

NATIONAL SURVEY

UpONE **IMPACT**
INSIGHTS RESEARCH



Methodology

National Survey (N=1015 Registered Voters, $\pm 3.51\%$)

National GOP Primary Survey (N=807 Republican Primary Voters, $\pm 3.93\%$)

National DEM Primary Survey (N=805 Democratic Primary Voters, $\pm 3.94\%$)

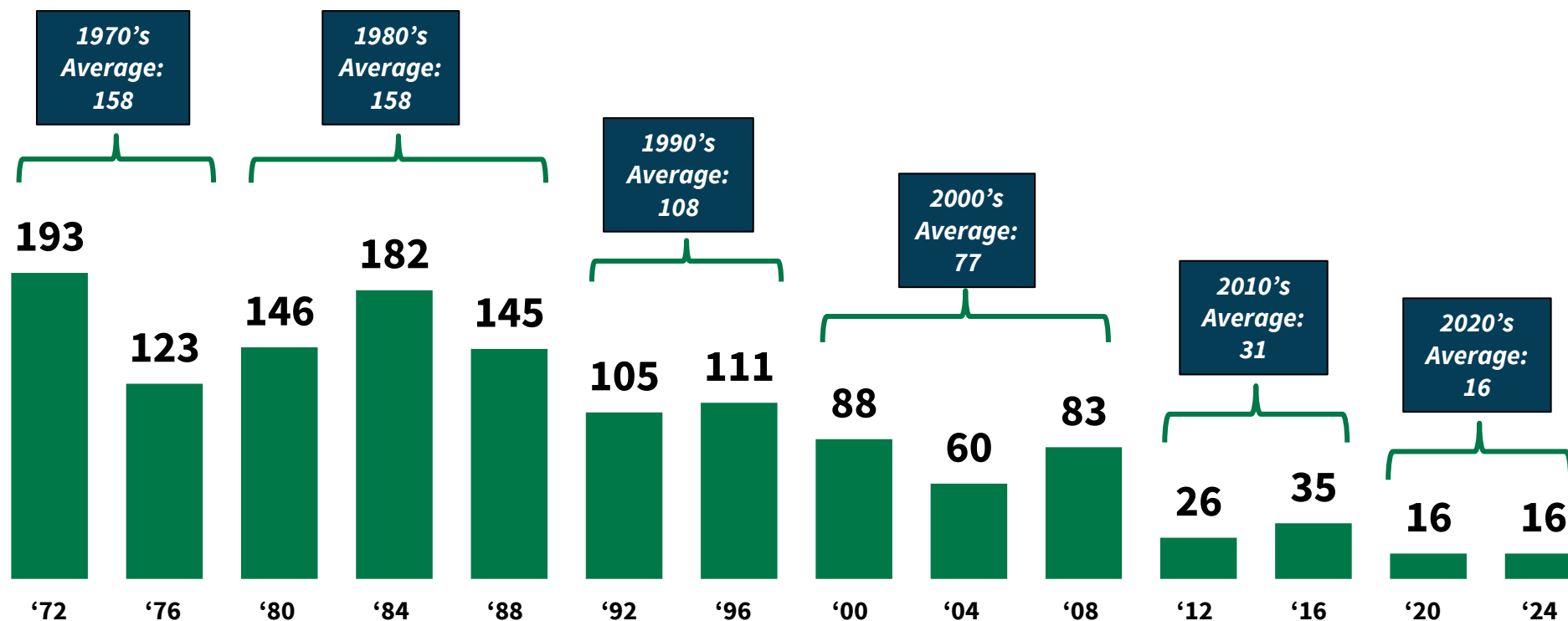
Online Opt-In Panel Methodology

August 21-27, 2025

WHY POLL GOP & DEM PRIMARY VOTERS?

A growing number of congressional and legislative districts are now "safe" for one political party. This means the real competition comes in primaries. Low-turnout, ideologically motivated primary electorates force candidates to cater to the most extreme voters within their own party. And, because of the constant threat of a primary challenger from the extremes of their own party, lawmakers often are much more focused on how their party feels than those "in the middle."

Congressional Districts That Voted for a Presidential Nominee From One Party and a Member of Congress From the Other



The Issue Agenda

Economic concerns dominate the issue agenda.

% Very Important	Total	Parent: Yes	Parent: No	GOP	IND	DEM	GOP PVs	DEM PVs	White	Black	Hispanic
Improving the economy and job situation	81%	86%	80%	84%	78%	81%	80%	80%	80%	90%	80%
Tackling affordability and rising costs	77%	77%	77%	75%	76%	80%	74%	82%	77%	81%	73%
Addressing health care	69%	70%	69%	57%	70%	80%	55%	83%	68%	79%	59%
Addressing crime and public safety	68%	70%	67%	81%	66%	56%	79%	61%	66%	74%	68%
Lowering taxes	62%	64%	61%	68%	63%	55%	71%	56%	59%	75%	63%
Improving K-12 education	59%	71%	55%	56%	60%	63%	54%	64%	57%	74%	61%
Improving infrastructure like roads and bridges	55%	54%	55%	53%	55%	57%	53%	59%	54%	66%	46%
Reducing government spending	55%	54%	55%	72%	51%	41%	73%	39%	57%	53%	44%

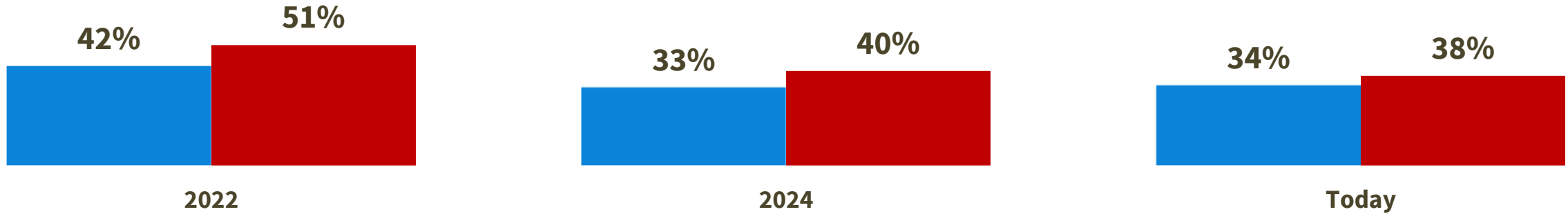
Everyday costs – like the price of food and groceries – is most concerning.

% Combined Two Choices	Total	Parent: Yes	Parent: No	GOP	IND	DEM	GOP PVs	DEM PVs	White	Black	Hispanic
The price of food and groceries	77%	76%	77%	79%	79%	73%	76%	76%	76%	79%	85%
The price of gas, energy, and utility costs	46%	42%	48%	57%	46%	37%	59%	38%	51%	38%	31%
The price of housing	36%	43%	34%	31%	35%	42%	29%	40%	33%	45%	44%
The price of health care	32%	25%	34%	26%	28%	40%	27%	38%	32%	26%	31%
The price of education	5%	9%	3%	4%	7%	4%	5%	3%	4%	7%	4%
The price of childcare for families	4%	5%	3%	4%	5%	3%	4%	5%	5%	4%	6%

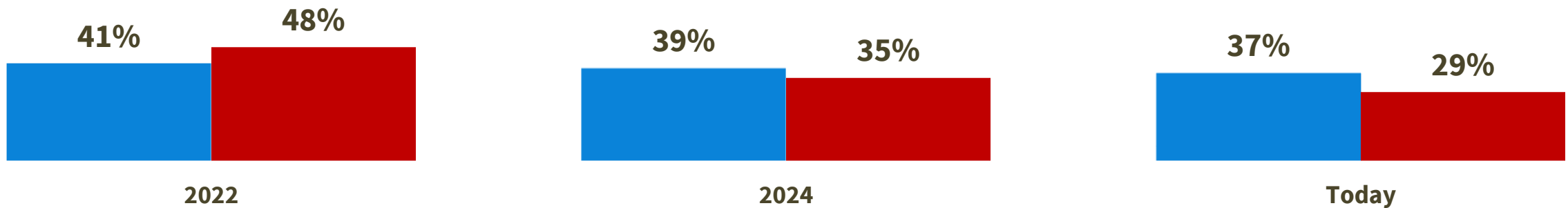
K-12 Education

Voters are still mixed about the direction of K-12 education in their state, though there's less pessimism recently about local schools.

Your State



Your Local Area



■ Right Direction ■ Wrong Track

Voters point to “too much politics,” “not enough quality teachers and staff,” and “not enough funding” (especially Dems) as the biggest K-12 problems.

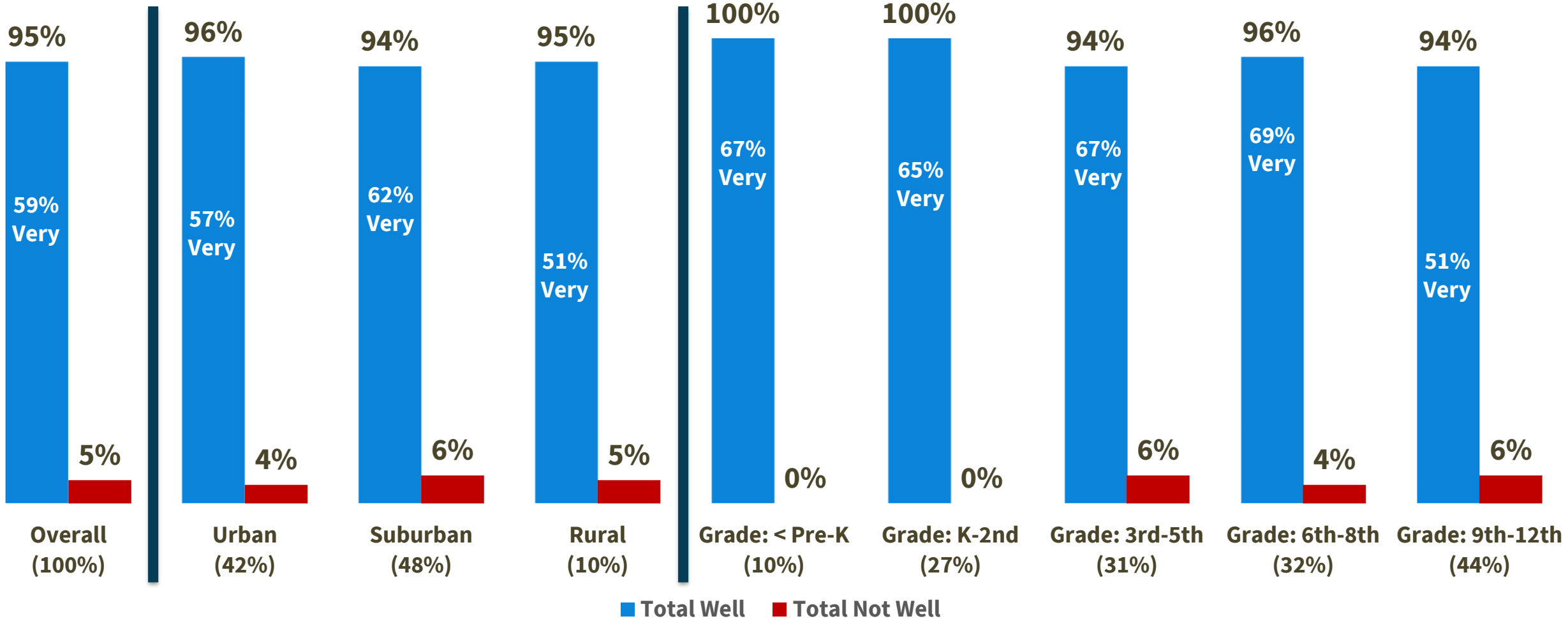
	Total	Parent: Yes	Parent: No	GOP	IND	DEM	GOP PVs	DEM PVs	White	Black	Hispanic
Too much politics	46%	38%	49%	51%	44%	43%	54%	40%	49%	33%	42%
Not enough quality teachers and staff	41%	42%	41%	39%	39%	44%	39%	43%	40%	43%	43%
Not enough funding	40%	43%	39%	28%	32%	56%	24%	61%	38%	48%	42%
Lack of quality curriculum	34%	38%	33%	39%	33%	32%	37%	29%	32%	35%	48%
Lack of accountability for persistently underperforming schools	33%	39%	32%	39%	33%	28%	42%	28%	33%	28%	39%
Lack of parental involvement	31%	28%	32%	38%	30%	26%	37%	25%	33%	29%	24%
Schools aren't safe enough	31%	32%	31%	29%	33%	32%	28%	36%	31%	38%	35%
Not enough preparation for future technological advancements and the digital economy	31%	33%	30%	30%	29%	32%	26%	30%	29%	25%	40%
Failure to spend existing funding wisely	31%	32%	30%	36%	35%	23%	38%	28%	31%	25%	36%
Class sizes are too large	30%	28%	31%	27%	27%	35%	27%	37%	32%	23%	27%
Instruction is disconnected from student career interests	23%	27%	21%	22%	26%	21%	22%	19%	21%	19%	24%
Lack of choice and options for families	18%	22%	17%	23%	17%	14%	26%	16%	17%	22%	22%
Poor communication from school or teachers and staff	16%	21%	15%	17%	16%	15%	19%	15%	16%	19%	13%
Too much parental involvement	8%	7%	9%	4%	7%	13%	4%	11%	8%	10%	4%

To improve education, Americans place the most importance on ensuring every child is at grade level in reading, math, and writing – outpacing other priorities.

