

Survey of 500 Parents / Guardians of School-Aged Children in Oklahoma

PLUS 250 Additional Interviews in OKCPS

Margin of Error for Statewide Study: +/- 4.3%

Interviewing Conducted December 6 – 15, 2025

Margin of Error for OKCPS Study: +/- 6.1%

Interviewing Conducted December 6 -15, 2025 and January 4 – 11, 2026

Pat McFerron
President
Cole Hargrave Snodgrass & Associates



Geographic Regions

Northwest

11%

Tulsa

20%

Northeast

16%

Central Oklahoma

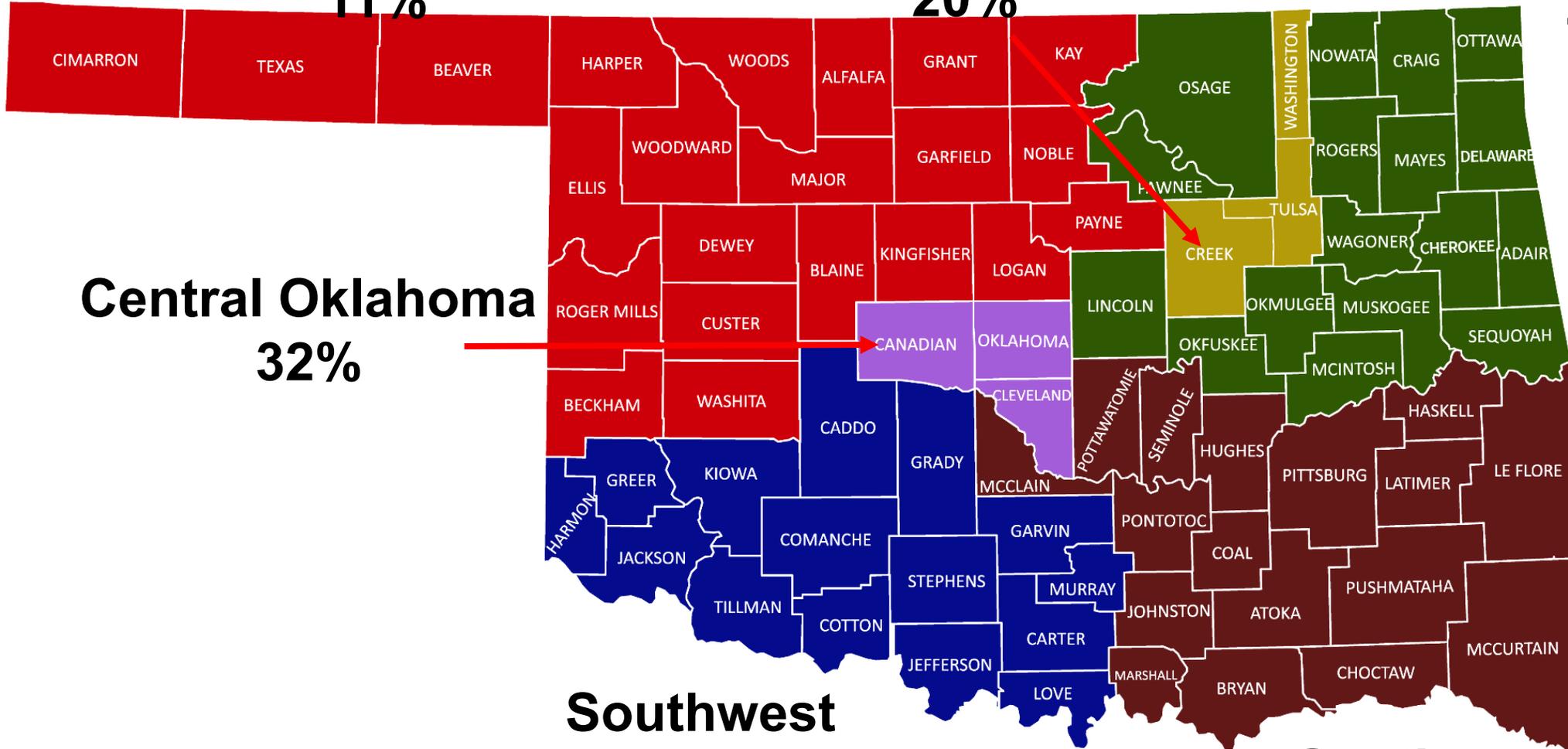
32%

Southwest

9%

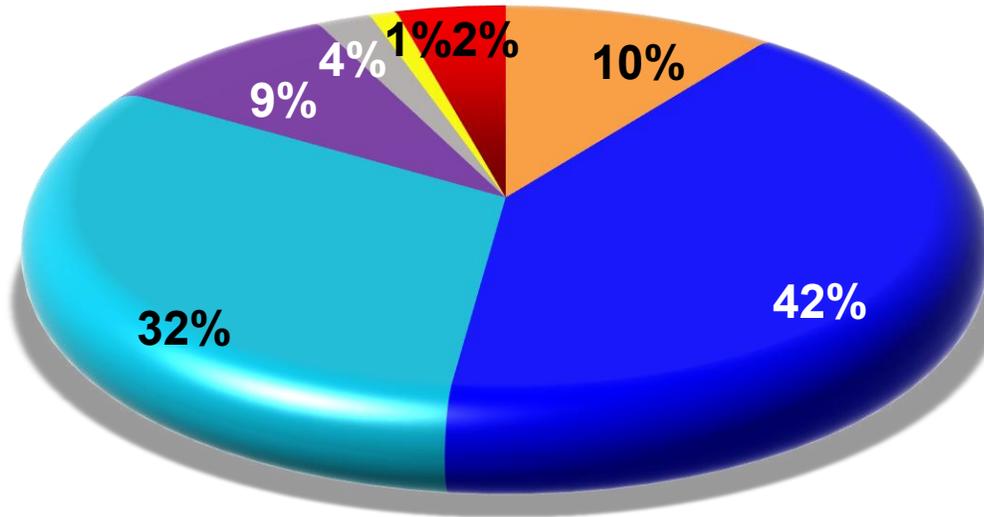
Southeast

12%



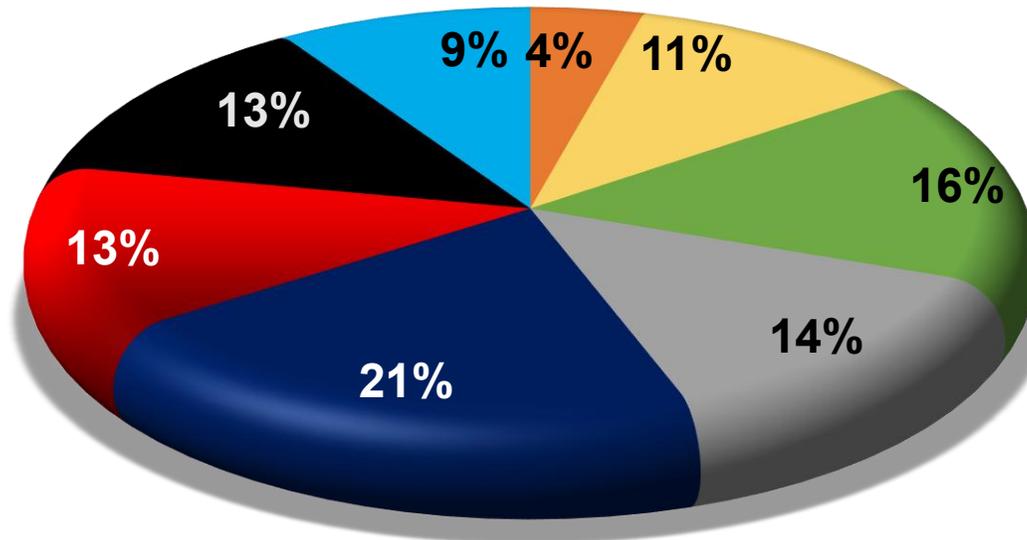
Demographics

Age



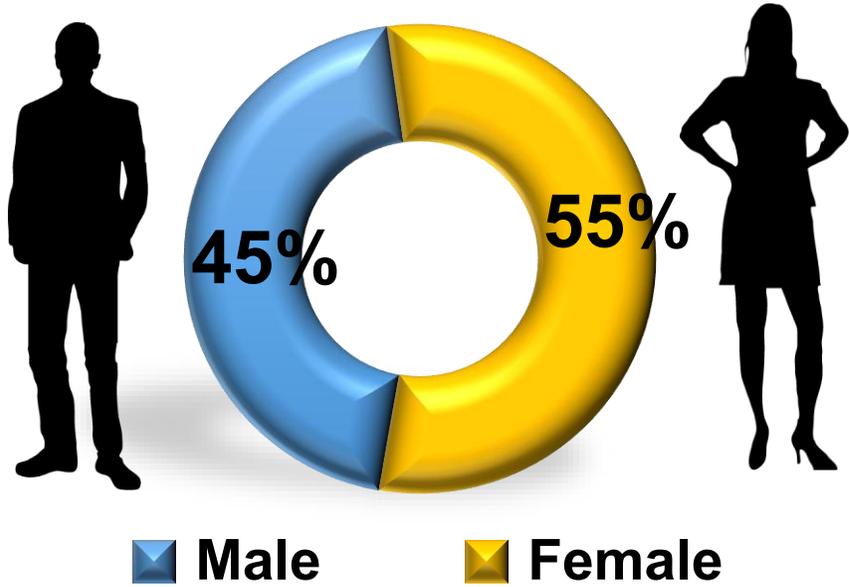
- 18 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 - 74
- 75 - Over
- Refused

Income

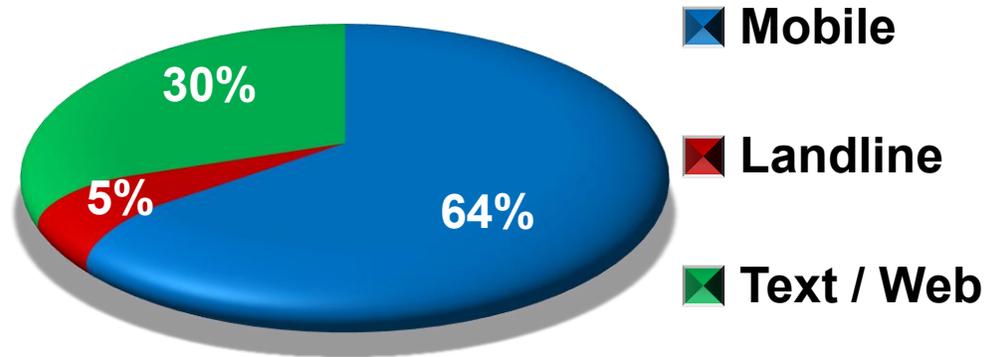


- Under \$25k
- \$25-\$50k
- \$50-\$75k
- \$75-\$100k
- \$100-\$150k
- \$150-\$200k
- Over \$200k
- Refused

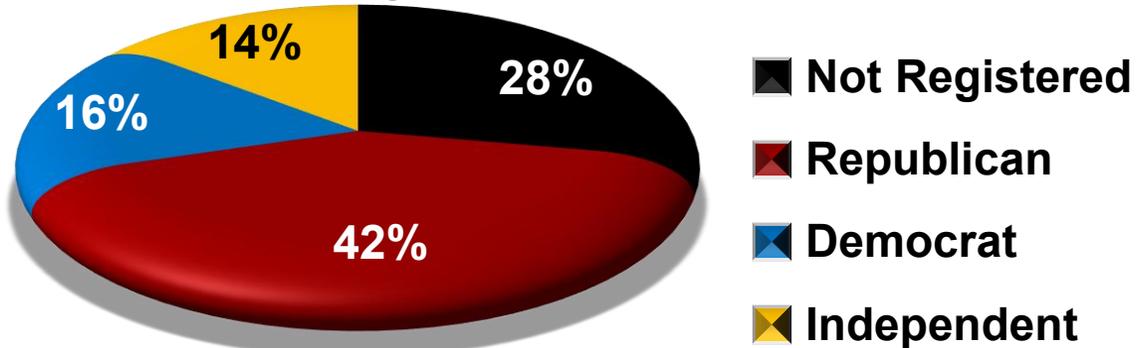
Demographics



Contact Method



Party

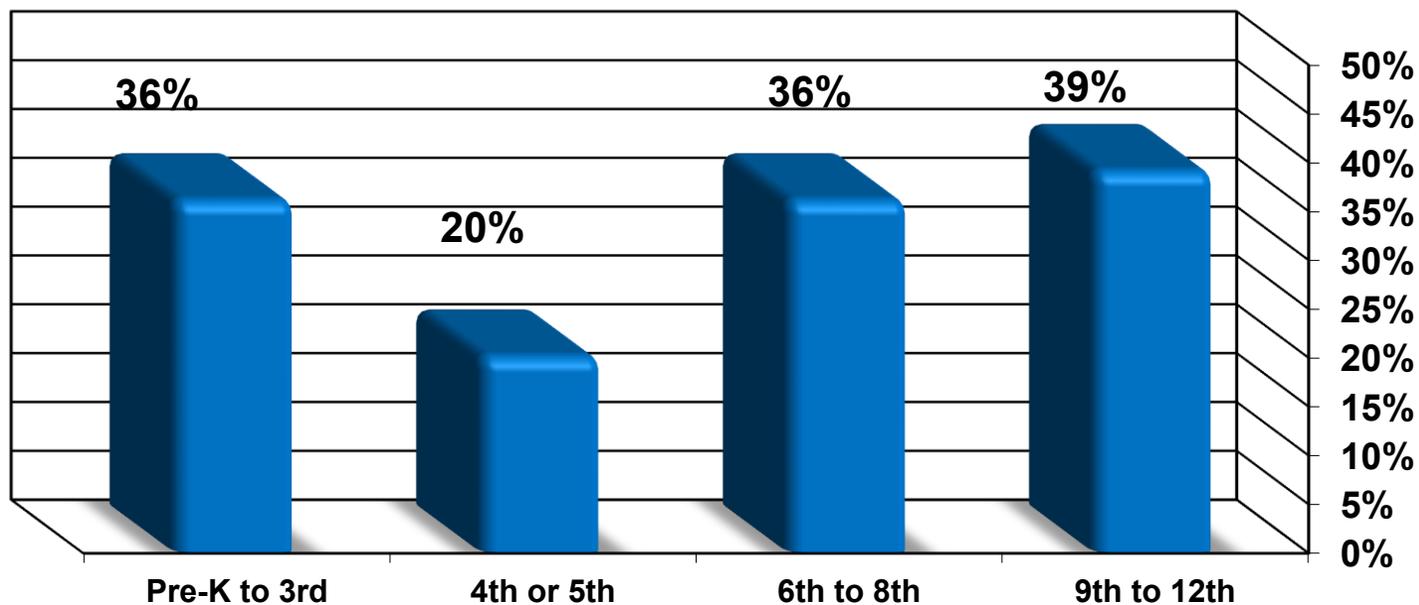


Given the number of females leading single parent households, this sample skews more female than do normal consumer or voting surveys. Similarly, given the age of those with school-aged children in the home, the presences of landlines is also decreased.

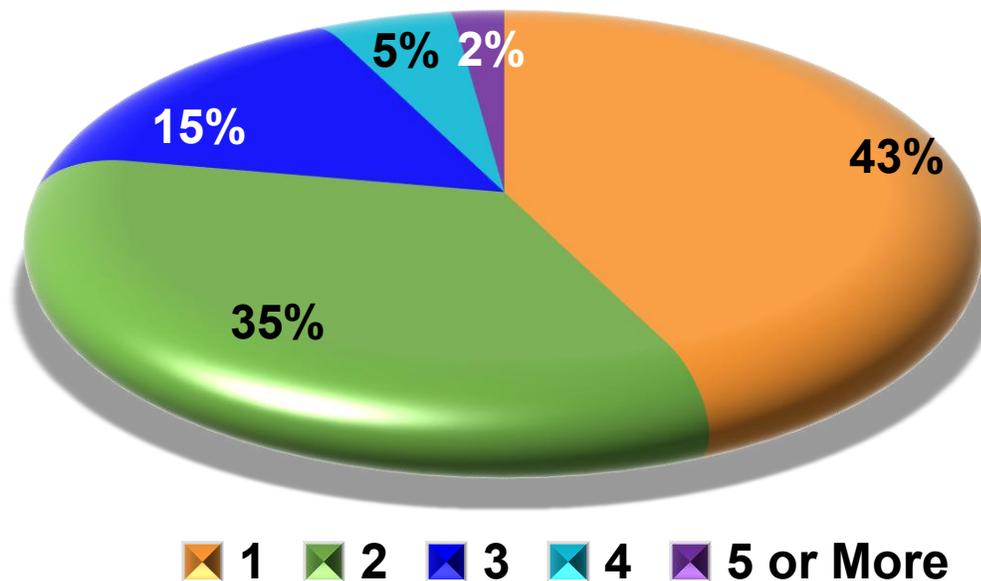
* Percentages may not add to 100% due to rounding.

Demographics

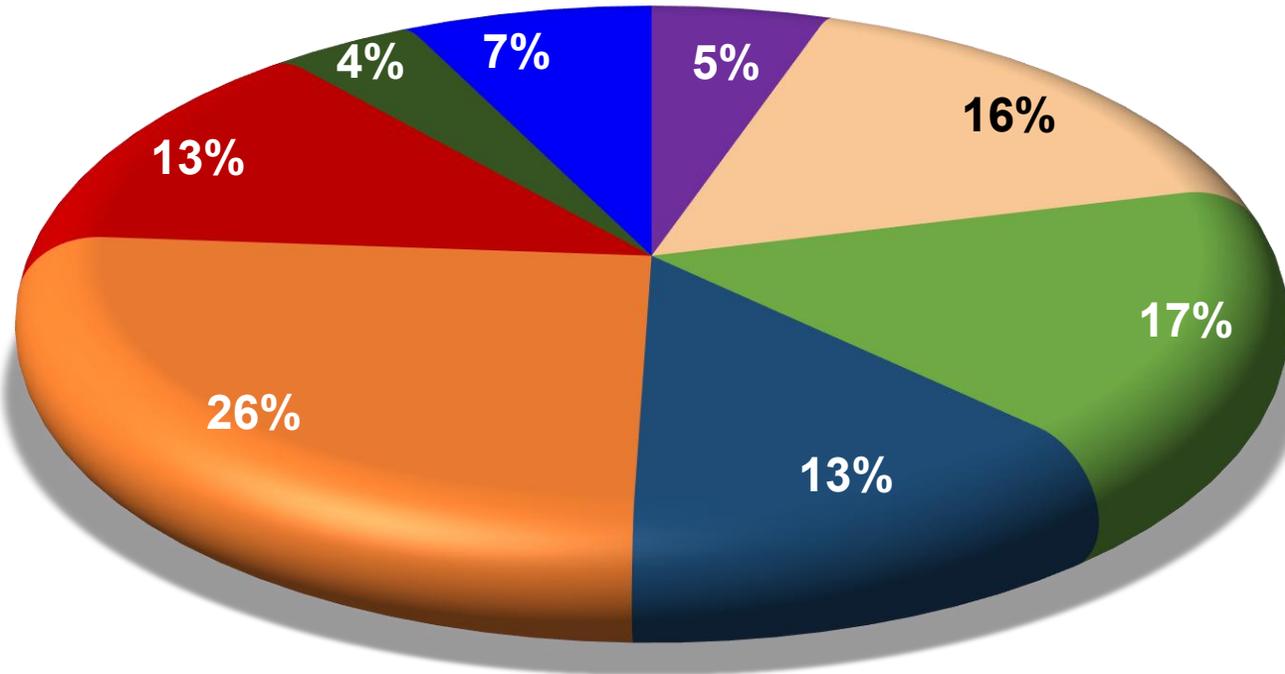
Child Grade Level



School Age Children



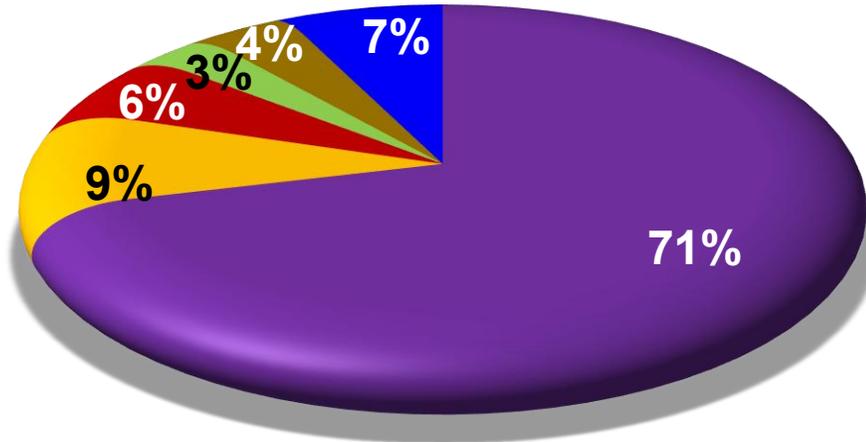
Highest Level of Education Completed



- Did Not Complete High School
- High School or GED
- Some College
- Technical or 2-year degree
- Bachelor's Degree
- Master's or Professional Degree
- Advanced Graduate Work or Ph.D.
- Refused

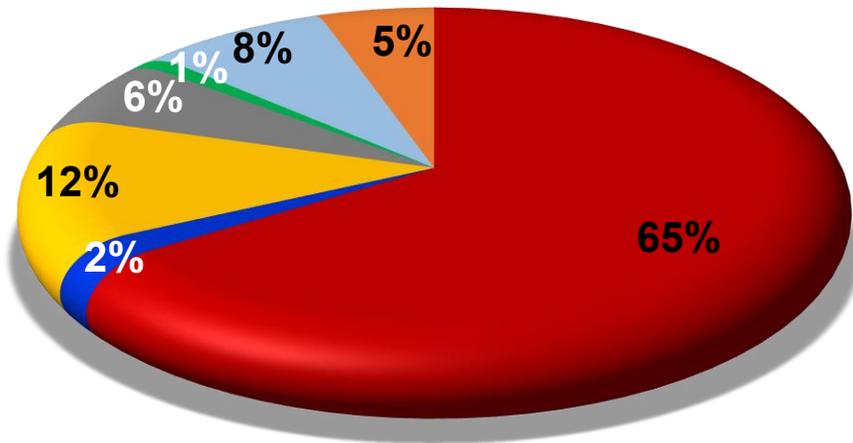
Demographics

Employment Status



- I am currently employed full-time
- I am currently employed part-time
- I am currently unemployed
- I am retired
- I am no longer in the workforce
- Refused

Ethnicity

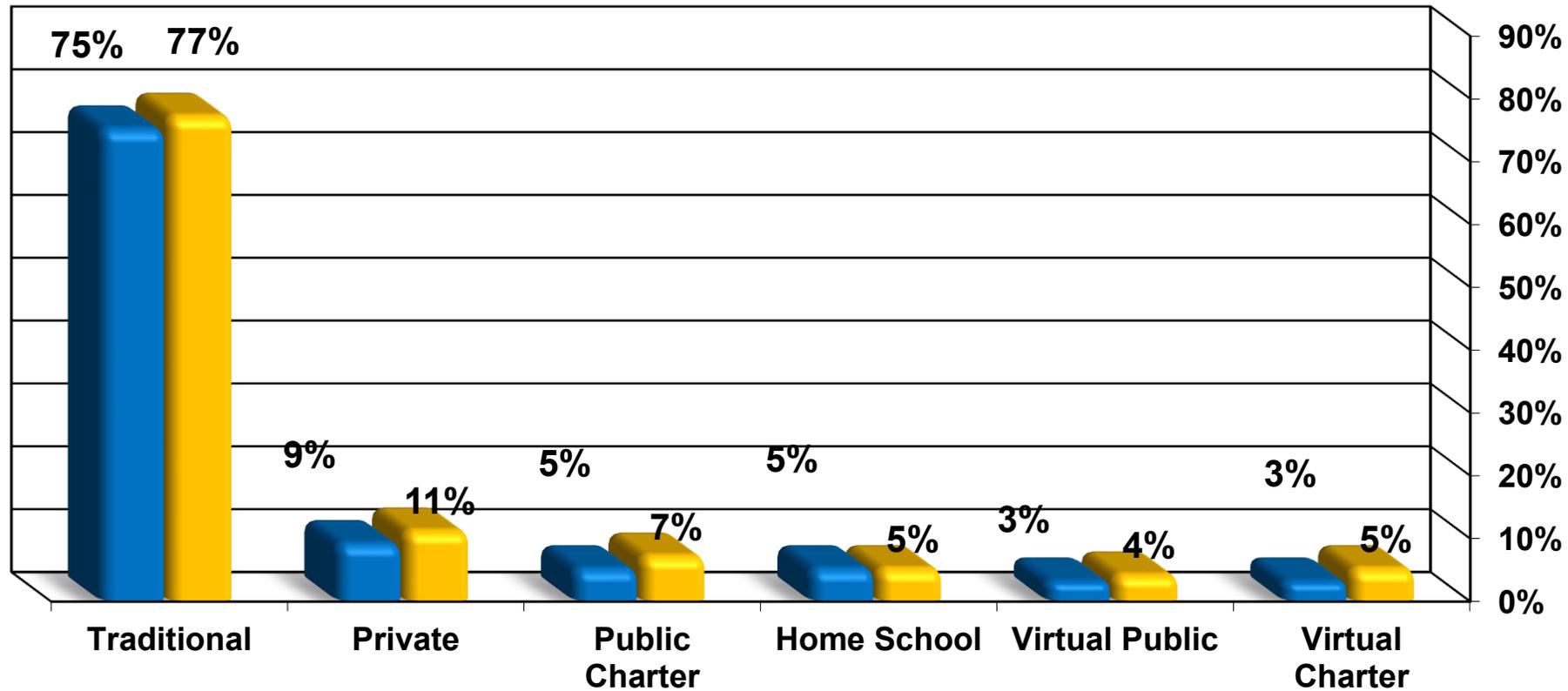


- White
- African American
- Hispanic
- Native American
- Asian
- Multiple
- Refused

* Percentages may not add to 100% due to refusals and / or rounding and / or multiple responses.

School Type Child Attends? Specific

■ Specific Child ■ Any Child

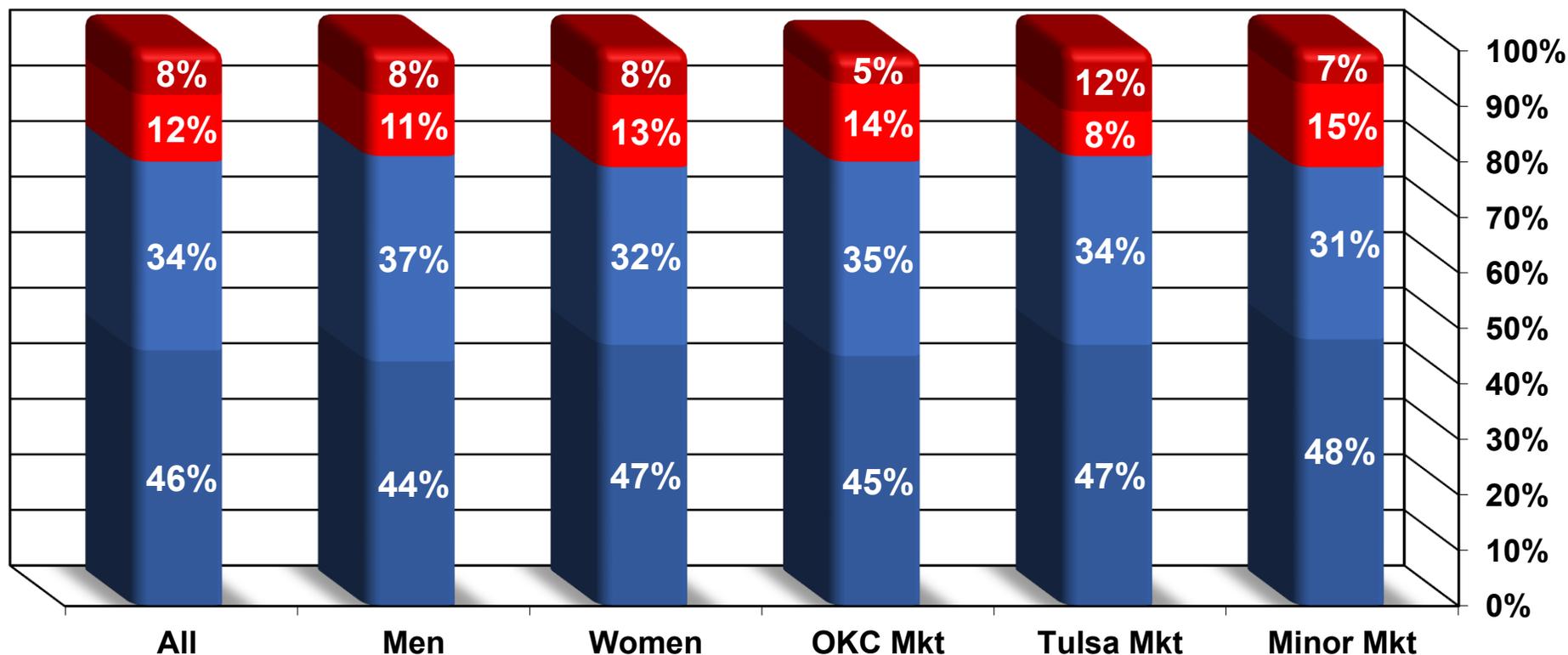


Traditional public schools still dominate with 77% having at least one child attending that school.

Satisfied with Current School?

**46% Very Satisfied; 34% Somewhat Satisfied;
12% Somewhat Dissatisfied; 8% Very Dissatisfied; 0% Undecided**

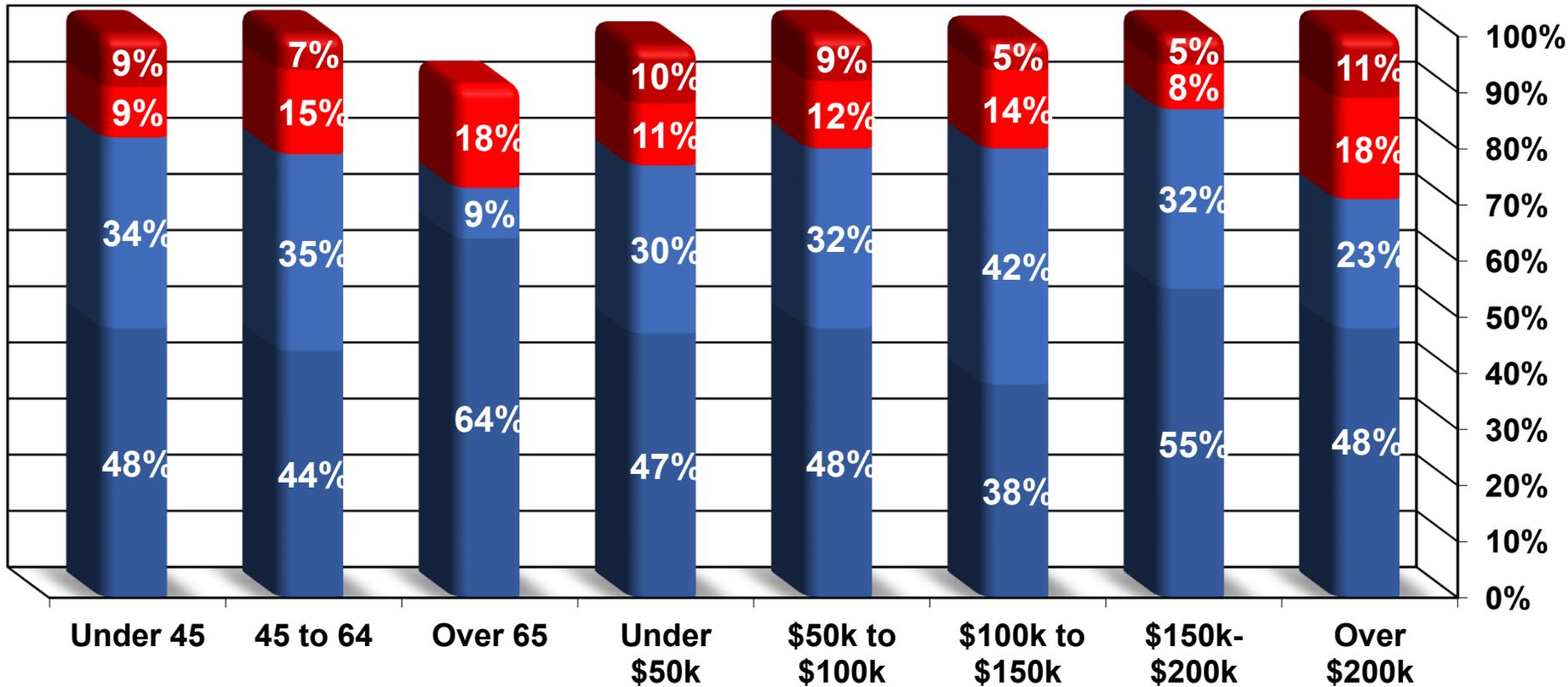
Very Satisfied Somewhat Satisfied Somewhat Dissatisfied Very Dissatisfied



While overall positive, this fails to hit the common 95% satisfaction sought in commercial endeavors. The variations, however, are rather small.

Satisfied with Current School? Age/Income

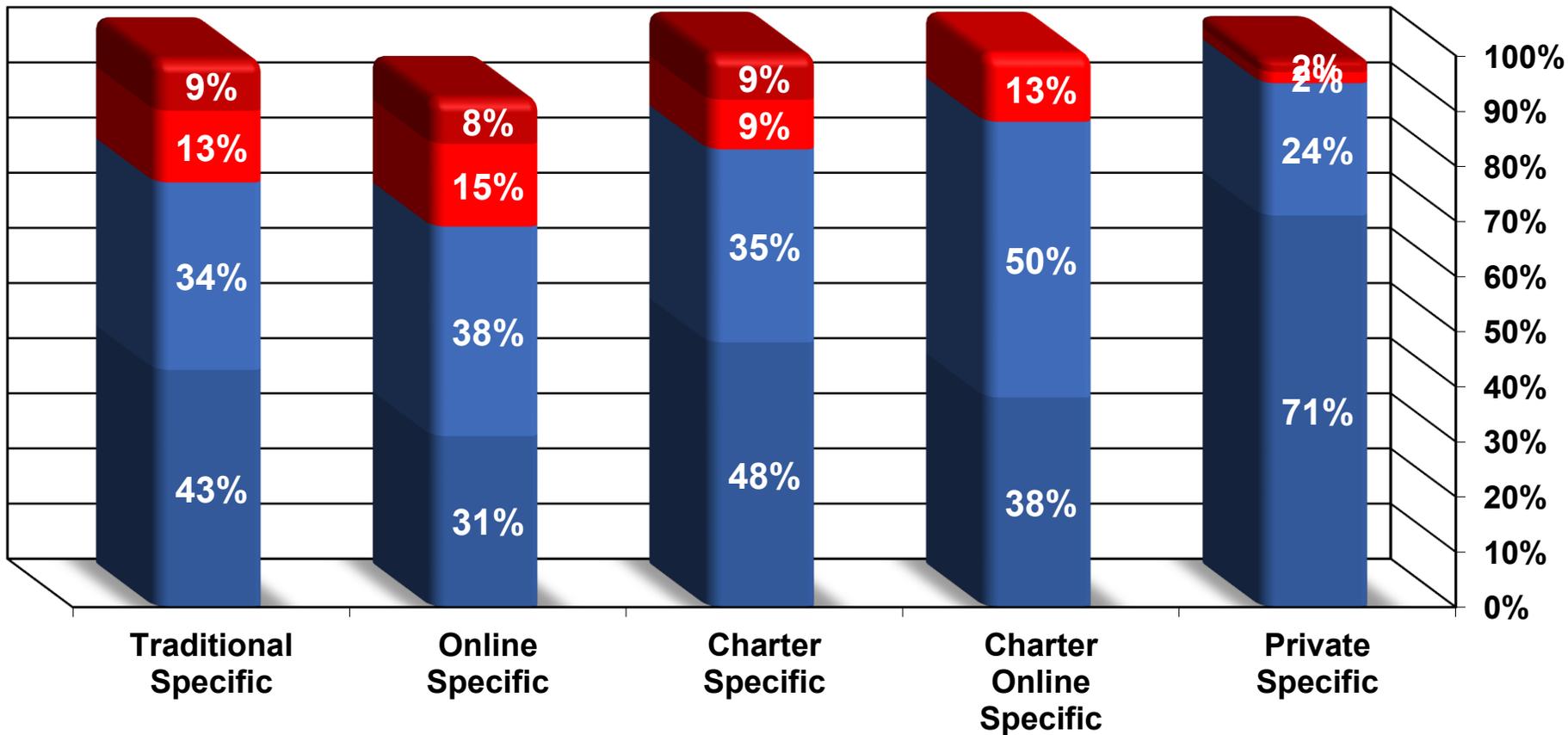
■ Very Satisfied
 ■ Somewhat Satisfied
 ■ Somewhat Dissatisfied
 ■ Very Dissatisfied



We see the highest dissatisfaction among the most affluent.

