



# THE PUBLIC, PARENTS, AND K-12 EDUCATION

A National Polling Report

MAY 2021

# KEY FINDINGS

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1. Comfort with children returning to school has held steady this month after experiencing increases since December.
2. School parents are likely planning to continue some level of at home learning this upcoming school year. There has been an increase in their preference for schooling to take place at least one day a week at home, especially among those with children in District schools. Also, school parents believe that providing both laptops/tablets and high-speed internet will be the most helpful resources for their children going into this upcoming school year.
3. The amount of money that school parents are willing to invest in 'learning pods' decreased this month while the amount school parents are willing to invest in tutoring increased dramatically. This is despite overall interest in both 'learning pods' and tutoring remaining mostly stable this month.
4. Support for school choice policies remains high across different demographic groups with school parents' soft support for school vouchers increasing by six points since April.
5. Americans are both much less likely to say their state's per-student spending is "too low" and that teacher salaries should increase when given a publicly reported statistic.
6. School parents are much more likely than the general public and non-parents to support the American Jobs Plan, which includes \$100 billion in spending to upgrade and build new public schools. That's in addition to \$180 million in federal spending already allocated to public education.

AGENDA

**COVID-19 AND SCHOOLING**

**SCHOOL CHOICE POLICIES**

**VIEWS ON K-12 EDUCATION**

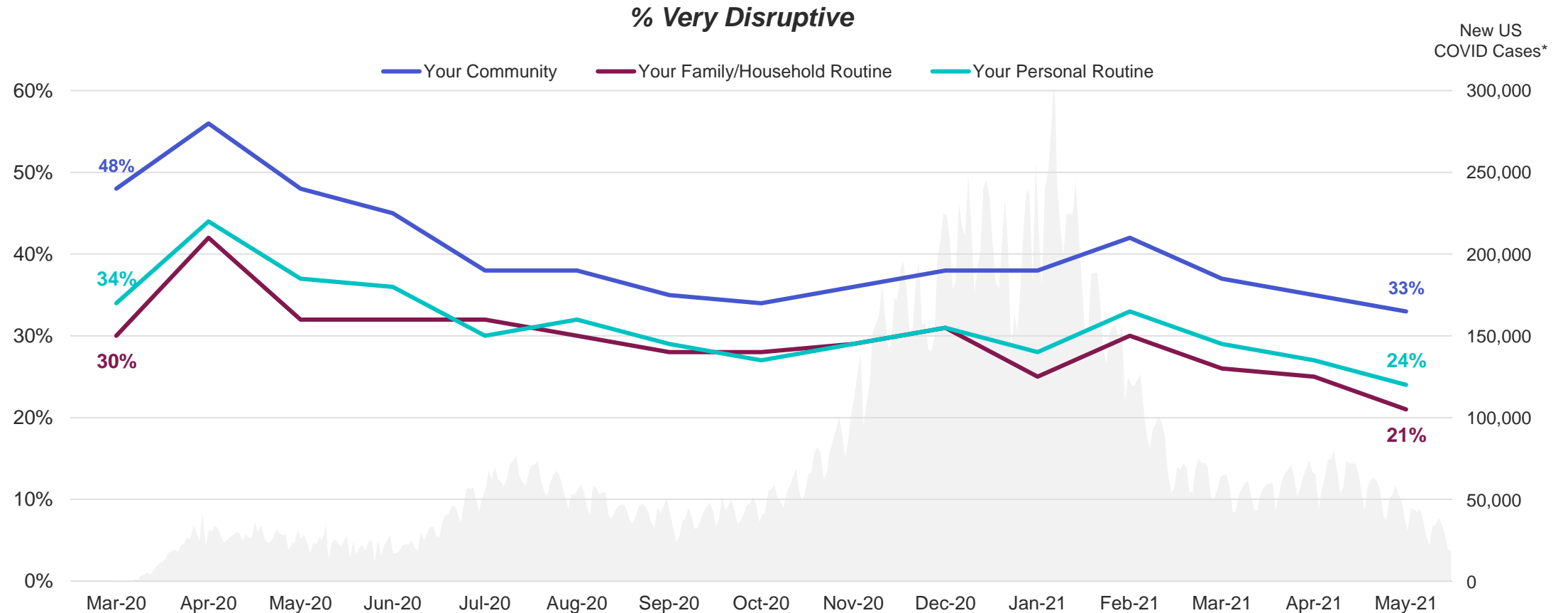
**SURVEY PROFILE AND DEMOGRAPHICS**



With the vaccine rollout in full force, the percentage of adults who feel the coronavirus has been ‘very disruptive’ has continued to decrease substantially since February.

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

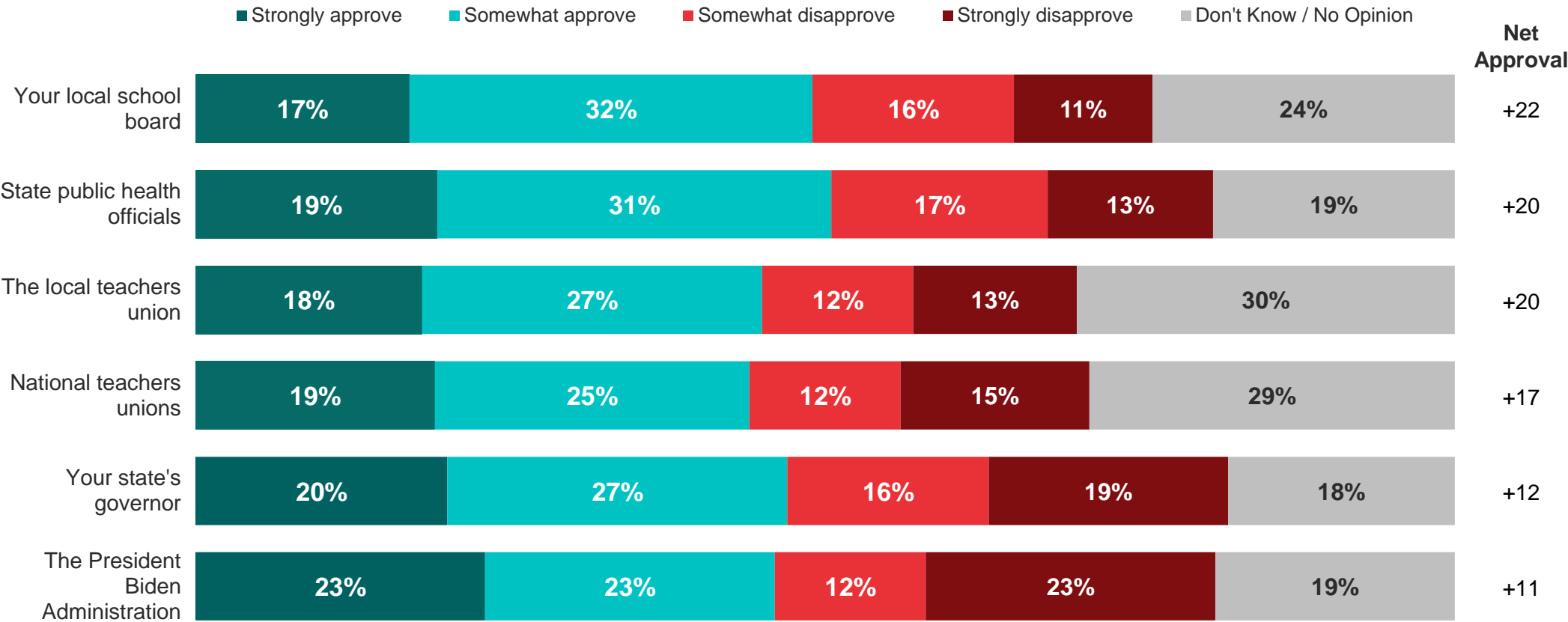
**All Adults**



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

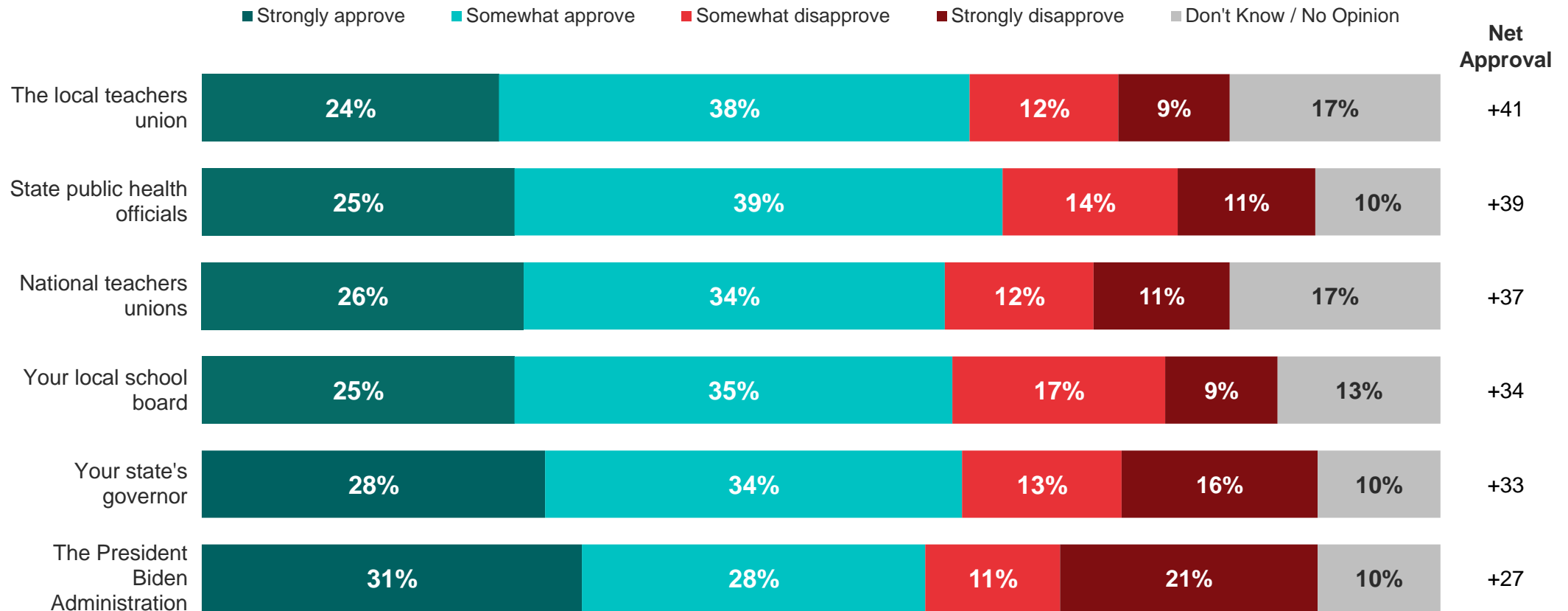
## All Adults



# School parents continue to be 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 ...?

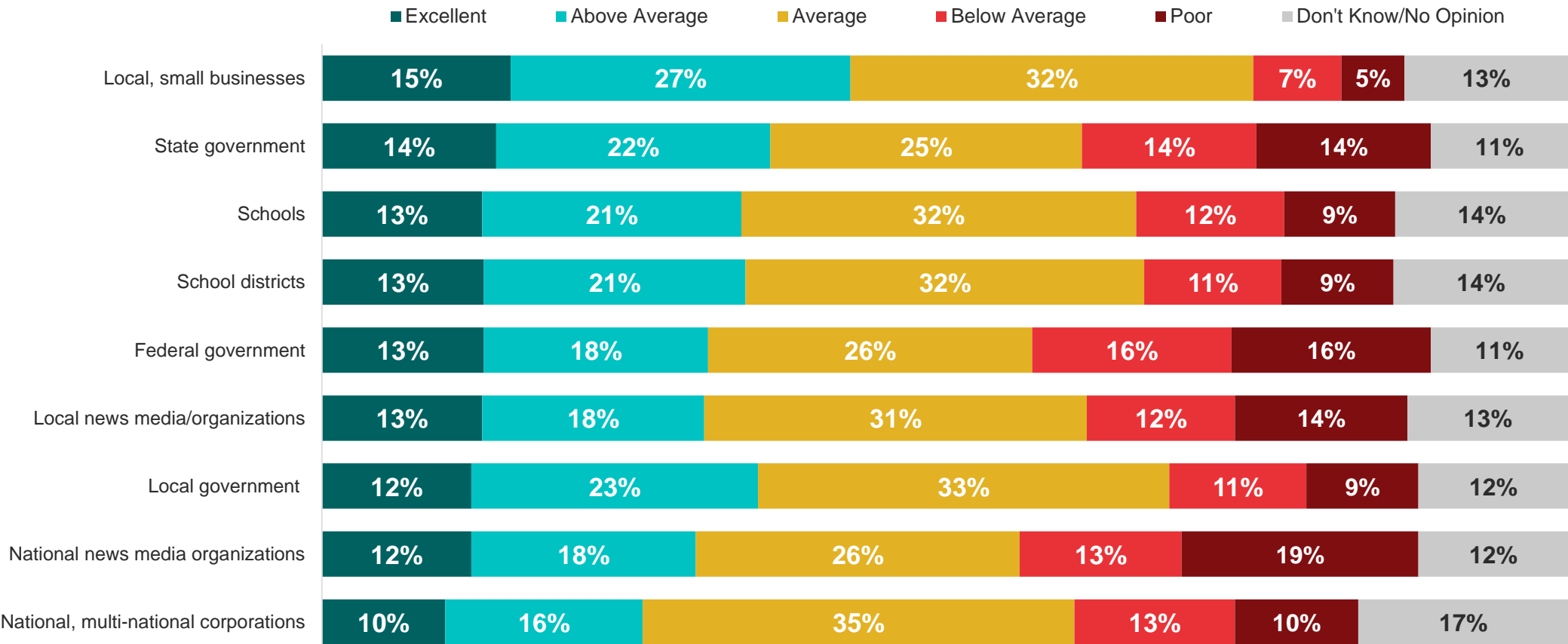
## School Parents



# 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?

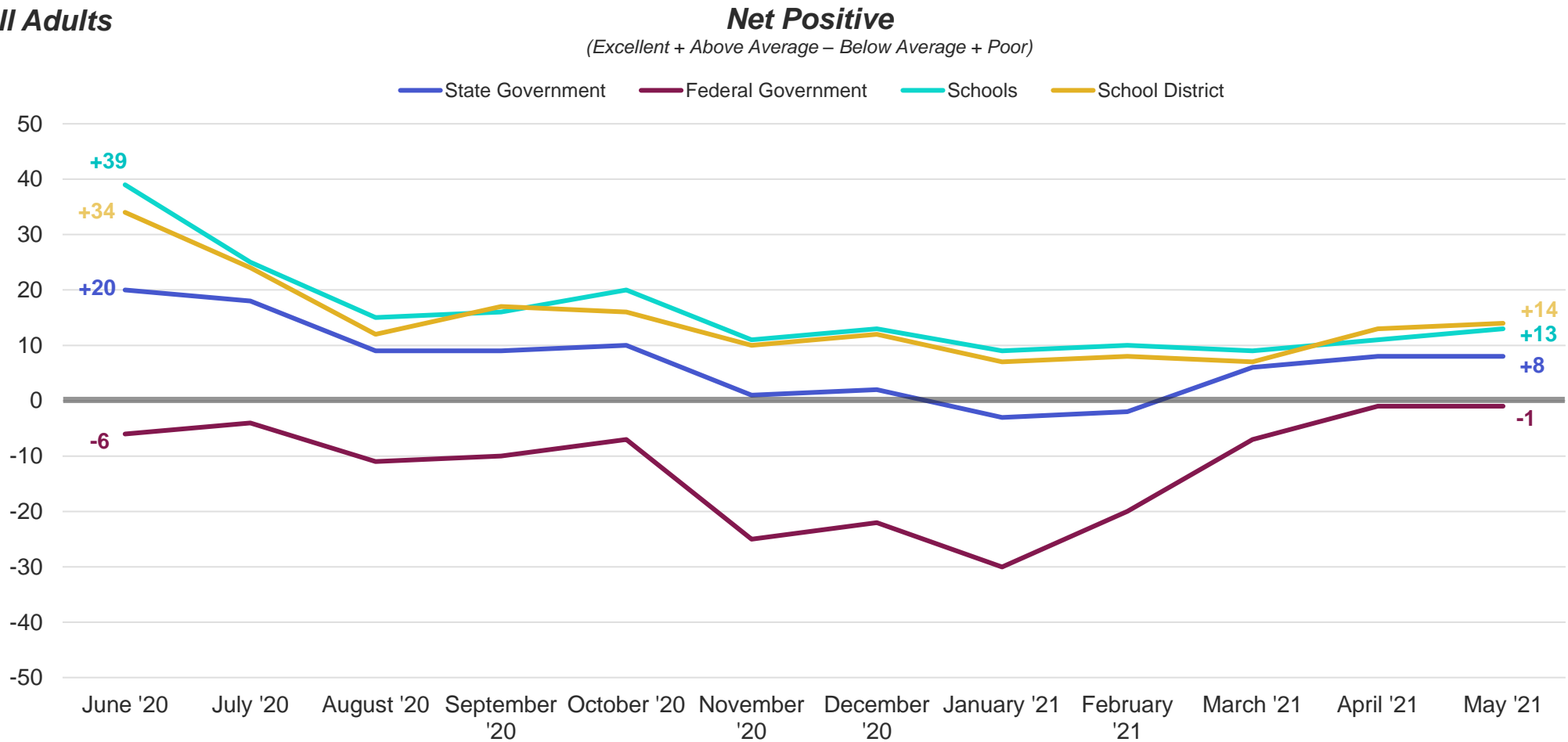
All Adults



# Americans continue to give the Federal Government’s pandemic response 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?

