



 MORNING CONSULT

EdChoice

GEN POP NATIONAL
POLLING PRESENTATION

May 2020

Key Points

- 1** **Though, COVID-19 is disrupting communities, schools, and routines, many Americans think their local schools have responded well to the crisis.** Parents, feel prepared to facilitate e-learning and many would actually prefer to continue e-learning options for their children next year over them physically going into school.
- 2** **Americans' opinions on the direction of education are higher for local and state school districts, than nationwide.** Also, Americans think that grades K-8 should prioritize core academics and grades 9-12 should focus on skills for future employment. Teachers and principals are trusted most to make good decisions, while state and federal agencies have higher levels of mistrust.
- 3** **Americans are unaware on annual school spending and teacher salary information, many believe both are much less than they actually are.** With information on teacher salary, this month the amount of Americans that believe teachers' salaries should increase once given information on what they are actually paid has decreased since April.
- 4** **Respondents are much more likely to support school choice policies once given information.** Black Americans are twice as likely to prefer charter schools when cost and transportation are non-factors.

Methodology (also see slides 42 - 44)

This poll was conducted from May 14 - 15, 2020, among a national sample of 2,200 adults. The interviews were conducted online and the data were weighted to approximate a target sample of adults based on age, race/ethnicity, gender, educational attainment, and region.

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**Awareness and Favorability of
School Choice Policies**



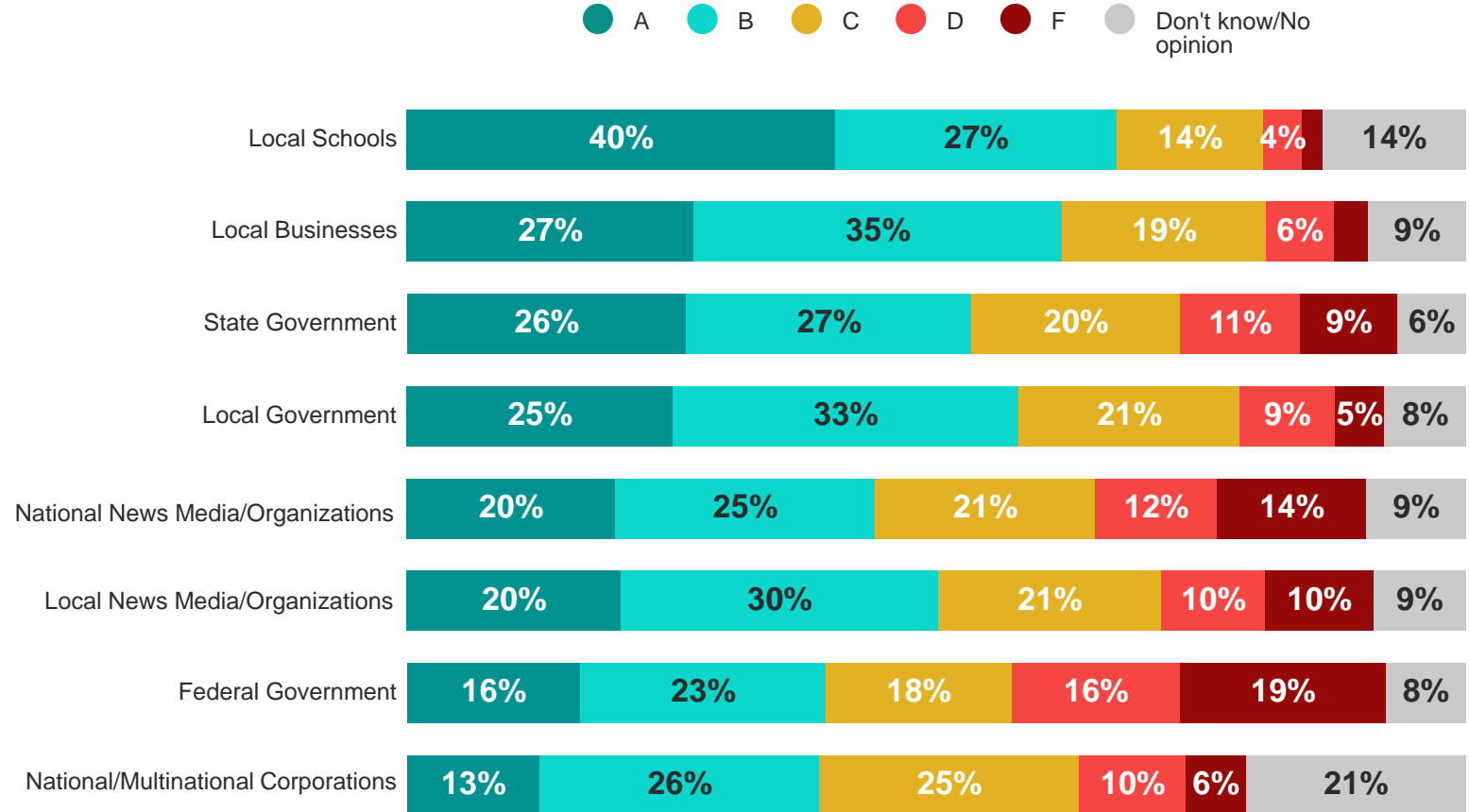
**Survey Profile, Demographics,
and Appendix**

Coronavirus Response Grade

Local schools are seen as having the best response to coronavirus, over other local and national institutions.

All things considered and based on what you have seen and heard so far, we are interested to know how you feel the following institutions are responding to the Coronavirus/COVID-19 Pandemic right now. Generally speaking, how would you grade the response so far by each institution?

All Adults

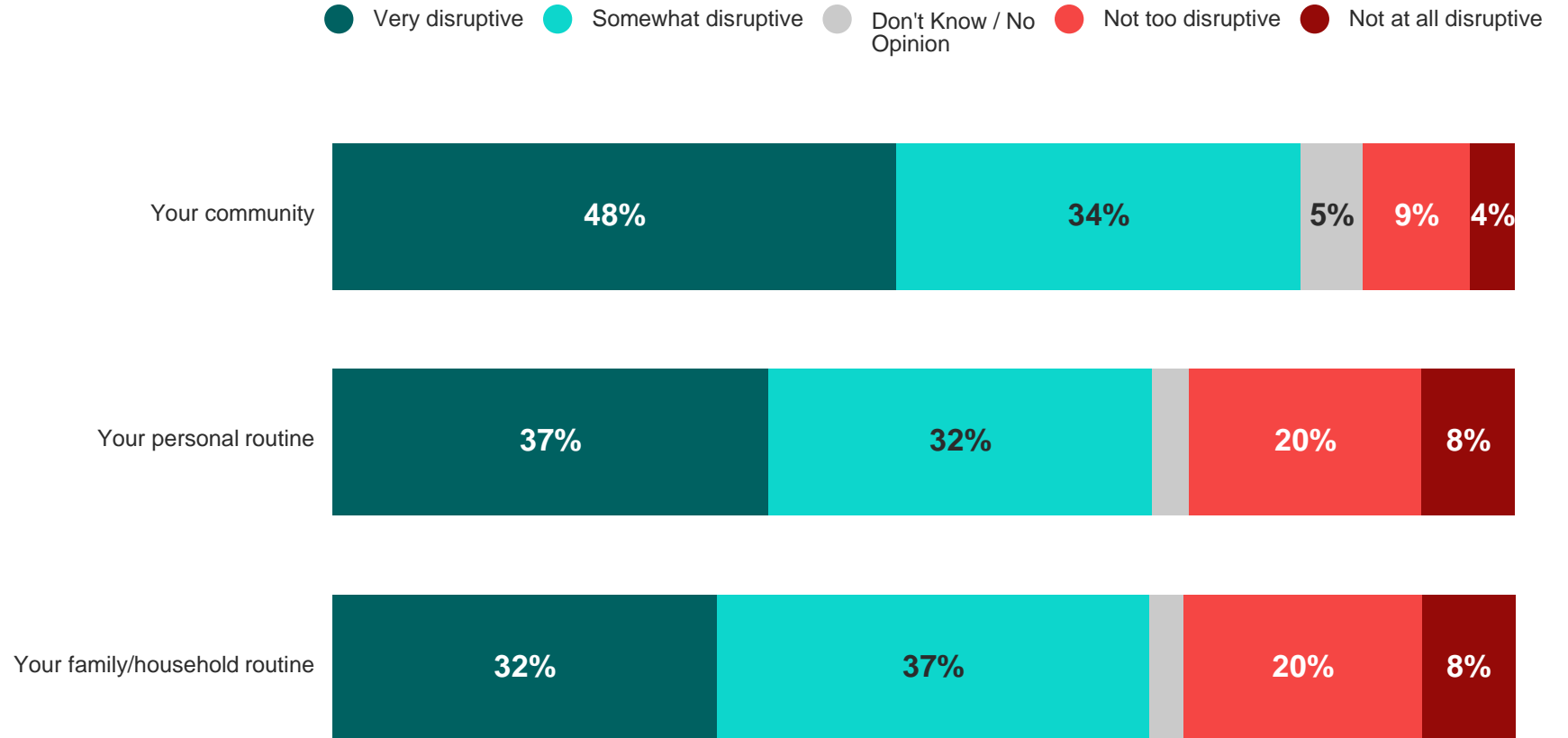


COVID-19 Disruption

In May, the coronavirus continues to disrupt American lives, especially their communities.

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

All Adults

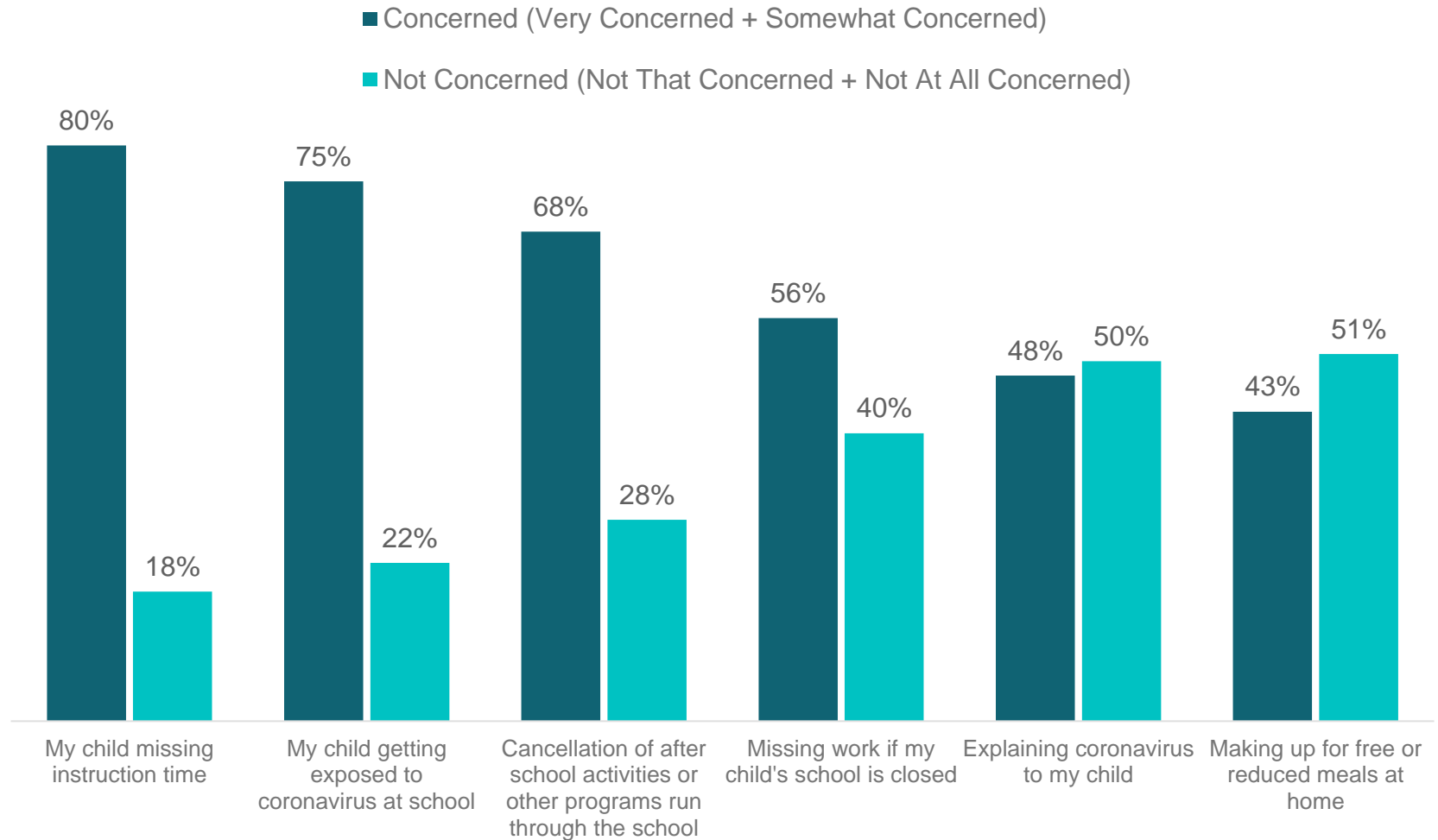


COVID-19 Concerns

Parents continue to be most concerned with children missing instruction time and potential exposure to the virus.

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

School Parents



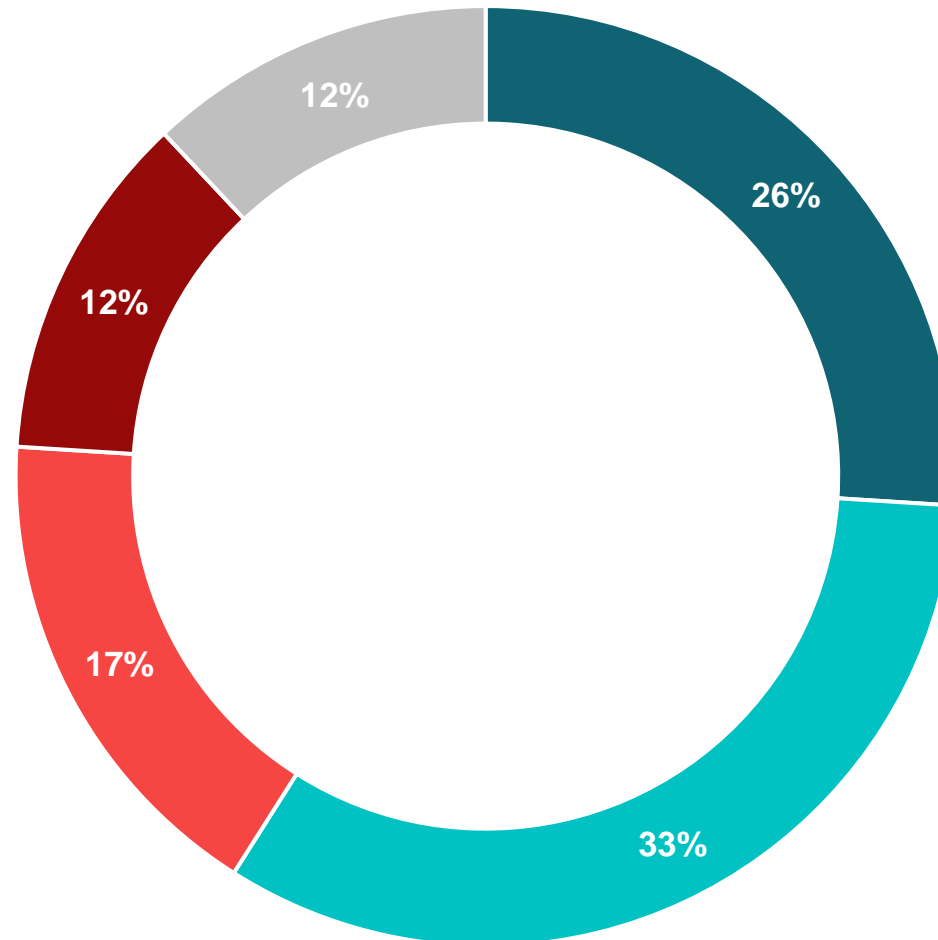
COVID-19 Impact on Homeschooling

The majority of school parents are more favorable of homeschooling as a result of the coronavirus.

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

School Parents

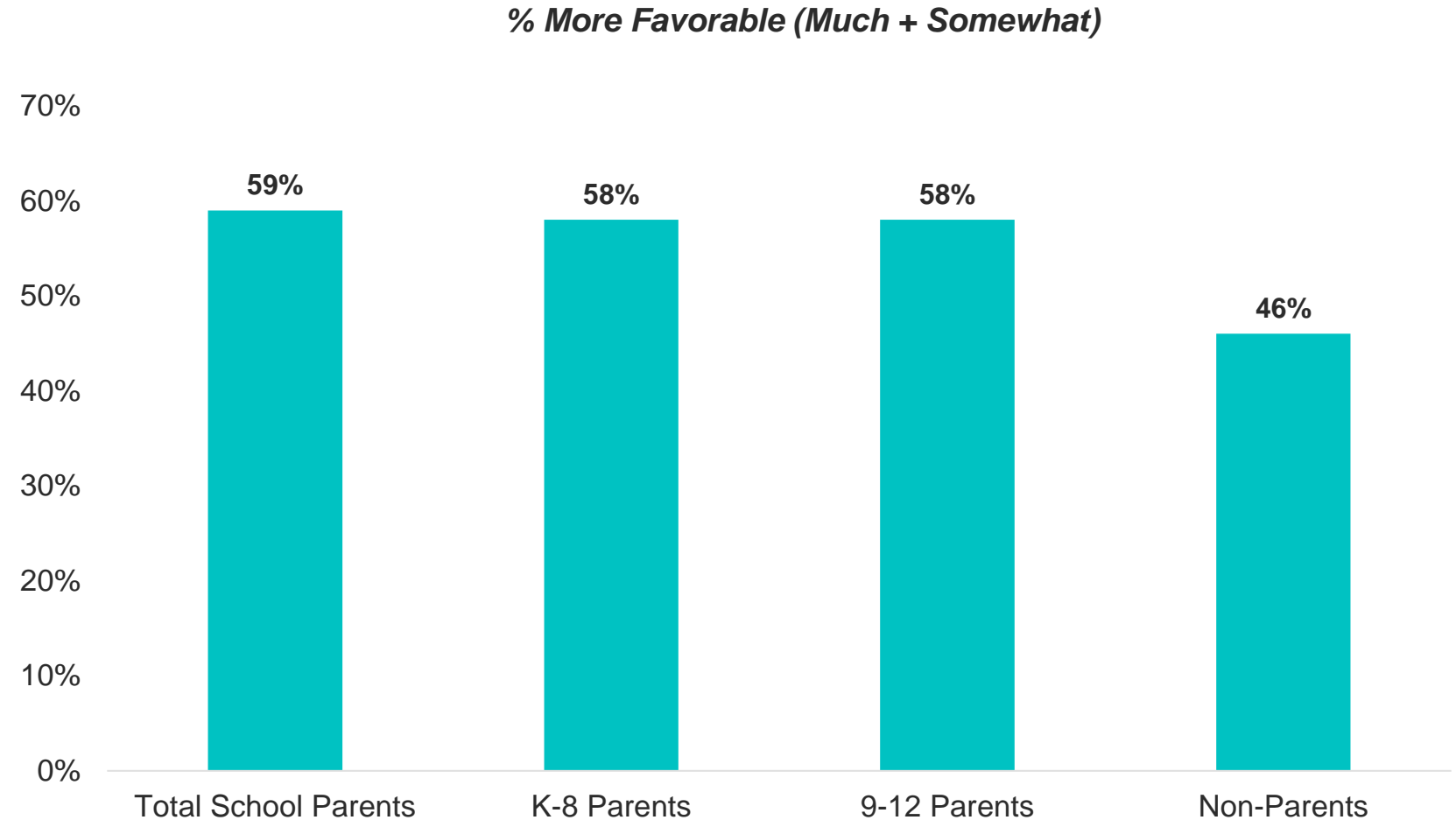
● Much more favorable ● Somewhat more favorable ● Somewhat less favorable ● Much less favorable ● Don't know/No opinion



COVID-19 Impact on Homeschooling

School parents, regardless of what grade their child is in, are more favorable of homeschooling as a result of the coronavirus.

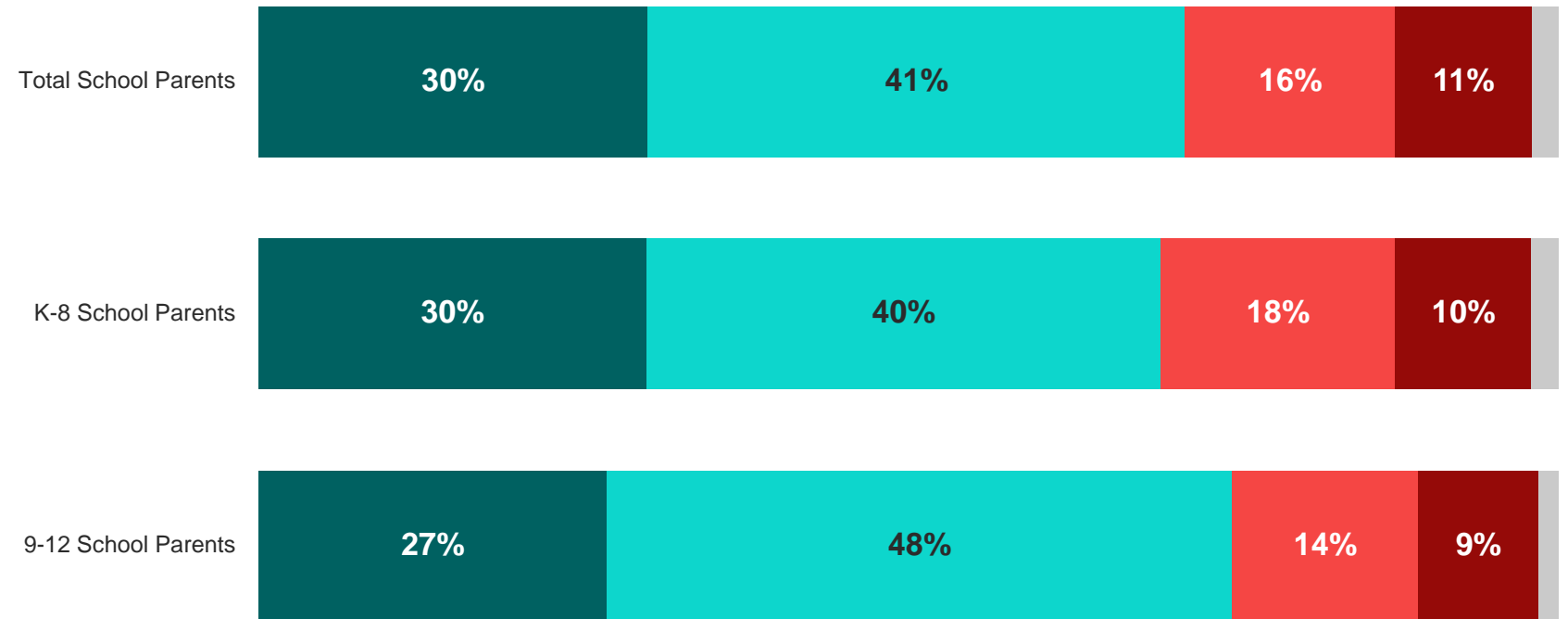
How have your opinions on homeschooling changed as a result of the coronavirus?



Most parents feel at least somewhat prepared to move to e-learning...

How prepared do you feel about a decision to close your school and provide online instruction (also known as e-learning or e-days)?

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



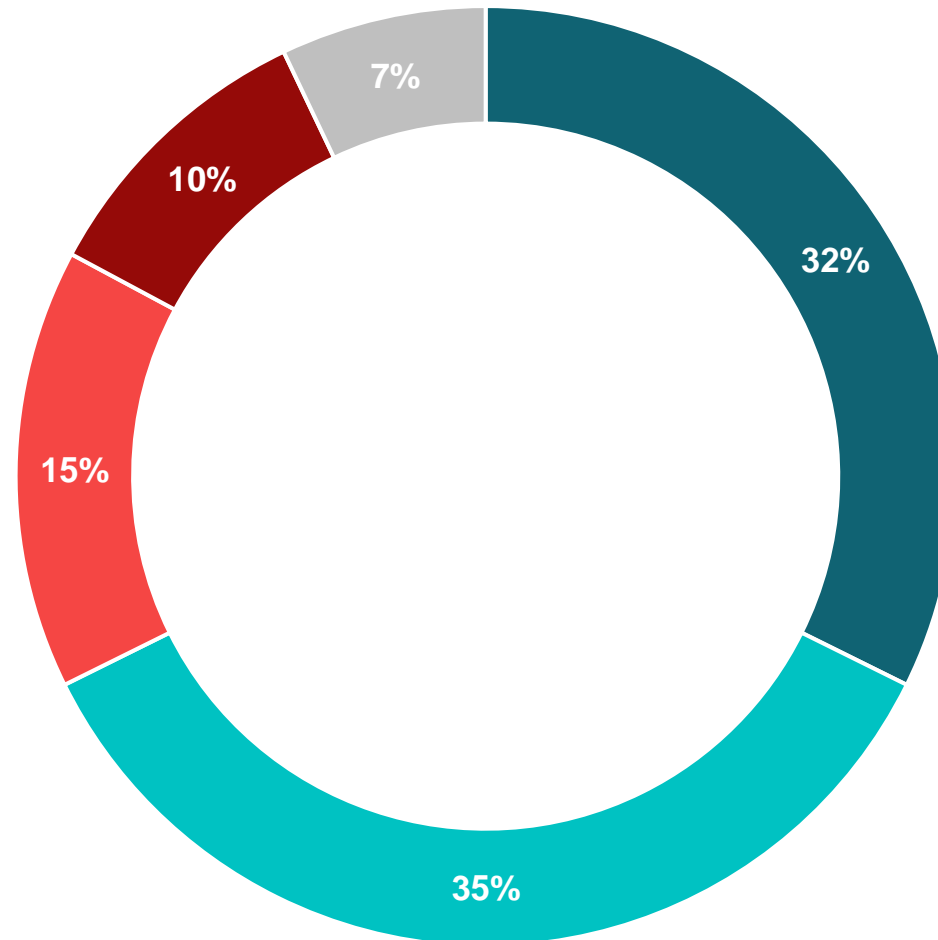
e-Learning Preparedness

...And a majority are likely to enroll their children in an e-learning option over physically going back to school next year.