Satisfied with Current School? School Type

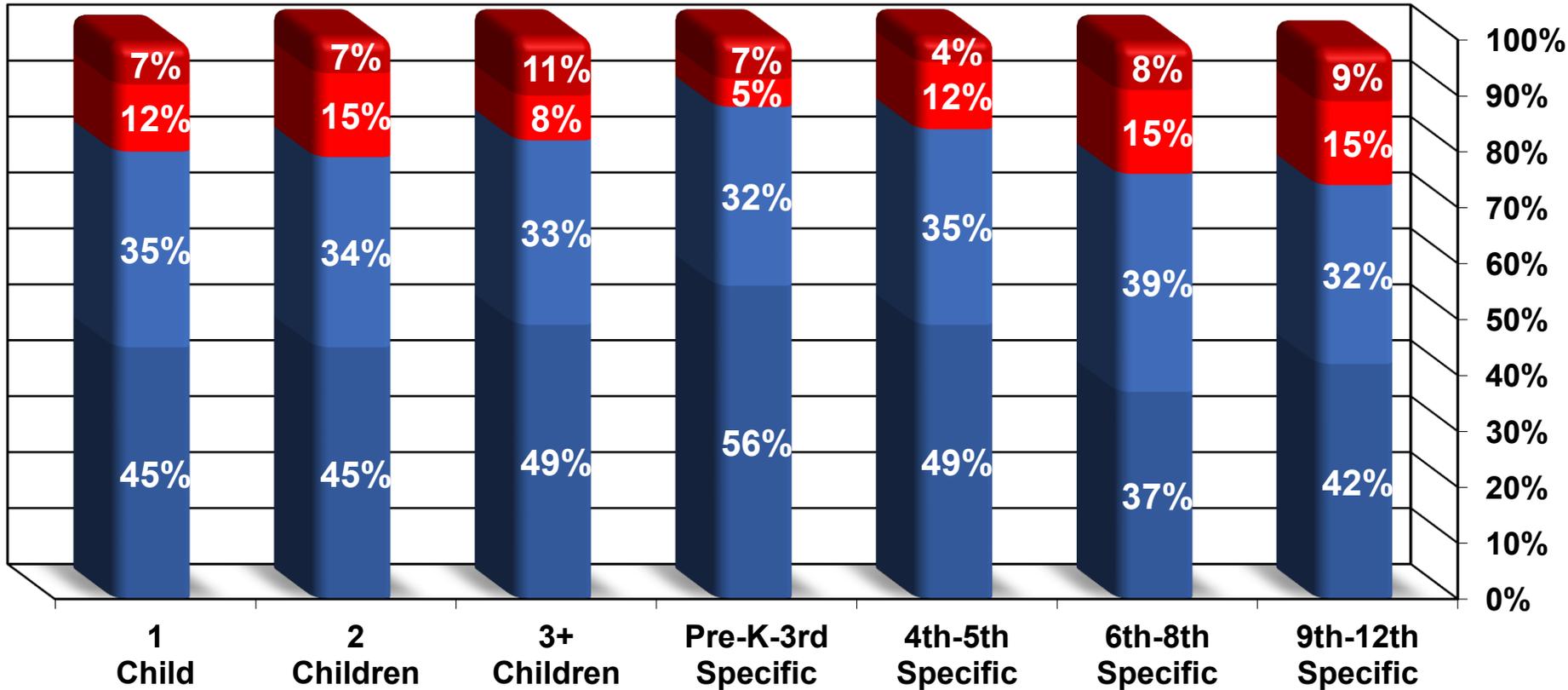
■ Very Satisfied
 ■ Somewhat Satisfied
 ■ Somewhat Dissatisfied
 ■ Very Dissatisfied



We do see those evaluating a charter school – both brick and mortar and online – just a little more satisfied than those in traditional schools. Private school parents are the most satisfied – by a substantial margin.

Satisfied with Current School? Children/Grade

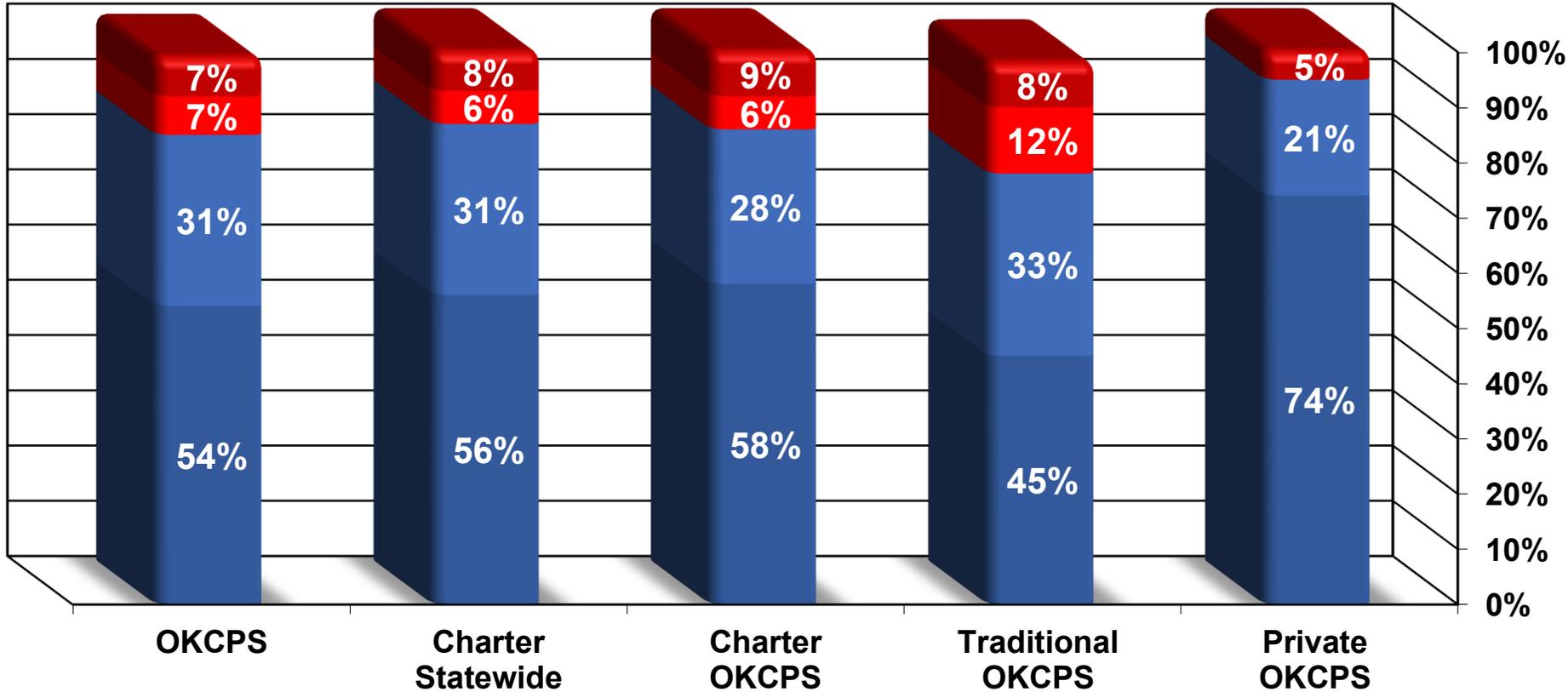
■ Very Satisfied
 ■ Somewhat Satisfied
 ■ Somewhat Dissatisfied
 ■ Very Dissatisfied



Dissatisfaction does not correlate a great deal with the number of children in the home, but we do see that dissatisfaction grows as the grade level increases.

Satisfied with Current School? Overlays

■ Very Satisfied
 ■ Somewhat Satisfied
 ■ Somewhat Dissatisfied
 ■ Very Dissatisfied

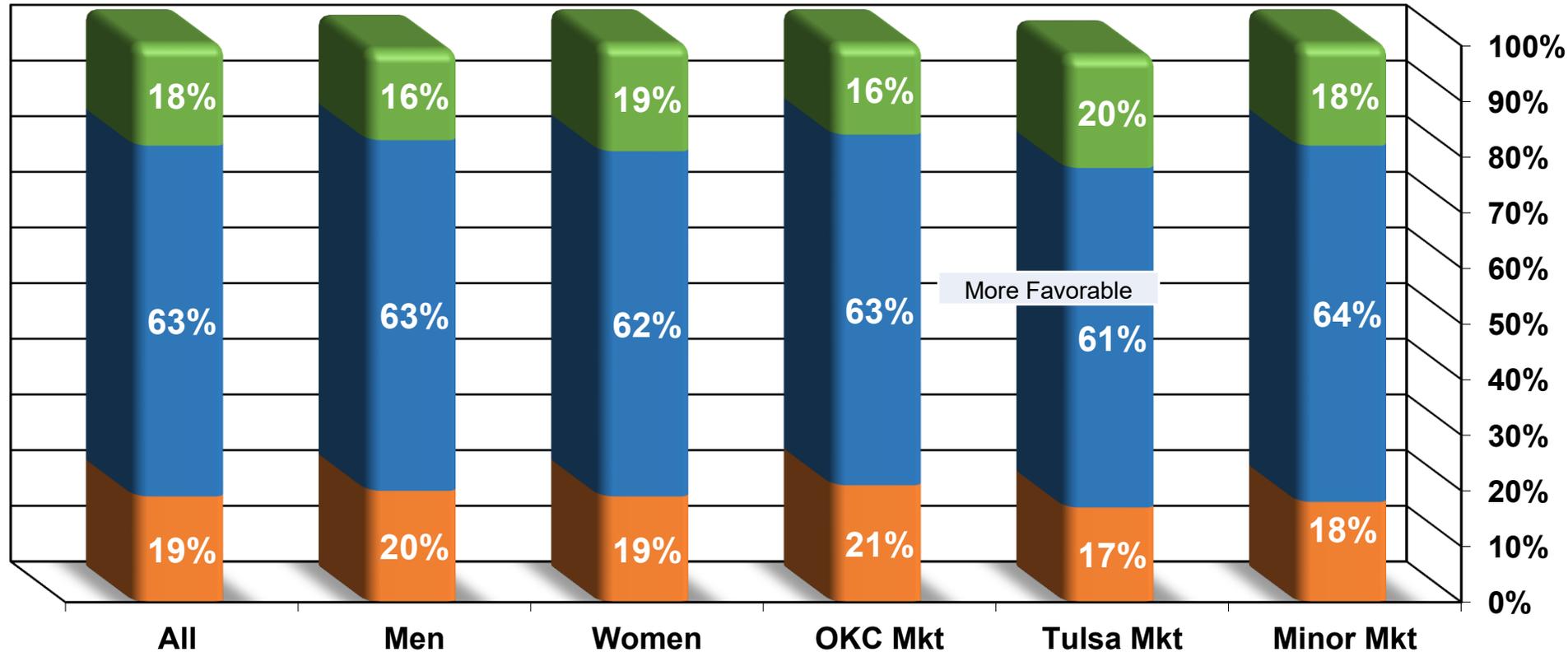


When looking at the subgroups, we see starkly that those in Charters statewide or OKCPS are more positive than those in traditional OKCPS schools – but not quite as high as those living in OKCPS but attending private schools.

Past Year's Opinion of Child's School?

19% More Favorable; 63% About the Same; 18% Less Favorable;
1% Undecided

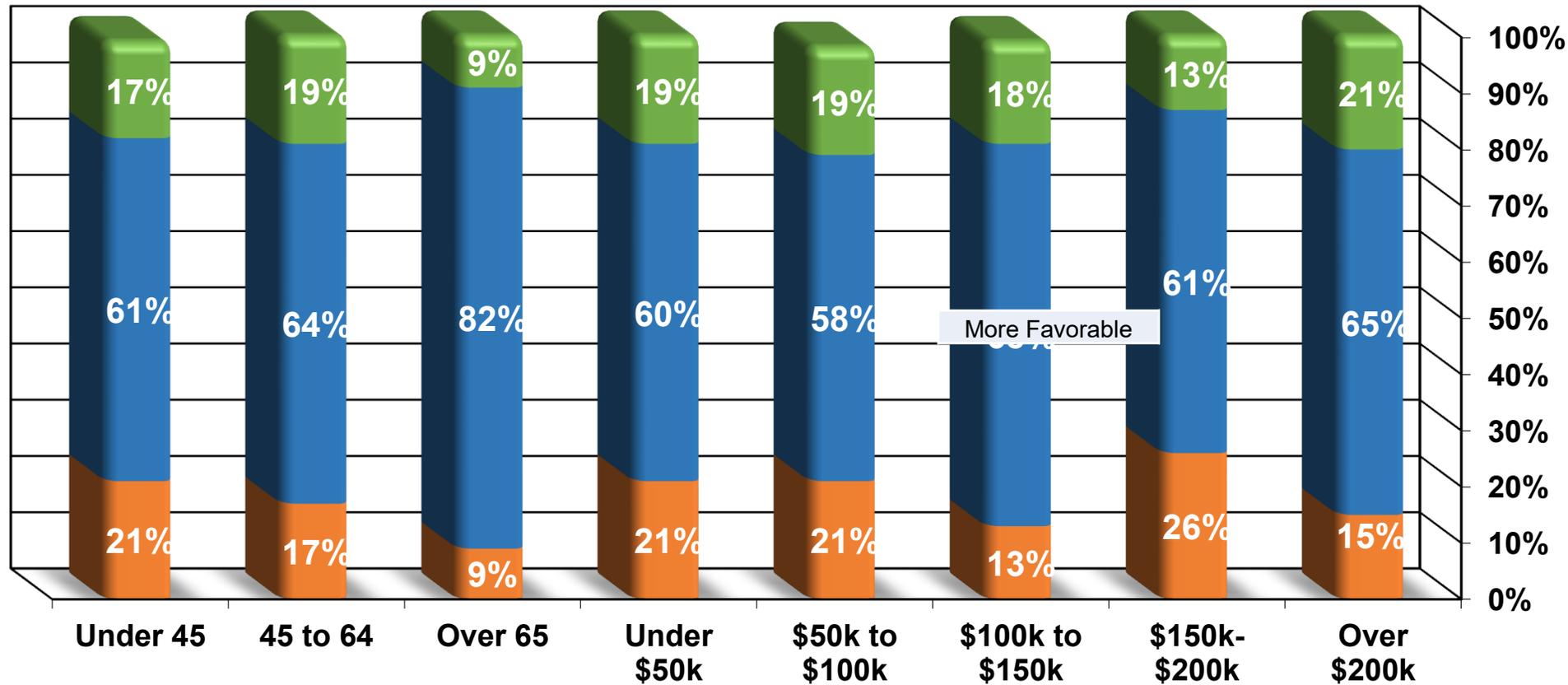
More Favorable About the Same Less Favorable



We are seeing almost the same percentage saying their opinion of their child's school is getting worse as getting better.

Past Year's Opinion of Child's School? Age/Income

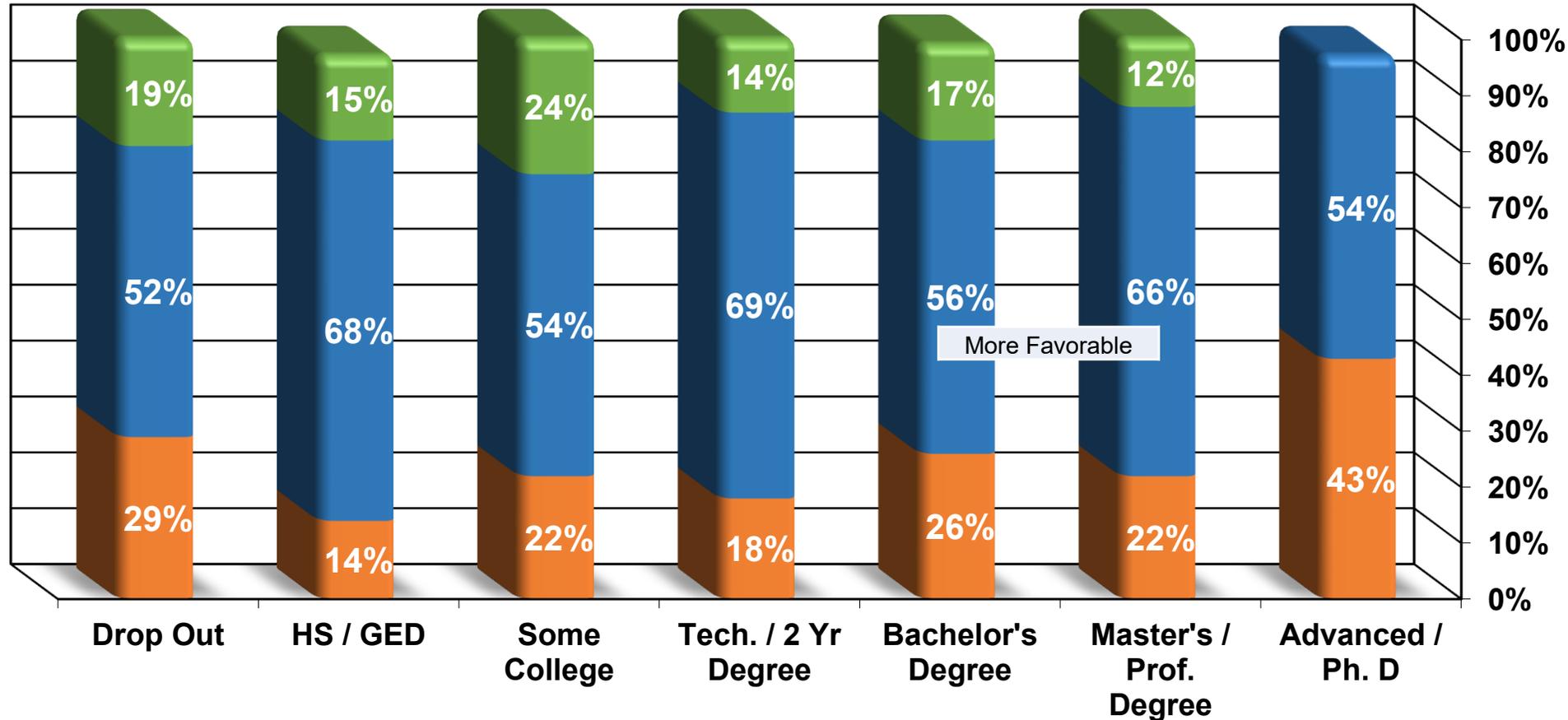
■ More Favorable
 ■ About the Same
 ■ Less Favorable



Among the most affluent, we have more saying their opinion is getting worse than better.

Past Year's Opinion of Child's School? Education Level

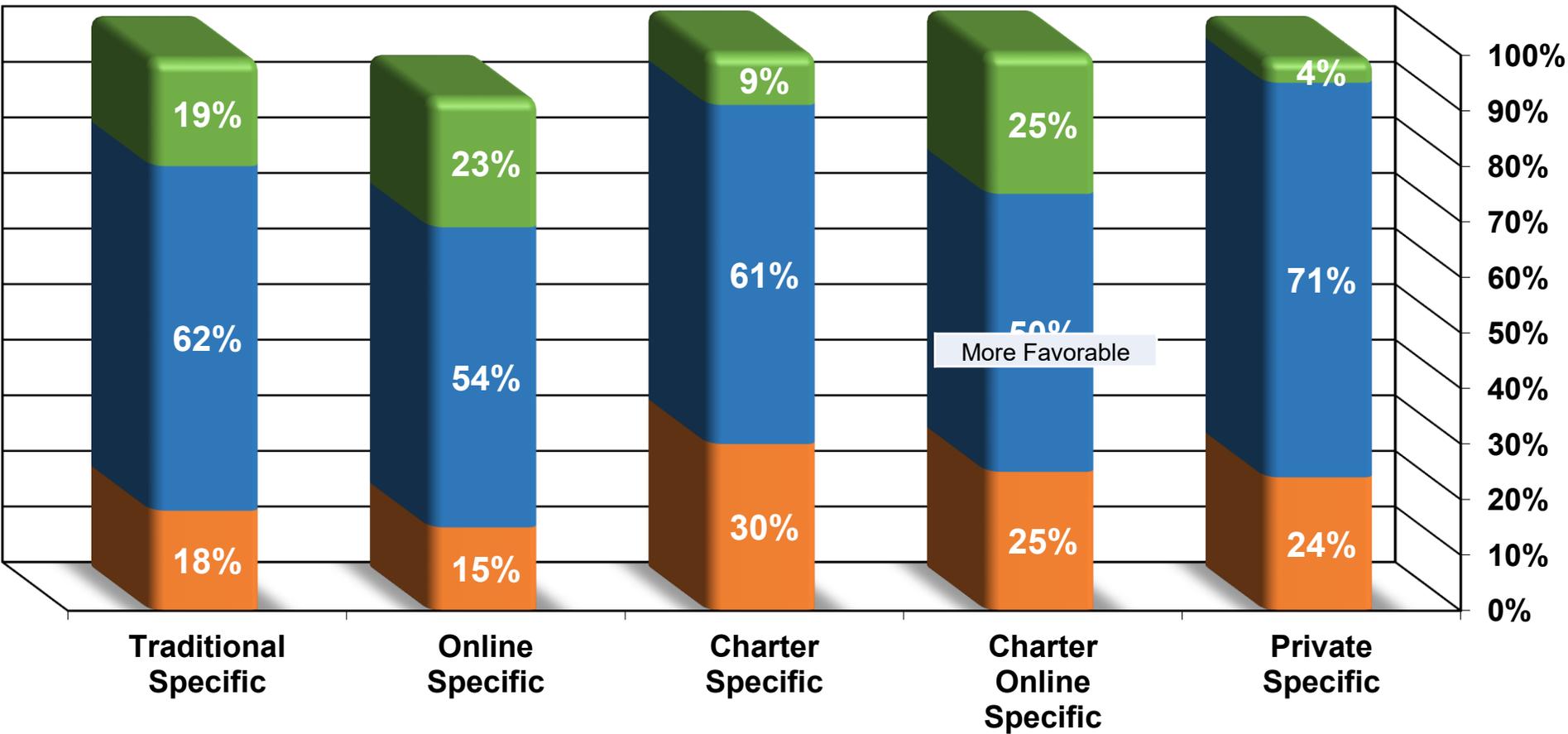
More Favorable About the Same Less Favorable



Those without a college degree tend to be more critical than those with higher degrees.

Past Year's Opinion of Child's School? School Type

More Favorable About the Same Less Favorable

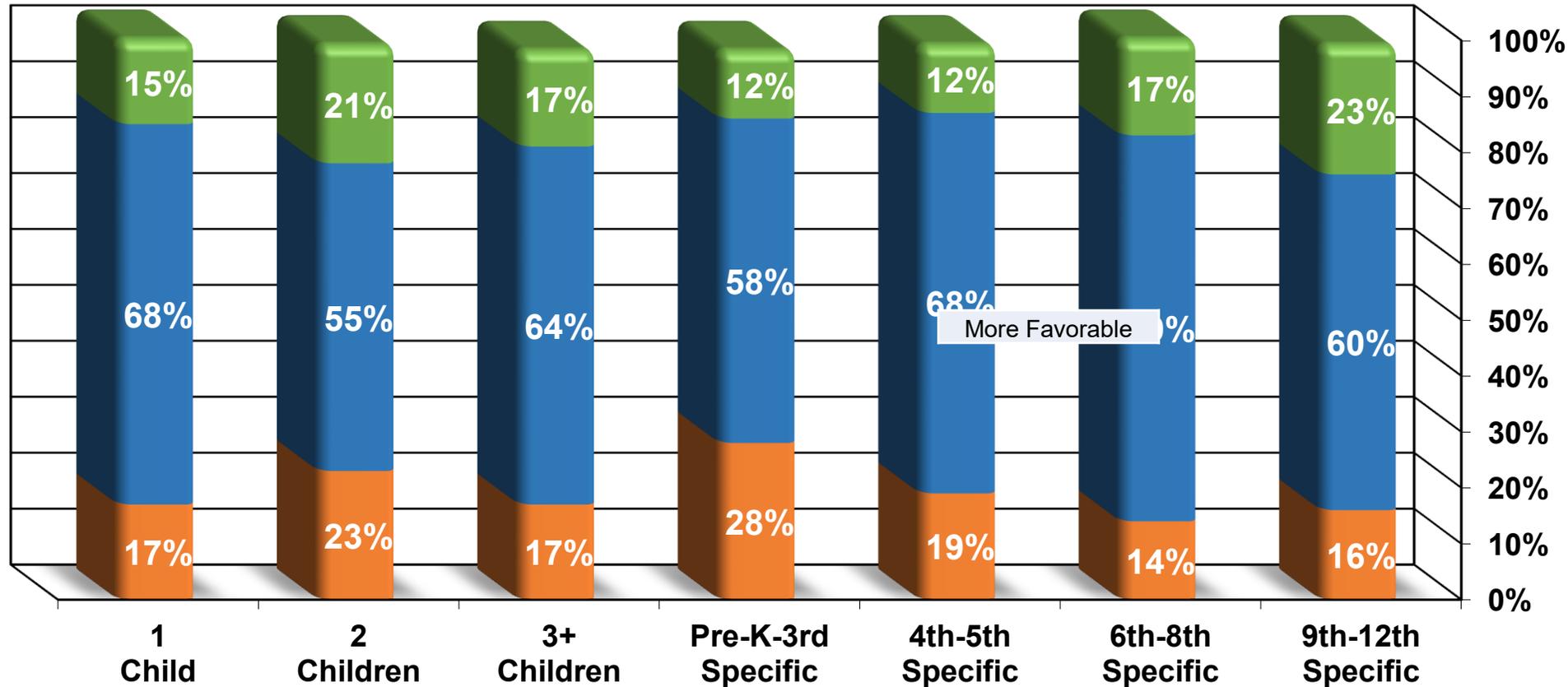


Those evaluating a child in a brick-and-mortar Charter school are the most positive – 30% saying it is getting more favorable. The best ratio, however, does come from those in private schools.

For traditional public and online public, there are more becoming negative than positive.

Past Year's Opinion of Child's School? Children/Grade

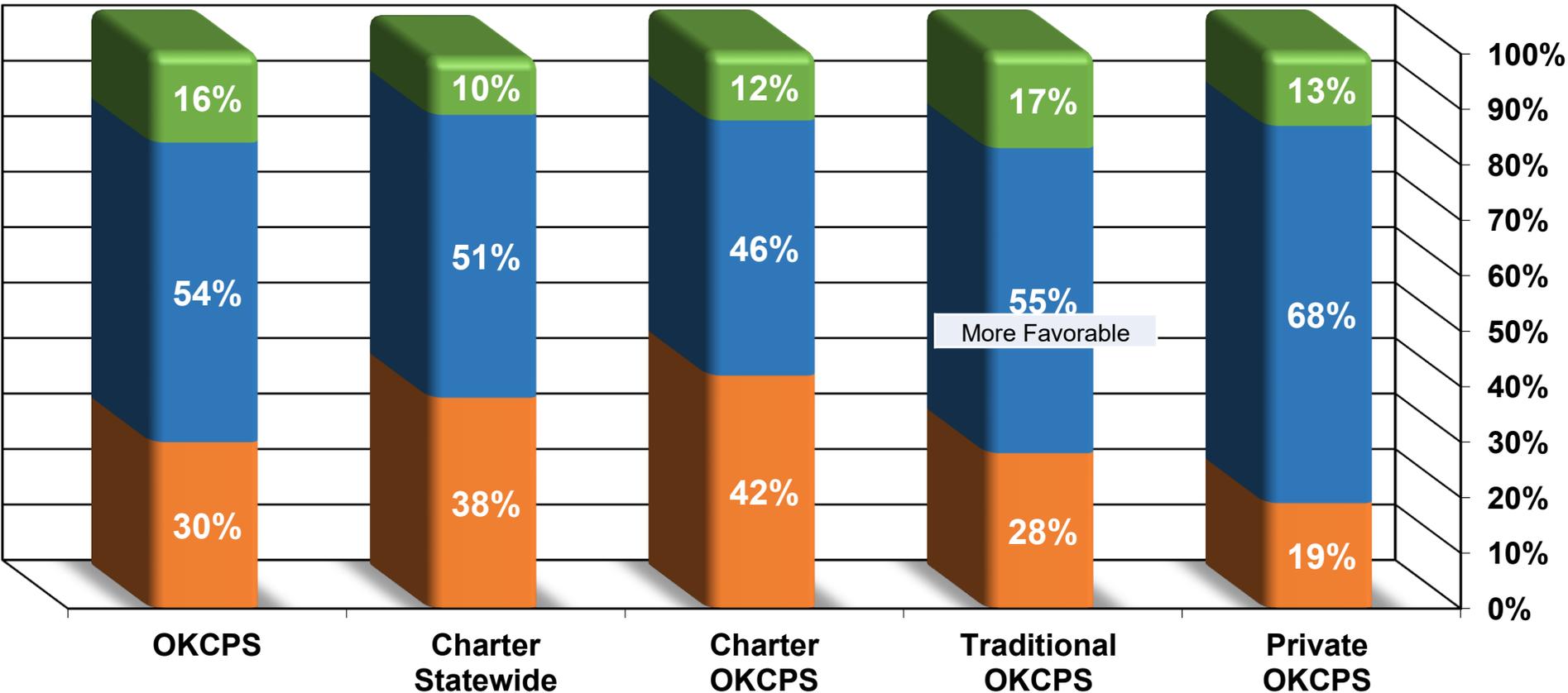
■ More Favorable
 ■ About the Same
 ■ Less Favorable



We see a steady decline in favorability as the grade level of the child increases. The net numbers stay positive until 5th grade and then drop to -3 among middle school parents and -7 among those with a child in high school.

Past Year's Opinion of Childs School? Overlays

More Favorable About the Same Less Favorable

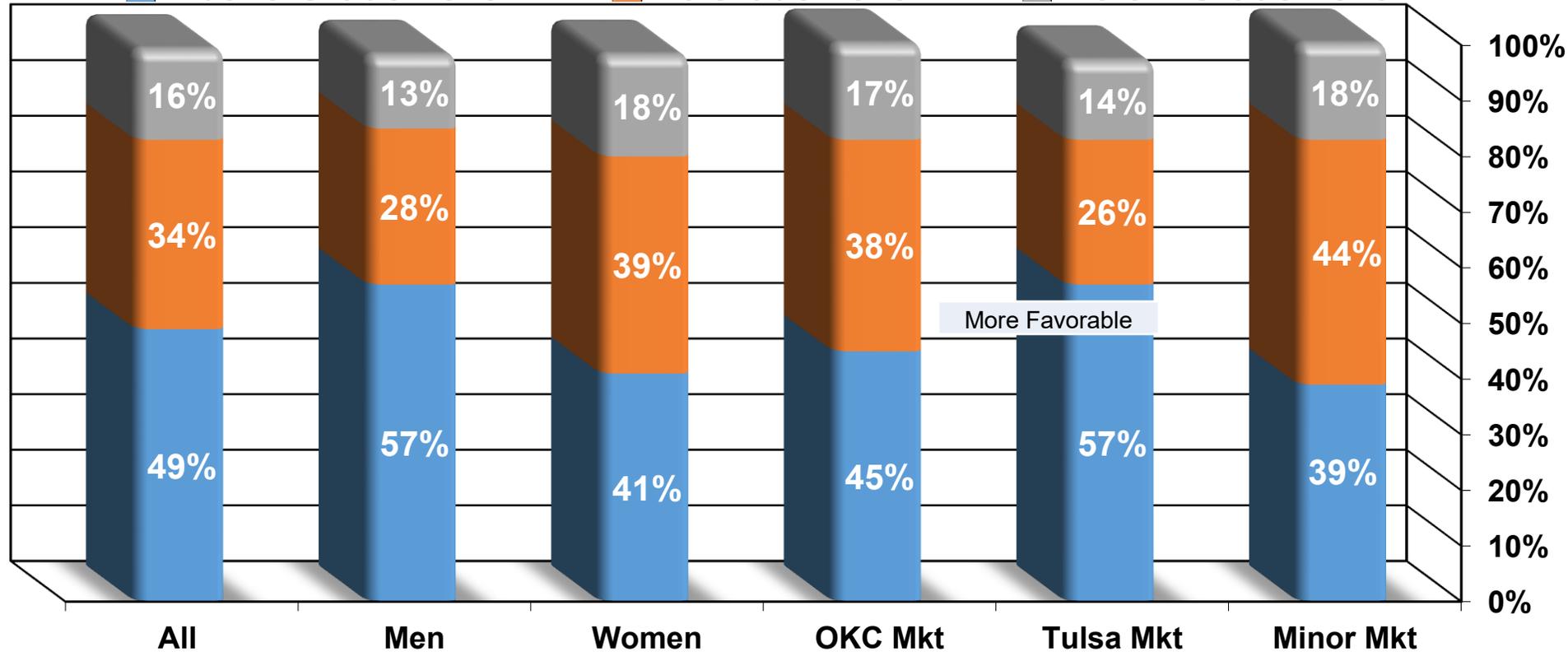


Those in OKCPS Charter schools are more positive about the direction than those in traditional or private schools.

Reading Level?

49% Above Grade Level; 34% At Grade Level; 16% Below Grade Level;
1% Undecided

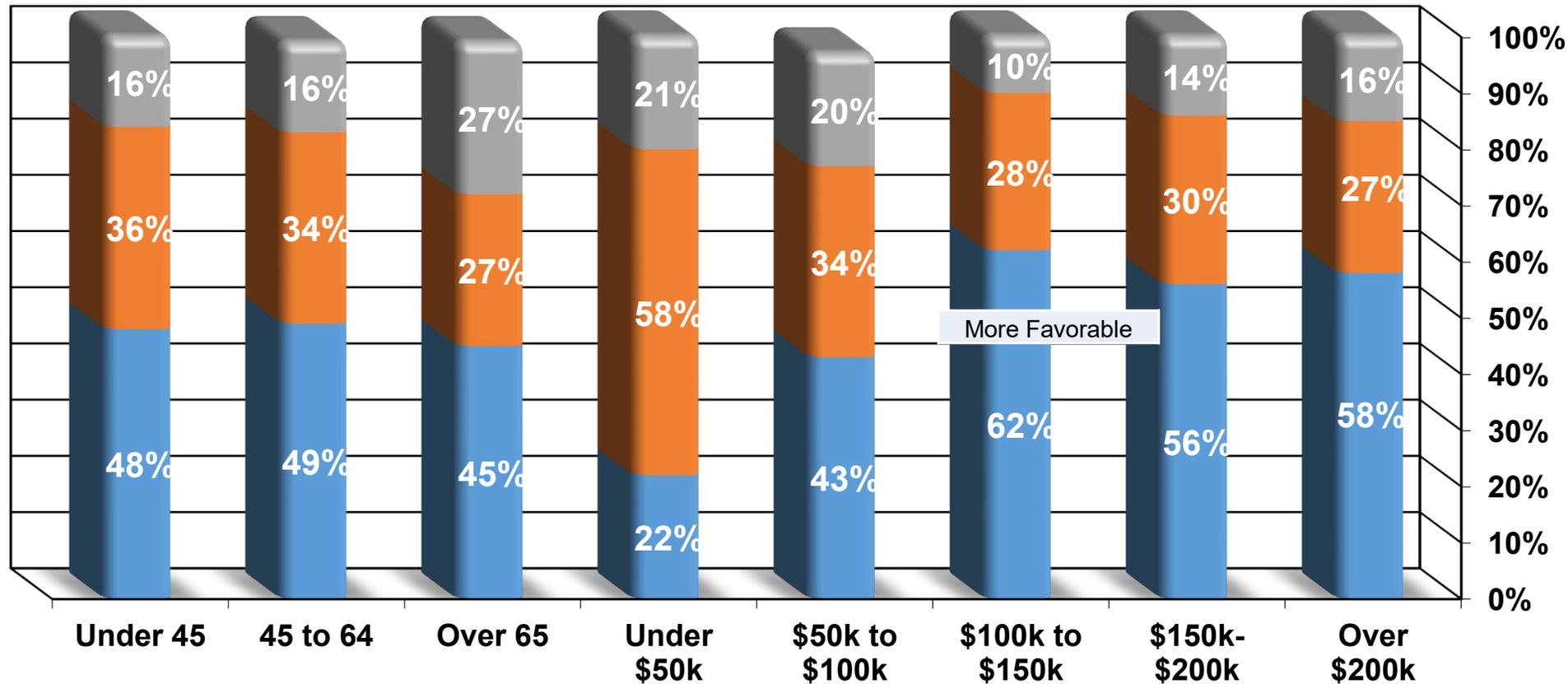
■ Above Grade Level ■ At Grade Level ■ Below Grade Level



Men are more positive about their child's reading level than are women. We also see the minor markets not as positive with the Tulsa market leading the pack.

Reading Level? Age/Income

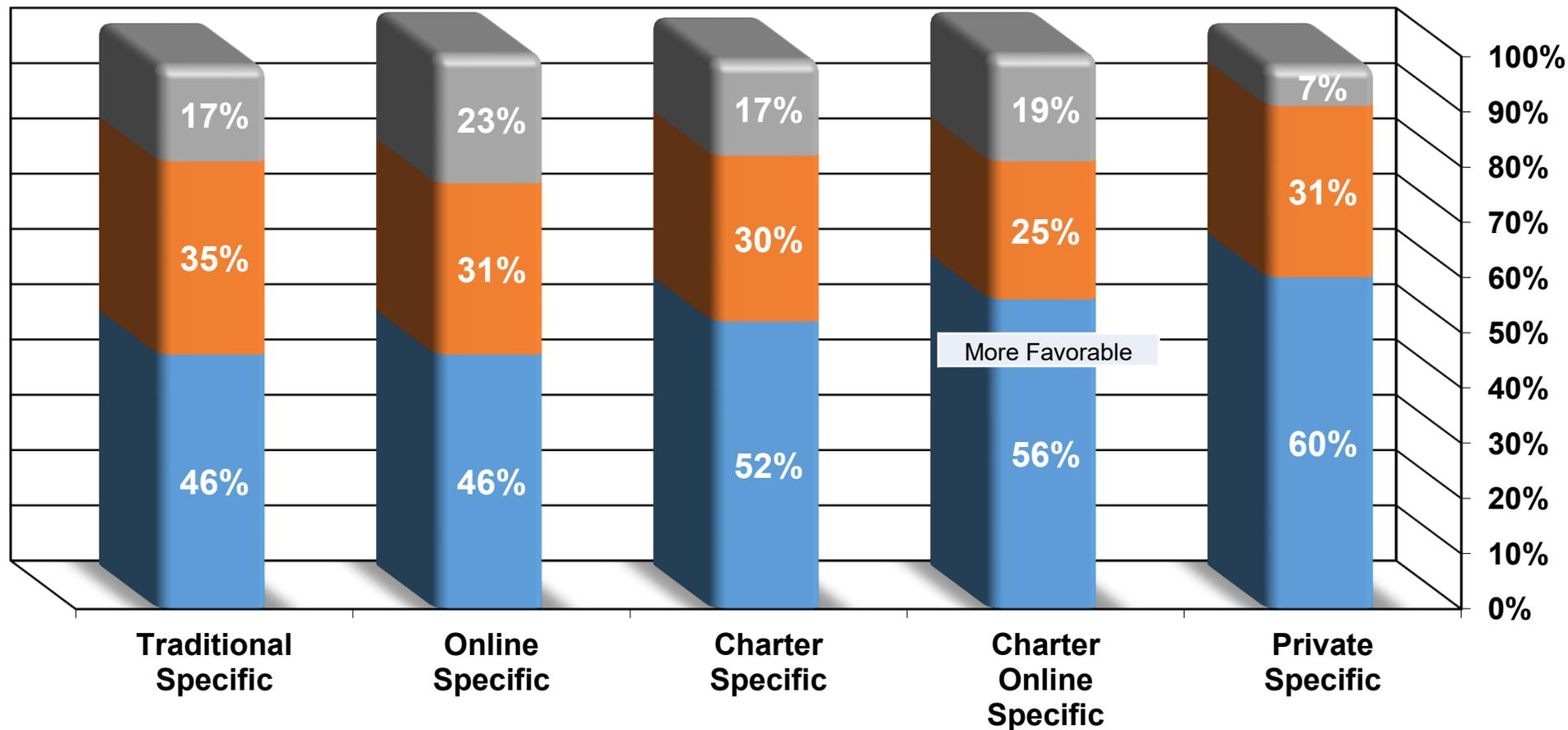
■ Above Grade Level
 ■ At Grade Level
 ■ Below Grade Level



Lower income parents are much less likely to say their child is reading above grade level. Those guardians over 65 are the most likely to say they are below.

