
2026 SCHOOLING IN AMERICA

Examining Trends in Public Opinion on K–12 Education,
Parent Experiences, and School Choice Policies

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KEY FINDINGS

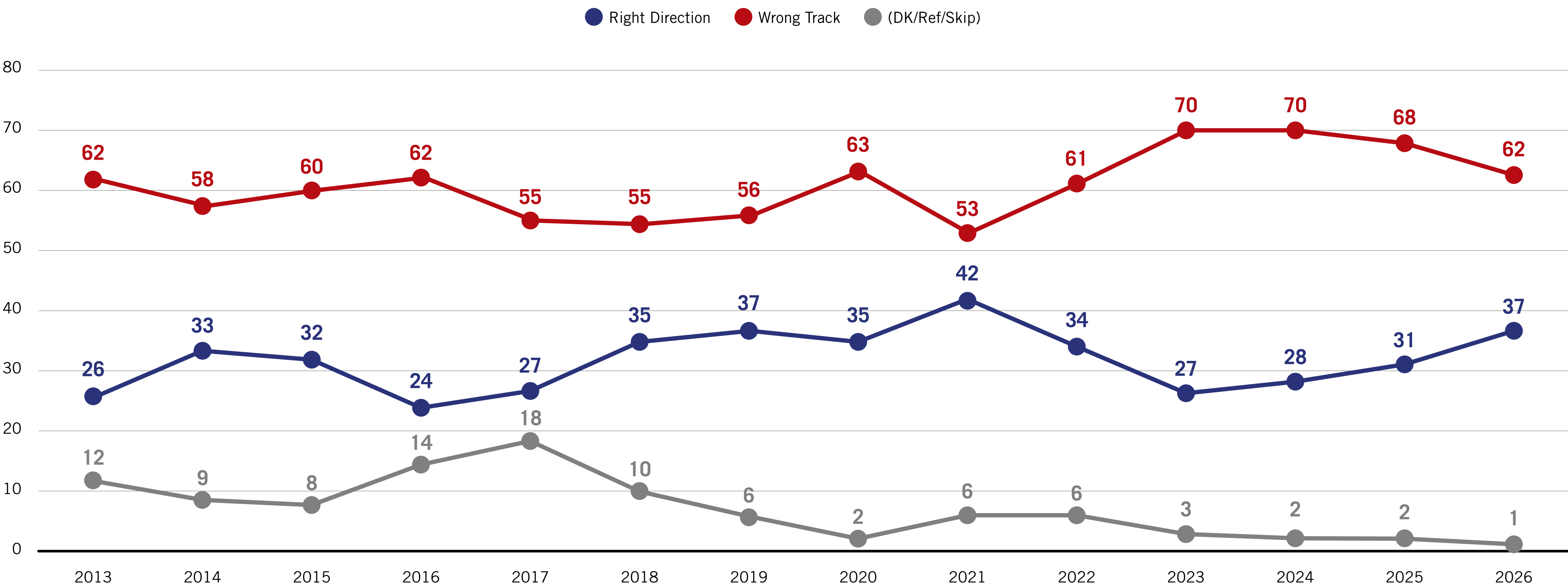
Views on the Direction of K–12 Education and Parent Satisfaction

- In 2026, over 60% of Americans believe K–12 education is on the wrong track nationwide. However, they are 6 points more optimistic than last year.
- Parents feel slightly more positive than the general public. That said, 56% of school parents say K–12 education is headed in the wrong direction. Parents' optimism towards U.S. education has increased slightly since last year.
- In general, parents express satisfaction with their child's schooling experience. Over three-fourths of public school parents feel at least somewhat satisfied with their child's school. However, private school parents are more likely to feel very satisfied with the schooling experience. Just under half are very satisfied with their child's school, compared to 35% of public district school parents.
- Since 2018, private school parents have been consistently more likely to feel very satisfied with their child's schooling, compared to parents who choose a charter school or traditional public school.
- About half of school parents give the public schools in their area an A or B grade, while 7 in 10 parents grade their local private schools as an A or B. Charter schools fall somewhere in the middle.

PUBLIC VIEWS ON THE DIRECTION OF K–12 EDUCATION, 2013-2026

Over 60% of Americans think education is on the wrong track nationwide. However, they are 6 points more optimistic than last year.

% of General Population



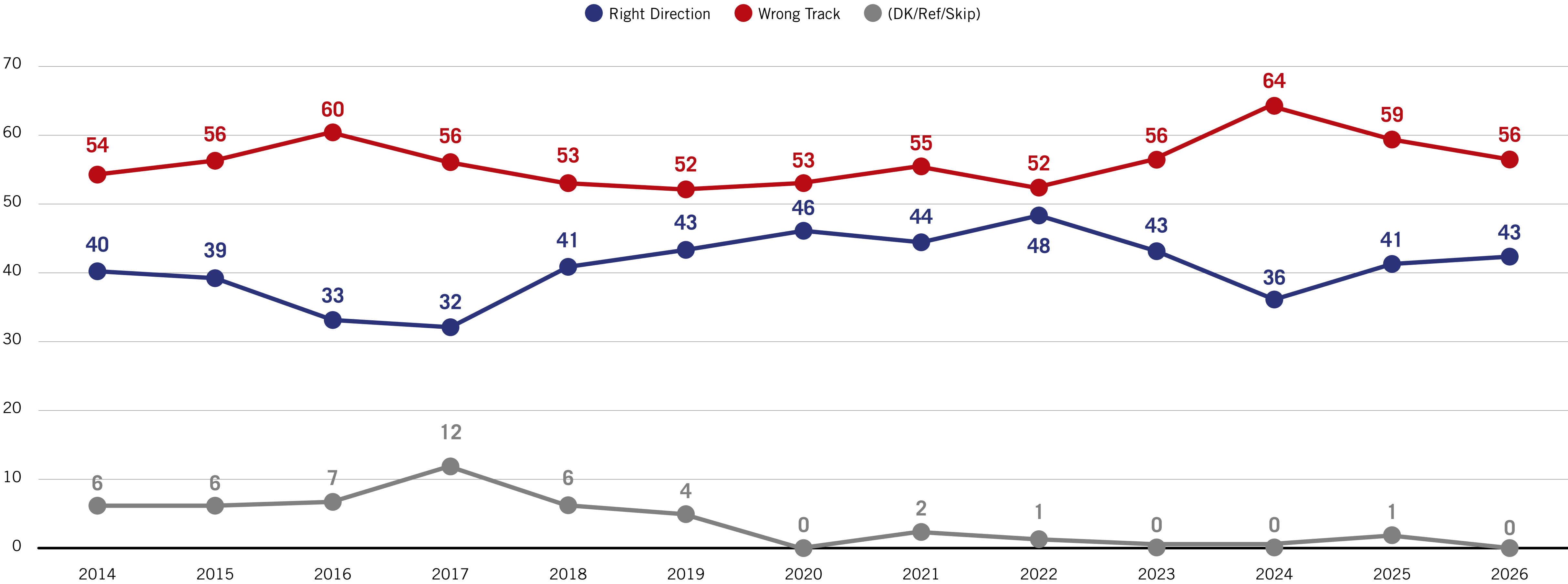
Notes: Phone-only survey results shown for 2013–2017. Mixed-mode results (online and phone) shown for 2018–2026. Responses within parentheses were volunteered. "DK" means "Don't Know." "Ref" means "Refusal." For the online survey, the respondent was permitted to skip the question.

Sources: EdChoice, 2026 Schooling in America Survey (conducted March 24–April 4, 2026), Q1; EdChoice, Schooling in America Survey, 2016–2026; Friedman Foundation for Educational Choice, Schooling in America Survey, 2013–2015

PARENTS' VIEWS ON THE DIRECTION OF K–12 EDUCATION, 2014-2026

Over half of school parents say K-12 education is on the wrong track nationwide. Parents are slightly more optimistic than a year ago.

% of Current School Parents



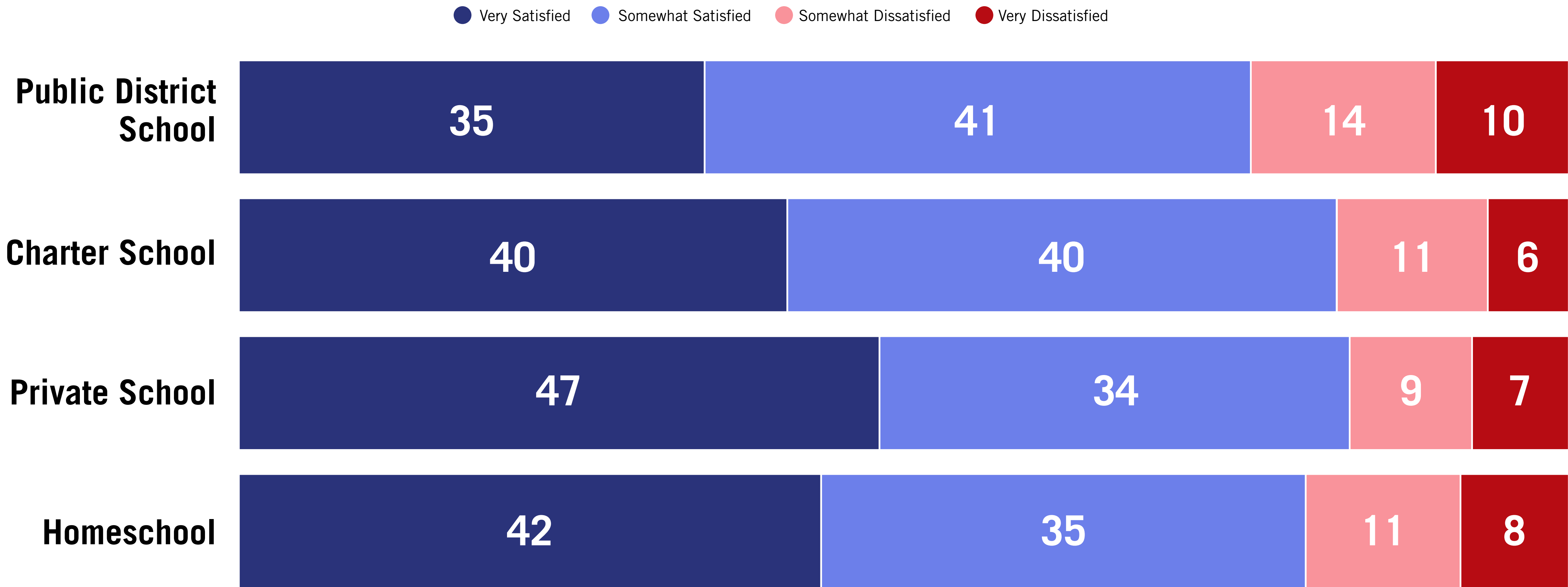
Notes: Phone-only survey results shown for 2014–2017. Mixed-mode results (online and phone) shown for 2018–2026. Responses within parentheses were volunteered. "DK" means "Don't Know." "Ref" means "Refusal." For the online survey, the respondent was permitted to skip the question.

Sources: EdChoice, 2026 Schooling in America Survey (conducted March 24–April 4, 2026), Q1; EdChoice, Schooling in America Survey, 2016–2026; Friedman Foundation for Educational Choice, Schooling in America Survey, 2014–2015

PARENT SATISFACTION BY SCHOOL TYPE, 2026

81% of private school parents are satisfied with their child’s schooling experience. They are 12-points more likely than public district school parents to say they’re "very satisfied."

% of Current School Parents having any experience with school type



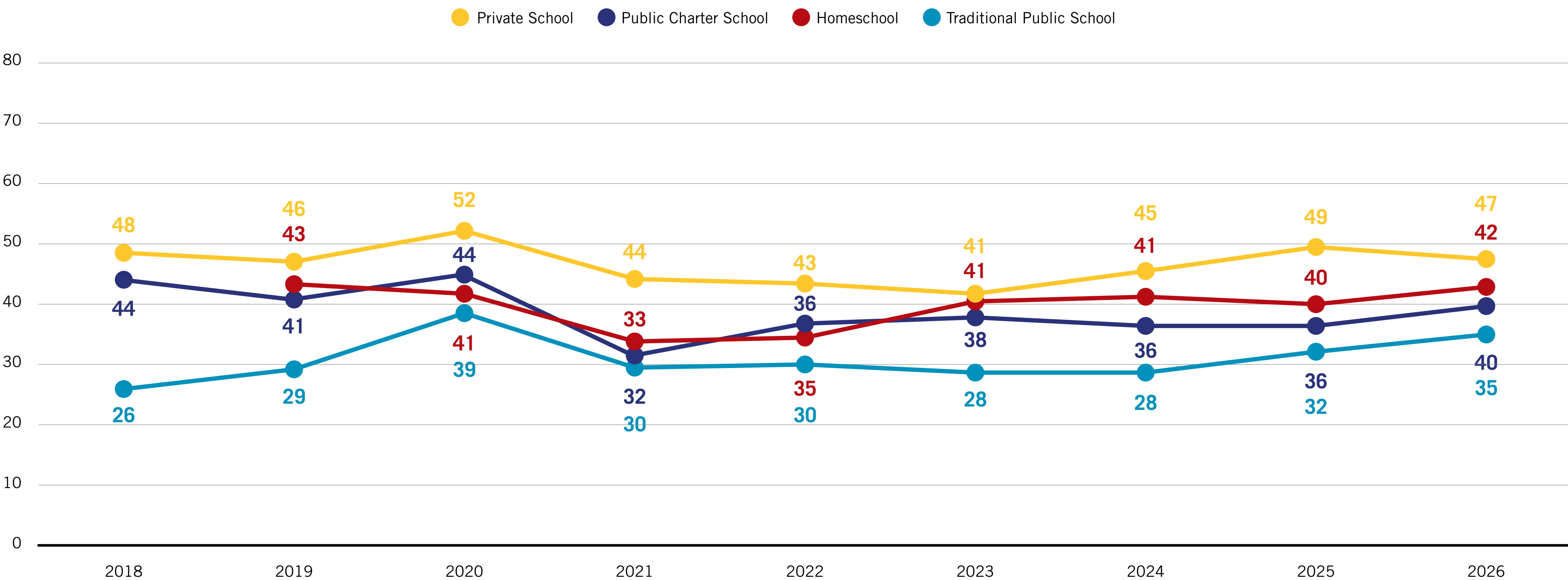
Notes: All percentages reflect the count of coded responses divided by the total number of applicable interviews. Since parents can reply for each child in their family, response sizes are larger than for other questions. For more information about school type subgroup samples, see the full report at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

Source: EdChoice, 2026 Schooling in America Survey (conducted March 24–April 4, 2026), Q4

PARENT SATISFACTION BY SCHOOL TYPE, 2018-2026

About half of private school parents are "very satisfied" with their child's schooling experience. Just over a third of public district school parents feel "very satisfied."

