

yes.  
every kid.  
**foundation.**  
U.S. National Survey  
November 2024

# Design and Methodology

YouGov America, LLC interviewed 1,045 nationally-representative 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 post-stratified on 2020 presidential vote choice, a two-way stratification of race (4-categories), and education (4-categories), as well as a four-way stratification of gender, age (4-categories), race (4-categories), and education (4-categories), to produce the final weight.

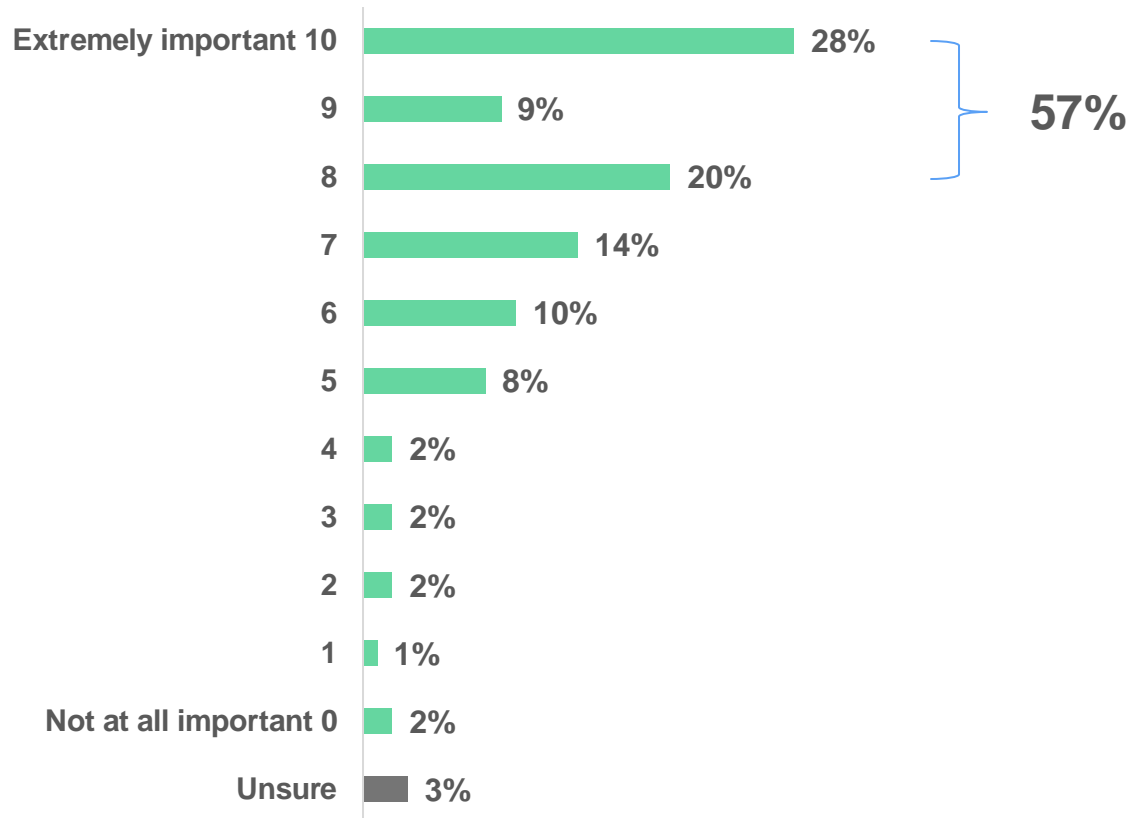
The margin of error is +/- 3.42% for the full sample.

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

# Education Important Issue to Voters

A majority of voters in the country rate education as an 8-10 in importance to their vote for President and Congress. Importance is highest among Black adults (71%), dads (71%), and Democrats (67%).

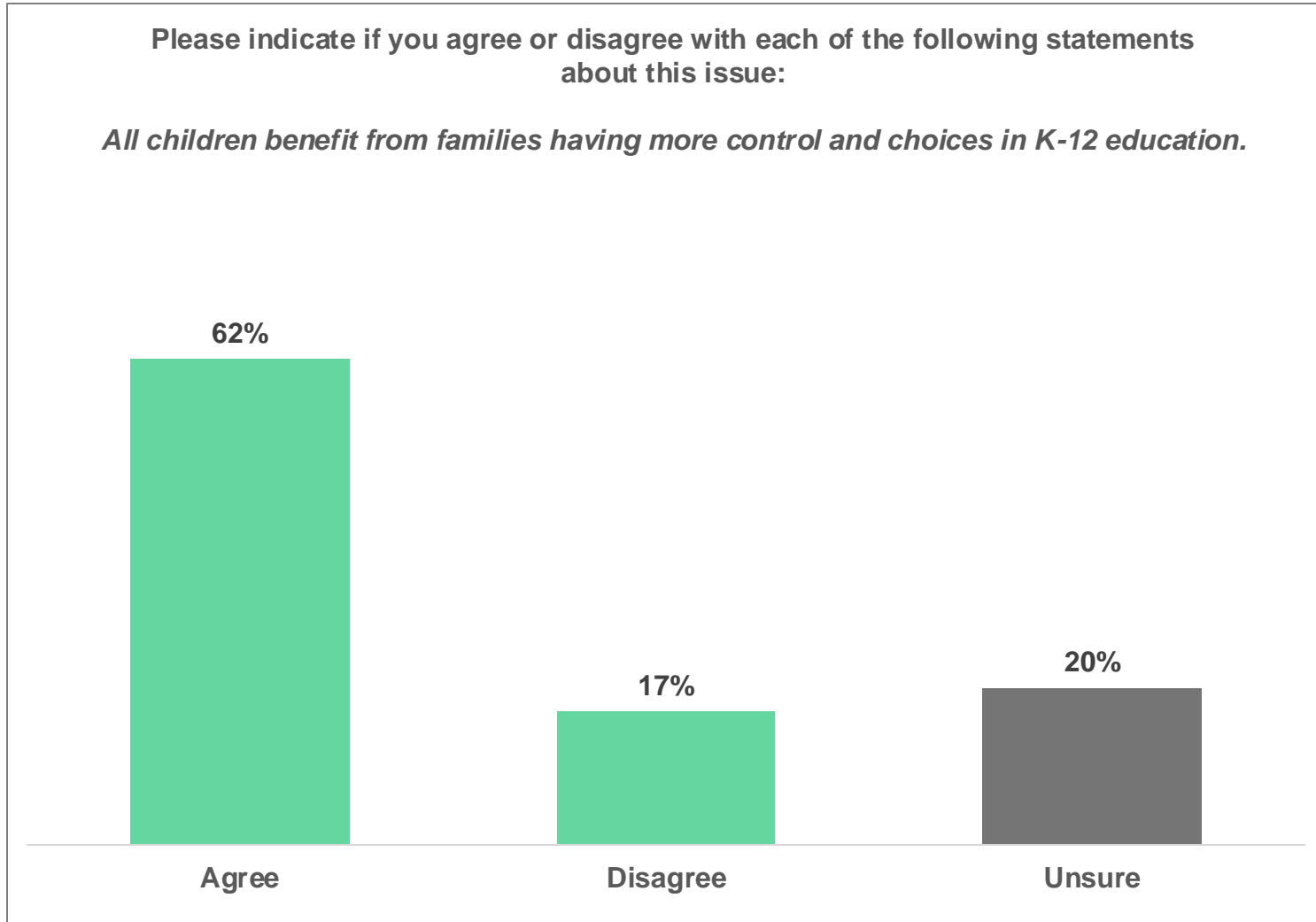
There will be an election for President and Congress in the next week. Among all of the issues that impact how you decide on a candidate for office, how important would you say *education* is to your vote?



Key Demographics	% 8-10
Black	72%
Dads	71%
Democrat	67%
K-12 Parent	66%
Moms	63%
South	63%
Middle Class	60%
Working Class	59%
Women	59%
Hispanic	58%
West	57%
Men	56%
White	56%
Northeast	54%
Upper Middle Class or Higher	53%
Republican	52%
Poor	52%
Midwest	50%
Independent	49%

