

ONLINE VERSION

[PROGRAMMER INSTRUCTIONS IN BRACKETS]

[BRAUN RESEARCH RECOMMENDED INTRODUCTION]

S1. Are you under 18 years old, OR are you 18 or older?

- 1) Under 18 * Thank, and terminate
- 2) 18 or older
- 9) (Refused) * Thank, and terminate

S2. What is your ZIP Code?

S3. In what STATE do you currently live?

- 1) [Record U.S. State or District of Columbia]
- 2) Outside of USA * Thank, and terminate
- 3) (Refused) * Thank, and terminate

D1. What is your gender?

- 1) Male
- 2) Female

D2. In what year were you born?

[OPEN END. RECORD. LATER CODE FOR GENERATION]

“For this online interview, if you are completely unsure about your answer or have no feelings for an answer, you can move on to the next question.”

Q-Issues. We would like to ask what issues are most important to you right now?

Please rank your TOP THREE issues. [RANDOMIZE ISSUES]

- a. K-12 education
- b. Climate change and the environment
- c. Gun violence
- d. Civil rights and civil liberties
- f. Law enforcement and criminal justice
- g. National security and foreign policy
- h. LGBTQ rights
- i. Healthcare
- j. Jobs and the economy
- k. Elections and voting rights
- l. Immigration

Q-Education Issues. We would like to ask what issues in K-12 education are most important to you right now?

Please rank your TOP THREE issues. [RANDOMIZE ISSUES]

- a. Parental choice in K-12 education
- b. School safety
- c. Disciplinary policies
- d. Technology in K-12 education
- f. Diversity, equity, and inclusion
- g. Curriculum
- h. School funding
- i. Workforce preparation
- j. Transportation in K-12 education
- k. Democratic values and citizenship
- l. I do not follow K-12 education issues closely
- m. Other (please specify) _____

Q1. In the United States, do you feel things in K-12 Education are generally going in the right direction, or do you feel things have generally gotten off on the wrong track?

[ROTATE]

- 1) Right Direction
- 2) Wrong Track

Q2. Are you currently the parent or guardian of a child, who lives with you, and who is in any grade from Kindergarten through High School?

Please select the answer that best fits your current situation.

If child is in Kindergarten in the most recent school year 2024–25, enter “Yes”

- 1) Yes
- 2) No, My Oldest (Or Only Child) Is Not Yet In School
- 3) No, My Youngest (Or Only) Child Is Past High School Age
- 4) No, I Am Not The Parent or Guardian Of Any Child

Q3-Number. Please tell us how many children you have in Kindergarten through 12th Grade. **[OPEN END. NUMBER ONLY]**

Q3. [ASK IF Q2 = 1] Please tell us the grade level for each of your children; what kind of school each child has **attended in the 2024–25 school year.**

	What is the gender of your child?	Grade entering this CURRENT school year (2024-25)	Where is she/he attending school this CURRENT school year (2024-25)
Oldest Child in K–12 (#1)			
Next Oldest Child in K–12 (#2)			
Next Oldest Child in K-12 (#N...)			

DROP DOWN/OPTIONS

DROP DOWN/OPTIONS

DROP DOWN/OPTIONS

KG to 12th Grade

Charter School

Male

Home School

(Parent-directed)

Female

Private School

Refuse to answer

Regular Public/District School
(INSIDE your school district)

Public/District School (OUTSIDE
your school district)

Q4. [ASK IF Q2 = 1] To what extent are you satisfied or dissatisfied with your child's/children's experiences with the following types of schooling? Note: We would like to know how you evaluate the experience(s) your child/children **have ever had** with any of the following school types.

[RANDOMIZE]

- 4_1.** Charter School (or Public Charter School)
- 4_2.** Home School
- 4_3.** Private School (or Independent School, Parochial School, Religious School)
- 4_4.** Regular Public School (or Public District School)

[ROTATE 2 TO 5 ONLY]

- 1) No Experience/Not Applicable
- 2) Very Satisfied
- 3) Somewhat Satisfied
- 4) Somewhat Dissatisfied
- 5) Very Dissatisfied

Q5. [ONLY ASK IF Q4_1 = 2 TO 5] Which factors most influenced your decision to have your child/children attend a public charter school?

