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# 2023 SCHOOLING IN AMERICA

What Do the Public and Parents  
Say about K-12 Education?

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# KEY FINDINGS

## Direction of K-12 Education

A significant majority of Americans, more than two-thirds (70%), believe that K-12 education is currently on the wrong track, marking a 9-point increase from 2022. Parents are relatively more optimistic than the general public, with 43% expressing that K-12 education is heading in the right direction. However, the proportion of parents who feel this way has declined by five percentage points since 2022.

# KEY FINDINGS

## Parents' Preferences

Parents have a variety of priorities when making schooling decisions. Public school parents were most likely to name location convenience (37%), socialization (32%), and residential assignment (29%) in their top three reasons for choosing their school type. Charter school parents and homeschool parents were most likely to identify safety in their top three reasons for choosing their school (35% and 47%, respectively), while private school parents were most likely to select morals/character/values instruction (32%) and academic quality (30%). Safety grew in importance for public, charter, and homeschool parents, while academic quality declined among all parent groups.

Given the option, 29% of parents would ideally prefer to send their children to public schools in their residentially assigned district—a result that has remained unchanged from 2022. A higher proportion of parents (32%) indicate a preference for private schools. Even when considering parents who most prefer to send their children to private schools outside their residential district, the number of parents who would choose district schools remains less than half of the share of K-12 students currently attending district schools.

Regardless of school type, parents are significantly more likely to say their child's school is calm than stressful (49% to 14% overall), orderly more than chaotic (52% to 11%), responsive more than unresponsive (62% to 7%), safe more than unsafe (64% to 7%), and supportive more than discouraging (66% to 7%).

# KEY FINDINGS

## Schools and Safe Environments

Among parents, 34% reported that their child had switched schools at some point, with the primary reasons for switching being excessive stress or anxiety (32%) and bullying (30%) in their children's former schools. Additionally, more than one out of five parents (23%) cited bad peer groups, and 21% mentioned depression as problems their children faced before making the switch.

When it comes to handling mental health and bullying, roughly half of parents (53% and 50%, respectively) feel that their children's schools are doing an "extremely" or "very" good job. Parents displayed more optimism about how schools managed violent behaviors (59%) and guns (65%). Notably, parents with children in public district schools were more likely to provide negative responses compared to private, charter, and homeschool parents.

Public district school parents were less concerned about a violent intruder entering their children's schools, with only 46% expressing high levels of concern. Charter school parents exhibited the highest level of concern about this danger, with 65% expressing extreme or very high concern. In contrast, homeschool parents were three times more likely than the average parent to state that they were "not at all concerned" about a violent intruder (22% compared to 7%, respectively).

Regarding safety procedures at the schools their children attend, over half of the parents (56%) reported that the schools had locked doors, and 51% mentioned safety training for teachers and staff. The other seven safety procedures presented in the survey were noted at varying rates, ranging from 49% to 37% of parents' children's schools.

# KEY FINDINGS

## School Spending

A significant majority of Americans underestimate the amount of money allocated to public schools in their respective states. When asked to estimate per-student spending, the median American guessed \$5,000 annually, which is considerably lower than the actual average per pupil spending in the lowest-spending state. Three-quarters (75%) of all respondents, including four-fifths (81%) of parents, underestimated their states' per-student spending.

In a split sample question, respondents who were randomly shown the actual average amount spent on public schools in their state were less likely to believe that current public school spending is "too low." Among those who did not see the actual spending amounts, more than half (58%) believed that spending was "too low." However, among those who were provided with the information, only 43 percent thought public school spending was "too low."

# KEY FINDINGS

## School Size and Class Size

Parents most commonly estimated their child's school to serve a student population of 251 to 500 students. When considering their schooling preferences for specific grade levels, parents of children in elementary school or middle school expressed a preference for schools with 101 to 250 students (35% and 37%, respectively). In contrast, high school parents most preferred their child's school to have over 1,000 students.

When asked about their child's school's average class size, parents most frequently estimated it to be in the range of 21 to 25 students (30%). However, when expressing their class size preferences, the majority of parents indicated a preference for their child's class size to be fewer than 20 students. Moreover, a majority of parents (53%) wished for elementary school classrooms to have fewer than 15 students.

# KEY FINDINGS

## School Choice

Support for major school choice policies—education savings accounts (ESAs), school vouchers, and charter schools—remained steady in the general public, showing no significant change from 2022. The overall trend of school choice support has managed to avoid declining to pre-2020 levels.

When the general public was asked about their opinion on "school choice," with no mention of any particular policy, approximately 55% indicated their support. This reflects a decline of about four percentage points from 2022. On the other hand, parents showed a higher level of positivity, with two-thirds (67%) expressing their support for school choice. Remarkably, parental support remained unchanged from the previous year.

In line with previous years, about one-fifth (21%) of the general public admitted they had never heard of "school choice." Parents were slightly more aware, with 17 percent lacking knowledge about the policy.

# KEY FINDINGS

## Education Savings Accounts

In a split sample question, a group randomly shown a basic definition of ESAs were 24 percentage points more likely to support the policy than a group randomly selected not to be given a definition. In the same split sample question, parents shown a definition of ESAs were 23 points more likely to support ESAs than those not shown a definition.

Seventy-five percent of the general public supported ESAs, mirroring the results found in 2022. As expected, parents were more supportive of school choice policies than the general public, with 83 percent expressing their approval for ESAs—a slight increase from 2022.

Just under one-third of the general public (31%) had never heard of ESAs before responding to the survey, a finding consistent with 2022 results.



# KEY FINDINGS

## School Vouchers

According to a split sample question, when respondents had an equal chance of seeing or not seeing a basic definition of school vouchers, they were 19 percentage points more likely to support the policy compared to a group that did not receive the definition. Likewise, parents who were presented with a definition of school vouchers were 20 points more likely to support them compared to those who did not receive the information.

Support for school vouchers among the general public remained constant at two-thirds (67%), with no significant change from 2022. However, parents exhibited a higher likelihood of supporting vouchers, reaching 75%, which surpasses the support from the entire American population.

One-quarter (25%) of respondents had never heard of school vouchers before participating in the study. Interestingly, this number has decreased steadily each year since 2016, indicating increasing awareness of the policy.

# KEY FINDINGS

## Charter Schools

Compared to other school choice policies presented, information had a relatively minor impact on people's opinions regarding charter schools. When a group was randomly shown a basic definition of charter schools, they were 9 percentage points more likely to support the policy compared to a group that did not receive the definition. For parents, the effect was slightly less, with an increase of 7 points in support when they were provided with information about charter schools.

Support for charter schools among the general public remained relatively stable at just under two-thirds (65%), showing little change from 2022. Parents were more likely to support charter schools, with 74% expressing their approval. This does indicate a slight decline of two points from the previous year.

Eleven percent of respondents had never heard of charter schools before participating in the survey, making charter schools the most widely recognized school choice policy presented.

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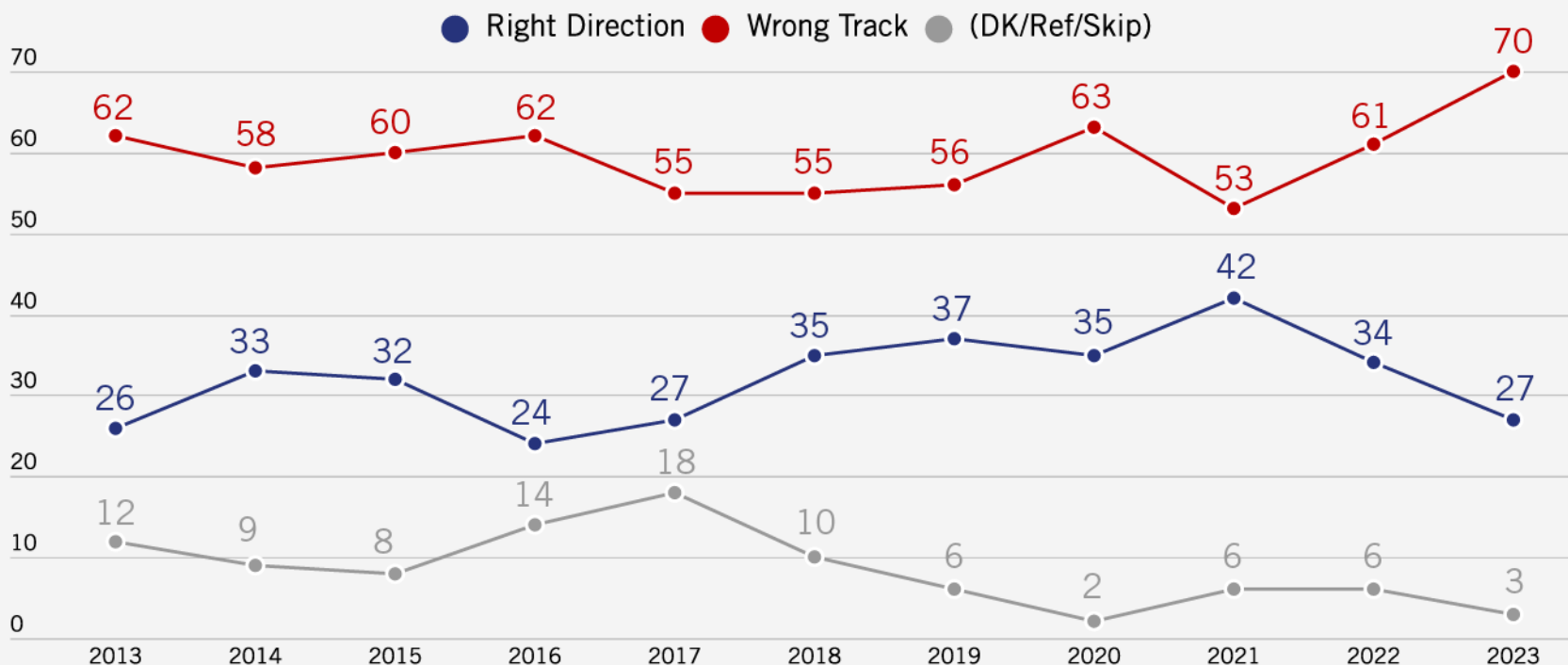
**Views on K-12 Education**  
**Views on Schooling**  
**K-12 Choice Policies**  
**Survey Profile and Demographics**

# **Views on K-12 Education**

# PUBLIC VIEWS ON THE DIRECTION OF K–12 EDUCATION, 2013-23

About one in four Americans believe K–12 education is heading in the right direction—a 15-point decline since 2021.

% of General Population

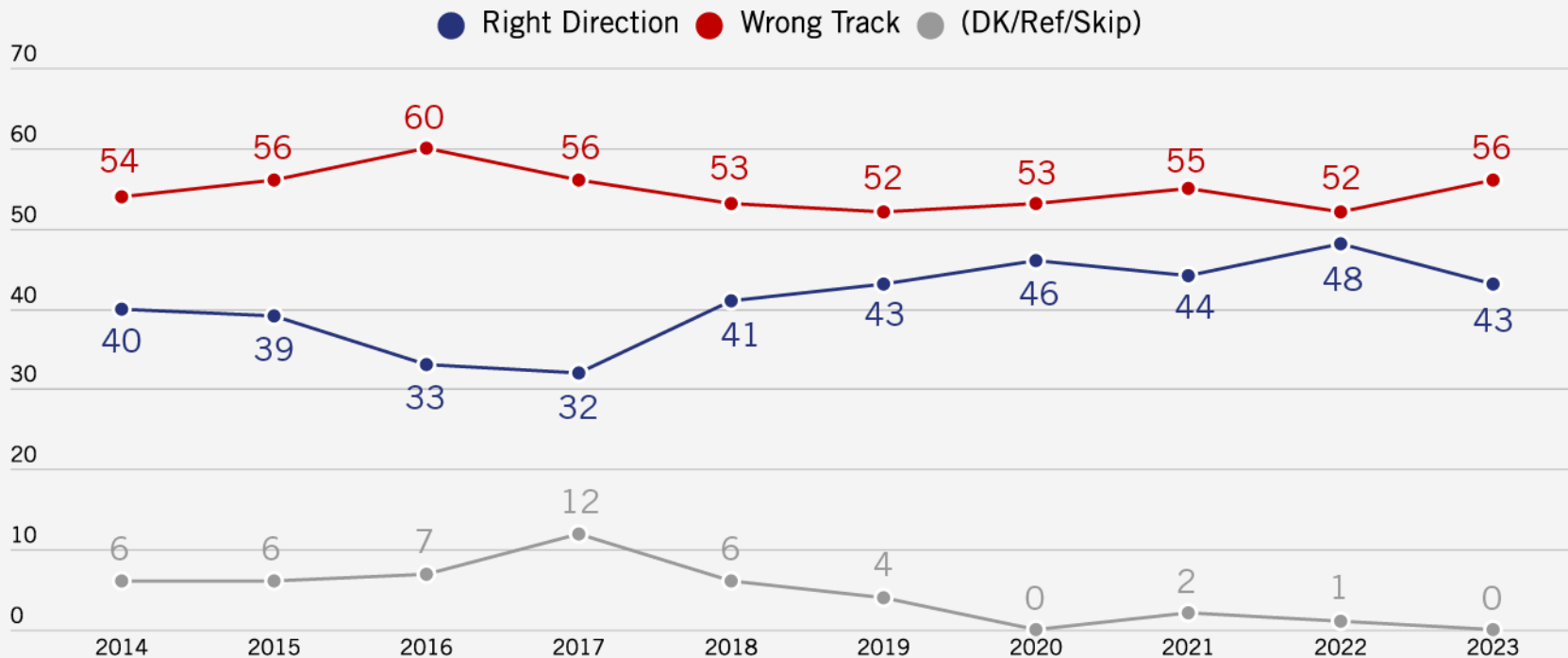


Notes: Phone-only survey results shown for 2013–2017. Mixed-mode results (online and phone) shown for 2018–2023. Responses within parentheses were volunteered. "DK" means "Don't Know." "Ref" means "Refusal." For the online survey, the respondent was permitted to skip the question.  
Sources: EdChoice, 2023 Schooling in America Survey (conducted April 18–May 2, 2023), Q1; EdChoice, Schooling in America Survey, 2016–2022; Friedman Foundation for Educational Choice, Schooling in America Survey, 2013–2015

# PARENTS' VIEWS ON THE DIRECTION OF K–12 EDUCATION, 2014-23

School parents' pessimism about the direction of K–12 education increased slightly in 2023.

% of Current School Parents

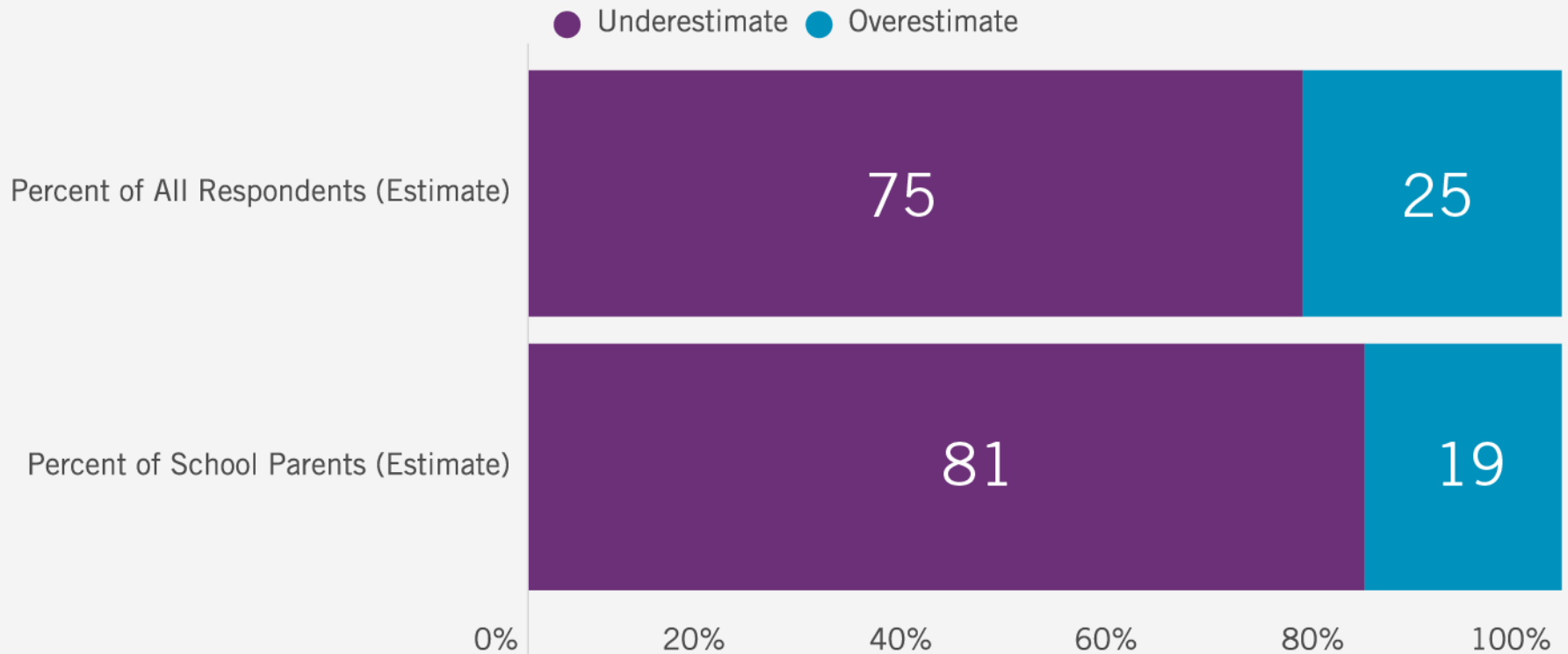


Notes: Phone-only survey results shown for 2014–2017. Mixed-mode results (online and phone) shown for 2018–2022. Responses within parentheses were volunteered. "DK" means "Don't Know." "Ref" means "Refusal." For the online survey, the respondent was permitted to skip the question.  
Sources: EdChoice, 2023 Schooling in America Survey (conducted April 18–May 2, 2023), Q1; EdChoice, Schooling in America Survey, 2016–2022; Friedman Foundation for Educational Choice, Schooling in America Survey, 2014–2015

# ESTIMATING SCHOOL SPENDING

Most Americans and parents drastically underestimate public school spending. The median parent respondent (\$5,000 per student) said spending is significantly less than the lowest state average (\$9,104 per student in FY21).

*% of Respondents*



*Note:* Percentages based on those offering estimates.

*Sources:* EdChoice, *2023 Schooling in America Survey* (conducted April 18–May 2, 2023), Q9; National Center for Education Statistics (NCES)

# PUBLIC VIEWS ON STATE'S PUBLIC SCHOOL FUNDING, 2023

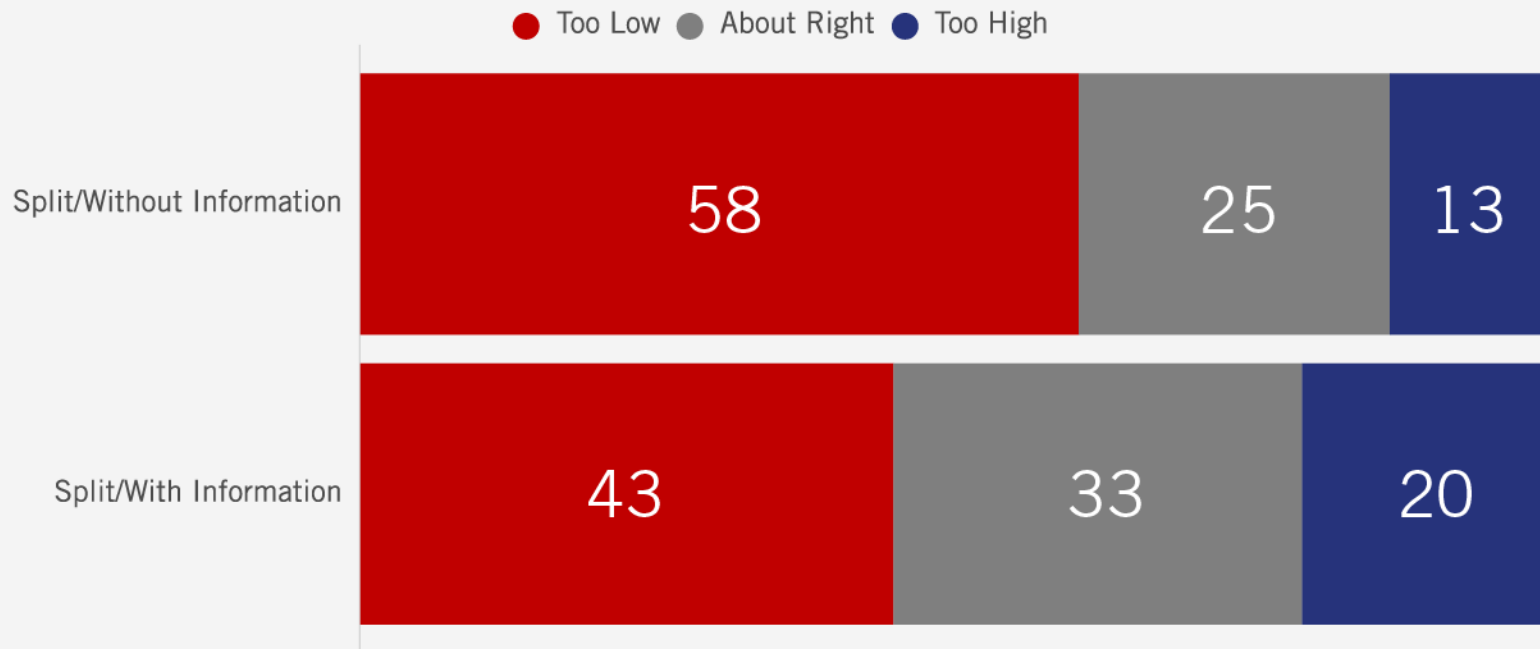
1

*Do you believe that public school funding in [Your State] is at a level that is:*

2

*According to the most recent information available, on average \$[CurrentSpendingAmount] is being spent per year on each student attending public schools in [Your State]. Do you believe that public school funding in [Your State] is at a level that is:*

*% of General Population by split sample*



*Notes:* All percentages reflect the count of coded responses divided by the total number of applicable interviews. Unweighted N's are provided so the reader can roughly assess the reliability of reported percentages. Total expenditures include current expenditures plus expenditures on capital outlay, other programs, and interest on long-term debt. For the online survey, respondents were permitted to skip the question.

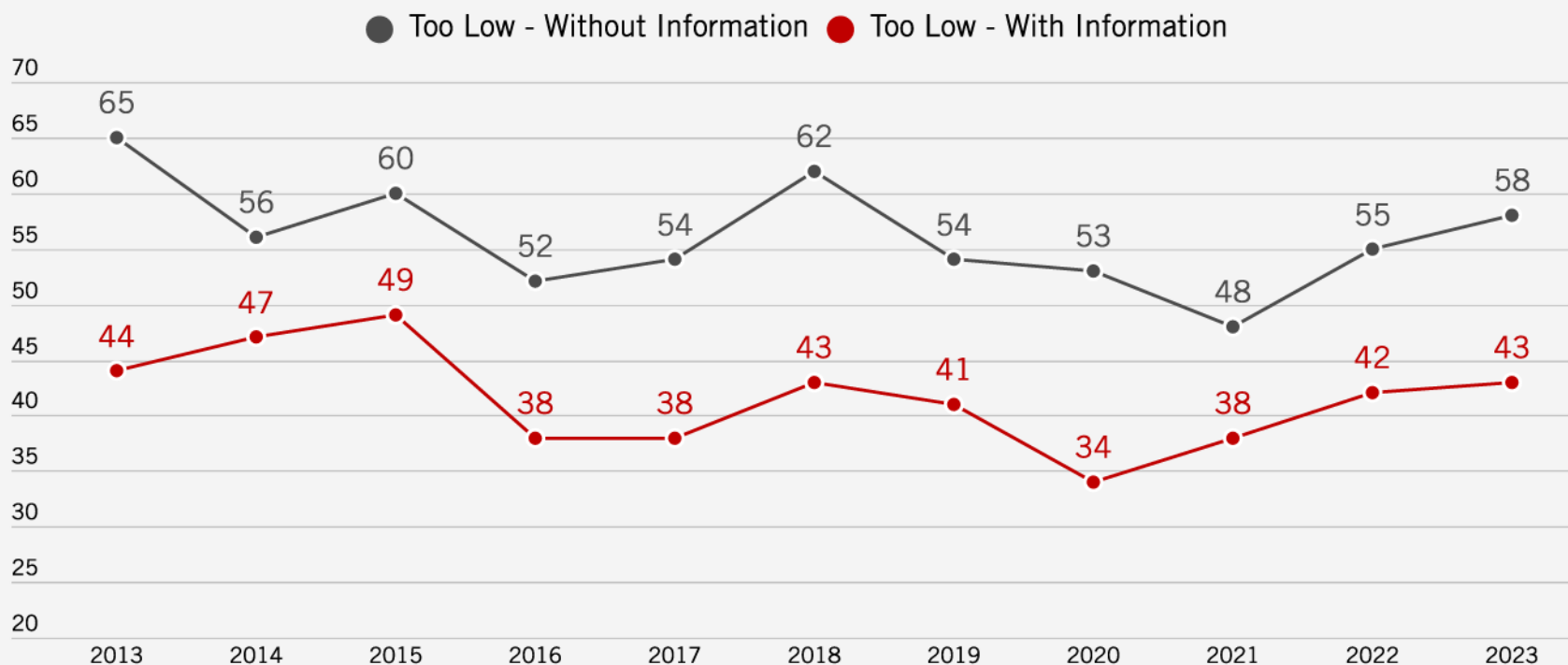
*Source:* EdChoice, 2023 Schooling in America Survey (conducted April 18–May 2, 2023), Q11



# AMERICANS' VIEWS ON SCHOOL FUNDING, 2013-2023

When given a publicly reported funding statistic, the proportion of Americans indicating funding is "too low" is consistently smaller than those giving the same response but without such information.

