

 edCHOICE

BLACK PARENTS AND K-12 EDUCATION

A National Polling Brief

MAY 2021

KEY FINDINGS

1. Black parents have maintained similar levels of comfort when it comes to their children returning to in-person learning when compared to March. Nearly half of Black parents believe it will be safe for their children to go back by September 2021.
2. Black parents are less likely than both White and Hispanic parents to either vaccinate themselves or their children.
3. Both Black and Hispanic parents are more likely than White parents to believe that offering additional resources for their children would be beneficial for their development this upcoming school year.
4. Over two-fifths of Black parents say they are currently participating in or looking to form/join a learning pod – an increase of five points since March. Hispanic parents remain more interested in both pods and tutoring than both Black and White parents.
5. Both Black and Hispanic parents are more likely than White parents to prefer schooling take place at home in some capacity. Just over 40% of Black parents signaled they would like schooling to occur at home three or more days per week after the pandemic.
6. Black parents continue to be much more likely to support education savings accounts (ESAs), public charter schools, and school vouchers than oppose them.

AGENDA

COVID-19 AND SCHOOLING

PERSONALIZED LEARNING

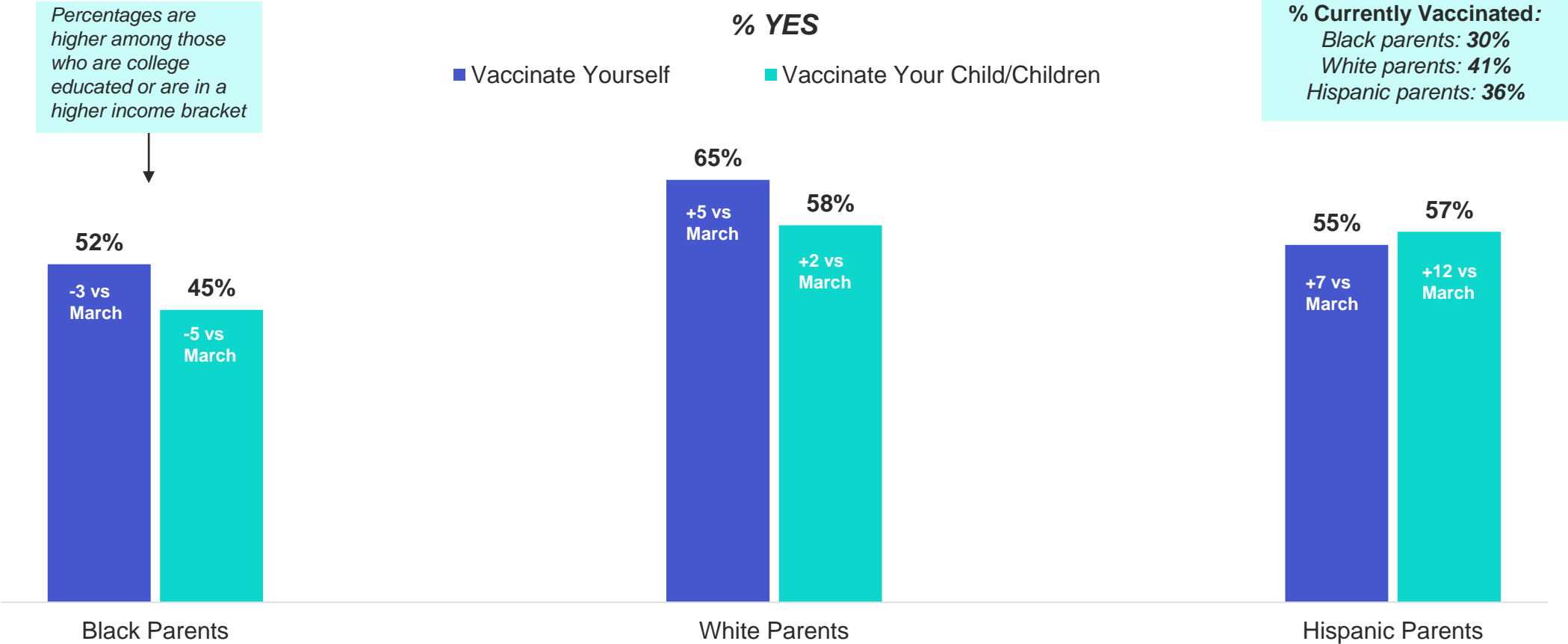
SCHOOL CHOICE POLICIES

SURVEY PROFILE AND DEMOGRAPHICS



Black parents are currently less likely than White and Hispanic parents to either vaccinate themselves or their children.

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?

