



 MORNING CONSULT

EdChoice

GEN POP NATIONAL
POLLING PRESENTATION

November 2020

Key Points

- 1 Americans confidence in the direction of education has experienced a notable decrease this month.** This is especially true for education at a national level which has dropped by 10 points since October.
- 2 Parents have grown in concern over their children attending school.** Most believe that schools won't be safe for in-person learning until February 2021 or later.
- 3 Many school parents prefer their children return to smaller group sizes of 15 students or less following the pandemic.** However, most parents want their children to return to traditional schooling as it relates to curriculum, instruction, and environment.
- 4 Parents that are interested in or are participating in learning pods are willing to nearly \$140 per month to take part.** Most are utilizing or looking to utilize pods as a supplement to their child's regular schooling, not as a replacement. Interest in joining or forming a pod has remained steady over the last few months.
- 5 Parents of children enrolled in private or charter schools rate their children's learning development much higher this year than those with children enrolled in public district schools.** Parents are more likely to prefer public district schools over private schools, charter schools, and homeschooling, but continue to have diverse schooling preferences.
- 6 Americans generally believe teachers unions are more helpful than they are hurtful, especially school parents.** Though a majority feel that teachers unions prioritize teachers rather than students, parents, and the local community.

Methodology (also see slides 58-59)

This poll was conducted from November 12-18, 2020, among a national sample of 2,200 adults and an oversample of 700 school parents. The interviews were conducted online and the data were weighted to approximate a target sample of adults and school parents based on age, race/ethnicity, gender, educational attainment, and region.

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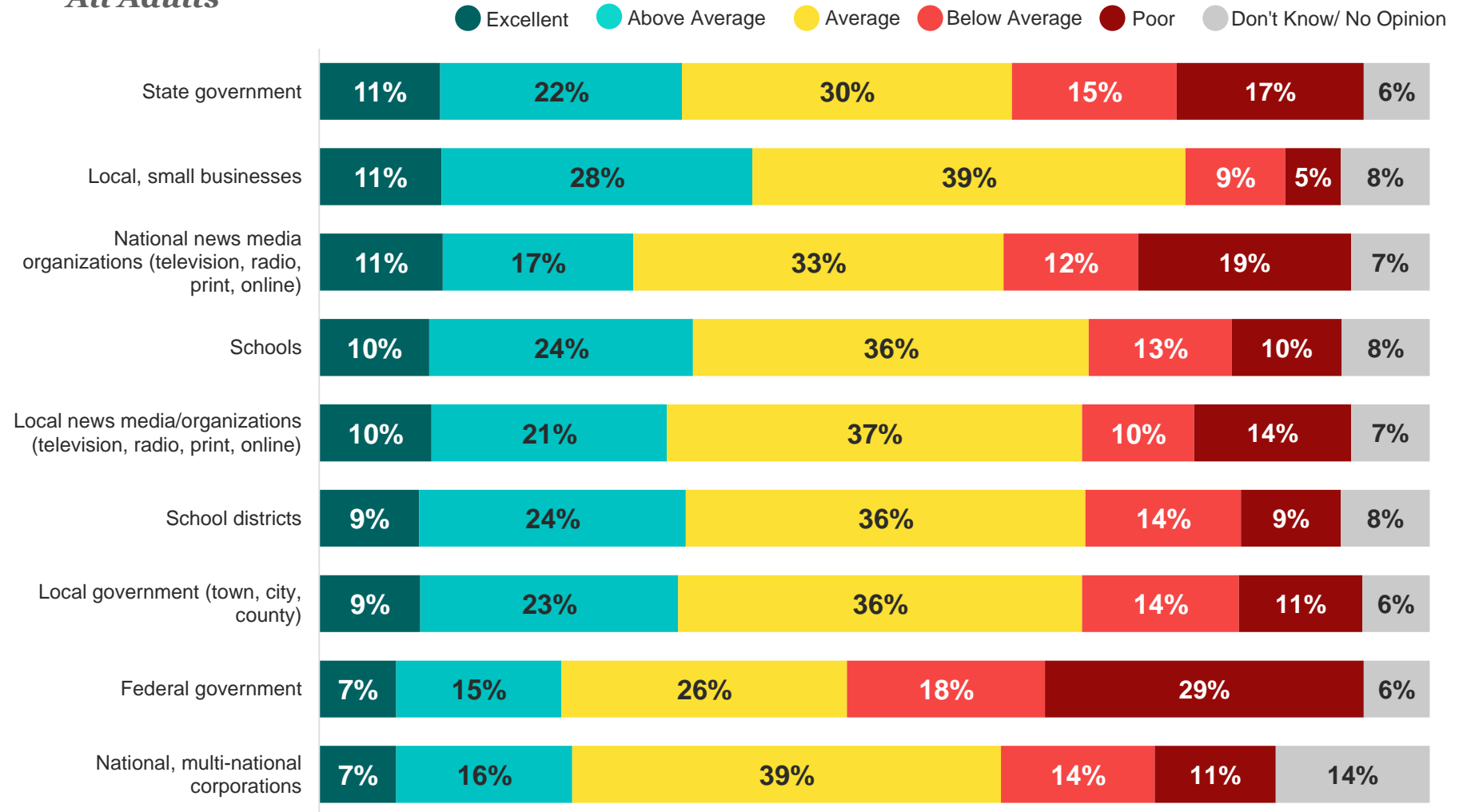
Survey Profile and Demographics

COVID-19 Response Rating

Most Americans still grade institutional responses to the coronavirus pandemic as average or better. The Federal Government continues to get the lowest ratings.

Based on what you have seen, read, or heard so far, how would you rate the following institutions on their response to the coronavirus (COVID-19) outbreak?

All Adults



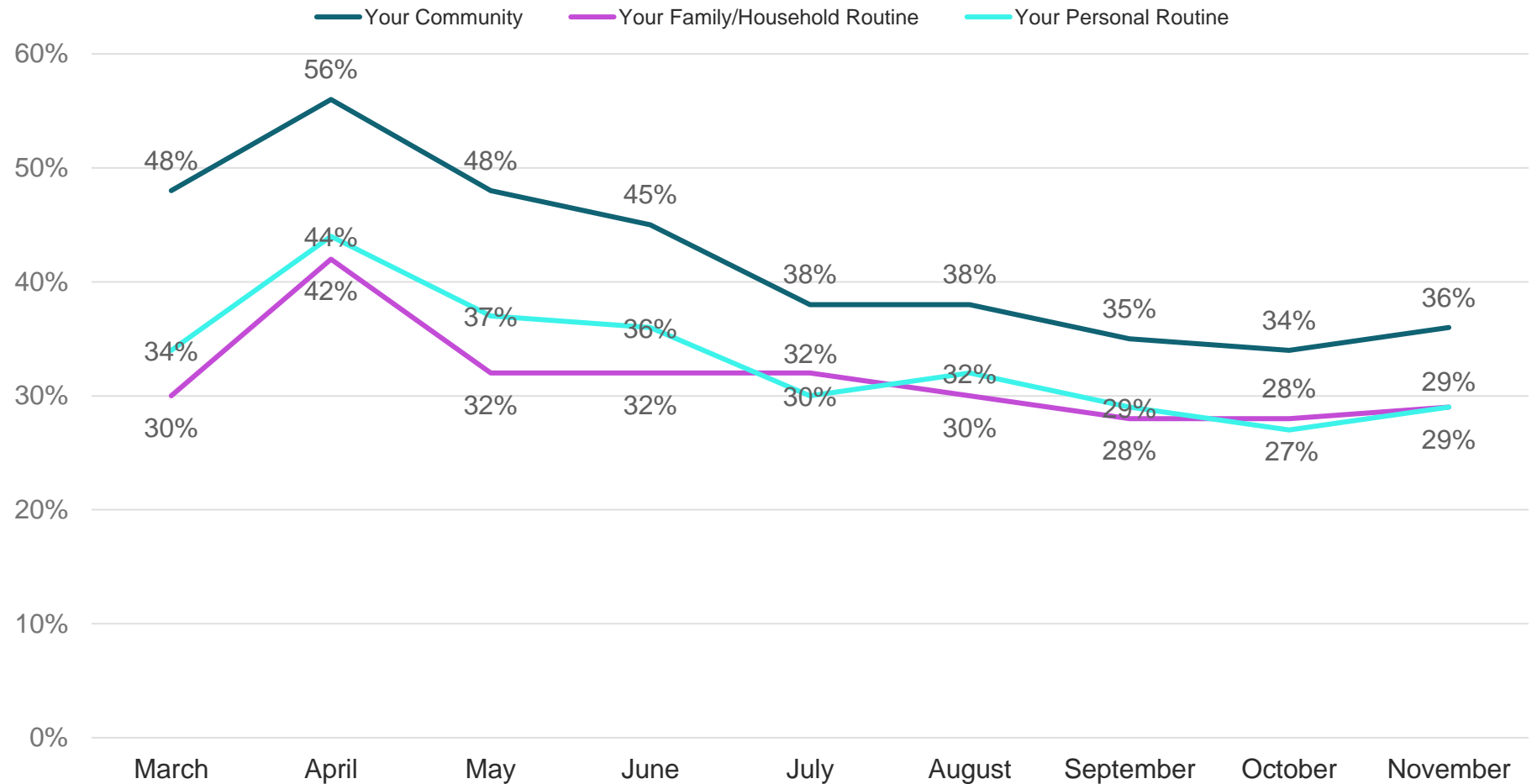
COVID-19 Disruption

The level of severe disruption caused by the outbreak has maintained its levels since July.

How disruptive has the coronavirus (also called COVID-19) been on each of the following?

All Adults

% Very Disruptive

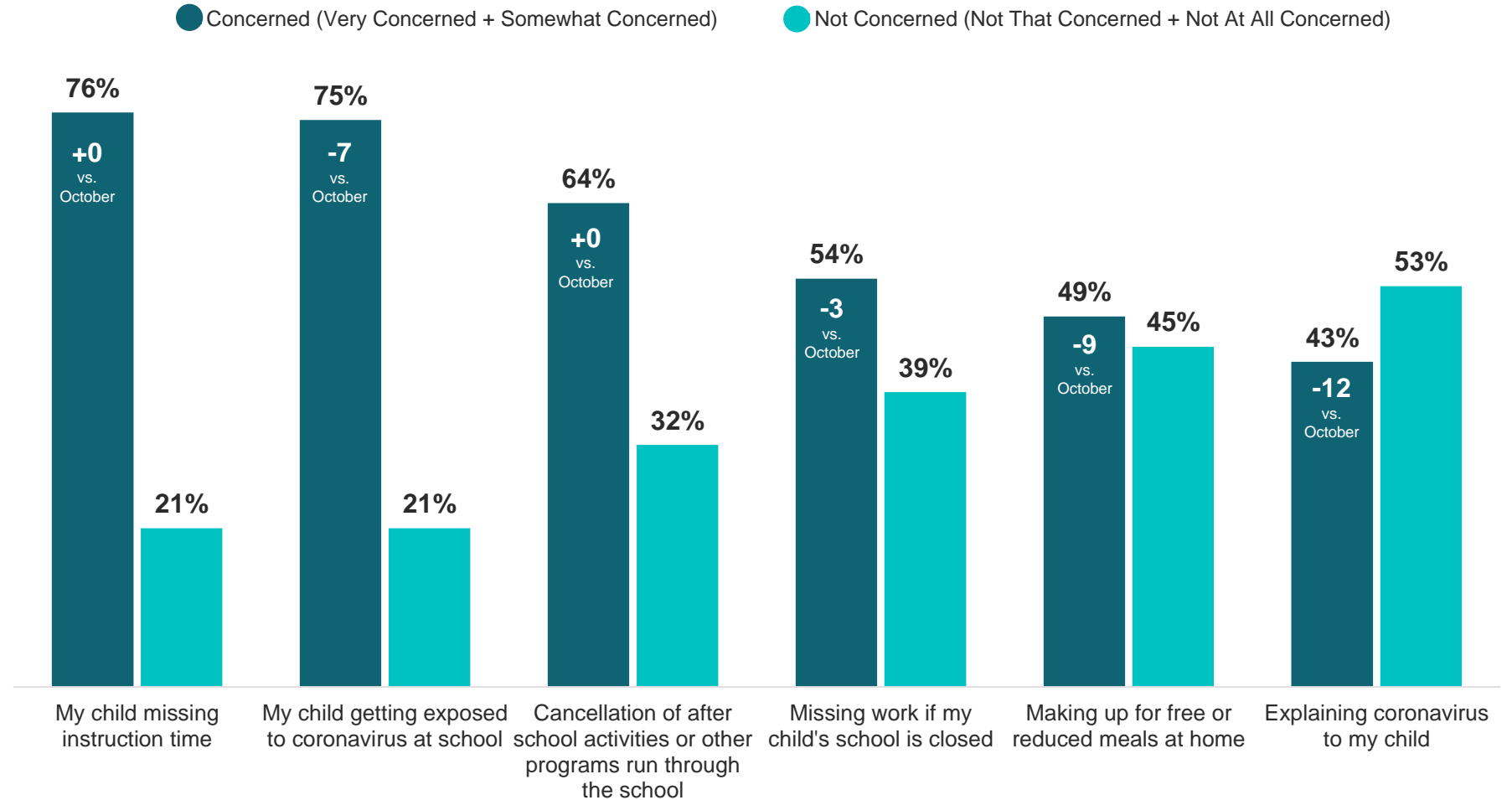


COVID-19 Concerns

Three out of four school parents say they are concerned about their children getting exposed to the coronavirus at school or missing instruction time.

Thinking about the coronavirus (COVID-19), how concerned are you about each of the following?

School Parents



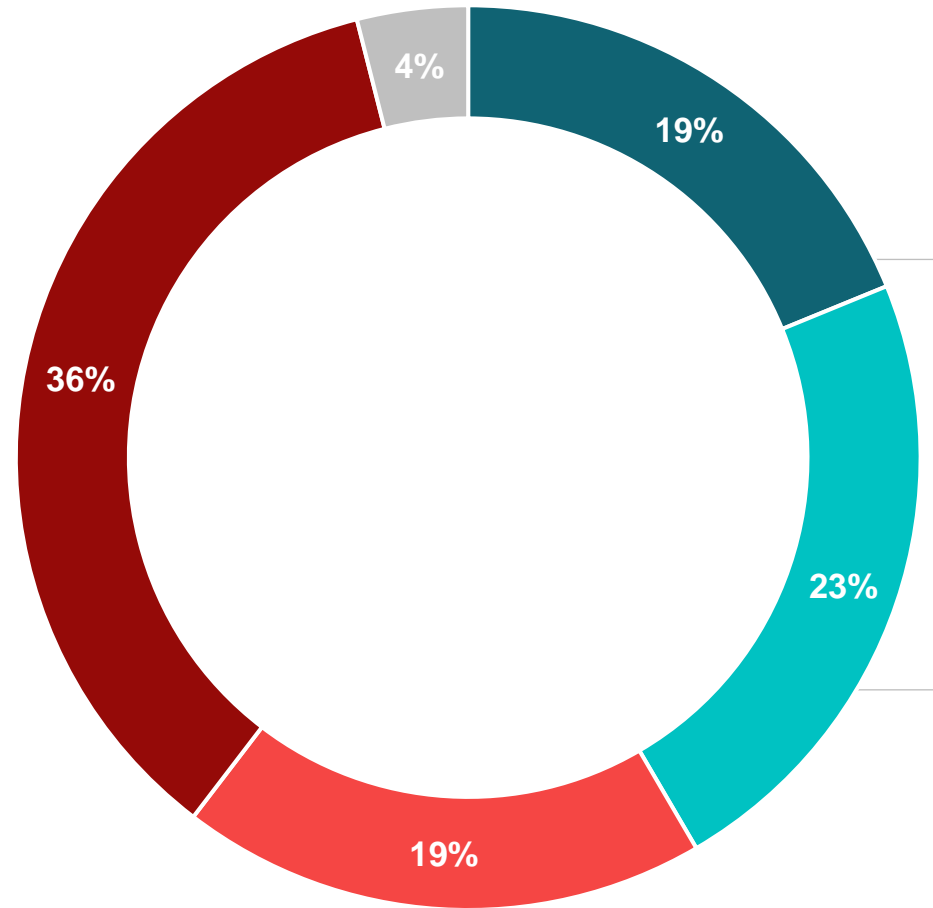
Note: The school parent subsample is weighted based on ACS benchmarks, starting in September 2020

A majority of parents are now uncomfortable with their children returning to school. That reflects a 12-point increase since October.

Based on what you have seen, read, or heard about the coronavirus (COVID-19) outbreak so far, how comfortable are you with your child/children returning to school right now?

School Parents

● Very Comfortable ● Somewhat Comfortable ● Not That Comfortable ● Not At All Comfortable ● Don't Know/No Opinion



42% ▼ **-11**
vs. October

Total Comfortable
(very + somewhat)

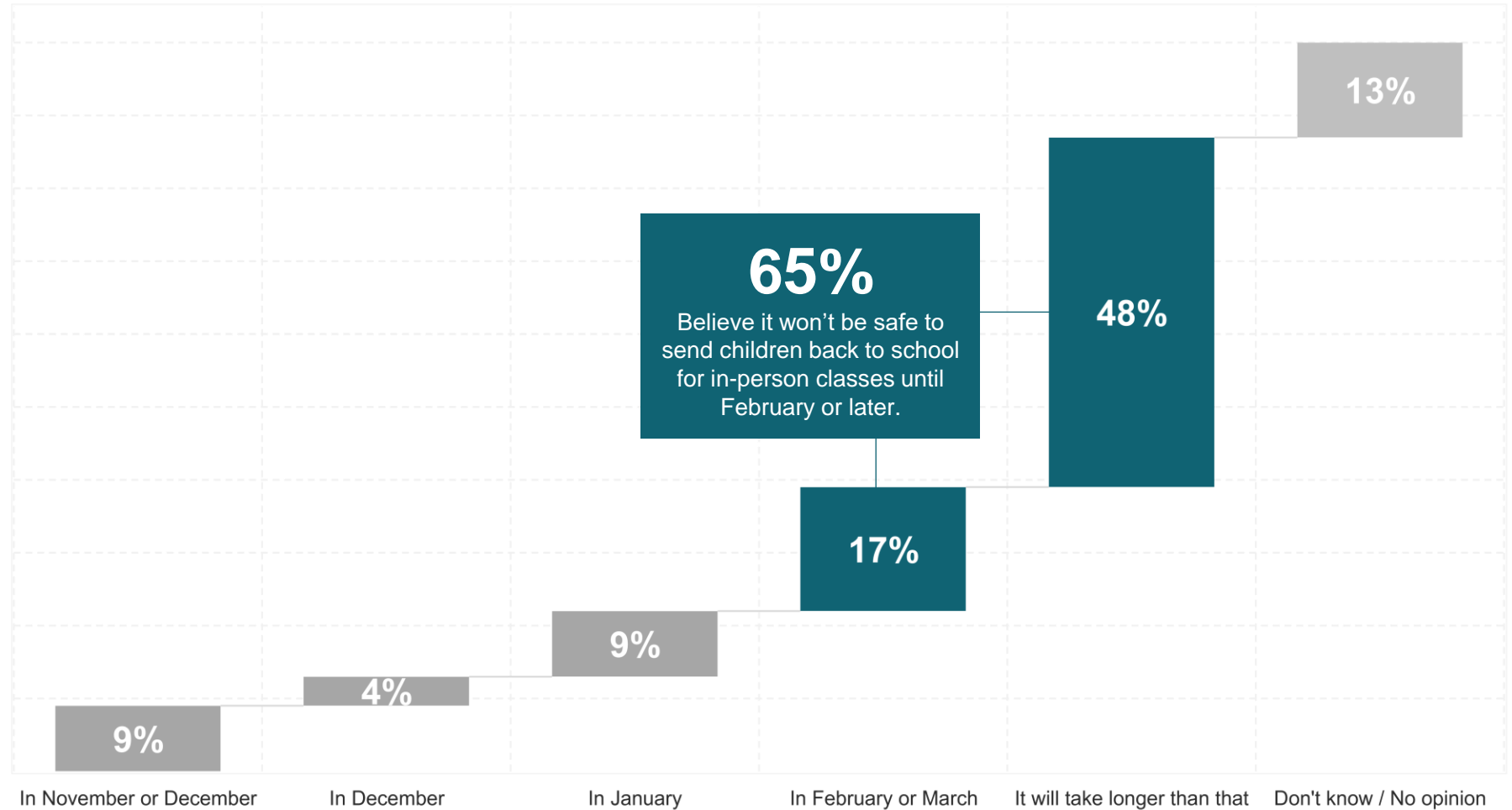
Comfort with Children Returning to School

Comfort with Children Returning to School

The majority of parents think the outbreak will not be controlled enough to send students to school in-person in the next few months.

When do you expect the coronavirus outbreak to be controlled enough that it will be safe to send children to school for in-person classes in your community?

School Parents



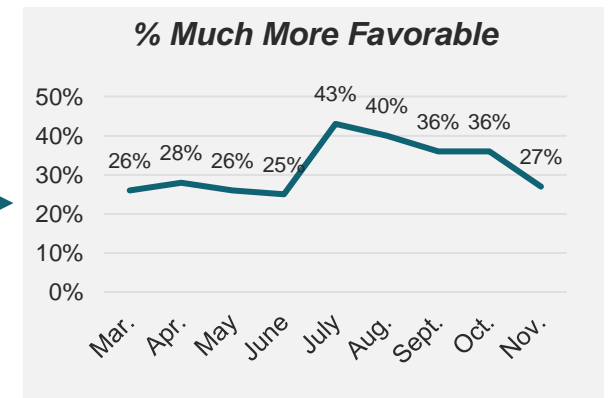
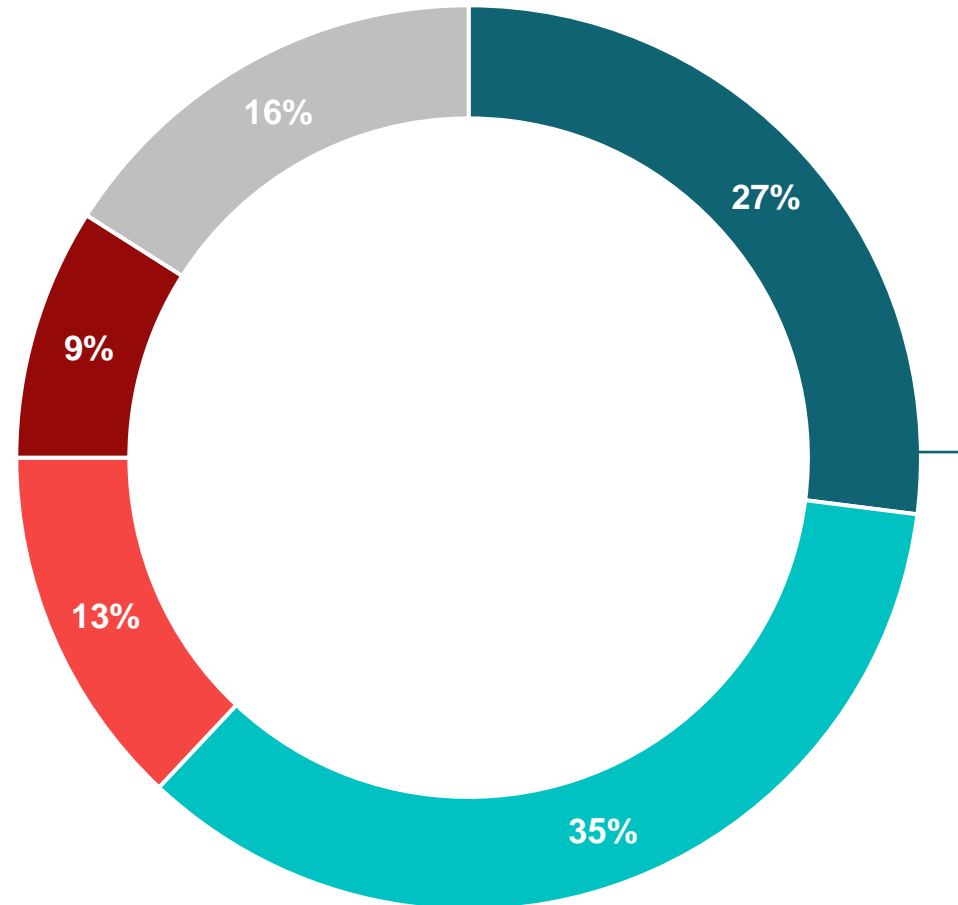
COVID-19 Impact on Homeschooling

School parents' more positive views of homeschooling have decreased to levels last seen in the early summer months.