Reading Level? School Type

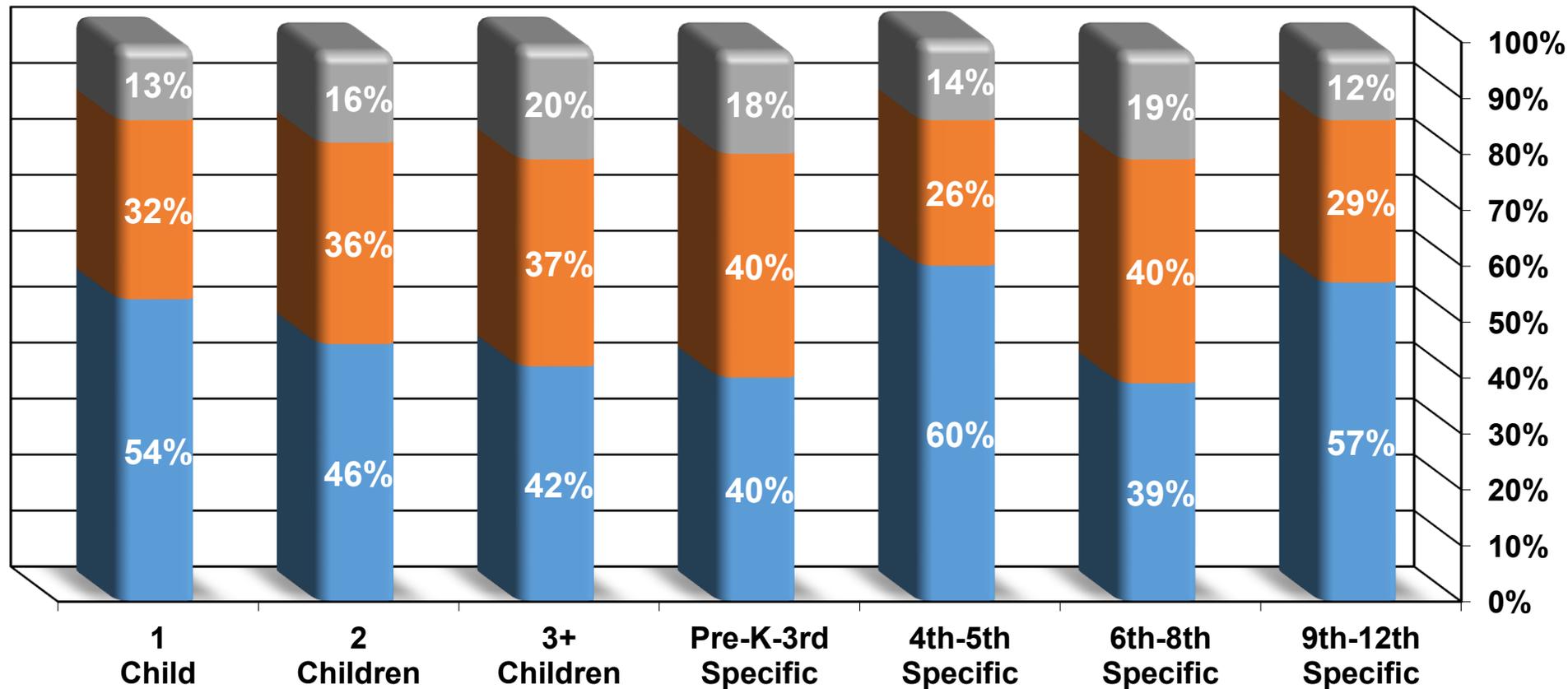
■ Above Grade Level ■ At Grade Level ■ Below Grade Level



The most significant difference here is that those online – either through traditional public or public charters – are more likely to say their child is below grade level. We do see both variations of the public charters outperforming their traditional counterparts but lagging behind private.

Reading Level? Children/Grade

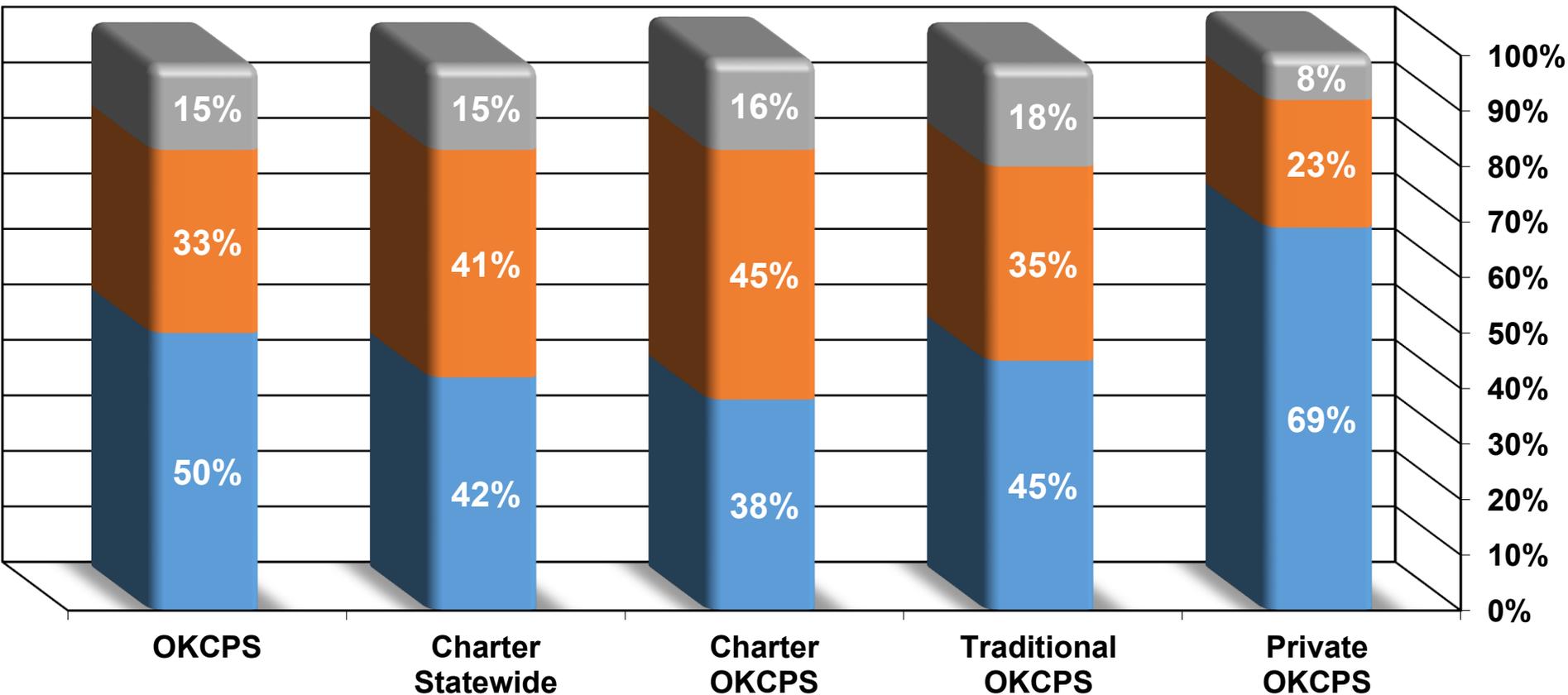
■ Above Grade Level ■ At Grade Level ■ Below Grade Level



We do see above grade level decrease among middle schoolers.

Reading Level? Overlays

■ Above Grade Level ■ At Grade Level ■ Below Grade Level

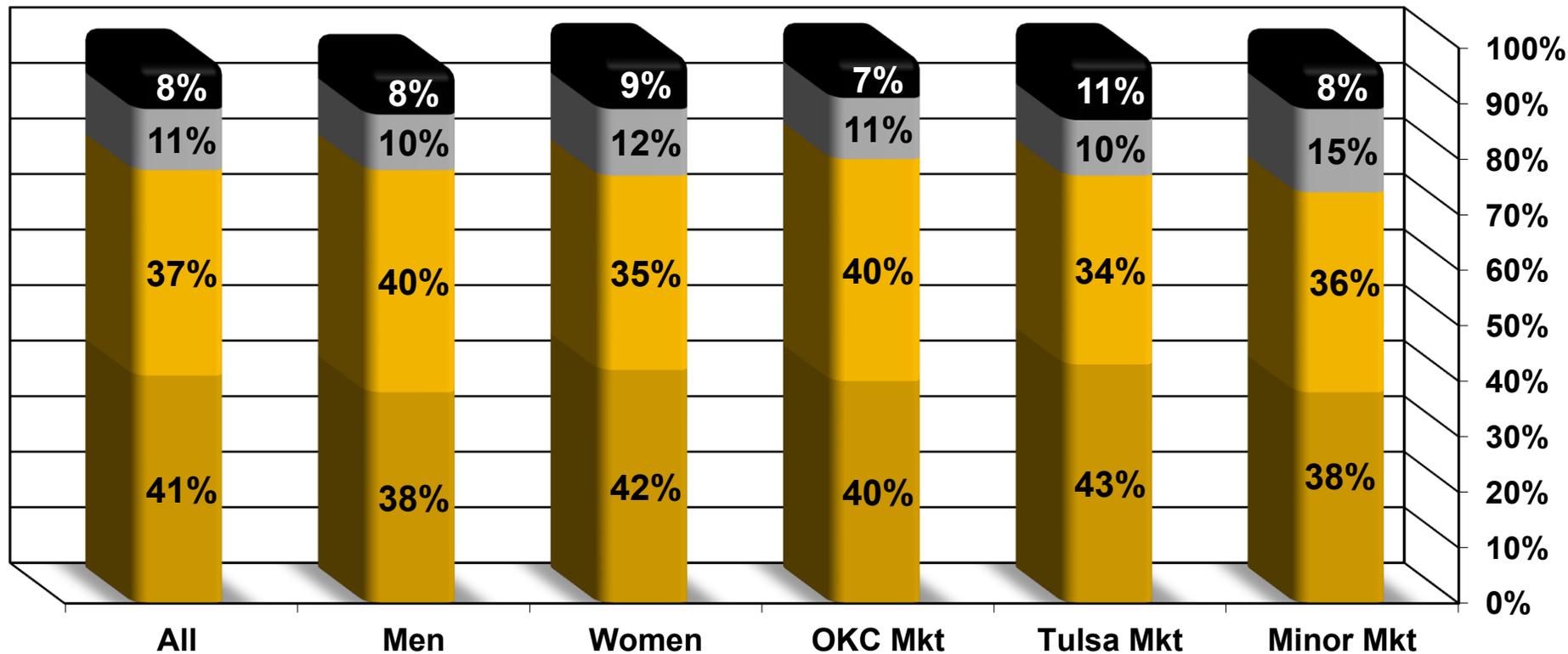


This is one place where we see a little bit of a dip among those with children in OKCPS Charter schools. The at least on grade level number is a bit higher than we see for those with a child in the traditional OKCPS school, but the above is seven points lower – and both significantly trail private schools.

Confidence in School Teaching Reading?

41% Very Confident; 37% Somewhat Confident; 11% Not Very Confident; 8% Not Confident At All; 3% Undecided

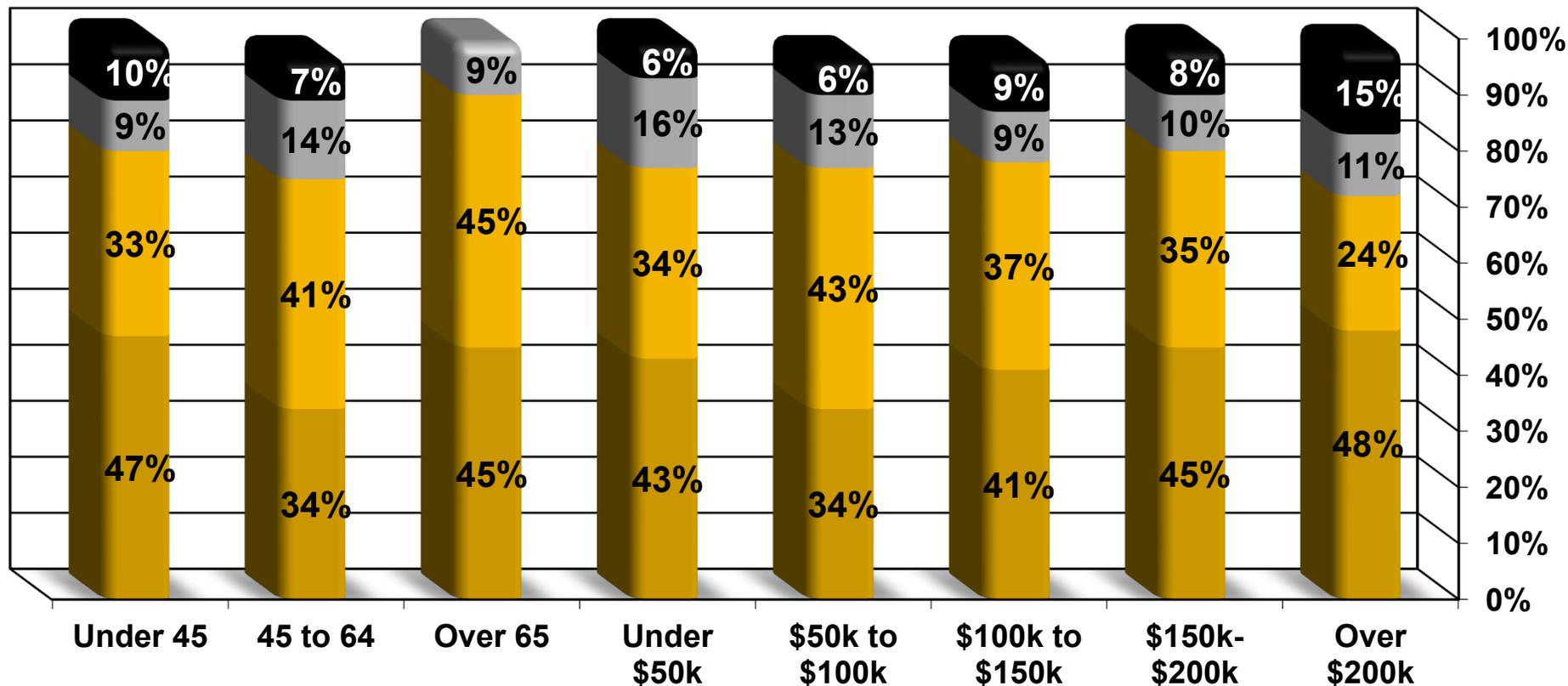
Very Confident Somewhat Confident Not Very Confident Not Confident At All



The variations in confidence are rather small.

Confidence in School Teaching Reading? Age/Income

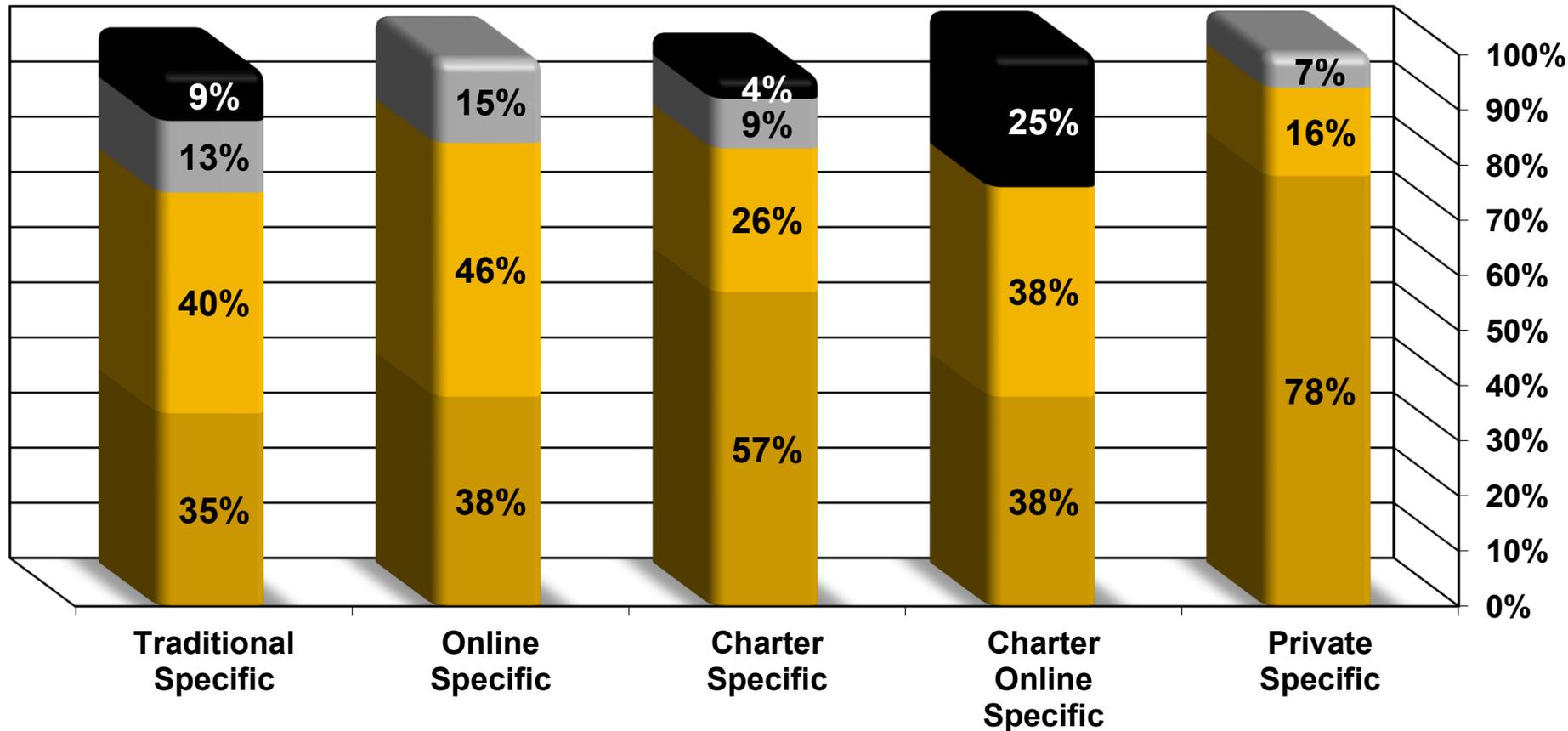
■ Very Confident
 ■ Somewhat Confident
 ■ Not Very Confident
 ■ Not Confident At All



More than a quarter of the most affluent are either “not very” or “not at all” confident in their school teaching reading.

Confidence in School Teaching Reading? School Type

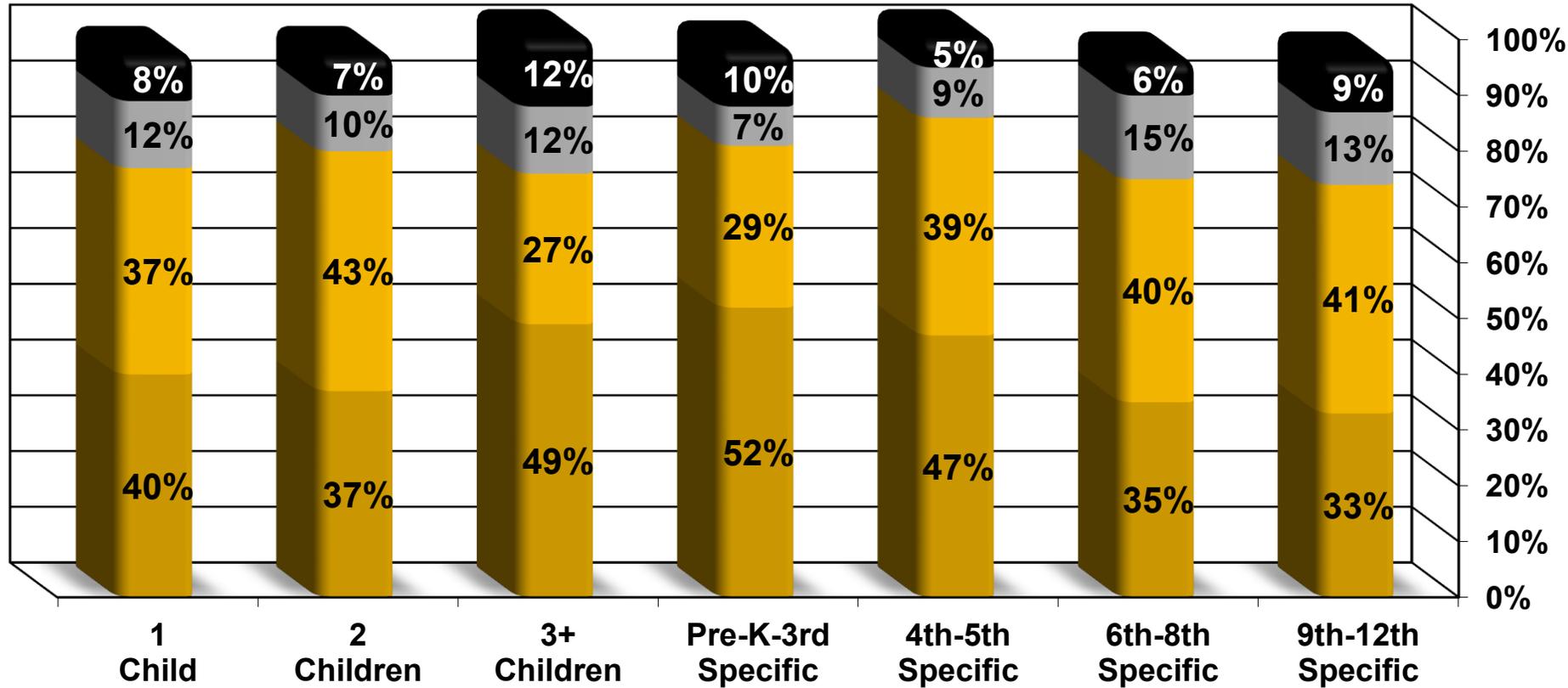
Very Confident Somewhat Confident Not Very Confident Not Confident At All



Again, those with their child in a private school are the most positive – but we see also see a big difference between those evaluating a brick-and-mortar public charter and the other options.

Confidence in School Teaching Reading? Children/Grade

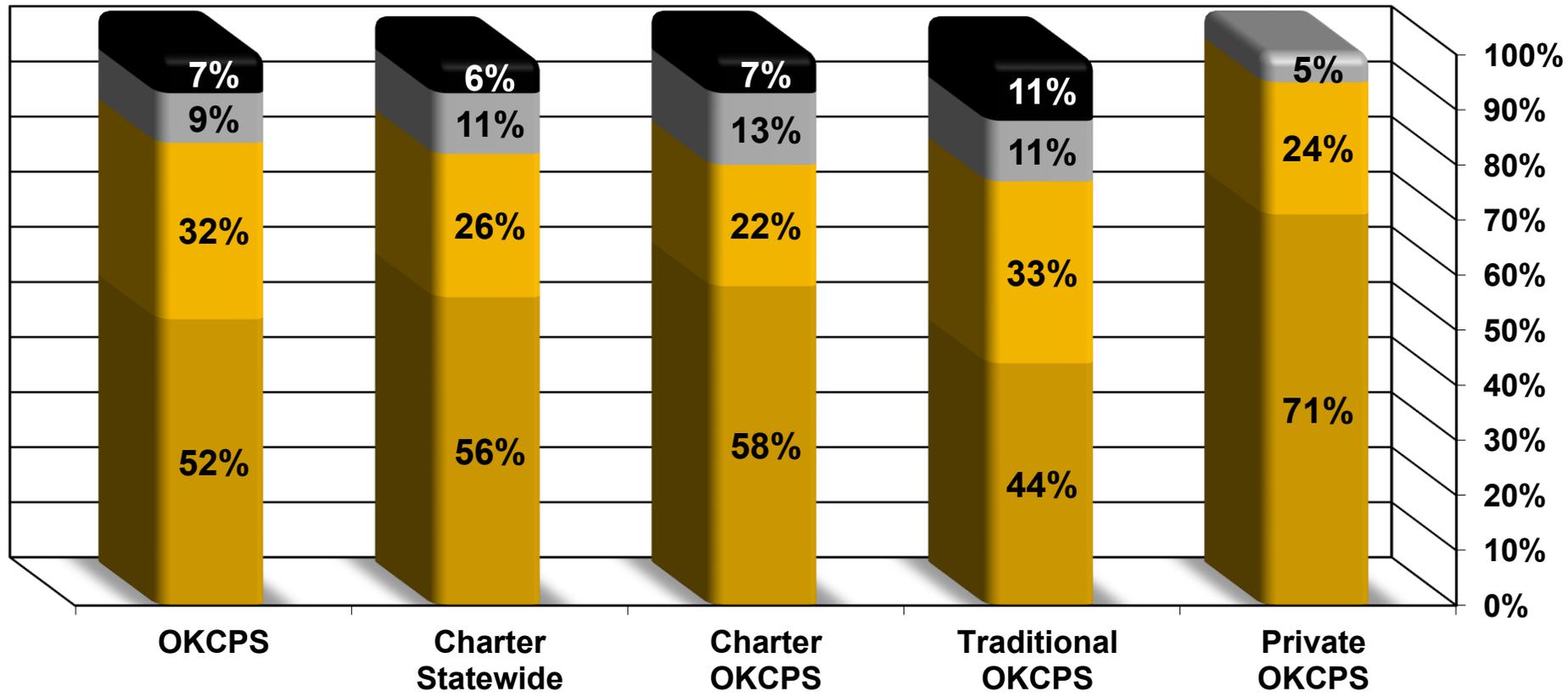
Very Confident Somewhat Confident Not Very Confident Not Confident At All



Confidence declines with grade level.

Confidence in School Teaching Reading? Overlays

Very Confident Somewhat Confident Not Very Confident Not Confident At All



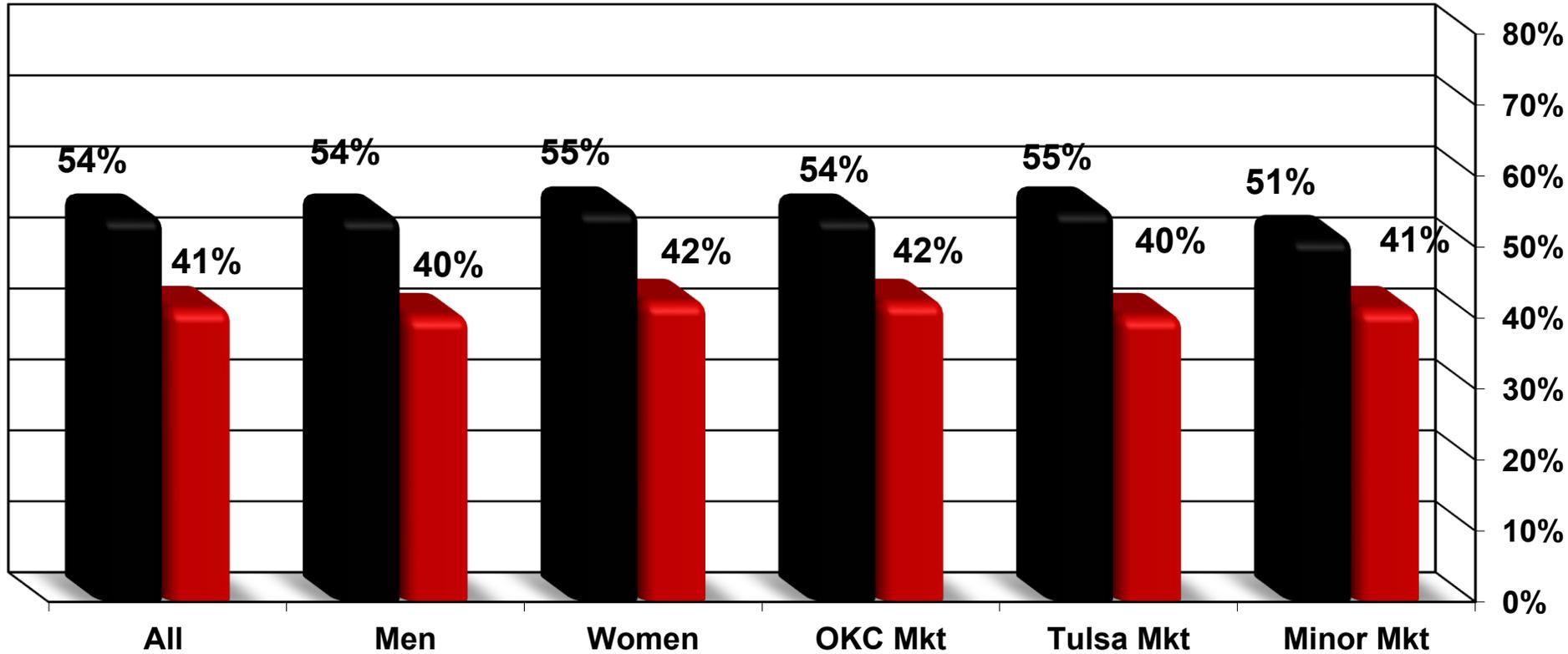
While the grade level scores for the traditional schools were higher than charters, the confidence in teaching reading is reversed.

Enough Trained Teachers?

54% Yes; 41% No; 5% Undecided

■ Yes

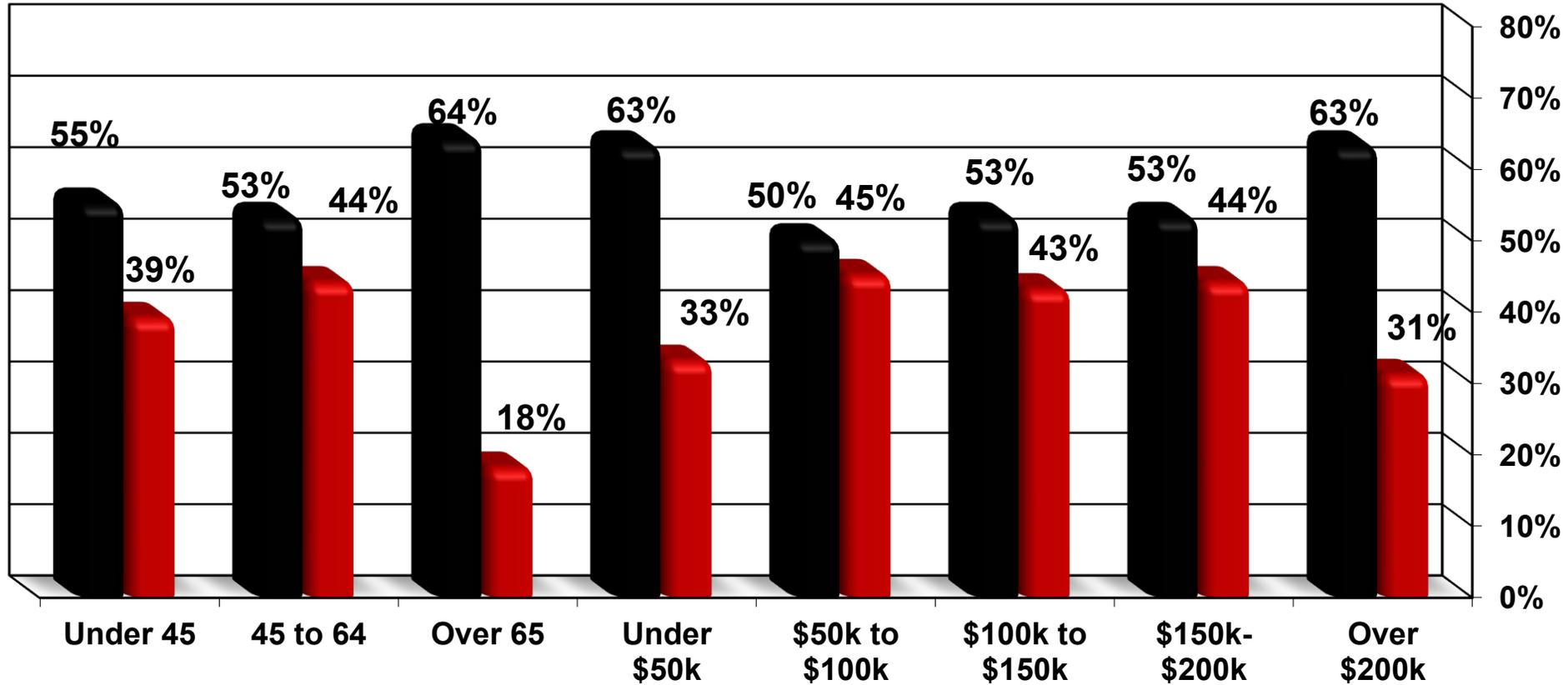
■ No



These numbers are fairly consistent across the state.

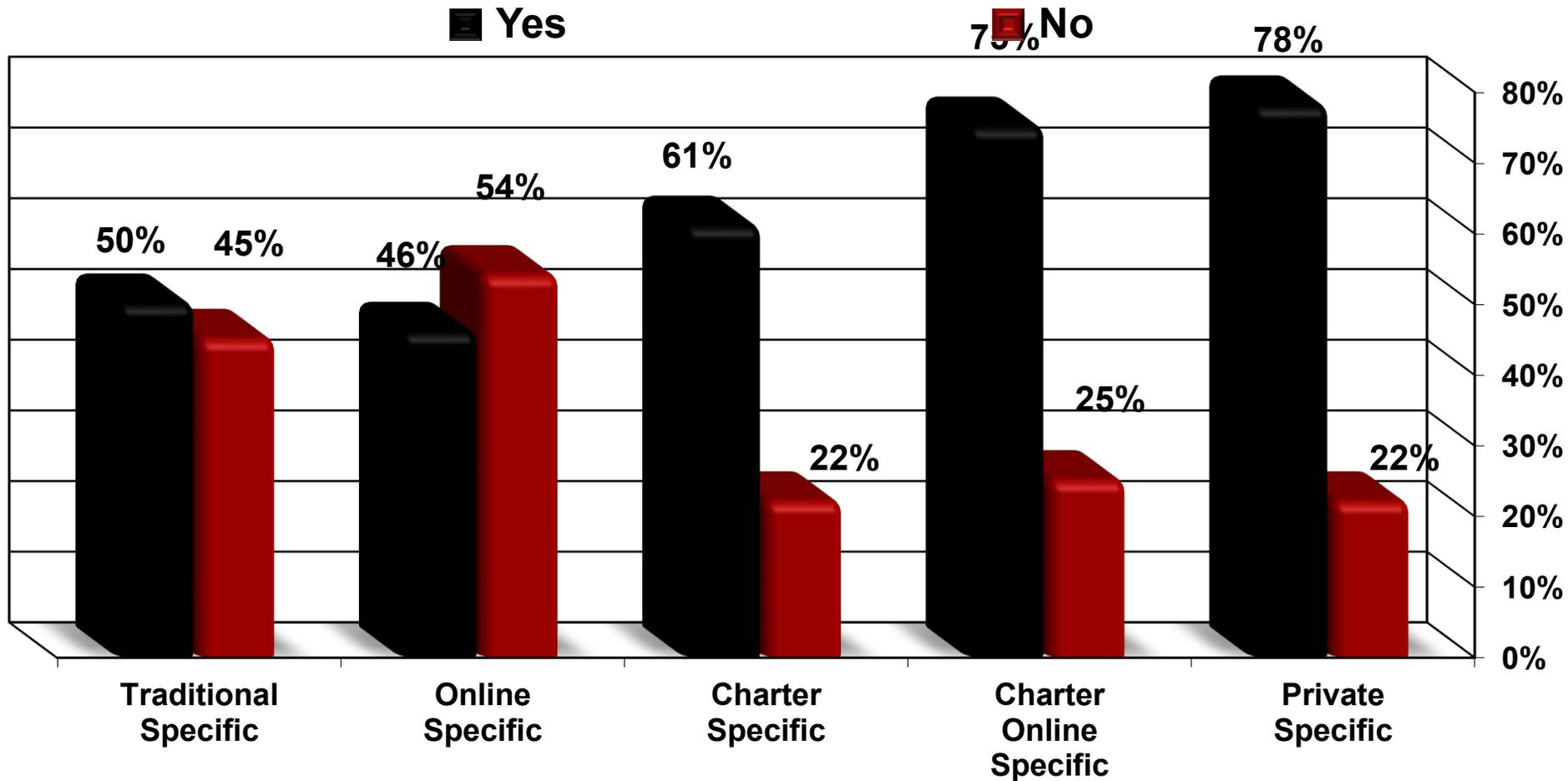
Enough Trained Teachers? Age/Income

■ Yes ■ No



While still majorities, middle-income and those under 65 are less likely to answer “yes.”

