

Research Methodology

Quantitative – Online Survey

Lake Research Partners designed and administered a nationwide online survey between July 18-25, 2023. The survey reached a total of 1,300 likely 2024 voters, which includes a base sample of 800 likely voters and oversamples of 100 African American likely voters, 100 Asian American Pacific Islander likely voters, 100 Latino/a likely voters, 100 Native American likely voters, and 100 likely voters who are parents of school-aged children.

Survey respondents were drawn from online panels and screened to be likely 2024 voters. To ensure the sample reflects attributes of the actual population, the base sample of likely voters was weighted slightly by region, gender within region, age, gender within age, race, gender within race, party identification, education, and age within race to reflect attributes of the actual population; the African American sample was weighted slightly by education; the Latino/a sample was weighted slightly by region and education; the Asian American Pacific Islander sample was weighted slightly by region, age, and education; the Native American/Indigenous sample was weighted slightly by gender, region, education, and party identification; and the parent of school-age children sample was weighted slightly by gender, region, gender within region, age, education, race, and party identification. All oversamples were weighted down into the base to reflect their actual proportion of likely 2024 voters nationwide.

Because the sample is based on those who initially self-selected for participation in the panel rather than a probability sample, no estimates of sampling error can be calculated. All sample surveys and polls may be subject to multiple sources of error, including, but not limited to, sampling error, coverage error, and measurement error. If this poll were conducted among a probability sample, then the margin of error would be +/- 2.7 percentage points at the 95 percent confidence interval; the margin of error would be higher among subgroups.

Note: Due to rounding, some numbers in the report will not always add to 100%.

Throughout the report, unless otherwise indicated, “parents” in this report are parents or guardians of a child/children under the age of 22. 2024 battleground voters are defined as those living in the following states: Arizona, Colorado, Connecticut, Georgia, Florida, Iowa, Missouri, Nevada, New Hampshire, North Carolina, Ohio, Pennsylvania, or Wisconsin.

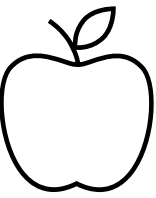
Top Take-Aways from the Survey



- **Voters and parents alike have a clear vision of their priorities for education and public schools, both nationwide and in their communities.**
- Voters and parents see a **major role for teachers in determining curriculum** and what is taught in the classroom. They also see a major role for parents of school-age children.
- Voters' top priority for education today are **teaching real-world skills for the future workforce, ensuring public schools are free of guns and other physical violence, students not reading at grade level, and ensuring public schools are free of bullying (including cyber bullying)**. Ensuring access to **mental health services** for students and their families is also popular.
- **Strongly favored educational proposals include** increasing job skills, teaching critical skills, and training educators and other school personnel to identify warning signs and intervention techniques related to mental health. Proposals to provide students with online safety education, literacy programs, equitable access to early childhood education, and training for school safety officers round out the top tier.
- Voters say the following would be **very helpful to students moving forward**: offering afterschool and/or summer learning opportunities, additional counseling or social and emotional learning (SEL) and mental health support, individualized learning, and connecting families to community-based support services and resources.
- Just under half of voters nationwide support using **public taxpayer dollars for school vouchers**, and a majority of voters support using public taxpayer dollars for **Education Savings Accounts (ESAs)**.
- Voters are **most likely to support a public official or education leader** who says *we must equip every schools with the resources necessary to deliver quality education that prepares every child for the future, no matter who they are, what they look like, or where they come from*. Nine in 10 are likely to support someone who says *we must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter their color, background or zip code*.



Key Findings & Recommendations



Summary of Key Findings – *Current State of Public Education*

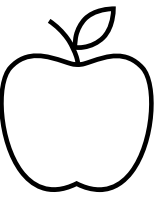
- **A plurality of voters nationwide say their state spends too little on public school funding (45%), down from 2022 when 52% said the same and back to 2021 levels. At the local level, just as many voters say their community spends the right amount (38%) and too little (38%).**
 - Across demographic subgroups, Native/Indigenous voters (70%), Black voters (55%), Democrats (55%), mothers (53%), women (53%), and voters in the Midwest (50%) are most likely to say their state spends *too little* on public school funding. AAPI voters split between saying the amount is too little and the right amount at the state level. Republicans (48%), men (45%), fathers (45%), and voters in the Northeast are more likely to say their state spends *about the right amount*.
 - At the community level, voters of color are more likely than others to say public school funding in their community is *too little*, including 56% of Native/Indigenous voters, 53% of Black voters, 47% of AAPI voters, 41% of Latino/a voters, and 51% of parents of color.
- **A solid majority of parents are confident in their understanding of how well their children are doing academically – 92% confident, 63% very confident.** More than seven in 10 Black and Latino/a parents are very confident (73% for both).
- Similarly, a solid majority of parents across demographics are confident in their understanding of how their children are doing in other aspects of their child’s development, like socially, emotionally, and mentally – 92% confident, 62% very confident. Parents of children under 12 years old and rural parents are especially likely to be very confident. Black and Latino/a voters show lesser confidence in these areas compared to academic progress.
- **Parents believe their children have progressed well in various aspects of their education over the past school year.** They are especially likely to say their child has progressed very well in reading at their grade level (62% very well, 84% well) and academic learning (52% very well, 86% well).
 - Parents of color are slightly less likely than their white counterparts to rate their children’s progress in academic learning, mental health, and learning STEM highly. Suburban parents stand out in their low rating of their children’s progress learning real-world skills in the last school year. Parents of adolescents (ages 13-17) are less likely than their counterparts to believe their children have progressed very well in any area except for mental health this past school year. Parents of elementary and middle school students are less likely than parents of older children to say their children have progressed very well in mental health.

Summary of Key Findings – Job Performance of Educational Entities



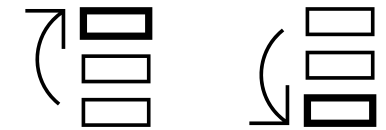
- **Few voters say any entity is doing an excellent job when it comes to education today, and about two thirds believe teachers and 4-year colleges in their state are doing a good job overall.** A majority say elected officials, K-12 public schools nationwide, and school board members are doing a **just fair/poor job**, including more than one in five who say elected officials and school members are doing a poor job.
 - Only a slim majority say **K-12 public schools in their community** are doing an excellent or good job (53%), and four in 10 say they are doing just fair/poor. Voters are split toward **K-12 public schools in their state**, with just as many saying they are doing an excellent/good job as those who say they are doing a just fair/poor job (48% to 46%, respectively).
 - As we have seen in previous years, voters are most positive toward K-12 public schools in their community. Parents tend to be more positive than voters overall. However, Native/Indigenous (-3) and Independent (-5) voters are net-negative.
 - A majority of voters say **K-12 public schools nationwide** are doing just fair/poor (57%), including 18% who say they are doing a poor job. Voters across most demographic subgroups are net-negative – the exceptions are fathers (+5), parents of adolescents 13-17 years old (+11), Black parents (+20), and Latino/a parents (+22).
 - A plurality of voters give positive marks toward **pre-K schools and programs in their state** (49% excellent/good). However, Native/Indigenous voters (-4) give net-negative ratings to the pre-K schools and programs in their state.
- A slim majority of voters say **school board members** are doing a just fair/poor job, including 23% who say they are doing a poor job. Elected officials also receive low ratings, with 58% giving them a just/fair poor rating, including 26% who say they are doing a poor job.
- Since 2021, voters have become more positive toward 4-year and 2-year colleges in their state, K-12 public schools in their community, and K-12 public schools in their state. Across the board, ratings of vocational or technical schools, pre-K schools and programs, and K-12 public schools nationwide have remained consistent over time.

Summary of Key Findings – Curriculum Oversight + Parental Involvement



- **Voters say teachers should have a lot of oversight on what is taught or included in K-12 curriculum (55% a lot), followed by parents of school-age children (44%), school principals (36%), and local school boards (29%).** Of note, significantly fewer voters say school principals and local school boards should have a lot of oversight in curriculum. Voters are unlikely to see a big role for local (53% a little/no role at all) and national elected officials (58% a little/no role at all).
- When presented with a proposal to ensure parents are involved in setting the curriculum around what their children are taught, 76% of voters favor the idea, including 45% who strongly favor it. Similarly, a majority of voters agree that they would be willing to review and provide feedback on student curriculum (78% agree, 54% strongly agree). Fathers of school-age children are especially likely to say they'd be willing to review and provide feedback (60% strongly agree).
- If a public official or education leaders said *parents need to be involved in their children's education -- they have a right to be involved in setting the curriculum around what their children are taught and in selecting the books taught in school*, 73% of voters would be likely to support this person, including 49% who would be very likely to support them.
- Though about 7 in 10 voters agree that parents are included in their child's education, are treated as partners in educating their children, and feel respected, less than half strongly agree with these statements. Across partisan lines, a slim majority of Republicans strongly believe parents are treated as partners in educating their children (51%). Half of parents overall and a slim majority of Independents (52%) strongly agree that parents feel respected and supported by their child's teachers.
 - *Parents are included in their child's education and what they are taught* – 71% agree, 45% strongly
 - *Parents are treated as partners in educating their children* – 71% agree, 45% strongly
 - *Parents feel respected and supported by their child's teachers* – 71% agree, 43% strongly
- Agreement with the idea that parents are included in their child's education has increased by 11 points since last year, while agreement with the idea that parents should be included has stayed about the same. Across demographics, parents of a child with an IEP (-13 shift), Gen X (-2), Latino/a voters (-3), parents of a child with a disability (-3), and parents of traditional public-school students (-2) stand out as being less likely to strongly agree that parents are included today compared to last year.

Summary of Key Findings – Education Priorities

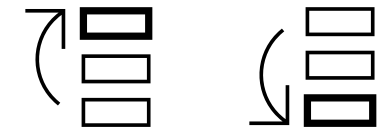


- **Teaching real-world skills for the future workforce, ensuring public schools are free of guns and other physical violence, students not reading at grade level, and ensuring public schools are free of bullying (including cyberbullying) rise to the top as priorities voters see as both big problems in education today and important issues for officials to address.**
- As we've seen in the past, voters are less likely to say the lack of public or private school choice options and hiring a more diverse education workforce are very big problems or very important for education leaders to address.

	% Very big problem*	% Very important*
Not teaching real-world skills for the future workforce	54	70
Ensuring public schools are free of guns and other physical violence	53	79
Students not reading at grade level	52	73
Ensuring public schools are free of bullying (including cyber bullying)	48	71
Book banning and curriculum censorship	47	27
Limited access to mental health and other support services for all students	43	66
Excessive or poorly designed standardized testing	43	58
Not enough training and support for teachers and other educators in the classroom	40	66
Funding inequality between school systems	40	41
Insufficient school facilities and classroom materials	39	61
Learning loss among students due to the COVID-19 pandemic	39	53
Lack of support and resources for children with disabilities	38	72
Lack of personalized learning focused on individual needs	37	56
Not teaching social emotional learning among students	36	53
Lack of diversity in the education workforce	27	39
Lack of public or private school choice options (i.e., charter schools, magnet schools, vouchers)	26	30

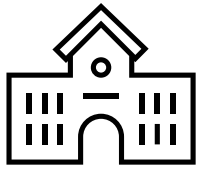
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Summary of Key Findings – Education Priorities Continued

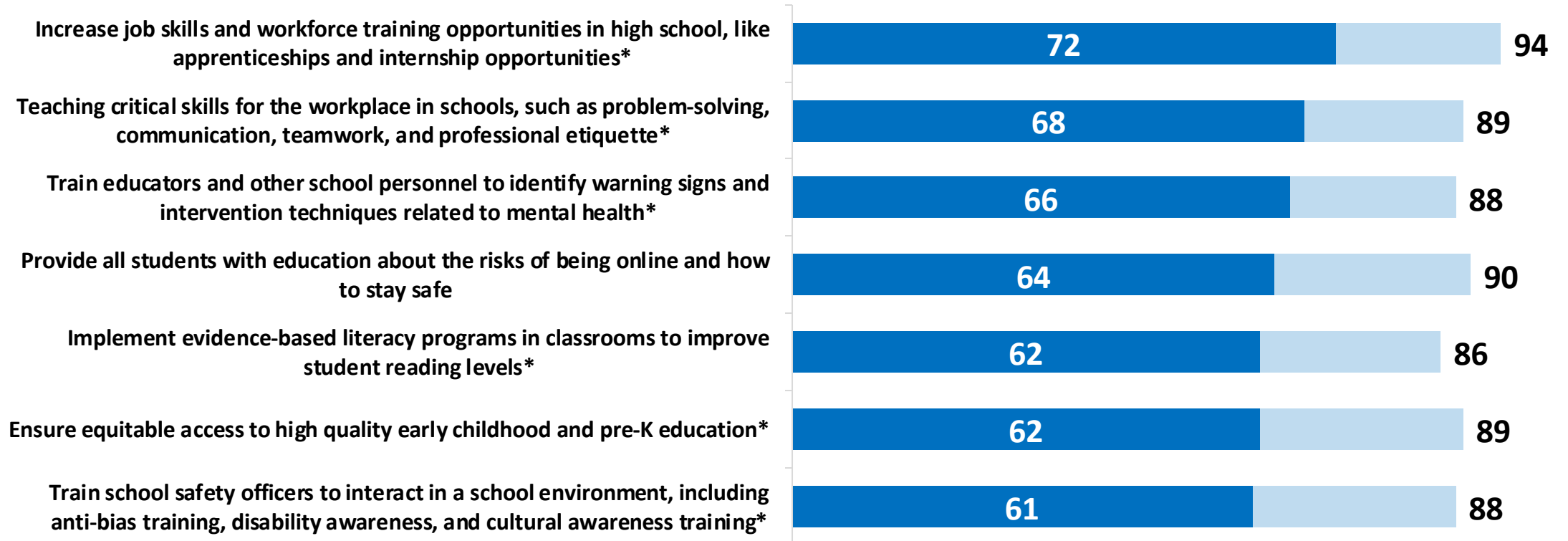




- **More than 8 in 10 voters nationwide see a role for standardized testing in evaluating students’ proficiency in different subject areas, but only a third say they should be a major factor.**
 - Of note, voters of color, as well as parents of color, are more likely to say these test scores should be a major factor in evaluating students’ proficiency in different subjects. Native/Indigenous parents, parents of older children, and mothers are more likely than others to say they shouldn’t be a factor at all, but pluralities of these subgroups see at least a minor role for them.
- Just under half of voters nationwide support using public taxpayer dollars for **school vouchers** to pay for students to attend religiously affiliated schools – 49% support, including 29% who strongly support this idea. Forty-four (44) percent of voters oppose using public taxpayer dollars for school vouchers, including 28% who strongly oppose the idea. There is low intensity on both sides.
 - Across demographic subgroups, fathers (+42), Republicans (+25), Black (+20) and Latino/a (+16) voters, men (+15), urban voters (+12), and parents of middle (+24) and high-school (+26) students have higher net-support. Democrats, Independents, and women net-oppose using taxpayer dollars for school vouchers.
- A majority of voters support using public taxpayer dollars for **Education Savings Accounts (ESAs)** – 56% support, 31% strongly support. Just over one-third (34%) oppose the idea, including 22% who strongly oppose the idea.
 - Across demographic subgroups, younger voters, Black voters, fathers, and parents of elementary school students are especially likely to be supportive. No subgroup is net-negative.

Summary of Key Findings – Top Education Proposals

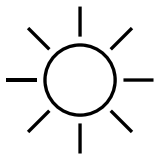


- **Reactions to policy proposals align with what voters want education leaders to address.** None of the tested proposals received significant levels of opposition.
- Increasing job skills, teaching critical skills, and training educators and other school personnel to identify warning signs and intervention techniques related to mental health are strongly favored proposals. Proposals to provide students with online safety education, literacy programs, equitable access to early childhood education, and training for school safety officers round out the top tier of proposals.



 Favor – not so strongly
 Favor – strongly

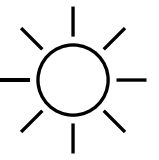
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Summary of Key Findings – *Afterschool and Summer Programs*

- **Six in 10 parents say the schools their children attend offer additional learning opportunities, such as afterschool tutoring or summer programming.** Though pluralities of parents regions in the U.S. say the schools their children attend offer programs, those in the Northeast are slightly more likely than others to say no (43%). Parents in the West are most likely to say the schools their children attend offer such programming (71%).
- **About four in 10 parents say their children participate in out-of-school educational instruction via afterschool or summer programming.** Across demographics, at least half of Latino/a parents (58%), parents with a post-graduate degree (59%), college men (56%), parents of children with an IEP (54%), Strong Democrats (54%), parents in cities with over 1 million people (54%), parents of adolescents 13-17 (50%), and middle school parents (50%) say their children participate in these programs.
- **Voters think afterschool and summer learning programs are an absolute necessity for their community regardless of whether they are framed with reference to learning loss as a result of the pandemic.** More than 7 in 10 (72%) say afterschool and summer learning programs are an absolute necessity, including 42% who strongly believe this. When thinking about children and the learning loss that occurred as a result of the COVID-19 pandemic, 70% say afterschool and summer learning programs are an absolute necessity, including 37% who strongly believe this.

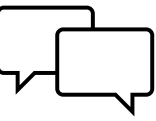
Summary of Key Findings – *What Will Help Students Moving Forward?*



- **Voters say offering afterschool and/or summer learning opportunities, additional counseling or SEL and mental health support, individualized learning, and connecting families to community-based support services and resources would be very helpful to students moving forward.**
 - *Offering afterschool and/or summer learning opportunities* – 57% very helpful, 90% helpful
 - 60% of parents, including 57% of parents of color and 61% of white parents say this would be very helpful.
 - *Additional counseling or social, emotional, and mental health support* – 55% very helpful, 88% helpful
 - 59% of parents, including 62% of parents of color and 57% of white parents say this would be very helpful.
 - *Individualized learning plans based on each student’s needs* – 54% very helpful, 88% helpful
 - 59% of parents, including 55% of parents of color and 61% of white parents say this would be very helpful.
 - *Connect families to community-based support services and resources* – 52% very helpful, 89% helpful
 - 55% of parents, including 56% of parents of color and 54% of white parents say this would be very helpful.
- A majority think providing *an optional additional year of schooling for students who will otherwise age out** would be helpful (71%) and providing *an optional additional year of schooling to help recover pandemic-related learning loss for students who will otherwise age out** would be helpful (68%), but intensity toward both is weaker. Referencing pandemic-related learning loss does not increase support.
- Voters are least likely to believe additional school days over weekends or school breaks (49% helpful vs. 47% not helpful) and longer school days to provide more time for instruction (44% helpful vs. 52% not helpful) would be helpful.
- There is some appetite for *longer school years to provide more time for instruction** (56% helpful vs. 41% not helpful), but intensity is low.

*Split sampled

Policy Recommendations

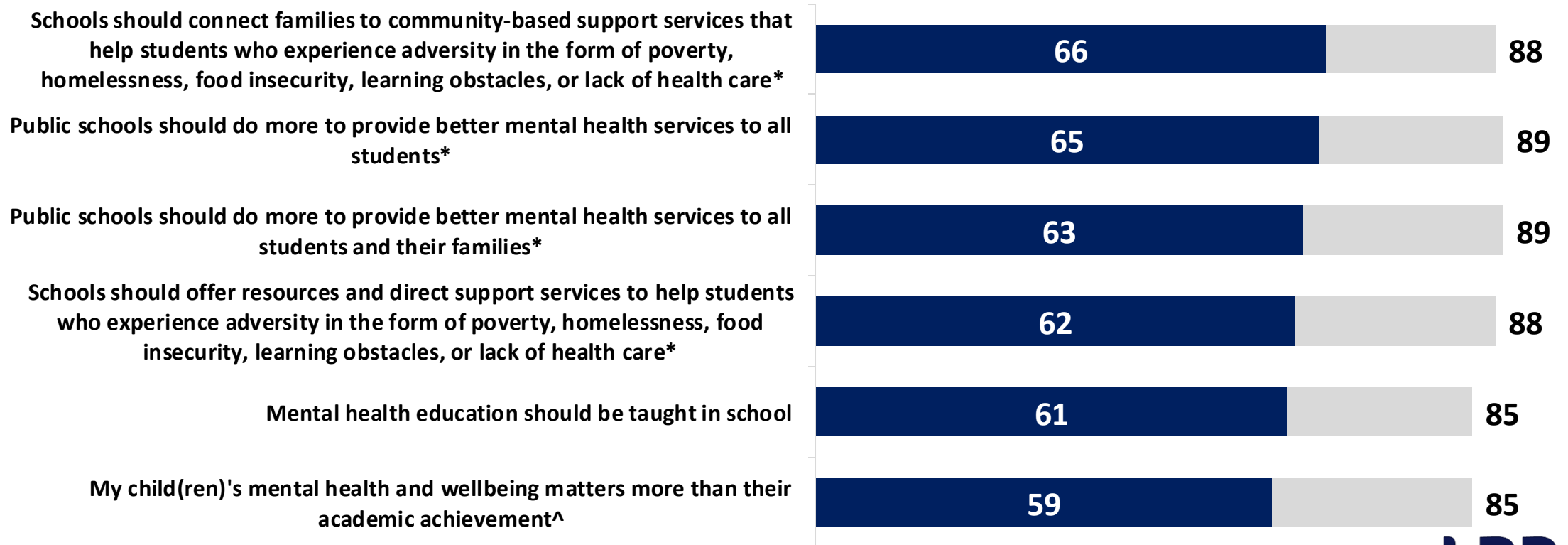


- Voters and parents are more concerned with investing in education and ensuring resources and supports are available to students and families than they are concerned about “wedge” issues in education today.
- Note both vouchers and Education Savings Accounts are popular among voters nationwide, but intense support remains limited for both concepts. A majority support ESAs (56%), and a plurality support vouchers (49%).
- Afterschool and summer programs are popular among voters and parents nationwide, bolstered by the fact that a solid majority of voters say such programming is very helpful to students (57% very helpful, 90% helpful).
- Voters are not likely to believe longer school days or years would be helpful to students but are open to offering extra learning opportunities to students who would otherwise age out.
- Unlike last year, there is no need to specify “small and local employers” to garner support for providing incentives to employers, such as financial support, so that they can offer paid internships and other work-based learning opportunities to students.
- Voters remain tax sensitive in today’s economy, so levels of support for proposals to increase teacher salaries drop when the prospect of increased taxes is included. However, a solid majority across racial subgroups and metro areas still strongly favor the proposal when taxes are noted. Across partisan lines, only Republicans drop below 50% strongly favoring the proposal regardless of whether taxes are noted.
- Providing mentorship, professional development opportunities, and leadership pathways to teachers is strongly favored across demographics. Black voters and Democrats are especially likely to strongly favor the proposal regardless of whether teachers of color are singled out. Latino/a voters are more likely to strongly favor a proposal that explicitly calls out teachers of color.
- Just as many voters and parents strongly favor proposals that call for all schools to have at least one unarmed safety officer present during the school day or at least one safety officer carrying a firearm present during the school day, but there are variances by race and partisanship. At least 6 in 10 parents, Black voters, AAPI voters, and Native/Indigenous voters strongly favor an unarmed safety officer while Republicans and rural voters lean toward strongly favoring a safety officer carrying a firearm.

Summary of Key Findings – Reactions to Education Statements



- Though the agenda is diffuse, the two most compelling reasons to support policies that improve the education system nationwide, consistent over time, are to enable students to become critical thinkers and problem-solvers (27%) and to allow all students, regardless of the color of their skin or zip code, to follow their dreams (25%). These have held consistent over time.
- Between 59% and 66% of voters strongly agree with top tier statements that focus on schools being a connection to support services for families, providing better **mental health services**, and the importance of mental health education and children’s well-being.



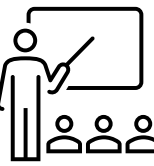
Not so strongly agree

Strongly agree

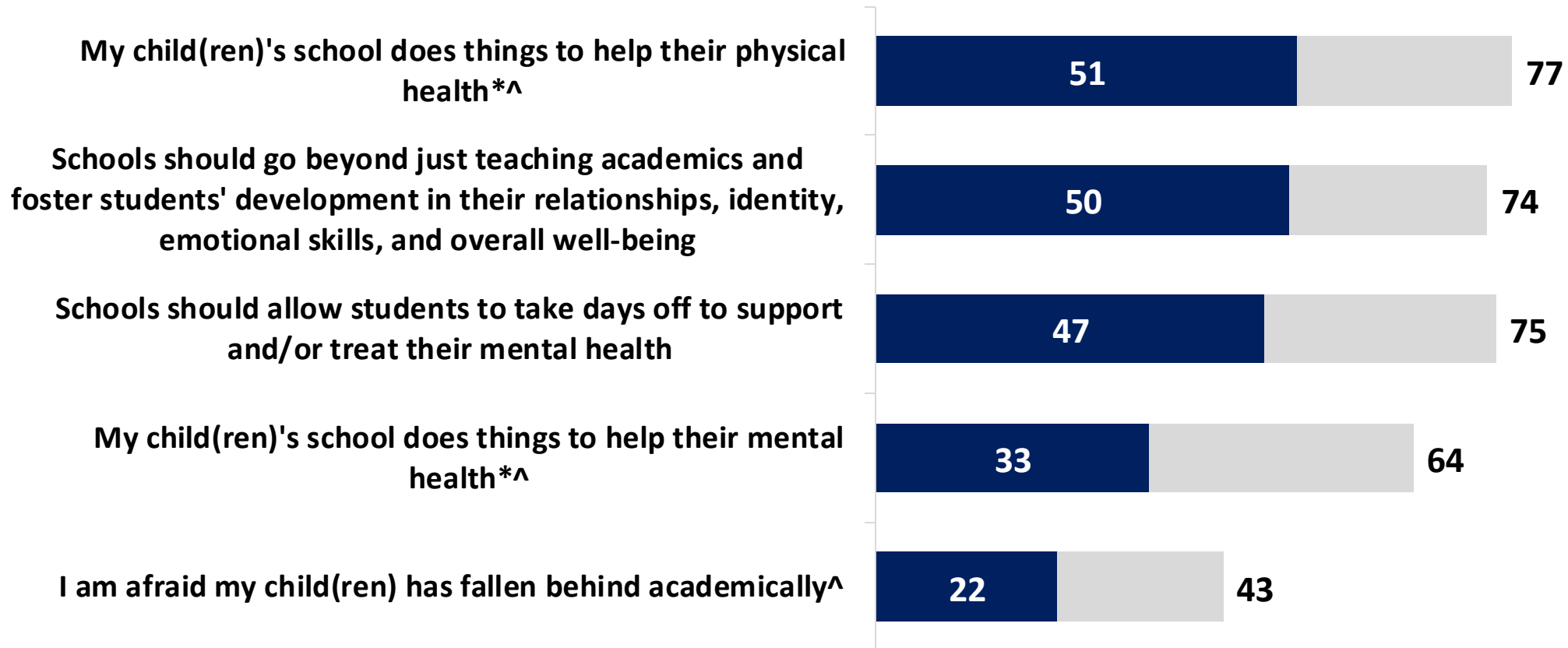
*Split sampled

^Asked of parents only

Summary of Key Findings – Reactions to Education Statements Continued



- Though at least half of voters strongly agree that their children’s school does things to help their physical health (51%) and schools should go beyond just teaching academics and foster students’ development in other areas (50%), these statements along with others focused on taking days off for mental health fall into a second tier. **A majority (52%) of parents disagree that they’re afraid their children have fallen behind.**



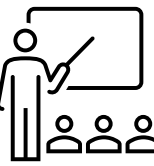
Not so strongly agree

Strongly agree

*Split sampled

^Asked of parents only

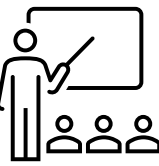
Summary of Key Findings – Reactions to Education Statements Continued



- **The top three statements related to education today reflect core values among voters.**
 - *Schools should teach history and current events accurately so that our children don't have an incomplete understanding compared to other students around the world* – 77% strongly agree, 92% agree
 - *Investing in our children is not a political choice, it is a moral choice, it is the right choice, and it is a smart choice* – 76% strongly agree, 92% agree
 - *Our public-school teachers need resources in the classroom that allow for personalized learning, up-to-date textbooks, and technology* – 73% strongly agree, 91% agree
- Second-tier statements that focus on parental involvement, meeting students where they are in their learning journey, addressing chronic inequalities, and parental involvement receive weaker intense ratings yet still have solid overall agreement.
 - *Parents should be included in their child's education and what they are taught* – 63% strongly agree, 83% agree
 - Though half of parents strongly agree that parents are included, only 43% of Democrats, 39% of Independents, and 49% of Republicans say the same.
 - *Our schools, educators, and the entire education system should meet students where they are because each child learns differently and has different needs* – 61% strongly agree, 85% agree
 - *I regularly communicate with my children's teachers and/or school* – 59% strongly agree, 84% agree
 - *The U.S. education system has many shortcoming, including chronic inequalities in access and opportunities that many students experience* – 54% strongly agree, 81% agree
 - *I would be willing to review and provide feedback on student curriculum* – 54% strongly agree, 78% agree
 - *My children's teachers regularly communicate with me about their academic progress and how they are doing in the classroom* – 53% strongly agree, 81% agree

*split sampled

Summary of Key Findings – Education Messages for Leaders



- Voters are most likely to support a public official or education leader who says *we must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter who they are, what they look like, or where they come from* – 66% very likely, 85% likely. 9 in 10 are likely to support someone who says *we must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter their color, background or zip code* – 62% very likely, 90% likely. Rounding out the top tier of statements is stating how every student requires more than just a strong foundation in reading writing, math, and other core subjects for lifelong success – 63% very likely, 87% likely.
- Though solid majorities of voters across demographics are likely to support someone who made either statement about equipping every school with the resources necessary to deliver quality education, parents, Independent and Republican voters, and Latino/a voters are more likely to say they would be very likely to support someone who talks about preparing every child *no matter who they are, what they look like, or where they come from*. Native/Indigenous voters show more intensity when someone talks about preparing every child *no matter their color, background, or zip code*.
- At least 6 in 10 voters are very likely to support someone who talks about the need to address gun violence and other physical violence; the need to make sure those who need nutritional and mental health supports receive them; and how public-school teachers need resources in the classroom that allow for personalized learning. **Talking about school safety and the need to address gun violence and other physical violence is a winning message across partisan and racial/ethnic lines.** At least half of Republicans and solid majorities of Democrats and Independents are very likely to support someone who talks about it.
- Bottom tier statements that speaks to an education system that transforms the lives of students, parental involvement, and the need for schools be repaired and updated are popular to more than half of voters but fall below the first and second tiers because of lower intensity.
- As we have seen in the past, calling for a more diverse education workforce is weaker compared to other issue priorities. Black voters (54%) – especially Black women (63%) and Black parents (56%), women of color (51%), and Latino/a voters (47%) – especially Latino/a parents (56%) are more likely than others to be very likely to support someone who speaks to the need for a more diverse education workforce.

Top Statements by Race/Ethnicity (% Very Likely to Support Person Who Says It)

- The top statements across race/ethnicity focus on equipping every school with the resources necessary to deliver quality education; making sure schools are safe by addressing gun violence and other physical violence; and providing not only a strong foundation in core areas but also real-world skills, etc.

