



BLACK PARENTS AND K-12 EDUCATION

A National Polling Brief

MARCH 2021

KEY FINDINGS

1. Black parents are much less comfortable with their children returning to in-person learning than both White and Hispanic parents. They also are less likely to get themselves or their children vaccinated.
2. Nearly two-thirds of Black parents believe it won't be safe to send their children back to school for in-person classes until August 2021.
3. Black parents are signaling long-term interest in a hybrid mode of schooling – substantially more than White parents and similar to Hispanic parents. A mix of in-person and remote-online education appears appealing to half of Black parents even after the pandemic.
4. Black parents show more interest in joining/forming a 'pod' than both White parents and Hispanic parents. Black parents also are more interested in tutoring for their children than White parents.
5. Black parents are much more likely to support education savings accounts (ESAs) and public charter schools than oppose them. Nearly 80 percent of Black parents say they support ESAs when given a description; and three-fourths support charter schools with additional information.

AGENDA

COVID-19 AND SCHOOLING

PERSONALIZED LEARNING

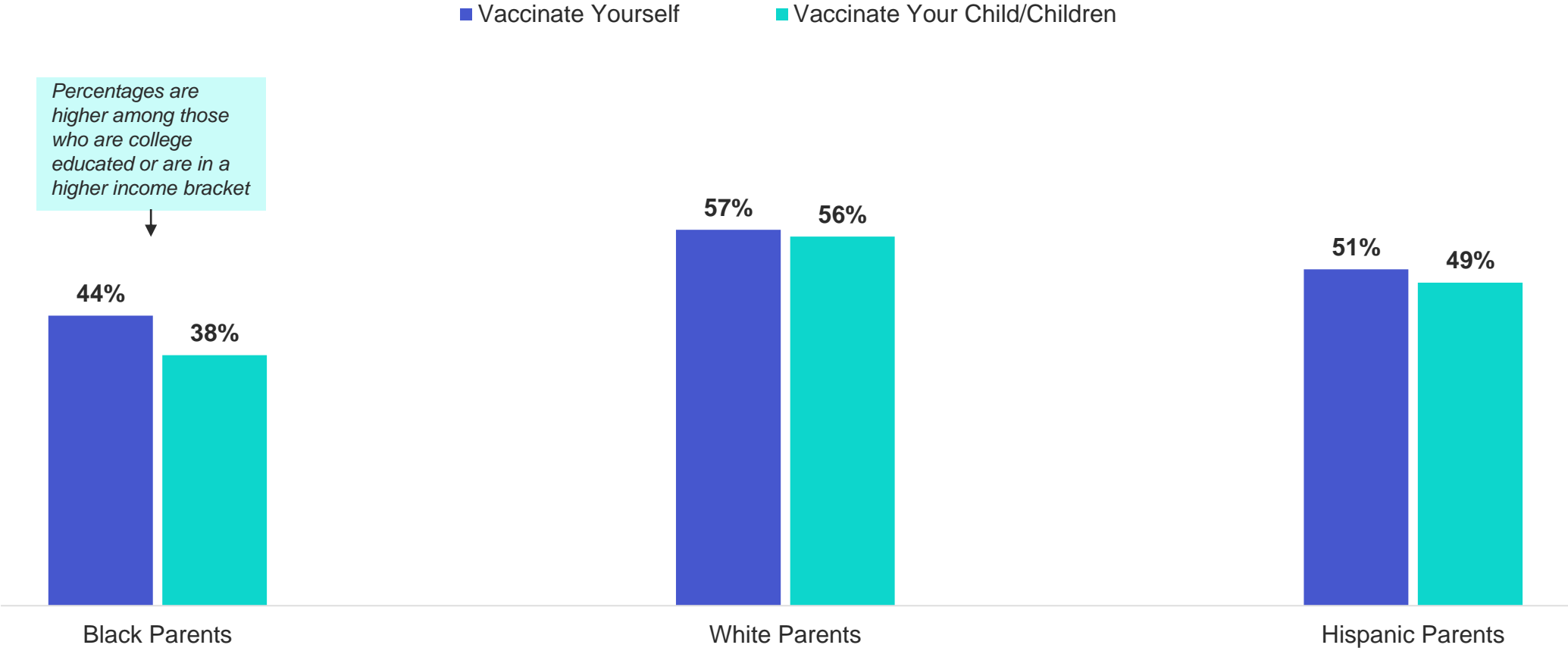
SCHOOL CHOICE POLICIES

SURVEY PROFILE AND DEMOGRAPHICS



Black Parents are less likely to vaccinate themselves and their children compared to Hispanic parents and White parents.

When an FDA (Food and Drug Administration) approved vaccine to prevent COVID-19 is available for you would you agree to be / agree to have your child/children vaccinated?