Please rank your TOP THREE items.

[RANDOMIZE, BUT KEEP Q5 TO Q8 ORDERING SAME PER RESPONDENT]

- 5A.** Academic Quality, Reputation
- 5B.** Class Size
- 5C.** Structure, Discipline
- 5D.** Extracurricular Activities (e.g. Athletics, Arts, etc.)
- 5E.** Diversity
- 5F.** Individual, One-on-One Attention
- 5G.** Location, Close to Home or Work
- 5H.** Morals, Character, Values Instruction
- 5I.** Our Assigned District School
- 5J.** Religious Environment/Instruction
- 5K.** Safe Environment
- 5L.** School Size
- 5M.** Socialization, Peers, Other Kids
- 5N.** Test Scores

Q6. [ONLY ASK IF Q4_2 = 2 TO 5] Which factors most influenced your decision to homeschool your child/children?

Please rank your TOP THREE items.

[RANDOMIZE, BUT KEEP Q5 TO Q8 ORDERING SAME PER RESPONDENT]

- 6A.** Academic Quality, Reputation
- 6B.** Class Size
- 6C.** Structure, Discipline
- 6D.** Extracurricular Activities (e.g. Athletics, Arts, etc.)
- 6E.** Diversity
- 6F.** Individual, One-on-One Attention
- 6G.** Location, Close to Home or Work
- 6H.** Morals, Character, Values Instruction
- 6I.** Our Assigned District School
- 6J.** Religious Environment/Instruction
- 6K.** Safe Environment
- 6L.** School Size
- 6M.** Socialization, Peers, Other Kids
- 6N.** Test Scores

Q7. [ONLY ASK IF Q4_3 = 2 TO 5] Which factors most influenced your decision to have your child/children attend a private school?

Please rank your TOP THREE items.

[RANDOMIZE, BUT KEEP Q5 TO Q8 ORDERING SAME PER RESPONDENT]

- 7A.** Academic Quality, Reputation
- 7B.** Class Size
- 7C.** Structure, Discipline
- 7D.** Extracurricular Activities (e.g. Athletics, Arts, etc.)
- 7E.** Diversity
- 7F.** Individual, One-on-One Attention
- 7G.** Location, Close to Home or Work
- 7H.** Morals, Character, Values Instruction
- 7I.** Our Assigned District School
- 7J.** Religious Environment/Instruction
- 7K.** Safe Environment
- 7L.** School Size
- 7M.** Socialization, Peers, Other Kids
- 7N.** Test Scores

Q8. [ONLY ASK IF Q4_4 = 2 TO 5] Which factors most influenced your decision to have your child/children attend a public district school?

Please rank your TOP THREE items.

[RANDOMIZE, BUT KEEP Q5 TO Q8 ORDERING SAME PER RESPONDENT]

- 8A.** Academic Quality, Reputation
- 8B.** Class Size
- 8C.** Structure, Discipline
- 8D.** Extracurricular Activities (e.g. Athletics, Arts, etc.)
- 8E.** Diversity
- 8F.** Individual, One-on-One Attention
- 8G.** Location, Close to Home or Work
- 8H.** Morals, Character, Values Instruction
- 8I.** Our Assigned District School
- 8J.** Religious Environment/Instruction
- 8K.** Safe Environment
- 8L.** School Size
- 8M.** Socialization, Peers, Other Kids
- 8N.** Test Scores

Q9. How much do you think is spent per year on each student in **[INSERT RESPONDENT STATE]** public schools? Your estimate of the state average—to the nearest thousand dollars—will represent the combined expenditures of local, state, and federal governments.

[OPEN END. RECORD.]

Q10. How much do you think *should* be spent per year on each student in **[INSERT RESPONDENT STATE]** public schools? Your estimate of the state average—to the nearest thousand dollars—will represent the combined expenditures of local, state, and federal governments.

