



Elevate 215 | Philadelphia Families Poll | Toplines | April 2025

606 interviews conducted between April 2-20, 2025. Modeled Margin of Error: 4.4%

Q1. Are you a parent or guardian of at least one child currently attending Kindergarten through 12th grade?

100% Yes
0 No

Q2. What kind of K-12 school does your child or do your children attend? Please select all that apply.

55% Public District school
35 Public Charter school
20 Private school, Catholic school, or faith-based school
2 Homeschool

Q2b. [If public district school] Which of the following best describes the district school your child or children attend? Select all that apply.

69% Your assigned neighborhood district school
21 A special admission (criteria-based or citywide) district school
20 A district school outside of your assigned area
4 A career pathway or Career and Technical Education (CTE) district school

Q2c. [If public charter school] Which of the following best describes the charter school your child or children attend? Select all that apply.

89% A charter school at a physical location
12 Your assigned renaissance charter school
6 An online cyber charter school

Q3. What grade level(s) do your child or children currently attend? Please select all that apply.

52% K – 5
42 9 – 12
35 6 – 8
7 Pre-K

Polling was conducted online from April 2-20, 2025. Using Dynamic Online Sampling to attain a representative sample, Embold Research polled 606 Philadelphia parents and caregivers with at least one child enrolled in K-12 education. Post-stratification was performed on gender, race/ethnicity, region, and school type. You can see a full methodology statement [here](#), which complies with the requirements of AAPOR's Transparency Initiative. Members of the Transparency Initiative disclose all relevant details about our research, with the principle that the public should be able to evaluate and understand research-based findings, in order to instill and restore public confidence in survey results.

Q4. In general, would you say schools in Philadelphia are going in the right direction or the wrong direction?

50% Right direction
50 Wrong direction

Q5. More specifically, would you say the school(s) your child(ren) currently attends is going in the right direction or the wrong direction?

76% Right direction
24 Wrong direction

Q6. Would you send your child(ren) to the following types of schools? *(Ordered by percent who said their children would attend that type of school)*

	Yes	No
Private school, Catholic school, or faith-based school	75	25
Public charter school	73	27
Public district school	53	47

Q7. Who should take the most responsibility in making Philadelphia schools better? Please rank the following from 1 to 5, with 1 being who should take the most responsibility and 5 being who should take the least responsibility. *(Ordered by most responsibility)*

	Most				Least
	1	2	3	4	5
School district and charter school officials	31	21	23	15	11
Families	26	16	15	16	27
State government officials	21	15	16	19	29
Local government officials	17	29	24	21	9
Education organizations	10	16	21	25	29

Q8. For what type of schools did you submit an enrollment application? Select all that apply.

40% The neighborhood district school we are assigned to
40 A charter school (including renaissance charter or cyber charter schools)
29 A private, Catholic, or faith-based school
25 A special admission (criteria-based or citywide) district school
18 A neighborhood district school in an area we don't live in
9 A career pathway or Career and Technical Education (CTE) district school

Q9a. [If a charter school] Did you apply to Charter schools using Apply Philly Charter?

58%	Yes
28	No
14	Not sure

Q10. To what extent do you agree or disagree with the following statement: “Philadelphia families would benefit from a common enrollment system, where they submit one application for all public district and charter schools interested in attending, and receive a single enrollment offer for their child(ren).”

36%	Strongly agree
35	Somewhat agree
16	Somewhat disagree
14	Strongly disagree

70	Total agree
30	Total disagree

Q11. To what extent do you agree or disagree with the following statement: “Limiting the number of public district and charter schools each Philadelphia student can apply to is acceptable if this increases their chances of getting into one of their top choices.”

26%	Strongly agree
32	Somewhat agree
25	Somewhat disagree
16	Strongly disagree

58	Total agree
42	Total disagree

Q12. How important are each of the following priorities to you when considering the school(s) your child(ren) attends? (Ordered by net important)

	Important				Not Sure	Total Impt	Total Not	Net Impt
	Very	Smwt	Not Very	At All				
Teacher quality	95	4	0	1	0	99	1	98
Student safety	95	4	1	0	0	99	1	98
Curriculum and instructional practices	90	9	2	0	0	98	2	96
College and career readiness	80	18	1	0	0	98	2	96
School building quality and technology	69	27	3	2	0	96	4	92
Parent and family engagement	71	24	4	0	0	95	5	90
Afterschool, co-curricular, and youth development programs	64	28	6	1	1	93	7	86
Assessment data about student learning	66	26	7	1	0	92	8	84
Social and emotional supports	73	18	7	2	0	91	9	82
Travel distance and transportation options	55	30	11	3	1	85	14	71
Students attending the school are similar to my child	33	22	29	14	2	55	43	12

Q13. How would you rate your child's school on each of the following attributes? (Ordered by net excellent/good)

	Excellent	Good	Acceptable	Poor	Very poor	Not sure	Total Excellent/Good	Total Poor	Net Excellent/Good
Teacher quality	50	28	15	5	2	1	78	7	71
Student safety	50	28	14	6	2	1	78	8	71
Curriculum and instructional practices	40	38	15	6	1	1	77	7	71
Parent and family engagement	44	32	13	7	2	1	77	9	68
Assessment data about student learning	36	33	21	6	0	3	69	6	63
Social and emotional supports	36	34	20	7	1	2	70	8	61
School building quality and technology	37	30	23	6	3	1	67	9	58
College and career readiness	32	32	15	5	2	13	65	8	57
Youth development and afterschool programs	31	30	23	9	4	3	61	13	49
Transportation options	30	26	25	9	3	7	56	12	43

Q14. Do you believe your child(ren) is performing at grade level in math and reading at their school?