*% of General Population by Split Question Version*

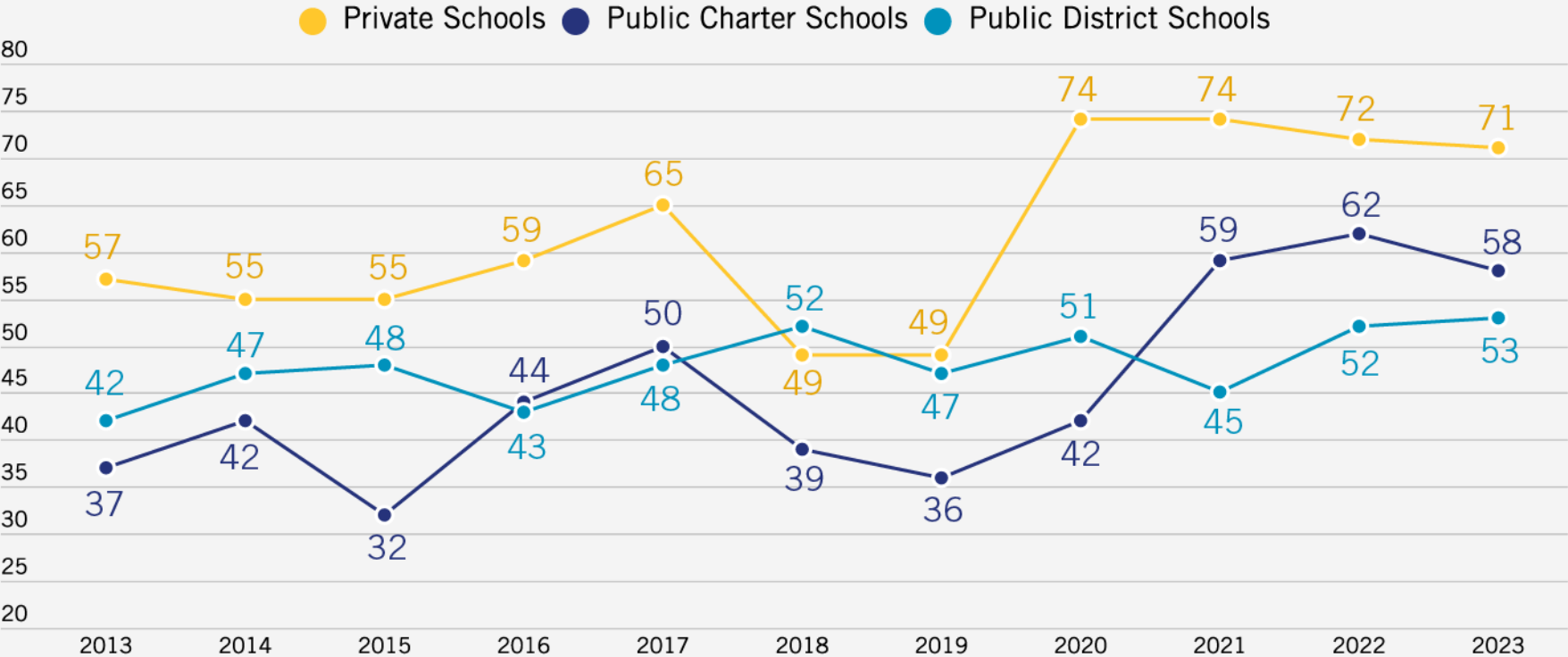


*Notes:* Phone-only survey results shown for 2013–2017. Mixed-mode results (online and phone) shown for 2018–2022. Starting in 2020, state-specific current spending per pupil amounts based on respondents' state of residence were provided instead of national average current spending per pupil.  
*Sources:* EdChoice, *2023 Schooling in America Survey* (conducted April 18–May 2, 2023), Q11; EdChoice, *Schooling in America Survey*, 2016–2022; Friedman Foundation for Educational Choice, *Schooling in America Survey*, 2013–2015

# GRADING LOCAL SCHOOLS BY TYPE, 2013-2023

Parents remain much more likely to give private schools in their area an A/B grade compared to public charter schools or public district schools.

% of Current School Parents by split question version, grading A or B

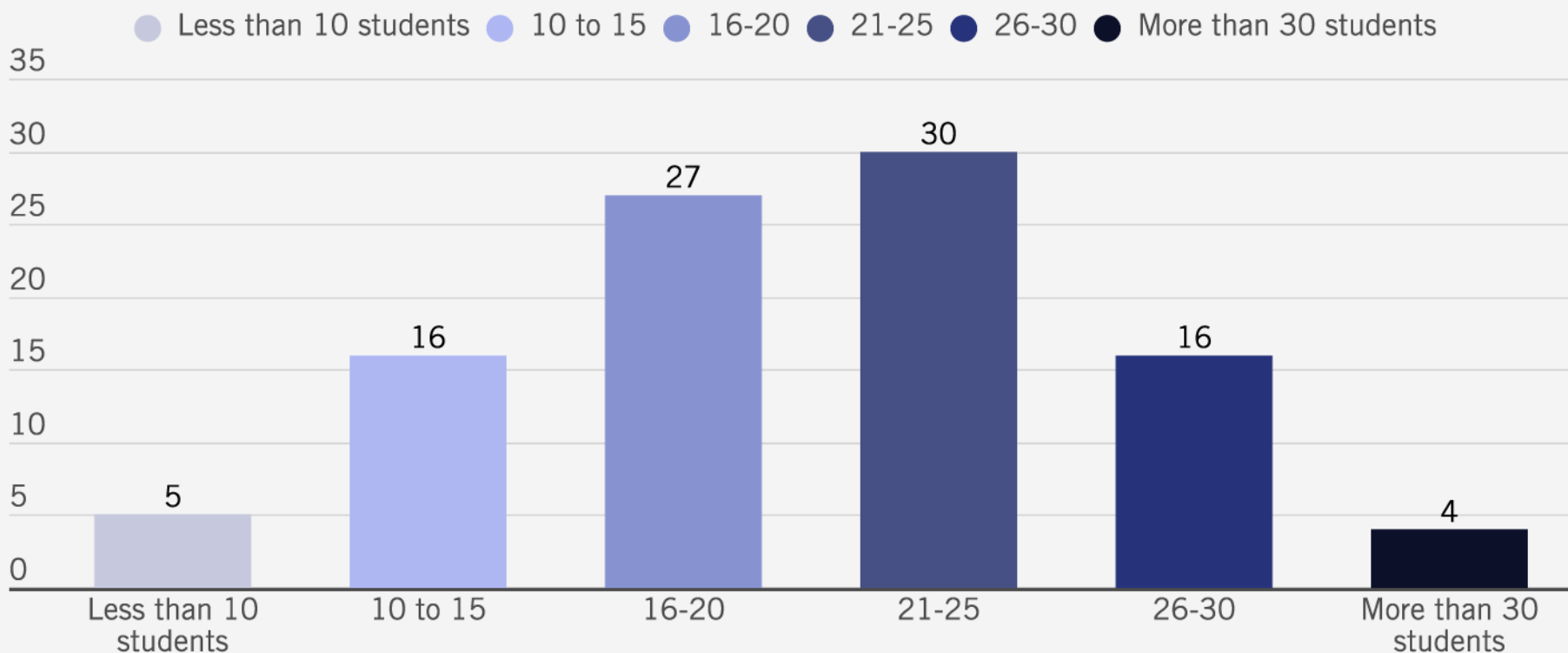


Notes: Phone-only survey results shown for 2013–2017. Mixed-mode results (online and phone) shown for 2018–2023. Responses within parentheses were volunteered. "DK" means "Don't Know." "Ref" means "Refusal." For the online survey, the respondent was permitted to skip the question.  
Sources: EdChoice, 2023 Schooling in America Survey (conducted April 18–May 2, 2023), Q12; EdChoice, Schooling in America Survey, 2016–2022; Friedman Foundation for Educational Choice, Schooling in America Survey, 2013–2015

# ESTIMATING CLASS SIZE, 2023

Parents are most likely to estimate their child's class size to be between 21-25 students

*% of Current School Parents*



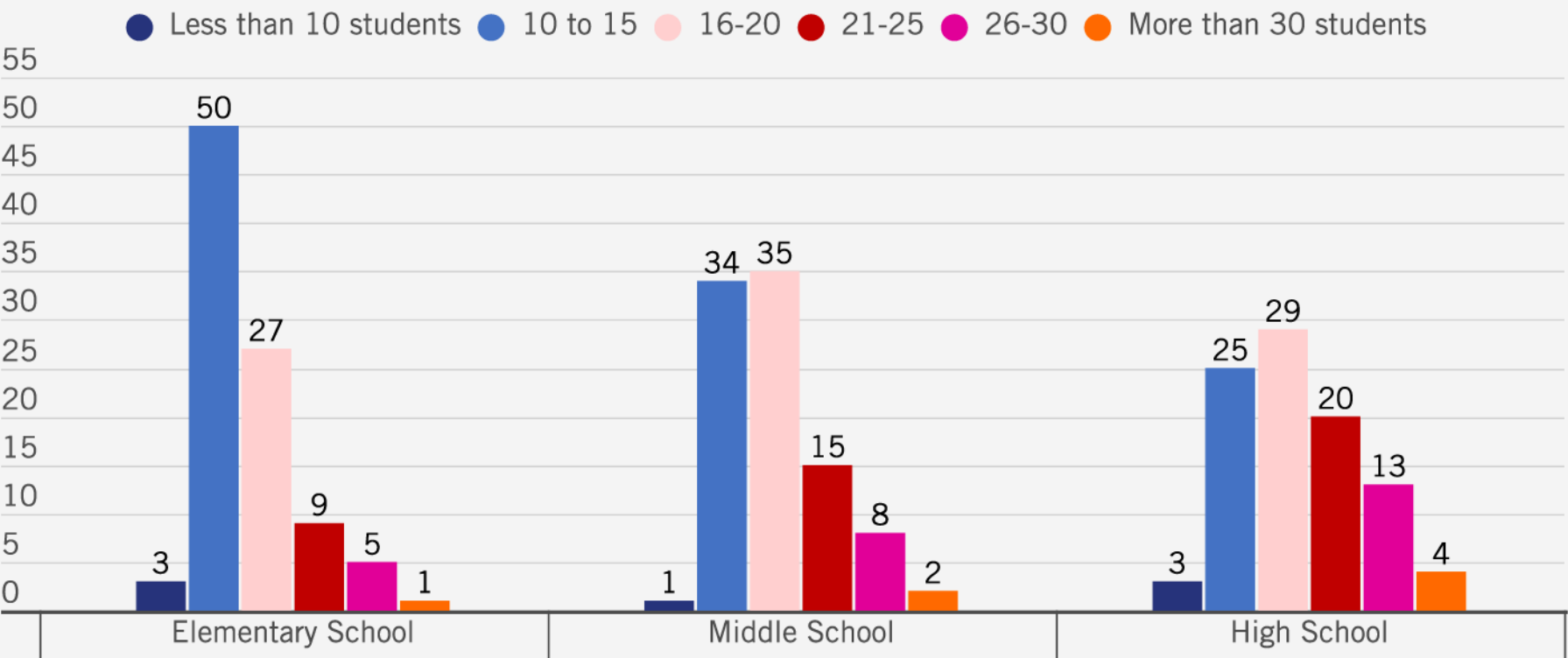
*Notes:* Respondents were permitted to skip the question, which is not shown. For more information about school type subgroup samples, see the full report at [EdChoice.org/SIAdashboard](https://EdChoice.org/SIAdashboard).

*Source:* EdChoice, 2023 Schooling in America Survey (conducted April 18–May 2, 2023), QNEW1

# PREFERRED CLASS SIZE BY GRADE SPAN, 2023

The majority of parents prefer elementary school class sizes to be 15 students or less, and prefer middle and high school class sizes to be 20 students or less.

*% of Current School Parents*

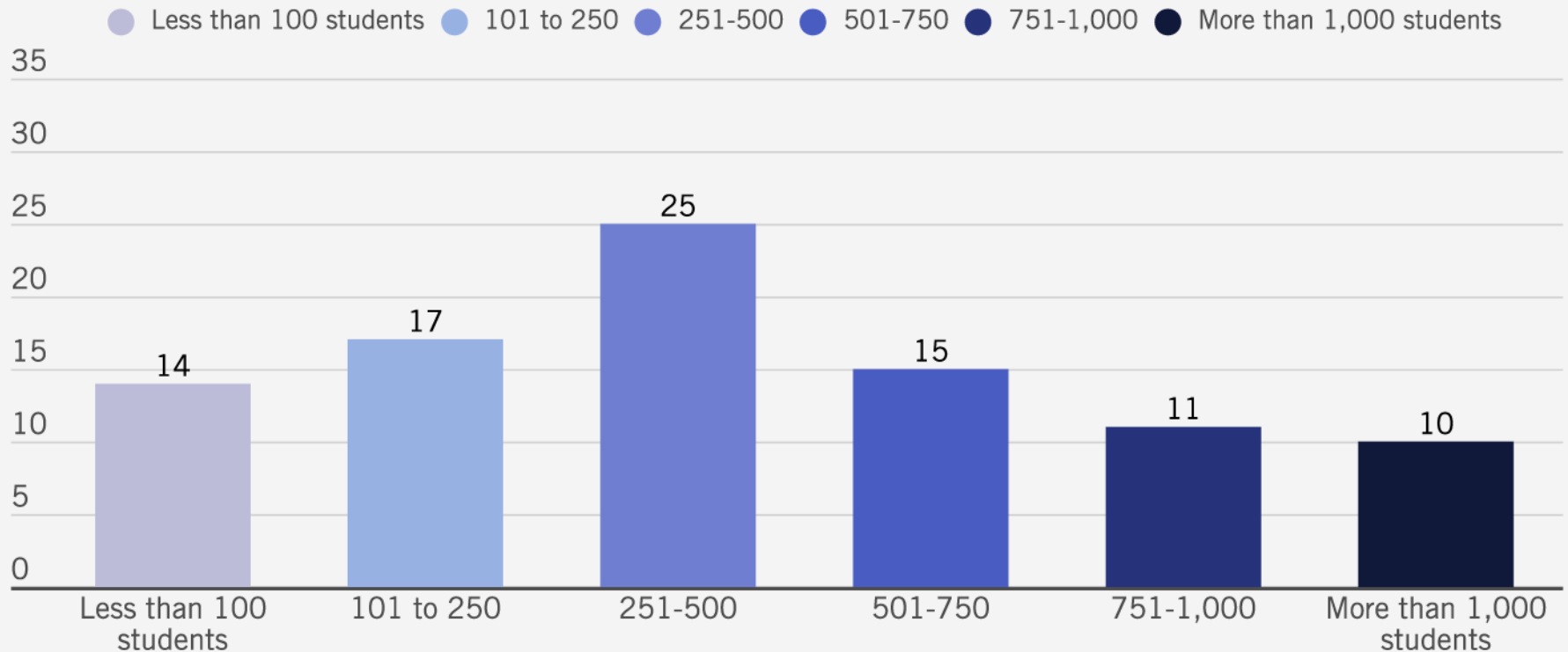


*Notes:* Respondents were permitted to skip the question, which is not shown. For more information about school type subgroup samples, see the full report at [EdChoice.org/SIAdashboard](https://EdChoice.org/SIAdashboard).  
*Source:* EdChoice, 2023 Schooling in America Survey (conducted April 18–May 2, 2023), QNEW2

# ESTIMATING SCHOOL SIZE, 2023

Parents are most likely to estimate their child's school size to be between 251-500 students.

*% of Current School Parents*



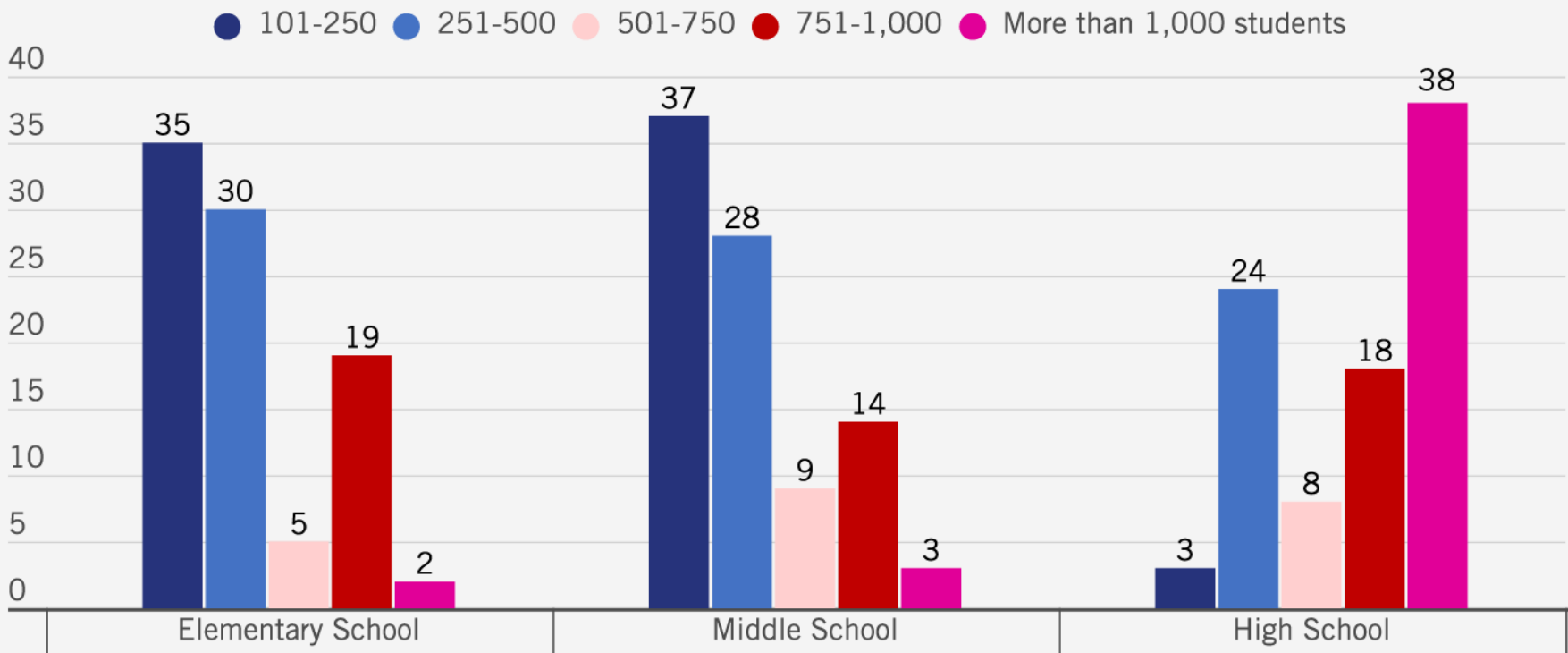
*Notes:* Respondents were permitted to skip the question, which is not shown. For more information about school type subgroup samples, see the full report at [EdChoice.org/SIAdashboard](https://EdChoice.org/SIAdashboard).

*Source:* EdChoice, 2023 Schooling in America Survey (conducted April 18–May 2, 2023), QNEW3

# PREFERRED SCHOOL SIZE BY GRADE SPAN, 2023

The majority of parents believe the best school size for elementary and middle schools is between 100-500 students, while the best school size for high school is between 750-1,000 students.

*% of Current School Parents*



*Notes:* Respondents were permitted to skip the question, which is not shown. For more information about school type subgroup samples, see the full report at [EdChoice.org/SIAdashboard](https://EdChoice.org/SIAdashboard).

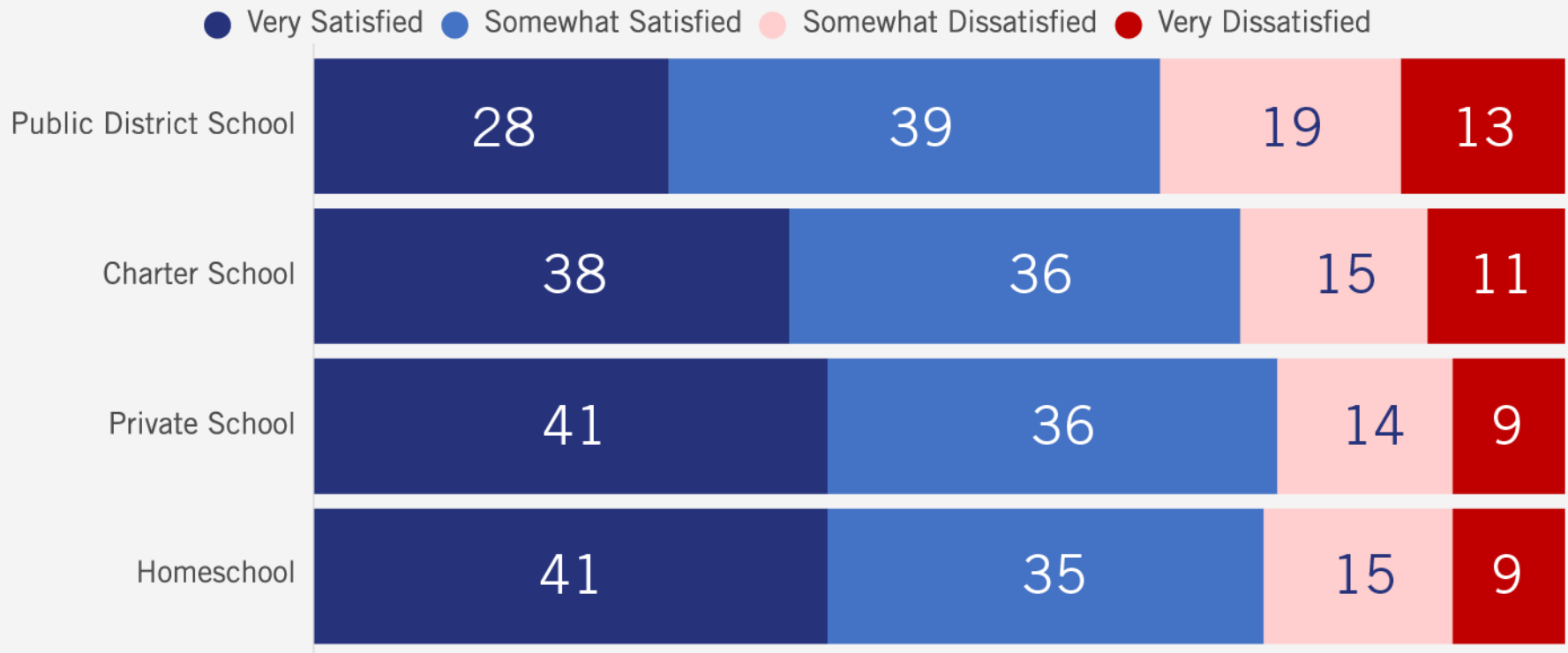
*Source:* EdChoice, 2023 *Schooling in America Survey* (conducted April 18–May 2, 2023), QNEW4

# Views on Schooling

# PARENT SATISFACTION BY SCHOOL TYPE, 2023

Private school parents and homeschool parents are more likely to report being very satisfied with their children's schooling experiences compared to district school parents.

*% of Current School Parents having any experience with school type*



*Notes:* All percentages reflect the count of coded responses divided by the total number of applicable interviews. Since parents can reply for each child in their family, response sizes are larger than for other questions. For more information about school type subgroup samples, see the full report at [EdChoice.org/SIAdashboard](https://EdChoice.org/SIAdashboard).

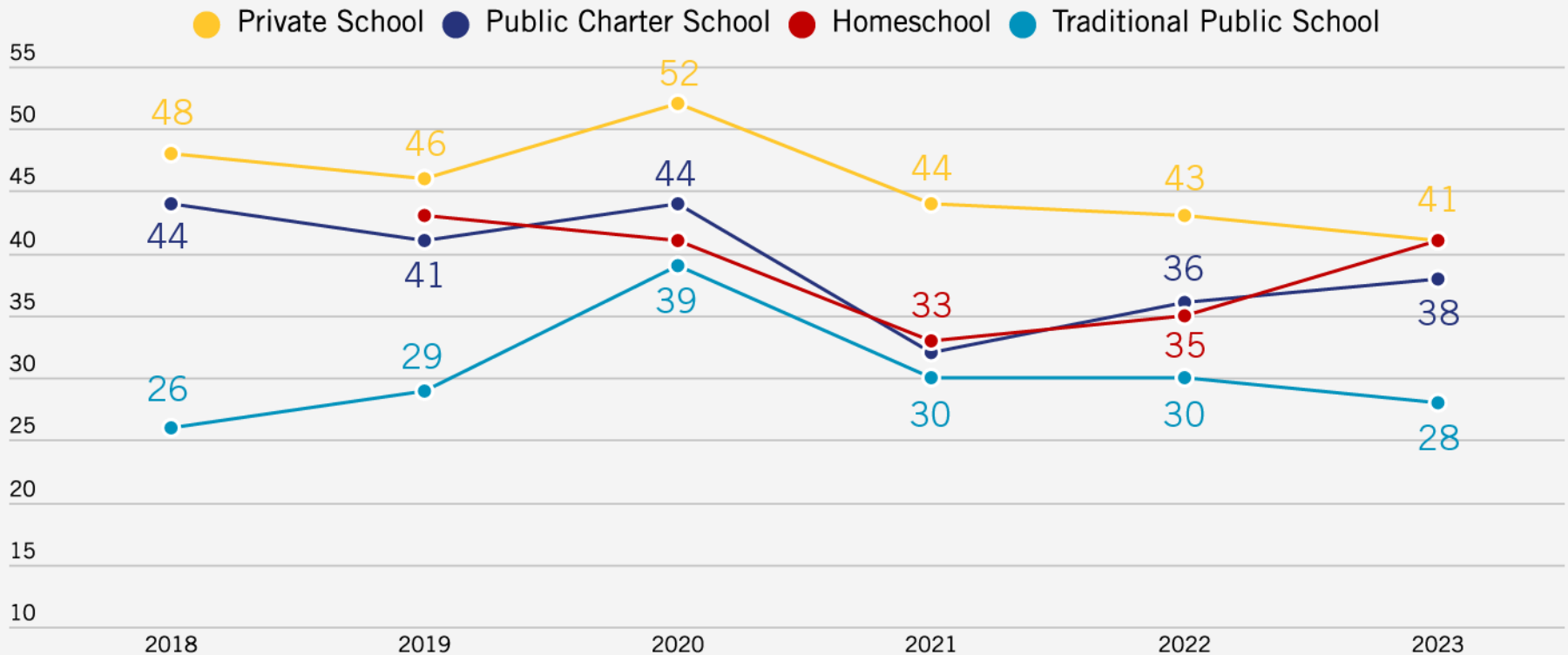
*Source:* EdChoice, 2023 Schooling in America Survey (conducted April 18–May 2, 2023), Q4




# PARENT SATISFACTION BY SCHOOL TYPE, 2018-2023

Private school parents have been at least 10 points more likely to be "very satisfied" with their schooling experiences than public school parents each year since 2018.