Next school year, if your school or school district allowed for the option of e-learning instead of physically going back to school, how likely would you be to enroll your child in e-learning/distance learning provided by the school or district?

School Parents

● Very likely ● Somewhat likely ● Not that likely ● Not at all likely ● Don't know/No opinion



Likelihood of e-Learning Enrollment

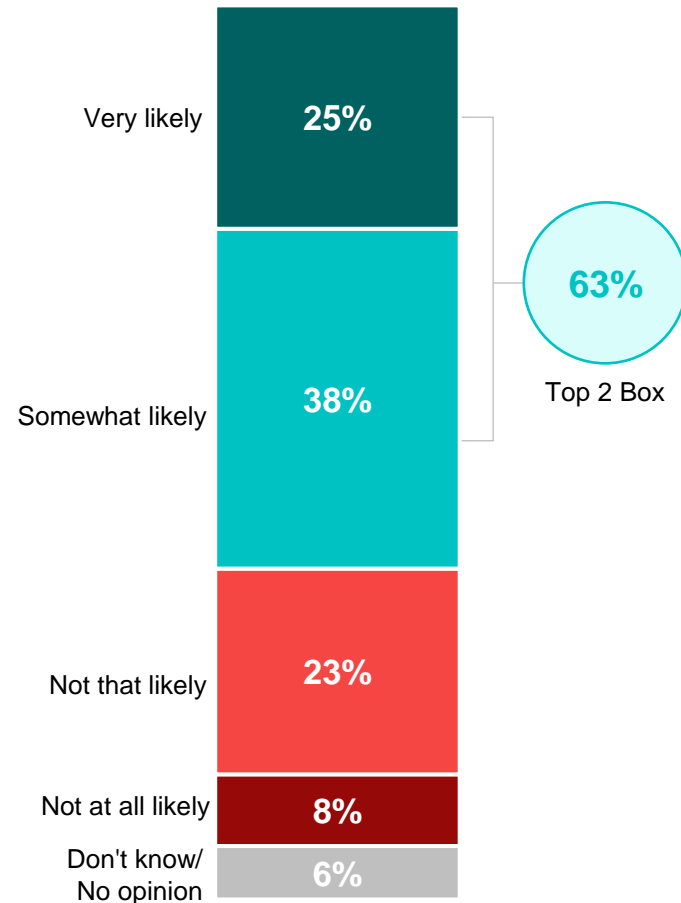
Returning to School in August/September

Most parents expect students will return to school in August/September, however, they are split on their comfort level with their children returning to school at that time.

School Parents

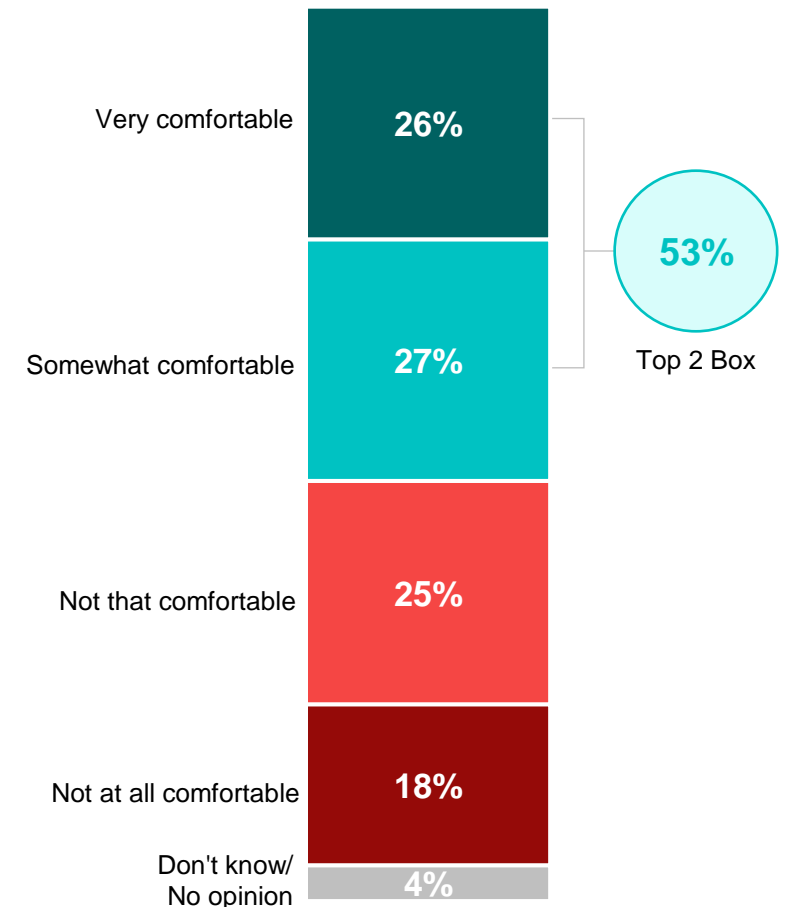
Expect Students Will Return to School

Based on what you know right now, do you expect that your child/children will be able to return to school in August/September as they have in previous years?



Comfortable with Child/Children Returning to School

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



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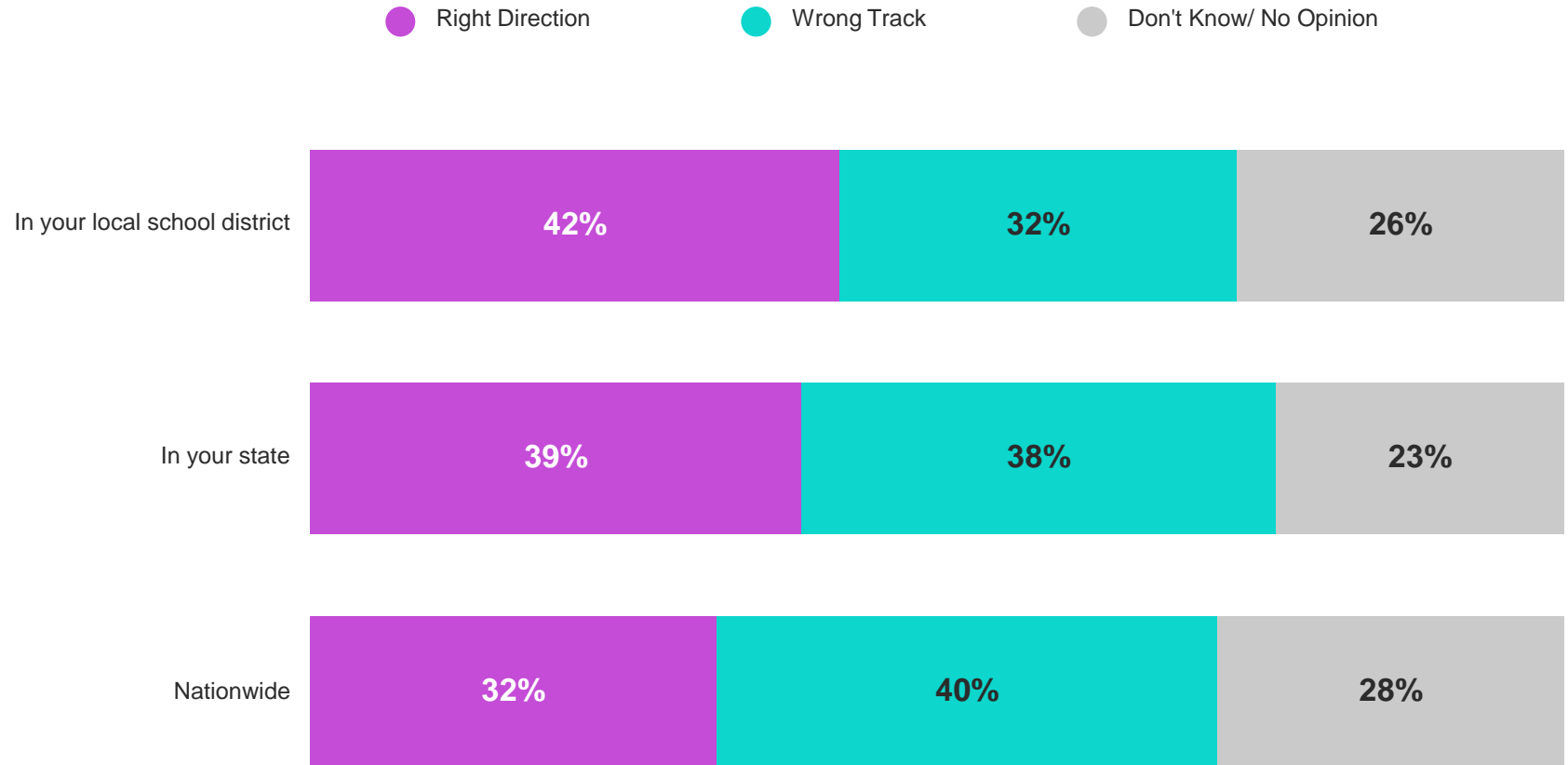
**Survey Profile, Demographics,
and Appendix**

Direction of Education

A plurality of Americans continue to feel their local school districts are moving in the right direction and remain split on the direction nationwide.

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

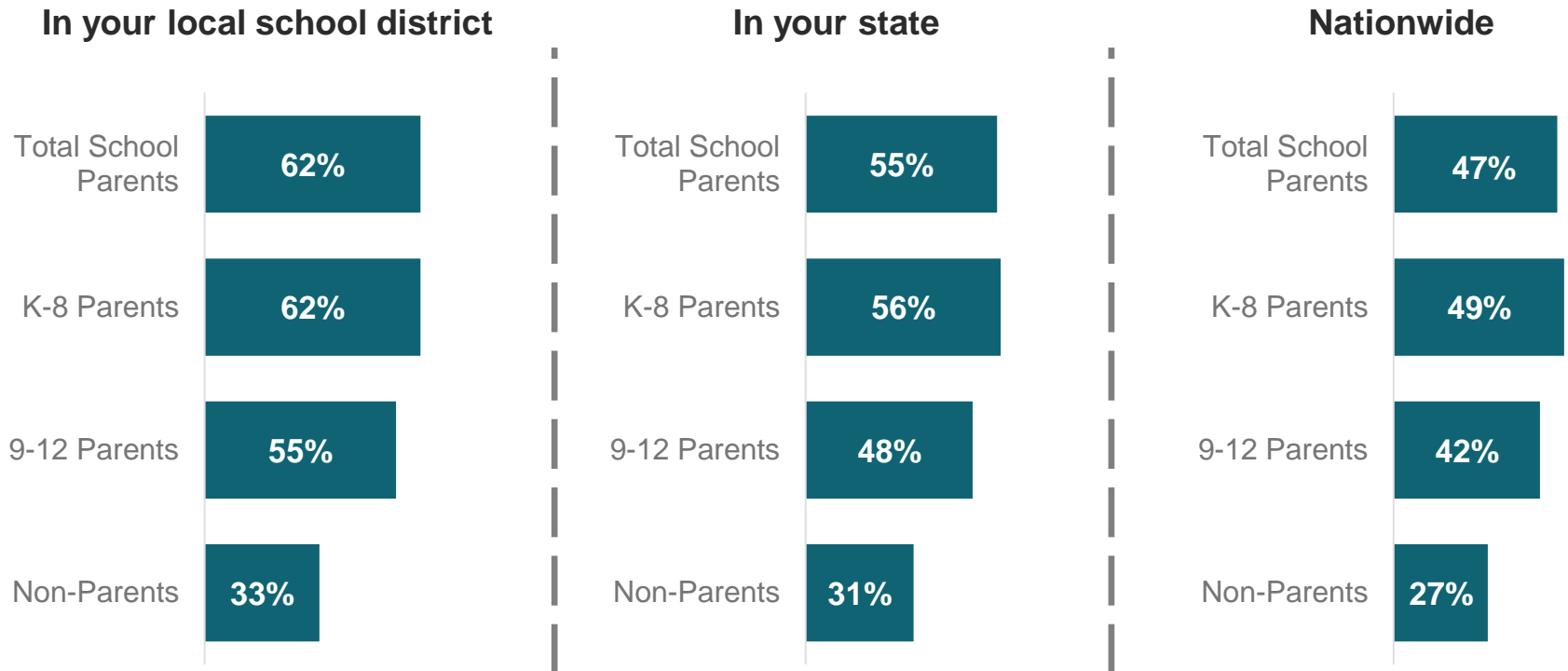


Direction of Education

School parents continue to be more likely than non-parents to feel that education is going in the right direction.

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

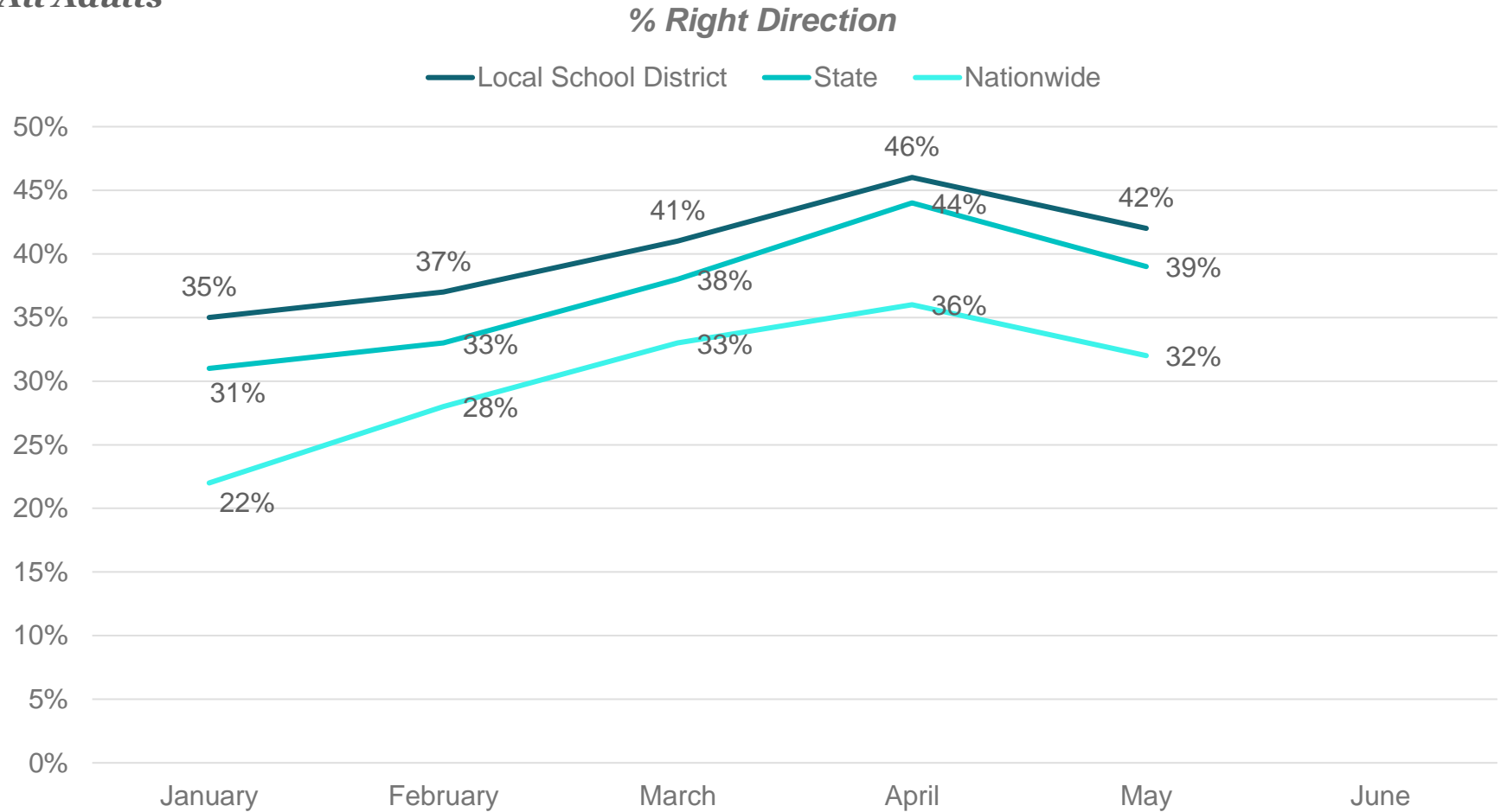


Direction of Education

Overall positive sentiment about the direction of K-12 education has decreased slightly in May.

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



Purpose of Education








Americans continue to believe that elementary school (grades K-8) should be focused on core academics and that high school (grades 9-12) should focus on skills needed 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 44%

-  Core academic subjects (57%)
-  Socialization (49%)
-  How to be good citizens (47%)
-  Become independent thinkers (47%)
-  Skills for future employment (43%)
-  Values, moral character, religious virtues (41%)
-  To fix social problems (25%)

Grades 9-12

Average % selected Extremely Important 51%

-  Skills for future employment (64%)
-  Become independent thinkers (57%)
-  Core academic subjects (56%)
-  How to be good citizens (53%)
-  Socialization (48%)
-  Values, moral character, religious virtues (46%)
-  To fix social problems (34%)

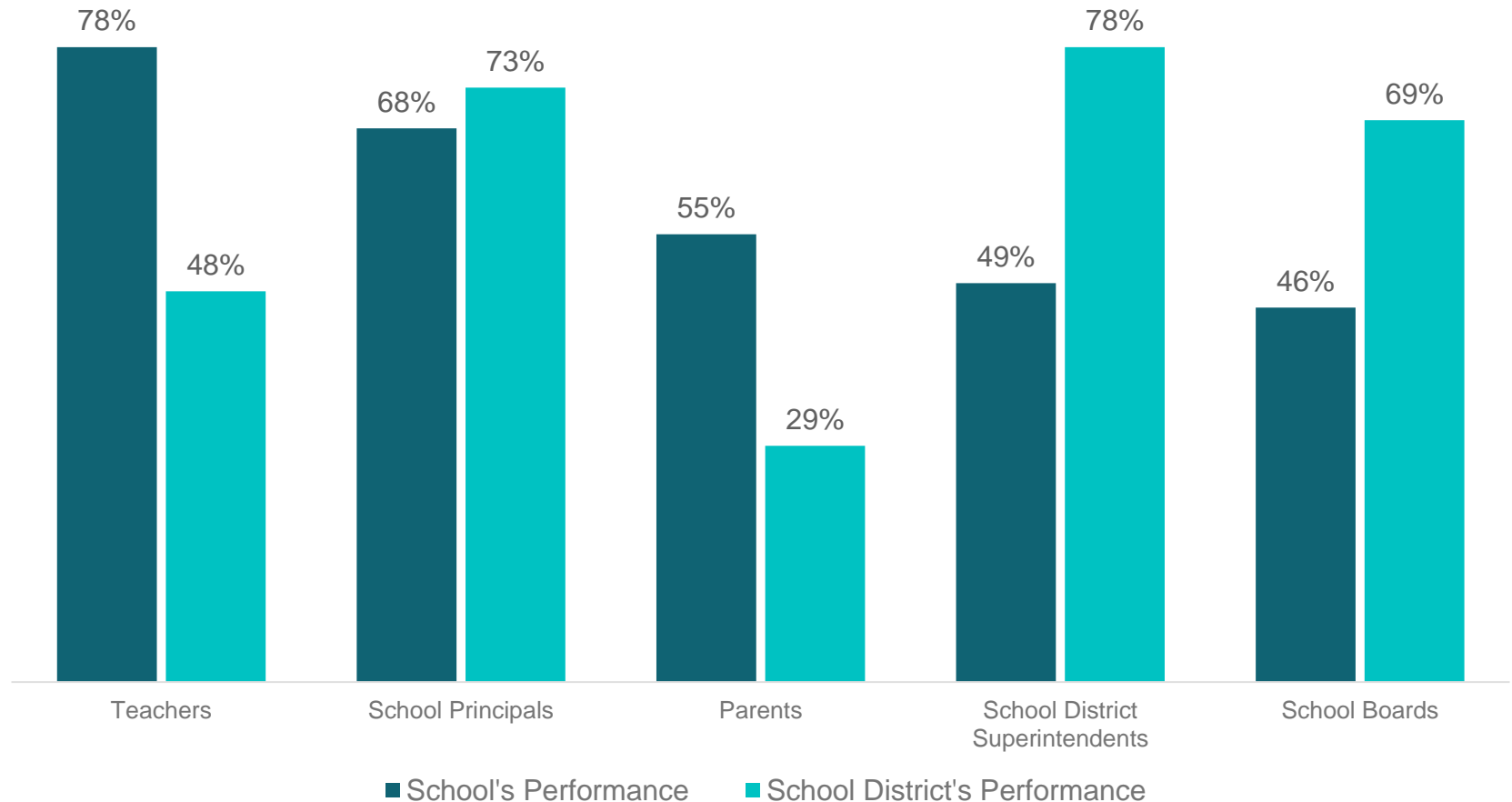
Performance Responsibility

Americans believe teachers are most responsible for their school's performance, while elected officials and school boards are most responsible at the district level. School principals are viewed as responsible for both school and district performance.

In your opinion, who should be held most responsible for a school's performance? Please rank your top 3.

In your opinion, who should be held most responsible for a school district's performance? Please rank your top 3.

All Adults, % Ranked in the top 3

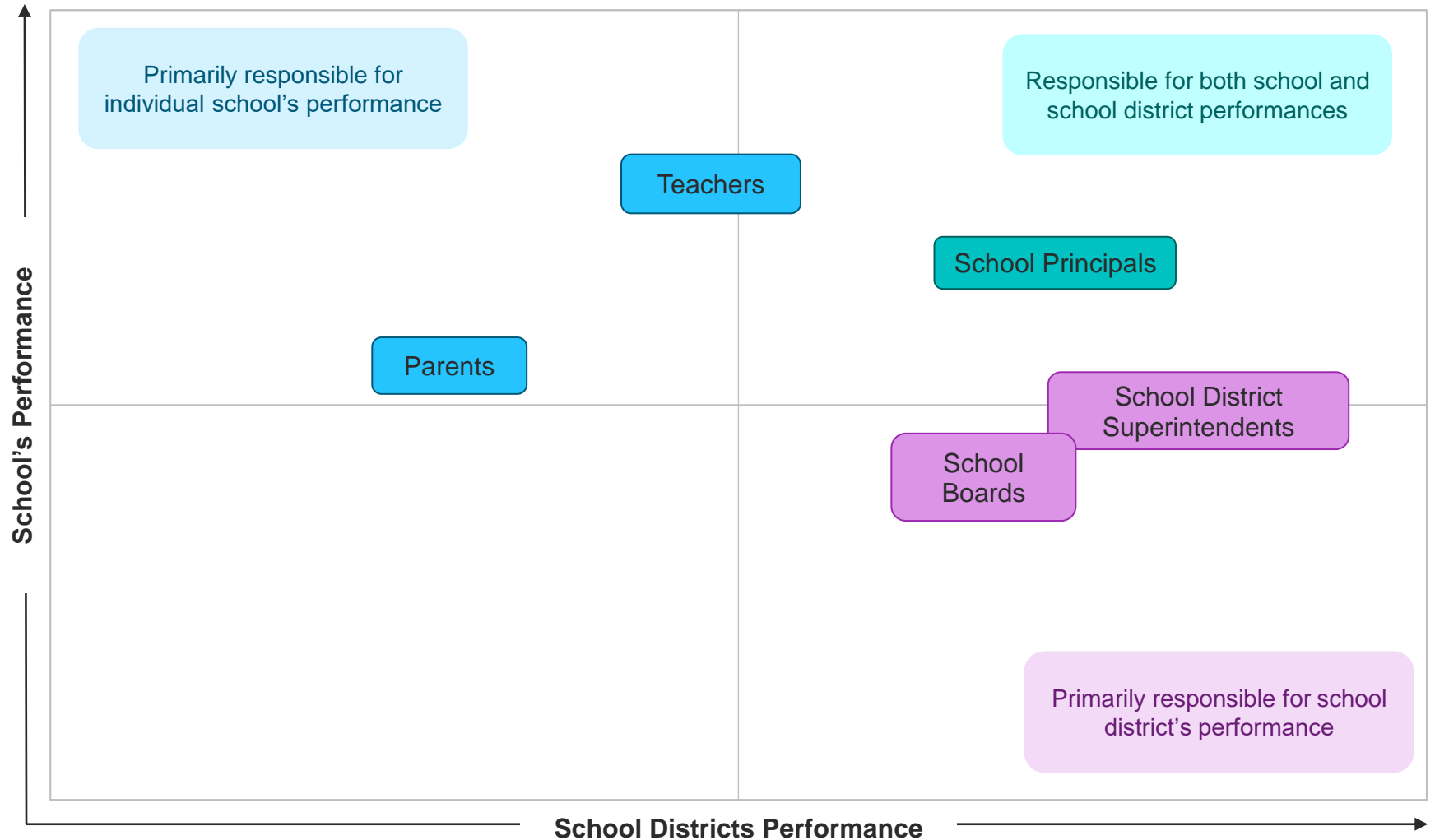


School Principals are viewed as responsible for both school and school district performances.

In your opinion, who should be held most responsible for a school's performance? Please rank your top 3.

In your opinion, who should be held most responsible for a school district's performance? Please rank your top 3.

