



 MORNING CONSULT

EdChoice

GEN POP NATIONAL
POLLING PRESENTATION

July 2020

Key Points

- 1 Recent news coverage of schools reopening means many parents are looking for guidance; we found they are likely to agree with statements from public officials on the subject regardless of the message.** Since Americans trust teachers most to make good decisions about education, back-to-school plans should be approved and communicated by teachers to increase buy-in from parents. This is especially important given the lower trust in state and federal agencies.
- 2 This month two-thirds of parents expect that their children will be able to return to school in the fall but fewer are comfortable with them going back to school.** Parents have grown more concerned that their child will contract the virus at school since last month but are still concerned about children missing instruction time.
- 3 School parents would like to have education options when school starts back up in the fall.** Currently, most parents favor online learning or hybrid options over completely in person approaches. However, parents prefer public and private schooling types to homeschooling when asked which they would choose to provide the best education for their child, indicating that the preference for homeschooling will fade after the pandemic.
- 4 Americans support additional school funding whether or not classes are in person, or as long as in person approaches follow CDC guidelines.** However, under normal circumstances Americans are more likely to think the current funding amount is appropriate.
- 5 Americans are more likely to support school choice policies once given information, especially Democrats and Independents.** Even though, school preferences continue to lean towards private and public-school options, however Hispanics are more likely to prefer charter schools especially when transportation and cost factors are removed compared to other groups.

Methodology (also see slides 52 - 53)

This poll was conducted from July 17- 21, 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.

Contents



COVID-19 and Schooling



Opinions about K-12 Education



**Awareness and Favorability of
School Choice Policies**



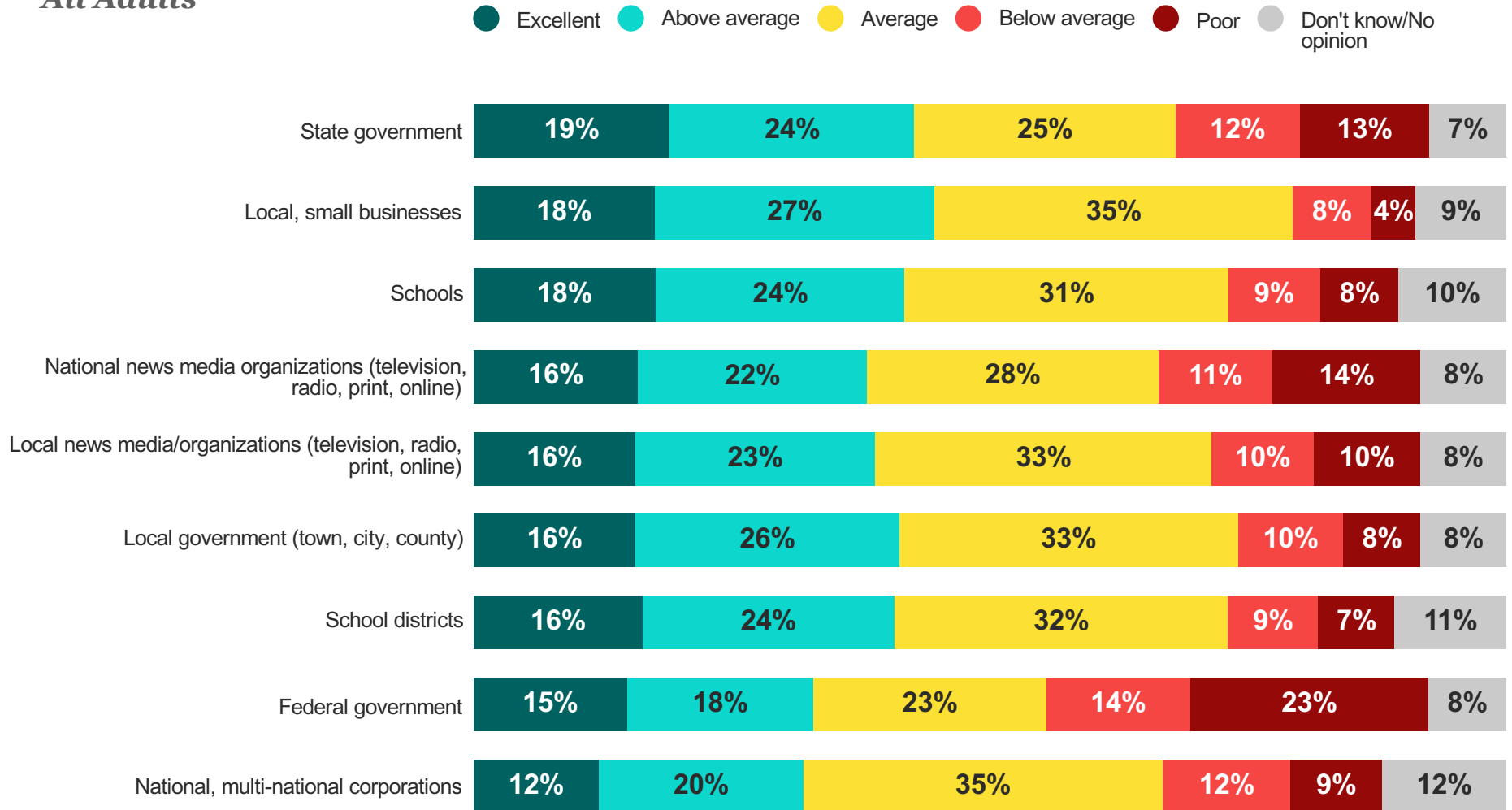
**Survey Profile, Demographics,
and Appendix**

COVID-19 Response Rating

Adults moderately approve of institutions' responses to the coronavirus outbreak, and view the federal government as having the worst response.

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

All Adults

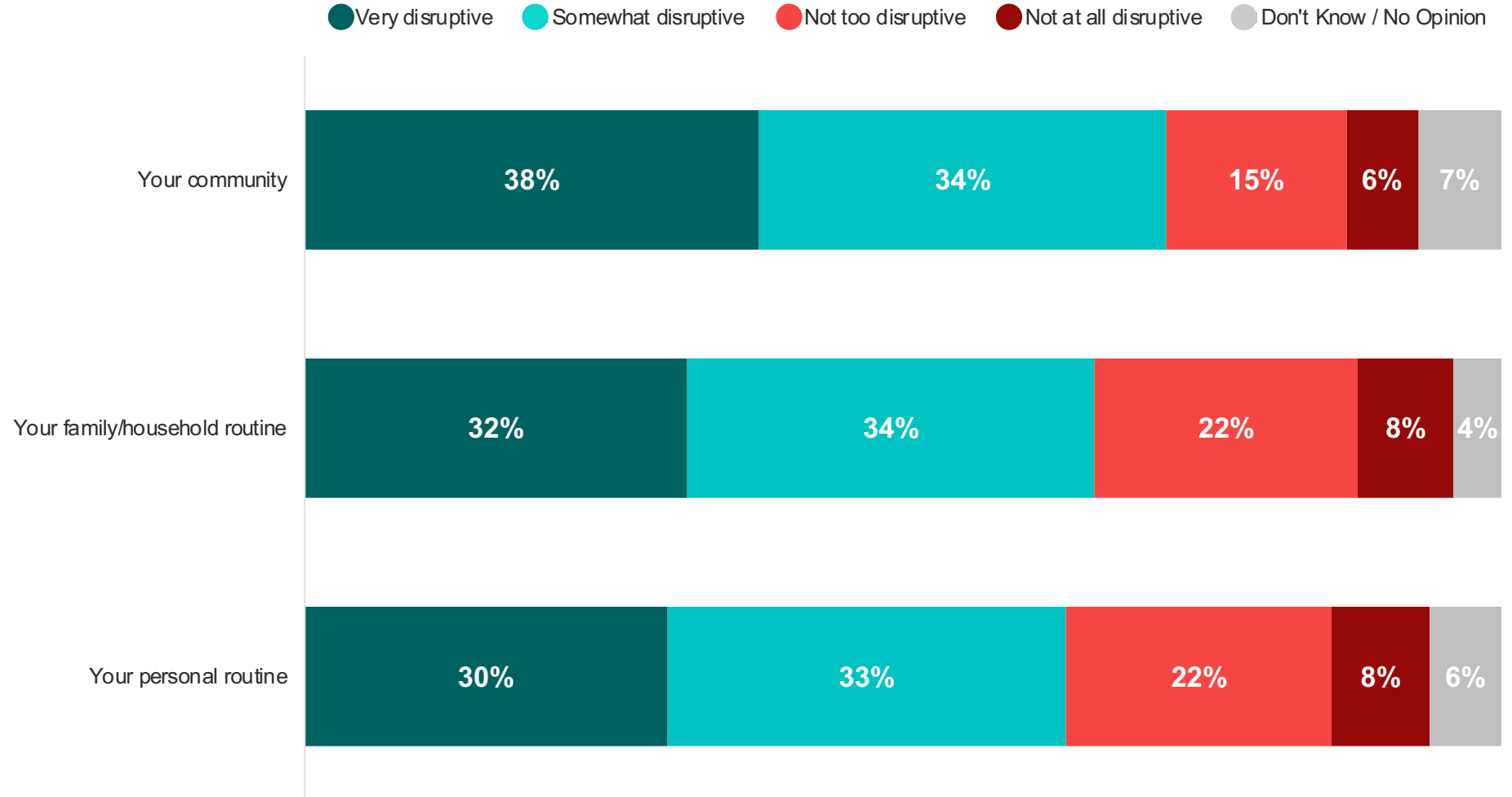


COVID-19 Disruption

The coronavirus outbreak remains disruptive to a majority of Americans and is especially disruptive to communities.

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

All Adults



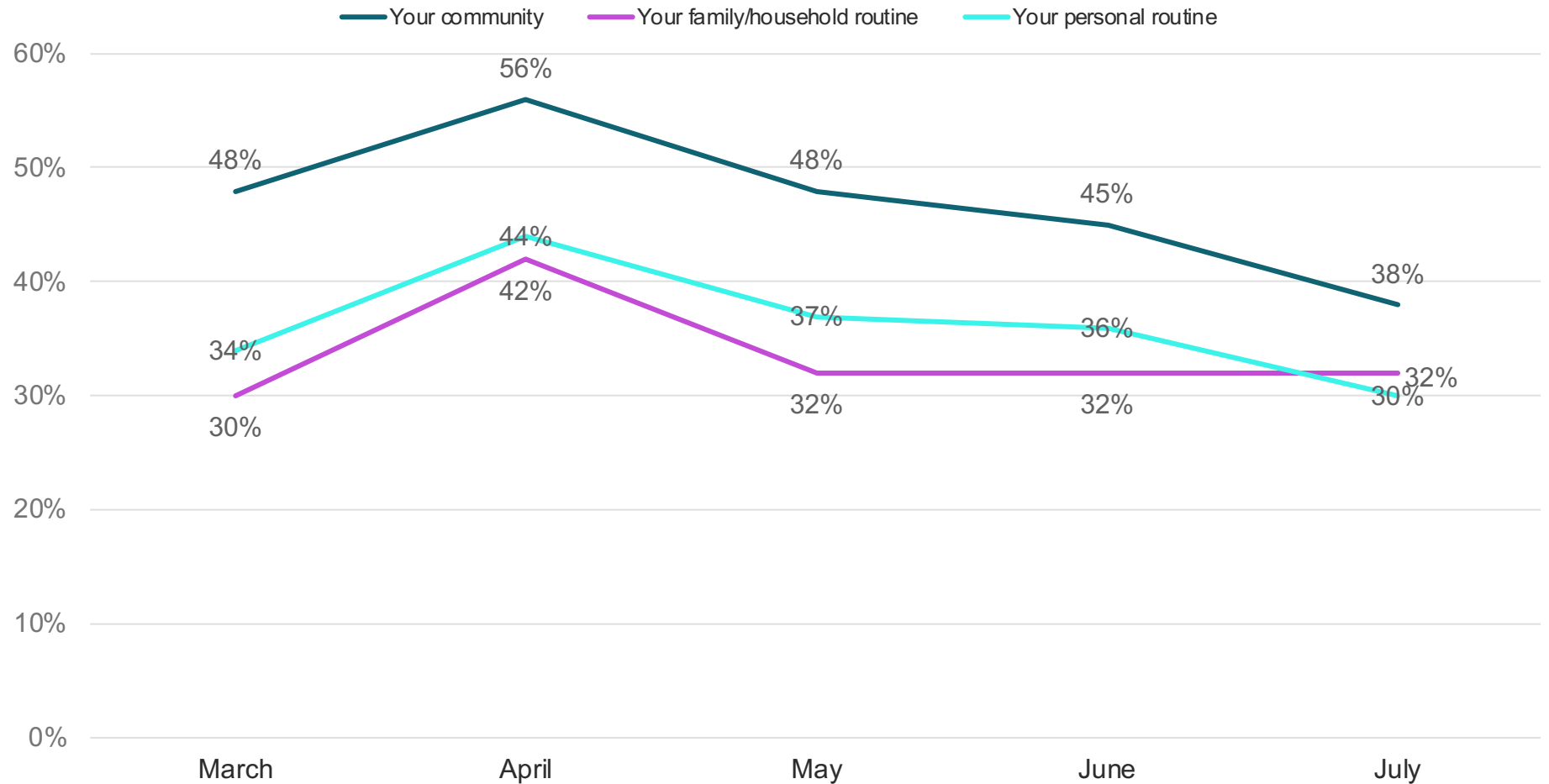
COVID-19 Disruption

Disruption to communities and personal routines has declined steadily since a peak in April.

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

All Adults

% Very Disruptive

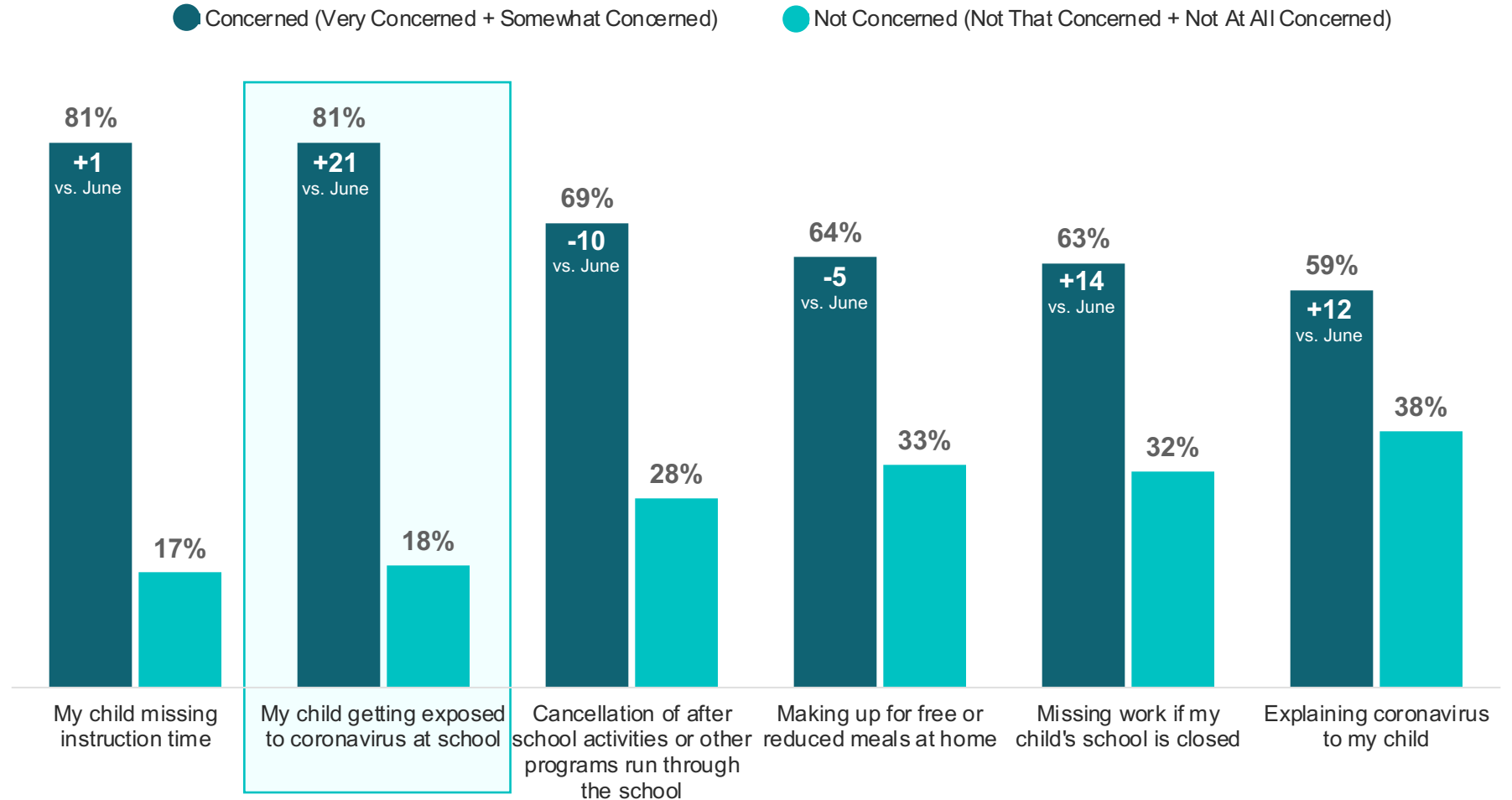


COVID-19 Concerns

Likely due to the recent news coverage around going back to school, parents' concerns have shifted towards their children getting exposed to the coronavirus at school this month.

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

School Parents



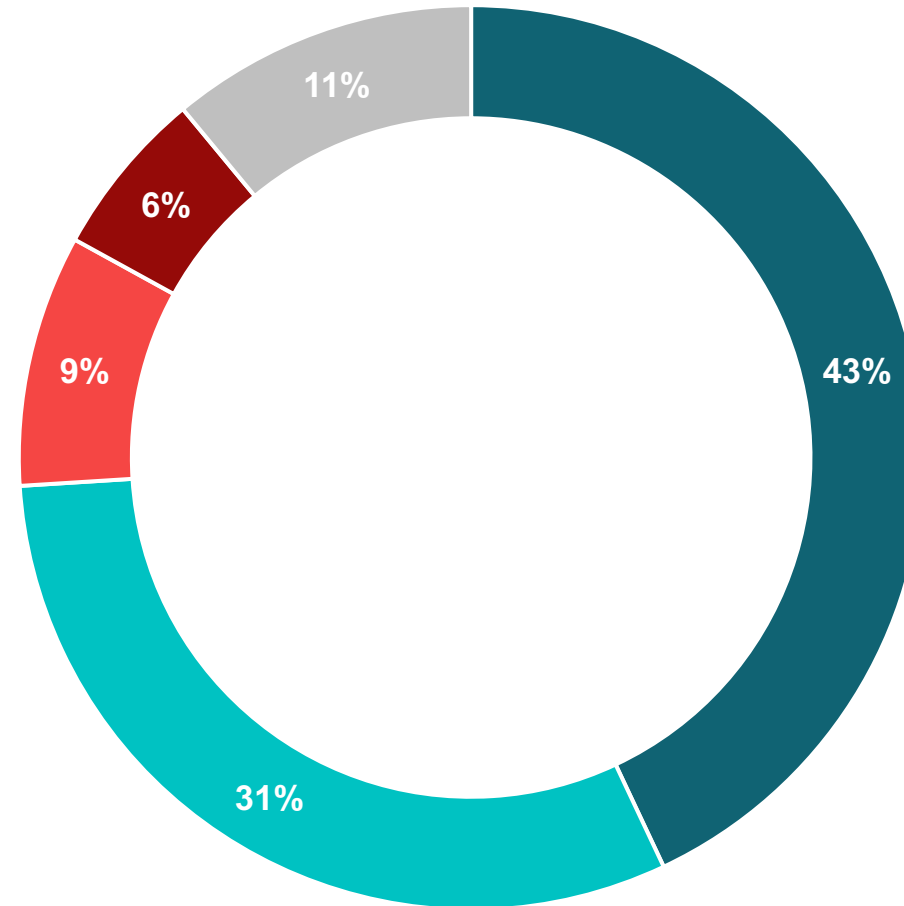
COVID-19 Impact on Homeschooling

3 out of 4 school parents are more favorable of homeschooling as a result of the coronavirus outbreak.

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



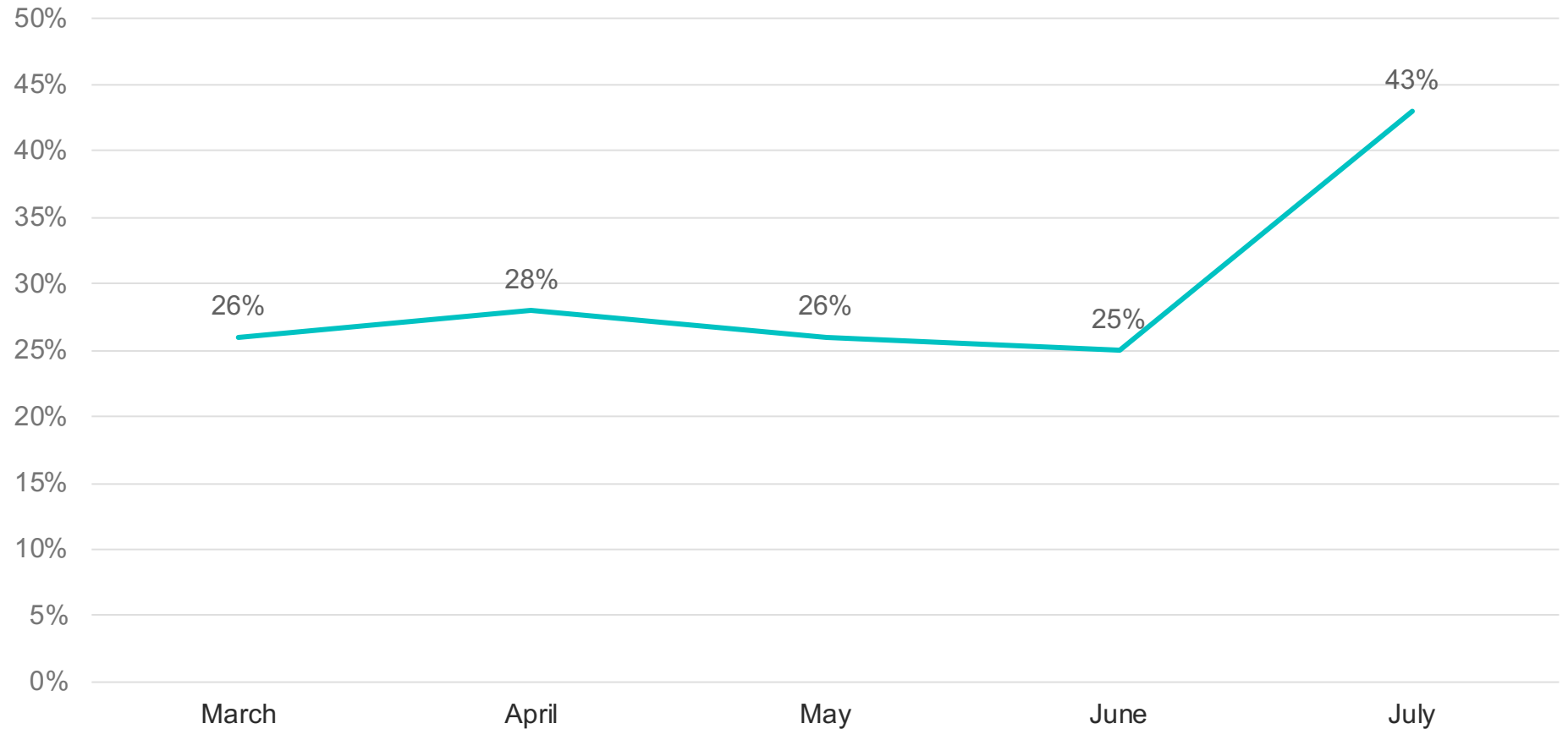
COVID-19 Impact on Homeschooling

As back to school approaches, favorability of homeschooling due to the pandemic has increased dramatically among school parents.

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

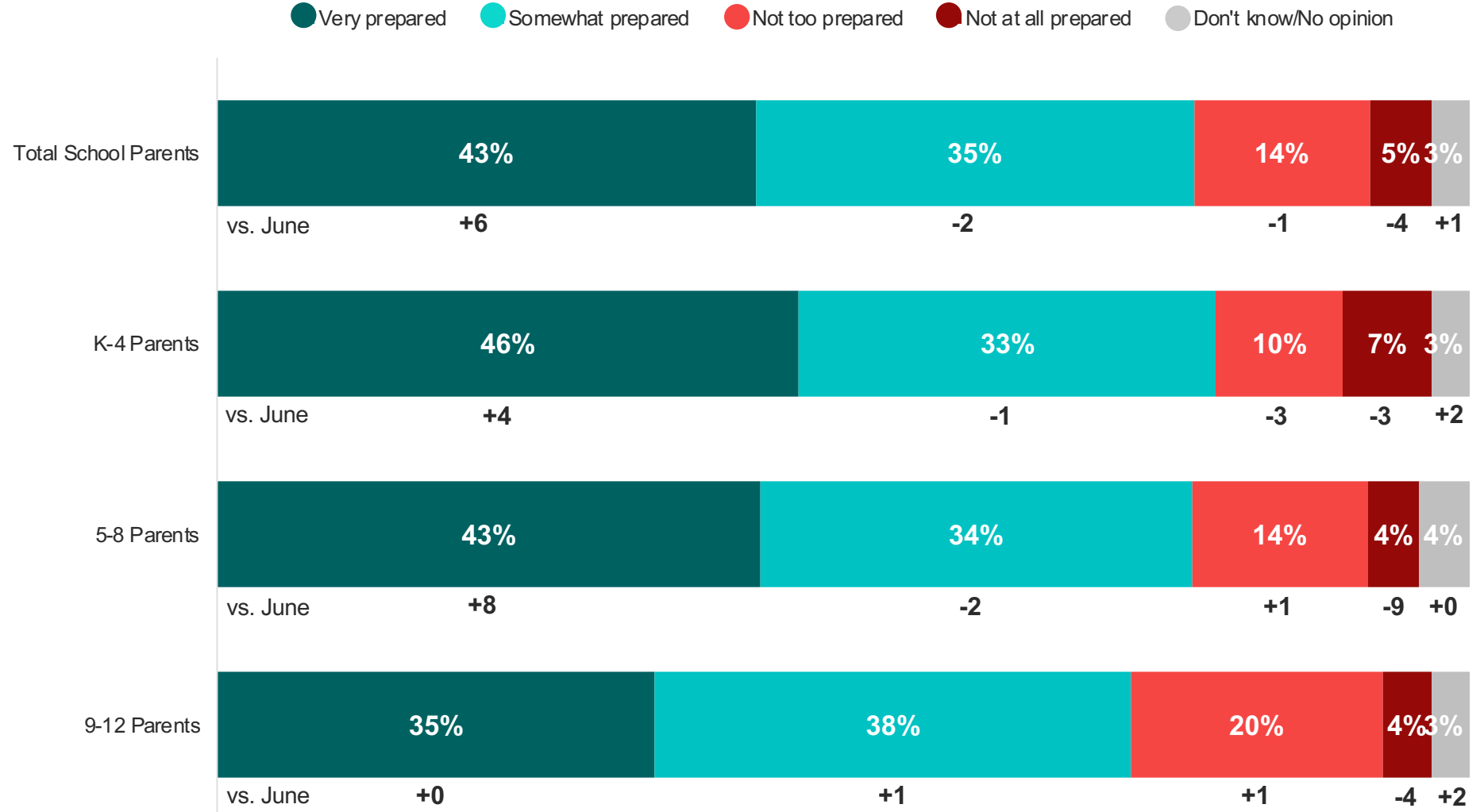
School Parents

% Much More Favorable



Most parents feel prepared to move to e-learning and there has been a slight increase in parents that feel very prepared.

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



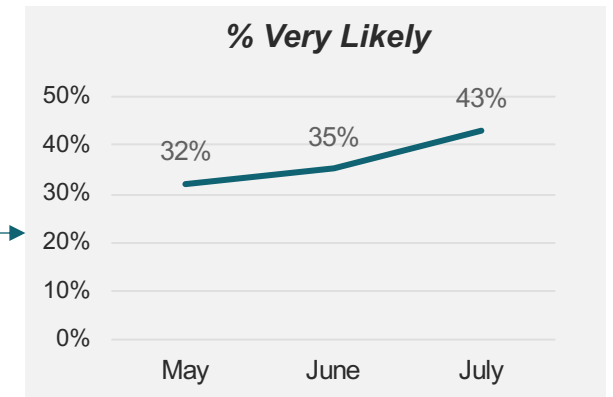
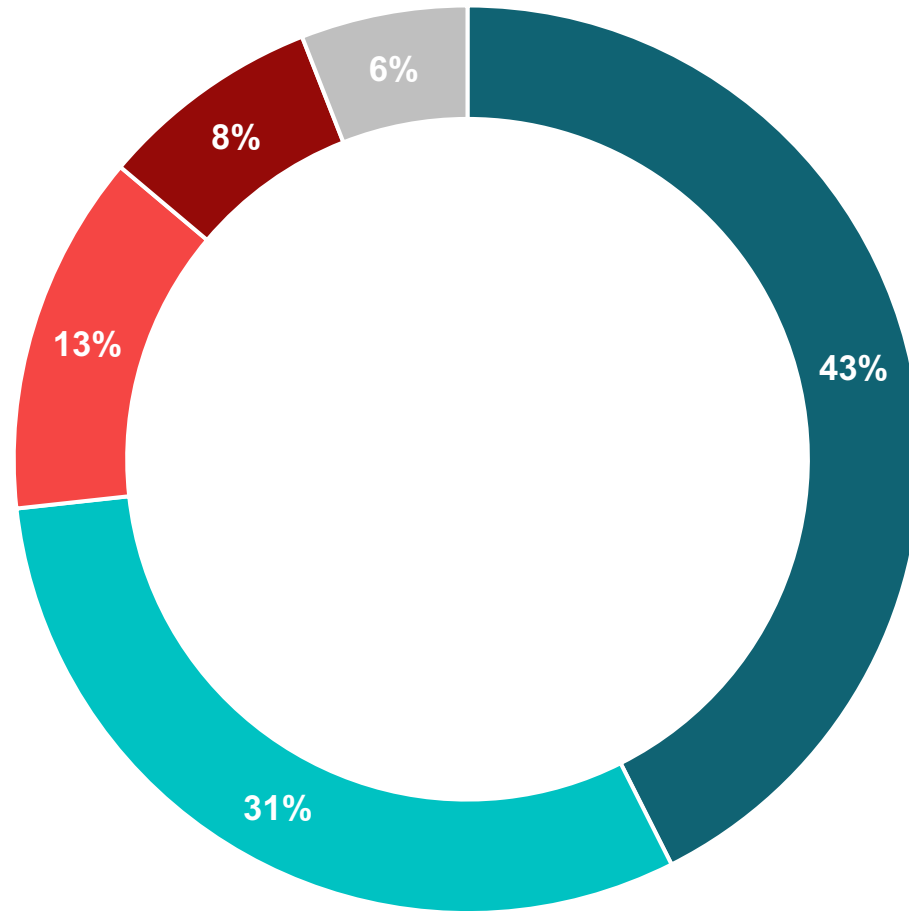
e-Learning Preparedness

If given the option most parents remain likely to choose e-learning programs over their children physically going back to school. Likelihood has steadily increased among parents since May.

