EDCHOICE GEN POP QUESTIONNAIRE

AUGUST 2026

MORNING CONSULT®

ECdem3
Are you the parent or guardian of a child? Select all that apply.

1. Parent of a child under 18 living in your household
2. Parent of a child under 18 not living in your household
3. Parent of a child over 18
4. I am not a parent

ECdem4
[IF ECdem3==1]
Are any of the children in your household enrolled in school from kindergarten through high school?

1. Yes
2. No

ECdem7
[IF ECdem4==1]
How many children in your household are enrolled in school from kindergarten through high school?
[DROP-DOWN]

1. 1
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7
8. 8
9. 9
10. 10+

demState
In which state do you currently reside? **[DROP DOWN]**

demZip
What is your five-digit ZIP Code? **[OPEN END]**

EC65
[IF ECdem4==1]
Has a health or education professional told you that any of your children have a physical, learning or social/emotional disability?

1. Yes
2. No
3. Don't Know

EC64
[IF EC65==1]
An Individualized Education Program (IEP) is a written plan developed by a team of parents and staff for a student that requires special services in a public school. To be enrolled in an IEP a student must have a physical, learning, or social/emotional disability.

How many of your children, if any, are receiving services provided by your school or school district through an Individualized Education Program (IEP), or a similar special services plan? **[DROP-DOWN, CARRY OVER UP TO NUMBER SELECTED IN ECdem6]**

1. 0
2. 1
3. 2
4. 3
5. 4
6. 5
7. 6
8. 7
9. 8
10. 9
11. 10+

EC48p
[SHOW IF ECdem4=1, NUMBER OF ROWS BASED ON ECdem7 UP TO 10, TERMINATE IF ECdem7==8:10 AND 3 or more children are in the same grade]
Please tell us the grade level for each of your children; and what kind of school each child is attending this UPCOMING school year (2026-27).

	Grade entering this UPCOMING school year (2026-27)	Where is she/he attending school this UPCOMING school year (2026-27)
Oldest Child in K–12 (#1)	**DROP DOWN/OPTIONS:** Kindergarten to 12th Grade	**DROP DOWN/OPTIONS:** • Charter School • Home School (Parent-directed) • Private School • Regular Public/District School (INSIDE your school district) • Public/District School (OUTSIDE your school district) • Don't Know/Unsure
Next Oldest Child in K–12 (#2)		
Next Oldest Child in K-12 (#N…)		

demAgeFull
What is your age? **[OPEN END]**

demGender
What is your gender?

1. Male
2. Female

demEduFull
What is the last grade or class you completed in school?

1. None, or grade 1-8
2. High school incomplete (grade 9-11)
3. High school diploma or equivalent, no further schooling
4. Technical or vocational school after high school
5. Some college, no degree
6. Associate's or two-year college degree
7. Four-year college degree
8. Graduate or professional school after college, no degree
9. Graduate or professional degree

demHisp
Are you, yourself, of Hispanic origin or descent, such as Mexican, Puerto Rican, Cuban, or some other Spanish background?

1. Yes
2. No

demRace
Which term below best describes your race or background?

1. American Indian
2. Asian American
3. Black
4. White
5. Other

demPidNoLn
Generally speaking, do you think of yourself as..

1. Republican
2. Democrat
3. Independent
4. Something else

demPidlean
[ASK IF REPUBLICAN OR DEMOCRAT]
Would you call yourself a strong [Republican/Democrat] or a not very strong [Republican/Democrat]?

1. Strong [Republican/Democrat]
2. Not very strong [Republican/Democrat]

demInc
Which category represents the total combined income of all members of your HOUSEHOLD during the past 12 months?

This includes money from jobs, net income from business, farm or rent, pensions, dividends, interest, social security payments and any other money income received by members of your family who are 15 years of age or older.

