NPU OCTOBER 2022 PARENT VOICE SURVEY
N=1,022 registered voters nationwide who are parents or guardians of K-12 students
Field Dates: October 1–3, 2022
Online survey - Sample from Lucid sample exchange
Margin of error: ± 3.3 percentage points

GENERAL POLITICAL / ELECTIONS QUESTIONS

1. [General Job Approval] Do you approve or disapprove of how each of the following are handling their job? [RANDOMIZE ITEM ORDER] [RANDOMIZE SCALE 1-4, 4-1]  
   
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Your state governor</td>
<td>61%</td>
<td>34%</td>
<td>24%</td>
<td>37%</td>
<td>14%</td>
<td>20%</td>
<td>5%</td>
</tr>
<tr>
<td>Democrats in Congress</td>
<td>50%</td>
<td>46%</td>
<td>23%</td>
<td>26%</td>
<td>19%</td>
<td>27%</td>
<td>4%</td>
</tr>
<tr>
<td>President Joe Biden</td>
<td>47%</td>
<td>51%</td>
<td>24%</td>
<td>23%</td>
<td>16%</td>
<td>36%</td>
<td>2%</td>
</tr>
<tr>
<td>Republicans in Congress</td>
<td>43%</td>
<td>51%</td>
<td>16%</td>
<td>27%</td>
<td>21%</td>
<td>30%</td>
<td>6%</td>
</tr>
</tbody>
</table>

2. [QTurnout] How likely are you to vote in the upcoming 2022 midterm elections? [RANDOMIZE SCALE 1-5, 5-1]  
   EXTREMELY/VERY LIKELY 82%  
   NOT VERY/NOT AT ALL LIKELY 5%  
   1. Extremely likely 65%  
   2. Very likely 17%  
   3. Somewhat likely 11%  
   4. Not very likely 4%  
   5. Not at all likely 1%  
   6. Unsure 1%

3. [QCompMotivation] Compared to past midterm elections, would you say you are . . . [RANDOMIZE SCALE 1-3, 3-1]  
   1. More motivated to vote in 2022 than in past midterm elections 59%  
   2. About as motivated to vote in 2022 as in past midterm elections 30%  
   3. Less motivated to vote in 2022 than in past midterm elections 7%  
   4. Unsure 4%
4. [QGenericCongressional] If the election for Congress were held today and you had to make a choice, for whom would you vote? [RANDOMIZE SCALE 1-4, 4-1]

- DEFINITELY/PROBABLY THE REPUBLICAN CANDIDATE 40%
- DEFINITELY/PROBABLY THE DEMOCRATIC CANDIDATE 51%
  1. Definitely the Republican candidate 26%
  2. Probably the Republican candidate 13%
  3. Probably the Democratic candidate 14%
  4. Definitely the Democratic candidate 36%
  5. Unsure 10%

5. [QVoteIssues] If the election for Congress were held today, which TWO of the following issues would be most important to you in deciding how to vote? Please choose two. [SELECT TWO] [RANDOMIZE 1-12]

- The economy 53%
- Abortion 21%
- Health care 17%
- Crime and public safety 16%
- K-12 education and schools 14%
- Immigration 14%
- The environment and climate change 14%
- Taxes 13%
- Gun policies 13%
- Political corruption 11%
- The COVID-19 pandemic 8%
- Race relations 4%
- Something else (Please specify) 2%
- Unsure 1%
6. [Candidate Platform Awareness] Thinking about the political candidates running for Congress in your district in 2022, how much, if anything, have you heard or read about their stances on the following issues? [DISPLAY AS GRID, OVER 2 PAGES] [RANDOMIZE ITEM ORDER] [RANDOMIZE SCALE 1-3, 3-1]

