



GEN POP NATIONAL POLLING PRESENTATION

MARCH 2021

KEY FINDINGS

1. Americans still believe it is more important for teachers to get vaccinated than students although the majority of adults and school parents plan on getting both themselves and their children vaccinated when they are able to do so.
2. School parents continue to show signs of being more comfortable with their children returning to in-person classes. That said, just over half of parents still believe that the coronavirus pandemic will not be controlled enough for a safe return to school until August or later.
3. Participation/consideration of joining a 'pod' has increased again this month and, among those interested, the amount they'd be willing to pay to join one has increased as well. The vast majority of those using pods are doing so to supplement regular schooling.
4. School parents would give their child's teacher a 'B' grade or higher when assessing their performance during the coronavirus pandemic. Despite this, Americans, as a whole, are less likely to say teacher salaries should increase when given publicly reported statistics on their salaries.
5. Just over two out of five school parents either have a child currently being tutored or will be looking for a tutor. Those with children in private schools being the most likely to seek out tutoring. School parents are currently willing to pay more to join a pod than for a tutor.
6. School choice policies—such as education savings accounts, school vouchers, charter schools—continue to still receive very high levels of support among school parents despite some decreases among different demographic groups this month.

AGENDA

COVID-19 AND SCHOOLING

SCHOOL CHOICE POLICIES

VIEWS ON K-12 EDUCATION

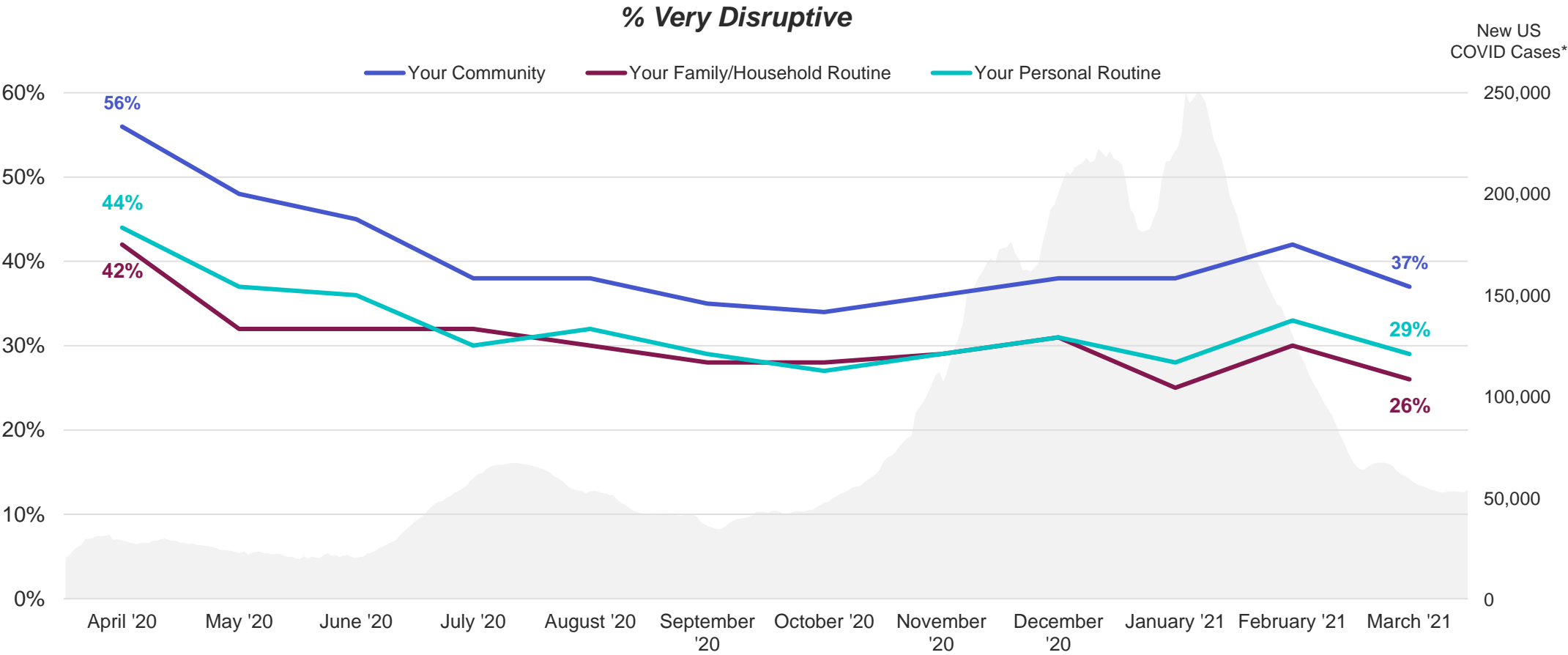
SURVEY PROFILE AND DEMOGRAPHICS



With cases declining, the percentage of adults who feel the coronavirus has been ‘very disruptive’ to their routines and community decreased in March.

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

All Adults

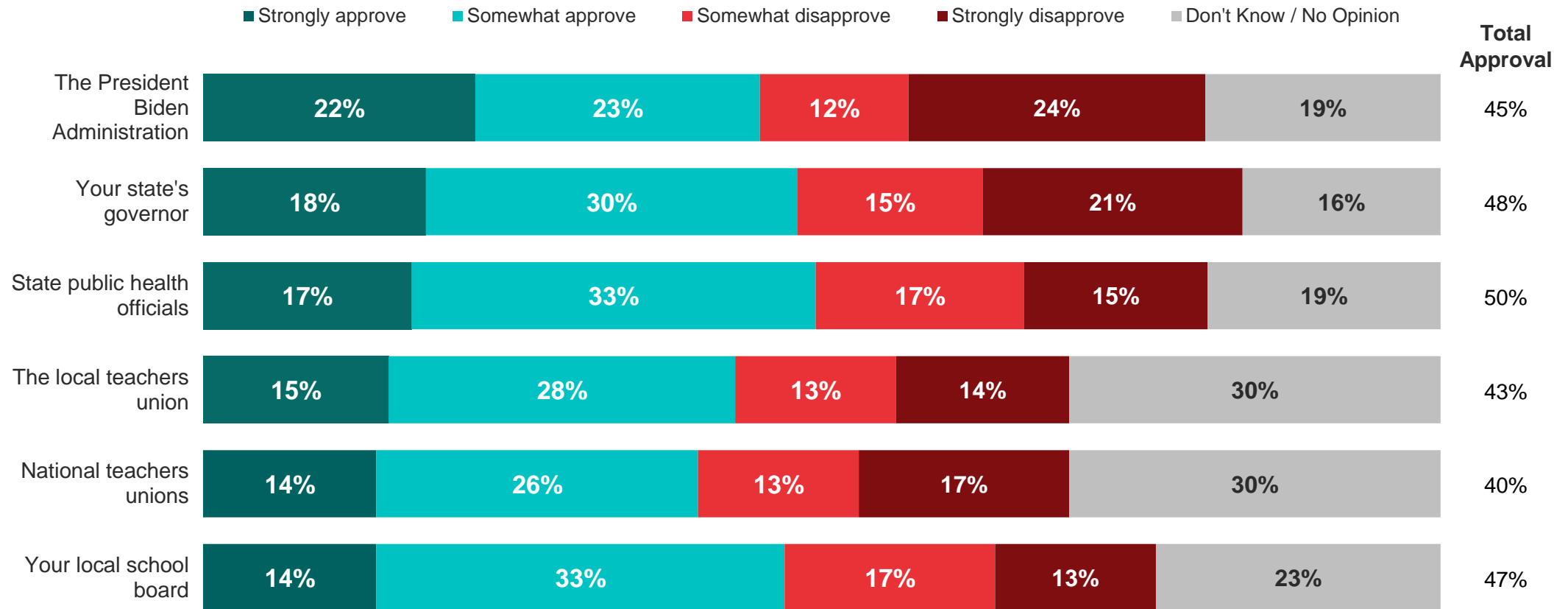


*CDC 7 day rolling average data

Americans continue to give mixed approval ratings of the way public officials have influenced closings/re-openings of schools.

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

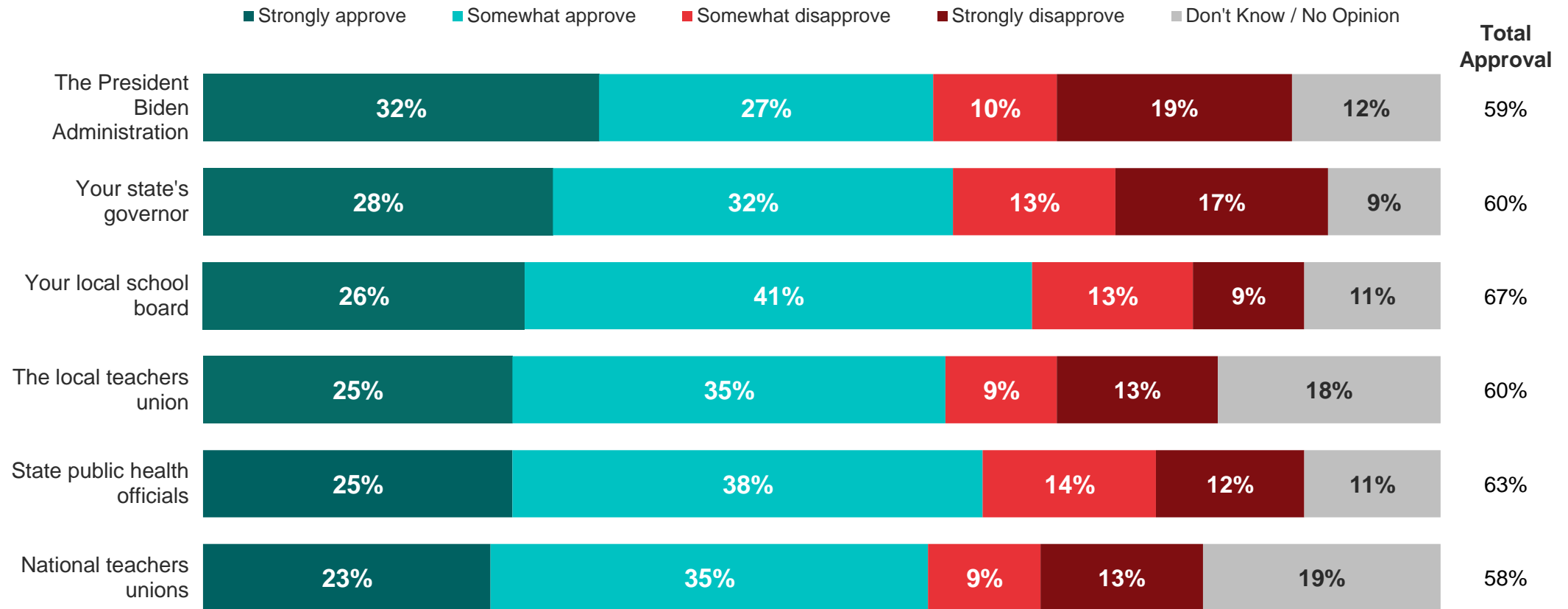
All Adults



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

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

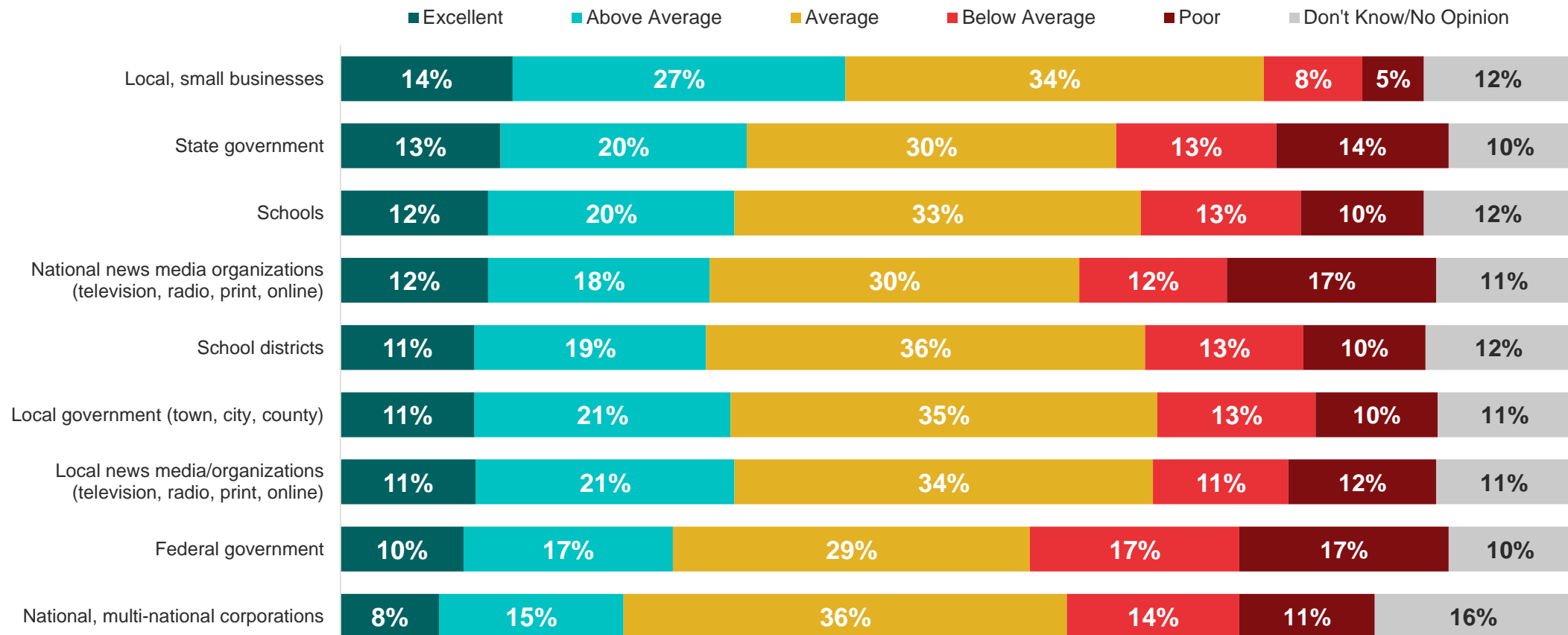
School Parents



Responses from institutions to the coronavirus pandemic continue to be met with mixed receptions from the public.

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?

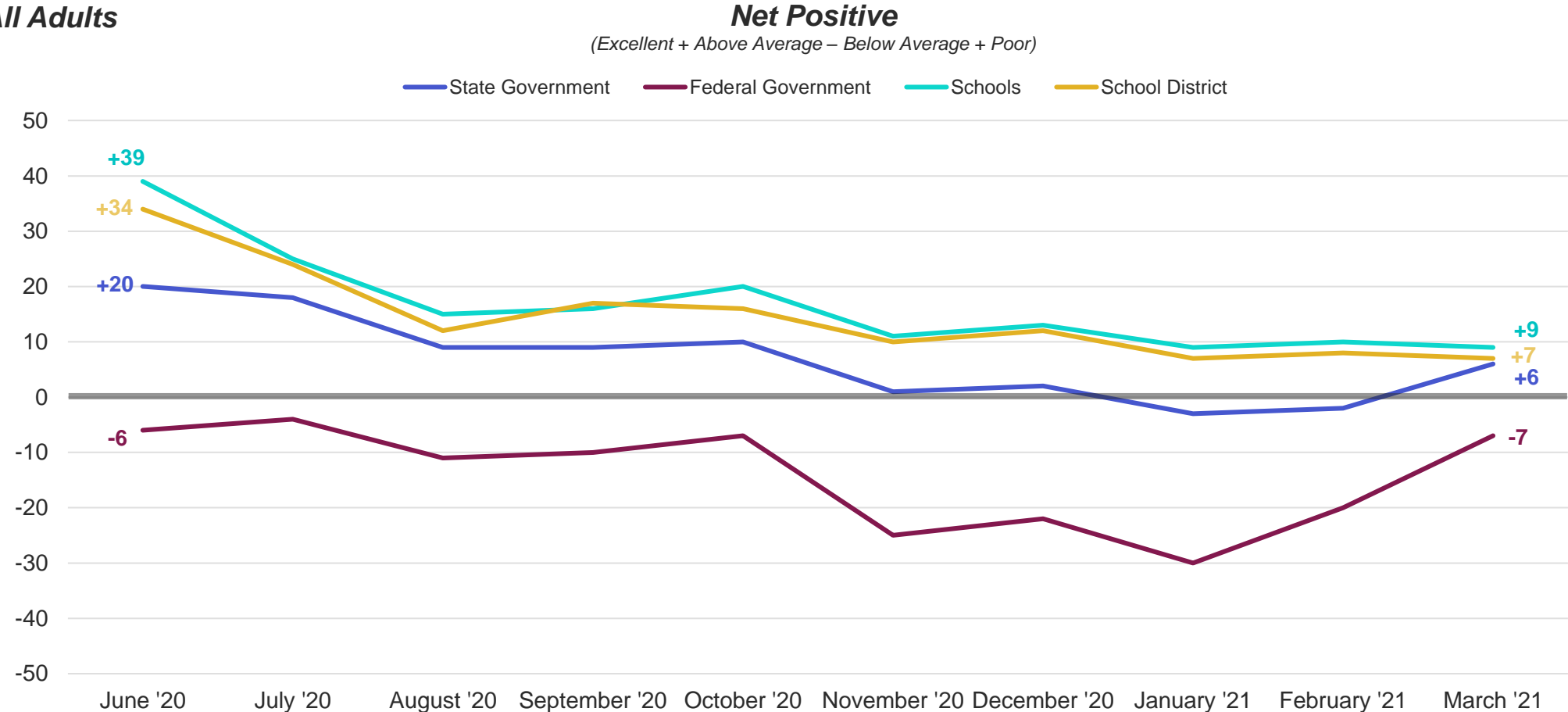
All Adults



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

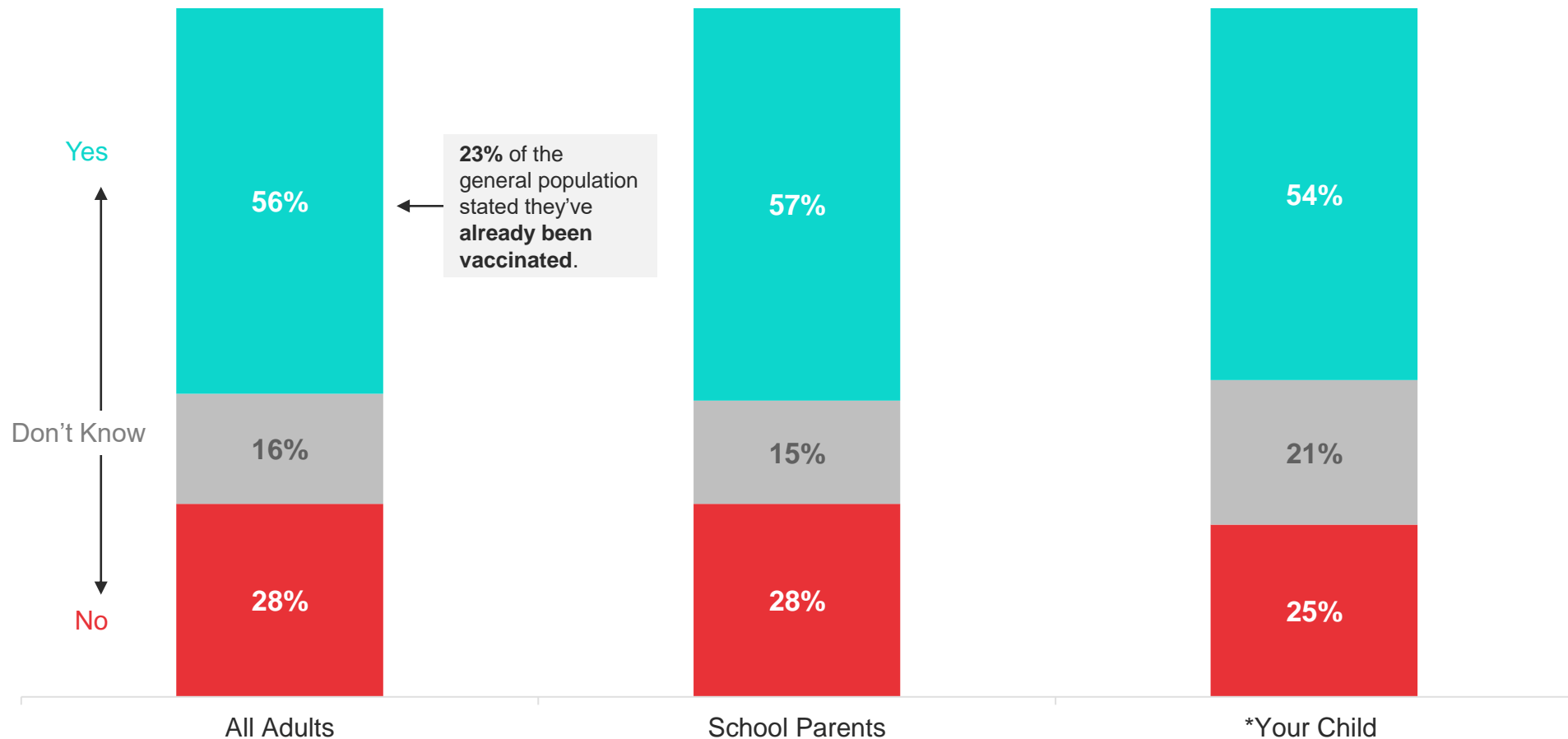
Based on what you have seen, read, or heard so far, how would you rate the following institutions on their response to the coronavirus (COVID-19) outbreak?

