



**National Parents Union Survey**  
**N=1,515 parents of public school students in grades kindergarten through 12th grade**  
**Sample from online web panels**  
**Field Dates: October 3-6, 2023**  
**Margin of error: ± 3.4 percentage points**

**OPPORTUNITY, FUTURE SUCCESS, AND GENERAL QUESTIONS ABOUT K-12 EDUCATION**

1. **[QOwnGenVsParents] In general, do you think it is harder or easier for people in your generation to get ahead if they are willing to work hard than it was for your parents' generation? [RANDOMIZE SCALE 1-3, 3-1]**

Harder for your generation than your parents' generation	45%
About the same	22%
Easier for your generation than your parents' generation	30%
Unsure	3%
  
2. **[QChildGenVsOwn] Now, thinking about your children's generation, do you think it will be harder or easier for their generation to get ahead if they are willing to work hard than it has been for your generation? [RANDOMIZE SCALE 1-3, 3-1]**

Harder for your children's generation than your generation	41%
About the same	27%
Easier for your children's generation than your generation	28%
Unsure	5%
  
3. **[QOwnVsOthers] Thinking about how much access your children have to opportunities that could help them get ahead in life, do you think your children have . . . ? [RANDOMIZE SCALE 1-3, 3-1]**

More access to opportunities than most kids in the US	33%
About the same access to opportunities as most kids in the US	49%
Less access to opportunities than most kids in the US	12%
Unsure	5%

**Now, shifting topics, please think about K-12 public education in the United States as a whole . . .**

4. **[QReimagine] If you could reimagine K-12 public education in the United States, what do you think it should look like? What would you change? [OPEN-END]**

**5. [Confidence Battery] How confident are you about each of the following? [DISPLAY AS GRID] [RANDOMIZE ITEM ORDER] [RANDOMIZE SCALE 1-4, 4-1]**

1. Very confident 2. Somewhat confident 3. Not too confident 4. Not at all confident 5. Unsure

	<b>VERY/ SOME. CONFID.</b>	<b>NOT TOO/NOT AT ALL CONFID.</b>	1. Very confident	2. Some. confident	3. Not too confident	4. Not at all confident	5. Unsure
<b>That your own children’s public schools are preparing them to succeed in jobs of the future</b>	<b>72%</b>	<b>26%</b>	26%	46%	19%	7%	2%
<b>That all kids in the US have a pathway to earn a good living one day</b>	<b>64%</b>	<b>32%</b>	23%	41%	22%	11%	3%
<b>That most K-12 public schools in the US are preparing students to succeed in jobs of the future</b>	<b>62%</b>	<b>35%</b>	20%	41%	25%	9%	3%
<b>That all kids in the US have access to high-quality education</b>	<b>54%</b>	<b>44%</b>	21%	32%	28%	16%	2%

**6. [Important Learning/Skills Battery] How important do you think it is for K-12 public schools to teach students each of the following to prepare them for future success? [DISPLAY AS GRID] [RANDOMIZE ITEM ORDER] [RANDOMIZE SCALE 1-4, 4-1]**

1. Very important 2. Somewhat important 3. Not too important 4. Not at all important 5. Unsure

	<b>VERY /SOME. IMPORT.</b>	<b>NOT TOO/NOT AT ALL IMPORT.</b>	1. Very important	2. Some. important	3. Not too important	4. Not at all important	5. Unsure
<b>Reading and writing</b>	<b>97%</b>	<b>1%</b>	87%	11%	1%	*%	1%
<b>Personal financial skills</b>	<b>96%</b>	<b>2%</b>	78%	18%	2%	*%	2%
<b>Technology skills</b>	<b>96%</b>	<b>2%</b>	77%	19%	2%	*%	2%
<b>Mathematics</b>	<b>96%</b>	<b>3%</b>	76%	20%	2%	*%	1%
<b>Social and emotional skills</b>	<b>96%</b>	<b>3%</b>	74%	21%	2%	1%	1%
<b>Science</b>	<b>94%</b>	<b>4%</b>	63%	31%	4%	1%	2%
<b>History</b>	<b>90%</b>	<b>9%</b>	54%	36%	7%	1%	2%
<b>Civics</b>	<b>87%</b>	<b>9%</b>	49%	38%	7%	2%	4%
<b>Fine arts, such as music, art, or theater</b>	<b>81%</b>	<b>17%</b>	41%	40%	14%	3%	2%

