

# Offering a Choice for Quality Education

Fighting for equitable education outcomes for Black and Hispanic children

A survey of likely Black and Hispanic voters in battleground states, with an oversample of Black, and Hispanic parents.

Presented by Cornell Belcher, July 2024

# Methodology

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These findings are from a proprietary survey conducted by brilliant corners Research & Strategies for the Freedom Coalition for Charter Schools, FCCS.

This is a survey of 806 Black and Hispanic likely voters from battleground states (Arizona, Georgia, Michigan, Nevada, North Carolina, Pennsylvania, and Wisconsin) with an additional 100 oversample of Black or Hispanic parents. The survey was conducted by phone, using professional interviewers starting on June 4, 2024, and ending on June 17, 2024.

The survey's sample was drawn randomly from the voter file and geographically stratified for proportional representation. The data was weighted slightly to adhere to population demographics of voters in the voter file. The margin of error overall is +/- 3.5 percent, with a 95 percent confidence interval. The margin of error for sub-groups will be higher depending on the size of the sub-group sample and the size of the actual response to any given question.



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# Key Groups

Breakout	% of Total	Definition
Black Hispanic Black	50%	Black voters Hispanic voters
Pub Parent Hispanic	50%	Black parents of children ages 18 and under whose children attend traditional district public schools
Pub Parents Public	12%	Hispanic parents of children ages 18 and under whose children attend traditional district public schools
Parents	14%	Parents of children ages 18 and under whose children attend traditional district public schools
	26%	Parents of children ages 18 and under whose children do not attend traditional district public schools, but instead attend any type of private school, public charter school, or homeschool
Other Parents	9%	Either can't rate public charter schools, or give them a neutral to warm rating (50-74 on a scale from 0-100)
Malleable	52%	



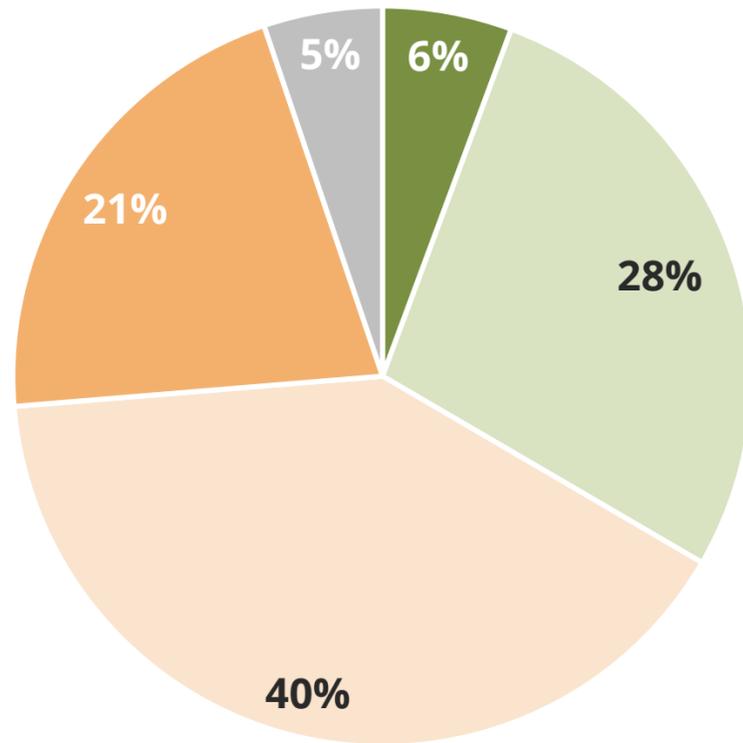
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LANDSCAPE

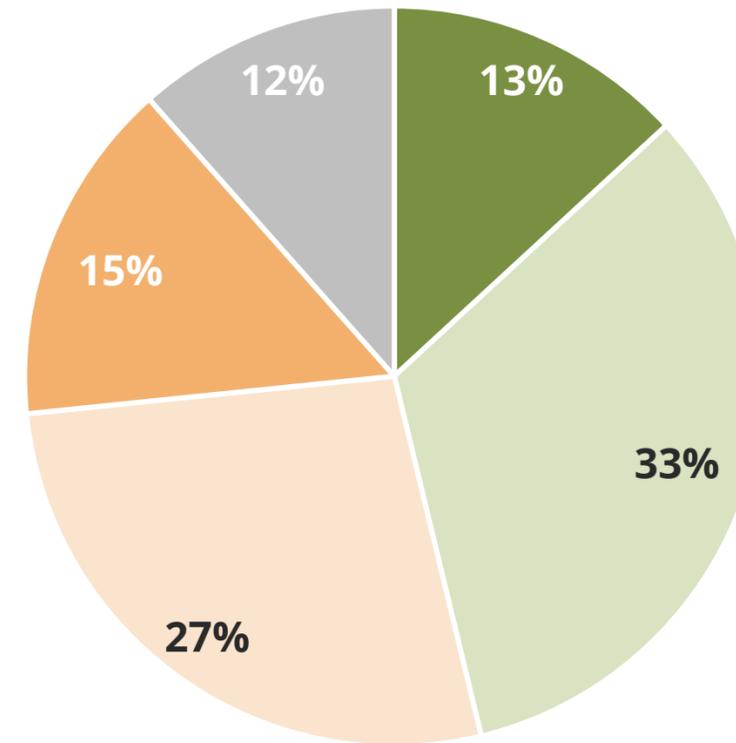
# Local public schools are rated better than public schools nationally

Quality of US Public Schools



- Excellent
- Good
- Just fair
- Poor
- Dk/Ref

Quality of Neighborhood Public Schools



Q9. Generally speaking, how would you rate the quality of public schools in the US – excellent, good, just fair, or poor?

Q10. Generally speaking, how would you rate the quality of public schools in your neighborhood – excellent, good, just fair, or poor?

\*Caution, small sample size (n<100)

Note: Not showing Black Pub Parents, Hispanic Pub Parents, or Other Parents due to small sample size (n<50)

	Total	Black	Hispanic	Public Parents	Malleable
Total excellent/good	33%	38%	29%	38%	33%
Total fair/poor	61%	58%	64%	62%	60%
Excellent	6%	6%	5%	6%	7%
Good	28%	32%	24%	31%	27%
Just fair	40%	40%	40%	42%	40%
Poor	21%	18%	24%	20%	20%
Dk/Ref	5%	3%	7%	0%	6%

	Total	Black	Hispanic	Public Parents*	Malleable
Total excellent/good	46%	44%	48%	50%	42%
Total fair/poor	42%	41%	44%	43%	44%
Excellent	13%	12%	14%	16%	13%
Good	33%	32%	34%	34%	30%
Just fair	27%	27%	27%	32%	29%
Poor	15%	13%	17%	12%	14%
Dk/Ref	12%	16%	8%	7%	14%

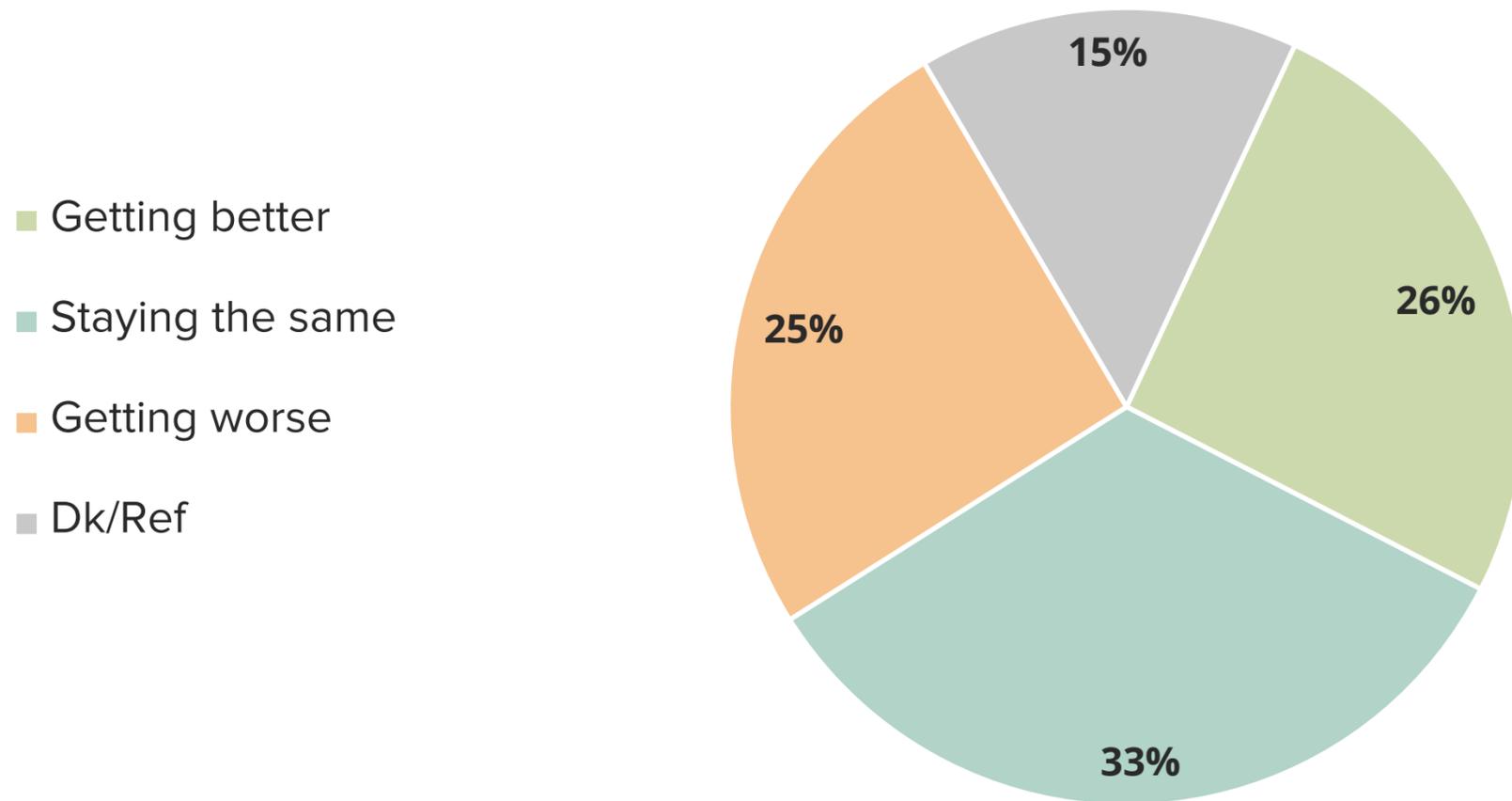


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# A plurality say public schools in their neighborhood are neither getting better nor getting worse

Public Schools Getting Better or Worse?



Q11. Would you say public schools in your neighborhood are getting better, staying the same, or growing worse?

