Family Perspectives on

Public Education and School Choice.

Texas Poll Results 2026

PREPARED BY CAISSA K12

JUNE 2026

Topline findings.

AT A GLANCE / TEXAS PARENTS, 2026

64%

of Texas parents support using public funds to help pay for private school tuition

STRONG OR SOMEWHAT SUPPORT / Q9

68%

would explore a different school option if they learned about one in their area

Q8

67%

would be likely to use a voucher for their child if one were available

Q11

1 in 2

Texas parents are considering changing schools next year

Q3 — definitely/considering/maybe exploring

Source: CaissaK12 Texas Family Survey, May 2026. Stratified percentages shown throughout this report.

Methodology at a glance.

STUDY DESIGN AND DISCLOSURE SUMMARY

This survey was conducted during May 2026 among Texas adults responsible for at least one school-age child in their household, including parents, guardians, and other caregivers.

POPULATION

Texas adults responsible for school-age children — including parents, guardians, and other caregivers

GEOGRAPHIC SCOPE

State of Texas

FIELD PERIOD

May 2026 collection period

DATA COLLECTION MODE

Online survey responses

RESPONDENTS

800 Texas caregivers of school-age children, sampled statewide

PRECISION

±4.9 percentage points margin of error at the 95% confidence level

This report is prepared consistent with the transparency and disclosure principles promoted by the American Association for Public Opinion Research (AAPOR).

Designed for a defined population.

WHY ONLINE-FIRST / WHY QUALITY OVER VOLUME

THE MIXED-MODE APPROACH

Data collection combined online responses with live telephone calling.

- Improves coverage of the target audience
- Broadens access to participation
- Reduces the risk of relying on a single method of contact
- Reaches respondents who differ in their likelihood of responding online versus by live interviewer
- Supports stronger overall sample quality for a defined-population study

QUALITY OVER VOLUME

Primary emphasis on the quality and relevance of the sample rather than raw response volume alone.

- A large number of responses does not by itself ensure reliability or representativeness
- What matters: whether respondents reflect the population the study is intended to measure
- What matters: whether the survey design, field procedures, and reporting practices are transparent and methodologically sound
- These principles guided the design and execution of this study

Precision & standards.

MARGIN OF ERROR / AAPOR DISCLOSURE FRAMEWORK

±4.9%

margin of sampling error at the 95% confidence level

If the same study were repeated under similar conditions, results would fall within ±4.9 points of the measured estimate in 95 of 100 such studies.

WHAT THE MARGIN ADDRESSES

Sampling variability only.

WHAT THE MARGIN DOES NOT COVER

- Question wording effects
- Nonresponse patterns
- Differences in accessibility across respondents
- Panel and platform effects (online-only collection)
- Variation in how respondents interpret questions

AAPOR DISCLOSURE FRAMEWORK

This report aligns with American Association for Public Opinion Research transparency standards, which call for disclosure of population studied, data collection strategy, mode, dates, precision, weighting, and data-quality procedures.

Scope & interpretation.

WHO THIS REPRESENTS / WHAT TO BEAR IN MIND

SCOPE — WHO THIS REPRESENTS

THIS IS

a targeted survey of Texas adults responsible for school-age children — those most likely to make, influence, or experience educational decisions at the household level.

THIS IS NOT

a general public poll of all Texas residents or all Texas adults.

USE

the findings to understand the perspectives of caregivers within this defined population.

STANDARD INTERPRETIVE CAVEATS

As with all public opinion research, the following may affect any survey and are part of responsible interpretation:

- Differential willingness to participate
- Incomplete coverage of some groups
- Variation created by mode of contact (online-only)
- Respondent satisficing or recall limitations
- Social desirability bias

None of these necessarily undermines the findings — they are recognized within accepted survey research standards.

SECTION 01

Who answered the survey.

Texas parents and caregivers of children under 18.

Respondent profile.

AGES OF CHILDREN, SCHOOL TYPE, COMMUNITY

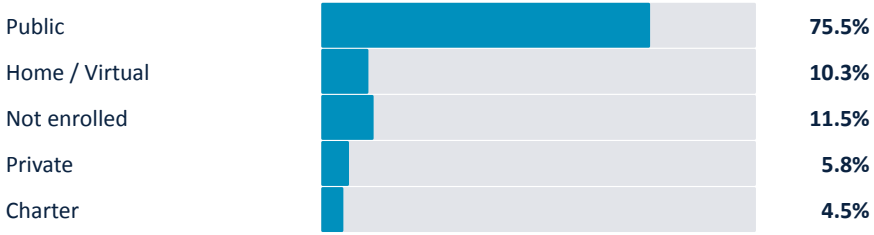
AGES OF CHILDREN AT HOME

Q1 / multi-select — parents could choose more than one age range

31.8%	45.5%	38.3%	27.0%
0 – 4 years	5 – 10 years	11 – 15 years	16 – 18 years

WHERE CHILDREN ATTEND SCHOOL

Q2 / multi-select



COMMUNITY TYPE

Q18

40.8%	38.8%	20.5%
Urban	Suburban	Rural

Source: CaissaK12 Texas Family Survey (Texas parents/caregivers), May 2026. Stratified percentages.