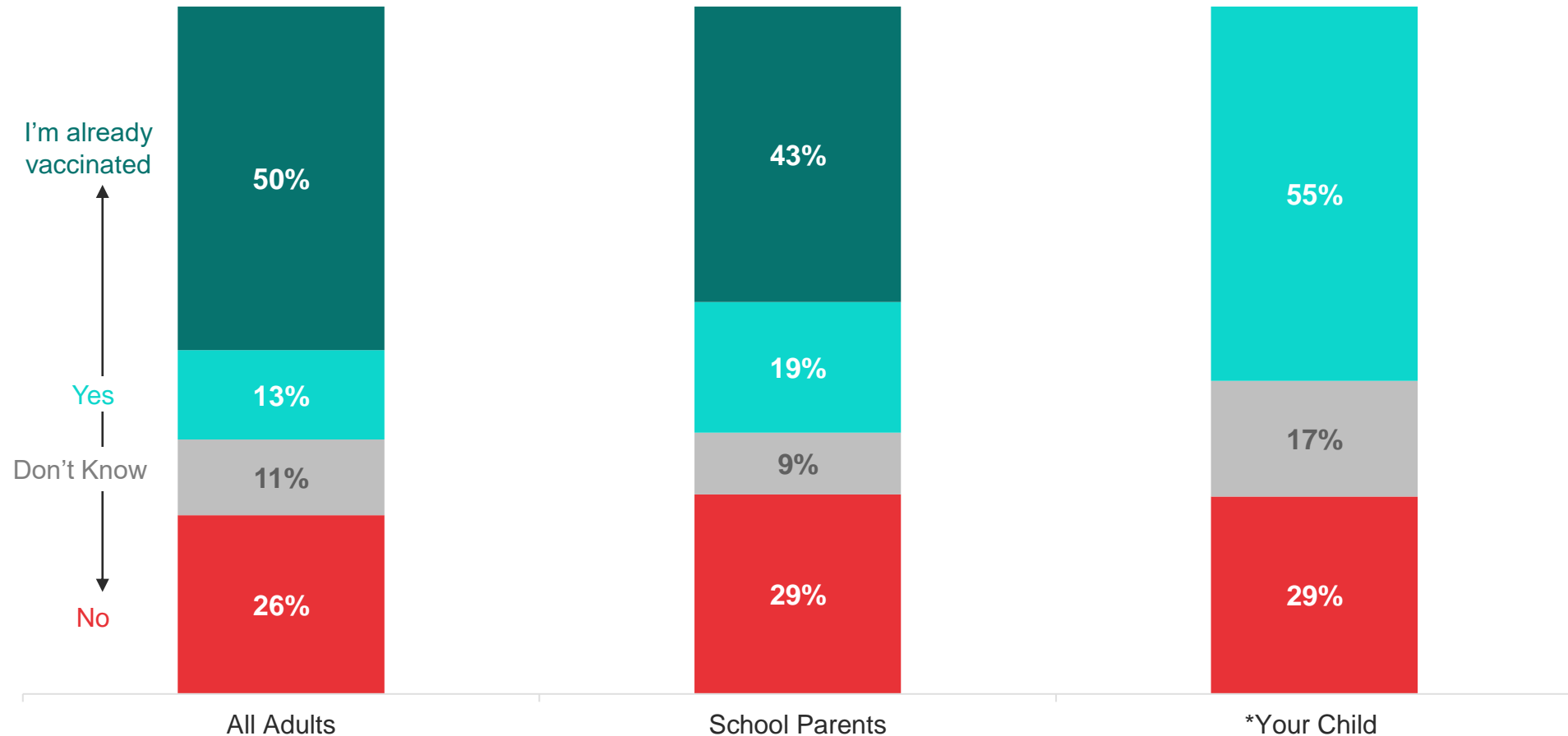
All Adults





# 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 GenZers, Blacks, and those living in the West region.

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 <b>Most</b> Likely To Get Vaccinated/Already Vaccinated		Vs April
Educ: Bachelors or Postgrad	81%	+4
High Income \$75K+	78%	+1
Democrat	78%	+1
Baby Boomers	75%	+0
Northeast Region	70%	+4
West Region	70%	+6
Suburban	68%	+2
Middle Income \$35K to < \$75K	68%	+4
Non-Hispanic White	67%	+0
Urban	67%	+2

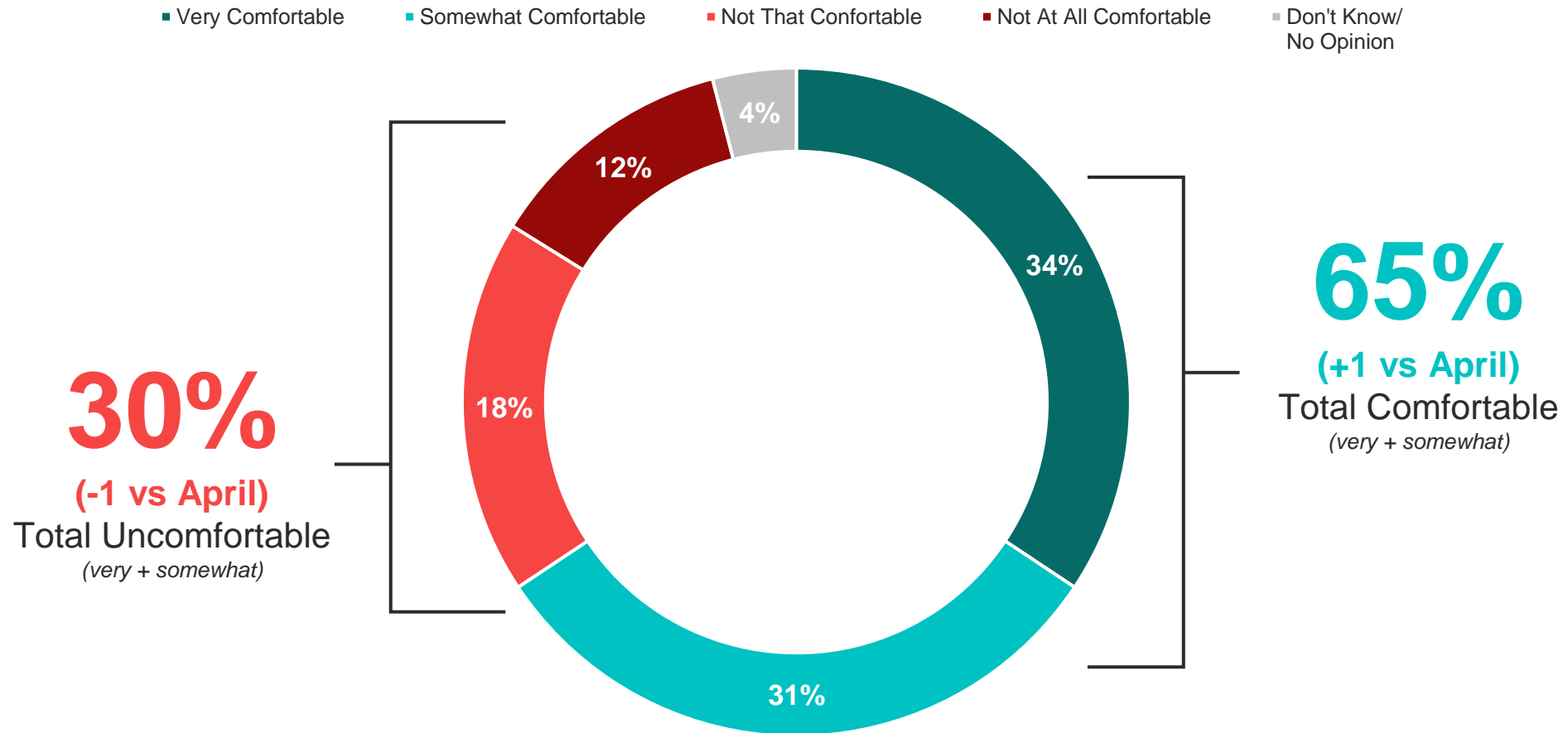
Groups <b>Moderately</b> Likely To Get Vaccinated/Already Vaccinated		Vs April
Gen X	63%	+5
Midwest Region	59%	-1
South Region	57%	-2
Independent	56%	+3
Hispanic	56%	+3
Republican	55%	-1
Educ: < College	55%	+0

Groups <b>Less</b> Likely to Get Vaccinated/Already Vaccinated		Vs April
Millennials	53%	-4
Rural	53%	-1
Small Town	52%	+1
Gen Z	51%	+13
Low Income < \$35K	50%	-1
Black	49%	+10

# School parents express about the same comfort level as they did in April regarding their children returning to school.

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

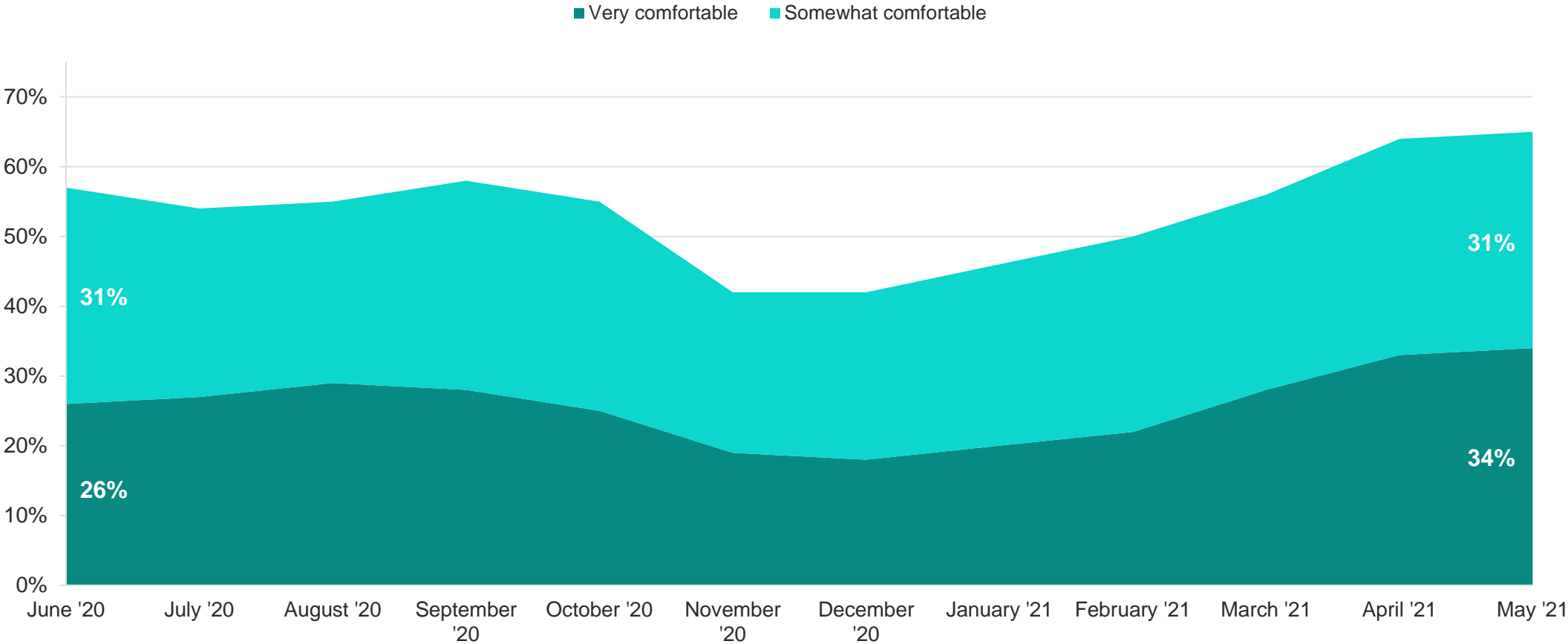
## School Parents



# School parents' comfort with their children returning to school has held steady in May.

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?

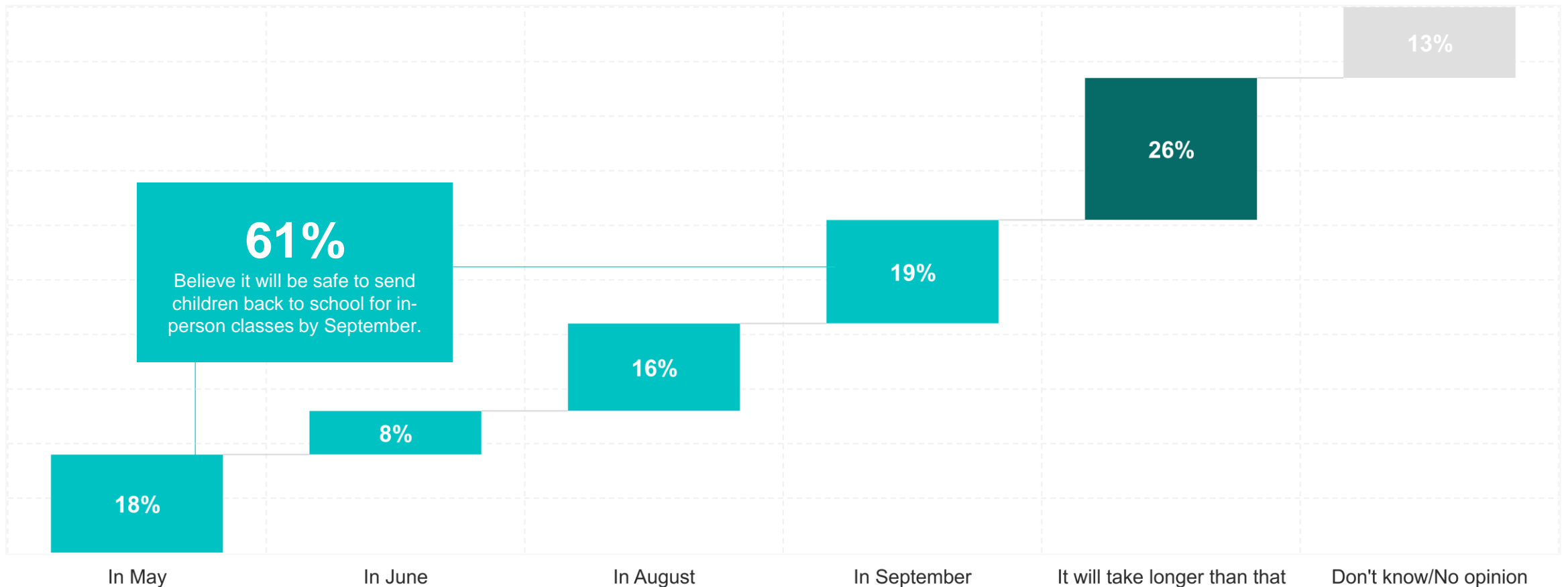
## School Parents



# 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

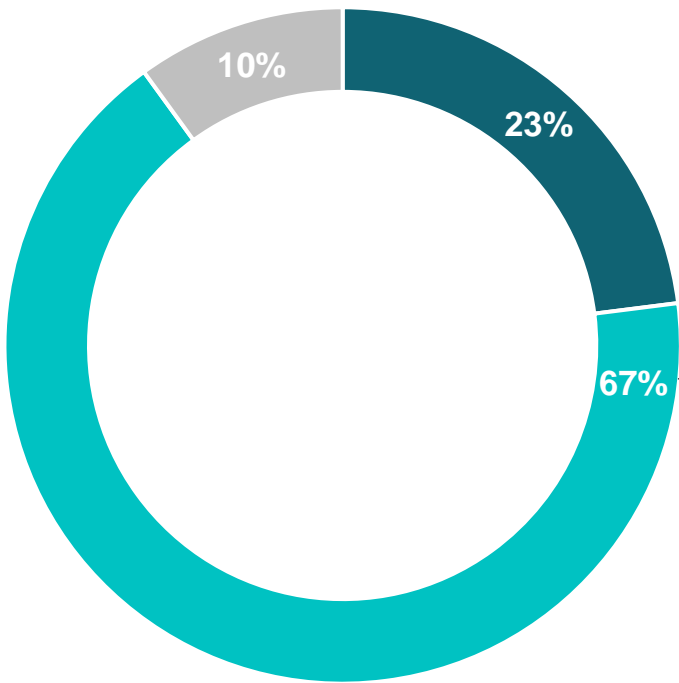


# Most school parents believe that schools should provide multiple learning options for students in the fall.

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



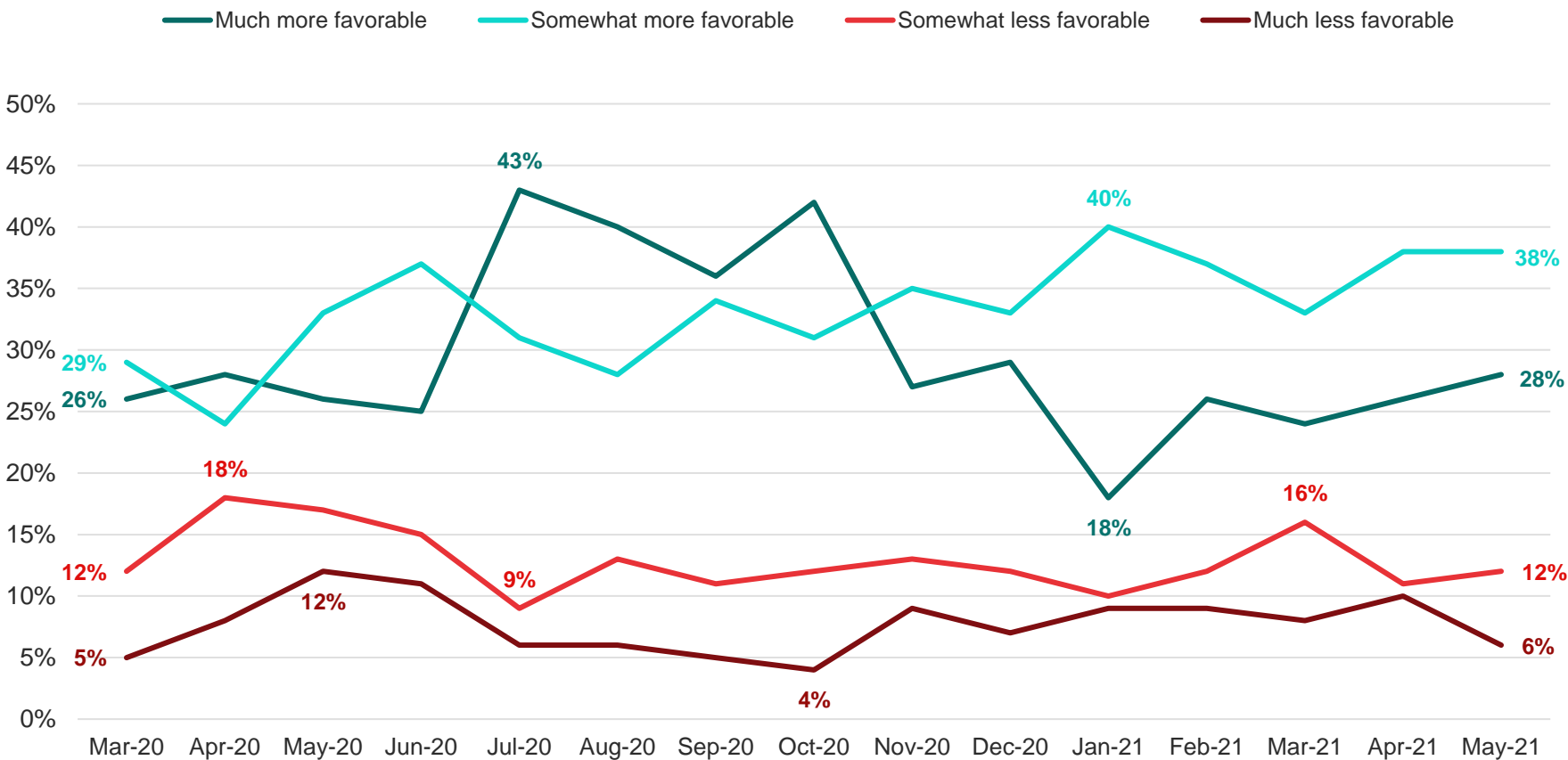
## Desire to Provide Multiple Learning Options by Demographic

