



National Parents Union Survey
N=1,529 parents of public school students in grades kindergarten through 12th grade
Online survey - Sample from Cint/Lucid sample exchange
Field Dates: December 2–6, 2024
Margin of Error: ± 2.7 percentage points

PUBLIC SCHOOL OPTIONS AND SCHOOL CHOICE

The following questions will ask about schools for grades kindergarten through 12th grade (K-12).

1. [QSchAcc - School Accessibility Battery] Would you support or oppose policymakers doing each of the following regarding K-12 public schools? [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

| | SUPPORT (TOTAL) | OPPOSE (TOTAL) | 1. Strongly support | 2. Some. support | 3. Some. oppose | 4. Strongly oppose | 5. Unsure |
|--|------------------------|-----------------------|---------------------|------------------|-----------------|--------------------|-----------|
| Offering all high school students the option to take classes in career, technical, and trade skills | 94% | 4% | 73% | 22% | 3% | 1% | 2% |
| Offering all high school students the option to take dual credit classes that allow them to earn college credit while in high school | 93% | 4% | 69% | 25% | 3% | 1% | 3% |
| Requiring schools to provide access to transparent data on student achievement, discipline, and enrollment for families and policymakers | 86% | 8% | 55% | 31% | 6% | 2% | 6% |
| Have high schools automatically enroll academically-prepared students in Advanced Placement courses to encourage students to take them, while still offering the option for students to opt-out | 84% | 11% | 47% | 37% | 8% | 3% | 5% |
| Creating a universal enrollment platform for K-12 public schools that allows families to apply to multiple schools with a single form | 83% | 11% | 48% | 35% | 7% | 4% | 7% |

| | | | | | | | |
|--|------------|------------|------------|------------|------------|-----------|-----------|
| Allowing open enrollment in all public schools, meaning parents could send their child to a public school of their choice instead of one assigned based on their home address | 83% | 13% | 55% | 28% | 8% | 4% | 4% |
| Offering more virtual public school options, particularly for rural and small communities that have limited schools to choose from in their area | 83% | 13% | 44% | 39% | 9% | 4% | 5% |
| Implementing transportation policies that enable families to send their children to their preferred public school | 82% | 13% | 52% | 30% | 9% | 4% | 5% |
| Increasing the number of non-traditional public schools (e.g., public charter schools and magnet schools) to offer more options for students | 80% | 13% | 42% | 38% | 9% | 4% | 7% |
| Eliminating laws that penalize families for crossing school or district boundary lines to have their child attend a public school of their choice | 76% | 18% | 47% | 29% | 11% | 7% | 6% |

2. **[QChoice] States allocate a certain amount of public education funding per student. Would you support or oppose allowing parents to use the public funding allocated for their child's education to send their child to any school they choose, whether that is a public school, private school, religious school, or homeschool? [RANDOMIZE SCALE 1-4, 4-1]**
- | | |
|---------------------------|-----|
| STRONGLY/SOMEWHAT SUPPORT | 71% |
| STRONGLY/SOMEWHAT OPPOSE | 21% |
| Strongly support | 37% |
| Somewhat support | 34% |
| Somewhat oppose | 12% |
| Strongly oppose | 10% |
| Unsure | 7% |

3. [QPSC- Private School Choice Type Battery] Would you support or oppose a school choice program allowing parents to use taxpayer funding to help pay tuition for their child to attend a private school instead of a public school in the following circumstances? [DISPLAY AS GRID, OVER 2 PAGES] [RANDOMIZE ITEM ORDER] [RANDOMIZE RESPONSES 1-2]

- | | | |
|---|--|-----------|
| 1. Support allowing parents to use taxpayer funding to help pay tuition | 2. Oppose allowing parents to use taxpayer funding to help pay tuition | 3. Unsure |
|---|--|-----------|

