

# **The Caissa K12 National Parental Attitudes Poll**

**2025 – 2026 School Year Nationwide Poll of K-12 Parents**

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**As the nation's leader in student recruitment and retention, Caissa K12 conducts an annual poll of rural, suburban, and urban school districts to analyze parents' views on school choice.**

## **Goals**

With more choices now than ever, this data analyzes parents' likelihood to consider changing schools if their desired goals for their child(ren) are not met.

These findings will be essential to school boards and superintendents whose primary goal should be to prepare students for future success.

## **Focus Areas**

The report, based on a nationwide poll of K-12 parents & guardians, covers:

- The level of satisfaction parents have with their child's current school.
- The likelihood of parents to consider alternative schools.
- Parents' perspectives on school choice and voucher programs.
- The key factors families use to assess school quality.

# Methodology: National Poll

The poll was conducted nationwide in October of 2025, by Caissa Public Strategy in accordance with the standards of the American Association of Public Opinion Research (AAPOR).

The poll was completed by 400 adults who are the parents or guardians of children aged 0-18.

The poll has a margin of error of +/- 4.9%, with a 95% confidence level.

Respondents came from one of the 4 national U.S. Census regions: Northeast, South, Midwest and West.

This report includes data from parents whose children attend elementary, middle, or high school in either Charter, Private, Public, and Homeschool programs.

Parents with more than one child may have their opinions reflected in multiple answers if they have children attending a combination of these educational choices.

# Methodology: Regional Results

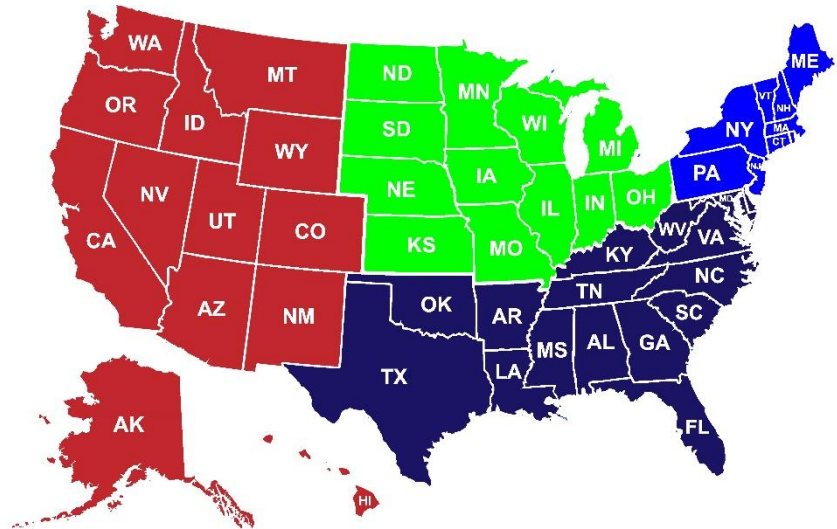
Each region has 100 parents or guardians that make up our poll's overall results.

The margin of error for each region is +/- 9.8%.

Although this margin of error is higher than the overall poll, it is fully valid for the purpose of predicting trends for a specific region against the results of our nationwide poll.

## U.S. Census Regions Represented:

- West
- Midwest
- South
- Northeast



# Toplines

- **70%** of parents are open to considering other school options.
- **3 out of 4 parents** want more school options or voucher programs.
- **68%** of parents support the use of public funds for private school tuition, but **55%** also acknowledge that vouchers carry some degree of harm for most students.
- Parents stated that **school safety, student success, and curriculum and academic programs** were primary factors to consider when choosing a school.

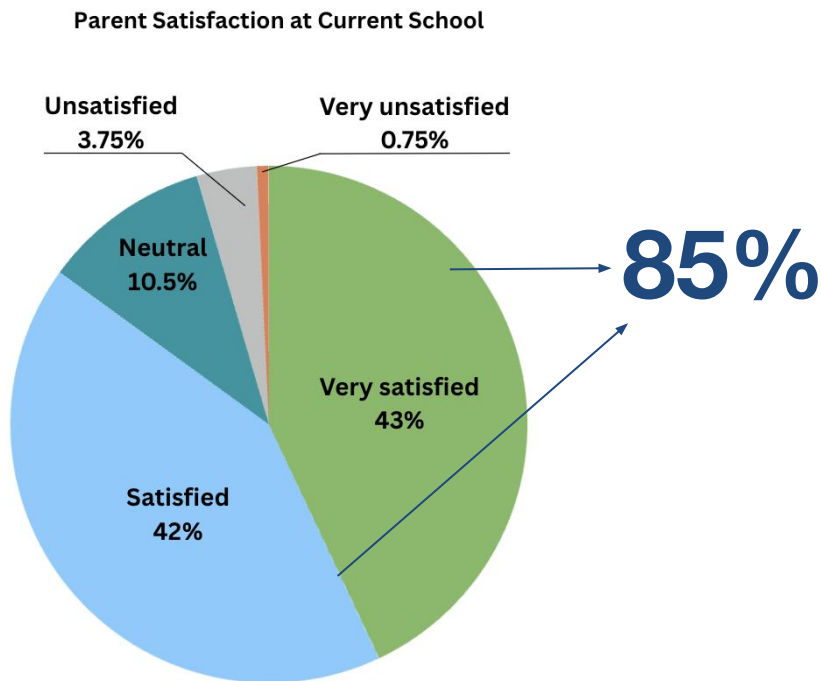
# Other Findings

- **40%** of parents are likely to switch schools for the next school year, even though **85%** are satisfied with their current school.
- Only **23%** of parents said they would **not** consider using a school voucher if available.
- While **most parents support voucher programs**, they also think they should come with the **same level of public oversight** as traditional public schools.
- Parents in the **West region** are most likely to consider switching schools next year and are most likely to consider using vouchers.
- Parents in the West, Midwest, and Northeast regions prioritized **curriculum and academics**, while those in the South valued **teachers and staff most**.