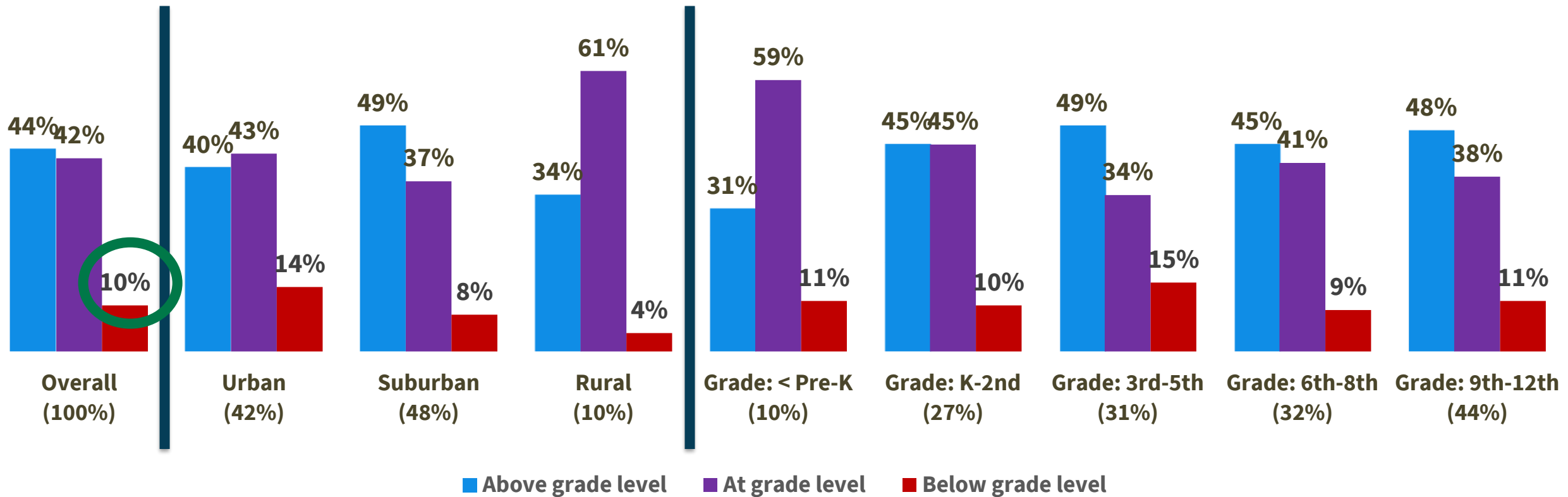
% Very Important	Total	Parent: Yes	Parent: No	GOP	IND	DEM	GOP PVs	DEM PVs	White	Black	Hispanic
Ensuring every child is at grade level in reading, math, and writing	80%	79%	80%	80%	77%	80%	83%	81%	79%	84%	78%
Improving school safety	70%	74%	69%	68%	70%	72%	70%	70%	68%	83%	71%
Better preparing students for the workforce (A)	70%	76%	67%	73%	64%	69%	74%	69%	68%	66%	76%
Better pay and support for great teachers	62%	63%	61%	51%	60%	74%	51%	76%	59%	76%	71%
Providing more counseling and mental health services for students	56%	58%	55%	45%	53%	67%	43%	70%	52%	73%	63%
Better preparing students for college (B)	49%	58%	46%	45%	50%	52%	44%	60%	44%	67%	57%
Increasing school funding	48%	54%	46%	34%	46%	63%	35%	68%	45%	66%	51%
Giving families more school choice	38%	50%	35%	46%	39%	31%	56%	32%	34%	53%	53%

Academics Math & Reading

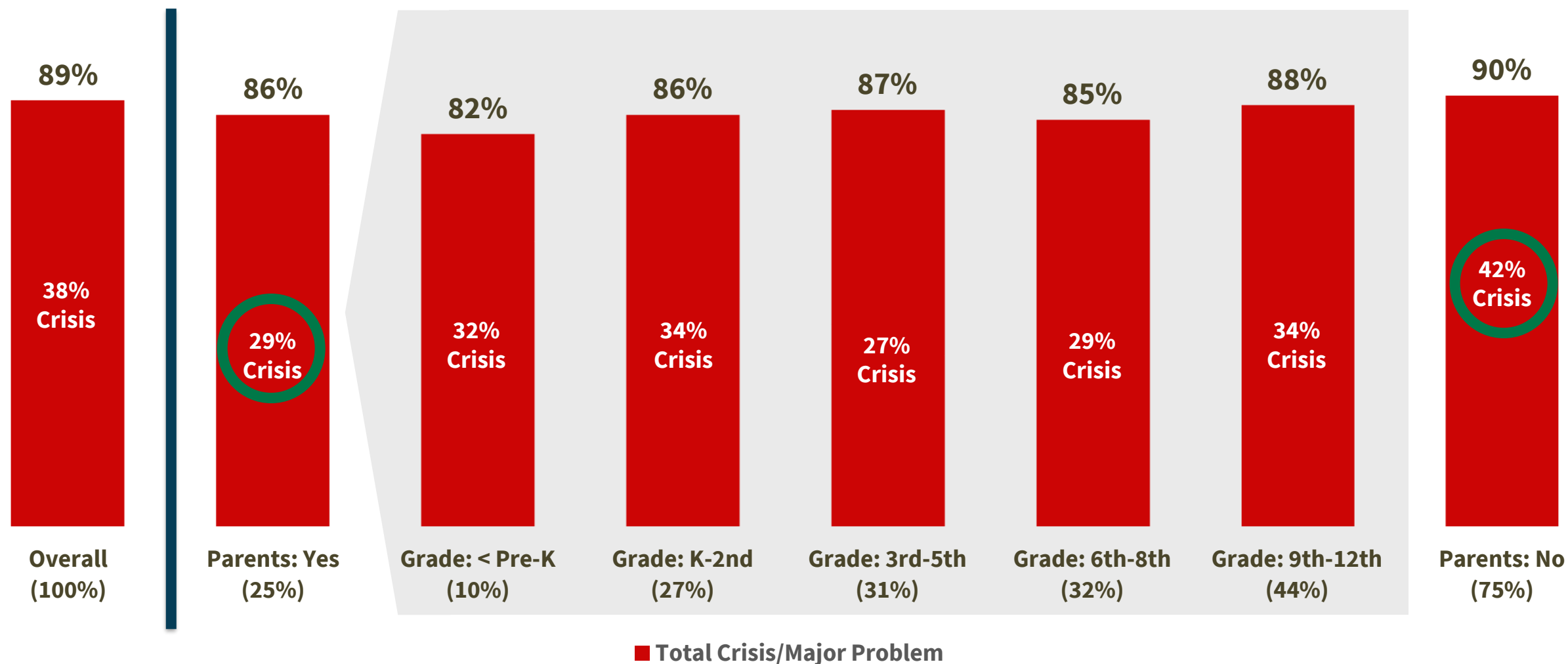
Parents overwhelmingly believe they understand their child's specific academic needs and challenges.



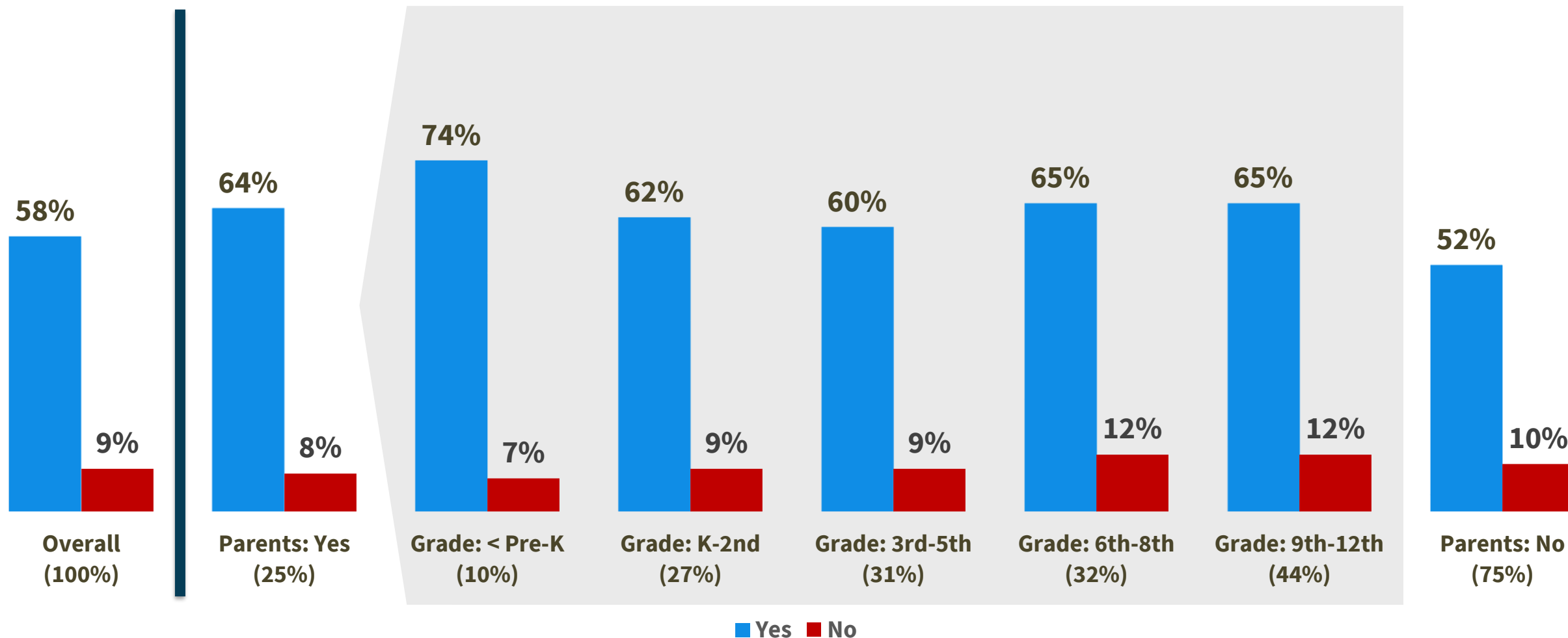
Yet, few parents (10%!) nationally believe their kids' reading and math skills are "below grade level."



There's significant concern once voters hear about recent NAEP test results. Parents are less likely to believe this is a "crisis" compared with other Americans.

