National Parents Union Survey
Survey of N=1,515, with a base sample of 1,007 registered voters nationwide in the likely electorate and an additional oversample of 508 voters who are parents of K-12 students (achieving a total of 752 K-12 parents)
Field Dates: October 1–7, 2024
Margin of Error - Overall: ± 3.6 percentage points | K-12 Parents: ± 4.8 percentage points

POLITICAL LANDSCAPE AND VOTING

1. **[Q2024Vote] If the 2024 presidential election were held today, would you vote for…?**
   [RANDOMIZE 1-2]
   1. Donald Trump, the Republican candidate
   2. Kamala Harris, the Democratic candidate
   3. Other candidate [TEXT BOX]
   4. Unsure

[IF SAYS UNSURE (Q2024Vote=4), ASK:]
2. **[Q2024Lean] If you had to choose today, would you lean more toward voting for…?**
   [RANDOMIZE 1-2, SHOW IN SAME ORDER AS Q2024Vote]
   1. Donald Trump
   2. Kamala Harris
   3. Other candidate [TEXT BOX]
   4. I don't lean toward anyone

   COMBINED RESULTS - Q2024Vote and Q2024Lean

	Overall	K-12 Parents
TOTAL DONALD TRUMP, THE REPUBLICAN CANDIDATE	46%	48%
TOTAL KAMALA HARRIS, THE DEMOCRATIC CANDIDATE	51%	47%
Donald Trump, the Republican candidate	45%	47%
Lean, Donald Trump, the Republican candidate	1%	1%
Lean, Kamala Harris, the Democratic candidate	1%	1%
Kamala Harris, the Democratic candidate	49%	46%
Other candidate	1%	1%
Unsure	3%	4%

3. **[Q2024IssueTop] Which of the following policy issues will matter <u>most</u> to you when deciding which candidate to support in the 2024 presidential election?**

   A candidate's position on . . . [RANDOMIZE 1-11]

4. **[Q2024Issue2nd] And which policy issue will be <u>second</u> most important to you when deciding which candidate to support in the 2024 presidential election?**

   A candidate's position on . . . [RANDOMIZE 1-11] [IF SELECTED 1-11 ON Q2024IssueTop, EXCLUDE THE RESPONSE OPTION SELECTED FROM THE LIST]

   COMBINED RESULTS

OVERALL	Top Issue	2nd Issue	Combined
The economy	36%	17%	53%
Immigration	17%	16%	33%
Abortion	14%	11%	25%
Health care	8%	10%	18%
The environment and climate change	5%	6%	11%
Crime and public safety	4%	10%	14%
Guns	4%	9%	13%
Taxes	3%	9%	12%
Election and voting laws and processes	3%	3%	6%
K-12 education and schools	1%	2%	4%
Foreign policy	1%	4%	5%
Other policy issue	3%	2%	4%
Unsure	1%	1%	1%

K-12 PARENTS	Top Issue	2nd Issue	Combined
The economy	43%	16%	59%
Immigration	13%	14%	27%
Abortion	12%	9%	21%
Health care	6%	10%	17%
The environment and climate change	4%	5%	9%
Crime and public safety	6%	12%	18%
Guns	2%	7%	9%
Taxes	2%	12%	14%
Election and voting laws and processes	1%	2%	3%
K-12 education and schools	5%	6%	10%
Foreign policy	2%	3%	5%
Other policy issue	2%	2%	3%
Unsure	2%	2%	2%

[SHOW AT TOP OF PAGE FOR BOTH QTrumpShare and QHarris Share:] *Thinking about what information you want to have when deciding how to vote . . .*

[RANDOMIZE ORDER QTrumpShare and QHarrisShare]

5. **[QTrumpShare] Would you like <u>Donald Trump</u> to share more information with voters about his policy positions or plans regarding any of the following issues? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-11]**

	Overall	K-12 Parents
The economy	39%	47%
Health care	31%	34%
Immigration	31%	32%
Taxes	30%	34%
Crime and public safety	27%	34%
Abortion	26%	26%
Guns	23%	24%
The environment and climate change	22%	24%
Foreign policy	22%	23%
Election and voting laws and processes	20%	20%
K-12 education and schools	17%	29%
Other issues	4%	2%
None of the above	22%	14%
Unsure	6%	5%

