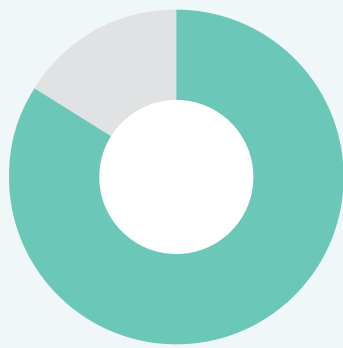


IS THE “EDUCATION VOTER” THE NEW SWING VOTER?

SNEAK PEEK – New data suggests education could become a single voter issue among parents, regardless of political party affiliation

A recent national poll of 5,000 parents conducted by The Harris Poll and commissioned by the National Alliance for Public Charter Schools examined families’ educational choices and patterns, satisfaction with school options, and the likely significance of education as an issue in upcoming elections. The full report will be released later this summer.

Among key findings from the poll, data suggest education voters are the new “swing” voters – for many, education has risen in importance when it comes to key considerations when they head to the polls. Republicans and Democrats alike support and want more charter schools, and many voters are willing to vote for either party, depending on the candidate’s stance on education issues.



84%

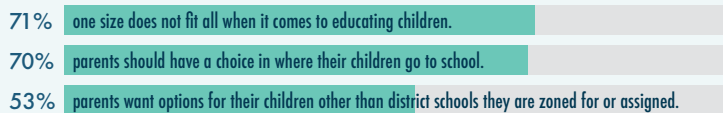
of American parents agree that, although they may not choose a charter school for their child, charter schools should be available to families who would choose them.

82%

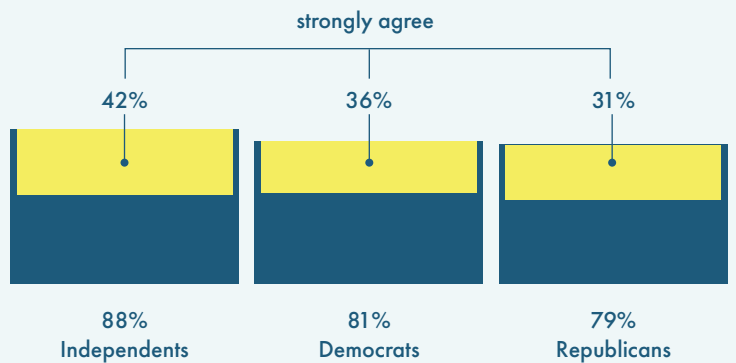
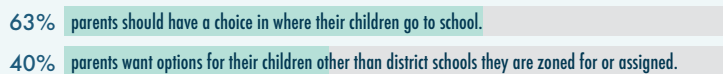
would be willing to vote outside their political party based on the candidate’s education platform.



Black parents strongly agree:



Hispanic parents strongly agree:



3 in 4 parents say they:

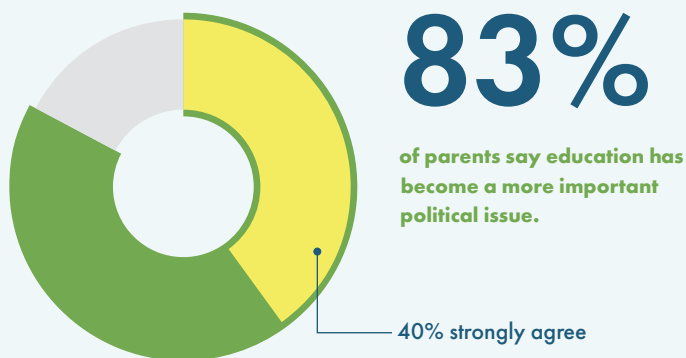
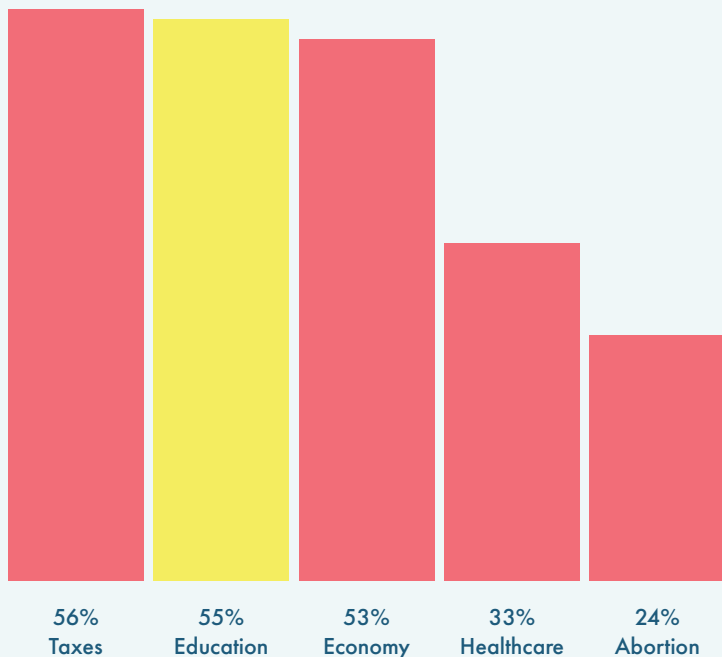
- would consider sending their child to a public charter school if one were available in their area
- want more public charter school offerings in their area
- support expanding the number of slots in existing public charter schools in their area

Parents have greater satisfaction with charter schools than district schools.



IS THE “EDUCATION VOTER” THE NEW SWING VOTER?

For parents who vote in both federal and state/local elections, education is the second most important issue.



Methodology

The research was conducted online in the USA by The Harris Poll on behalf of the National Alliance for Public Charter Schools (NAPCS) among 5,002 parents with school-aged children, defined as US 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 19th and May 31st, 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. As such, the findings are representative and projectable onto the total US population of interest, i.e., parents with school-aged children (pre-kindergarten to 12th grade).

Respondents for this survey were selected from among those who have agreed to participate in our surveys. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within ± 1.9 percentage points using a 95% confidence level. This credible interval will be wider among subsets of the surveyed population of interest. All sample surveys and polls, whether or not they use probability sampling, are subject to other multiple sources of error which are most often not possible to quantify or estimate, including, but not limited to coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments.



For more information and to receive the full report this summer from the National Alliance, please contact pressroom@publiccharters.org.