

edCHOICE

BLACK PARENTS AND K-12 EDUCATION

A National Polling Brief

APRIL 2021

KEY FINDINGS

1. Black parents have become more comfortable with their children returning to in-person learning when compared to February. Despite this, two-thirds of Black parents believe it won't be safe to send their children back to school until August or later.
2. Black parents indicated that they were more willing to vaccinate themselves and their children than they were in February.
3. More than one-third of Black parents say they are currently participating in or looking to form/join a learning pod. Roughly one out of five say they have a child seeing a tutor. These responses are similar to those of White and Hispanic parents.
4. Both Black and White special needs parents continue to be more likely to show interest in learning 'pods' and tutoring than non-special needs parents.
5. Black parents are more likely than other parents to prefer schooling take place at home in some capacity. Nearly 40% signaled they would like schooling to occur at home three or more day per week after the pandemic.
6. Compared to February responses, both Black and White parents reported more optimism about the well-being of their children. Hispanic parents were more pessimistic especially about social development.
7. Black parents continue to be much more likely to support education savings accounts (ESAs) and public charter schools than oppose them. 80 percent of Black parents say they support ESAs when given a description; and just over three-fourths support charter schools with additional information.

AGENDA

COVID-19 AND SCHOOLING

PERSONALIZED LEARNING

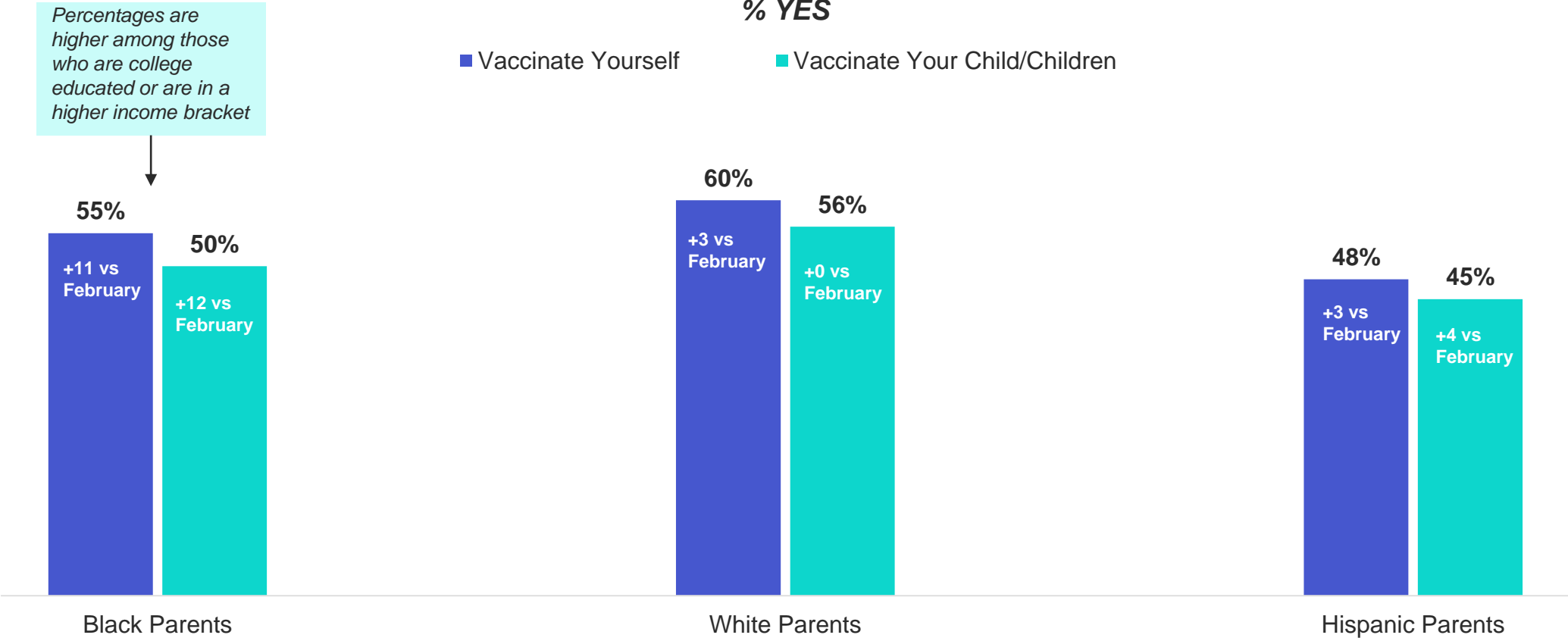
SCHOOL CHOICE POLICIES

SURVEY PROFILE AND DEMOGRAPHICS



There was a large increase in the proportion of Black parents that are likely to either vaccinate themselves and/or their children compared to February.