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



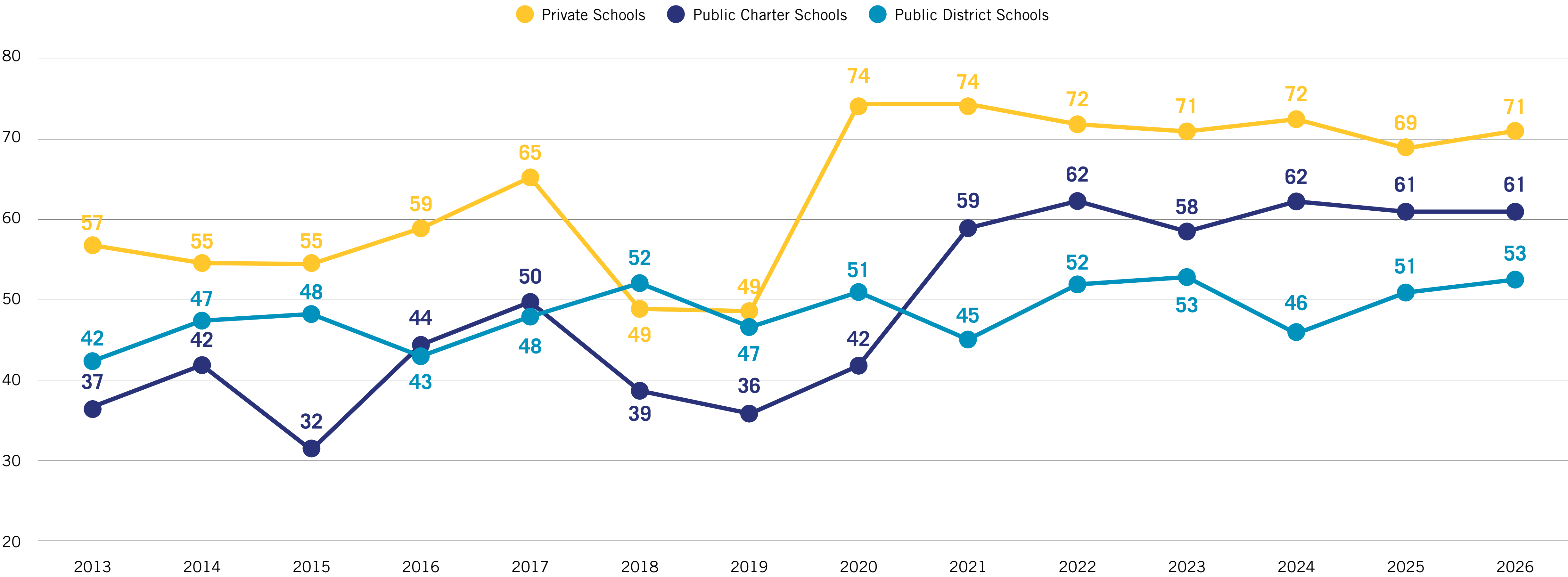
Notes: All percentages reflect the count of coded responses divided by the total number of weighted interviews. Homeschool figure not shown for 2018 due to limited sample size. For more information about school type subgroup samples, see the full report at EdChoice.org/SIAdashboard.

Sources: EdChoice, 2026 Schooling in America Survey (conducted March 24–April 4, 2026), Q4; EdChoice, Schooling in America Survey, 2018–2026

GRADING LOCAL SCHOOLS BY TYPE, 2013-2026

About half of school parents would give the public schools in their area an A or B grade, while 7 in 10 parents grade their local private schools as an A or B.

% 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 2018–2026. 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, 2026 Schooling in America Survey (conducted March 24–April 4, 2026), Q12; EdChoice, Schooling in America Survey, 2016–2026; Friedman Foundation for Educational Choice, Schooling in America Survey, 2013–2015

KEY FINDINGS

Parents' Preferences and School Switchers

- Parents consider a wide range of factors when choosing a school for their child. Location continues to be public school parents' top reason for choosing their child's school in 2026. A considerable 41% of public school parents rank location as a top three priority. Their other top reasons include socialization (30%) and safety (28%). Homeschool parents say a safe environment is their #1 reason for choosing a school, with 44% selecting it as a top reason. Safety is also a top consideration for private school (32%) and charter school parents (38%).
- There is a substantial disconnect between parents' schooling preferences and actual enrollment patterns. Nearly half of school parents (49%) would choose a public district school if given the option to pick any type of school. Just over half of school parents (51%) would choose an option besides public district school. In comparison, roughly 80% of American students attend a public school according to the latest national data.
- More than one-fourth of school parents say their child has switched school types. Parents of children who switched school types most often report that their child faced issues like excessive stress or anxiety, academic needs not being met, and bullying at their former school.

PARENTS' REASONS FOR CHOOSING A SCHOOL

Safety and academic quality continue to be top priorities for private, homeschool, and charter school parents when choosing their child’s school, while public school parents are more likely to consider location and socialization.

% 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	41	27	21	21
Socialization/Peers/Other Kids	30	17	17	17
Our Assigned District/Neighborhood School	28	12	13	13
Safe Environment	28	38	32	44
Academic Quality or Reputation	26	36	31	25
Extracurricular Activities	22	18	20	18
Diversity	14	15	12	12
Structure/Discipline	14	19	23	18
Morals/Character/Values Instruction	15	20	27	24
School Size	13	16	14	13
Individual/One-on-One Attention	14	16	17	27
Class Size	13	20	19	15
Test Scores	12	16	16	12
Religious Environment/Instructions	7	10	19	17

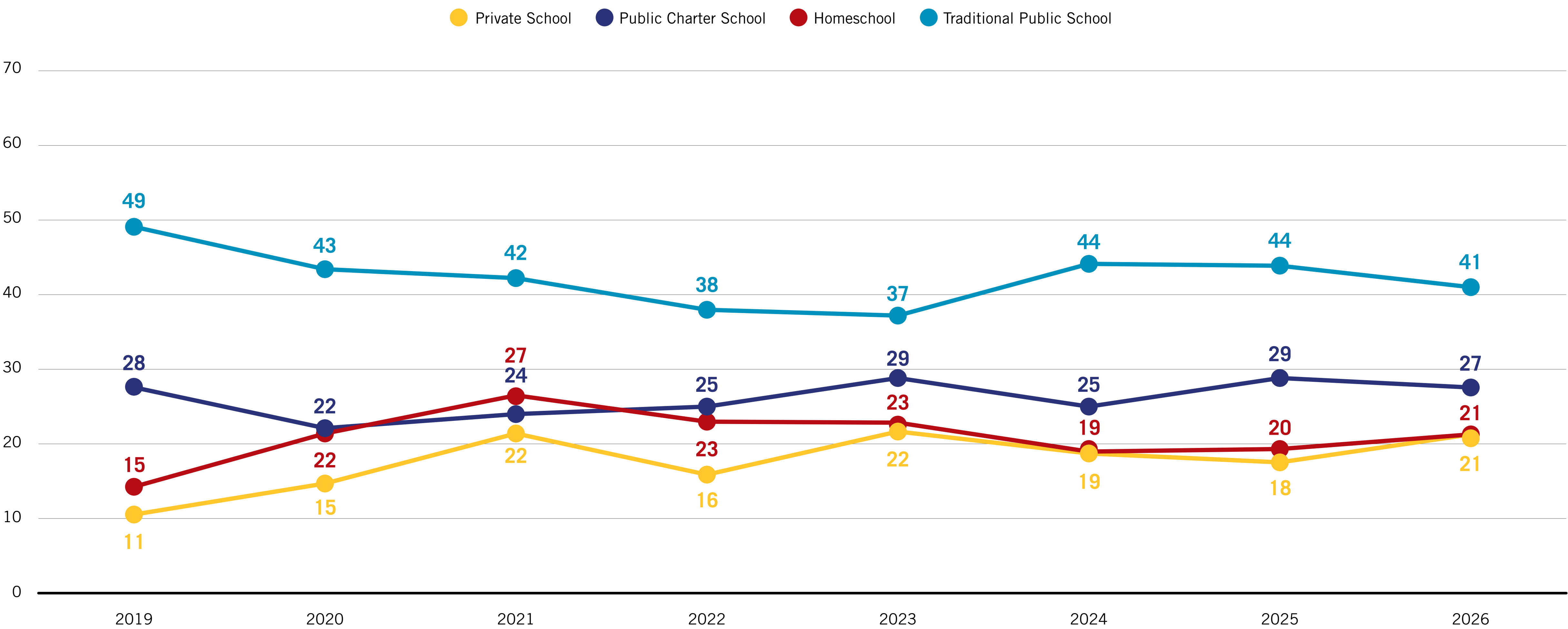
Note: For more information about school type subgroup samples, see the full report at EdChoice.org/SIAdashboard.

Source: EdChoice, 2026 Schooling in America Survey (conducted March 24–April 4, 2026), Q5-8

PARENTS CHOOSING A SCHOOL BASED ON LOCATION, 2019-2026

Location continues to be public school parents’ top reason for choosing their child’s school in 2026.

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



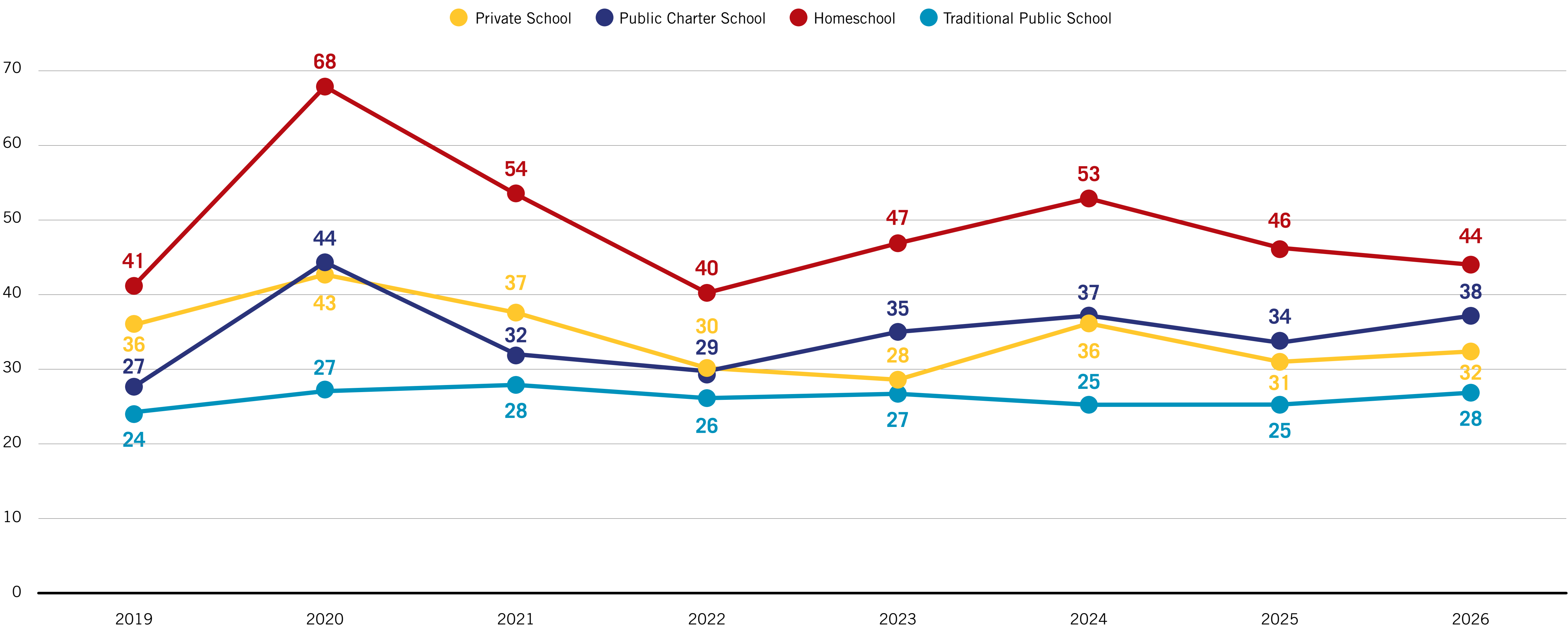
Note: For more information about school type subgroup samples, see the full report at EdChoice.org/SIAdashboard.

Sources: EdChoice, 2026 Schooling in America Survey (conducted March 24–April 4, 2026), Q5–Q8; EdChoice, Schooling in America Survey, 2019–2026

PARENTS CHOOSING A SCHOOL BASED ON SAFETY, 2019-2026

Private school, charter school, and homeschool parents say a safe environment is their #1 reason for choosing their child's school.

% of Current School Parents providing ranking 1, 2, or 3 by experience with school type



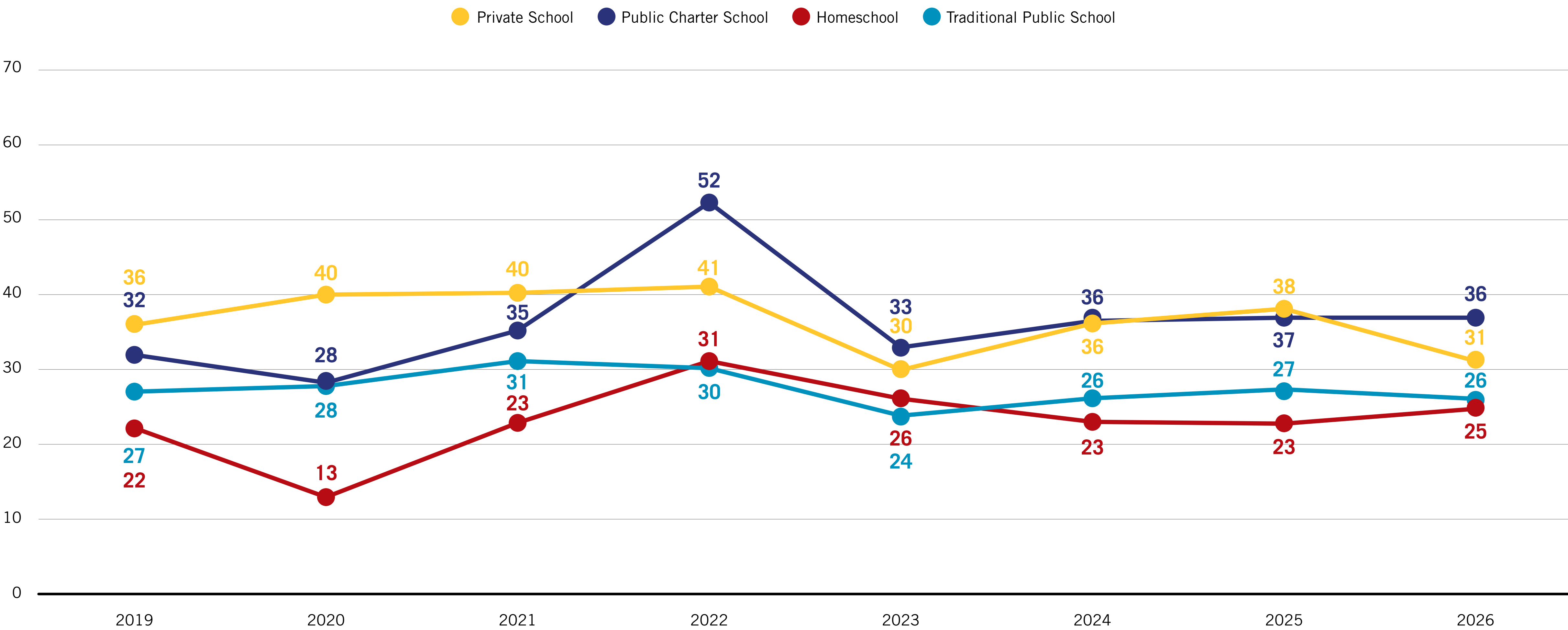
Note: For more information about school type subgroup samples, see the full report at EdChoice.org/SIAdashboard.

Sources: EdChoice, 2026 Schooling in America Survey (conducted March 24–April 4, 2026), Q5–Q8; EdChoice, Schooling in America Survey, 2019–2026

PARENTS CHOOSING A SCHOOL BASED ON ACADEMIC QUALITY/REPUTATION, 2019-2026

Private school and charter school parents say academic quality is the second most influential reason for choosing their child’s school, after school safety.