# More Family Control Benefits All Children

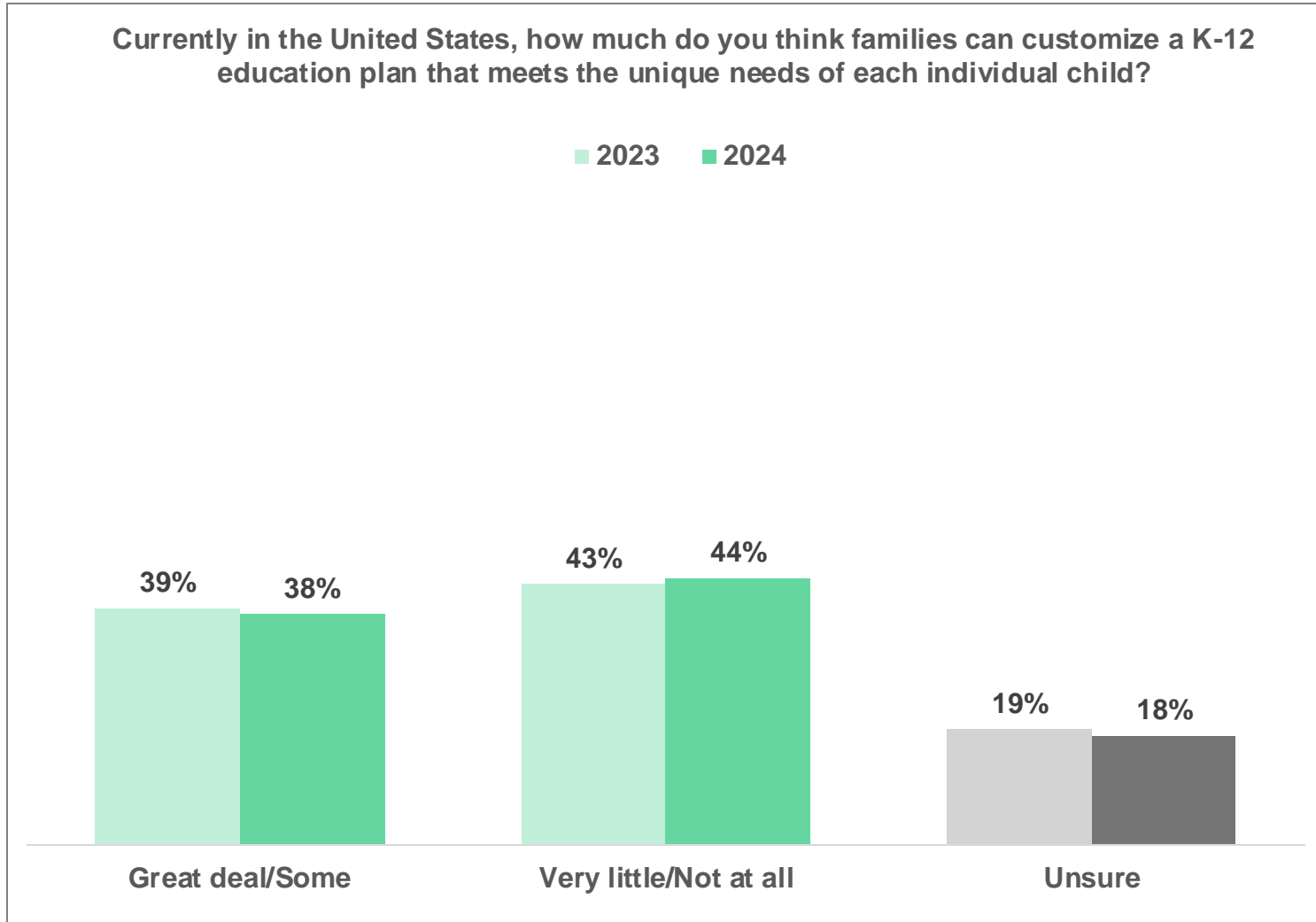
Nearly two-thirds of adults believe that giving families more control and choices benefits all children. A majority of all key audiences agree.



Key Demographics	% Agree
Dads	72%
Republican	72%
K-12 Parent	69%
Moms	67%
Poor	67%
Working Class	66%
White	65%
Midwest	64%
South	64%
Women	63%
Middle Class	62%
Black	61%
West	61%
Men	60%
Independent	60%
Democrat	58%
Northeast	57%
Upper Middle Class or Higher	55%
Hispanic	53%

# Few See Customization Options in Education Today

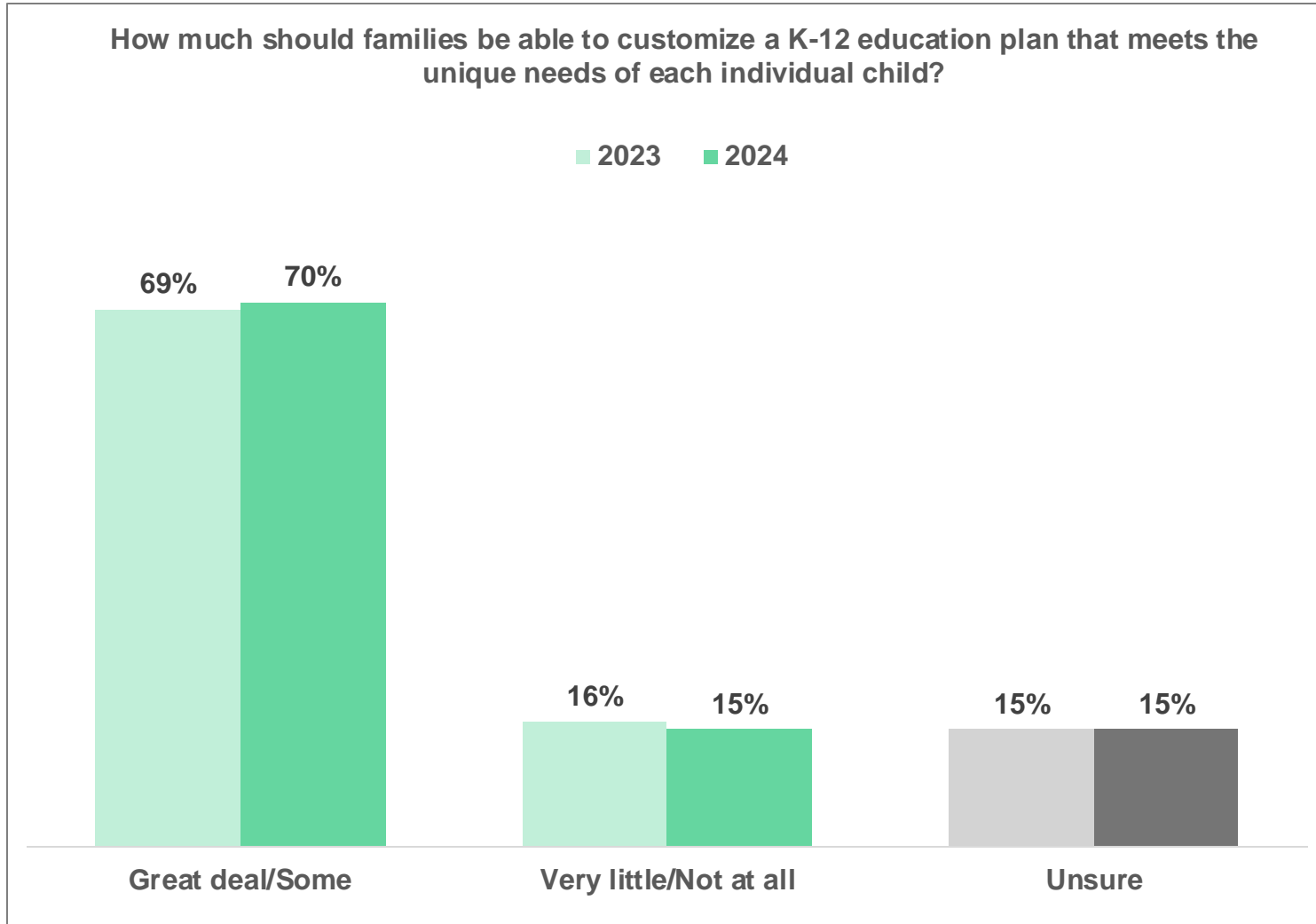
Fewer than four-in-ten adults, and less than half of current K-12 parents, believe K-12 education is customizable.



Key Demographics	% Great deal/Some
Black	50%
Democrat	49%
Upper Middle Class or Higher	48%
K-12 Parent	46%
Dads	46%
Moms	46%
Northeast	44%
Hispanic	44%
Women	40%
Working Class	38%
Middle Class	38%
South	38%
West	38%
Men	37%
Poor	35%
Republican	34%
Midwest	34%
White	34%
Independent	29%