6. **[QHarrisShare] Would you like <u>Kamala Harris</u> to share more information with voters about her policy positions or plans regarding any of the following issues? Select all that apply. [SELECT MULTIPLE] [RANDOMIZE 1-11]**

	Overall	K-12 Parents
The economy	47%	52%
Immigration	42%	38%
Taxes	34%	34%
Health care	33%	32%
Crime and public safety	32%	37%
Foreign policy	30%	32%
Guns	27%	28%
Abortion	25%	23%
The environment and climate change	24%	23%
Election and voting laws and processes	20%	18%
K-12 education and schools	19%	27%
Other issues	4%	2%
None of the above	13%	12%
Unsure	6%	6%

7. **[QEIMP - Election Impact Battery] How much of an impact do you think the outcome of the 2024 presidential election (meaning which candidate wins) will have on each of the following? [DISPLAY AS GRID] [RANDOMIZE ITEM ORDER] [RANDOMIZE SCALE 1-3, 3-1]**

1. Major impact   2. Minor impact   3. No impact   4. Unsure

OVERALL	1. Major impact	2. Minor impact	3. No impact	4. Unsure
The U.S. economy	82%	12%	2%	3%
American democracy	71%	16%	8%	5%
Citizens' constitutional rights	68%	19%	7%	6%
You and your family	59%	29%	6%	6%

K-12 PARENTS	1. Major impact	2. Minor impact	3. No impact	4. Unsure
The U.S. economy	80%	15%	2%	3%
American democracy	71%	18%	6%	5%
Citizens' constitutional rights	68%	22%	6%	4%
You and your family	64%	29%	3%	4%

8. **[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]**
   1. Definitely the Republican candidate
   2. Probably the Republican candidate
   3. Probably the Democratic candidate
   4. Definitely the Democratic candidate
   5. Unsure

[IF QGENERICCONGRESSIONAL= 5 UNSURE, ASK]
9. **[QGenericCongressionalLeaner] And if you had to choose today, would you vote for [ROTATE TO MATCH ANSWER OPTION ORDER] the Republican candidate or the Democratic candidate? [RANDOMIZE 1-2]**
   1. The Republican candidate
   2. The Democratic candidate
   3. Unsure

   COMBINED RESULTS: QGenericCongressional and QGenericCongressionalLeaner

	Overall	K-12 Parents
DEFINITELY/PROBABLY/LEAN THE REPUBLICAN CANDIDATE	46%	48%
DEFINITELY/PROBABLY/LEAN THE DEMOCRATIC CANDIDATE	49%	46%
Definitely the Republican candidate	34%	33%
Probably the Republican candidate	9%	13%
Lean The Republican candidate	2%	1%
Lean The Democratic candidate	1%	1%
Probably the Democratic candidate	8%	7%
Definitely the Democratic candidate	40%	38%
Unsure	5%	6%

10. [TRUST BATTERY] Which political party do you trust to do a better job handling each of the following issues? [DISPLAY AS GRID, OVER 2 PAGES] [RANDOMIZE ITEM ORDER] [RANDOMIZE SCALE 1-2]

	1. The Democratic Party	2. The Republican Party	3. Unsure

OVERALL	1. The Democratic Party	2. The Republican Party	3. Unsure
Abortion	54%	36%	10%
Health care	52%	40%	9%
The environment and climate change	52%	36%	12%
Election and voting laws and processes	48%	42%	10%
K-12 education and schools	48%	40%	12%
Guns	46%	46%	8%
Taxes	46%	45%	9%
The economy	44%	49%	7%
Crime and public safety	43%	49%	9%
Foreign policy	42%	49%	9%
Immigration	40%	51%	9%

K-12 PARENTS	1. The Democratic Party	2. The Republican Party	3. Unsure
Abortion	54%	36%	10%
Health care	53%	38%	9%
The environment and climate change	51%	33%	16%
K-12 education and schools	47%	41%	12%
Election and voting laws and processes	45%	42%	13%
Taxes	44%	46%	9%
Guns	43%	49%	8%
The economy	42%	50%	8%
Crime and public safety	41%	50%	8%
Immigration	40%	53%	7%
Foreign policy	38%	51%	12%

Now, shifting to a different topic . . .