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



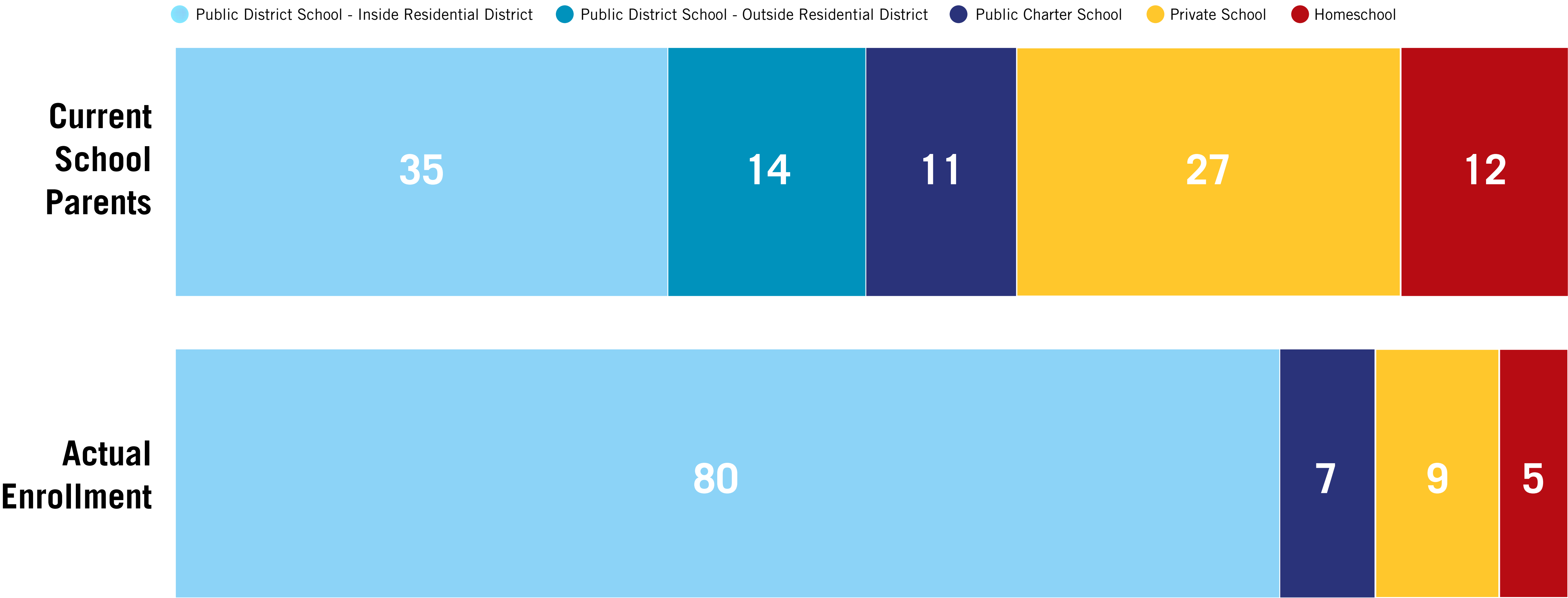
Note: For more information about school type subgroup samples, see the full report at EdChoice.org/SIAdashboard.

Sources: EdChoice, 2026 Schooling in America Survey (conducted March 24-April 4, 2026), Q5–Q8; EdChoice, Schooling in America Survey, 2019–2026

SCHOOL TYPE PREFERENCE VS. ENROLLMENT, 2026

There continues to be a substantial disconnect between parents’ schooling preferences and actual enrollment patterns. More than half of parents would choose a school type other than a public district school.

% of Current School Parents



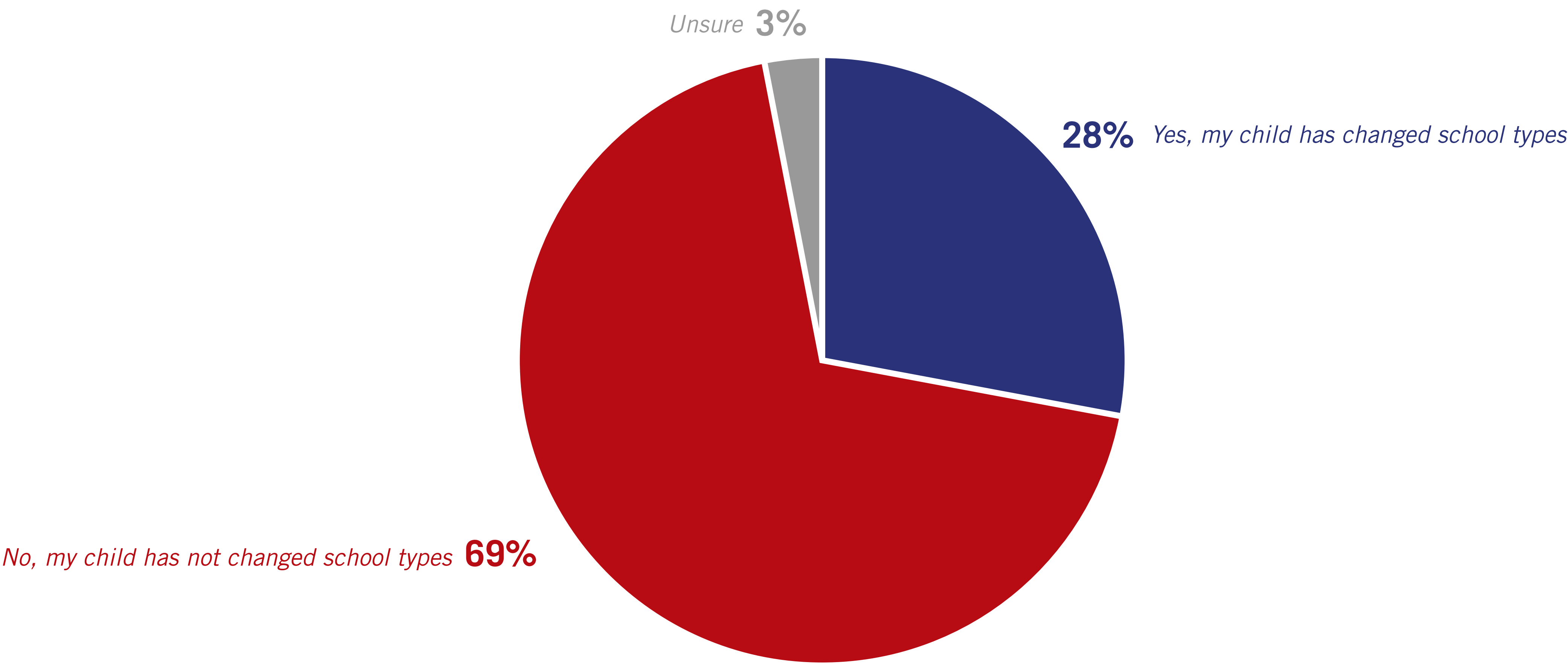
Notes: For the online survey, the respondent was permitted to skip the question. NCES does not split out inter- and intra-district choice.

Sources: Authors' calculations; Colyn Ritter, January 27, 2026, 2026 EdChoice Share: Exploring Where America's Students Are Educated, EdChoice; 2026 Schooling in America Survey (conducted March 24–April 4, 2026), Q15

SCHOOL SWITCHERS

More than one-fourth of school parents say their child has switched school types.

% of Current School Parents



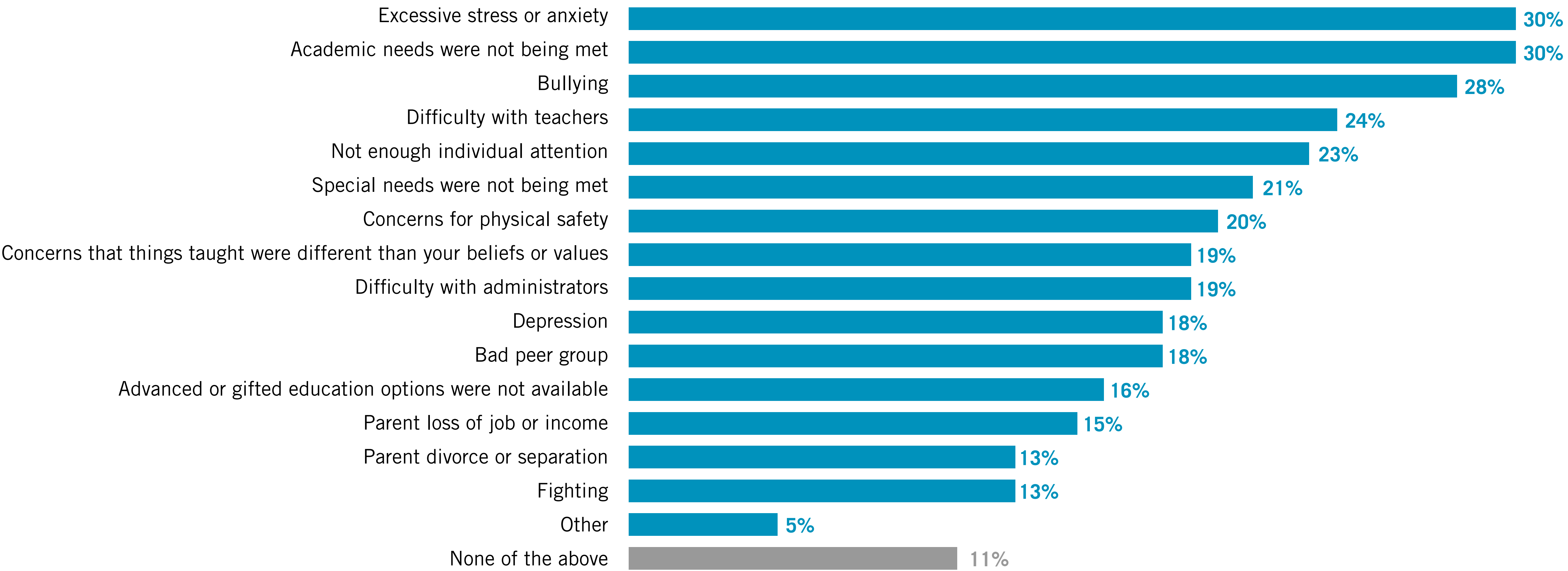
Notes: Respondents were permitted to skip the question, which is not shown.

Source: EdChoice, 2026 Schooling in America Survey (conducted March 24–April 4, 2026), Q13

PARENTS' TOP REASONS FOR SCHOOL SWITCHING, 2026

Parents who say their child switched school types report their child faced issues like excessive stress or anxiety, academic needs not being met, and bullying at their former school.

% of Current School Parents With Child Who Changed School Types (N=693)



Notes: 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.

Source: EdChoice, 2026 Schooling in America Survey (conducted March 24 –April 4, 2026), Q16

KEY FINDINGS

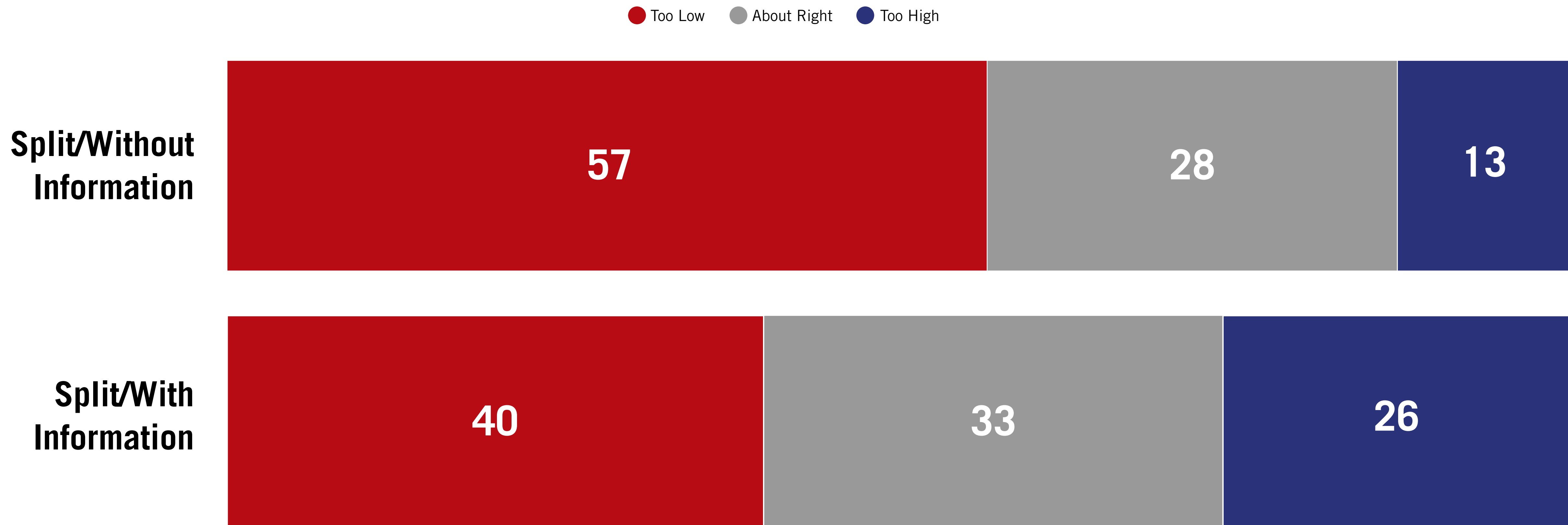
Education Spending Awareness and Information Pipelines

- When provided their state's average for per-pupil spending, Americans are less likely to say public school funding is at a level that is "too low." The proportion giving that response shrinks from 57% to 40% between the two question versions—a decrease of 17 percentage points.
- A significant majority of Americans underestimate the amount of money allocated to public schools in their respective states. When asked to estimate per-pupil spending, the median American guessed \$5,000 annually, which is considerably lower than the actual average per-pupil spending in the lowest spending state (Utah - \$10,265). Roughly three in four Americans (72%), including 79% of school parents, underestimated their states' per-pupil spending.
- For the 2025-26 school year, parents were most likely to say they paid out of pocket for educational experiences (such as field trips or museum memberships) and extracurricular activity fees (sports, arts, clubs, etc.) for their child's education.
- Parents most often receive information on matters affecting their child's education from their school, teachers, and school district.
- Parents typically receive information on their child's education from school communications, school websites, email newsletters, and text messages/app notifications.

