



GEN POP NATIONAL POLLING PRESENTATION

FEBRUARY 2021

KEY FINDINGS

1. Less than half of Americans approve of the way government officials and teachers unions have handled school closings and re-openings. Many are still undecided or have no opinions just yet.
2. As COVID cases have declined, school parents are a little more comfortable with their children returning to school this month. That said, half of parents continue to express that the coronavirus pandemic will not be controlled enough for a safe return to school until August or later.
3. Private school and traditional homeschool parents remain more positive about their children's progress in terms of academic learning, emotional development, and social development when compared to district school parents. Private school parents currently express much stronger satisfaction than district school parents.
4. About two-fifths of parents show interest or already have a child seeing a tutor. Despite their positivity around their child's progress, private school parents are the most likely to look into tutoring for their child. Parents are more likely to seek out math tutoring for their children compared to any other subject.
5. While interest and participation in learning pods has held steady since November 2020, there has been a large drop-off when compared to August 2020. Still, nearly one out of five school parents said they were participating in pods in February, with the vast majority saying they are using pods to supplement regular schooling.
6. School choice policies - such as education savings accounts, school vouchers, charter schools - receive very high levels of support among school parents. And there is widespread support across a range of demographics groups.

AGENDA

COVID-19 AND SCHOOLING

VIEWS ON K-12 EDUCATION

SCHOOL CHOICE POLICIES

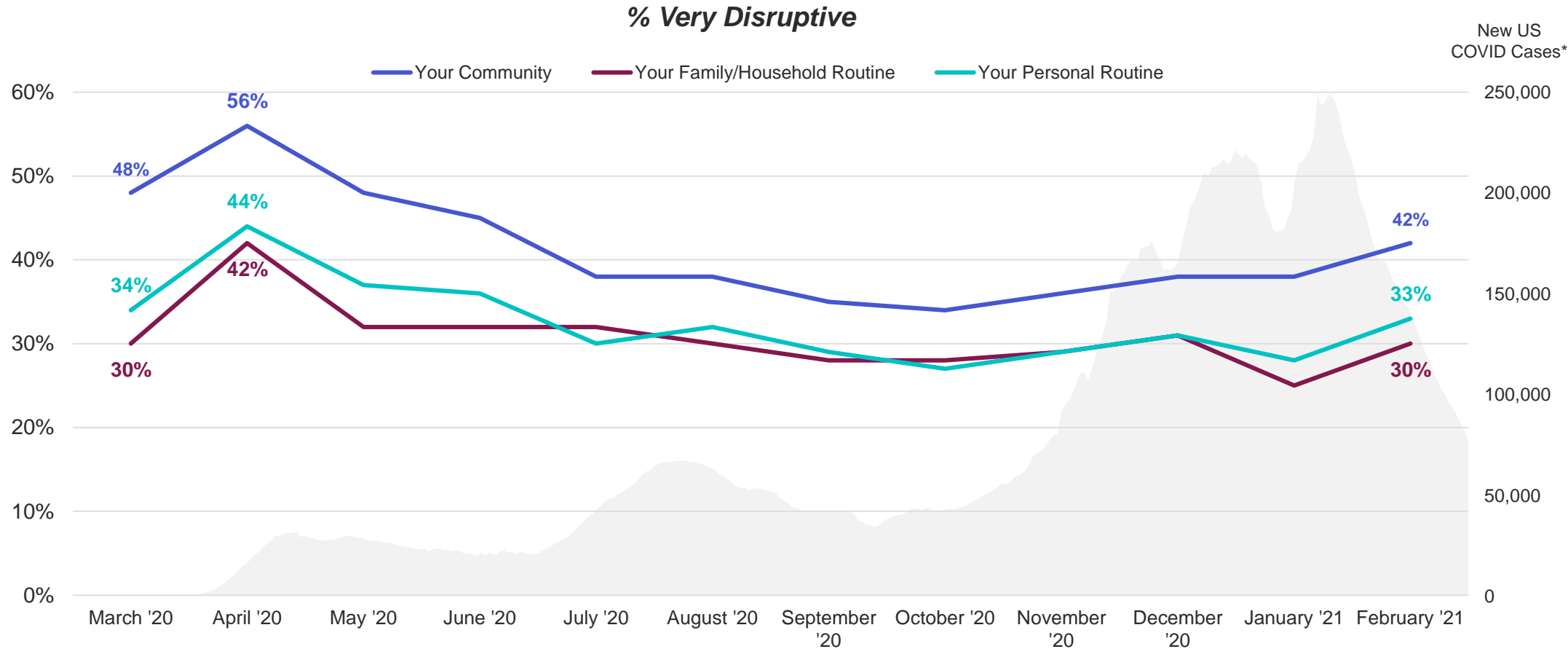
SURVEY PROFILE AND DEMOGRAPHICS



Despite a decrease in cases, the percentage of adults who believe the coronavirus has been ‘very disruptive’ to their routines and community increased in February.

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

All Adults

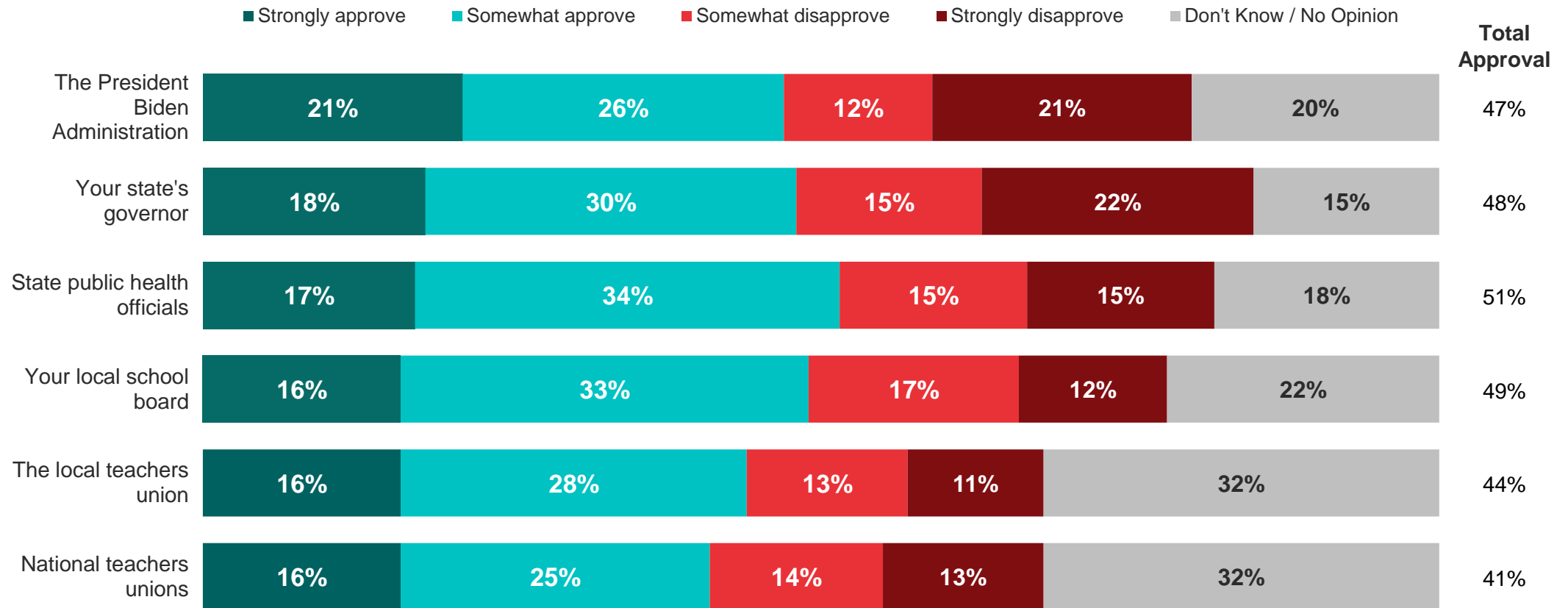


*CDC 7 day rolling average data

Americans' give mixed approval ratings of how public officials have influenced closing/re-opening of schools.

And, how much do you approve or disapprove of the way public officials have influenced closings/re-openings of schools ...?

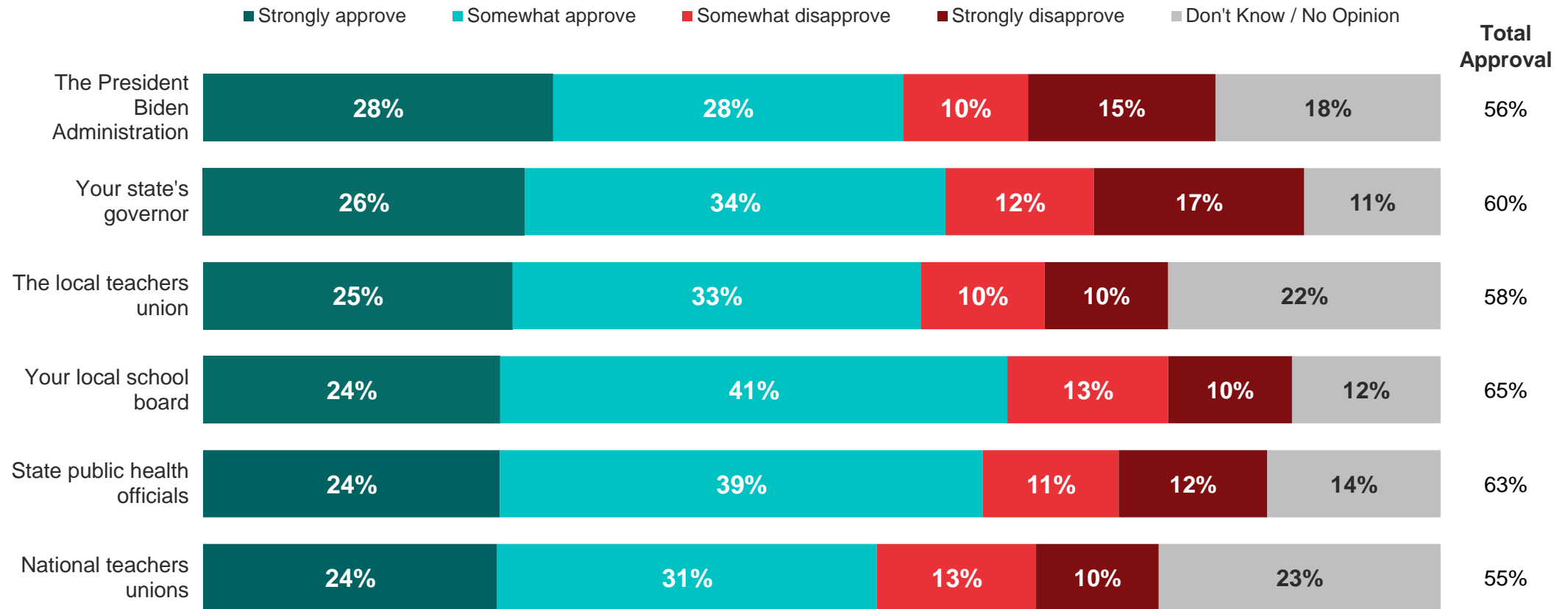
All Adults



School parents are more likely than the general public to approve of how officials have handled closing/re-opening of schools.

And, how much do you approve or disapprove of the way public officials have influenced closings/re-openings of schools ...?

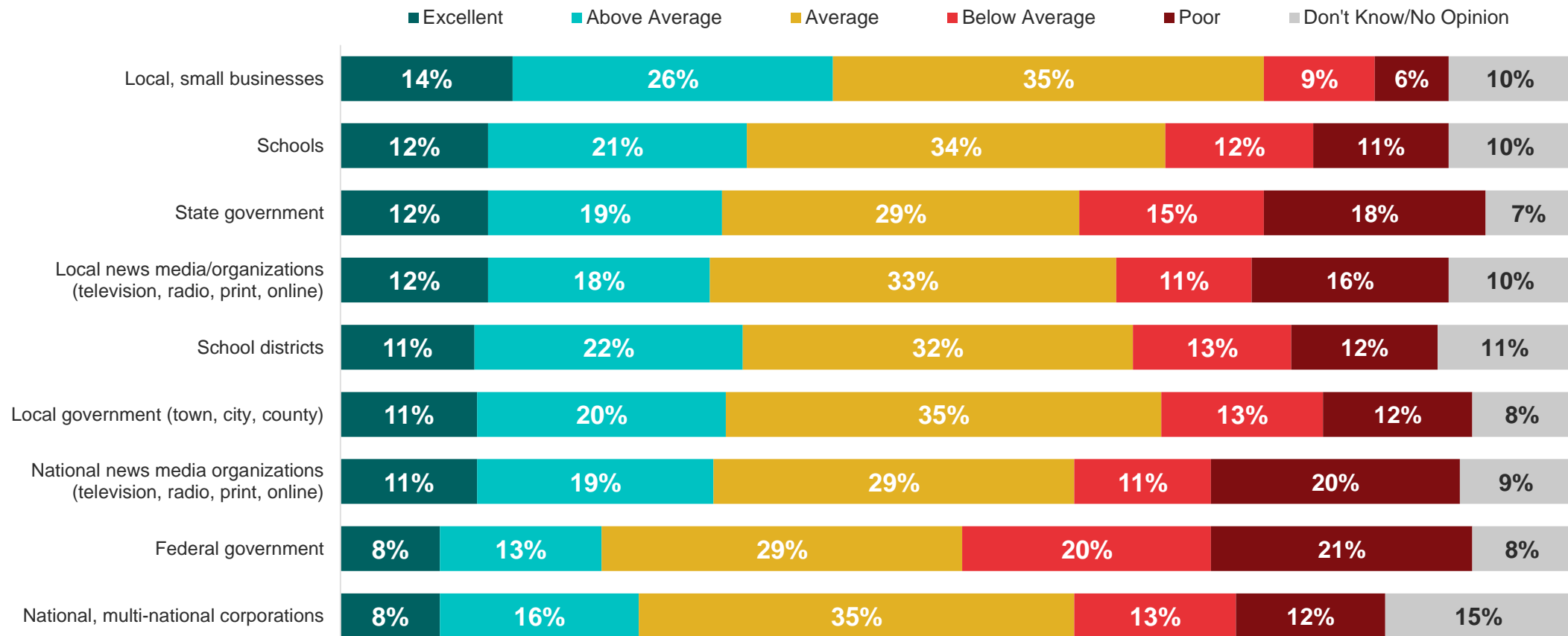
School Parents



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

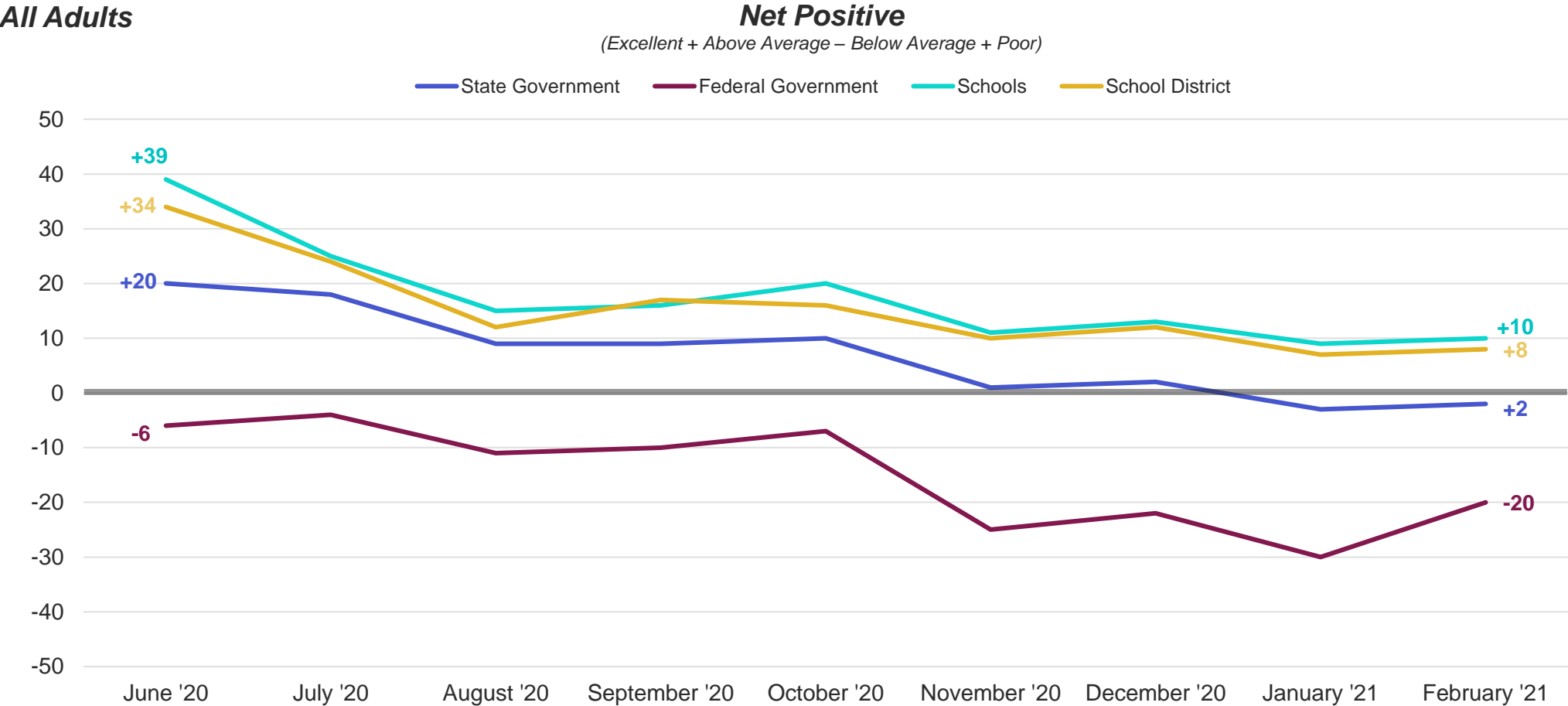
Based on what you have seen, read, or heard so far, how would you rate the following institutions on their response to the coronavirus (COVID-19) outbreak?

All Adults



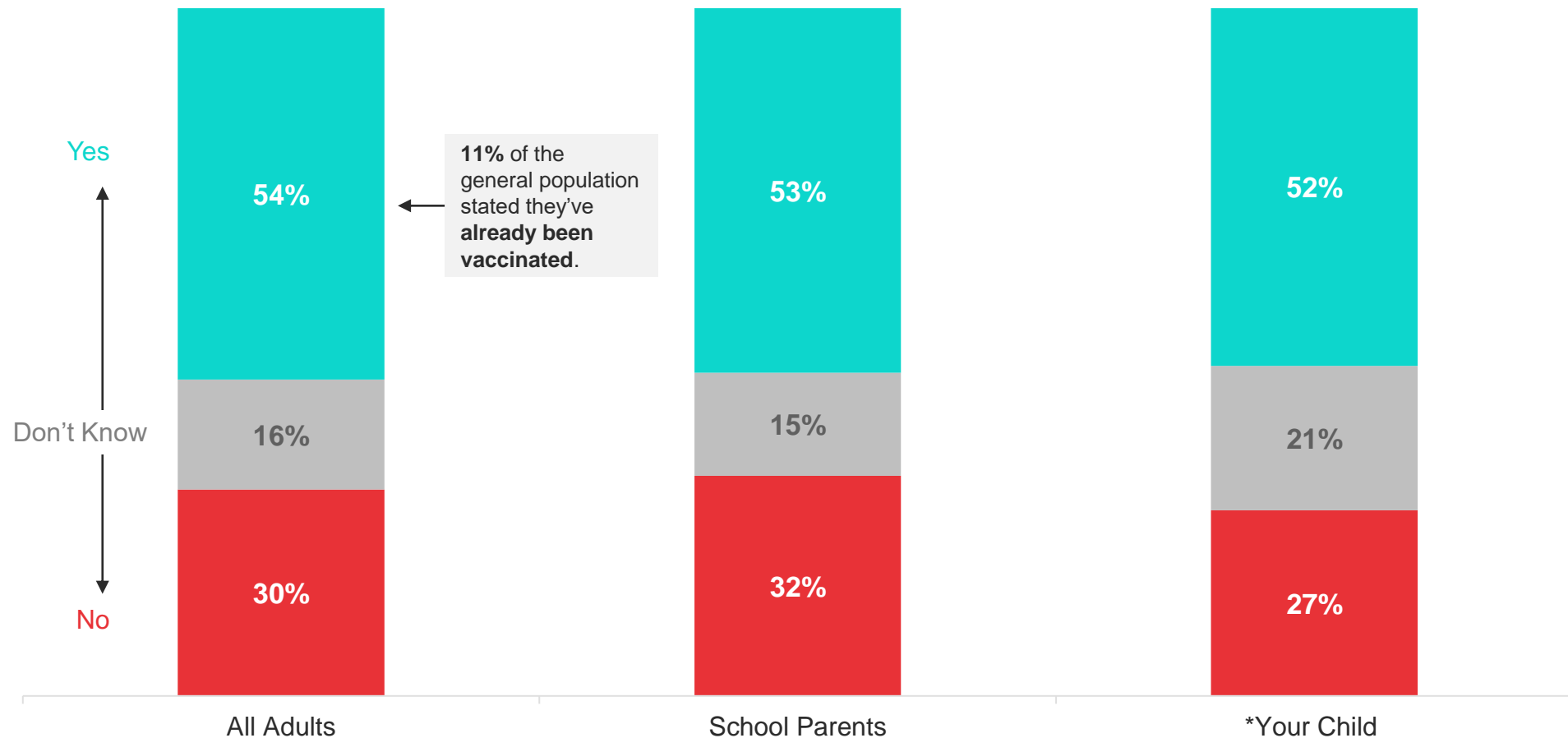
The net positive score for the Federal Government’s response to the coronavirus pandemic increased from January to February, but it is still well below other institutions.