11. [Focus Battery] Thinking about policy decisions that affect public schools for grades kindergarten through 12th grade, how important do you think it should be for policymakers to focus on each of the following? [DISPLAY AS GRID OVER 4 PAGES] [RANDOMIZE ITEM ORDER] [RANDOMIZE SCALE 1-4, 4-1]

1. One of the MOST important things they should focus on

2. Important, but not one of the most important to focus on

3. Not too important to focus on

4. They should not focus on this at all

5. Unsure

OVERALL	ONE OF THE MOST IMP. / IMP.	NOT TOO IMP./ SHOULD NOT FOCUS ON	1. One of the MOST imp.	2. Imp., but not one of the most	3. Not too imp. to focus on	4. They should not focus on this at all	5. Unsure
How to protect schools from violence	**95%**	**3%**	77%	18%	2%	1%	2%
How to ensure schools have well-trained teachers	**94%**	**4%**	71%	23%	2%	1%	2%
How schools should prepare students for future jobs	**93%**	**4%**	66%	27%	3%	1%	2%
How to ensure all kids have access to high quality schools, regardless of their family's income level or where they live	**93%**	**4%**	67%	26%	3%	2%	3%
How to ensure schools have high-quality curriculum	**93%**	**5%**	65%	28%	3%	1%	3%
How schools should address students' mental health needs	**92%**	**6%**	62%	30%	3%	3%	2%
How schools should teach digital literacy and technology skills	**85%**	**11%**	42%	43%	9%	2%	4%
How schools should address learning challenges that resulted from the pandemic	**81%**	**17%**	39%	41%	11%	5%	3%
How to ensure the majority of parents' views are considered when making policy decisions	**79%**	**17%**	40%	38%	14%	4%	4%
How to provide more public school options	**78%**	**17%**	36%	42%	13%	5%	5%
How to address kids having too many unexcused absences	**77%**	**19%**	31%	46%	15%	4%	4%
What schools should or should not teach about race and diversity	**70%**	**26%**	34%	36%	13%	14%	3%
What schools should or should not teach about gender and sexual orientation	**60%**	**37%**	28%	31%	16%	20%	4%

K-12 PARENTS	ONE OF THE MOST IMP. / IMP.	NOT TOO IMP./ SHOULD NOT FOCUS ON	1. One of the MOST imp.	2. Imp., but not one of the most	3. Not too imp. to focus on	4. They should not focus on this at all	5. Unsure
How to protect schools from violence	**95%**	**3%**	75%	21%	3%	1%	1%
How to ensure schools have well-trained teachers	**95%**	**4%**	70%	25%	3%	1%	1%
How schools should prepare students for future jobs	**95%**	**4%**	63%	32%	3%	1%	1%
How to ensure all kids have access to high quality schools, regardless of their family's income level or where they live	**94%**	**4%**	65%	28%	3%	1%	2%
How schools should address students' mental health needs	**93%**	**5%**	64%	29%	4%	1%	2%
How to ensure schools have high-quality curriculum	**93%**	**5%**	64%	28%	4%	1%	2%
How schools should teach digital literacy and technology skills	**87%**	**11%**	43%	44%	9%	1%	2%
How schools should address learning challenges that resulted from the pandemic	**87%**	**11%**	41%	45%	9%	2%	2%
How to provide more public school options	**83%**	**13%**	41%	42%	10%	3%	4%
How to ensure the majority of parents' views are considered when making policy decisions	**82%**	**16%**	43%	39%	11%	4%	3%
How to address kids having too many unexcused absences	**76%**	**21%**	30%	46%	17%	4%	2%
What schools should or should not teach about race and diversity	**70%**	**28%**	32%	39%	15%	13%	2%
What schools should or should not teach about gender and sexual orientation	**60%**	**38%**	29%	30%	17%	20%	3%

12. **[QEconIssues] Thinking about <u>economic issues</u> in the United States, which one or two of the following do you worry about the most? Choose up to two. [SELECT UP TO TWO] [RANDOMIZE 1-14]**

