



THE PUBLIC, PARENTS, AND K-12 EDUCATION

A National Polling Report

APRIL 2021

KEY FINDINGS

1. School parents continue to show signs of being more comfortable with their children returning to in-person classes with nearly two-thirds feeling at least 'somewhat comfortable'. In fact, nearly two-thirds of school parents believe that the coronavirus pandemic will be controlled enough for a safe return to school by September 2021.
2. Personalized learning options appear to be picking up some steam among school parents as both overall favorability of homeschooling and interest in 'pods' has increased since March.
3. School parents are most likely to either be socializing with family and friends or taking a trip this upcoming summer. They are most comfortable with their child partaking in these activities as well.
4. Positive sentiment about the direction of education has continued to increase in recent months. It is now at a level that matches where it was over a year ago.
5. Support for school choice policies remains high across different demographic groups with school parents' strong support for school vouchers increasing by seven points since March.
6. The majority of school parents support receiving test results for their child, shortening tests, and expanding the testing window. School parents are least supportive of remote administration of standardized tests.

AGENDA

COVID-19 AND SCHOOLING

SCHOOL CHOICE POLICIES

VIEWS ON K-12 EDUCATION

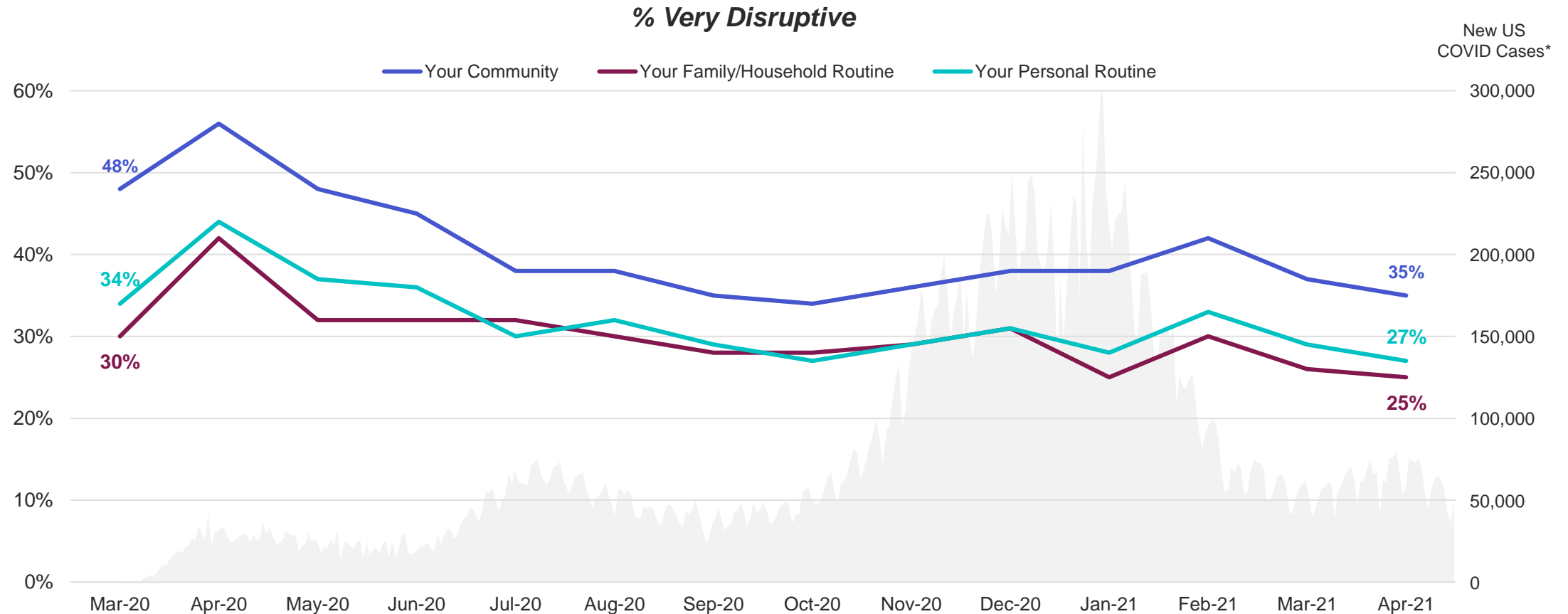
SURVEY PROFILE AND DEMOGRAPHICS



With the vaccine rollout in full effect, the percentage of adults who feel the coronavirus has been ‘very disruptive’ has decreased substantially since February.

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

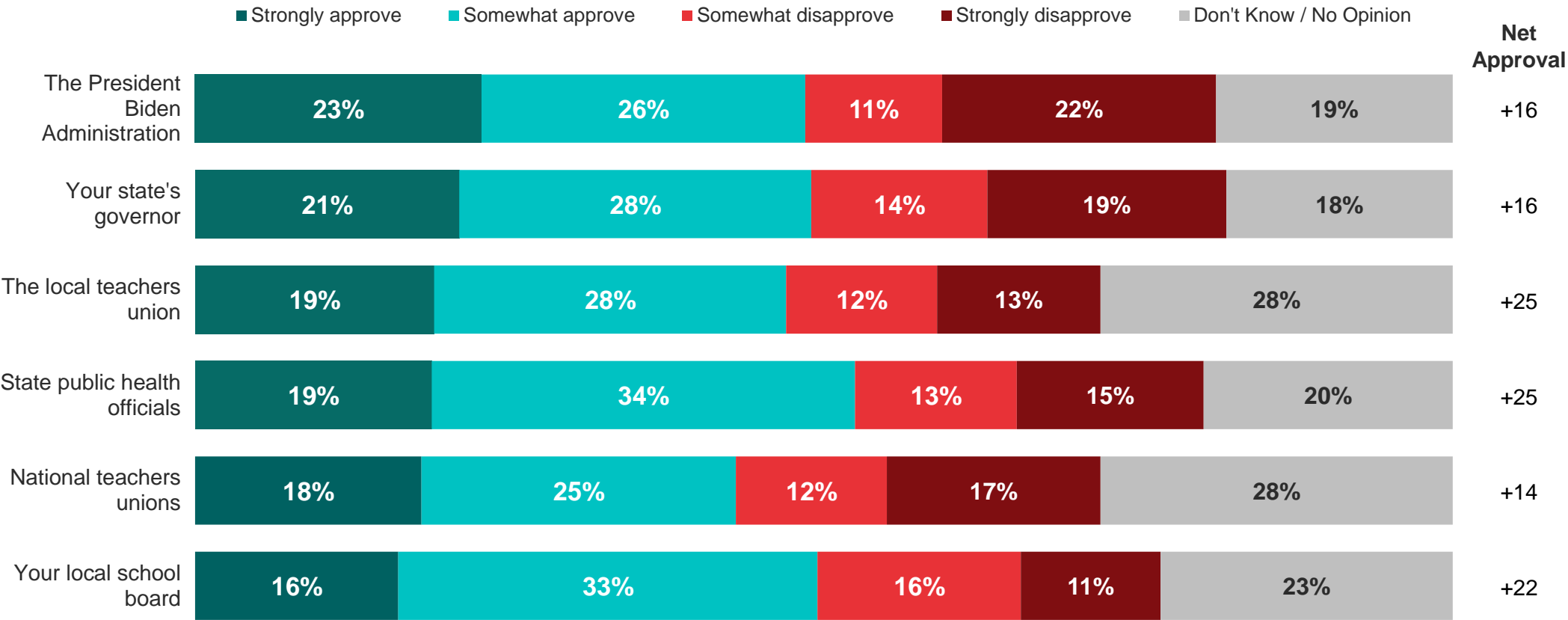
All Adults



Americans continue to give mixed approval ratings of the way public officials have influenced closings/re-openings of schools. One-fifth or more have no opinion.

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

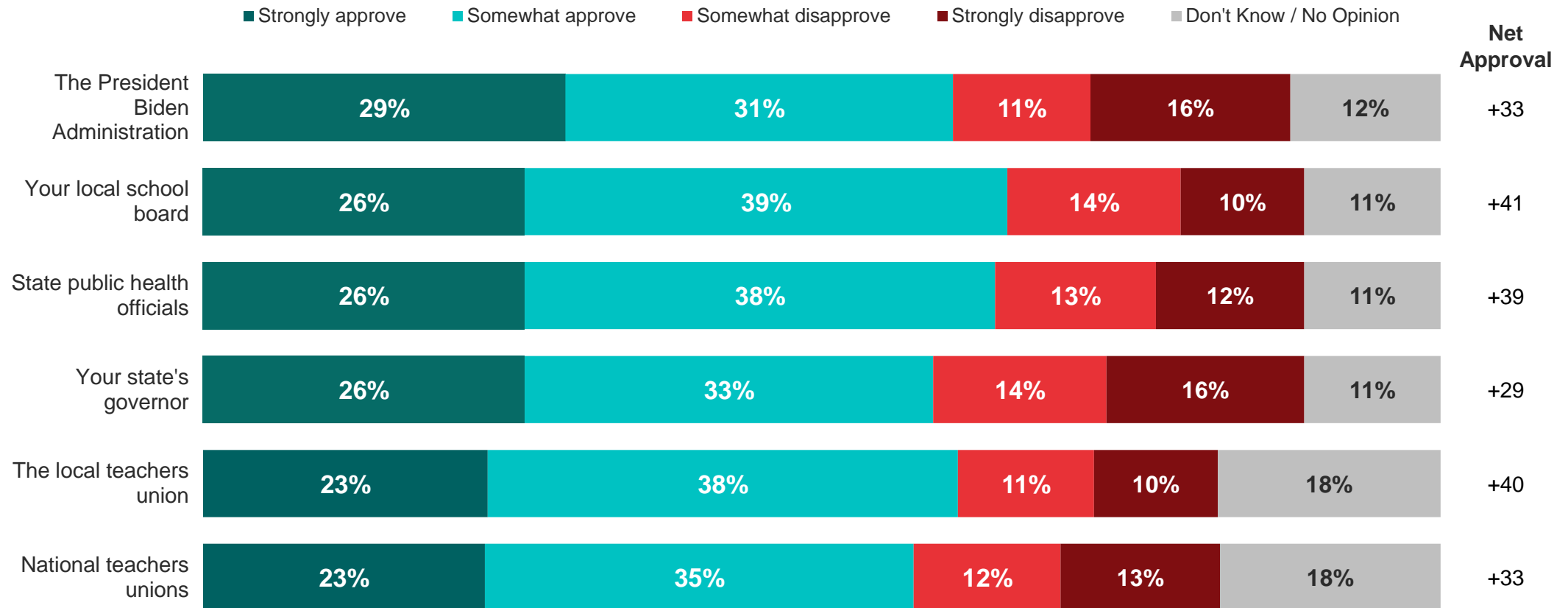
All Adults



School parents remain more likely than the public to have an opinion or 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 ...?

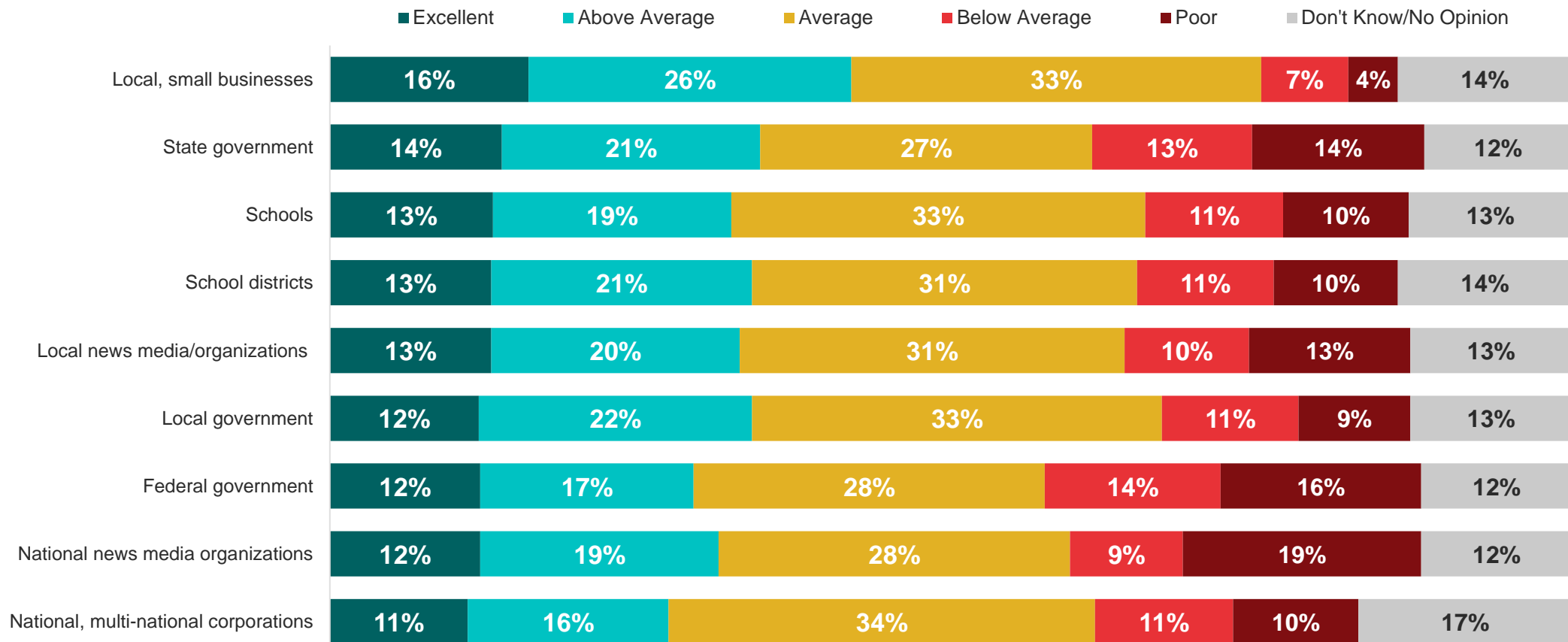
School Parents



The general public continues to give middling ratings to various institutions for how they've responded to the coronavirus pandemic.

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?

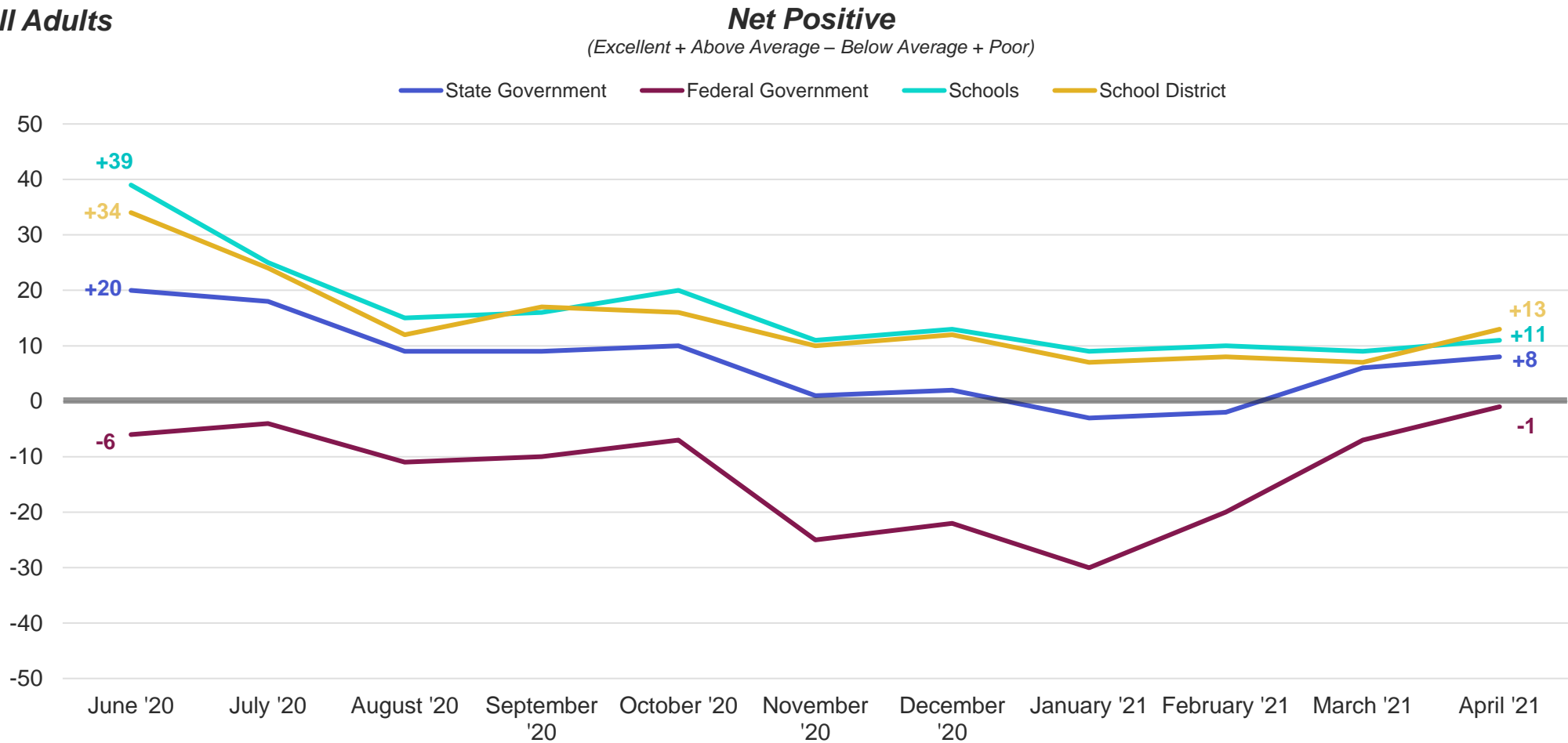
All Adults



Americans are giving the Federal Government’s pandemic response relatively higher ratings compared to January, but it still lags other institutions.

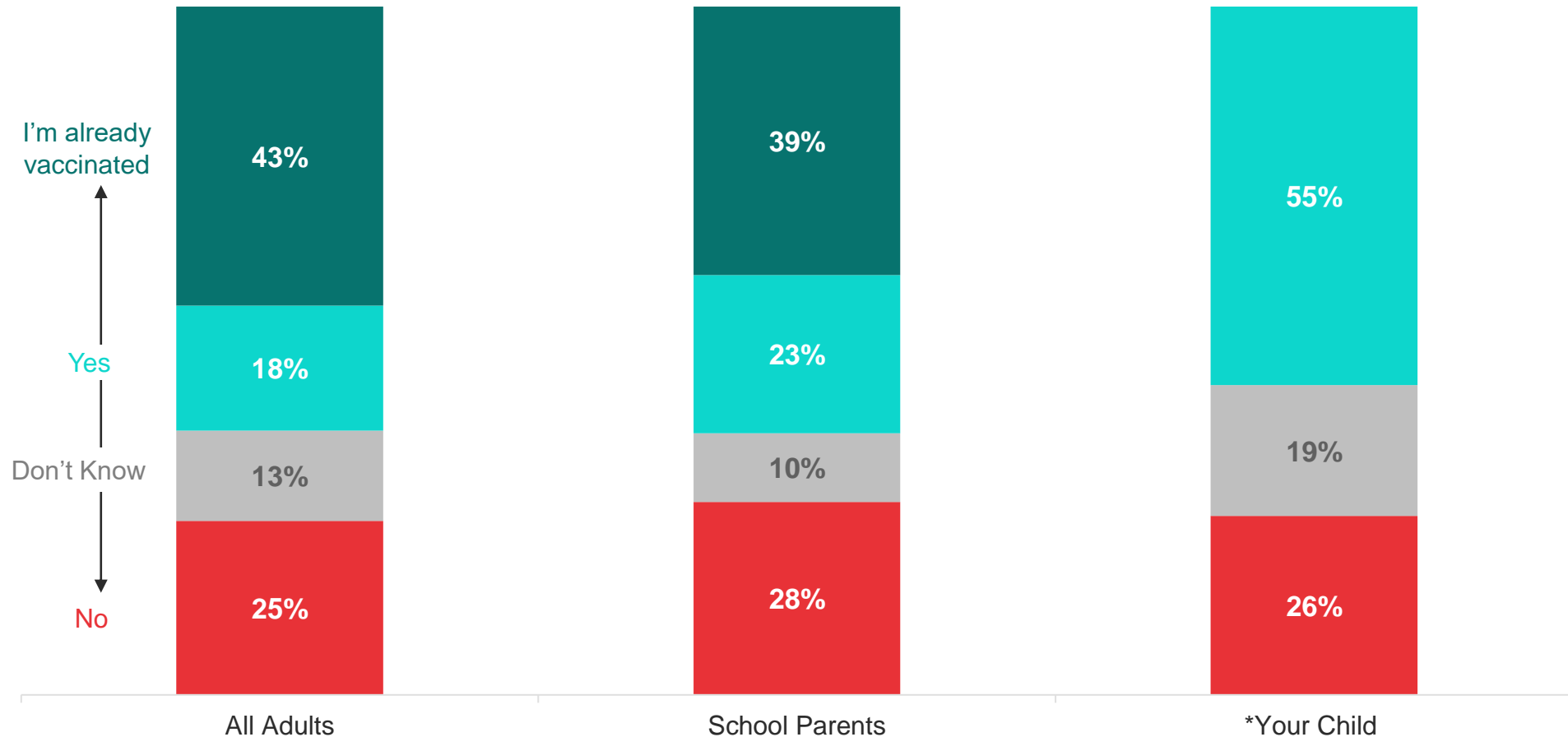
Based on what you have seen, read, or heard so far, how would you rate the following institutions on their response to the coronavirus (COVID-19) outbreak?

