



EdChoice

GEN POP NATIONAL
POLLING PRESENTATION

November 2020

Key Points

- 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.
- 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.
- 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.
- 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.
- 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.
- 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.

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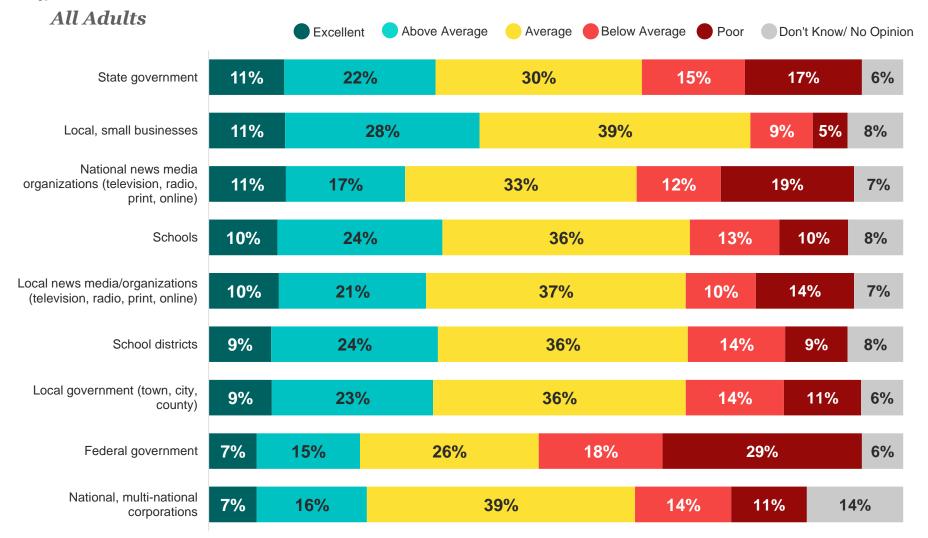
COVID-19 Response Rating

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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?



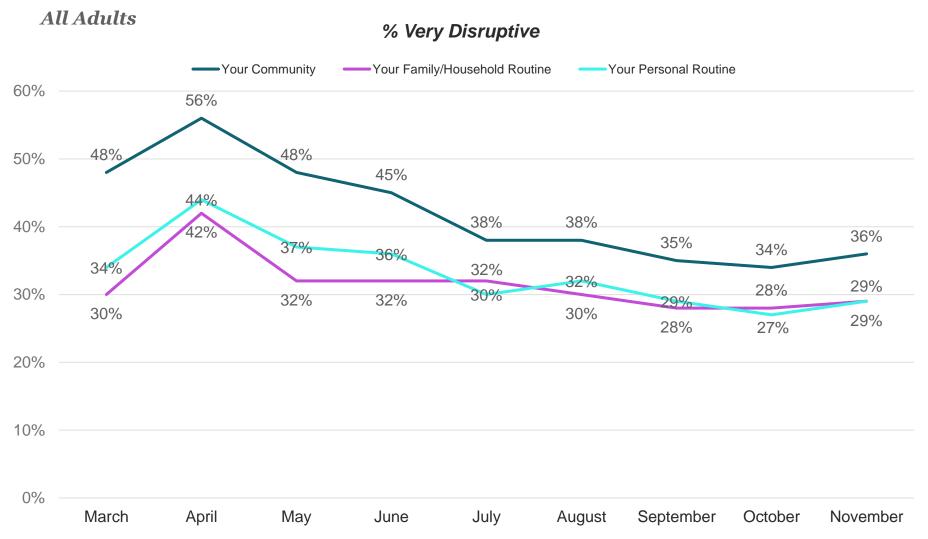
COVID-19 Disruption

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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?



COVID-19 Concerns

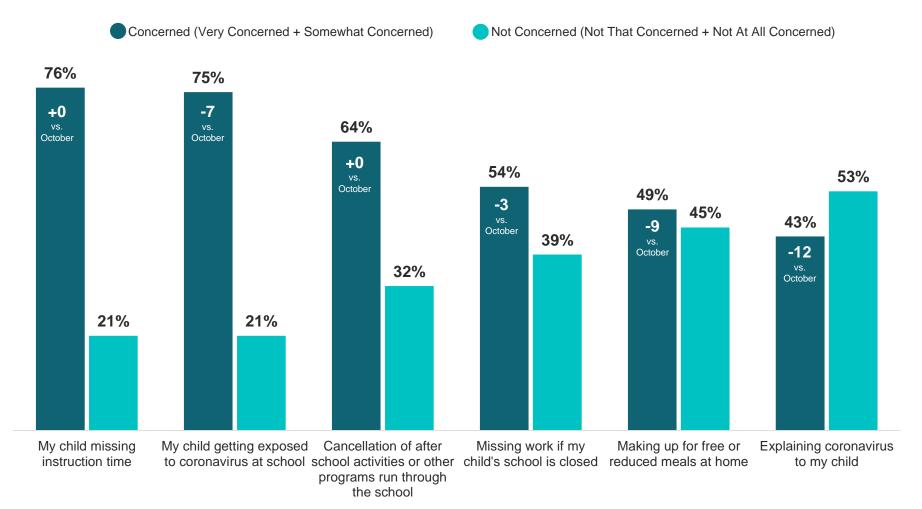
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Three out of four school parents say they are concerned about their children getting exposed to the coronavirus at school or missing instruction time.

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

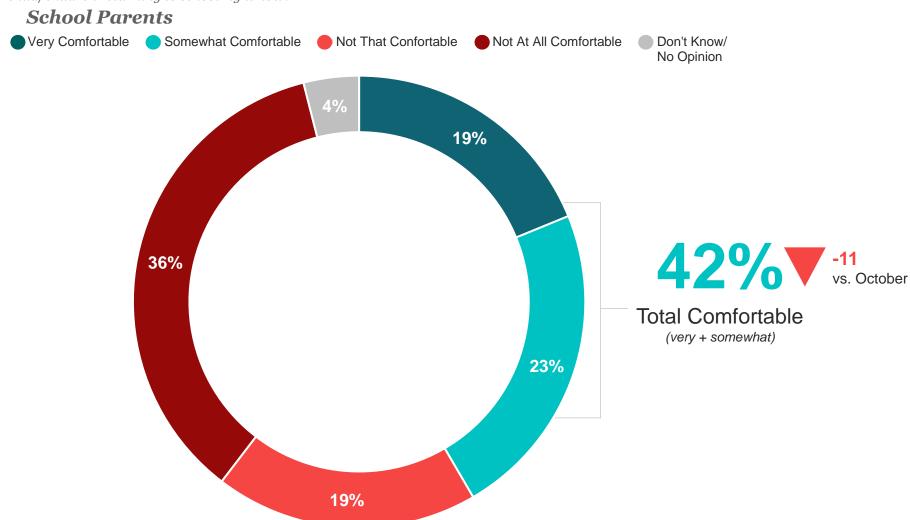
Comfort with Children Returning to School

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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?



Comfort with Children Returning to School

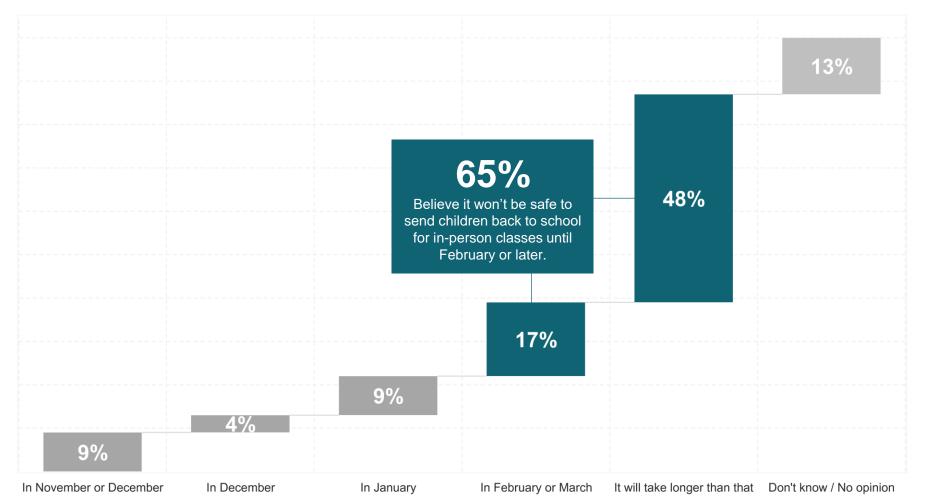
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The majority of parents think the outbreak will not be controlled enough to send students to school in-person in the next few months.