*% of Current School Parents having any experience with school type, responding "very satisfied"*



 Download data

*Notes:* All percentages reflect the count of coded responses divided by the total number of weighted interviews. Homeschool figure not shown for 2018 due to limited sample size. For more information about school type subgroup samples, see the full report at [EdChoice.org/SIAdashboard](https://EdChoice.org/SIAdashboard).

*Sources:* EdChoice, 2023 Schooling in America Survey (conducted April 18–May 2, 2023), Q4; EdChoice, Schooling in America Survey, 2018–2022

# PARENTS' REASONS FOR CHOOSING A SCHOOL

Charter school and homeschool parents were most likely to name a safe environment as a top-three factor in choosing a school.

*% of Current School Parents Providing Ranking 1, 2, or 3 By Experience with School Type*

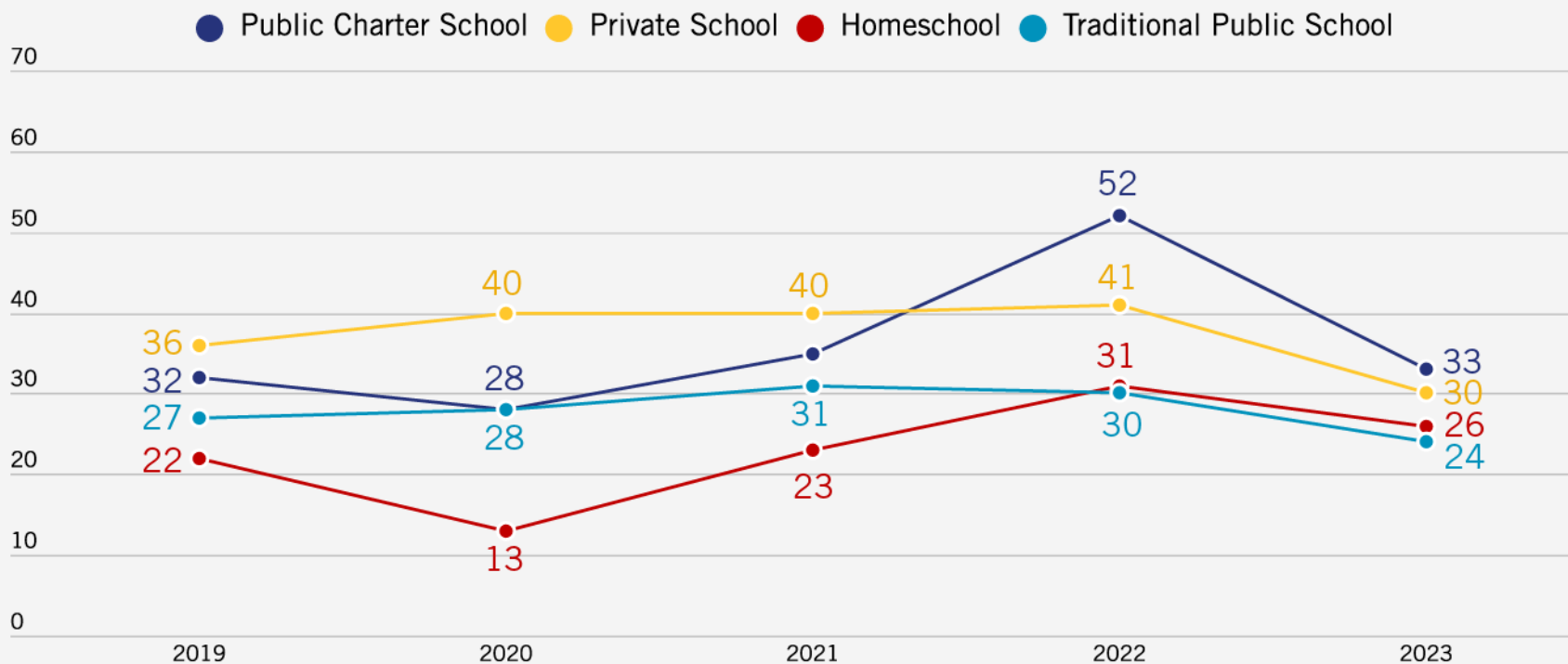
Factors	Public District School	Public Charter School	Private School	Homeschool
Location/Close to Home or Work	37%	29%	22%	23%
Socialization/Peers/Other Kids	32%	20%	16%	16%
Our Assigned District/Neighborhood School	29%	13%	13%	12%
Safe Environment	27%	35%	28%	47%
Academic Quality or Reputation	24%	33%	30%	26%
Extracurricular Activities	22%	22%	20%	15%
Diversity	18%	17%	14%	12%
Structure, Discipline	16%	19%	24%	20%
Morals/Character/Values Instruction	15%	26%	32%	26%
School Size	14%	20%	17%	11%
Individual/One-on-One Attention	14%	15%	19%	29%
Class Size	13%	16%	18%	10%
Test Scores	10%	16%	16%	13%
Religious Environment/Instruction	7%	10%	17%	14%

*Note:* For more information about school type subgroup samples, see the full report at [EdChoice.org/SIAashboard](https://EdChoice.org/SIAashboard).  
*Source:* EdChoice, 2023 Schooling in America Survey (conducted April 18–May 2, 2023), Q5-8

# PARENTS CHOOSING A SCHOOL BASED ON ACADEMIC QUALITY/REPUTATION, 2019-2023

Compared to last year, parents were less likely say academic quality/reputation was a top factor for choosing their child's school.

*% of Current School Parents having any experience with school type, providing a ranking of 1, 2, or 3*



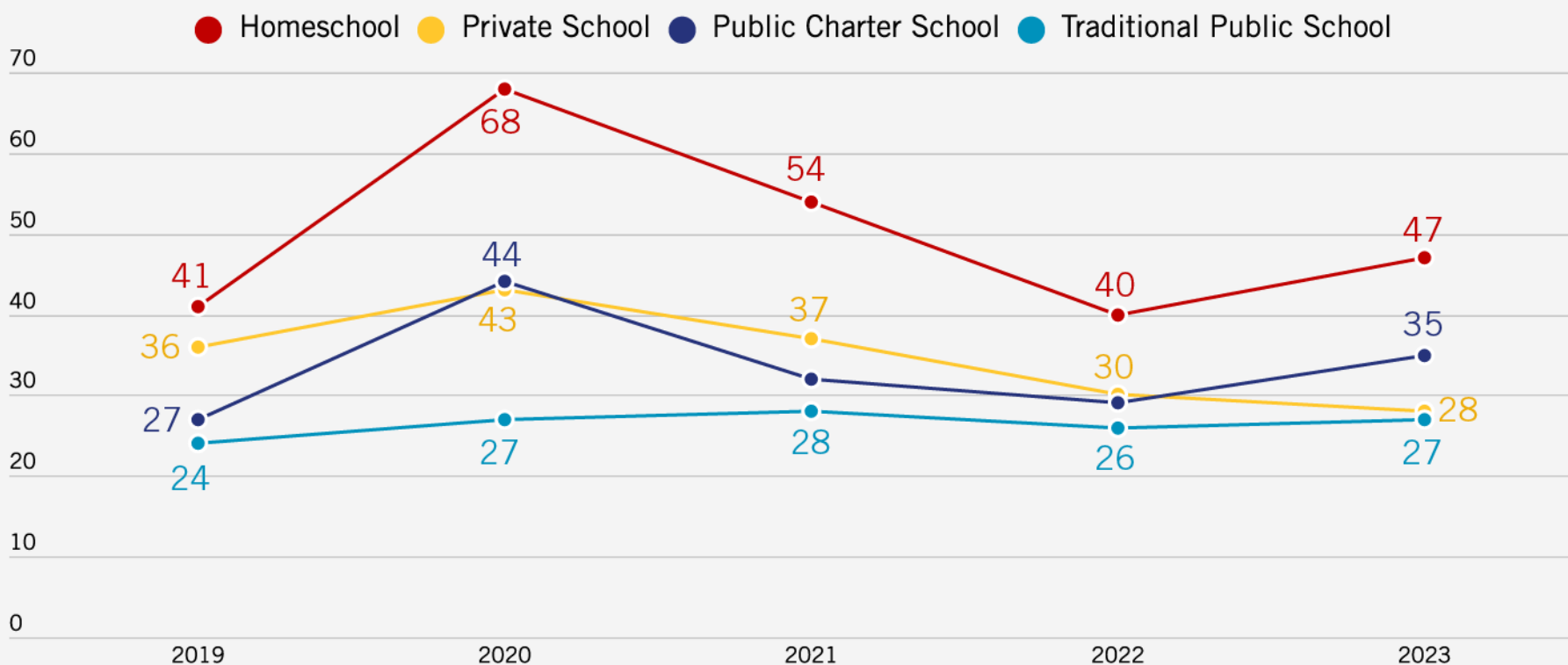
*Note:* For more information about school type subgroup samples, see the full report at [EdChoice.org/SIAdashboard](https://EdChoice.org/SIAdashboard).

*Sources:* EdChoice, 2023 Schooling in America Survey (conducted April 18–May 2, 2023), Q5–Q8; EdChoice, Schooling in America Survey, 2019–2022

# PARENTS CHOOSING A SCHOOL BASED ON SAFETY, 2019-2023

Homeschool parents continue to be the most likely group to select safety as a top-three factor for choosing their school type.

*% of Current School Parents Providing Ranking 1, 2, or 3 by Experience with School Type*



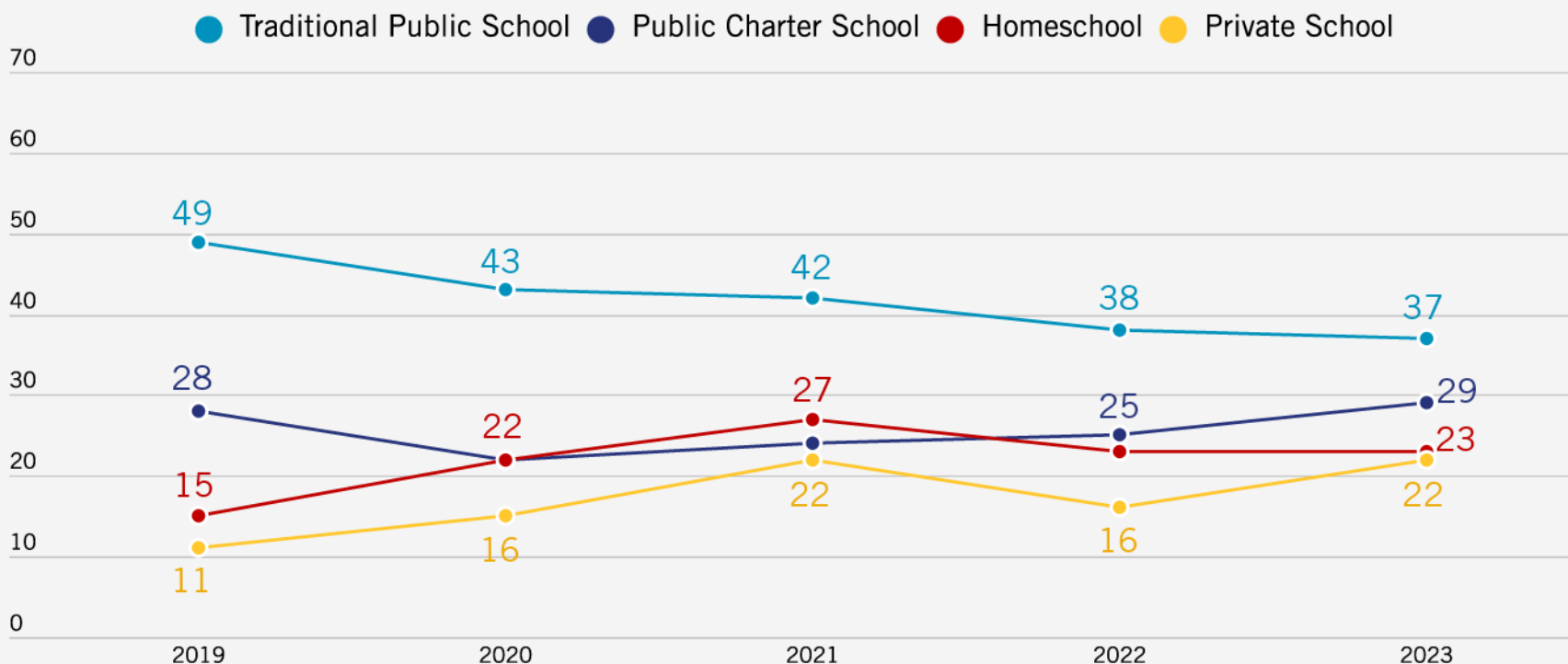
*Note:* For more information about school type subgroup samples, see the full report at [EdChoice.org/SlAdashboard](https://EdChoice.org/SlAdashboard).

*Sources:* EdChoice, 2023 *Schooling in America Survey* (conducted April 18–May 2, 2023), Q5–Q8; EdChoice, *Schooling in America Survey*, 2019–2022

# PARENTS CHOOSING A SCHOOL BASED ON LOCATION, 2019-2023

Although district school parents have consistently cited location as a top-three reason for choosing a school, that response has decreased by 12 points over the past five years.

*% of Current School Parents having any experience with school type, providing a ranking of 1, 2, or 3*

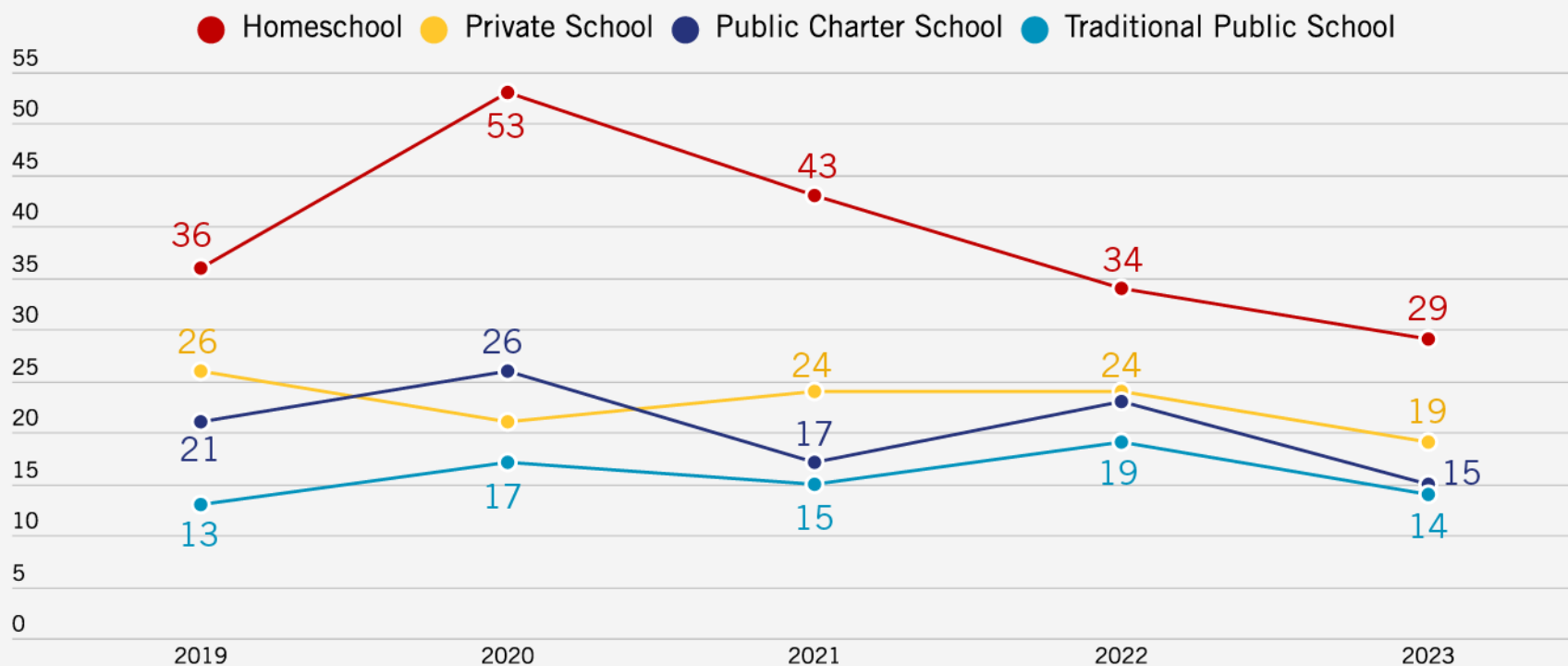


*Note:* For more information about school type subgroup samples, see the full report at [EdChoice.org/SIAdashboard](https://EdChoice.org/SIAdashboard).  
*Sources:* EdChoice, 2023 Schooling in America Survey (conducted April 18–May 2, 2023), Q5–Q8; EdChoice, Schooling in America Survey, 2019–2022

# PARENTS CHOOSING A SCHOOL BASED ON INDIVIDUALIZED ATTENTION, 2019-2023

Across all sectors, parents were less likely than last year to choose individual or one-on-one attention as a top-three factor for why they chose their child's school.

*% of Current School Parents having any experience with school type, providing a ranking of 1, 2, or 3*



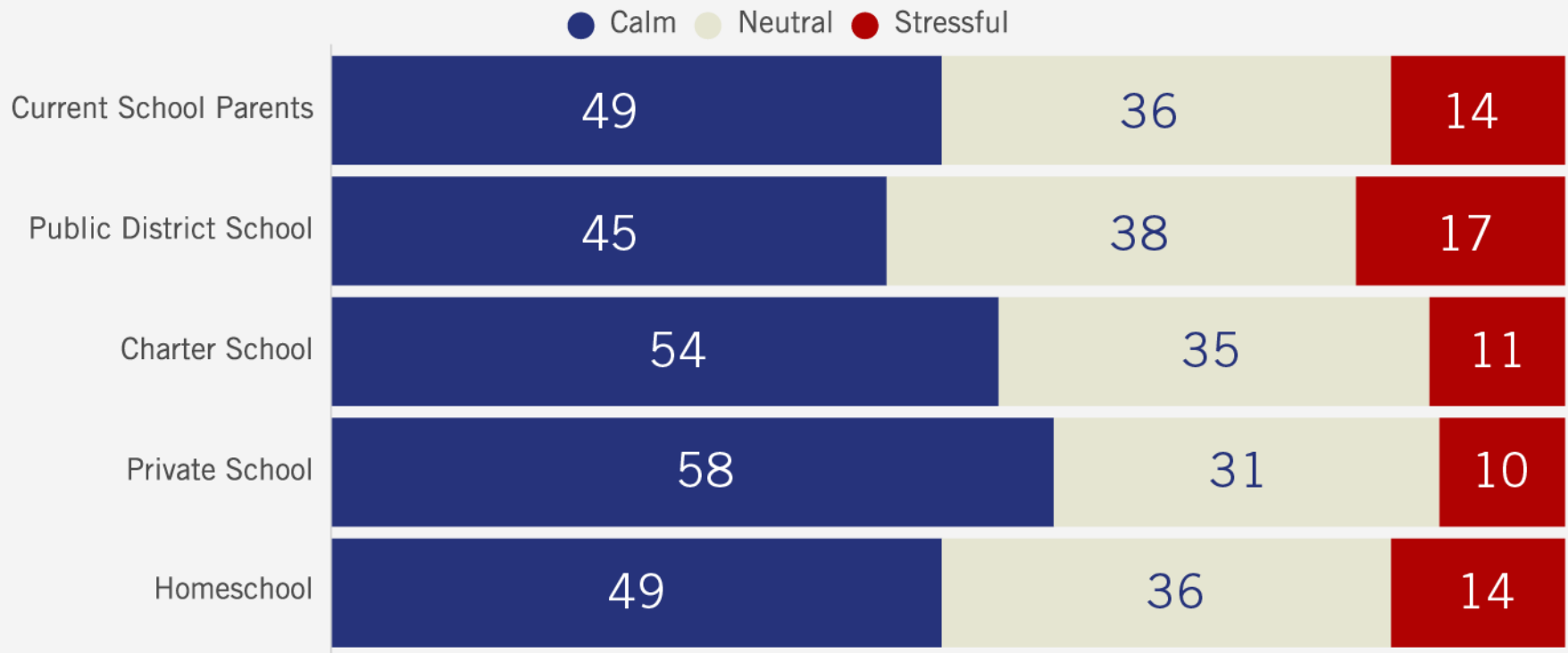
*Note:* For more information about school type subgroup samples, see the full report at [EdChoice.org/SIAashboard](https://EdChoice.org/SIAashboard).

*Sources:* EdChoice, 2023 Schooling in America Survey (conducted April 18–May 2, 2023), Q5–Q8; EdChoice, Schooling in America Survey, 2019–2022

# IS CHILD'S SCHOOL CALM OR STRESSFUL?

Private school parents are more likely to describe their child's school as calm compared to district school parents. Parents, regardless of sector, are much more likely to describe their child's school as calm rather than stressful.

*% of Current School Parents*



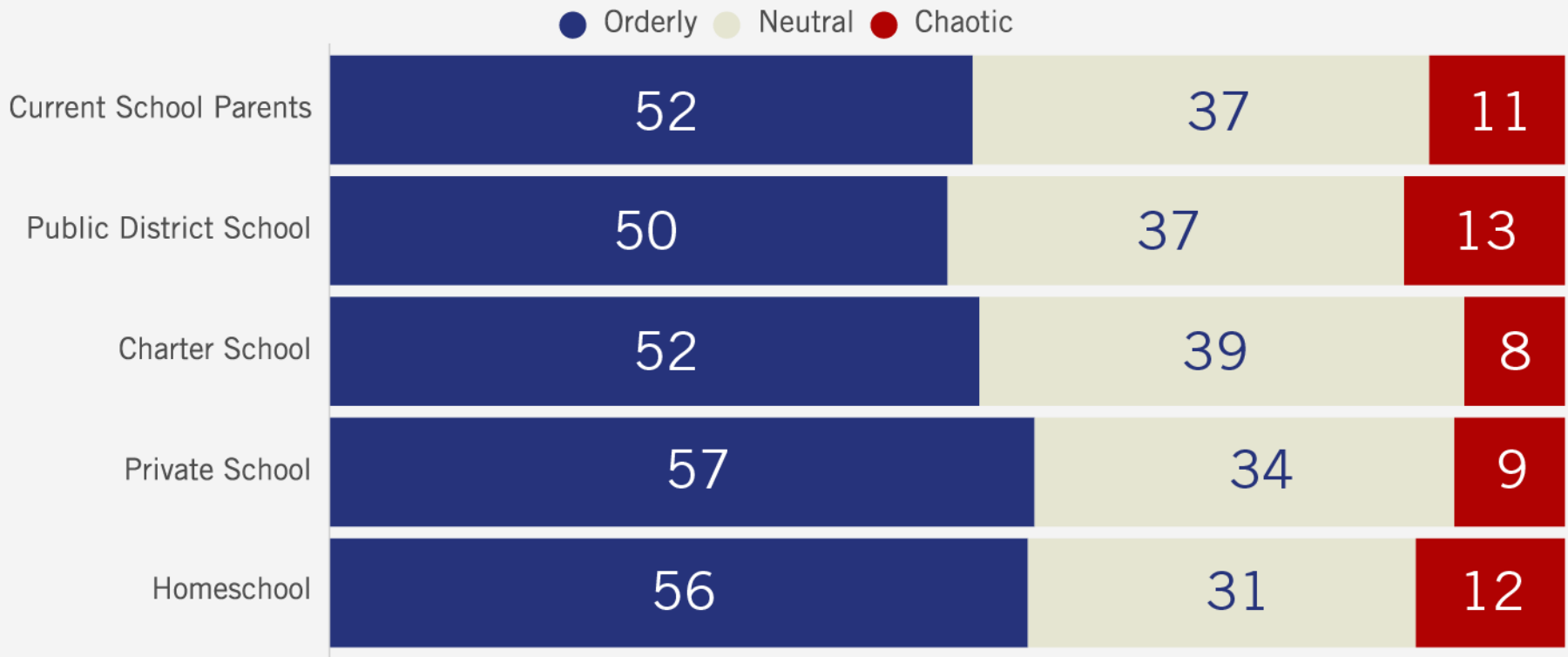
*Notes:* Respondents were permitted to skip the question, which is not shown. For more information about school type subgroup samples, see the full report at [EdChoice.org/SIAdashboard](https://EdChoice.org/SIAdashboard).

*Source:* EdChoice, 2023 *Schooling in America Survey* (conducted April 18–May 2, 2023), Q48

# IS CHILD'S SCHOOL ORDERLY OR CHAOTIC?

Regardless of sector, parents are much more likely to describe their child's school as orderly rather than chaotic.

*% of Current School Parents*



*Notes:* Respondents were permitted to skip the question, which is not shown. For more information about school type subgroup samples, see the full report at [EdChoice.org/SIAdashboard](https://EdChoice.org/SIAdashboard).

