

Spotlight on Education: The NORC AmeriSpeak Omnibus Survey

Conducted by NORC at the University of Chicago with funding from NORC at the University of Chicago

Interviews: 03/06-10/2025

1,128 adults

Margin of sampling error: +/-3.9 percentage points at the 95% confidence level among all adults

NOTE: All results show percentages among all respondents unless otherwise labeled.

SPOTLIGHT1. How many children do you have who are currently in kindergarten through 12th grade?

	NORC 03/06-10/2025
0	73
1	11
2	10
3	3
4	1
5 or more	1
SKIPPED/ REFUSED	*
N=	1,128

SPOTLIGHT2. An “education savings account” in K–12 education, often called an ESA, establishes for parents a government-funded savings account that can be used for certain educational expenses. Parents can use these funds to pay for things like school tuition, tutoring, online education programs, therapies for students with special needs, textbooks or other instructional materials, or to save for future college expenses. Do you [favor, neither favor nor oppose, or oppose/oppose, neither favor nor oppose, or favor] education savings accounts?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	NORC 03/06-10/2025
Strongly/Somewhat favor (NET)	53
Strongly favor	26
Somewhat favor	27
Neither favor nor oppose	35
Strongly/somewhat oppose (NET)	12
Somewhat oppose	5
Strongly oppose	7
DON'T KNOW	*
SKIPPED/ REFUSED	*
N=	1,128

SPOTLIGHT3. What student groups should be prioritized to receive education savings accounts? *SELECT ALL THAT APPLY.*

	NORC 03/06-10/2025
Any (NET)	44
Students with disabilities	28
Students in failing public schools	18
Low-income students	34
Students with parents in the military	16
Students in Bureau of Indian Education-operated or tribally operated schools	16
No student group should be prioritized. They should be available to all students.	56
DON'T KNOW	*
SKIPPED/ REFUSED	1
N=	1,128

SPOTLIGHT4. Should each of the following be an allowable use of education savings account funds, or not?

NORC 03/06-10/2025	Should be an allowable use	Should not be an allowable use	DON'T KNOW	SKP/REF
Tuition	85	13	*	1
Uniforms	66	31	1	1
Home schooling	56	42	*	2
Online learning tools	78	18	1	3
Services for students with disabilities	89	9	*	2
N= 1,128				

SPOTLIGHT5. Do you [favor, neither favor nor oppose, or oppose/oppose, neither favor nor oppose, or favor] the following roles for state governments?
[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

NORC 03/06-10/2025	Strongly/ somewhat favor NET	Strongly favor	Some- what favor	Neither favor nor oppose	Strongly/ somewhat oppose NET	Some- what oppose	Strongly oppose	DK	SKP/ REF
Deciding how public school funds are used.	44	14	30	27	28	15	13	*	1
Deciding what curricula are taught in public schools.	36	11	24	30	33	15	18	*	1
Deciding if certain student groups are prioritized in the school choice process.	18	6	12	37	44	17	27	*	1
Deciding how families can use education savings account funds.	29	10	20	32	38	17	20	*	1

N= 1,128

SEX

	NORC 03/06-10/2025
Male	49
Female	51
N=	1,128

AGE

	NORC 03/06-10/2025
18-29	20
30-44	26
45-59	23
60+	31
N=	1,128

RACE/ETHNICITY

	NORC 03/06-10/2025
White	61
Black	12
Other	1
Hispanic	18
Multiracial	2
Asian-Pacific Islander	6
N=	1,128

EDUCATION LEVEL

	NORC 03/06-10/2025
Less than HS	9
HS graduate or equivalent	29
Some college/ associate's degree	26
BA+ (NET)	36
Bachelor's degree	22
Post grad study/professional degree	13
N=	1,128

MARITAL STATUS

	NORC 03/06-10/2025
Married	46
Not married	54
N=	1,128

EMPLOYMENT STATUS

	NORC 03/06-10/2025
Employed	61
Not employed	39
N=	1,128

HOUSEHOLD INCOME

	NORC 03/06-10/2025
Less than \$30k	23
\$30-\$60k	25
\$60-\$ - less than 100k	23
\$100k+ (NET)	29
N=	1,128

REGION

	NORC 03/06-10/2025
Northeast	17
Midwest	20
South	39
West	24
N=	1,128

Study Methodology

Data were collected using the AmeriSpeak Omnibus®, a bi-monthly multi-client survey using NORC's probability-based panel designed to be representative of the U.S. household population. The survey was part of a larger study that included questions about other topics not included in this report. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews for this survey were conducted between March 6 through March 10, 2025, with adults aged 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,128 completed the survey—1,056 via the web and 72 by telephone. Panel members were invited by email or by phone from a NORC telephone interviewer. All interviews were conducted in English. Respondents were offered a small monetary incentive for completing the survey. The final stage completion rate is 15.0 percent, the weighted household panel recruitment rate is 26.1 percent, and the weighted household panel retention rate is 77.8 percent, for a cumulative response rate of 3.0 percent.

The overall margin of sampling error is +/- 3.9 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Sampling error is only one of many potential sources of error and there may be other unmeasured errors in this or any other survey.

Quality assurance checks were conducted to ensure data quality. In total, 63 interviews were removed for nonresponse to at least 50 percent of the questions asked of them, and for completing the survey in less than one-third of the median interview time for the full sample. These interviews were excluded from the data file prior to weighting.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a poststratification process is used to adjust for any survey nonresponse as well as any noncoverage or under and oversampling resulting from the study-specific sample design.

Poststratification variables included age, gender, race/ethnicity, and education. Weighting variables were obtained from the 2024 Current Population Survey. The weighted data reflect the U.S. population of adults age 18 and over.

This Spotlight on Education survey was conducted by Education and Child Development at NORC at the University of Chicago with funding from NORC.

About the NORC Spotlight on Education

NORC at the University of Chicago's Spotlight on Education series is a series of quick-hitting national surveys on issues vital to education and its place in society, conducted using our AmeriSpeak® probability-based panel.

About NORC at the University of Chicago

NORC at the University of Chicago conducts research and analysis that decision-makers trust. As a nonpartisan research organization and a pioneer in measuring and understanding the world, we have studied almost every aspect of the human experience and every major news event for more than eight decades. Today, we partner with government, corporate, and nonprofit clients around the world to provide the objectivity and expertise necessary to inform the critical decisions facing society. www.norc.org

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