1. Under 20 thousand dollars
2. 20 to under 35 thousand
3. 35 to 50 thousand
4. 50 to 75 thousand
5. 75 to under 100 thousand
6. 100 thousand or more

ECdem1
Would you consider where you live to be…

1. An urban area
2. A suburban area
3. A small town
4. A rural area

EC1
Do you feel things in K-12 Education are generally going in the right direction, or do you feel things have generally gotten off on the wrong track? **[MATRIX] [RANDOMIZE]**

1. Nationwide
2. In your state
3. In your local school district

1. Right Direction
2. Wrong Track
3. Don't Know/ No Opinion **[ANCHOR]**

EC2a
[SPLIT==A]
What do you believe should be the main purpose of education during **Kindergarten through 8th grade**? In your opinion, how important is it for students to learn… **[MATRIX] [RANDOMIZE ORDER]**

1. Skills for future employment
2. To fix social problems
3. Values, moral character, or religious virtues
4. How to be good citizens
5. To become independent thinkers
6. How to interact with others (socialization)
7. Core academic subjects (e.g. reading, math, science)

1. Extremely Important
2. Very Important
3. Somewhat Important
4. Not That Important
5. Not At All Important
6. Don't Know/ No Opinion

EC2b
[SPLIT==A]
What do you believe should be the main purpose of education during **High School (9th through 12th grade)**? In your opinion, how important is it for students to learn… **[MATRIX] [RANDOMIZE ORDER]**

1. Skills for future employment
2. To fix social problems
3. Values, moral character, or religious virtues
4. How to be good citizens
5. To become independent thinkers
6. How to interact with others (socialization)
7. Core academic subjects (e.g. reading, math, science)

1. Extremely Important
2. Very Important
3. Somewhat Important
4. Not That Important
5. Not At All Important
6. Don't Know/ No Opinion

EC2c
[SPLIT==B]
What do you believe should be the main purpose of education during **Kindergarten through 8th grade**? Please consider the following educational purposes **and rank them from most to least important**… **[RANDOMIZE] [RANK ORDER]**

Place the purpose you rank as the most important at the top, and the purpose you rank as the least important at the bottom.

1. Skills for future employment
2. To fix social problems
3. Values, moral character, or religious virtues
4. How to be good citizens
5. To become independent thinkers
6. How to interact with others (socialization)
7. Core academic subjects (e.g. reading, math, science)

EC2d
[SPLIT==B]
What do you believe should be the main purpose of education during **High School (9th through 12th grade)**? Please consider the following educational purposes **and rank them from most to least important**… **[RANDOMIZE] [RANK ORDER]**

Place the purpose you rank as the most important at the top, and the purpose you rank as the least important at the bottom.

1. Skills for future employment
2. To fix social problems
3. Values, moral character, or religious virtues
4. How to be good citizens
5. To become independent thinkers
6. How to interact with others (socialization)
7. Core academic subjects (e.g. reading, math, science)

EC6a
[IF ECdem3==1,2,3]
What types of schools have any of your children been enrolled in for at least one full school year? Please select all that apply. **[RANDOMIZE 1-6] [SELECT ALL]**

1. Public Charter School (often called “Charter School”)
2. Home School
3. Private School – Religious, Parochial
4. Private School – Non-religious, Secular
5. Public District School – Inside your school district
6. Public District School – Outside of your school district
7. None of these **[EXCLUSIVE]**

EC7
[IF ECdem3==1,2,3 AND EC6a==1:6]
To what extent are you satisfied or dissatisfied with your child’s/children’s experiences with the following types of schooling? **[MATRIX] [RANDOMIZE] [SELECTED EC6a]**

1. Public Charter School (often called “Charter School”)
2. Home School
3. Private School – Religious, Parochial
4. Private School – Non-religious, Secular
5. Public District School – Inside your school district
6. Public District School – Outside of your school district

1. Very Satisfied
2. Somewhat Satisfied
3. Somewhat Dissatisfied
4. Very Dissatisfied
5. Don’t Know / No Opinion

EC8
How much do you think is spent per year on each student in your state’s **public schools**? Your estimate of the state average–to the nearest thousand dollars–will represent the combined expenditures of local, state, and federal governments. **[OPEN END]**