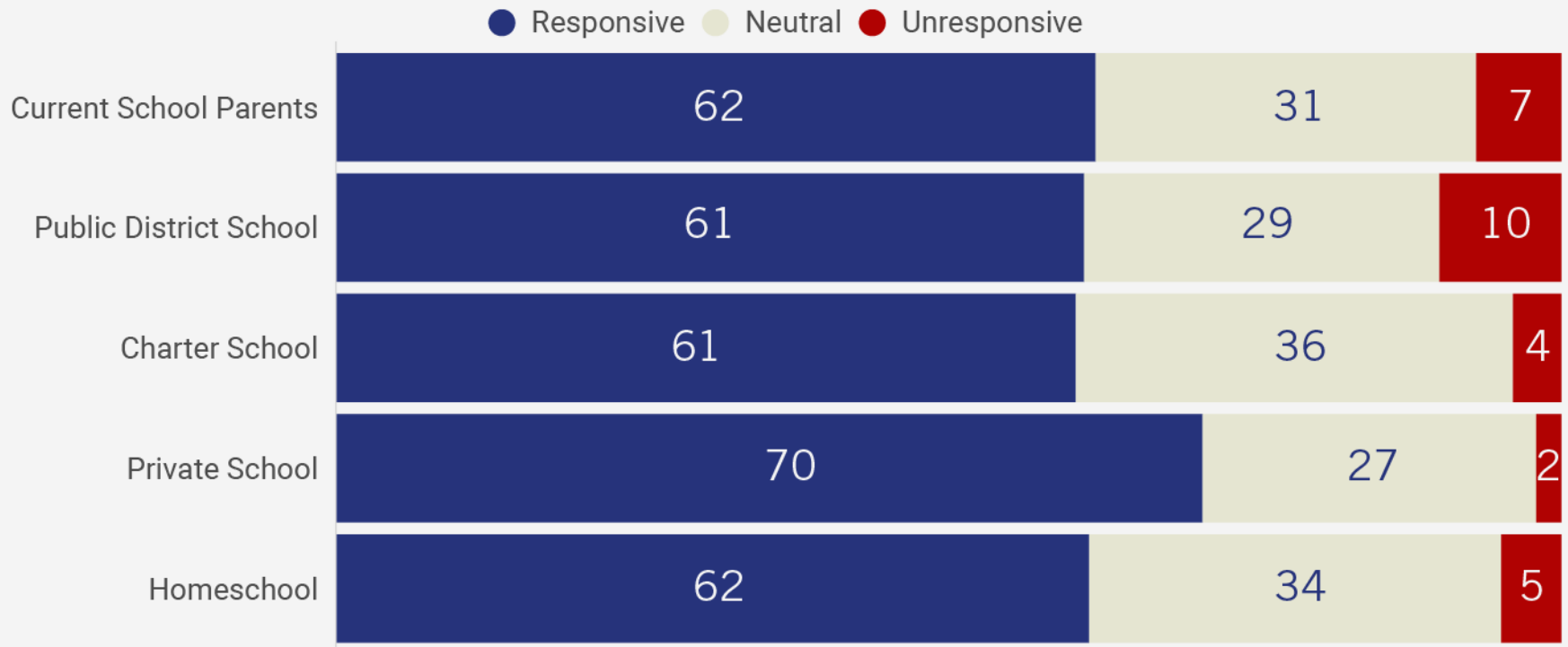
*Source:* EdChoice, 2023 *Schooling in America Survey* (conducted April 18–May 2, 2023), Q48



# IS CHILD'S SCHOOL RESPONSIVE OR UNRESPONSIVE

Private school parents are the most likely group to describe their child's school as responsive. Regardless of sector, parents are much more likely to describe their child's school as responsive rather than unresponsive.

*% of Current School Parents*



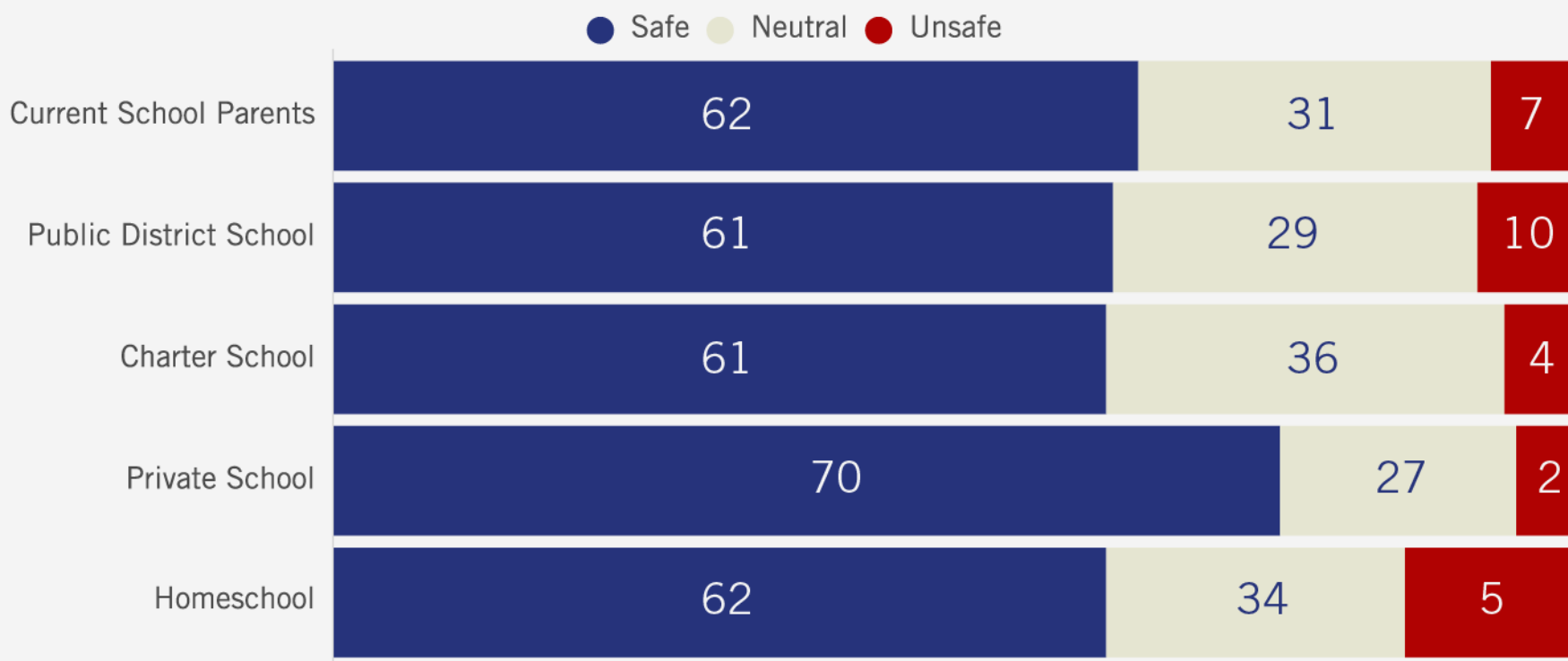
*Notes:* Respondents were permitted to skip the question, which is not shown. For more information about school type subgroup samples, see the full report at [EdChoice.org/SIAdashboard](https://EdChoice.org/SIAdashboard).

*Source:* EdChoice, *2023 Schooling in America Survey* (conducted April 18–May 2, 2023), Q48

# IS CHILD'S SCHOOL SAFE OR UNSAFE?

Private school parents are the most likely group to describe their child's school as safe. Regardless of sector, parents are much more likely to describe their child's school as safe rather than unsafe.

*% of Current School Parents*



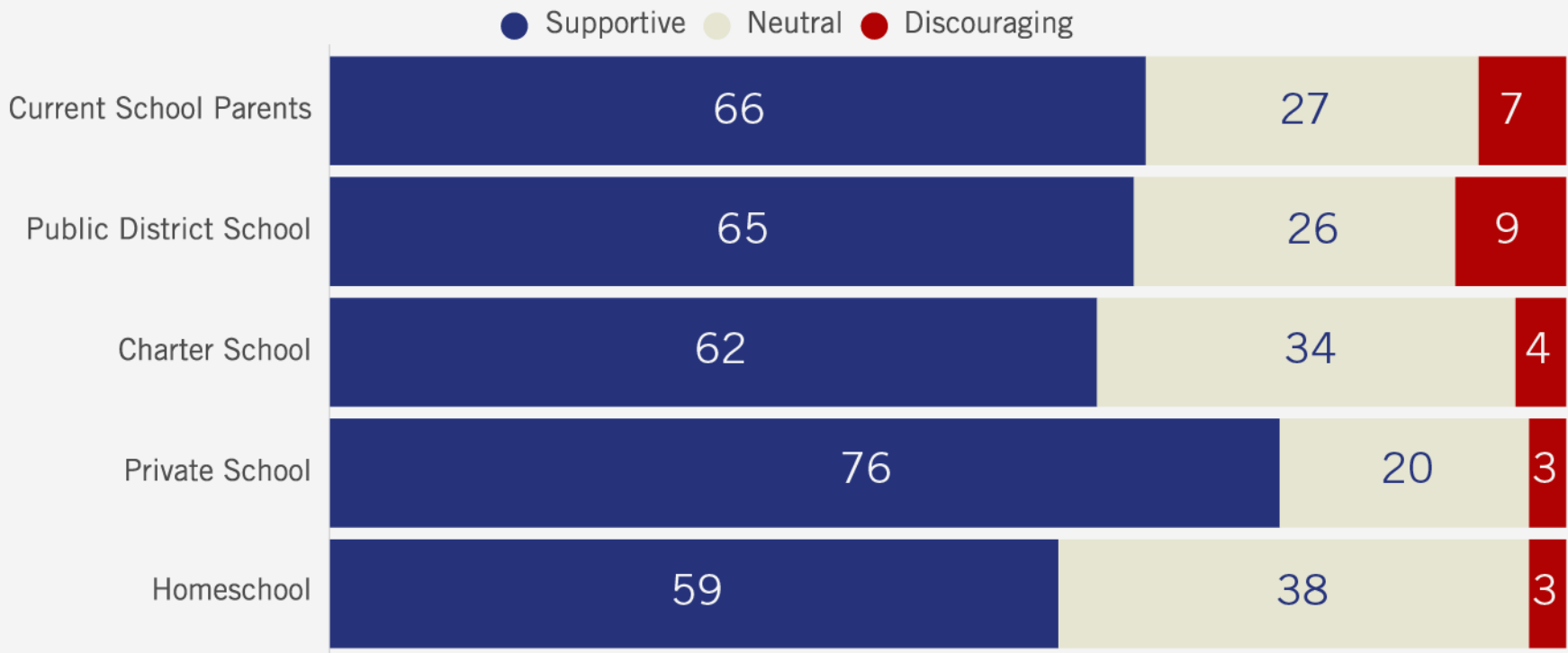
*Notes:* Respondents were permitted to skip the question, which is not shown. For more information about school type subgroup samples, see the full report at [EdChoice.org/SIAdashboard](https://EdChoice.org/SIAdashboard).

*Source:* EdChoice, 2023 Schooling in America Survey (conducted April 18–May 2, 2023), Q48

# IS CHILD'S SCHOOL SUPPORTIVE OR DISCOURAGING?

Private school parents are the most likely group to describe their child's school as supportive. Regardless of sector, parents are much more likely to describe their child's school as supportive rather than discouraging.

*% of Current School Parents*



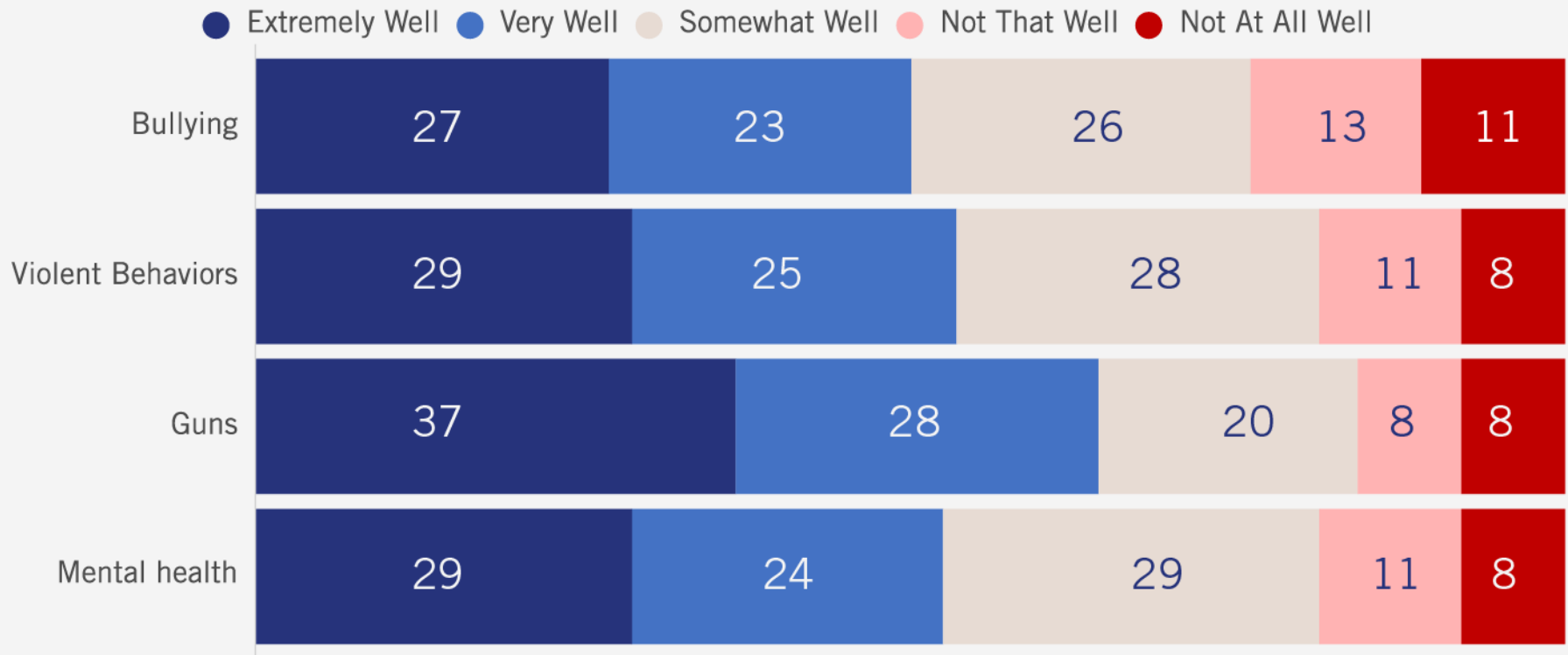
*Notes:* Respondents were permitted to skip the question, which is not shown. For more information about school type subgroup samples, see the full report at [EdChoice.org/SIAdashboard](https://EdChoice.org/SIAdashboard).

*Source:* EdChoice, *2023 Schooling in America Survey* (conducted April 18–May 2, 2023), Q48

# SCHOOLS' HANDLING OF SAFETY ISSUES

Parents are more likely to think their children's schools are handling key safety issues well than poorly.

*% of Current School Parents*

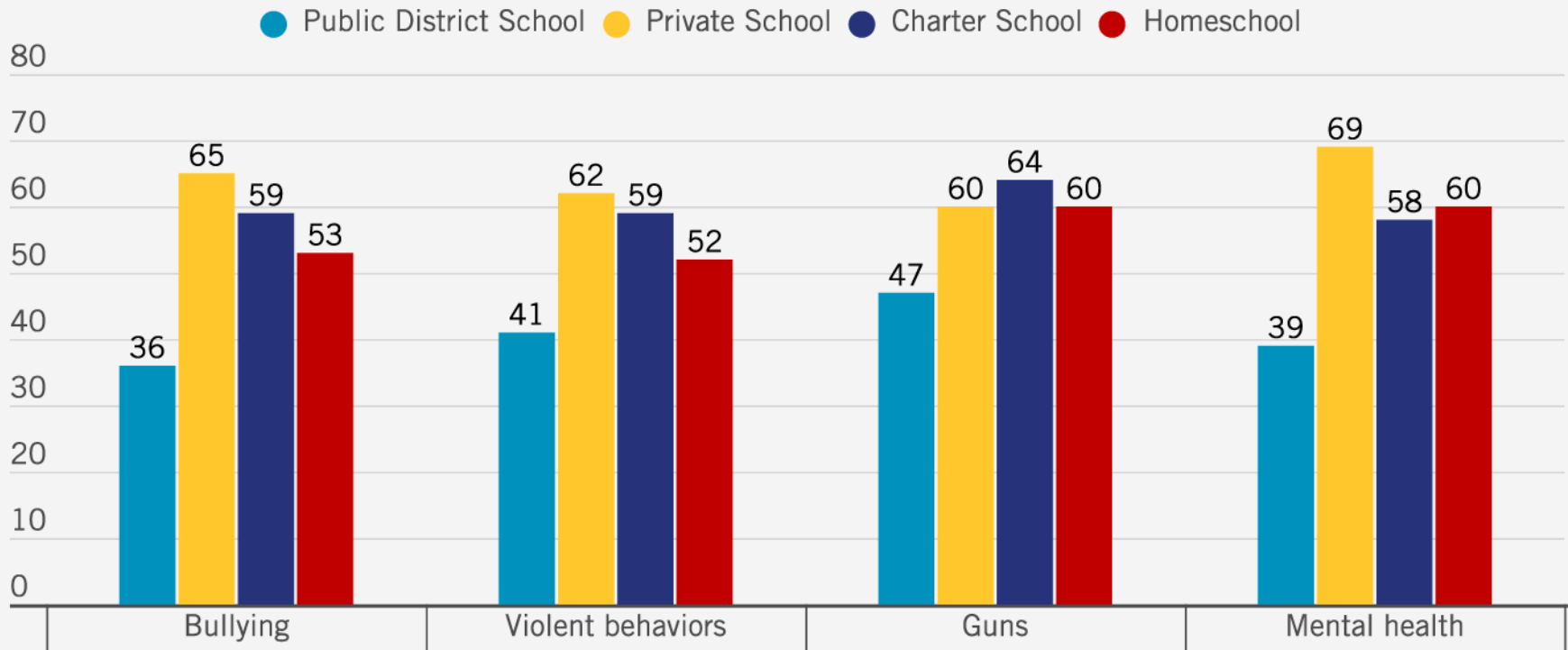


*Notes:* Don't Know/No Opinion/Skip not shown. *Source:* EdChoice, 2023 Schooling in America Survey (conducted April 18–May 2, 2023), Q52

# SCHOOLS' HANDLING OF SAFETY ISSUES BY SCHOOL TYPE, 2023

More than half of charter school, private school, and homeschool parents feel their schools handle four major safety issues at least "very well." District school parents are more negative by comparison.

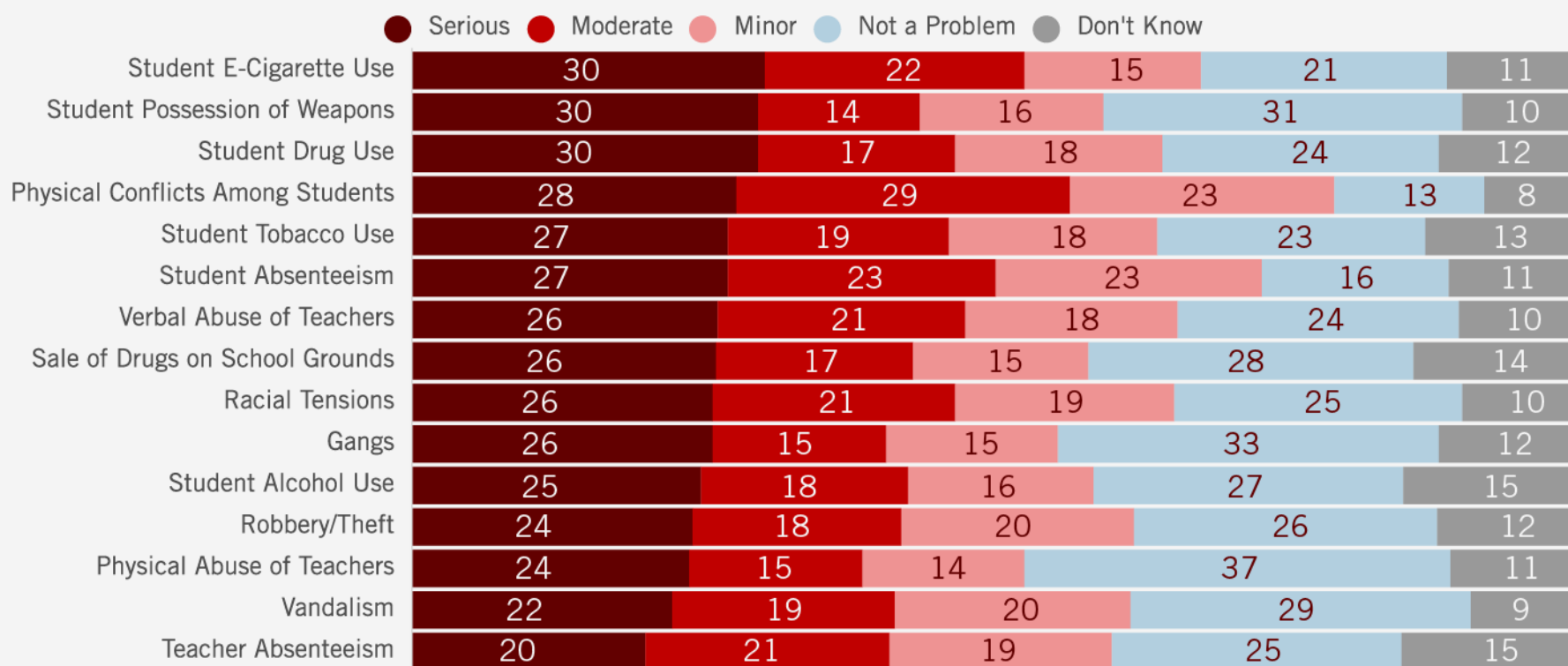
*% of Current School Parents responding "extremely well" or "very well"*



# PROBLEMS AT SCHOOL IN 2022-23 SCHOOL YEAR

At least one-fourth of parents cited 11 of 15 listed issues as a serious problem in their child's school. Physical conflicts were most likely to be named as at least a minor problem in the 2022-23 school year.

*% of Current School Parents*

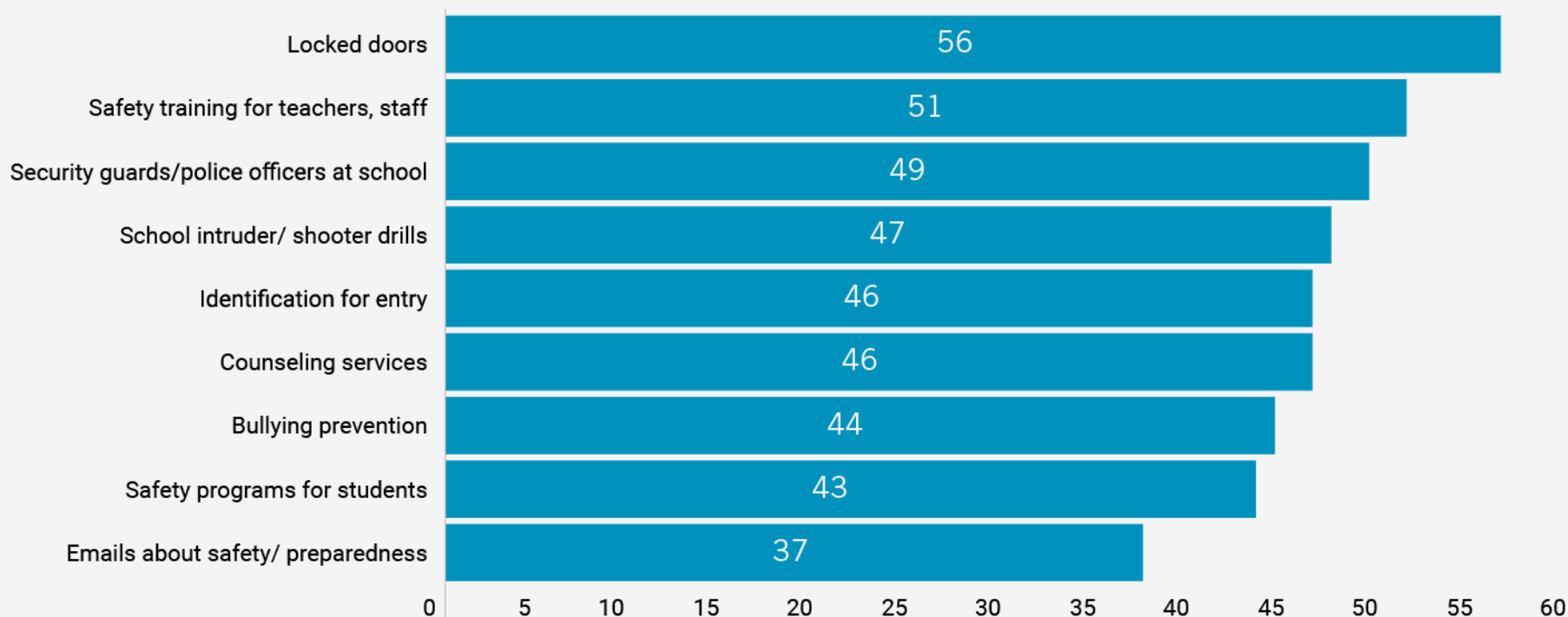


*Notes:* Respondents were permitted to skip the question, which is not shown. *Source:* EdChoice, 2023 Schooling in America Survey (conducted April 18–May 2, 2023), Q47

# SAFETY MEASURES OBSERVED AT SCHOOLS

Parents most often say locked doors are prevalent safety measures observed at their children's schools.

