

2025-26

K-12 Parent Survey Results

March 2026

Version 1.0





K-12

Parent Survey Results

- 01: Who We Surveyed
- 02: Where They're Enrolled
- 03: Parent Concerns
- 04: Data Groupings
- 05: Demographics





Survey Objectives & Methodology

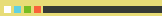
Objectives

The survey sought to gauge parents' feelings on:

- ▶ Public education as a whole
- ▶ Movement between school districts
- ▶ What concerns parents had for the 2025-26 school year
- ▶ What parents value about their child's school

Methodology

- ▶ The survey targeted parents of K-12 students enrolled in the 2025-26 school year
- ▶ Responses were received from 74 counties across Michigan
- ▶ Data gathered in November & December 2025
- ▶ Data analyzed in January 2026
- ▶ 95% confidence level and a 4% margin of error



01

Who We Surveyed



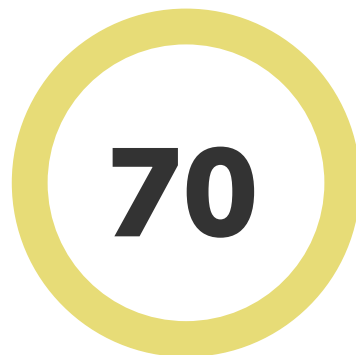


WHO WE SURVEYED

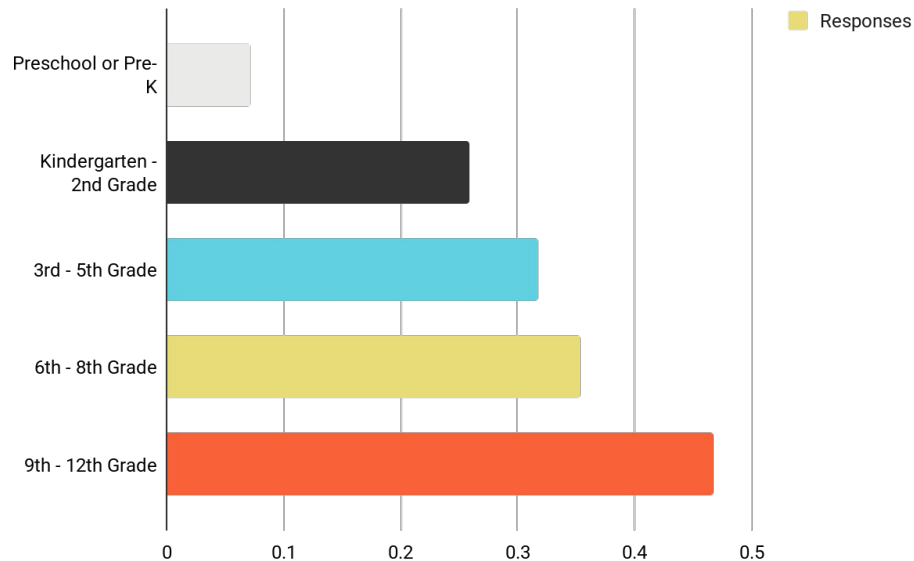
Current K-12 Parents in Michigan



Parents with one or more K-12 student(s) enrolled in school as of Fall 2025-26



Counties Across Michigan





02

Where They're Enrolled





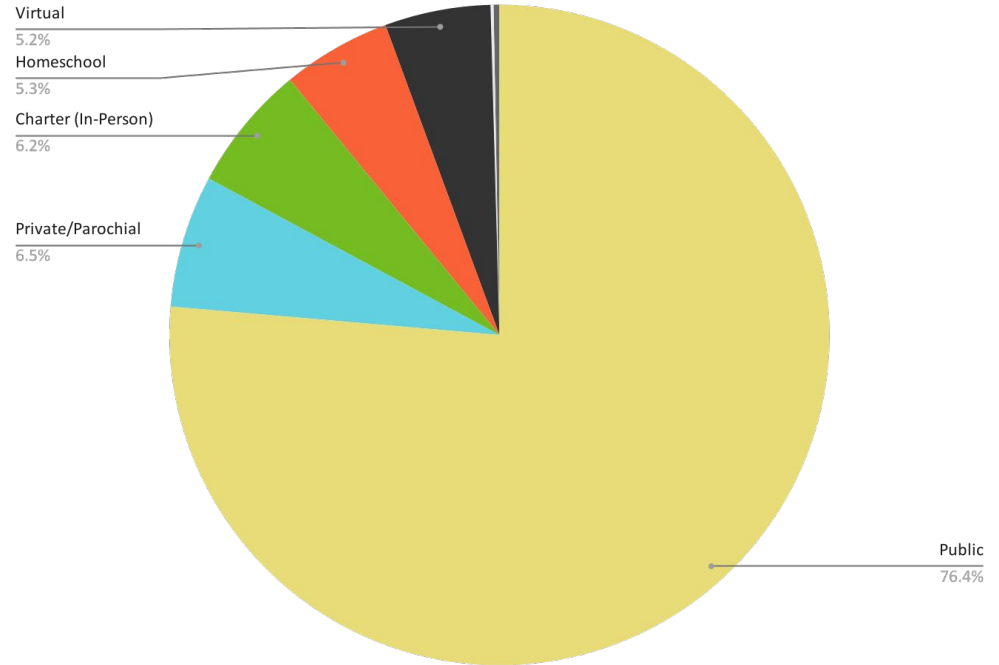
WHERE THEY'RE ENROLLED

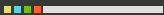
Enrolled in 2025-26: *Students are Attending Now*

K-12 Schools

83%

Of students are enrolled in public schools for the 2025-26 school year, compared to the 83.2% last year





03

Student Movement



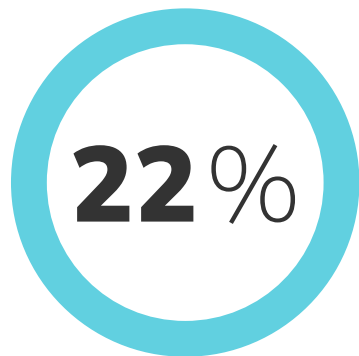


STUDENT MOVEMENT

Changed in 2025-26: *Switched Schools in the Last Two Years*

We asked parents if they had switched their students' school within the past two years.

This includes moving from one district to another, not moving to a new building within the same district.



of students switched schools within the past two years.

This is down from 24% in 2024-25.



of that 22%, about 30% moved homes out of the district.

Those students are not counted in the following data.



of students switched schools within the past two years.

And did not move out of their current area.





STUDENT MOVEMENT

Changed in 2025-26: *Switched Schools in the Last Two Years*

We removed respondents who stated they moved to a new area, so we are only looking at families who did not move areas, but moved school districts.



of **current non-public school** students switched schools



of **current public school** students switched schools

Did these students change the type of school they attended?

YES

Out of the 15% of students who moved schools and did not move out of the area, the vast majority moved from a public school to either a Virtual, Homeschool, or Charter. Homeschool saw the biggest movement from other types of school into Homeschool.





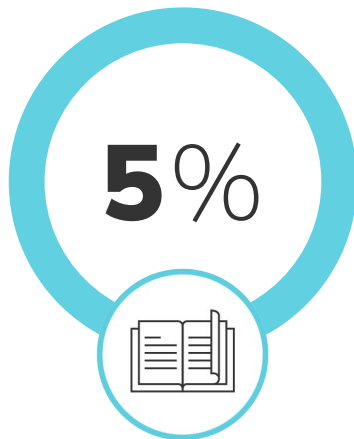
STUDENT MOVEMENT

Why Switch Schools?

