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SURVEY RESULTS

Satisfied but Striving for More: Hispanic Parents and K–12 School Choice

Hispanic parents are largely satisfied with the quality of their children’s K–12 schools but remain open to exercising their K–12 school choice options.

According to a census-balanced survey of 461 Hispanic and Latino parents conducted by Conoce tus Opciones Escolares, most Hispanic families want more information about the educational options available for their children. Parents also expressed a strong desire for additional educational support services, such as tutoring and extracurricular programs.

KEY FINDINGS

1. Hispanic parents are largely satisfied with the quality of education their children receive.

82% of Hispanic parents reported that they were either “very satisfied” or “satisfied” with the quality of education provided by their children’s schools. In addition, 76% of parents described their children’s schools as “welcoming” or “very welcoming” to Hispanic and Latino students and families.

2. Still, the majority of Hispanic parents explored school choice options last year.

Despite being largely satisfied with the education their children receive, 54% of Hispanic parents reported that they had considered or searched for a different school or learning environment for at least one of their children within the last year. This indicates that Hispanic families remain open to new possibilities, but the drive for change stems more from curiosity and a desire for improvement rather than frustration.

3. Parents want more information about school choices for their children.

57% of Hispanic parents indicated their desire for more information about the educational options available for their children. This signals a need for greater outreach and resources

designed to inform and empower Hispanic families to better understand new and expanded school choice programs and policies.

4. Demand for other educational services is high.

Hispanic parents are particularly interested in services beyond the core curriculum. Half of all parents (50%) indicated an interest in tutoring services, 46% said they wanted more arts and music programs for their children, 43% expressed an interest in academic enrichment programs, and 29% said they would prefer more bilingual resources from schools.

5. Hispanic parents face barriers in participating in school-based activities.

While Hispanic parents are interested in being involved in their children's education, 59% cited work schedules as a major barrier preventing them from participating more in school events or meetings. This highlights the importance of schools accommodating parents' availability through flexible scheduling.

6. Parents are looking for more holistic educational options.

Beyond academics, Hispanic parents are looking for a well-rounded educational experience that includes extracurricular activities, dual-language programs, and additional support services. 73% of parents expressed interest in dual-language programs, while nearly half requested more STEM and arts programs.

Conoce tus Opciones Escolares (Know Your School Options) empowers Hispanic and Latino parents to discover and navigate the K–12 public, charter, magnet, private, online, home, and nontraditional education options available for their children. Through comprehensive state-by-state Spanish-language parent resources, partnerships, and events, Conoce has served more than a half million parents since its launch in 2022. Conoce is a charitable program of the National School Choice Awareness Foundation, a 501(c)(3) nonprofit organization and the 501(c)(3) National School Choice Resource Center.

For more information, visit opcionesescolares.com.