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



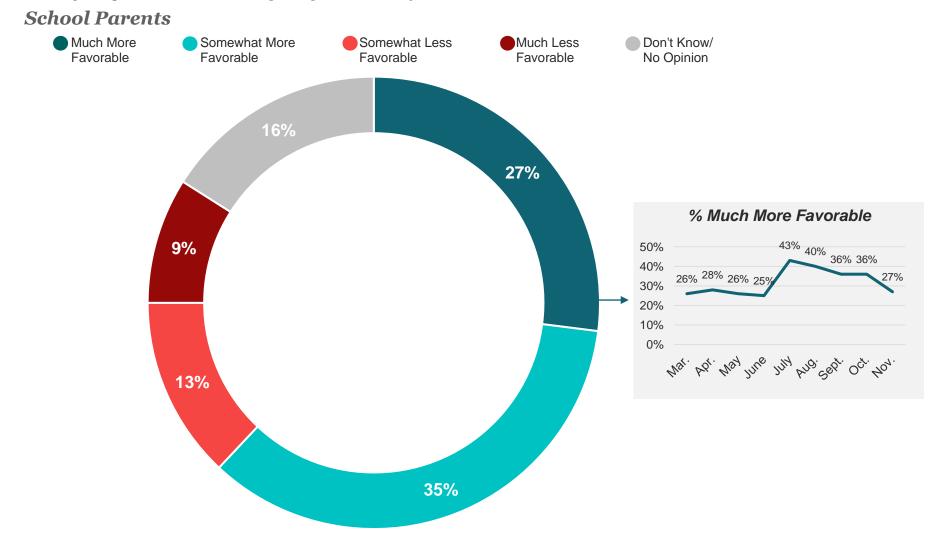
COVID-19 Impact on Homeschooling

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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?



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

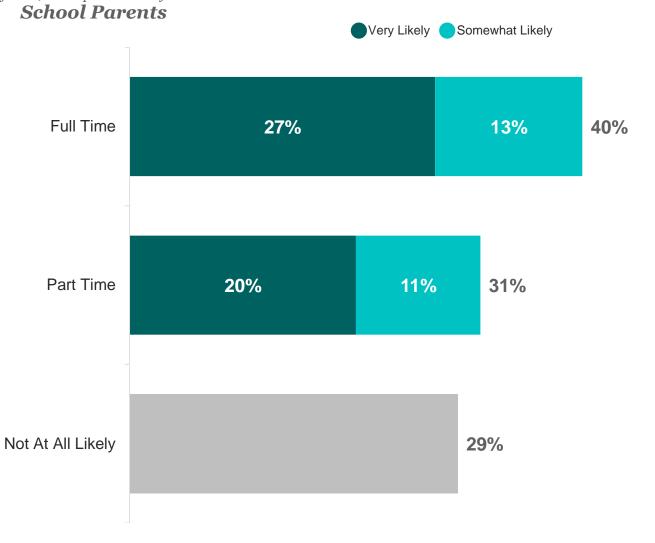
Likelihood of Homeschooling

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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?



Remote Learning Preparedness

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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)?



One or Multiple Learning Options Preference

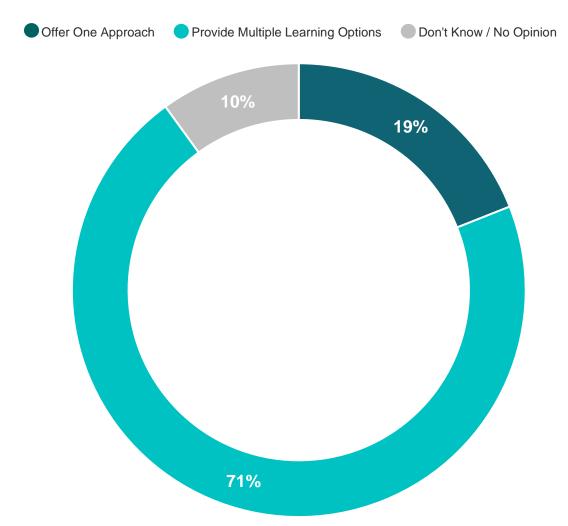
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Seven out of ten parents prefer that schools provide multiple learning options.

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

School Parents



Remote Learning Choice

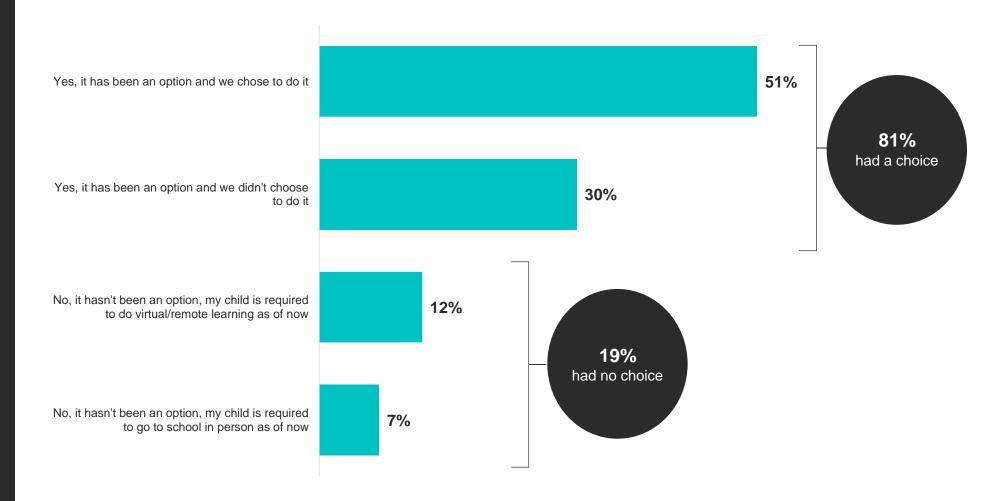
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Most parents did have a choice whether to send their children to school in person or virtually. Of those with a choice, most continue chose virtual learning.

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

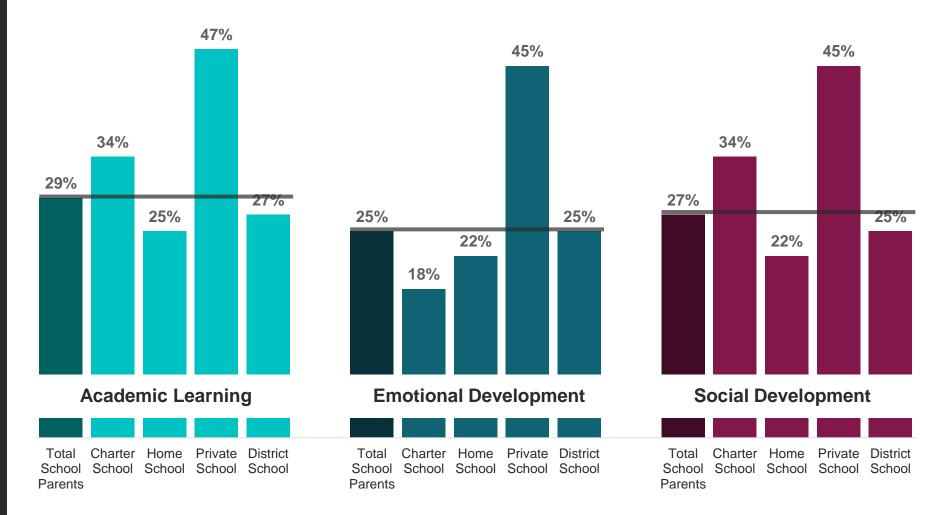
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Parents of children enrolled in private and charter schools continue to rate their child's learning and development progress this year higher than those with children enrolled in public district school.

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





Learning Environment

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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?

32%

Home

Other place/building

School Parents

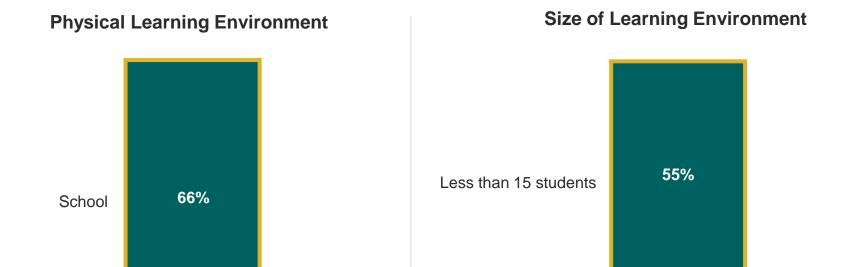
After the pandemic, if given the option, what **size learning environment** would you prefer to provide the best education for your child?