*\*Caution, small sample size on some parent groups*

Public school parents are more likely to say schools are getting better

	Total	Black	Hispanic	Black Pub Parents	Hisp Pub Parents	Public Parents*	Other Parents**	Malleable
Getting better	26%	26%	25%	45%	31%	37%	26%	21%
Staying the same	33%	33%	34%	29%	38%	34%	26%	35%
Getting worse	25%	24%	26%	22%	28%	25%	30%	23%
Dk/Ref	15%	17%	14%	4%	3%	4%	18%	21%

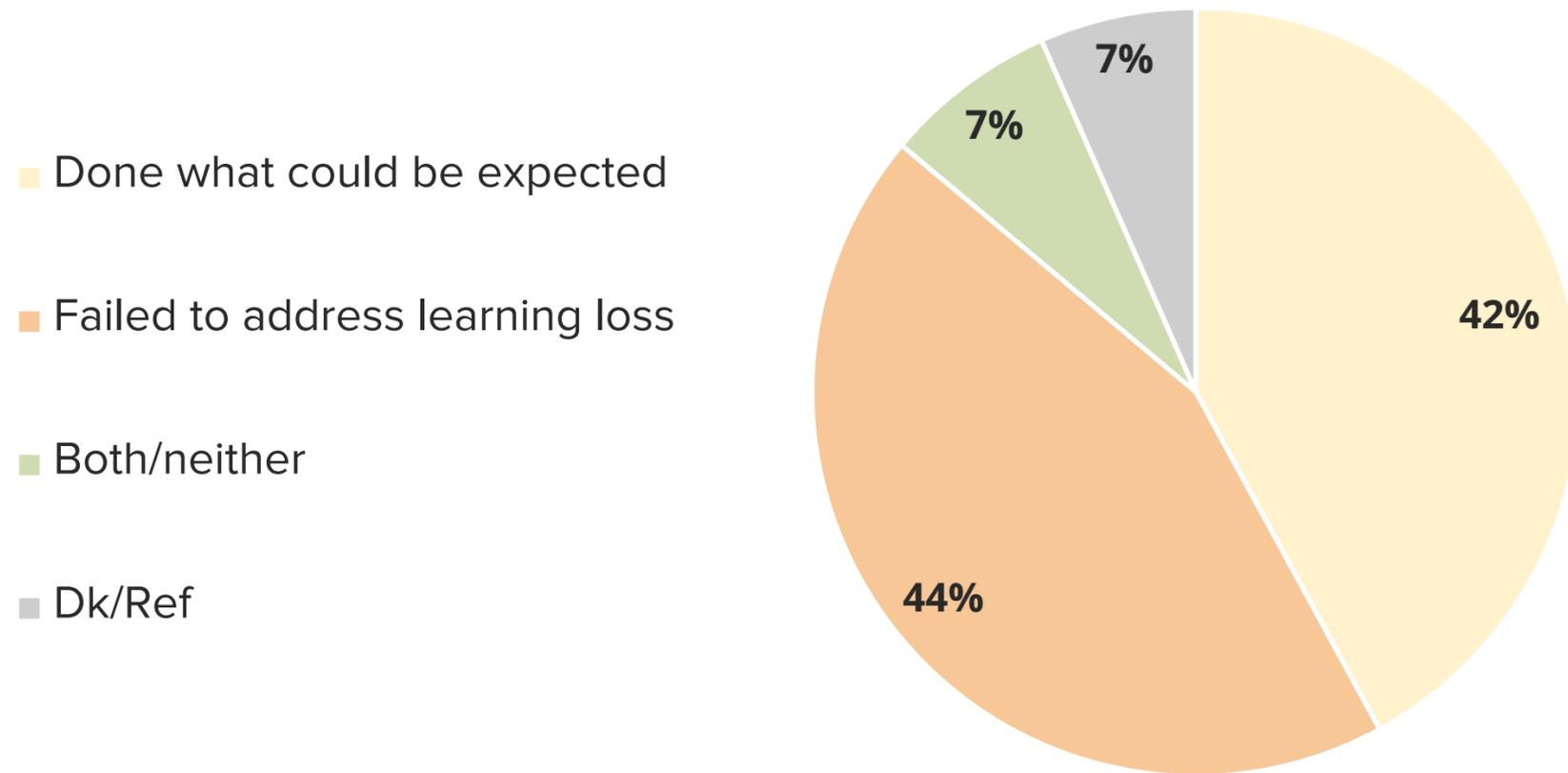


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# Black and Hispanic parents differ on whether schools have done enough to address learning loss stemming from the pandemic

School Recovery from Covid-19



Black public school parents are more likely than Hispanic public school parents to say schools have failed to address the loss of learning

Q29. Some people say that during the covid-19 pandemic, children's education suffered. Would you say that public schools have done everything that could be expected of them to help children recover from the loss of learning that occurred during the covid-19 pandemic, or that public schools have failed to address learning loss?

	Total	Black	Hispanic	Black Pub Parents	Hispanic Pub Parents	Public Parents	Other Parents	Malleable
Done what could be expected	42%	40%	44%	39%	52%	46%	44%	38%
Failed to address learning loss	44%	45%	43%	45%	36%	40%	40%	46%
Both/neither	7%	7%	8%	11%	9%	10%	4%	8%
Dk/Ref	7%	8%	6%	5%	3%	4%	13%	8%



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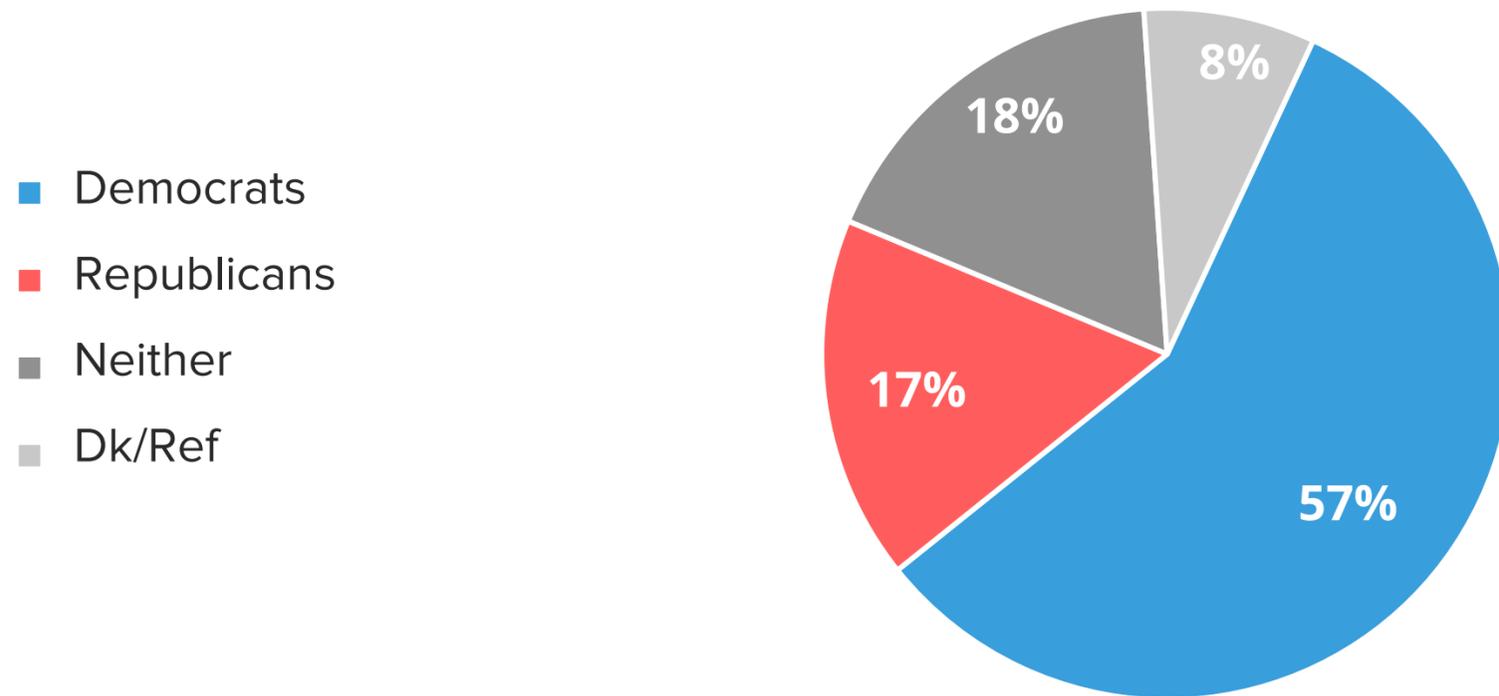


# A majority trust Democrats on education issues, but that advantage is far from solid as a quarter say neither or don't know

- About a quarter of Hispanic voters and parents trust Republicans more than Democrats on education, and over a third of Black parents trust neither party

Q12. And which party do you trust more to deal with education issues: the Democrats or the Republicans?

Party Trusted to Deal with Education



	Total	Black	Hispanic	Black Pub Parents	Hispanic Pub Parents	Public Parents	Other Parents	Malleable
Democrats	57%	67%	48%	55%	49%	52%	45%	53%
Republicans	17%	7%	27%	7%	25%	17%	25%	16%
Neither	18%	22%	14%	36%	17%	25%	25%	20%
Dk/Ref	8%	5%	11%	3%	9%	6%	6%	11%

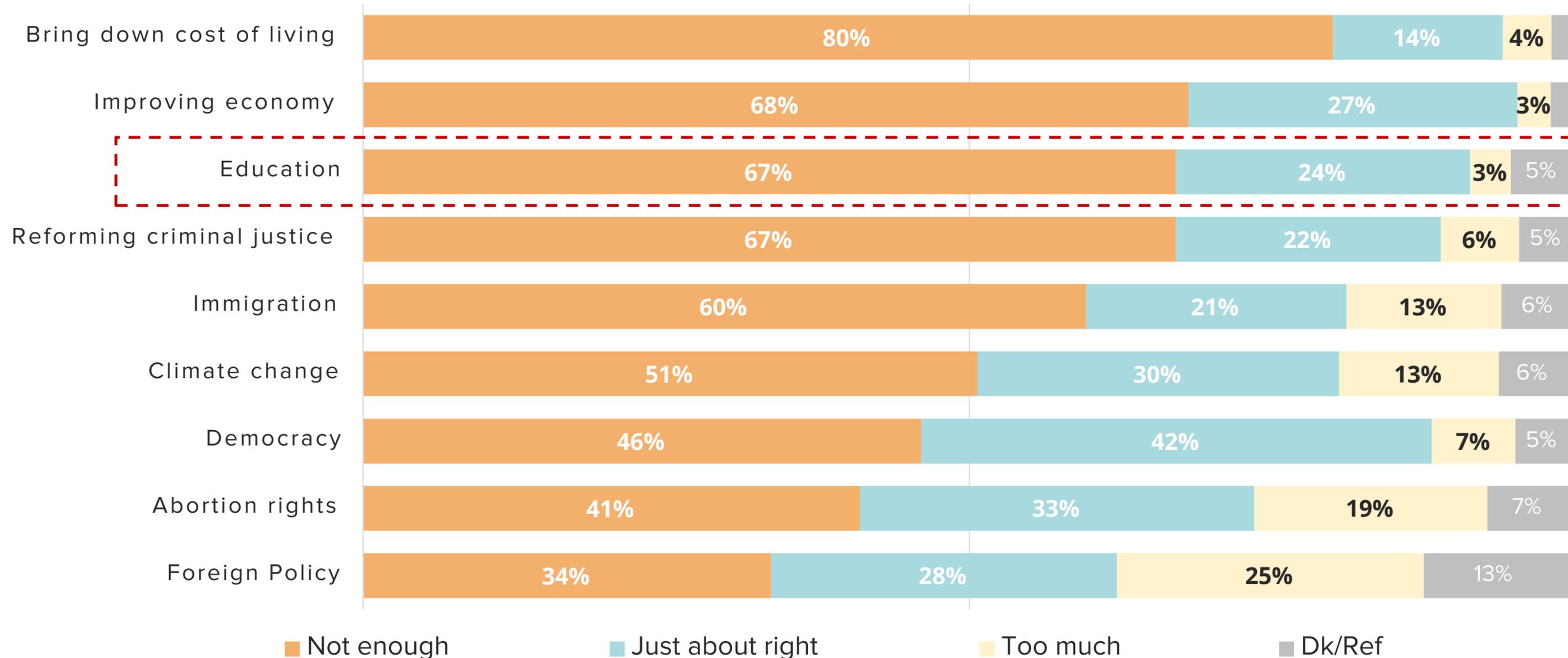


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# Two thirds of Black and Hispanic voters say Democrats aren't focused enough on education

## Democrats Focused Too Much, or Not Enough, On...?



Q20-28. Next, we'd like to ask you about some issues that some people say they want Congressional Democrats to be focused on. For each issue, please tell me whether you think Congressional Democrats are focused on this issue too much, not enough, or just about the right amount on.