How have your opinions on homeschooling changed as a result of the coronavirus?

School Parents

- Much More Favorable
- Somewhat More Favorable
- Somewhat Less Favorable
- Much Less Favorable
- Don't Know/No Opinion



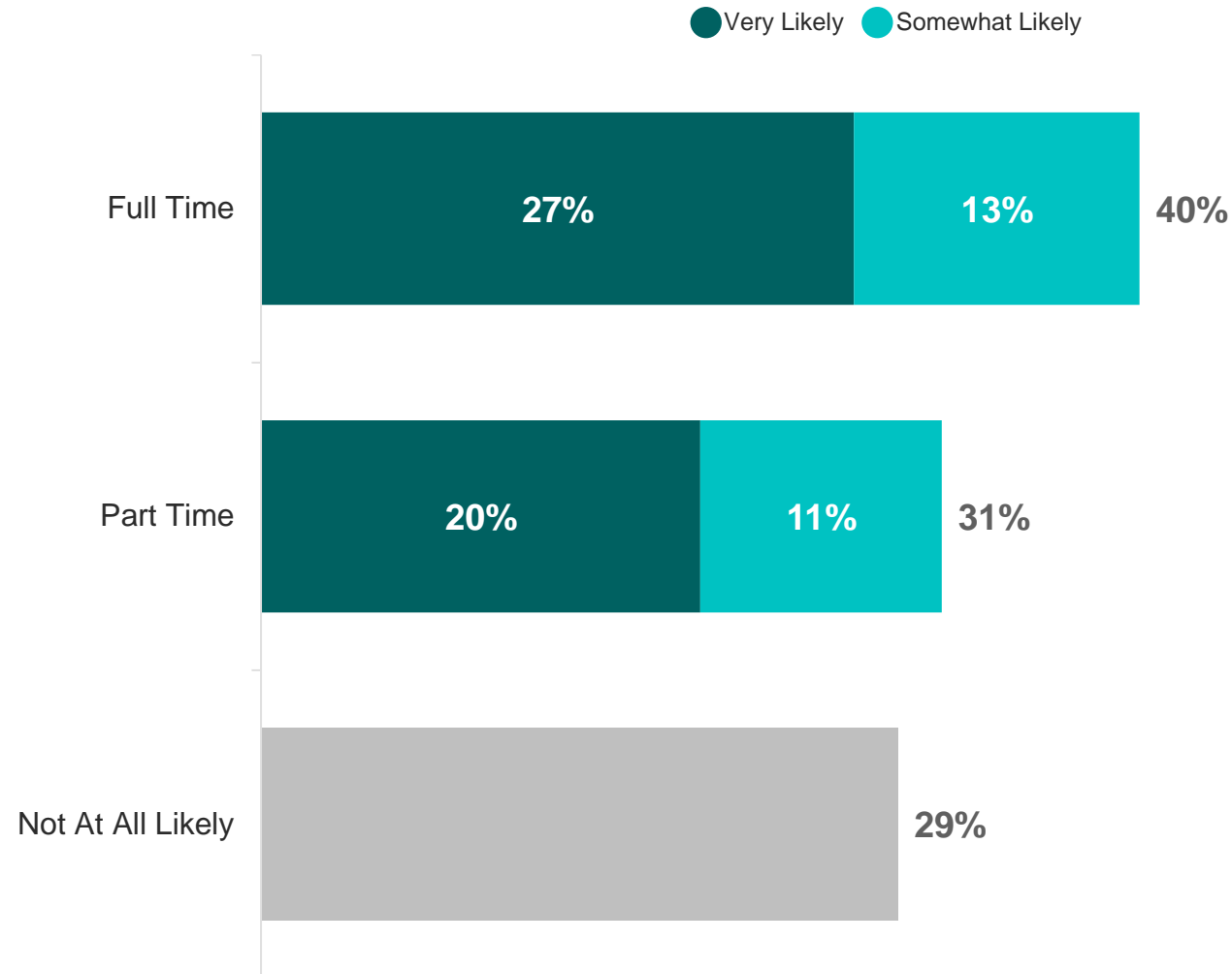
Note: The school parent subsample is weighted based on ACS benchmarks, starting in September 2020

Likelihood of Homeschooling

Roughly 70% of parents say they are likely to homeschool their children either full-time or part-time in the future. Interpretation caution: Parents might be conflating remote learning (via school) with conventional homeschooling.

'Homeschooling' is the education of a child mainly at home other than a school. It is usually conducted by a parent, tutor, or online teacher. Parents or guardians' control and direct the curriculum, content, and subject matter. There is no association with a public or private school. As a result of the coronavirus pandemic, how likely are you to homeschool your child/children in place of full-time enrollment in a public school or private school in the future, either part-time or full-time?

School Parents

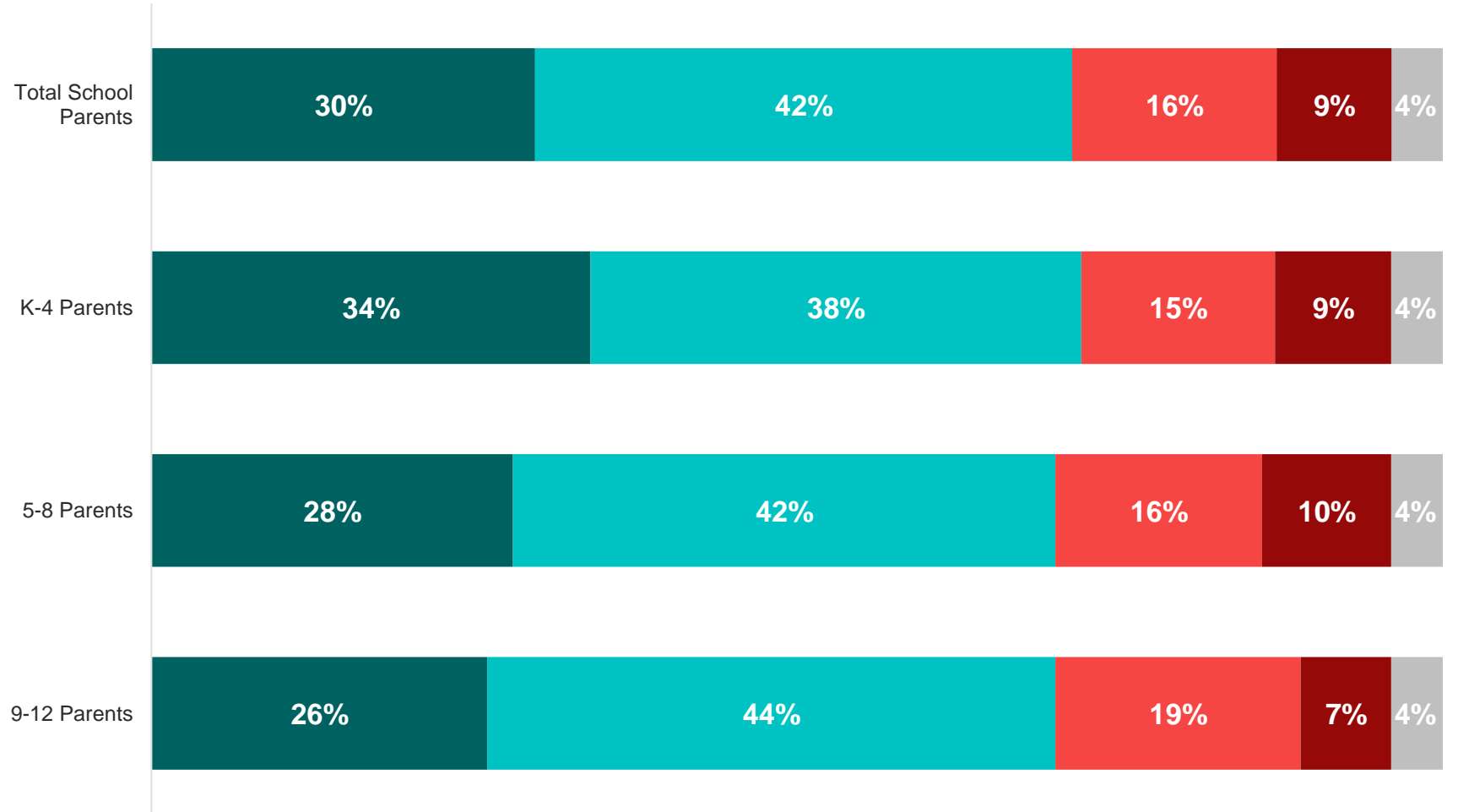


Remote Learning Preparedness

Most school parents continue to feel at least somewhat prepared to facilitate online instruction.

How prepared do you feel to facilitate online instruction (also known as virtual learning or remote learning)?

Very prepared Somewhat prepared Not too prepared Not at all prepared Don't know/No opinion

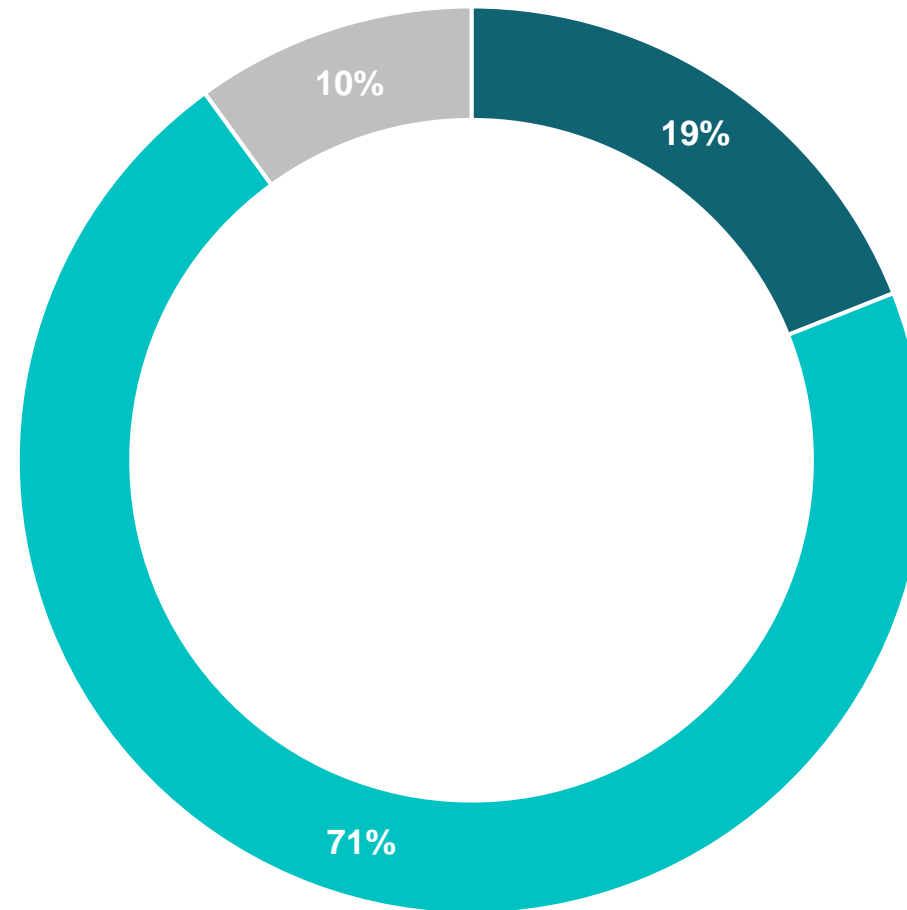


Seven out of ten parents prefer that schools provide multiple learning options.

And, do you think schools should offer one approach to educating K-12 students this school year or provide multiple learning options?

School Parents

● Offer One Approach ● Provide Multiple Learning Options ● Don't Know / No Opinion



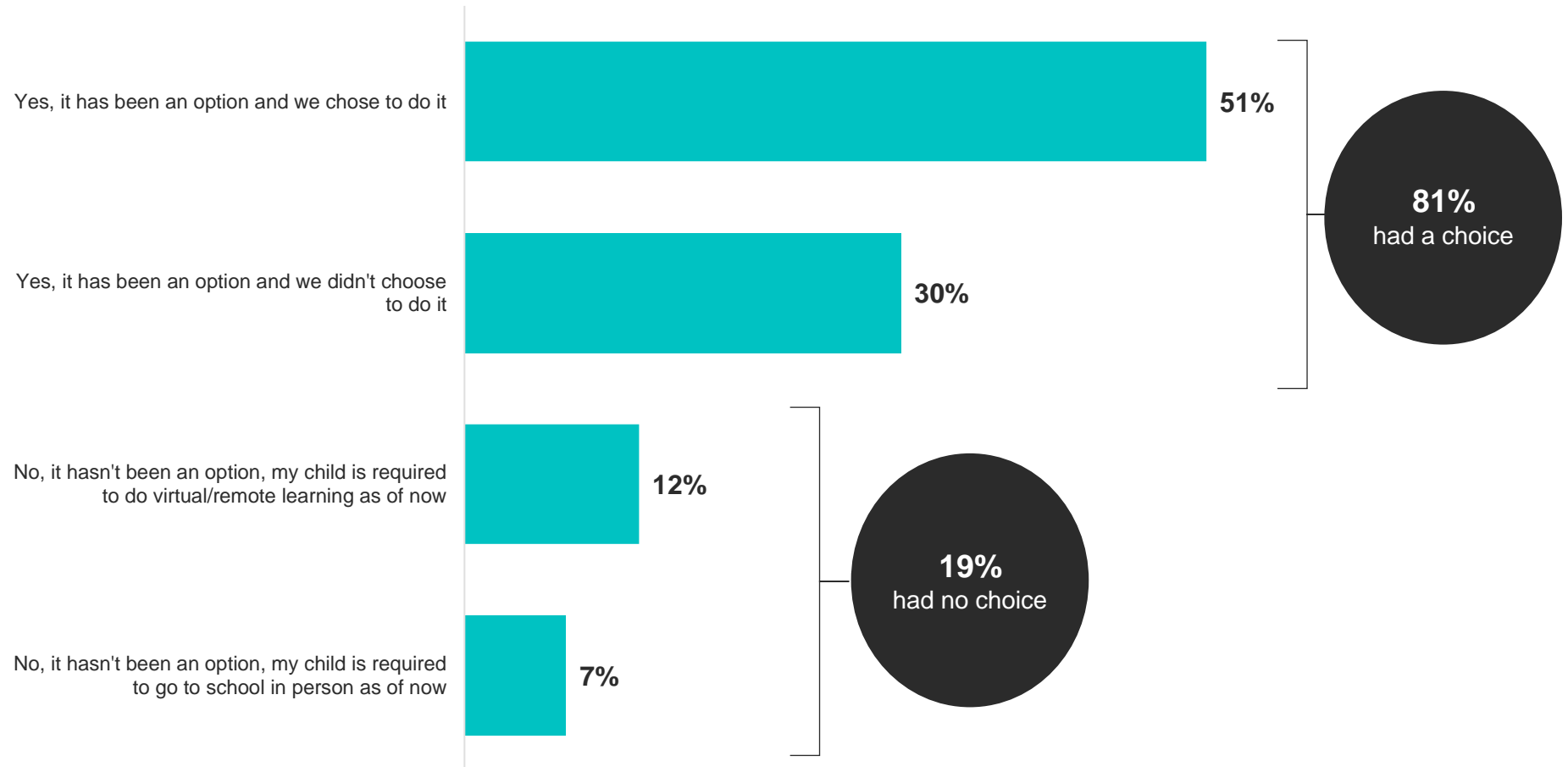
One or
Multiple
Learning
Options
Preference

Remote Learning Choice

Most parents did have a choice whether to send their children to school in person or virtually. Of those with a choice, most continue chose virtual learning.

Has your child's school or school district offer virtual/remote learning as an option this school year?

School Parents

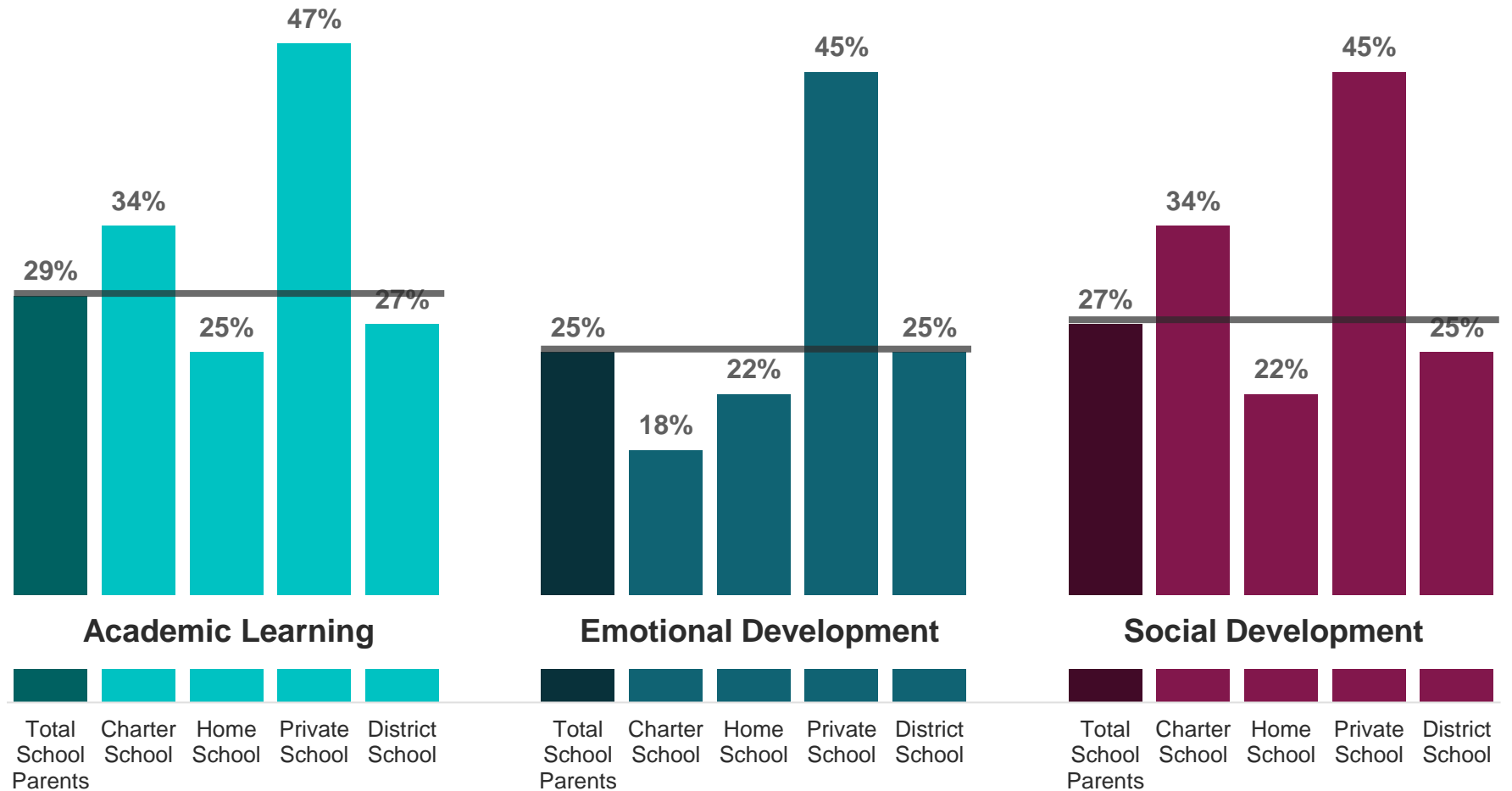


COVID-19 Impact on Learning and Development

Parents of children enrolled in private and charter schools continue to rate their child's learning and development progress this year higher than those with children enrolled in public district school.

How do you feel your child/children is/are progressing on the following this school year?

% Very Well



Learning Environment

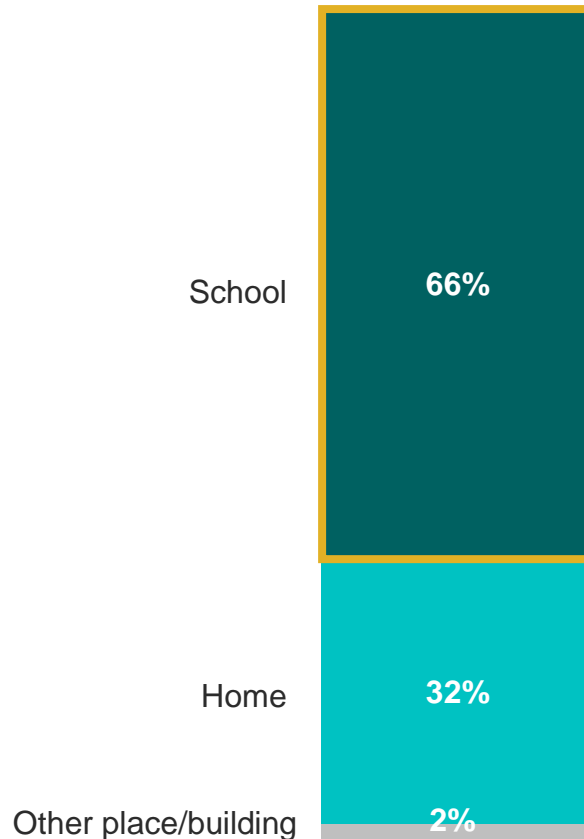
After the pandemic, most parents believe the best learning environment for their child's education would be in a school setting. More than half of parents prefer a smaller group size.

After the pandemic, if given the option, what **physical learning environment** would you select to obtain the best education for your child?

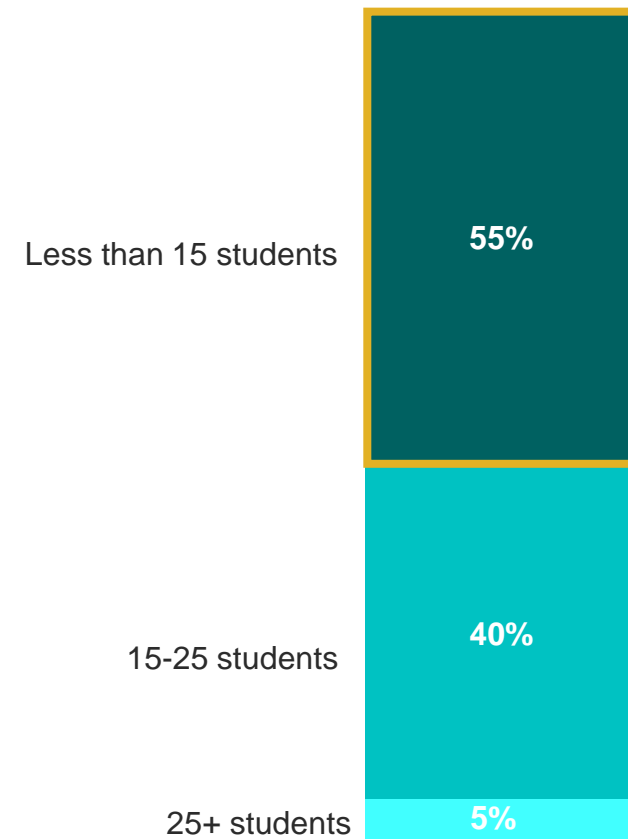
School Parents

After the pandemic, if given the option, what **size learning environment** would you prefer to provide the best education for your child?

Physical Learning Environment



Size of Learning Environment



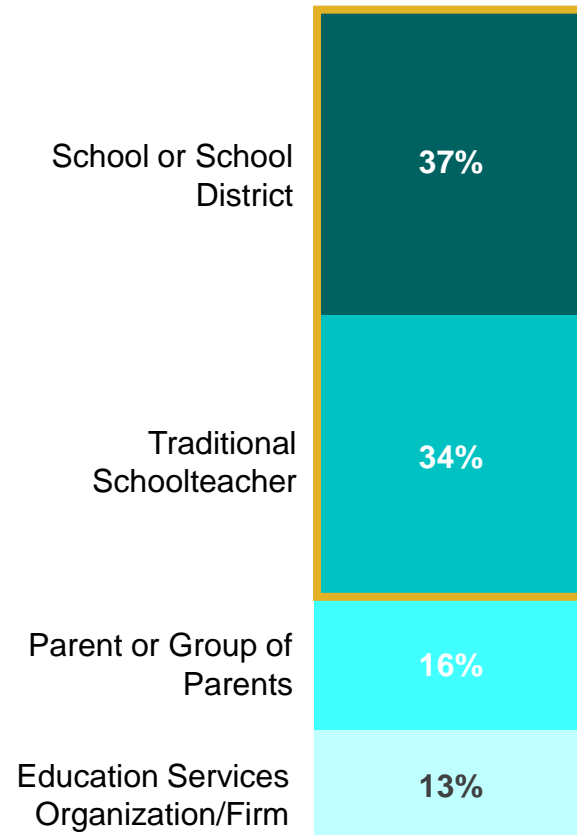
Curriculum and Instruction Preference

Most parents believe schools, districts, or schoolteachers should control the curriculum and that schoolteachers are best equipped to provide the instruction for their child's education after the pandemic.