PUBLIC VIEWS ON STATE'S PUBLIC SCHOOL FUNDING, 2026

- 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



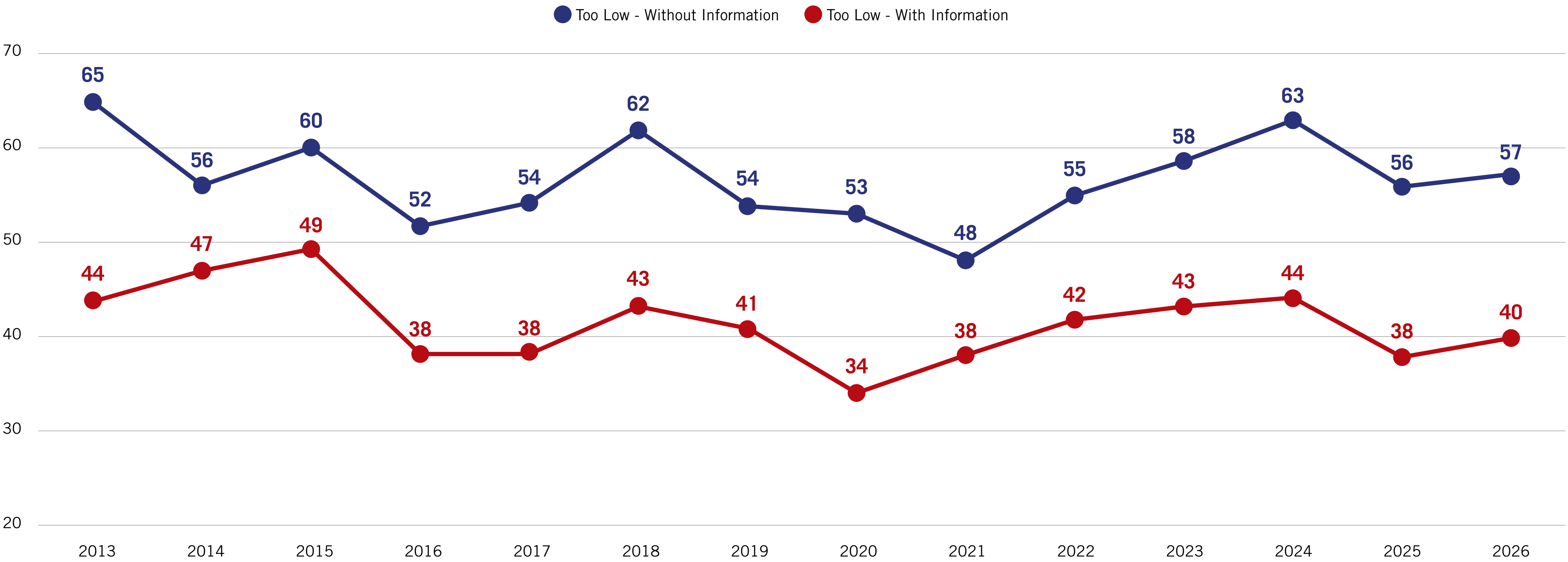
Notes: All percentages reflect the count of coded responses divided by the total number of applicable interviews. Total expenditures include current expenditures plus expenditures on capital outlay, other programs, and interest on long-term debt. For the online survey, respondents were permitted to skip the question.

Source: EdChoice, 2026 Schooling in America Survey (conducted March 24–April 4, 2026), Q11

AMERICANS' VIEWS ON SCHOOL FUNDING, 2013-2026

The proportion of Americans who say school funding is “too low” has remained steady from last year. Fewer respondents think funding is too low when they are given a publicly reported statistic on current school funding.

% of General Population by split sample



Notes: Phone-only survey results shown for 2013–2017. Mixed-mode results (online and phone) shown for 2018–2026. 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, 2026 Schooling in America Survey (conducted March 24–April 4, 2026), Q11; EdChoice, Schooling in America Survey, 2016–2026; Friedman Foundation for Educational Choice, Schooling in America Survey, 2013–2015

ESTIMATING SCHOOL SPENDING 2026

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 (\$10,265 per student in FY24).

% of Respondents

Underestimate Overestimate

Percent of All
Respondents
(Estimate)



Percent of
School
Parents
(Estimate)



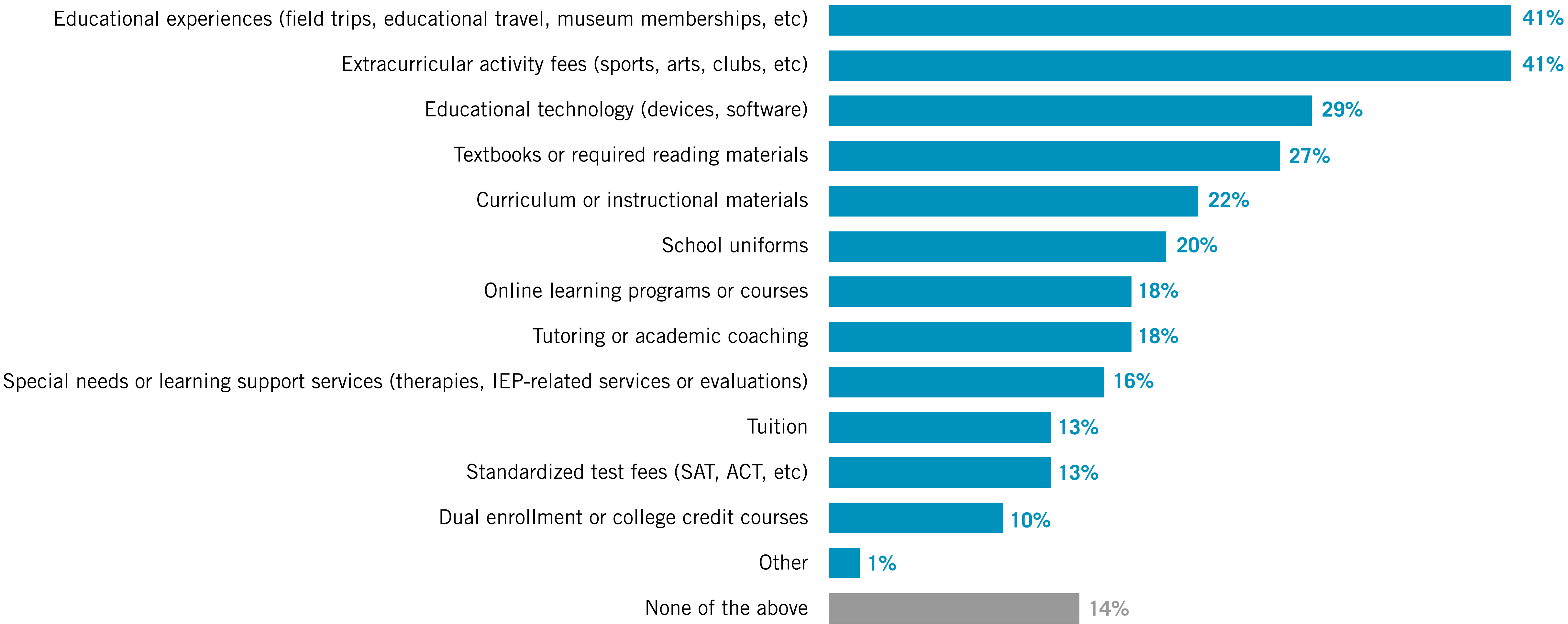
Note: Percentages based on those offering estimates.

Sources: EdChoice, 2026 Schooling in America Survey (conducted March 24–April 4, 2026), Q9; National Center for Education Statistics (NCES)

PARENTS' EDUCATION-RELATED EXPENSES, 2026

For this 2025-26 school year, parents were most likely to report paying out of pocket for educational experiences and extracurricular activity fees for their child.

% of Current School Parents

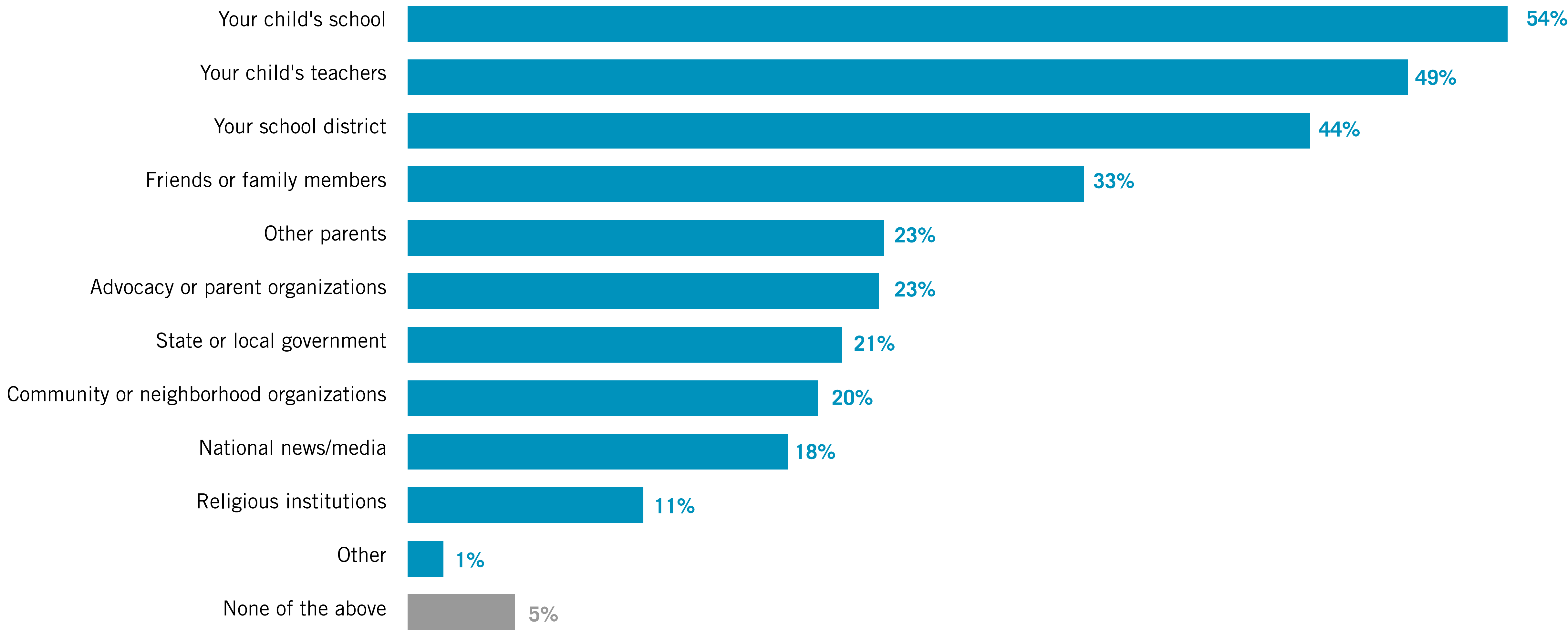


Source: EdChoice, 2026 Schooling in America Survey (conducted March 24–April 4, 2026), Q27

WHO PROVIDES PARENTS WITH INFORMATION ON EDUCATION

Parents most often receive information on matters affecting their child's education from their school, teachers, and school district.

% of Current School Parents

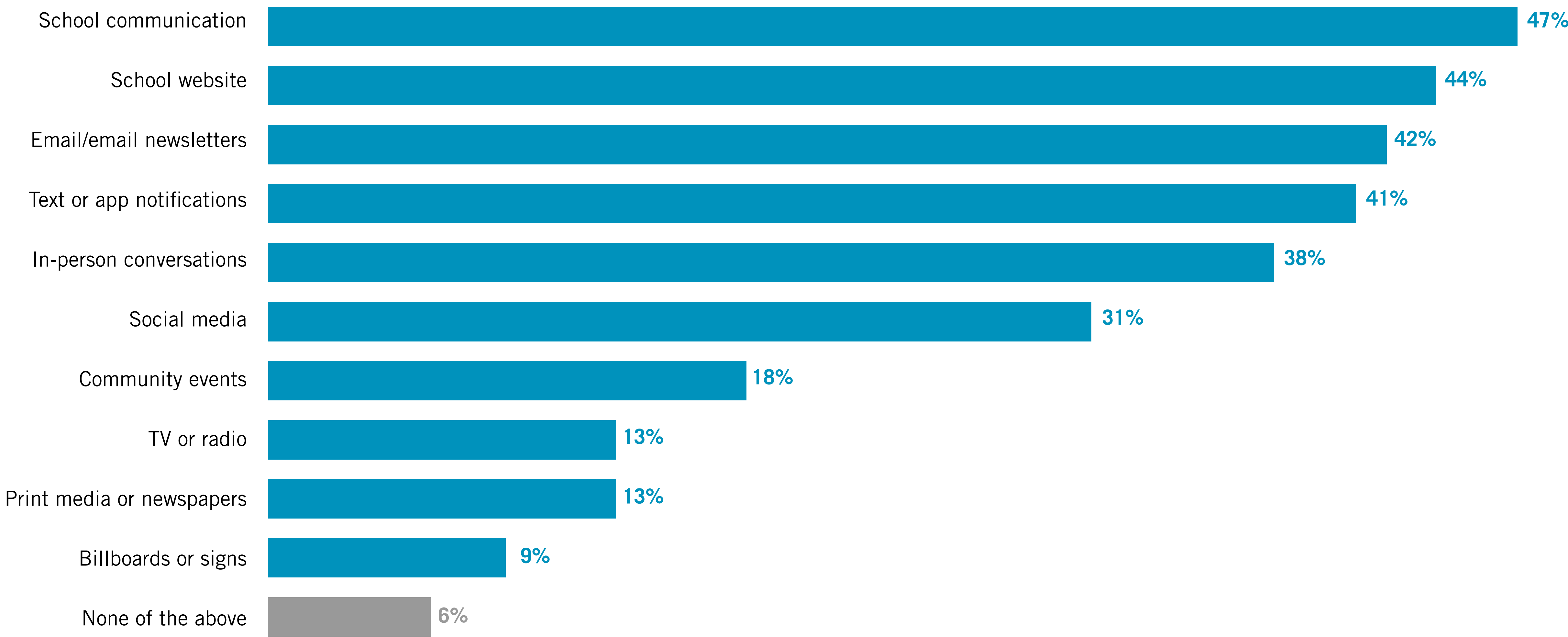


Source: EdChoice, 2026 Schooling in America Survey (conducted March 24–April 4, 2026), Q35

HOW PARENTS RECEIVED INFORMATION ON EDUCATION

Parents typically receive information on their child's education from school communications, school websites, email newsletters, and text messages/app notifications.

% of Current School Parents



Source: EdChoice, 2026 Schooling in America Survey (conducted March 24–April 4, 2026), Q36

KEY FINDINGS

School Choice Policies

- School parents favorability towards the term “school choice” remained high (69%) in 2026.
- Without a description of an ESA, more than half of Americans (54%) and nearly two-thirds of school parents (64%) support ESAs. However, when given a description of ESAs, support increased by 24 points among Americans and 20 points among school parents.
- Parent support for K–12 choice policies is consistently high. Education savings accounts (ESAs) remain the most popular school choice policy for the tenth consecutive year.
- Among the general population, support for ESAs is highest at 78%. About two-thirds of Americans support school vouchers, charter schools, and tax-credit scholarships.
- Americans are consistently much more likely to support policies that allow any student to receive an ESA rather than those limited by student need. Just over three-fourths of Americans (77%) support a universal approach.