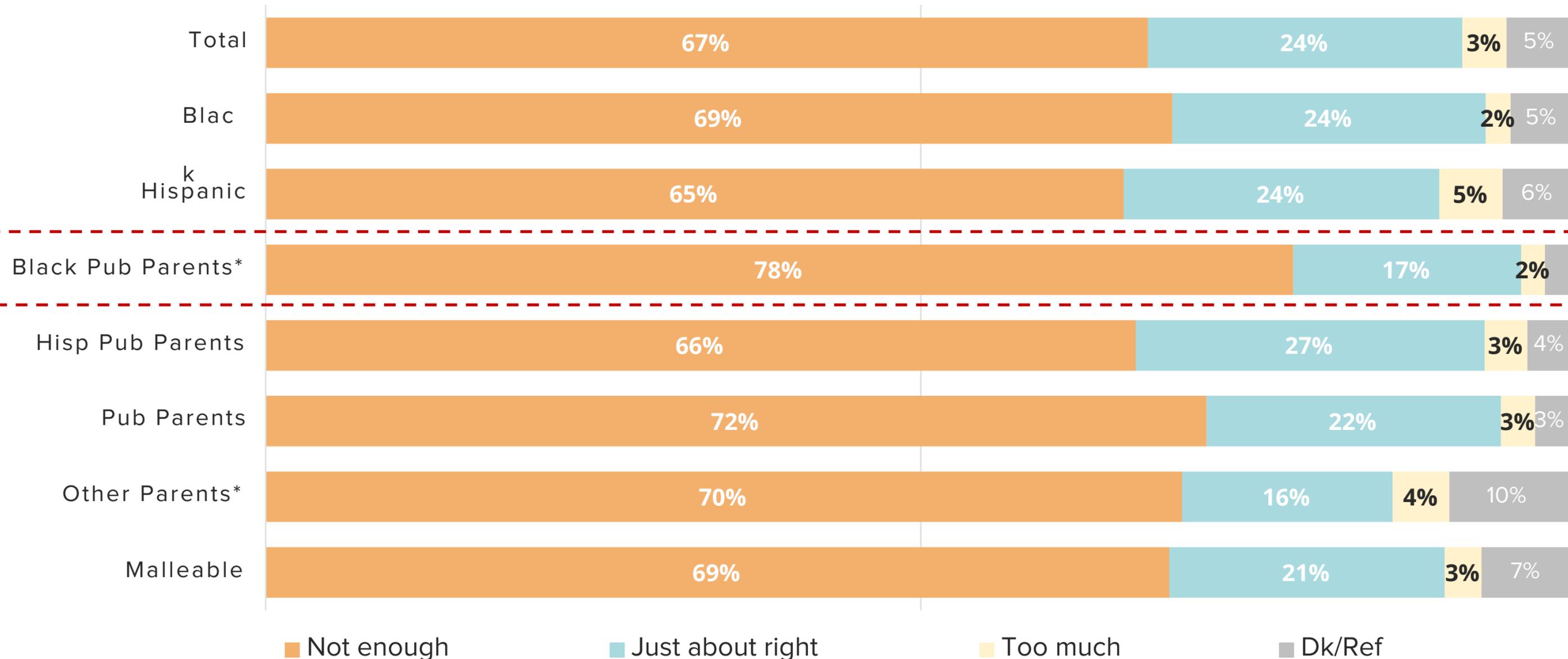


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# The desire for greater focus on education from Congressional Democrats is strong across key groups, but especially among Black public school parents

## Democrats Focused Too Much, or Not Enough, On Education



Q20. Next, we'd like to ask you about some issues that some people say they want Congressional Democrats to be focused on. For each issue, please tell me whether you think Congressional Democrats are focused on this issue too much, not enough, or just about the right amount on.

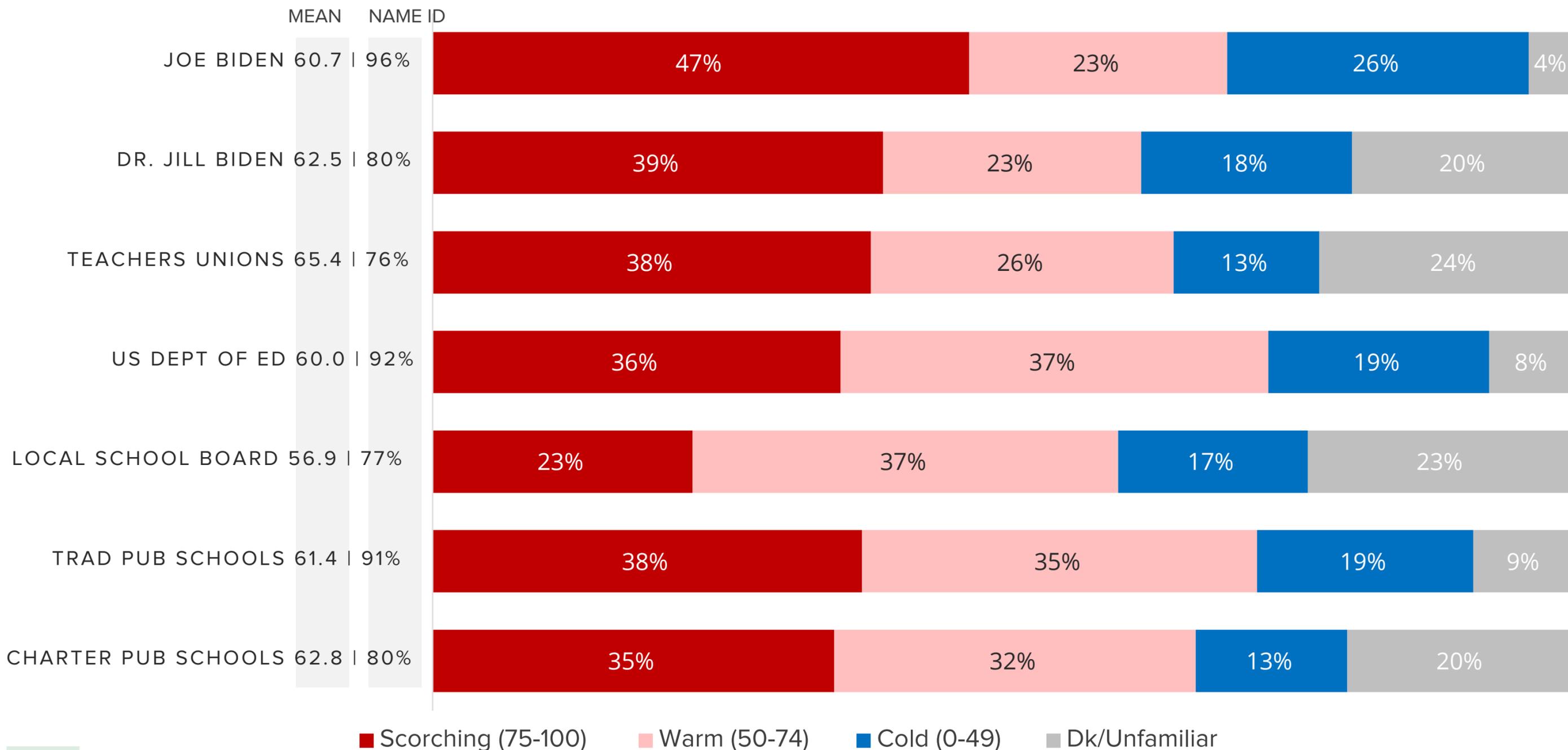
\*Caution, small sample size (n<100)



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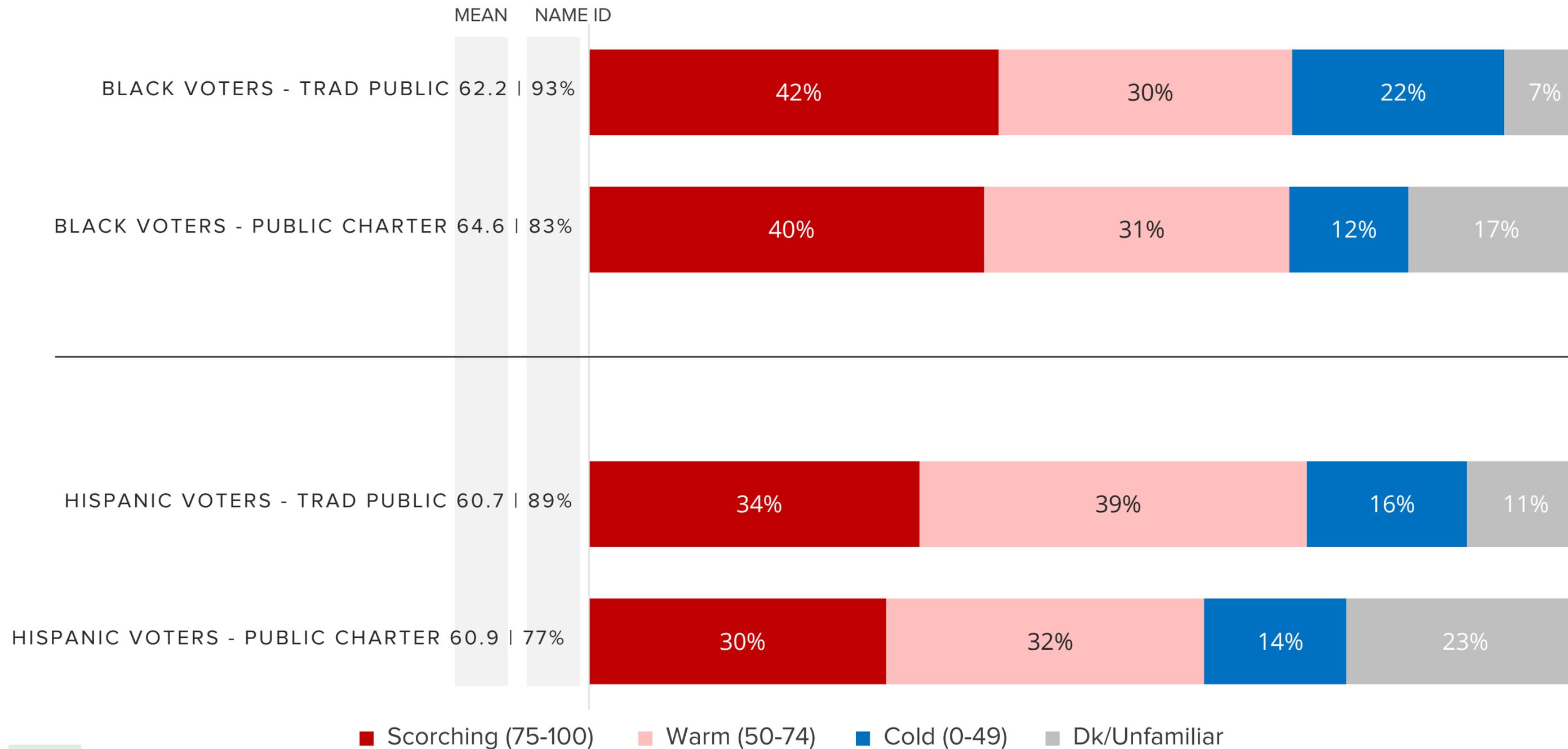
Traditional public schools and charter public schools are rated about equally – clearly, for most, the individual school’s quality matters more than how it is classified



Q13-19. I'd like you to rate your feelings toward some people and organizations using a scale from zero to one hundred, on which a "100" means that you feel very warm and favorable towards them, a "0" means that you feel very cold and unfavorable, and a "50" means that you do not feel particularly warm or cold.



