



 MORNING CONSULT

# EdChoice

GEN POP NATIONAL  
POLLING PRESENTATION

**December 2020**

## Key Points

- 1 Adults believe the COVID-19 vaccine should be mandatory or encouraged for K-12 teachers and students.** The majority of teachers are willing to get vaccinated. However, with parents less likely to vaccinate their children, it may take more time to get the school population effectively vaccinated.
- 2 A majority of school parents continue to feel uncomfortable with their children returning to school in-person until at least April.** Most remain confident in their ability to facilitate online instruction and chose to participate in remote learning.
- 3 One out of five parents say they have a child in a learning pod, and on average they are willing to pay nearly \$500 per month for a single pod.** Nearly half of parents say they are at least somewhat likely to seek out tutoring this school year. Charter school, private school, and high-income families appear more like to leverage learning 'pods' and tutoring.
- 4 Satisfaction with private schools remains exceptionally high, and parents of children enrolled in private schools continue to rate their child's learning and development much higher than parents of children enrolled in public district school.** However, if given the choice school parents are slightly more likely to prefer public district schools over private schools.
- 5 Without the impact of cost and transportation, adults are more likely to choose home school or public charter school for their child.** Strong support of charter schools has increased +4 points over the course of the year, and a majority of school parents are more favorable of homeschooling since the coronavirus outbreak.

### Methodology (also see slides 61-62)

This poll was conducted from December 11-17, 2020, among a national sample of 2,201 adults and an oversample of 771 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**

# Mandatory or Encouraged COVID-19 Vaccines

## Most adults believe a COVID-19 vaccine should be mandatory or encouraged for K-12 teachers and students.

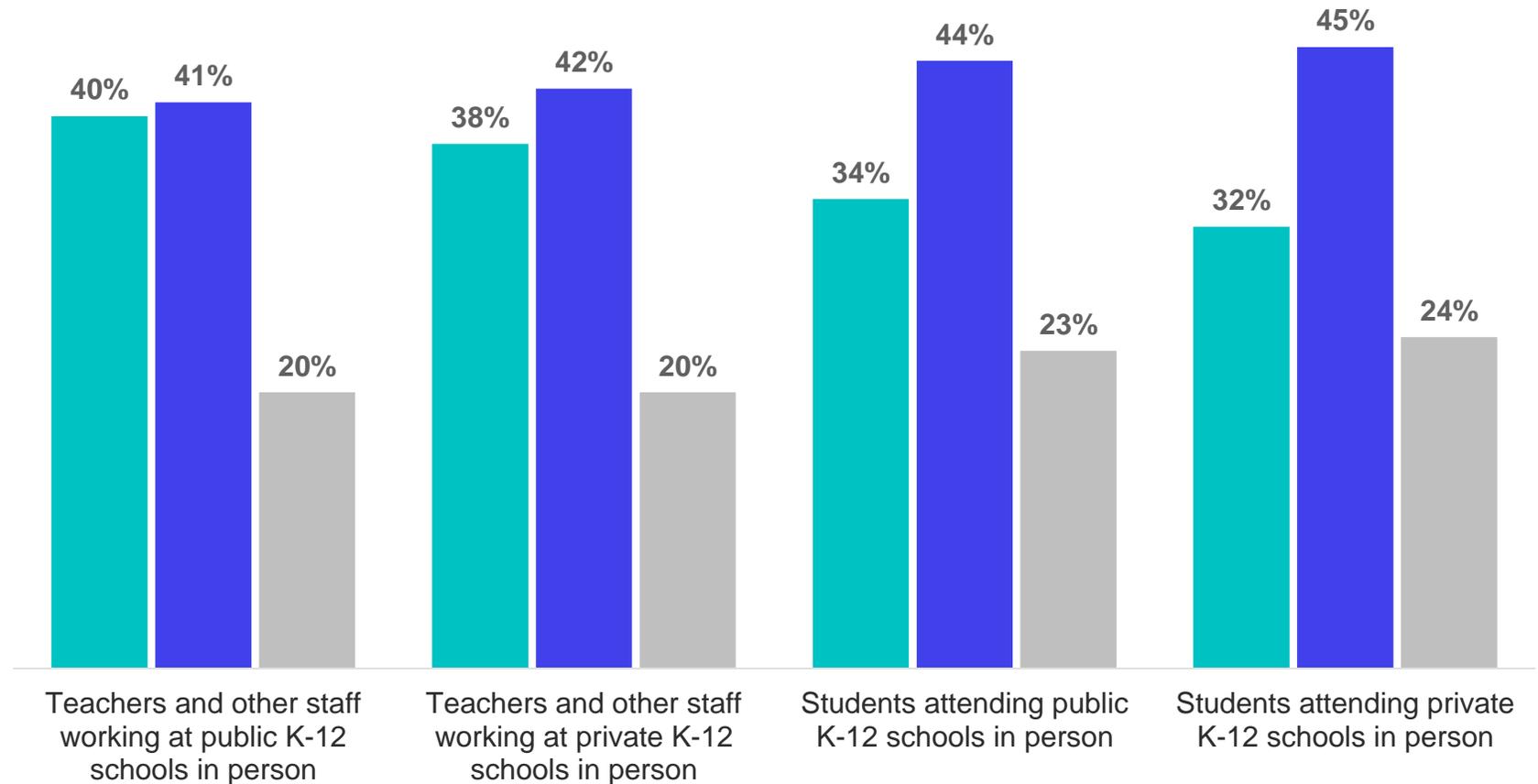
When an FDA approved vaccine to prevent COVID-19 is available, do you think it should be mandatory or encouraged for the following groups?

*All Adults*

Mandatory

Encouraged but not mandatory

Neither encouraged nor mandatory

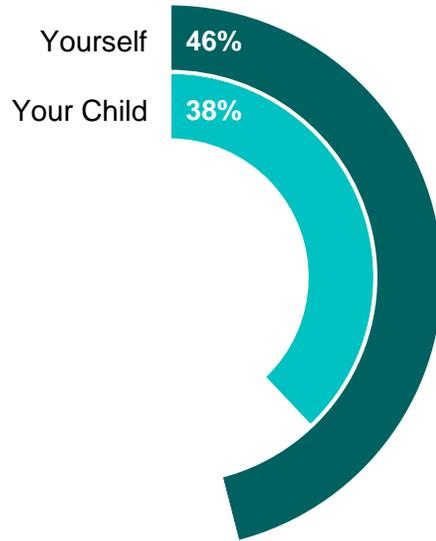


# COVID-19 Vaccine

**Adults are more likely to get vaccinated themselves than to vaccinate their children. Teachers are much more likely to get vaccinated than school parents and the general population.**

*If an FDA approved vaccine to prevent COVID-19 was available right now, would you agree to be vaccinated/agree to have your child/children vaccinated?*

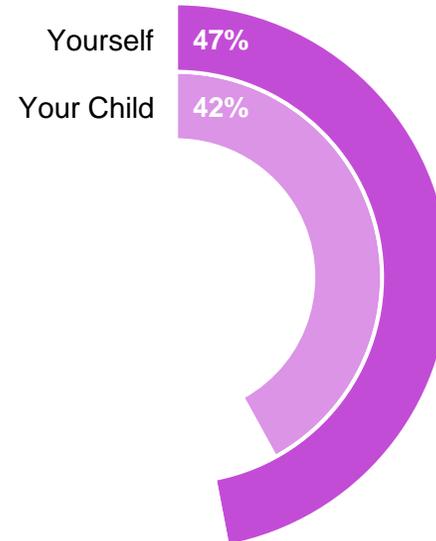
### All Adults



**8 pts.**

gap between all adults and their children

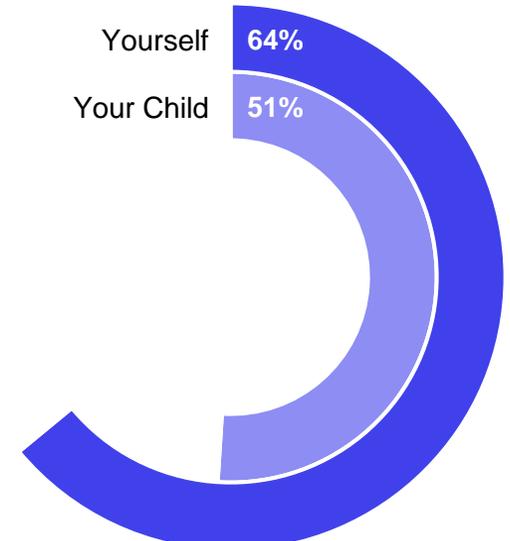
### School Parents



**5 pts.**

gap between school parents and their children

### Teachers



**13 pts.**

gap between teachers and their children

# COVID-19 Vaccine

## Education, income, ethnicity, and age are important indicators of a person's likelihood to get vaccinated. This may lead to disparities in vaccination rates.

*If an FDA approved vaccine to prevent COVID-19 was available right now, would you agree to be vaccinated/agree to have your child/children vaccinated?*

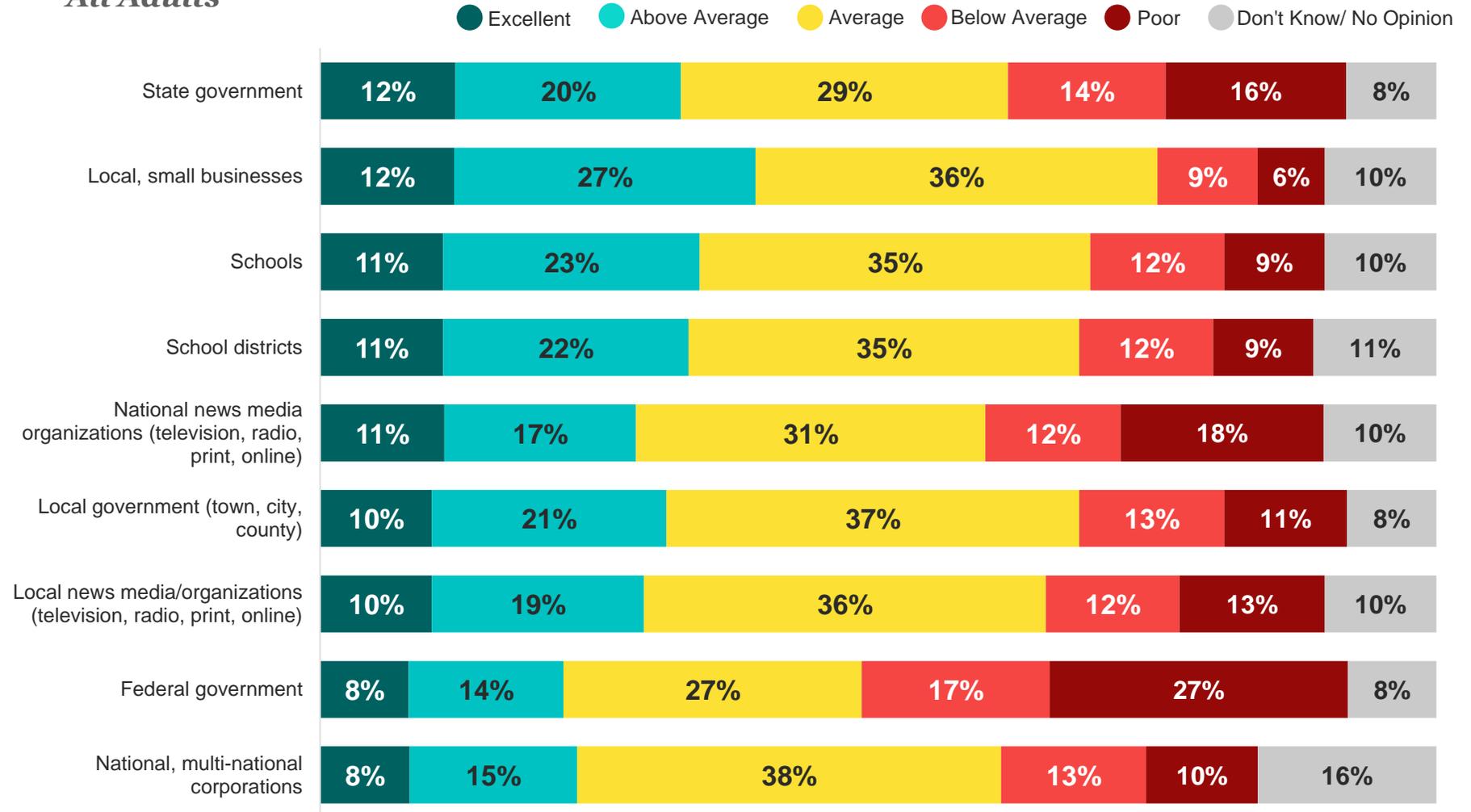
Groups <b>Most</b> Likely To Get Vaccinated	Groups <b>Moderately</b> Likely To Get Vaccinated	Groups <b>Least</b> Likely to Get Vaccinated
High Income \$75K+ <b>62%</b>	Urban <b>49%</b>	Independent <b>39%</b>
Educ: Bachelors OR Postgrad <b>62%</b>	Midwest <b>47%</b>	Low Income < \$35K <b>39%</b>
Democrat <b>55%</b>	Gen X <b>45%</b>	Educ: < College <b>39%</b>
Northeast Region <b>53%</b>	Middle Income \$35K to < \$75K <b>45%</b>	Rural <b>36%</b>
Boomers <b>51%</b>	Small Town <b>44%</b>	Gen Z <b>35%</b>
West Region <b>51%</b>	Hispanic <b>43%</b>	Black <b>30%</b>
Suburban <b>50%</b>	Republican <b>42%</b>	
Non-Hispanic White <b>50%</b>	Millennial <b>40%</b>	
	South Region <b>40%</b>	

# COVID-19 Response Rating

## Most Americans continue to grade the responses from institutions to the coronavirus pandemic as average or worse. 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



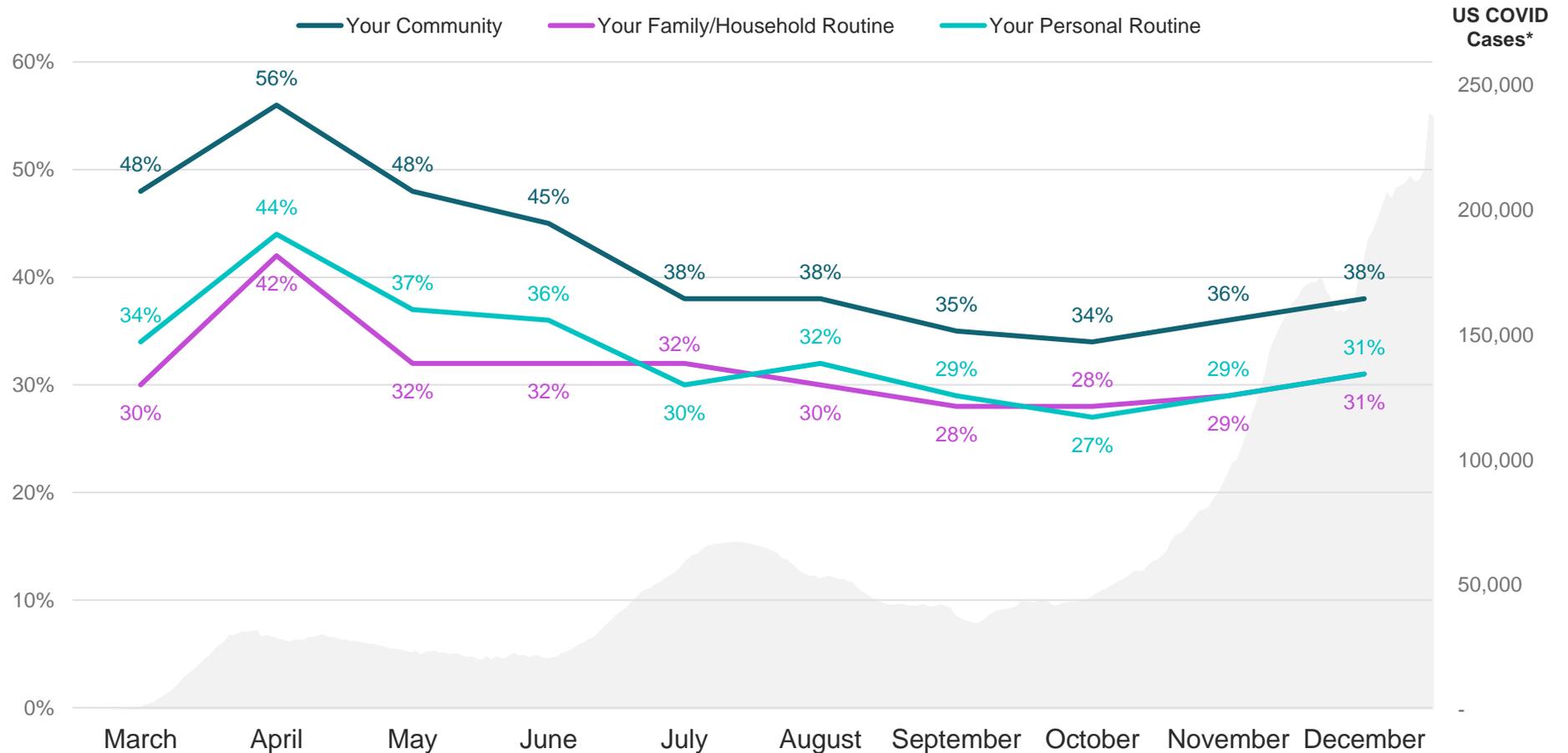
# COVID-19 Disruption

## Overall disruption caused by the outbreak has ticked upward since October.

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

All Adults

% Very Disruptive



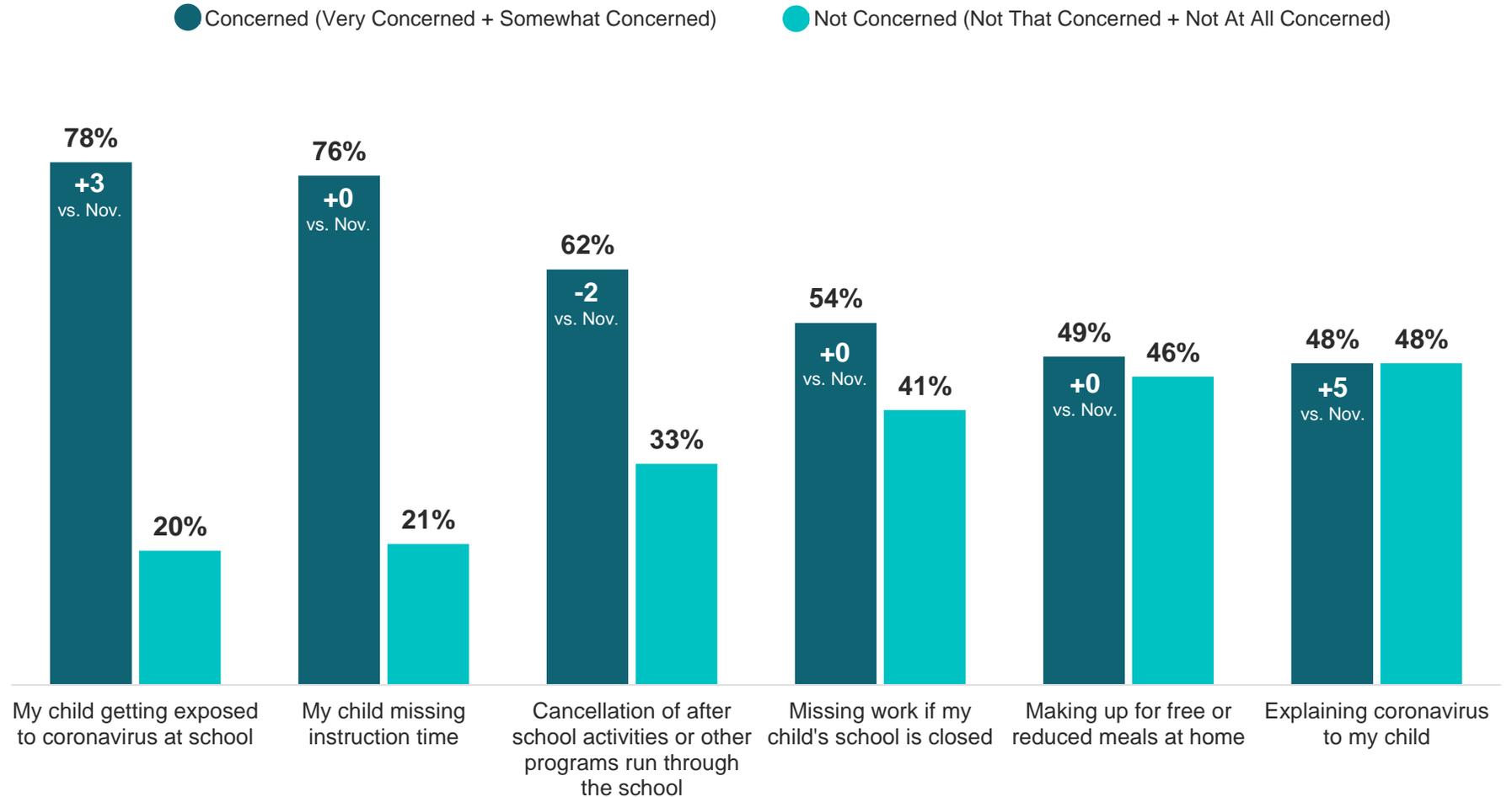
\*CDC 7 day rolling average data

# COVID-19 Concerns

## School parents are most concerned with their child getting exposed to coronavirus at school and their child 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

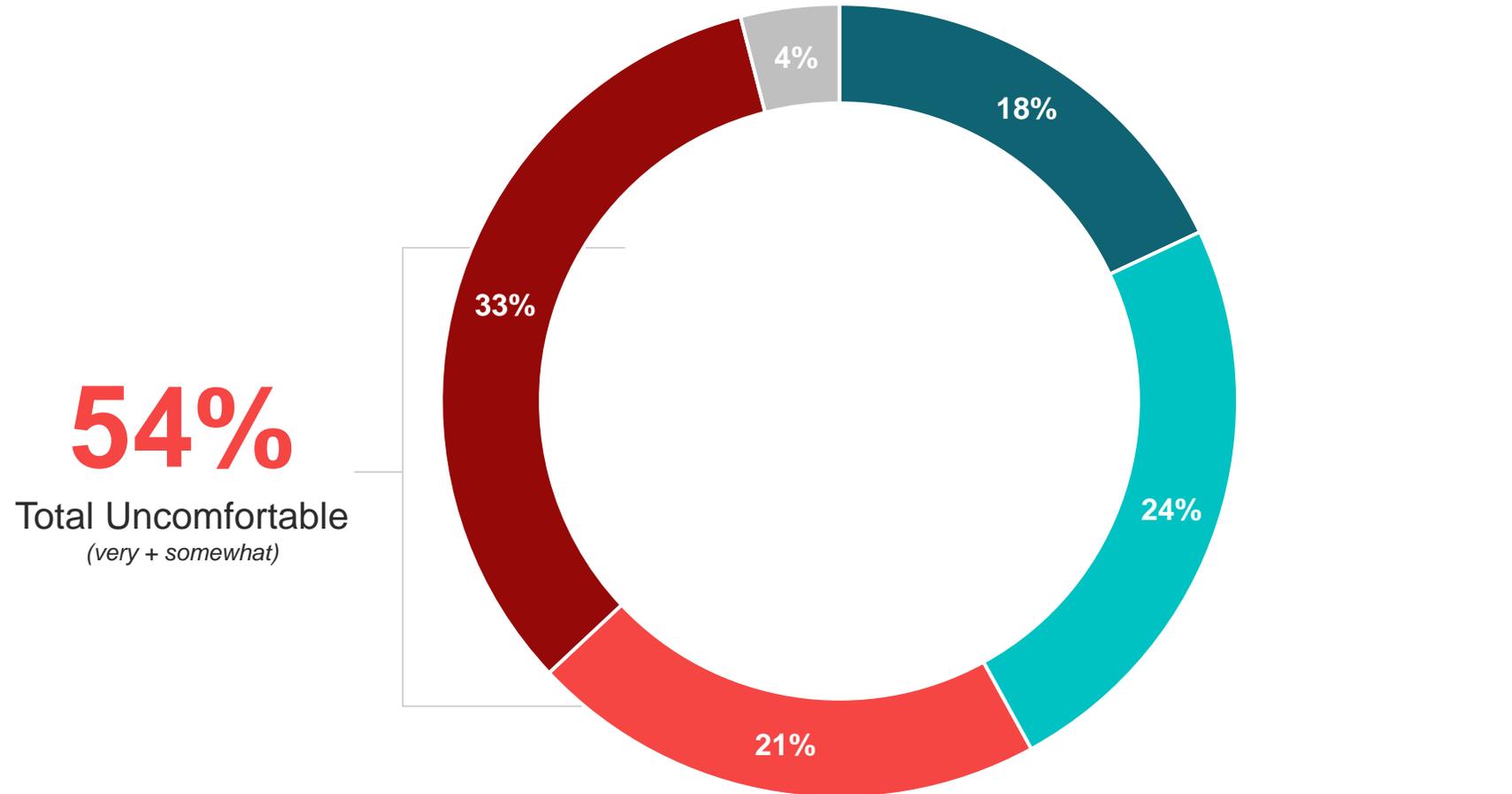
## Comfort with Children Returning to School