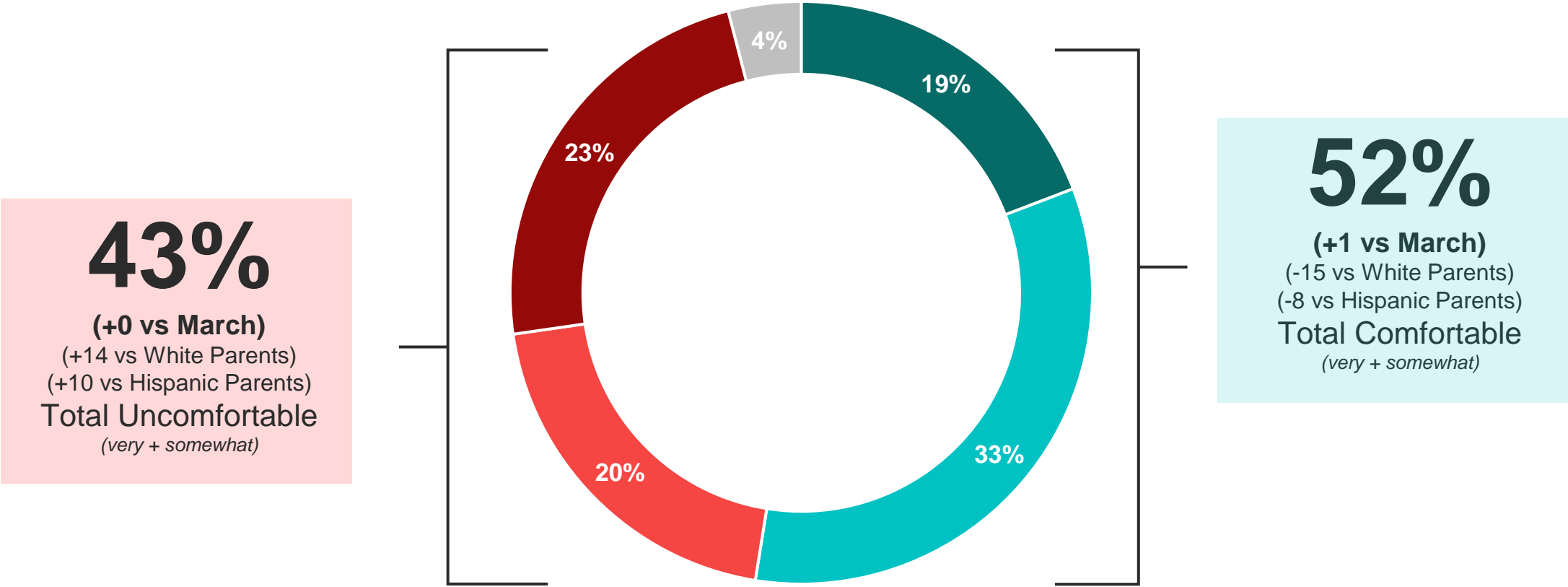


*White Parents denotes Non-Hispanic White Parents.
 **% YES includes both those already and those planning to get vaccinated

Black parents maintained similar levels of comfort with their children returning to school right now. White parents continue to be the most comfortable.