*After the pandemic, if given the option, who would you prefer to **control the curriculum** to provide the best education for your child?*

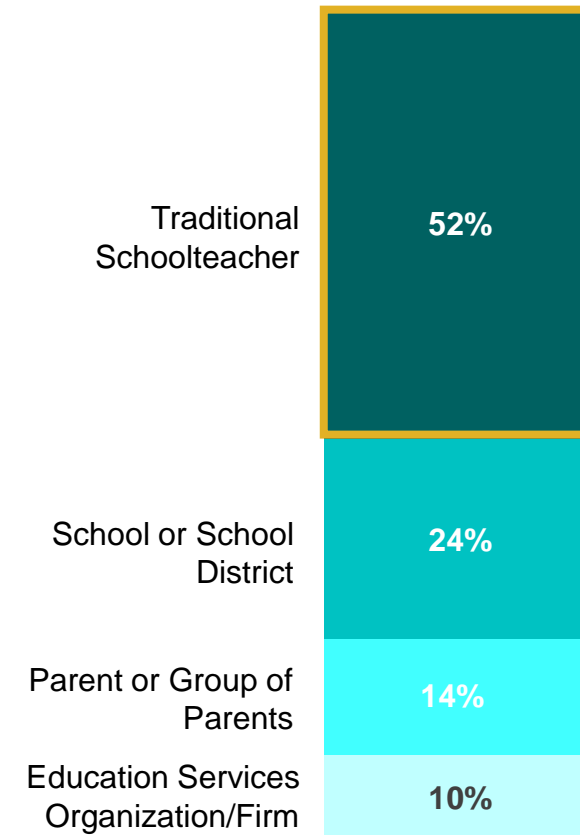
School Parents

Control Curriculum



*After the pandemic, if given the option, who would you prefer to **provide the instruction** to provide the best education for your child?*

Provide Instruction

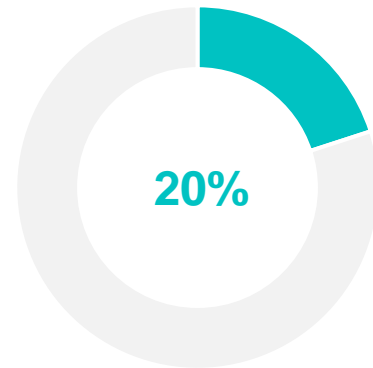


K-4 parents are most likely to have switched their child's school type for this school year than those with older children.

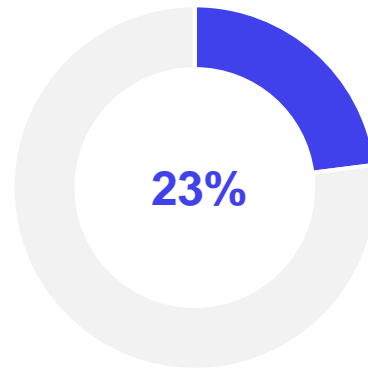
Please tell us the grade level for each of your children; what kind of school each child will attend this new school year; and what kind of school each child was being educated in at the beginning of the 2019/2020 school year, before any school closures.

% Of Students Switching School Type, Reported by Parents

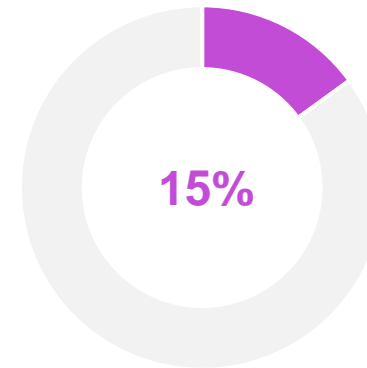
Total School Parents



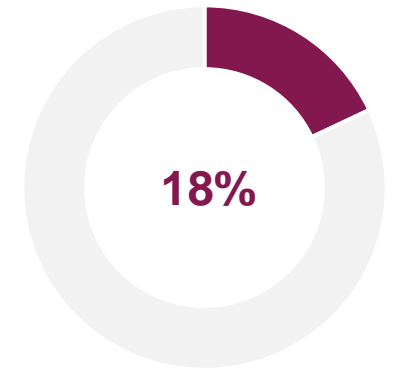
K-4 Parents



5-8 Parents



9-12 Parents



School Type Shift

Since last school year, there has been an uptick in homeschooled children. Growth in homeschooling is mostly from children that were previously enrolled in public school.

Please tell us the grade level for each of your children; what kind of school each child will attend this new school year; and what kind of school each child was being educated in at the beginning of the 2019/2020 school year, before any school closures.

School Parents

% Of Students, Reported by Parents

School Type Attended last school year

School Type Attending This New Year



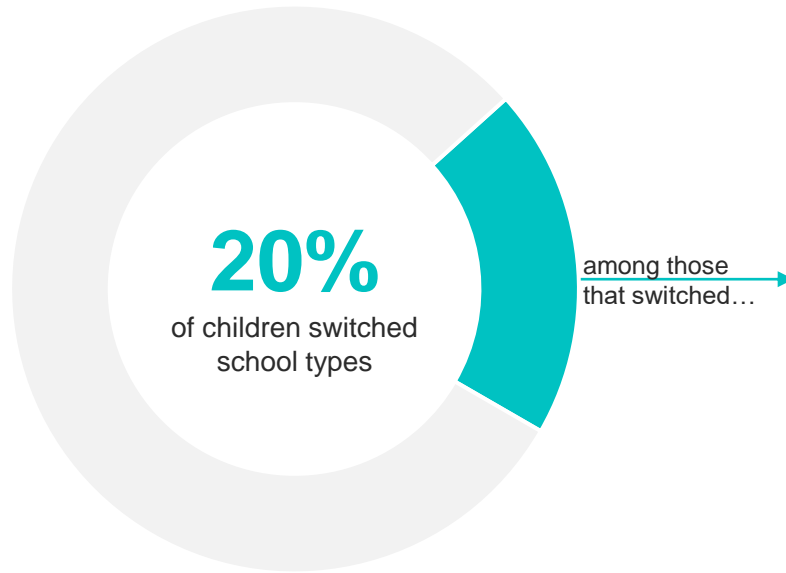
School Type Shift

The majority of school sector switchers – from last year to this year – are students who moved from public district schools into homeschooling.

Please tell us the grade level for each of your children; what kind of school each child will attend this new school year; and what kind of school each child was being educated in at the beginning of the 2019/2020 school year, before any school closures.

School Parents

% Of Students, Reported by Parents



School Type Attended Last School Year

School Type Attending This New Year

FROM

% of total switching

TO

Home School	2%	Private School
Home School	3%	Public Charter School
Home School	12%	Public District School
Private School	6%	Home School
Private School	2%	Public Charter School
Private School	7%	Public District School
Public Charter School	1%	Home School
Public Charter School	0%	Private School
Public Charter School	3%	Public District School
Public District School	52%	Home School
Public District School	5%	Private School
Public District School	6%	Public Charter School

School Type Shift

While overall pod participation has decreased since last month, parents with younger children (grades K-4), Higher incomes (\$75k+), and those with children enrolled in charter or private schools are more likely to be participating in a pod.

As a result of the coronavirus pandemic, are you currently participating in a 'pod' with other families?

School Parents

Yes, we're currently participating in a 'pod'



-16 vs. October

No, but we're looking to form or join a 'pod'



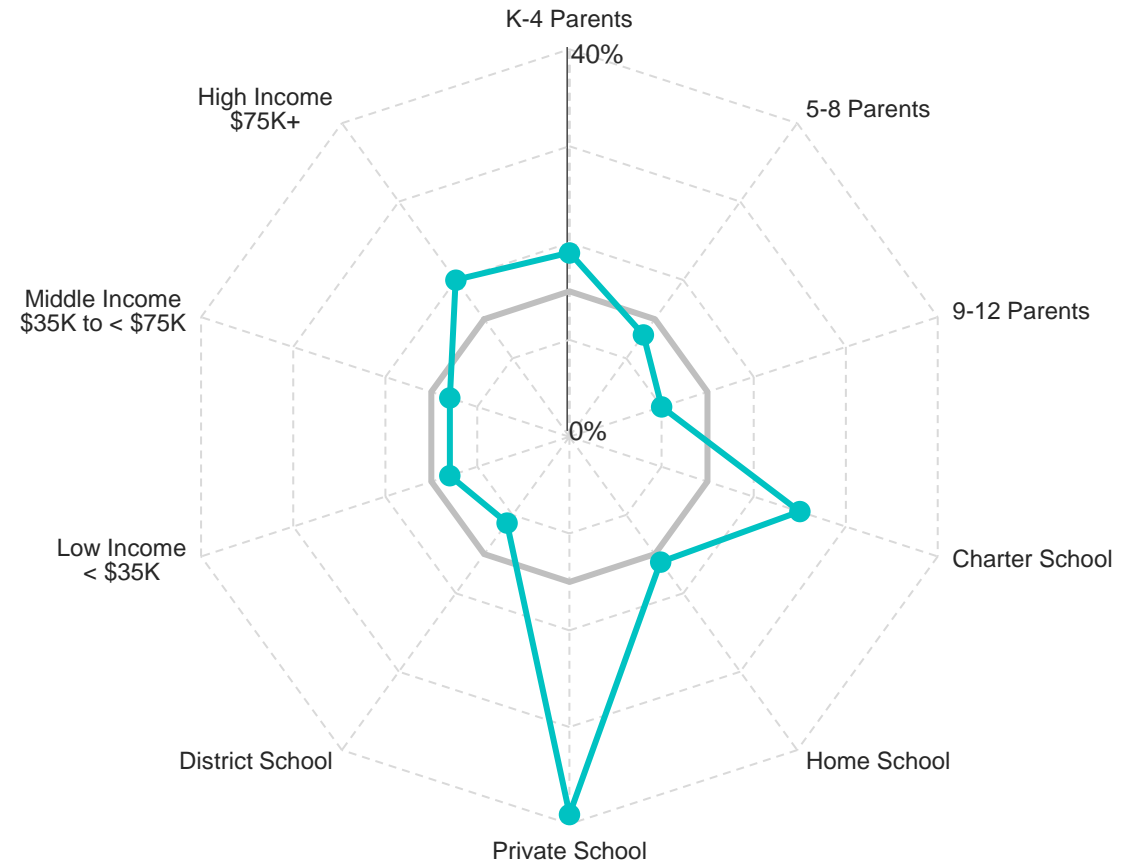
No, we're not planning to participate in a 'pod'



+15 vs. October

% Currently Participating In A Pod

— % Total School Parents —● % By Demographic



Learning
Pods

Learning Pods

School parents that are interested or are participating in a ‘pod’ believe that they are good for socialization and will keep their children up to speed with curriculum. School parents that oppose pods believe they are unsafe, and unnecessary for their children.

Why are you participating in a ‘pod’? Why are you looking to form or join a ‘pod’? Why aren’t you planning to participate in a ‘pod’?

WHY PARTICIPATING IN A ‘POD’

“It allows my kids to mix with other children during this pandemic.”

“To get the best learning experience for my children.”

“It adds more social activities and new learning styles for my child.”

WHY LOOKING TO FORM OR JOIN A ‘POD’

“I feel my child will have better opportunities for learning and development in a smaller, more focused setting.”

“Because my kid isn’t getting a good enough education and I believe joining a learning pod could help.”

“My son is not doing well with virtual learning and I think it will help him.”

WHY NOT PLANNING TO PARTICIPATE IN A ‘POD’

“My child is still going to traditional school in-person full time, so it’s not necessary.”

“I don’t feel it’s safe for something like that yet.”

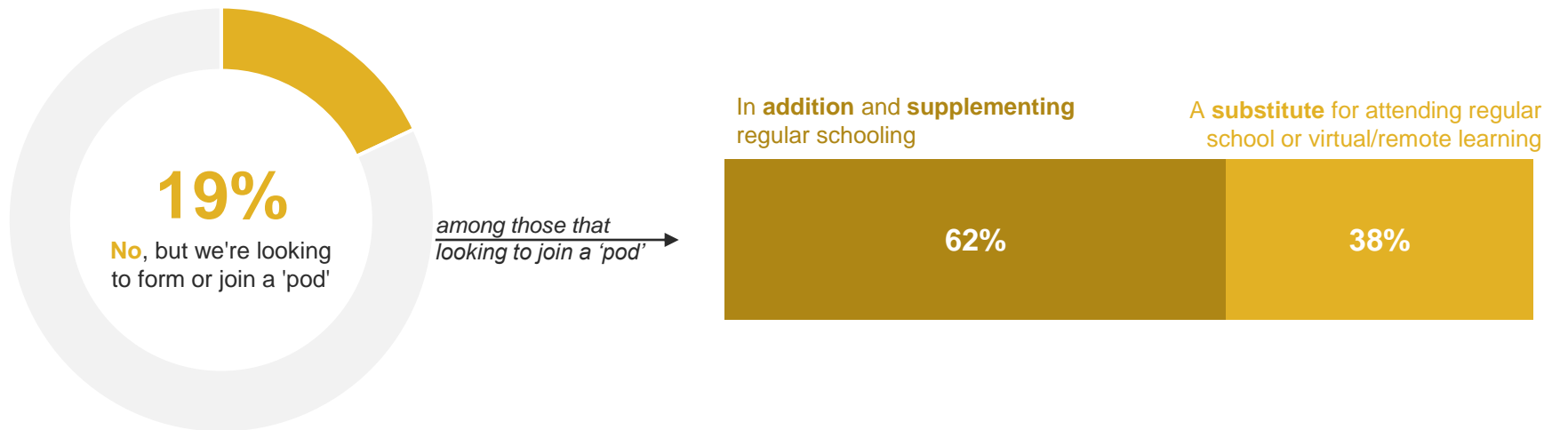
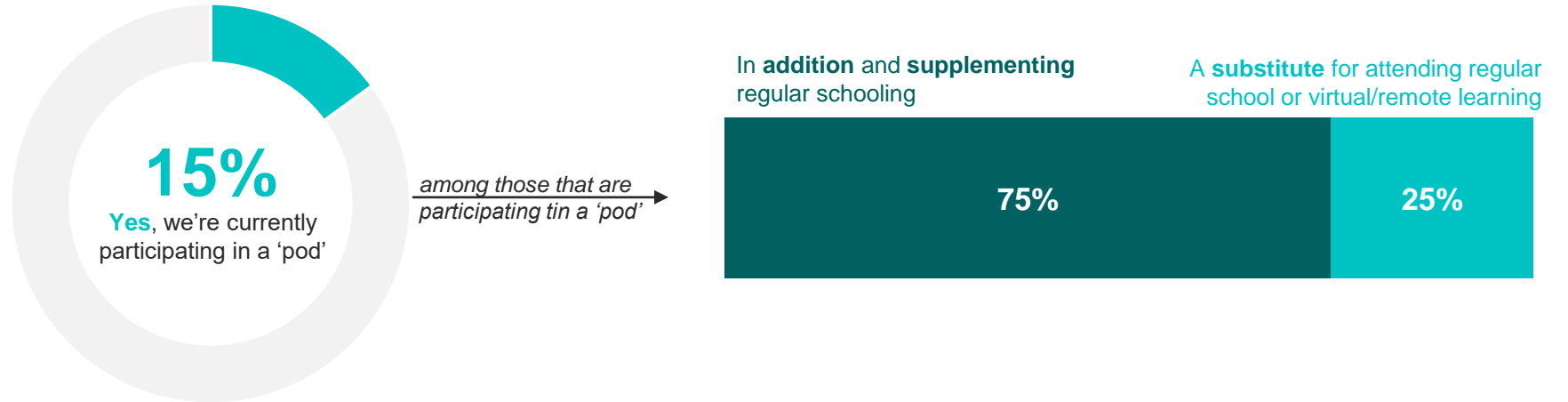
“My child is doing fine with his studies and doesn’t need this option.”

Learning Pods

'Pods' continue to be primarily used in addition to regular schooling and are less likely to be utilized as a substitute for regular school.

You said you're currently participating in a 'pod', is that...? You said you're looking to form a 'pod', would that be...?

School Parents

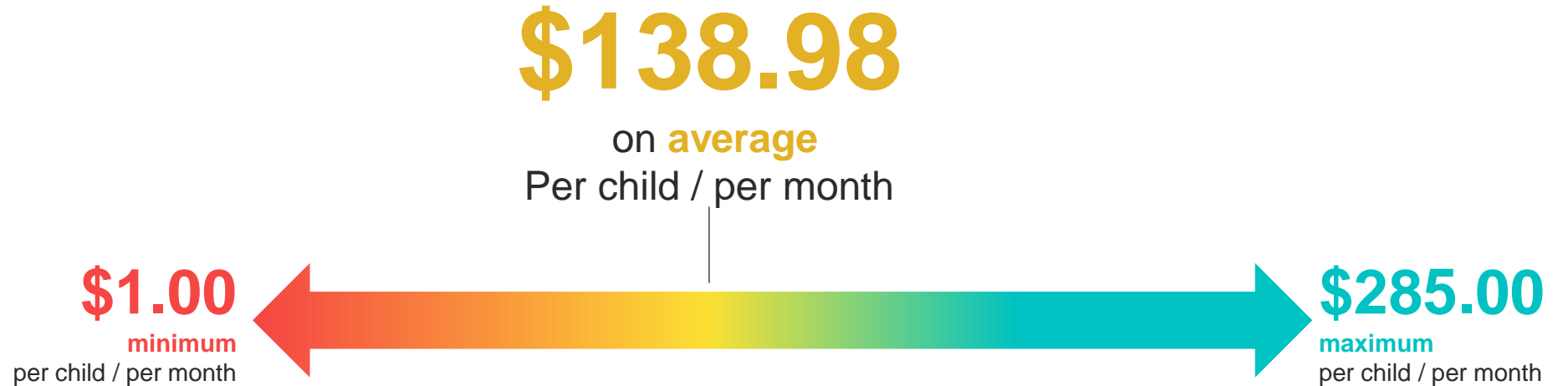


Parents willing to pay nearly \$140 each month per child to participate in a learning pod.

What would you be able and willing to spend, on a monthly basis, to participate in a single learning pod per child?

School Parents

among those interested in or participating in a 'pod'



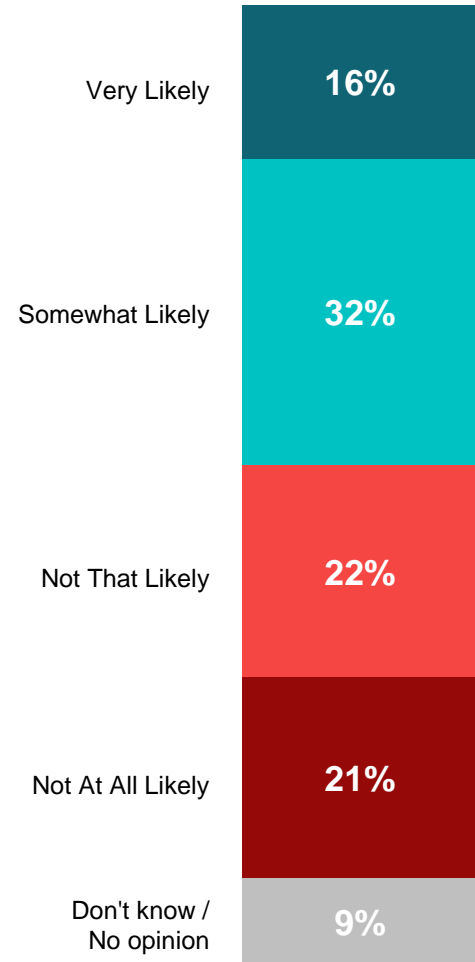
Learning Pods

Tutoring

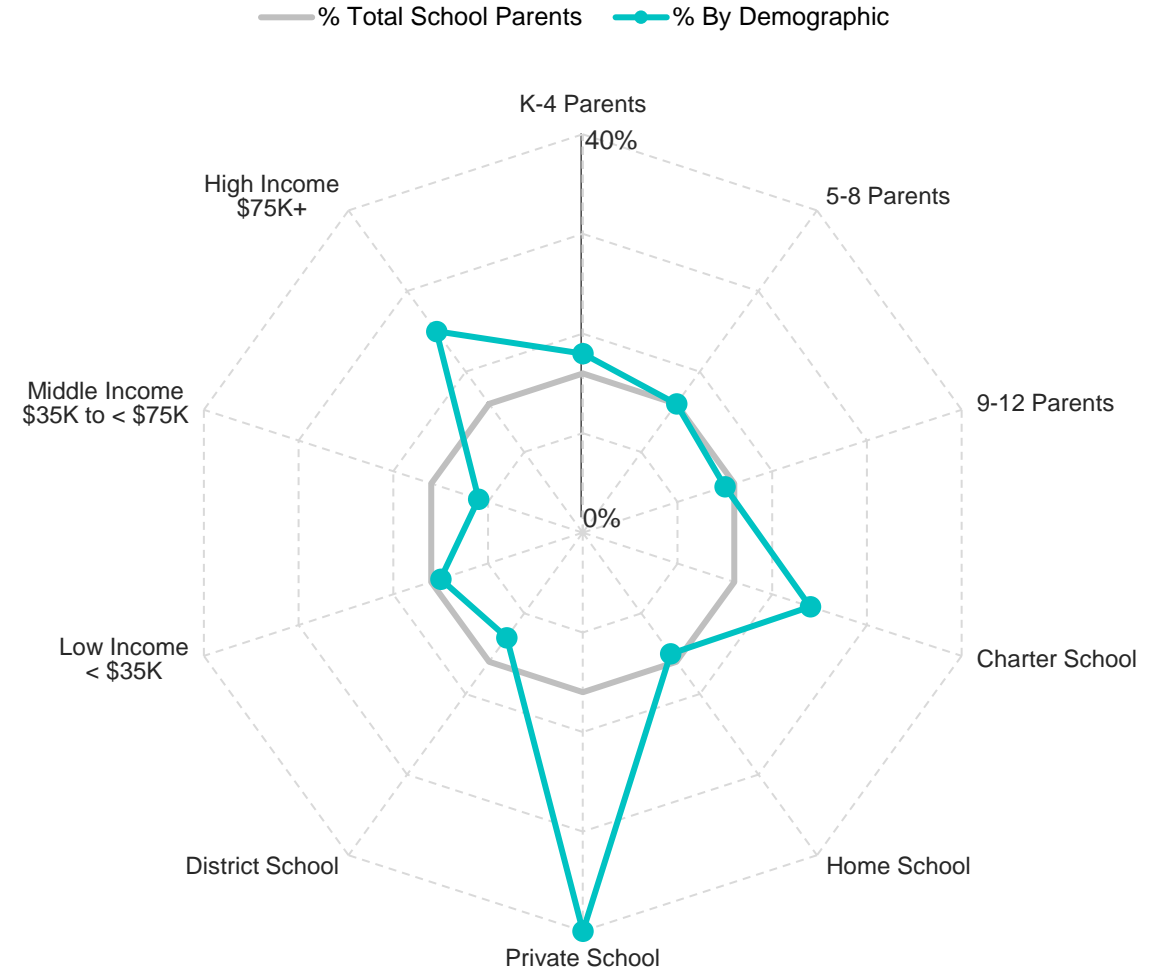
Parents are moderately likely to seek out tutoring for their children outside of regular school hours. The same demo groups that are more likely to be interested in learning ‘pods’ are also more likely to seek out tutoring.

This school year, to what extent are you more or less likely to seek out tutoring for your child/children – outside of regular school hours?