# Most parents continue to be uncomfortable with their child returning to school right now.

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

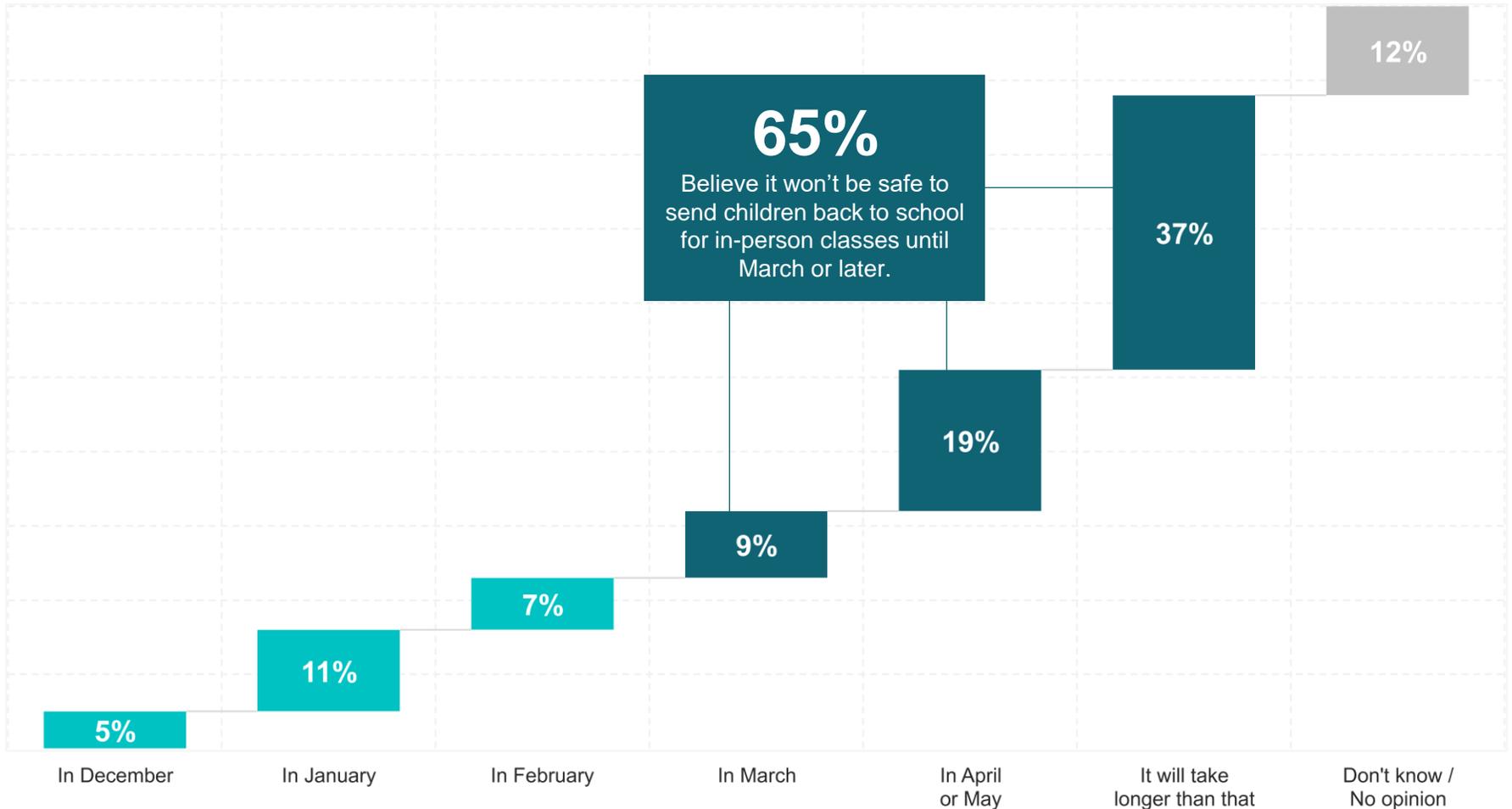


# Expectation for Safe Return to School

## Nearly two out of three parents think the outbreak will not be controlled enough to send students to school in-person until March or later.

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



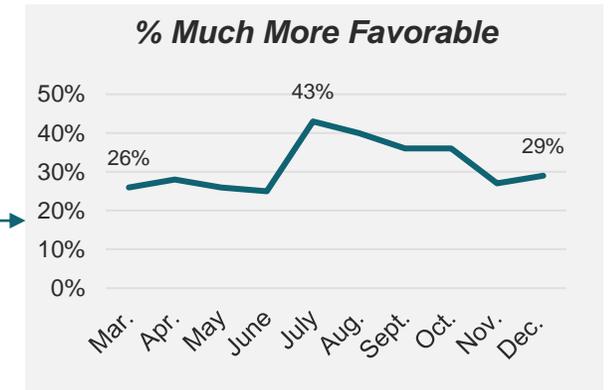
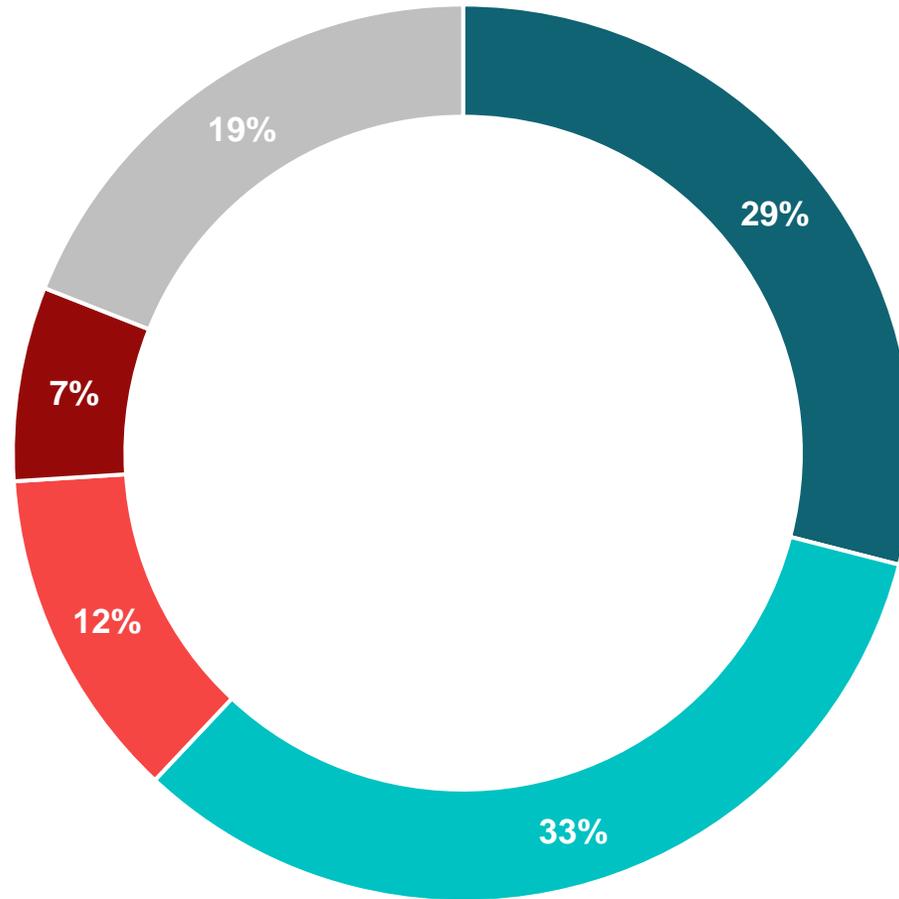
# COVID-19 Impact on Homeschooling

## School parents' view of homeschooling has held steady since November.

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



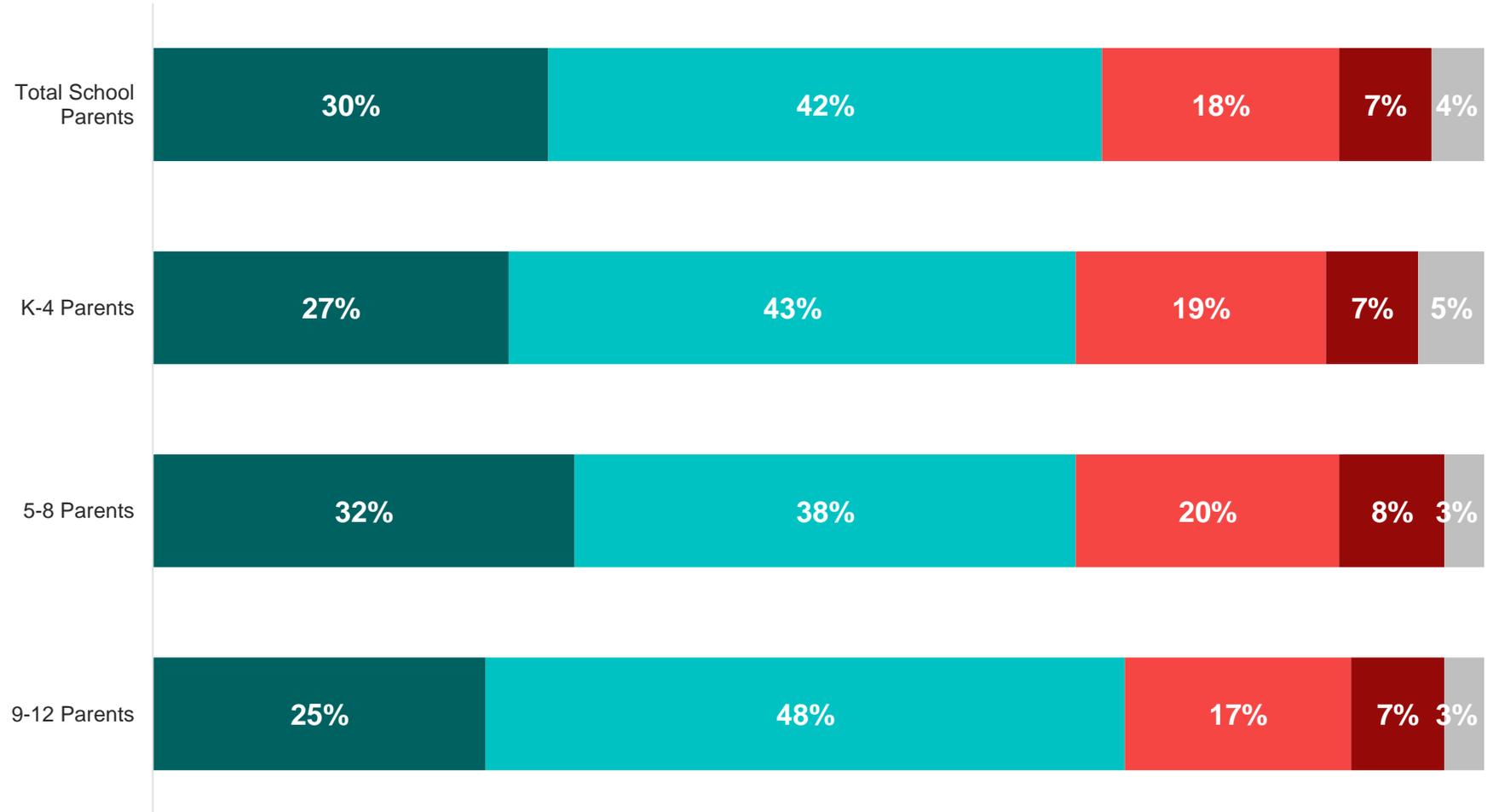
**Note:** The school parent subsample is weighted based on ACS benchmarks, starting in September 2020

# 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

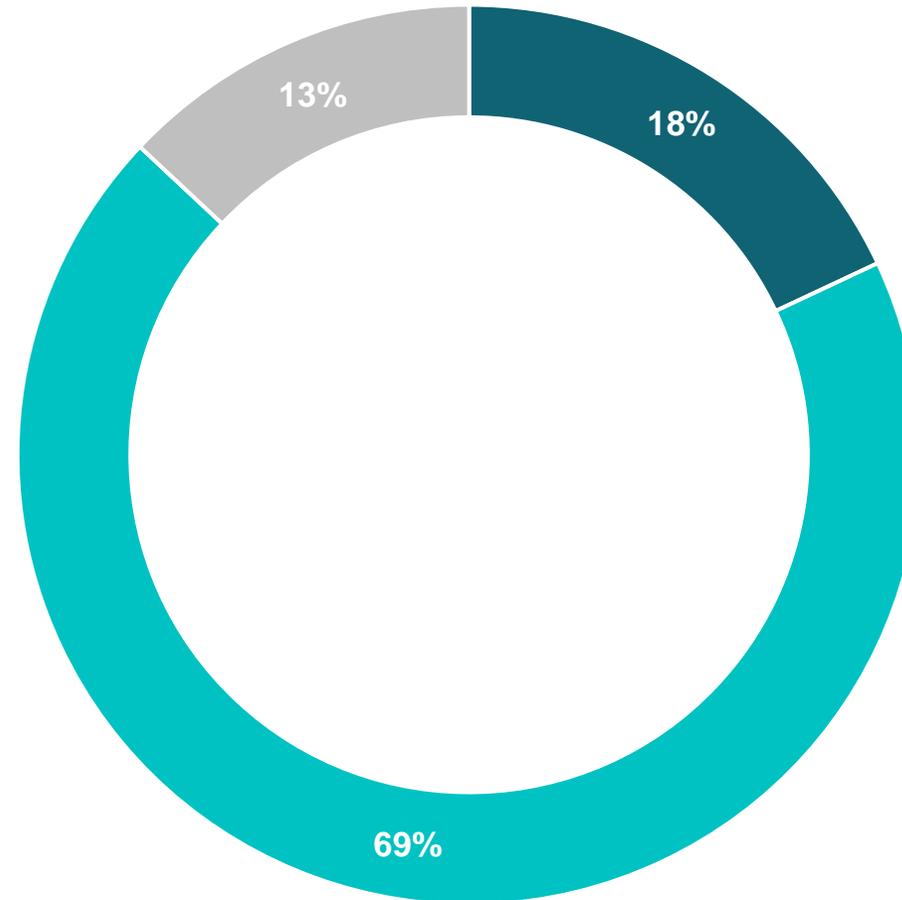


## Most parents prefer that schools provide multiple learning options...

*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



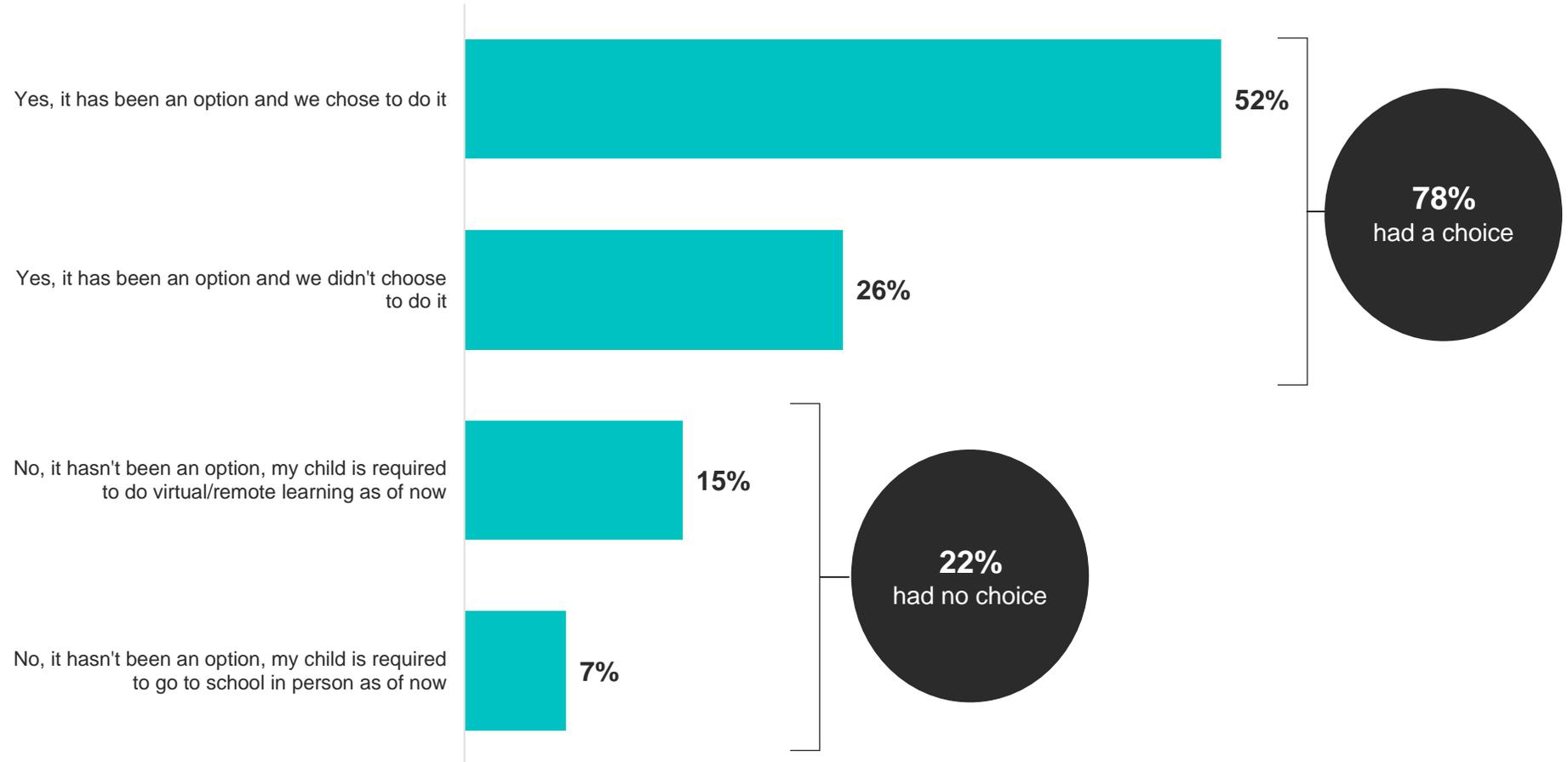
One or  
Multiple  
Learning  
Options  
Preference

# Remote Learning Choice

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

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

## *School Parents*

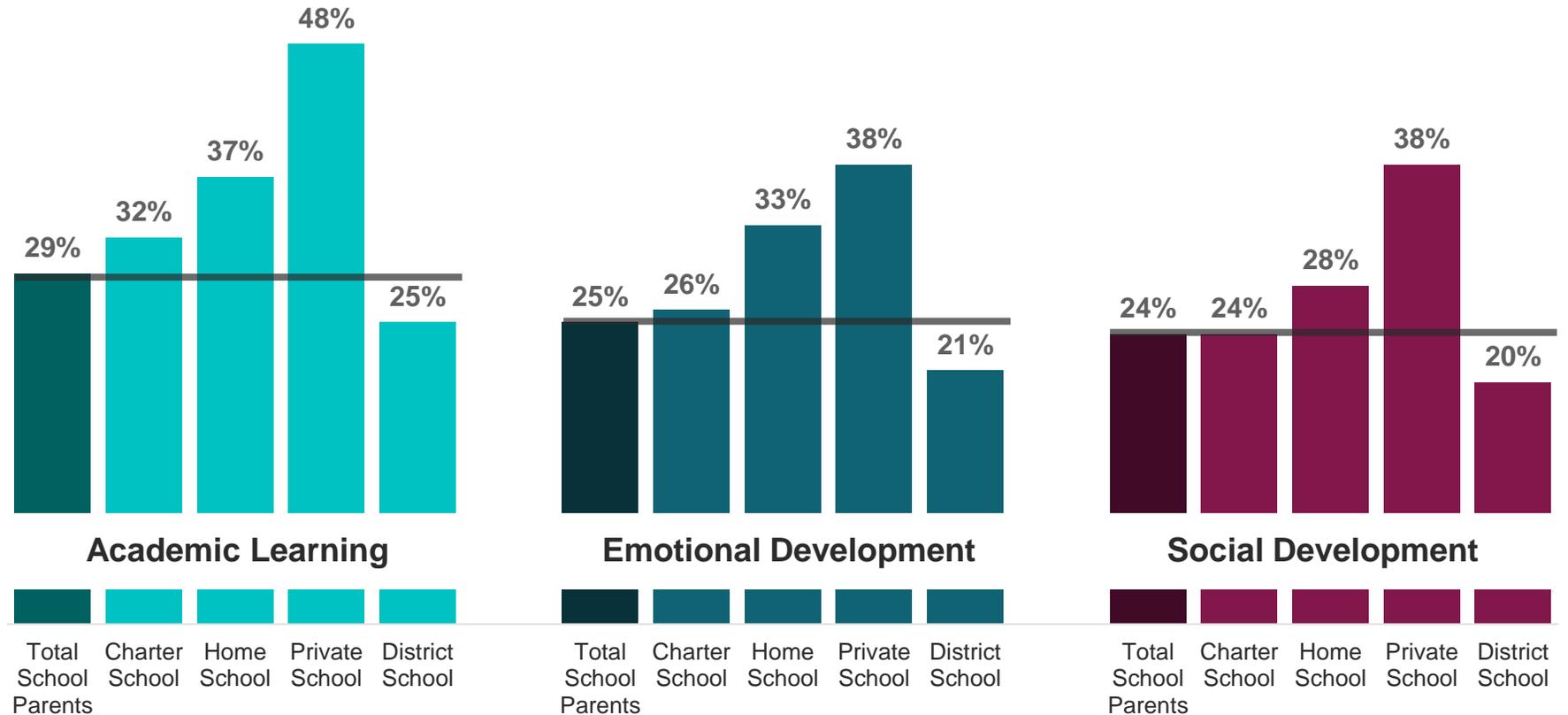


# COVID-19 Impact on Learning and Development

Parents of children enrolled in private school rated their child's academic learning and social development much higher than those with children enrolled in district school.