More likely than Total School Parents	Hispanic	73%
	Democrat	71%
	Black	69%
	High Income \$75K+	69%
	Independent	68%
Less likely than Total School Parents	Middle Income \$35K-\$75K	67%
	White	65%
	Low Income < \$35K	63%
	Republican	61%

# Overall favorability of homeschooling increased slightly among school parents in May.

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

## School Parents

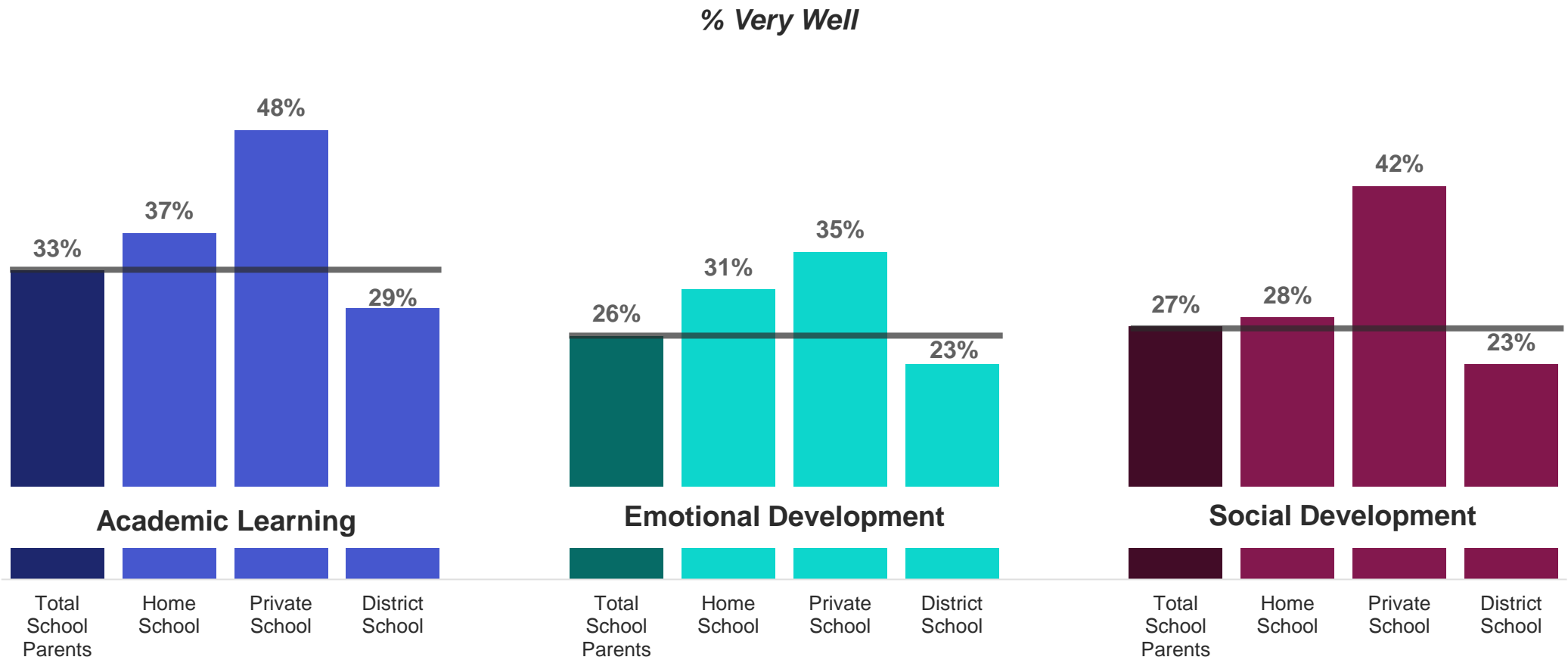


May 2021	
Total More Favorable	66%
Total Less Favorable	18%

**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?



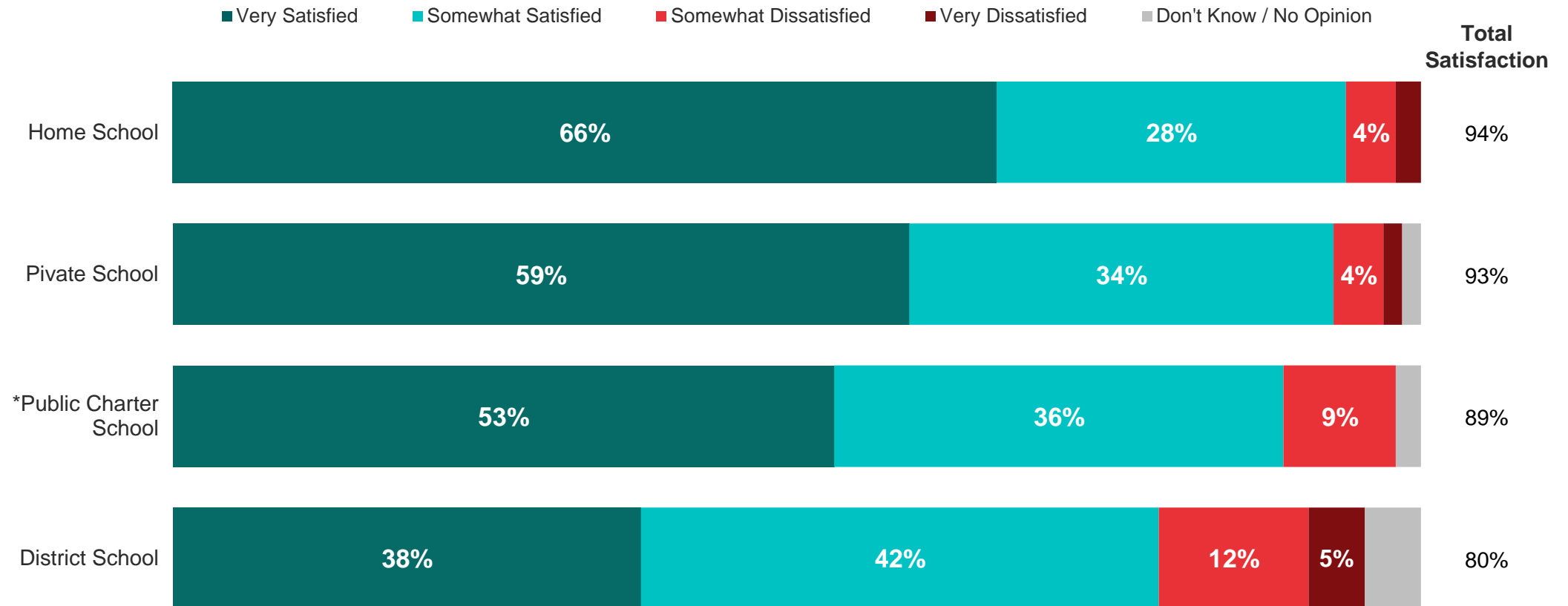
\*Charter Schools not shown due to low sample size.



# School parents are satisfied with their experiences across different school sectors. Home school and private school parents are more strongly 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?

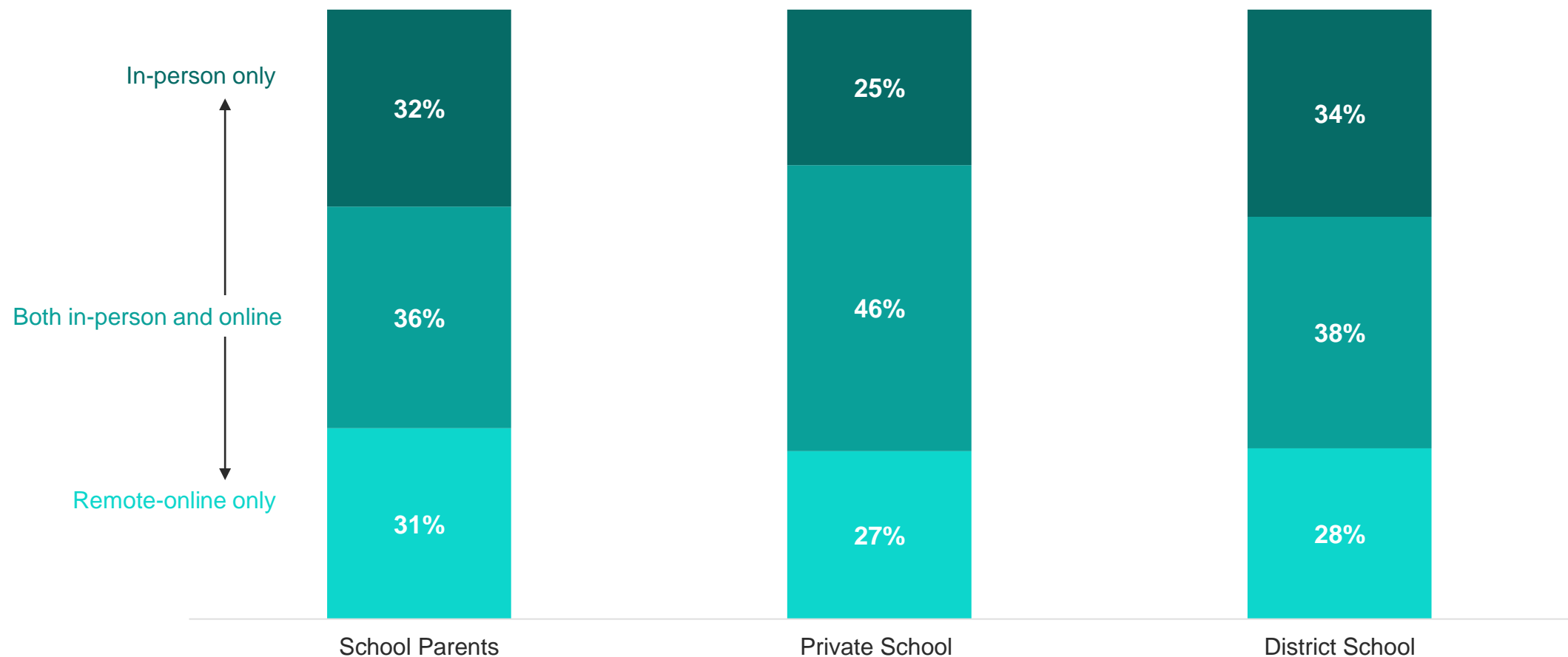
## School Parents



\*The base size for Public Charter School is N=94, data are considered directional.

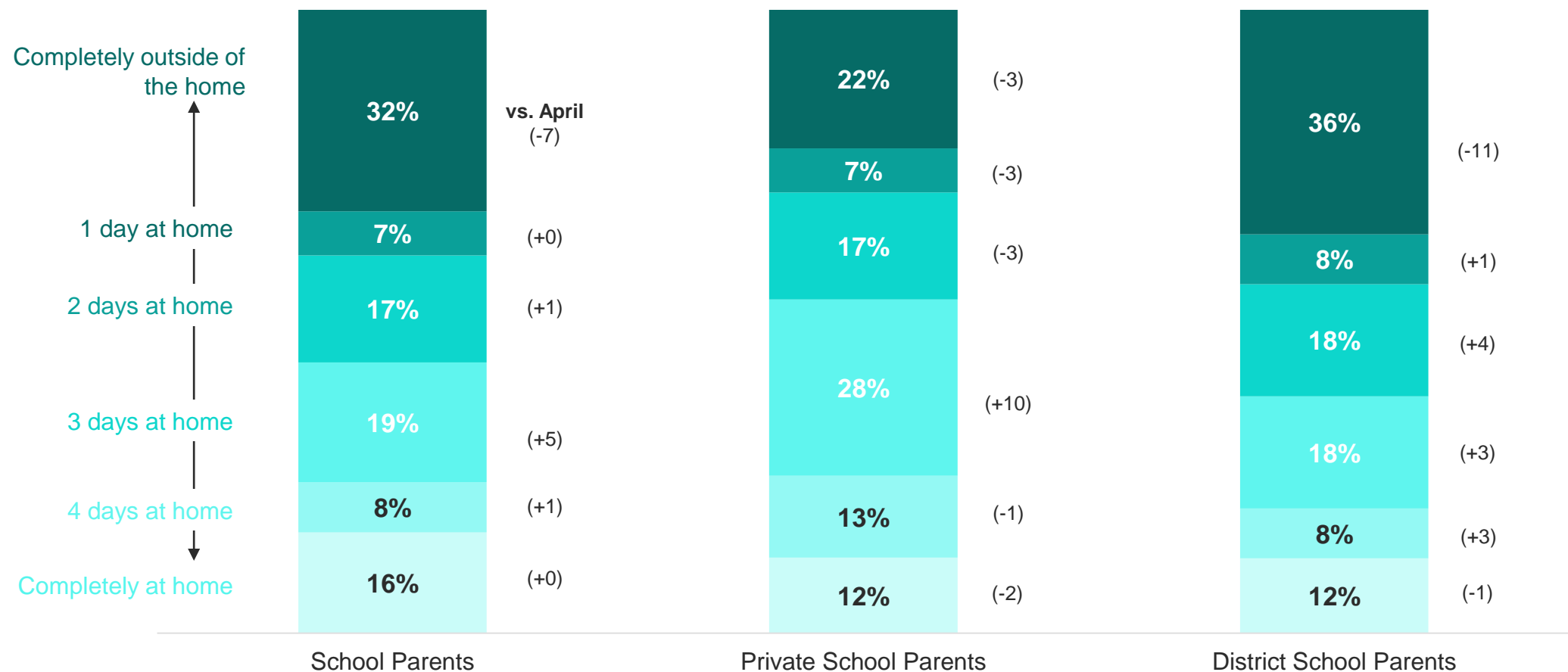
# According to school parents, private schools are more likely to be mixing in-person and online learning modes.

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.



# There is an increase among school parents who would prefer to have schooling take place at least one day a week at home.

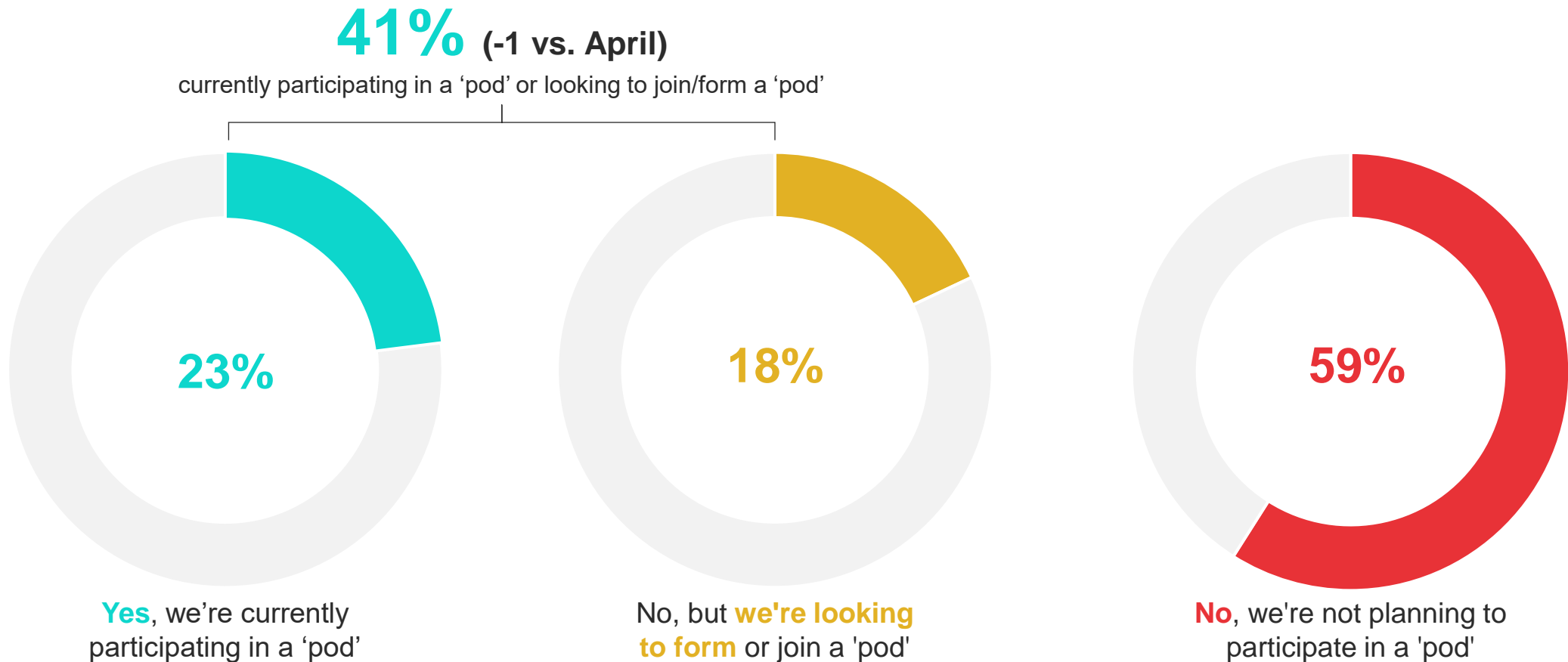
After the pandemic, if given the option, to what extent would you prefer schooling to be scheduled each week at home with a parent or tutor to provide the best education for your child?



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 April there is growing interest in “learning pods” among Republicans and those living in the west.