- | | | |
|---|--|-----------|
| 1. Support allowing parents to use taxpayer funding to help pay tuition | 2. Oppose allowing parents to use taxpayer funding to help pay tuition | 3. Unsure |
|---|--|-----------|

| | | | |
|--|-----|-----|-----|
| If a private school provides scholarships to cover any tuition cost not covered by the school choice program, ensuring students can attend even if their family cannot afford to pay | 67% | 20% | 13% |
| If a private school is open to all students and staff, regardless of their gender, race or ethnicity, religious beliefs, or sexual orientation | 64% | 22% | 14% |
| If the school choice program is only available to families who cannot afford private school tuition on their own | 60% | 25% | 16% |
| If a private school is NOT religious | 53% | 26% | 22% |
| If a private school charges higher tuition than the amount given through the school choice program, meaning families have to be able to afford to spend some of their own money as well | 53% | 30% | 17% |
| If a private school is religious | 47% | 31% | 22% |

4. **[QFC - Funding Conditions Battery] If a K-12 school of any type (private, public, charter, etc.) receives any government funding to educate students, do you think they should or should not be allowed to do each of the following? [DISPLAY AS GRID, OVER 2 PAGES] [RANDOMIZE ITEM ORDER] [RANDOMIZE RESPONSES 1-2]**

| | 1. Should be allowed | 2. Should NOT be allowed | 3. Unsure |
|--|----------------------|--------------------------|-----------|
| | 1. Should be allowed | 2. Should NOT be allowed | 3. Unsure |
| Reserve some spots for students from low-income families | 74% | 14% | 12% |
| Consider academic performance as a factor in admissions | 66% | 23% | 11% |
| Consider school disciplinary records as a factor in admissions | 64% | 21% | 15% |
| Reserve some spots for students from underrepresented demographic groups to achieve a more diverse student population | 54% | 29% | 18% |
| Require students to achieve certain test scores to be considered for admission | 54% | 32% | 14% |
| Consider gender as a factor in admissions | 22% | 68% | 10% |
| Consider race or ethnicity as a factor in admissions | 21% | 71% | 8% |
| Discriminate against LGBTQ students or staff | 17% | 70% | 13% |
| Refuse to admit a child based on their disability | 16% | 77% | 7% |

TECHNOLOGY AND AI

Now, shifting to a different topic . . .

19. [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 how AI works and is used | 22% |
| I know a lot of general information about AI, but not much about the details | 31% |
| I know a little general information about AI | 39% |
| I do not know anything about AI | 7% |
| Unsure | - |

20. [QQualityAI] What kind of impact do you believe AI will have on your family's quality of life in the next 10 years? [RANDOMIZE SCALE 1-3, 3-1]

| | |
|---|-----|
| A mostly positive impact | 35% |
| An equally positive and negative impact | 39% |
| A mostly negative impact | 10% |
| No impact | 6% |
| Unsure | 11% |

21. [QAIHeard - AI Heard Battery] How much have you heard about ways AI tools could be used in each of the following areas? [DISPLAY AS GRID] [RANDOMIZE ITEM ORDER] [RANDOMIZE SCALE 1-4, 4-1]

| | 1. A lot | 2. Some | 3. A little | 4. Nothing at all | 5. Unsure | | | |
|------------------------------|----------|-------------------|-------------------------|-------------------|-----------|-------------|-------------------|-----------|
| | | A LOT/SOME | A LITTLE/NOTHING | 1. A lot | 2. Some | 3. A little | 4. Nothing at all | 5. Unsure |
| Healthcare | | 58% | 37% | 28% | 30% | 21% | 15% | 6% |
| K-12 public education | | 53% | 41% | 23% | 30% | 21% | 19% | 6% |
| Law enforcement | | 44% | 48% | 16% | 28% | 22% | 27% | 7% |

22. [QAIFeeling] Thinking about ways 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 | 25% |
| There are about equal potential benefits and downsides | 49% |
| The potential downsides outweigh the potential benefits | 15% |
| Unsure | 12% |

23. [QBenefitOE] What is the most beneficial way you think AI tools could be used in K-12 public education?

[OPEN-END]

24. [QDownsideOE] What potential downsides of using AI tools in K-12 public education are you most concerned about?

[OPEN-END]

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.]