	Overall	K-12 Parents
Prices of groceries and household goods	50%	50%
Healthcare costs	20%	17%
Wages not rising enough	19%	24%
Housing prices	19%	23%
Financial security in retirement	17%	11%
Taxes	16%	14%
Poverty	14%	19%
Federal budget deficit	11%	6%
Inequality	8%	8%
Not enough jobs	7%	9%
Student loan debt	4%	5%
Stock market performance	3%	4%
Worker shortages	2%	4%
Trade policies	2%	2%
Something else	1%	1%
Unsure	1%	1%

13. **[QECONP - Economic Policies Battery] Would you support or oppose each of the following? [DISPLAY AS GRID, OVER 3 PAGES] [RANDOMIZE ITEM ORDER] [RANDOMIZE SCALE 1-4, 4-1]**

1. Strongly support 2. Somewhat support 3. Somewhat oppose 4. Strongly oppose 5. Unsure

OVERALL	STRONG./ SOME. SUPPORT	STRONG./ SOME. OPPOSE	1. Strongly support	2. Some. support	3. Some oppose	4. Strongly oppose	5. Unsure
Eliminating taxes on Social Security benefits, so that benefits received are not treated as a source of taxable income	**84%**	**9%**	67%	18%	5%	4%	7%
Capping the cost of out-of-pocket spending on prescription medications at $2,000 per year	**82%**	**9%**	57%	25%	5%	4%	10%
Enacting a federal law that aims to prevent food suppliers and grocery stores from price gouging	**79%**	**15%**	62%	16%	6%	9%	7%
Exempting tip income from federal income taxes	**72%**	**17%**	45%	27%	10%	7%	11%
Providing a $50,000 tax benefit for small business startups in the US	**72%**	**18%**	37%	35%	9%	9%	10%
Increasing the Child Tax Credit	**70%**	**19%**	40%	31%	11%	8%	11%
Extending the tax cuts that were enacted in 2017 through the Tax Cuts and Jobs Act	**62%**	**18%**	35%	27%	8%	9%	21%
Providing up to $25,000 in down payment support for first-time home buyers	**61%**	**30%**	37%	24%	11%	19%	9%
Imposing minimum tariffs of 10%–20% on all goods imported from other countries	**56%**	**27%**	26%	30%	12%	15%	18%
Imposing a 60% tariff on goods imported from China	**48%**	**35%**	26%	22%	16%	20%	17%

K-12 PARENTS	STRONG./ SOME. SUPPORT	STRONG./ SOME. OPPOSE	1. Strongly support	2. Some. support	3. Some oppose	4. Strongly oppose	5. Unsure
Enacting a federal law that aims to prevent food suppliers and grocery stores from price gouging	**86%**	**8%**	67%	19%	4%	4%	6%
Increasing the Child Tax Credit	**86%**	**10%**	57%	29%	7%	3%	4%
Capping the cost of out-of-pocket spending on prescription medications at $2,000 per year	**83%**	**9%**	54%	28%	6%	3%	8%
Eliminating taxes on Social Security benefits, so that benefits received are not treated as a source of taxable income	**82%**	**12%**	60%	21%	7%	5%	6%
Providing a $50,000 tax benefit for small business startups in the US	**80%**	**12%**	44%	37%	7%	5%	8%
Exempting tip income from federal income taxes	**76%**	**16%**	49%	27%	11%	5%	8%
Extending the tax cuts that were enacted in 2017 through the Tax Cuts and Jobs Act	**69%**	**15%**	35%	34%	8%	6%	16%
Providing up to $25,000 in down payment support for first-time home buyers	**74%**	**20%**	47%	28%	10%	10%	5%
Imposing minimum tariffs of 10%–20% on all goods imported from other countries	**60%**	**25%**	26%	34%	12%	13%	15%
Imposing a 60% tariff on goods imported from China	**55%**	**29%**	27%	28%	16%	12%	16%

14. **[QTAXES - Taxes Battery] Do you think the federal government should [SHOW IN SAME ORDER AS RESPONSE SCALE: increase taxes, keep taxes the same, or decrease taxes] for each of the following groups? [DISPLAY AS GRID] [RANDOMIZE ITEM ORDER] [RANDOMIZE SCALE 1-3, 3-1]**

	1. Increase taxes	2. Keep taxes the same	3. Decrease taxes	4. Unsure

OVERALL	1. Increase taxes	2. Keep taxes the same	3. Decrease taxes	4. Unsure
People earning $400,000 per year or more	63%	22%	10%	6%
Corporations	59%	23%	11%	7%
People earning $100,000 to $399,999 per year	32%	43%	18%	7%
People earning less than $100,000 per year	6%	27%	61%	6%