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?



Majorities of the general public and school parents - for themselves and their children - say they will get the vaccine when available.

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



* % Reflect responses of parents with children in grades K-12 only

Since January, Americans continue to be more likely to agree to be vaccinated, although there was a drop off among GenZers.

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

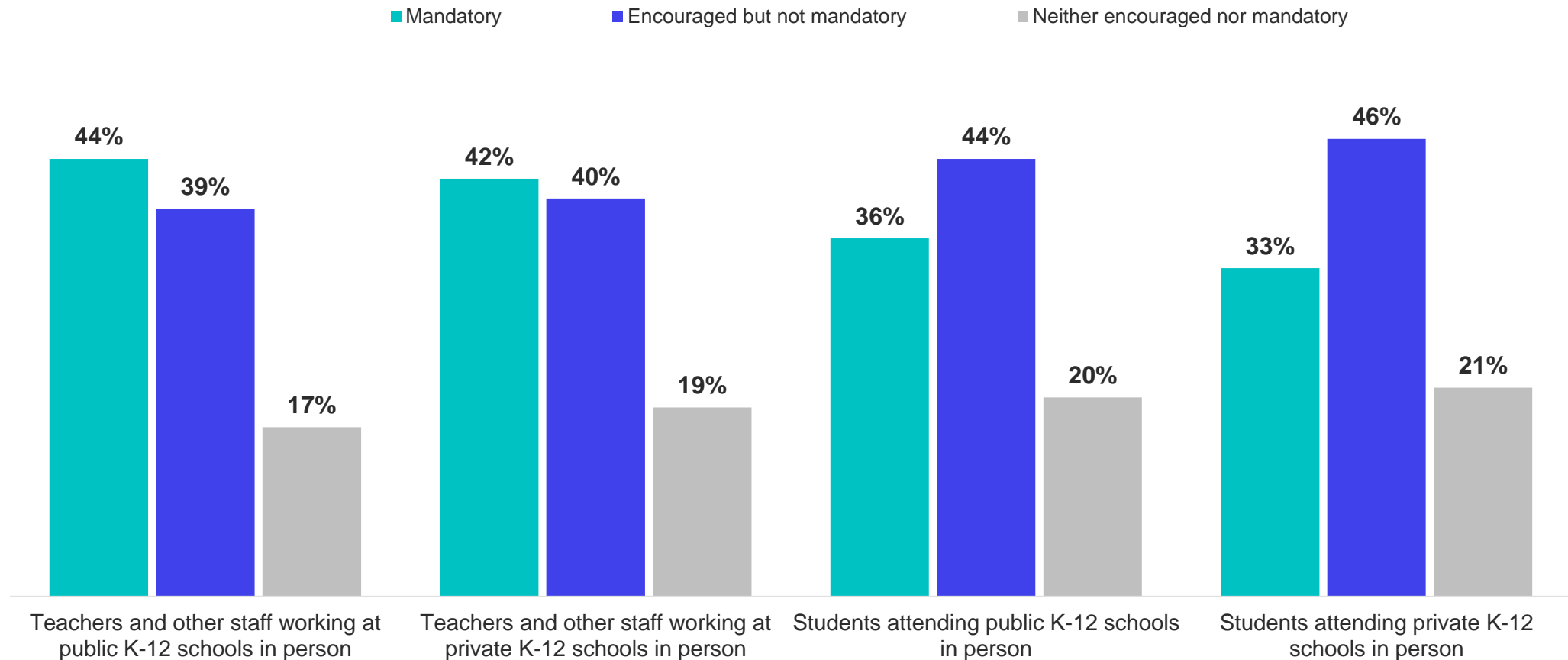
All Adults

Groups Most Likely To Get Vaccinated/Already Vaccinated		Vs January	Groups Moderately Likely To Get Vaccinated/Already Vaccinated		Vs January	Groups Less Likely to Get Vaccinated/Already Vaccinated		Vs January
Educ: Bachelors or Postgrad	72%	+3	Middle Income \$35K to < \$75K	53%	-1	Low Income < \$35K	46%	+4
High Income \$75K+	70%	+3	Midwest Region	52%	+1	Hispanic	46%	-6
Baby Boomers	68%	+4	Gen X	52%	+6	Educ: < College	45%	-1
Democrat	67%	+5	South Region	49%	-3	Small Town	43%	-6
Suburban	60%	+1	Independent	48%	-3	Millennials	41%	-6
Northeast Region	61%	+2	Republican	47%	-3	Rural	41%	+1
Non-Hispanic White	58%	+1				Gen Z	37%	-11
West Region	56%	+3				Black	34%	+3
Urban	55%	+2						

Americans are more likely to think the vaccine should be mandatory for teachers than for 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?

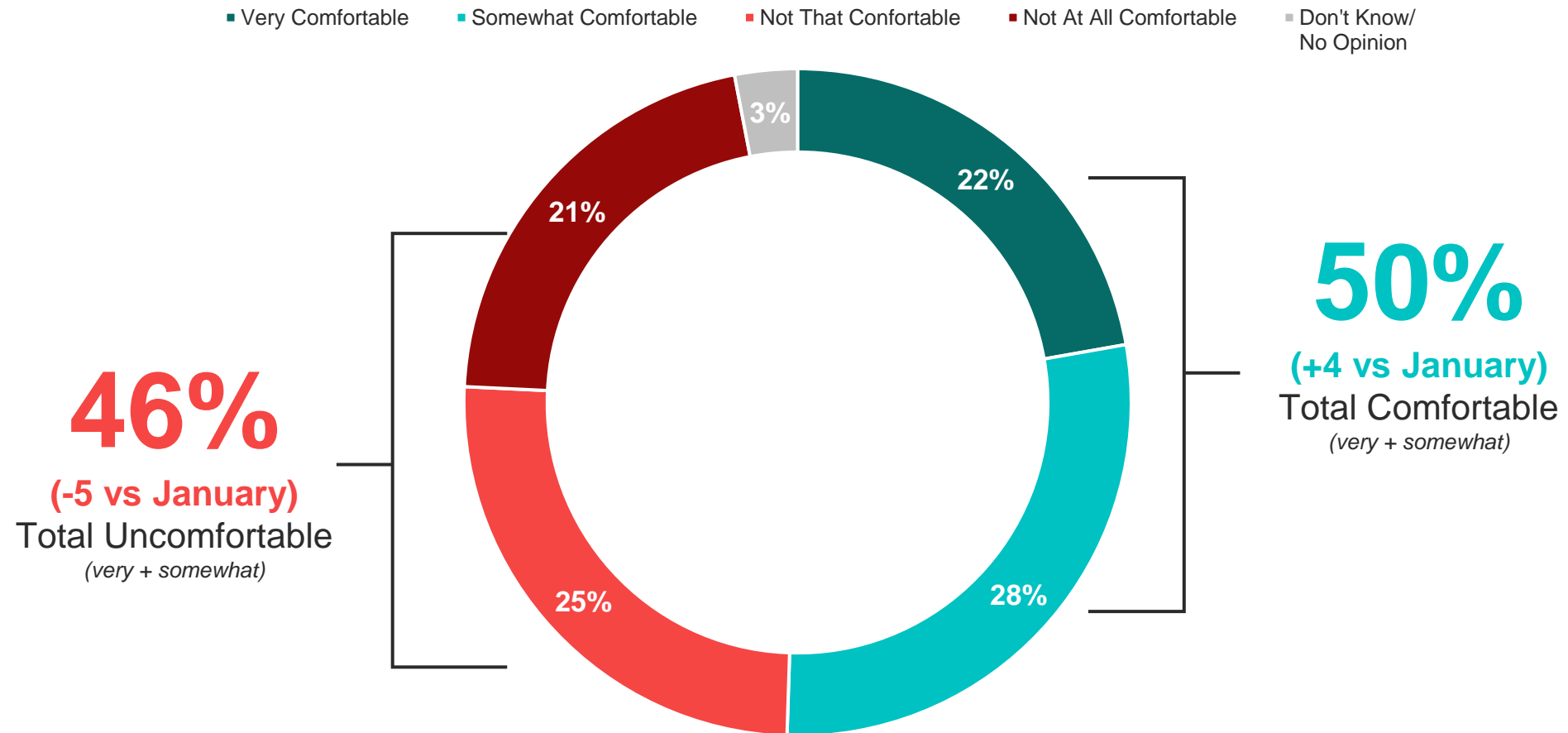
All Adults



School parents are slightly more comfortable with their children returning to school than they were in January.

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?

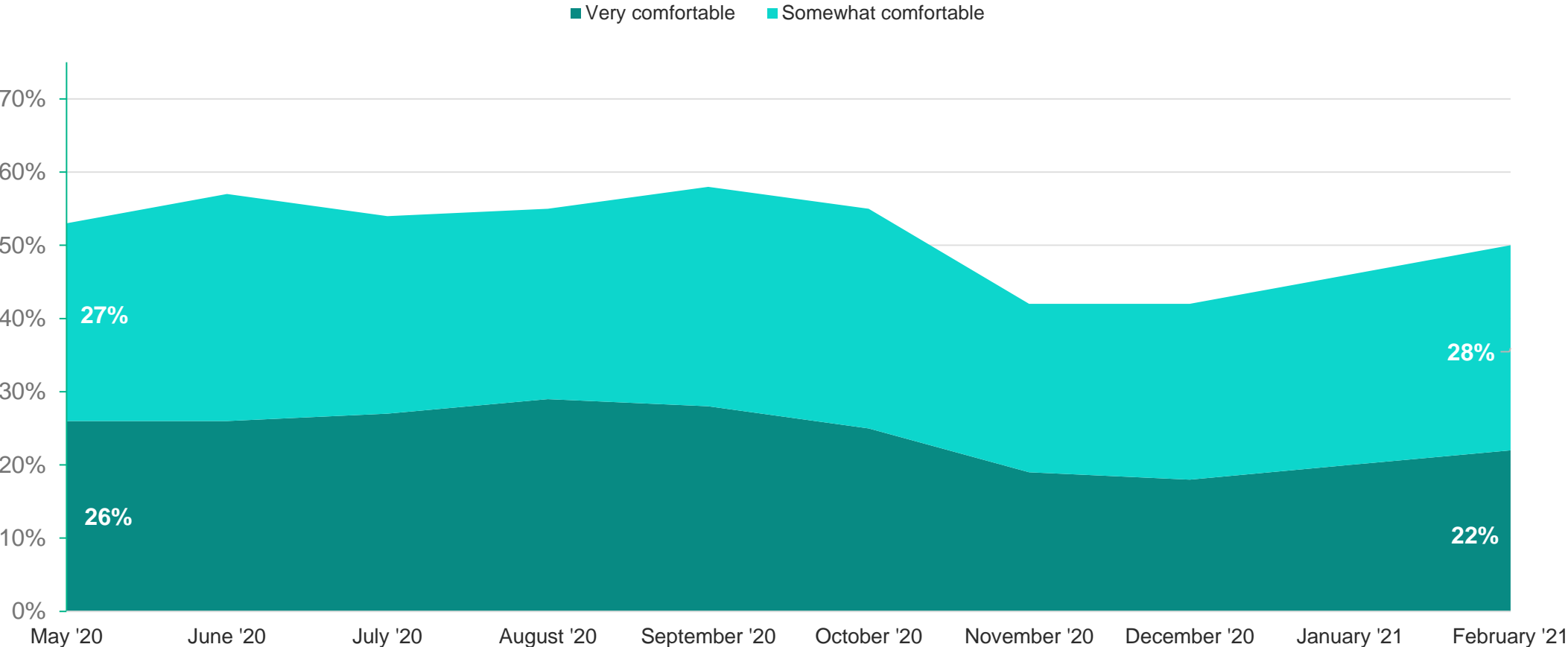
School Parents



For the first time since October, at least half of parents are comfortable with their child returning to school...

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?

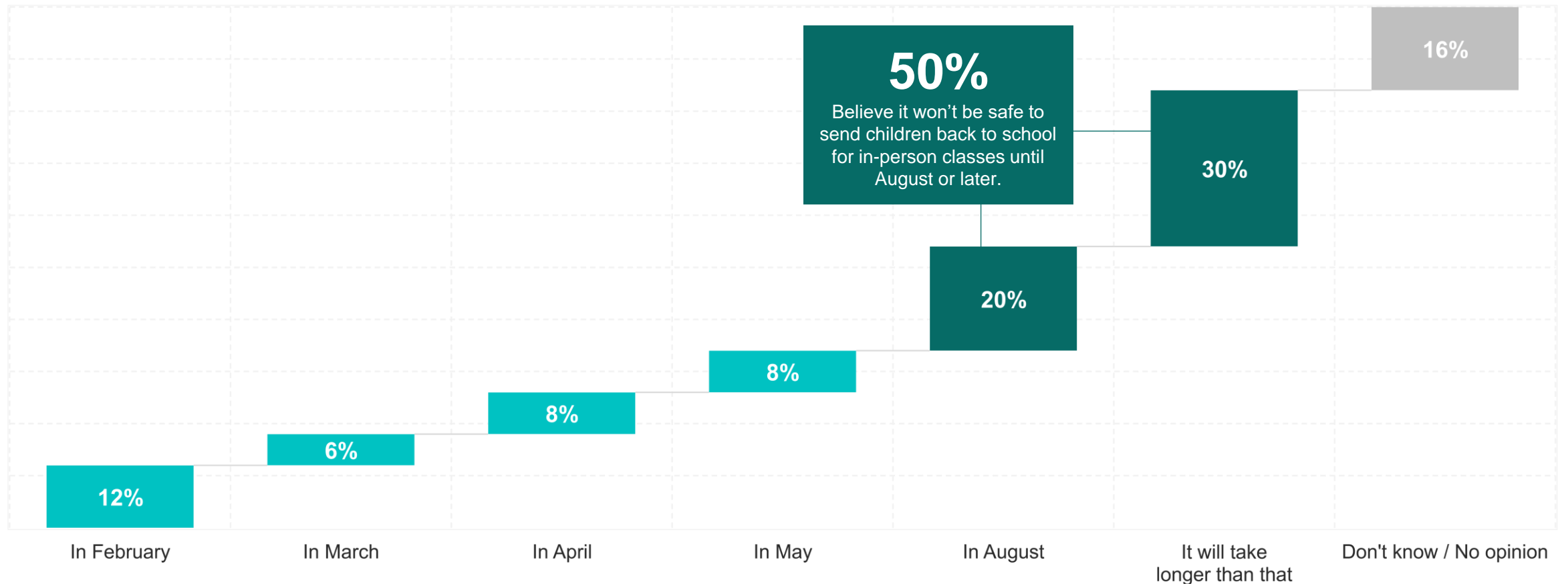
School Parents



...But half of parents still don't think the outbreak will be controlled enough to send students to school in-person until August 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?

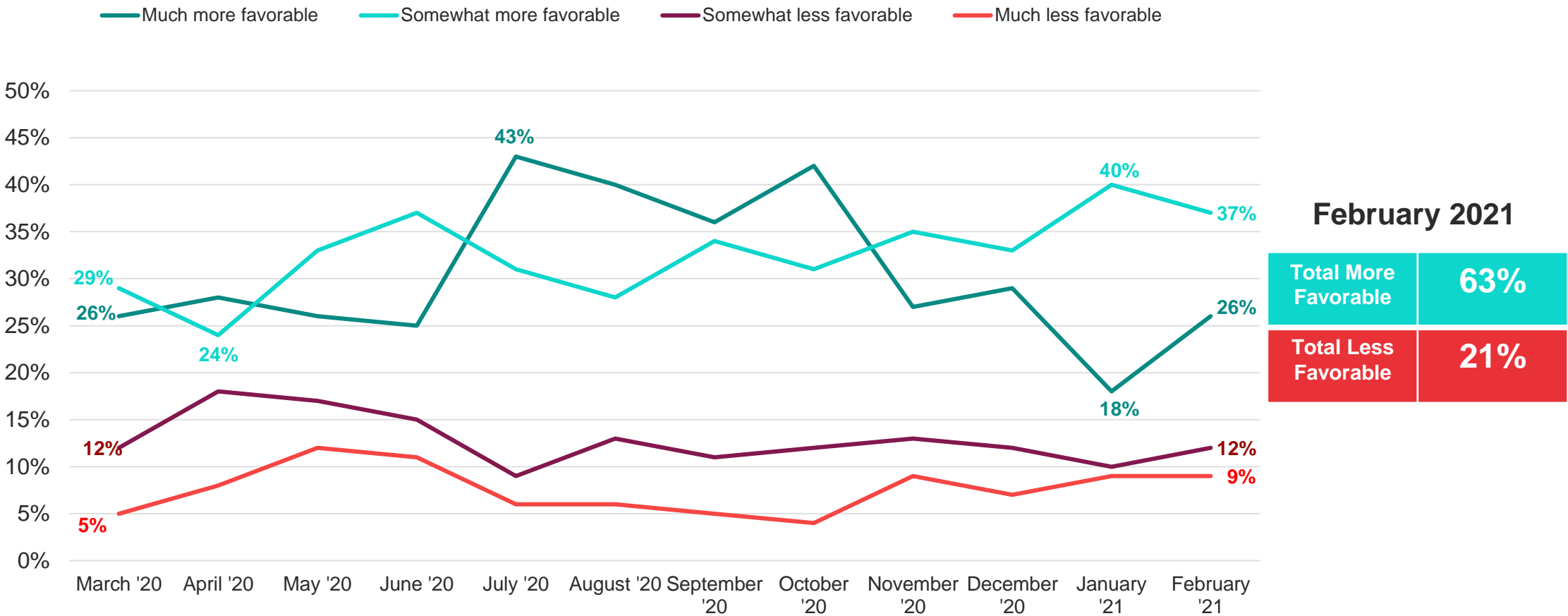
School Parents



Strong favorability of homeschooling has increased by eight points among school parents this month to the level it was at the start of the pandemic.

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

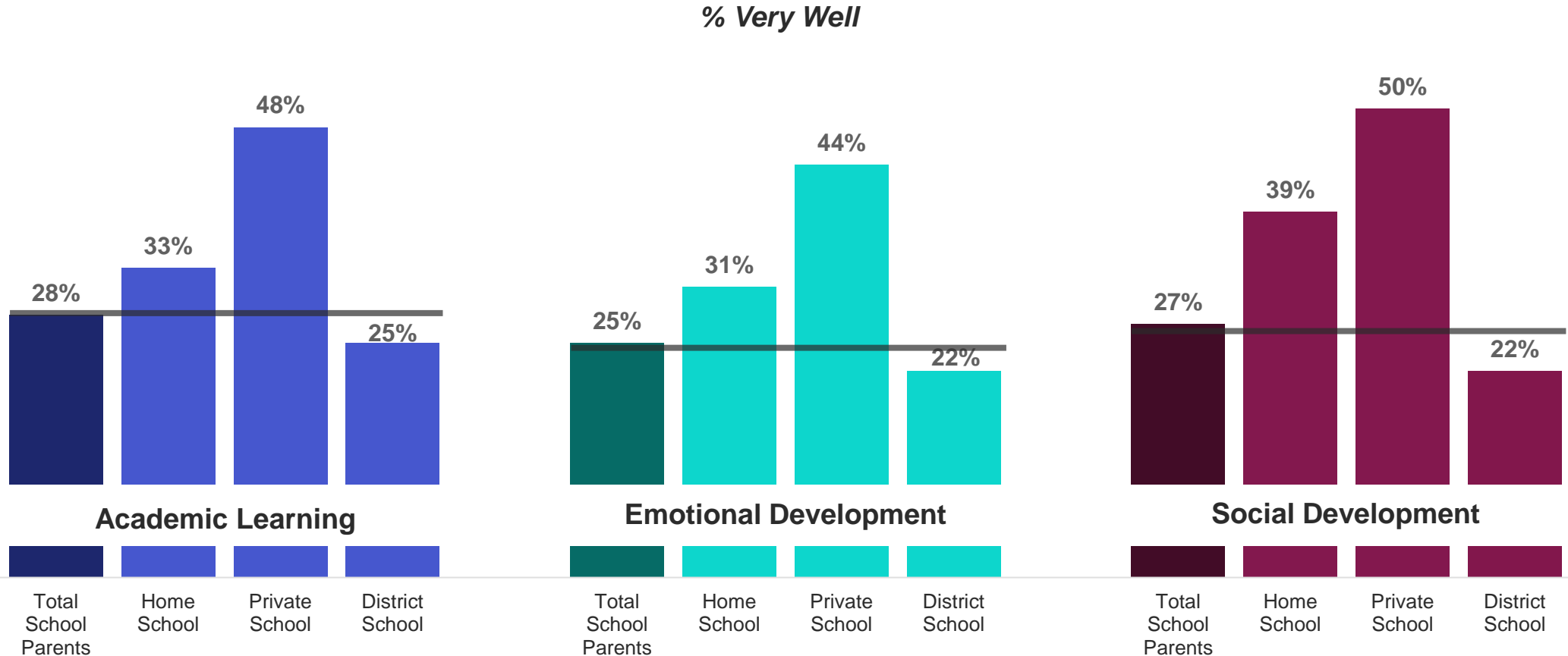
School Parents



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

Private school and traditional homeschool parents remain 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?