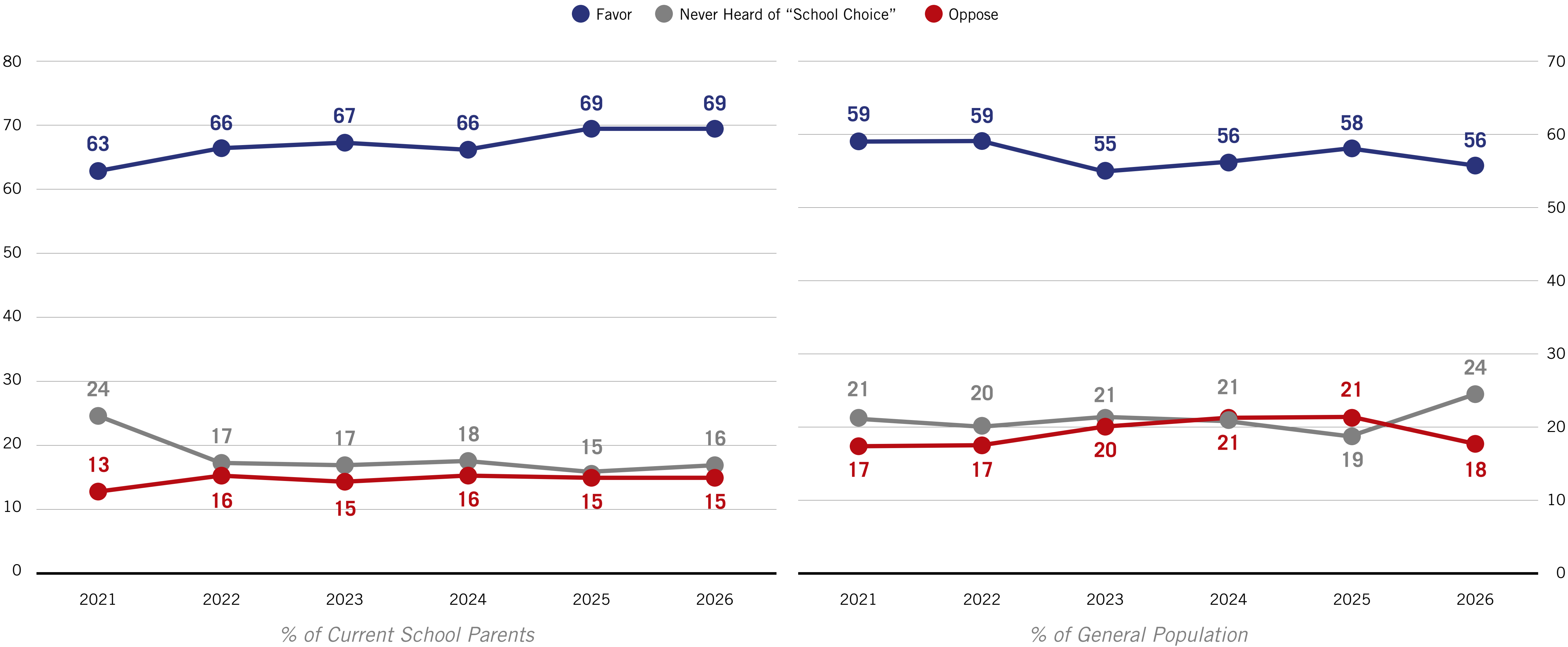
KEY FINDINGS

School Choice Policies *(continued)*

- Without a description of school vouchers, half of Americans and nearly two-thirds of school parents (61%) support school vouchers. However, when given a description of school vouchers, support increased by 19 points among the general population and 18 points among school parents.
- School parents and Americans support refundable tax credits for education expenses. Over two-thirds (72%) of Americans show support for refundable tax credits, while support is much higher among school parents at 83%.
- School parents' favorability towards homeschooling has increased slightly since 2024.
- More than 80% of school parents support open enrollment. School parents are more than four times as likely to support the policy than to oppose it.
- Parents' favorability towards charter schools rose slightly in 2026. Parents are nearly three times as likely to support charter schools (75%) than oppose them (24%).

"SCHOOL CHOICE" FAVORABILITY - WITHOUT A DESCRIPTION, 2021-2026

School parents and Americans' favorability towards “school choice” remained steady in 2026.



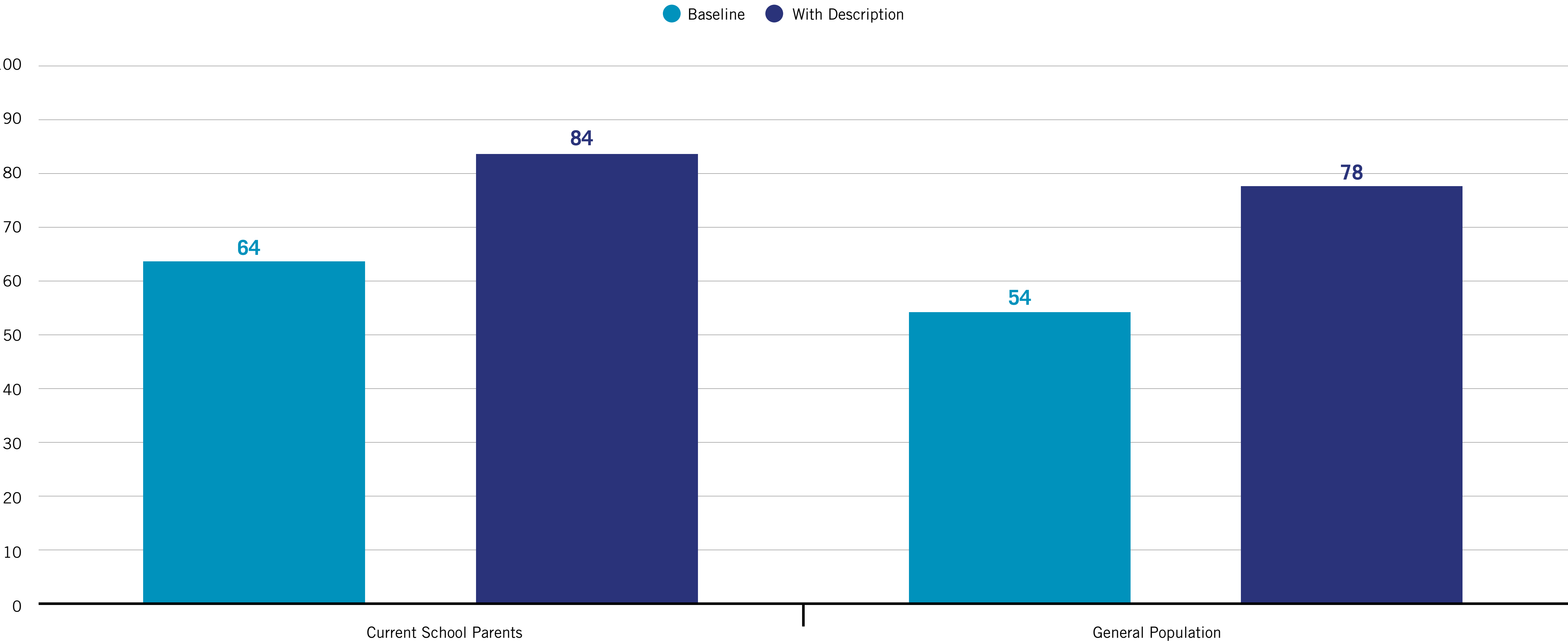
Notes: Respondents were permitted to skip the question, which is also not shown.

Sources: EdChoice, 2026 Schooling in America Survey (conducted March 24–April 4, 2026), Q17; EdChoice, Schooling in America Survey, 2021-2026

EDUCATION SAVINGS ACCOUNTS FAVORABILITY - WITHOUT VS. WITH DESCRIPTION, 2026

When given a description of ESAs, support increased by 20 points among school parents and by 24 points among the general population.

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

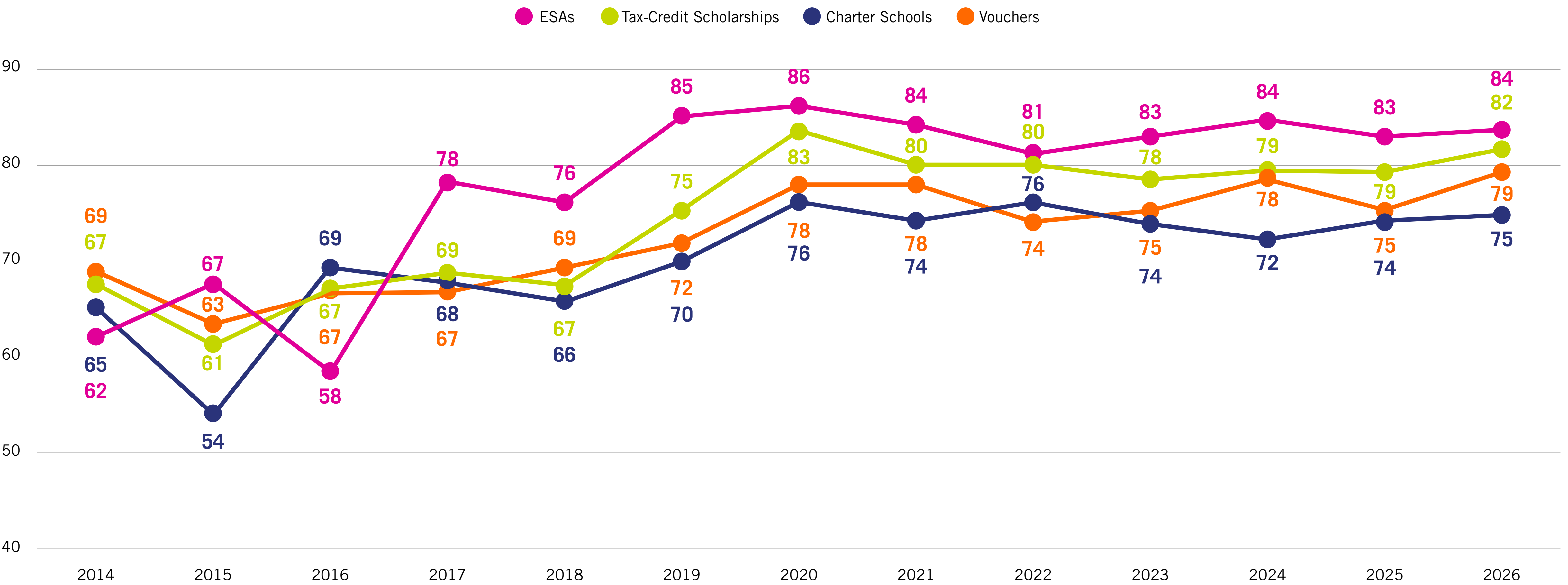


Source: EdChoice, 2026 Schooling in America Survey (conducted March 24–April 4, 2026), Q22 and Q23

PARENTS' FAVORABILITY OF K-12 CHOICE POLICIES, 2014-2026

Parent support for K-12 choice policies is consistently high. Education savings accounts (ESAs) remain the most popular school choice policy for the tenth consecutive year.

% of Current School Parents



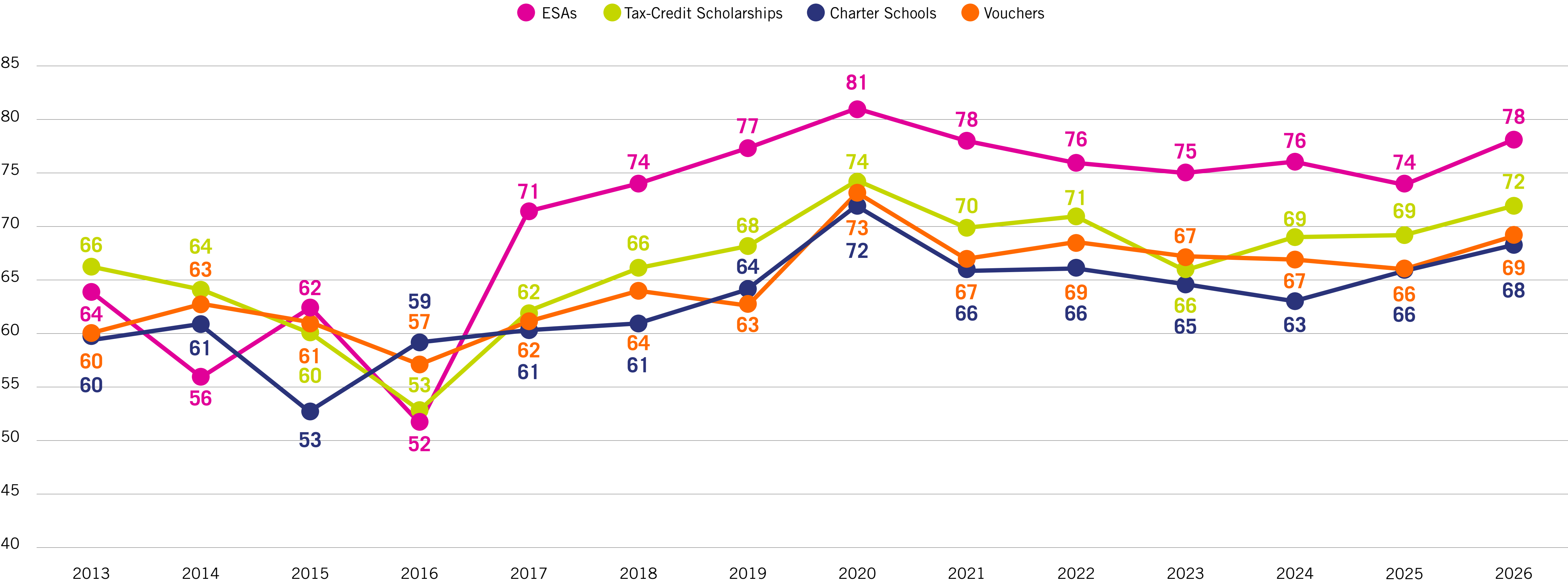
Notes: From 2014–2015 we slightly changed question wording to more accurately reflect the features of an education savings account (ESA) program and to avoid the inclusion of potentially loaded words or limiting ESA uses. Phone-only survey results shown for 2014–2017. Mixed-mode results (online and phone) shown for 2018–2026.

Sources: EdChoice, 2026 Schooling in America Survey (conducted March 24–April 4, 2026), Q19, Q21, Q23, and Q30; EdChoice, Schooling in America Survey, 2016–2026; Friedman Foundation for Educational Choice, Schooling in America Survey, 2014–2015

PUBLIC FAVORABILITY OF K-12 CHOICE POLICIES, 2013-2026

About two-thirds of Americans support school vouchers, charter schools, and tax-credit scholarships. Support for ESAs is higher at 78%.

% of General Population



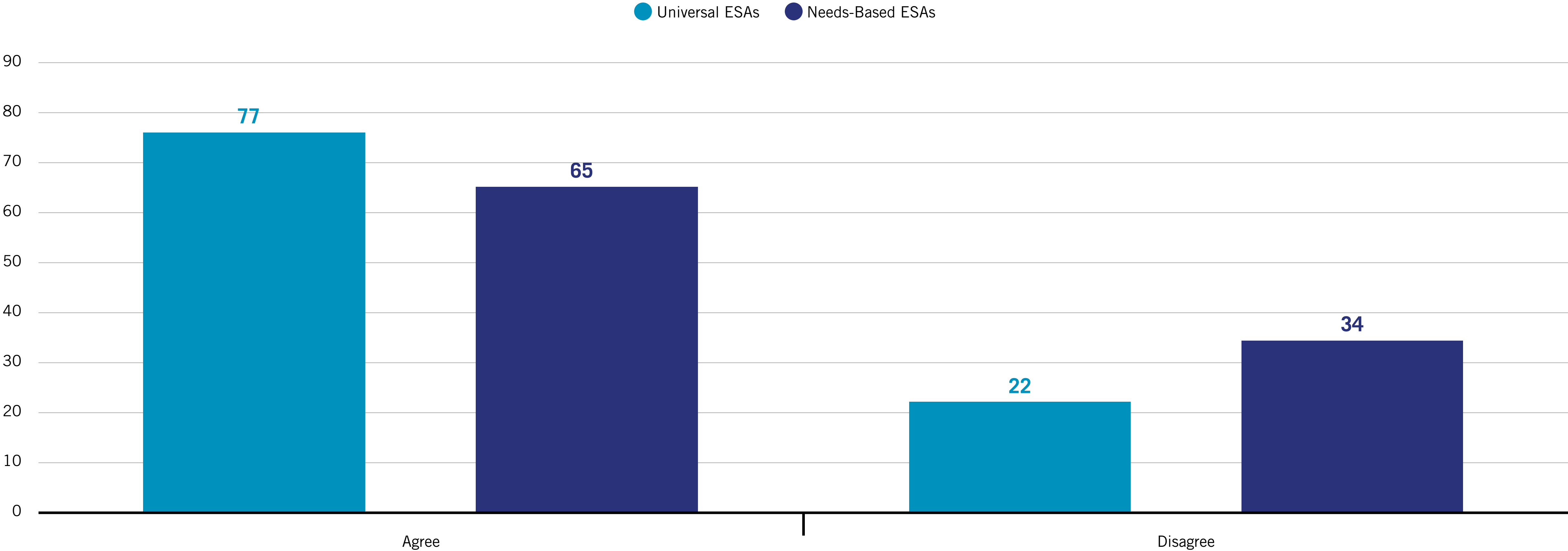
Notes: From 2013–2015 we slightly changed question wording to more accurately reflect the features of an education savings account (ESA) program and to avoid the inclusion of potentially loaded words or limiting ESA uses. Phone-only survey results shown for 2013–2017. Mixed-mode results (online and phone) shown for 2018–2026.