All Adults



Majorities of the general public and school parents—for themselves and their children—say they are either already vaccinated or 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

Americans continue to be more likely to agree to be vaccinated, with the largest increases among Millennials and those living in Urban or Rural communities.

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 March
Educ: Bachelors or Postgrad	77%	+2
High Income \$75K+	77%	+6
Democrat	77%	+6
Baby Boomers	75%	+2
Non-Hispanic White	67%	+6
Northeast Region	66%	+3
Suburban	66%	+6
Urban	65%	+8
West Region	64%	+2
Middle Income \$35K to < \$75K	64%	+2

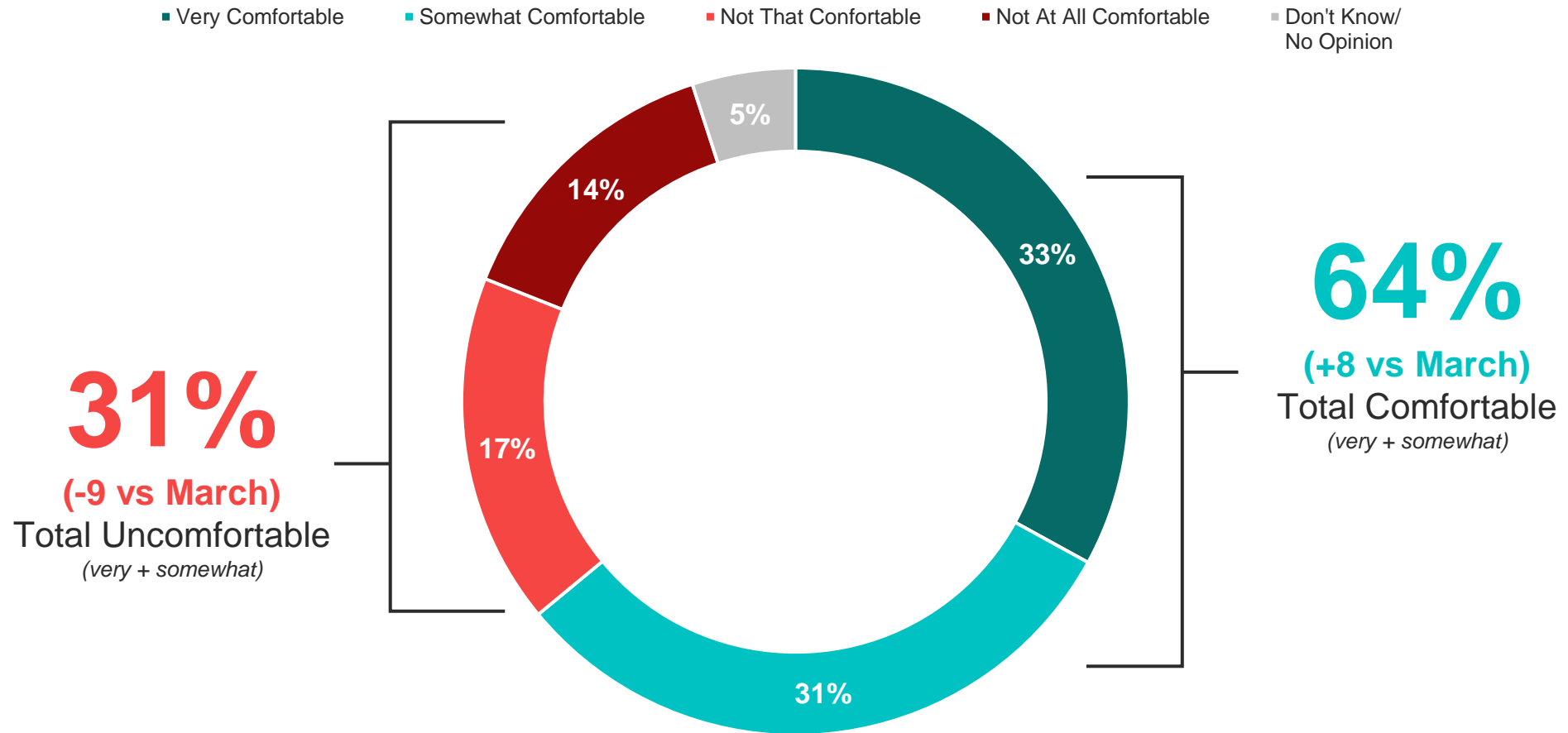
Groups Moderately Likely To Get Vaccinated/Already Vaccinated		Vs March
Midwest Region	60%	+7
South Region	59%	+7
Gen X	58%	+3
Millennials	57%	+15
Republican	56%	+7
Educ: < College	55%	+7
Rural	54%	+9

Groups Less Likely to Get Vaccinated/Already Vaccinated		Vs March
Independent	53%	+0
Hispanic	53%	+8
Small Town	51%	-6
Low Income < \$35K	51%	+8
Black	39%	-1
Gen Z	38%	+3

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

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?

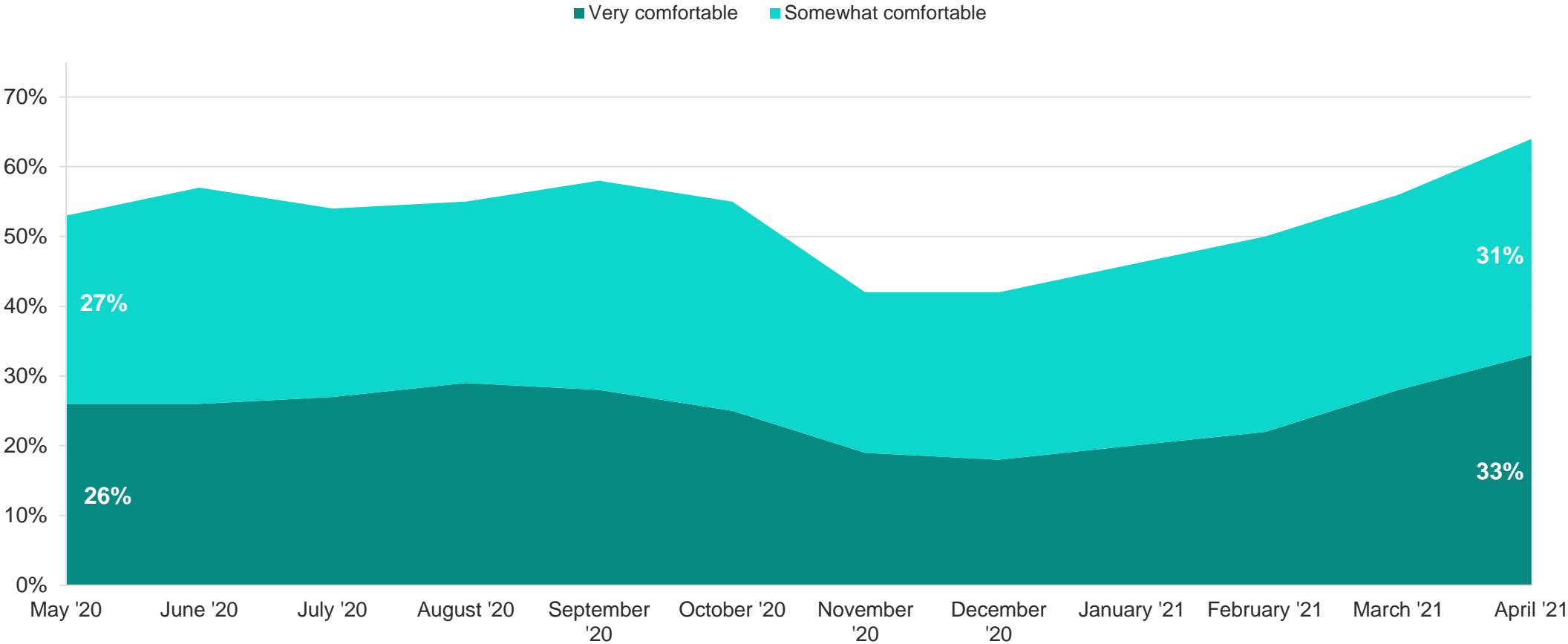
School Parents



School 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?

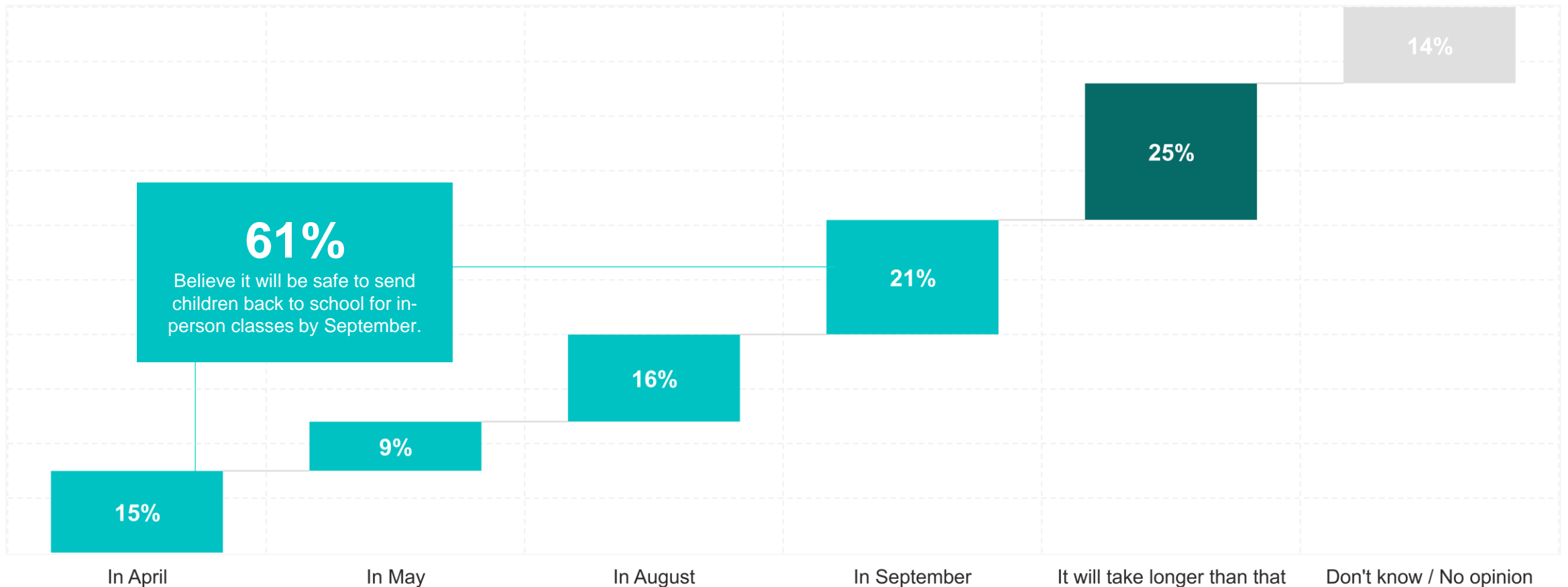
School Parents



Six out of ten school parents believe the outbreak will be controlled enough to send students to school in-person by September.

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

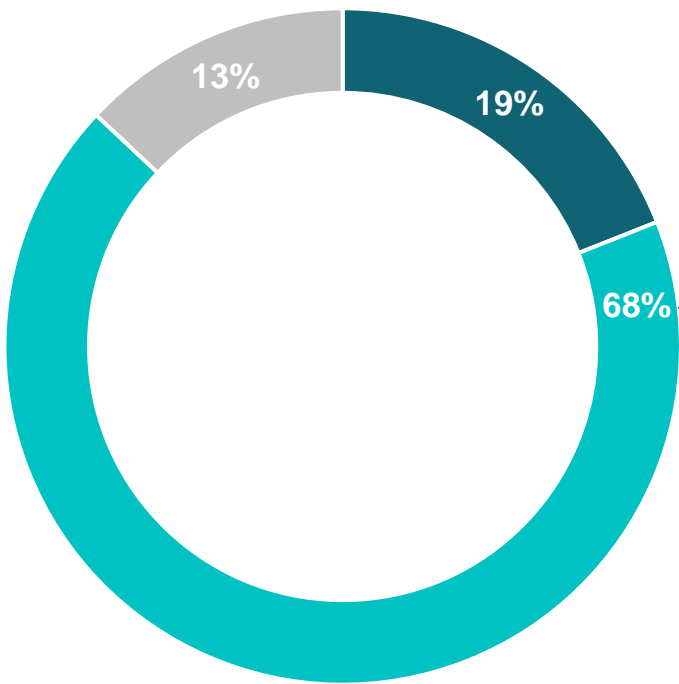


Most school parents believe that schools should provide multiple learning options for students in the fall.

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



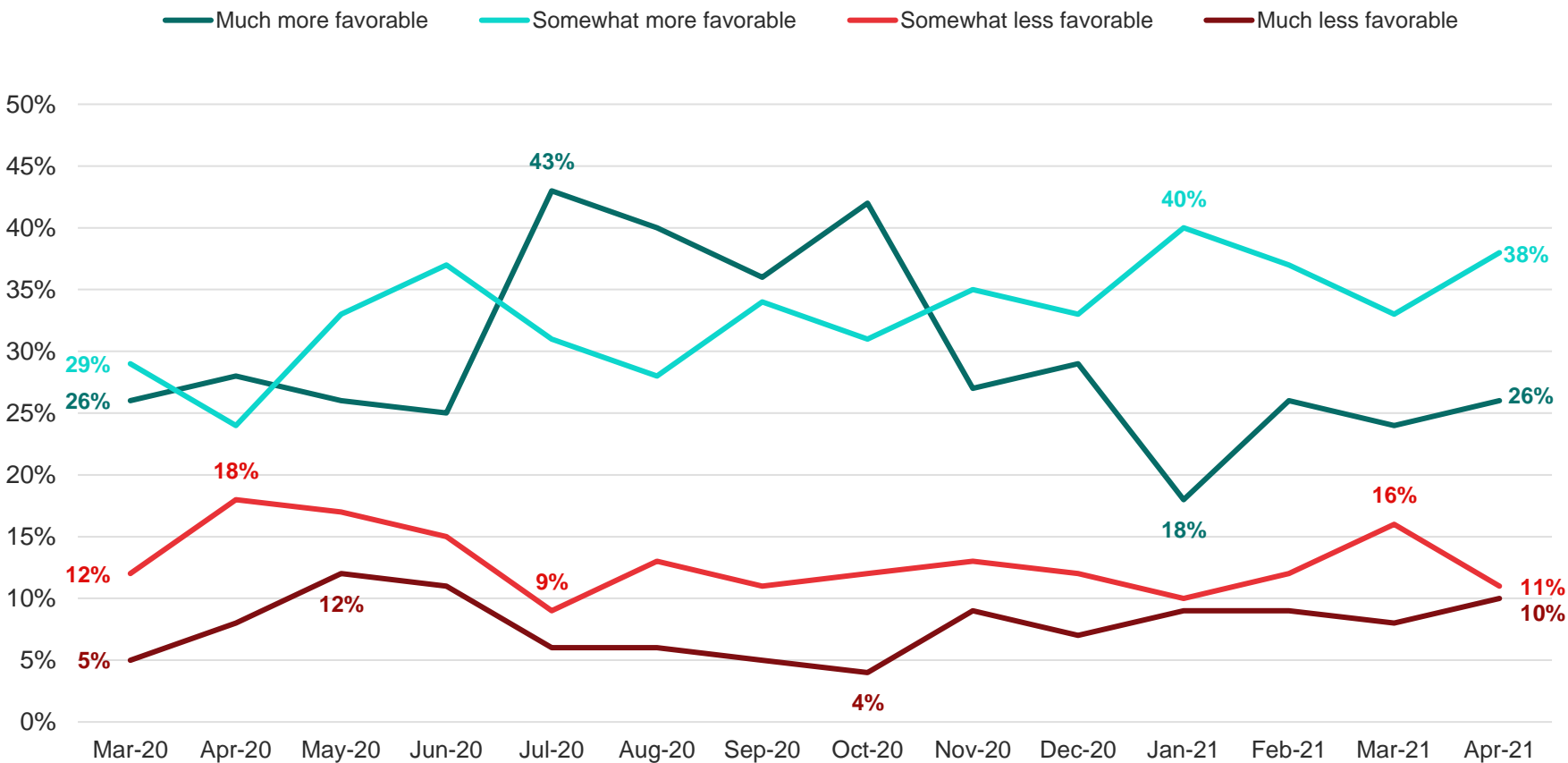
Desire to Provide Multiple Learning Options by Demographic

More likely than Total School Parents	Democrat	74%
	Middle Income \$35K to < \$75K	71%
	White	69%
	High Income \$75K+	68%
Less likely than Total School Parents	Black	67%
	Hispanic	66%
	Low Income < \$35K	64%
	Republican	63%
	Independent	63%

Overall favorability of homeschooling has increased by seven points among school parents in April.

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

School Parents

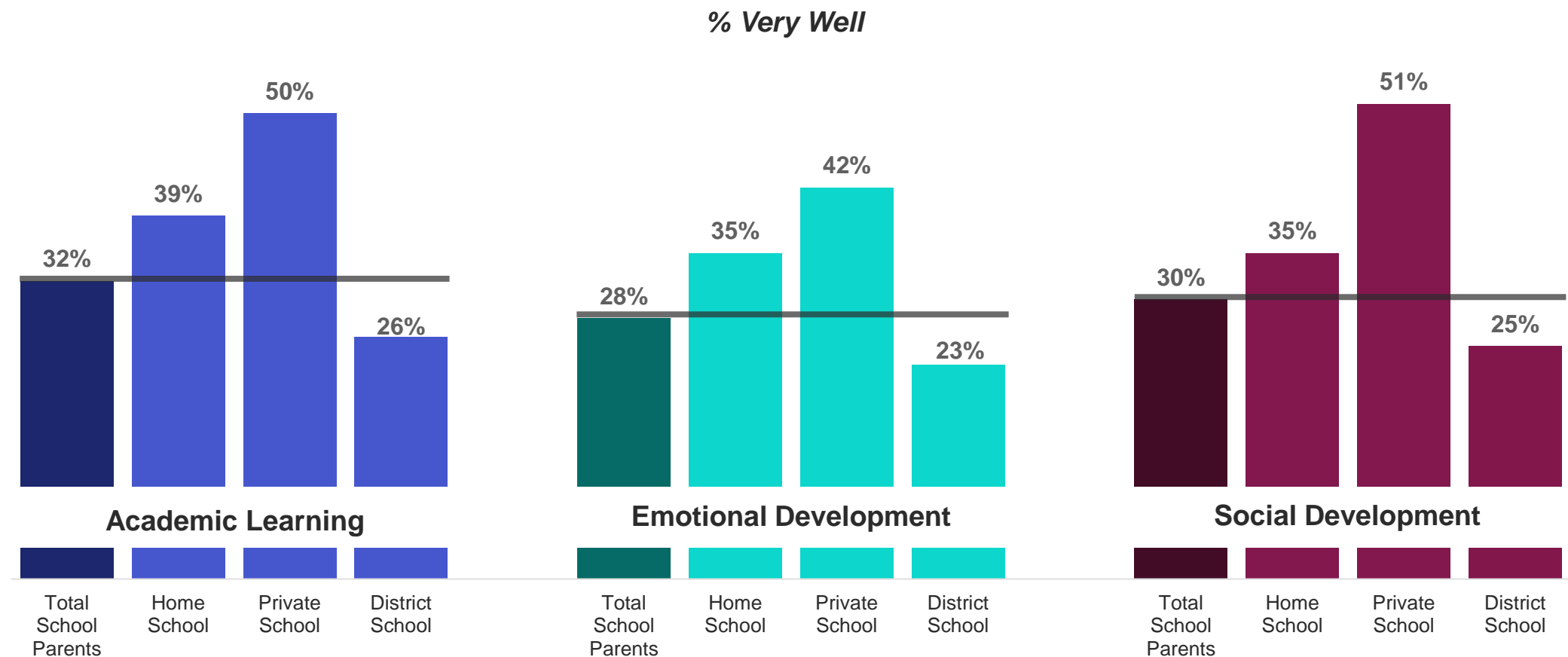


April 2021	
Total More Favorable	64%
Total Less Favorable	21%

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?

