

**SURVEY OF U.S. PARENTS ON K-12 EDUCATION**

**TOPLINES**

Using the national SurveyMonkey audience, National School Choice Week (NSCW) conducted a census-balanced survey of 2,715 U.S. parents of school-aged children between the ages of 5 and 18. To reduce response bias, NSCW was not listed as the survey’s sponsor. The survey was conducted between January 3-6, 2022, with a margin of error of +/- 2%. All numbers are percentages. Some questions allowed for multiple responses per respondent, as indicated in the question.

**Half of U.S. parents (51 percent) considered finding a new or different school for at least one of their children within the past year or are currently considering finding a new or different school for at least one of their children –– with Black and Hispanic or Latino parents searching for schools in higher percentages.**

* **18.12** **percent** of parents chose a new school for at least one child in their household within the past year.
* **19.78 percent** of parents considered, but ultimately did not choose, a new or different school for at least one child in their household within the past year.
* **13.78 percent** of parents are currently considering finding a new or different school for at least one of the children in their household.
* Among parents who did **not** consider choosing a new or different school for their children within the past year and are not currently searching for a school, **18 percent** say they are likely to search for a new school in advance of the 2022-2023 school year.
* **62.45** percent of Black parents and **58.61** percent of Hispanic or Latino parents indicated that they considered or are considering new schools, compared with **47.16** percent of white parents.
* Parents in cities (**59.44** percent) were more likely to indicate that they considered or are considering new schools, compared with **49.74** percent of parents in rural areas and **47.96** percent of parents in suburban areas.

**The top reasons parents considered new or different schools for their children were education quality and COVID disruptions.**

* **35.77** percent of parents indicated they “wanted a higher quality education for my child” was a primary reason for considering new school.
* **33.98** percent of parents indicated that “the pandemic and/or school COVID policies disrupted my child’s education” was a primary reason for considering new school.
* **25.73** percent of parents indicated that “concerns about school safety or bullying” was a primary reason for considering new school.

**Parents say they wish they had more time to consider schooling options for their children, while advising other parents to keep the school search process focused on the needs of children.**

* **47.2** percent of parents indicated, “I wish I had more time to consider the schooling options for my child.”
* When asked to provide advice to other parents considering new schools for their children, “Keep the focus on your child’s needs,” was the top choice (**15.91 percent**), “visit schools in-person and/or attend school fairs to talk with teachers/administrators,” was the second most-indicated choice (**15.05**), and “give yourself enough time to consider all of your options” was the third most-indicated choice (**14.12**). Only 7.31 percent of parents encouraged other moms and dads to “ask family, friends, and other parents for their advice.”

**Parents indicated a willingness to choose or consider a wide range of schooling options for their children. Among parents who considered, are considering, or plan to consider finding new or different schools for their children:**

* **38.37** percent of parents indicated they chose, or would consider, a traditional public school in their district.
* **34.71** percent of parents indicated they chose, or would consider, a private or faith-based school.
* **31.55** percent of parents indicated they chose, or would consider, a traditional public school in a different district.
* **30.82** percent indicated they chose, or would consider, a public charter school.
* **26.19** percent indicated they chose, or would consider, a full-time online school.
* **24.85** percent indicated they chose, or would consider, full time homeschooling.
* **19.85** percent indicated they chose, or would consider, a public magnet school.

**Parents want schools that prepare students for real-world success and focus on quality academics. When asked what factors were most important in evaluating whether a school is/was the right fit for their children:**

* **23.81** percent of parents indicated they prioritize a school that “prepares students to succeed in the real world.”
* **20.11** percent of parents indicated they prioritize a school that “helps students develop critical thinking skills.”
* **19.51** percent of parents indicated they prioritize a school that “has highly-trained, qualified teachers.”
* **17.66** percent of parents indicated they prioritize a school that “focuses on core subjects, such as reading, writing, math, science, and history.”

**Among parents of school-aged children, support for school choice is overwhelming – with high percentage of support across all races and geographics.**

* **69.28** percent of parents say they strongly support, support, or somewhat support school choice, with 31.21 percent indicating strong support.
* Support for school choice was highest among Black parents (**72.62** percent overall support) and Hispanic or Latino parents (**72.43** percent). **69.49** percent of white parents indicated support for school choice.
* **71** percent of parents in cities or urban areas indicated support for school choice; **70.82** percent of parents in rural areas indicated support for school choice; and **67.59** percent of parents in suburban areas indicated support for school choice.