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

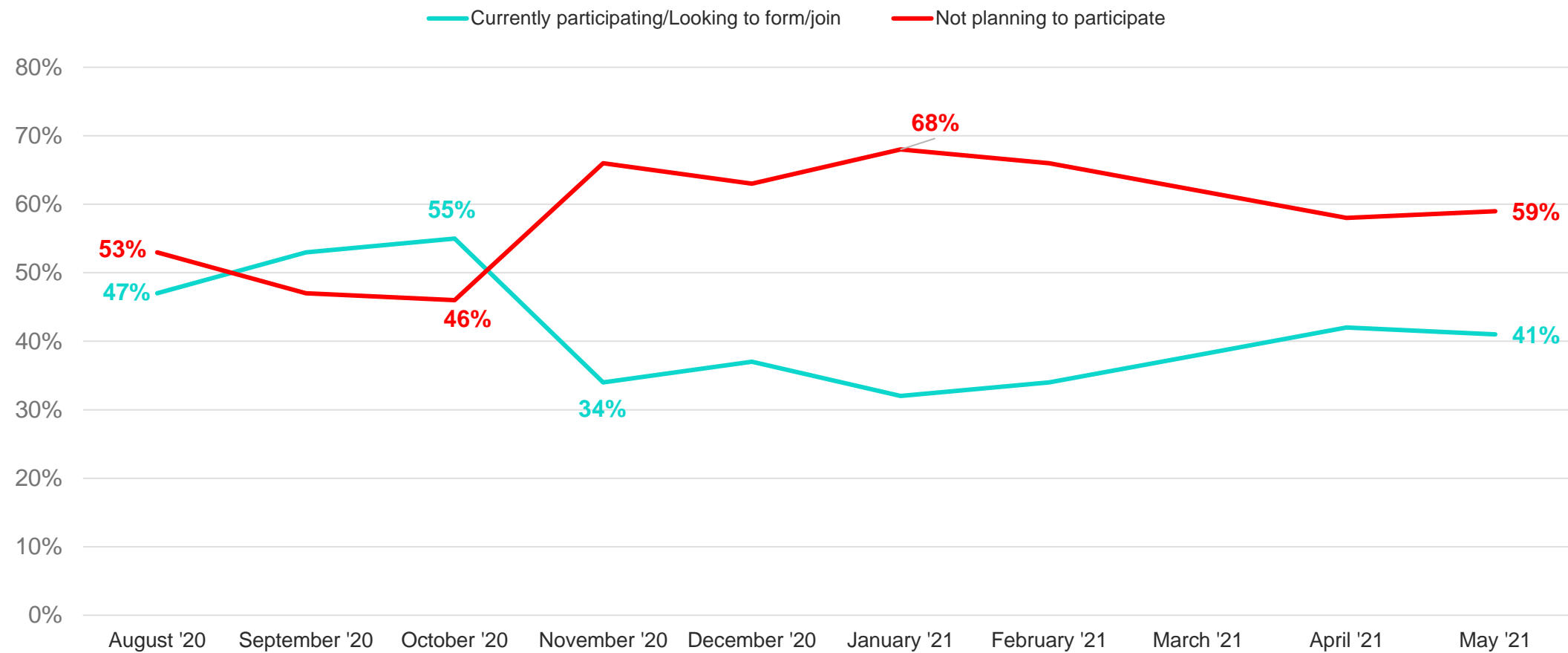
### ***School Parents***

<b>Most Likely to Participate in / Form / Join a Pod</b>			<b>Moderately Likely to Participate in / Form / Join a Pod</b>			<b>Less Likely to Participate in / Form / Join a Pod</b>		
		Vs April			Vs April			Vs April
Private School Parent	75%	+0	Northeast	48%	+2	Educ: < College	31%	-3
Urban	61%	-5	Middle Income \$35K- \$75K	39%	-1	District School Parent	31%	-1
Hispanic	58%	+3	Non-Hispanic White	35%	-2	Independent	31%	+3
Black	57%	-4	Suburban	34%	+0	Low Income < \$35K	29%	-6
Educ: Bachelors or Postgrad	55%	+4	Republican	34%	+6	Rural	26%	+2
West	55%	+10	South	34%	-6	Small Town	19%	+1
Democrat	53%	-7	Midwest	32%	-6			
High Income: \$75K+	52%	+5						
Home School Parent	51%	-2						

# Participation in or consideration of joining a ‘pod’ has held steady since 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. Those with no interest say 'pods' 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 gives my child a sense of belonging in school.”

“For the social interaction with other kids and to support and reinforce what he's learning.”

“Because it is a temporary solution until schools return to normal and to ensure that children do not stop learning.”

### WHY LOOKING TO FORM OR JOIN A 'POD'

“Because i think it can help my child to develop.”

“For my children to properly socialize and make friends without restriction.”

“To help with all our children's education in general.”

### WHY NOT PLANNING TO PARTICIPATE IN A 'POD'

“My kids have been back to "regular" school since the beginning of the school year.”

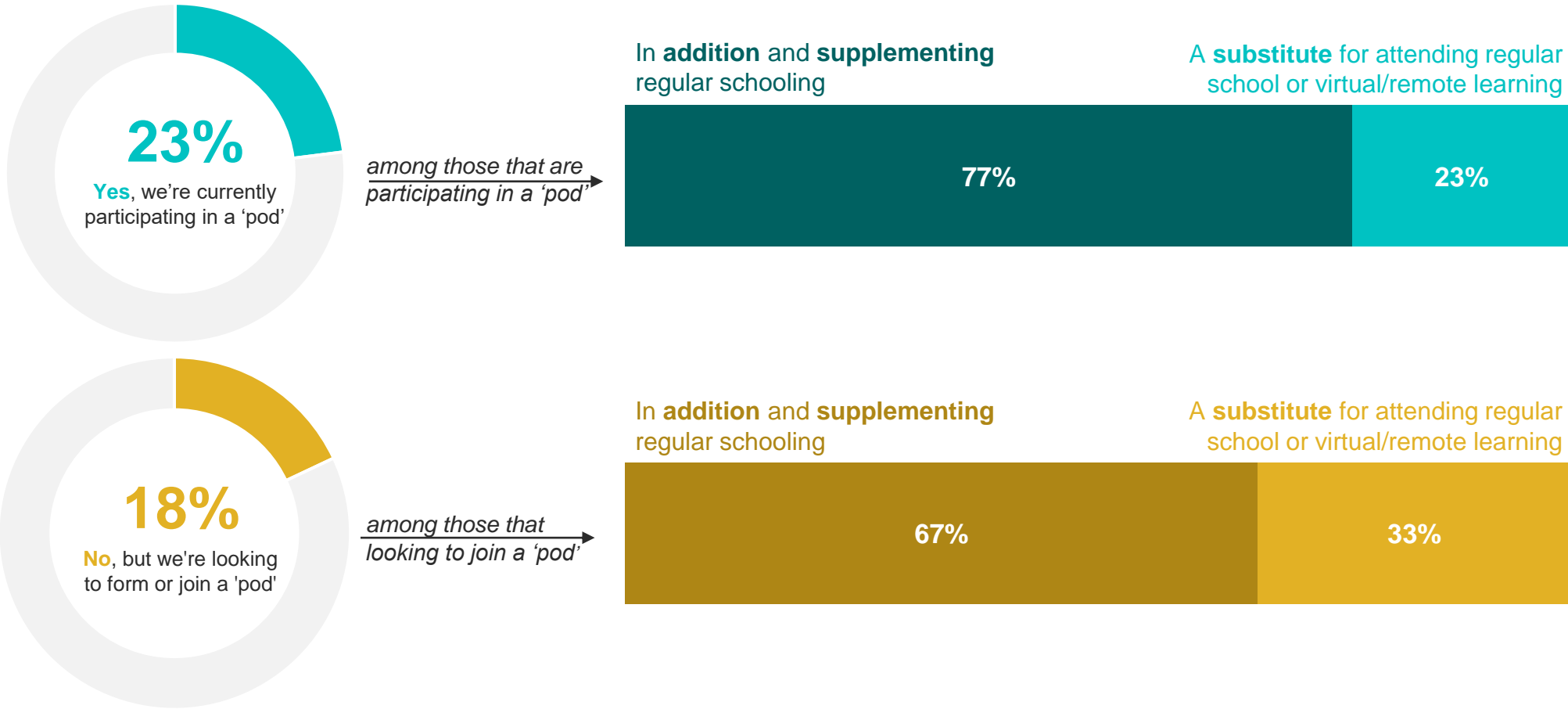
“(My) children are not vaccinated yet and any child or family could potentially infect my children.”

“We wouldn't want to get stuck with families we don't like and it seems unnecessary.”

‘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**

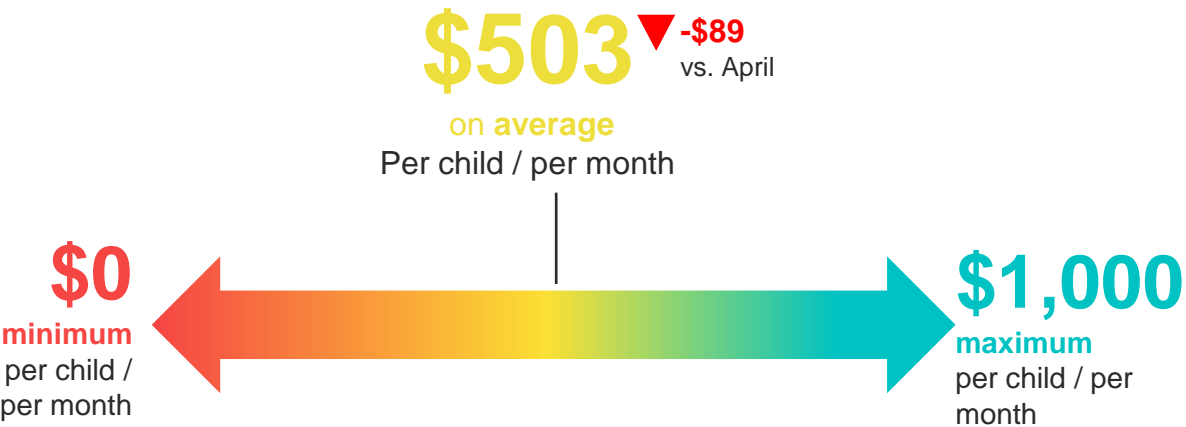




# The amount school parents are willing to pay to participate in a ‘pod’ decreased in May.

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’*



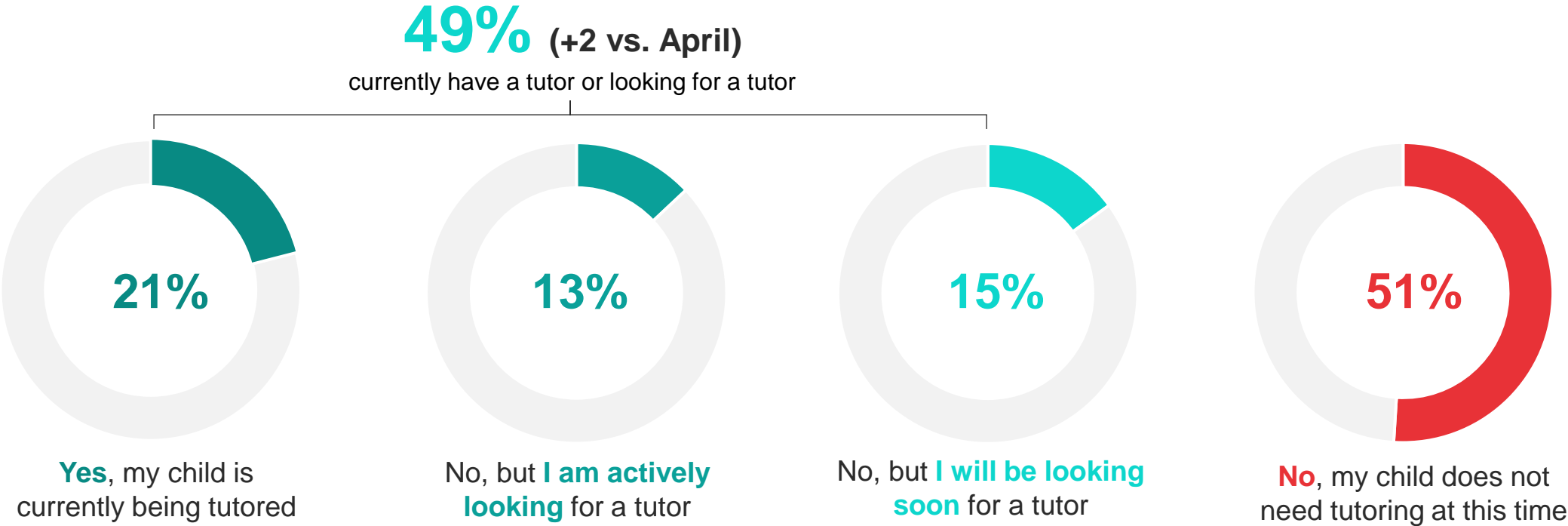
Average Willing to Spend Per Child/Per Month By Demographic		
Income	*Low Income < \$35K	\$526
	*Middle Income \$35K to < \$75K	\$416
	High Income \$75K+	\$545
Political Affiliation	Democrat	\$436
	Independent	\$582
	Republican	\$573
Region	*West	\$327
	*Midwest	\$541
	South	\$557
	*Northeast	\$604

*\*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 April there is growing interest in tutoring, especially among Hispanics, those living in the west, and those with mid-range incomes.

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

### ***School Parents***

Groups <b>Most</b> Likely To Already Being / Looking to be Tutored		Vs April
Private School Parent	<b>79%</b>	+6
Black	<b>68%</b>	+3
Urban	<b>66%</b>	-1
Hispanic	<b>65%</b>	+14
Democrat	<b>60%</b>	+1
Educ: Bachelors or Postgrad	<b>58%</b>	+2
West	<b>58%</b>	+9
Home School Parent	<b>56%</b>	+2
High Income: \$75K+	<b>55%</b>	+0

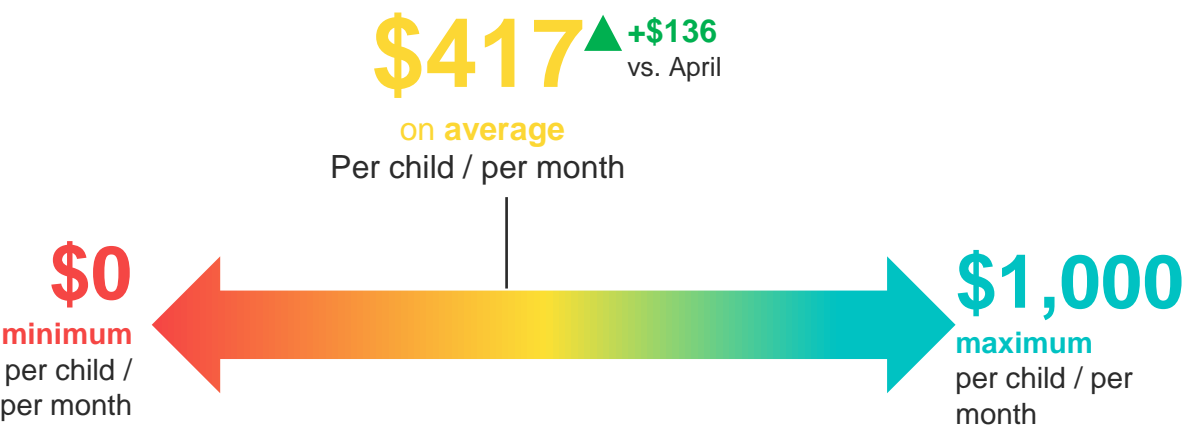
Groups <b>Moderately</b> Likely To Already Being / Looking to be Tutored		Vs April
Northeast	<b>52%</b>	+5
South	<b>48%</b>	-3
Middle Income \$35K- \$75K	<b>47%</b>	+7
Non-Hispanic White	<b>46%</b>	+1
Republican	<b>43%</b>	+3
Suburban	<b>42%</b>	+3
Low Income < \$35K	<b>41%</b>	+0
Educ: < College	<b>41%</b>	+1

Groups <b>Less</b> Likely to Already Being / Looking to be Tutored		Vs April
District School Parent	<b>40%</b>	+1
Independent	<b>40%</b>	+4
Midwest	<b>39%</b>	-2
Small Town	<b>38%</b>	+4
Rural	<b>33%</b>	+2

In May, there was a large increase in the amount school parents are willing to pay for tutoring.

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*



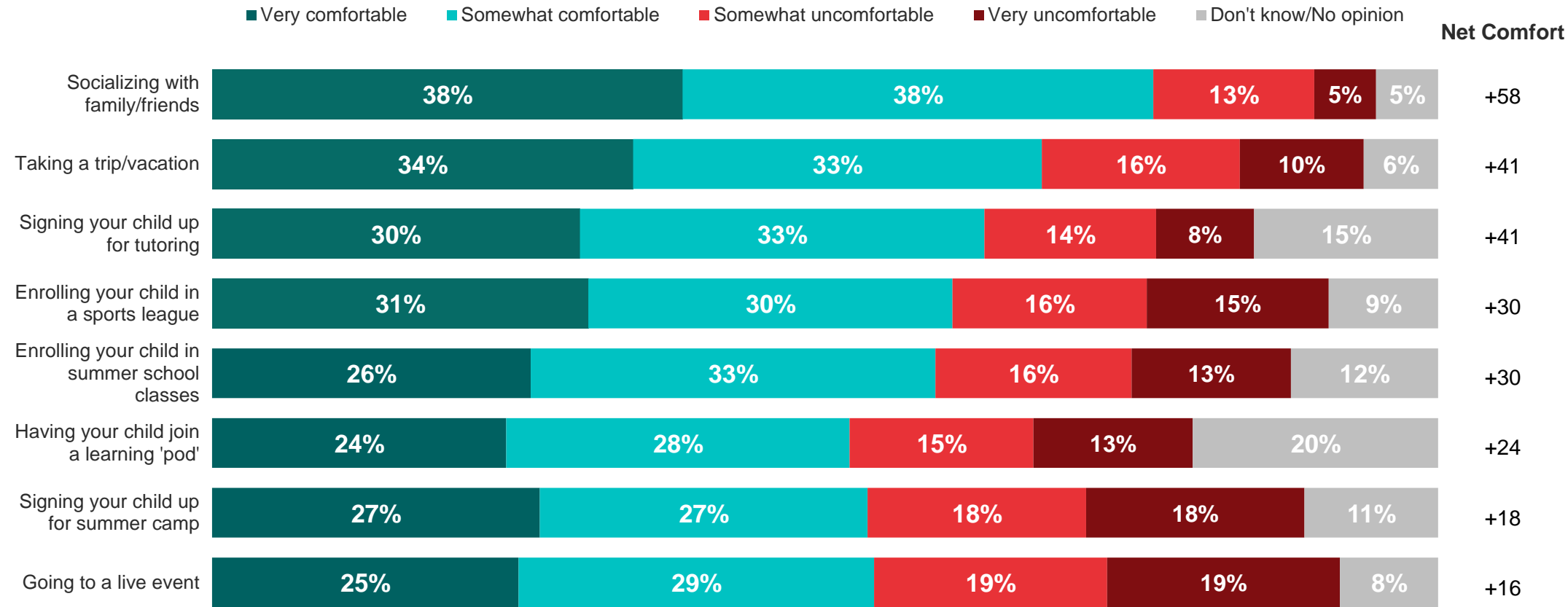
Average Willing to Spend Per Child/Per Month By Demographic		
Income	*Low Income < \$35K	\$376
	*Middle Income \$35K to < \$75K	\$453
	High Income \$75K+	\$447
Political Affiliation	Democrat	\$497
	Independent	\$314
	Republican	\$461
Region	*West	\$473
	*Midwest	\$344
	South	\$386
	*Northeast	\$495

\*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?