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



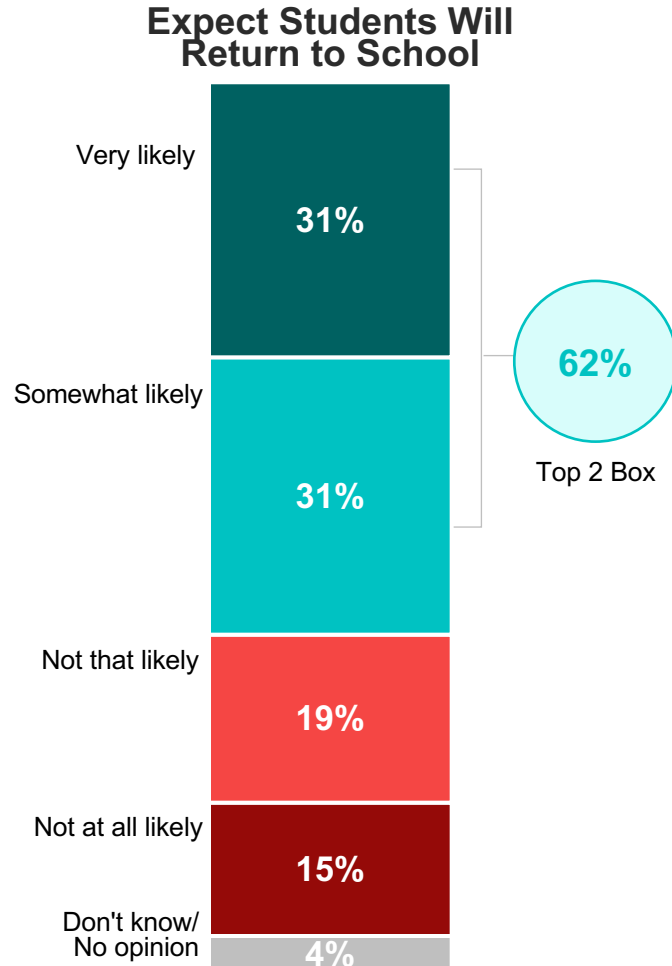
Likelihood of e-Learning Enrollment

Returning to School in August/September

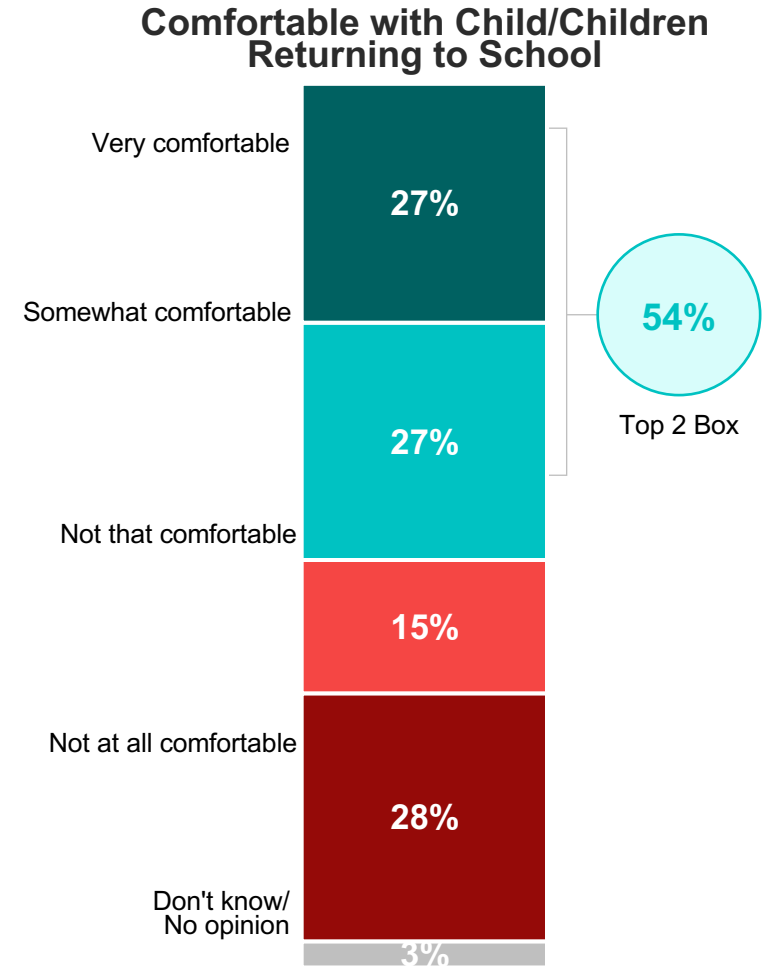
Almost two-thirds of parents expect their children to return to school in the fall but just over half are comfortable with their children returning.

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?

School Parents



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?

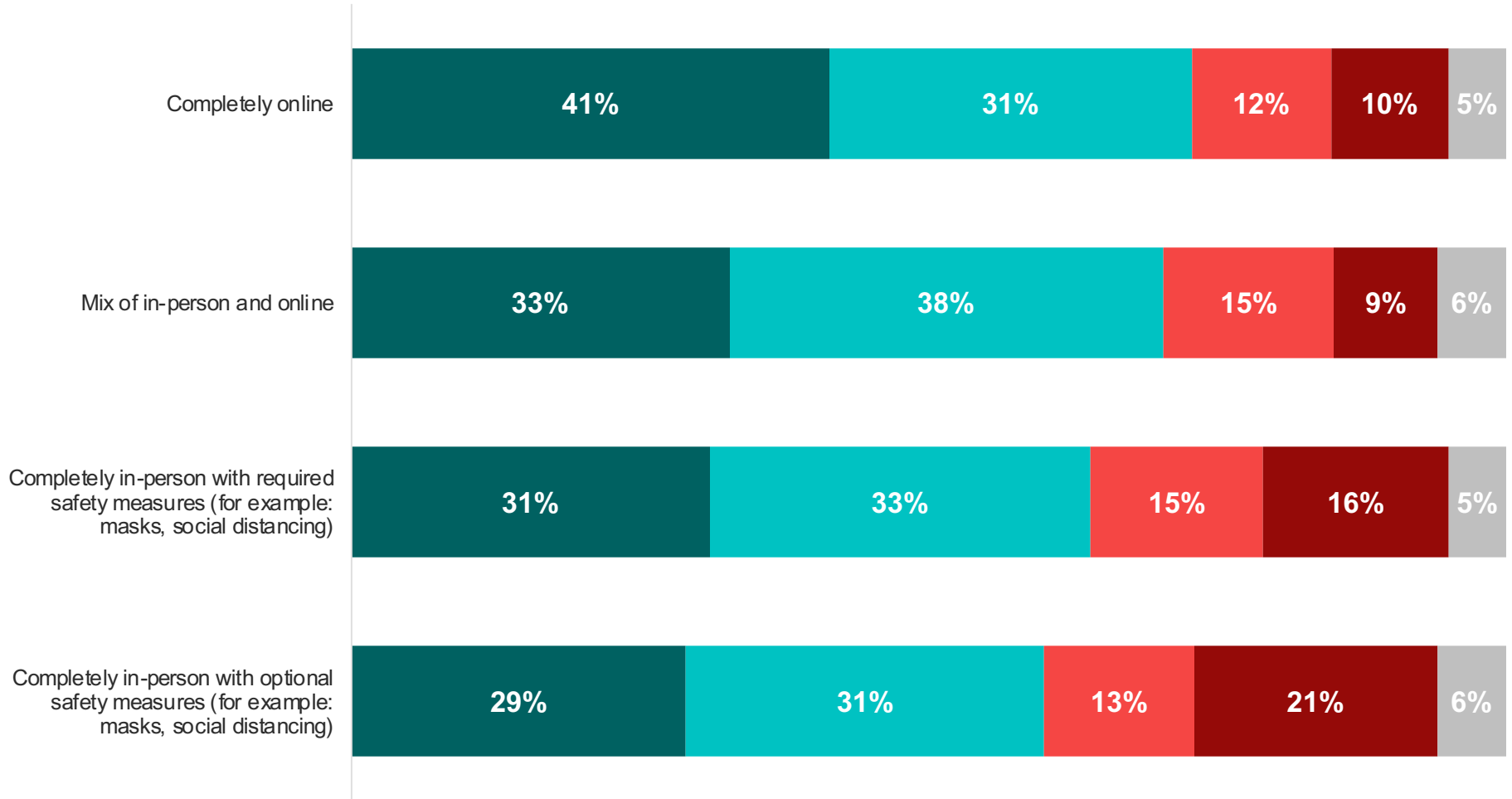


Online, In-person, or Hybrid Schooling Support

Parents are most supportive of completely online or hybrid (mix of online and in-person) education approaches for students in the fall.

Do you support or oppose the following school approaches to educating K-12 students in the fall?

School Parents ● Strongly support ● Somewhat support ● Somewhat oppose ● Strongly oppose ● Don't know / No opinion

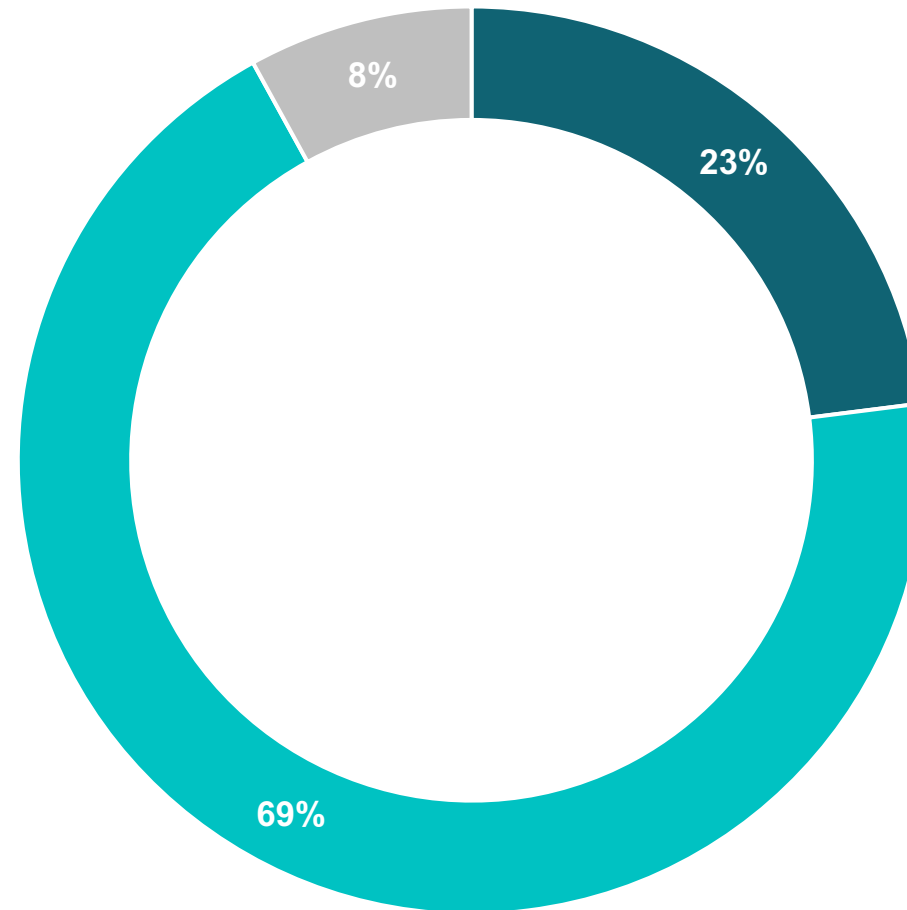


Overwhelmingly, parents think schools should offer multiple learning options this fall.

And, do you think schools should offer only one approach to educating K-12 students in the fall or provide multiple learning options?

School Parents

● Offer one approach ● Provide multiple learning options ● Don't know / No opinion

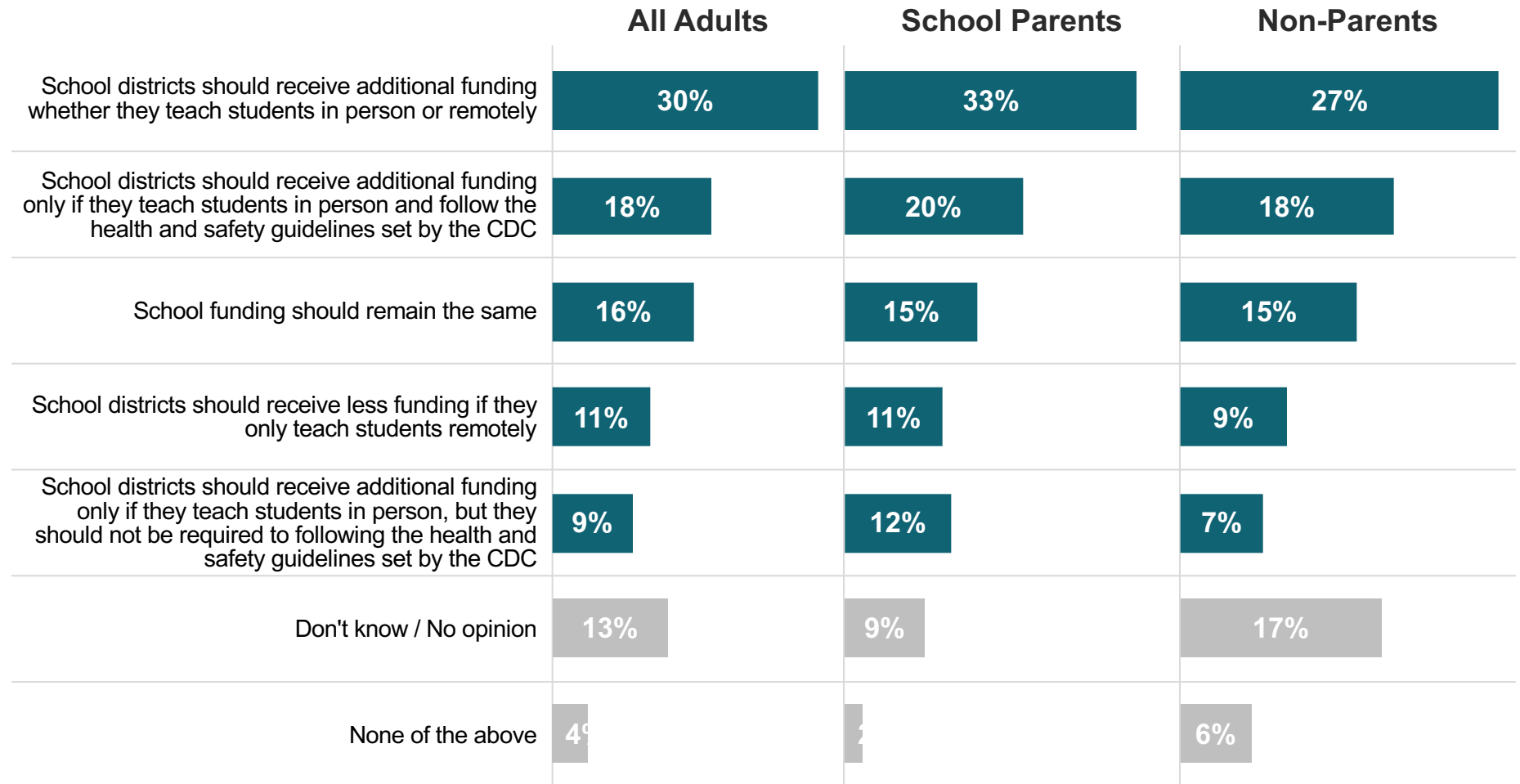


One or
Multiple
Learning
Option
Support

COVID-Related School Funding Support

Pluralities of Americans and parents support additional funding for schools regardless of how they are teaching students.

Which of the following statements regarding school funding in response to the pandemic do you most agree with, even if none are exactly right?

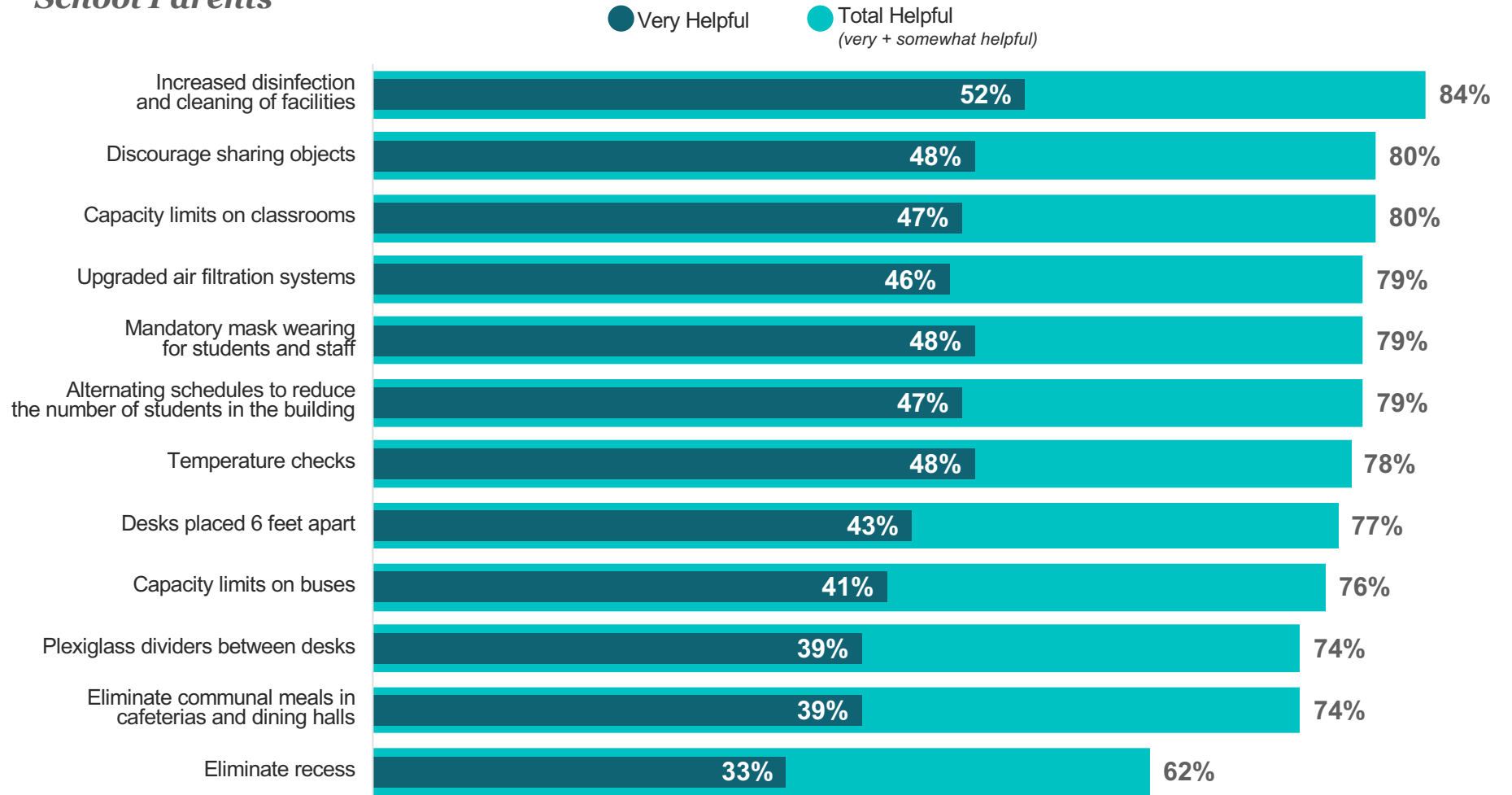


School Safety Measures

Most parents feel that all the proposed safety measures will be at least somewhat helpful. Increased disinfection and cleaning is seen as helpful by the largest number of parents.

How helpful do you think the following measures would be in allowing students to return to school safely?

School Parents



Statements Made by Public Officials

WE ASSESSED REACTIONS TO THE FOLLOWING QUOTES

Quotes were not attributed to these public officials or organizations

**School learning MUST be
in person**

“Now that we have witnessed it on a large-scale basis, and firsthand, Virtual Learning has proven to be TERRIBLE compared to In School, or On Campus, Learning. Not even close! Schools must be open in the Fall. If not open, why would the Federal Government give Funding? It won't!!!”
-President Donald Trump

**Expand access and
options for families**

“Schools are essential, teachers are essential, kids have got to get back in school and this administration is going to continue to fight to expand choices and opportunities so that families who do want to choose a different option have the power to do that.”
-Betsy Devos

**Decision making is
conditional on
circumstance**

“We should try, as the default, to get the kids to stay in school... If you're in the part of a country where the dynamics of the outbreak are really minimal, if at all, then there's no problem at all in getting back. If you're in a situation where you're in outbreak mode, then you leave it up to the local individuals.”
-Dr. Anthony Fauci

**Unable to go back to
'normal' schooling**

“There's no way that you're going to have full-time schools for all the kids and all the teachers the way we used to have it.”
-American Federation of Teachers

**Uncertainty and
prioritizing protecting
children**

“No one really knows what is going on with this virus. The information is evolving. And the best thing to do is to stay at home to protect our children.”
-National Parents Union

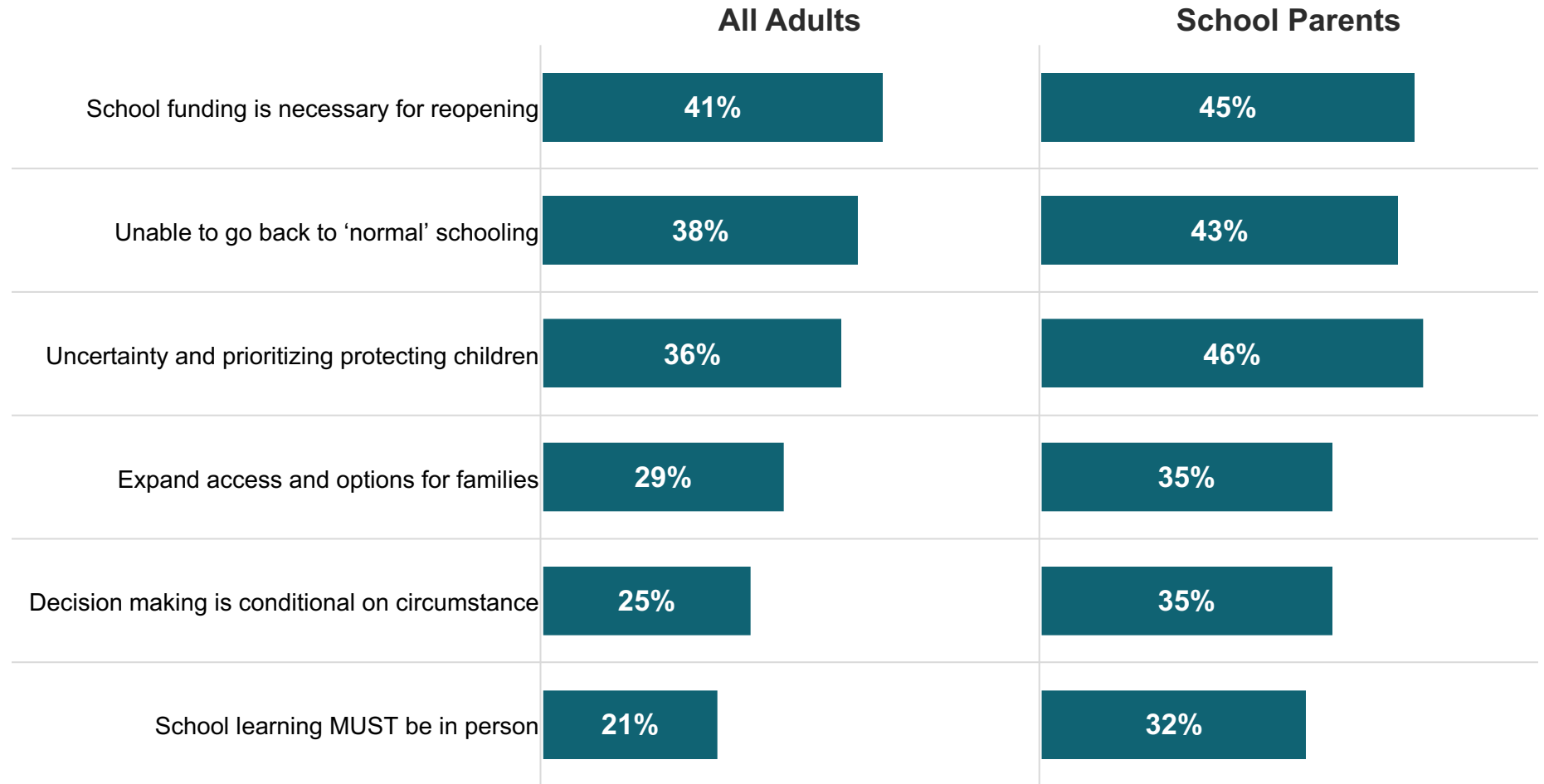
**School funding is
necessary for reopening**

“For schools to safely reopen with students in the classroom, Congress must provide sufficient funding to help schools adapt and make necessary changes and accommodations.”
-American Academy of Pediatrics

Over 40% of the general public and school parents strongly agree with the statement from the American Academy of Pediatrics that funding is necessary to implement changes for students to go back safely this fall.

Do you agree or disagree with the following statements made by public officials about schools reopening in the fall?

% Strongly Agree



**Agreement
with
Statements
Made by
Public
Officials**

Contents



COVID-19 and Schooling



Opinions about K-12 Education



**Awareness and Favorability of
School Choice Policies**



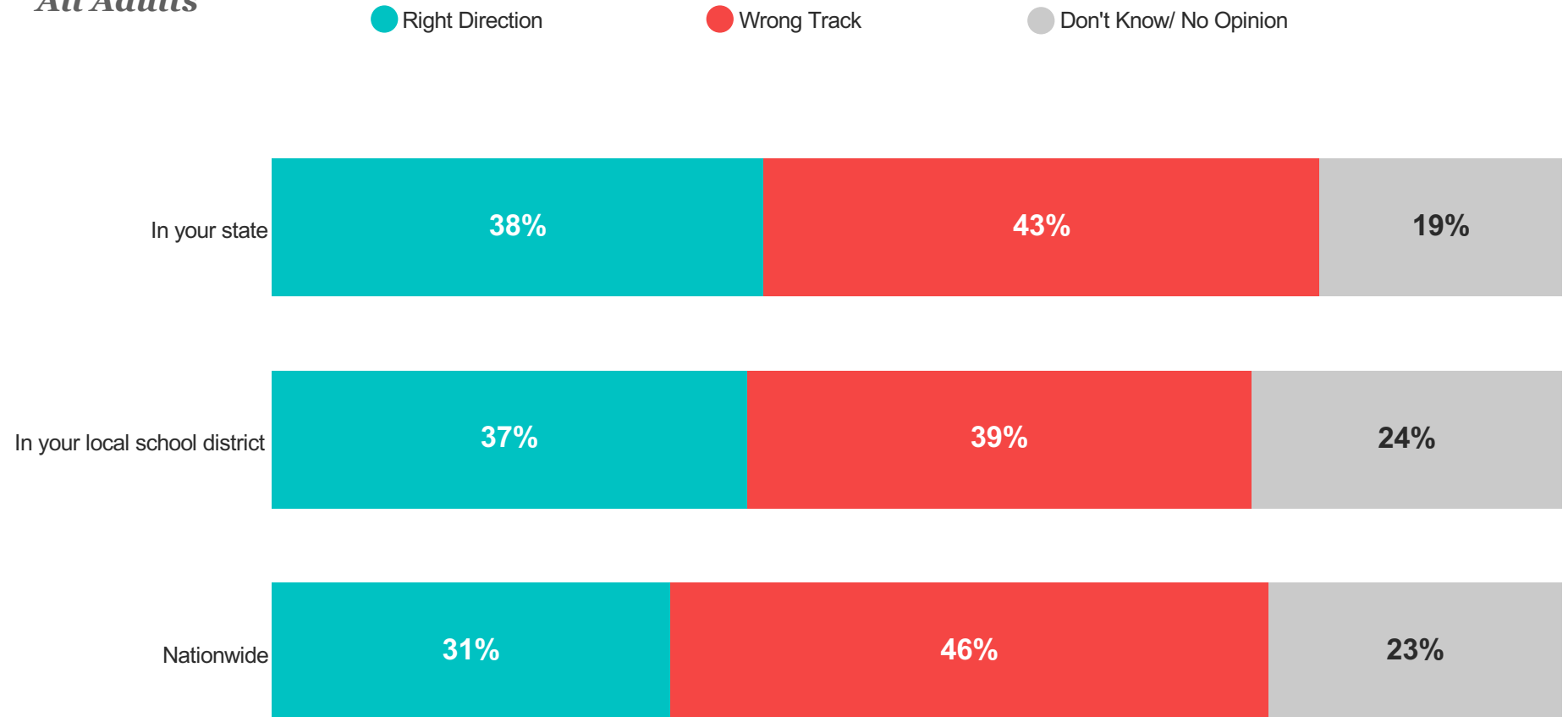
**Survey Profile, Demographics,
and Appendix**

Direction of Education

A plurality of Americans believe education is on the wrong track at all levels. There is more positive sentiment for education at the state and local level than 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

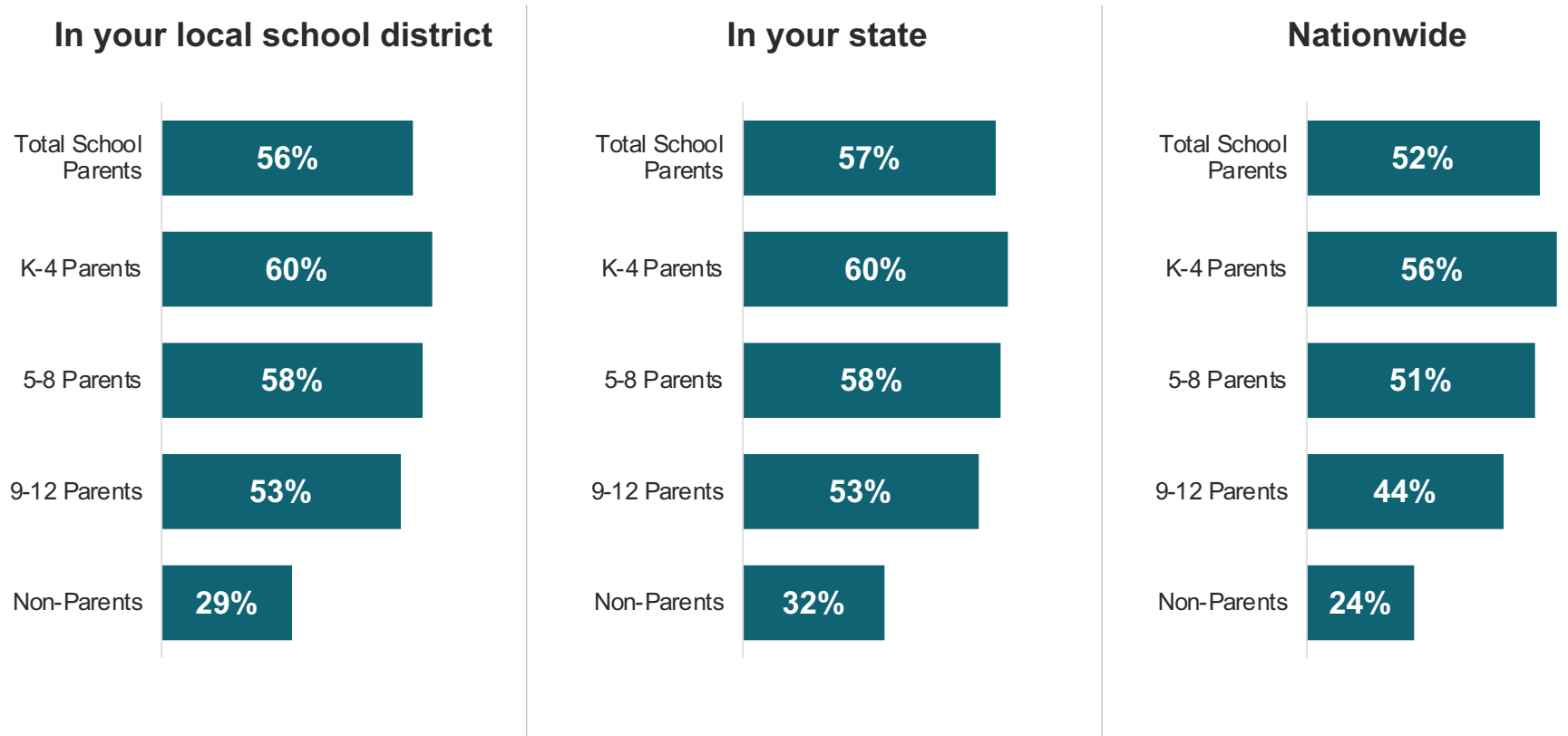


Direction of Education

School parents, especially those with children in grades K-8, continue to be more likely to believe education is headed in the right direction than non-parents.