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

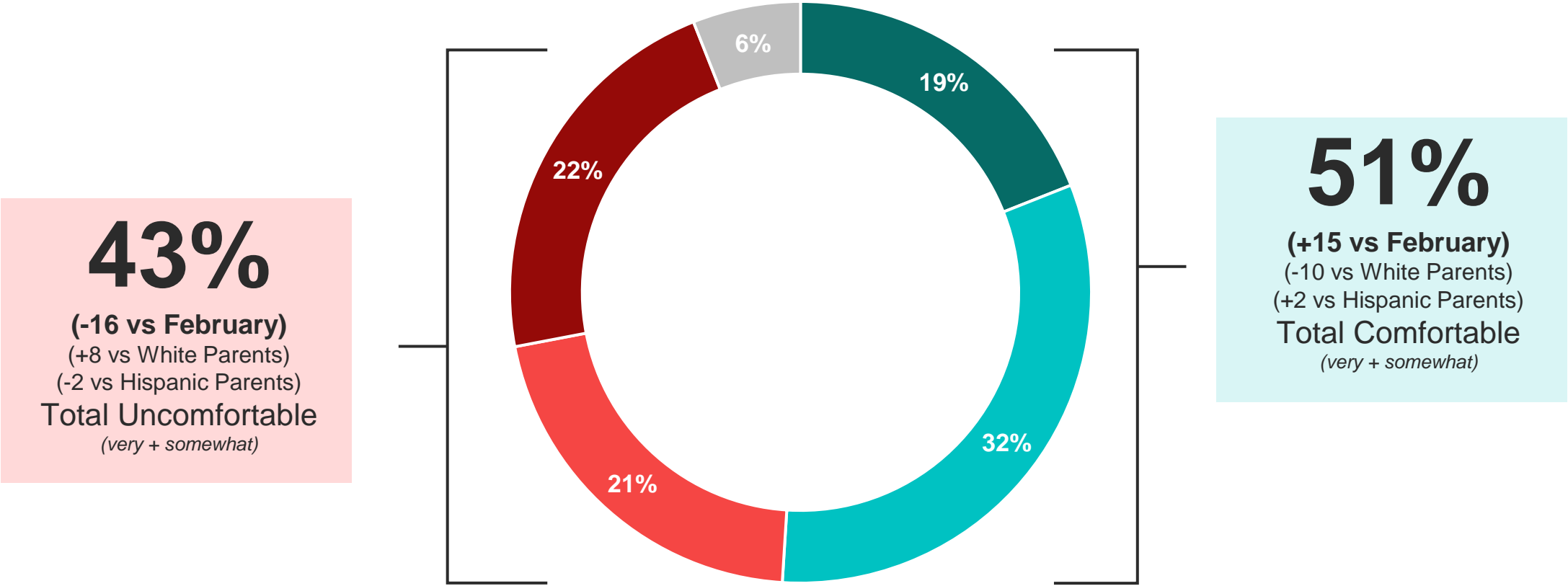


*White Parents denotes Non-Hispanic White Parents.
**% YES includes both those already and those planning to get vaccinated

Black parents are becoming much more comfortable with their children returning to school right now. White parents remain the most comfortable.

