

News – For Immediate Release

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**NEW SURVEY: 73% of Texas Parents Considered New
K–12 Schools for their Children Last Year**

AUSTIN, TEXAS. (JAN. 12, 2026)— As Texas prepares for major changes to its K–12 education landscape with the launch of a new education savings account (ESA) program this year, millions of parents across the state considered a new school for at least one of their children.

According to a survey released today by the National School Choice Awareness Foundation ahead of National School Choice Week (January 25–31), an estimated 4.1 million Texas parents—73%—considered a new school for at least one of their children over the past year. Despite that high level of interest, follow-through lagged: 25% ultimately enrolled a child in a new school or learning environment.

Parents most often cited practical reasons for searching, including children entering school for the first time (20%), school-level transitions (19%), and moving to a new community (15%). When evaluating options, Texas parents prioritized a safe, supportive environment (53%), schools with a particular educational theme or approach (36%), and strong academics and high-quality teaching (30%).

Looking ahead, demand is expected to remain strong as the ESA program comes online. Fifty-nine percent of Texas parents say they are likely to consider a new school for at least one of their children within the next 12 months.

Texas families can choose from traditional public schools, public charter schools, magnet programs, private schools, online learning options, and homeschooling or microschools. State-funded education savings accounts, launching this year, will allow families to use public funds for private school tuition, transportation, and other education-related expenses. While public school transfer policies vary by district, charter schools, online programs, and home-based options provide additional pathways for families seeking alternatives.

“Thanks to the enactment of the education savings account program, Texas families now have more education choices than at any other time in the state’s history,” said Andrew Campanella, CEO of the National School Choice Awareness Foundation.

“Strong demand for school choice shows why programs like these—along with a robust charter sector and flexibility within traditional public schools—are essential. As the ESA comes online, we encourage families to start searching now,” Campanella said. “Early planning doesn’t just help parents; it also gives schools time to hire teachers and expand capacity to meet demand.”

National School Choice Week, running January 25–31, will offer Texas parents opportunities to learn more about their education options. More than 2,300 schools and organizations across the state will host events and activities, including school fairs, information sessions, open houses, and parent nights. More information is available at SchoolChoiceWeek.com.

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About NSCAF

The National School Choice Awareness Foundation (NSCAF) is a 501(c)(3) nonprofit organization. We show parents how K–12 school choice can change their children’s lives, and then guide them through the process of finding schools that best meet their children’s needs. Our three charitable programs—National School Choice Week, Navigate School Choice, and Conoce tus Opciones Escolares—raise equal awareness of the public, charter, magnet, private, online, home, and nontraditional education options available for families. We are nonpolitical and do not advocate for or against legislation at any level of government.

Survey Details

Texas results are based on a survey of 513 parents of school-aged children ages 5–18, conducted December 2–10, 2025, using SurveyMonkey’s national audience panel. The margin of error is ± 4.3 percentage points at the 95% confidence level.

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QUICK FACTS

Texas Parents Searching for K–12 Schools for Kids in Record Numbers

As Texas's education landscape is set to change in 2026 with the launch of the state's education savings account program, 59% of parents say they are likely to consider a new school for at least one of their children in 2026. This follows a year in which nearly three quarters of Texas parents considered a new school for at least one of their children, but just one in four ultimately enrolled a child somewhere new. According to the National School Choice Awareness Foundation's January 2026 survey of 513 Texas parents:

- Twenty-six percent of all Texas parents enrolled at least one child in a new school or switched to homeschooling. Searches were concentrated in the early grades, with activity highest in pre-K (22%), kindergarten (19%), and first grade (13%).
- Texas parents' searches were driven largely by practical life and school-stage transitions. Entering school for the first time (20%), school-level transitions (19%), and moving to a new community or state (15%) accounted for many searches. Dissatisfaction with a child's current school or a desire for better fit was cited by 35%.
- Texas parents prioritized school quality and environment when evaluating options. A safe, supportive environment was cited by 53% of parents, followed by a particular educational theme or approach (36%) and strong academics and high-quality teaching (30%).
- Texas parents who enrolled children selected a diverse mix of public, private, and home-based options. The most common choices were homeschooling (27%), private non-religious schools (23%), public charter schools (21%), and full-time online schools (20%).
- Texas parents who searched but did not enroll most often cited time, availability, and decision-related barriers. Nearly one-quarter said they ran out of time (23%), while others cited concerns about disrupting a child's academic or social life (30%) and a lack of good options nearby (28%).
- Texas parents said they want more information to help them navigate school choice. The most frequently cited needs were how to determine whether a school is a good fit (35%), how to find and compare schools (30%), and deadlines and requirements for enrolling in new schools (14%).