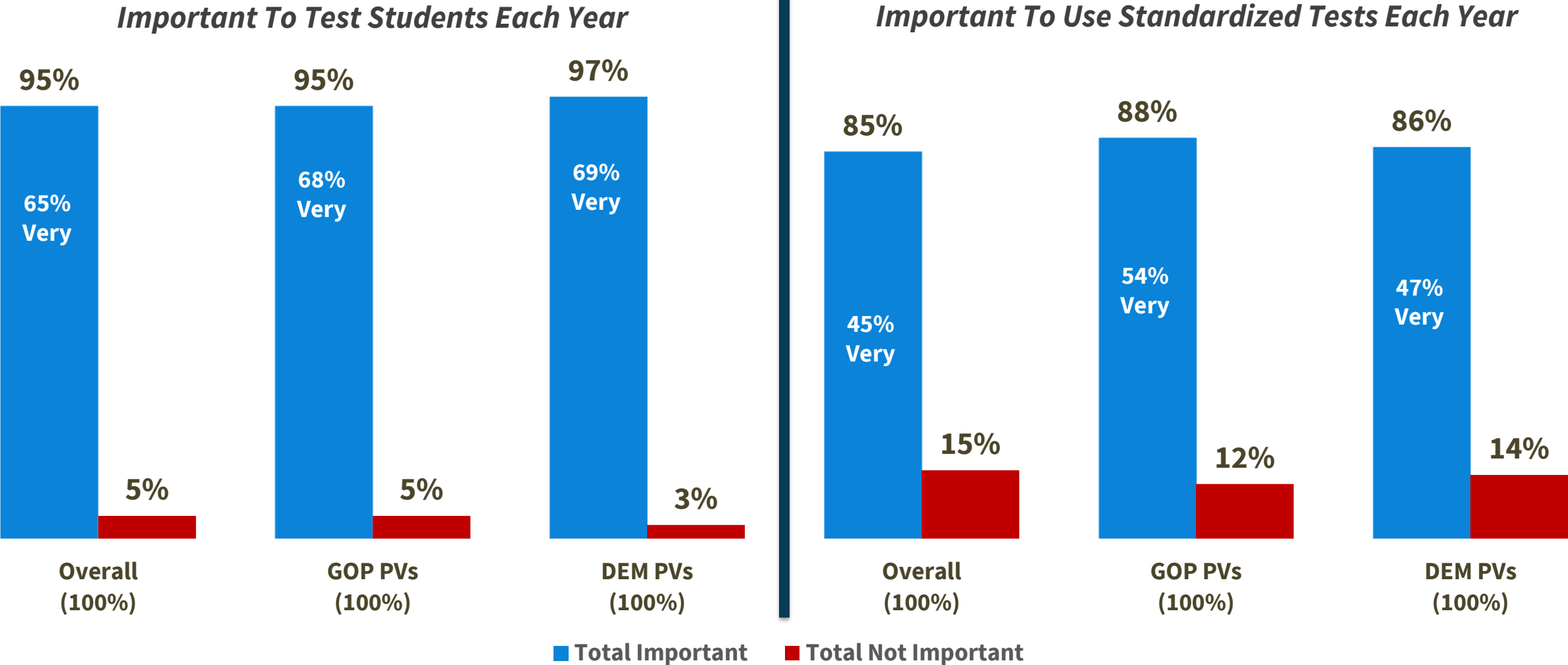


Few have heard of the “science of reading” (only 13%). For the most part, those who have heard of it want it required in their state, as we’ve seen with phonics.



Testing & Assessments

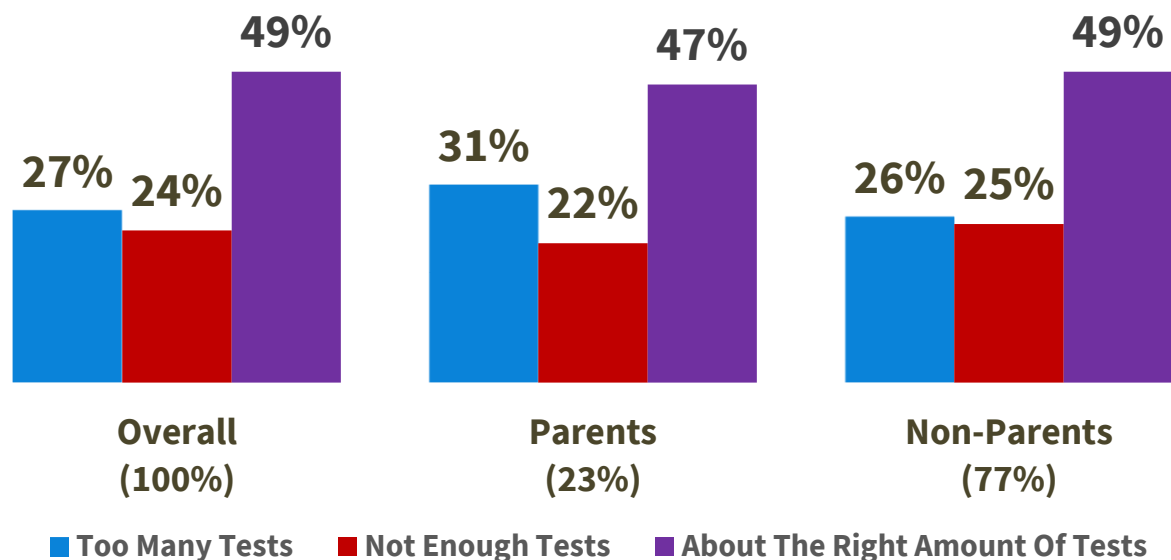
Americans place high importance on testing students each year.



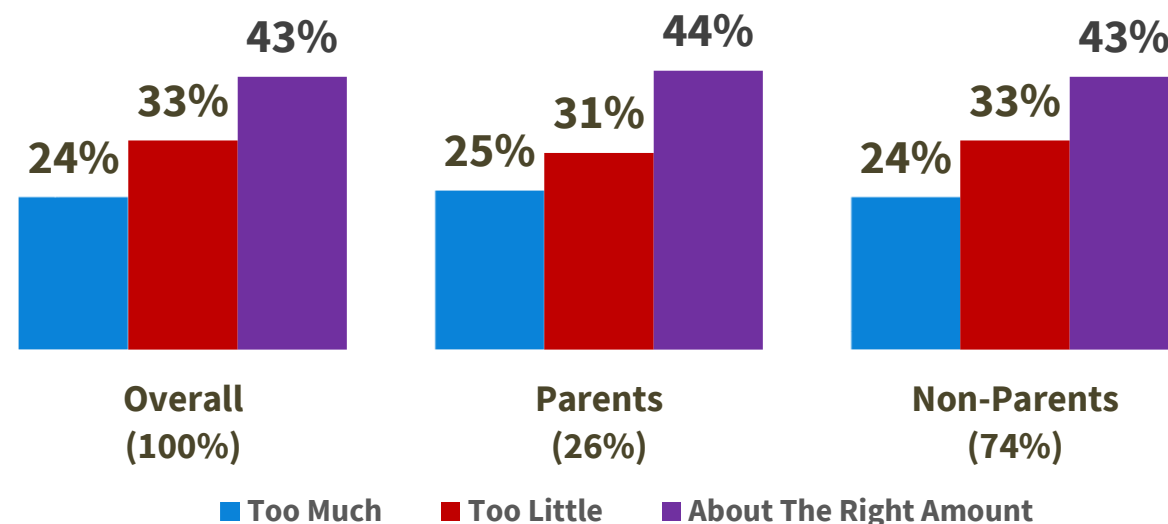
How important is it to test each year to know if students from grades three through ten are meeting the state's education standards in reading, writing and math? / How important is it to use standardized tests each year to know if students from grades three through ten are meeting the state's education standards in reading, writing and math? Is it...

Generally, there's not a strong sense that students are taking “too many tests” or spending “too much time” preparing for and taking standardized tests.

Students are given...



There is ... time spent on standardized testing throughout the school year



Americans overwhelmingly believe state standardized test results should be used for the following:

% Yes - % No	Total	Parent: Yes	Parent: No	GOP	IND	DEM	GOP PVs	DEM PVs	White	Black	Hispanic
To see if all students, regardless of background, are meeting grade-level expectations (A)	91% - 5%	92% - 6%	90% - 5%	91% - 7%	82% - 8%	96% - 2%	91% - 6%	94% - 3%	91% - 5%	88% - 7%	92% - 0%
To identify areas where schools need to improve in how they serve students (A)	91% - 4%	93% - 5%	90% - 4%	92% - 5%	83% - 5%	96% - 2%	92% - 5%	95% - 3%	92% - 3%	85% - 7%	89% - 3%
To make sure students are on track to succeed in college or career (A)	89% - 6%	91% - 6%	88% - 6%	91% - 6%	82% - 6%	91% - 5%	89% - 7%	89% - 7%	90% - 6%	86% - 6%	83% - 6%
To identify or determine the specific supports and help an individual student needs (B)	88% - 7%	91% - 6%	87% - 7%	90% - 6%	86% - 5%	88% - 8%	88% - 8%	91% - 5%	90% - 6%	82% - 5%	83% - 11%
To help identify which schools across the state need improvement (B)	86% - 8%	86% - 11%	86% - 7%	86% - 9%	82% - 10%	88% - 7%	92% - 5%	89% - 7%	86% - 10%	81% - 6%	91% - 3%
To determine school performance ratings (A)	83% - 11%	85% - 12%	82% - 11%	88% - 10%	77% - 10%	82% - 14%	87% - 9%	80% - 14%	84% - 11%	84% - 9%	74% - 15%

There's also strong support for using state standardized test results for:

% Yes - % No	Total	Parent: Yes	Parent: No	GOP	IND	DEM	GOP PVs	DEM PVs	White	Black	Hispanic
To make sure students are prepared to get a good job and will be able to support their families (B)	75% - 18%	76% - 19%	74% - 18%	82% - 12%	74% - 18%	69% - 23%	82% - 12%	73% - 21%	75% - 19%	69% - 16%	82% - 12%
To determine whether a student should move on to the next grade (B)	74% - 20%	79% - 16%	73% - 21%	79% - 16%	76% - 17%	69% - 24%	82% - 13%	76% - 19%	73% - 21%	74% - 16%	88% - 10%
To help determine teacher performance (A)	75% - 18%	80% - 17%	74% - 18%	80% - 15%	75% - 13%	71% - 24%	82% - 13%	71% - 22%	74% - 21%	80% - 13%	76% - 9%
To help parents choose which schools may work best for their children (A)	66% - 22%	77% - 15%	62% - 25%	74% - 17%	66% - 17%	58% - 32%	78% - 14%	62% - 26%	64% - 26%	80% - 11%	68% - 16%

Voters are more divided on whether to use state standardized test results for:

% Yes - % No	Total	Parent: Yes	Parent: No	GOP	IND	DEM	GOP PVs	DEM PVs	White	Black	Hispanic
To help determine whether schools should remain open or be closed (B)	47% - 40%	51% - 43%	45% - 40%	50% - 35%	51% - 38%	41% - 46%	58% - 29%	39% - 49%	42% - 45%	57% - 29%	61% - 31%
To help determine teacher pay (B)	40% - 48%	46% - 43%	38% - 50%	45% - 43%	43% - 46%	35% - 54%	50% - 38%	34% - 56%	37% - 53%	53% - 30%	42% - 44%

Next, thinking again specifically about standardized tests each year that assess if students are meeting the state's education standards in reading, writing and math, please indicate if you believe the results from these tests should be used for each of the following...

Source: N=1015 National Registered Voters
Source: N=807 GOP Primary Voters
Source: N=805 DEM Primary Voters

Teachers

Americans point to salary and benefits, followed by training and coaching, as the most important in being able to attract and retain high-quality teachers.