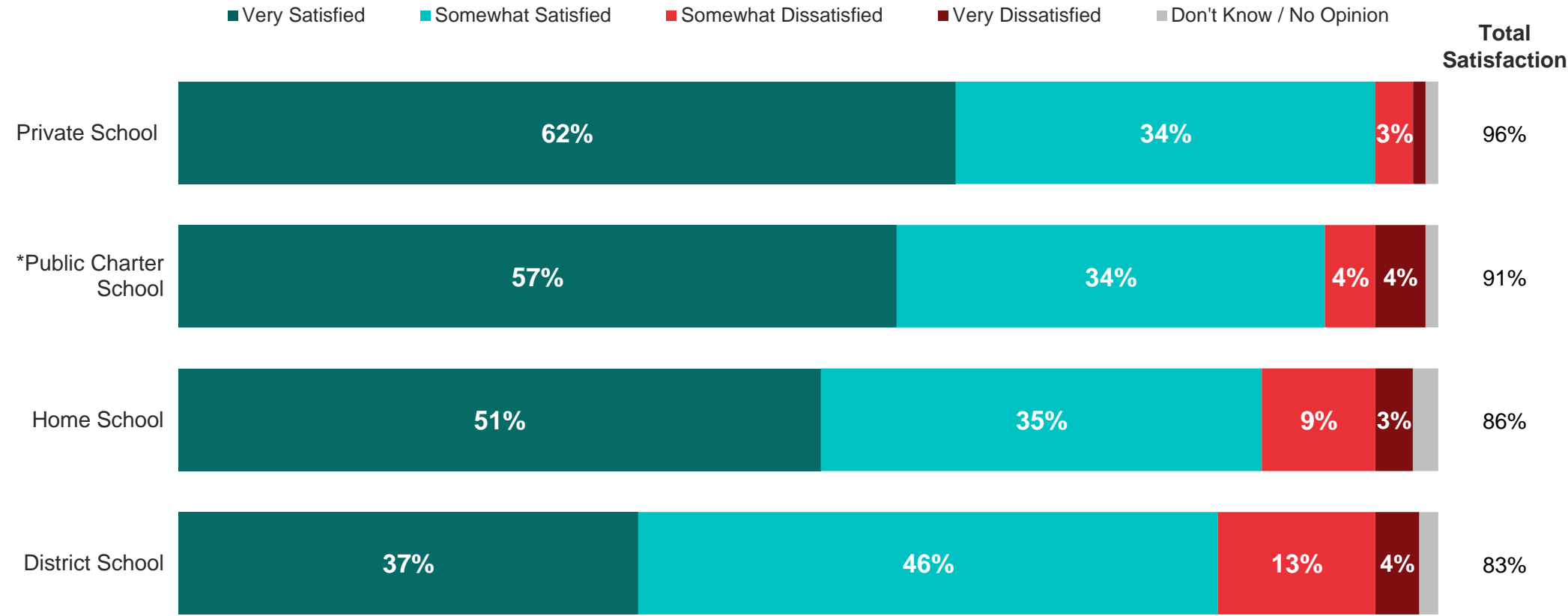


*Charter Schools not shown due to low sample size.

While school parents remain satisfied with their experiences across different school types, there is currently much stronger satisfaction with private schools compared to district schools.

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

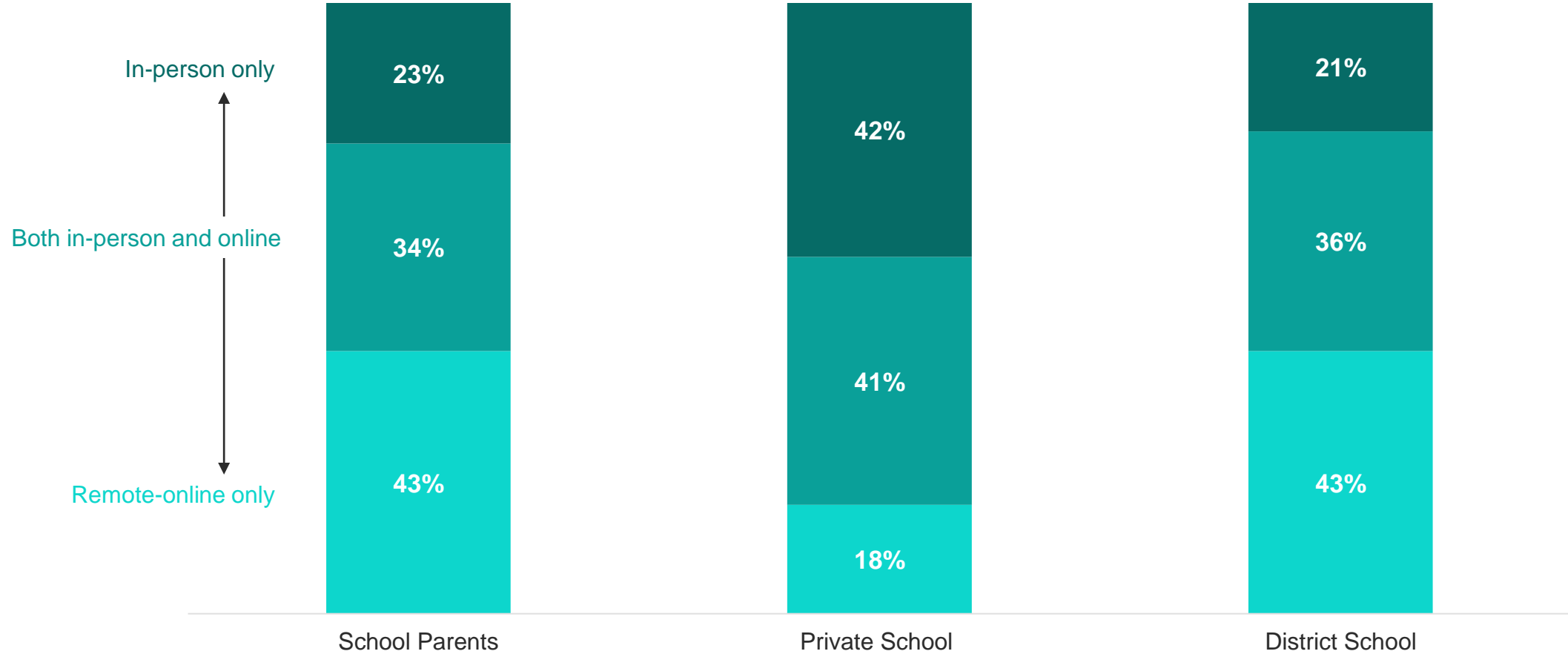
School Parents



**The base size for Public Charter School is N=88, data are considered directional.*

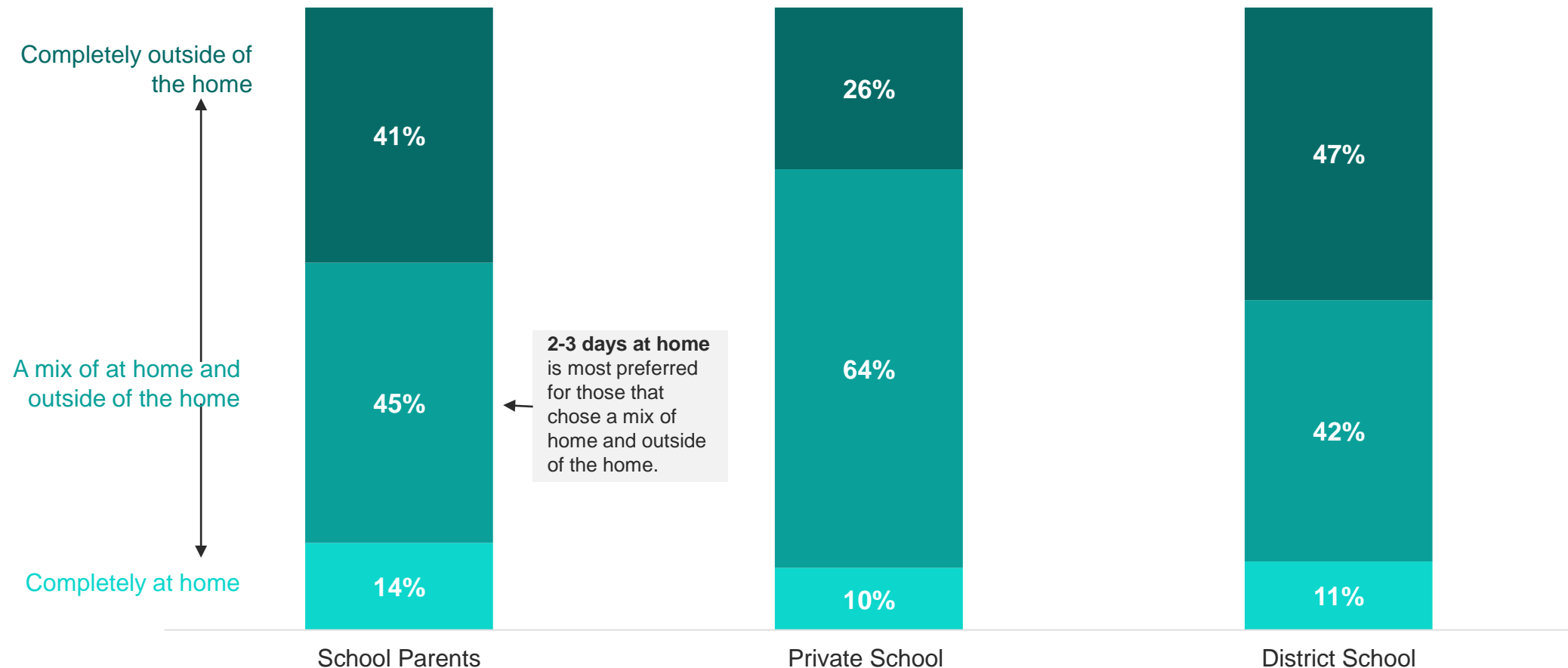
District schools are much more likely to be providing classes entirely online, while private schools are more likely to be in-person or a mix of in-person and online.

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.



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?

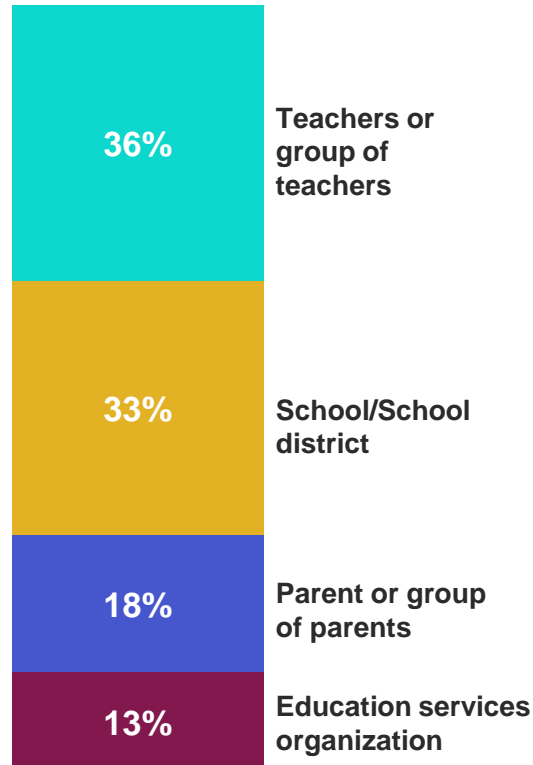


Most school parents prefer teachers to provide instruction in a physical school building. Opinions are mixed on who should control the curriculum.

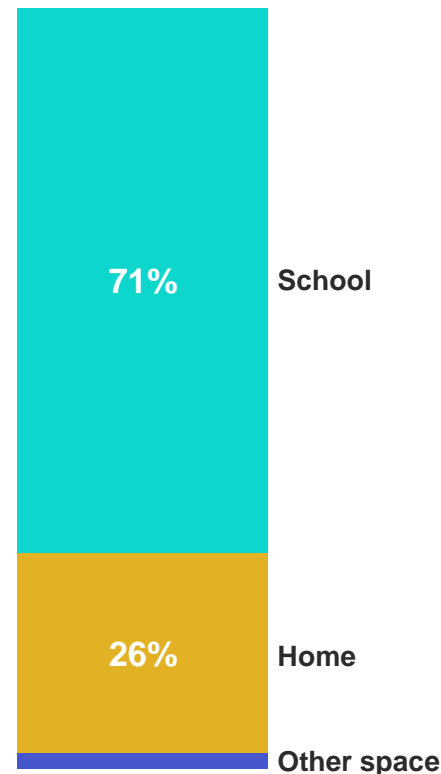
If given the option, what physical learning environment would you select to obtain the best education for your child? If given the option, who would you prefer control the curriculum/provide the instruction to provide the best education for your child?

School Parents

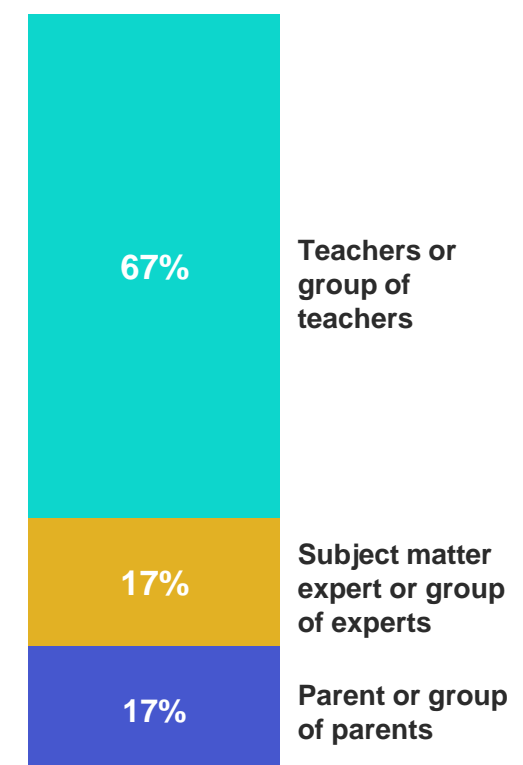
Control the Curriculum



Physical Learning Environment



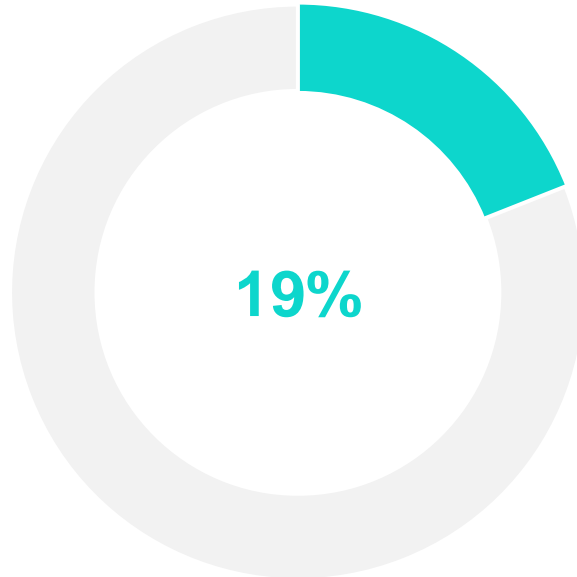
Provide the Instruction



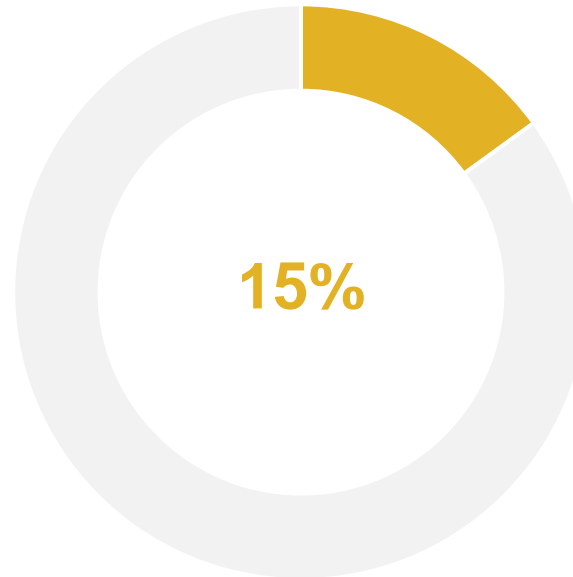
One-third of school parents say their family is participating or looking to form/join a learning 'pod'.

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

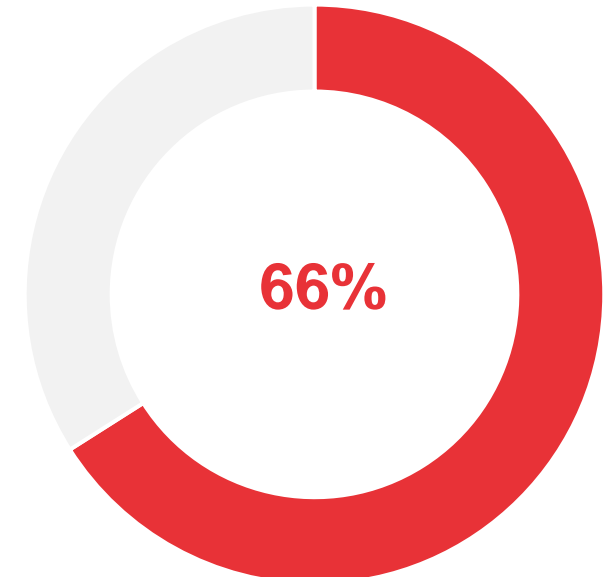
School Parents



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'

Families involved with private or home schools, as well as living in urban environments, are most likely to either be planning to or already participating in a 'pod'.

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

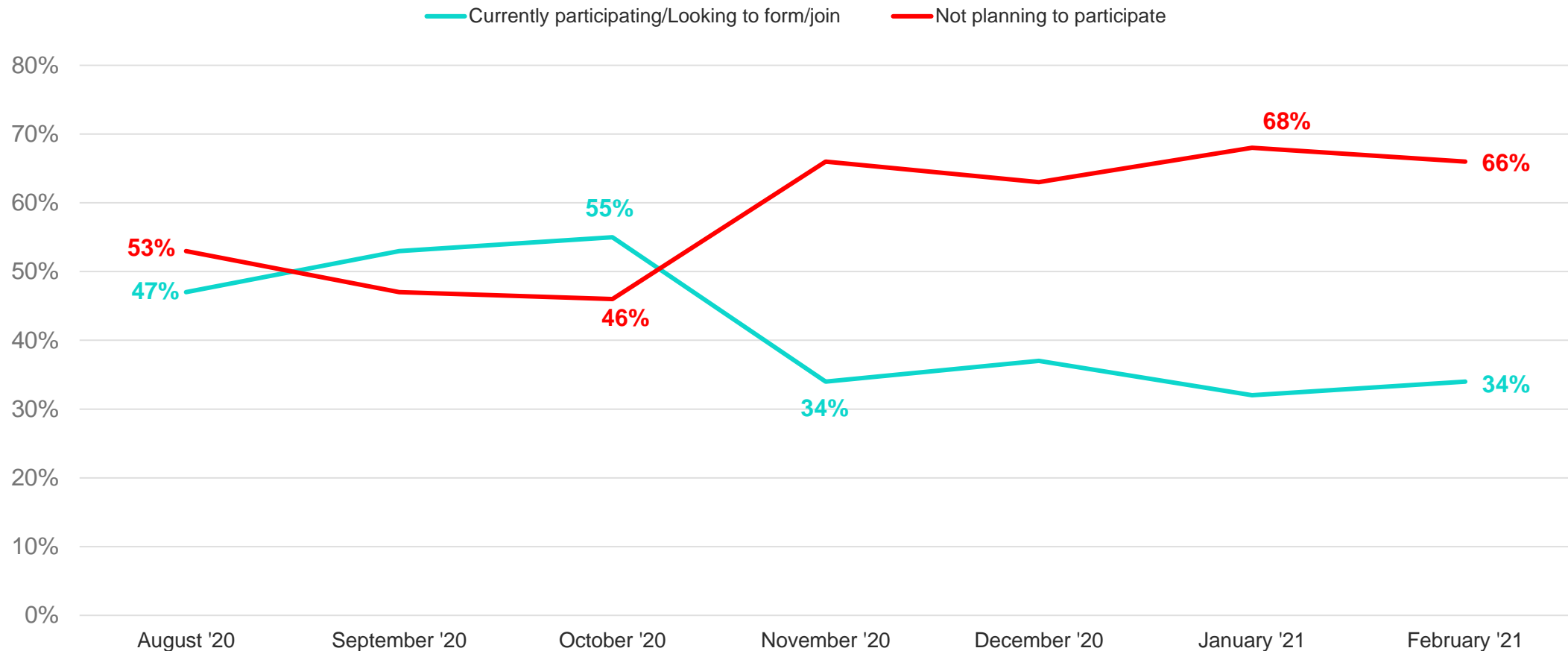
School Parents

Most Likely to Participate in / Form / Join a Pod			Vs January	Moderately Likely to Participate in / Form / Join a Pod			Vs January	Less Likely to Participate in / Form / Join a Pod			Vs January
Private School Parent	55%		-2	South	36%		N/A	District School Parent	30%		+3
Urban	52%		+2					Educ: < College	29%		-1
Home School Parent	50%		+9	Hispanic	35%		-4	Middle Income \$35K- \$75K	28%		-4
Democrat	46%		+7					Republican	28%		+0
High Income: \$75K+	43%		+9	Non-Hispanic White	34%		+7	Suburban	27%		+2
Educ: Bachelors or Postgrad	43%		+7					Rural	26%		+2
West	41%		N/A	Low Income < \$35K	32%		+2	Independent	22%		-4
Black	40%		+5					Midwest	21%		N/A
Northeast	40%		N/A	Small Town	31%		+12				

Participation/Consideration of joining a 'pod' decreased substantially in the fall and has been fairly stable since then.