# National Poll Results

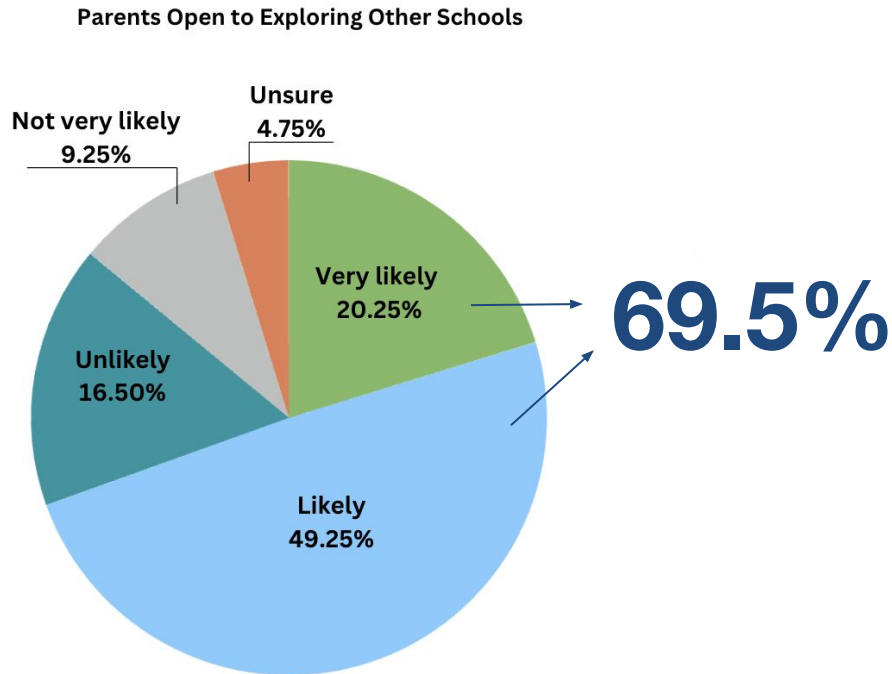
# Families Satisfied with Current School

**85%** of parents are satisfied with their current school.



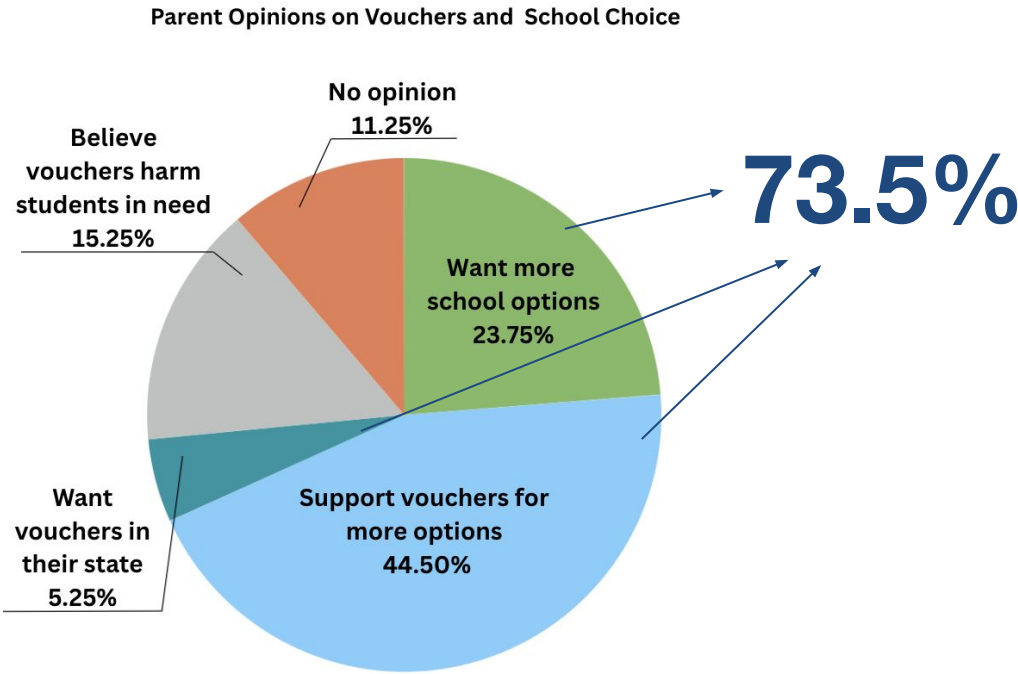
# Families Satisfied but Open to Change

Even though parents are satisfied with their child's current school, **69.5%** would explore another school option.