All Adults



The majority of both 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 February, Americans continue to be more likely to agree to be vaccinated, with large increases among both those in the middle-income bracket and those living in small towns.

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

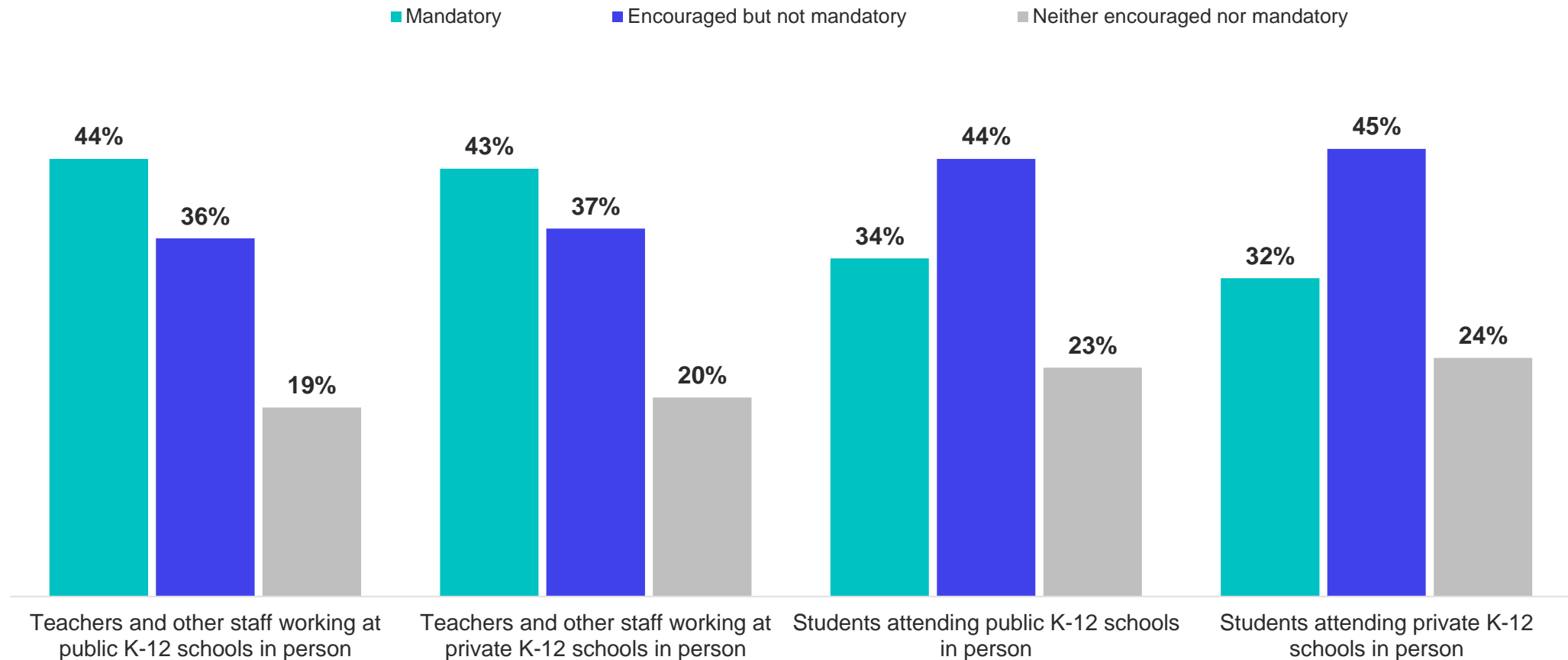
All Adults

Groups Most Likely To Get Vaccinated/Already Vaccinated			Groups Moderately Likely To Get Vaccinated/Already Vaccinated			Groups Less Likely to Get Vaccinated/Already Vaccinated		
		Vs February			Vs February			Vs February
Educ: Bachelors or Postgrad	75%	+3	Urban	57%	+2	Educ: < College	48%	+3
Baby Boomers	73%	+5	Small Town	57%	+14	Hispanic	45%	-1
High Income \$75K+	71%	+1	Gen X	55%	+3	Rural	45%	+4
Democrat	71%	+4	Midwest Region	53%	+1	Low Income < \$35K	43%	-3
Northeast Region	63%	+2	Independent	53%	+5	Millennials	42%	+1
West Region	62%	+6	South Region	52%	+3	Black	40%	+6
Middle Income \$35K to < \$75K	62%	+9	Republican	49%	+2	Gen Z	35%	-2
Non-Hispanic White	61%	+3						
Suburban	60%	+0						

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?

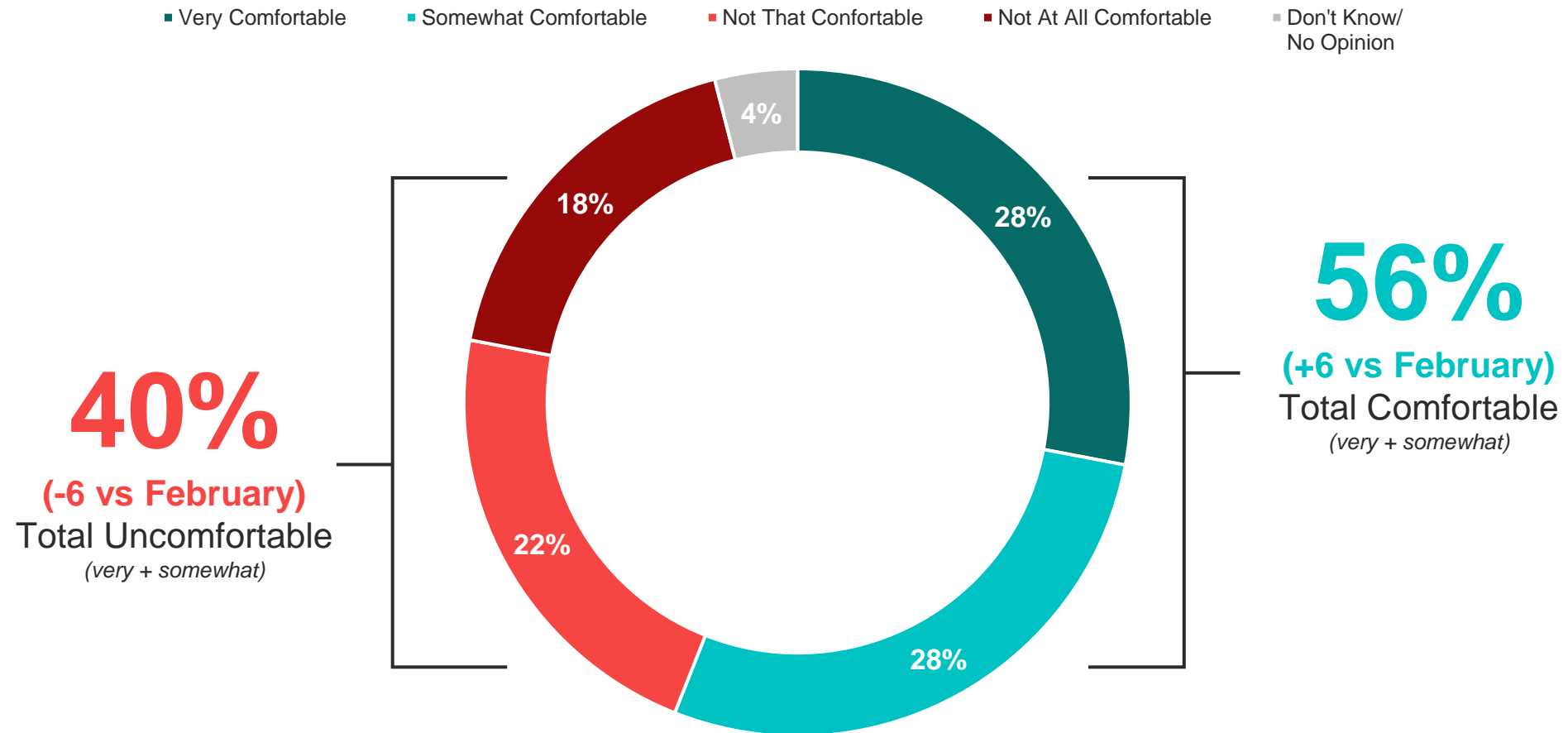
All Adults



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

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?

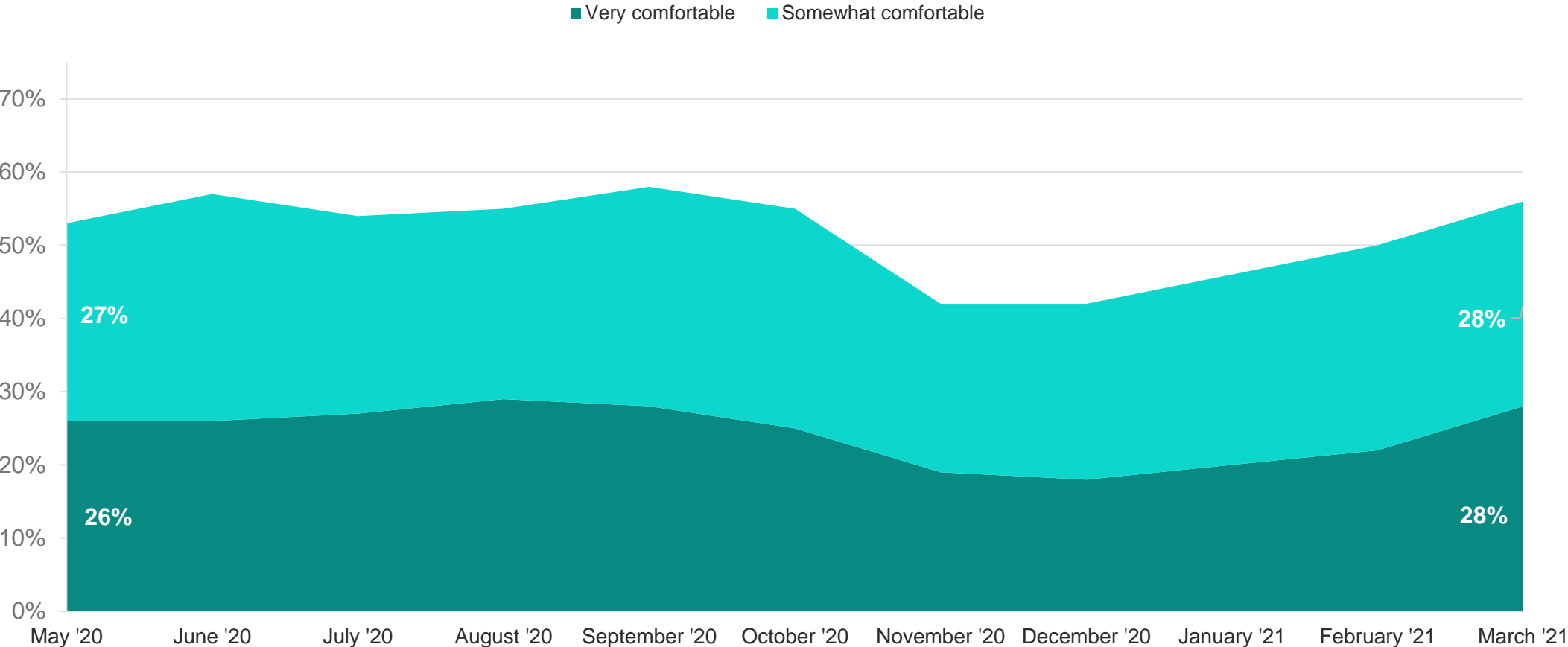
School Parents



Parents' comfort with their children returning to school continues to increase.

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?

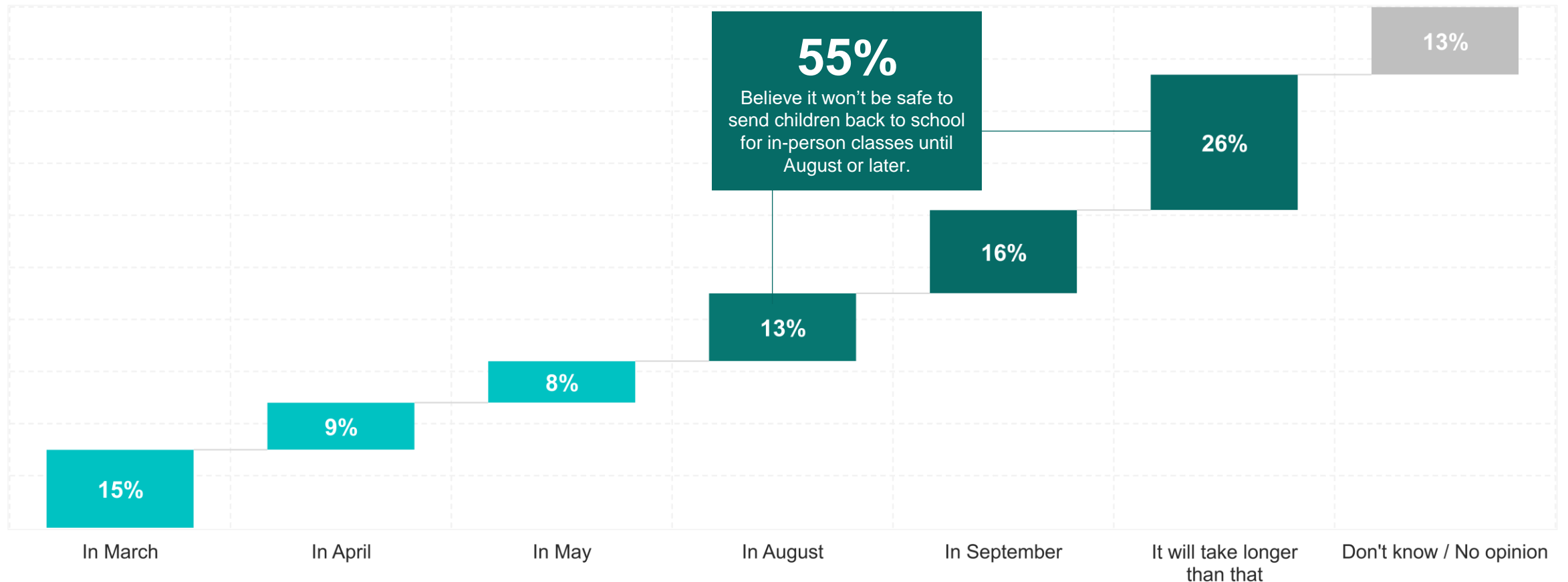
School Parents



Over 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

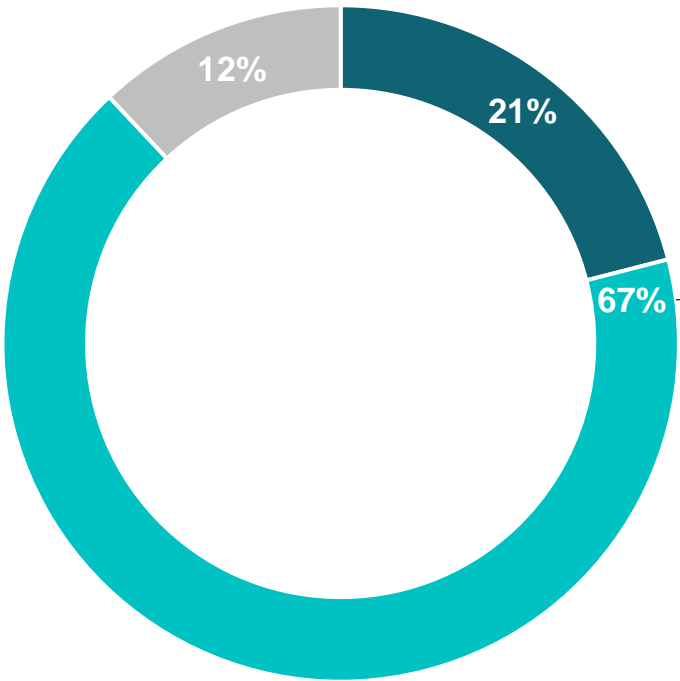


Most school parents believe that schools should provide multiple learning options for students in the fall.

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

School Parents

■ Offer One Approach ■ Provide Multiple Learning Options ■ Don't Know / No Opinion



Desire to Provide Multiple Learning Options by Demographic

More likely than Total School Parents

High Income \$75K+	73%
Democrat	71%
White	69%
Independent	68%

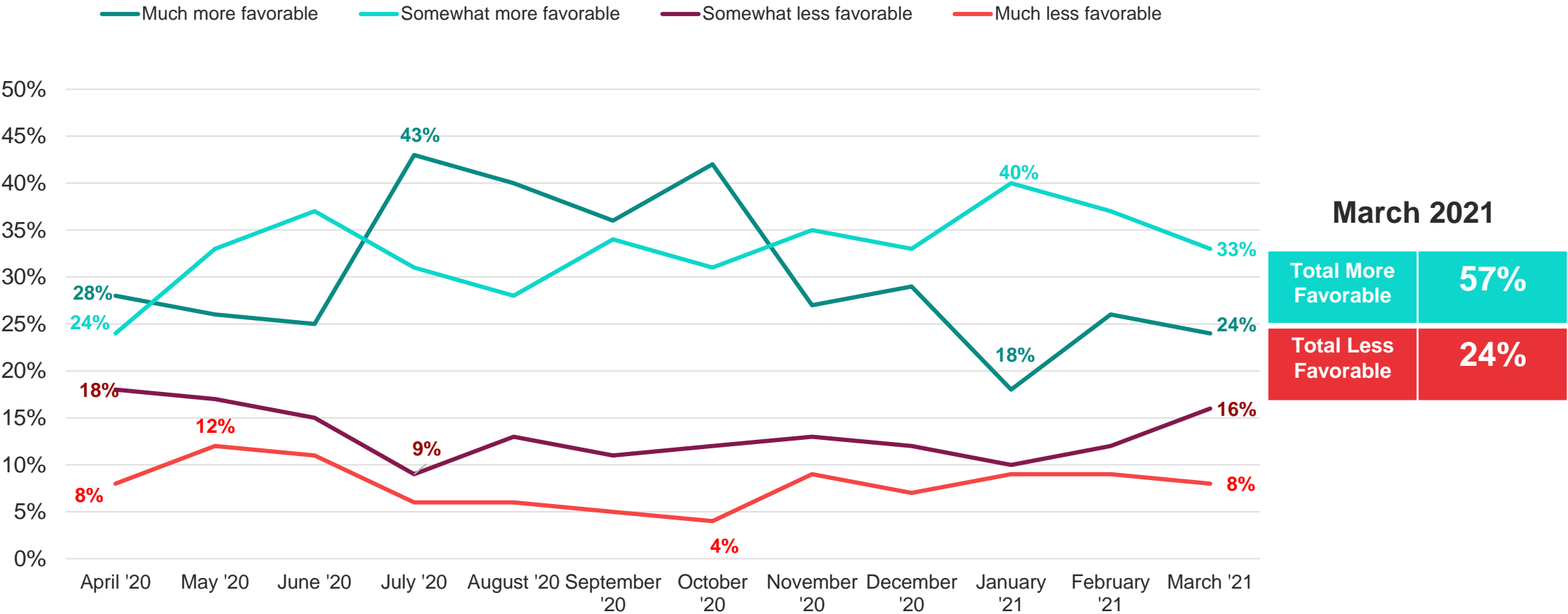
Less likely than Total School Parents

Republican	63%
Middle Income \$35K to < \$75K	63%
Black	61%
Low Income < \$35K	61%
Hispanic	61%

Overall favorability of homeschooling has decreased by six points among school parents this month.

