



**AUG 24  
11 AM ET**

**NEVER GOING BACK – A DEEP DIVE  
INTO PARENT VIEWS ON EDUCATION**

A WEBINAR FROM THE NATIONAL ALLIANCE FOR PUBLIC CHARTER SCHOOLS

# SPEAKERS

## Debbie Veney

Sr. Vice President, Communications & Marketing  
Author of *Never Going Back*  
National Alliance for Public Charter Schools

## Aimee Vella Ripley

Vice President  
The Harris Poll

## Rebecca Purser

Research Manager  
The Harris Poll

## Ashley Guerra

Mom-of-two, Education Advocate

# Never Going Back: An Analysis of Parent Sentiment on Education

- We commissioned The Harris Poll to conduct a survey to help us better understand how parents are feeling about PreK-12 education, whether and why they switched the type of school their children attend, and motivations of school-type switchers during and prior to the pandemic.
- This survey of more than **5,000 parents** examined their educational choices and patterns, satisfaction with school options, and the likely significance of education as an issue in elections.

# Why Are We Doing This Report?

After the National Alliance's 2021 report, *Voting with Their Feet*, we learned that...

- Based on data collected from 42 State Educational Agencies, at least **1.4 million** students left their district public schools during the first full year of the pandemic.
- Nearly **240,000** new students enrolled in public charter schools during the same period.

We had more questions!

- Where did more than a million kids land?
- Why did families decide to switch the type of school their children attend?
- Are they happy with their choices?
- How do parents feel about education? Are their feelings likely to impact their voting decisions?

# Parent Perspective

Parents' strong desire for choice and belief that "one size does not fit all" can even apply within a single family. The Guerra Family of Albuquerque, New Mexico enrolled their children in three different school models: a private school, a brick-and-mortar public charter, and a full-time virtual public charter school. Understanding their children's changing academic needs and identifying their scholastic strengths and interests guides the family when selecting school options for their children.

Mom Ashley Guerra said, **"As a family, we believe in regular assessments of these attributes to ensure that the academic institution chosen is meeting the needs of our family and our children. This is why our children are in schools with different educational models!"**



# Methodology

The research was conducted online in the United States by The Harris Poll on behalf of the National Alliance for Public Charter Schools among 5,002 parents with school-aged children, defined as U.S. adults age 18+ who are parents or legal guardians of a child or children residing in their household that were enrolled in grades pre-Kindergarten through 12th grade at the end of the 2021-22 school year.

The survey was conducted between May 19 and May 31, 2022. Data are weighted where necessary by age, gender, race/ethnicity, region, education, marital status, household size, household income, and propensity to be online to bring them in line with their actual proportions in the population.



# Why Focus on Parents?

They're a pretty big deal...

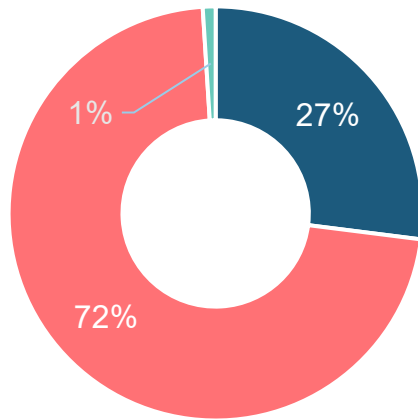
About 40% of all households in the United States have children under the age of 18 living in the home, making them an important demographic and a powerful voting bloc.

# What Did We Learn?

- Parents value choice--93% agree one size doesn't fit all in education.
- Homeschooling was the most popular type of educational switch during the pandemic.
- Charter schools are a popular choice among parents who switched the type of school their children attend--both before and during the pandemic.
- Safety is a huge priority for parents.
- Parents who switched educational type are happy with the choices they made.
- Education has become a more important political issue to parents than it was in the past.
- Parents are willing to vote outside their party on the issue of education.
- Support for charter schools is high. 74% of parents would consider sending their child to a public charter school if one were available in their area.
- 84% of parents agree that they learned more about how their child was being educated during the pandemic.

