



OpinionatED: Voters' Views on Education in 2024

Key Findings and Messaging from All4Ed's
Bipartisan Education Exit Poll

March 17, 2025

Demographics of Respondents

GENDER



AGE

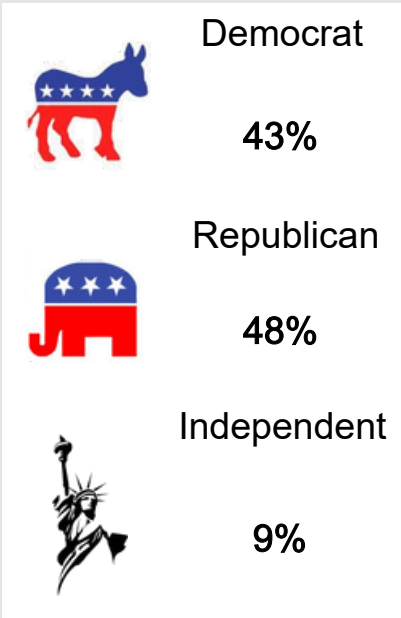
Under 30	---	14%
30-39	---	16%
40-49	---	15%
50-64	---	28%
65+	---	27%

EDUCATION

High School or Less	---	23%
PostH.S. / Some College	---	34%
College Graduate	---	26%
PostGraduate	---	17%

43% College Grad or Post Grad

PARTY IDENTIFICATION



RACE

White	---	73%
Black	---	11%
Latinx	---	12%
Asian/PI	---	3%
Indigenous	---	1%

REGION



VOTE

Trump	---	50%
Harris	---	47%

CHILDREN IN HOUSEHOLD

Yes	---	27%
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OpinionatED: Voters' Views on Education



1

A majority of voters oppose eliminating the Department, including a plurality of Republican voters.

2

A majority of voters want to increase federal funding for education, rather than decrease funding or keep it the same. But voters are tax sensitive—and using language about efficiency like “tightening our belts” persuades voters to tolerate cuts to education funding.

3

Voters view traditional public schools more favorably than private schools—and especially more favorably than religious, parochial, and charter schools.

4

Majorities of Democratic and Republican voters would prefer increasing funding for public schools over increasing funding to give parents vouchers when asked to pick between the two.

5

Community and technical colleges, two-year colleges, and career and technical education (CTE) are widely popular across party, but there is a divide in views toward four-year colleges. Voters support combining college and career pathways in high school over one or the other.