% Very Important	Total	Parent: Yes	Parent: No	GOP	IND	DEM	GOP PVs	DEM PVs	White	Black	Hispanic
Salary and benefits for teachers (A)	63%	63%	63%	59%	51%	76%	56%	76%	61%	62%	79%
Access to and training on high-quality instructional materials (B)	59%	62%	58%	54%	55%	64%	56%	67%	56%	64%	60%
Providing teachers with regular professional training and coaching (B)	57%	65%	55%	52%	54%	64%	53%	62%	54%	70%	65%
Stronger school support for student discipline and behavior (A)	55%	68%	51%	62%	50%	53%	66%	55%	56%	45%	66%
Smaller class sizes (A)	40%	37%	42%	38%	38%	45%	42%	47%	42%	34%	40%
Redesigned teacher roles that provide more collaboration and flexibility (B)	34%	40%	32%	28%	38%	36%	30%	45%	31%	40%	37%
Reducing administrative and non-instructional tasks (for example, lunch duty or passing period duty) for teachers (A)	25%	27%	24%	27%	26%	23%	23%	29%	23%	28%	31%

Voters are supportive of basing teacher pay on all the following:

% Support - % Oppose	Total	Parent: Yes	Parent: No	GOP	IND	DEM	GOP PVs	DEM PVs	White	Black	Hispanic
Whether they teach students with disabilities or other academic challenges (B)	74% - 14%	78% - 12%	73% - 15%	75% - 14%	73% - 11%	73% - 16%	76% - 12%	78% - 12%	73% - 16%	63% - 15%	89% - 4%
Student test data of students in their classroom (A)	62% - 25%	74% - 15%	51% - 36%	72% - 17%	59% - 21%	53% - 37%	73% - 17%	59% - 32%	61% - 26%	57% - 29%	66% - 25%
The difficulty of the subject they teach (i.e. STEM programs or advanced courses) (A)	70% - 16%	78% - 14%	67% - 17%	78% - 12%	66% - 13%	65% - 23%	75% - 14%	68% - 22%	69% - 18%	60% - 22%	78% - 7%
Their background and experience outside of the classroom (B)	60% - 29%	65% - 28%	59% - 29%	60% - 30%	59% - 25%	61% - 29%	63% - 27%	64% - 24%	57% - 32%	57% - 18%	83% - 14%
How they are evaluated by their principal or other school administrators (A)	67% - 19%	74% - 18%	65% - 19%	72% - 18%	66% - 16%	63% - 23%	72% - 17%	66% - 23%	67% - 21%	64% - 21%	70% - 13%
The location of the school they teach in (B)	54% - 34%	64% - 29%	51% - 35%	59% - 32%	55% - 25%	50% - 39%	58% - 31%	50% - 37%	51% - 36%	54% - 26%	72% - 25%
Student test data of students from across their school (B)	53% - 34%	59% - 30%	51% - 35%	63% - 27%	54% - 28%	44% - 42%	70% - 22%	51% - 37%	52% - 37%	54% - 24%	64% - 25%

Choice & Charter Schools

There is strong agreement parents should be able to have a choice in where and how their children are educated and more options will result in better outcomes.

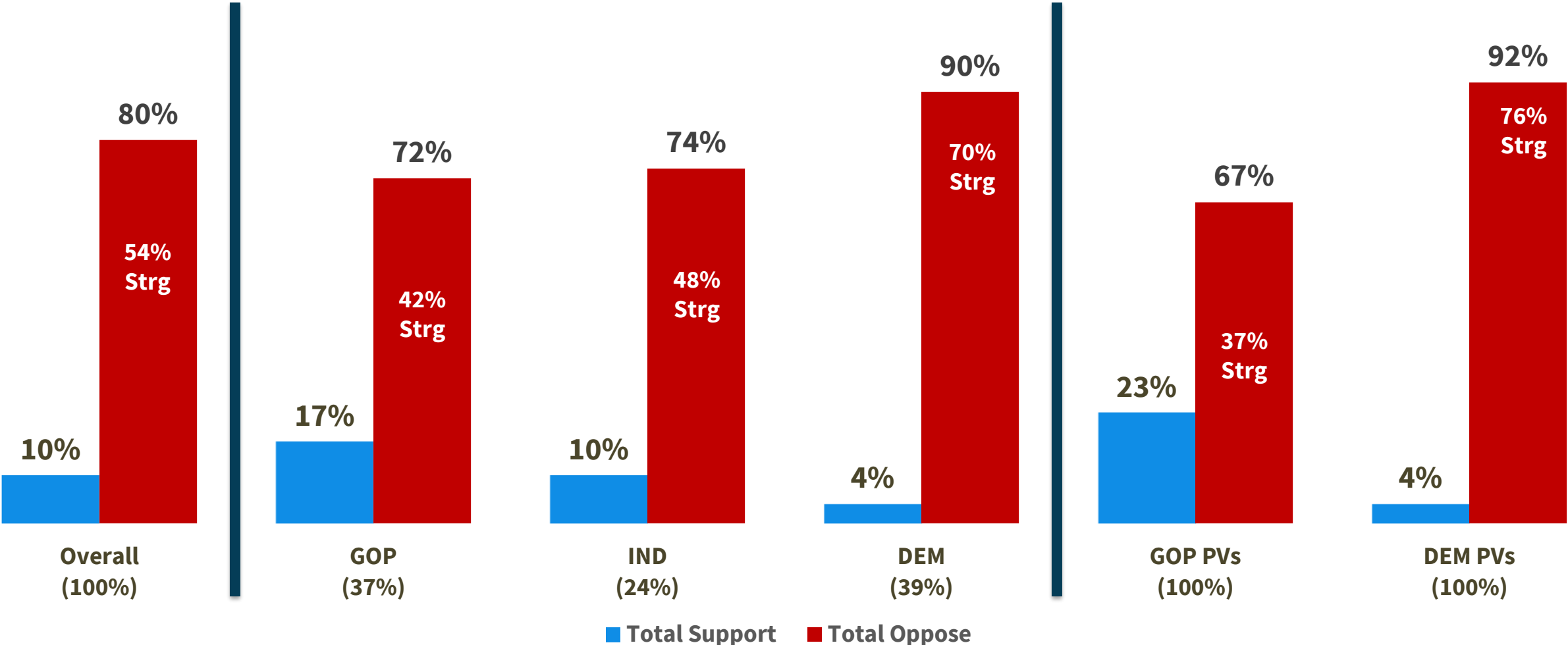
% Agree - % Disagree	Total	Parent: Yes	Parent: No	GOP	IND	DEM	GOP PVs	DEM PVs	White	Black	Hispanic
Parents should be able to have a choice in where and how their children are educated. (A)	82% - 11%	91% - 6%	79% - 13%	86% - 8%	79% - 12%	79% - 13%	91% - 7%	76% - 18%	82% - 12%	90% - 4%	77% - 11%
Parents, not the government, should be allowed to choose the best education environment for their children. (A)	75% - 17%	89% - 10%	70% - 20%	86% - 9%	70% - 17%	67% - 26%	90% - 8%	65% - 28%	72% - 20%	84% - 10%	82% - 11%
Parents should be able to have a choice in where and how their children are educated, even if it's not a choice I would make for my own child. (B)	73% - 15%	80% - 11%	72% - 17%	88% - 7%	65% - 19%	66% - 21%	88% - 7%	70% - 19%	72% - 18%	79% - 5%	80% - 12%
Giving parents more options for where and how their children are educated results in better outcomes for students. (B)	72% - 18%	80% - 13%	69% - 19%	83% - 10%	68% - 18%	64% - 24%	82% - 11%	66% - 23%	71% - 20%	72% - 11%	79% - 13%

The fact charter schools are free, open to all children, and provide families with a choice give voters the most positive impression.

	Total	Parent: Yes	Parent: No	GOP	IND	DEM	GOP PVs	DEM PVs	White	Black	Hispanic
They are free and open to all children of all ability levels and backgrounds	22%	23%	22%	19%	25%	24%	17%	28%	23%	23%	20%
They provide families with a choice of where to send their children to school	22%	19%	23%	27%	17%	20%	28%	21%	24%	14%	18%
They are held to higher accountability than traditional public schools	16%	17%	16%	18%	12%	18%	19%	14%	14%	22%	21%
They offer innovative approaches to education	14%	16%	14%	12%	15%	16%	12%	16%	15%	13%	13%
They prepare students for jobs of the future in a changing economy	13%	11%	14%	12%	17%	13%	13%	11%	12%	16%	17%
They are managed independently from local school districts	12%	14%	11%	12%	16%	9%	11%	10%	12%	13%	11%

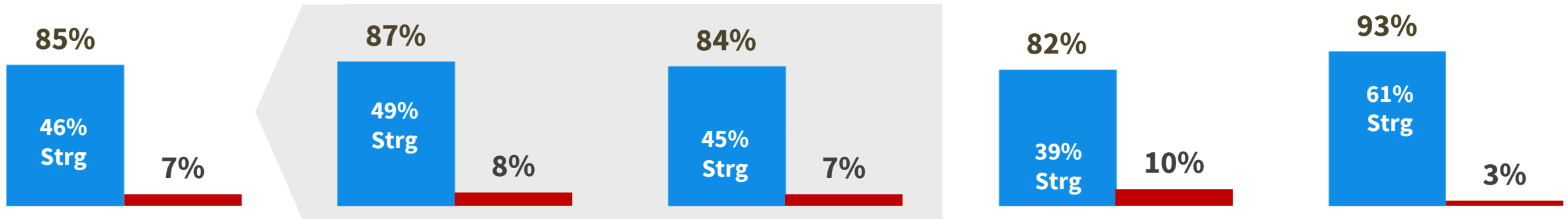
School Funding

There is overwhelming opposition to cutting education funding if a state's budget had to decrease.

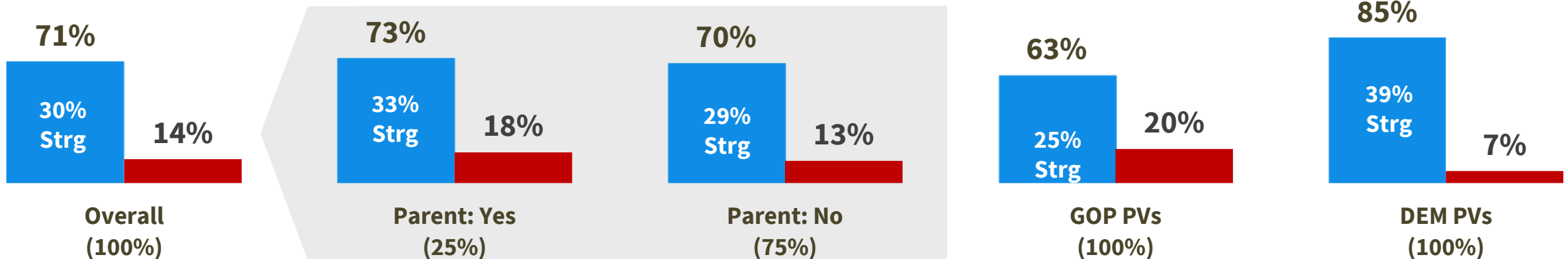


Voters strongly agree funding should be distributed fairly, targeted at unique needs.

States should ensure that education funding is distributed fairly, targeted at students' unique needs and account for differences in certain areas' ability to raise local revenue (A)



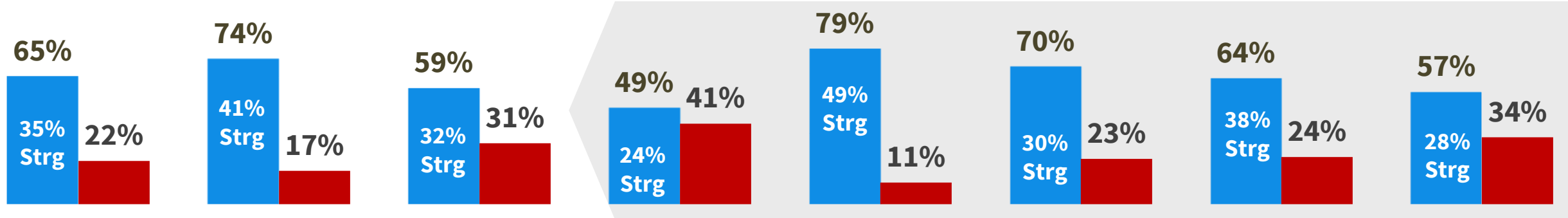
States should ensure that education funding is targeted with more funding going to schools serving students with more learning needs (B)



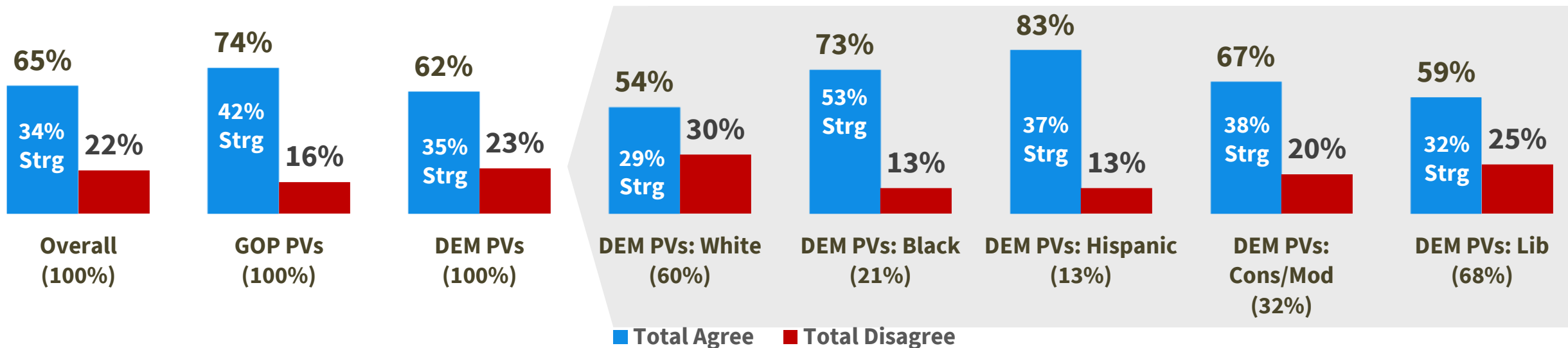
■ Total Agree ■ Total Disagree

There is strong agreement – across ideological lines – that funding should follow the student.