Sources: EdChoice, 2026 Schooling in America Survey (conducted March 24–April 4, 2026), Q19, Q21, Q23, and Q30; EdChoice, Schooling in America Survey, 2016–2026; Friedman Foundation for Educational Choice, Schooling in America Survey, 2013–2015

UNIVERSAL VS. NEEDS-BASED EDUCATION SAVINGS ACCOUNTS (ESAs)

- 1. Some people believe that ESAs should be available to all families, regardless of income and special needs. Do you agree or disagree with that statement?
- 2. Some people believe that ESAs should be available to families based on financial need. Do you agree or disagree with that statement?

% of General Population by split sample



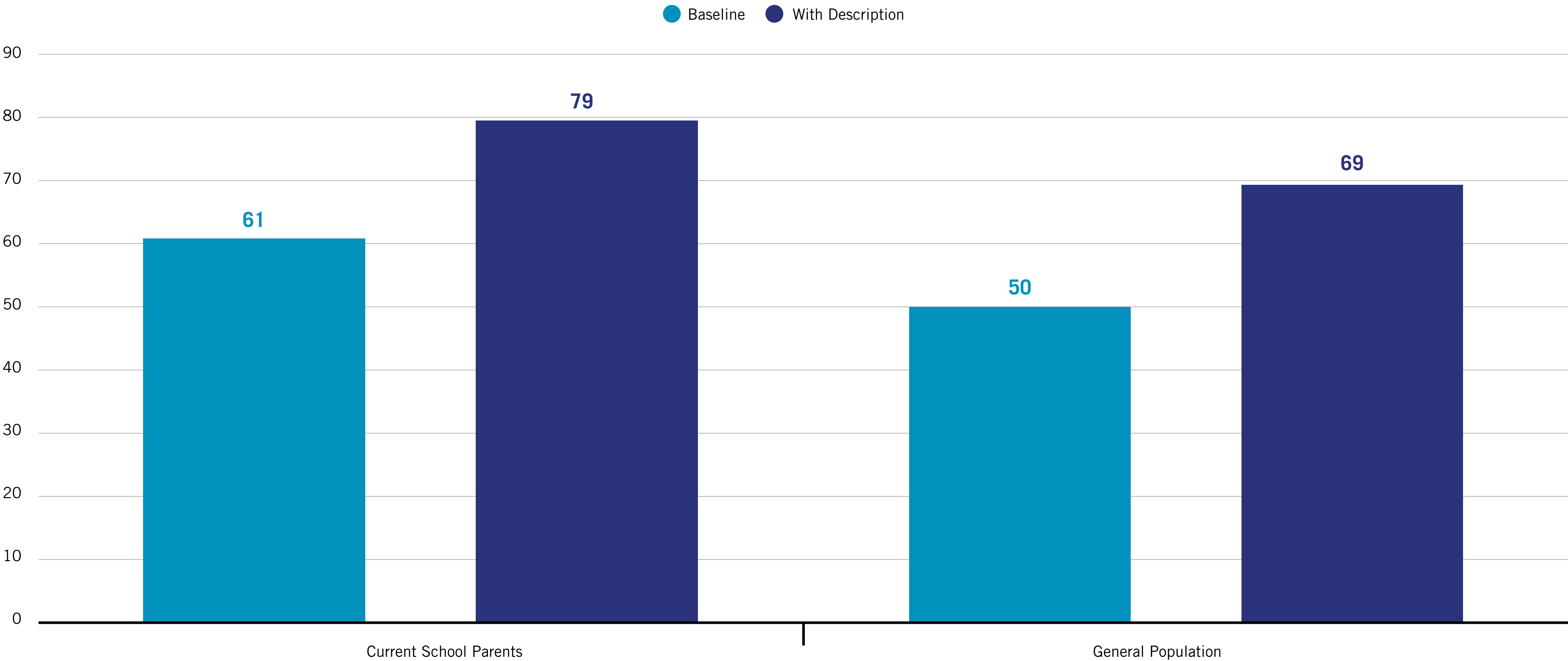
Note: Refusals and skips are not reflected in this chart.

Source: EdChoice, 2026 Schooling in America Survey (conducted March 24–April 4, 2026), Q24

SCHOOL VOUCHER FAVORABILITY - WITHOUT VS. WITH DESCRIPTION, 2026

When given a description of school vouchers, support increased by 19 points among the general population and 18 points among school parents.

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

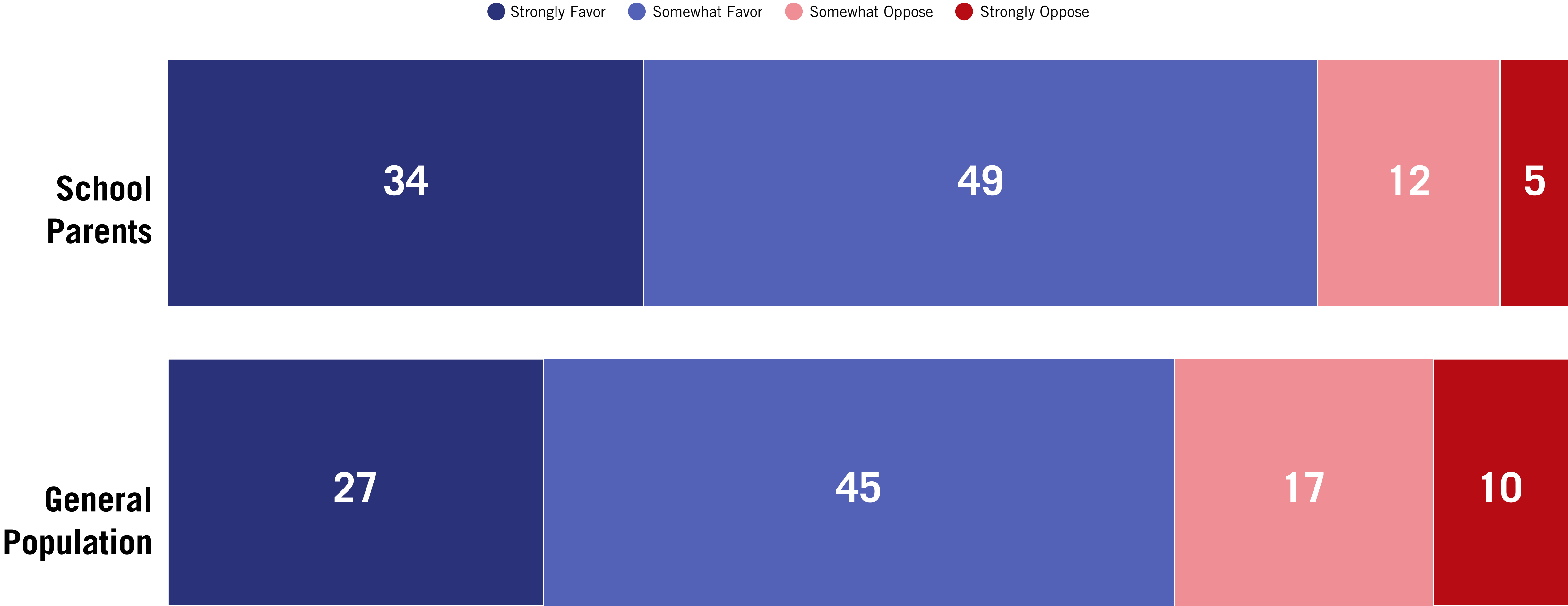


Sources: EdChoice, 2026 Schooling in America Survey (conducted March 24–April 4, 2026), Q20 and Q21

FAVORABILITY OF REFUNDABLE TAX CREDITS IN EDUCATION

School parents and Americans support refundable tax credits for education expenses. Over 70% of Americans show support, compared to over 80% of school parents.

% of Respondents



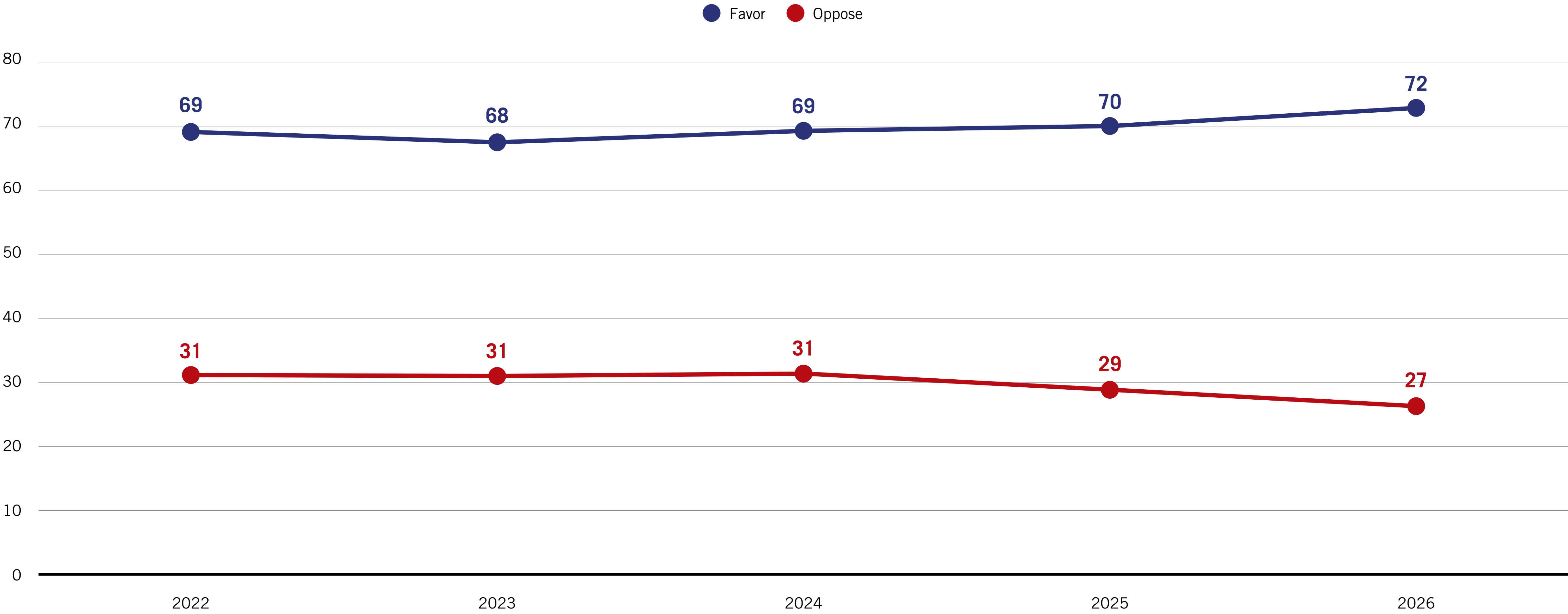
Notes: Respondents were permitted to skip the question, which is not shown.

Sources: EdChoice, 2026 Schooling in America Survey (conducted March 24–April 4, 2026), Q31

PARENTS' FAVORABILITY OF HOMESCHOOLING, 2022-2026

School parents' favorability towards homeschooling has increased slightly since 2024.

% of Current School Parents



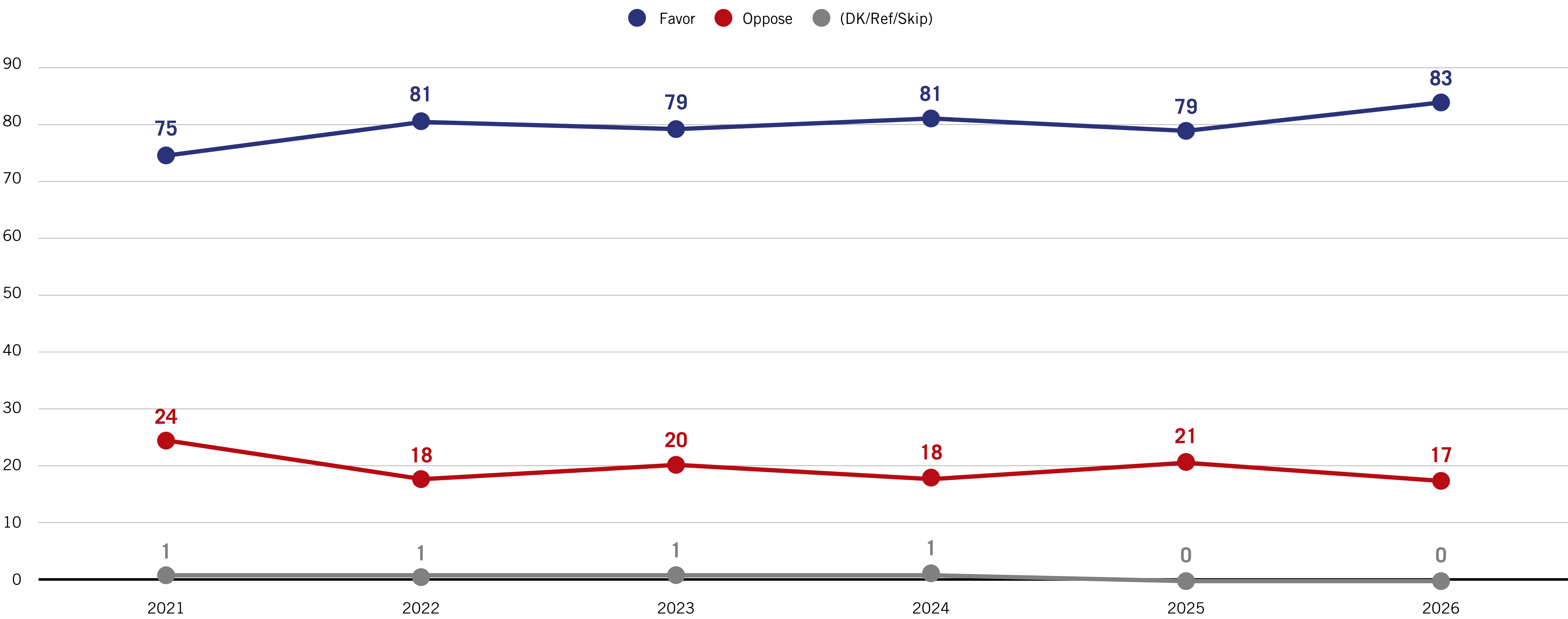
Notes: Respondents were permitted to skip the question, which is not shown.