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

% Very Well



# Learning Environment

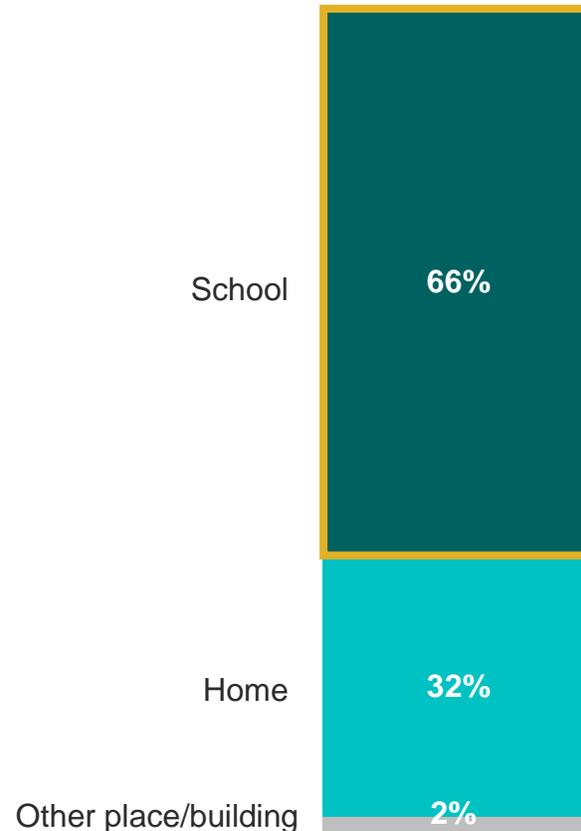
**After the pandemic, most parents believe the best learning environment for their child's education would be in a school setting. More than half of parents prefer a smaller group size.**

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

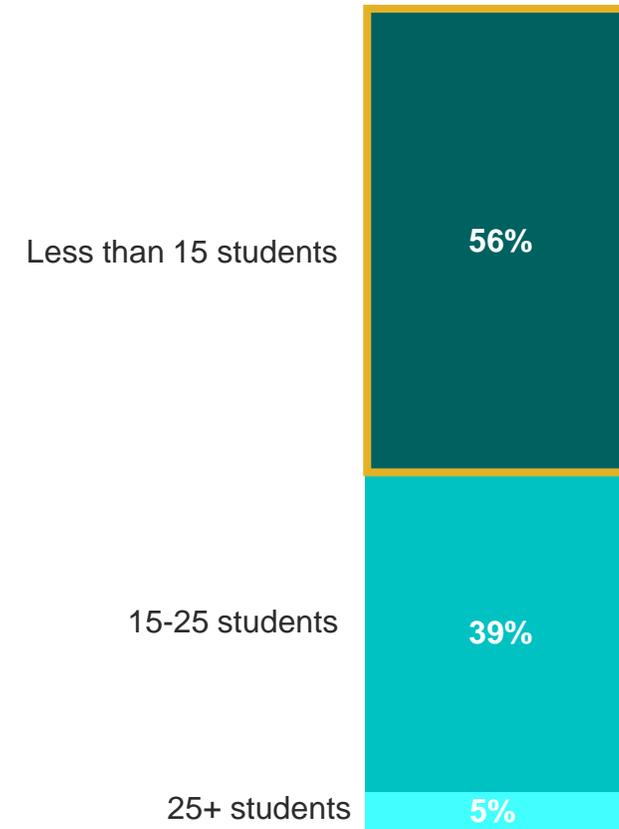
## School Parents

*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



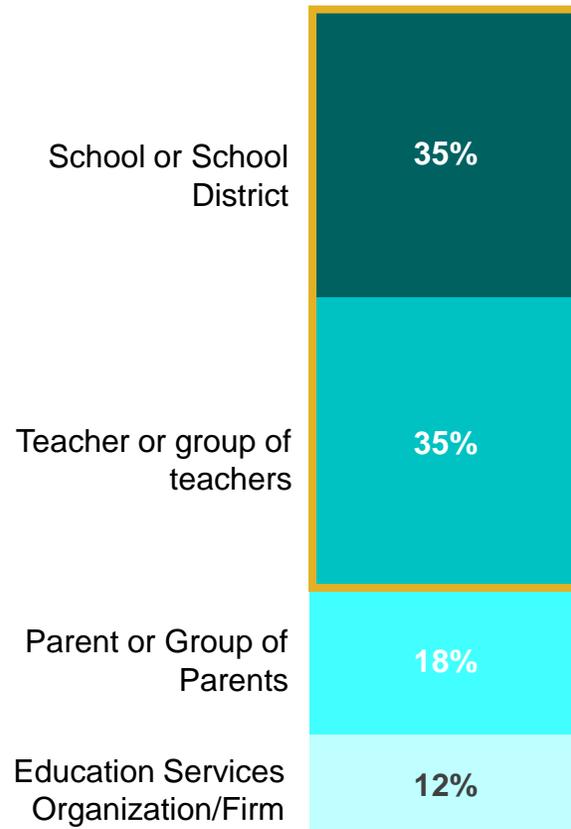
# Curriculum and Instruction Preference

**Most parents continue to 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.**

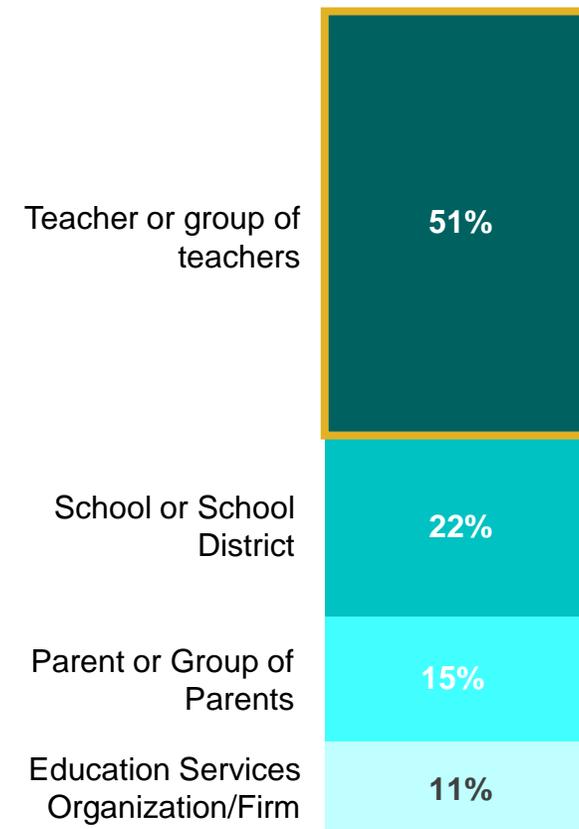
*After the pandemic, if given the option, who would you prefer to **control the curriculum** to provide the best education for your child?*

## School Parents

Control Curriculum



Provide Instruction

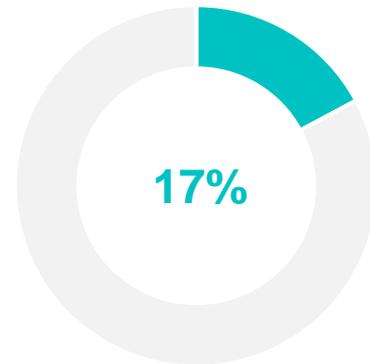


## K-4 parents remain most likely to have switched their child's school type for this school year than those with older children.

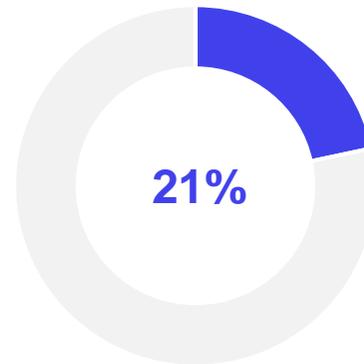
*Please tell us the grade level for each of your children; what kind of school each child will attend this new school year; and what kind of school each child was being educated in at the beginning of the 2019/2020 school year, before any school closures.*

### **% Of Students Switching School Type, Reported by Parents**

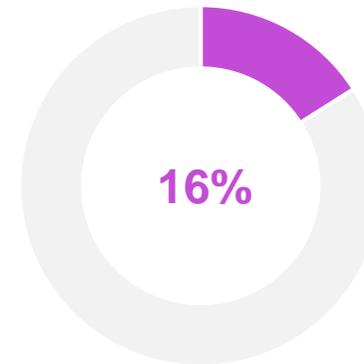
Total School Parents



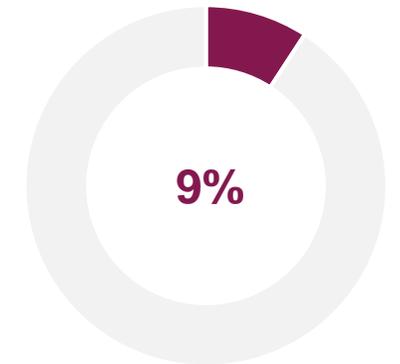
K-4 Parents



5-8 Parents



9-12 Parents



## School Type Shift

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



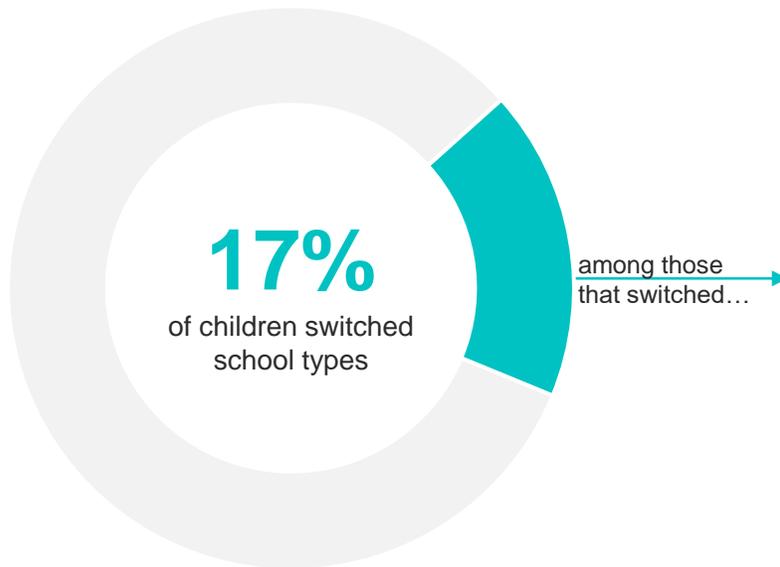
# School Type Shift

# Parents of children that were enrolled in public district school last year are most likely to say their children switched to a different school type this fall.

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	<b>4%</b>	Private School
Home School	<b>3%</b>	Public Charter School
Home School	<b>11%</b>	Public District School
Private School	<b>9%</b>	Home School
Private School	<b>0%</b>	Public Charter School
Private School	<b>7%</b>	Public District School
Public Charter School	<b>5%</b>	Home School
Public Charter School	<b>0%</b>	Private School
Public Charter School	<b>1%</b>	Public District School
Public District School	<b>50%</b>	Home School
Public District School	<b>5%</b>	Private School
Public District School	<b>4%</b>	Public Charter School

# School Type Shift

# Learning Pods

## School parents with younger children (grades K-4), Higher incomes (\$75k+), and those with children enrolled in charter or private schools remain 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'



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

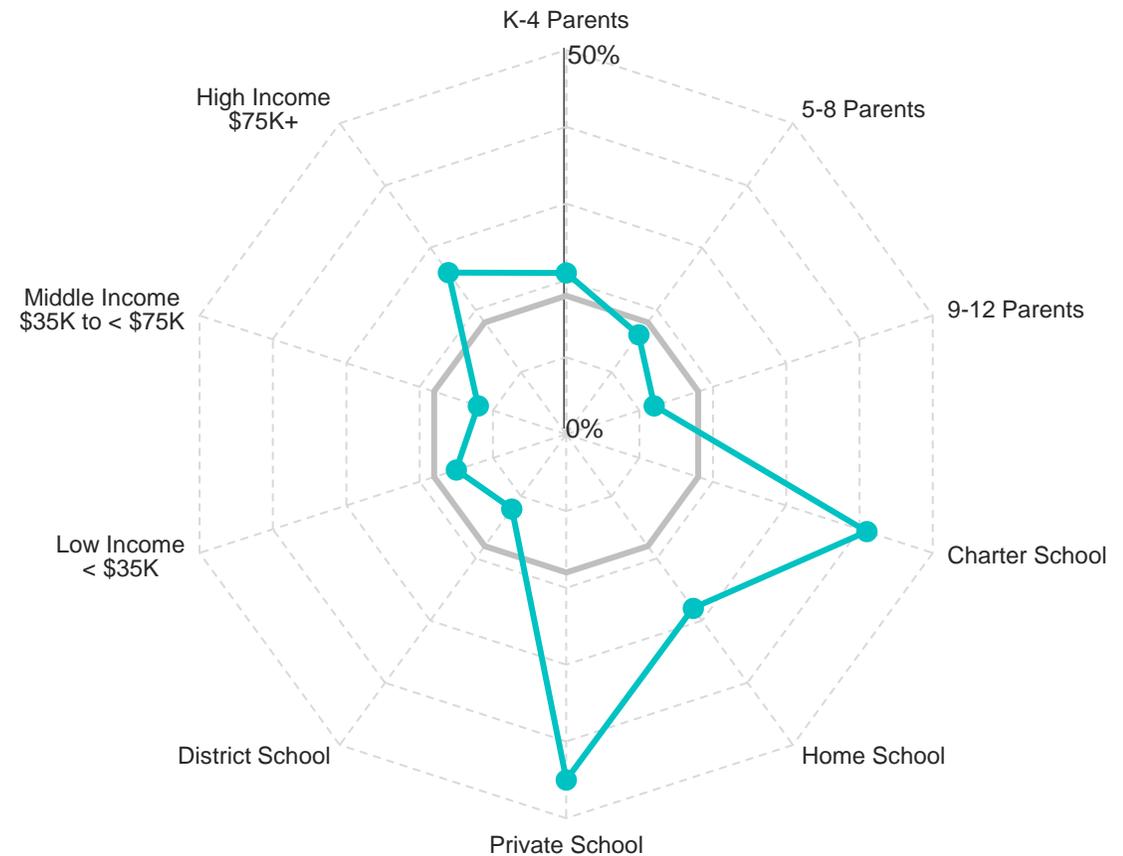


**No**, we're not planning to participate in a 'pod'



### % Currently Participating In A Pod

— % Total School Parents    —● % By Demographic



# Learning Pods

**School parents that are interested or are participating in a 'pod' believe they are good for socialization and will keep their children up to speed with curriculum. School parents that oppose 'pods' believe they are unsafe or 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 enhances my child's education.”

“It gives my kids a chance to interact with others.”

“My son needs the social interaction and extra group time for learning.”

## WHY LOOKING TO FORM OR JOIN A 'POD'

“It would give my child more personal attention.”

“To keep my children socialized and learning in a more structured environment.”

“To provide socialization and in-person learning for my child.”

## WHY NOT PLANNING TO PARTICIPATE IN A 'POD'

“I do not want my daughter to catch COVID-19.”

“My children are back physically inside a school and have the instruction they need there from their teachers.”

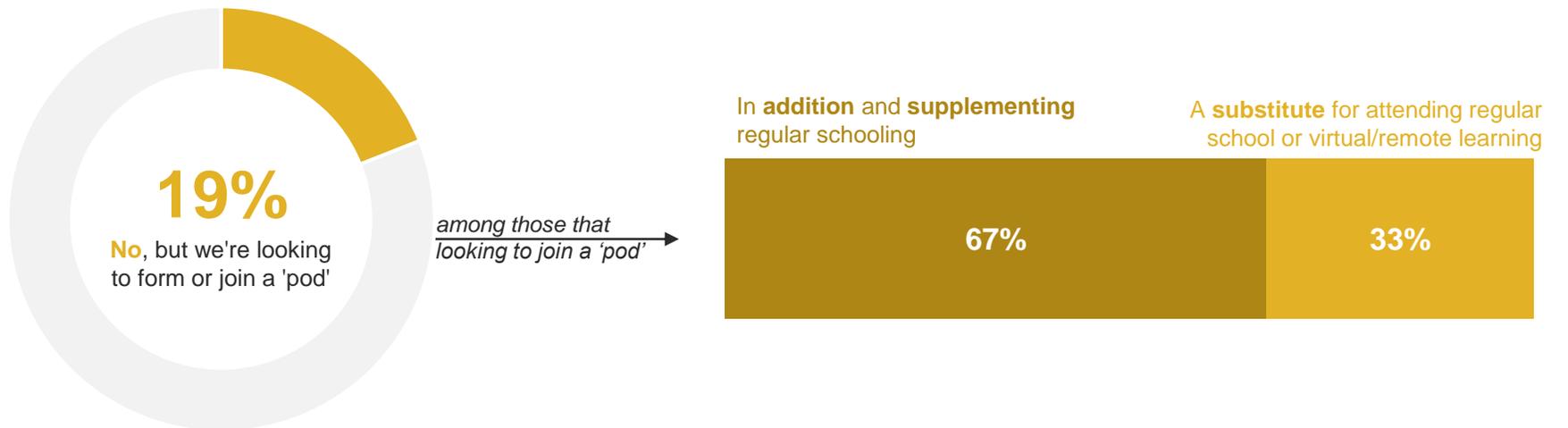
“My children are old enough they don't need this.”

# 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



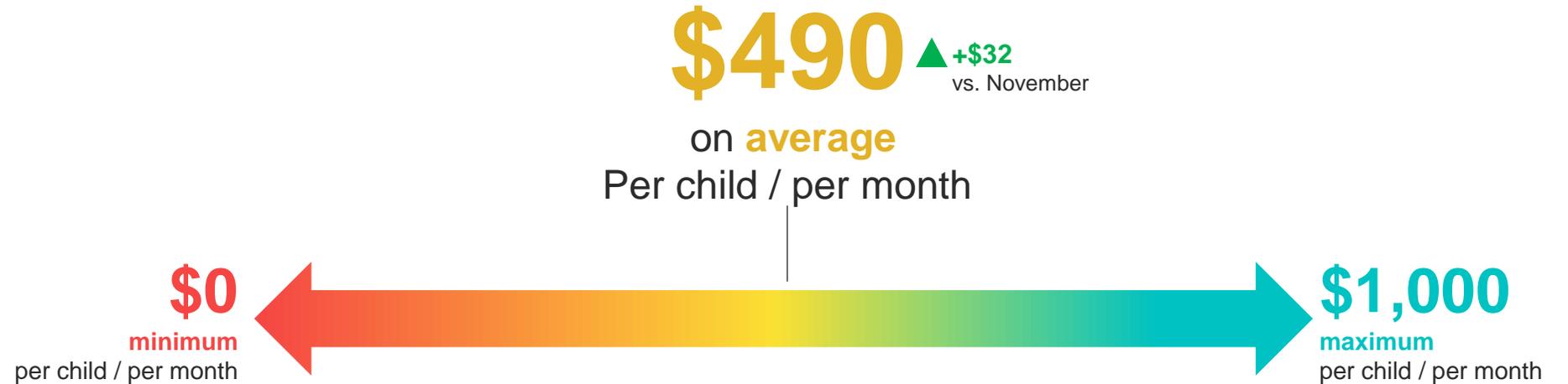
## Learning Pods

# School parents are willing to pay nearly \$500 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'*



### **Note: Correction to the November report was made to this slide December 22, 2020**

Due to an error in data processing, the results for this question were misreported. The error has been corrected and the results have been restated.

The data processing error was isolated and did not impact any other results.

# Learning Pods

Those with high incomes, living in urban areas, and in the northeast region are willing to pay over \$500 a month for their 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?  
among those interested in or participating in a 'pod'*

## Average Willing to Spend Per Child/Per Month By Demographic

Income	Low Income < \$35K	\$410
	Middle Income \$35K to < \$75K	\$428
	High Income \$75K+	\$576
Community Type	Urban	\$555
	Suburban	\$427
	*Small Town/Rural	\$417
Region	*West	\$476
	*Midwest	\$457
	South	\$496
	Northeast	\$520

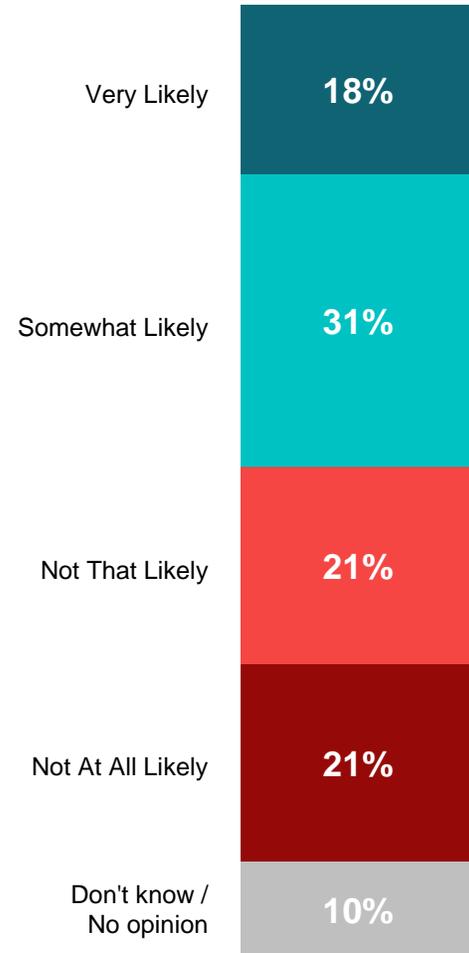
\*indicates base size <n=100

# Tutoring

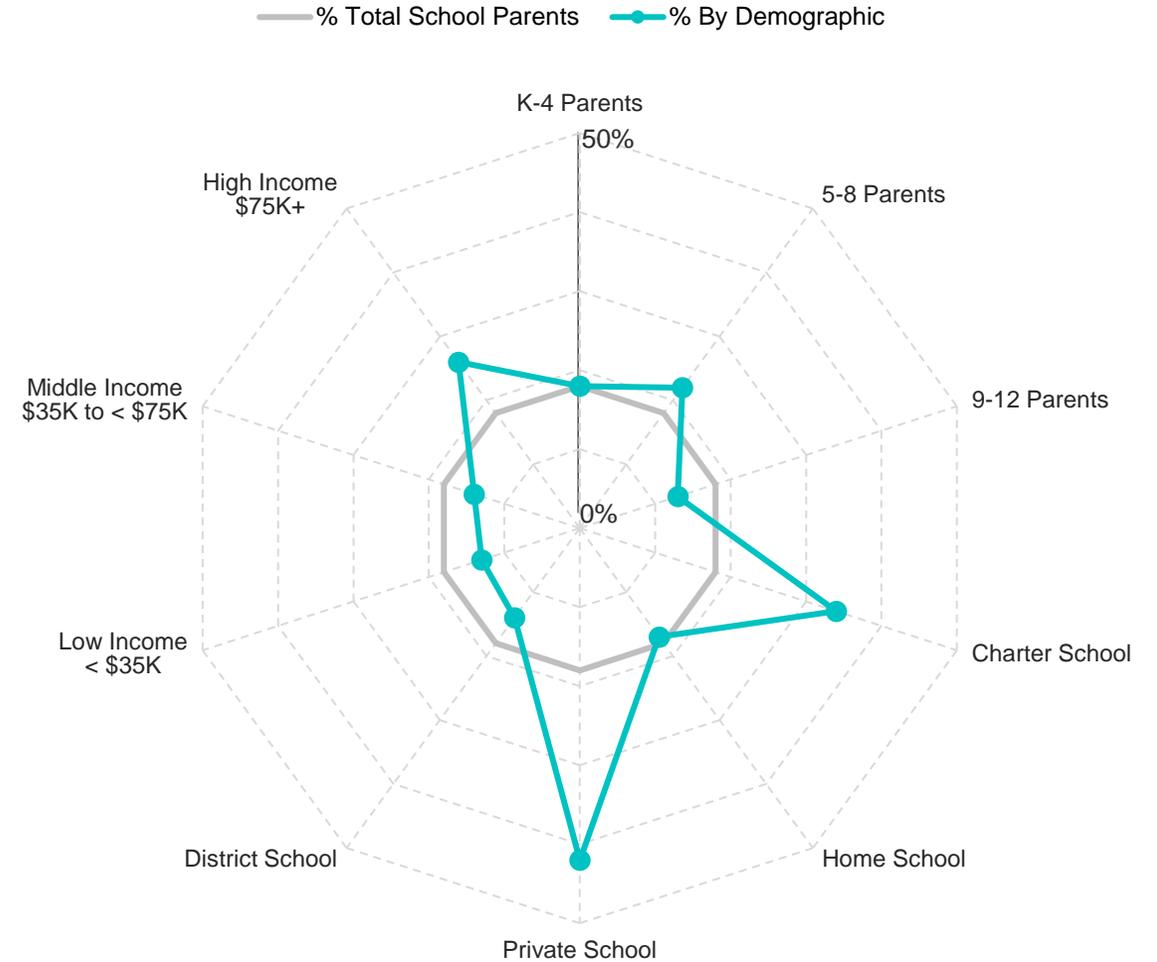
## Parents of 5<sup>th</sup>-8<sup>th</sup> graders are more likely to seek out tutoring outside of school than parents with a child in K-4<sup>th</sup> grade, who are more likely to participate in a 'pod'.

