

 edCHOICE

GEN POP NATIONAL
POLLING PRESENTATION

JANUARY 2021

KEY FINDINGS

1. In January, Americans indicated they were more likely to get the COVID-19 vaccine compared to December. That was especially true among Baby Boomers, Gen Z, the South region, and Independents. The general public and school parents continue to be less likely to vaccinate their children than themselves.
2. School parents' comfort with their children returning to school increased from December to January – reversing a four-month trend. However, most don't believe the coronavirus outbreak will be controlled enough for it to be safe for children to go back to school until April or after.
3. Based on parent reports, public district schools were significantly less likely to provide in-person education compared to private schools in January. Forty-three percent of district school parents indicated their children's schools were offering remote learning only, compared to 18 percent of private school parents.
4. More than two out of five school parents would prefer a hybrid schooling approach after the pandemic subsides – mixing home-based and in-person education. An additional 14 percent responded that they would like to have a fully home-based education.
5. Interest and participation in learning pods has been steady since November. Nearly one out of six school parents said they were participating in pods in January. The vast majority – nearly 80 percent – say they are using pods to supplement regular schooling.
6. School parents feel more comfortable discussing COVID-19 school policies with their child's teacher, their coworkers and peers, and the school administration than they do discussing other current events and social issues. Americans feel most comfortable discussing current events and social issues with their family members.

AGENDA

COVID-19 AND SCHOOLING

OPINIONS ABOUT K-12 EDUCATION

AWARENESS AND FAVORABILITY OF SCHOOL CHOICE POLICIES

DISCUSSION OF CURRENT EVENTS

SURVEY PROFILE AND DEMOGRAPHICS

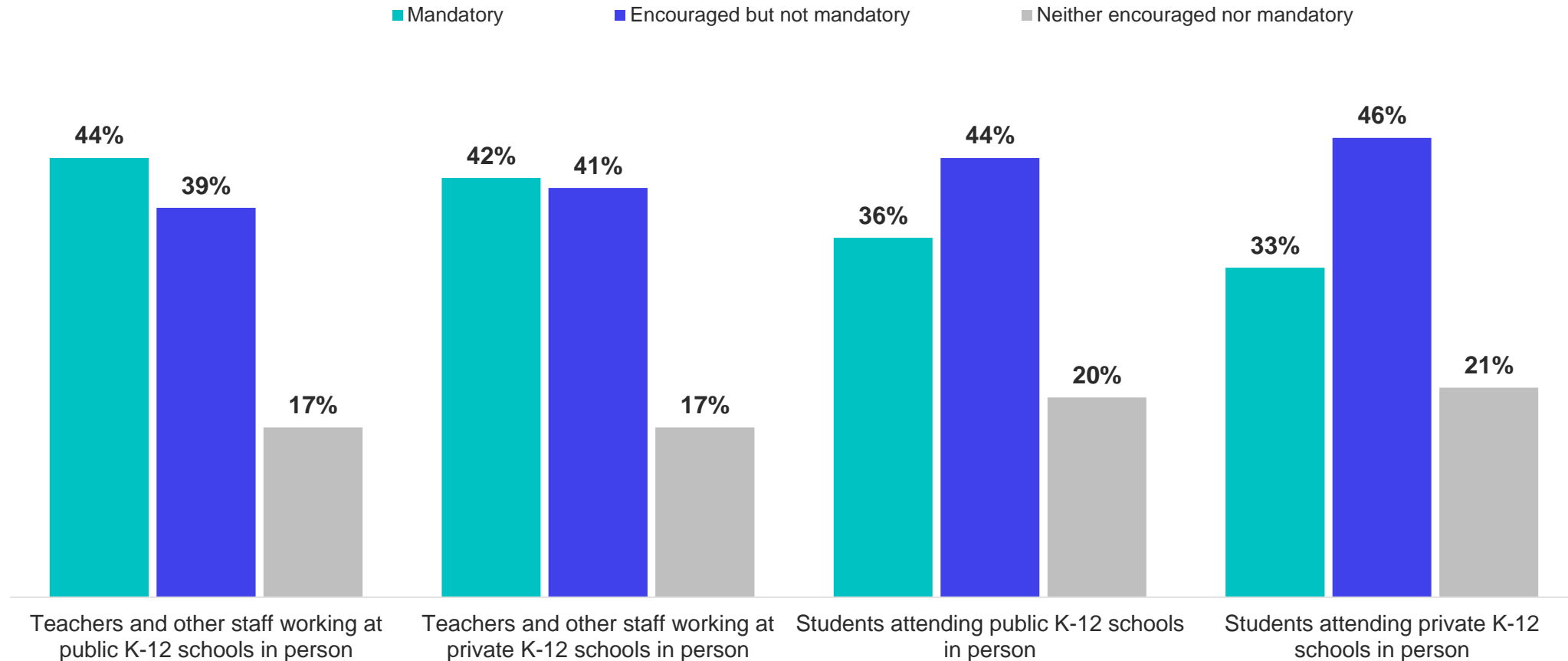


MANDATORY OR ENCOURAGED COVID-19 VACCINES

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

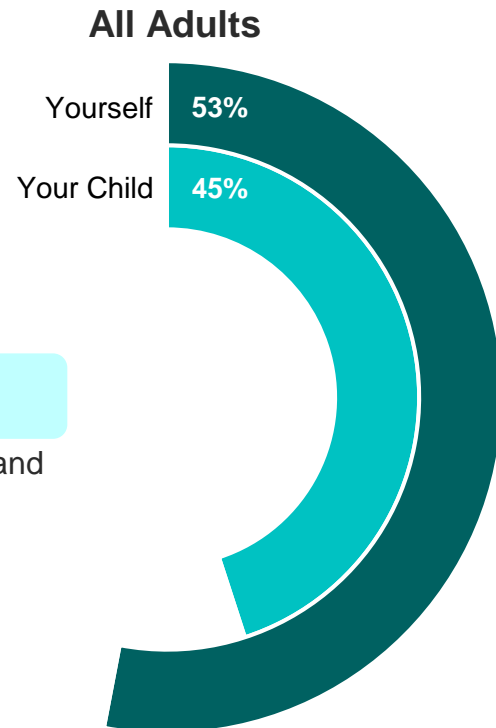
When an FDA approved vaccine to prevent COVID-19 is available, do you think it should be mandatory or encouraged for the following groups?

All Adults



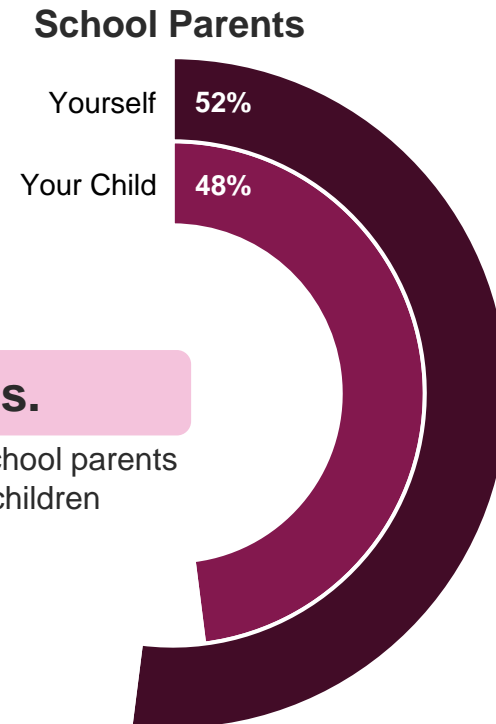
Most adults and school parents are willing to get vaccinated. School parents are slightly more likely to vaccinate their children than the general population.

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?



8 pts.

gap between all adults and their children



4 pts.

gap between school parents and their children

COVID-19 VACCINE

Since December, Americans are more likely to agree to be vaccinated, especially Baby Boomers, those in the South, Independents, and Gen Z.

If an FDA approved vaccine to prevent COVID-19 was available right now, would you agree to be vaccinated?

Groups Most Likely To Get Vaccinated		Vs December
Asian American	72%	-
Educ: Bachelors or Postgrad	69%	+7
High Income \$75k+	67%	+7
Baby Boomers	64%	+13
Democrat	62%	+7
Suburban	59%	+9
Northeast Region	59%	+6
Non-Hispanic White	57%	+7

Groups Moderately Likely To Get Vaccinated		Vs December
Middle Income \$35K to < \$75K	54%	+9
Urban	53%	+4
West Region	53%	+2
Hispanic	52%	+9
South Region	52%	+12
Independent	51%	+12
Midwest Region	51%	+4
Republican	50%	+8

Groups Less Likely to Get Vaccinated		Vs December
Small Town	49%	+5
Gen Z	48%	+13
Millennials	47%	+7
Gen X	46%	+1
Educ: < College	46%	+7
Low Income < \$35K	42%	+3
Rural	40%	+4
Black	31%	+1

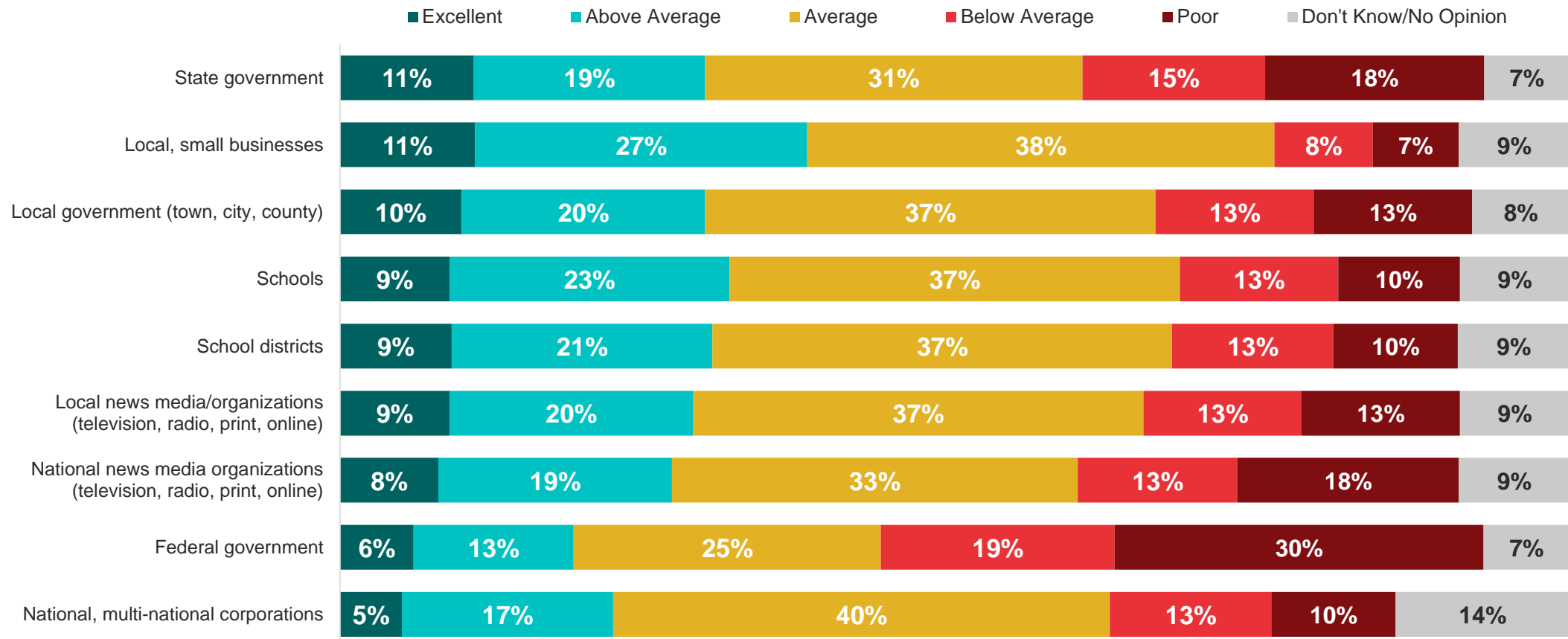
Dark outline indicates a demographic that experienced a large increase (+10 or more) in likelihood of getting vaccinated since December.

COVID-19 RESPONSE RATING

Most Americans 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

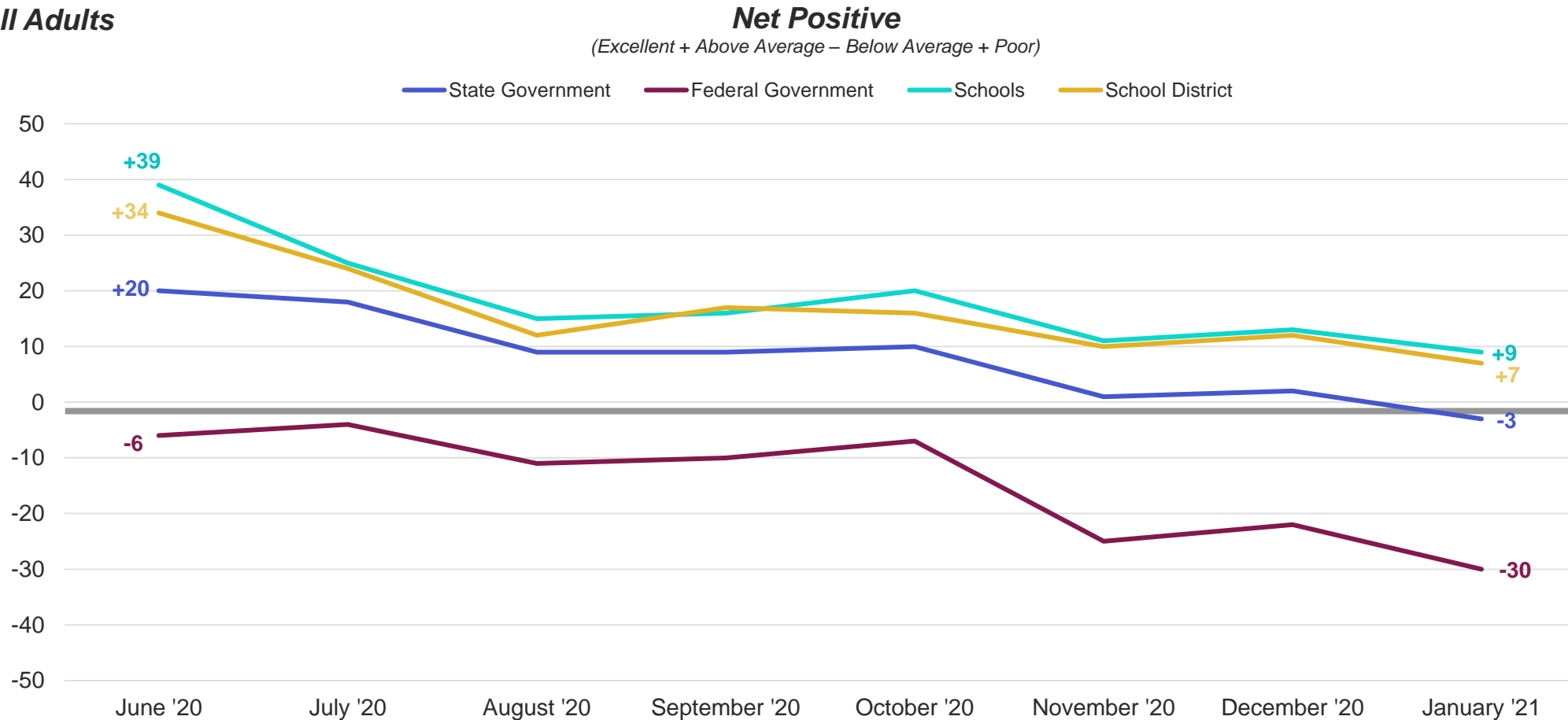


COVID-19 RESPONSE RATING

Americans' mostly positive views of institutional responses to COVID-19 have declined substantially since the summer – including decreases for schools and school districts.

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

All Adults

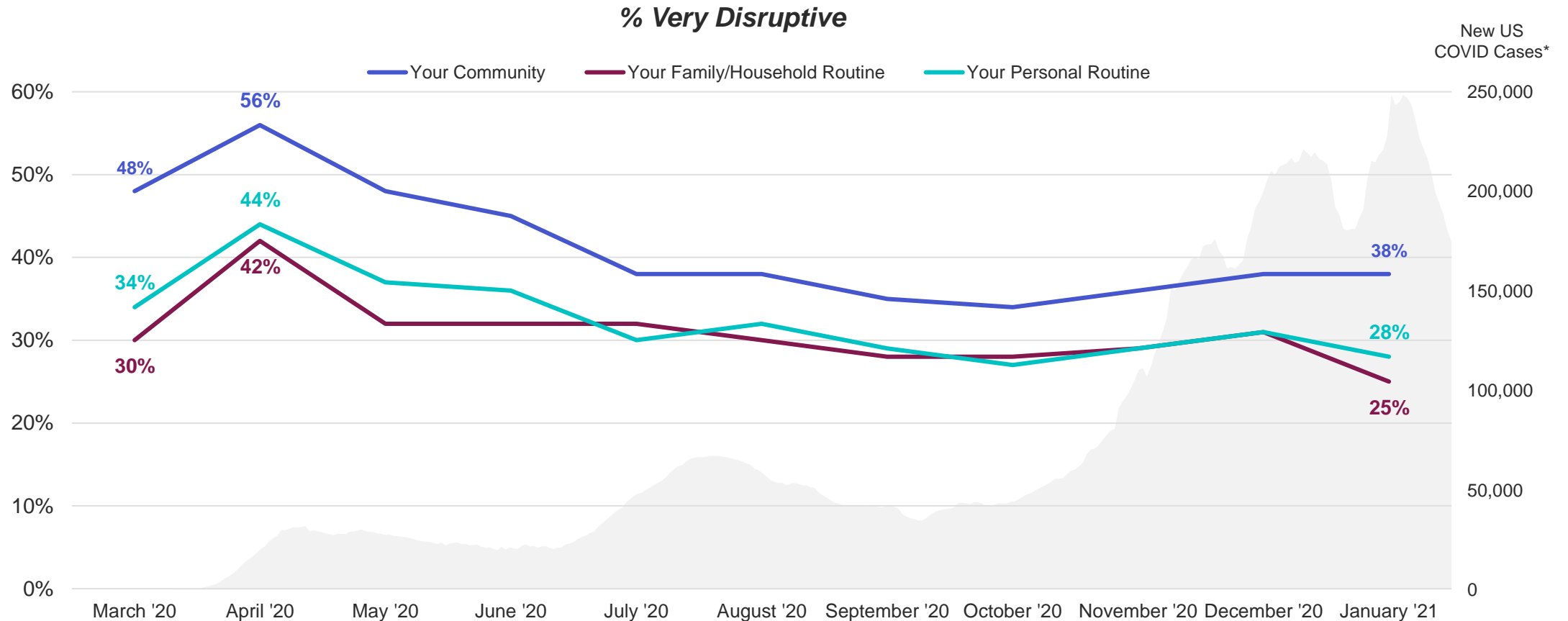


COVID-19 DISRUPTION

The percentage of adults who believe the coronavirus has been ‘very disruptive’ on their personal and household routines decreased from December to January.

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

All Adults



*CDC 7 day rolling average data

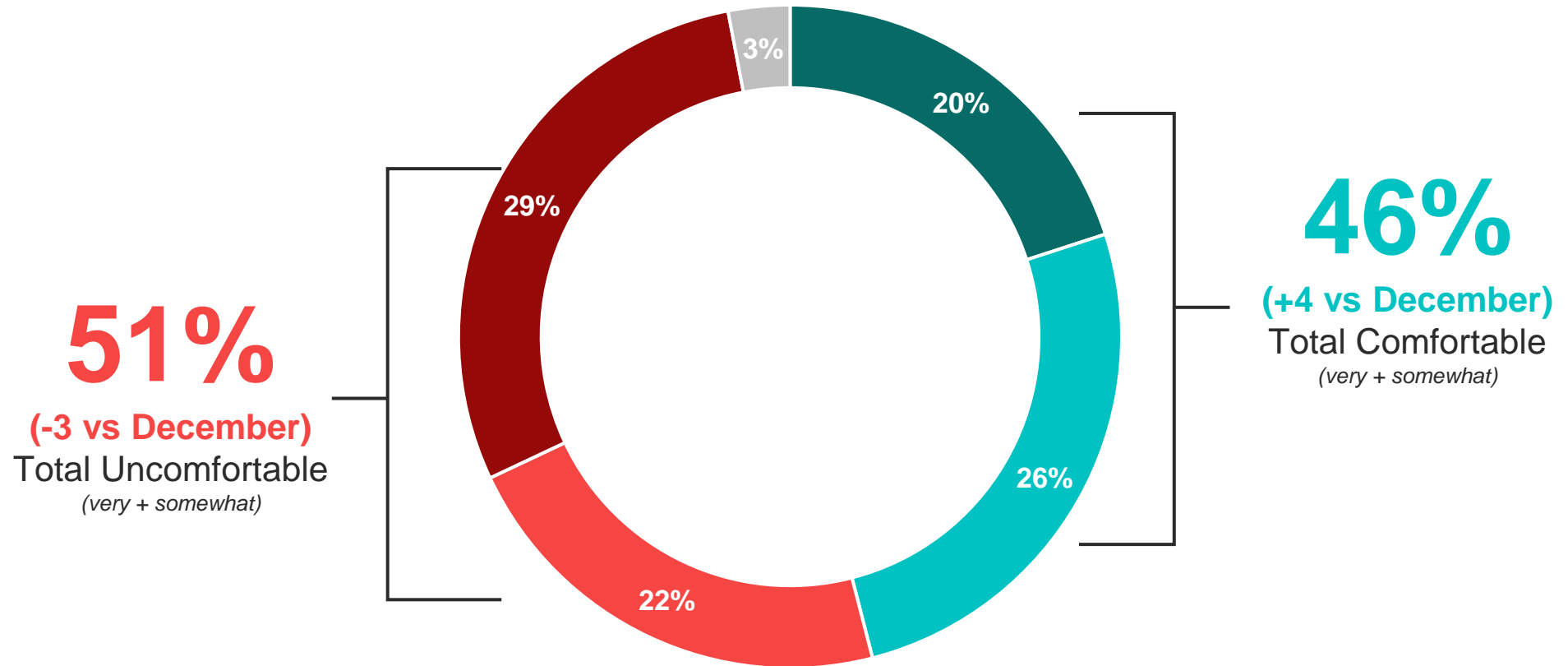
COMFORT WITH CHILDREN RETURNING TO SCHOOL

School parents were slightly more comfortable with their children going back to school in January compared to December.