Sources: EdChoice, 2026 Schooling in America Survey (conducted March 24-April 4, 2026), Q34; EdChoice, Schooling in America Survey, 2022-2026

PARENTS' FAVORABILITY OF OPEN ENROLLMENT, 2021-2026

More than 80% of school parents support open enrollment. School parents are over four times as likely to support the policy than to oppose it.

% of Current School Parents



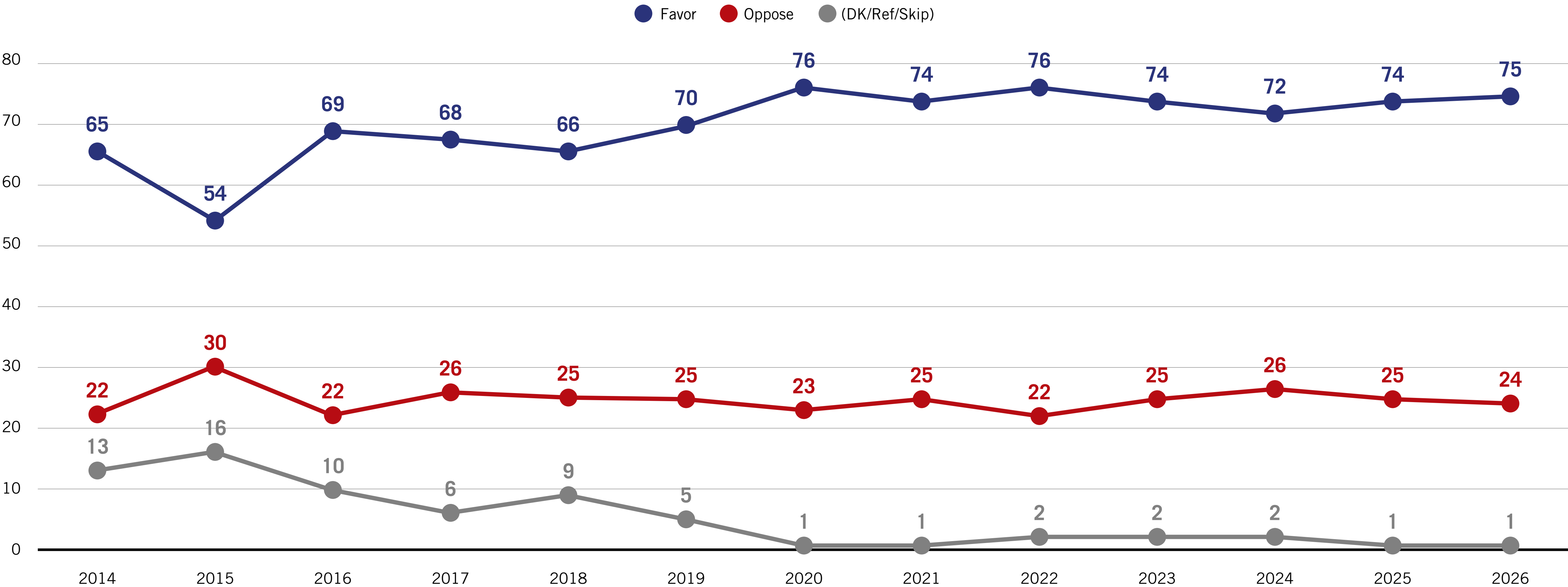
Notes: Responses within parentheses were volunteered. "DK" means "Don't Know." "Ref" means "Refusal."

Sources: EdChoice, 2026 Schooling in America Survey (conducted March 24–April 4, 2026), Q28; EdChoice, Schooling in America Survey, 2021-2026

PARENTS' FAVORABILITY OF CHARTER SCHOOLS, 2014-2026

Parents’ favorability towards charter schools rose slightly in 2026. Parents are roughly three times as likely to support charter schools than oppose them.

% of Current School Parents



Notes: Phone-only survey results shown for 2014–2017. Mixed-mode results (online and phone) shown for 2018–2026. 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, 2026 Schooling in America Survey (conducted March 24–April 4, 2026), Q19; EdChoice, Schooling in America Survey, 2016–2026; Friedman Foundation for Educational Choice, Schooling in America Survey, 2014–2015

KEY FINDINGS

Perceived Awareness of School Choice Policies and Demographic Deep Dive

- Parent awareness of school choice programs in their state varies widely. The majority of parents say their state allows open enrollment and charter schools. Half of parents don't know whether their state has an ESA program.
- Support for ESAs is strongest amongst school parents, Gen X, and adults ages 35-54. Gen Z and middle income (\$40-79K) respondents are the least supportive.
- Nearly two-thirds of school parents say they would enroll their child in an education savings account (ESA) program. About 1 in 5 are unsure, leaving only 13% who say they wouldn't use an ESA.
- When asked which types of educational purchases they would make with funding through an ESA program, parents are most interested in textbooks, tutoring, and school supplies. Private school tuition ranks fourth.
- School parents, Millennials, and adults ages 35-54 are the most likely groups to support charter schools. Midwesterners are the least likely to support charter schools.

KEY FINDINGS

Perceived Awareness of School Choice Policies and Demographic Deep Dive *(continued)*

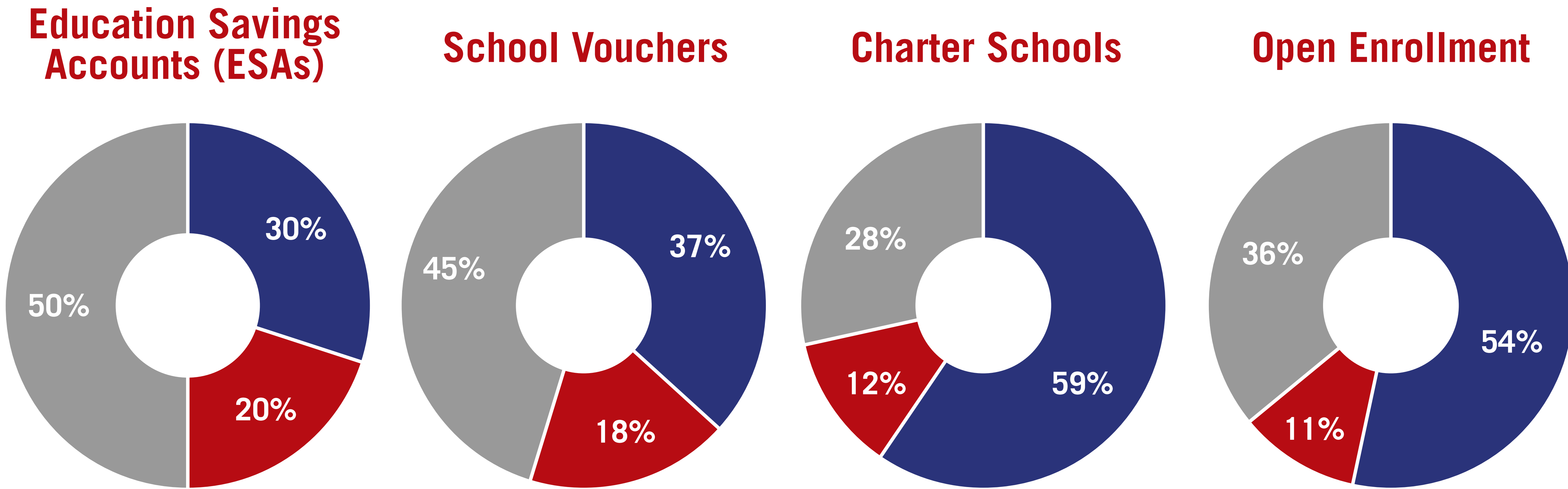
- Republicans, school parents, and adults ages 35-54 are the most likely groups to support homeschooling. College graduates and Democrats show the least support.
- School parents, Gen X, and Millennials are the most likely groups to support school vouchers. Baby Boomers and college graduates show the least support.
- School parents, Millennials, and Republicans show the most support for tax-credit scholarships. Midwesterners and Independents are least supportive.

PARENT AWARENESS OF SCHOOL CHOICE POLICIES

Half of school parents are unsure whether their state has an education savings account (ESA) program.

% of Current School Parents

Yes No Unsure



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

Source: EdChoice, 2026 Schooling in America Survey (conducted March 24–April 4, 2026), Q29

DEMOGRAPHIC SUPPORT FOR ESAs

Support for ESAs is strongest amongst school parents, Gen X, and adults ages 35 to 54. Gen Z respondents are least supportive.

% of Respondents

Groups Most Supportive	Top 5
School Parents	84%
Gen X	82%
Age: 35-54	82%
Income <\$40K	82%
Millenial	81%

Groups Least Supportive	Bottom 5
Black	76%
Ages: 55+	76%
Baby Boomer	75%
Income: \$40K-79K	75%
Gen Z	74%

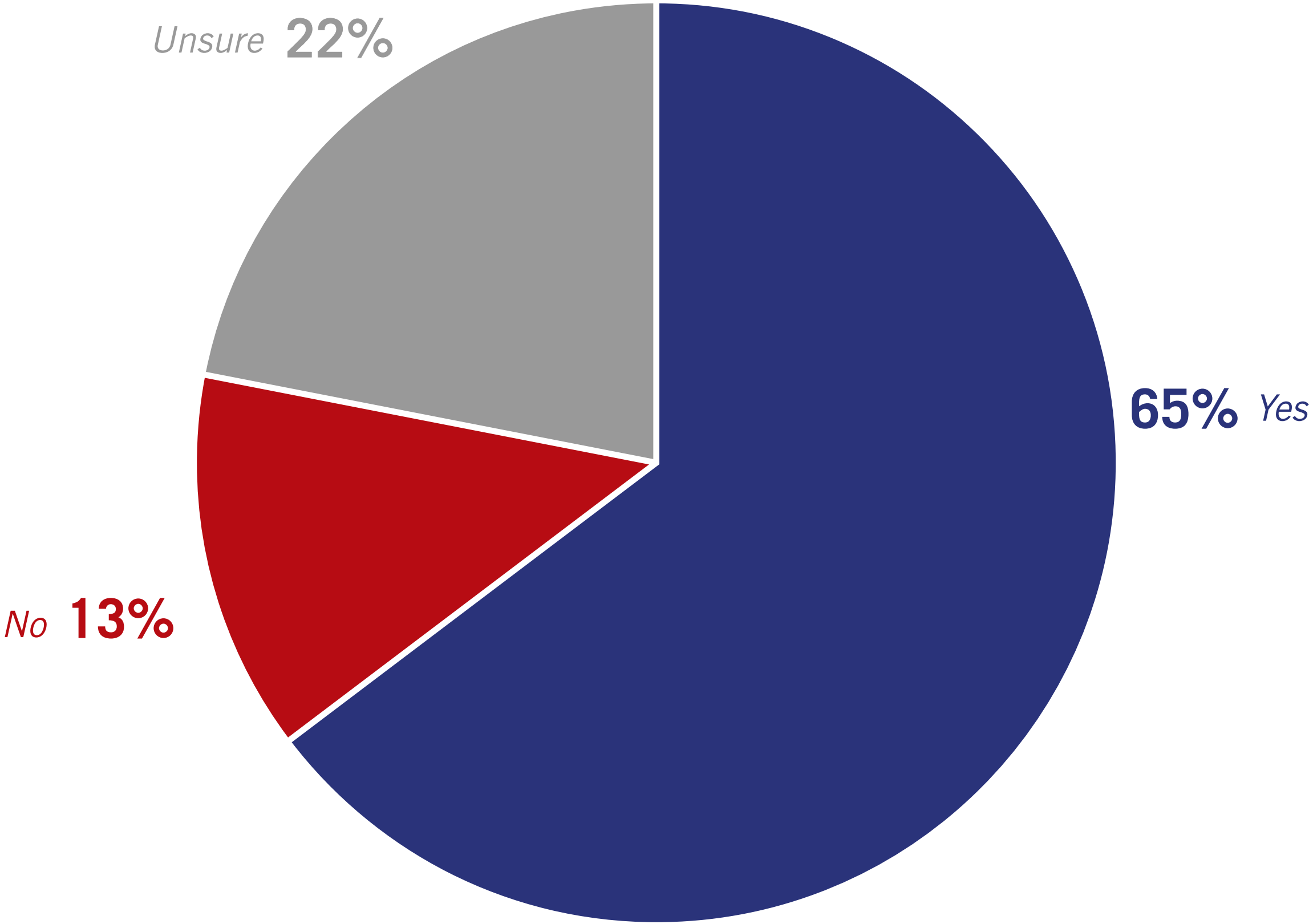
Notes: The percentages in this chart reflect the results obtained when providing respondents with a brief description of charter schools.

Source: EdChoice, 2026 Schooling in America Survey (conducted March 24–April 4, 2026), Q23

ESA PROGRAM ENROLLMENT

Nearly two-thirds of school parents say they would enroll their child in an education savings account (ESA) program.

% of Current School Parents



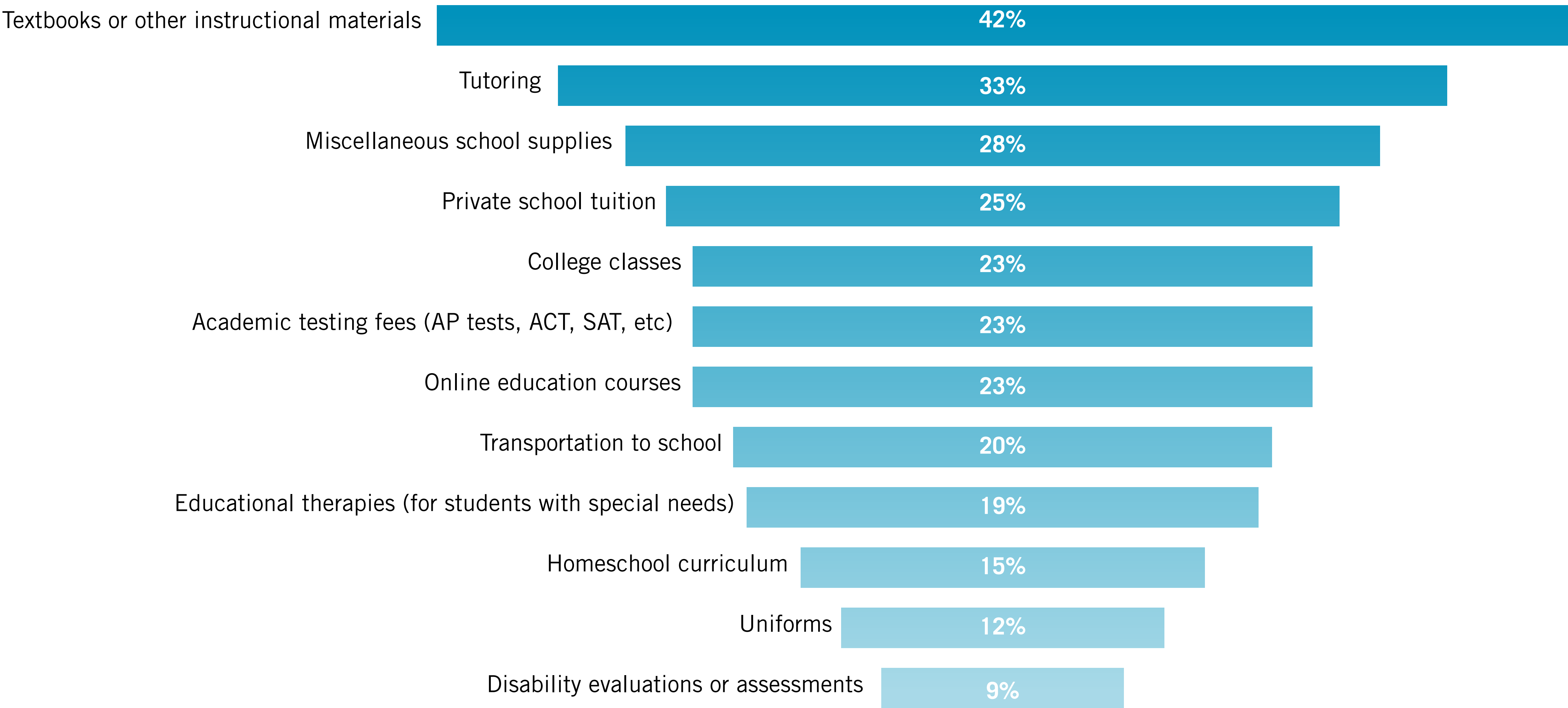
Notes: Respondents were permitted to skip the question, which is not shown.