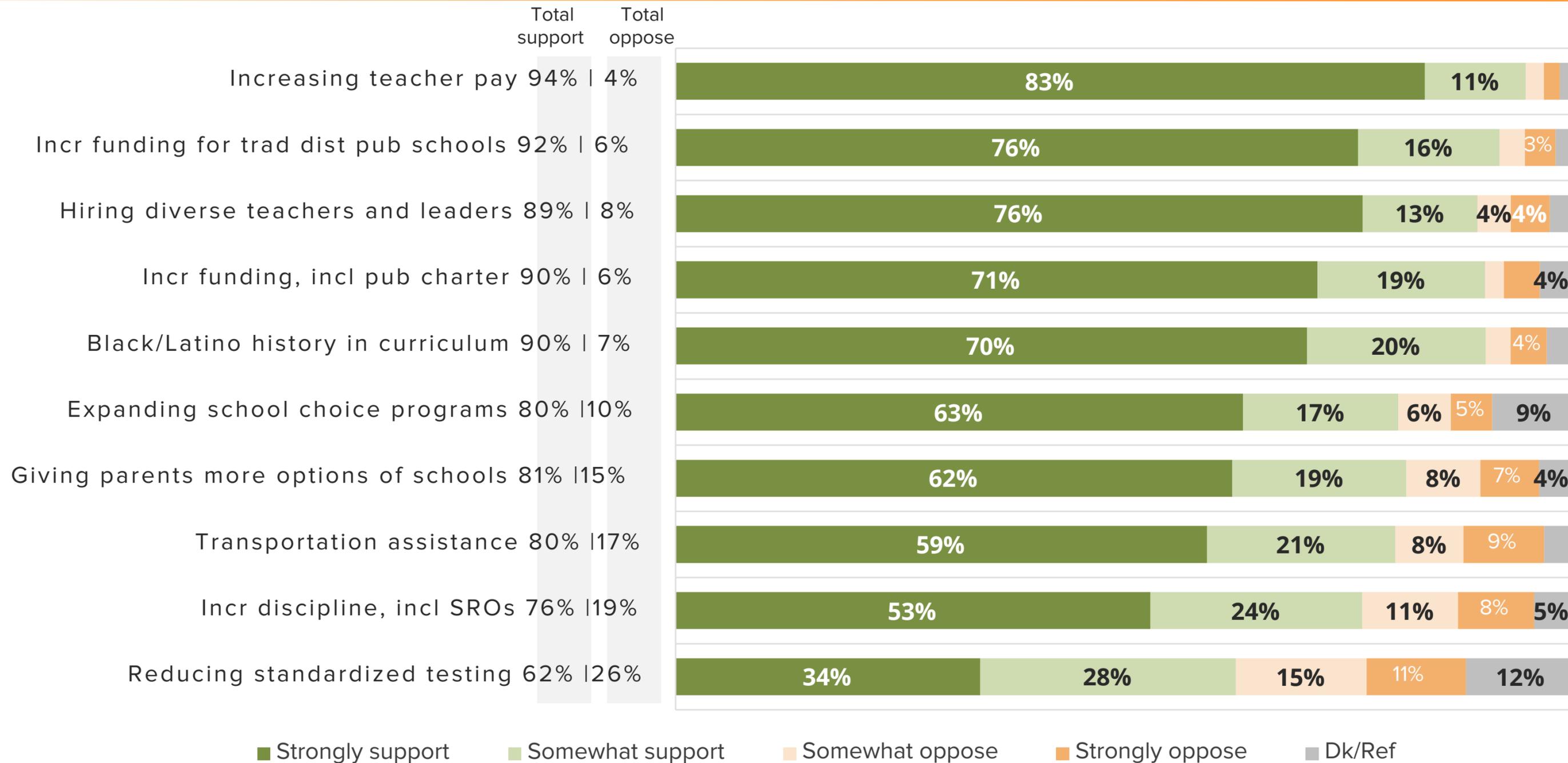
A larger share of Black voters are more cold toward traditional public schools than toward charter public schools, although their overall average thermometer scores are similar



Q13-19. I'd like you to rate your feelings toward some people and organizations using a scale from zero to one hundred, on which a "100" means that you feel very warm and favorable towards them, a "0" means that you feel very cold and unfavorable, and a "50" means that you do not feel particularly warm or cold.



# As a way to improve school quality, voters strongly support increasing teacher pay, increasing education funding, and hiring diverse educators



Q30-39. Now, I'm going to read you a list of ideas that some say would help improve the quality of US schools. For each, please tell me whether you strongly support, somewhat support, somewhat oppose, or strongly oppose it.

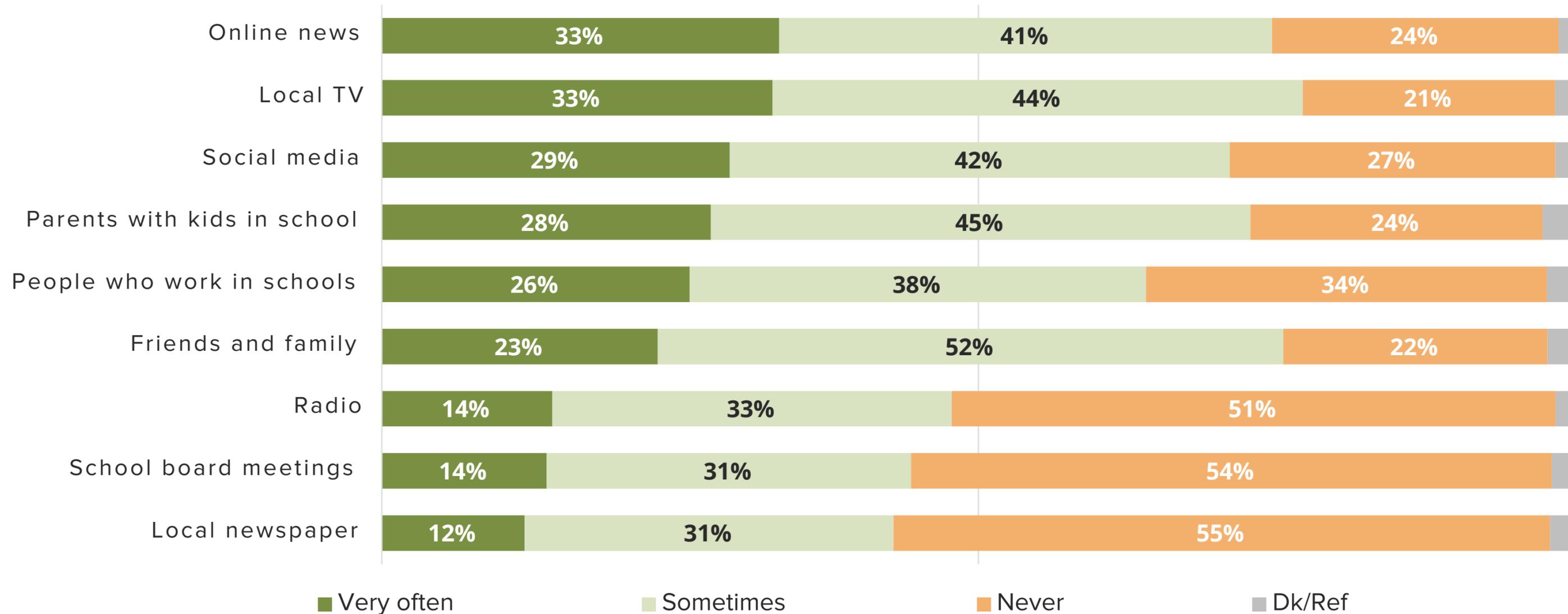


# Black and Hispanic voters tend to get their news about education from a variety of sources: the Internet, local TV, and personal contacts

Hispanic public school parents are even more likely to get their news from social media (44% very often)

## Education News Sources

The top two news sources for Malleable voters are social media (30% very often) and online (29% very often)



Q59-67. I'm going to read you a list of different news sources. For each, I'd like you to tell me how often you get news and information on what's going on in education and public schools.



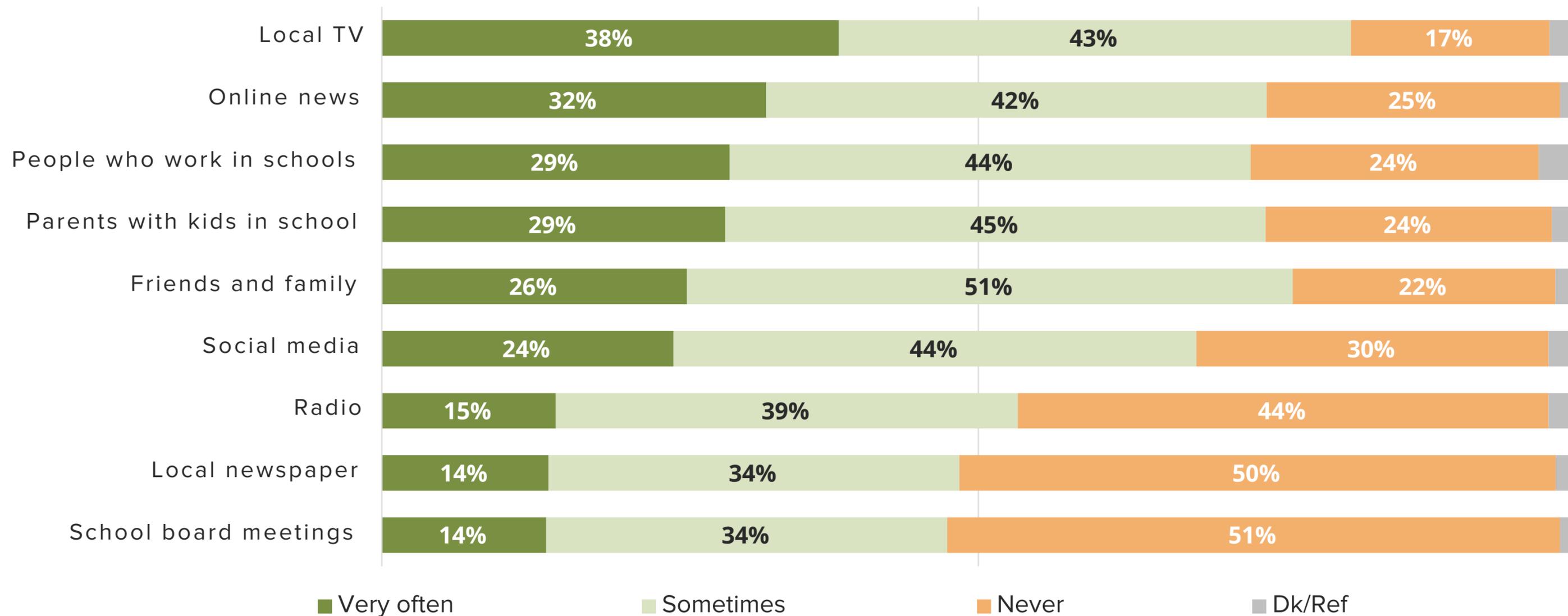
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# Black voters are more likely to get their news about education from local TV