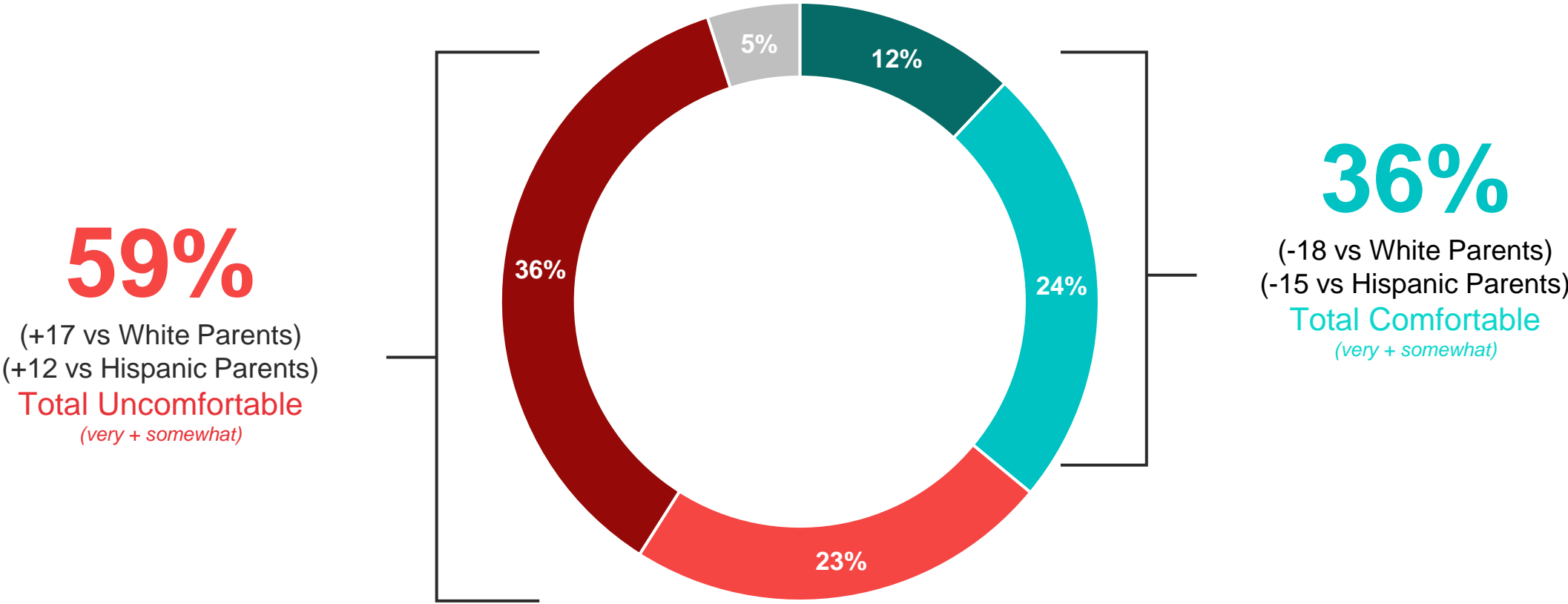


*White Parents denotes Non-Hispanic White Parents.

Black parents are much less comfortable with their children returning to school right now compared to White and Hispanic parents.

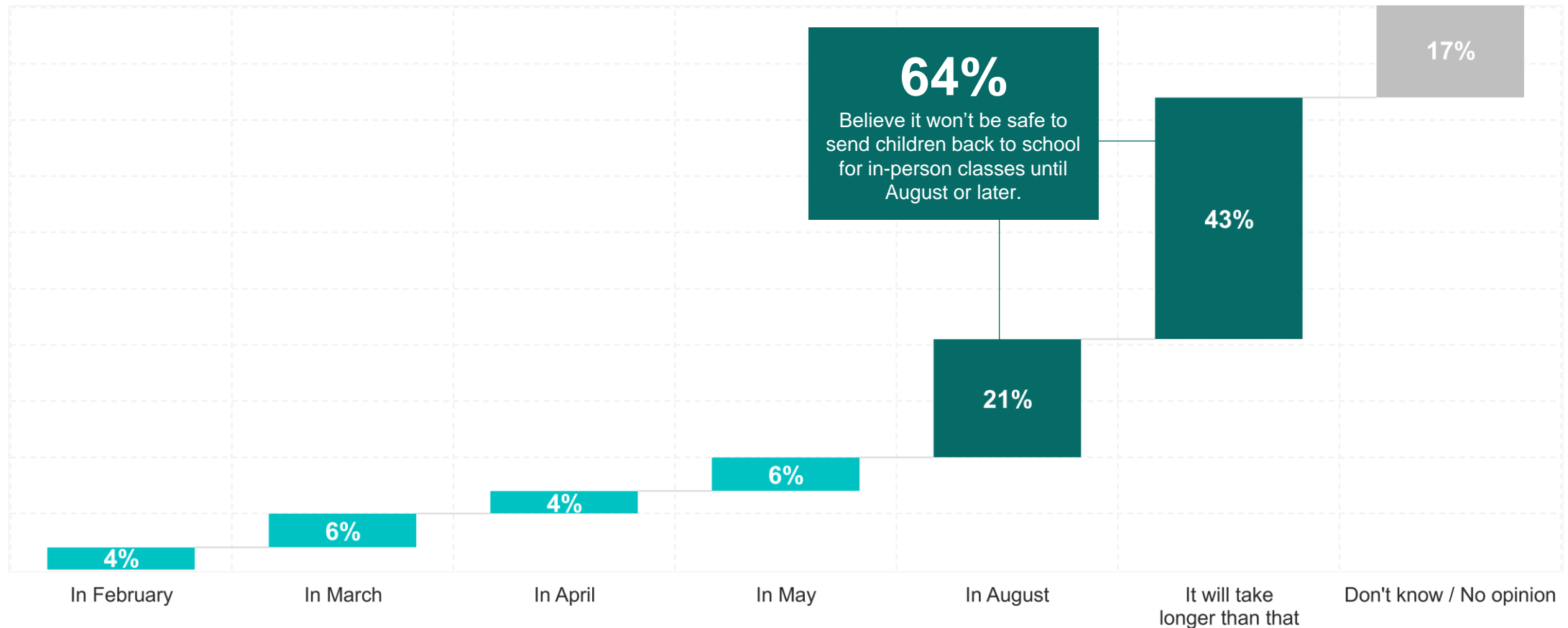
Based on what you have seen, read, or heard about the coronavirus (COVID-19) outbreak so far, how comfortable are you with your child/children returning to school right now?