7. **[QLiteracyGoal] Would you support or oppose the government setting a national goal for all public-school students to be able to read at grade level by the time they are in third grade? [RANDOMIZE SCALE 1-4, 4-1]**

STRONGLY/SOMEWHAT SUPPORT	82%
STRONGLY/SOMEWHAT OPPOSE	12%
Strongly support	52%
Somewhat support	31%
Somewhat oppose	8%
Strongly oppose	4%
Unsure	5%

8. **[QTitleI] Title I is a federal program that provides funding to K-12 public schools where a high percentage of students are from low-income families. Do you think the federal government should . . . ? [RANDOMIZE SCALE 1-3, 3-1]**

Increase Title I funding for public schools	61%
Keep Title I funding at the current level	24%
Reduce Title I funding for public schools	5%
Unsure	10%

**IF SAYS SHOULD REDUCE TITLE I FUNDING [QTitleI=3], ASK:**

9. **[QReduceFollow-Up] You indicated you think Title I funding for public schools should be reduced. Republicans in the US House of Representatives recently proposed cutting Title I funds by 80%, or nearly \$15 billion. Do you think the federal government should . . . ? [RANDOMIZE SCALE 1-3, 3-1]**

	<b>(n=78)</b>
Cut a larger amount of Title I funding than proposed	29%
Cut Title I funding by 80% as proposed	39%
Cut a smaller amount of Title I funding than proposed	32%

**10. [Help Battery] How much, if at all, do you think each of the following would help give your children a better chance at future success?**

1. Would help a lot   2. Would help some   3. Would only help a little   4. Would not help at all   5. Unsure

	<b>WOULD HELP A LOT/ SOME</b>	<b>WOULD ONLY HELP A LITTLE/ NOT AT ALL</b>	1. Would help a lot	2. Would help some	3. Would only help a little	4. Would not help at all	5. Unsure
<b>Having internship or apprenticeship opportunities in high school</b>	<b>92%</b>	<b>6%</b>	64%	28%	5%	1%	2%
<b>Being able to take vocational classes in high school, such as welding, mechanics, or culinary skills</b>	<b>91%</b>	<b>7%</b>	65%	25%	5%	1%	3%
<b>Having a clear personalized path connecting their future career goals with steps they could take while in school to prepare</b>	<b>90%</b>	<b>7%</b>	64%	26%	6%	1%	3%
<b>Having personalized guidance counseling based on their goals</b>	<b>88%</b>	<b>9%</b>	59%	29%	7%	2%	3%
<b>Having career fairs where they can talk to people in different career fields</b>	<b>88%</b>	<b>10%</b>	58%	30%	9%	1%	3%
<b>Being able to take dual credit courses in high school to earn college credit</b>	<b>87%</b>	<b>10%</b>	61%	26%	8%	2%	3%
<b>Being able to take advanced placement (AP) courses in high school</b>	<b>84%</b>	<b>13%</b>	55%	29%	10%	3%	3%
<b>Getting a college degree</b>	<b>81%</b>	<b>15%</b>	53%	28%	13%	2%	4%

**11. [QAdapting] In general, do you think your children's schools are . . .? [RANDOMIZE 1-2]**

Adapting to incorporate new technology and skills students need to be prepared for the future	59%
Falling behind the times in terms of adapting to new technology and skills students need to be prepared for the future	29%
Unsure	12%

**GENERAL QUESTIONS ABOUT ARTIFICIAL INTELLIGENCE IN SCHOOLS IN GENERAL**

Now, changing topics slightly . . .