White	<ul style="list-style-type: none">We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter who they are, what they look like, or where they come from* (66%)
Black	<ul style="list-style-type: none">Our schools cannot be a safe place for our children when we don't address gun violence and other physical violence. We need schools to be free of guns and we need to make sure teachers and staff are trained to identify warning signs and intervention techniques* (71%)
Latino/a	<ul style="list-style-type: none">We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter who they are, what they look like, or where they come from* (70%)Our schools cannot be a safe place for our children when we don't address gun violence and other physical violence. We need schools to be free of guns and we need to make sure teachers and staff are trained to identify warning signs and intervention techniques* (70%)
AAPI[^]	<ul style="list-style-type: none">Our schools cannot be a safe place for our children when we don't address gun violence and other physical violence. We need schools to be free of guns and we need to make sure teachers and staff are trained to identify warning signs and intervention techniques* (65%)
Native/ Indigenous[^]	<ul style="list-style-type: none">We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter their color, background, or zip code* (79%)

*Split sampled

[^]note small n size

Top Statements by Gender and Age (% Very Likely to Support Person Who Says It)

- The top statements across gender and age focus on equipping every school with the resources necessary to deliver quality education; making sure those who need it have healthy meals and mental health support from trusted counselors; and providing not only a strong foundation in core areas but also real-world skills.

Men	<ul style="list-style-type: none">While a strong foundation in reading, writing, math, and other core subjects is as important as ever, lifelong success for every student requires more. Students that develop real-world skills, like critical thinking and career training are better prepared for further education, work, and civic life (57%)We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter who they are, what they look like, or where they come from* (56%)
Women	<ul style="list-style-type: none">We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter who they are, what they look like, or where they come from* (74%)Real learning cannot happen when students start the day hungry or are stressed about problems at home; so let's make sure those who need it have healthy meals and mental health support from trusted counselors (72%)
<50	<ul style="list-style-type: none">We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter their color, background, or zip code* (65%)
50+	<ul style="list-style-type: none">We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter who they are, what they look like, or where they come from* (72%)

*Split sampled

Top Statements by Partisanship (% Very Likely to Support Person Who Says It)

- The top statement across partisan lines is the need to equip every school with the resources necessary to deliver quality education.
- While Democrats also focus on making sure schools are a safe place for our children and free of gun violence and other physical violence, Independents round out their top tier of statements with talk about public-school teachers having the resources they need in the classroom and making sure those who need it have healthy meals and mental health supports from trusted counselors.

Democrat

- We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter who they are, what they look like, or where they come from* (75%)
- Our schools cannot be a safe place for our children when we don't address gun violence and other physical violence. We need schools to be free of guns and we need to make sure teachers and staff are trained to identify warning signs and intervention techniques* (74%)
- We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter their color, background, or zip code* (74%)

Independent/DK^

- We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter who they are, what they look like, or where they come from* (62%)
- Our public-school teachers need resources in the classroom that allow for personalized learning, up-to-date textbooks, technology, and resources in the classroom that help students' learning, as well as supportive administrators and opportunities for professional development (61%)
- Real learning cannot happen when students start the day hungry or are stressed about problems at home; so let's make sure those who need it have healthy meals and mental health support from trusted counselors (60%)

Republican

- We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter who they are, what they look like, or where they come from* (59%)
- While a strong foundation in reading, writing, math, and other core subjects is as important as ever, lifelong success for every student requires more. Students that develop real-world skills, like critical thinking and career training are better prepared for further education, work, and civic life (59%)

*Split sampled

^note small n size

Top Statements by Metro Area (% Very Likely to Support Person Who Says It)

- The top statements across metro area – including rural voters – focus on equipping every school with the resources necessary to deliver quality education and making sure schools are a safe place for our children and free of gun violence and other physical violence.

Urban	<ul style="list-style-type: none">• We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter who they are, what they look like, or where they come from* (63%)• Our schools cannot be a safe place for our children when we don't address gun violence and other physical violence. We need schools to be free of guns and we need to make sure teachers and staff are trained to identify warning signs and intervention techniques* (63%)
Suburban	<ul style="list-style-type: none">• We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter their color, background, or zip code* (65%)
Rural	<ul style="list-style-type: none">• We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter who they are, what they look like, or where they come from* (75%)

*Split sampled

Top Statements by Parents (% Very Likely to Support Person Who Says It)

- The top statements among parents, like voters overall, focus on equipping every school with the resources necessary to deliver quality education, going beyond the basics, ensuring those who need it have access to healthy meals and mental health supports, and making sure schools are a safe place for our children and free of gun violence and other physical violence.

Parents

- We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter who they are, what they look like, or where they come from* (64%)
- While a strong foundation in reading, writing, math, and other core subjects is as important as ever, lifelong success for every student requires more. Students that develop real-world skills, like critical thinking and career training are better prepared for further education, work, and civic life (64%)

Mothers

- Real learning cannot happen when students start the day hungry or are stressed about problems at home; so let's make sure those who need it have healthy meals and mental health support from trusted counselors (72%)
- We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter who they are, what they look like, or where they come from* (71%)

Fathers

- While a strong foundation in reading, writing, math, and other core subjects is as important as ever, lifelong success for every student requires more. Students that develop real-world skills, like critical thinking and career training are better prepared for further education, work, and civic life (59%)
- Our schools cannot be a safe place for our children when the buildings are in disrepair, so let's repair our schools and create schools where teachers, parents, administrators, and counselors can collaborate to provide our students a stable, reliable education* (59%)

White Parents

- While a strong foundation in reading, writing, math, and other core subjects is as important as ever, lifelong success for every student requires more. Students that develop real-world skills, like critical thinking and career training are better prepared for further education, work, and civic life (67%)

Parents of Color

- We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter who they are, what they look like, or where they come from* (68%)

*Split sampled

Top Statements by Grade Level (% Very Likely to Support Person Who Says It)

- Parents of elementary school students are most likely to support someone who talks about providing a strong foundation that goes beyond the basics and about making sure those who need it have healthy meals and mental health support from trusted counselors. Middle school parents focus on equipping schools, making sure schools are safe and free from gun violence, and providing a strong foundation that goes beyond the basics. High school parents are most likely to support someone who talks about equipping schools.

K-5 Parents

- While a strong foundation in reading, writing, math, and other core subjects is as important as ever, lifelong success for every student requires more. Students that develop real-world skills, like critical thinking and career training are better prepared for further education, work, and civic life. (66%)
- Real learning cannot happen when students start the day hungry or are stressed about problems at home; so let's make sure those who need it have healthy meals and mental health support from trusted counselors (66%)

6-8 Parents

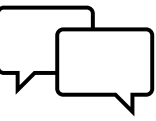
- We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter who they are, what they look like, or where they come from* (67%)
- Our schools cannot be a safe place for our children when we don't address gun violence and other physical violence. We need schools to be free of guns and we need to make sure teachers and staff are trained to identify warning signs and intervention techniques* (66%)
- While a strong foundation in reading, writing, math, and other core subjects is as important as ever, lifelong success for every student requires more. Students that develop real-world skills, like critical thinking and career training are better prepared for further education, work, and civic life. (66%)

9-12 Parents

- We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter who they are, what they look like, or where they come from* (75%)

*Split sampled

Messaging Recommendations



- **Many of the messaging recommendations offered in 2022 hold true today.**
- Continue to **highlight how support for better education policies will enable students to become critical thinkers and problem-solvers AND allow all students, regardless of the color of their skin or zip code, to follow their dreams.**
- **Lift up and prioritize mental health resources and access to counselors and other support services for students and their families.** Including mental health supports in messaging motivates voters and parents alike because they understand the importance of it.
- Over the last year, a higher percentage of voters say they see a role for parents in students' education. Acknowledge the role parents and teachers play but note that there is a limit in both voters' and parents' minds when it comes to dictating curriculum and what is taught in the classroom. **Voters and parents believe teachers play a major role, but parental involvement remains important.** A majority of voters are likely to support someone who points out that while *parents need to be involved in their children's education, but a small group of parents should not be able to decide what every child can read or what every child is taught in school* (57% very likely, 78% likely).
- **School and child safety – whether it be from gun and other physical violence, bullying (including cyberbullying), schools in disrepair, or online risks and threats – are important and priority issues to voters regardless of parental status and partisanship,** but gun violence and other physical violence tends to capture people's attention more than facilities being in disrepair. Continue to underscore how “our schools cannot be a safe place for our children when we don't address gun violence and other physical violence. We need schools to be free of guns and we need to make sure teachers and staff are trained to identify warning signs and intervention techniques” to garner strong support among the public.
- “Investing in our children is not a political choice, it is a moral choice, it is the right choice, and it is a smart choice” remains a powerful core value among voters and parents alike. Voters and parents also strongly agree that “schools should teach history and current events accurately so that our children don't have an incomplete understanding compared to other students around the world” and “our public-school teachers need resources in the classroom that allow for personalized learning, up-to-date textbooks, and technology.”

Summary of Key Findings – *Voting the Issue*



- **Since 2021, a solid majority of voters have been willing to vote in local and state elections or federal elections to support efforts and make changes to our public education system. Voters would also sign a petition, but other actions are limited.**
 - Voters across demographics are most willing to vote, though there are differences by generation and race. Older voters and white voters are more likely than their younger or POC counterparts to vote to make changes to their public education system.
 - Unsurprisingly, parents are more likely than others to attend school board meetings, but this action falls behind voting even among this subgroup.
 - Among strong partisans, Democrats are more likely than Republicans to vote in local/state elections (67% to 61%) and federal elections (62% to 55%). Republicans are slightly more likely to attend a school board meeting (35% to 31%).



Current State of Public Education

A plurality of voters nationwide say their state spends too little on public school funding, down from 2022 when 52% said the same and back to 2021 levels. At the local level, voters split between saying public school funding in their community is too little and about the right amount.

Thinking of public school funding in your **state**, do you think your state spends [ROTATE] _too much, _too little, or about the right amount?*

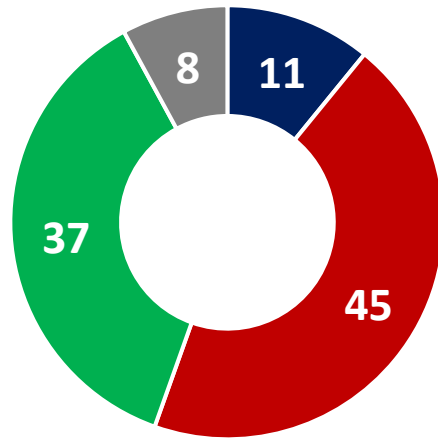
Thinking of public school funding in your **community**, do you think your community spends [ROTATE] _too much, _too little, or about the right amount?*

Too much

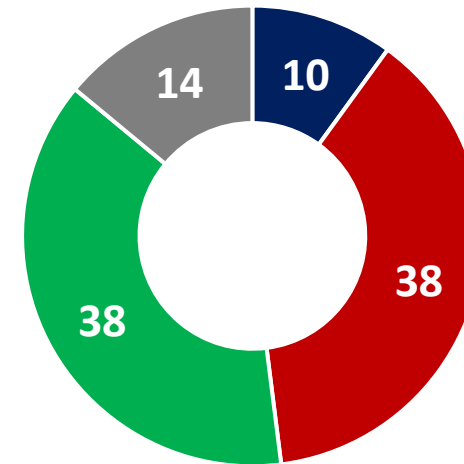
Too little

Right amount

Not sure



	2022	2021
Too much	12%	11%
Too little	52%	45%
Right Amount	26%	31%



	2022	2021
Too much	15%	10%
Too little	40%	40%
Right Amount	29%	37%

*split sampled

Pluralities across most subgroups say public school funding at the state level is too little, especially women, mothers, Black voters, Native/Indigenous voters, voters in the Midwest, Democrats, and Independents. Men, fathers, voters in the Northeast, and Republican voters are most likely to say their state’s public school funding is about right. AAPI voters split between saying the amount is too little and the right amount at the state level.

Thinking of public school funding in your **state**, do you think your state spends [ROTATE] _too much, _too little, or about the right amount?*

	Too much	Too little	Right Amount
Total	11	45	37
Men	15	35	45
Women	8	53	29
Under 50	11	44	37
Over 50	10	45	36
Northeast	12	35	43
Midwest	7	50	34
South	11	46	36
West	15	45	35
White	12	42	39
Black	8	55	27
Latino/a	9	48	36
AAPI^	10	40	41
Native/Indigenous	8	70	16
HH Income <\$50K	10	45	37
HH Income \$50K+	12	44	37
2024 Battleground	6	49	40
2024 Not Battleground	13	42	35
Democrat	9	55	29
Independent/DK^	14	48	29
Republican	13	32	48

	Too much	Too little	Right amount
Total	11	45	37
Parent of school age	11	44	38
Parent of child <18	12	44	38
Fathers	18	32	45
Mothers	6	53	32
Parents of color	13	48	35
White parents	10	42	39
5–12-year-old child	11	46	35
13–17-year-old child	14	46	38
Traditional public school	8	48	36
All public schools	9	49	34
Child with IEP^	9	46	42
No child with IEP	13	44	37

^note small n size <80

*split sampled

At the community level, voters of color are more likely than others to say public school funding in their community is too little. A plurality of voters in the West, parents, and parents of children 5-12-years-old also say funding is too little in their community. Half of voters in the Northeast say funding at the community level is about right.

Thinking of public school funding in your community, do you think your community spends [ROTATE] _too much, _too little, or about the right amount?*

	Too much	Too little	Right amount
Total	10	38	38
Men	12	40	39
Women	7	37	37
Under 50	9	45	35
Over 50	11	32	41
Northeast	12	26	50
Midwest	9	41	42
South	8	37	37
West	12	49	25
White	10	35	41
Black	4	53	34
Latino/a	9	41	30
AAPI^	10	47	26
Native/Indigenous	16	56	18
HH Income <\$50K	9	41	38
HH Income \$50K+	10	37	37
2024 Battleground	6	37	39
2024 Not Battleground	12	39	37
Democrat	6	48	32
Independent/DK^	16	31	45
Republican	12	32	43

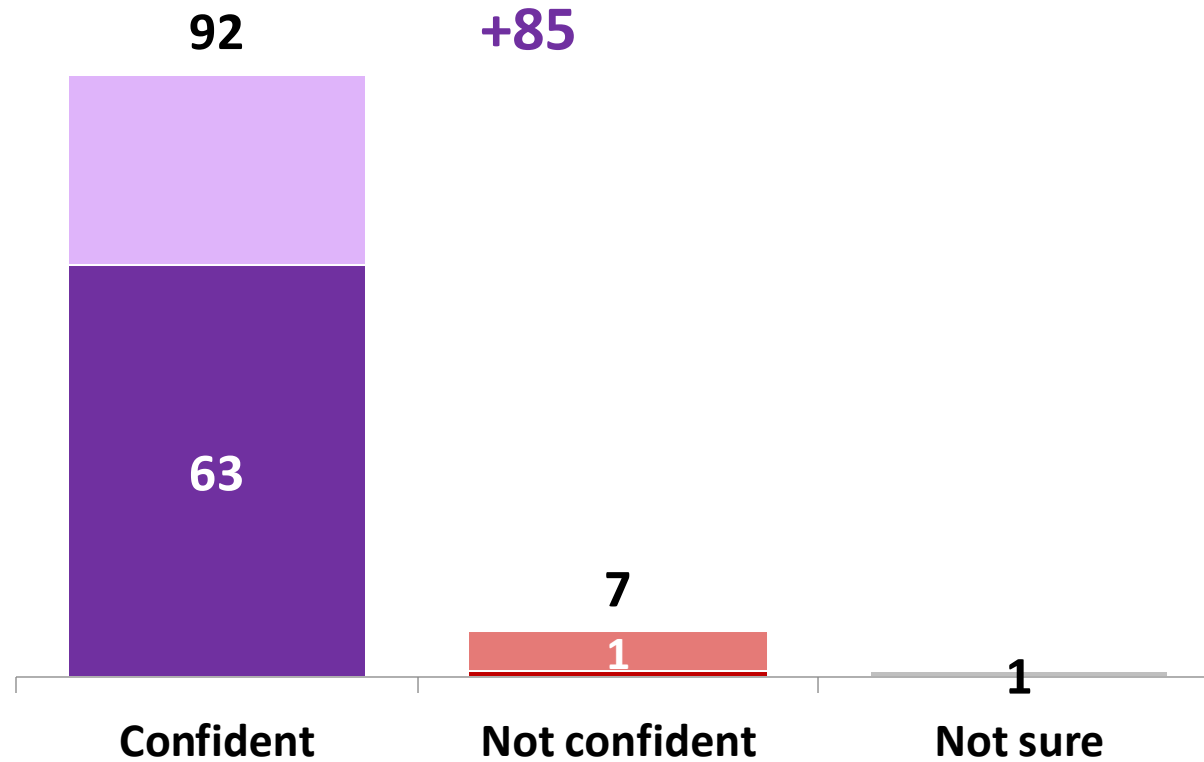
	Too much	Too little	Right amount
Total	10	38	38
Parent of school age	9	43	38
Parent of child <18	9	45	38
Fathers	12	49	36
Mothers	6	39	40
Parents of color	14	51	32
White parents	7	39	41
5-12-year-old child	9	48	33
13-17-year-old child	12	43	42
Traditional public school	4	46	39
All public schools	6	44	39
Child with IEP	7	41	44
No child with IEP	10	44	36

^note small n size <80

*split sampled

Across demographics, a solid majority of parents are confident in their understanding of how well their children are doing academically. More than 7 in 10 Black and Latino/a parents are very confident.

[Asked of Parents only] How confident are you that you have a clear understanding of how well your child(ren) are doing academically?* (N=456 unweighted)



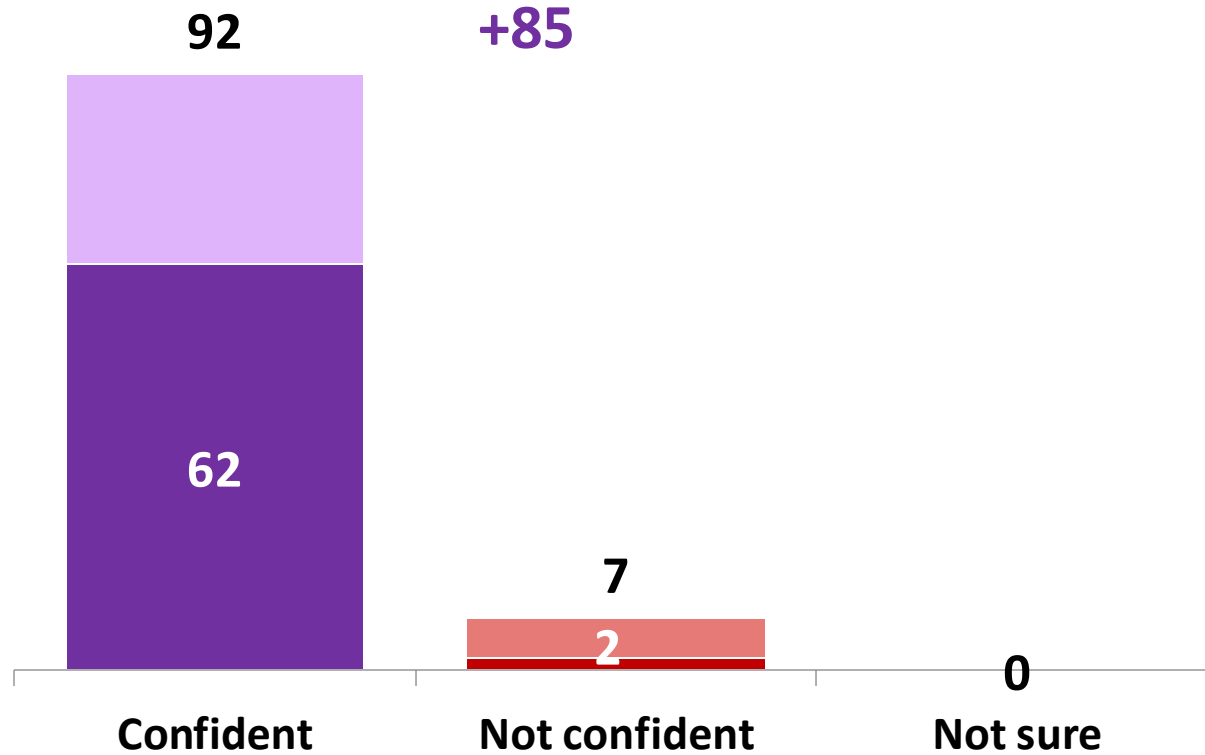
Somewhat confident
 Very confident
 A little confident
 Not confident at all

	Very Confident	Total Confident
Fathers	62	92
Mothers	65	92
Under 50	64	93
Over 50	61	89
0-4-year-old child	64	93
5-12-year-old child	65	95
13-17-year-old child	66	90
18-22-year-old child	57	94
K-5 child	64	94
6-8 grade child	67	96
9-12 grade child	63	88
College child	63	91
Democrat	65	91
Republican	60	93
White	64	95
Black	73	92
Latino/a	73	91
Native American^	62	88
Urban	66	95
Suburban	58	90
Rural	68	91
HH Income <\$50K	59	92
HH Income \$50K+	65	92

*split sampled; ^note small n size

Similarly, a solid majority of parents across demographics are confident in their understanding of how their children are doing in other aspects of their child's development, like socially, emotionally, and mentally. Parents of children under 12 years old and rural parents are especially likely to be very confident.

[Asked of Parents only] And how confident are you that you have a clear understanding of how well your child(ren) are doing in other aspects of their development, like socially, emotionally, and mentally?* (N=456 unweighted)



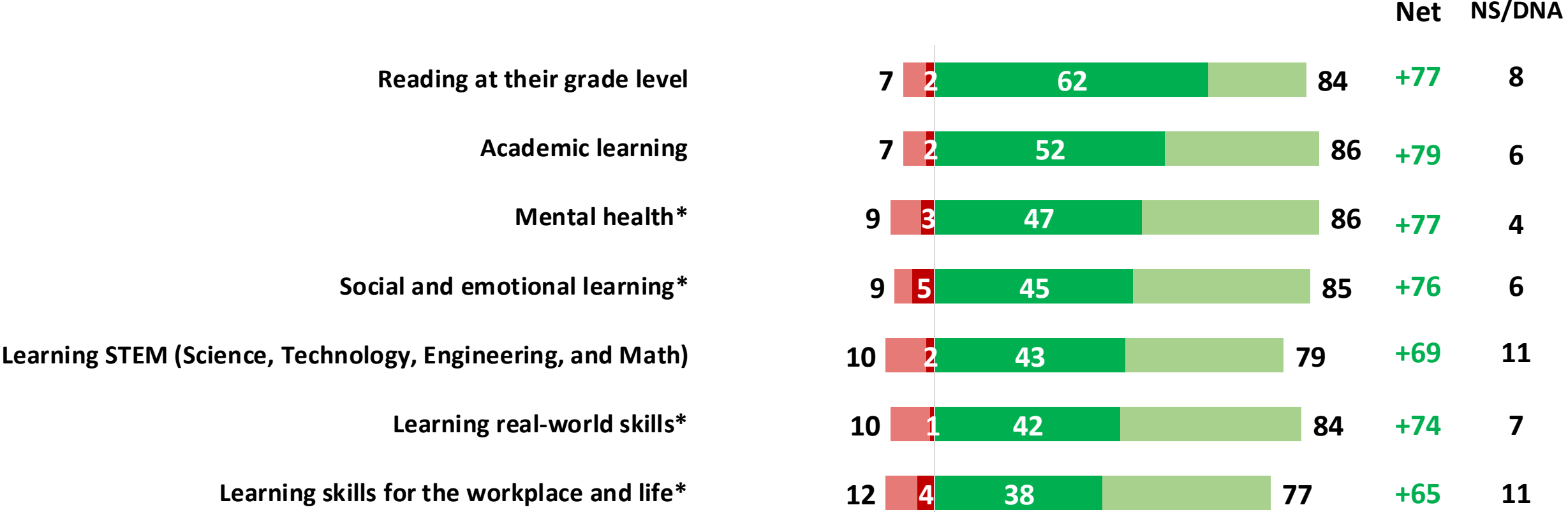
Somewhat confident
 Very confident
 A little confident
 Not confident at all

	Very Confident	Total Confident
Fathers	60	92
Mothers	64	93
Under 50	64	94
Over 50	58	84
0-4-year-old child	69	95
5-12-year-old child	66	95
13-17-year-old child	59	91
18-22-year-old child	54	92
K-5 child	63	93
6-8 grade child	59	97
9-12 grade child	62	90
College child	55	92
Democrat	64	90
Republican	57	96
White	64	94
Black	65	90
Latino/a	57	94
Native American^	62	93
Urban	60	92
Suburban	61	90
Rural	67	97
HH Income <\$50K	63	90
HH Income \$50K+	62	93

*split sampled; ^note small n size

Parents believe their children have progressed well in various aspects of their education over the past school year. They are especially likely to say their child has progressed very well in reading at their grade level, and academic learning.

[Asked of Parents Only] Now thinking about this past school year (2022-2023), how do you feel your child/children progressed in the following areas?



■ Somewhat well
■ Somewhat poorly
■ Very well
■ Very poorly

*split sampled

Across demographics, parents of color are slightly less likely than their white counterparts to rate their children’s progress in academic learning, mental health, and learning STEM highly. Suburban parents stand out in their low rating of their children’s progress in learning real-world skills in the last school year.

[Asked of Parents Only] Now thinking about this past school year (2022-2023), how do you feel your child/children progressed in the following areas?

% Very well	Total	Gender		Age		Race		Region				PID		HH Income		Area		
		M	W	<50	50+	White	POC	NE^	MW	S	W	D	R	<50K	50K+	Urban	Subur.	Rural
Reading at grade level	62	58	67	62	67	66	56	56	59	66	65	62	62	59	64	56	61	74
Academic learning	52	49	55	53	50	54	49	50	53	49	58	55	50	50	53	49	51	59
Mental health*	47	48	46	48	41	48	43	-	-	47	51	40	53	42	48	40	41	-
Social and emotional learning*	45	47	44	42	55	44	46	-	-	57	36	48	41	36	49	51	41	43
Learning STEM	43	41	44	45	36	46	38	39	42	45	43	46	42	42	44	41	44	46
Learning real-world skills*	42	39	45	44	36	44	40	-	-	38	44	37	47	55	36	44	28	62
Learning skills for workplace*	38	40	38	37	42	36	43	-	-	52	26	34	38	40	38	43	35	37

*split sampled
 ^note small n size; - too small to analyze

Parents of college-aged students are less likely than parents K-12 parents to say their children have progressed very well in all areas except for reading at grade level and learning skills for the workplace.

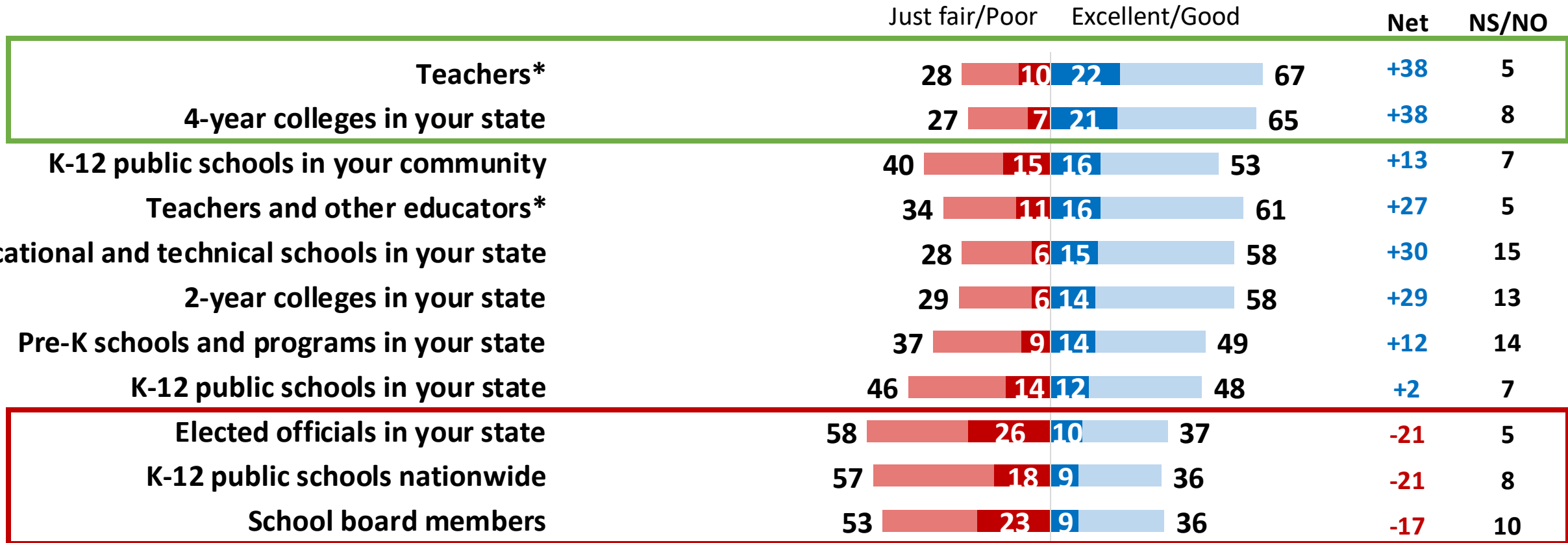
[Asked of Parents Only] Now thinking about this past school year (2022-2023), how do you feel your child/children progressed in the following areas?

% Very well	Parent/Guardian		Age of Child			Grade Level of Child				School Type		IEP	
	Parent school age child	Child under 18	5-12	13-17	18-22^	K-5	6-8	9-12	College^	Traditional Public	All public	Yes	No
Reading at grade level	62	62	65	72	66	62	72	70	67	64	64	60	64
Academic learning	52	53	52	56	45	50	54	56	60	52	51	50	52
Mental health*	47	49	49	49	32	44	43	48	41	45	45	56	42
Social and emotional learning*	45	46	43	50	38	38	45	47	51	41	42	50	42
Learning STEM	43	45	43	50	37	42	45	46	49	42	43	52	38
Learning real-world skills*	42	45	42	46	36	43	49	43	36	45	45	44	41
Learning skills for workplace*	38	39	33	45	40	32	31	49	39	31	32	34	41

*split sampled
^note small n size

Few voters say any entity is doing an excellent job when it comes to education today, about two thirds believe teachers and 4-year colleges in their state are doing a good job overall. A majority say elected officials, K-12 public schools nationwide, and school board members are doing a just fair/poor job, including more than 1 in 5 who say elected officials and school members are doing a poor job.

How would you rate the job for each of the following when it comes to education today?



*split sampled

Since 2021, voters have become more positive toward educational entities, especially 4-year and 2-year colleges in their state, K-12 public schools in their community, and K-12 public schools in their state. Ratings of vocational or technical schools, pre-k schools and programs, and K-12 public schools nationwide have remained consistent over time.

	2023		2022		2021		% Change Since 2021
	% Exc./Good	% Just Fair/Poor	% Exc./Good	% Just Fair/Poor	% Exc./Good	% Just Fair/Poor	
4-year colleges in your state	65	27	59	28	52	34	+13
Vocational or technical schools in your state	58	28	54	28	56	27	+2
2-year colleges in your state	58	29	54	30	52	33	+6
K-12 public schools in your community	53	40	51	41	48	42	+5
Pre-K schools and programs in your state	49	37	48	38	-	-	-
K-12 public schools in your state	48	46	45	46	43	47	+5
K-12 public schools nationwide	36	57	36	53	35	54	+1

“in your state” was added to answer options in 2022

How would you rate the job [K-12 public schools...] when it comes to education today?