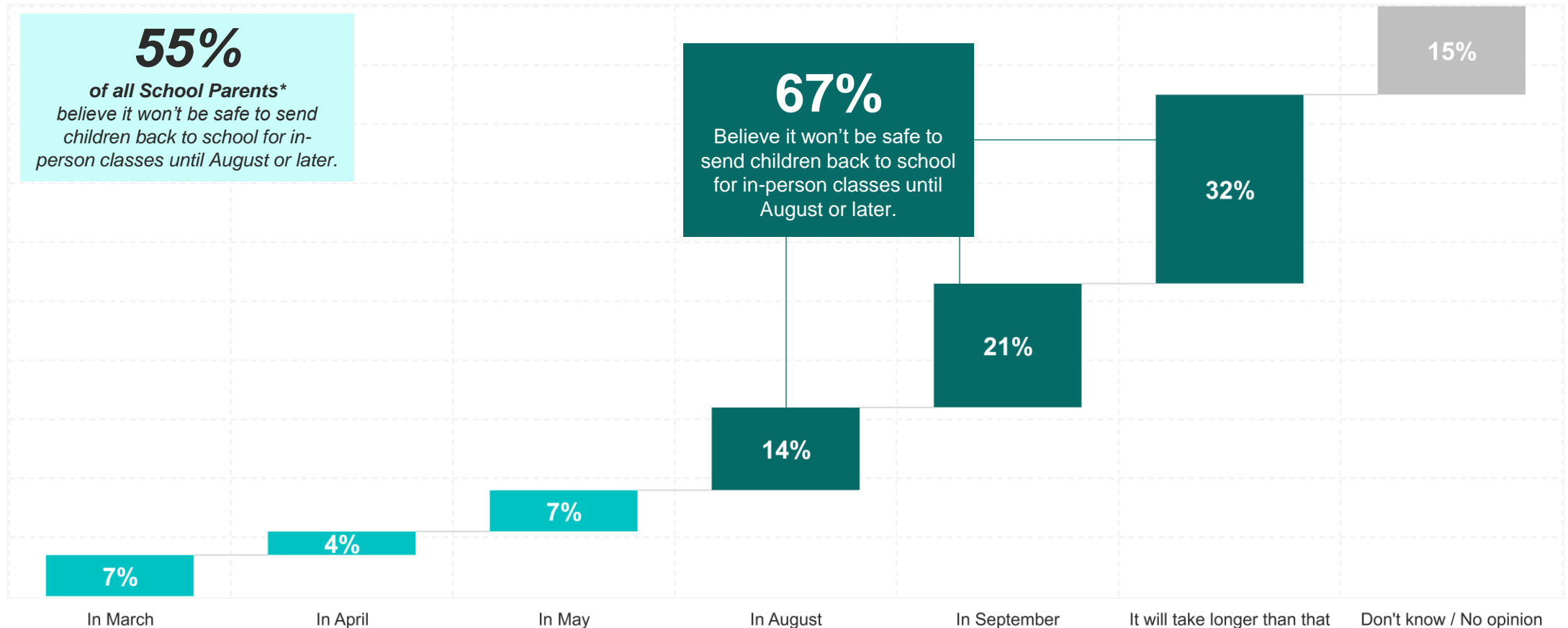
Based on what you have seen, read, or heard about the coronavirus (COVID-19) outbreak so far, how comfortable are you with your child/children returning to school right now?

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



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

When do you expect the coronavirus outbreak to be controlled enough that it will be safe to send children to school for in-person classes in your community?



*Data taken from the March 2021 Public, Parents, and K-12 Education National Polling Report

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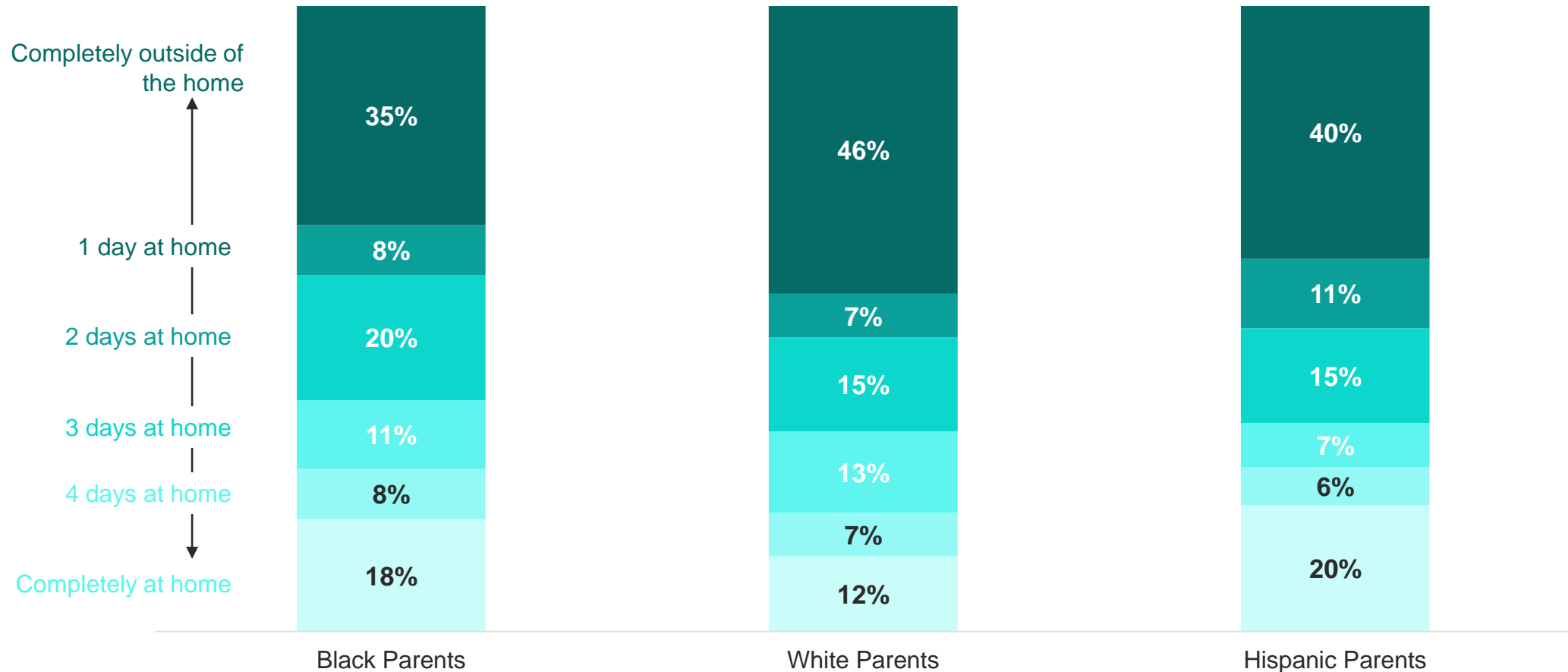
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Black parents are more likely than other parents to prefer schooling take place at home in some capacity.