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

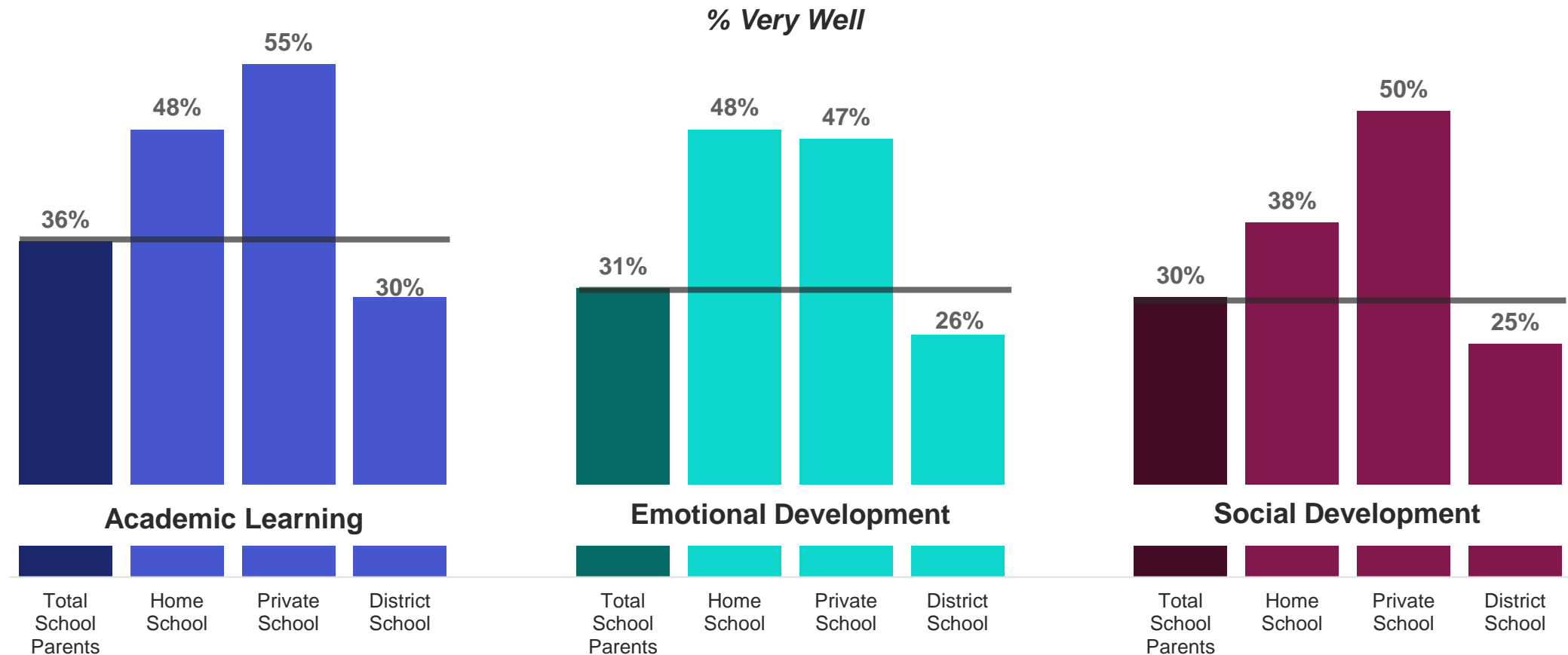
School Parents



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.

The majority of parents would grade their child's teacher as a 'B' or higher when assessing their performance during the coronavirus pandemic.

Thinking about your child in Kindergarten through High School, how would you grade your child's/children's teacher – with whom you are most familiar – on each of the following during the coronavirus pandemic?

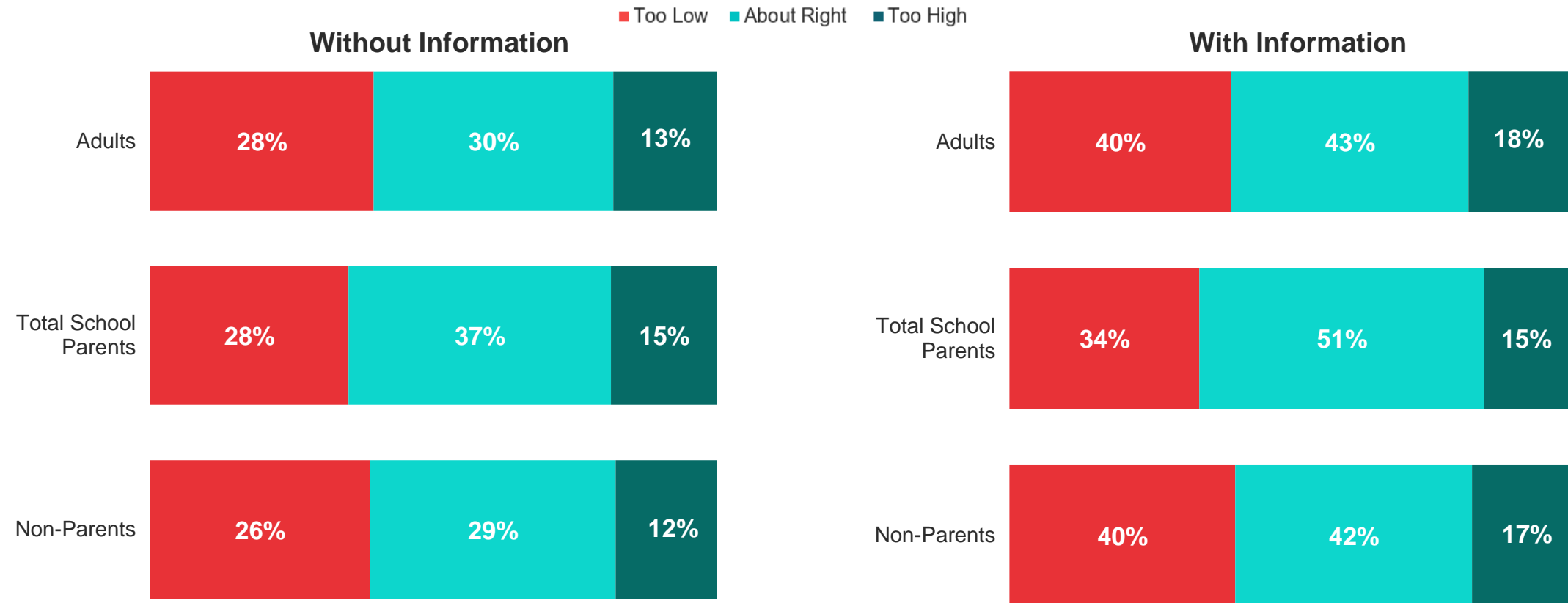
School Parents

	A	B	C	D	F
Teaching academic subjects	36	28	18	6	4
Communications with you	36	28	16	6	5
Expectations of you	32	30	17	6	3
Communications with you	31	26	21	7	6
Social development support	30	28	19	7	5

When given information, Americans, including school parents, are more likely to believe the amount of spending per student by way of COVID relief funds is ‘about right’.

Based on what you know about the federal government’s COVID pandemic relief funds for K–12 education, do you believe that amount is too high, too low, or about right?

On average, the federal government is spending approximately \$3,700 per student in the country by way of COVID pandemic relief funds for K–12 education. Do you believe that amount is too high, too low, or about right?

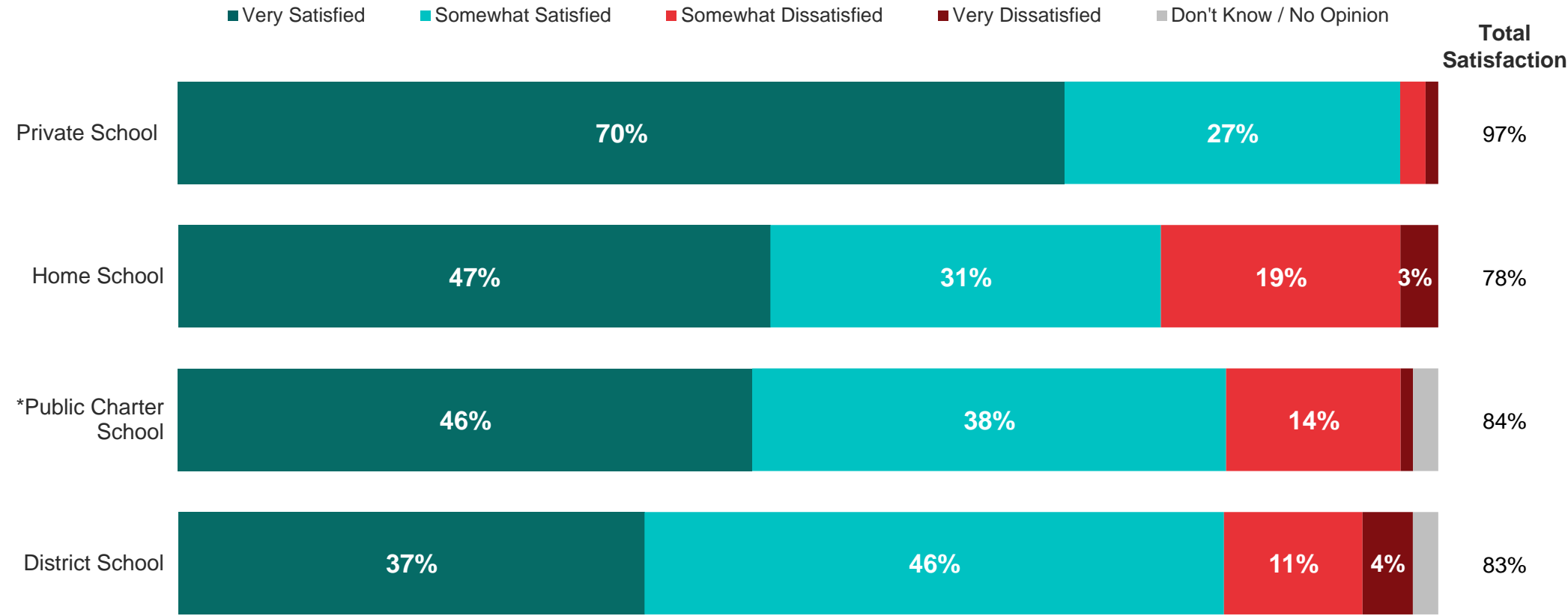


Note: Don't know/no opinion responses are not shown.

While school parents remain satisfied with their experiences across different school types, private school parents are more satisfied than public school parents.

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

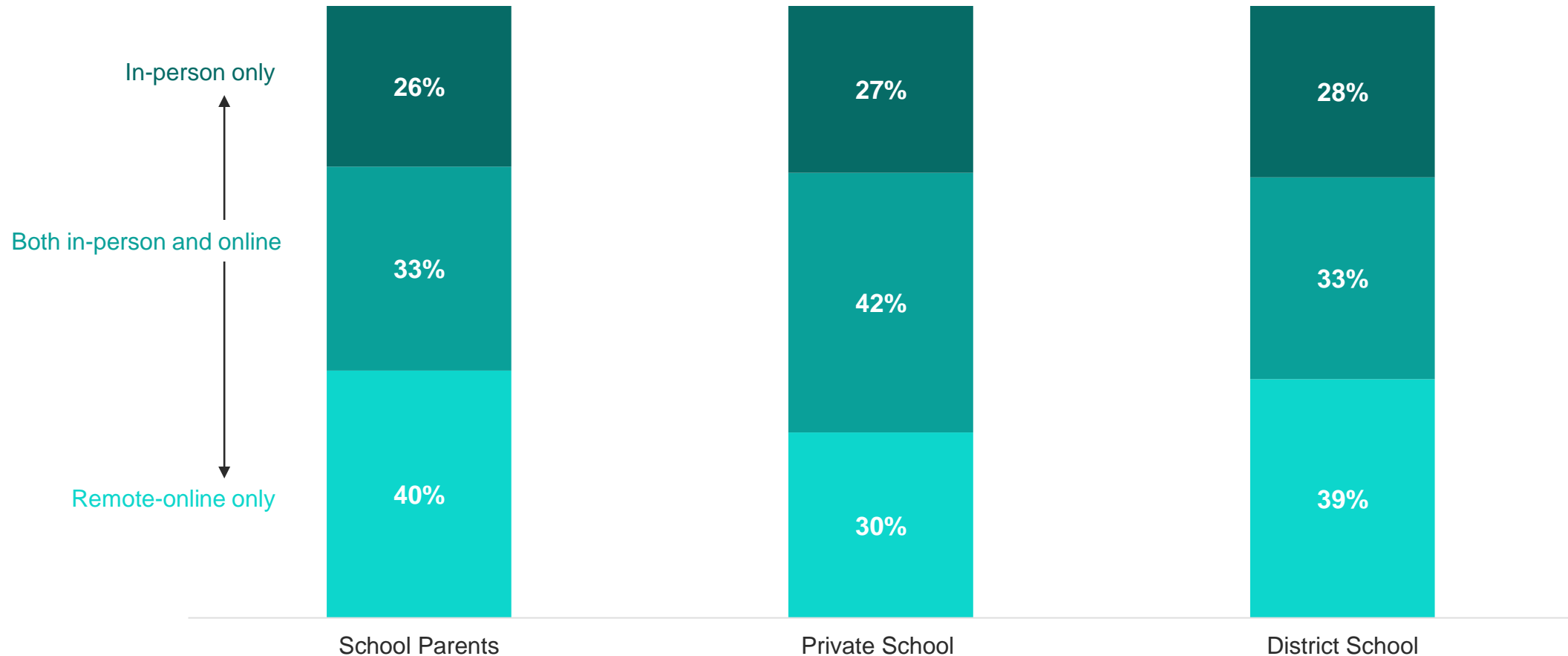
School Parents



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

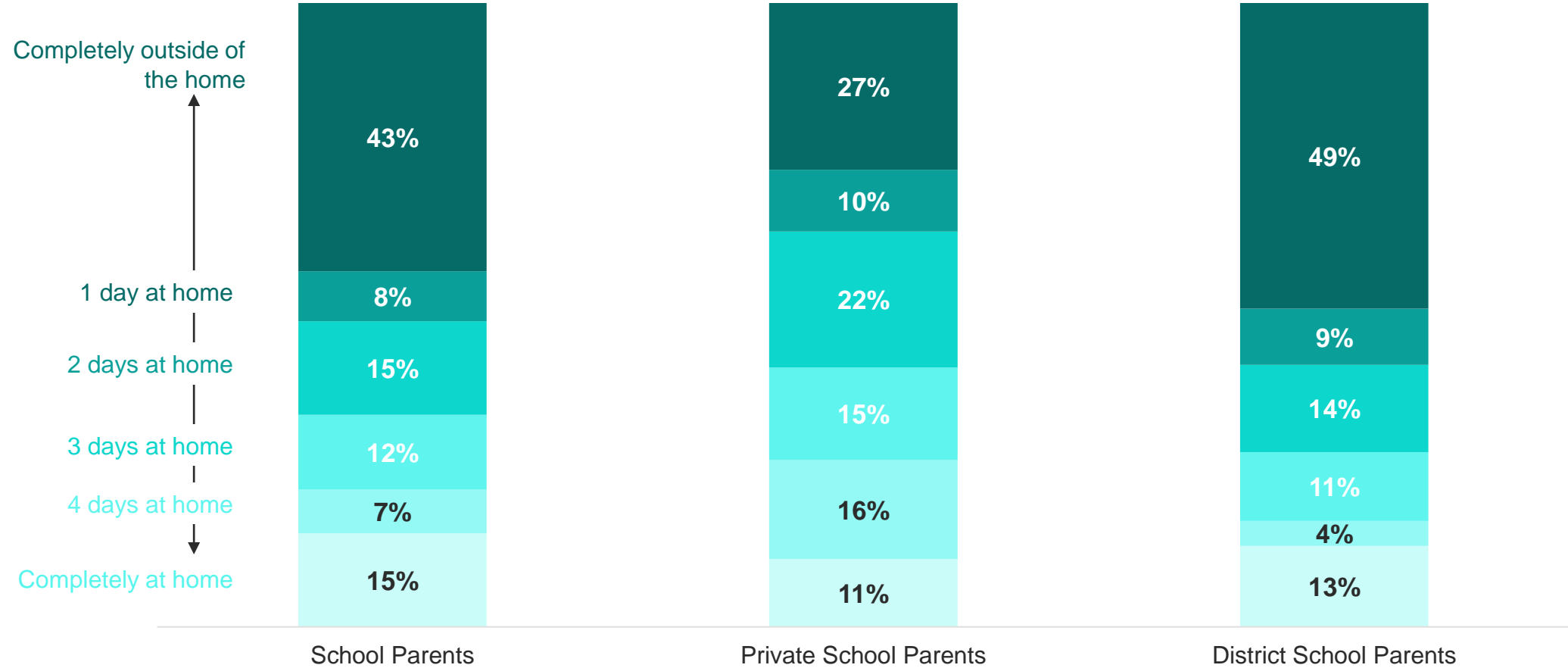
District schools are much more likely to be providing classes entirely online, while private schools are more likely to be a mix of in-person and online.

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.



Just over two out of five school parents indicate they prefer some form of hybrid schooling for their children. Nearly two-thirds of private school parents gave such responses.

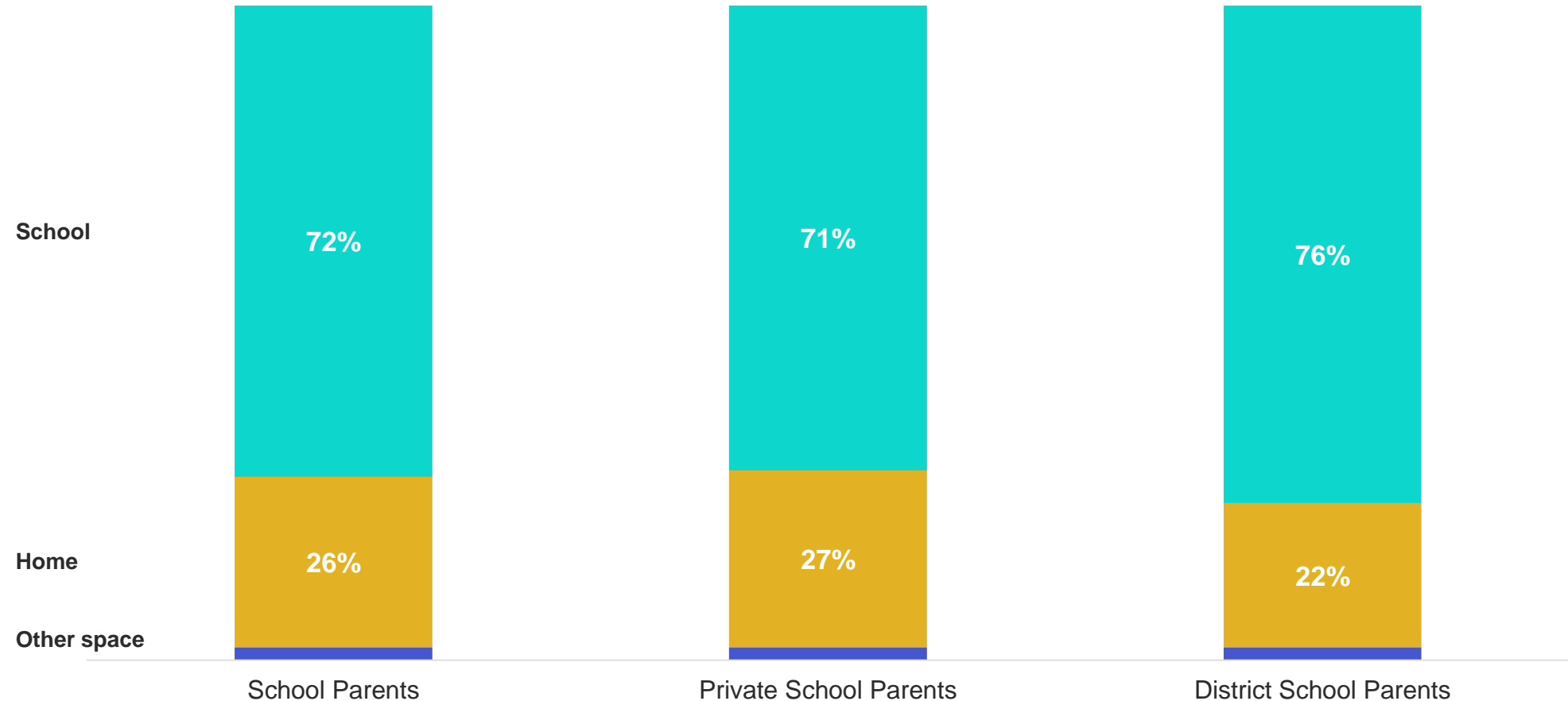
After the pandemic, if given the option, to what extent would you prefer schooling to be scheduled each week at home with a parent or tutor to provide the best education for your child?



The majority of school parents prefer teachers provide instruction in a physical school building.