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Abortion</td>
<td>61%</td>
<td>27%</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>Inflation and cost of living</td>
<td>60%</td>
<td>29%</td>
<td>9%</td>
<td>2%</td>
</tr>
<tr>
<td>Guns</td>
<td>45%</td>
<td>37%</td>
<td>16%</td>
<td>2%</td>
</tr>
<tr>
<td>Crime, public safety, and the criminal justice system</td>
<td>44%</td>
<td>40%</td>
<td>12%</td>
<td>3%</td>
</tr>
<tr>
<td>Student loan forgiveness</td>
<td>42%</td>
<td>38%</td>
<td>16%</td>
<td>3%</td>
</tr>
<tr>
<td>Climate change</td>
<td>39%</td>
<td>39%</td>
<td>18%</td>
<td>4%</td>
</tr>
<tr>
<td>Immigration</td>
<td>38%</td>
<td>42%</td>
<td>17%</td>
<td>3%</td>
</tr>
<tr>
<td>Taxes</td>
<td>37%</td>
<td>45%</td>
<td>15%</td>
<td>3%</td>
</tr>
<tr>
<td>K-12 public education</td>
<td>32%</td>
<td>43%</td>
<td>20%</td>
<td>4%</td>
</tr>
</tbody>
</table>

7. [Candidate Stance Importance] Thinking about how a candidate’s stances on the following issues might affect your vote for Congress, please indicate if you would [SHOW HALF SAMPLE IN REVERSE ORDER TO CORRESPOND WITH RESPONSE ORDER: only vote for a candidate who shares your views on the issue, consider a candidate’s stance on the issue as one of many important factors, or not see the issue as a major issue. [DISPLAY AS GRID, OVER 2 PAGES] [RANDOMIZE ITEM ORDER] [RANDOMIZE SCALE 1-3, 3-1]

<table>
<thead>
<tr>
<th>Issue</th>
<th>1. Would only vote for a candidate who shares my views on this issue</th>
<th>2. Would consider a candidate’s stance on this issue as one of many important factors</th>
<th>3. Would not see this issue as a major issue</th>
<th>4. Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inflation and cost of living</td>
<td>55%</td>
<td>41%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Abortion</td>
<td>47%</td>
<td>37%</td>
<td>12%</td>
<td>4%</td>
</tr>
<tr>
<td>Guns</td>
<td>46%</td>
<td>41%</td>
<td>10%</td>
<td>4%</td>
</tr>
<tr>
<td>Crime, public safety, and the criminal justice system</td>
<td>44%</td>
<td>49%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Student loan forgiveness</td>
<td>38%</td>
<td>49%</td>
<td>9%</td>
<td>4%</td>
</tr>
<tr>
<td>Immigration</td>
<td>38%</td>
<td>45%</td>
<td>12%</td>
<td>4%</td>
</tr>
<tr>
<td>Climate change</td>
<td>33%</td>
<td>41%</td>
<td>21%</td>
<td>5%</td>
</tr>
<tr>
<td>K-12 public education</td>
<td>30%</td>
<td>42%</td>
<td>24%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Echelon Insights ● 108 S. Washington Street ● Suite 250 ● Alexandria, VA 22314 ● @EchelonInsights
8. [QConsiderViews] Other than yourself, who, if anyone, influences your decisions about which congressional candidates to vote for? Please select all that apply. [RANDOMIZE 1-8] [ALLOW MULTIPLE RESPONSES]

1. Friends and family 29%
2. Your spouse 22%
3. Joe Biden 18%
4. The media 17%
5. Donald Trump 15%
6. Political party leaders 13%
7. Religious or faith leaders 10%
8. Advocacy groups 6%
9. Another individual or group 1%
10. No one else influences my decisions 38%
11. Unsure 2%
9. [ALL Concerns Battery] How concerned are you, if at all, that each of the following are a problem that affects your family? [DISPLAY AS GRID 4 PER PAGE] [RANDOMIZE ITEM ORDER] [RANDOMIZE SCALE 1-5, 5-1]