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

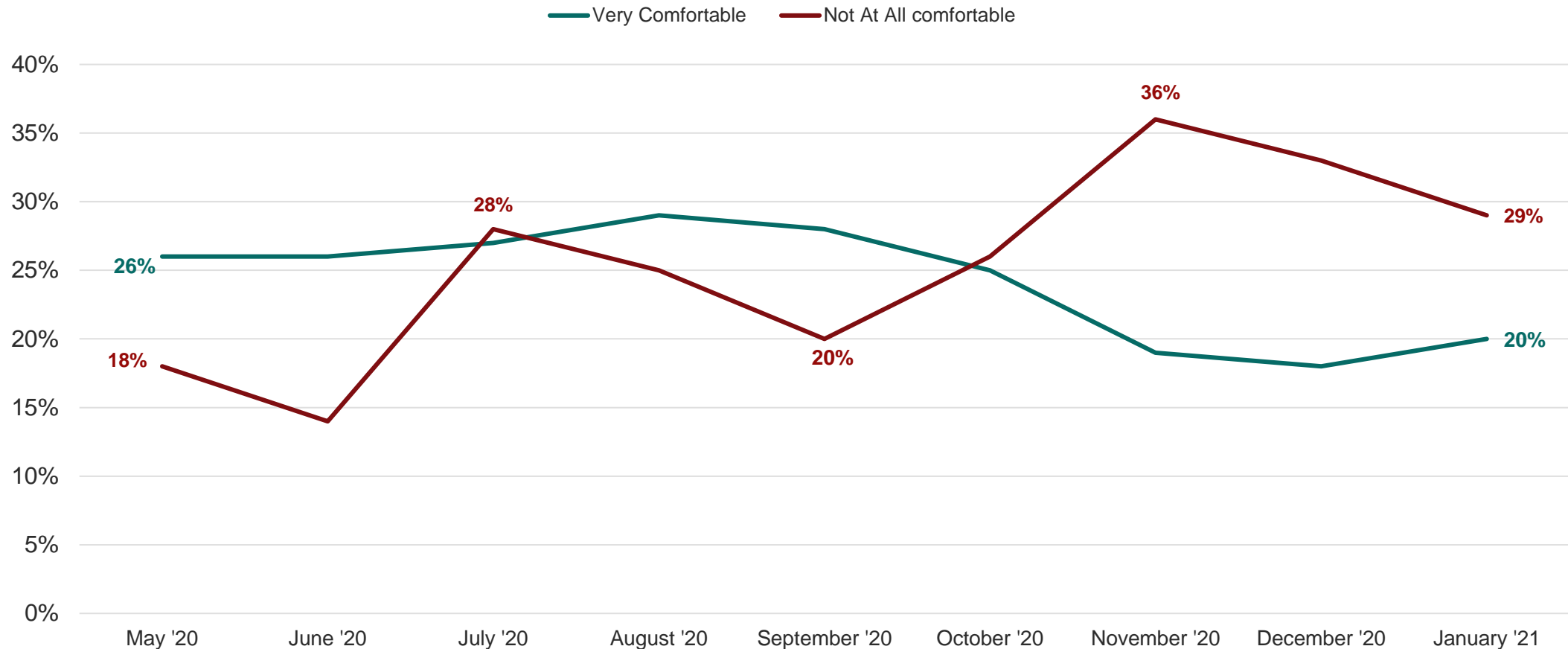


COMFORT WITH CHILDREN RETURNING TO SCHOOL

The number of parents that are not at all comfortable with their child returning to school right now has dropped to about where it was in July.

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

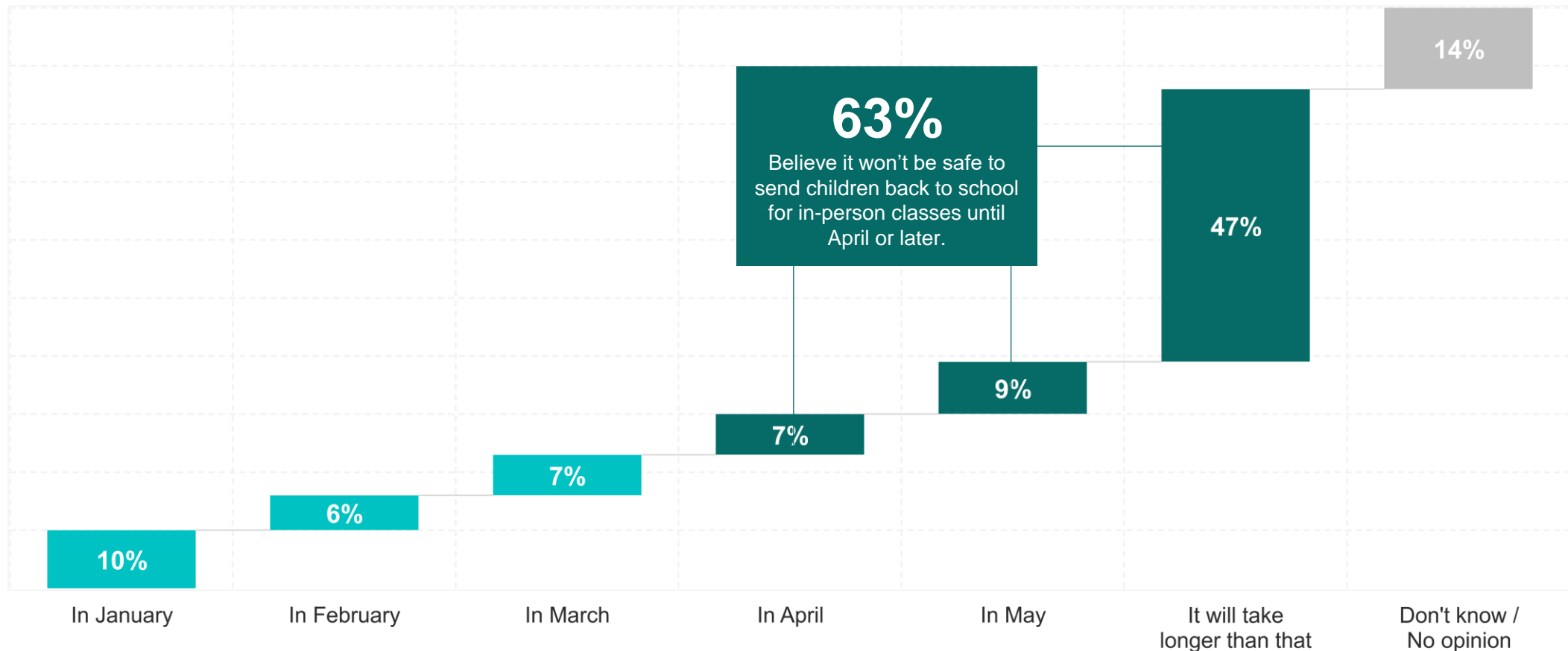


EXPECTATION FOR SAFE RETURN TO SCHOOL

Nearly two out of three parents don't think the outbreak will be controlled enough to send students to school in-person until April 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



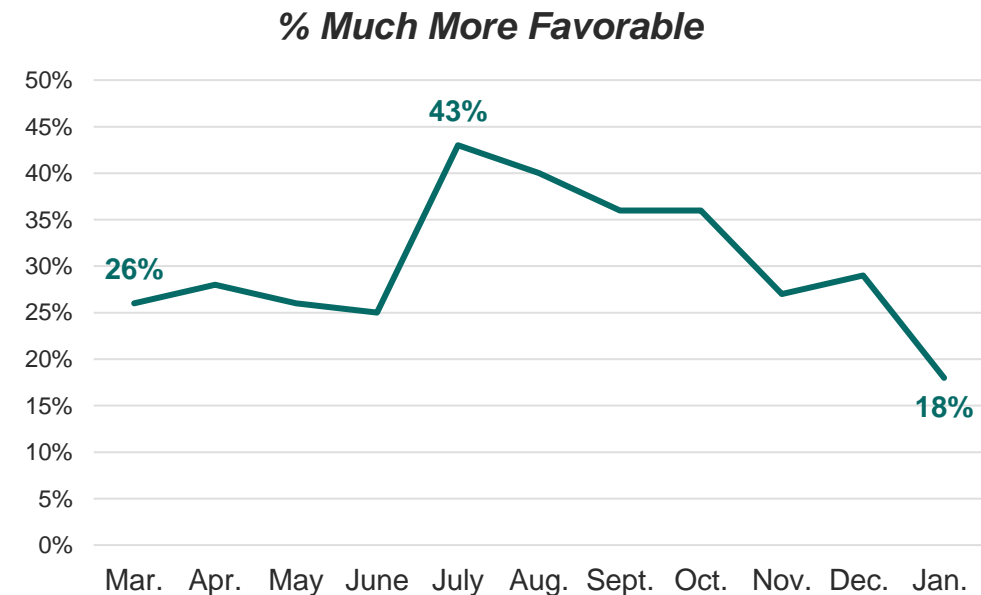
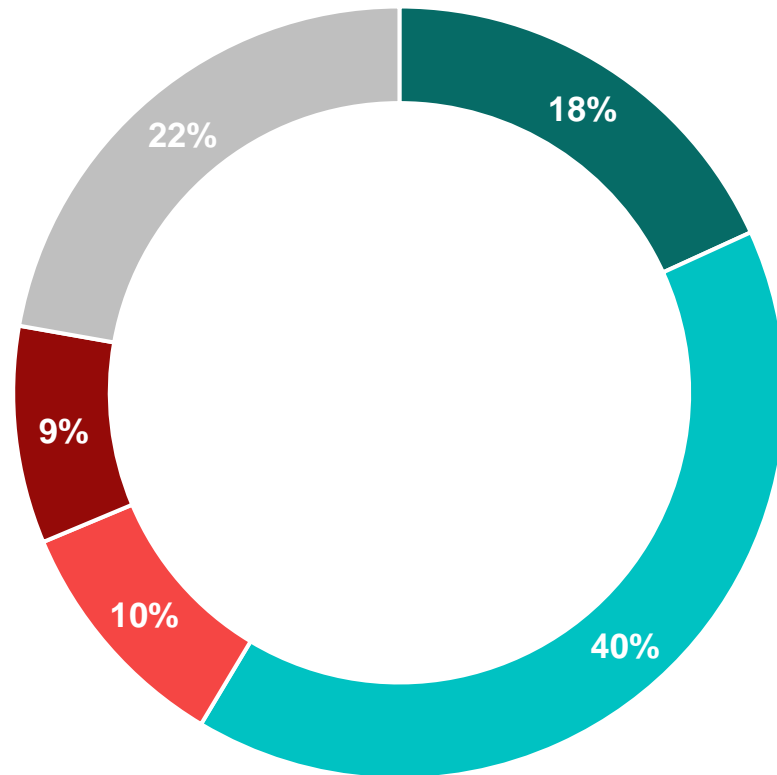
COVID-19 IMPACT ON HOMESCHOOLING

Strong favorability of homeschooling has dropped considerably among school parents this month to the lowest it has been since the start of the pandemic.

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



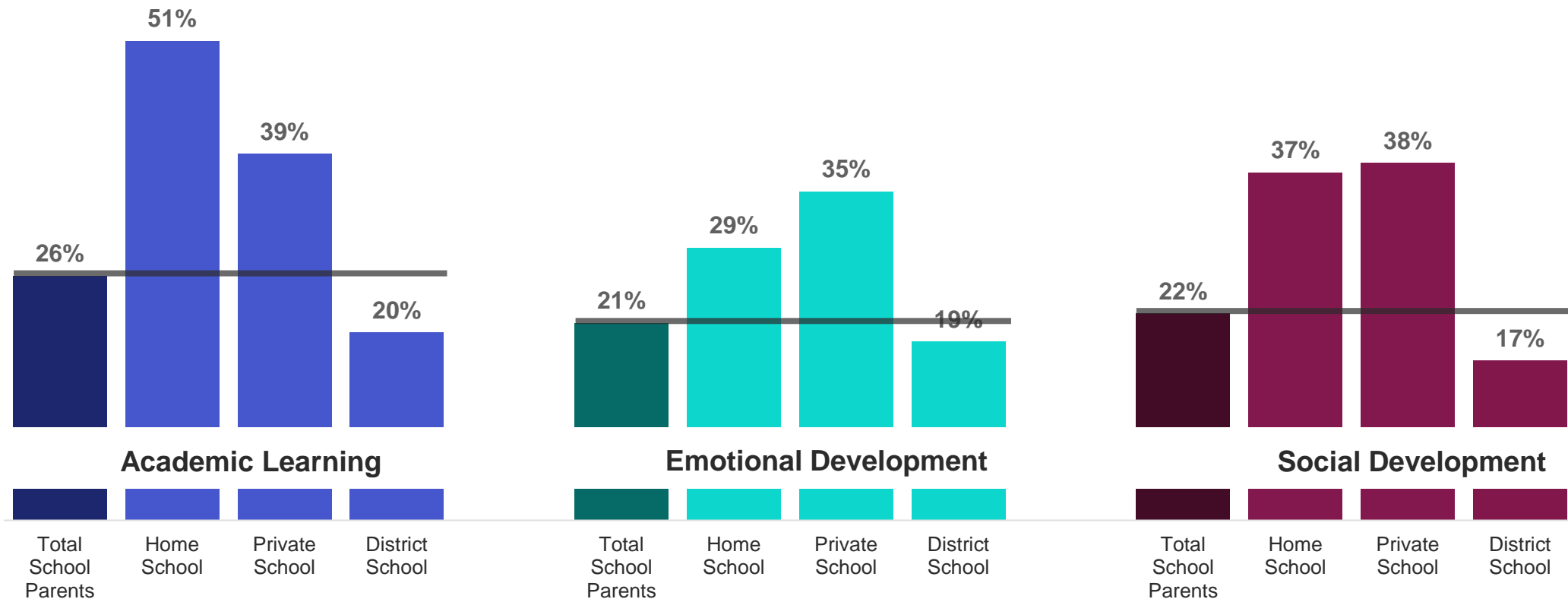
Note: The school parent subsample is weighted based on ACS benchmarks, starting in September 2020

COVID-19 IMPACT ON LEARNING AND DEVELOPMENT

Private school and traditional homeschool parents are much more positive about their children’s progress compared to district school parents.

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

% Very Well

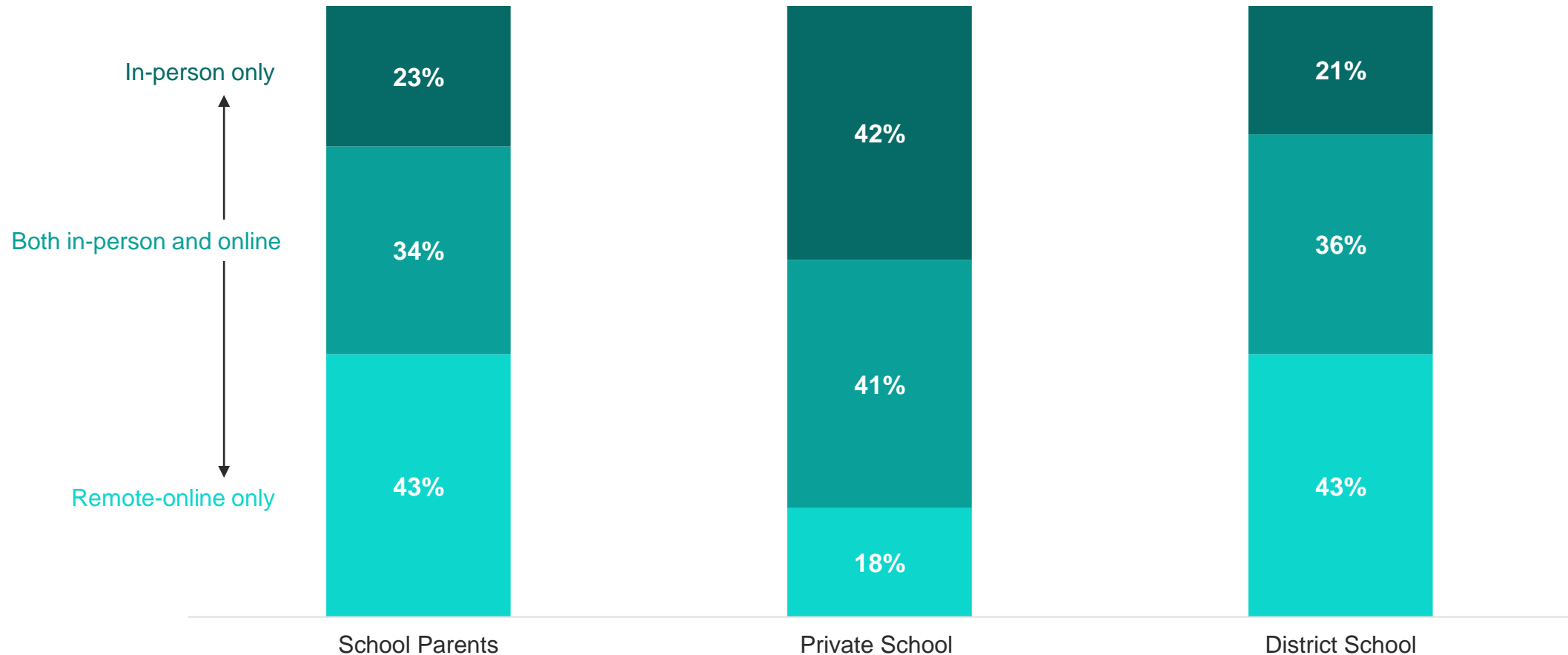


*Charter Schools not shown due to low sample size.

CURRENT LEARNING MODE

District schools are much more likely to be providing classes entirely online, while private schools are more likely to be in-person or a mix of in-person and online.

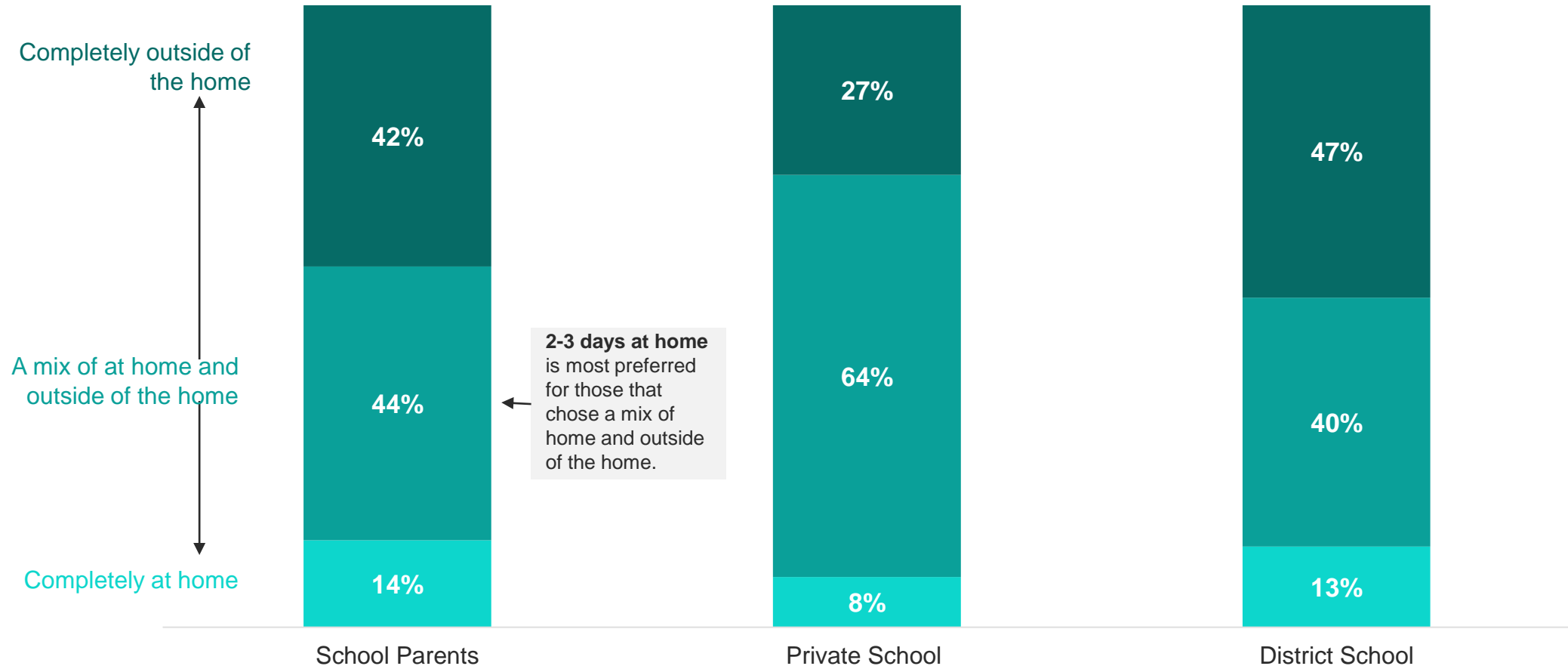
Please tell us the grade level for each of your children; what kind of school each child will attend this school year; and what mode of learning they are currently enrolled in.