[OPEN END. RECORD.]

Q11_1. Half Sample. Do you believe that public school funding in **[INSERT RESPONDENT STATE]** is at a level that is:

[ROTATE “TOO HIGH” AND “TOO LOW”]

- 1) Too High
- 2) Too Low
- 3) About Right

Q11_2. Half Sample. According to the most recent information available, on average **\$XX,XXX** is being spent per year on each student attending public schools in **[INSERT RESPONDENT STATE]**. Do you believe that public school funding in **[INSERT STATE]** is at a level that is: **[PROGRAMMER, PLEASE PIPE IN INDIVIDUAL CURRENT EXPENDITURE PER PUPIL FIGURE PER STATE FROM SEPARATE EXCEL SHEET.]**

[ROTATE “TOO HIGH” AND “TOO LOW”]

- 1) Too High
- 2) Too Low
- 3) About Right

Q12. In thinking about the schools in your area, what grade would you give:

[GRADE OPTIONS: A, B, C, D, F, (Does Not Apply)]

[RANDOMIZE]

1. Regular Public Schools (or Public District Schools)
2. Charter Schools (or Public Charter Schools)
3. Private Schools (or Independent Schools, Parochial Schools, Religious Schools)

[FOR HOVER ONLY: 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.]

DISPLAY ONLY FOR Q2 = 2, 3, 4]

“If you don’t have a school-aged child, then for the next couple questions we would like to know your preference and reason based on a hypothetical consideration.”

Q13_1 Half Sample. [ASK IF Q2 = 1] Besides moving from grade school to middle school or middle school to high school, has your ***oldest*** child ever switched from one type of school (or school sector) to another? The various types/sectors include public district schools, public charter schools, private schools, full-time virtual schools, and home schooling.

1. Yes, my child has changed school types
2. No, my child has not changed school types
3. I don’t know if my child has changed school types

Q13_2 Half Sample. Besides moving from grade school to middle school or middle school to high school, has your ***youngest*** child ever switched from one type of school (or school sector) to another? The various types/sectors include public district schools, public charter schools, private schools, full-time virtual schools, and home schooling.

1. Yes, my child has changed school types

2. No, my child has not changed school types
3. I don't know if my child has changed school types

[DISPLAY ONLY IF Q13_1 or Q13_2 = 1]

Q14_1 Half Sample. Children may encounter different circumstances both inside and outside of school that make it hard for them to achieve academic and personal success. Has your **oldest** child experienced any of these difficulties at her/his *former school*? Please select all that apply.

[RANDOMIZE]

1. Academic needs were not being met
2. Special needs were not being met
3. Excessive stress or anxiety
4. Depression
5. Bullying
6. Bad peer group
7. Not enough individual attention
8. Difficulty with teachers
9. Difficulty with administrators
10. Fighting
11. Concerns for physical safety
12. Concerns that things taught were different from your family's values and beliefs
13. Parent divorce or separation
14. Parent loss of job or income
15. Advanced or gifted education options were not available
16. Other **[OPEN END] [ANCHOR]**
17. None of the above **[EXCLUSIVE] [ANCHOR]**

Q14_2 Half Sample. Children may encounter different circumstances both inside and outside of school that make it hard for them to achieve academic and personal success. Has your **youngest** child experienced any of these difficulties at her/his *former school*? Please select all that apply.

[RANDOMIZE]

1. Academic needs were not being met
2. Special needs were not being met
3. Excessive stress or anxiety
4. Depression
5. Bullying
6. Bad peer group
7. Not enough individual attention
8. Difficulty with teachers
9. Difficulty with administrators
10. Fighting
11. Concerns for physical safety

- 12. Concerns that things taught were different from your family's values and beliefs
- 13. Parent divorce or separation
- 14. Parent loss of job or income
- 15. Advanced or gifted education options were not available
- 16. Other **[OPEN END] [ANCHOR]**
- 17. None of the above **[EXCLUSIVE] [ANCHOR]**

[DISPLAY ONLY FOR Q2 = 2, 3, 4]

“If you don’t have a school-aged child, then for the next couple questions we would like to know your preference and reason based on a hypothetical consideration.”