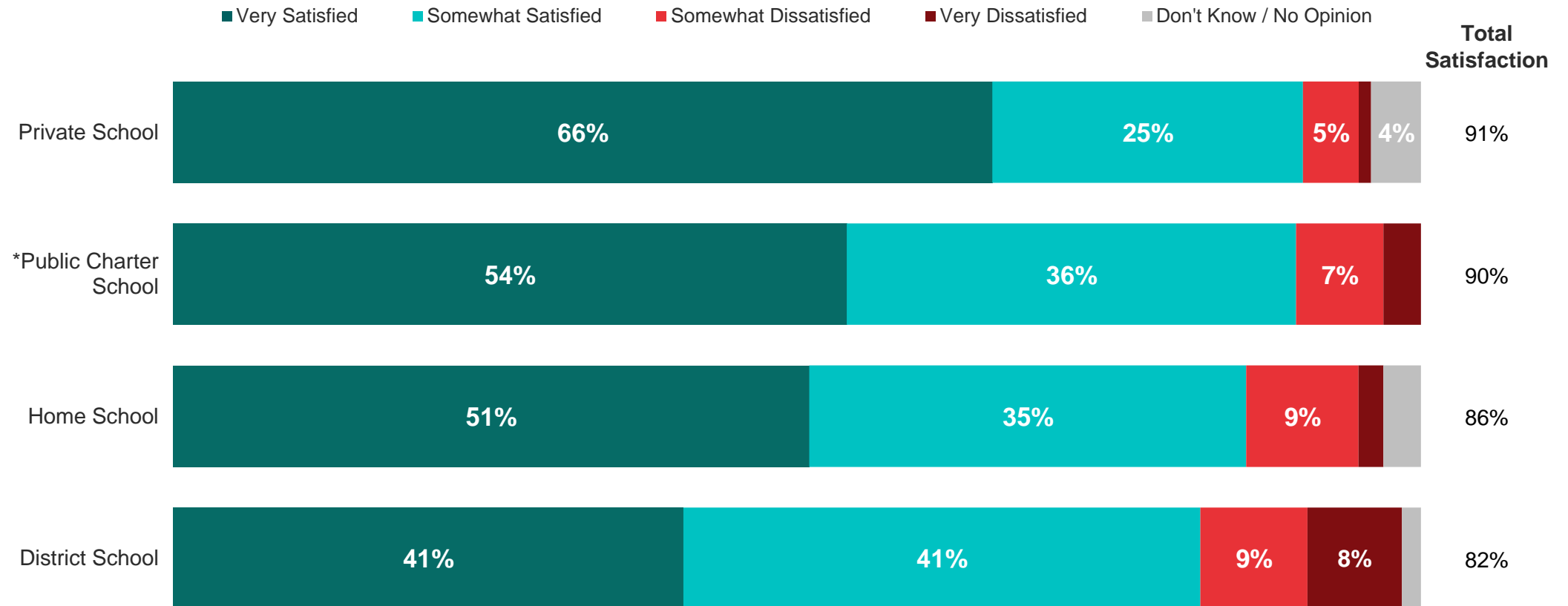


*Charter Schools not shown due to low sample size.

School parents are satisfied with their experiences across different school sectors. Private school parents are more satisfied than district school parents.

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

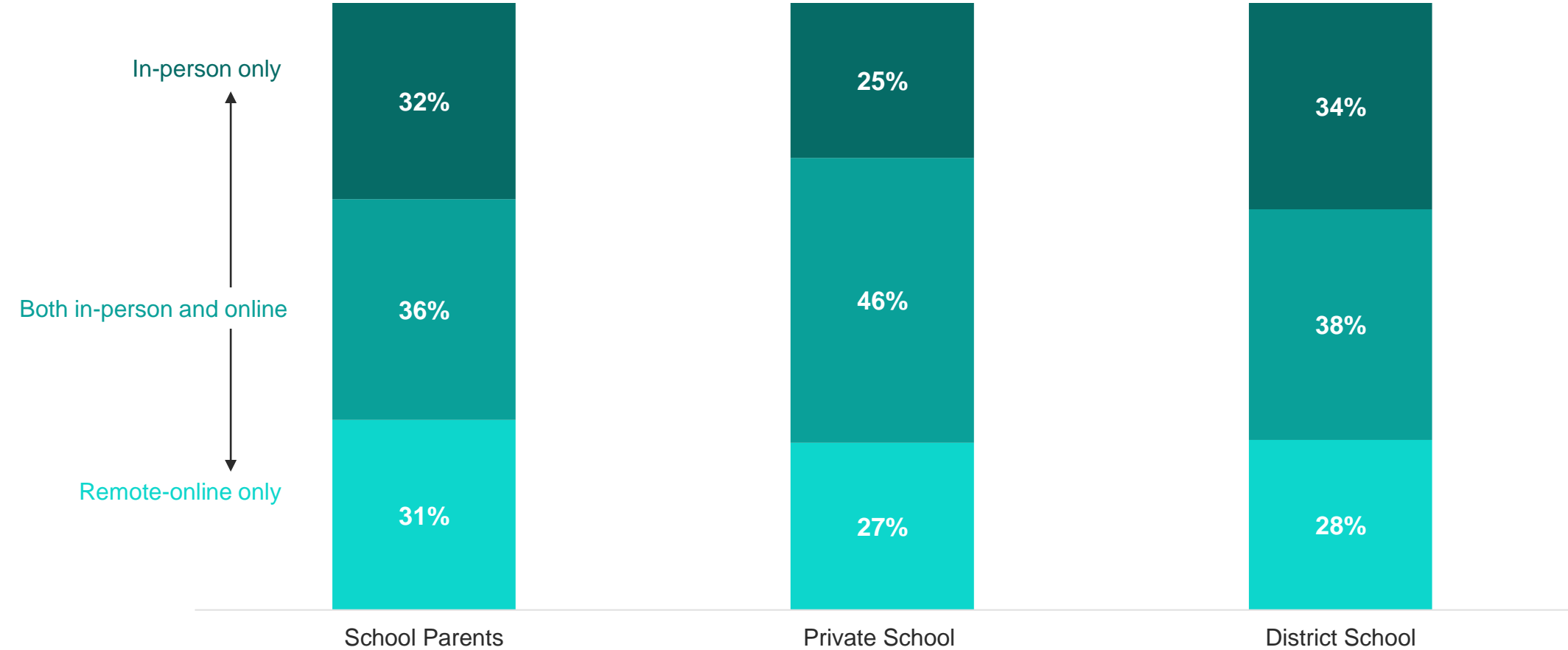
School Parents



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

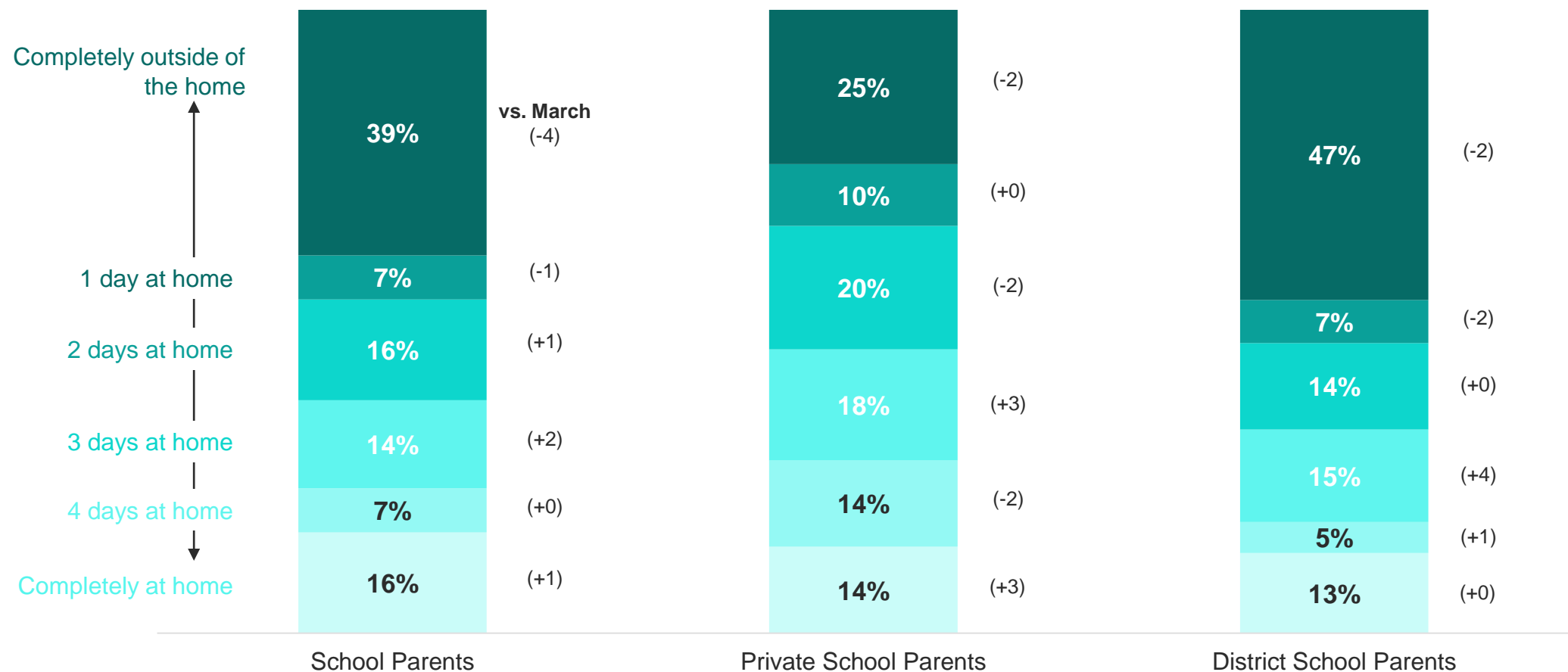
According to school parents, private schools are more likely to be mixing in-person and online learning modes.

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.



District parents are more likely to prefer schooling completely outside of the home than private school parents.

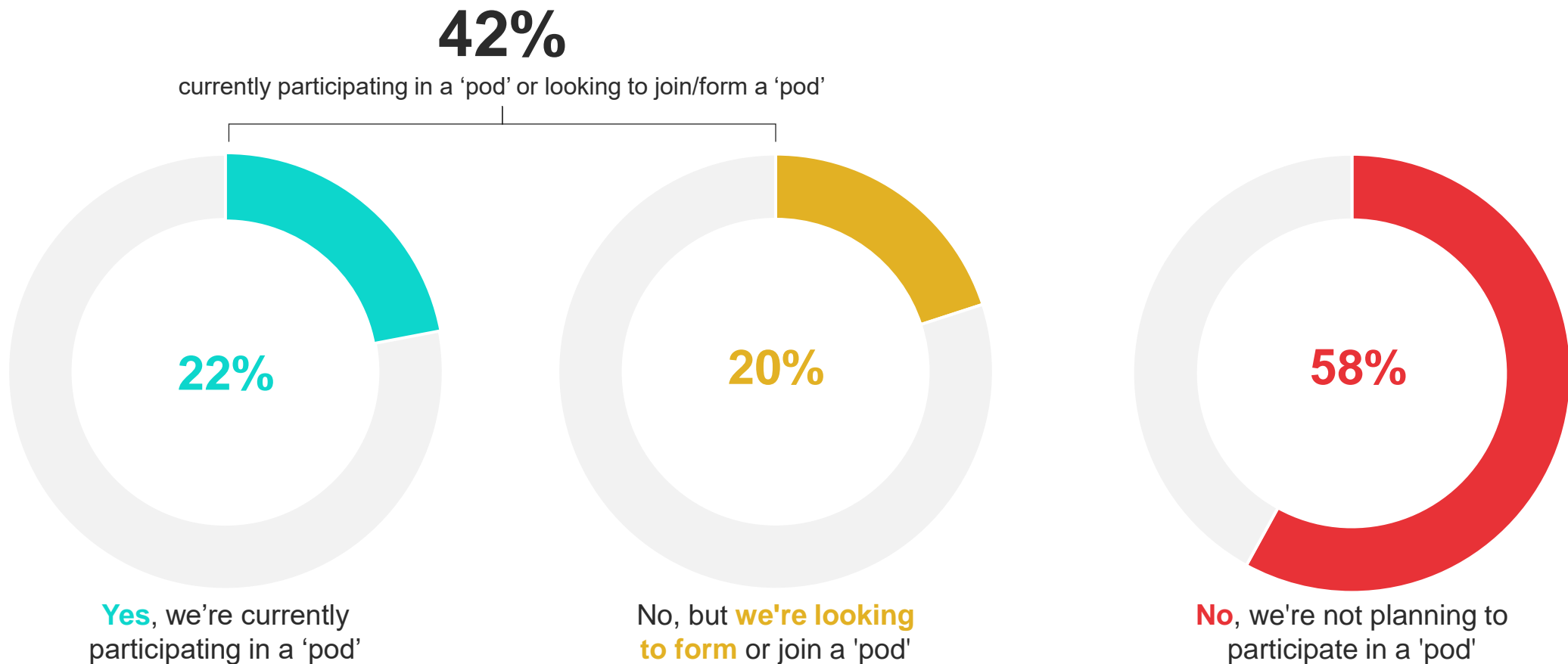
After the pandemic, if given the option, to what extent would you prefer schooling to be scheduled each week at home with a parent or tutor to provide the best education for your child?



Just over 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



Since March there is growing interest in “learning pods,” especially among Hispanics, Blacks, and those living in Urban communities.

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

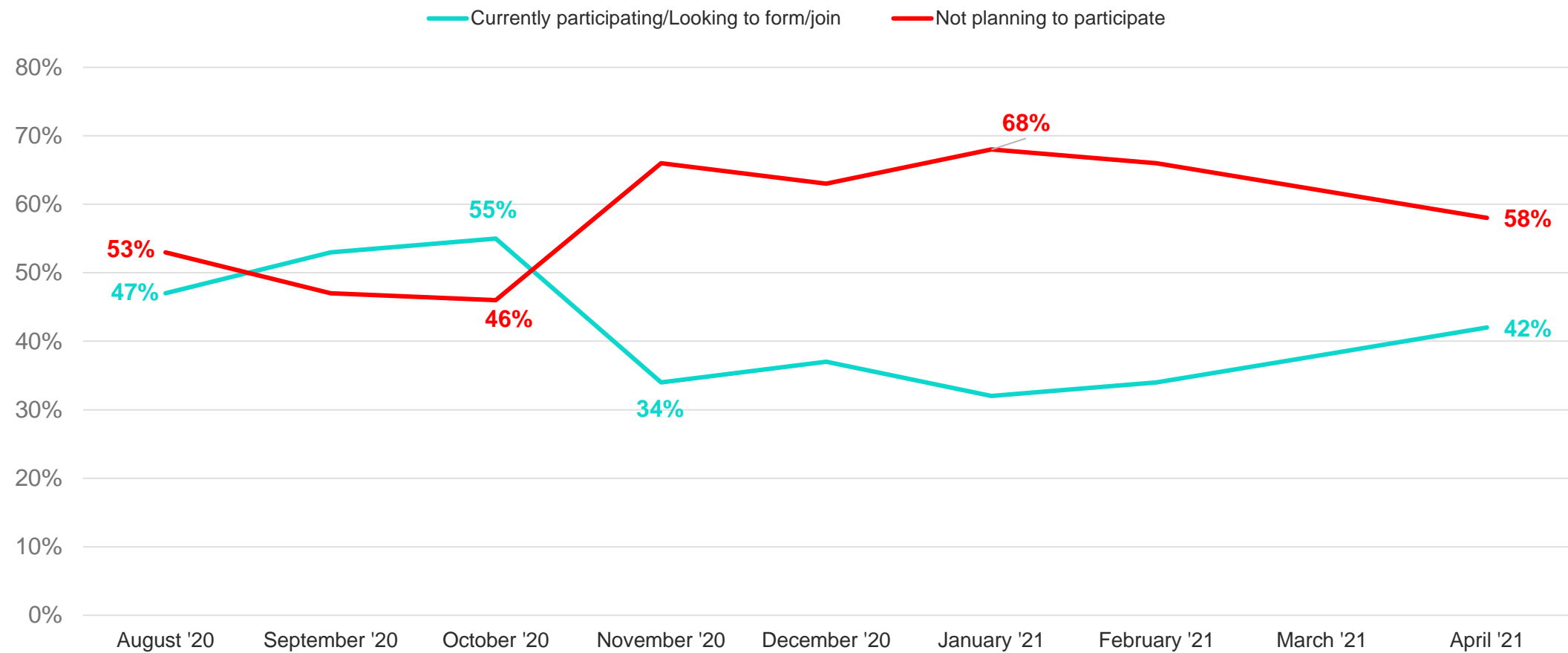
School Parents

Most Likely to Participate in / Form / Join a Pod			Moderately Likely to Participate in / Form / Join a Pod			Less Likely to Participate in / Form / Join a Pod		
		Vs March			Vs March			Vs March
Private School Parent	75%	+5	Northeast	46%	+7	Suburban	34%	+3
Urban	66%	+14	West	45%	+8	Educ: < College	34%	+7
Black	61%	+14	Middle Income \$35K- \$75K	40%	+8	District School Parent	32%	+0
Democrat	60%	+11	South	40%	+0	Republican	28%	+0
Hispanic	55%	+19	Midwest	38%	+5	Independent	28%	+0
Home School Parent	53%	+12	Non-Hispanic White	37%	-1	Rural	24%	+0
Educ: Bachelors or Postgrad	51%	+1	Low Income < \$35K	35%	+5	Small Town	18%	-6
High Income: \$75K+	47%	+0						

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

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'

“It enriches our child's learning, and we get to know other parents and families. It also keeps us more connected and in the loop.”

“To give my child additional learning opportunities and social opportunities.”

“For continuing the learning process during the pandemic and it also helps develop social norms.”

WHY LOOKING TO FORM OR JOIN A 'POD'

“I want to make sure my son isn't falling behind.”

“To keep my children learning with kids their age.”

“It seems like a viable option for my child in order for her to have some consistency.”

WHY NOT PLANNING TO PARTICIPATE IN A 'POD'

“I believe that schooling of the child is best done in a controlled environment at school with a teacher that is there to teach the grade they were assigned.”

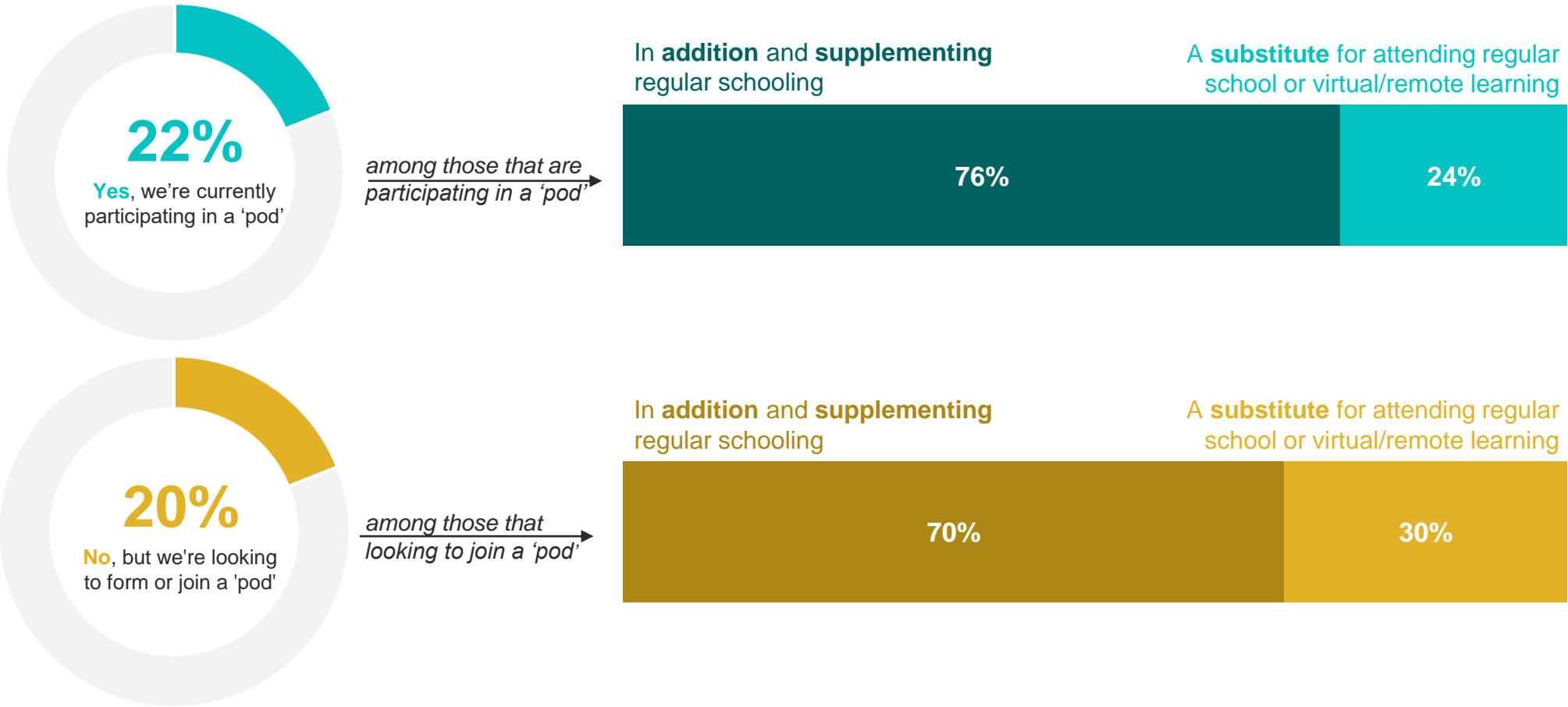
“They are still dangerous because of COVID and are also very costly.”

“My kids are doing great academically so I don't think they need to be 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...?