LEARNING MODE PREFERENCE

A large proportion of school parents indicate they prefer some form of hybrid schooling for their children. Nearly two-thirds of private school parents gave such responses.

After the pandemic, if given the option, to what extent would you prefer schooling to be scheduled each week at home with a parent or tutor to provide the best education for your child?



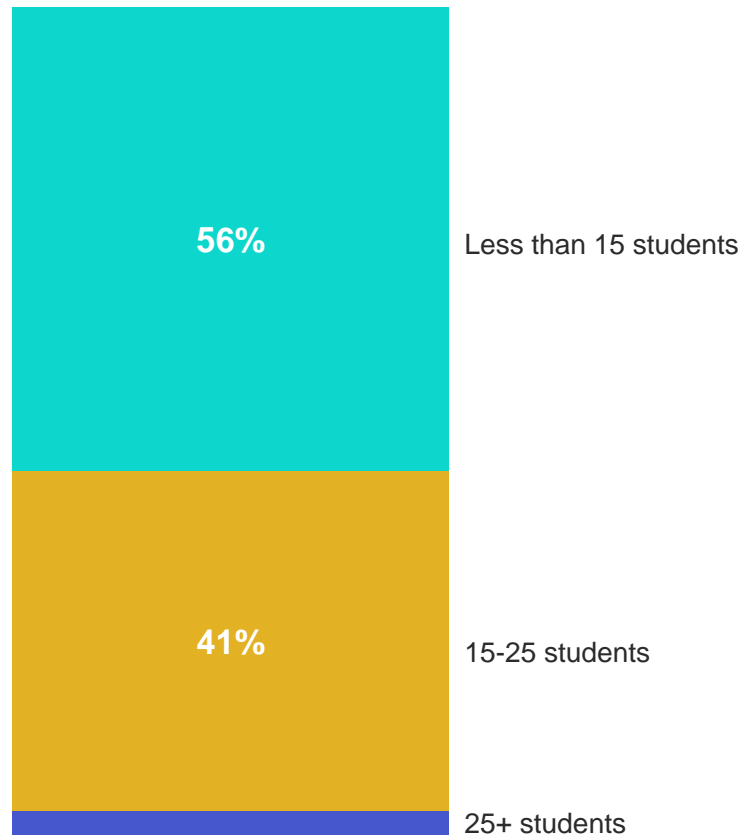
LEARNING ENVIRONMENT PREFERENCES

Most school parents believe small class sizes in school buildings will provide the best education for their child...

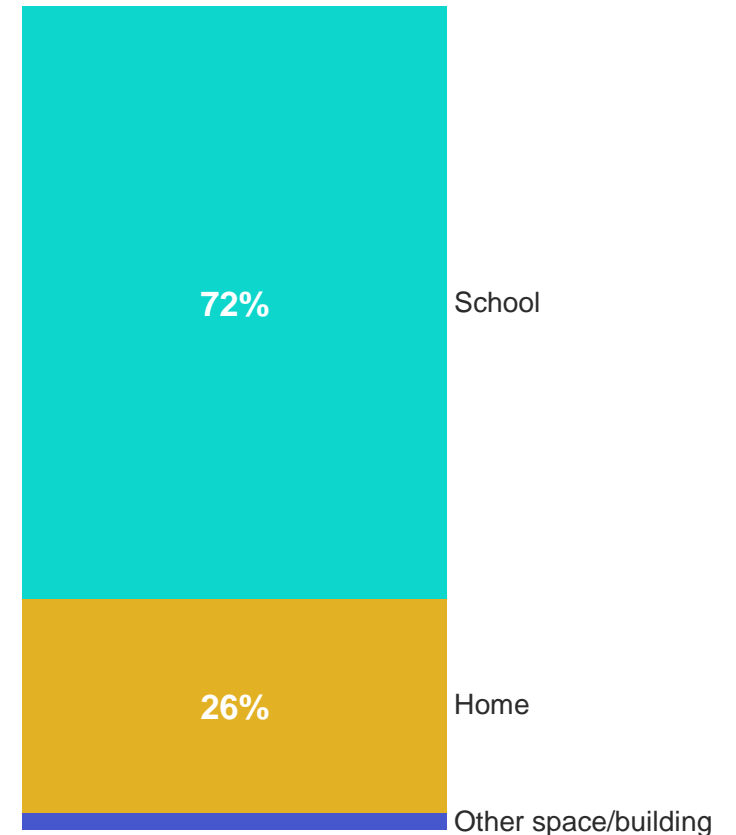
If given the option, what physical learning environment/size learning environment would you select to obtain/provide the best education for your child?

School Parents

Size of Learning Environment



Physical Learning Environment

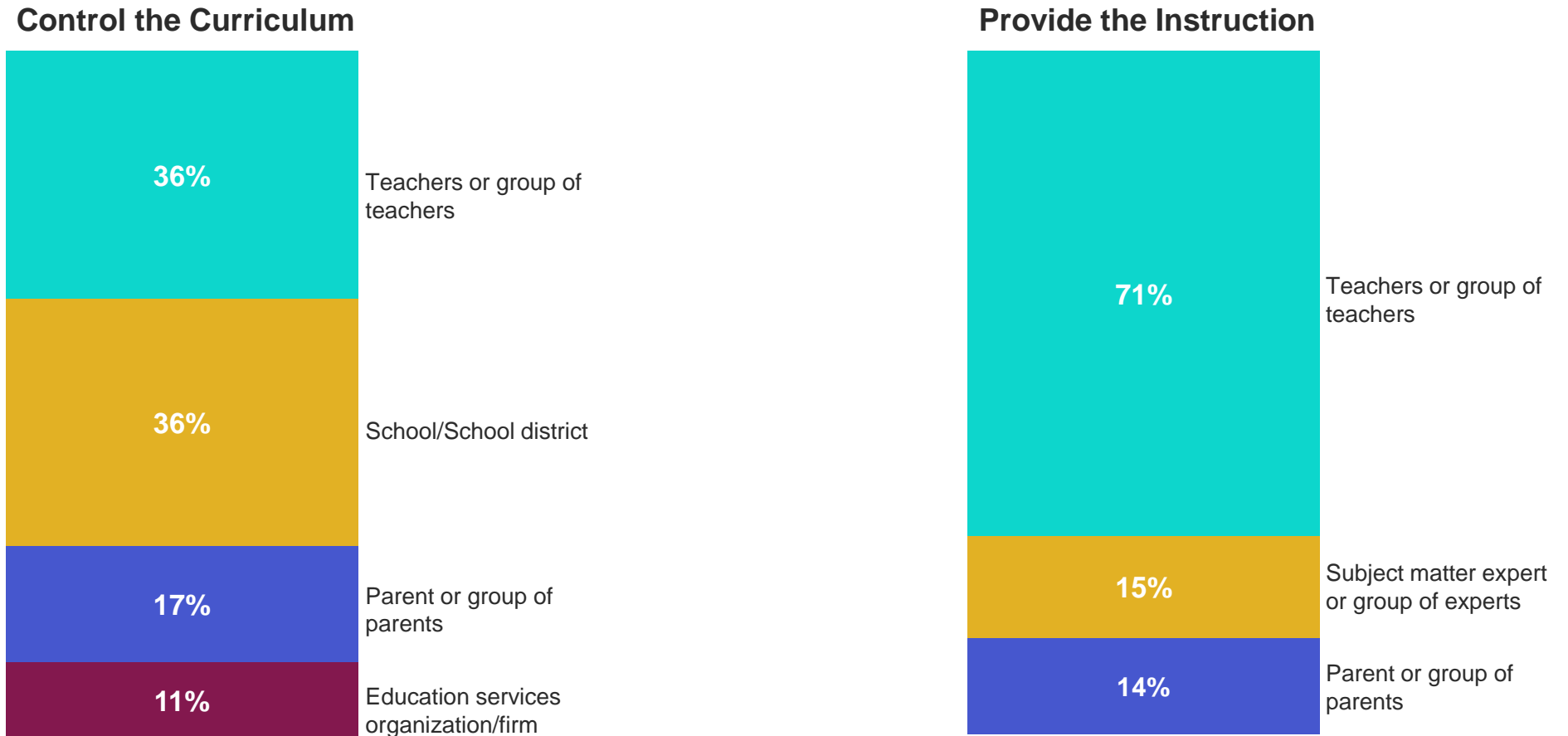


LEARNING ENVIRONMENT PREFERENCES

...And most school parents believe teachers providing and controlling the curriculum will provide the best education for their child.

If given the option, who would you prefer control the curriculum/provide the instruction to provide the best education for your child?

School Parents



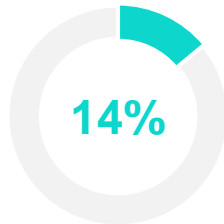
LEARNING PODS

Private school parents and traditional home school parents are more likely to report they are participating in a learning pod.

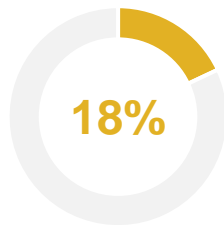
As a result of the coronavirus pandemic, are you currently participating in a 'pod' with other families?

School Parents

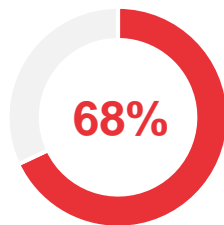
Yes, we're currently participating in a 'pod'



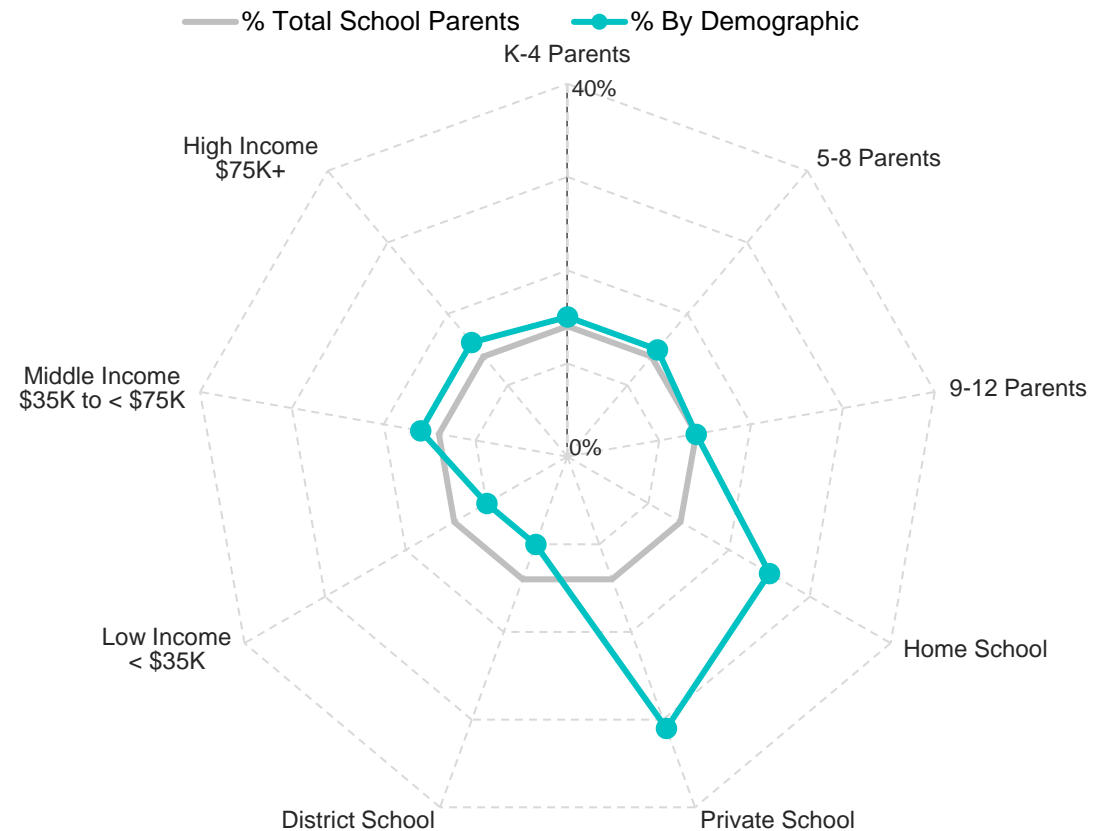
No, but we're looking to form or join a 'pod'



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



% Currently Participating In A Pod



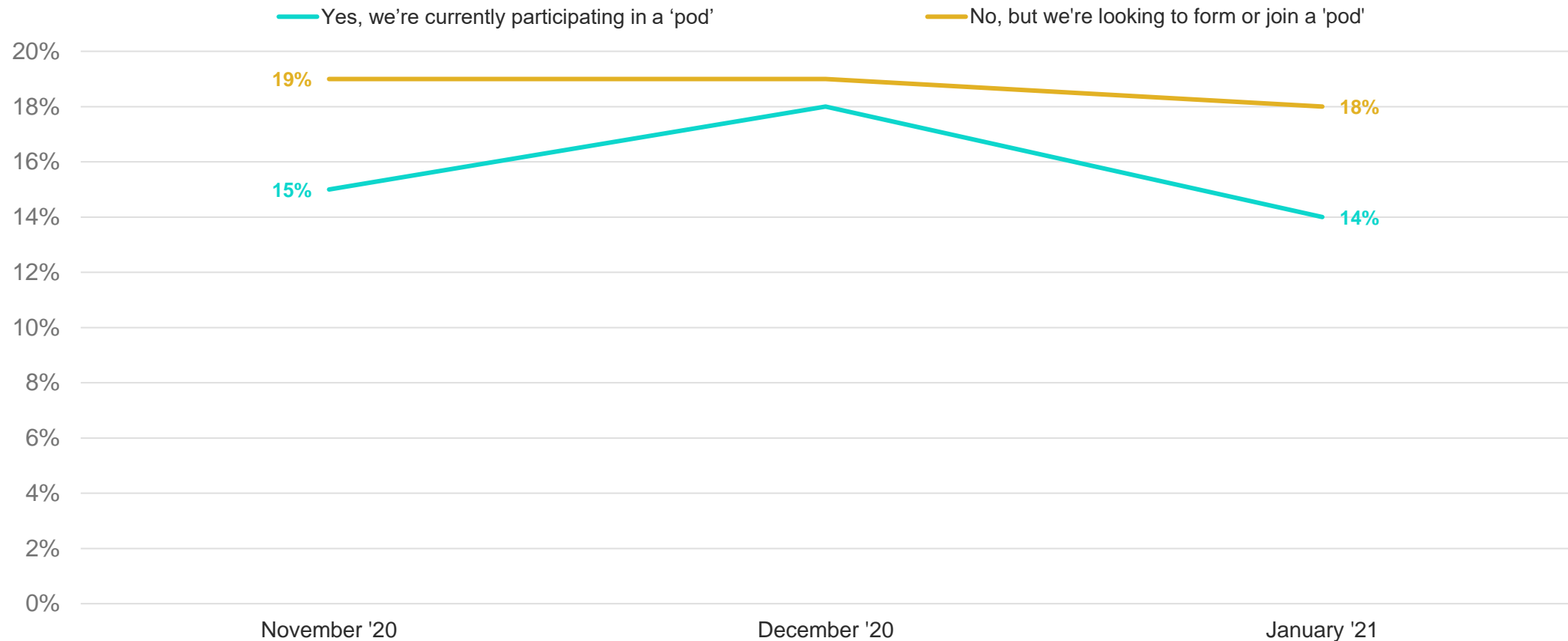
*Charter Schools not shown due to low sample size.

LEARNING PODS

Pod participation and interest has been steady since November. About one-third of school parents are participating or expressing interest in them.

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

School Parents



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, too costly 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 will give me a chance to enhance my child's educational and academic goals as well as their social life.”

“So that my kids still get some social interaction while learning remotely.”

“It is better than the virtual learning options for my children.”

WHY LOOKING TO FORM OR JOIN A ‘POD’

“Because it sounds like a good experience and it will help my child to socialize with other children.”

“It will help my children to learn more and socialize.”

“To improve the level of education for and increase the connection between kids.”

WHY NOT PLANNING TO PARTICIPATE IN A ‘POD’

“Pods are very costly and none are available in my area.”

“With how easily the virus is transmitted... I would rather just have her stay at home.”

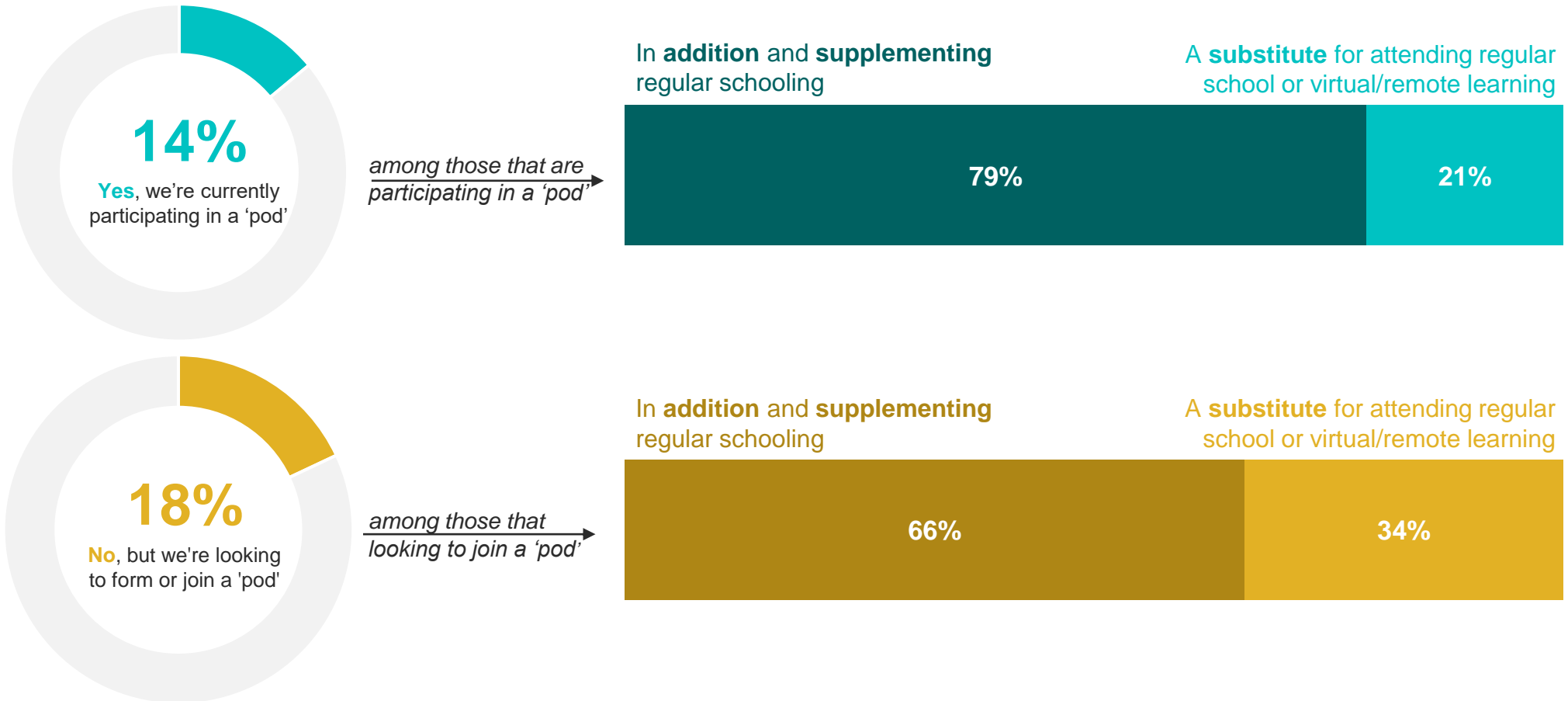
“The method our school district is using is acceptable.”

LEARNING PODS

‘Pods’ continue to be primarily used in addition to regular schooling and are less likely to be 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



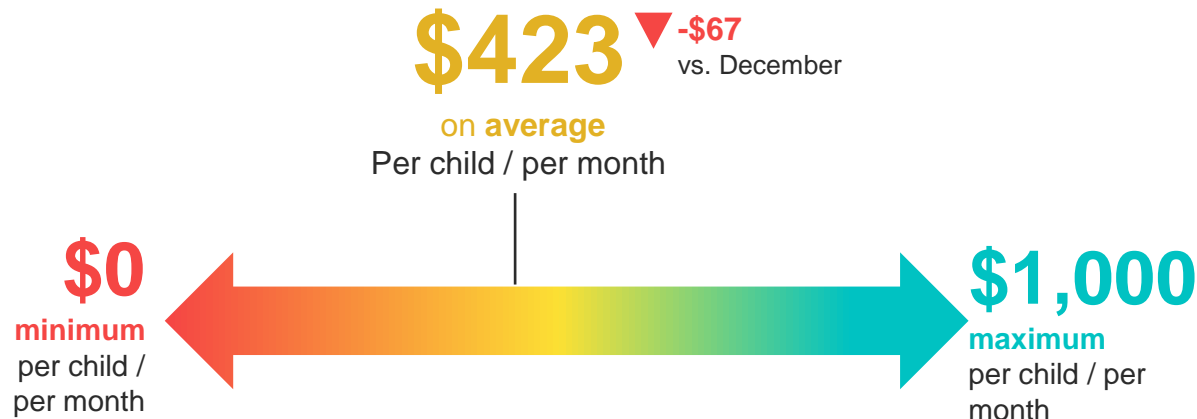
LEARNING PODS

The amount school parents are willing to pay to participate in a ‘pod’ has decreased since last month. That may be due to the increase in middle-income participation.