All Adults, % Ranked in the top 3



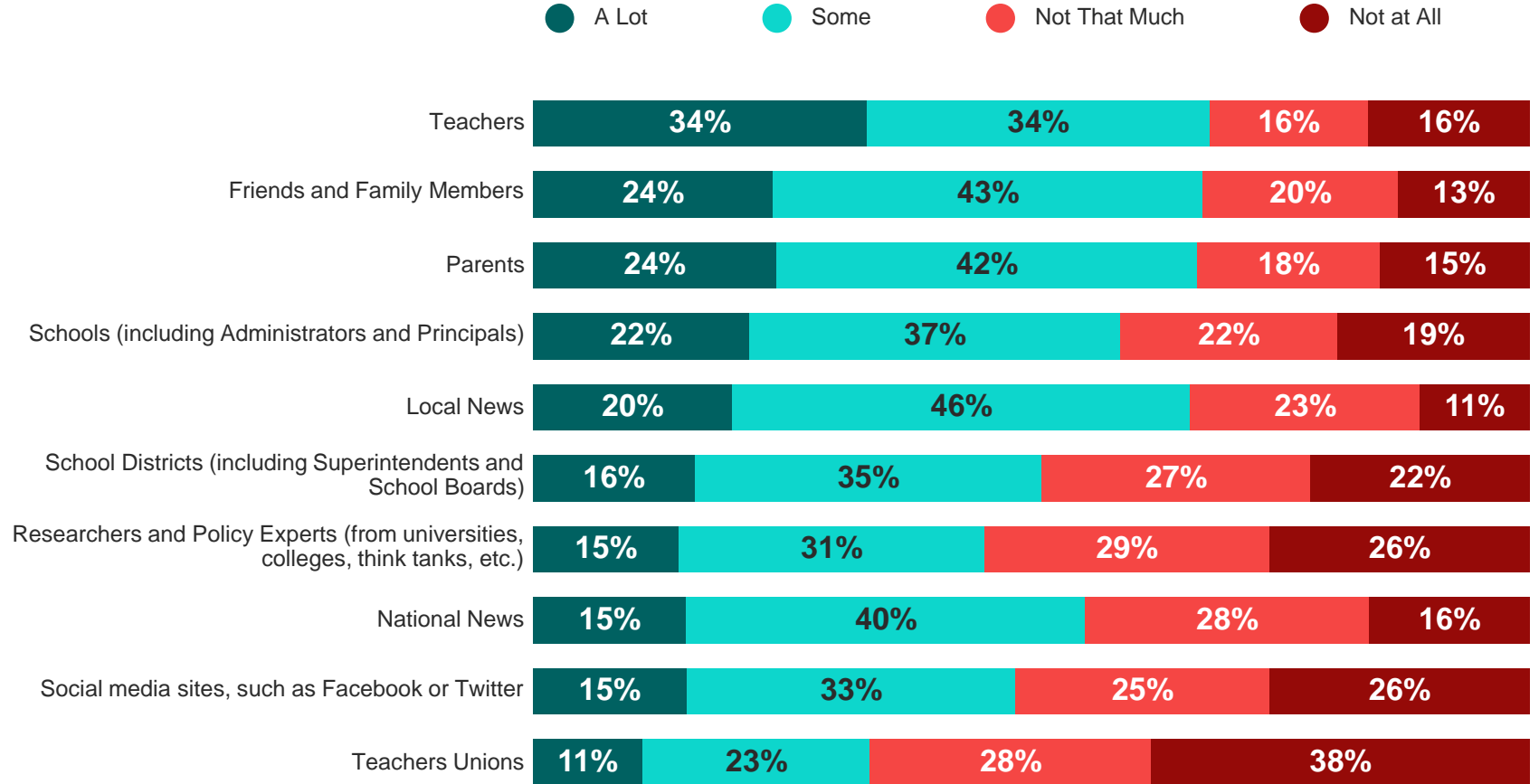
Performance Responsibility

Source for Education Information

In May, Americans continue to get most of their information about education from personal sources like teachers, parents, and friends and family.

How much information about education, if any, do you get from the following sources?

All Adults

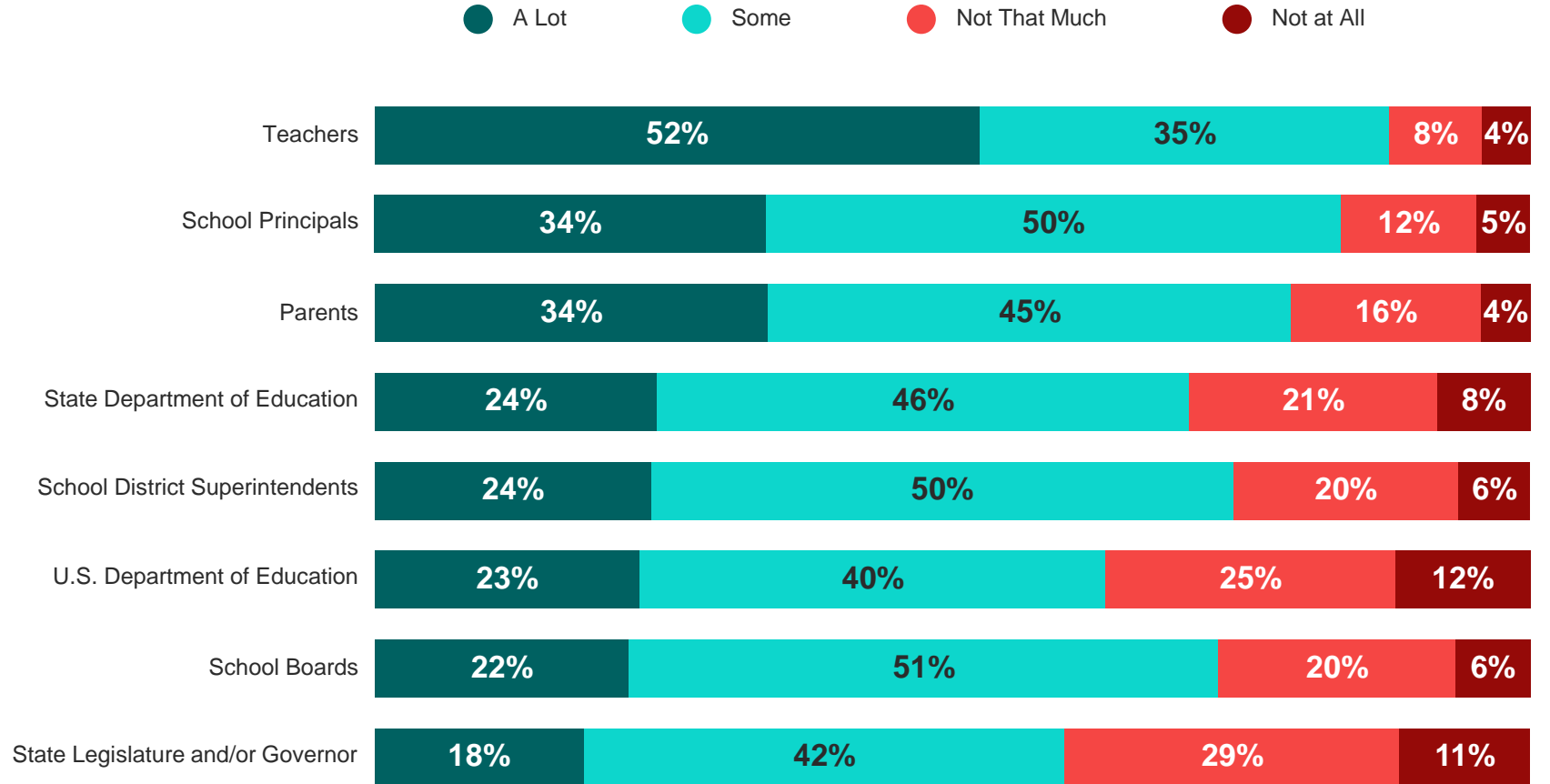


Trust in Education Decision Makers

The majority of Americans trust teachers to make good decisions about education, however, State and federal agencies have higher levels mistrust.

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

All Adults

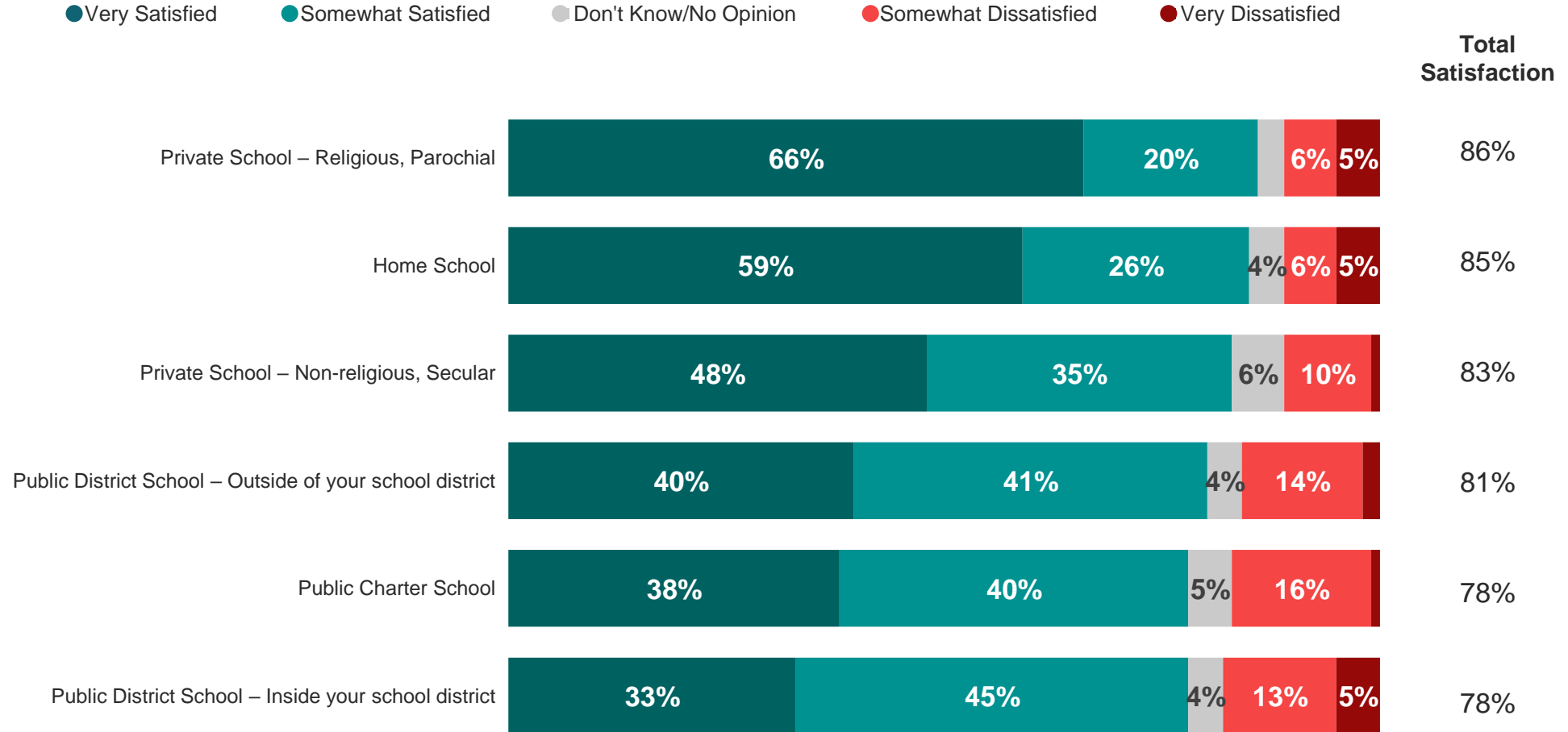


Satisfaction with Schooling

Satisfaction remains high across school types especially for private schools.

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

All Parents



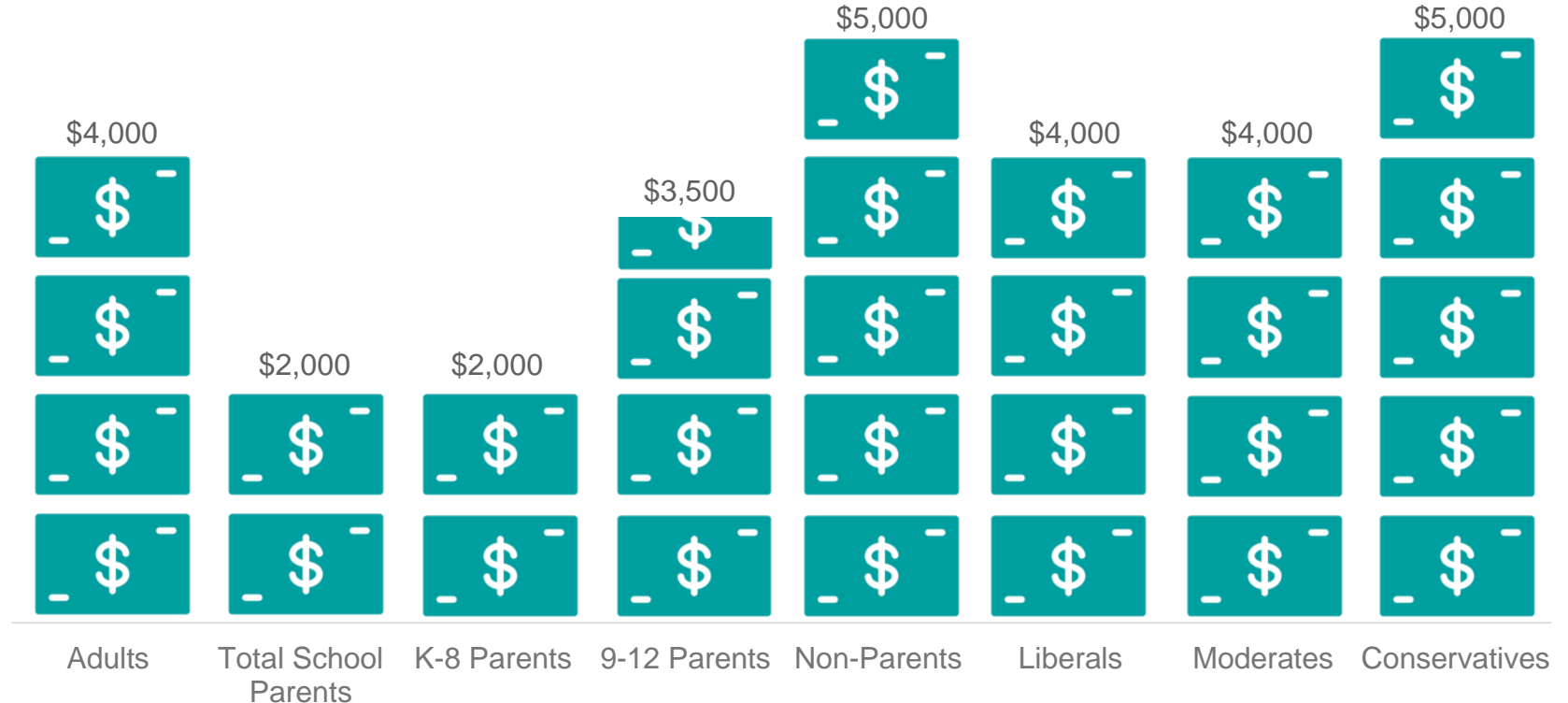
School Spending Estimate

All median estimates are much lower than the actual amount spent annually per student.

*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

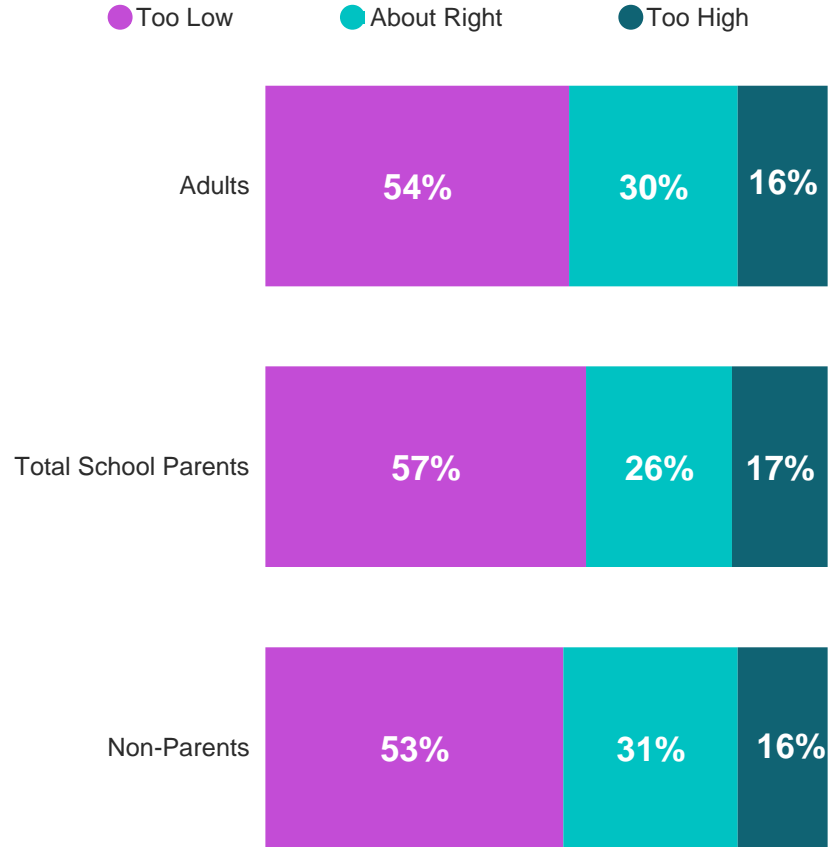
| FY17 State Actuals | |
|--------------------|----------|
| Maximum | \$23,091 |
| Mean | \$12,521 |
| Minimum | \$7,179 |



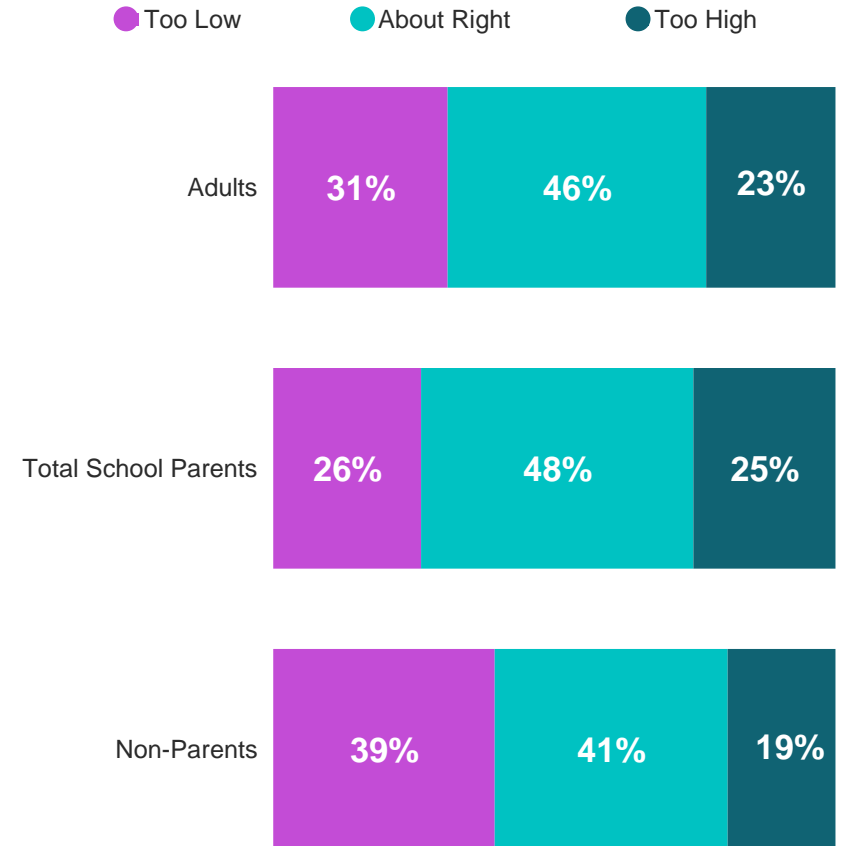
School Funding

Respondents with information on the actual amount spent annually per student think it's "about right", while those without information are likely to believe it's "too low".

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



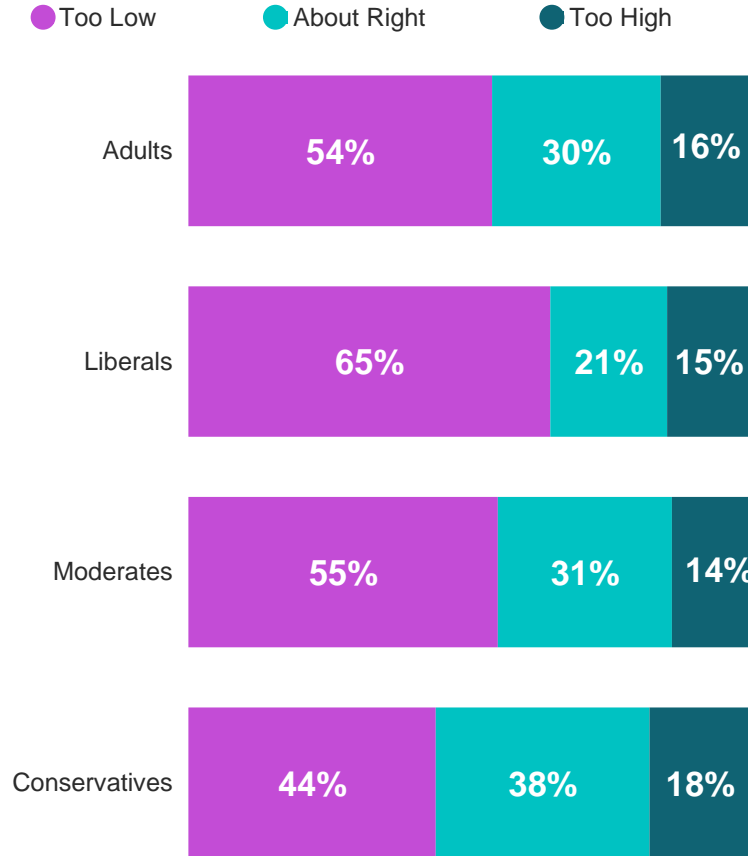
On average, [STATE] spends \$_____ per student attending public school each year. Do you believe public school funding is:



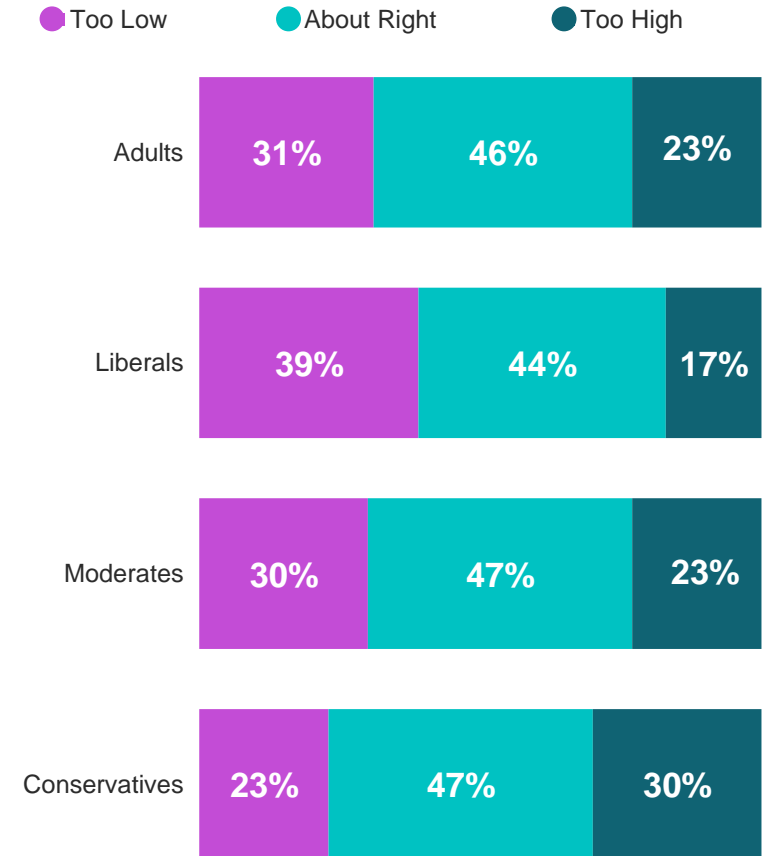
School Funding

With information on how much is spent annually per student liberals “too low” responses dropped 26 points – from 65% to 39%.

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:



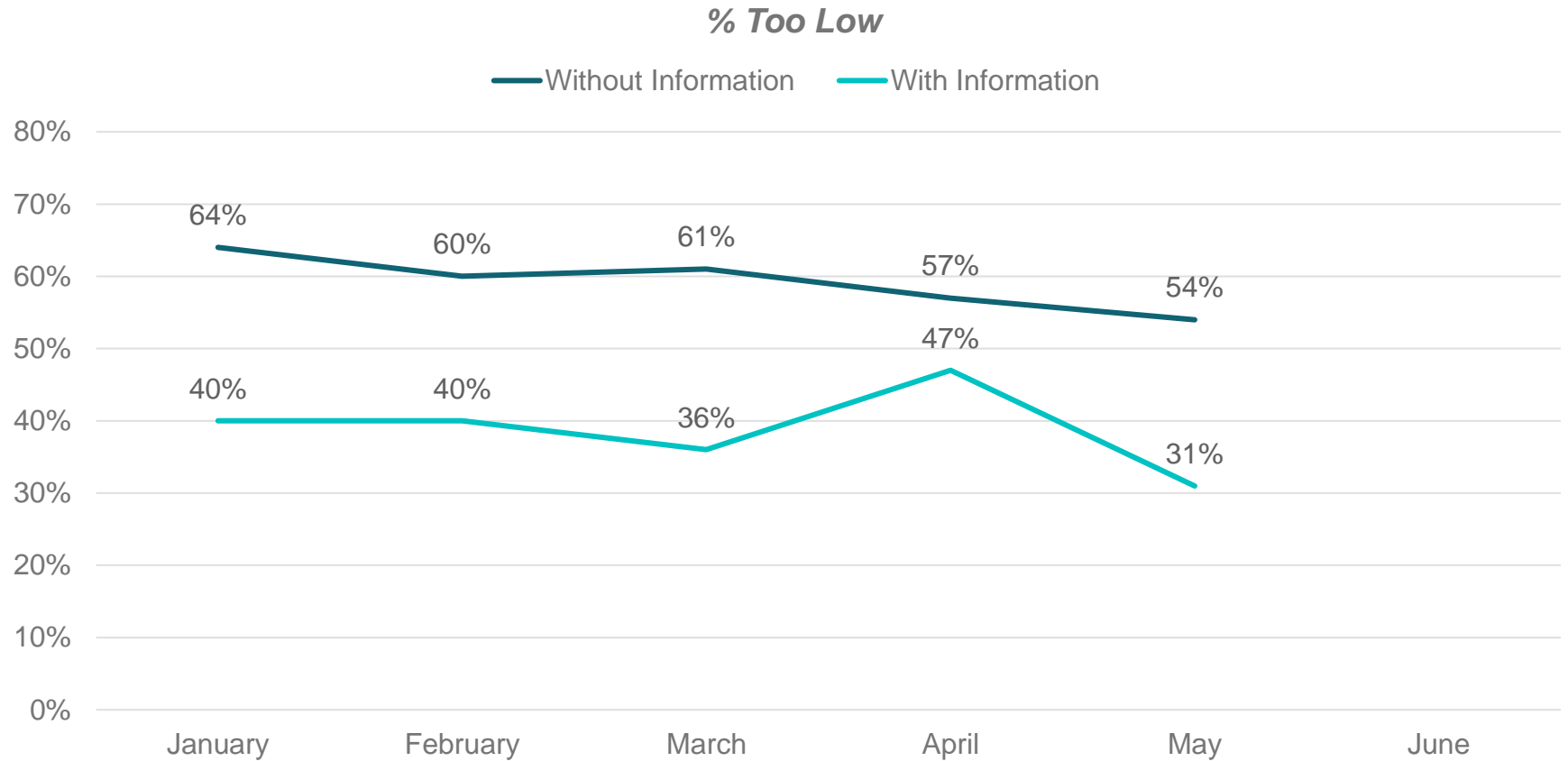
School Funding

With information the percentage of Americans that believe school funding is “too low” drops 23 points -- from 54% to 31%.