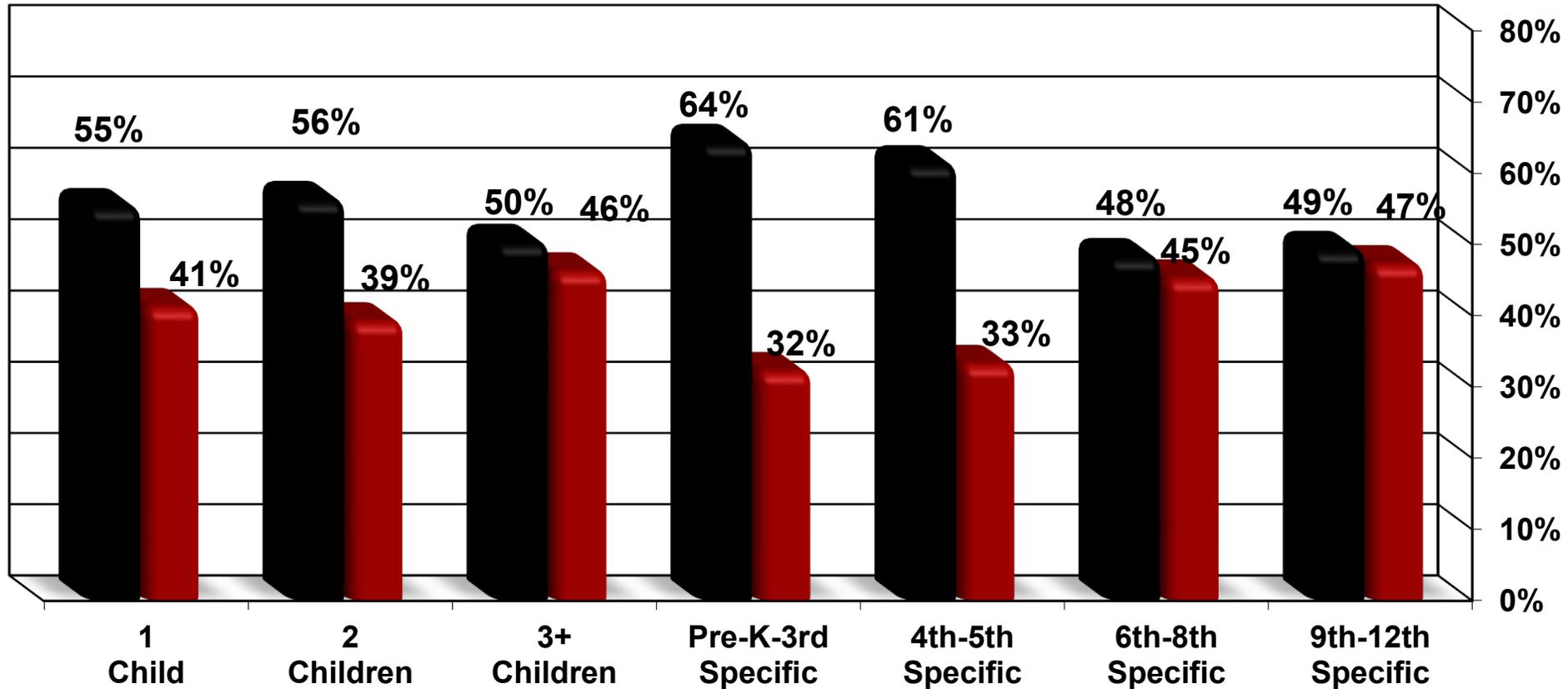
Enough Trained Teachers? School Type



Those answering about their child in non-charter public schools are much less likely to answer in the affirmative. We see a really wide gap between those in district online and charter online.

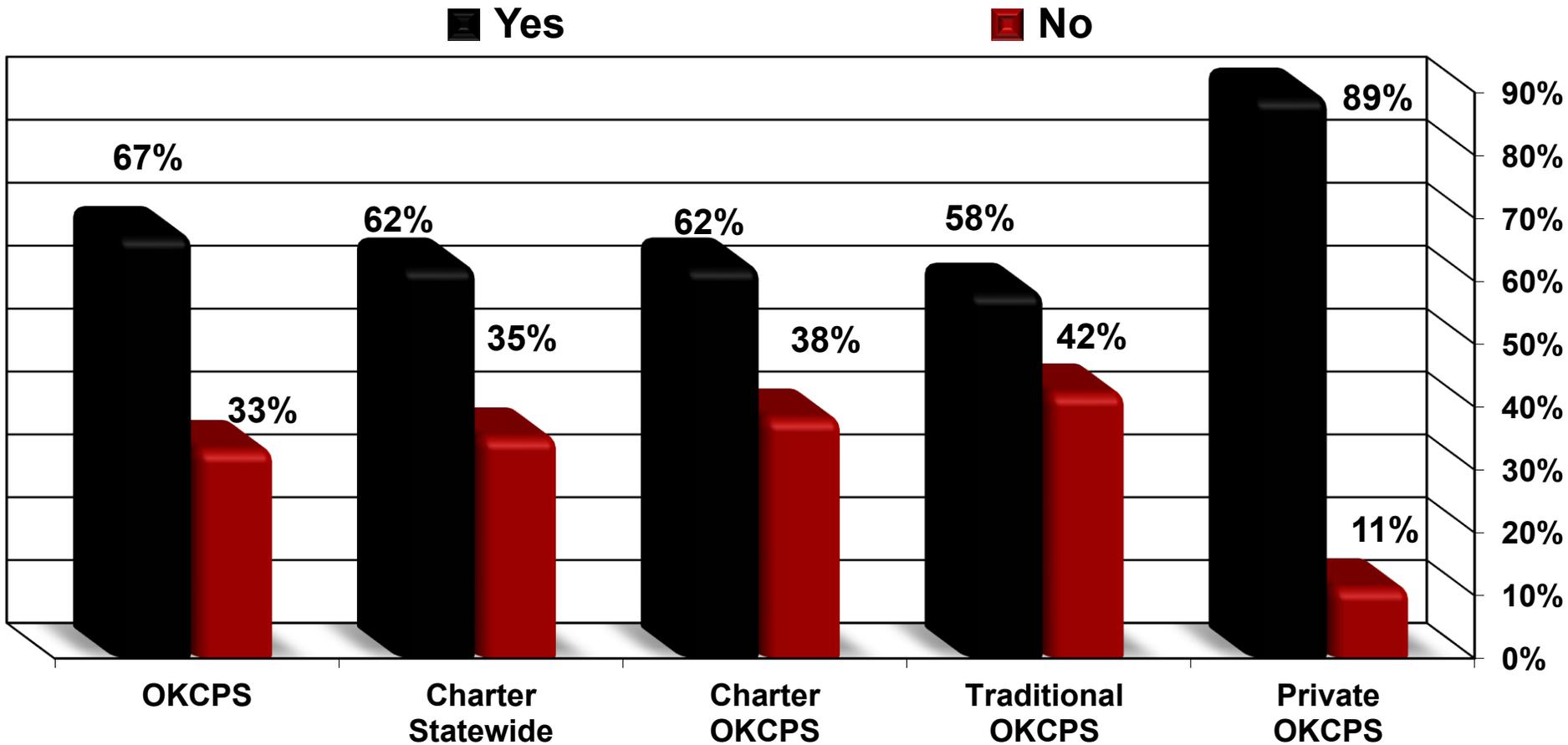
Enough Trained Teachers? Children/Grade

■ Yes ■ No



We see greater confidence among those with elementary age children.

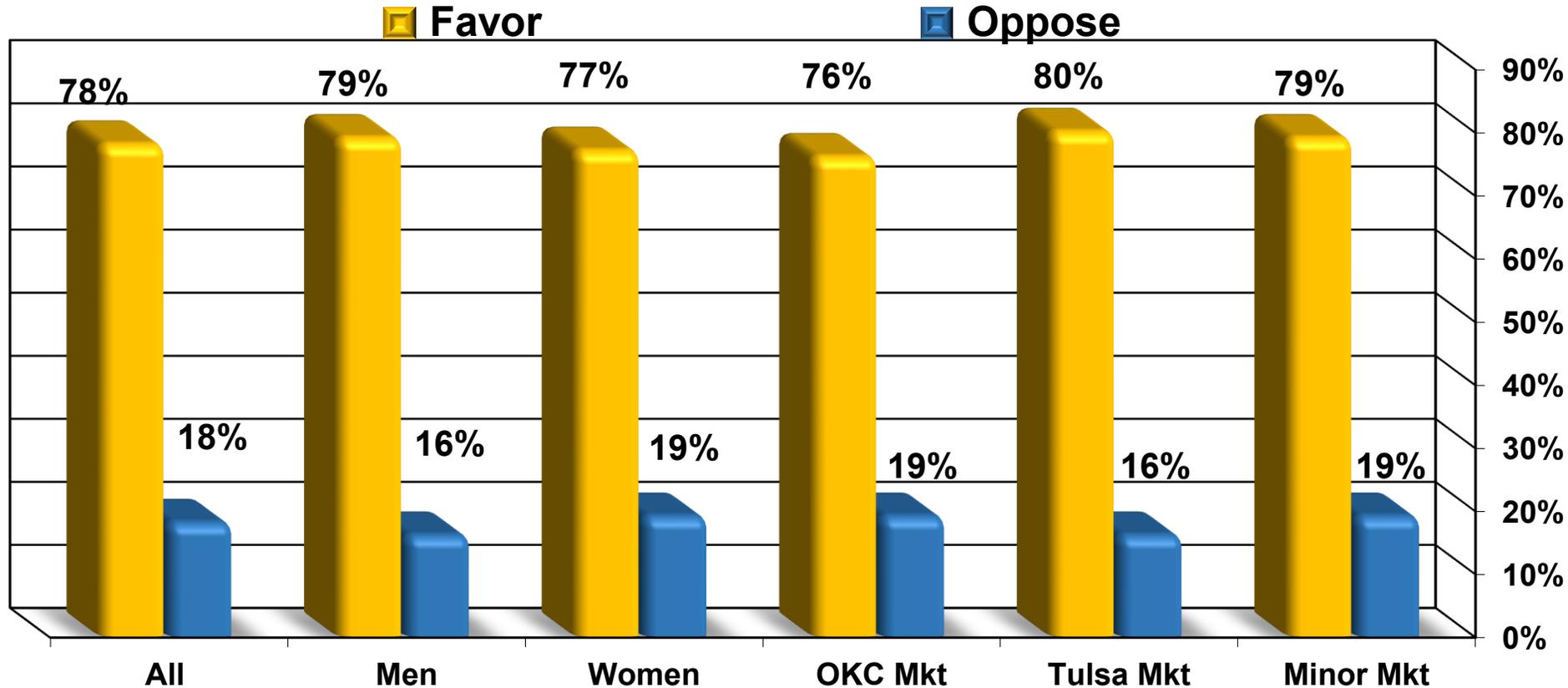
Enough Trained Teachers? Overlays



Looking within the OKC district, those using private schools are much more positive than those using either charters or traditional.

Require Reading on Level By 3rd Grade?

56% Strongly Favor; 22% Somewhat Favor; 8% Somewhat Oppose; 9% Strongly Oppose; 5% Undecided

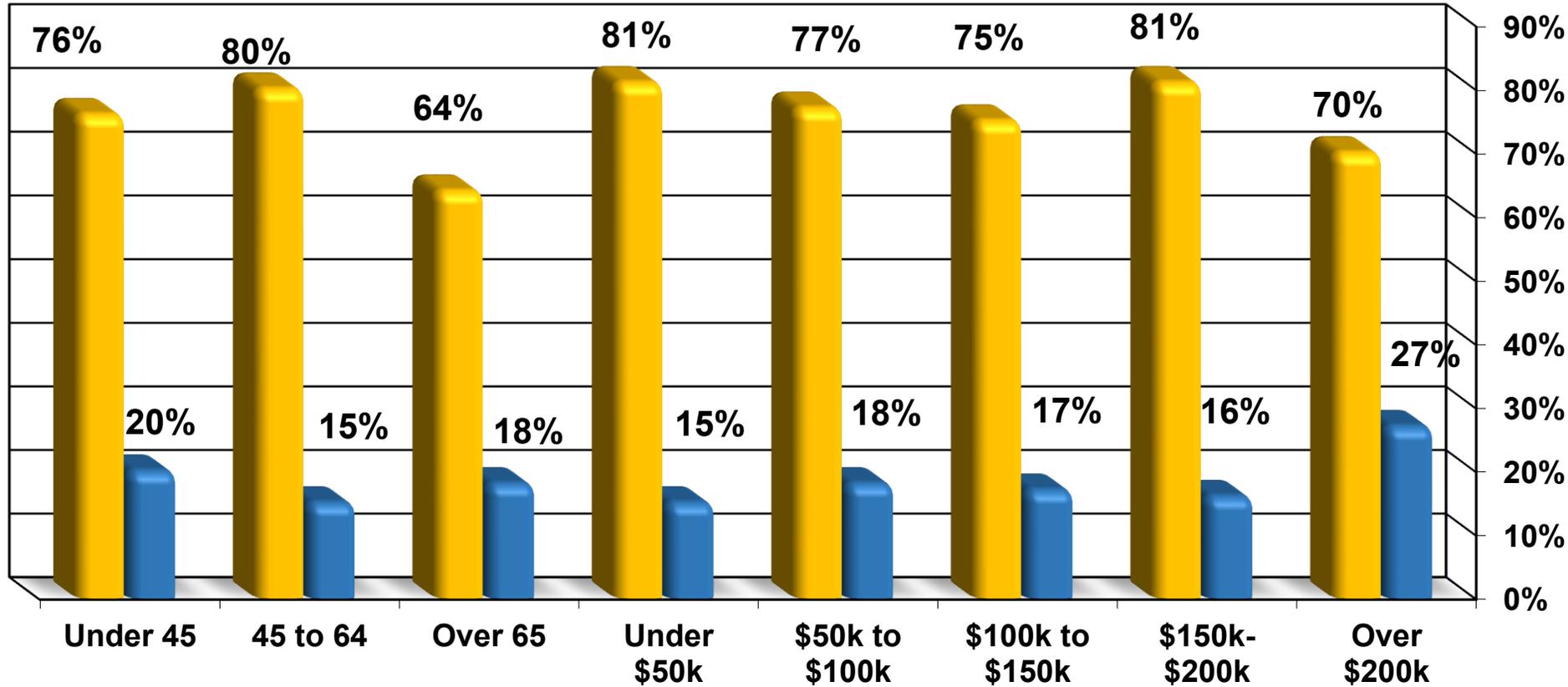


These are very strong numbers – not only do 78% agree, but 56% strongly agree – more than 6 times those strongly disagreeing.

Reading on Level Before 3rd Grade? Age/Income

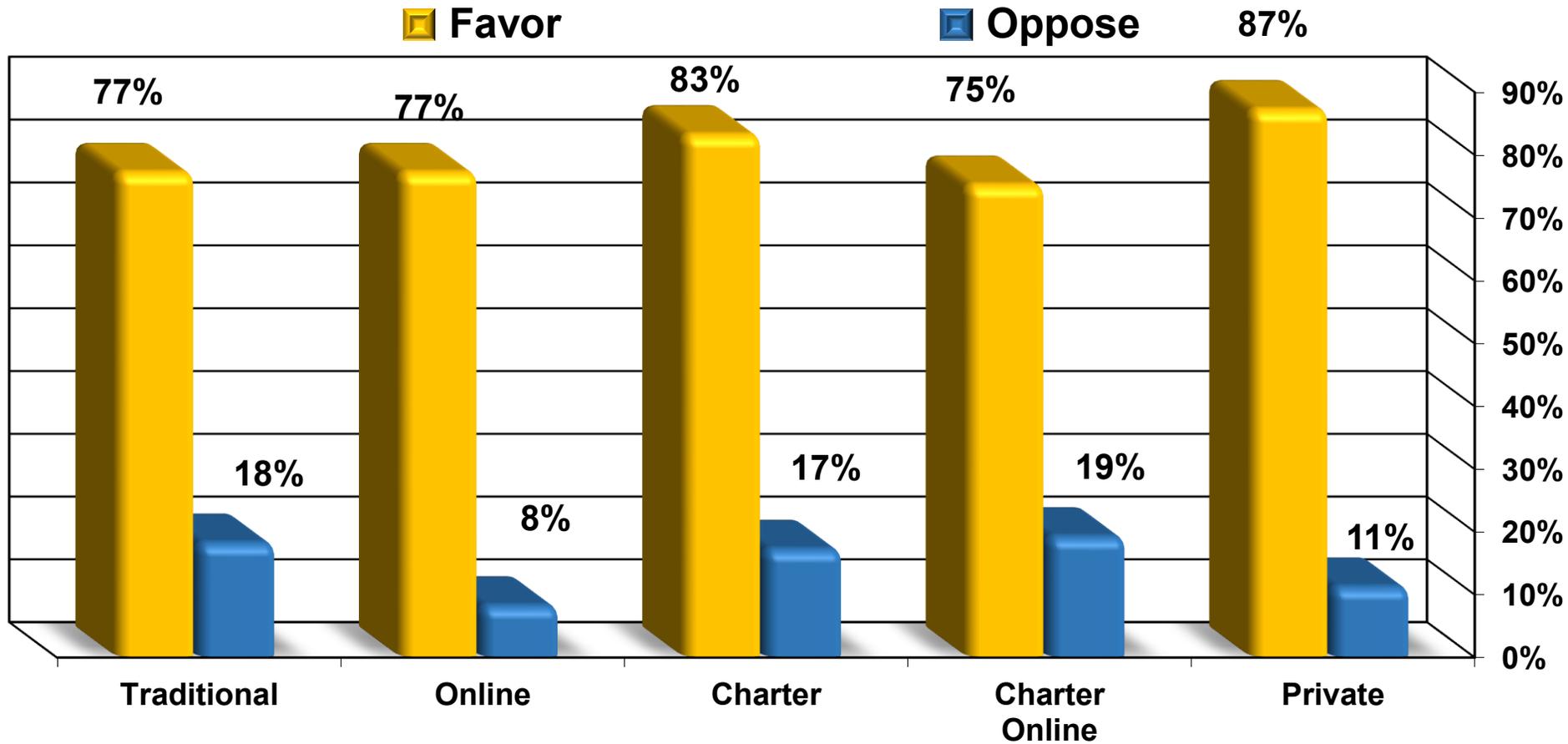
■ Favor

■ Oppose



Those over 65 drop just a little in their support.

Reading on Level Before 3rd Grade? School Type

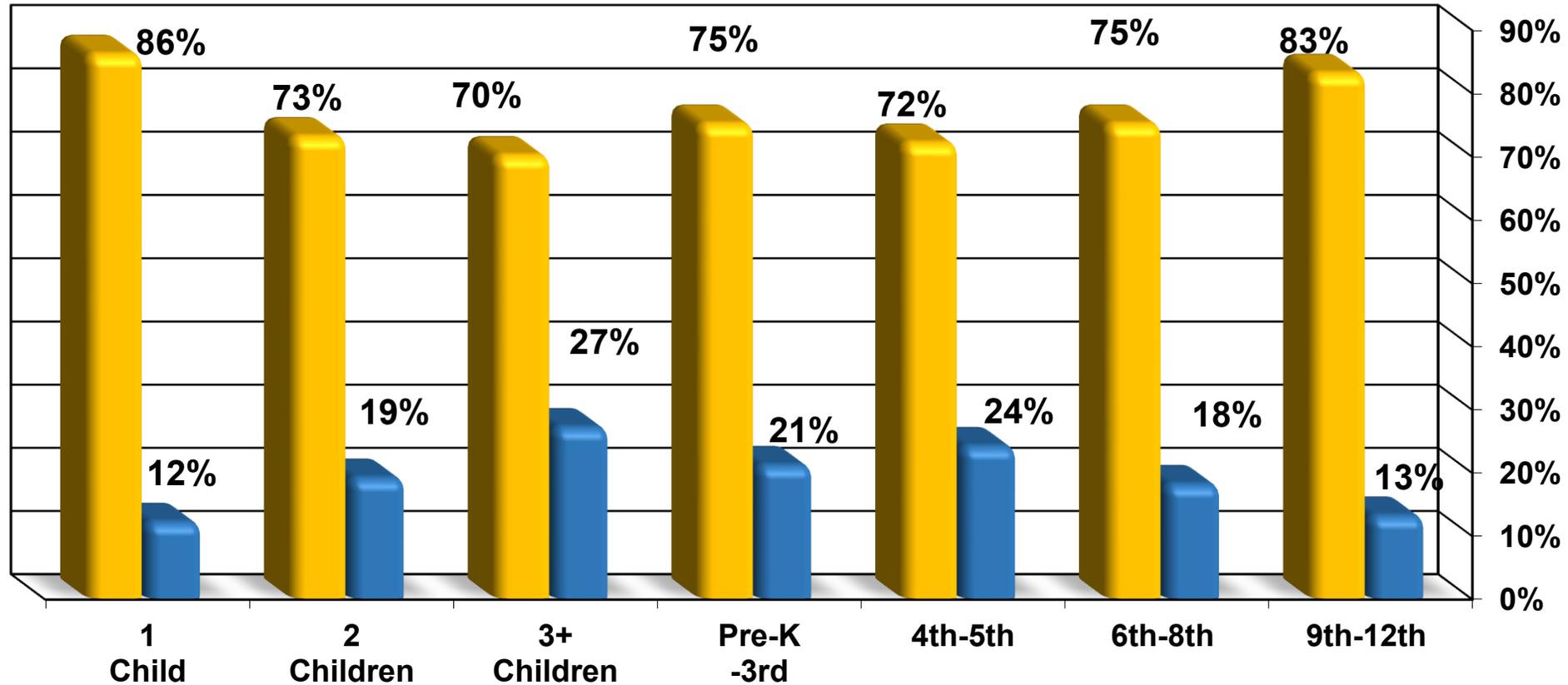


Those with children in private or brick and mortar charters are the most supportive.

Reading on Level Before 3rd Grade? Children/Grade

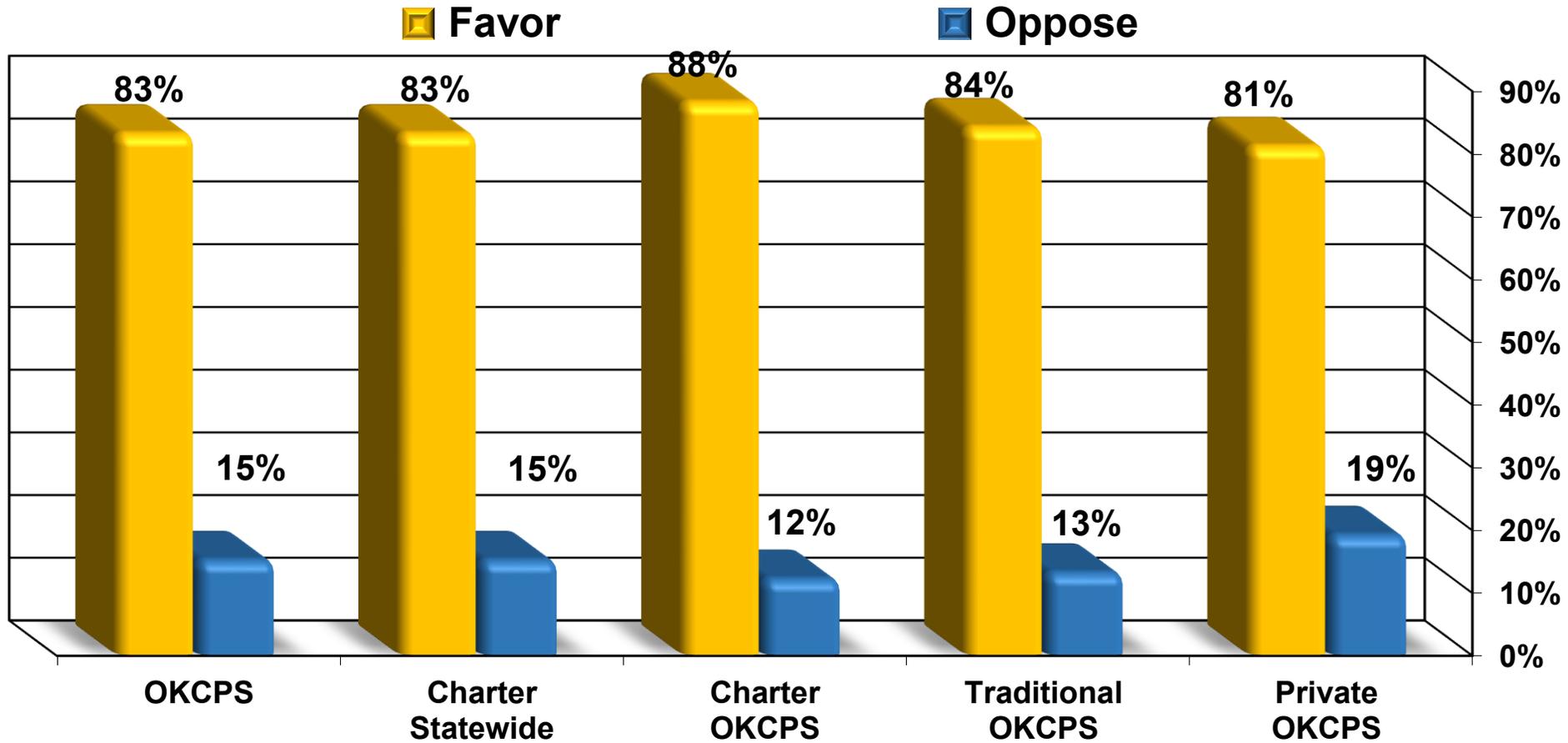
■ Favor

■ Oppose



While still strong numbers, it is interesting that support decreases with the number of children for whom the adult is responsible. We also see those numbers drop among those with children in 4th or 5th grade.

Reading on Level Before 3rd Grade? Overlays



Support is solid across OKCPS – regardless of school chosen.

Most Effective in Teacher Recruitment? (Choose 2)

	Mention
Increasing teacher pay	74%
Improving discipline and student behavior	33%
Improving classroom resources and supports	27%
Offering loan forgiveness, housing assistance, or scholarships for getting a teaching degree	20%
Improving school culture and leadership, including support for teachers from administrators	20%
Reducing paperwork and administrative burden	7%
Providing more training and mentoring	7%
Improving perceptions of the teaching profession	4%

Almost three-quarters of respondents believe teacher pay is one of the two most important aspects for teacher recruitment. We do see a third saying improving discipline.

Most Effective in Teacher Recruitment?

	OKC Mkt	Tulsa Mkt	Minor Mkt
Increasing teacher pay	72%	75%	77%
Improving discipline and student behavior	34%	30%	35%
Improving classroom resources and supports	28%	26%	26%
Offering loan forgiveness, housing assistance, or scholarships for getting a teaching degree	21%	22%	10%
Improving school culture and leadership, including support for teachers from administrators	18%	21%	24%
Reducing paperwork and administrative burden	8%	9%	3%
Providing more training and mentoring	8%	6%	5%
Improving perceptions of the teaching profession	5%	2%	3%

In the outlying regions, mentioning loan forgiveness or living expenses is half what we see in the larger markets – but we see school culture up a bit.

Most Effective in Teacher Recruitment?

	1 Child	2 Children	3+ Children
Increasing teacher pay	75%	75%	68%
Improving discipline and student behavior	28%	34%	39%
Improving classroom resources and supports	29%	27%	23%
Offering loan forgiveness, housing assistance, or scholarships for getting a teaching degree	19%	19%	24%
Improving school culture and leadership, including support for teachers from administrators	18%	19%	24%
Reducing paperwork and administrative burden	8%	7%	6%
Providing more training and mentoring	8%	6%	6%
Improving perceptions of the teaching profession	4%	5%	2%

The importance of discipline increases a bit by the number of children, while classroom resources decline.

Most Effective in Teacher Recruitment?

	Less Than Bachelor's Degree	Bachelor's Degree or Greater
Increasing teacher pay	71%	74%
Improving discipline and student behavior	31%	37%
Improving classroom resources and supports	28%	23%
Offering loan forgiveness, housing assistance, or scholarships for getting a teaching degree	19%	24%
Improving school culture and leadership, including support for teachers from administrators	16%	21%
Reducing paperwork and administrative burden	7%	7%
Providing more training and mentoring	11%	4%
Improving perceptions of the teaching profession	4%	2%

Most of these differences are rather minor, but we do see those without a college degree more interested in training and mentoring.

Most Effective in Teacher Recruitment?

	Under 45	45 to 64	65 & Over
Increasing teacher pay	72%	76%	55%
Improving discipline and student behavior	31%	35%	45%
Improving classroom resources and supports	29%	25%	9%
Offering loan forgiveness, housing assistance, or scholarships for getting a teaching degree	20%	20%	36%
Improving school culture and leadership, including support for teachers from administrators	22%	19%	-
Reducing paperwork and administrative burden	7%	9%	18%
Providing more training and mentoring	7%	7%	9%
Improving perceptions of the teaching profession	3%	3%	9%

For those over 65 who are raising children, discipline almost rivals teacher pay.

Most Effective in Teacher Recruitment?

	Under \$50k	\$50k - \$100k	Over \$100k
Increasing teacher pay	79%	67%	74%
Improving discipline and student behavior	23%	30%	39%
Improving classroom resources and supports	30%	27%	24%
Offering loan forgiveness, housing assistance, or scholarships for getting a teaching degree	21%	21%	19%
Improving school culture and leadership, including support for teachers from administrators	19%	23%	19%
Reducing paperwork and administrative burden	8%	11%	6%
Providing more training and mentoring	10%	6%	7%
Improving perceptions of the teaching profession	1%	3%	5%

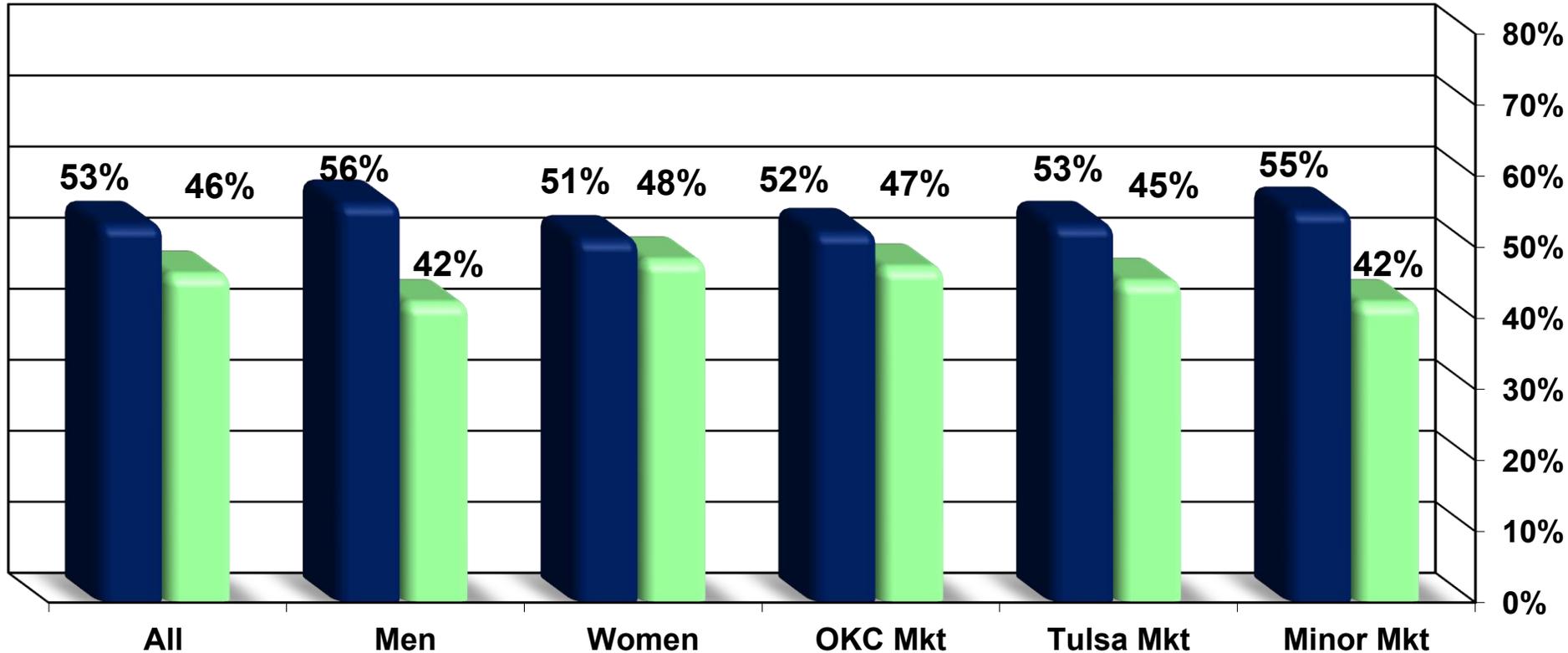
Most Effective in Teacher Recruitment?

	OKCPS	Charter Statewide	Charter OKCPS	Trad. OKCPS	Private OKCPS
Increasing teacher pay	77%	78%	75%	80%	76%
Improving discipline and student behavior	26%	28%	25%	18%	35%
Improving classroom resources and supports	20%	14%	10%	21%	23%
Offering loan forgiveness, housing assistance, or scholarships for getting a teaching degree	23%	31%	35%	21%	18%
Improving school culture and leadership, including support for teachers from administrators	17%	15%	17%	18%	21%
Reducing paperwork and administrative burden	6%	3%	3%	6%	6%
Providing more training and mentoring	14%	14%	16%	16%	13%
Improving perceptions of the teaching profession	3%	3%	3%	3%	3%

Ease of Finding Right School?

25% Very Easy; 28% Somewhat Easy; 29% Somewhat Difficult;
17% Very Difficult; 1% Undecided

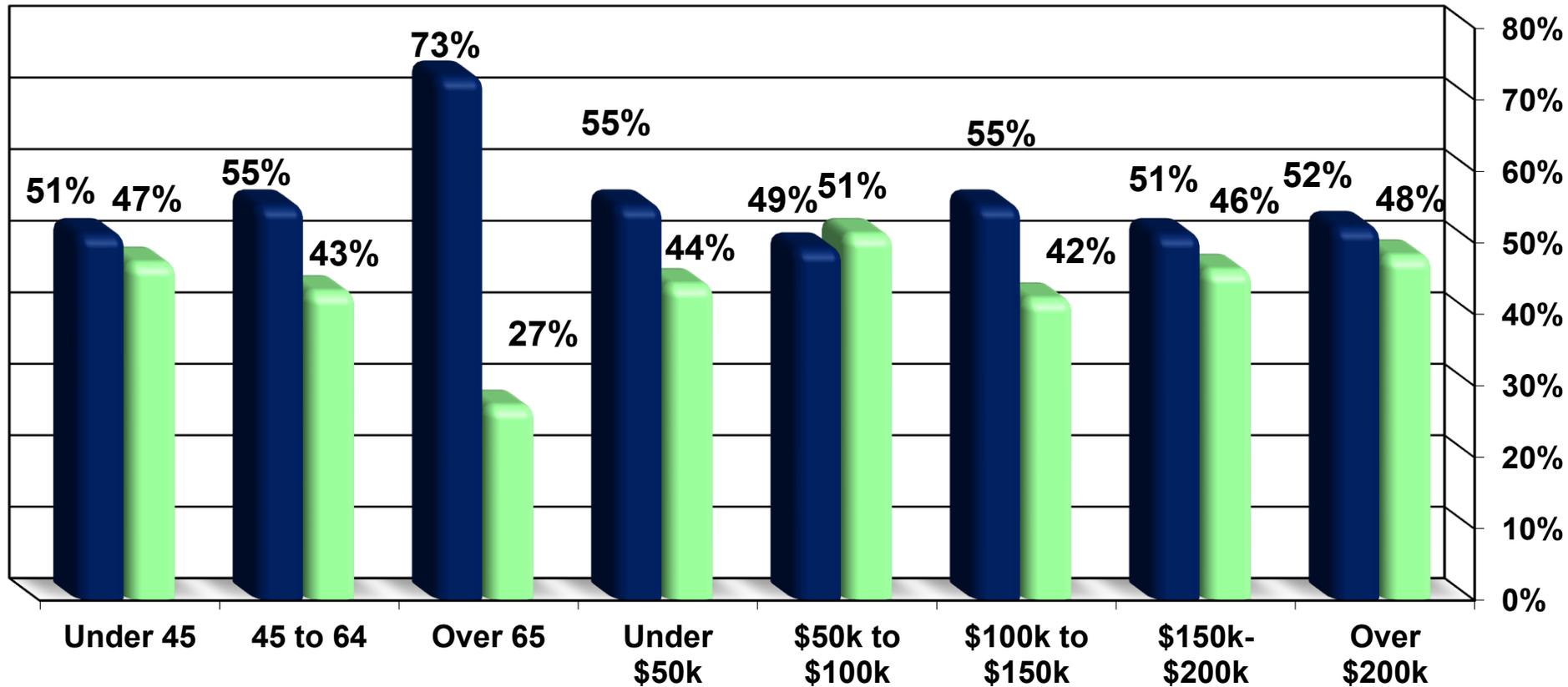
■ Easy ■ Difficult



While the majority say it is easy, any observer would say you have an issue when 46% of those tasks with raising a child say it is difficult to find the right school.

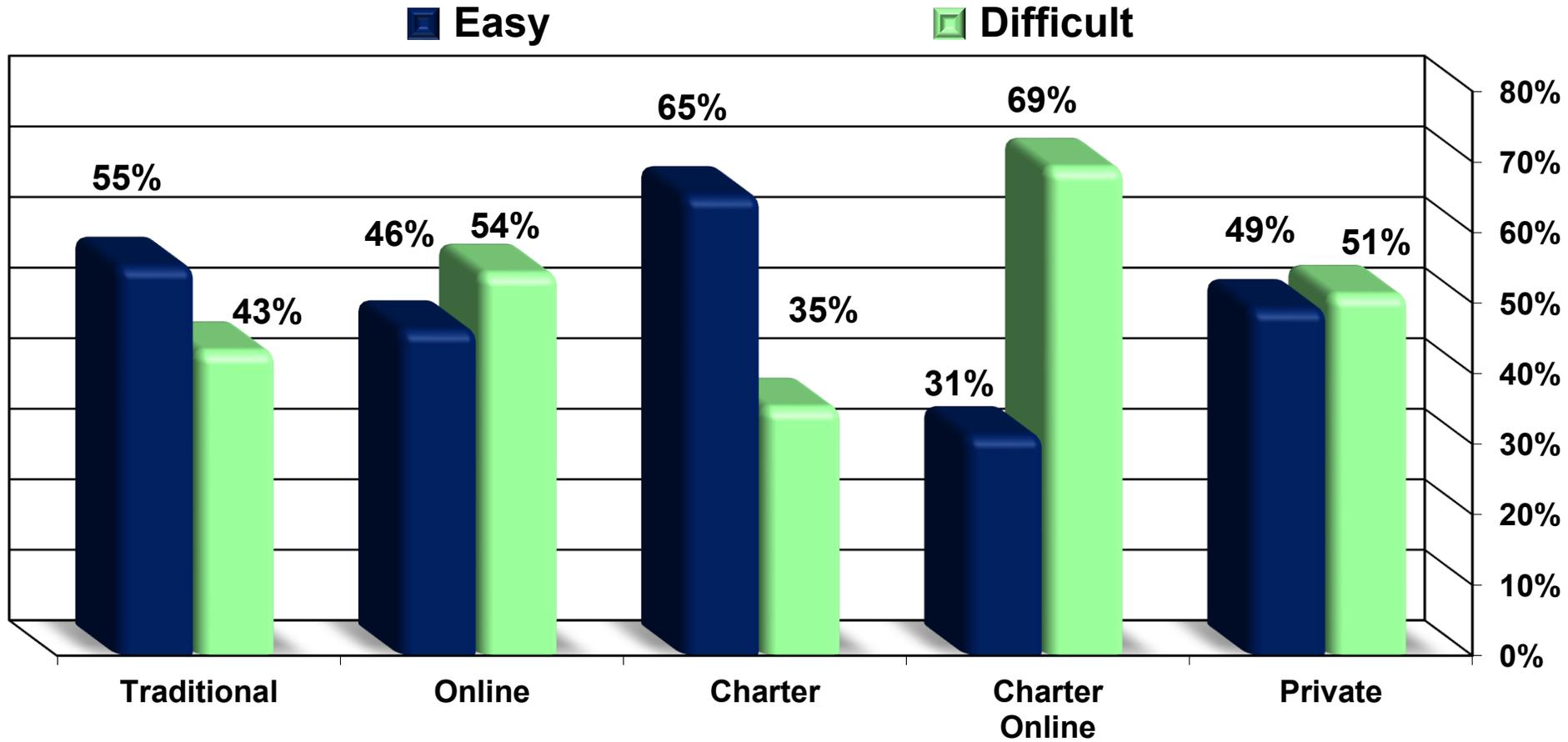
Ease of Finding Right School? Age/Income

■ Easy ■ Difficult



Among those under 65, those saying it is difficult is significantly higher.