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’



Average Willing to Spend Per Child/Per Month By Demographic		
Income	*Low Income < \$35K	\$357
	Middle Income \$35K to < \$75K	\$398
	High Income \$75K+	\$486
Community Type	Urban	\$499
	Suburban	\$366
	*Small Town/Rural	\$318
Region	*West	\$396
	*Midwest	\$408
	South	\$427
	Northeast	\$478

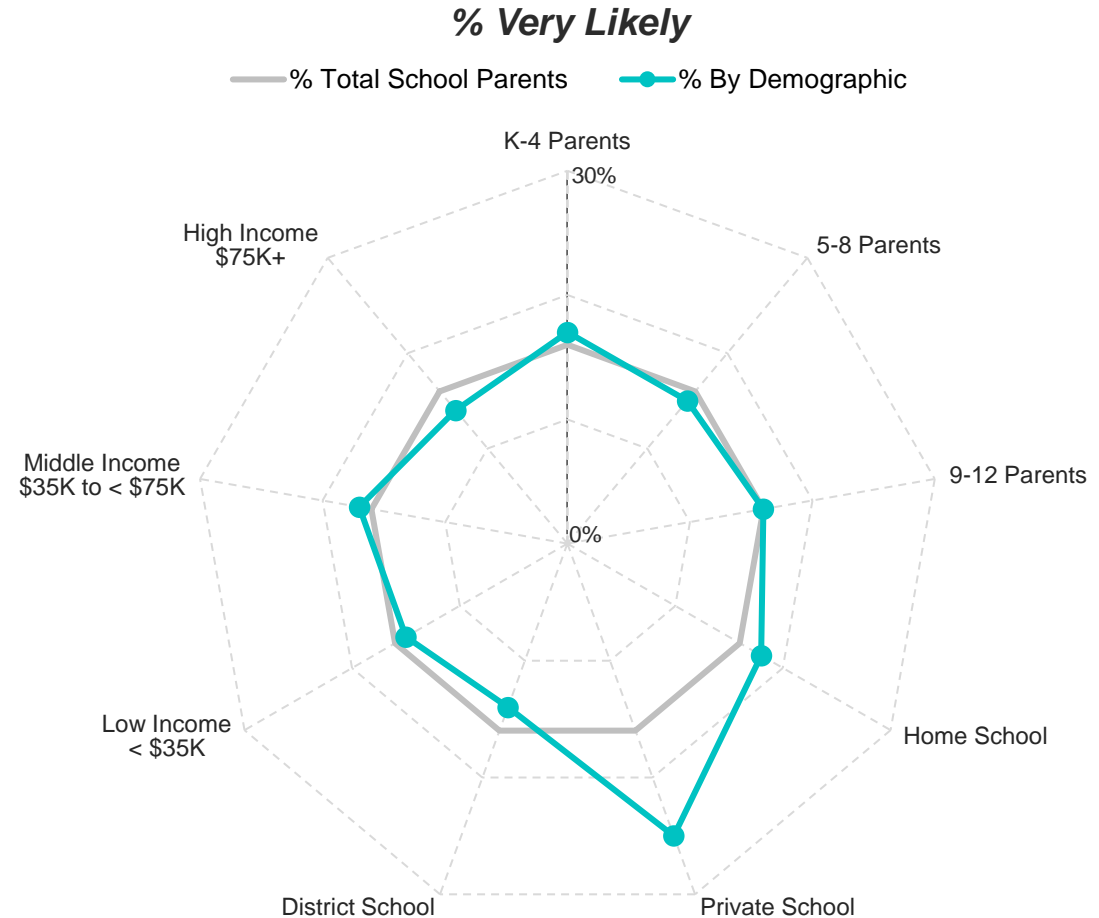
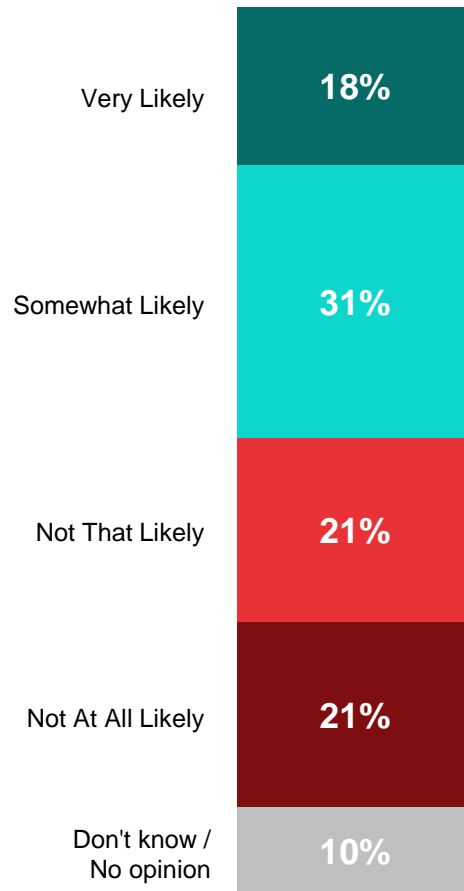
*indicates base size <n=100

LEARNING PODS

School parents with children enrolled in private schools are most likely to seek out tutoring for their child outside of regular school hours.

This school year, how likely are you to seek out tutoring for your child/children – outside of regular school hours?

School Parents



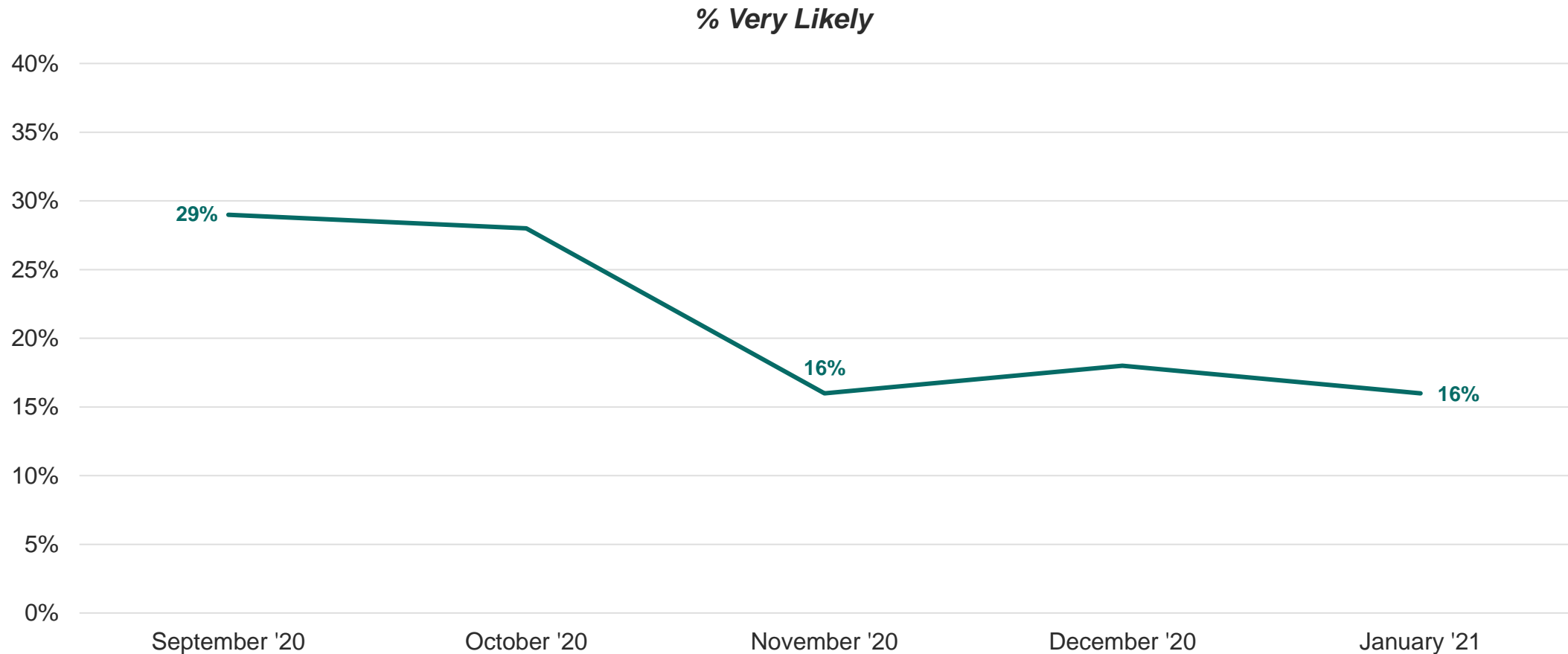
*Charter Schools not shown due to low sample size.

LEARNING PODS

The proportion of parents very likely to seek out tutoring for their child - outside of regular school hours - has remained steady since November.

This school year, how likely are you to seek out tutoring for your child/children – outside of regular school hours?

School Parents



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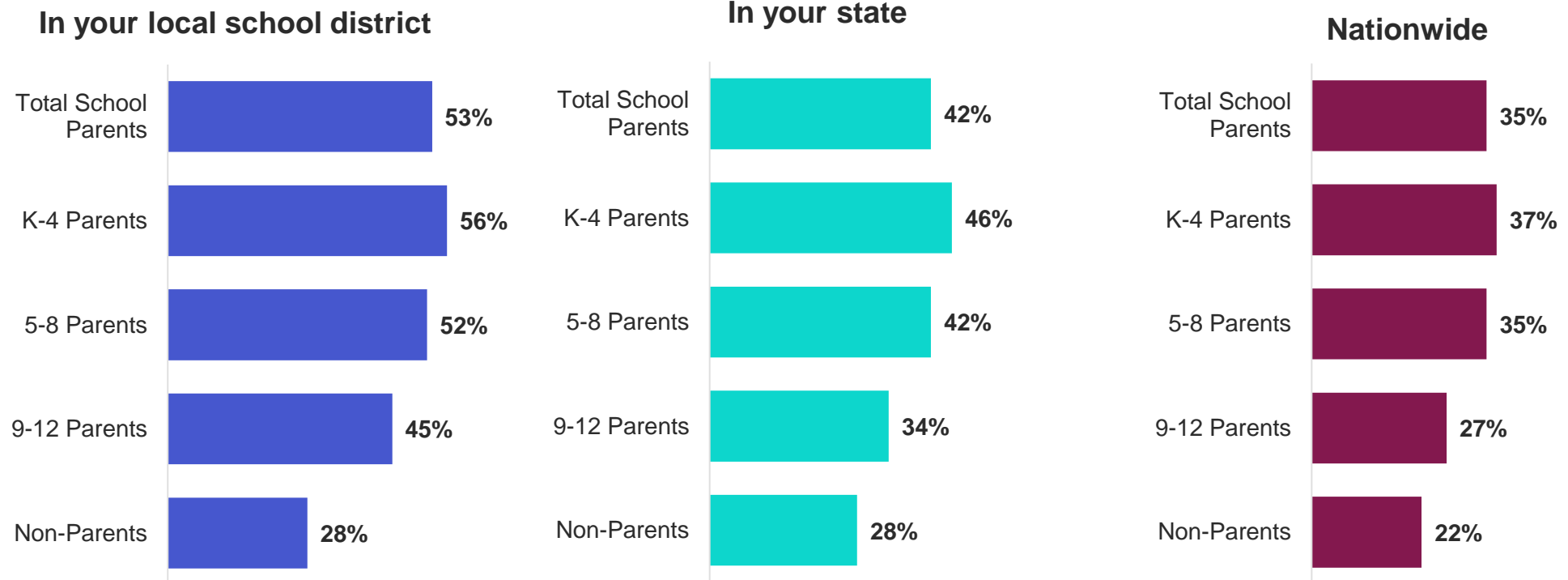


DIRECTION OF EDUCATION

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

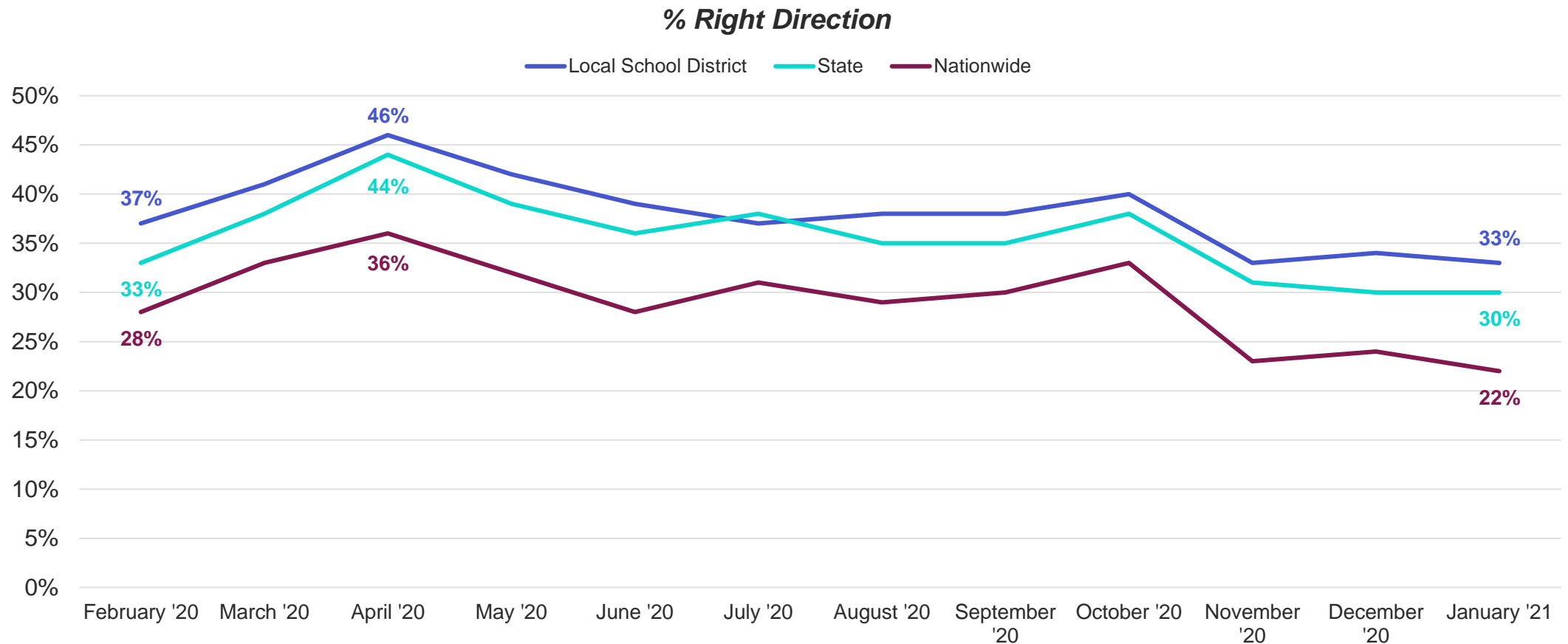


DIRECTION OF EDUCATION

Positive sentiment about the direction of education has been steady since November.

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 it's most important for K-8 student to learn core academics and high school students to 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 **39%**

-  Core academic subjects (54%)
-  Socialization (43%)
-  Become independent thinkers (43%)
-  How to be good citizens (43%)
-  Skills for future employment (37%)
-  Values, moral character, religious virtues (35%)
-  To fix social problems (20%)

Grades 9-12

Average % selected Extremely Important **48%**

-  Skills for future employment (59%)
-  Core academic subjects (55%)
-  Become independent thinkers (54%)
-  How to be good citizens (52%)
-  Socialization (44%)
-  Values, moral character, religious virtues (40%)
-  To fix social problems (27%)

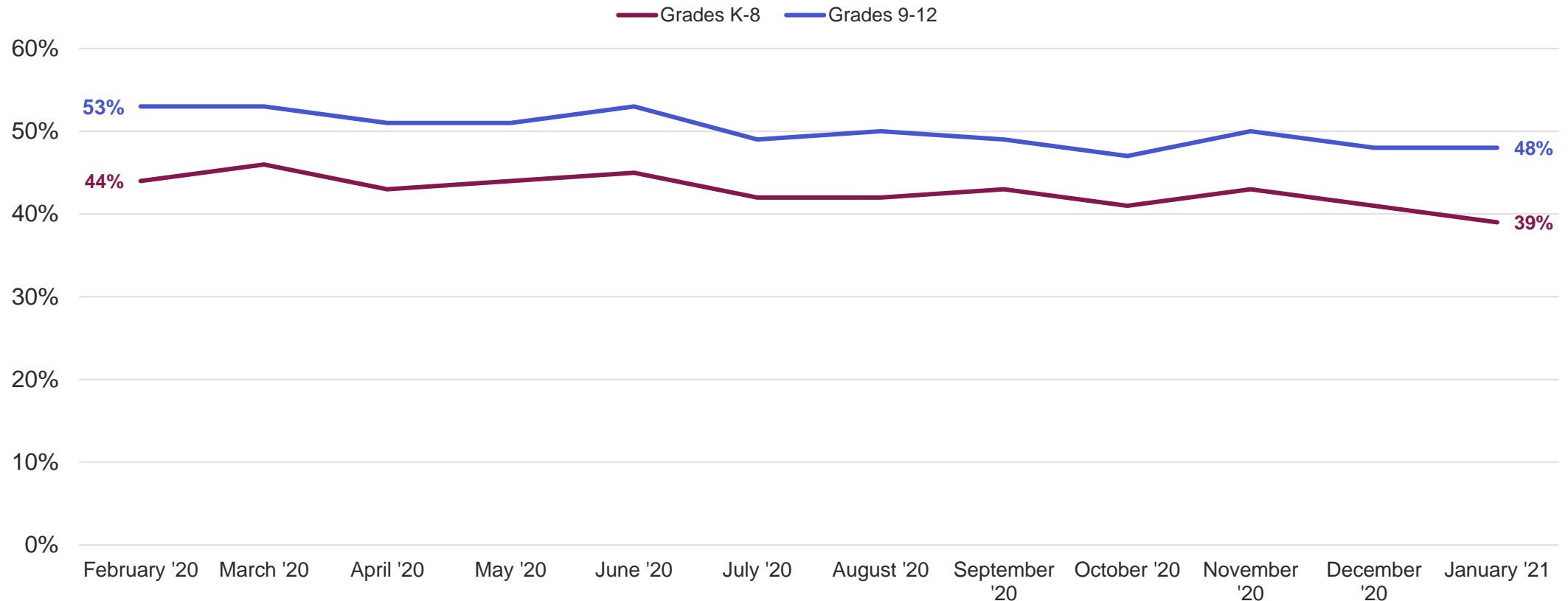
PURPOSE OF EDUCATION

The public's overall expectations of both K-8 and high school education have decreased by 5 points each since February 2020.

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

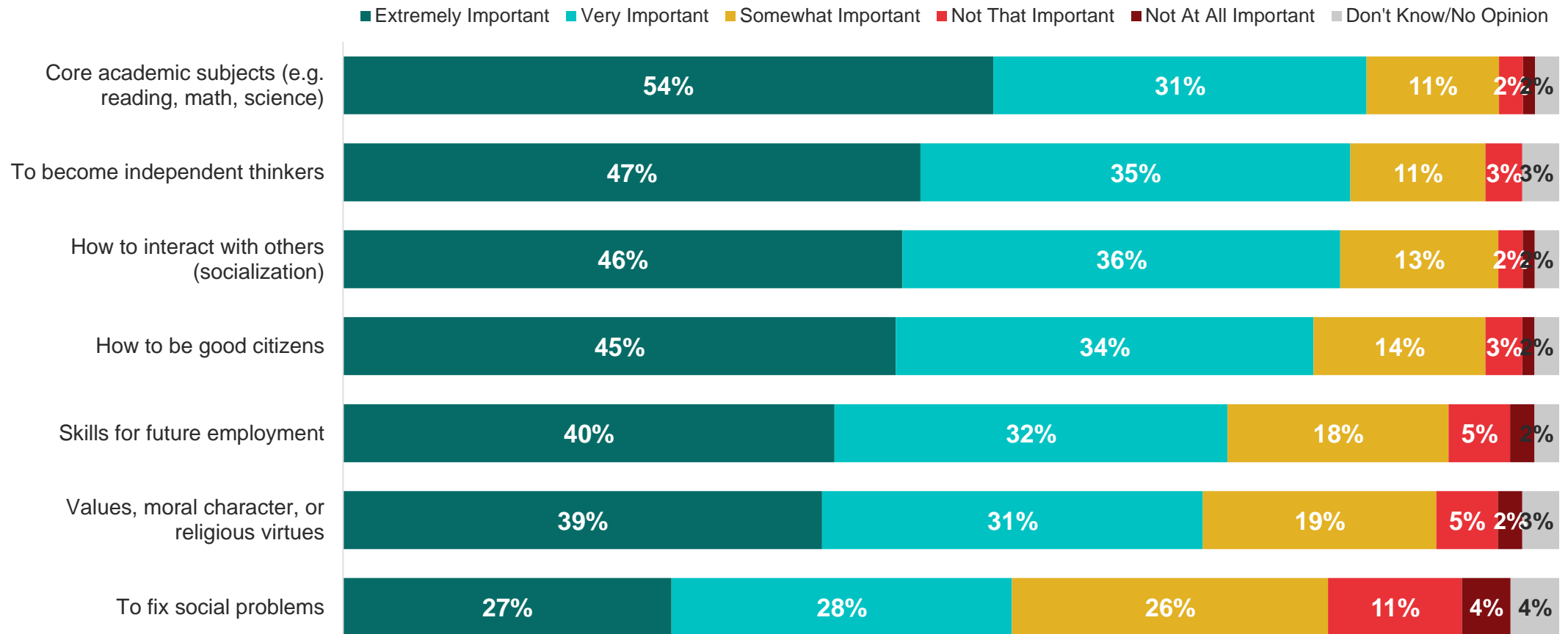


PURPOSE OF EDUCATION: K-8

School parents view core academics 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...

