NATIONAL SCHOOL CHOICE AWARENESS FOUNDATION

JANUARY 2023 SURVEY OF U.S. PARENTS
TOPLINES – SELECTED SURVEY QUESTIONS

Two surveys were delivered to Survey Monkey's National Audience panel between January 3-6, 2023. This panel consists of millions of respondents who opt in to receive and complete online surveys. Survey respondents included 3,820 parents of school-aged children (defined as children between ages 5 and 18 years old) across two surveys. To prevent biasing of responses, the survey did not reference the National School Choice Awareness Foundation or National School Choice Week. Totals have been weighted using the Census Bureau's American Community Survey to reflect the demographic composition of the United States. The modeled error estimate for this survey is plus or minus 2.8 percentage points.

Satisfaction and Concerns

What is your level of satisfaction with the schools your children attend? (N=1,651)

Very satisfied	24.7%
Satisfied	43.2%
Neither satisfied nor dissatisfied	20.6%
Dissatisfied	9.1%
Very dissatisfied	2.5%
Total Satisfied	*67.9%*
Total Dissatisfied	*11.6%*

How concerned are you today, if at all, about your child's learning or academic progress? (N=1,651)

Extremely concerned	23.0%
Moderately concerned	24.8%
Somewhat concerned	22.9%
Slightly concerned	15.3%
Not at all concerned	13.9%
Total Concerned	*86.1%*
Total Not Concerned	*13.9%*

Use of Tutoring Services or Small Group Learning

Within the past 12 months, have you accessed in-person or online tutoring services for any of the school-aged children in your household? (N=3,820)

Yes	37.9%
No	55.9%
Unsure	6.2%

Within the past 12 months, have any of the school-aged children in your household worked with other students to pursue out-of-school learning projects, including microschooling or pod learning? (N=3,820)

Yes	35.0%
No	55.4%
Unsure	9.6%

School Choice

At any point in the past year, did you think about, consider, search for, or choose a new or different school or learning environment for any of the school-aged children in your household? (N=3,820) *Information regarding follow-up questions relevant to this topic are included at the end of this document.*

Yes	53.7%
No	46.3%

Follow-Ups to Parents who Chose, Are Considering, or Considered New Schools

Which of the following sentences best describes your situation? (A) Chose – Within the last year, we chose a new or different school for our child or switched to homeschooling; (B) Considering – We are currently thinking about, searching for, or considering a new or different school for at least one of the children in our home; (C) Considered but stayed – We thought about or considered finding a new or different school for our child but ultimately did not make a change. (N=1,203)

(A) Chose	30.9%
(B) Considering	48.1%
(C) Considered but stayed	20.9%

Overall, would you describe the process of searching for a new or different school for your child as easy, complicated, or somewhere in between? (N=625) *Asked only of respondents who "chose" or "considered but stayed."*

Very easy	21.0%
Easy	20.4%
Somewhere in between	35.6%
Complicated	18.4%
Very complicated	4.6%
Total Easy	*41.3%*
Total Complicated	*23.1%*

In considering new and different schools for your child, were you satisfied or dissatisfied with the number of schools available from which to choose? (N=625) *Asked only of respondents who "chose" or considered but stayed.*

Very satisfied	18.4%
Satisfied	27.9%
Neither satisfied nor dissatisfied	30.0%
Dissatisfied	17.8%
Very dissatisfied	5.9%
Total Satisfied	*46.3%*
Total Dissatisfied	*23.7%*

In considering new and different schools for your child, were you satisfied or dissatisfied with the quality of schools available from which to choose? (N=625) *Asked only of respondents who "chose" or "considered but stayed."*

Very satisfied	18.9%
Satisfied	31.6%
Neither satisfied nor dissatisfied	28.5%
Dissatisfied	16.8%
Very dissatisfied	4.2%
Total Satisfied	*50.5%*
Total Dissatisfied	*21.0%*

Throughout the process of searching for a new or different school for your child, did you visit, inquire about, or research the following types of schools? Select all that apply. (N=625) *Asked only of respondents who "chose" or "considered but stayed."*

Trad. public school in zone / neighborhood	45.6%
Trad. public school outside zone / neighborhood	38.2%
Public charter school	31.5%
Public magnet school	16.2%
Private or faith-based school	29.1%
Full-time online school	20.8%
Homeschooling	22.9%
Microschooling or pod learning	4.0%