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

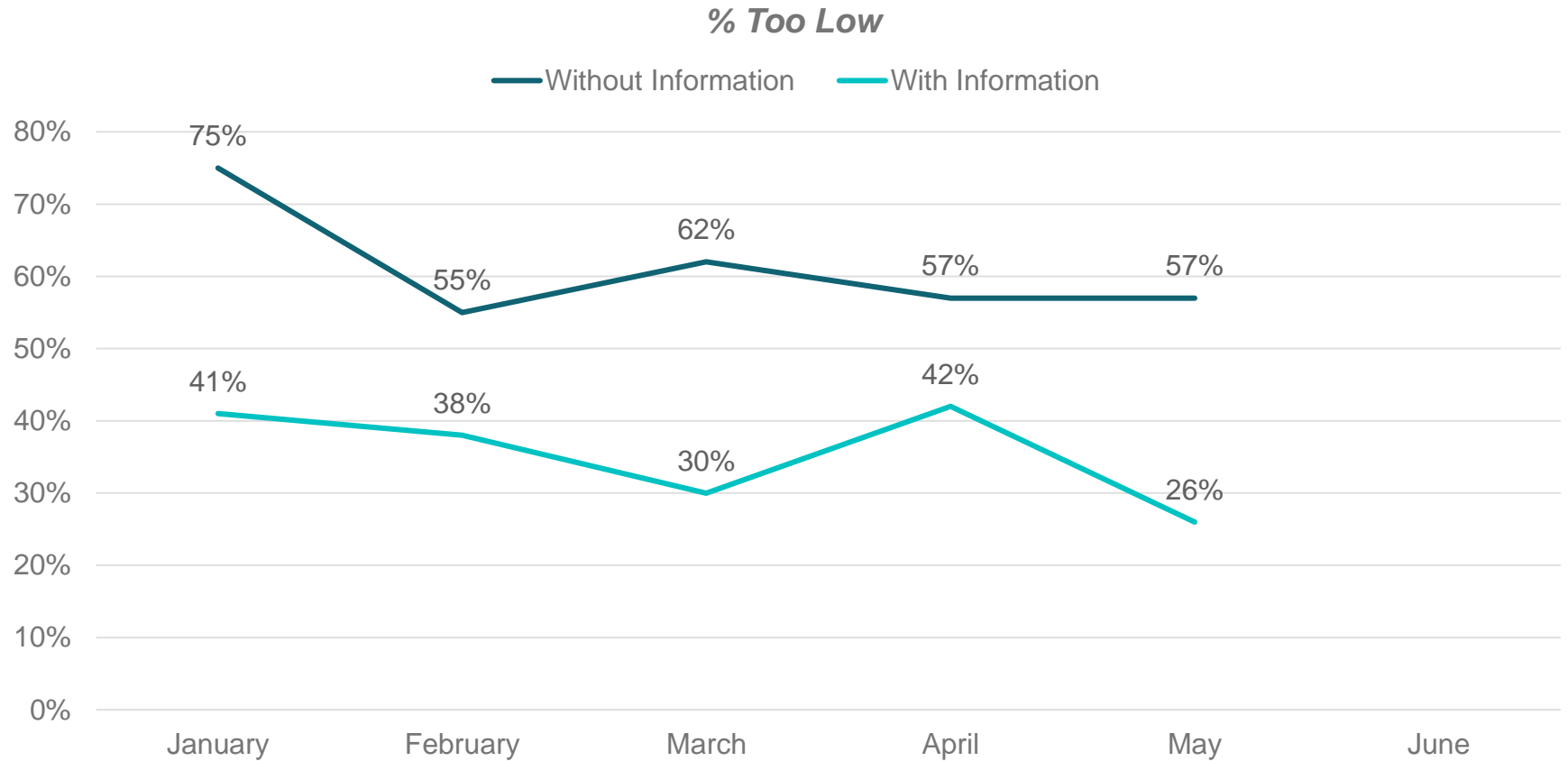


School parents' opinions about per student spending being “too low” was nearly cut in half once they were given the actual spending numbers.

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:

Total School Parents



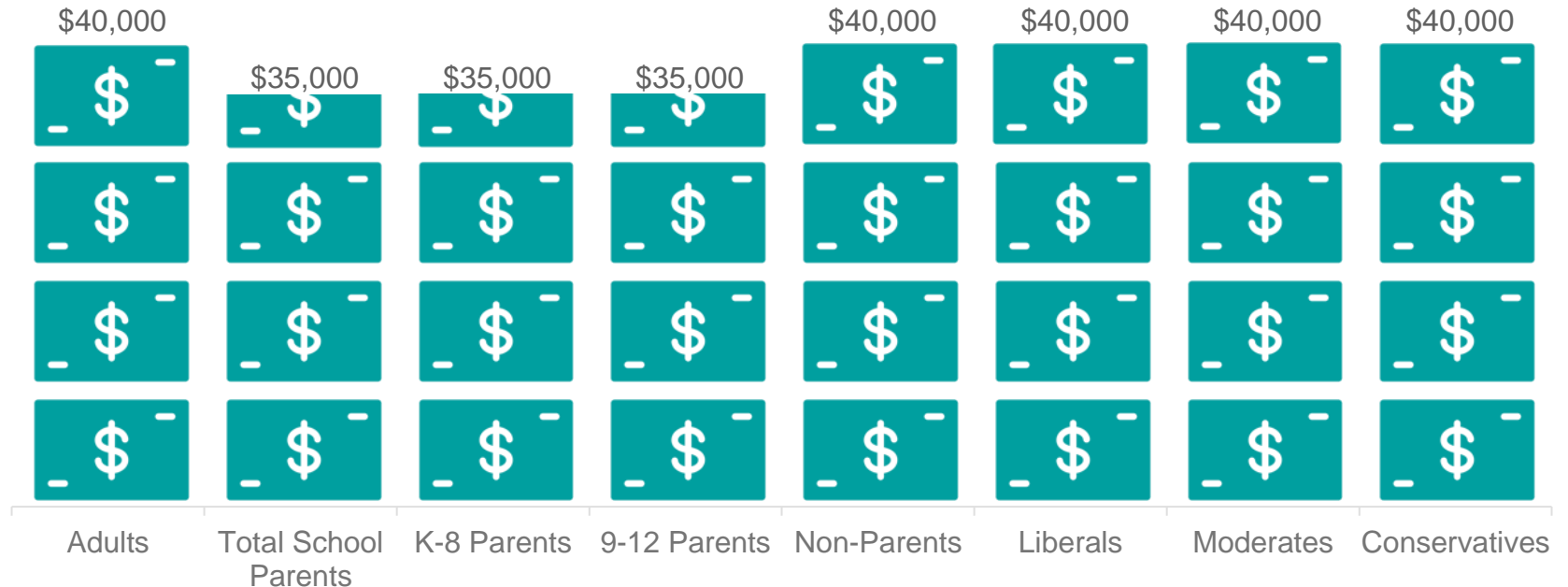
School Funding

In line with school funding, median estimates on teacher salaries are much lower than any state's 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 |

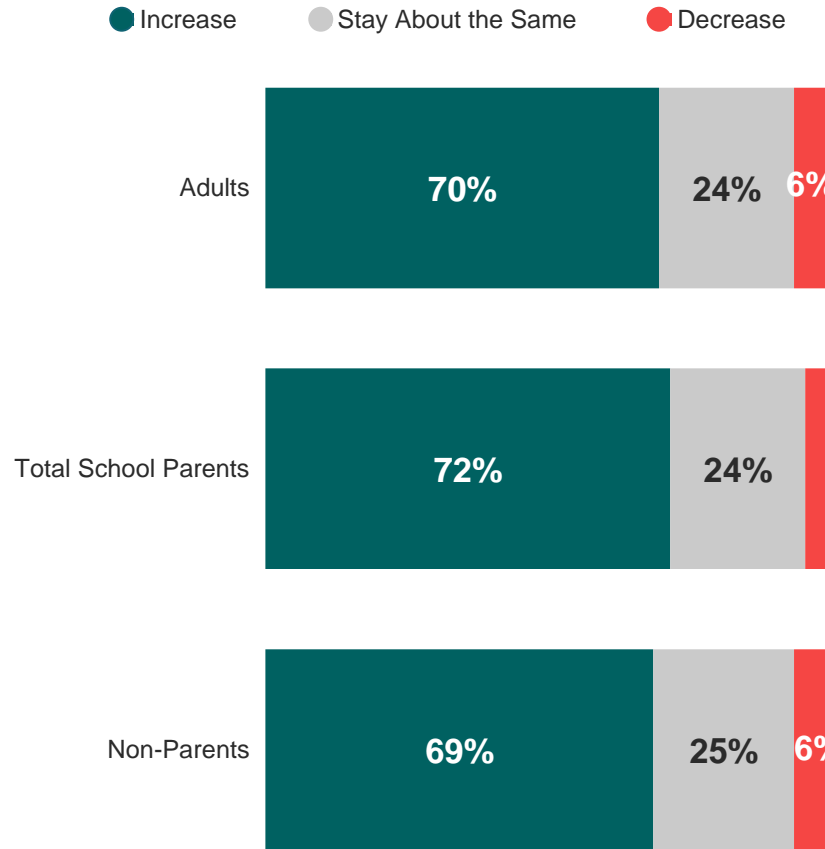


Teacher Salary Estimate

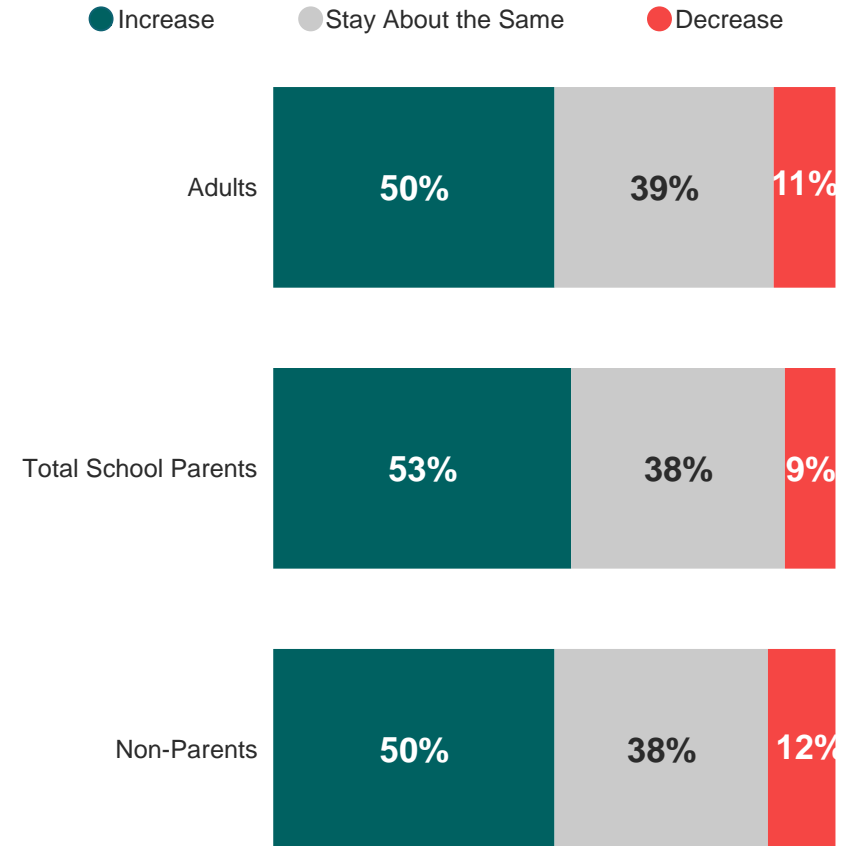
Teacher Salaries

With information the amount of respondents that believe teacher's salaries should increase drops 20 points – from 70% to 50%.

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



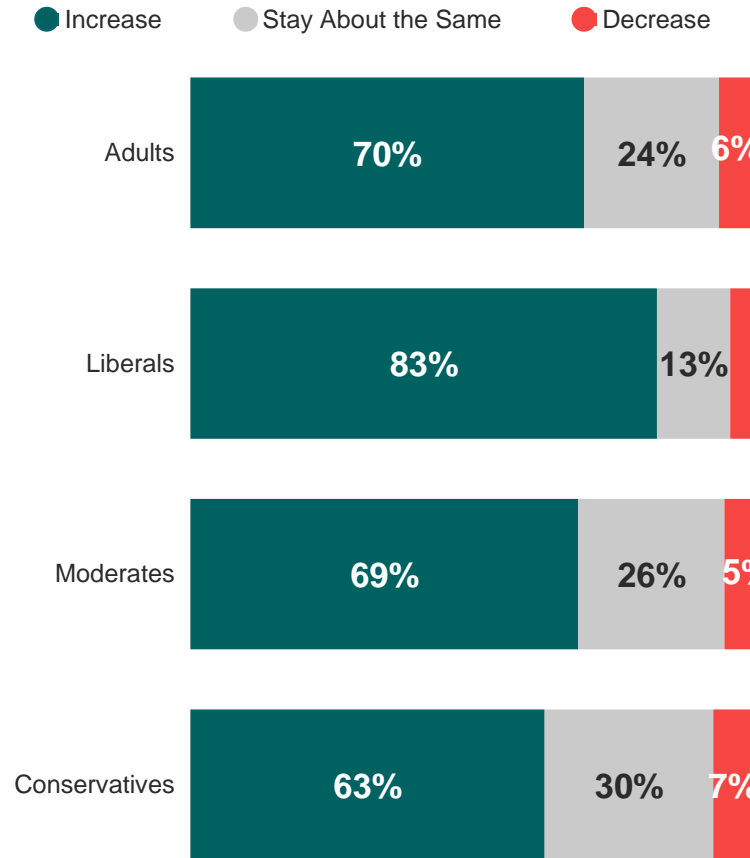
On average, public school teachers in [STATE] are paid an annual salary of \$____. Do you think that public school teacher salaries should:



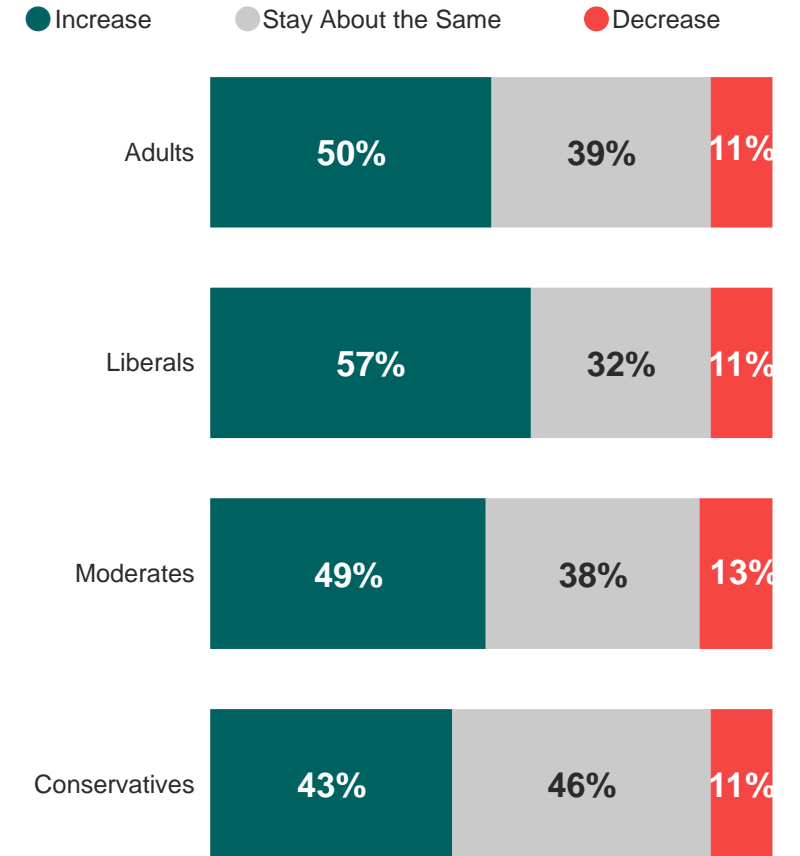
Teacher Salaries

The percentage of Americans that believe teachers' salaries should increase once given the average annual salary for teachers in their state drops significantly, especially among Liberals.

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



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



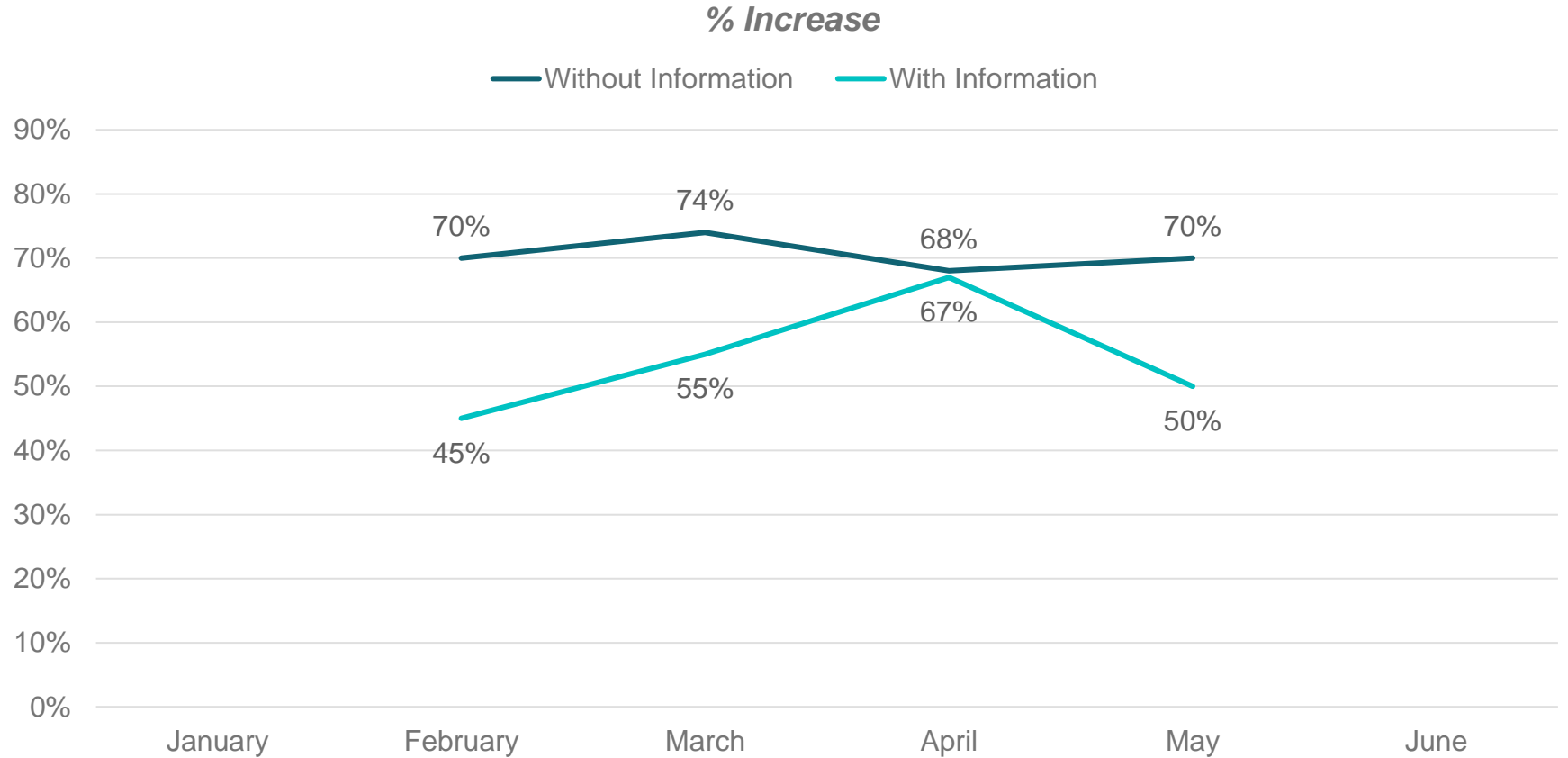
State Teacher Salary Source: National Center for Education Statistics

Teacher Salaries

With information on the average amount teachers make annually, the proportion of Americans that think teachers' salaries should increase has dropped 17 points after it spiked in April.

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

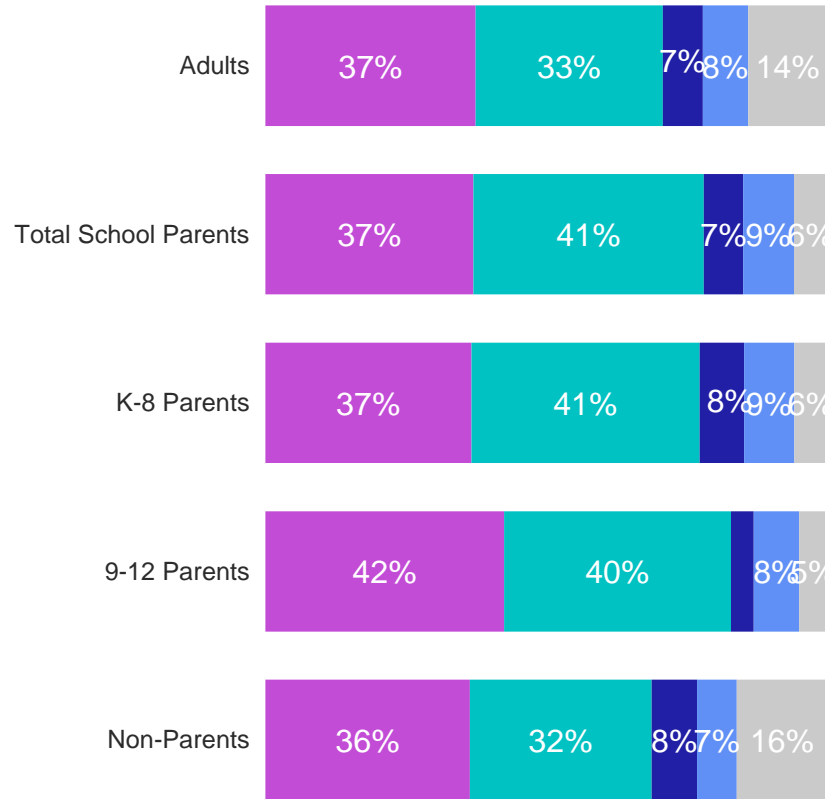
All Adults



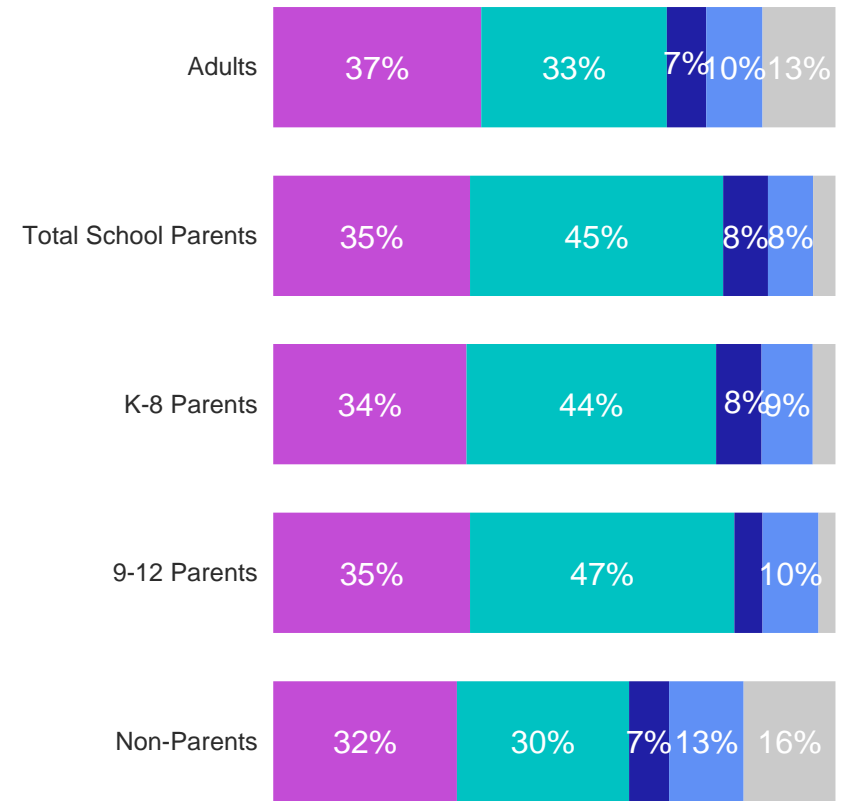
Preferred Schooling Type

Americans believe that private or public schools will provide their child with the best education.