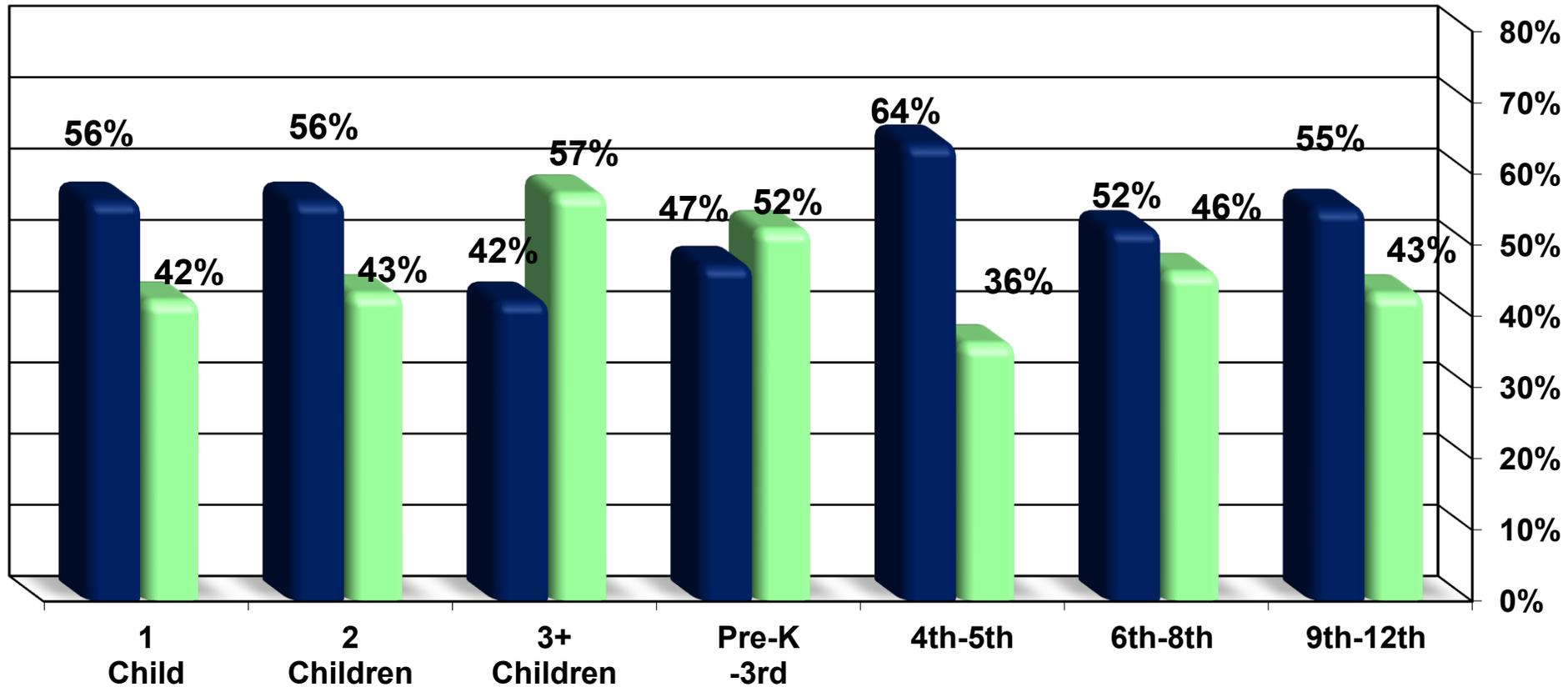
Ease of Finding Right School? School Type



Clearly, those who have chosen an online charter have found it more difficult.

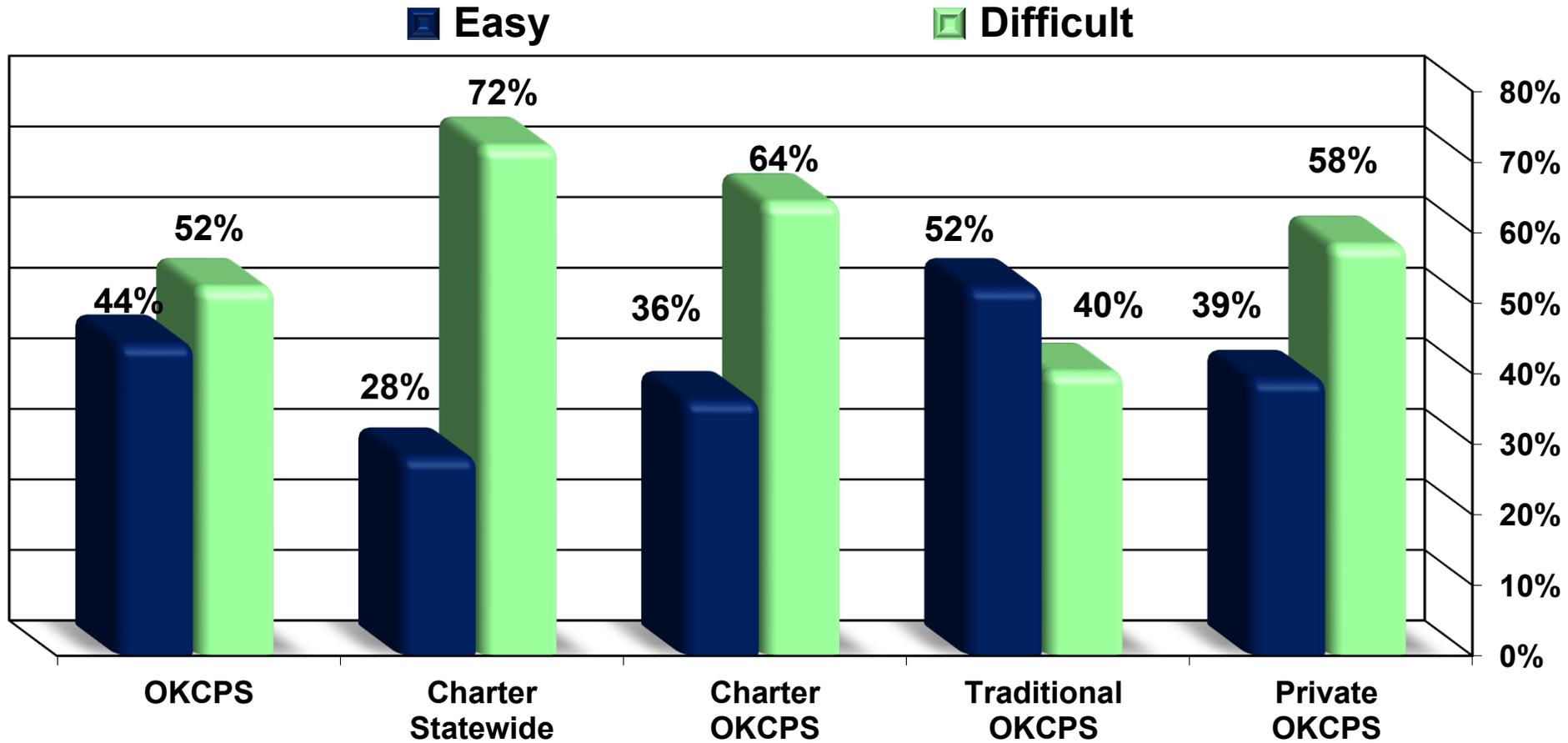
Ease of Finding Right School? Children/Grade

■ Easy ■ Difficult



Those with more than two children are a bit more likely to say it is difficult as are those with children in 3rd or below.

Ease of Finding Right School? Overlays



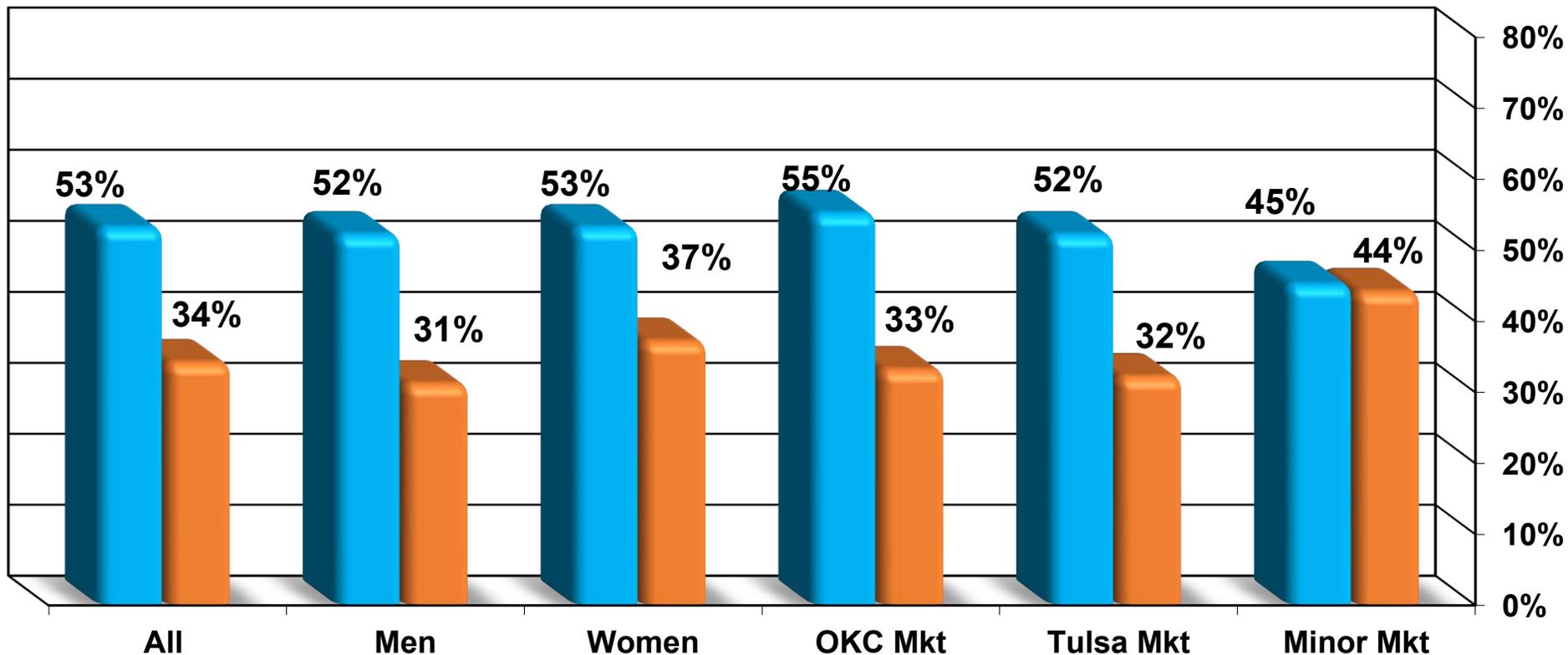
Those who use charters statewide are the ones who have had the toughest time. It seems a bit easier in OKCPS, but not that much.

Opinion of Charter Schools?

17% Very Favorable; 36% Somewhat Favorable; 19% Somewhat Unfavorable; 15% Very Unfavorable; 13% Undecided

 Favorable

 Unfavorable

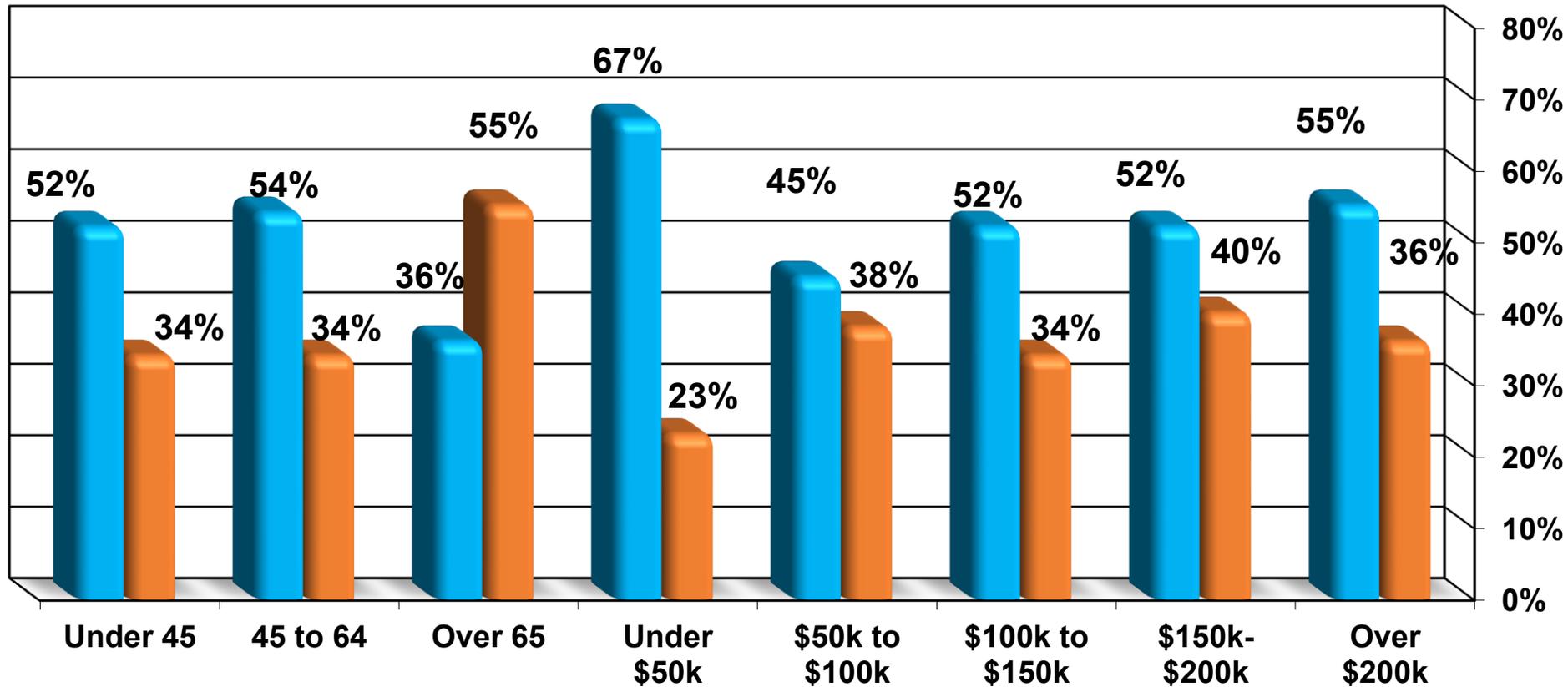


Charter schools do best in the OKC market and worst in the outlying ones.

Opinion of Charter Schools? Age/Income

 Favorable

 Unfavorable

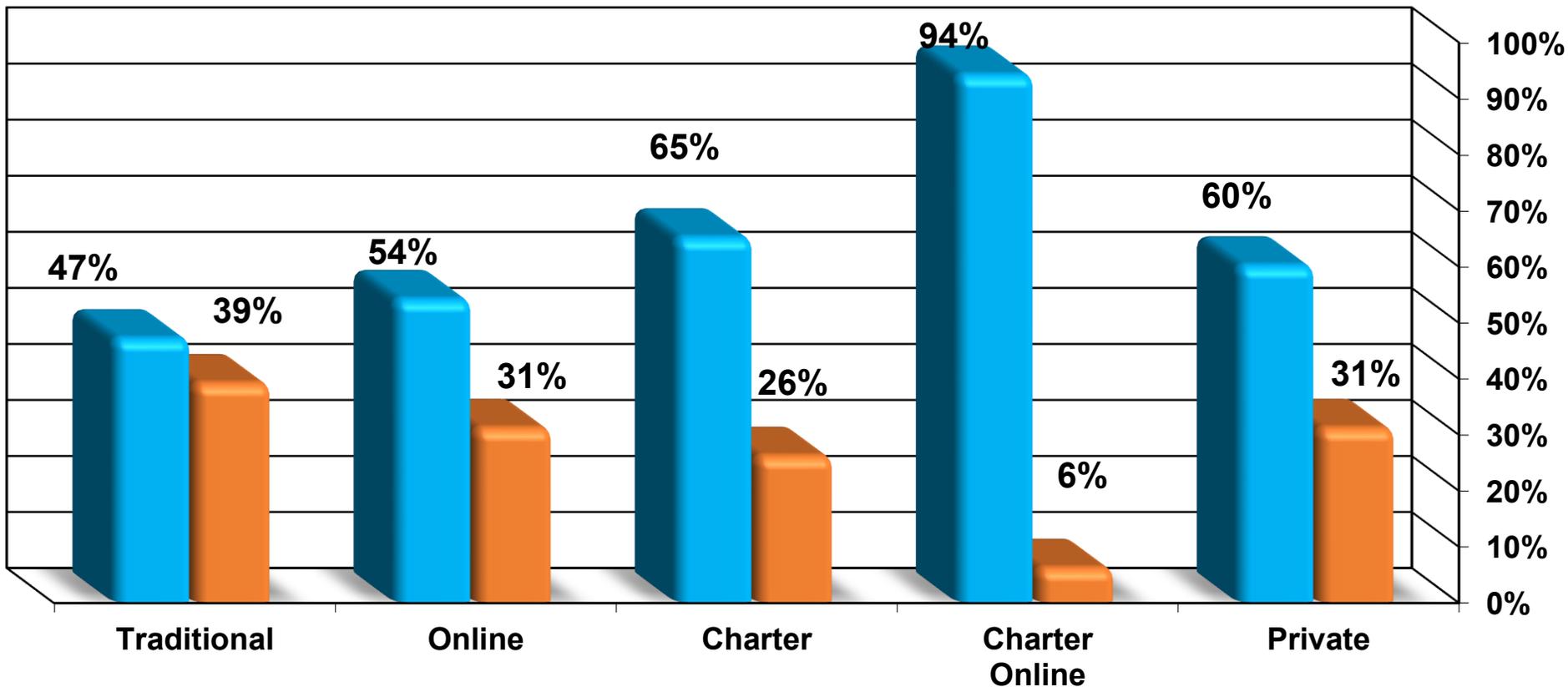


There is still negativity among those over 65, but very strong numbers among the lower income households.

Opinion of Charter Schools? School Type

 Favorable

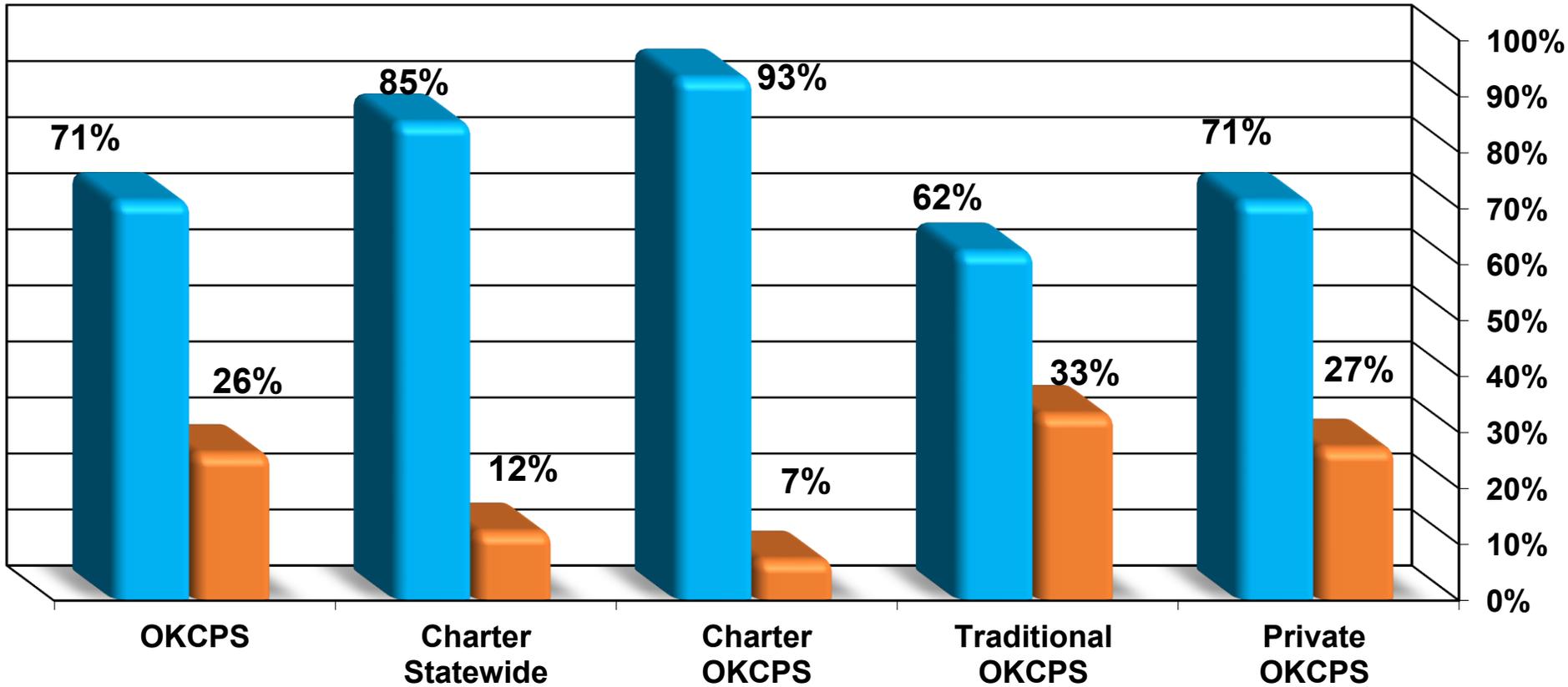
 Unfavorable



Even among those with a child in a brick and mortar charter we see a quarter with an unfavorable impression.

Opinion of Charter Schools? Overlays

 Favorable  Unfavorable



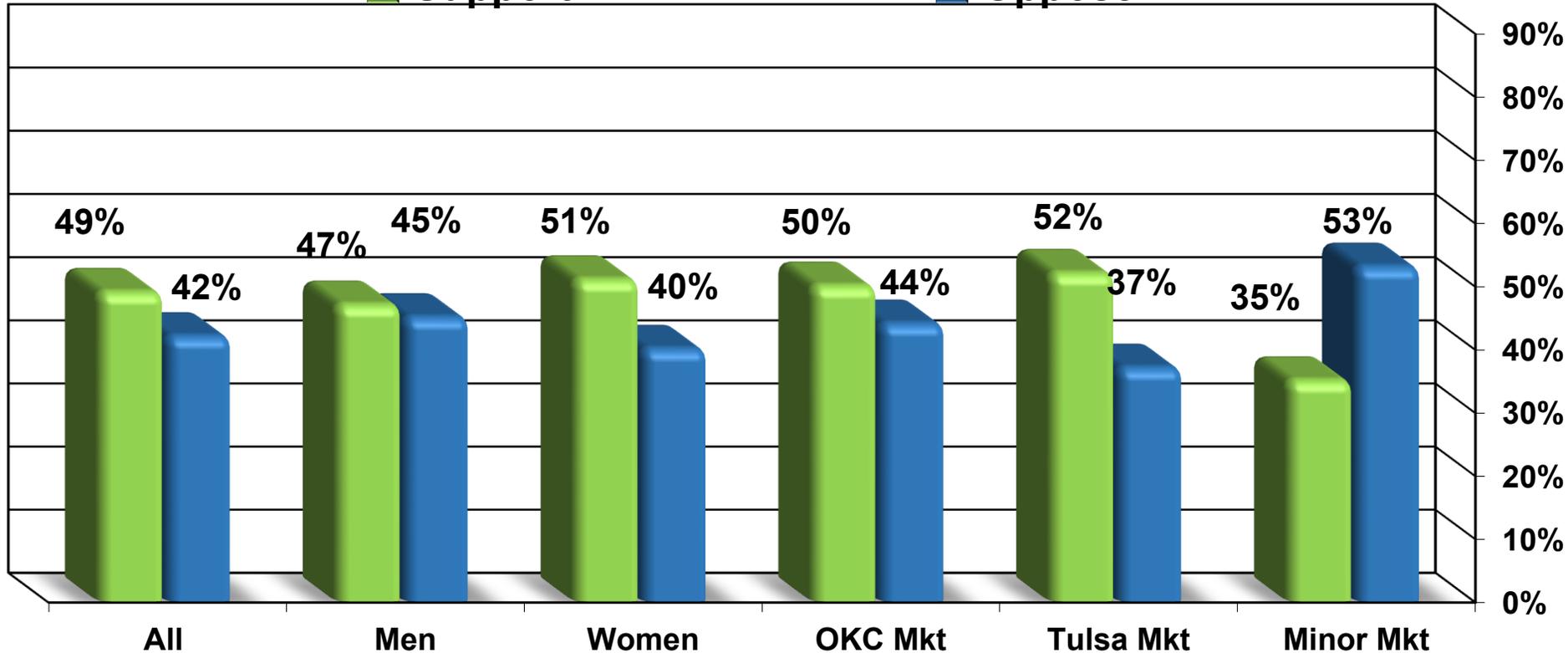
Those from OKCPS in charter schools are the most positive toward charter schools.

Within OKCPS, 62% of those in traditional schools have a favorable impression of charters. This is much different than the 47%-29% seen statewide.

Fair Share for Charter Schools?

26% Strongly Support; 23% Somewhat Support; 17% Somewhat Oppose; 25% Strongly Oppose; 8% Undecided

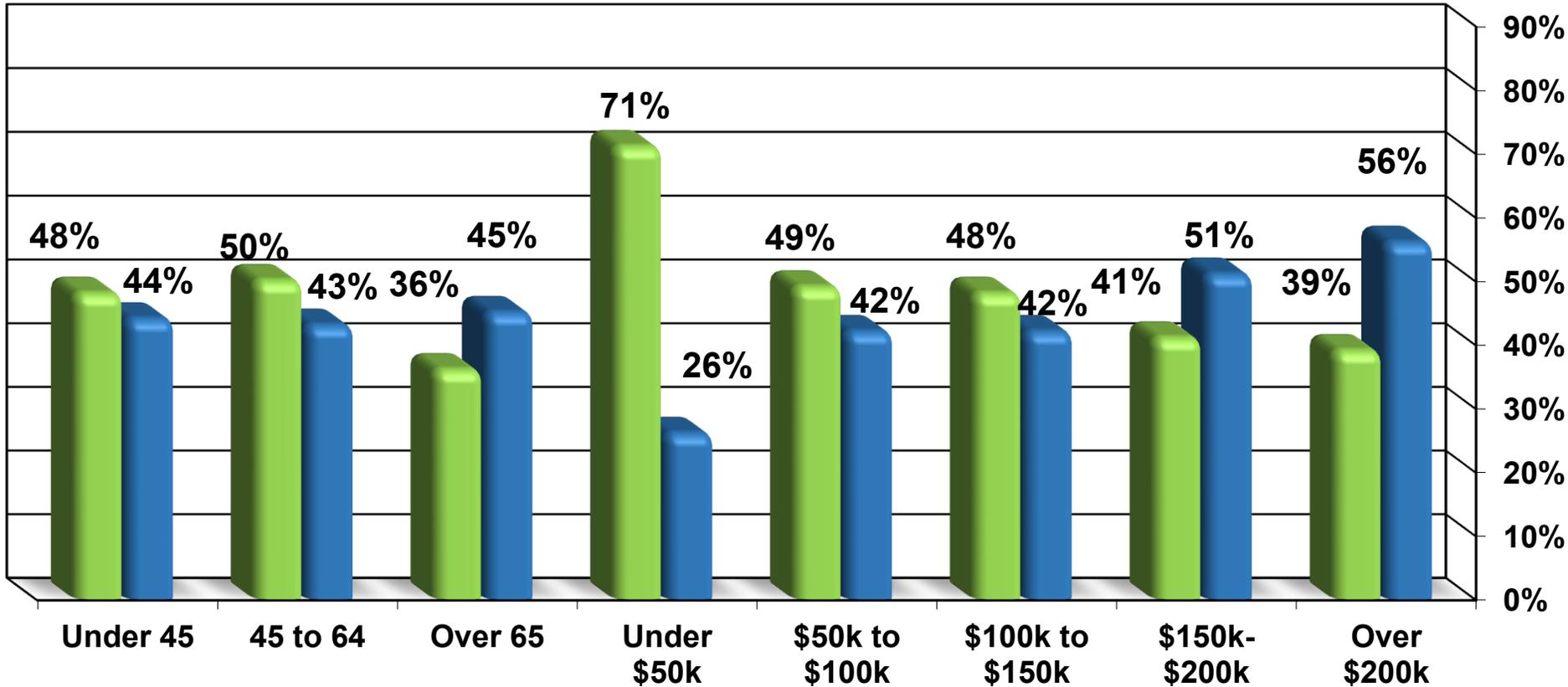
Support Oppose



This issue divides folks – even at the extremes with almost identical percentage strongly opposing as strongly support. In the minor markets, it is particularly negative.

Fair Share for Charter Schools? Age/Income

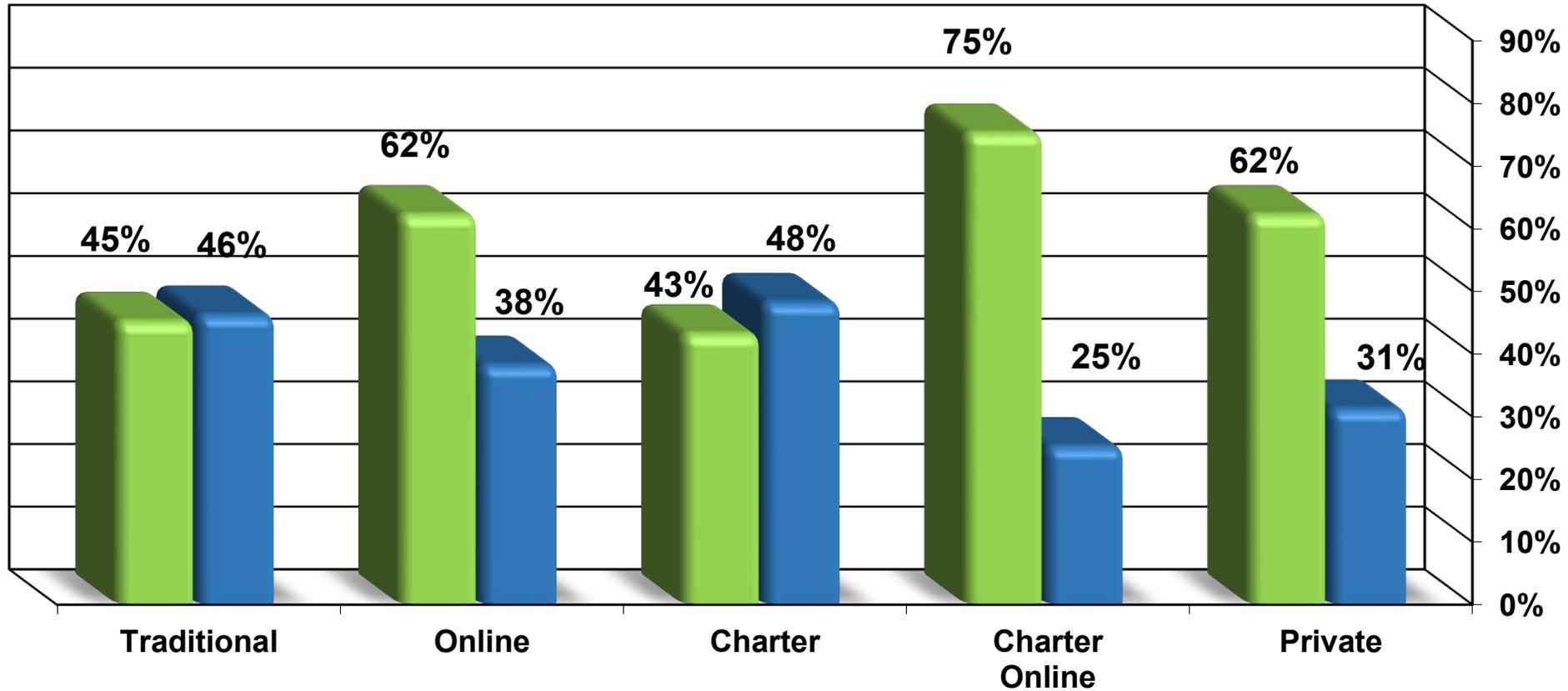
Support Oppose



Support decreases with income and drops among those over 65.

Fair Share for Charter Schools? School Type

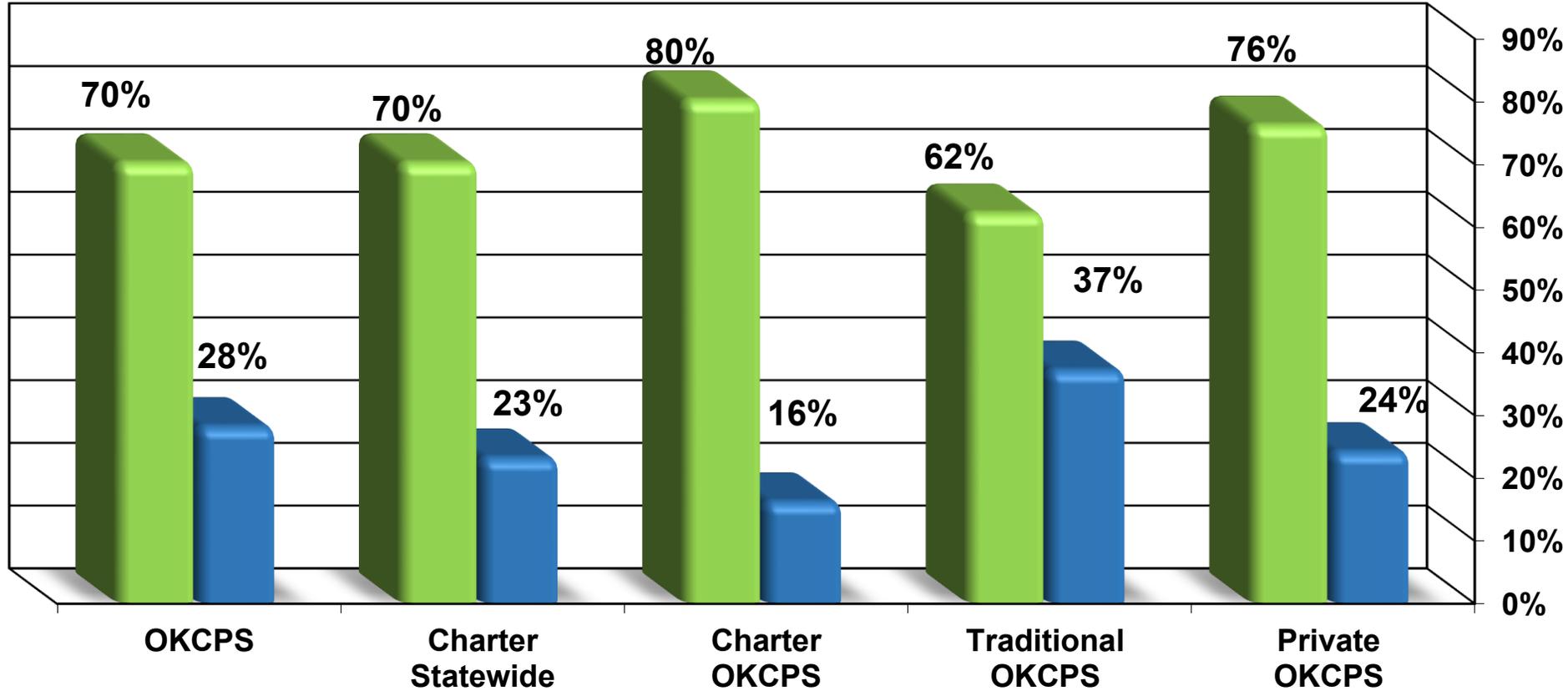
Support Oppose



There is work to be done even among charter parents.