K-12 PARENTS	1. Increase taxes	2. Keep taxes the same	3. Decrease taxes	4. Unsure
People earning $400,000 per year or more	61%	25%	10%	4%
Corporations	59%	24%	10%	7%
People earning $100,000 to $399,999 per year	31%	45%	19%	4%
People earning less than $100,000 per year	8%	19%	70%	3%

15. **[QTariffsContrast] Here are two different perspectives on imposing minimum tariffs of 10%–20% on all goods imported from other countries: [SHOW HALF SUPPORT STATEMENT FIRST, OTHER HALF OPPOSE STATEMENT FIRST, IN ORDER CORRESPONDING WITH RESPONSE SCALE]**

People who SUPPORT imposing tariffs say they would help Americans by protecting U.S.-based manufacturing and keeping jobs in the U.S.

People who OPPOSE imposing tariffs say they would hurt Americans by increasing costs of goods for American consumers.

After considering both perspectives, would you support or oppose imposing minimum tariffs of 10%–20% on all goods imported from other countries? [RANDOMIZE SCALE 1-4, 4-1]

	Overall	K-12 Parents
STRONGLY/SOMEWHAT SUPPORT	54%	58%
STRONGLY/SOMEWHAT OPPOSE	30%	29%
Strongly support	23%	25%
Somewhat support	31%	33%
Somewhat oppose	15%	15%
Strongly oppose	15%	13%
Unsure	16%	13%

16. **[QImm - Immigration Policy Battery] Would you support or oppose each of the following? [DISPLAY AS GRID OVER 2 PAGES, RANDOMIZE ITEM ORDER] [RANDOMIZE SCALE 1-4, 4-1]**

	1. Strongly support	2. Somewhat support	3. Somewhat oppose	4. Strongly oppose	5. Unsure

OVERALL	STRONG./ SOME. SUPPORT	STRONG./ SOME. OPPOSE	1. Strongly support	2. Some. support	3. Some. oppose	4. Strongly oppose	5. Unsure
Expanding efforts to combat human trafficking into the U.S.	**91%**	**3%**	78%	13%	2%	1%	6%
Increasing border patrol presence on the U.S.-Mexico border	**84%**	**9%**	64%	20%	6%	3%	7%
Offering a pathway to citizenship for immigrants who were brought to the U.S. illegally as children if they meet certain requirements	**68%**	**24%**	37%	31%	9%	14%	9%
Building a wall along the U.S.-Mexico border	**62%**	**32%**	44%	17%	12%	20%	7%
Providing more opportunities for people to legally immigrate to the US	**60%**	**31%**	30%	30%	14%	17%	9%
Eliminating birthright citizenship, which allows any person born in the U.S. to be considered a U.S. citizen even if their parents are not citizens	**40%**	**49%**	24%	16%	18%	32%	11%
Separating children from their parents at the border when they illegally enter the U.S. together	**17%**	**73%**	9%	8%	19%	55%	10%

K-12 PARENTS	STRONG./ SOME. SUPPORT	STRONG./ SOME. OPPOSE	1. Strongly support	2. Some. support	3. Some. oppose	4. Strongly oppose	5. Unsure
Expanding efforts to combat human trafficking into the U.S.	**91%**	**5%**	77%	14%	3%	2%	4%
Increasing border patrol presence on the U.S.-Mexico border	**81%**	**13%**	58%	23%	8%	5%	6%
Offering a pathway to citizenship for immigrants who were brought to the U.S. illegally as children if they meet certain requirements	**74%**	**19%**	42%	32%	7%	11%	7%
Providing more opportunities for people to legally immigrate to the US	**65%**	**27%**	34%	32%	13%	15%	7%
Building a wall along the U.S.-Mexico border	**62%**	**32%**	42%	20%	12%	21%	6%
Eliminating birthright citizenship, which allows any person born in the U.S. to be considered a U.S. citizen even if their parents are not citizens	**44%**	**45%**	25%	19%	17%	29%	11%
Separating children from their parents at the border when they illegally enter the U.S. together	**24%**	**68%**	13%	11%	16%	52%	8%