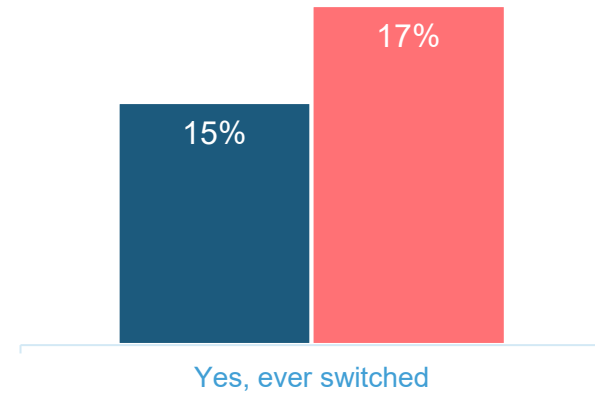
# The Switchers

% of parents who say their child ever switched school types



■ Yes, ever switched ■ No, never switched ■ I'm not sure

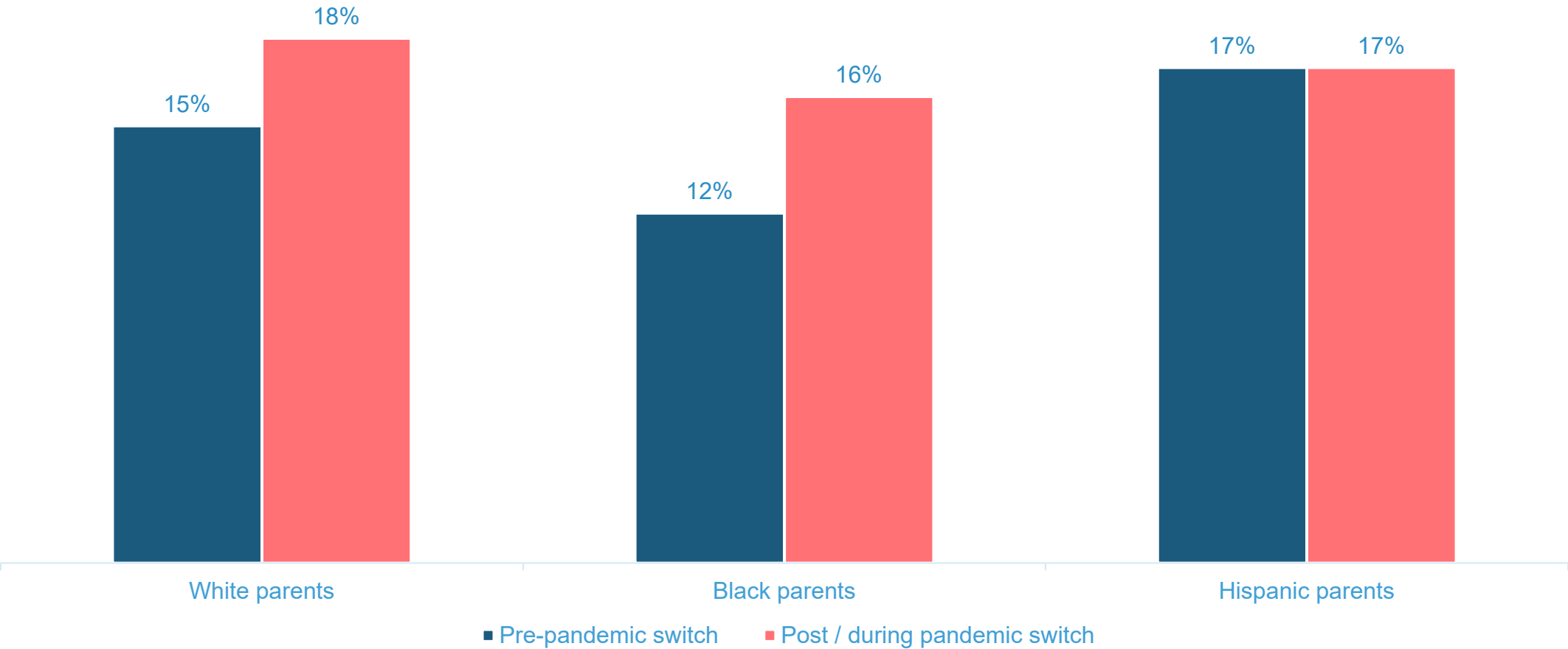
Timing of switch



■ Pre-pandemic ■ Since beginning of pandemic

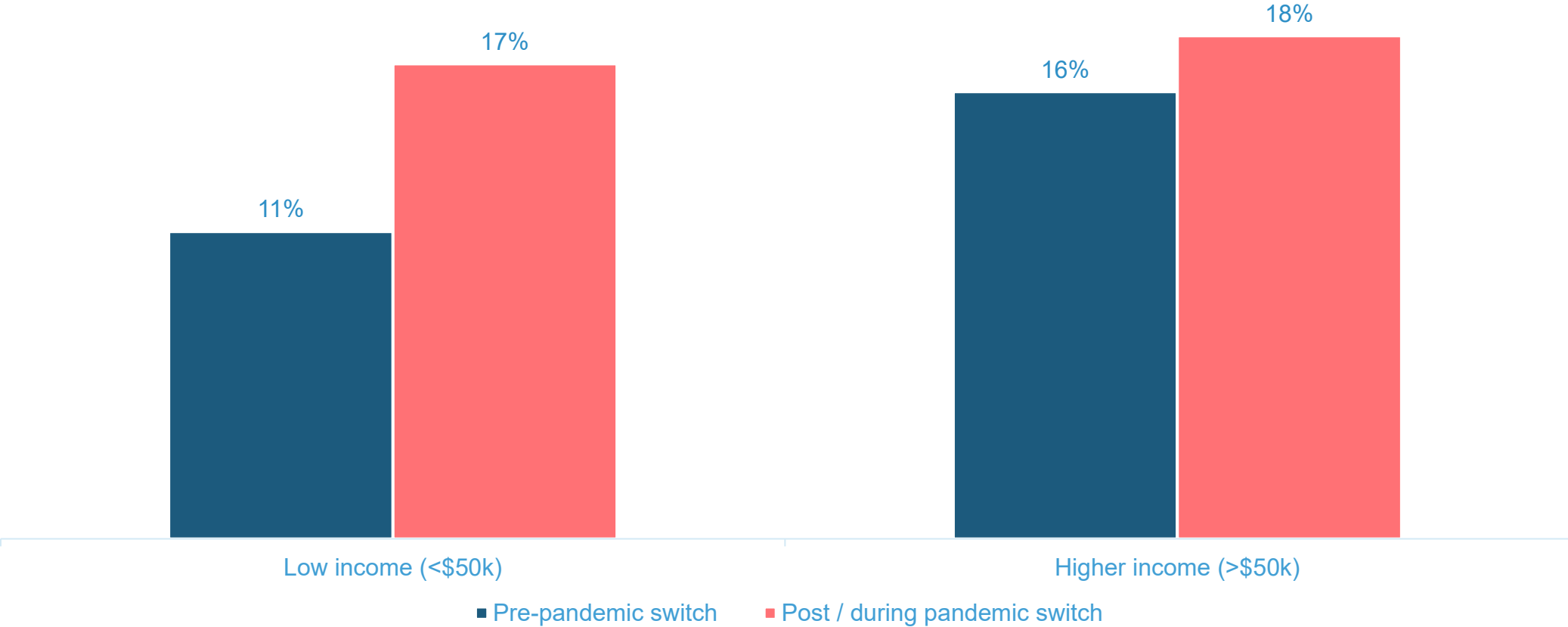
# The Switchers – By Race and Income

% of parents reporting they switched types of school for a child by pre/post-pandemic timeframe