**12. [QKnowAI] Which of the following best describes how much you know about artificial intelligence (AI)? [RANDOMIZE SCALE 1-4, 4-1]**

I HAVE A DETAILED UNDERSTANDING OF/KNOW A LOT OF GENERAL INFORMATION ABOUT AI	49%
I KNOW A LITTLE GENERAL INFORMATION ABOUT AI/DO NOT KNOW ANYTHING ABOUT AI	51%
I have a detailed understanding of how AI works and is used	16%
I know a lot of general information about AI, but not much about the details	33%
I know a little general information about AI	41%
I do not know anything about AI	10%

**13. [QHeard] How much have you heard about ways artificial intelligence tools could be used in K-12 public education? [RANDOMIZE SCALE 1-4, 4-1]**

A LOT/SOME	38%
A LITTLE/NOTHING AT ALL	62%
A lot	12%
Some	26%
A little	28%
Nothing at all	34%

**14. [QAIFeeling] Thinking about ways artificial intelligence (AI) tools could be used in K-12 public education, do you think . . .? [RANDOMIZE SCALE 1-3, 3-1]**

The potential benefits outweigh the potential downsides	23%
There are about equal potential benefits and downsides	44%
The potential downsides outweigh the potential benefits	16%
Unsure	17%

## QUESTIONS ABOUT SPECIFIC CHILD

**IF HAS TWO OR MORE CHILDREN IN GRADES K-12 [QKidNum=2-6], INSERT:**  
**[ParentIntroText] For the following questions, please respond regarding your [INSERT FIRST/SECOND/ETC] child in birth order from oldest to youngest, who is in <INSERT RESPONSE FOR APPROPRIATE CHILD FROM QKidGrade>.**  
**[RANDOMIZE WHICH CHILD IS ASKED ABOUT, SPLITTING EVENLY BASED ON NUMBER OF CHILDREN. FOR EXAMPLE, FOR PARENTS OF TWO CHILDREN, ASK 50% ABOUT FIRST CHILD (IN BIRTH ORDER FROM OLDEST TO YOUNGEST) WHO ATTENDS K-12 SCHOOL, 50% ABOUT SECOND CHILD WHO ATTENDS K-12 SCHOOL. PROGRAM FOR UP TO SIX CHILDREN.]**

**15. [SCHOOL REPORT CARD BATTERY] What grade would you give your child’s SCHOOL on each of the following? “A” is the best grade you can give, and “F” is a failing grade. [RANDOMIZE ITEM ORDER] [DISPLAY AS GRID, OVER 2 PAGES]**

	1. A	2. B	3. C	4. D	5. F	6. Unsure			
		<b>A-B</b>	<b>C-F</b>	1. A	2. B	3. C	4. D	5. F	6. Unsure
<b>Assessing students’ academic level and progress</b>	<b>70%</b>	<b>28%</b>	34%	36%	20%	6%	3%	2%	
<b>Communicating with you about whether your child is on track in reading and math</b>	<b>67%</b>	<b>31%</b>	37%	30%	19%	8%	4%	2%	
<b>Preparing your child for college</b>	<b>58%</b>	<b>36%</b>	26%	32%	24%	8%	4%	6%	
<b>Addressing any learning challenges that resulted from the pandemic</b>	<b>58%</b>	<b>38%</b>	26%	31%	24%	8%	6%	4%	
<b>Creating a clear pathway for your child to transition from school to a future career</b>	<b>57%</b>	<b>38%</b>	25%	32%	23%	11%	4%	5%	
<b>Providing resources to support students’ mental health</b>	<b>54%</b>	<b>41%</b>	26%	28%	23%	10%	8%	5%	

**16. [AI Feelings Battery] Please indicate what kind of effect you think each of the following would have on your child. [DISPLAY AS GRID, OVER 2 PAGES (1-5, 6-9)] [RANDOMIZE ITEM ORDER] [RANDOMIZE SCALE 1-5, 5-1]**