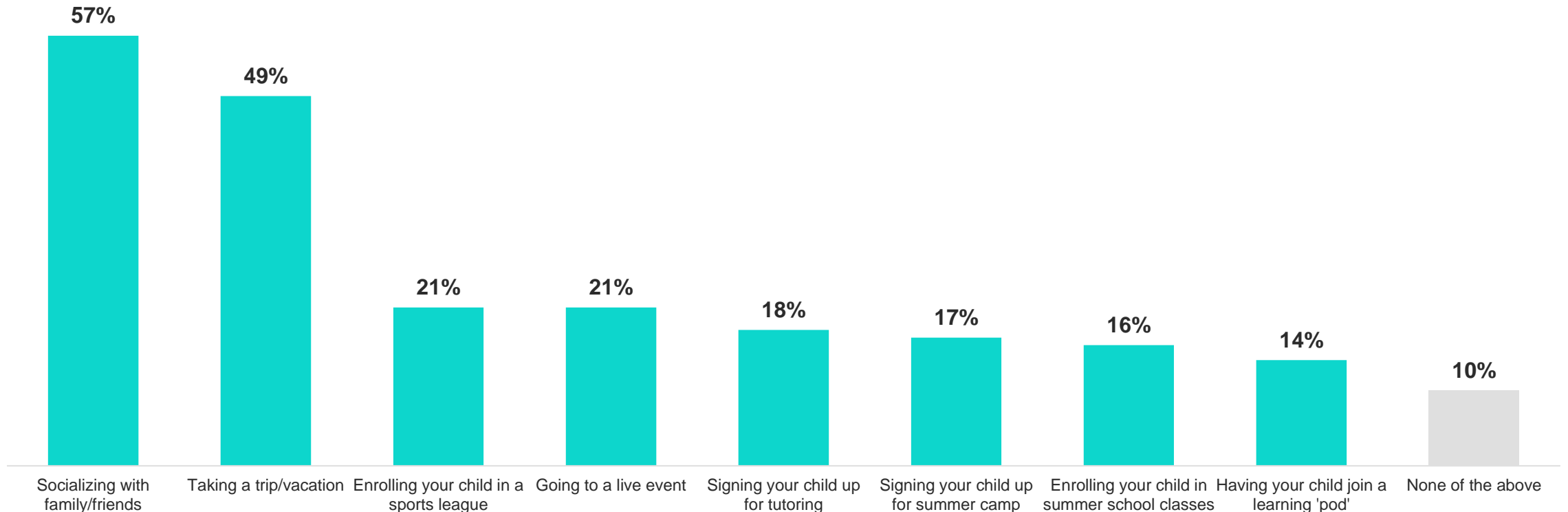
School Parents



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.

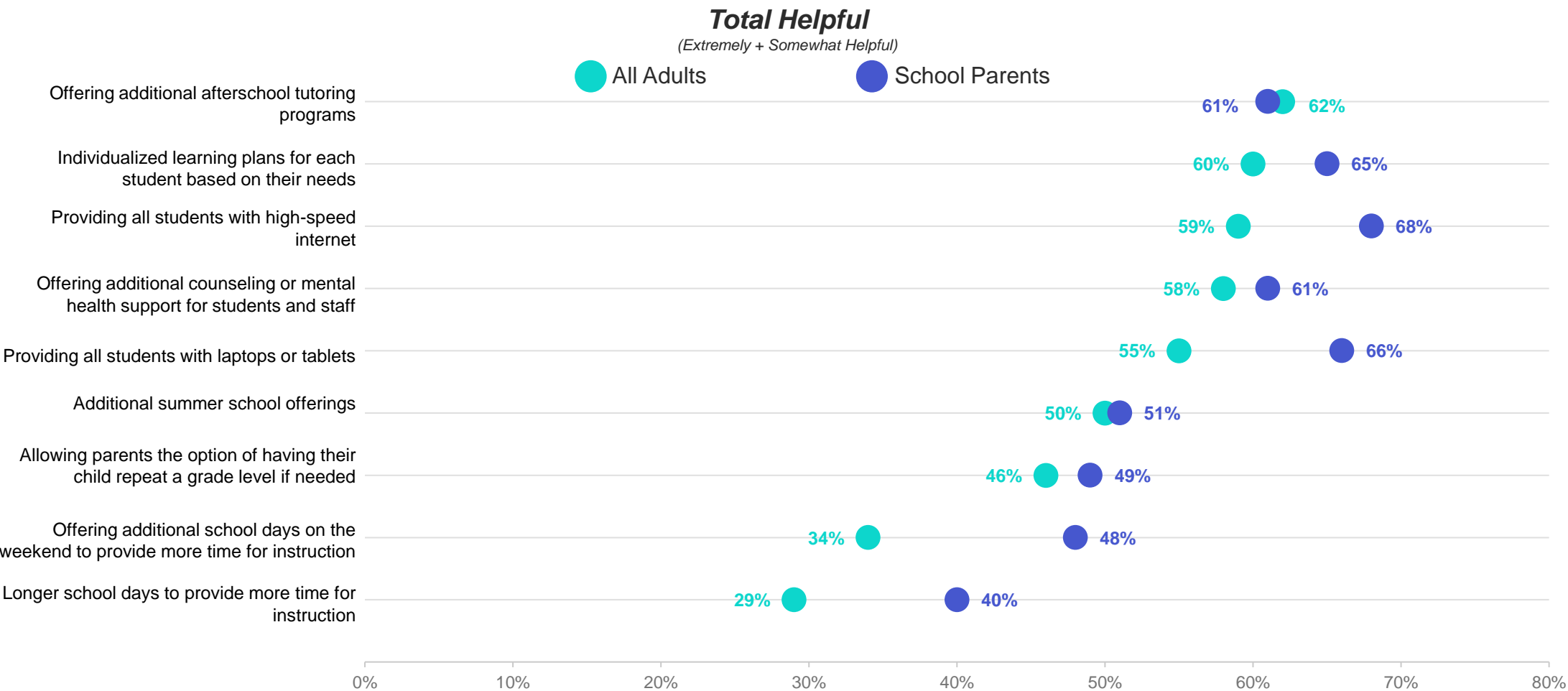
Do you plan on doing any of the following this upcoming summer?

***School Parents***



# School Parents are much more likely to value access to high-speed internet and providing laptops/tablets, as well as individualized learning plans– 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

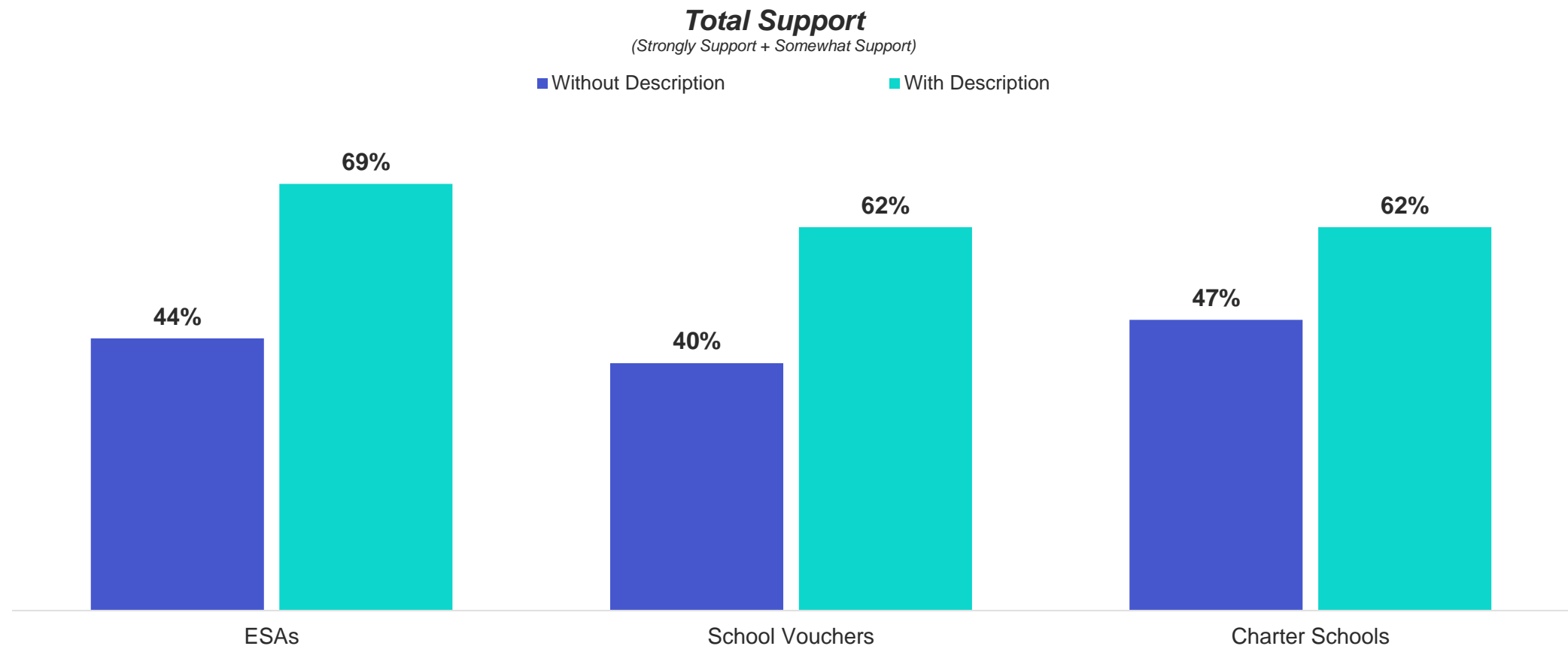
A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to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

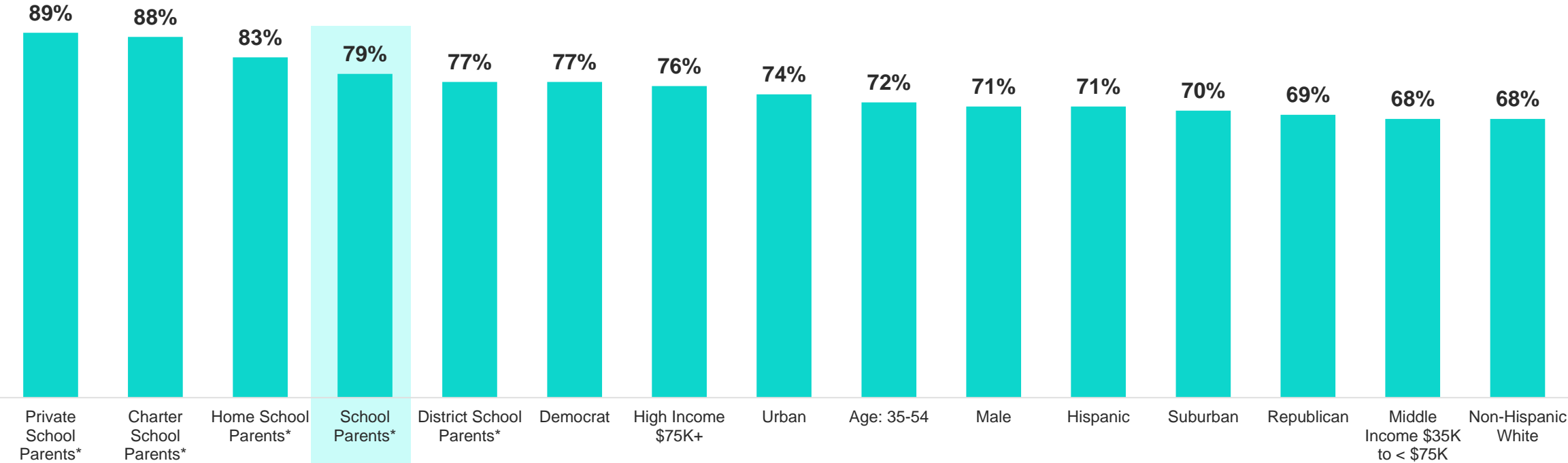


# Roughly four out of five school parents say they support ESAs. There is a wide range of support among all demographics.

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 with large increases among those living in the Northeast, Hispanics, and GenZers.

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 April	
Educ: Bachelors or Postgrad	77%	+3
Democrat	77%	+7
High Income \$75K+	76%	+1
Northeast	76%	+12
Urban	74%	+9
Millennial	73%	+6
Male	71%	+1
Gen X	71%	+2
Hispanic	71%	+10
Suburban	70%	+1

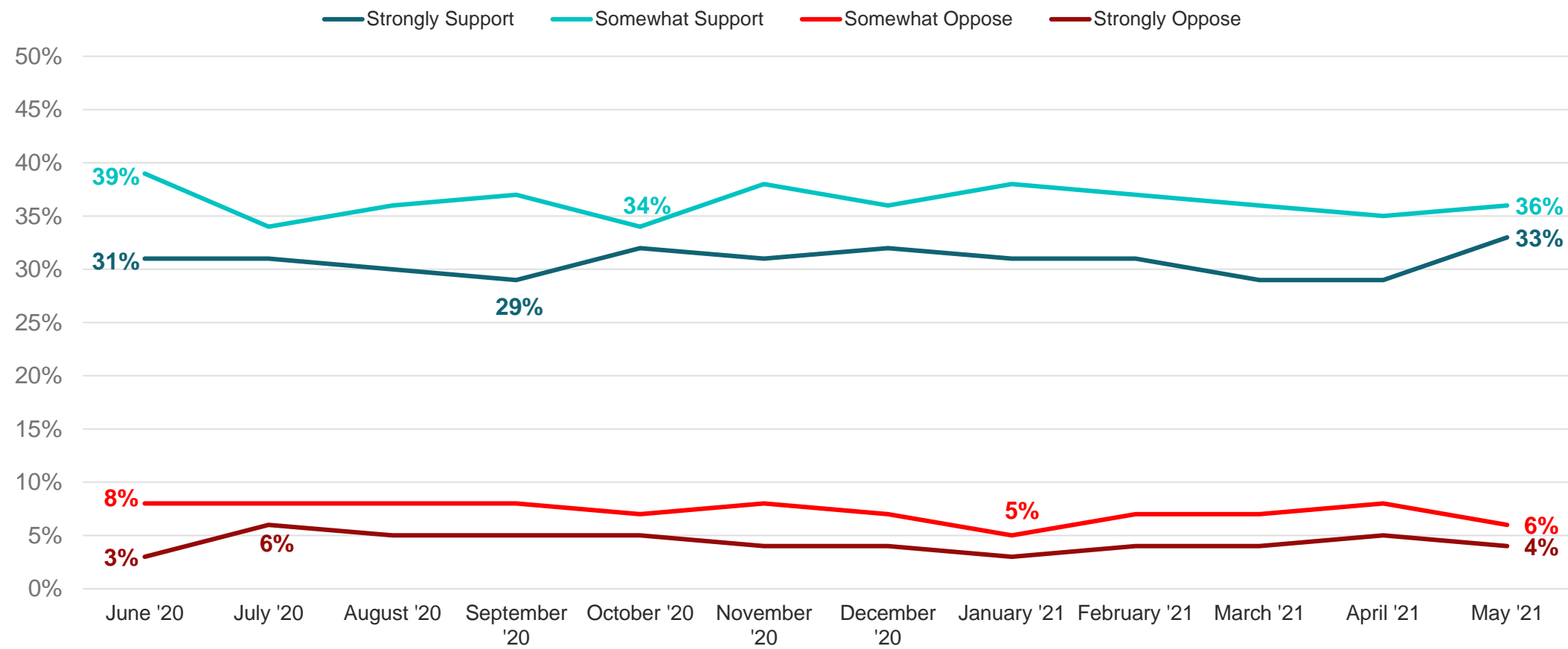
	Vs April	
Republican	69%	+2
South	69%	+4
Non-Hispanic White	68%	+2
Middle Income \$35K-\$75K	68%	+1
Black	68%	+8
West	68%	+4
Baby Boomer	66%	+1
Female	66%	+7

	Vs April	
Educ: < College	65%	+5
Small Town	64%	+5
Independent	63%	+6
Low Income < \$35K	63%	+9
Gen Z	63%	+17
Rural	62%	+9
Midwest	62%	+1

# In May, strong support for ESAs increased by four points.

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

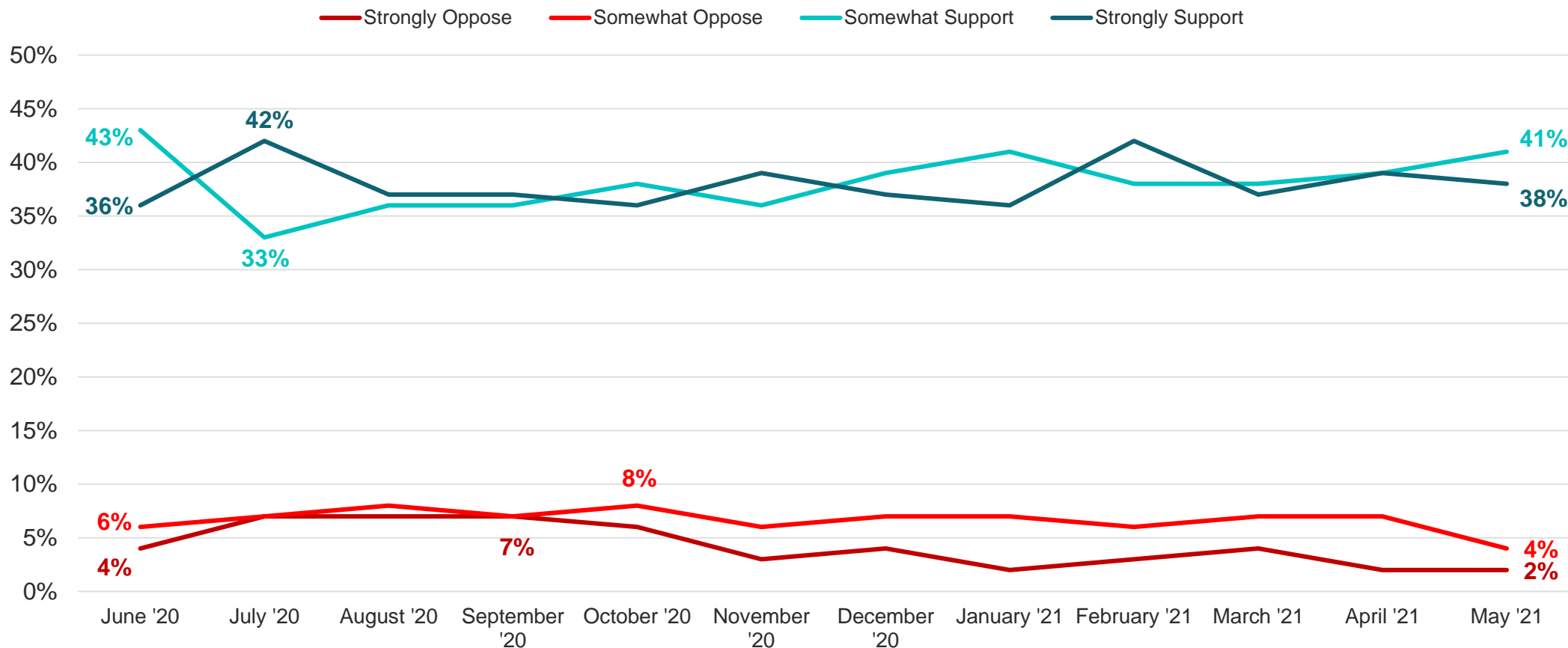


Note: Don't know/no opinion responses are not shown.