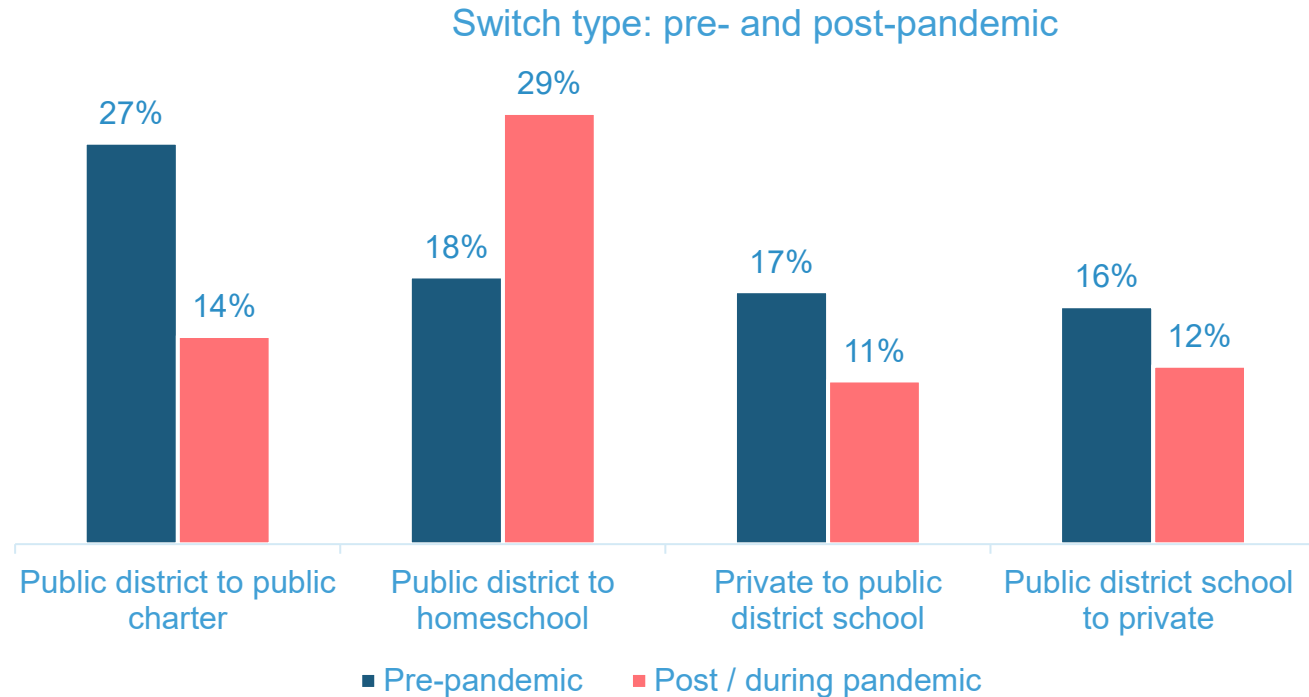
# The Switchers – By Race and Income

% of parents reporting they switched types of school for a child by pre/post-pandemic timeframe



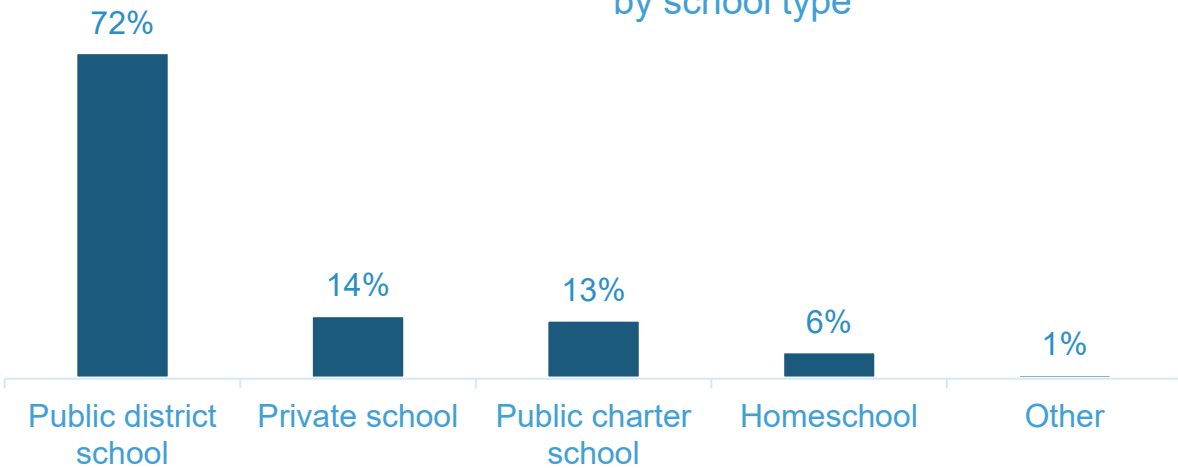
# Where did all the kids go?

Since March 2020, the most common type of switch is from public district school to homeschool (29%), followed by public district school to public charter school (14%), and public district school to private school (12%).