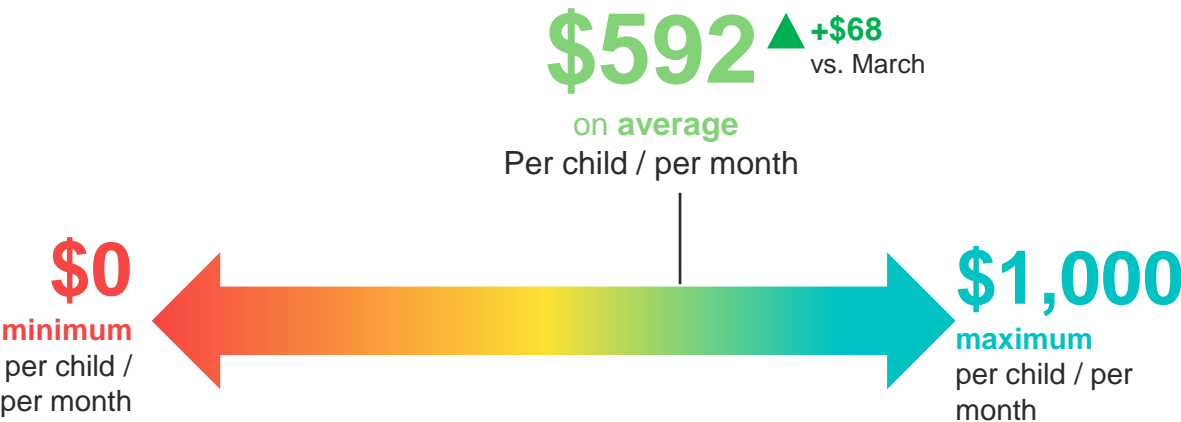
School Parents



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

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’



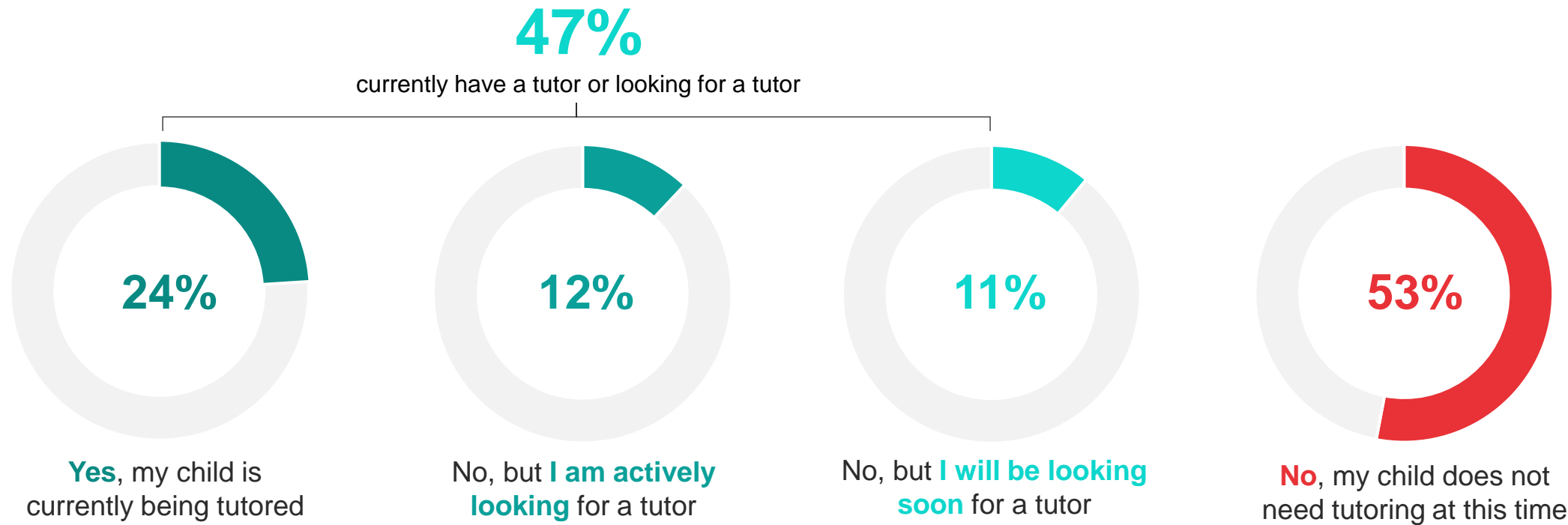
Average Willing to Spend Per Child/Per Month By Demographic		
Income	*Low Income < \$35K	\$520
	*Middle Income \$35K to < \$75K	\$654
	High Income \$75K+	\$620
Political Affiliation	Democrat	\$604
	Independent	\$589
	Republican	\$572
Region	*West	\$660
	*Midwest	\$617
	South	\$558
	*Northeast	\$602

**indicates base size <n=100*

Just under half of 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



Since March there is growing interest in tutoring, especially among traditional homeschoolers, Blacks, and those living in Urban communities.

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		Vs March
Private School Parent	73%	+2
Urban	67%	+9
Black	65%	+9
Democrat	59%	+7
Educ: Bachelors or Postgrad	56%	+1
High Income: \$75K+	55%	+7
Home School Parent	54%	+11
South	51%	+2
Hispanic	51%	+8

Groups Moderately Likely To Already Being / Looking to be Tutored		Vs March
West	49%	+6
Northeast	47%	+7
Non-Hispanic White	45%	+1
Low Income < \$35K	41%	+1
Midwest	41%	+5
Republican	40%	+3
Educ: < College	40%	+4
Middle Income \$35K- \$75K	40%	+0

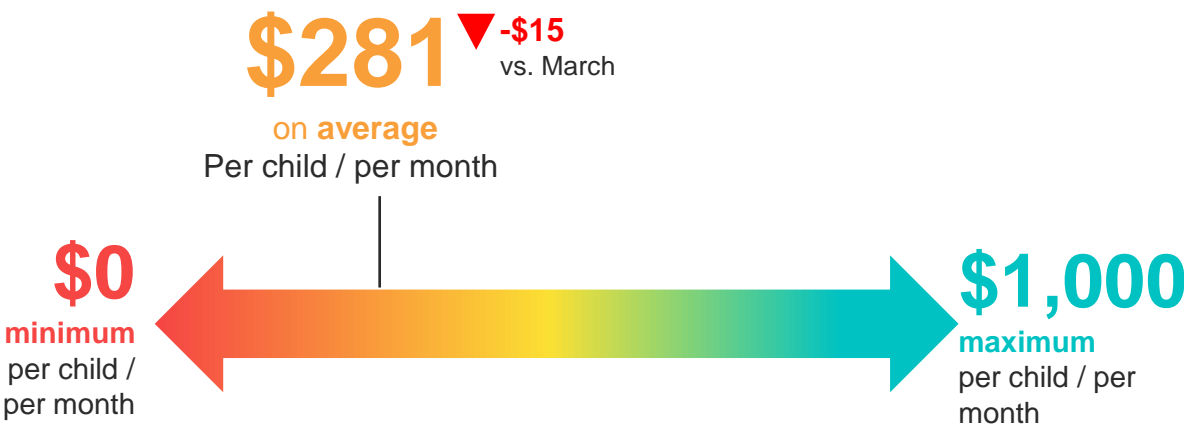
Groups Less Likely to Already Being / Looking to be Tutored		Vs March
District School Parent	39%	-1
Suburban	39%	+3
Independent	36%	+2
Small Town	34%	+5
Rural	31%	-4

Those with higher incomes, independents, and those living in either the South or Northeast are the most likely to spend more 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



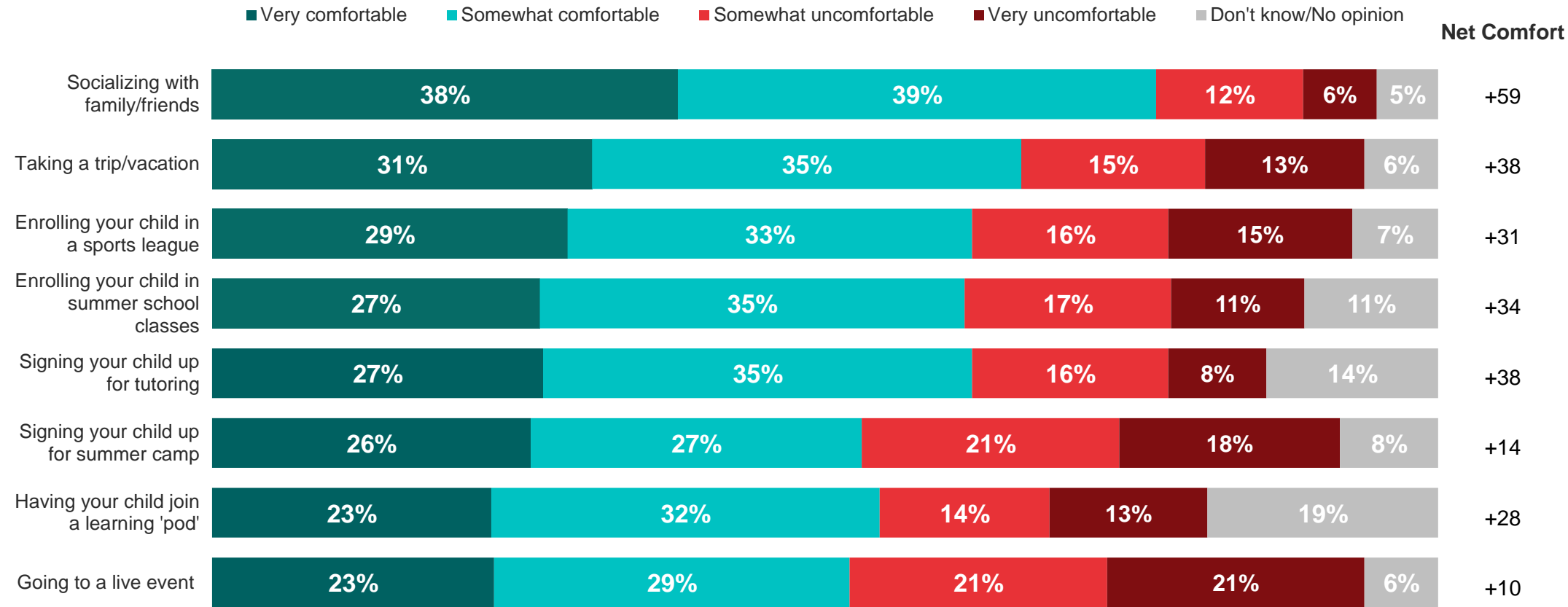
Average Willing to Spend Per Child/Per Month By Demographic		
Income	*Low Income < \$35K	\$284
	*Middle Income \$35K to < \$75K	\$268
	High Income \$75K+	\$298
Political Affiliation	Democrat	\$269
	Independent	\$305
	Republican	\$276
Region	*West	\$262
	*Midwest	\$276
	South	\$288
	*Northeast	\$293

**indicates base size <n=100*

School parents are most likely to feel comfortable with their child socializing with family and friends this upcoming summer. They are most uncomfortable with their child signing up for summer camp or going to a live event.

Thinking about this upcoming summer how comfortable are you with your child participating in each of the following activities?

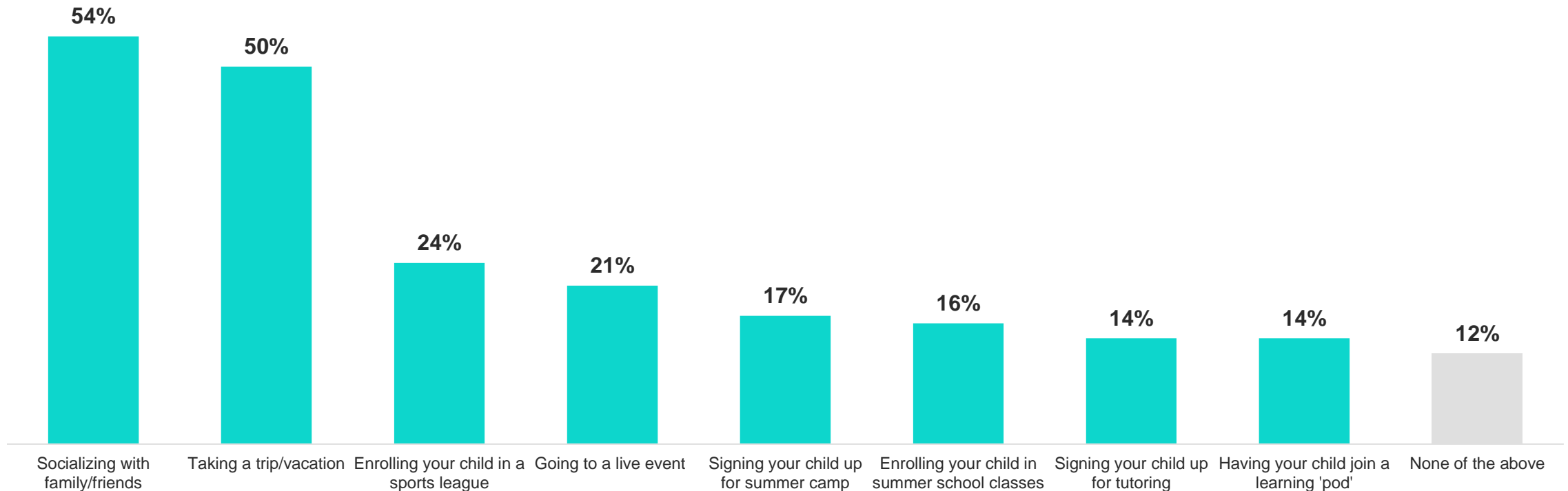
School Parents



School parents are more likely to socialize with family and friends or take a trip/vacation this upcoming summer, compared to other kinds of activities.

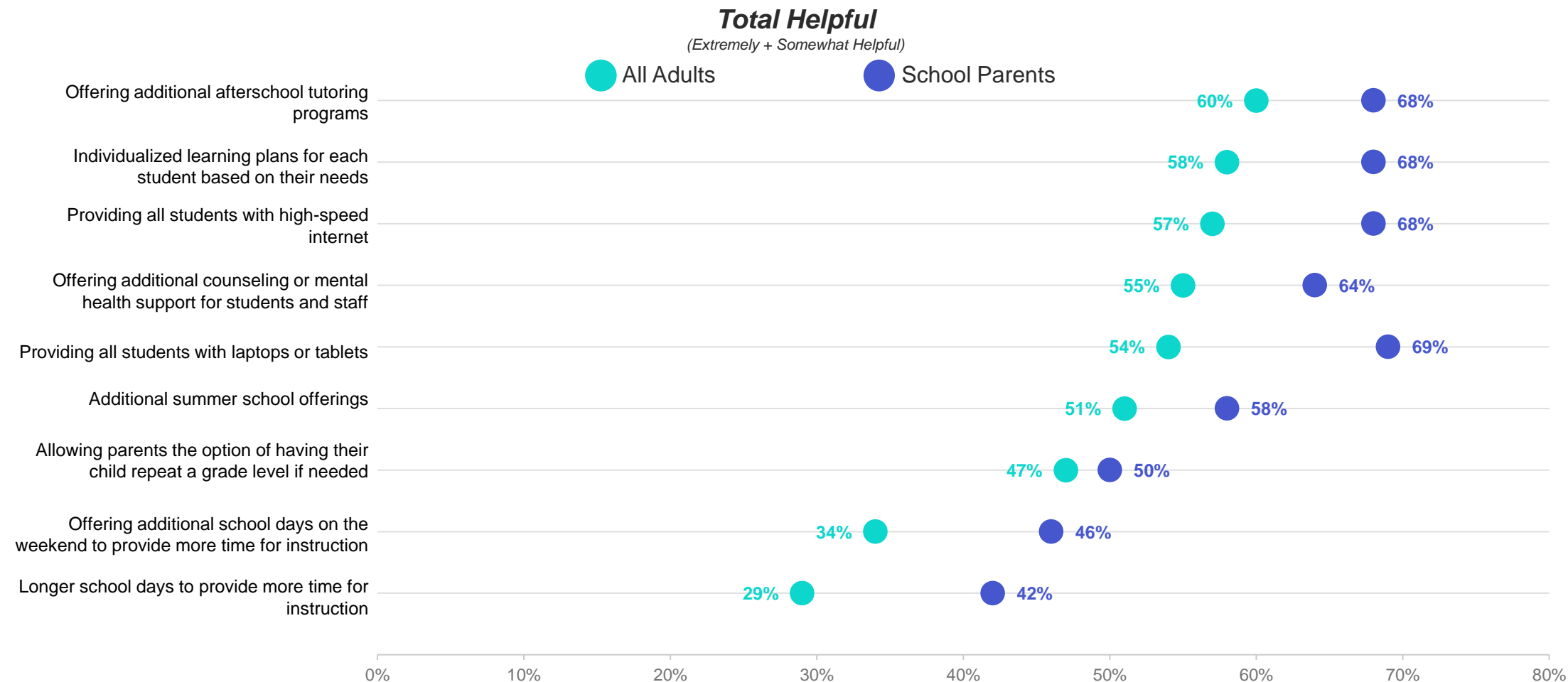
Do you plan on doing any of the following this upcoming summer?

School Parents



School Parents are much more likely to value afterschool tutoring, individualized learning plans, high-speed internet, and providing laptops/tablets – compared to other resources.

How helpful do you think each of the following will be in helping students/your child/children next school year following the COVID-19 outbreak?



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

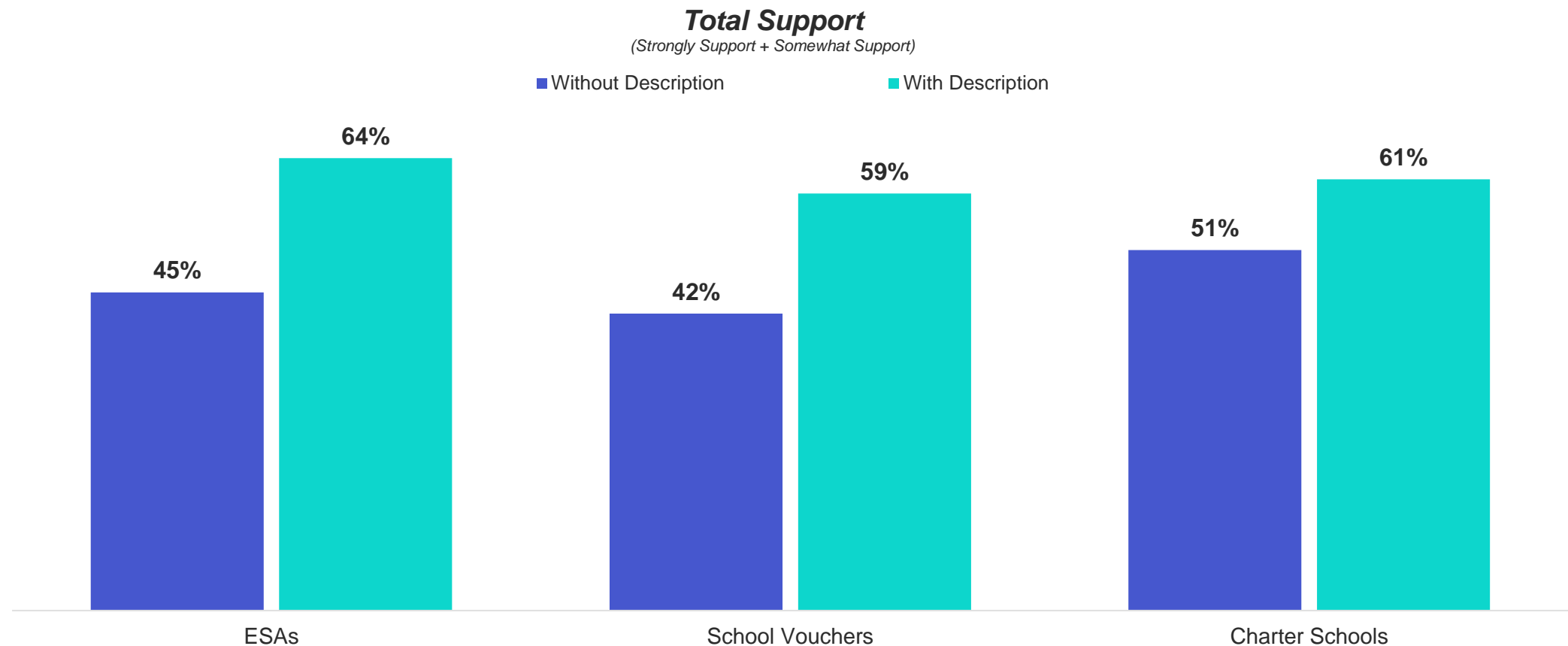
A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to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

All Adults

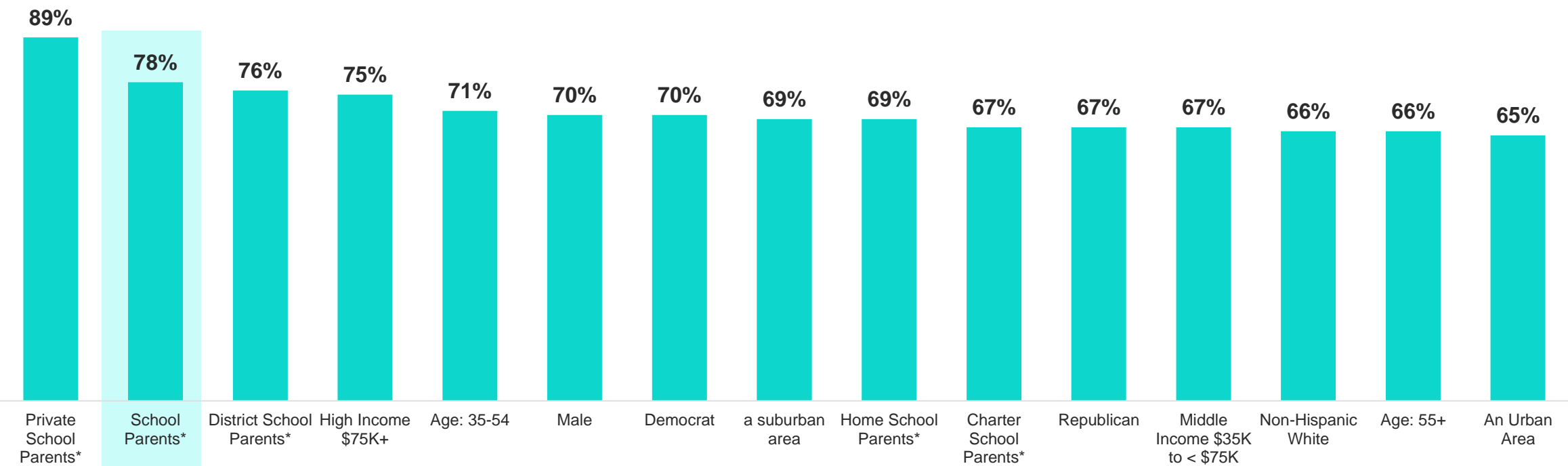


Roughly four out of five school parents say they support ESAs. There is a wide range of support among all demographics.