Source: EdChoice, 2026 Schooling in America Survey (conducted March 24–April 4, 2026), Q25

PARENTS' SPENDING PREFERENCES FOR ESA FUNDS, 2026

When asked which types of educational purchases they'd make for their child's education with funding through an education savings account (ESA) program, parents were most interested in textbooks or other instructional materials, as well as tutoring.

% of Current School Parents



Source: EdChoice, 2026 Schooling in America Survey (conducted March 24 –April 4, 2026), Q26

DEMOGRAPHIC SUPPORT FOR CHARTER SCHOOLS

School parents, Republicans, and respondents ages 35-54 are the most likely groups to support charter schools. Midwesterners are the least likely group to support charter schools.

% of Respondents

Groups Most Supportive	Top 5
School Parents	75%
Age: 35-54	74%
Millennial	74%
Republican	74%
Gen X	73%

Groups Least Supportive	Bottom 5
Democrat	64%
Gen Z	64%
Age: 55+	63%
Baby Boomer	63%
Midwest	59%

Notes: The percentages in this chart reflect the results obtained when providing respondents with a brief description of charter schools.

Source: EdChoice, 2026 Schooling in America Survey (conducted March 24–April 4, 2026), Q19

DEMOGRAPHIC SUPPORT FOR HOMESCHOOLING

School parents, Republicans, and respondents ages 35-54 are the most likely groups to support homeschooling. Democrats and college graduates show the least support.

% of Respondents

Groups Most Supportive	Top 5
School Parents	72%
Republican	72%
Age: 35-54	71%
Small Town/Rural	71%
Black	70%

Groups Least Supportive	Bottom 5
Age: 55+	62%
Suburban	61%
Gen Z	60%
Democrat	58%
Education: College Grad +	58%

DEMOGRAPHIC SUPPORT FOR SCHOOL VOUCHERS

School parents, Gen X, and millennials are the most likely groups to support school vouchers. Baby Boomers show the least support.

% of Respondents

Groups Most Supportive	Top 5
School Parents	79%
Gen X	76%
Millennials	75%
Republicans	75%
Age: 35-54	74%

Groups Least Supportive	Bottom 5
Male	65%
Small Town/Rural	65%
Age: 55+	60%
Education: College Grad +	60%
Baby Boomers	57%

Notes: The percentages in this chart reflect the results obtained when providing respondents with a brief description of school vouchers.

Source: EdChoice, 2026 Schooling in America Survey (conducted March 24–April 4, 2026), Q21

DEMOGRAPHIC SUPPORT FOR TAX-CREDIT SCHOLARSHIPS

Support for tax-credit scholarships is strongest amongst school parents, millennials, and Republicans. Midwesterners are the least likely group to show support.

% of Respondents

Groups Most Supportive	Top 5
School Parents	82%
Millennials	79%
Republican	78%
Hispanic	77%
Income: <\$40K	77%

Groups Least Supportive	Bottom 5
Age: 55 +	68%
Baby Boomer	68%
Income: \$80K +	68%
Independent	68%
Midwest	67%

Notes: The percentages in this chart reflect the results obtained when providing respondents with a brief description of tax-credit scholarships.

Source: EdChoice, 2026 Schooling in America Survey (conducted March 24–April 4, 2026), Q30

KEY FINDINGS

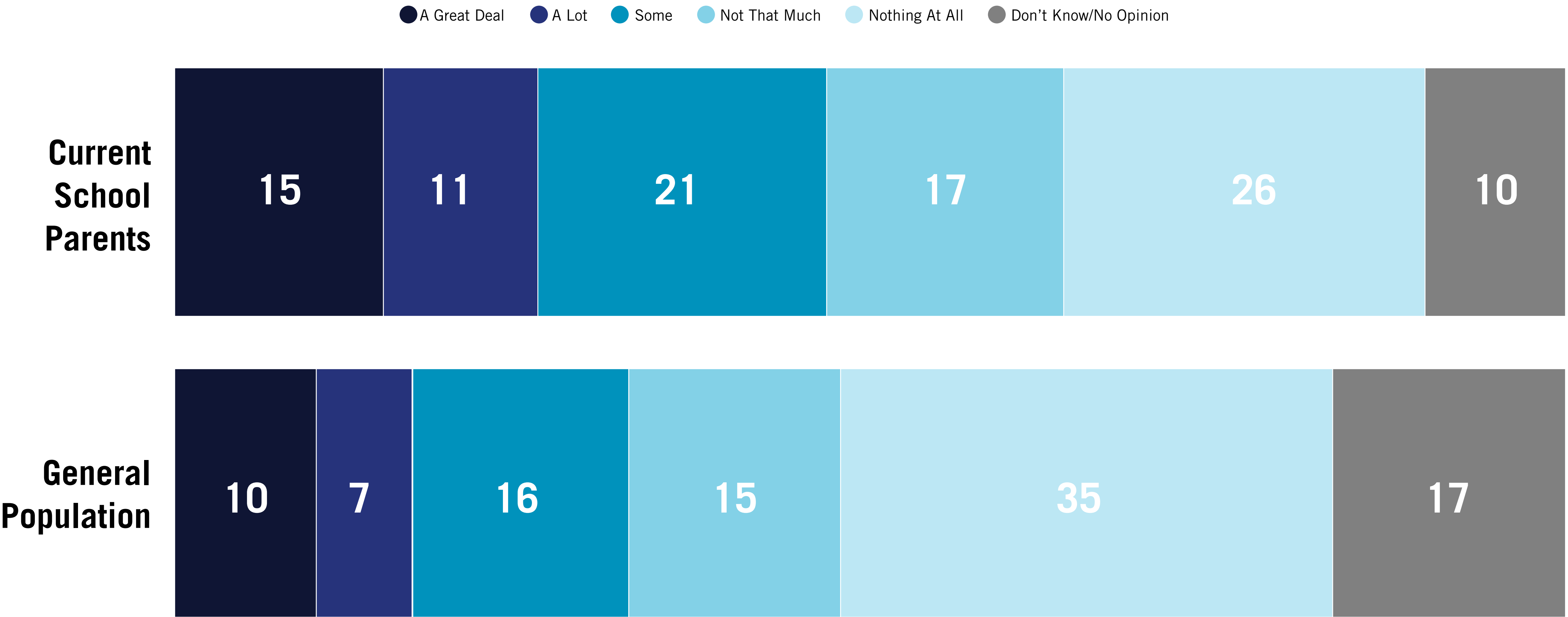
Views on the Federal Tax Credit for Scholarships

- Just under half of school parents say they have heard at least some about the new Federal Tax Credit for Scholarships, compared to only one third of the general public. A quarter of school parents and 35% of Americans say they've heard nothing at all about the federal tax credit.
- School parents and Americans support their state participating in the Federal Tax Credit for Scholarships. Over 60% of Americans and over 70% of school parents show support.

FEDERAL TAX CREDIT FOR SCHOLARSHIPS: AWARENESS

Just under half of school parents say they have heard at least some about the new Federal Tax Credit for Scholarships, compared to only one third of the general public.

% of Respondents



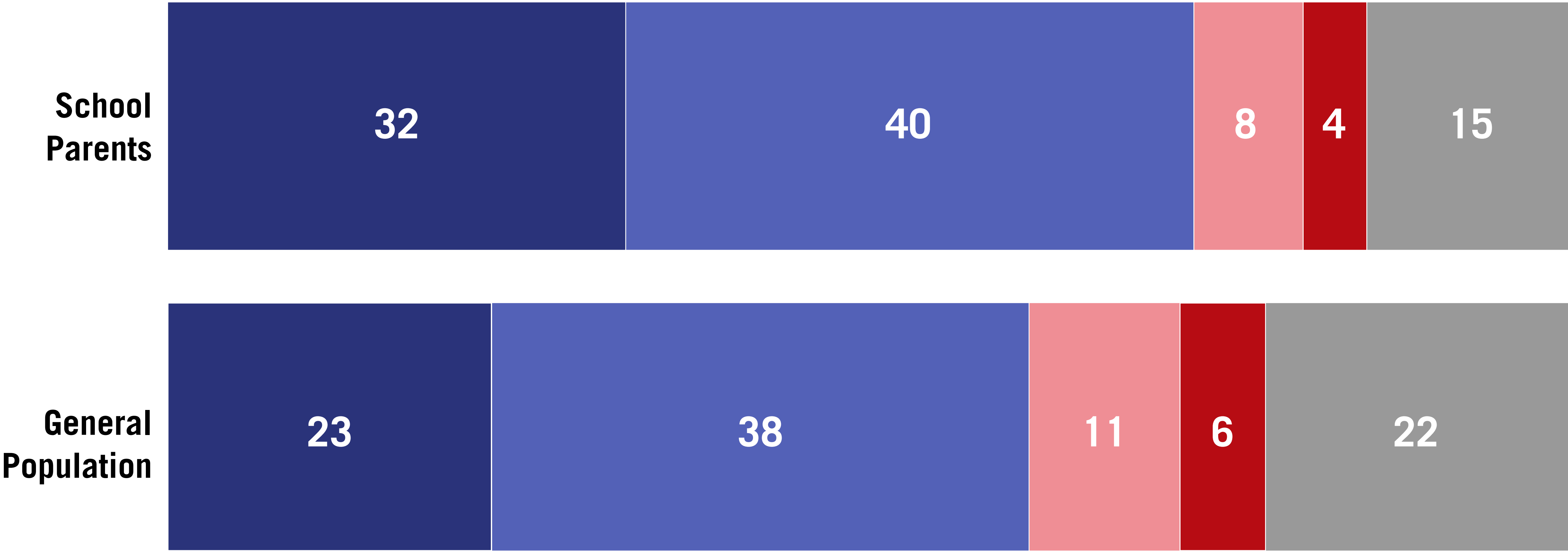
Notes: Respondents were permitted to skip the question, which is not shown.

Source: EdChoice, 2026 Schooling in America Survey (conducted March 24–April 4, 2026), Q32

FEDERAL TAX CREDIT FOR SCHOLARSHIPS: FAVORABILITY

School parents and Americans support their state participating in the Federal Tax Credit for Scholarships. Over 60% of Americans and over 70% of school parents show support.

● Strongly Favor ● Somewhat Favor ● Somewhat Oppose ● Strongly Oppose ● Don't Know/No Opinion



Notes: Respondents were permitted to answer "Don't Know" or skip the question, which is not shown.

Sources: EdChoice, 2026 Schooling in America Survey (conducted March 24–April 4, 2026), Q33

2026 SCHOOLING IN AMERICA SURVEY PROFILE

Administration/Fielding Dates March 24 to April 4, 2026

Sponsor and Developer EdChoice

Administration, Data Collection Braun Research, Inc.

Populations General Population (Adults, Age 18+)
Parent of at least one child in K-12 education

Sampling Frame National sample of adults (age 18+) living in the United States, including D.C.

Parents of School-Aged Children, K-12

Sampling Method Mixed Method

Phone: Dual frame; Probability-based; Random Digit Dial (RDD);
Text-to-web

Mode Online: Non-probability-based

Phone for General Population, N = 177
- Cell Phone = 80%
- Landline = 20%

Online for General Population, N = 1,327
Phone/Online for School Parents, N = 2,466

Languages English

Median Survey Time Phone, General Population: 17.5 minutes
Online, General Population: 16.6 minutes
Online, School Parents: 18.0 minutes

Sample Sizes General Population, N = 1,504
School Parents, N = 2,466

Quotas Black School Parents, N = 631 [600]
Hispanic School Parents, N = 578 [600]

Weighting General Population: Age, Census Division, Gender, Ethnicity, Race,
Education, and Phone Usage

School Parents: Age, Census Region, Gender, Race

Online Participation Rate 15.31%

Phone Response Rates Cell = 2.04%, Landline = 0.9%

Questionnaire and topline results go.edchoice.org/sia

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K-12 SCHOOL PARENTS (N = 2,466) DEMOGRAPHICS

	Unweighted	Weighted
Northeast	401	400
South	1040	991
Midwest	427	493
West	598	582
Democrat	903	790
Republican	893	944
Independent	666	727
Urban	1072	956
Suburban	876	907
Rural	515	602
18-34	735	502
35-54	1480	1792
55+	251	172

	Unweighted	Weighted
Hispanic	578	520
Not Hispanic	1888	1946
Asian	63	137
Black	631	299
White	1119	1423
<College	1417	1541
>College Grad	1049	925
<\$40,000	708	775
\$40K-\$80K	779	754
\$80K+	975	933
Male	1188	1106
Female	1278	1360
Online	2448	2445
Phone	18	21

GENERAL POPULATION (N = 1,504) DEMOGRAPHICS

	Unweighted	Weighted
Northeast	263	263
South	573	576
Midwest	332	309
West	336	355
Democrat	527	536
Republican	463	454
Independent	511	511
Urban	453	456
Suburban	597	607
Rural	452	438
18-34	450	439
35-54	517	489
55+	537	575

	Unweighted	Weighted
Hispanic	254	262
Not Hispanic	1250	1242
Asian	43	86
Black	210	177
White	956	914
<College	1056	1008
>College Grad	448	496
<\$40,000	622	607
\$40K-\$80K	490	492
\$80K+	376	386
Male	728	737
Female	776	767
Online	1327	1309
Phone	177	195

ACKNOWLEDGMENTS

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Michael Davey has done a wonderful job with graphic design. The authors take responsibility for any errors, misrepresentations, or omissions in this publication.

ABOUT THE SURVEY ORGANIZATION

Braun Research, Inc.

The Braun Research network of companies, founded in 1995, engages in data collection via telephone and the 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 29 years, Braun Research has conducted over 12,000 research projects by telephone, the internet, and mail worldwide. Braun Research employs techniques and standards approved by various survey research associations and other affiliations, including those with which Braun has been an active member, including the American Association for Public Opinion Research (AAPOR). Paul Braun is recognized as a leader in the field by colleagues and industry peers. He has served as president of the New Jersey Chapter of AAPOR.

COMMITMENT TO METHODS AND TRANSPARENCY



EdChoice is committed to research that adheres to high scientific standards; matters of methodology and transparency are taken seriously at all levels of our organization. We are dedicated to providing high-quality information in a transparent and efficient manner. The American Association for Public Opinion Research (AAPOR) welcomed EdChoice to its AAPOR Transparency Initiative (TI) in September 2015. The TI is designed to acknowledge those organizations that pledge to practice transparency in their reporting of survey-based research findings and abide by AAPOR's disclosure standards as stated in the Code of Professional Ethics and Practices. The contents of this publication are intended to provide empirical information and should not be construed as lobbying for any position related to any legislation. The authors welcome any and all questions related to methods and findings.



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