Across demographics, voters hold negative views of the job K-12 public schools nationwide are doing when it comes to education today.

As we have seen in previous years, voters are most positive toward K-12 public schools in their community. However, Native/Indigenous and Independent voters are net-negative.

At the state level, voters in the West, urban voters, Native/Indigenous voters, voters with lower household incomes, Independent and Republican voters, and voters in 2024 battleground states are net-negative.

Net (excellent/good – just fair/poor)	...in your community	...in your state	...nationwide
Total	+13	+2	-21
Men	+9	0	-24
Women	+16	+5	-18
Northeast	+21	+13	-16
Midwest	+12	+2	-26
South	+14	+4	-19
West	+4	-8	-24
Urban	+7	-3	-15
Suburban	+18	+5	-27
Rural	+12	+6	-21
White	+16	+5	-22
Black	+5	0	-5
Latino/a	+21	+9	-2
AAPI	+9	+5	-28
Native/Indigenous	-3	-7	-35
HH Income <\$50K	+5	-2	-23
HH Income \$50K+	+21	+6	-19
2024 Battleground	+12	-1	-21
Not Battleground	+13	+4	-21
Democrat	+20	+11	-12
Independent/DK	-5	-11	-28
Republican	+10	-2	-27

Parents are more positive toward K-12 public schools in their community, statewide, and nationwide compared to voters. Fathers, parents of elementary and middle school students, and white parents are especially likely to have net-positive views of the public schools in their community.

How would you rate the job [K-12 public schools...] when it comes to education today?

Net (excellent/good – just fair/poor)		...in your community	...in your state	...nationwide
All Voters		+13	+2	-21
Parent of school age child	Total Parents	+32	+14	-7
	Fathers	+42	+19	+5
	Mothers	+23	+11	-15
	0-4-year-old child	+38	+14	-14
	5-12-year-old child	+42	+18	-1
	13-17-year-old child	+25	+17	+11
	Parents of color	+18	+12	-1
	White	+39	+15	-10
	Black	+20	+25	+20
	Latino/a	+38	+24	+22

How would you rate the job [...] when it comes to education today?

Net (excellent/good – just fair/poor)	Pre-K Schools and Programs	Vocational/ Tech Schools	2-year Colleges	4-year Colleges
Total	+12	+30	+29	+38
Men	+11	+29	+29	+32
Women	+14	+31	+29	+42
Northeast	+13	+33	+22	+40
Midwest	+10	+37	+31	+40
South	+12	+28	+30	+39
West	+14	+24	+32	+33
Urban	+11	+27	+26	+38
Suburban	+12	+30	+30	+38
Rural	+15	+35	+31	+38
White	+14	+37	+30	+41
Black	+13	+19	+37	+42
Latino/a	+5	+15	+25	+32
AAPI	+3	+5	+14	+32
Native/Indigenous	-4	+24	+26	+37
HH Income <\$50K	+11	+28	+24	+31
HH Income \$50K+	+14	+34	+34	+45
2024 Battleground	+7	+35	+24	+41
Not Battleground	+15	+28	+32	+37
Democrat	+13	+29	+35	+48
Independent/DK	+1	+23	+20	+35
Republican	+15	+36	+26	+31

Voters across demographics give vocational or technical schools, 2-year, and 4-year colleges in their state net-positive ratings.

Ratings of pre-k schools and programs are more muted, but only Native/Indigenous voters hold slim net-negative views of them.

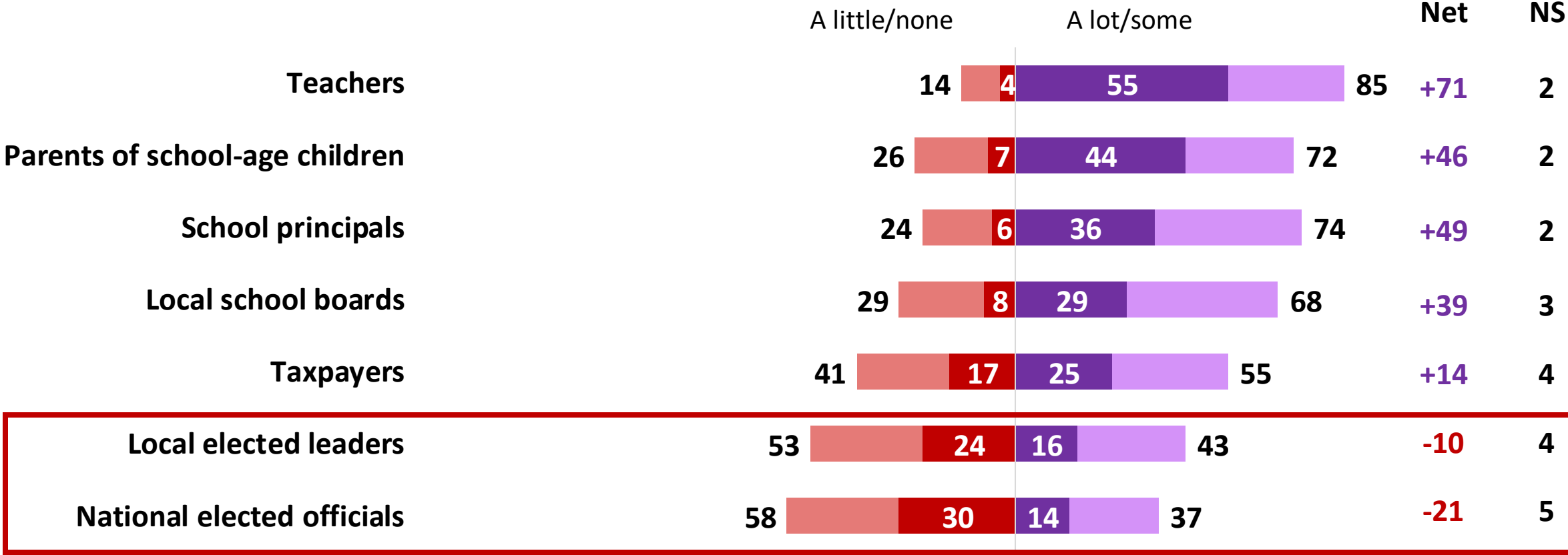
Again, parents rate the educational entities more positively than voters overall. Black parents are especially likely to give 2- and 4-year colleges in their state net-positive ratings for the job they're doing today.

How would you rate the job [...] when it comes to education today?

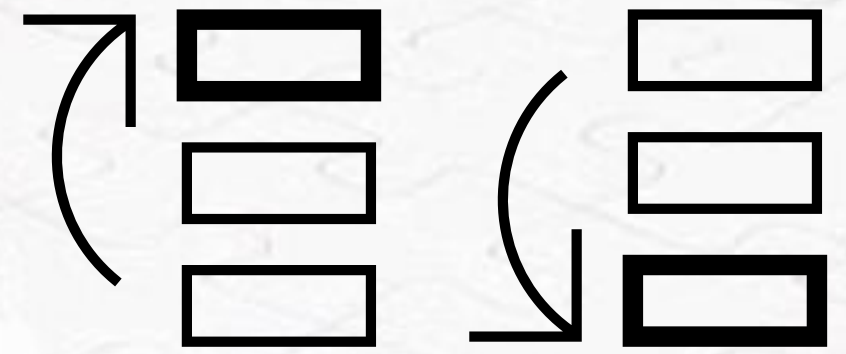
Net (excellent/good – just fair/poor)		Pre-K Schools and Programs	Vocational/ Tech Schools	2-year Colleges	4-year Colleges
All Voters		+12	+30	+29	+38
Parent of school age child	Total	+31	+38	+41	+44
	Fathers	+47	+41	+47	+48
	Mothers	+20	+37	+36	+41
	0-4-year-old child	+32	+39	+32	+57
	5-12-year-old child	+35	+34	+41	+45
	13-17-year-old child	+20	+39	+46	+43
	18-22-year-old child	+8	+27	+32	+40
	Parents of color	+21	+27	+46	+41
	White	+37	+44	+38	+46
	Black	+24	+40	+60	+57
Latino/a	+29	+34	+48	+46	

Voters say teachers should have a lot of oversight on what is taught or included in K-12 curriculum, followed by parents of school-age children, school principals, and local school boards. Of note, significantly fewer voters say school principals and local school boards should have a lot of oversight in curriculum. Voters are unlikely to see a big role for local and national elected officials.

How much oversight, if any, should each of the following have on what is taught or included in K-12 curriculum?



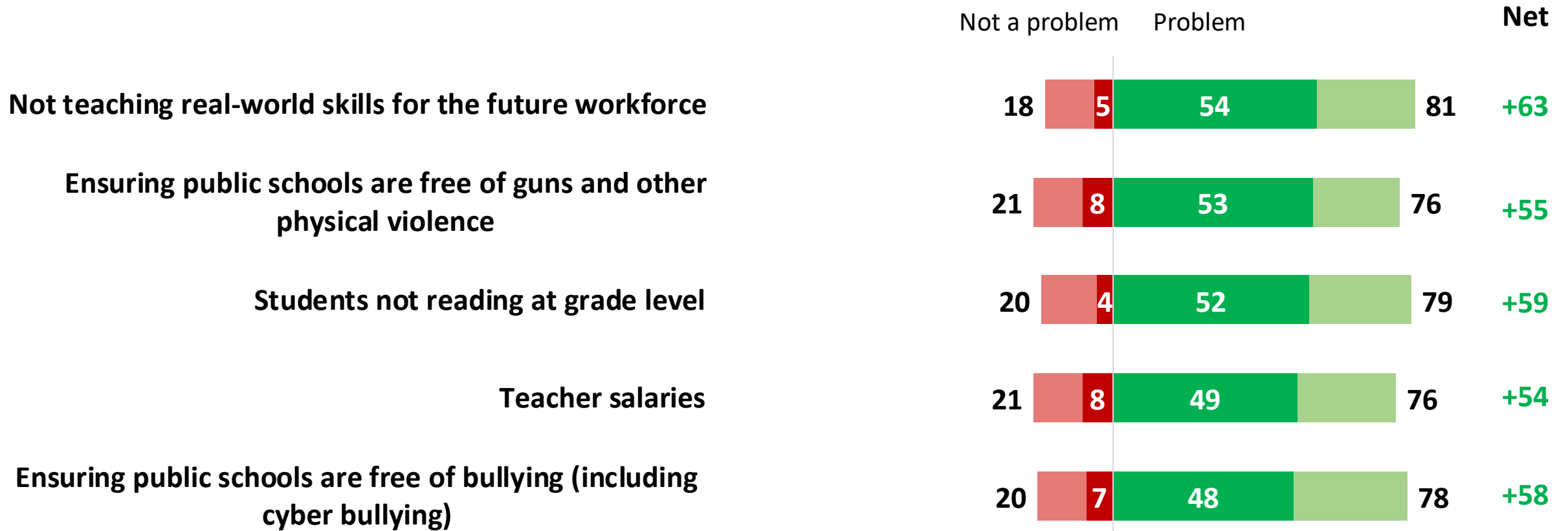
Some
A lot
A little
None at all



Education Priorities

Voters are most likely to say that not teaching real-world skills for the future workforce and ensuring public schools are free of guns and other physical violence are very big problems in public education today. Students not reading at grade level, teacher salaries, and ensuring public schools are free of bullying round out the top tier of problems.

Here is a list of different issues related to public education. For each one please indicate how big of a problem you think it is.*
[TOP TIER]

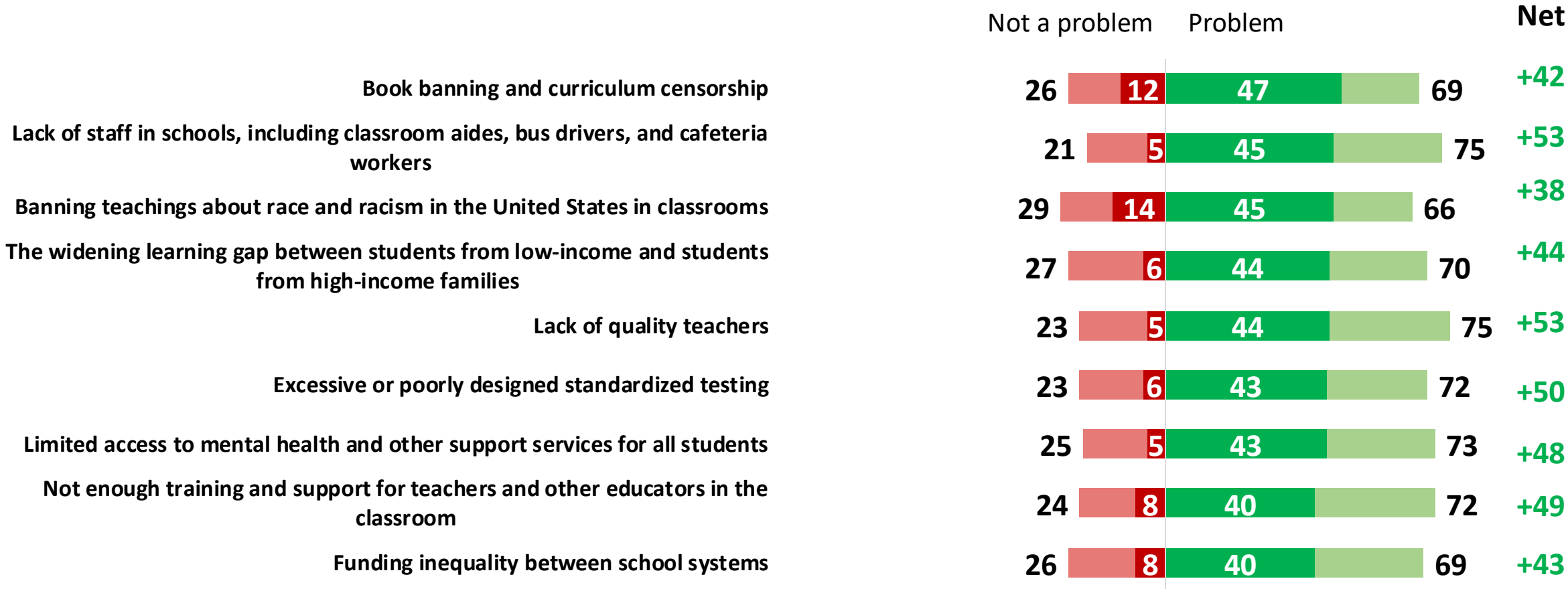


■ Somewhat of a problem
■ Very big problem
■ A little bit of a problem
■ Not a problem at all

*split sampled

In a second tier are book banning and curriculum censorship, lack of staff in schools and quality teachers, bans on teaching race and racism in the classroom, the widening learning gap between low-income and high-income students, standardized testing, limited mental health or other support services, not enough training and support for teachers, and funding inequality between school systems.

Here is a list of different issues related to public education. For each one please indicate how big of a problem you think it is.*
[SECOND TIER]

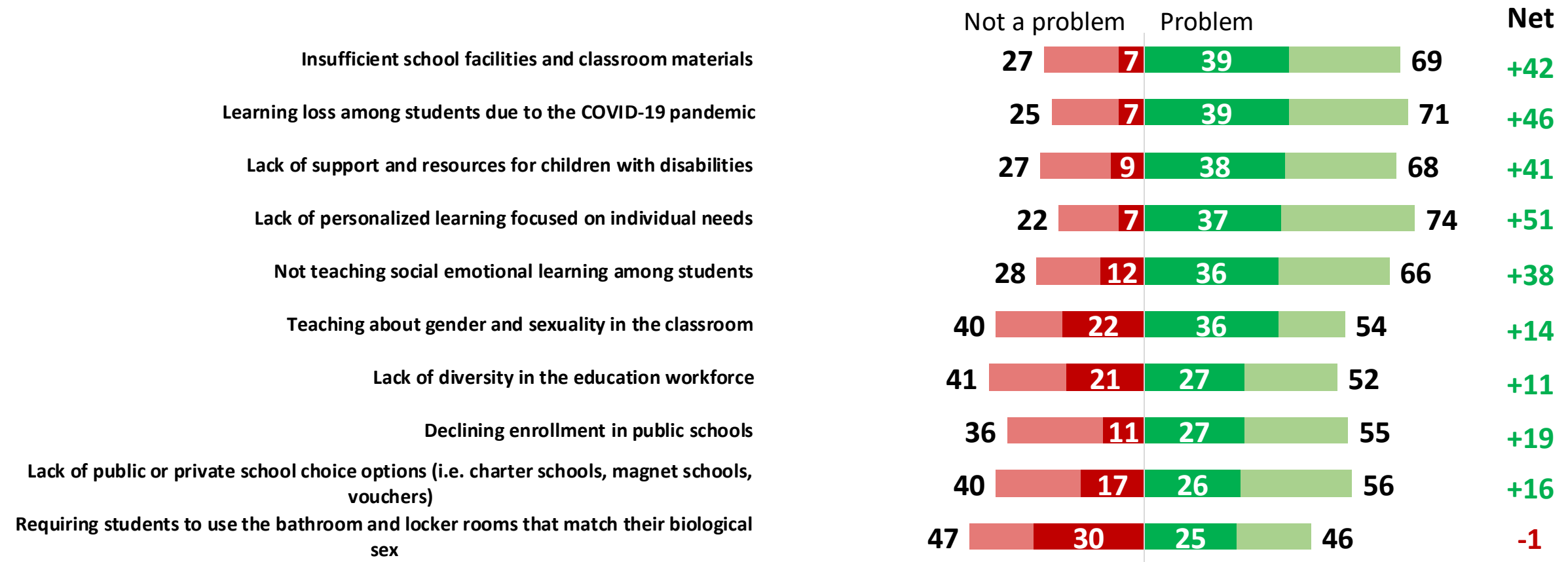


■ Somewhat of a problem
■ A little bit of a problem
■ Very big problem
■ Not a problem at all

*split sampled

Insufficient school facilities, learning loss, lack of support for children with disabilities, lack of personalized learning, not teaching SEL, teaching gender/sexuality, lack of diversity, declining enrollment in public schools, and lack of public or private school choice options fall into the bottom tier of issues related to public education due to weaker intensity and higher numbers of voters saying these are not problems today. Voters split in their views toward requiring students to use the bathroom and locker room that matches their biological sex. This issue is less of a priority than investments in educational issues.

Here is a list of different issues related to public education. For each one please indicate how big of a problem you think it is.*
[BOTTOM TIER]

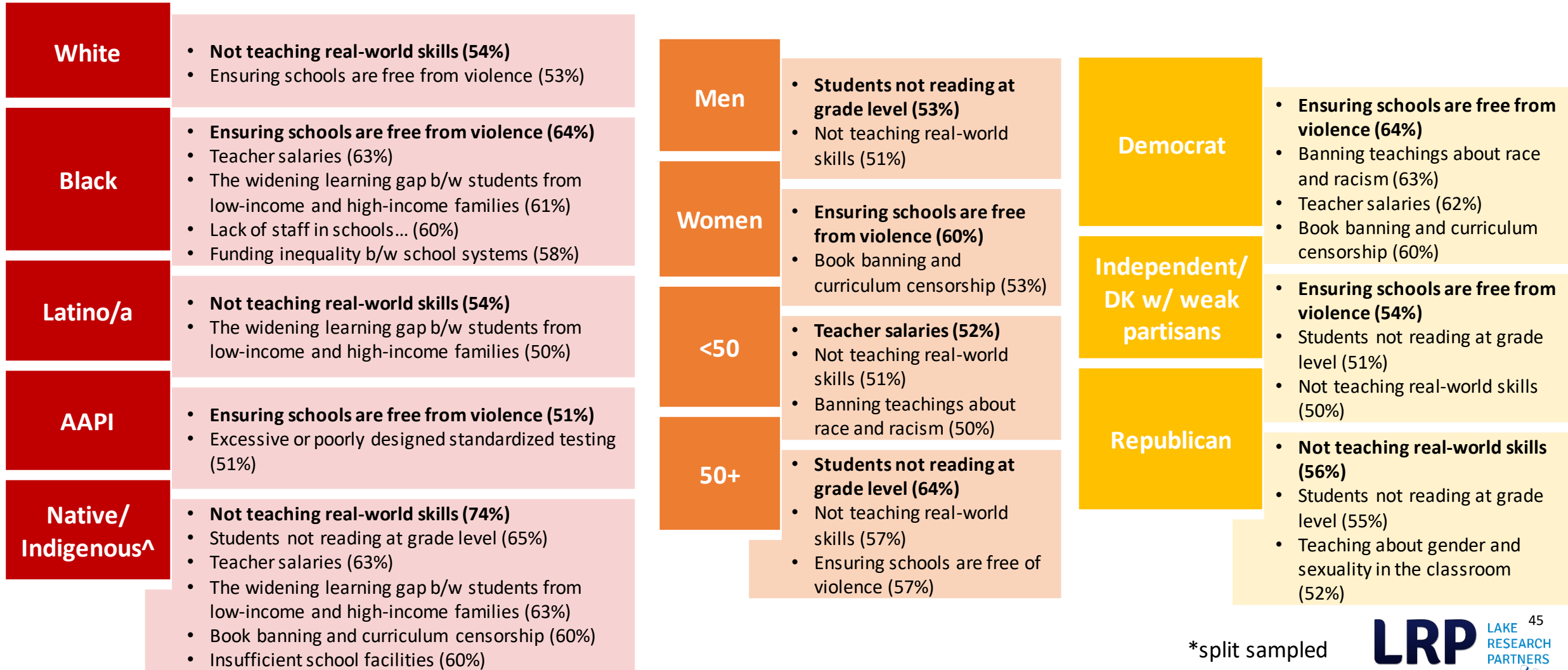


■ Somewhat of a problem
■ A little bit of a problem
■ Very big problem
■ Not a problem at all

*split sampled

Top “Very Big” Problems in Education* by Demographics

Not teaching real-world skills for the future workforce, ensuring public schools are free of guns and other physical violence, students not reading at grade level, and teacher salaries rise to the top across race, gender, age, and partisan lines. Black and Native/Indigenous voters are more likely than others to say the widening learning gap between low-income and high-income families is a very big problem.

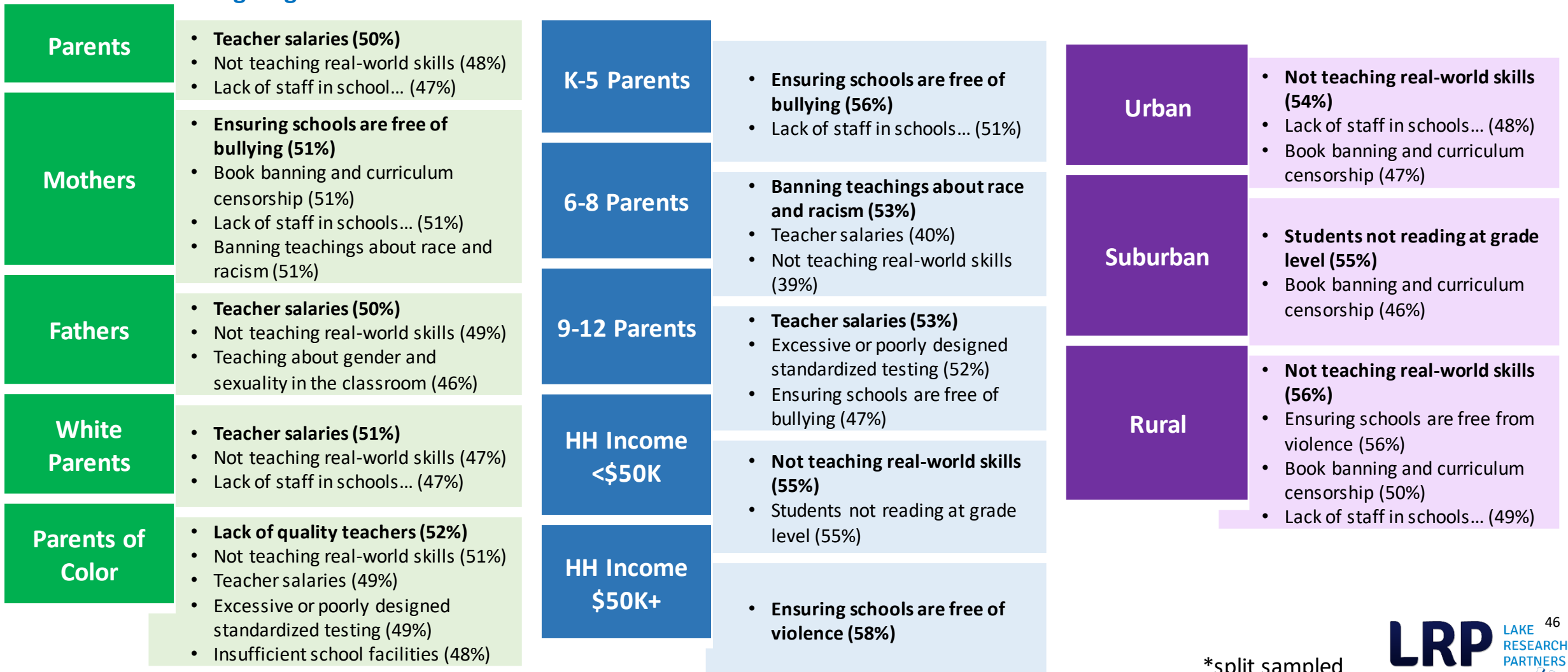


*split sampled

[^]note small n size

Top Tier “Very Big” Problems in Education* by Demographics

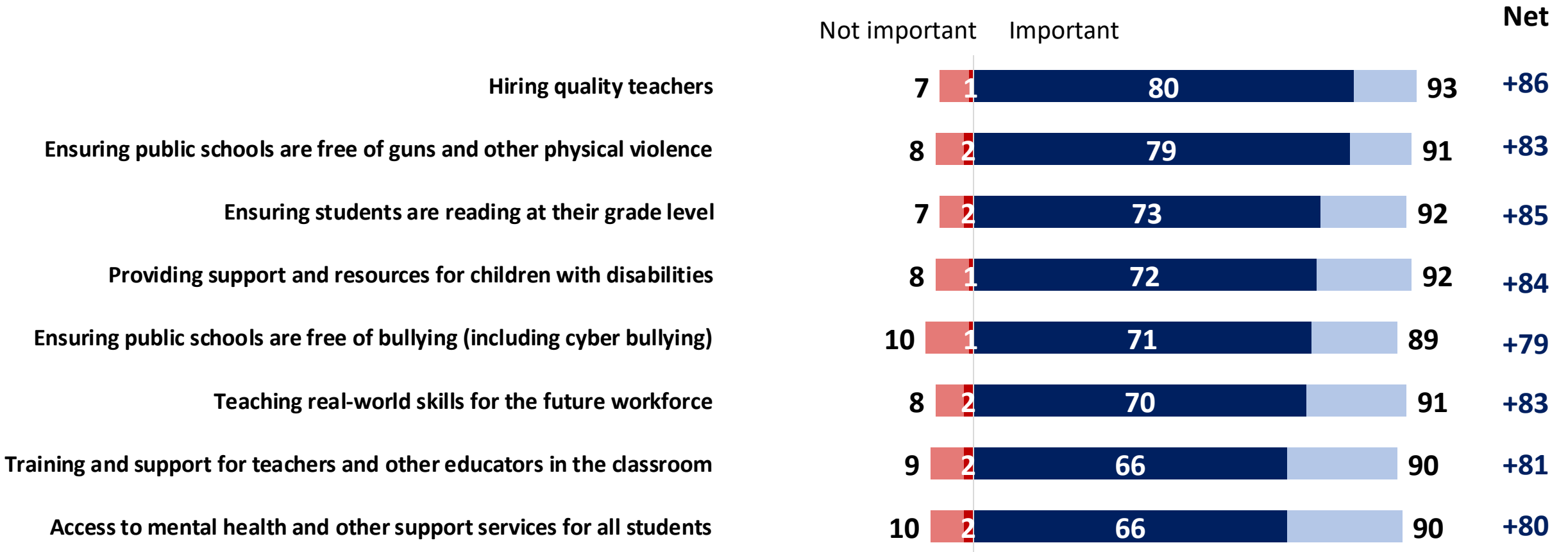
Among parents, teacher salaries, ensuring schools are free of bullying (including cyberbullying), and lack of quality teachers rise to the top as very big problems across gender and race. Elementary school parents are especially worried about bullying, middle school parents are worried about bans on teaching race and racism in the United States, and high school parents are worried about teacher salaries. Urban and rural voters say not teaching real-world skills for the workforce is a very big problem, while suburban voters worry most about students not reading at grade level.



*split sampled

Voters' agenda for public education is diffuse, with many issues identified as very important for public officials and education leaders to address. Of note, the top issues are not “wedge” or culturally divisive issues – they are issues related to investments and supports for students and educators alike. Like years past, hiring quality teachers and ensuring public schools are free of guns and other physical violence are especially important to voters.

Here is a list of different issues related to public education. For each one please indicate how personally important it is that public officials and education leaders address the issue.* [TOP TIER]

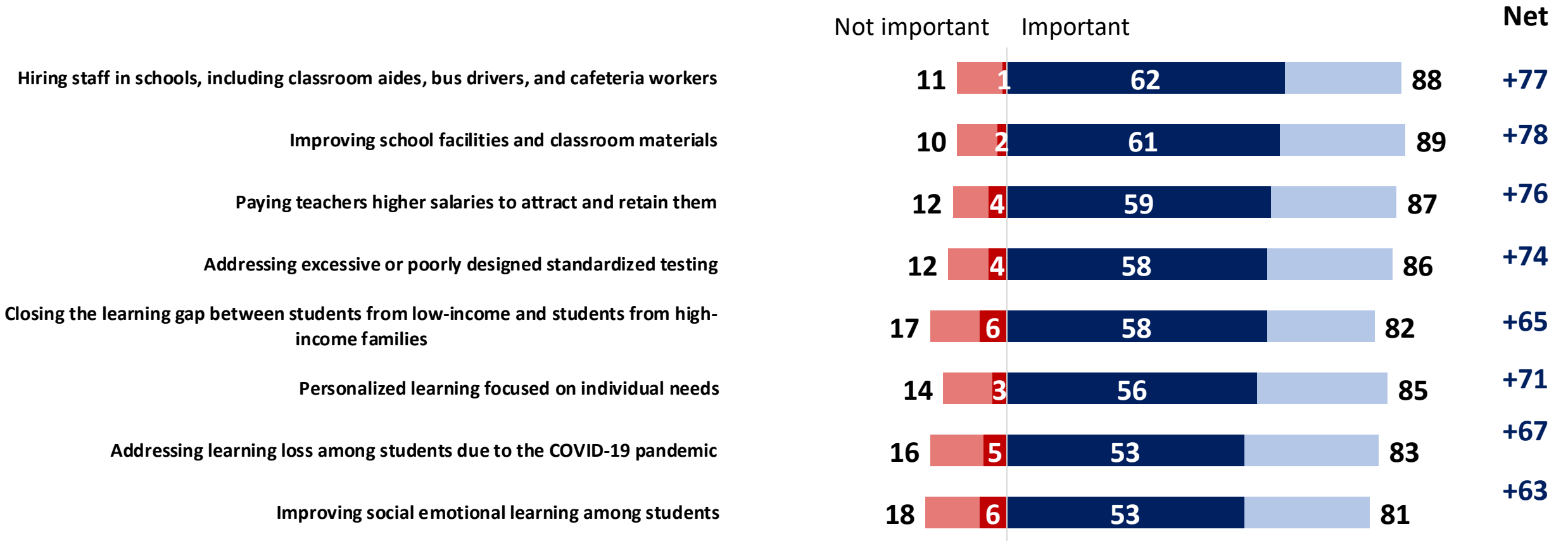


■ Somewhat important
■ Very important
■ A little important
■ Not important at all

*split sampled

With slightly lower intensity, issues related to staffing, facilities, standardized testing, personalized learning, learning loss, and social emotional learning fall into a second tier.

