

NATIONAL SCHOOL CHOICE AWARENESS FOUNDATION
 NATIONAL SCHOOL CHOICE RESOURCE CENTER
 SURVEY OF U.S. PARENTS OF SCHOOL-AGED CHILDREN (FLORIDA SAMPLE)
 JANUARY 2025
 N=3,960 (US), N=508 (FL)

	Answer Choices	U.S. Parents (All)	Florida Parents (All)	Comparison: All U.S. Parents to All Florida Parents (Florida +/-)
Q1. Within the last 12 months, 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?	Answer Choices			
	Yes	75%	81%	5%
	No	25%	19%	-5%
Q2. Which of the following reasons best describes why you thought about, considered, searched for, or enrolled your child in a new or different school? Asked only of parents who responded "Yes" to Q1	Answer Choices			
	I moved to a different community or state.	14%	16%	2%
	My child was entering school for the first time (e.g., starting Pre-K or Kindergarten).	22%	21%	-1%
	My child was moving from one school level to another (e.g., elementary to middle school).	26%	23%	-2%
	I was not satisfied with my child's current school and/or wanted to find a better fit.	32%	33%	0%
	Something else	7%	7%	0%
Q3. Even if it was not the primary factor, did any of the following national issues significantly influence your decision to consider, search for, or enroll your child in a new or different school? Select up to three (3) responses. Asked only of parents who responded "Yes" to Q1	Answer Choices			
	Cost of living or affordability	46%	44%	-2%
	Immigration policy or immigration enforcement	10%	13%	3%
	The job market or economic conditions	7%	6%	-1%
	Taxes or government spending	7%	8%	1%
	Crime or public safety	40%	37%	-3%
	Medical care or public health issues	13%	14%	1%
	Foreign affairs or national security	9%	8%	0%
	Social or cultural issues	20%	22%	3%
	Technology, privacy, or artificial intelligence	11%	14%	3%
	Environmental or climate-related issues	20%	22%	1%
	Childcare availability or affordability	43%	36%	-6%
	Political polarization	10%	9%	-1%
	None of the Above	9%	10%	1%
Q4. What grade was your child in when you considered a new or different school? Select all that apply. Asked only of parents who responded "Yes" to Q1	Answer Choices			
	Not Yet Enrolled in School	9%	7%	-2%
	Pre-K	20%	22%	2%
	Kindergarten	20%	18%	-1%
	1st Grade	17%	14%	-3%
	2nd Grade	12%	12%	0%
	3rd Grade	14%	16%	2%
	4th Grade	11%	9%	-2%
	5th Grade	11%	9%	-2%
	6th Grade	10%	8%	-2%
	7th Grade	7%	6%	-1%
	8th Grade	8%	6%	-2%
	9th Grade	7%	9%	2%
	10th Grade	5%	4%	-1%
11th Grade	5%	3%	-2%	
12th Grade	5%	4%	-1%	

	Answer Choices	U.S. Parents (All)	Florida Parents (All)	Comparison: All U.S. Parents to All Florida Parents (Florida +/-)
<p>Q5. What type of school was your child enrolled in before you considered a new or different school? Select all that apply.</p> <p>Asked only of parents who responded "Yes" to Q1</p>	Traditional public school in your neighborhood	34%	28%	-5%
	Traditional public school outside of your neighborhood	18%	18%	0%
	Public charter school	17%	16%	0%
	Public magnet school	12%	12%	0%
	Private school (religious or faith-based)	14%	18%	3%
	Private school (not religious or faith-based)	17%	17%	0%
	Microschool or pod learning	8%	5%	-3%
	Homeschool	12%	11%	-2%
	Full-time online school	15%	8%	-7%
	Something else	6%	5%	-2%
	Not Applicable – Child Not Yet Enrolled in School	4%	4%	0%
	<p>Q6. When you were looking for a new school or learning environment for your child, what were your top priorities? Select up to three (3) responses.</p> <p>Asked only of parents who responded "Yes" to Q1</p>	Strong academics and high-quality teaching(academics, qualified teachers, curriculum fit, specific classes/programs)	25%	29%
A safe, supportive environment(safety, bullying prevention, positive school culture)		58%	56%	-2%
Smaller classes or more individualized attention		15%	15%	1%
A particular educational theme or approach(STEM, arts, Montessori, career-focused, faith-based)		41%	38%	-3%
Affordability or manageable costs(tuition-free, affordable tuition, scholarships)		29%	33%	4%
Convenient logistics(transportation, location, scheduling)		20%	18%	-1%
A positive social environment(friendships, sense of belonging)		50%	48%	-2%
Opportunities outside the classroom(sports, extracurricular activities, gifted programs)		18%	17%	0%
None of these		2%	2%	0%
<p>Q7. Which of the following best describes your school search experience?</p> <p>Asked only of parents who responded "Yes" to Q1</p>		We considered making a change but did not actively search	31%	25%
	We actively searched but did not enroll any of our children in a new school	41%	42%	1%
	We enrolled one or more of our children in a new school or switched to homeschooling	29%	32%	4%
	Considered (as % of Population)	23%	21%	-2%
	Actively searched, did not enroll (as % of Population)	31%	34%	3%
	Enrolled (as % of Population)	21%	26%	5%
	<p>Q8. You mentioned that over the past year you considered a new or different school but did not enroll your child in a different school. Why not? Select up to three (3) responses.</p> <p>Asked only of parents who responded "We actively searched but did not enroll any of our children in a new school" to Q7.</p>	The process was too complicated or confusing.	19%	22%
I couldn't afford the options I was considering.		22%	16%	-6%
Transportation would have been too difficult.		25%	31%	5%
There were not enough good options near me.		26%	24%	-2%
I decided my child's current school was a better fit after all.		20%	24%	3%
I ran out of time to make a change.		15%	14%	-1%
The schools I wanted had no available space or were waitlisted.		26%	23%	-4%
I didn't know where to start or how to get information.		16%	16%	0%
I was worried about disrupting my child's academic or social life.		33%	31%	-2%
I was concerned I might make the wrong choice.		26%	27%	1%
Something else		6%	8%	2%