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

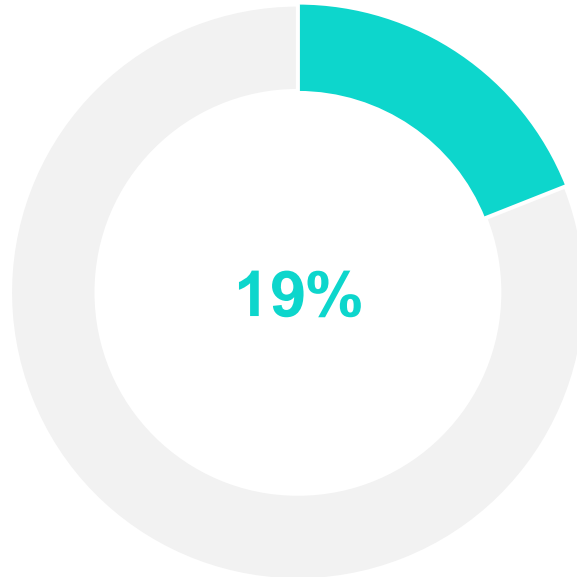
School Parents



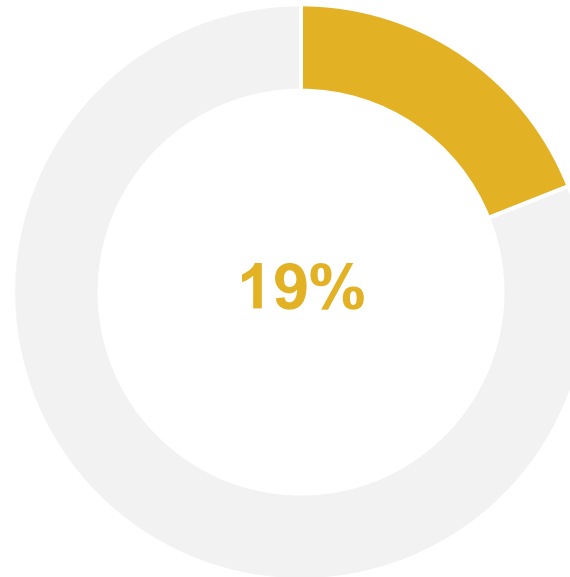
Nearly two-fifths of school parents say their family is participating in or looking to form/join a learning 'pod'.

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

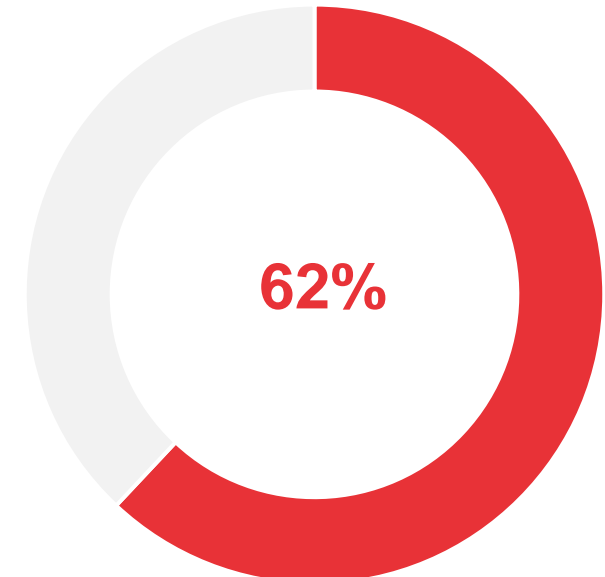
School Parents



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'

Private school families, as well as those living in urban environments with a college degree 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?

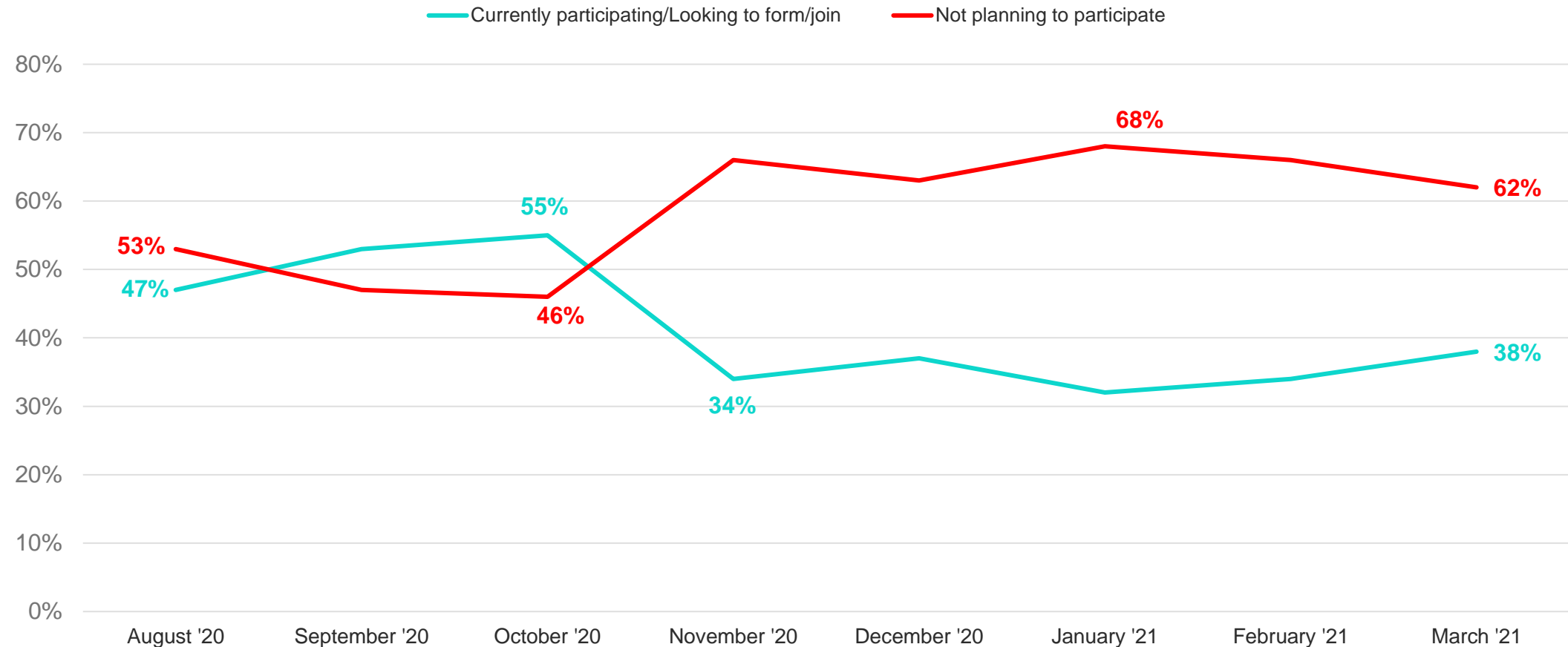
School Parents

Most Likely to Participate in / Form / Join a Pod			Vs February			Moderately Likely to Participate in / Form / Join a Pod			Vs February			Less Likely to Participate in / Form / Join a Pod			Vs February		
Private School Parent	70%	+15				Northeast	39%	-1				Suburban	31%	+4			
Urban	52%	+0				Non-Hispanic White	38%	+4				Low Income < \$35K	30%	-2			
Educ: Bachelors or Postgrad	50%	+7				West	37%	-4				Republican	28%	+0			
Democrat	49%	+3				Hispanic	36%	+1				Independent	28%	+6			
High Income: \$75K+	47%	+4				Midwest	33%	+12				Educ: < College	27%	-2			
Black	47%	+7				District School Parent	32%	+2				Small Town	24%	-7			
Home School Parent	41%	-9				Middle Income \$35K-\$75K	32%	+4				Rural	24%	-2			
South	40%	+4															

Participation in or consideration of joining a ‘pod’ has increased by four points this month.

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'

“I feel it's best for my child to learn with others opposed to learn by themselves.”

“To compensate as much as possible for the damage to my children's development caused by COVID-19.”

“It was recommended to me and it helps reduce chances of spreading coronavirus while giving kids a somewhat normal learning environment.”

WHY LOOKING TO FORM OR JOIN A 'POD'

“I'm interested because it would be good for the kids to be taught different things by different people.”

“To try to close the gap in my kid's schooling for this year.”

“Because it provides additional materials and experiences for my children that they can share with others.”

WHY NOT PLANNING TO PARTICIPATE IN A 'POD'

“I can't afford it and just don't think they are that useful.”

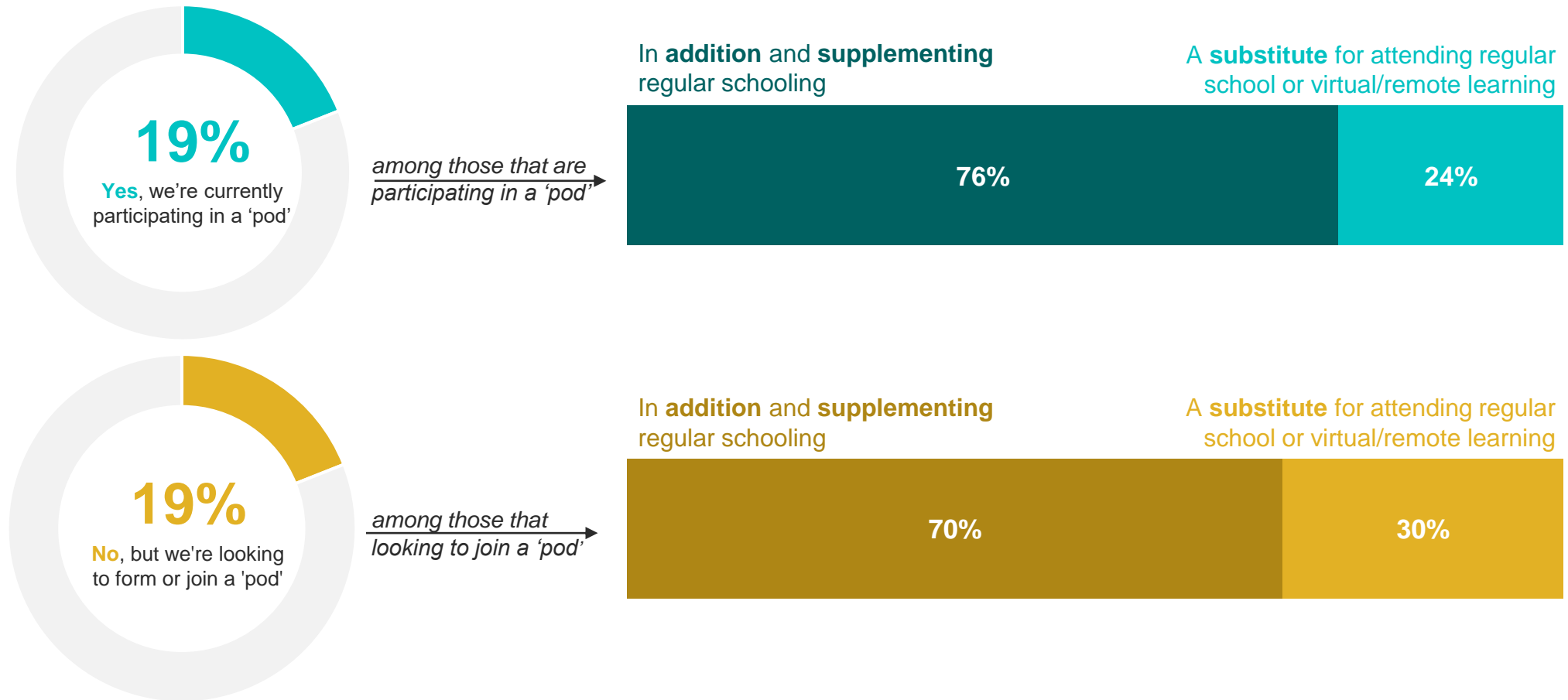
“Pods are not that different from school in general and, besides, I prefer home schooling.”

“I'm nervous about the potential spread of COVID-19 if my family was to participate in a pod.”

‘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...?

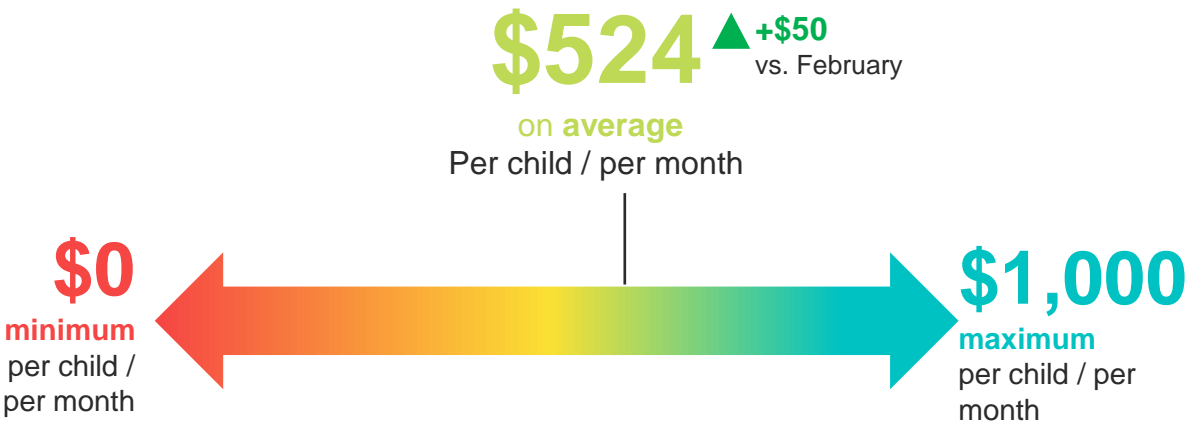
School Parents



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

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’



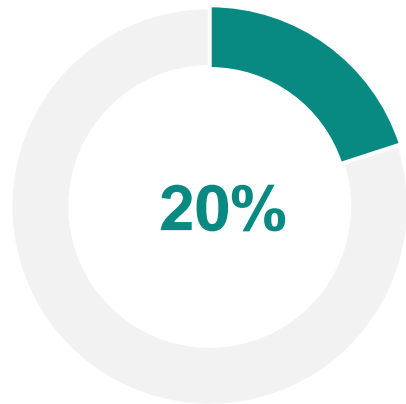
Average Willing to Spend Per Child/Per Month By Demographic		
Income	*Low Income < \$35K	\$417
	*Middle Income \$35K to < \$75K	\$473
	High Income \$75K+	\$598
Community Type	Urban	\$630
	Suburban	\$414
	*Small Town/Rural	\$381
Region	*West	\$525
	*Midwest	\$448
	South	\$544
	*Northeast	\$558

**indicates base size <n=100*

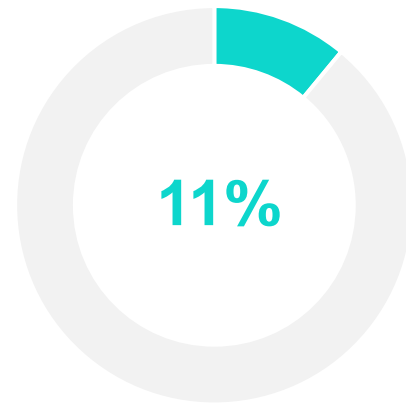
Just over two out of five school parents either have a child currently being tutored, are looking for a tutor, or will be looking for a tutor.

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

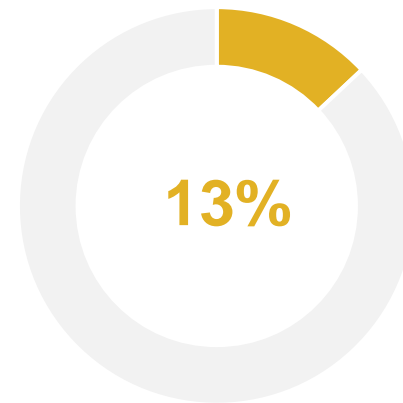
School Parents



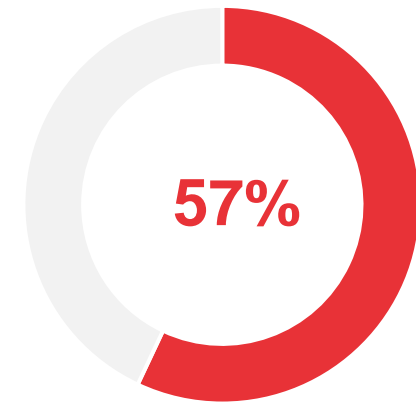
Yes, my child is currently being tutored



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 still the most likely to be seeking tutoring.

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

School Parents

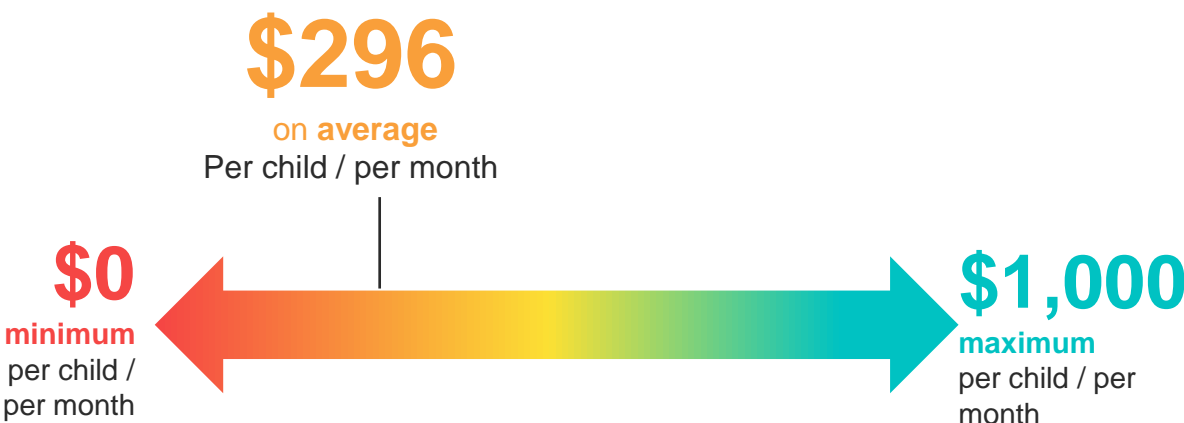
Groups Most Likely To Already Being / Looking to be Tutored			Groups Moderately Likely To Already Being / Looking to be Tutored			Groups Less Likely to Already Being / Looking to be Tutored		
		Vs February			Vs February			Vs February
Private School Parent	71%	+0	West	43%	-15	Republican	37%	+4
Urban	58%	+0	Hispanic	43%	-13	Suburban	36%	-1
Black	56%	+9	Home School Parent	43%	-10	Educ: < College	36%	-2
Educ: Bachelors or Postgrad	55%	+6	Northeast	40%	-7	Midwest	36%	+8
Democrat	52%	-1	Low Income < \$35K	40%	+0	Rural	35%	-1
South	49%	+9	District School Parent	40%	+4	Independent	34%	-3
High Income: \$75K+	48%	-5	Middle Income \$35K- \$75K	40%	+8	Small Town	29%	-2
Non-Hispanic White	44%	+5						

Those with higher incomes, living in urban areas, or in the West are the most likely to spend the most on tutoring for their child.

What would you be able and willing to spend, on a monthly basis, per child for tutoring outside of school hours?