*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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**Awareness and Favorability of  
School Choice Policies**



**Perceptions of Teachers Unions**



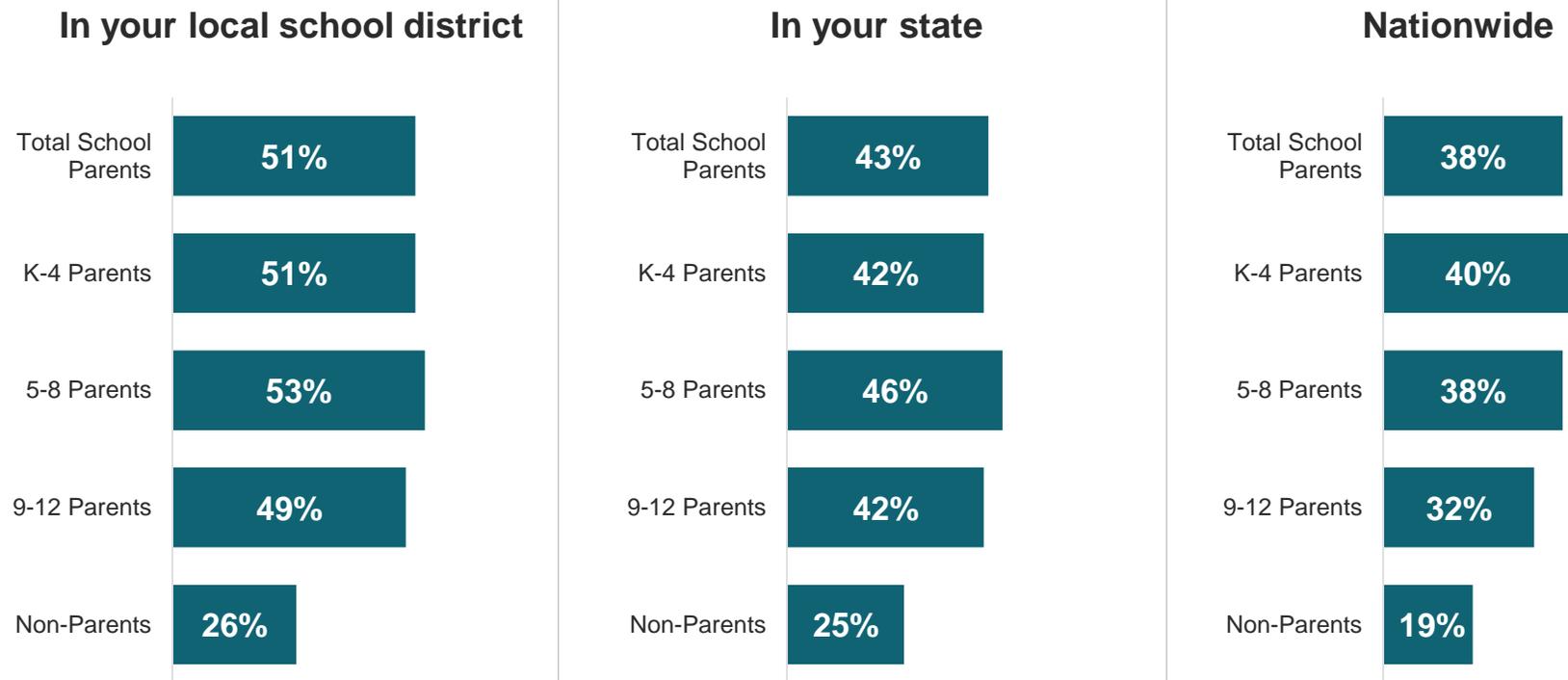
**Survey Profile and Demographics**

# Direction of Education

## School parents, especially when thinking about their local school district, continue to be more optimistic than non-parents about the direction of K-12 Education.

*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



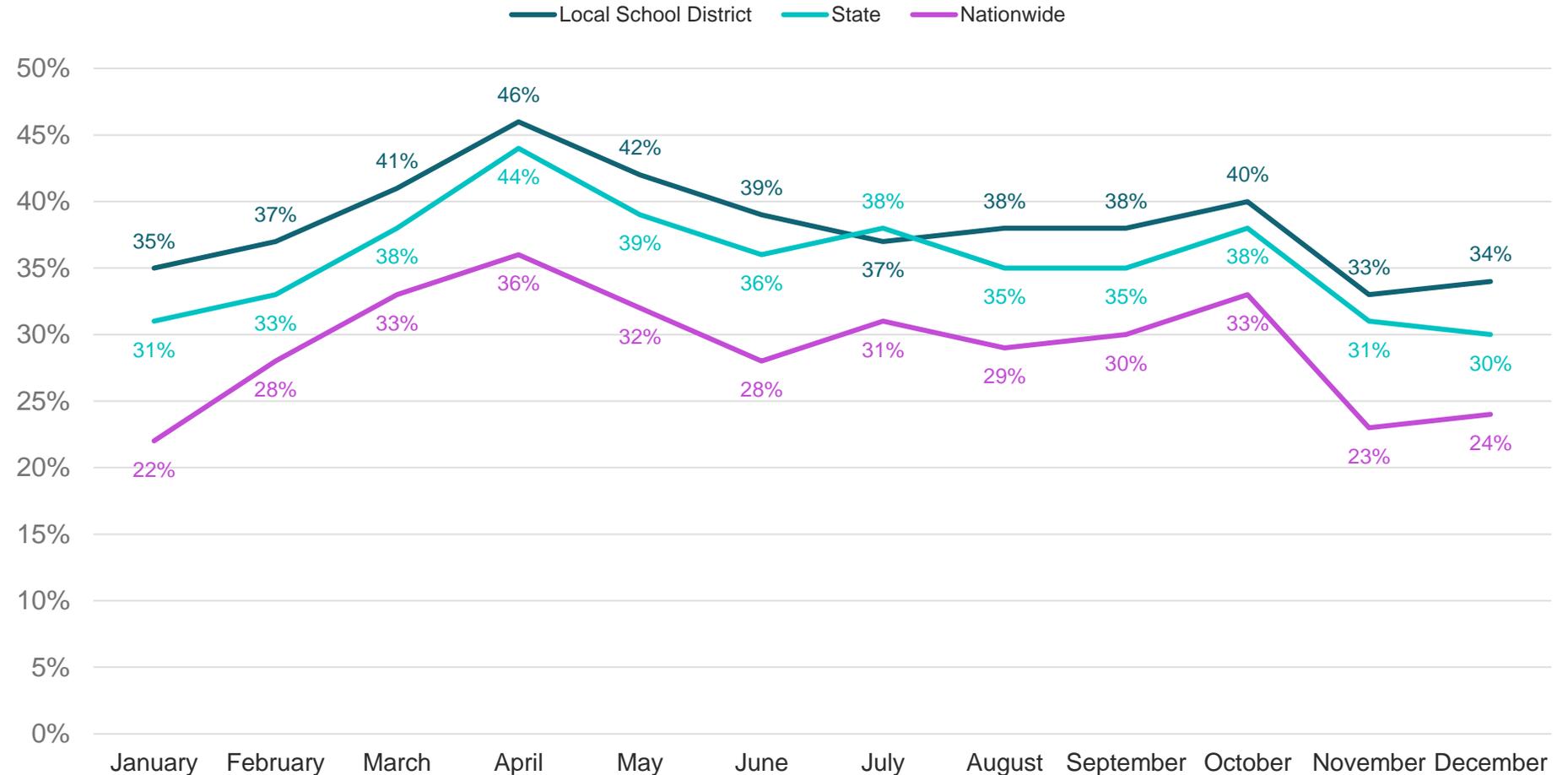
# Direction of Education

Americans' positive views about K-12 education fluctuated throughout the year, with a spike early in the pandemic. Sentiment now looks the same as it did at the start of 2020.

*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**



## Purpose of Education

# Americans continue to believe it's 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 41%



Core academic subjects (54%)



Socialization (46%)



Become independent thinkers (44%)



How to be good citizens (41%)



Skills for future employment (40%)



Values, moral character, religious virtues (37%)



To fix social problems (25%)

#### Grades 9-12

Average % selected Extremely Important 48%



Skills for future employment (60%)



Core academic subjects (55%)



Become independent thinkers (53%)



How to be good citizens (49%)



Socialization (46%)



Values, moral character, religious virtues (42%)



To fix social problems (32%)

# Purpose of Education

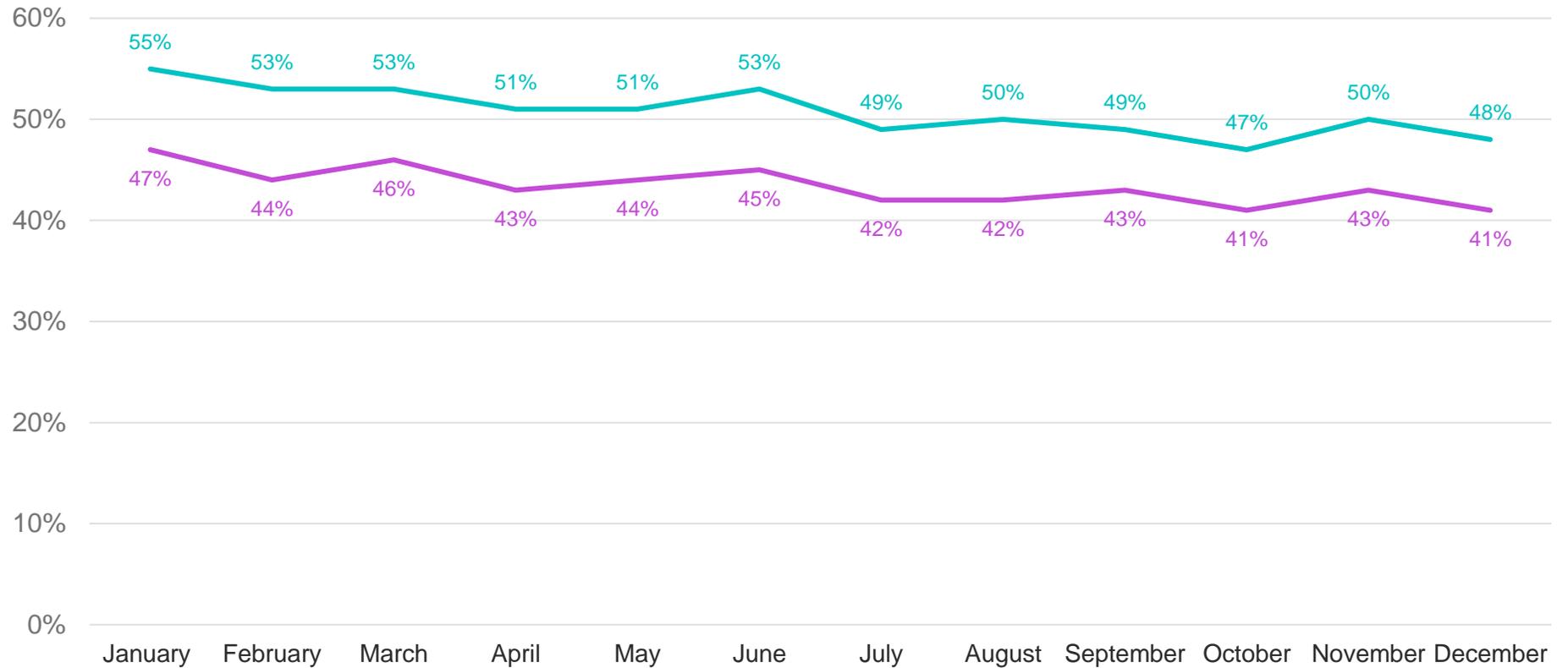
Since the start of 2020, the public's expectations have decreased for K-8 and high school education.

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

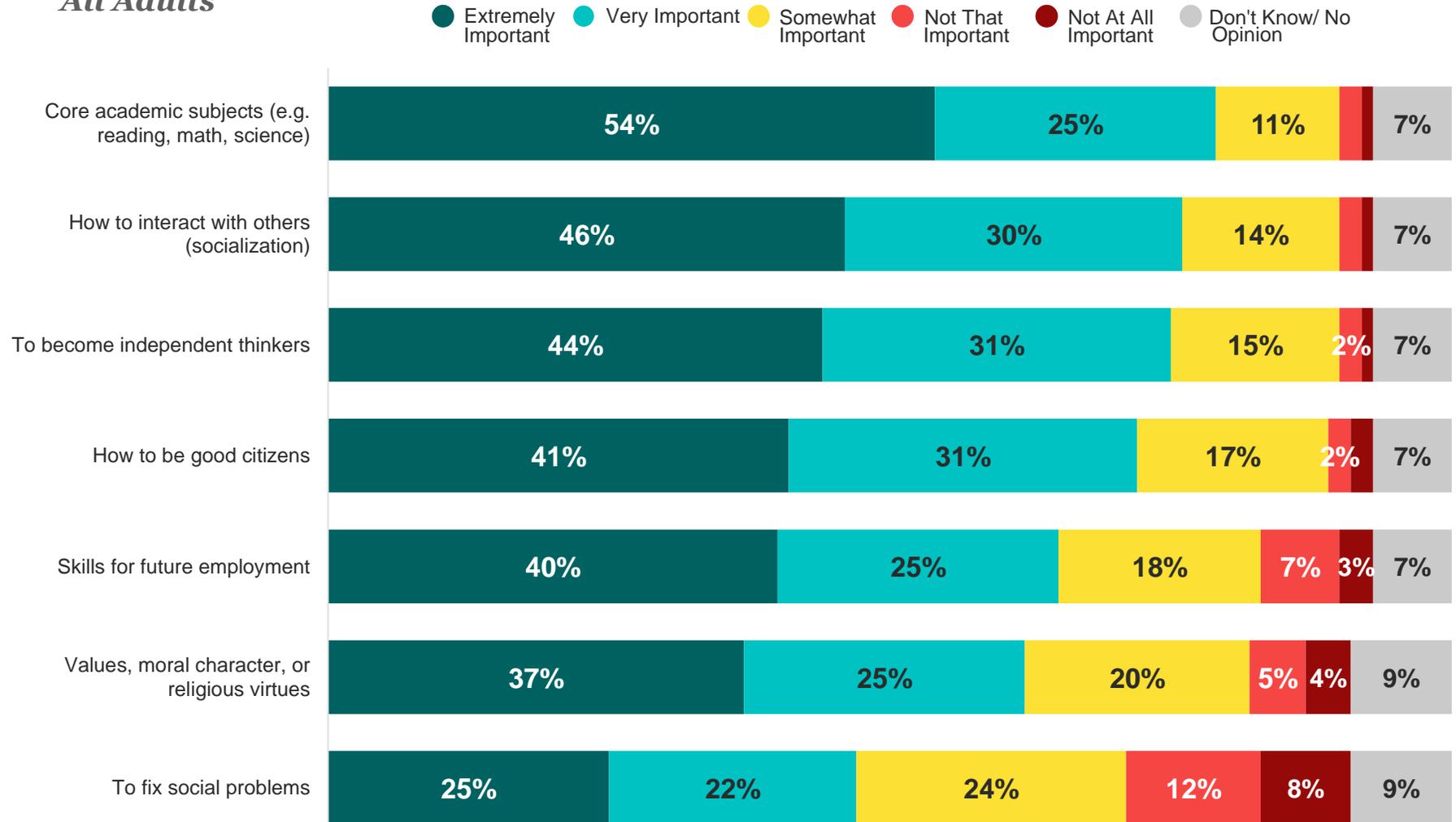


# Purpose of Education: K-8

## Core academics and socialization continue to be thought of as the main purpose of K-8 education.

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

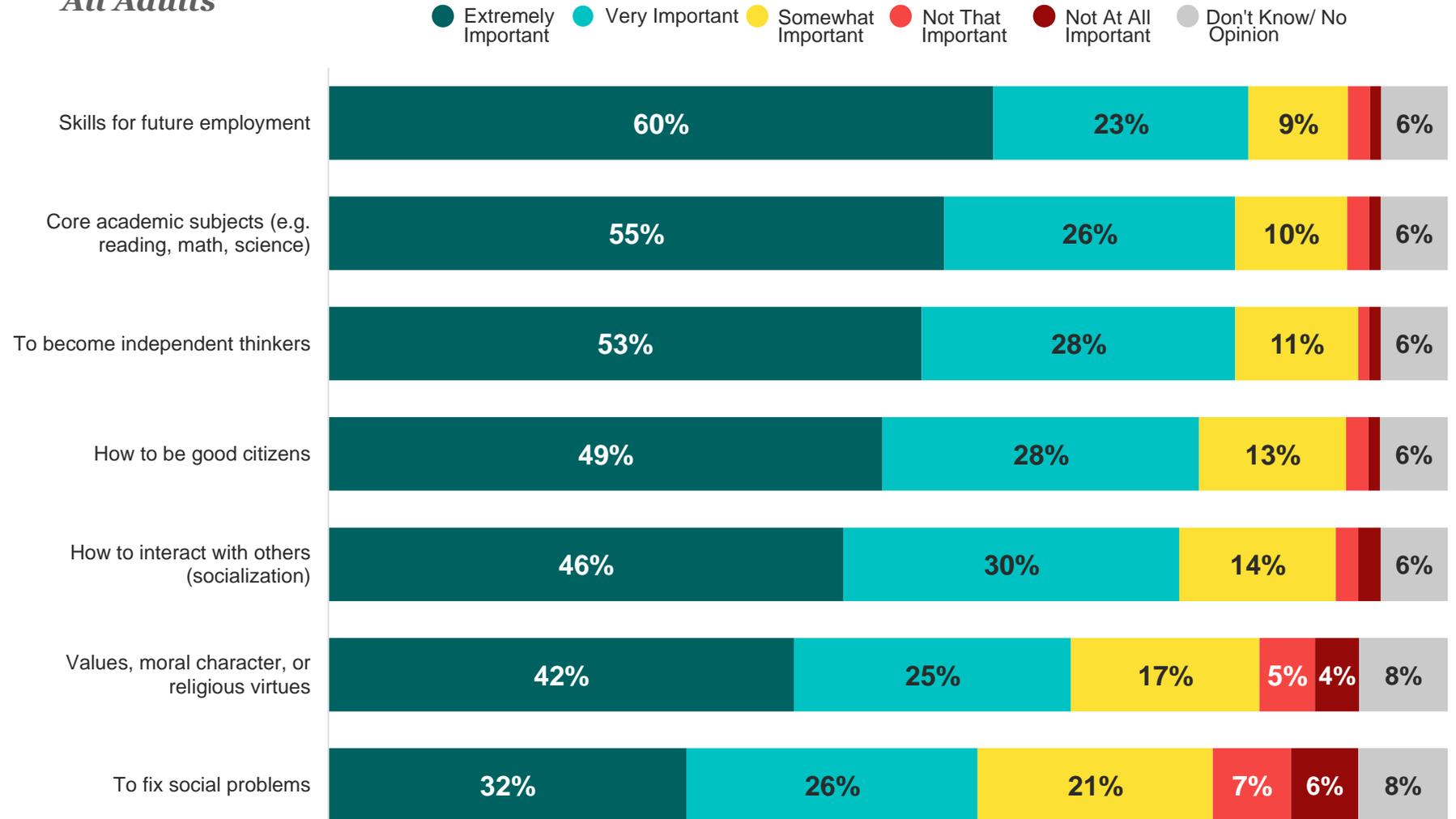


# Purpose of Education: High School

## Americans believe that grades 9-12 should focus on skills for future employment, core academics and independent thinking.

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...

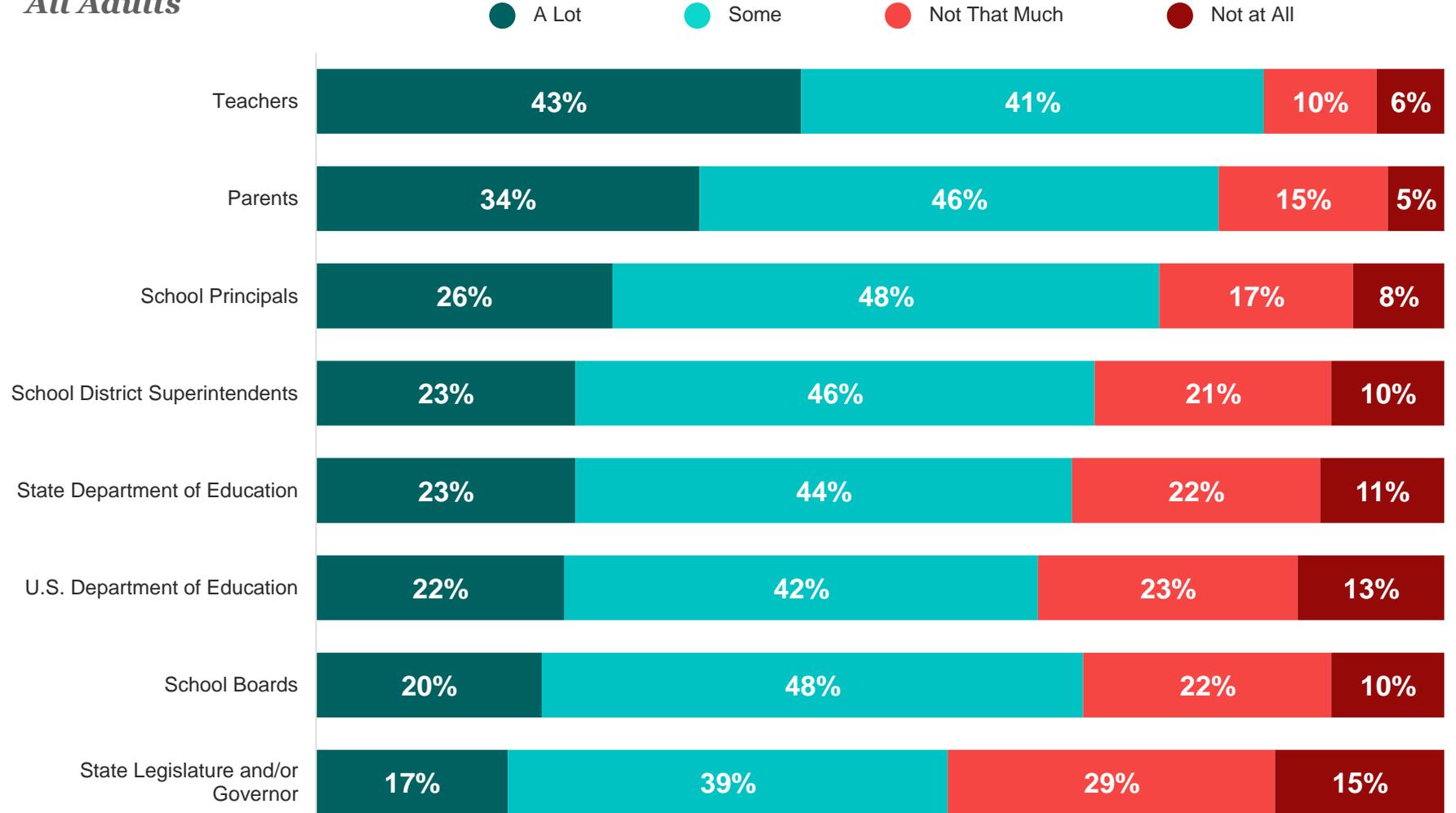
### All Adults



# Americans continue to put more trust in personal sources like teachers, parents, and school principals to make good decisions about education.