School Parents



% Very Likely



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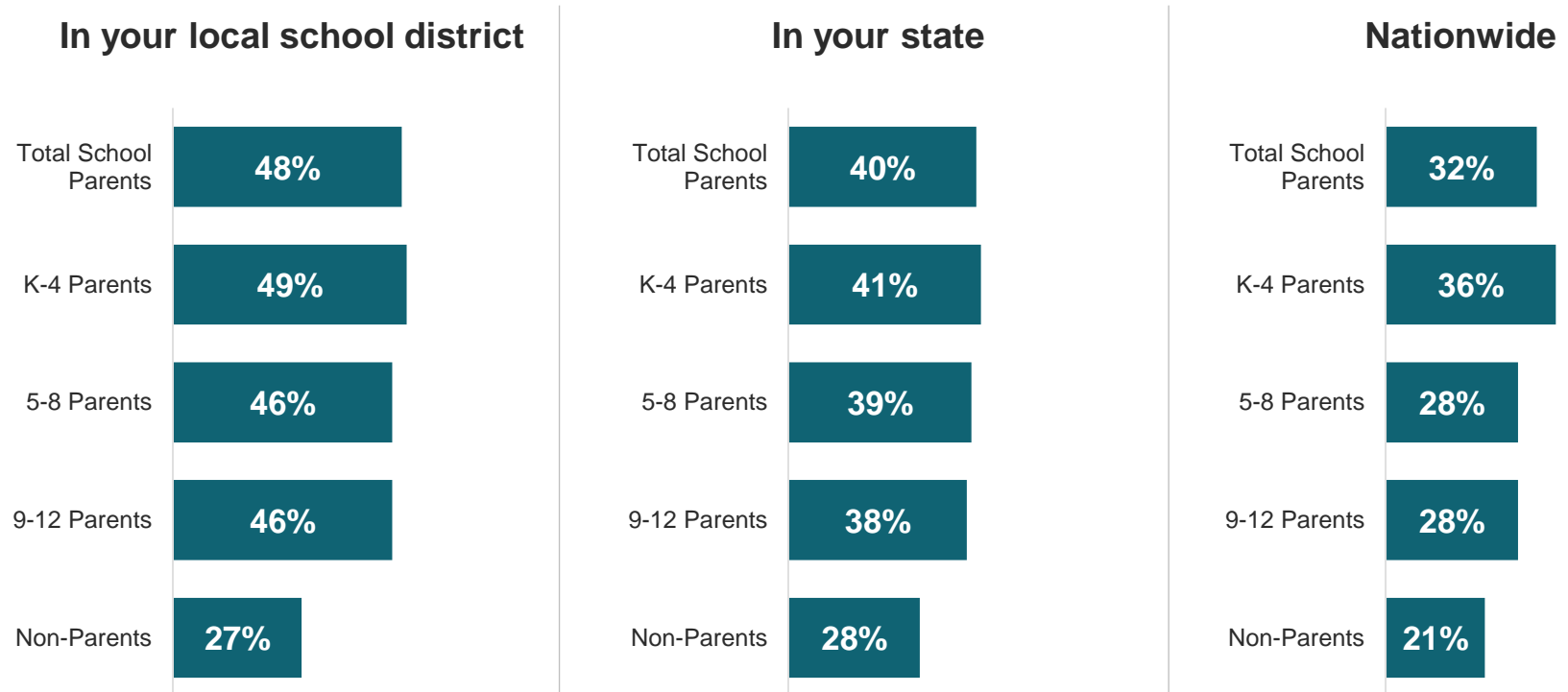
Survey Profile and Demographics

Direction of Education

School parents, especially when thinking about their local school district, are more optimistic than non-parents about the direction K-12 Education is currently going.

Do you feel things in K-12 Education are generally going in the right direction, or do you feel things have generally gotten off on the wrong track?

% Right Direction

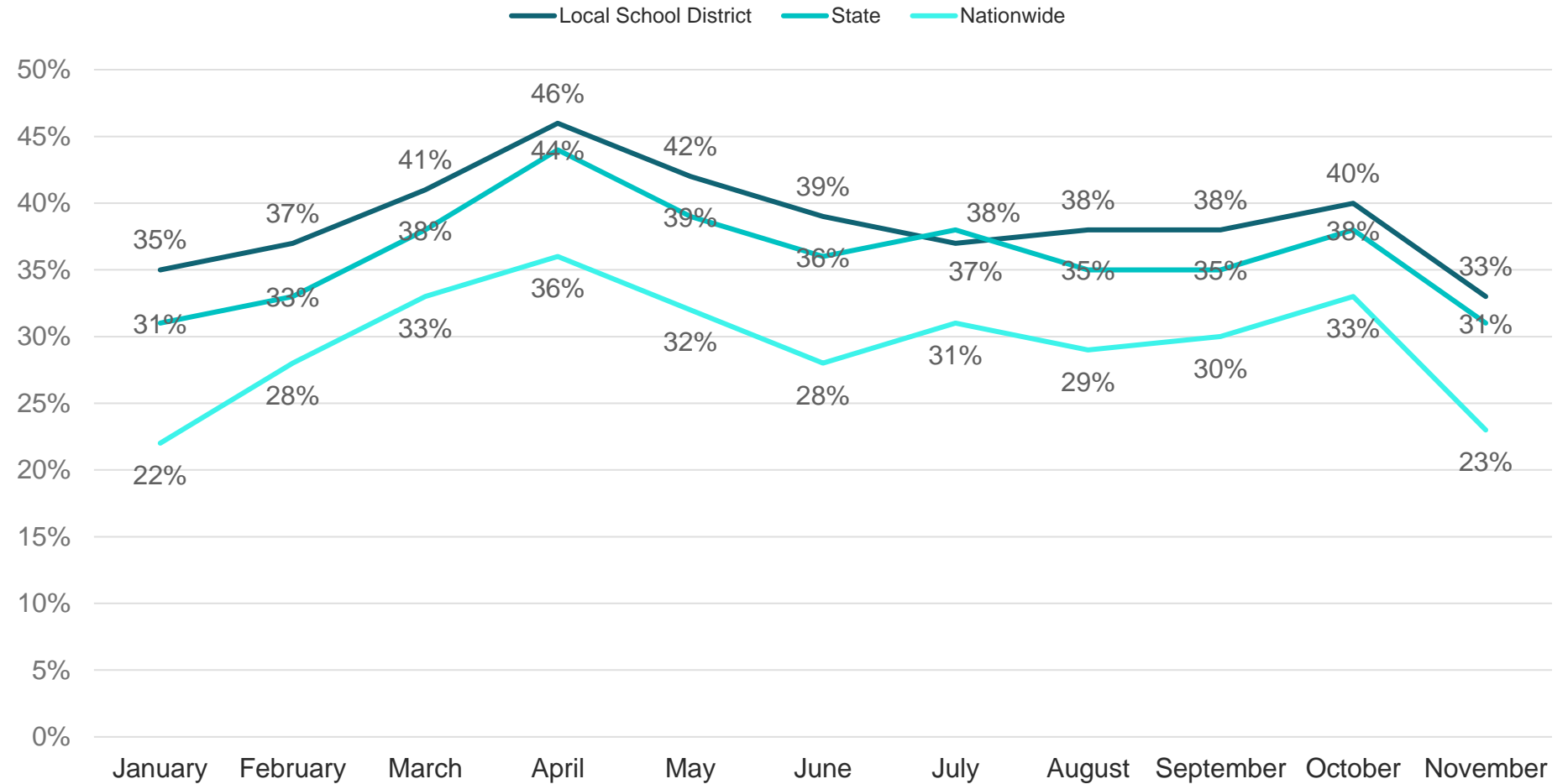


Americans are feeling much less optimistic about the direction of education across all levels in November, compared to previous months.

Do you feel things in K-12 Education are generally going in the right direction, or do you feel things have generally gotten off on the wrong track?

All Adults

% Right Direction



Direction of Education

Purpose of Education

Americans continue to believe its most important that K-8 students learn core academics and high school students learn skills for future employment.

What do you believe should be the main purpose of education during **Kindergarten through 8th grade/High School**? In your opinion, how important is it for students to learn...

All Adults

% Extremely Important

Grades K-8

Average % selected Extremely Important 43%



Core academic subjects (58%)



Socialization (49%)



Become independent thinkers (45%)



How to be good citizens (45%)



Skills for future employment (40%)



Values, moral character, religious virtues (40%)



To fix social problems (25%)

Grades 9-12

Average % selected Extremely Important 50%



Skills for future employment (63%)



Core academic subjects (58%)



Become independent thinkers (57%)



How to be good citizens (51%)



Socialization (47%)



Values, moral character, religious virtues (44%)



To fix social problems (32%)

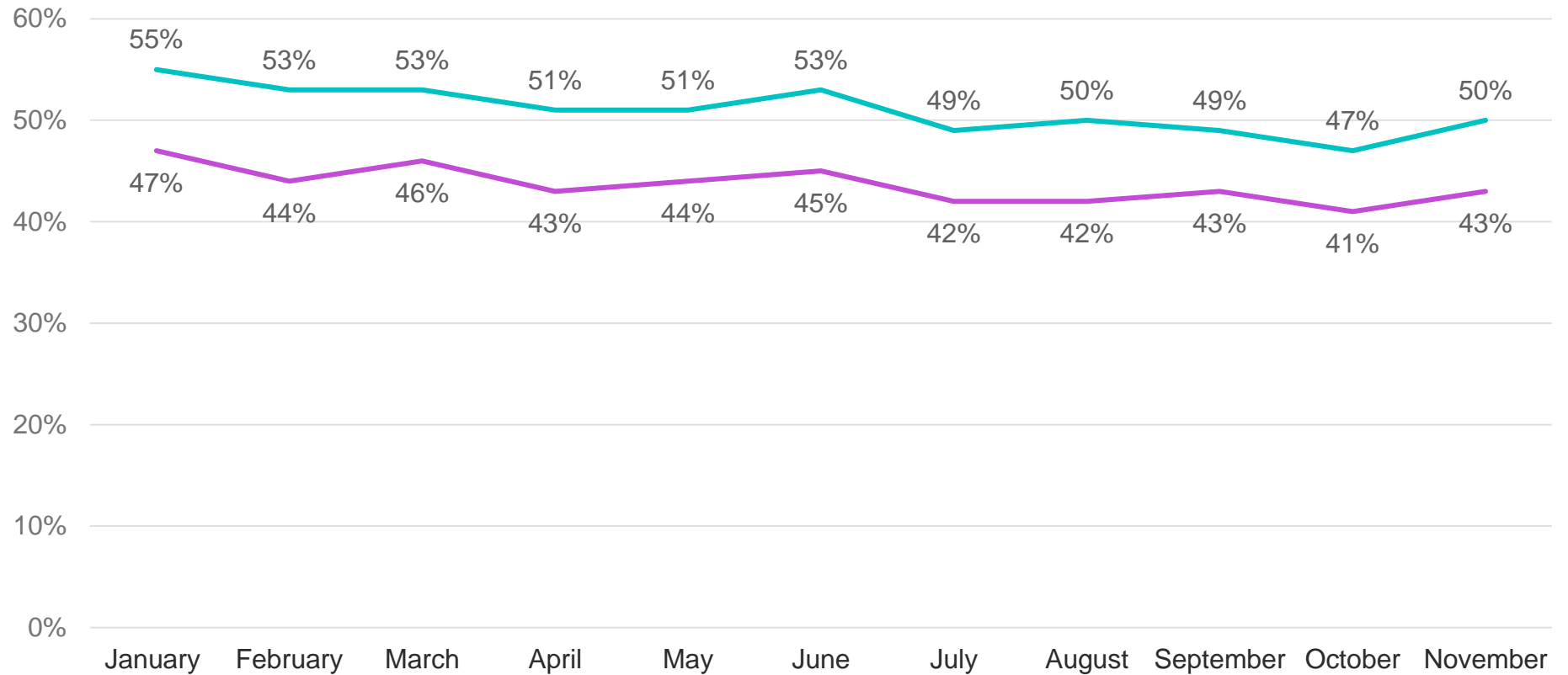
Americans continue to set higher expectations for high school students compared to K-8 students.

What do you believe should be the main purpose of education during **Kindergarten through 8th grade/High School**? In your opinion, how important is it for students to learn...

All Adults

Average % Selected Extremely Important

— Grades K-8 — Grades 9-12



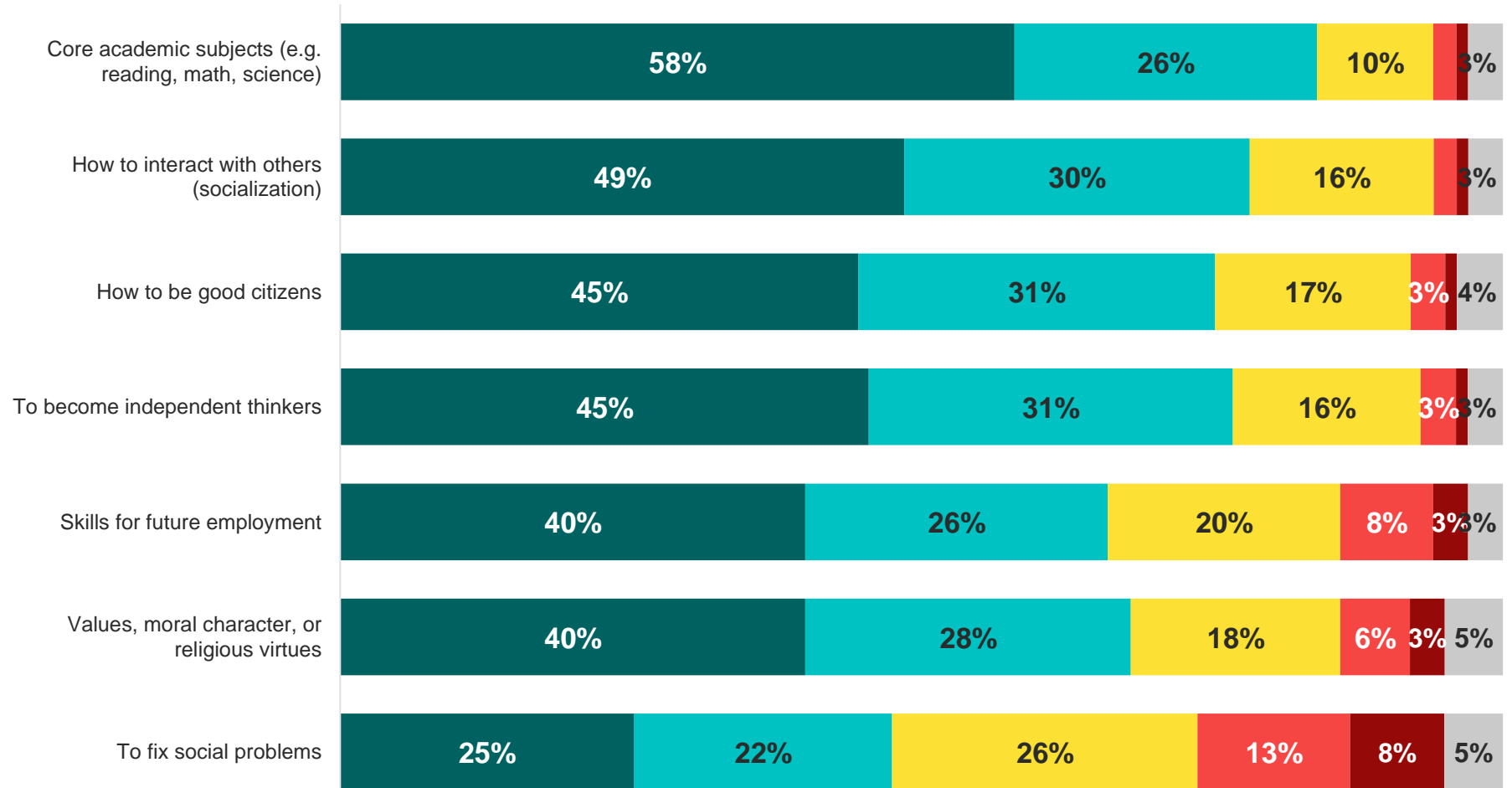
Purpose of Education

Adults continue to believe it's most important for grades K-8 to focus on core academics.

What do you believe should be the main purpose of education during *Kindergarten through 8th grade*? In your opinion, how important is it for students to learn...

All Adults

● Extremely Important
 ● Very Important
 ● Somewhat Important
 ● Not That Important
 ● Not At All Important
 ● Don't Know/ No Opinion



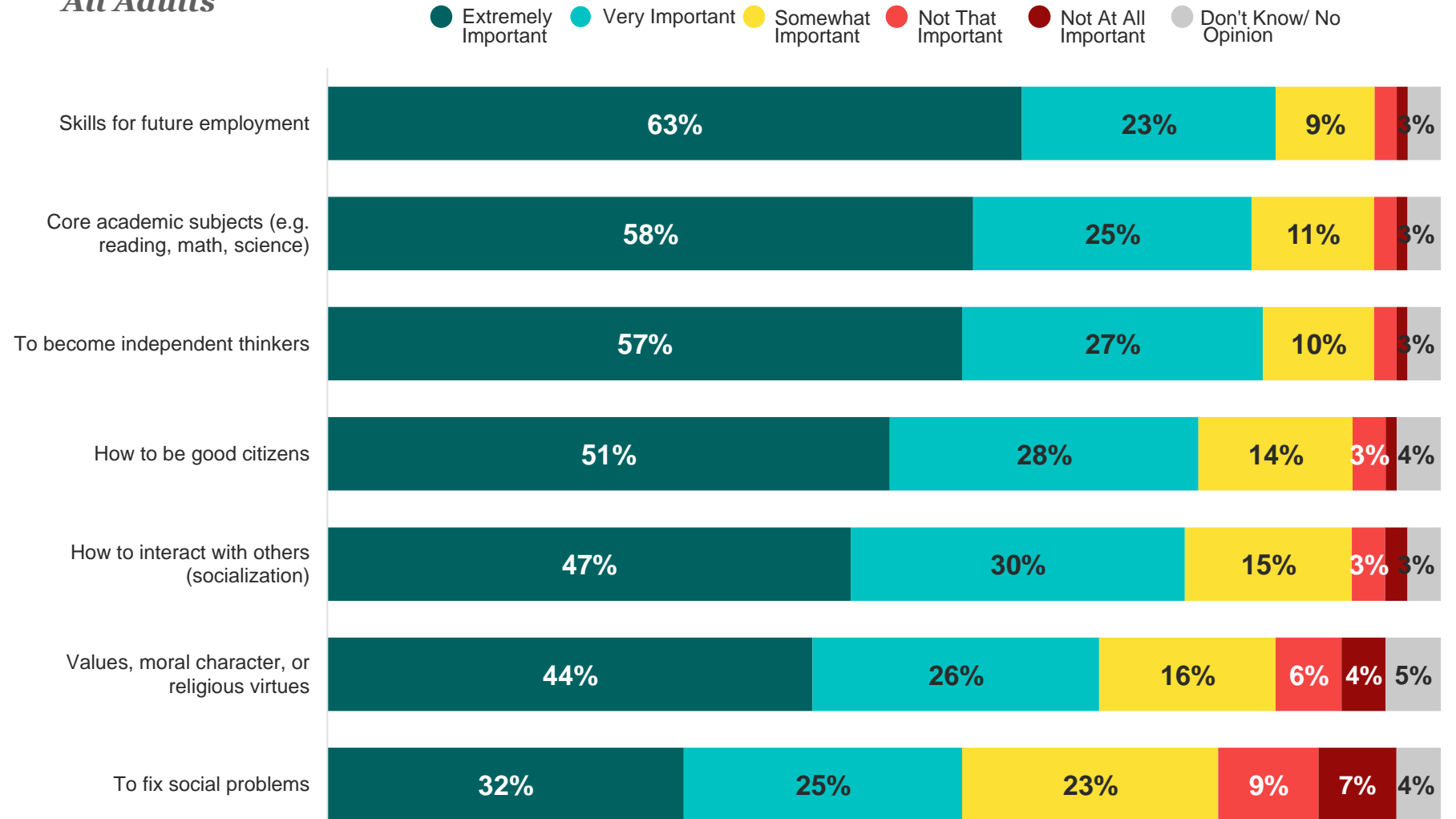
Purpose of Education: K-8

Purpose of Education: High School

Americans still think that grades 9-12 should focus on skills for future employment.

What do you believe should be the main purpose of education during **High School (9th through 12th grade)**? In your opinion, how important is it for students to learn...

All Adults

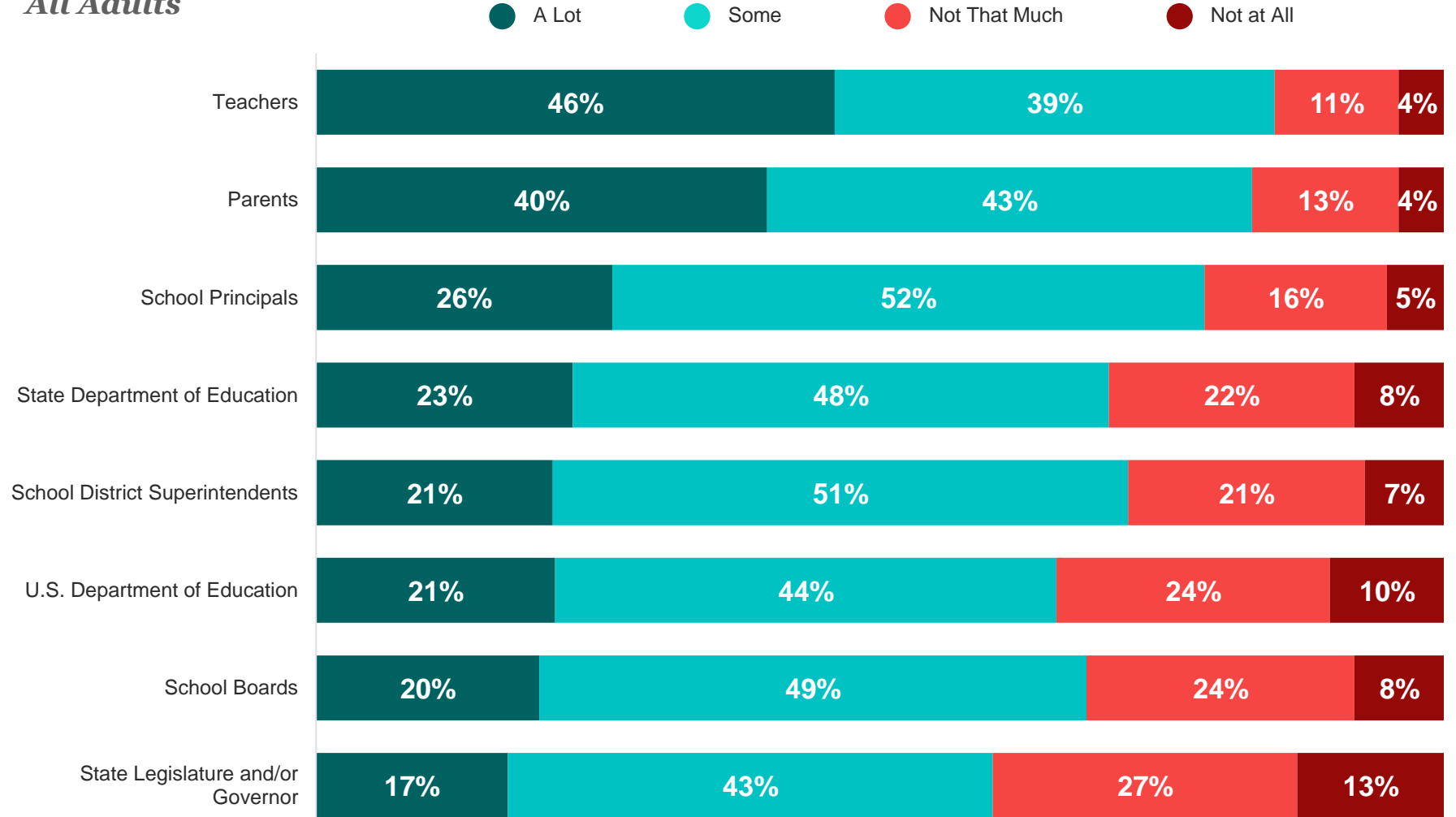


Trust in Education Decision Makers

Americans continue to be more likely to trust personal sources like teachers and parents to make good decisions about education.

How much, if at all, do you trust the following to make good decisions about education?