School Parents

among those interested in or participating in a tutoring



Average Willing to Spend Per Child/Per Month By Demographic		
Income	*Low Income < \$35K	\$224
	*Middle Income \$35K to < \$75K	\$254
	High Income \$75K+	\$376
Community Type	Urban	\$412
	Suburban	\$245
	*Small Town/Rural	\$190
Region	*West	\$341
	*Midwest	\$250
	South	\$295
	*Northeast	\$292

**indicates base size <n=100*

AGENDA

COVID-19 AND SCHOOLING

SCHOOL CHOICE POLICIES

VIEWS ON K-12 EDUCATION

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

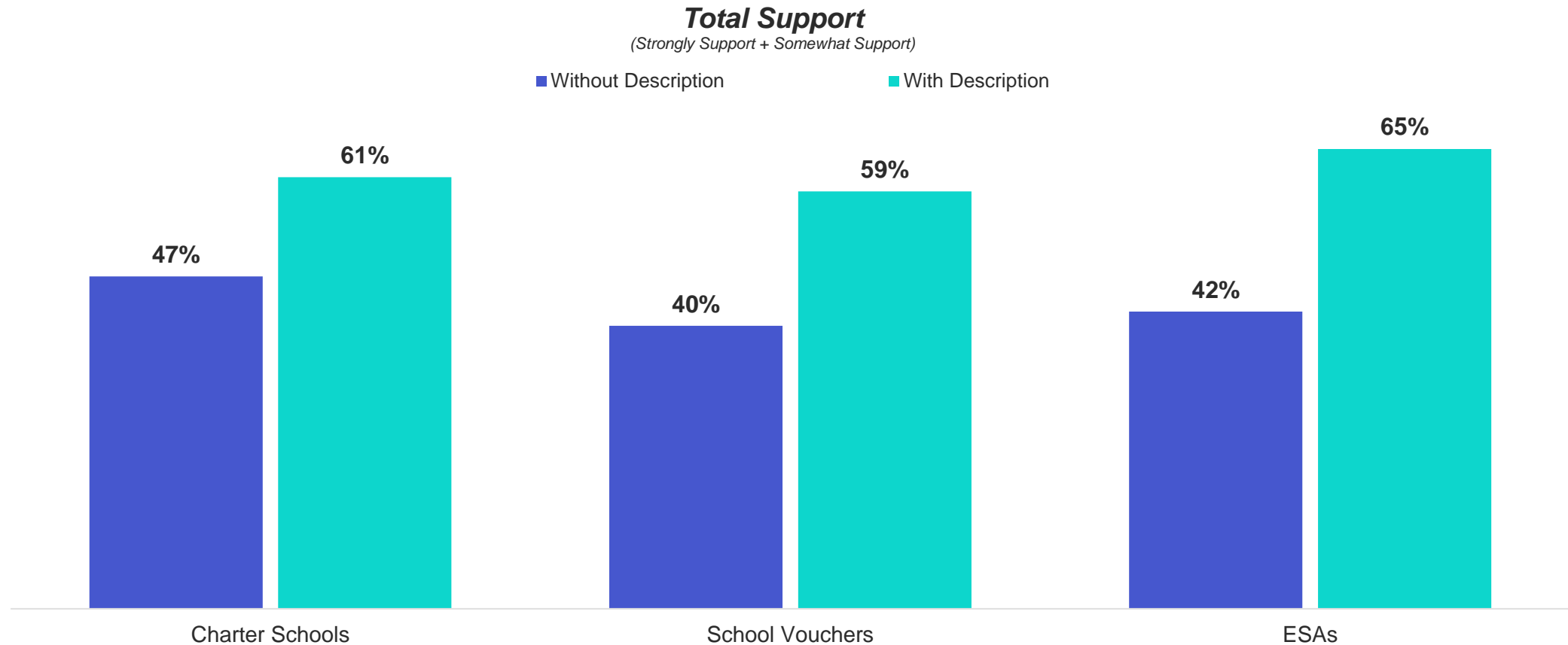
A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to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

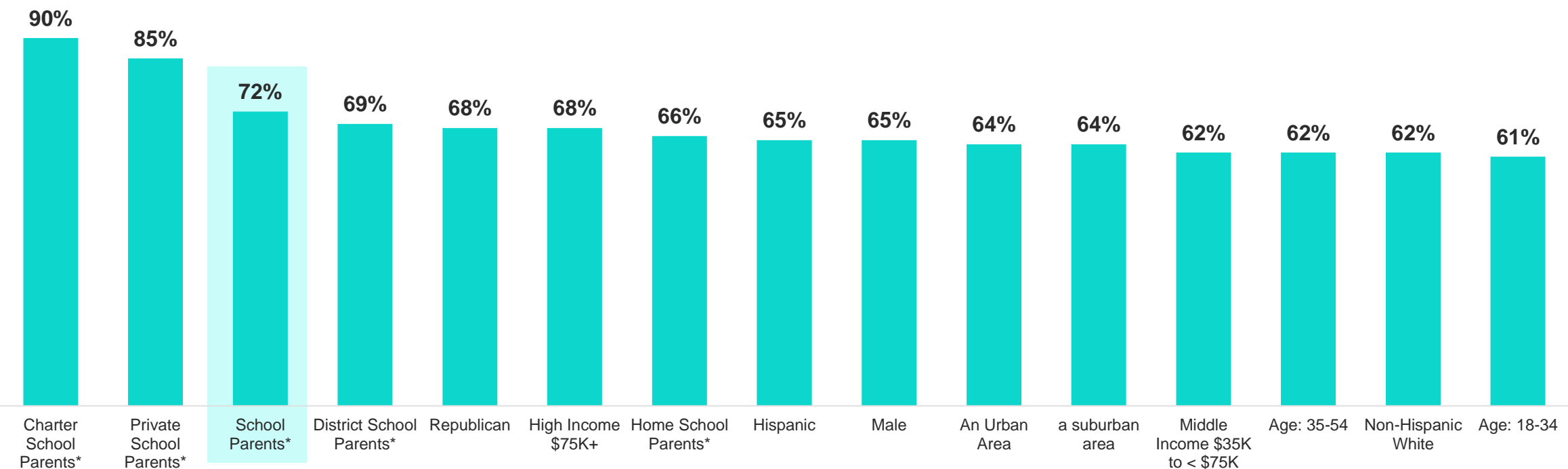


Just under three-fourths of school parents say they support public charter schools. There continues to be widespread support across demographics.

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 has decreased among several demographic groups in March.

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

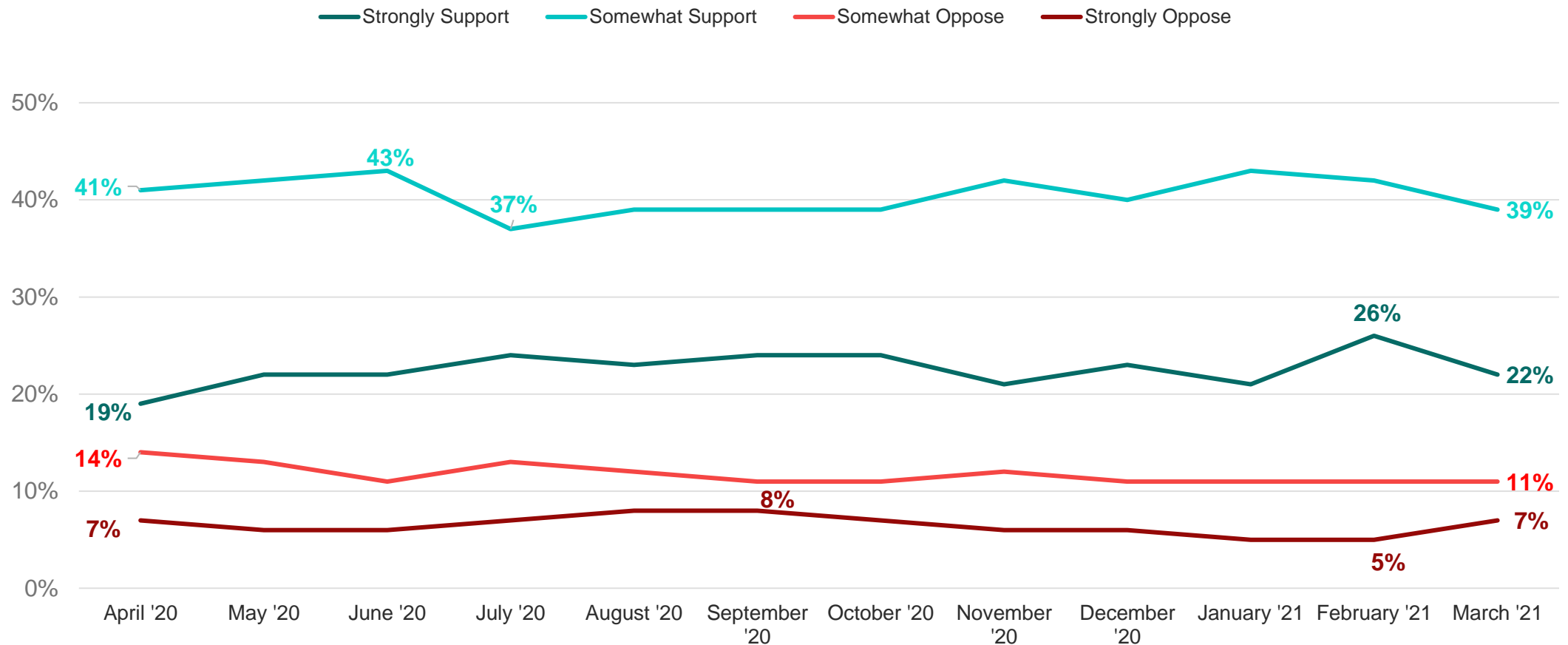
Most Supportive

	Vs February			Vs February			Vs February	
Republican	68%	-7	Suburban	64%	-2	South	59%	-12
			Urban	64%	-4	Baby Boomer	59%	-5
High Income \$75K+	68%	-3				Small Town	58%	-11
			West	63%	-7			
Educ: Bachelors or Postgrad	68%	-1	Middle Income \$35K to < \$75K	62%	-8	Midwest	58%	-2
						Educ: < College	58%	-9
Northeast	67%	+3	Gen X	62%	-5	Low Income < \$35K	57%	-7
			Non-Hispanic White	62%	-4			
Hispanic	65%	-9	Independent	60%	-7	Gen Z	55%	-20
						Black	54%	-15
Millennials	65%	-5	Democrat	60%	-2	Rural	53%	-17

‘Strong support’ of charter schools decreased by four points in March.

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

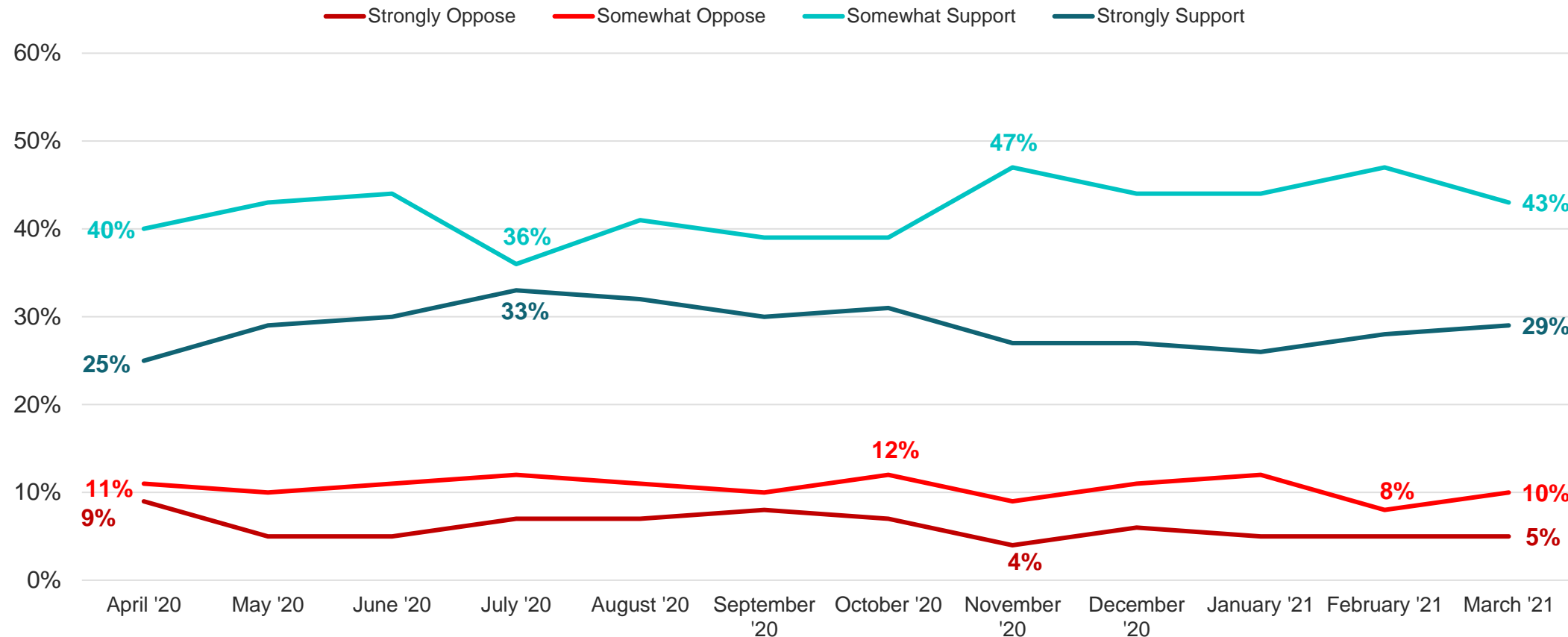


Note: Don't know/no opinion responses are not shown.

Overall support for charter schools has decreased slightly among school parents in March.

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



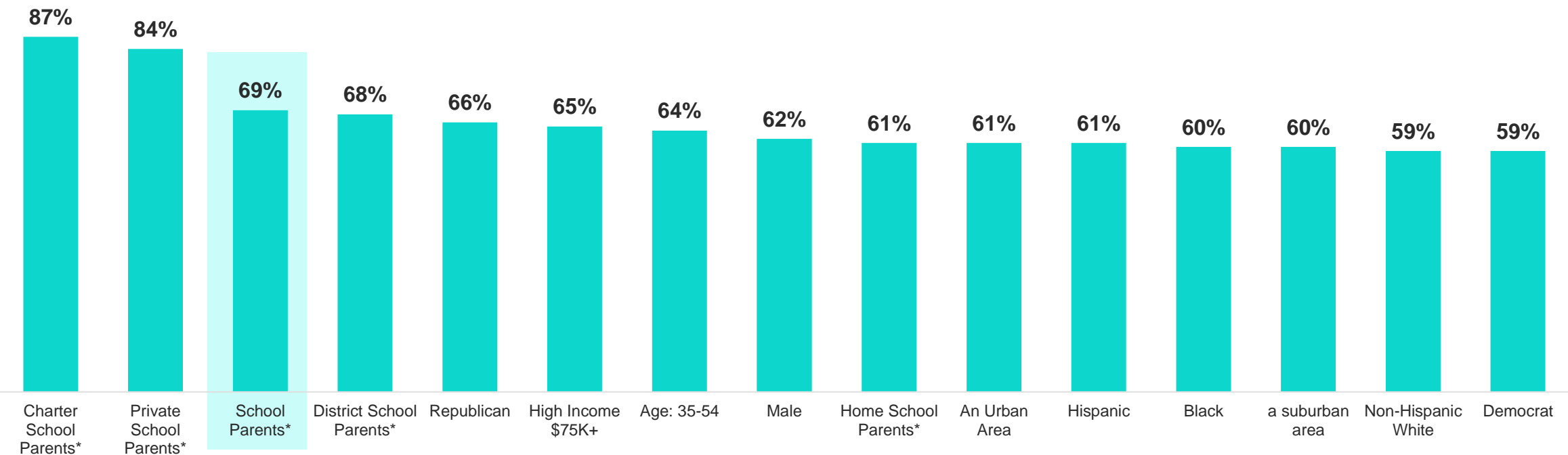
Note: Don't know/no opinion responses are not shown.

Just under seven out of 10 parents say they support school vouchers. There is broad support across all 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 decreased across several demographic groups in March; especially GenZers and those living in rural areas.

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?

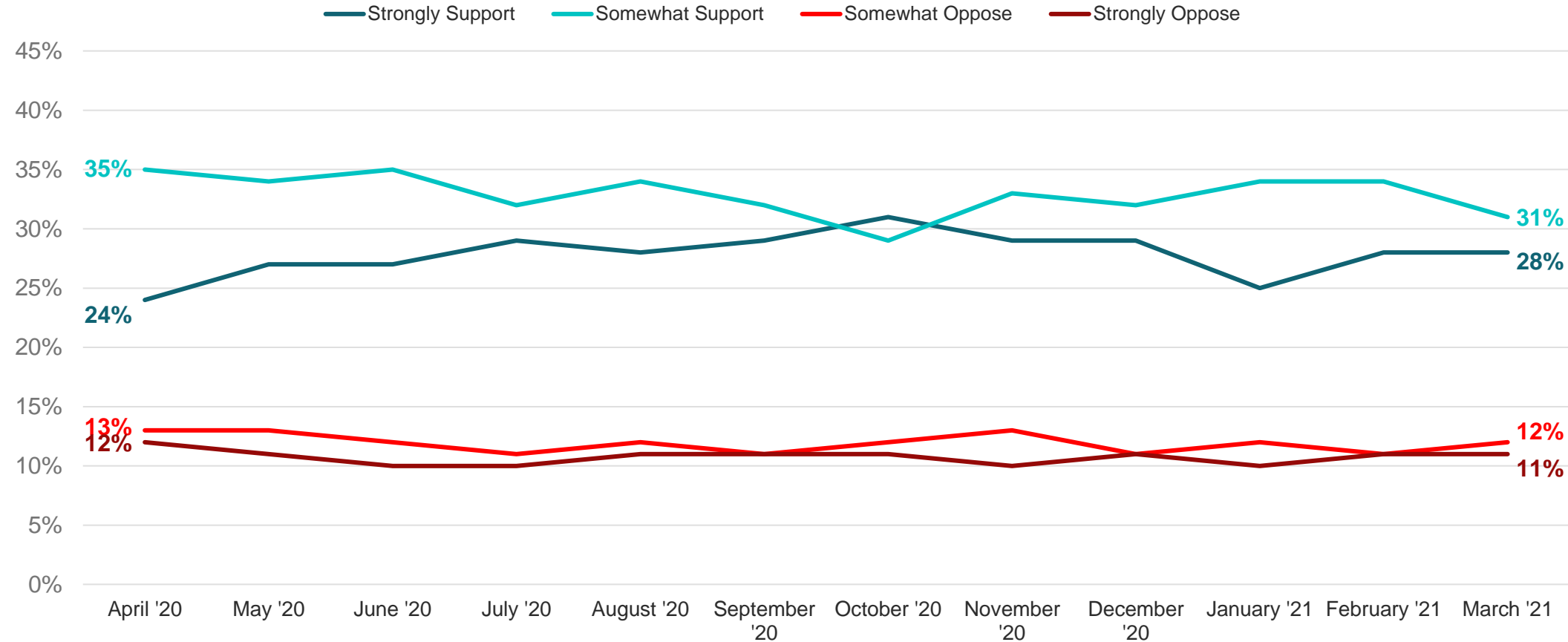
All Adults

Most Supportive								
		Vs February			Vs February			Vs February
Republican	66%	-2	Black	60%	-9	West	55%	-5
Millennials	65%	-2	Suburban	60%	+1	Midwest	55%	-8
High Income \$75K+	65%	+0	Northeast	60%	+0	Independent	54%	-9
Gen X	63%	+1	Democrat	59%	+2	Baby Boomer	54%	-3
Educ: Bachelors or Postgrad	62%	+3	Non-Hispanic White	59%	-1	Rural	53%	-12
South	62%	-1	Low Income < \$35K	57%	-3	Gen Z	49%	-18
Hispanic	61%	-1	Educ: < College	57%	-6			
Urban	61%	-1	Small Town	57%	-7			
			Middle Income \$35K-\$75K	57%	-6			

The public's soft support for school vouchers decreased by three points in March.

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

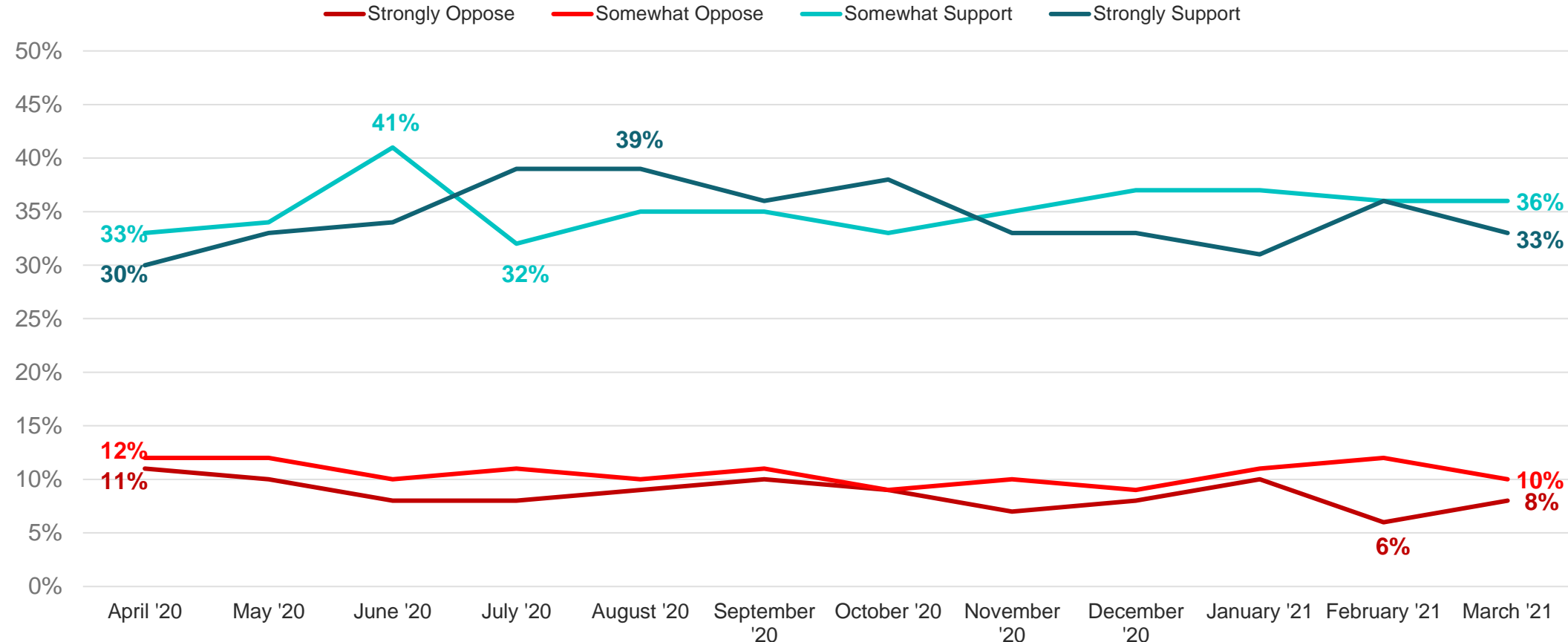


Note: Don't know/no opinion responses are not shown.

Parents' strong support for school vouchers decreased by three points in March.