Fair Share for Charter Schools? Overlays

Support Oppose

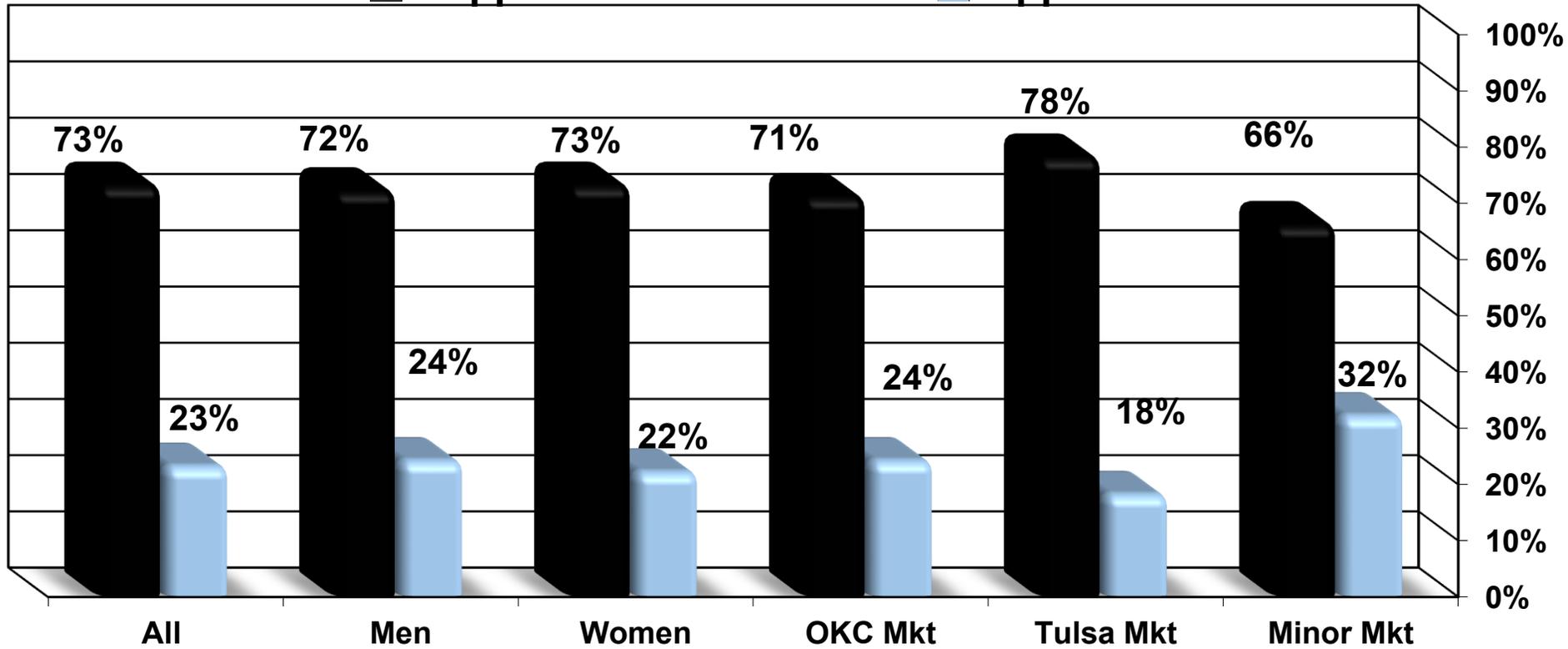


Within OKCPS, 62% of traditional school parents support a fair share concept when phrased this way.

Charter Schools Underutilized Facility Access?

41% Strongly Support; 32% Somewhat Support; 10% Somewhat Oppose; 13% Strongly Oppose; 4% Undecided

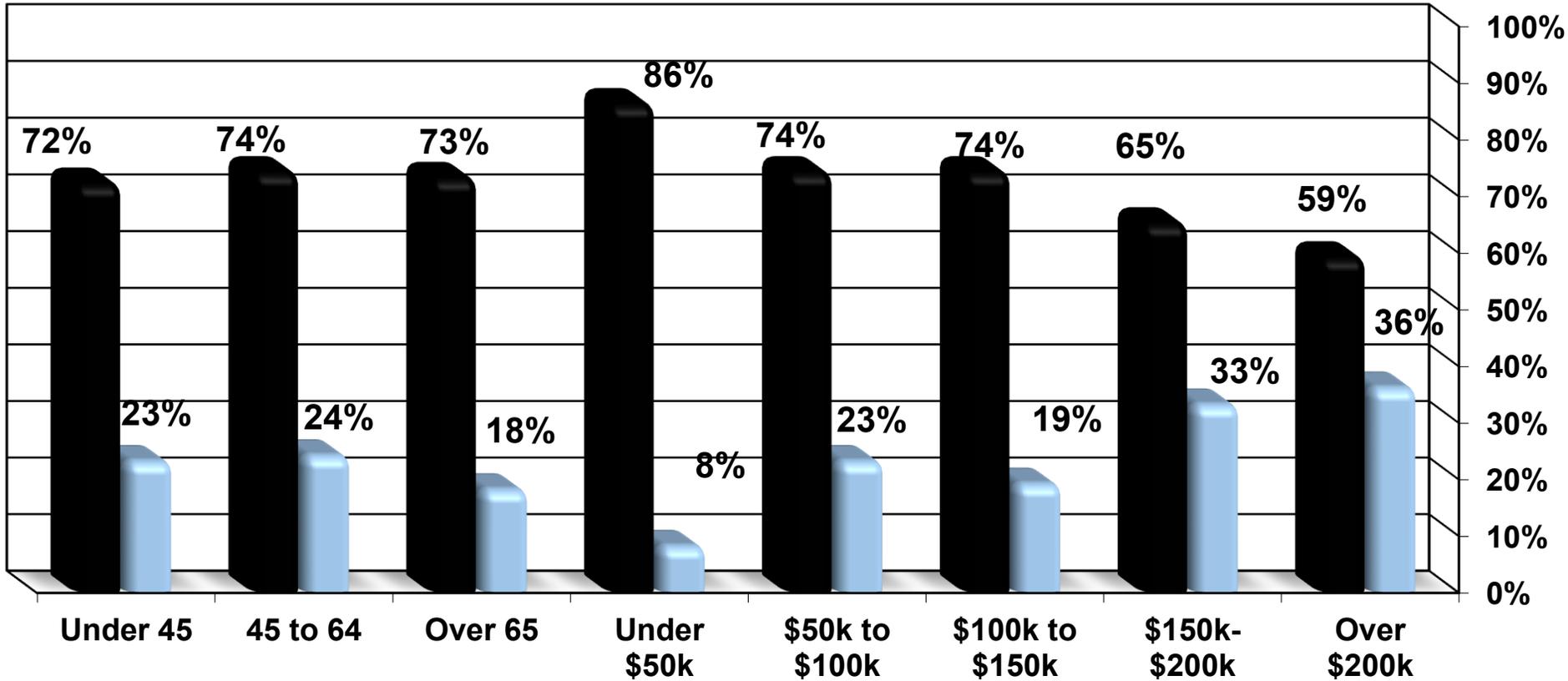
■ Support ■ Oppose



We see a different picture when it comes to underutilized buildings – here we see solid support for charters.

Charter Schools Underutilized Facility Access? Age/Income

■ Support ■ Oppose

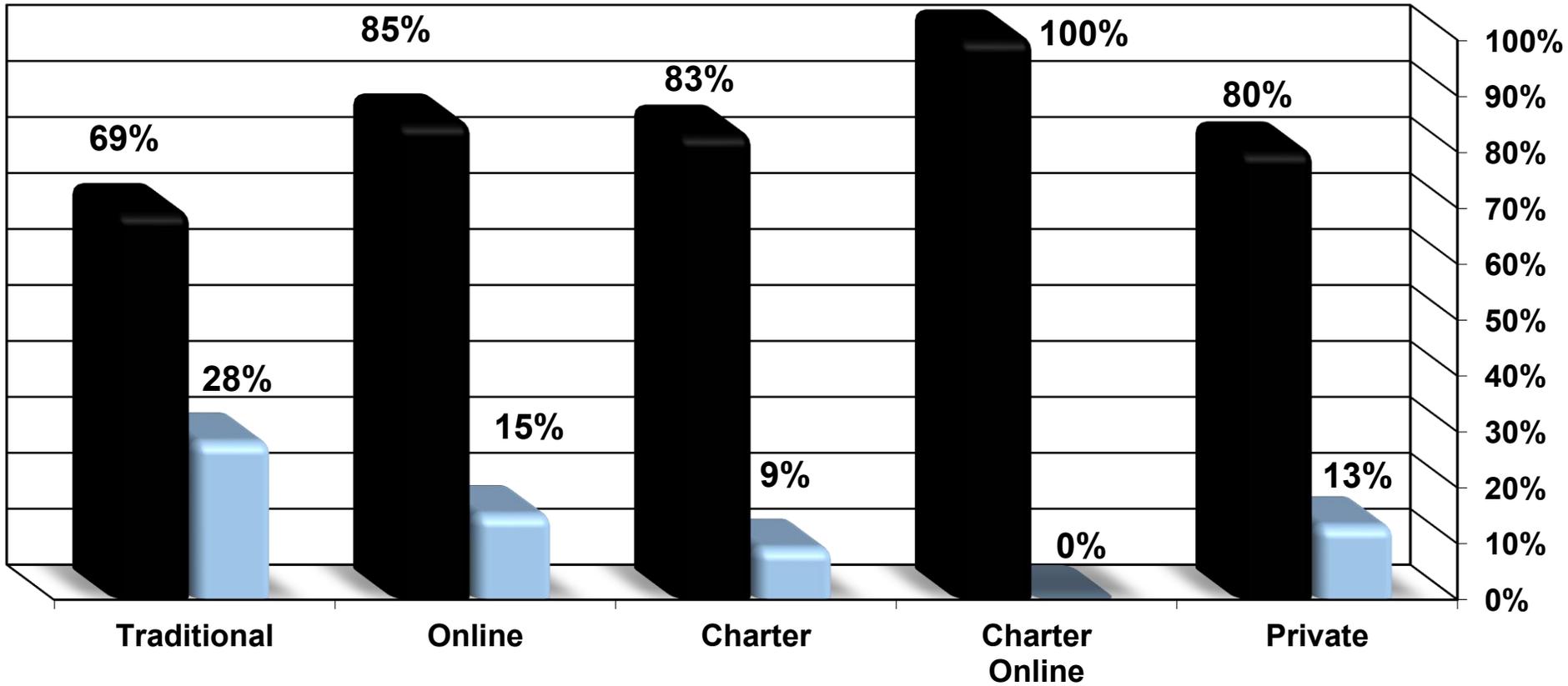


While the upper income continues to have a majority supportive, there is a negative correlation between support and family income.

Charter Schools Underutilized Facility Access? School Type

■ Support

■ Oppose

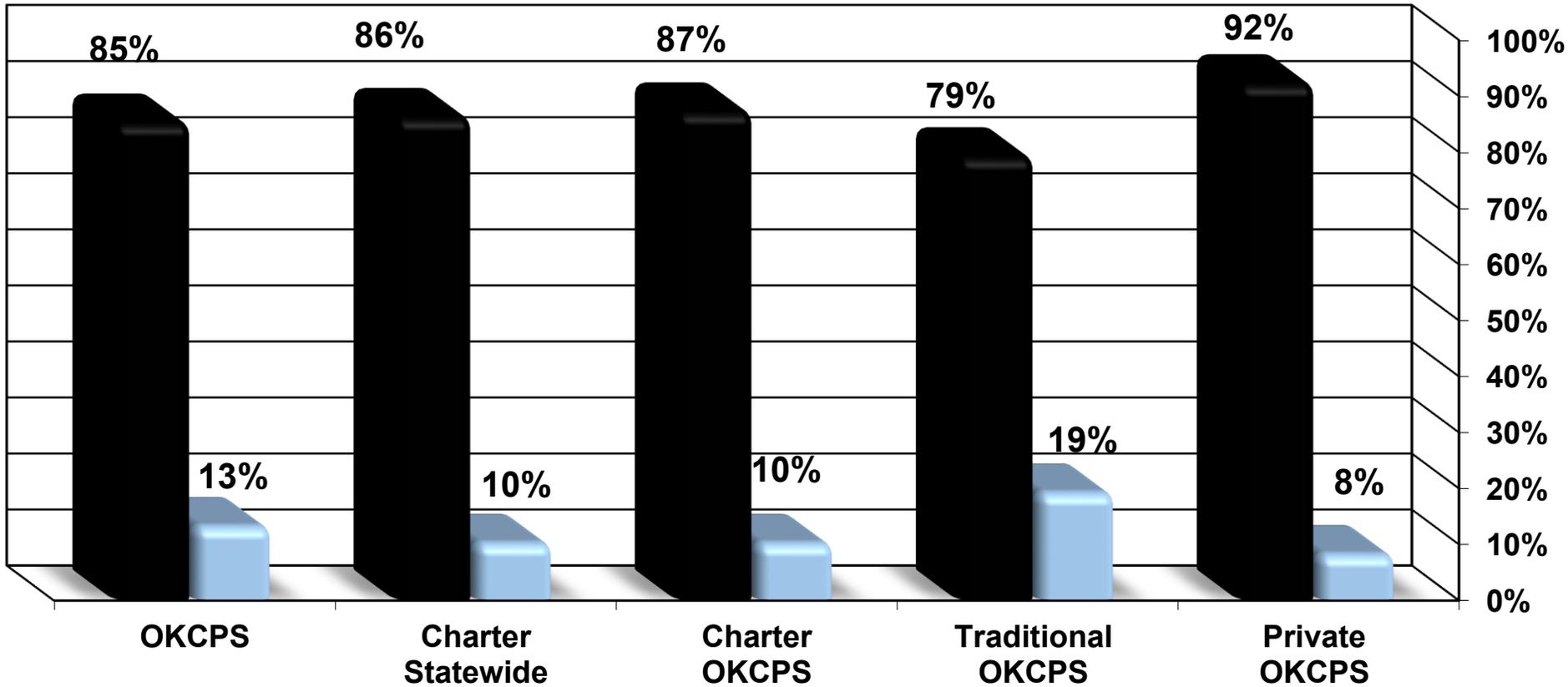


Charter parents embrace this.

Charter Schools Underutilized Facility Access? Overlays

■ Support

■ Oppose

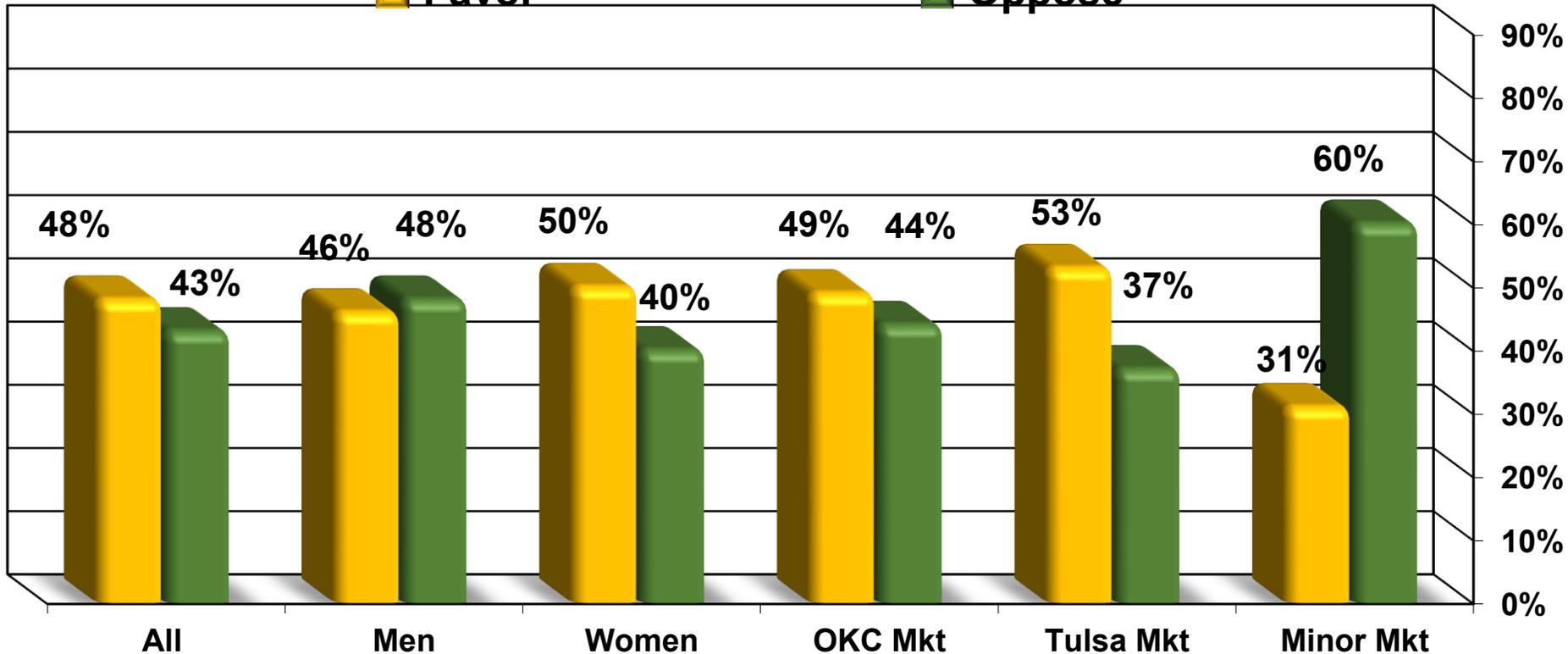


Again, within OKCPS, we see traditional school parents supportive of charters.

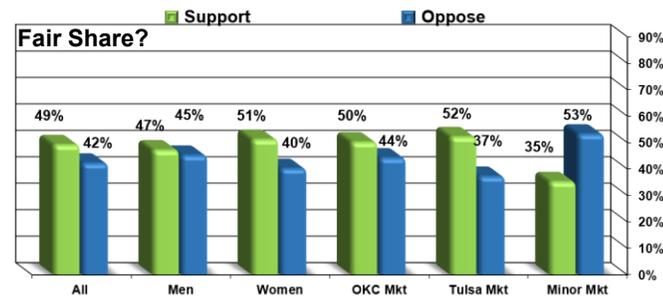
Share Bond \$ w/Charter Schools?

25% Strongly Favor; 23% Somewhat Favor; 16% Somewhat Oppose; 28% Strongly Oppose; 8% Undecided

■ Favor
 ■ Oppose



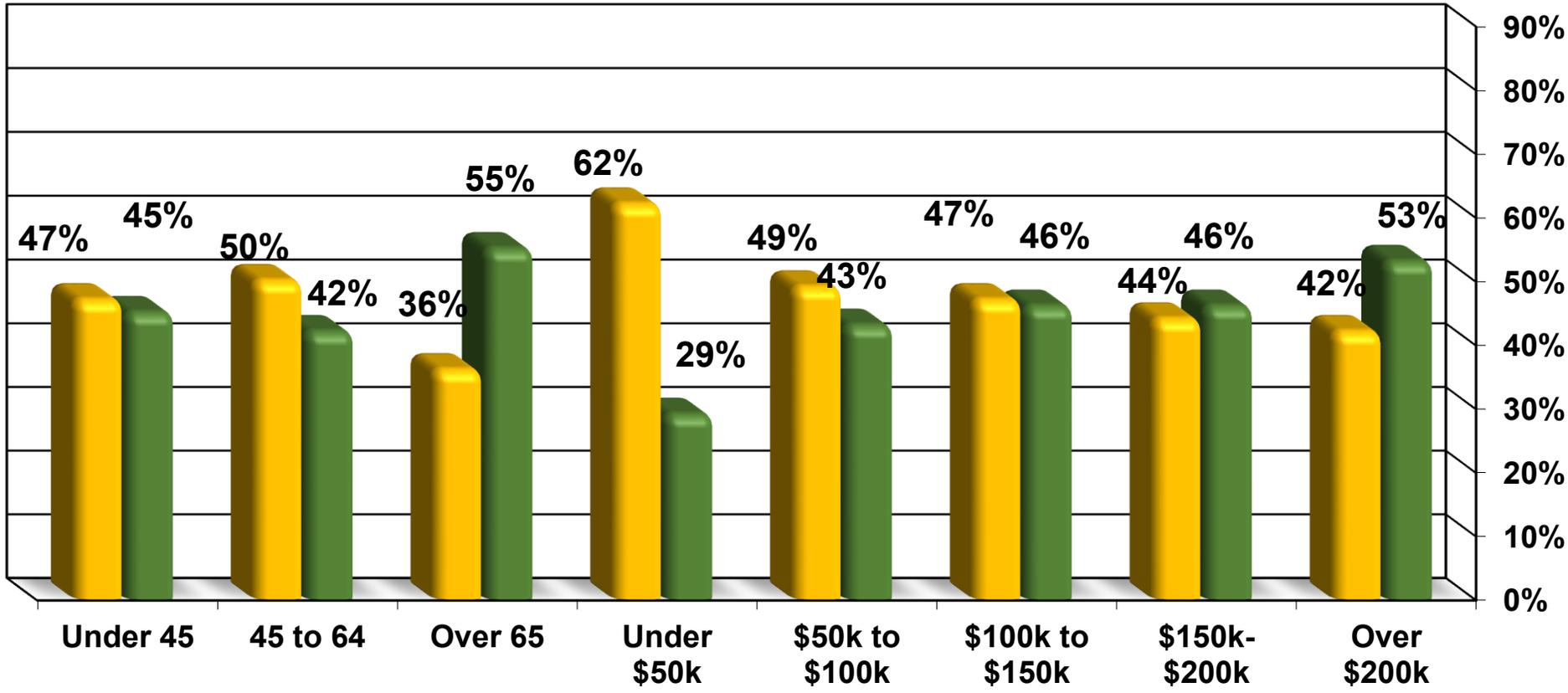
The arguments generally revert folks back to their original position and a little more opposed – with the greatest negative movement in the minor media markets.



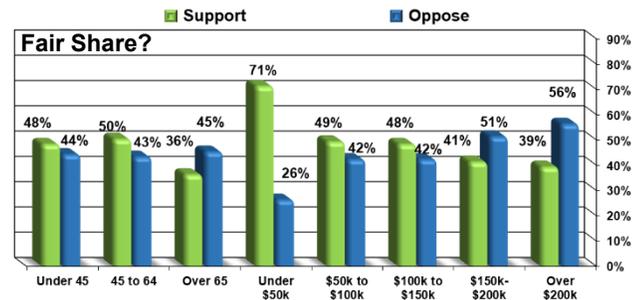
Share Bond \$ w/Charter Schools? Age/Income

■ Favor

■ Oppose



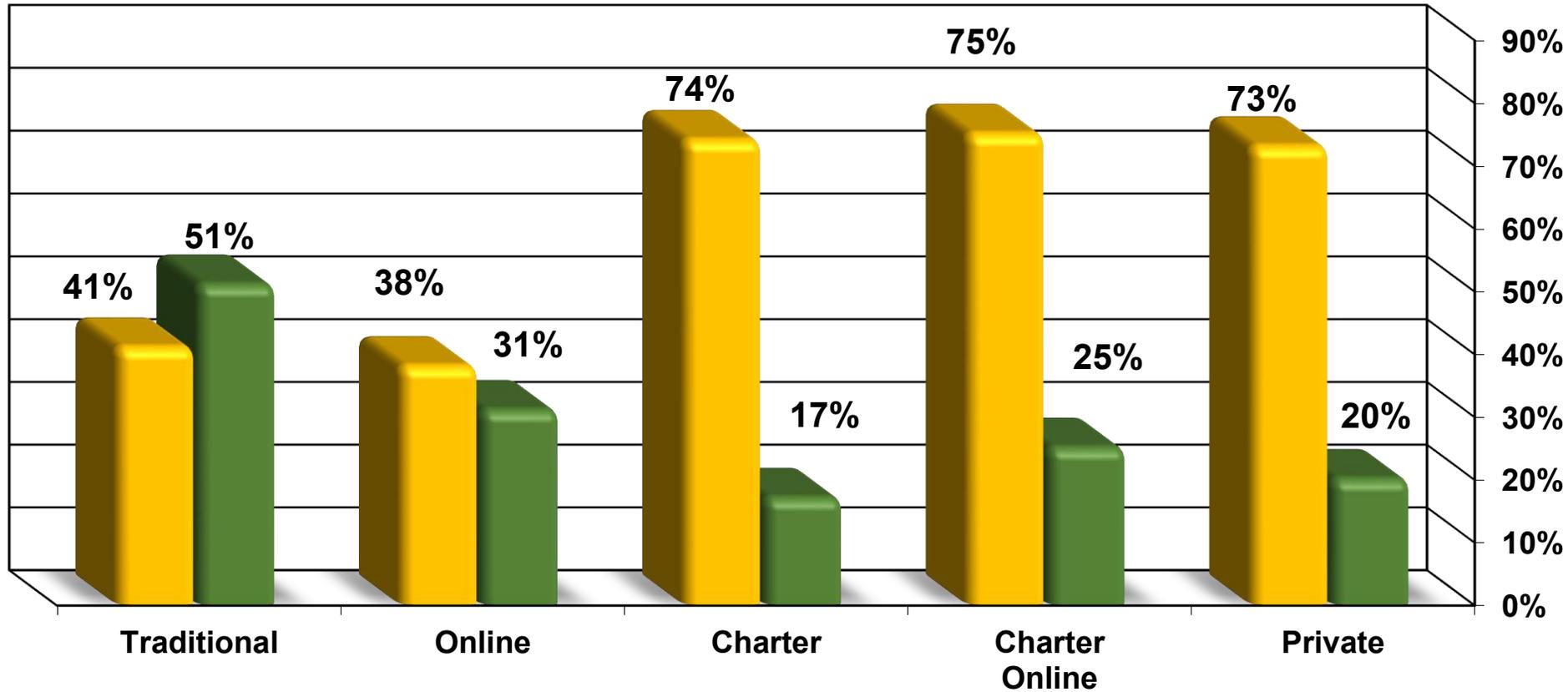
Lower income households become less supportive than initially and opposition increases among those over 65.



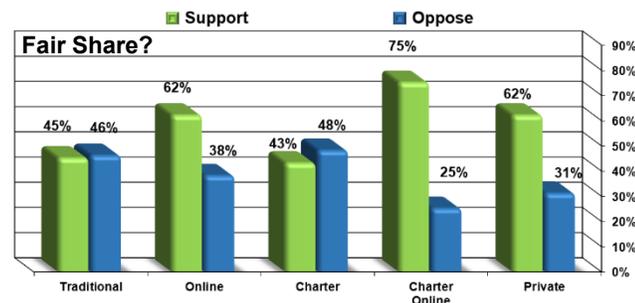
Share Bond \$ w/Charter Schools? School Type

■ Favor

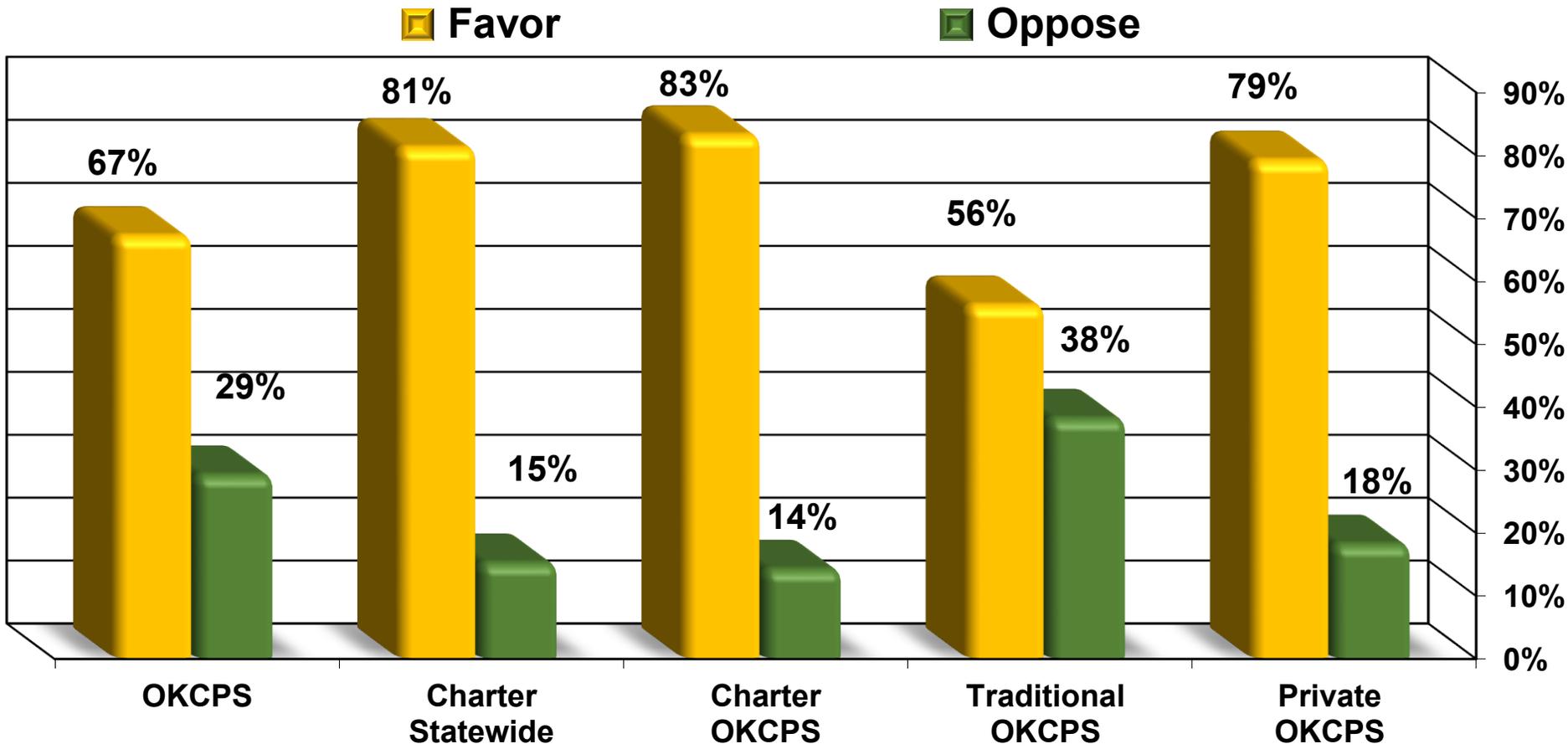
■ Oppose



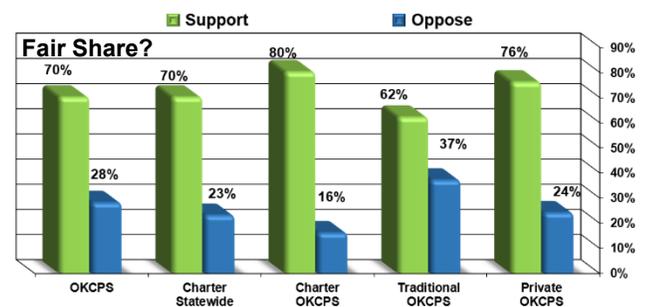
The arguments do help among charter and private school parents and could be a way to get them engaged, but it hurts among the larger group of those with children in public schools.



Share Bond \$ w/Charter Schools? Overlays



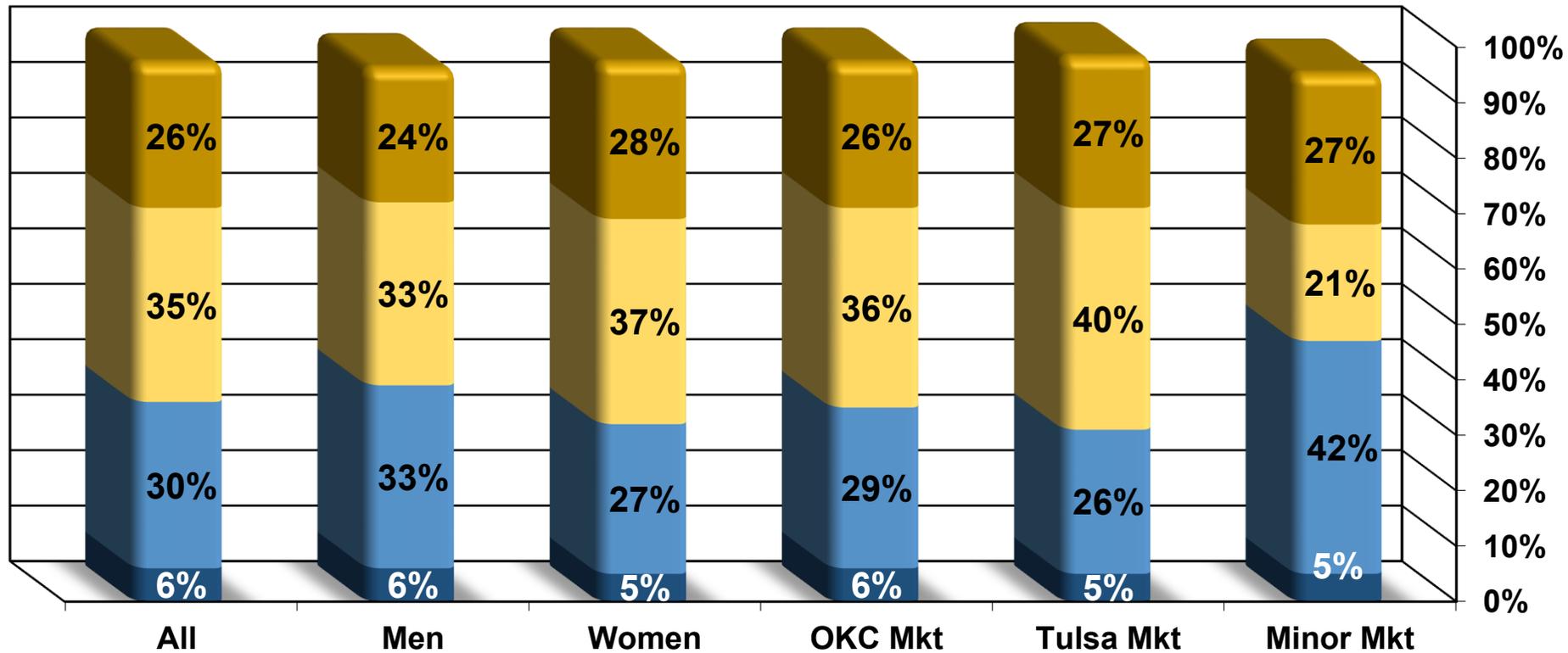
Within OKCPS, we see solid support after both arguments are made. It is very clear the charter movement in OKCPS is much different than what we see statewide.



Confidence in OK Student Testing System?

6% Very Confident; 30% Somewhat Confident; 35% Not Very Confident; 26% Not Confident At All; 3% Undecided

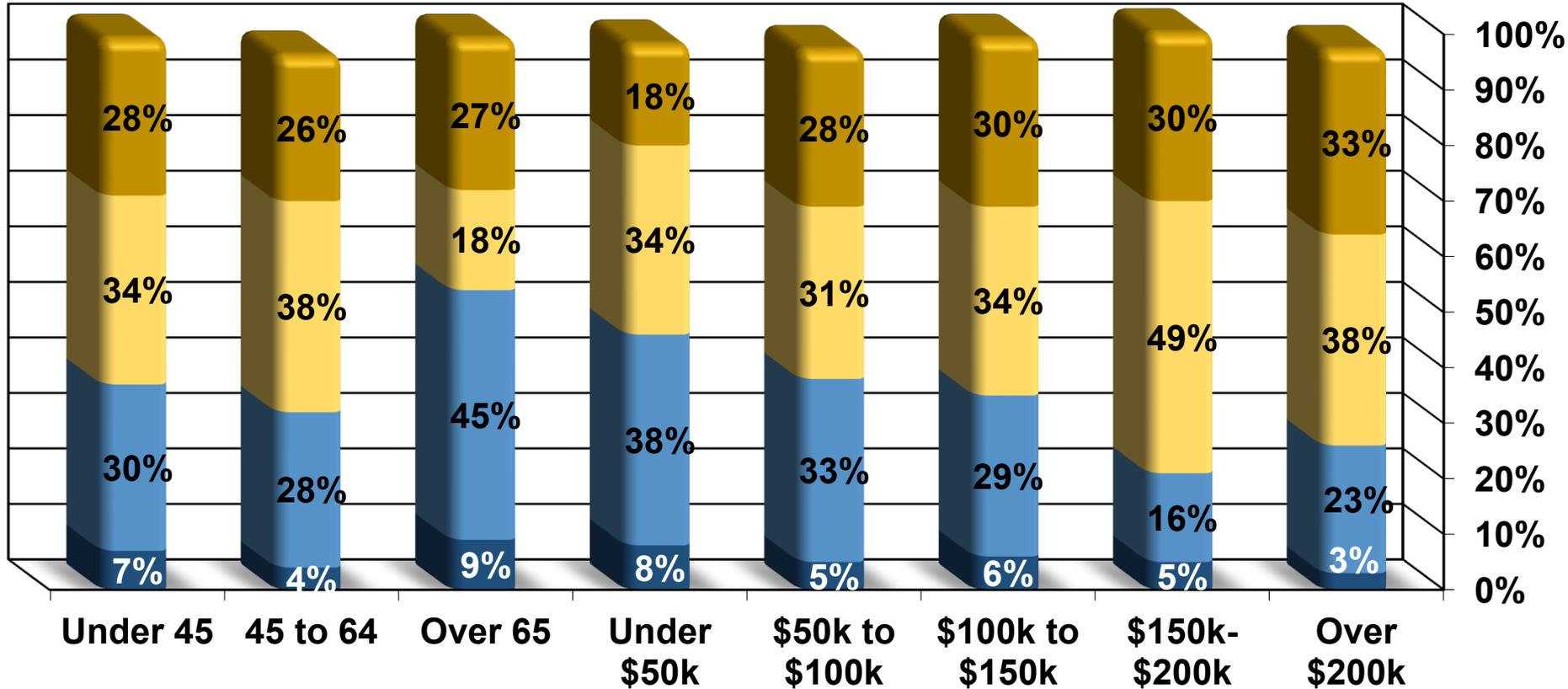
Very Confident Somewhat Confident Not Very Confident Not Confident At All



Only one in 16 say they are very confident in the system. This is abysmal.