School funding should follow a student no matter where their parents decide to send them to school - whether it be another public school, a public charter school, a private school, or to home school (A)



School funding should follow a student no matter where their parents decide to send them to school (B)



If funding was reduced, voters most want to protect classroom academics, teacher salaries and benefits, and support for students with learning needs.

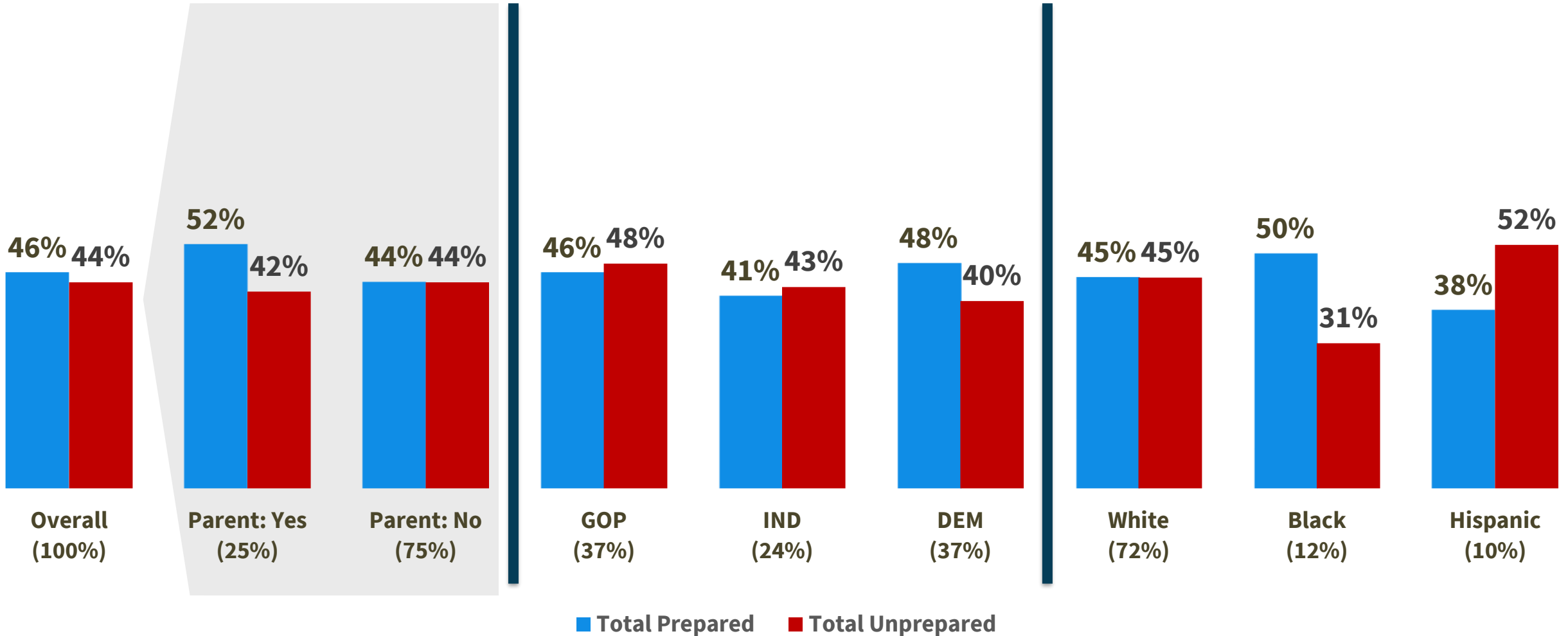
% Combined Two Choices	Total	Parent: Yes	Parent: No	GOP	IND	DEM	GOP PVs	DEM PVs	White	Black	Hispanic
Classroom academics, like reading and math	62%	67%	61%	71%	60%	55%	66%	53%	65%	53%	47%
Teacher salaries and benefits	42%	40%	42%	38%	35%	50%	33%	49%	41%	49%	44%
Support for students with greater learning needs	40%	39%	41%	35%	48%	41%	38%	47%	39%	42%	50%
Class size limitations	23%	19%	24%	22%	27%	21%	21%	16%	26%	10%	16%
Professional development for teachers on reading and math	14%	16%	13%	15%	13%	13%	21%	16%	12%	26%	12%
Extracurricular activities like sports and clubs	11%	9%	11%	10%	8%	12%	11%	11%	11%	8%	17%
Building new schools or renovating existing school facilities	8%	9%	8%	8%	9%	8%	11%	9%	7%	11%	13%

If funding was reduced, voters would be most likely to support low-enrollment and/or underperforming school closing/consolidation.

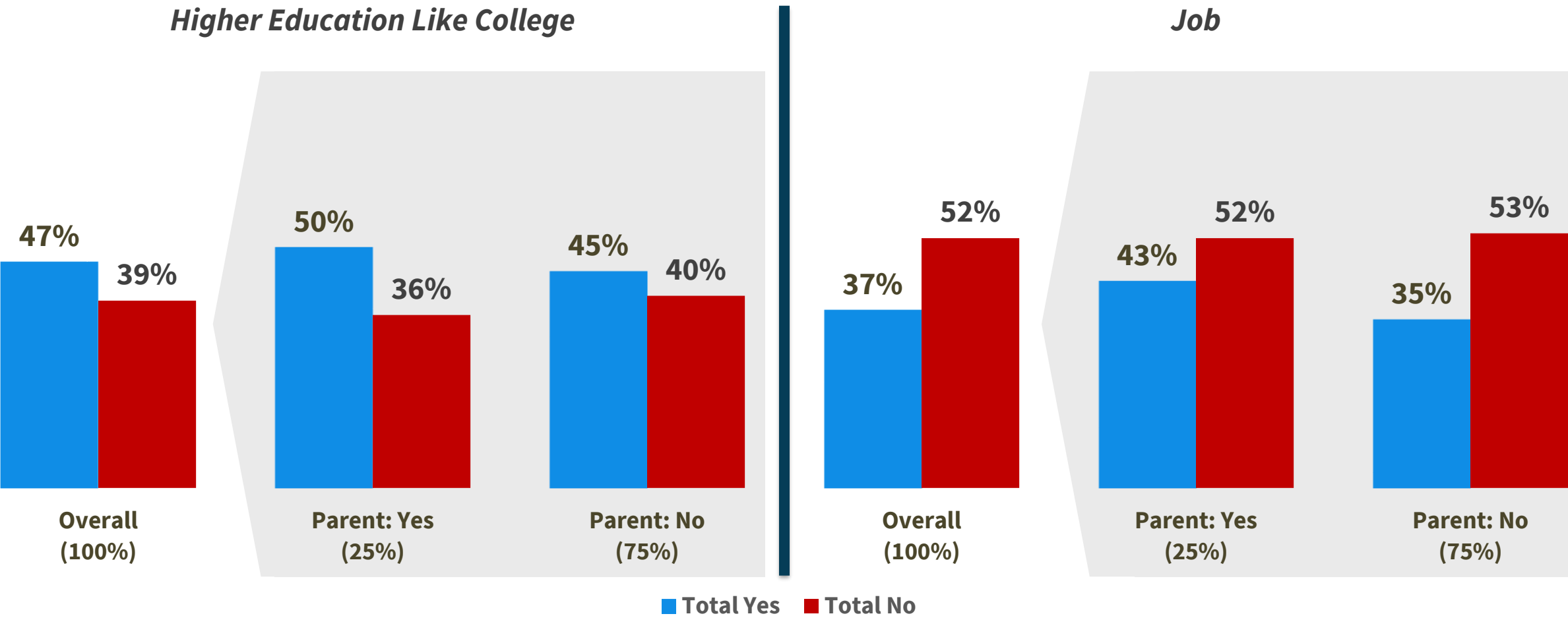
% Combined	Total	Parent: Yes	Parent: No	GOP	IND	DEM	GOP PVs	DEM PVs	White	Black	Hispanic
Closing or consolidating schools with low student enrollment	67%	67%	67%	71%	65%	64%	71%	65%	71%	56%	54%
Closing underperforming schools	41%	40%	42%	50%	41%	34%	56%	36%	40%	48%	47%
Increasing taxes	26%	25%	26%	14%	25%	36%	13%	35%	27%	27%	21%
Cutting extracurricular activities like sports and clubs	25%	23%	26%	25%	22%	27%	23%	29%	25%	27%	28%
Increasing class sizes	17%	25%	15%	13%	19%	19%	12%	21%	14%	23%	27%
Laying off teachers or support staff in non-core subjects	12%	12%	12%	16%	12%	9%	17%	7%	13%	11%	13%
Freezing teacher salaries and benefits	11%	8%	12%	10%	15%	10%	8%	7%	12%	8%	9%

Pathways & Post-Secondary

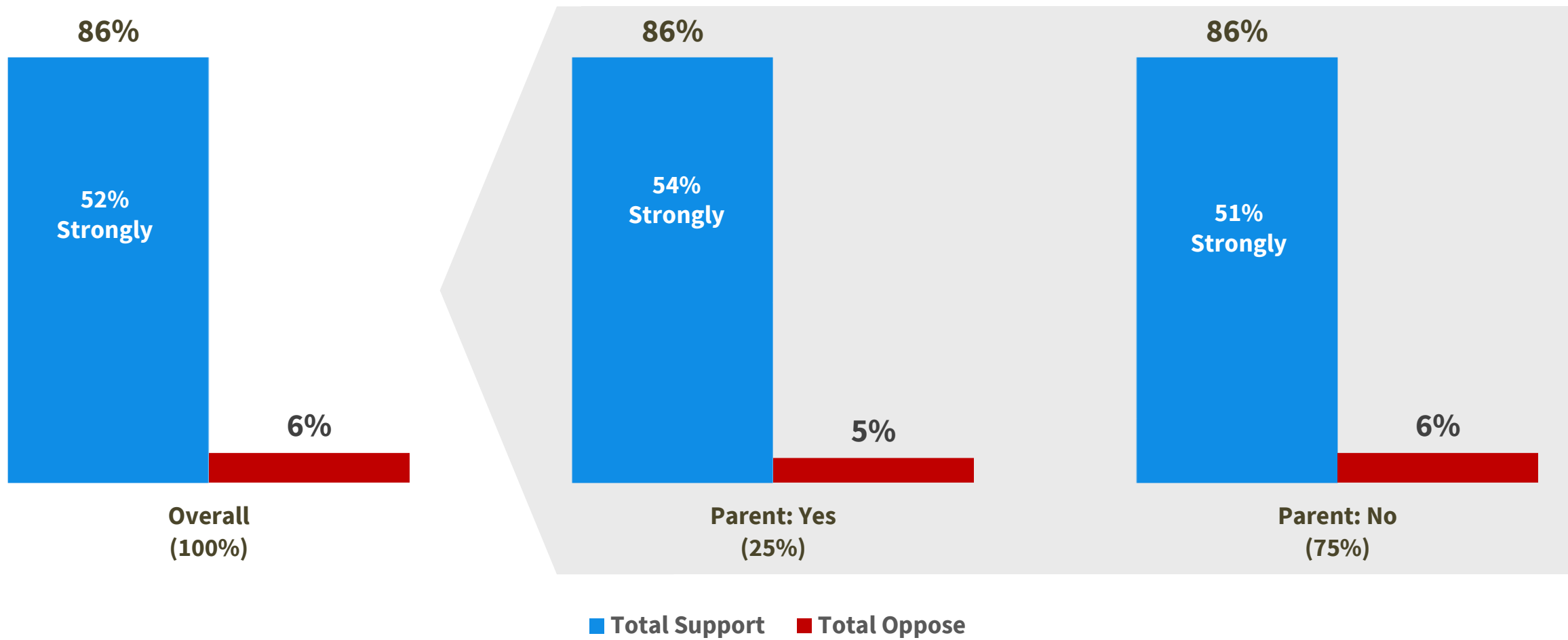
Voters aren't sold on the idea high schoolers in their states are prepared for life after graduation.