Q15. If it were your decision and you could select any type of school, what type of school would you select in order to obtain the best education for your child?

[RANDOMIZE]

- 1) Charter School (or Public Charter School)
- 2) Home School
- 3) Private School (or Independent School, Parochial School, Religious School)
- 4) Regular Public School (or Public District School) – Inside your school district
- 5) Regular Public School (or Public District School) – Outside of your school district

[FOR HOVER ONLY: 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.]

[FOR HOVER ONLY: ‘Homeschooling’ is the education of a child mainly at home other than a school. It is usually conducted by a parent, tutor, or online teacher. Parents or guardians generally control and direct the curriculum.]

Q16. What is the most important characteristic or attribute that would cause you to choose a **[INSERT SCHOOL TYPE FROM Q13_1 OR 13_2]** for your child?

Please use one word, or a very short phrase.

[OPEN END. CODE LATER]

“For the remainder of this interview, if you are completely unsure about your answer or have no feelings for an answer, move on to the next question.”

Q17. Based on what you know, or have heard from others... In general, do you favor or oppose “**school choice**” in **K-12 education**?

[PROBE:] Would that be strongly or somewhat... ?

[ROTATE 1 to 4]

- 1) Strongly Favor
- 2) Somewhat Favor
- 3) Somewhat Oppose
- 4) Strongly Oppose
- 5) Never Heard of School Choice

Q18. Based on what you know, or have heard from others... In general, do you favor or oppose “**charter schools**”?

[PROBE:] Would that be strongly or somewhat... ?

[ROTATE 1 to 4]

- 1) Strongly Favor
- 2) Somewhat Favor
- 3) Somewhat Oppose
- 4) Strongly Oppose
- 5) Never Heard of Charter Schools

Q19. 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. In general, do you favor or oppose public charter schools?

[PROBE:] Would that be strongly or somewhat... ?

[ROTATE]

- 1) Strongly Favor
- 2) Somewhat Favor
- 3) Somewhat Oppose
- 4) Strongly Oppose

Q20. Based on what you know, or have heard from others... In general, do you favor or oppose “**school vouchers**”?

[PROBE:] Would that be strongly or somewhat... ?

[ROTATE 1 to 4]

- 1) Strongly Favor

- 2) Somewhat Favor
- 3) Somewhat Oppose
- 4) Strongly Oppose
- 5) Never Heard of School Vouchers

Q21. 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. In general, do you favor or oppose a school voucher system?

[PROBE:] Would that be strongly or somewhat... ?

[ROTATE]

- 1) Strongly Favor
- 2) Somewhat Favor
- 3) Somewhat Oppose
- 4) Strongly Oppose

Q22. Based on what you know, or have heard from others... In general, do you favor or oppose “**education savings accounts**” in K–12 education?

[PROBE:] Would that be strongly or somewhat... ?

[ROTATE 1 to 4]

- 1) Strongly Favor
- 2) Somewhat Favor
- 3) Somewhat Oppose
- 4) Strongly Oppose
- 5) Never Heard of Education Savings Accounts

Q23. 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. In general, do you favor or oppose an ESA system?

[PROBE:] Would that be strongly or somewhat... ?

[ROTATE]

- 1) Strongly Favor
- 2) Somewhat Favor
- 3) Somewhat Oppose
- 4) Strongly Oppose

Q24_1. Half Sample. Some people believe that **ESAs** should be available to all families, regardless of incomes and special needs. Do you agree or disagree with that statement?

[PROBE:] Would that be strongly or somewhat... ?

[ROTATE]

- 1) Strongly Agree
- 2) Somewhat Agree
- 3) Somewhat Disagree
- 4) Strongly Disagree

Q24_2. Half Sample. Some people believe that **ESAs** should only be available to families based on financial need. Do you agree or disagree with that statement?

[PROBE:] Would that be strongly or somewhat... ?

