

Methodology

Edge Research conducted this nationwide survey of **20,090 U.S. parents and guardians of school-aged children** (K-12th grade), which includes between 301 and 427 surveys in each of the 50 states plus the District of Columbia. Respondents could take the survey in either English or Spanish, based on their preference. The survey was in the field from July 8 to August 22, 2024.

DATA COLLECTION

The survey used a mixed-mode methodology to reach as many households as possible. First, survey respondents were recruited using online, non-probability samples obtained via national opt-in consumer research panels. These surveys were mobile-optimized (meaning participants can take the survey on a PC or mobile device, which helps reach those who do not have internet access but do have a mobile data plan). In states where Edge Research was not able to collect at least 300 surveys using this method, they obtained supplementary text-to-web interviews.

SURVEY REPRESENTATIVENESS

As respondents entered the survey, they submitted demographic information, and quotas were set to ensure the sample is proportionately distributed in accordance with the most recent U.S. Census¹ and National Center for Education Statistics (NCES)² data on U.S. parents in each state. Quotas functioned by predetermining the number of desired respondents by gender identity, race, ethnicity, child’s grade and grade level in each state. Once the desired number was reached with each quota group, it closed, and additional respondents were turned away.

After the survey came out of the field, Edge Research reviewed the data and applied additional weights by income, race/ethnicity, school level and school type within states. Once responses were weighted within state, data was then weighted by state to be proportionate nationally.

The following tables provide the demographics of survey respondents after weighting.

RACE/ETHNICITY							
Hispanic/Latino of Any Race	White Alone	Black/African American Alone	Asian Alone	American Indian or Alaska Native Alone	Native Hawaiian or Pacific Islander Alone	Some Other Race Alone	Two or More Races
22%	57%	11%	7%	0.5%	0.1%	0.3%	2%

INCOME DISTRIBUTION		
Low Income	Middle Income	High Income
37%	53%	10%

¹ Annual Social and Economic Supplements, United States Census, [Annual Social and Economic Supplements \(census.gov\)](https://www.census.gov/programs-surveys/asea)

² Education Demographic and Geographic Estimates, National Center for Education Statistics (NCES), [Index \(ed.gov\)](https://nces.ed.gov/ipeds/data/)

SCHOOL LEVEL

K-5th	6th-8th	9th-12th
45%	24%	31%

GRADE OF CHILD

K	1st Grade	2nd Grade	3rd Grade	4th Grade	5th Grade	6th Grade	7th Grade	8th Grade	9th Grade	10th Grade	11th Grade	12th Grade
7%	8%	7%	7%	8%	8%	8%	8%	8%	8%	8%	7%	8%

SCHOOL TYPE

Local or Traditional Public School	Public Magnet School	Public Charter School	Private Independent School	Parochial/Religious School	Virtual/Online Public School	Homeschool	Microschool	Other Type of School
70%	5%	8%	8%	3%	2%	3%	0.5%	1%

INCOME DEFINITIONS

In the pages that follow, we provide results for low-, middle- and high-income parents. These income buckets were calculated using the Pew Research Center’s study on “The State of the American Middle Class”³ and their category definitions:

- Middle-income households are defined as those with an income that is two-thirds to double that of the U.S. median household income, after being adjusted for household size.
- Lower-income households have incomes less than two-thirds of the median
- High-income households have incomes that are more than double the median.

Following these definitions, Edge Research adjusted the incomes reported in the survey to reflect a three-person household using the equivalence scales technique. Pulling from the U.S. Census 2023 Annual Social and Economic Supplements, they used the three-person household income breaks of \$61,000 to \$183,000 as middle, and values above and below those thresholds as lower and upper income respectively.

DATA QUALITY CONTROL AND STANDARDS

Edge Research employed several practices to ensure data quality. The survey platform used reCAPTCHA to screen for bots. They also applied a third-party tool called Research Defender to screen out known bad actors and respondents with high survey-taking rates. In addition, data was monitored regularly while in the field. Once all responses were collected, they applied additional data cleaning processes, clearing data for cheating, speeding, inattentiveness, and AI-generated responses.

Edge Research follows the American Association for Public Opinion Research (AAPOR) Code of Professional Ethics and Practices⁴ to maintain the highest standards of competence, integrity, accountability, and transparency in public opinion and survey research work.

³ Kochhar, Rakesh, “The State of the American Middle Class,” [Pew Research Center](#), 5/31/24

⁴ Code of Professional Ethics and Practices, [American Association For Public Opinion Research \(AAPOR\)](#)