- Very Comfortable
- Somewhat Comfortable
- Not That Comfortable
- Not At All Comfortable
- Don't Know/No Opinion



Nearly two-thirds of Black parents believe it won't be safe to send their children back to school for in-person classes until August 2021.

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?



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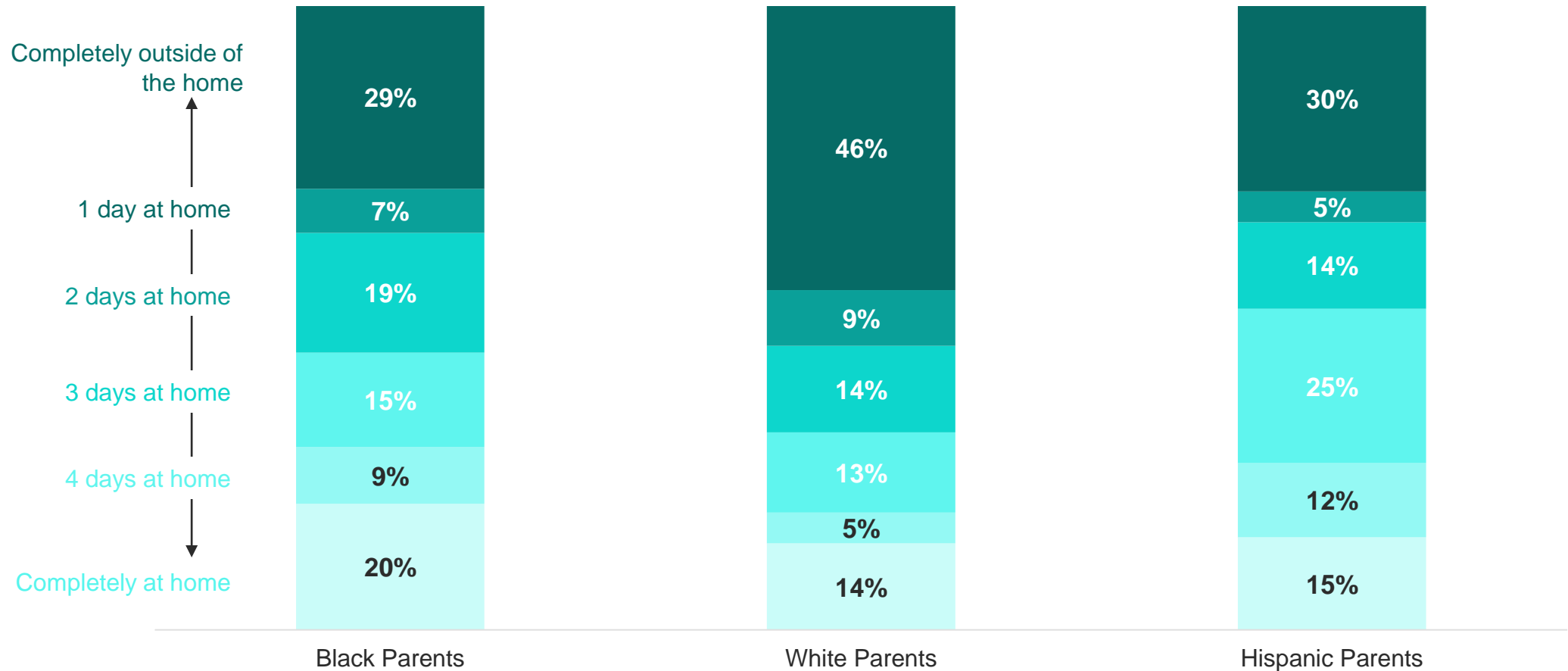