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



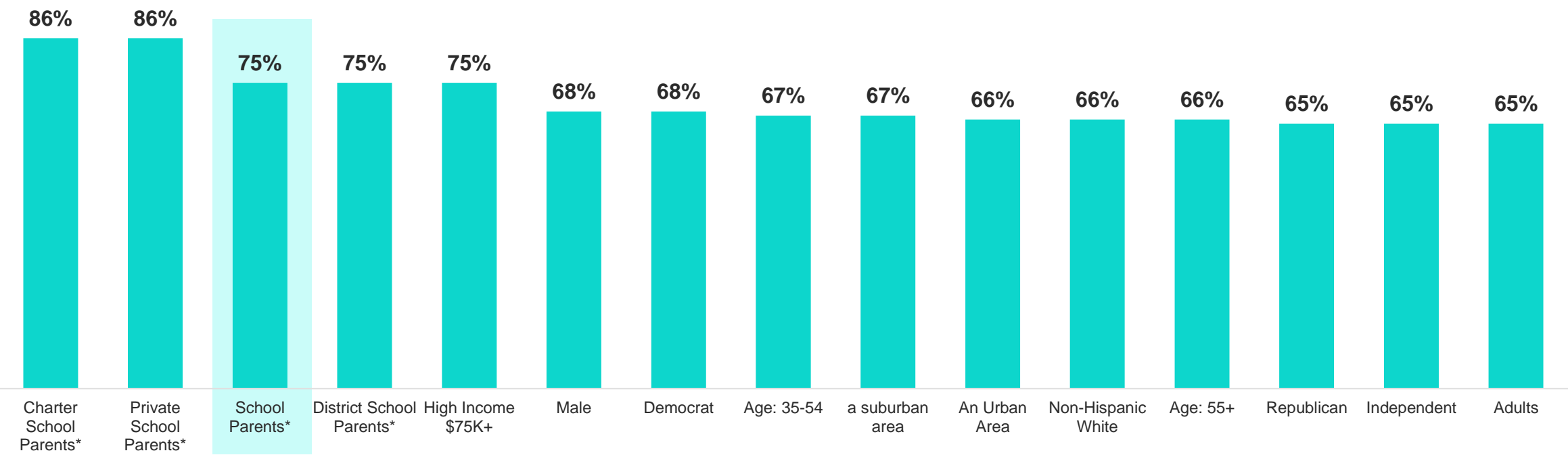
Note: Don't know/no opinion responses are not shown.

Three out of four school parents say they support ESAs. There is a wide range of support among all 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 GenZers, African Americans, and those living in the Midwest.

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

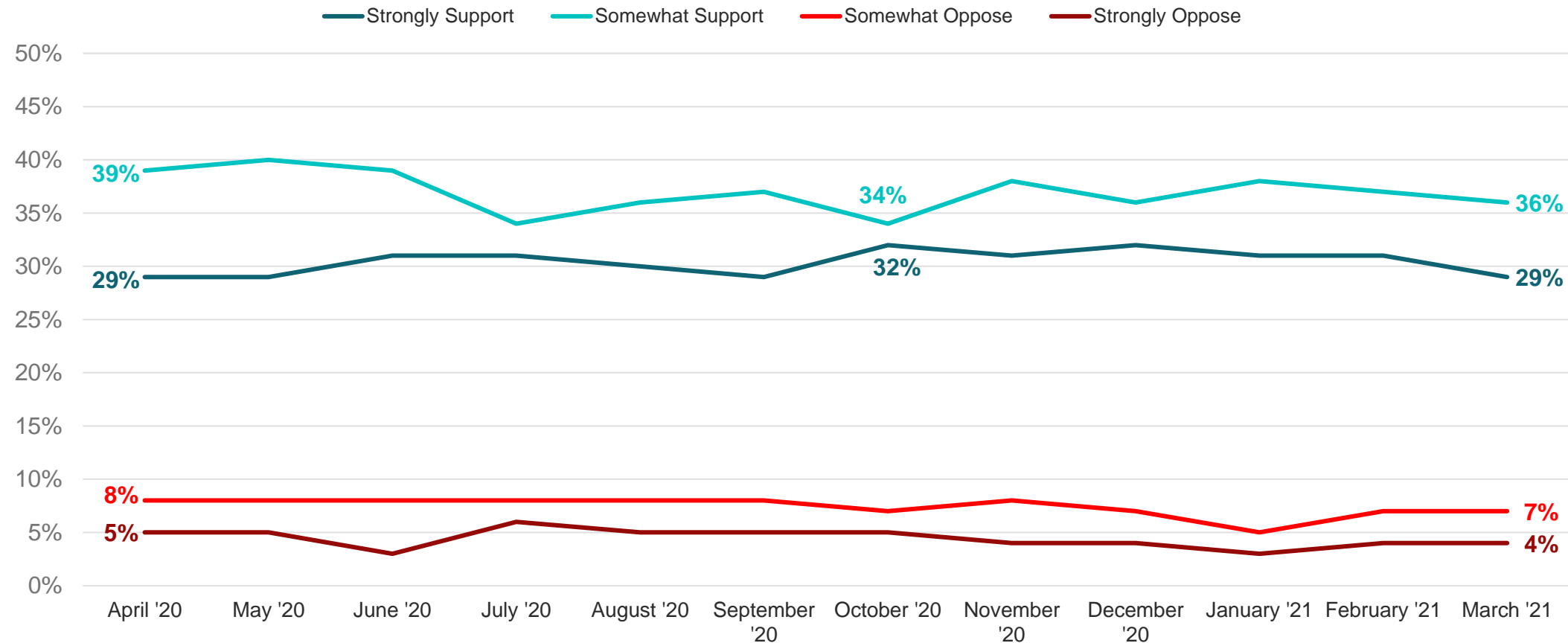
Most Supportive

	Vs February			Vs February			Vs February	
Educ: Bachelors or Postgrad	77%	+4	South	66%	-5	Small Town	63%	-6
High Income \$75K+	75%	-1	Urban	66%	-3	Hispanic	62%	-6
Northeast	69%	+5	Baby Boomer	66%	+1	Rural	60%	-8
Democrat	68%	-3	Non-Hispanic White	66%	-2	Educ: < College	60%	-6
Millennial	67%	-4	West	65%	+1	Low Income < \$35K	60%	-4
Gen X	67%	+0	Independent	65%	-1	Midwest	60%	-11
Suburban	67%	-1	Republican	65%	-4	Black	59%	-10
			Middle Income \$35K-\$75K	64%	-4	Gen Z	57%	-17

In March, 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

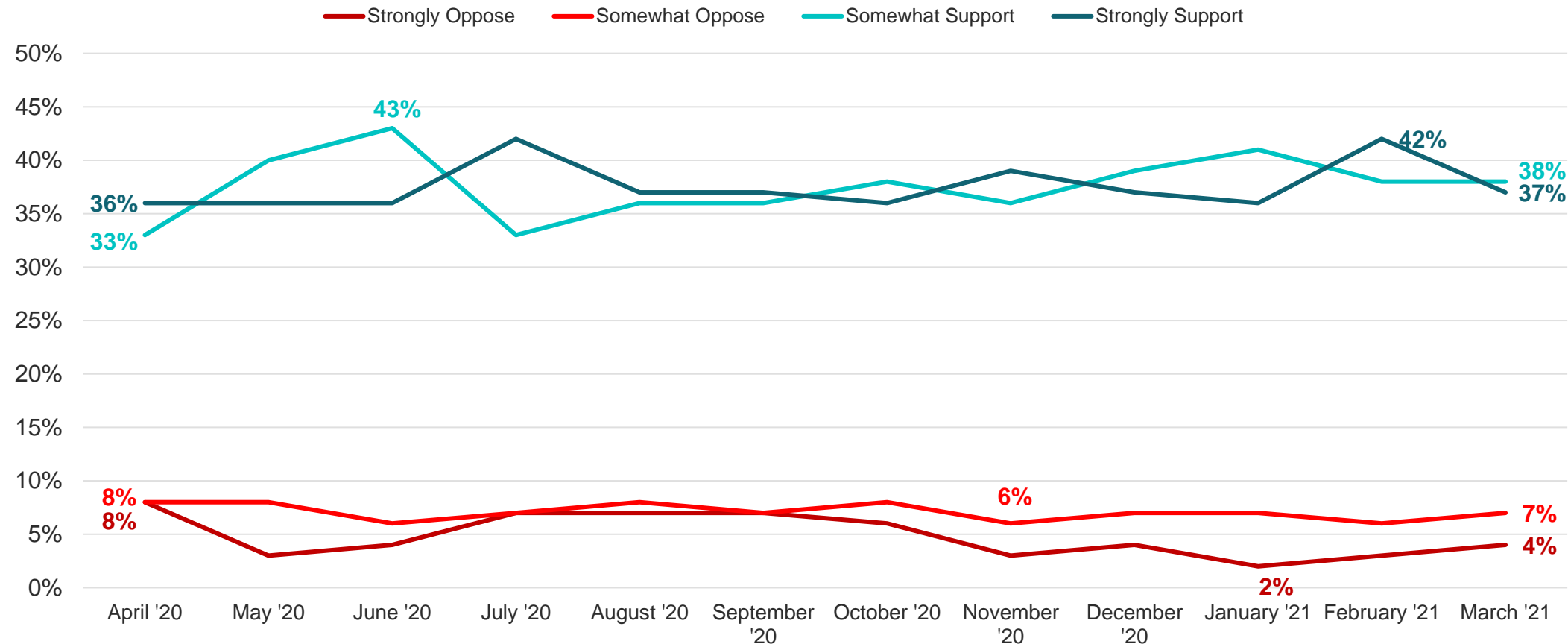


Note: Don't know/no opinion responses are not shown.

Among school parents, strong support for ESAs decreased by five points in March.

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

SCHOOL CHOICE POLICIES

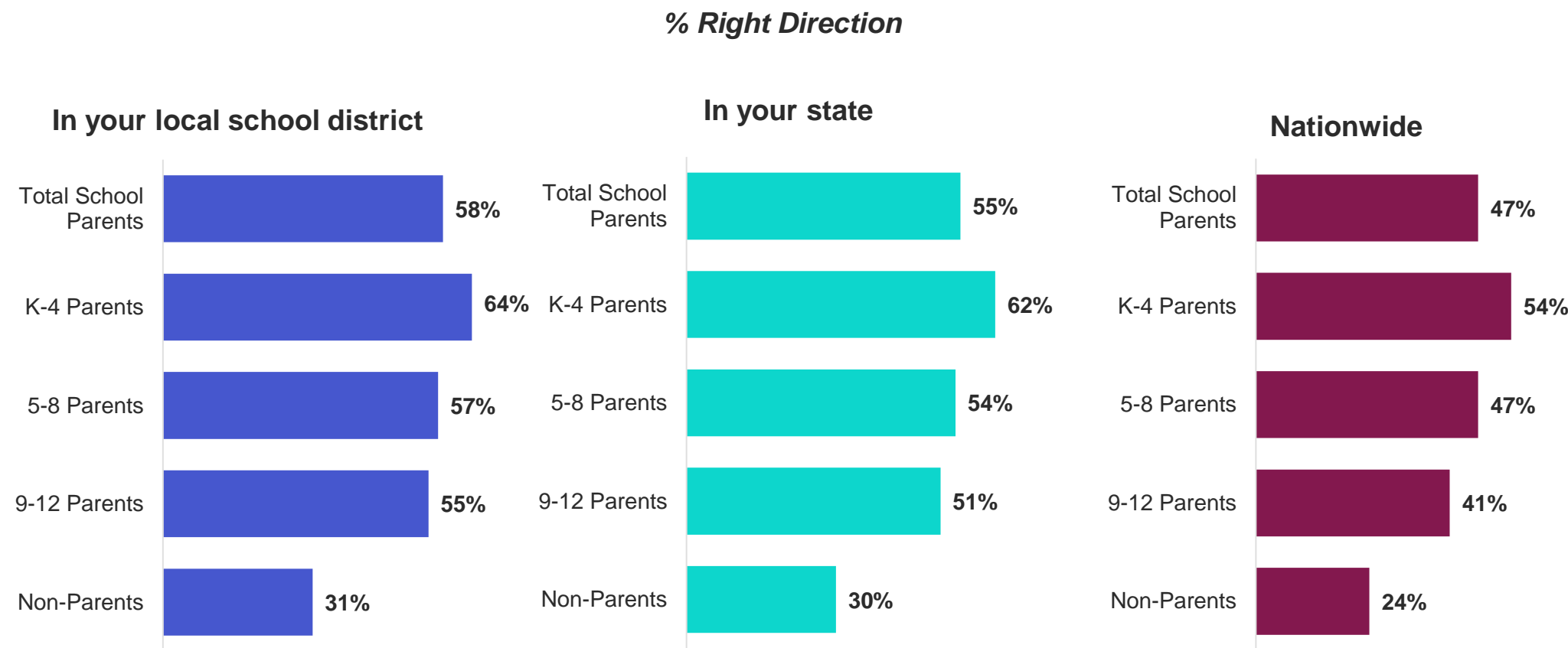
VIEWS ON K-12 EDUCATION

SURVEY PROFILE AND DEMOGRAPHICS



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

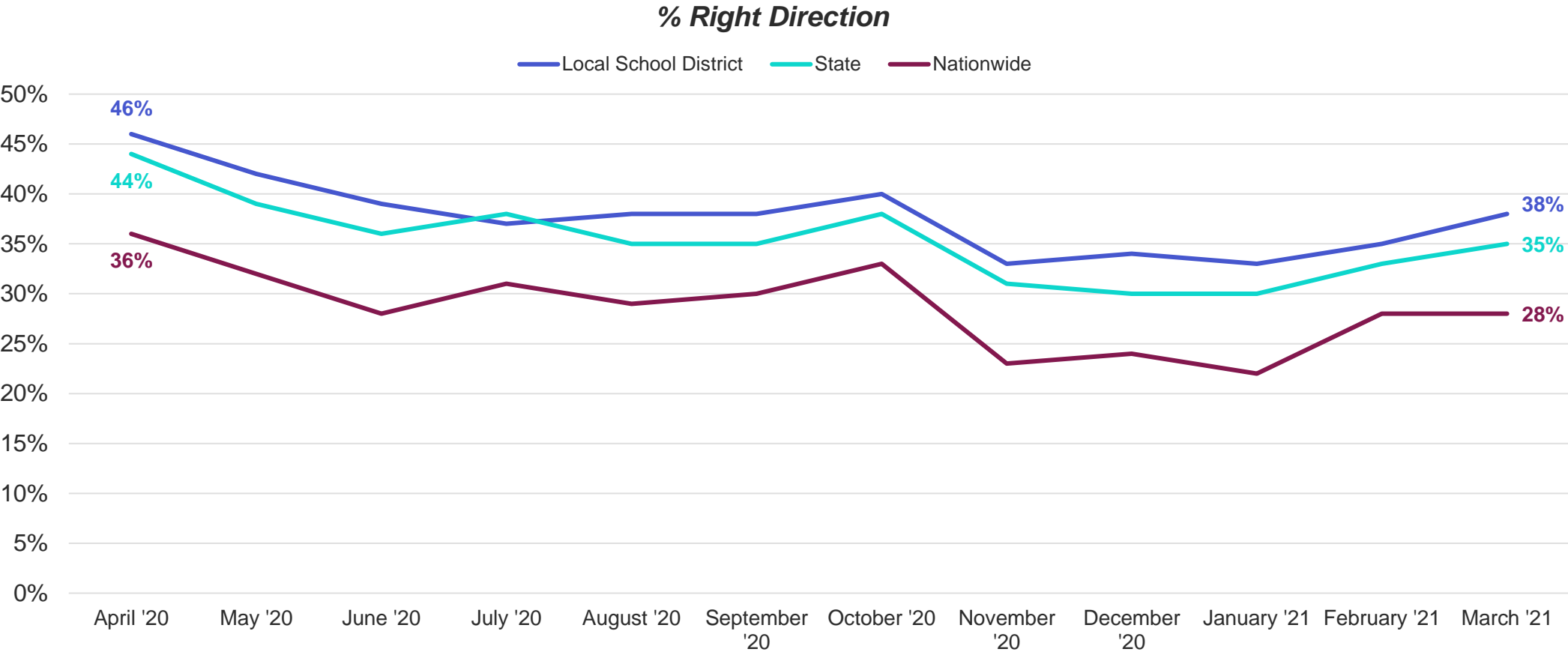
Do you feel things in K-12 Education are generally going in the right direction, or do you feel things have generally gotten off on the wrong track?



Positive sentiment about the direction of education remains lower than it was one year ago.

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?

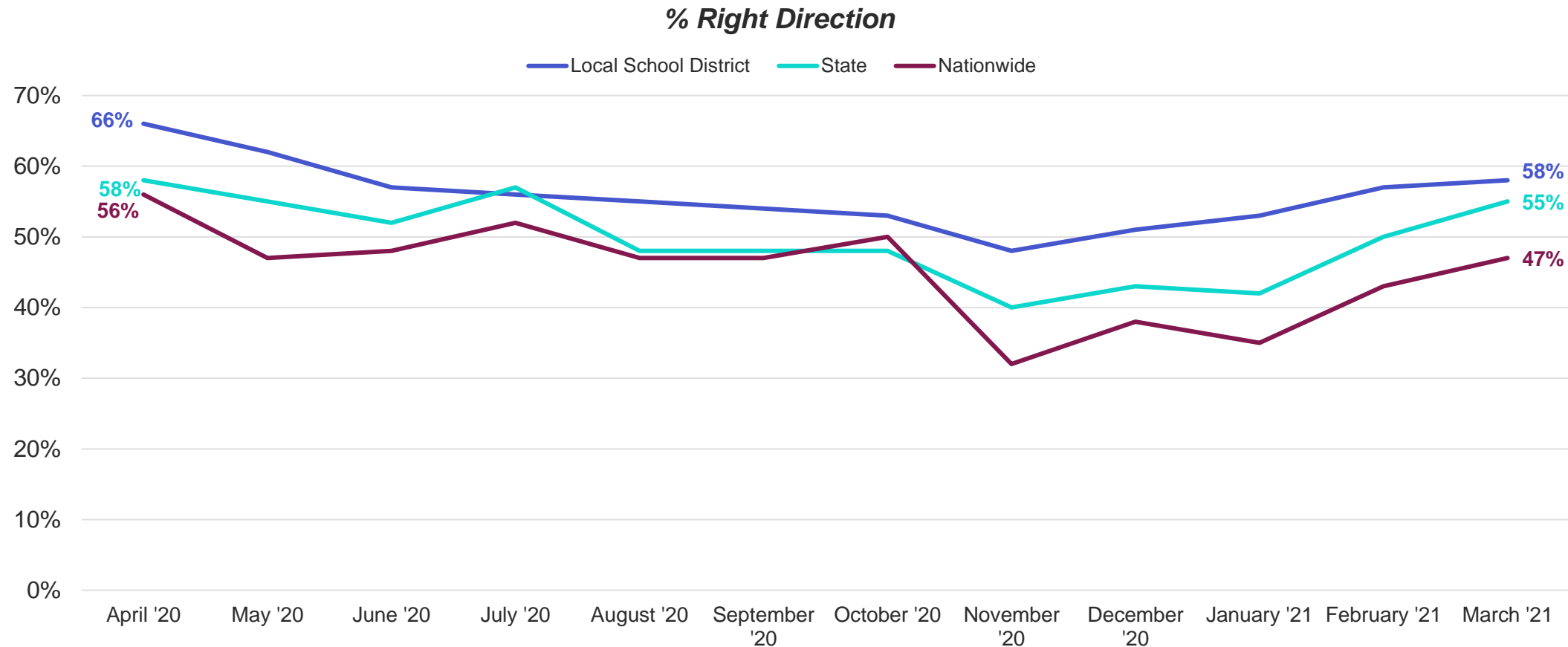
All Adults



Parents' positive sentiments about K-12 education have continued to increase 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 both focus on core subjects and 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 **42%**

-  Core academic subjects (58%)
-  Become independent thinkers (45%)
-  Socialization (44%)
-  How to be good citizens (44%)
-  Skills for future employment (41%)
-  Values, moral character, religious virtues (38%)
-  To fix social problems (22%)

Grades 9-12

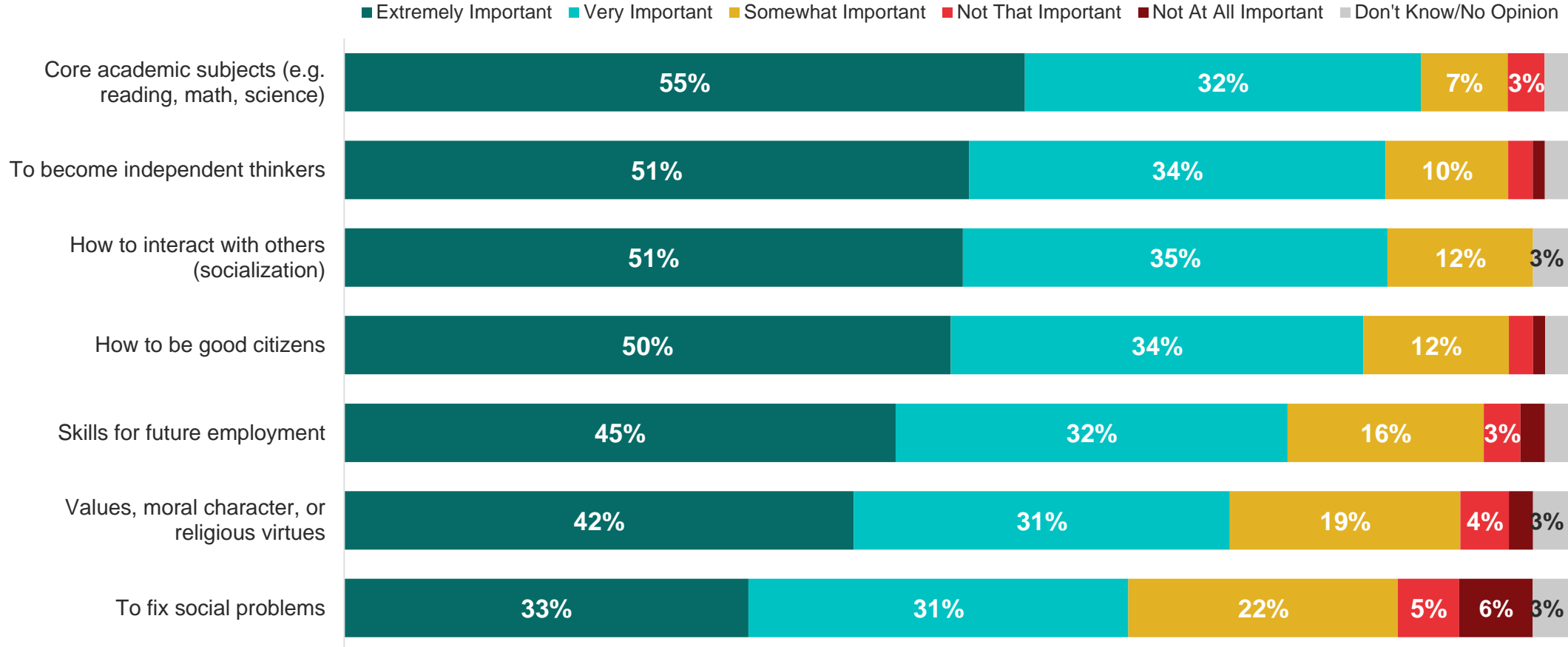
Average % selected Extremely Important **45%**

-  Skills for future employment (55%)
-  Core academic subjects (55%)
-  Become independent thinkers (49%)
-  How to be good citizens (47%)
-  Socialization (43%)
-  Values, moral character, religious virtues (39%)
-  To fix social problems (27%)

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...