40%

5%

15-25 students

25+ students



Curriculum and Instruction Preference

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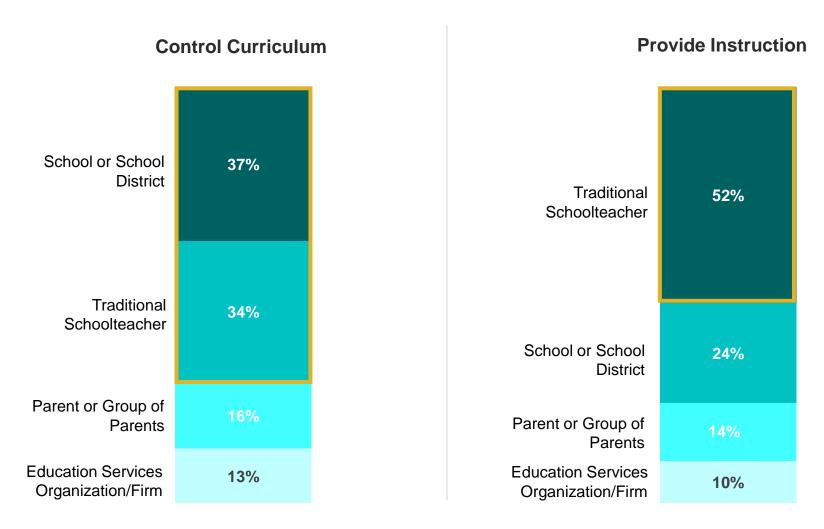
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Most parents believe schools, districts, or schoolteachers should control the curriculum and that schoolteachers are best equipped to provide the instruction for their child's education after the pandemic.

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

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

School Parents



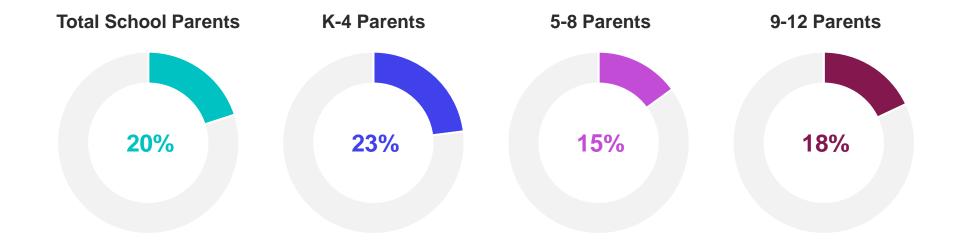
Shift

School Type

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



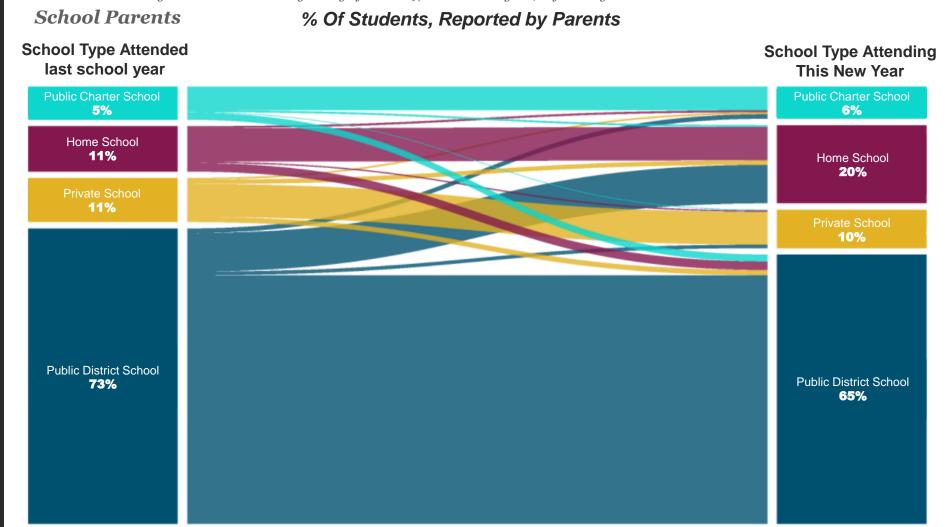
School Type Shift

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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 Type Shift

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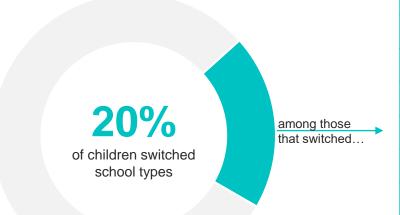
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The majority of school sector switchers – from last year to this year – are students who moved from public district schools into homeschooling.

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 FROM **School Type Attending This New Year **TO

FROM •		P 10
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
	Home School Home School Home School Private School Private School Private School Public Charter School Public Charter School Public District School Public District School	Home School 3% Home School 12% Private School Private School Private School 7% Private School 7% Public Charter School Public Charter School Public Charter School Public District School Public District School 5%

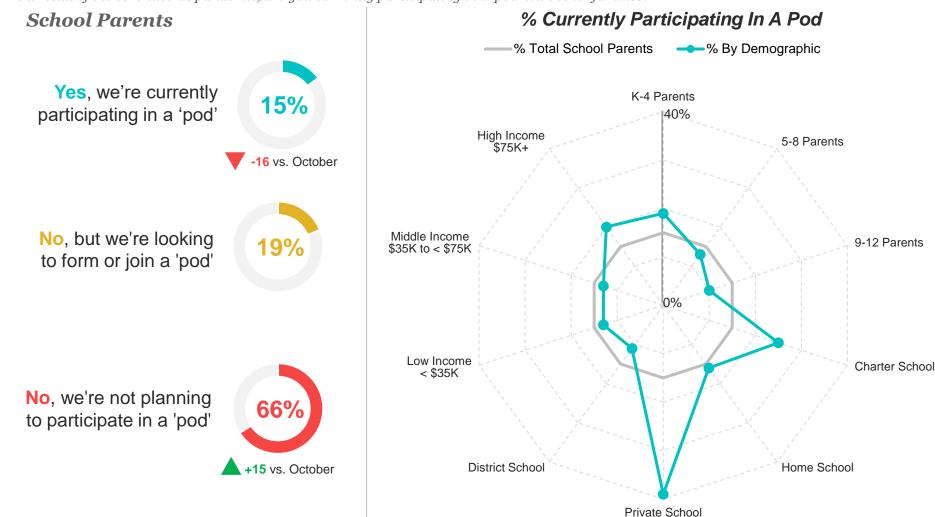
Learning Pods

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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?



Learning Pods

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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

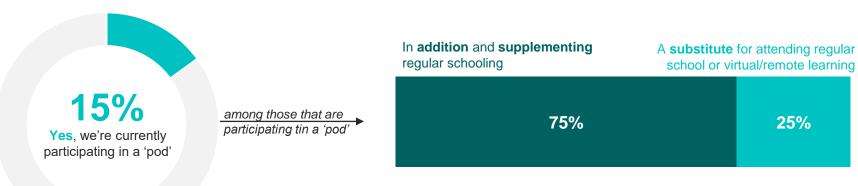
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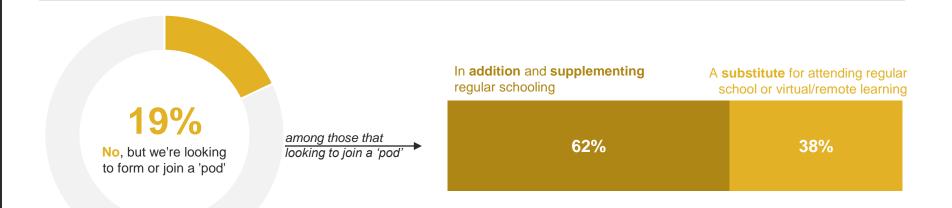
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'Pods' continue to be primarily used in addition to regular schooling and are less likely to be utilized as a substitute for regular school.

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







Learning Pods

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'



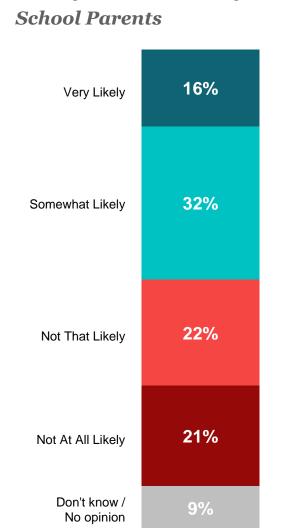
Tutoring

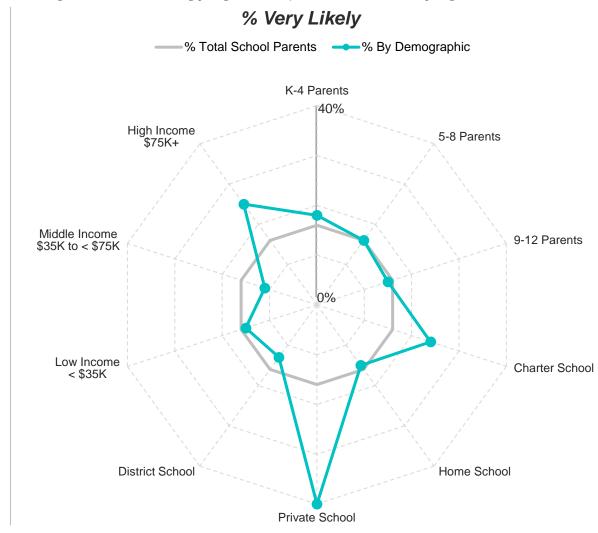
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Parents are moderately likely to seek out tutoring for their children outside of regular school hours. The same demo groups that are more likely to be interested in learning 'pods' are also more likely to seek out tutoring.