In searching for a new or different school for your child, did you use or access the following resources and, if so, did you find the resources helpful or unhelpful? (N=624) *Asked only of respondents who "chose" or "considered but stayed."*

	Used	Did Not Use
School district website(s)	90.4%	9.6%
State department of education website(s)	76.9%	23.1%
Individual school website(s)	91.0%	9.0%
School ranking or rating website(s)	80.4%	19.6%
Social media accounts of school(s)	72.9%	27.1%
School visits or tours	74.7%	25.3%
Information session, open house, or parent night	75.3%	24.7%
Meetings with principals or teachers	72.9%	27.1%

	Very Helpful	Somewhat Helpful	Somewhat Not Helpful	Not at All Helpful	*Total Helpful*	*Total Not Helpful*
School district website(s)	31.9%	40.1%	16.1%	11.9%	*72.0%*	*28.0%*
State department of education website(s)	21.3%	37.9%	26.3%	14.6%	*59.2%*	*40.8%*
Individual school website(s)	26.9%	40.3%	24.6%	8.1%	*67.3%*	*32.7%*
School ranking or rating website(s)	28.5%	39.8%	21.3%	10.4%	*68.3%*	*31.7%*
Social media accounts of school(s)	24.6%	38.2%	23.7%	13.4%	*62.9%*	*37.1%*
School visits or tours	37.1%	39.5%	16.1%	7.3%	*76.6%*	*23.4%*
Information session, open house, or parent night	34.5%	38.3%	20.0%	7.2%	*72.8%*	*27.2%*
Meetings with principals or teachers	40.9%	33.6%	16.3%	9.2%	*74.5%*	*25.5%*

Follow-Ups to Parents who Did Not Chose or Consider New Schools in the Past Year

Within the next 12 months, are you likely to think about, consider, search for, or choose a new or different school or learning environment for any of the school-aged children in your household? (N=1,751)

Very likely	2.6%
Likely	9.1%
Not sure	28.9%
Unlikely	30.7%
Not at all likely	28.7%
Total Likely	*11.8%*
Total Unlikely	*59.3%*

If cost was not a factor, how likely would you be to think about, consider, search for, or choose a new or different school or learning environment for any of your school-aged children? (N=704) *Asked only of respondents who indicated that were not sure about, unlikely, or not at all likely to consider a new school.*

Very likely	8.2%
Likely	22.0%
Not sure	29.5%
Unlikely	20.9%
Not at all likely	19.3%
Total Likely	*30.3%*
Total Unlikely	*40.2%*

If you knew you could access cost-free transportation to any school of your choice, how likely would you be to think about, consider, search for, or choose a new or different school or learning environment for any of your school-aged children? (N=704) *Asked only of respondents who indicated that were not sure about, unlikely, or not at all likely to consider a new school.*

Very likely	10.8%
Likely	22.0%
Not sure	31.0%
Unlikely	17.6%
Not at all likely	18.6%
Total Likely	*32.8%*
Total Unlikely	*36.2%*

Education Options and Information

When you purchased or rented your current residence, how important was it, if at all, for you to find a house, condo, apartment, etc. that was in a specific school district or zone? (N=1,651)

Very important	36.9%
Somewhat important	31.1%
Neither important nor unimportant	20.2%
Somewhat unimportant	5.8%
Not at all important	6.0%
Total Important	*68.0%*
Total Unimportant	*11.8%*

Do you think that your community offers the right number of schooling options for parents to consider for their children, not enough options, or too many options? (N=1,651)

The right amount of options	48.3%
Not enough options	48.1%
Too many options	3.7%

Comparing your current opinion to the one you held before the COVID-19 pandemic, would you say that you are more or less likely to want new or different schooling options for your children, or about the same? (N=1,651)

Much more likely	15.9%
More likely	29.1%
About the same	45.8%
Less likely	6.4%
Much less likely	2.8%
Total Likely	*45.0%*
Total Less Likely	*9.3%*

Which of the following statements best describes your view of the different options that may be available for your children's education? (A) I wish I had more information about the schooling options available for my children; (B) I have all the information I need about the schooling options available for my children. (N=1,651)

(A) Wish I had more information	64.7%
(B) Have all the information I need	35.3%