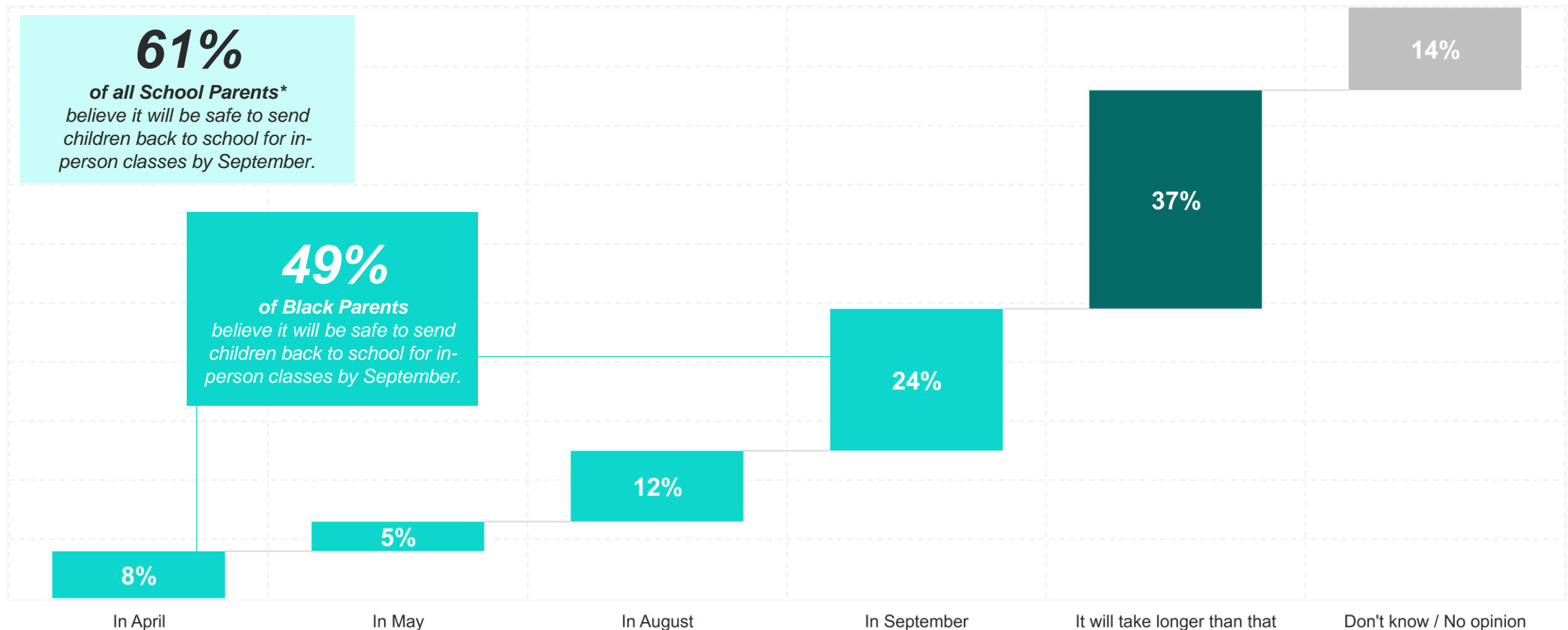
Based on what you have seen, read, or heard about the coronavirus (COVID-19) outbreak so far, how comfortable are you with your child/children returning to school right now?

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



Roughly half of Black Parents believe it will be safe to send children back to school for in-person classes by September 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 April 2021 Public, Parents, and K-12 Education National Polling Report

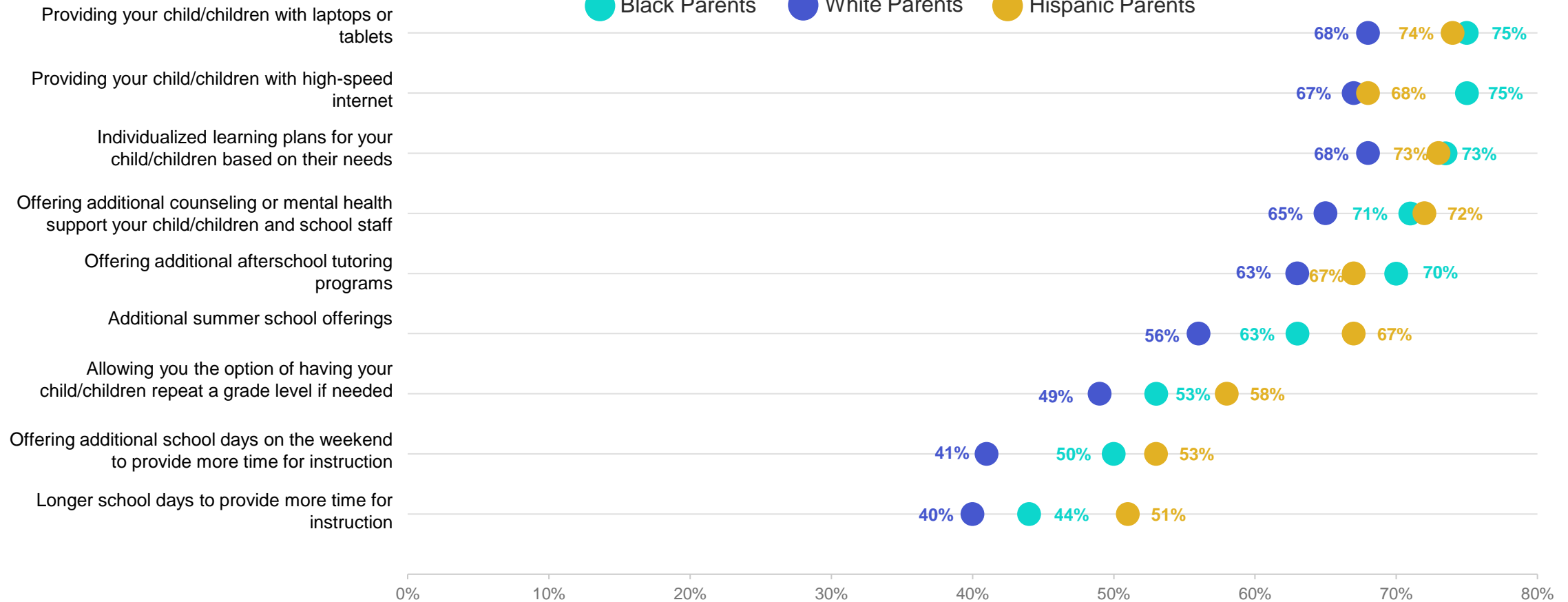
Both Black and Hispanic parents are more likely than White parents to believe that the following resources would be beneficial to their children this upcoming school year.

