

AMERICAN FEDERATION  
*for Children*

# School Choice Polling



John Della Volpe  
(Joe Biden's pollster)



Brad Coker



Debbie Beck  
(Democratic pollster)

# School Choice Polling Consistency

*National voter survey support %*

## Beck Research

<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
69%	70%	68%	63%	67%	69%	65%

## Real Clear Opinion Research

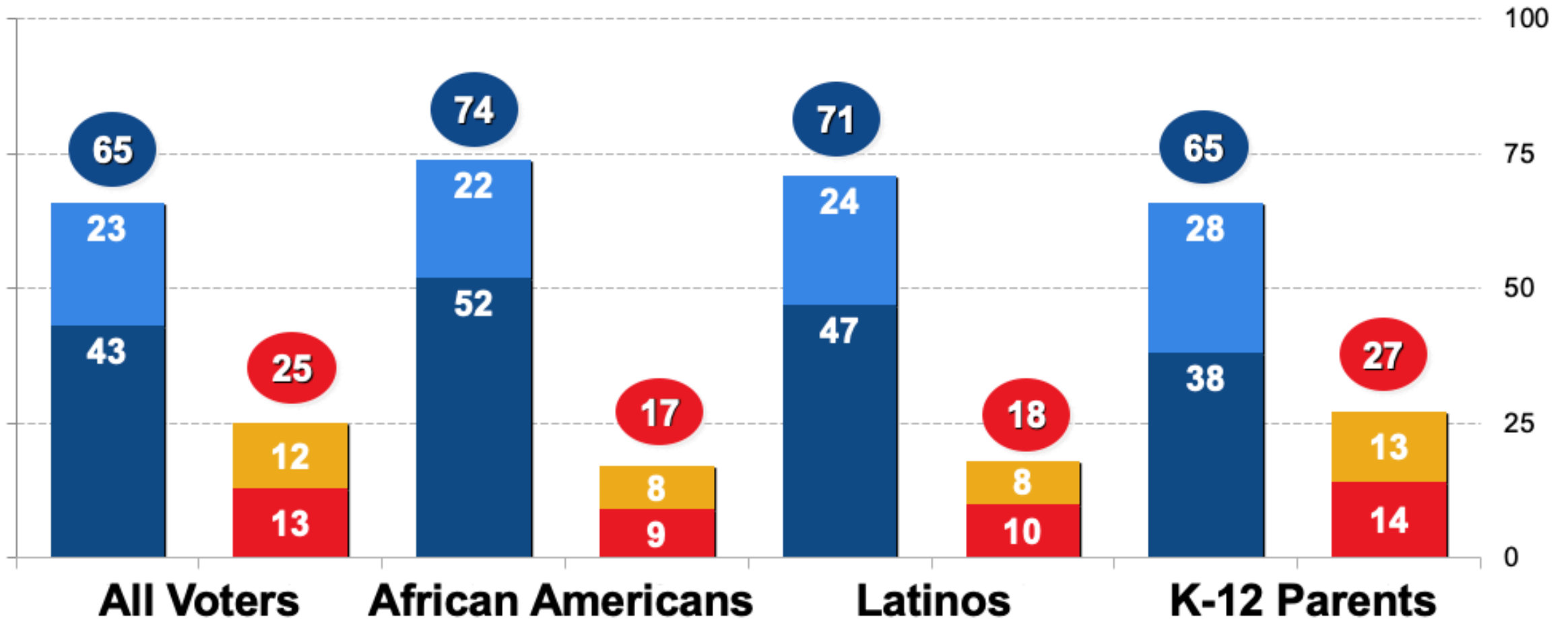
<b>Sep 2019</b>	<b>April 2020</b>	<b>Aug 2020</b>	<b>Mar 2021</b>
68%	64%	69%	TBD

## Mason-Dixon

<b>June 2019</b>
73%

# Beck Research – January 2021

■ Strongly Favor   ■ Somewhat Favor   ■ Strongly Oppose   ■ Somewhat Oppose



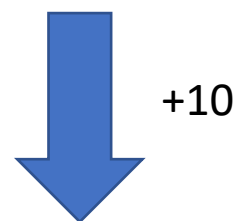
# Pandemic Impact: Booming Public School Parent Demand