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All Adults

Total Support
(Strongly Support + Somewhat Support)



* Denotes the sample came from school parents

Support of ESAs remains high across demographics despite large decreases among GenZers, Independents, and those living in rural communities.

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?

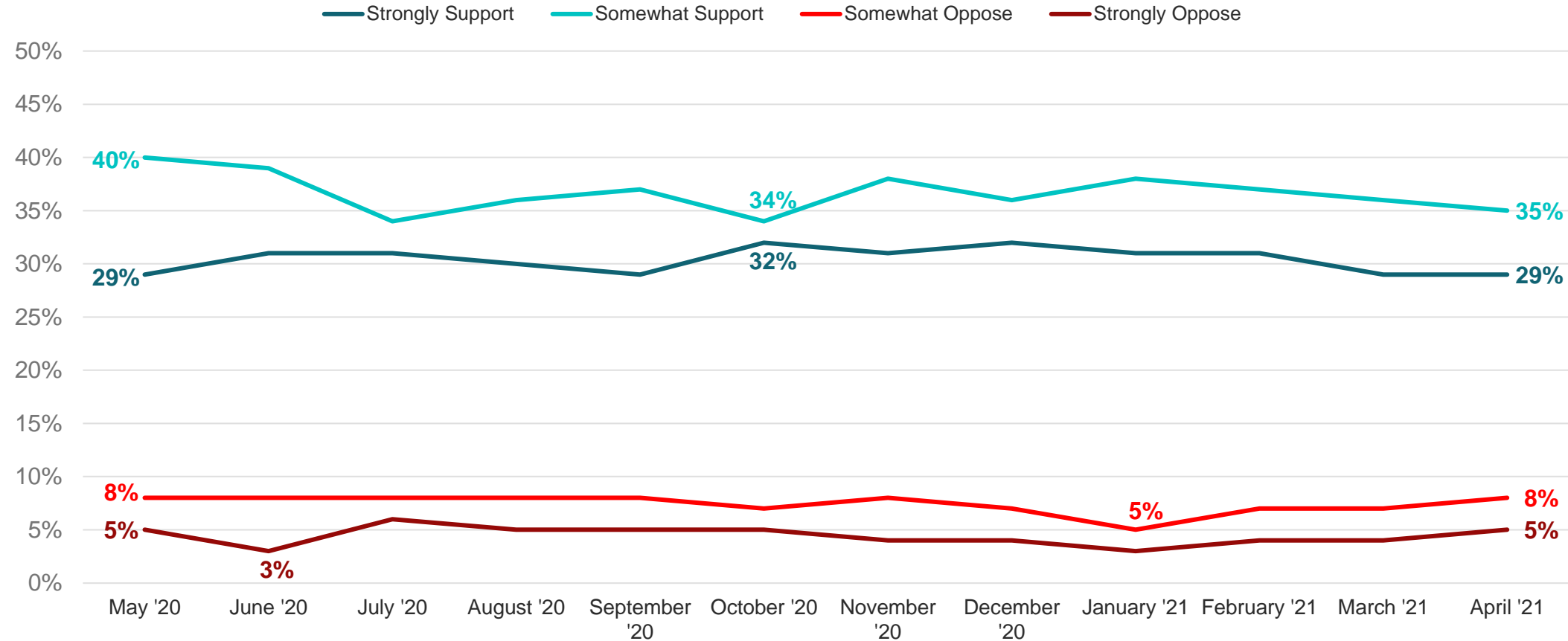
All Adults

Most Supportive								
		Vs March			Vs March			Vs March
High Income \$75K+	75%	+0	Non-Hispanic White	66%	+0	Educ: < College	60%	+0
Educ: Bachelors or Postgrad	74%	-3	South	65%	-1	Small Town	59%	-4
Democrat	70%	+2	Urban	65%	-1	Female	59%	-4
Male	70%	+2	Baby Boomer	65%	-1	Independent	57%	-8
Gen X	69%	+2	West	64%	-1	Black	56%	-3
Suburban	69%	+2	Northeast	64%	-5	Low Income < \$35K	54%	-6
Millennial	67%	+0	Hispanic	61%	-1	Rural	53%	-7
Republican	67%	+2	Midwest	61%	+1	Gen Z	46%	-11
Middle Income \$35K-\$75K	67%	+3						

In April, 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

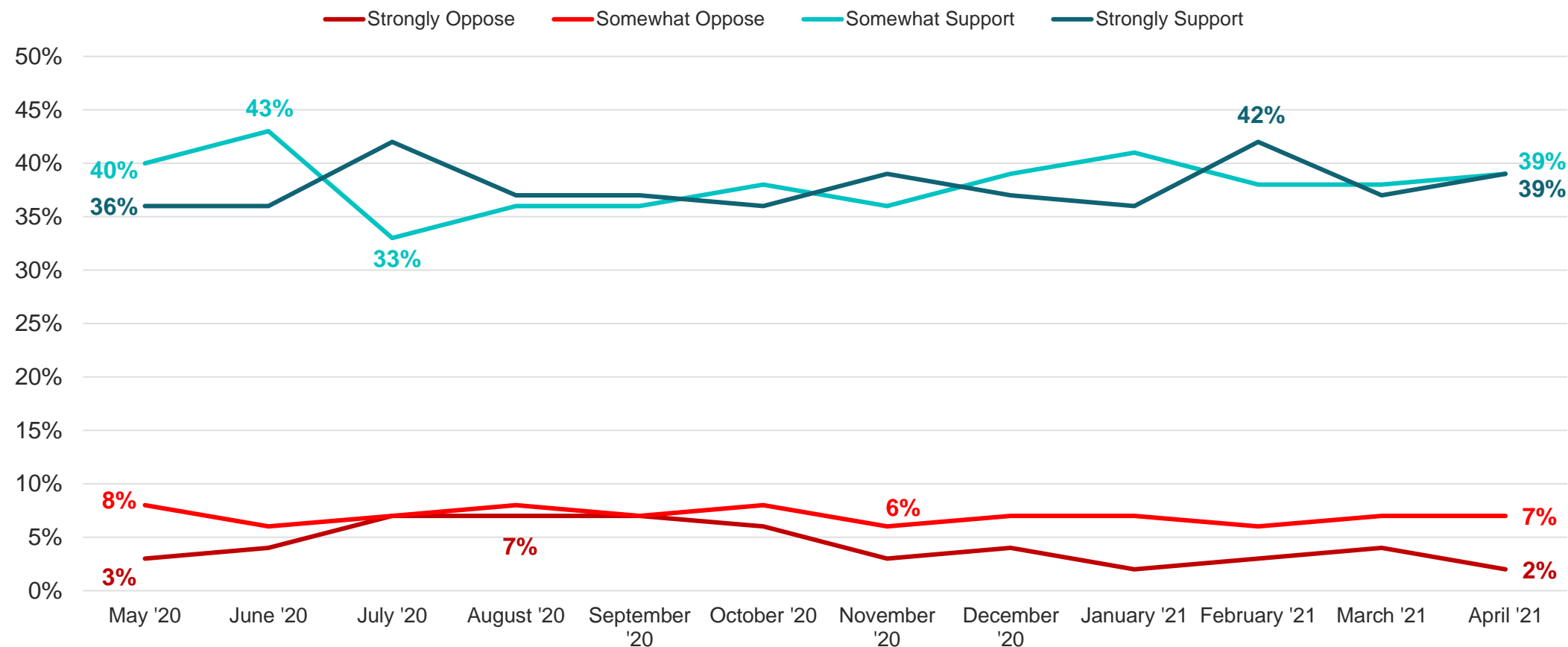


Note: Don't know/no opinion responses are not shown.

Among school parents, overall support for ESAs held steady in April.

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



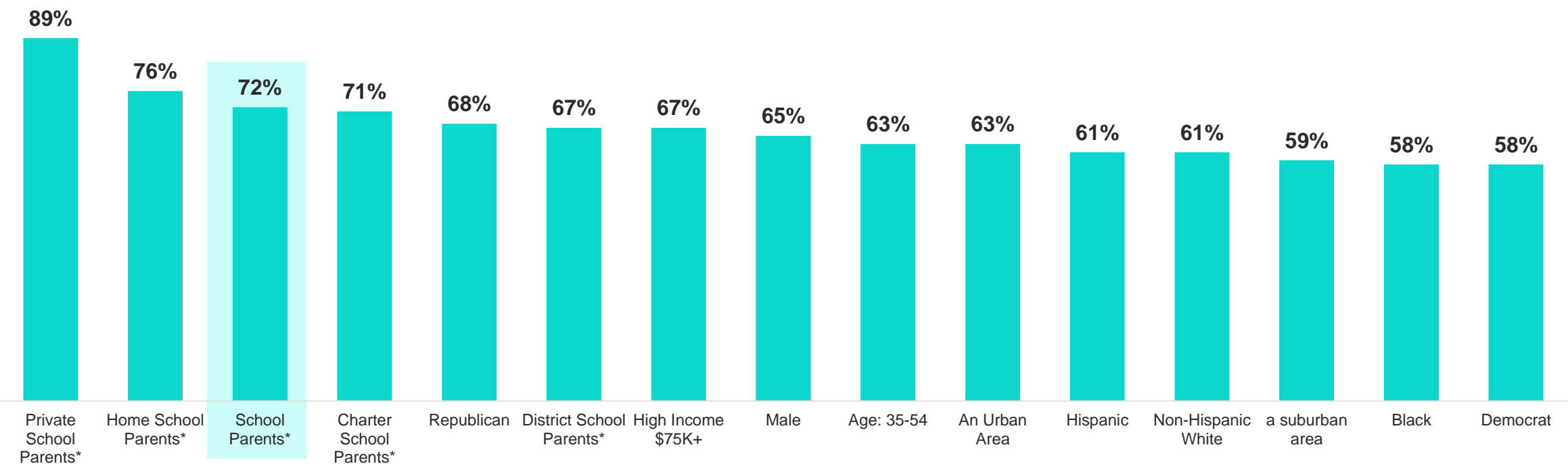
Note: Don't know/no opinion responses are not shown.

Just over seven out of ten school 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 held steady across the majority of demographic groups in April.

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

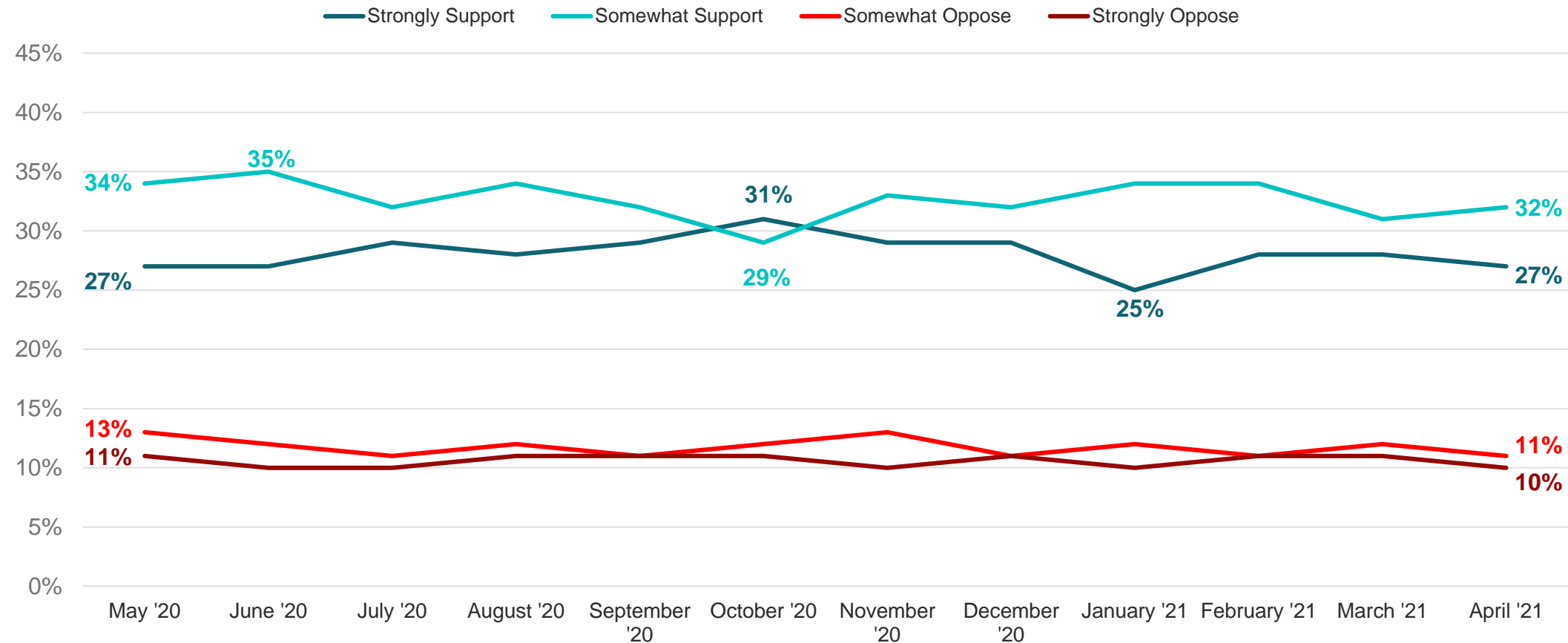
Most Supportive 

	Vs March			Vs March			Vs March	
Republican	68%	+2	Gen X	59%	-4	Independent	57%	+3
Millennials	67%	+2	South	59%	-3	Northeast	57%	-3
High Income \$75K+	67%	+2	Suburban	59%	-1	Small Town	57%	+0
Educ: Bachelors or Postgrad	66%	+4	Midwest	59%	+4	Educ: < College	56%	-1
Male	65%	+3	Democrat	58%	-1	Low Income < \$35K	55%	-2
Urban	63%	+2	Black	58%	-2	Rural	54%	+1
Hispanic	61%	+0	Middle Income \$35K-\$75K	58%	+1	Female	54%	-2
Non-Hispanic White	61%	+2	Baby Boomer	58%	+4	Gen Z	45%	-4
West	60%	+5						

The public’s overall support for school vouchers has held steady in April.

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All Adults

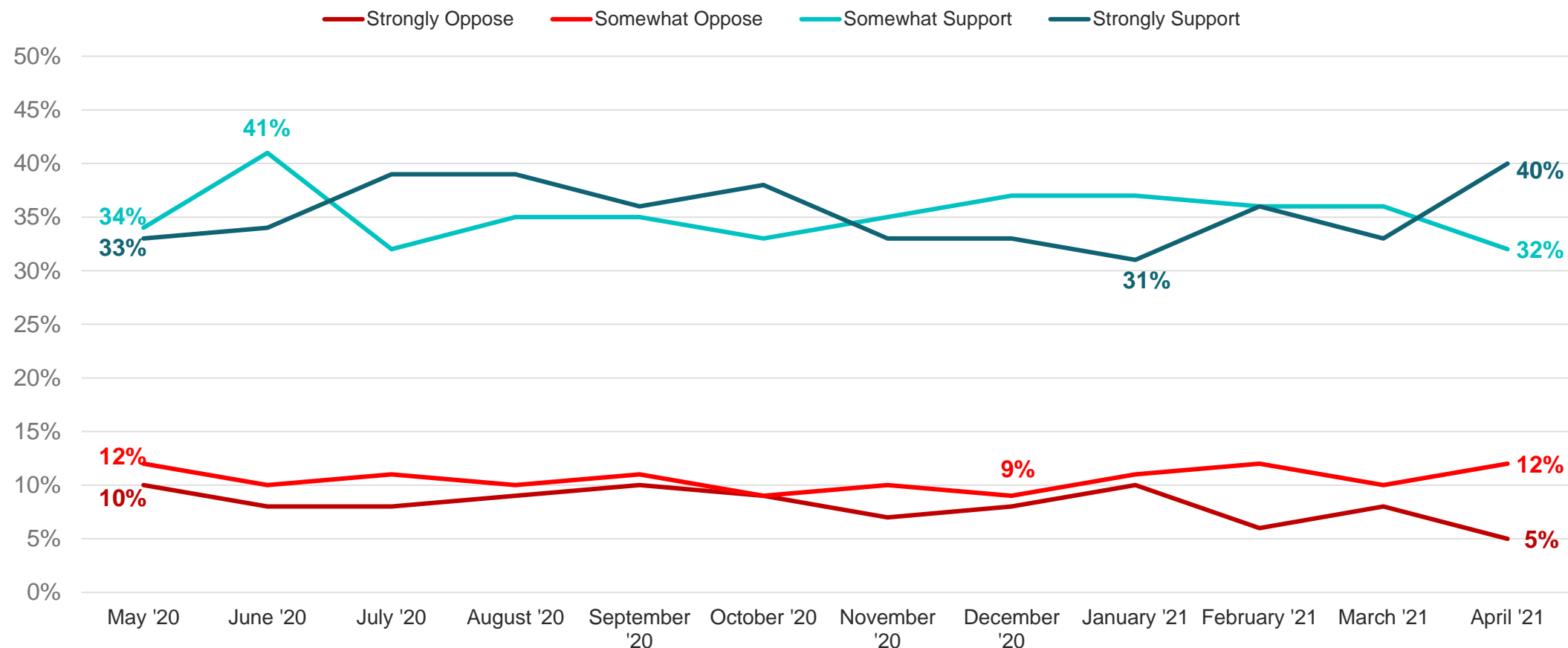


Note: Don't know/no opinion responses are not shown.

School parents' strong support for school vouchers increased by seven points in April.

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



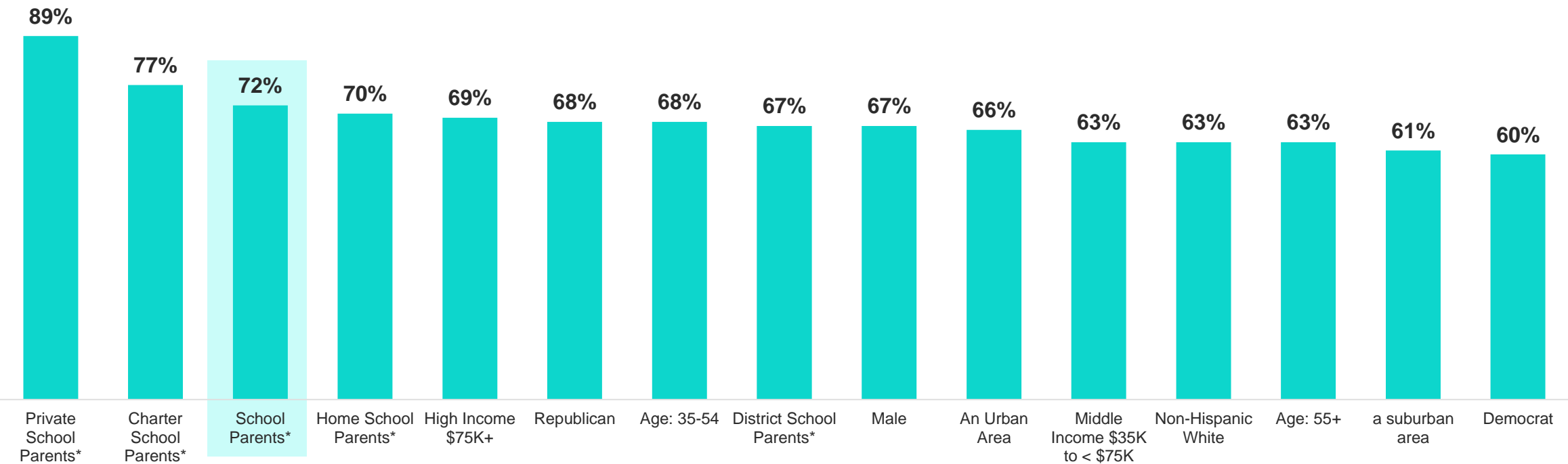
Note: Don't know/no opinion responses are not shown.

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

Among Hispanics and GenZers, support of charter schools decreased in April.