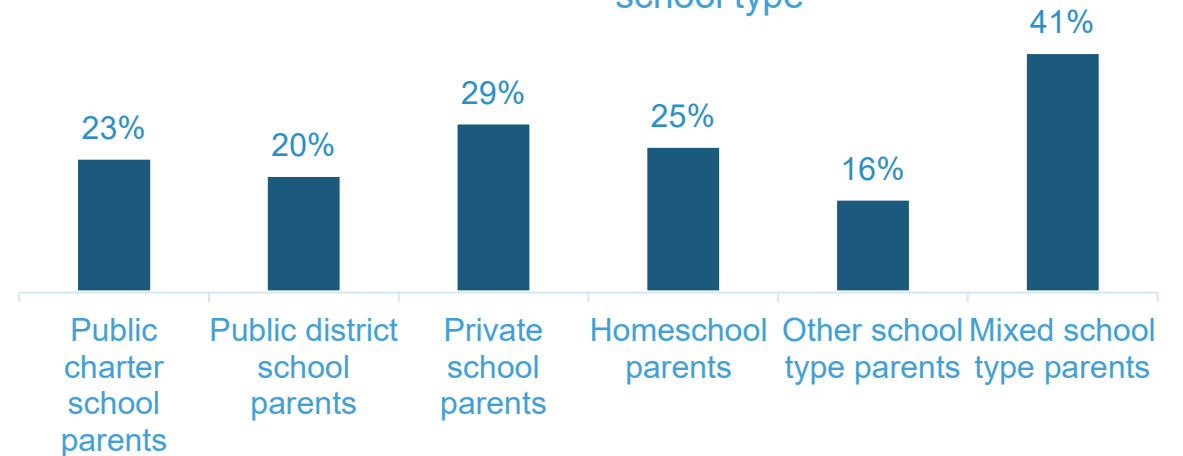


# Early Learners Likely to Learn in Different Settings

% of parents who have children enrolled in grades PK-12 by school type

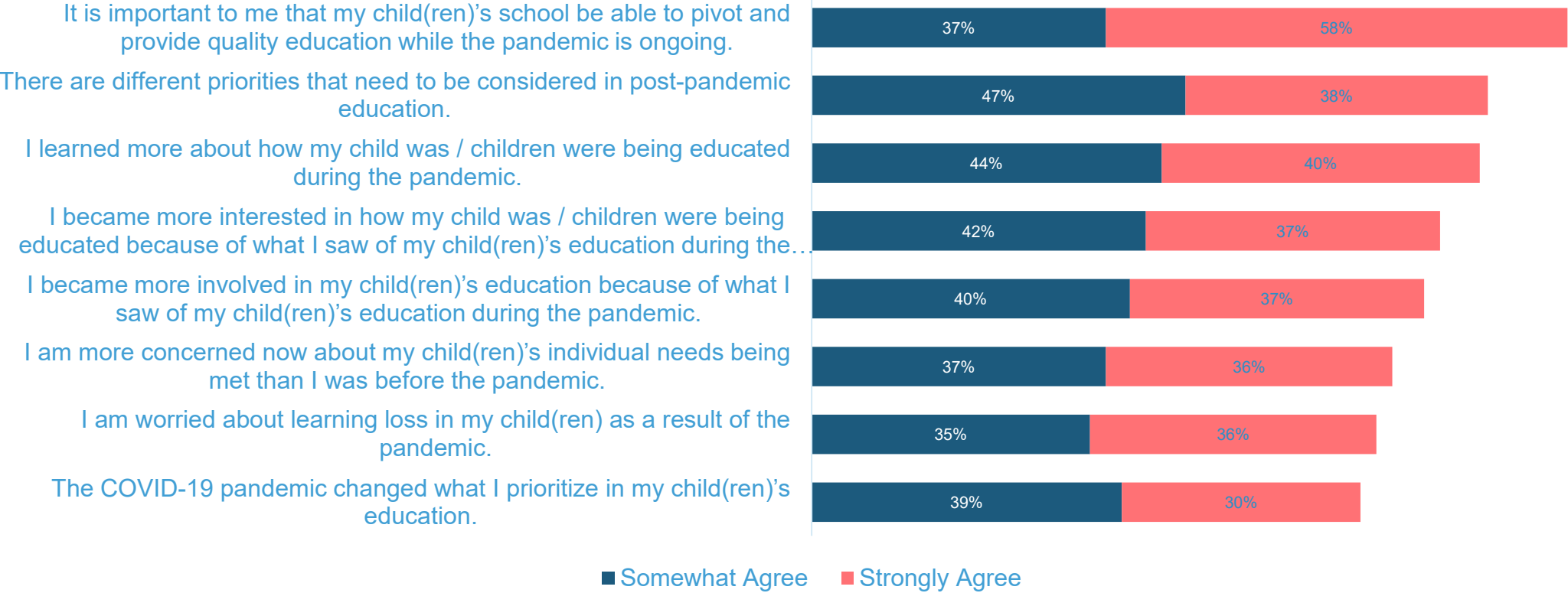


% of parents who have a child in Pre-K / Kindergarten by school type



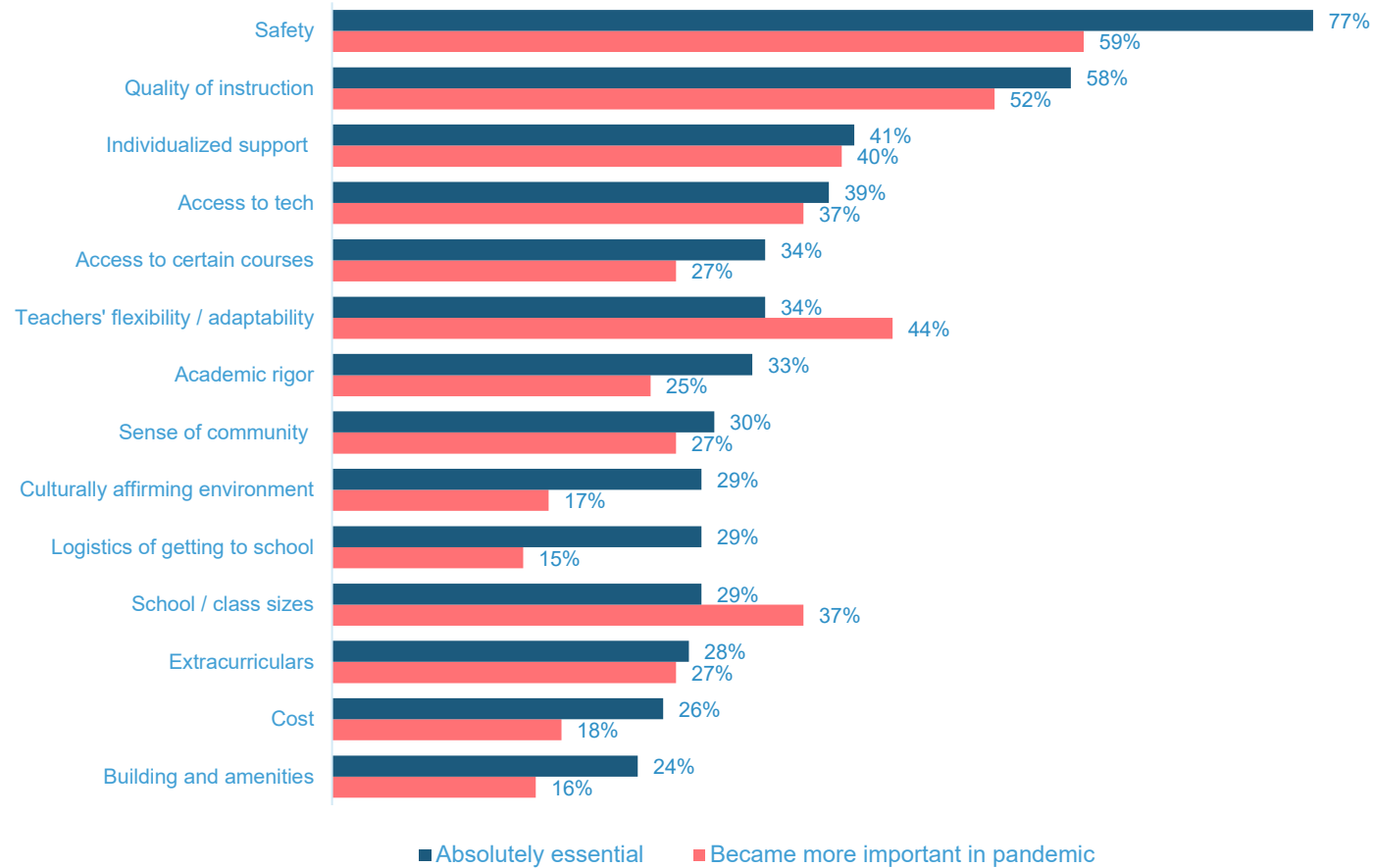
# Parent Views on Education Post-Pandemic