*% of Current School Parents*

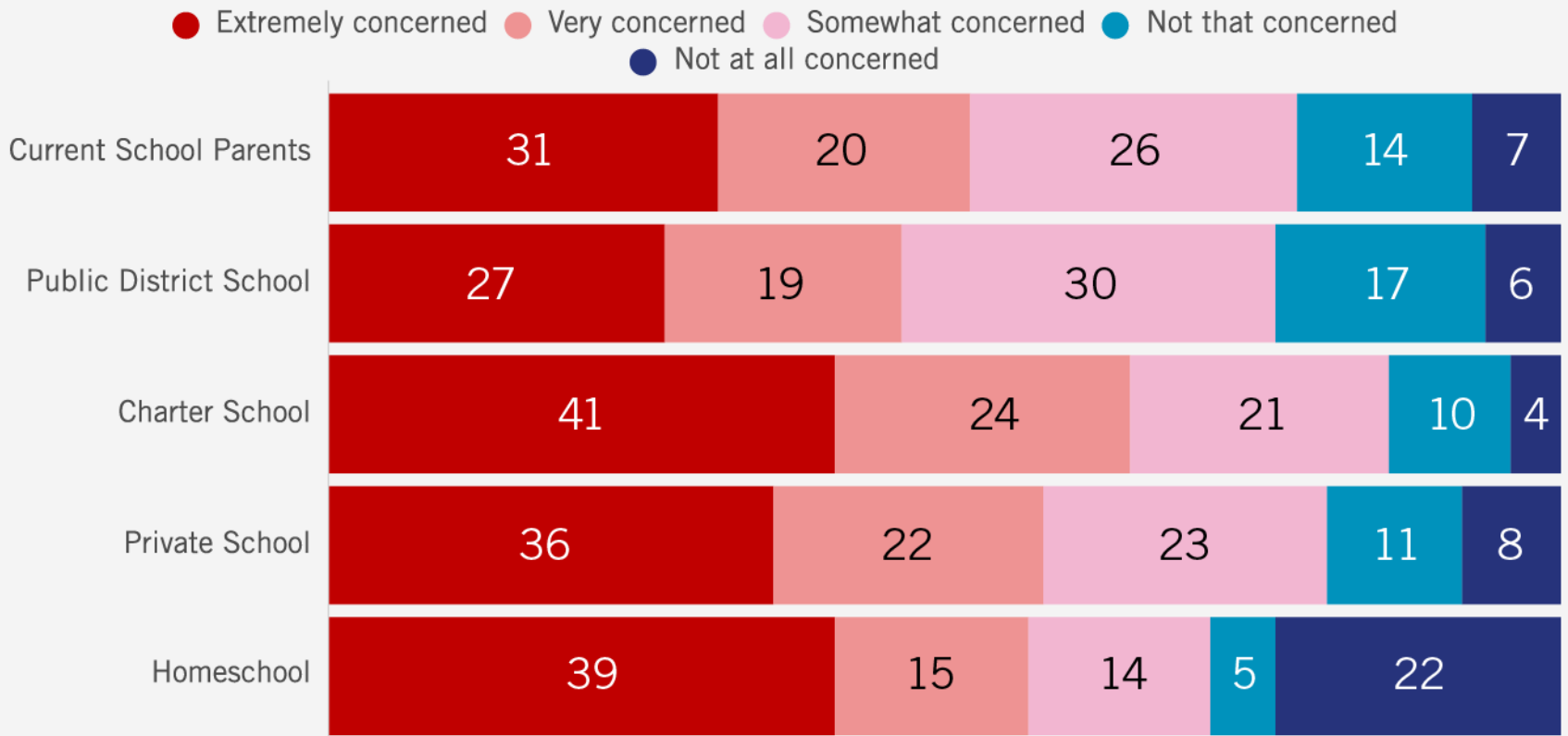


*Notes:* Respondents were permitted to skip the question, which is not shown. *Source:* EdChoice, *2023 Schooling in America Survey* (conducted April 18–May 2, 2023), Q53

# CONCERN ABOUT VIOLENT INTRUDERS, 2023

Half of parents show a high level of concern that a violent intruder could enter their child's school. Concern is highest among charter school and private school parents.

*% of Current School Parents*



*Notes:* Respondents were permitted to skip the question, which is not shown. *Source:* EdChoice, *2023 Schooling in America Survey* (conducted April 18–May 2, 2023), Q49

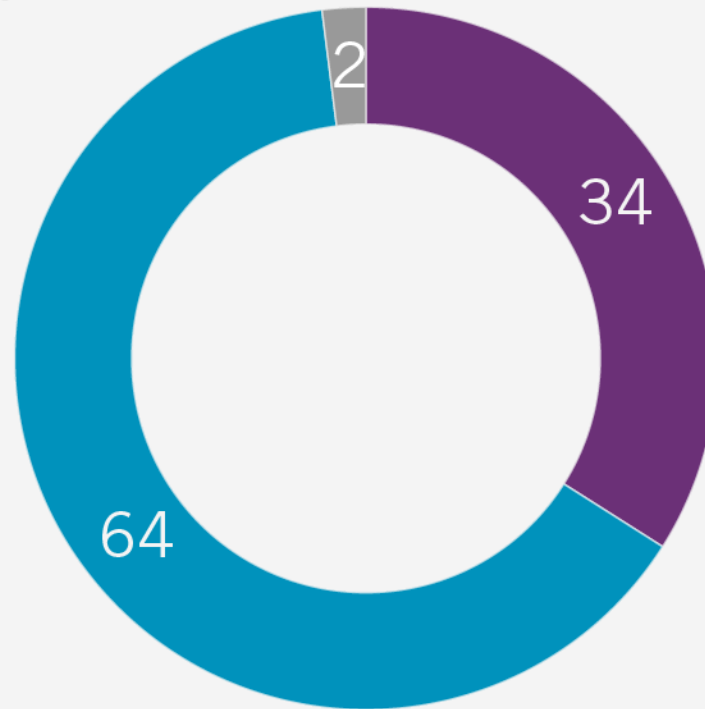


# SCHOOL SWITCHERS, 2023

Roughly one-third of parents say their child has switched schools at some point.

*% of Current School Parents*

- Yes, my child has changed schools
- No, my child has not changed schools
- I don't know if my child has switched schools



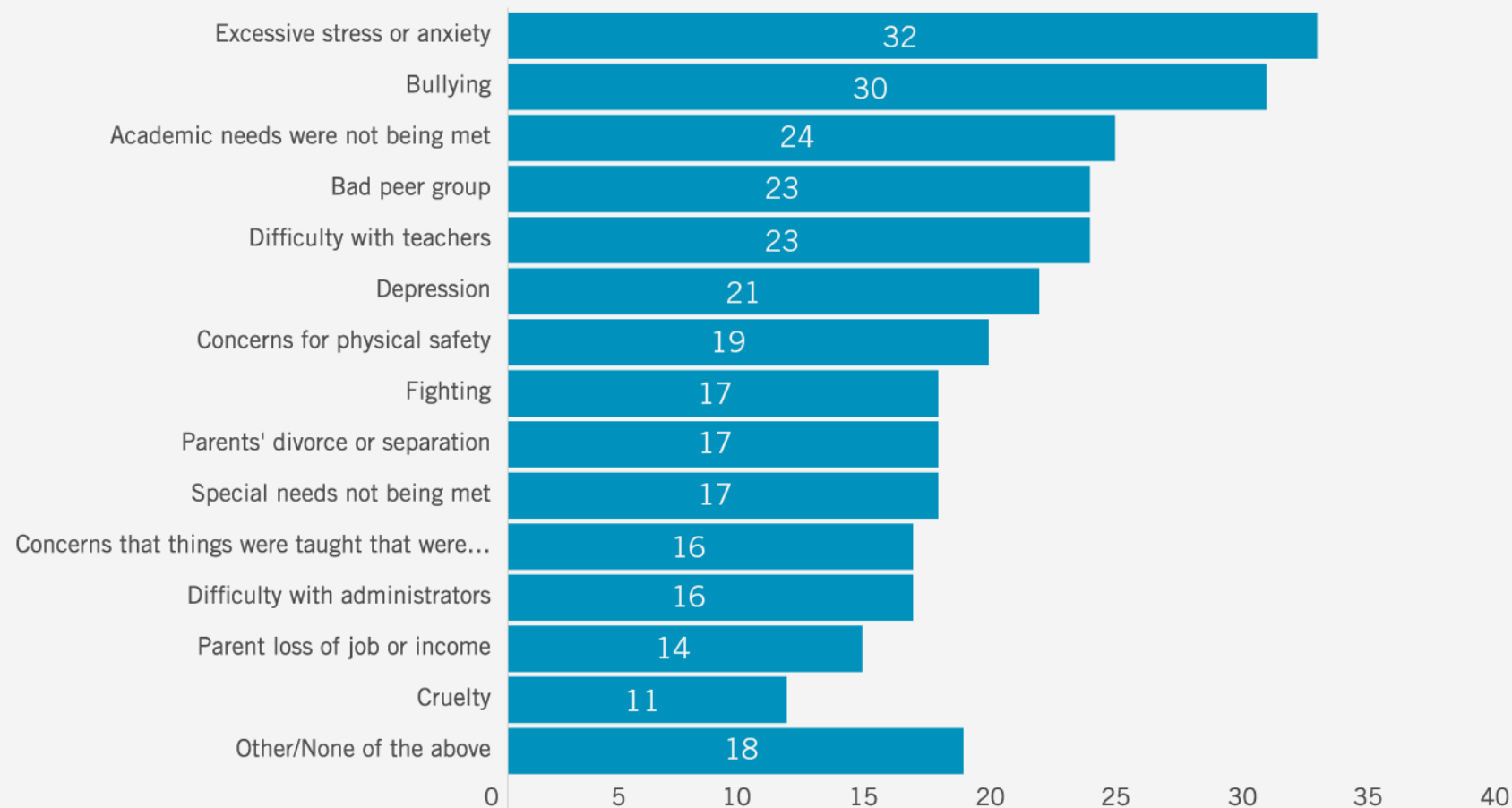
*Notes:* Switchers do not include parents with children who have only changed schools when moving from elementary school to middle school or middle school to high school.

*Source:* EdChoice, 2023 *Schooling in America Survey* (conducted April 18–May 2, 2023), Q50

# PROBLEMS AT FORMER SCHOOL, 2023

Parents are most likely to cite stress, anxiety, and bullying as problems their children faced in their former schools.

*% of Current School Parents with at least one child who has switched schools*

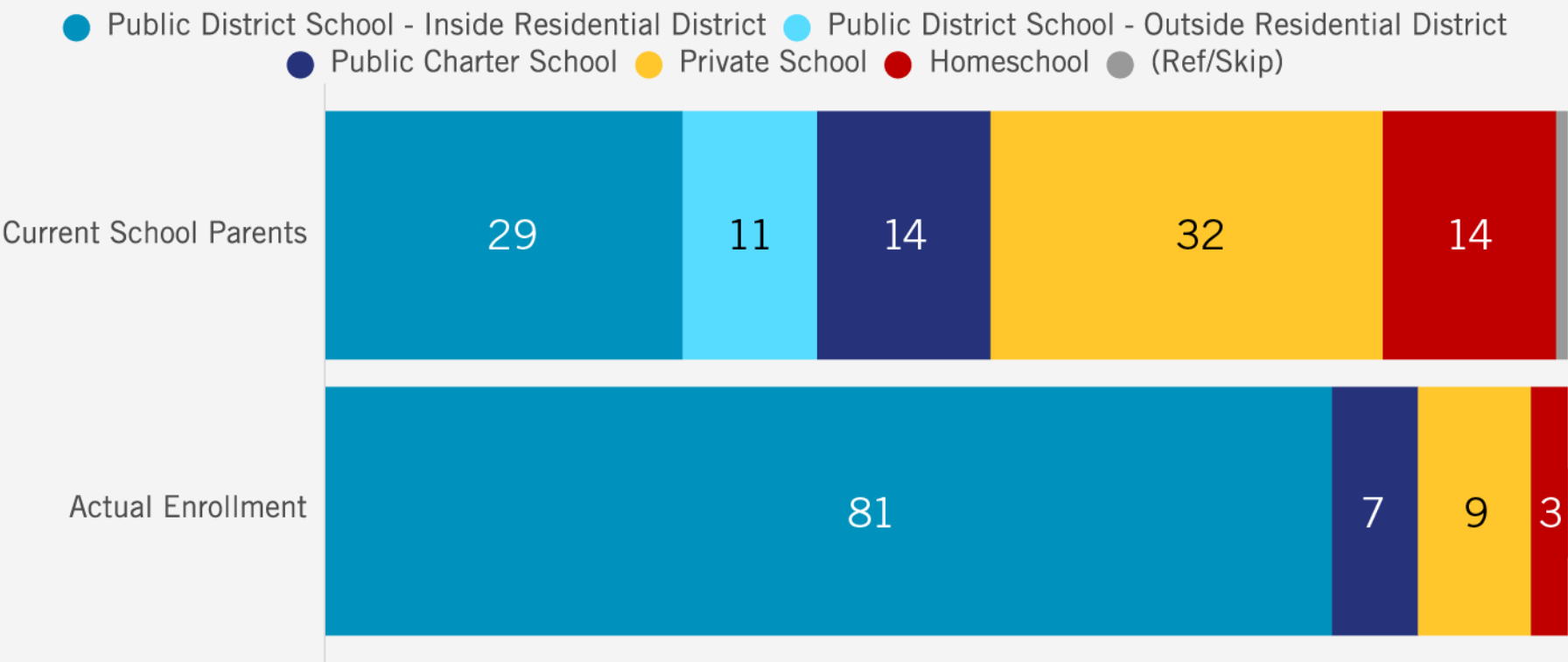


*Notes:* Respondents were permitted to skip the question, which is not shown. *Source:* EdChoice, 2023 Schooling in America Survey (conducted April 18–May 2, 2023), Q51

# SCHOOL TYPE PREFERENCE VS. ENROLLMENT, 2023

There is a substantial disconnect between parents' schooling preferences and actual enrollment patterns. More than 70 percent of parents would choose a type of school other than their local public district school.

% of Respondents

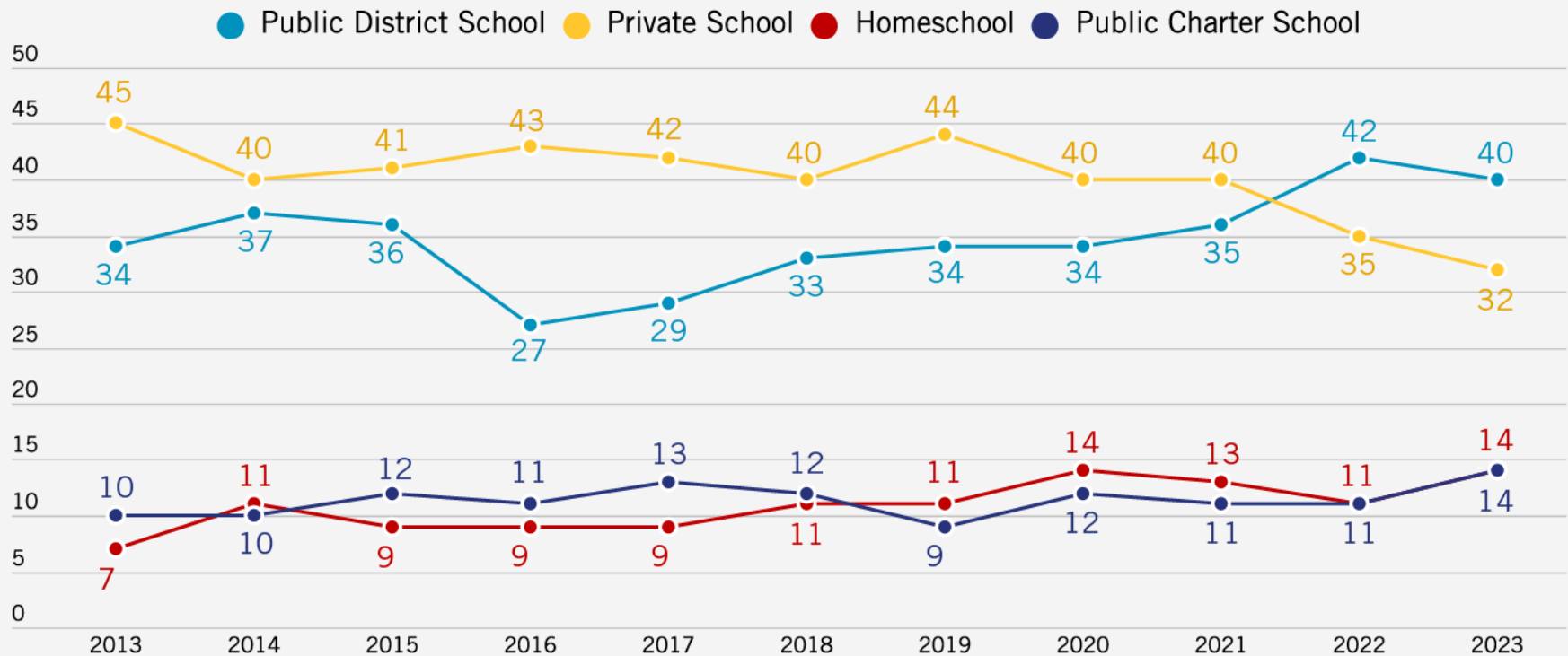


Notes: The percentages in this chart reflect a composite that averages split samples' responses to two slightly different versions of this question. Responses within parentheses were volunteered: "Ref" means "Refusal." For the online survey, the respondent was permitted to skip the question. NCES does not split out inter- and intra-district choice.  
Sources: Authors' calculations; Drew Catt and Manasa Swaminathan, January 23, 2023, 2023 EdChoice Share: Where Are America's Students Educated?, EdChoice; 2023 Schooling in America Survey (conducted April 18–May 2, 2023), Q13

# PARENTS' SCHOOLING PREFERENCES, 2013-2023

The proportion of parents saying they would first choose a private school has dropped by 8 points since 2021.

% of Current School Parents



Notes: In 2022, we began including two response options for public district school - inside school district and outside of school district. Phone-only survey results shown for 2013–2017. Mixed-mode results (online and phone) shown for 2018–2023. Baseline responses used for 2013–2015 and descriptive responses used for all other years.

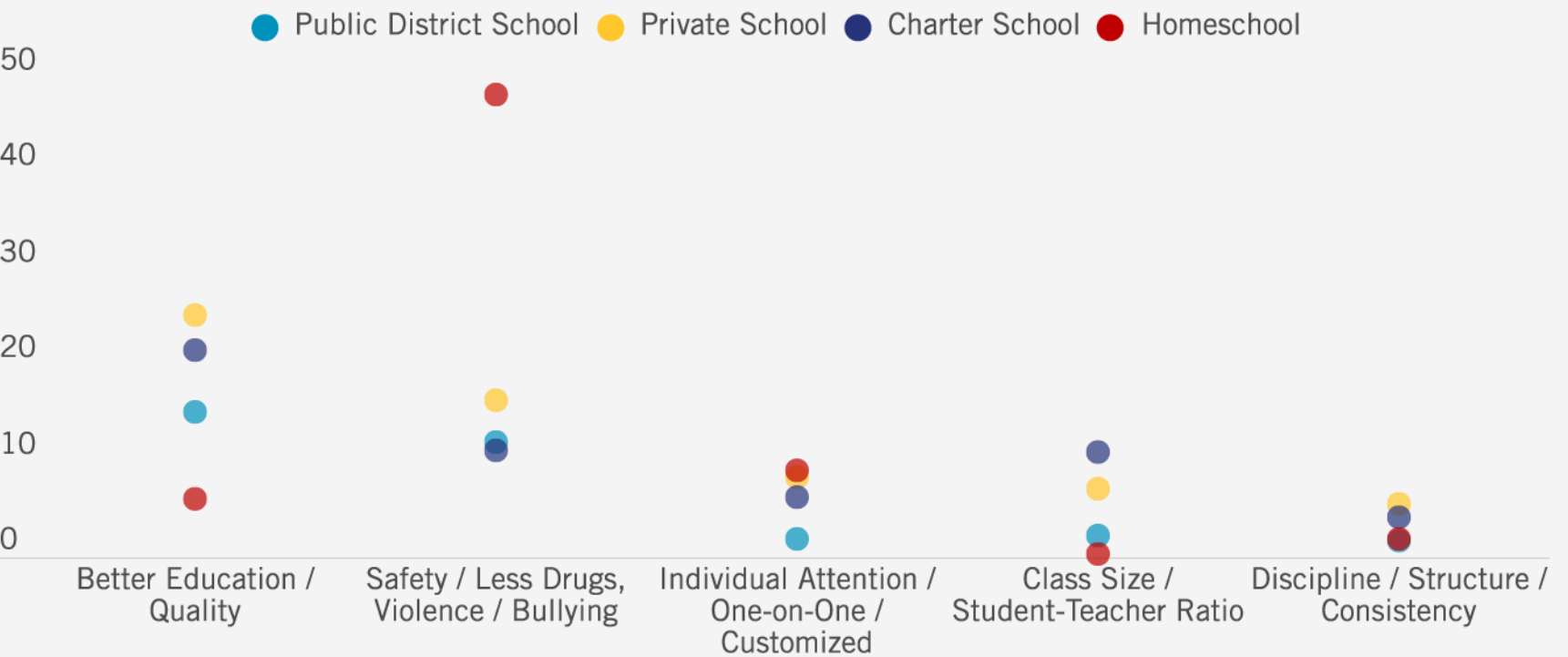
Sources: EdChoice, *2023 Schooling in America Survey* (conducted April 18–May 2, 2023), Q13; EdChoice, *Schooling in America Survey*, 2016–2022; Friedman Foundation for Educational Choice, *Schooling in America Survey*, 2013–2015

# PARENTS' TOP REASON FOR SCHOOL TYPE, 2023

Homeschool parents are much more likely to say safety is the most important attribute when choosing a school for their child.

## AMONG TOP FIVE REASONS

% of Current School Parents having a preference for school type

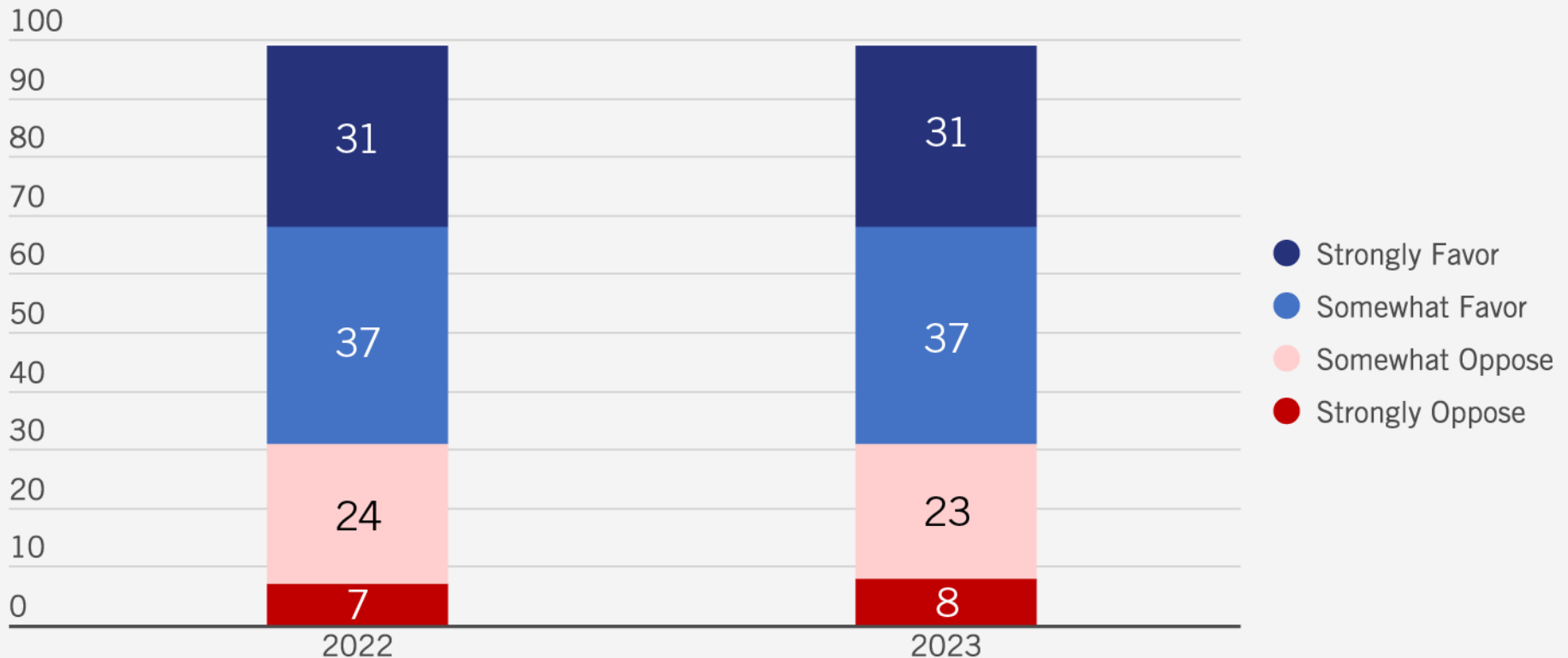


Notes: However, all percentages reflect the count of coded responses divided by the total number of weighted interviews. For more information about school type subgroup samples, see the full report at [EdChoice.org/SIAdashboard](https://EdChoice.org/SIAdashboard).  
Source: EdChoice, 2023 Schooling in America Survey (conducted April 18–May 2, 2023), Q14

# PARENTS' FAVORABILITY OF HOMESCHOOLING, 2022-2023

Parents' favorability towards homeschooling has remained strong since 2022.

*% of Current School Parents*



*Notes:* Respondents were permitted to skip the question, which is not shown.

*Source:* EdChoice, 2023 *Schooling in America Survey* (conducted April 18–May 2, 2023), Q27; EdChoice, *Schooling in America Survey*, 2022-2023

# K-12 Choice Policies

# POLICY DESCRIPTIONS USED

## Education Savings Accounts

An "education savings account" in K–12 education – often called an ESA – establishes for parents a government-authorized savings account with restricted, but multiple uses for educational purposes. Parents can then use these funds to pay for: school tuition; tutoring; online education programs; therapies for students with special needs; textbooks or other instructional materials; or save for future college expenses.

## Charter Schools

Charter schools are public schools that have more control over their own budget, staff, and curriculum, and are exempt from many existing public school regulations.

## School Vouchers

A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to parents in the form of a 'school voucher' to pay partial or full tuition for the child's school.