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



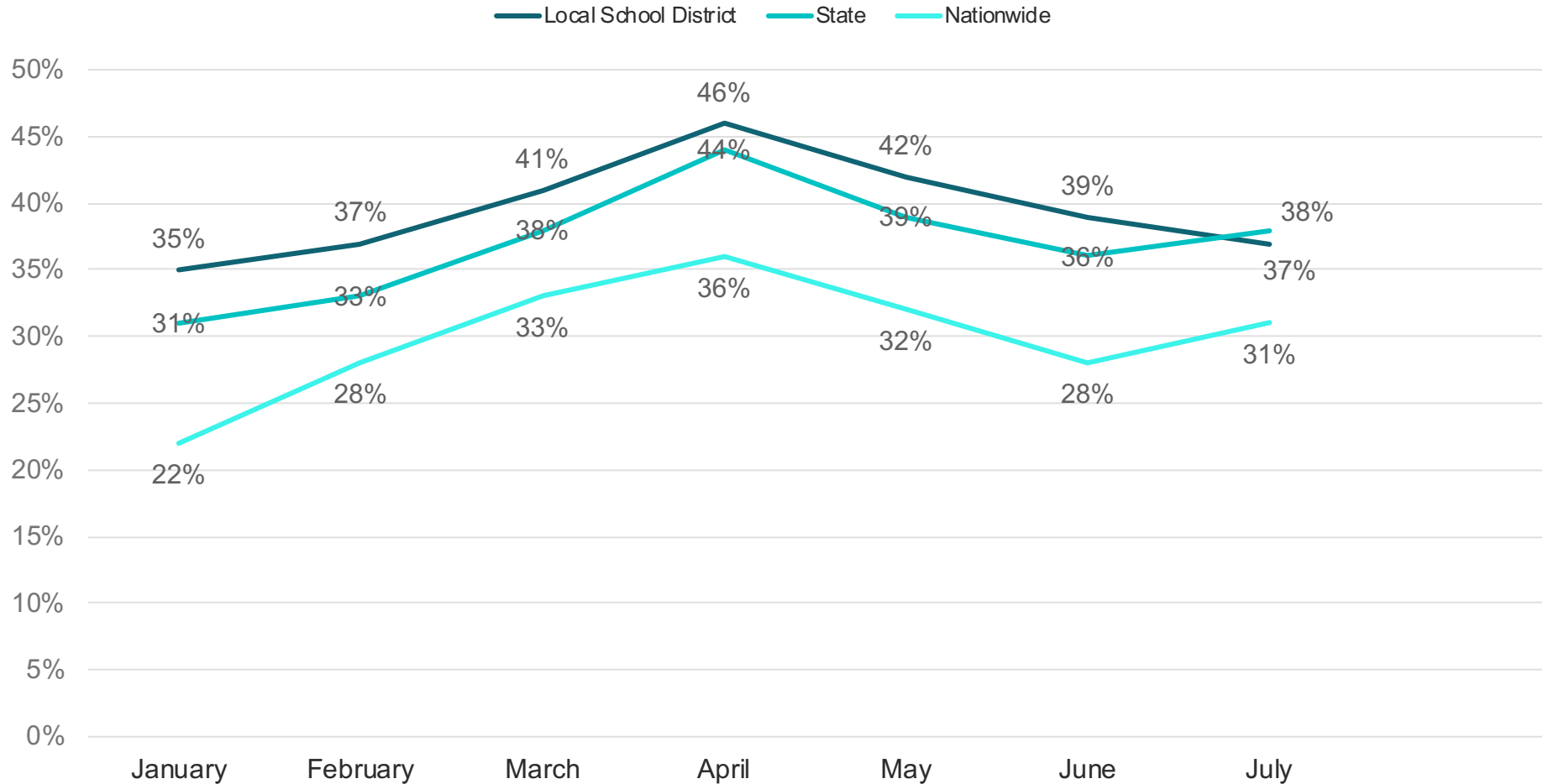
Direction of Education

Americans' confidence in the direction of schooling locally has continued to decline but leveled off at the state and national level.

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 believe grades K-8 should focus on socialization, while grades 9-12 should focus on skills for future employment and core academic subjects are important for all grade levels.

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 42%



Core academic subjects (54%)



Socialization (45%)



Become independent thinkers (45%)



How to be good citizens (44%)



Skills for future employment (40%)



Values, moral character, religious virtues (39%)



To fix social problems (25%)

Grades 9-12

Average % selected Extremely Important 49%



Skills for future employment (58%)



Core academic subjects (54%)



Become independent thinkers (53%)



How to be good citizens (50%)



Socialization (47%)



Values, moral character, religious virtues (43%)



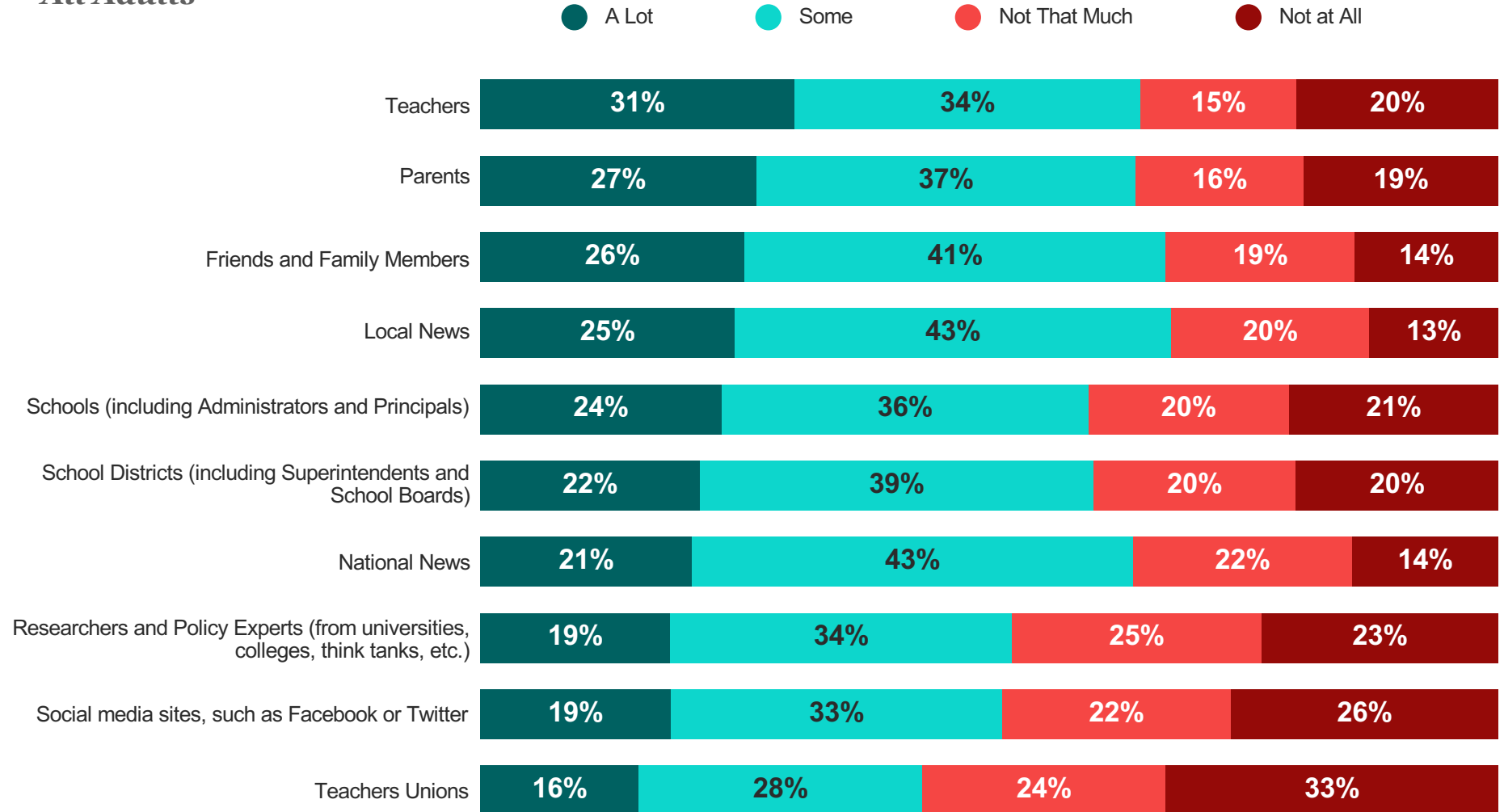
To fix social problems (35%)

Source for Education Information

Americans get the bulk of their information on education from personal sources like teachers, parents, and friends/family and rely on news (local and national) for some information.

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

All Adults

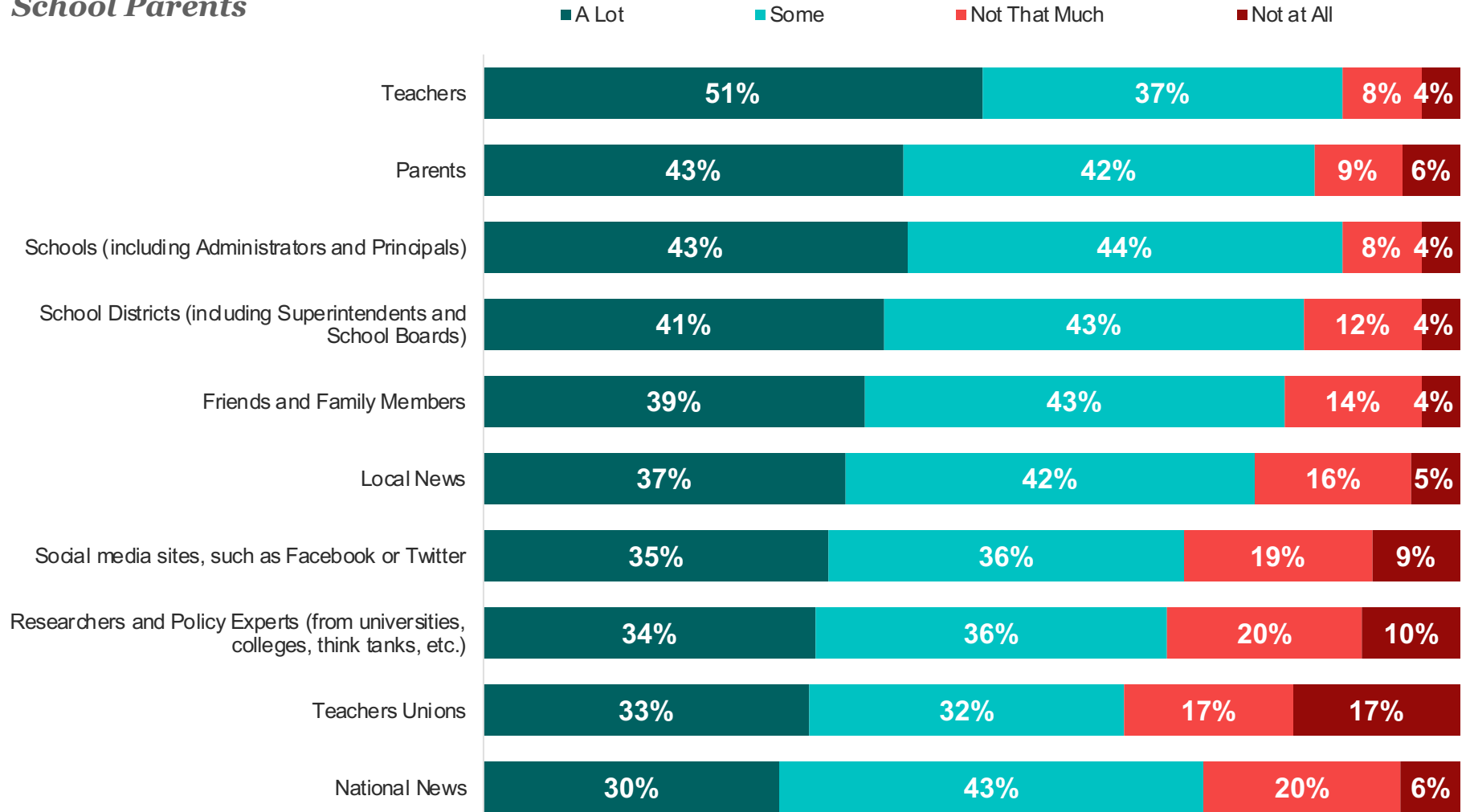


Source for Education Information

School parents also get the most information about education from teachers and parents. Parents rely more on schools for information than the general public does.

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

School Parents

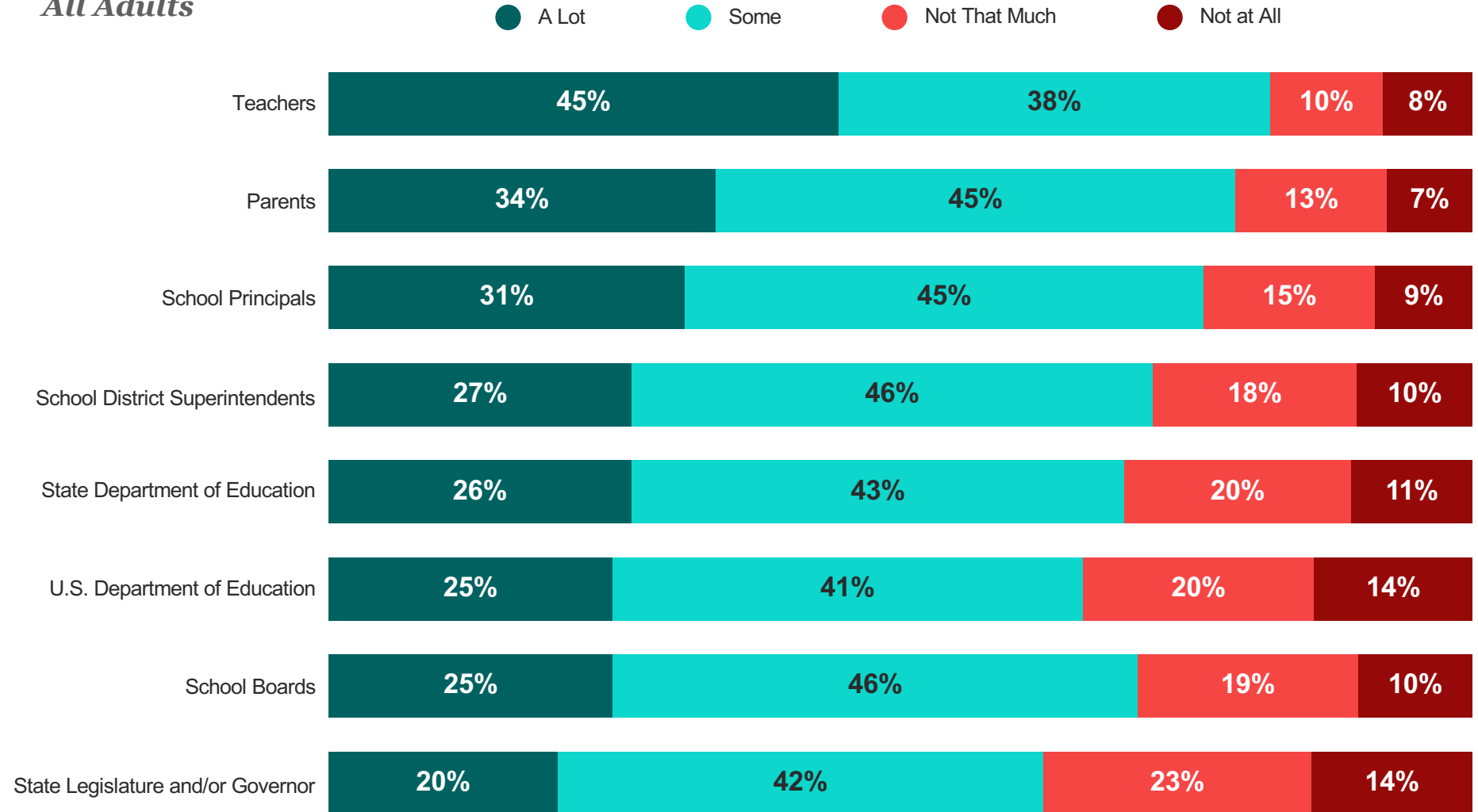


Trust in Education Decision Makers

Americans trust teachers to make good decisions about education and continue to be skeptical of federal and state agencies.

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

All Adults

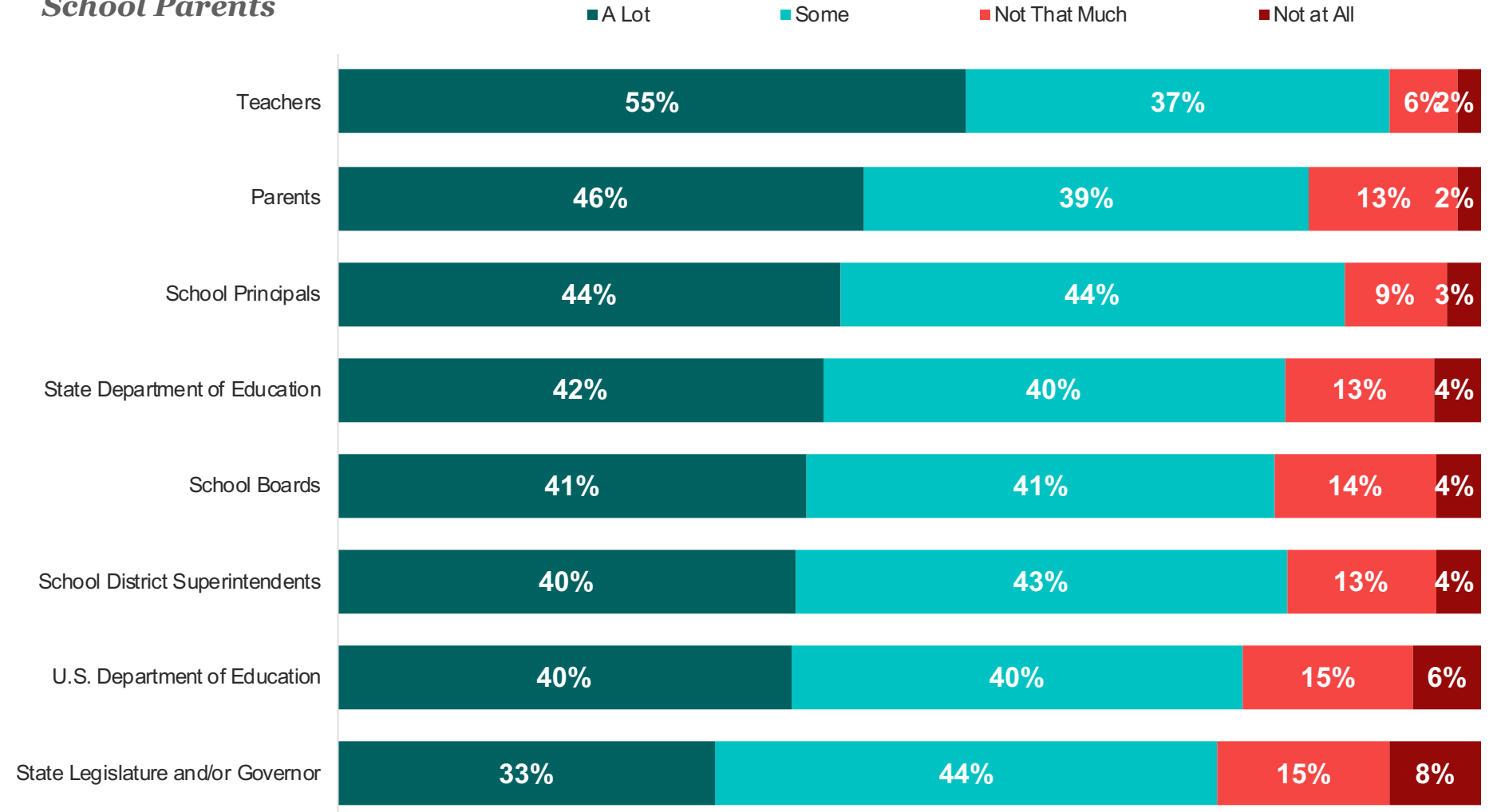


Trust in Education Decision Makers

Similarly, school parents also rate teachers and parents as the most trustworthy when it comes to making decisions about education.

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

School Parents

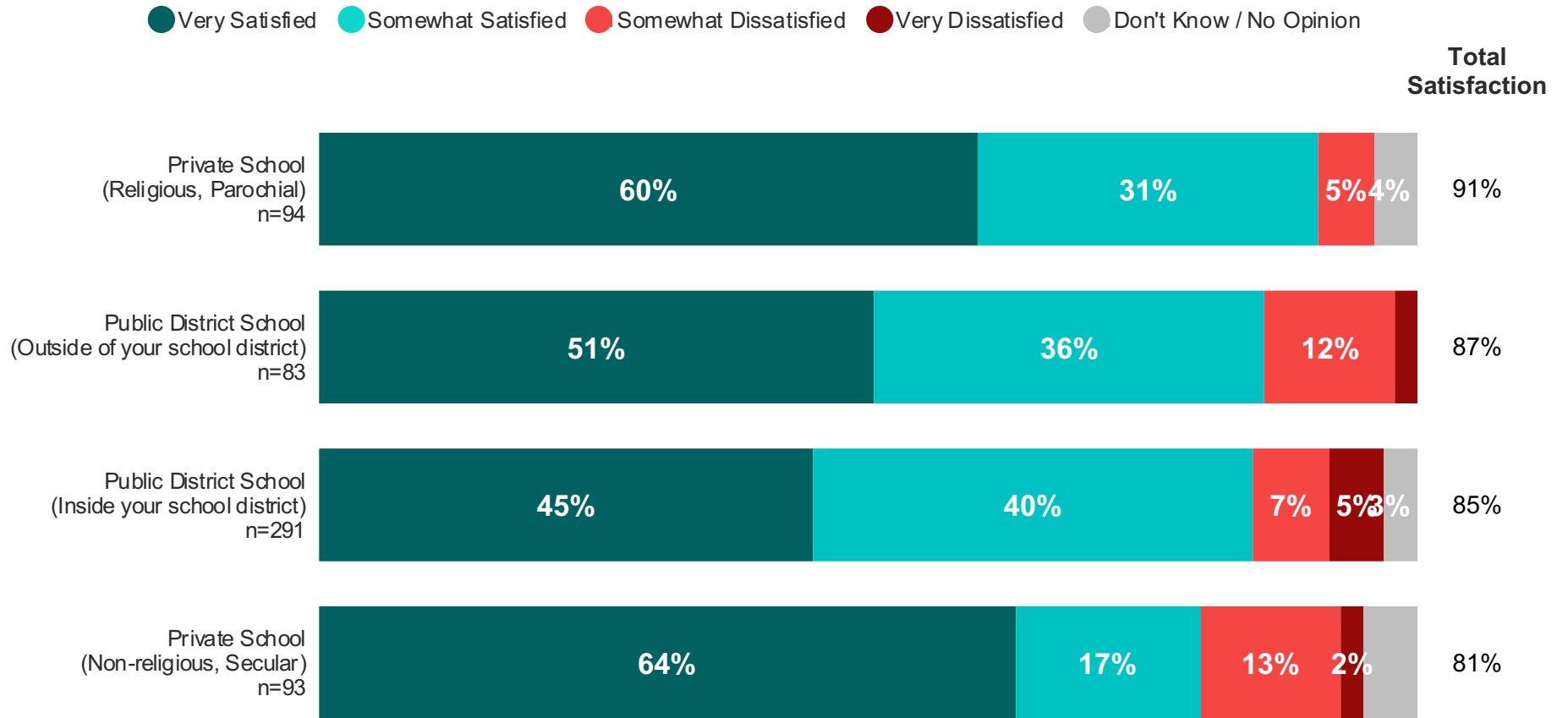


Satisfaction with Schooling

Most school parents are very satisfied with both non-religious and religious private schools. Overall satisfaction is high for all school types.

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

School Parents



Note: Home School, and Public Charter School not shown due to small base size (n<80)

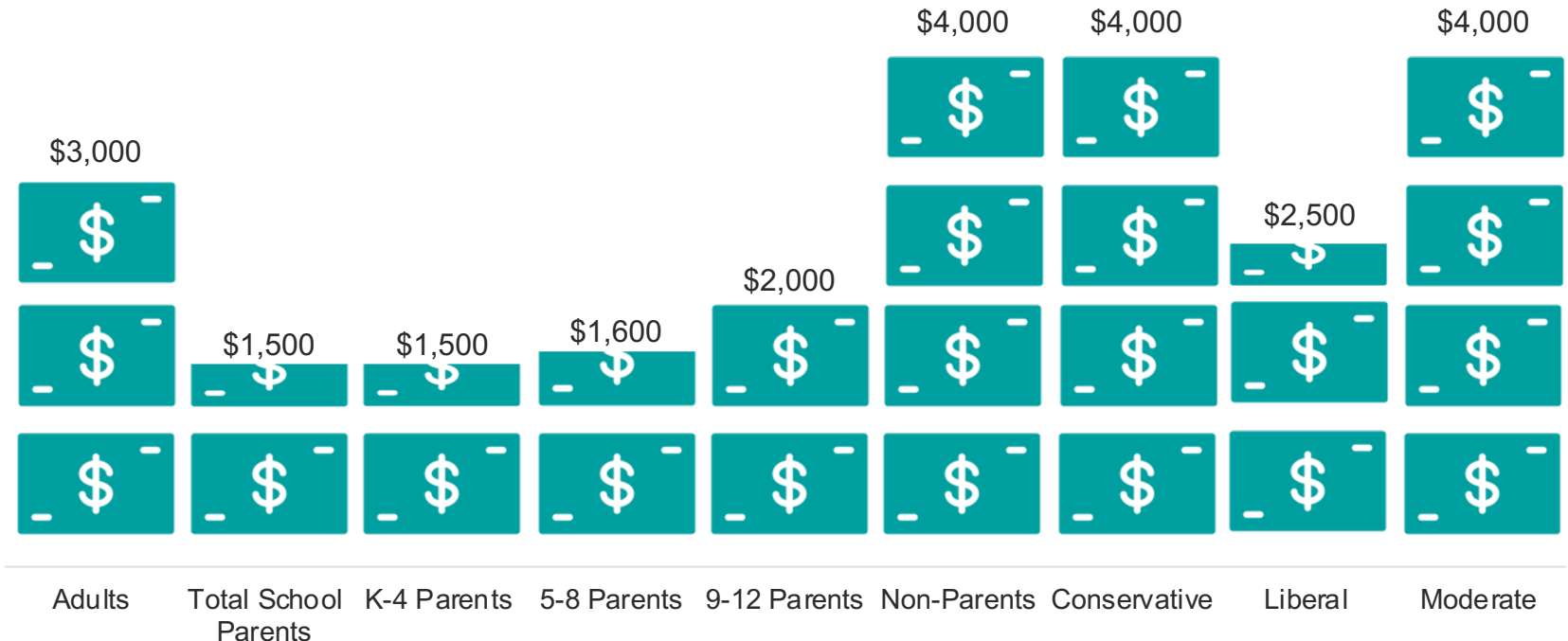
Average per-student spending in the United States is four times the median estimate of American adults.