# Many Support More Education Customization

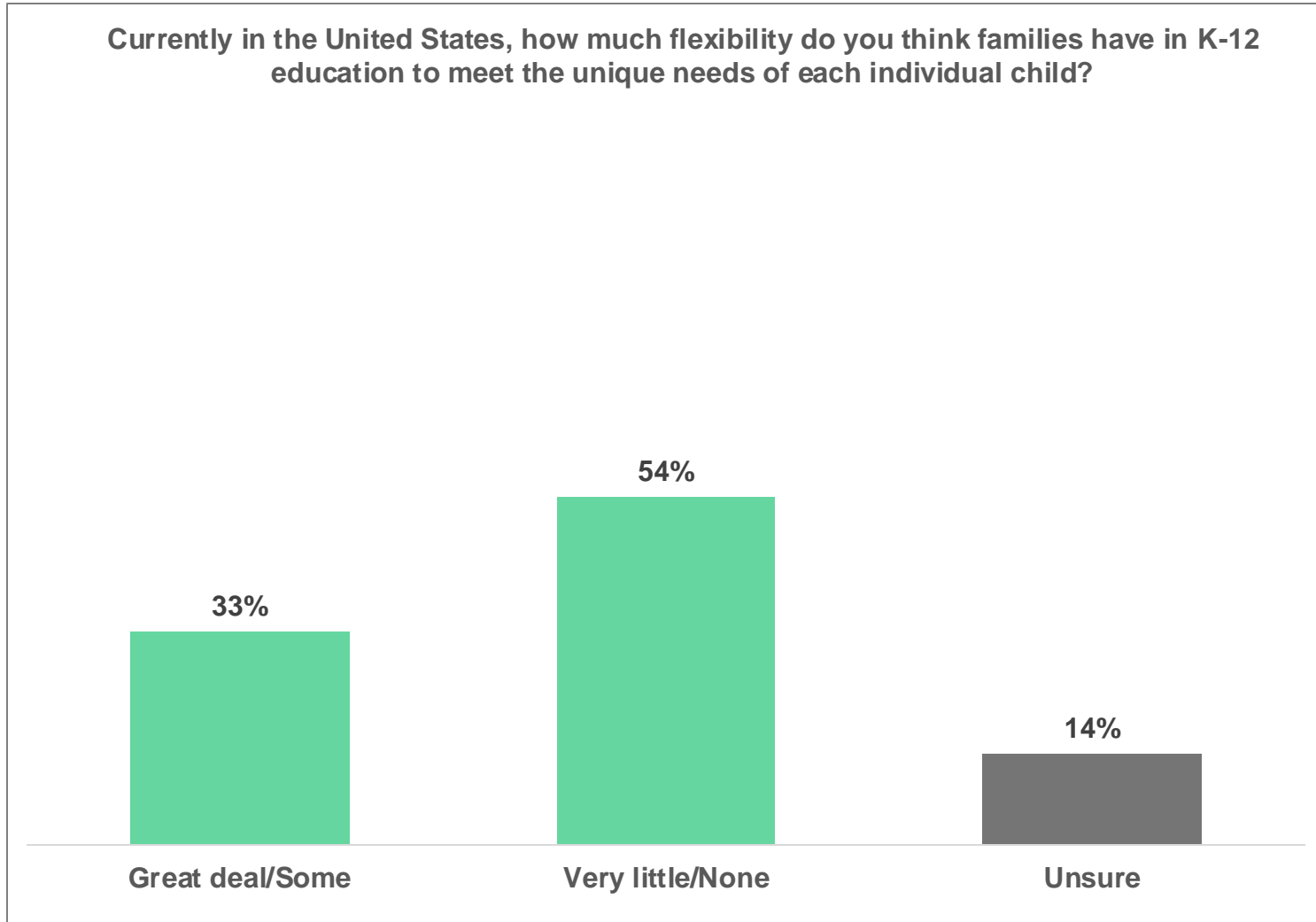
While a minority of adults believe K-12 education *is* customizable, 70% believe K-12 education *should* be customizable, including over two-thirds of adults in nearly every key demographic.



Key Demographics	% Great deal/Some
K-12 Parent	79%
Dads	79%
Moms	78%
Midwest	75%
Poor	75%
Upper Middle Class or Higher	75%
Working Class	73%
Republican	73%
Independent	71%
White	71%
Women	71%
South	70%
Democrat	70%
Black	68%
Men	68%
Middle Class	67%
West	67%
Hispanic	67%
Northeast	65%

# Most See Lack of Flexibility in K-12 Education

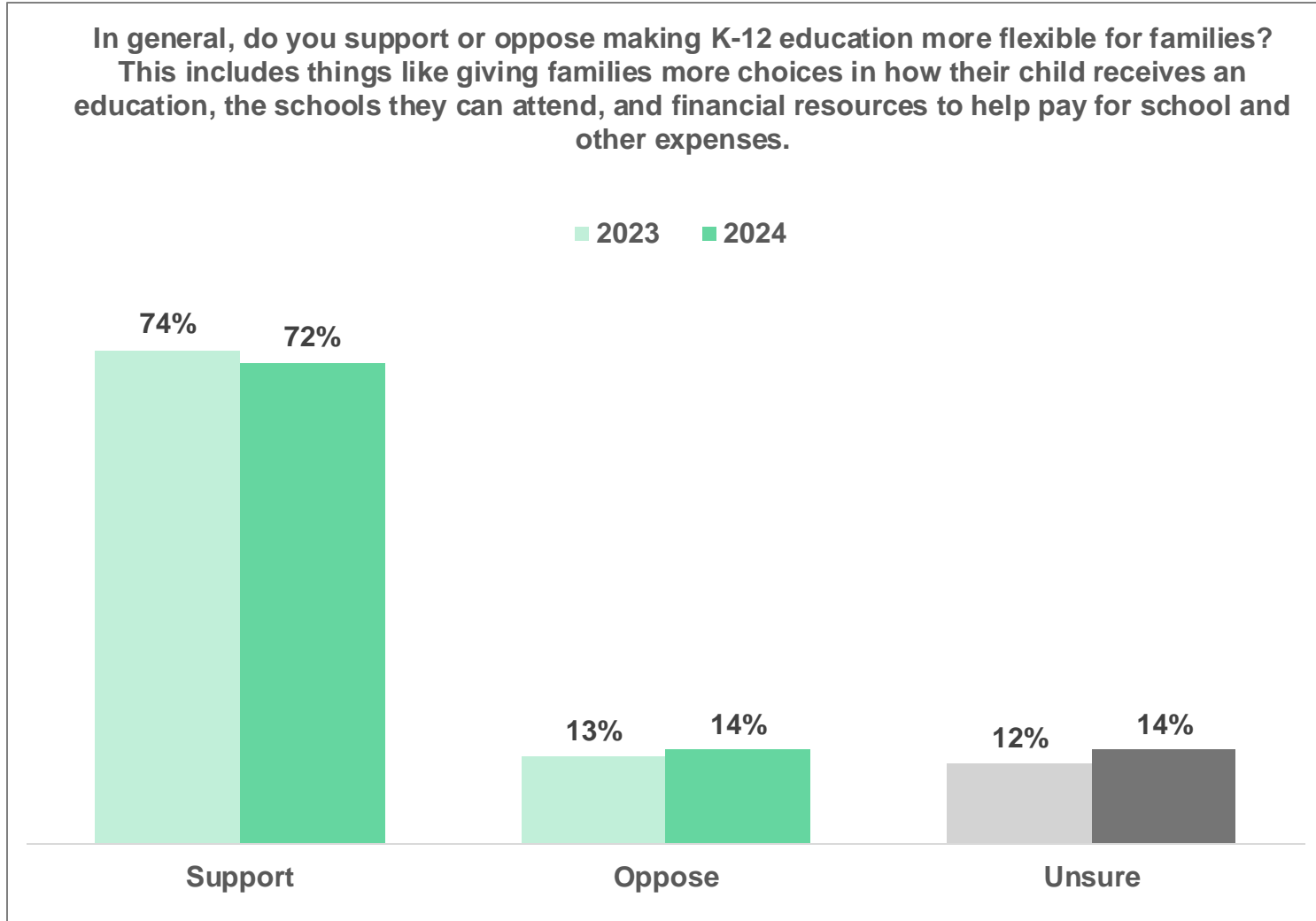
Just one-third of adults think that K-12 education is not flexible enough to allow families to meet the unique needs of each child. This includes less than a quarter of adults who described themselves as “poor.”



Key Demographics	% Great deal/Some
Dads	46%
Democrat	45%
K-12 Parent	43%
Moms	42%
Upper Middle Class or Higher	42%
Northeast	38%
Middle Class	37%
Black	36%
White	34%
West	34%
Men	34%
South	32%
Women	31%
Working Class	30%
Midwest	30%
Hispanic	30%
Republican	28%
Independent	27%
Poor	23%

# Strong Support for More Flexibility in Education

Over seven-in-ten adults support making K-12 education more flexible for families. This includes over 80% of K-12 parents.