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

## All Adults



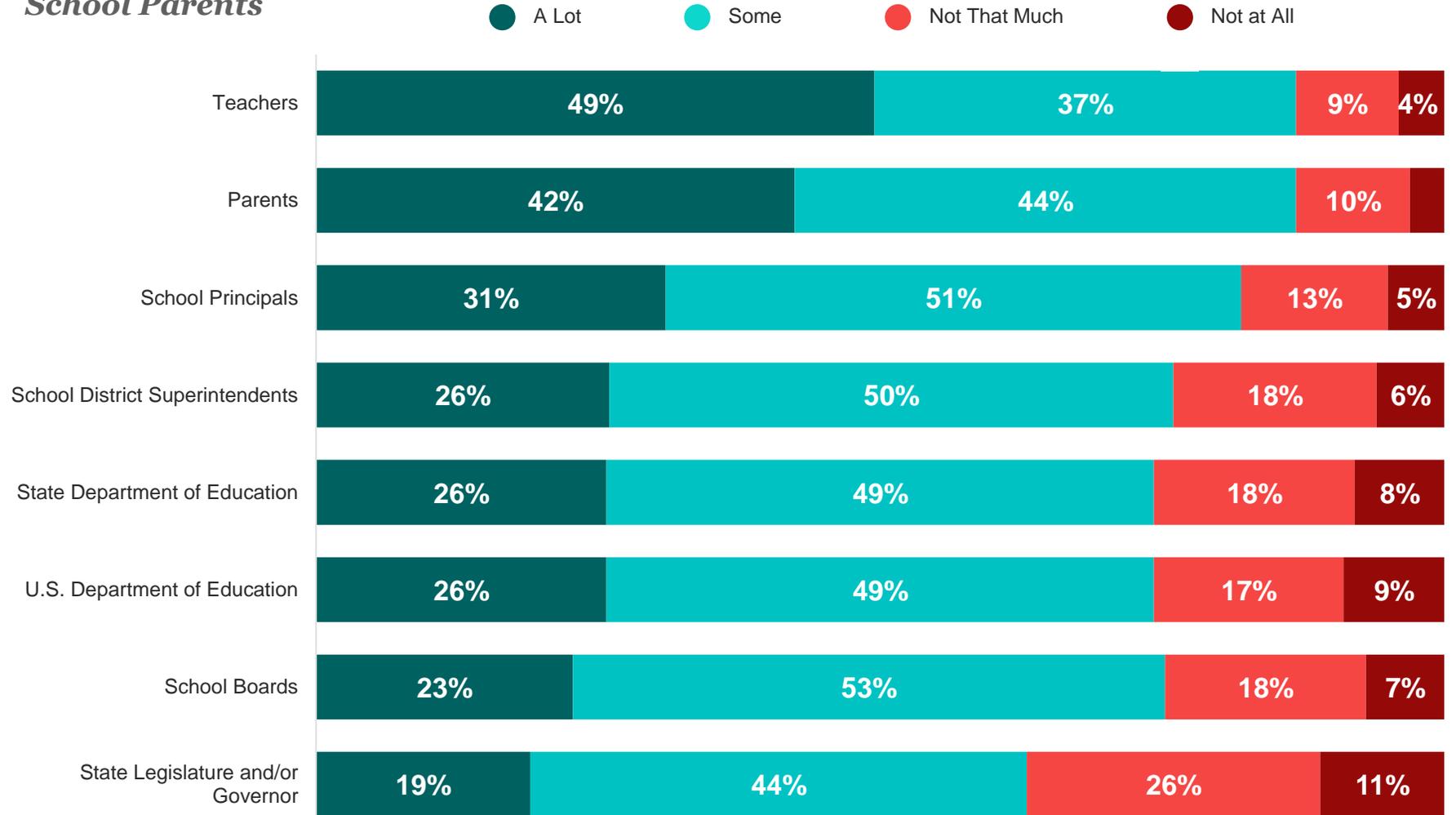
## Trust in Education Decision Makers

# Trust in Education Decision Makers

## School parents are also 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?

### School Parents

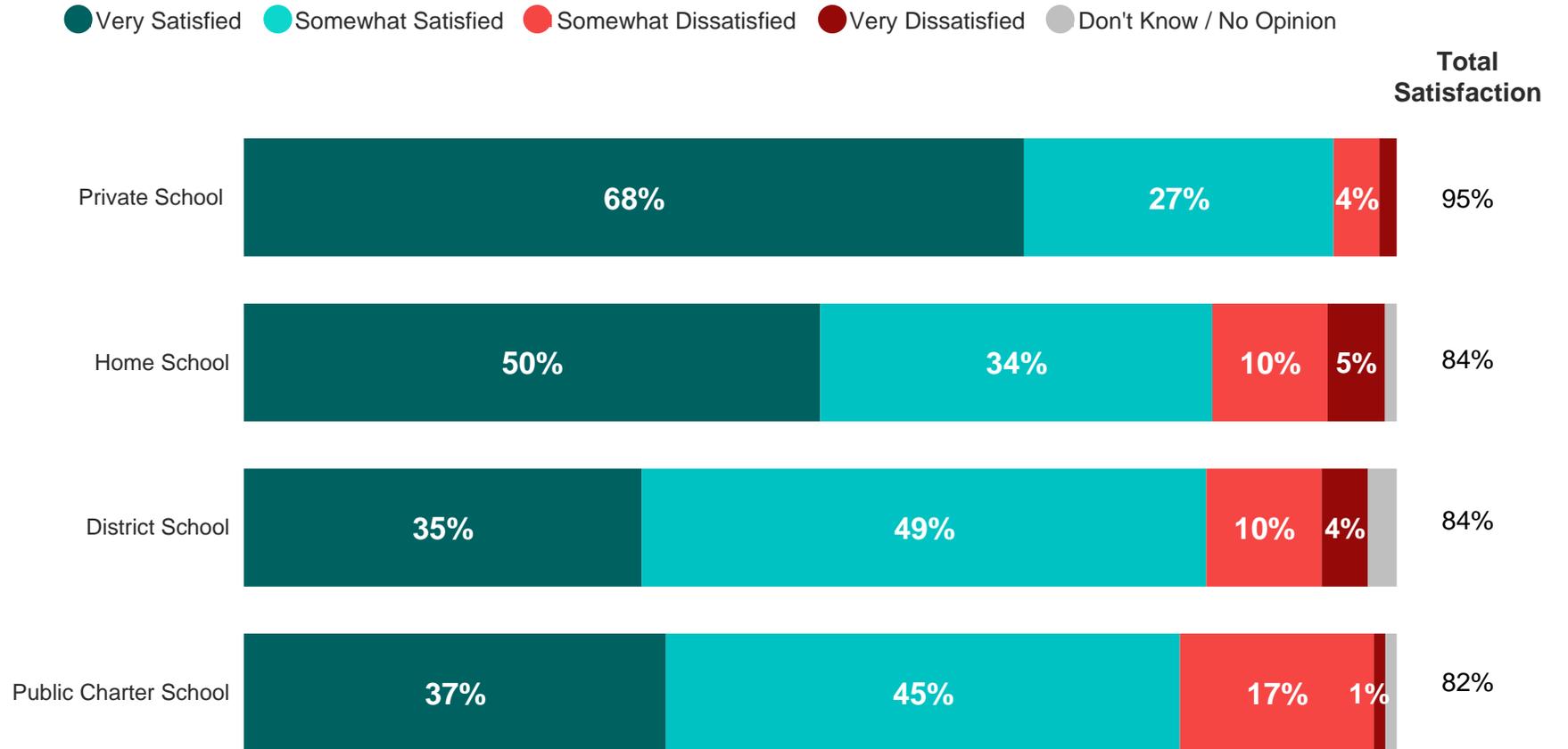


# Satisfaction with Schooling

**School parents remain satisfied with their experiences across school types. Those with children attending private schools continue to be the 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***



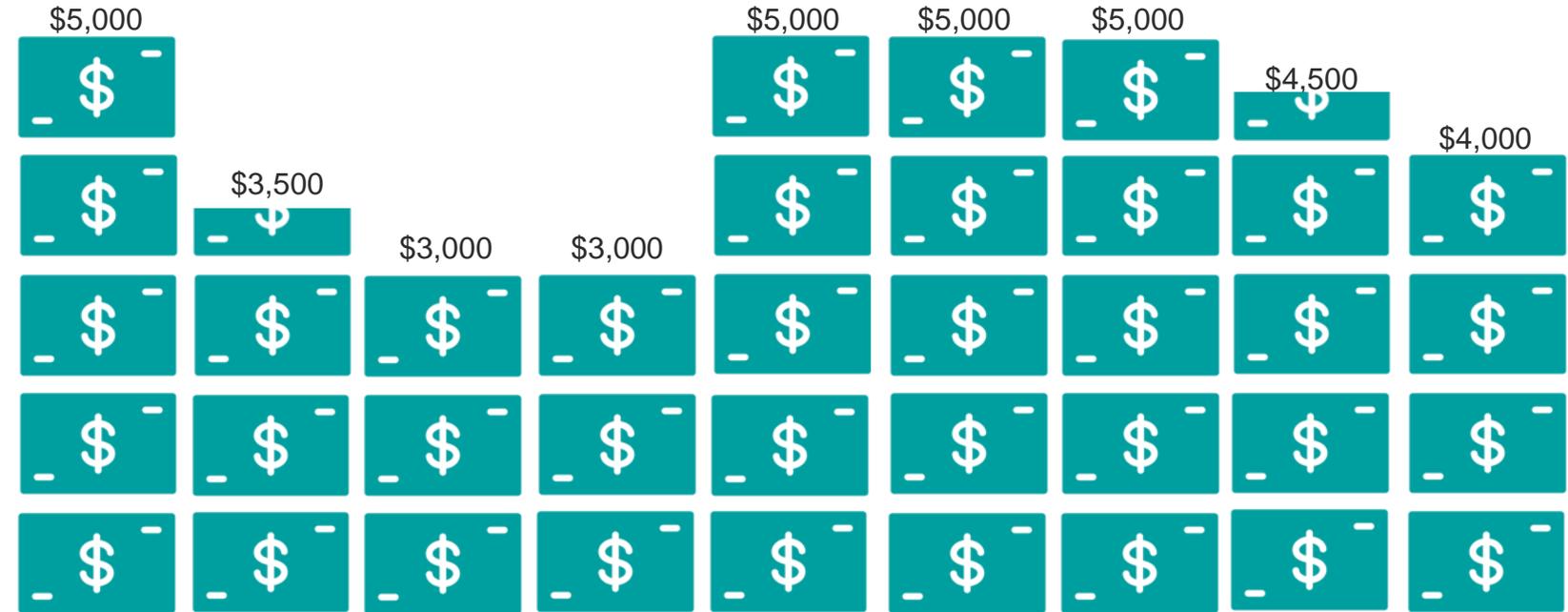
# Americans, especially school parents of younger children, continue to believe that government spending per student is much lower than actual expenditures.

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



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

FY17 State Actuals Source: National Center for Education Statistics

= \$1,000

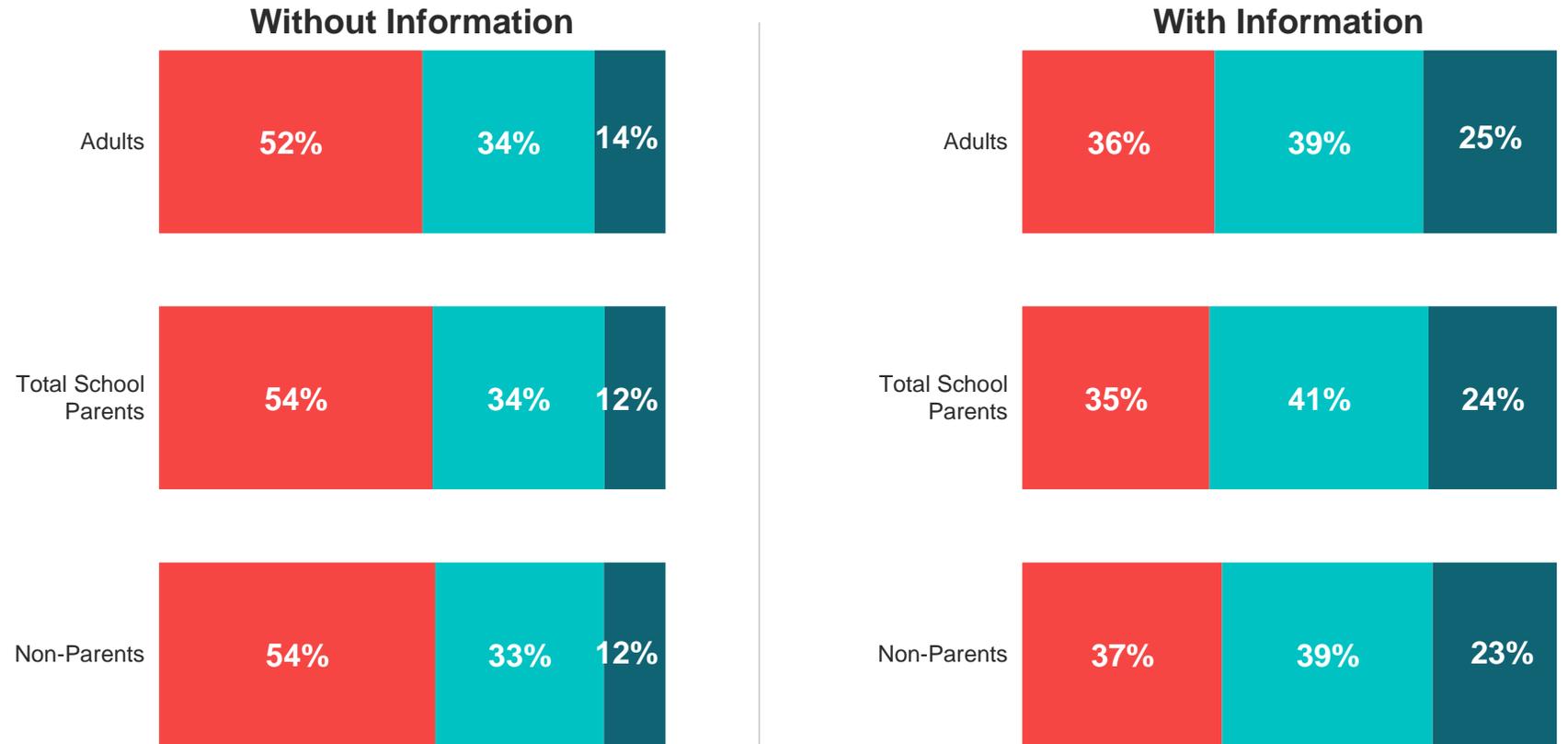
# School Funding

## 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

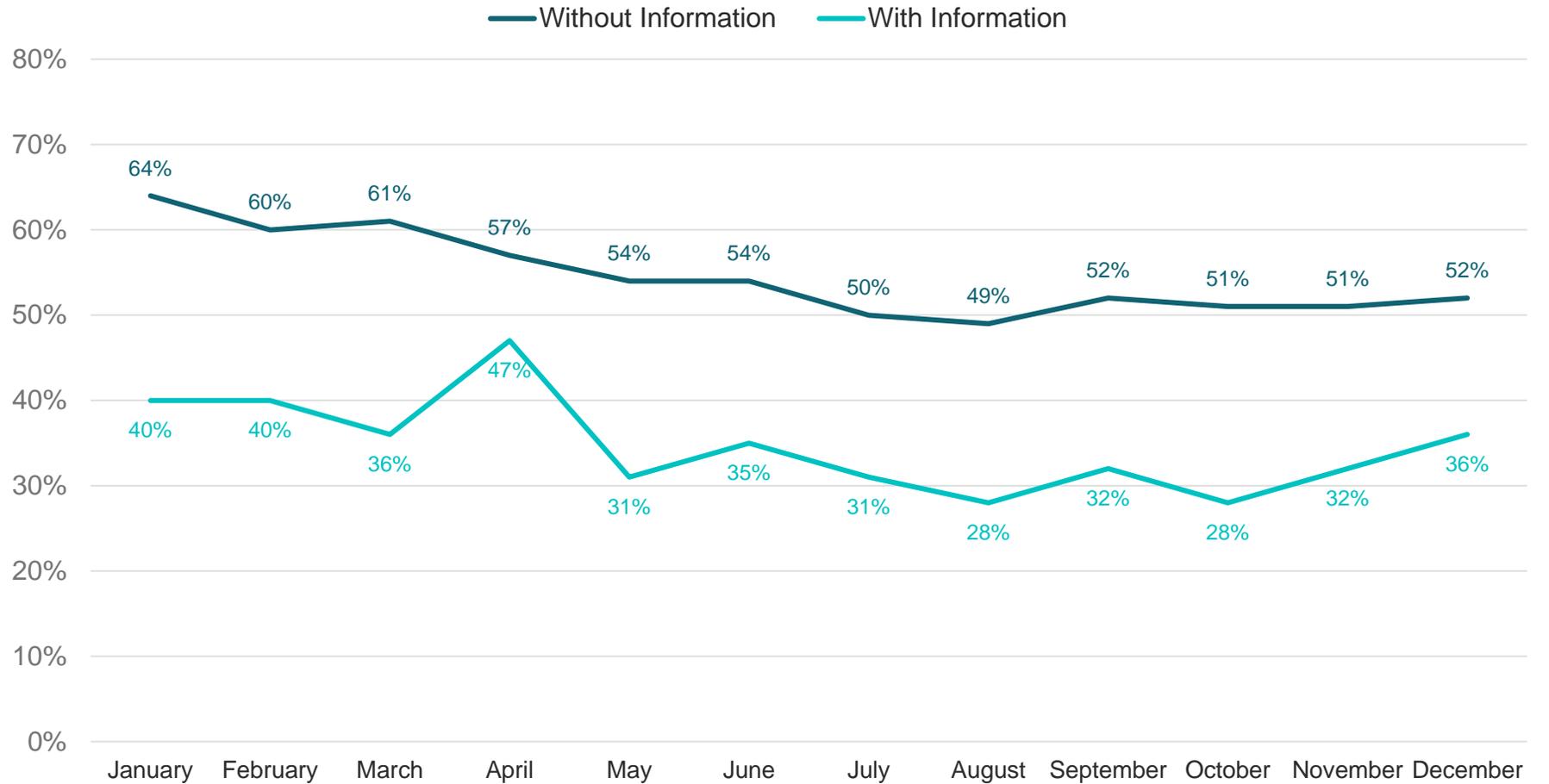
# School Funding

## The gap between those with and without information on school funding remains steady.

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

% Too Low



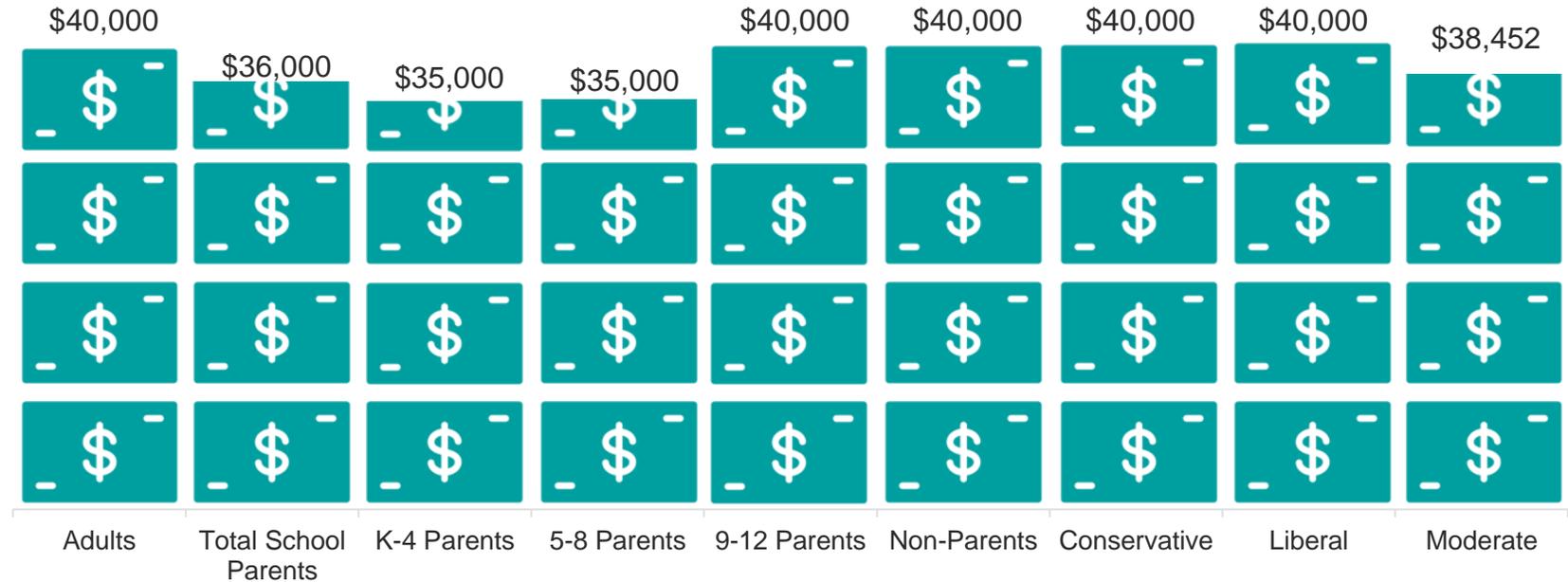
# Americans, especially school parents of younger children, continue to believe that their state's teachers make less than the lowest state average.