Top 3 Reasons Parents Switched their Child's School



Cited **Bullying**



Cited
Quality of Teachers



Cited
**Social/Emotional
Needs**



Same as 2024-25





04

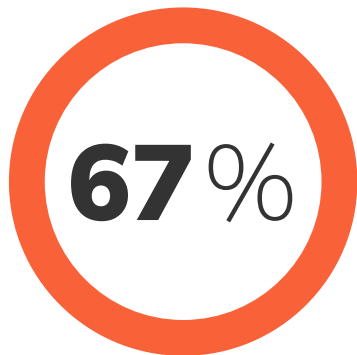
Parent Concerns





PARENT CONCERNS

List of **All Concerns** *for the 2025-26 School Year*



of **parents**
have concerns



Of parents had
concerns in
2024-25

Back in line
with 2022-23
parent survey
results



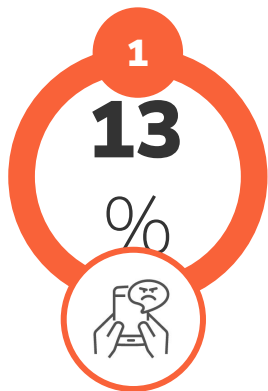


PARENT CONCERNS

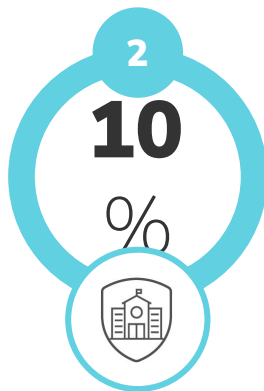
Top 5 Concerns *for the 2025-26 School Year*

Bullying remains the #1 concern four years in a row.

Social/Emotional issues dropped out of the top 5 for the first time since 2022.



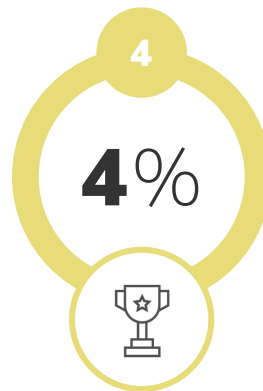
BULLYING



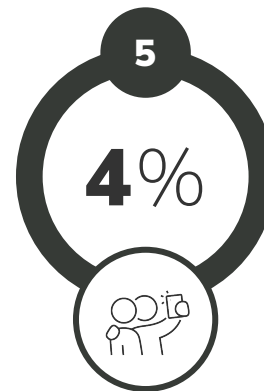
**SAFETY &
SECURITY**



**MENTAL
HEALTH**



**QUALITY OF
TEACHERS**



**PEER
RELATIONSHIPS/
FRIENDSHIPS**

When asked to "select all" concerns.





PARENT CONCERNS

Primary/Biggest Concern of 2025-26

#1

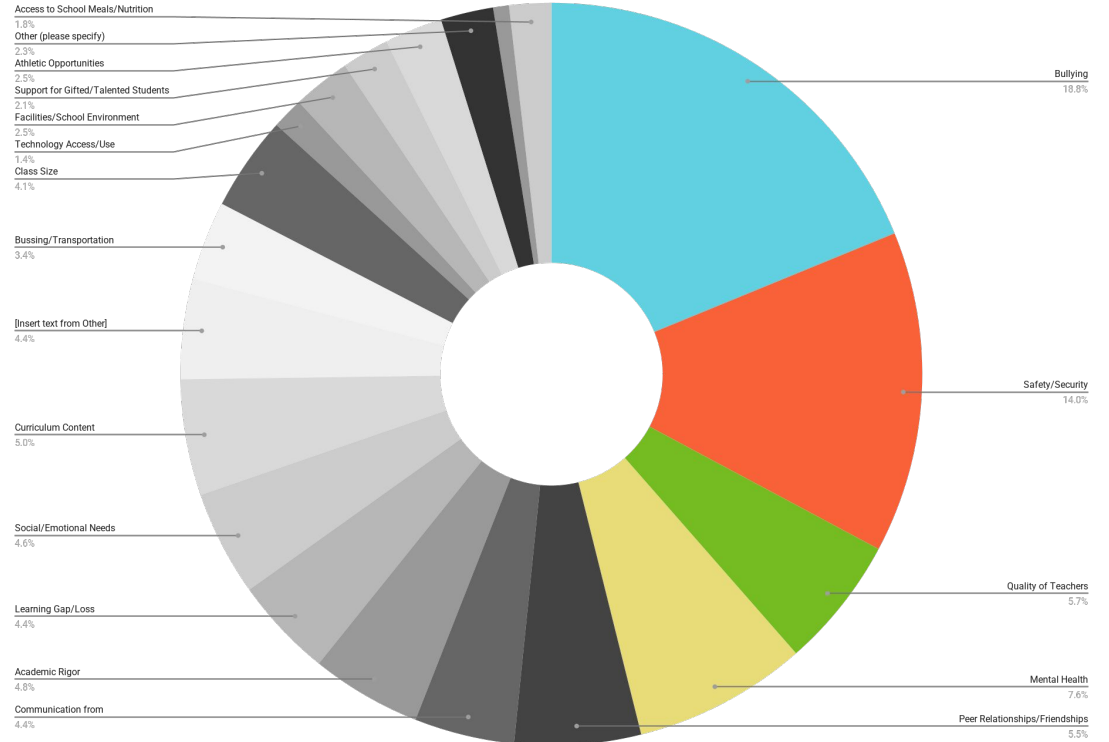
BULLYING

#2

SAFETY & SECURITY

#3

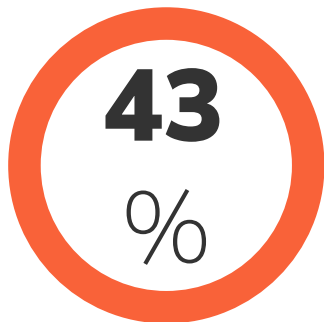
MENTAL HEALTH



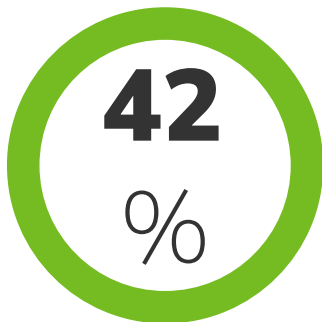


PARENT CONCERNS

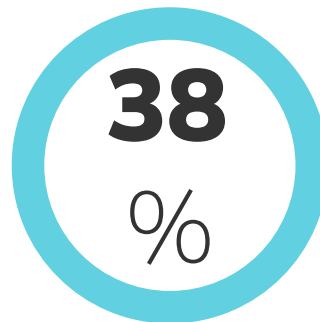
Value: *List What You Value at Your Child's School*



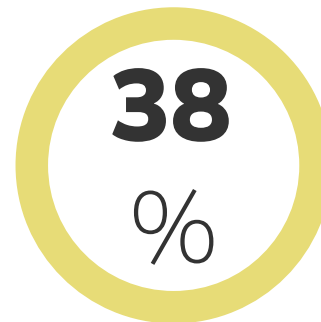
**Parent-Teacher
Communications**



**Quality
Teachers**



Convenience



Safety & Security

For the second year in a row,
Parent-Teacher Communications is
the number one value.

Class Size dropped out of the Top
4 and was replaced by **Safety and
Security**.