	1. Very positive	2. Somewhat positive	3. Equally mixed – both positive and negative	4. Somewhat negative	5. Very negative	6. Would not have an effect	7. Unsure				
			VERY/ SOME. POS.	VERY/ SOME. NEG.	1. Very positive	2. Some. positive	3. Equally mixed – both pos. and neg.	4. Some. negative	5. Very negative	6. Would not have an effect	7. Unsure
<b>Your child using an AI-driven online tutoring program from time to time</b>			<b>56%</b>	<b>9%</b>	24%	32%	28%	5%	4%	1%	7%
<b>Your child using an AI-driven online tutoring program for regularly scheduled tutoring multiple times a week</b>			<b>52%</b>	<b>10%</b>	25%	27%	31%	6%	4%	1%	6%
<b>Your child using AI tools to get initial feedback on homework before turning it in</b>			<b>53%</b>	<b>11%</b>	23%	29%	28%	7%	5%	1%	7%
<b>Your child’s teachers using AI tools to generate worksheets or other assignments</b>			<b>52%</b>	<b>10%</b>	25%	27%	29%	7%	4%	1%	7%
<b>Your child’s teachers using AI tools to customize curriculum and lesson plans based on students’ needs</b>			<b>52%</b>	<b>10%</b>	25%	27%	29%	7%	4%	1%	7%
<b>Your child’s school using AI tools to analyze student performance data and identify strengths and weaknesses</b>			<b>50%</b>	<b>11%</b>	25%	26%	30%	6%	5%	1%	8%
<b>Your child using AI tools for entertainment or fun</b>			<b>45%</b>	<b>14%</b>	21%	25%	33%	8%	6%	1%	7%
<b>Your child’s teachers using AI tools to help grade assignments</b>			<b>46%</b>	<b>16%</b>	20%	26%	29%	11%	5%	1%	8%
<b>Your child using AI tools to write essays</b>			<b>36%</b>	<b>28%</b>	18%	17%	29%	13%	15%	1%	7%

**17. [QPrepUseAI] How well prepared do you think your child's school is to use AI tools in your child's education? [RANDOMIZE SCALE 1-4, 4-1]**

VERY/SOMEWHAT WELL PREPARED	49%
NOT WELL/NOT AT ALL PREPARED	32%
Very well prepared	17%
Somewhat well prepared	32%
Not well prepared	23%
Not at all prepared	9%
Unsure	19%

**18. [QFutureAI] Do you think your child's school is preparing them to succeed in a future where AI technology could affect jobs and the global economy? [RANDOMIZE SCALE 1-4, 4-1]**

DEFINITELY/PROBABLY IS	53%
DEFINITELY/PROBABLY IS NOT	29%
Definitely is	18%
Probably is	36%
Probably is not	22%
Definitely is not	7%
Unsure	18%



## DEMOGRAPHICS

Now I would like to ask you some questions for statistical purposes . . .

**19. [QBirthYear] Which range of years includes the year you were born? [TERMINATE IF MORE THAN 1 YEAR OFF RANGE INDICATED BASED ON QAGE]**

1903 – 1927	-
1928 – 1945	*%
1946 – 1964	4%
1965 – 1980	40%
1981 – 1996	55%
1997 – 2012	2%

**20. [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	24%
STRONG/NOT VERY STRONG DEMOCRAT	35%
Strong Republican	13%
Not very strong Republican	11%
Independent	33%
Not very strong Democrat	14%
Strong Democrat	21%
A member of another party	1%
Unsure	7%

**IF INDEPENDENT, UNSURE, OR MEMBER OF ANOTHER PARTY [QParty=3, 6, OR 7], ASK:**

**21. [QPartyLean] Which of the following statements would you say best describes you? [RANDOMIZE SCALE 1-4, 4-1]**

	<b>(n=514)</b>
TOTAL VOTES FOR REPUBLICANS	17%
TOTAL VOTES FOR DEMOCRATS	20%
I almost always vote for Republican candidates	5%
I vote for Republicans more often than I vote for Democrats	12%
I vote for Democrats more often than I vote for Republicans	13%
I almost always vote for Democratic candidates	7%
I vote equally for Democrats and Republicans	19%
Unsure	44%

**Party Consolidated: QParty + QPartyLean**

Total Republican+Republican-leaning Independents	31%
Total Democratic+Democratic-leaning Independents	43%
Total Independent	26%