<table>
<thead>
<tr>
<th>Concern</th>
<th>Extr./Very Concerned</th>
<th>Very Concerned</th>
<th>Somewhat Concerned</th>
<th>Not Very Concerned</th>
<th>Not at All Concerned</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rising cost of everyday purchases like food or gas</td>
<td>86%</td>
<td>3%</td>
<td>62%</td>
<td>24%</td>
<td>11%</td>
<td>3%</td>
</tr>
<tr>
<td>Rising cost of housing or rent</td>
<td>73%</td>
<td>9%</td>
<td>49%</td>
<td>25%</td>
<td>17%</td>
<td>6%</td>
</tr>
<tr>
<td>Difficulty making ends meet</td>
<td>68%</td>
<td>10%</td>
<td>43%</td>
<td>25%</td>
<td>20%</td>
<td>7%</td>
</tr>
<tr>
<td>Crime and public safety</td>
<td>68%</td>
<td>10%</td>
<td>35%</td>
<td>32%</td>
<td>22%</td>
<td>8%</td>
</tr>
<tr>
<td>The quality of K-12 public schools</td>
<td>64%</td>
<td>11%</td>
<td>33%</td>
<td>31%</td>
<td>24%</td>
<td>8%</td>
</tr>
<tr>
<td>Income inequality</td>
<td>56%</td>
<td>18%</td>
<td>27%</td>
<td>28%</td>
<td>24%</td>
<td>11%</td>
</tr>
<tr>
<td>The cost of childcare</td>
<td>47%</td>
<td>30%</td>
<td>24%</td>
<td>23%</td>
<td>22%</td>
<td>16%</td>
</tr>
<tr>
<td>Racial tensions</td>
<td>44%</td>
<td>28%</td>
<td>23%</td>
<td>21%</td>
<td>27%</td>
<td>15%</td>
</tr>
</tbody>
</table>

10. [Party Trust Battery] Which political party do you trust to do a better job handling each of the following issues? [DISPLAY AS GRID] [RANDOMIZE ITEM ORDER] [RANDOMIZE RESPONSES 1-2]

<table>
<thead>
<tr>
<th>Issue</th>
<th>Republican Party</th>
<th>Democratic Party</th>
<th>Both equally</th>
<th>Neither</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>K-12 education</td>
<td>29%</td>
<td>41%</td>
<td>13%</td>
<td>11%</td>
<td>6%</td>
</tr>
<tr>
<td>The economy</td>
<td>36%</td>
<td>39%</td>
<td>10%</td>
<td>10%</td>
<td>5%</td>
</tr>
</tbody>
</table>
11. [School Concerns Battery] How concerned are you, if at all, that each of the following are a problem for families of children who are in grades K-12 in the United States? [DISPLAY AS GRID OVER 2 PAGES] [RANDOMIZE ITEM ORDER] [RANDOMIZE SCALE 1-5, 5-1]

<table>
<thead>
<tr>
<th>Concern</th>
<th>Extr./Very Concerned</th>
<th>Very Concerned</th>
<th>Somewhat Concerned</th>
<th>Not Very Concerned</th>
<th>Not at All Concerned</th>
<th>Unsure</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. How schools are addressing the threat of violence</td>
<td>67%</td>
<td>10%</td>
<td>35%</td>
<td>31%</td>
<td>22%</td>
<td>8%</td>
</tr>
<tr>
<td>2. How schools are preparing students for the future</td>
<td>66%</td>
<td>9%</td>
<td>33%</td>
<td>33%</td>
<td>23%</td>
<td>7%</td>
</tr>
<tr>
<td>3. How schools are addressing students’ mental health and emotional needs</td>
<td>63%</td>
<td>10%</td>
<td>34%</td>
<td>29%</td>
<td>25%</td>
<td>8%</td>
</tr>
<tr>
<td>4. How schools are handling the quality of teaching and instruction</td>
<td>62%</td>
<td>11%</td>
<td>31%</td>
<td>31%</td>
<td>25%</td>
<td>9%</td>
</tr>
<tr>
<td>5. How schools are communicating with parents</td>
<td>56%</td>
<td>16%</td>
<td>28%</td>
<td>28%</td>
<td>25%</td>
<td>12%</td>
</tr>
<tr>
<td>6. How schools are handling disciplinary issues</td>
<td>56%</td>
<td>15%</td>
<td>28%</td>
<td>28%</td>
<td>28%</td>
<td>12%</td>
</tr>
<tr>
<td>7. How schools are teaching about race and diversity</td>
<td>56%</td>
<td>19%</td>
<td>30%</td>
<td>25%</td>
<td>22%</td>
<td>13%</td>
</tr>
<tr>
<td>8. How schools are handling student learning loss after COVID-19 closures</td>
<td>55%</td>
<td>18%</td>
<td>27%</td>
<td>28%</td>
<td>25%</td>
<td>12%</td>
</tr>
<tr>
<td>9. How schools are addressing the needs of students of color</td>
<td>46%</td>
<td>26%</td>
<td>24%</td>
<td>23%</td>
<td>23%</td>
<td>17%</td>
</tr>
</tbody>
</table>
RANDOMIZE ORDER OF QCONCERN FOLLOW-UP QUESTIONS:

12. [QConcernRace] [ASK ONLY IF SAID EXTREMELY, VERY, OR SOMEWHAT CONCERNED ON QSC_Race] You indicated that you are concerned about how schools are teaching about race and diversity. Which of the following concern you most? You may choose more than one. [RANDOMIZE 1-5] [ALLOW MULTIPLE RESPONSES]  

(n=806)  
1. Schools not teaching accurate information about the issue of race 48%  
2. Schools pushing a progressive agenda onto students 42%  
3. Schools not teaching enough about diversity and different cultures 40%  
4. Schools not teaching enough about racism and racial inequality 38%  
5. Schools dividing children by race 33%  
6. Something else (Please specify) 2%  
7. Unsure 6%  

13. [QConcernDiscipline] [ASK ONLY IF SAID EXTREMELY, VERY, OR SOMEWHAT CONCERNED ON QSC_Discipline] You indicated that you are concerned about how schools are handling disciplinary issues. Which of the following concern you most? You may choose more than one. [RANDOMIZE 1-7] [ALLOW MULTIPLE RESPONSES]  

(n=850)  
1. Schools being inconsistent in who they do or do not discipline 46%  
2. Schools not being strict enough on students who misbehave 42%  
3. Schools just punishing students instead of addressing mental health issues that may contribute to their behavior 41%  
4. Schools having some unnecessary rules 27%  
5. Schools using police officers to handle disciplinary issues on campus 27%  
6. Schools being harsher on students of color compared to white students 27%  
7. Schools being too strict in punishing some students 22%  
8. Something else (Please specify) 1%  
9. Unsure 5%
14. [QConcernCommun] [ASK ONLY IF SAID EXTREMELY, VERY, OR SOMEWHAT CONCERNED ON QSC_Comm] You indicated that you are concerned about how schools are communicating with parents. Which of the following concern you most? You may choose more than one. [RANDOMIZE 1-6] [ALLOW MULTIPLE RESPONSES] (n=833)

1. Schools not handling parents' input or concerns well 45%
2. Schools not giving parents enough information about their children's academic performance 42%
3. Schools not providing information about major curriculum or program changes 42%
4. Schools not being transparent about how school funding is being spent 35%
5. Schools not using the right methods to communicate 34%
6. Schools not providing information about teachers' qualifications 32%
7. Something else (Please specify) 2%
8. Unsure 5%

15. [QConcernPrep] [ASK ONLY IF SAID EXTREMELY, VERY, OR SOMEWHAT CONCERNED ON QSC_PreP] You indicated you are concerned about how schools are preparing students for the future. Which of the following concern you most? You may choose more than one. [RANDOMIZE 1-7] [ALLOW MULTIPLE RESPONSES] (n=909)

1. Schools not teaching enough practical life skills (e.g., budgeting or how to file taxes) 52%
2. Schools not providing enough information to help students understand all the options and pathways available to them 45%
3. Schools not preparing students who do not intend to go to college for their next steps beyond high school 42%
4. Schools not teaching enough critical-thinking skills 42%
5. Schools not offering enough career-oriented classes 41%
6. Schools not preparing students academically for college 34%
7. Schools not teaching enough interpersonal skills 31%
8. Something else (Please specify) 2%
9. Unsure 3%
16. [QConcernSafety] [ASK ONLY IF SAID EXTREMELY, VERY, OR SOMEWHAT CONCERNED ON QSC_Violence] You indicated that you are concerned about how schools are addressing the threat of violence. Which of the following concern you most? You may choose more than one. [RANDOMIZE 1-5] [ALLOW MULTIPLE RESPONSES] (n=912)

1. Schools not having enough counselors, psychologists, or social workers to work with students  48%
2. Schools not having plans in place for an active shooter situation  46%
3. Schools not having resources to keep weapons out of schools  46%
4. Schools not having school resource officers or police accessible on campus  44%
5. Schools using police officers to handle disciplinary issues on campus  28%
6. Something else (Please specify)  1%
7. Unsure  4%

17. [QConcernColor] [ASKED ONLY OF THOSE PUNCH 1-3 ON QSC_SOC] You indicated that you are concerned about how schools are addressing the needs of students of color. Which of the following concern you most? You may choose more than one. [RANDOMIZE 1-9] [ALLOW MULTIPLE RESPONSES] (n=725)