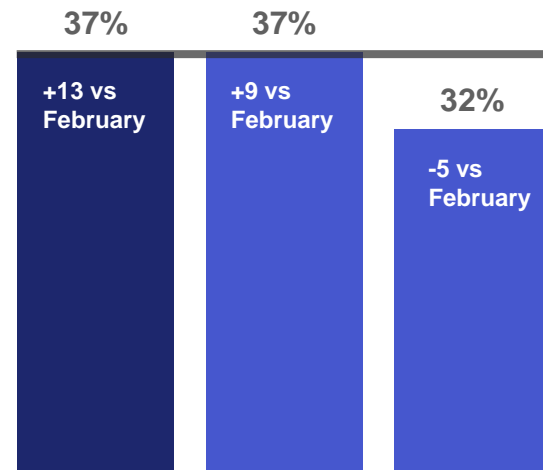
After the pandemic, if given the option, to what extent would you prefer schooling to be scheduled each week at home with a parent or tutor to provide the best education for your child?



Compared to February responses, both Black and White parents reported more optimism about the well-being of their children. Hispanic parents were more pessimistic especially about social development.

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

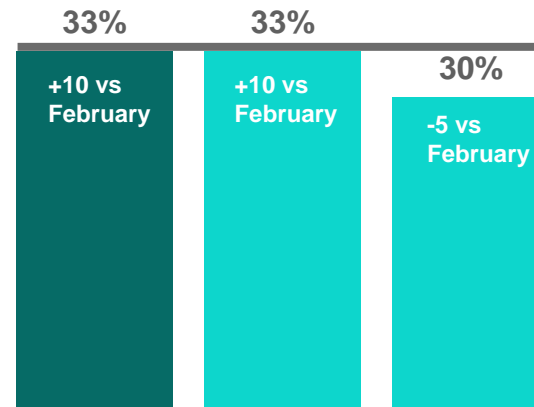
% Very Well



Academic Learning



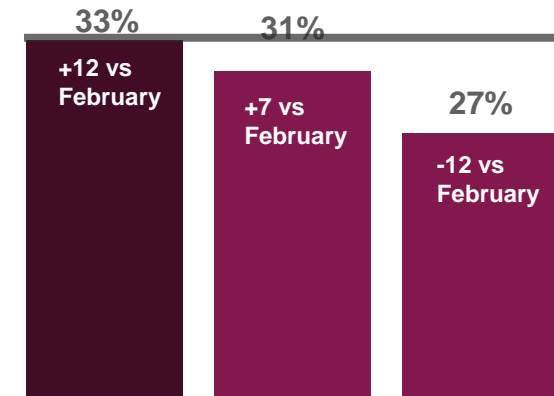
Black Parents White Parents Hispanic Parents