Level of agreement about child's education in light of the pandemic



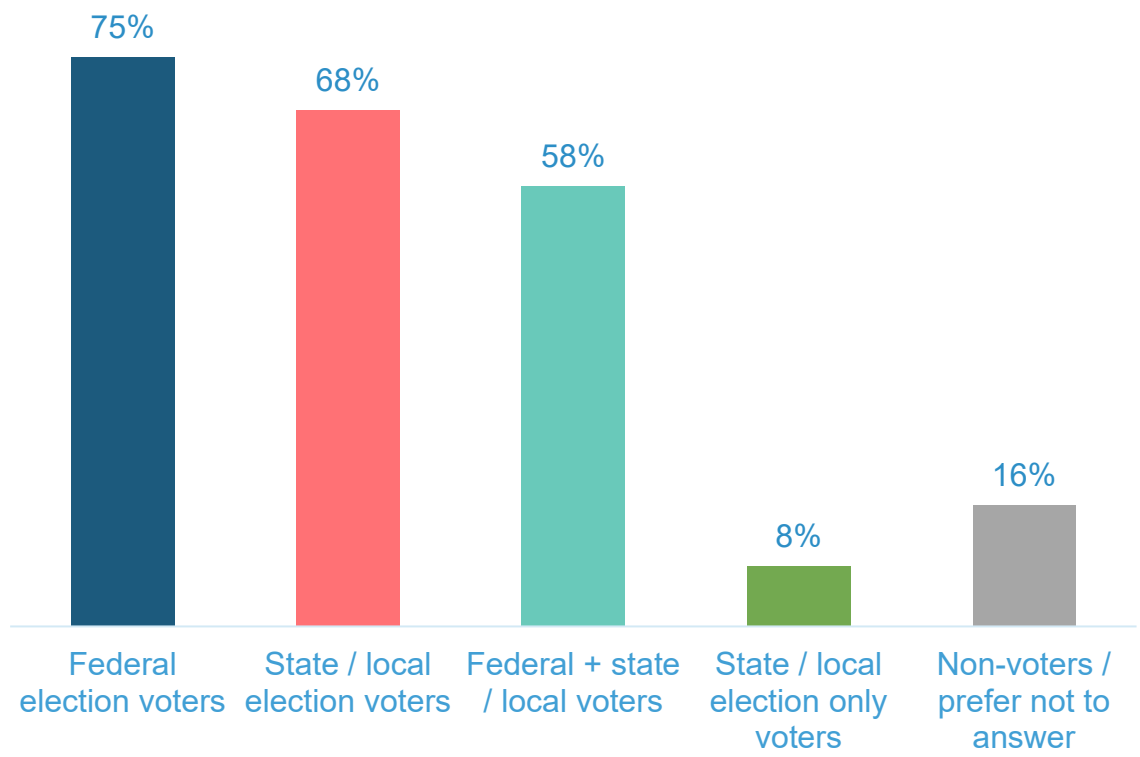
# Educating the Whole Child

% of parents rating the following factors as absolutely essential and became more important in the pandemic

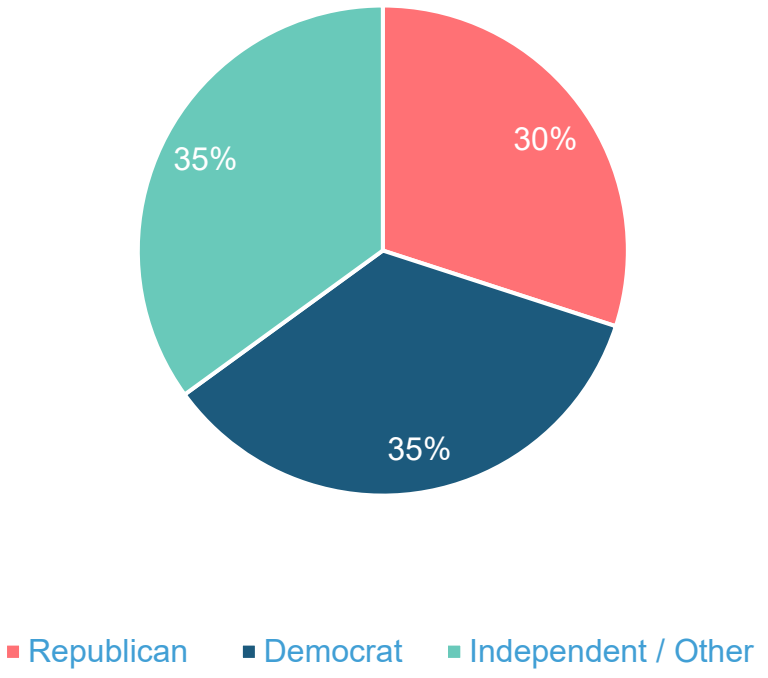


# Parents as Voters

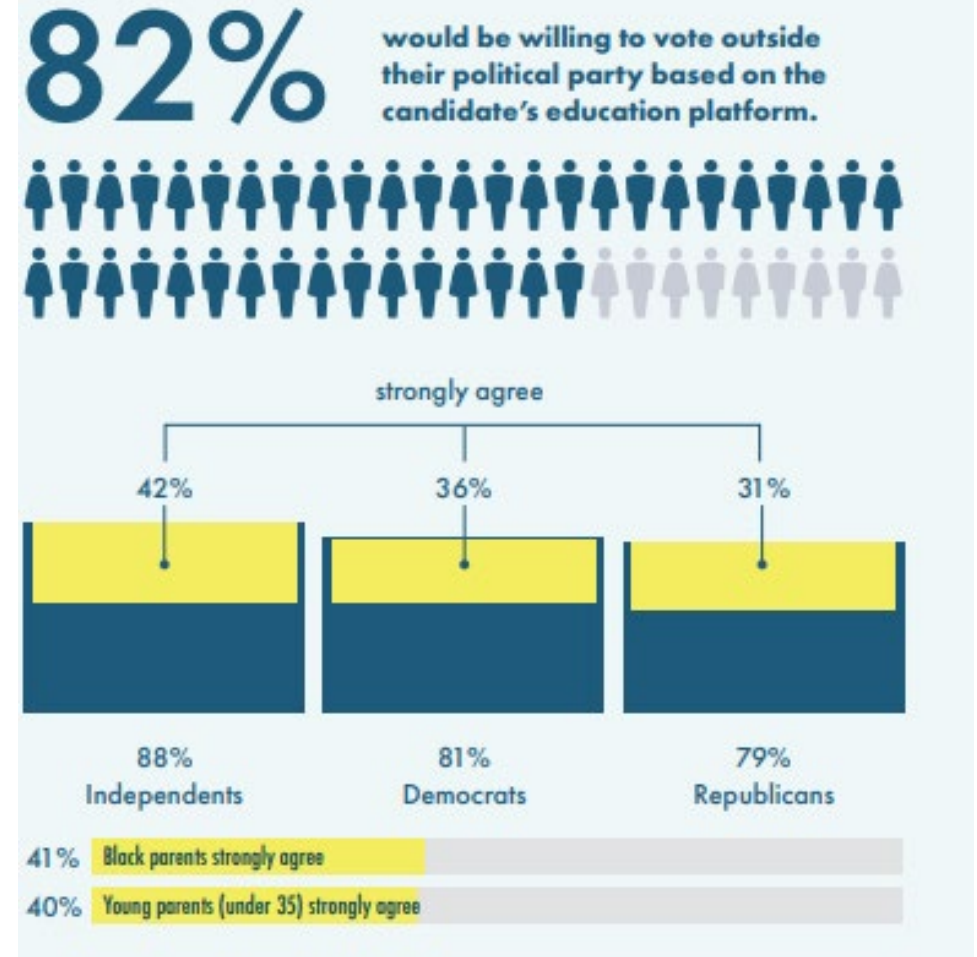
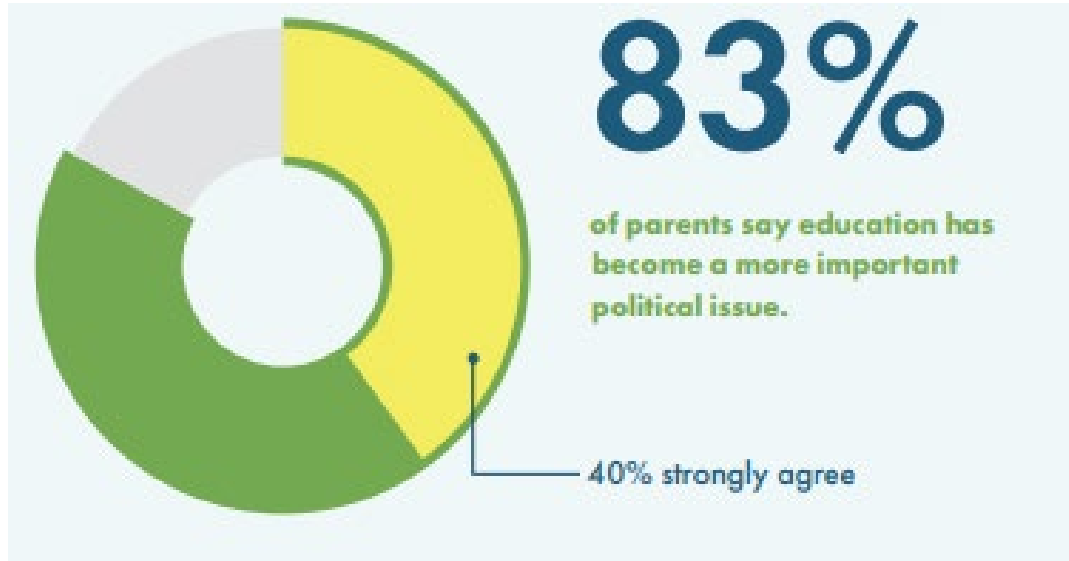
% of parents who vote by election type