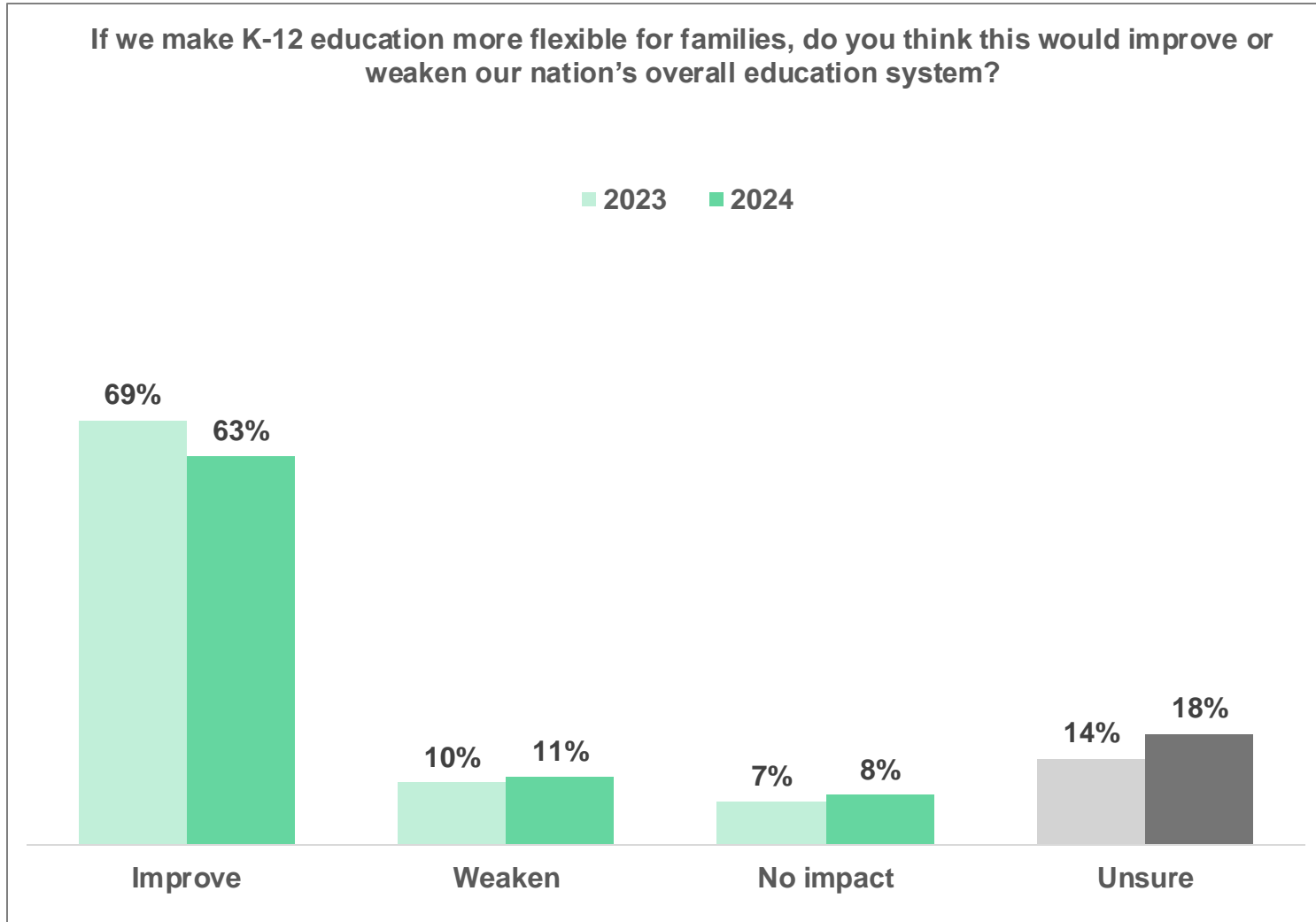


Key Demographics	% Support
K-12 Parent	81%
Dads	81%
Moms	80%
Black	79%
Working Class	77%
Republican	76%
Midwest	75%
Independent	74%
White	73%
Women	73%
Middle Class	72%
South	72%
Poor	72%
West	71%
Men	71%
Democrat	71%
Northeast	70%
Upper Middle Class or Higher	68%
Hispanic	66%



# More Flexibility Seen as Improving Education System

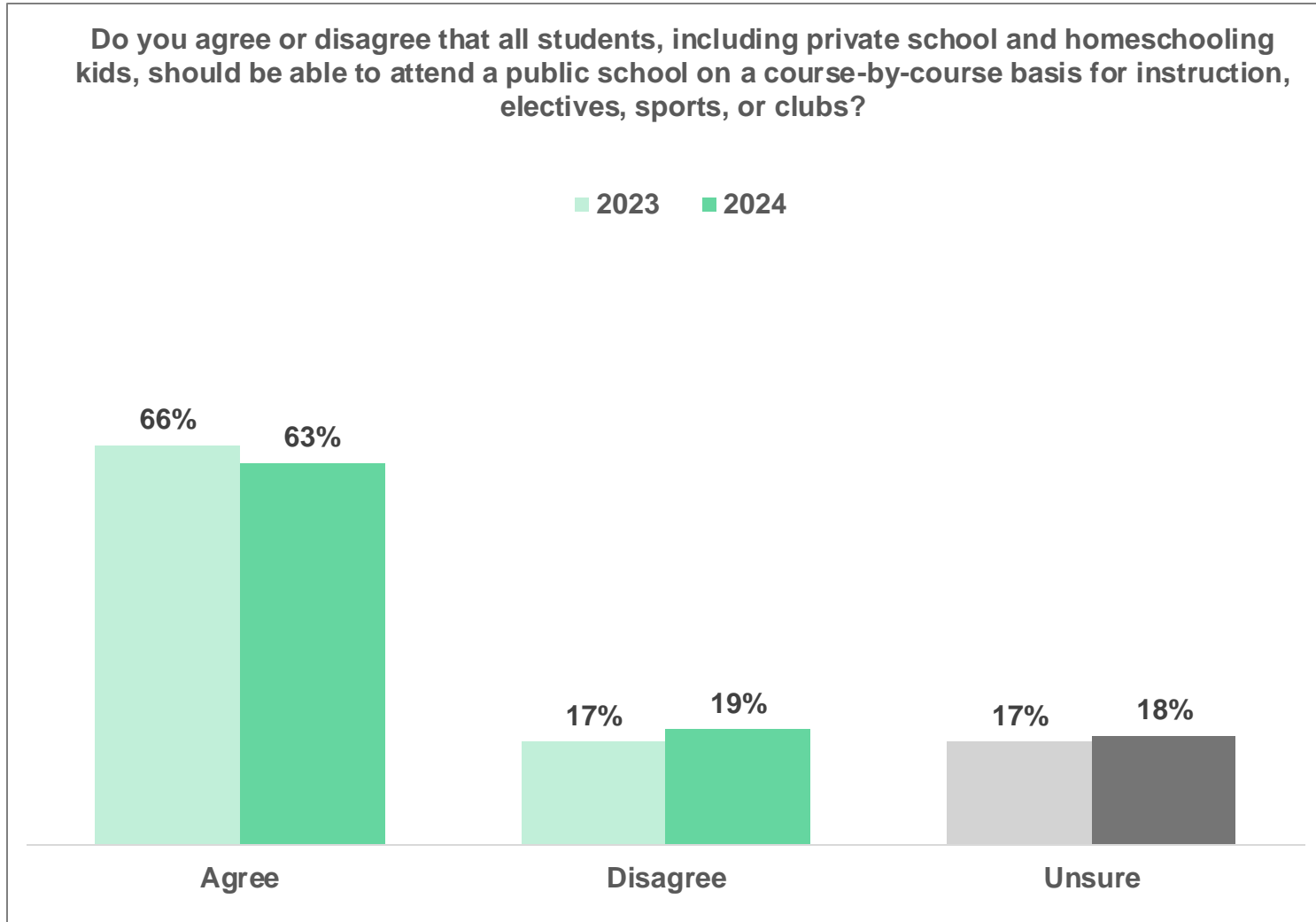
Over six-in-ten adults believe that more flexibility for families would improve the overall education system.



Key Demographics	% Improve
Dads	75%
Black	72%
K-12 Parent	71%
Moms	67%
Republican	67%
Midwest	65%
South	65%
Poor	65%
Working Class	65%
Independent	64%
Men	63%
White	63%
Upper Middle Class or Higher	63%
Women	62%
Northeast	62%
Middle Class	62%
Democrat	61%
West	58%
Hispanic	55%

# Majority Support for Universal Access to Public School

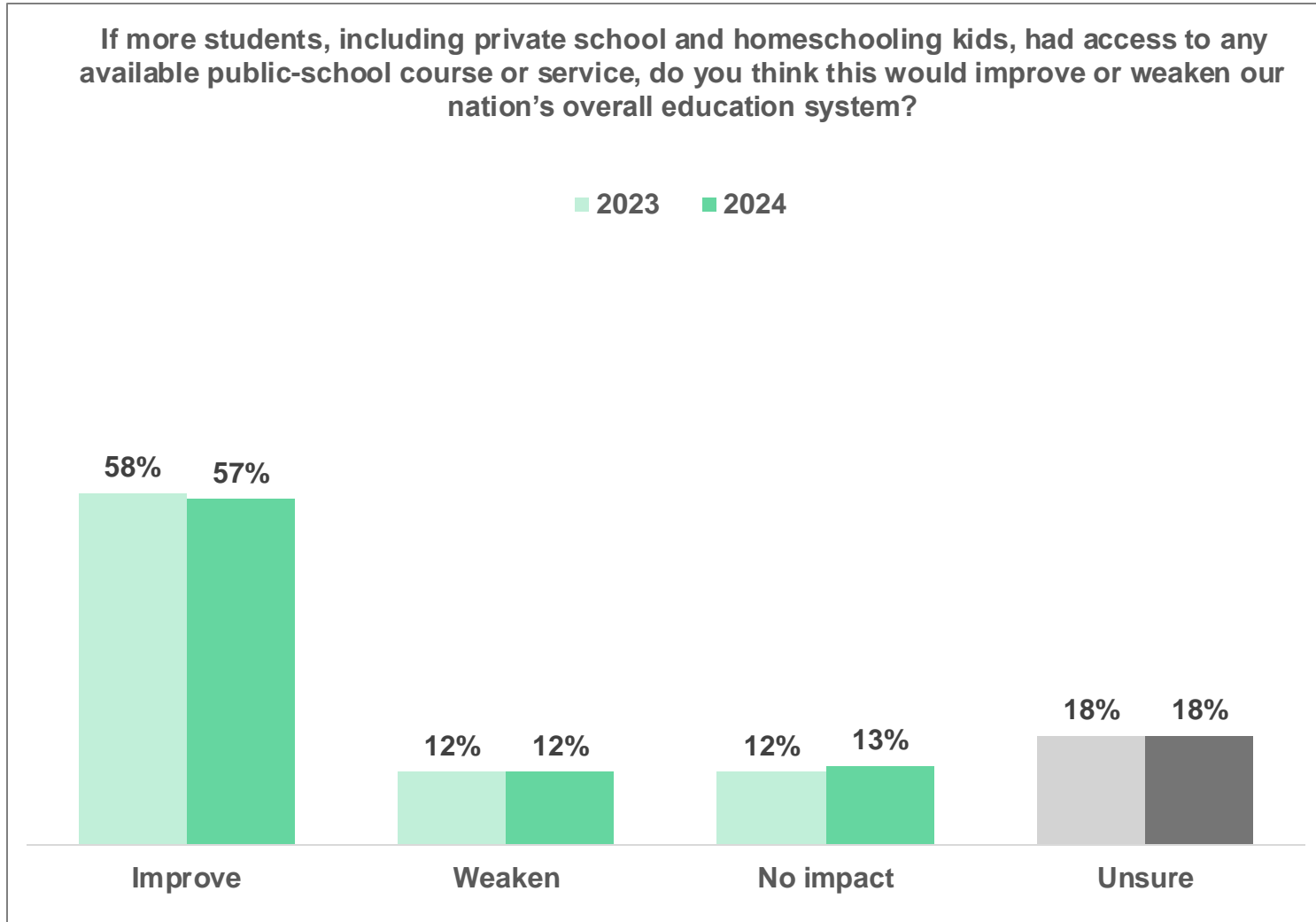
Nearly two-thirds of adults agree that public school courses and activities should be available to all students. Agreement is highest among Black adults (73%) and K-12 parents (71%).