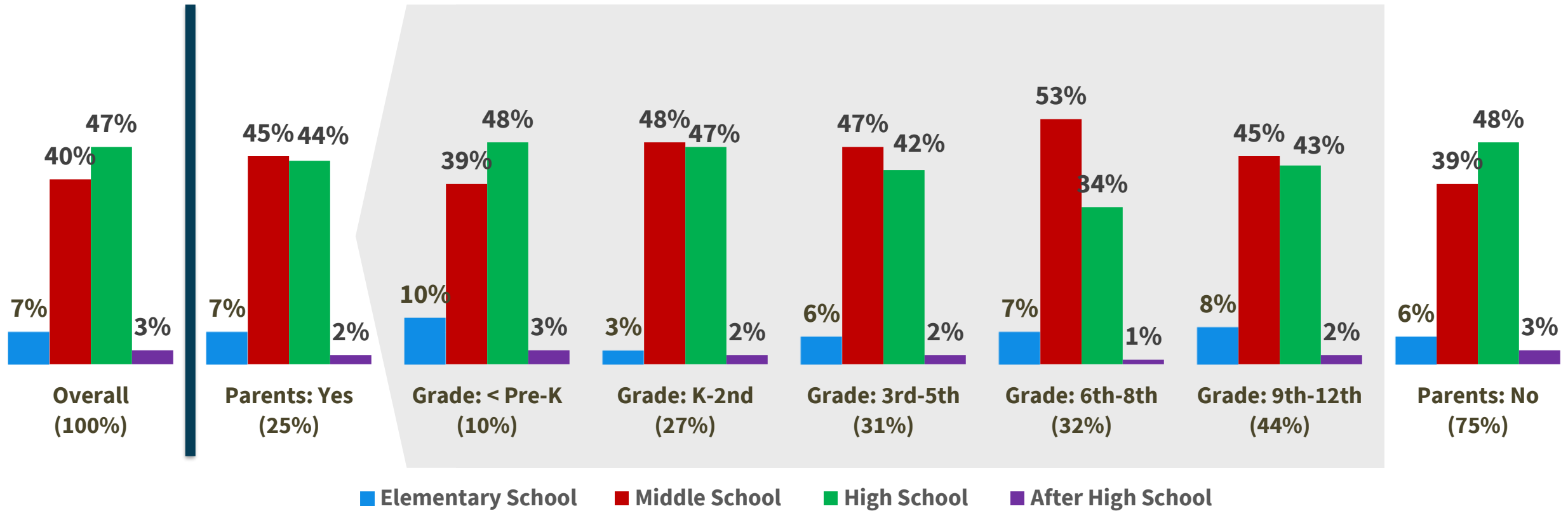
Americans are more likely to believe graduates are prepared for higher education than for a job.



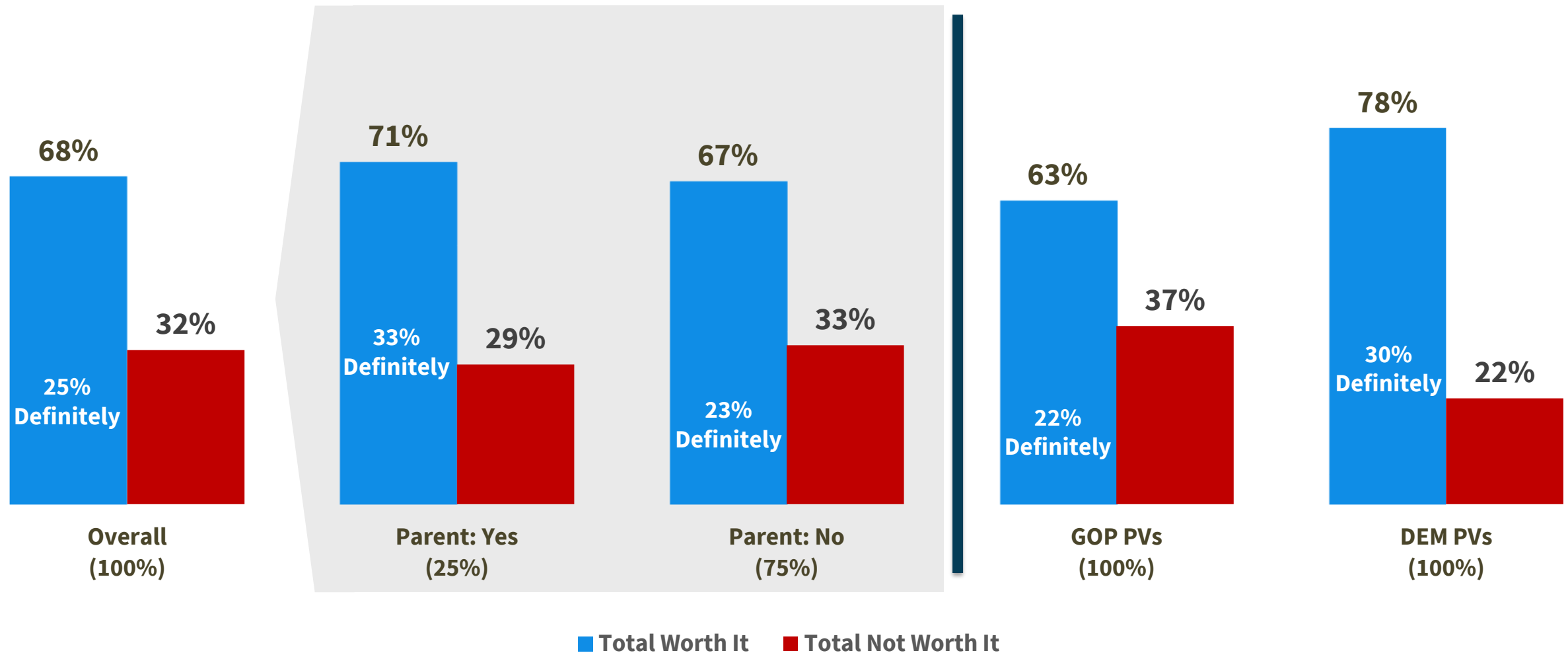
There is incredible support for expanding efforts to make sure every student has a path and a plan.



A plurality of Americans believe career exploration and preparation should begin in high school.

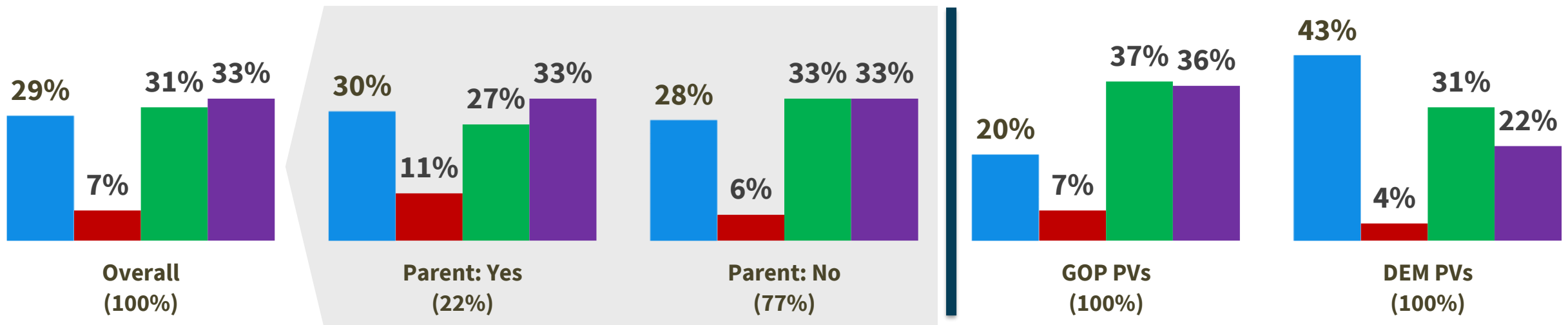


Fully two-thirds of voters believe getting an education beyond high school today is worth it given the money and time involved.



Those who DO NOT think it's worth it point to a few different reasons why:

Students have a hard time finding a job after graduating
Students could be earning money instead of spending time in school
People can get a good-paying job without a degree
The right skills are not taught to prepare students for the workforce



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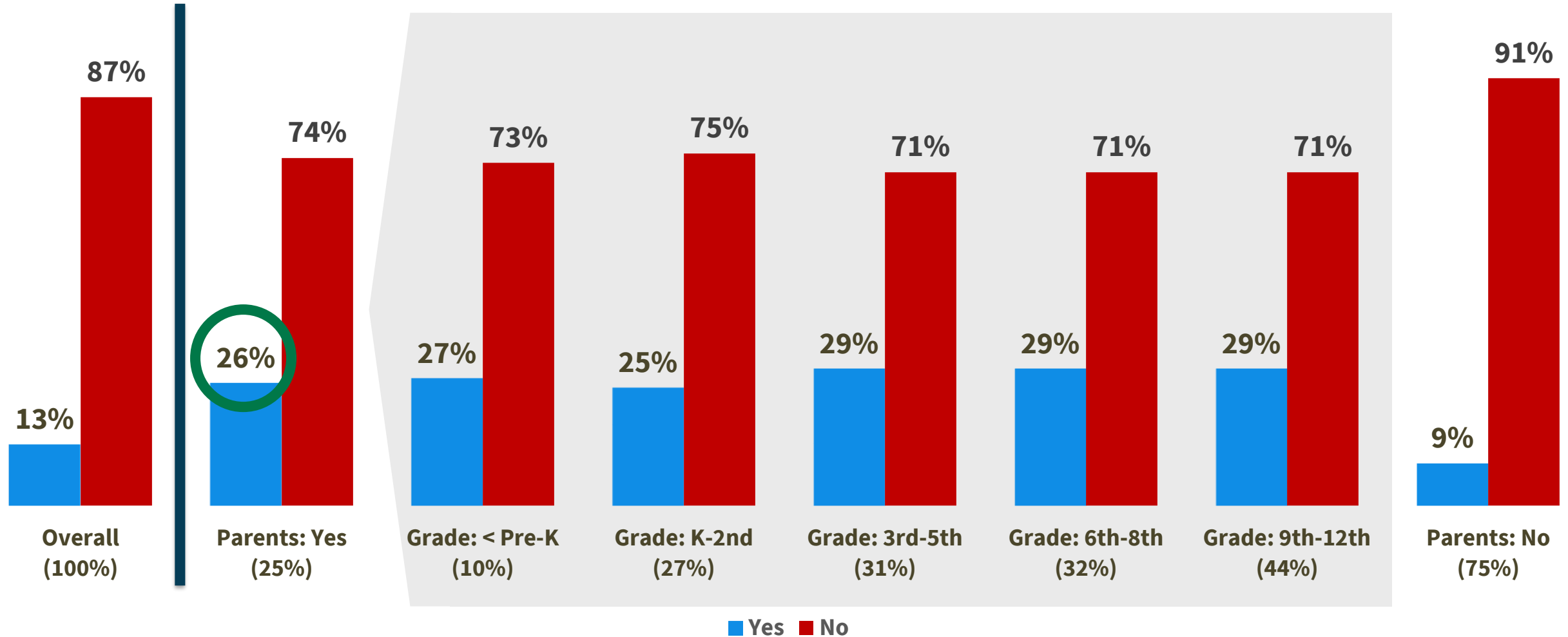