## Open Enrollment

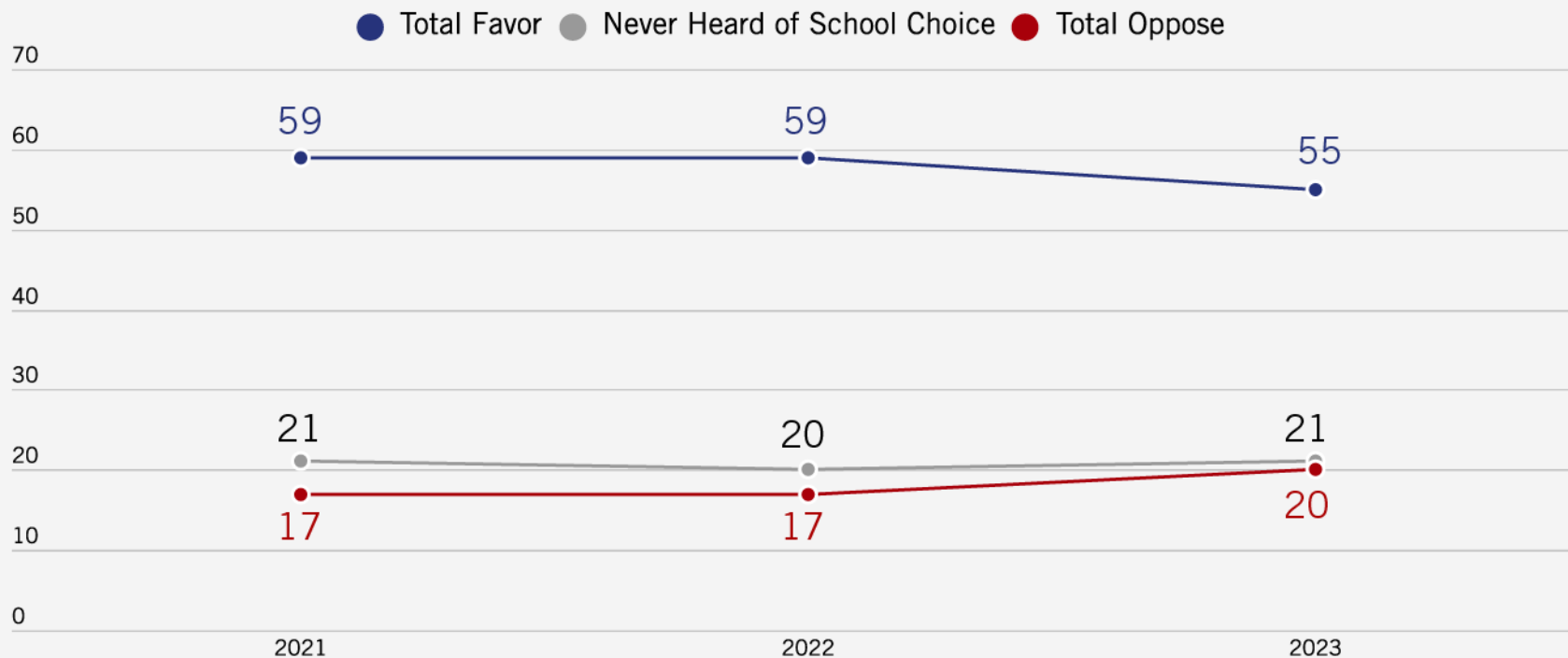
An "open enrollment" policy in K-12 education allows a student enrolled in public school to select and transfer to a public school of their choice, rather than attending a school based on where they live. A student can be allowed to transfer to a public school in another district (called "INTER-district"). The policy is based on a first come, first served process until districts are no longer able to accommodate new students.



# SCHOOL CHOICE FAVORABILITY - WITHOUT A DESCRIPTION, 2021-2023

A majority of Americans continue to support “school choice” – without any description – though that level has slightly dipped since last year.

% of *General Population*



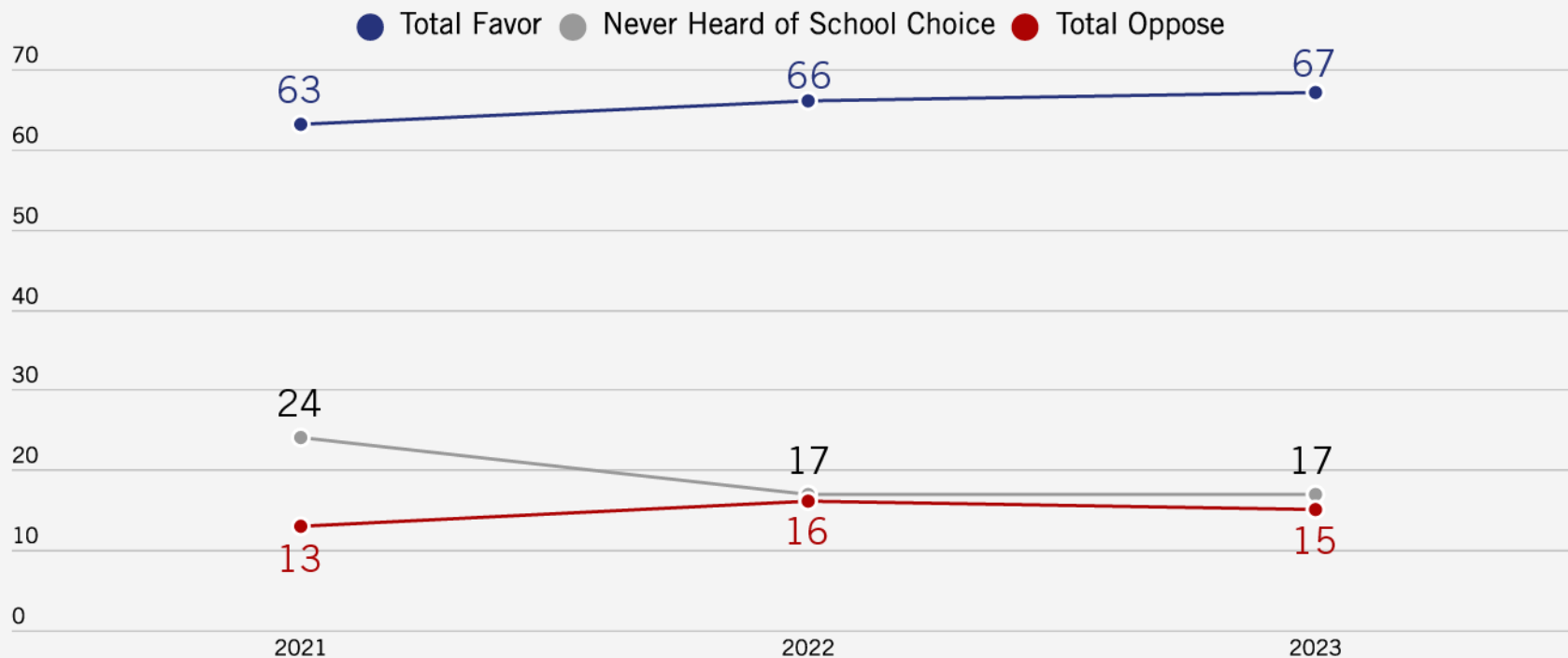
Notes: Responses of "Don't Know" or "Not Applicable" not shown. Respondents were permitted to skip the question, which is also not shown.

Sources: EdChoice, *2023 Schooling in America Survey* (conducted April 18–May 2, 2023), Q15; EdChoice, *Schooling in America Survey*, 2021, 2022

# SCHOOL CHOICE FAVORABILITY - WITHOUT A DESCRIPTION, 2021-2023

School parents' support for "school choice" remained strong in 2023.

% of *Current School Parents*



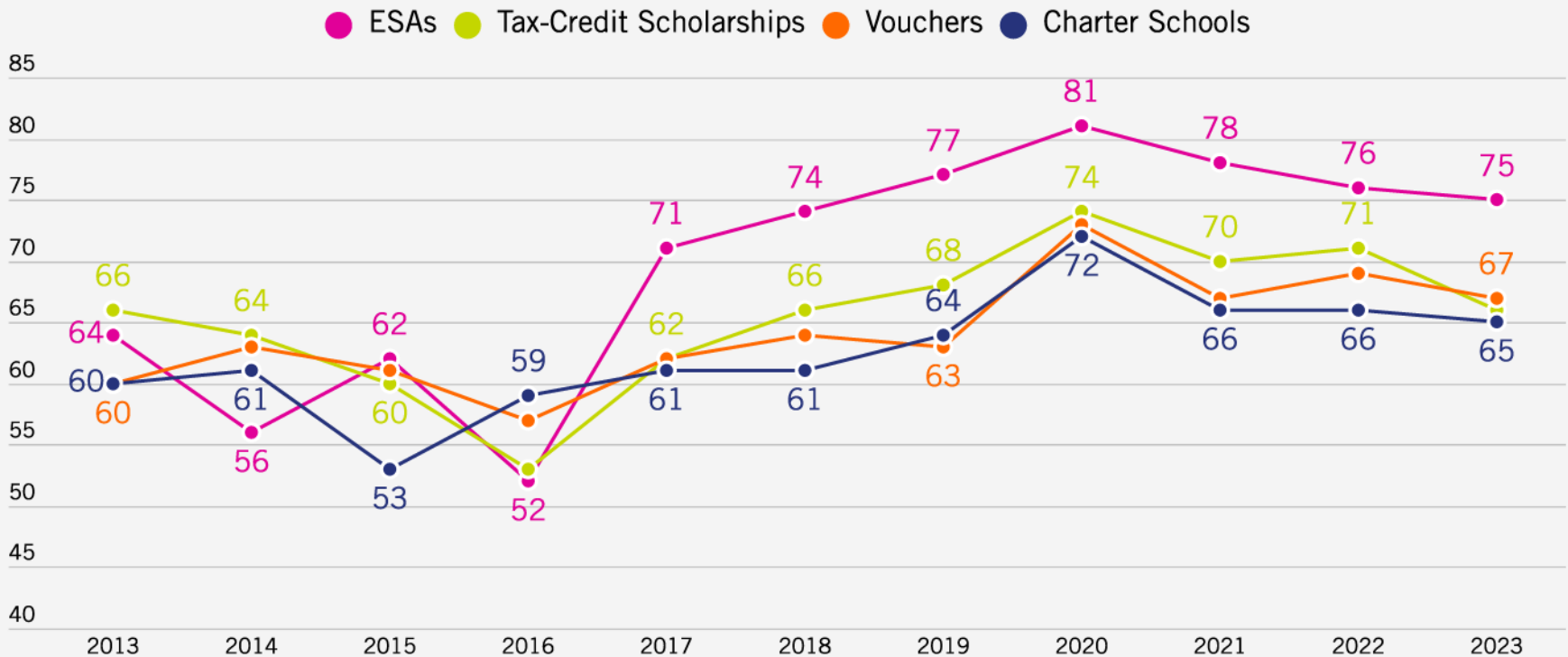
Notes: Responses of "Don't Know" or "Not Applicable" not shown. Respondents were permitted to skip the question, which is also not shown.

Sources: EdChoice, 2023 Schooling in America Survey (conducted April 18–May 2, 2023), Q15; EdChoice, Schooling in America Survey, 2021, 2022

# PUBLIC FAVORABILITY OF K-12 CHOICE POLICIES, 2013-2023

At least two-thirds of Americans support four types of educational choice policies. But levels decreased slightly since last year.

% of General Population



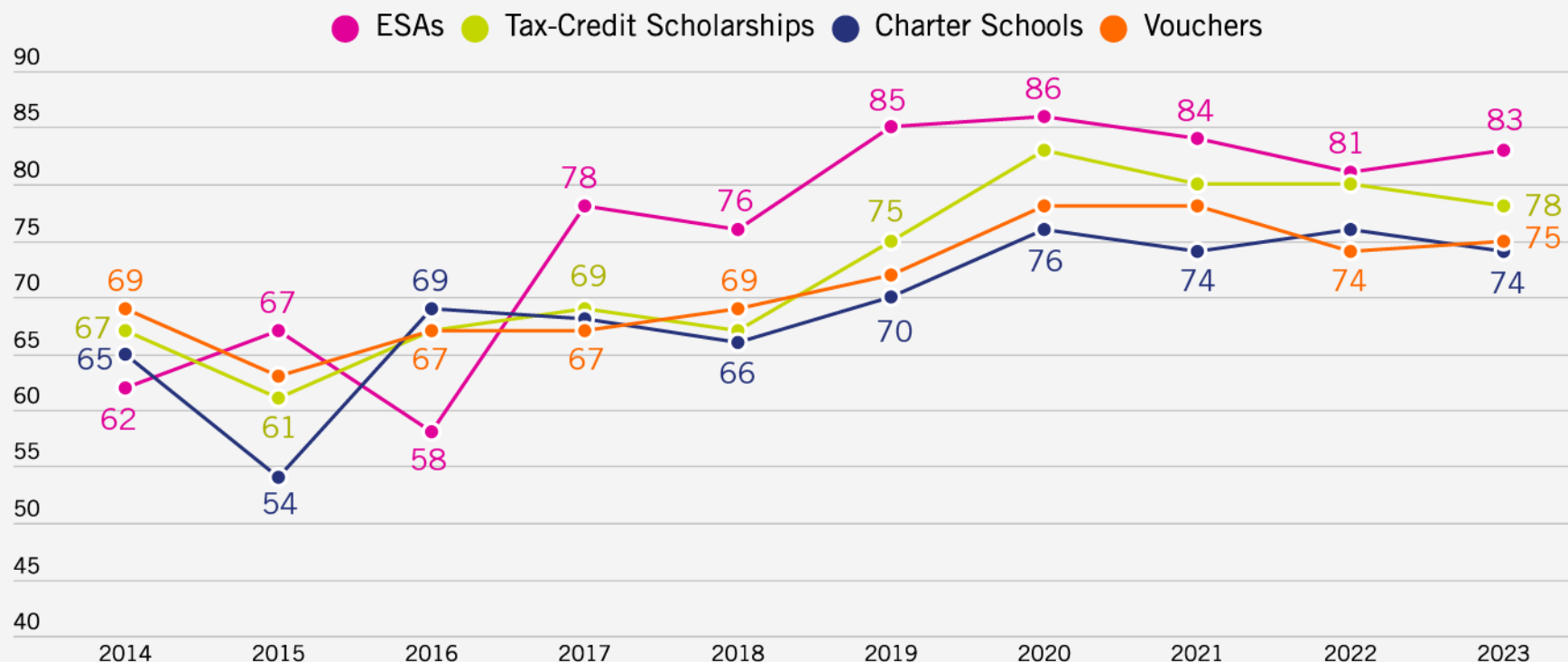
Notes: From 2013–2015 we slightly changed question wording to more accurately reflect the features of an education savings account (ESA) program and to avoid the inclusion of potentially loaded words or limiting ESA uses. Phone-only survey results shown for 2013–2017. Mixed-mode results (online and phone) shown for 2018–2023.

Sources: EdChoice, *2023 Schooling in America Survey* (conducted April 18–May 2, 2023), Q17, Q19, Q21, and Q25; EdChoice, *Schooling in America Survey*, 2016–2022; Friedman Foundation for Educational Choice, *Schooling in America Survey*, 2013–2015

# PARENT FAVORABILITY OF K-12 CHOICE POLICIES, 2014-2023

Education savings accounts (ESAs) remain parents' most popular educational choice policy for the seventh consecutive year.

% of Current School Parents



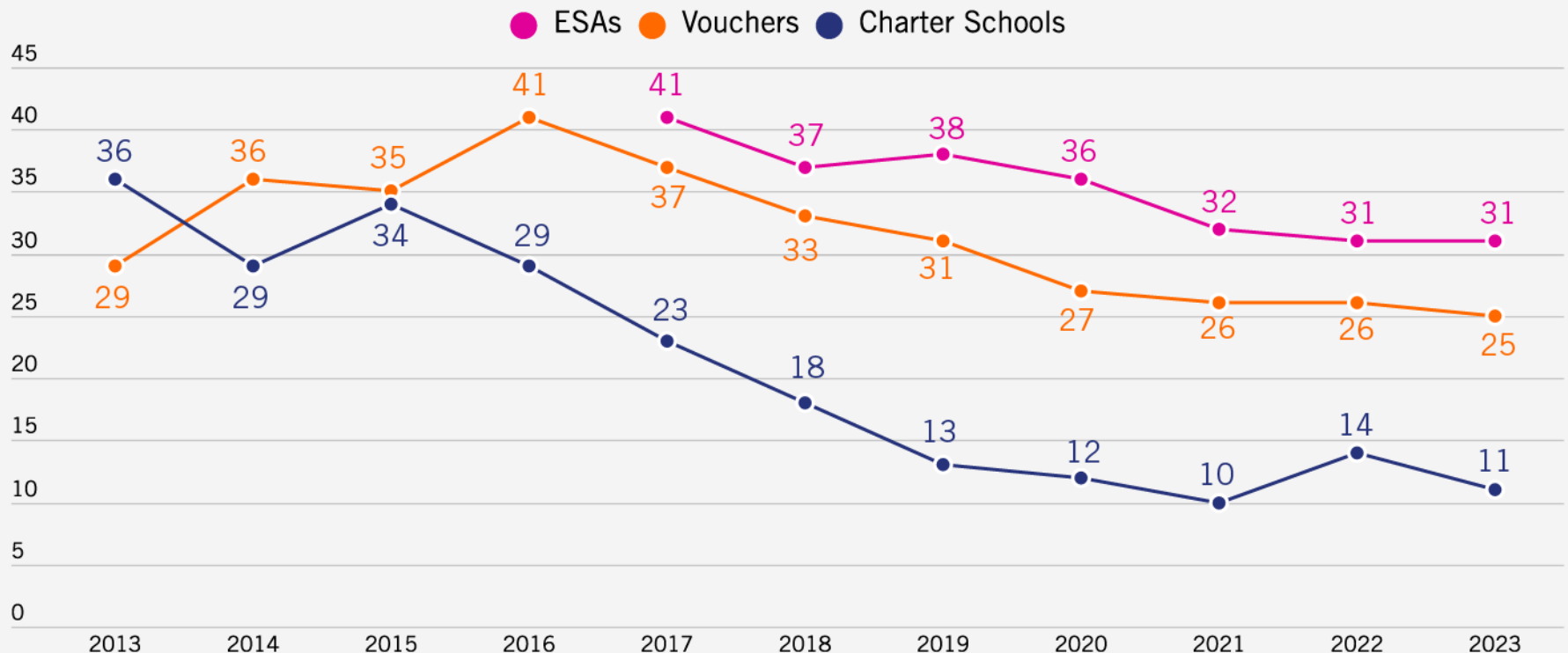
Notes: From 2014–2015 we slightly changed question wording to more accurately reflect the features of an education savings account (ESA) program and to avoid the inclusion of potentially loaded words or limiting ESA uses. Phone-only survey results shown for 2014–2017. Mixed-mode results (online and phone) shown for 2018–2023.

Sources: EdChoice, *2023 Schooling in America Survey* (conducted April 18–May 2, 2023), Q17, Q19, Q21, and Q25; EdChoice, *Schooling in America Survey*, 2016–2022; Friedman Foundation for Educational Choice, *Schooling in America Survey*, 2014–2015

# AWARENESS OF K-12 CHOICE POLICIES, 2013-2023

The proportions of people who have never heard of ESAs, school vouchers, or charter schools have been relatively stable since 2021.

*% of Respondents replying "never heard of [K-12 choice policy]"*



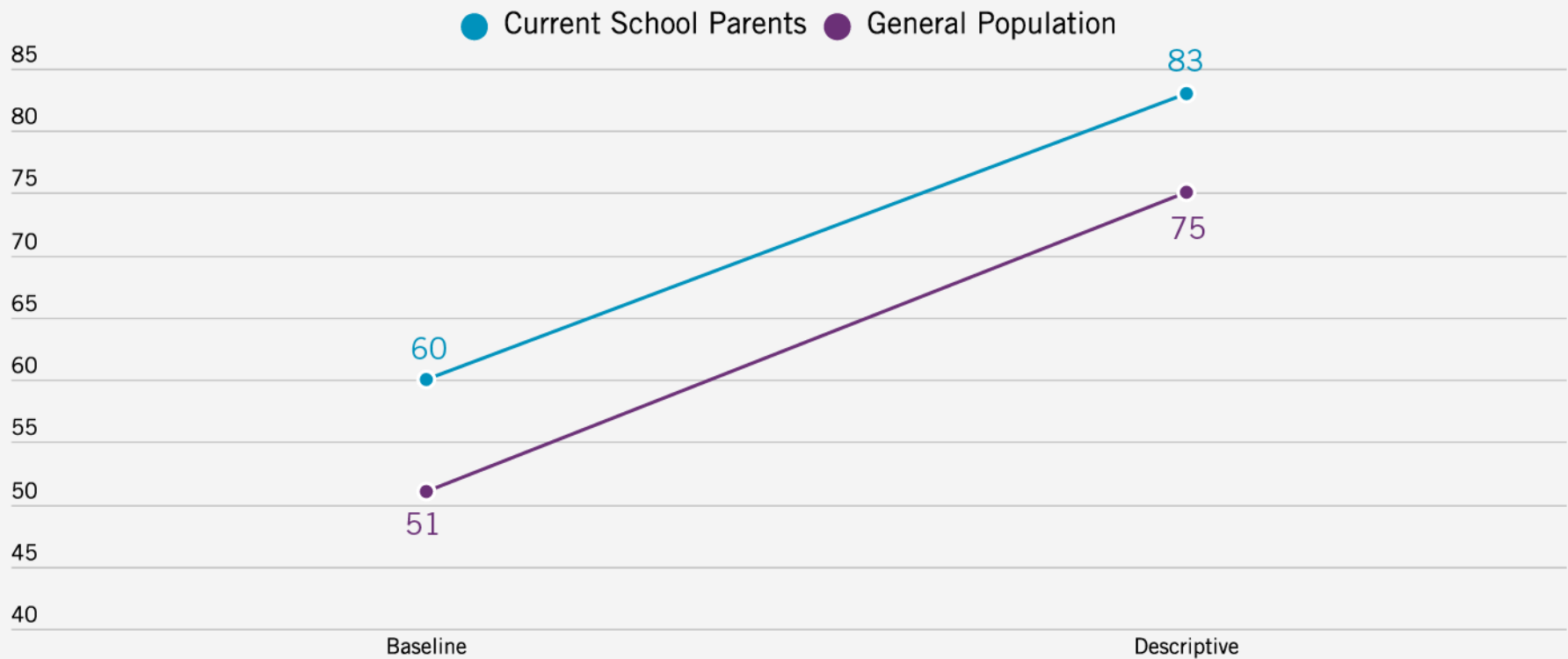
*Notes:* From 2013–2017 response option was combined "Never Heard of [Education Choice Type], or Don't Know," in 2018 response option was "Don't Know," and from 2019 to 2022 response option was "Never Heard of [Educational Choice Type]." Phone-only survey results shown for 2013–2017. Mixed-mode results (online and phone) shown for 2018–2023.

*Sources:* EdChoice, *2023 Schooling in America Survey* (conducted April 18–May 2, 2023), Q16, Q18, and Q20; EdChoice, *Schooling in America Survey*, 2016–2022; Friedman Foundation for Educational Choice, *Schooling in America Survey*, 2013–2015

# EDUCATION SAVINGS ACCOUNTS (ESA) FAVORABILITY - WITHOUT VS. WITH DESCRIPTION, 2023

When given a description of ESAs, support increased by 23 points for both parents and the general population.

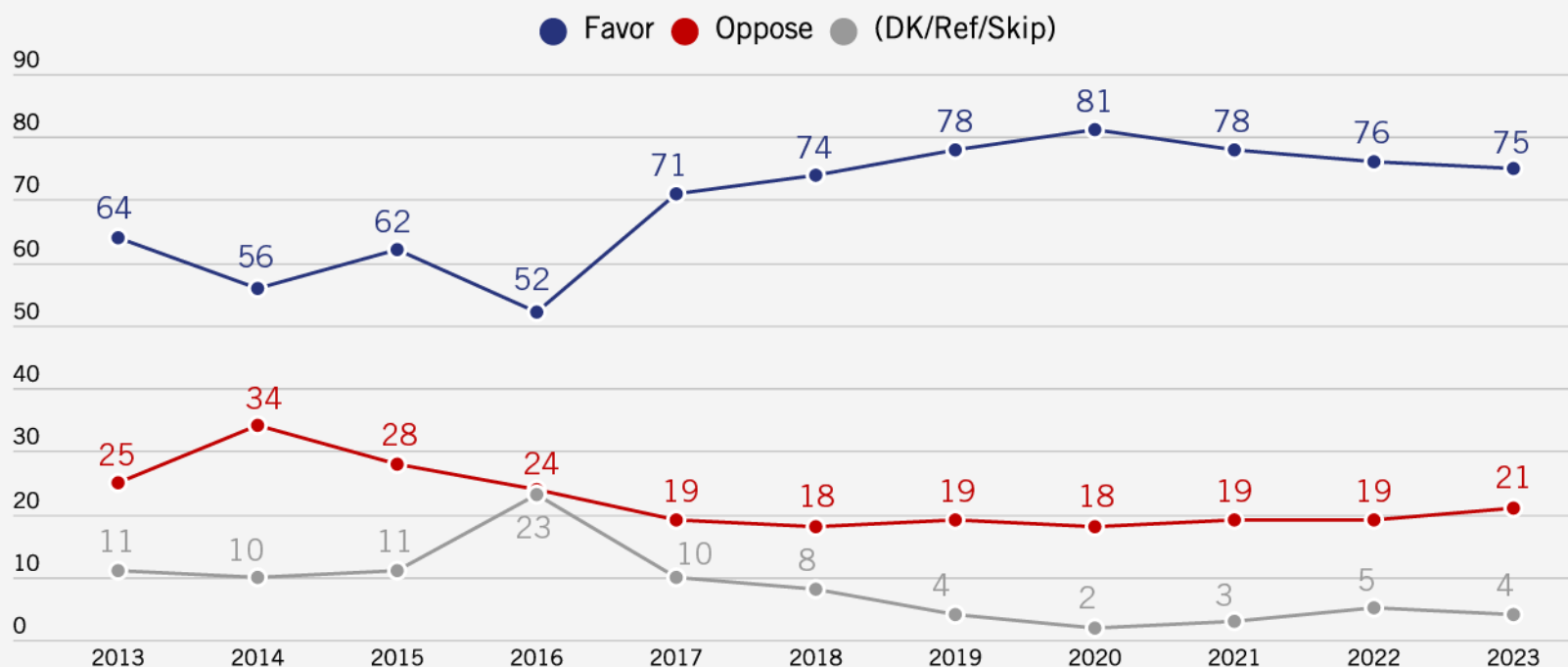
*% of Respondents replying "strongly or somewhat favor"*



# PUBLIC FAVORABILITY OF EDUCATION SAVINGS ACCOUNTS (ESA), 2013-2023

Three out of four Americans support ESAs. Favorability of ESAs has declined slightly since 2020, and opposition has remained stable and much lower.