By comparison, only 27% of Hispanic voters get their news from local TV very often

**Education News Sources**  
(Among Black Voters)



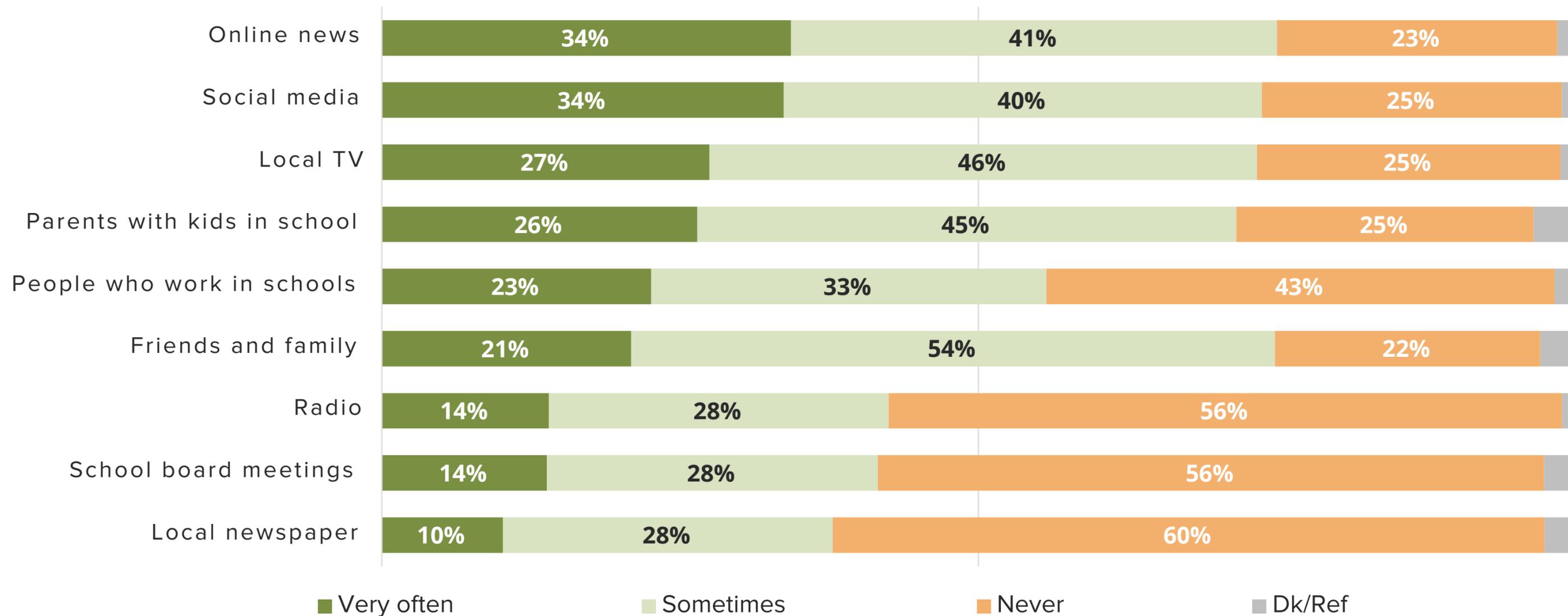
Q59-67. I'm going to read you a list of different news sources. For each, I'd like you to tell me how often you get news and information on what's going on in education and public schools.



# Hispanic voters are more likely to get their news about education from social media

By comparison, only 24% of Black voters get their news from social media very often

**Education News Sources**  
(Among Hispanic Voters)



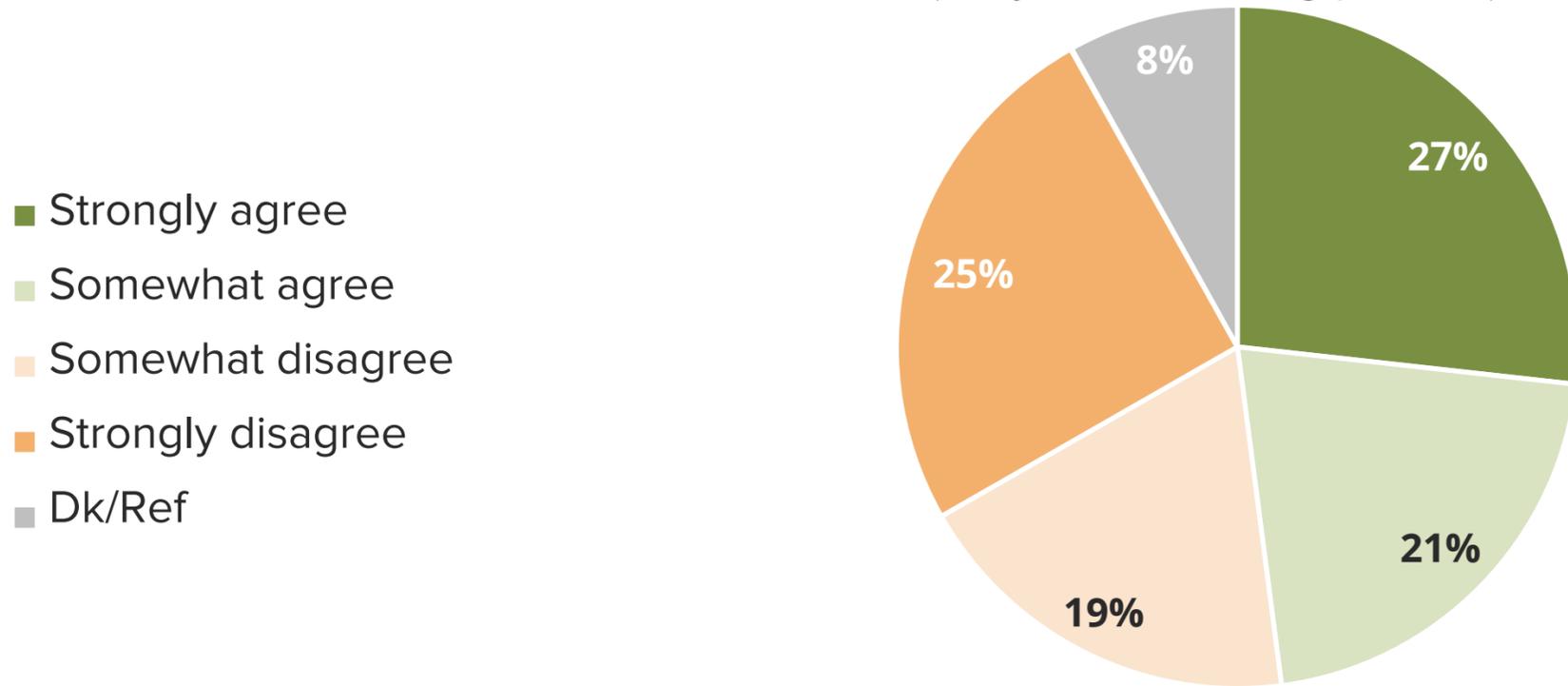
Q59-67. I'm going to read you a list of different news sources. For each, I'd like you to tell me how often you get news and information on what's going on in education and public schools.



# PARENT-SPECIFIC QUESTIONS

# A majority of Black and Hispanic public school parents say that their child’s school is lacking in diversity among teachers and school leaders

My Child’s School is Lacking in Diversity  
(Only asked among parents)



- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Dk/Ref

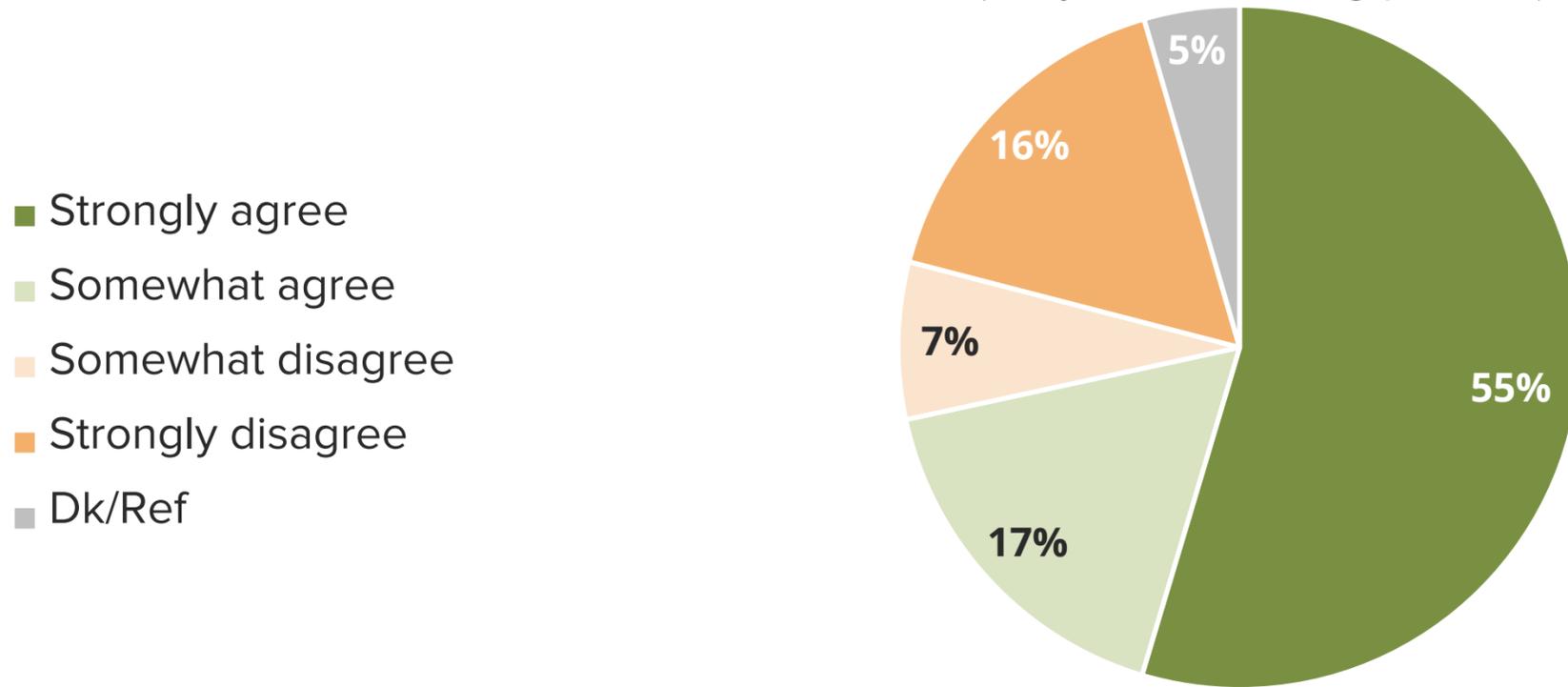
	Parents	Black Parents	Hispanic Parents	Black Pub Parents	Hispanic Pub Parents	Public Parents	Other Parents	Malleable Parents
Total agree	48%	50%	46%	53%	51%	52%	38%	45%
Total disagree	44%	40%	47%	41%	48%	45%	42%	46%
Strongly agree	27%	30%	24%	32%	27%	29%	19%	24%
Somewhat agree	21%	20%	22%	20%	24%	22%	18%	21%
Somewhat disagree	19%	18%	19%	19%	22%	21%	13%	21%
Strongly disagree	25%	22%	28%	22%	26%	24%	29%	25%
Dk/Ref	8%	10%	6%	6%	1%	3%	21%	9%

Q56. Next, we’d like to ask whether you agree or disagree with some statements about your child’s school.