Here is a list of different issues related to public education. For each one please indicate how personally important it is that public officials and education leaders address the issue.* [SECOND TIER]

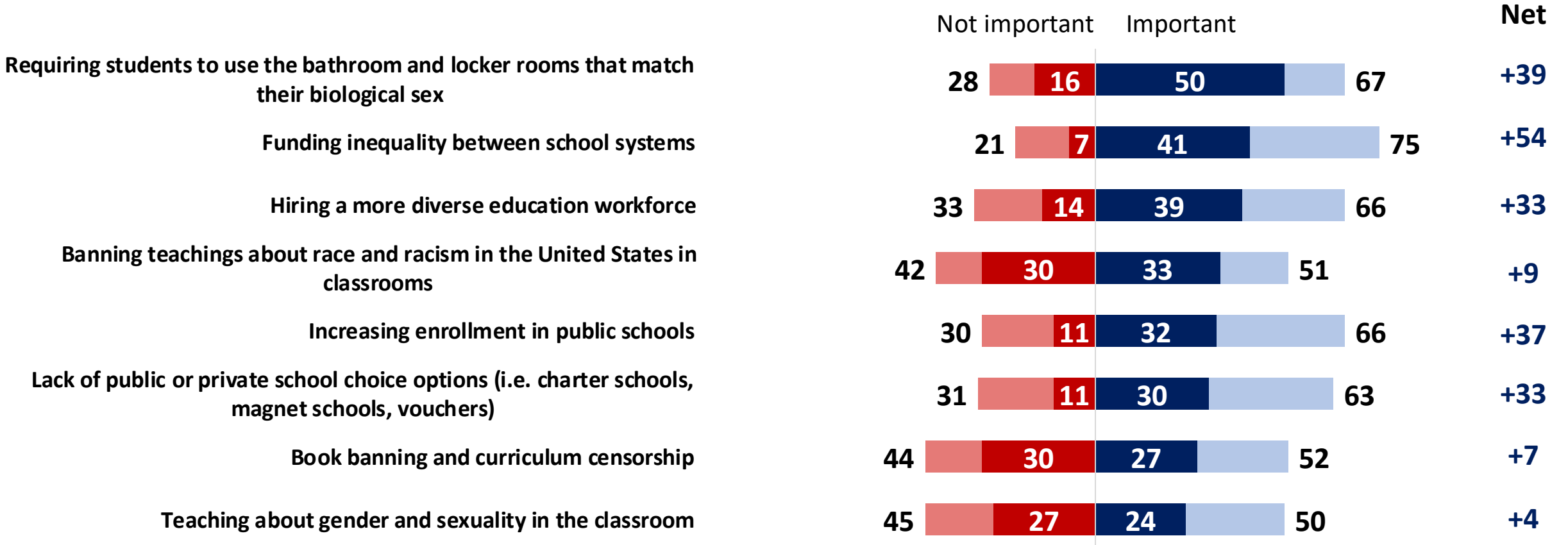


■ Somewhat important
■ Very important
■ A little important
■ Not important at all

*split sampled

The third tier of issues are rated important by at least half of voters but intensity drops. Ranging from bathroom/locker room requirements and bans on teaching race/racism in the U.S. to increasing enrollment and funding inequality, intensity is significantly weaker compared to the top two tiers of issues. At least 4 in 10 say banning teachings about race and racism, book bans and curriculum censorship, and teaching about gender and sexuality in the classroom are not important issues for public officials and education leaders to address.

Here is a list of different issues related to public education. For each one please indicate how personally important it is that public officials and education leaders address the issue.* [BOTTOM TIER]

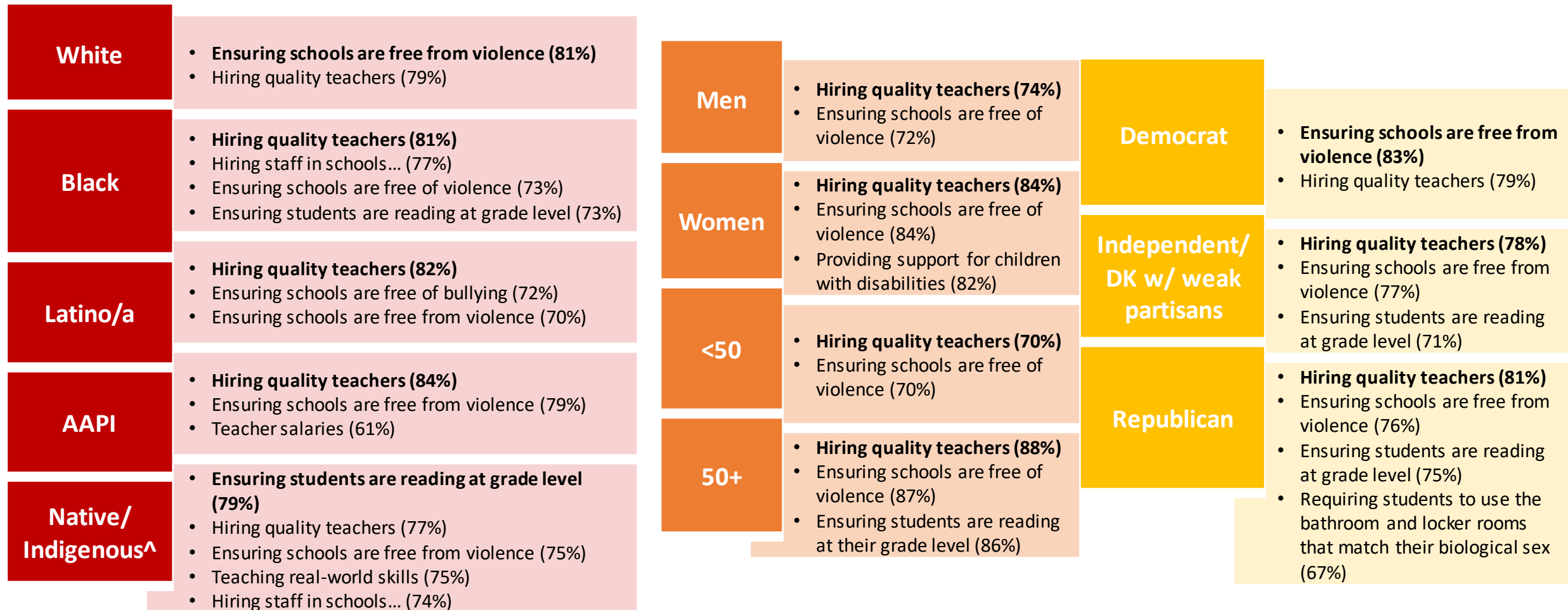


■ Somewhat important
■ Very important
■ A little important
■ Not important at all

*split sampled

Top “Very Important” Issues in Education* by Demographics

Hiring quality teachers rises to the top as the most important issue for Black, Latino/a, and AAPI voters; voters across gender and age; and among Independents and Republicans. White voters and Democrats say ensuring schools are free of guns and other physical violence is very important, but hiring quality teachers is a close second among these subgroups. Native/Indigenous voters say ensuring students are reading at grade level is very important, followed by hiring quality teachers.

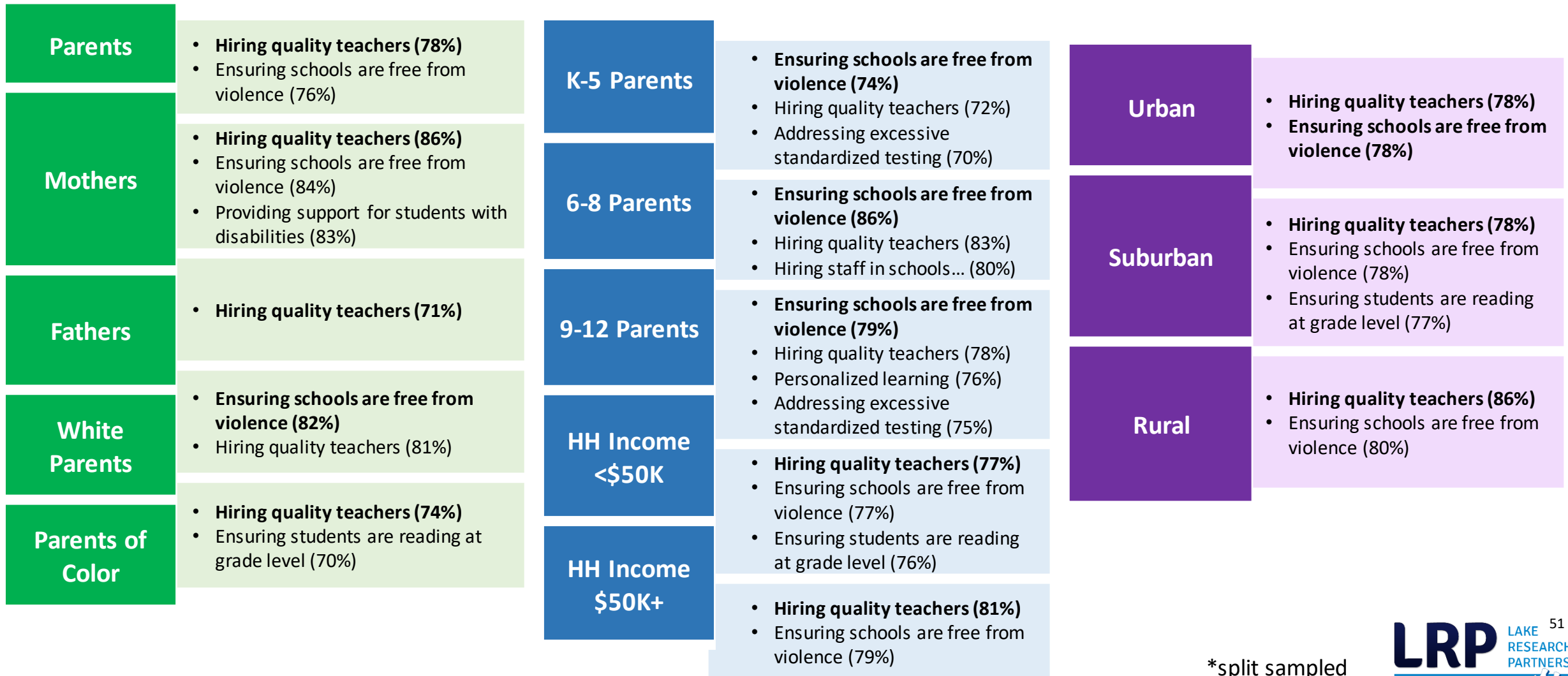


*split sampled

[^]note small n size

Top “Very Important” Issues in Education* by Demographics

Among parents, hiring quality teachers and ensuring schools are free of guns and other physical violence rises to the top across subgroups. Hiring quality teachers is also very important to the majority of voters across income level and metro area type.



*split sampled

Since 2022, voters across demographics are more likely to see the top tier of issues related to education as a very big problem. They are more likely to see ensuring public schools are free of violence and bullying as very important today compared to last year, though majorities have said these issues are very important over time. Since 2021, more voters see limited access to mental health and other support services for all students, not enough training and support for teachers and other educators, and funding inequality between school systems as very big problems today.

	2023		2022		2021		% Change Over Time	
	% Very big problem	% Very important	% Very big problem	% Very important	% Very big problem	% Very important	% Problem	% Important
Not teaching real-world skills for the future workforce	54	70	48	67	-	-	+6	+3
Ensuring public schools are free of guns and other physical violence	53	79	47	77	-	-	+6	+2
Students not reading at grade level	52	73	43	73	-	-	+9	-
Ensuring public schools are free of bullying (including cyber bullying)	48	71	42	66	-	-	+6	+5
Book banning and curriculum censorship	47	27	43	33	-	-	+4	-6
Limited access to mental health and other support services for all students	43	66	37	63	32	73	+11	-7
Excessive or poorly designed standardized testing	43	58	37	56	-	-	+6	+2
Not enough training and support for teachers and other educators in the classroom	40	66	35	68	31	77	+9	-11
Funding inequality between school systems	40	41	39	51	36	59	+4	-18

*Split sampled; - means the question was not asked

Learning loss among students due to COVID has become less of an important issue for public officials to address over time, but views of it being a problem have remained consistent since 2021. Voters are more likely to say insufficient school facilities and classroom materials, lack of support and resources for children with disabilities, and not teaching SEL among students is a very big problem this year compared to years past.

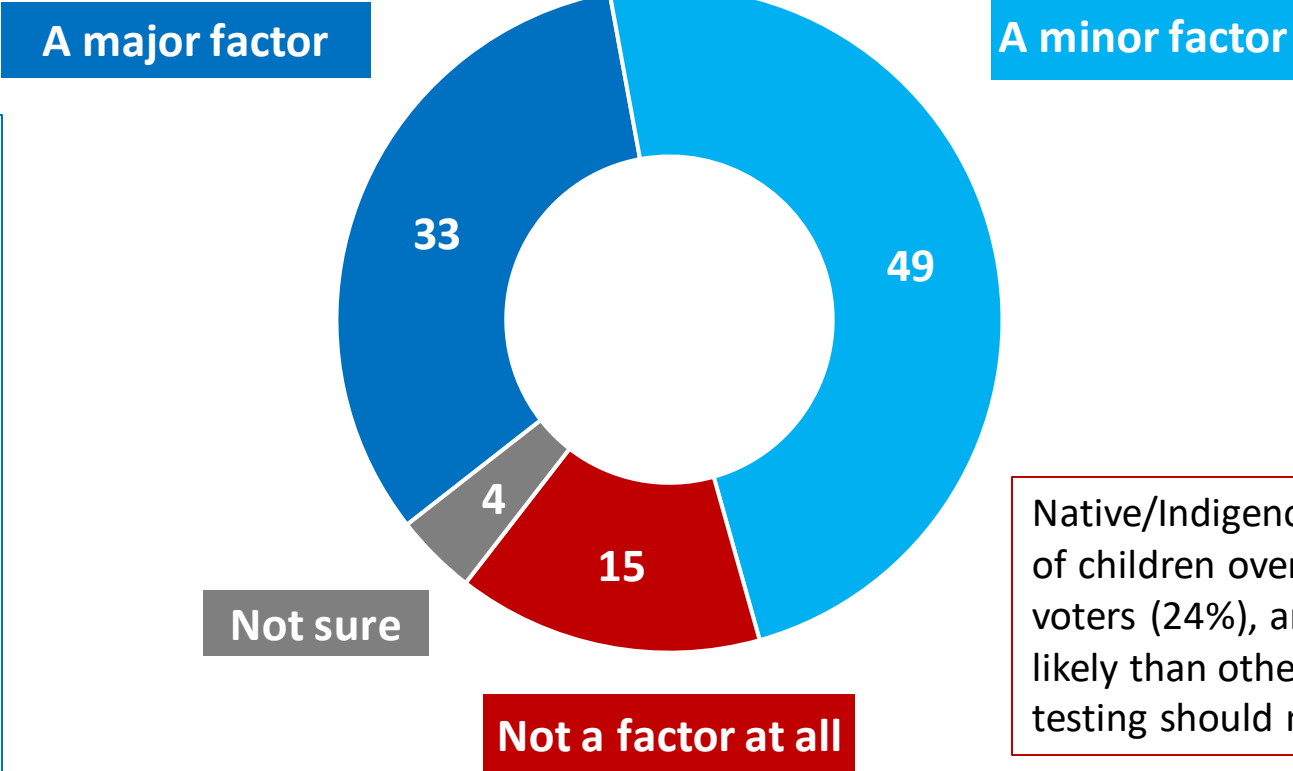
	2023		2022		2021		% Change Over Time	
	% Very big problem	% Very important	% Very big problem	% Very important	% Very big problem	% Very important	% Problem	% Important
Insufficient school facilities and classroom materials	39	61	33	59	30	71	+8	-10
Learning loss among students due to the COVID-19 pandemic	39	53	40	60	39	75	-	-22
Lack of support and resources for children with disabilities	38	72	32	74	32	78	+6	-6
Lack of personalized learning focused on individual needs	37	56	29	53	30	68	+7	-12
Not teaching social emotional learning among students	36	53	25	53	-	-	+11	-
Lack of diversity in the education workforce	27	39	21	38	-	-	+6	+1
Lack of public or private school choice options (i.e., charter schools, magnet schools, vouchers)	26	30	22	32	-	-	+4	-2

*Split sampled; - means the question was not asked

More than 8 in 10 voters nationwide see a role for standardized testing in evaluating students' proficiency in different subject areas, but only a third say they should be a major factor. Of note, voters of color, as well as parents of color, are more likely to say these test scores should be a major factor in evaluating students' proficiency in different subjects. Native/Indigenous parents, parents of older children, and mothers are more likely than others to say they shouldn't be a factor at all, but pluralities of these subgroups see at least a minor role for them.

Across the country, K-12 students participate in standardized testing. How much of a factor should these standardized test scores be in evaluating students' proficiency in different subjects?

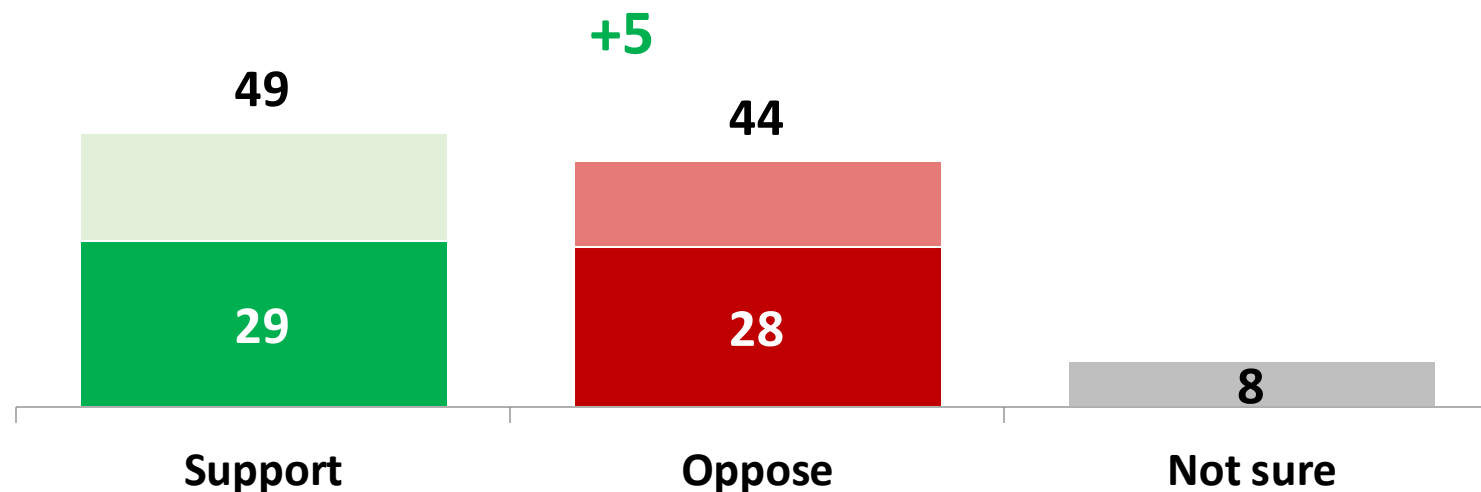
Parents of color (49%) – especially Black parents (56%) and Latino/a parents (55%), Urban fathers (50%), AAPI voters (48%), Black voters (46%), fathers (46%), married men (43%), noncollege men (42%), parents of adolescents 13-17 (41%), grandparents (41%), Republicans (40%) – especially strong Republicans (44%), and men under 50 (40%) are more likely than others to say standardized testing should be a major factor.



Native/Indigenous parents^ (27%), parents of children over 18 (27%), 40-49-year-old voters (24%), and mothers (23%) are more likely than others to say standardized testing should not be a factor at all.

Just under half of voters nationwide support using public taxpayer dollars for school vouchers to pay for students to attend religiously affiliated schools, but with intensity on both sides. Men, Republicans, Black and Latino/a voters, urban voters, fathers, and parents of middle- and high-school students have higher net-support.

Some states are considering using public taxpayer dollars for school vouchers to pay for students to attend private or religiously affiliated schools. Do you support or oppose states using taxpayer dollars for school vouchers?*



Parents of adolescents 13-17 (42%), Republicans (41%) – especially strong Republicans (45%), fathers (40%), married men (40%), parents of color (39%), parents of a child with a disability (39%), voters in the Midwest (38%), men of color (36%), grandparents (36%), and Black voters (35%) are more likely than others to strongly support.

Independents^ (44%), Gen Z (34%), Boomer (34%), AAPI (34%), married women (34%), and Democrats (34%) are more likely than others to strongly oppose.

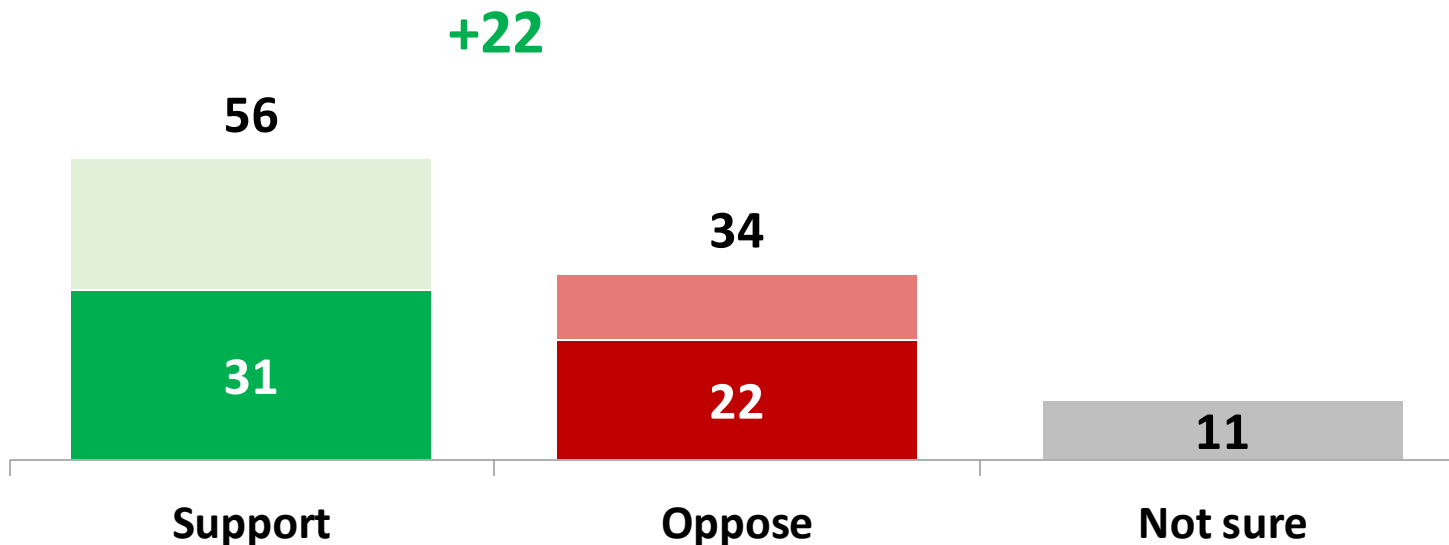
	Net (Support – Oppose)
Men	+15
Women	-3
Under 50	+8
Over 50	+1
Democrat	-10
Independent/DK^	-12
Republican	+25
White	0
Black	+20
Latino/a	+16
AAPI^	+1
Native American^	+2
Urban	+12
Suburban	+2
Rural	-2
HH Income <\$50K	+10
HH Income \$50K+	+2
2024 BG Voter	+11
Not BG Voter	+2
Mothers	+3
Fathers	+42
K-5 grade child	+1
6-8 grade child	+24
9-12 grade child	+26

■ Not so strongly support ■ Not so strongly oppose
■ Strongly support ■ Strongly oppose

*split sampled; ^note small n size

Though the level of strong support overall is low, a majority of voters support using public taxpayer dollars for Education Savings Accounts (ESAs). Younger voters, Black voters, fathers, and parents of elementary school students are especially likely to be supportive overall.

Some states are considering using public taxpayer dollars for Education Savings Accounts (ESAs) that parents could use for K-12 private school tuition and fees, online learning programs, private tutoring, and other approved learning services and materials. Do you support or oppose using taxpayer dollars for Education Savings Accounts?*



Fathers (56%), parents of a child with an IEP^ (53%), parents of K-5 students (52%), Black men^ (50%), parents of color (49%), men under 50 (47%), parents of a child under 18 (45%), parents of a child with a disability^ (45%), parents of a school-age child (43%), noncollege men (42%), parents of 9-12 grade students (41%), and unmarried voters with a partner (41%) are more likely than others to strongly support ESAs.

Voters over 65 (37%), older women (34%), and retired voters (33%) more likely than others to strongly oppose ESAs.

	Net (Support – Oppose)
Men	+29
Women	+14
Under 50	+40
Over 50	+5
Democrat	+24
Independent/DK^	+19
Republican	+21
White	+18
Black	+48
Latino/a	+24
AAPI^	+25
Native American^	+25
Urban	+25
Suburban	+19
Rural	+21
HH Income <\$50K	+29
HH Income \$50K+	+18
2024 BG Voter	+20
Not BG Voter	+22
Mothers	+38
Fathers	+59
K-5 grade child	+67
6-8 grade child	+22
9-12 grade child	+48

■ Not so strongly support ■ Not so strongly oppose
■ Strongly support ■ Strongly oppose

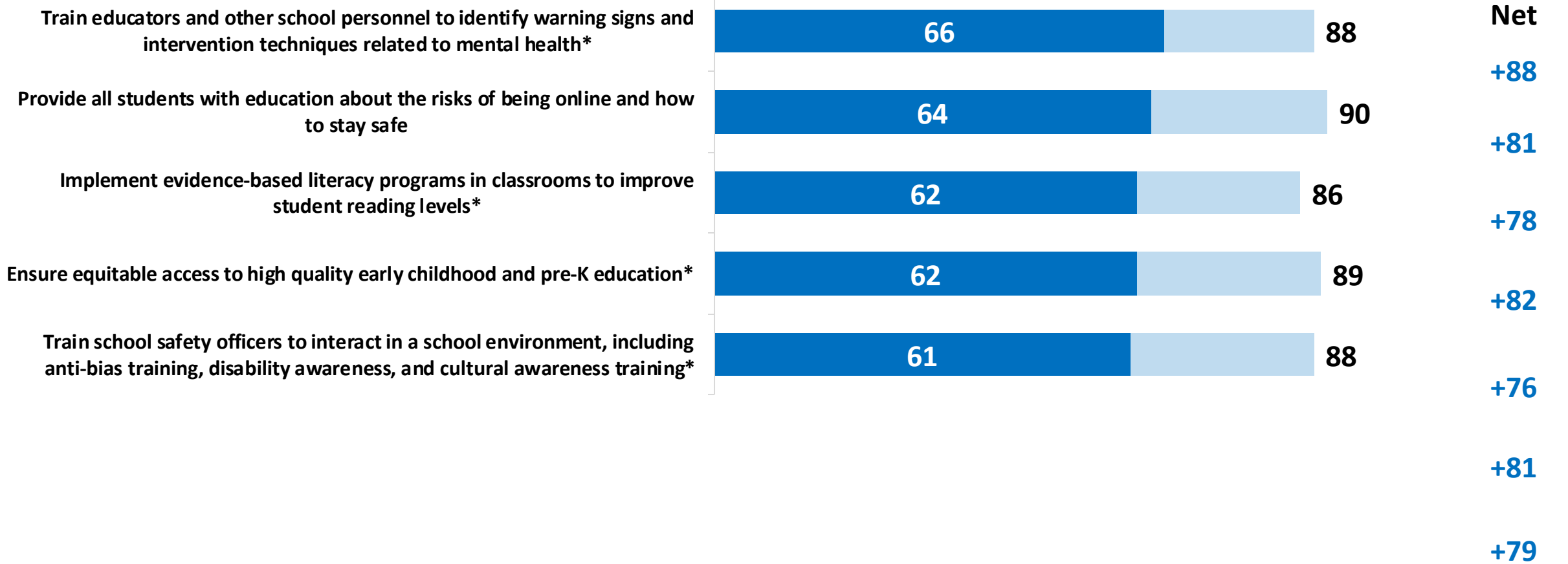
*split sampled; ^note small n size





Reactions to Education Proposals

Reactions to policy proposals align with what voters want education leaders to address. Increasing job skills, teaching critical skills, and training educators and other school personnel to identify warning signs and intervention techniques related to mental health are strongly favored proposals. Proposals to provide students with education to early childhood education, and training for school safety officers round out the top tier of proposals.

Now you will see a list of different proposals people say education leaders prioritized them. For each, indicate whether you would favor or oppose the proposal. [TOP TIER]

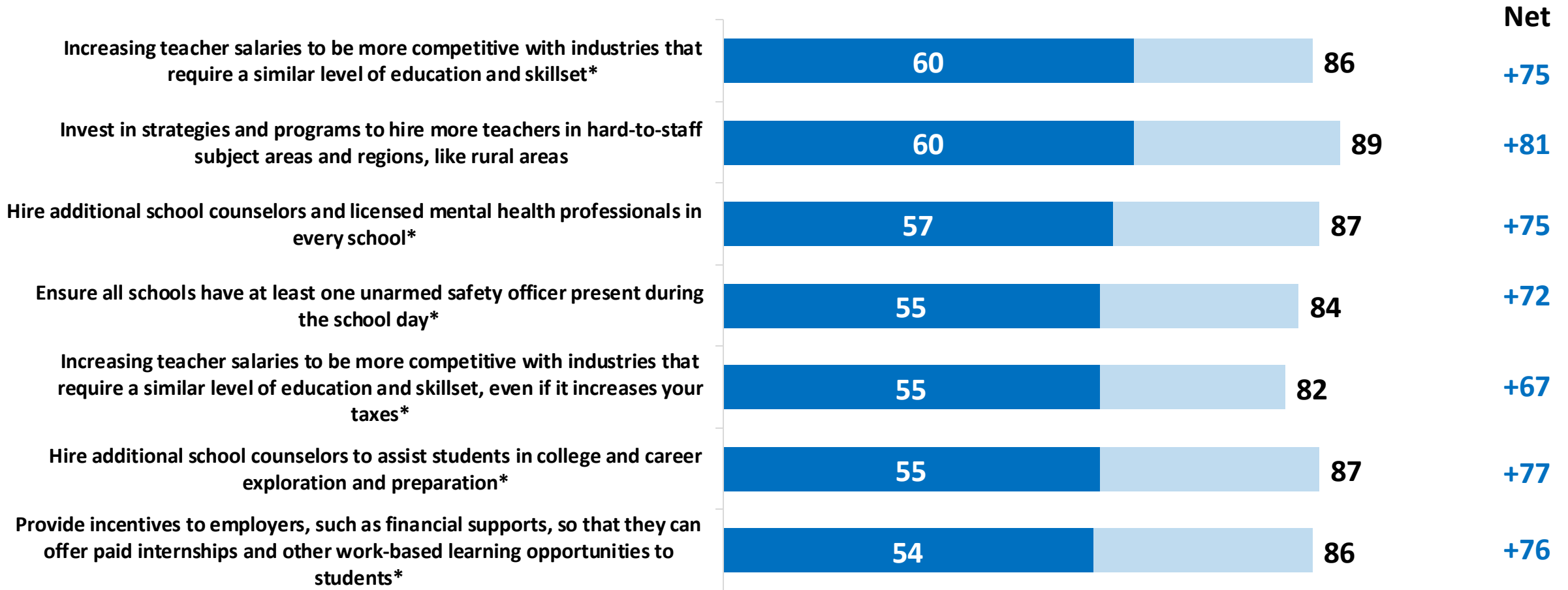




 Favor – not so strongly
 Favor – strongly

*split sampled

Proposals that fall into the second tier have solidly strong favorable numbers as well, especially proposals to increase teacher salaries and invest in strategies and programs to hire more teachers in hard-to-staff subject areas. Hiring additional school counselors and licensed mental health professionals, ensuring all schools have safety officers, and providing incentives to employers so they can offer paid internships and other work-based learning opportunities to students round out the second tier of proposals.