*% of General Population*



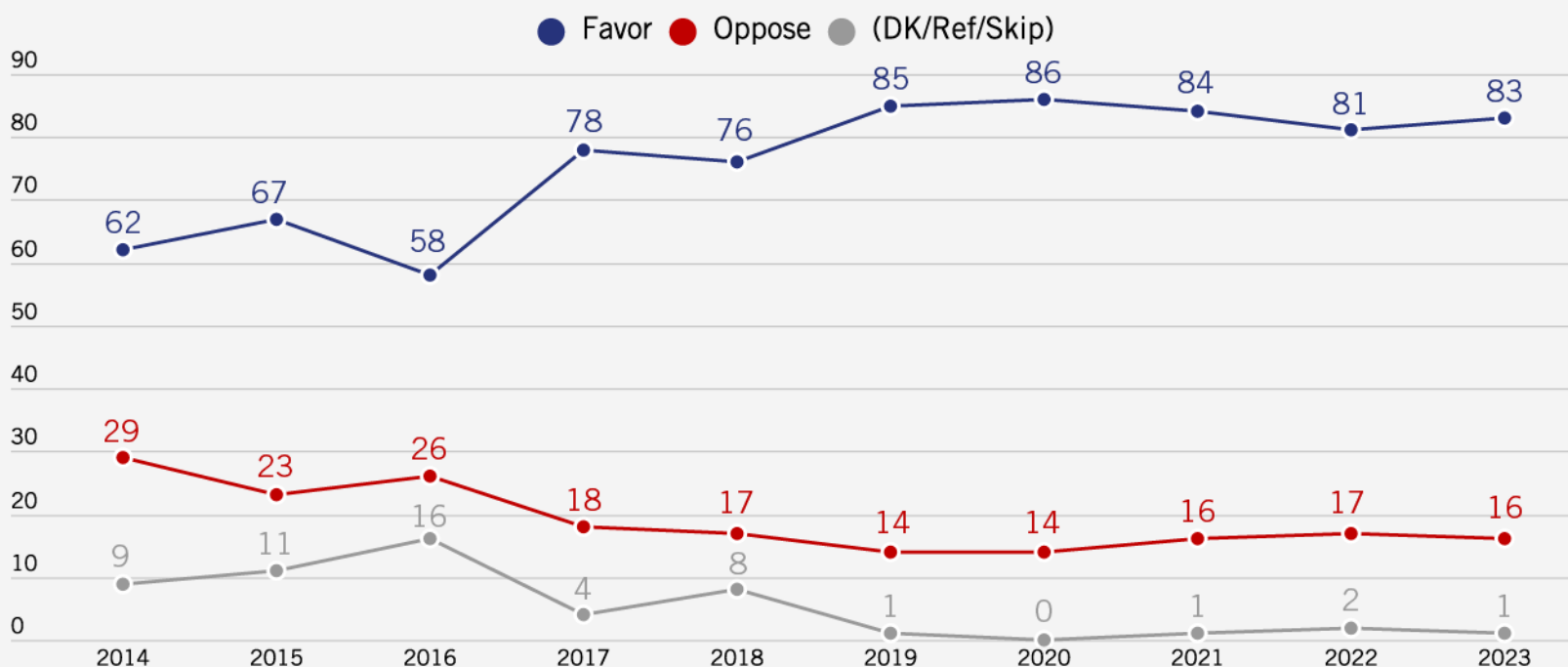
*Notes:* From 2013–2015 we slightly changed question wording to more accurately reflect the features of an education savings account (ESA) program and to avoid the inclusion of potentially loaded words or limiting ESA uses. Phone-only survey results shown for 2013–2017. Mixed-mode results (online and phone) shown for 2018–2022. Responses within parentheses were volunteered. "DK" means "Don't Know." "Ref" means "Refusal." For the online survey, the respondent was permitted to skip the question.

*Sources:* EdChoice, *2023 Schooling in America Survey* (conducted April 18–May 2, 2023), Q21; EdChoice, *Schooling in America Survey*, 2016–2022 (partial samples of General Population); Friedman Foundation for Educational Choice, *Schooling in America Survey*, 2013–2015

# PARENTS' FAVORABILITY OF EDUCATION SAVINGS ACCOUNTS (ESA), 2014-2023

Current school parents are more than five times more likely to support ESAs than they are to oppose them.

*% of Current School Parents*



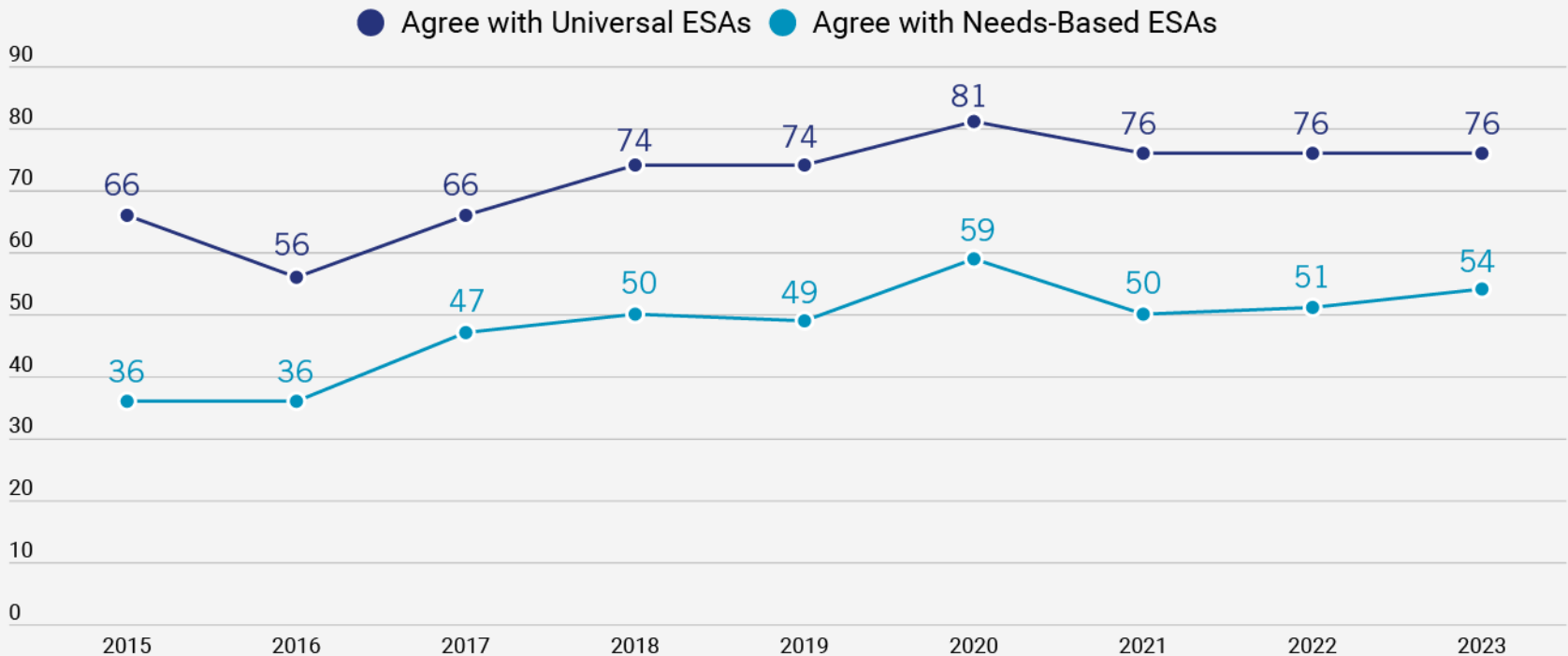
*Notes:* From 2014–2015 we slightly changed question wording to more accurately reflect the features of an education savings account (ESA) program and to avoid the inclusion of potentially loaded words or limiting ESA uses. Phone-only survey results shown for 2014–2017. Mixed-mode results (online and phone) shown for 2018–2022. Responses within parentheses were volunteered. "DK" means "Don't Know." "Ref" means "Refusal." For the online survey, the respondent was permitted to skip the question  
*Sources:* EdChoice, *2023 Schooling in America Survey* (conducted April 18–May 2, 2023), Q21; EdChoice, *Schooling in America Survey*, 2016–2022; Friedman Foundation for Educational Choice, *Schooling in America Survey*, 2014–2015



# UNIVERSAL VS. NEEDS-BASED EDUCATION SAVINGS ACCOUNTS (ESAs), 2015-2023

More than three-fourths of the public support universal ESAs—a similar result to what we have observed in recent years.

*% of General Population by split sample*



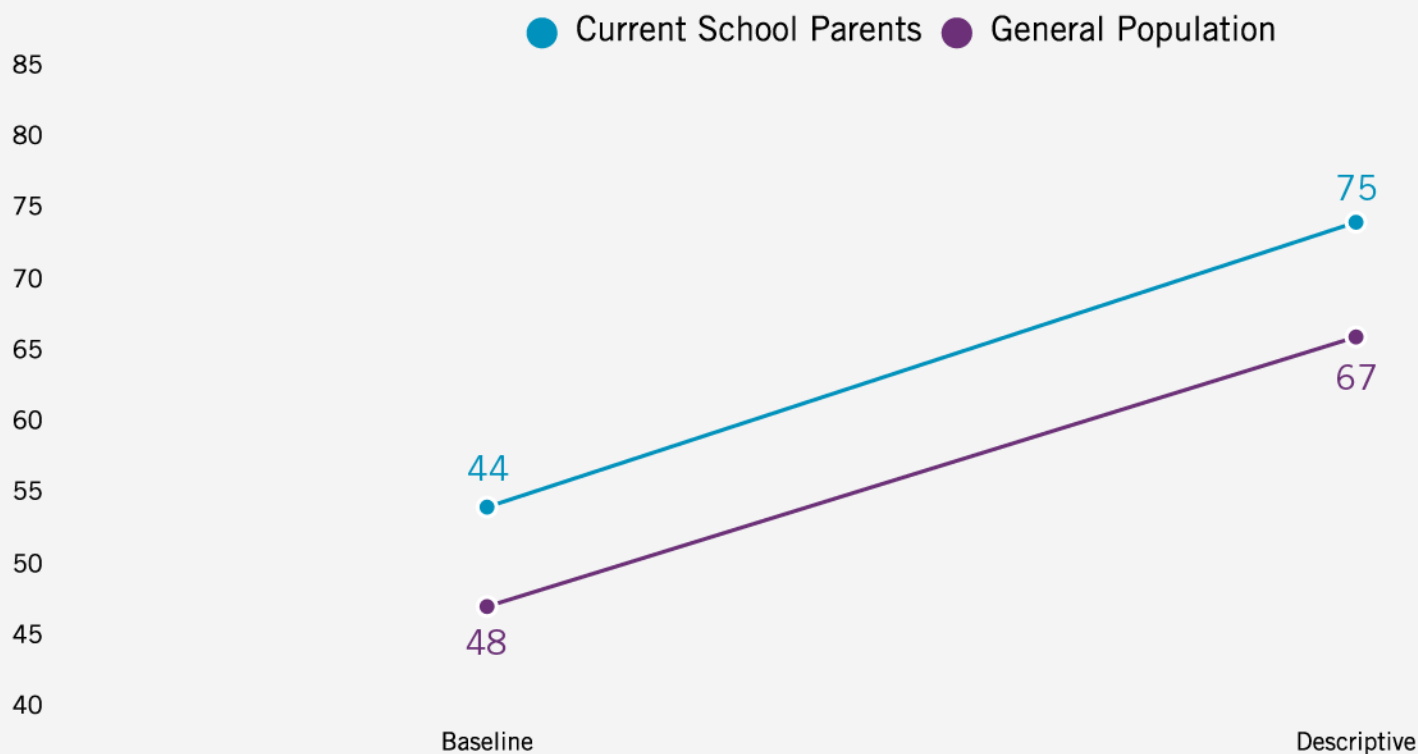
*Notes:* Phone-only survey results shown for 2015–2017. Mixed-mode results (online and phone) shown for 2018–2023. Volunteered responses not shown nor skips reflected in this chart.

*Sources:* EdChoice, *2023 Schooling in America Survey* (conducted April 18–May 2, 2023), Q24; EdChoice, *Schooling in America Survey*, 2016–2022; Friedman Foundation for Educational Choice, *Schooling in America Survey*, 2015

# SCHOOL VOUCHER FAVORABILITY - WITHOUT VS. WITH DESCRIPTION, 2023

When given a description of school vouchers, support increased by 31 points for parents and 19 points for the general population.

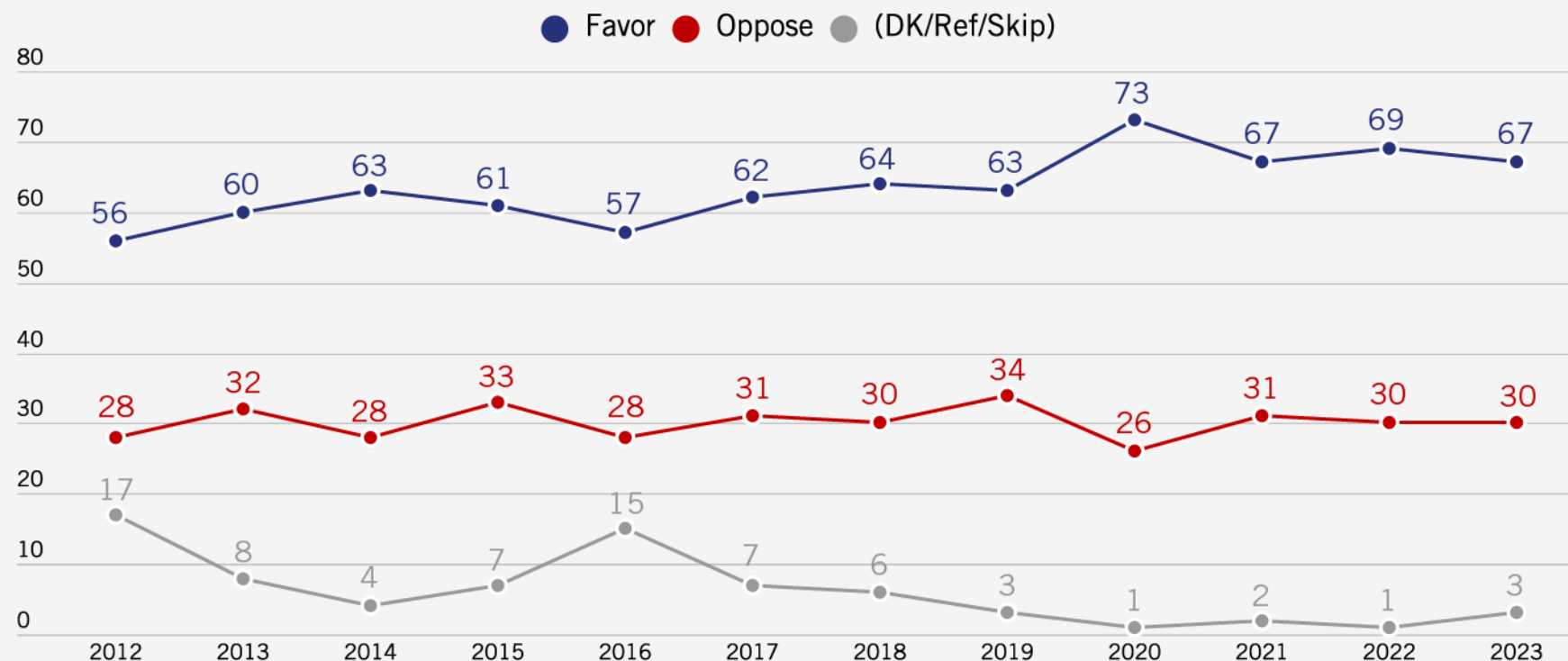
*% of Respondents replying "strongly or somewhat favor"*



# PUBLIC FAVORABILITY OF SCHOOL VOUCHERS TRENDS

More than two-thirds of the public support school vouchers. Overall support remains higher than pre-pandemic levels

% of General Population



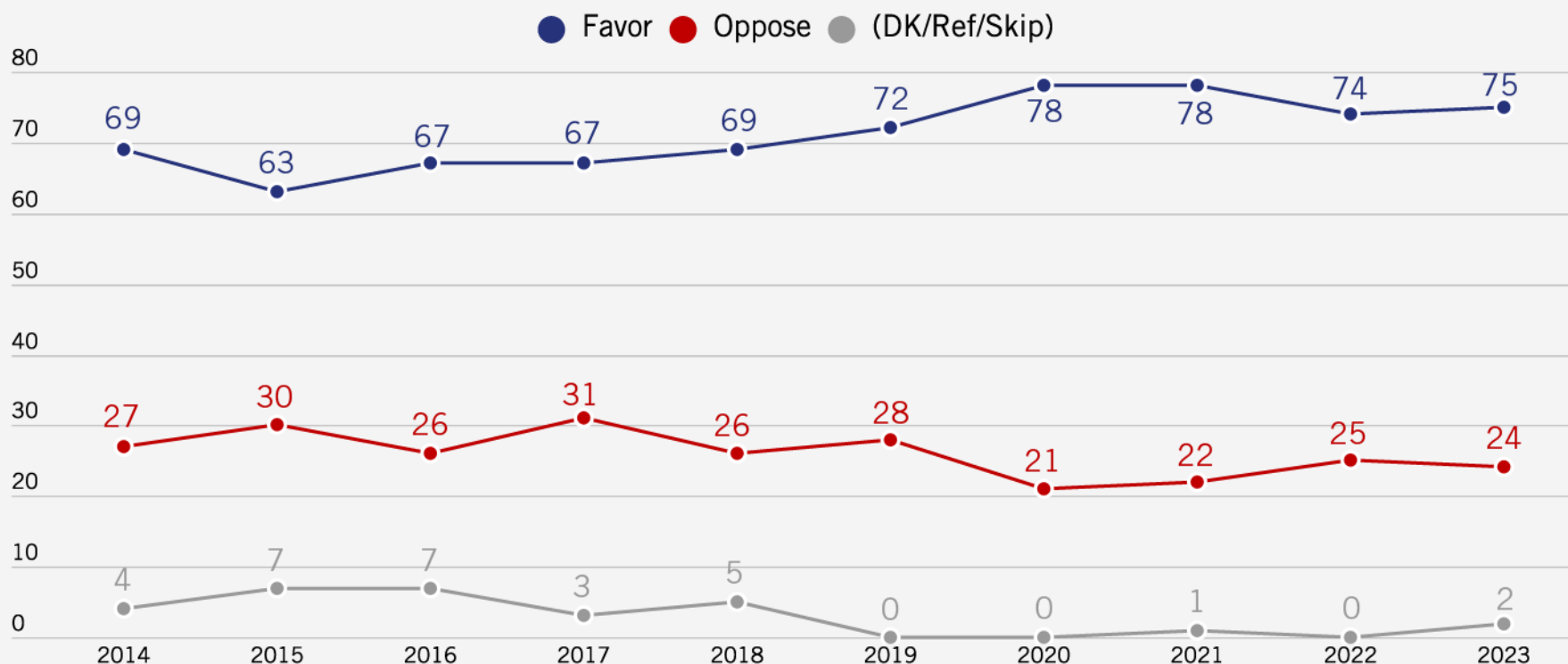
Notes: Phone-only survey results shown for 2012–2017. Mixed-mode results (online and phone) shown for 2018–2022. Responses within parentheses were volunteered. "DK" means "Don't Know." "Ref" means "Refusal." For the online survey, the respondent was permitted to skip the question.

Sources: EdChoice, *2023 Schooling in America Survey* (conducted April 18–May 2, 2023), Q19; EdChoice, *Schooling in America Survey*, 2016–2022; Friedman Foundation for Educational Choice, *Schooling in America Survey*, 2012–2015

# PARENTS' FAVORABILITY OF SCHOOL VOUCHERS, 2014-2023

Three-fourths of parents support school vouchers, similar to last year. Supporters outnumber opponents three to one.

% of Current School Parents

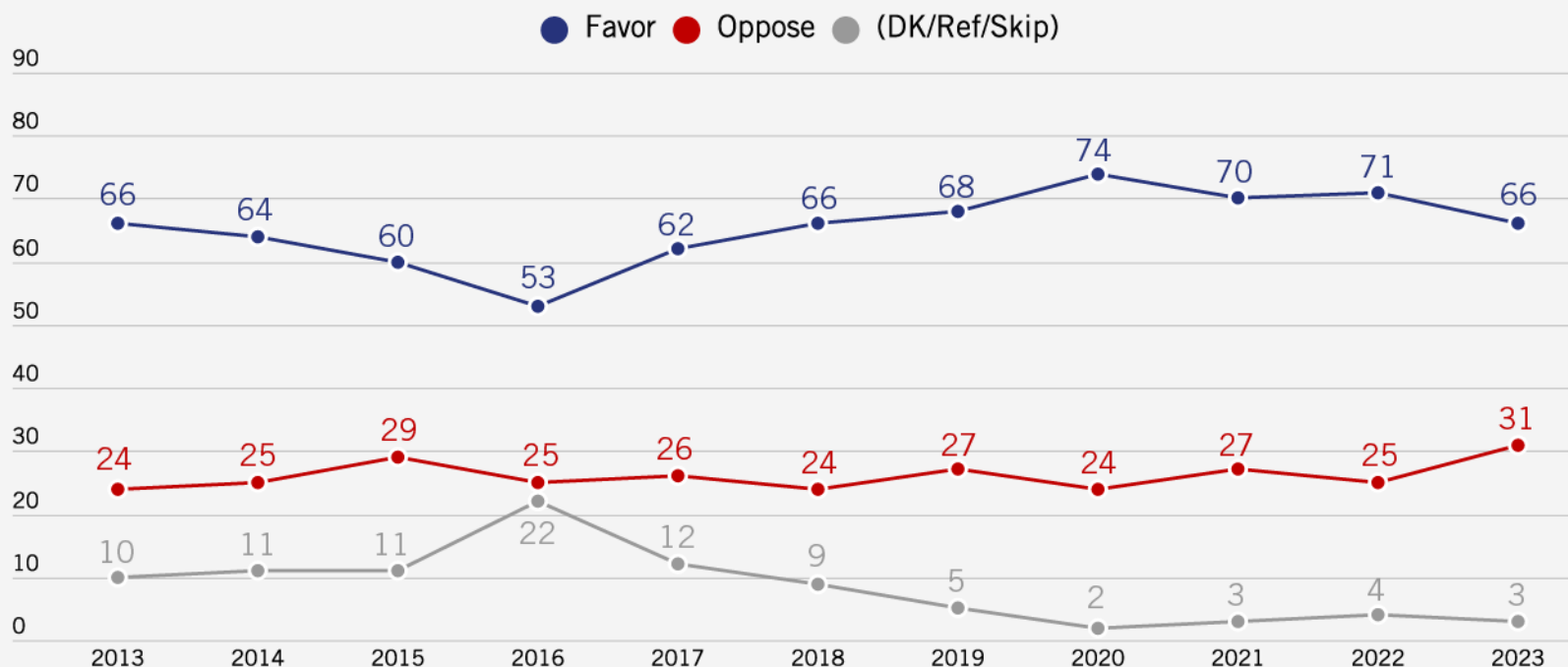


*Notes:* Phone-only survey results shown for 2014–2017. Mixed-mode results (online and phone) shown for 2018–2022. Responses within parentheses were volunteered. "DK" means "Don't Know." "Ref" means "Refusal." For the online survey, the respondent was permitted to skip the question.  
*Sources:* EdChoice, *2023 Schooling in America Survey* (conducted April 18–May 2, 2023), Q19; EdChoice, *Schooling in America Survey*, 2016–2022; Friedman Foundation for Educational Choice, *Schooling in America Survey*, 2014–2015

# PUBLIC FAVORABILITY OF TAX-CREDIT SCHOLARSHIPS, 2013-2023

Americans' support of tax-credit scholarships decreased in 2023, while opposition towards the policy increased. Total favorability is more than twice as large as opposition.

% of General Population

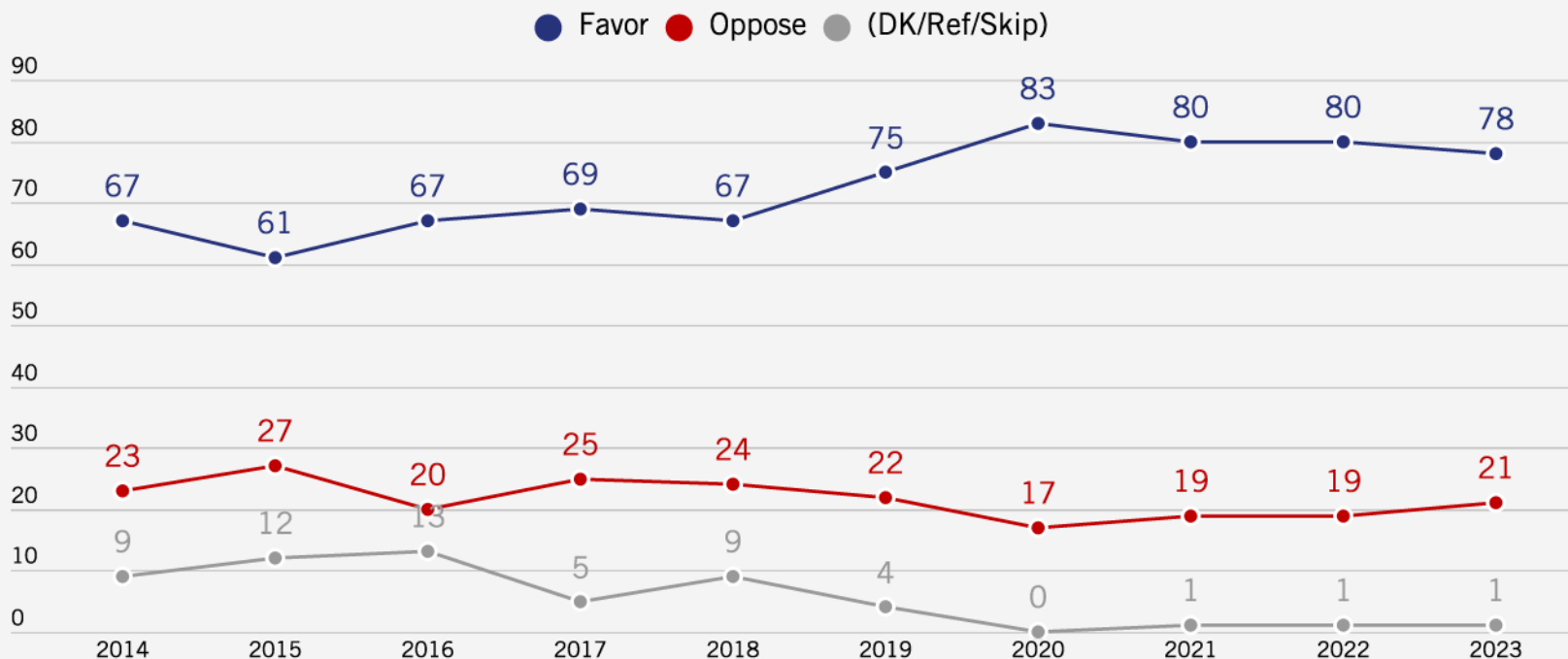


Notes: Phone-only survey results shown for 2013–2017. Mixed-mode results (online and phone) shown for 2018–2022. Responses within parentheses were volunteered. "DK" means "Don't Know." "Ref" means "Refusal." For the online survey, the respondent was permitted to skip the question.  
Sources: EdChoice, *2023 Schooling in America Survey* (conducted April 18–May 2, 2023), Q25; EdChoice, *Schooling in America Survey*, 2016–2022; Friedman Foundation for Educational Choice, *Schooling in America Survey*, 2013–2015

# PARENTS' FAVORABILITY OF TAX-CREDIT SCHOLARSHIPS, 2014-2023

Parent support of tax-credit scholarships remained decreased slightly since last year. Parents are nearly four times as likely to support tax-credit scholarships as they are to oppose.