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

School Parents



School parents that are interested/participating in a ‘pod’ believe they are good for socialization and will keep their children up to speed with curriculum while those 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’

“To enrich my child's learning experience with others and to maximize their potential.”

“For the social interaction and collaboration that a pod allows.”

“To further encourage my children to love learning and acquire new skills.”

WHY LOOKING TO FORM OR JOIN A ‘POD’

“To both help my child with socialization and for them to have access to better learning and academic help.”

“To give some much needed social interaction to the kids along with remote learning.”

“I just want to make sure that my child gets the best education they can get during this very strange and difficult time in their educational careers.”

WHY NOT PLANNING TO PARTICIPATE IN A ‘POD’

“Don’t feel safe subjecting my child to that environment without being vaccinated.”

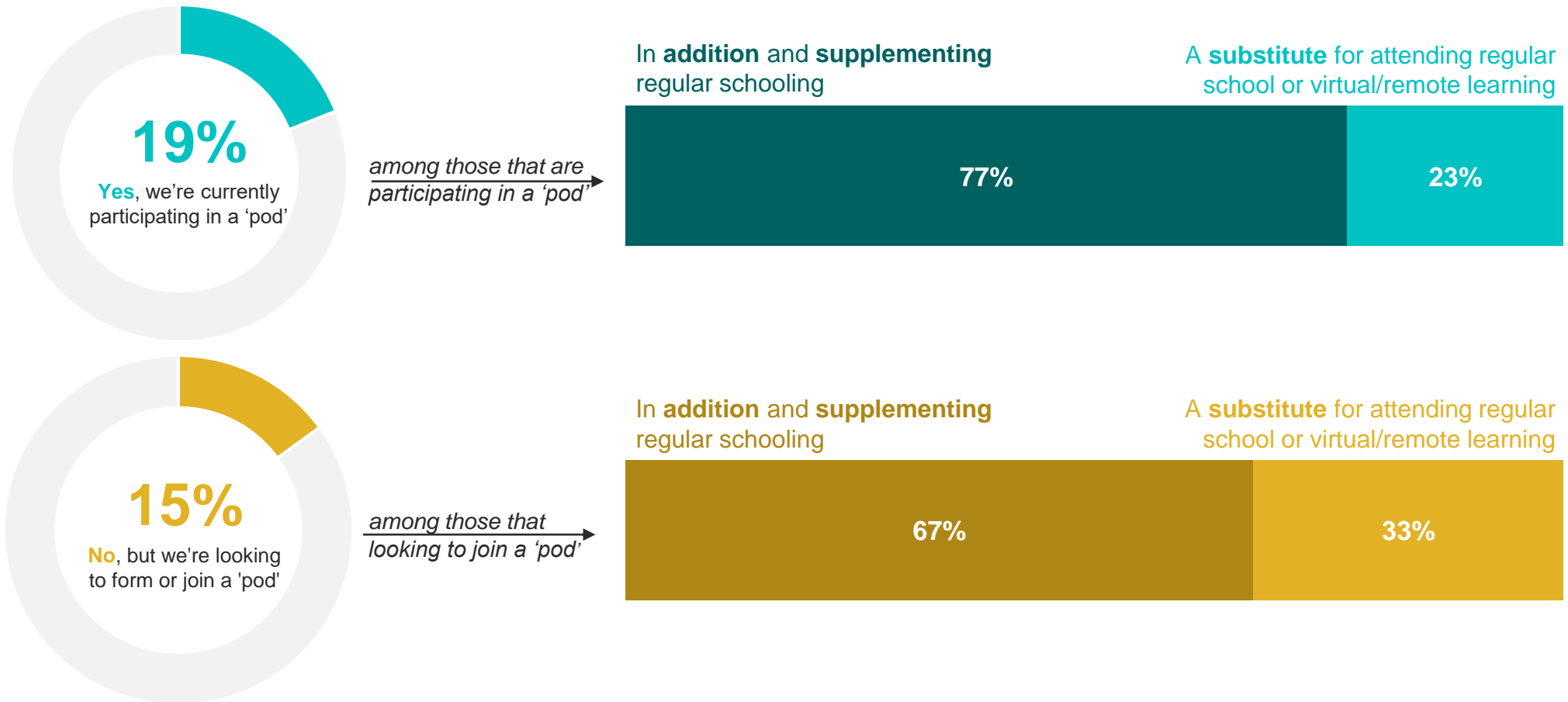
“Too expensive and I feel they leave other kids out based on social status.”

“My child’s school is offering great options as it is for education.”

‘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

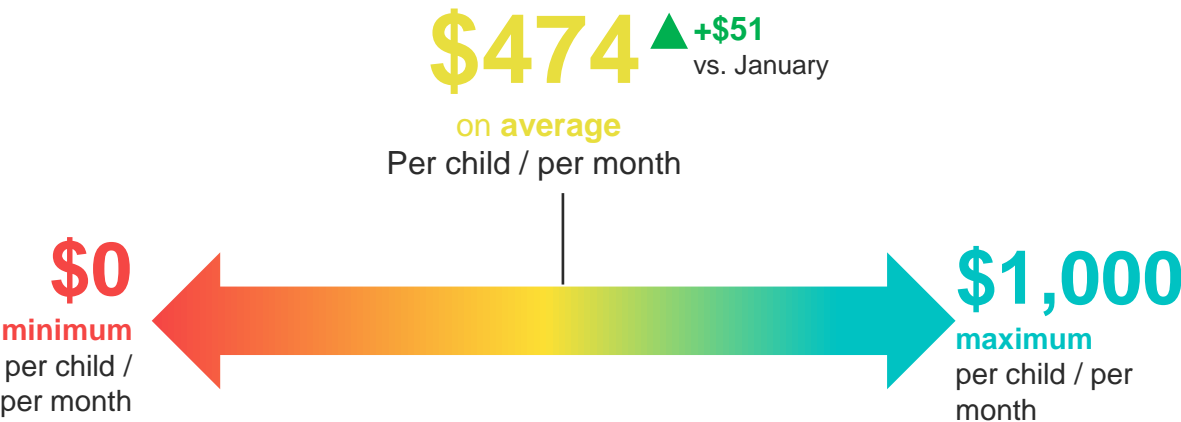


The amount school parents are willing to pay to participate in a ‘pod’ has increased in February.

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’



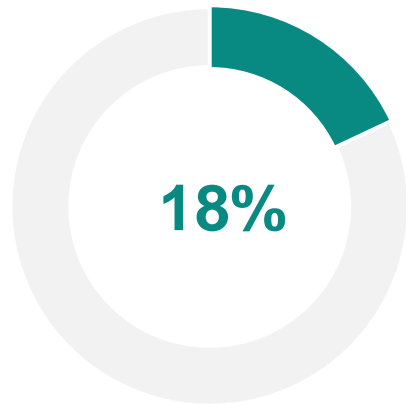
Average Willing to Spend Per Child/Per Month By Demographic		
Income	*Low Income < \$35K	\$382
	*Middle Income \$35K to < \$75K	\$438
	High Income \$75K+	\$555
Community Type	Urban	\$584
	Suburban	\$397
	*Small Town/Rural	\$328
Region	*West	\$500
	*Midwest	\$450
	South	\$438
	*Northeast	\$525

**indicates base size <n=100*

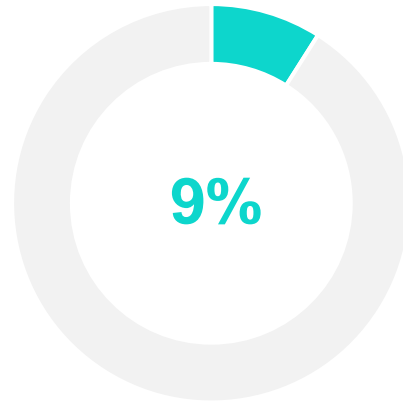
Two out of five school parents either have a child currently being tutored or will be looking for a tutor.

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

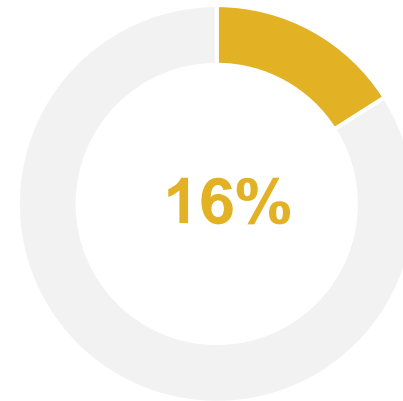
School Parents



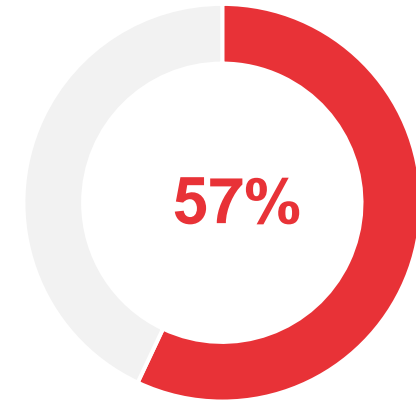
Yes, my child is currently being tutored



No, but I am actively looking for a tutor



No, but I will be looking soon for a tutor



No, my child does not need tutoring at this time

Those with a child in private school are the most likely to be seeking tutoring.

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

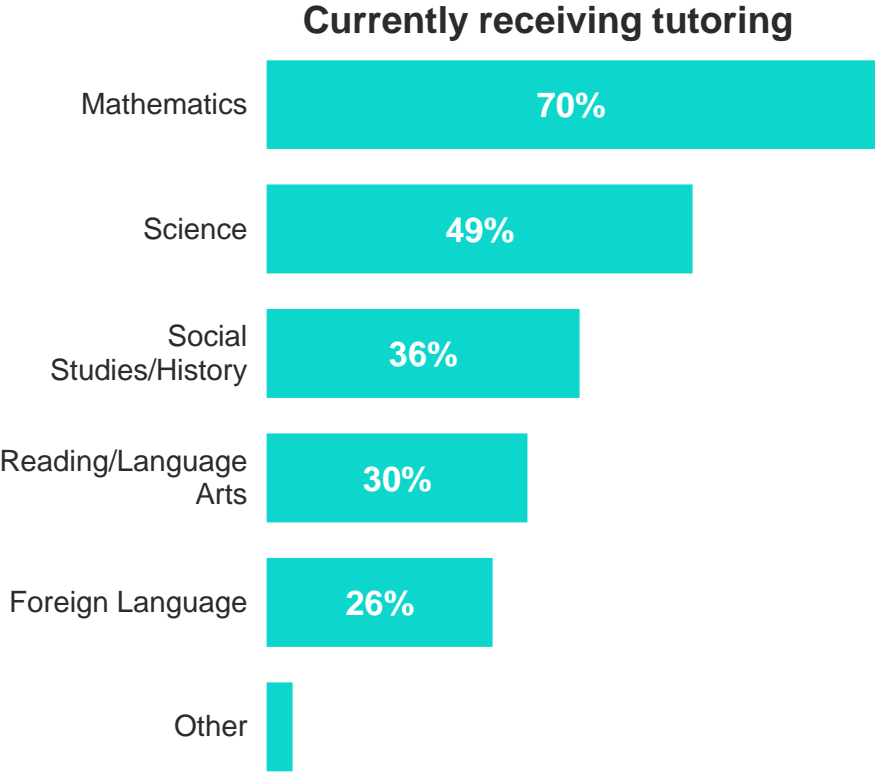
School Parents

Groups Most Likely To Already Being / Looking to be Tutored		Groups Moderately Likely To Already Being / Looking to be Tutored		Groups Less Likely to Already Being / Looking to be Tutored	
Private School Parent	76%	Northeast	47%	Suburban	37%
West	58%	Black	47%	Independent	37%
Hispanic	56%	South	40%	District School Parent	36%
Home School Parent	53%	Low Income < \$35K	40%	Rural	36%
Democrat	53%	Non-Hispanic White	39%	Republican	33%
High Income: \$75K+	53%	Educ: < College	38%	Middle Income \$35K- \$75K	32%
Educ: Bachelors or Postgrad	49%			Small Town	31%
				Midwest	28%

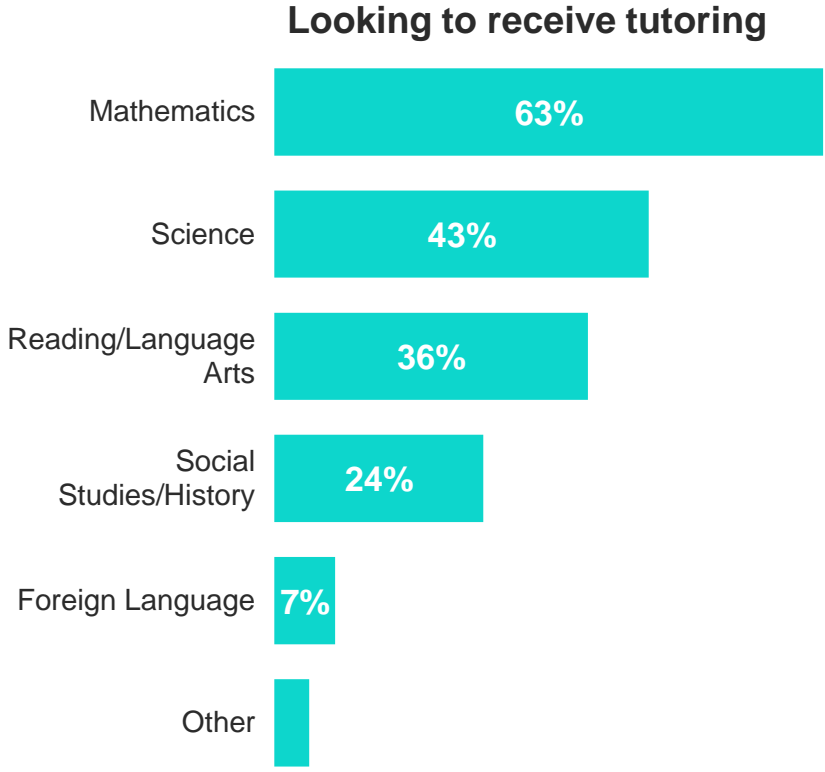
Parents report that their children are most likely to be tutored in math.

Please select the subject(s) in which your child is currently receiving tutoring?

School Parents



Which subject(s) are you looking for your child to get tutoring for?



AGENDA

COVID-19 AND SCHOOLING

VIEWS ON K-12 EDUCATION

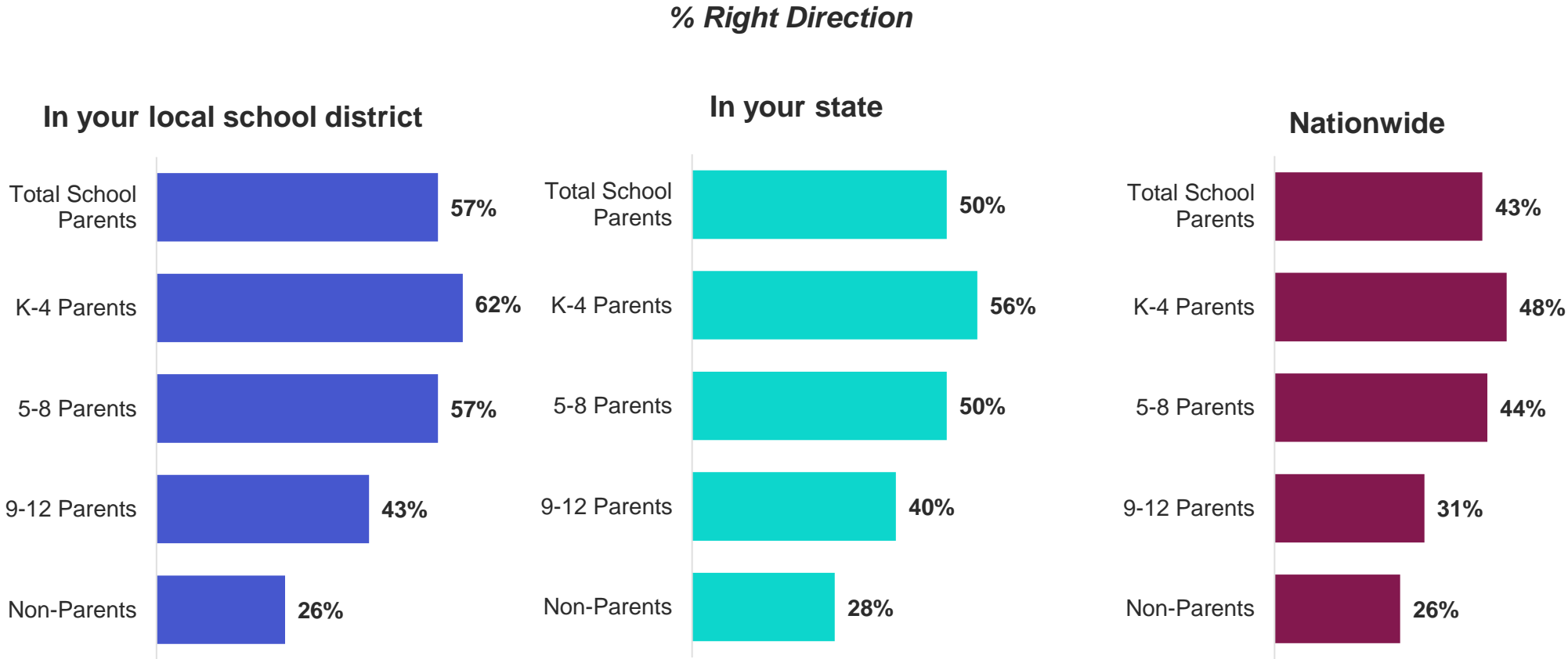
SCHOOL CHOICE POLICIES

SURVEY PROFILE AND DEMOGRAPHICS



School parents tend to be optimistic about the direction of K-12 education - especially parents of younger children.

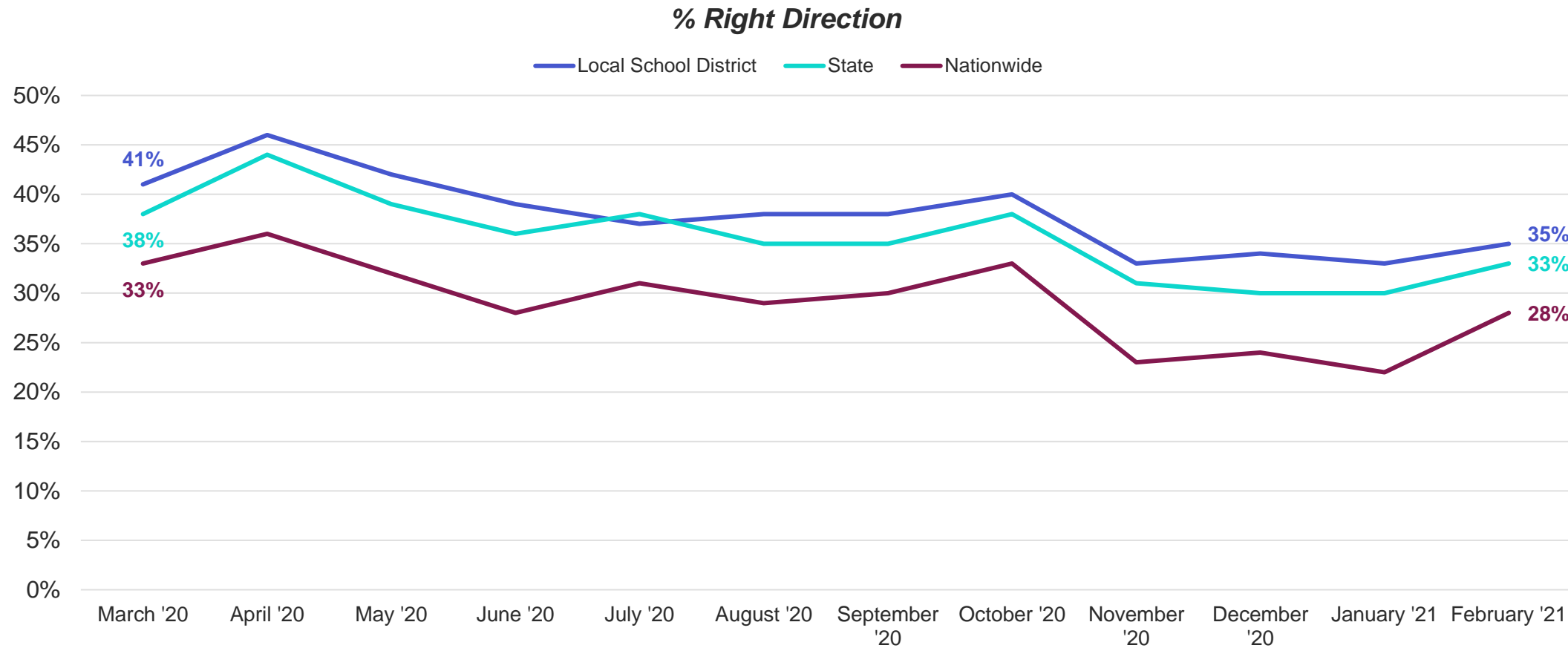
Do you feel things in K-12 Education are generally going in the right direction, or do you feel things have generally gotten off on the wrong track?



Positive sentiment about the direction of education nationwide increased by six points in February.

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?