Now you will see a list of different proposals people say could improve public schools if our public officials and education leaders prioritized them. For each, indicate whether you would favor or oppose the proposal. [SECOND TIER]

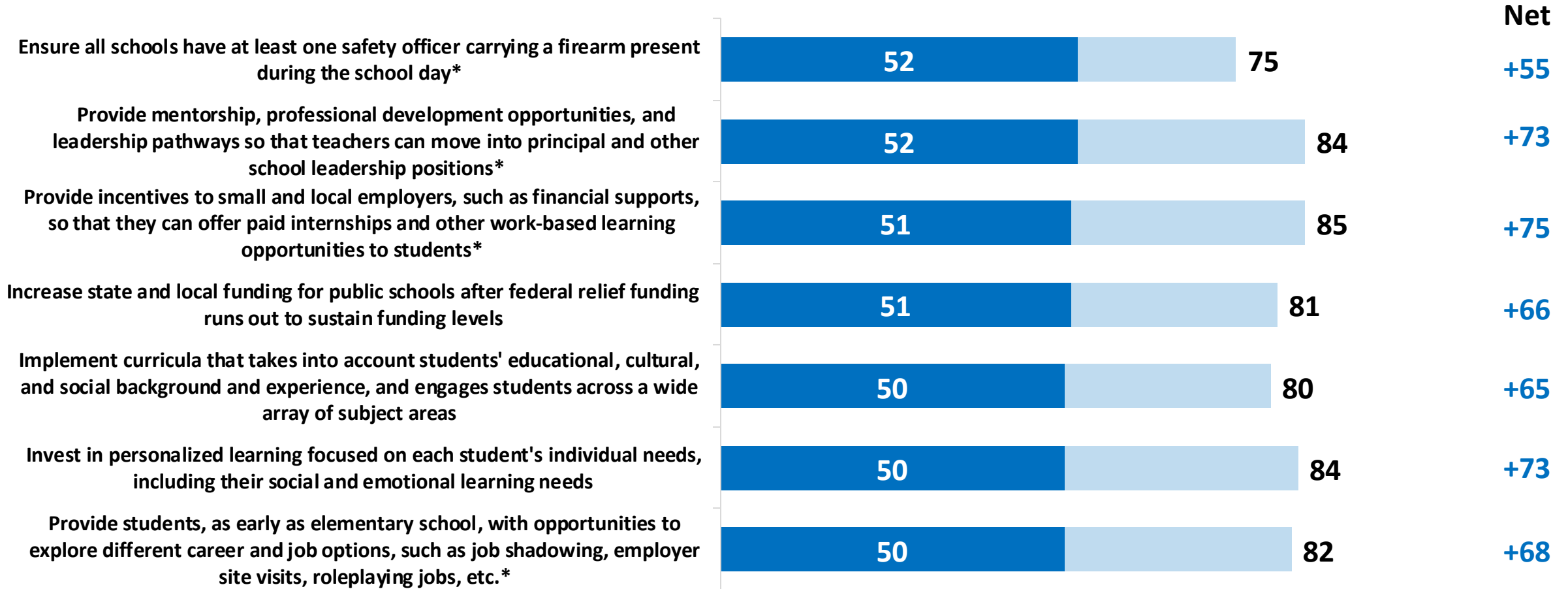


 Favor – not so strongly
 Favor – strongly

*split sampled

Proposals in the third tier are strongly favored by at least half of voters nationwide. They focus on school safety, professional development for teachers, school funding, personalized learning, career and workforce opportunities, and implementing culturally competent curricula.

Now you will see a list of different proposals people say could improve public schools if our public officials and education leaders prioritized them. For each, indicate whether you would favor or oppose the proposal. [THIRD TIER]

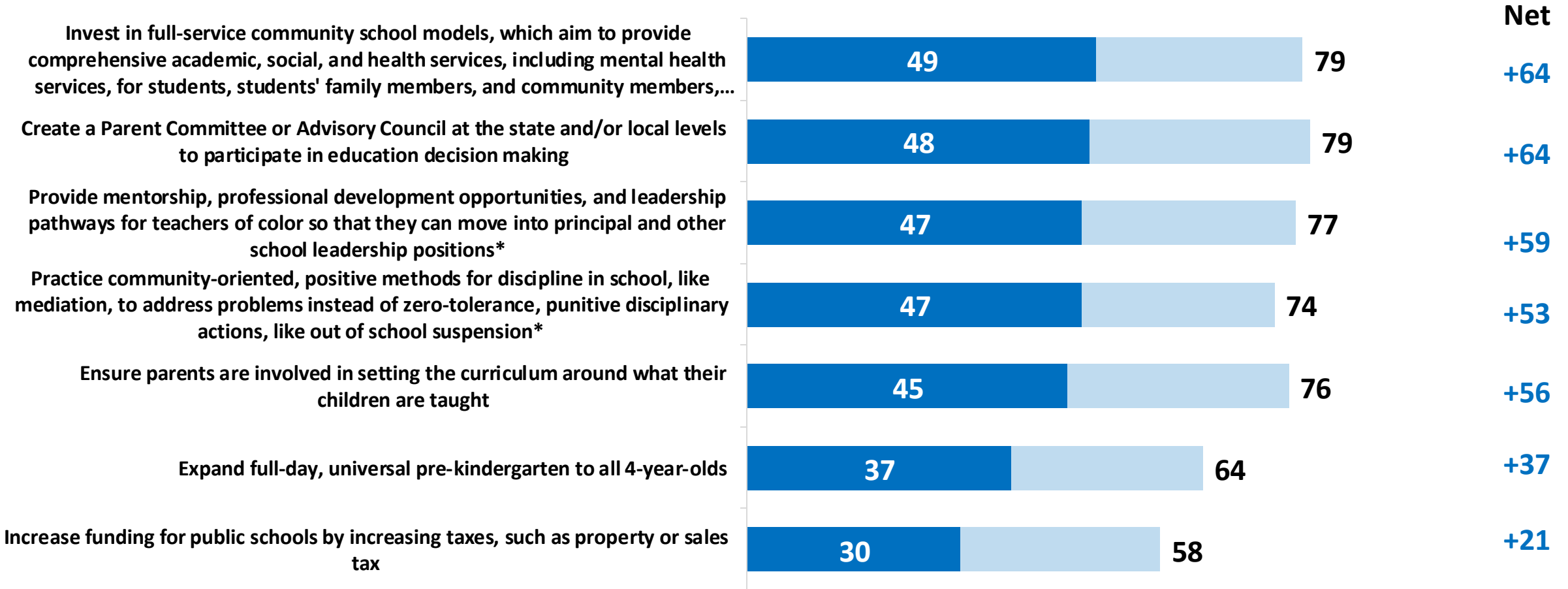




Favor – not so strongly
Favor – strongly

*split sampled

Just under half of voters strongly favor proposals to invest in full-service community school models and a parent committee or advisory council at the state or local levels. More than 4 in 10 also strongly favor proposals to provide mentorship and opportunities to teachers of color, practice community-oriented disciplinary methods in school, and ensure parents are involved in setting the curriculum. Though a majority of voters favor expanding full-day, universal pre-kindergarten to all 4-year-olds and increasing funding for public schools by increasing taxes, intensity is lowest toward these proposals.

Now you will see a list of different proposals people say could improve public schools if our public officials and education leaders prioritized them. For each, indicate whether you would favor or oppose the proposal. [BOTTOM TIER]



 Favor – not so strongly
 Favor – strongly

*split sampled

Top Proposals by Demographics (% Strongly Favor)

Increasing job skills and workforce training opportunities in high school, ensuring equitable access to high quality early childhood and pre-kindergarten education, and teaching critical skills for the workplace in schools rise to the top as the most strongly favored proposals across race, gender, and age subgroups. Black voters and younger voters are drawn to a number of top-tier proposals, including hiring additional school counselors, increasing teacher salaries, and training educators and school personnel to identify warning signs related to mental health.

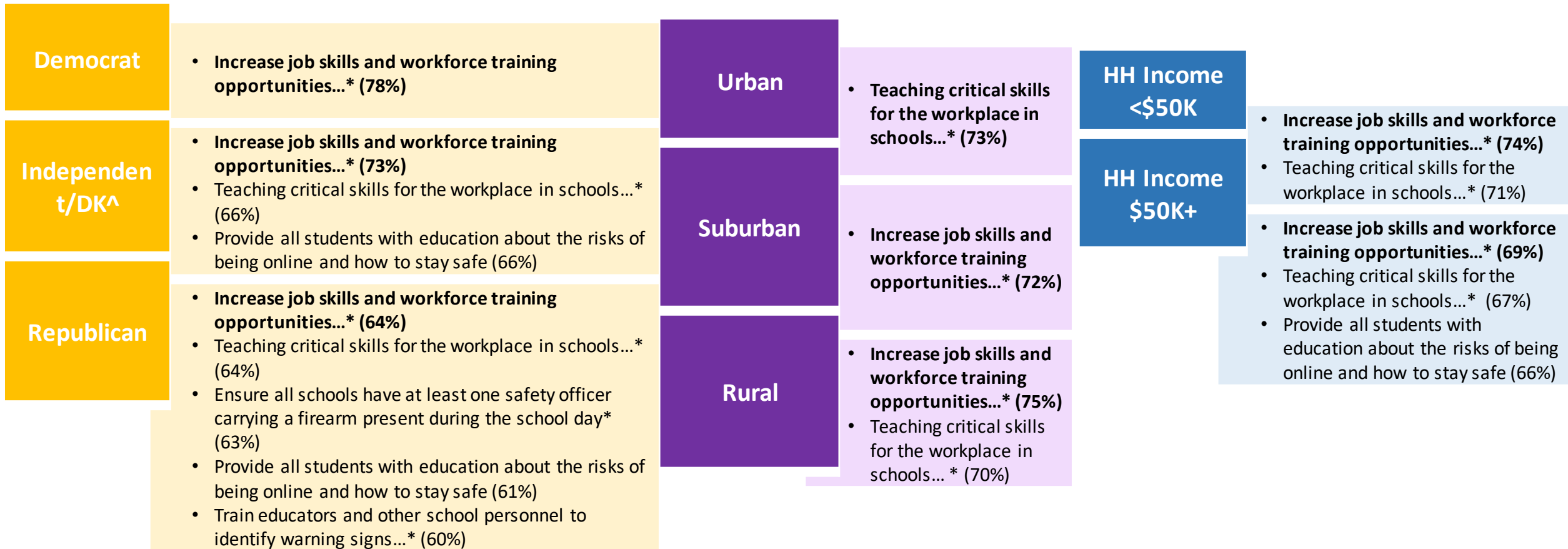
White	<ul style="list-style-type: none"> • Increase job skills and workforce training opportunities...* (71%) 	Men	<ul style="list-style-type: none"> • Increase job skills and workforce training opportunities...* (67%)
Black	<ul style="list-style-type: none"> • Ensure equitable access to high quality early childhood...* (81%) • Hire additional school counselors and licensed mental health professionals in every school* (75%) • Teaching critical skills for the workplace in schools...* (74%) • Increase job skills and workforce training opportunities...* (73%) 	Women	<ul style="list-style-type: none"> • Increase job skills and workforce training opportunities...* (76%) • Teaching critical skills for the workplace in schools...* (74%) • Train educators and other school personnel to identify warning signs...* (74%)
Latino/a	<ul style="list-style-type: none"> • Increase job skills and workforce training opportunities...* (75%) • Teaching critical skills for the workplace in schools...* (71%) 	<50	<ul style="list-style-type: none"> • Increase job skills and workforce training opportunities...* (67%) • Teaching critical skills for the workplace in schools...* (64%) • Ensure equitable access to high quality early childhood...* (63%) • Increasing teacher salaries to be more competitive with industries that require a similar level of education and skillset* (63%)
AAPI	<ul style="list-style-type: none"> • Increase job skills and workforce training opportunities...* (64%) • Teaching critical skills for the workplace in schools...* (62%) • Ensure all schools have at least one unarmed safety officer present during the school day* (60%) 	50+	<ul style="list-style-type: none"> • Increase job skills and workforce training opportunities...* (75%) • Train educators and other school personnel to identify warning signs...* (72%) • Teaching critical skills for the workplace in schools...* (71%)
Native/Indigenous[^]	<ul style="list-style-type: none"> • Teaching critical skills for the workplace in schools...* (82%) • Train educators and other school personnel to identify warning signs...* (81%) 		

*split sampled

[^]note small n size

Top Proposals by Demographics (% Strongly Favor)

Increasing job skills and workforce training opportunities in high school is the most strongly favored proposal across partisanship and income. Urban voters are most drawn to teaching critical skills for the workplace.



Of note, at least 55% of Republicans strongly favor proposals to **create a Parent Committee or Advisory Council at the state and/or local levels to participate in education decision making, and ensure parents are involved in setting the curriculum around what their children are taught.** Factor analysis shows that creating a parents committee is on a different dimension from the other proposals that focus on investments in public schools. This shows that people think of this item differently from the other items tested and do not see this as an investment in schools.

*split sampled
^note small n size

Top Proposals by Demographics (% Strongly Favor)

There is some variety in the top proposals among parental subgroups based on the grade level of the child, gender of the parent, and race/ethnicity of the parent. Overall, parents are most likely to strongly favor a proposal to increase job skills and workforce training opportunities in high school.

Parents	<ul style="list-style-type: none"> • Increase job skills and workforce training opportunities...* (67%)
Mothers	<ul style="list-style-type: none"> • Increase job skills and workforce training opportunities...* (76%) • Provide all students with education about the risks of being online and how to stay safe (72%) • Hire additional school counselors and licensed mental health professionals in every school* (72%) • Train school safety officers...* (72%)
Fathers	<ul style="list-style-type: none"> • Ensure all schools have at least one unarmed safety officer present during the school day* (62%) • Teaching critical skills for the workplace in schools...* (60%)
White Parents	<ul style="list-style-type: none"> • Implement evidence-based literacy programs...* (69%) • Provide all students with education about the risks of being online and how to stay safe (66%) • Train educators and other school personnel to identify warning signs...* (66%)
Parents of Color	<ul style="list-style-type: none"> • Increase job skills and workforce training opportunities...* (72%) • Ensure equitable access to high quality early childhood...* (66%) • Teaching critical skills for the workplace in schools...* (65%) • Hire additional school counselors and licensed mental health professionals in every school* (65%) • Ensure all schools have at least one unarmed safety officer present during the school day* (65%)

K-5 Parents	<ul style="list-style-type: none"> • Provide all students with education about the risks of being online and how to stay safe (69%) • Increasing teacher salaries...* (66%) • Increase job skills and workforce training opportunities...* (66%)
6-8 Parents	<ul style="list-style-type: none"> • Implement evidence-based literacy programs...* (70%) • Increase job skills and workforce training opportunities...* (68%) • Provide all students with education about the risks of being online and how to stay safe (66%)
9-12 Parents	<ul style="list-style-type: none"> • Provide incentives to small and local employers... (72%) • Ensure equitable access to high quality early childhood...* (70%) • Increase job skills and workforce training opportunities...* (69%) • Provide all students with education about the risks of being online and how to stay safe (68%) • Implement evidence-based literacy programs...* (68%) • Hire additional school counselors and licensed mental health professionals in every school* (68%)

*split sampled

As we have seen in the past, voters are tax sensitive. Nearly three-quarters of Black voters and Democratic voters strongly favor increasing teacher salaries, but support drops by 7 to 12 points among these subgroups when the prospect of increased taxes is introduced. Black voters, Democrats, and rural voters decline in strong favorability the most when increased taxes is referenced.

Now you will see a list of different proposals people say could improve public schools if our public officials and education leaders prioritized them. For each, indicate whether you would favor or oppose the proposal.

% Strongly Favor	All Voters	Parent	Non-Parent	White	Black	Latino/ a	AAPI [^]	Native /Ind. [^]	Dem	Ind [^]	Rep	Urban	Sub	Rural
Increasing teacher salaries to be more competitive with industries that require a similar level of education and skillset.*	60	63	59	60	74	54	58	65	74	52	47	57	60	65
Increasing teacher salaries to be more competitive with industries that require a similar level of education and skillset, even if it increases your taxes. *	55	56	55	55	62	54	50	63	67	55	43	62	53	51

*split sampled; [^]note small n size

More than half of voters across parental, racial, partisan, and metro area lines strongly favor ensuring all schools have at least one unarmed safety officer present during the school day, including at least 6 in 10 parents, Black voters, AAPI voters, and Native/Indigenous voters. However, there is partisan polarization. Republicans and rural voters lean toward strongly favoring ensuring all schools have at least one safety officer carrying a firearm during the school day. Non-parents, white voters, and Latino/a voters respond similarly to both.

Now you will see a list of different proposals people say could improve public schools if our public officials and education leaders prioritized them. For each, indicate whether you would favor or oppose the proposal.

% Strongly Favor	All Voters	Parent	Non-Parent	White	Black	Latino/a	AAPI^	Native/Ind.^	Dem	Ind^	Rep	Urban	Sub	Rural
Ensure all schools have at least one unarmed safety officer present during the school day.*	55	62	52	54	61	53	60	64	59	56	52	55	56	54
Ensure all schools have at least one safety officer carrying a firearm present during the school day.*	52	53	51	52	54	56	41	48	41	50	63	51	48	57

*split sampled; ^note small n size

Providing mentorship, professional development opportunities, and leadership pathways to teachers is strongly favored across demographics. Black voters and Democrats are especially likely to strongly favor the proposal regardless of whether teachers of color are singled out. Latino/a voters are more likely to strongly favor a proposal that explicitly calls out teachers of color, but not Black voters.

Now you will see a list of different proposals people say could improve public schools if our public officials and education leaders prioritized them. For each, indicate whether you would favor or oppose the proposal.

% Strongly Favor	All Voters	Parent	Non-Parent	White	Black	Latino/a	AAPI^	Native / Ind.^	Dem	Ind^	Rep	Urban	Sub	Rural
Provide mentorship, professional development opportunities, and leadership pathways so that teachers can move into principal and other school leadership positions.*	52	54	50	50	68	49	47	50	62	54	40	53	49	54
Provide mentorship, professional development opportunities, and leadership pathways for teachers of color so that they can move into principal and other school leadership positions.*	47	50	46	43	66	59	36	53	61	52	32	52	45	42

*split sampled; ^note small n size

Providing incentives so that employers can offer paid internships and other work-based learning opportunities to students is popular across demographics. Singling out small and local employers does not increase levels of support.

Now you will see a list of different proposals people say could improve public schools if our public officials and education leaders prioritized them. For each, indicate whether you would favor or oppose the proposal.

% Strongly Favor	All Voters	Parent	Non-Parent	White	Black	Latino/ a	AAPI [^]	Native / Ind. [^]	Dem	Ind [^]	Rep	Urban	Sub	Rural
Provide incentives to employers , such as financial supports, so that they can offer paid internships and other work-based learning opportunities to students.*	54	58	53	53	62	60	55	52	61	57	48	54	58	49
Provide incentives to small and local employers , such as financial supports, so that they can offer paid internships and other work-based learning opportunities to students.*	51	55	49	51	56	48	48	59	56	55	46	48	55	48

*split sampled; [^]note small n size

The percentage of voters who strongly favor increasing job skills and workforce trainings, training school safety officers, investing in strategies to hire more teachers, and hiring additional school counselors and licensed mental health professionals has increased by at least 8-points since 2022. We see increases across most demographic subgroups, especially among women, mothers, and white voters. Ensuring equitable access to high quality early childhood and pre-k education has increased by 12-points since last year and 6-points since 2021.

<i>Tier One of Three % Strongly Favor</i>	2023		2022	2021
Increase job skills and workforce training opportunities in high school, like apprenticeships and internship opportunities*	72	+8	64	-
Teaching critical skills for the workplace in schools, such as problem-solving, communication, teamwork, and professional etiquette*	68		65	-
Train educators and other school personnel to identify warning signs and intervention techniques related to mental health	66		63	-
Implement evidence-based literacy programs in classrooms to improve student reading levels*	62		59	-
Ensure equitable access to high quality early childhood and pre-K education*	62	+12	50	+6
Train school safety officers to interact in a school environment, including anti-bias training, disability awareness, and cultural awareness training*	61	+8	53	-
Increasing teacher salaries to be more competitive with industries that require a similar level of education and skillset*	60		57	-
Invest in strategies and programs to hire more teachers in hard-to-staff subject areas and regions, like rural areas	60	+8	52	-
Hire additional school counselors and licensed mental health professionals in every school*	57	+9	48	45
Ensure all schools have at least one unarmed safety officer present during the school day*	55		51	-

*Split sampled; - means the question was not asked

Across demographic subgroups, there are substantial jumps in strong favorability toward increasing job skills and workforce trainings, ensuring equitable access to high quality early childhood and pre-K education, safety officer training to interact in a school environment, and hiring additional school counselors and licensed mental health professionals in every school. Republicans and Independents are especially likely to have shifted to strongly favoring equitable access to high quality early childhood education, hiring additional school counselors, and training school safety officers to interact in a school environment.

% Difference in Strongly Favoring from 2022 to 2023

<p>Increase job skills and workforce training opportunities in high school, like apprenticeships and internship opportunities*</p>	<ul style="list-style-type: none"> • Child with IEP – 47 to 66 (+19) • Women – 64 to 76 (+12) • Democrat – 66 to 78 (+12) • White – 61 to 71 (+10) • HH income <\$50K – 65 to 74 (+9) • Parent – 58 to 67 (+9)
<p>Ensure equitable access to high quality early childhood and pre-K education*</p>	<ul style="list-style-type: none"> • Republican – 34 to 55 (+21) • HH income \$50K+ – 46 to 62 (+16) • Mother – 51 to 67 (+16) • Women – 54 to 69 (+15) • Under 50 – 52 to 63 (+11) • White – 47 to 58 (+11) • College – 51 to 61 (+10)
<p>Train school safety officers to interact in a school environment, including anti-bias training, disability awareness, and cultural awareness training*</p>	<ul style="list-style-type: none"> • Women – 53 to 70 (+17) • Independent/DK^ – 38 to 56 (+18)

% Difference in Strongly Favoring from 2022 to 2023

<p>Hire additional school counselors and licensed mental health professionals in every school*</p>	<ul style="list-style-type: none"> • Independent/DK^ – 27 to 58 (+31) • Women – 51 to 66 (+15) • Mother – 57 to 72 (+15) • Parent – 49 to 63 (+14) • Child with IEP – 51 to 65 (+14) • Under 50 – 50 to 61 (+11) • Democrat – 58 to 69 (+11)
<p>Invest in strategies and programs to hire more teachers in hard-to-staff subject areas and regions, like rural areas</p>	<ul style="list-style-type: none"> • Mother – 48 to 64 (+16) • Child with IEP – 47 to 63 (+16) • AAPI – 40 to 53 (+13) • Women – 53 to 65 (+12) • HH income \$50K+ – 47 to 59 (+12) • Parent – 47 to 59 (+12)

*Split sampled

The percentage of voters who strongly favor hiring additional school counselors to assist with college and career exploration, providing incentives to employers so they can offer opportunities to students, providing mentorship, professional development opportunities, and leadership pathways to teachers has increased by 11-points since 2022.

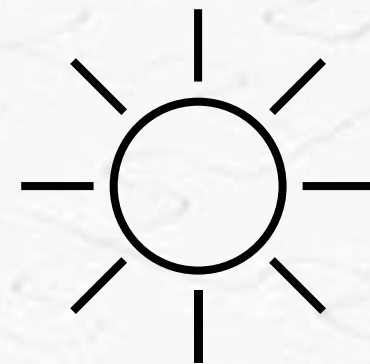
<i>Tier Two of Three % Strongly Favor</i>	2023		2022	2021
Increasing teacher salaries to be more competitive with industries that require a similar level of education and skillset, even if it increases your taxes*	55		49	-
Hire additional school counselors to assist students in college and career exploration and preparation*	55	+11	44	-
Provide incentives to employers, such as financial supports, so that they can offer paid internships and other work-based learning opportunities to students*	54	+11	43	-
Ensure all schools have at least one safety officer carrying a firearm present during the school day*	52		50	-
Provide mentorship, professional development opportunities, and leadership pathways so that teachers can move into principal and other school leadership positions*	52	+11	41	-
Provide incentives to small and local employers, such as financial supports, so that they can offer paid internships and other work-based learning opportunities to students*	51		44	-
Implement curricula that takes into account students' educational, cultural, and social background and experience, and engages students across a wide array of subject areas	50		41	-
Invest in personalized learning focused on each student's individual needs, including their social and emotional learning needs	50		51	47

*Split sampled; - means the question was not asked

Since 2022, the percentage of voters who strongly favor community-oriented, positive methods for discipline in school and increased funding for public schools by increasing taxes has increased by 7 points. Most of the other items' ratings remain relatively consistent over time.

<i>Tier Three of Three % Strongly Favor</i>	2023	2022	2021
Provide students, as early as elementary school, with opportunities to explore different career and job options, such as job shadowing, employer site visits, roleplaying jobs, etc*	50	44	-
Invest in full-service community school models, which aim to provide comprehensive academic, social, and health services, including mental health services, for students, students' family members, and community members, with the goal of improving edu*	49	47	-
Create a Parent Committee or Advisory Council at the state and/or local levels to participate in education decision making*	48	44	-
Provide mentorship, professional development opportunities, and leadership pathways for teachers of color so that they can move into principal and other school leadership positions*	47	44	-
Practice community-oriented, positive methods for discipline in school, like mediation, to address problems instead of zero-tolerance, punitive disciplinary actions, like out of school suspension*	47	40	42
Ensure parents are involved in setting the curriculum around what their children are taught*	45	46	46
Expand full-day, universal pre-kindergarten to all 4-year-olds*	37	33	37
Increase funding for public schools by increasing taxes, such as property or sales tax	30	23	-

*Split sampled; - means the question was not asked

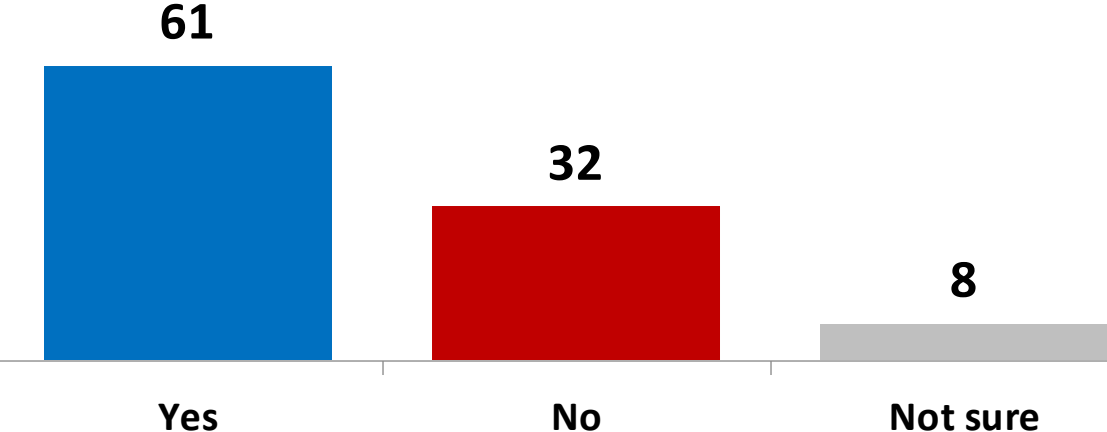


Afterschool and Summer Programs

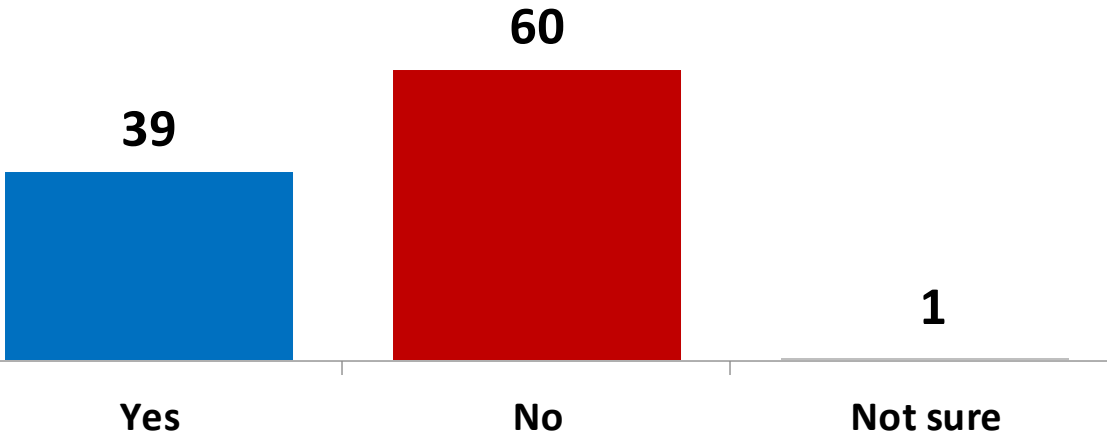
While 6 in 10 parents say the school their children attend offers additional learning opportunities, such as afterschool tutoring or summer programming, about 4 in 10 parents say their children participate in out-of-school educational instruction via afterschool or summer programs.

Asked of Parents Only:

Does the school your child/children attend offer additional learning opportunities for students, such as afterschool tutoring or summer programming?



Do you have any children participate in out-of-school educational instruction via afterschool or summer programs?