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

Total Helpful

(Extremely + Somewhat Helpful)

● Black Parents ● White Parents ● Hispanic Parents



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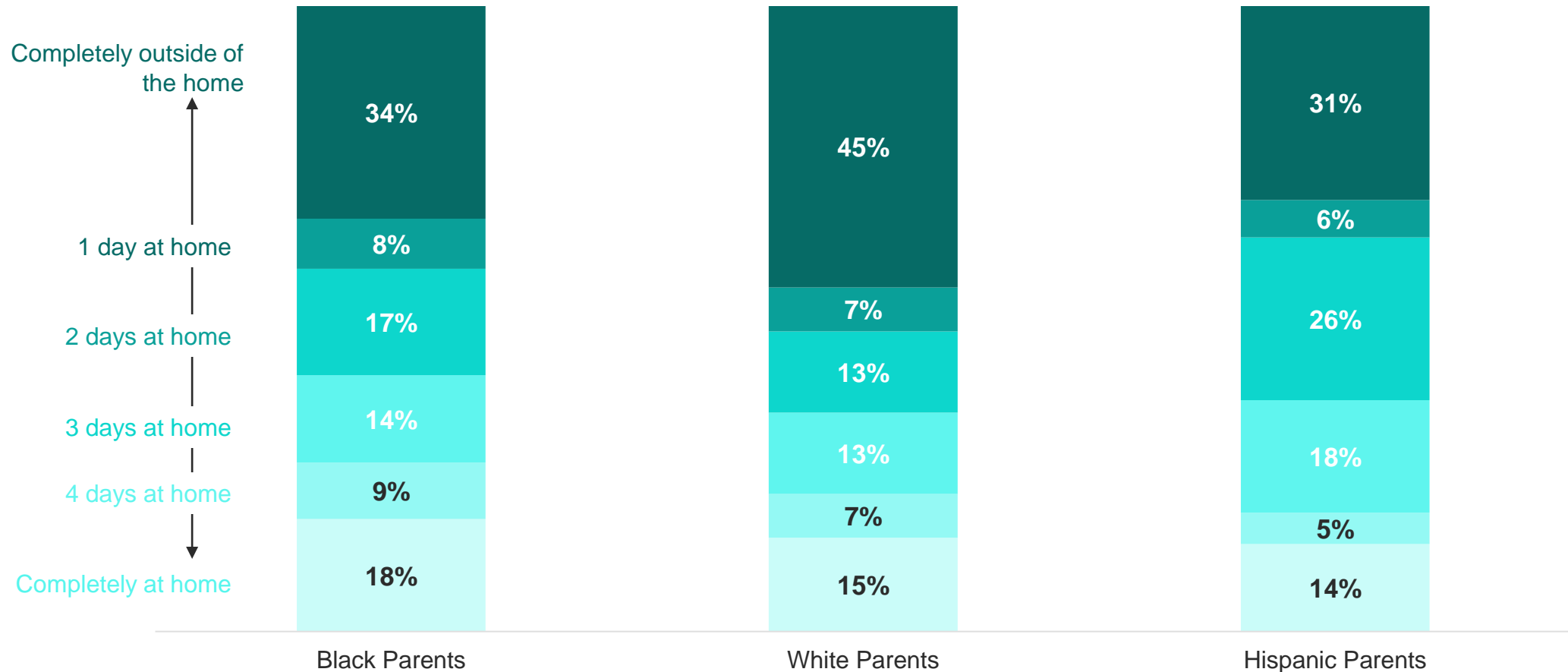
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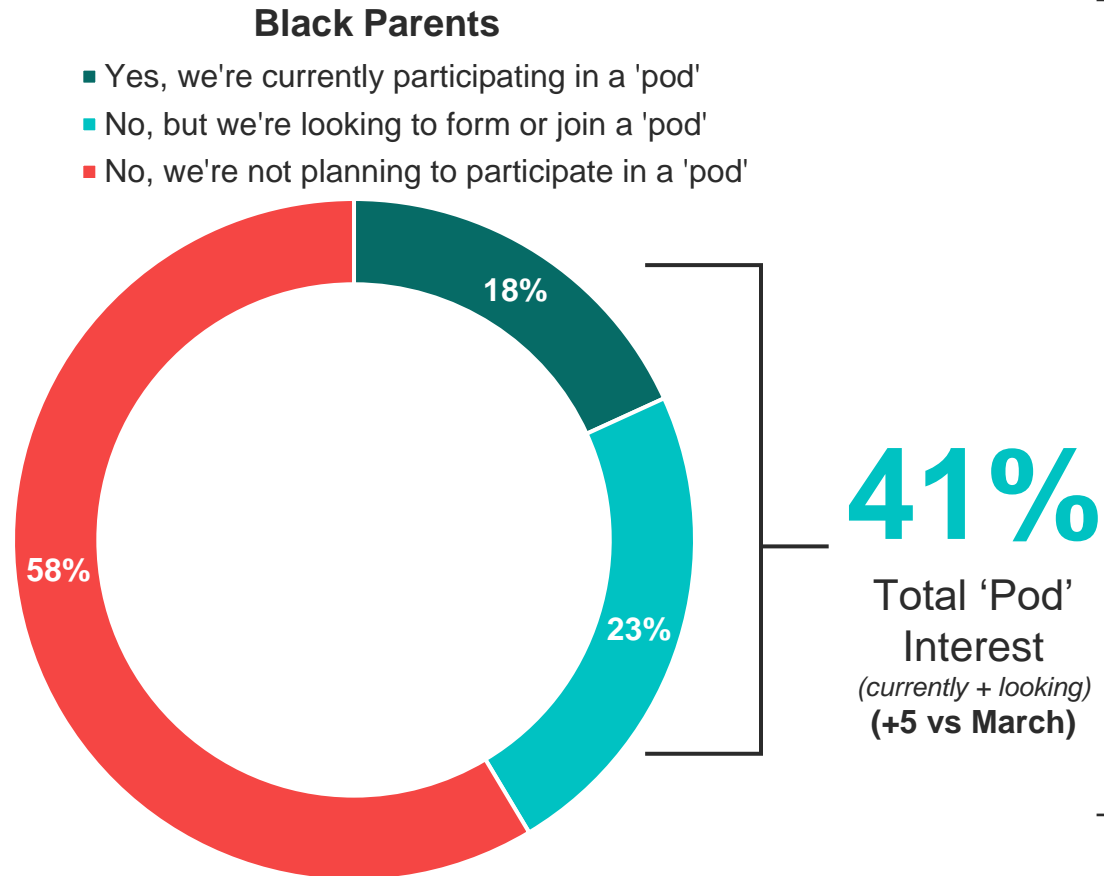
Black and Hispanic parents are more likely than White parents to prefer hybrid schooling, so that learning takes place at home in some capacity.