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 March	
Educ: Bachelors or Postgrad	70%	+2
High Income \$75K+	69%	+1
Republican	68%	+0
Male	67%	+2
Urban	66%	+2
Millennials	64%	-1
Gen X	64%	+2
Baby Boomer	64%	+5

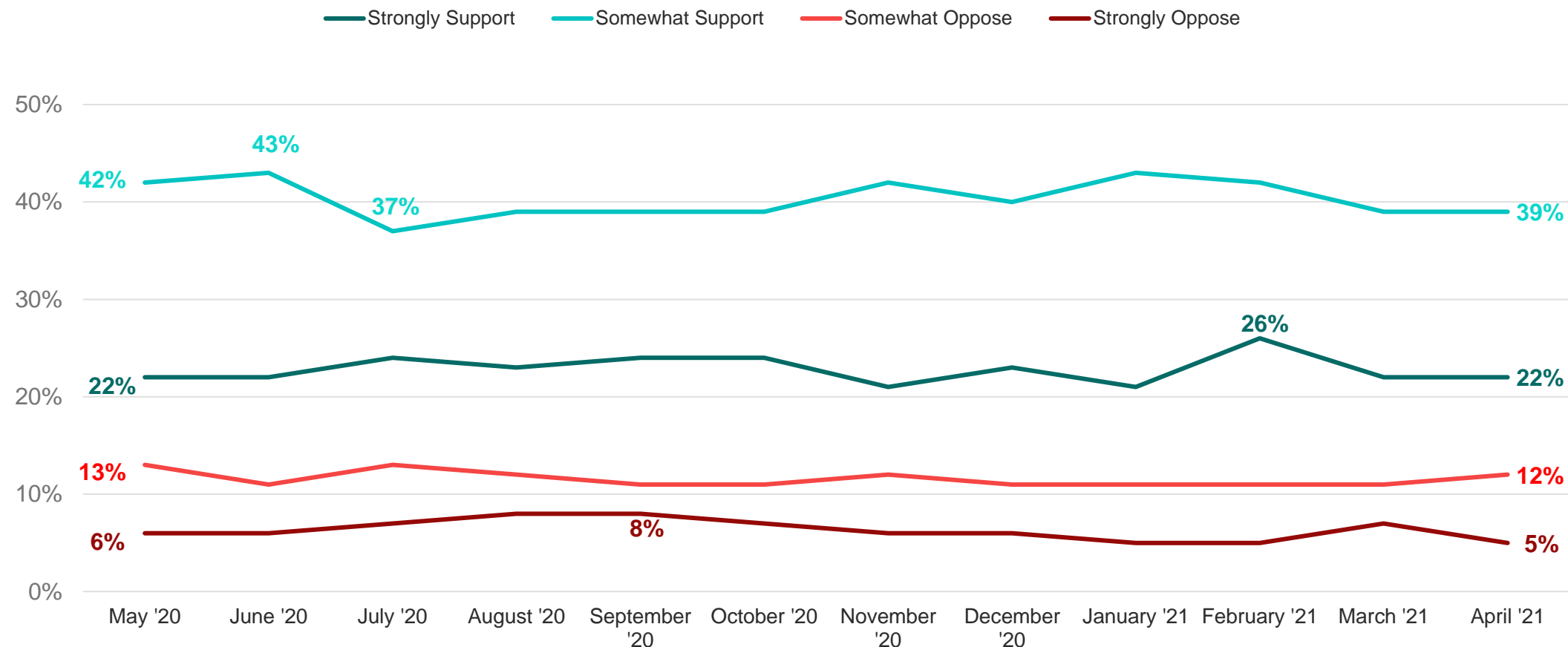
	Vs March	
Middle Income \$35K to < \$75K	63%	+1
Non-Hispanic White	63%	+1
Northeast	62%	-5
South	62%	+3
Suburban	61%	-3
Democrat	60%	+0
West	59%	-4
Small Town	58%	+0
Midwest	58%	+0

	Vs March	
Educ: < College	57%	-1
Independent	56%	-4
Rural	55%	+2
Hispanic	55%	-10
Female	55%	-2
Low Income < \$35K	53%	-4
Black	49%	-5
Gen Z	40%	-15

Overall support of charter schools remains steady in April.

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

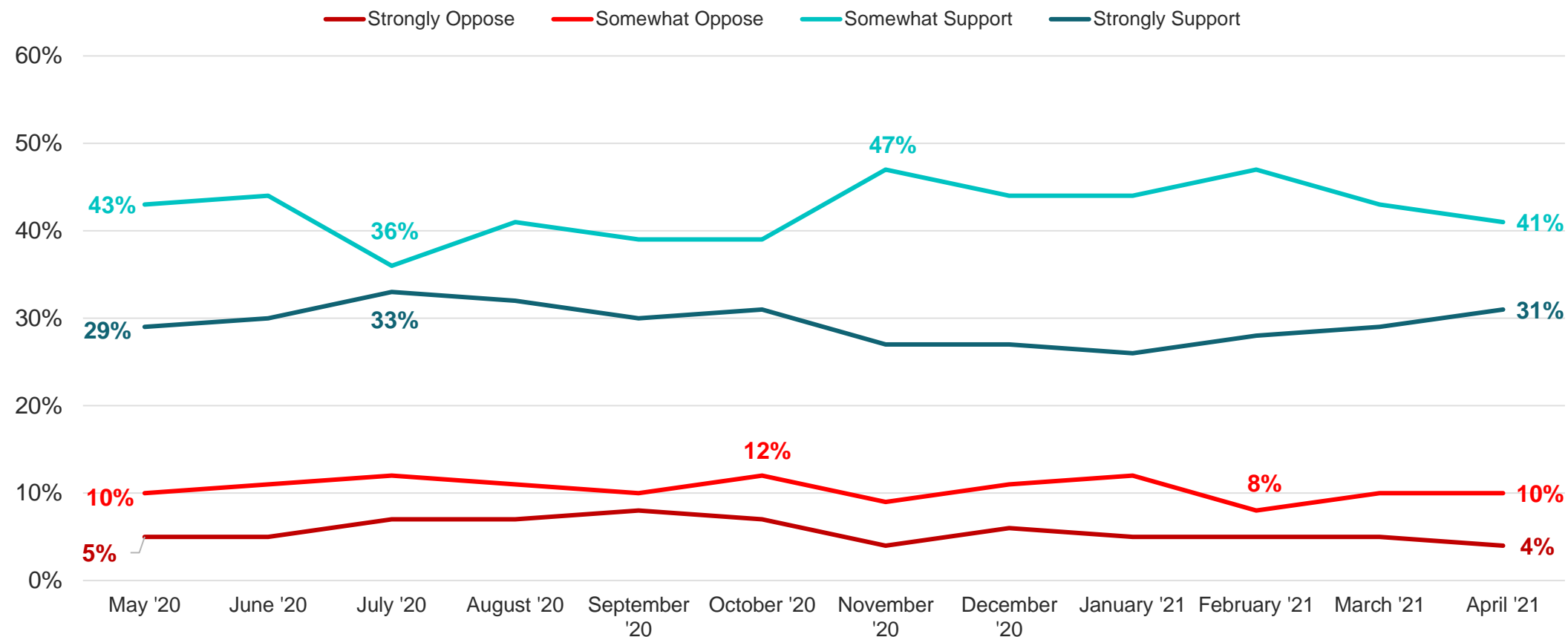


Note: Don't know/no opinion responses are not shown.

School parents' overall support for charter schools remained steady in April.

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.

AGENDA

COVID-19 AND SCHOOLING

SCHOOL CHOICE POLICIES

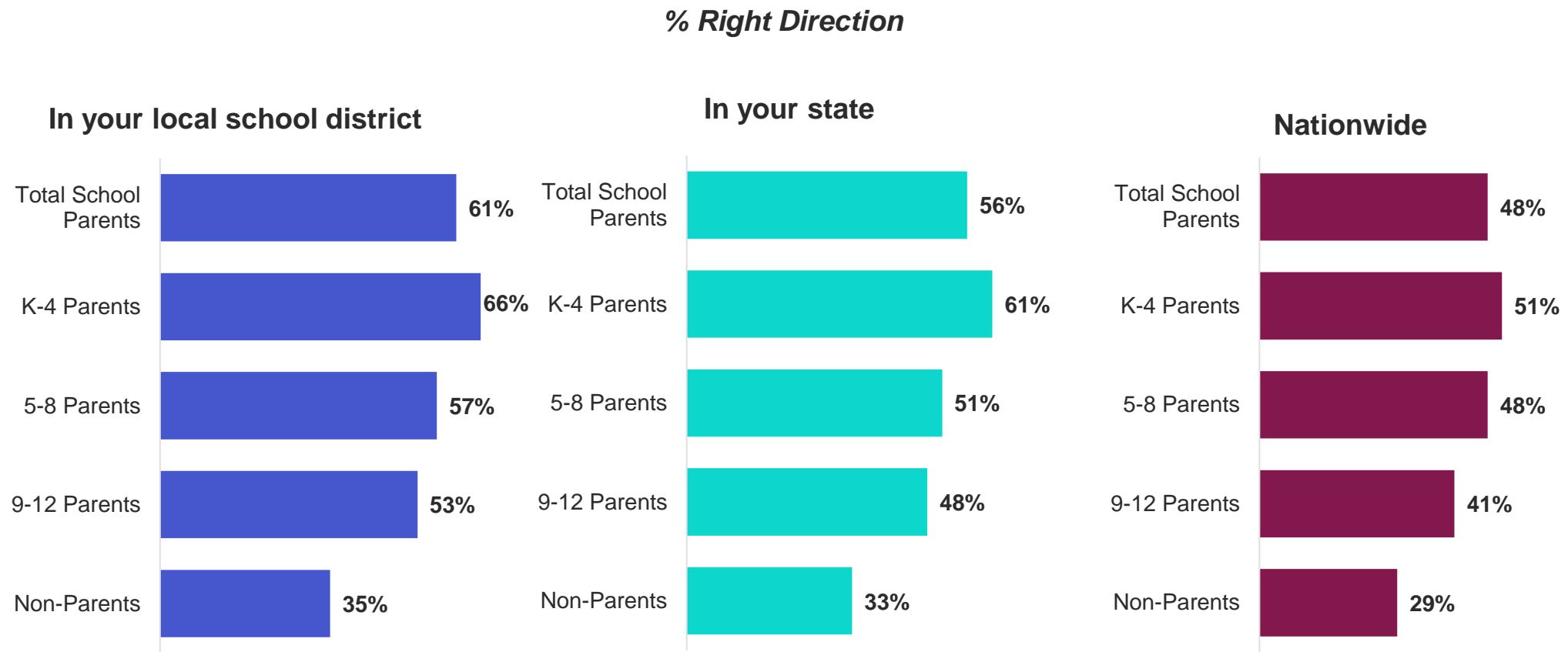
VIEWS ON K-12 EDUCATION

SURVEY PROFILE AND DEMOGRAPHICS



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

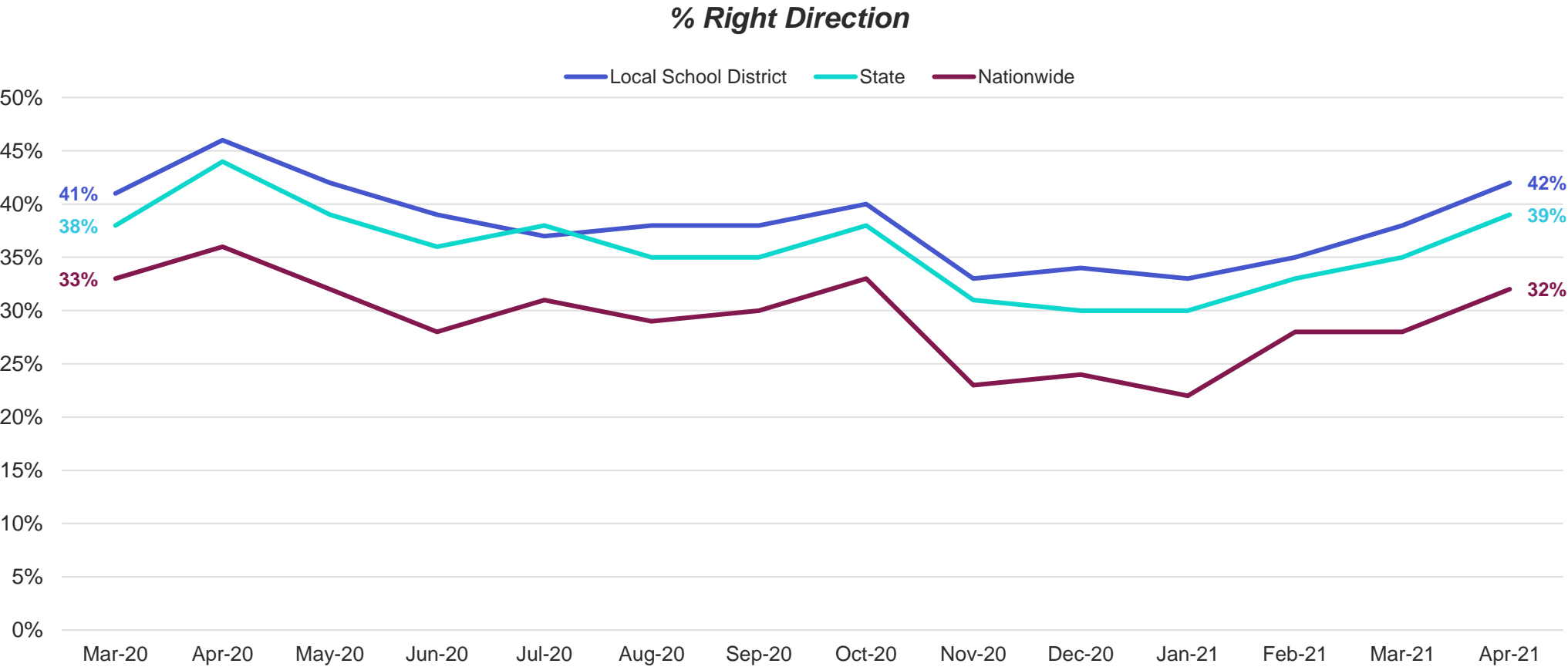
Do you feel things in K-12 Education are generally going in the right direction, or do you feel things have generally gotten off on the wrong track?



Positive sentiment about the direction of education has increased to a level that mirrors how it was viewed 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?

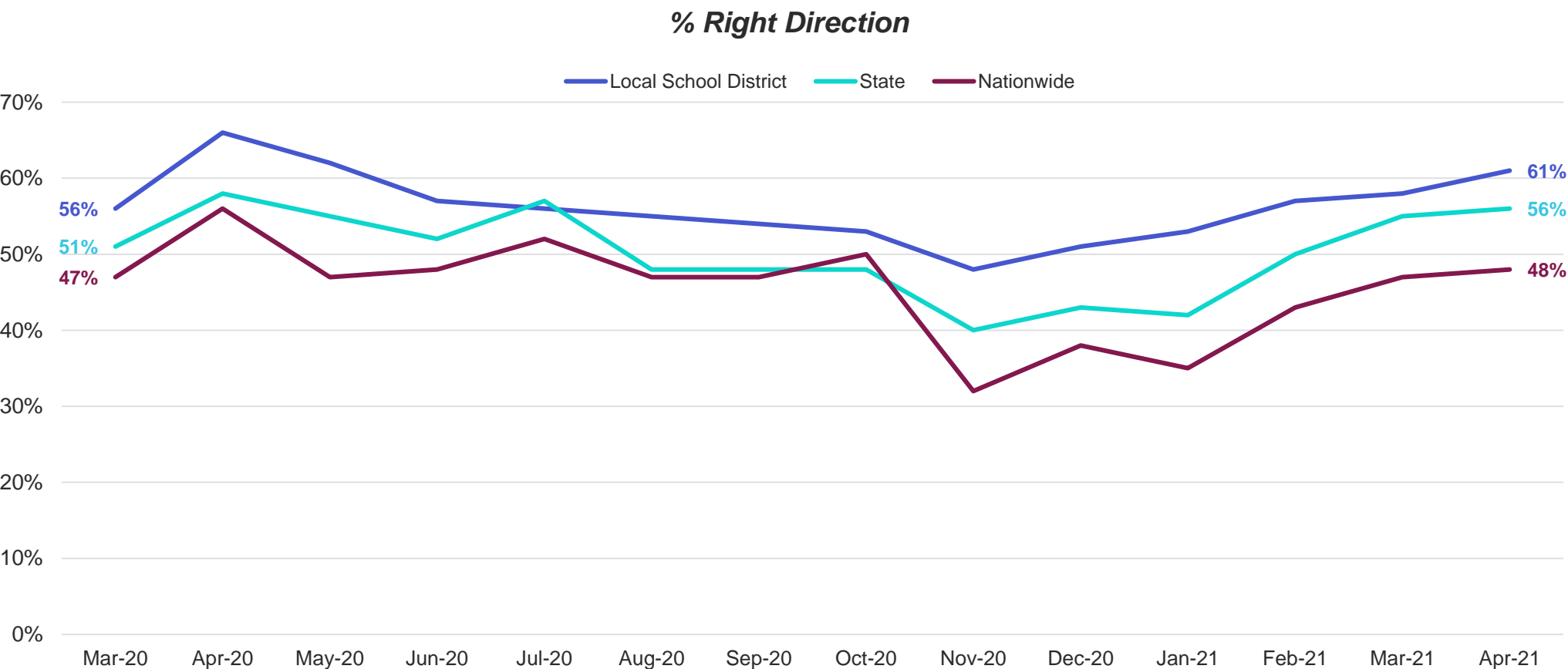
All Adults



School parents' positive sentiments about K-12 education have continued to increase since January.

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 focus on both 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 (53%)
-  Socialization (47%)
-  Become independent thinkers (46%)
-  How to be good citizens (44%)
-  Values, moral character, religious virtues (40%)
-  Skills for future employment (39%)
-  To fix social problems (26%)

Grades 9-12

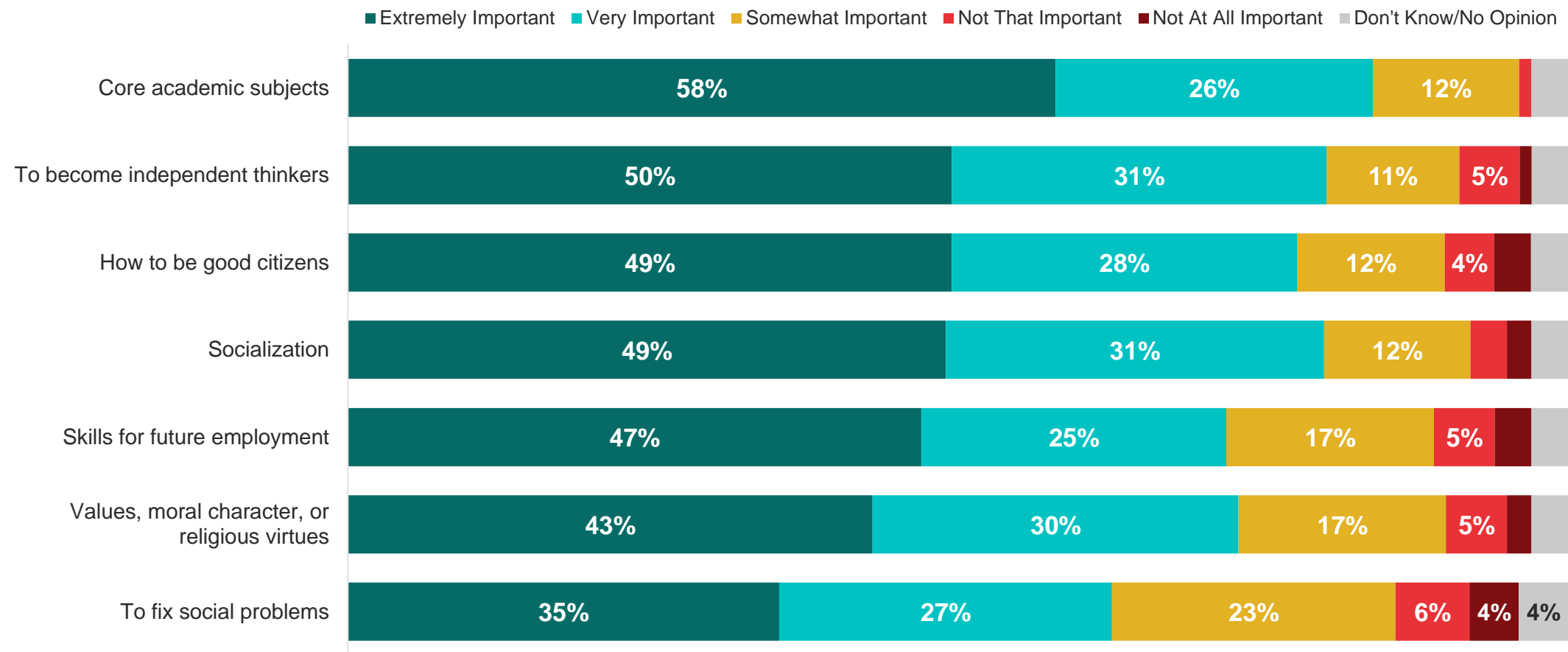
Average % selected Extremely Important **43%**

-  Skills for future employment (53%)
-  Core academic subjects (53%)
-  Become independent thinkers (48%)
-  How to be good citizens (46%)
-  Socialization (40%)
-  Values, moral character, religious virtues (36%)
-  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...