# Desire for School Choice and Voucher Programs

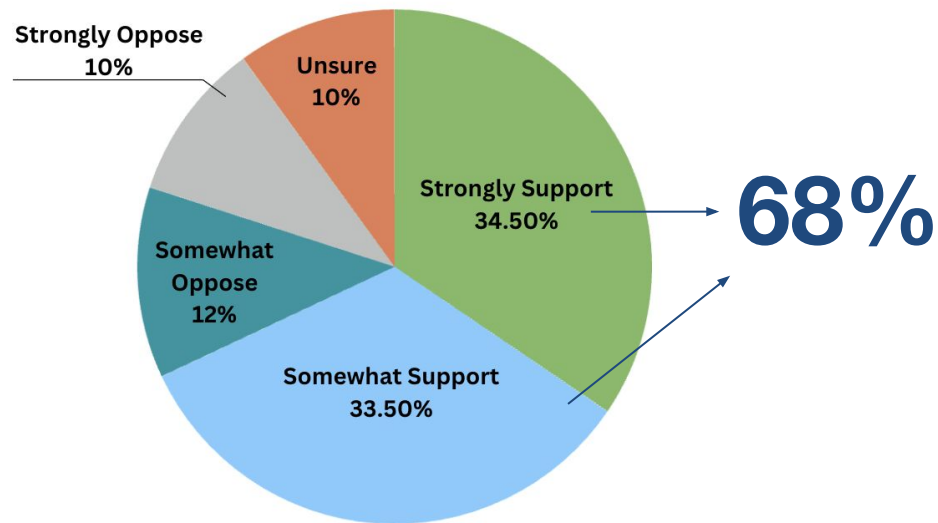
**Three out of four** parents say they want more school options or vouchers in their state.



# Views on Voucher Programs

68% of families support using public funds for private school tuition.

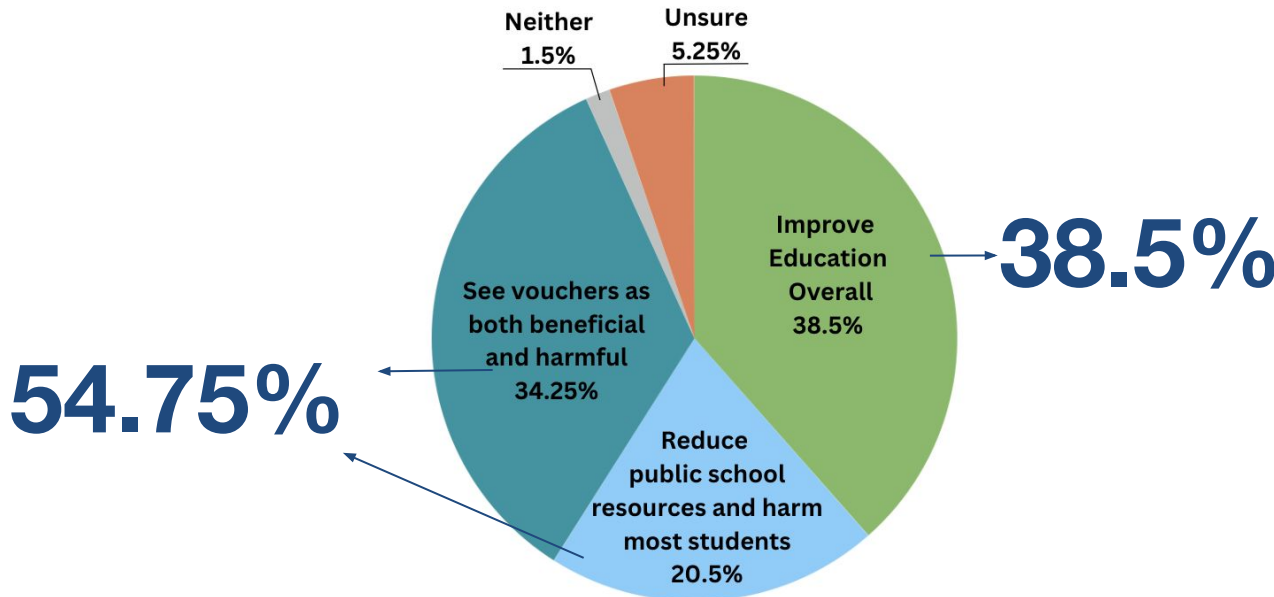
Support of Public Funds to Pay for Private School



# Views on Voucher Programs

38.5% of parents believe vouchers improve education overall, but 54.75% believe they have some degree of harm on most students.

Perceived Effects of School Vouchers



# What Are Parents' Top Concerns When Choosing A School?

Across the nation, these are the top three concerns parents had when choosing a new school. School safety continues to be the main concern of parents since 2019.