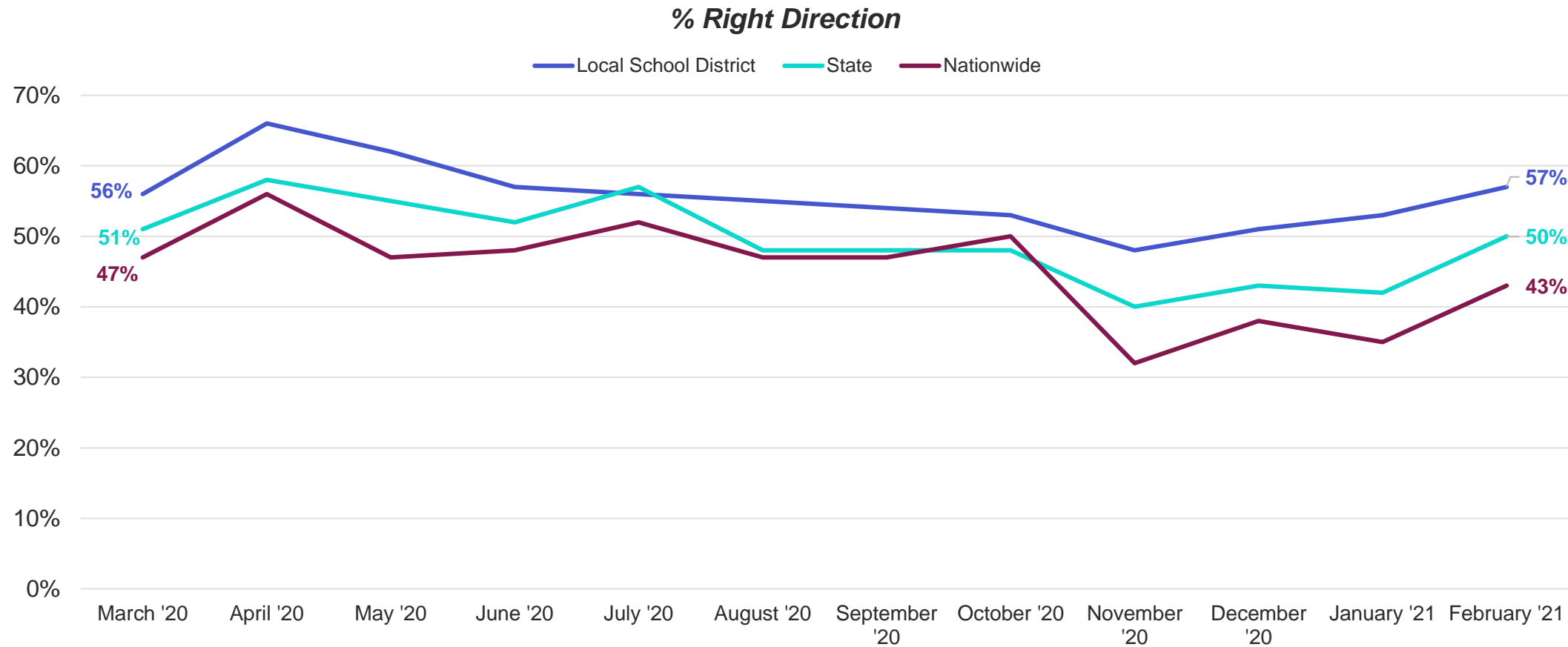
All Adults



Parents' positive sentiments about K-12 education have rebounded 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?

School Parents



Americans think grades K-8 should focus on core subjects and high school should provide 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 **45%**

-  Core academic subjects (59%)
-  How to be good citizens (51%)
-  Socialization (48%)
-  Become independent thinkers (47%)
-  Skills for future employment (45%)
-  Values, moral character, religious virtues (40%)
-  To fix social problems (26%)

Grades 9-12

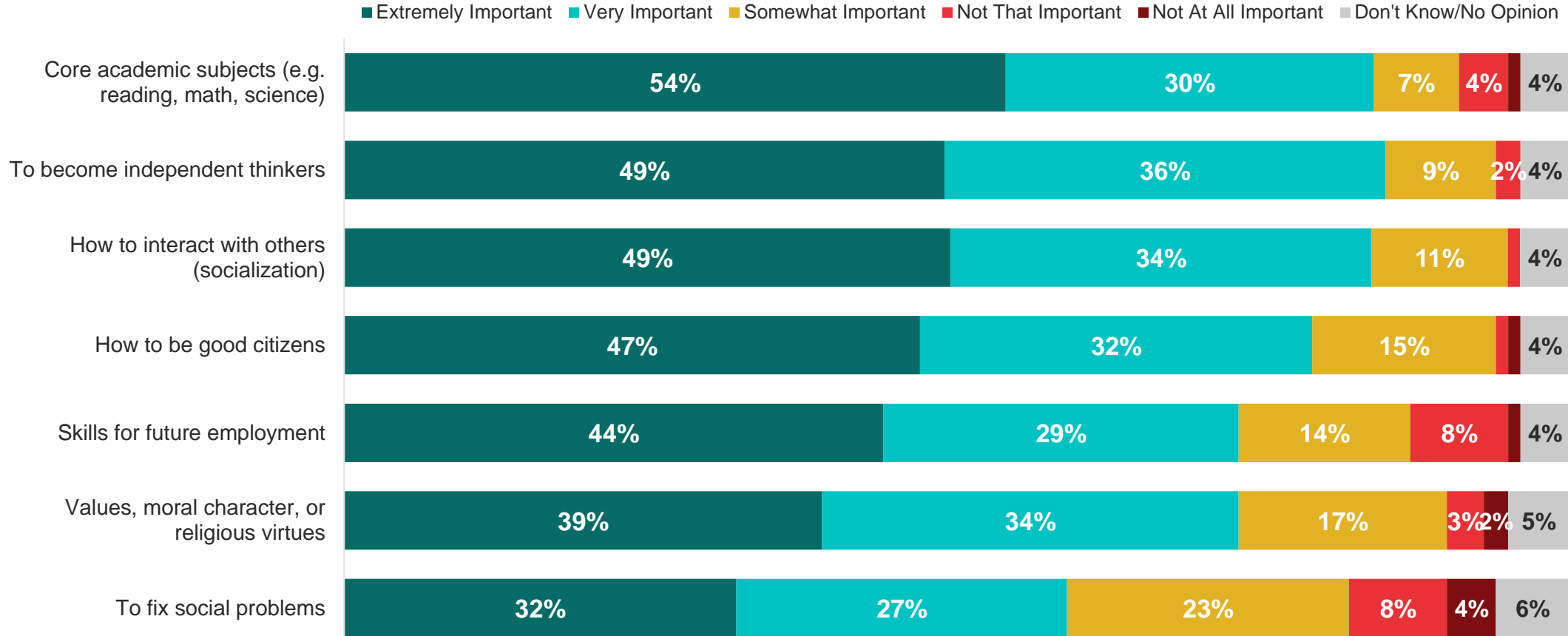
Average % selected Extremely Important **45%**

-  Skills for future employment (58%)
-  Core academic subjects (53%)
-  Become independent thinkers (52%)
-  How to be good citizens (46%)
-  Socialization (41%)
-  Values, moral character, religious virtues (38%)
-  To fix social problems (26%)

School parents are most likely to say learning academic subjects is an extremely important 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...

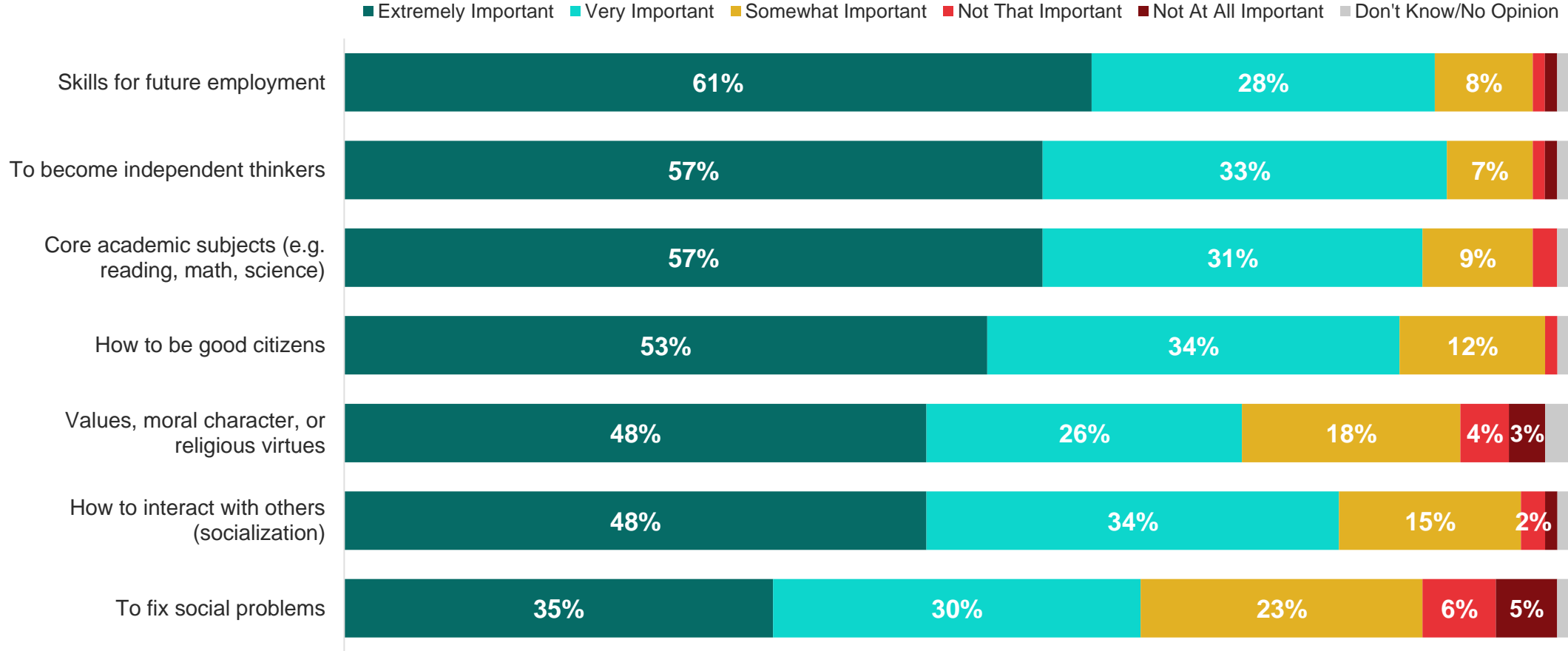
School Parents



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

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

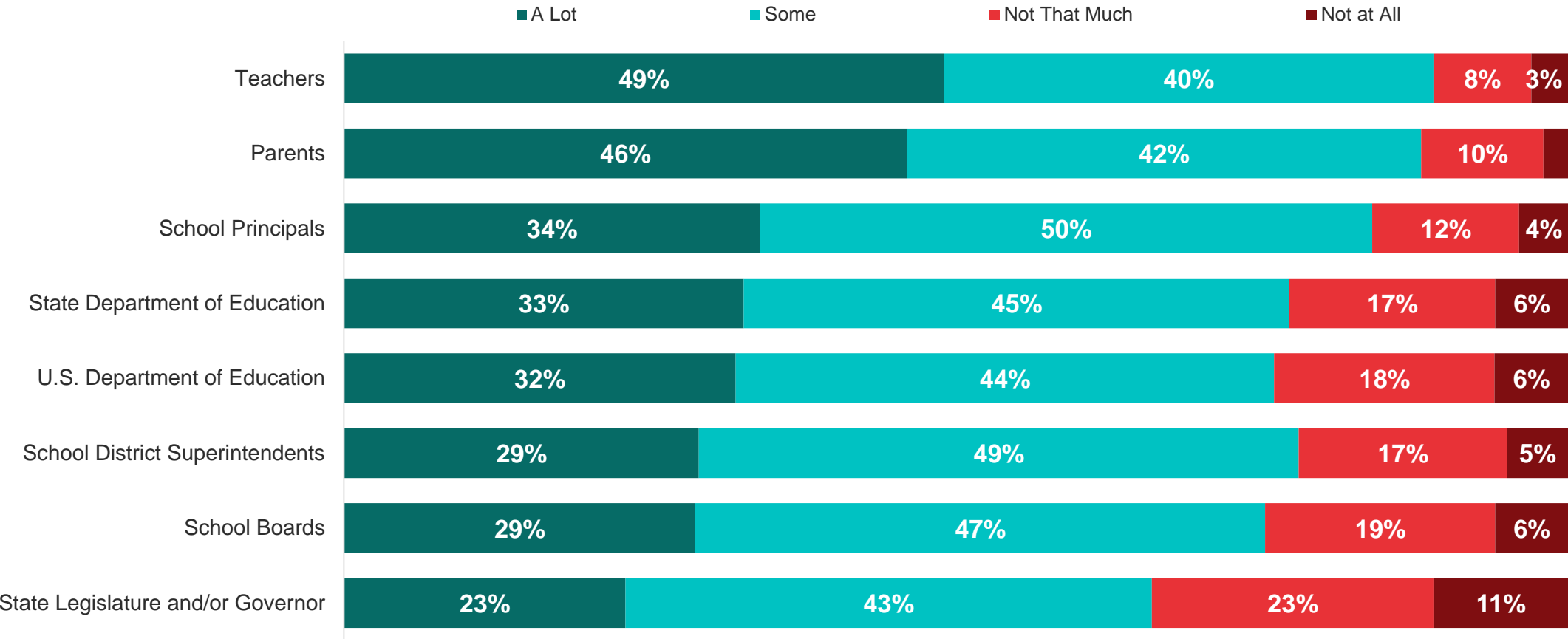
School Parents



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

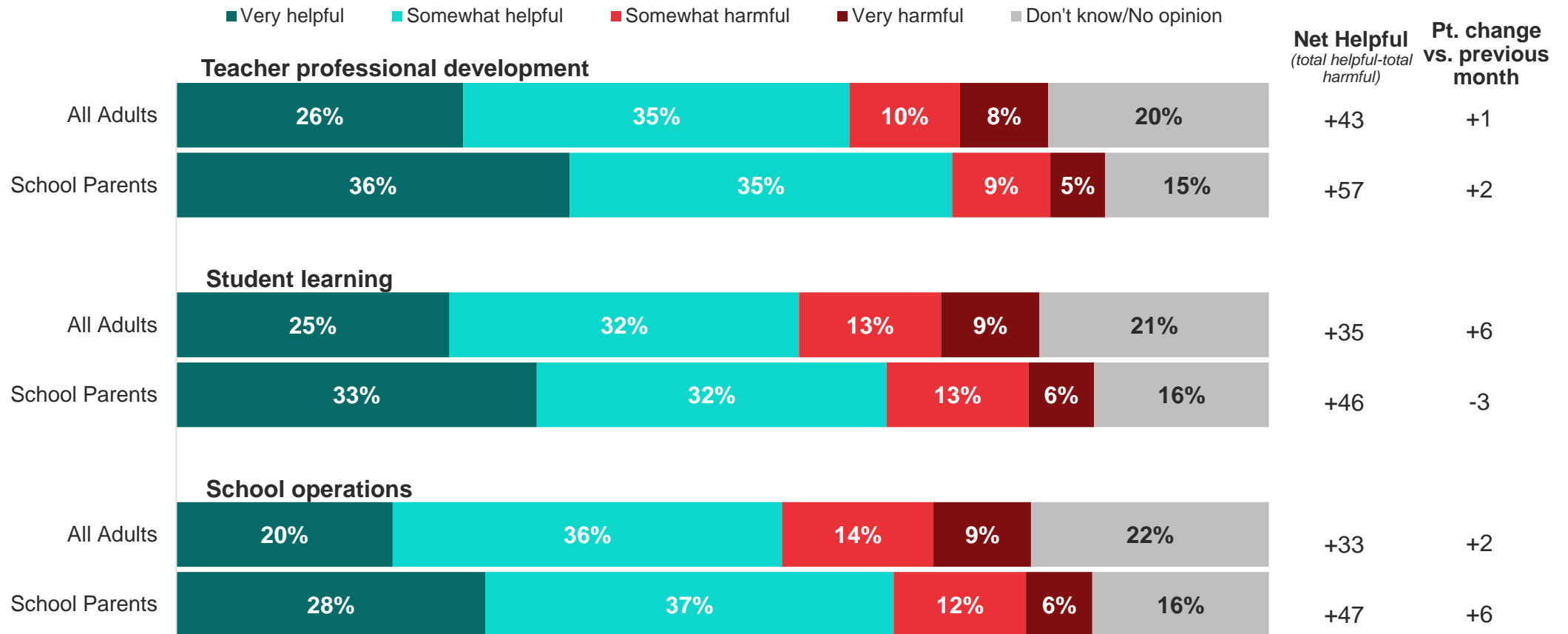
How much, if at all, do you trust the following to make good decisions about education?

School Parents



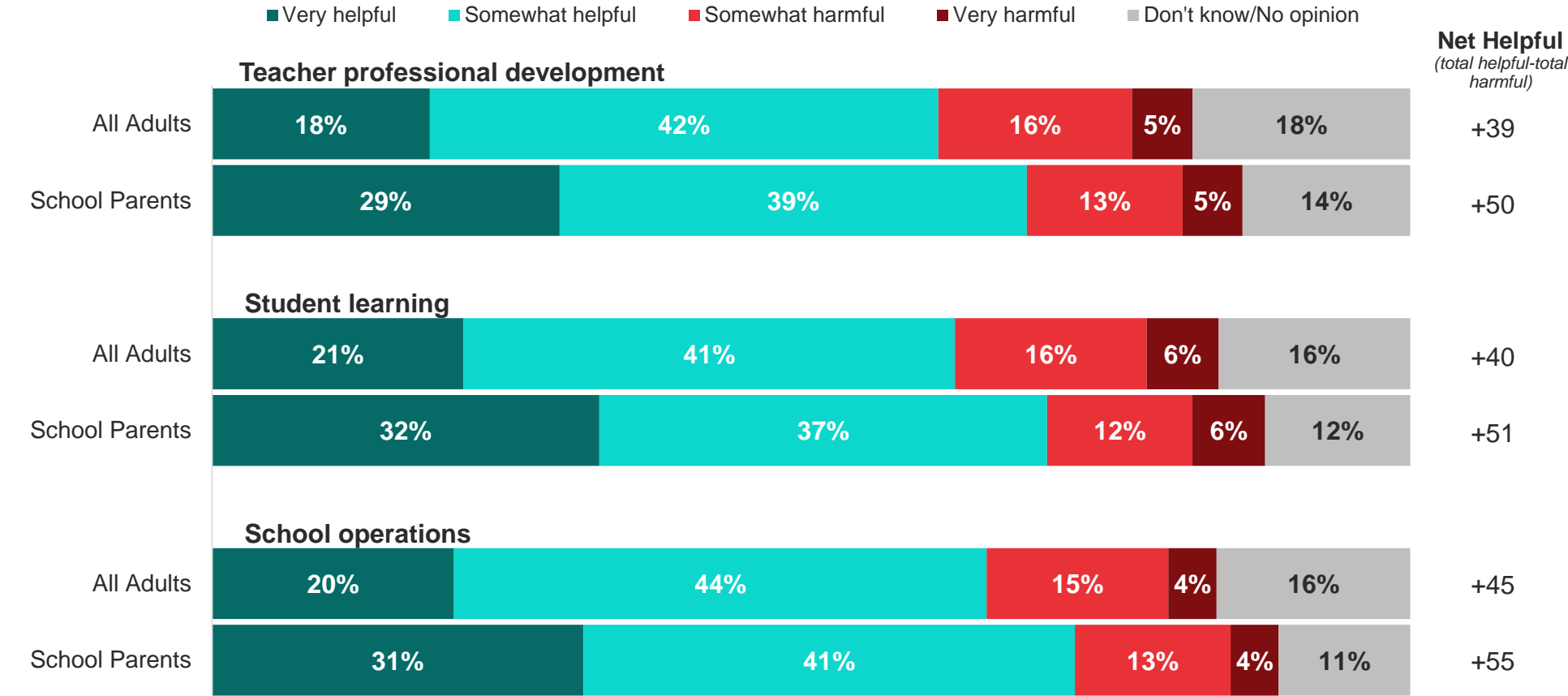
Americans feel teachers unions are generally more helpful than harmful, and this sentiment remains especially true among school parents...