*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



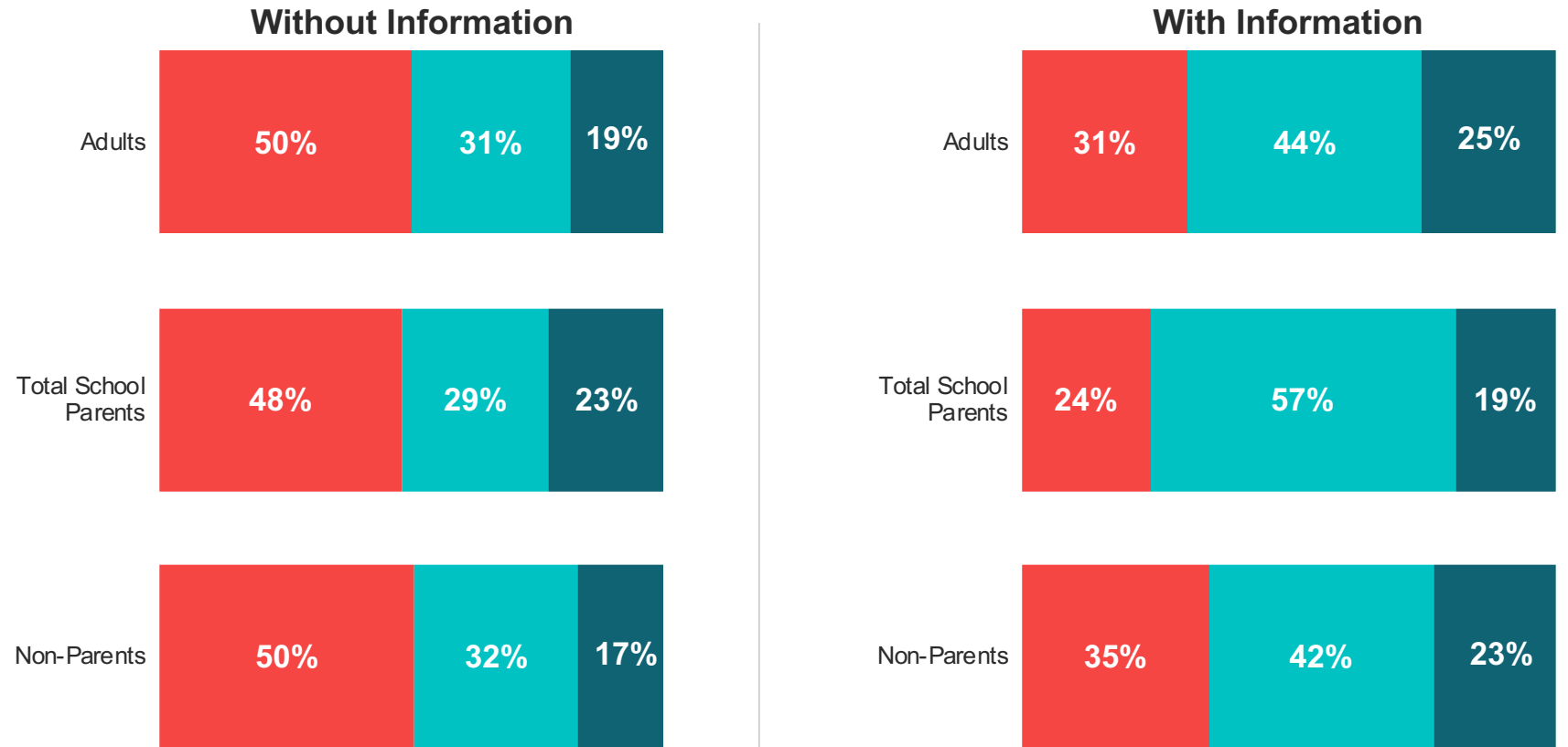
School Funding

With information, school parents were much more likely (+28 points) to agree school spending per student was 'about right'.

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

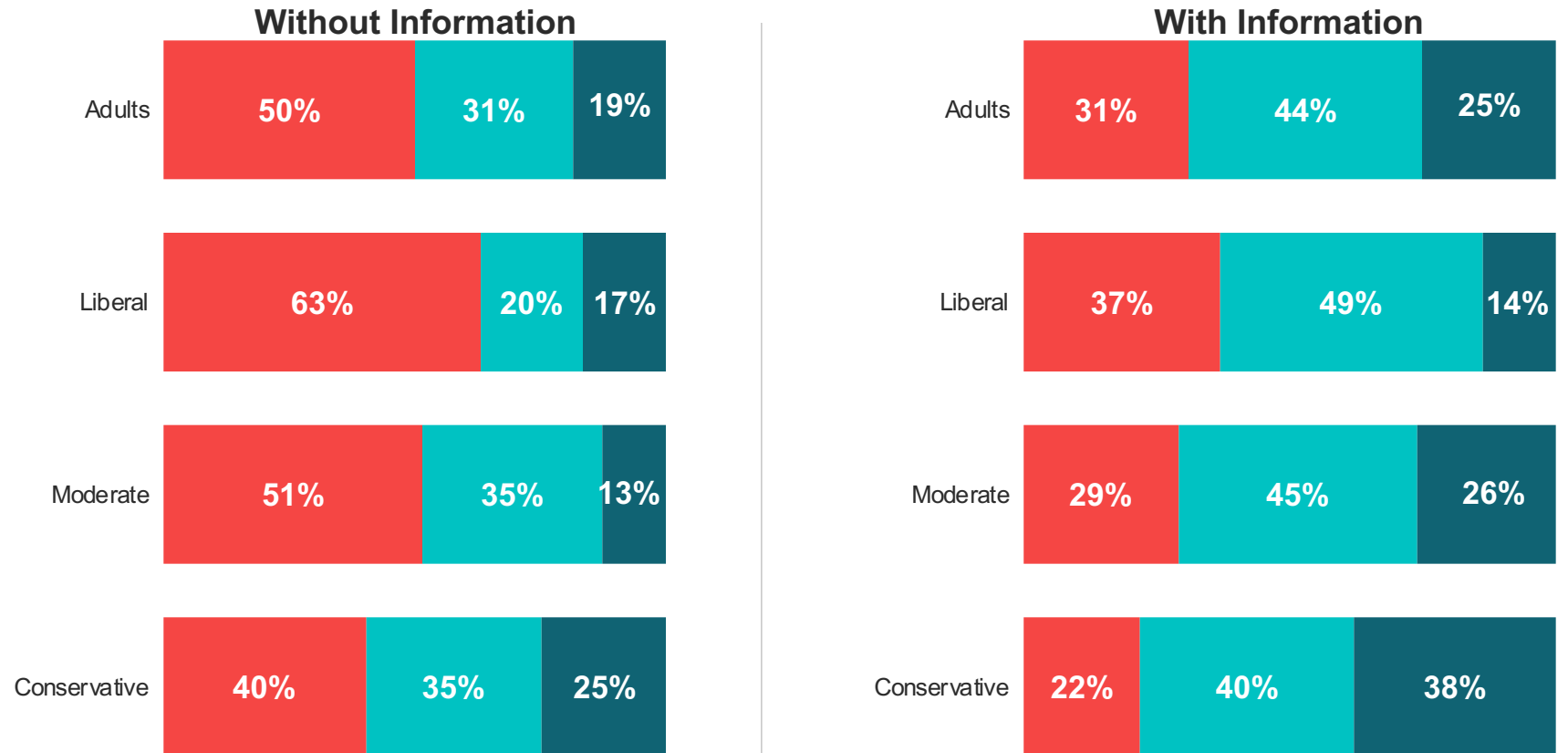
School Funding

With information Liberals (+29 points) were much more likely to agree spending per student was 'about right'.

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

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

● Too Low ● About Right ● Too High



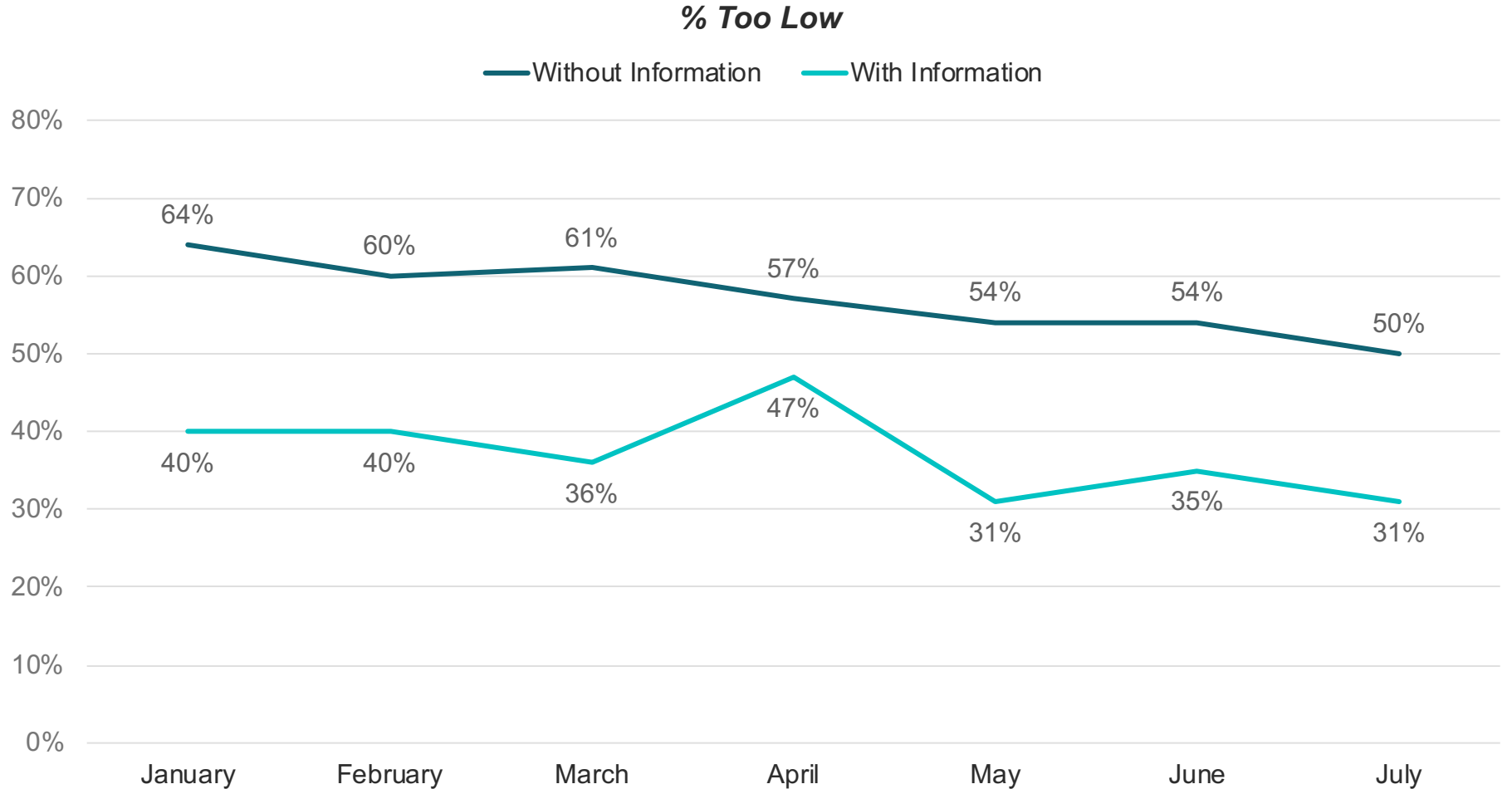
State Per Pupil Spending Source: National Center for Education Statistics

School Funding

The proportion of Americans that indicate spending is too low has steadily decreased since January especially for those who are not provided information about spending.

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

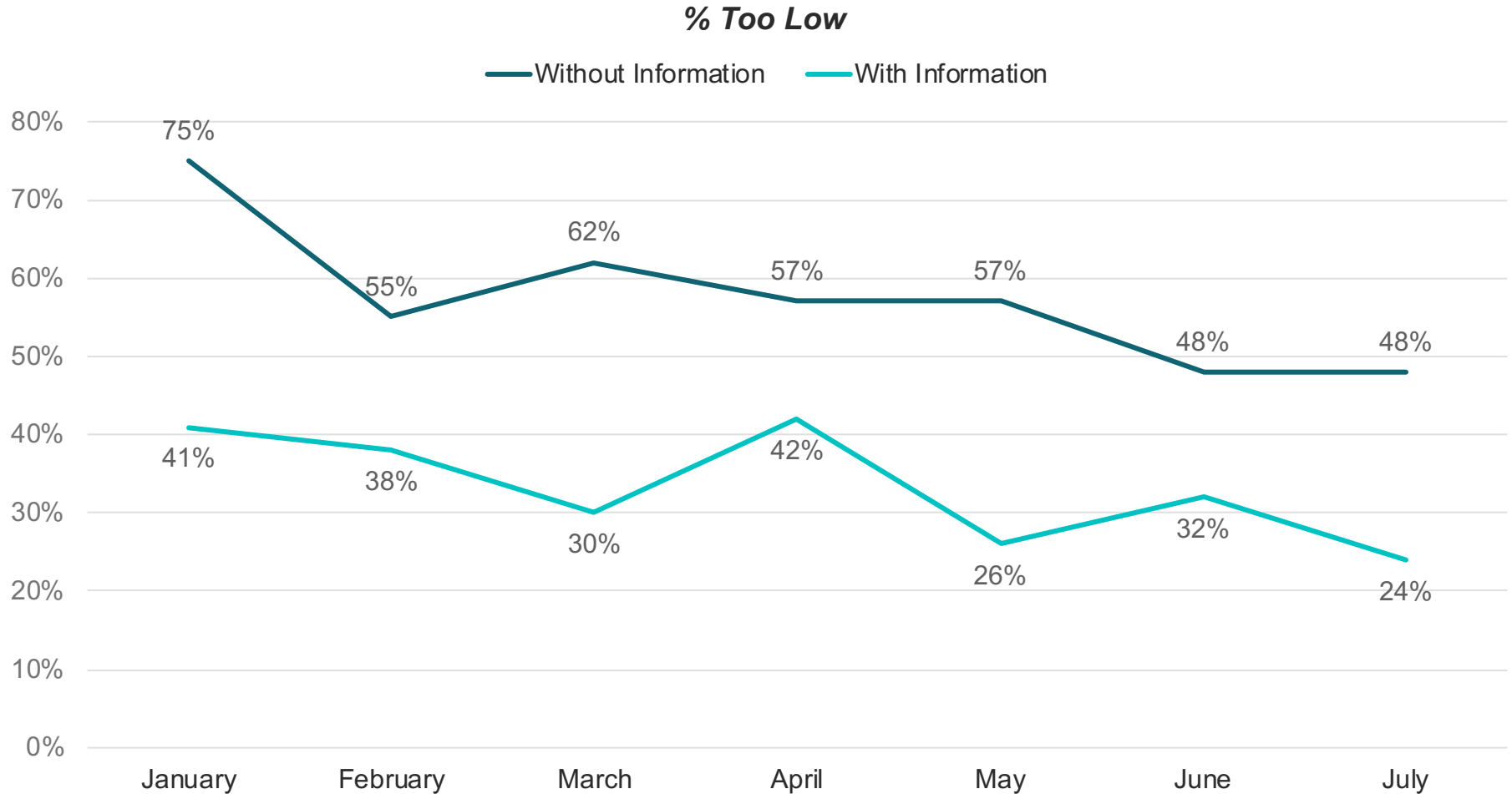


School Funding

Almost half of parents say funding is too low when they have no information about education spending. When given a spending statistic that response shrinks by 24 points.

*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 Parents



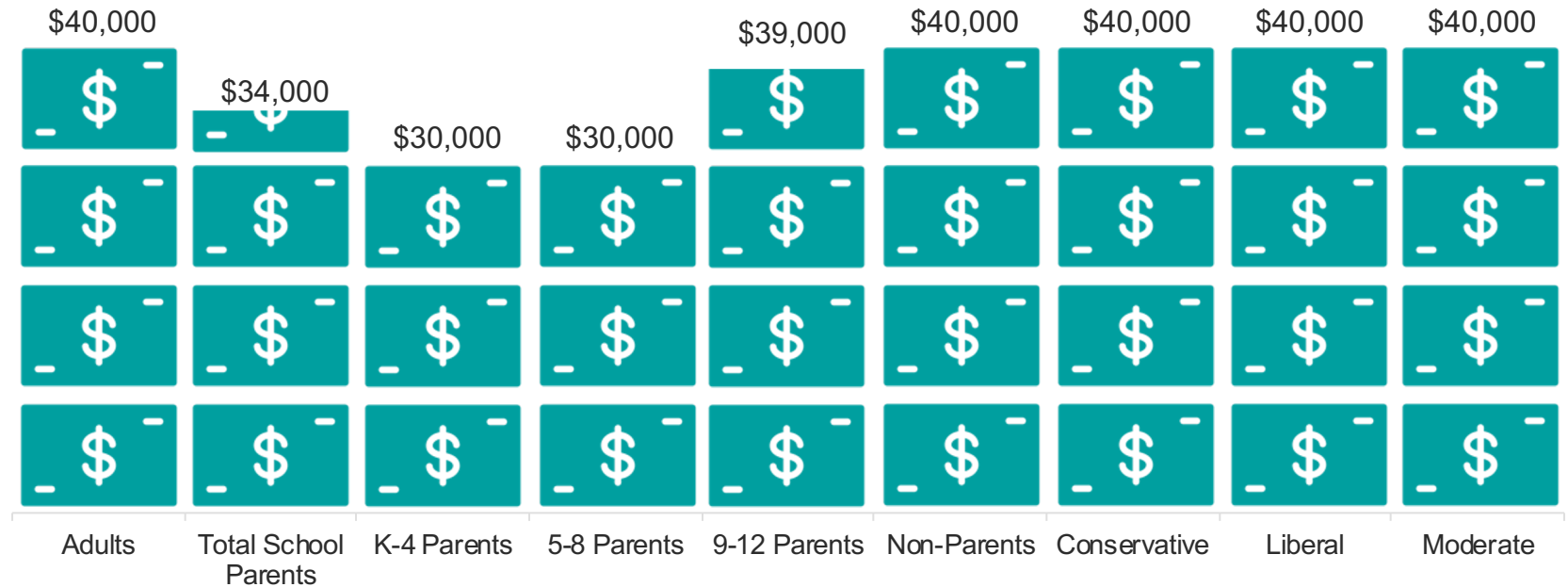
Americans' median estimate of the average teacher's salary is around \$17k less than the actual average teacher's salary in the US, and \$3k less than the minimum salary.

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



FY17 State Actuals Source: National Center for Education Statistics

 = \$10,000

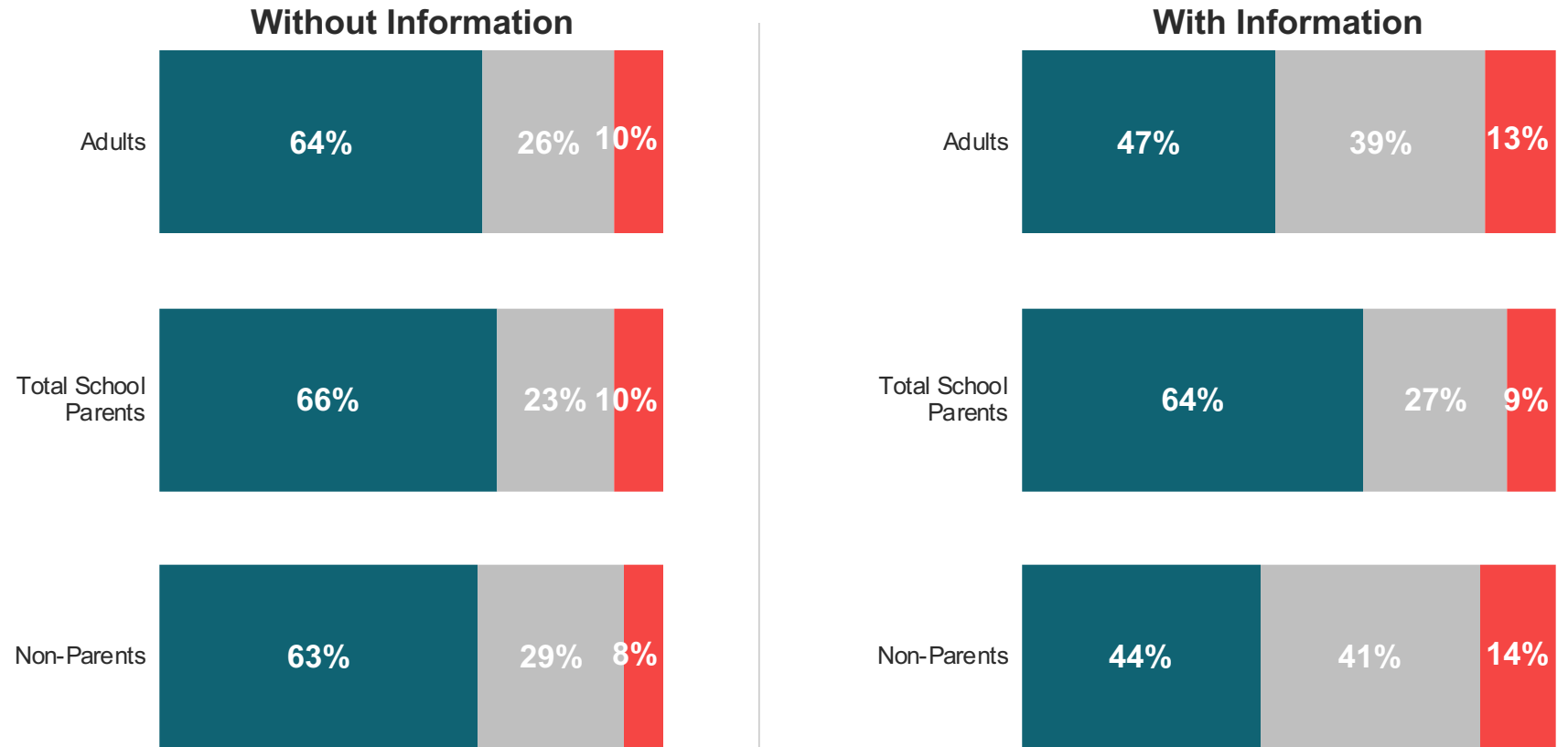
Teacher Salaries

When given an actual statistic, school parents are just as likely to believe that teachers' salaries should increase.

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:

● Increase ● Stay About the Same ● Decrease



State Teacher Salary Source: National Center for Education Statistics

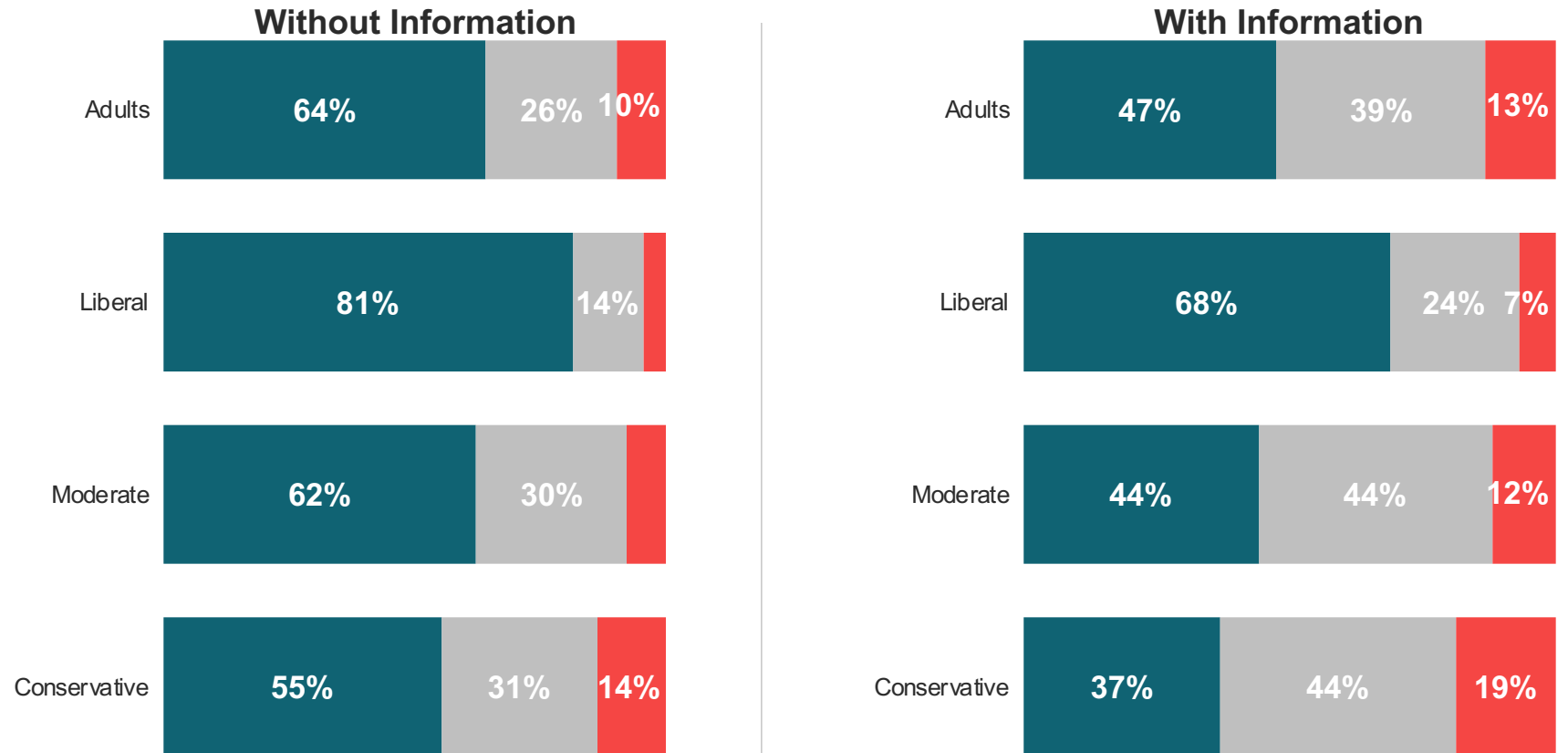
Teacher Salaries

The percentage of Americans that believe teachers' salaries should increase once given the average annual salary for teachers in their state drops especially among Moderates and Conservatives (18 pt. difference).

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:

● Increase ● Stay About the Same ● Decrease

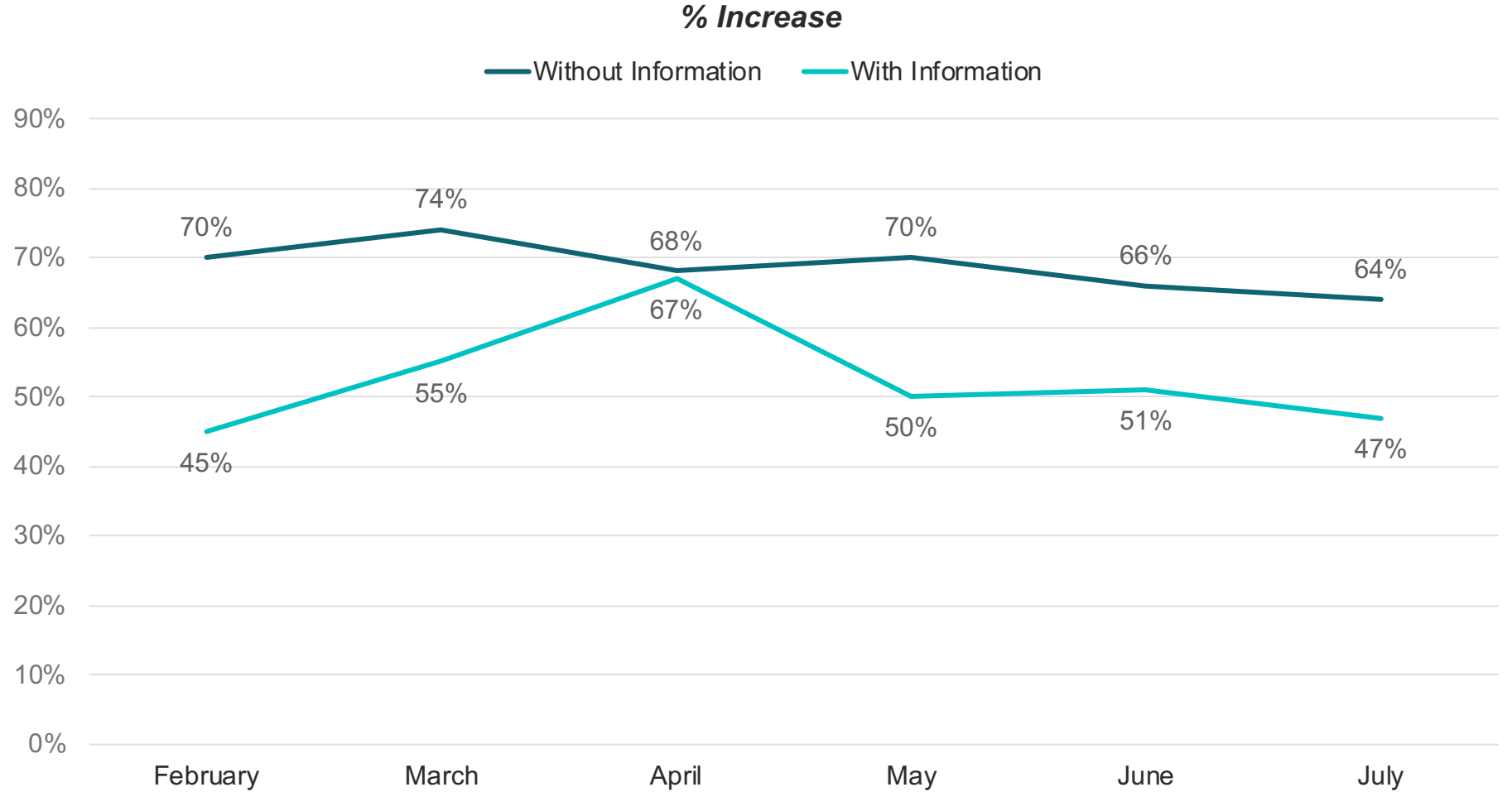


Teacher Salaries

Americans continue to be less likely to think teachers' salaries should increase once they have actual salary information.