Key Demographics	% Agree
Dads	73%
Black	73%
K-12 Parent	71%
Moms	70%
Working Class	68%
Republican	68%
West	67%
Democrat	64%
Midwest	63%
Men	63%
Upper Middle Class or Higher	63%
White	62%
Women	62%
South	62%
Poor	62%
Middle Class	61%
Independent	60%
Hispanic	60%
Northeast	58%

# Universal Access to Public School Would Improve Education

A majority of adults say that allowing private and homeschool kids to have access to public school courses and activities would improve the national education system.



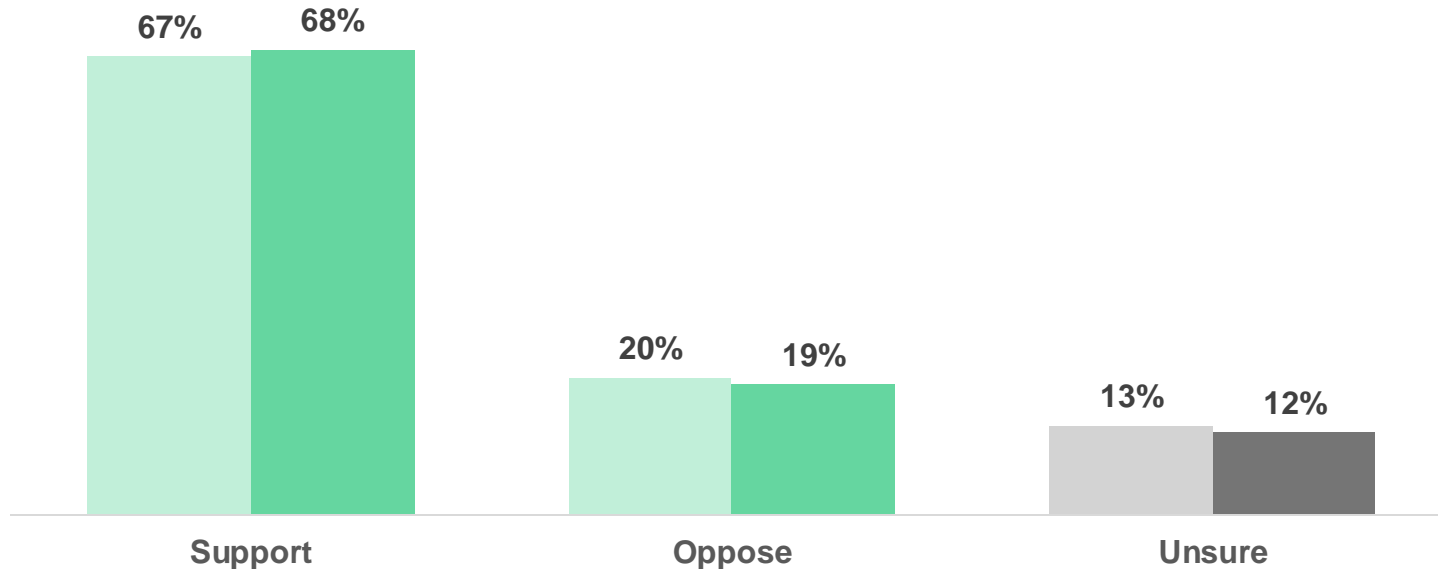
Key Demographics	% Improve
Moms	72%
K-12 Parent	68%
Upper Middle Class or Higher	65%
Dads	64%
Black	61%
Republican	60%
Democrat	59%
South	59%
Women	58%
Hispanic	58%
Midwest	57%
Poor	57%
Middle Class	57%
Working Class	56%
White	56%
Men	55%
Northeast	55%
West	54%
Independent	54%

# Strong Support for Open Enrollment

Over two-thirds of adults support open enrollment. At least 75% of dads, respondents that describe themselves as “poor,” Black and Hispanic adults, and K-12 parents support the policy.

As you may know, children throughout the country are assigned a public school based on their home address, and most are not allowed to choose a different school. Thinking about this...Would you support or oppose making it possible for students to access any public school in their state regardless of where they live?

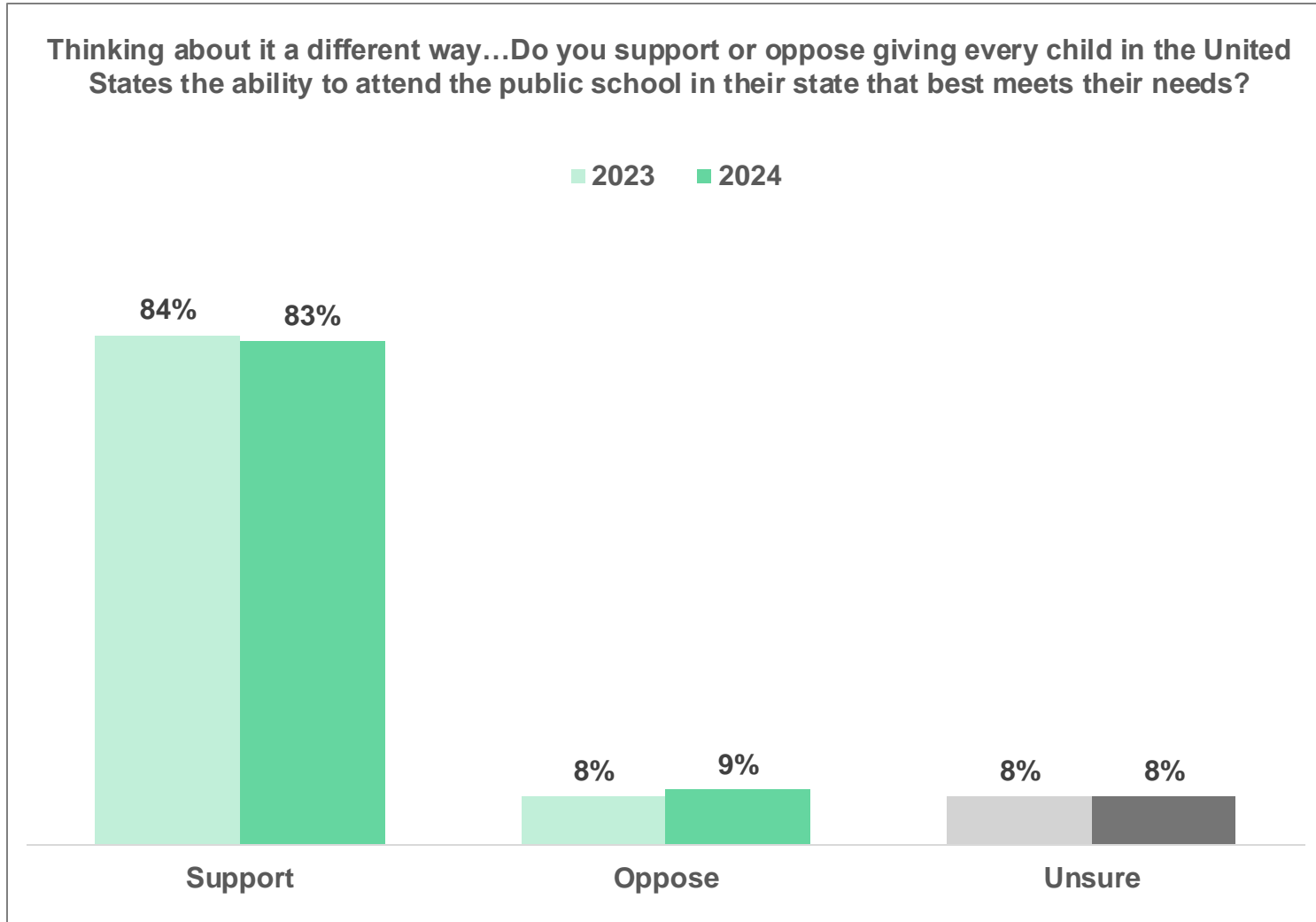
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Key Demographics	% Support
Dads	79%
Poor	78%
K-12 Parent	75%
Black	75%
Hispanic	75%
Moms	73%
West	73%
Democrat	72%
South	71%
Working Class	71%
Republican	70%
Midwest	70%
Men	69%
Women	68%
Middle Class	68%
White	66%
Independent	62%
Upper Middle Class or Higher	59%
Northeast	56%