PARENT CONCERNS

Value: Which do you value **most**? *Choose one.*

#1

**PARENT-TEACHER
COMMUNICATION**
(#2 Last Year)

#2

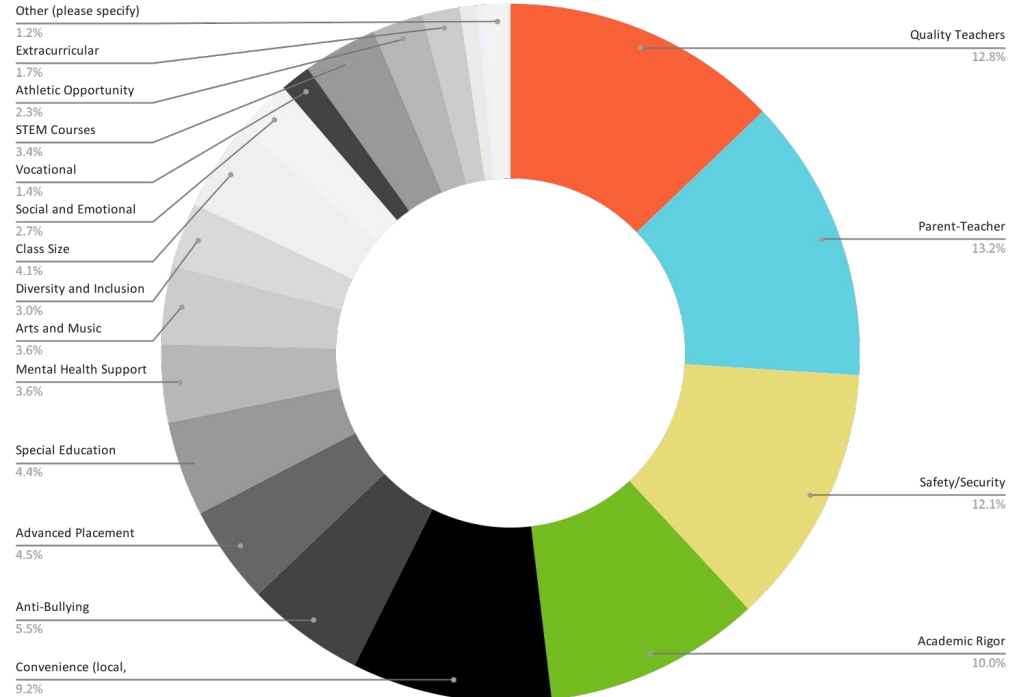
QUALITY TEACHERS
(#1 Last Year)

#3

SAFETY & SECURITY
(#3 Last Year)

#4

ACADEMIC RIGOR
(#4 Last Year)





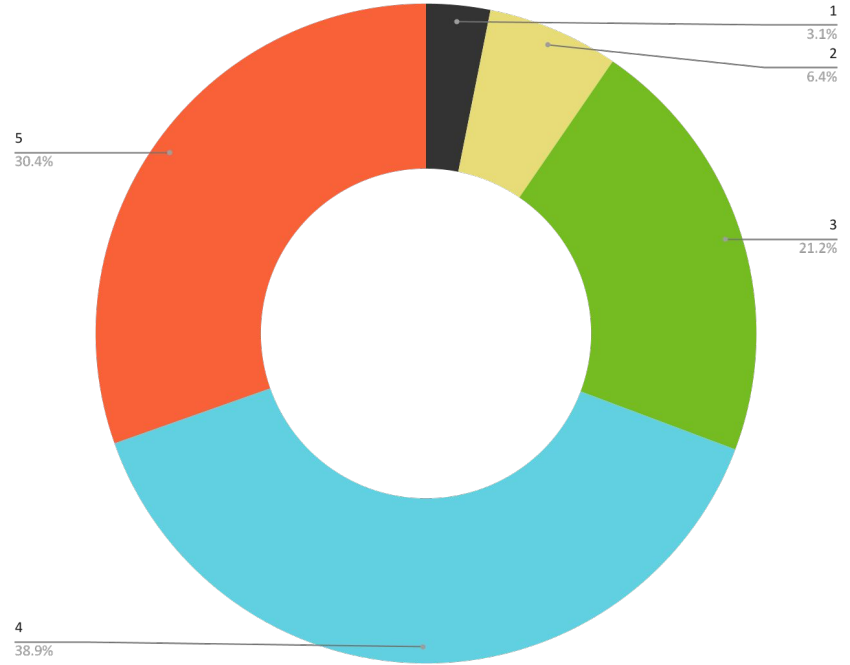
PARENT CONCERNS

Parent Satisfaction *with Their Child's Current School*



3.9

Parent satisfaction rating of their
child's current school
(3.9 last year)





NET PROMOTER SCORE® (NPS®)

Would You Recommend

Net Promoter Score®, or NPS®, measures customer experience and has been used to predict business growth. It is a very common measurement for financial institutions and other industries such as healthcare and technology. For schools, we have seen changes in NPS predict future enrollment increases or declines. NPS is tied to experience, meaning a focus on internal training and culture is key to NPS improvements.

PROMOTERS (score 9-10)

Promoters are loyal enthusiasts for your school who will keep utilizing you for their children's needs and referring others, fueling growth.

PASSIVES (score 7-8)

Passives are satisfied but unenthusiastic parents who are vulnerable to leaving your district.

DETRACTORS (score 0-6)

Detractors are unhappy parents who can damage your brand and impede enrollment growth through negative word-of-mouth.





NET PROMOTER SCORE® (NPS®)

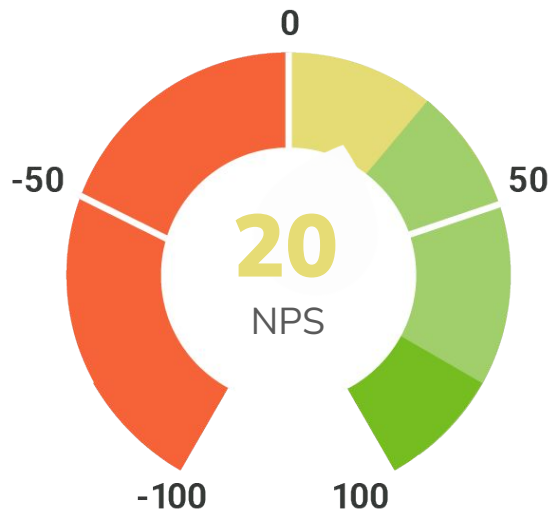
Would You Recommend





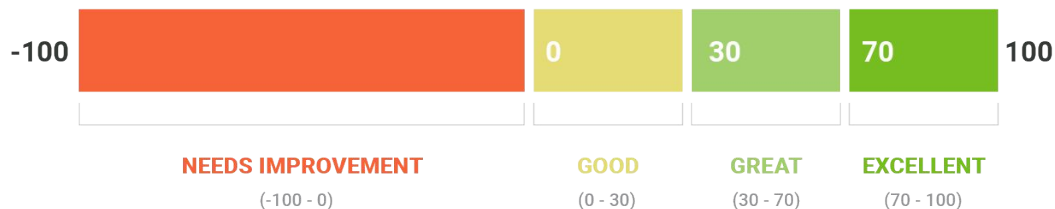
NET PROMOTER SCORE® (NPS®)

Would You Recommend



Up 2 points from
2024-25

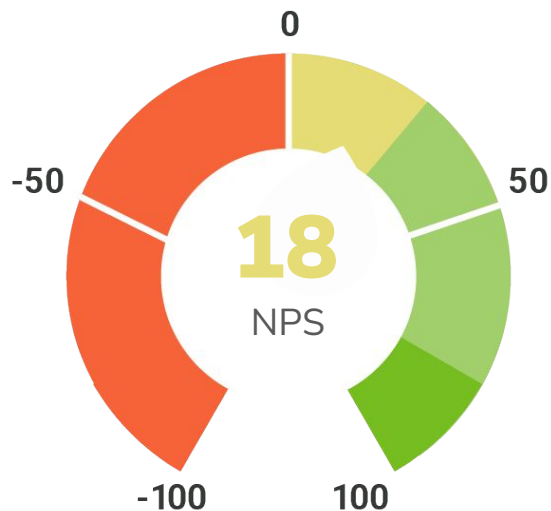
What is a good NPS® score?