1. Schools that mostly serve students of color having fewer resources than schools that mostly serve white students  37%
2. Schools not working to promote equity for students of color  32%
3. Schools treating white students better than students of color  31%
4. Schools using school resource officers or police to address disciplinary issues  27%
5. Schools not exposing students to role models of color  26%
6. Schools not offering culturally-affirming education to students of color  25%
7. Schools not providing enough support for students learning English as a second language  25%
8. Schools not having enough teachers of color  20%
9. Schools treating students of color better than white students  20%
10. Something else (Please specify)  2%
11. Unsure  9%
18. [QConcernAfterCov] [ASK ONLY IF SAID EXTREMELY, VERY, OR SOMEWHAT CONCERNED ON QSC_Support] You indicated that you are concerned about how schools are handling student learning loss after COVID-19 closures. Which of the following concern you most? You may choose more than one. [RANDOMIZE 1-3] [ALLOW MULTIPLE RESPONSES]

1. Schools not doing enough to evaluate learning loss and identify areas students need support 60%
2. Schools not providing enough remediation or tutoring to help students catch up 55%
3. Schools not offering resources that would have been available pre-pandemic 41%
4. Something else (Please specify) 1%
5. Unsure 6%

19. [QConcernInstruction] [ASK ONLY IF SAID EXTREMELY, VERY, OR SOMEWHAT CONCERNED ON QSC_Instruction. Note: Due to a programming error, QConcernInstruction was only asked to half of respondents rather than all respondents who gave those answers on QSC_Instruction.] You indicated that you are concerned about how schools are handling the quality of teaching and instruction. Which of the following concern you most? You may choose more than one. [RANDOMIZE 1-7] [ALLOW MULTIPLE RESPONSES]

1. Political bias affecting what students are taught 44%
2. Schools not having enough support personnel 41%
3. Schools not having enough high-quality teachers 40%
4. School curriculum not teaching the right skills 40%
5. Schools not providing enough support for students with learning challenges 39%
6. Teachers not being well-trained or prepared 36%
7. Teachers not offering enough one-on-one help for individual students 32%
8. Something else (Please specify) 2%
9. Unsure 1%
20. [QConcernMHEmo] [ASK ONLY IF SAID EXTREMELY, VERY, OR SOMEWHAT CONCERNED ON QSC_MHEmo] You indicated that you are concerned about how schools are addressing students’ mental health and emotional needs. Which of the following concern you most? You may choose more than one. [RANDOMIZE 1-5] [ALLOW MULTIPLE RESPONSES]  

1. Schools not having enough counselors or psychologists to work with students 50%  
2. School counselors not doing a good job addressing students' mental health needs 46%  
3. Schools not teaching students appropriate ways to manage their emotions 46%  
4. Schools not protecting the privacy of students who have mental health issues 34%  
5. Schools focusing too much on emotional learning and not enough on academics 29%  
6. Something else (Please specify) 2%  
7. Unsure 4%
21. [QWorriedRaceK12] Even if none are perfect, which of the following statements best describes your view? [RANDOMIZE SCALE 1-3, 3-1]
   1. I worry that our schools are not doing enough on issues related to race and racism 33%
   2. Our schools are handling issues related to race and racism about right 29%
   3. I worry that our schools are going too far on issues related to race and racism 29%
   4. Unsure 10%

22. [QWorriedStandards] Even if none are perfect, which of the following statements best describes your view? [RANDOMIZE SCALE 1-3, 3-1]
   1. I worry that our schools are not setting expectations high enough for students 39%
   2. Our schools have expectations for students that are about right 34%
   3. I worry that our schools are setting expectations too high for students to reasonably reach 19%
   4. Unsure 8%

23. [QWorriedTeacherUnion] Even if none are perfect, which of the following statements best describes your view? [RANDOMIZE SCALE 1-3, 3-1]
   1. I worry our schools focus too much on the demands of teachers' unions 28%
   2. Our schools listen to teachers' unions about the right amount 28%
   3. I worry our schools do not listen enough to the demands of teachers' unions 30%
   4. Unsure 14%

24. [QWorriedParent] Even if none are perfect, which of the following statements best describes your view? [RANDOMIZE SCALE 1-3, 3-1]
   1. I worry our schools focus too much on the demands of parents 18%
   2. Our schools listen to parents about the right amount 29%
      I worry our schools do not listen enough to the demands of parents 46%
   4. Unsure 7%
25. [QChoiceParent] Even if none are perfect, which of the following statements best describes your view? [RANDOMIZE SCALE 1-3, 3-1]

1. I worry parents have too much power to change what school their child attends 13%
2. Parents have the right amount of power to change what school their child attends 39%
3. I worry parents do not have enough power to change what school their child attends 41%
4. Unsure 8%
Now I would like to ask you some questions for statistical purposes . . .

