

MILLENNIAL PARENTS SUPPORT DIY EDUCATION OPTIONS



MILLENNIALS VIEW K-12 EDUCATION THROUGH TECH-SAVVY LENS



92%

of **MILLENNIAL** parents think students should be able to choose tuition-free online learning options
→ Compared to **82%** of **GEN X** and **87%** of **BABY BOOMER** parents



81%

8-in-10 **MILLENNIAL** parents agree that online schools have the potential to personalize education
→ Compared to **72%** of **GEN X** and **76%** of **BABY BOOMER** parents



77%

of **MILLENNIAL** parents are supportive of alternative approaches to education
→ Compared to **67%** of **GEN X** and **75%** of **BABY BOOMER** parents



77%

of **MILLENNIAL** parents think students should have the option to take all of their classes online
→ Compared to **65%** of **GEN X** and **71%** of **BABY BOOMER** parents



62%

of **MILLENNIAL** parents would consider online school for their child
→ Compared to **55%** of **GEN X** and **61%** of **BABY BOOMER** parents

MILLENNIAL PARENTS CONSIDER K-12 ONLINE EDUCATION OPTIONS

- Millennials are now the largest living generation in the country.¹
- 43% of children age 0–17 had Millennial parents in 2014, and this figure is expected to exceed 50% in 2016.²
- 55% of millennials and 48% of Millennial parents have taken an online course
- The vast majority of Americans, 76%, and nearly all Millennial parents (92%), feel that K–12 public school students should be able to choose tuition-free online learning options to meet a student's learning needs.
- More than 1/3 of Millennial and Baby Boomer parents who have or know a child in online public school give the school an "A" grade.