Self-reported political consideration

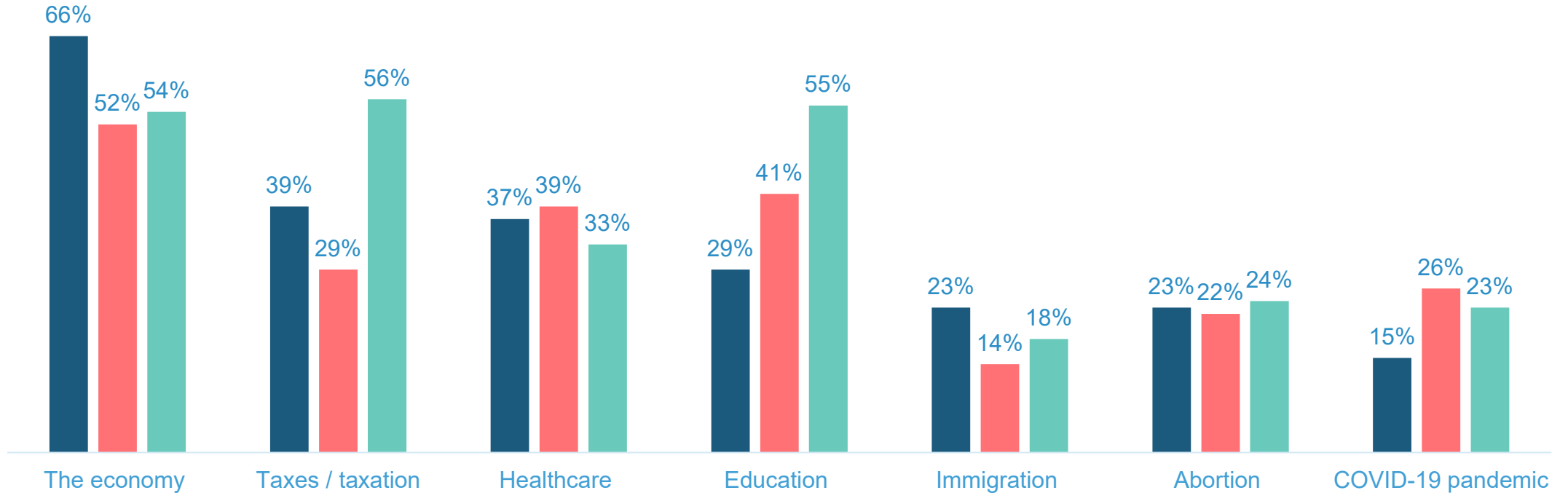


# Is the Education Voter the New Swing Voter?



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Top Voting Considerations



■ Federal election considerations (n=3772)

■ State / local election considerations (state / local voters only) (n=423)

■ More important when voting in state / local elections (federal + state / local voters) (n=2915)