25. [QCurrentAI - Current AI Engagement Battery] Please indicate whether your child’s school has done each of the following this school year. [DISPLAY AS GRID] [RANDOMIZE ITEM ORDER] [RANDOMIZE RESPONSES 1-2]

| | 1.School has | 2. School has NOT | 3. Unsure |
|---|--------------|-------------------|-----------|
| | | | |
| | 1.School has | 2. School has NOT | 3. Unsure |
| Provided information about school policies regarding the use of AI tools | 32% | 54% | 14% |
| Asked parents for input or feedback on the use of AI tools in schools | 29% | 59% | 12% |

26. [QAIDecisions] Which of the following statements best describes how you personally feel about being involved in decisions regarding the use of AI tools at your child’s school? [RANDOMIZE 1-3]

| | |
|---|-----|
| I want to be involved in decisions, but I need more information about AI tools | 50% |
| I want to be involved in decisions, and I have enough information about AI tools to allow me to do so | 31% |
| I would rather just let the school make decisions about this and not get involved myself | 13% |
| Unsure | 7% |

27. [QAI - AI Feelings Battery] Please indicate what kind of effect you think each of the following would have on your child. [DISPLAY AS GRID, OVER 3 PAGES] [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

| | POS. (TOTAL) | NEG. (TOTAL) | 1. Very pos. | 2. Some. pos. | 3. Equally mixed | 4. Some. neg. | 5. Very neg. | 6. Would not have an effect | 7. Unsure |
|---|--------------|--------------|--------------|---------------|------------------|---------------|--------------|-----------------------------|-----------|
| Your child’s teachers using AI tools to customize curriculum and lesson plans based on students’ needs | 62% | 8% | 28% | 34% | 22% | 5% | 3% | 2% | 6% |
| Your child using an AI-driven online tutoring program from time to time | 60% | 8% | 28% | 32% | 24% | 5% | 3% | 1% | 7% |
| Your child’s teachers using AI tools to generate worksheets or other assignments | 59% | 8% | 27% | 32% | 25% | 5% | 3% | 2% | 7% |
| Your child using an AI-driven online tutoring program for regularly scheduled tutoring multiple times a week | 58% | 9% | 26% | 32% | 25% | 6% | 4% | 1% | 7% |
| Your child’s school using AI tools to analyze student performance data and identify strengths and weaknesses | 55% | 9% | 27% | 28% | 27% | 6% | 4% | 1% | 7% |
| Your child using AI tools to get initial feedback on homework before turning it in | 53% | 12% | 24% | 29% | 28% | 7% | 5% | 1% | 7% |
| Your child using AI tools for entertainment or fun | 50% | 10% | 21% | 29% | 31% | 6% | 4% | 1% | 7% |
| Your child’s teachers using AI tools to help grade assignments | 49% | 16% | 22% | 27% | 26% | 9% | 6% | 2% | 7% |
| Your child using AI tools to write essays | 35% | 31% | 15% | 19% | 27% | 16% | 14% | 1% | 6% |

28. [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 | 54% |
| NOT WELL/NOT AT ALL PREPARED | 30% |
| Very well prepared | 17% |
| Somewhat well prepared | 37% |
| Not well prepared | 23% |
| Not at all prepared | 7% |
| Unsure | 17% |

29. [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 | 56% |
| DEFINITELY/PROBABLY NOT | 26% |
| Definitely | 22% |
| Probably | 34% |
| Probably not | 21% |
| Definitely not | 5% |
| Unsure | 18% |

Now, thinking about AI in general, not just AI tools in schools . . .

30. [QAIGR - AI Guardrails for Minors Battery] Do you think generative AI chatbots (such as ChatGPT, Google Bard, or Microsoft Copilot) should or should not be required by law to do each of the following? [DISPLAY AS GRID, OVER 2 PAGES] [RANDOMIZE ITEM ORDER]

| | 1. Should be required | 2. Should NOT be required | 3. Unsure |
|---|-----------------------|---------------------------|-----------|
| Provide pop-up warnings to minors before displaying text or content related to sensitive topics, such as violence, self-harm, or abuse | 86% | 7% | 7% |
| Alert a minor’s parents if their child discusses or asks the chatbot about engaging in potentially harmful or illegal behavior | 85% | 8% | 7% |
| Require minors to get permission from a parent before they can use the chatbot | 83% | 9% | 8% |
| Give a minor’s parents the ability to limit what topics the chatbot can discuss with their child | 83% | 9% | 8% |