26. [QUrban] How would you describe the area where you live? [RANDOMIZE SCALE 1-4, 4-1]
   1. City 34%
   2. Suburb near a city 40%
   3. Small town not near a city 8%
   4. Rural or country area 18%

27. [QState] In what state do you live?
   [DROP-DOWN MENU WITH 50 STATES]
   1. States in the Northeast 17%
   2. States in the Midwest 22%
   3. States in the South 39%
   4. States in the West 23%

28. [QEmployment] What is your current employment status?
   1. Employed full-time 70%
   2. Employed part-time 10%
   3. Freelance, contract, or temporary work 2%
   4. Unemployed and looking for work 3%
   5. Stay-at-home parent or caregiver 10%
   6. Full time student *%
   7. Retired 3%
   8. Something else 2%
   9. Prefer not to say *%

29. [QIncome] Which range includes your annual household income?
   1. Less than $30,000 per year 15%
   2. $30,000 to $49,999 per year 18%
   3. $50,000 to $74,999 per year 23%
   4. $75,000 to $125,000 per year 26%
   5. More than $125,000 per year 17%
   6. Prefer not to say 1%

30. [QMarital] What is your current marital status?
   1. Single, never married 15%
   2. Married 61%
   3. Living with a partner 12%
   4. Separated 2%
   5. Divorced 8%
   6. Widowed 2%
   7. Prefer not to say *%
31. [QKidGrades] Please select your child’s or children’s current grade level(s) who are in grades K-12. (If you have multiple children, please select all that apply.) [ALLOW MULTIPLE RESPONSES]
1. Kindergarten 13%
2. 1st grade 10%
3. 2nd grade 10%
4. 3rd grade 12%
5. 4th grade 11%
6. 5th grade 13%
7. 6th grade 11%
8. 7th grade 13%
9. 8th grade 14%
10. 9th grade (Freshman) 14%
11. 10th grade (Sophomore) 12%
12. 11th grade (Junior) 11%
13. 12th grade (Senior) 13%

32. [QKidSchoolType] What type of school are your children attending this school year? Please select all that apply. [ALLOW MULTIPLE RESPONSES]
1. Public school 82%
2. Public charter school 5%
3. Private school 12%
4. Homeschool 6%
5. Something else (Please specify) *

33. [QNewsOften] How often do you read, watch, or listen to news about current affairs and political issues? [RANDOMIZE SCALE 1-5, 5-1]
ONCE A WEEK OR MORE 89%
LESS THAN ONCE A WEEK 11%
1. Every day 45%
2. A few times a week 34%
3. Once a week 10%
4. Less than once a week 8%
5. Never 2%
6. Prefer not to say 1%

34. [QParty] Regardless of how you typically vote, would you say you consider yourself a . . .? [RANDOMIZE SCALE 1-5, 5-1]
STRONG/NOT VERY STRONG REPUBLICAN 34%
STRONG/NOT VERY STRONG DEMOCRAT 43%
1. Strong Republican 22%
2. Not very strong Republican 12%
3. Independent 20%
4. Not very strong Democrat 15%
5. Strong Democrat 29%
6. A member of another party *
35. [QPartyLean] Which of the following statements would you say best describes you? [RANDOMIZE SCALE 1-4, 4-1] (n=233)

TOTAL VOTES FOR REPUBLICANS 21%
TOTAL VOTES FOR DEMOCRATS 29%
1. I almost always vote for Republican candidates 7%
2. I vote for Republicans more often than I vote for Democrats 14%
3. I vote for Democrats more often than I vote for Republicans 18%
4. I almost always vote for Democratic candidates 11%
5. I vote equally for Democrats and Republicans 27%
6. Unsure 23%