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

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



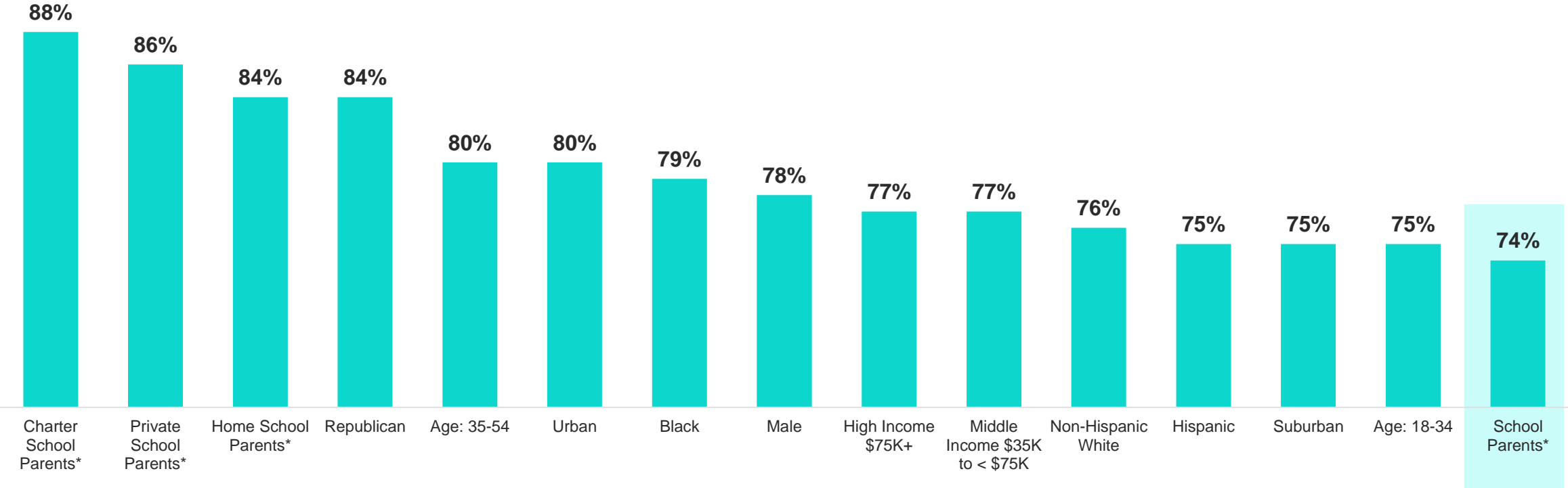
Note: Don't know/no opinion responses are not shown.

# Roughly three out of four 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 increased across the majority of demographic groups in May; especially among GenXers, GenZers, and those living in the Northeast.

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

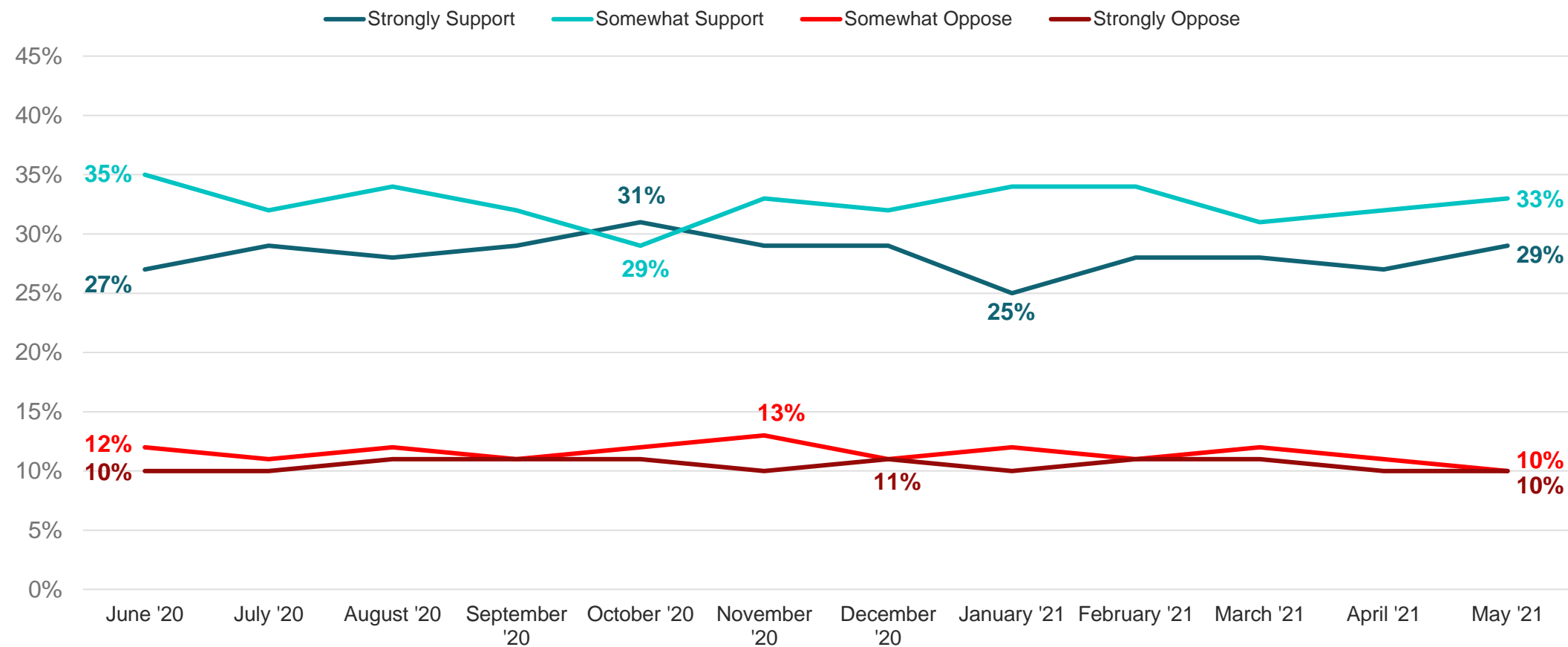
Most Supportive								
		Vs April			Vs April			Vs April
Millennials	70%	+3	Hispanic	62%	+1	Rural	60%	+6
Republican	69%	+1	Non-Hispanic White	62%	+1	Low Income < \$35K	59%	+4
Gen X	68%	+9	West	62%	+2	Female	59%	+5
Urban	67%	+4	Democrat	62%	+4	Baby Boomer	55%	-3
Northeast	67%	+10	Suburban	62%	+3	Gen Z	55%	+10
Black	66%	+8	South	61%	+2	Small Town	54%	-3
Male	65%	+0	Midwest	61%	+2			
High Income \$75K+	64%	-3	Independent	61%	+4			
Educ: Bachelors or Postgrad	64%	-2	Educ: < College	61%	+5			
Middle Income \$35K-\$75K	64%	+6						



# The public’s overall support for school vouchers increased by three points in May.

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

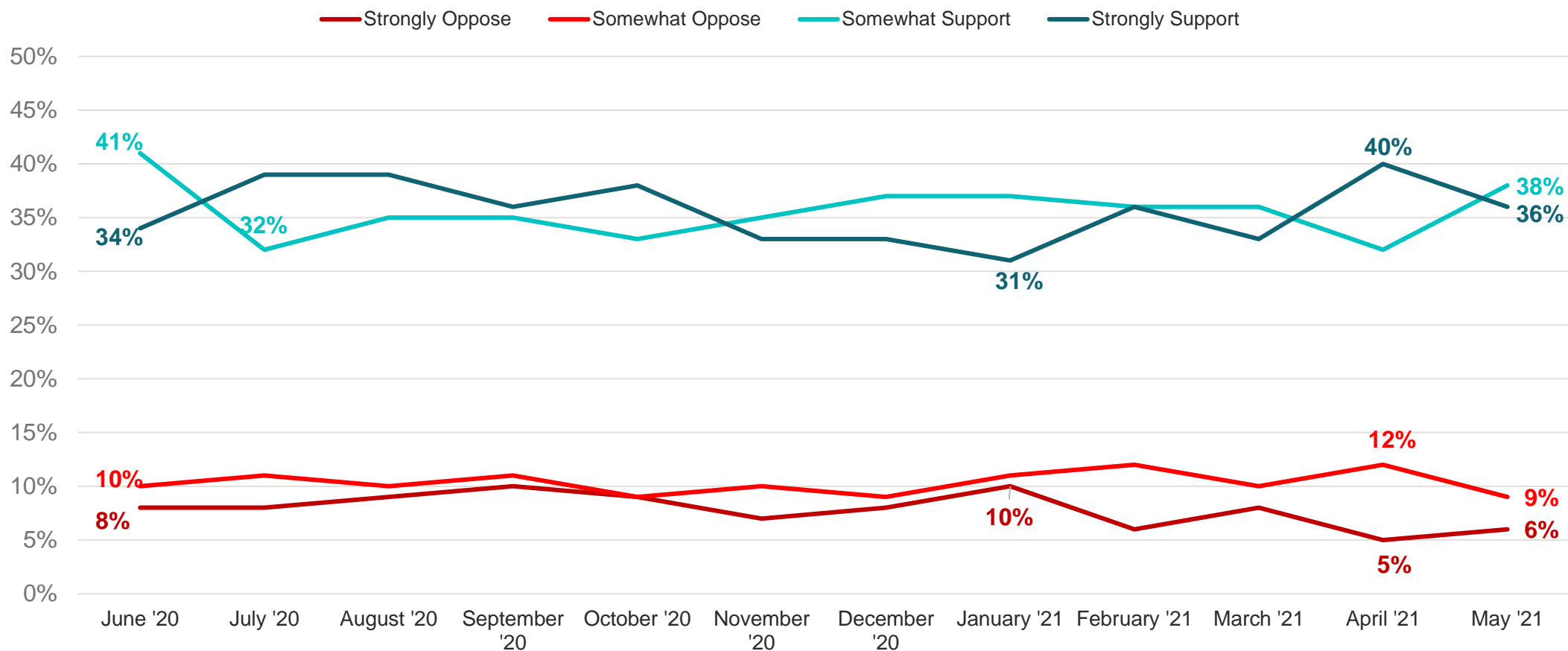


Note: Don't know/no opinion responses are not shown.

# School parents' overall support for school vouchers held steady in May.

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



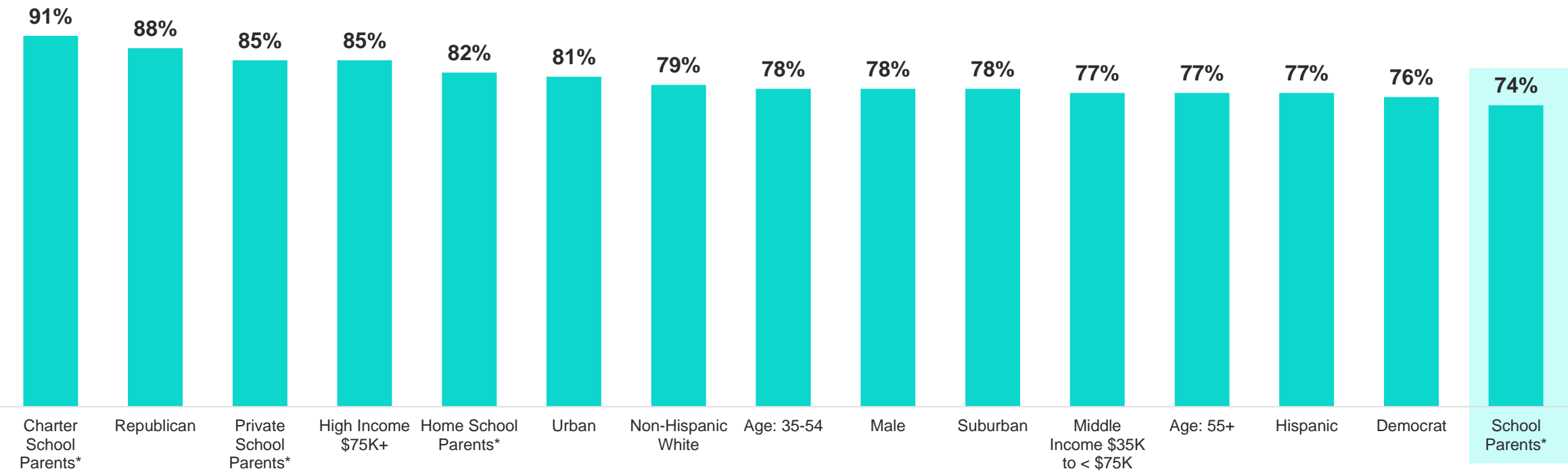
Note: Don't know/no opinion responses are not shown.

# 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

# Support for charter schools increased most among Hispanic and GenZers in May.

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?

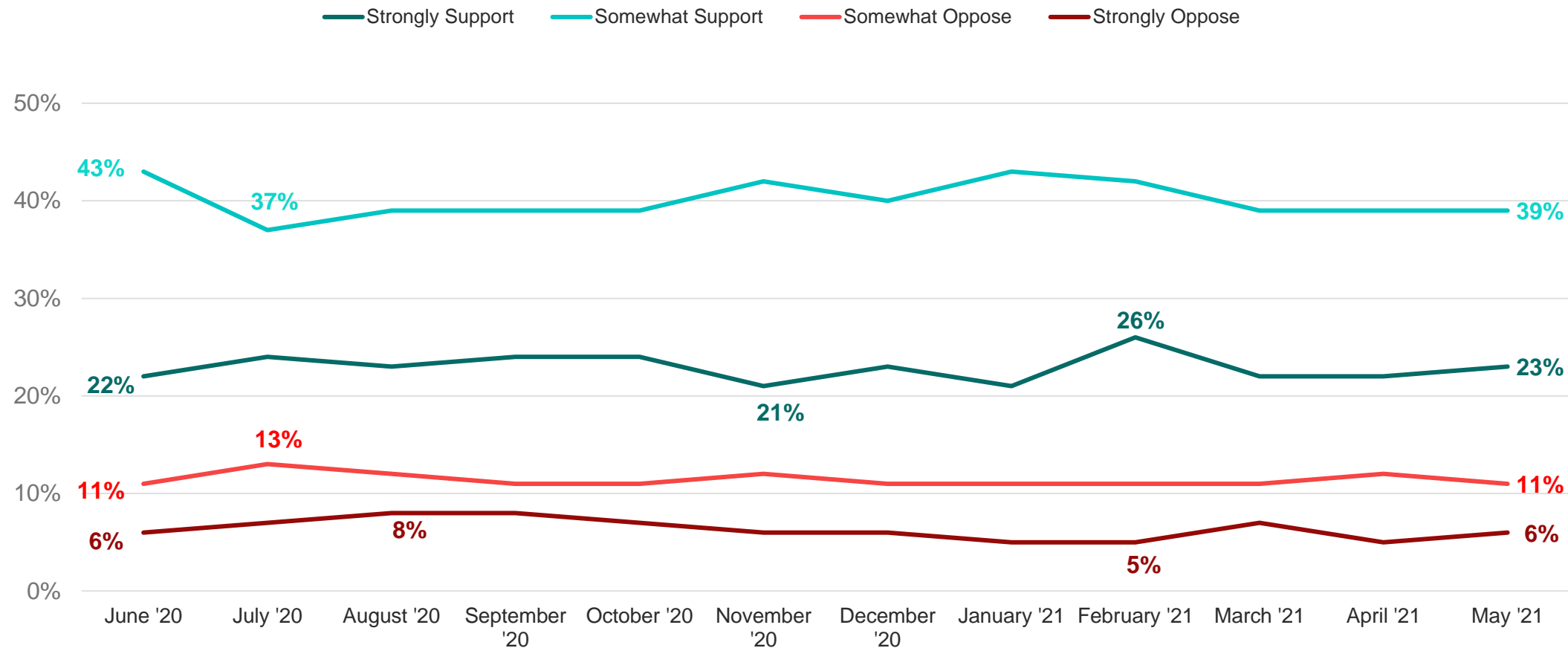
## All Adults

Most Supportive								
		Vs April			Vs April			Vs April
Republican	71%	+3	Millennials	63%	-1	Gen Z	58%	+18
High Income \$75K+	69%	+0	Hispanic	63%	+8			
Educ: Bachelors or Postgrad	68%	-2	Middle Income \$35K to < \$75K	62%	-1	Low Income < \$35K	57%	+4
Urban	67%	+1	Democrat	62%	+2	Midwest	57%	-1
Northeast	67%	+5	South	61%	-1			
Gen X	65%	+1	Educ: < College	60%	+3	Small Town	56%	-2
West	65%	+6	Baby Boomer	59%	-5	Black	55%	+6
Male	64%	-3	Independent	59%	+3			
Suburban	64%	+3	Female	59%	+4	Rural	54%	-1
Non-Hispanic White	64%	+1						