# Fundamental Belief in Meeting the Needs of Kids

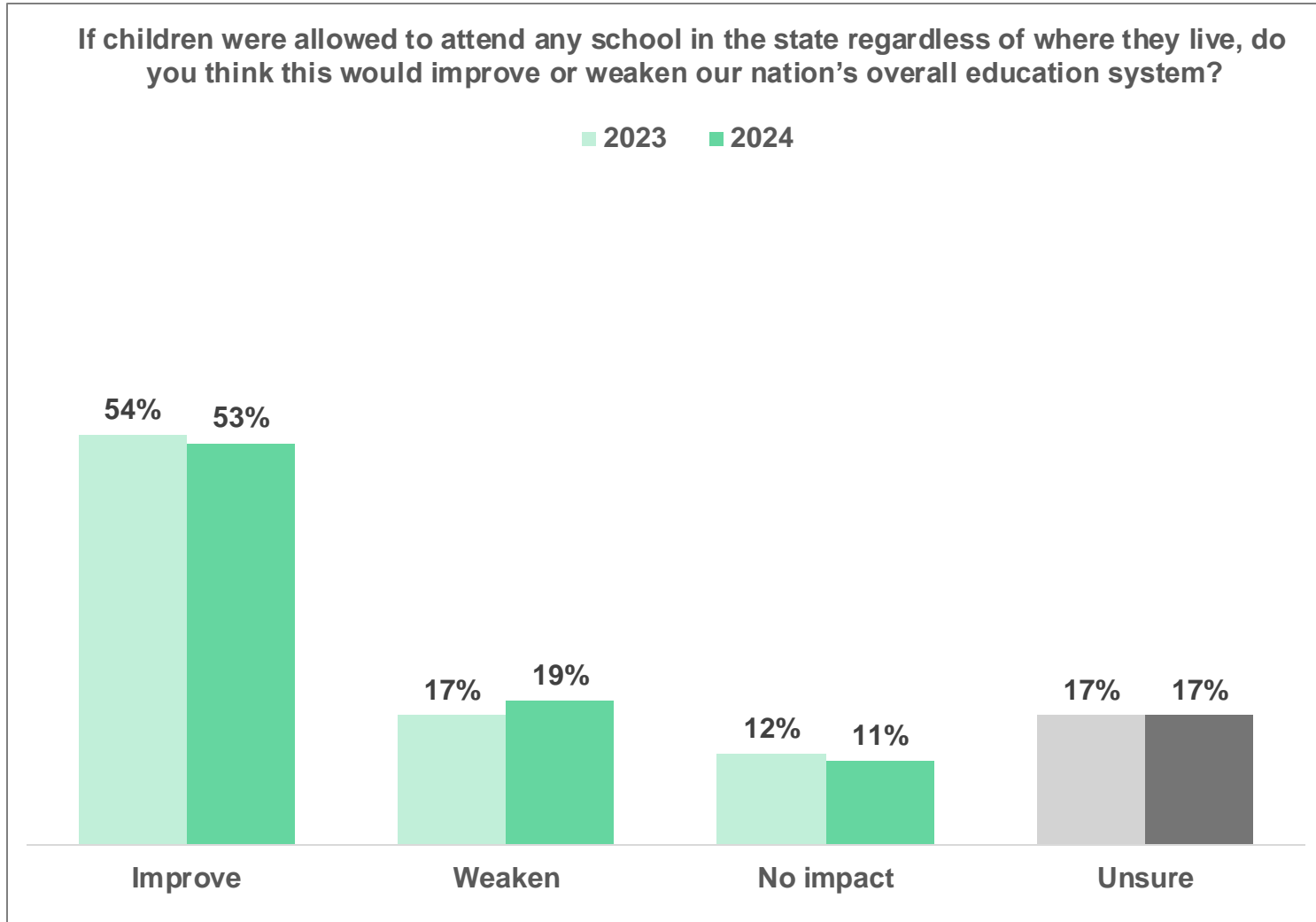
At least 80% of adults in nearly every key demographic group support children having the ability to attend the school that best meets their needs.



Key Demographics	% Support
Black	93%
Dads	87%
K-12 Parent	86%
Moms	86%
Midwest	86%
Democrat	85%
Working Class	85%
Women	84%
Republican	84%
South	84%
Poor	84%
Upper Middle Class or Higher	83%
Men	82%
White	82%
Middle Class	82%
Independent	80%
Northeast	80%
West	79%
Hispanic	77%

# Open Enrollment Would Have a Positive Impact on Education

A majority say that open enrollment would improve the national education system, including over two-thirds of dads and nearly two-thirds of Black adults.



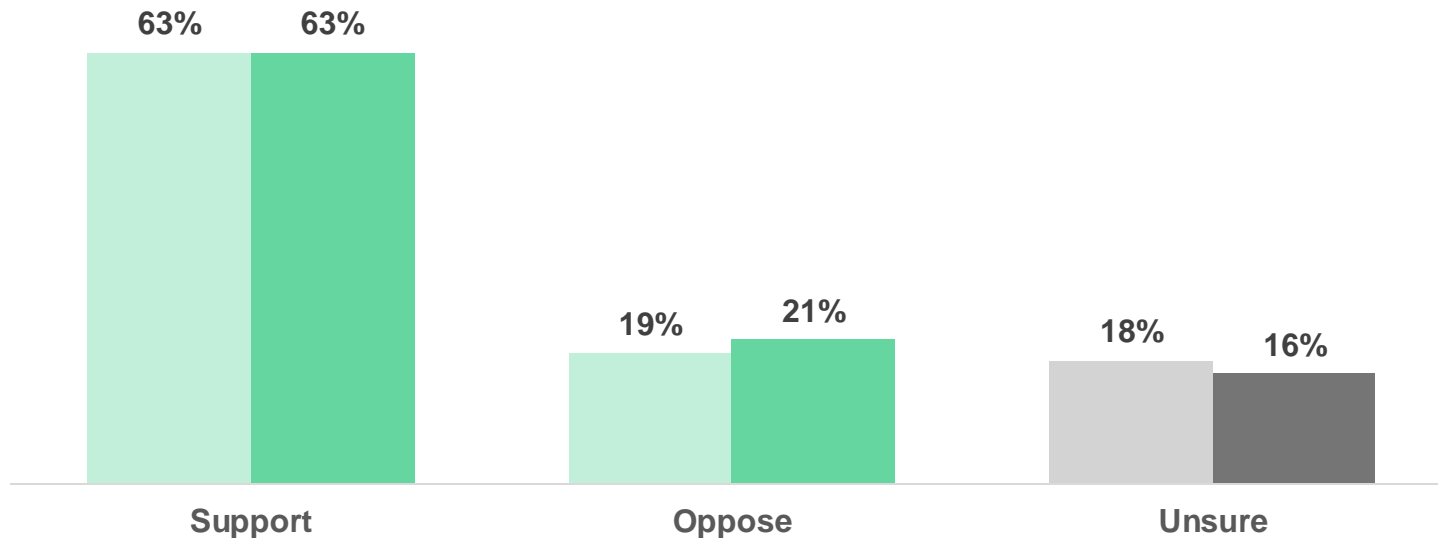
Key Demographics	% Improve
Dads	67%
Black	65%
K-12 Parent	59%
Republican	56%
Men	55%
Democrat	55%
Working Class	55%
Midwest	54%
South	54%
West	54%
Middle Class	54%
Moms	53%
Poor	53%
White	52%
Independent	52%
Women	51%
Northeast	49%
Upper Middle Class or Higher	49%
Hispanic	48%

# Majority Support for Education Savings Accounts

More than six-in-ten adults support ESAs, with support reaching 75% among K-12 parents.

As you may know, an Education Savings Account, also known as an ESA, allows families to use the state funding that would have gone to their child's public school to instead access the education that best meets their child's needs. Families can spend this money on private school tuition, online education programs, tutoring, curriculum, therapies and other direct education needs of the child. Knowing this, would you say you support or oppose ESAs?

