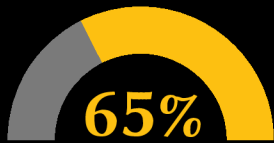
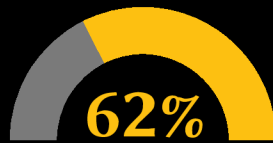


New Election Playbook: Parents Value Education Over Party Loyalty ...And Want More Public School Choice, Please.

ARE PARENTS THE NEW SWING VOTERS?



Willing to vote
outside party lines
because of education



Say education
influenced vote in last
state election

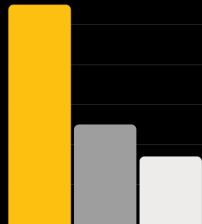


ONLY 29%

Would vote for candidates in
state elections who oppose
public school choice

MEET THE EDUCATION VOTER

→ PARENTS



55% MILLENNIALS

25% GEN-X

17% GEN-Z

→ URBAN

71%
OF PARENTS WHO
LIVE IN CITIES
WOULD VOTE
OUTSIDE THE PARTY



EDUCATION INFLUENCED THEIR
VOTE IN THE LAST STATE ELECTION



72%
of Democrats



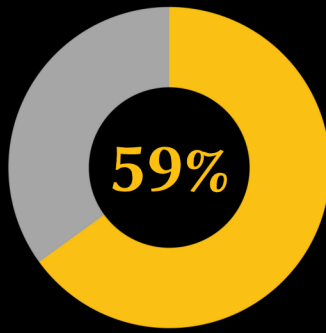
71%
of Republicans



LOYAL TO THEIR KIDS, NOT THE PARTY

67% of Democrats | 67% of Republicans | 70% of Independents
would vote outside party based on education stance

Homeschooling Trends



NEARLY 60% HAVE CONSIDERED OR STARTED HOME-SCHOOLING IN THE PAST FIVE YEARS



only
12%

cited vouchers or educational savings accounts as a motivator

REASONS PARENTS CHOOSE OR CONSIDER HOMESCHOOLING



50%

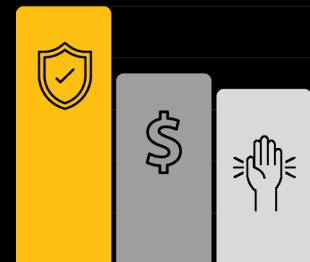
Cited safety concerns

37%

Don't like public option, but can't afford private school

34%

Believe they can teach their kids better



50% 37% 34%

Education will be on the ballot in 2026, with 17 mayoral elections in the 100 largest cities, 39 gubernatorial races, 35 U.S. Senate seats, and the entire U.S. House of Representatives in play. Parents are an important voting bloc, representing 40% of the U.S. electorate. They care about public education choice and they will vote for candidates who share their values on education.



PARENTS OF K-12 STUDENTS ARE 40% OF THE U.S. ELECTORATE. THEY LIKE PUBLIC EDUCATION CHOICE, AND THEY VOTE FOR THEIR KIDS.