Emotional Development



Black Parents White Parents Hispanic Parents



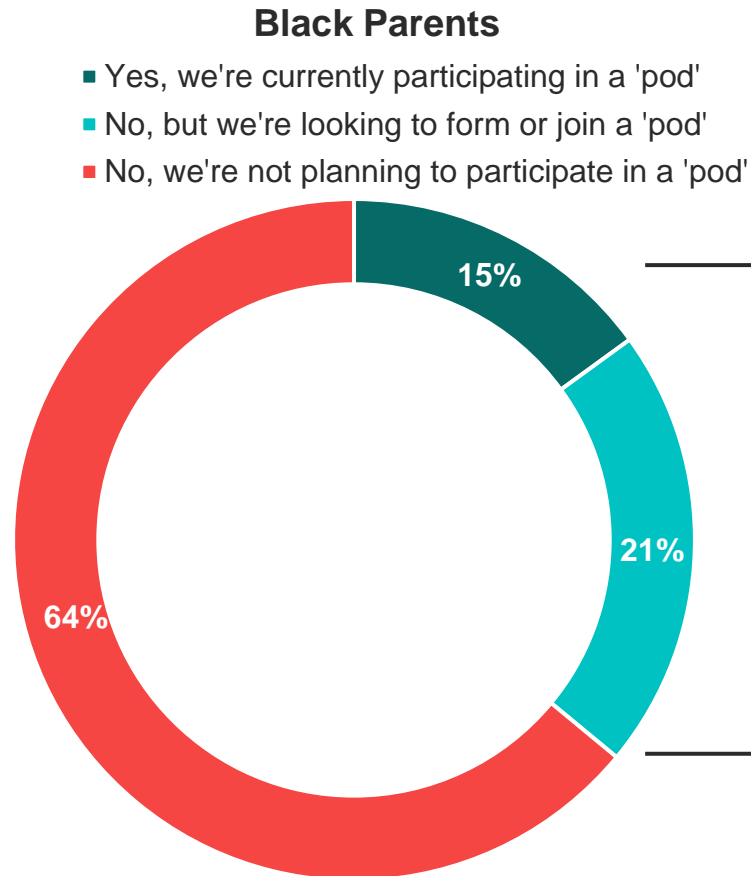
Social Development



Black Parents White Parents Hispanic Parents

More than one-third of Black parents say they are currently participating in or looking to form/join a learning pod – similar to White and Hispanic parents’ responses.

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



36%

Total 'Pod' Interest
(currently + looking)
(-3 vs February)

More likely than total Black Parents
Less likely than Total Black Parents

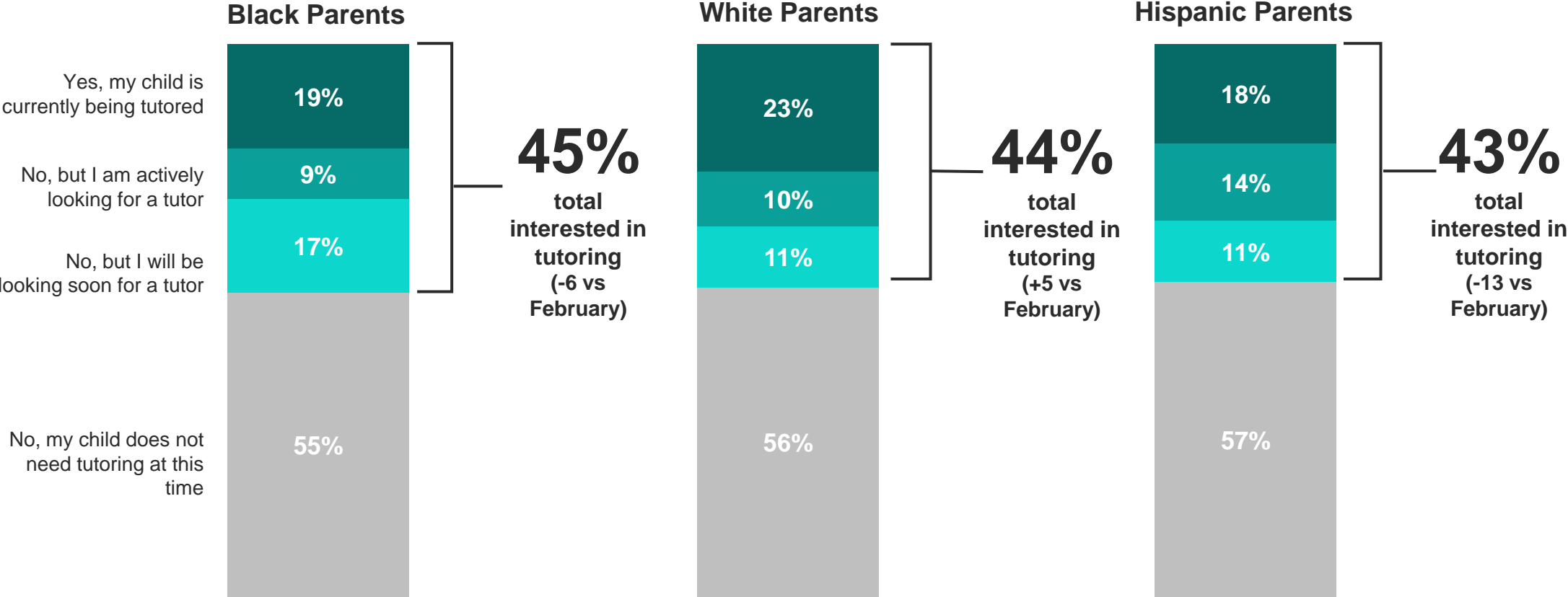
Likelihood to Participate in / Form / Join a 'Pod'

Black Non-District School Parents	51%
Black Male Parents	46%
*High Income \$75K+	43%
White Parents	38%
Middle Income \$35K to < \$75K	38%
Hispanic Parents	36%
Black District School Parents	31%
Black Female Parents	30%
Low Income < \$35K	28%

*indicates base size <n=100

Roughly one out of five parents – regardless of race – report they have a child being tutored. Proportions are similar to February. But interest in looking for a tutor has decreased, especially among Black and Hispanic parents.