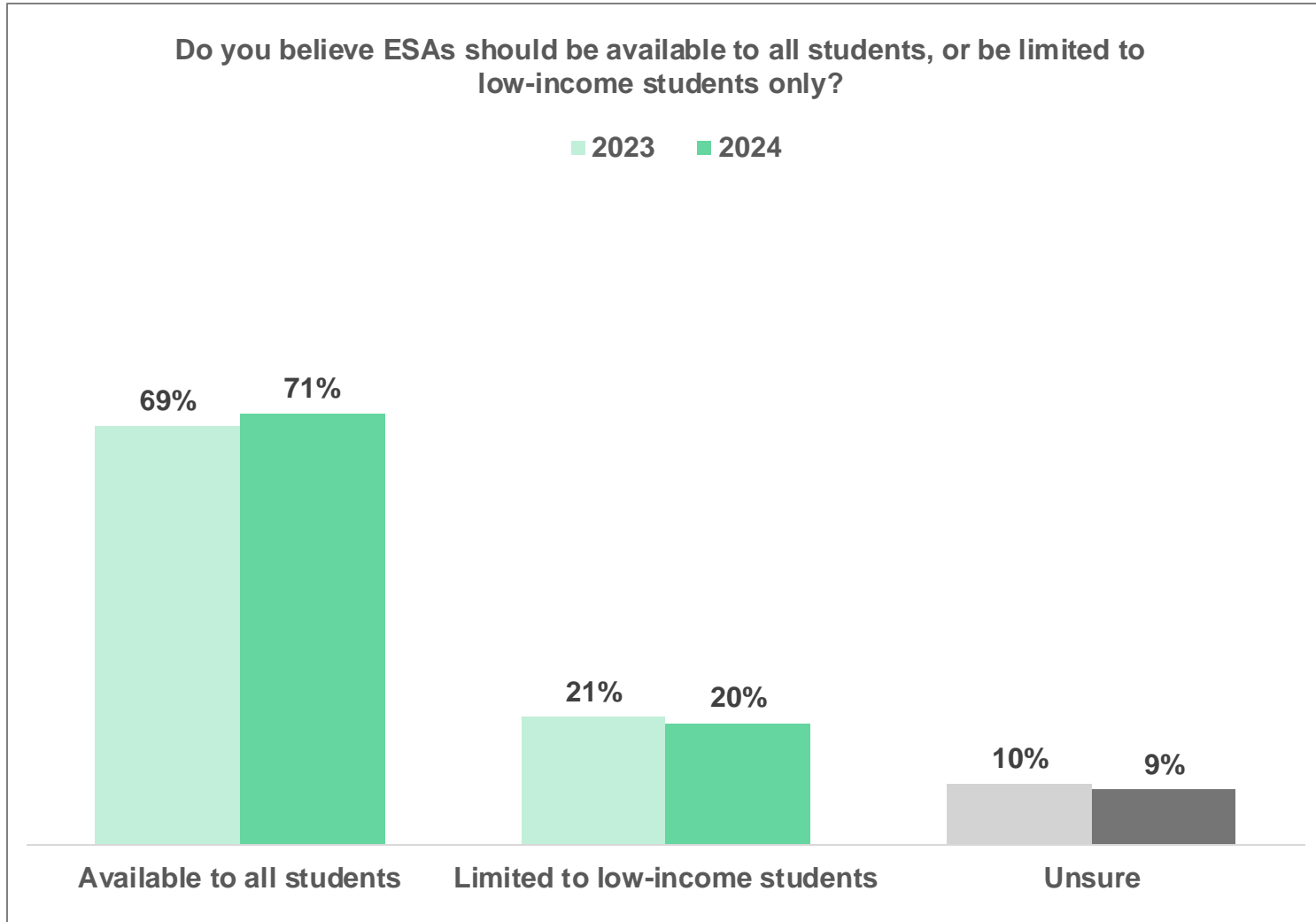
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Key Demographics	% Support
Dads	82%
K-12 Parent	75%
Black	72%
Republican	71%
Moms	70%
Working Class	70%
Men	65%
South	64%
Hispanic	63%
Northeast	63%
Middle Class	63%
White	62%
Midwest	62%
West	62%
Women	61%
Independent	61%
Democrat	60%
Poor	57%
Upper Middle Class or Higher	57%

# ESA Supporters Also Support Universality

Over seven-in-ten supporters of ESAs believe they should be universally available to students.

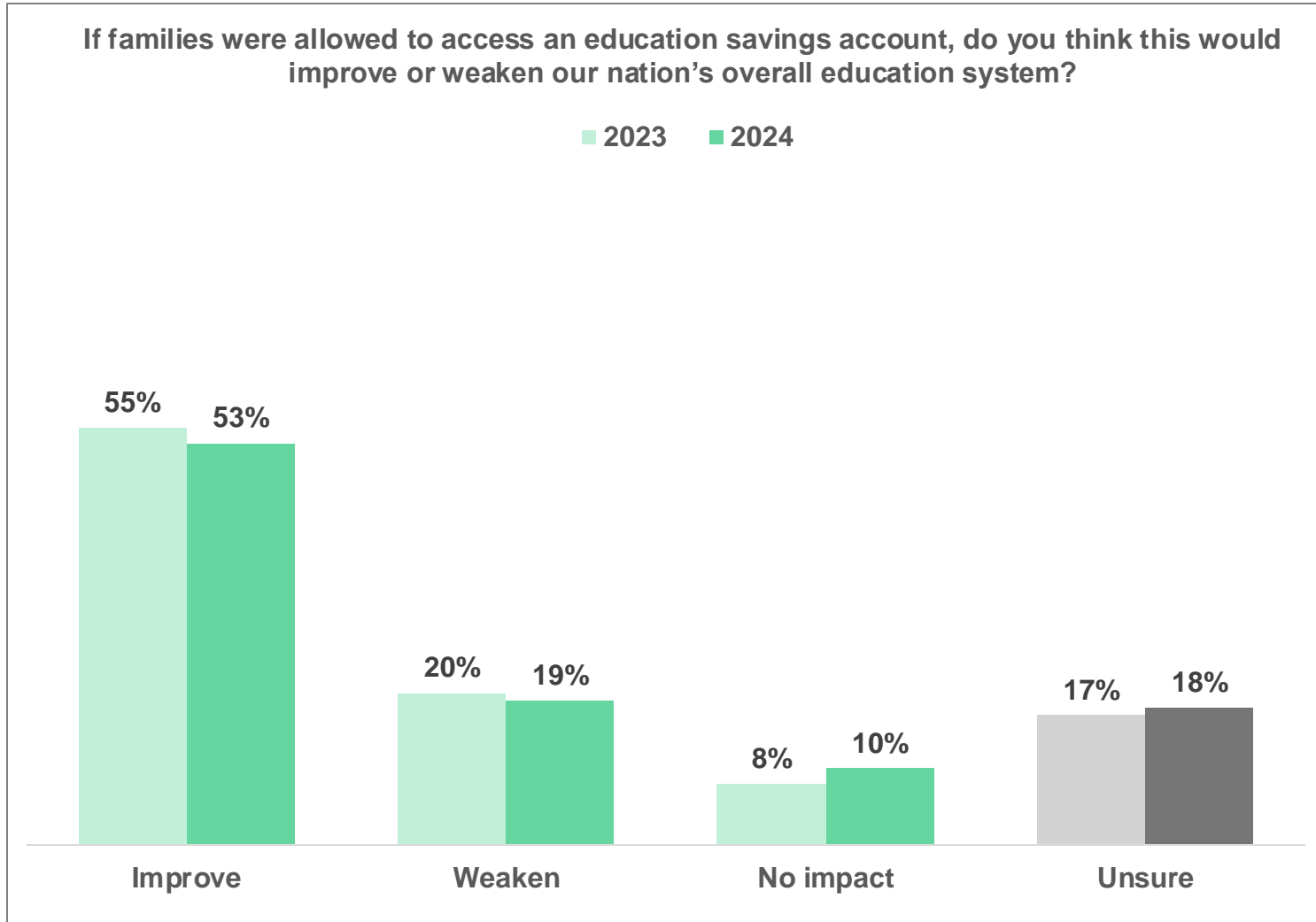


Key Demographics	% All students
Republican	80%
Midwest	79%
White	76%
Upper Middle Class or Higher	76%
Moms	74%
Women	73%
Middle Class	73%
K-12 Parent	72%
South	71%
Working Class	71%
Men	70%
Dads	69%
West	68%
Poor	68%
Northeast	67%
Democrat	66%
Independent	65%
Black	60%
Hispanic	57%