SECTION 02

Current school experience.

Satisfaction, switching consideration, and overall quality.

Satisfied — but mostly open.

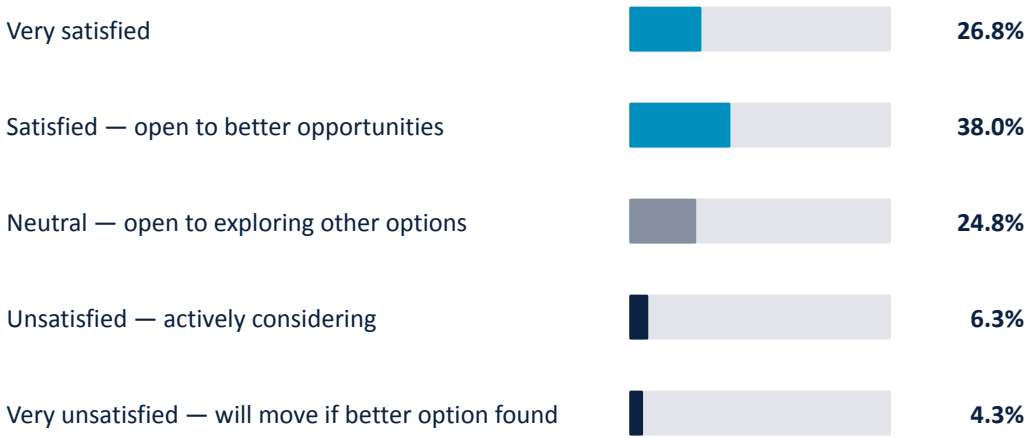
Q4 / HOW SATISFIED ARE YOU WITH YOUR CHILD'S CURRENT SCHOOL?

65%

are satisfied with their current school

But the satisfied majority isn't locked in — 38% are content but open to better opportunities.

FULL BREAKDOWN



Source: CaissaK12 Texas Family Survey, May 2026. Stratified percentages.

Half are considering a switch.

Q3 / ARE YOU CONSIDERING CHANGING SCHOOLS NEXT SCHOOL YEAR?

7.5%	20.0%	23.0%	38.3%	11.3%
Yes — definitely planning to switch	Yes — considering it	Maybe — exploring options	No — satisfied with current school	Unsure at this time

50.5% of Texas parents are in motion — actively planning, considering, or exploring a different school for next year.

Combines "definitely planning," "considering," and "maybe exploring options."

Source: CaissaK12 Texas Family Survey, May 2026. Stratified percentages.

Texas public schools: a mixed report.

Q17 / HOW WOULD YOU RATE THE OVERALL QUALITY OF PUBLIC SCHOOLS IN YOUR STATE?

60%

rate TX public schools Excellent or Good

NET POSITIVE

40%

rate TX public schools Fair or Poor

NET NEGATIVE

FULL BREAKDOWN

Source: CaissaK12 Texas Family Survey, May 2026. Stratified percentages.

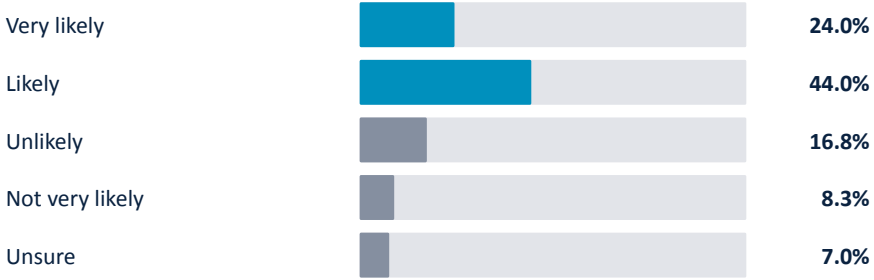
Parents are open — and they shop early.

Q8 & Q16

OPENNESS TO ALTERNATIVES

Q8 / If you learned about a different school option in your area, how likely would you be to explore it?