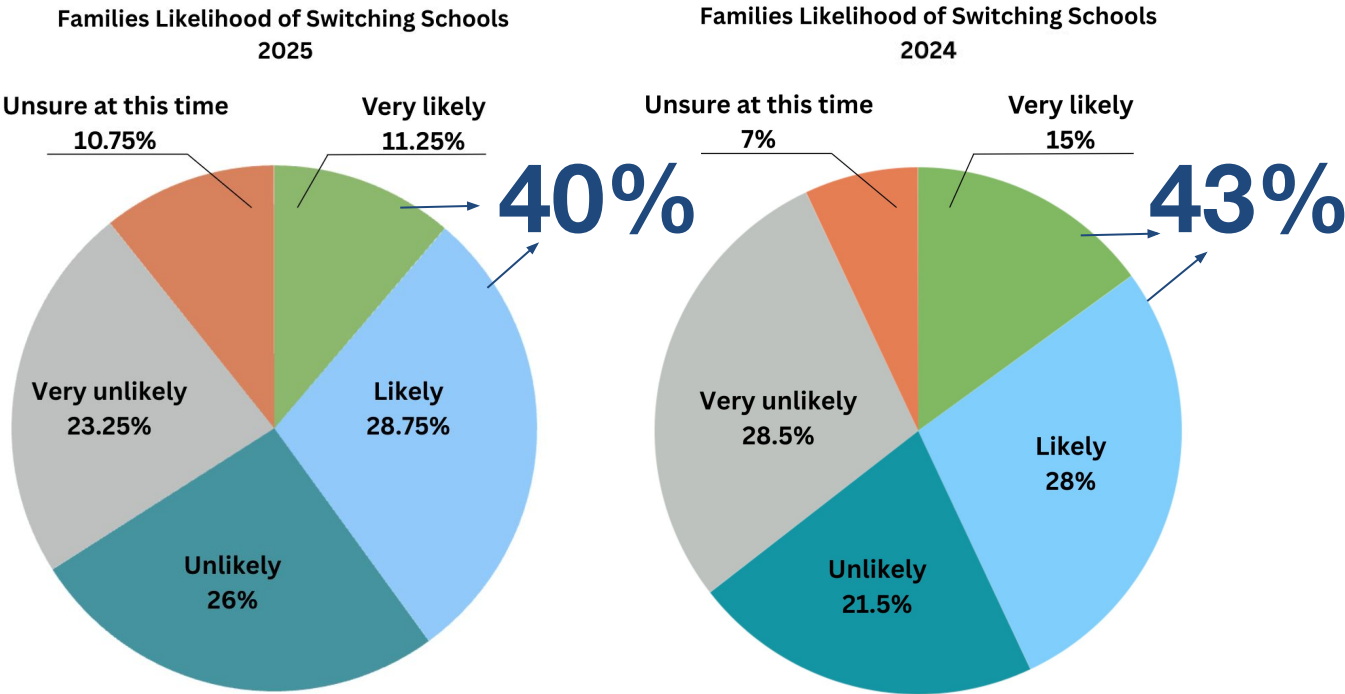
|                                                                                                                                         |            |
|-----------------------------------------------------------------------------------------------------------------------------------------|------------|
| <b>School Safety – How the school ensures a secure and safe environment</b>                                                             | <b>72%</b> |
| <b>Student Success – The school's ability to prepare students for future academic and career opportunities</b>                          | <b>63%</b> |
| <b>Curriculum and Academic Programs – The variety and quality of academic programs, including gifted and special education services</b> | <b>54%</b> |

Q6 From this list please select the top three factors that matter most to you when choosing a school for your child.

Q8 From this list please select the top two factors that matter most to you when choosing a school for your child.

# Likelihood of Families Switching Schools

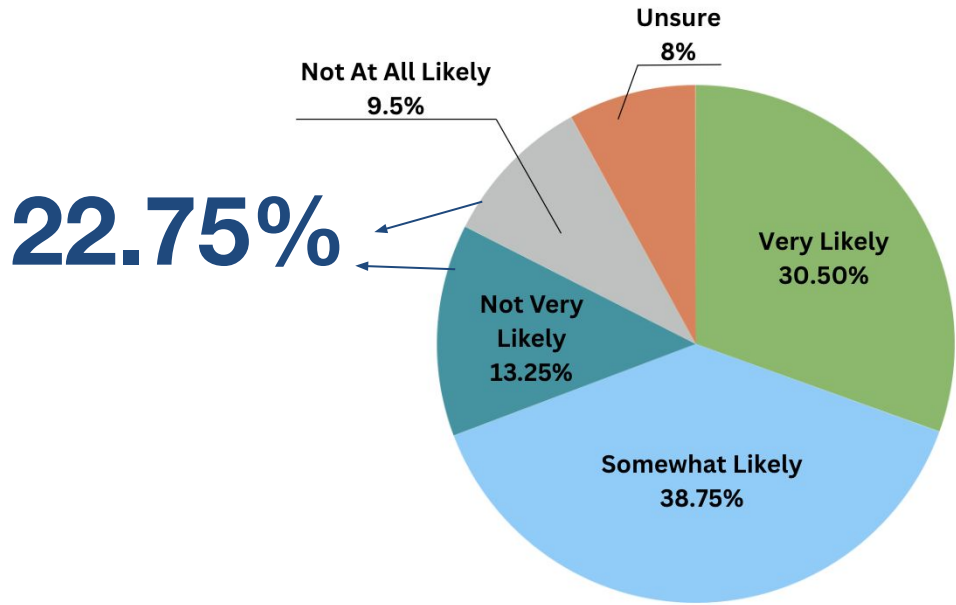
In 2025, **40%** of families said they are likely or very likely to switch schools, similar to **43%** in 2024.



# Desire for School Choice and Voucher Programs

Only **22.75%** of parents said they would **not** use a voucher if one were available.