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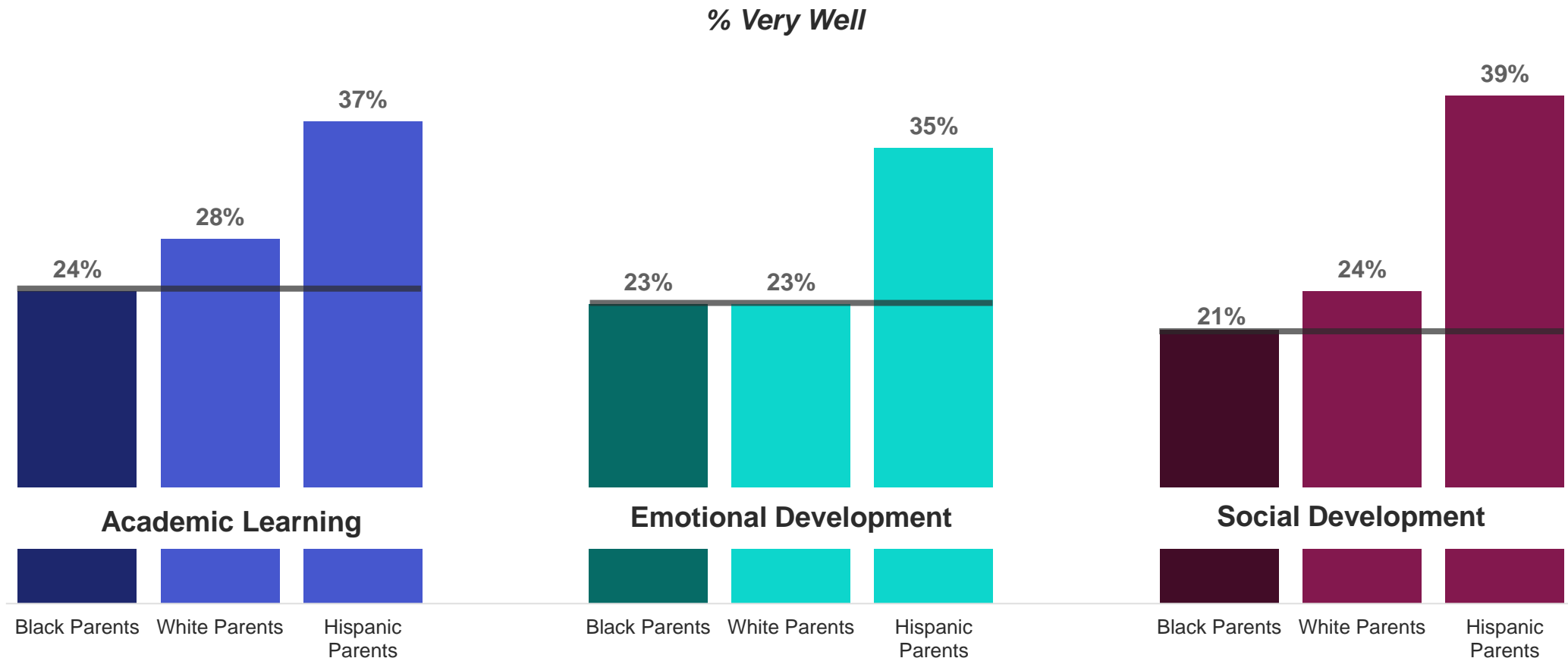
Black parents are more likely than other parents to prefer schooling take place completely at home and are less likely to prefer schooling take place completely outside of the home.

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?