# Overall support of charter schools remains steady since 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**

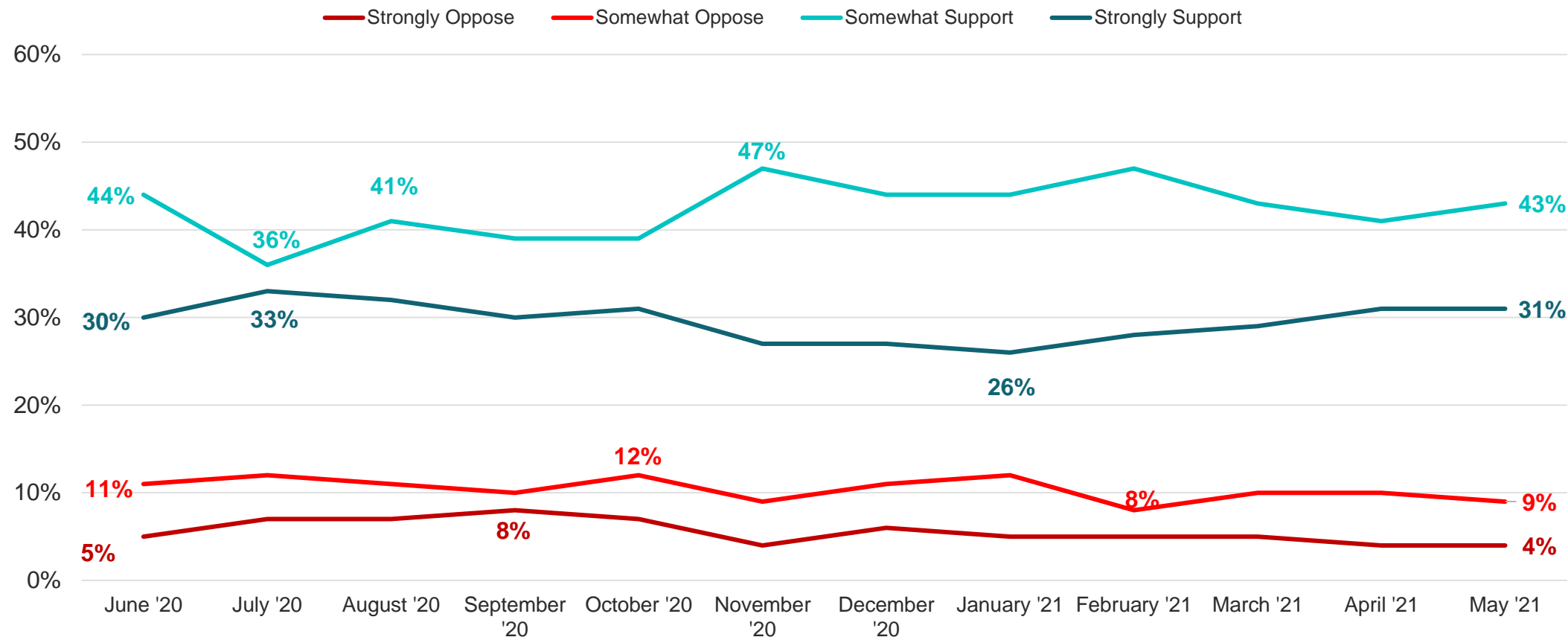


*Note: Don't know/no opinion responses are not shown.*

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

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**

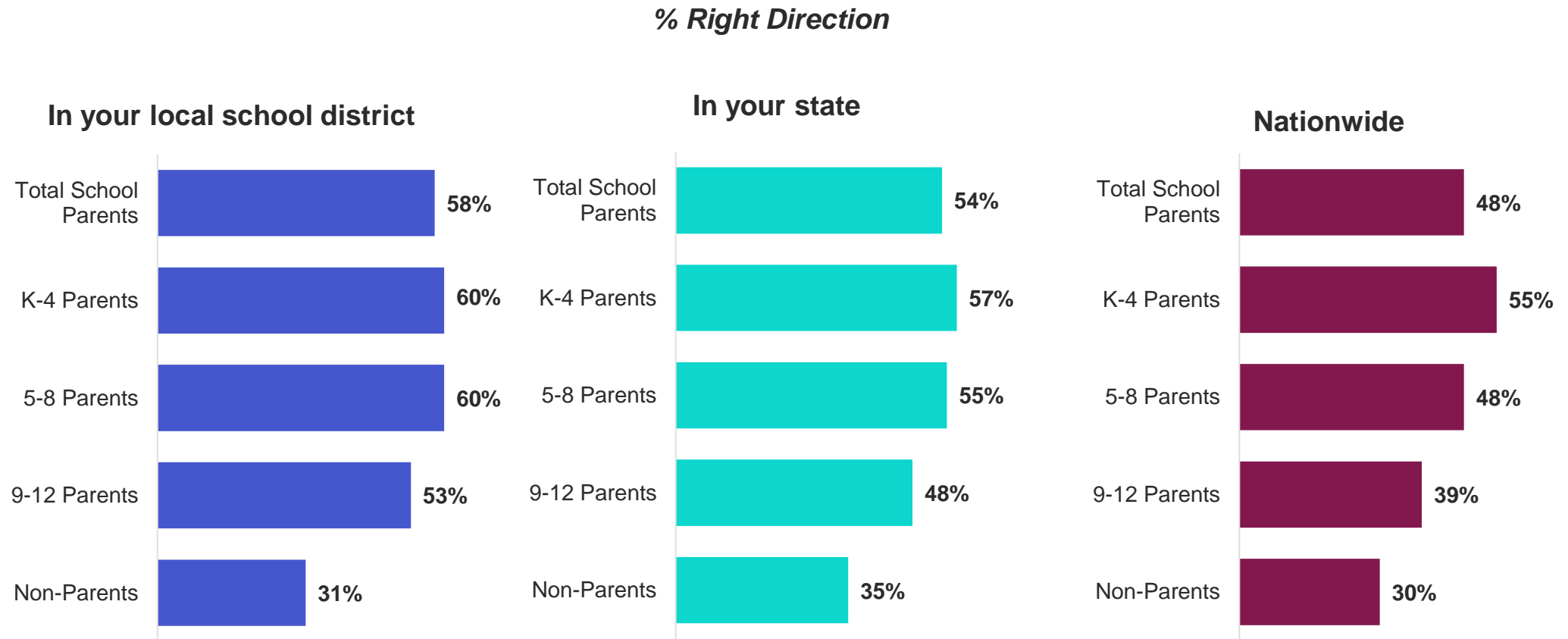
**VIEWS ON K-12 EDUCATION**

**SURVEY PROFILE AND DEMOGRAPHICS**



# School parents are 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?

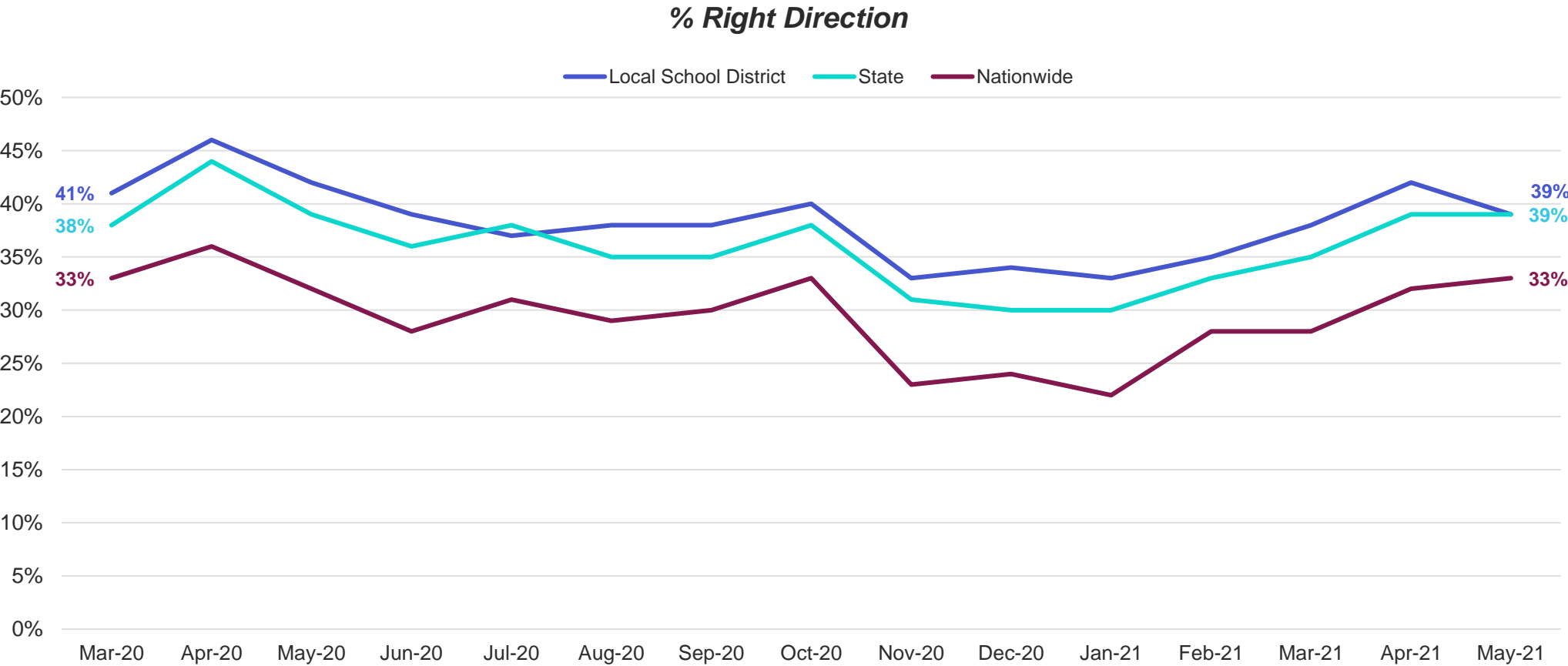




# Positive sentiment about the direction of local school districts has decreased by three points in May.

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?

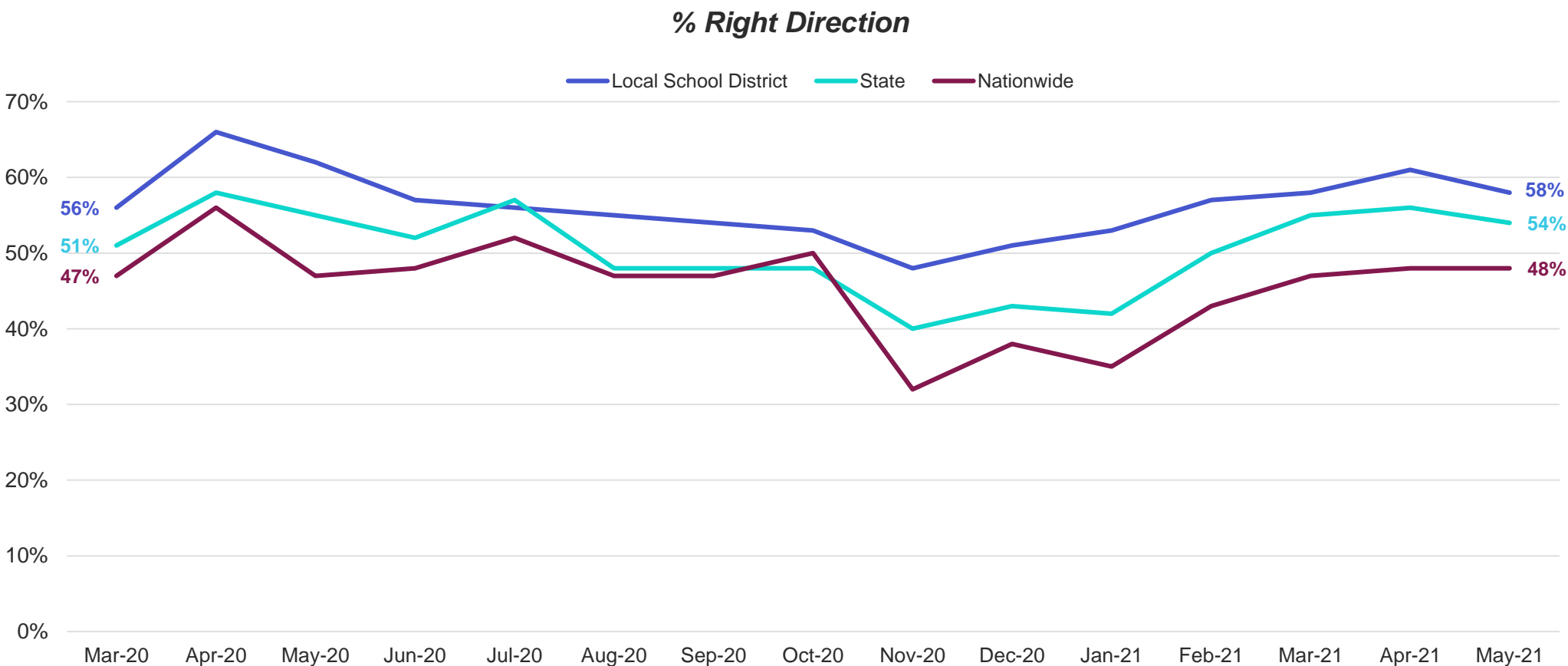
## All Adults



# School parents' positive sentiments about K-12 education are comparable to where they were during the very beginning of the pandemic.

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 are more likely to say grades K-8 should focus on core subjects and high school should focus on 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 **43%**

-  Core academic subjects (59%)
-  Socialization (49%)
-  Become independent thinkers (46%)
-  How to be good citizens (43%)
-  Skills for future employment (43%)
-  Values, moral character, religious virtues (37%)
-  To fix social problems (26%)

#### Grades 9-12

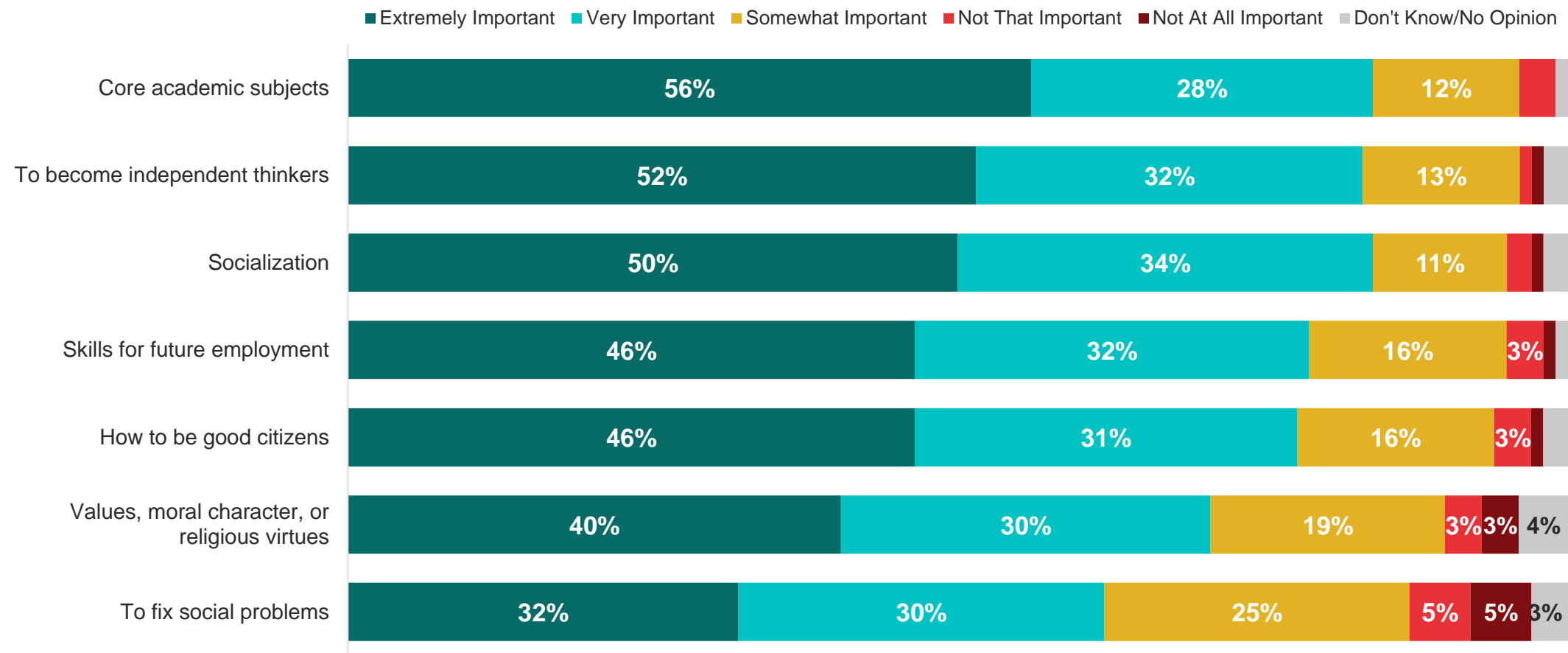
Average % selected Extremely Important **45%**

-  Skills for future employment (57%)
-  Become independent thinkers (52%)
-  Core academic subjects (50%)
-  How to be good citizens (45%)
-  Socialization (42%)
-  Values, moral character, religious virtues (39%)
-  To fix social problems (28%)