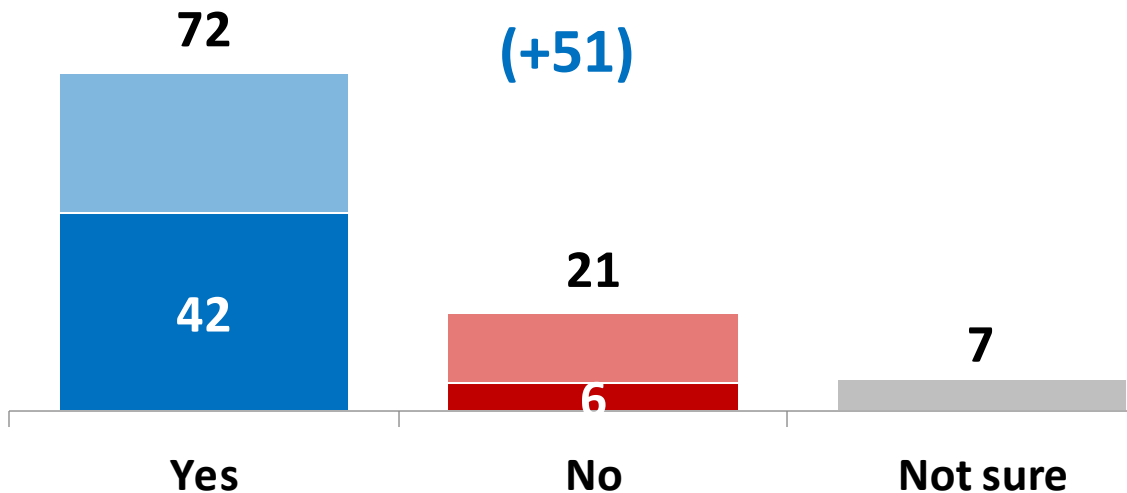


Though pluralities of parents across region say the schools their children attend offer programs, those in the Northeast are slightly more likely than other to say no (43%). Parents in the West are most likely to say their schools offer such programming (71%).

At least half of Latino/a parents (58%), parents with a post-graduate degree (56%), college men (56%), parents of children with an IEP (54%), Strong Democrats (54%), parents in cities with over 1 million people (54%), parents of adolescents 13-17 (50%), and middle school parents (50%) say their children participate in these programs.

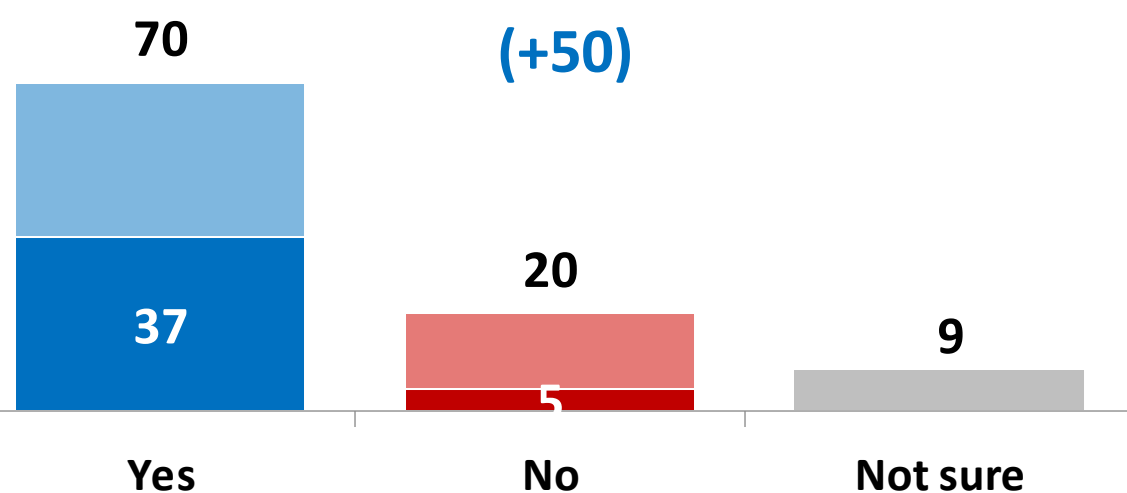
Voters think afterschool and summer learning programs are an absolute necessity for their community regardless of whether they are framed with reference to learning loss as a result of the pandemic, but intensity declines when COVID-19 is mentioned.

Thinking about children and the hours after school and during the summer, would you say that afterschool and summer learning programs are an absolute necessity for your community or not really?*



Those most likely to say “strongly yes” to afterschool and summer programs being an absolute necessity to their community include Black voters (56%), Native/Indigenous voters^ (52%), 30-39-year-olds^ (50%), parents of color (50%), women of color (49%) – especially Black women^ (62%), voters of color (48%), and parents of high school students^ (48%).

Thinking about children and learning loss that occurred as a result of the COVID-19 pandemic, would you say that afterschool and summer learning programs are an absolute necessity for your community or not really?*



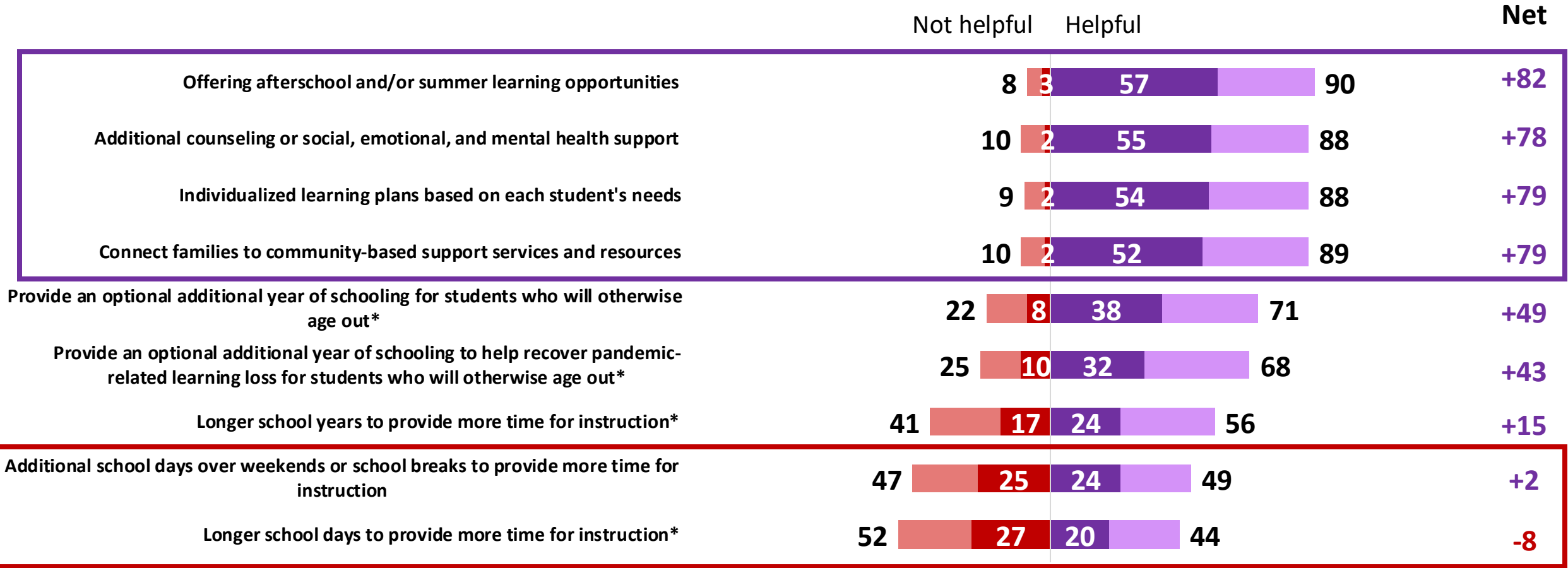
Those most likely to decline in strong support when COVID-19 is referenced includes Native/Indigenous voters (-26), Latino/a votes (-14), 30-39-year-olds (-13), college educated voters (-10), battleground state voters (-10), and rural voters (-10).

■ Not so strongly yes ■ Not so strongly no
■ Strongly yes ■ Strongly no

*split sampled; ^note small n size

Voters say offering afterschool and/or summer learning opportunities, additional counseling or SEL and mental health support, individualized learning, and connecting families to community-based support services and resources would be very helpful to students moving forward. Voters are least likely to believe additional school days or longer school days to provide more time for instruction would be helpful. There is some appetite for longer school years, but intensity is low.

How helpful do you think each of the following would be in helping students moving forward?



Somewhat helpful
 Not that helpful
 Not helpful at all
 Very helpful

*split sampled

Voters’ reaction to the various items that could help students moving forward has remained consistent over time, with most saying afterschool and/or summer programs, more counselors, and individualized learning would be more helpful.

	2023		2022		2021	
	% Helpful (Very helpful)	% Not helpful (Not helpful at all)	% Helpful (Very helpful)	% Not helpful (Not helpful at all)	% Helpful (Very helpful)	% Not helpful (Not helpful at all)
Offering afterschool and/or summer learning opportunities	90 (57)	8 (3)	89 (48)	6 (2)	86 (47)	11 (3)
Additional counseling or social, emotional, and mental health support	88 (55)	10 (2)	85 (51)	10 (3)	82 (49)	14 (4)
Individualized learning plans based on each student's needs	88 (54)	9 (2)	88 (53)	7 (2)	88 (49)	9 (2)
Additional school days over weekends or school breaks to provide more time for instruction	49 (24)	47 (25)	44 (20)	48 (25)	49 (23)	44 (20)
Longer school years to provide more time for instruction*	56 (24)	41 (17)	49 (20)	41 (16)	54 (24)	41 (20)
Longer school days to provide more time for instruction*	44 (20)	52 (27)	40 (20)	52 (23)	47 (20)	47 (21)

*Split sampled

Offering afterschool and/or summer learning opportunities is seen as very helpful to most parents, but slightly less so to parents of older college-age children. Parents of children with an IEP and parents of high school students are more likely than their counterparts to say additional counseling, individualized learning plans, and connecting families to community-based support services would be very helpful.

How helpful do you think each of the following would be in helping students moving forward? [TOP TIER]

% Very helpful	Total Voters	Parent/Guardian		Age of Child				Parent Race		Grade Level of Child				IEP	
		Parent school age child	Child under 18	0-5^	5-12	13-17	18-22^	POC	White	K-5	6-8	9-12	College^	Yes	No
Offering afterschool and/or summer learning opportunities	57	60	62	72	60	61	48	57	61	57	58	61	52	60	61
Additional counseling or social, emotional, and mental health support	55	59	59	61	62	55	54	62	57	60	58	56	54	62	57
Individualized learning plans based on each student's needs	54	59	60	62	58	62	55	55	61	57	58	63	49	61	59
Connect families to community-based support services and resources	52	55	57	53	54	62	51	56	54	49	56	63	57	63	53

*split sampled; ^note small n size

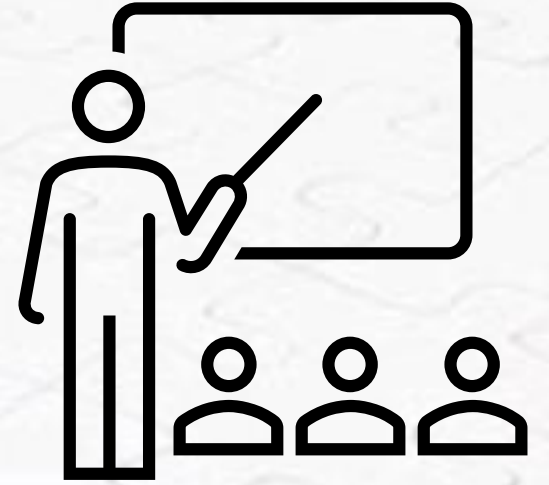
Referencing pandemic-related learning loss does not increase support for an optional, additional year of school for students who would otherwise age out. Across demographics, nearly half of Black voters and at least 4 in 10 Republicans, suburban and rural voters, and parents say providing an optional additional year would be very helpful.

How helpful do you think each of the following would be in helping students moving forward?

% Very Helpful (Demographics in the table are among voters)	All Voters	Parent	Non-Parent	White	Black	Latino/a	AAPI^	Native/Ind.^	Dem	Ind^	Rep	Urban	Sub	Rural
Provide an optional additional year of schooling for students who will otherwise age out*	38	44	35	38	49	31	35	32	38	35	40	30	43	41
Provide an optional additional year of schooling <u>to help recover pandemic-related learning loss</u> for students who will otherwise age out*	32	31	32	31	38	39	29	49	37	36	27	36	31	29

Parents of children with an IEP plan are 21-points more likely than parents who don't have children with an IEP to say providing an optional additional year of schooling for students who will otherwise age out would be very helpful – 59% to 38%.

*split sampled; ^note small n size



Language and Messaging

Though the agenda is diffuse, the two most compelling reasons to support policies that improve the education system nationwide, consistent over time, is to enable students to become critical thinkers and problem-solvers and to allow all students, regardless of the color of their skin or zip code, to follow their dreams.

From the list below, what is the most compelling reason to support policies that improve the education system nationwide?

Weak Republicans (40%), Native/Indigenous voters (38%), Republican women (34%), voters over 65 (33%), college graduates (33%), Republicans (32%), are especially likely to say the most compelling reason is to enable students to become critical thinkers and problem-solvers.

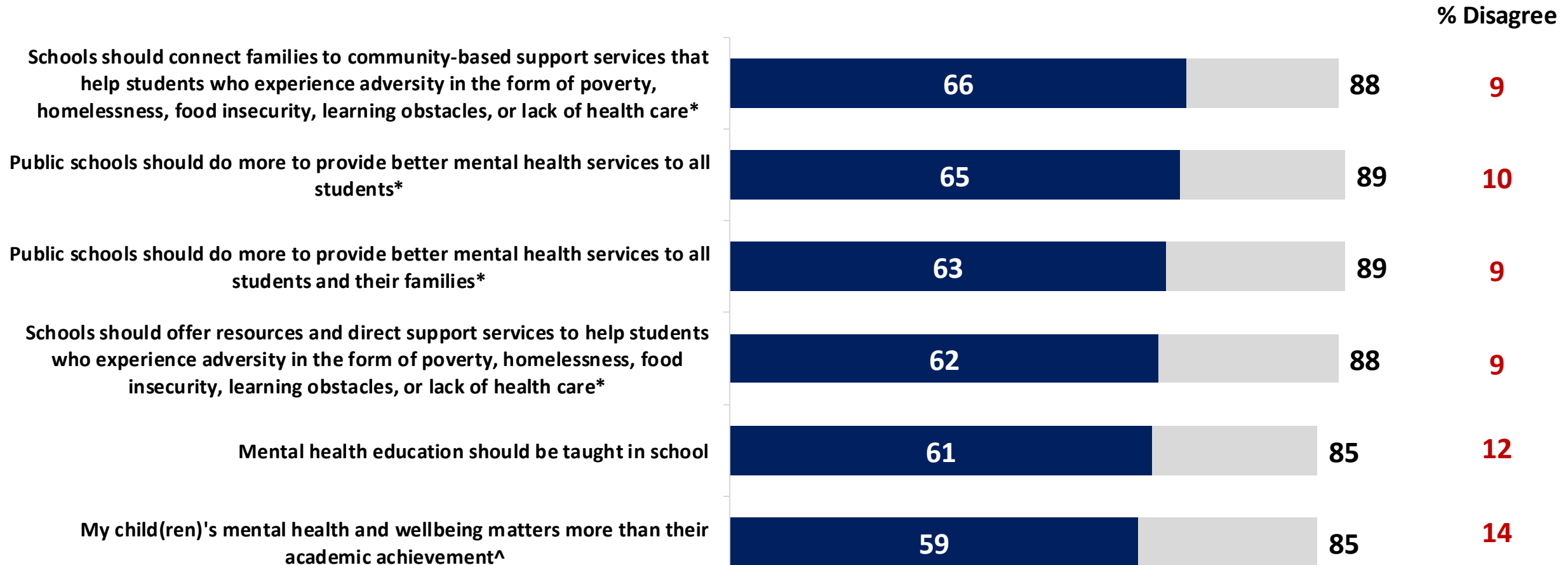
	% Chosen	2023	2022
To enable students to become critical thinkers and problem-solvers	27	27	28
To allow all students, regardless of the color of their skin or zip code, to follow their dreams	25	25	27
Prepare all students for good paying jobs	11	11	10
Expose students to new experiences, ideas, and perspectives	10	10	9
To teach students to be good citizens	9	9	8
Help students catch up academically	8	8	9
To improve the economy	5	5	5

Women of color (32%) – especially Black (35%), AAPI (34%), and Native/Indigenous women (36%), Democratic women (35%), Strong Democrats (34%), noncollege women (32%), voters in the West (31%), and middle school parents (31%) are especially likely to say the most compelling reason is to allow all students, regardless of the color of their skin or zip code, to follow their dreams.

Note: Something else and not sure answer options are not graphed

Between 59% and 66% of voters strongly agree with top tier statements that focus on schools being a connection to support services for families, providing better mental health services, and the importance of mental health education and children’s well-being.

Please indicate whether you agree or disagree with the following statements. [TOP TIER]



Not so strongly agree

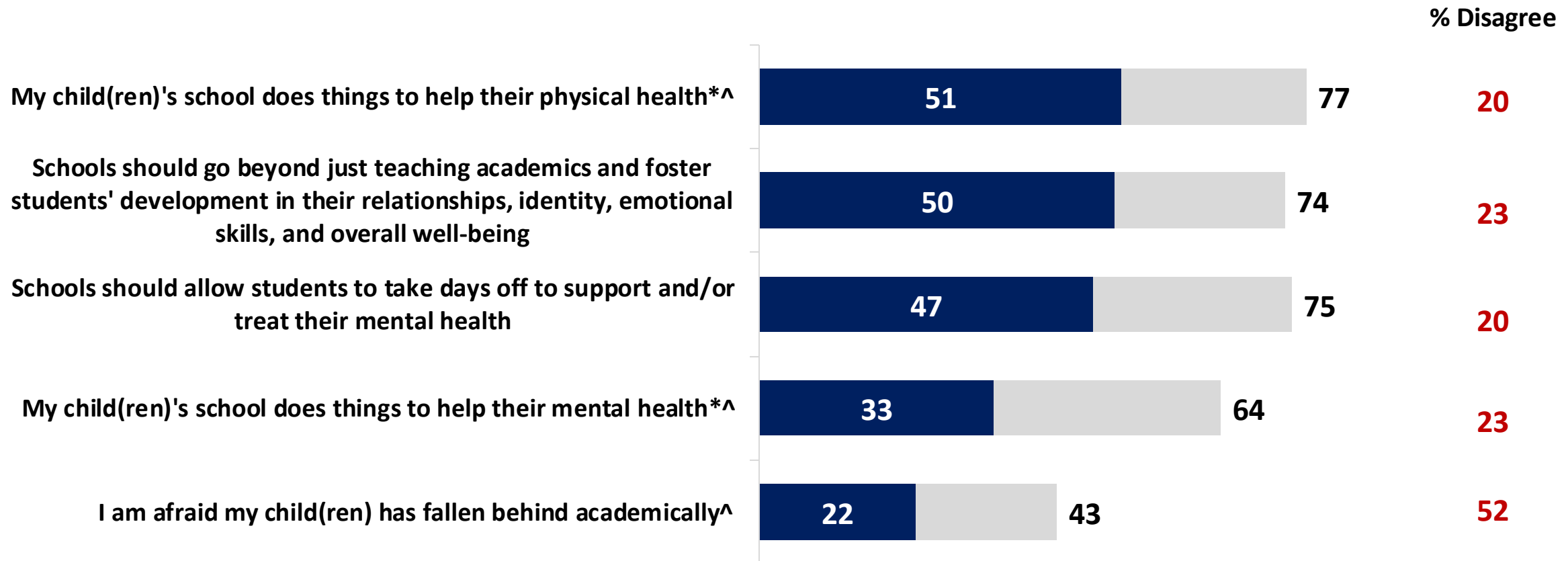
Strongly agree

*Split sampled

^Asked of parents only

Though at least half of parents strongly agree that their children’s school does things to help their physical health and that schools should go beyond just teaching academics and foster students’ development in other areas, these statements, along with others focused on taking days off for mental health fall into a second tier. A third or less say their children’s school does things to help their mental health or that they are afraid their children are falling behind academically. A majority of parents disagree that they’re afraid their children have fallen behind.

Please indicate whether you agree or disagree with the following statements. [SECOND TIER]



Not so strongly agree

Strongly agree

*Split sampled

^Asked of parents only

Top Statements by Demographics (% Strongly Agree)

Voters across race and partisan lines strongly agree that schools should connect families and offer resources and direct support to help students who experience adversity. They also want public schools to do more to provide better mental health services.

White	<ul style="list-style-type: none"> Schools should connect families to community-based support services that help students who experience adversity in the form of poverty, homelessness, food insecurity, learning obstacles, or lack of health care* (65%)
Black	<ul style="list-style-type: none"> Schools should offer resources and direct support services to help students who experience adversity in the form of poverty, homelessness, food insecurity, learning obstacles, or lack of health care* (77%)
Latino/a	<ul style="list-style-type: none"> Public schools should do more to provide better mental health services to all students* (74%)
AAPI	<ul style="list-style-type: none"> Public schools should do more to provide better mental health services to all students and their families* (65%) My child(ren)'s mental health and wellbeing matters more than their academic achievement^ (63%) Public schools should do more to provide better mental health services to all students* (63%)
Native/ Indigenous^	<ul style="list-style-type: none"> Schools should connect families to community-based support services that help students who experience adversity in the form of poverty, homelessness, food insecurity, learning obstacles, or lack of health care* (68%) Schools should offer resources and direct support services to help students who experience adversity in the form of poverty, homelessness, food insecurity, learning obstacles, or lack of health care* (67%) Public schools should do more to provide better mental health services to all students and their families* (67%)

Democrat	<ul style="list-style-type: none"> Schools should connect families to community-based support services that help students who experience adversity in the form of poverty, homelessness, food insecurity, learning obstacles, or lack of health care* (79%) Schools should offer resources and direct support services to help students who experience adversity in the form of poverty, homelessness, food insecurity, learning obstacles, or lack of health care* (76%)
Independent/ DK^	<ul style="list-style-type: none"> Schools should connect families to community-based support services that help students who experience adversity in the form of poverty, homelessness, food insecurity, learning obstacles, or lack of health care* (69%)
Republican	<ul style="list-style-type: none"> Schools should connect families to community-based support services that help students who experience adversity in the form of poverty, homelessness, food insecurity, learning obstacles, or lack of health care* (54%) Public schools should do more to provide better mental health services to all students* (54%) My child(ren)'s mental health and wellbeing matters more than their academic achievement^ (53%)

*Split sampled

^Asked of parents only; Note small sample size

Top Statements* by Demographics (% Strongly Agree)

Subgroups of parents are most likely to strongly agree with statements that call on public schools to do more to provide better mental health services to all students, connect families to community-based support services, and teach mental health education in schools.

Parents	<ul style="list-style-type: none"> Public schools should do more to provide better mental health services to all students* (74%)
Mothers	<ul style="list-style-type: none"> Public schools should do more to provide better mental health services to all students* (80%) Schools should offer resources and direct support services to help students who experience adversity in the form of poverty, homelessness, food insecurity, learning obstacles, or lack of health care* (74%) Mental health education should be taught in school (70%)
Fathers	<ul style="list-style-type: none"> Public schools should do more to provide better mental health services to all students* (66%)
White Parents	<ul style="list-style-type: none"> Public schools should do more to provide better mental health services to all students* (76%) Mental health education should be taught in school (71%)
Parents of Color	<ul style="list-style-type: none"> Public schools should do more to provide better mental health services to all students* (72%)

K-5 Parents	<ul style="list-style-type: none"> Public schools should do more to provide better mental health services to all students* (76%) Mental health education should be taught in school (70%)
6-8 Parents	<ul style="list-style-type: none"> Public schools should do more to provide better mental health services to all students* (76%)
9-12 Parents	<ul style="list-style-type: none"> Public schools should do more to provide better mental health services to all students* (76%) Schools should connect families to community-based support services that help students who experience adversity in the form of poverty, homelessness, food insecurity, learning obstacles, or lack of health care* (74%) Public schools should do more to provide better mental health services to all students and their families* (73%)

*Split sampled

^Asked of parents only; Note small sample size

The top tier statements about education today are core values among voters nationwide, with nearly three quarters in strong agreement.

Here are some statements about education today. For each, please indicate whether you agree or disagree with the statement. [TOP TIER]

Schools should teach history and current events accurately so that our students don't have an incomplete understanding compared to other students around the world



Investing in our children is not a political choice, it is a moral choice, it is the right choice, and it is a smart choice



Our public-school teachers need resources in the classroom that allow for personalized learning, up-to date textbooks, and technology

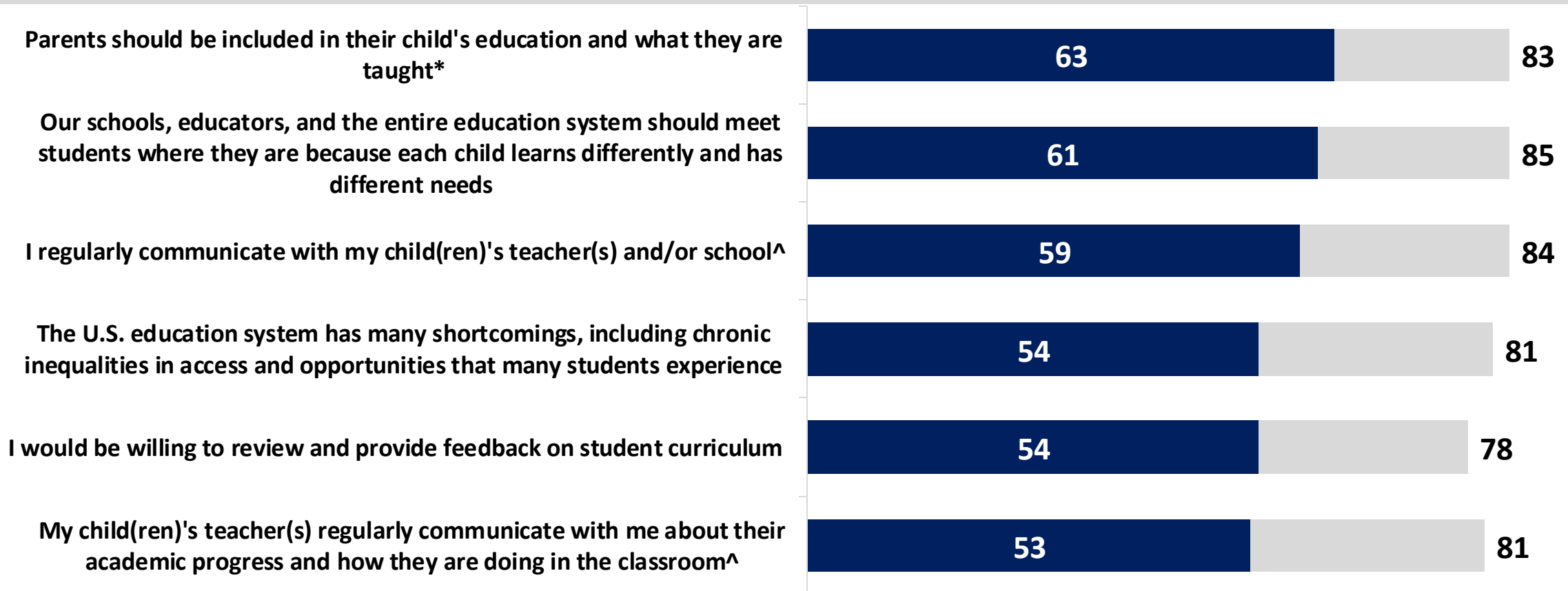


Not so strongly agree

Strongly agree

Second-tier statements that focus on parental involvement, meeting students where they are in their learning journey, addressing chronic inequalities, and parental involvement receive weaker intense ratings yet still have solid overall agreement.

Here are some statements about education today. For each, please indicate whether you agree or disagree with the statement.
[SECOND TIER]



Not so strongly agree

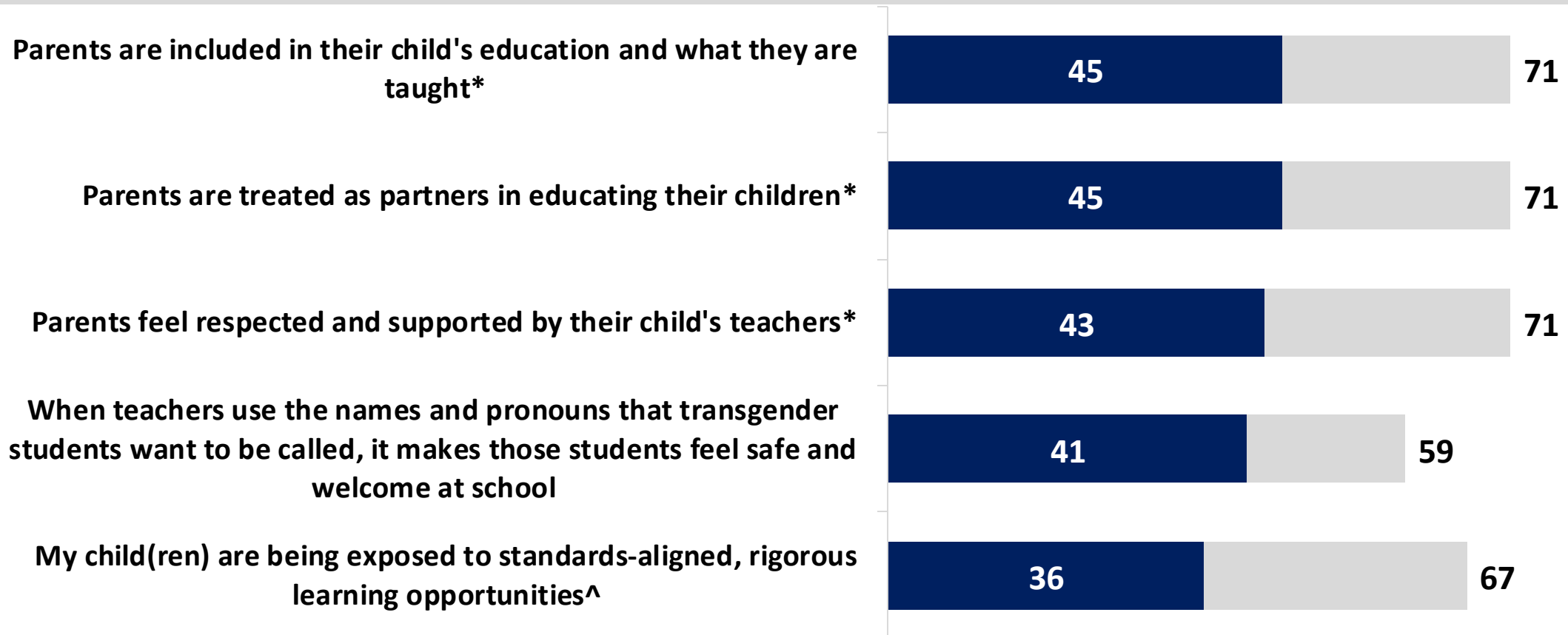
Strongly agree

*Split sampled

^Asked of parents only

Though about 7 in 10 voters agree that parents are included in their child’s education, are treated as partners in educating their children, and feel respected, less than half strongly agree with these statements. There is less intense agreement on children being exposed to rigorous learning opportunities.