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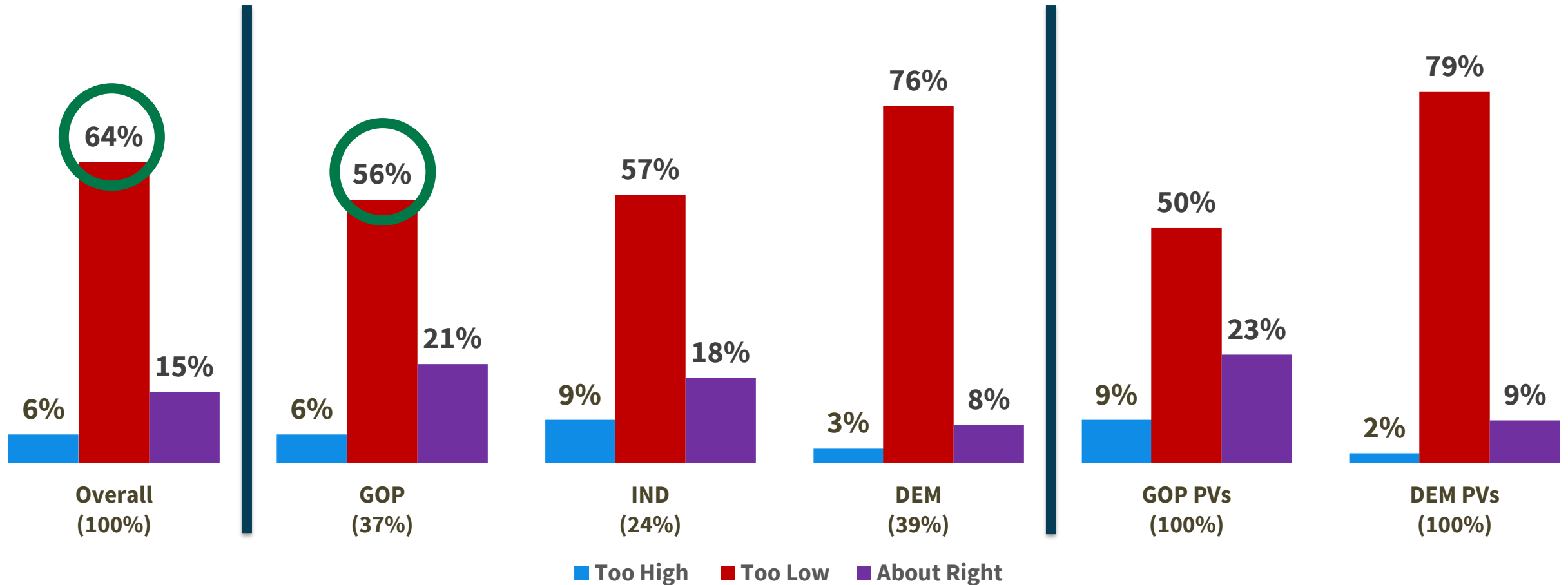


Appendix: Additional Slides

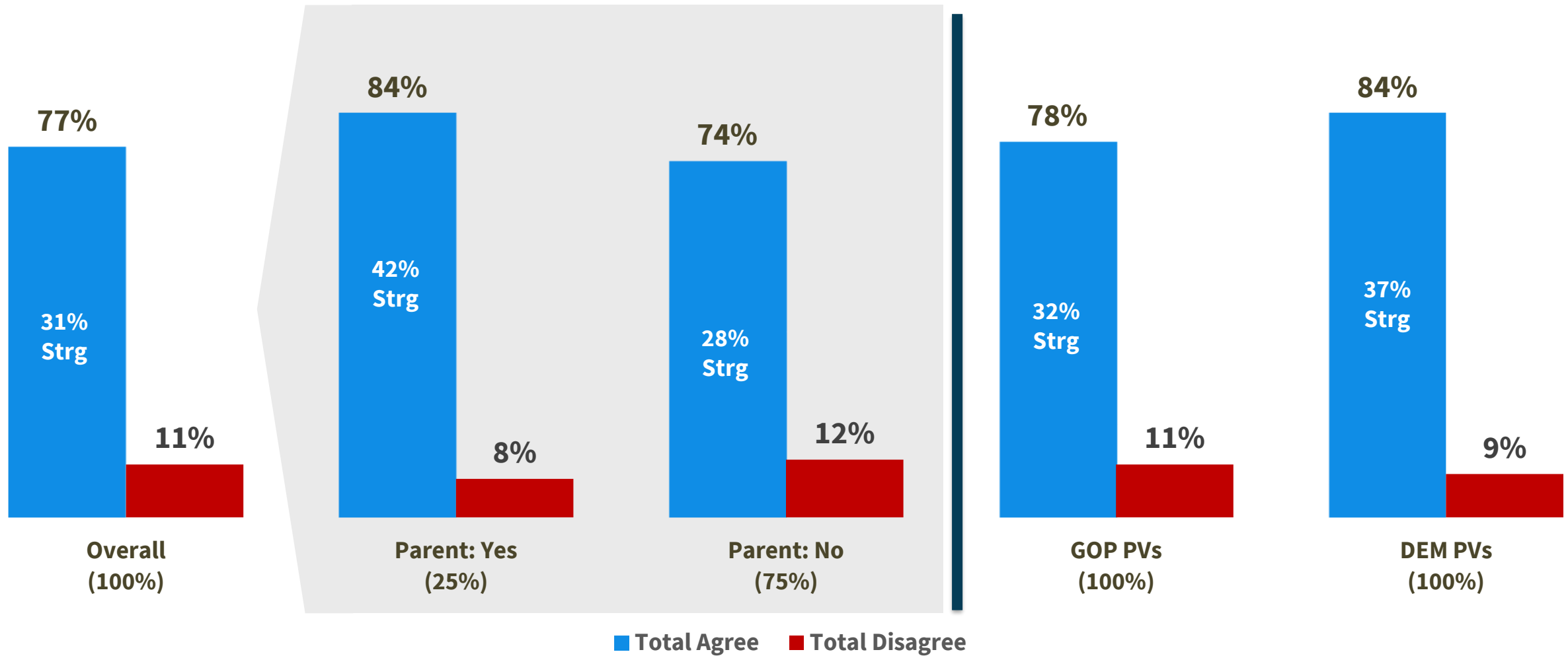
About one-quarter of parents nationally say they have heard of the “science of reading” approach to teaching reading. (Other research shows “phonics” is widely understood).



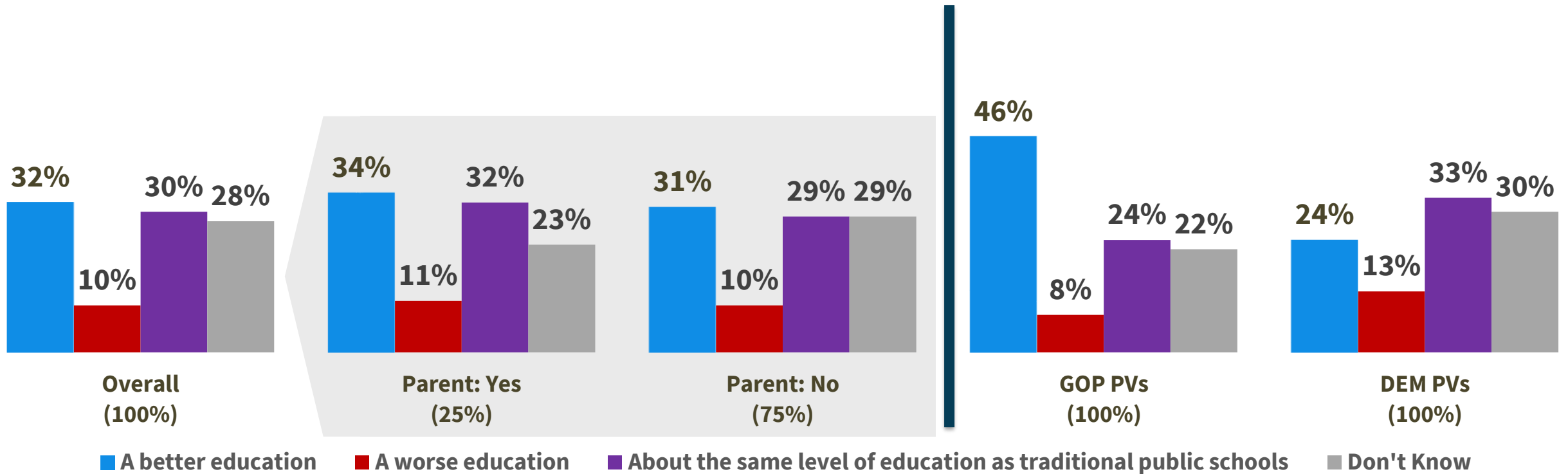
Nearly two-thirds of voters, including a majority of GOP voters, believe salaries and benefits for teachers are “too low.”



Voters strongly agree education funding should give local leaders freedom to innovate and spend on specific needs of students.

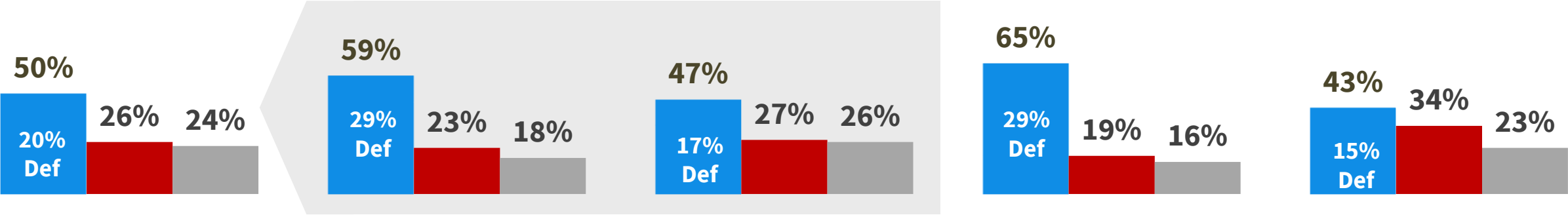


While few believe public charter schools provide a “worse” education than traditional public schools, there is some uncertainty about the difference.

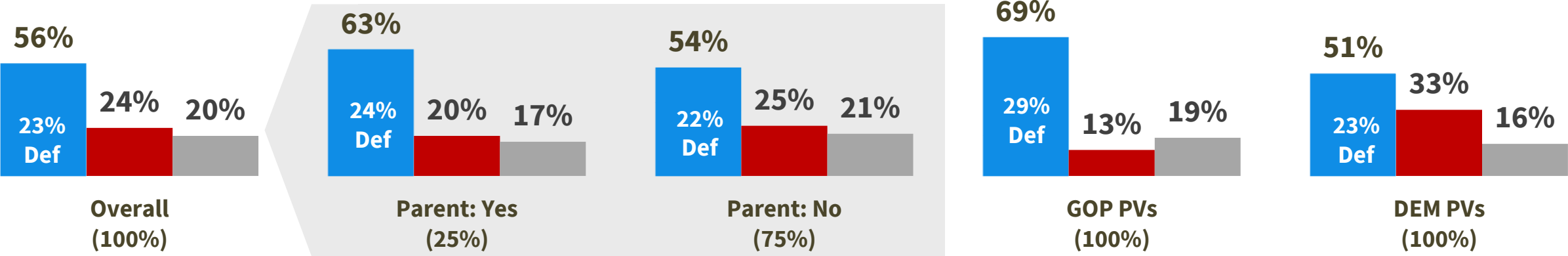


A majority of Americans support public charter schools, or their students, receiving the same amount of funding as traditional public schools or their students.

Should public charter schools receive the same amount of state and local funding as traditional public schools?



Should public charter school students receive the same amount of state and local funding as traditional public-school students?