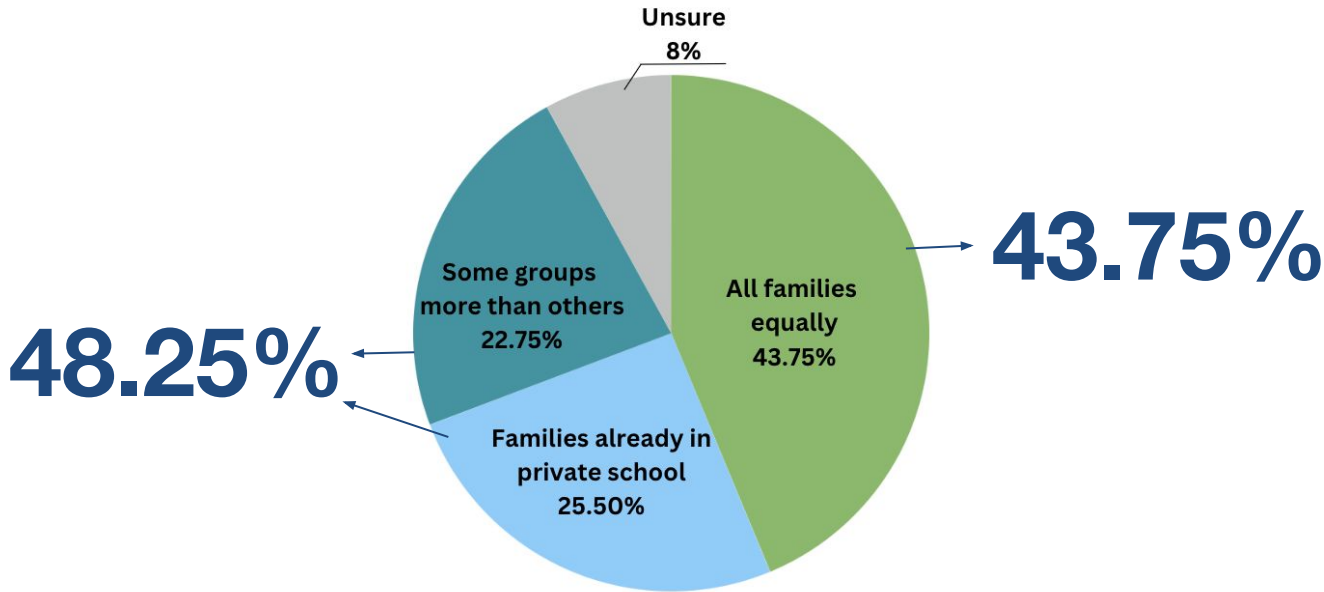
Families' Likelihood of Using School Vouchers



# Views on Voucher Programs

**43.75%** of parents say these voucher programs benefit all families equally, but **48.25%** feel the benefits are unevenly distributed.

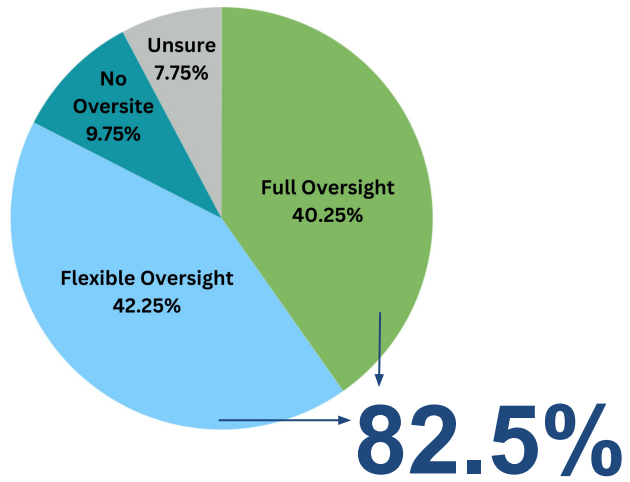
Who Families Believe Vouchers Benefit



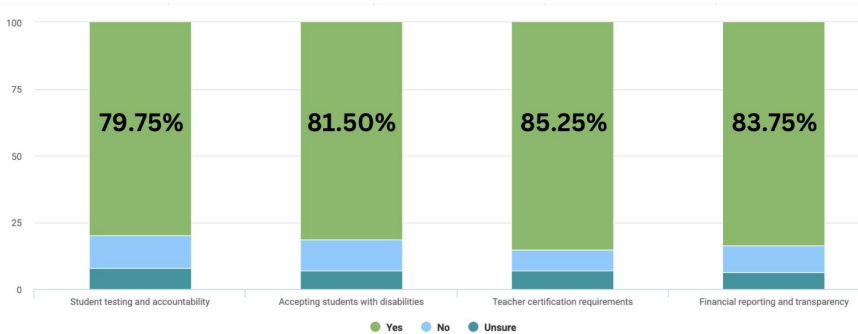
# Opinions on Accountability for Voucher Schools

Over **82.5%** of families support oversight of voucher programs, and on average **83%** say voucher-funded schools should follow public school standards in various areas.