All Adults

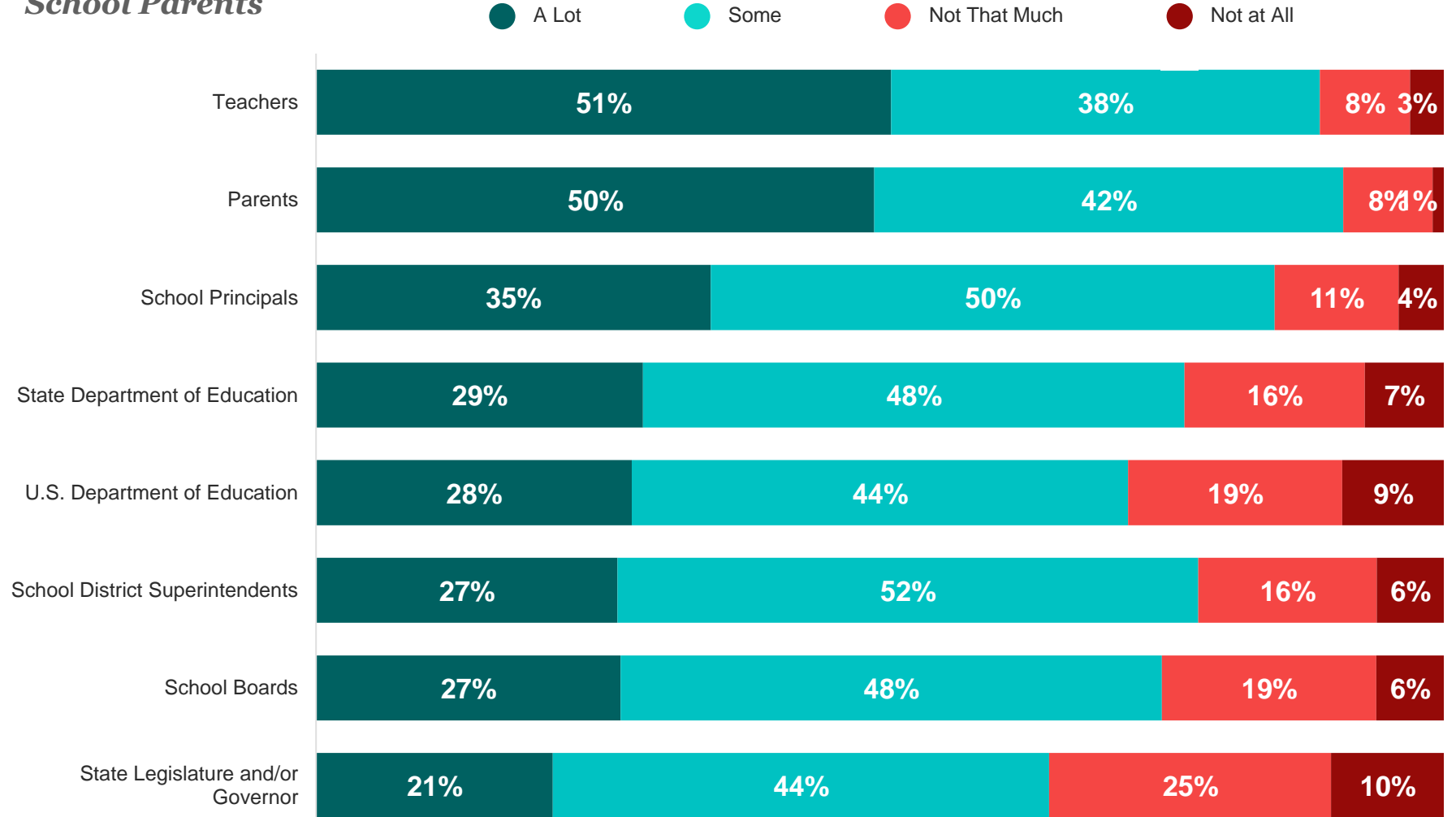


Trust in Education Decision Makers

School parents also continue to be most likely to trust personal sources like teachers and parents to make good decisions about education.

How much, if at all, do you trust the following to make good decisions about education?

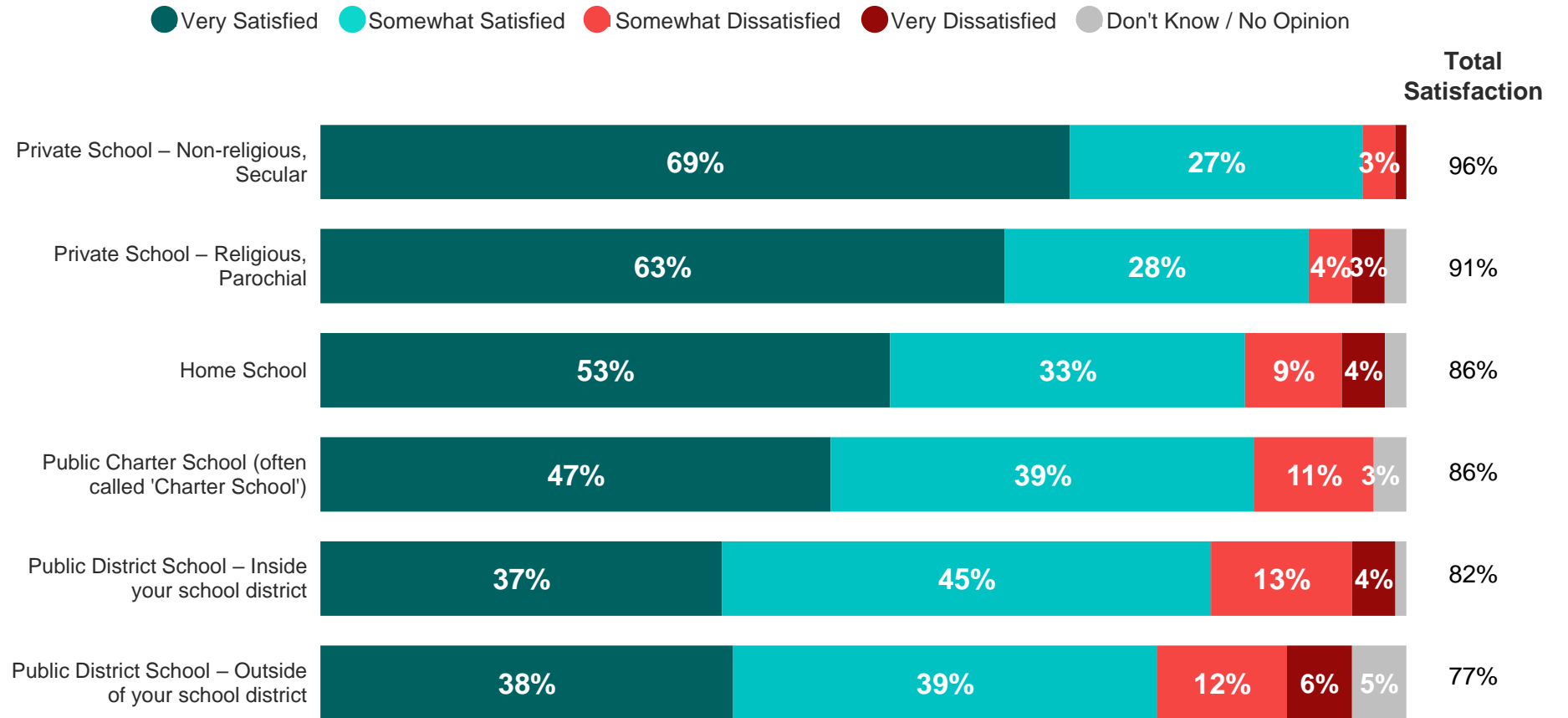
School Parents



Overall, parents are satisfied with their experiences across school types. Those with children attending private schools are most likely to be very satisfied.

To what extent are you satisfied or dissatisfied with your child's/children's experiences with the following types of schooling?

School Parents



Satisfaction with Schooling

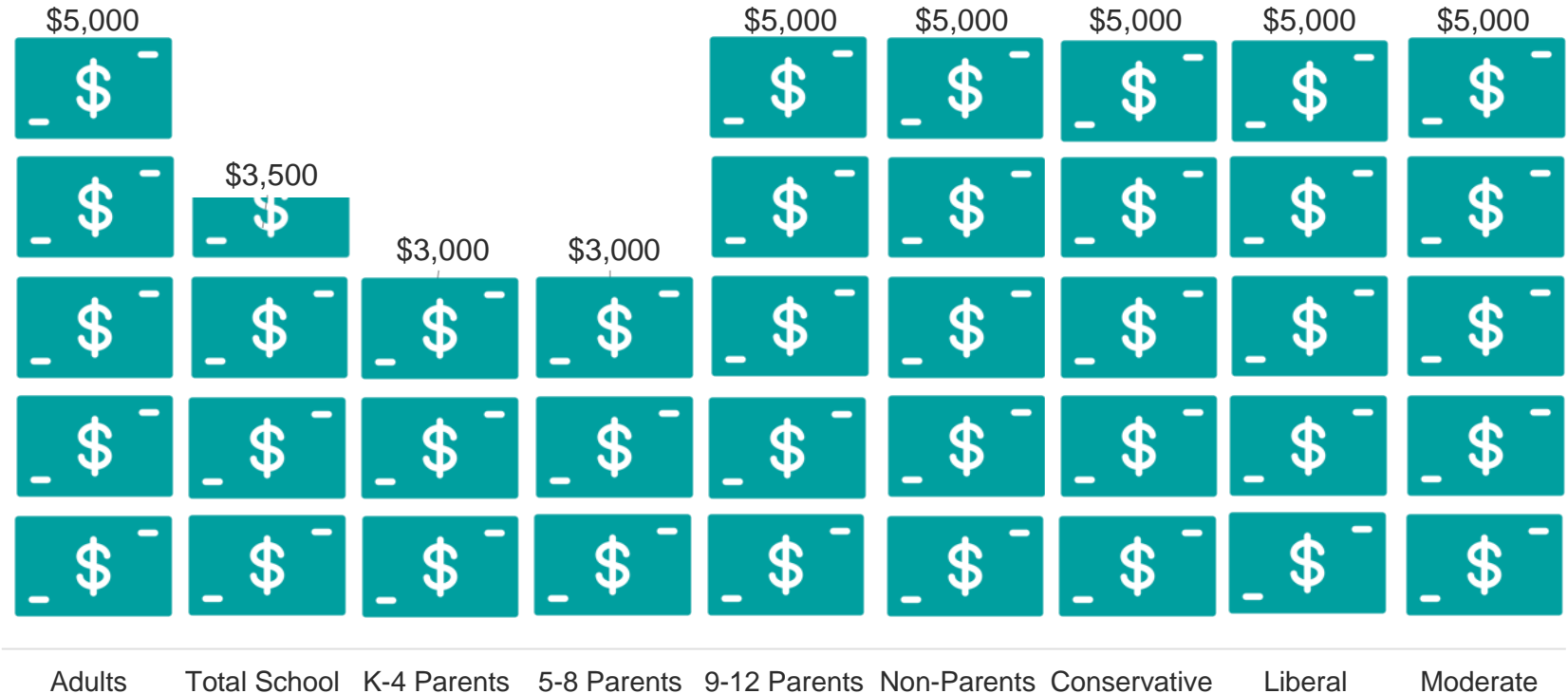
Americans, especially school parents of younger children, continue to believe that government spending per student is much lower than actual expenditures.

How much do you think is spent per year on each student in your state's **public schools**? Your estimate of the state average—to the nearest thousand dollars—will represent the combined expenditures of local, state, and federal governments.

Median estimate

FY17 State Actuals	
Maximum	\$23,091
Mean	\$12,521
Minimum	\$7,179

School Spending Estimate



FY17 State Actuals Source: National Center for Education Statistics

= \$1,000

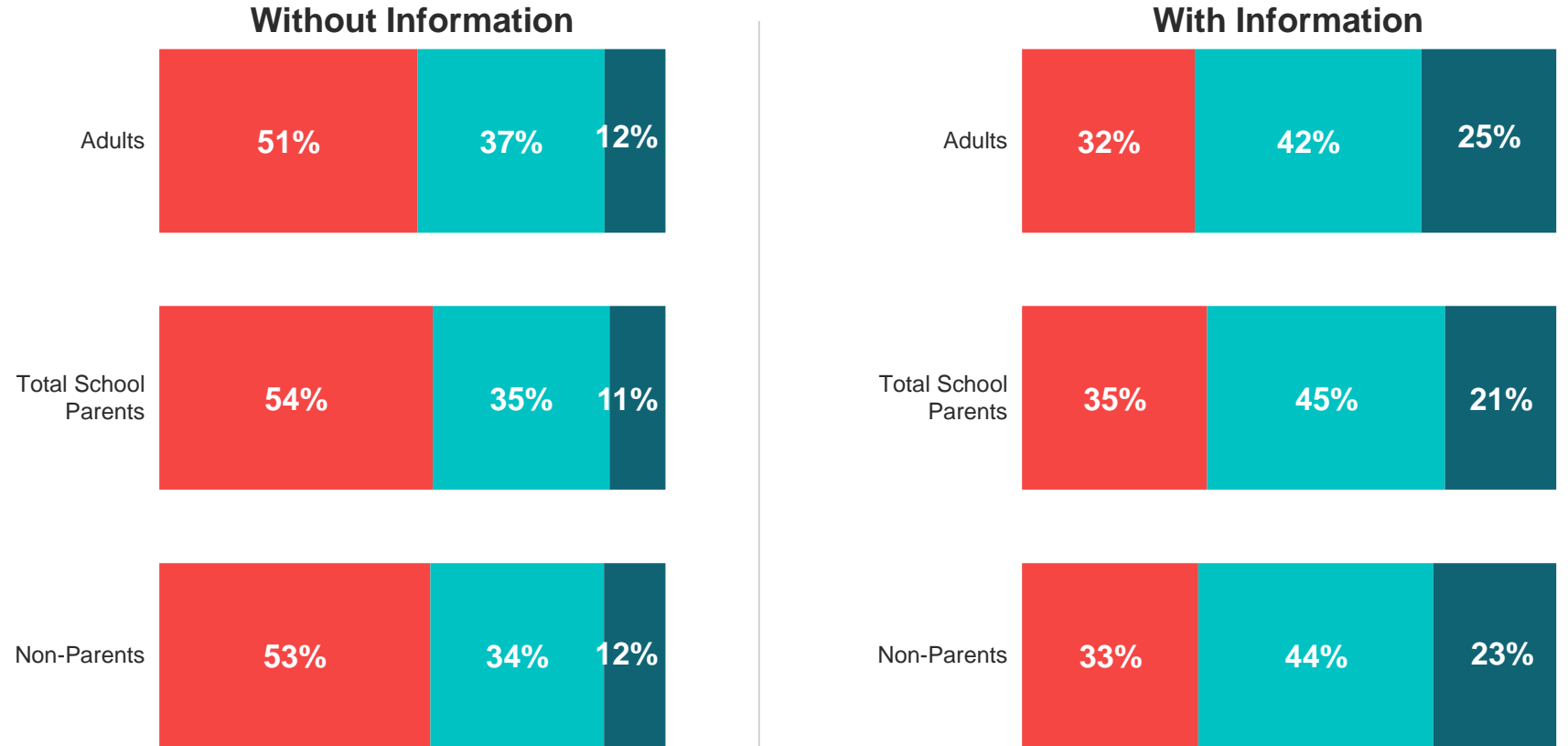
School Funding

When given actual spending information, Americans, school parents, and non-parents are all less likely to believe school spending per student is 'too low'.

Do you believe public school funding in [STATE] is:

On average, [STATE] spends \$_____ per student attending public school each year. Do you believe public school funding is:

● Too Low ● About Right ● Too High



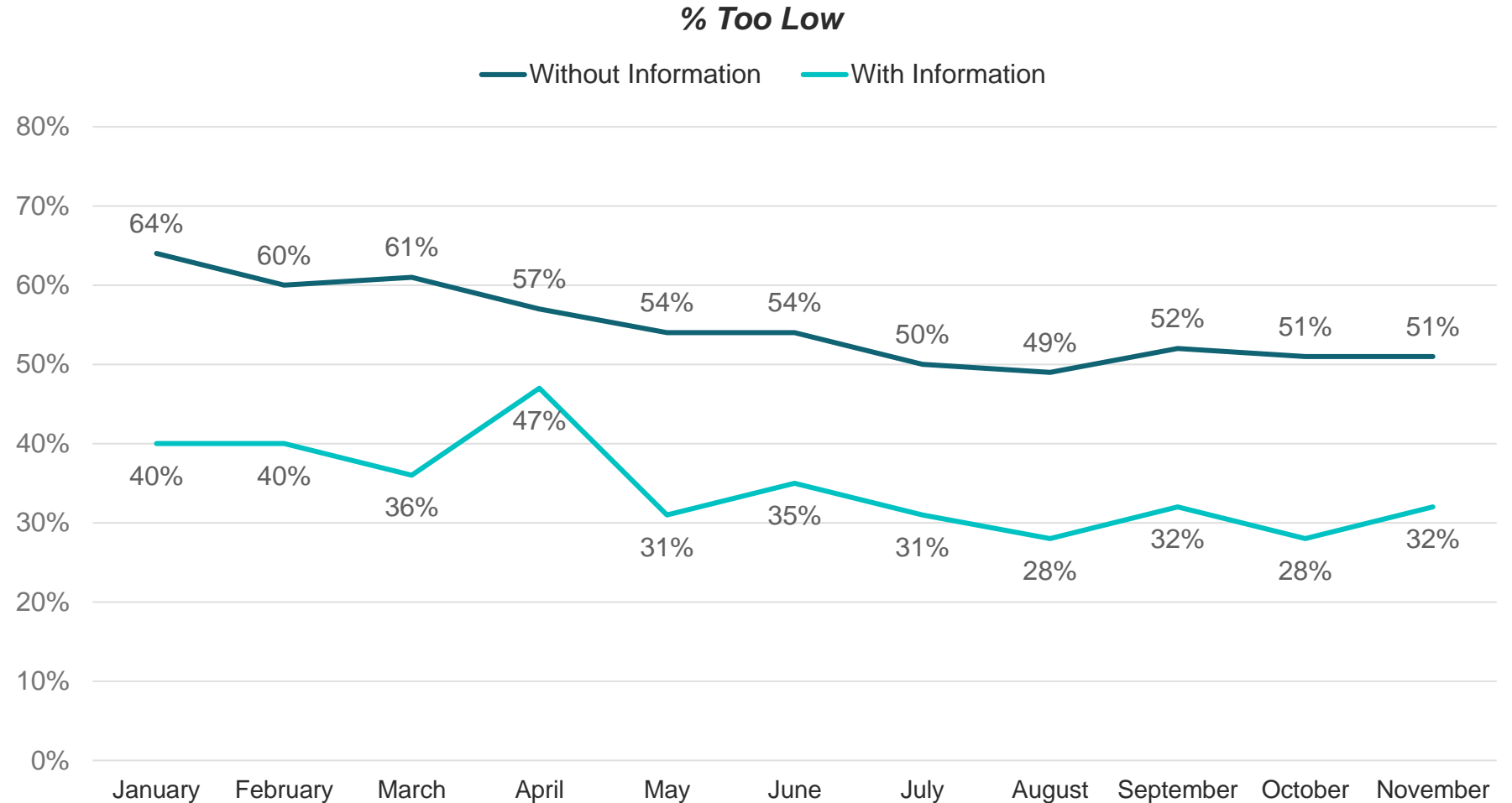
State Per Pupil Spending Source: National Center for Education Statistics

School Funding

The proportion of Americans that indicate spending is too low has increased once again after seeing a slight downtick in October.

Do you believe public school funding in [STATE] is:
On average, [STATE] spends \$_____ per student attending public school each year. Do you believe public school funding is:

All Adults



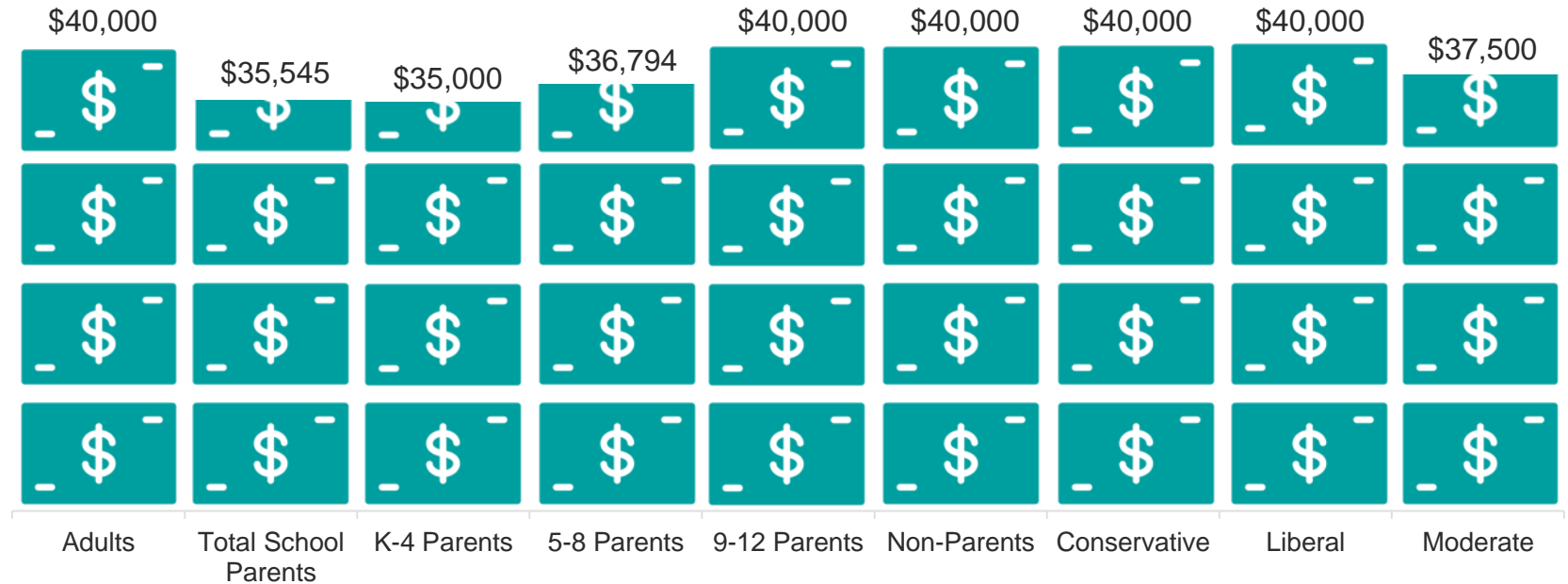
Americans continue to believe that their state's teachers make less than even the lowest state average.

How much do you think is the average teacher salary in your state's **public schools**?

Median estimate

FY17 State Actuals	
Maximum	\$83,585
Mean	\$57,282
Minimum	\$43,107

Teacher Salary Estimate



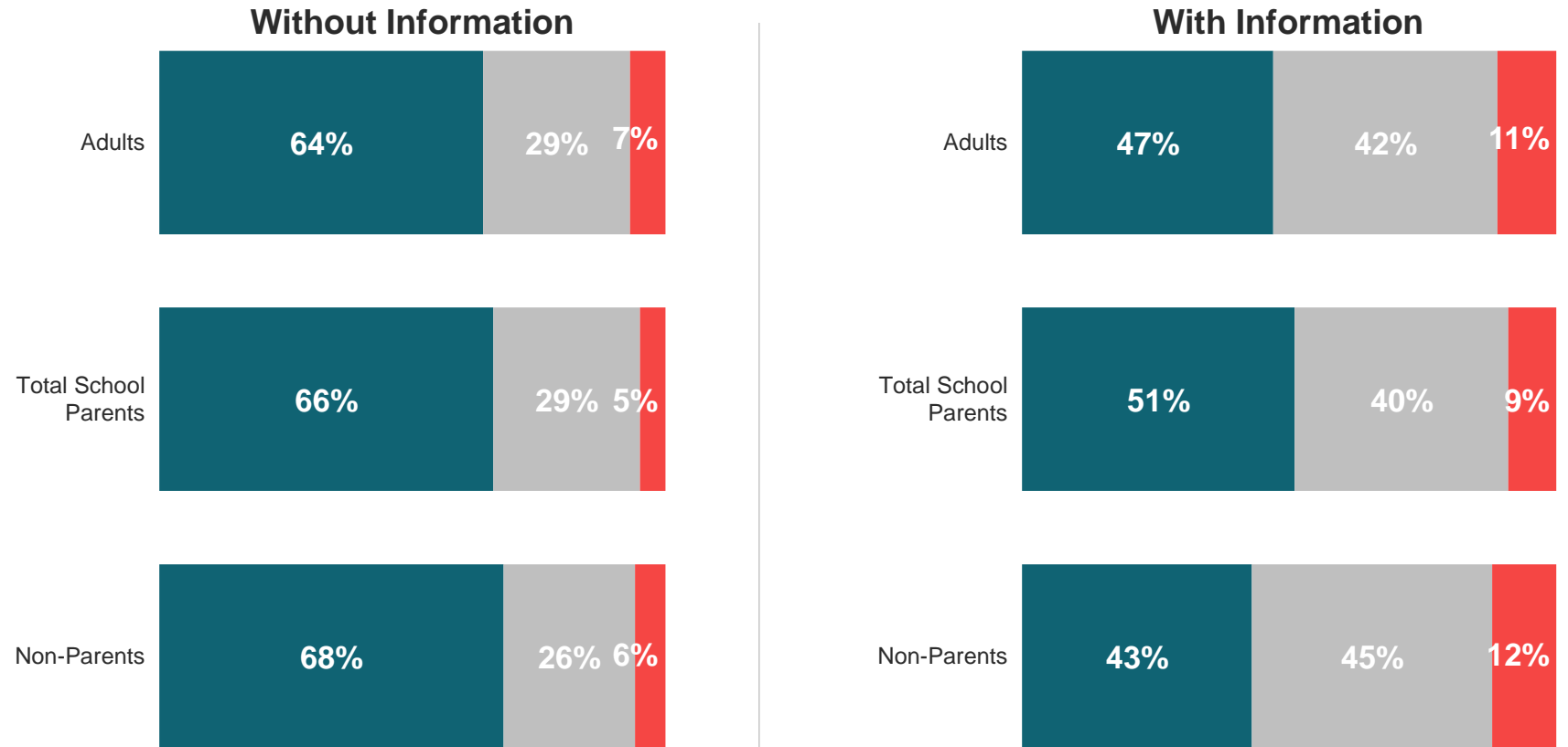
Teacher Salaries

Americans continue to be less likely (-17 points) to say teacher salaries should increase when given a publicly reported statistic.