College and Career Pathways



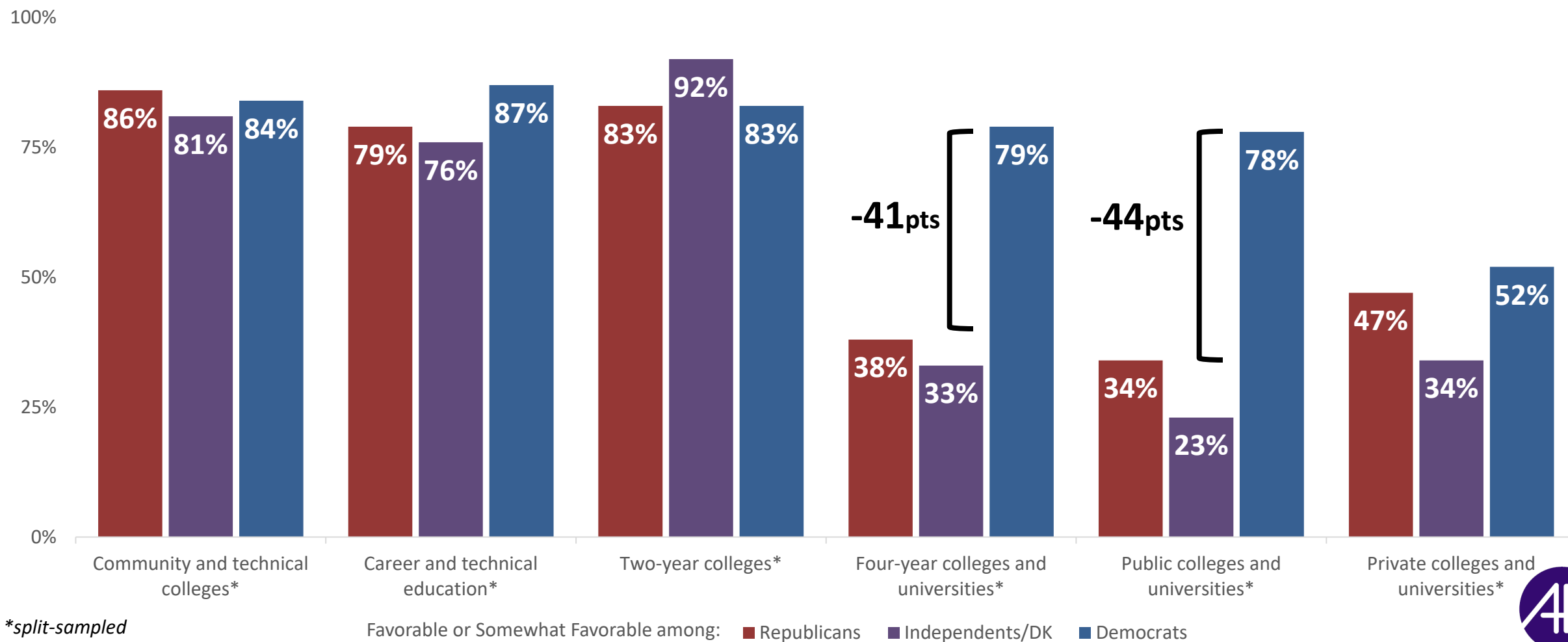
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Key Finding: Community and technical colleges, two-year colleges, and CTE are widely popular across party lines, but there is a partisan divide in views toward four-year colleges. Voters support combining college and career pathways for students in high school over one or the other.

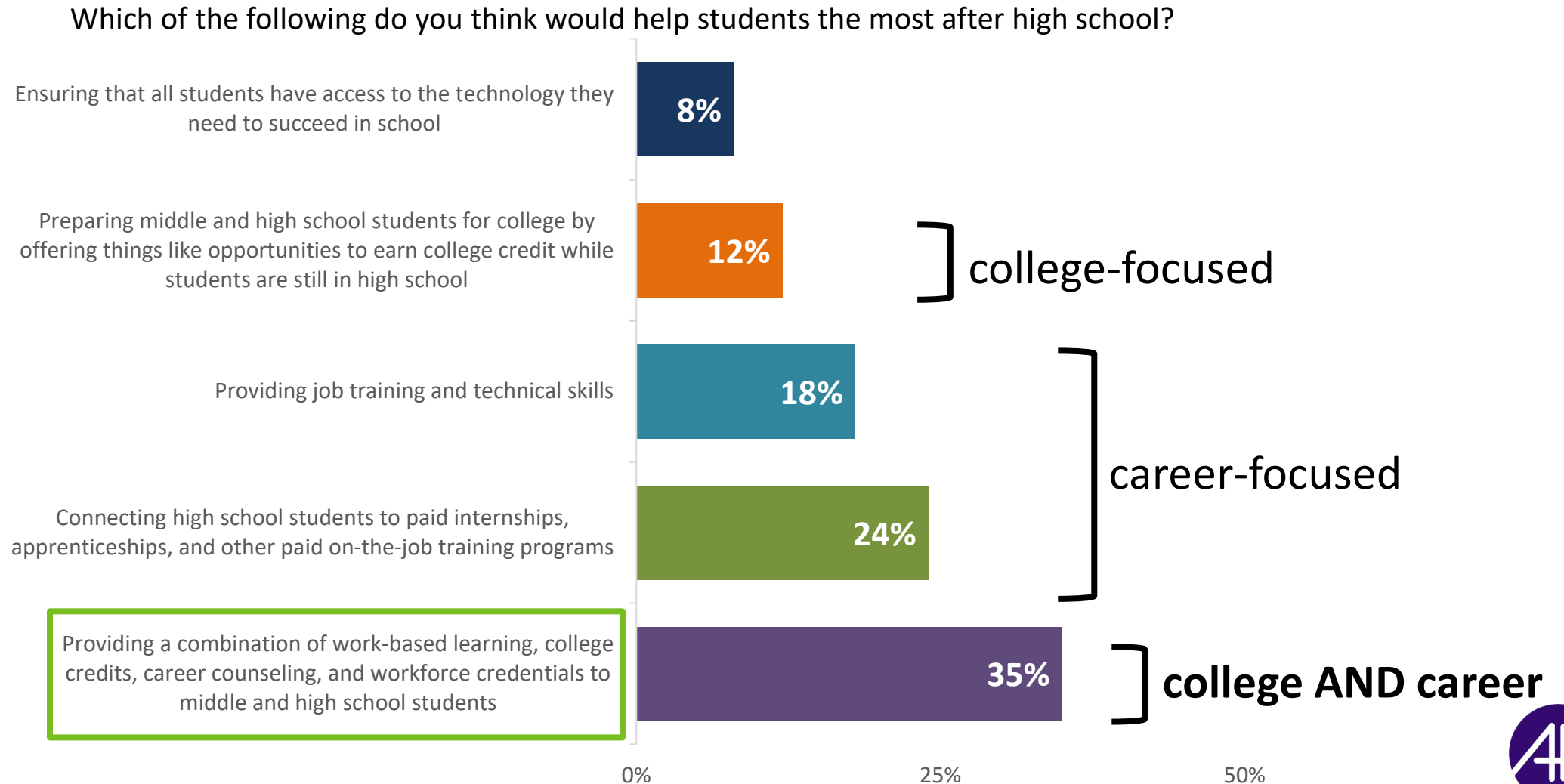
Two-year colleges, community and technical colleges, career and technical education, and similar postsecondary programs are popular across party lines, but there is a sharp partisan divide for four-year colleges and public colleges.