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:

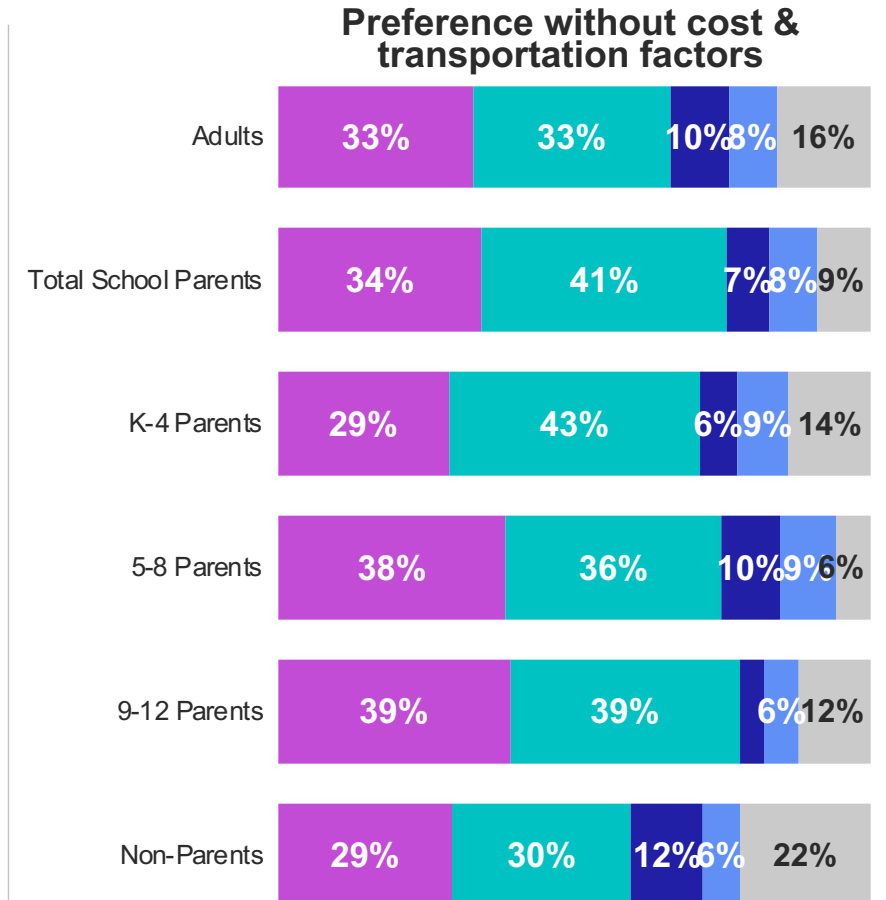
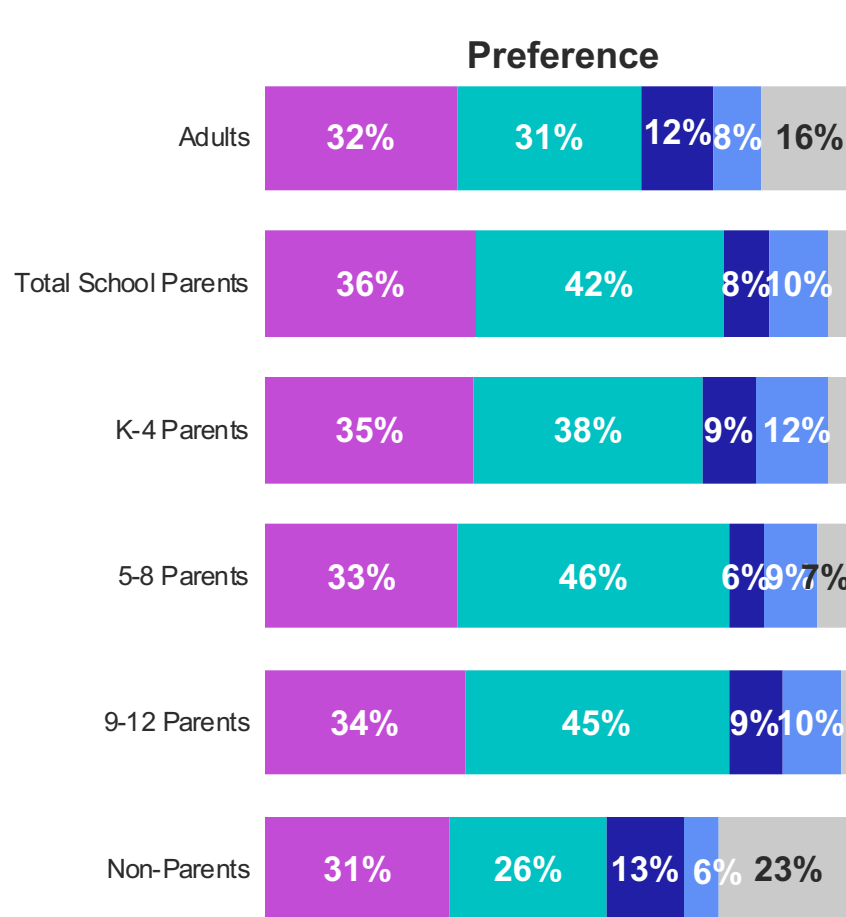
All Adults



School parents school type preferences are similar with and without cost and transportation 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?



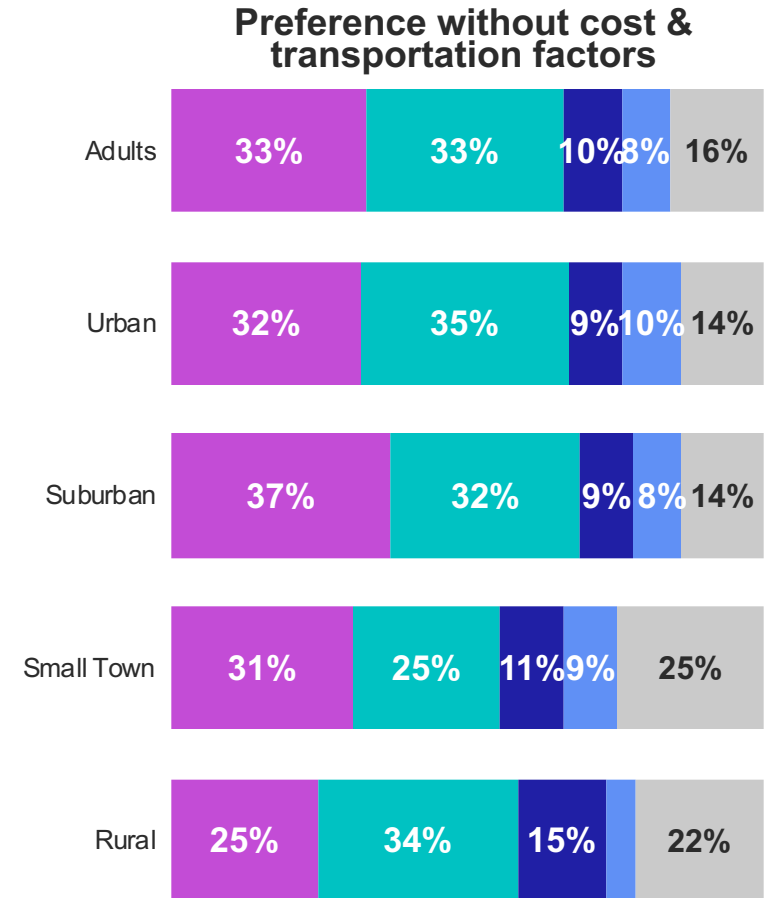
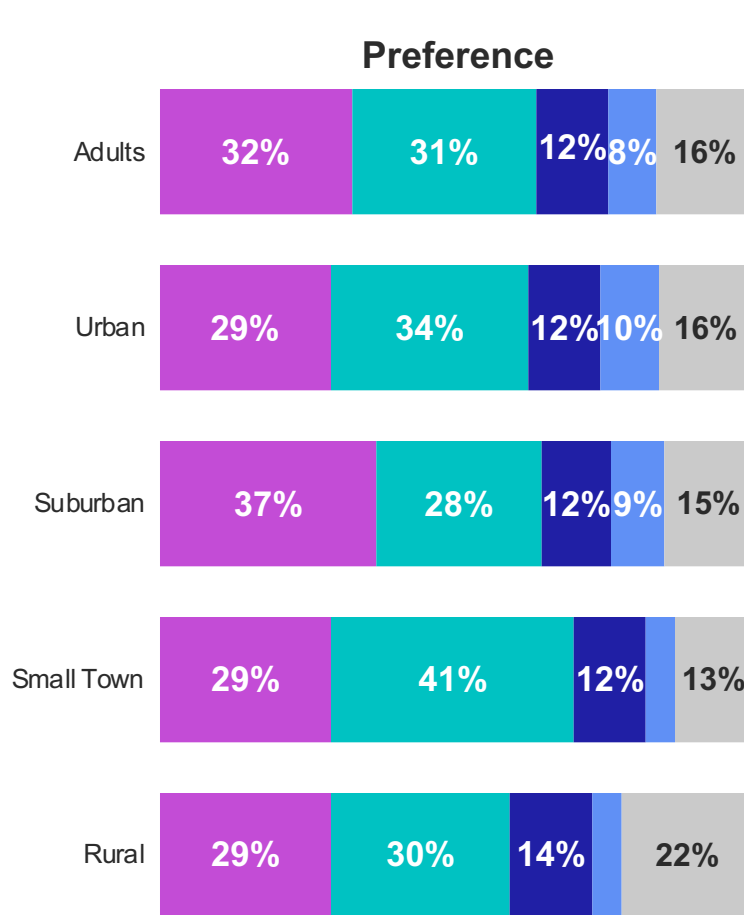
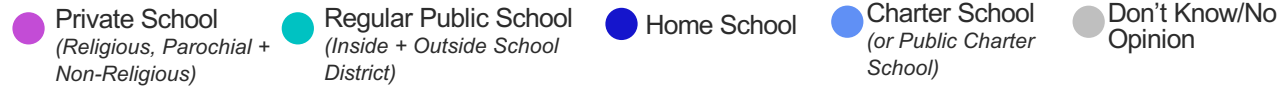
Preferred Schooling Type

Preferred Schooling Type

Regardless of community type respondents are more likely to prefer public or private school types over alternatives, and those living in rural areas are generally more uncertain about school type preference.

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?

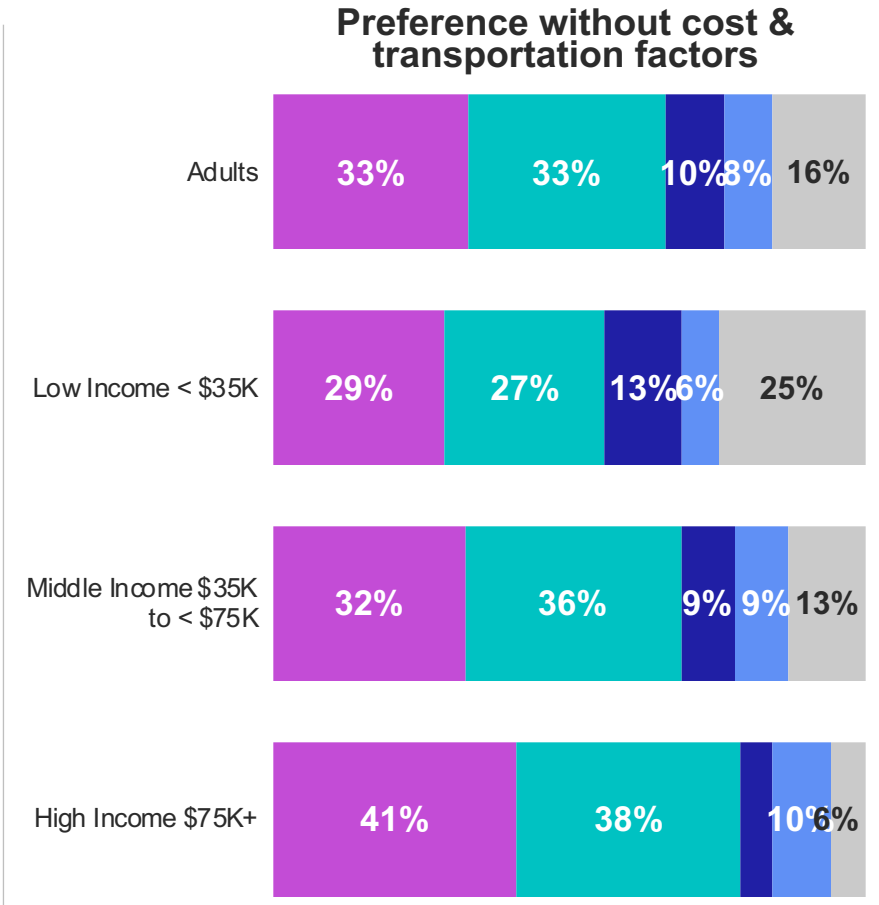
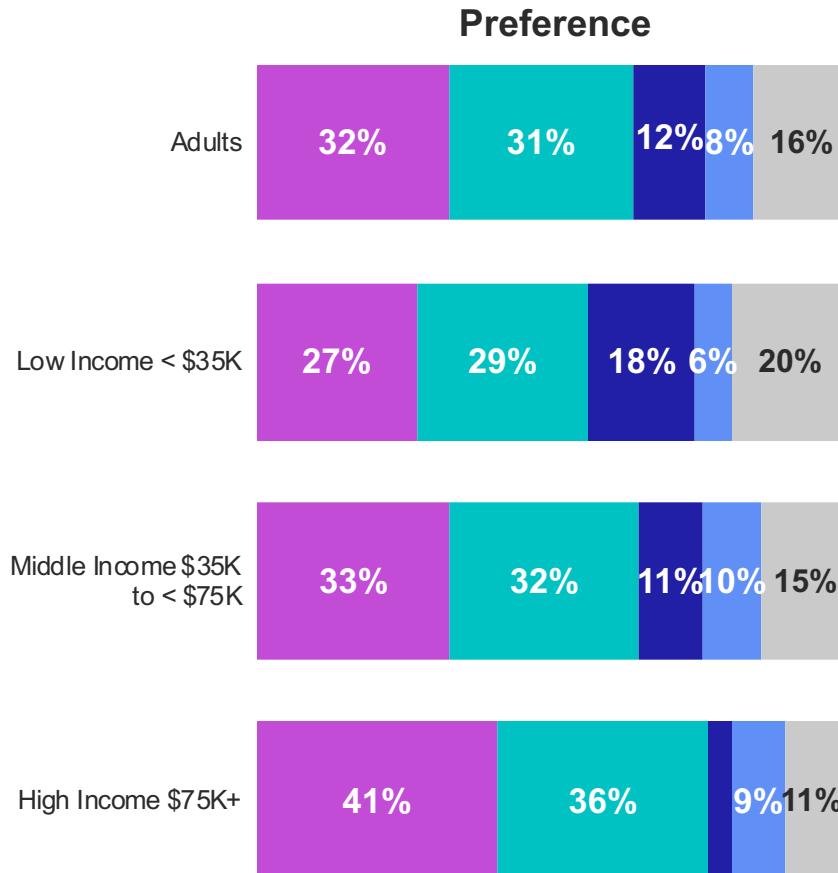


Preferred Schooling Type

Respondents with low household incomes are more uncertain about school type preference, and high-income households prefer private or public school options.

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

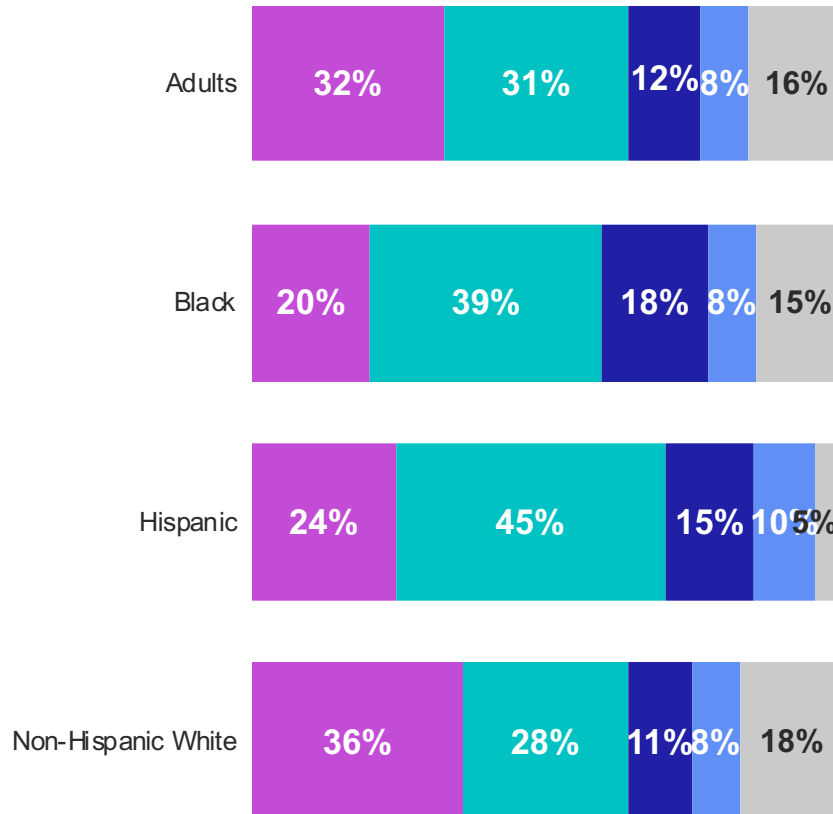
Black and Hispanic Americans are more likely to prefer public schools whereas Non-Hispanic White Americans show a slight preference for private schools.

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

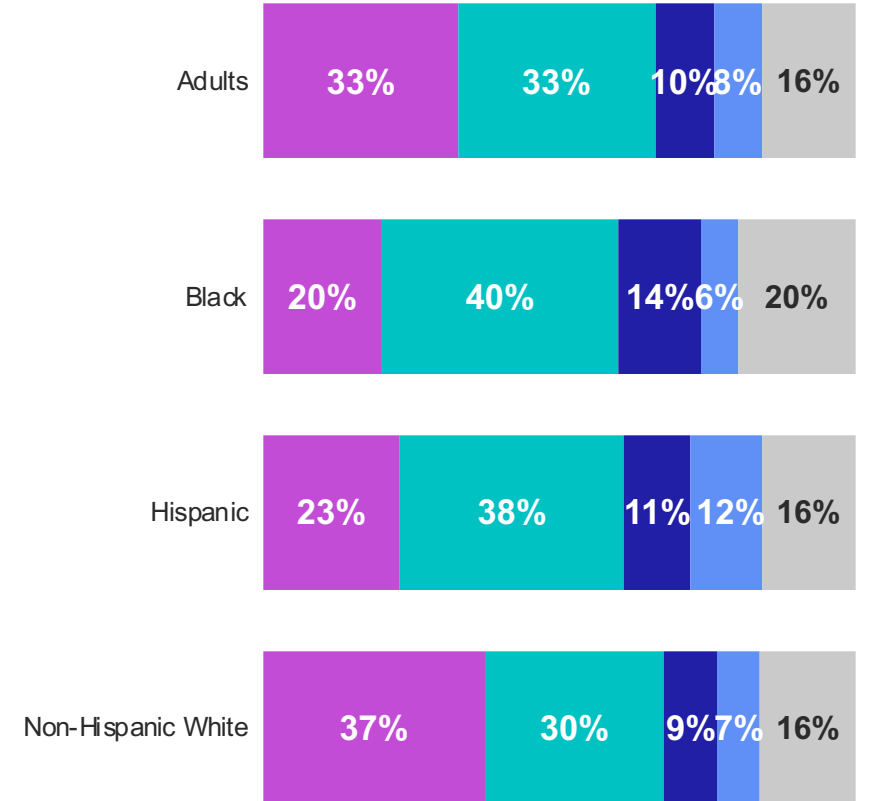
If given the option, and neither financial costs nor transportation were factors, what type of school would you select in order to obtain the best education for your child?



Preference



Preference without cost & transportation factors



Preferred Schooling Type

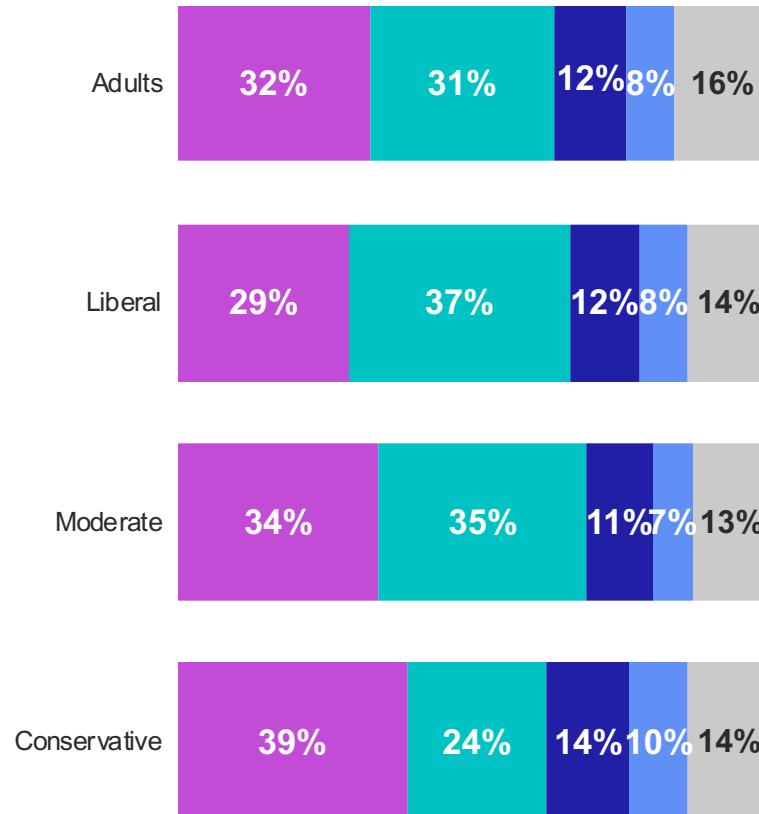
When cost and transportation factors are removed Liberals are less likely to prefer home schooling.

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

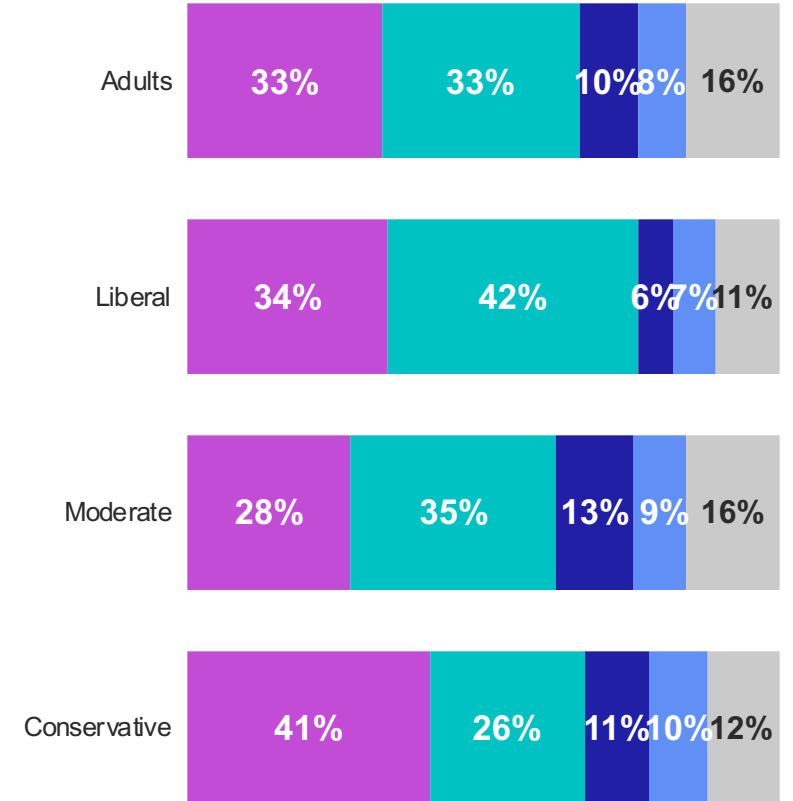
If given the option, and neither financial costs nor transportation were factors, what type of school would you select in order to obtain the best education for your child?



Preference



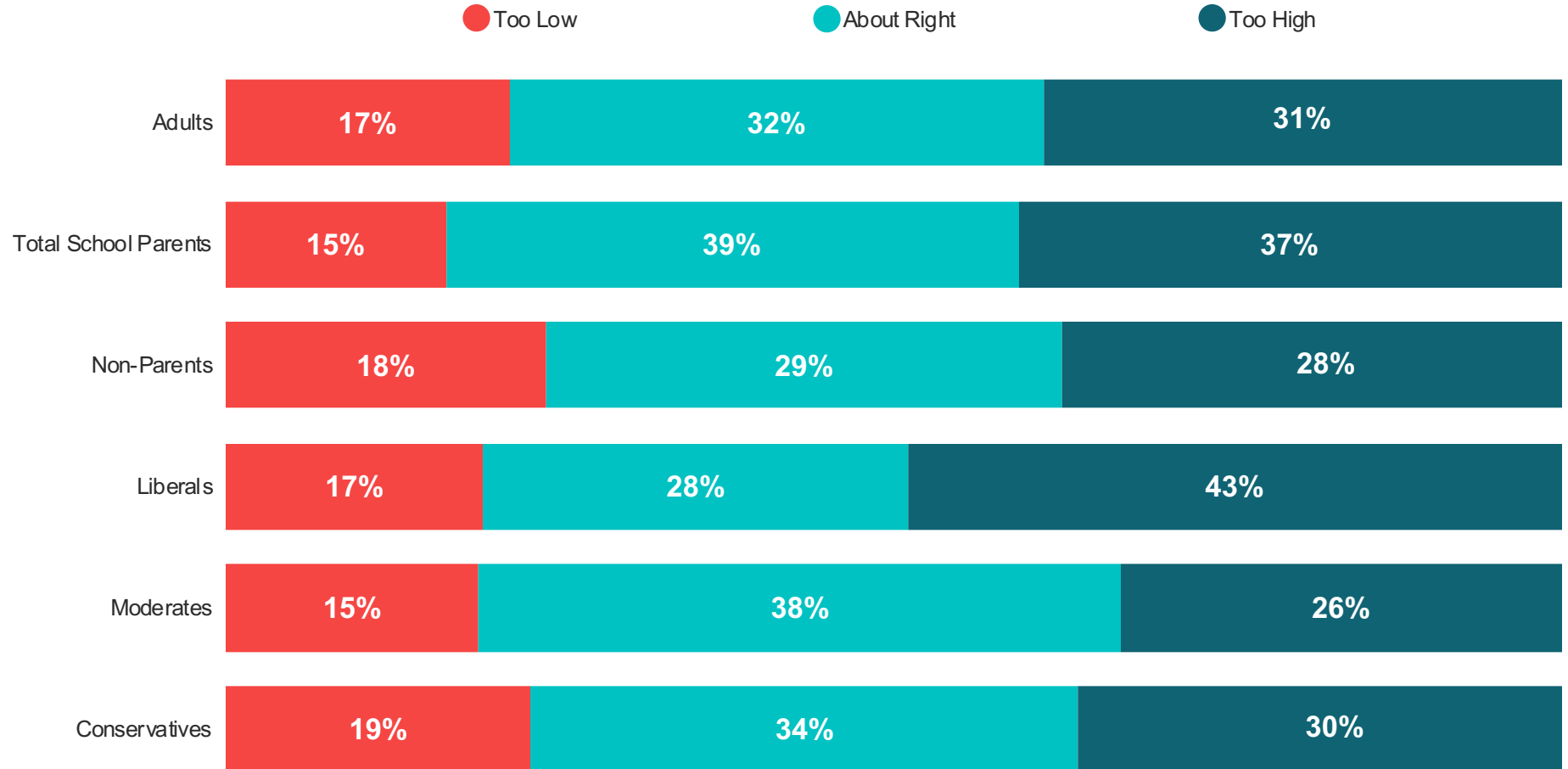
Preference without cost & transportation factors



Standardized Testing

Liberals are the most likely to believe that students are spending too much time on standardized testing.