68% would be likely to explore a new school option



WHEN PARENTS START LOOKING

Q16 / At what point during the year do you typically start considering school options for next year?

68% start considering schools between January and June

Source: CaissaK12 Texas Family Survey, May 2026. Stratified percentages.

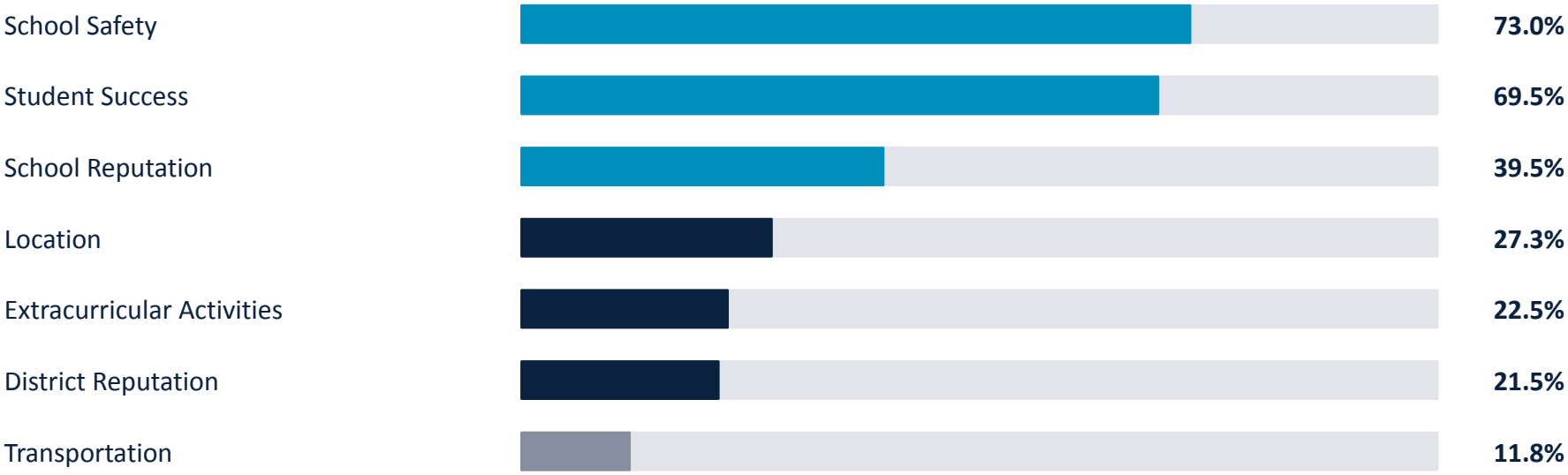
SECTION 03

What matters most.

The factors parents weigh when choosing a school for their child.

Safety & student success lead by a wide margin.

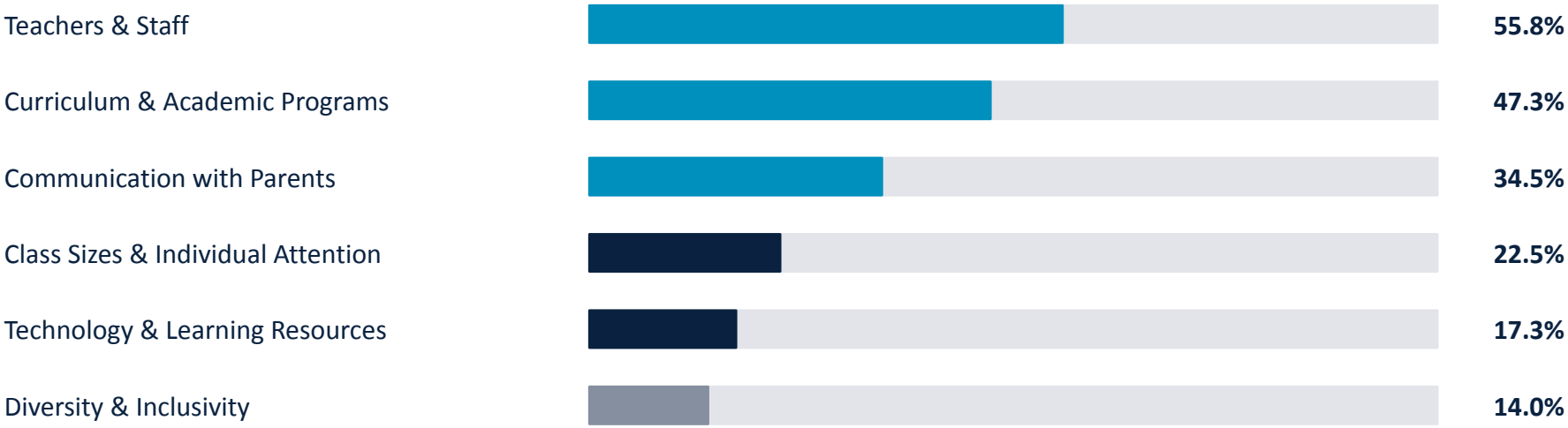
Q5 / TOP 3 FACTORS WHEN CHOOSING A SCHOOL — % SELECTING



Source: CaissaK12 Texas Family Survey, May 2026. Respondents could choose up to three. Stratified % of respondents.