Do you think that public school teacher salaries in your state should:

On average, public school teachers in [STATE] are paid an annual average salary of \$_____ per student attending public school each year. Do you think that public school teacher salaries in your state should:

● Increase ● Stay About the Same ● Decrease



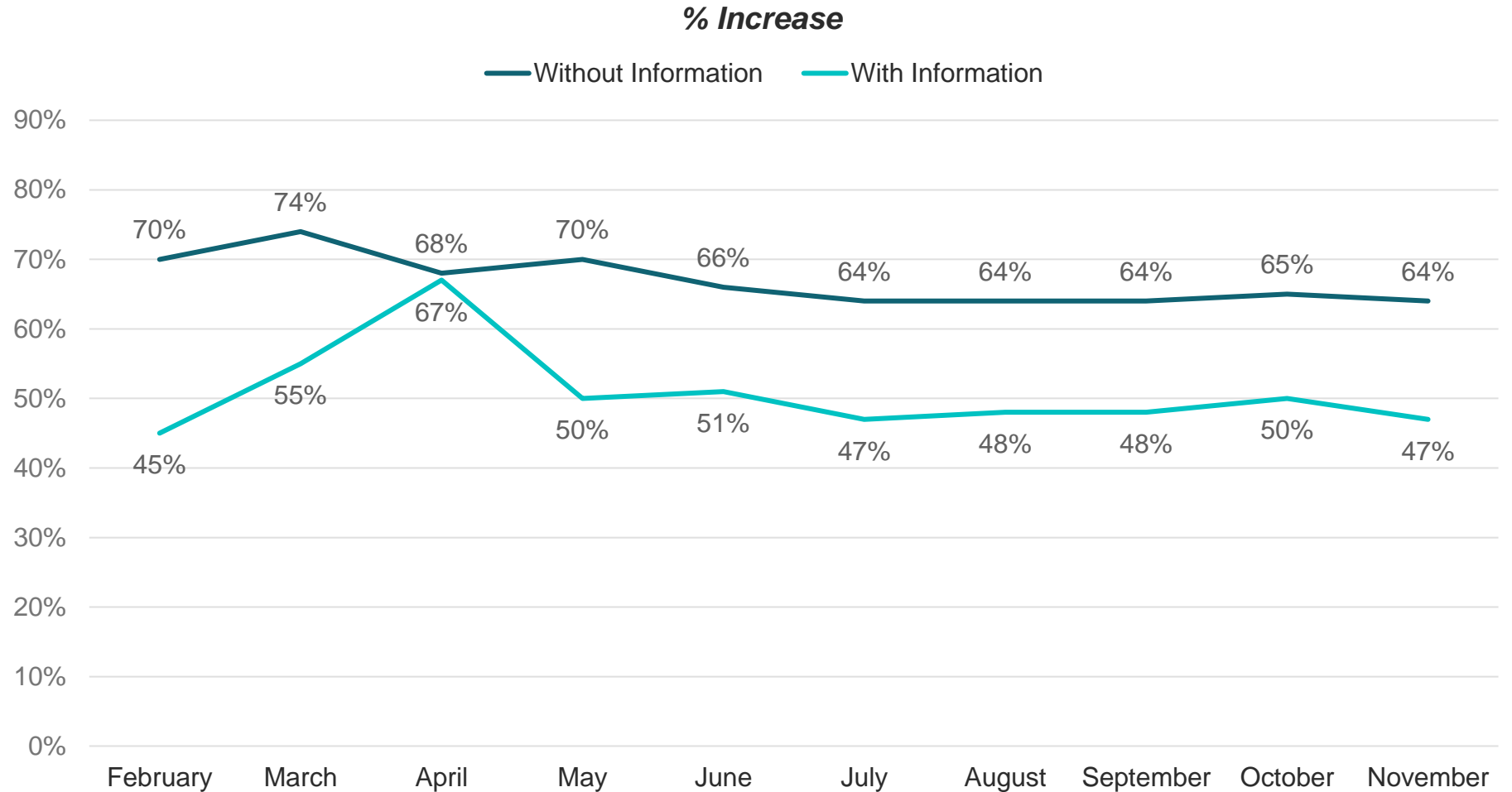
State Teacher Salary Source: National Center for Education Statistics

Teacher Salaries

The gap between those that received and did not receive information about teacher salaries continues to hold steady.

Do you think that public school teacher salaries in your state should:
On average, public school teachers in [STATE] are paid an annual average salary of \$_____ per student attending public school each year. Do you think that public school teacher salaries in your state should:

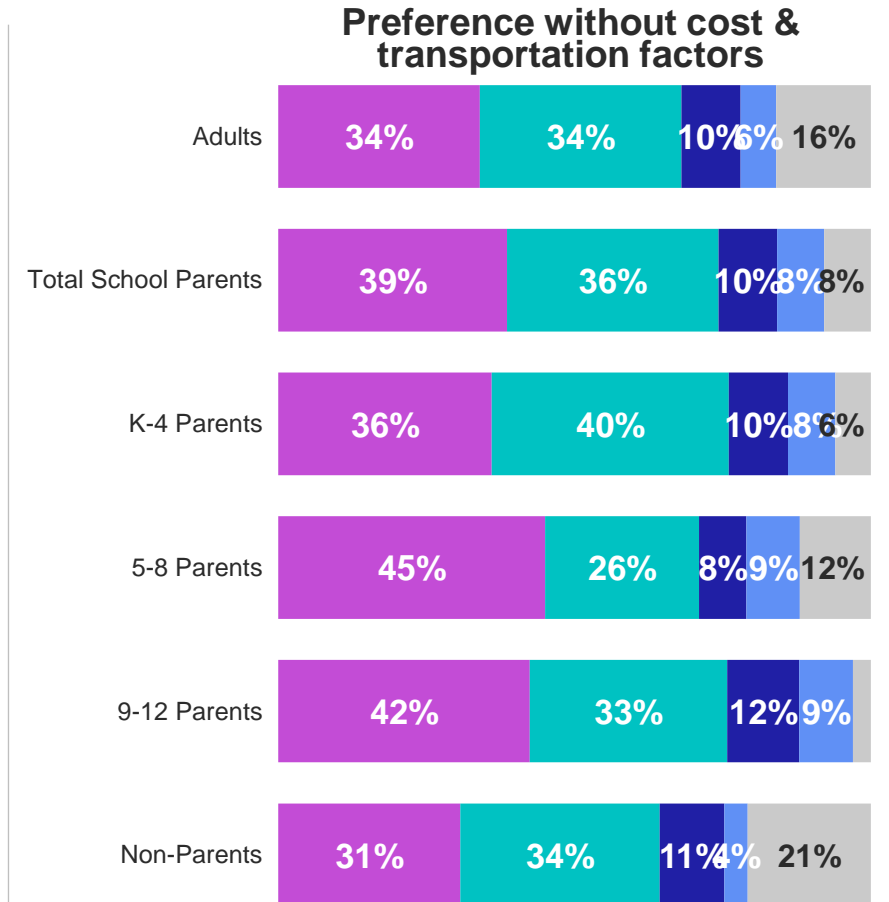
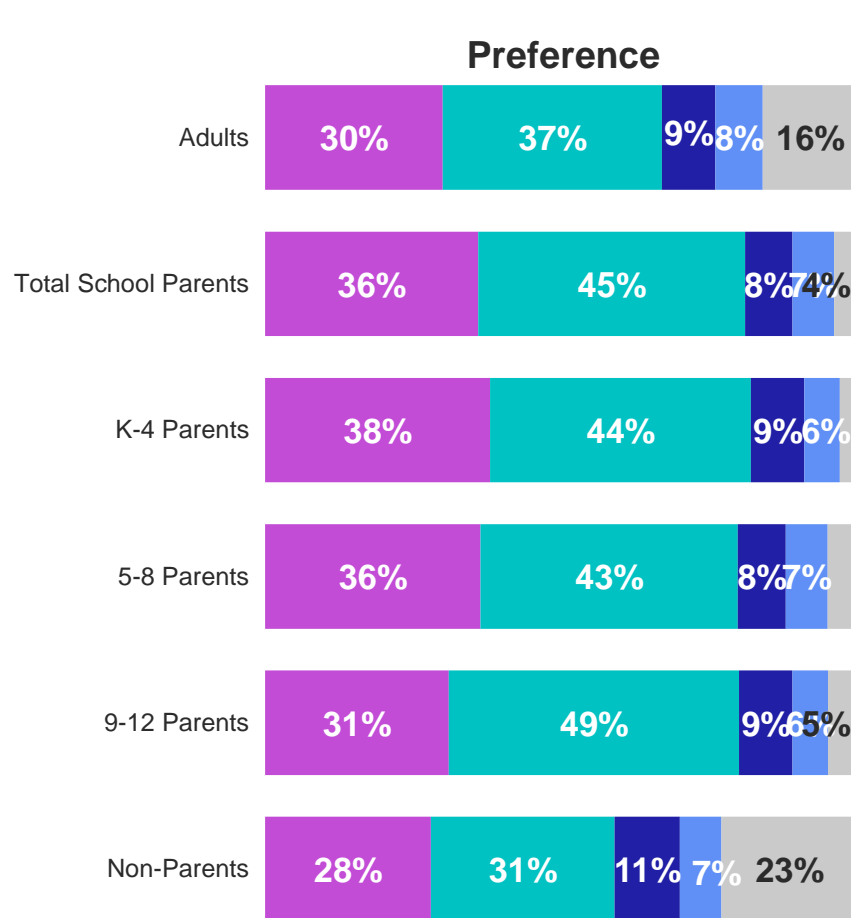
All Adults



Without cost and transportation being factors, school parents, especially those of older students, would be more likely to select a private school for their child.

If given the option, what type of school would you select in order to obtain the best education for your child?

If given the option, and neither financial costs nor transportation were factors, what type of school would you select in order to obtain the best education for your child?

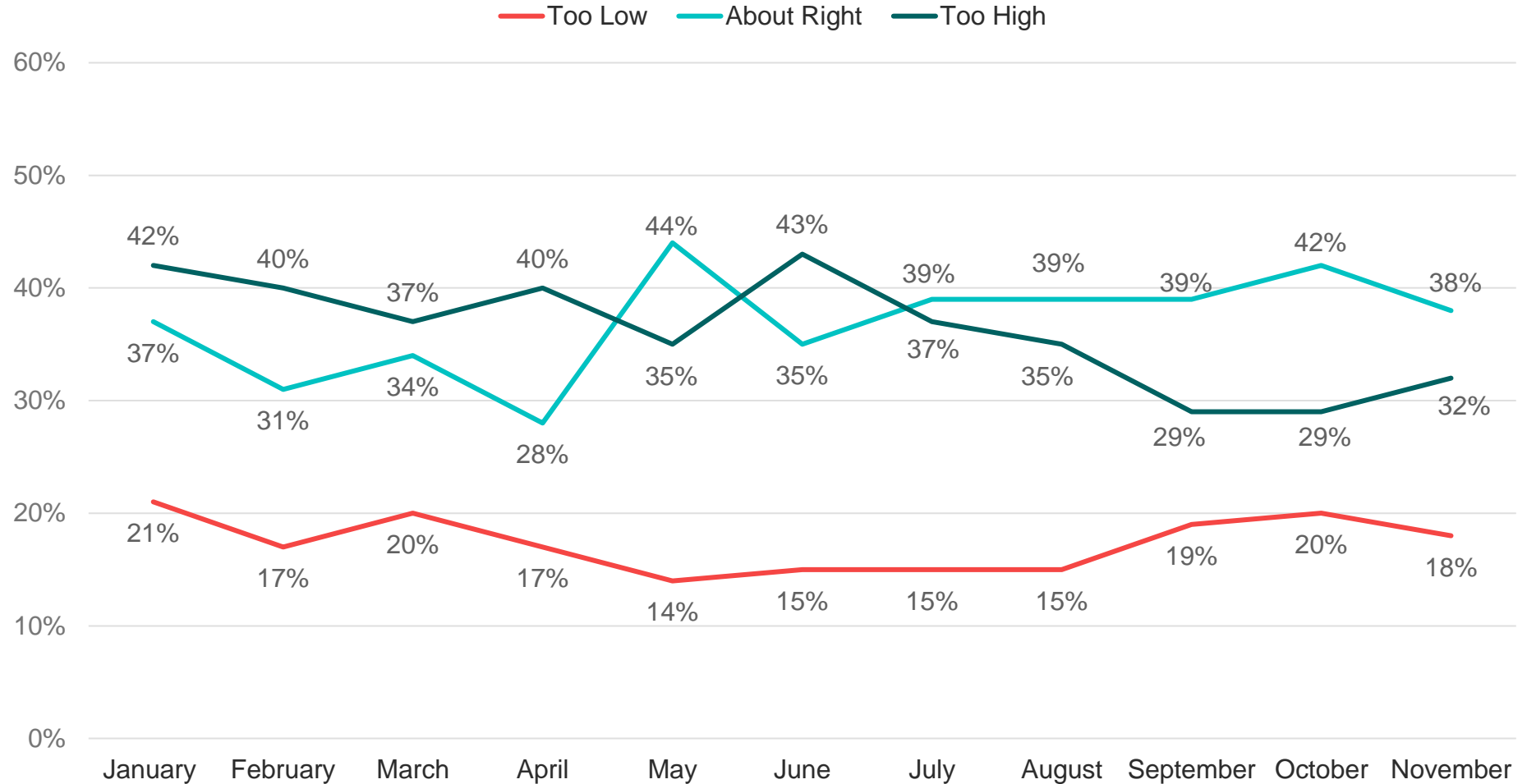


Preferred Schooling Type

In November, there was a slight increase in parent’s feelings towards time spent on standardized tests being ‘too high’. There was also a slight decrease in their feelings on time spent being ‘about right’.

All public schools and most private schools give their students standardized tests during the school year. When thinking about students preparing for and taking these tests, in general, do you believe the amount of time spent on standardized testing in American schools is:

School Parents



Standardized Testing

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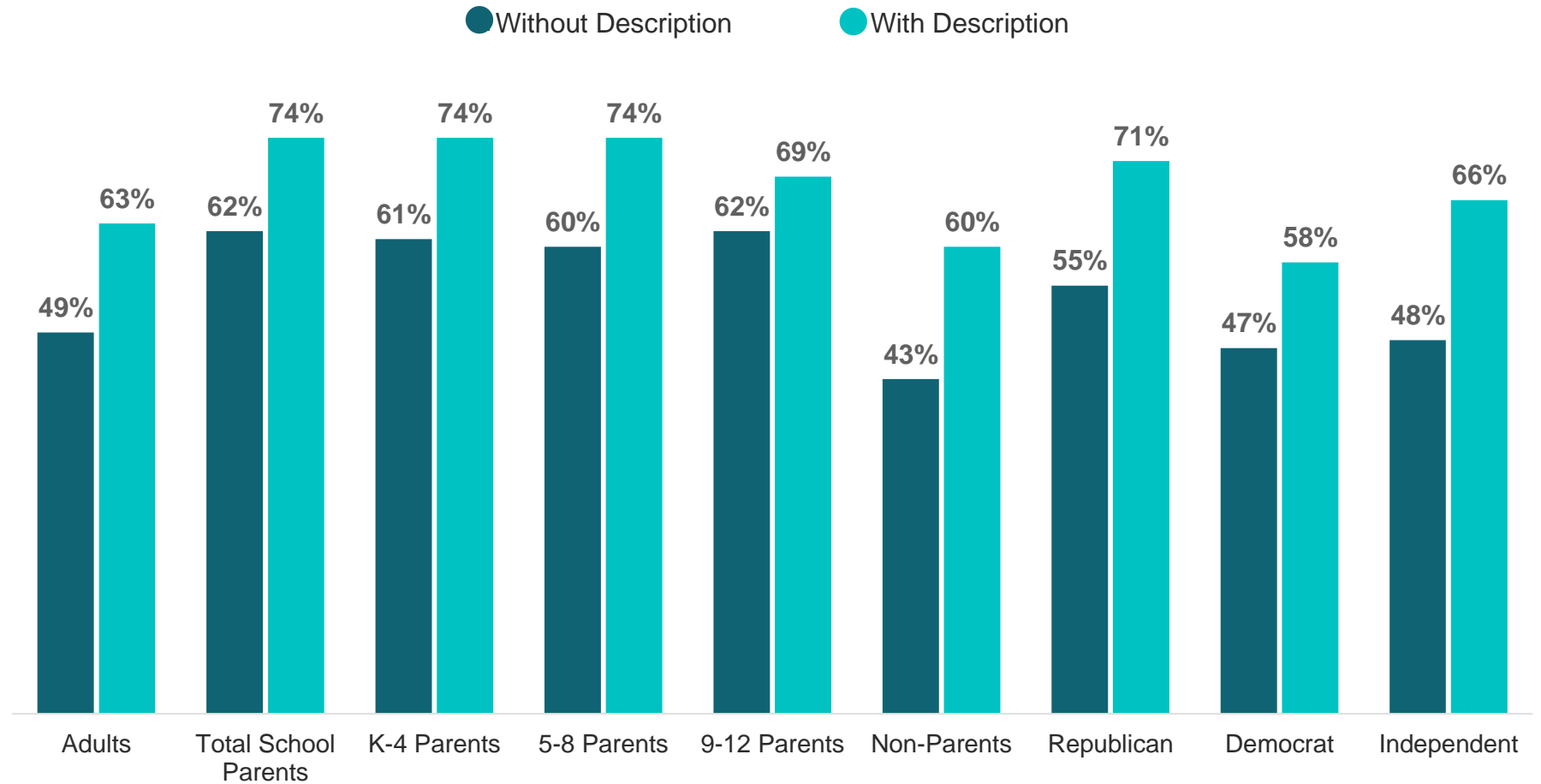


Survey Profile and Demographics

All demographics continue to experience a lift in support for charter schools once given a description.

Based on what you know, or have heard from others... In general, what is your opinion of 'charter schools' in K-12 education? Charter schools are public schools that have more control over their own budget, staff, and curriculum, and are exempt from many existing public school regulations. In general, what is your opinion of public charter schools?

Total Support (Strongly Support + Somewhat Support)



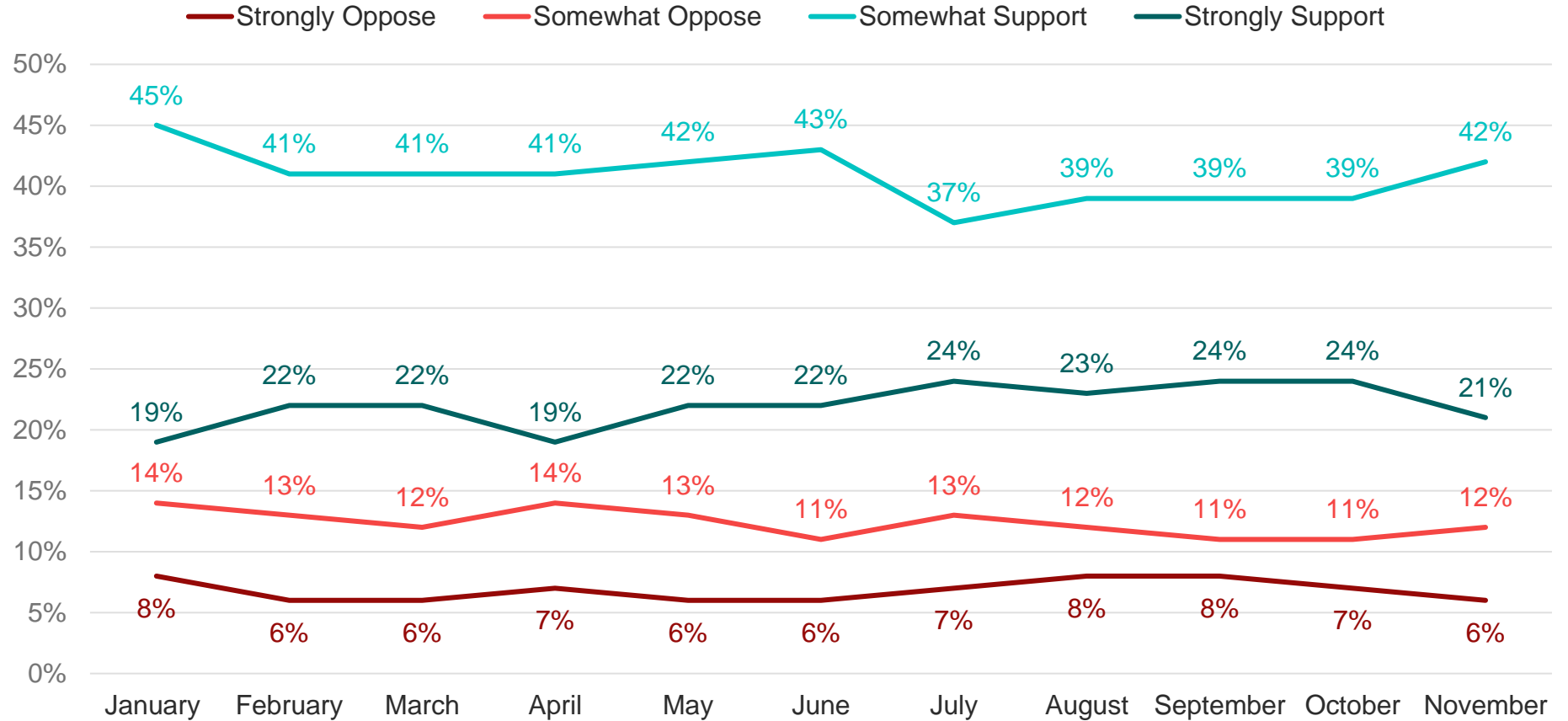
Charter School Favorability

Charter School Favorability

Americans' overall support of charter schools continues to hold steady.

Charter schools are public schools that have more control over their own budget, staff, and curriculum, and are exempt from many existing public school regulations. In general, what is your opinion of public charter schools?

All Adults



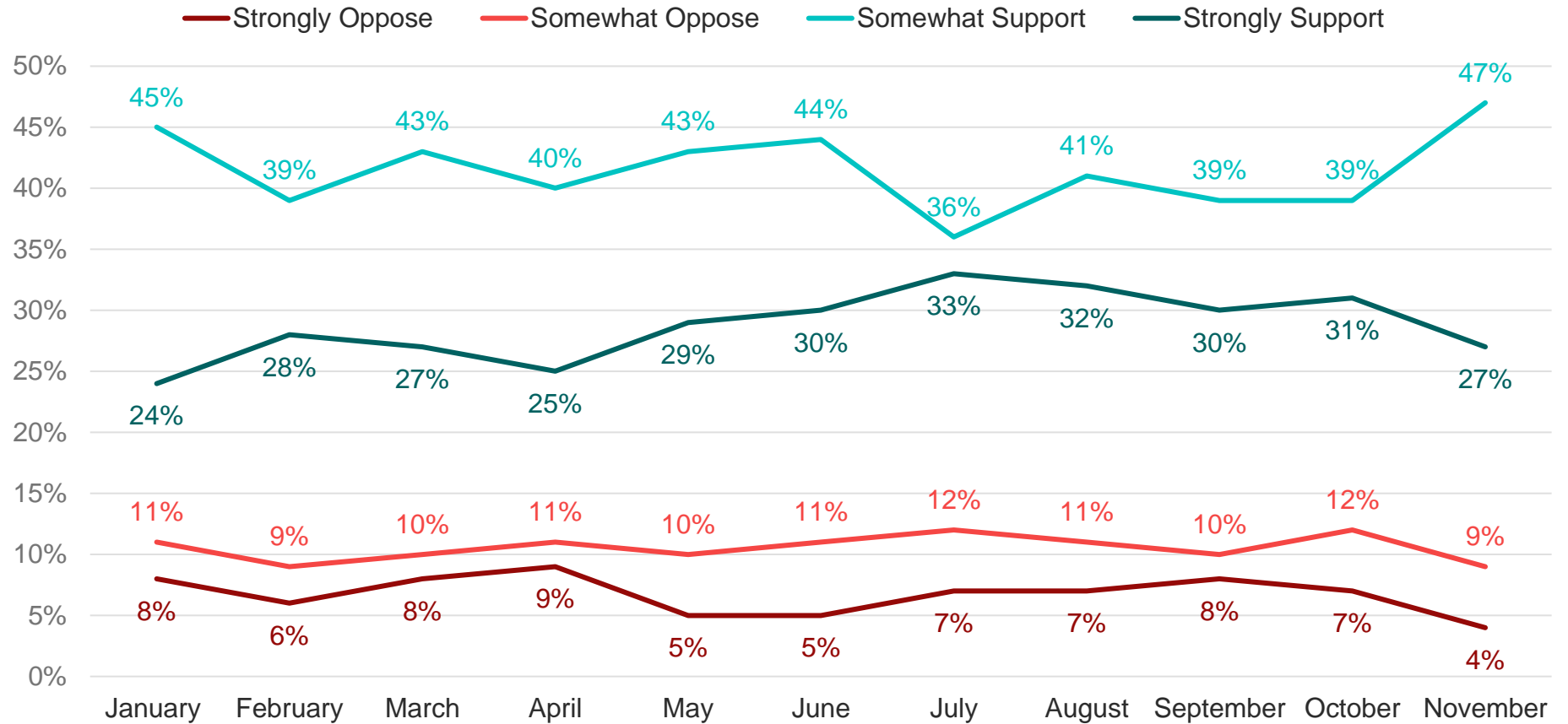
Note: Don't know/no opinion responses are not shown.