■ Total Yes ■ Total No ■ Don't Know

Voters most strongly believe children should have access to the following in school:

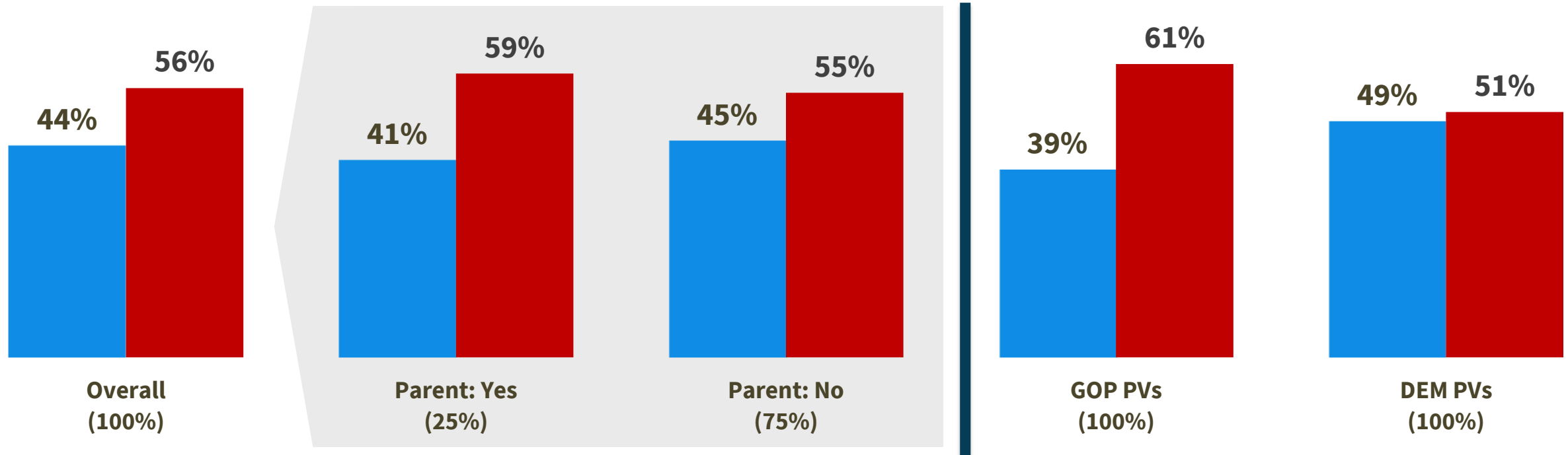
	Total	Parent: Yes	Parent: No	GOP	IND	DEM	GOP PVs	DEM PVs	White	Black	Hispanic
Financial literacy and planning	57%	51%	59%	55%	59%	58%	56%	62%	60%	51%	42%
Career-Technical Education courses	57%	59%	57%	56%	58%	57%	55%	57%	60%	46%	50%
Work-based learning	57%	52%	59%	56%	61%	56%	59%	57%	59%	51%	48%
Career exposure and awareness	56%	55%	57%	56%	57%	56%	55%	56%	58%	43%	49%
Career interest programs	54%	53%	55%	53%	59%	53%	56%	58%	57%	47%	41%
Opportunities to earn college credit for courses while in high school	54%	46%	56%	54%	48%	58%	55%	62%	56%	46%	47%
Advising and guidance to help them make informed decisions about their future	53%	53%	53%	50%	49%	58%	48%	59%	57%	36%	37%
A clear academic and career plan tailored to their interests and goals	50%	50%	50%	47%	47%	54%	44%	56%	50%	41%	48%
Post-graduation plans for employment or enrollment	46%	46%	46%	43%	44%	49%	43%	50%	47%	40%	43%
A plan for taking coursework to reach high school graduation	44%	39%	45%	42%	42%	46%	44%	49%	48%	32%	28%
Credential or certification opportunities	42%	45%	41%	37%	42%	46%	38%	48%	43%	39%	41%

A majority of Americans believe the purpose of a post-secondary education is to help identify an area of expertise rather than create a well-rounded citizen.

Create a well-rounded, broadly educated citizen to help solve challenges in the future

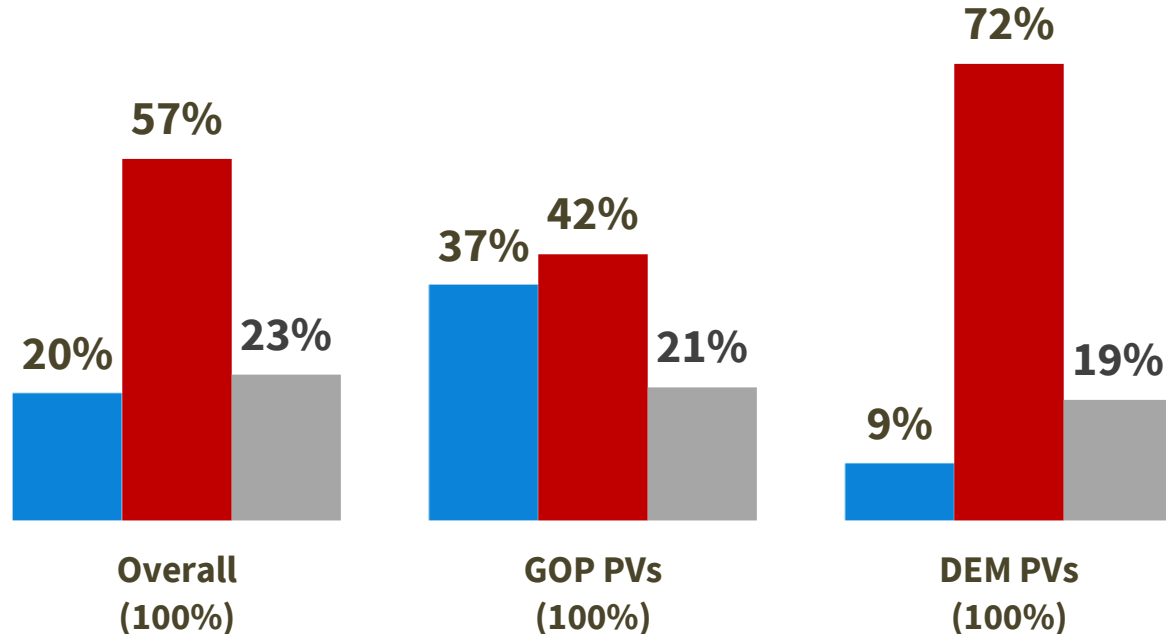
...or is it to...

Help someone identify an area of expertise that will help them find and succeed in a career?

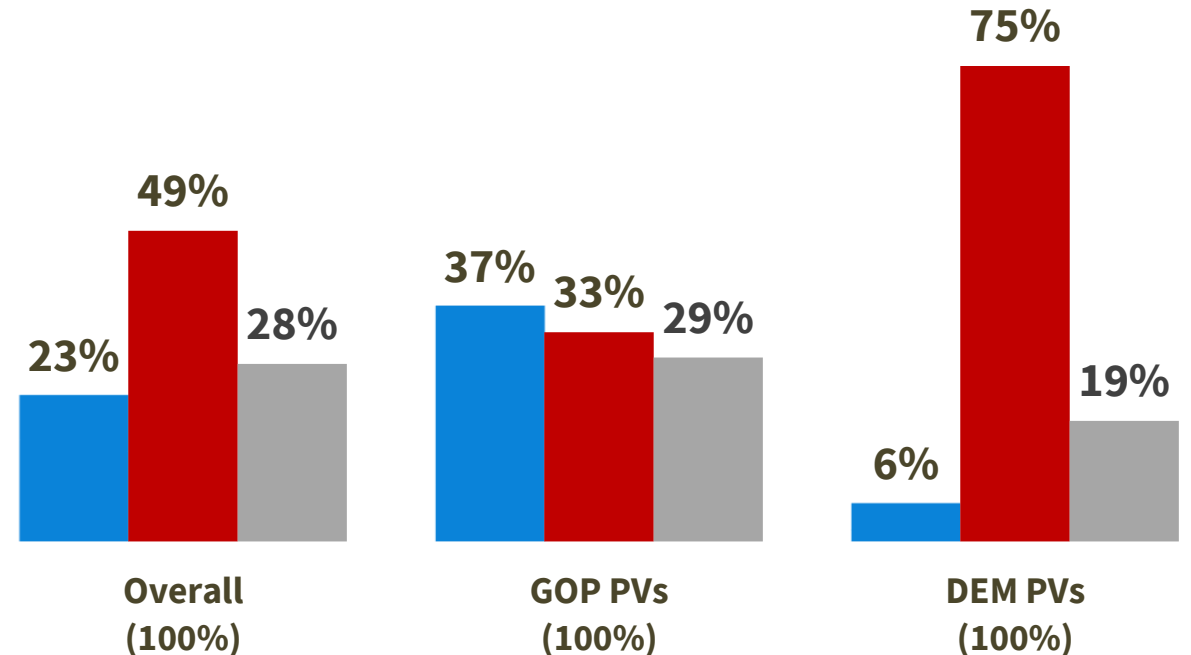


Few Americans are certain their public schools receive enough funding.

State's Public Schools Receive Enough Funding

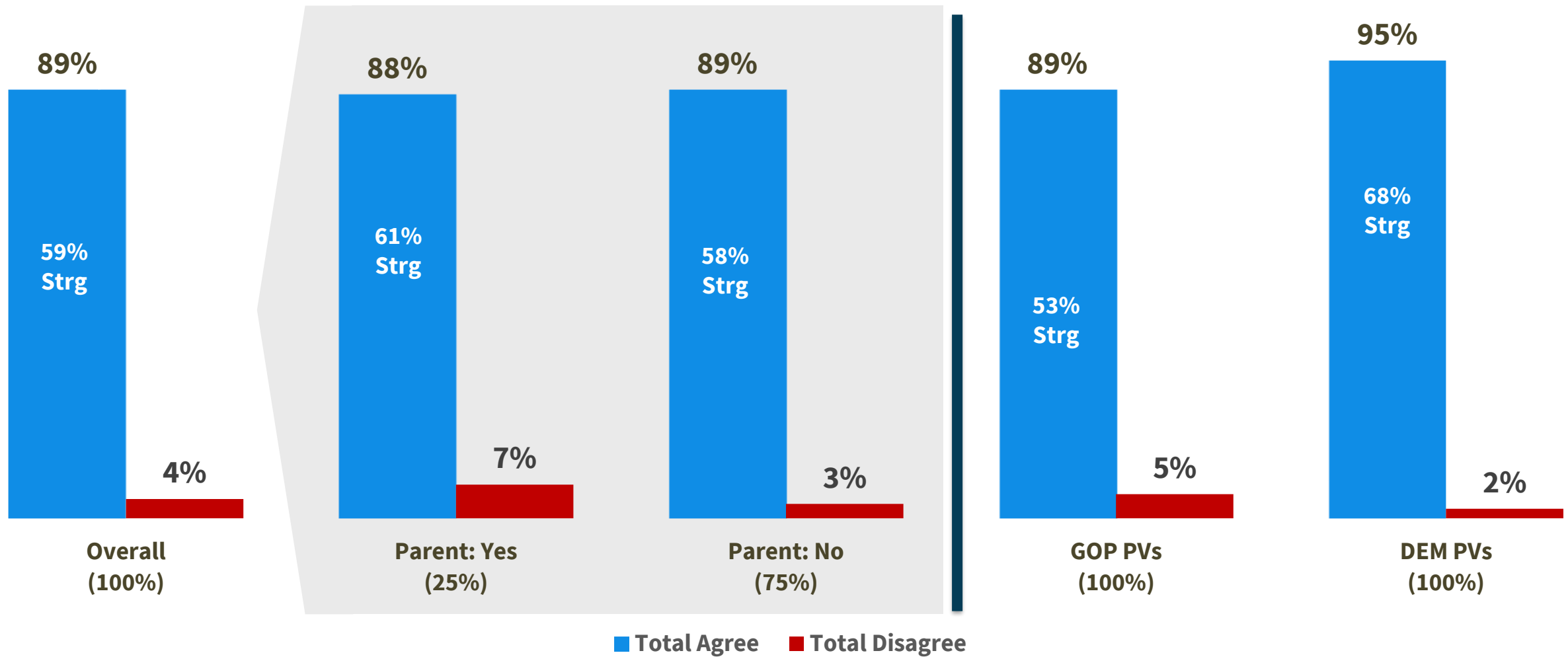


Local Public Schools Receive Enough Funding



■ Yes ■ No ■ Don't Know

Americans largely agree that school funding should reflect the amount necessary to provide a great education regardless of geography or family income.



After Voters Learn The Following....

Now, as you may know, a charter school is a public school that operates as a school of choice. Charter schools commit to obtaining specific educational objectives in return for permission to operate a school. Charter schools are exempt from some state or local regulations related to operation and management but otherwise adhere to the same regulations as other public schools - for example, charter schools cannot charge tuition or be affiliated with a religious institution.

After learning more, Americans lean into increasing the number of charter schools in their state and local school districts.