# Most parents have a strong desire for schools to provide them more information on how their child is doing

I Wish My Child’s School Would Share More  
(Only asked among parents)



	Parents	Black Parents	Hispanic Parents	Black Pub Parents	Hispanic Pub Parents	Public Parents	Other Parents	Malleable Parents
Total agree	72%	68%	74%	70%	79%	75%	63%	68%
Total disagree	24%	27%	21%	30%	21%	25%	20%	27%
Strongly agree	55%	54%	55%	56%	62%	59%	42%	56%
Somewhat agree	17%	15%	19%	14%	17%	16%	20%	12%
Somewhat disagree	7%	10%	6%	9%	6%	7%	8%	7%
Strongly disagree	16%	17%	16%	21%	15%	18%	12%	20%
Dk/Ref	5%	5%	4%	0%	0%	0%	17%	5%

Q57. Next, we’d like to ask whether you agree or disagree with some statements about your child’s school.

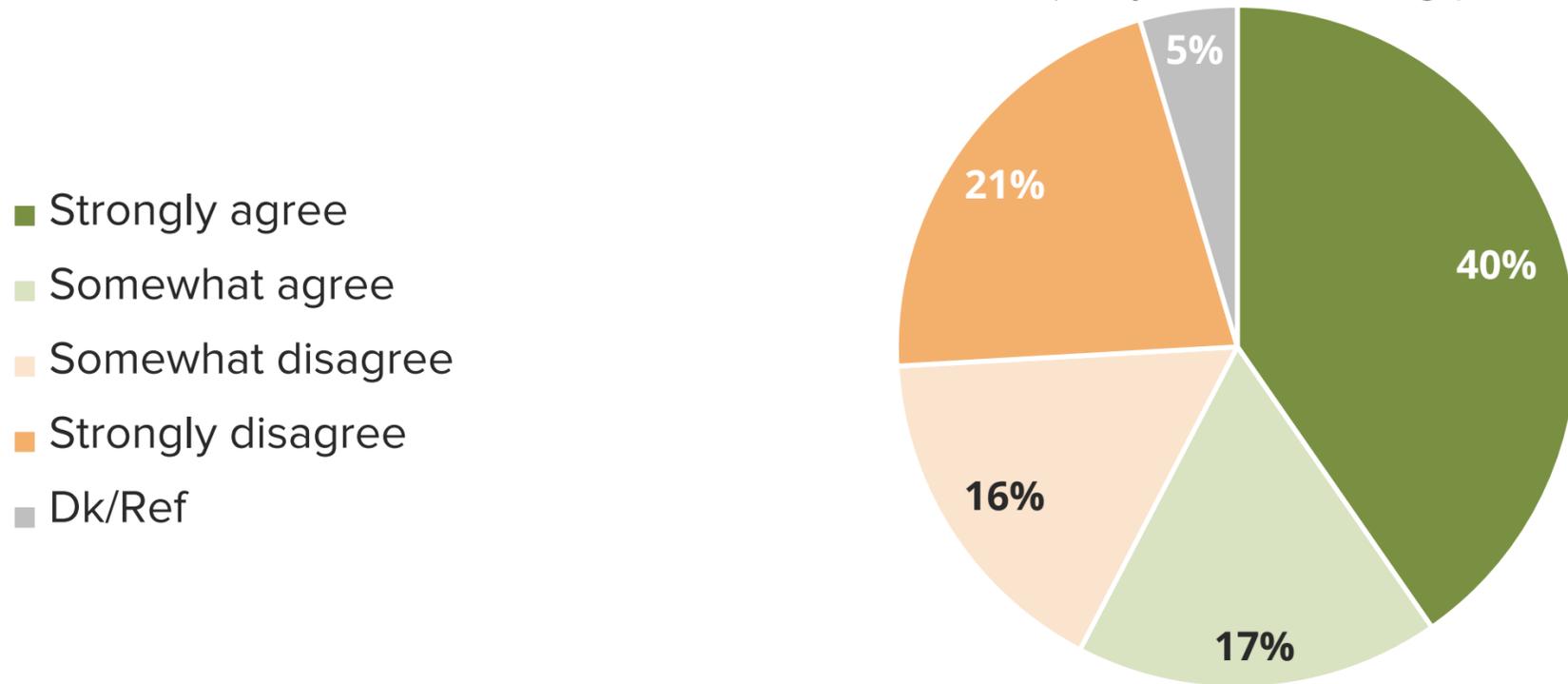


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A majority worry a lot about their child’s physical safety while at school – we must keep in mind that for parents, a quality school is not just academically successful, but also safe

I Worry about My Child’s Physical Safety at school  
(Only asked among parents)



	Parents	Black Parents	Hispanic Parents	Black Pub Parents	Hispanic Pub Parents	Public Parents	Other Parents	Malleable Parents
Total agree	58%	56%	59%	54%	66%	61%	50%	59%
Total disagree	38%	39%	36%	46%	34%	39%	33%	36%
Strongly agree	40%	37%	43%	36%	48%	42%	35%	41%
Somewhat agree	17%	19%	16%	19%	18%	18%	15%	18%
Somewhat disagree	16%	14%	18%	18%	16%	17%	15%	16%
Strongly disagree	21%	25%	18%	28%	18%	22%	18%	20%
Dk/Ref	5%	5%	4%	0%	0%	0%	17%	6%

Q58. Next, we’d like to ask whether you agree or disagree with some statements about your child’s school.



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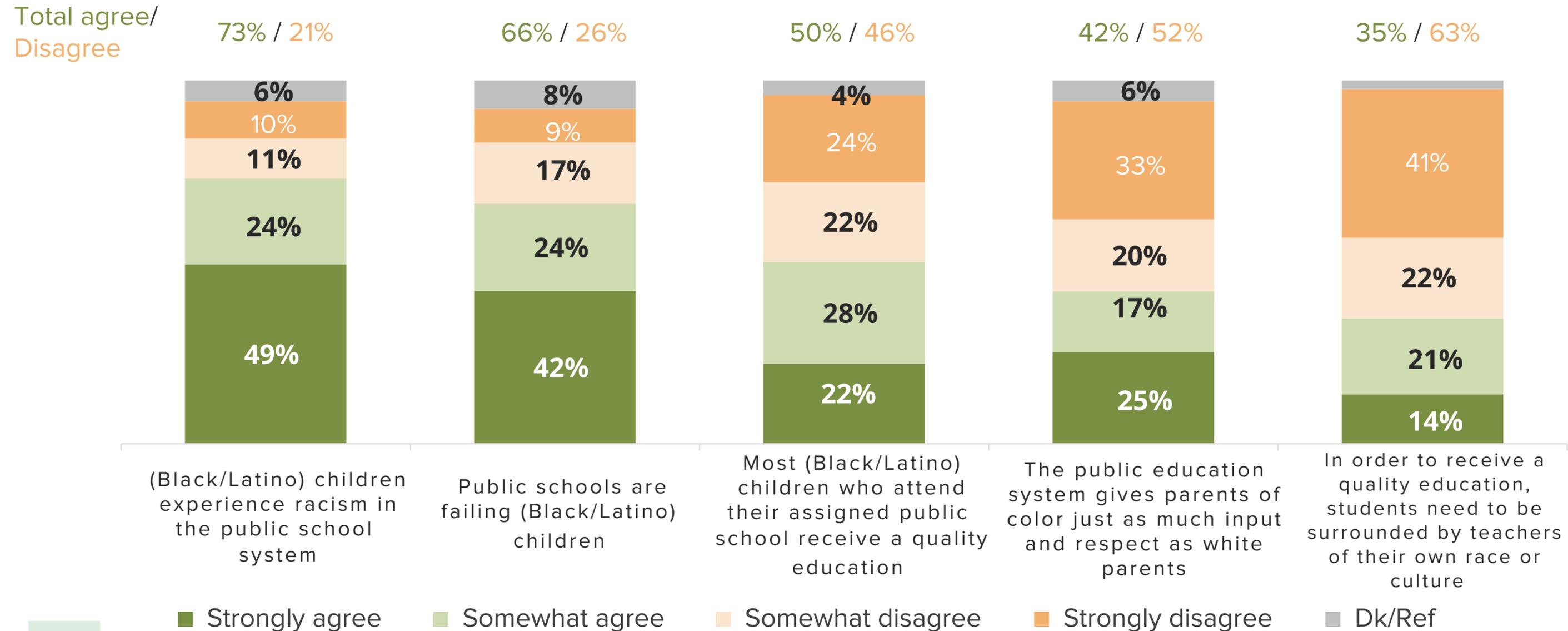


SCHOOL CHOICE  
ATTITUDES

The overwhelming majority believe Black/Latino children experience racism in public schools, and that public schools are failing Black/Latino children

### Agreement with Education Statements on Race

Q40-48. Now I'd like to ask for your opinion on some statements about the quality of education in the US. For each, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with that statement.



Black voters are more likely than Hispanics to say that children of their race experience racism in the public school system, to say schools are failing children of their race, and that kids need role models of their own race in schools

- Hispanic voters are more likely to say that children who attend their assigned school receive a quality education and that they are given as much input and respect as white parents

	Total Agree	Black	Hispanic	Black Pub Parents**	Hisp Pub Parents**	Public Parents*	Other Parents**	Malleable
(Black/Latino) children experience racism in the public school system	73%	82%	65%	86%	70%	77%	65%	73%
Public schools are failing (Black/Latino) children	66%	75%	58%	88%	58%	73%	56%	64%
Most (Black/Latino) children who attend their assigned public school receive a quality education	50%	38%	61%	38%	58%	49%	49%	51%
The public education system gives parents of color just as much input and respect as white parents	42%	36%	48%	46%	55%	51%	42%	48%
In order to receive a quality education, students need to be surrounded by teachers of their own race or culture	35%	40%	29%	59%	26%	39%	27%	31%

Q40-48. Now I'd like to ask for your opinion on some statements about the quality of education in the US. For each, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with that statement.