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?





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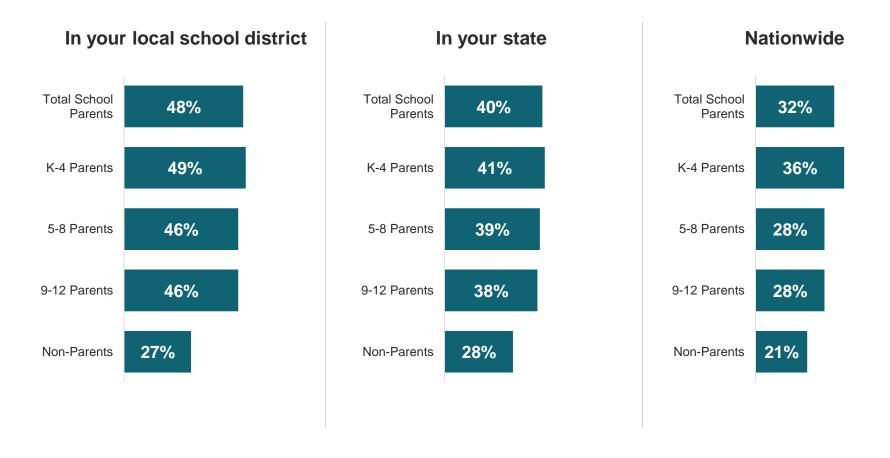
Direction of

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



Direction of Education

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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?



Purpose of Education

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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

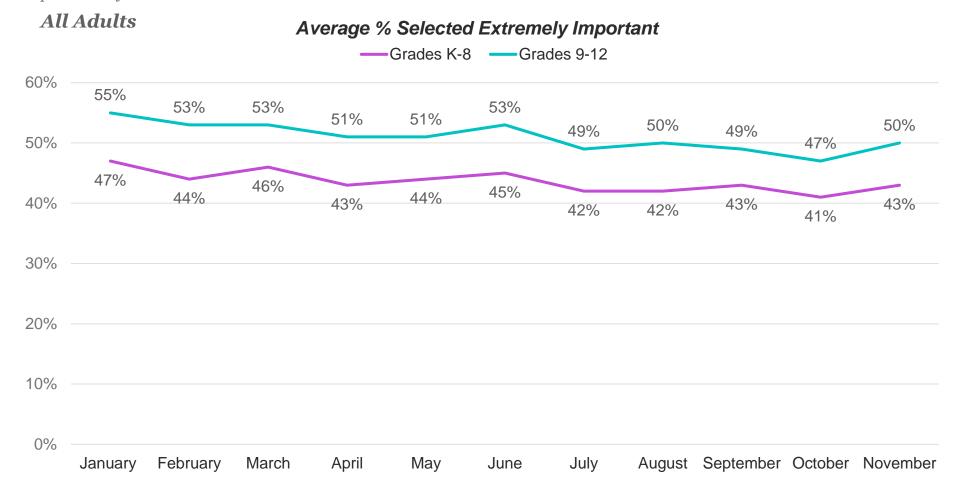
% Extremely Important

Grades 9-12 **Grades K-8 Average % selected Extremely Important Average % selected Extremely Important** 43% 50% Skills for future employment (63%) Core academic subjects (58%) ີ່ ໄດ້ Socialization (49%) Core academic subjects (58%) Become independent thinkers (45%) Become independent thinkers (57%) How to be good citizens (45%) How to be good citizens (51%) Socialization (47%) Skills for future employment (40%) Values, moral character, religious virtues (44%) Values, moral character, religious virtues (40%) To fix social problems (25%) To fix social problems (32%)

Purpose of Education

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...



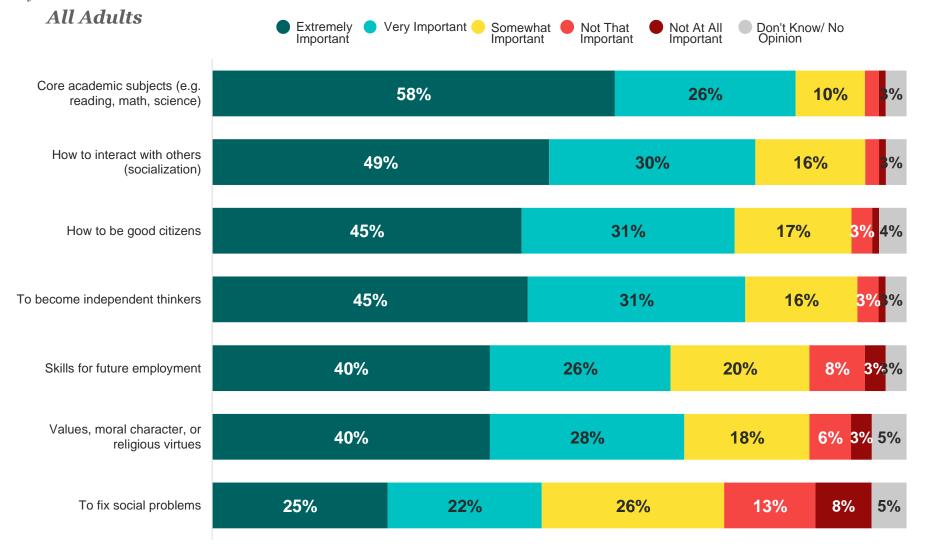
Purpose of Education: K-8

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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...



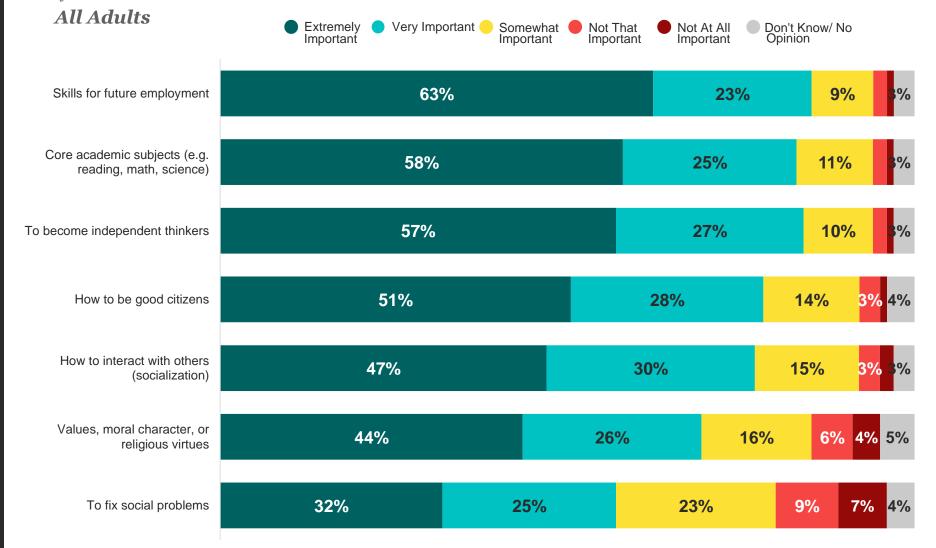
Purpose of Education: High School

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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...



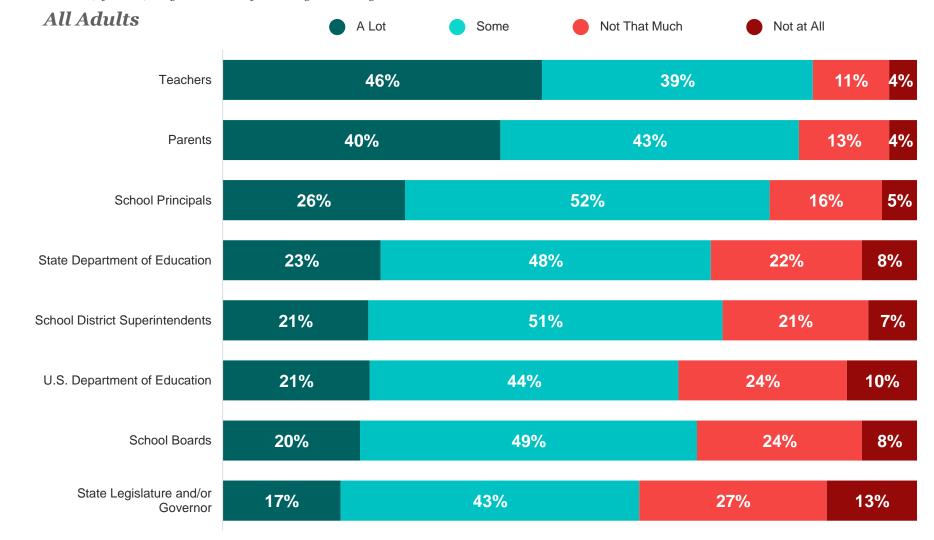
Trust in Education Decision Makers

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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?