Confidence in OK Student Testing System? Age/Income

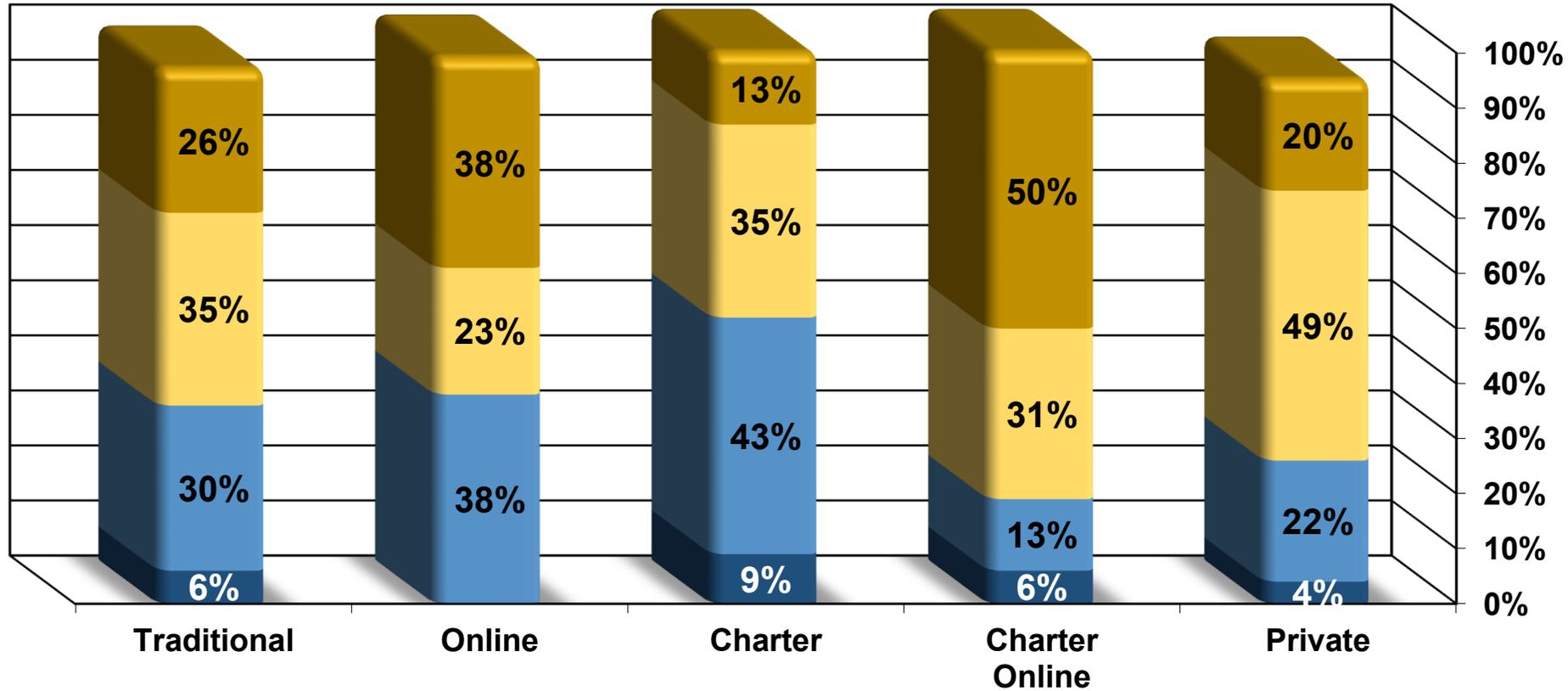
■ Very Confident
 ■ Somewhat Confident
 ■ Not Very Confident
 ■ Not Confident At All



At least a quarter of every age and income grouping say they are “not confident at all” in the student testing system. The best numbers come from lower income and older guardians.

Confidence in OK Student Testing System? School Type

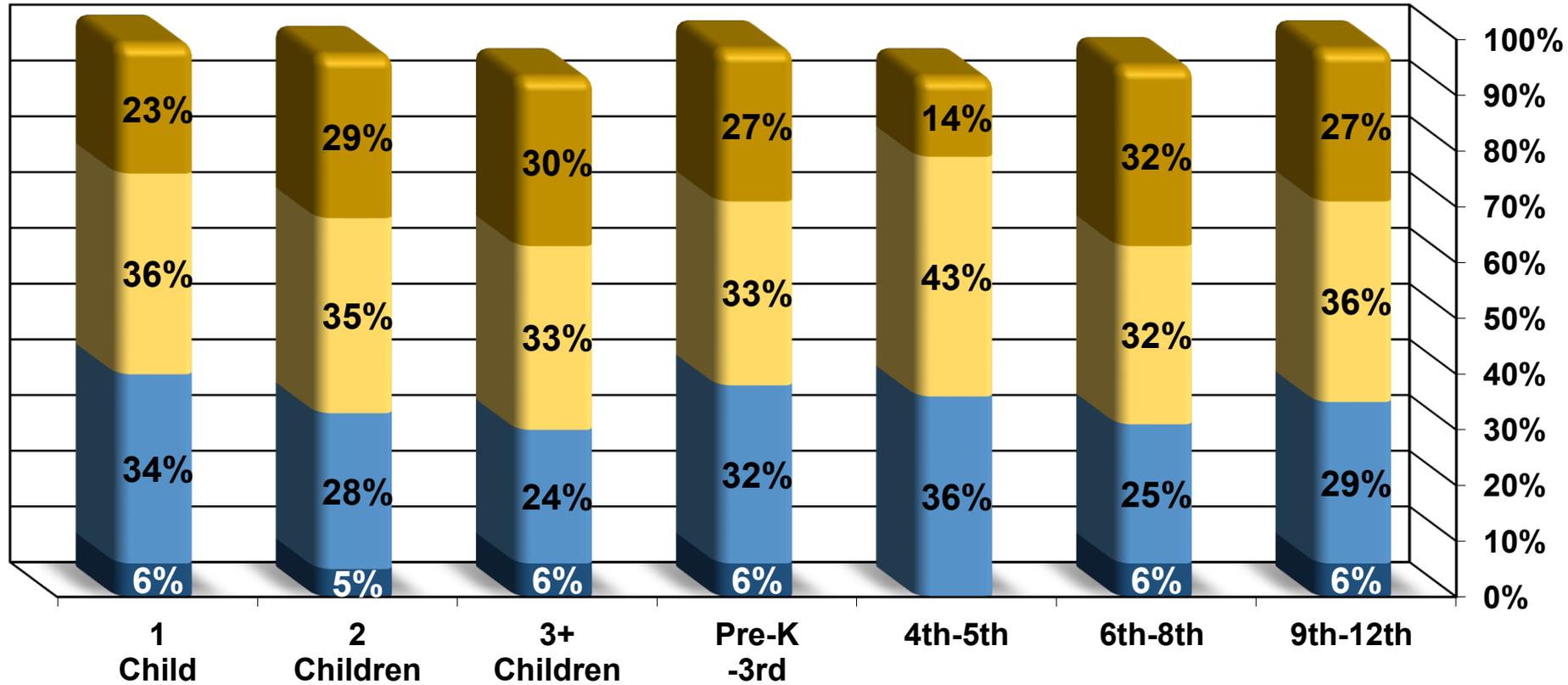
Very Confident Somewhat Confident Not Very Confident Not Confident At All



Brick-and-mortar charter parents are the most confident – and significantly more so.

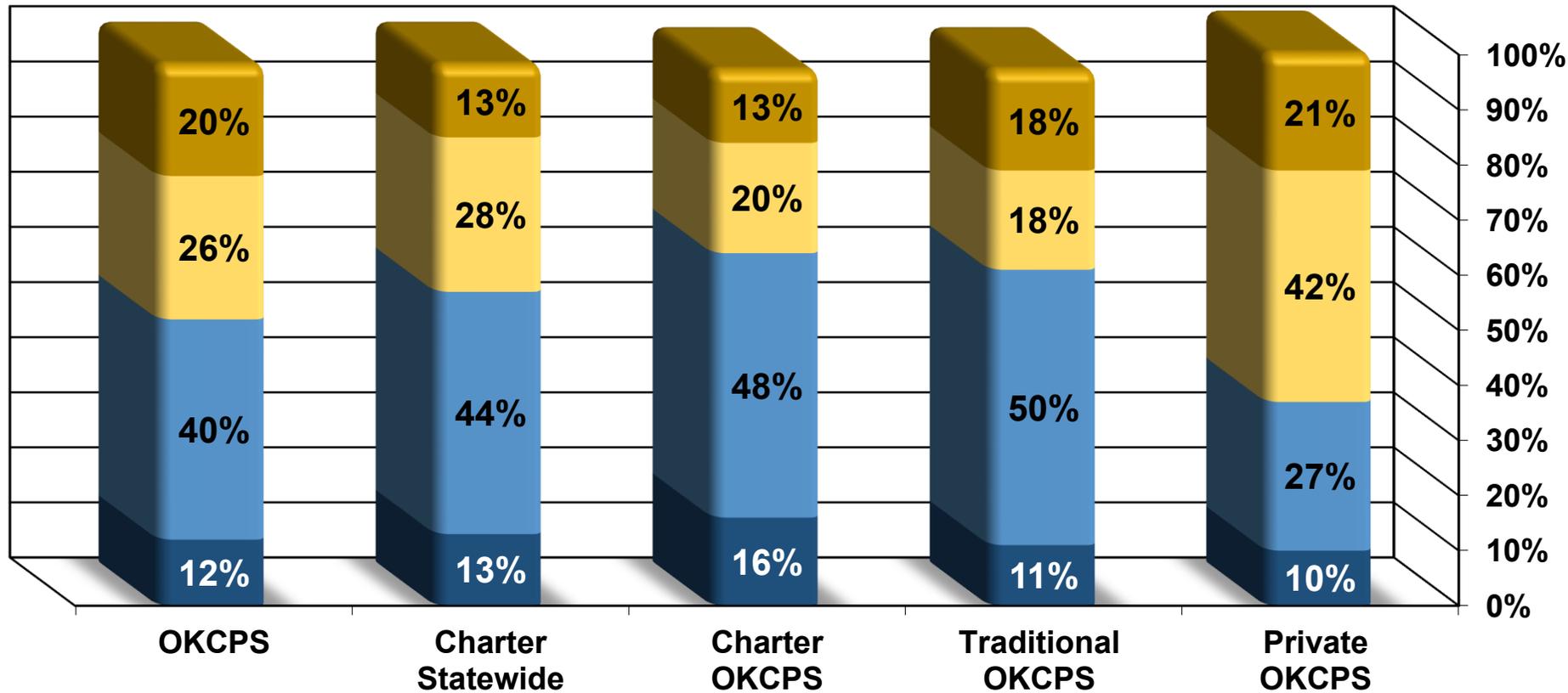
Confidence in OK Student Testing System? Children/Grade

Very Confident Somewhat Confident Not Very Confident Not Confident At All



Confidence in OK Student Testing System? Overlays

Very Confident Somewhat Confident Not Very Confident Not Confident At All

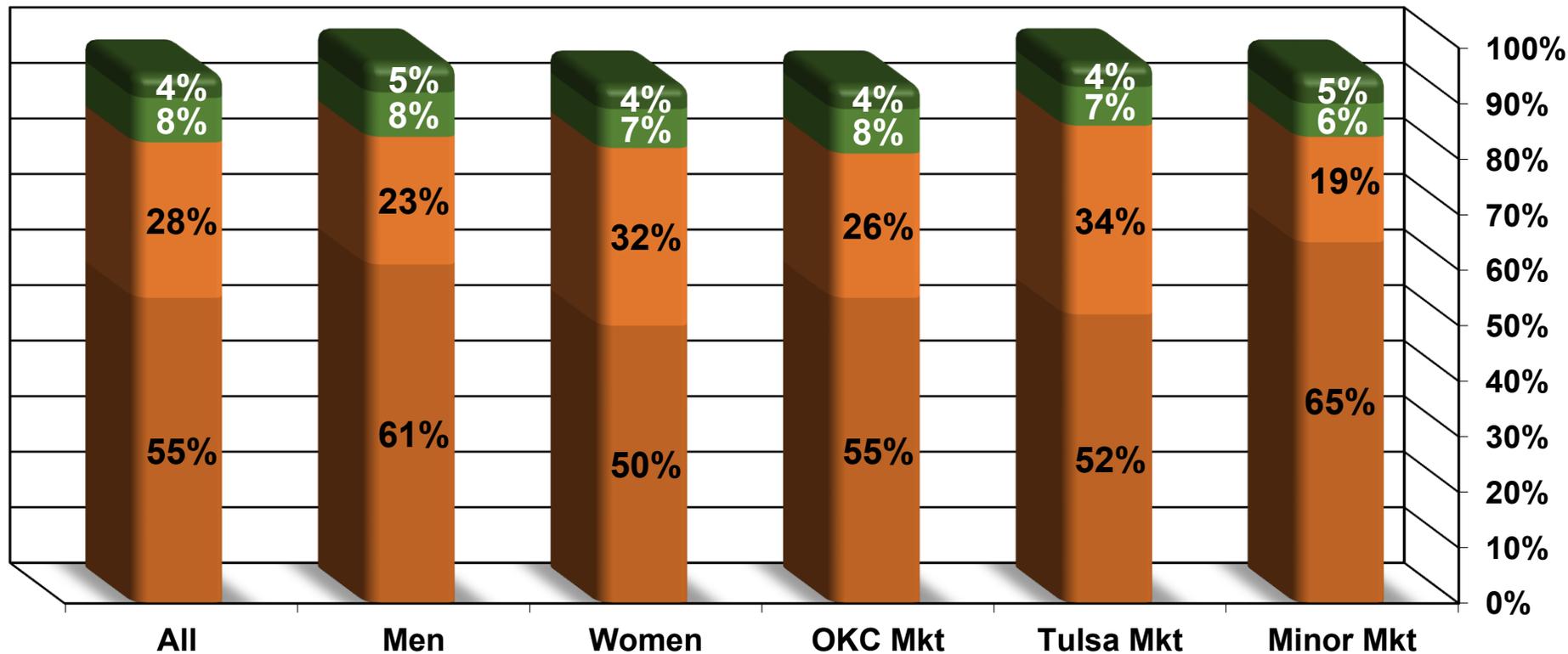


With the exception of those who have chosen private schools, we tend to see more confidence in OKCPS than we do statewide.

OK Student Testing System?

55% Very Important; 28% Somewhat Important; 8% Not Very Important; 4% Not Important At All; 5% Undecided

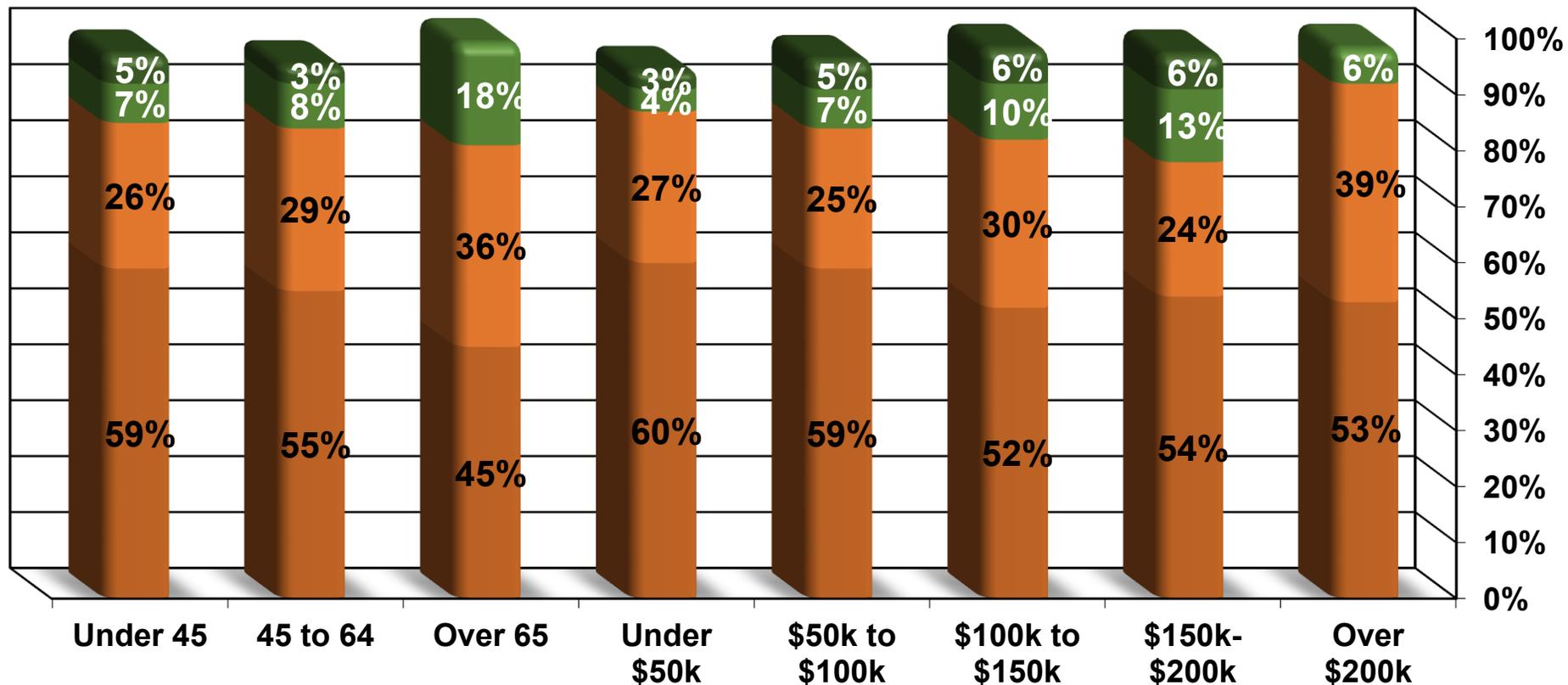
Very Important Somewhat Important Not Very Important Not Important At All



While they have little confidence in the system, they see testing as important.

OK Student Testing System? Age/Income

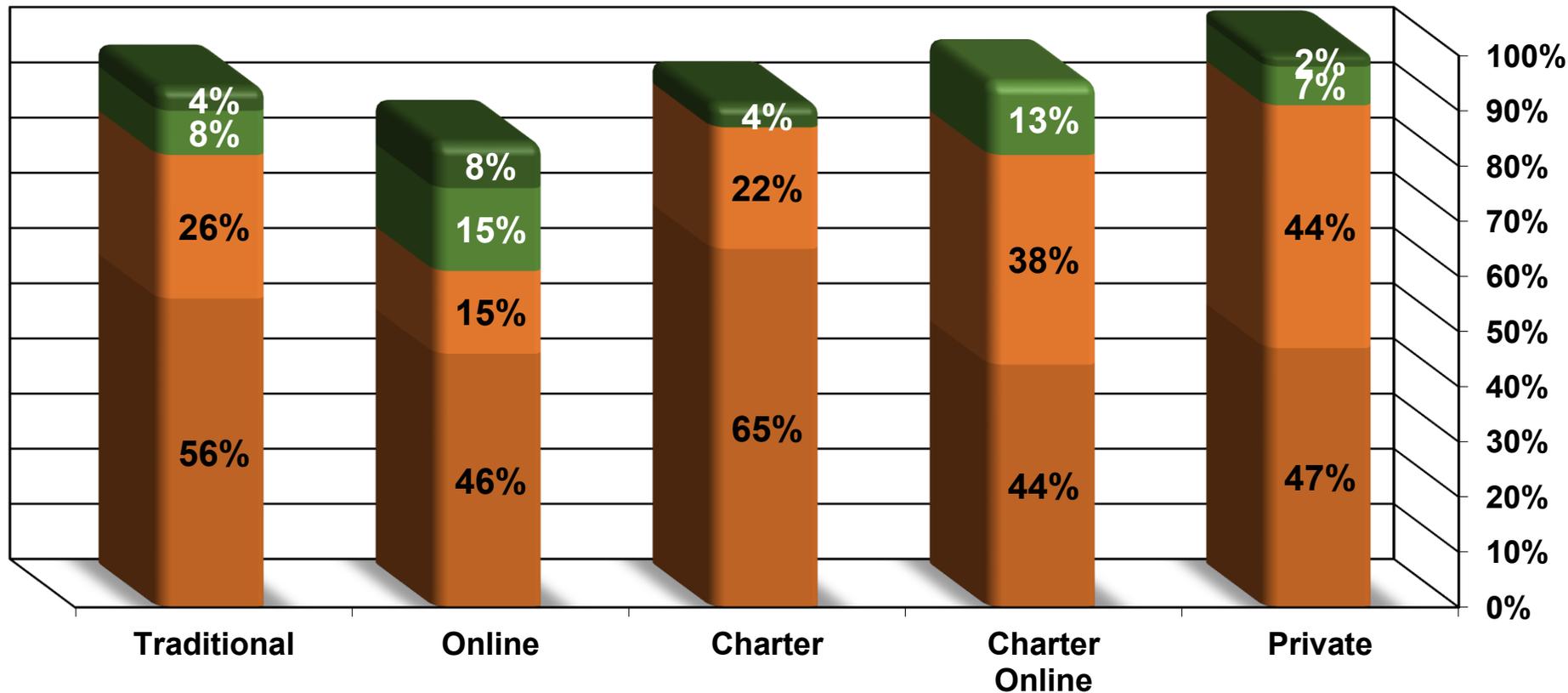
■ Very Important
 ■ Somewhat Important
 ■ Not Very Important
 ■ Not Important At All



Lower income and younger parents are the most likely to say the testing system is very important.

OK Student Testing System? School Type

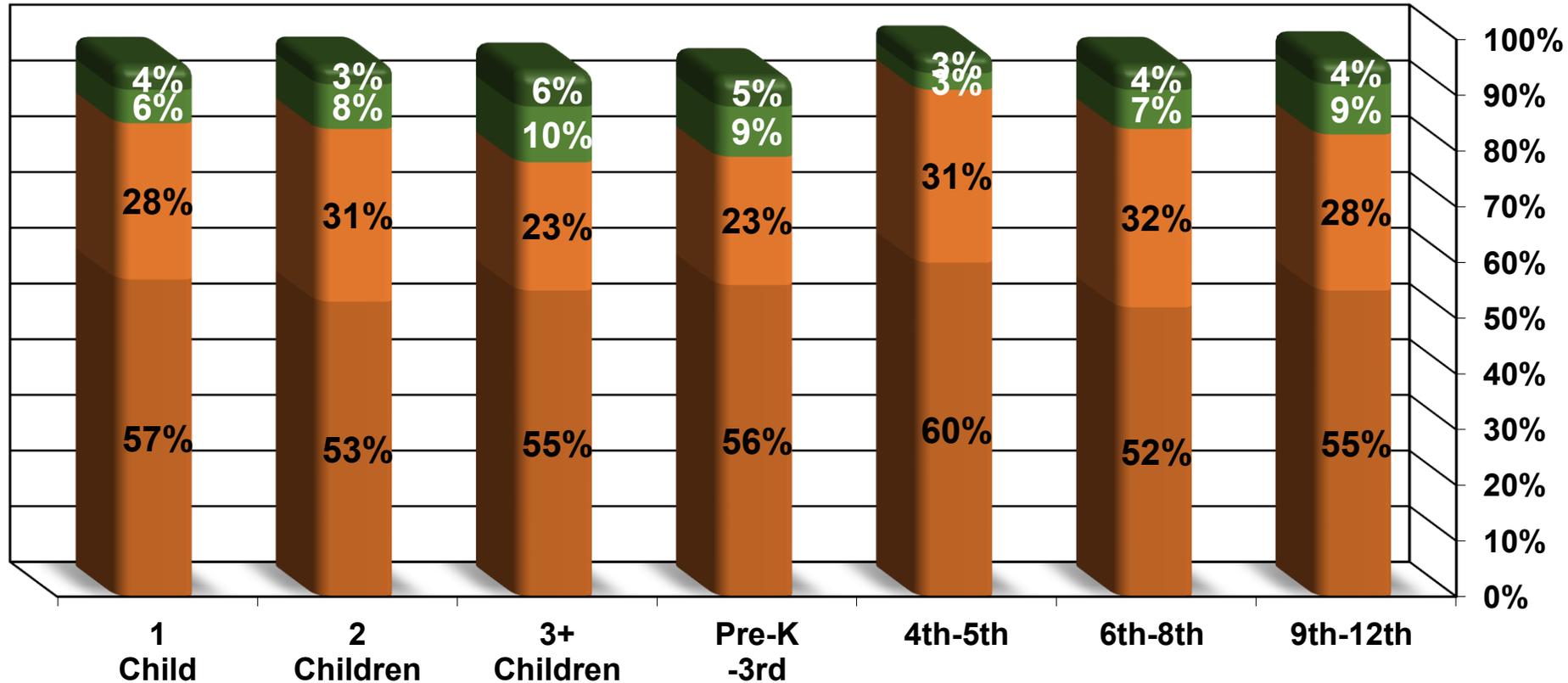
Very Important Somewhat Important Not Very Important Not Important At All



Those who have chosen traditional charters are the most likely to say testing is very important.

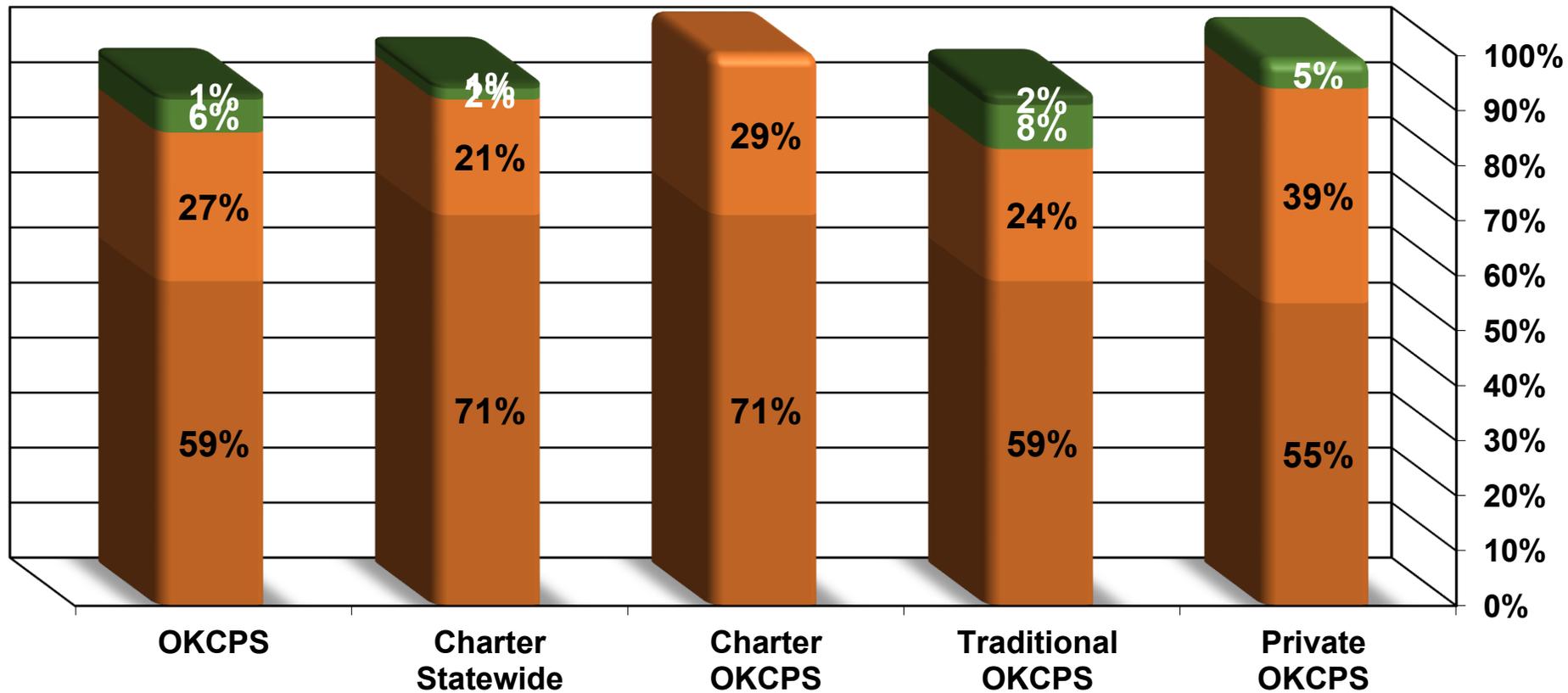
OK Student Testing System? Children/Grade

Very Important Somewhat Important Not Very Important Not Important At All



OK Student Testing System? Overlays

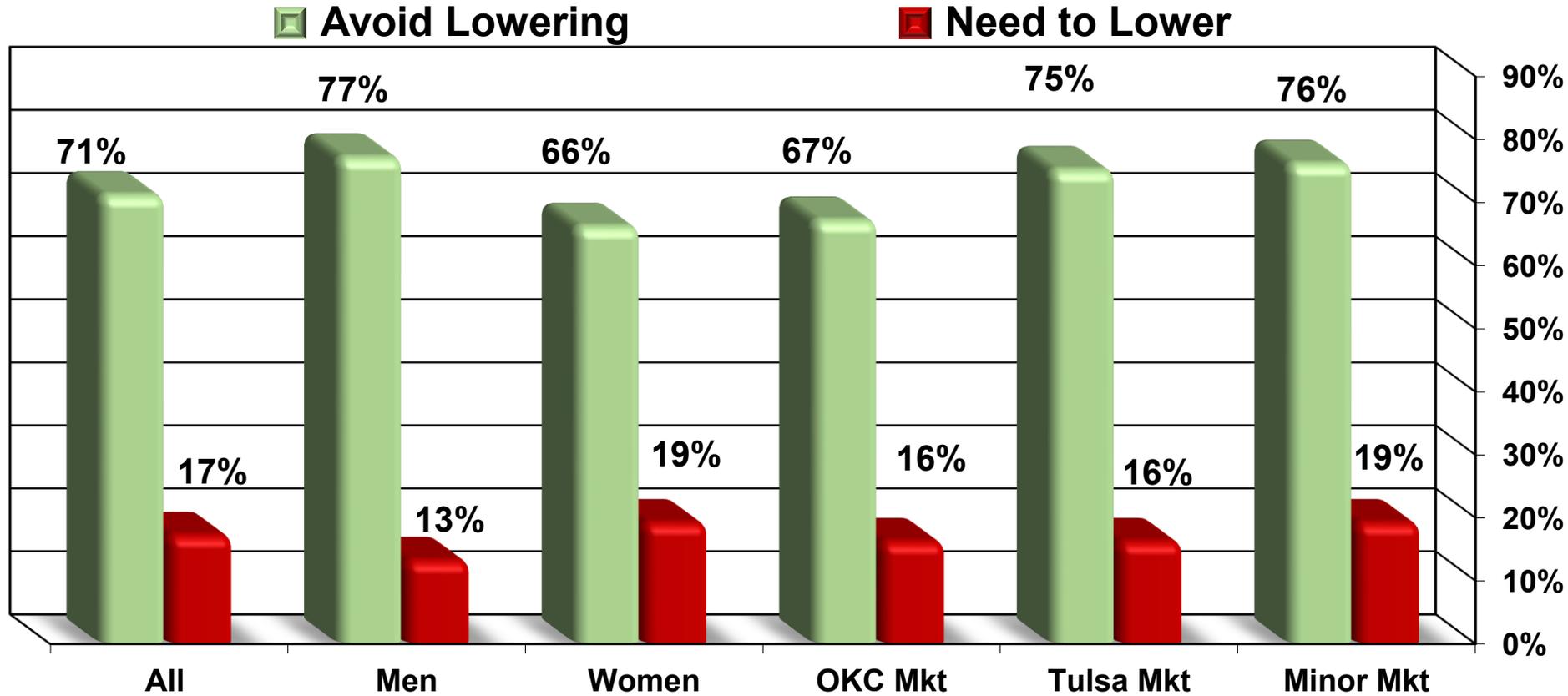
Very Important Somewhat Important Not Very Important Not Important At All



OKCPS parents of all choices made see testing system as important.

Belief About Cut Scores?

71% Avoid Lowering Cut Scores; 17% Need to Lower Cut Scores;
12% Undecided

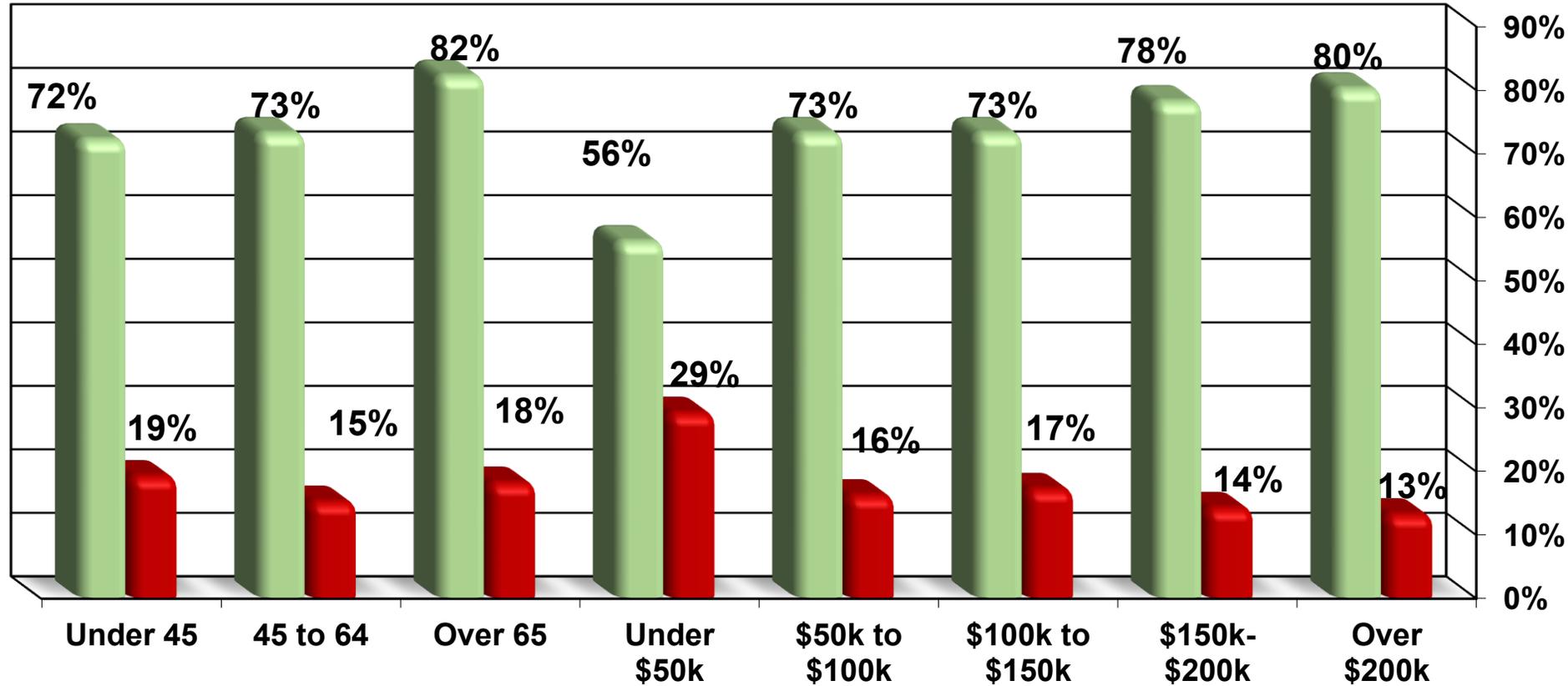


By a better than 4-to-1 ratio, parents want to avoid lowering cut scores.

Belief About Cut Scores? Age/Income

■ Avoid Lowering

■ Need to Lower

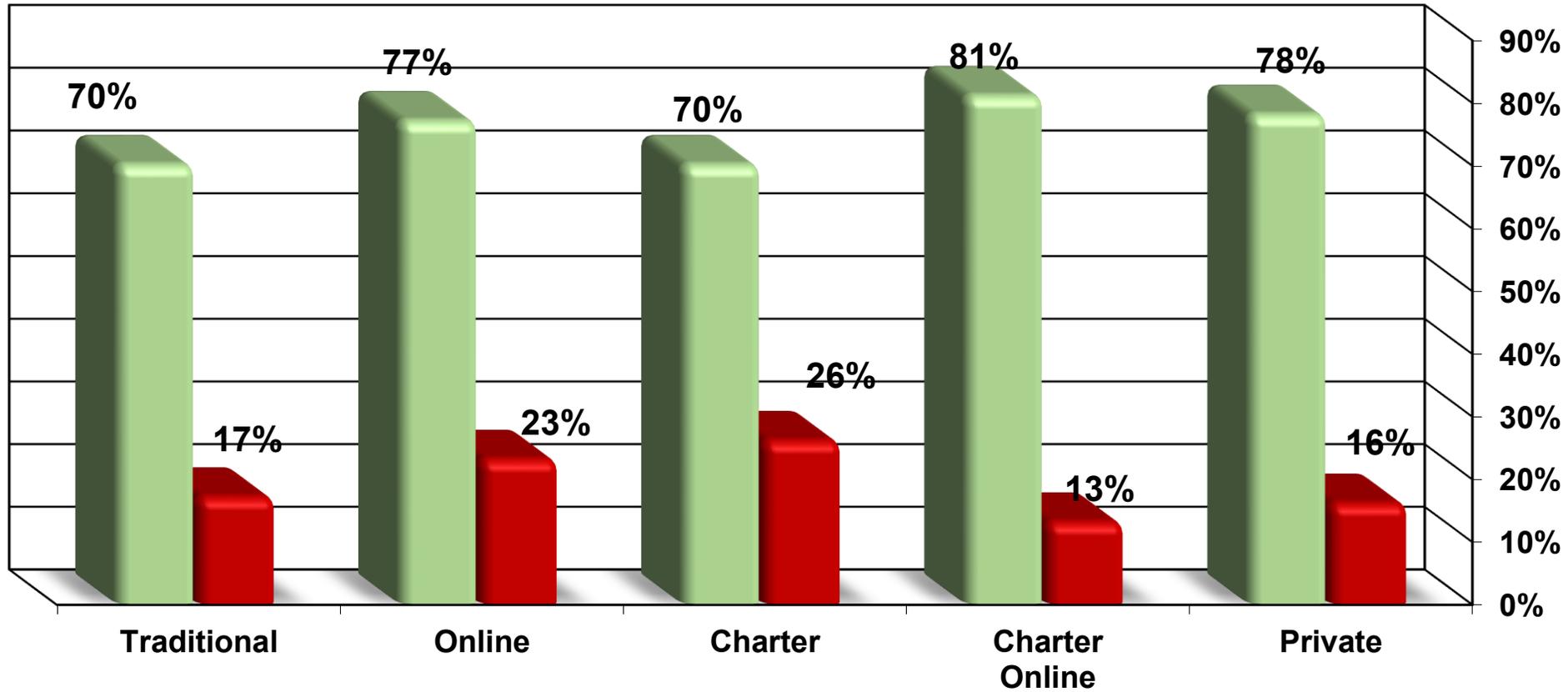


Opposition to lowering cut scores increases slightly with both age and income.