Here are some statements about education today. For each, please indicate whether you agree or disagree with the statement.
[BOTTOM TIER]



Not so strongly agree
Strongly agree

*Split sampled
^Asked of parents only

Since 2021, a solid majority of voters has agreed with the idea that *investing in our children is not a political choice, it is a moral choice, it is the right choice, and it is a smart choice* as well as *our schools, educators, and the entire education system should meet students where they are because each child learns differently and has different needs*. Agreement with the idea that parents are included in their child's education has increased by 11 points since last year while agreement with the idea that parents should be included has stayed about the same.

Agreement Over Time

	% Total Agree (Strongly Agree)	2023	2022	2021
Investing in our children is not a political choice, it is a moral choice, it is the right choice, and it is a smart choice		92 (76)	90 (77)	89 (67)
Parents should be included in their child's education and what they are taught*		83 (63)	84 (65)	-
Our schools, educators, and the entire education system should meet students where they are because each child learns differently and has different needs		85 (61)	86 (56)	83 (51)
Parents are included in their child's education and what they are taught*		71 (45)	64 (34)	-

Across demographics, parents of a child with an IEP (-13 shift) Gen X (-2), Latino/a voters (-3), parents of a child with a disability (-3), and parents of traditional public-school students (-2) stand out as being less likely to strongly agree that parents are included today compared to last year. Black voters, mothers, and children 5-12 years old have not shifted in their ratings over time.

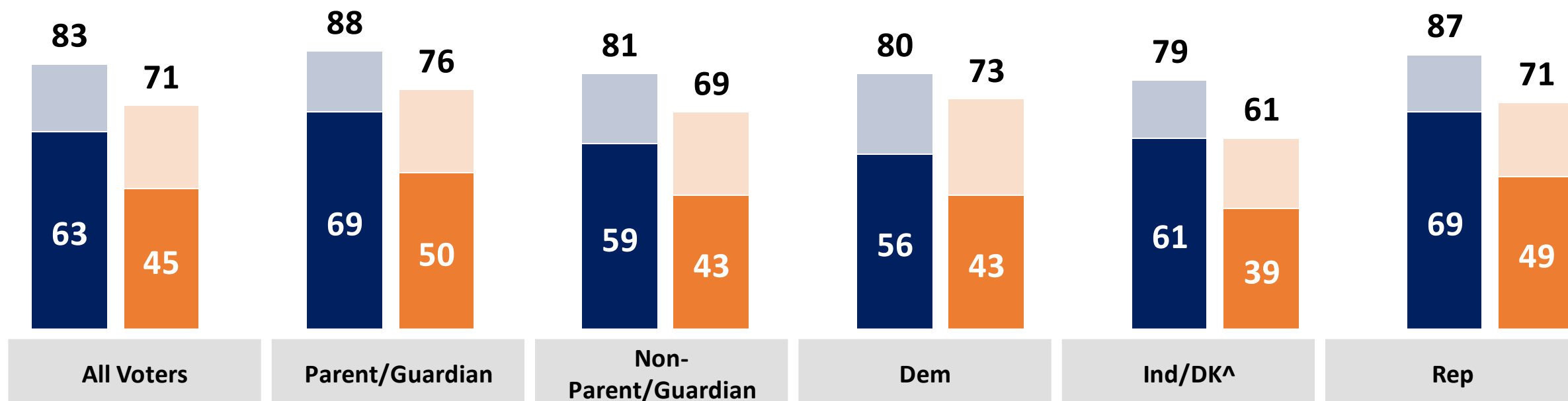
*Split sampled; - means the question was not asked

Across demographics, voters and parents alike tend to strongly agree with the idea that parents should be included in their child's education and what they are taught. Though half of parents strongly agree that parents are included, less than half across partisan lines say the same.

Here are some statements about education today. For each, please indicate whether you agree or disagree with the statement.

Parents should be included in their child's education and what they are taught.*

Parents are included in their child's education and what they are taught.*



Not so strongly agree

 Strongly agree

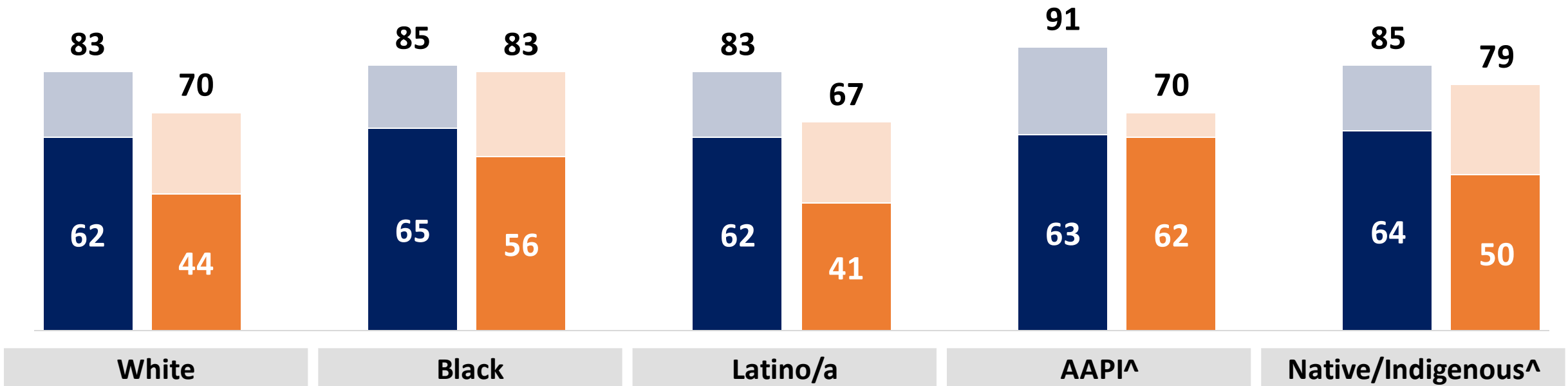
*split sampled
^note small n size

Across racial and ethnic lines, Black and AAPI voters are most likely to believe parents should be included in their child's education and what they are taught AND that they are included.

Here are some statements about education today. For each, please indicate whether you agree or disagree with the statement.

Parents should be included in their child's education and what they are taught.*

Parents are included in their child's education and what they are taught.*



Not so strongly agree

 Strongly agree

*split sampled

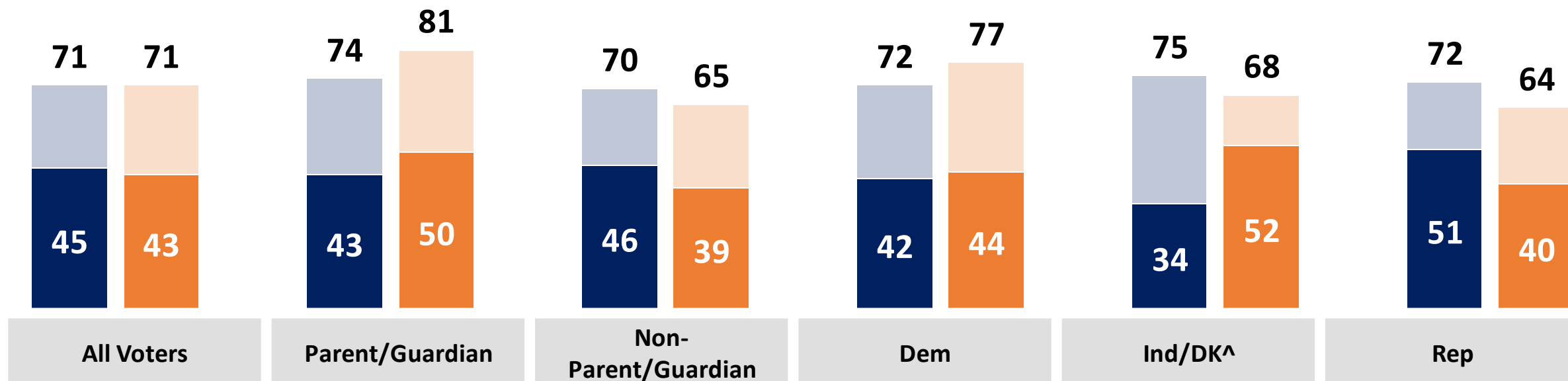
[^]note small n size

Across partisan lines, a slim majority of Republicans believe parents are treated as partners in the education of their children. Half of parents overall and a slim majority of Independents strongly agree that parents feel respected and supported by their child's teachers.

Here are some statements about education today. For each, please indicate whether you agree or disagree with the statement.

Parents are treated as partners in educating their children.*

Parents feel respected and supported by their child's teachers.*



Not so strongly agree

 Strongly agree

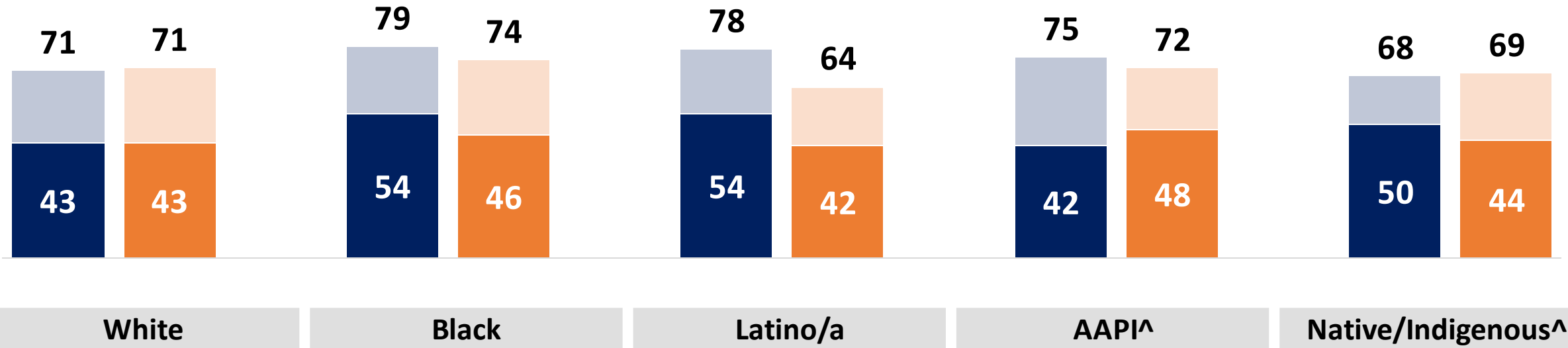
*split sampled
^note small n size

Across racial and ethnic lines, Black and Latino/a voters are most likely to strongly agree that parents are treated as partners. Half of Native/Indigenous parents say the same.

Here are some statements about education today. For each, please indicate whether you agree or disagree with the statement.

Parents are treated as partners in educating their children.*

Parents feel respected and supported by their child's teachers.*



Not so strongly agree

 Strongly agree

*split sampled
^note small n size

Top Statements by Race/Ethnicity and Party ID (% Strongly Agree)

Voters across race and partisan lines are most likely to strongly agree with the top three education-related statements, especially that schools should teach history and current events accurately. Voters of color are more likely to strongly agree with statements about investing in our children not being a political choice and how public-school teachers need resources that allow for personalized learning.

White

- Schools should teach history and current events accurately so that our students don't have an incomplete understanding compared to other students around the world (78%)
- Investing in our children is not a political choice, it is a moral choice, it is the right choice, and it is a smart choice (77%)

Black

- **Our public-school teachers need resources in the classroom that allow for personalized learning, up-to date textbooks, and technology (81%)**
- Schools should teach history and current events accurately so that our students don't have an incomplete understanding compared to other students around the world (77%)

Latino/a

- **Our public-school teachers need resources in the classroom that allow for personalized learning, up-to date textbooks, and technology (76%)**
- Investing in our children is not a political choice, it is a moral choice, it is the right choice, and it is a smart choice (75%)
- **Investing in our children is not a political choice, it is a moral choice, it is the right choice, and it is a smart choice (76%)**

AAPI

- Our public-school teachers need resources in the classroom that allow for personalized learning, up-to date textbooks, and technology (69%)
- Schools should teach history and current events accurately so that our students don't have an incomplete understanding compared to other students around the world (68%)

Native/ Indigenous ^

- **Investing in our children is not a political choice, it is a moral choice, it is the right choice, and it is a smart choice (80%)**
- Our public-school teachers need resources in the classroom that allow for personalized learning, up-to date textbooks, and technology (77%)

Democrat

- **Schools should teach history and current events accurately so that our students don't have an incomplete understanding compared to other students around the world (82%)**
- Investing in our children is not a political choice, it is a moral choice, it is the right choice, and it is a smart choice (82%)
- Our public-school teachers need resources in the classroom that allow for personalized learning, up-to date textbooks, and technology (80%)
- Parents should be included in their child's education and what they are taught* (77%)

Independ nt/DK^

- **Our public-school teachers need resources in the classroom that allow for personalized learning, up-to date textbooks, and technology (75%)**
- Schools should teach history and current events accurately so that our students don't have an incomplete understanding compared to other students around the world (73%)

Republican

- **Schools should teach history and current events accurately so that our students don't have an incomplete understanding compared to other students around the world (73%)**
- Investing in our children is not a political choice, it is a moral choice, it is the right choice, and it is a smart choice (70%)
- Parents should be included in their child's education and what they are taught* (68%)

*split sampled

^note small n size

Top Statements by Metro Area (% Strongly Agree)

Increasing job skills and workforce training opportunities in high school is the most strongly favored proposal across partisanship and income. Urban voters are most drawn to teaching critical skills for the workplace.

Urban	<ul style="list-style-type: none">• Schools should teach history and current events accurately so that our students don't have an incomplete understanding compared to other students around the world (75%)• Investing in our children is not a political choice, it is a moral choice, it is the right choice, and it is a smart choice (74%)• Our public-school teachers need resources in the classroom that allow for personalized learning, up-to date textbooks, and technology (72%)
Suburban	<ul style="list-style-type: none">• Schools should teach history and current events accurately so that our students don't have an incomplete understanding compared to other students around the world (76%)• Our public-school teachers need resources in the classroom that allow for personalized learning, up-to date textbooks, and technology (71%)• Investing in our children is not a political choice, it is a moral choice, it is the right choice, and it is a smart choice (74%)
Rural	<ul style="list-style-type: none">• Schools should teach history and current events accurately so that our students don't have an incomplete understanding compared to other students around the world (83%)• Investing in our children is not a political choice, it is a moral choice, it is the right choice, and it is a smart choice (81%)• Our public-school teachers need resources in the classroom that allow for personalized learning, up-to date textbooks, and technology (77%)

Top Statements by Parent Subgroups (% Strongly Agree)

Subgroups of parents are more likely to strongly agree with statements where they have a role, like how parents should be included in their child's education and, among fathers, being willing to review and provide feedback on student curriculum. Like voters overall, parents are drawn to statements about accurately teaching history and current events, investing in children, and making sure public-school teachers have the resources they need.

Parents	<ul style="list-style-type: none"> • Schools should teach history and current events accurately so that our students don't have an incomplete understanding compared to other students around the world (74%) • Investing in our children is not a political choice, it is a moral choice, it is the right choice, and it is a smart choice (73%)
Mothers	<ul style="list-style-type: none"> • Investing in our children is not a political choice, it is a moral choice, it is the right choice, and it is a smart choice (80%) • Schools should teach history and current events accurately so that our students don't have an incomplete understanding compared to other students around the world (79%) • Parents should be included in their child's education and what they are taught* (74%) • Our public-school teachers need resources in the classroom that allow for personalized learning, up-to date textbooks, and technology (74%)
Fathers	<ul style="list-style-type: none"> • Our public-school teachers need resources in the classroom that allow for personalized learning, up-to date textbooks, and technology (67%) • Schools should teach history and current events accurately so that our students don't have an incomplete understanding compared to other students around the world (67%) • Parents should be included in their child's education and what they are taught* (64%)
White Parents	<ul style="list-style-type: none"> • Investing in our children is not a political choice, it is a moral choice, it is the right choice, and it is a smart choice (76%) • Schools should teach history and current events accurately so that our students don't have an incomplete understanding compared to other students around the world (75%) • Parents should be included in their child's education and what they are taught* (72%)
Parents of Color	<ul style="list-style-type: none"> • Our public-school teachers need resources in the classroom that allow for personalized learning, up-to date textbooks, and technology (74%) • Schools should teach history and current events accurately so that our students don't have an incomplete understanding compared to other students around the world (71%)

*split sampled

Top Statements by Parent Subgroups (% Strongly Agree)

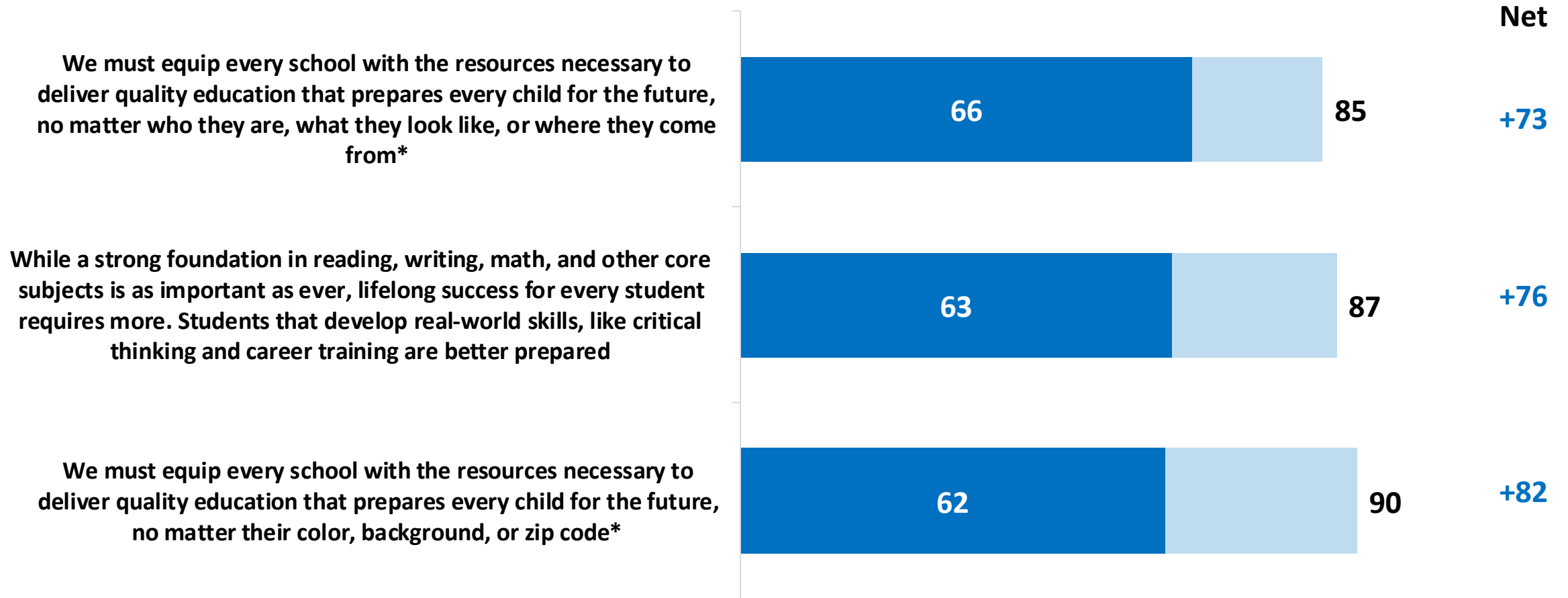
There is variance in rankings of the top statements based on the grade-level of children, but across the board, parents are drawn to teaching history and current events accurately, parents being included in their child's education, and ensuring public-school teachers have the resources they need in the classroom.

K-5 Parents	<ul style="list-style-type: none">• Investing in our children is not a political choice, it is a moral choice, it is the right choice, and it is a smart choice (77%)• Parents should be included in their child's education and what they are taught* (71%)• Schools should teach history and current events accurately so that our students don't have an incomplete understanding compared to other students around the world (70%)
6-8 Parents	<ul style="list-style-type: none">• Schools should teach history and current events accurately so that our students don't have an incomplete understanding compared to other students around the world (75%)• Parents should be included in their child's education and what they are taught* (71%)
9-12 Parents	<ul style="list-style-type: none">• Parents should be included in their child's education and what they are taught* (80%)• Investing in our children is not a political choice, it is a moral choice, it is the right choice, and it is a smart choice (77%)• Our public-school teachers need resources in the classroom that allow for personalized learning, up-to date textbooks, and technology (76%)• Our schools, educators, and the entire education system should meet students where they are because each child learns differently and has different needs (74%)

*split sampled

Voters are most likely to support a public official or education leader who says *we must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter who they are, what they look like, or where they come from*. Nine in 10 are likely to support someone who says we must equip every school... no matter their color, background or zip code. Rounding out the top tier of statements is stating how every student requires more than just a strong foundation in reading, writing, math, and other core subjects.

Now you will see some different statements from public officials and education leaders who support investing in changes to our public education system. For each one, please indicate how likely you would be to support someone who made that statement. [TOP TIER]



Somewhat likely
Very likely

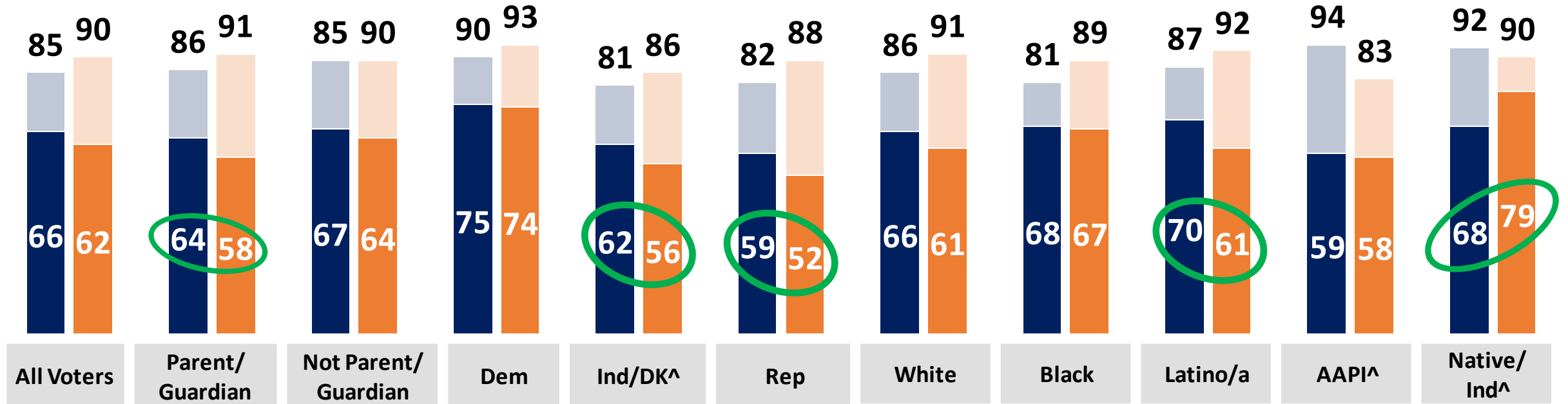
*split sampled

Though solid majorities of voters across demographics are likely to support someone who made either statement about equipping every school with the resources necessary to deliver quality education, parents, Independent and Republican voters, and Latino/a voters are more likely to say they would be very likely to support someone who talks about preparing every child *no matter who they are, what they look like, or where they come from*. Native/Indigenous voters show more intensity when someone talks about preparing every child *no matter their color, background, or zip code*.

Please indicate how likely you would be to support someone who made that statement.

We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter who they are, what they look like, or where they come from*

We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter their color, background, or zip code*

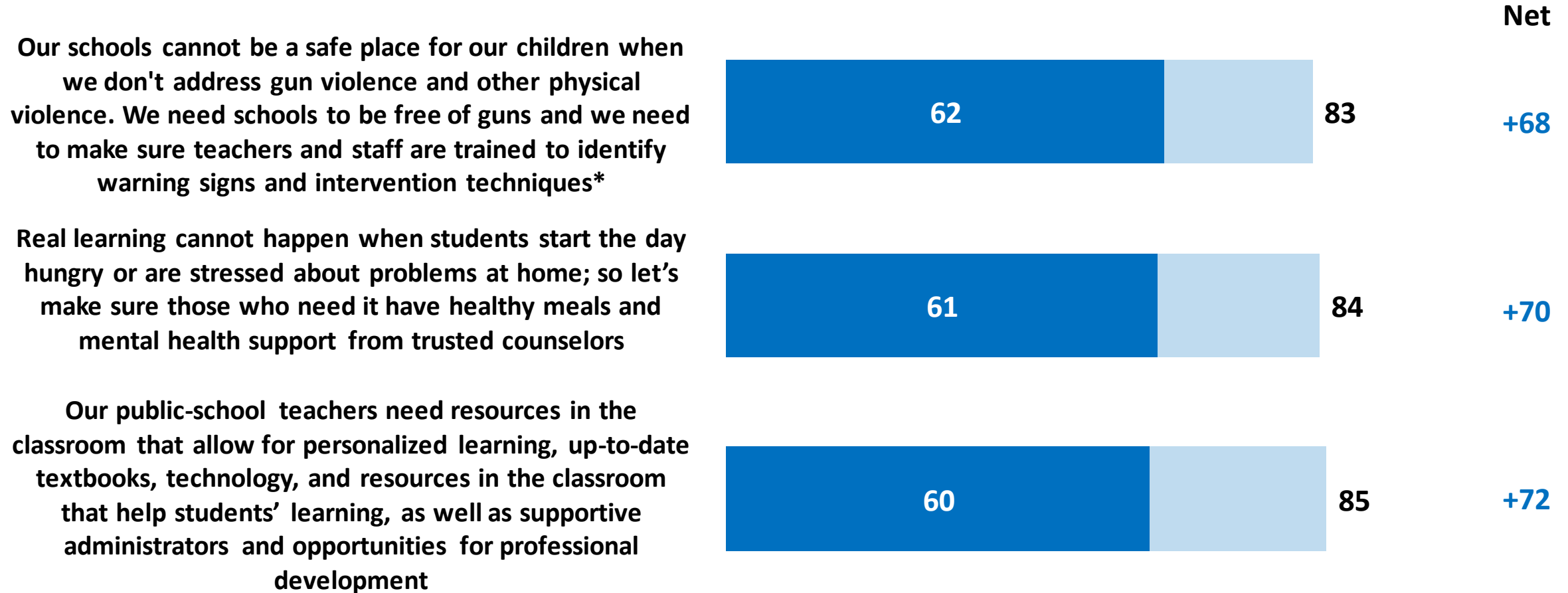




Legend:
■ Very likely
■ Somewhat likely

*split sampled; n<100

At least six in 10 voters are very likely to support someone who talks about the need to address gun violence and other physical violence, the need to make sure those who need nutritional and mental health supports receive them, and how public-school teachers need resources in the classroom that allow for personalized learning.

Now you will see some different statements from public officials and education leaders who support investing in changes to our public education system. For each one, please indicate how likely you would be to support someone who made that statement. [SECOND TIER]

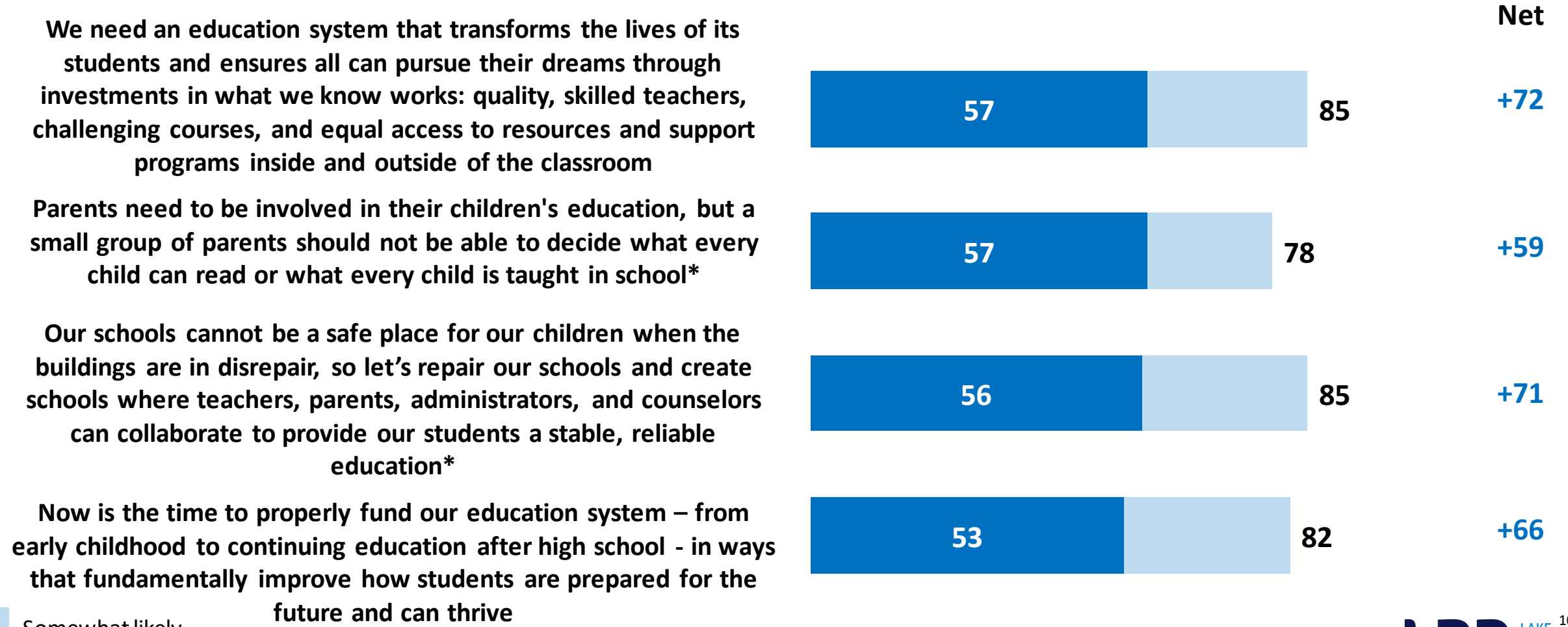




 Somewhat likely
 Very likely

*split sampled

Third tier statements that speak to an education system that transforms the lives of students, parental involvement, and the need for schools to be repaired and updated are popular to more than half of voters, but show a drop in intensity.