\*Caution, small sample size (n<100)

\*\*Caution, extremely small sample size (n<50)



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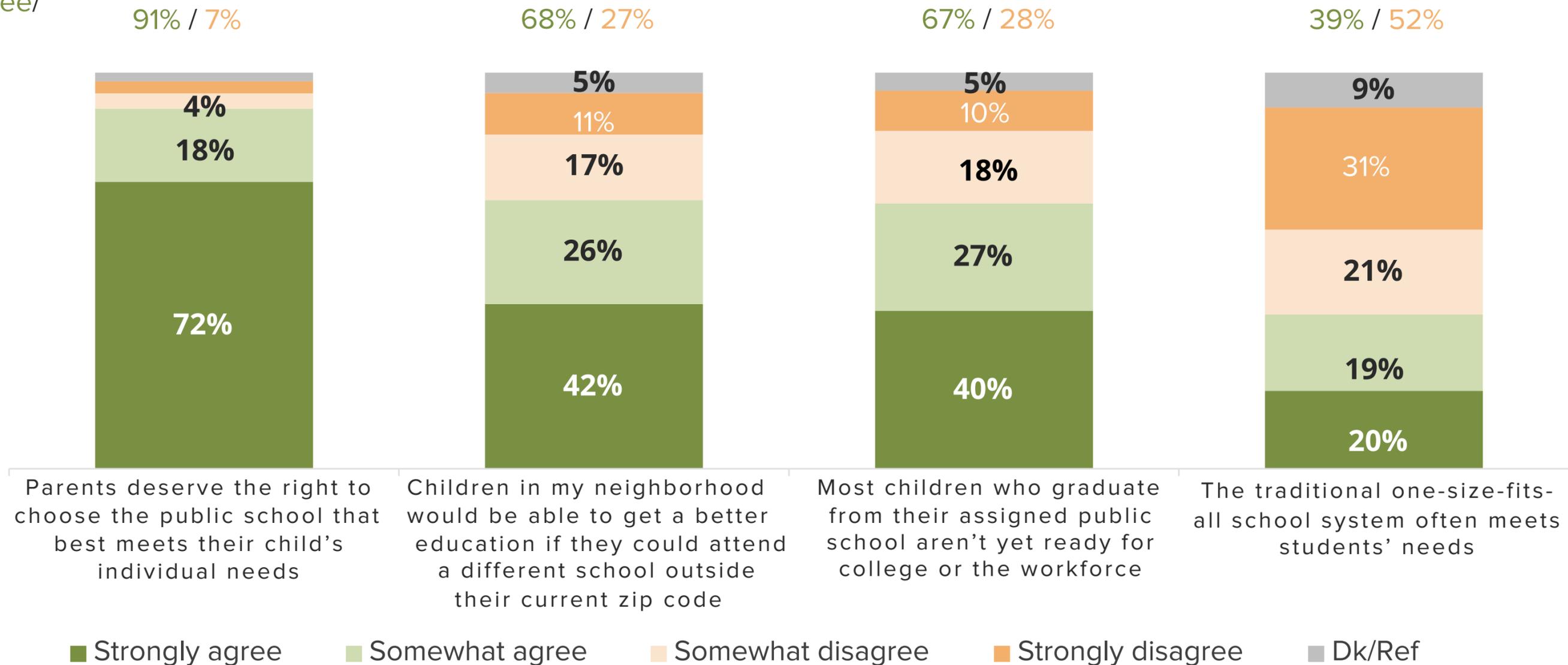


Black and Hispanic voters overwhelmingly agree that parents deserve to choose a public school that meets their child’s individual needs, and that children in their neighborhood would get a better education if they could go to school outside their ZIP code

### Agreement with Education Statements on Choice and Quality

Q40-48. Now I’d like to ask for your opinion on some statements about the quality of education in the US. For each, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with that statement.

Total agree/  
Disagree



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## Black voters are much less likely than Hispanic voters to agree that the traditional school system meets students’ needs

	Total Agree	Black	Hispanic	Black Pub Parents**	Hisp Pub Parents**	Public Parents*	Other Parents**	Malleable
Parents deserve the right to choose the public school that best meets their child’s individual needs	91%	90%	92%	96%	93%	95%	86%	93%
Children in my neighborhood would be able to get a better education if they could attend a different school outside their current zip code	68%	63%	72%	75%	79%	77%	74%	66%
Most children who graduate from their assigned public school aren’t yet ready for college or the workforce	67%	71%	63%	65%	64%	65%	66%	67%
The traditional one-size-fits-all school system often meets students’ needs	39%	30%	47%	34%	50%	42%	28%	40%

Q40-48. Now I’d like to ask for your opinion on some statements about the quality of education in the US. For each, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with that statement.

\*Caution, small sample size (n<100)

\*\*Caution, extremely small sample size (n<50)

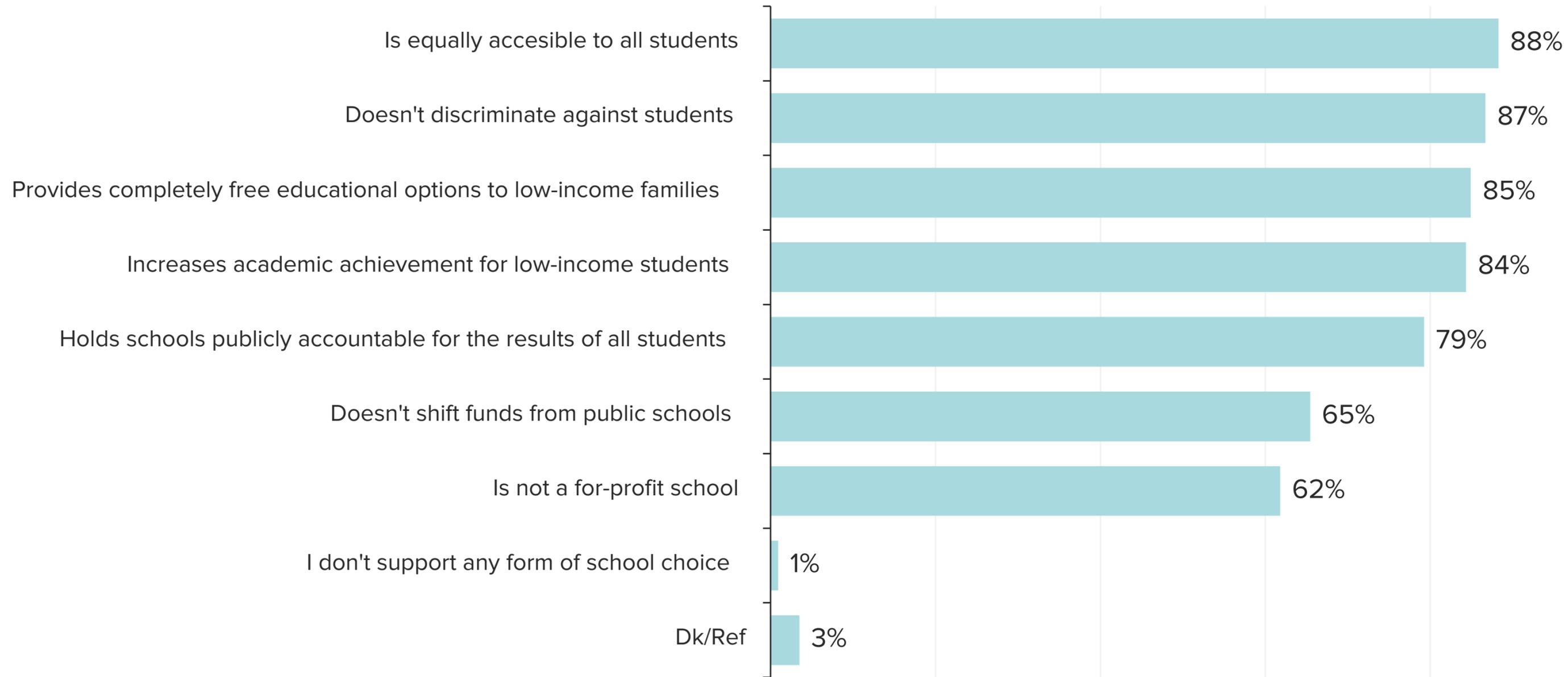


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# Black and Hispanic voters are highly supportive of school choice when it's equally accessible and doesn't discriminate

I Support School Choice When It...



Q49. Please tell me which of the following statements apply to you? You may choose all that apply. "I support school choice when it..."



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# For Black voters and Black public school parents, not shifting funds from public schools is key to school choice support

	Total	Black	Hispanic	Black Pub Parents	Hispanic Pub Parents	Public Parents	Other Parents	Malleable
Is equally accessible to all students	88%	86%	91%	93%	92%	92%	92%	88%
Doesn't discriminate against students	87%	85%	88%	86%	92%	89%	87%	87%
Provides completely free educational options to low-income families	85%	84%	86%	90%	92%	91%	83%	83%
Increase academic achievement for low-income students	84%	83%	86%	84%	90%	87%	88%	82%
Holds schools publicly accountable for the results of all students	79%	79%	79%	86%	83%	84%	82%	76%
Doesn't shift funds from public schools	65%	70%	61%	76%	67%	71%	69%	61%
Is not a for-profit school	62%	59%	65%	71%	72%	71%	54%	56%
I don't support any form of school choice	1%	1%	1%	1%	1%	1%	0%	1%

Q49. Please tell me which of the following statements apply to you? You may choose all that apply. "I support school choice when it..."



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## Full Text of Statements about Taxpayer-Funded Choice Assistance Programs

Q50. [RELIGIOUS] Using taxpayer funding to support private school choice programs, including for religious private schools. Q51. [SECULAR] Using taxpayer funding to support private school choice programs, but only for secular or non-religious schools. Q52. [DON'T DISCRIMINATE] Using taxpayer funding to support private school choice programs, but only for private schools that accept all students and staff and do not discriminate on race or sexuality. Q53. [DO DISCRIMINATE] Using taxpayer funding to support private school choice programs, including for private schools that refuse to cater to students or staff based on that school's values or beliefs (for example, race or sexuality). Q54. [NOT AFFORDABLE/EQUITABLE] Using taxpayer funding to support private school choice programs, including for private schools where the tuition cost is more than the amount of money families are given through the program, meaning families have to spend some of their own money as well. Q55. [AFFORDABLE/EQUITABLE] Using taxpayer funding to support private school choice programs, but only for schools that provide equitable access, meaning families do not have to spend any of their own money in addition to what they received from the program.

Q50-55. Next, we'd like to ask you a few questions about using public taxpayer funds to support private school choice programs. These programs usually take the form of education savings accounts, scholarship programs, or school vouchers, but the idea is that they all use tax credits or taxpayer funds to help families offset the cost of sending their child to a private school. I'm going to read you several different scenarios, and for each, please tell me whether you strongly support, somewhat support, somewhat oppose, or strongly oppose it.