31. [QDataPrivacy] How concerned are you, if at all, about the privacy of your family’s data when using products or services powered by AI? [RANDOMIZE SCALE 1-4, 4-1]

| | |
|------------------------------|-----|
| VERY/SOMEWHAT CONCERNED | 76% |
| NOT TOO/NOT AT ALL CONCERNED | 18% |
| Very concerned | 32% |
| Somewhat concerned | 44% |
| Not too concerned | 14% |
| Not at all concerned | 4% |
| Unsure | 6% |

32. [QBiasAI] Do you feel that AI developers . . . [RANDOMIZE 1-2]

| | |
|--|-----|
| Are doing enough to prevent bias in AI | 36% |
| Are NOT doing enough to prevent bias in AI | 30% |
| Unsure | 34% |

SOCIAL MEDIA

Now, shifting to a different topic . . .

- 33. [QShouldLimitSocial] Do you think there should be a minimum age limit on when kids are allowed to have their own social media account? [RANDOMIZE 1-2]**
- | | |
|---------------------------------------|-----|
| Yes, should be a minimum age limit | 87% |
| No, should not be a minimum age limit | 8% |
| Unsure | 5% |

[IF THINKS THERE SHOULD BE A MINIMUM AGE LIMIT ON WHEN KIDS ARE ALLOWED TO HAVE THEIR OWN SOCIAL MEDIA ACCOUNT (QShouldLimitSocial=1), ASK]

- 34. [QMinAgeSocial] What is the minimum age at which you think kids should be allowed to have their own social media account?**

| | |
|------------------------|----------|
| | (n=1323) |
| 4 years old or younger | 1% |
| 5 | *% |
| 6 | 1% |
| 7 | 1% |
| 8 | 2% |
| 9 | 2% |
| 10 | 8% |
| 11 | 2% |
| 12 | 12% |
| 13 | 20% |
| 14 | 10% |
| 15 | 13% |
| 16 | 17% |
| 17 | 10% |
| Unsure | 1% |

- 35. [QSocialMediaLaw] Would you support or oppose a law requiring social media platforms to take reasonable steps to prevent and mitigate harms to minors who use their platforms? [RANDOMIZE SCALE 1-4, 4-1]**
- | | |
|---------------------------|-----|
| STRONGLY/SOMEWHAT SUPPORT | 86% |
| STRONGLY/SOMEWHAT OPPOSE | 8% |
| Strongly support | 57% |
| Somewhat support | 29% |
| Somewhat oppose | 5% |
| Strongly oppose | 2% |
| Unsure | 6% |

36. [QSMP - Social Media Policy Battery] Do you believe social media platforms should or should not be required by law to do each of the following? [DISPLAY AS GRID, OVER 2 PAGES] [RANDOMIZE ITEM ORDER] [RANDOMIZE RESPONSES 1-2]

| | 1. Should be required | 2. Should NOT be required | 3. Unsure |
|---|-----------------------|---------------------------|-----------|
| Require minors to get permission from a parent to create an account | 87% | 7% | 6% |
| Put settings in place to prevent minors from seeing content that promotes illegal or dangerous behavior (e.g., violence, self-harm, using drugs or alcohol) | 87% | 7% | 6% |
| Give parents the ability to control their child's account settings and limit what types of content they see | 86% | 7% | 8% |
| Limit minors' exposure to platform features that are intended to increase how much time users spend on the platform (e.g., auto-play videos, algorithms for targeting content) | 80% | 10% | 10% |
| Require users to submit proof of their age (e.g., a driver's license or government-issued ID) to confirm they meet the platform's minimum age requirements | 76% | 12% | 13% |

37. [QSueSocial] If a child sees dangerous content posted by other users on a social media platform, do you think the child's parents should be able to file a lawsuit against the social media platform? [RANDOMIZE 1-2]

| | |
|--|-----|
| Yes, should be able to file a lawsuit against the social media platform | 51% |
| No, should NOT be able to file a lawsuit against the social media platform | 26% |
| Unsure | 23% |