Now you will see some different statements from public officials and education leaders who support investing in changes to our public education system. For each one, please indicate how likely you would be to support someone who made that statement. [THIRD TIER]



 Somewhat likely
 Very likely

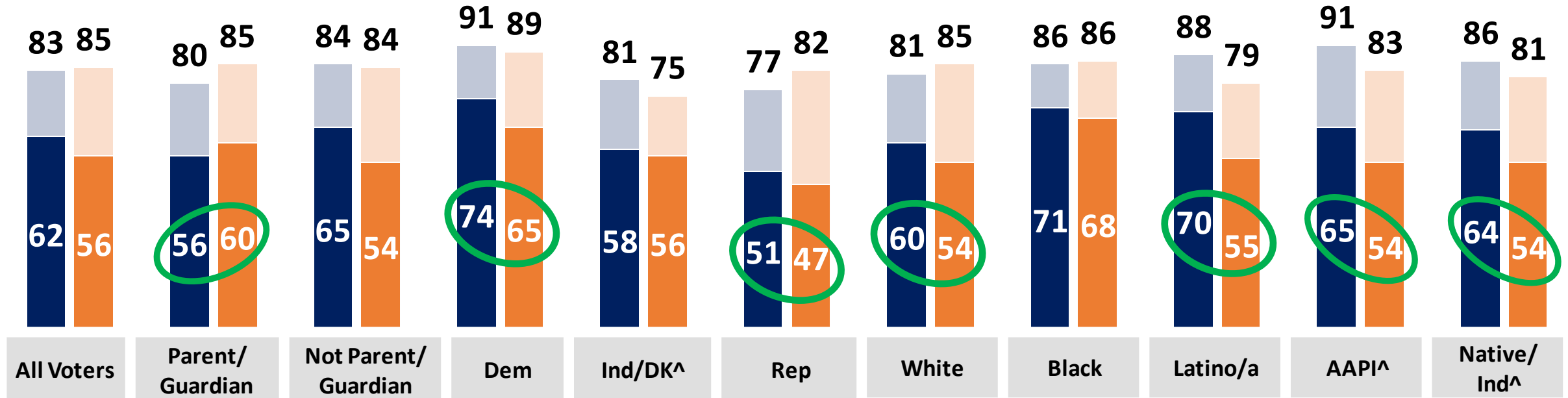
*split sampled

Talking about school safety and the need to address gun violence and other physical violence is a winning message across partisan and racial/ethnic lines. At least half of Republicans and solid majorities of Democrats and Independents are very likely to support someone who talks about it. Though parents are slightly more likely to respond to someone who talks about buildings being in disrepair, a majority is likely to support someone who speaks of addressing gun violence as well.

Please indicate how likely you would be to support someone who made that statement.

Our schools cannot be a safe place for our children **when we don't address gun violence and other physical violence**. We need schools to be free of guns and we need to make sure teachers and staff are trained to identify warning signs and intervention techniques.*

Our schools cannot be a safe place for our children **when the buildings are in disrepair**, so let's repair our schools and create schools where teachers, parents, administrators, and counselors can collaborate to provide our students a stable, reliable education*.

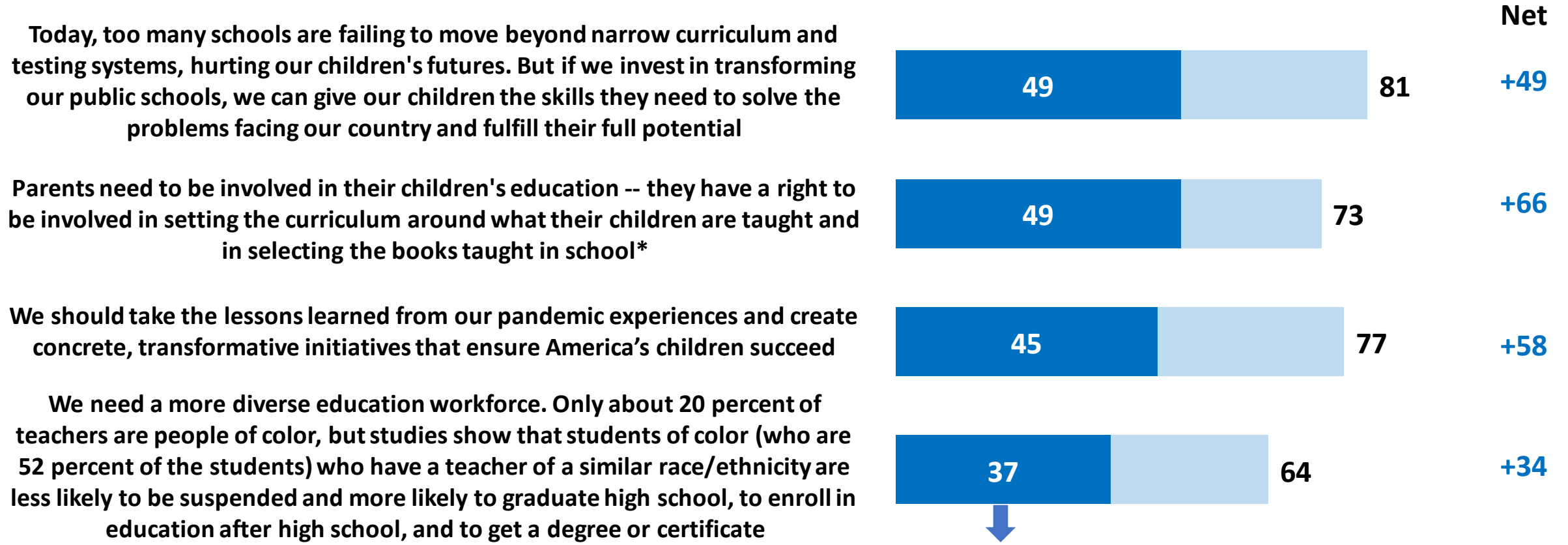


Somewhat likely
 Very likely



*split sampled; n<100

Bottom tier statements would encourage support from nearly two-thirds of voters who says them, but intensity drops below 50%. As we have seen in the past, calling for a more diverse education workforce is weaker compared to other issue priorities.

Now you will see some different statements from public officials and education leaders who support investing in changes to our public education system. For each one, please indicate how likely you would be to support someone who made that statement. [BOTTOM TIER]



Black voters (54%) – especially Black women (63%) and Black parents (56%), women of color (51%), and Latino/a voters (47%) – especially Latino/a parents (56%) are more likely than others to be very likely to support someone who speaks to the need for a more diverse education workforce.

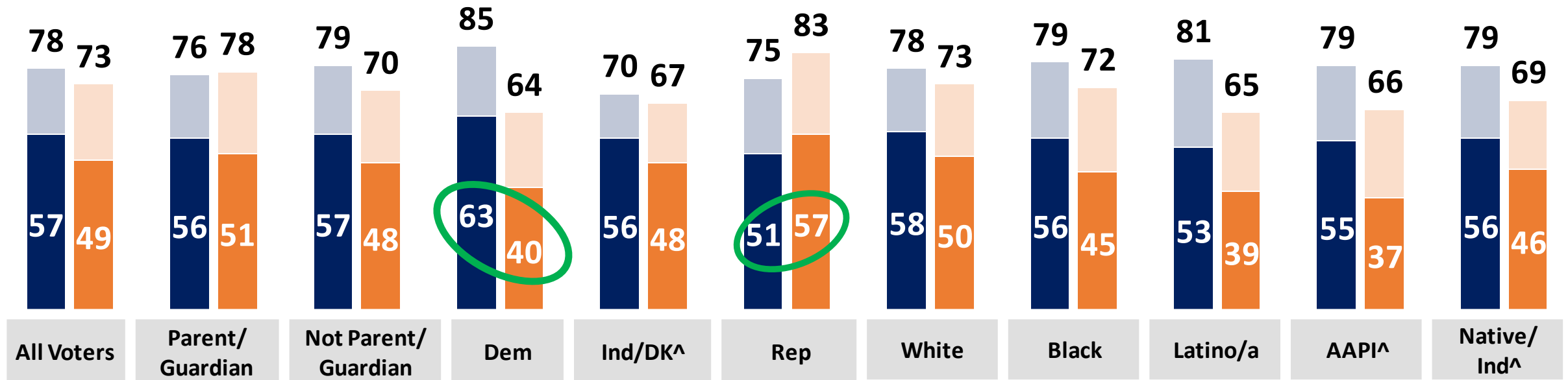
 Somewhat likely
 Very likely

Democrats and voters across racial/ethnic lines are especially likely to support a candidate who says a small group of parents should not be able to decide what every child can read or be taught in school. Only Republicans show more support around parents having a right to set curriculum.

Please indicate how likely you would be to support someone who made that statement.

Parents need to be involved in their children's education, but a small group of parents should not be able to decide what every child can read or what every child is taught in school*

Parents need to be involved in their children's education -- they have a right to be involved in setting the curriculum around what their children are taught and in selecting the books taught in school*



Legend:
 Somewhat likely (Light Blue)
 Very likely (Dark Blue)

*split sampled; n<100

Top Statements by Demographics (% Very Likely to Support Person Who Says It)

The top statements across race, gender, and age focus on equipping every school with the resources necessary to deliver quality education; making sure schools are safe by addressing gun violence and other physical violence; and providing not only a strong foundation in core areas but also real-world skills, etc.

White	<ul style="list-style-type: none"> We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter who they are, what they look like, or where they come from* (66%) 	Men	<ul style="list-style-type: none"> While a strong foundation in reading, writing, math, and other core subjects is as important as ever, lifelong success for every student requires more. Students that develop real-world skills, like critical thinking and career training are better prepared for further education, work, and civic life (57%) We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter who they are, what they look like, or where they come from* (56%)
Black	<ul style="list-style-type: none"> Our schools cannot be a safe place for our children when we don't address gun violence and other physical violence. We need schools to be free of guns and we need to make sure teachers and staff are trained to identify warning signs and intervention techniques* (71%) 	Women	<ul style="list-style-type: none"> We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter who they are, what they look like, or where they come from* (74%) Real learning cannot happen when students start the day hungry or are stressed about problems at home; so let's make sure those who need it have healthy meals and mental health support from trusted counselors (72%)
Latino/a	<ul style="list-style-type: none"> We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter who they are, what they look like, or where they come from* (70%) Our schools cannot be a safe place for our children when we don't address gun violence and other physical violence. We need schools to be free of guns and we need to make sure teachers and staff are trained to identify warning signs and intervention techniques* (70%) 	<50	<ul style="list-style-type: none"> We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter their color, background, or zip code* (65%)
AAPI [^]	<ul style="list-style-type: none"> Our schools cannot be a safe place for our children when we don't address gun violence and other physical violence. We need schools to be free of guns and we need to make sure teachers and staff are trained to identify warning signs and intervention techniques* (65%) 	50+	<ul style="list-style-type: none"> We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter who they are, what they look like, or where they come from* (72%)
Native/ Indigenous [^]	<ul style="list-style-type: none"> We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter their color, background, or zip code* (79%) 		

*split sampled

[^]note small n size

Top Statements by Demographics (% Very Likely to Support Person Who Says It)

Independent voters are more likely than Democrats and Republicans to support someone who says our public school teachers need resources in the classroom that allow for personalized learning and that real learning cannot happen while students start the day hungry, so we need to make sure those who need healthy meals get them.

Democrat

- We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter who they are, what they look like, or where they come from* (75%)
- Our schools cannot be a safe place for our children when we don't address gun violence and other physical violence. We need schools to be free of guns and we need to make sure teachers and staff are trained to identify warning signs and intervention techniques* (74%)
- We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter their color, background, or zip code* (74%)

Independent/DK^

- We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter who they are, what they look like, or where they come from* (62%)
- Our public-school teachers need resources in the classroom that allow for personalized learning, up-to-date textbooks, technology, and resources in the classroom that help students' learning, as well as supportive administrators and opportunities for professional development (61%)
- Real learning cannot happen when students start the day hungry or are stressed about problems at home; so let's make sure those who need it have healthy meals and mental health support from trusted counselors (60%)

Republican

- We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter who they are, what they look like, or where they come from* (59%)
- While a strong foundation in reading, writing, math, and other core subjects is as important as ever, lifelong success for every student requires more. Students that develop real-world skills, like critical thinking and career training are better prepared for further education, work, and civic life. (59%)

Urban

- We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter who they are, what they look like, or where they come from* (63%)
- Our schools cannot be a safe place for our children when we don't address gun violence and other physical violence. We need schools to be free of guns and we need to make sure teachers and staff are trained to identify warning signs and intervention techniques* (63%)

Suburban

- We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter their color, background, or zip code* (65%)

Rural

- We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter who they are, what they look like, or where they come from* (75%)

*split sampled
^note small n size

Top Statements by Demographics (% Very Likely to Support Person Who Says It)

Subgroups of parents are especially likely to support someone who says we must equip every school with the resources necessary to deliver quality education; help develop real-world skills; and make sure those who need healthy meals and mental health support receive them.

Parents

- We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter who they are, what they look like, or where they come from* (64%)
- While a strong foundation in reading, writing, math, and other core subjects is as important as ever, lifelong success for every student requires more. Students that develop real-world skills, like critical thinking and career training are better prepared for further education, work, and civic life (64%)

Mothers

- Real learning cannot happen when students start the day hungry or are stressed about problems at home; so let's make sure those who need it have healthy meals and mental health support from trusted counselors (72%)
- While a strong foundation in reading, writing, math, and other core subjects is as important as ever, lifelong success for every student requires more. Students that develop real-world skills, like critical thinking and career training are better prepared for further education, work, and civic life (71%)

Fathers

- While a strong foundation in reading, writing, math, and other core subjects is as important as ever, lifelong success for every student requires more. Students that develop real-world skills, like critical thinking and career training are better prepared for further education, work, and civic life (59%)
- Our schools cannot be a safe place for our children when the buildings are in disrepair, so let's repair our schools and create schools where teachers, parents, administrators, and counselors can collaborate to provide our students a stable, reliable education* (59%)

White Parents

- While a strong foundation in reading, writing, math, and other core subjects is as important as ever, lifelong success for every student requires more. Students that develop real-world skills, like critical thinking and career training are better prepared for further education, work, and civic life (67%)

Parents of Color

- We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter who they are, what they look like, or where they come from* (68%)

K-5 Parents

- While a strong foundation in reading, writing, math, and other core subjects is as important as ever, lifelong success for every student requires more (66%)
- Real learning cannot happen when students start the day hungry or are stressed about problems at home; so let's make sure those who need it have healthy meals and mental health support from trusted counselors (66%)

6-8 Parents

- We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter who they are, what they look like, or where they come from* (67%)
- Our schools cannot be a safe place for our children when we don't address gun violence and other physical violence. We need schools to be free of guns and we need to make sure teachers and staff are trained to identify warning signs and intervention techniques* (66%)
- While a strong foundation in reading, writing, math, and other core subjects is as important as ever, lifelong success for every student requires more. Students that develop real-world skills, like critical thinking and career training are better prepared for further education, work, and civic life. (66%)

9-12 Parents

- We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter who they are, what they look like, or where they come from* (75%)

*split sampled

While overall ratings have remained consistently high since last year, voters respond with greater intensity – ranging from 4- to 15-points – toward the top tier of statements.

<i>Top Tier % Likely (Very Likely)</i>	2023	2022
We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter who they are, what they look like, or where they come from*	85 (66)	86 (57)
While a strong foundation in reading, writing, math, and other core subjects is as important as ever, lifelong success for every student requires more	87 (63)	84 (52)
We must equip every school with the resources necessary to deliver quality education that prepares every child for the future, no matter their color, background, or zip code*	90 (62)	84 (58)
Our schools cannot be a safe place for our children when we don't address gun violence and other physical violence*	83 (62)	77 (55)
Real learning cannot happen when students start the day hungry or are stressed about problems at home; so let's make sure those who need it have healthy meals and mental health support	84 (61)	81 (51)
Our public-school teachers need resources in the classroom that allow for personalized learning, up-to-date textbooks, technology, and resources in the classroom	85 (60)	82 (50)
We need an education system that transforms the lives of its students and ensures all can pursue their dreams through investments in what we know works	85 (57)	79 (47)
Our schools cannot be a safe place for our children when the buildings are in disrepair, so let's repair our schools*	85 (56)	74 (41)

*Split sampled

Similar patterns are seen in reaction to the second tier of statements as well – voters are responding more strongly this year compared to last.

<i>Second Tier % Likely (Very Likely)</i>	2023	2022
Now is the time to properly fund our education system - from early childhood to continuing education after high school - in ways that fundamentally improve how students are prepared for the future and can thrive	82 (53)	76 (45)
Parents need to be involved in their children's education -- they have a right to be involved in setting the curriculum around what their children are taught and in selecting the books taught in school*	73 (49)	68 (46)
Today, too many schools are failing to move beyond narrow curriculum and testing systems, hurting our children's futures. But if we invest in transforming our public schools, we can give our children the skills they need	81 (49)	75 (41)
We should take the lessons learned from our pandemic experiences and create concrete, transformative initiatives that ensure America's children succeed	77 (45)	73 (36)
We need a more diverse education workforce. Only about 20 percent of teachers are people of color, but studies show that students of color (who are 52 percent of the students) who have a teacher of a similar race/ethnicity	64 (37)	60 (32)

*Split sampled

Since 2021, a solid majority of voters have been willing to vote in local and state elections or federal elections to support efforts and make changes to our public education system. Voters would also sign a petition, but other actions are limited.

What would you be MOST willing to do to support efforts to make changes to our public education system?

	% Chosen	2023	2022	2021
Vote in local and state elections		66	64	63
Vote in federal elections		60	60	59
Sign a petition		46	42	41
Attend a school board meeting		33	25	24
Contact a government official by phone, letter, or e-mail		25	19	23
Post about changes to the education system on social media...		19	16	21
Comment about changes to the education system on a message board or social media		19	16	17
Volunteer or work for a campaign to make changes to our public education system		19	14	17
Attend a political rally or protest		12	9	12
Write a letter or e-mail to your local newspaper		12	9	10
Write a letter or e-mail to a national newspaper		11	7	10
Call into a live radio or TV show		8	5	9
Something else		1	1	1
All of the above		6	5	3
None of the above		3	6	4

Voters across demographics are most willing to vote, though there are differences by generation and race. Older voters and white voters are more likely than their younger or POC counterparts to vote to make changes to their public education system. Unsurprisingly, parents are more likely than others to attend school board meetings, and this action falls behind voting even among this subgroup.

What would you be MOST willing to do to support efforts to make changes to our public education system?

% Top FIVE Items	Total	Gender		Age				Race		Region				PID			Parent	Area		
		M	W	Gen Z	Mill.	Gen X	Boomer	White	POC	NE	MW	S	W	D	I	R		Urban	Subur.	Rural
Vote in local/state elections	66	66	66	54	57	70	74	70	57	68	70	61	70	70	70	62	61	64	67	68
Vote in federal elections	60	59	61	46	54	62	68	65	50	63	62	55	63	64	61	56	56	58	61	60
Sign a petition	46	39	51	48	45	48	46	48	42	43	50	42	50	50	43	43	43	43	48	46
Attend a school board meeting	33	32	33	26	39	39	26	33	32	29	36	31	35	32	34	34	46	32	30	37
Contact a govt official by phone, letter, or e-mail	25	25	24	24	25	31	23	25	25	26	24	25	26	28	22	23	29	25	22	29

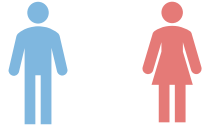
Among strong partisans, Democrats are more likely than Republicans to vote in local/state elections (67% to 61%) and federal elections (62% to 55%). Republicans are slightly more likely to attend a school board meeting (35% to 31%).



Appendix

Demographics of Likely 2024 Voters

GENDER



45% Male
54% Female
Non-binary: 1%

AGE

Under 30 15%
30-39 17%
40-49 15%
50-64 27%
65+ 25%

EMPLOYMENT STATUS

Employed full-time 40%
Employed part-time 8%
Unemployed 7%
Self-employed 7%
Homemaker 7%
Student 2%
Retired 29%

RACE/ETHNICITY

White 68%
Black 13%
Latinx 11%
Asian/Pacific Isl. 5%
Native American 4%
Middle Eastern 1%
None of these/other 2%

HOUSEHOLD INCOME

<\$15K 6%
\$15,000-\$24,999 9%
\$25,000-\$34,999 13%
\$35,000-\$49,999 15%
\$50,000-\$74,999 21%
\$75,000-\$99,999 16%
\$100,000-\$124,999 6%
\$125,000-\$149,999 5%
\$150K+ 6%

Below \$50K 44%
Above \$50K 54%

EDUCATION

1-11th grade 1%
HS/GED 18%
Vocational or Technical 4%
Some College 22%
Associate Degree 12%
4-year/Bachelor's 28%
Grad or Advanced Degree 14%

58%
42%

AREA TYPE

City with 1mil+ 16%
Smaller city 19%
Suburb 40%
Small town 10%
Rural area 14%
Tribal land/Reservation 0%

BATTLEGROUND VOTERS

'24 BG Voter 34%
Not '24 BG Voter 66%

2024 LIKELY VOTER

Almost certain 86%
Probably 14%

PARTY IDENTIFICATION



Democrat 45%

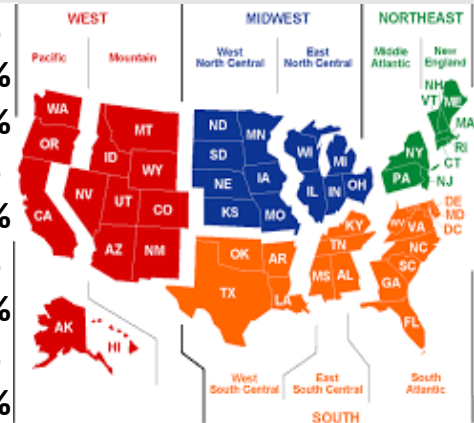
Independent/NS 10%



Republican 42%

REGION

New England 5%
Middle Atlantic 13%
East North Central 15%
West North Central 7%
South Atlantic 21%
East South Central 6%
West South Central 10%
Mountain 7%
Pacific 15%



Demographics of Likely 2024 Voters



PARENT/GUARDIAN STATUS

Yes, child/children 18 or under in household	28%
Yes, child/children 18 or under not in household	3%
Yes, child/children ages 19-22	6%
Yes, child/children over 22	29%
Parent/guardian of school-age child	33%
Yes, child under 18 combined	30%
Yes, child over 18 combined	32%
No, not a parent/guardian	42%

AGE OF CHILDREN

0-4 years	24%
5-12 years	56%
13-17 years	42%
18-22 years	20%
Over 22 years	12%

GRADE LEVEL OF CHILDREN

Pre-K	11%
K - 5 th grade	39%
6 th - 8 th grade	30%
9 th - 12 th grade	32%
Vocational/Technical	3%
2-year college	5%
4-year college	9%
Not currently in school	13%



TYPE OF SCHOOL

Traditional public school	67%
Private school	14%
Public charter school	10%
Homeschool	11%
Public magnet school	4%
Parochial/religious school	2%
Something else	2%
All public schools	77%

GRANDCHILDREN UNDER 18

Yes	29%
No	71%

MARITAL STATUS



Married	42%
Unmarried w/ partner	10%
Single	27%
Separated/Divorced	14%
Widowed	7%

CHILD'S ABILITY/DISABILITY

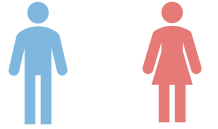
Learning disability	13%
Mental health disability	11%
Social/emotional disability	11%
Sensory disability	8%
Physical disability	6%
Cognitive disability	8%
Other type of disability	1%
All yes	30%
No disability	67%

CHILD WITH IEP

Yes	31%
No	64%
Not sure	5%

Demographics of Parent Sample

GENDER



43% **56%**
Non-binary: **1%**

AGE

Under 30 **13%**
30-39 **35%**
40-49 **31%**
50-64 **18%**
65+ **3%**

EMPLOYMENT STATUS

Employed full-time **62%**
Employed part-time **7%**
Unemployed **3%**
Self-employed **7%**
Homemaker **15%**
Student **1%**
Retired **5%**

RACE/ETHNICITY

White **65%**
Black **15%**
Latinx **13%**
Asian/Pacific Isl. **6%**
Native American **4%**
Middle Eastern **1%**
None of these/other **1%**

EDUCATION

1-11th grade **2%**
HS/GED **16%**
Vocational or Technical **5%**
Some College **22%**
Associate Degree **14%**
4-year/Bachelor's **25%**
Grad or Advanced Degree **17%**

58%
42%

HOUSEHOLD INCOME

<\$15K **4%**
\$15,000-\$24,999 **5%**
\$25,000-\$34,999 **12%**
\$35,000-\$49,999 **11%**
\$50,000-\$74,999 **21%**
\$75,000-\$99,999 **24%**
\$100,000-\$124,999 **8%**
\$125,000-\$149,999 **8%**
\$150K+ **7%**

Below \$50K **31%**
Above \$50K **68%**

AREA TYPE

City with 1mil+ **19%**
Smaller city **18%**
Suburb **40%**
Small town **8%**
Rural area **15%**
Tribal land/Reservation **0%**

BATTLEGROUND VOTERS

'24 BG Voter **28%**
Not '24 BG Voter **72%**

2024 LIKELY VOTER

Almost certain **81%**
Probably **19%**

PARTY IDENTIFICATION



Democrat **43%**

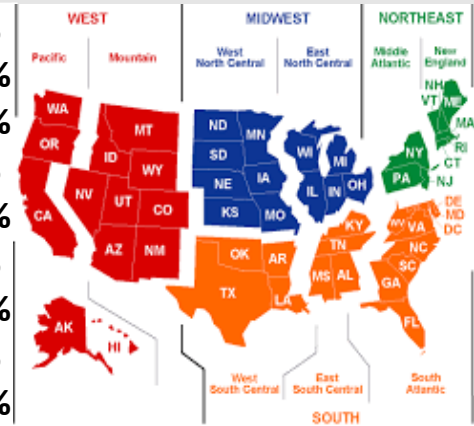
Independent/NS **9%**



Republican **45%**

REGION

New England **5%**
Middle Atlantic **11%**
East North Central **15%**
West North Central **7%**
South Atlantic **20%**
East South Central **8%**
West South Central **12%**
Mountain **5%**
Pacific **17%**



Demographics of Parent Sample



PARENT/GUARDIAN STATUS

Yes, child/children 18 or under in household	84%
Yes, child/children 18 or under not in household	10%
Yes, child/children ages 19-22	18%
Yes, child/children over 22	12%
All yes, combined	100%
No, not a parent/guardian	0%

AGE OF CHILDREN

0-4 years	24%
5-12 years	56%
13-17 years	42%
18-22 years	20%
Over 22 years	12%

GRADE LEVEL OF CHILDREN

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Private school	14%
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Homeschool	11%
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Parochial/religious school	2%
Something else	2%
All public schools	77%

GRANDCHILDREN UNDER 18

Yes	34%
No	65%

MARITAL STATUS



Married	62%
Unmarried w/ partner	12%
Single	14%
Separated/Divorced	11%
Widowed	2%

CHILD'S ABILITY/DISABILITY

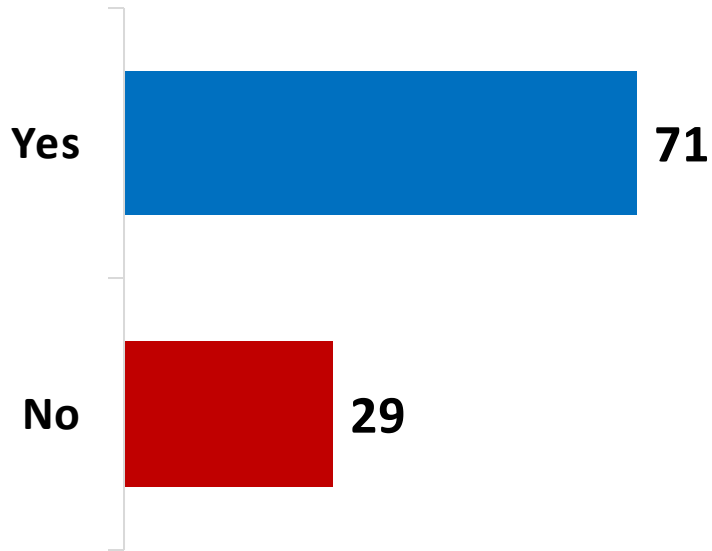
Learning disability	13%
Mental health disability	11%
Social/emotional disability	11%
Sensory disability	8%
Physical disability	6%
Cognitive disability	8%
Other type of disability	1%
All yes	30%
No disability	67%

CHILD WITH IEP

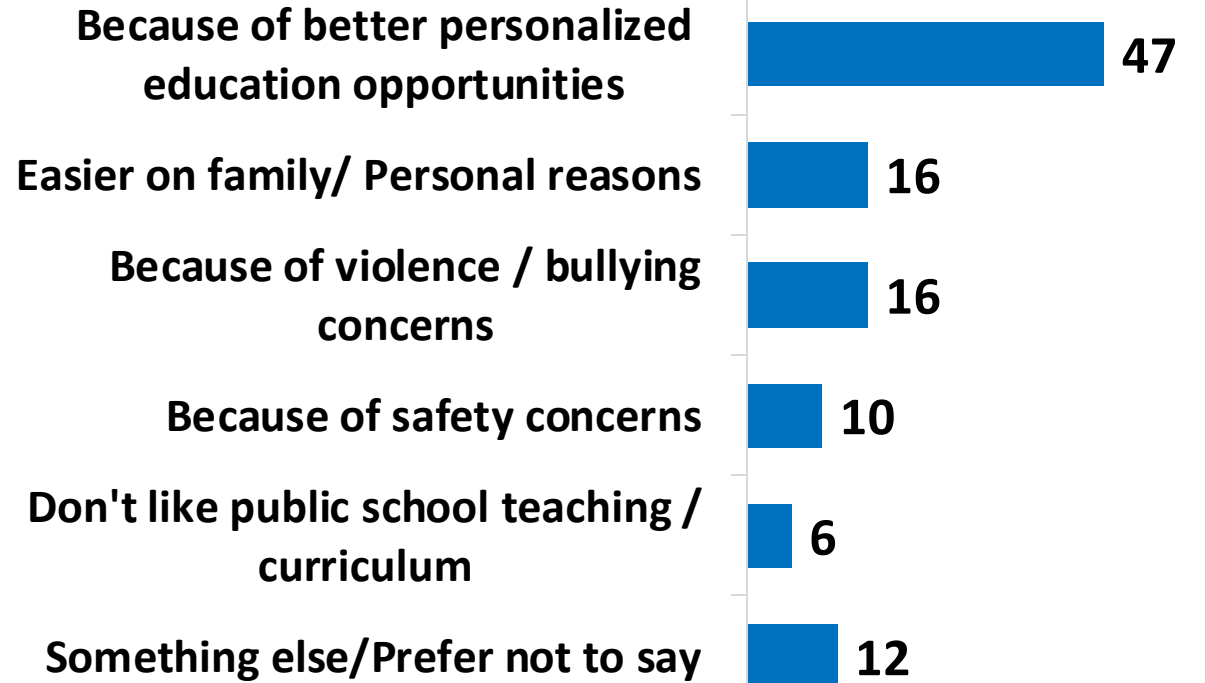
Yes	31%
No	64%
Not sure	5%

Similar to last year's findings, seven in 10 parents whose child or children are not enrolled in a traditional public school this school year say they were previously enrolled in a traditional public school.

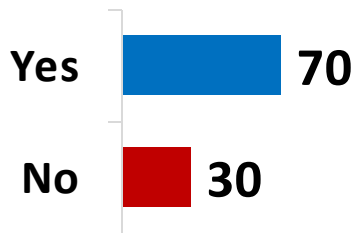
You have indicated that your child or children are NOT enrolled in a traditional public school this year (2022-2023). Were they previously enrolled in a traditional public school? (N=125 unweighted)



In a few words, please explain why you and your family decided to enroll your child in a charter, magnet, private, parochial/religious, or another type of school environment. [OPEN END] (N=88 unweighted)



2022 Results



LRP

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Findings from a nationwide online survey among 800 likely 2024 voters, with oversamples of 100 African American likely voters, 100 Latinx likely voters, 100 AAPI likely voters, 100 Native American likely voters, and 100 likely voters who are parents of school-aged children

Fielded July 18 – 25, 2023



**Celinda Lake
Alysia Snell
Jesse Kline
Jenna Scarbrough**