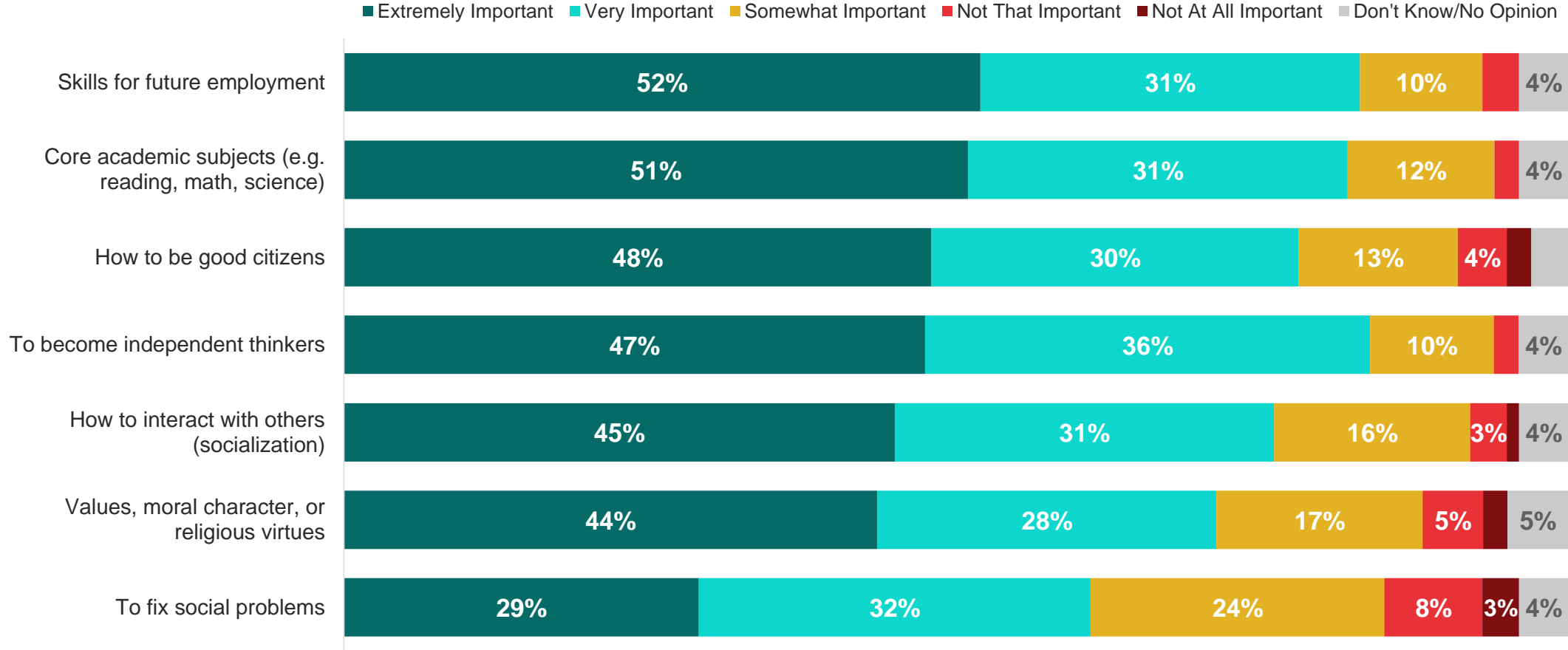
School Parents



School parents are most likely to say that high school should focus on skills for future employment and core academic subjects.

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...

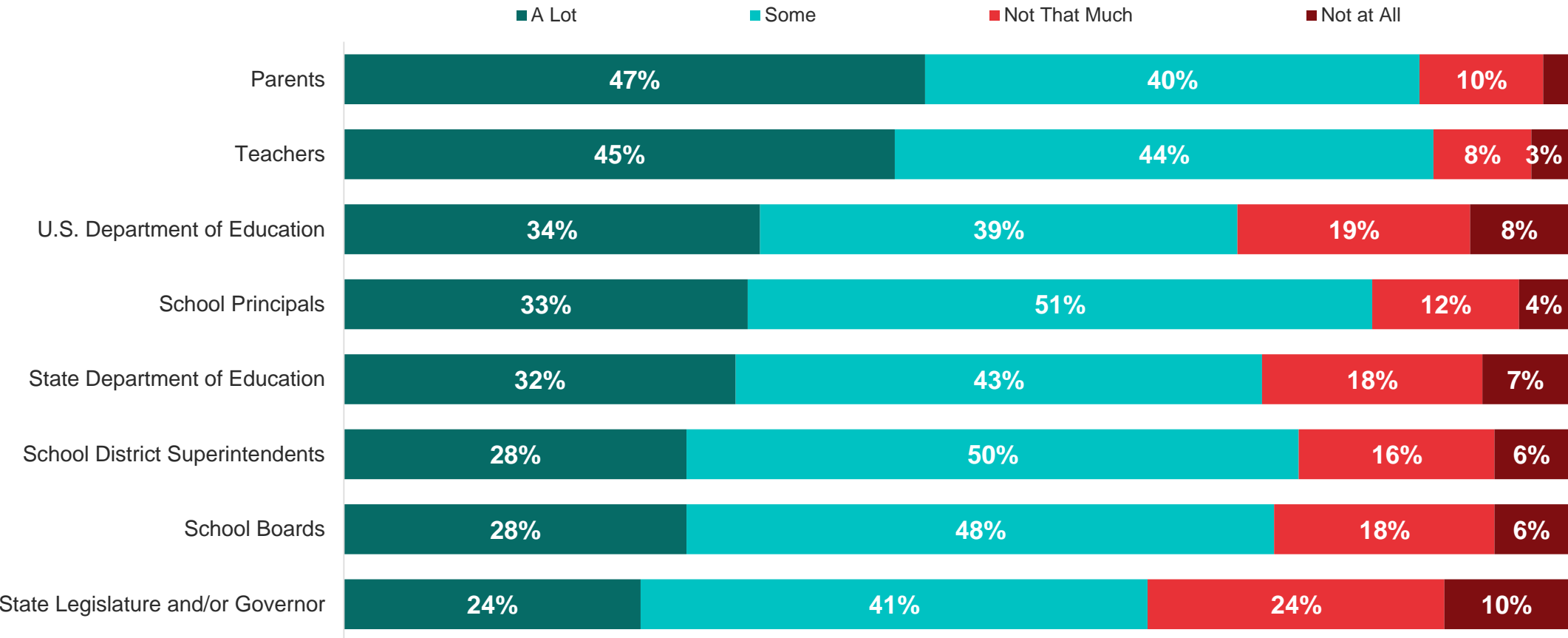
School Parents



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, 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.

 = \$1,000

Median Estimate

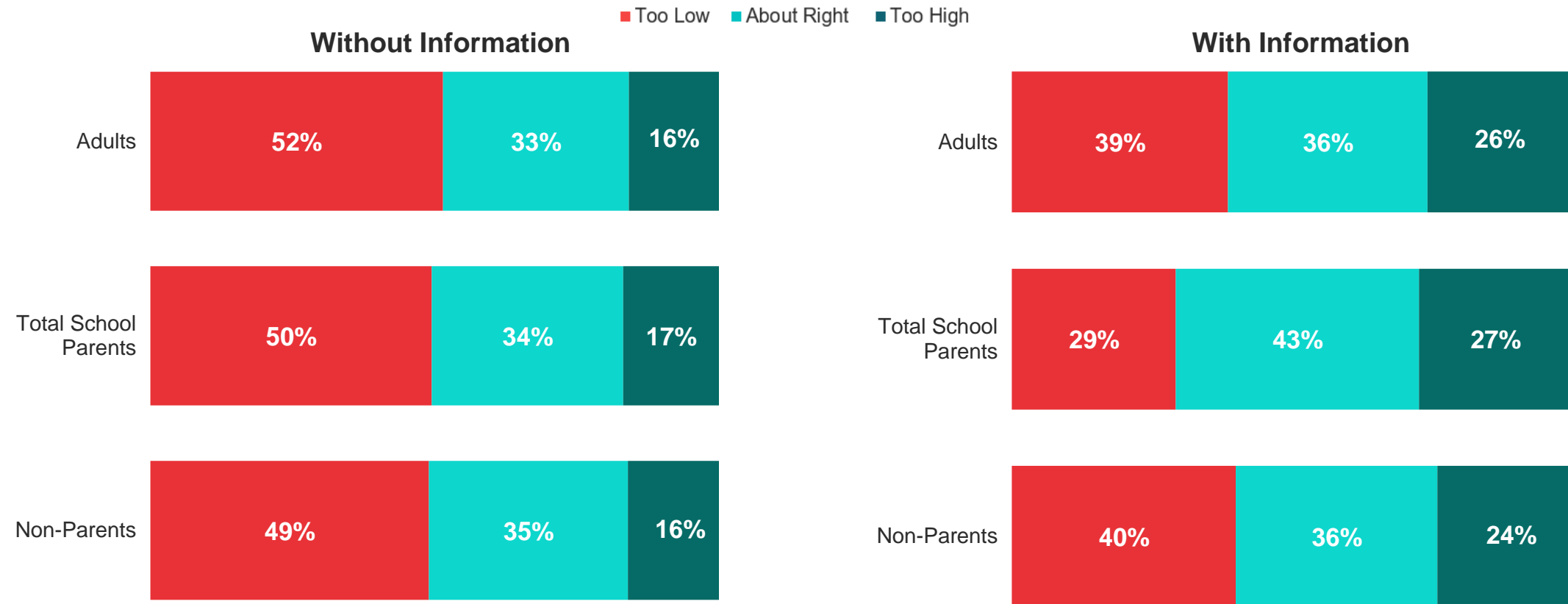
FY18 State Actuals	
Maximum	\$22,845
Mean	\$12,485
Minimum	\$7,525



When given actual spending information, the general public and school parents are both much less likely to believe school spending per student is ‘too low’.

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

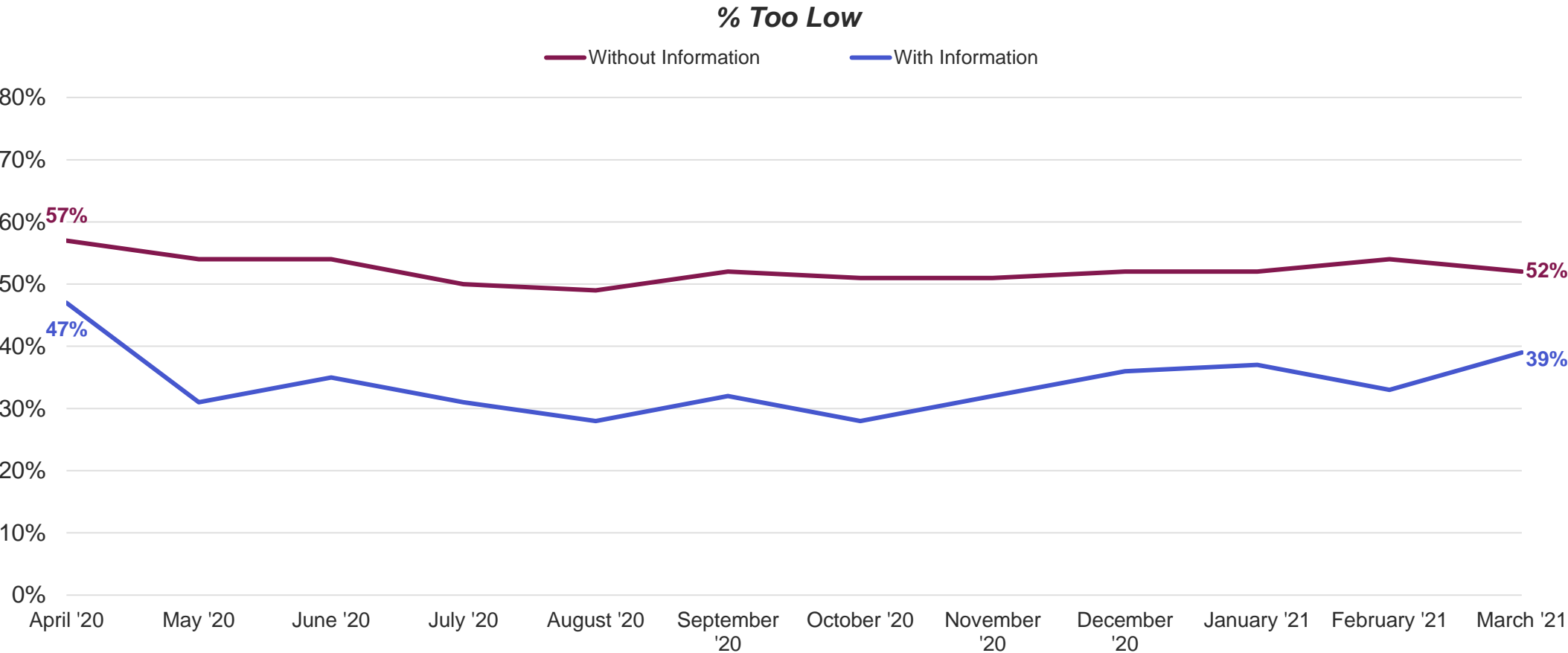
On average, [STATE] spends \$_____ per student attending public school each year. Do you believe public school funding is:



The gap has tightened 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



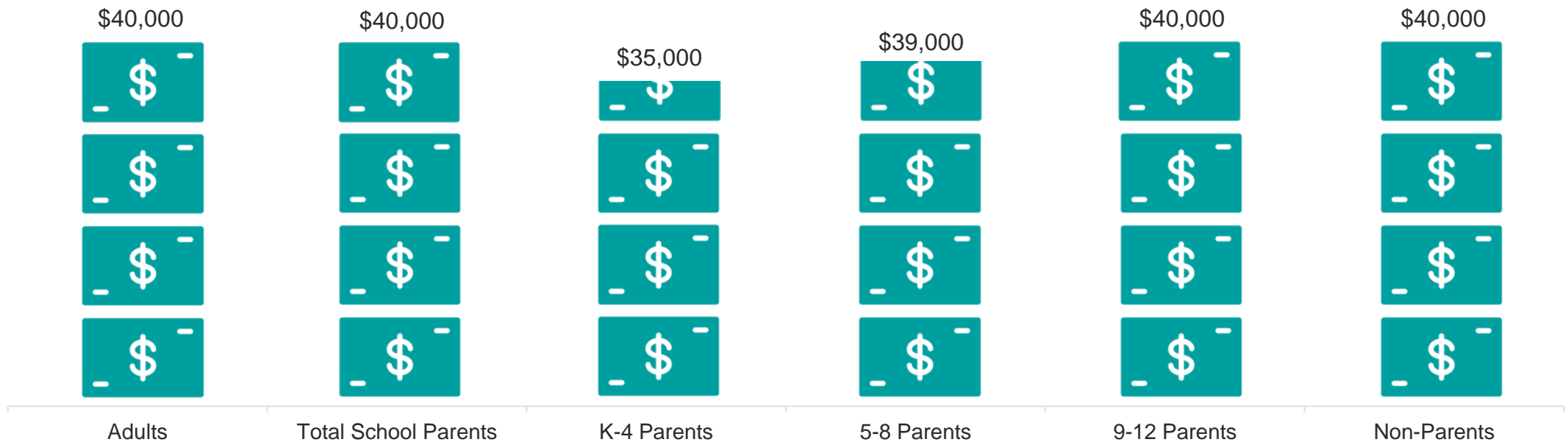
Americans believe their state’s teachers make just below the lowest reported average state salary.

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

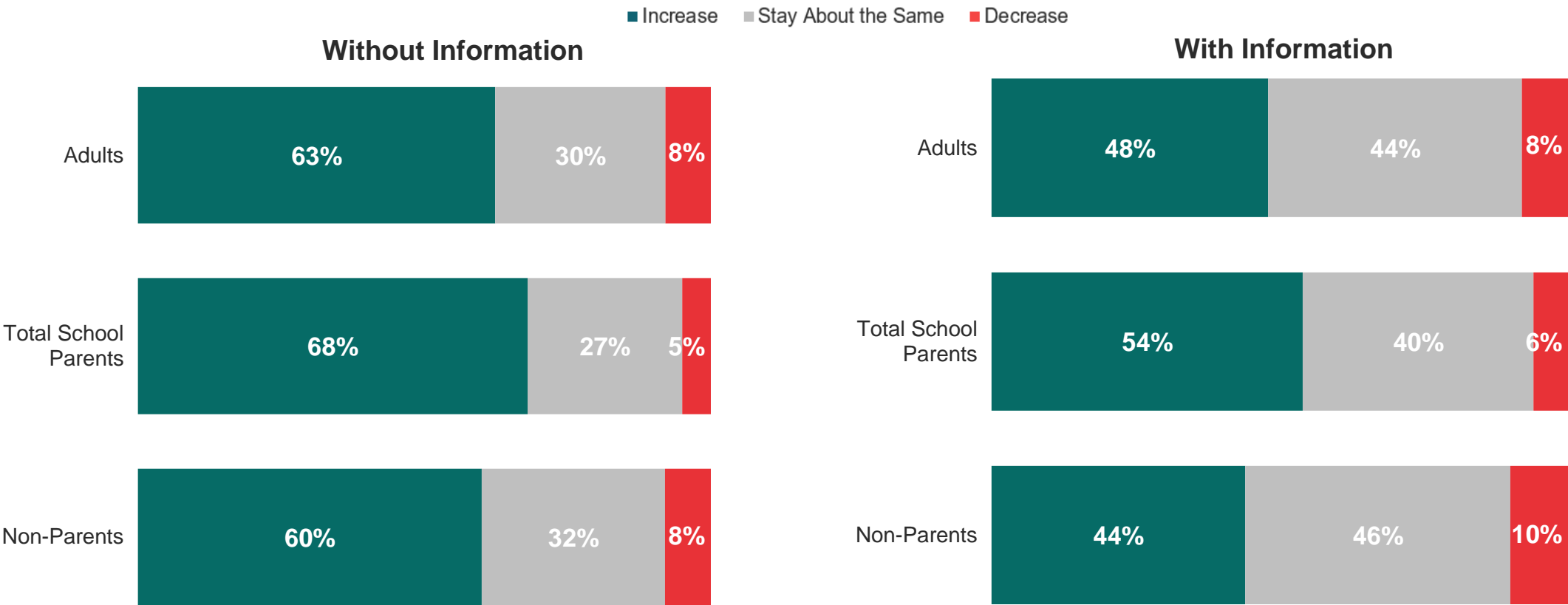
Median Estimate



Americans are less likely (-15 points) to say teacher salaries should increase when given a publicly reported statistic.