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



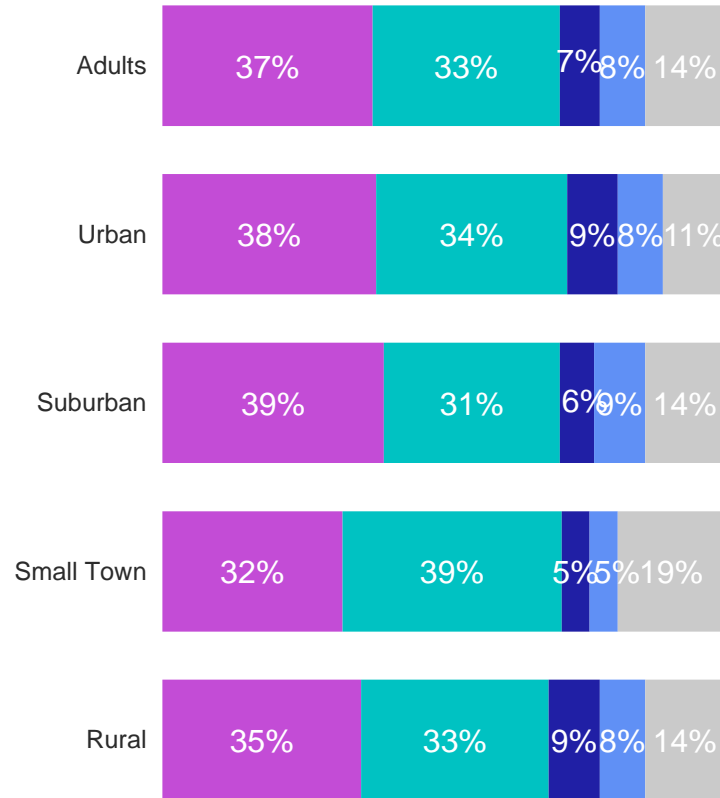
If given the option, and neither financial costs nor transportation were factors, what type of school would you select in order to obtain the best education for your child?



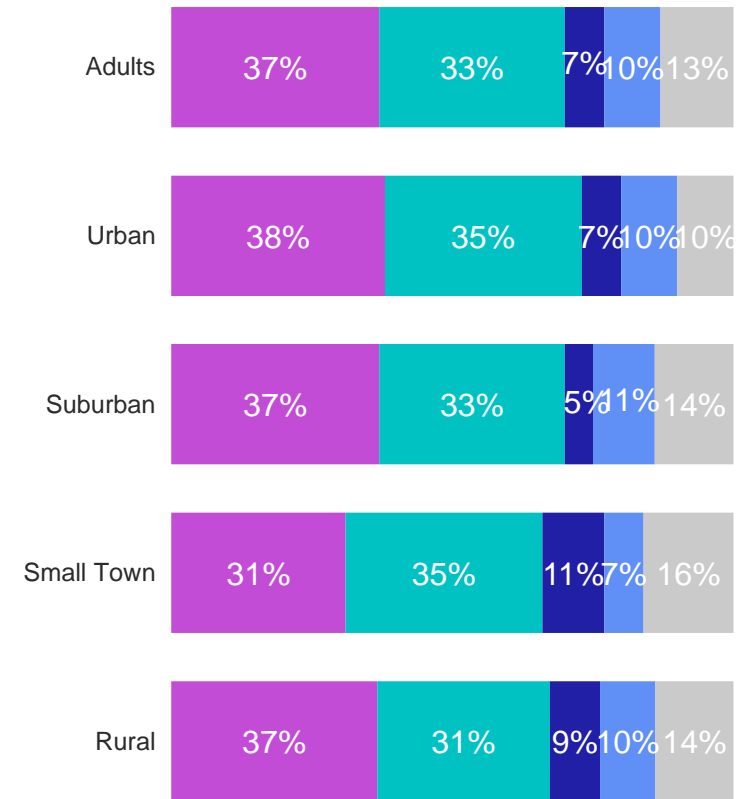
Preferred Schooling Type

Regardless of community type, respondents are more likely to think that private or public schools will provide their child with the best education.

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?



● Private School (Religious, Parochial + Non-Religious)
 ● Regular Public School (Inside + Outside School District)
 ● Home School
 ● Charter School (or Public Charter School)
 ● Don't Know/No Opinion

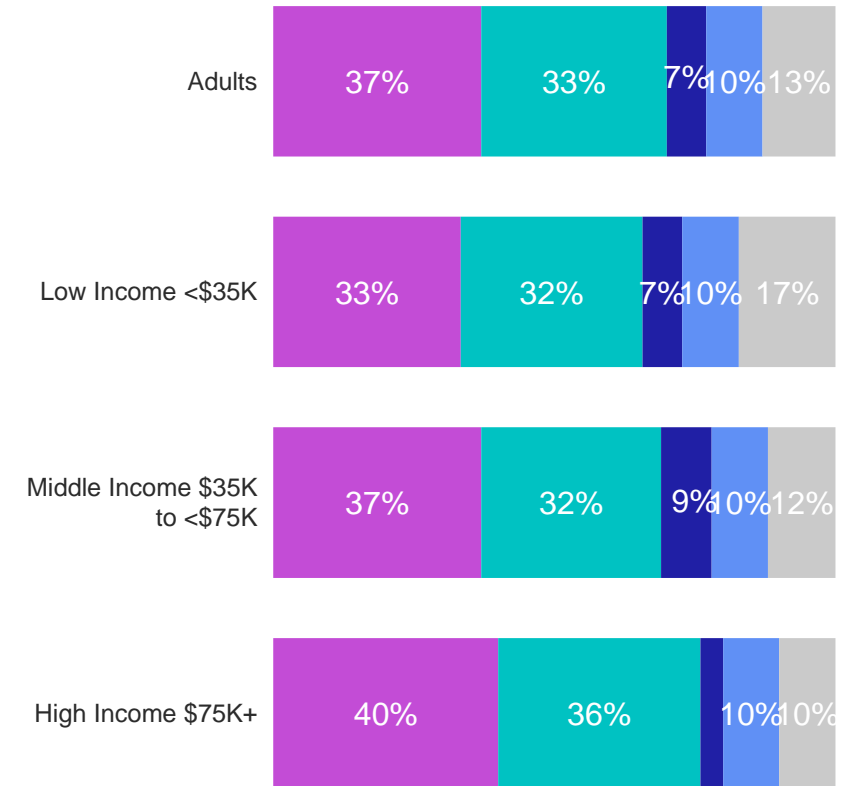
Preferred Schooling Type

Low-income Americans are less certain what school type they think would deliver the best education to their child.

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



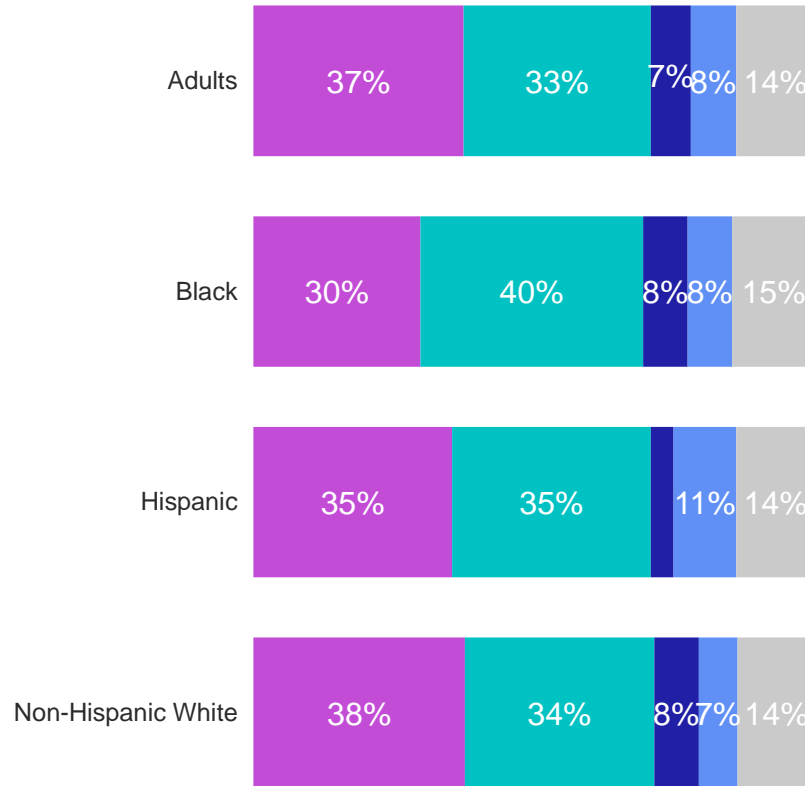
If given the option, and neither financial costs nor transportation were factors, what type of school would you select in order to obtain the best education for your child?



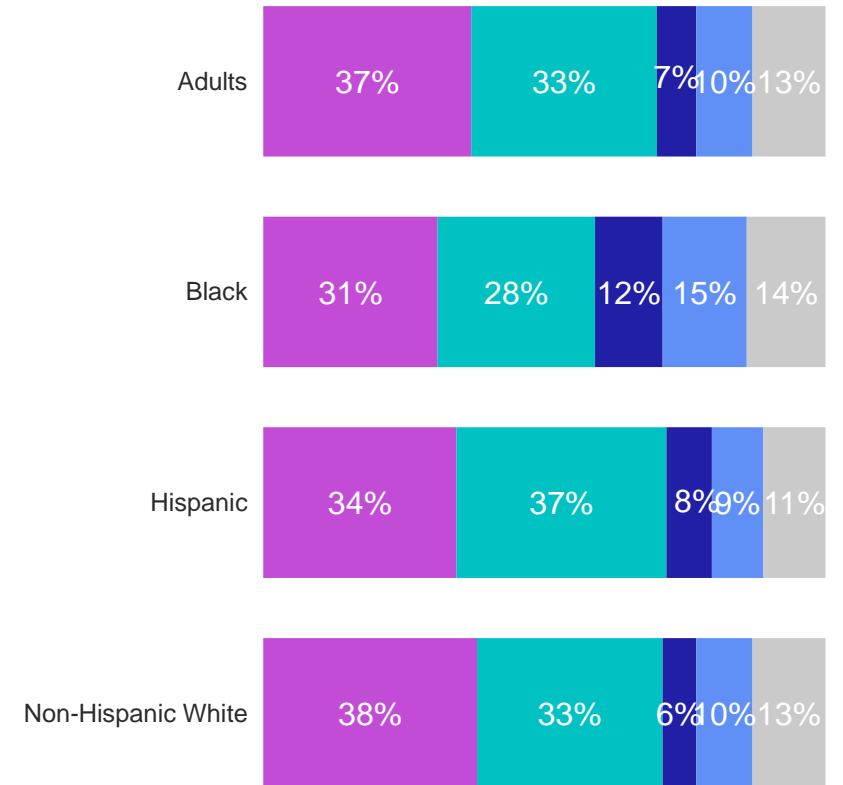
Preferred Schooling Type

Black Americans are almost twice as likely to prefer charter schools when cost and transportation are not factors.

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



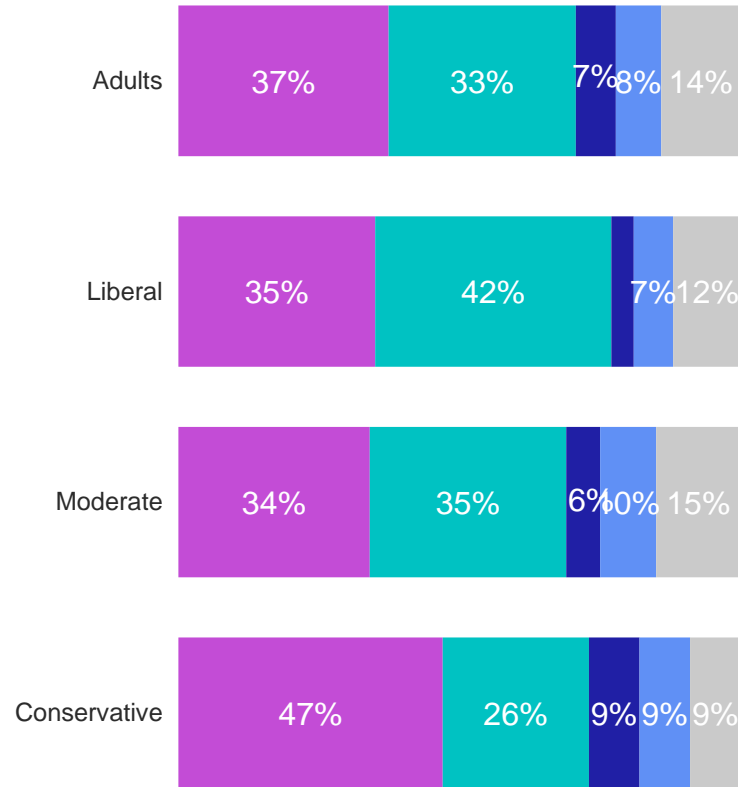
If given the option, and neither financial costs nor transportation were factors, what type of school would you select in order to obtain the best education for your child?



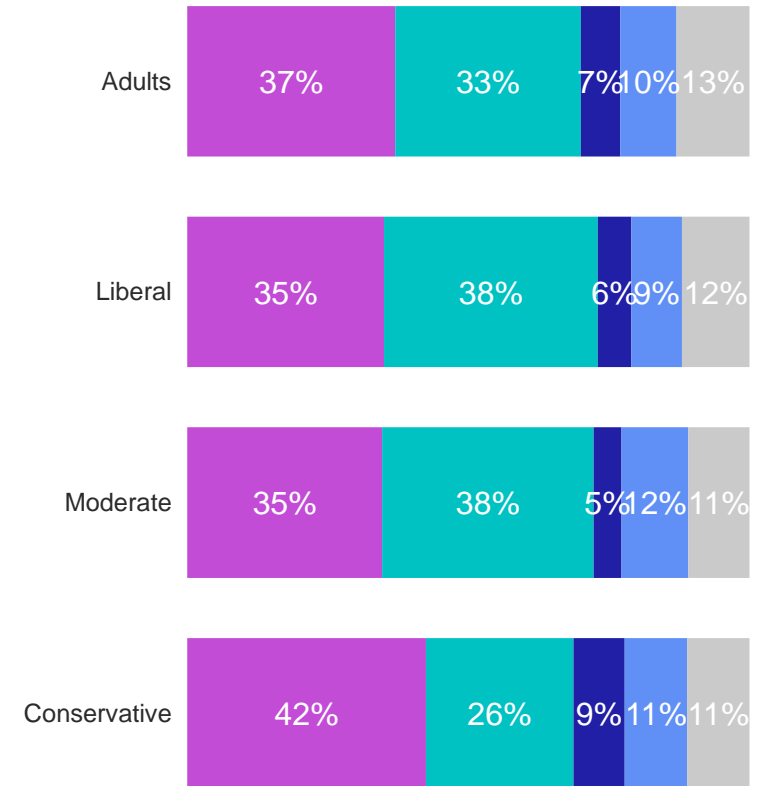
Preferred Schooling Type

Liberals are more likely to believe public schools will deliver the best education for their child, while Conservatives prefer private schools.

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

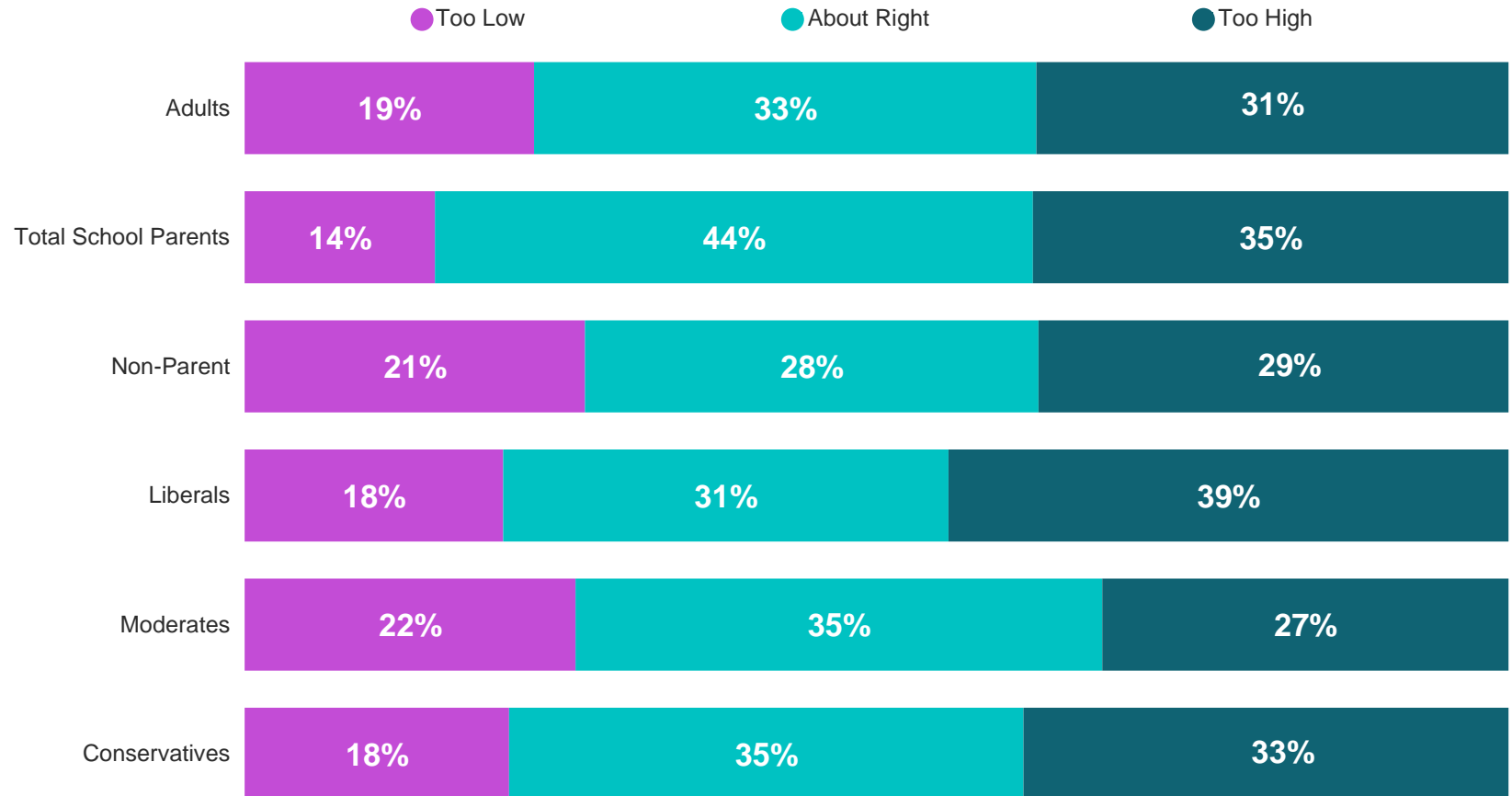


If given the option, and neither financial costs nor transportation were factors, what type of school would you select in order to obtain the best education for your child?



School parents are more likely to think students are spending the right amount of time on standardized testing and Liberals believe students are spending too much time on standardized testing.

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:

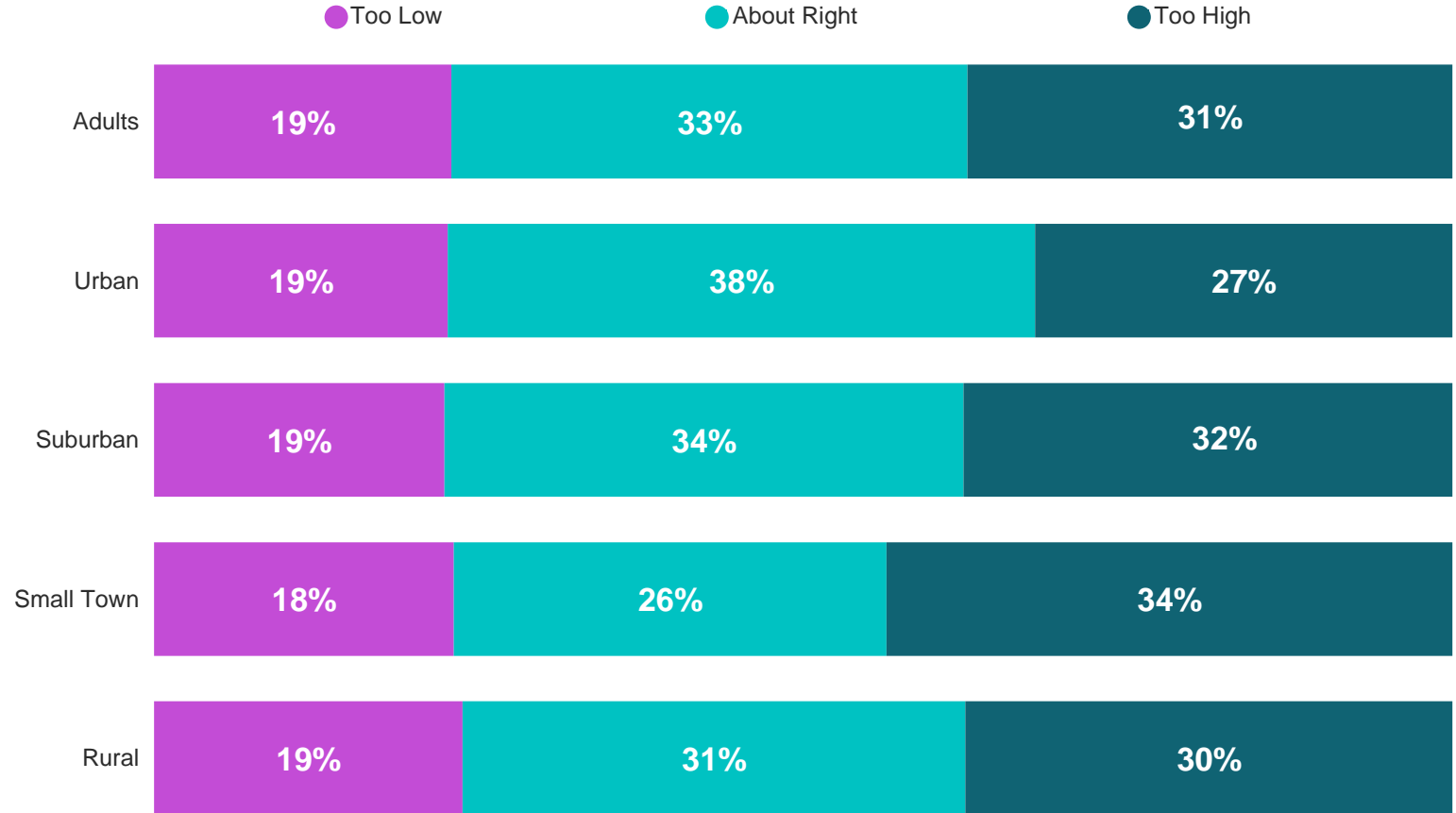


Standardized Testing

Standardized Testing

Urban Americans are more likely to believe students are spending the right amount of time on standardized testing, compared to other community types.

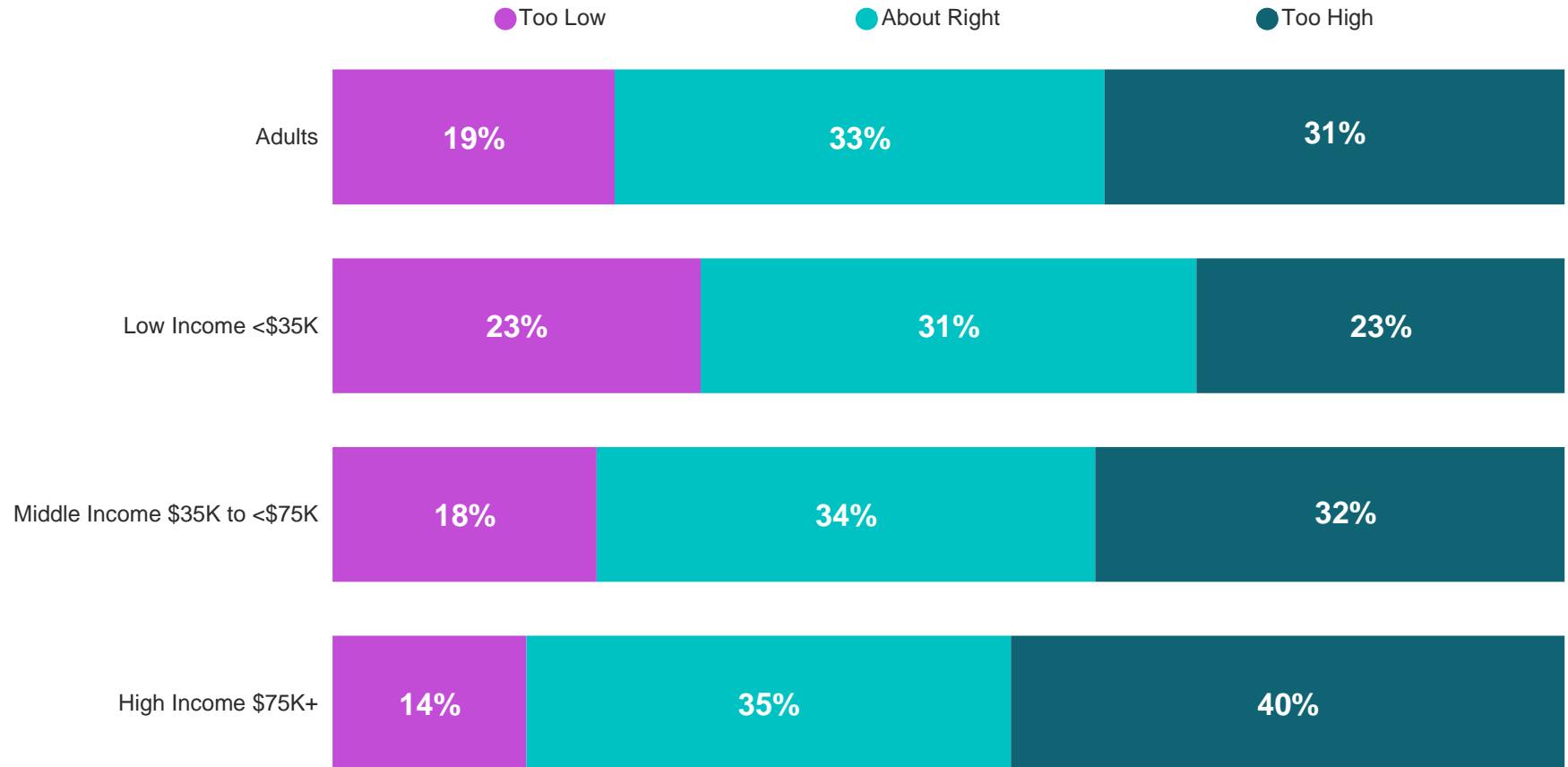
All public schools and most private schools give their students standardized tests during the school year. When thinking about students preparing for and taking these tests, in general, do you believe the amount of time spent on standardized testing in American schools is:



Standardized Testing

Low-income Americans are more likely to think the amount of time students spend on standardized testing is too low, while high-income Americans are more likely to believe students are spending too much time on standardized testing.