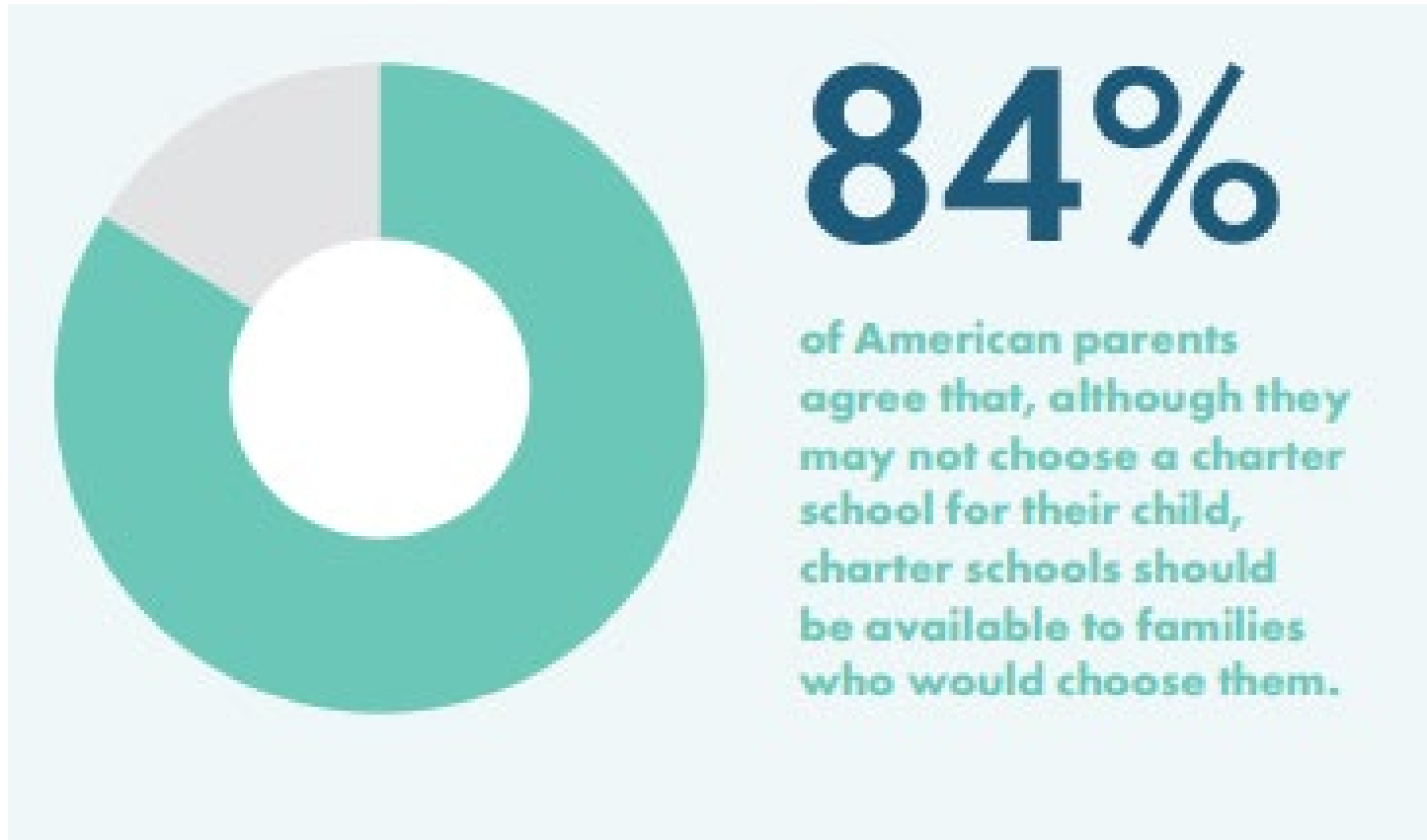
# Snapshot of the New Education Voter

Gwen Samuel, a life-long Democrat, education advocate, and mom from Connecticut, is one parent who recently switched her party affiliation to Republican due to views on education.

**“Our babies need schooling options now. Period. Education options help them move from surviving the pandemic to thriving despite the pandemic. I need to cast my vote for people who share my vision for expanding education opportunities for our future workforce.”**