**ASK ALL:**

**22. [QIdeology] Regardless of how you typically vote, would you say you consider yourself to be...? [RANDOMIZE SCALE 1-5, 5-1]**

VERY/SOMEWHAT CONSERVATIVE	26%
VERY/SOMEWHAT LIBERAL	23%
Very conservative	13%
Somewhat conservative	13%
Moderate	45%
Somewhat liberal	13%
Very liberal	11%
Unsure	6%

**23. [QEmployment] What is your current employment status?**

Employed full-time	60%
Employed part-time	8%
Freelance, contract, or temporary work	4%
Furloughed or placed on temporary leave by my employer	*%
Unemployed and looking for work	8%
Unemployed and not currently looking for work	2%
Stay-at-home parent or caregiver	13%
Full time student	1%
Retired	3%
Something else (Please specify)	1%
Prefer not to say	1%

**24. [QIncomeHH] Which range includes your total annual household income, before taxes?**

Less than \$30,000 per year	21%
\$30,000 to \$49,999 per year	21%
\$50,000 to \$74,999 per year	22%
\$75,000 to \$125,000 per year	21%
More than \$125,000 per year	13%
Prefer not to say	2%

**25. [QState] In what state do you live?**

[DROPDOWN MENU WITH 50 STATES]

States in the Northeast	15%
States in the Midwest	18%
States in the South	42%
States in the West	25%

**26. [QUrbanRural] How would you describe the area in which you live? [RANDOMIZE SCALE 1-4, 4-1]**

City	32%
Suburb near a city	37%
Small town not near a city	12%
Rural or country area	19%

**27. [QMarital] What is your current marital status?**

Single, never married	19%
Married	56%
Living with a partner	13%
Separated	2%
Divorced	8%
Widowed	2%
Prefer not to say	*%

**SCREENERS AND INITIAL DEMOGRAPHICS FOR QUOTAS (ASKED AT BEGINNING OF SURVEY)**

**28. [QAge] What is your age?**

[OPEN-END] [TERMINATE IF UNDER 18]

18-29	7%
30-39	38%
40-49	39%
50-64	14%
65+	2%

**29. [QIndustry] Do you or does anyone in your household work in any of the following industries? [SELECT MULTIPLE] [RANDOMIZE 1-8]**

Technology	4%
Sales	7%
Healthcare	12%
Education or early childhood development	6%
Journalism or the media	[TERMINATE] -
Food service or the restaurant industry	8%
Market research	[TERMINATE] -
Public relations	[TERMINATE] -
None of these	69%

**30. [QRegVote] Are you currently registered to vote? [RANDOMIZE 1-2]**

Yes	64%
No	32%
Unsure	4%

**31. [QParentalScreener] Are you the parent or guardian of a child or children in any of the following groups? Select all that apply, if any. [SELECT MULTIPLE]**

A child in preschool or younger (not yet in kindergarten)	19%
A child in grades kindergarten through 12th grade	100%
A child who has already completed high school	17%
I do not have any children in those groups	[TERMINATE] -
Prefer not to say	[TERMINATE] -

[IF DOES NOT HAVE A CHILD IN GRADE SCHOOL [Option 2 NOT selected on QParentalScreener], TERMINATE.]