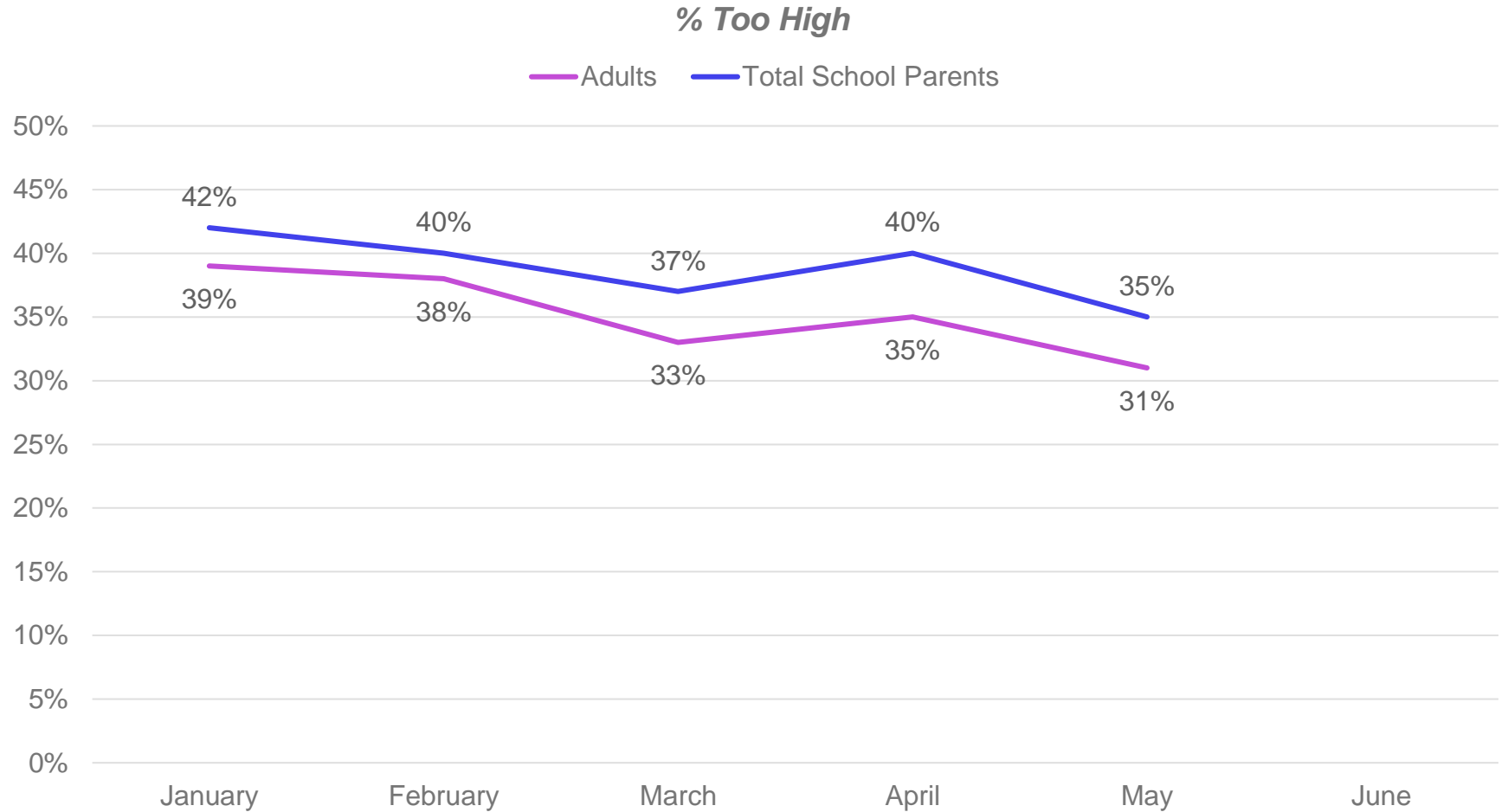
All public schools and most private schools give their students standardized tests during the school year. When thinking about students preparing for and taking these tests, in general, do you believe the amount of time spent on standardized testing in American schools is:



Standardized Testing

The percentage of Americans that believe students are spending too much time on standardized testing has continued to decline since January.

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:



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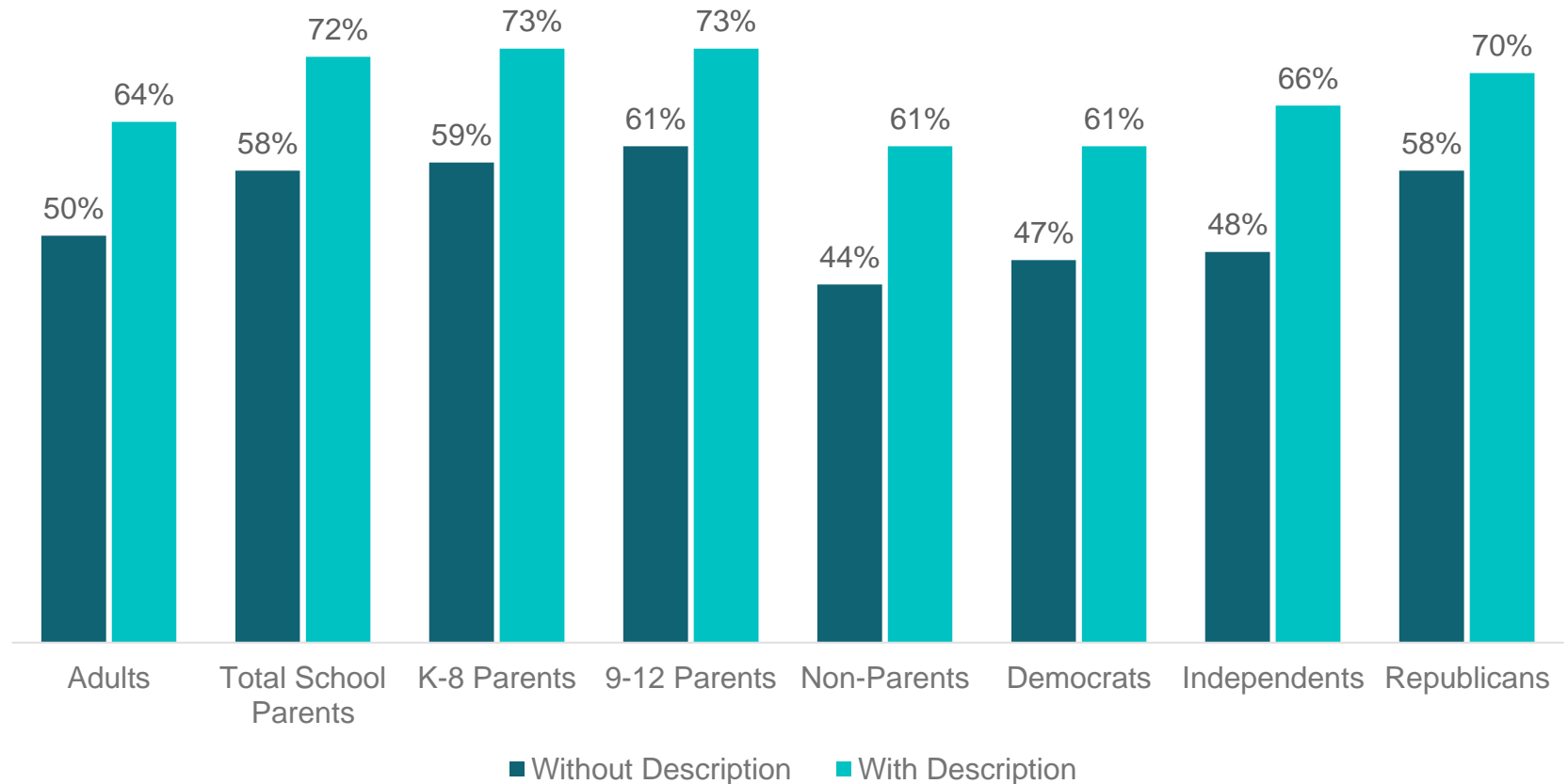
Charter School Favorability

All demographics experienced a lift in support for charter schools once given a description, especially Non-parents, Democrats and Independents.

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)



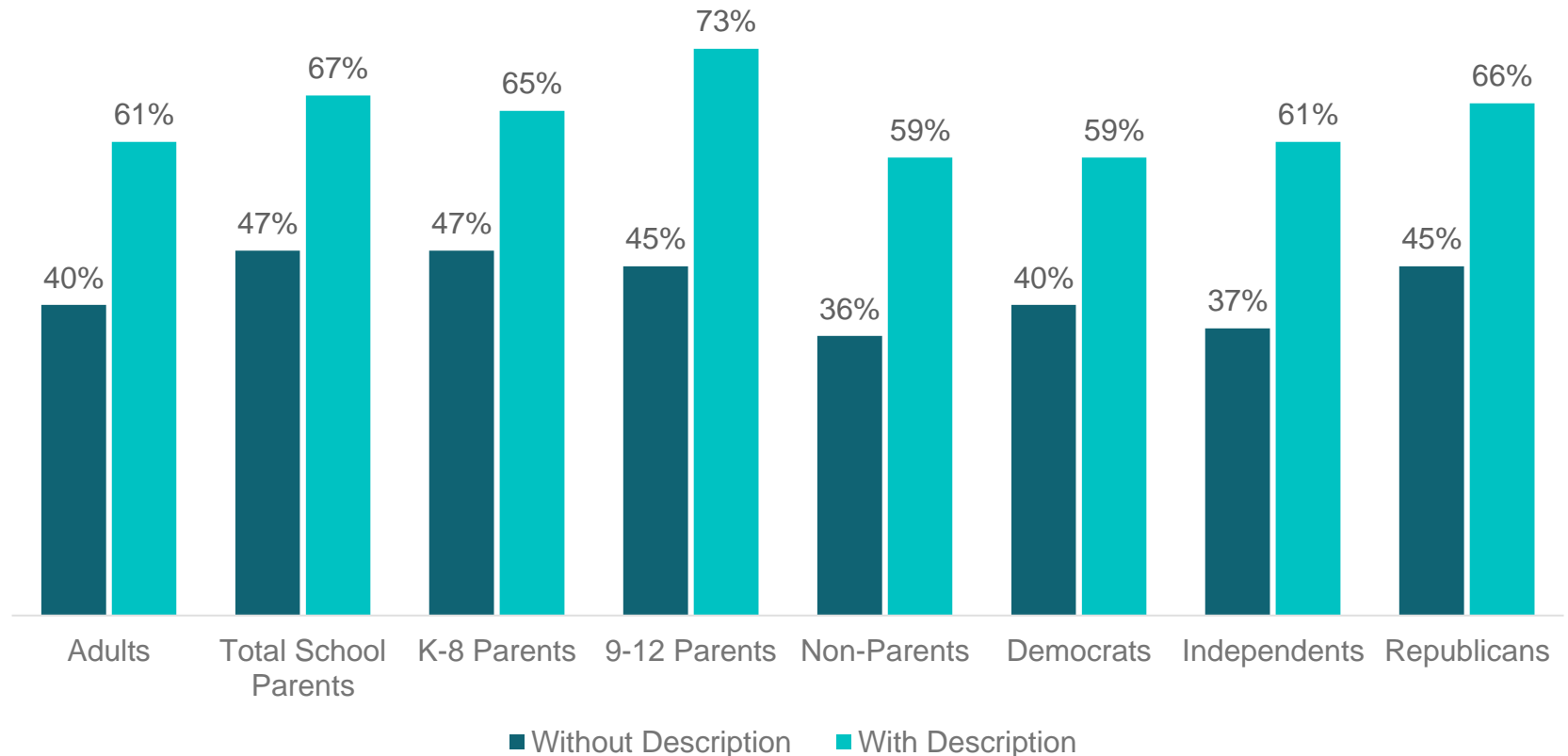
School Voucher Favorability

Like with charter schools, once respondents were given a description on school vouchers there is a significant lift in support.

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)



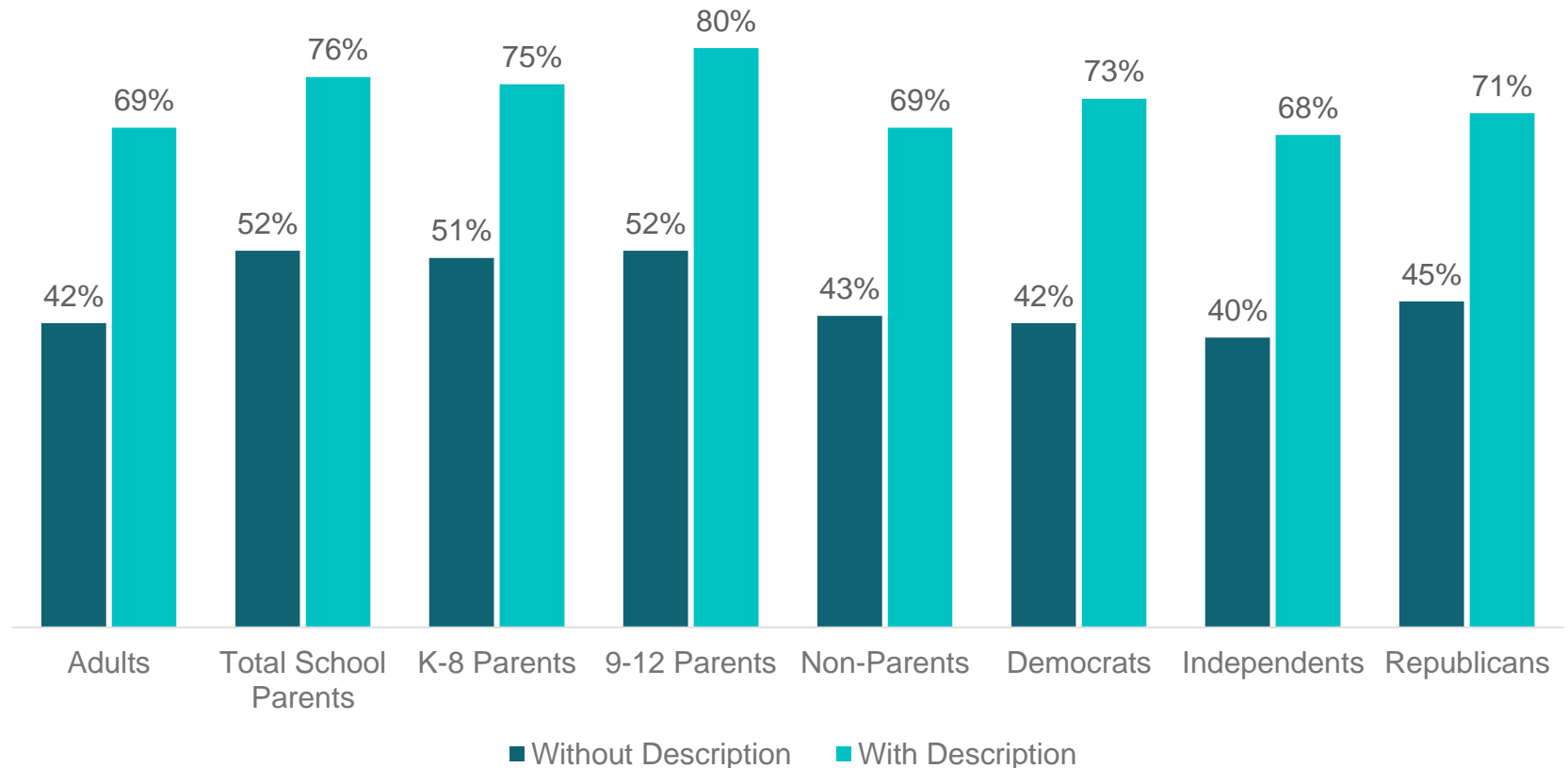
Education Savings Accounts Favorability

Respondent support for ESAs jumps from moderate to high once given a description.

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)



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**Survey Profile, Demographics,
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Survey Profile, 1

| | |
|---|---|
| Dates | May 14 to 15, 2020 |
| Survey Data Collection & Quality Control | Morning Consult |
| Survey Sponsor | EdChoice |
| Population | General Population (Adults, Age 18+) |
| Sampling Frame | National sample of adults (age 18+) living in the United States, including the District of Columbia |
| Sampling Method | Non-Probability, Stratified (based on Age, Gender) |
| Mode | Online Survey |
| Language | English |

Methodology

Survey Profile, 2

| | |
|--|--|
| Survey Time | Median = 11 minutes |
| Sample Size | Total, N = 2,200 |
| Oversampling? | None |
| Quotas? | Age, Gender |
| Weighting? | Age, Race, Ethnicity, Gender, Education, Census Region |
| Measure of Precision (adjusted for weighting) | ± 2.32 percentage points |
| Participation Rate | 33.7% |
| Project Contact | Paul DiPerna, paul@edchoice.org |

Demographic Base Sizes

| Demographics | Unweighted (N =) |
|--------------------|----------------------|
| Hispanic | 216 |
| White | 1752 |
| Non-Hispanic White | 1642 |
| Black | 209 |
| Other | 239 |
| Generation Z | 289 |
| Millennial | 585 |
| Generation X | 600 |
| Boomers | 667 |
| Male | 989 |
| Female | 1211 |
| < College | 1302 |
| College + | 898 |
| Northeast | 501 |
| Midwest | 506 |
| South | 818 |
| West | 375 |

| Demographics | Unweighted (N =) |
|-------------------------------|----------------------|
| Total School Parents | 512 |
| K-8 Parents | 393 |
| 9-12 Parents | 194 |
| Non-Parents | 879 |
| Liberal | 640 |
| Moderate | 614 |
| Conservative | 729 |
| Democrat | 770 |
| Independent | 517 |
| Republican | 760 |
| Urban | 564 |
| Suburban | 1000 |
| Small Town | 300 |
| Rural | 336 |
| Low Income <\$35K | 711 |
| Middle Income \$35K to <\$75K | 754 |
| High Income \$75K+ | 735 |

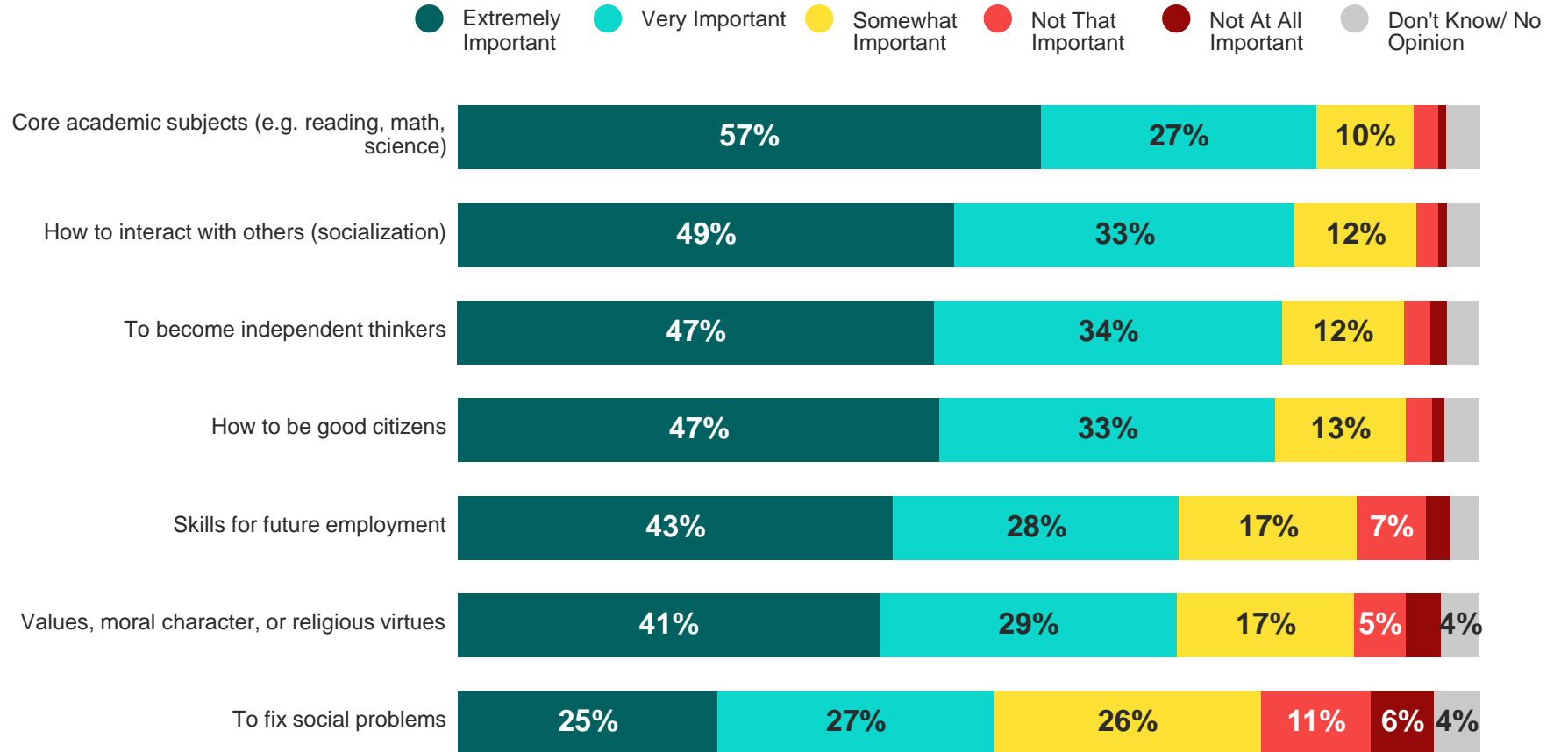
Demographic Base Sizes and Weights

| Demographics | Unweighted | Weighted | Target (%) |
|--------------------|------------|----------|------------|
| Hispanic | 10% | 16% | 16% |
| White | 80% | 78% | 78% |
| Non-Hispanic White | 75% | 75% | n/a |
| Black | 10% | 12% | 12% |
| Other | 11% | 9% | 9% |
| Age: 18-34 | 31% | 30% | 30% |
| Age: 35-44 | 18% | 16% | 16% |
| Age: 45-64 | 36% | 34% | 34% |
| Age: 65+ | 15% | 20% | 20% |
| Male | 45% | 48% | 48% |
| Female | 55% | 52% | 52% |
| < College | 59% | 69% | 69% |
| College + | 41% | 31% | 31% |
| Northeast | 23% | 18% | 18% |
| Midwest | 23% | 21% | 21% |
| South | 37% | 37% | 37% |
| West | 17% | 24% | 24% |

Purpose of Education: K-8

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...

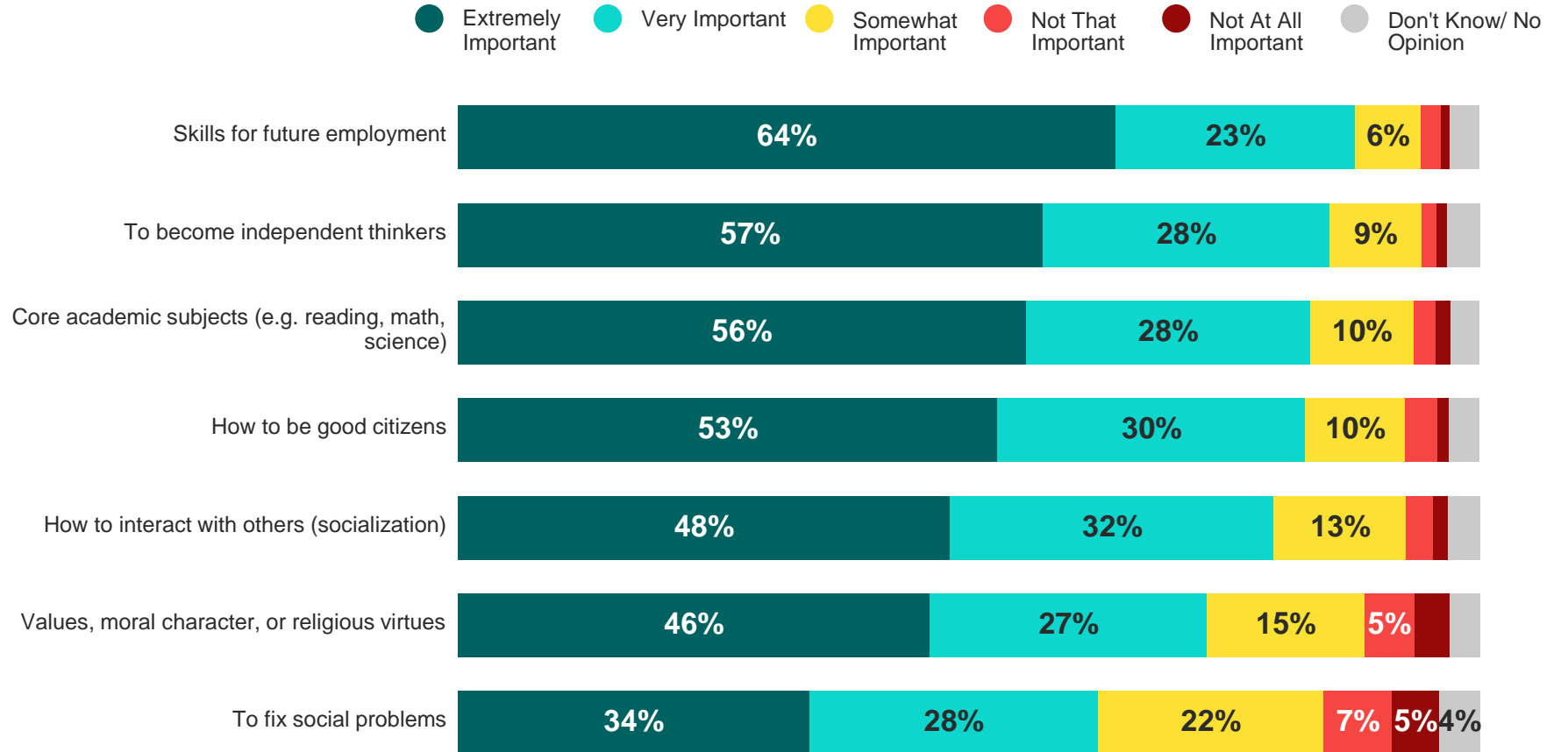
All Adults



Purpose of Education: High School

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



Charter School Favorability

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?