17. **[QPathDeport] What do you think the United States should do regarding immigrants who are currently living in the United States illegally? [RANDOMIZE 1-4]**

	Overall	K-12 Parents
Allow them to become citizens if they meet certain requirements	44%	51%
Deport them from the US	34%	29%
Allow them to become lawful permanent residents, but not become citizens	12%	14%
Do nothing	2%	1%
Unsure	8%	4%

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

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

	Overall	K-12 Parents
1903–1927	-	-
1928–1945	4%	*%
1946–1964	35%	5%
1965–1980	27%	45%
1981–1996	27%	47%
1997–2012	7%	2%

19. **[QPartyID] Do you consider yourself a…? [RANDOMIZE 1-2]**

	Overall	K-12 Parents
Republican	38%	43%
Democrat	38%	37%
Independent	22%	17%
Member of another party	1%	*%
Unsure	1%	2%

[IF REPUBLICAN (QPartyID=1), ASK]
20. **[QPartyGOP] Would you say you are…? [RANDOMIZE 1-2]**

	Overall	K-12 Parents
	(n=497)	(n=251)
Firmly a Republican	77%	71%
Not firmly a Republican	23%	29%

[IF DEMOCRAT (QPartyID=2), ASK]
21. **[QPartyDem] Would you say you are…? [RANDOMIZE 1-2]**

	Overall	K-12 Parents
	(n=662)	(n=325)
Firmly a Democrat	82%	81%
Not firmly a Democrat	18%	19%

[IF INDEPENDENT, MEMBER OF ANOTHER PARTY, OR UNSURE (QParty=3-5), ASK]
22. **[QPartyLeanView] Even if neither political party perfectly represents your views, who do you agree with more often on issues that are important to you? [RANDOMIZE 1-2]**

	Overall	K-12 Parents
	(n=356)	(n=176)
Republicans	33%	34%
Democrats	32%	26%
Both equally often	23%	26%
Unsure	12%	15%

[QPartyConsolidated] COMBINED RESULTS - QPartyID and QPartyLeanView

	Overall	K-12 Parents
Total Republican+Republican-leaning Independents	46%	49%
Total Democratic+Democratic-leaning Independents	46%	42%
Total Independent	8%	8%

[ASK ALL:]

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

	Overall	K-12 Parents
VERY/SOMEWHAT CONSERVATIVE	37%	36%
VERY/SOMEWHAT LIBERAL	27%	25%
Very conservative	19%	17%
Somewhat conservative	18%	19%
Moderate	34%	37%
Somewhat liberal	14%	11%
Very liberal	13%	14%
Unsure	1%	2%

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

	Overall	K-12 Parents
Employed full-time	40%	65%
Employed part-time	9%	8%
Freelance, contract, or temporary work	3%	3%
Unemployed and looking for work	5%	4%
Unemployed and not currently looking for work	3%	1%
Stay-at-home parent or caregiver	5%	13%
Full time student	2%	*%
Retired	29%	4%
Something else (Please specify)	3%	2%
Prefer not to say	*%	*%

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

	Overall	K-12 Parents
States in the Midwest	22%	21%
States in the Northeast	17%	16%
States in the South	39%	40%
States in the West	23%	23%

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

	Overall	K-12 Parents
City	27%	32%
Suburb near a city	45%	42%
Small town not near a city	10%	7%
Rural or country area	18%	19%

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

	Overall	K-12 Parents
Single, never married	28%	16%
Married	45%	58%
Separated	2%	4%
Divorced	11%	8%
Widowed	6%	2%
Living with a partner	8%	12%
Prefer not to say	*%	*%

[IF PARENT OR LEGAL GUARDIAN OF A CHILD IN K-12 (QParentalScreener=2), ASK]
28. [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]

	K-12 Parents
Kindergarten	14%
1st grade	10%
2nd grade	11%
3rd grade	11%
4th grade	13%
5th grade	11%
6th grade	14%
7th grade	12%
8th grade	16%
9th grade (Freshman)	15%
10th grade (Sophomore)	14%
11th grade (Junior)	14%
12th grade (Senior)	13%

[IF PARENT OR LEGAL GUARDIAN OF A CHILD IN K-12 (QParentalScreener=2), ASK]
29. [QKidSchoolType] What type of school are your children attending this school year? Please select all that apply. [ALLOW MULTIPLE RESPONSES]

