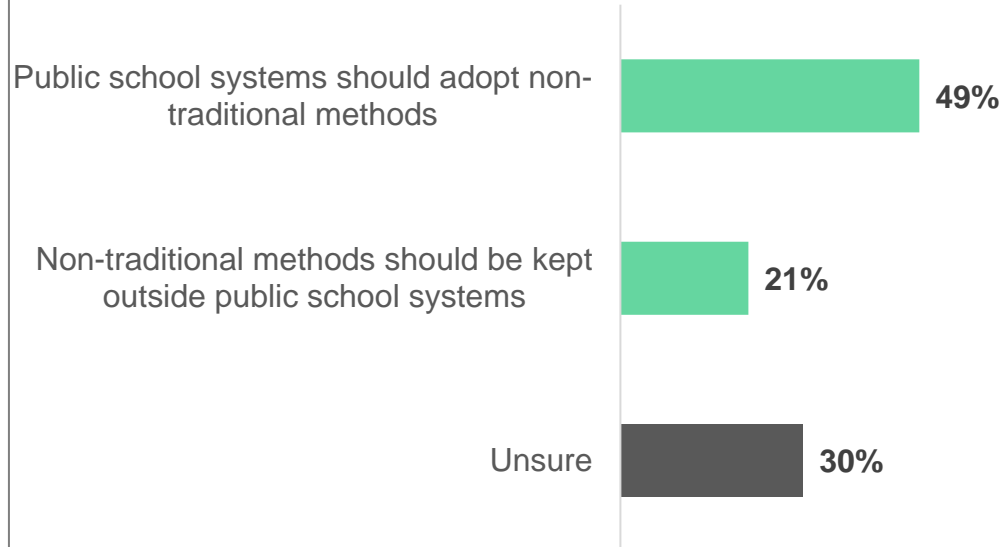
Key Demographics	% Improve
K-12 Parent	77%
Black	74%
Poor	73%
Republican	72%
Upper Middle Class or Higher	71%
Independent	70%
Middle Class	70%
Men	69%
Women	69%
Democrat	69%
White	69%
Hispanic	69%
Working Class	66%

# Support for non-traditional methods in public school

A plurality of adults (49%) support public schools adopting non-traditional methods of schooling. A majority of parents and Black adults support this perspective.

There are numerous options for children today to get a good education that are increasing in popularity, including micro-schools, private schools, traditional public schools, charter schools, homeschooling, etc.

Should public school systems adopt non-traditional methods of schooling OR should these methods be kept outside of the public school system?



Key Demographics	% Should adopt non-traditional methods	% Should <u>not</u> adopt non-traditional methods
Upper Middle Class or Higher	62%	18%
K-12 Parent	59%	17%
Black	56%	16%
Independent	53%	19%
Men	51%	23%
Republican	50%	24%
Democrat	49%	22%
White	49%	23%
Middle Class	48%	24%
Women	47%	20%
Hispanic	47%	19%
Working Class	46%	19%
Poor	43%	20%

# Message Testing

Please indicate if you agree or disagree with each of the following statements about this issue...	Total Agree	Total Disagree	Strongly agree	Not so strongly agree	Not so strongly disagree	Strongly disagree	Unsure
Every child should have access to the best public schools that work for them – regardless of race, gender, income, or zip code.	82%	10%	68%	14%	6%	4%	8%
States have district boundaries that traditionally leave underprivileged children behind. Those kids should have access to the best public schools, just like the kids of wealthy families.	78%	11%	62%	16%	7%	4%	11%
Children should not be forced to stay in a public school if they or their families believe another school best meets their needs.	78%	11%	59%	19%	7%	3%	11%
Public school leaders should not try and keep kids from accessing non-traditional programs that meet their individual needs. Instead, public school leaders should learn from other programs to make public school better.	77%	10%	56%	21%	6%	4%	13%
A student should not be prevented from accessing the public schools that work best for them just because of the neighborhood they grow up in or how much money their family makes.	77%	12%	60%	17%	8%	4%	11%
Currently, school funding decisions are made by school administrators. If families had some say in how the money is spent, this would be a wake-up call that school systems need to show results.	69%	16%	49%	20%	9%	7%	15%
Many families leave the public school system because of how inflexible it is. We should allow families to customize their child’s education without having to leave the public school system altogether.	66%	18%	43%	24%	13%	5%	16%