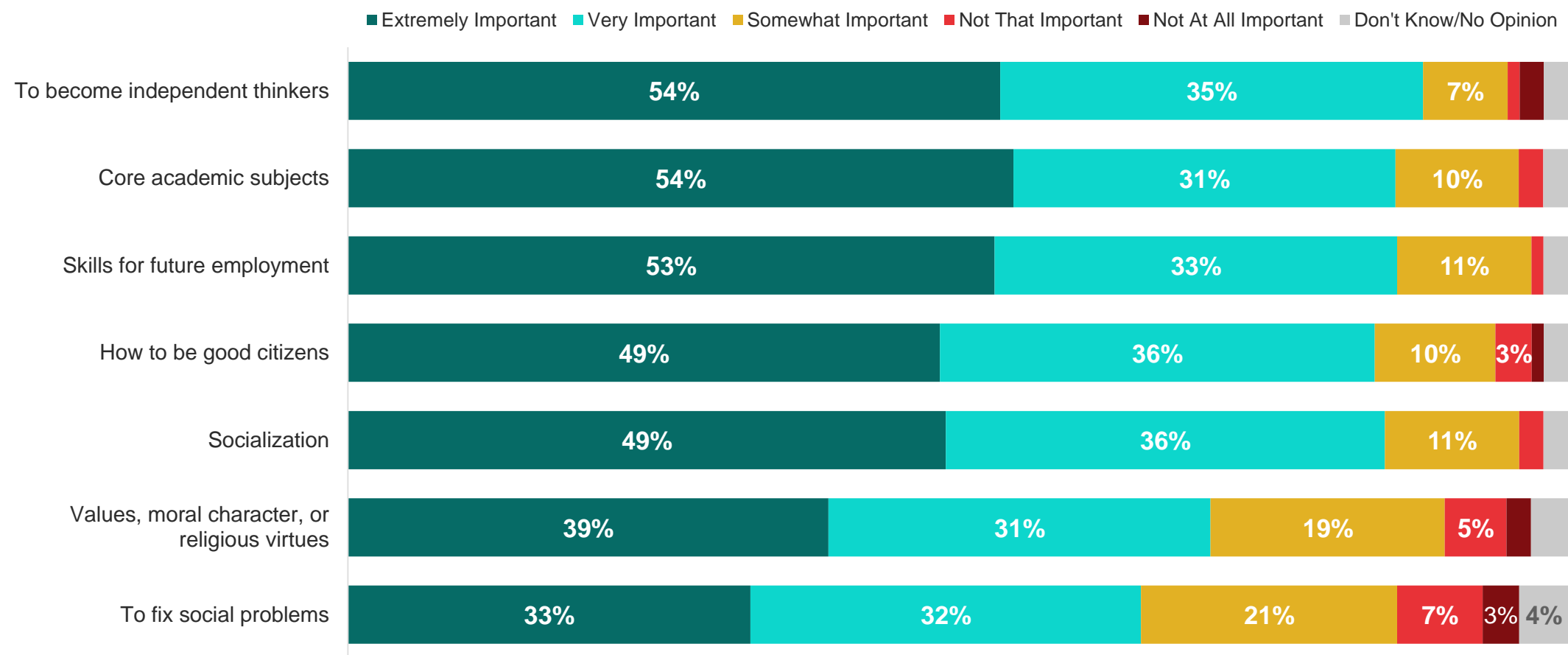
School Parents



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

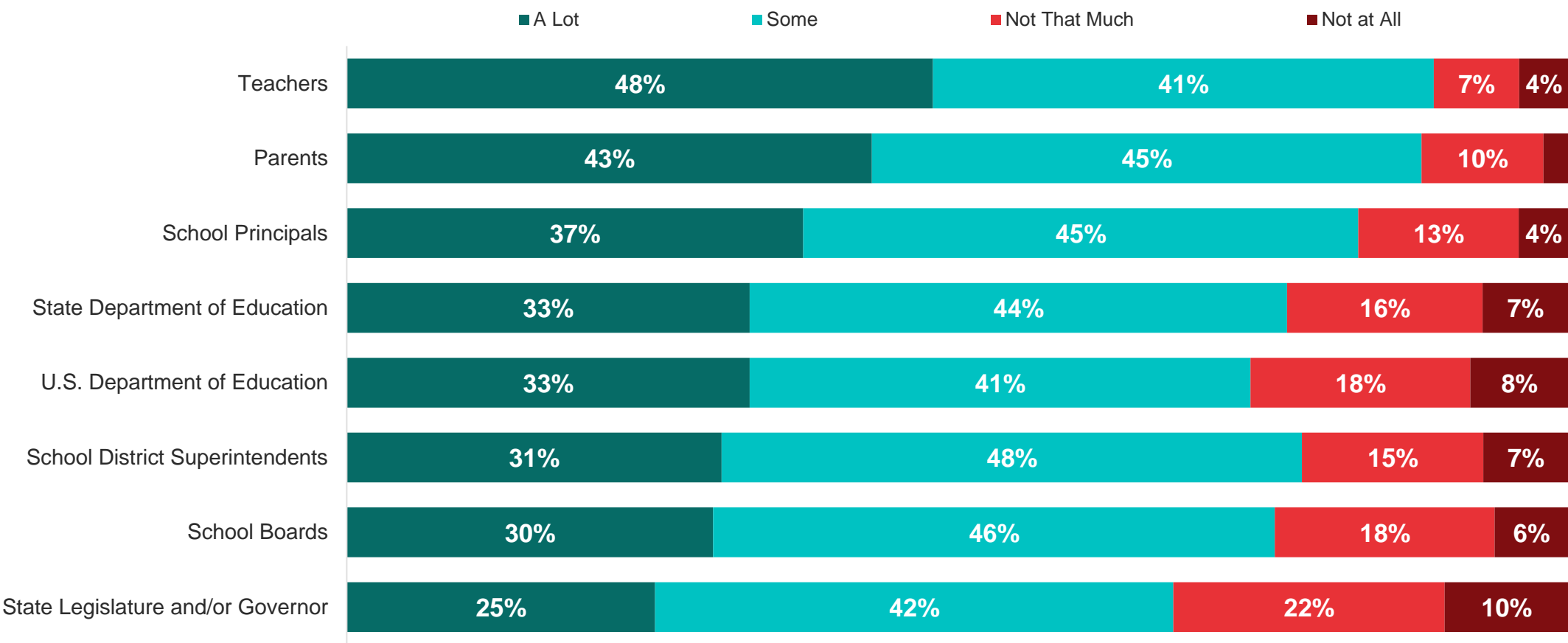
School Parents



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


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

School Parents



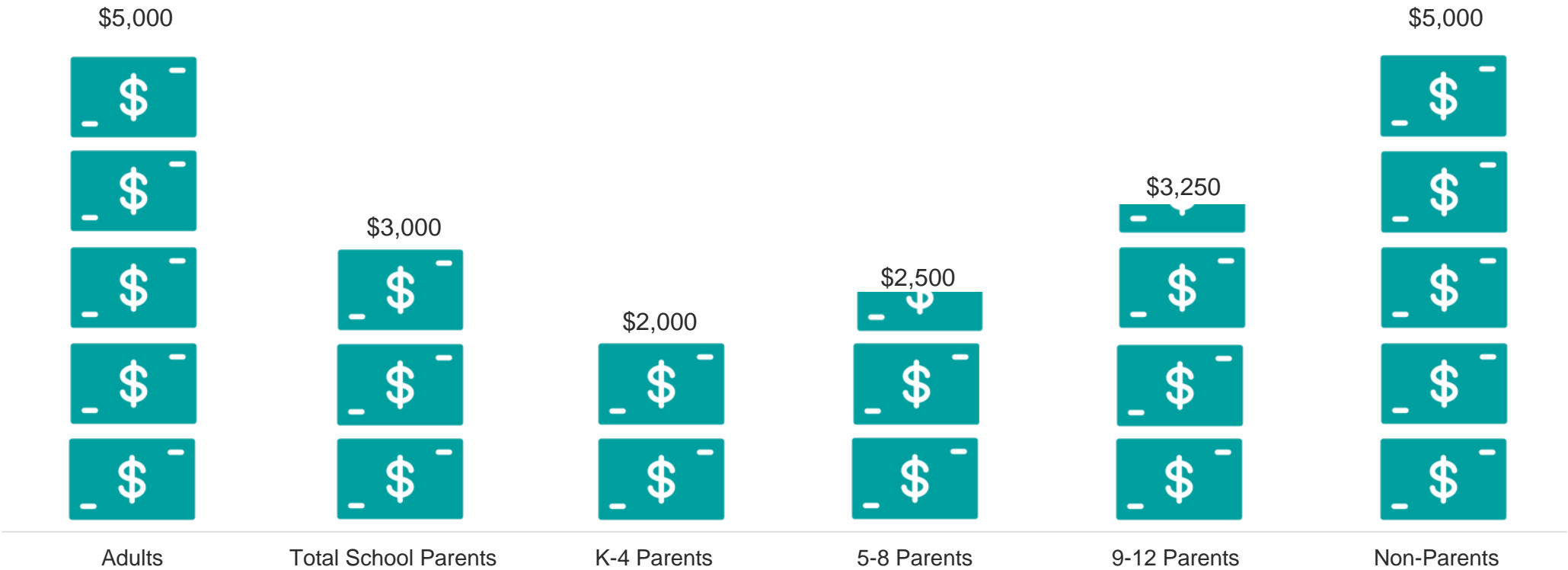
Americans, especially school parents of younger children, believe that government spending per student is much lower than actual expenditures.

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

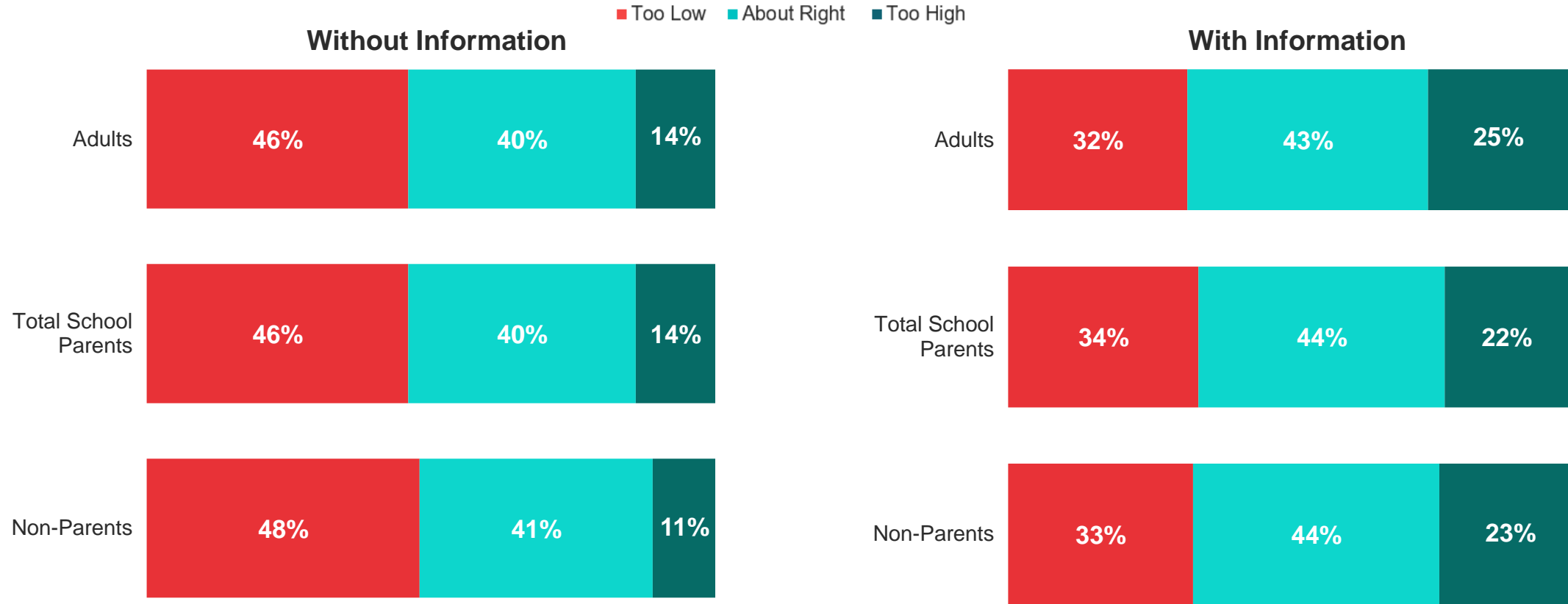


FY18 State Actuals Source: National Center for Education Statistics

Americans are less likely (-14 points) to say their state’s per-student spending is “too low” when given a publicly reported statistic.

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

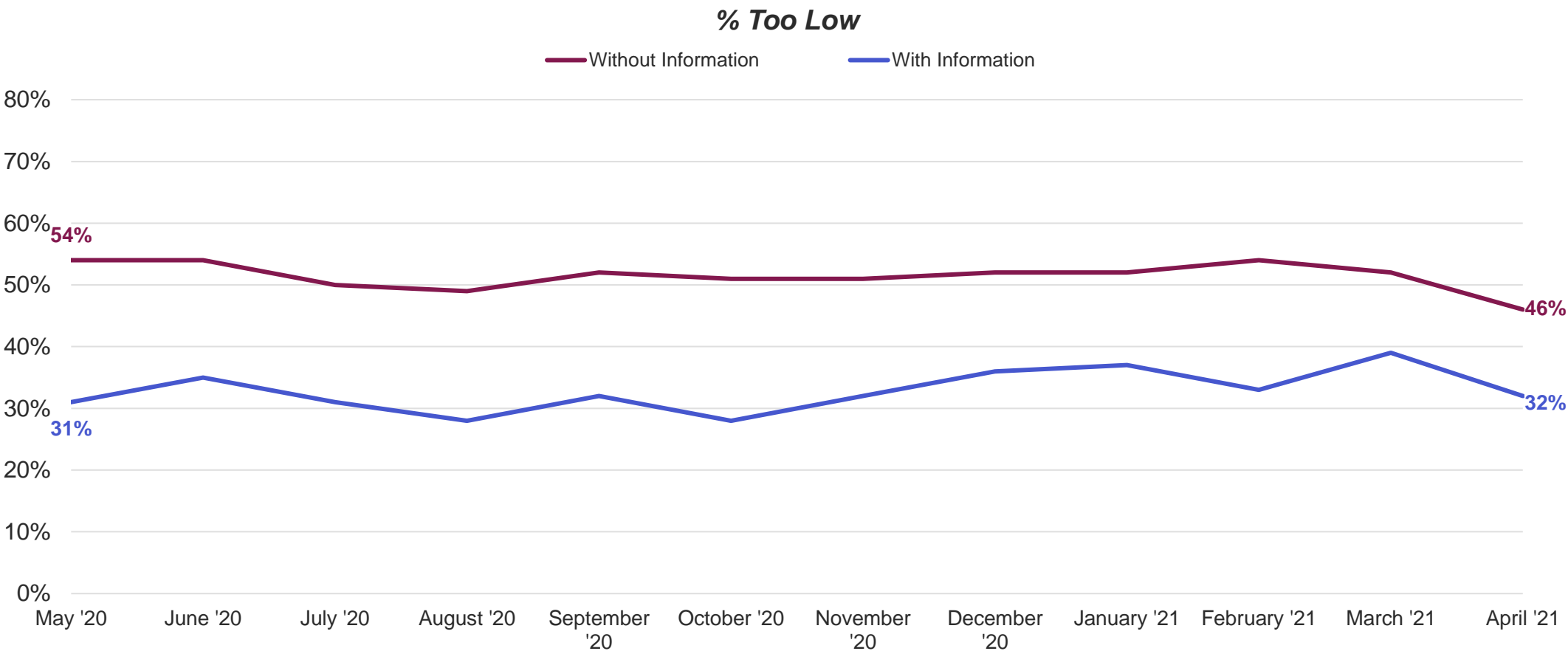
On average, [STATE] spends \$_____ per student attending public school each year. Do you believe public school funding is:



The percentage of Americans who believe public school funding is “too low”—whether they received information or not—decreased since March.


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



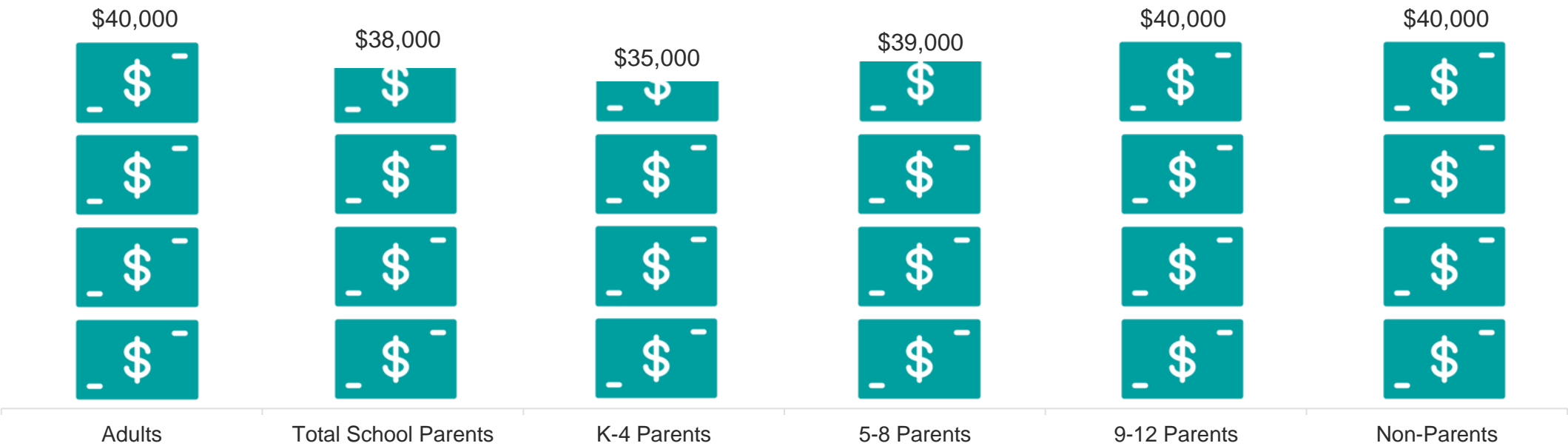
Americans believe their state’s teachers make just below the lowest reported average state salary.