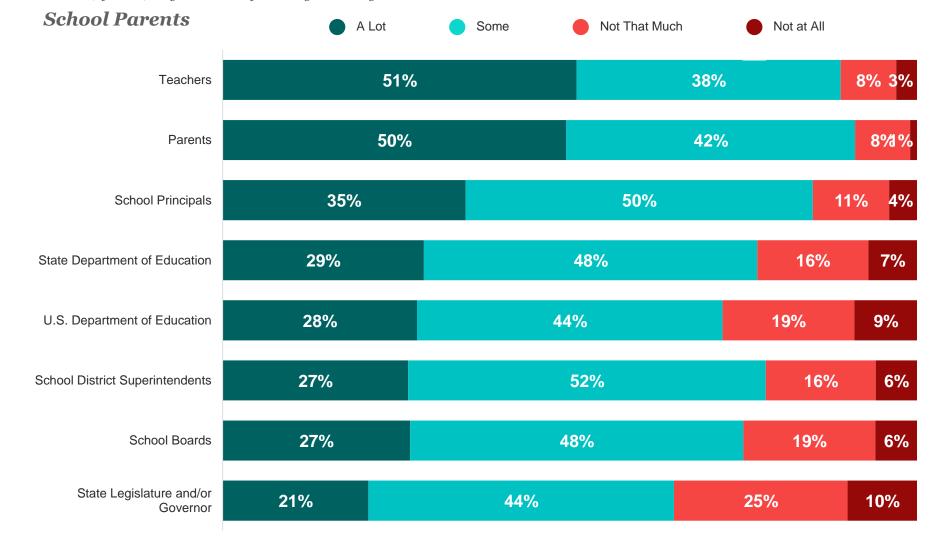
Trust in Education Decision Makers

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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?



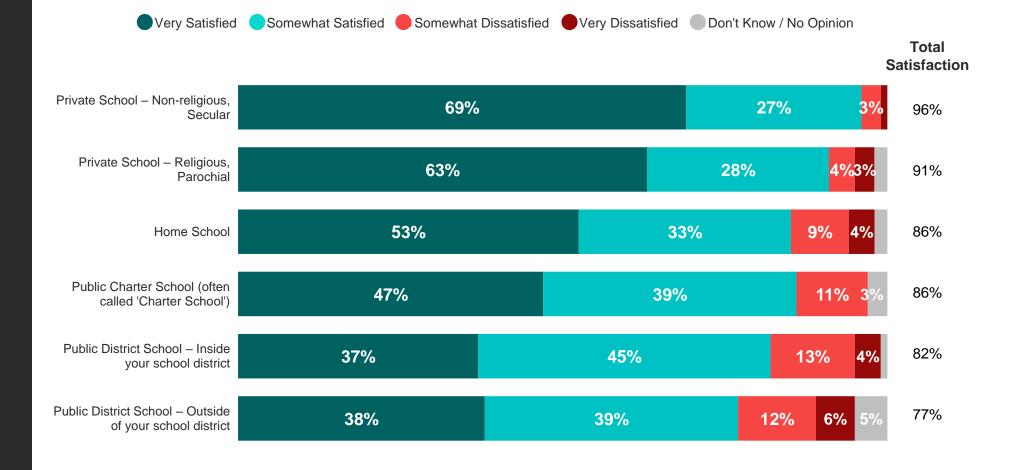
Satisfaction with Schooling

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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



School Spending Estimate

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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 <u>per year on each student</u> 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

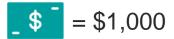
FY17 Stat	FY17 State Actuals		
Maximum	\$23,091		
Mean	\$12,521		
Minimum	\$7,179		



Adults Total School K-4 Parents 5-8 Parents 9-12 Parents Non-Parents Conservative Parents

Liberal

Moderate

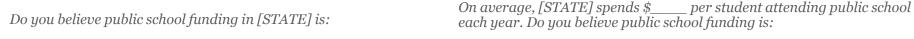


School Funding

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





State Per Pupil Spending Source: National Center for Education Statistics

School Funding

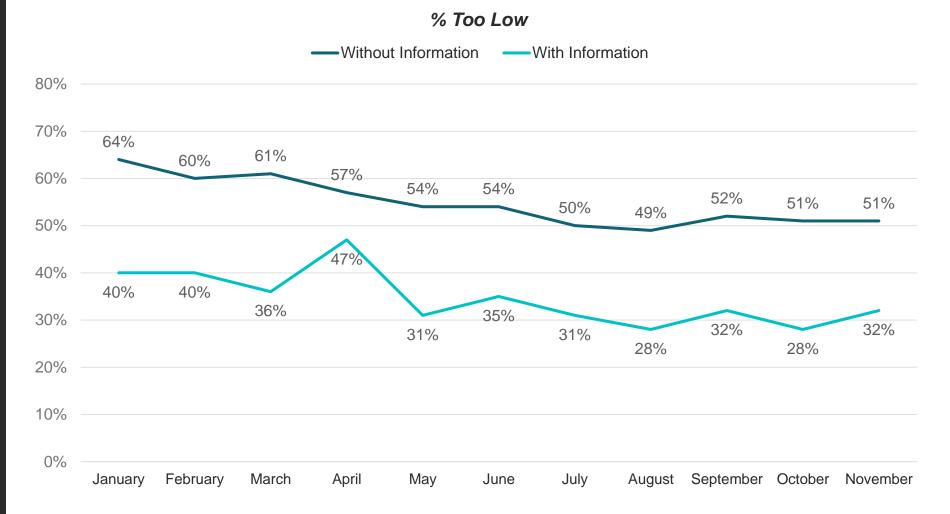
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The proportion of Americans that indicate spending is too low has increased once again after seeing a slight downtick in October.

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



Teacher Salary Estimate

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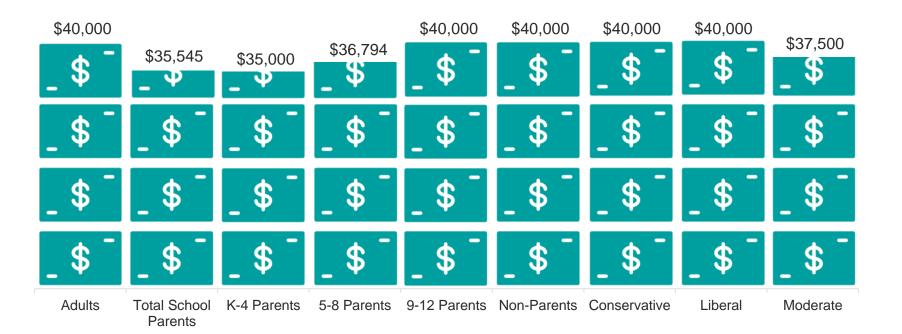
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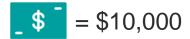
Americans continue to believe that their state's teachers make less than even the lowest state average.

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		





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Teacher Salaries

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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:



State Teacher Salary Source: National Center for Education Statistics

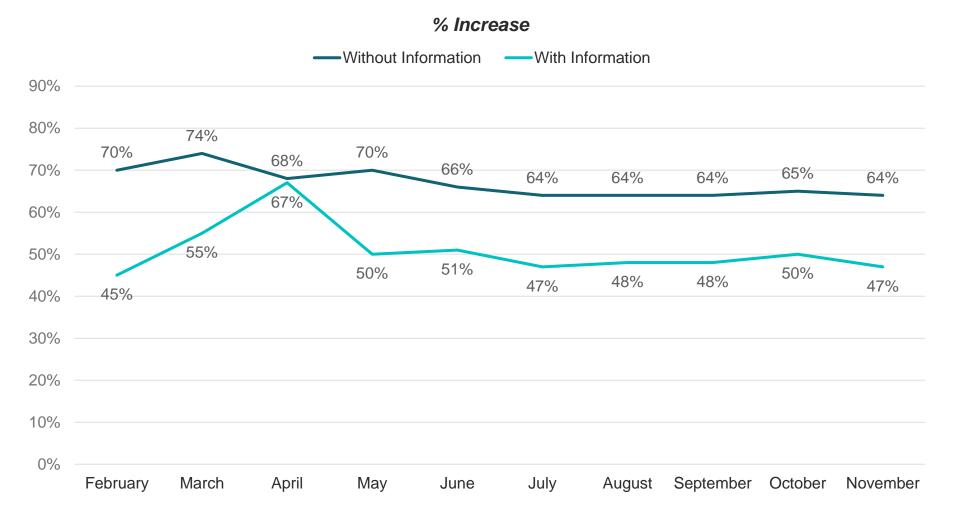
Teacher Salaries

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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