Support for Public Oversight of Voucher Programs

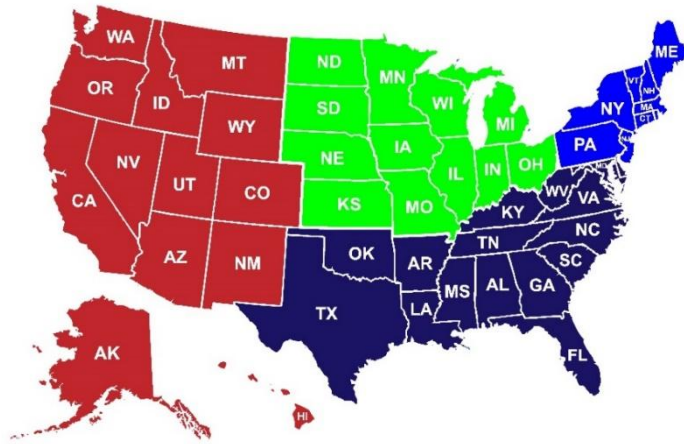


Families' Views on Whether Voucher Schools Should Follow Public School Standards for Various Areas



Q14: Do you believe voucher programs should come with the same level of public oversight as traditional public schools?

Q15: In your opinion, should schools that accept voucher money be required to follow the same rules as



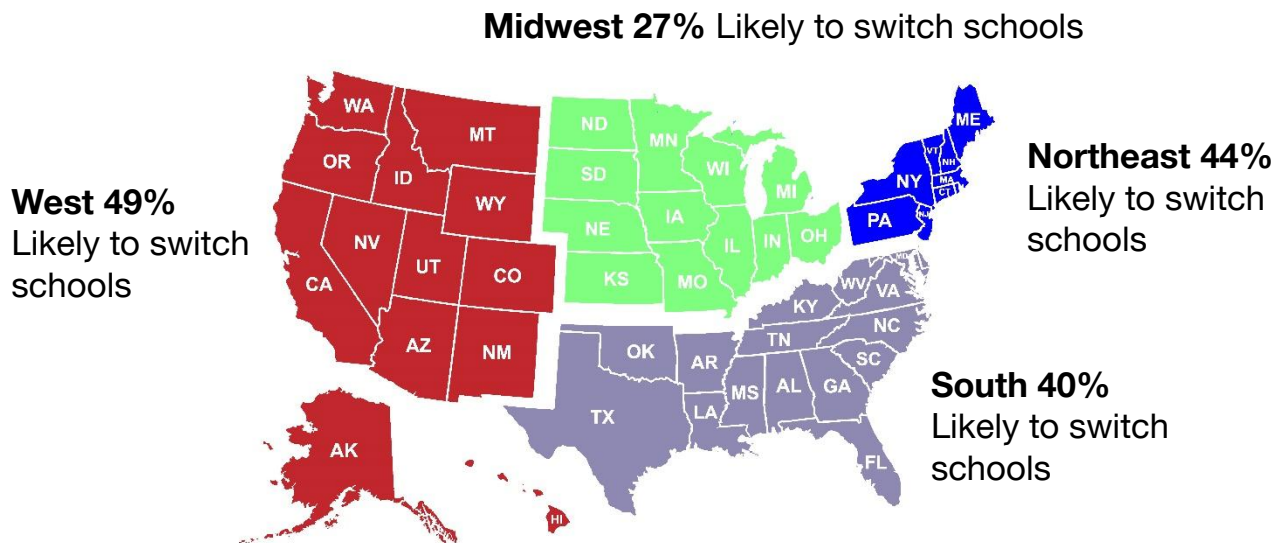
# Regional Poll Results

The poll results for each of the four census regions closely matched those of the National Results.

Three questions provided some differences between the regions.

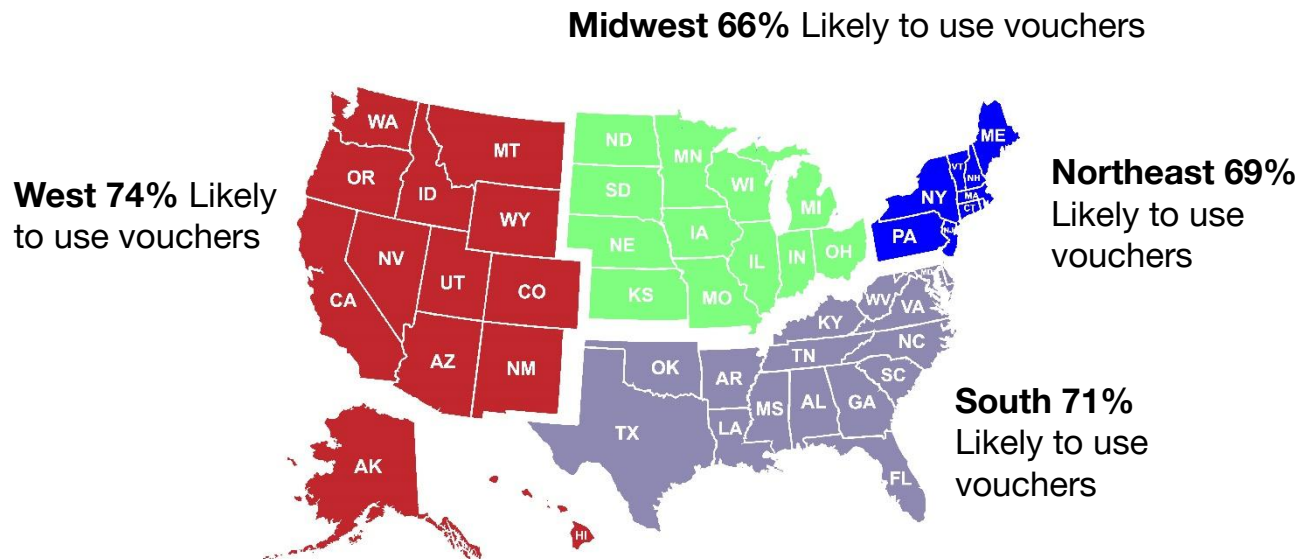
# Regional Responses – Switching Schools Next Year

Parents' likelihood of switching schools next year varied by region, with the highest in the **West (49%)** and lowest in the **Midwest (27%)**.