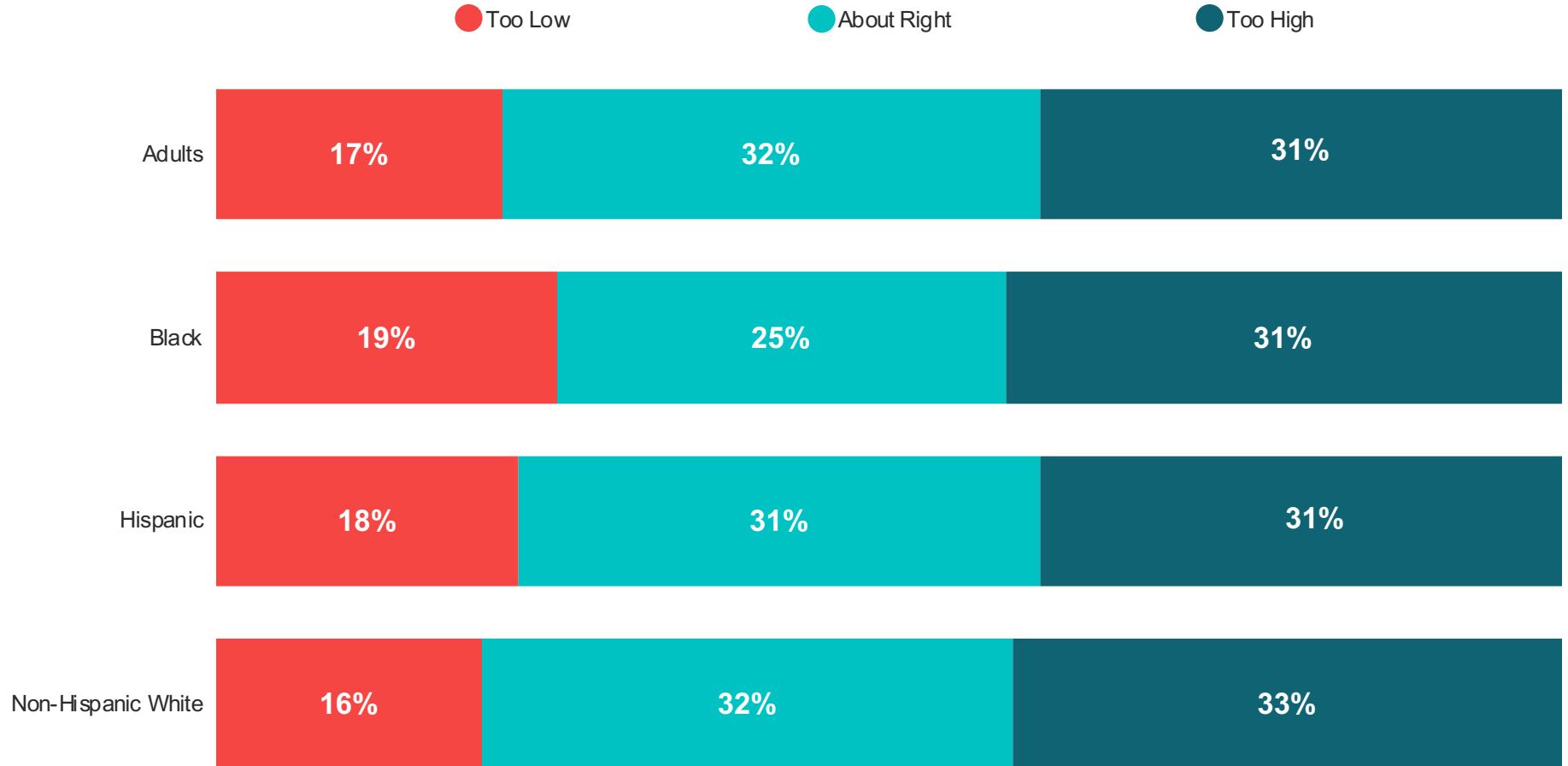
All public schools and most private schools give their students standardized tests during the school year. When thinking about students preparing for and taking these tests, in general, do you believe the amount of time spent on standardized testing in American schools is:



Standardized Testing

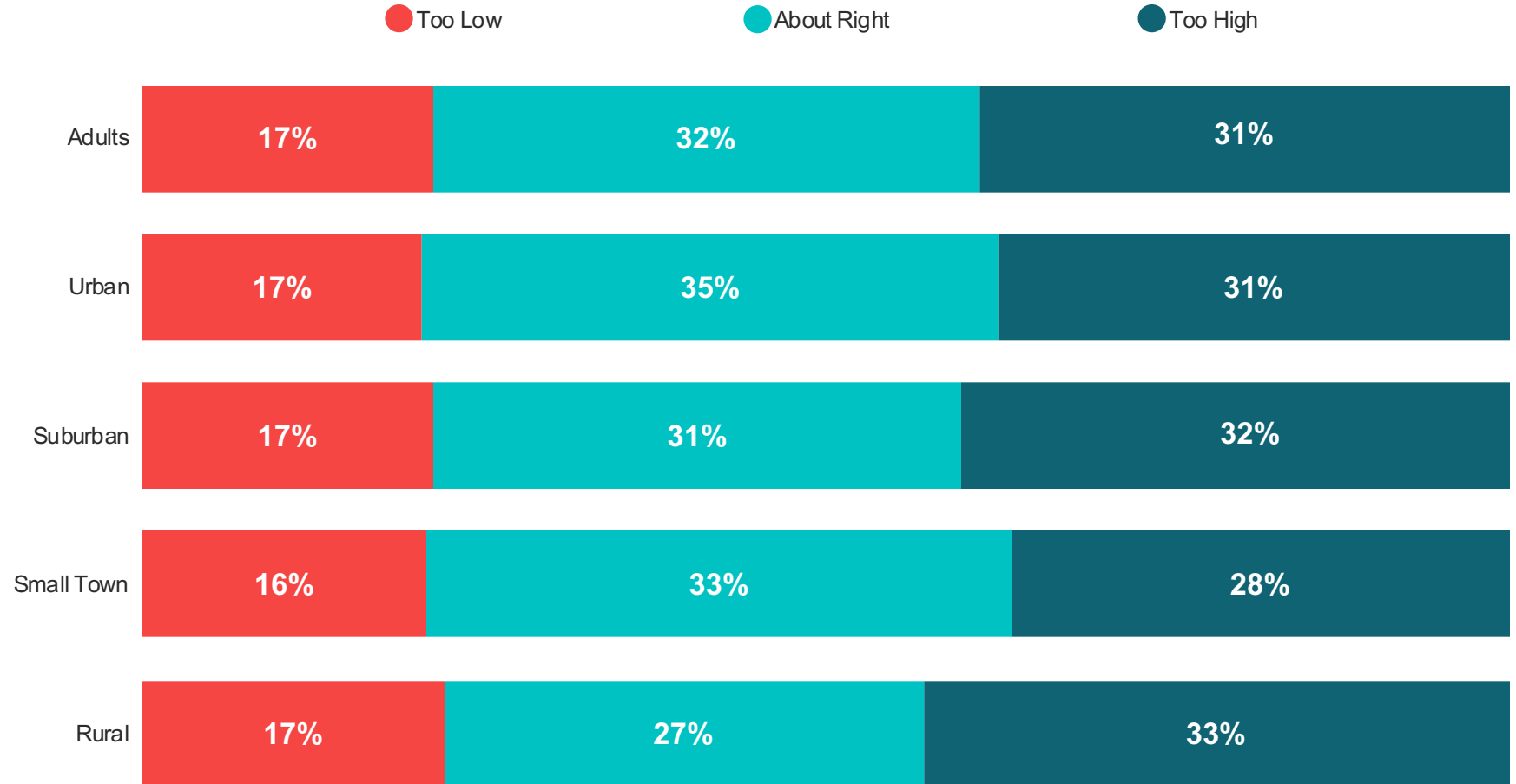
Black Americans are more likely to believe that students aren't spending enough time on standardized testing.

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:



Rural and Suburban Americans are most likely to believe students are spending too much 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:

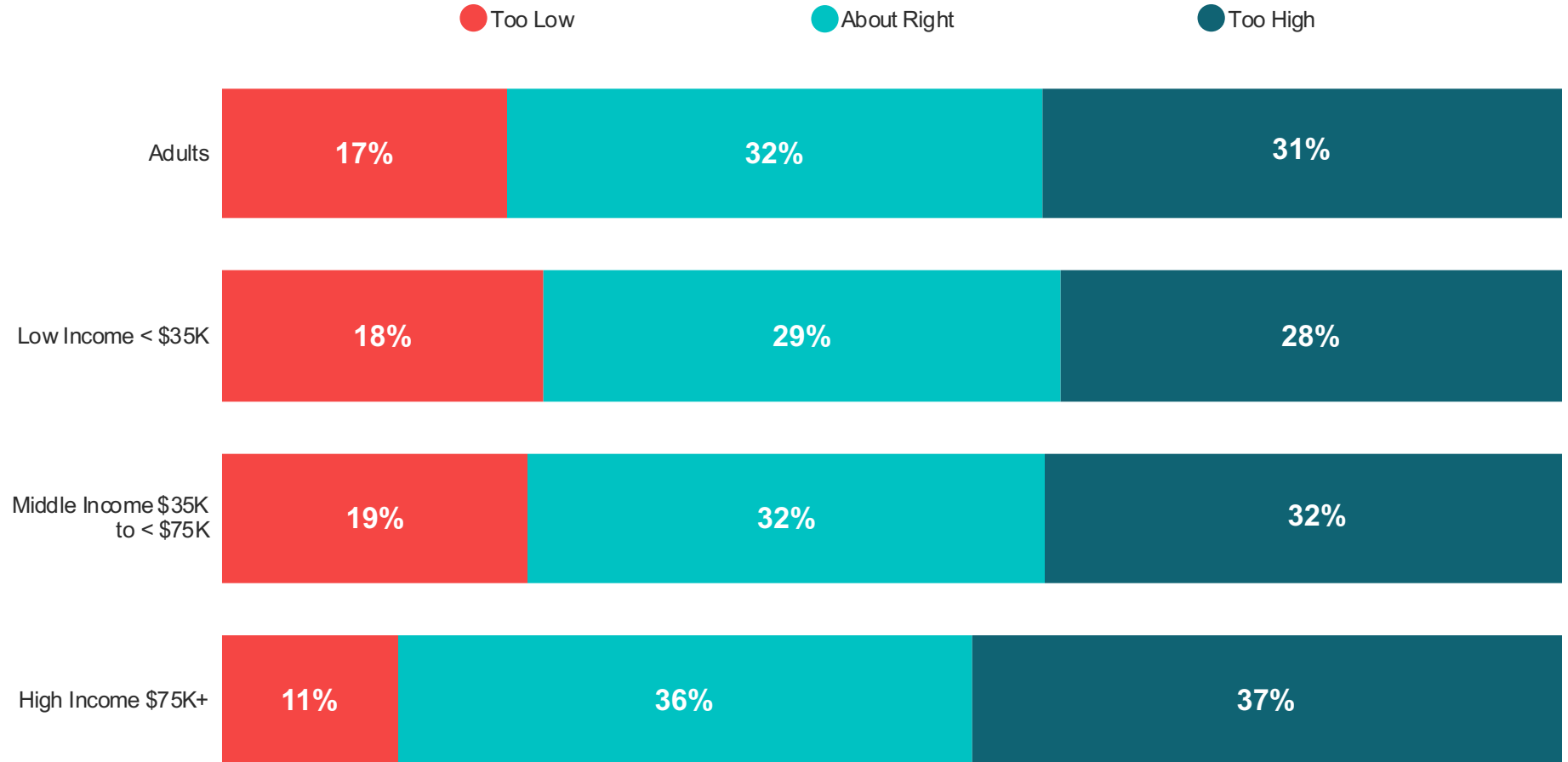


Standardized Testing

Standardized Testing

High-Income respondents are more likely to believe students spend too much time on standardized testing than respondents with lower incomes.

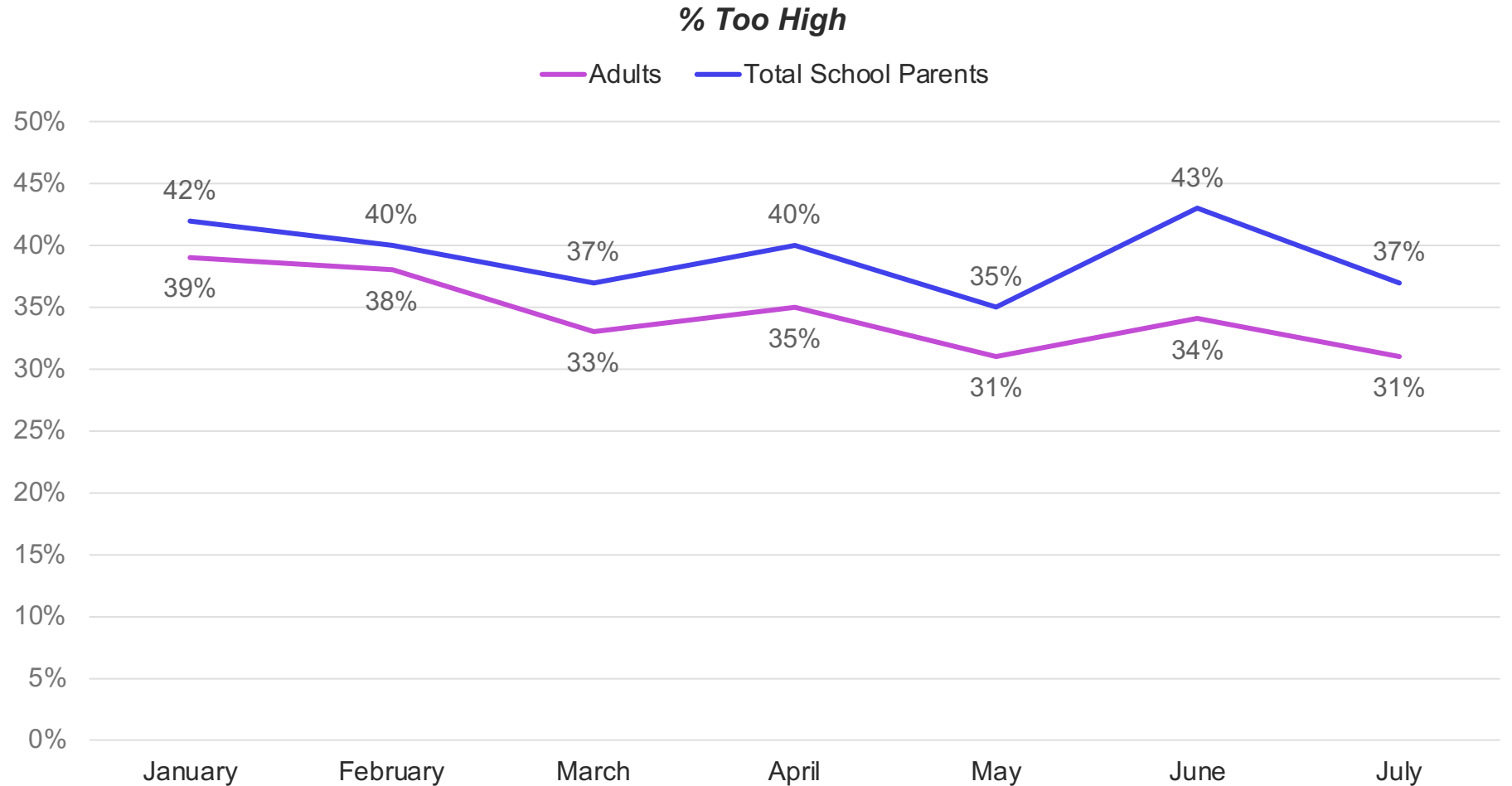
All public schools and most private schools give their students standardized tests during the school year. When thinking about students preparing for and taking these tests, in general, do you believe the amount of time spent on standardized testing in American schools is:



Standardized Testing

Compared to June, smaller proportion of parents believe standardized testing is too high.

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:



Contents



COVID-19 and Schooling



Opinions about K-12 Education



**Awareness and Favorability of
School Choice Policies**

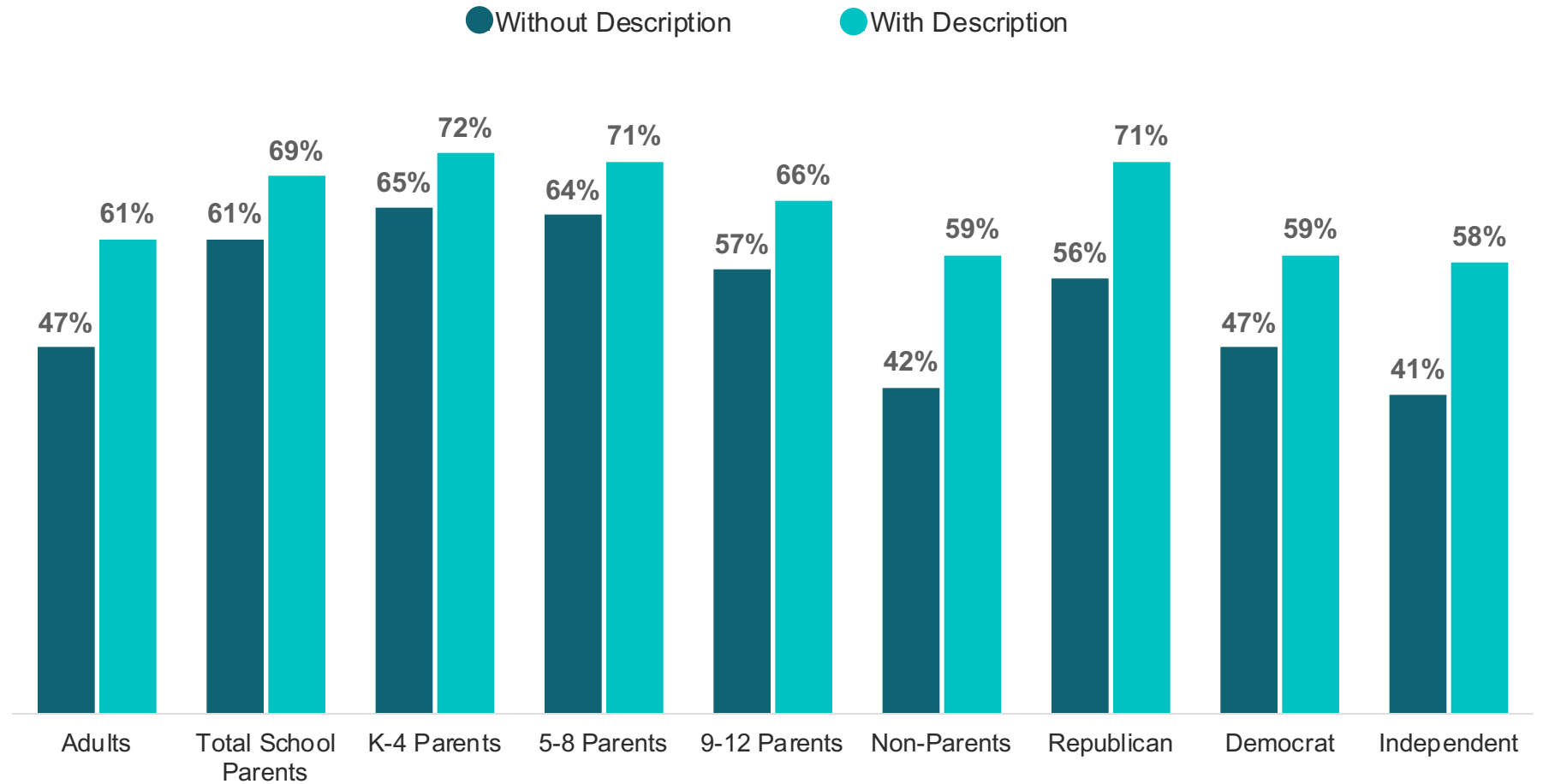


**Survey Profile, Demographics,
and Appendix**

All demographics show a lift in support for charter schools once given a description. The increase is most noticeable among Non-parents, Republicans 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)



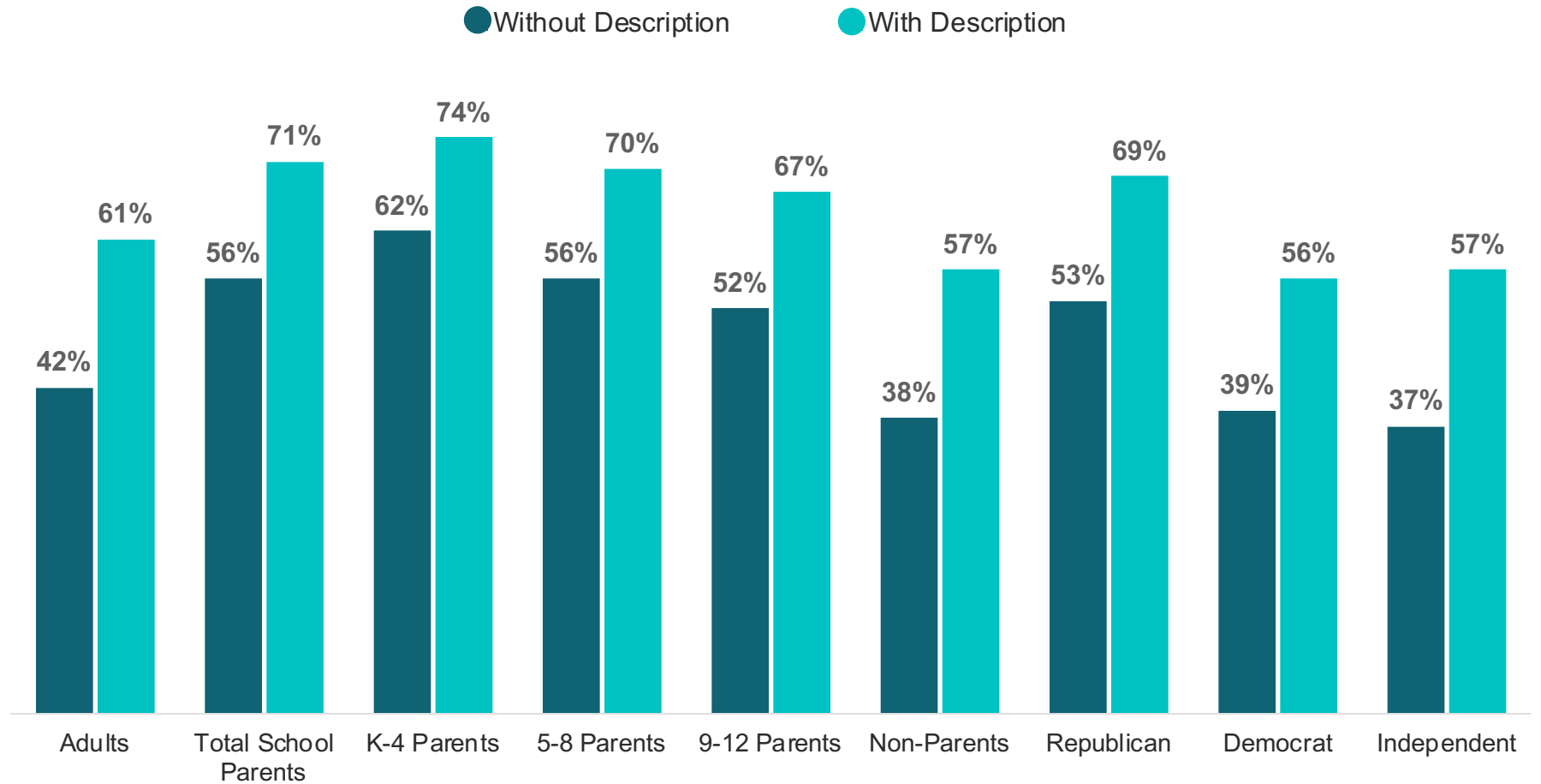
Charter School Favorability

School Voucher Favorability

Respondents are more supportive of school vouchers when given a description – especially among Democrats and 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?

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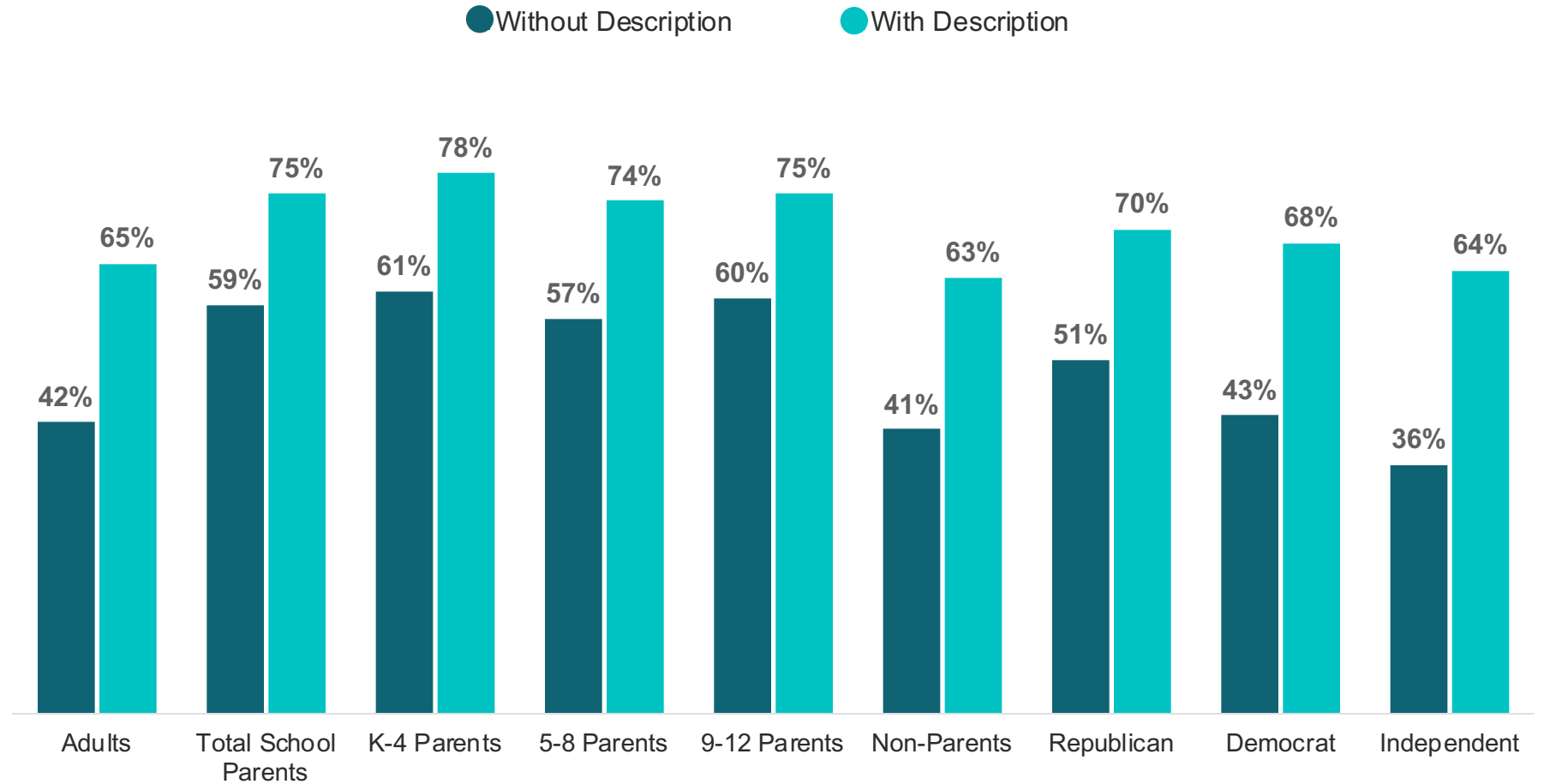


Education Savings Accounts Favorability

ESA support jumps across demographics once respondents are given a description. Non-parents, Democrats and Independents show the largest changes.

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?

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**Survey Profile, Demographics,
and Appendix**

Methodology

Survey Profile, 1

Dates	July 17-21, 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 = 11.93 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)	± 2.93 percentage points
Participation Rate	22.0%
Project Contact	Paul DiPerna, paul@edchoice.org

Demographic Base Sizes

Demographics	Unweighted (N =)
Hispanic	234
White	1660
Non-Hispanic White	1546
Black	303
Other	235
Generation Z	280
Millennial	574
Generation X	560
Boomers	692
Male	1060
Female	1138
< College	1187
College +	1011
Northeast	485
Midwest	410
South	868
West	435

Demographics	Unweighted (N =)
Total School Parents	557
K-4 Parents	299
5-8 Parents	222
9-12 Parents	178
Non-Parents	866
Liberal	698
Moderate	568
Conservative	739
Democrat	775
Independent	479
Republican	786
Urban	727
Suburban	933
Small Town	233
Rural	305
Low Income <\$35K	786
Middle Income \$35K to <\$75K	727
High Income \$75K+	685

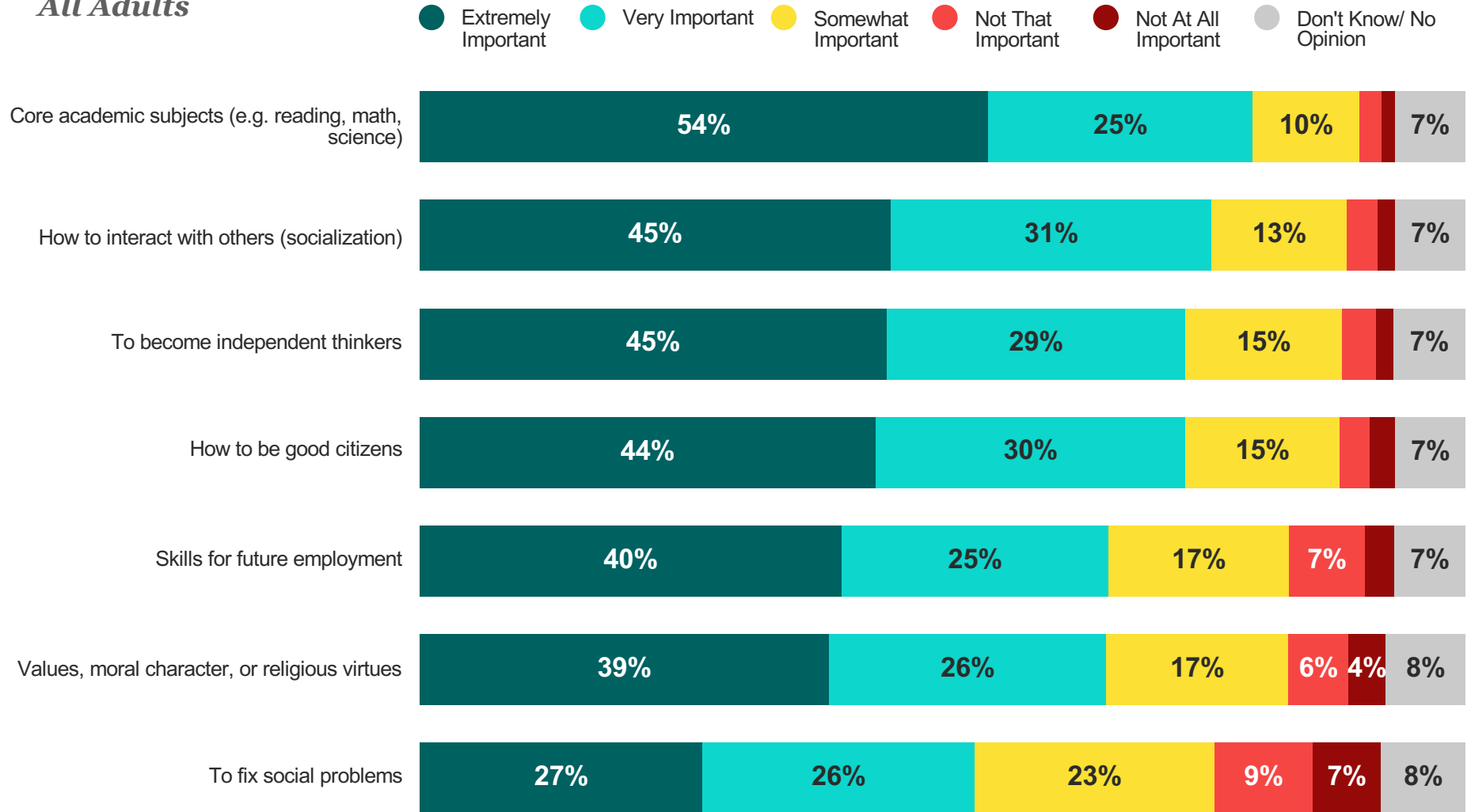
Demographic Base Sizes and Weights

Demographics	Unweighted	Weighted	Target (%)
Hispanic	11%	16%	16%
White	75%	78%	78%
Non-Hispanic White	70%	70%	n/a
Black	14%	12%	12%
Other	11%	9%	9%
Age: 18-34	31%	30%	30%
Age: 35-44	18%	16%	16%
Age: 45-64	29%	34%	34%
Age: 65+	22%	20%	20%
Male	48%	48%	48%
Female	52%	52%	52%
< College	54%	69%	69%
College +	46%	31%	31%
Northeast	22%	18%	18%
Midwest	19%	21%	21%
South	39%	37%	37%
West	20%	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

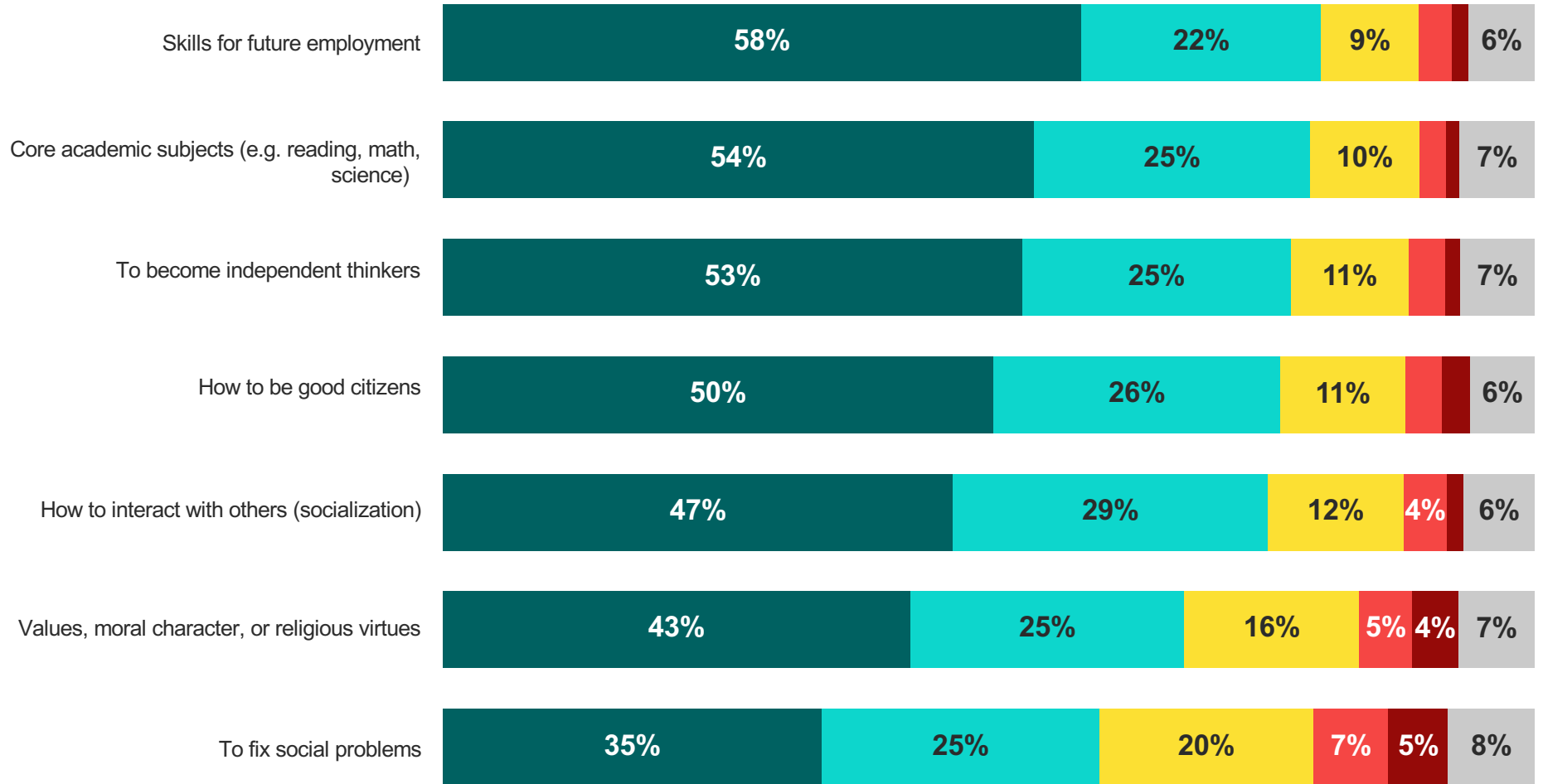


Purpose of Education: High School

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...