# ESAs Would Improve Education

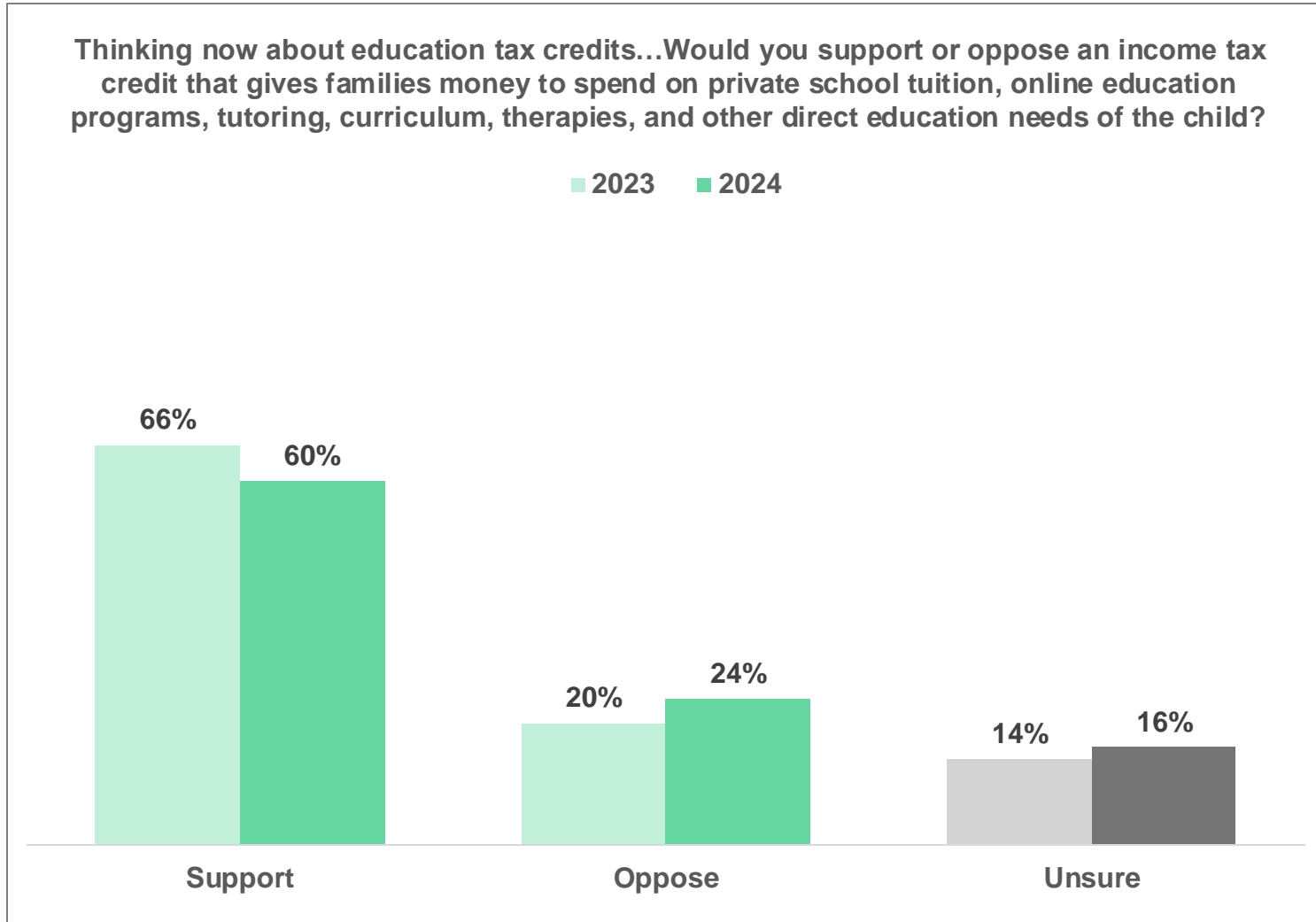
A majority of adults say ESAs would improve the nation’s overall education system. This includes majorities across nearly every key demographic.



Key Demographics	% Improve
Dads	73%
K-12 Parent	68%
Moms	64%
Hispanic	57%
Republican	57%
Black	56%
Northeast	56%
Working Class	56%
Men	55%
Democrat	54%
Middle Class	54%
Upper Middle Class or Higher	54%
South	53%
West	53%
White	52%
Women	51%
Midwest	51%
Poor	50%
Independent	49%

# Solid Support for Education Tax Credits

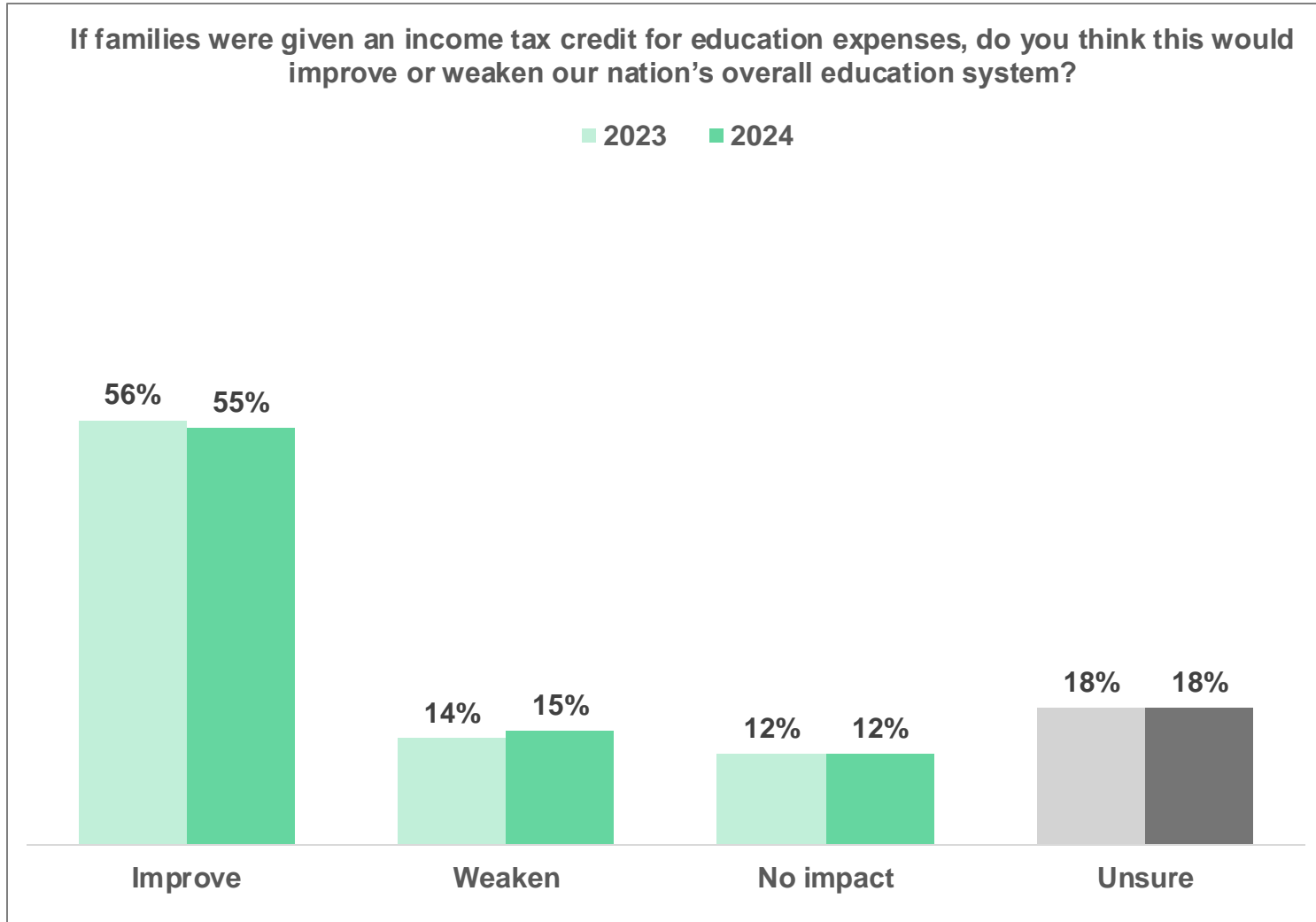
Six-in-ten adults support an income tax credit for education, including over three-quarters of K-12 parents.



Key Demographics	% Support
Dads	79%
K-12 Parent	76%
Moms	74%
Women	64%
Democrat	63%
Working Class	63%
Upper Middle Class or Higher	63%
Black	62%
Hispanic	62%
Republican	62%
Northeast	62%
South	62%
West	60%
Poor	60%
White	59%
Middle Class	59%
Independent	58%
Men	56%
Midwest	56%

# Majority Believe Tax Credits Would Have a Positive Impact on Education

A majority of adults believe that an income tax credit for education expenses would improve the education system, including 70% of K-12 parents.



Key Demographics	% Improve
Moms	71%
K-12 Parent	70%
Dads	69%
Black	63%
Northeast	61%
Upper Middle Class or Higher	60%
Democrat	58%
Republican	58%
South	58%
Working Class	58%
Hispanic	57%
Poor	56%
Women	55%
Men	54%
Middle Class	53%
White	52%
Independent	50%
Midwest	50%
West	49%

# Parents Use Environment and Communication to Determine the Right School

Parents evaluate the fit of their child’s school based on safety, communication, and curriculum. School rankings and test scores rate lower.

Which of the following are the most important ways to know if your child is in the right school for them? Select all that apply.						
	Total	Dads	Moms	DEM	REP	IND
Safe environment	72% (1)	68% (2)	75% (1)	66% (2)	78% (3)	79% (1)
Communicating with teachers	70% (2)	70% (1)	71% (3)	64% (3)	79% (1)	70% (3)
Communicating with your child	66% (3)	63% (3)	69%	67% (1)	69%	67%
Curriculum taught	66% (3)	57%	73% (2)	53%	79% (1)	74% (2)
Child’s attitude toward school	61%	55%	65%	57%	69%	58%
Child making friends	50%	56%	46%	50%	45%	59%
Report cards	42%	45%	40%	42%	47%	38%
Grades on specific tests, quizzes, homework	41%	36%	44%	49%	46%	26%
Extracurricular activities	40%	46%	36%	39%	51%	32%
School size	37%	40%	35%	35%	45%	33%
School rankings	33%	34%	32%	46%	35%	14%
Standardized test scores	27%	27%	28%	28%	34%	21%
Other	5%	3%	6%	3%	5%	8%
None of these	3%	4%	3%	3%	1%	0%

# 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.	83%	9%	67%	16%	6%	2%	8%
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.	79%	11%	58%	21%	7%	3%	10%
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%	61%	17%	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.	76%	14%	56%	20%	9%	5%	10%
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.	75%	11%	55%	21%	7%	4%	14%
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%	17%	47%	21%	10%	8%	14%
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%	19%	40%	26%	12%	7%	16%