EC9a
[RANDOM SPLIT SAMPLE]
Do you believe public school funding in **[INSERT STATE]** is: **[ROTATE 1:2]**

1. Too High
2. Too Low
3. About Right

EC9b
[RANDOM SPLIT SAMPLE]
On average, **[INSERT STATE]** spends **[INSERT STATE AVERAGE]** per student attending public school each year. Do you believe public school funding is: **[ROTATE 1:2]**

1. Too High
2. Too Low
3. About Right

EC21a
If given the option, what type of school would you select in order to obtain the best education for your child? **[RANDOMIZE]**

1. Charter School (or Public Charter School)
2. Home School
3. Private School – Religious, Parochial
4. Private School – Non-religious, Secular
5. Public District School – Inside your school district
6. Public District School – Outside of your school district
7. Don't Know/ No Opinion

EC10a
Based on what you know, or have heard from others… In general, what is your opinion of **"charter schools"** in K–12 education? **[ROTATE 1:4]**

1. Strongly Support
2. Somewhat Support
3. Somewhat Oppose
4. Strongly Oppose
5. Don't Know/ No Opinion
6. Never Heard of Charter Schools

EC12a
Charter schools are public schools that have more control over their own budget, staff, and curriculum, and are exempt from many existing public school regulations. In general, what is your opinion of public charter schools? **[ROTATE 1:4]**

1. Strongly Support
2. Somewhat Support
3. Somewhat Oppose
4. Strongly Oppose
5. Don't Know/ No Opinion

EC13c
Based on what you know, or have heard from others… In general, what is your opinion of **"school vouchers"** in K–12 education? **[ROTATE 1:4]**

1. Strongly Support
2. Somewhat Support
3. Somewhat Oppose
4. Strongly Oppose
5. Don't Know/ No Opinion
6. Never Heard of School Vouchers

EC14a
A **school voucher** system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools.

If this policy were adopted, tax dollars currently allocated to a school district would be allocated to parents in the form of a "school voucher" to pay partial or full tuition for the child's school. In general, what is your opinion of school voucher systems? **[ROTATE 1:4]**

1. Strongly Support
2. Somewhat Support
3. Somewhat Oppose
4. Strongly Oppose
5. Don't Know/ No Opinion

EC15a
Based on what you know, or have heard from others… In general, what is your opinion of **"education savings accounts"** in K–12 education? **[ROTATE 1:4]**

1. Strongly Support
2. Somewhat Support
3. Somewhat Oppose
4. Strongly Oppose
5. Don't Know/ No Opinion
6. Never Heard of Education Savings Accounts

EC16a
An "education savings account" in K–12 education – **often called an ESA** – establishes for parents a government-authorized savings account with restricted, but multiple uses for educational purposes. Parents can then use these funds to pay for: school tuition; tutoring; online education programs; therapies for students with special needs; textbooks or other instructional materials; or save for future college expenses. In general, what is your opinion of an ESA system? **[ROTATE 1:4]**

1. Strongly Support
2. Somewhat Support
3. Somewhat Oppose
4. Strongly Oppose
5. Don't Know/ No Opinion

EC150a
[SPLIT==A]
Some people believe that ESAs should be available to all families, regardless of incomes and special needs. Do you agree or disagree with that statement?

1. Strongly Agree
2. Somewhat Agree
3. Somewhat Disagree
4. Strongly Disagree
5. Don't Know/ No Opinion

EC150b
[SPLIT==B]
Some people believe that ESAs should only be available to families based on financial need. Do you agree or disagree with that statement?

1. Strongly Agree
2. Somewhat Agree
3. Somewhat Disagree
4. Strongly Disagree
5. Don't Know/ No Opinion

EC306
[MULTIPLE CHOICE; SELECT UP TO 3]
If you received your state's average per-student public school funding (**[INSERT STATE AVERAGE]**) through an Education Savings Account (ESA) to use for your child's education, which of the following would you use the funds to purchase? Please select up to three.