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?



Over two-fifths of Black parents say they are currently participating in or looking to form/join a learning pod – an increase of five points since March.

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

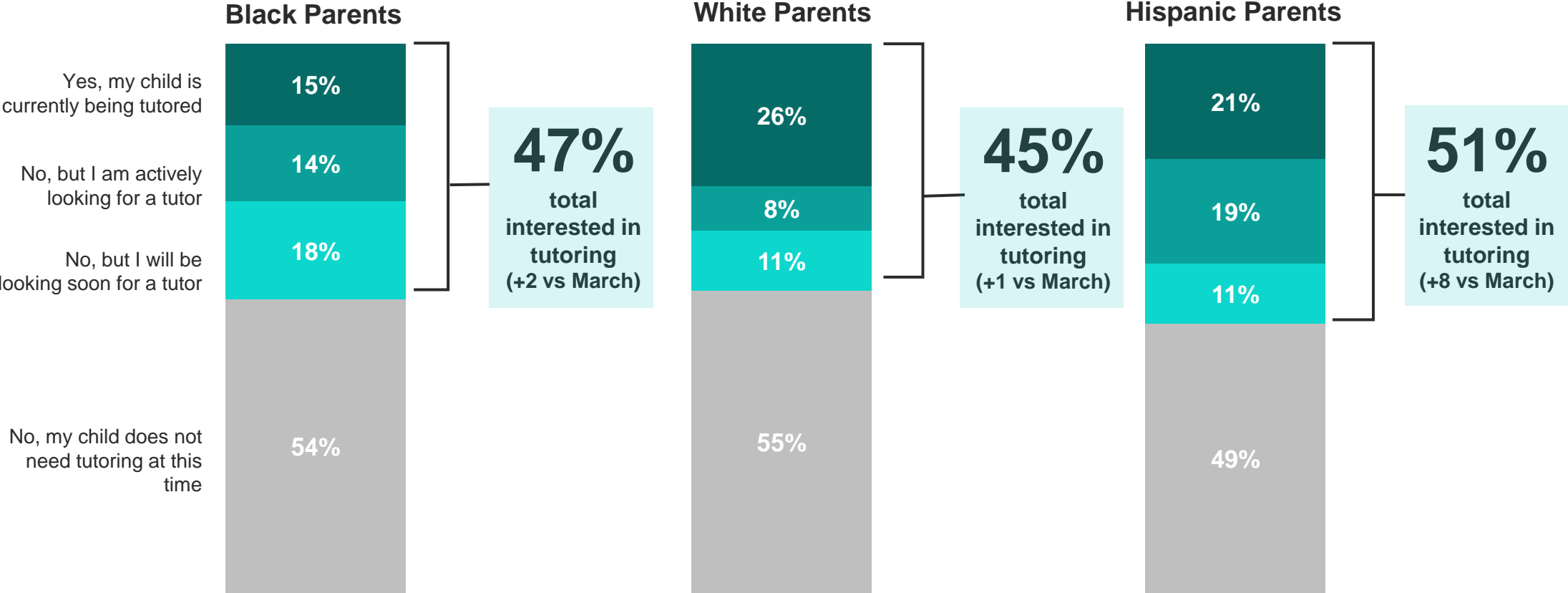


Likelihood to Participate in / Form / Join a 'Pod'

More likely than Total Black Parents	Black Male Parents	56%
	Hispanic Parents	55%
	Black Non-District School Parents	44%
	High Income \$75K+	44%
	Low Income < \$35K	44%