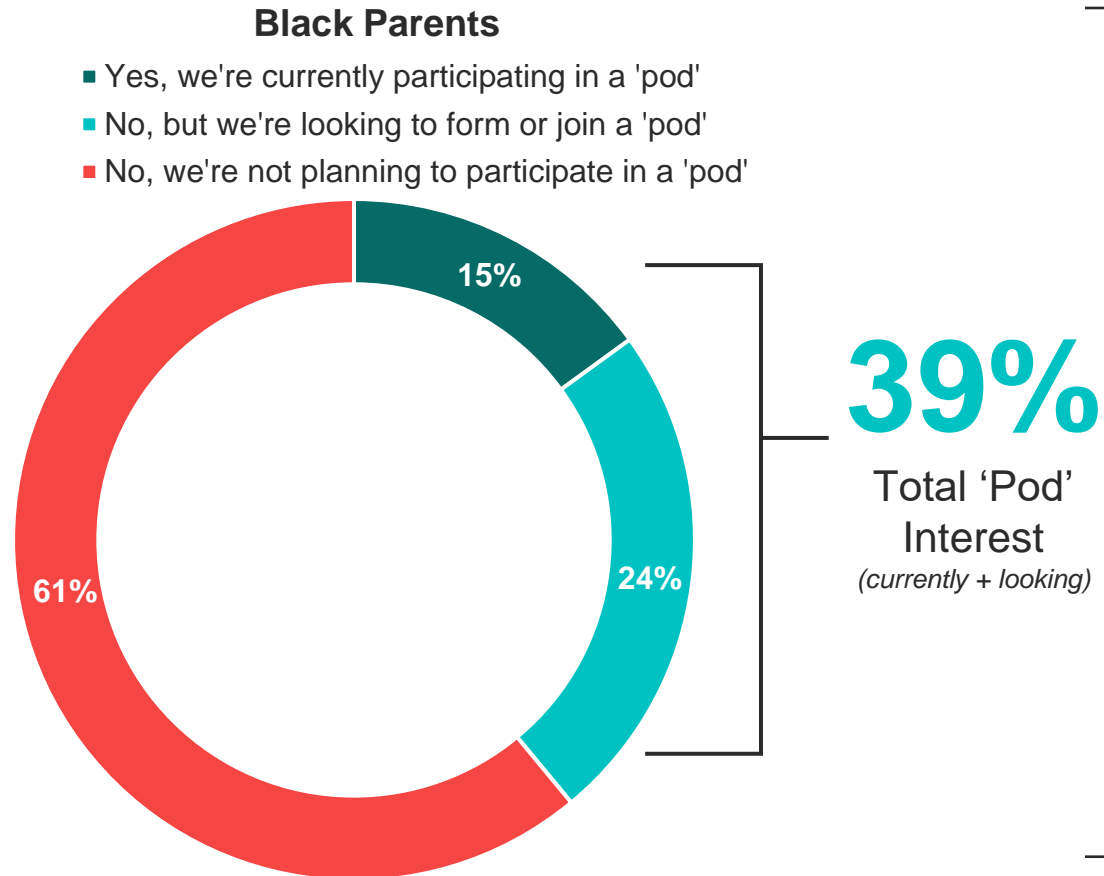
Both Black and White parents tend to be much more pessimistic than Hispanic parents when considering how their children are progressing this school year.

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



Black parents are more likely than both White and Hispanic parents to say they were participating in or looking to form/join a 'pod'.

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



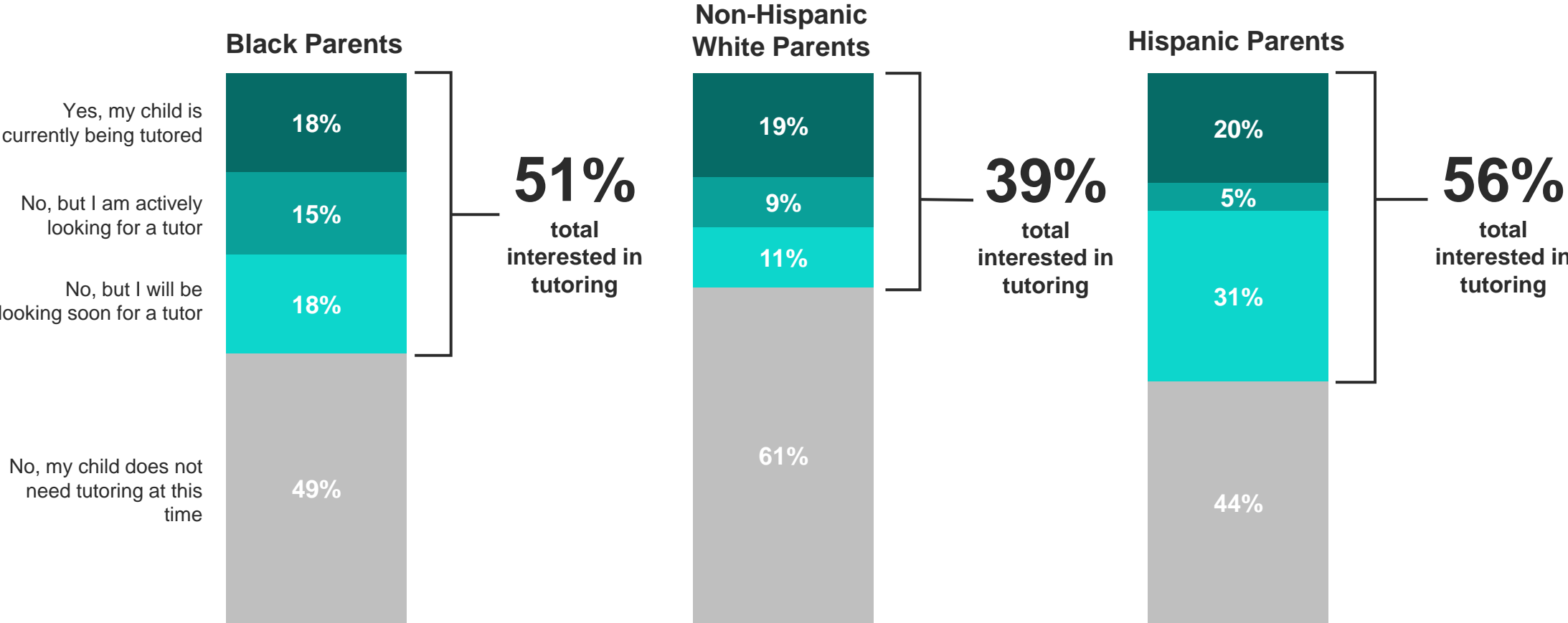
Likelihood to Participate in / Form / Join a 'Pod'