1. Private school tuition
2. Tutoring
3. Online education courses
4. Educational therapies (for students with special needs)
5. Textbooks or other instructional materials
6. Disability evaluations or assessments
7. Academic testing fees (for example, for AP tests or the SAT)
8. Transportation to school
9. Homeschool curriculum
10. Uniforms
11. Miscellaneous school supplies
12. College classes
13. Other **[OPEN END; ANCHOR]**
14. None of the above **[ANCHOR]**

EC269
A "refundable tax credit" is a refund payment to taxpayers from the government for qualifying expenses, even if taxes owed are less than the refund amount. A refundable tax credit in K-12 education would allow families to cover qualifying education expenses, such as private school tuition and fees, tutoring, textbooks, standardized assessments, or homeschooling costs. In general, what is your opinion of refundable tax credits in K-12 education? **[ROTATE 1:4]**

1. Strongly Support
2. Somewhat Support
3. Somewhat Oppose
4. Strongly Oppose
5. Don't Know/ No Opinion

EC286
When you filed your federal income taxes for the most recent tax year, did you (or someone in your household) claim any of the following federal tax credits? Please select all that apply. **[ROTATE] [SELECT ALL]**

1. Child Tax Credit
2. Earned Income Tax Credit (EITC)
3. American Opportunity Tax Credit (AOTC)
4. Lifetime Learning Credit (LLC)
5. I did not file federal income taxes **[ANCHOR] [EXCLUSIVE]**
6. Don't Know/Don't Remember **[ANCHOR] [EXCLUSIVE]**
7. Prefer not to say **[ANCHOR] [EXCLUSIVE]**

EC287
Before today, how much had you heard about the new federal tax credit for education that allows individuals to receive up to a $1,700 credit for donating to scholarship-granting organizations, which provide education scholarships to eligible K-12 students?

1. A great deal
2. A lot
3. Some
4. Not that much
5. Nothing at all
6. Don't know/No opinion

EC288
States may choose to opt in to participate in a new federal tax credit for education that allows individuals to donate to eligible K–12 scholarship-granting organizations in exchange for a federal tax credit of up to $1,700. These organizations provide scholarships or education-related assistance to eligible K–12 students.

Overall, do you support or oppose **your state** participating in this federal tax credit? **[ROTATE]**

1. Strongly support
2. Somewhat support
3. Somewhat oppose
4. Strongly oppose
5. Don't Know/No Opinion **[ANCHOR]**

EC307
[MATRIX]
Based on what you know about public schools, do you think there should be more or fewer of the following types of employees at the public school(s) in your district?

1. **Teachers**
2. **Teacher aides** (also called paraprofessionals, who help teachers in the classroom)
3. **School support staf**f (supporting students and administrators at a single school, such as counselors, nurses, librarians, clerical staff)
4. **District support staff** (providing direct support to district leadership, business office support, data processing, clerical staff, and also employees such as maintenance, bus drivers, security, food service workers)
5. **Administrative assistants in school and district offices** (who specifically assist principals and superintendents)

1. Much more
2. Somewhat more
3. About the same number
4. Somewhat fewer
5. Much fewer
6. Don't know/no opinion **[ANCHOR]**

EC165
[MATRIX] [ECdem4==1]
For this current school year, to what extent is it important that your child/children's classroom teachers have the following traits? **[RANDOMIZE]**

1. Collaborative
2. Subject Expert
3. Creative
4. Empathetic
5. Enthusiastic
6. Experienced
7. Female
8. Male
9. Organized
10. Patient
11. Strict

1. Extremely important
2. Very important
3. Somewhat important
4. Not that important
5. Not at all important
6. Don't know/No opinion

EC166
[MATRIX; ECdem4==1]
For this current school year, to what extent is it important that your child/children's school emphasizes the following values for students?