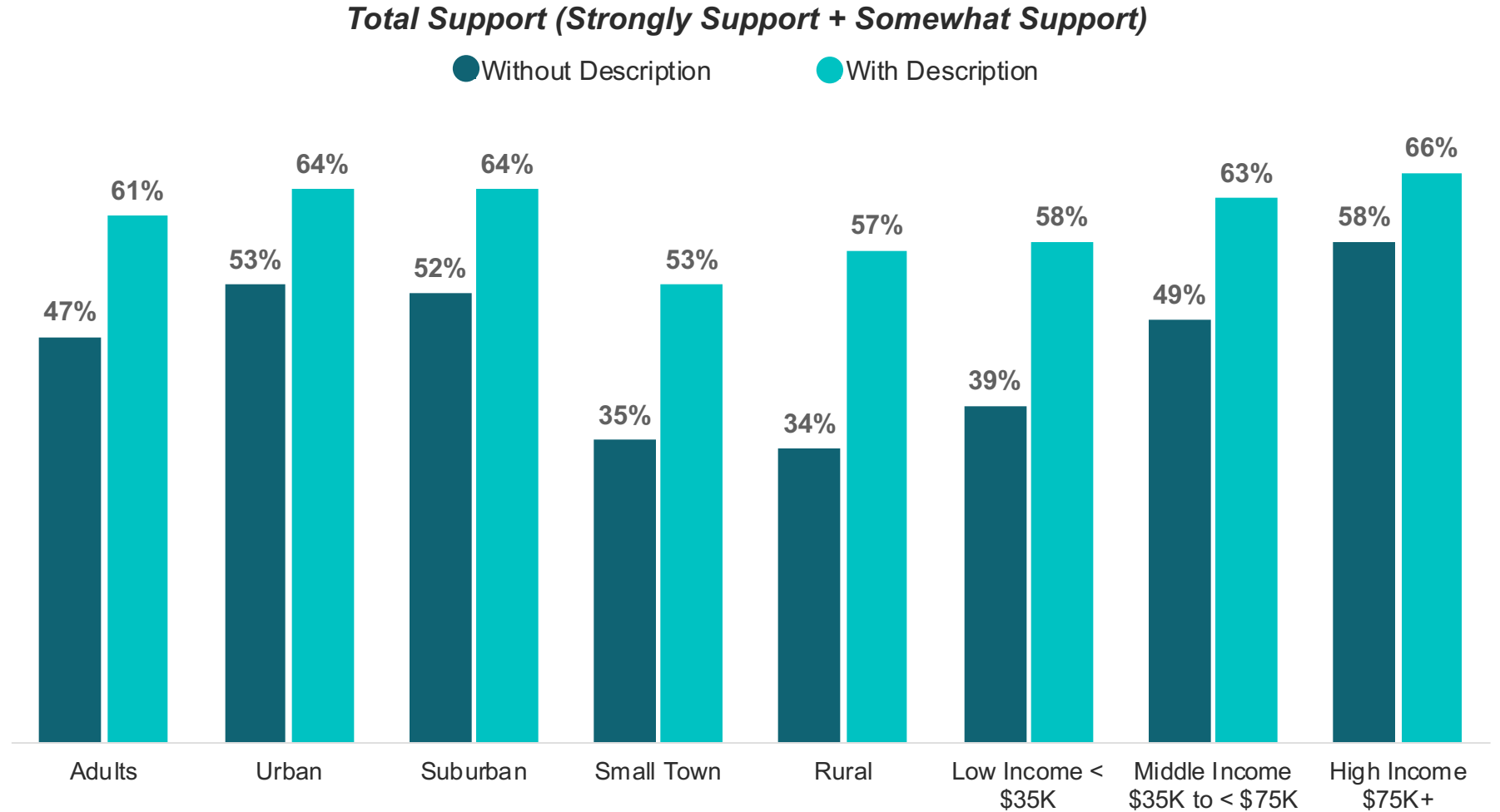
All Adults

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



Charter School Favorability

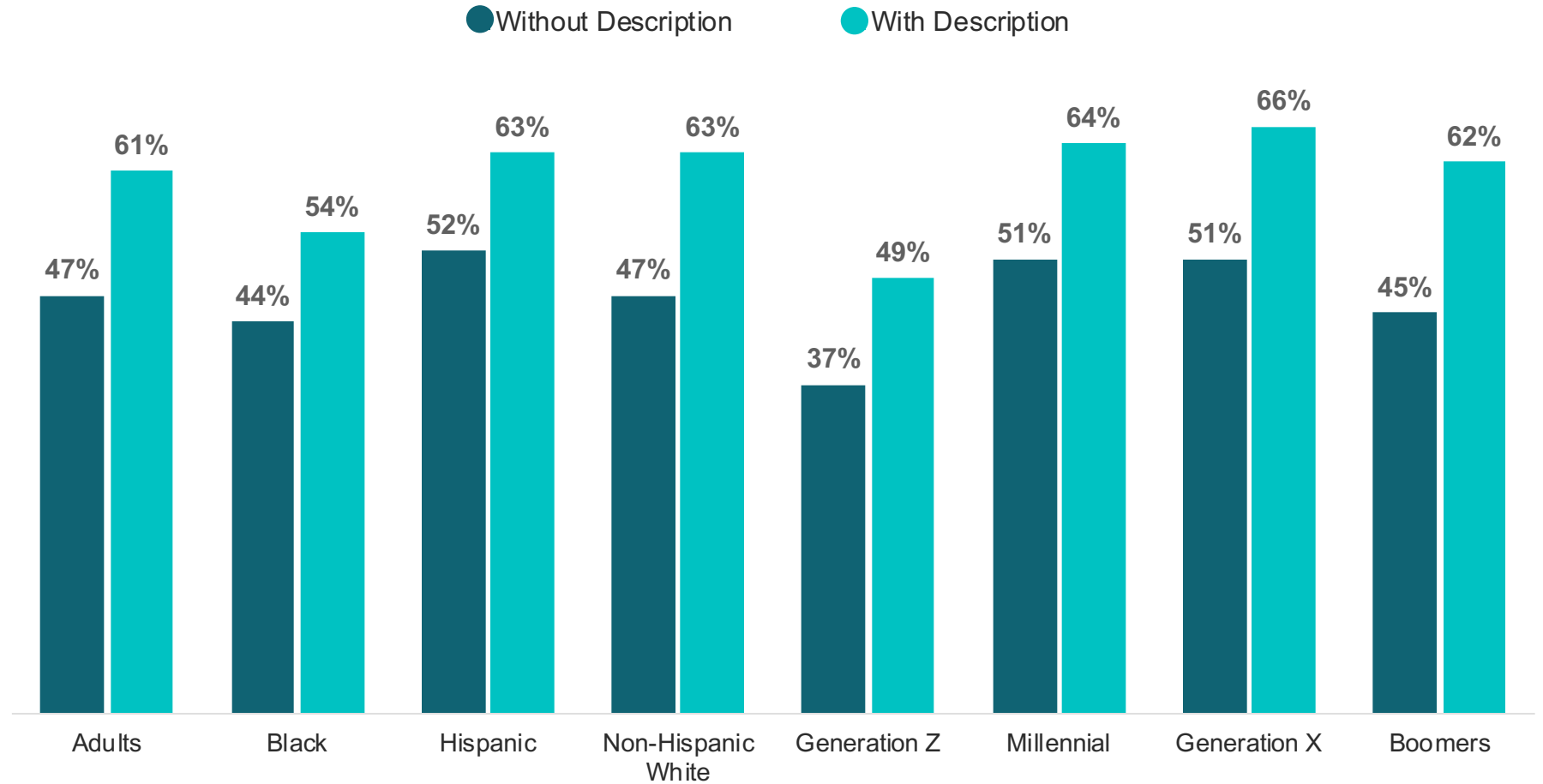
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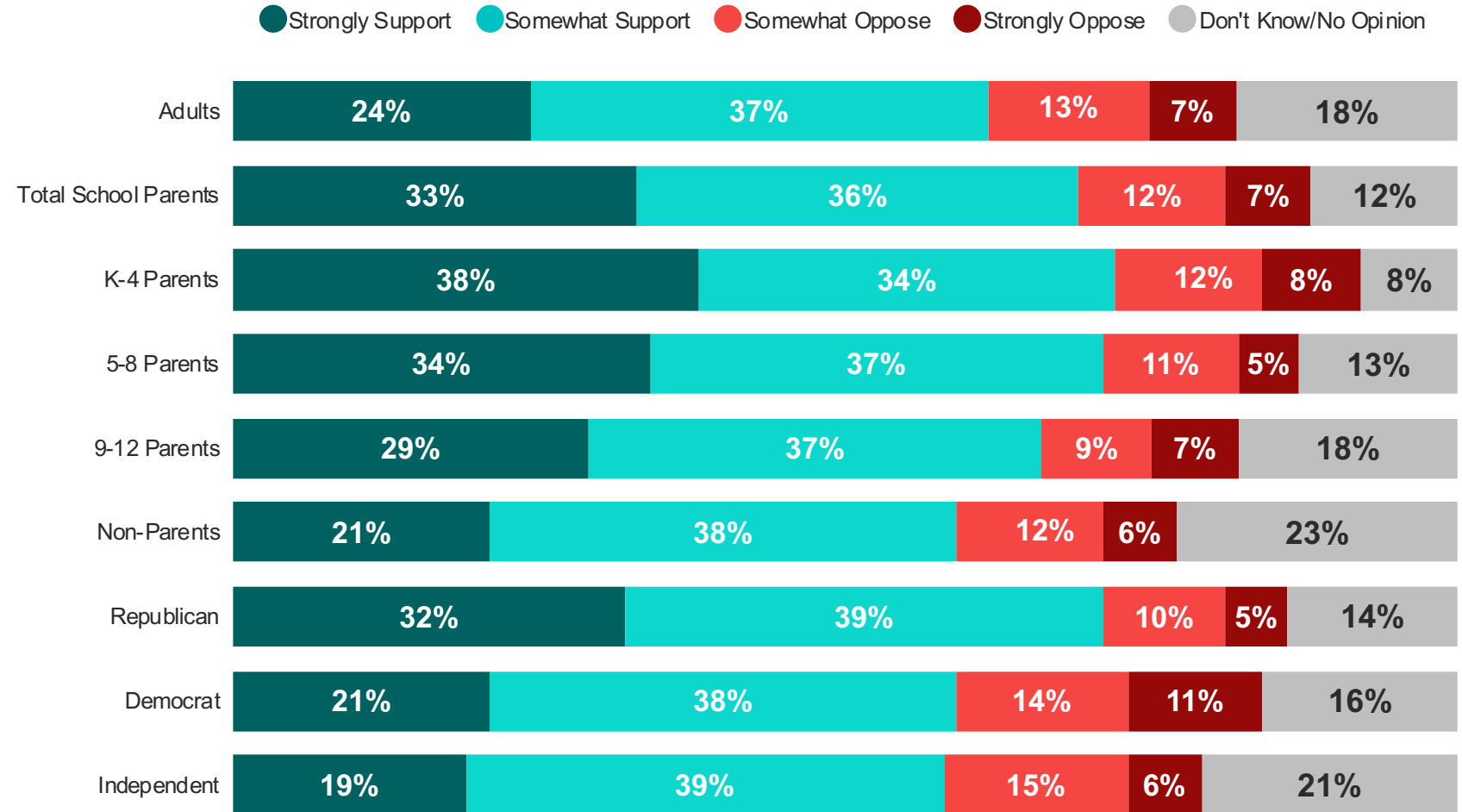
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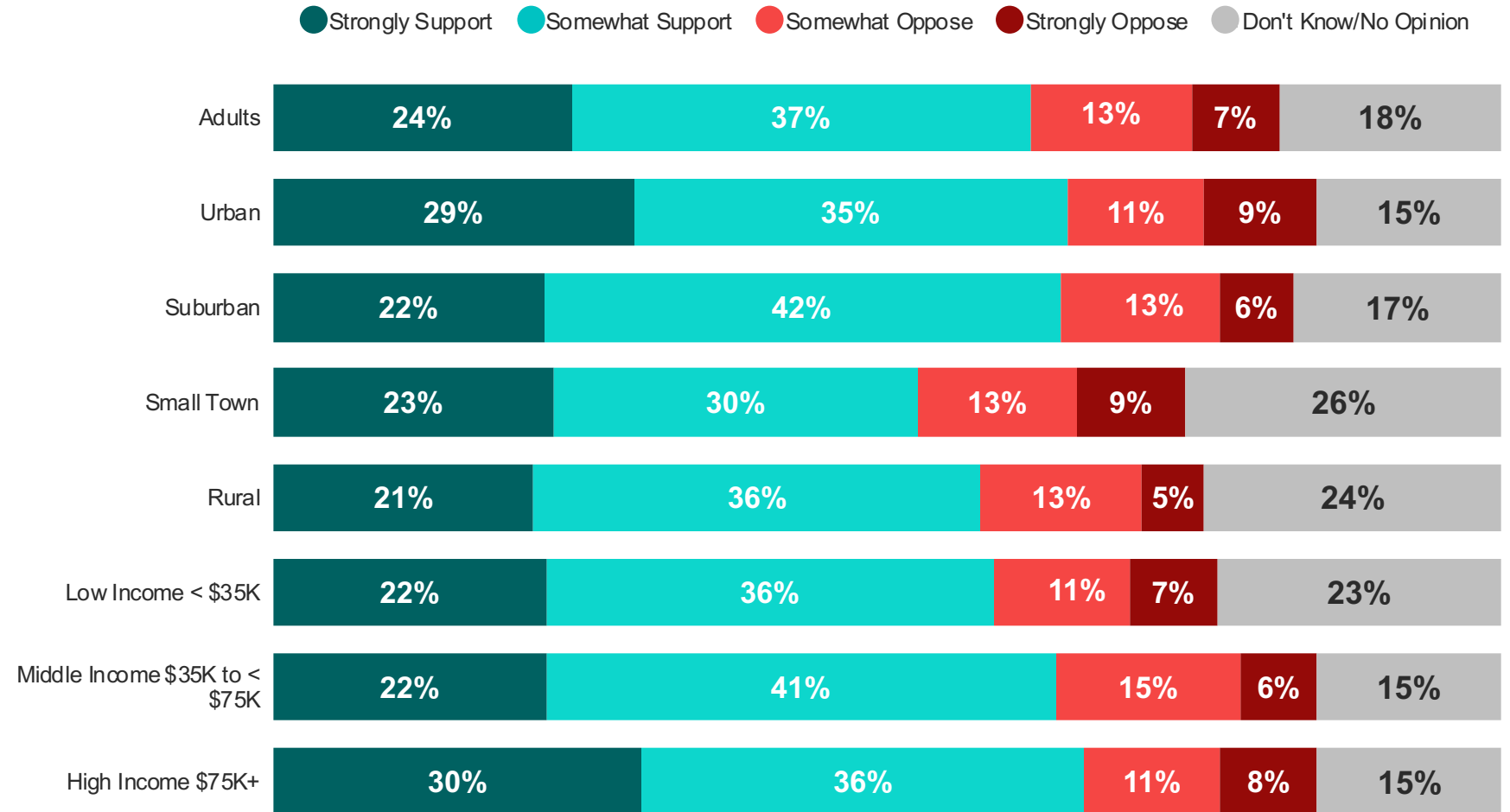
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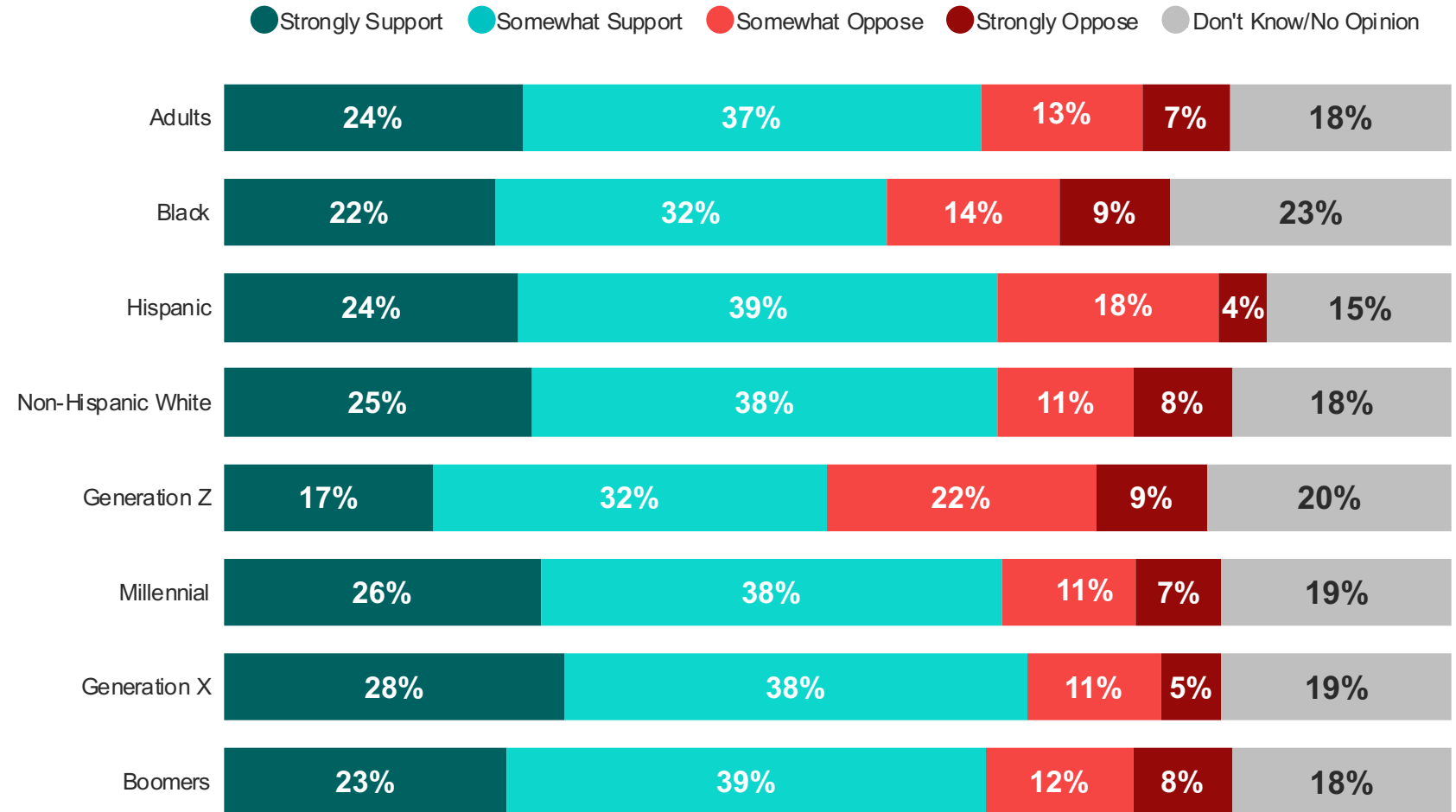
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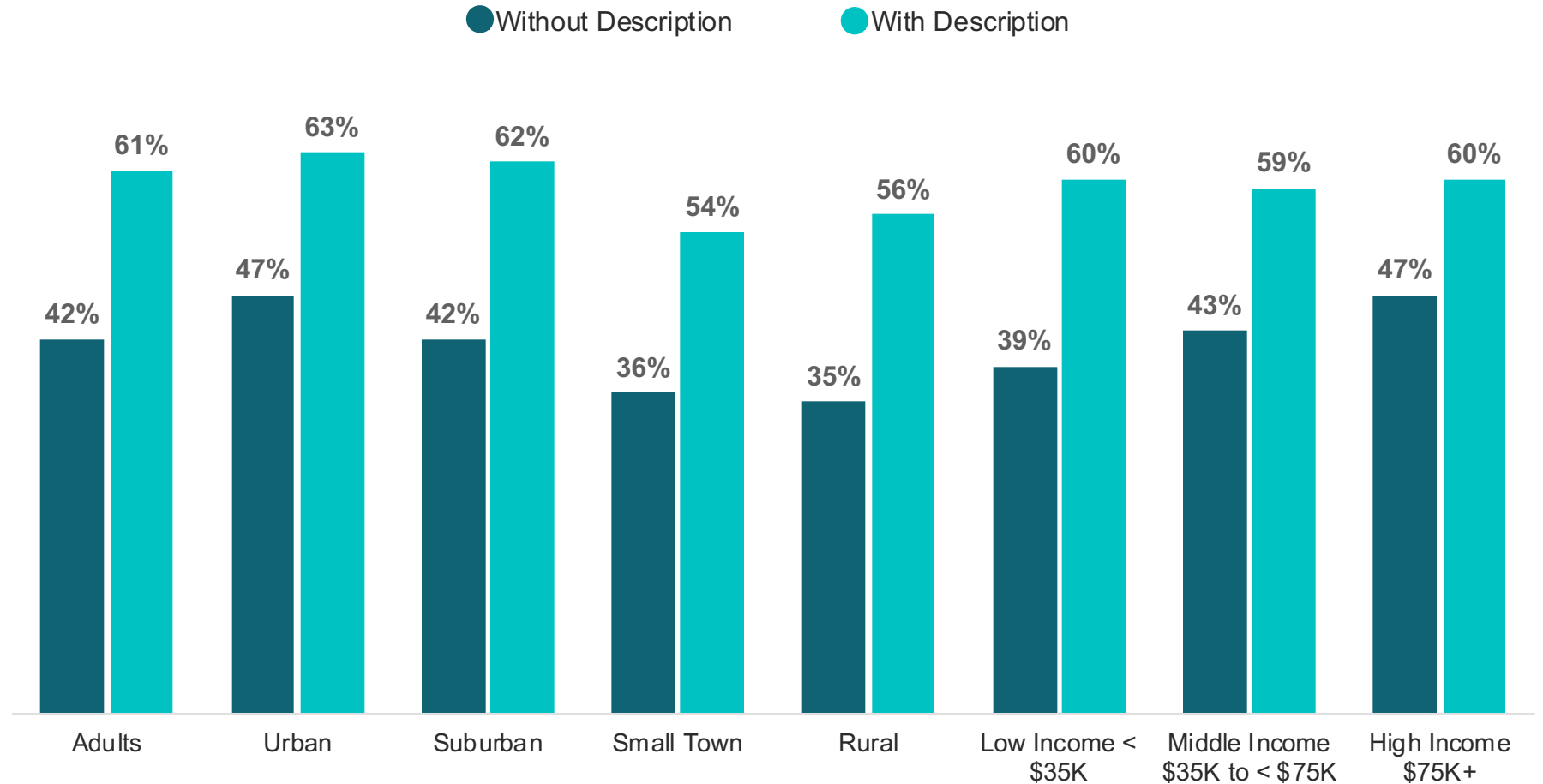
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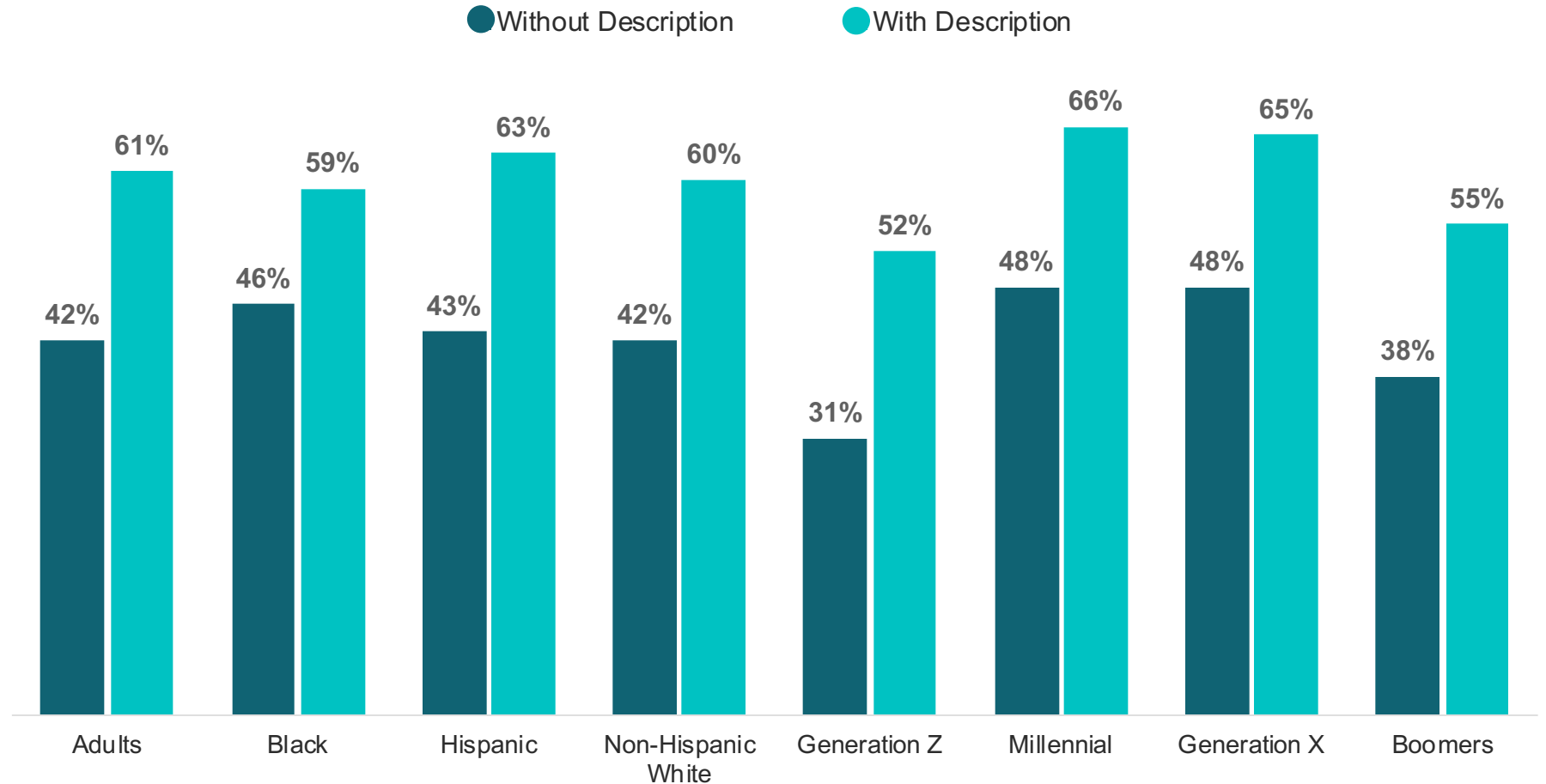
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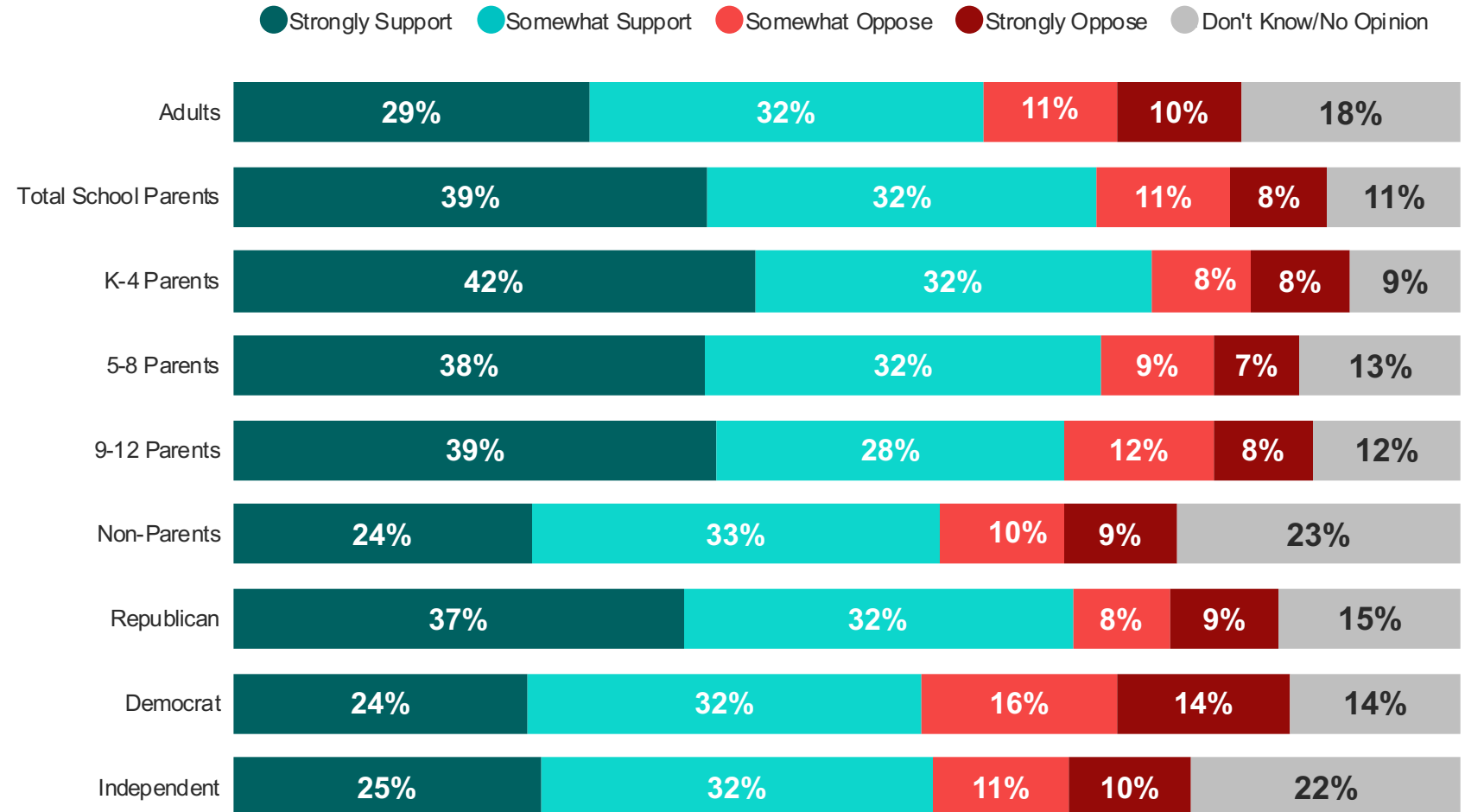
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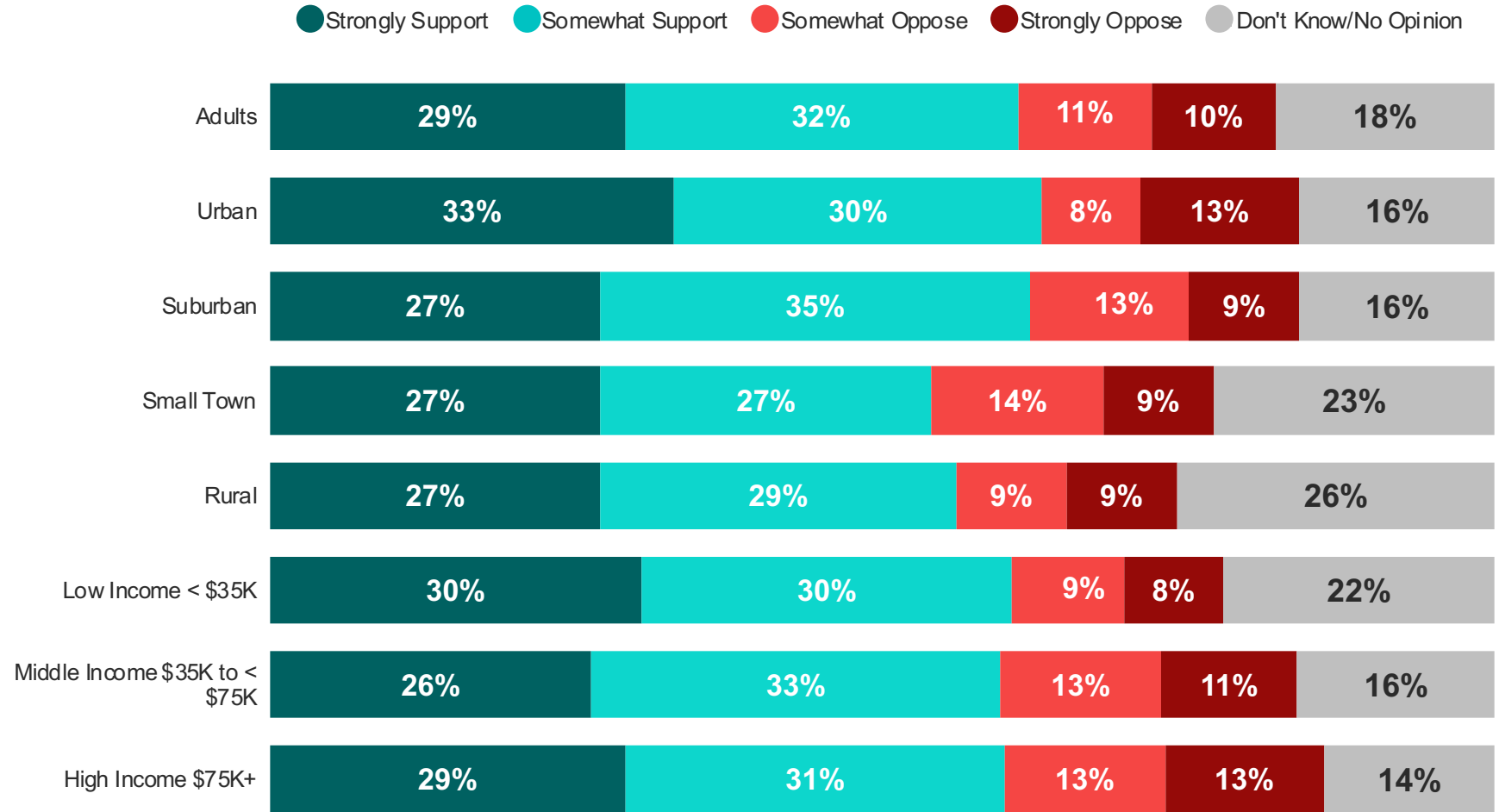
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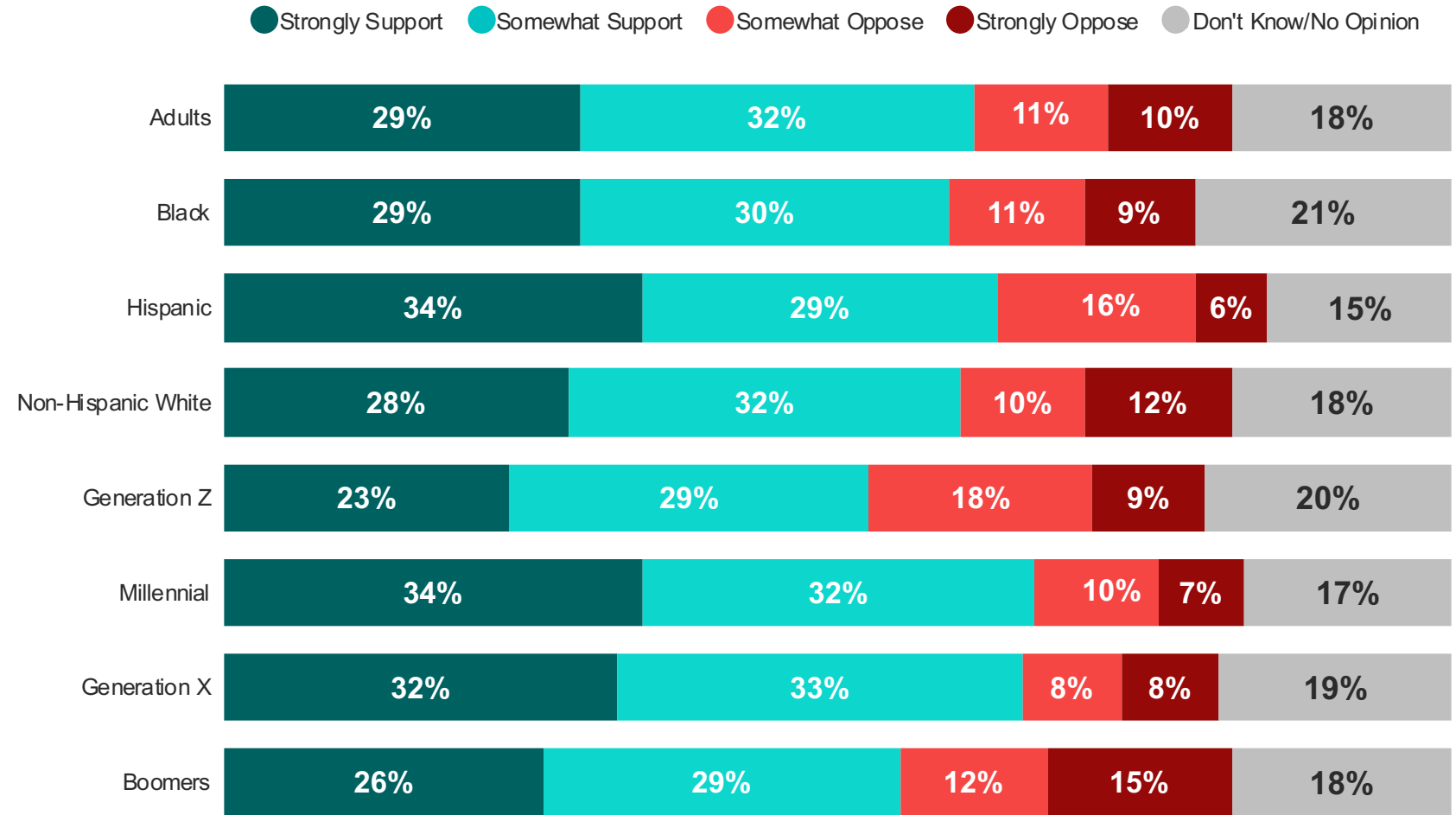
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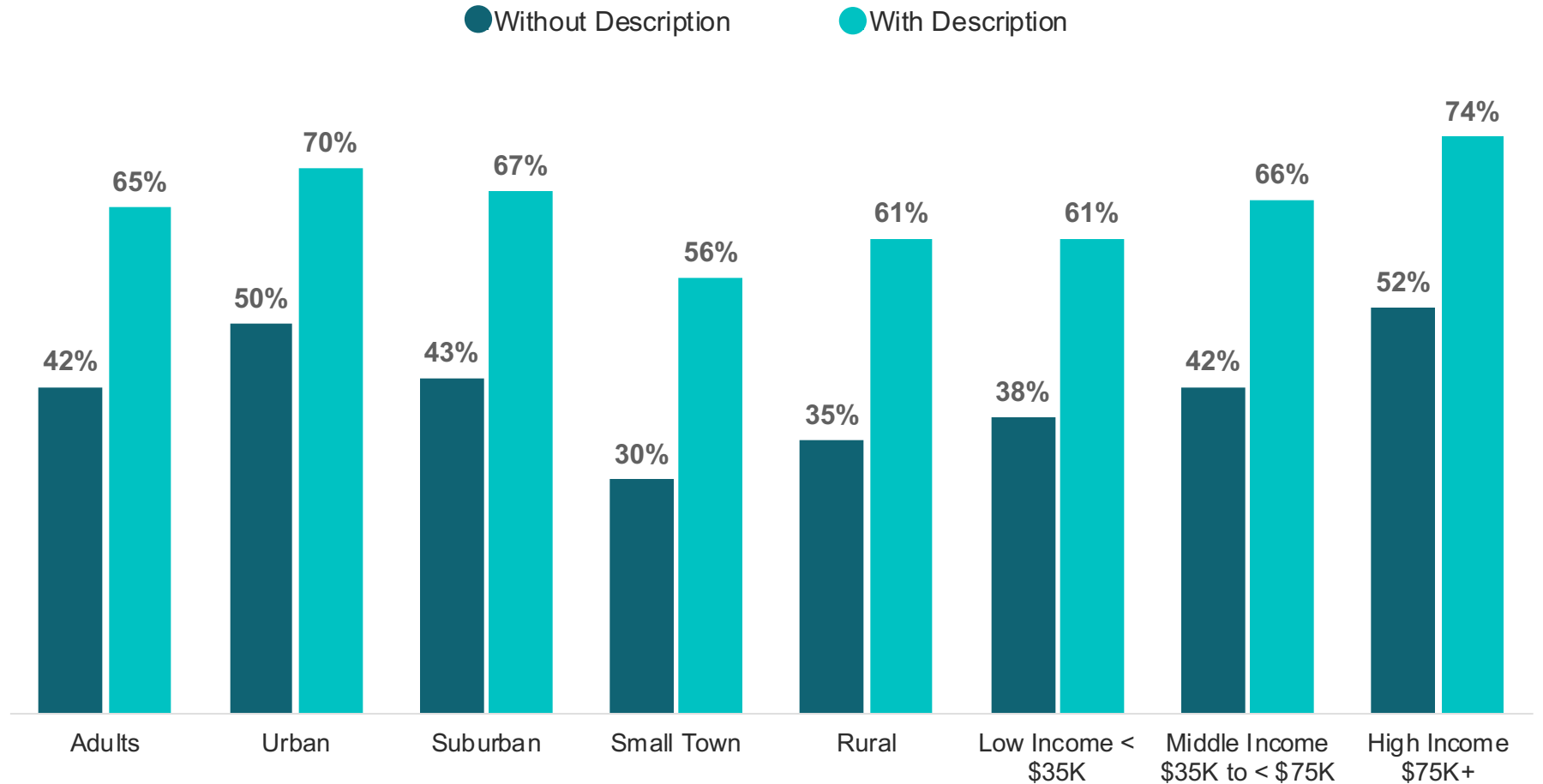