Belief About Cut Scores? School Type

■ Avoid Lowering

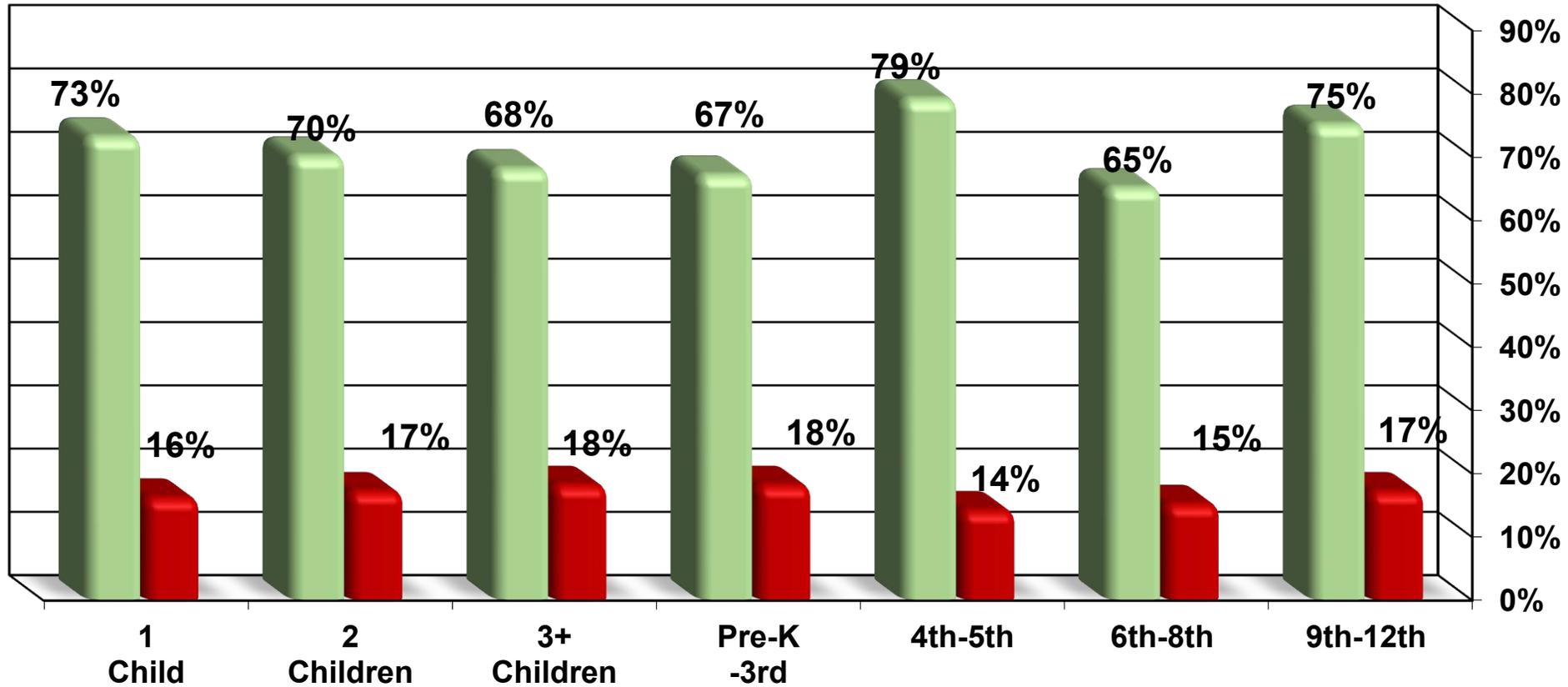
■ Need to Lower



Belief About Cut Scores? Children/Grade

■ Avoid Lowering

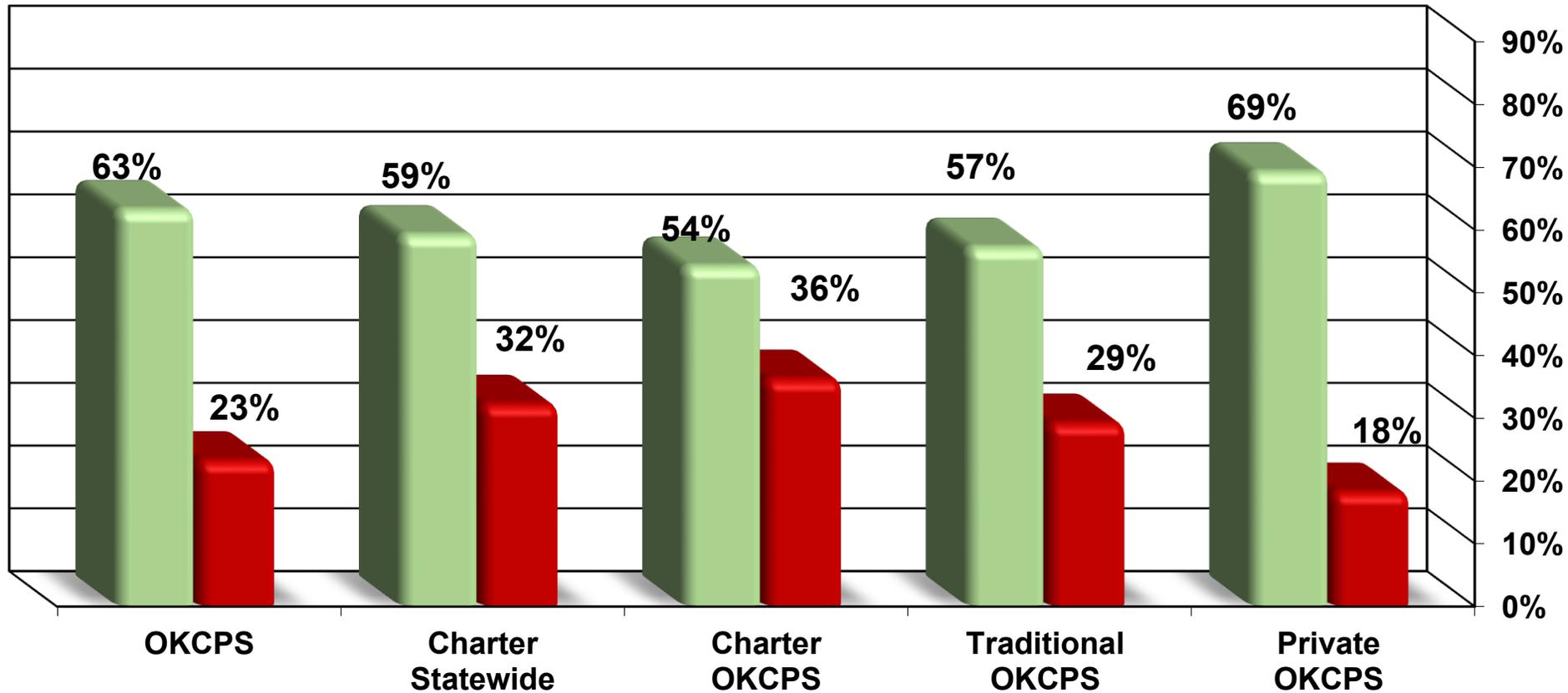
■ Need to Lower



Belief About Cut Scores? Overlays

■ Avoid Lowering

■ Need to Lower

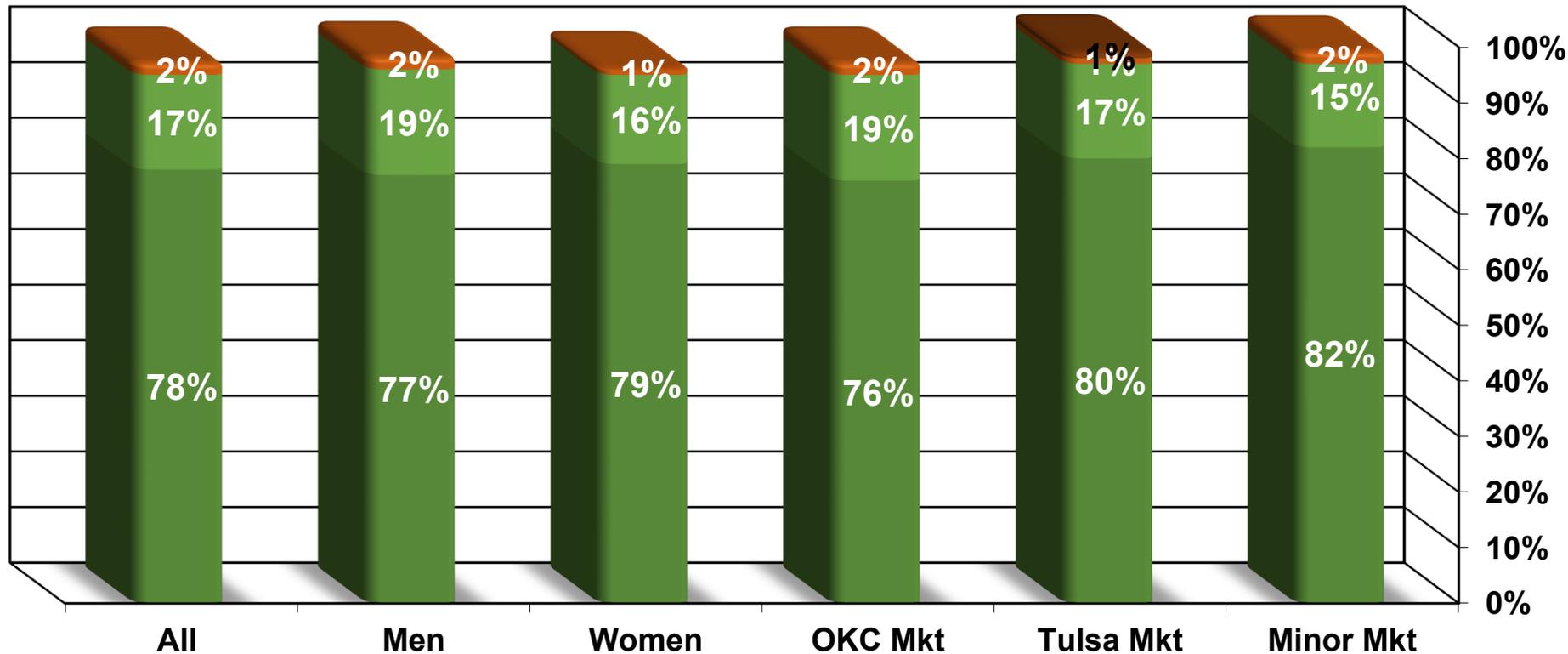


OKCPS – led by those in charters – are not as robust on avoid lowering as we see statewide.

System to Track Student Progress?

78% Very Important; 17% Somewhat Important; 2% Not Very Important; 0% Not Important At All; 2% Undecided

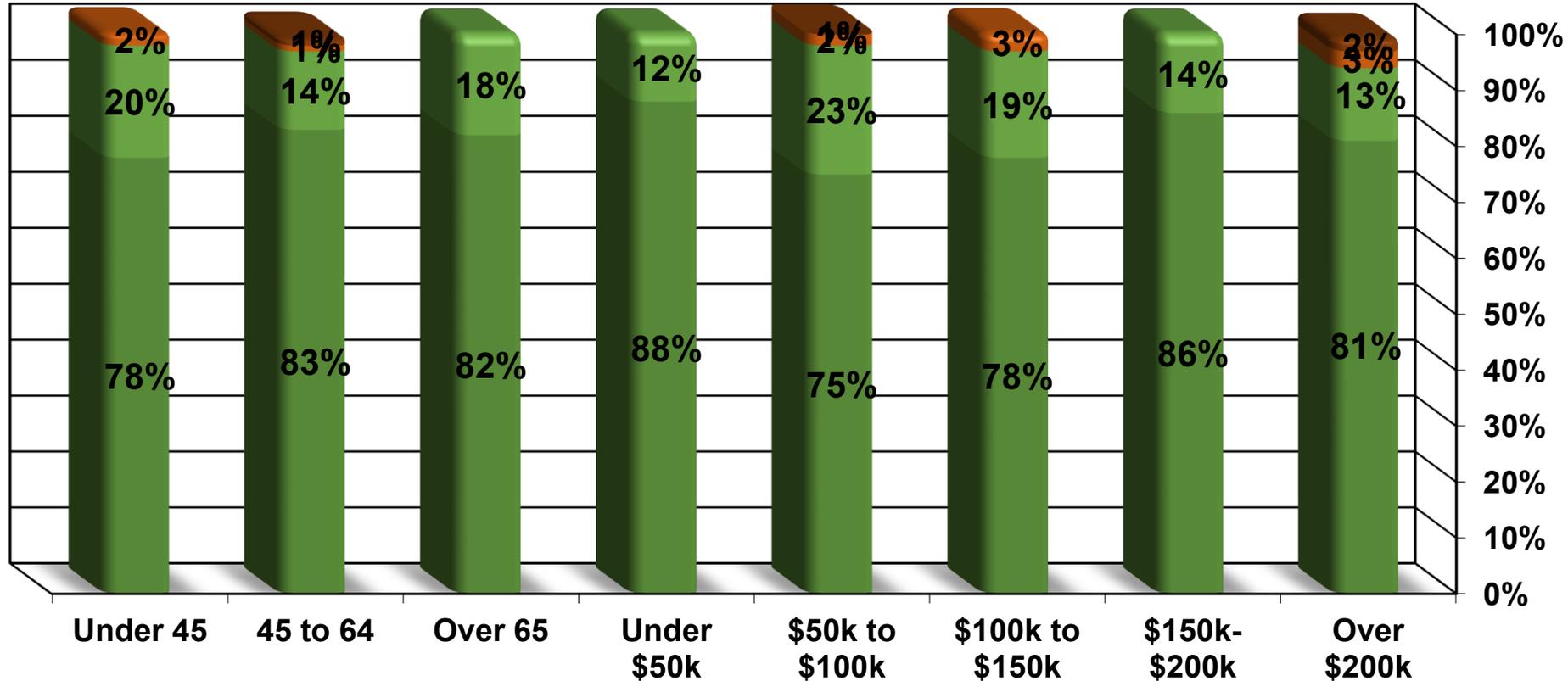
Very Important Somewhat Important Not Very Important Not Important At All



95% of parents say tracking student progress is at least somewhat important – and an astonishing 78% say it is very important.

System to Track Student Progress? Age/Income

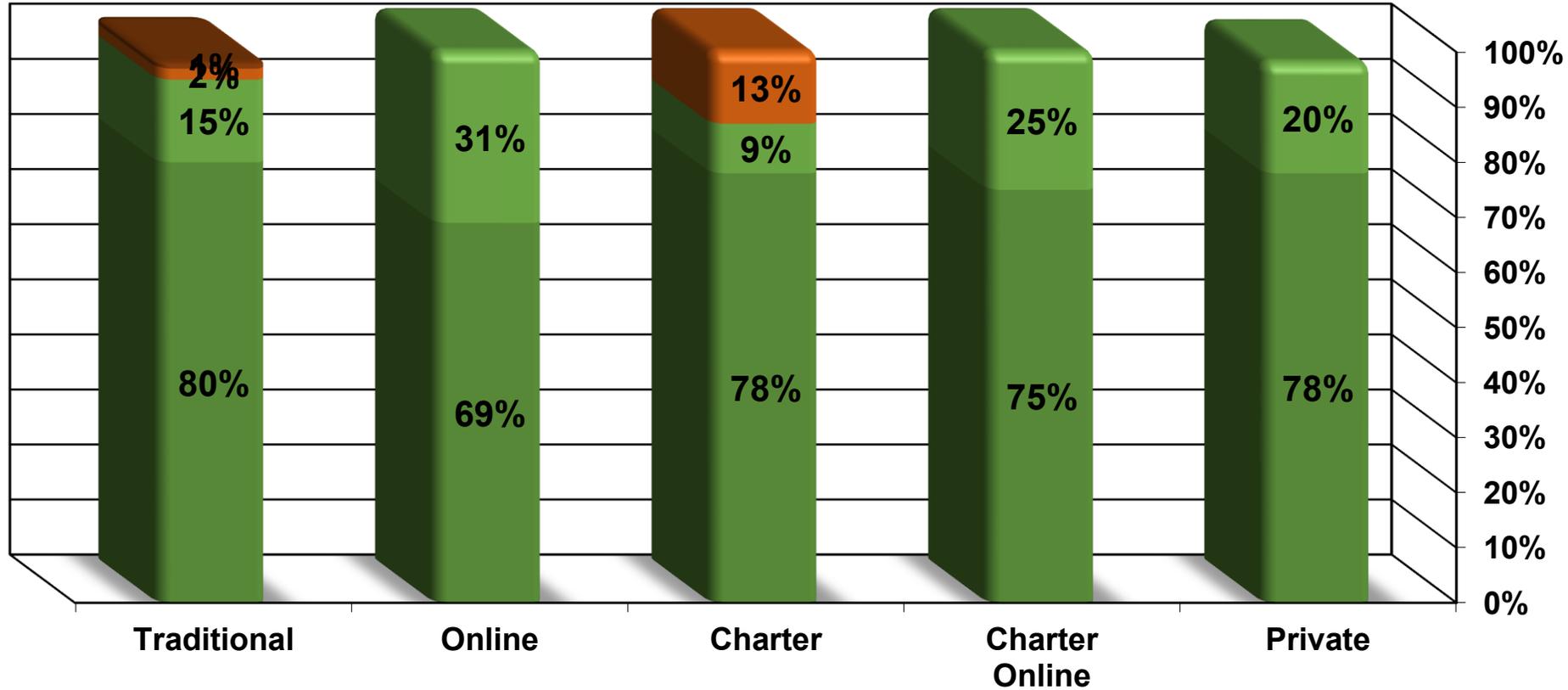
Very Important Somewhat Important Not Very Important Not Important At All



These numbers are high across all subgroups.

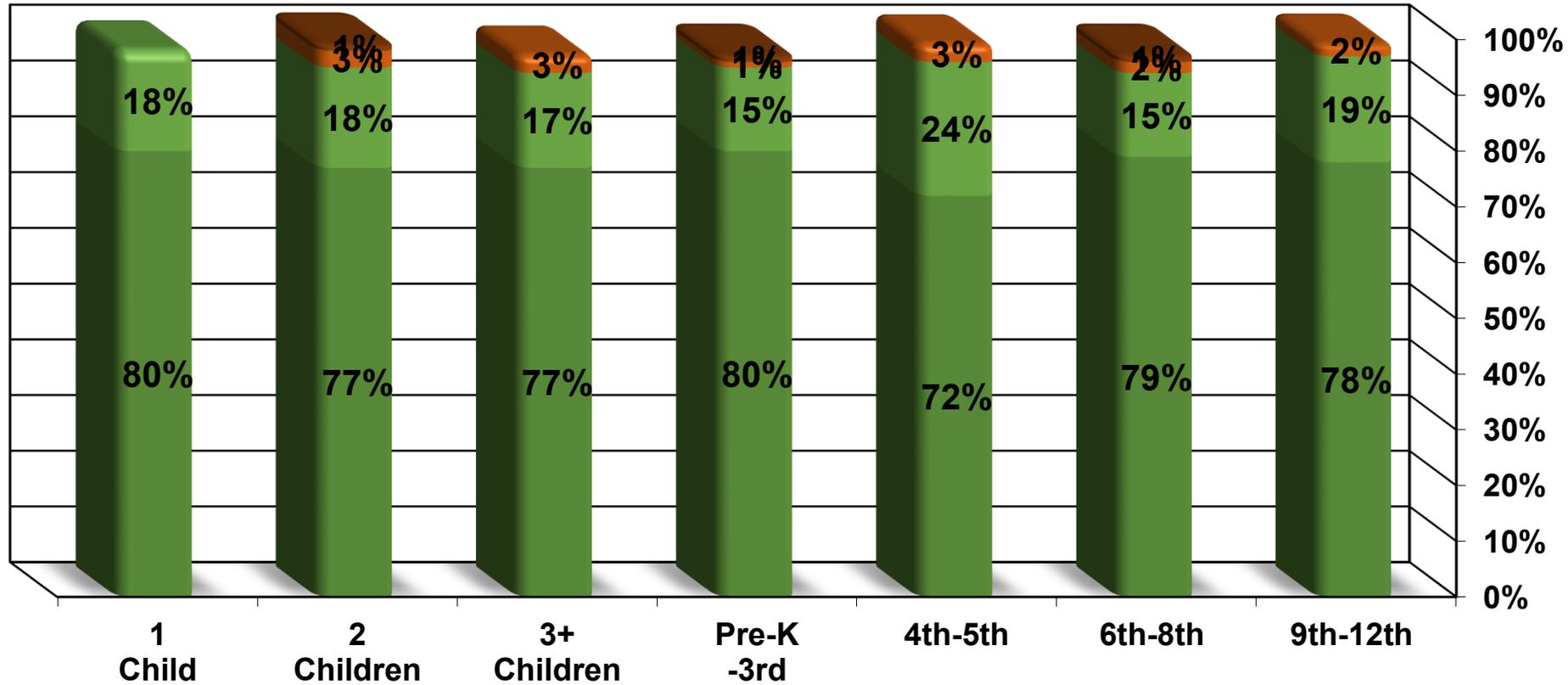
System to Track Student Progress? School Type

Very Important Somewhat Important Not Very Important Not Important At All



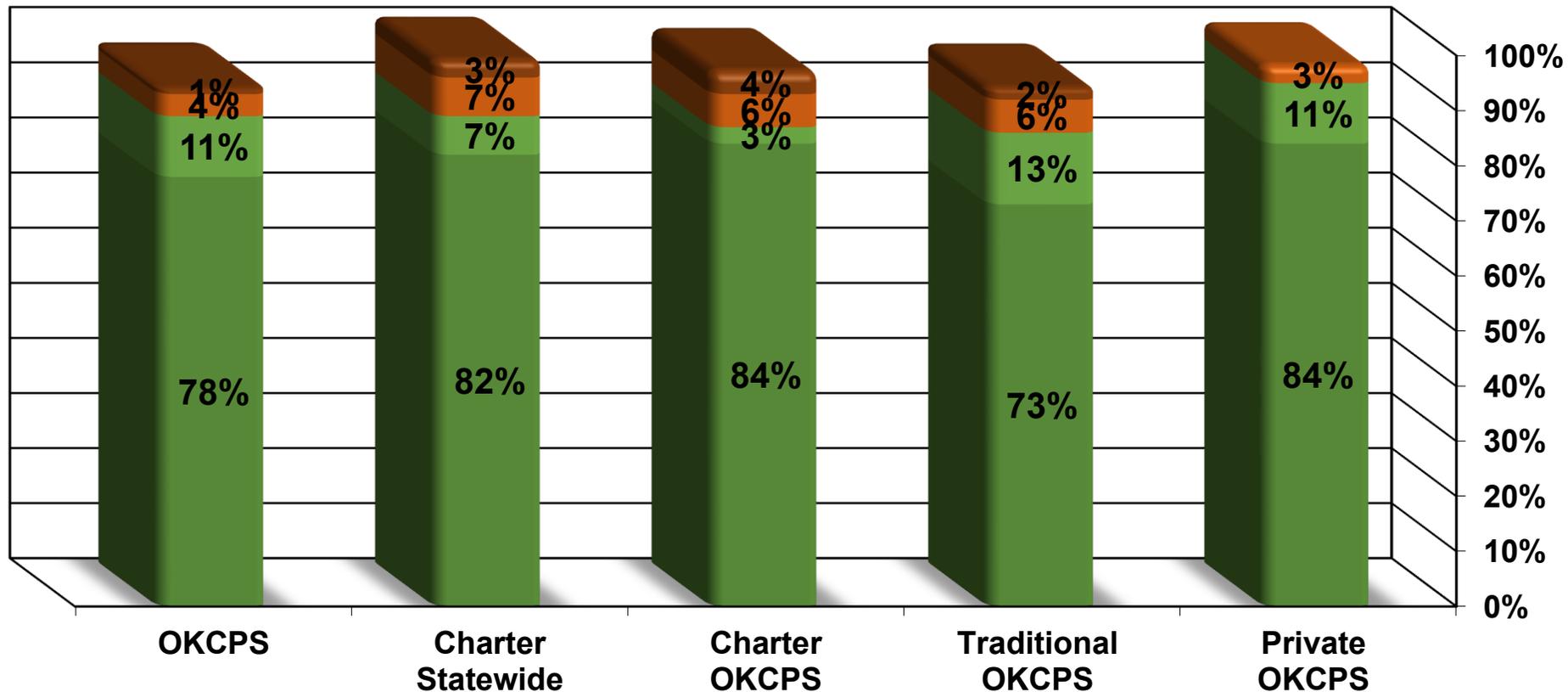
System to Track Student Progress? Children/Grade

Very Important Somewhat Important Not Very Important Not Important At All



System to Track Student Progress? Overlays

Very Important Somewhat Important Not Very Important Not Important At All

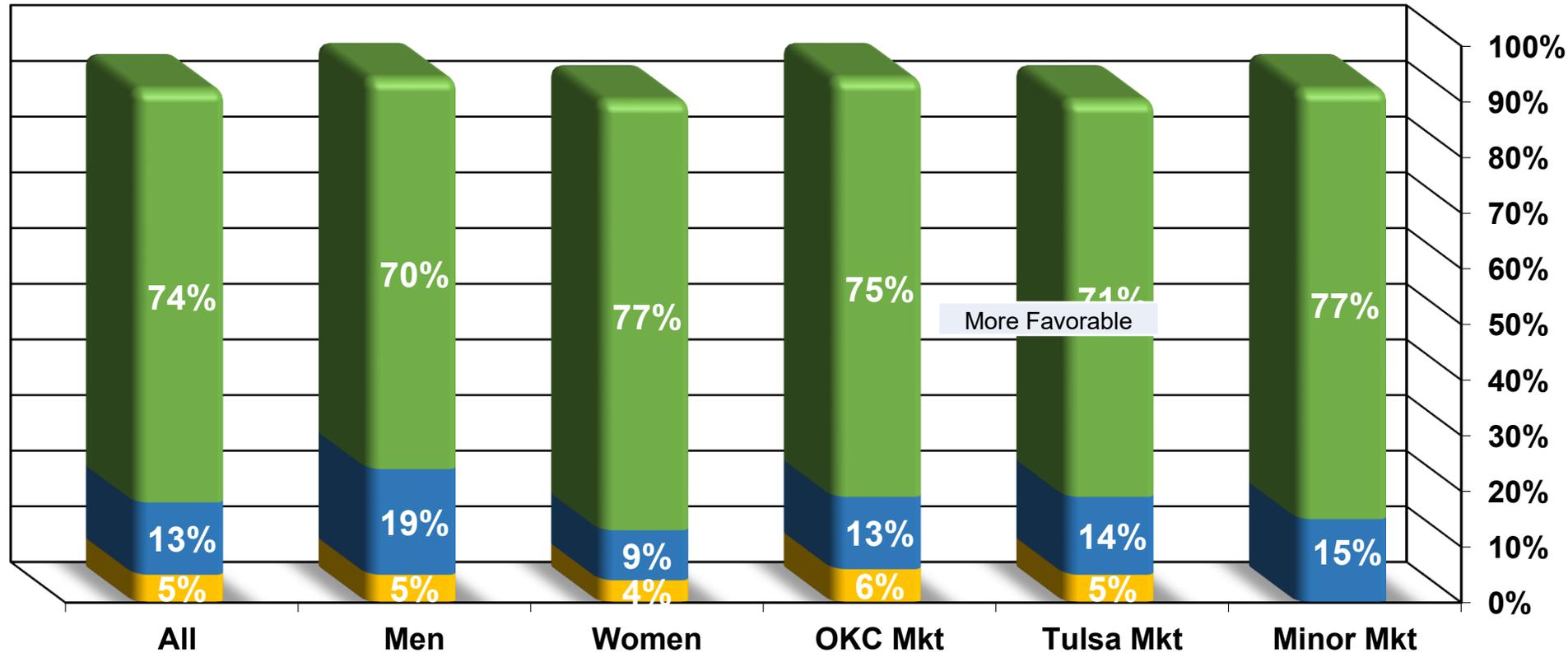


OKCPS is very similar to the state on this question.

Amount Spent on K-12 Education?

5% Too Much; 13% About Right Amount; 74% Too Little; 8% Undecided

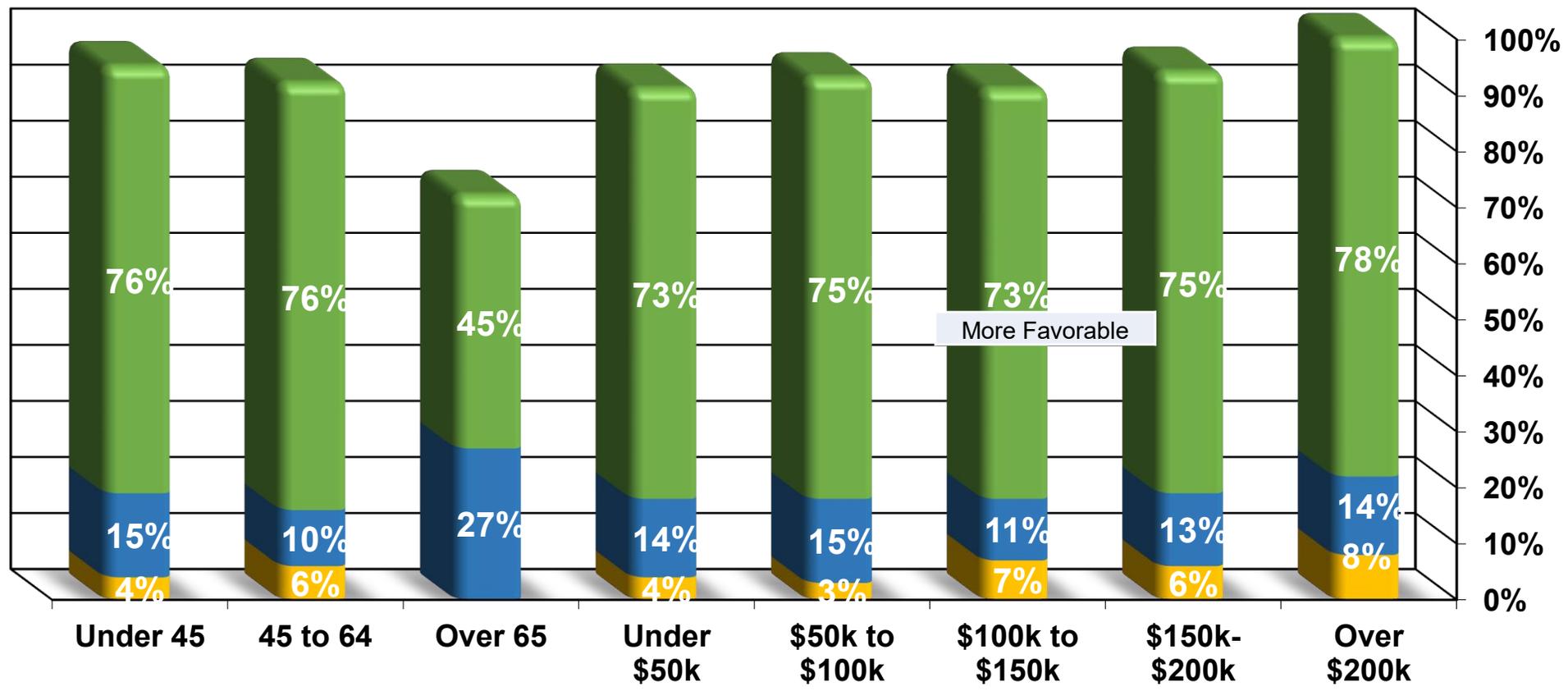
Too Much About Right Amount Too Little



Almost three quarters believe schools have too little money. Just one-in-twenty think they have too much.

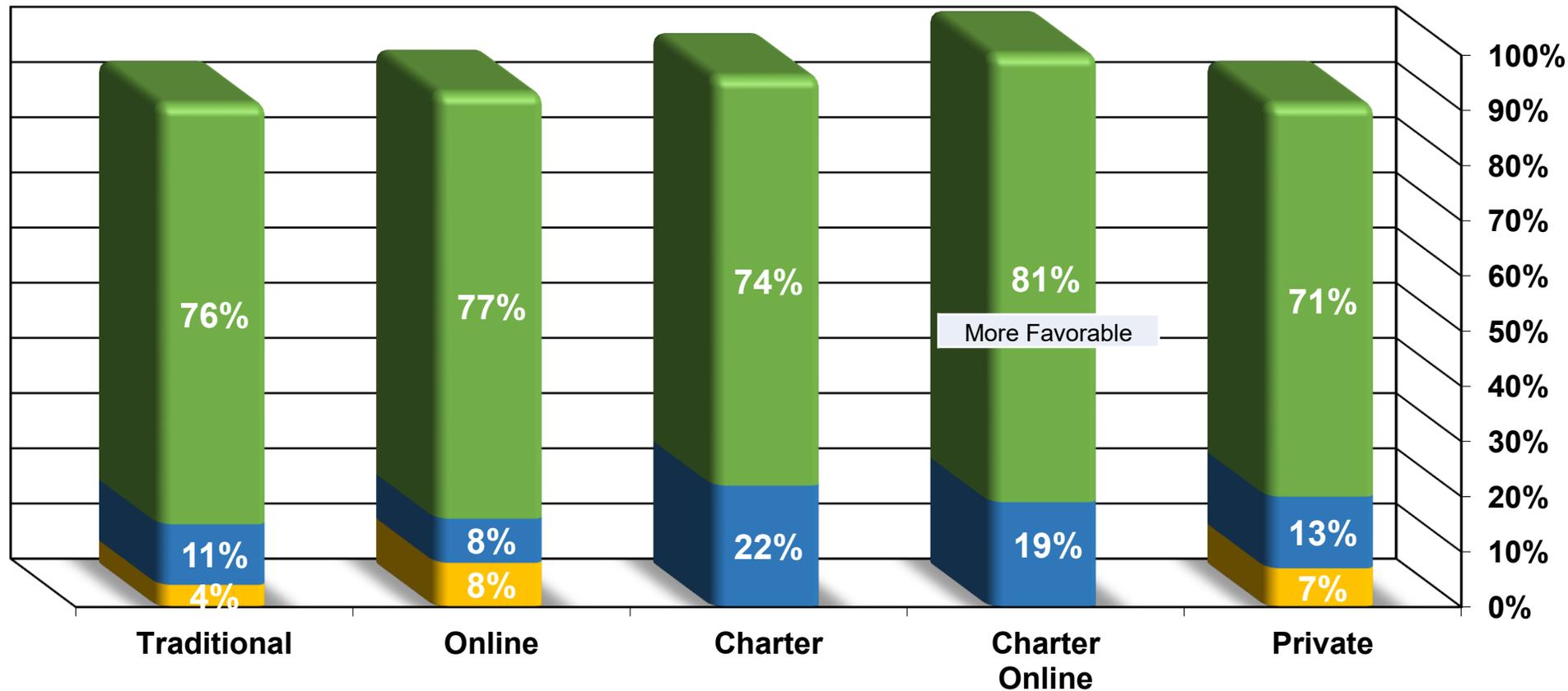
Amount Spent on K-12 Education? Age/Income

■ Too Much
 ■ About Right Amount
 ■ Too Little



Amount Spent on K-12 Education? School Type

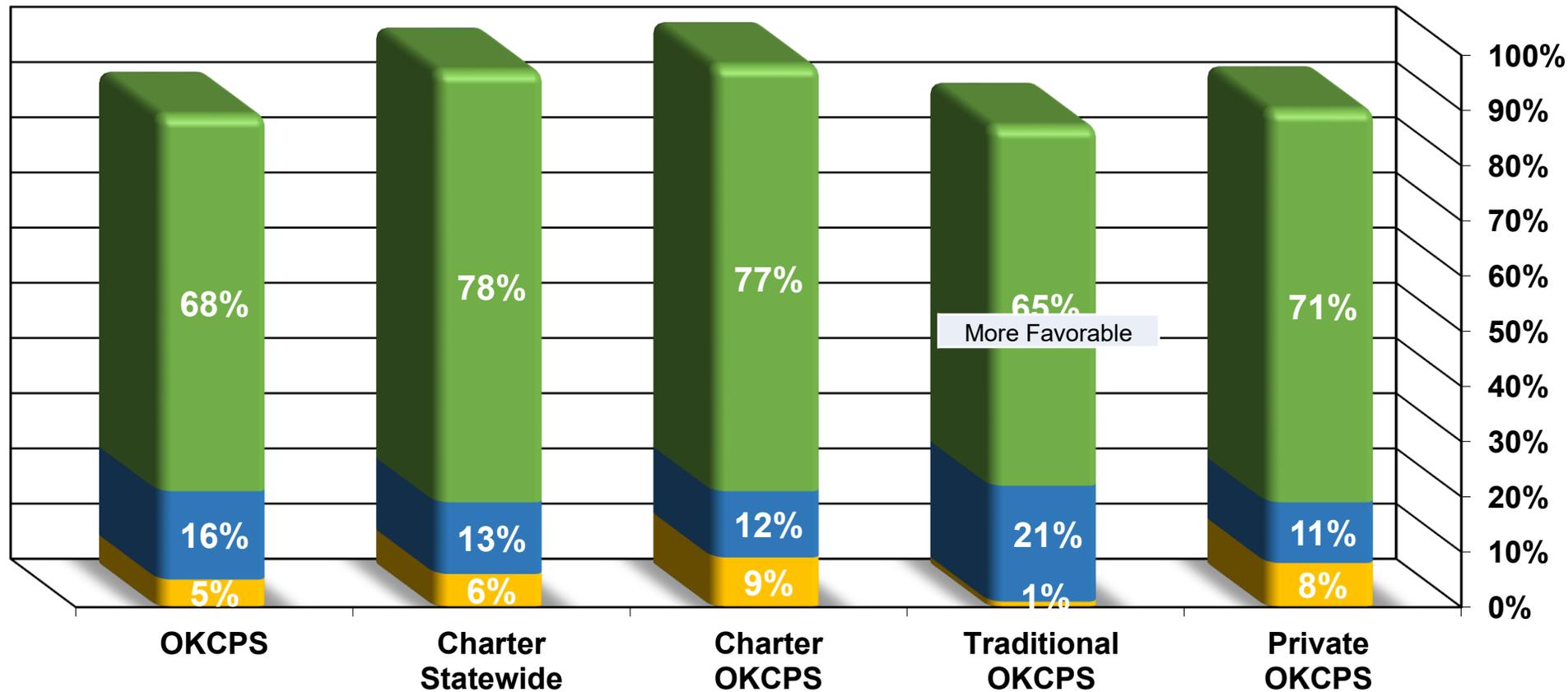
Too Much About Right Amount Too Little



The type of school utilized does not have much of a correlation here – though it is interesting that not a single respondent using charter schools (both brick and online) say they have too much.

Amount Spent on K-12 Education? Overlays

Too Much About Right Amount Too Little



OKCPS charter parents are the most likely to say more money is needed.



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