% of Current School Parents

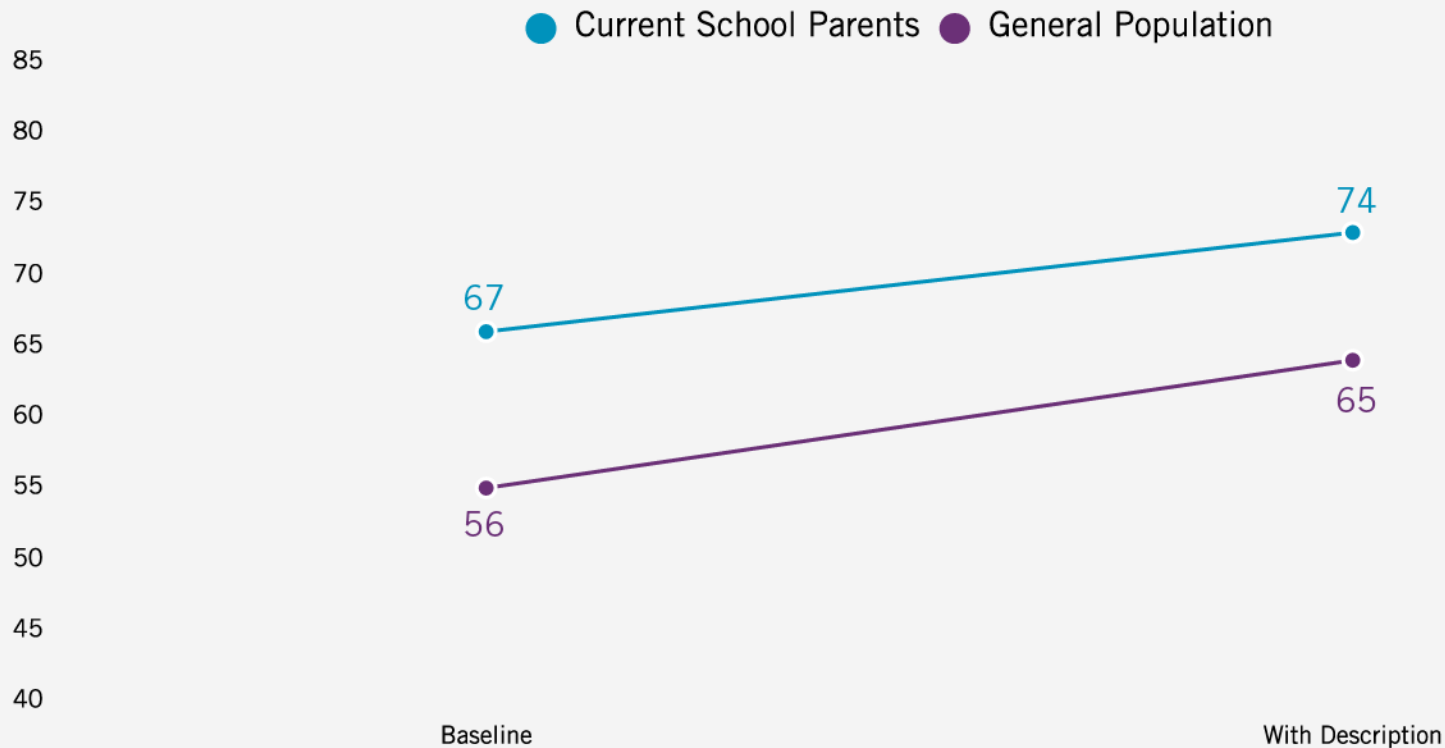


*Notes:* Phone-only survey results shown for 2014–2017. Mixed-mode results (online and phone) shown for 2018–2022. Responses within parentheses were volunteered. "DK" means "Don't Know." "Ref" means "Refusal." For the online survey, the respondent was permitted to skip the question.  
*Sources:* EdChoice, *2023 Schooling in America Survey* (conducted April 18–May 2, 2023), Q25; EdChoice, *Schooling in America Survey*, 2016–2022; Friedman Foundation for Educational Choice, *Schooling in America Survey*, 2014–2015

# CHARTER SCHOOLS FAVORABILITY - WITHOUT VS. WITH DESCRIPTION, 2023

When given a description of charter schools, support among parents increased by 7 points for parents and 8 points among the general population.

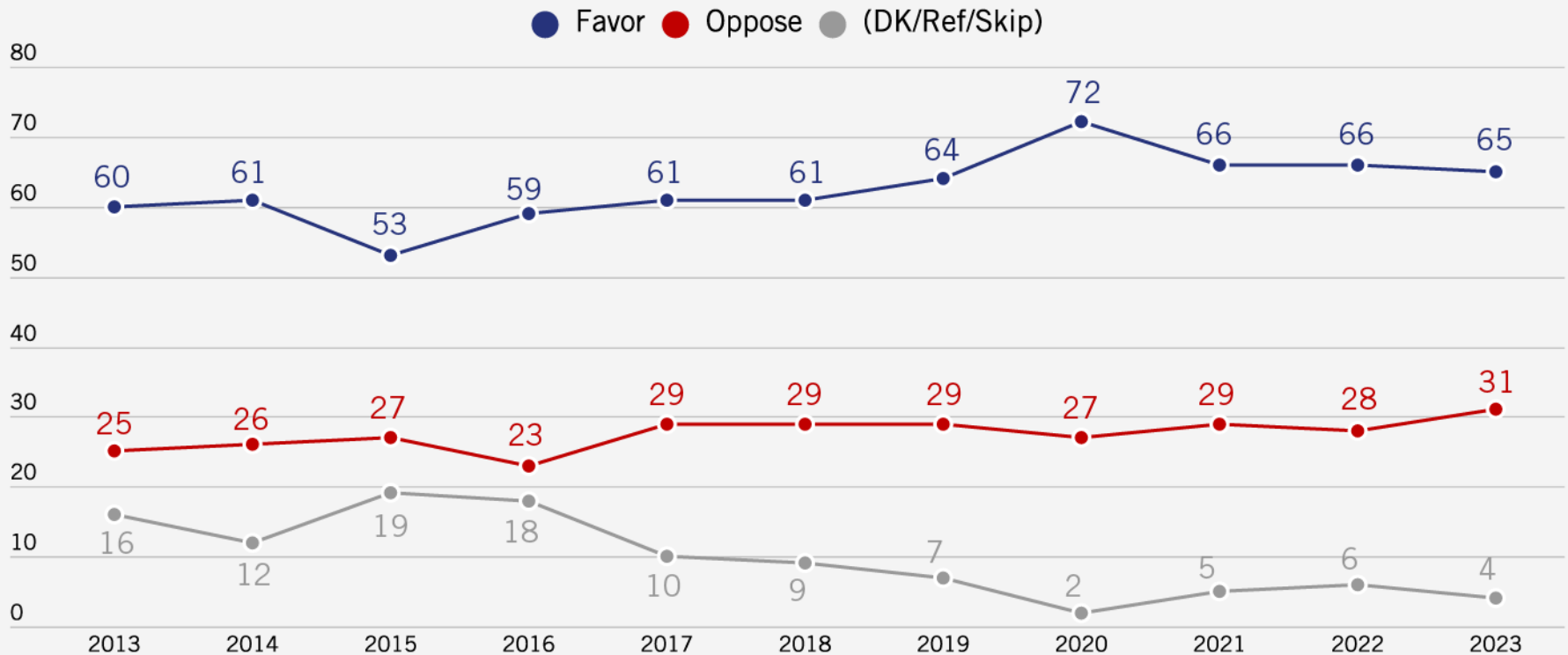
*% of Respondents replying "strongly" or "somewhat" favor*



# PUBLIC FAVORABILITY OF CHARTER SCHOOLS, 2013-2023

Americans' favorability of charter schools has shown stability for several years - with about two-thirds expressing their support.

% of General Population



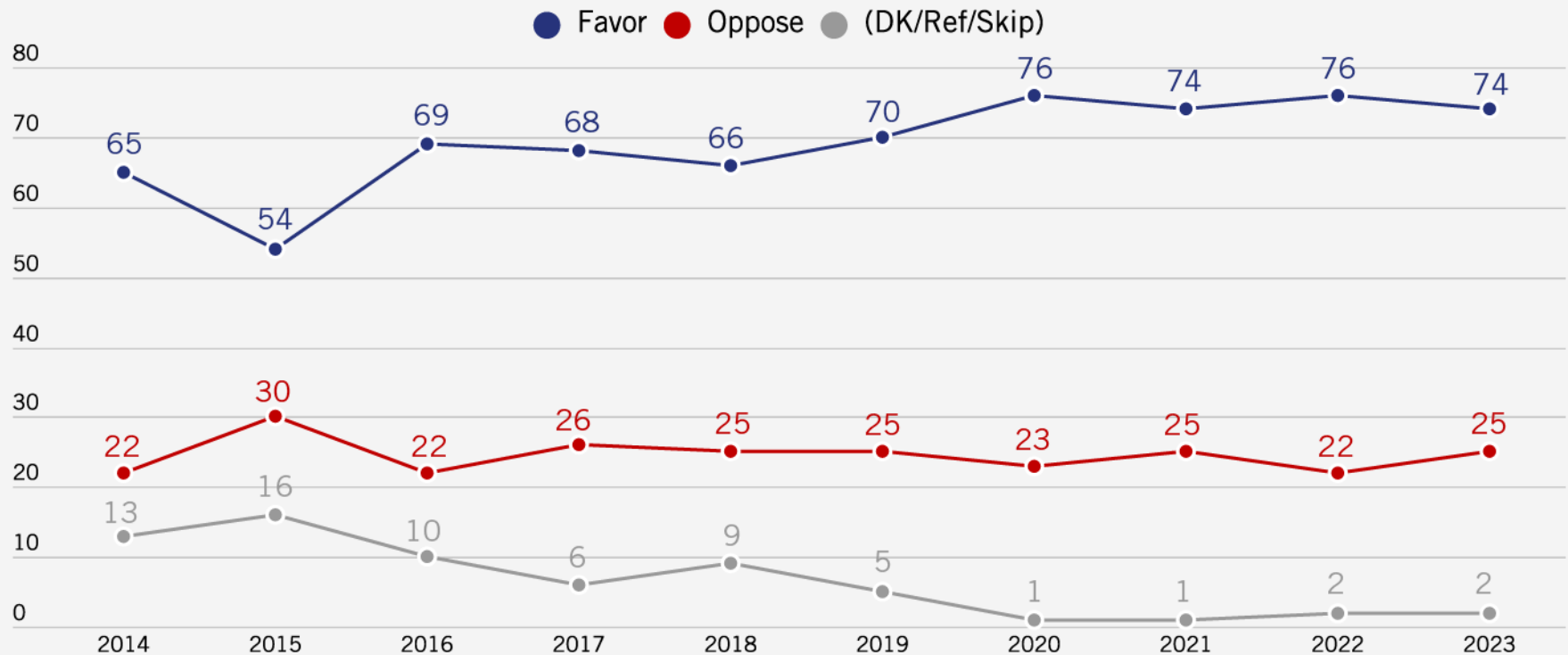
*Notes:* Phone-only survey results shown for 2013–2017. Mixed-mode results (online and phone) shown for 2018–2023. Responses within parentheses were volunteered. "DK" means "Don't Know." "Ref" means "Refusal." For the online survey, the respondent was permitted to skip the question.  
*Sources:* EdChoice, *2022 Schooling in America Survey* (conducted April 7–May 16, 2022), Q17; EdChoice, *Schooling in America Survey*, 2016–2021; Friedman Foundation for Educational Choice, *Schooling in America Survey*, 2013–2015



# PARENTS' FAVORABILITY OF CHARTER SCHOOLS, 2014-2023

Nearly 3 out of 4 school parents support charter schools, with the support levels remaining stable since 2020.

*% of Current School Parents*



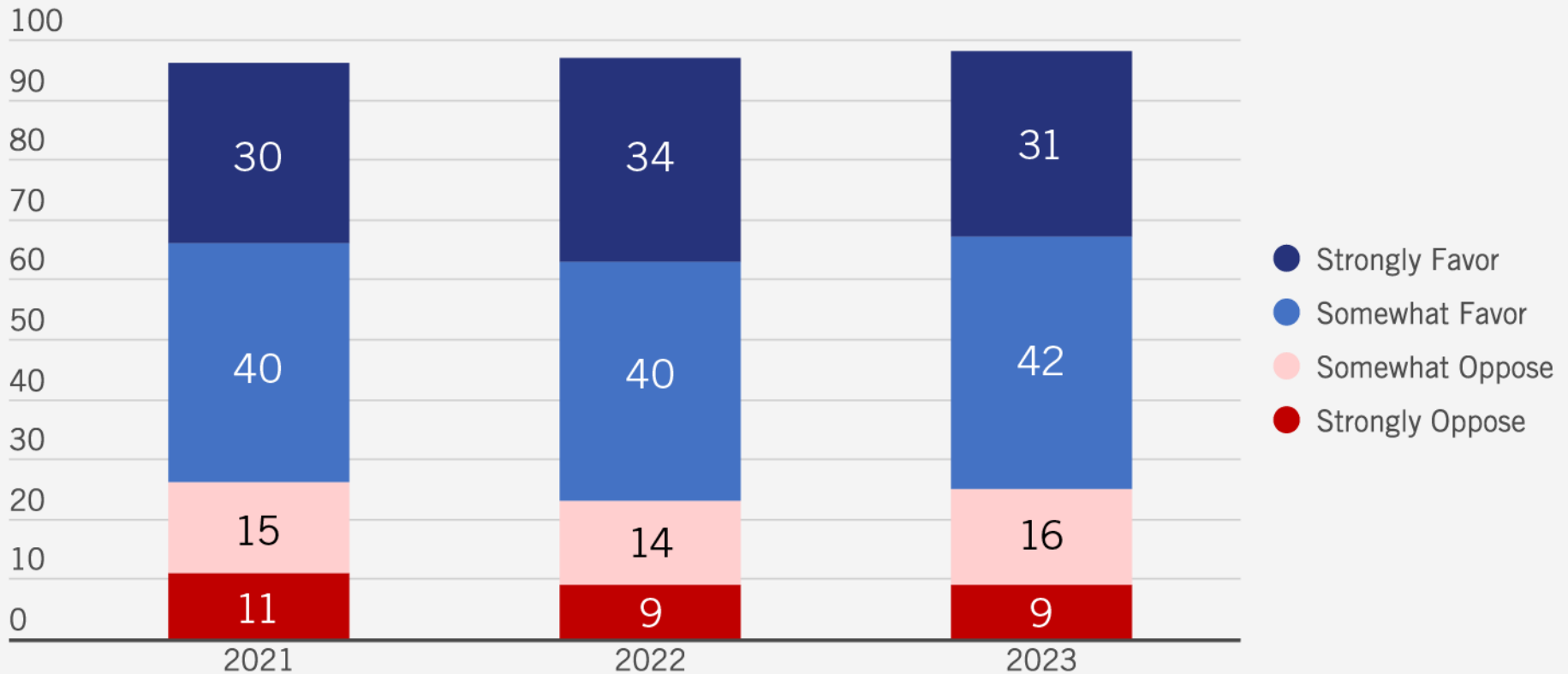
*Notes:* Phone-only survey results shown for 2014–2017. Mixed-mode results (online and phone) shown for 2018–2023. Responses within parentheses were volunteered. "DK" means "Don't Know." "Ref" means "Refusal." For the online survey, the respondent was permitted to skip the question.

*Sources:* EdChoice, *2023 Schooling in America Survey* (conducted April 18–May 2, 2023), Q17; EdChoice, *Schooling in America Survey*, 2016–2022; Friedman Foundation for Educational Choice, *Schooling in America Survey*, 2014–2015

# PUBLIC FAVORABILITY OF OPEN ENROLLMENT, 2021-2023

The majority of Americans support open enrollment. Favorability has remained steady since 2021.

*% of General Population*



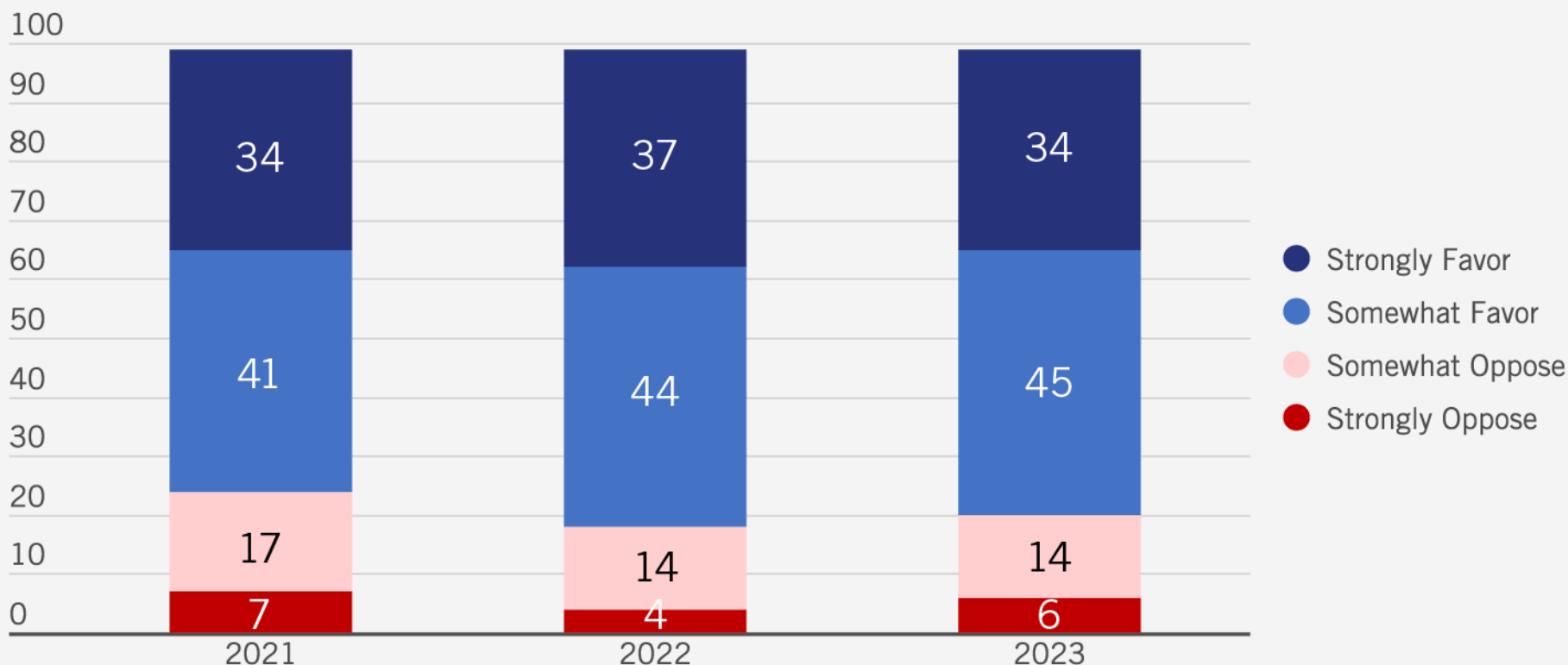
*Notes:* Respondents were permitted to skip the question, which is not shown.

*Source:* EdChoice, 2023 Schooling in America Survey (conducted April 18–May 2, 2023), Q26; EdChoice, Schooling in America Survey, 2021-2023

# PARENTS' FAVORABILITY OF OPEN ENROLLMENT, 2021-2023

The majority of parents support open enrollment. Favorability has increased since 2021.

*% of Current School Parents*



*Notes:* Respondents were permitted to skip the question, which is not shown.

*Source:* EdChoice, 2023 *Schooling in America Survey* (conducted April 18–May 2, 2023), Q26; EdChoice, *Schooling in America Survey*, 2021-2023

# Survey Profile and Demographics

# 2023 SCHOOLING IN AMERICA SURVEY PROFILE

<b>Administration/Fielding Dates</b>	April 18 to May 2, 2023
<b>Sponsor and Developer</b>	EdChoice
<b>Administration, Data Collection and Quality Control</b>	Braun Research, Inc.
<b>Populations</b>	General Population (Adults, Age 18+) Parent of at least on child in K-12 education
<b>Sampling Frame</b>	National sample of adults (age 18+) living in the United States, including D.C.
<b>Sampling Method</b>	Mixed Method Phone: Dual frame; Probability-based; Random Digit Dial (RDD) Online: Non-probability-based; Opt-in panel
<b>Mode</b>	Phone for General Population, N = 402 <ul style="list-style-type: none"><li>- Cell Phone = 79%</li><li>- Landline = 21%</li></ul> Online for General Population, N = 822 Phone/Online for School Parents, N = 1,504
<b>Languages</b>	English; Spanish option (for online)
<b>Median Survey Time</b>	Phone, General Population: 15.0 minutes Online, Not School Parents: 15.0 minutes Online, School Parents: 15.5 minutes

# 2023 SCHOOLING IN AMERICA SURVEY PROFILE

<b>Sample Sizes</b>	General Population, N = 1,224 School Parents (Plus Oversample), N = 1,504
<b>Quotas</b>	Black School Parents, N = 453 [400] Hispanic School Parents, N = 426 [400]
<b>Weighting</b>	General Population: Age, Census Division, Gender, Ethnicity, Race, Education School Parents: Age, Census Region, Gender, Race
<b>Online Participation Rate</b>	16.2%
<b>Phone Response Rates</b>	Cell = 2.1%, Landline = 0.9%
<b>Project Contacts</b>	John Kristof, <a href="mailto:john@edchoice.org">john@edchoice.org</a> Colyn Ritter, <a href="mailto:colyn@edchoie.org">colyn@edchoie.org</a> Paul DiPerna, <a href="mailto:paul@edchoice.org">paul@edchoice.org</a>

Questionnaire and topline results  
<https://www.edchoice.org/research/2023-schooling-in-america>

# GENERAL POPULATION ( $N = 1,224$ )

## SAMPLE SIZES OF DEMOGRAPHIC GROUPS

	Unweighted	Weighted
Northeast	223	216
South	465	464
Midwest	252	256
West	284	288
Democrat	438	412
Republican	347	358
Independent	428	438
Urban	365	358
Suburban	480	450
Small Town/Rural	375	410
18 to 34	364	364
35 to 54	407	401
55 & Over	453	459
Hispanic	211	197
Not Hispanic	1,013	1,027
Asian	54	66
Black	167	133
White, Not Hispanic	740	773
< College	736	848
≥ College Graduate	487	375
Under \$40,000	424	477
\$40,000 to \$79,999	375	369
\$80,000 or more	393	348
Male	595	595
Female	629	629
Online	822	835
Phone	402	389

# K-12 SCHOOL PARENTS ( $N = 1,504$ )

## SAMPLE SIZES OF DEMOGRAPHIC GROUPS

	Unweighted	Weighted
Public District School	933	930
Public Charter School	357	334
Private School	203	218
Home School	97	105
Northeast	234	255
South	649	566
Midwest	271	307
West	350	375
Democrat	667	590
Republican	335	404
Independent	496	499
Urban	667	614
Suburban	538	540
Small Town/Rural	296	346
18 to 34	446	352
35 to 54	932	1,046
55 & Over	126	105
Hispanic	426	298
Not Hispanic	1,078	1,206
Asian	42	90
Black	421	162
White, Not Hispanic	570	922
< College	913	935
≥ College Graduate	589	565
Under \$40,000	427	429
\$40,000 to \$79,999	479	442
\$80,000 or more	590	622
Male	672	672
Female	832	832
Online	1,420	1,403
Phone	84	101



## ABOUT EDCHOICE

EdChoice is a 501(c)(3) nonprofit, nonpartisan organization. Our team is driven by the shared mission to advance freedom and choice in K–12 education where all families, regardless of race, origin or family income, are free to choose a learning environment—public or private, near or far, religious or secular—that works best for their children.

*Learn more at:* [EDCHOICE.ORG](https://edchoice.org)

## ABOUT BRAUN RESEARCH

The Braun Research network of companies, founded in 1995, engages in data collection via telephone, and internet for various survey research firms, government and advertising agencies, local community organizations, local and national business groups, foundations, universities and academic entities, as well as religious organizations. In more than 25 years Braun Research has conducted over 11,000 research projects by telephone, internet, and mail worldwide.

The work we execute requires us to perform all work up to standards required by the various research organizations such as American Association for Public Opinion Research (AAPOR). Paul Braun has served as a past President of the New Jersey Chapter of AAPOR.

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