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

 = \$10,000

Median Estimate

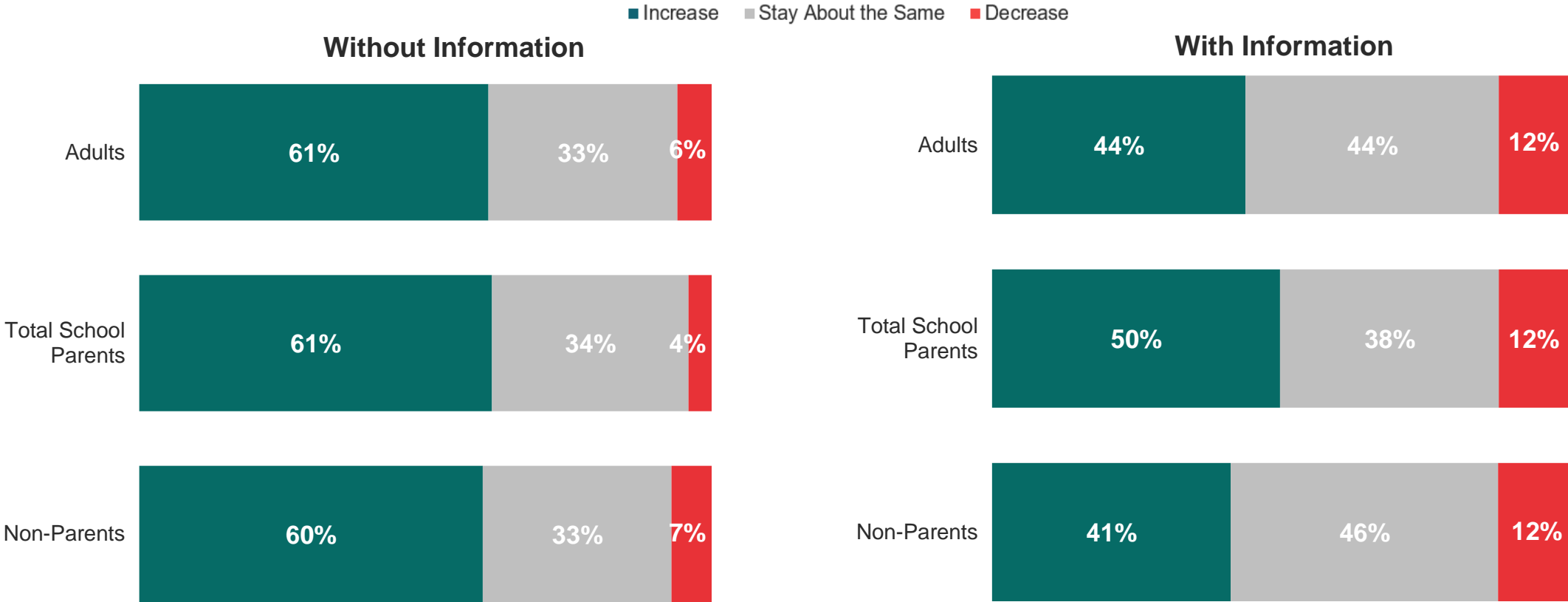
FY17 State Actuals	
Maximum	\$83,585
Mean	\$57,282
Minimum	\$43,107



Americans are less likely (-17 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:

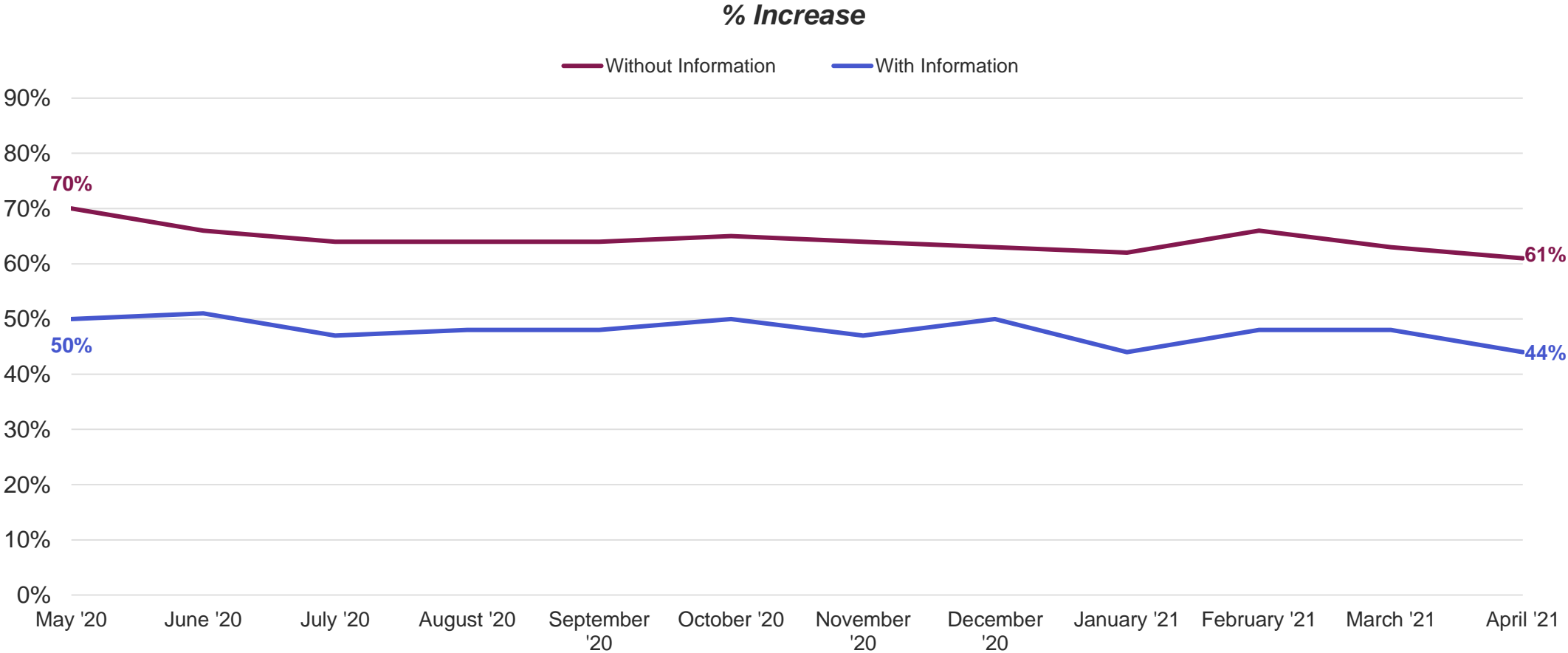
On average, public school teachers in [STATE] are paid an annual average salary of \$_____ per student attending public school each year.
Do you think that public school teacher salaries in your state should:



The percentage of Americans who believe teacher salaries should increase—whether they received information or not—decreased slightly since March.

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

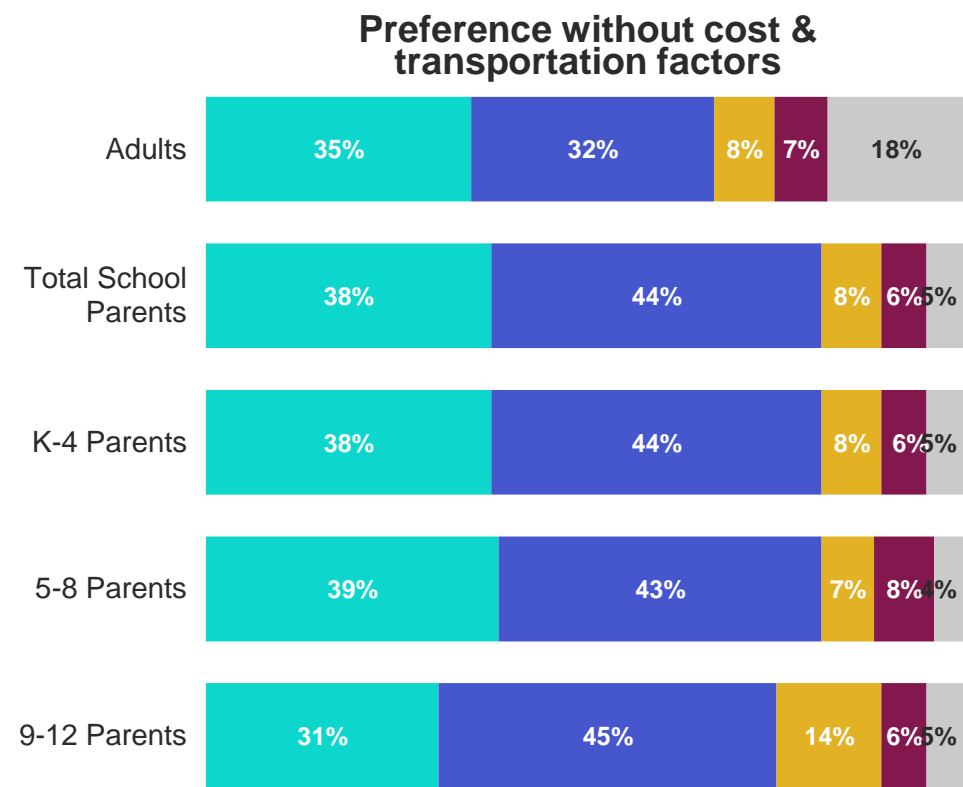
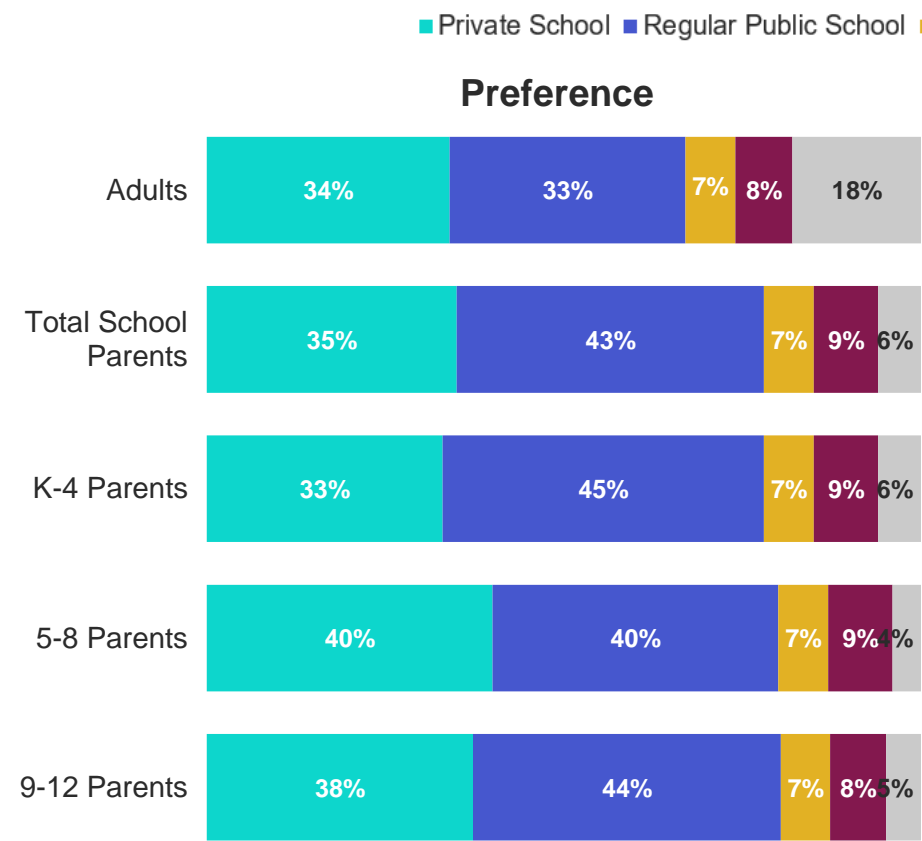
All Adults



As of April, cost and transportation factors have marginal influences on parents' preferences for different types of schools.

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

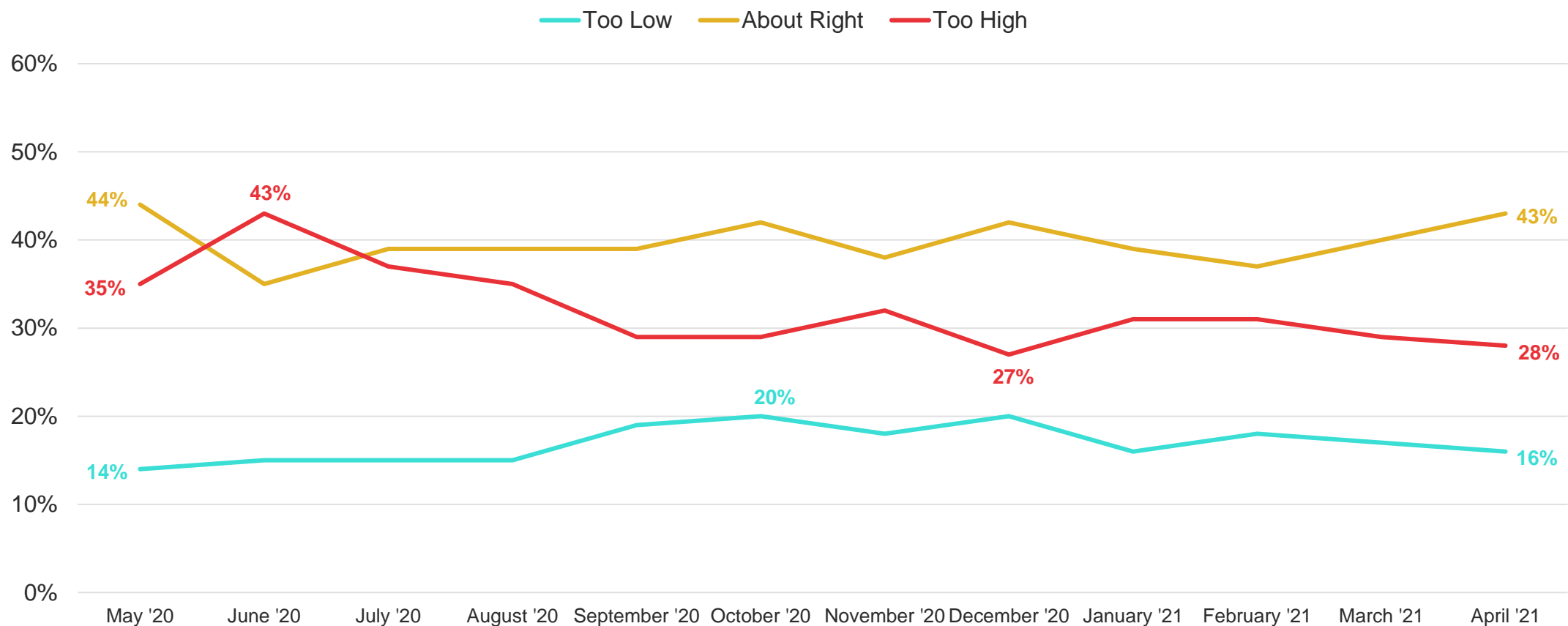
If given the option, and neither financial costs nor transportation were factors, what type of school would you select in order to obtain the best education for your child?



Only about one-fourth of school parents say the amount of standardized testing is 'too high.'

All public schools and most private schools give their students standardized tests during the school year. When thinking about students preparing for and taking these tests, in general, do you believe the amount of time spent on standardized testing in American schools is:

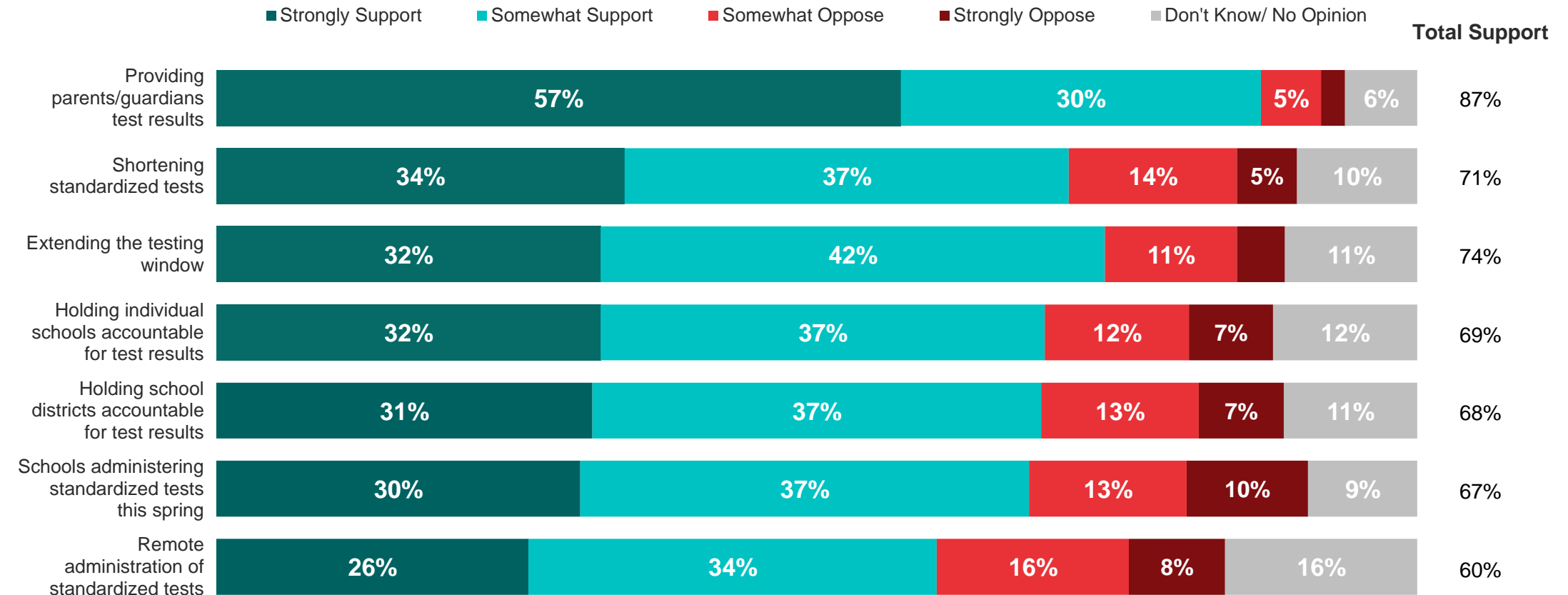
School Parents



School parents are far more likely to support directly receiving standardized test results of their children compared to other kinds of actions or uses of testing.

How much do you support or oppose each of the following as it relates to K-12 standardized testing this year?

School Parents



AGENDA

COVID-19 AND SCHOOLING

SCHOOL CHOICE POLICIES

VIEWS ON K-12 EDUCATION

SURVEY PROFILE AND DEMOGRAPHICS



Survey Profile, 1

Dates	April 16-26, 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 = 11.88 minutes, Oversample Median = 12.32 minutes
Sample Size	N = 2,200 General Population N= 1,134 Total School Parents
Oversampling	N = 700 School Parents
Quotas	Age, Gender
Weighting	Age, Race, Ethnicity, Gender, Education, Census Region
Measure of Precision (adjusted for weighting)	± 2.62 percentage points (Gen Pop), ± 2.22 percentage points (Oversample)
Participation Rate	32.31% (Gen Pop), 23.08% (Oversample)
Methods Page	https://edchoice.morningconsultintelligence.com/methodology/
Project Contact	Paul DiPerna, paul@edchoice.org

Demographics	Unweighted (N =)
Hispanic	128
White	1893
Non-Hispanic White	1821
Black	147
Other	67
Generation Z	164
Millennial	481
Generation X	545
Boomers	888
Male	1066
Female	1134
< College	1275
College +	925
Northeast	506
Midwest	488
South	834
West	372

Demographics	Unweighted (N =)
Total School Parents*	1134
K-4 Parents*	630
5-8 Parents*	518
9-12 Parents*	366
Non-Parents	851
Liberal	633
Moderate	639
Conservative	777
Democrat	841
Independent	529
Republican	698
Urban	564
Suburban	1000
Small Town	224
Rural	412
Low Income <\$35K	751
Middle Income \$35K to <\$75K	728
High Income \$75K+	721

* Denotes the sample came from school parents

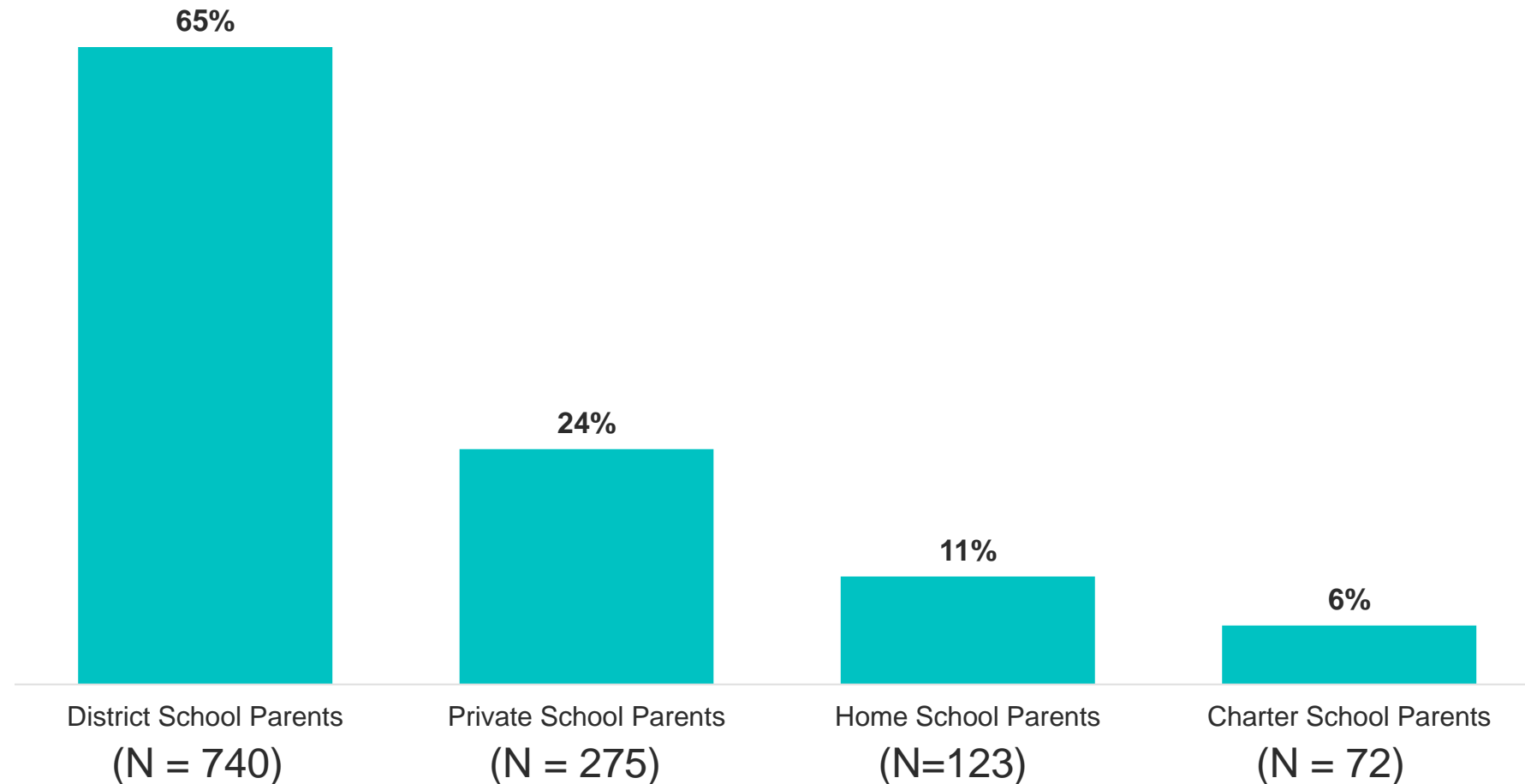
Demographics	Unweighted	Weighted	Target (%)
Hispanic	6%	16%	16%
White	86%	78%	78%
Non-Hispanic White	83%	n/a	n/a
Black	7%	12%	12%
Other	7%	9%	9%
Age: 18-34	18%	30%	30%
Age: 35-44	16%	16%	16%
Age: 45-64	40%	34%	34%
Age: 65+	26%	20%	20%
Male	48%	48%	48%
Female	52%	52%	52%
< College	58%	69%	69%
College +	42%	31%	31%
Northeast	23%	18%	18%
Midwest	22%	21%	21%
South	38%	37%	37%
West	17%	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)