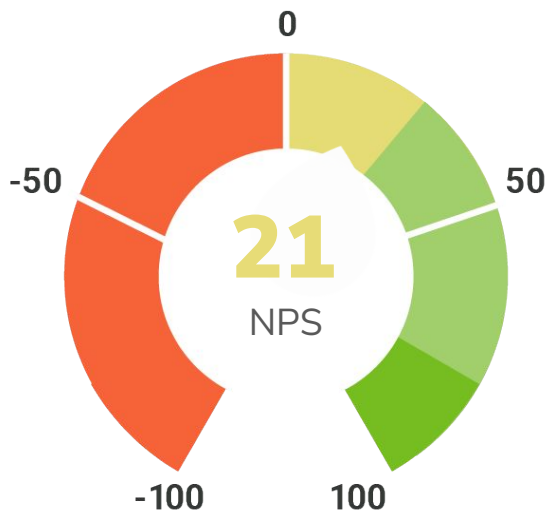


NET PROMOTER SCORE® (NPS®)

Would You Recommend



↑
PUBLIC SCHOOL
RESPONDENTS



↓
NON-PUBLIC SCHOOL
RESPONDENTS

While the public school score is **up 5 points** from 2024-25, the non-public school score is **down 10 points**.





HOW PARENTS RATE THEIR CHILD'S CURRENT SCHOOL

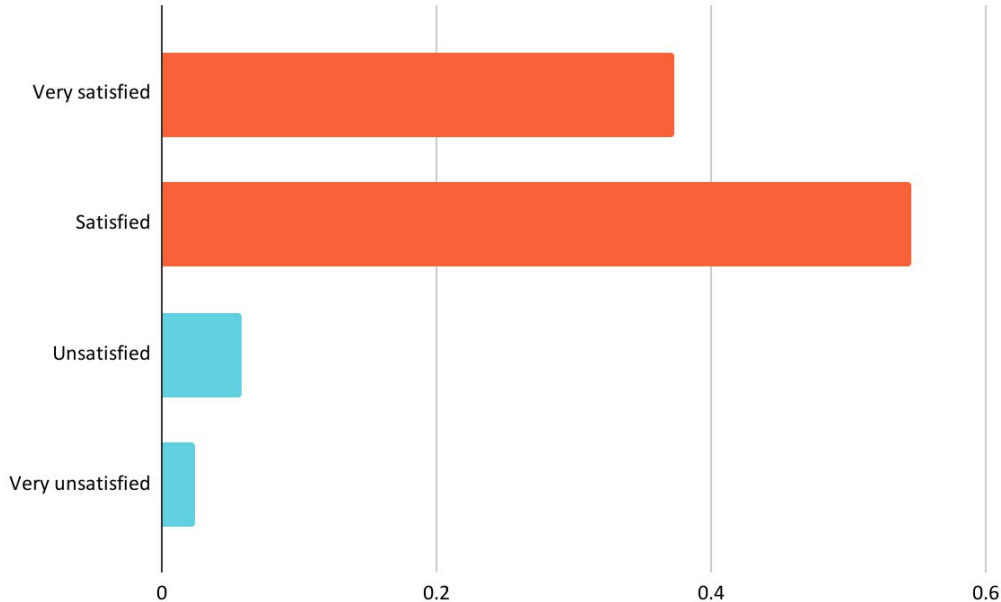
School Performance



Parents say they are
satisfied or very satisfied
with their child's school
(compared to 90% last year)



Parents say they are
unsatisfied or very
unsatisfied with their
child's school
(compared to 10% last year)





HOW PARENTS RATE THEIR CHILD'S CURRENT SCHOOL

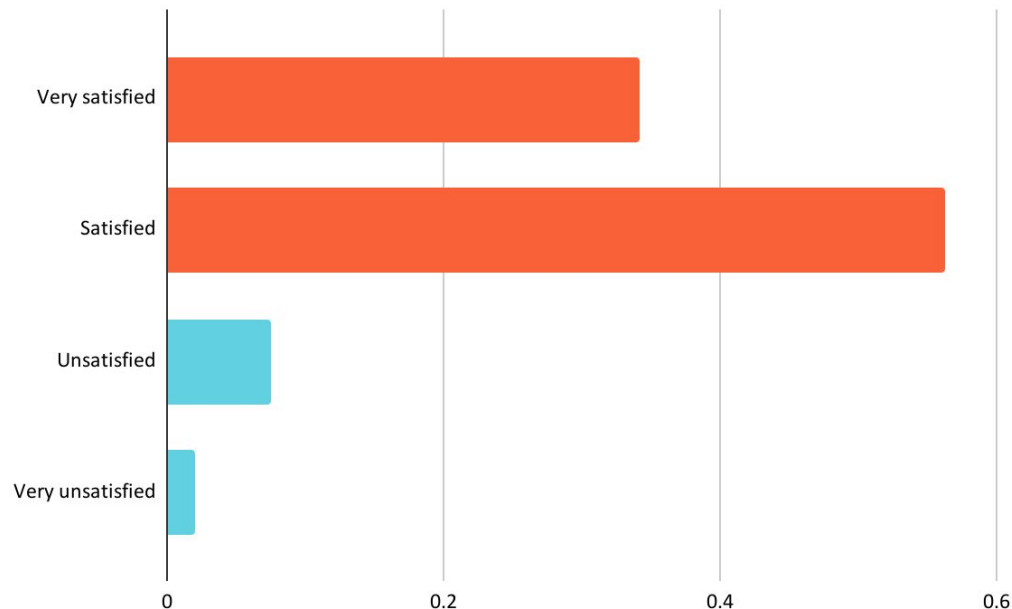
School Reputation



Parents say they are
satisfied or very satisfied
with the reputation of
their child's school
(compared to 88% last year)



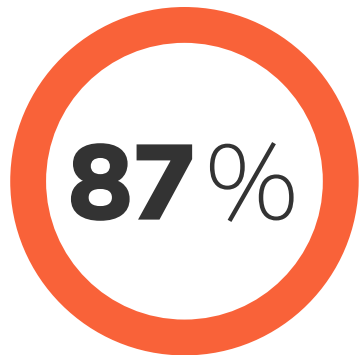
Parents say they are
unsatisfied or very
unsatisfied with the
reputation of their child's
school
(compared to 12% last year)





HOW PARENTS RATE THEIR CHILD'S CURRENT SCHOOL

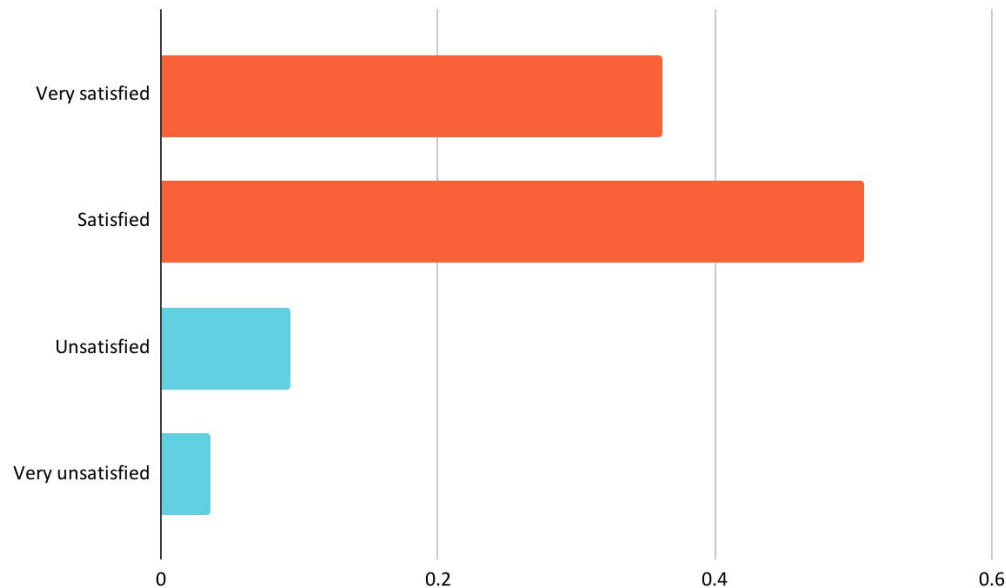
School Communication



Parents say they are
satisfied or very satisfied
with the communication
of their child's school
(compared to 84% last year)