1. Ambition [SAMPLE == A]
2. Courage [SAMPLE == B]
3. Competition [SAMPLE == A]
4. Diligence [SAMPLE == B]
5. Diversity [SAMPLE == A]
6. Empathy [SAMPLE == B]
7. Excellence [SAMPLE == A]
8. Faithfulness [SAMPLE == B]
9. Generosity [SAMPLE == A]
10. Gratitude [SAMPLE == B]
11. Honesty [SAMPLE == A]
12. Humility [SAMPLE == B]
13. Inclusiveness [SAMPLE == A]
14. Kindness [SAMPLE == B]
15. Justice [SAMPLE == A]
16. Moderation [SAMPLE == B]
17. Perseverance [SAMPLE == A]
18. Prudence [SAMPLE == B]
19. Respect [SAMPLE == A]
20. Responsibility [SAMPLE == B]

1. Extremely important
2. Very important
3. Somewhat important
4. Not that important
5. Not at all important
6. Don't know/No opinion

EC167
[MATRIX; ECdem3==2,3,4 OR ECdem4==2]
For this current school year, to what extent is it important that schools in K-12 education emphasize the following values for students?

1. Ambition [SAMPLE == A]
2. Courage [SAMPLE == B]
3. Competition [SAMPLE == A]
4. Diligence [SAMPLE == B]
5. Diversity [SAMPLE == A]
6. Empathy [SAMPLE == B]
7. Excellence [SAMPLE == A]
8. Faithfulness [SAMPLE == B]
9. Generosity [SAMPLE == A]
10. Gratitude [SAMPLE == B]
11. Honesty [SAMPLE == A]
12. Humility [SAMPLE == B]
13. Inclusiveness [SAMPLE == A]
14. Kindness [SAMPLE == B]
15. Justice [SAMPLE == A]
16. Moderation [SAMPLE == B]
17. Perseverance [SAMPLE == A]
18. Prudence [SAMPLE == B]
19. Respect [SAMPLE == A]
20. Responsibility [SAMPLE == B]

1. Extremely important
2. Very important
3. Somewhat important
4. Not that important
5. Not at all important
6. Don’t know/No opinion

EC259a
[IF SPLIT == A]
[SPLIT==A; ECdem4==1 ; EC64==1]
When it comes to your **youngest child** do you think school is too easy or too hard for them? **[ROTATE 1:3]**

1. Too easy
2. Neither too easy nor too hard
3. Too hard
4. Don't know/No Opinion

EC259b
[SPLIT==B; ECdem4==1 ; EC64==1]
When it comes to your **oldest child** do you think school is too easy or too hard for them? **[ROTATE 1:3]**

1. Too easy
2. Neither too easy nor too hard
3. Too hard
4. Don't know/No Opinion

EC260a
[MULTIPLE CHOICE; SELECT UP TO 3]
[IF ECdem4==1; SPLIT==A]
Thinking about the 2026–2027 school year for your ***youngest*** child's school, which of the following is taking up **the most of your attention**? Please select up to 3.

1. Attendance (e.g. absenteeism and making up missed work)
2. Class size (e.g. teacher shortages)
3. Communication and transparency from the school
4. Curriculum and classroom content
5. Extracurricular opportunities and sports
6. Individualized attention for my child
7. School safety (e.g. preventing violence or bullying)
8. Student behavior and discipline in classrooms
9. Transportation and school start times
10. Use of technology (e.g. cell phone policies during school)
11. My child's academic progress (e.g. catching up or staying on track)
12. My child's mental health and well-being
13. Other **[OPEN END] [ANCHOR]**
14. No concerns **[ANCHOR] [EXCLUSIVE]**

EC260b
[MULTIPLE CHOICE; SELECT UP TO 3]
[IF ECdem4==1; SPLIT==B]
Thinking about the 2026–2027 school year for your ***oldest*** child's school, which of the following is taking up **the most of your attention**? Please select up to 3.