Teachers and curriculum drive the rest.

Q7 / TOP 2 FACTORS WHEN CHOOSING A SCHOOL — % SELECTING



Source: CaissaK12 Texas Family Survey, May 2026. Respondents could choose up to two. Stratified % of respondents.

In their own words.

Q6 / WHAT FACTORS DO YOU CONSIDER MOST IMPORTANT? — OPEN-ENDED RESPONSES

RECURRING THEMES

Patterns across all open-ended responses

Safety	*Dominant theme*
Academic quality / test scores	*Heavy mention*
Teacher quality	*Frequent*
Curriculum & what is taught	*Frequent*
Location & transportation	*Common*
Special education support	*Common*
Extracurriculars & student fit	*Notable*

REPRESENTATIVE VOICES

Verbatim responses, lightly cleaned for typos

"Safety would be my top priority. Does my child feel safe there."

"Distance from my home, the amount of support provided to my children (my son has ADHD and dyslexia), and the safety of the campus."

"The school's ability to prepare my child for college and adulthood is most important. Reputation, extracurricular activities, sports, and academics play a role."

"Quality education and good teachers, close proximity to our home and transportation options, overall safety and measures taken to ensure a safer environment."

"Academic quality, safety, class size, STEM programs, and proximity to home."

Source: CaissaK12 Texas Family Survey, May 2026. Open-ended responses to Q6.

SECTION 04

School choice & vouchers.

Support, usage intent, and what oversight parents expect.

Majority support for vouchers.

Q9 / DO YOU SUPPORT OR OPPOSE USING PUBLIC FUNDS FOR PRIVATE SCHOOL TUITION?

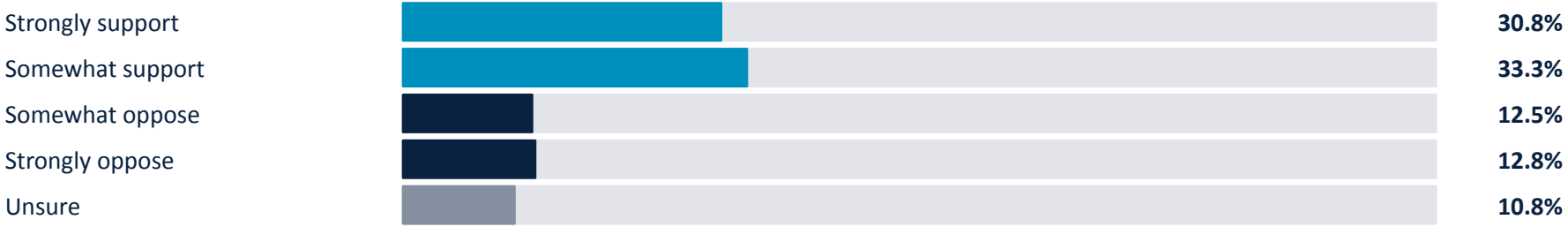
64% **Support vouchers**

Strongly support + somewhat support

25% **Oppose vouchers**

Strongly oppose + somewhat oppose

FULL BREAKDOWN



Source: CaissaK12 Texas Family Survey, May 2026. Stratified percentages.

Most parents want more school options.

Q10 / WHICH STATEMENT BEST REFLECTS YOUR VIEW ON SCHOOL VOUCHERS?

39.0%	We need more school options and vouchers are a good start
17.5%	We need more school options
14.5%	No opinion
20.0%	School vouchers take needed resources away from students most in need
9.0%	We don't have vouchers in our state but want them

Source: CaissaK12 Texas Family Survey, May 2026. Stratified percentages.

Two in three would consider using a voucher.