Less likely than Total Black Parents	Black District School Parents	41%
	Middle Income \$35K to < \$75K	38%
	White Parents	37%
	Black Female Parents	33%

Interest in looking for a tutor has remained steady for both Black and White parents but has increased among Hispanic parents.

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



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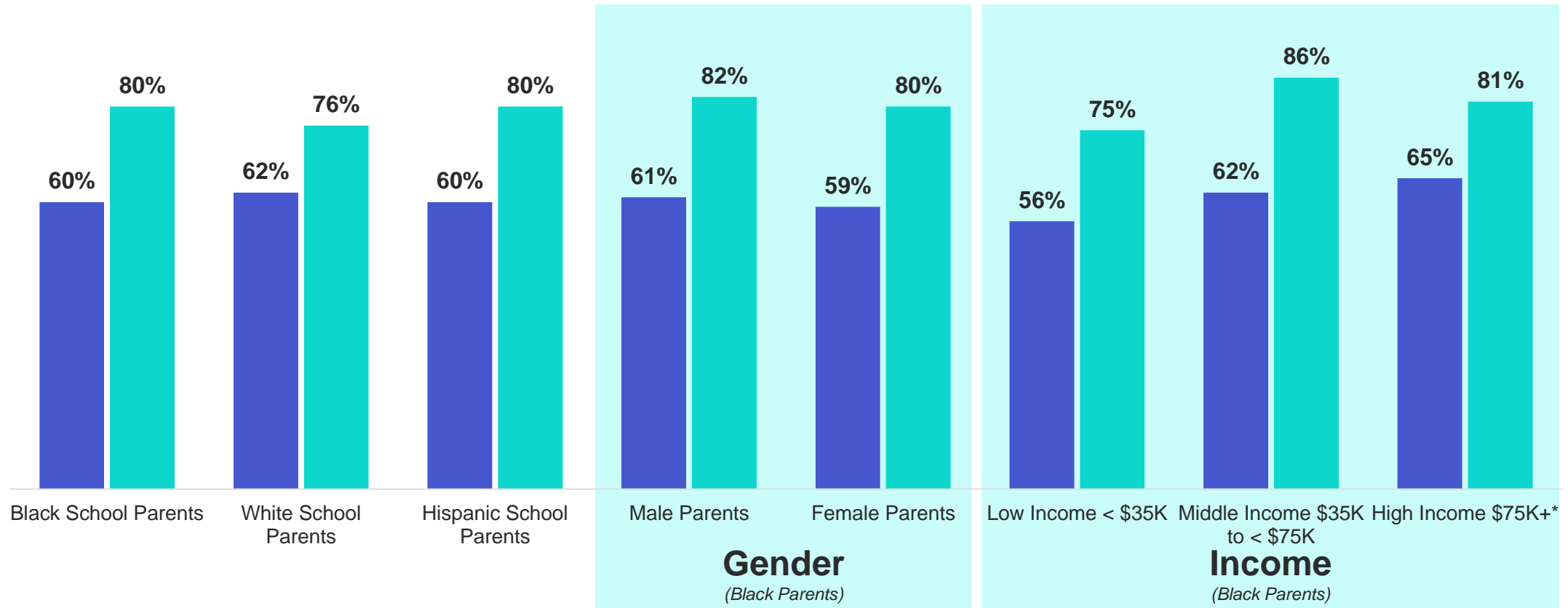
Eight out of 10 Black Parents support education savings accounts when given a description. The description also boosts support to 80% among Hispanic parents.