School Parents

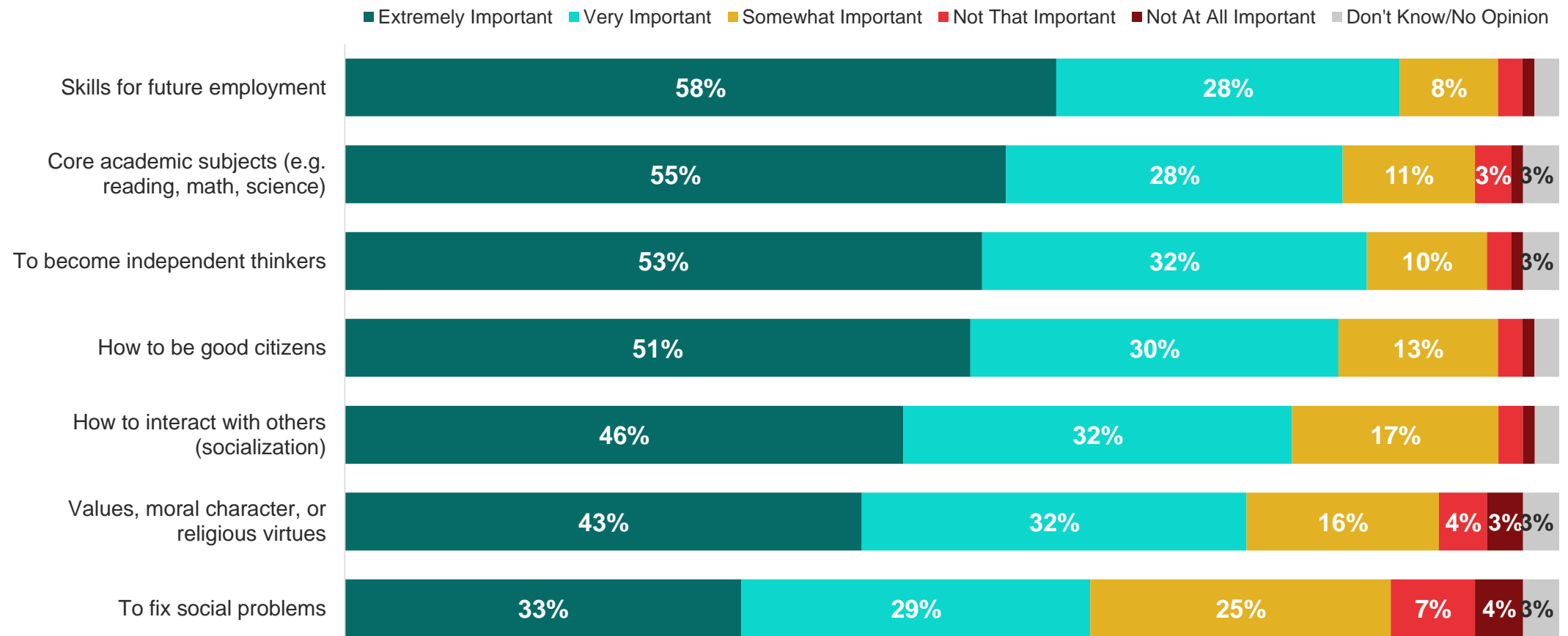


PURPOSE OF EDUCATION: HIGH SCHOOL

School parents are most likely to say that high school grades should focus on skills for future employment.

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

School Parents

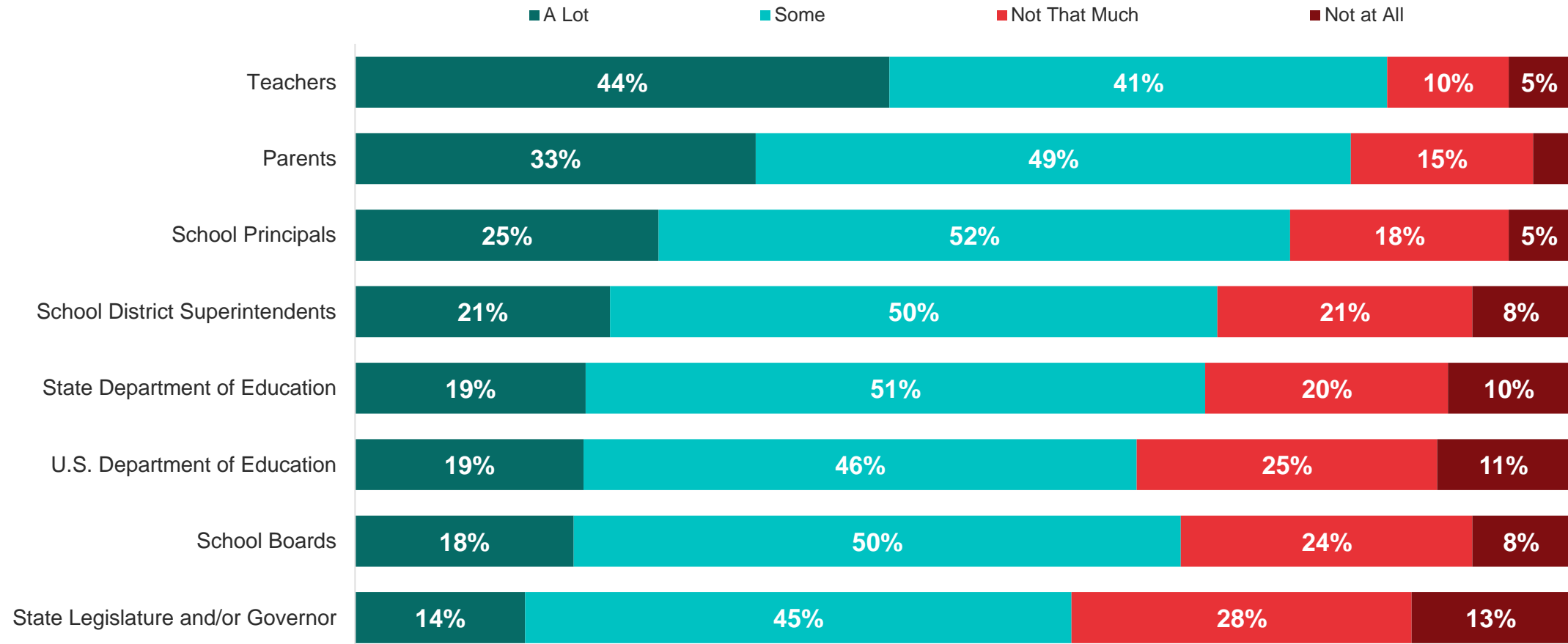


TRUST IN EDUCATION DECISION MAKERS

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

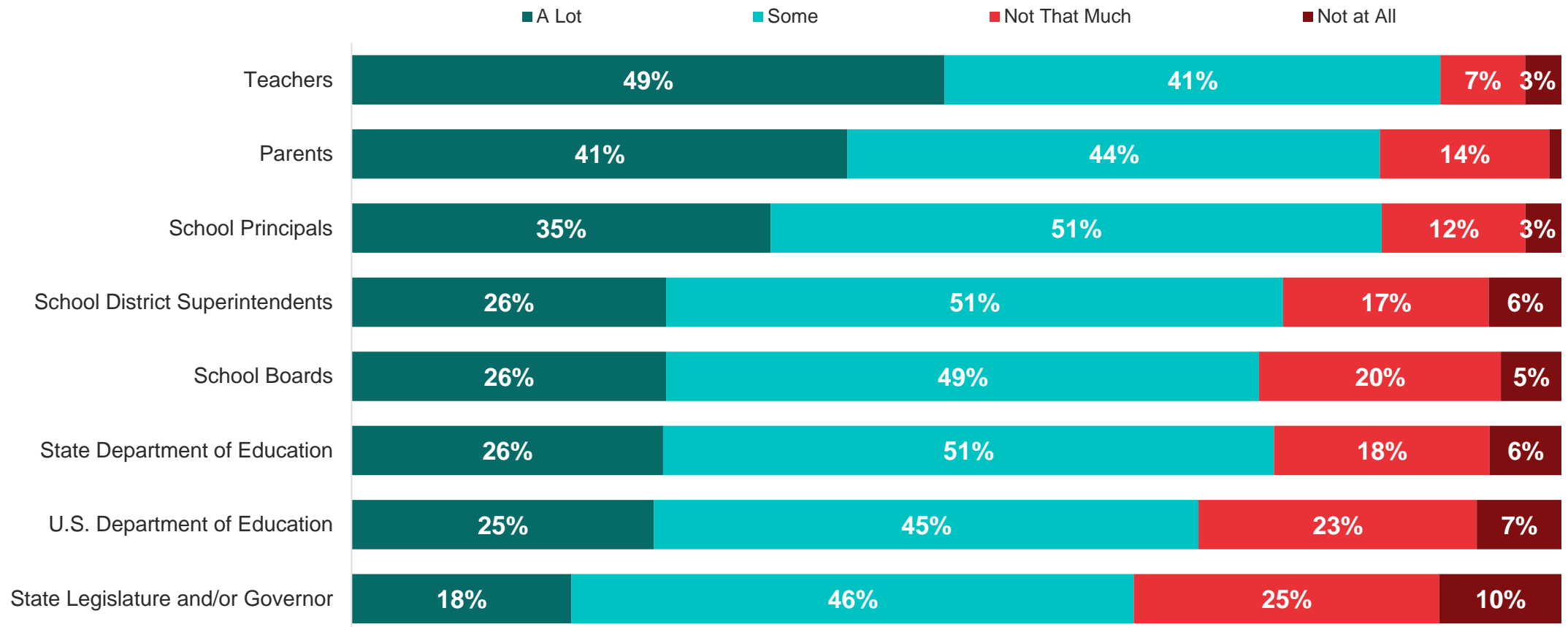


TRUST IN EDUCATION DECISION MAKERS

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

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

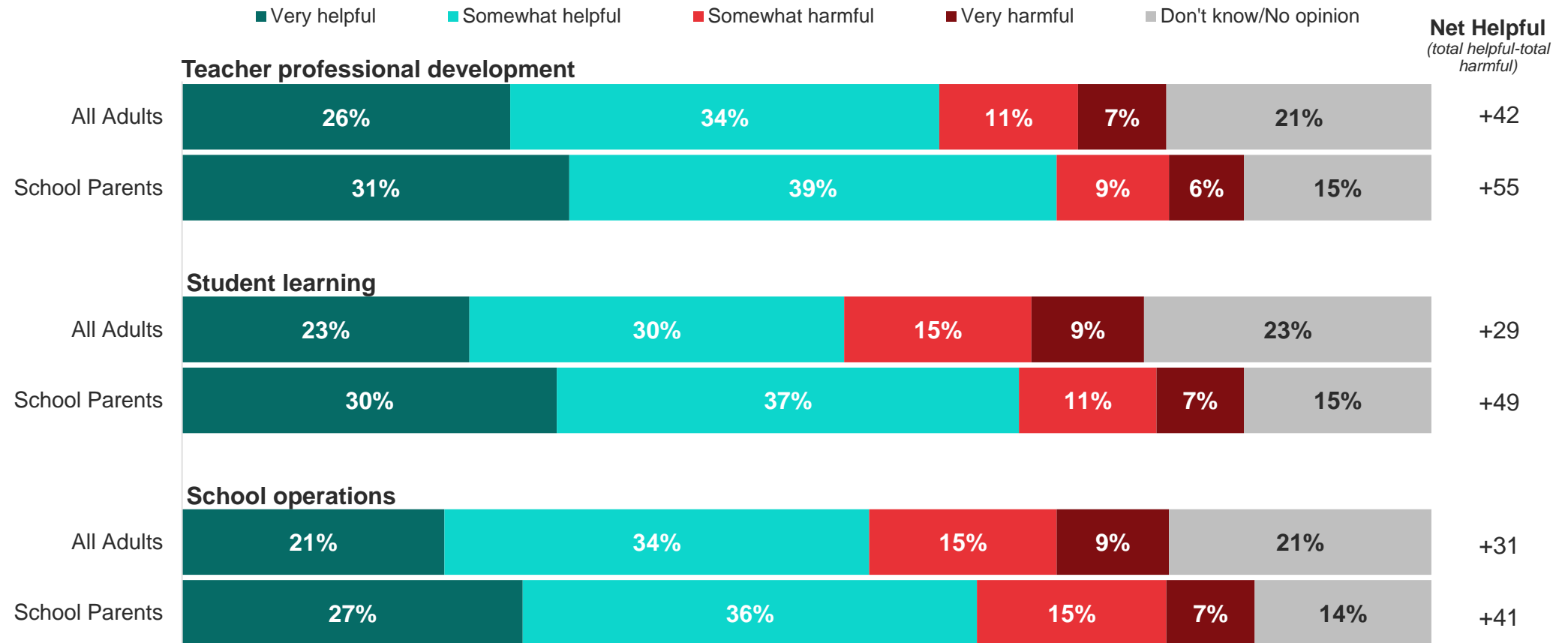
School Parents



TEACHERS UNIONS PERCEIVED IMPACT

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

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

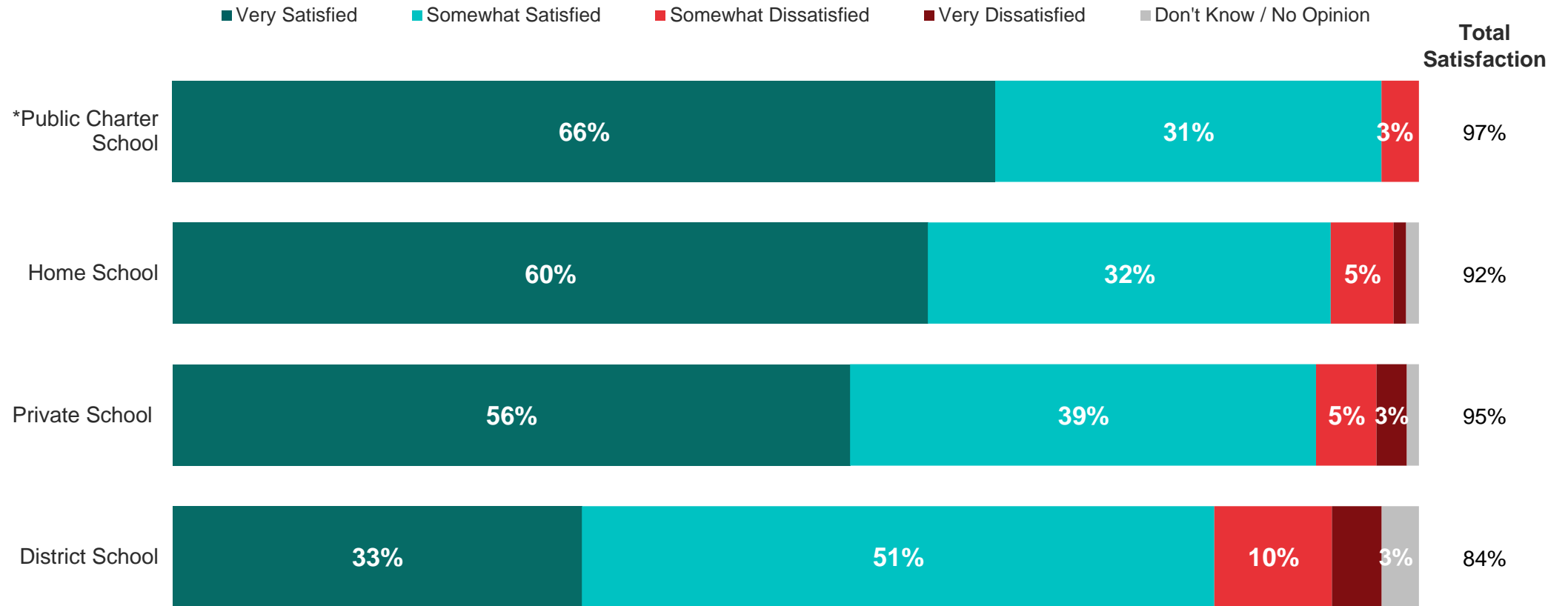


SATISFACTION WITH SCHOOLING

While school parents remain satisfied with their experiences across different school types, there is softer satisfaction for district schools.

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

School Parents



*The base size for Public Charter School is N=79, data is considered directional.

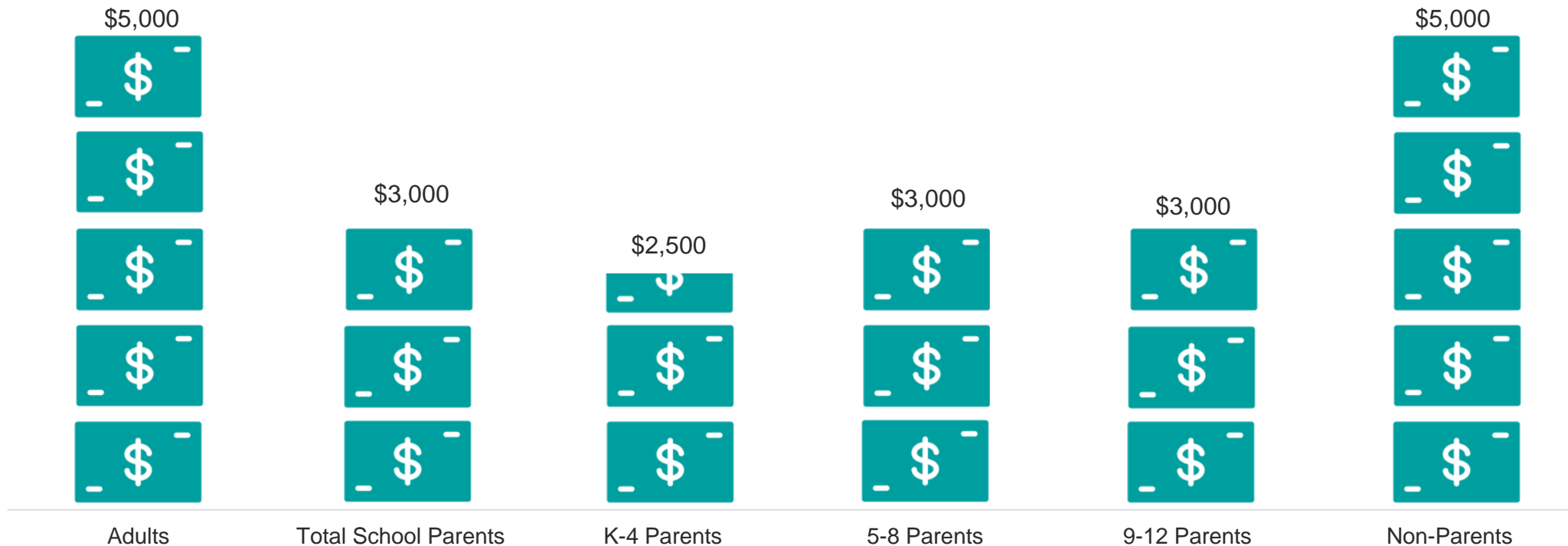
SCHOOL SPENDING ESTIMATE

Americans, especially school parents, 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

FY18 State Actuals	
Maximum	\$22,845
Mean	\$12,485
Minimum	\$7,525



= \$1,000

SCHOOL FUNDING

When given actual spending information, Americans, school parents, and non-parents all continue to be less likely to believe school spending per student is ‘too low’.