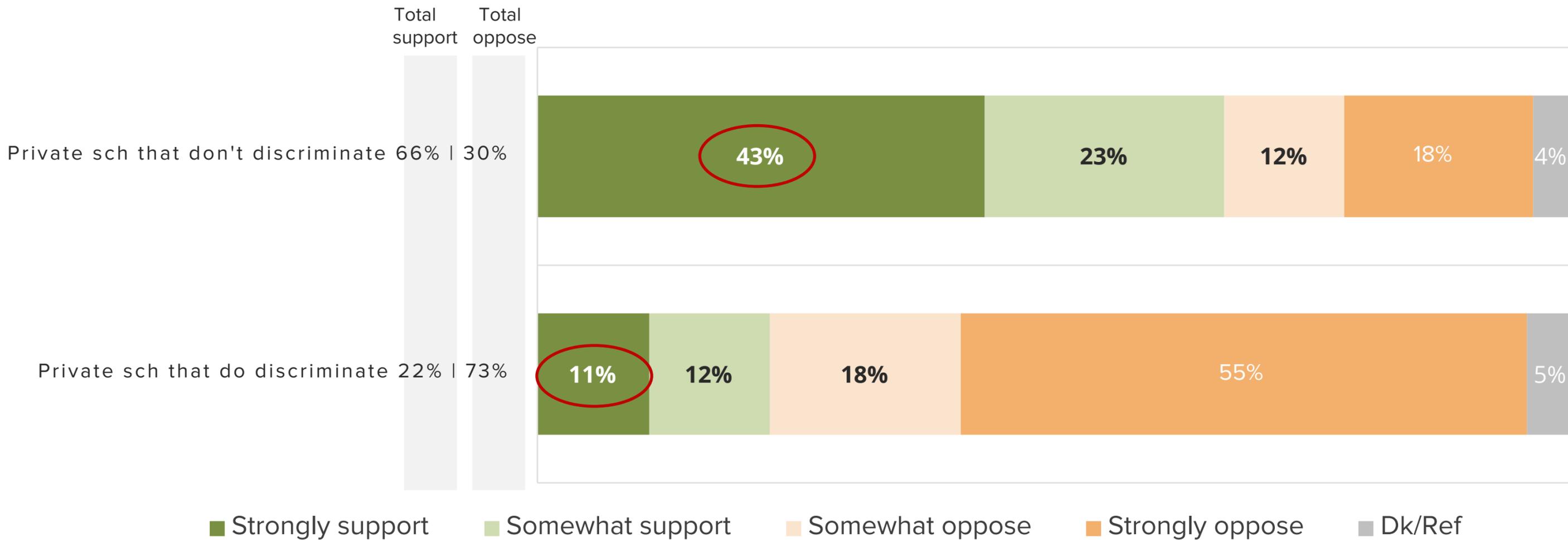


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Black and Hispanic voters support taxpayer-funded school choice assistance programs for private schools that do not discriminate; however, support drops dramatically for schools that refuse to cater to students or staff based on that school's values or beliefs

Q52-53. Next, we'd like to ask you a few questions about using public taxpayer funds to support private school choice programs. These programs usually take the form of education savings accounts, scholarship programs, or school vouchers, but the idea is that they all use tax credits or taxpayer funds to help families offset the cost of sending their child to a private school. I'm going to read you several different scenarios, and for each, please tell me whether you strongly support, somewhat support, somewhat oppose, or strongly oppose it.

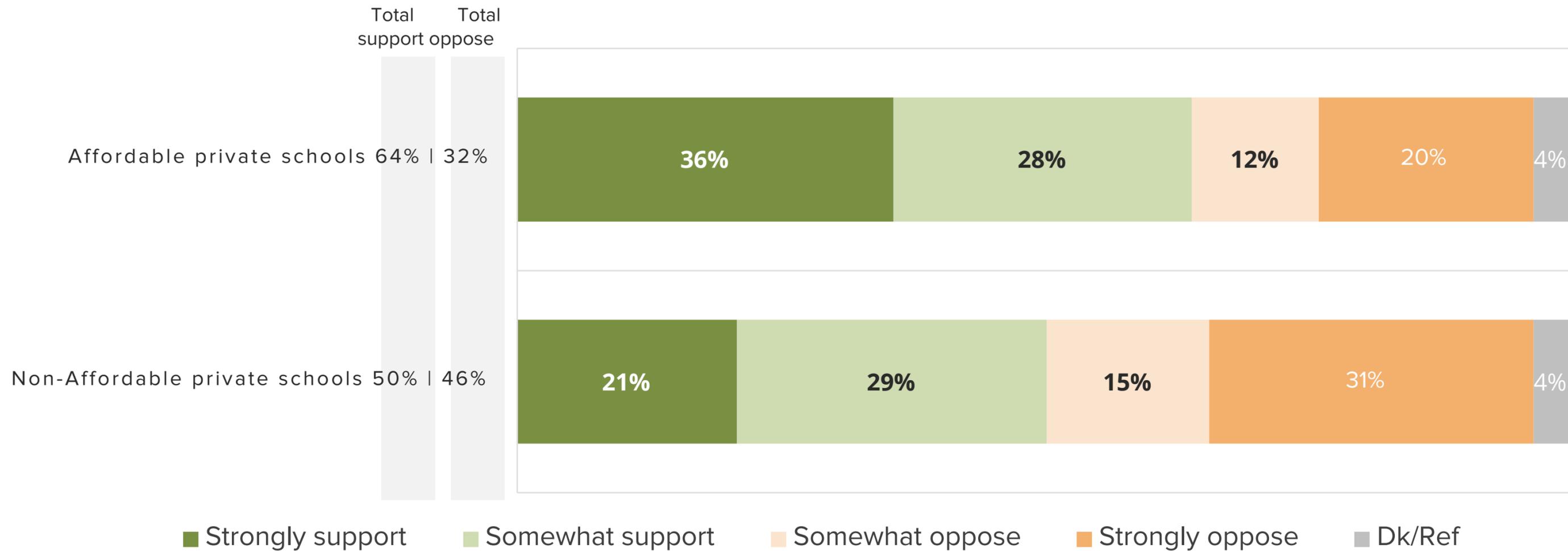
\*Caution, small sample size (n<100)



	Total	Black	Hispanic	Black Pub Parents*	Hisp Pub Parents*	Public Parents	Other Parents*	Malleable
Don't discriminate - total support	66%	62%	70%	64%	75%	70%	68%	70%
Do discriminate - total support	22%	21%	23%	18%	28%	23%	26%	18%



# Similarly, support for choice programs for private schools is much higher when schools offer equitable access



Q54-55. Next, we'd like to ask you a few questions about using public taxpayer funds to support private school choice programs. These programs usually take the form of education savings accounts, scholarship programs, or school vouchers, but the idea is that they all use tax credits or taxpayer funds to help families offset the cost of sending their child to a private school. I'm going to read you several different scenarios, and for each, please tell me whether you strongly support, somewhat support, somewhat oppose, or strongly oppose it.

*\*Caution, small sample size (n<100)*

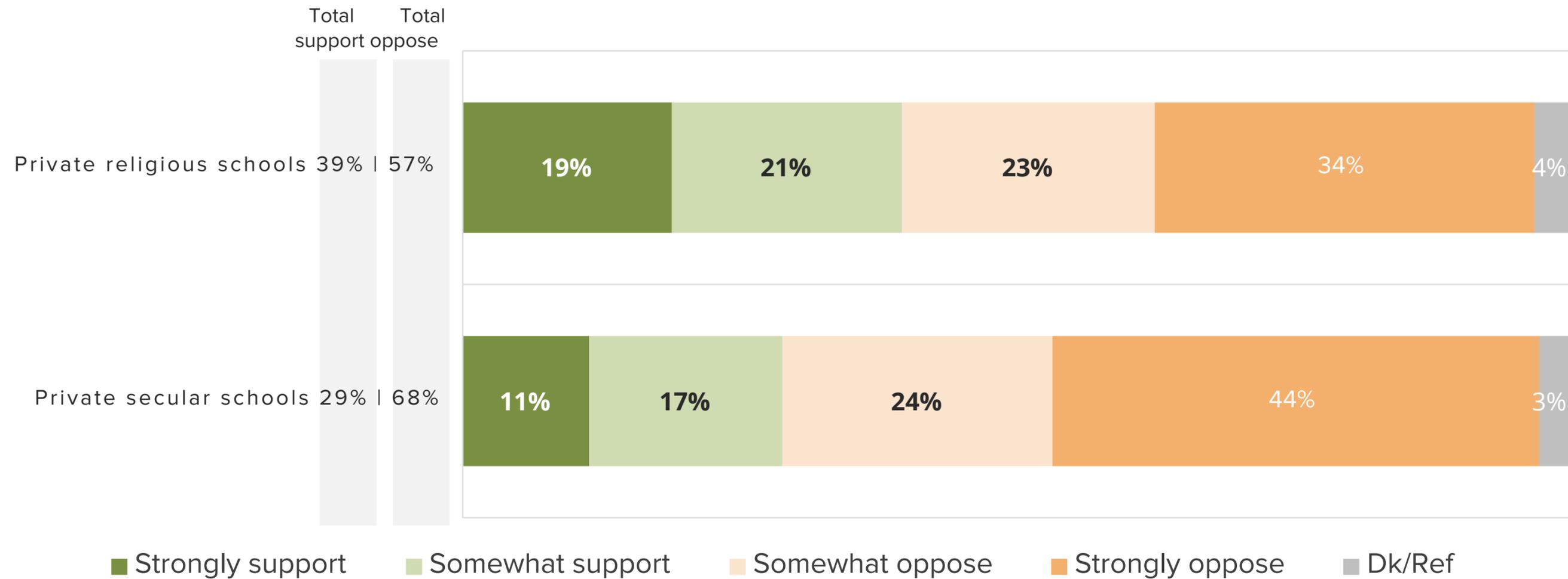
	Total	Black	Hispanic	Black Pub Parents*	Hisp Pub Parents*	Public Parents	Other Parents*	Malleable
Affordable/equitable- total support	64%	59%	68%	69%	77%	73%	57%	60%
Not affordable/equitable- total support	50%	51%	49%	45%	48%	47%	51%	51%



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Black and Hispanic voters oppose school choice funding programs when they are framed as either religious-only or secular-only, indicating a support for broader, more inclusive programs



Q50-51. Next, we'd like to ask you a few questions about using public taxpayer funds to support private school choice programs. These programs usually take the form of education savings accounts, scholarship programs, or school vouchers, but the idea is that they all use tax credits or taxpayer funds to help families offset the cost of sending their child to a private school. I'm going to read you several different scenarios, and for each, please tell me whether you strongly support, somewhat support, somewhat oppose, or strongly oppose it.

\*Caution, small sample size (n<100)

	Total	Black	Hispanic	Black Pub Parents*	Hisp Pub Parents*	Public Parents	Other Parents*	Malleable
Secular- total support	29%	24%	33%	26%	31%	28%	36%	28%
Religious- total support	39%	37%	42%	43%	42%	42%	49%	39%



FREEDOM COALITION FOR CHARTER SCHOOLS



THIS POLL WAS A COLLABORATION BETWEEN BRILLIANT CORNERS  
AND FREEDOM COALITION FOR CHARTER SCHOOLS.

FOR MORE INFORMATION ABOUT THE POLL, VISIT

**[HTTPS://WWW.COALITIONFORCHARTERS.ORG/SWING-STATE-VOTERS-POLL/](https://www.coalitionforcharters.org/swing-state-voters-poll/)**

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