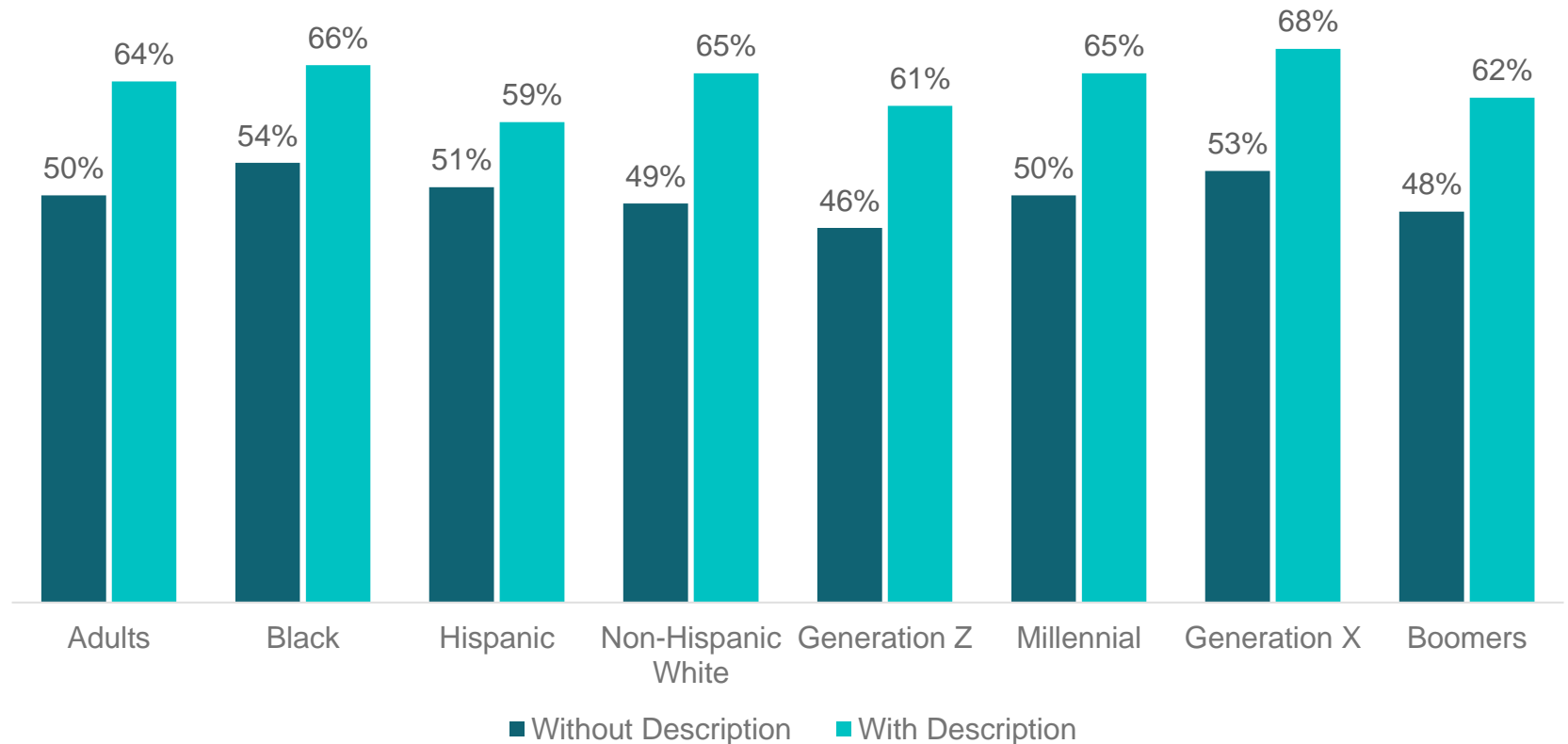
Total Support (Strongly Support + Somewhat Support)



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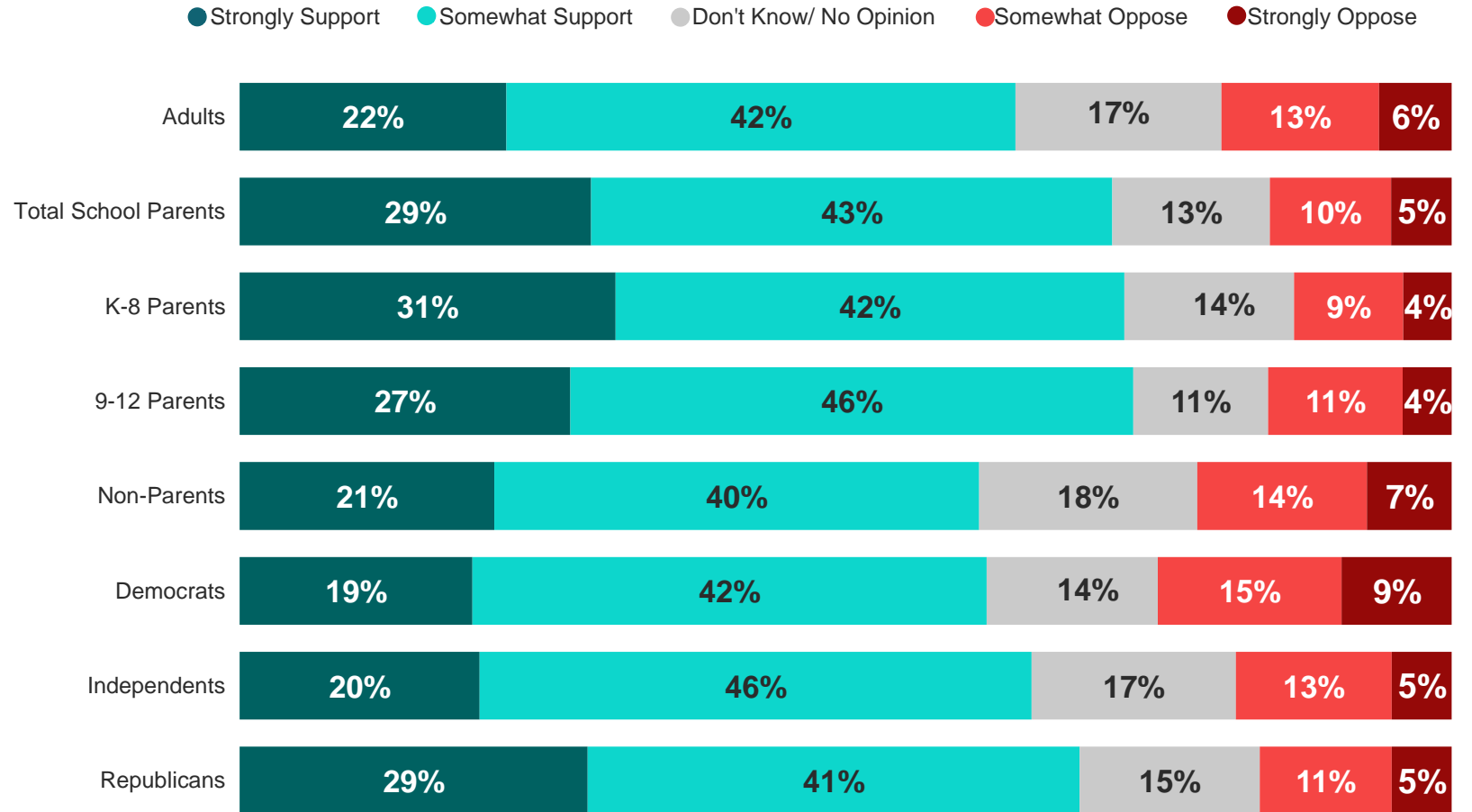
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Charter School Favorability

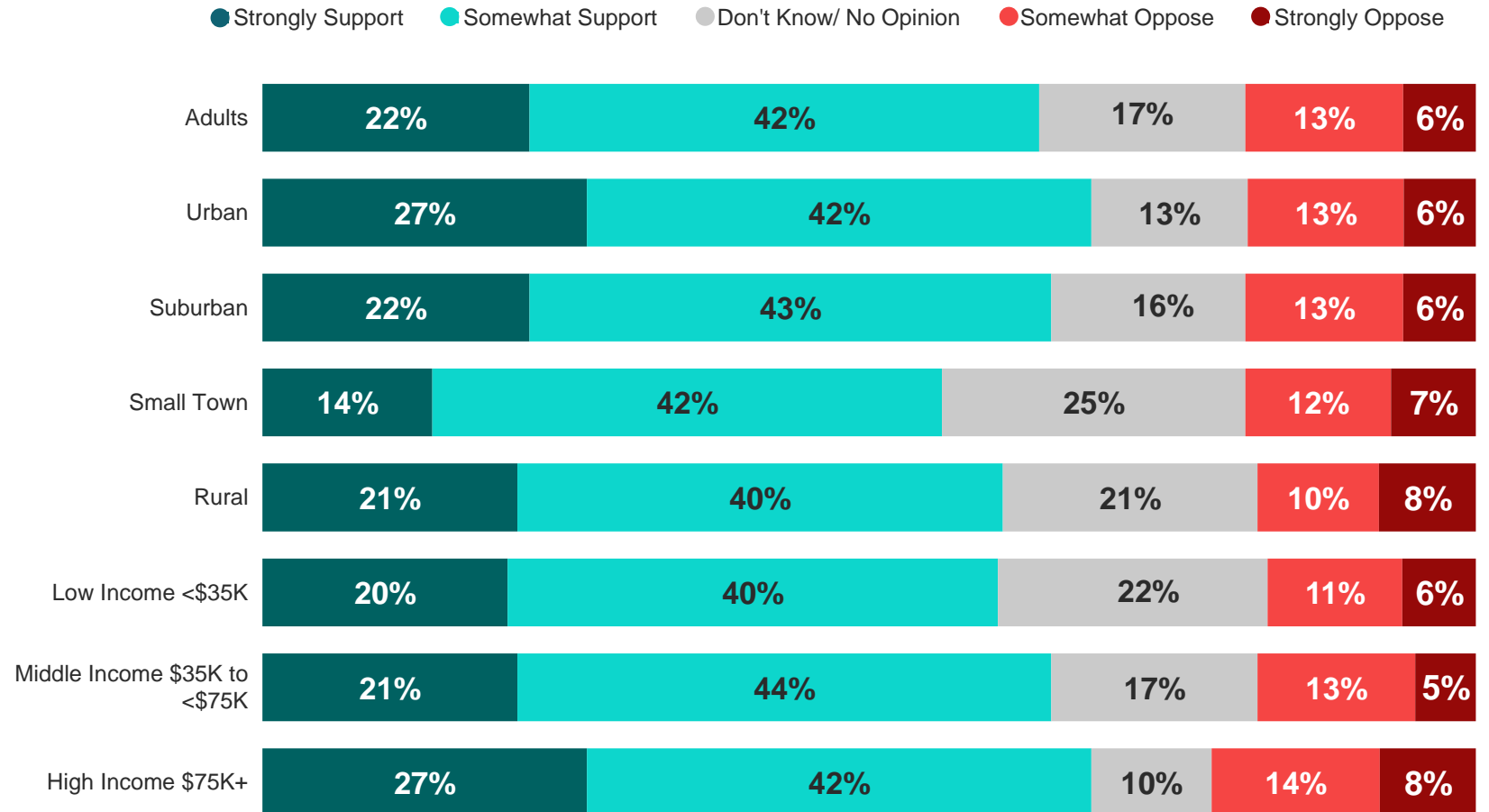
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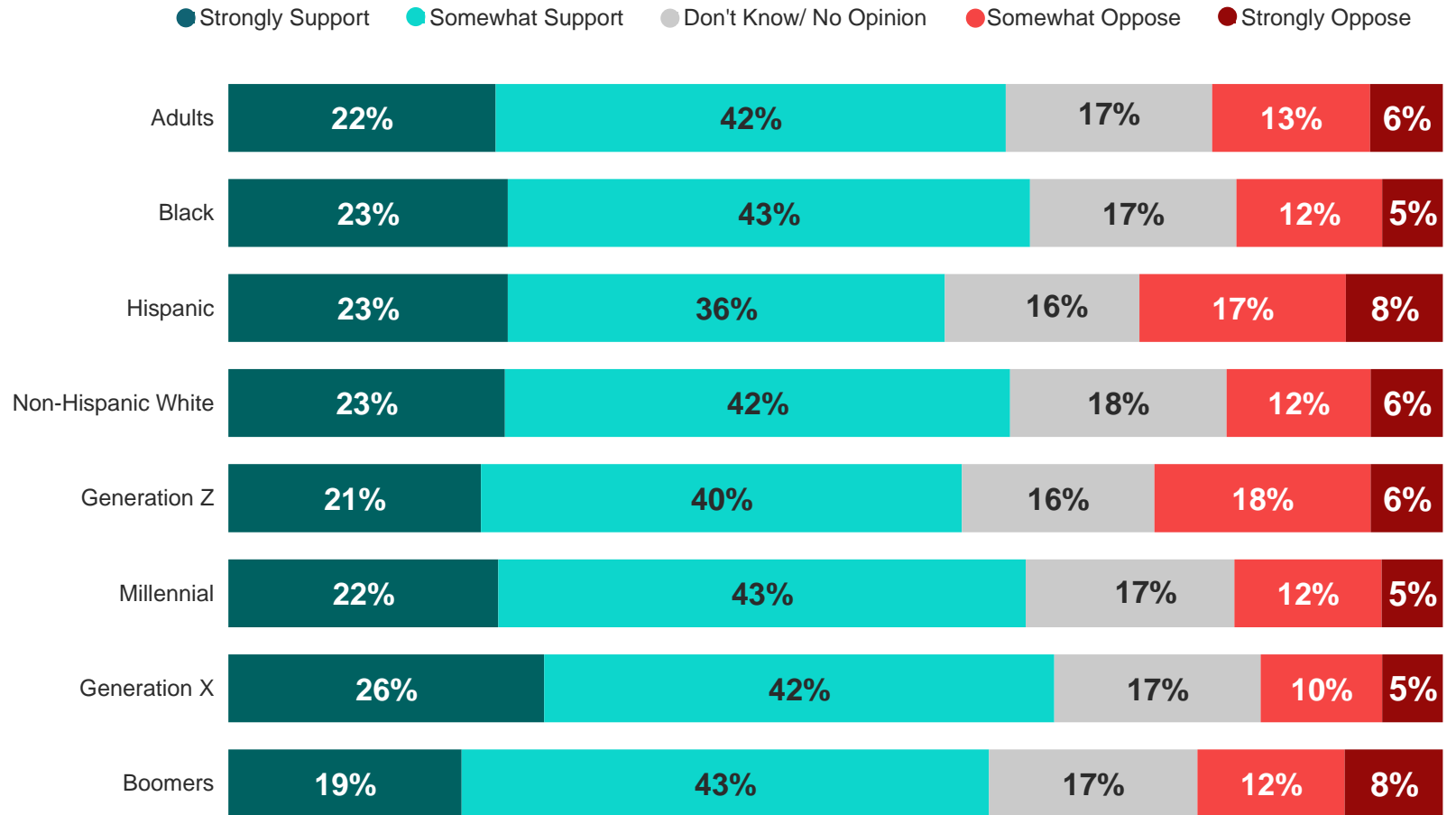
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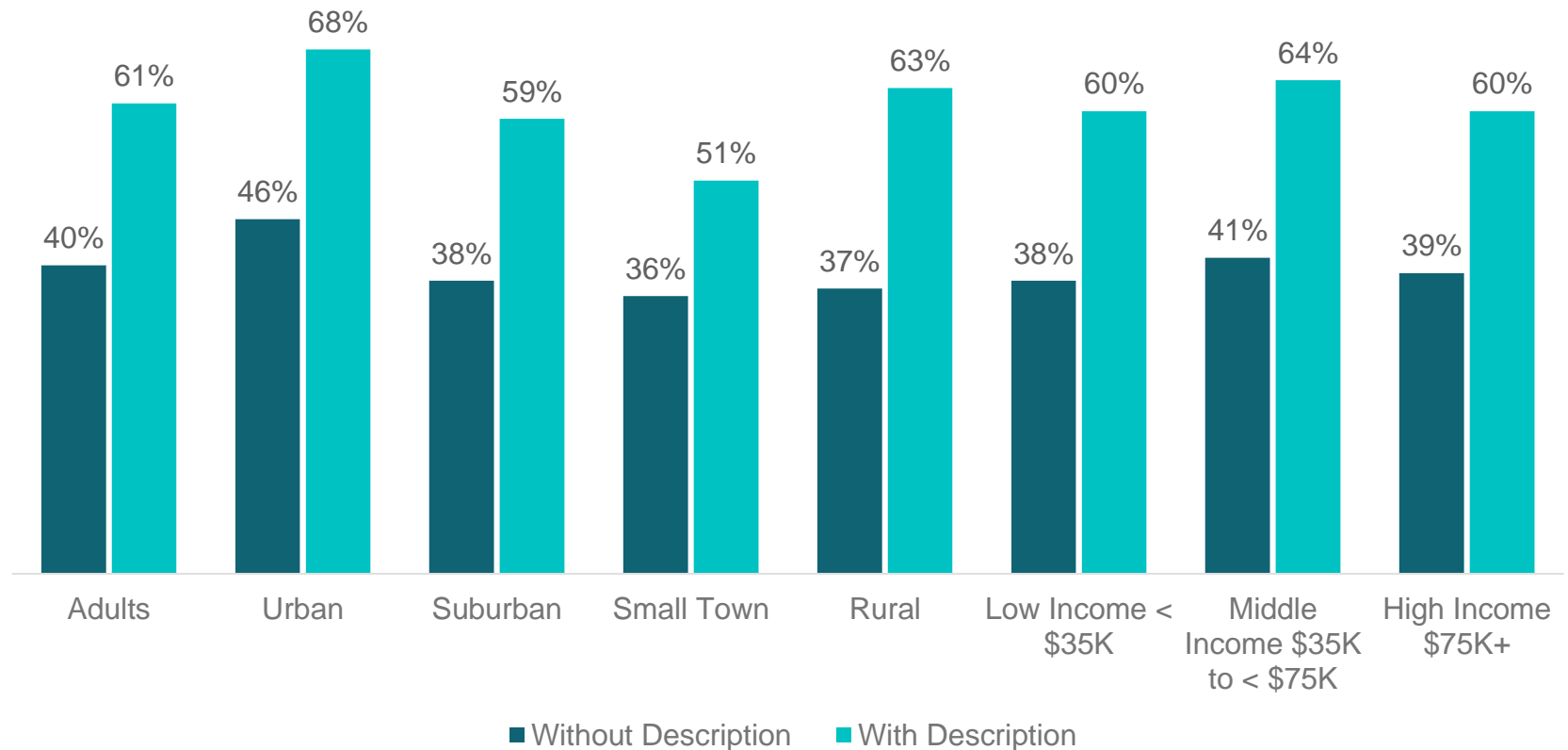


School Voucher Favorability

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?

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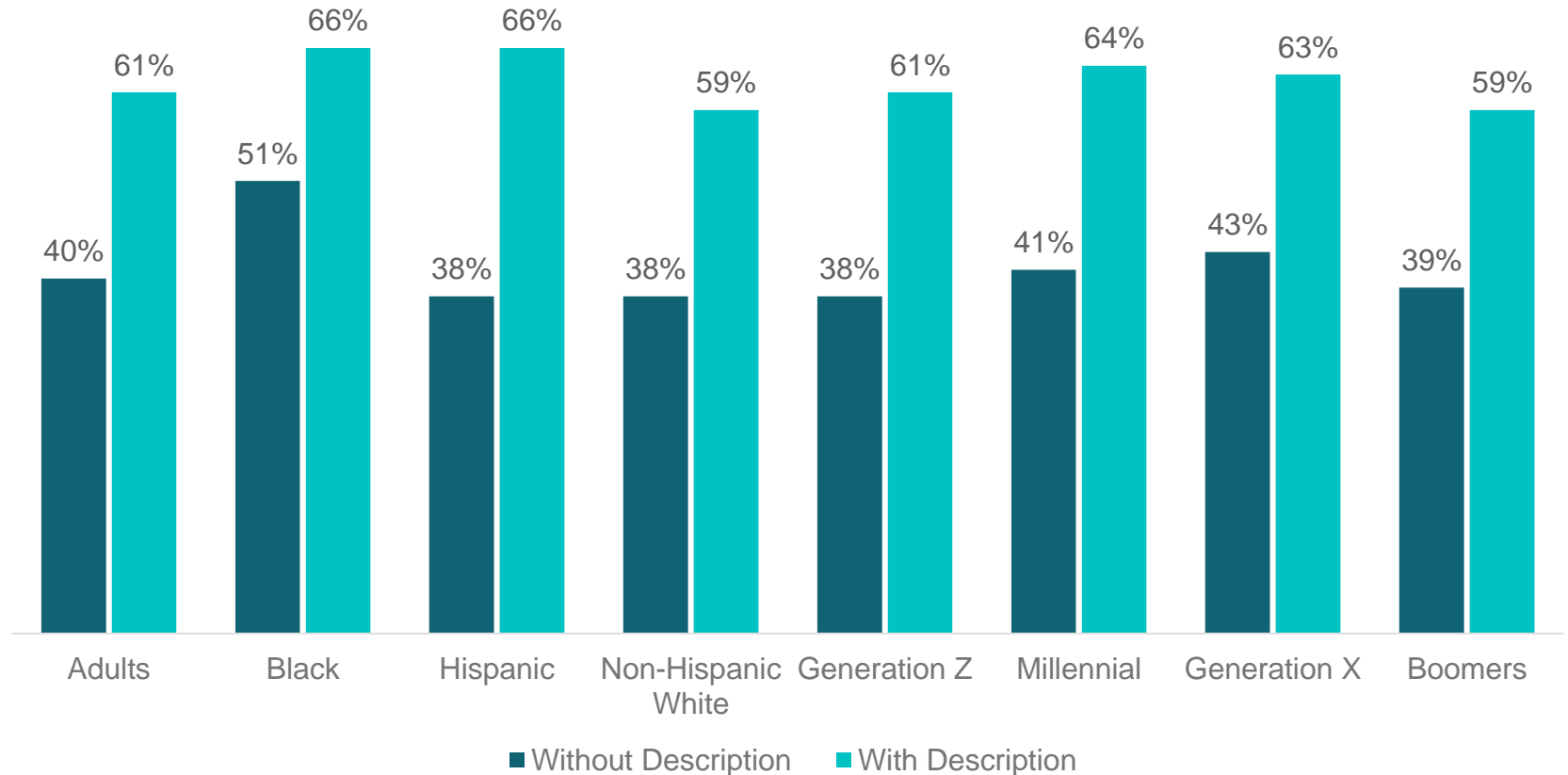