Charter School Favorability

Among school parents, soft support for charter schools is up eight points since last month.

Charter schools are public schools that have more control over their own budget, staff, and curriculum, and are exempt from many existing public school regulations. In general, what is your opinion of public charter schools?

School Parents



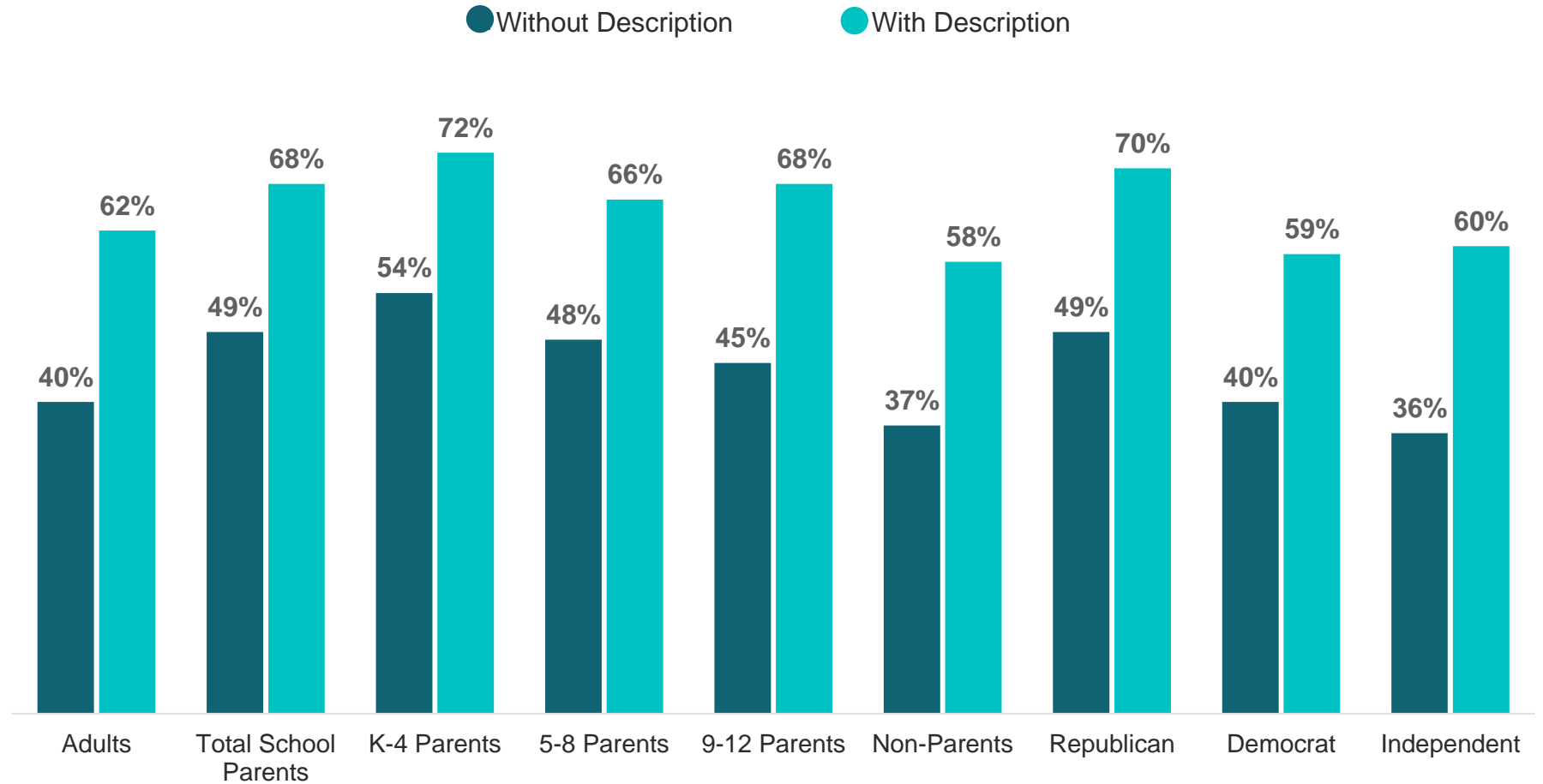
Note: Don't know/no opinion responses are not shown.

School Voucher Favorability

Respondents continue to be more supportive of school vouchers when given a description – especially among 9-12 parents and political independents.

Based on what you know, or have heard from others... In general, what is your opinion of 'school vouchers' in K-12 education? A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to parents in the form of a 'school voucher' to pay partial or full tuition for the child's school. In general, what is your opinion of school voucher systems?

Total Support (Strongly Support + Somewhat Support)

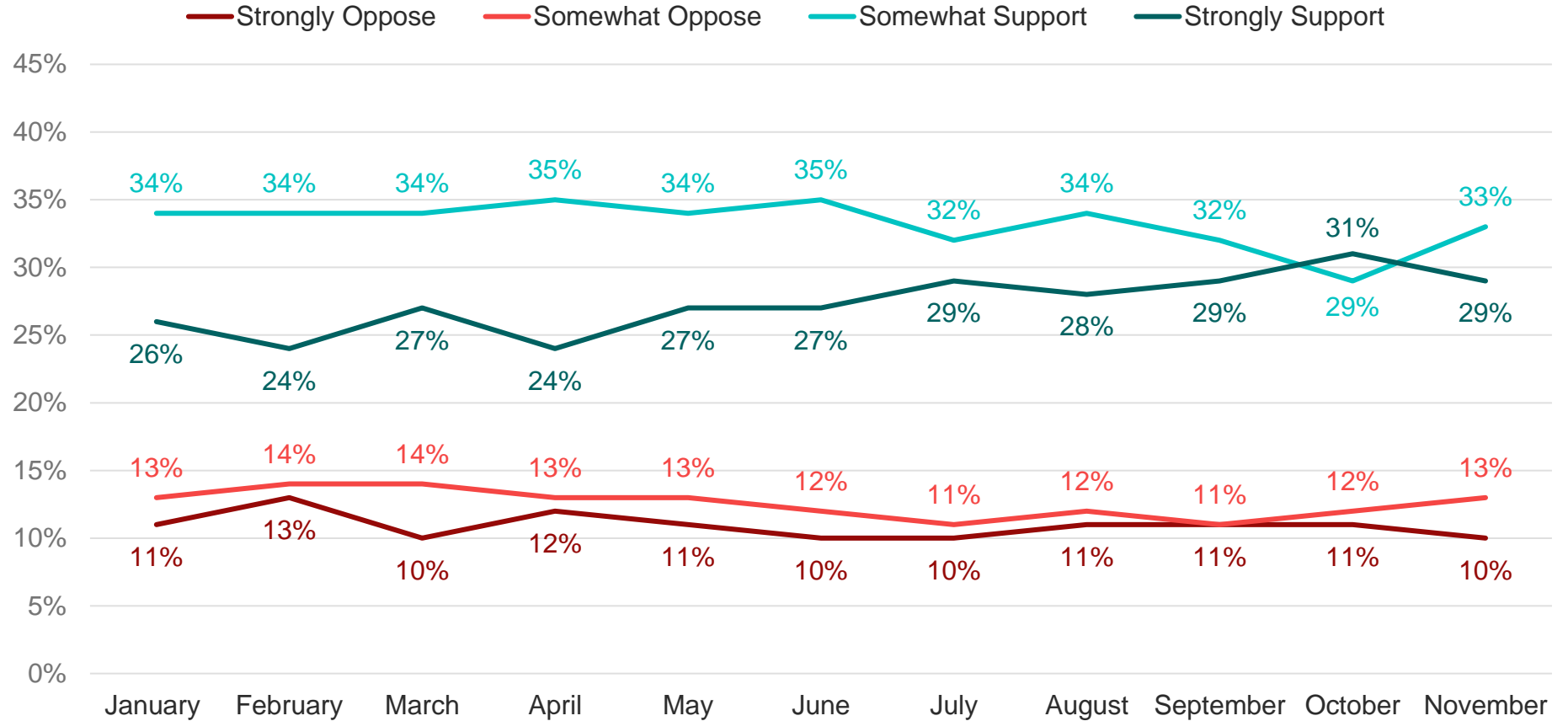


School Voucher Favorability

Soft support for school vouchers grew by four points this month and is back to the level it was at during the summer.

A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to parents in the form of a 'school voucher' to pay partial or full tuition for the child's school. In general, what is your opinion of school voucher systems?

All Adults



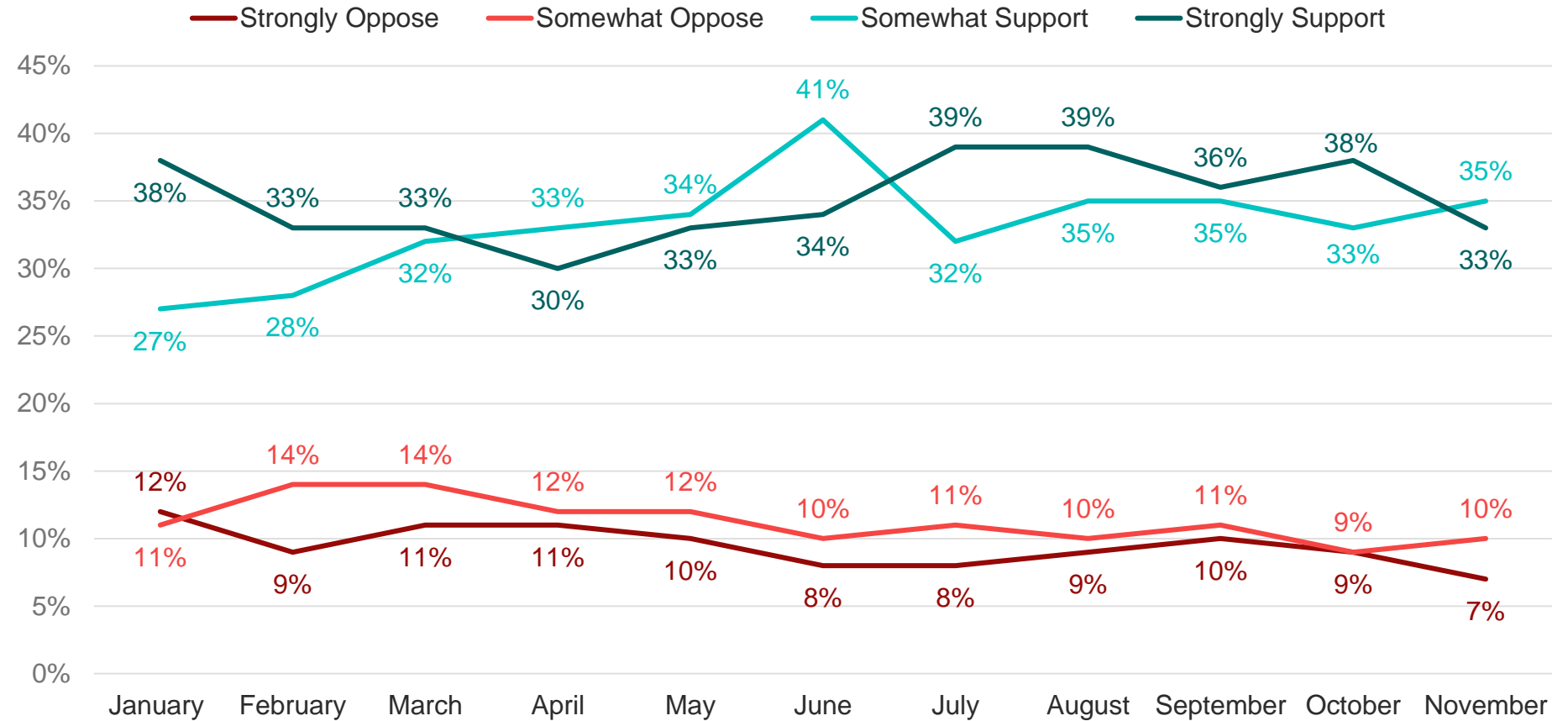
Note: Don't know/no opinion responses are not shown.

School Voucher Favorability

Among school parents, strong support for school vouchers has fallen after increasing in the summer months. Other than May-June-July volatility soft support continues to hold steady for one-third of parents.

A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to parents in the form of a 'school voucher' to pay partial or full tuition for the child's school. In general, what is your opinion of school voucher systems?

School Parents



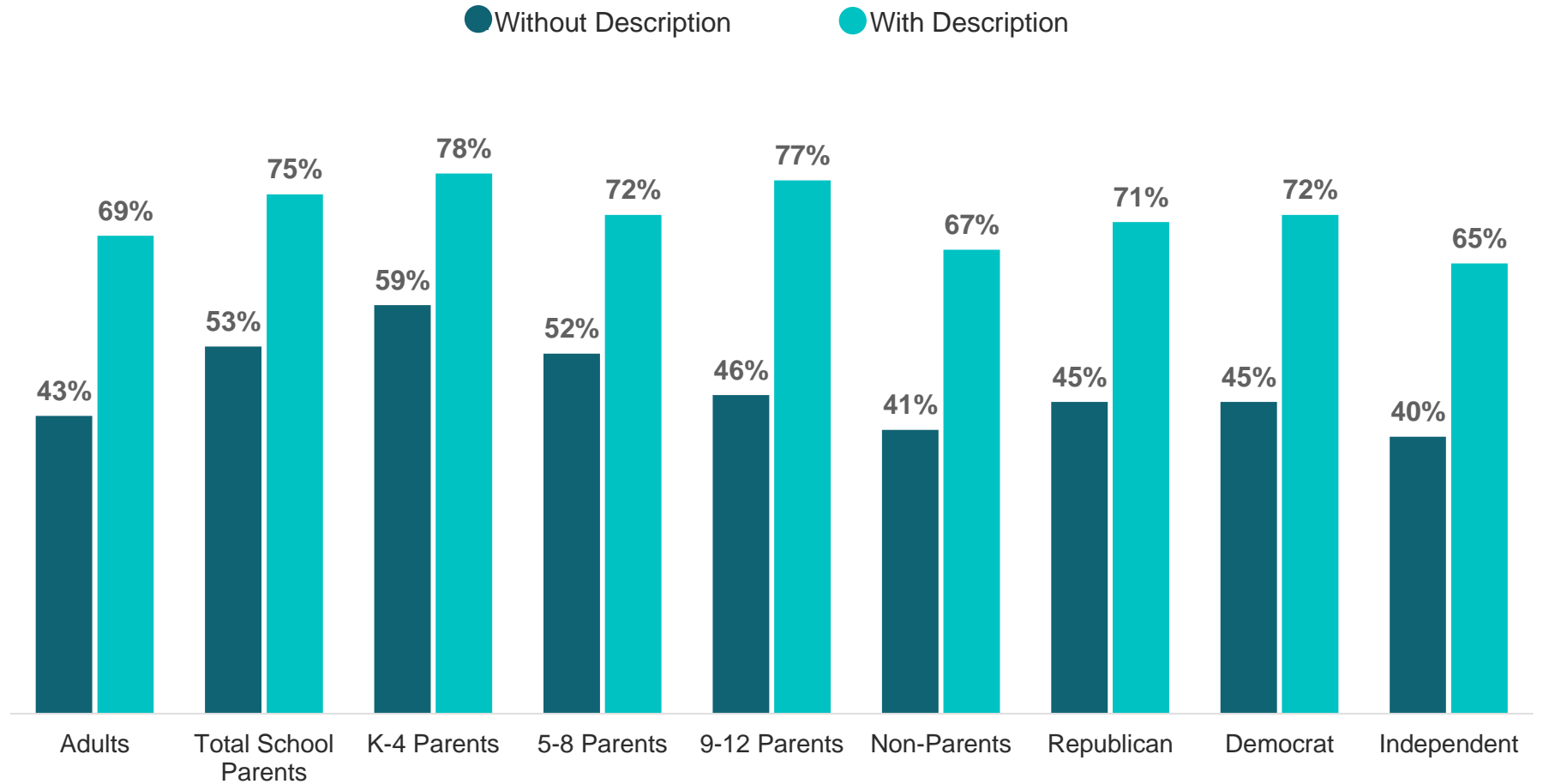
Note: Don't know/no opinion responses are not shown.

Education Savings Accounts Favorability

ESA support still rises dramatically across demographics once respondents are given information.

Based on what you know, or have heard from others... In general, what is your opinion of 'education savings accounts' in K-12 education?
An "education savings account" in K-12 education – often called an ESA – establishes for parents a government-authorized savings account with restricted, but multiple uses for educational purposes. Parents can then use these funds to pay for: school tuition; tutoring; online education programs; therapies for students with special needs; textbooks or other instructional materials; or save for future college expenses. In general, what is your opinion of an ESA system?

Total Support (Strongly Support + Somewhat Support)

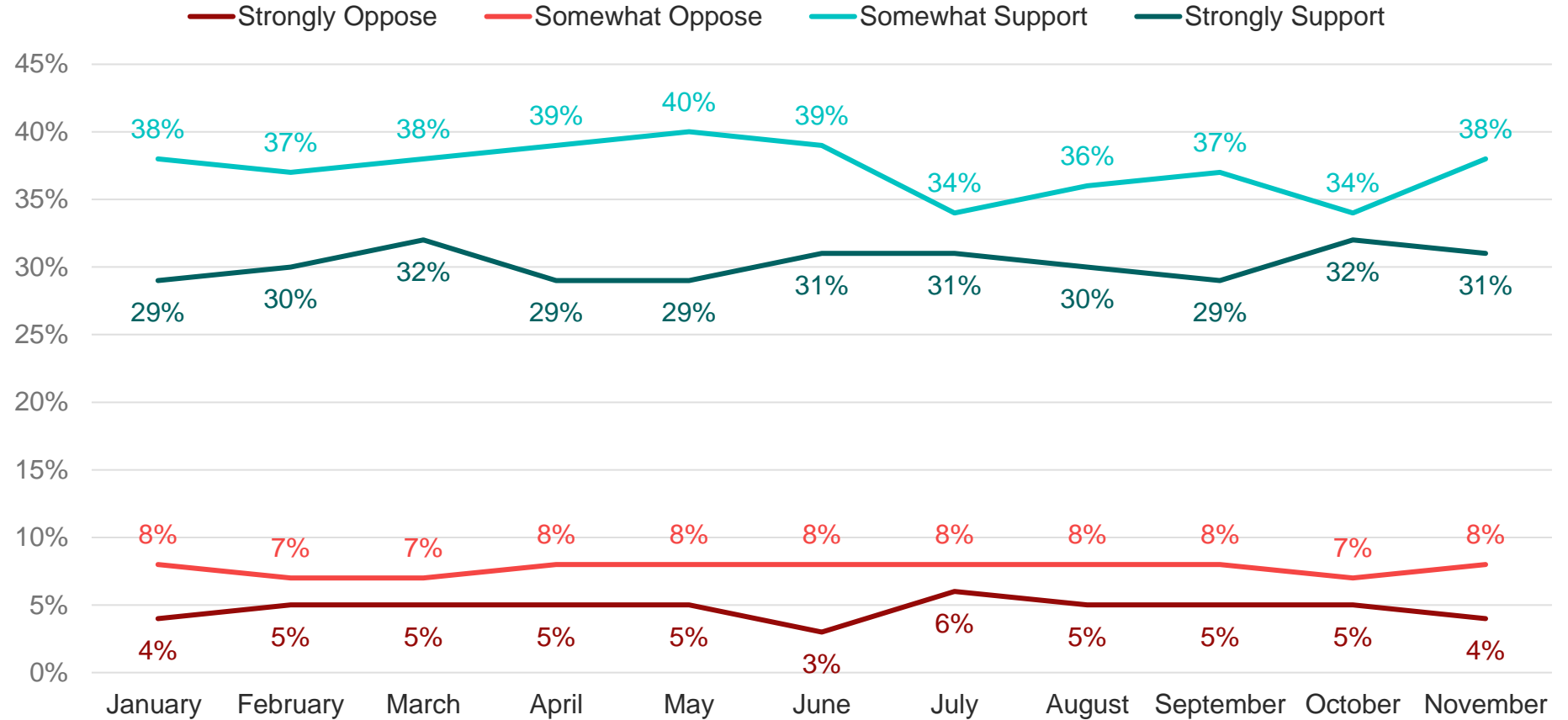


Education Savings Account Favorability

In November, there was a slight uptick in soft support for education savings accounts compared to October.

An "education savings account" in K-12 education – often called an ESA – establishes for parents a government-authorized savings account with restricted, but multiple uses for educational purposes. Parents can then use these funds to pay for: school tuition; tutoring; online education programs; therapies for students with special needs; textbooks or other instructional materials; or save for future college expenses. In general, what is your opinion of an ESA system?

All Adults



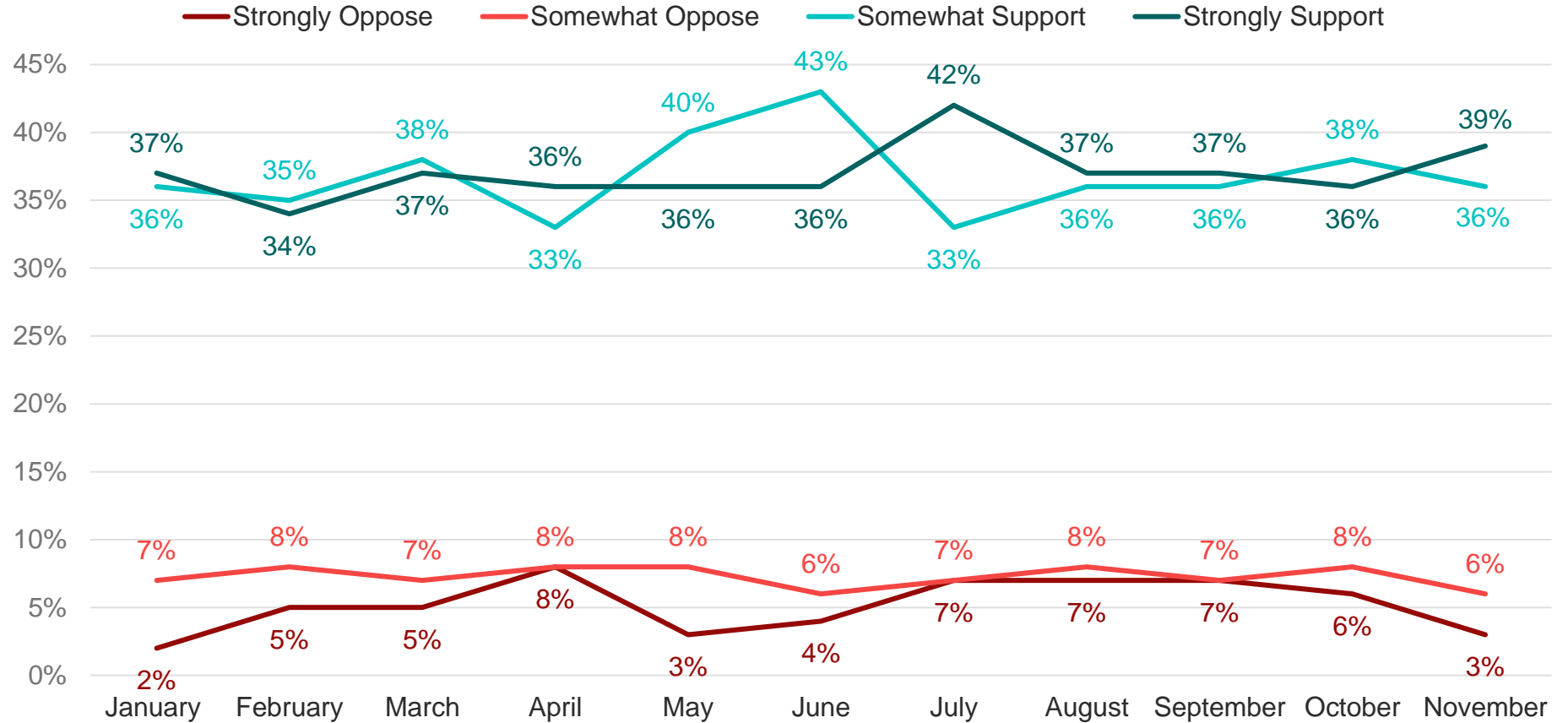
Note: Don't know/no opinion responses are not shown.