Parents say they are
unsatisfied or very
unsatisfied with the
communication of their
child's school
(compared to 16% last year)



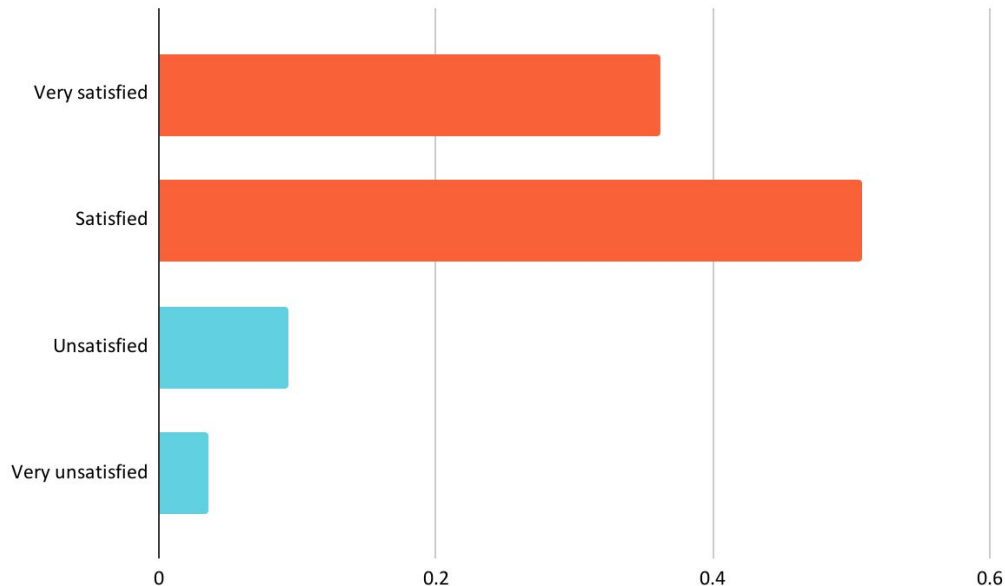


HOW PARENTS RATE THEIR CHILD'S CURRENT SCHOOL

Does Your Child's School have Your Child's Best Interest in Mind?



Parents feel their child's school has their best interest in mind all or some of the time
(up from 94% last year)



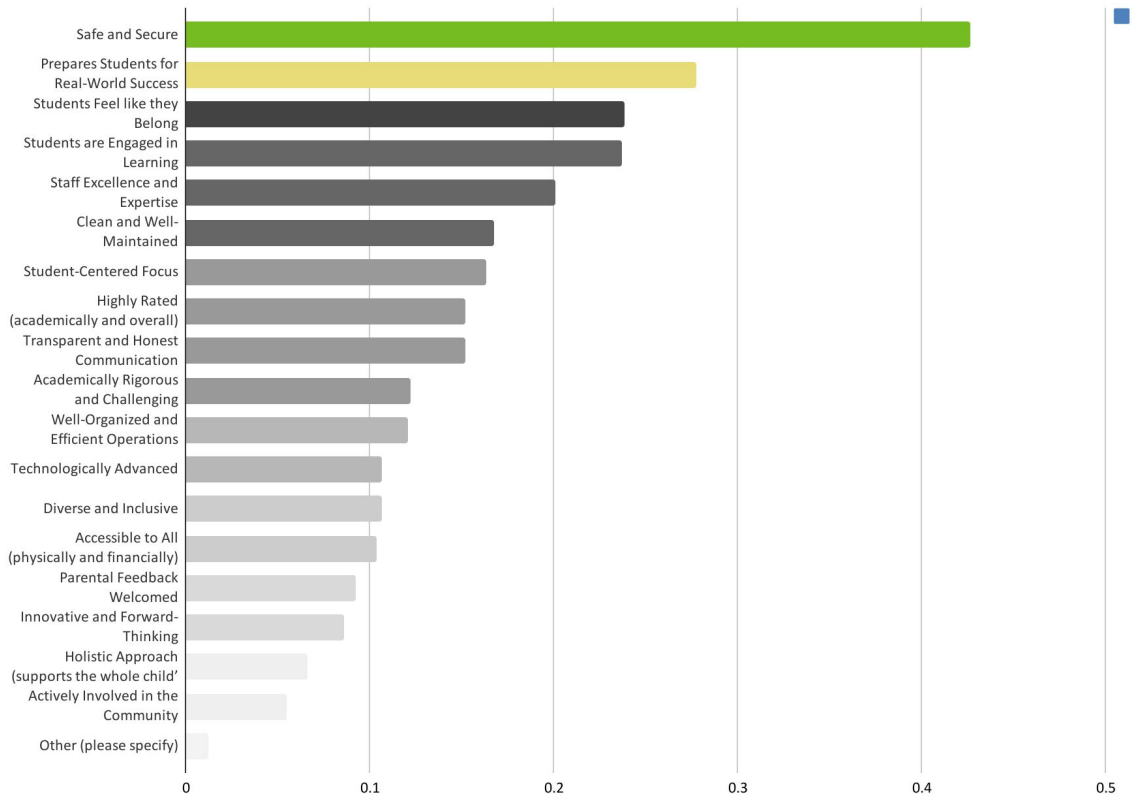


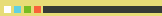
HOW PARENTS THINK ABOUT THEIR IDEAL SCHOOL

What word or phrases do you associate with your ideal school?

43
%

of all parents surveyed said
“Safe & secure” described
their perfect school,
15% more than the next most
common response of “Prepares
Students for Real-World Success”

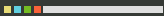




04

Data Groupings





DATA GROUPINGS

Income Level

Among all the demographic factors surveyed,
**income level had the greatest impact on
respondents' answers.**

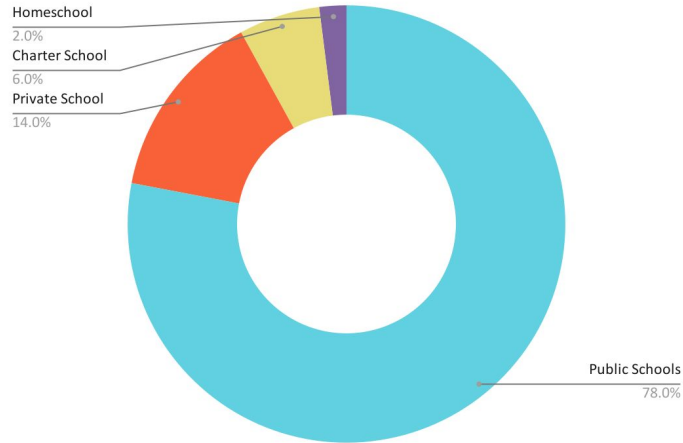




DATA GROUPINGS

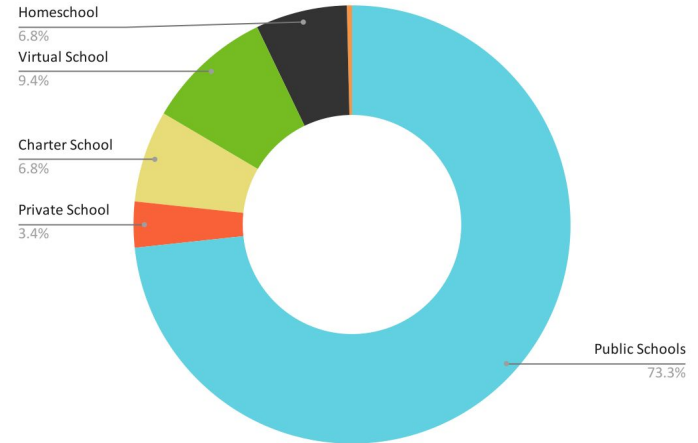
Income Level: *What Type of School Children Attend*

Higher Income Families



No respondents reported that their students attend a virtual school or montessori school.