# Regional Responses – Likelihood of Using Vouchers

Nationally, parents report a strong likelihood of using vouchers. However, vouchers have the highest likelihood of being used in the **West region**.



# Regional Responses – Curriculum vs Teachers

Parents in the West, Midwest, and Northeast were more focused on curriculum quality, whereas those in the South placed higher value on teachers and staff.

## West

Most concerned about curriculum and academic programs



## Midwest

Most concerned about curriculum and academic programs



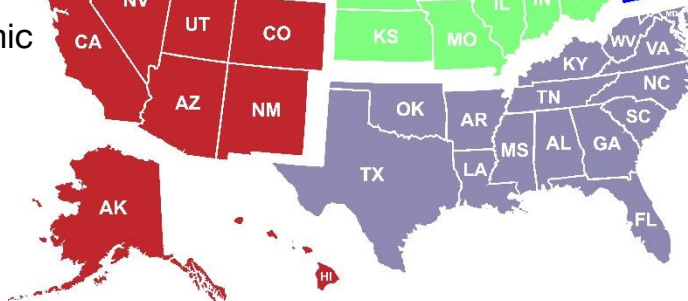
## Northeast

Most concerned about curriculum and academic programs



## South

Most concerned about teachers and staff

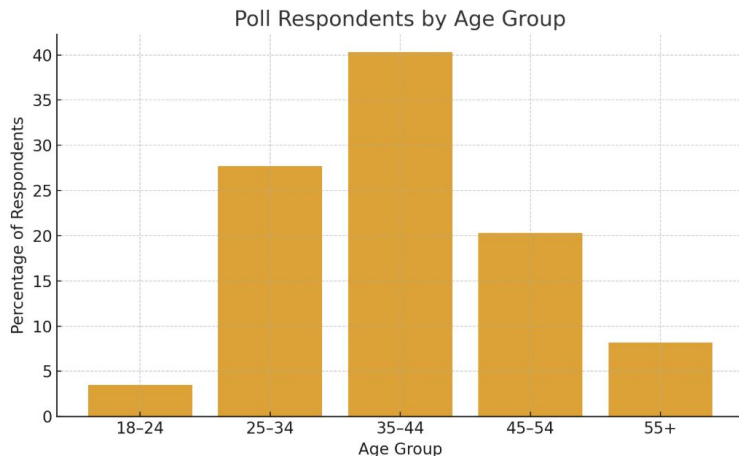


# Demographics

# Demographics

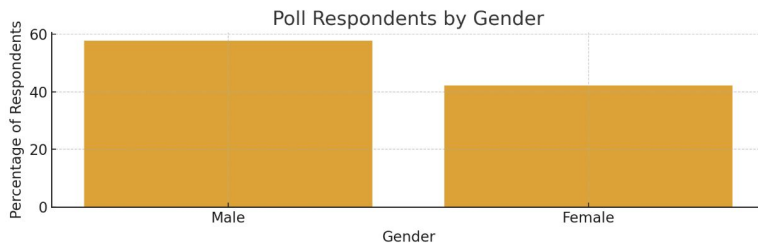
## Age Groups

- 18 - 24 (3.5%),
- 25 - 34 (27.7%),
- 35 - 44 (40.3%),
- 45 - 54 (20.3%),
- 55+ (8.2%)



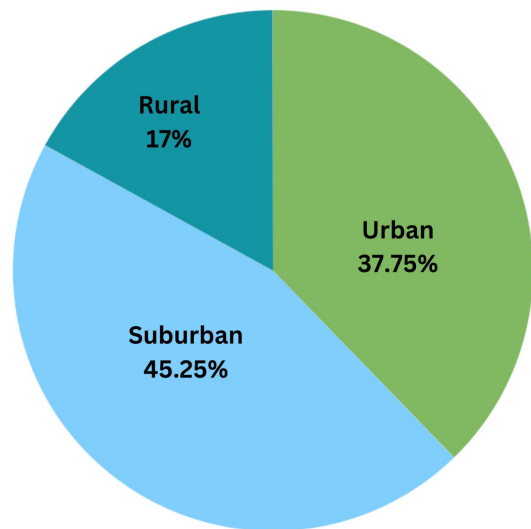
## Gender

- Male (58%)
- Female (42%)

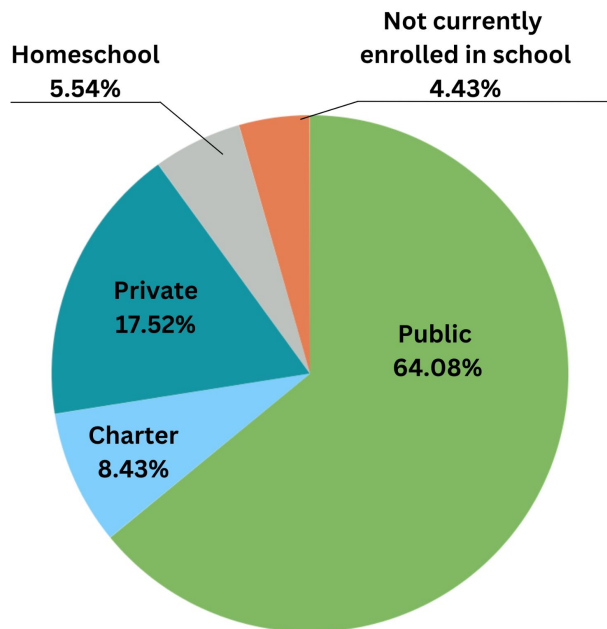


# Where Children Attend School - Parent Response

Location of School



Type of School



Q2: Please select the answer(s) below that best describe where your children attend school.