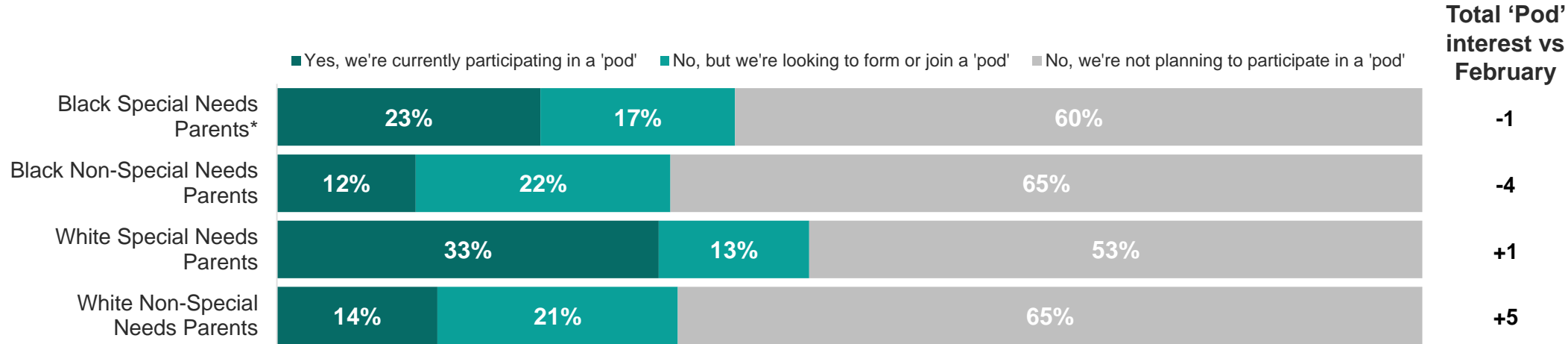
Is your child getting tutoring outside of regular school hours this school year?



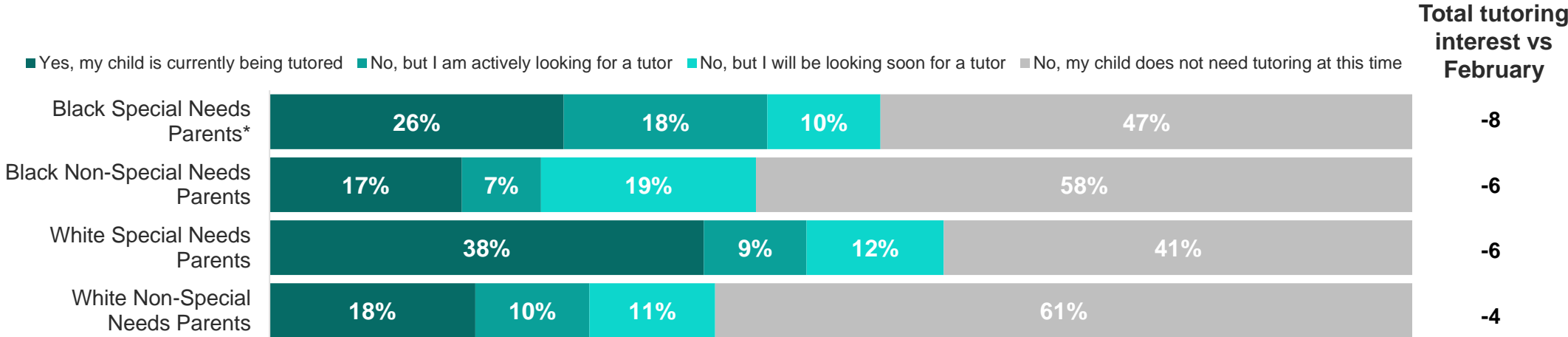
Both Black and White special needs parents continue to be more likely to show interest in learning 'pods' and tutoring than non-special needs parents.