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



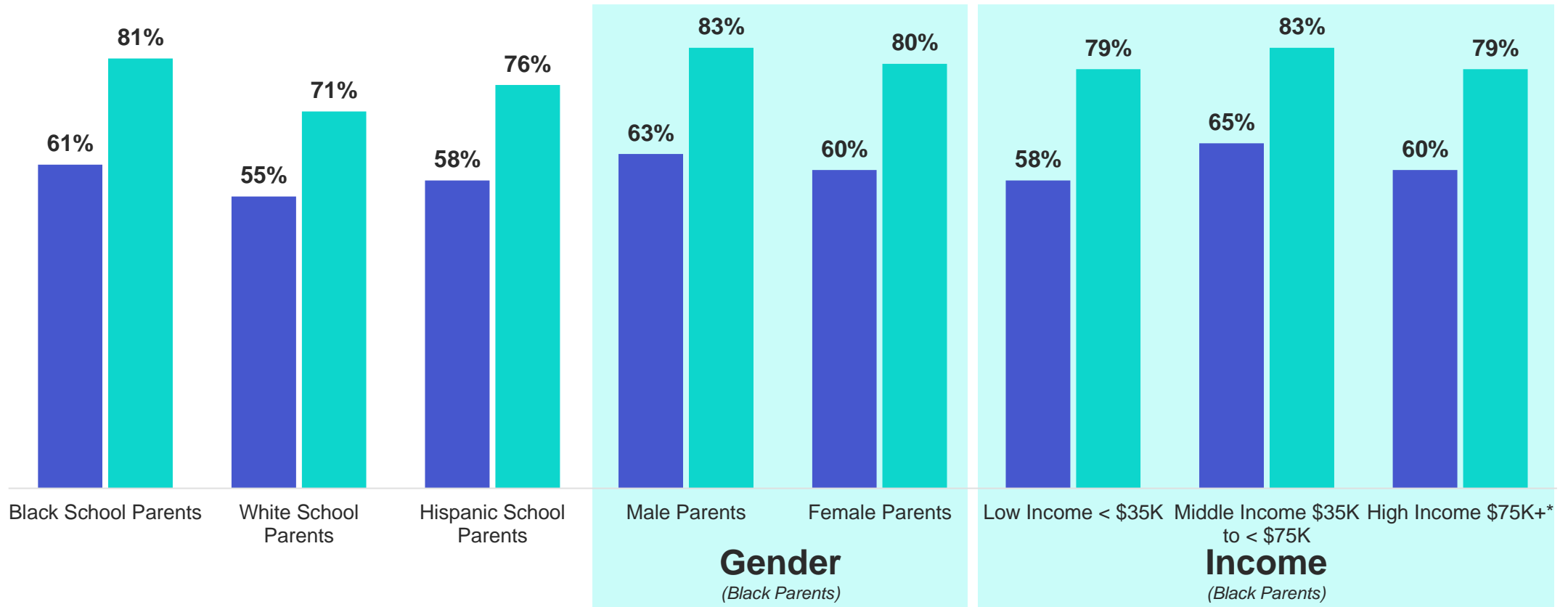
Most Black Parents support school vouchers and those given a description are 20 points more supportive.

Based on what you know, or have heard from others... In general, what is your opinion of “school vouchers” in K–12 education? 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?