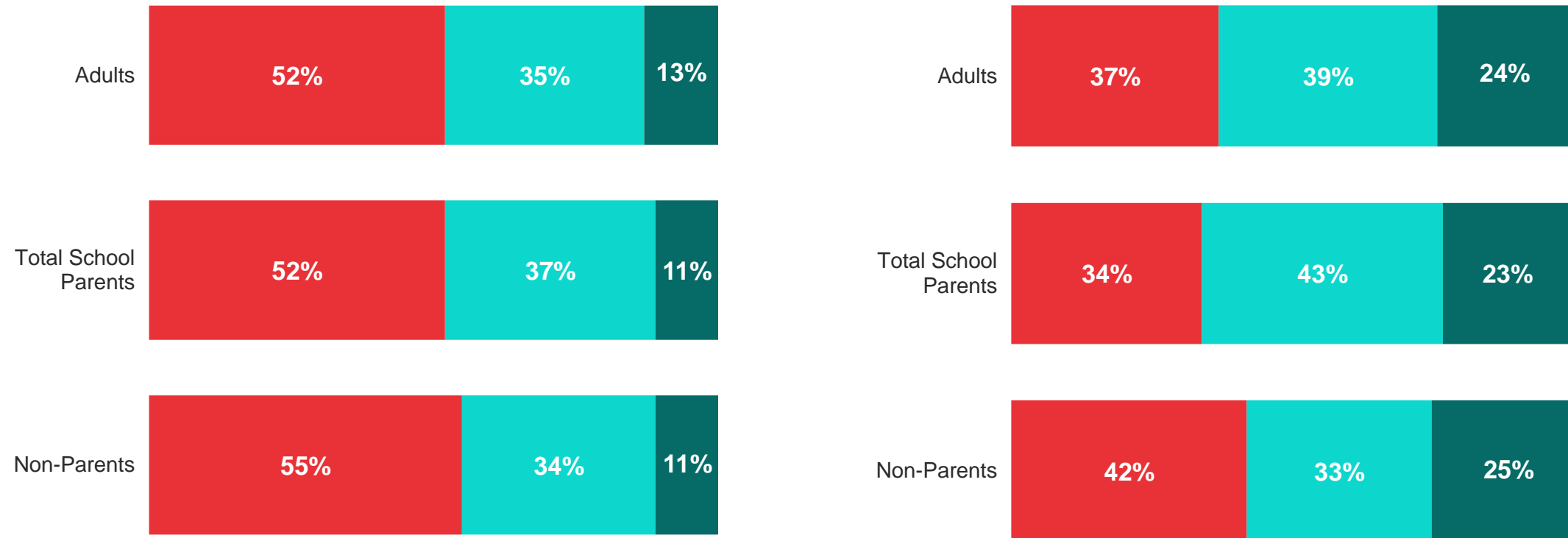
Do you believe public school funding in [STATE] is:

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

■ Too Low ■ About Right ■ Too High

Without Information

With Information



SCHOOL FUNDING

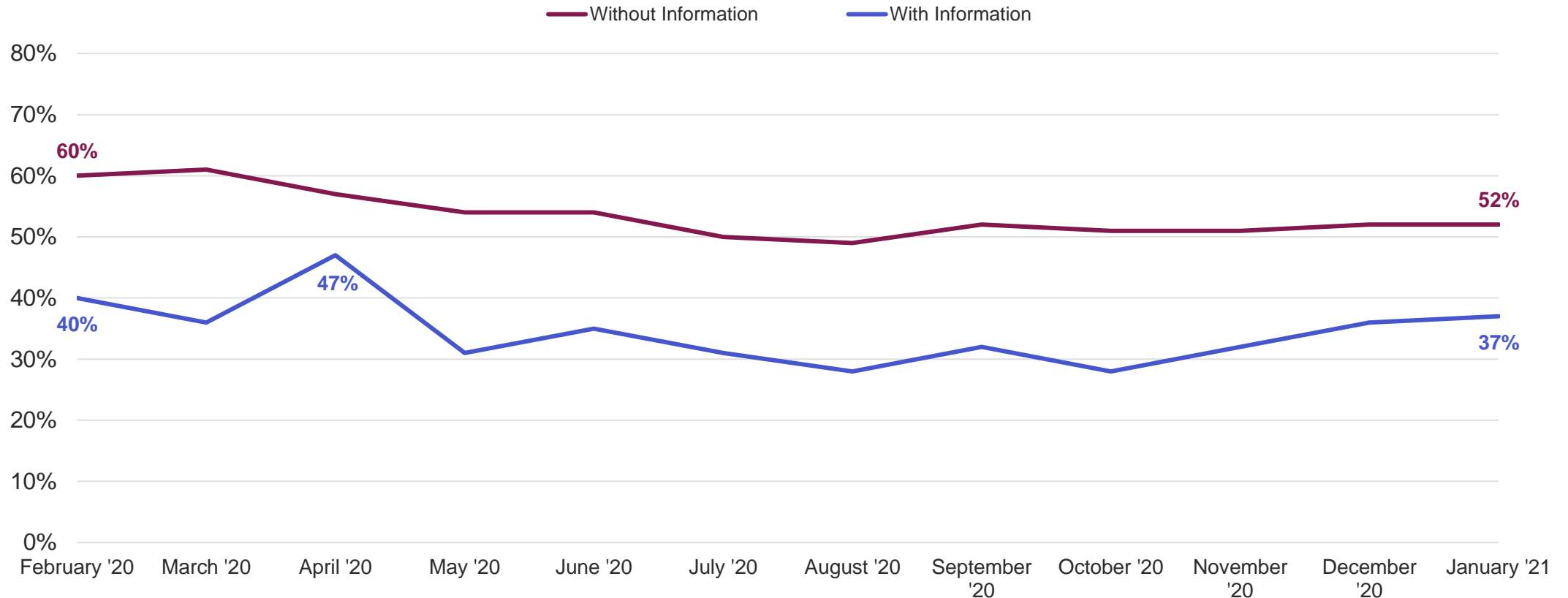
The gap has narrowed a little since last year between those with and without information who say per-student funding is “too low.”

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:

All Adults

% Too Low



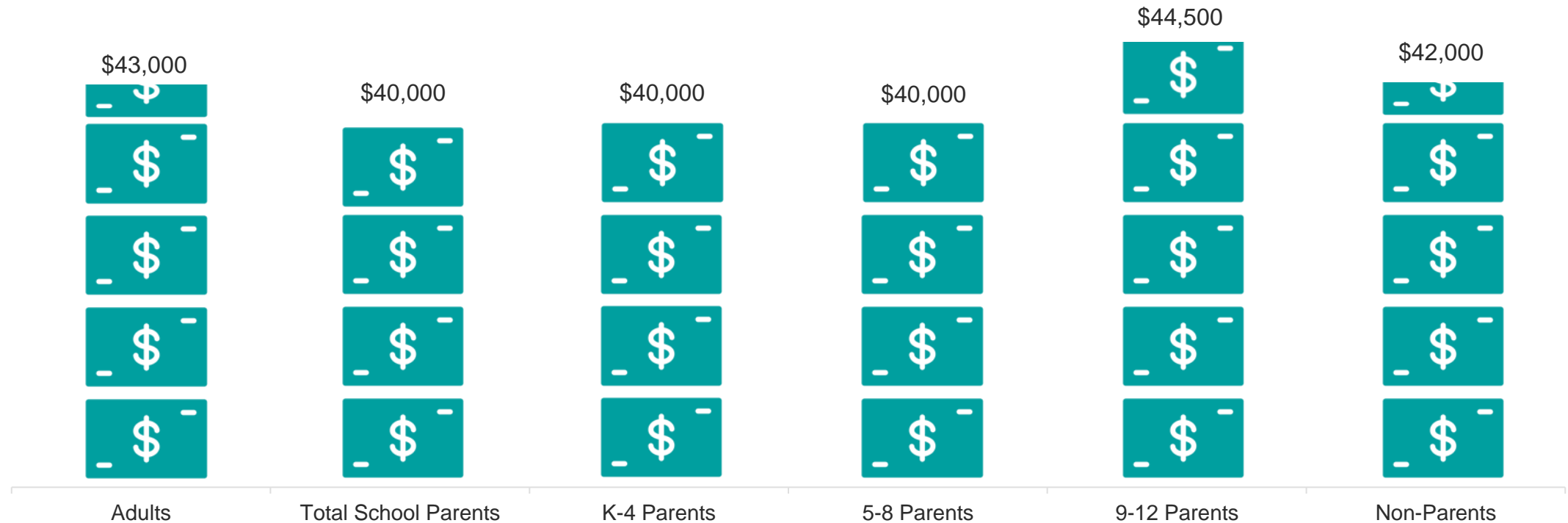
TEACHER SALARY ESTIMATE

Americans believe that their state's teachers make right around the lowest reported average state salary.

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

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

Median Estimate



= \$10,000

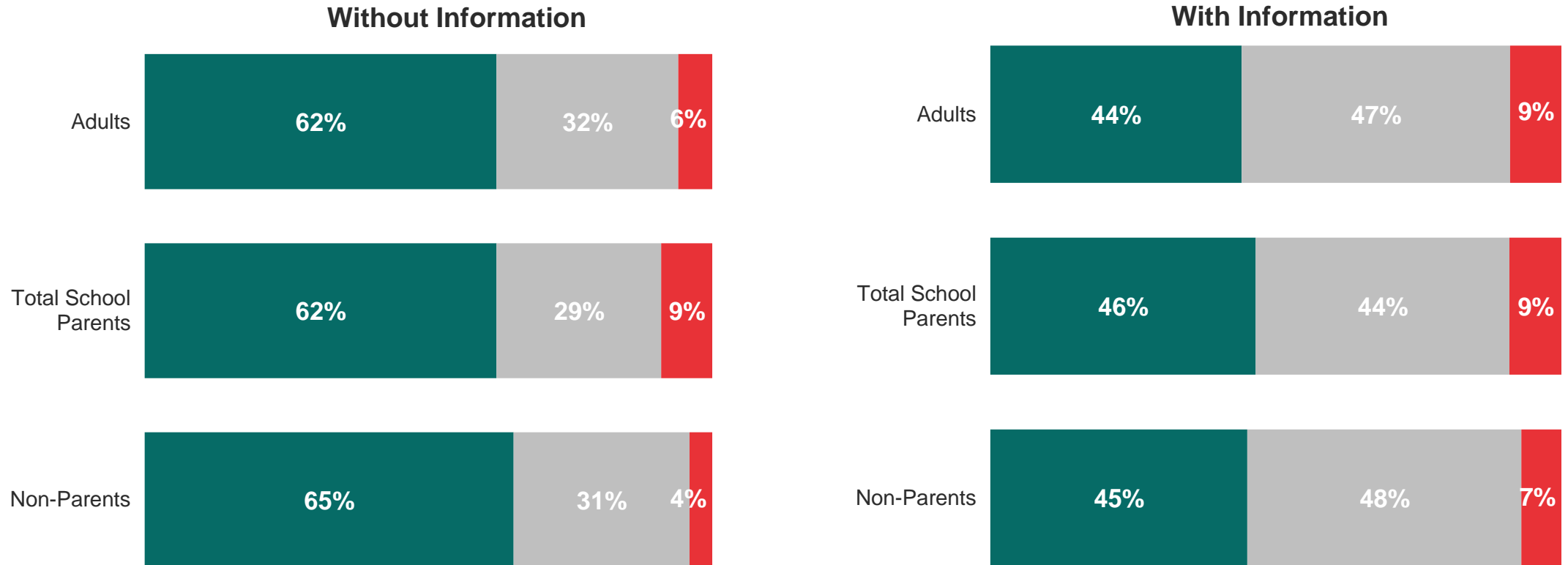
TEACHER SALARIES

Americans are less likely (-18 points) to say teacher salaries should increase when given a publicly reported statistic.

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

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

■ Increase ■ Stay About the Same ■ Decrease



TEACHER SALARIES

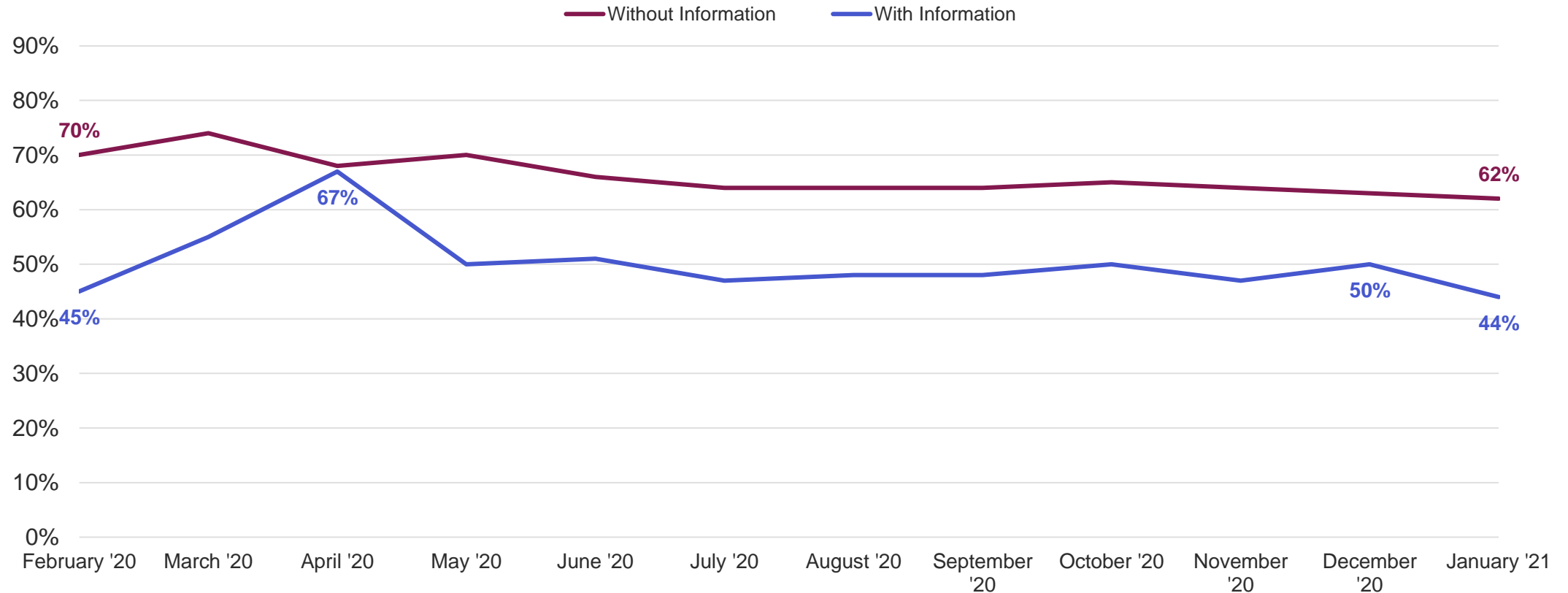
The percentage of Americans who believe teacher salaries should increase - after being given information - has dropped six points since last month.

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

% Increase



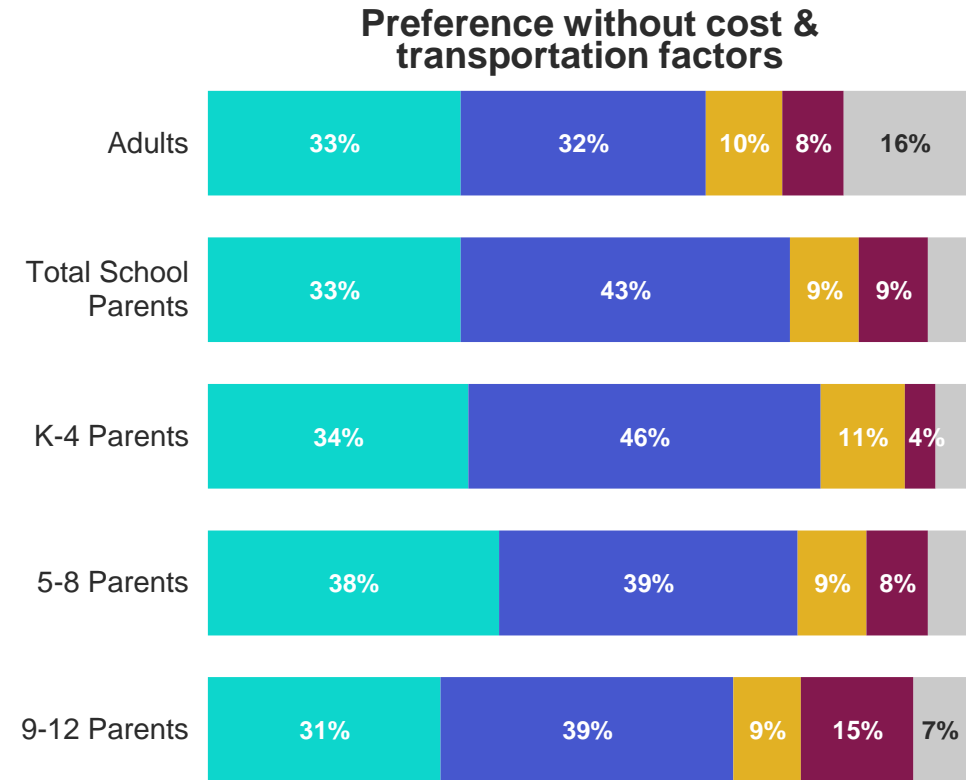
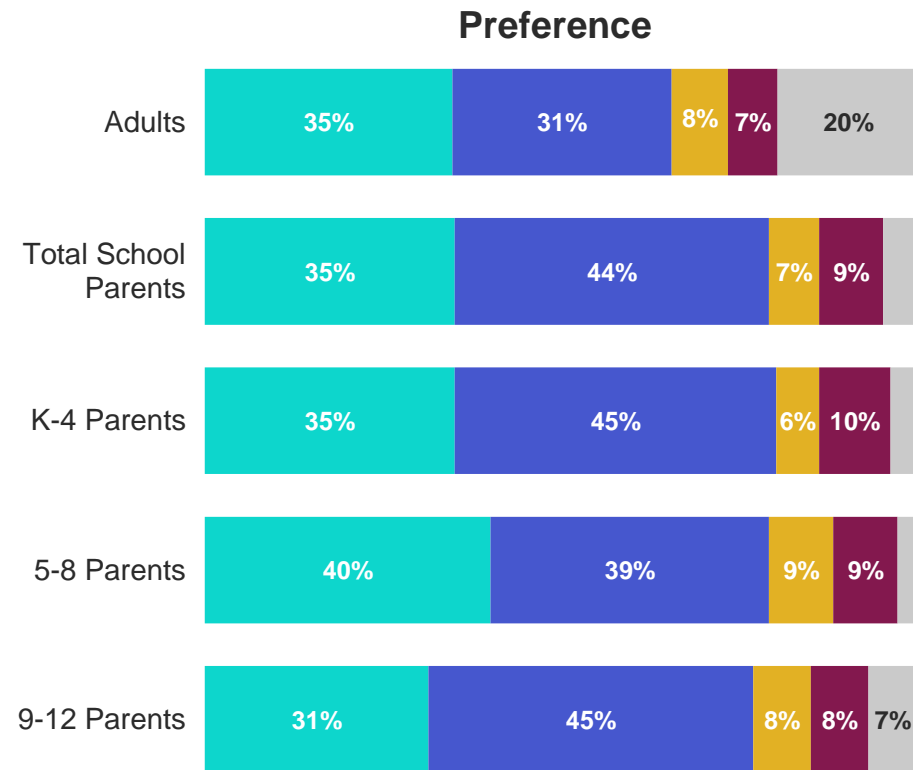
PREFERRED SCHOOLING TYPE

Additional consideration of cost and transportation does not appear to affect school parents' preference for school type.

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 ■ Regular Public School ■ Home School ■ Charter School ■ Don't Know/No Opinion

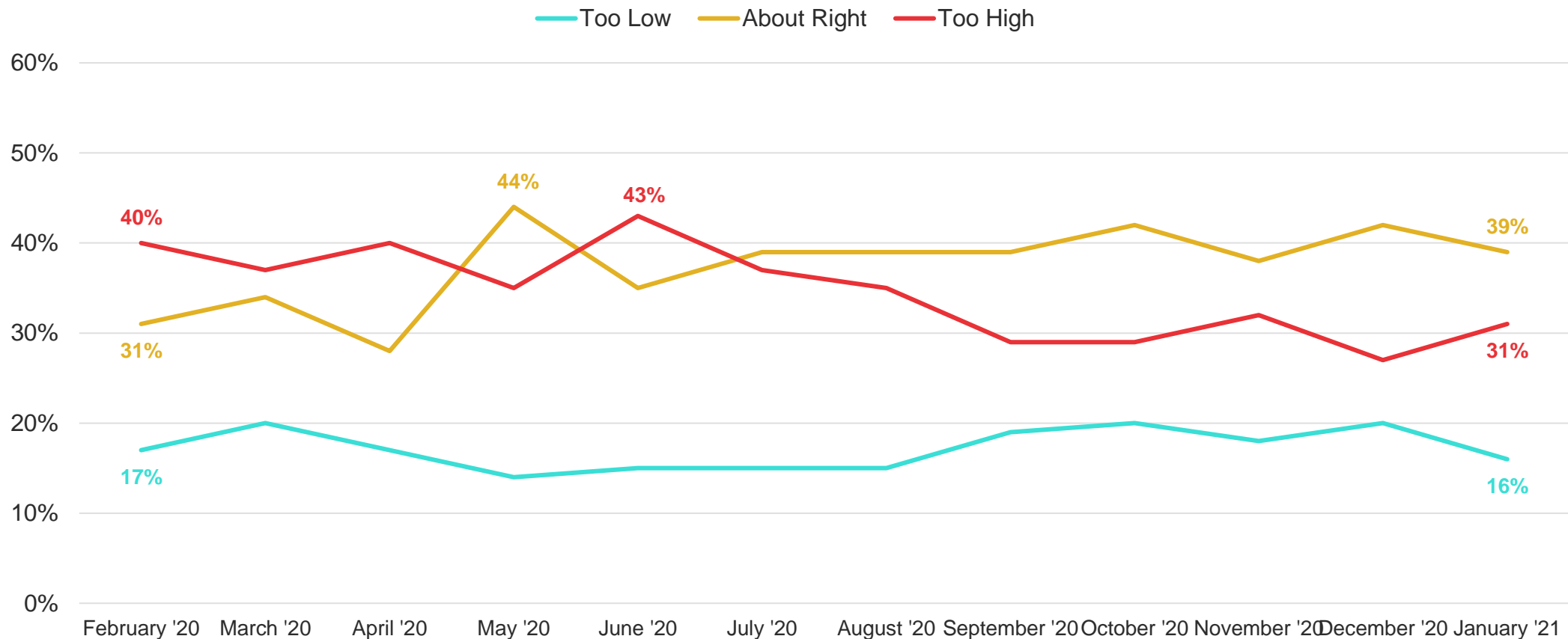


STANDARDIZED TESTING

In January, there was a slight uptick in parents who believe the amount of standardized testing in American schools 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:

School Parents



AGENDA

COVID-19 AND SCHOOLING

OPINIONS ABOUT K-12 EDUCATION

AWARENESS AND FAVORABILITY OF SCHOOL CHOICE POLICIES

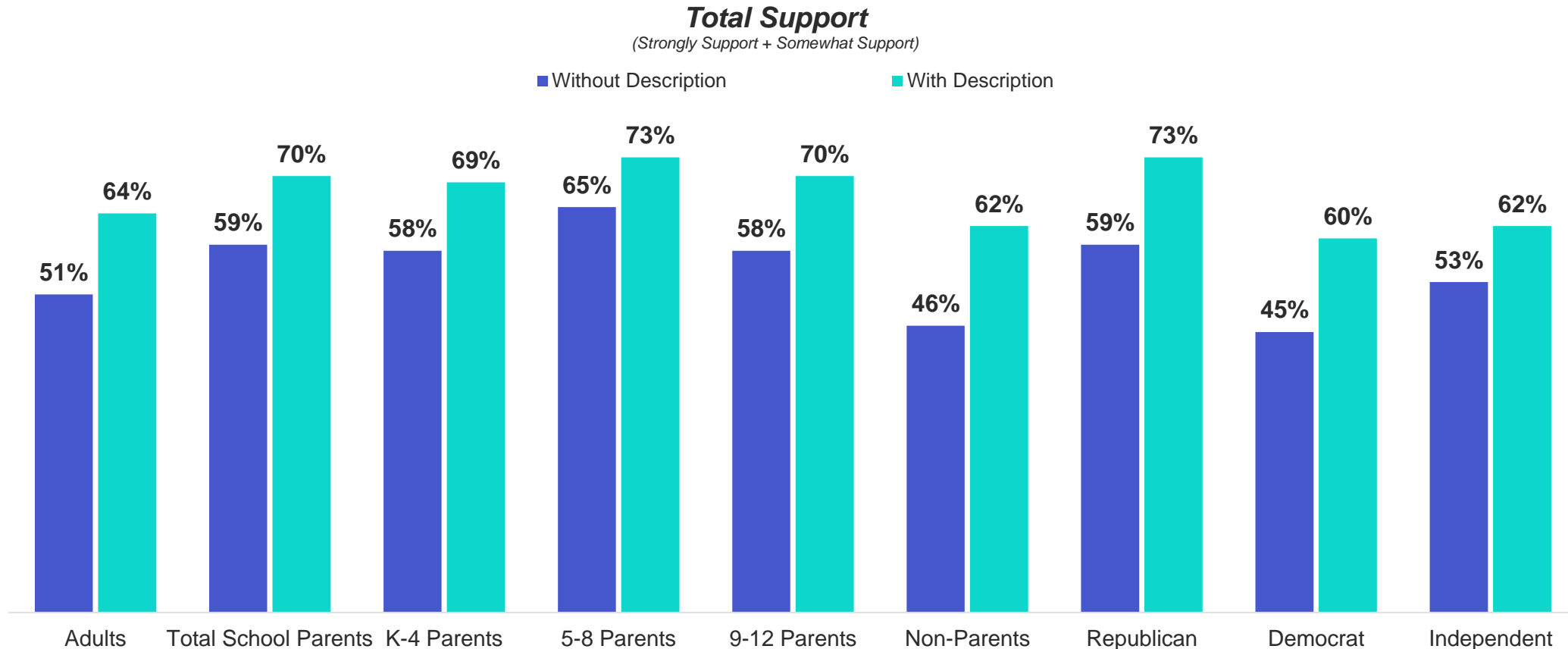
DISCUSSION OF CURRENT EVENTS

SURVEY PROFILE AND DEMOGRAPHICS



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?