“**School choice** gives parents the right to use the tax dollars designated for their child's education to send their child to the public or private school which best serves their needs. Generally speaking, would you say you support or oppose the **concept of school choice?**”

April 2020

Total Support	GOP	DEM	Public School Parents	Millennial	Black	Latino
64%	75%	59%	67%	67%	68%	63%

August 2020



Total Support	GOP	DEM	Public School Parents	Millennial	Black	Latino
69%	79%	63%	77%	70%	70%	70%

# Specific school choice policy for Governors

“Recent federal legislation gave governors new funding they can use for K-12 education. Some governors have let families control the funds for the purchase of education technology and materials, private school tuition, and home education. Would you support or oppose your **governor sending the funding directly to families and allowing them to choose how to use those funds** to support their child’s education?”

August 2020

Total Support	GOP	DEM	Public School Parents	Millennial	Black	Latino
67%	66%	68%	78%	73%	68%	72%

# Specific per-pupil spending/reopening question

“On average, American taxpayers spend **\$15,424 per student nationwide** on K-12 public education. Would you support or oppose giving parents a portion of those funds to use for home, virtual, or private education **if public schools do not reopen for in-person classes?**”

August 2020

Total Support	GOP	DEM	Public School Parents	Millennial	Black	Latino
73%	76%	72%	80%	75%	73%	71%

# Specificity Helps with Democrats

“School choice gives parents the right to use the tax dollars designated for their child's education to send their child to the public or private school which best serves their needs. Generally speaking, would you say you support or oppose **the concept of school choice?**”

**Democrats: 63%**  
Republicans: 79% } -16

“On average, American taxpayers spend **\$15,424 per** student nationwide on K-12 public education. Would you support or oppose giving parents a portion of those funds to use for home, virtual, or private education **if public schools do not reopen for in-person classes?**”

**Democrats: 72%**  
Republicans: 76% } -4

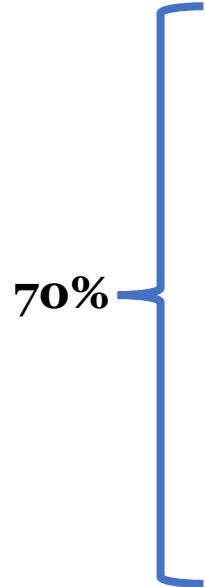
“Recent federal legislation gave governors new funding they can use for K-12 education. Some governors have let families control the funds for the purchase of education technology and materials, private school tuition, and home education. Would you support or oppose **your governor sending the funding directly to families and allowing them to choose** how to use those funds to support their child's education?”

**Democrats: 68%**  
Republicans: 66% } +2

# Strong, Consistent Preference for Non-District Options

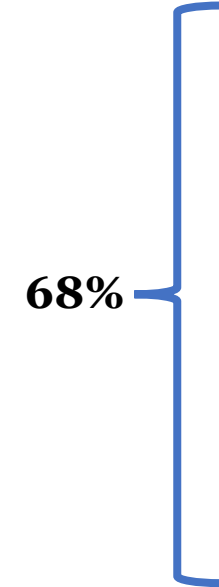
“If it were your decision and you could select any type of school, what type of school would you select in order to obtain the best education for your child?”

Fall 2019



	Total
Public schools	30%
Private religious schools	18%
Private non-religious schools	21%
Public Charter schools	13%
Home School	10%
Virtual School	6%

Fall 2020



	Total
Public schools	32%
Private religious schools	14%
Private non-religious schools	15%
Public Charter schools	13%
Home School	15%
Virtual School	11%



# 70 – 70 – 70

- Roughly 70% of people support the concept of school choice
- Roughly 70% of people want their kids to go to a school of their choice, not an assigned district school
- In Miami-Dade, where choice is flourishing, nearly 70% of families attend a school that *isn't* their assigned district school