1. Attendance (e.g. absenteeism and making up missed work)
2. Class size (e.g. teacher shortages)
3. Communication and transparency from the school
4. Curriculum and classroom content
5. Extracurricular opportunities and sports
6. Individualized attention for my child
7. School safety (e.g. preventing violence or bullying)
8. Student behavior and discipline in classrooms
9. Transportation and school start times
10. Use of technology (e.g. cell phone policies during school)
11. My child's academic progress (e.g. catching up or staying on track)
12. My child's mental health and well-being
13. Other **[OPEN END] [ANCHOR]**
14. No concerns **[ANCHOR] [EXCLUSIVE]**

EC261
[SINGLE CHOICE; CARRY FORWARD EC260a/b]
Which of the following is taking up **the most attention** from you right now? Please select just one.

1. Attendance (e.g. absenteeism and making up missed work)
2. Class size (e.g. teacher shortages)
3. Communication and transparency from the school
4. Curriculum and classroom content
5. Extracurricular opportunities and sports
6. Individualized attention for my child
7. School safety (e.g. preventing violence or bullying)
8. Student behavior and discipline in classrooms
9. Transportation and school start times
10. Use of technology (e.g. cell phone policies during school)
11. My child's academic progress (e.g. catching up or staying on track)
12. My child's mental health and well-being

EC262
[MATRIX; CARRY FORWARD EC260a/b]
How confident are you that your child's school can address each area this year?

1. Attendance (e.g. absenteeism and making up missed work) **[IF EC260a/b==1]**
2. Class size (e.g. teacher shortages) **[IF EC260a/b==2]**
3. Communication and transparency from the school **[IF EC260a/b==3]**
4. Curriculum and classroom content **[IF EC260a/b==4]**
5. Extracurricular opportunities and sports **[IF EC260a/b==5]**
6. Individualized attention for my child **[IF EC260a/b==6]**
7. School safety (e.g. preventing violence or bullying) **[IF EC260a/b==7]**
8. Student behavior and discipline in classrooms **[IF EC260a/b==8]**
9. Transportation and school start times **[IF EC260a/b==9]**
10. Use of technology (e.g. cell phone policies during school) **[IF EC260a/b==10]**
11. My child's academic progress (e.g. catching up or staying on track) **[IF EC260a/b==11]**
12. My child's mental health and well-being **[IF EC260a/b==12]**

1. Extremely confident
2. Very confident
3. Somewhat confident
4. Not that confident
5. Not at all confident
6. Unsure/don't know **[ANCHOR]**

EC187a
[IF ECdem4==1; SPLIT == A]
Which of the following are the most important to know if your youngest child's school year is a successful one? Select up to three. **[SELECT UP TO THREE] [RANDOMIZE]**

1. Report cards
2. Grades on specific tests, quizzes, homework, etc.
3. Communicating with teachers
4. Communicating with your child
5. Standardized test scores
6. Child's attitude toward school

EC187b
[IF ECdem4==1; IF SPLIT == B]
Which of the following are the most important to know if your oldest child's school year is a successful one? Select up to three. **[SELECT UP TO THREE] [RANDOMIZE]**

1. Report cards
2. Grades on specific tests, quizzes, homework, etc.
3. Communicating with teachers
4. Communicating with your child
5. Standardized test scores
6. Child's attitude toward school

EC272
[MATRIX]
[SPLIT==A]
In your opinion, how important is it for policymakers and school leaders to prioritize the development of the following skills for students **in kindergarten through 8th grade**?

1. **Communication**: Express ideas clearly across formats and audiences
2. **Critical Thinking**: Analyze, evaluate, and solve complex problems
3. **Collaboration**: Work effectively with diverse teams to achieve shared goals
4. **Creativity**: Generate original solutions and ideas
5. **Leadership**: Guide and motivate others toward shared goals
6. **Character**: Act with integrity, accountability, and ethical responsibility

1. Extremely Important
2. Very Important
3. Somewhat Important
4. Not That Important
5. Not At All Important
6. Don't Know/ No Opinion

EC273
[MATRIX]
[SPLIT==B]
In your opinion, how important is it for policymakers and school leaders to prioritize the development of the following skills for students **in High School (9th through 12th grade)**?