Private colleges have even lower favorable ratings from voters.

Below is a list of people or groups. For each, please indicate how favorable you are of that person or group. If you haven't heard of it or if you don't know enough about it to have an impression, please indicate that.



When asked to choose what would best help students after high school, **voters choose a combination of options to prepare for college and careers, over one or the other.** This option is especially appealing to young voters.





Messaging Recommendations

1

Say **career training, technical education, or skills training** instead of workforce training. Workforce training benefits the employer, career training benefits the person beyond that next job.

2

Connect training in high school to outcomes. We increase the importance of “short term job training programs and workforce credentials in high school” when we connect them to outcomes of “provide students college and career preparation and job skills.”

3

Focus on financial literacy and budgeting and investing skills over entrepreneurial skills. Financial literacy is strongly valued and seen as needed for adulthood.



Want more info about OpinionatED?

[Executive Summary](#)

[Publicly Released Data](#)

Contact Us

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OpinionatED: Methodology

- Lake Research Partners and The Tarrance Group designed and administered this survey that was conducted online from October 30 to November 5, 2024. The survey reached a total of 1,000 actual voters nationwide with additional samples of 100 Black voters, 100 Latinx voters, 100 Asian American voters, and 100 Indigenous registered voters; 100 voters aged 24-34; 100 voters in each AL, LA, ME, MI, OK, VA, WA, WI, and WV; 600 voters in CA; 200 business leaders nationwide; 200 educators nationwide; and a convenience sample of 71 district leaders and principals.
- The base sample was weighted slightly by age, gender, region, race and ethnicity, party identification, educational attainment, urbanicity, marital status, marital status by gender, the ballot, ballot by gender, and ballot by gender and race in accordance with Edison exit polls. Additional racial and age samples were weighted by gender, age, and the ballot and weighted down to an effective sample of 1,000 to reflect their actual proportion of 2024 voters nationwide. State and occupational samples were kept separate from the base sample. State samples were weighted by gender, region, age, race and ethnicity, and the ballot.
- The margin of error for the total sample is ± 3.1 percentage points. The margin of error for race and ethnicity samples, age samples, business leaders, and educators is ± 9.1 percentage points. The margin of error for state oversamples is ± 6.9 percentage points. The margin of error for the California sample is ± 4.0 percentage points.