	K-12 Parents
Public school	82%
Public charter school	5%
Private school	10%
Homeschool	8%
Something else (Please specify)	1%

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

	Overall	K-12 Parents
18 - 29	11%	4%
30 - 39	17%	30%
40 - 49	16%	41%
50 - 64	28%	23%
65+	28%	2%

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

		Overall	K-12 Parents
Healthcare		9%	9%
Education or early childhood development		7%	11%
Food service or the restaurant industry		6%	8%
Technology		4%	7%
Sales		4%	5%
Journalism or the media	TERMINATE	-	-
Market research	TERMINATE	-	-
Public relations	TERMINATE	-	-
None of these		75%	67%

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

		Overall	K-12 Parents
Yes		100%	100%
No	TERMINATE	-	-
Unsure	TERMINATE	-	-

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

	Overall	K-12 Parents
Man	46%	45%
Woman	54%	55%
Some other way	*%	*%

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

	Overall	K-12 Parents
A child in preschool or younger (not yet in kindergarten)	8%	19%
A child in grades kindergarten through 12th grade	18%	100%
A child who has already completed high school	24%	20%
I do not have any children in those groups	56%	-
Prefer not to say	1%	-

35. [QRace] What is your race or ethnicity? [SELECT MULTIPLE] [RANDOMIZE 1-6]

	Overall	K-12 Parents
White	76%	71%
Black or African American	13%	14%
Hispanic or Latino	11%	14%
Asian	5%	7%
Native American or Alaska Native	2%	2%
Native Hawaiian or Other Pacific Islander	*%	*%
Other race or ethnicity	1%	*%

36. [QEducation] What is the highest level of education you have completed?

	Overall	K-12 Parents
High school or less	29%	22%
Some college	20%	18%
Associate degree	10%	11%
Bachelor's degree	25%	28%
Graduate degree	15%	21%
Prefer not to say	-	-

37. [QIncomeHH] Which range includes your total annual household income from all sources, before taxes?

	Overall	K-12 Parents
Less than $30,000 per year	20%	14%
$30,000 to $49,999 per year	22%	12%
$50,000 to $74,999 per year	19%	22%
$75,000 to $99,999 per year	9%	17%
$100,000 to $124,999 per year	6%	8%
$125,000 or more per year	24%	26%
Prefer not to say	*%	*%

Echelon Insights conducted a survey on behalf of the National Parents Union to examine voters' views — and in particular, parents of K-12 students' views — on current issues and policies. The survey was fielded online from October 1-7, 2024 in English among a sample of N=1,515 voters, with a base sample of 1,007 registered voters nationwide in the likely electorate and an additional oversample of 508 voters who are parents of K-12 students nationwide (achieving a total of 752 parents of K-12 students in the sample) using non-probability sampling. The sample was drawn from the Lucid sample exchange and matched to the L2 voter file to verify respondents' voter registration status.

Measures taken to ensure data quality included measures to prevent duplicate responses, questions designed to disqualify inattentive respondents, and the removal of respondents from the data file who answered more than one-third of the questions they were asked in less than one-third of the median response time per question.

The full sample was weighted to reflect modeled turnout and demographic characteristics of the population of voters in the 2024 likely electorate nationwide based on a probabilistic model that incorporates data from the US Census Bureau's American Community Survey and Current Population Survey Voting and Registration Supplement, as well as L2 voter file data. Weighting dimensions included gender, age, race/ethnicity, education, region, turnout probability, and party identification, as well as gender by age, race by education, and age by education.

Additionally, parents of K-12 students were weighted to population benchmarks for registered voters with children ages 6–17 (the closest population which benchmark data is available) in the United States derived from the U.S. Census Bureau's Current Population Survey Voting and Registration Supplement data on gender, age, race/ethnicity, education, and region, as well as gender by education.

The oversample of parents of K-12 students was weighted down to the proportion of parents of K-12 students in the base sample of voters in the likely electorate nationwide.

Calculated the way it would be for a random sample and adjusted to incorporate the effect of weighting, the margin of sampling error is ± 3.6 percentage points for the overall sample and ± 4.8 percentage points for parents of K-12 students.