Preferred Schooling Type

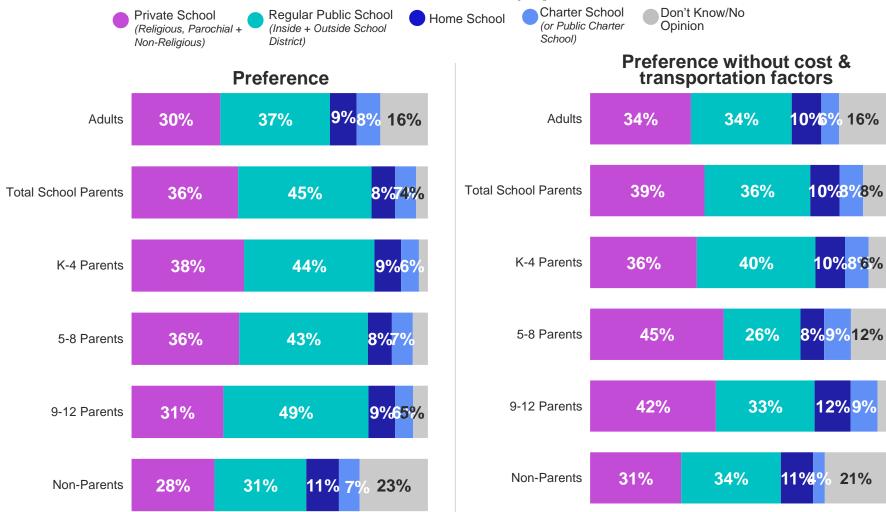
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Without cost and transportation being factors, school parents, especially those of older students, would be more likely to select a private school for their child.

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?



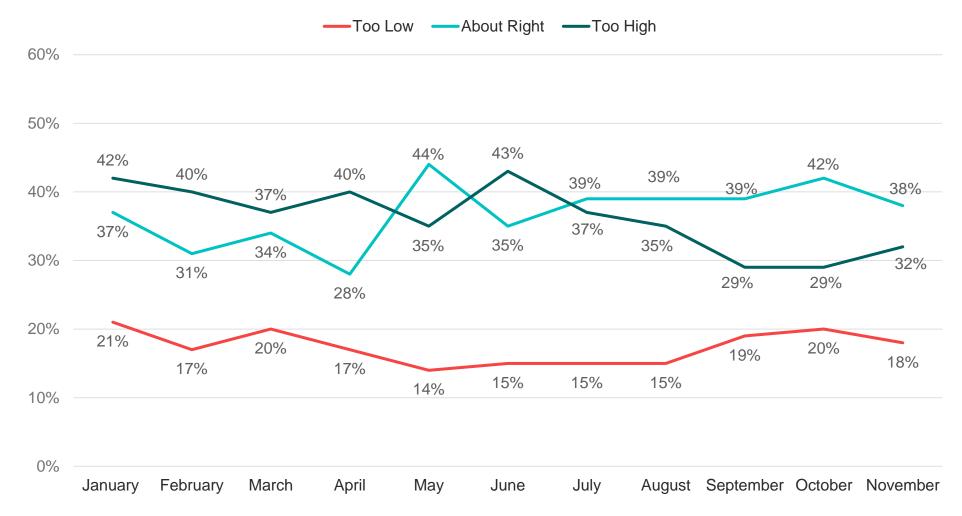
Standardized Testing

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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



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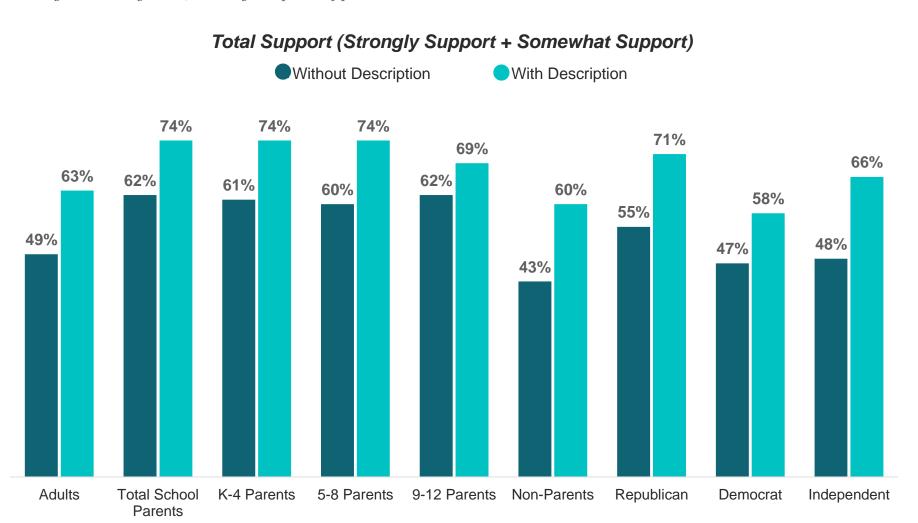
Charter School Favorability

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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?



Charter School Favorability

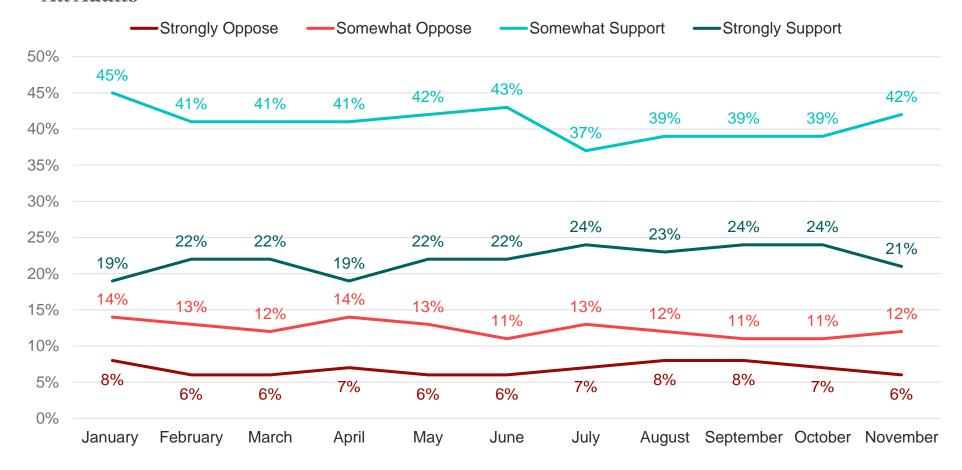
MORNING CONSULT

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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

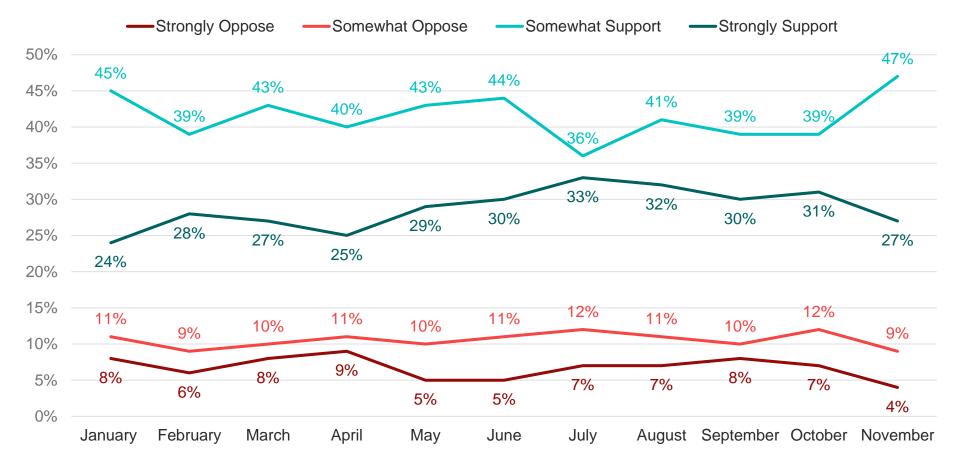
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Among school parents, soft support for charter schools is up eight points since last month.

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

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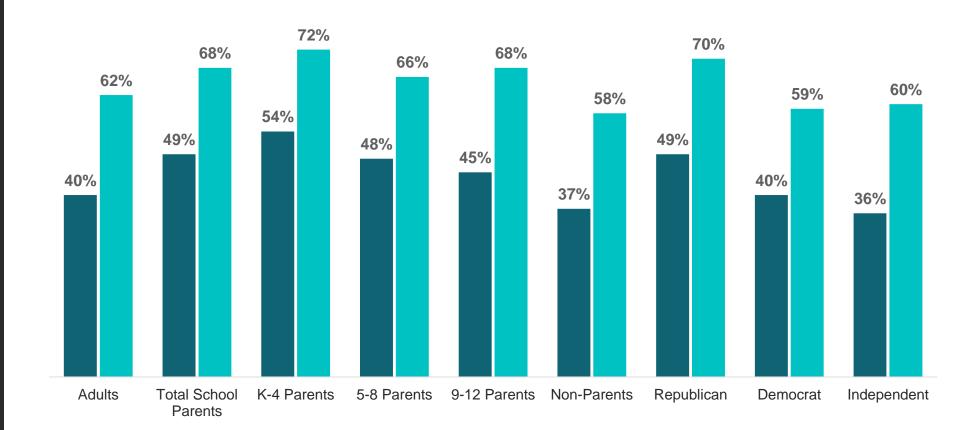
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Respondents continue to be more supportive of school vouchers when given a description – especially among 9-12 parents and political independents.