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

PODS



TUTORING



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

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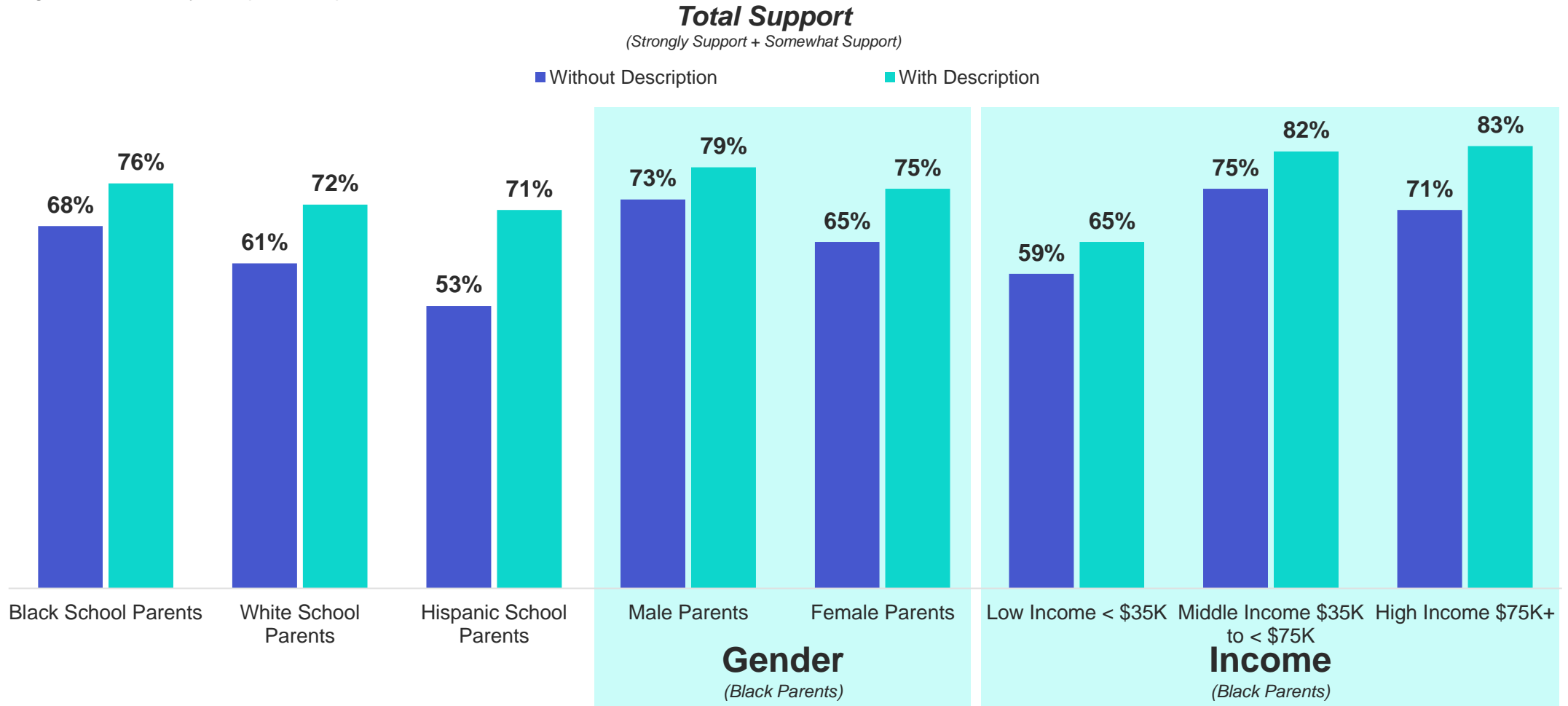
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Just over three-fourths of Black Parents say they are supportive of public charters schools after hearing a description. Providing the latter boosts support by 18 points among Hispanic Parents – greater than any other shown group.

Based on what you know, or have heard from others... In general, what is your opinion of 'charter schools' in K-12 education?
 Charter schools are public schools that have more control over their own budget, staff, and curriculum, and are exempt from many existing public school regulations.
 In general, what is your opinion of public charter schools?