38. [QShareIncomeLaw] Would you support or oppose a law requiring parents who earn money from social media posts featuring their child to put some of that money into a trust for their child to receive when they turn 18 years old? [RANDOMIZE SCALE 1-4, 4-1]

| | |
|---------------------------|-----|
| STRONGLY/SOMEWHAT SUPPORT | 69% |
| STRONGLY/SOMEWHAT OPPOSE | 17% |
| Strongly support | 37% |
| Somewhat support | 32% |
| Somewhat oppose | 10% |
| Strongly oppose | 7% |
| Unsure | 14% |

DEMOGRAPHICS

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

39. [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 | 2% |
| 1965 – 1980 | 39% |
| 1981 – 1996 | 57% |
| 1997 – 2012 | 2% |

40. [QPartyID] Do you consider yourself a...? [RANDOMIZE 1-2]

| | |
|-------------------------|-----|
| Republican | 36% |
| Democrat | 35% |
| Independent | 23% |
| Member of another party | 1% |
| Unsure | 5% |

[IF REPUBLICAN (QPartyID=1), ASK]

41. [QPartyGOP] Would you say you are...? [RANDOMIZE 1-2]

| | |
|-------------------------|---------|
| | (n=547) |
| Firmly a Republican | 77% |
| Not firmly a Republican | 23% |

[IF DEMOCRAT (QPartyID=2), ASK]

42. [QPartyDem] Would you say you are...? [RANDOMIZE 1-2]

| | |
|-----------------------|---------|
| | (n=527) |
| Firmly a Democrat | 70% |
| Not firmly a Democrat | 30% |

[IF INDEPENDENT, MEMBER OF ANOTHER PARTY, OR UNSURE (QParty=3-5), ASK]

43. [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]

| | |
|--------------------|---------|
| | (n=455) |
| Republicans | 24% |
| Democrats | 19% |
| Both equally often | 37% |
| Unsure | 20% |

[QPartyConsolidated] QPartyID and QPartyLeanView

| | |
|--|-----|
| Total Republican+Republican-leaning Independents | 43% |
| Total Democratic+Democratic-leaning Independents | 40% |
| Total Independent | 17% |

ASK ALL:

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

| | |
|----------------------------|-----|
| VERY/SOMEWHAT CONSERVATIVE | 29% |
| VERY/SOMEWHAT LIBERAL | 23% |
| Very conservative | 14% |
| Somewhat conservative | 14% |
| Moderate | 43% |
| Somewhat liberal | 13% |
| Very liberal | 11% |
| Unsure | 5% |

45. [QEmployment] What is your current employment status?

| | |
|---|-----|
| Employed full-time | 64% |
| Employed part-time | 8% |
| Freelance, contract, or temporary work | 3% |
| Unemployed and looking for work | 6% |
| Unemployed and not currently looking for work | 1% |
| Stay-at-home parent or caregiver | 13% |
| Full time student | 1% |
| Retired | 2% |
| Something else (Please specify) | 2% |
| Prefer not to say | 1% |

46. [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 | 18% |
| \$50,000 to \$74,999 per year | 21% |
| \$75,000 to \$99,999 per year | 16% |
| \$100,000 to \$124,999 per year | 9% |
| \$125,000 or more per year | 13% |
| Prefer not to say | 1% |

47. [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 | 41% |
| States in the West | 26% |

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

| | |
|----------------------------|-----|
| City | 34% |
| Suburb near a city | 40% |
| Small town not near a city | 8% |
| Rural or country area | 18% |

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

| | |
|-----------------------|-----|
| Single, never married | 20% |
| Married | 53% |
| Living with a partner | 13% |
| Separated | 4% |
| Divorced | 8% |
| Widowed | 2% |
| Prefer not to say | *% |