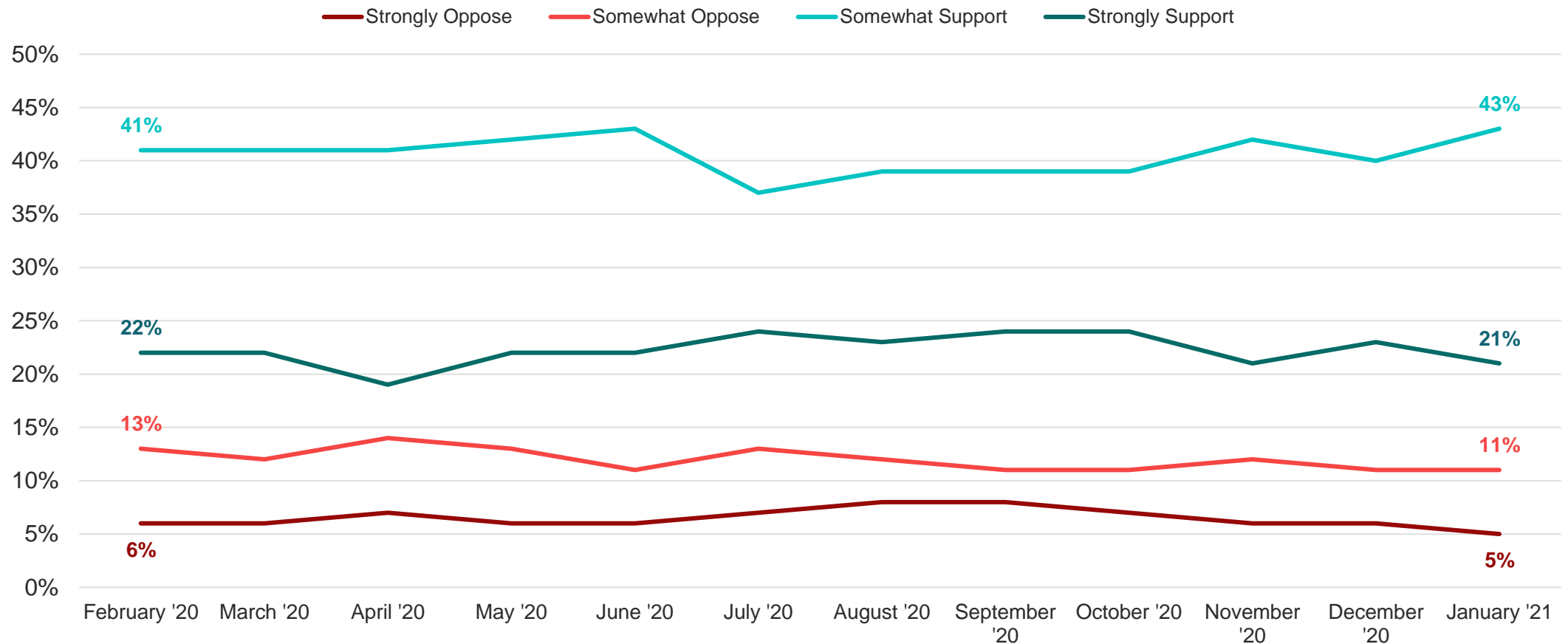


CHARTER SCHOOL FAVORABILITY

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



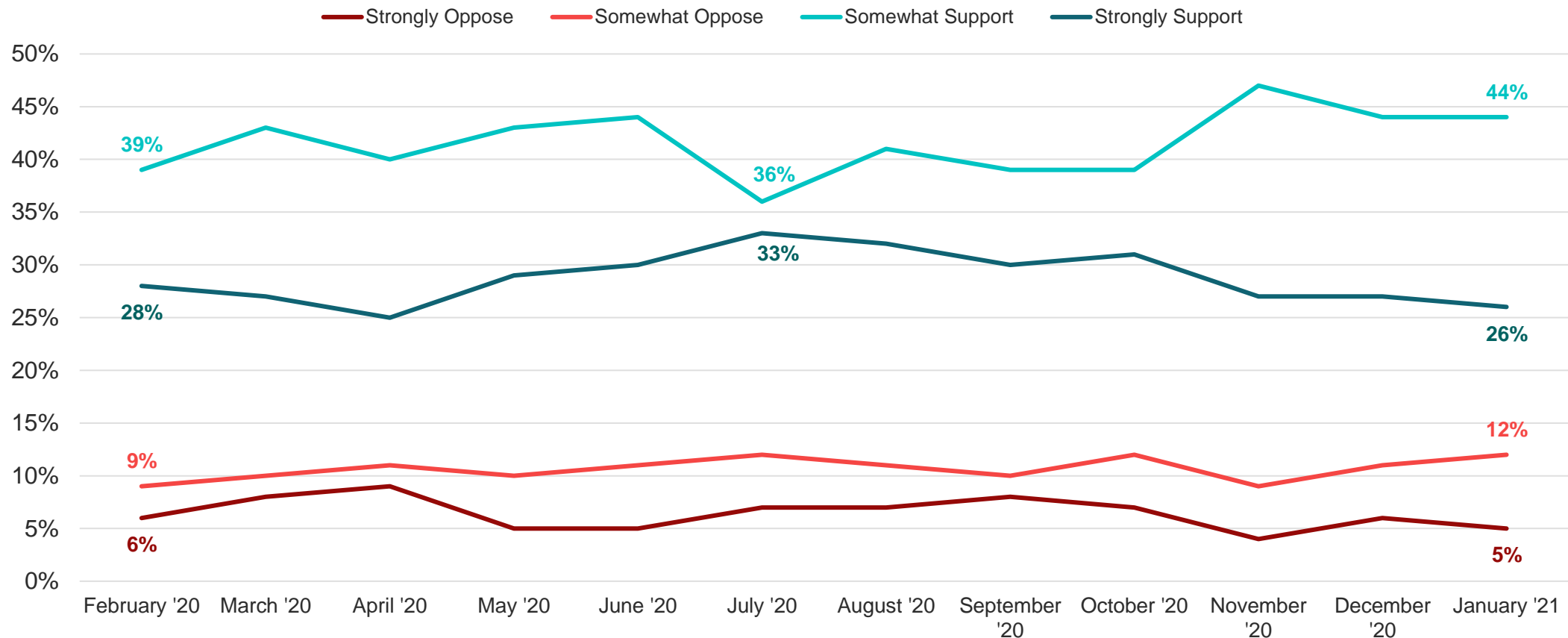
Note: Don't know/no opinion responses are not shown.

CHARTER SCHOOL FAVORABILITY

Overall support for charter schools has held steady among school parents as well.

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

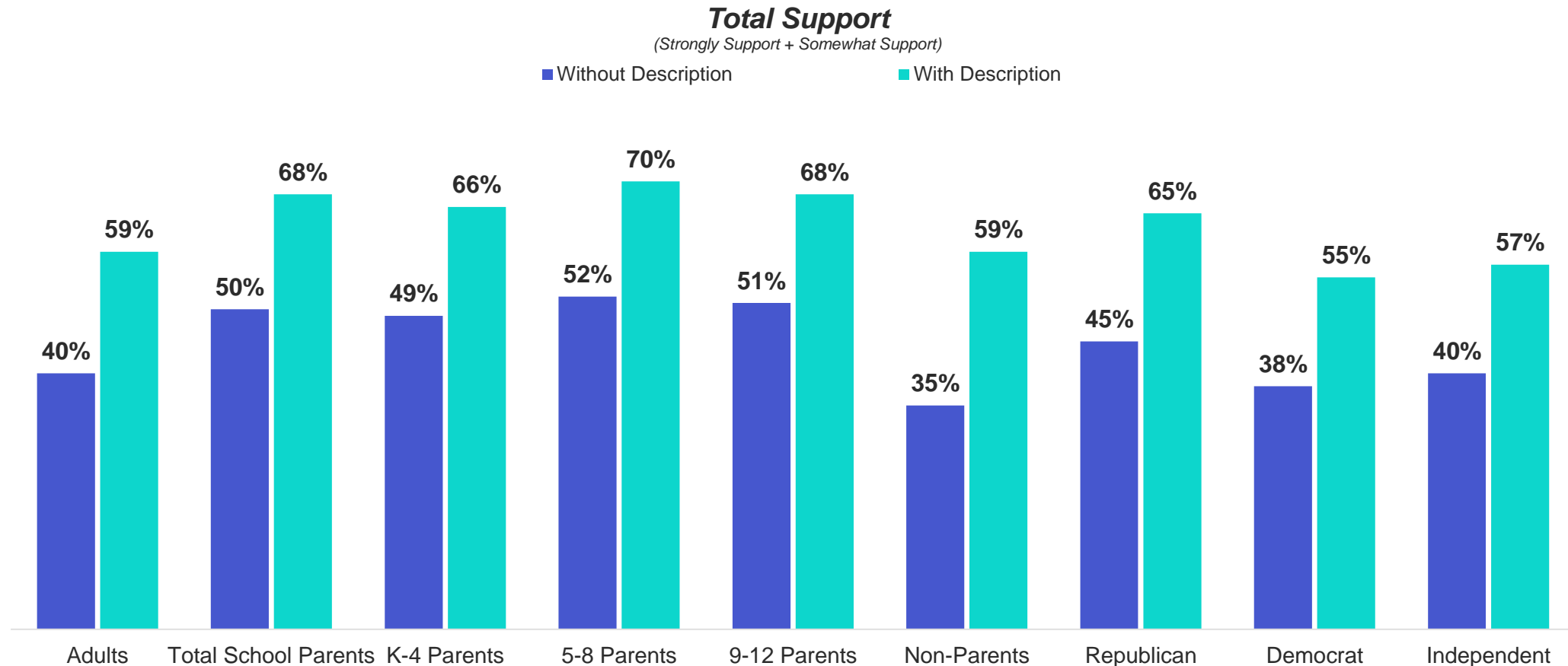


Note: Don't know/no opinion responses are not shown.

SCHOOL VOUCHER FAVORABILITY

Respondents are on average +19 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?

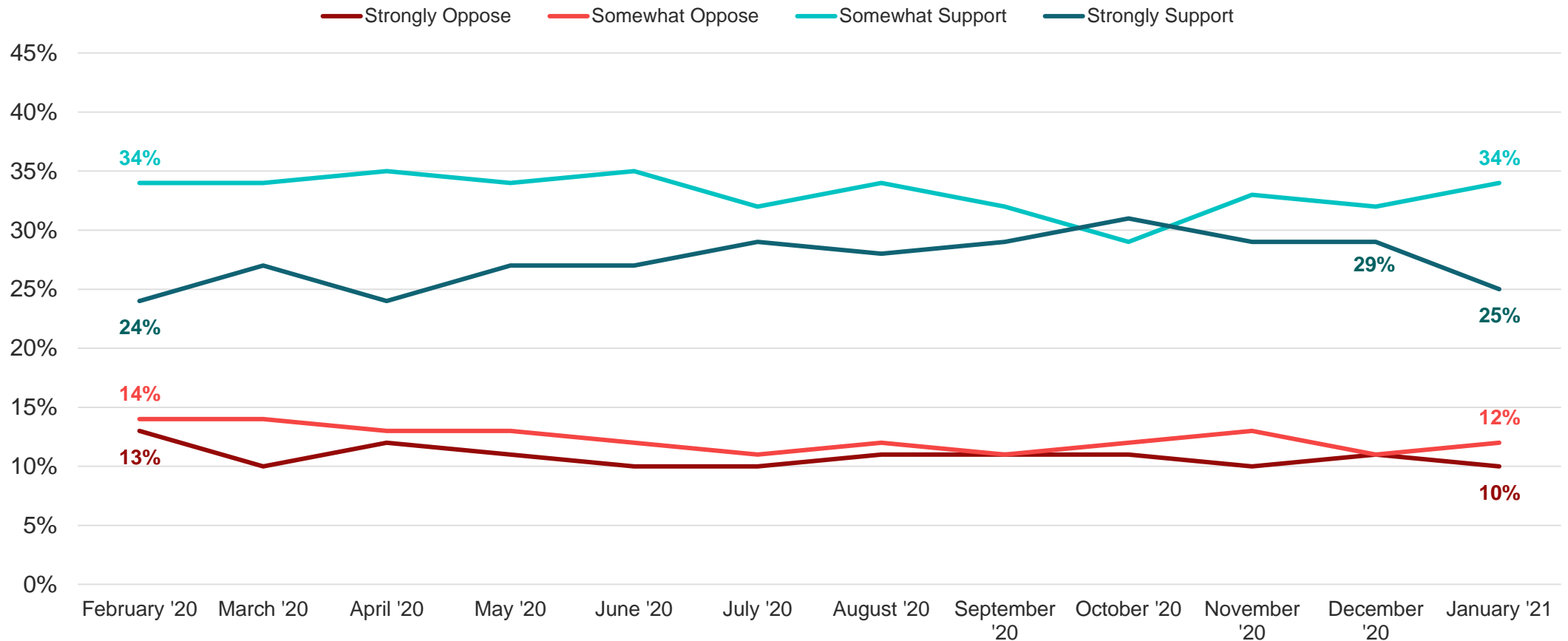


SCHOOL VOUCHER FAVORABILITY

Strong support for school vouchers has decreased -4 points this month.

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



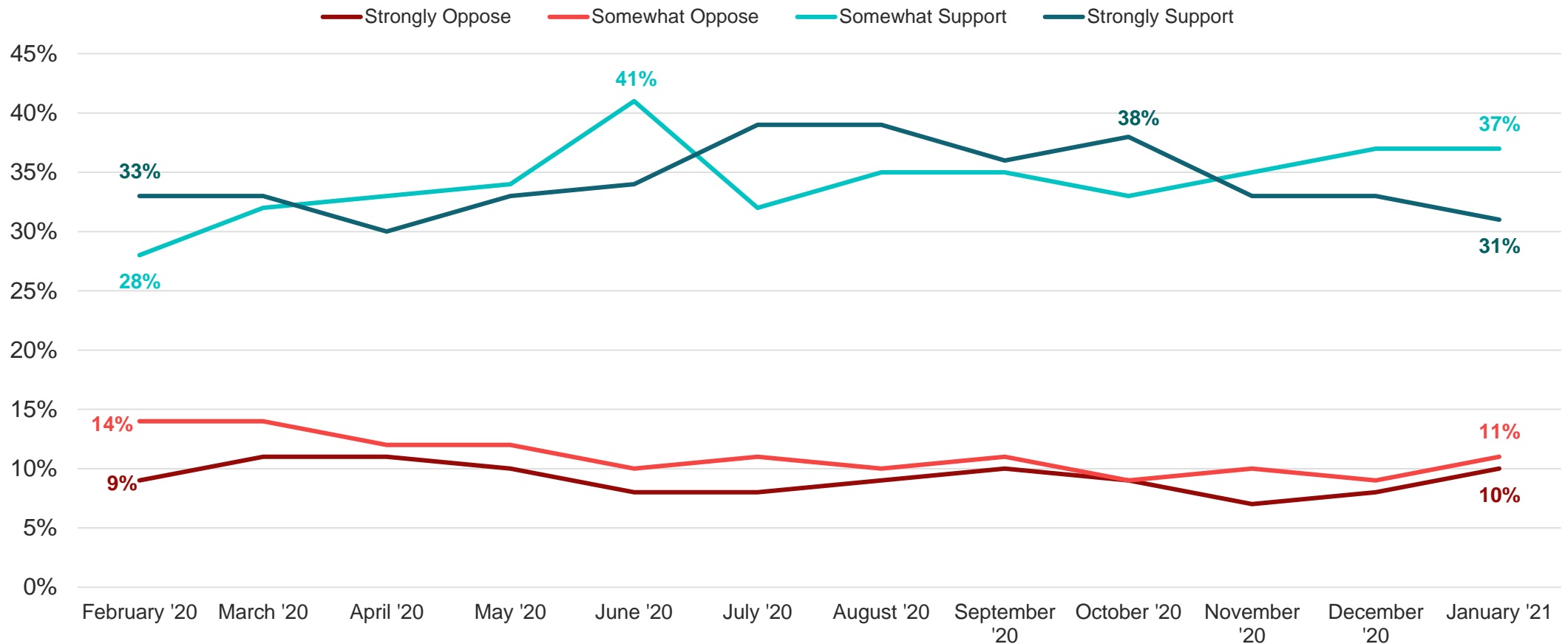
Note: Don't know/no opinion responses are not shown.

SCHOOL VOUCHER FAVORABILITY

Support for school vouchers remains steady this month among school parents.

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

School Parents

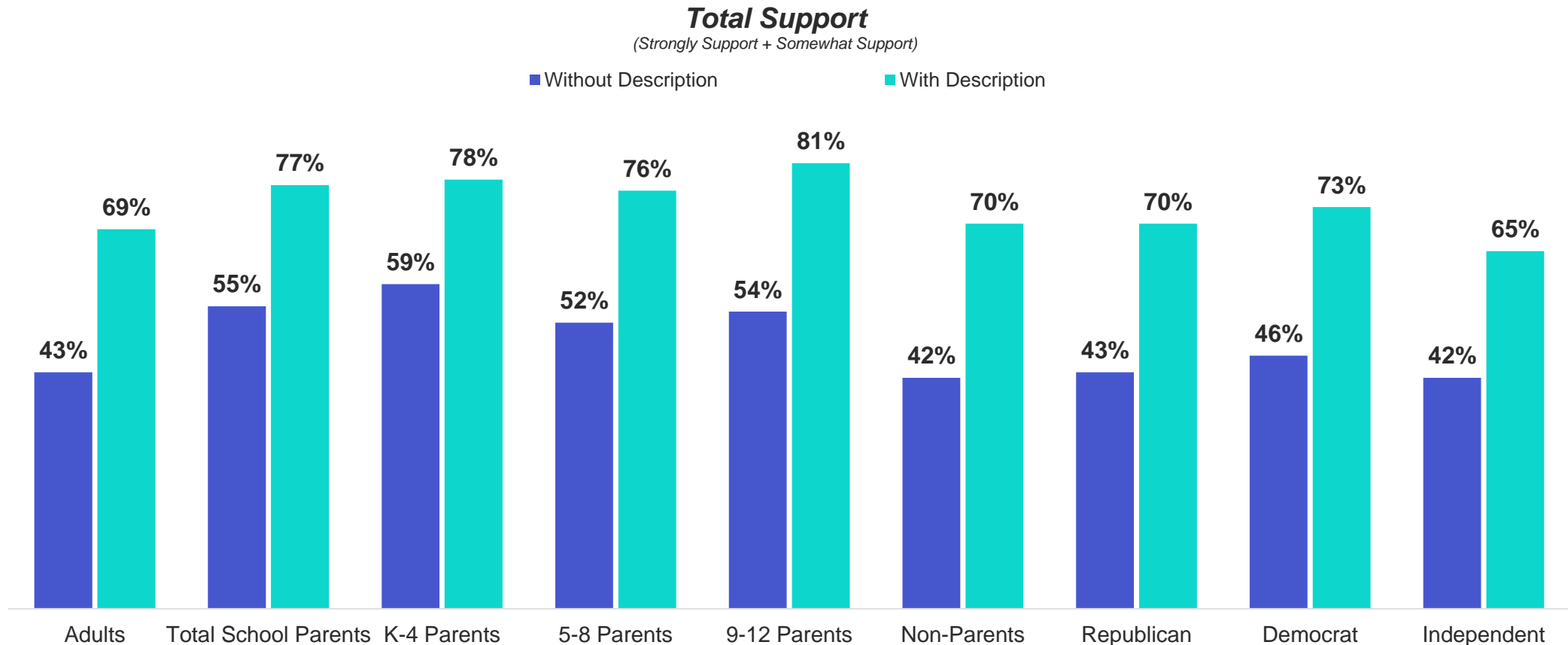


Note: Don't know/no opinion responses are not shown.