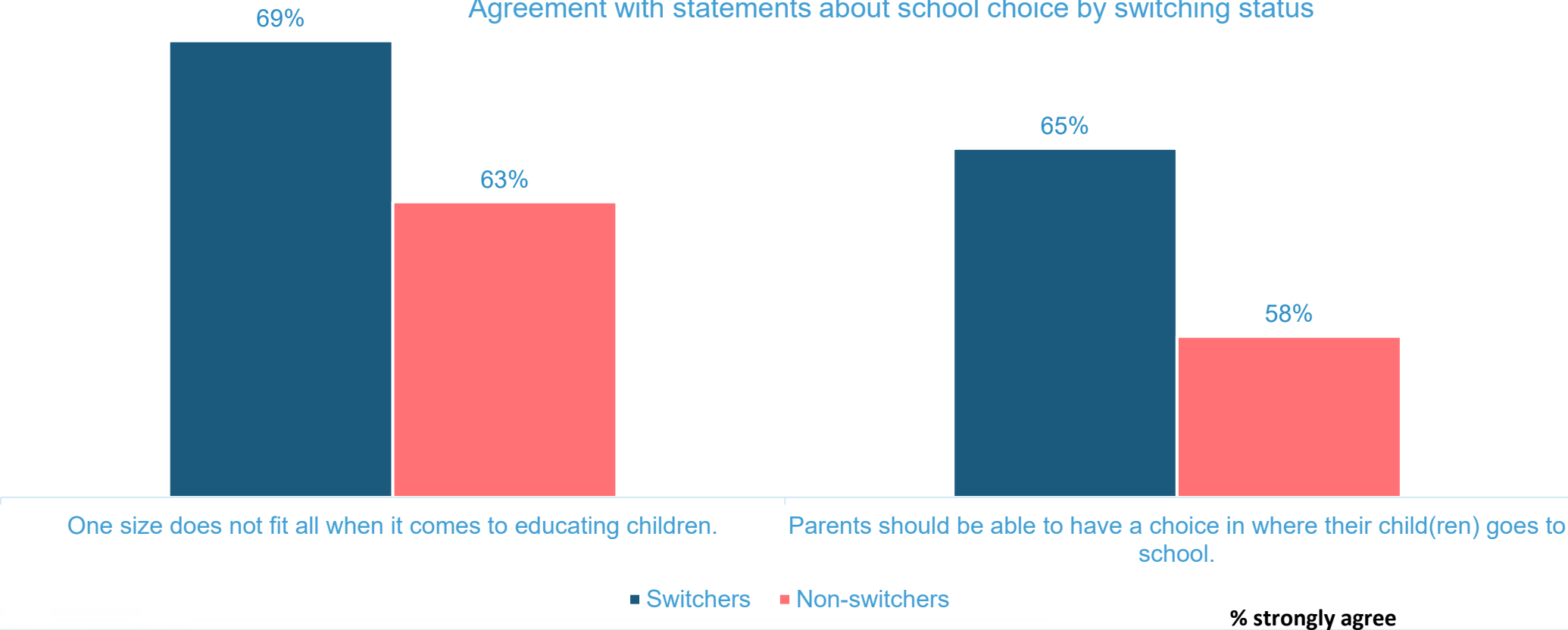


# The New Altruism



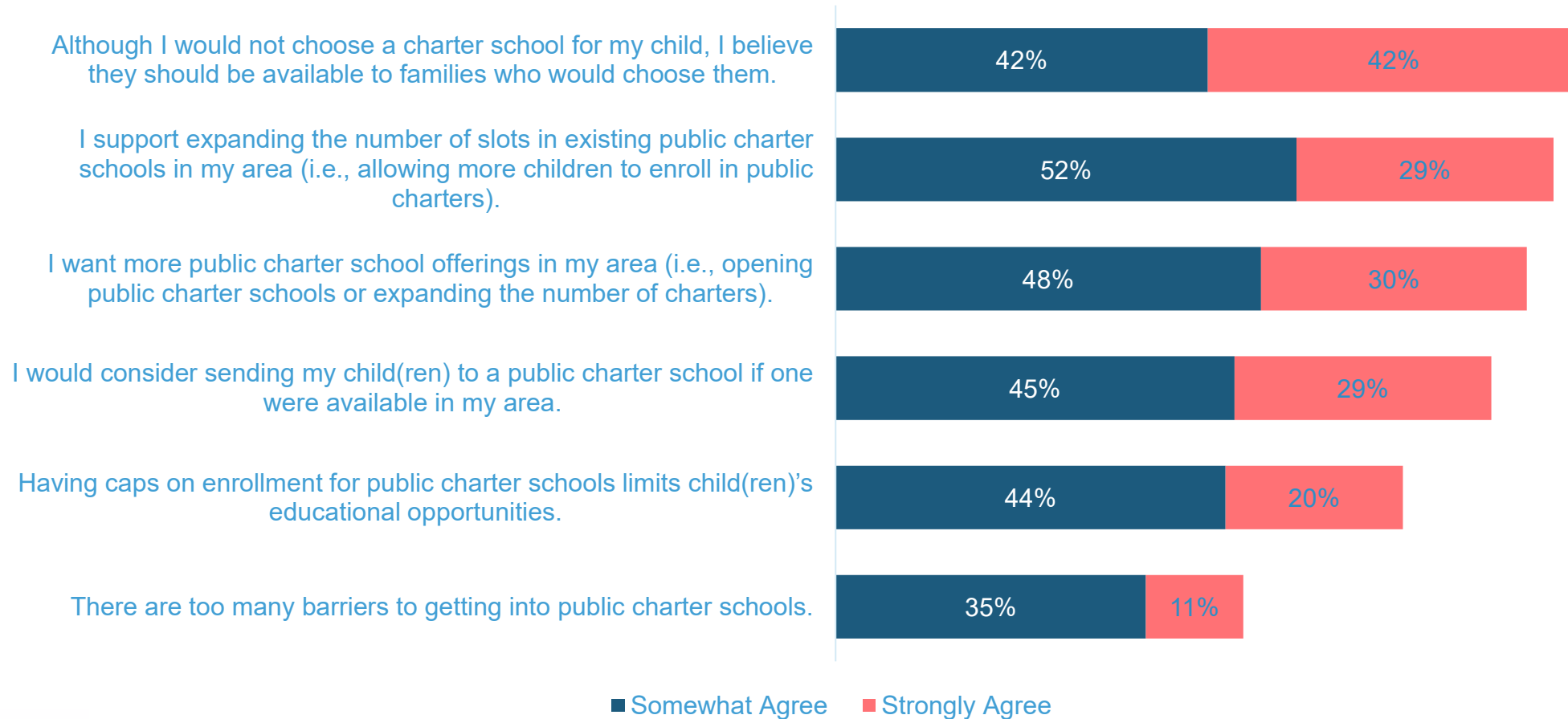
# Parents Want Options – For Themselves and Others

Agreement with statements about school choice by switching status



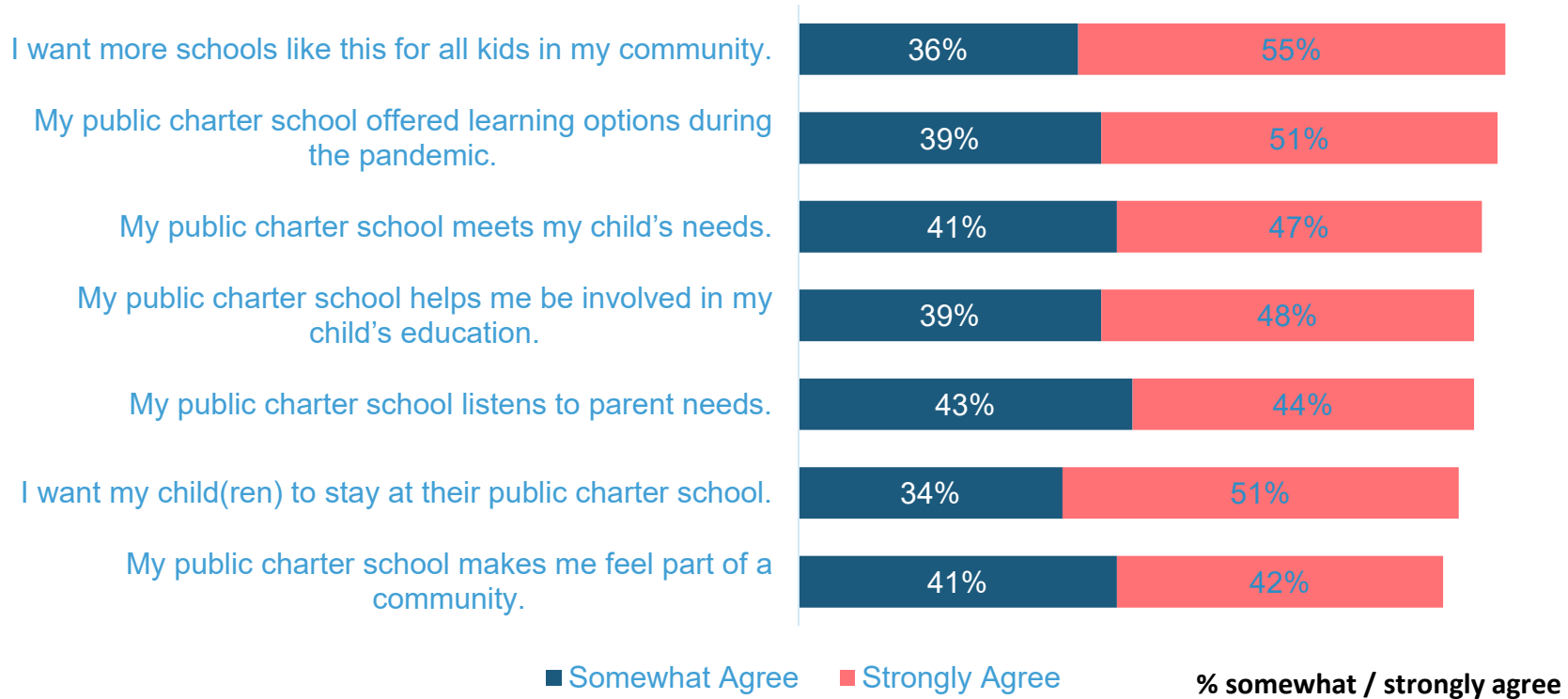
# Demand for Charter Schools is High

Level of agreement with statements about charter schools



# Charter Parents Are Happy; Want More

Level of agreement with statements about charter schools



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**VIEW THE PRESS RELEASE**