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



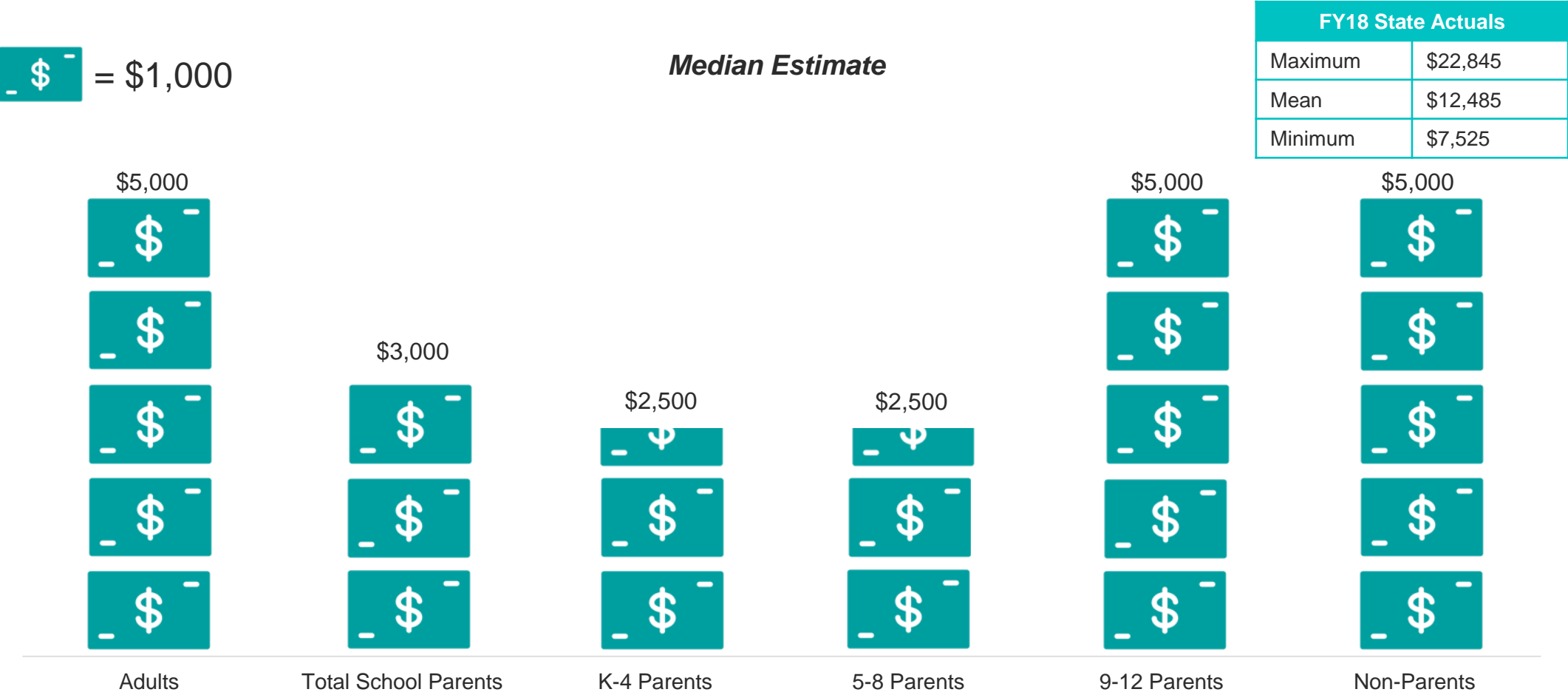
... And this sentiment is also true regarding local school boards.

To what extent do you feel that local school boards are helpful or harmful toward... ?



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

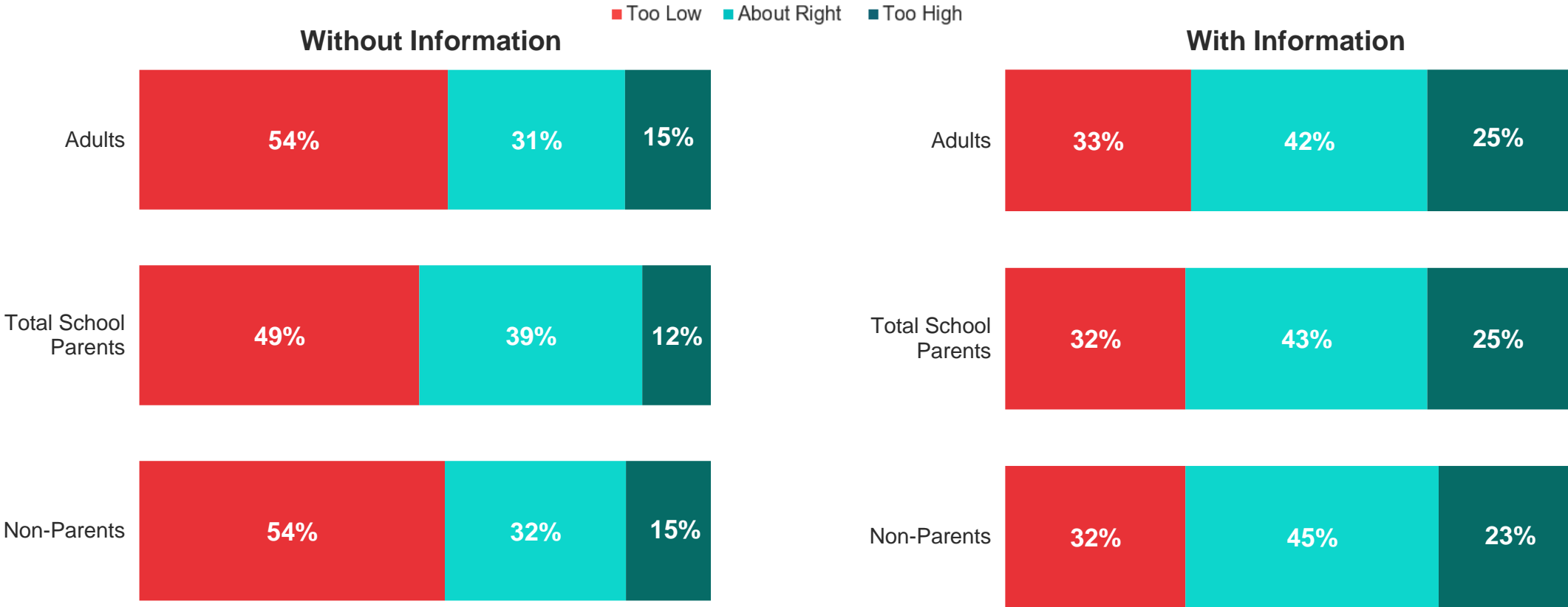
How much do you think is spent per year on each student in your state's public schools? Your estimate of the state average—to the nearest thousand dollars—will represent the combined expenditures of local, state, and federal governments.



When given actual spending information, the general public, 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:

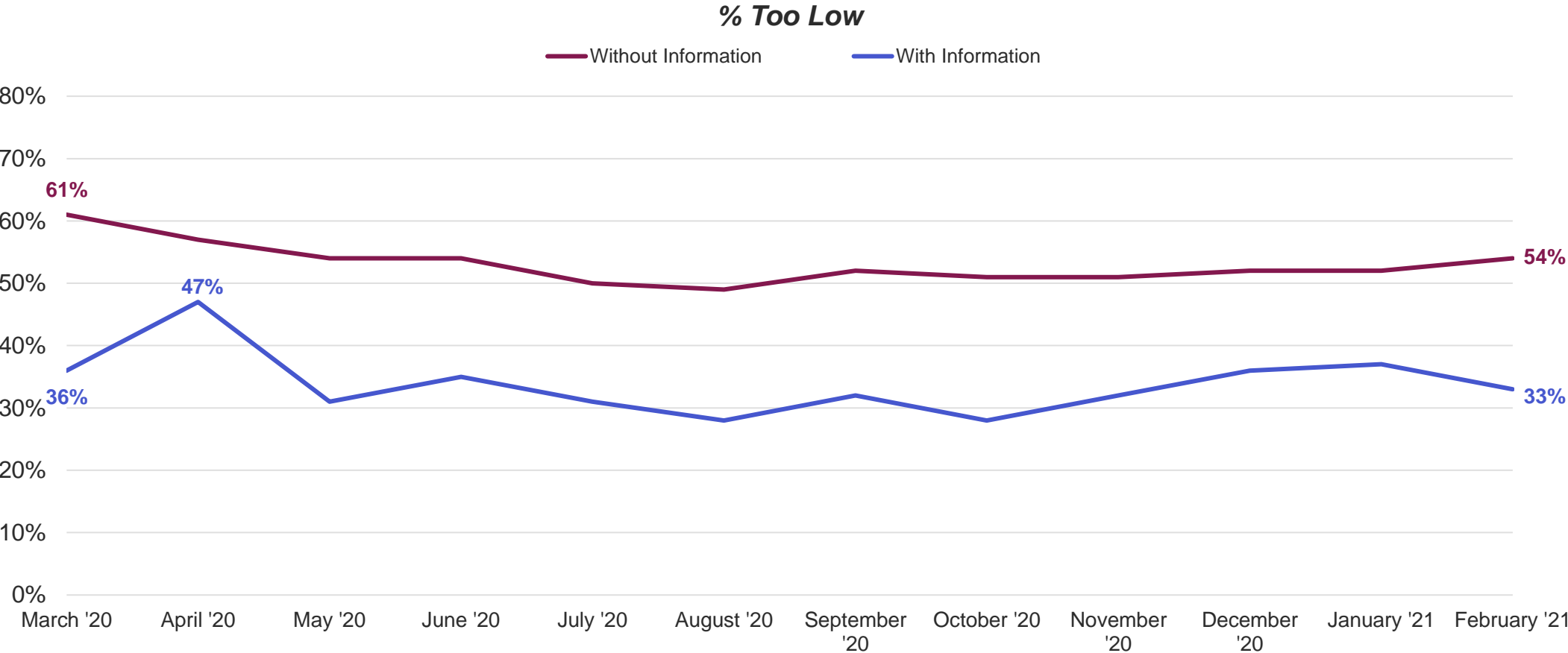
On average, [STATE] spends \$_____ per student attending public school each year. Do you believe public school funding is:



The gap has grown slightly since last month 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



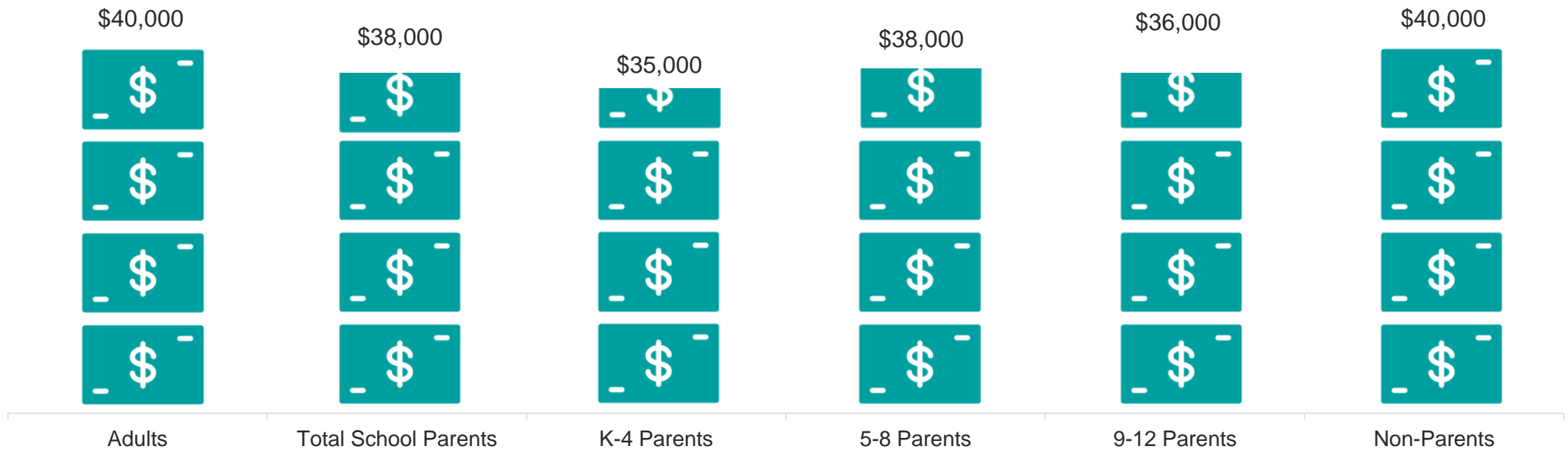
Americans believe that their state’s teachers make just below the lowest reported average state salary.

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

 = \$10,000

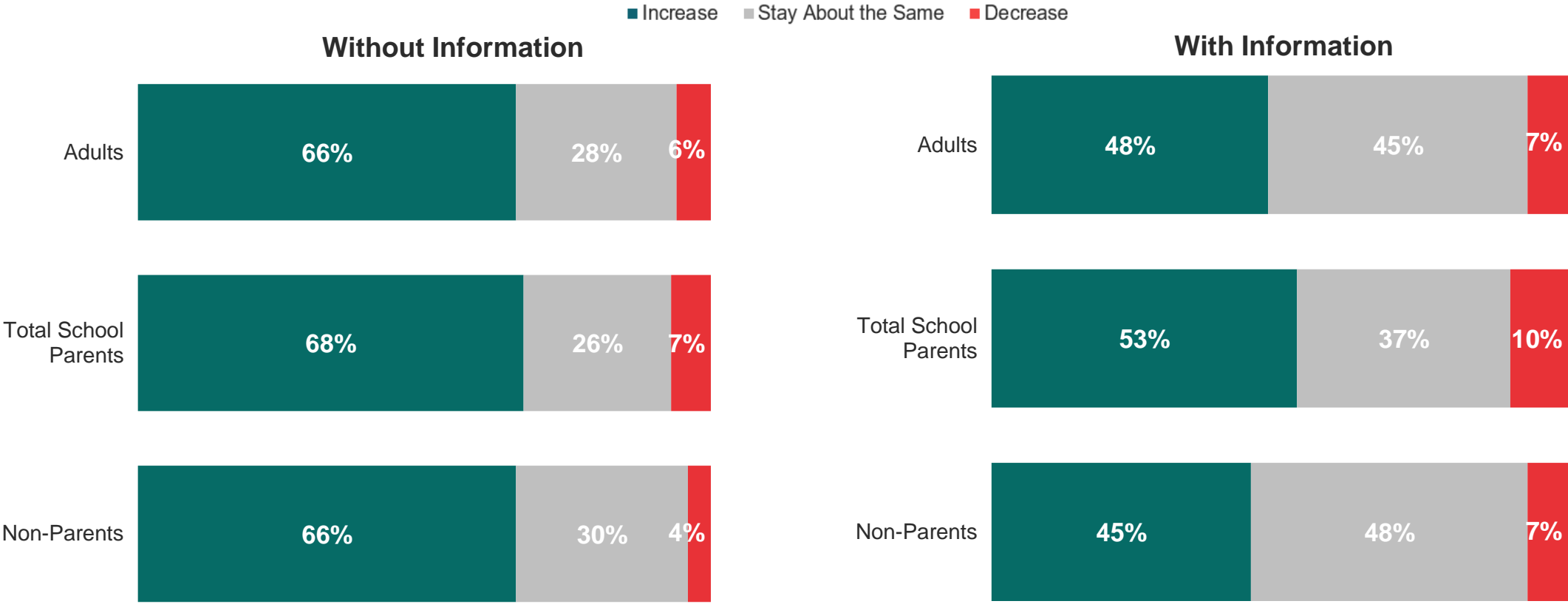
Median Estimate



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:

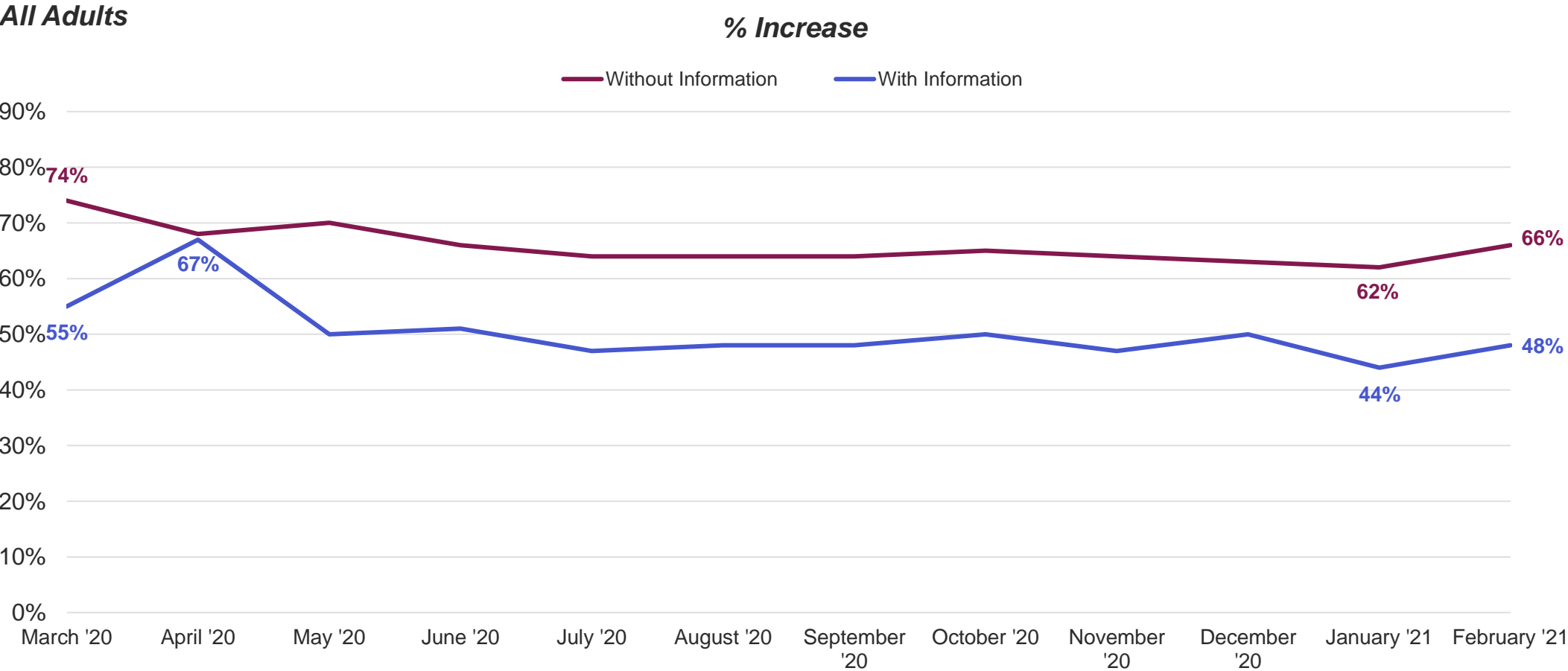


The percentage of Americans who believe teacher salaries should increase – whether they received information or not – has grown by four points since last month.

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

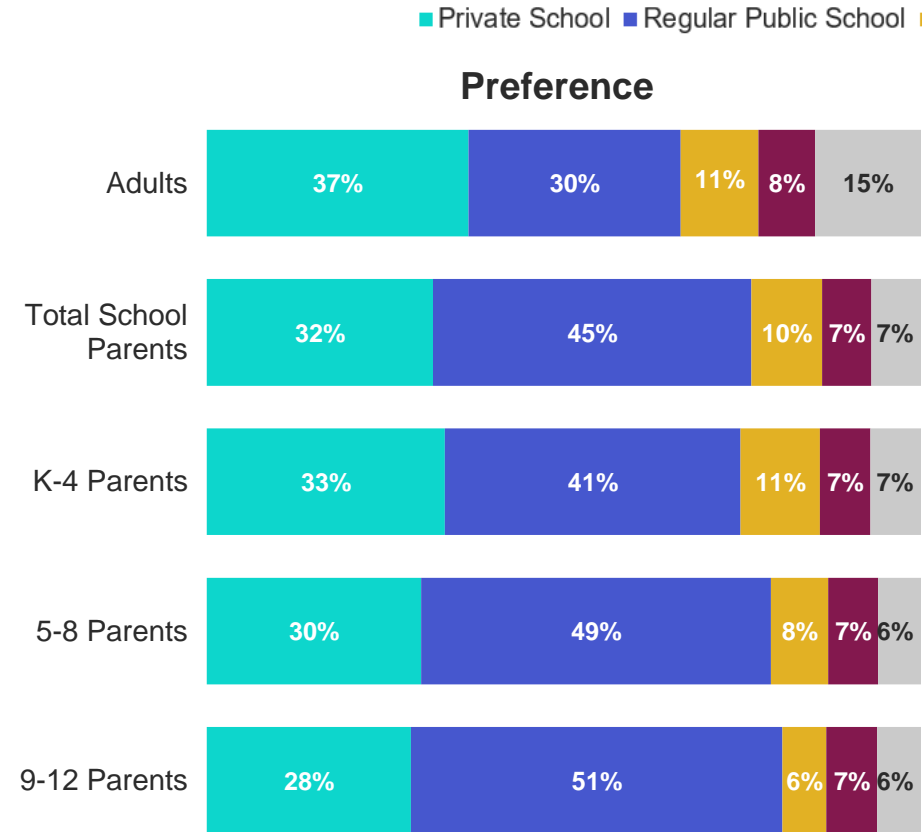
On average, public school teachers in [STATE] are paid an annual average salary of \$_____ per student attending public school each year. Do you think that public school teacher salaries in your state should:

:

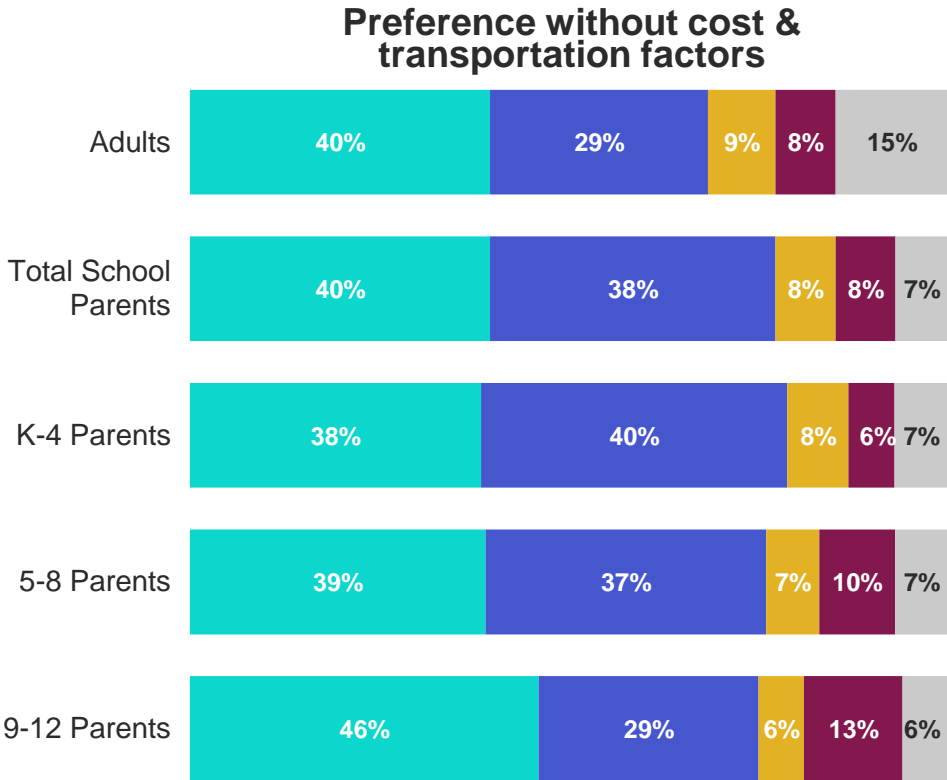


When cost and transportation are not factors private school is more appealing to school parents. That preference increases by 18 points among high school parents.