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)





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School Voucher Favorability

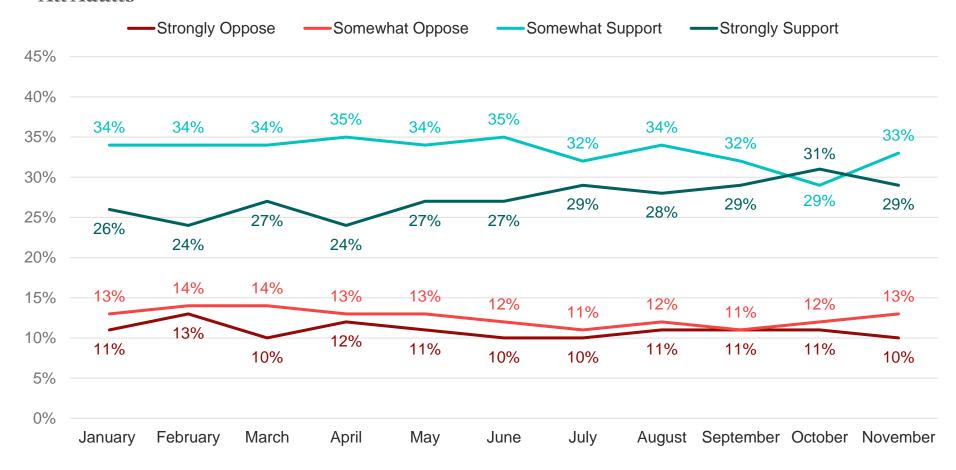
MORNING CONSULT

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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

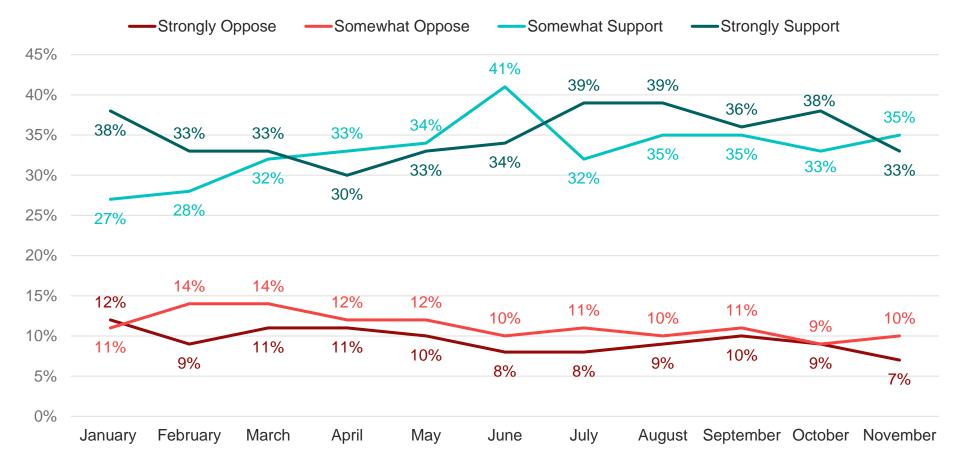
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Among school parents, strong support for school vouchers has fallen after increasing in the summer months. Other than May-June-July volatility soft support continues to hold steady for one-third of parents.

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



Education Savings Accounts Favorability

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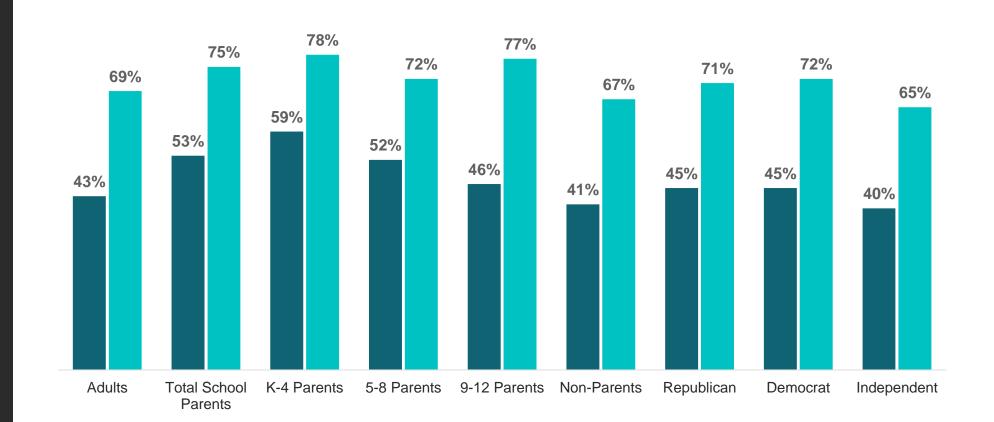
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ESA support still rises dramatically across demographics once respondents are given information.

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)

Without DescriptionWith Description



EDCHOICE NOVEMBER POLLING PRESENTATION

Education Savings Account Favorability

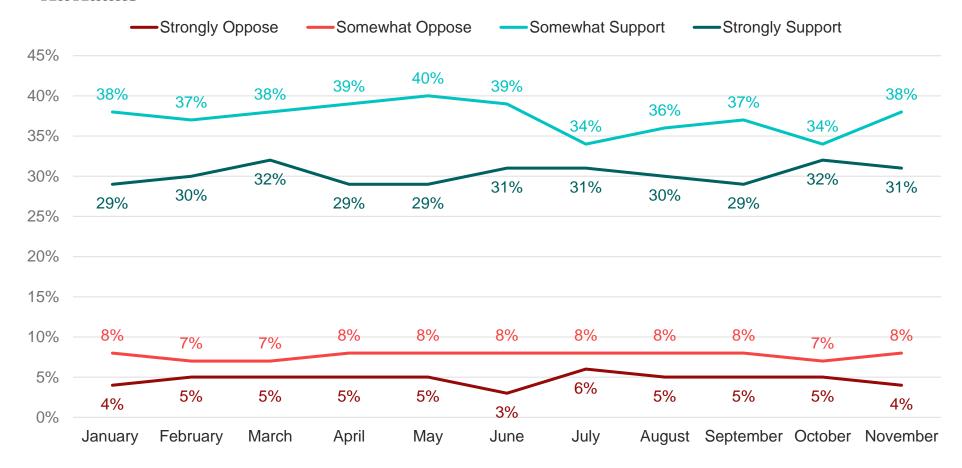
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In November, there was a slight uptick in soft support for education savings accounts compared to October.

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



EDCHOICE NOVEMBER POLLING PRESENTATION

Education Savings Account Favorability

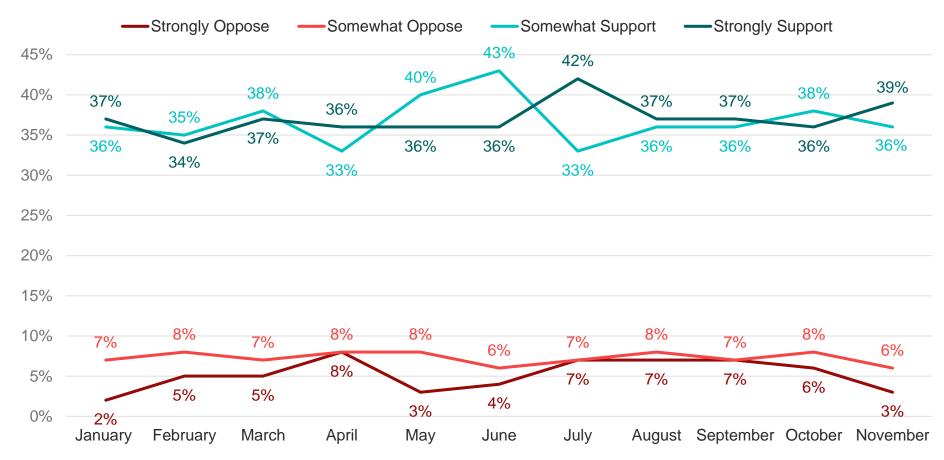


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Among School Parents, strong support for education savings accounts has increased slightly in November.