More likely than total Black Parents	Black Male Parents	52%
	Black Non-District School Parents	48%
	*High Income \$75K+	43%
	Middle Income \$35K to < \$75K	40%
Less likely than Total Black Parents	Black District School Parents	36%
	Hispanic Parents	35%
	Low Income < \$35K	35%
	White Parents	34%
	Black Female Parents	31%

*indicates base size <n=100

More than half of Black parents have a tutor or are interested in tutoring for their child – more than White parents but less than Hispanic parents.

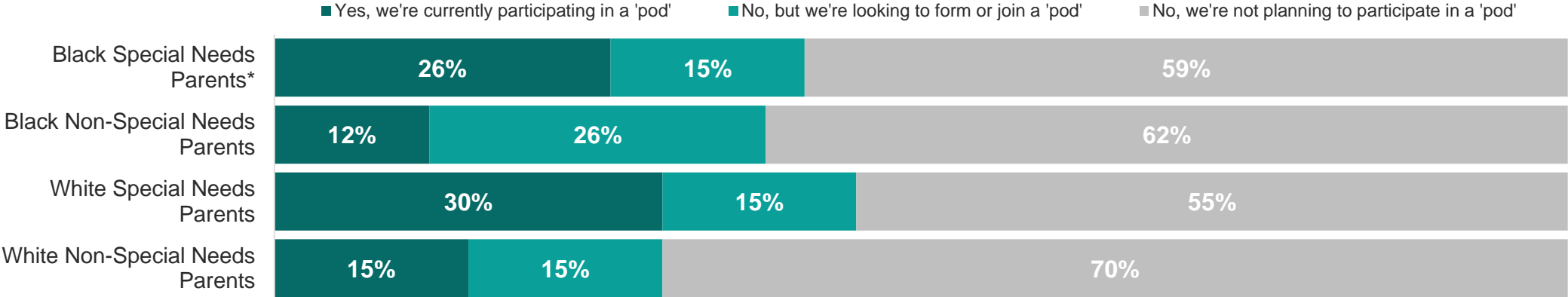
Is your child getting tutoring outside of regular school hours this school year?



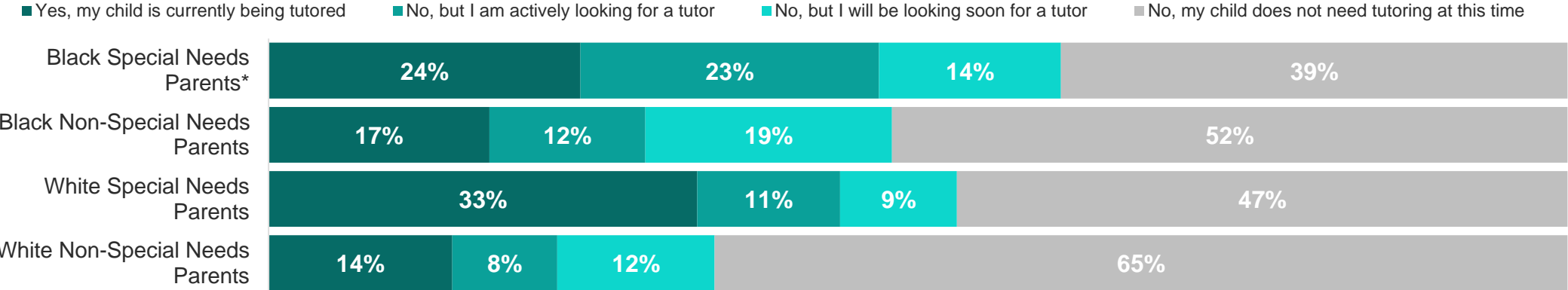
Both Black and White special needs parents are more likely to show interest in both 'pods' and tutoring than non-special needs parents.

As a result of the coronavirus pandemic, are you currently participating in a 'pod' with other families?
Is your child getting tutoring outside of regular school hours this school year?

PODS



TUTORING



*indicates base size <n=100. Hispanic parents not shown due to low base size.