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

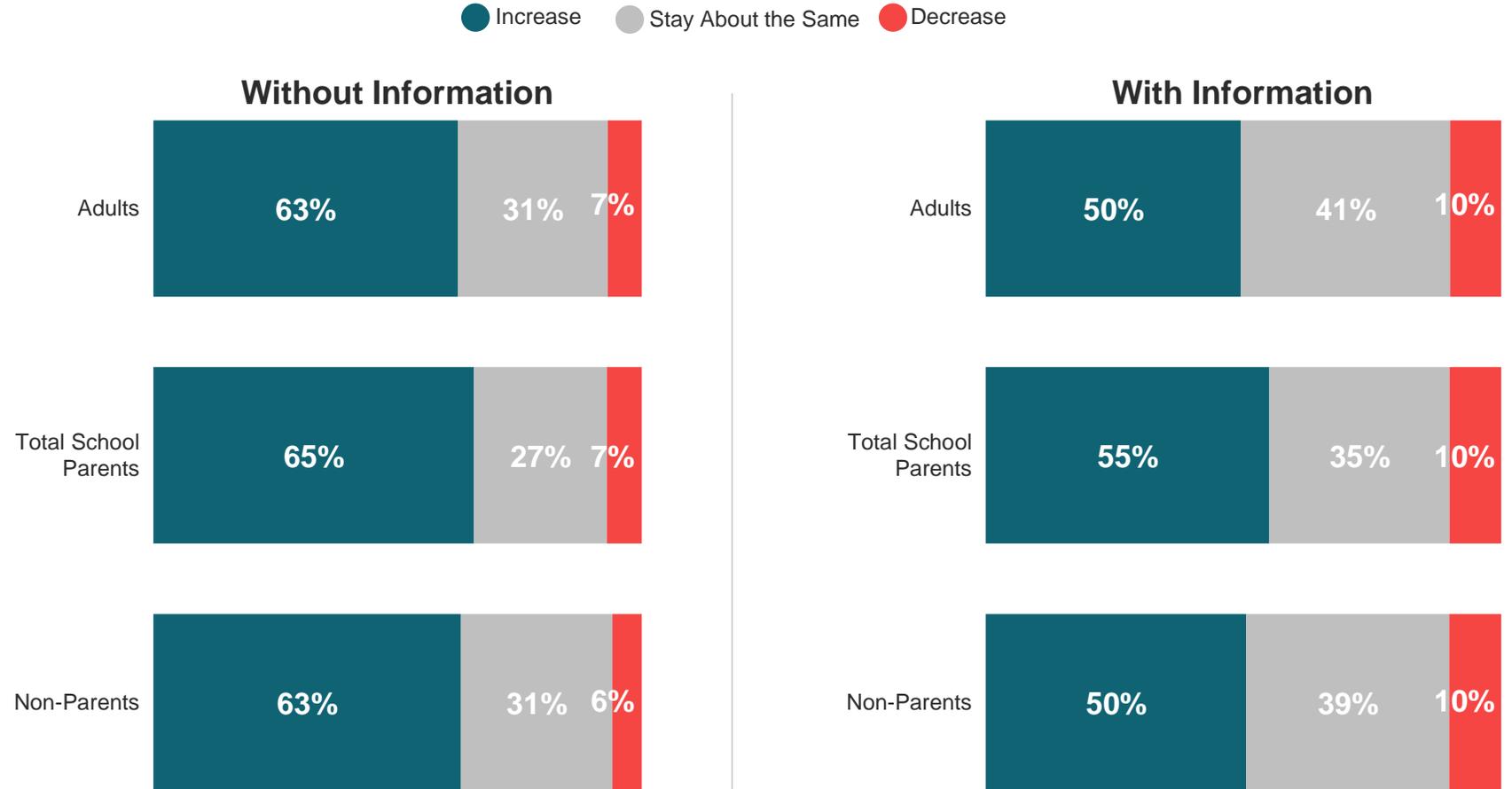


# Teacher Salaries

## Americans continue to be less likely (-13 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:



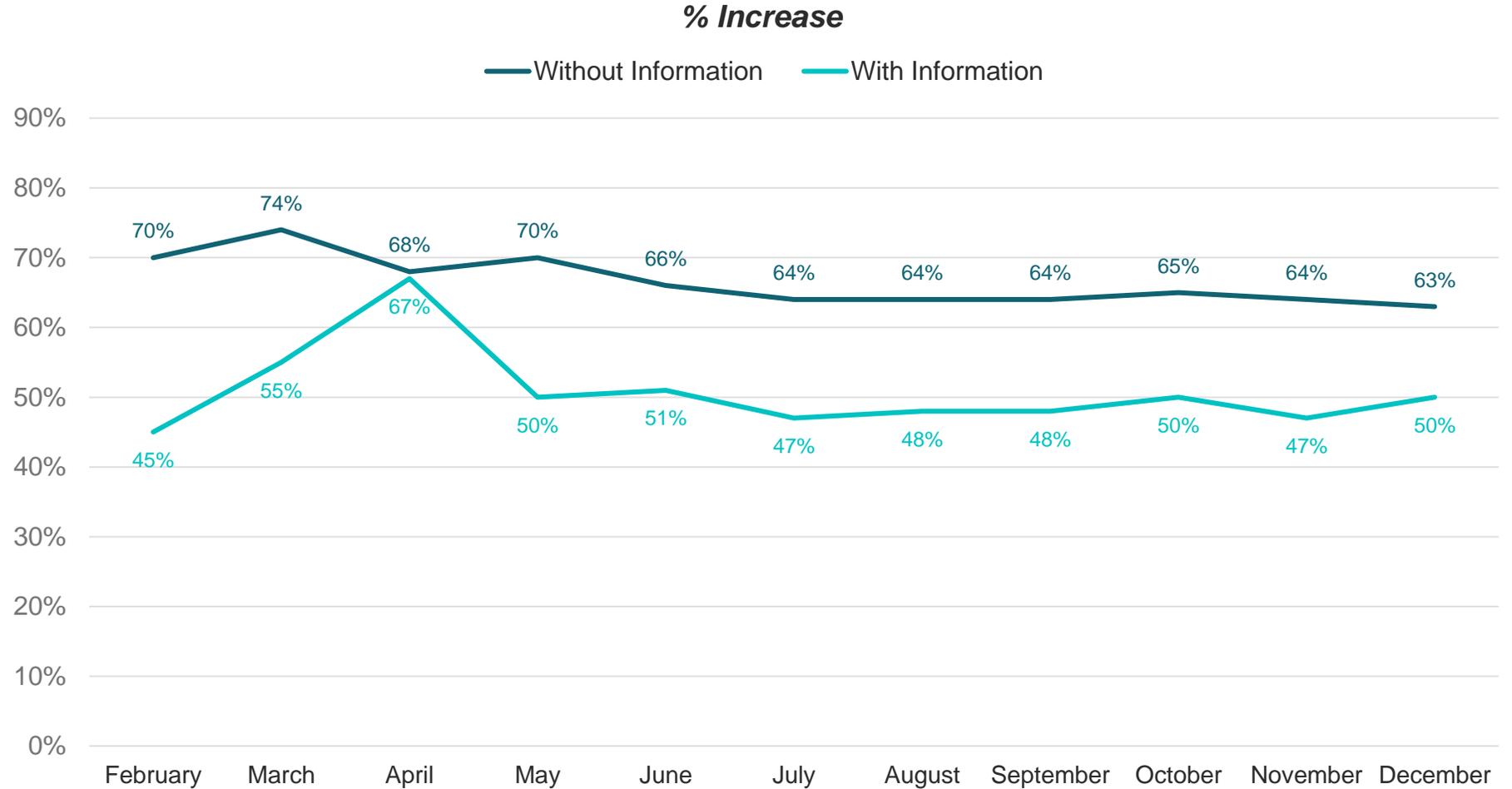
State Teacher Salary Source: National Center for Education Statistics

# Teacher Salaries

## The gap between those that received and did not receive information about teacher salaries remains 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

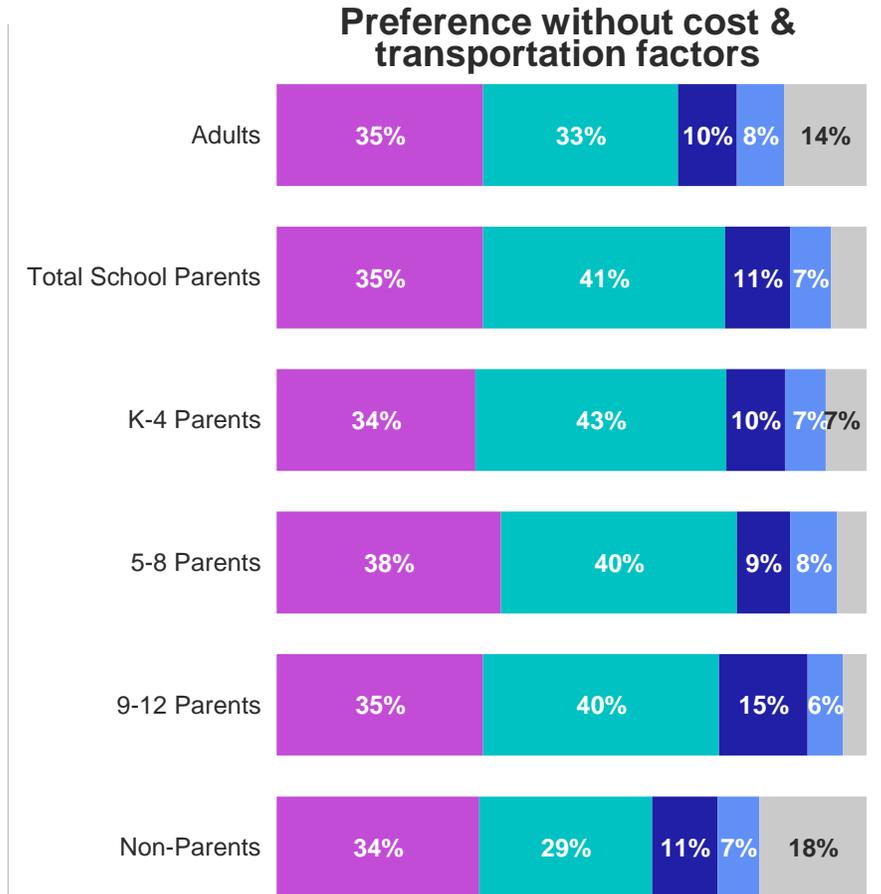
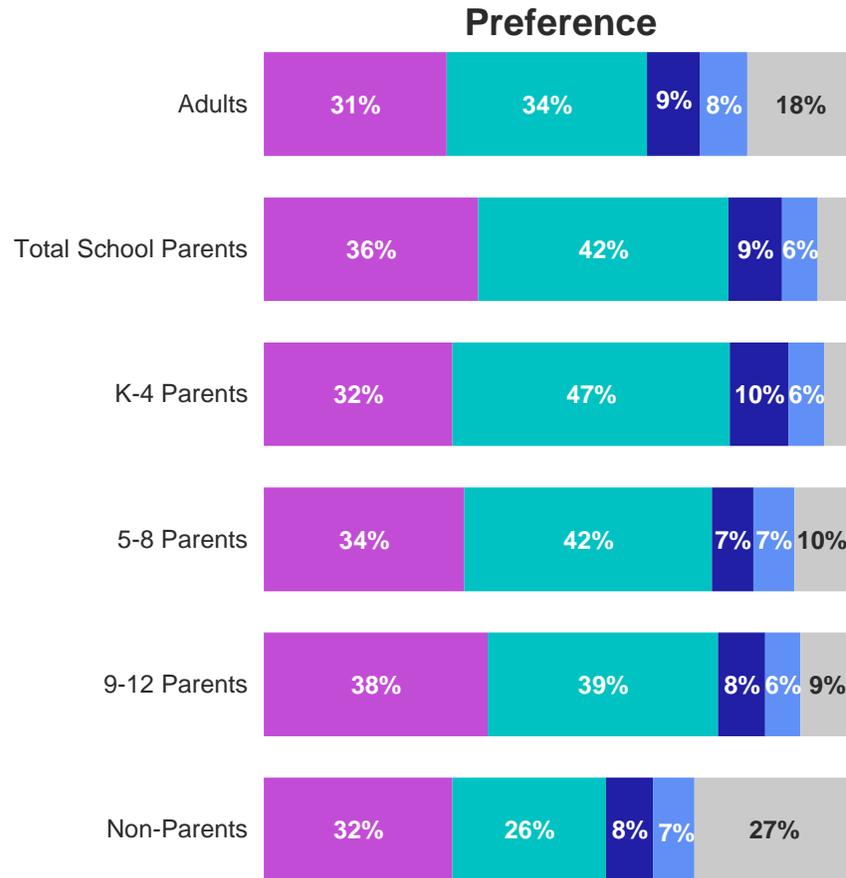


# Preferred Schooling Type

## Without cost and transportation being factors, those with a child in grades 9-12 are more likely to select home school than other parents.

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?

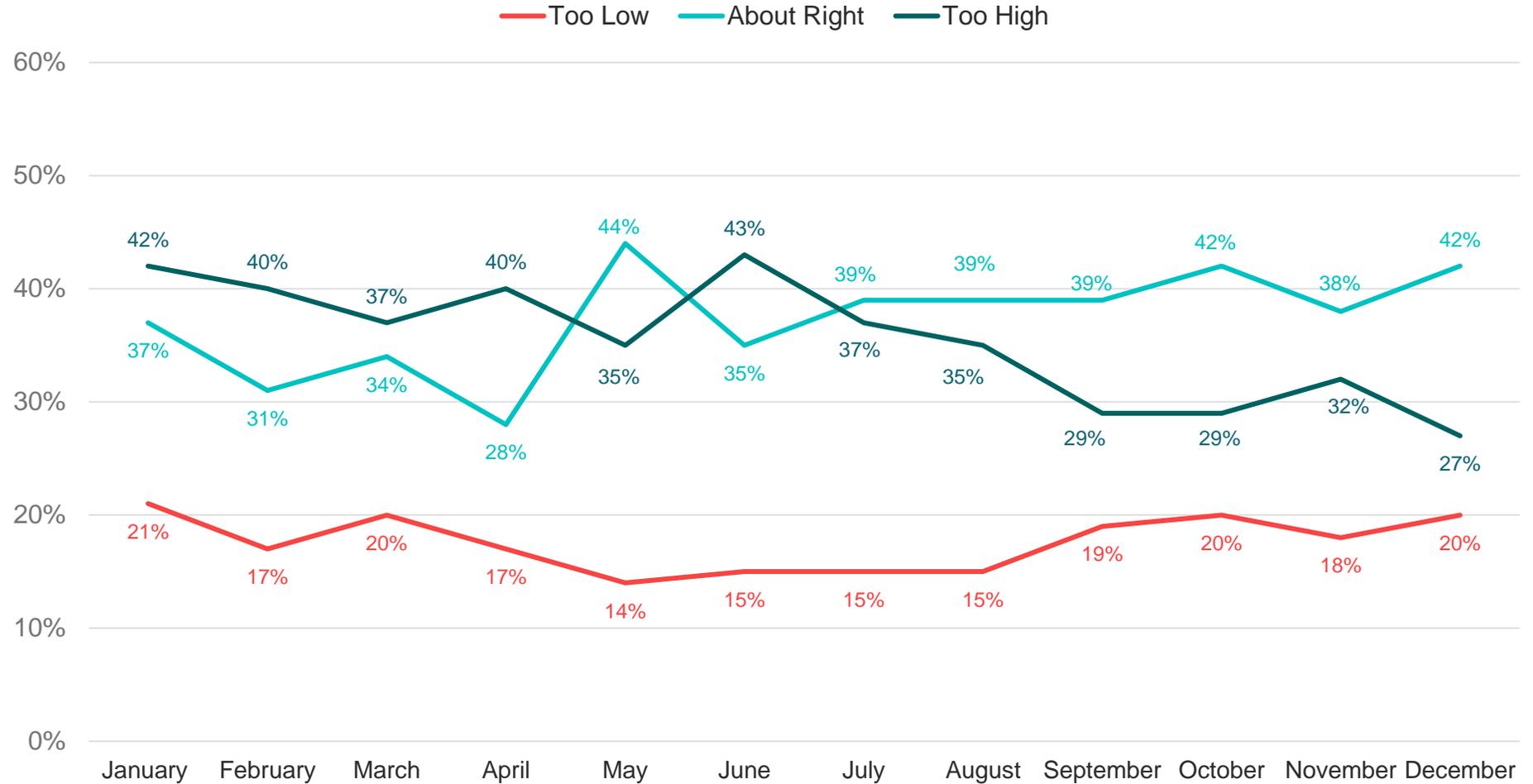


# Standardized Testing

## Since July, a plurality of school parents continue to feel that the amount of time spent on standardized testing is '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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**Awareness and Favorability of  
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**Perceptions of Teachers Unions**