	Answer Choices	U.S. Parents (All)	Florida Parents (All)	Comparison: All U.S. Parents to All Florida Parents (Florida +/-)
<p>Q9. What type of school did you choose? Select all that apply.</p> <p>Asked only of parents who responded, "We enrolled one or more of our children in a new school or switched to homeschooling" to Q7.</p>	Traditional public school in your neighborhood	27%	20%	-7%
	Traditional public school outside of your neighborhood	18%	17%	-2%
	Public charter school	17%	19%	2%
	Public magnet school	10%	11%	1%
	Private school (religious or faith-based)	21%	25%	4%
	Private school (not religious or faith-based)	20%	16%	-4%
	Microschool or pod learning	6%	8%	3%
	Homeschool	17%	19%	2%
	Full-time online school	15%	10%	-5%
	Something else	3%	0%	-3%
	<p>Q10. When you were actively searching for new schools or learning options for your child, which of the following, if any, did you do? Select all that apply.</p> <p>Asked only of parents who responded, "We actively searched but did not enroll..." or "We enrolled..." to Q7.</p>	Visited school websites	39%	36%
Looked at online school-rating sites (e.g., GreatSchools, Niche)		30%	32%	2%
Conducted general online searches (e.g., Google)		34%	33%	-1%
Asked other parents or families		32%	31%	0%
Spoke with teachers, counselors, or school staff		27%	25%	-3%
Visited schools in person		31%	31%	0%
Attended open houses or school tours		25%	24%	-1%
Participated in a school fair or school-choice event		15%	21%	5%
Reviewed school materials (brochures, flyers, handbooks)		27%	27%	0%
Checked social media groups or forums		20%	22%	2%
Watched videos or virtual tours		17%	20%	2%
Used a school-search tool or school-finder website		21%	23%	3%
Consulted your child's current teacher(s)		17%	20%	3%
Talked with friends or relatives		31%	32%	1%
None of these		1%	2%	1%
<p>Q11. When thinking about the decisions you make for your child's schooling and education, what topics—if any—do you most wish you had more information about? Select up to three (3) responses.</p> <p>I would like more information about...</p>	How to find and compare different schools and education programs in my area	25%	27%	2%
	The process, deadlines, and requirements to enroll my child in new schools or programs	10%	10%	0%
	Open houses, school tours, school fairs, and sample questions to ask at these events	16%	15%	-1%
	Government programs or funding that parents can use to better afford private schools or homeschooling	42%	45%	3%
	Free or low-cost transportation options for different schools or programs	37%	37%	0%
	How to determine whether a school or program is a good fit for my child	34%	37%	3%
	My legal rights as a parent to direct my child's education and learning	17%	18%	1%
	Any new, nontraditional, or alternative learning options now available in my area	40%	37%	-3%
	Specialized schools such as career and technical education, trade schools, STEM, or arts schools	22%	19%	-3%
	None of these	6%	6%	-1%

	Answer Choices	U.S. Parents (All)	Florida Parents (All)	Comparison: All U.S. Parents to All Florida Parents (Florida +/-)
<p>Q12. When thinking about your child's experience at their current school, what topics—if any—do you most wish you had more information about? Select up to three (3) responses.</p> <p>I would like more information about how I can...</p>	support my child's learning at home	12%	11%	-1%
	understand my child's academic progress beyond grades and report cards	16%	14%	-3%
	access free or low-cost tutoring	36%	31%	-5%
	address concerns such as bullying or behavioral issues	21%	23%	2%
	help my child transition back to school after summer break or holidays	11%	11%	1%
	access special programs or extracurriculars	30%	30%	0%
	prepare for parent-teacher conferences or meetings, including questions to ask	8%	9%	1%
	communicate effectively with teachers or school staff	21%	22%	2%
	access special education or programs for students with disabilities	31%	30%	-1%
	simplify transportation	6%	6%	0%
	access Spanish-language resources	21%	20%	-1%
	access supplemental learning options such as dual enrollment, hybrid learning, online learning, or summer enrichment	28%	34%	6%
	None of these	6%	7%	1%
	<p>Q14. Within the next 12 months, how likely are you, if at all, to think about, consider, search for, or enroll any of your children in a new or different school?</p>	Answer Choices	U.S. Parents (All)	Florida Parents (All)
Very likely		27%	29%	3%
Likely		18%	21%	3%
Somewhat likely		17%	18%	1%
Not sure		15%	14%	-1%
Somewhat unlikely		5%	4%	-1%
Unlikely		7%	5%	-2%
Very unlikely		11%	9%	-2%
Total LIKELY		62%	68%	6%
Total UNLIKELY		23%	18%	-5%