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



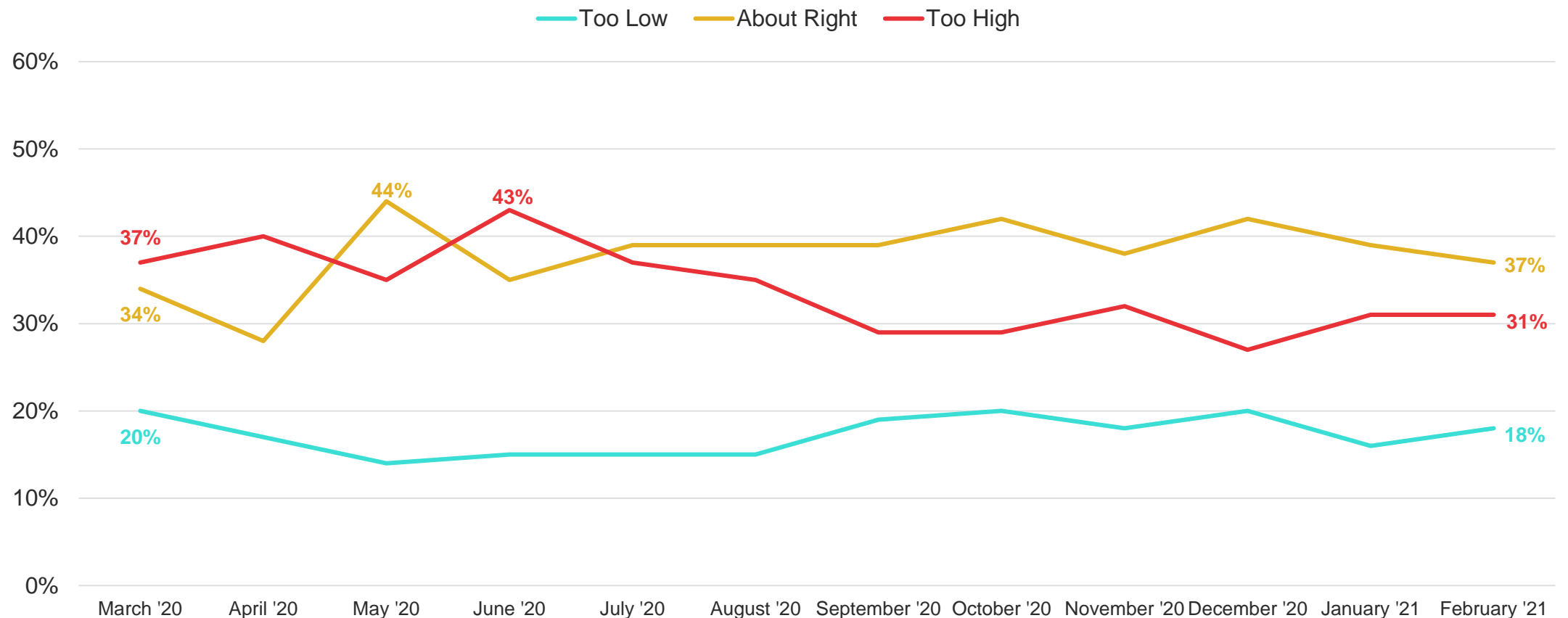
If given the option, and neither financial costs nor transportation were factors, what type of school would you select in order to obtain the best education for your child?



A plurality of parents continue to say the amount of standardized testing is 'about right.' Though that proportion is getting closer to those saying '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



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SURVEY PROFILE AND DEMOGRAPHICS



Descriptions Used:

Charter Schools

Charter schools are public schools that have more control over their own budget, staff, and curriculum, and are exempt from many existing public school regulations.

School Vouchers

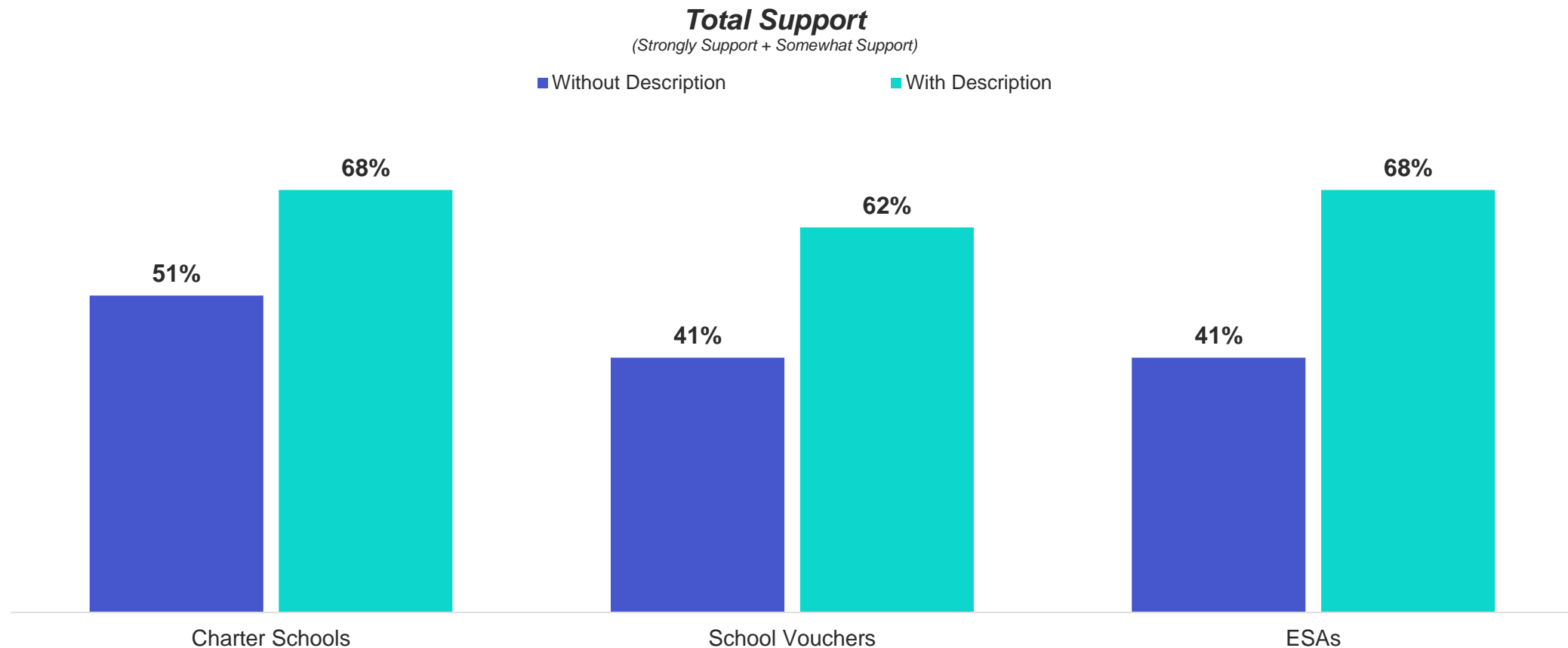
A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to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

Education Savings Accounts

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.

All school choice policies see a lift in support when people are given a description.

All Adults

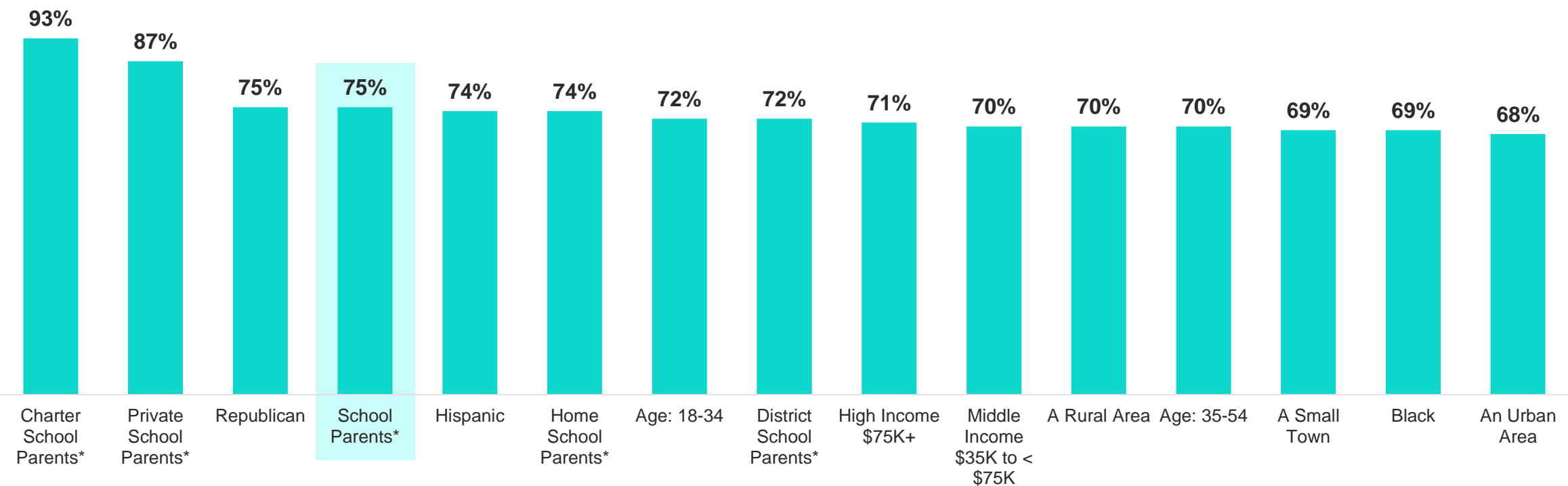


Three-fourths of school parents say they support public charter schools. There is widespread support across demographics.

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

Total Support (Strongly Support + Somewhat Support)



* Denotes the sample came from school parents

Support of charter schools remains high across the majority of demographic groups.

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?

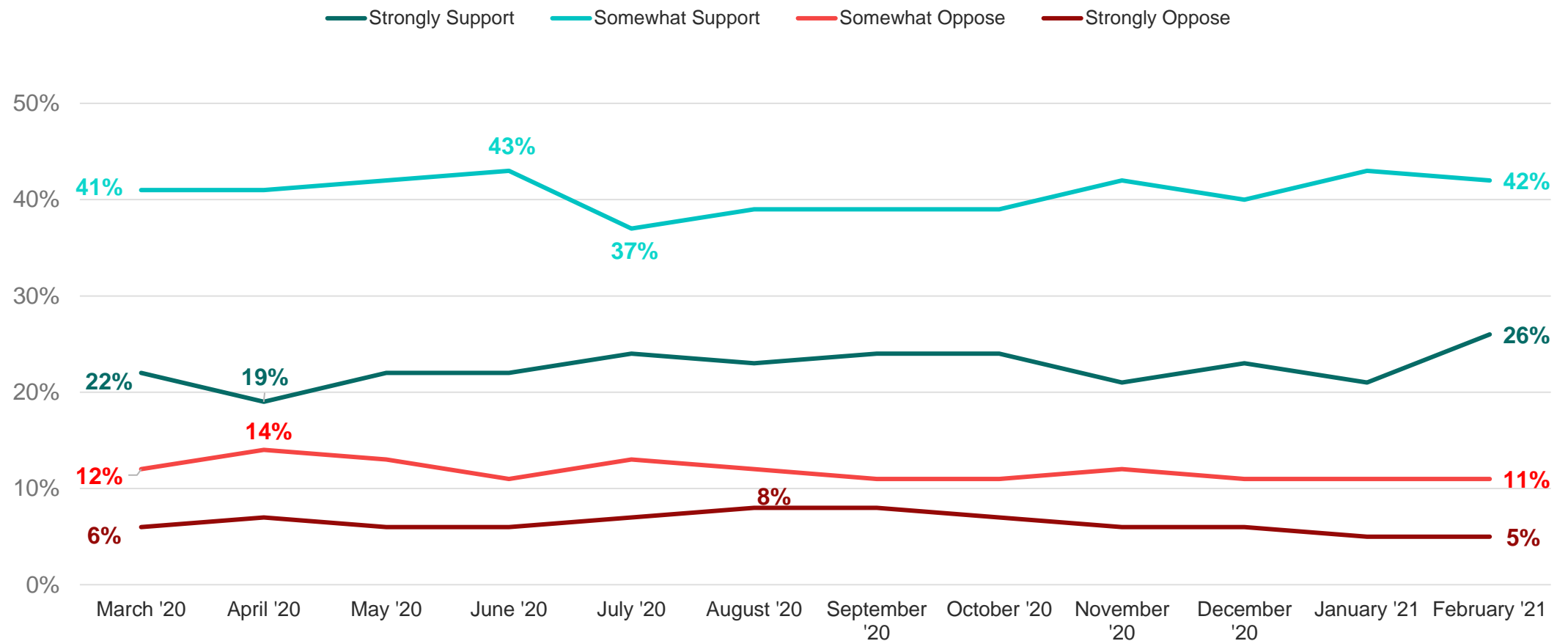
All Adults

Most Supportive								
		Vs January			Vs January			Vs January
Gen Z	75%	+7	Small Town	69%	+5	Non-Hispanic White	66%	+4
Republican	75%	+2	Black	69%	+6	Suburban	66%	+5
Hispanic	74%	+3	Educ: Bachelors or Postgrad	69%	+5	Low Income < \$35K	64%	+4
High Income \$75K+	71%	+5	Urban	68%	+0	Northeast	64%	-4
South	71%	+8	Gen X	67%	+2	Baby Boomer	64%	+3
Middle Income \$35K to < \$75K	70%	+4	Educ: < College	67%	+3	Democrat	62%	+2
Rural	70%	+5	Independent	67%	+5	Midwest	60%	+4
West	70%	+1						
Millennials	70%	+6						

‘Strong support’ of charter schools grew by five points in February.

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

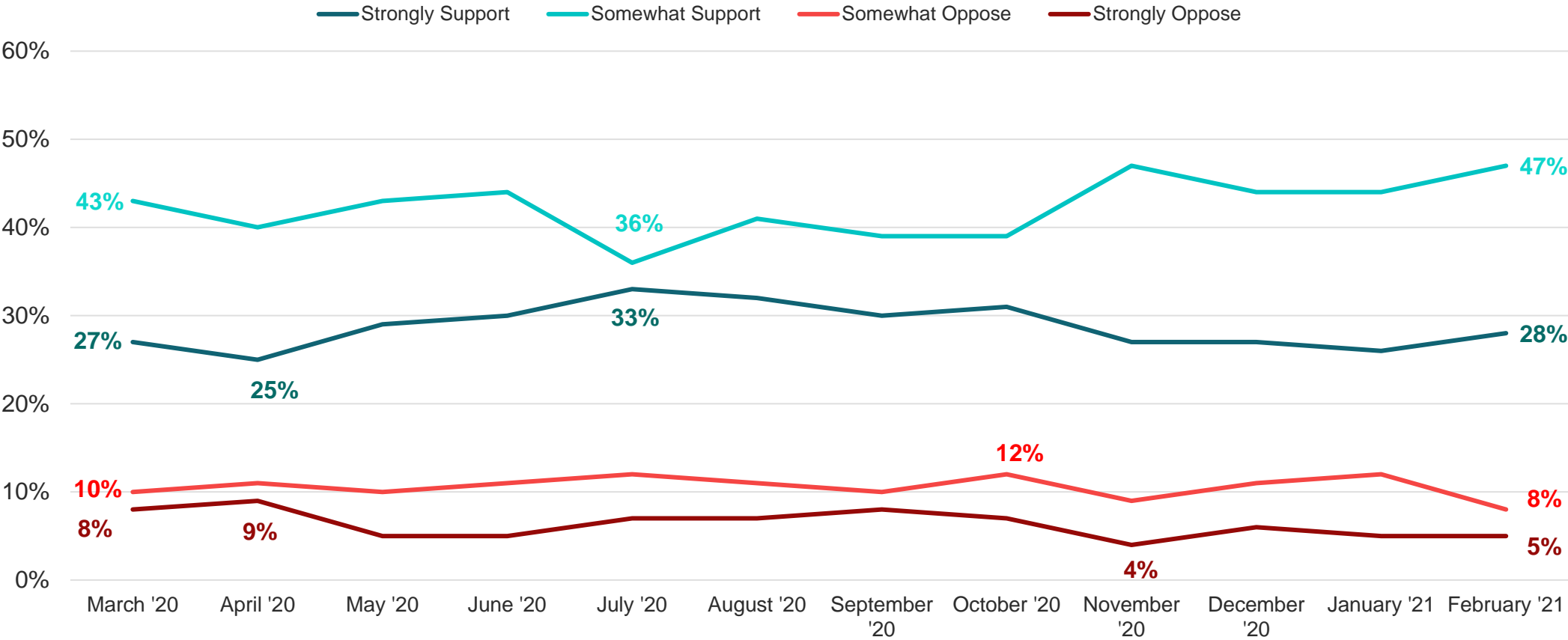


Note: Don't know/no opinion responses are not shown.

Overall support for charter schools has grown among school parents in February.

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



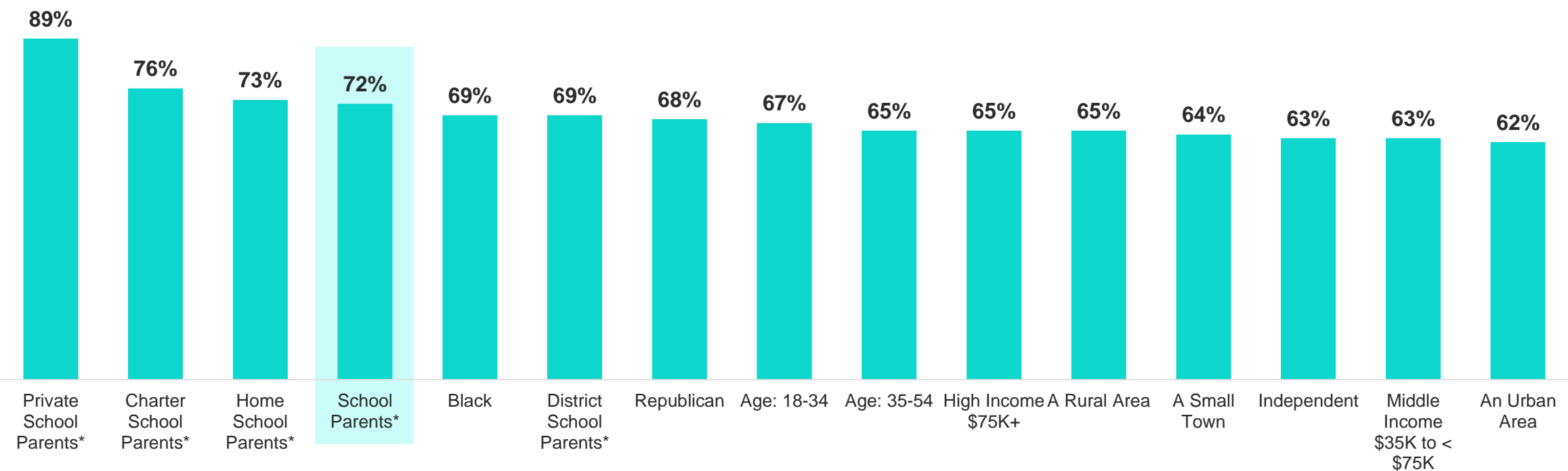
Note: Don't know/no opinion responses are not shown.

Seven out of ten parents say they support school vouchers. There is broad support across demographics.

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

Total Support
(Strongly Support + Somewhat Support)



* Denotes the sample came from school parents

Support of school vouchers remains high across the majority of demographic groups. There was a large increase in support among African-Americans in February.

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?