[ROTATE]

- 1) Strongly Agree
- 2) Somewhat Agree
- 3) Somewhat Disagree
- 4) Strongly Disagree

Q25. Would you enroll one of your children in an education savings account program?

1. Yes
2. No
3. Unsure/Don't know

Q26. If you received **[PIPED TEXT – STATE PER PUPIL SPENDING]** through an education savings account (ESA) program to use for your child's education, what purchases would you make? Select up to three (3).

1. Private school tuition
2. Tutoring
3. Online education courses
4. Educational therapies (for students with special needs)
5. Textbooks or other instructional materials
6. Disability evaluations or assessments
7. Academic testing fees (for example, for AP tests or the SAT)

8. Transportation to school
9. Homeschool curriculum
10. Uniforms
11. Miscellaneous school supplies
12. College classes
13. Other **[ANCHOR]**
14. None of the above **[ANCHOR]**

Q27. In this current school year, which of the following education-related expenses have you paid out of pocket for your child? Select all that apply.

1. Tuition
2. School uniforms
3. Textbooks or required reading materials
4. Curriculum or instructional materials
5. Standardized test fees (SAT, ACT, etc.)
6. Tutoring or academic coaching
7. Special needs or learning support services (therapies, IEP-related services, evaluations)
8. Dual enrollment or college credit courses
9. Extracurricular activity fees (sports, arts, clubs)
10. Educational technology (devices, software)
11. Online learning programs or courses
12. Educational experiences (field trips, educational travel, museum memberships, etc.)
13. Other **[ANCHOR]**
14. None of the above **[ANCHOR]**

Q28. 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. In general, what is your opinion of an open enrollment system?

In general, do you favor or oppose an open enrollment system?

[PROBE:] Would that be strongly or somewhat... ?

[ROTATE]

- 1) Strongly Favor
- 2) Somewhat Favor
- 3) Somewhat Oppose
- 4) Strongly Oppose

Q29. Reflecting on the previous questions about school choice policies, are you aware of any of the following types of programs in your state?

1. Open Enrollment Policies
2. Education Savings Accounts (ESAs)
3. School Vouchers
4. Charter Schools

1. Yes, my state has this type of program
2. No, my state does not have this type of program
3. Unsure/Don't Know

Q30. A tax credit allows an individual or business to reduce the final amount of a tax owed to government. In a “**tax-credit scholarship system**,” a government gives tax credits to individuals or businesses if they contribute money to nonprofit organizations that distribute private school scholarships.

A nonprofit organization gives a scholarship to a qualifying student who would like to enroll in a private school of their choice, including both religious and non-religious schools. The student's parent then uses the scholarship to pay partial or full tuition for the chosen private school.

In general, do you favor or oppose a tax-credit scholarship system? Should appear only once

[PROBE:] Would that be strongly or somewhat... ?

[ROTATE]

1. Strongly Favor
2. Somewhat Favor
3. Somewhat Oppose
4. Strongly Oppose

Q31. A refundable tax credit is a credit taxpayers can get as a refund even if that person doesn't owe any tax. A refundable tax credit in K-12 education allows families to cover qualifying expenses, such as private school tuition and fees, tutoring, textbooks, standardized assessments, or homeschooling costs.

In general, do you favor or oppose refundable tax credits?

[PROBE:] Would that be strongly or somewhat... ?

[ROTATE 1 to 4]

1. Strongly Favor
2. Somewhat Favor

3. Somewhat Oppose
4. Strongly Oppose

Q32. Before today, how much had you heard about the new federal tax credit that allows individuals to receive up to a \$1,700 credit for donating to scholarship-granting organizations that provide K-12 education scholarships?

ROTATE 1 to 5]

1. A great deal
2. A lot
3. Some
4. Not that much
5. Nothing at all
6. Don't know/No opinion **[ANCHOR]**

Q33. States may choose to opt in to participate in a new federal tax credit for education that allows individuals to donate to eligible K-12 scholarship-granting organizations in exchange for a federal tax credit of up to \$1,700. These organizations provide scholarships or education-related assistance to eligible K-12 students.

Overall, do you support or oppose **your state** participating in this federal tax credit?