	Yes, at or above grade level	No, below grade level	Not sure
Math	79	16	4
Reading	79	18	3

Q15. High school should be most focused on preparing students for:

35%	Attending a four-year college or university
19	Learning a trade or vocation
15	Graduating from high school
8	Attending community college or a technical school
5	Getting a job after graduation
17	Other (please specify)

Q16. How prepared do you think Philadelphia high school graduates are for each of the following?

(Ordered by net prepared)

	Prepared				Not Sure	Total Prepared	Total Not	Net Prepared
	Very	Smwt	Not Too	At All				
Attending community college	14	47	20	8	11	62	28	34
Attending a technical school or an apprenticeship program	13	41	25	9	12	54	34	20
Attending a four-year college or university	11	38	28	13	10	49	41	8
Working at a full-time job	10	38	28	12	11	49	41	8
Thriving in life	10	31	34	16	9	40	50	-10

Q17. How would you rank the following priorities for Philadelphia schools to invest in next year?

Please rank them from 1 to 8, where 1 is your top priority and 8 is your lowest priority. (Ordered by top priority)

	Top					Lowest		
	1	2	3	4	5	6	7	8
School safety and security	35	14	13	9	10	6	6	6
Teacher recruitment, retention, and training	21	23	16	11	8	7	11	4
Student mental health and emotional support	11	18	18	18	13	8	7	7
Providing better resources on school quality and choices	11	12	9	13	16	14	14	11
School building improvements and classroom technology	10	16	13	14	15	16	11	5
Youth development and after-school programs	7	9	19	17	18	13	10	7
Transportation options	4	4	6	8	11	18	19	29
Simplifying school applications and enrollment systems	4	5	7	10	8	17	19	30

Q18. To what extent do you agree or disagree with the following statement: “The City of Philadelphia’s top budget priority should be investing in improving the quality of schools.”

69% Strongly agree
25 Somewhat agree
6 Somewhat disagree
1 Strongly disagree

93 Total agree
7 Total disagree

Q19. Which of the following sources do you use to get information about schools in Philadelphia? Please select all that apply.

58% Friends, neighbors, and other parents
48 Resources from the public district and charter schools
40 Local TV media, such as 6 ABC News
40 Social media, such as Facebook, Instagram and TikTok
35 GreatPhillySchools.org
31 Local print media, such as The Philadelphia Inquirer
27 National School rankings, such as GreatSchools or Niche
8 Other (please specify)

Q20. How much have you heard or read about the following organizations?

	A lot	A little	Nothing at all
Apply Philly Charter	26	30	43
GreatPhillySchools	24	41	35
TeachPHL	11	33	56
Elevate 215	5	22	73
Philadelphia Citywide Talent Coalition	5	22	74

Q21. What language(s) are spoken in your home? Select all that apply.

98% English
13 Spanish
4 French
3 Arabic
2 Vietnamese
1 Mandarin
1 German
1 Korean
0 Cantonese
0 Tagalog
0 Hindi
0 Urdu
0 Japanese
7 Other (please specify)

Q22. What is your annual household income?

8%	Less than \$20,000
9	\$20,000 to \$34,999
15	\$35,000 to \$49,999
14	\$50,000 to \$74,999
10	\$75,000 to \$99,999
13	\$100,000 to \$149,999
17	\$150,000 to \$249,999
4	\$250,000 or more
8	Prefer not to say

D1. Are you:

47%	A man
52	A woman
1	Neither of these

D2. Age

18%	18 to 34
64	35 to 49
16	50 to 64
1	65+

D3. What is your race?

42%	Black or African American
37	White / Caucasian
12	Hispanic or Latino/a
7	Asian / Pacific Islander
3	American Indian or Alaska Native
5	Other

[IF DID NOT SELECT HISPANIC] Are you from a Hispanic, Latino/a or Spanish-speaking Background?

3%	Yes
97	No

D4. What is your child(ren)'s race?

46%	Black or African American
37	White / Caucasian
14	Hispanic or Latino/a
9	Asian / Pacific Islander
3	American Indian or Alaska Native
6	Other (please specify)

D5. What is the highest level of education you have completed?

32%	High school diploma or less
24	Some college, but no degree
8	Associate's degree, or two-year college degree
18	Bachelor's degree, or four-year college degree
18	Graduate degree