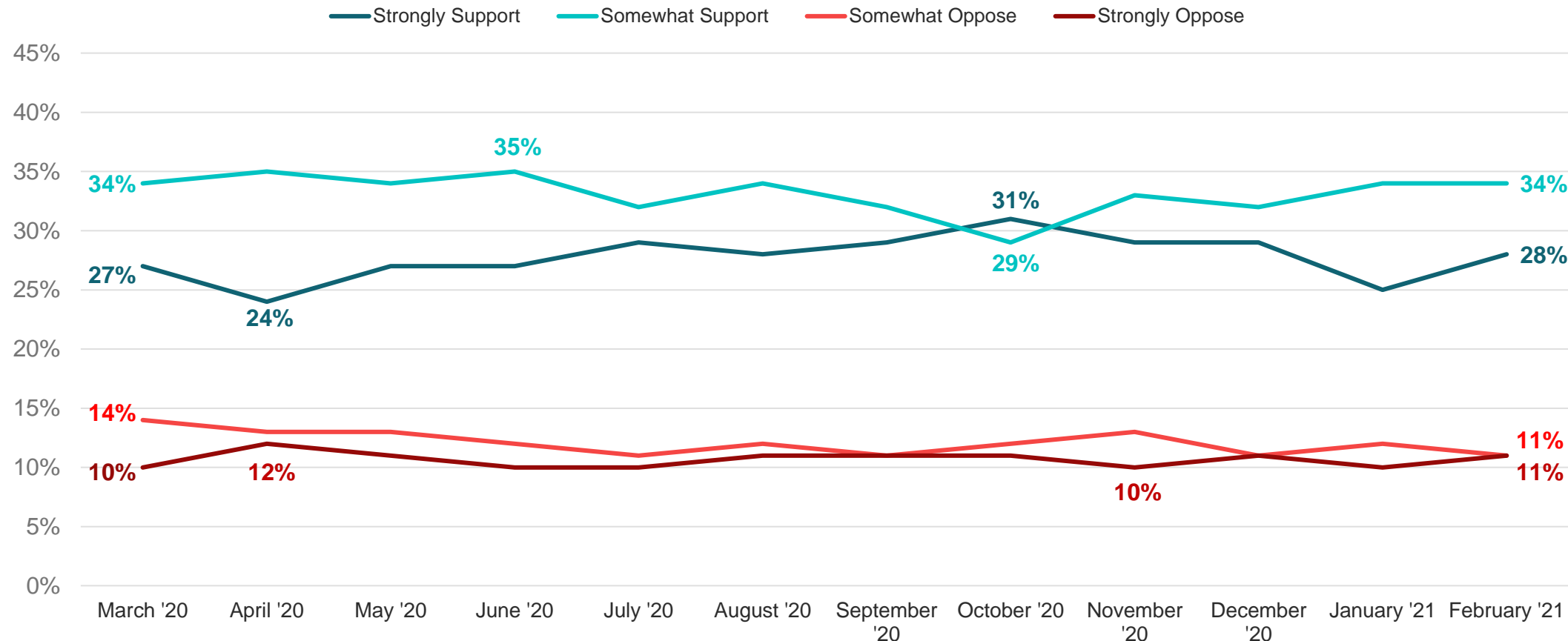
All Adults

Most Supportive								
		Vs January			Vs January			Vs January
Black	69%	+10	Hispanic	62%	-7			
Republican	68%	+3				Suburban	59%	+1
Gen Z	67%	-4	Urban	62%	-1			
Millennials	67%	+4						
High Income \$75K+	65%	+7	Gen X	62%	+7	Educ: Bachelors or Postgrad	59%	+1
Rural	65%	+9						
Small Town	64%	+8	West	60%	+1			
Midwest	63%	+8	Non-Hispanic White	60%	+3	Baby Boomer	57%	+2
South	63%	+4						
Educ: < College	63%	+4	Northeast	60%	-3			
Independent	63%	+6				Democrat	57%	+2
Middle Income \$35K-\$75K	63%	+4	Low Income < \$35K	60%	+0			

The public's strong support for school vouchers increased by three points in February.

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

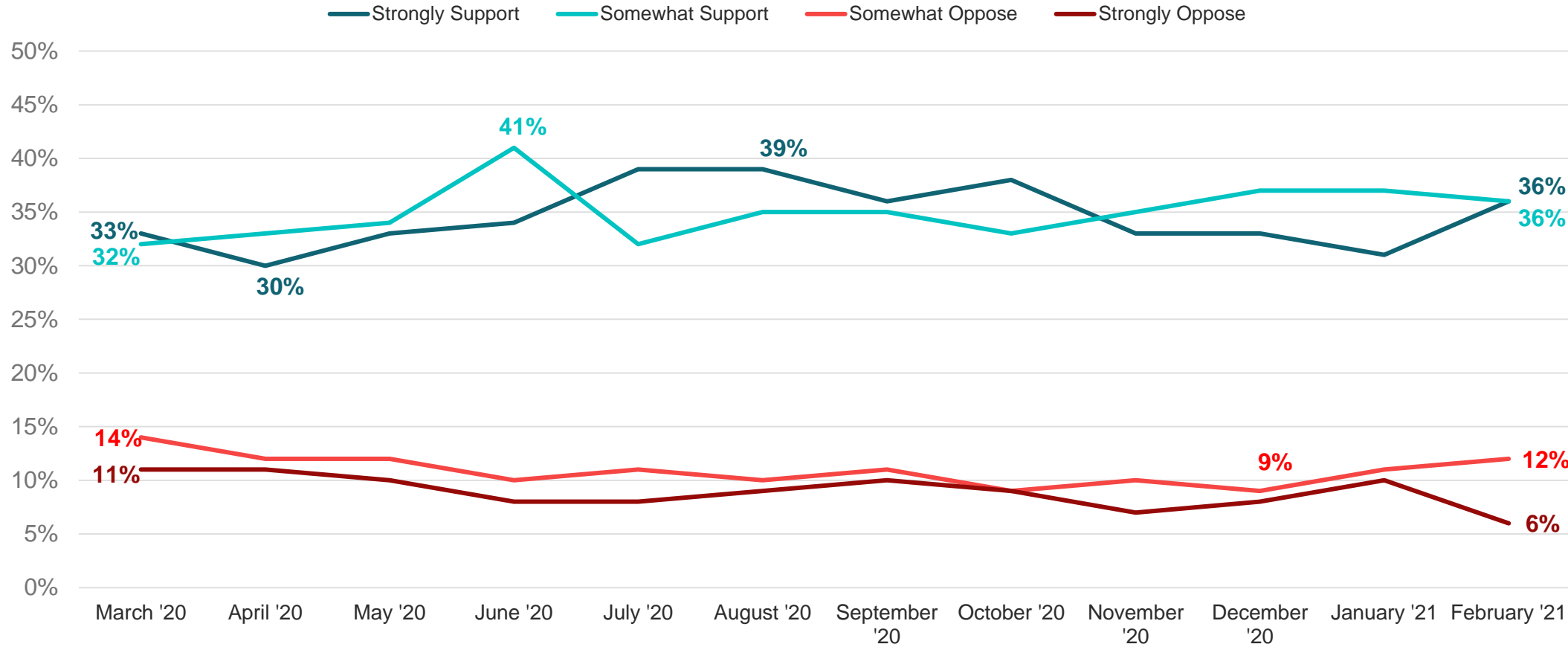


Note: Don't know/no opinion responses are not shown.

Parents' strong support for school vouchers increased by five points in February.

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



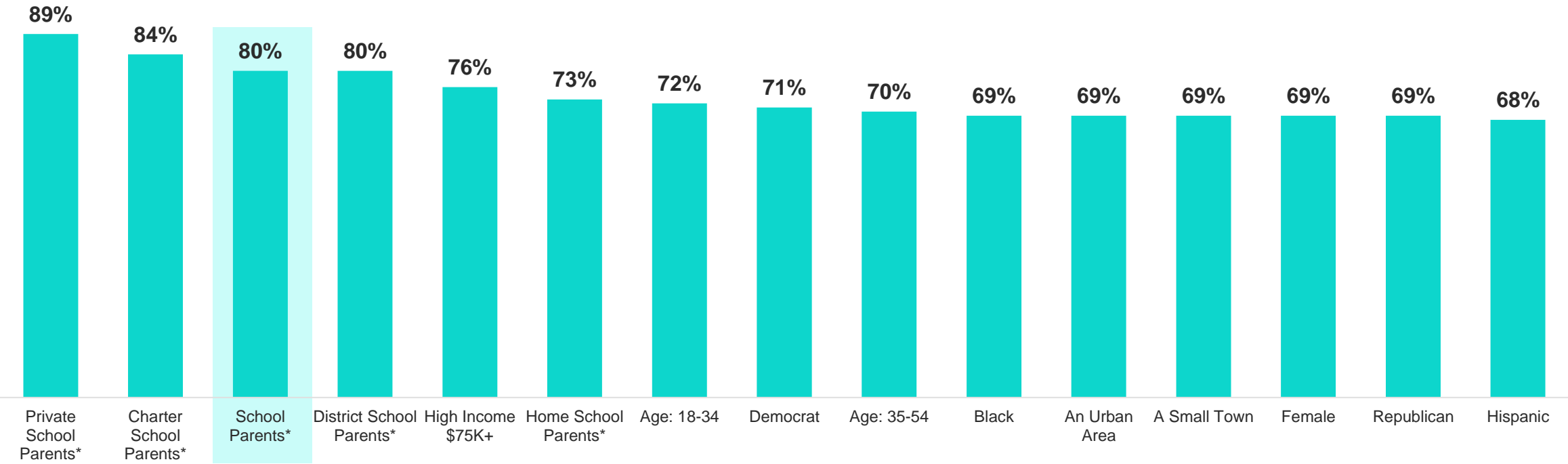
Note: Don't know/no opinion responses are not shown.

Four of out of five school parents say they support ESAs. There is a wide range of support among demographics.

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

Total Support
(Strongly Support + Somewhat Support)



* Denotes the sample came from school parents

Support of ESAs remains high across demographics despite a large decrease among Hispanics.

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

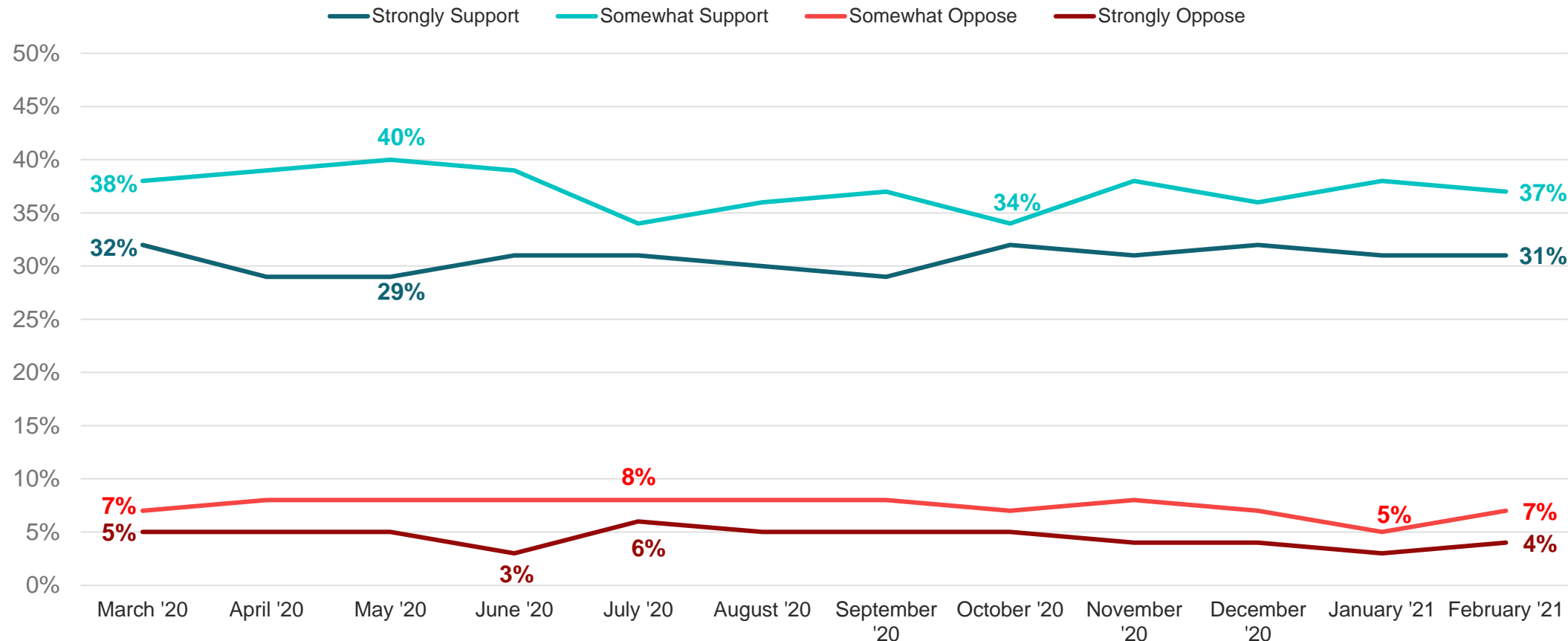
Most Supportive								
		Vs January			Vs January			Vs January
High Income \$75K+	76%	+1	Black	69%	+3	Gen X	67%	+0
Gen Z	74%	-5	Urban	69%	-5	Educ: < College	66%	-1
Educ: Bachelors or Postgrad	73%	-2	Small Town	69%	+5	Independent	66%	+1
Midwest	71%	+8	Republican	69%	-1	Baby Boomer	65%	-1
South	71%	+1	Hispanic	68%	-15	Low Income < \$35K	64%	-2
Millennial	71%	-2	Non-Hispanic White	68%	+1	Northeast	64%	-6
Democrat	71%	-2	Middle Income \$35K-\$75K	68%	+0	West	64%	-9
			Rural	68%	+5			
			Suburban	68%	-2			

Dark outline indicates a demographic that experienced a large increase (+10 or more) in likelihood of supporting ESAs since January.

In February, overall support for ESAs 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

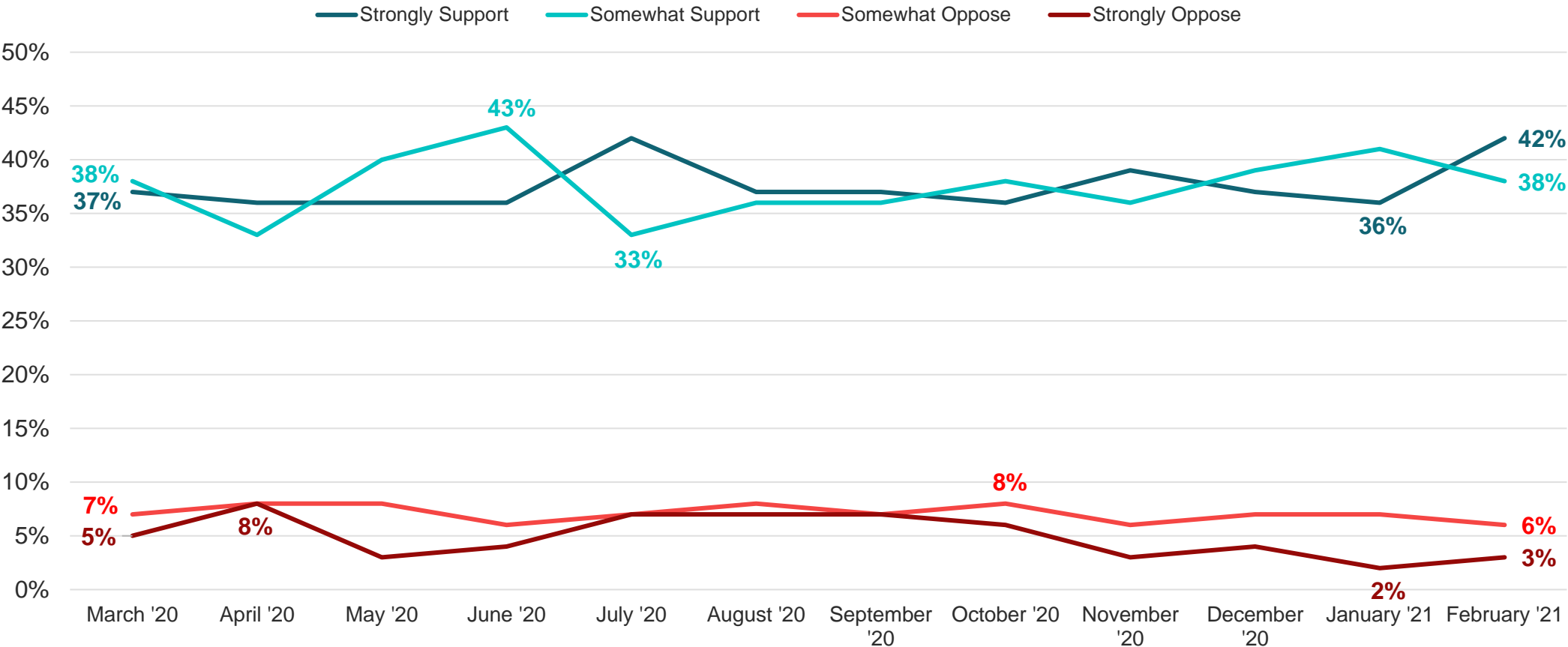


Note: Don't know/no opinion responses are not shown.

Among school parents, strong support for ESAs increased six points in February.

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

School Parents



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

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SURVEY PROFILE AND DEMOGRAPHICS



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, Oversample Median = 13.92 minutes
Sample Size	Total, N = 2,200 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)	± 2.67 percentage points (Gen Pop), ± 4.13 percentage points (Oversample)
Participation Rate	18.54% (Gen Pop), 8.77% (Oversample)
Methods Page	https://edchoice.morningconsultintelligence.com/methodology/
Project Contact	Paul DiPerna, paul@edchoice.org

Demographics	Unweighted (N =)
Hispanic	111
White	1834
Non-Hispanic White	1770
Black	205
Other	27
Generation Z	199
Millennial	526
Generation X	511
Boomers	867
Male	835
Female	1365
< College	1358
College +	842
Northeast	431
Midwest	505
South	940
West	324

Demographics	Unweighted (N =)
Total School Parents	1100
K-4 Parents	629
5-8 Parents	481
9-12 Parents	368
Non-Parents	884
Liberal	629
Moderate	651
Conservative	754
Democrat	830
Independent	575
Republican	665
Urban	508
Suburban	1012
Small Town	220
Rural	460
Low Income <\$35K	922
Middle Income \$35K to <\$75K	727
High Income \$75K+	551

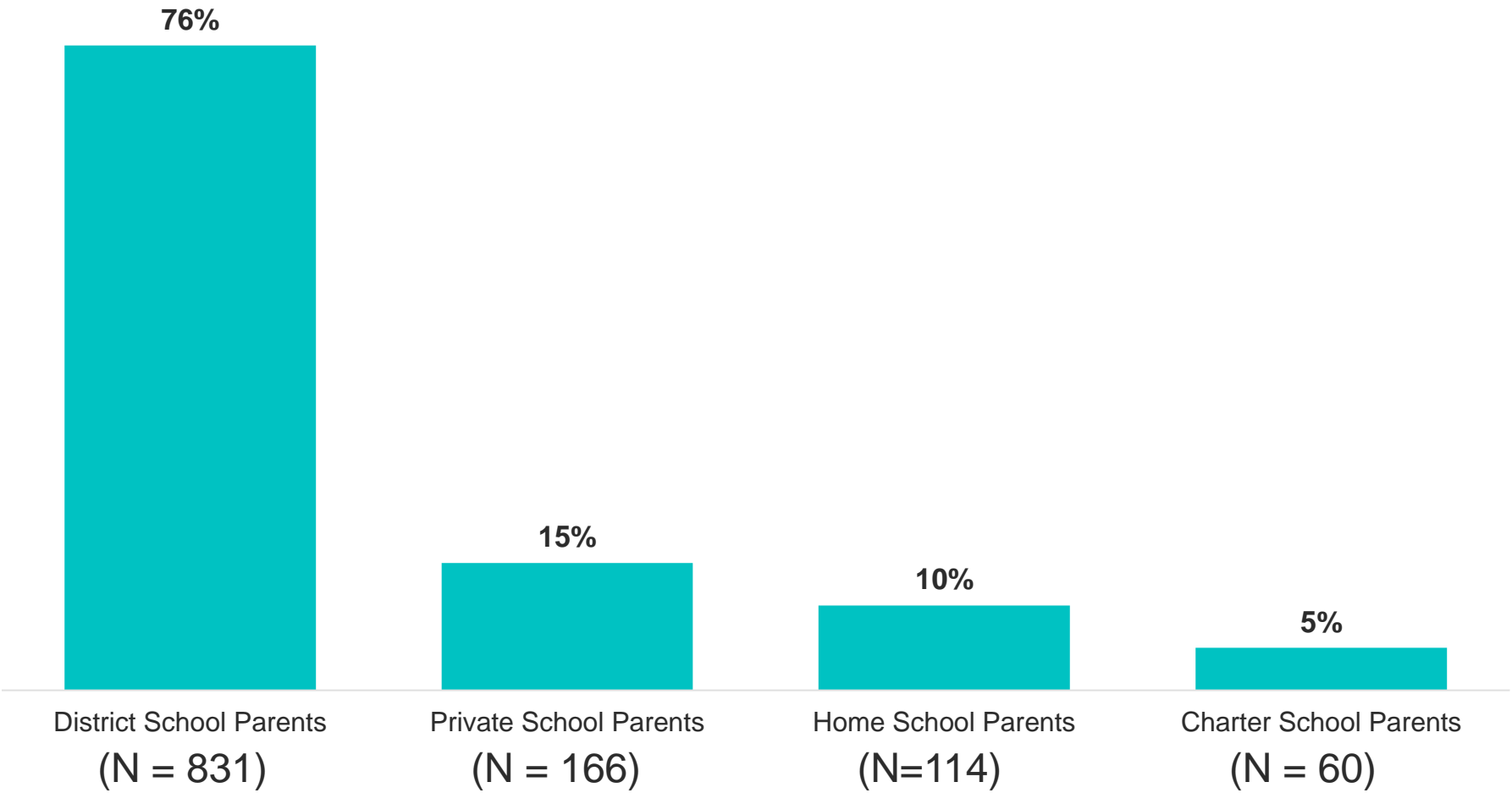
Demographics	Unweighted	Weighted	Target (%)
Hispanic	5%	16%	16%
White	83%	78%	78%
Non-Hispanic White	80%	n/a	n/a
Black	9%	12%	12%
Other	7%	9%	9%
Age: 18-34	23%	30%	30%
Age: 35-44	18%	16%	16%
Age: 45-64	34%	34%	34%
Age: 65+	26%	20%	20%
Male	38%	48%	48%
Female	62%	52%	52%
< College	62%	69%	69%
College +	38%	31%	31%
Northeast	20%	18%	18%
Midwest	23%	21%	21%
South	43%	37%	37%
West	15%	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

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 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.



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)



[MORNINGCONSULT.COM](https://morningconsult.com)