Q3: Is your school located in an urban, suburban, or rural area?

# Questions

SQ (Screening question) Do you have any minor children (under 18 years of age) living at home or who you are responsible for? (Single Selection)

- Yes
- No

Q1 Please select how old your children are. For multiple children please check all that apply. (Multiple Selection)

- 0 - 4 years
- 5 - 10 years
- 11 - 15 years
- 16 - 18 years

Q2 Please select the answer(s) below that best describe where your children attend school. (Multiple Selection)

- Public School
- Charter School
- Private School
- Homeschool
- Not currently enrolled in school

Q3 Is your school located in an urban, suburban, or rural area? (Single Selection)

- Urban - A school in a city of 100,000 people or more
- Suburban/Town - A school located outside of a major city
- Rural - A school in a small town or mostly rural county

Q4 How satisfied are you with your child's current school choice? Please select the option that best reflects your opinion. (Single Selection)

- Very satisfied - I am happy with my child's school and plan to keep them enrolled
- Satisfied - I am content, but open to better opportunities if available
- Neutral - I have no strong preference and am open to exploring other options
- Unsatisfied - I am actively considering different schools
- Very unsatisfied - I will move my child if I find a better option

# Questions

Q5 How likely are you to consider switching your child's school in the next year? (Single Selection)

- Very Likely
- Likely
- Unlikely
- Very unlikely
- Unsure at this time

Q6 From this list please select the top three factors that matter most to you when choosing a school for your child. Select up to three.(Multiple Selection)

- Student Success – The school's ability to prepare students for future academic and career opportunities
- School Safety – How the school ensures a secure and safe environment
- District Reputation – The overall reputation and performance of the school district
- School Reputation – The individual school's academic performance and community perception
- Extracurricular Activities – Clubs, sports, and other activities outside of academics
- Transportation – Availability and convenience of school transportation
- Location – Proximity and convenience of the school's location

Q7 When choosing a school for your child, what factors do you consider to be most important? (Open Ended)

Q8 From this list please select the top two factors that matter most to you when choosing a school for your child. (Multiple Selection)

- Teachers and Staff – How welcoming, respectful, and supportive the staff is.
- Communication – How well the school keeps parents informed and involved in their child's education
- Class Sizes & Individual Attention – The number of students per class and the level of personalized attention given
- Curriculum & Academic Programs – The variety and quality of academic programs, including gifted and special education services
- Diversity & Inclusivity – The school's approach to cultural, racial, and socioeconomic diversity
- Technology & Learning Resources – Availability of modern learning tools, such as computers, STEM programs, and online resources, including AI

# Questions

Q9 If you learned about another school option for your child, how likely would you be to explore it? (Single Selection)

- Very Likely – I would strongly consider switching schools
- Likely – I am open to exploring other school options
- Unlikely – I am generally satisfied but might review other options
- Not Very Likely – I am unlikely to switch schools
- Unsure / Do Not Know – I am undecided at this time

Q10 Do you support or oppose the use of public funds (through vouchers or similar programs) to help parents pay for private school tuition? (Single Selection)

- Strongly support
- Somewhat support
- Somewhat oppose
- Strongly oppose
- Unsure

Q11 What statement best reflects your views on school vouchers? (Single Selection)

- We need more school options
- We need more school options and vouchers are a good start
- We don't have vouchers in our state but want them
- School vouchers take needed resources away from the students most in need
- No opinion

Q12 If a voucher program were or is available in your state, how likely would you be to use it for your child? (Single Selection)

- Very likely
- Likely
- Not very likely
- Not at all likely
- Unsure

# Questions

Q13 Which statement best matches your view? (Single Selection)

- Vouchers give families more choices and improve education overall
- Vouchers take away resources from public schools and harm most students
- Both are true to some extent
- Neither is true
- Unsure

Q14 Do you believe voucher programs should come with the same level of public oversight as traditional public schools? (Single Selection)

- Yes, absolutely
- Yes, but with some flexibility
- No, private schools should remain independent despite receiving vouchers
- Unsure

Q15 In your opinion, should schools that accept voucher money be required to follow the same rules as public schools when it comes to: Select yes, no, or unsure for each option below (Matrix Single Selection)

Student testing and accountability

Accepting students with disabilities

Teacher certification requirements

Financial reporting and transparency

Q16 Who do you believe voucher programs benefit the most? (Single Selection)

Benefit all families equally

Mainly benefit families already in private school

Benefit some groups more than others

Unsure

Q17 At what point during the year do you start considering where your child will enroll for the upcoming school year? (Single Selection)

- October - December
- January - March
- April - June
- July - September

# Questions?



## Request More Information



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