1. **Communication**: Express ideas clearly across formats and audiences
2. **Critical Thinking**: Analyze, evaluate, and solve complex problems
3. **Collaboration**: Work effectively with diverse teams to achieve shared goals
4. **Creativity**: Generate original solutions and ideas
5. **Leadership**: Guide and motivate others toward shared goals
6. **Character**: Act with integrity, accountability, and ethical responsibility

1. Extremely Important
2. Very Important
3. Somewhat Important
4. Not That Important
5. Not At All Important
6. Don't Know/ No Opinion

EC225a
[IF SPLIT == A]
Now, thinking about your vote, what would you say are the top 3 issues on your mind when you cast your vote for federal offices such as U.S. Senate or Congress? **[RANDOMIZE, SELECT 3]**

1. Economic Issues – like taxes, wages, jobs, and inflation
2. Security Issues – like national defense, terrorism and border security
3. Health Care Issues – like prescription drug prices, health insurance coverage, and Medicaid
4. Seniors Issues – like Medicare and Social Security
5. Women's Issues – like birth control, abortion, and equal pay
6. Education Issues – like student learning, school funding, school choice, and student loans
7. Energy Issues – like carbon emissions, cost of electricity/gasoline, or renewables
8. Foreign Affairs Issues – like Gaza/Israel, Ukraine, and Taiwan
9. Other: **[ANCHOR, OPEN END]**

EC225b
[IF SPLIT == B]
Now, thinking about your vote, what would you say are the top 3 issues on your mind when you cast your vote for state offices such as Governor or the State legislature? **[RANDOMIZE, SELECT 3]**

1. Economic Issues – like taxes, wages, jobs, and inflation
2. Security Issues – like law enforcement, terrorism
3. Health Care Issues – like prescription drug prices, health insurance coverage, and Medicaid
4. Seniors Issues – like Medicare and Social Security
5. Women's Issues – like birth control, abortion, and equal pay
6. Education Issues – like student learning, school funding, school choice, and student loans
7. Energy Issues – like carbon emissions, cost of electricity/gasoline, or renewables
8. Infrastructure Issues – like housing, road repair/construction
9. Other: **[ANCHOR, OPEN END]**

EC308
[MULTIPLE CHOICE]
Thinking ahead to the next election, if a candidate for Governor, State Senator, or State Representative **supports education savings accounts (ESAs)**, would that make you more likely to vote for him or her, less likely, or make no difference in how you vote? **[ROTATE]**

1. More Likely
2. No Difference
3. Less Likely
4. Don't know/No opinion **[ANCHOR]**
5. Would rather not say **[ANCHOR]**

EC309
[MULTIPLE CHOICE; SELECT ALL]
[IF ECdem4==1]
Thinking back to last school year, which of the following education-related expenses have you paid out of pocket for your child? Please select all that apply.

1. Tuition
2. School uniforms
3. Textbooks or required reading materials
4. Curriculum or instructional materials
5. Standardized test fees (SAT, ACT, etc.)
6. Tutoring or academic coaching
7. Special needs or learning support services (therapies, IEP-related services, evaluations)
8. Dual enrollment or college credit courses
9. Extracurricular activity fees (sports, arts, clubs)
10. Educational technology (devices, software)
11. Online learning programs or courses
12. Educational experiences (field trips, educational travel, museum memberships, etc.)
13. Other **[OPEN END; ANCHOR]**
14. None of the above **[ANCHOR]**

EC250
Have you or members of your family given a monetary charitable donation(s) related to K-12 schooling in the last 12 months? **[ROTATE 1:2]**

1. Yes
2. No

EC251
[IF EC250==1]
Altogether, what was the total dollar value of all monetary donations you and your family made in the last 12 months towards K-12 schooling?