[ROTATE 1 to 4]

1. Strongly support
2. Somewhat support
3. Somewhat oppose
4. Strongly oppose
5. Don't know/No opinion **[ANCHOR]**

Q34. 'Homeschooling' is the education of a child mainly at home other than a school. It is usually conducted by a parent, tutor, or online teacher. Parents or guardians' control and direct the curriculum, content, and subject matter. There is no association with a public or private school.

In general, do you favor or oppose homeschooling?

[PROBE:] Would that be strongly or somewhat... ?

[ROTATE]

1. Strongly Favor
2. Somewhat Favor
3. Somewhat Oppose
4. Strongly Oppose

Q35. When it comes to matters affecting your child's education, who do you typically receive information from? Select all that apply.

1. Your child's school
2. Your school district
3. Your child's teachers
4. Other parents
5. Friends or family members
6. Community or neighborhood organizations
7. Religious institutions
8. Education advocacy or parent organizations
9. State or local government
10. National news or media outlets
11. Other [ANCHOR]
12. None of the above [ANCHOR]

Q36. How do you typically receive or find information about matters affecting your child's education? Select all that apply.

1. In-person conversations
2. School-issued communications (backpack flyers, bulletins, report cards)
3. Email or email newsletters
4. Text messages or app notifications (e.g. ParentSquare, Remind)
5. School or district website
6. Social media (Facebook, Instagram, X, Tiktok, etc.)
7. Television or radio
8. Print media (newspaper, magazine)
9. Billboards or physical signage
10. Community events or town halls
11. Other [ANCHOR]
12. None of the above [ANCHOR]

[BACK TO ASK ALL RESPONDENTS]

“Now the following questions should be pretty easy, and for statistical purposes only...”

Q39. Generally speaking, do you usually consider yourself a Republican, a Democrat, an Independent, or something else?

[RANDOMIZE RESPONSES 1 to 3]

- 1) Democrat

- 2) Republican
- 3) Independent
- 4) Other/Something Else

Q40. Are you registered to vote in **[INSERT RESPONDENT STATE]**?

- 1) Yes
- 2) No
- 3) Don't know

Q41. How would you best describe where you live?

- 1) Urban
- 2) Suburban
- 3) Small Town
- 4) Rural

Q42. What is your age?

[OPEN END. RECORD. LATER CODE FOR AGE GROUP]

Q43. Are you, yourself, of Hispanic or Latino origin, such as Mexican, Puerto Rican, Cuban, or some other Spanish background?

- 1) Yes
- 2) No

Q44. Which of the following best describes your race?

- 1) Asian (or Pacific Islander)
- 2) Black (or African American)
- 3) Mixed Race
- 4) Native American (or American Indian)
- 5) White
- 6) Other/Something Else

Q45. What is the last grade or class that you completed in school?

- 1) 8th Grade or Less
- 2) Some High School (Grades 9-11)
- 3) High school Graduate (Grade 12 or GED Certificate)

- 4) Technical, Trade, or Vocational School (AFTER High School)
- 5) Some College (Associate's Degree, No 4-Yr Degree)
- 6) College Graduate (Bachelor's Degree., or Other 4-Yr Degree)
- 7) Post-Graduate Education or Professional Training After College (e.g., Toward a Master's Degree or Ph.D.; Law or Medical School)

Q46. Please stop me when I read the category that best describes your current annual household income, before taxes?

- 1) Less than \$40,000
- 2) \$40,000 to less than \$60,000
- 3) \$60,000 to less than \$80,000
- 4) \$80,000 to less than \$100,000
- 5) \$100,000 to less than \$150,000
- 6) \$150,000 or more

[PLEASE MAKE THE FOLLOWING TEXT AVAILABLE TO RESPONDENTS ON REQUEST AT THE END OF THE ONLINE SURVEY]

EdChoice is an independent, nonprofit, nonpartisan research organization that studies attitudes toward K-12 education issues facing the states and the country. The organization has no connection to the government, political parties, or any campaigns. Reports about its surveys are made available free of charge to the general public.