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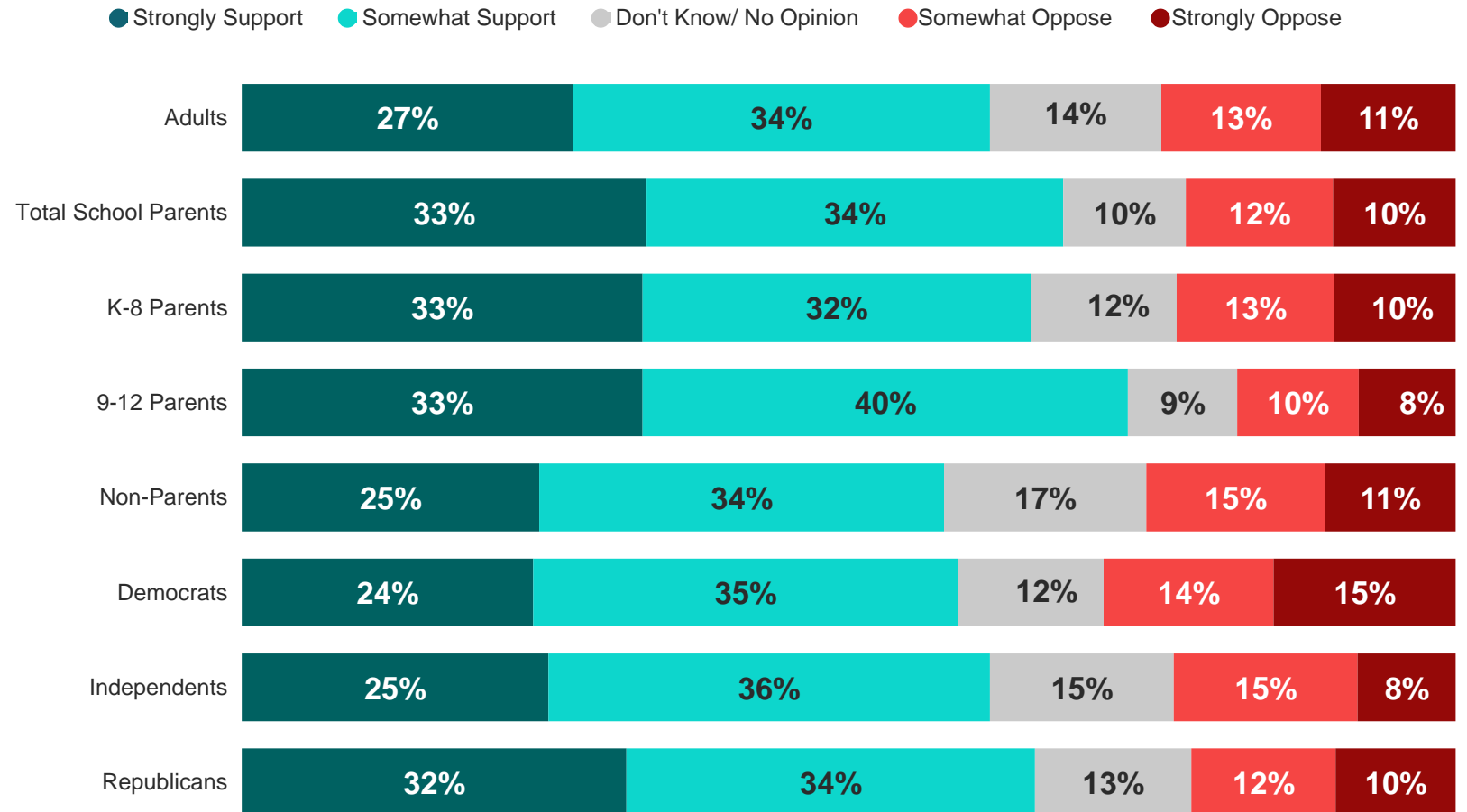
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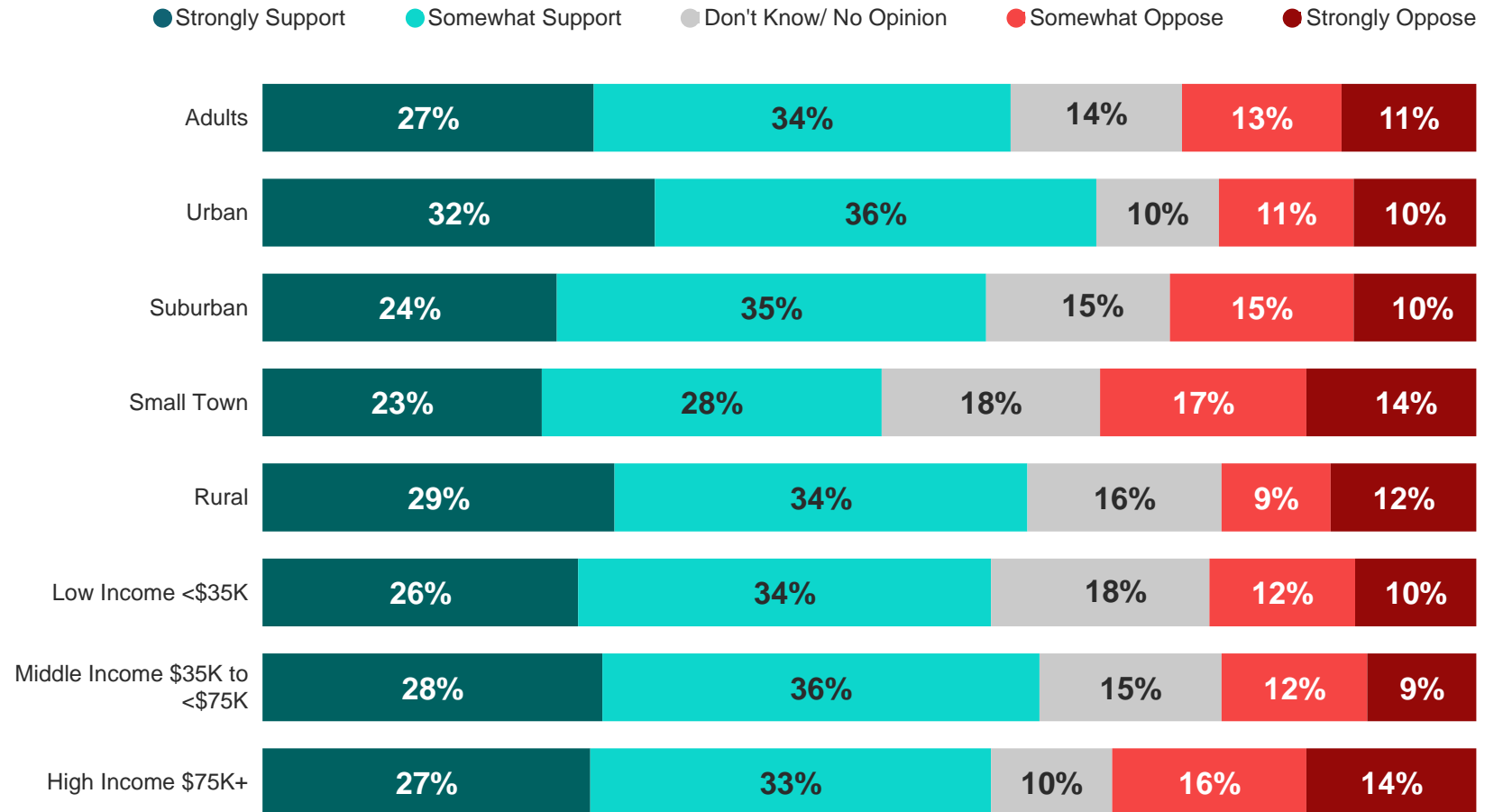
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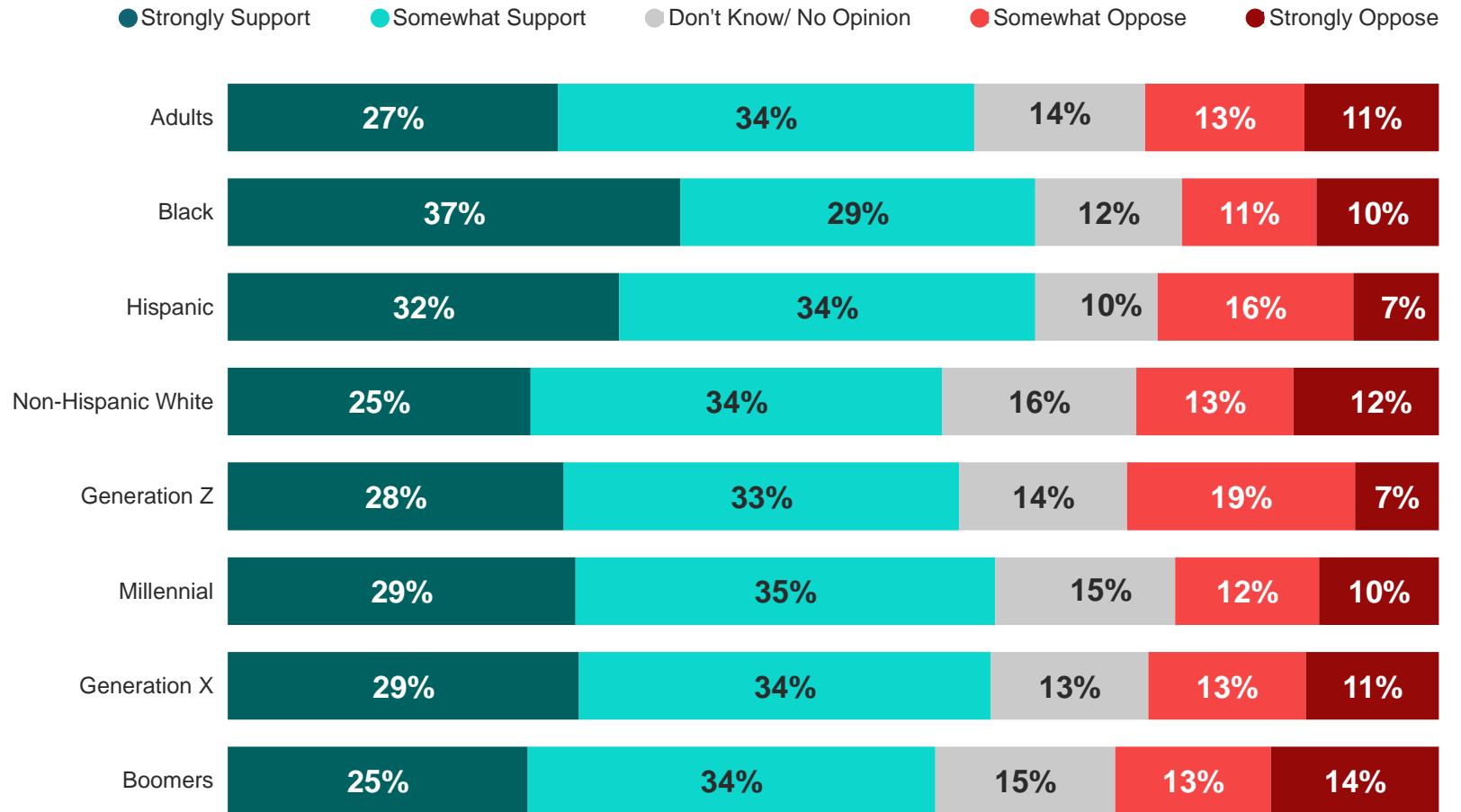
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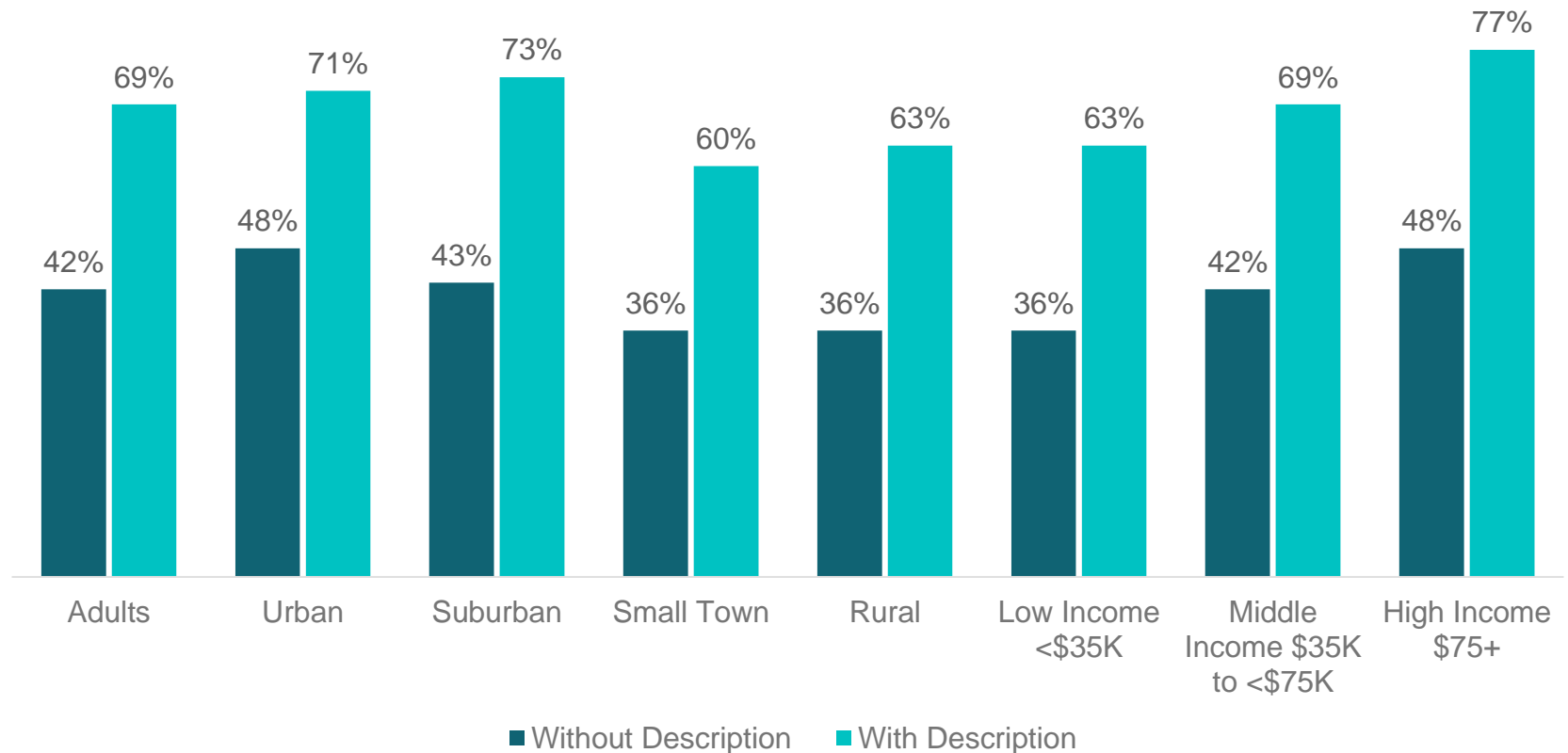


Education Savings Accounts Favorability

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)

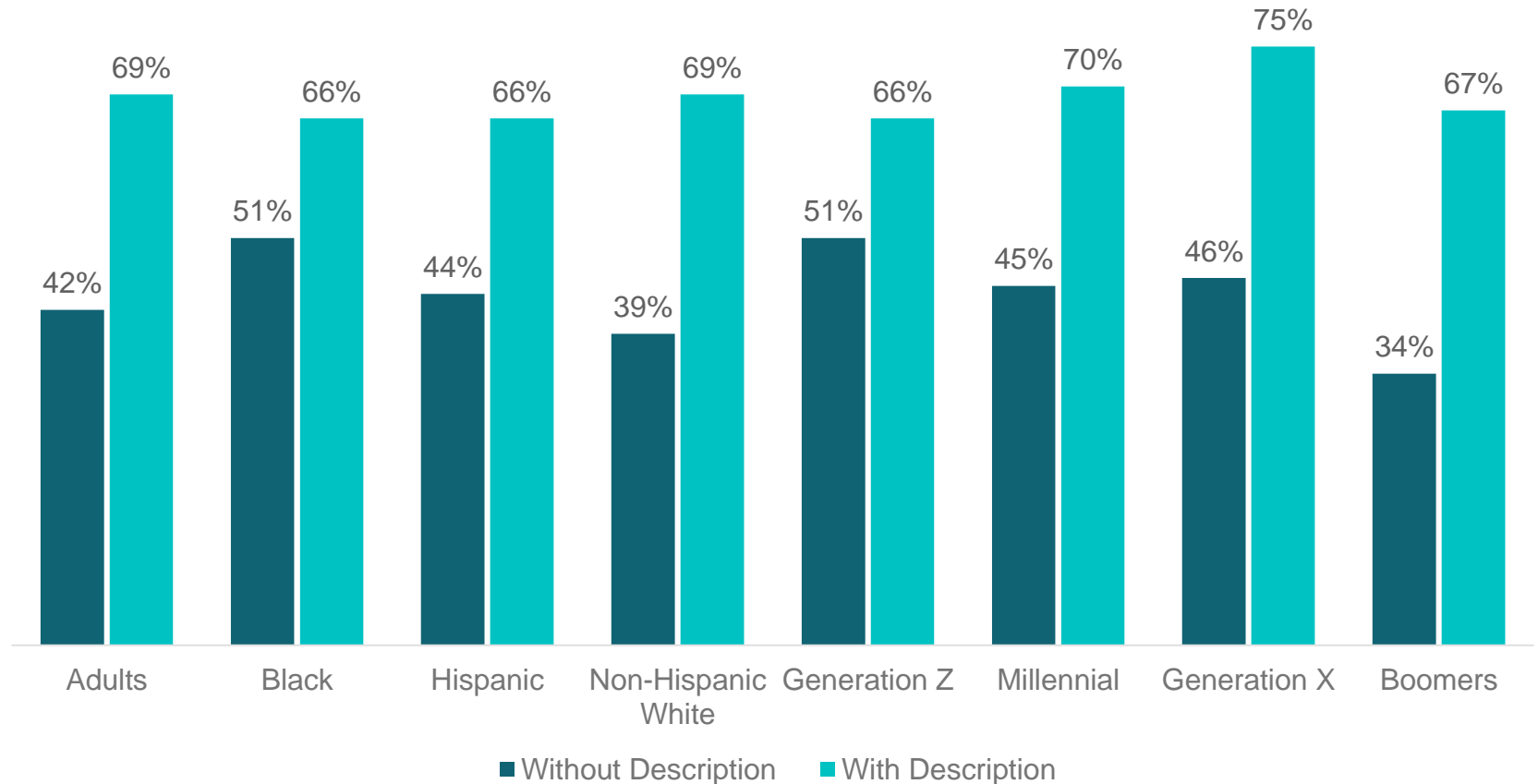


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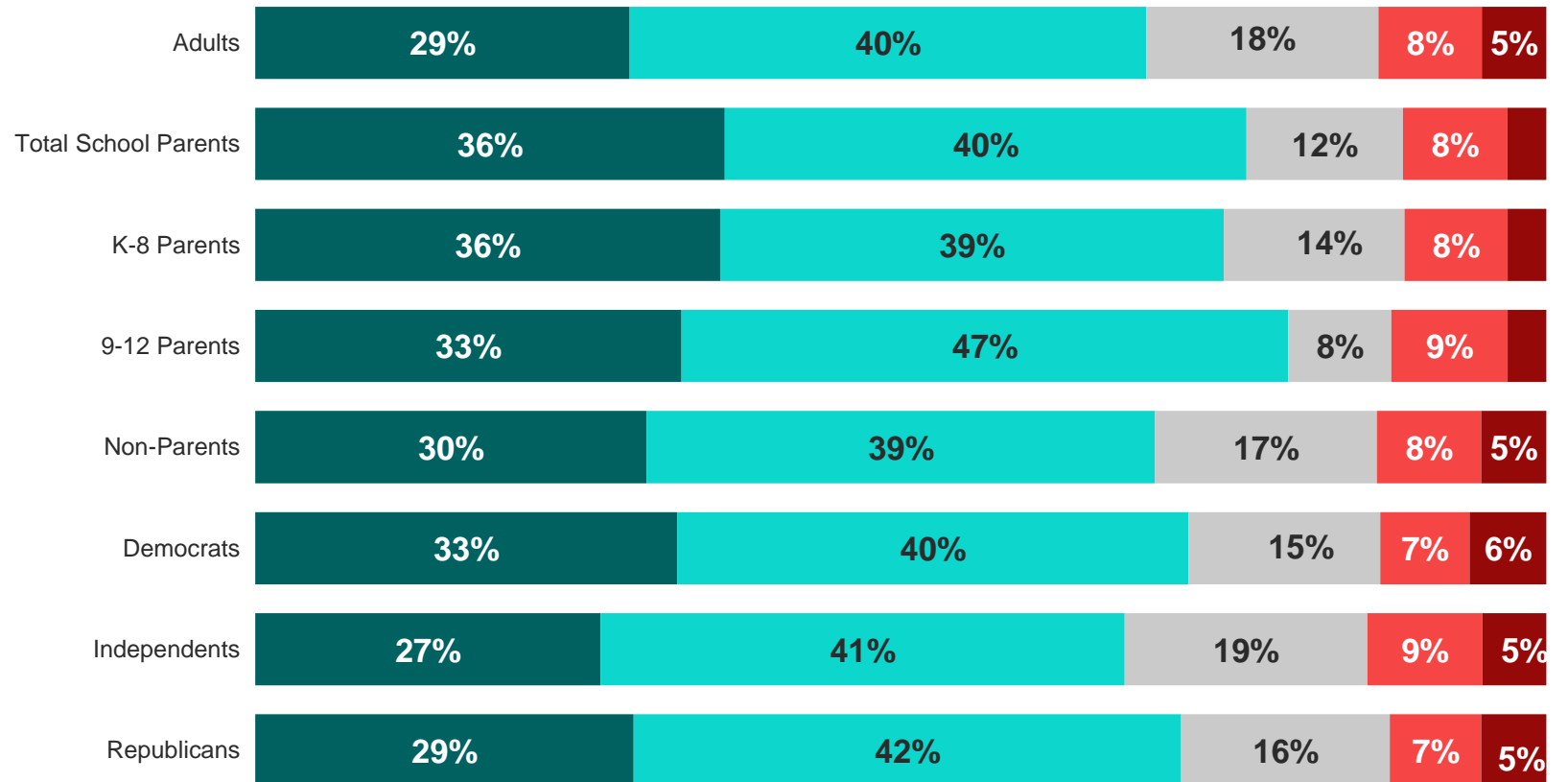
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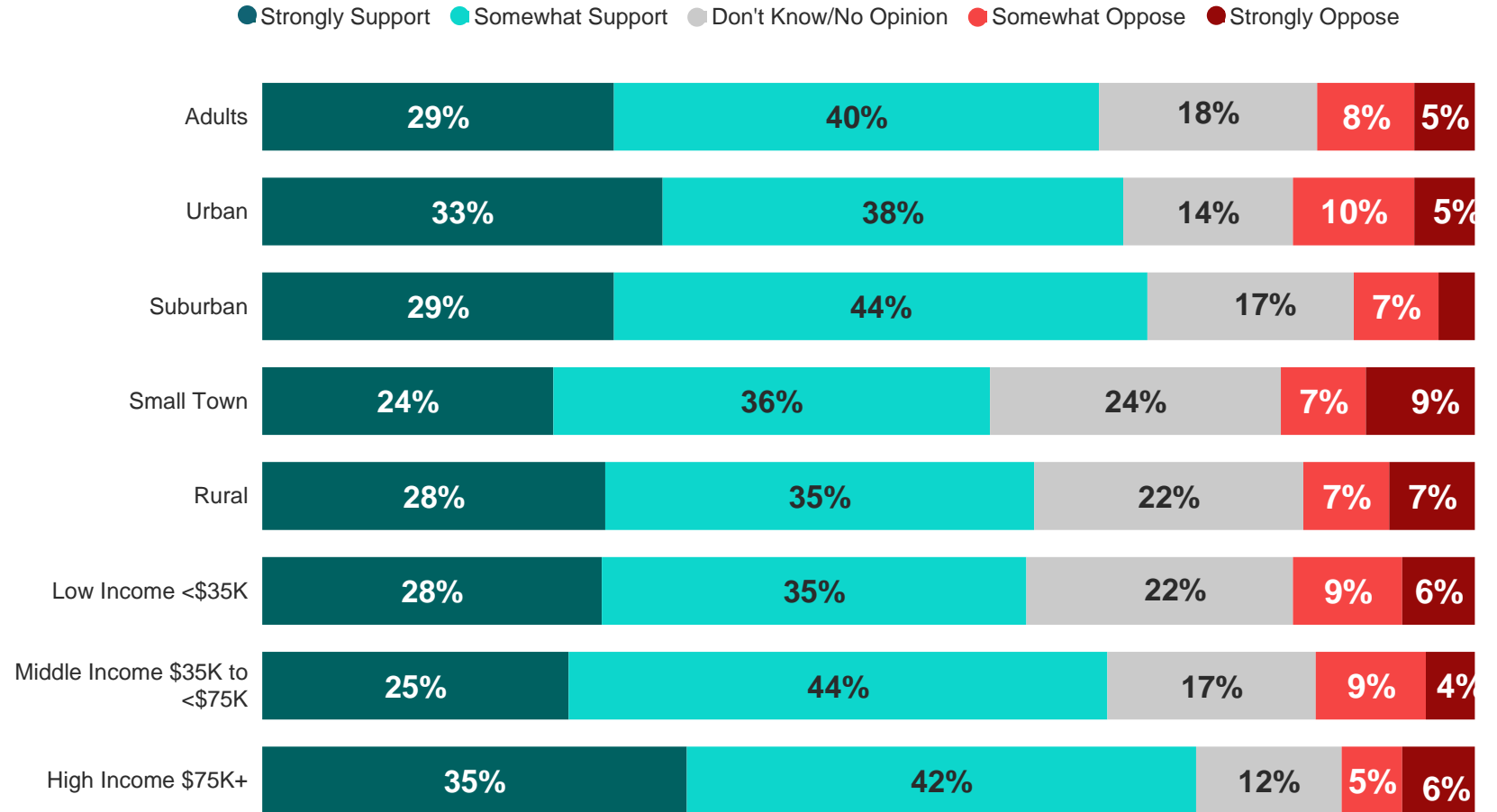
Education Savings Accounts Favorability – With Description

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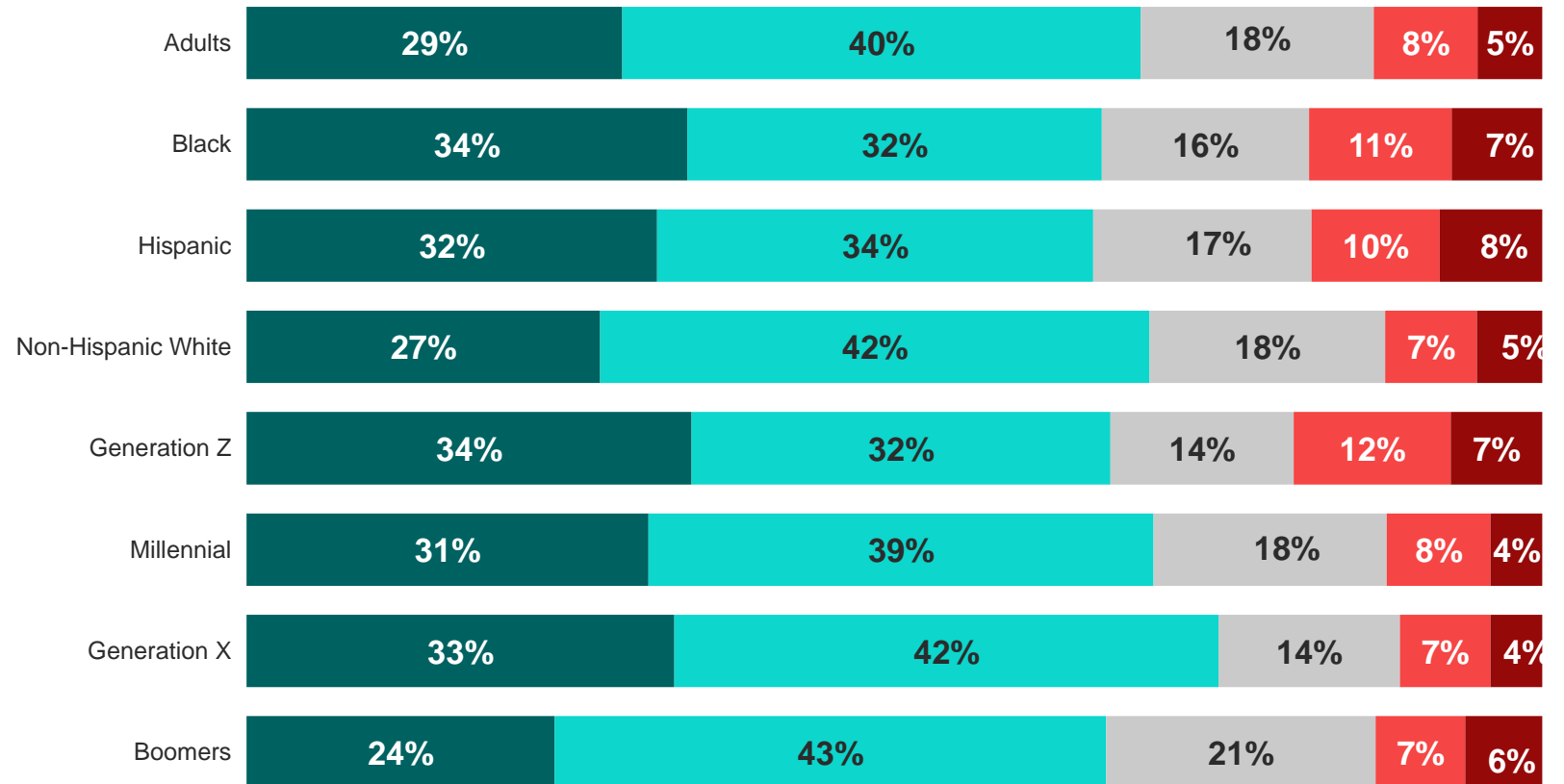
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