PARTY CONSOLIDATED [QParty + QPartyLean]
1. Total Republican+Republican- leaning Independents 39%
2. Total Democratic+Democratic- leaning Independents 50%
3. Total Independent 11%

ASK ALL:

36. [QIdeology] Regardless of how you typically vote, do you consider yourself to be . . . ? [RANDOMIZE SCALE 1-5, 5-1]

VERY/SOMewhat CONSERVATIVE 35%
VERY/SOMewhat LIBERAL 27%
1. Very conservative 17%
2. Somewhat conservative 18%
3. Moderate 37%
4. Somewhat liberal 14%
5. Very liberal 13%
6. Unsure 2%

37. [Q2020Vote] For which candidate did you vote in the 2020 presidential election? [RANDOMIZE 1-2]

1. Joe Biden 48%
2. Donald Trump 42%
3. Someone else (Please specify) 2%
4. I didn't vote 8%
38. [QRegVote] Are you at least 18 years old and registered to vote?
   1. Yes 100%
   2. No TERMINATE
   3. Unsure TERMINATE

39. [QIndustry] Do you or does anyone in your household work in any of the following industries? [ALLOW MULTIPLE RESPONSES] [RANDOMIZE 1-7]
   1. Technology 5%
   2. Sales 3%
   3. Healthcare or the pharmaceutical industry 9%
   4. Journalism or the media TERMINATE
   5. Food service or the restaurant industry 4%
   6. Market research TERMINATE
   7. Public relations TERMINATE
   8. None of these 80%

40. [QAge] What is your age?
   [OPEN-END] [TERMINATE IF UNDER 18 OR OVER 100]
   1. 18-29 4%
   2. 30-39 33%
   3. 40-49 44%
   4. 50-64 19%
   5. 65+ 1%

41. [QK12Parent] Are you the parent or guardian of a child or children in grades kindergarten through 12th grade?
   1. Yes 100%
   2. No TERMINATE

42. [QGender] Do you describe yourself as a man, a woman, or in some other way?
   [RANDOMIZE 1-2]
   1. Man 44%
   2. Woman 56%
   3. Some other way *

43. [QRace] What is your race or ethnicity? Please select all that apply. [RANDOMIZE 1-6]
   [ALLOW MULTIPLE RESPONSES]
   1. White 72%
   2. Black or African American 15%
   3. Hispanic or Latino 14%
   4. Asian 6%
   5. Native American or Alaska Native 1%
   6. Native Hawaiian or Other Pacific Islander *
   7. Other race or ethnicity 1%
44. [QEducation] What is the highest level of education you have completed?

1. High school or less  
2. Some college  
3. Associate degree  
4. Bachelor's degree  
5. Graduate degree  
6. Prefer not to say  

25%  
18%  
11%  
28%  
18%  
*%
METHODOLOGY

Echelon Insights conducted a survey on behalf of National Parents Union to examine the views of parents who are registered to vote on current issues and education. The survey was fielded online from October 1–3, 2022 in English among a sample of 1,022 self-identified registered voters nationwide who are parents or guardians of students in grades kindergarten through 12th grade using non-probability sampling.

The sample was drawn from the Lucid sample exchange based on gender, age, race/ethnicity, education, and region quota targets derived from the U.S. Census Bureau’s November 2020 Voting and Registration Supplement.

Data quality measures included the use of an attentiveness check (commonly referred to as a “trap question”) and measures to prevent duplicate responses.

The sample was weighted to population benchmarks for registered voters in the United States with children ages 6-17 from the U.S. Census Bureau’s November 2020 Voting and Registration Supplement on gender, age, race/ethnicity, education, region, and gender by education. The sample was also weighted to estimated 2020 presidential vote results based on the average of reported vote choice by K-12 parents in two previous surveys of registered voters nationally that had been weighted to national election results, including a November 2021 survey Echelon Insights conducted on behalf of National Parents Union.

Calculated the way it would be for a random sample and adjusted to incorporate the effect of weighting, the margin of sampling error is ±3.3 percentage points. This estimate of precision does not account for other potential sources of error that can occur in online surveys with non-probability samples, including, but not limited to, non-coverage due to the survey being conducted online, or possible failure to correct for ways people who have agreed to join an online panel or take online surveys might not be representative of the general population (e.g., on measures that are not included as weighting variables).