Lower Income Families





DATA GROUPINGS

Income Level: *Affects Parents' Perception*

Higher Income Families

94%

Of **HIGHER** income families believe the school district has their child's best interest in mind **ALL OR SOME** of the time

57%

Of **HIGHER** income families believe the school district has their child's best interest in mind **ALL** of the time

Lower Income Families

97%

Of **LOWER** income families believe the school district has their child's best interest in mind **ALL OR SOME** of the time

49%

Of **LOWER** income families believe the school district has their child's best interest in mind **ALL** of the time

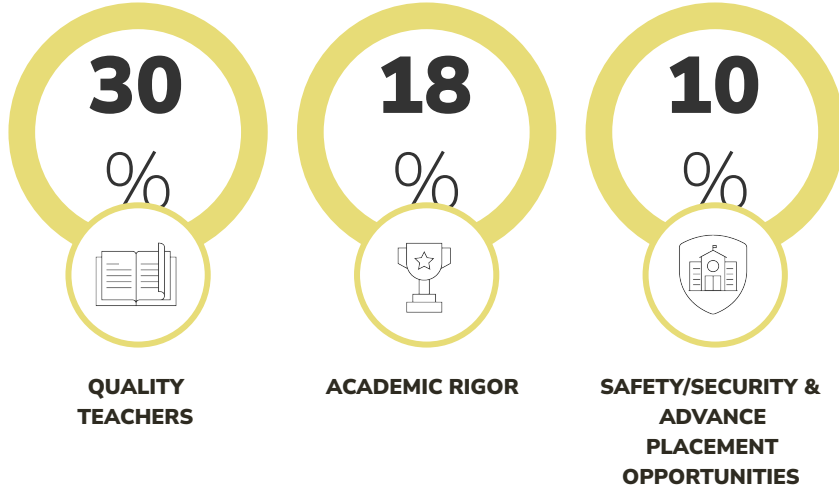




DATA GROUPINGS

Income Level: *Affects What Parents' Value*

Higher Income Families



Lower Income Families

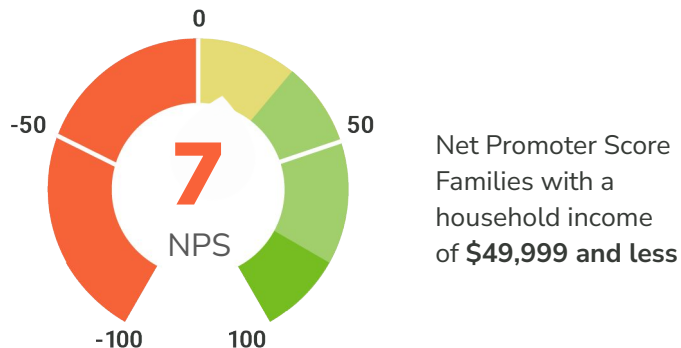
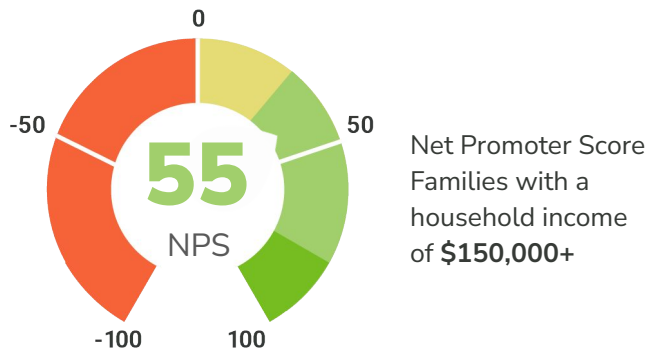




DATA GROUPINGS

Income Level: *Affects Parents' Experience*

According to responses, HIGHER Income Families have a **BETTER EXPERIENCE**



The NPS gap between higher and lower income families has widened. In 2024-25 higher income families reported an NPS of 43 and lower income 5.

Net Promoter Score®, or NPS®, measures customer experience and has been used to predict enrollment growth.





DATA GROUPINGS

Income Level: *Affects Student's Involvement in Choosing a School*

The trend of **students choosing which school they attend** continues to evolve, offering valuable insights for districts focused on growing enrollment.

In the 2024-25 survey, **37% of lower-income families reported that students make the decision**, compared to **57% of higher-income families**.

Notably, among higher-income families, **22% now report it is the student's choice**, compared to 57% last year, **a 35% decrease**.

While higher-income families responses showed a 35% decrease of students choosing which school they attend, **lower-income families experienced a 1% increase**.



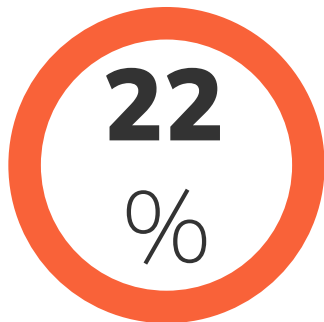


DATA GROUPINGS

Income Level: *Affects Student's Involvement in Choosing a School*

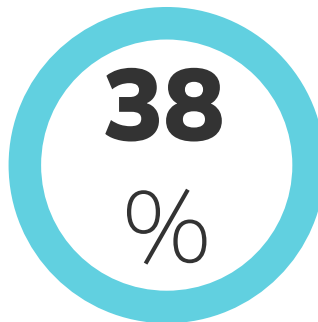
When asked: Do you take into consideration your child's personal opinion when selecting a school?

Higher Income Families



**SAY IT'S THE
CHILD'S CHOICE**

Lower Income Families



**SAY IT'S THE
CHILD'S CHOICE**





DATA GROUPINGS

Income Level: *Affects Ideal School*

Higher Income Families describe their ideal school as



Students are Engaged in Learning



Safe and Secure



Staff Excellence and Expertise





DATA GROUPINGS

Income Level: *Affects Ideal School*

Lower Income Families describe their ideal school as



Safe & Secure

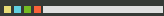


Students Feel like They Belong



**Prepares Students for the
Real-World**





DATA GROUPINGS

Political Affiliation

Are democrats and republicans
really that different?

(When it comes to K-12 schools)





DATA GROUPINGS

Political Affiliation

DEMOCRATS

83% attend a public school

Value: Quality Teachers (15%)

NPS = 25

96% believe their school has their child's best interest in mind

58% concerned about where public schools are heading

Who makes the choice on which school your child attends?

31% - They do

56% - We do it together

12% - I do

REPUBLICANS

77% attend a public school

Value Equally: Quality Teachers & Parent-Teacher Communications (15%)

NPS = 24

96% believe their school has their child's best interest in mind

69% concerned about where public schools are heading

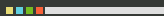
Who makes the choice on which school your child attends?