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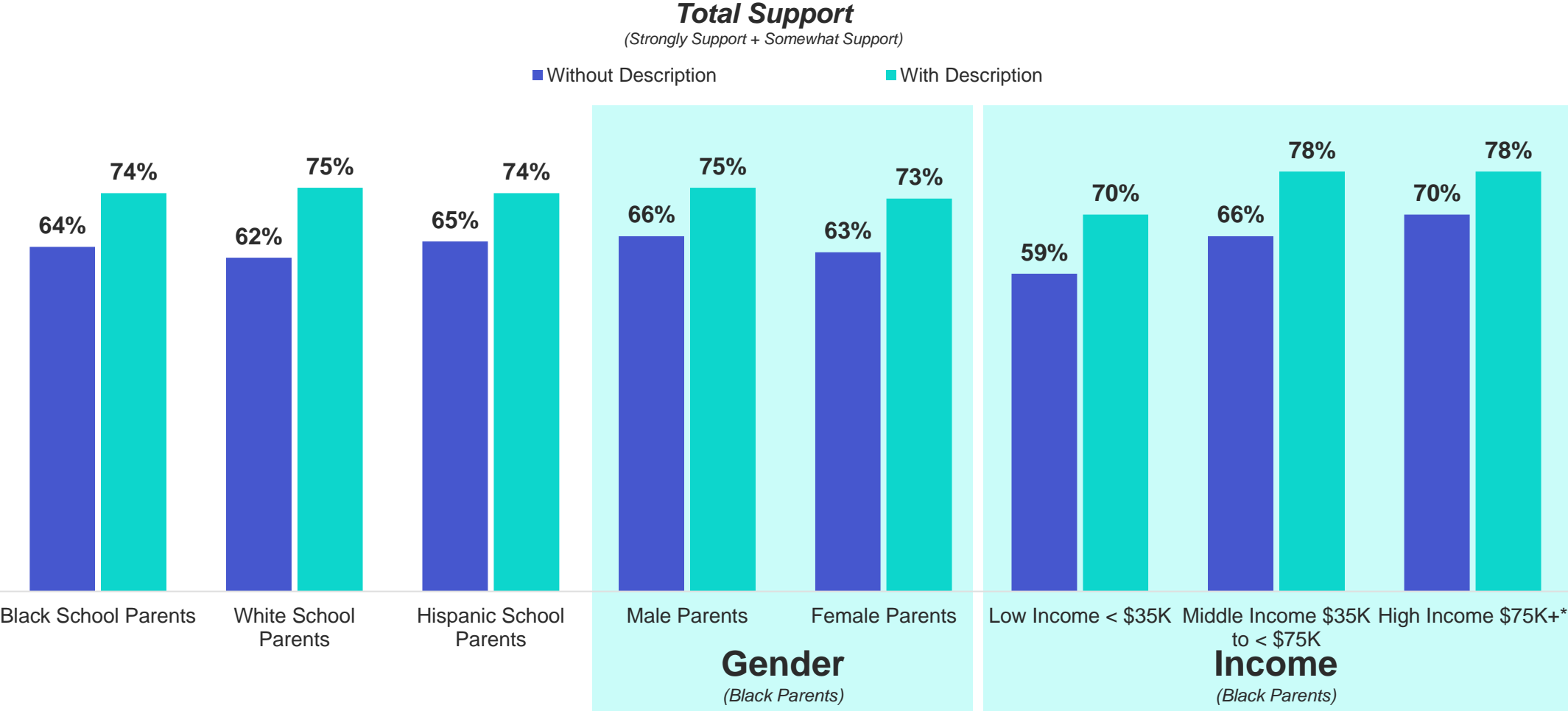
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Three-fourths of Black Parents say they are supportive of public charters schools after hearing a description. Providing the latter boosts support by 10 points among Black Parents, similar to other groups.

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?