**32. [QGender] Do you describe yourself as a man, a woman, or in some other way? [RANDOMIZE 1-2]**

Man	43%
Woman	57%
Some other way	*%

- 33. [QRace] What is your race or ethnicity? [SELECT MULTIPLE] [RANDOMIZE 1-6]**
- |   |     |
|---|-----|
| White                                     | 56% |
| Black or African American                 | 14% |
| Hispanic or Latino                        | 23% |
| Asian                                     | 8%  |
| Native American or Alaska Native          | 2%  |
| Native Hawaiian or Other Pacific Islander | *%  |
| Other race or ethnicity                   | 1%  |
- 34. [QEducation] What is the highest level of education you have completed?**
- |                     |     |
|---------------------|-----|
| High school or less | 34% |
| Some college        | 20% |
| Associate degree    | 10% |
| Bachelor's degree   | 22% |
| Graduate degree     | 14% |
| Prefer not to say   | *%  |
- 35. [QKidNumber] How many children do you have who are currently in grades kindergarten through 12th grade?**
- |            |             |     |
|------------|-------------|-----|
| 0          | [TERMINATE] | -   |
| 1          |             | 49% |
| 2          |             | 34% |
| 3          |             | 10% |
| 4          |             | 3%  |
| 5          |             | 1%  |
| 6          |             | *%  |
| 7          |             | 1%  |
| 8          |             | *%  |
| 9          |             | *%  |
| 10 or more |             | *%  |
- 36. [QHomeScreener] Where do your children who are in grades kindergarten through 12th grade live?**
- |   |             |
|---|-------------|
| Full-time with me in my home  | 90%         |
| Split between my home and the home of another parent or family member | 10%         |
| Not with me   | [TERMINATE] |
- 37. [QPublicScreener] What type of school do your children who are in grades kindergarten through 12th grade attend?**
- |                   |      |
|-------------------|------|
| Public school     | 100% |
| Private school    | -    |
| Homeschool        | -    |
| Prefer not to say | -    |

**38. [IF HAS ONE CHILD IN K-12, ASK]: In which grade level is your child who is in grade school (K-12)?**  
 [SHOW GRADES LIST]

**[IF HAS TWO OR MORE CHILDREN IN K-12, ASK]: Please select the current grade level of each of your children who are in grade school (K-12), in order from oldest to youngest.**

**First Child (Oldest child in K-12) [SHOW IF QKidNumber=2-10]**

**Second Child [SHOW IF QKidNumber=2-10]**

**Third Child [SHOW IF QKidNumber=3-10]**

**Fourth Child [SHOW IF QKidNumber=4-10]**

**Fifth Child [SHOW IF QKidNumber=5-10]**

**Sixth Child [SHOW IF QKidNumber=6-10]**

**Seventh Child [SHOW IF QKidNumber=7-10]**

**Eighth Child [SHOW IF QKidNumber=8-10]**

**Ninth Child [SHOW IF QKidNumber=9-10]**

**Tenth Child [SHOW IF QKidNumber=10]**

[SHOW GRADES LIST FOR EACH CHILD]

Kindergarten	16%
1st grade	12%
2nd grade	12%
3rd grade	14%
4th grade	13%
5th grade	13%
6th grade	13%
7th grade	13%
8th grade	13%
9th grade (Freshman)	14%
10th grade (Sophomore)	13%
11th grade (Junior)	12%
12th grade (Senior)	13%

## METHODOLOGY

Echelon Insights conducted a survey on behalf of the National Parents Union to understand K-12 parents' views on current topics related to public education. This survey was fielded online from October 3-6, 2023 in English among a sample of 1,515 parents of public school students in grades kindergarten through 12th grade nationwide using non-probability sampling.

The sample was drawn from the Lucid sample exchange based on gender, age, race/ethnicity, and education quota targets for parents of public school students derived from the National Center for Education Statistics (NCES) American Community Survey - Education Tabulation, a tabulation of 5-year data from the US Census Bureau's American Community Survey.

Data quality measures included the use of an attentiveness check where respondents were directed to select a particular response and measures to prevent duplicate responses. Respondents who completed the survey in less than one-third of the median interview time for the full sample were removed from the data file.

The sample was weighted to population benchmarks for parents of public school students derived from the American Community Survey - Education Tabulation on gender, age, race/ethnicity, education, and region, as well as on the following interactions derived from American Community Survey data on parents of school-age children: gender by education (college / non-college) and race (white / non-white) by education (college / non-college). The sample was also weighted on self-reported voter registration status to benchmark data on voter registration among parents of school-age children from the US Census Bureau's November 2022 Current Population Survey Voting and Registration Supplement.

Calculated as it would be for a random sample and adjusted to incorporate the effect of weighting, the margin of sampling error is  $\pm 3.4$  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).