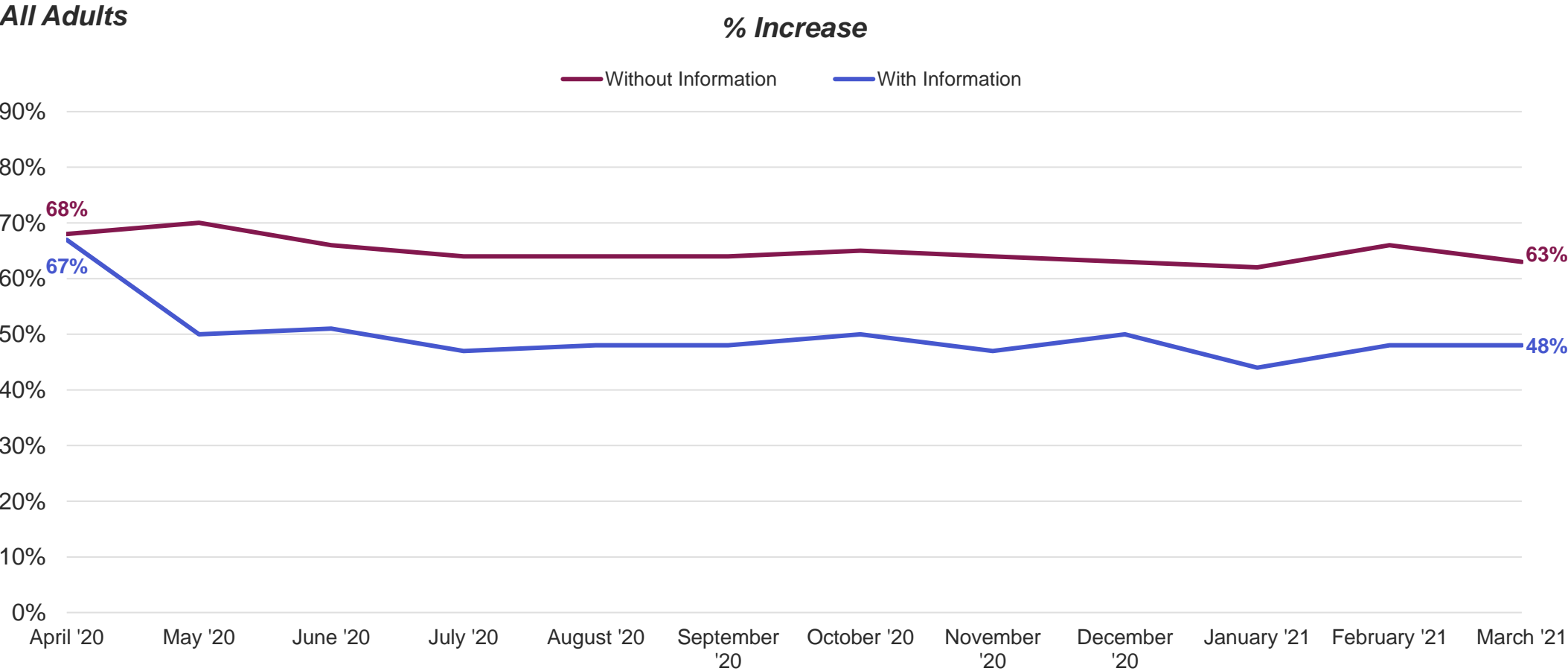
Do you think that public school teacher salaries in your state should:

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:



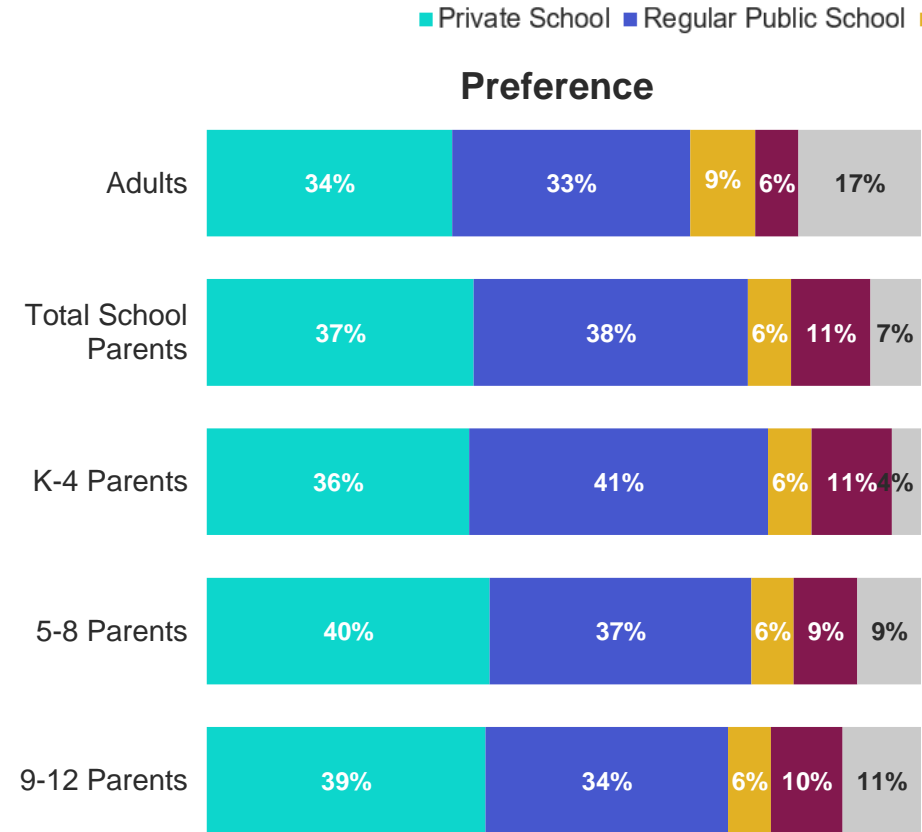
The percentage of Americans who believe teacher salaries should increase—whether they received information or not—has remained mostly steady since last month.

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:
:

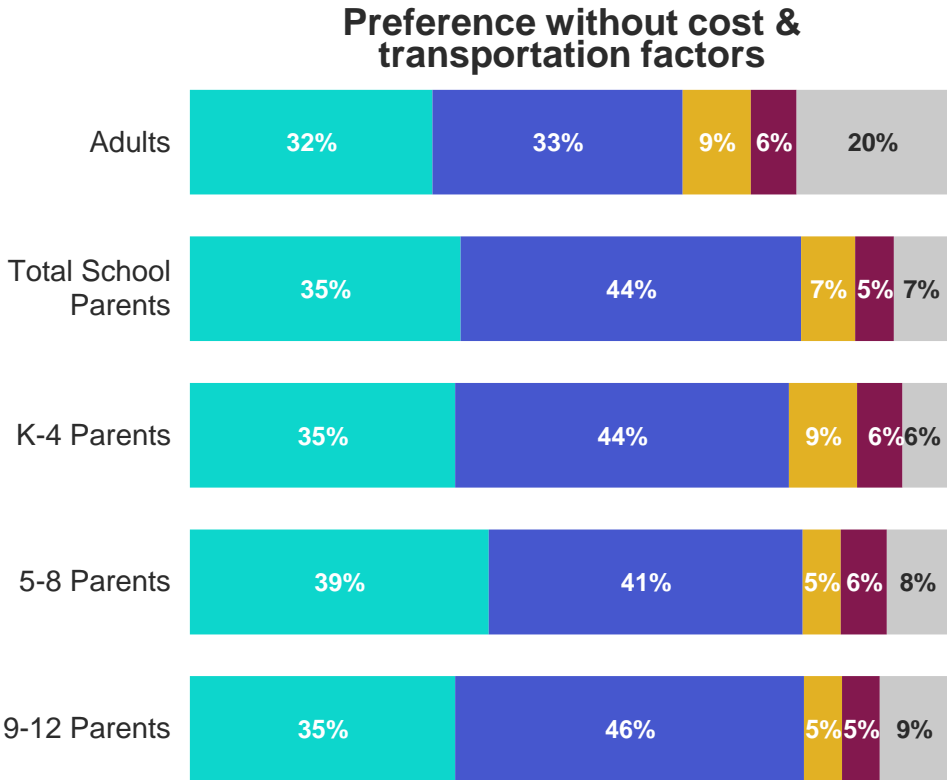


When cost and transportation are not factors, more than one-third of school parents prefer a private school; less than half would select a public school.

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



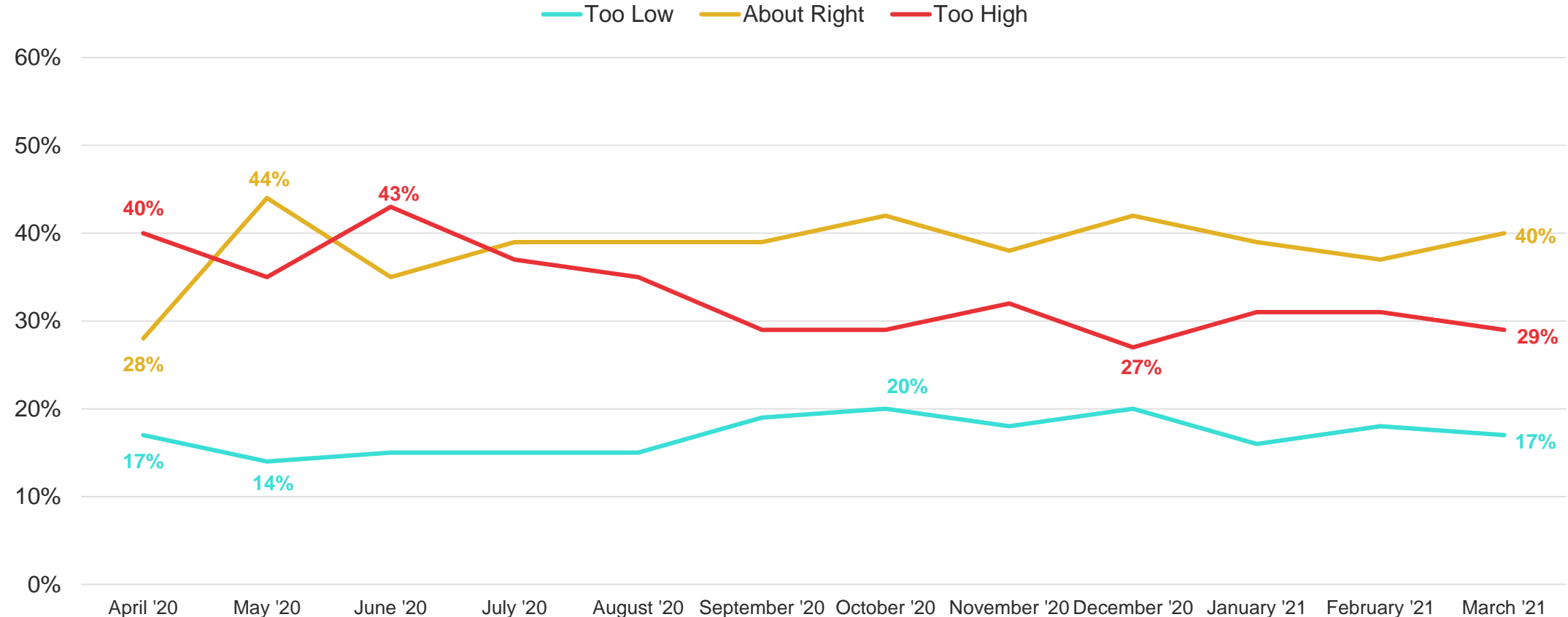
If given the option, and neither financial costs nor transportation were factors, what type of school would you select in order to obtain the best education for your child?



Two out of five parents currently say the amount of standardized testing is 'about right.'

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:

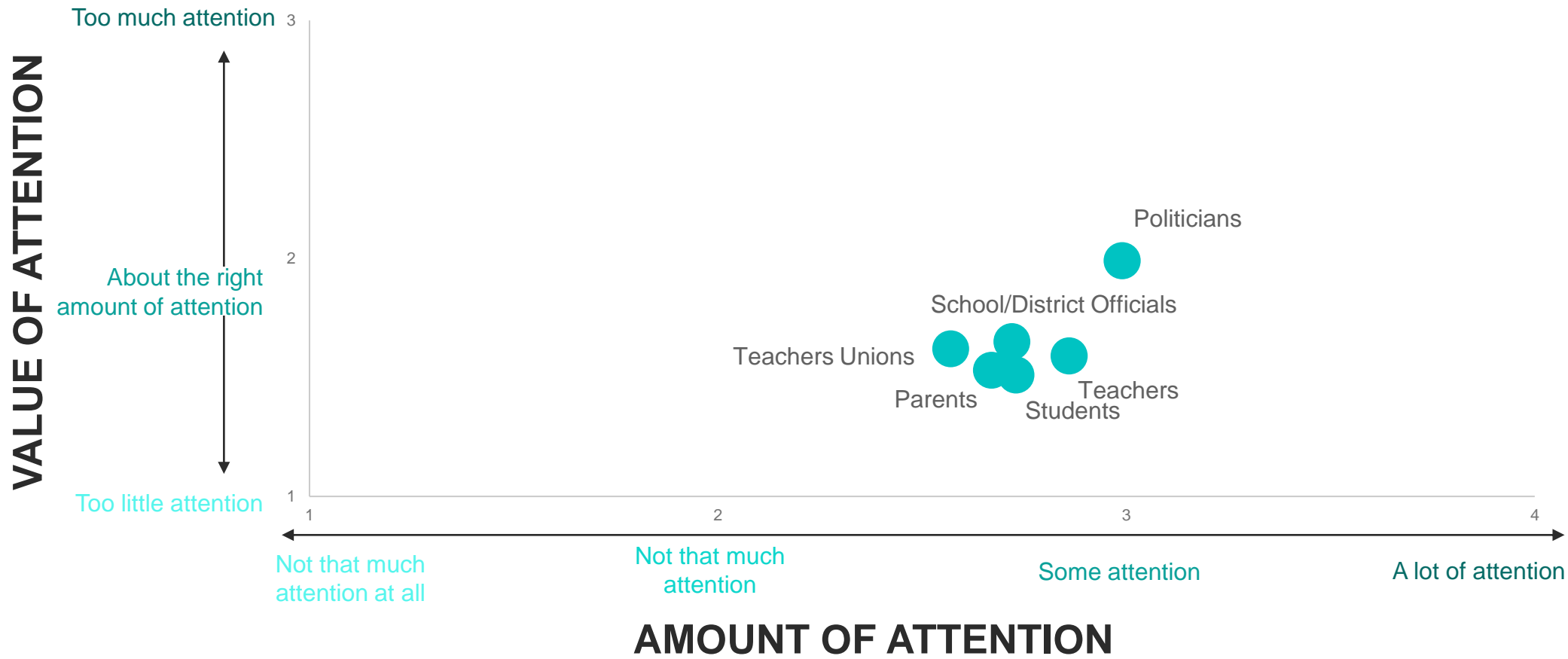
School Parents



School parents believe the media gave the most attention to politicians when covering school closings and re-openings.

How would you rate the press/news media attention to each of the following groups when covering school closings/re-openings?

School Parents



Note: Don't know/no opinion responses are not shown. Data is based on average scores:

AGENDA

COVID-19 AND SCHOOLING

SCHOOL CHOICE POLICIES

VIEWS ON K-12 EDUCATION

SURVEY PROFILE AND DEMOGRAPHICS



Survey Profile, 1

Dates	March 11-23, 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 = 12.70 minutes, Oversample Median = 15.89 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)	± 2.50 percentage points (Gen Pop), ± 3.81 percentage points (Oversample)
Participation Rate	35.85% (Gen Pop), 7.02% (Oversample)
Methods Page	https://edchoice.morningconsultintelligence.com/methodology/
Project Contact	Paul DiPerna, paul@edchoice.org

Demographics	Unweighted (N =)
Hispanic	164
White	1896
Non-Hispanic White	1793
Black	142
Other	162
Generation Z	160
Millennial	511
Generation X	577
Boomers	824
Male	957
Female	1243
< College	1307
College +	893
Northeast	454
Midwest	477
South	845
West	424

Demographics	Unweighted (N =)
Total School Parents*	1164
K-4 Parents*	700
5-8 Parents*	507
9-12 Parents*	349
Non-Parents	874
Liberal	611
Moderate	607
Conservative	798
Democrat	795
Independent	563
Republican	682
Urban	511
Suburban	999
Small Town	243
Rural	447
Low Income <\$35K	787
Middle Income \$35K to <\$75K	738
High Income \$75K+	675

* Denotes the sample came from school parents

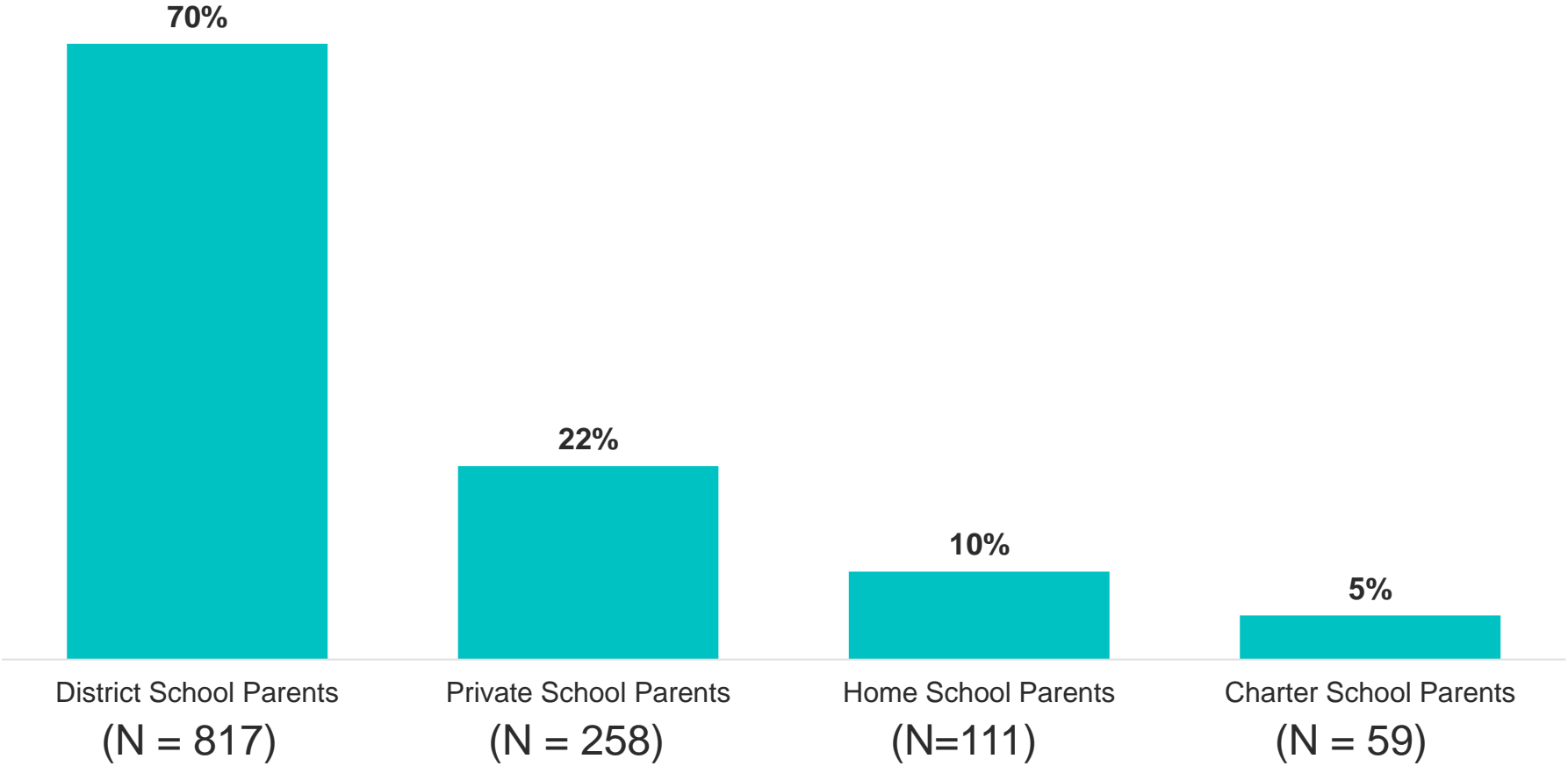
Demographics	Unweighted	Weighted	Target (%)
Hispanic	7%	16%	16%
White	86%	78%	78%
Non-Hispanic White	82%	n/a	n/a
Black	6%	12%	12%
Other	7%	9%	9%
Age: 18-34	19%	30%	30%
Age: 35-44	19%	16%	16%
Age: 45-64	35%	34%	34%
Age: 65+	26%	20%	20%
Male	44%	48%	48%
Female	57%	52%	52%
< College	59%	69%	69%
College +	41%	31%	31%
Northeast	21%	18%	18%
Midwest	22%	21%	21%
South	38%	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

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)