*indicates base size <n=100

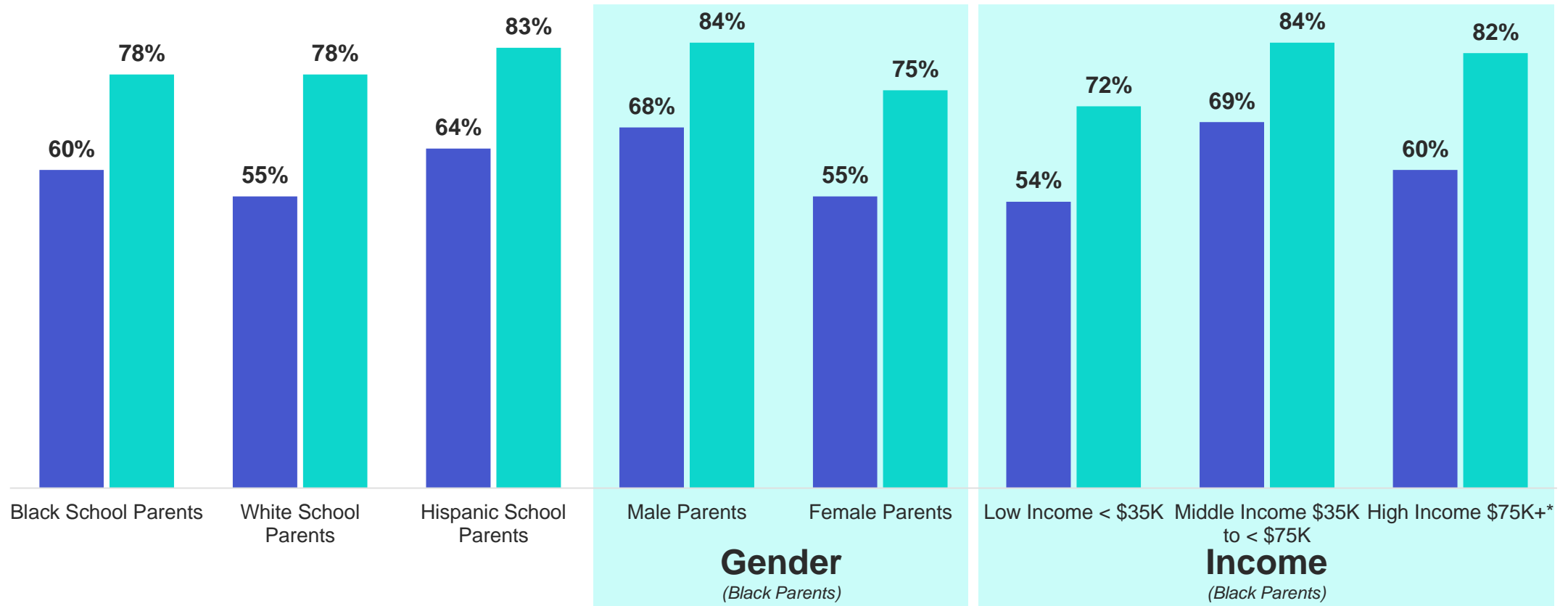
Nearly 8 out of 10 Black Parents support education savings accounts when given a description. Providing the latter boosts support by 18 points.

Based on what you know, or have heard from others... In general, what is your opinion of 'education savings accounts' in K-12 education? An "education savings account" in K-12 education – often called an ESA – establishes for parents a government-authorized savings account with restricted, but multiple uses for educational purposes. Parents can then use these funds to pay for: school tuition; tutoring; online education programs; therapies for students with special needs; textbooks or other instructional materials; or save for future college expenses. In general, what is your opinion of an ESA system?

Total Support

(Strongly Support + Somewhat Support)

■ Without Description ■ With Description



*indicates base size <n=100

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Survey Profile, 1

Dates	February 10-17, 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 = 11.15 minutes, School Parent Oversample Median = 13.92 minutes, Black School Parent Oversample Median = 15.18 minutes
Sample Sizes	Total, N = 2,200 General Population (Adults 18+) Total, N = 1,100 School Parents Total, N = 411 Black School Parents
Oversampling	N = 700 School Parents N = 300 Black School Parents
Quotas	Age, Gender
Weighting	Age, Race, Ethnicity, Gender, Education, Census Region
Measure of Precision (adjusted for weighting)	± 2.67 percentage points (Gen Pop), ± 4.13 percentage points (School Parent Oversample), ± 5.56 percentage points (Black School Parent Oversample)
Participation Rate	18.54% (Gen Pop), 8.77% (School Parent Oversample), 6.50% (Black School Parent Oversample)
Methods Page	https://edchoice.morningconsultintelligence.com/methodology/
Project Contact	Paul DiPerna, paul@edchoice.org

Based on Black Parent Sample

Demographics	Unweighted (N =)
Hispanic*	105
Non-Hispanic White*	833
Generation Z	25
Millennial	232
Generation X	127
Boomers	26
Male	118
Female	293
Northeast	62
Midwest	63
South	251
West	35
Low Income <\$35K	170
Middle Income \$35K to <\$75K	149
High Income \$75K+	92

Demographics	Unweighted (N =)
K-4 Parents	228
5-8 Parents	172
9-12 Parents	148
Liberal	165
Moderate	158
Conservative	57
Democrat	303
Independent	73
Republican	23
Urban	182
Suburban	164
Small Town	18
Rural	47
< College	275
College +	136

*N size based on School Parent Oversample.

Based on Black Parent Sample

Demographics	Unweighted	Weighted	Target (%)
Hispanic	9%	5%	5%
Non-Hispanic	91%	95%	95%
Age: 18-29	19%	10%	10%
Age: 30-39	40%	39%	39%
Age: 40-49	26%	37%	37%
Age: 50+	15%	14%	14%
Male	29%	39%	39%
Female	71%	61%	61%
Northeast	15%	17%	17%
Midwest	15%	18%	18%
South	61%	56%	56%
West	9%	9%	9%

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 at: [EDCHOICE.ORG](https://edchoice.org)





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