SCREENERS AND INITIAL DEMOGRAPHICS FOR QUOTAS

5. **[QAge] What is your age?**
 [OPEN-END] [TERMINATE IF UNDER 18]
- | | | |
|-------|--|-----|
| 18-34 | | 20% |
| 35-49 | | 63% |
| 50-64 | | 16% |
| 65+ | | 1% |
6. **[QIndustry] Do you or does anyone in your household work in any of the following industries? [SELECT MULTIPLE] [RANDOMIZE 1-8]**
- | | | |
|--|-----------|-----|
| Technology | | 4% |
| Sales | | 5% |
| Healthcare | | 10% |
| Education or early childhood development | | 7% |
| Journalism or the media | TERMINATE | - |
| Food service or the restaurant industry | | 9% |
| Market research | TERMINATE | - |
| Public relations | TERMINATE | - |
| None of these | | 70% |
7. **[QRegVote] Are you currently registered to vote? [RANDOMIZE 1-2]**
- | | | |
|--------|--|-----|
| Yes | | 89% |
| No | | 10% |
| Unsure | | 1% |
8. **[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) | | 17% |
| A child in grades kindergarten through 12th grade | | 100% |
| A child who has already completed high school | | 15% |
| I do not have any children in those groups | TERMINATE | - |
| Prefer not to say | | - |
- [IF DOES NOT HAVE A CHILD IN GRADE SCHOOL [Option 2 NOT selected on QParentalScreener], TERMINATE.]
9. **[QGender] Do you describe yourself as a man, a woman, or in some other way? [RANDOMIZE 1-2]**
- | | | |
|----------------|--|-----|
| Man | | 45% |
| Woman | | 55% |
| Some other way | | *% |

- 10. [QRace] What is your race or ethnicity? [SELECT MULTIPLE] [RANDOMIZE 1-6]**
- | | | |
|---|--|-----|
| White | | 63% |
| Black or African American | | 15% |
| Hispanic or Latino | | 23% |
| Asian | | 7% |
| Native American or Alaska Native | | 3% |
| Native Hawaiian or Other Pacific Islander | | *% |
| Other race or ethnicity | | *% |
- 11. [QEducation] What is the highest level of education you have completed?**
- | | | |
|---------------------|--|-----|
| High school or less | | 33% |
| Some college | | 19% |
| Associate degree | | 11% |
| Bachelor's degree | | 22% |
| Graduate degree | | 15% |
| Prefer not to say | | - |
- 12. [QKidNumber] How many children do you have who are currently in grades kindergarten through 12th grade?**
- | | | |
|------------|-----------|-----|
| 0 | TERMINATE | - |
| 1 | | 50% |
| 2 | | 33% |
| 3 | | 12% |
| 4 | | 3% |
| 5 | | 1% |
| 6 | | *% |
| 7 | | *% |
| 8 | | *% |
| 9 | | - |
| 10 or more | | *% |
- 13. [QHomeScreener] Where do your children who are in grades kindergarten through 12th grade live?**
- | | | |
|---|-----------|-----|
| Full-time with me in my home | | 91% |
| Split between my home and the home of another parent or family member | | 9% |
| Not with me | TERMINATE | - |
- 14. [QPublicScreener] What type of school do your children who are in grades kindergarten through 12th grade attend?**
- | | | |
|-------------------|-----------|------|
| Public school | | 100% |
| Private school | TERMINATE | - |
| Homeschool | TERMINATE | - |
| Prefer not to say | TERMINATE | - |

15. **[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 | 13% |
| 1st grade | 12% |
| 2nd grade | 10% |
| 3rd grade | 15% |
| 4th grade | 13% |
| 5th grade | 15% |
| 6th grade | 14% |
| 7th grade | 14% |
| 8th grade | 14% |
| 9th grade (Freshman) | 14% |
| 10th grade (Sophomore) | 13% |
| 11th grade (Junior) | 11% |
| 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 December 2–6, 2024 in English among a sample of 1,529 parents of public school students in grades kindergarten through 12th grade nationwide using non-probability sampling.

The sample was drawn from the Cint/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.

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 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), gender by race (white / non-white), and race (white / non-white) by education (college / non-college). The sample was also weighted on gender among those who self-identified as registered voters to reflect 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 ± 2.7 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, such as non-coverage due to the survey being conducted online.