Total Support

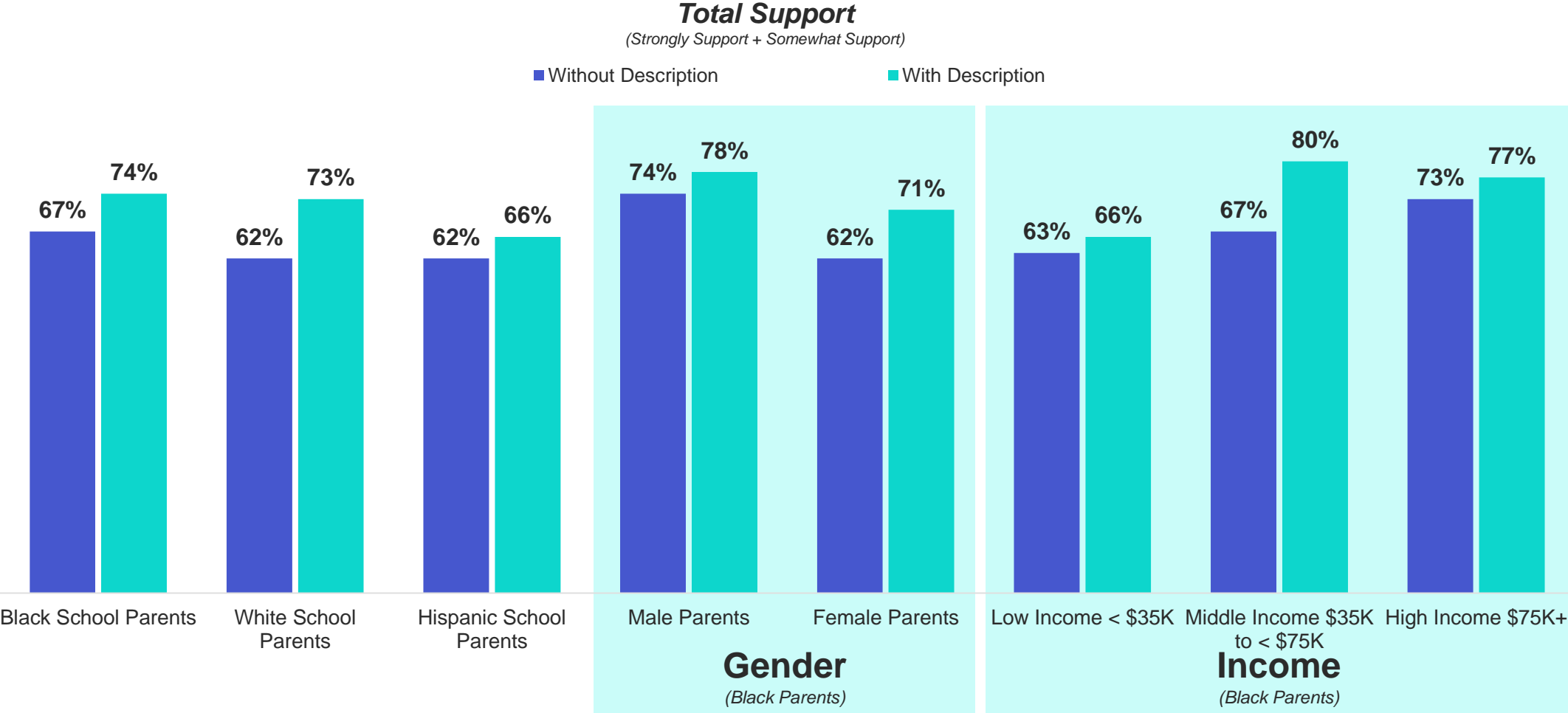
(Strongly Support + Somewhat Support)

■ Without Description ■ With Description



Just under three-fourths of Black Parents say they are supportive of public charters schools after hearing a description.

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?



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Survey Profile, 1

Dates	April 16 – May 7, 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, School Parent Oversample Median = 12.32 minutes, Black School Parent Oversample Median = 15.86 minutes
Sample Sizes	Total, N = 2,200 General Population (Adults 18+) Total, N = 1,134 School Parents Total, N = 405 Black School Parents
Oversampling	N = 700 School Parents N = 300 Black School Parents
Quotas	Age, Gender
Weighting	Age, Race, Ethnicity, Gender, Education, Census Region
Measure of Precision (adjusted for weighting)	± 2.62 percentage points (Gen Pop), ± 2.22 percentage points (School Parent Oversample), ± 5.64 percentage points (Black School Parent Oversample)
Participation Rate	32.31% (Gen Pop), 23.08% (School Parent Oversample), 12.17% (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*	101
Non-Hispanic White*	879
Generation Z	25
Millennial	209
Generation X	130
Boomers	41
Male	131
Female	274
Northeast	76
Midwest	68
South	216
West	45
Low Income <\$35K	139
Middle Income \$35K to <\$75K	160
High Income \$75K+	106

Demographics	Unweighted (N =)
K-4 Parents	210
5-8 Parents	194
9-12 Parents	134
Liberal	169
Moderate	150
Conservative	68
Democrat	285
Independent	67
Republican	36
Urban	177
Suburban	159
Small Town	33
Rural	36
< College	284
College +	121

*N size based on School Parent Oversample.

Based on Black Parent Sample

Demographics	Unweighted	Weighted	Target (%)
Hispanic	14%	5%	5%
Non-Hispanic	86%	95%	95%
Age: 18-29	19%	10%	10%
Age: 30-39	31%	39%	39%
Age: 40-49	25%	37%	37%
Age: 50+	23%	14%	14%
Male	32%	39%	39%
Female	68%	61%	61%
Northeast	19%	17%	17%
Midwest	17%	18%	18%
South	53%	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](https://edchoice.org)





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