34% - They do

51% - We do it together

14% - I do





DATA GROUPINGS

Type of County

We looked at differences between **rural and urban counties.**





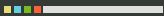
DATA GROUPINGS

Preferences of Parents in Rural and Urban Counties

RURAL	URBAN
79% attend a public school	73% attend a public school
Value Equally: Parent Teacher Communications & Safety/Security	Value Quality Teachers
NPS = 8	NPS = 26
96% believe their school has their child's best interest in mind	95% believe their school has their child's best interest in mind
Biggest Concern: Bullying	Biggest Concern: Bullying
Who makes the choice on which school your child attends? 31% - They do 56% - We do it together 13% - I do	Who makes the choice on which school your child attends? 32% - They do 54% - We do it together 14% - I do

County type definition: https://www.michigan.gov/-/media/Project/Websites/mdhhs/Folder1/Folder57/6_Appendix_092806.pdf?rev=ca0279ba41bb4af7a7338221cf1cfee6 Page 3





BONUS INSIGHT

How do you learn?

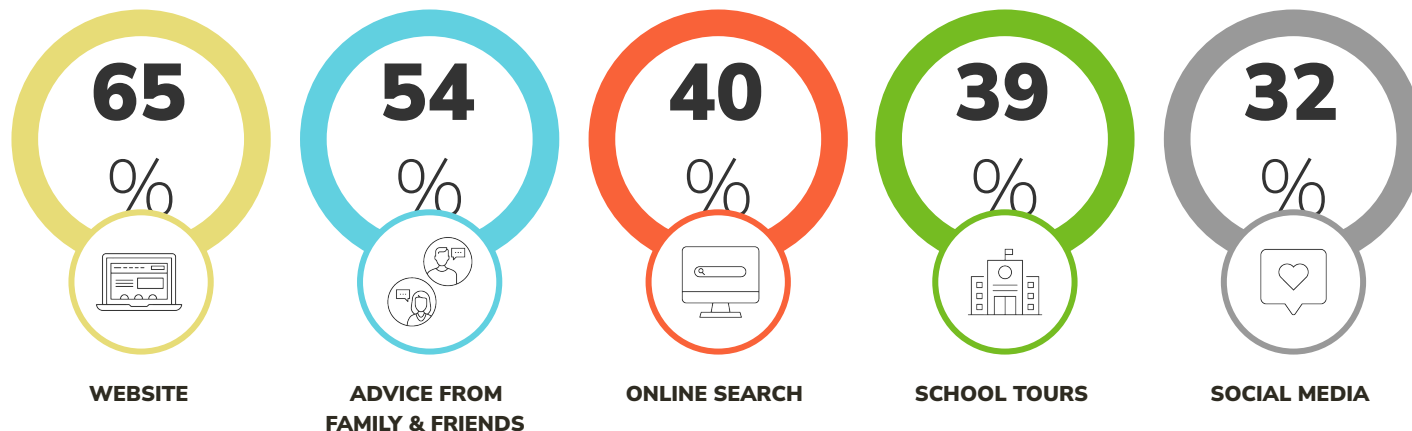
If schools are trying to grow, it's important to know how **prospects are researching schools.**