EDUCATION SAVINGS ACCOUNTS FAVORABILITY

The general public are much more supportive of education saving accounts (ESAs) 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?

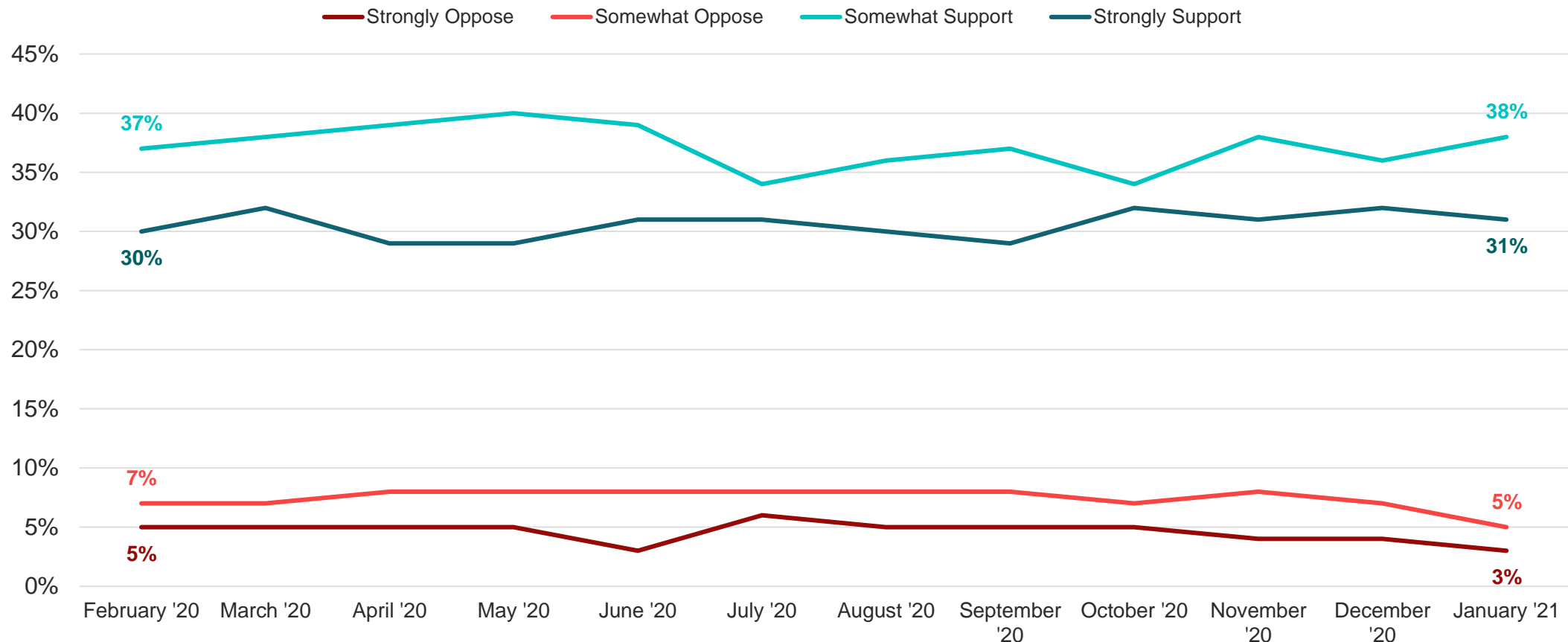


EDUCATION SAVINGS ACCOUNTS FAVORABILITY

In January, overall support for education savings accounts remained 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



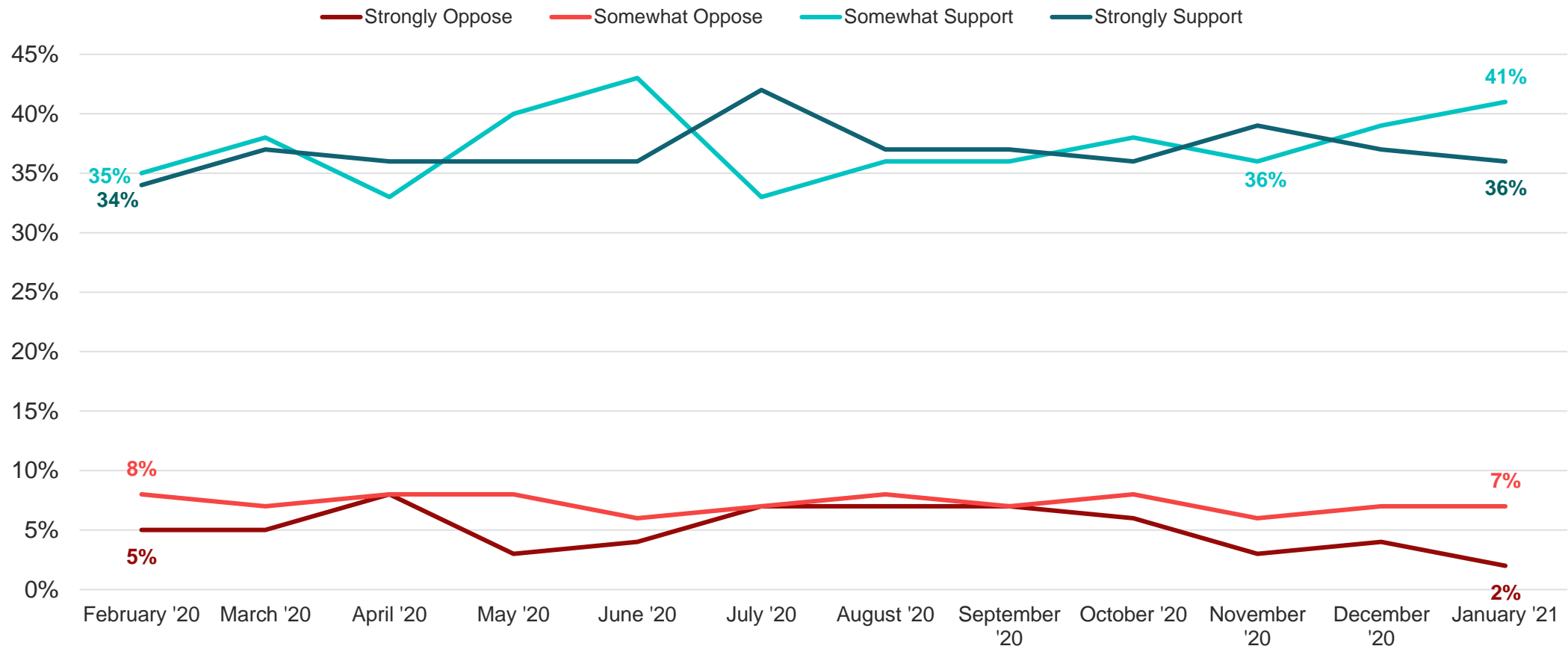
Note: Don't know/no opinion responses are not shown.

EDUCATION SAVINGS ACCOUNTS FAVORABILITY

Among school parents, soft support for education savings accounts has increased +5 points since November 2020.

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.

|
AGENDA

COVID-19 AND SCHOOLING

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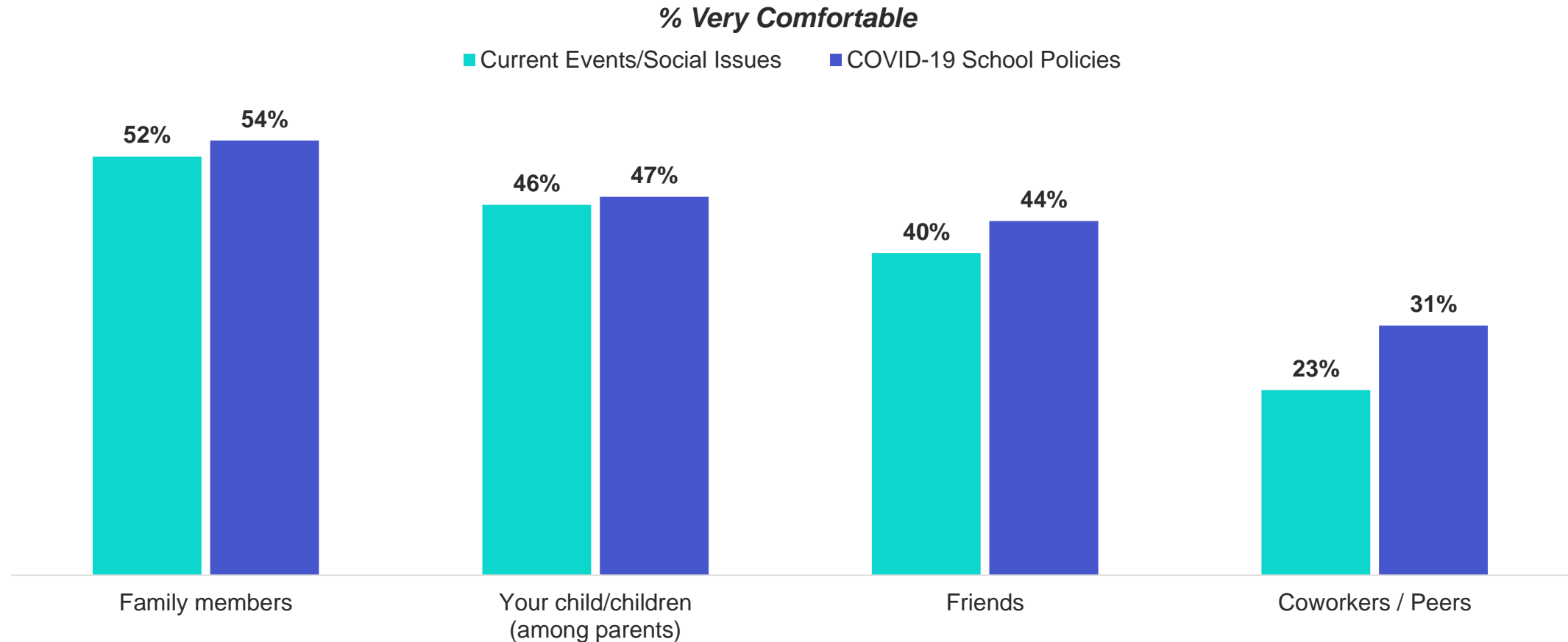
DISCUSSION OF CURRENT EVENTS

Americans are most comfortable discussing social issues and COVID-19 school policies with their family and children.

How comfortable are you discussing current events/social issues with each of the following...?

How comfortable are you discussing COVID-19 school policies with each of the following...?

All Adults



DISCUSSION OF CURRENT EVENTS

School parents are more comfortable talking with their child’s teacher, peers, and school administration about COVID-19 school policies than current events.

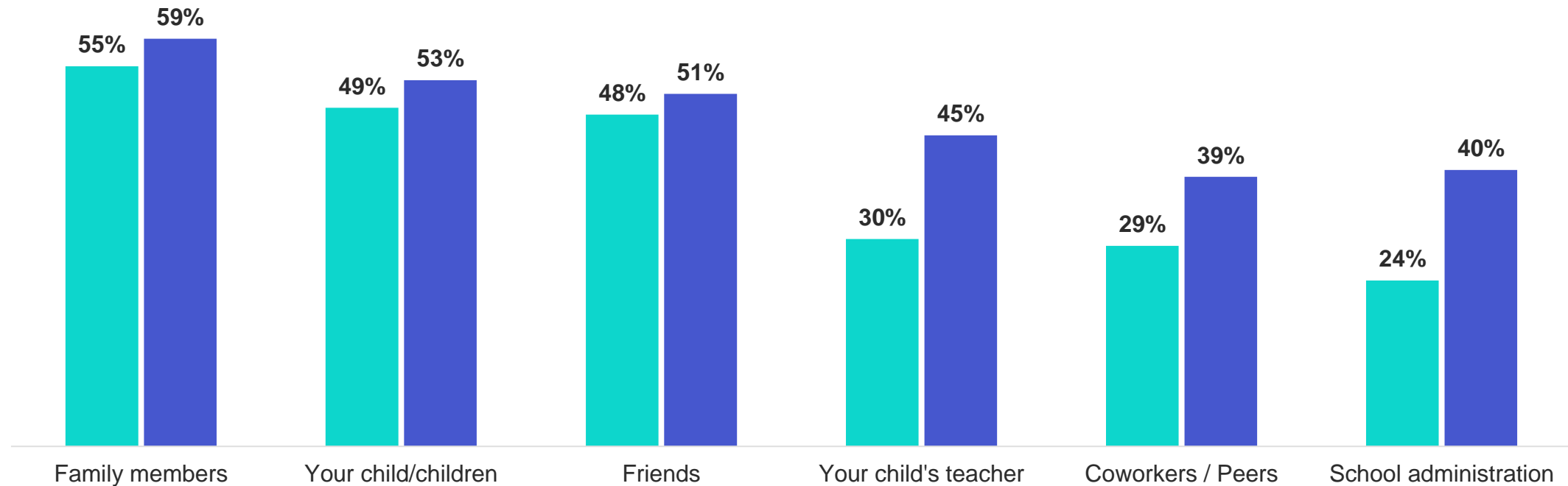
How comfortable are you discussing current events/social issues with each of the following...?

How comfortable are you discussing COVID-19 school policies with each of the following...?

School Parents

% Very Comfortable

■ Current Events/Social Issues ■ COVID-19 School Policies



AGENDA

COVID-19 AND SCHOOLING

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DISCUSSION OF CURRENT EVENTS

SURVEY PROFILE AND DEMOGRAPHICS



Survey Profile, 1

Dates	January 8-15, 2021
Survey Data Collection & Quality Control	Morning Consult
Survey Sponsor	EdChoice
Population	General Population (Adults, Age 18+)
Sampling Frame	National sample of adults (age 18+) living in the United States, including the District of Columbia, with an oversample of school parents
Sampling Method	Non-Probability, Stratified (based on Age, Gender)
Mode	Online Survey
Language	English

Survey Profile, 2

Survey Time	Gen Pop Median = 11.22 minutes, Oversample Median = 13.58 minutes
Sample Size	Total, N = 2,201 Gen Pop Adults
Oversampling	N = 700 School Parents
Quotas	Age, Gender
Weighting	Age, Race, Ethnicity, Gender, Education, Census Region
Measure of Precision (adjusted for weighting)	± 2.95 percentage points (Gen Pop), ± 3.99 percentage points (Oversample)
Participation Rate	27.95% (Gen Pop), 9.38% (Oversample)
Methods Page	https://edchoice.morningconsultintelligence.com/methodology/
Project Contact	Paul DiPerna, paul@edchoice.org

DEMOGRAPHIC BASE SIZES

Demographics	Unweighted (N =)
Hispanic	109
White	1844
Non-Hispanic White	1768
Black	124
Other	55
Generation Z	109
Millennial	652
Generation X	545
Boomers	789
Male	992
Female	1209
< College	1083
College +	1118
Northeast	485
Midwest	518
South	789
West	409

Demographics	Unweighted (N =)
Total School Parents	1154
K-4 Parents	668
5-8 Parents	504
9-12 Parents	368
Non-Parents	920
Liberal	621
Moderate	636
Conservative	834
Democrat	821
Independent	568
Republican	705
Urban	528
Suburban	1083
Small Town	210
Rural	380
Low Income <\$35K	597
Middle Income \$35K to <\$75K	774
High Income \$75K+	830

DEMOGRAPHIC BASE SIZES AND WEIGHTS

Demographics	Unweighted	Weighted	Target (%)
Hispanic	5%	16%	16%
White	84%	78%	78%
Non-Hispanic White	80%	n/a	n/a
Black	6%	12%	12%
Other	11%	9%	9%
Age: 18-34	22%	30%	30%
Age: 35-44	22%	16%	16%
Age: 45-64	30%	34%	34%
Age: 65+	26%	20%	20%
Male	45%	48%	48%
Female	55%	52%	52%
< College	49%	69%	69%
College +	51%	31%	31%
Northeast	22%	18%	18%
Midwest	24%	21%	21%
South	36%	37%	37%
West	19%	24%	24%

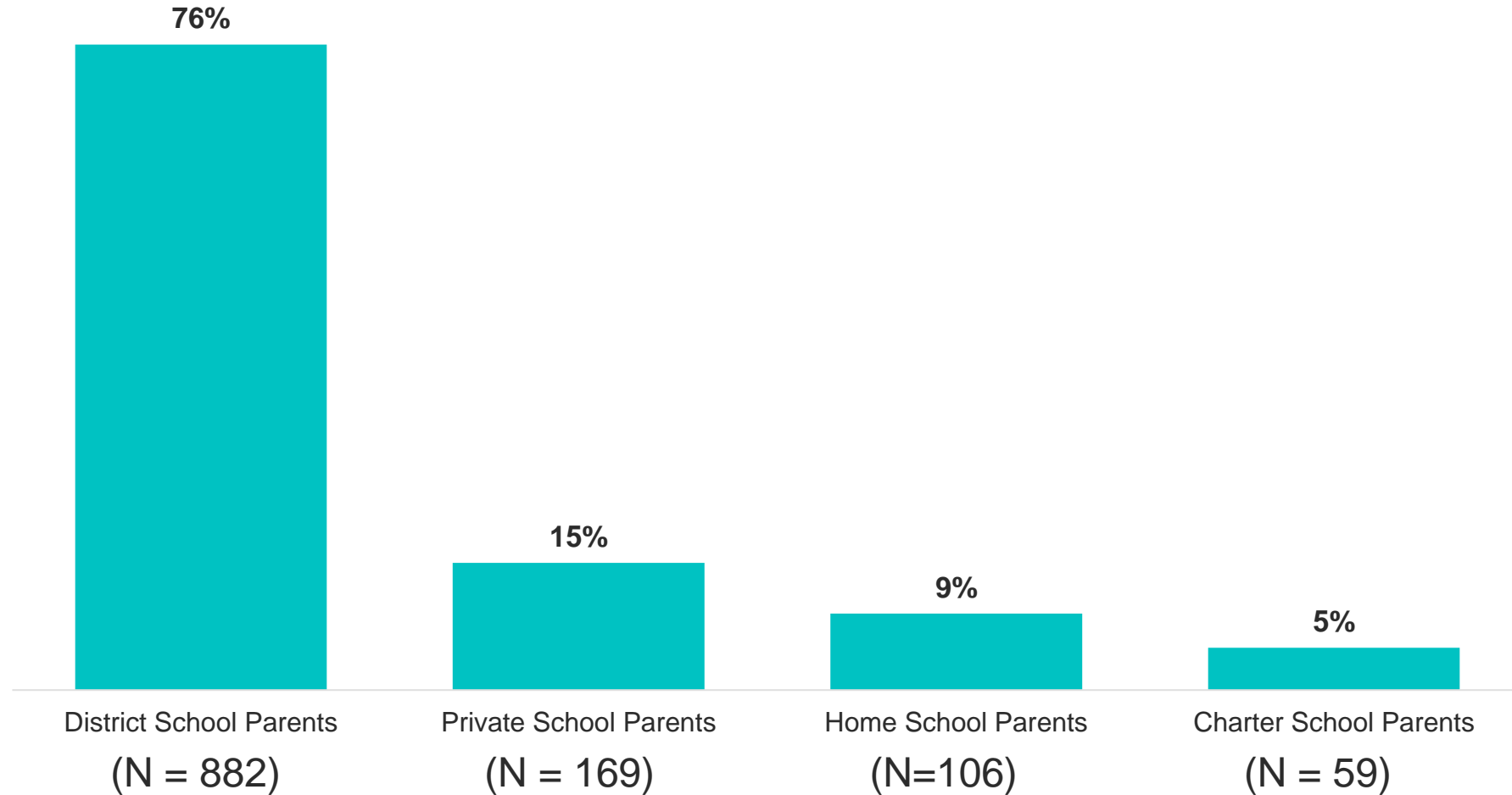
Methodology Update

In addition to the monthly general population polling, Morning Consult has begun oversampling K-12 school parents, among a national sample of parents living in the United States (including the District of Columbia). The sample is collected via stratified sampling based on race and ethnicity quota targets derived from the U.S. Census Bureau's 2016 Current Population Survey. Approximately 700 additional K-12 school parents are interviewed in English each month comprising the oversample. The completed K-12 school parent interviews are weighted to population totals obtained from the 2016 Current Population Survey on the following demographic variables: age, gender, region, race/ethnicity, and educational attainment. Morning Consult has also implemented a pre-administration quota to ensure at least 65 percent of K-12 parent respondents had at least one child attending a public district school.

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.

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.

WHO WE ARE

 **MORNING CONSULT**[®]

Morning Consult is a global data intelligence company delivering insights on what people think in real time.

By surveying tens of thousands across the globe every day, Morning Consult is unmatched in scale and speed: It determines the true measure of what people think and how their decisions impact business, politics and the economy.

Industry leaders rely on Morning Consult's proprietary technology and analysis for real-time intelligence to transform information into a competitive advantage.

 **CHOICE**

EdChoice is a 501(c)(3) nonprofit, nonpartisan organization. Our team is driven by the shared mission to advance freedom and choice in K-12 education where all families, regardless of race, origin or family income, are free to choose a learning environment—public or private, near or far, religious or secular—that works best for their children. Learn more about our mission, values, intellectual legacy, staff, fellows and board of directors at: EdChoice.org.





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