1. Less than $50
2. $50 to less than $100
3. $100 to less than $200
4. $200 to less than $500
5. $500 to less than $1,000
6. $1,000 to less than $2,000
7. $2,000 or more

EC252
Sometimes instead of donating money, people donate goods, professional services, or volunteer their time without pay or compensation. Which of the following, if any, types of support have you provided related to K-12 schooling in the last 12 months? (e.g., for a K-12 school, parent-teacher organization or association, and/or booster club) Please select all that apply. **[SELECT ALL] [RANDOMIZE]**

1. Goods and inventory items (e.g., food, clothing, books, furniture, sports and musical equipment, electrical equipment, medical supplies etc.)
2. Professional or technical services (e.g., IT support, marketing, graphic design, engineering/architecture, research/grant writing, medical and health services etc.)
3. Hands-on volunteer activities such as transporting students, or assisting with school maintenance or building projects)
4. Assisting teachers or tutoring students
5. School governance activities such as serving on school committees or task forces
6. Extracurricular and enrichment activities such assisting sports teams, the performing arts, academic clubs (e.g., debate, robotics, math team), and/or cultural or affinity clubs
7. I have not provided any in-kind support related to K-12 schooling in the past 12 months **[EXCLUSIVE] [ANCHOR]**

EC253
[IF EC250==1 OR EC252==1:6]
Please indicate what type of school this donation(s) benefitted. Select all that apply. **[SELECT ALL]**

1. Public School or Public School District
2. Public Charter School (often called “Charter School”)
3. Private School (Religious, Parochial)
4. Private School (Non-religious, Secular)

demLGBTQ1
Do you consider yourself to be…

1. Heterosexual or straight
2. Gay
3. Lesbian
4. Bisexual
5. Queer
6. Asexual
7. Something else

demRelig
Thinking about your religion, are you ..

1. Protestant
2. Roman Catholic
3. Mormon
4. Orthodox (e.g., Greek or Russian Orthodox)
5. Jewish
6. Muslim
7. Buddhist
8. Hindu
9. Atheist
10. Agnostic
11. Something else
12. Nothing in particular

ECdem18
Have you ever or do you NOW SERVE in ACTIVE DUTY in any of the United States Armed Forces? This does not include the Reserves or National Guard.

1. Yes, I am currently on active duty
2. Yes, I am a veteran who has served active-duty in the past
3. No, but my spouse currently serves as active-duty
4. No, but my spouse has served active-duty in the past
5. No, served in the Reserves or National Guard but I have been deployed at least one time
6. No, training for Reserves or National Guard only
7. No one in my household has ever served in the military

ECdem15
[IF SPLIT == A]
Thinking about politics these days, how would you describe your political viewpoint?

1. Very progressive
2. Progressive
3. Slightly progressive
4. Moderate
5. Slightly conservative
6. Conservative
7. Very conservative
8. None of the above
9. Don’t Know

demPolIdeo
[IF SPLIT == B]
Thinking about politics these days, how would you describe your political viewpoint?

1. Very liberal
2. Liberal
3. Slightly liberal
4. Moderate
5. Slightly conservative
6. Conservative
7. Very conservative
8. Don't Know

ECdem16
To what extent, if any, do you support or oppose the 'Make America Great Again' (MAGA) movement?
[ROTATE 1:4]

1. Strongly Support
2. Somewhat Support
3. Somewhat Oppose
4. Strongly Oppose
5. Don't Know/ No Opinion

demRVoter
Are you registered to vote at your present address, or not?

1. Yes
2. No

Satis1
Do you agree or disagree with the following?

1. I enjoyed taking this survey
2. The questions in the survey were easy to understand
3. The survey had a lot of errors
4. The survey text was too small
5. I would take a survey similar to this again
6. The survey looked good on my mobile device or computer
7. The language or translations in the survey were low quality

1. Strongly agree
2. Agree
3. Somewhat agree
4. Somewhat disagree
5. Disagree
6. Strong disagree
7. Don't Know

Satis2
We are trying to improve the survey. In a few sentences, please say how you would improve the survey. Thank you for your helpful comments! **[OPEN END]**