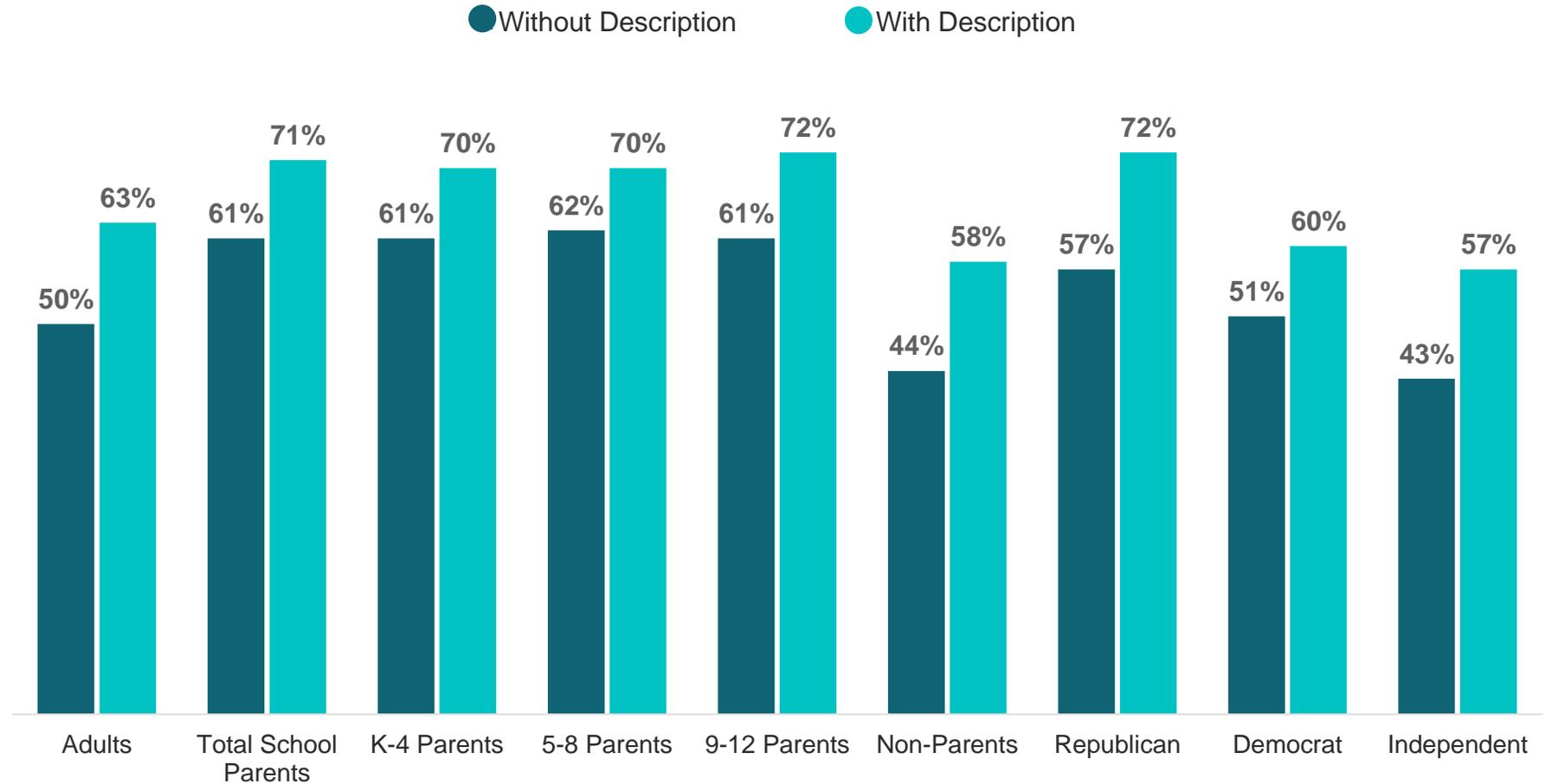
**Survey Profile and Demographics**

# Charter School Favorability

## All demographics continue to see 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)

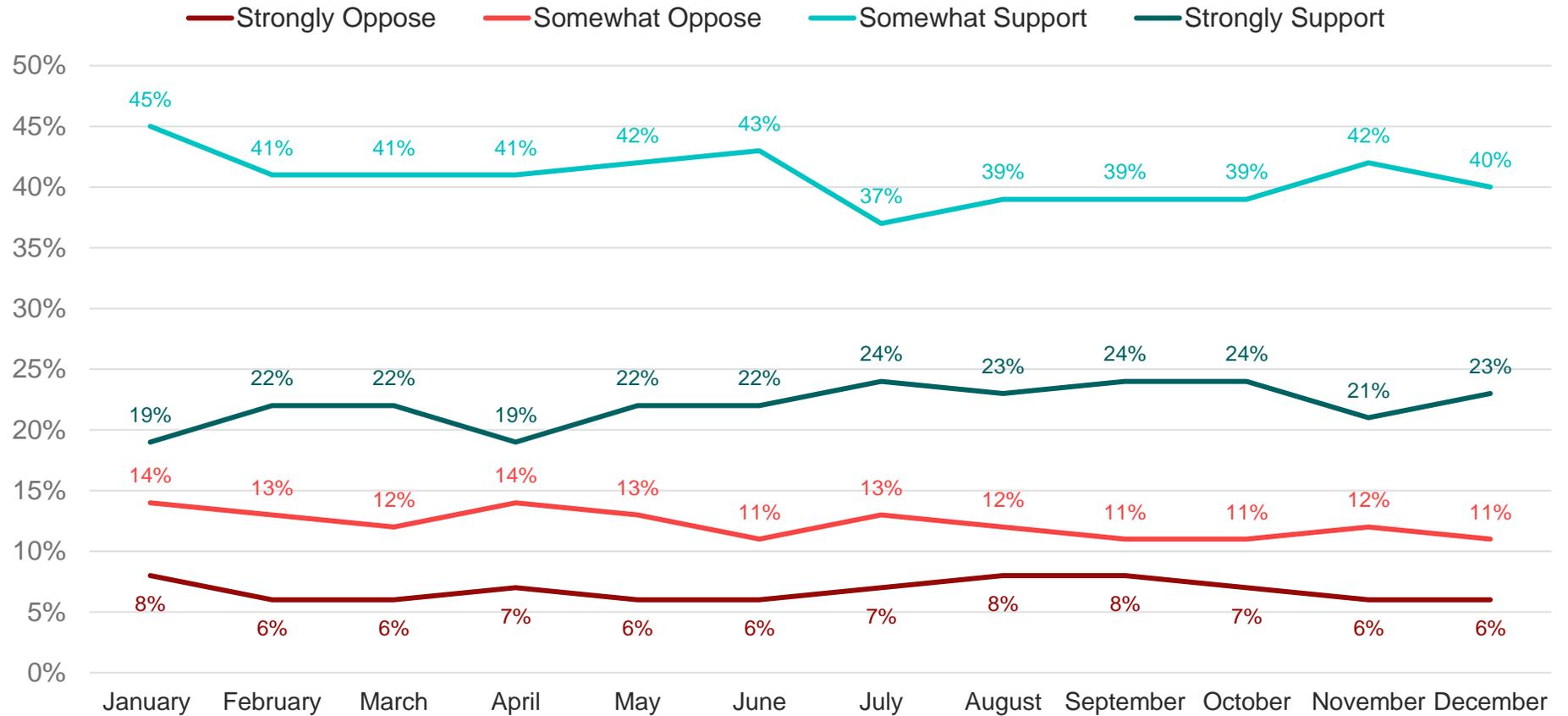


# Charter School Favorability

## 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



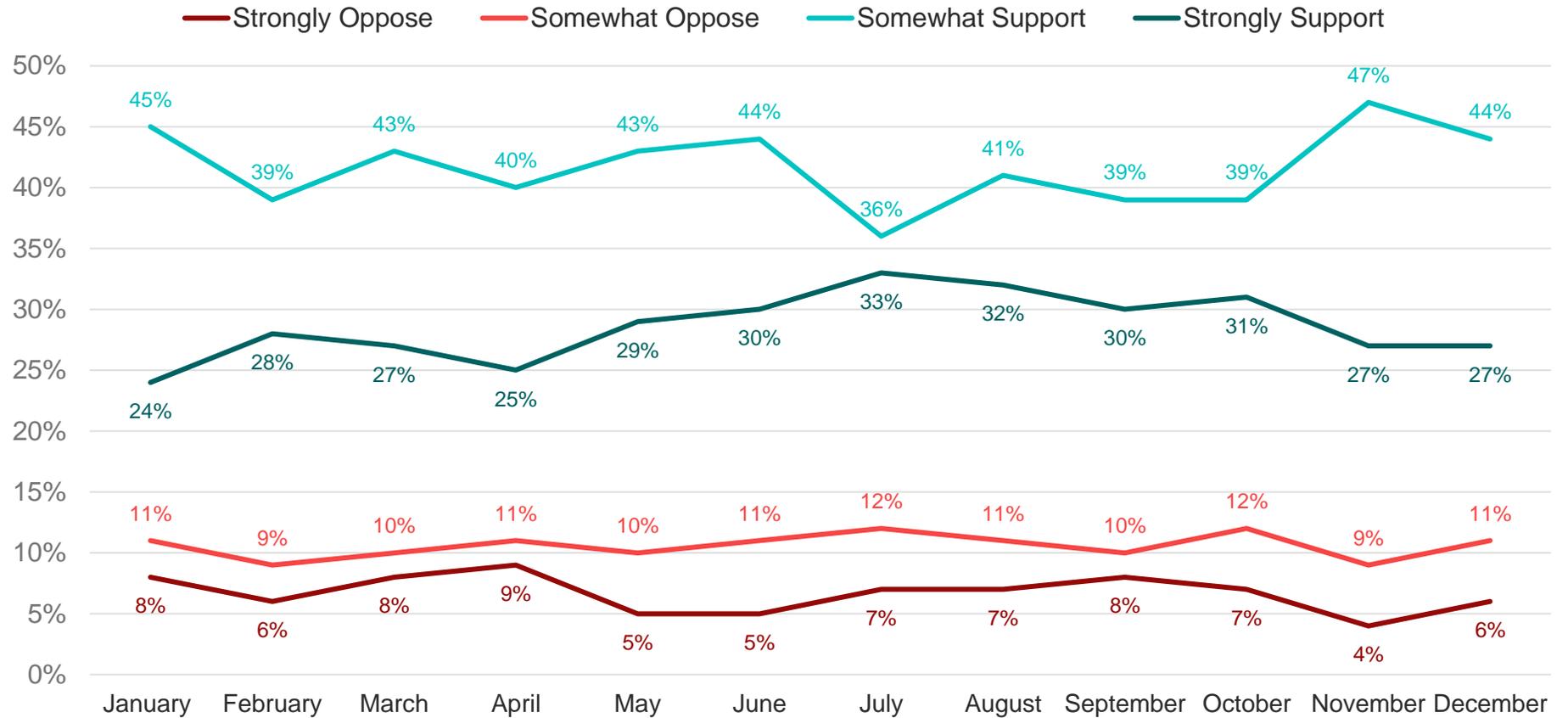
Note: Don't know/no opinion responses are not shown.

# Charter School Favorability

## Strong support for charter schools is up 3 points since January, the lion's share of school parents continue to support charter schools.

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



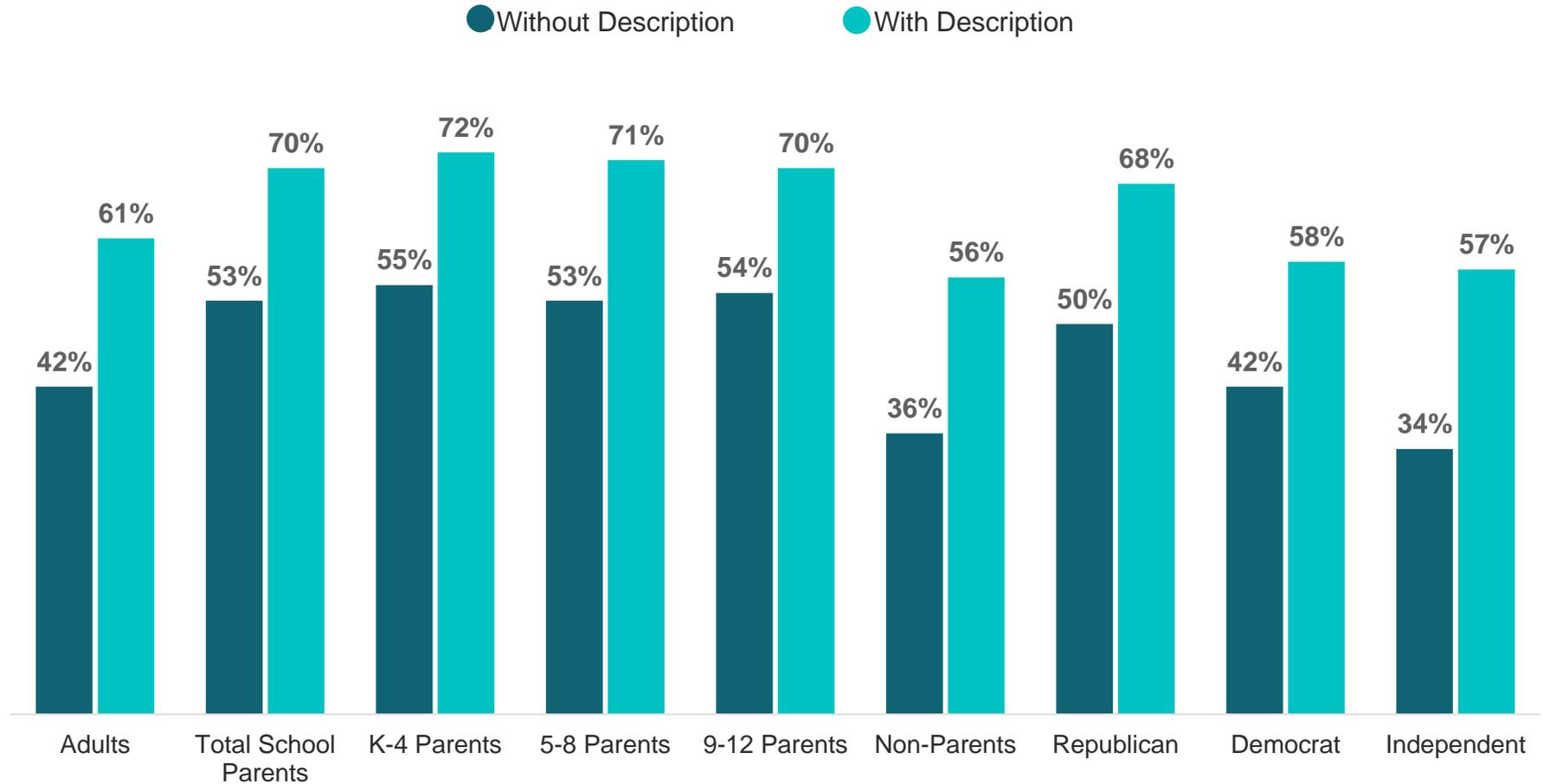
Note: Don't know/no opinion responses are not shown.

# School Voucher Favorability

## Respondents are on average +18 points more supportive of school vouchers when given a description.

*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)

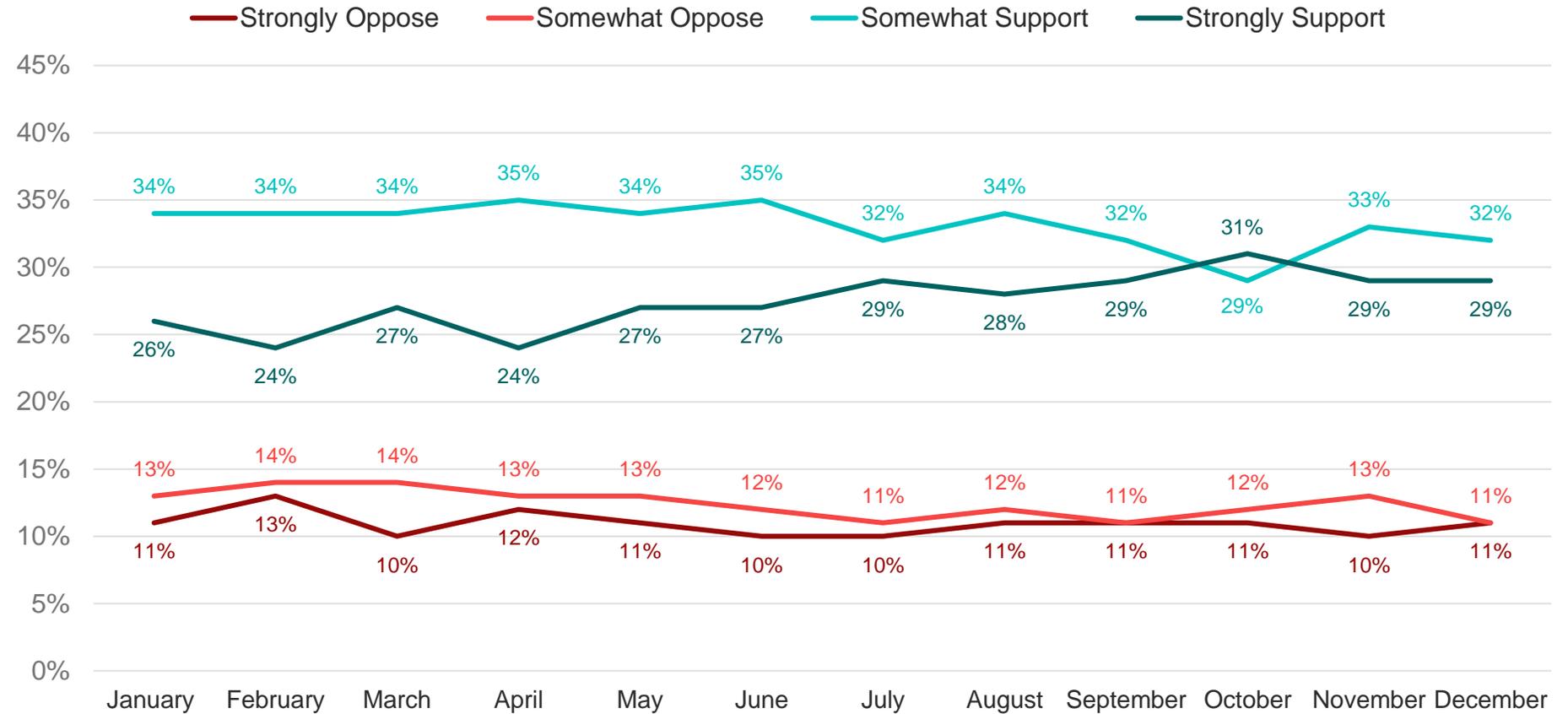


# School Voucher Favorability

## Strong support for school vouchers has increased +3 points over the course of this year.

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



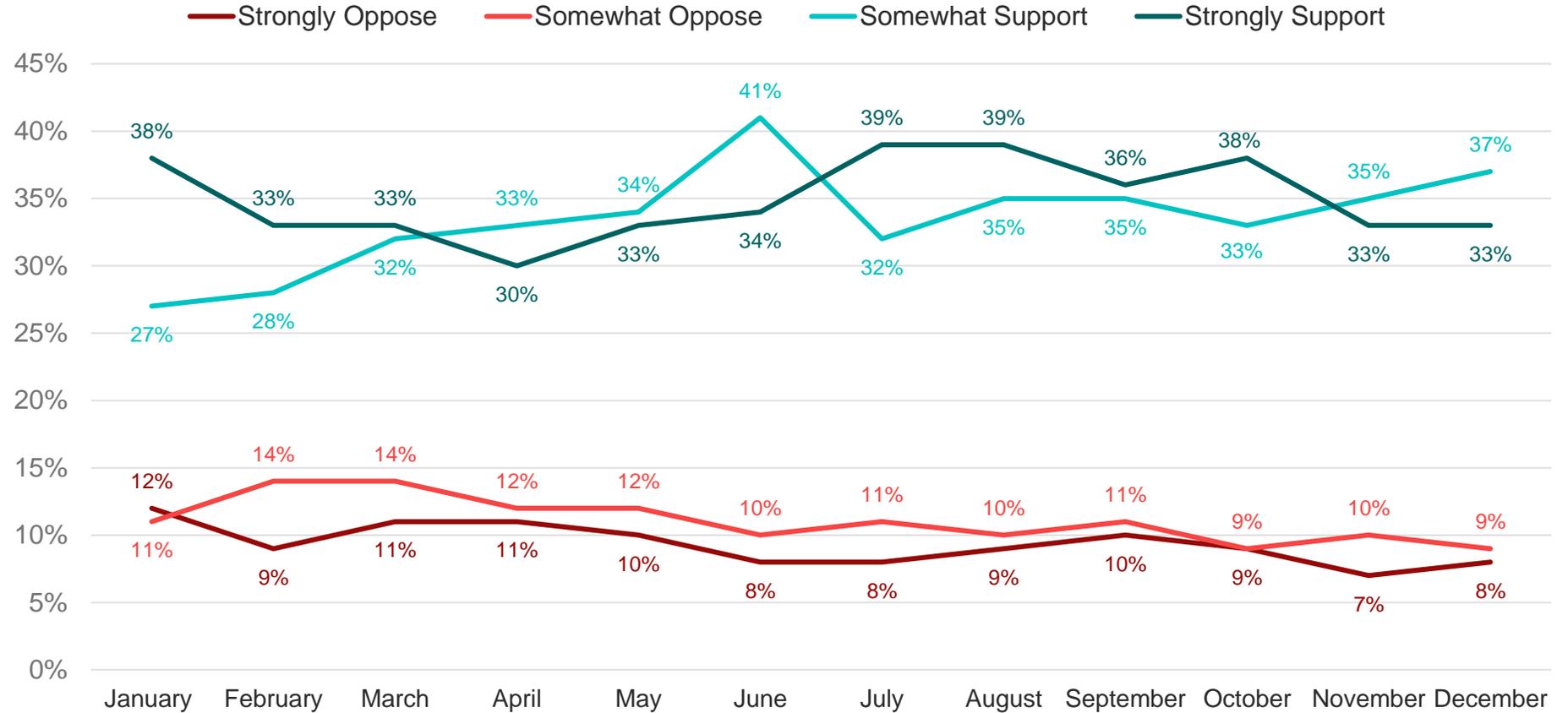
Note: Don't know/no opinion responses are not shown.

# School Voucher Favorability

## Soft support of school vouchers has increased +10 points since January, while strong support has decreased -5 points over the year.

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.

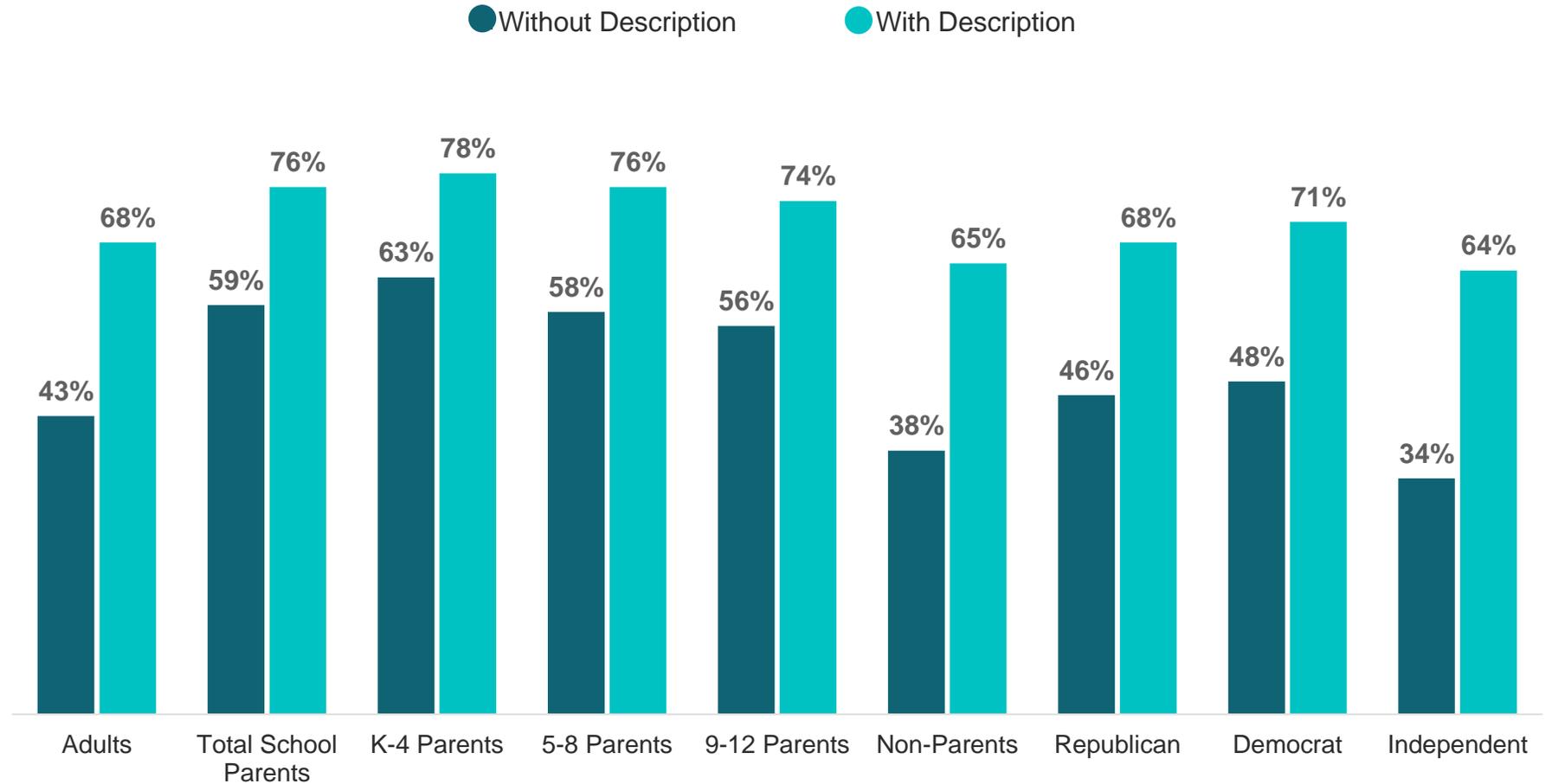
## Education Savings Accounts Favorability

# On average, ESA support grows +22 points once given information, non-parents and Independents experience even more dramatic increases in support.

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)

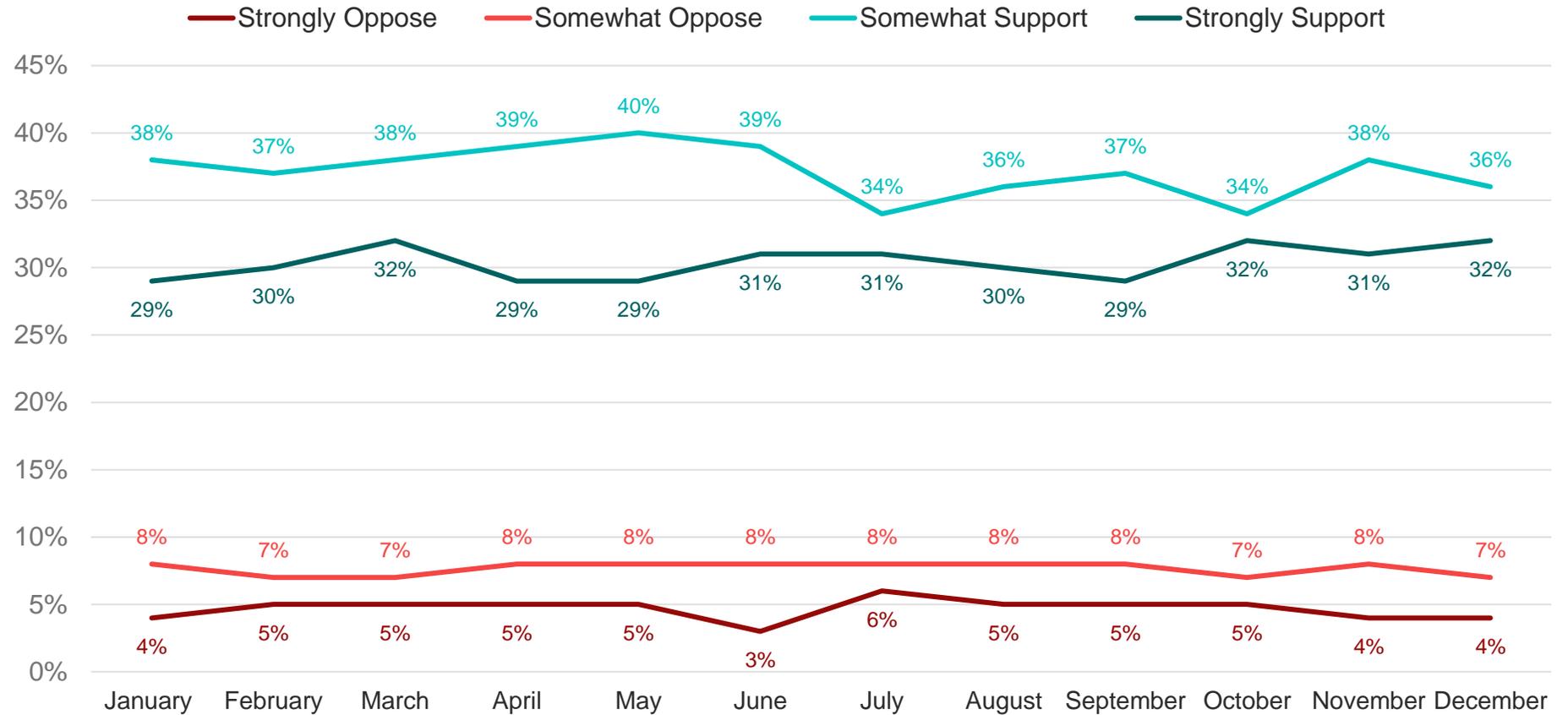


# Education Savings Account Favorability

## In December, support for education savings accounts remains stable.

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



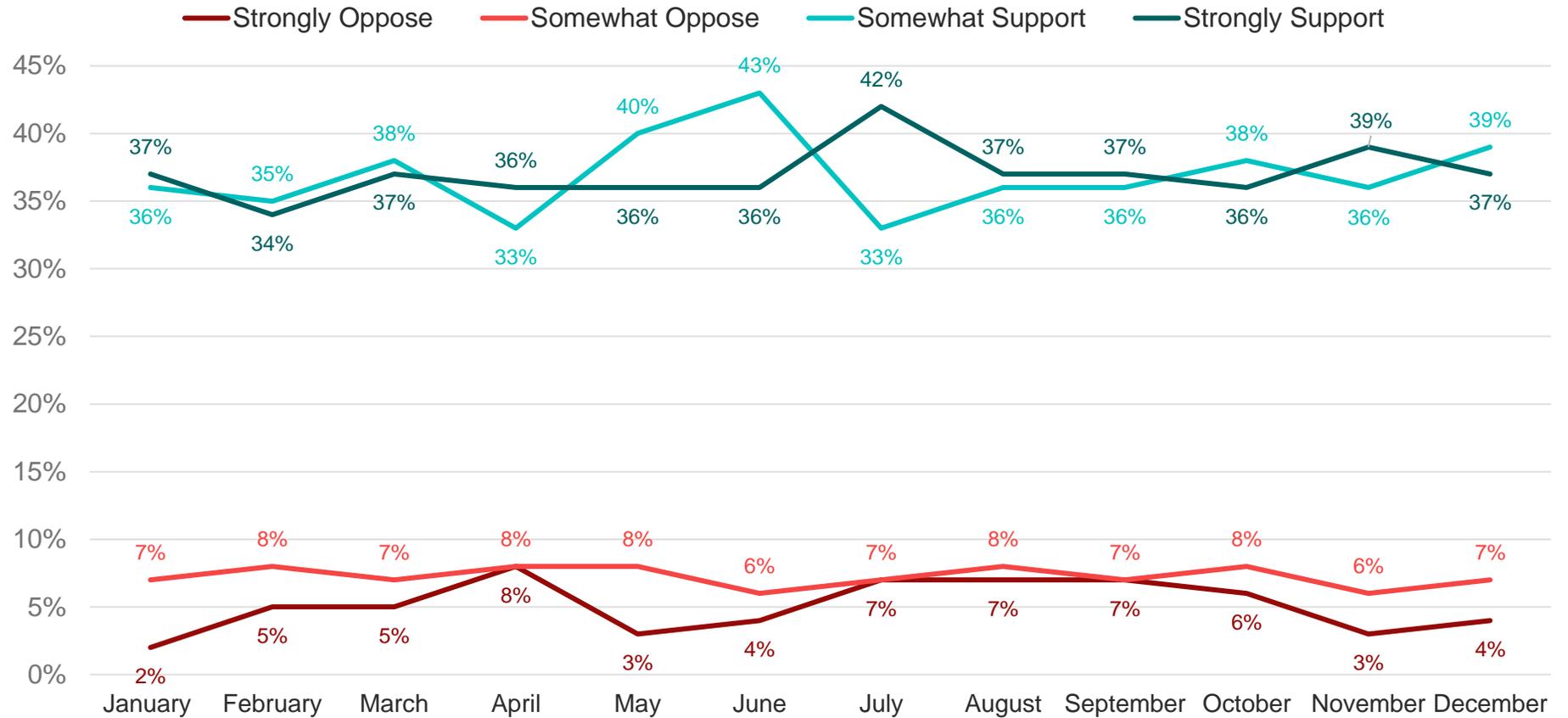
Note: Don't know/no opinion responses are not shown.