BONUS INSIGHT

Research: *What type of research did you do before enrolling your child?*





04

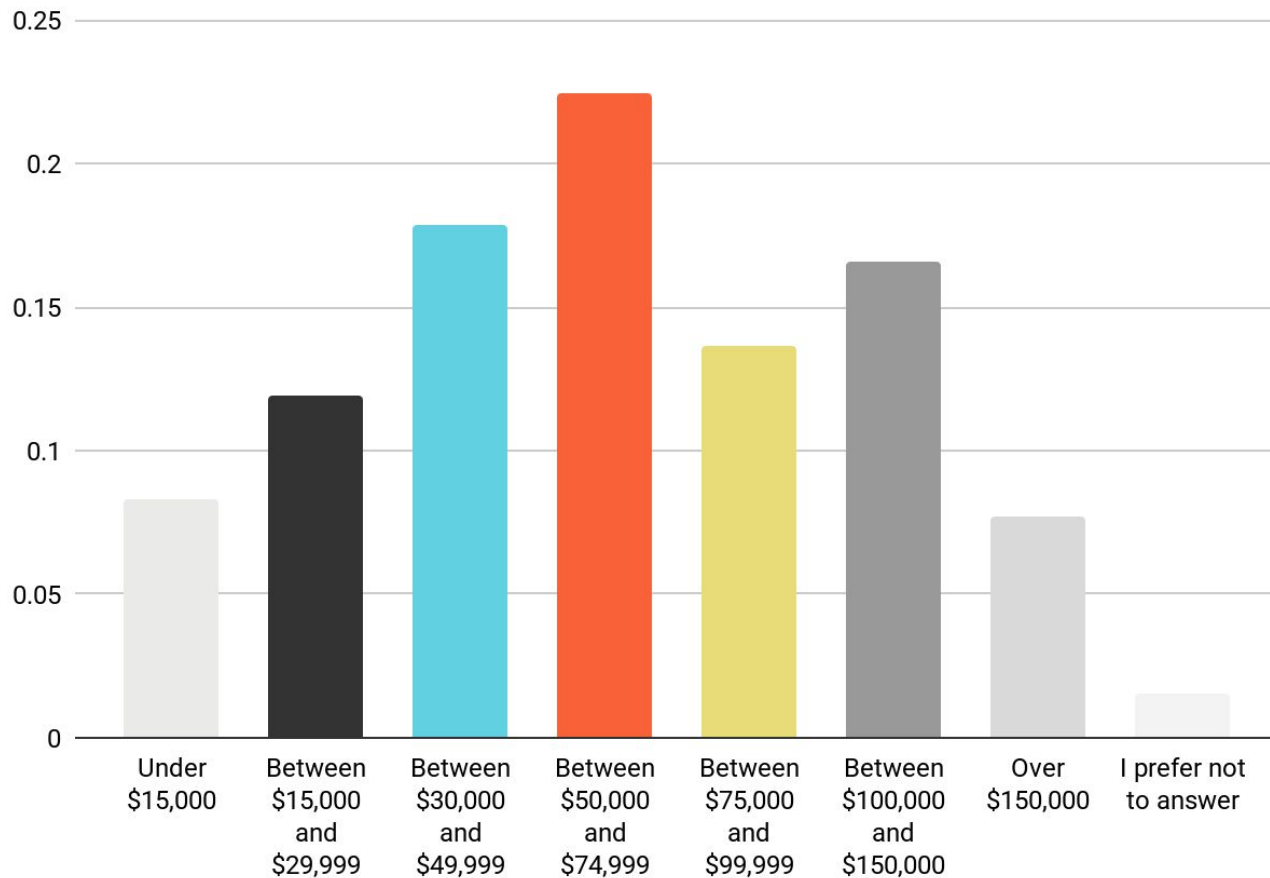
Demographics





DEMOGRAPHICS

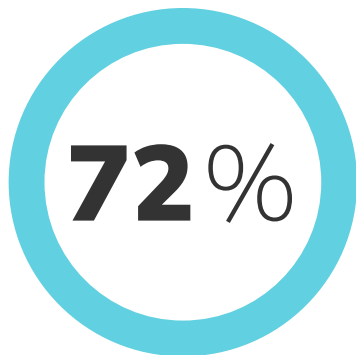
Income Level of Parents Surveyed



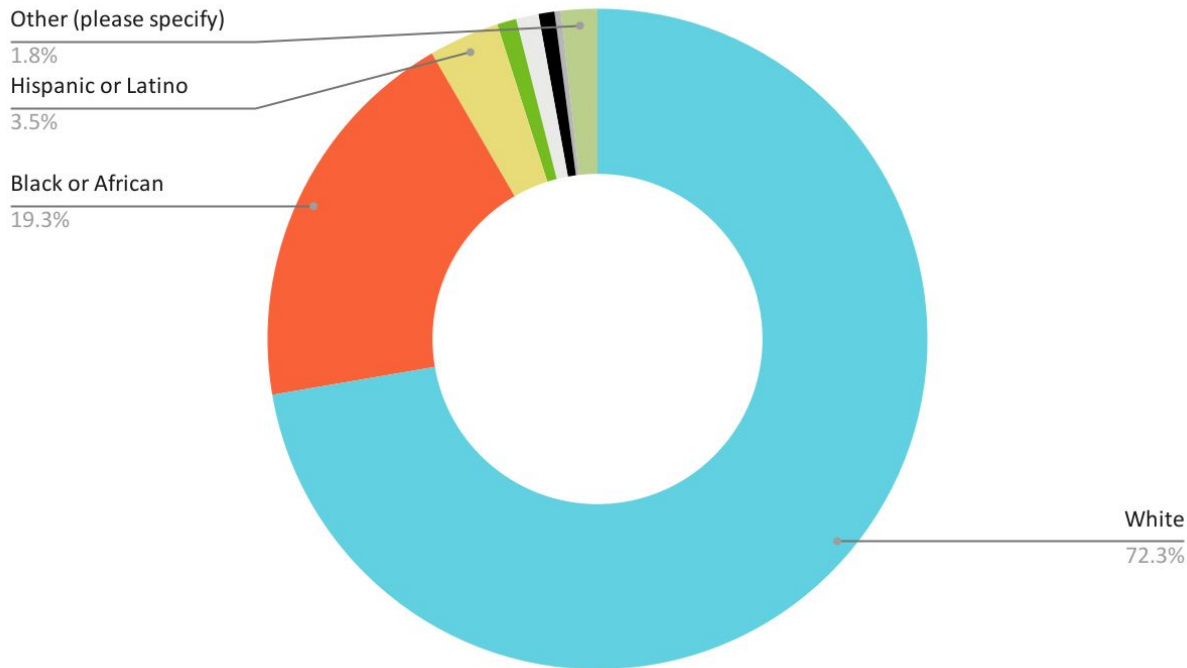


DEMOGRAPHICS

Race of Parents Surveyed



Parents surveyed were white or caucasian, which aligns with Michigan population data





ABOUT

Galapagos Education





Adapt. Evolve. Thrive.



GALAPAGOS

Adapt. Evolve. Thrive.

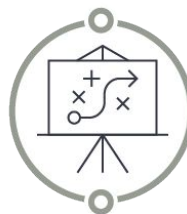
GalapagosEDU.com

What Sets Us Apart



Insight

>



Strategy

>



Execution

>

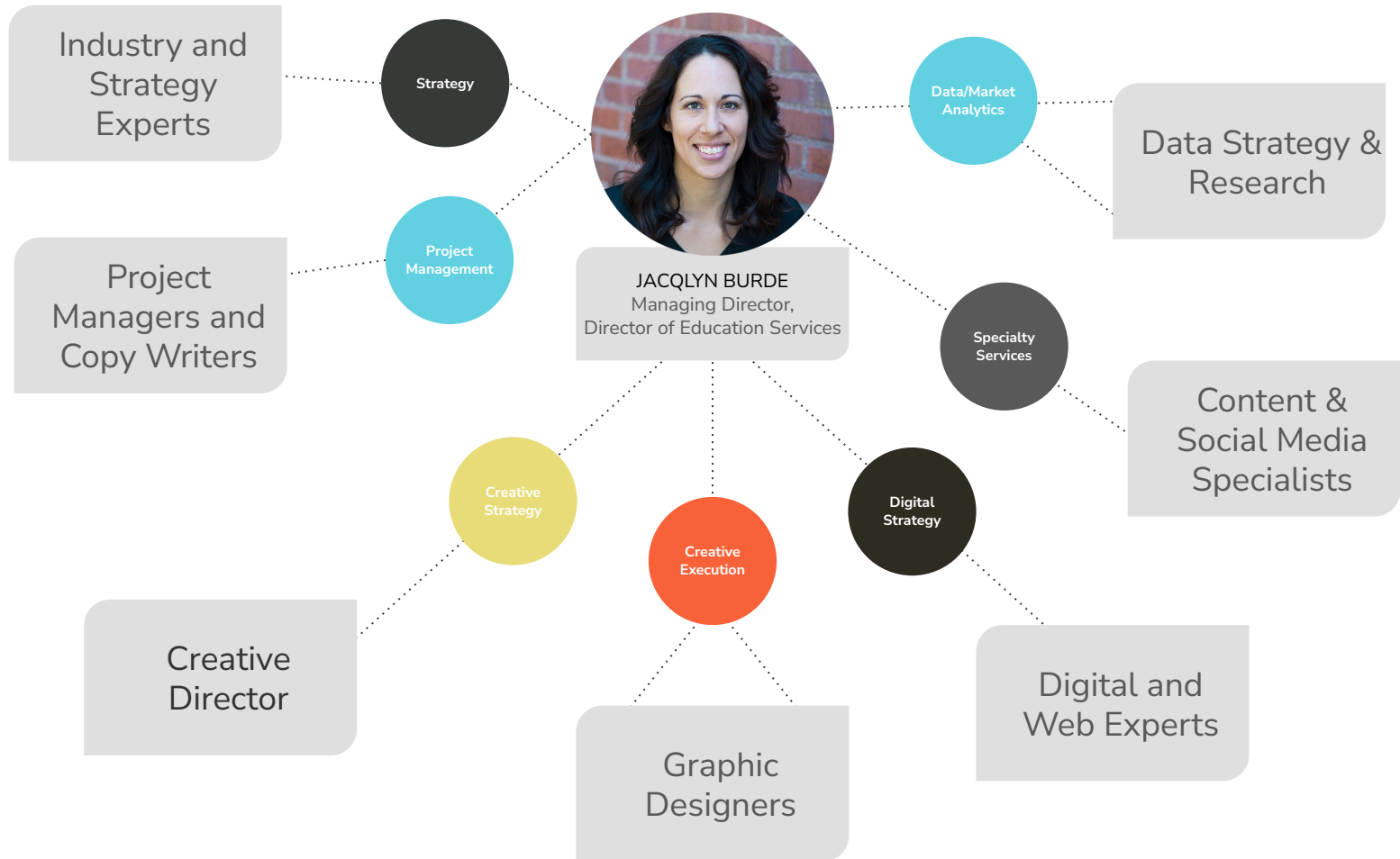


Management
& Measurement

Insight is the foundation of all of our work. Data, research, and industry expertise drive planning and strategy so that we can support districts in implementing a plan that is both effective and efficient.



Project Team and Structure



More Than an Agency

With the challenge of building the requisite expertise to create a real competitive advantage, it is a question of finding partners that complement the knowledge and expertise that exist within your district.

In addition to marketing strategy, market research, business intelligence expertise, and bespoke design capabilities, we suggest the following attributes are also key:



DEEP INDUSTRY KNOWLEDGE

To uncover and interpret opportunity and to craft effective strategy customized to the district's particular situation.



EXPERT PROFESSIONAL KNOWLEDGE

To see and understand the big picture and to provide an unbiased, informed perspective on the district's situation.



ORGANIZATIONAL UNDERSTANDING

To know what it takes to get things done. The best plans can fumble if the organization can't implement them.



RANGE OF SERVICES

Having one partner involved in multiple aspects of the marketing effort ensures consistency and delivers efficiency.



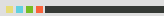
AN OBSESSIVE WORK ETHIC

A willingness to apply quality and care to each component of a project - no matter how small - to get things done. KNowing that you can count on your partner is vital.



COMMITMENT TO CLIENT SUCCESS

A partner that is committed to your success, who wants to win, and assumes the perspective of being on your team can simply deliver more.



Let's Connect!

Contact Jacqlyn to learn more.

JACQLYN BURDE

Managing Director, Director of Education Services

jburde@galapagosmarketing.com | 616.902.2742

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