Education Savings Account Favorability

Among School Parents, strong support for education savings accounts has increased slightly in November.

An "education savings account" in K-12 education – often called an ESA – establishes for parents a government-authorized savings account with restricted, but multiple uses for educational purposes. Parents can then use these funds to pay for: school tuition; tutoring; online education programs; therapies for students with special needs; textbooks or other instructional materials; or save for future college expenses. In general, what is your opinion of an ESA system?

School Parents



Note: Don't know/no opinion responses are not shown.

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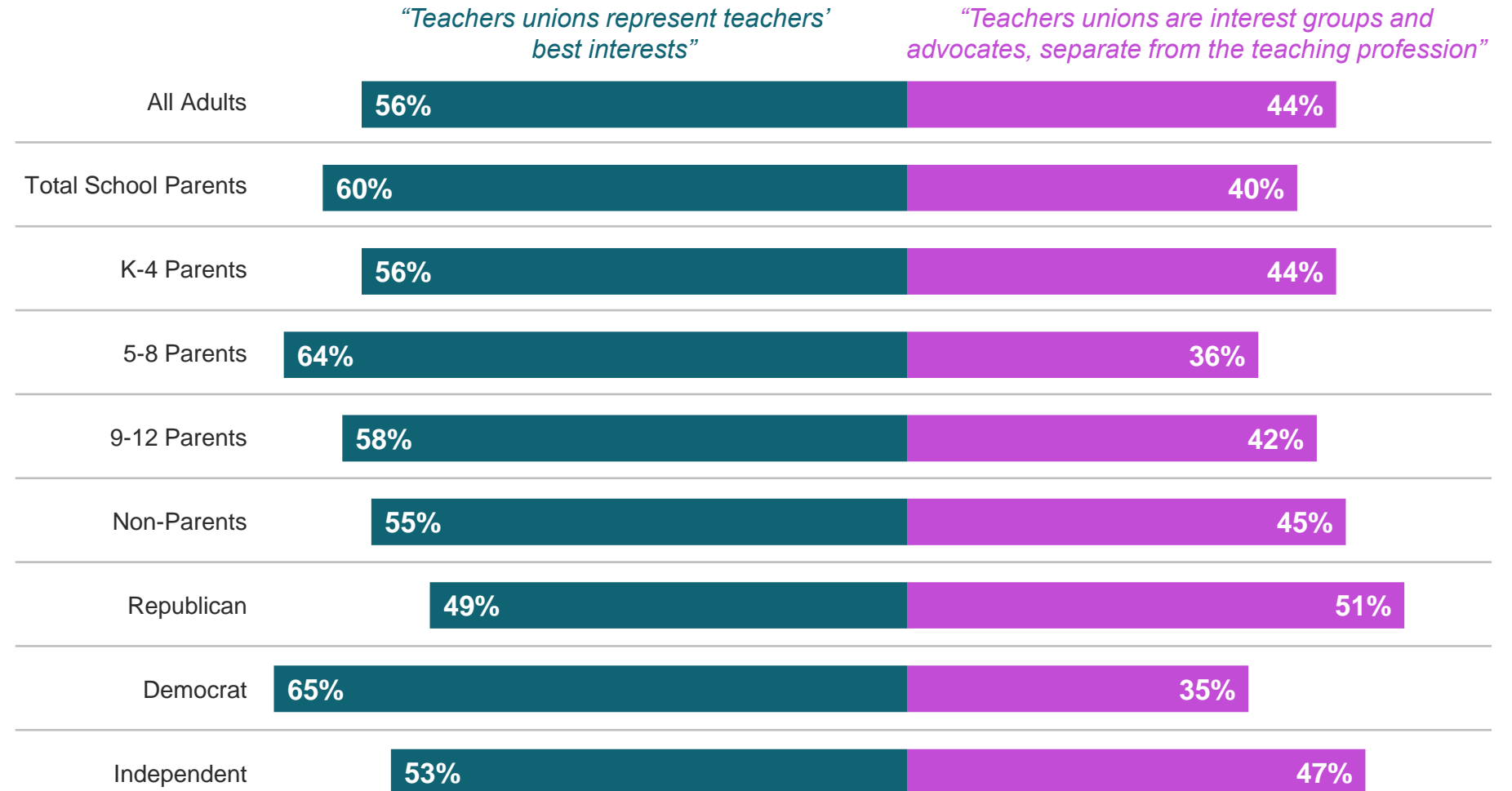


Survey Profile and Demographics

Perception of Teachers Unions

While Americans are somewhat split on their perception of teachers unions, a slight majority agree “teachers unions represent teachers’ best interests.”

Which of the following do you agree with most even if neither completely matches your opinion?

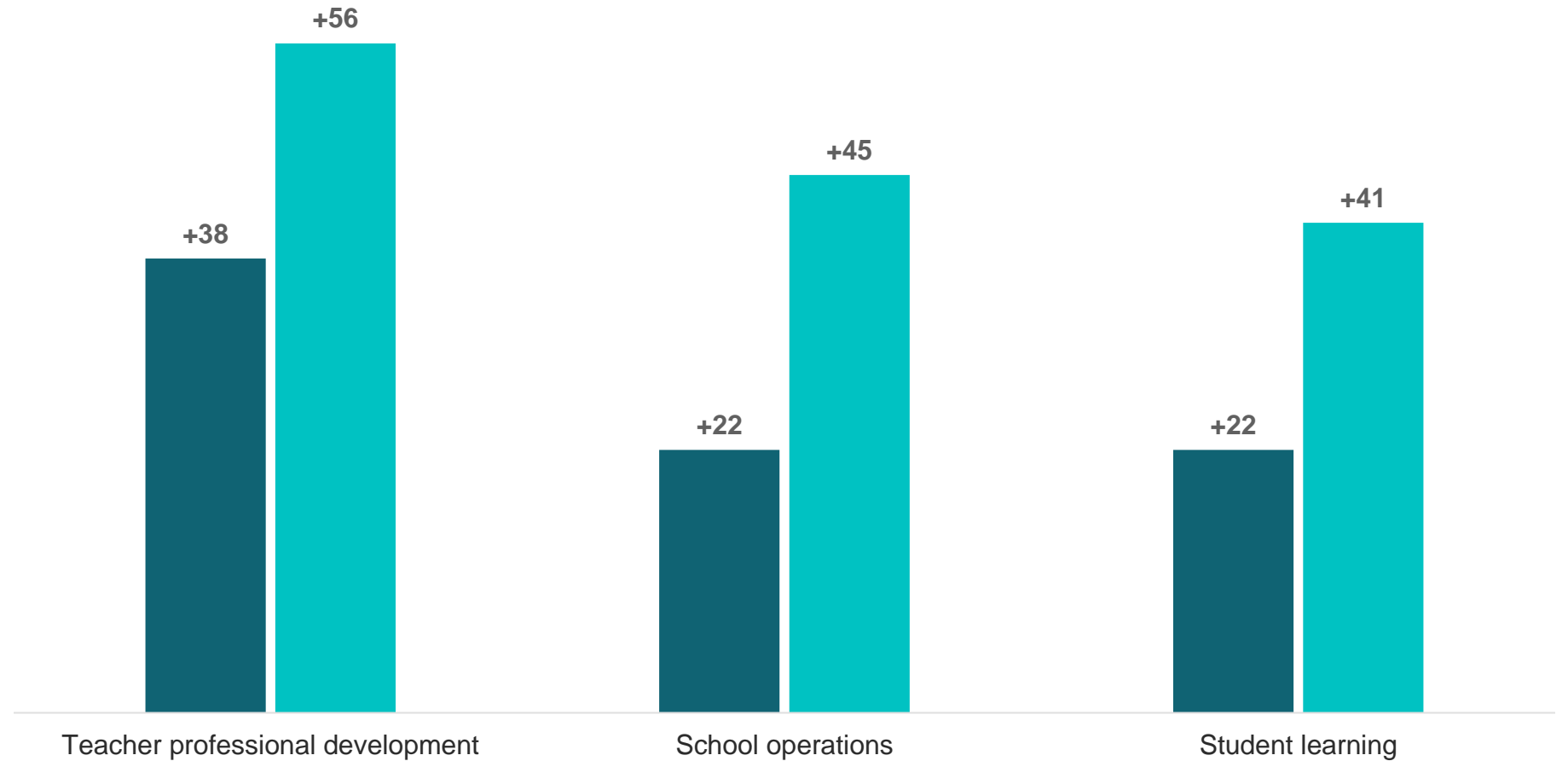


Americans feel unions are generally more helpful than hurtful, this is especially true among school parents.

To what extent do you feel that teachers unions are helpful or harmful toward... ?

Net Helpful (total helpful-total harmful)

● All Adults ● School Parents

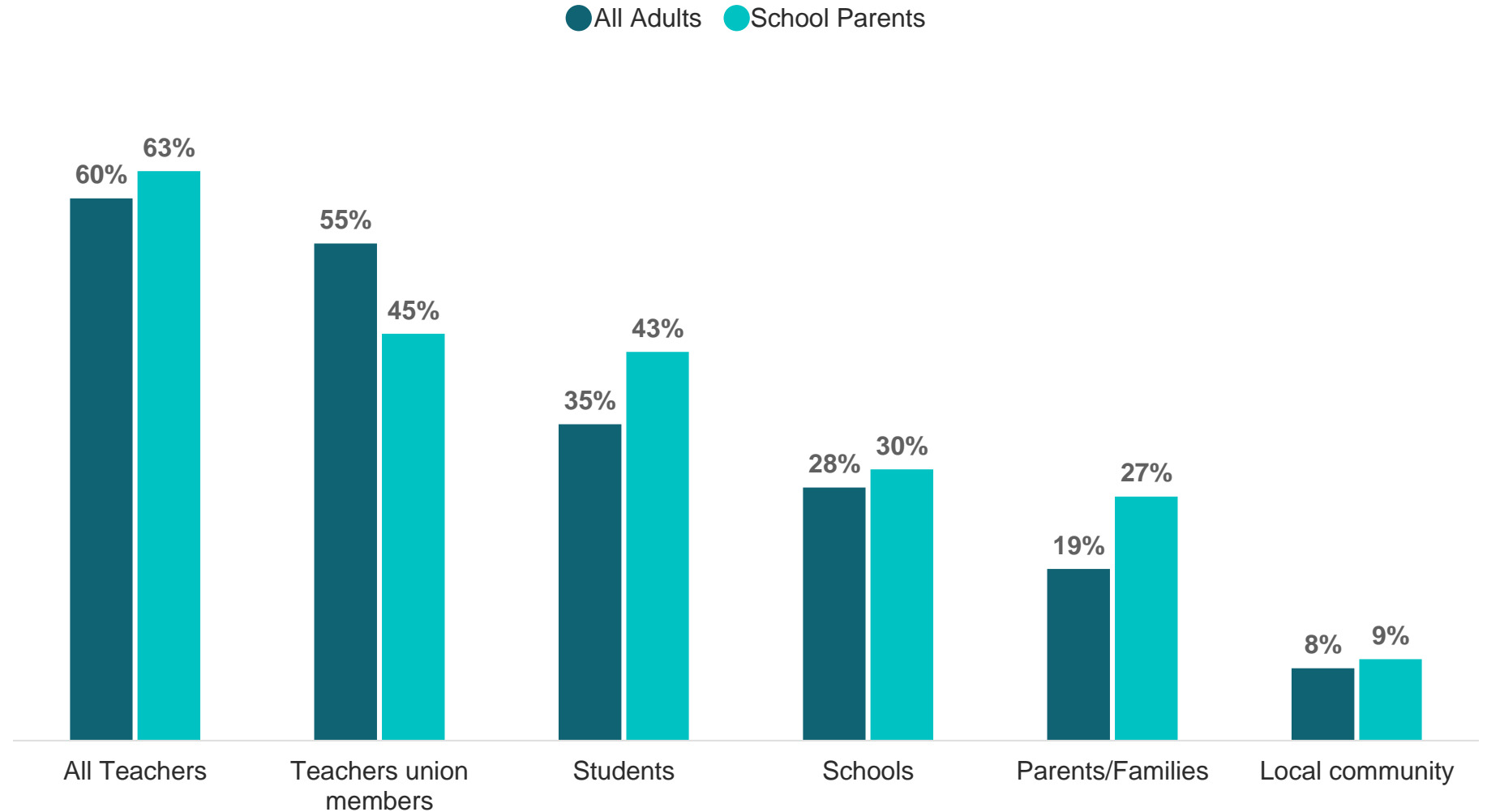


Teachers Unions Perceived Impact

Teachers Unions Perceived Interests

Teachers unions are more likely to be perceived prioritizing teachers, rather than students, schools, families, or the local community.

Whose interests do you think teachers unions generally prioritize? Select up to 3.



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Survey Profile and Demographics

Methodology

Survey Profile, 1

Dates	November 12-18, 2020
Survey Data Collection & Quality Control	Morning Consult
Survey Sponsor	EdChoice
Population	General Population (Adults, Age 18+)
Sampling Frame	National sample of adults (age 18+) living in the United States, including the District of Columbia, with an oversample of school parents
Sampling Method	Non-Probability, Stratified (based on Age, Gender)
Mode	Online Survey
Language	English

Methodology

Survey Profile, 2

Survey Time	Gen Pop Median = 11.75 minutes, Oversample Median = 14 minutes
Sample Size	Total, N = 2,200 Gen Pop Adults
Oversampling	N=708 School Parents
Quotas	Age, Gender
Weighting	Age, Race, Ethnicity, Gender, Education, Census Region
Measure of Precision (adjusted for weighting)	± 2.41 percentage points (Gen Pop), ± 3.74 percentage points (Oversample)
Participation Rate	31.64% (Gen Pop), 9.48% (Oversample)
Methods Page	https://edchoice.morningconsultintelligence.com/methodology/
Project Contact	Paul DiPerna, paul@edchoice.org

Demographic Base Sizes

Demographics	Unweighted (N =)
Hispanic	139
White	1841
Non-Hispanic White	1748
Black	201
Other	156
Generation Z	114
Millennial	638
Generation X	556
Boomers	774
Male	988
Female	1210
< College	1429
College +	769
Northeast	416
Midwest	488
South	914
West	380

Demographics	Unweighted (N =)
Total School Parents	1246
K-4 Parents	720
5-8 Parents	506
9-12 Parents	436
Non-Parents	836
Liberal	600
Moderate	687
Conservative	775
Democrat	802
Independent	573
Republican	722
Urban	552
Suburban	994
Small Town	217
Rural	435
Low Income <\$35K	926
Middle Income \$35K to <\$75K	717
High Income \$75K+	555

Demographic Base Sizes and Weights

Demographics	Unweighted	Weighted	Target (%)
Hispanic	6%	16%	16%
White	84%	78%	78%
Non-Hispanic White	79%	n/a	n/a
Black	9%	12%	12%
Other	7%	9%	9%
Age: 18-34	26%	30%	30%
Age: 35-44	18%	16%	16%
Age: 45-64	34%	34%	34%
Age: 65+	22%	20%	20%
Male	45%	48%	48%
Female	55%	52%	52%
< College	65%	69%	69%
College +	35%	31%	31%
Northeast	19%	18%	18%
Midwest	22%	21%	21%
South	42%	37%	37%
West	17%	24%	24%

Methodology Update

Methodology Update

In addition to the monthly general population polling, Morning Consult has begun oversampling K-12 school parents, among a national sample of parents living in the United States (including the District of Columbia). The sample is collected via stratified sampling based on race and ethnicity quota targets derived from the U.S. Census Bureau's 2016 Current Population Survey. Approximately 700 additional K-12 school parents are interviewed in English each month comprising the oversample. The completed K-12 school parent interviews are weighted to population totals obtained from the 2016 Current Population Survey on the following demographic variables: age, gender, region, race/ethnicity, and educational attainment. Morning Consult has also implemented a pre-administration quota to ensure at least 70 percent of K-12 parent respondents had at least one child attending a public district school.

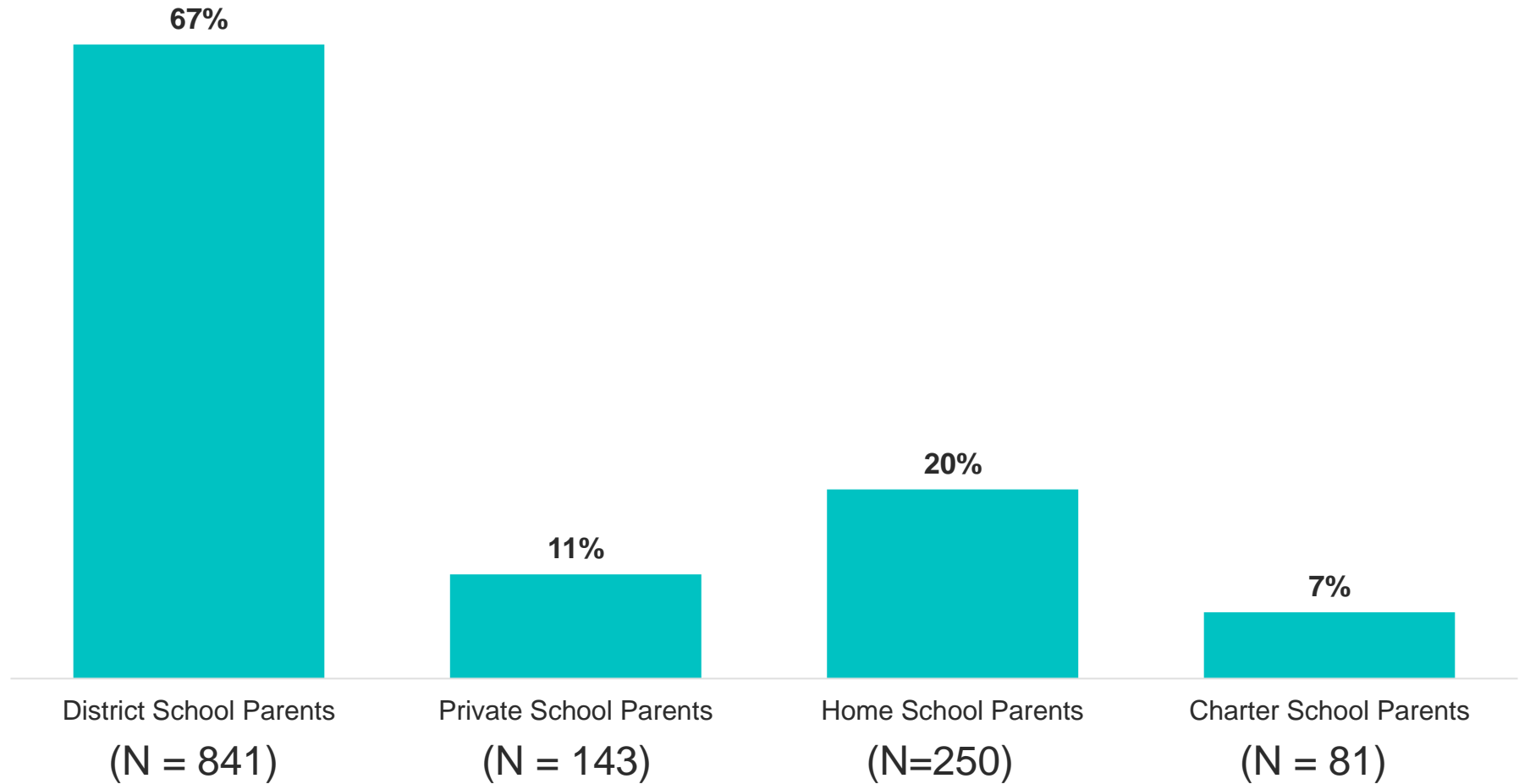
School Parent Definitions

Total School Parents	Have at least one child enrolled in grades K-12 for the 2020-2021 school year
Charter School Parents	Have at least one child enrolled in a charter school for the 2020-2021 school year
District/Public School Parents	Have at least one child enrolled in a district/public school for the 2020-2021 school year
Private School Parents	Have at least one child enrolled in a private school for the 2020-2021 school year
Home School Parents	Have at least one child enrolled in home school for the 2020-2021 school year

Note: Parent groups are not necessarily exclusive, there are cases where a parent could have children enrolled in different school types.

School Parents

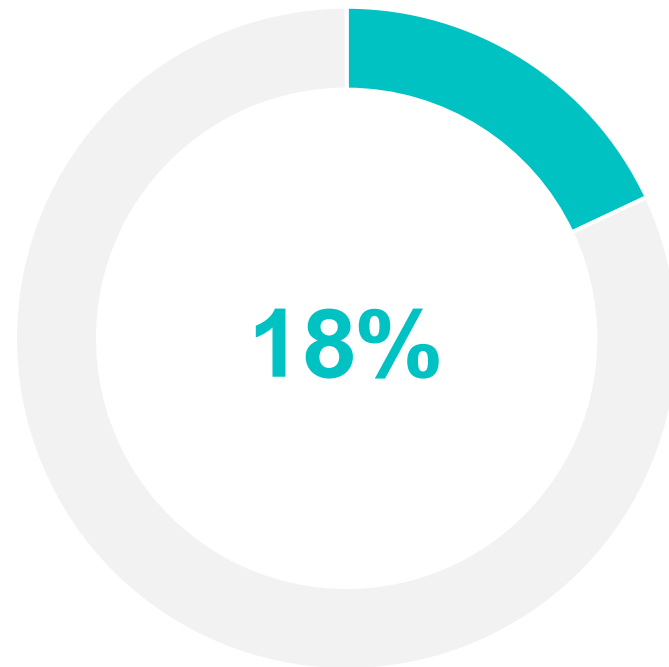
Based on enrollment for the 2020-2021 school year



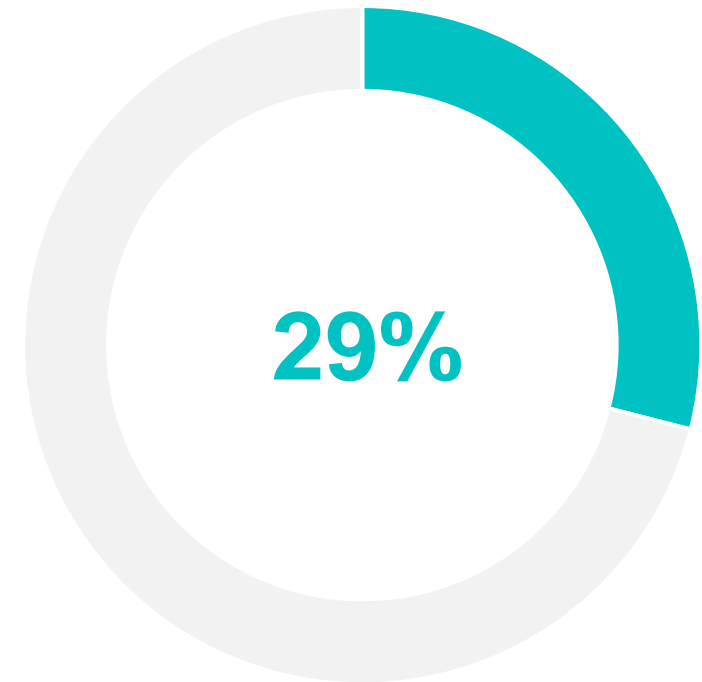
Note: Parent groups are not necessarily exclusive, there are cases where a parent could have children enrolled in different school types.

IEP Enrollment

% of children enrolled in an IEP



*% of households with a child
enrolled in an IEP*



 **MORNING CONSULT**