# Education Savings Account Favorability

## Among School Parents, both support and opposition for education savings accounts continues to hold steady.

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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**Perceptions of Teachers Unions**

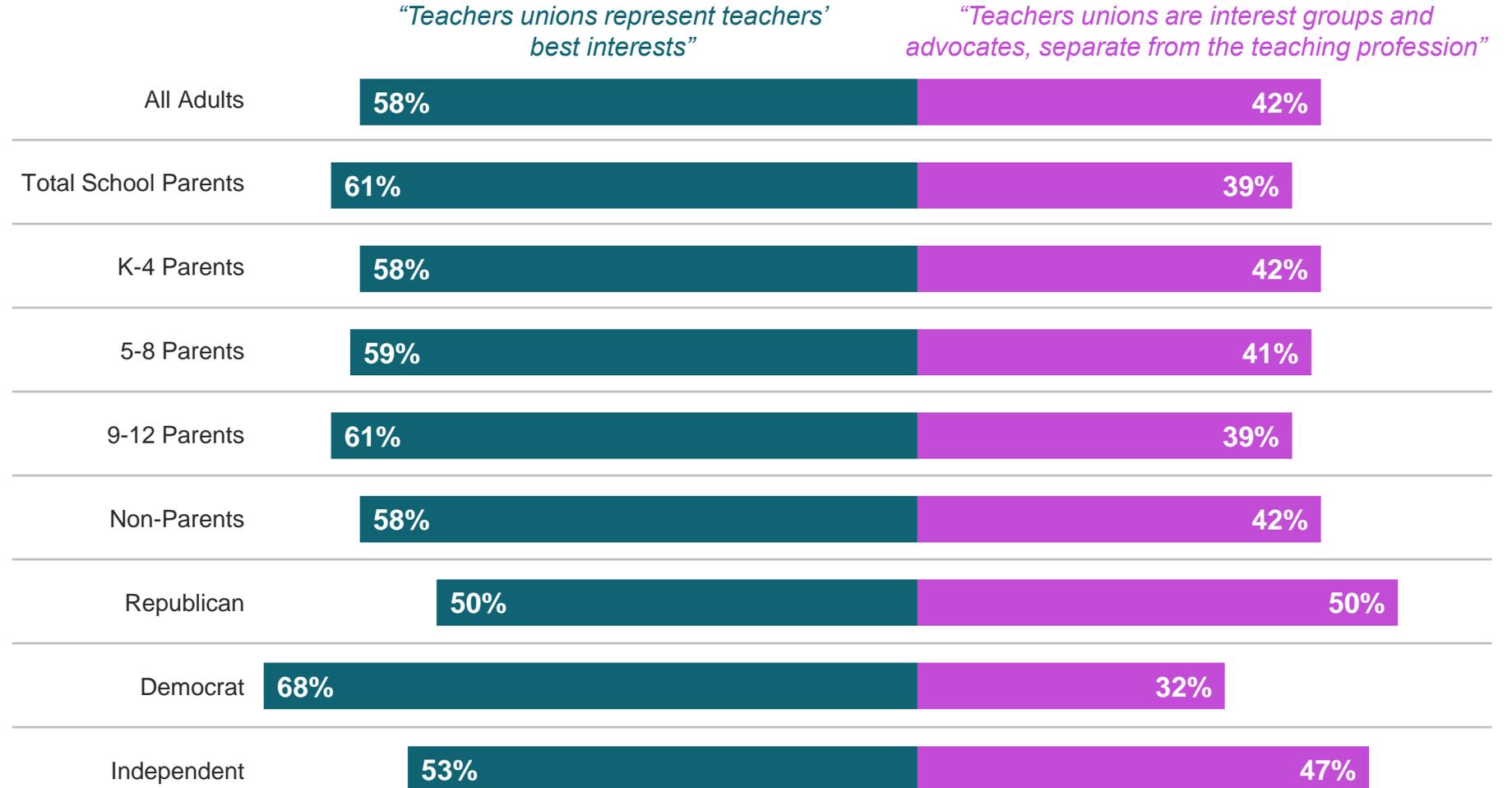


**Survey Profile and Demographics**

# 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?



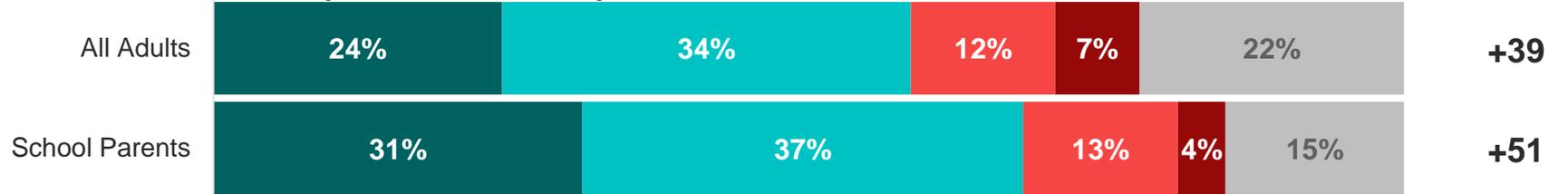
# Americans feel unions are generally more helpful than hurtful, this is especially true among school parents.

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

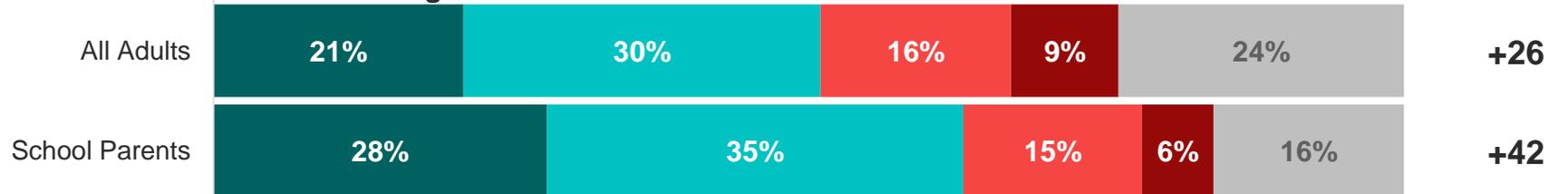
Very helpful   Somewhat helpful   Somewhat harmful   Very harmful   Don't know/No opinion

## Teacher professional development

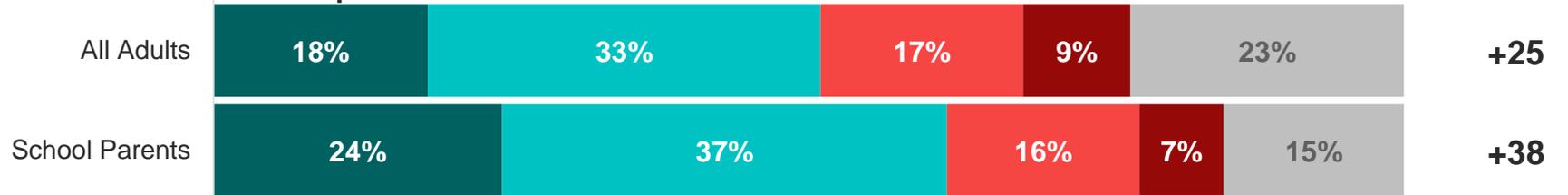
Net Helpful  
(total helpful-total harmful)



## Student learning



## School operations

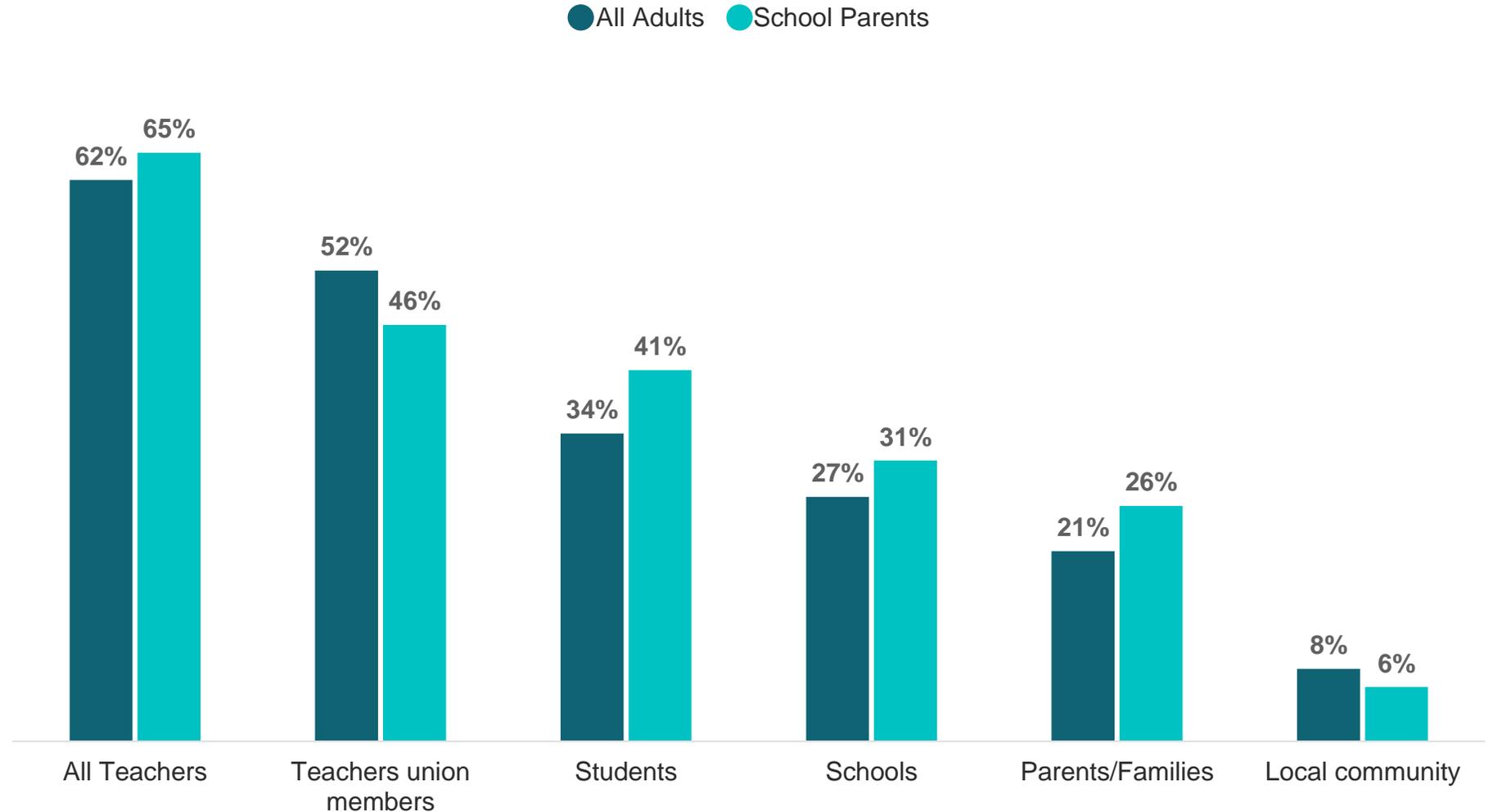


# Teachers Unions Perceived Impact

# 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

<b>Dates</b>	December 11-17, 2020
<b>Survey Data Collection &amp; Quality Control</b>	Morning Consult
<b>Survey Sponsor</b>	EdChoice
<b>Population</b>	General Population (Adults, Age 18+)
<b>Sampling Frame</b>	National sample of adults (age 18+) living in the United States, including the District of Columbia, with an oversample of school parents
<b>Sampling Method</b>	Non-Probability, Stratified (based on Age, Gender)
<b>Mode</b>	Online Survey
<b>Language</b>	English

## Methodology

# Survey Profile, 2

<b>Survey Time</b>	Gen Pop Median = 11.4 minutes, Oversample Median = 13.8 minutes
<b>Sample Size</b>	Total, N = 2,200 Gen Pop Adults
<b>Oversampling</b>	N=771 School Parents
<b>Quotas</b>	Age, Gender
<b>Weighting</b>	Age, Race, Ethnicity, Gender, Education, Census Region
<b>Measure of Precision (adjusted for weighting)</b>	± 2.41 percentage points (Gen Pop), ± 3.67 percentage points (Oversample)
<b>Participation Rate</b>	27.95% (Gen Pop), 19.51% (Oversample)
<b>Methods Page</b>	<a href="https://edchoice.morningconsultintelligence.com/methodology/">https://edchoice.morningconsultintelligence.com/methodology/</a>
<b>Project Contact</b>	Paul DiPerna, paul@edchoice.org

## Demographic Base Sizes

Demographics	Unweighted (N = )
Hispanic	161
White	1794
Non-Hispanic White	1698
Black	231
Other	176
Generation Z	110
Millennial	791
Generation X	337
Boomers	782
Male	964
Female	1237
< College	1420
College +	781
Northeast	407
Midwest	498
South	935
West	361

Demographics	Unweighted (N = )
Total School Parents	1290
K-4 Parents	780
5-8 Parents	533
9-12 Parents	397
Non-Parents	824
Liberal	595
Moderate	714
Conservative	764
Democrat	833
Independent	668
Republican	700
Urban	572
Suburban	939
Small Town	214
Rural	476
Low Income <\$35K	913
Middle Income \$35K to <\$75K	718
High Income \$75K+	570

## Demographic Base Sizes and Weights

Demographics	Unweighted	Weighted	Target (%)
Hispanic	7%	16%	16%
White	82%	78%	78%
Non-Hispanic White	77%	n/a	n/a
Black	11%	12%	12%
Other	8%	9%	9%
Age: 18-34	24%	30%	30%
Age: 35-44	18%	16%	16%
Age: 45-64	36%	34%	34%
Age: 65+	23%	20%	20%
Male	44%	48%	48%
Female	56%	52%	52%
< College	65%	69%	69%
College +	36%	31%	31%
Northeast	19%	18%	18%
Midwest	23%	21%	21%
South	43%	37%	37%
West	16%	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 2017 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 2017 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.

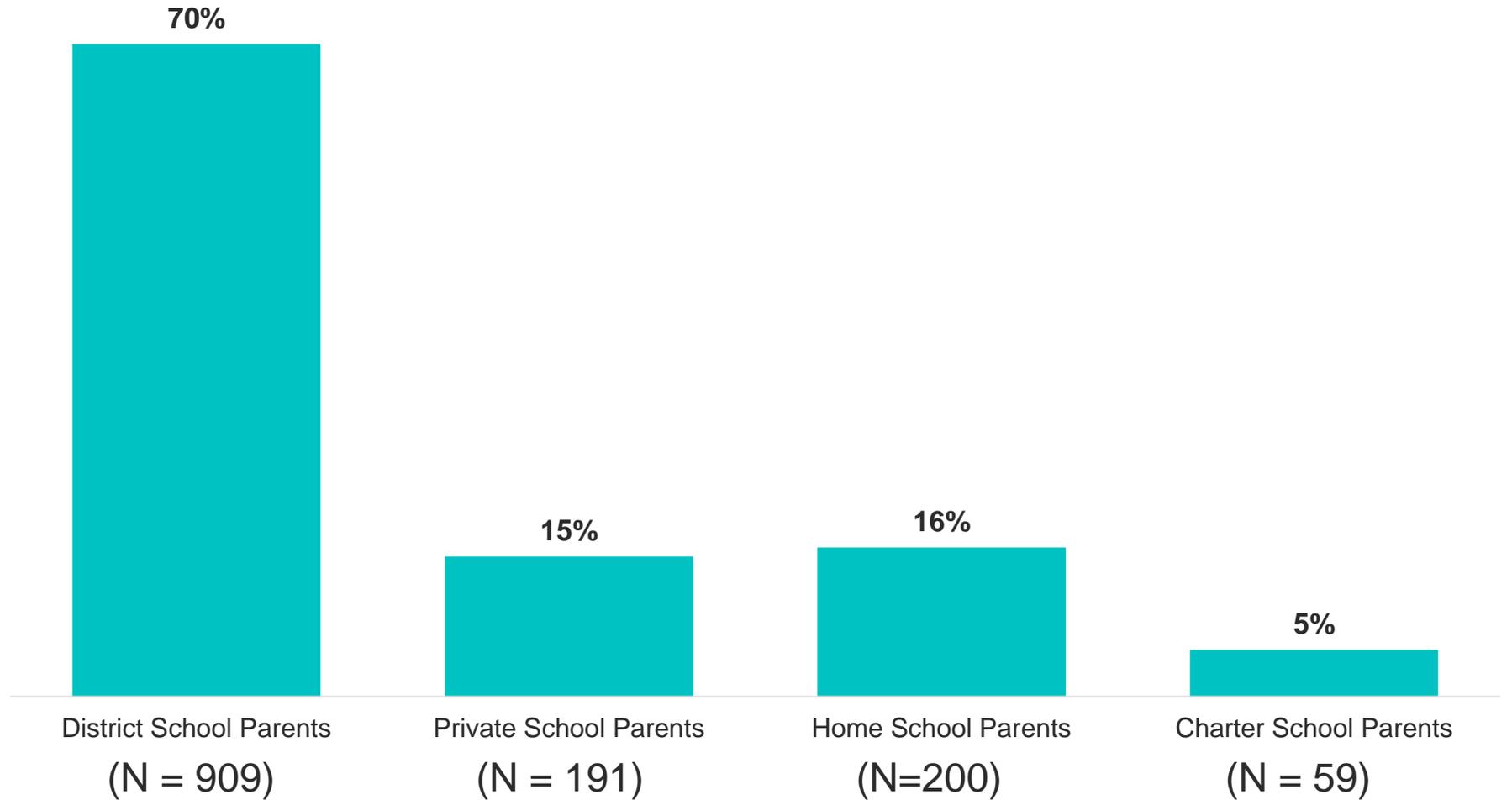
## School Parent Definitions

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

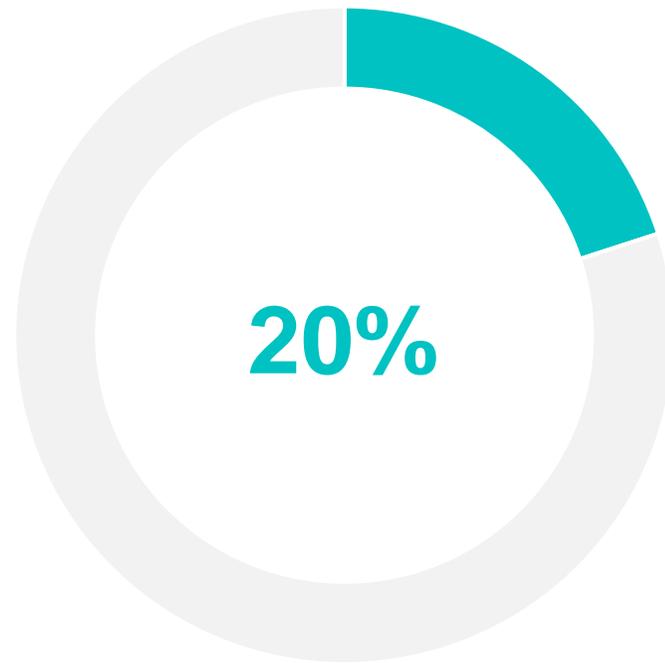
Based on enrollment for the 2020-2021 school year



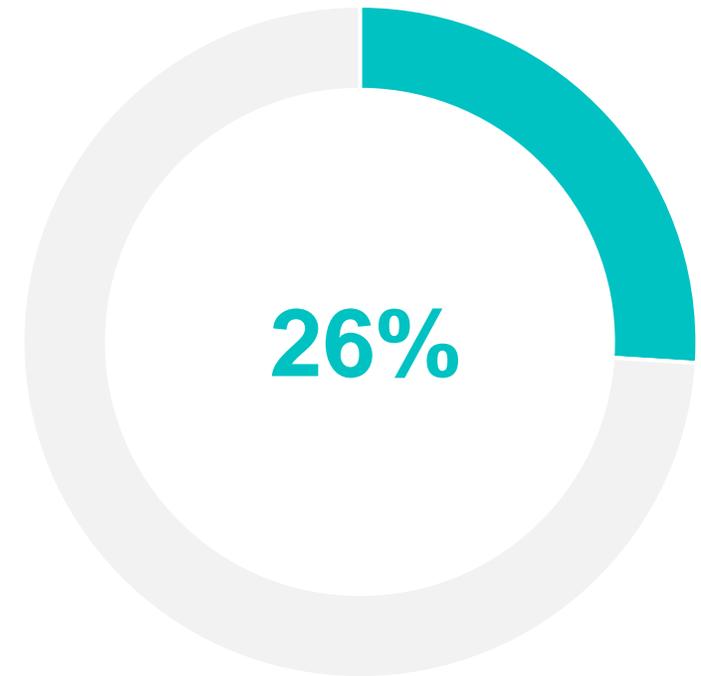
*Note: Parent groups are not necessarily exclusive, there are cases where a parent could have children enrolled in different school types.*

## IEP Enrollment

*% of children enrolled in an IEP*



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



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