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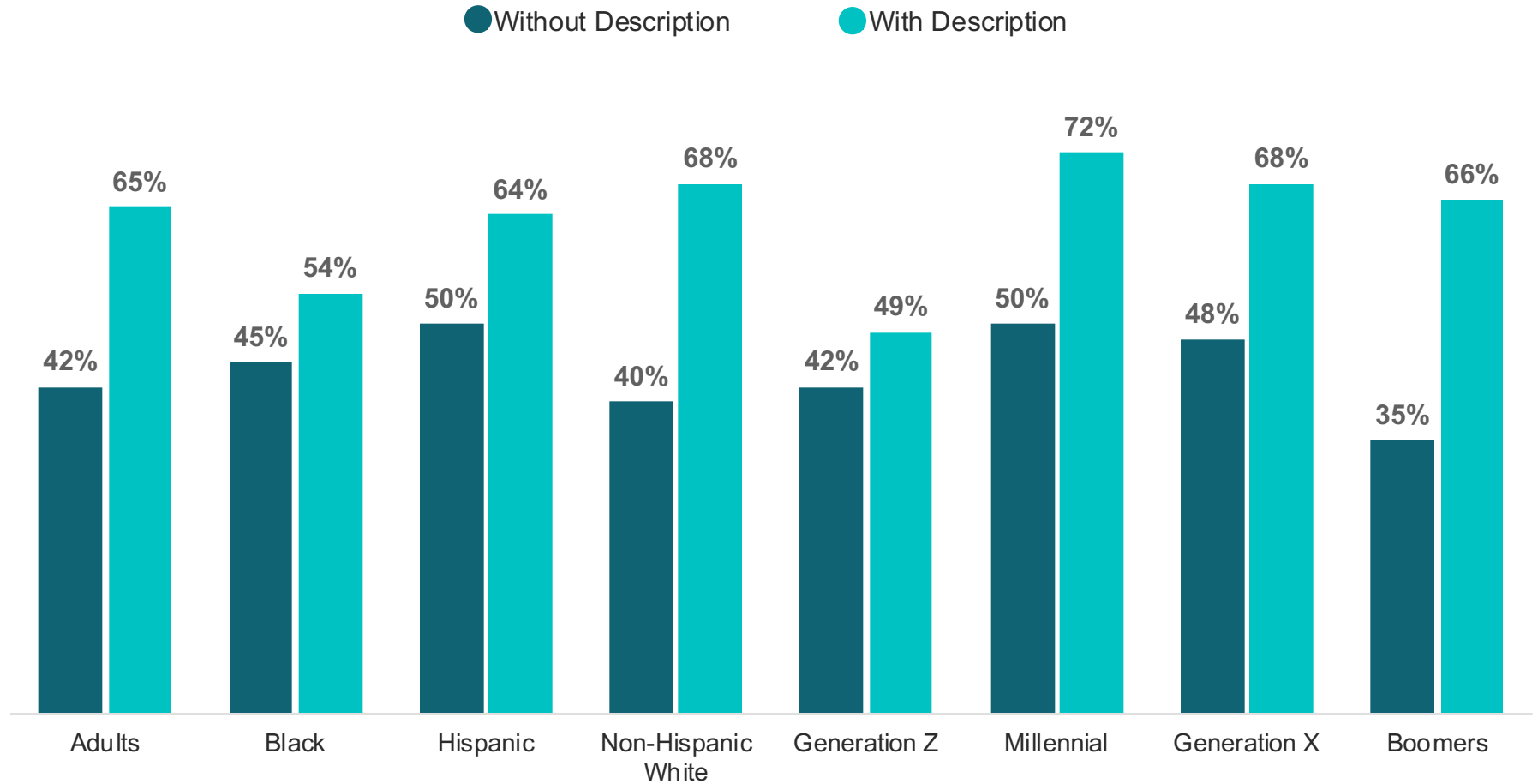


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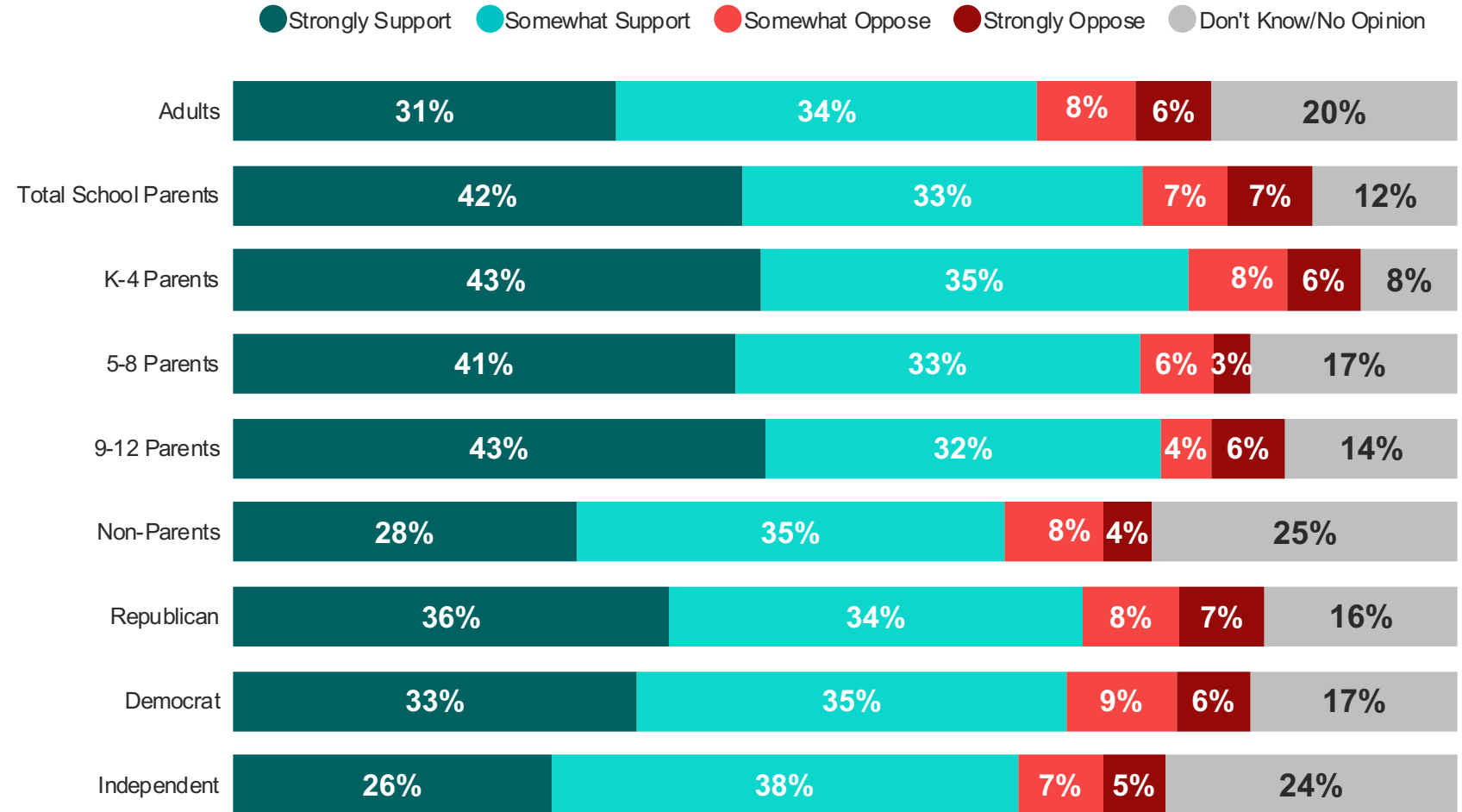
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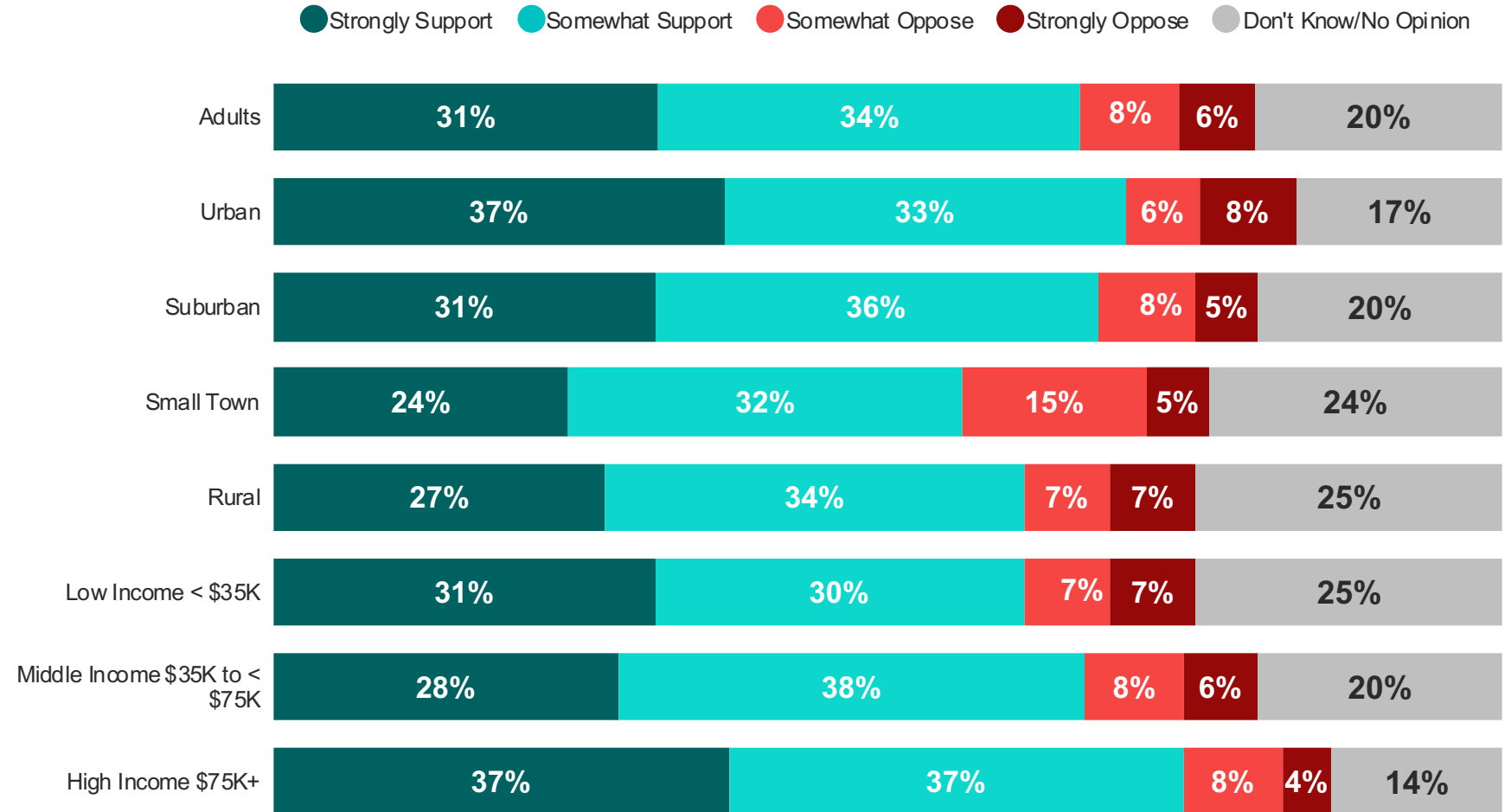
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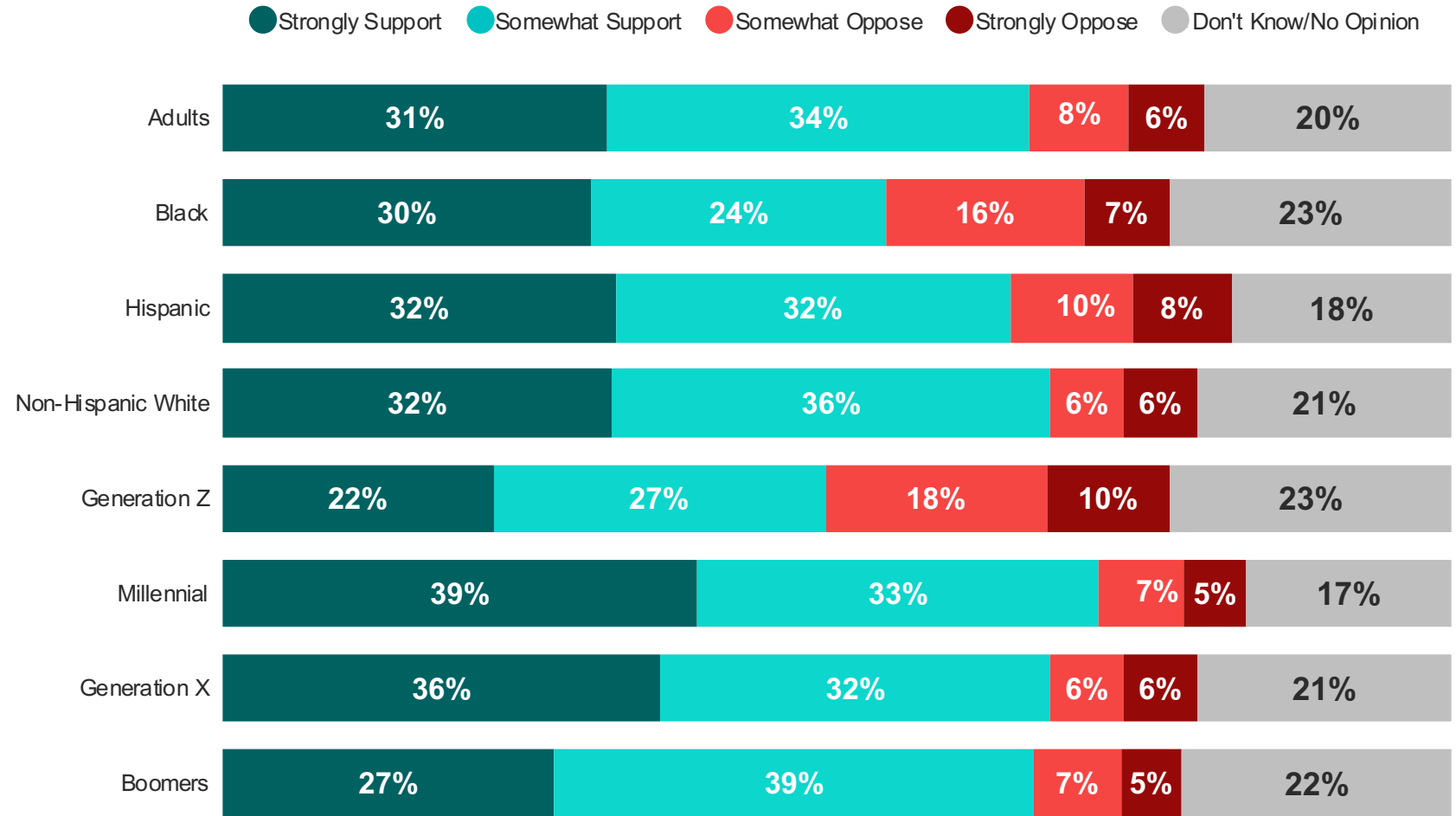
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