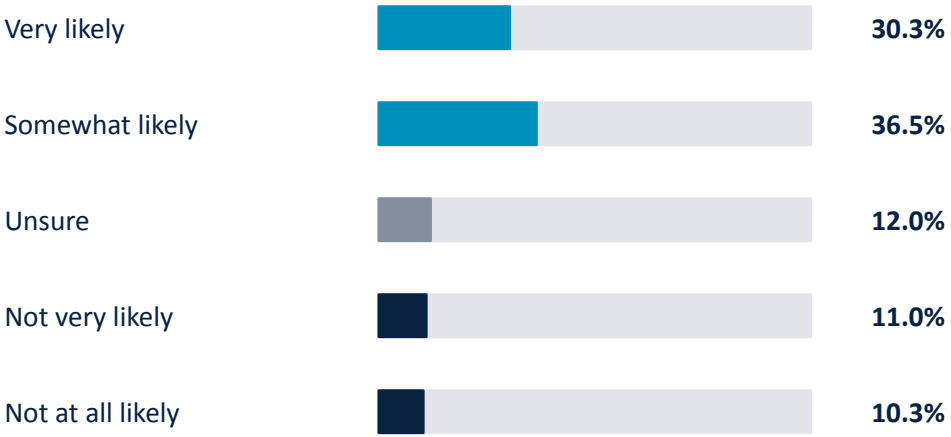
Q11 / IF A VOUCHER PROGRAM WERE AVAILABLE, HOW LIKELY WOULD YOU BE TO USE IT?

67%

of Texas parents would be likely to use a voucher for their child

VERY LIKELY + SOMEWHAT LIKELY

FULL BREAKDOWN



Source: CaissaK12 Texas Family Survey, May 2026. Stratified percentages.

Choice vs. harm: most see the upside.

Q12 / WHICH STATEMENT BEST MATCHES YOUR VIEW ABOUT SCHOOL VOUCHERS?

35.3%	32.8%	20.8%	8.3%	3.0%
Vouchers give families more choices and improve education overall	Both are true to some extent	Vouchers take resources from public schools and harm most students	Unsure	Neither is true

Combined: 68% acknowledge vouchers improve education — either fully (35.3%) or partly (32.8%).

Source: CaissaK12 Texas Family Survey, May 2026. Stratified percentages.

Most want oversight to match public schools.

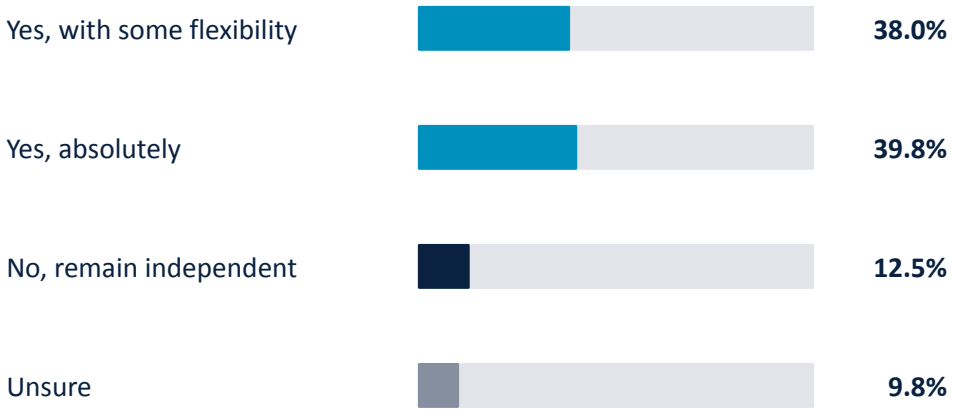
Q13 / SHOULD VOUCHER PROGRAMS COME WITH THE SAME LEVEL OF OVERSIGHT AS PUBLIC SCHOOLS?

78%

say yes — voucher programs should have the same oversight as public schools

YES (ABSOLUTELY) + YES (WITH FLEXIBILITY)

FULL BREAKDOWN



Source: CaissaK12 Texas Family Survey, May 2026. Stratified percentages.

Same rules: parents want them across the board.

Q14 / SHOULD VOUCHER SCHOOLS FOLLOW THE SAME RULES AS PUBLIC SCHOOLS FOR...

Support for same-as-public-school accountability is consistent across all four dimensions — never below 78%.

Source: CaissaK12 Texas Family Survey, May 2026. Raw percentages (matrix question not stratified separately).

Equity: parents are split.

Q15 / DO VOUCHER PROGRAMS BENEFIT ALL FAMILIES EQUALLY, OR MAINLY CERTAIN GROUPS?

35% believe vouchers benefit all families equally

51% believe vouchers mainly benefit certain groups

FULL BREAKDOWN

Source: CaissaK12 Texas Family Survey, May 2026. Stratified percentages. "Mainly certain groups" combines two answer options.

Nation's leader in student recruitment for traditional public school districts.

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