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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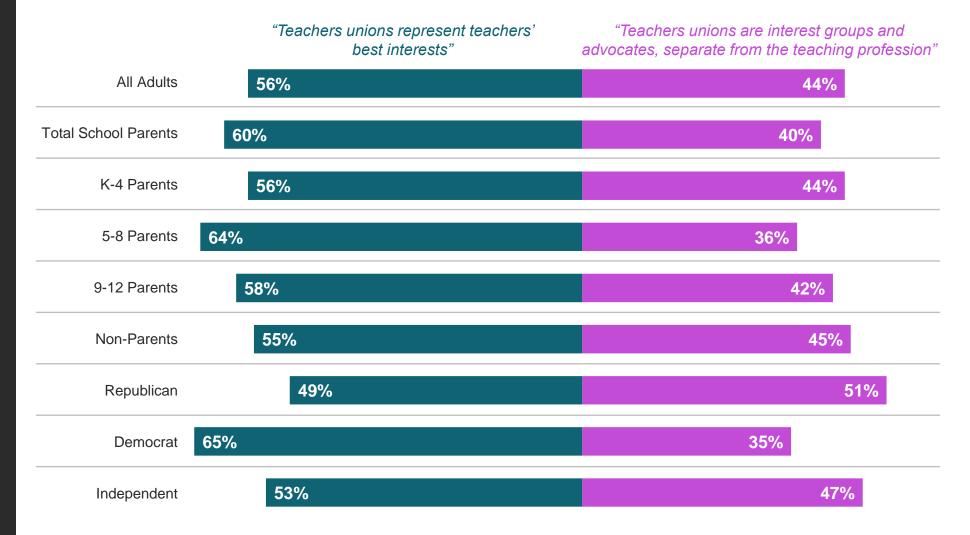
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- COVID-19 and Schooling
- Opinions about K-12 Education
- Awareness and Favorability of School Choice Policies
- Perceptions of Teachers Unions
- Survey Profile and Demographics

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?



Teachers Unions Perceived Impact

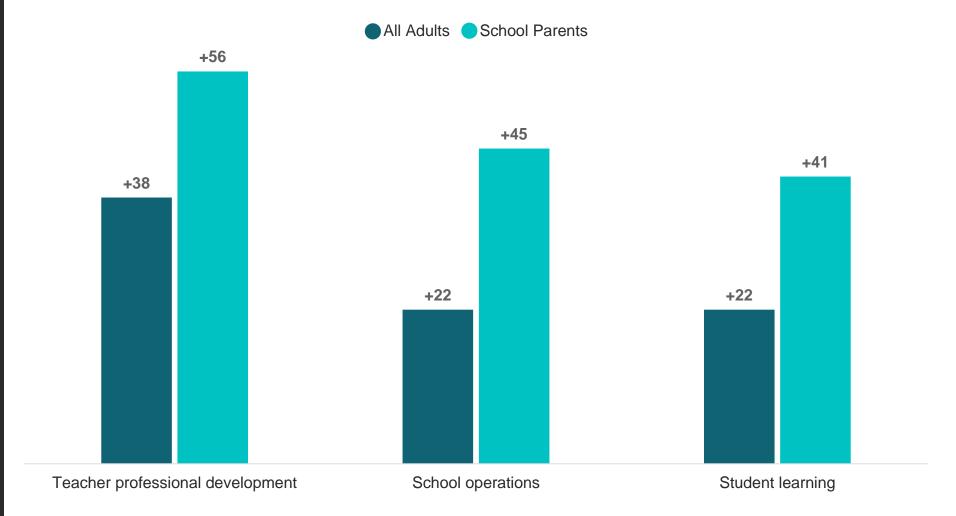
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Americans feel unions are generally more helpful than hurtful, this is especially true among school parents.

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





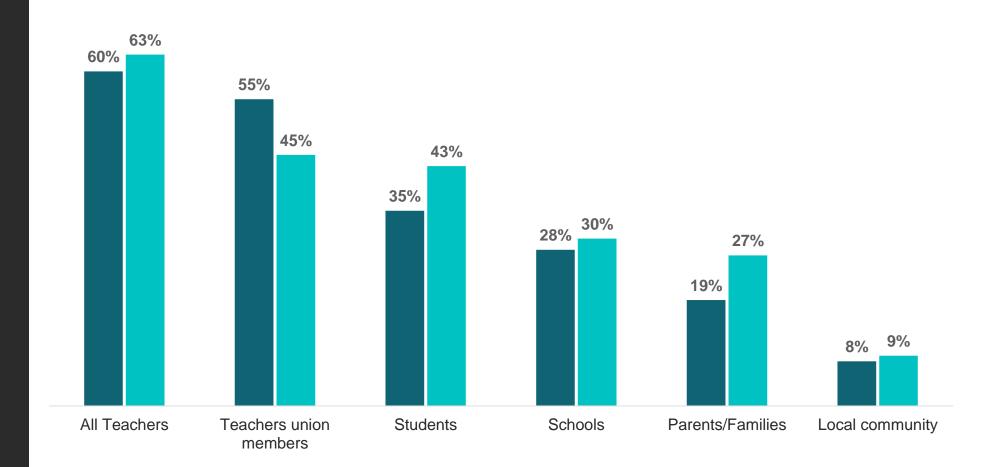
Teachers Unions Perceived Interests

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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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COVID-19 and Schooling

Opinions about K-12 Education

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Perceptions of Teachers Unions

Survey Profile and Demographics

Methodology

Survey Profile, 1

Dates November 12-18, 2020

Survey Data Collection & Quality Control

Morning Consult

EdChoice

Survey Sponsor

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

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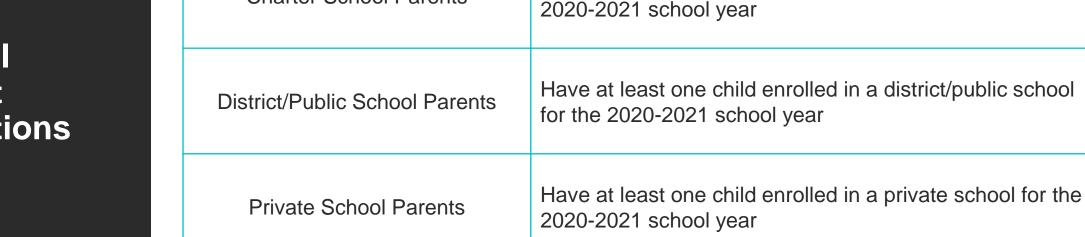
Demographics	Unweighted	Weighted	Target (%)
Hispanic	6%	16%	16%
White	84%	78%	78%
Non-Hispanic White	79%	n/a	n/a
Black	9%	12%	12%
Other	7%	9%	9%
Age: 18-34	26%	30%	30%
Age: 35-44	18%	16%	16%
Age: 45-64	34%	34%	34%
Age: 65+	22%	20%	20%
Male	45%	48%	48%
Female	55%	52%	52%
< College	65%	69%	69%
College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

Charter School Parents

Home School Parents



Have at least one child enrolled in grades K-12 for the

Have at least one child enrolled in a charter school for the

Have at least one child enrolled in home school for the

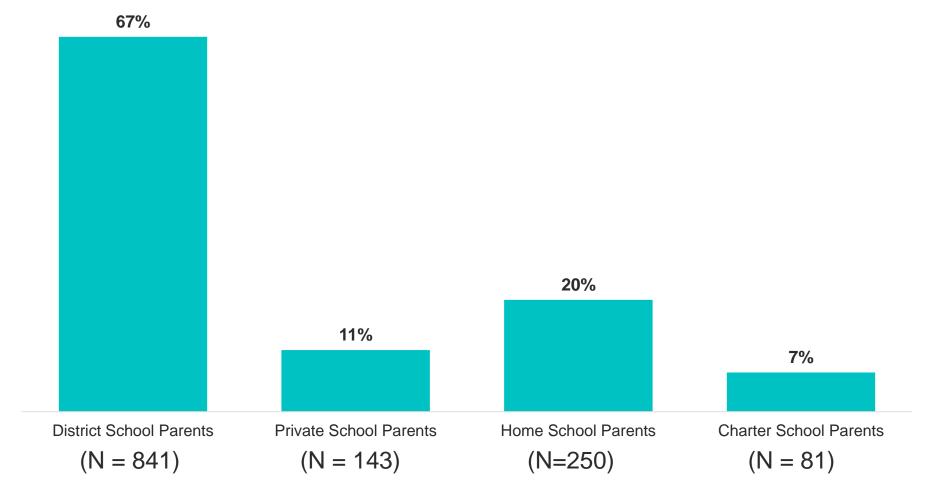
2020-2021 school year

2020-2021 school year

Parents

School

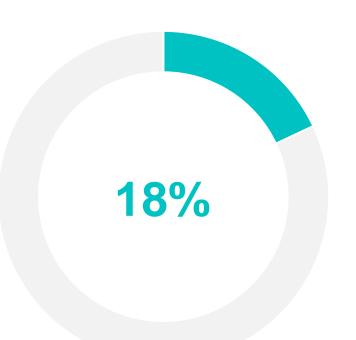
Based on enrollment for the 2020-2021 school year



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IEP Enrollment





% of households with a child enrolled in an IEP