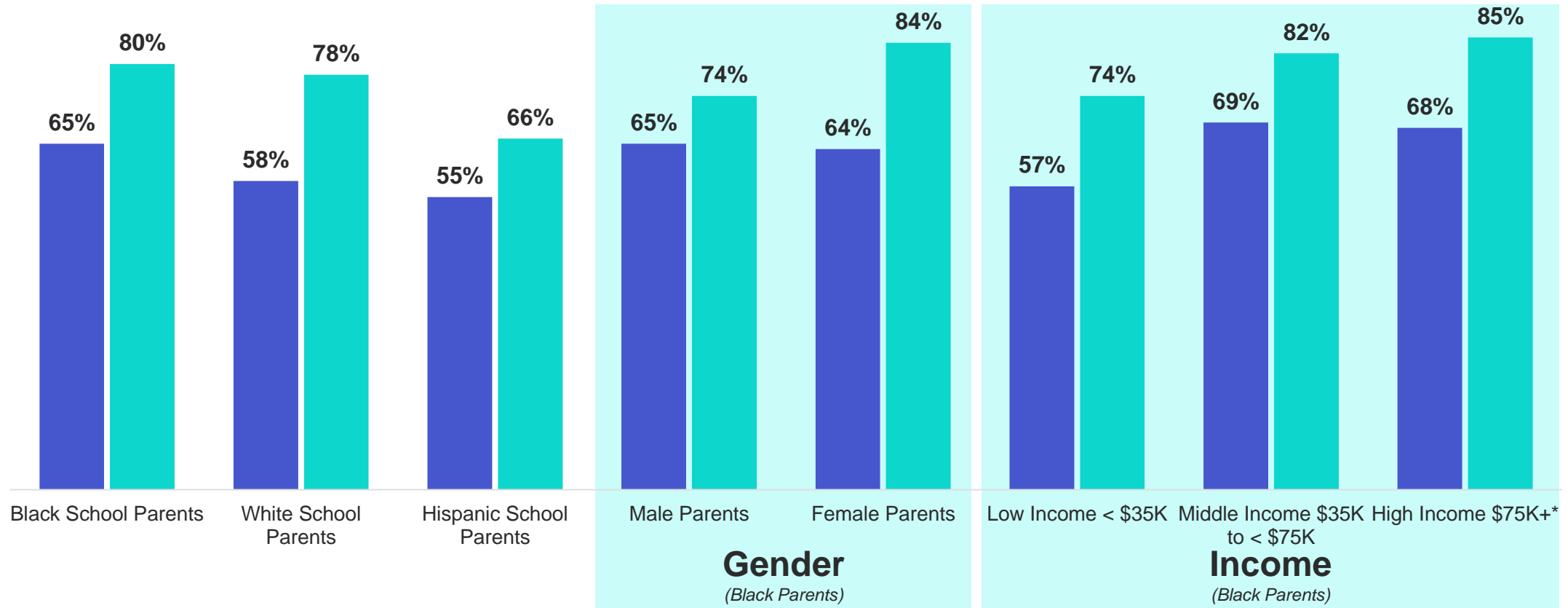
Eight out of 10 Black Parents support education savings accounts when given a description. Providing the latter boosts support by 20 points for both Black mothers and White parents – greater than any other shown group.

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

Total Support

(Strongly Support + Somewhat Support)

■ Without Description ■ With Description



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Survey Profile, 1

Dates	March 11 – April 14, 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, School Parent Oversample Median = 15.89 minutes, Black School Parent Oversample Median = 16.75 minutes
Sample Sizes	Total, N = 2,200 General Population (Adults 18+) Total, N = 1,164 School Parents Total, N = 400 Black School Parents
Oversampling	N = 700 School Parents N = 302 Black 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 (School Parent Oversample), ± 5.75 percentage points (Black School Parent Oversample)
Participation Rate	35.85% (Gen Pop), 7.02% (School Parent Oversample), 8.85% (Black School Parent Oversample)
Methods Page	https://edchoice.morningconsultintelligence.com/methodology/
Project Contact	Paul DiPerna, paul@edchoice.org

Based on Black Parent Sample

Demographics	Unweighted (N =)
Hispanic*	144
Non-Hispanic White*	836
Generation Z	32
Millennial	238
Generation X	105
Boomers	25
Male	163
Female	237
Northeast	84
Midwest	65
South	209
West	42
Low Income <\$35K	118
Middle Income \$35K to <\$75K	143
High Income \$75K+	139

Demographics	Unweighted (N =)
K-4 Parents	239
5-8 Parents	172
9-12 Parents	129
Liberal	170
Moderate	157
Conservative	49
Democrat	295
Independent	66
Republican	21
Urban	169
Suburban	178
Small Town	20
Rural	33
< College	210
College +	190

*N size based on School Parent Oversample.

Based on Black Parent Sample

Demographics	Unweighted	Weighted	Target (%)
Hispanic	7%	5%	5%
Non-Hispanic	93%	95%	95%
Age: 18-29	21%	10%	10%
Age: 30-39	40%	39%	39%
Age: 40-49	26%	37%	37%
Age: 50+	13%	14%	14%
Male	41%	39%	39%
Female	59%	61%	61%
Northeast	21%	17%	17%
Midwest	16%	18%	18%
South	52%	56%	56%
West	11%	9%	9%

WHO WE ARE

 **MORNING CONSULT**[®]

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

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

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

 **CHOICE**

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

Learn more at: EDCHOICE.ORG





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