# 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...

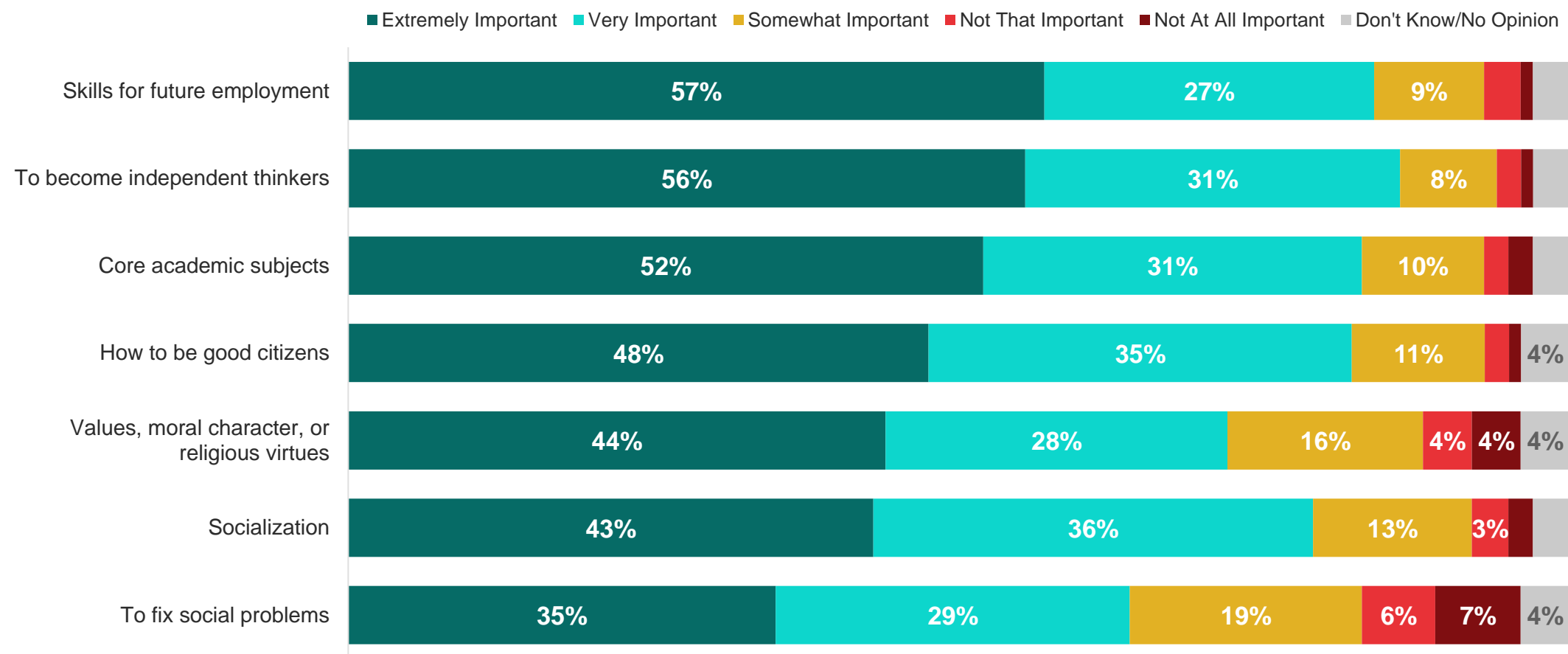
## School Parents



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

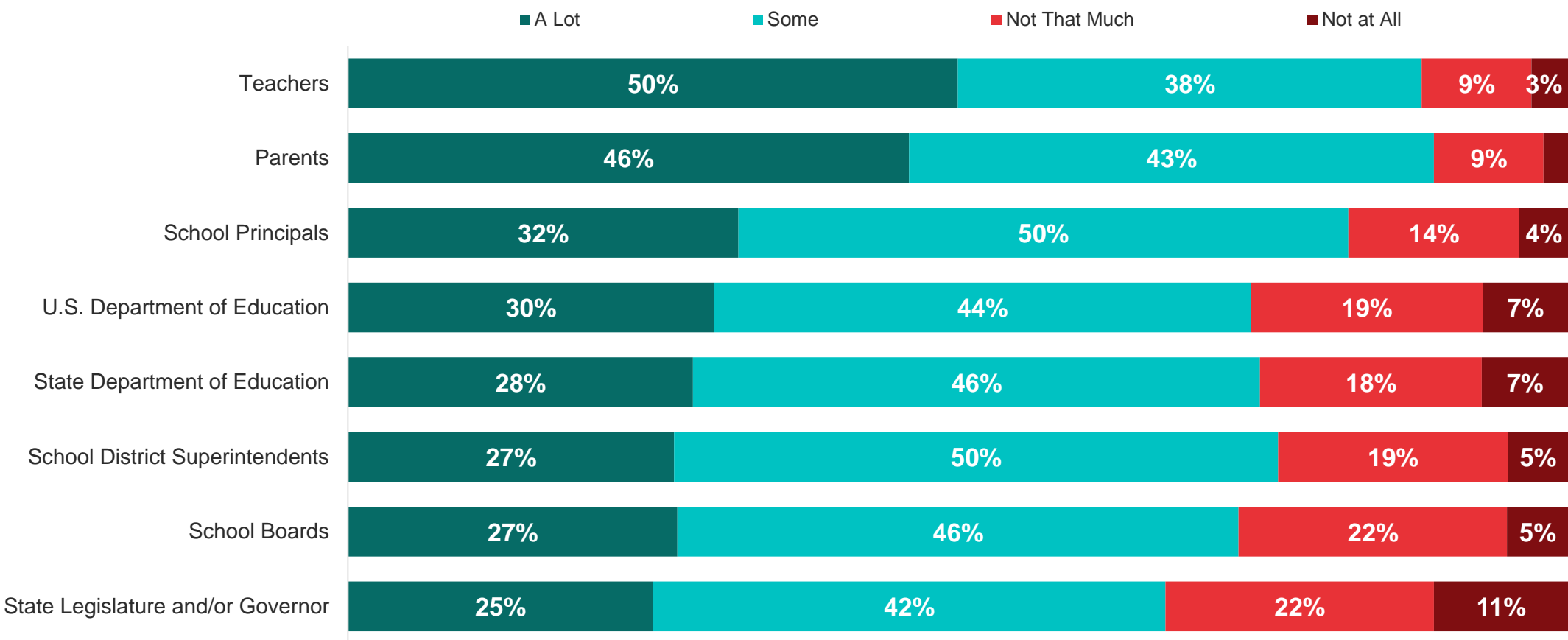
## School Parents



# 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



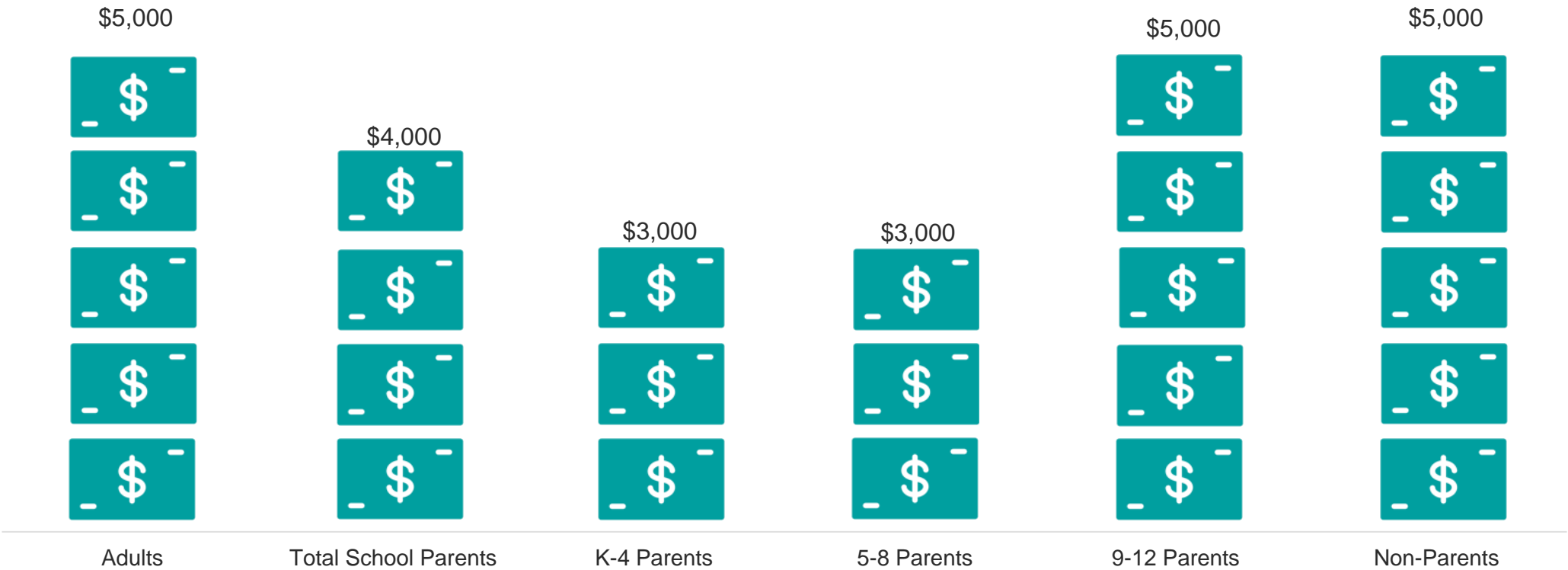
# Americans, especially school parents of younger children, believe that government spending per student is much lower than actual expenditures.

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

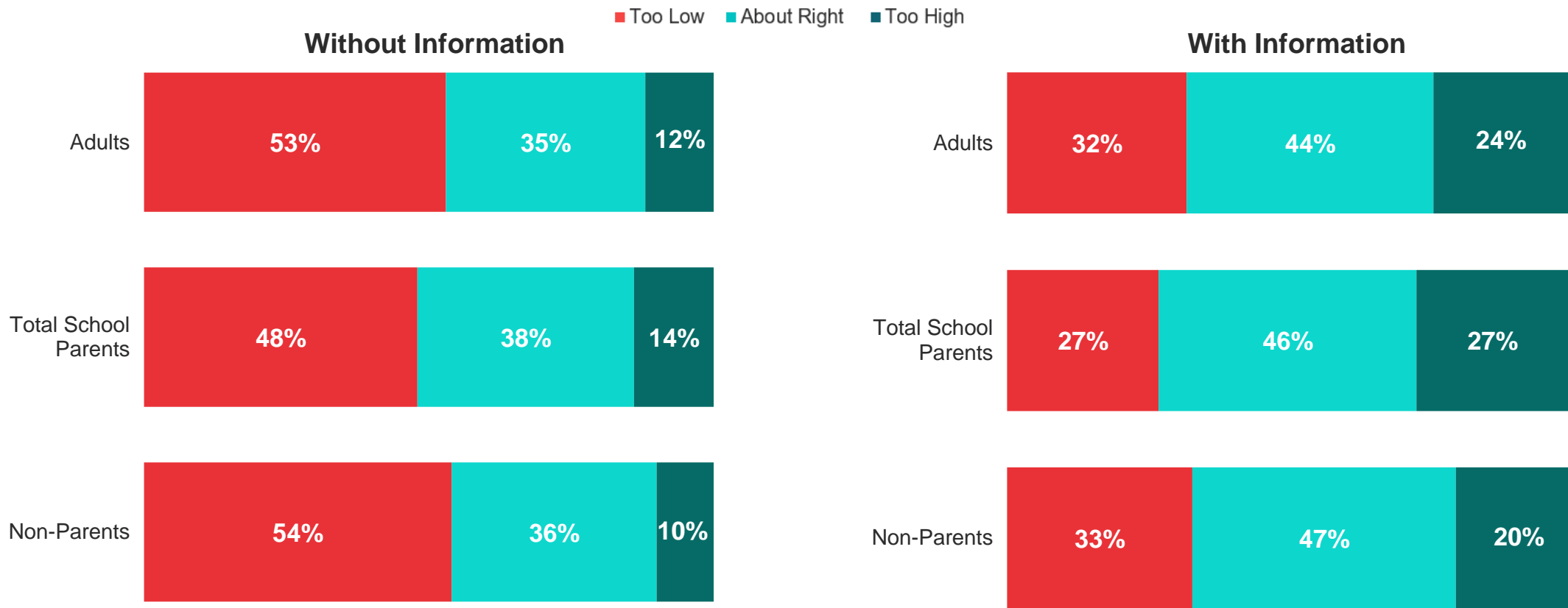


FY18 State Actuals Source: National Center for Education Statistics

# Americans are much less likely (-21 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:

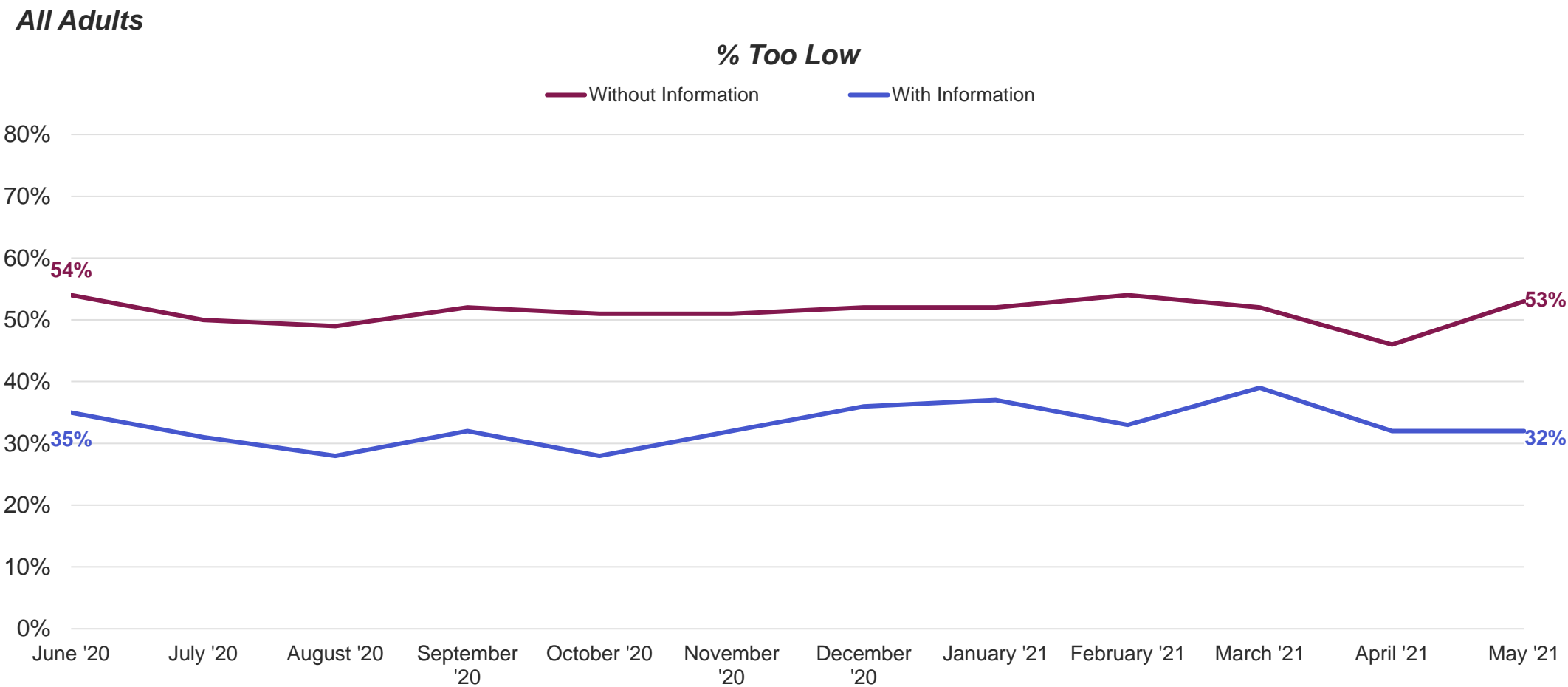
On average, [STATE] spends \$\_\_\_\_\_ per student attending public school each year. Do you believe public school funding is:






# The percentage of Americans who believe public school funding is “too low” when not given information increased by seven points in May.

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:



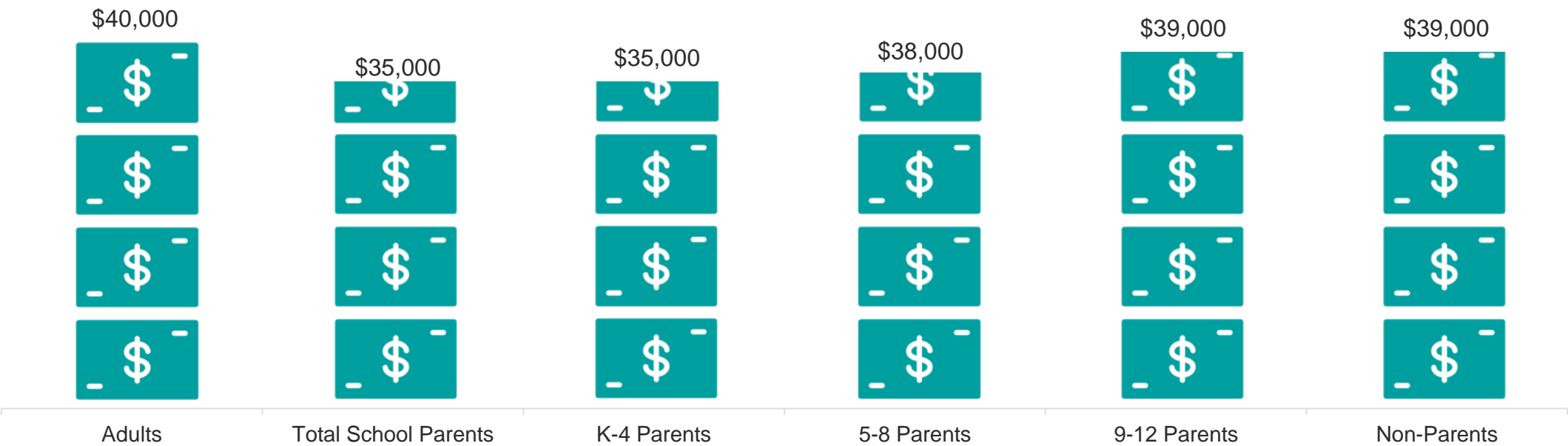
# Americans believe their state’s teachers make just below the lowest reported average state salary.

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

 = \$10,000

*Median Estimate*

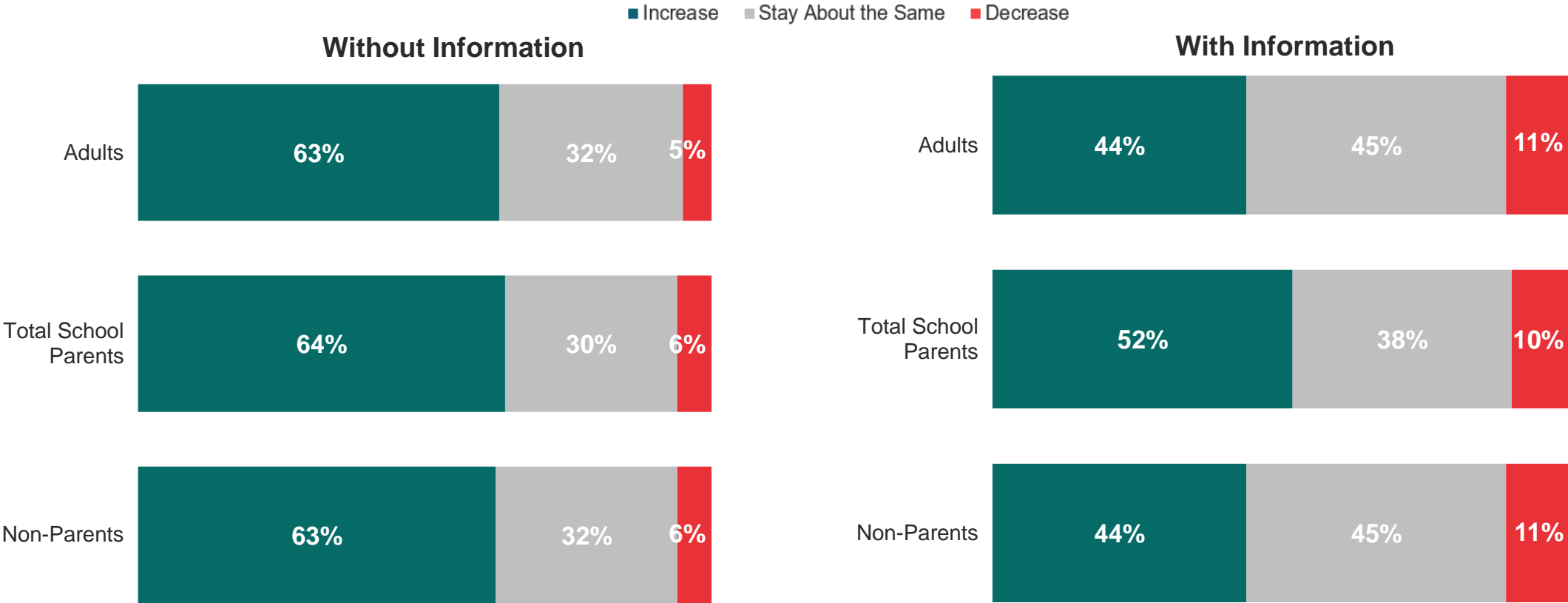
FY17 State Actuals	
Maximum	\$83,585
Mean	\$57,282
Minimum	\$43,107



# Americans are less likely (-19 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:

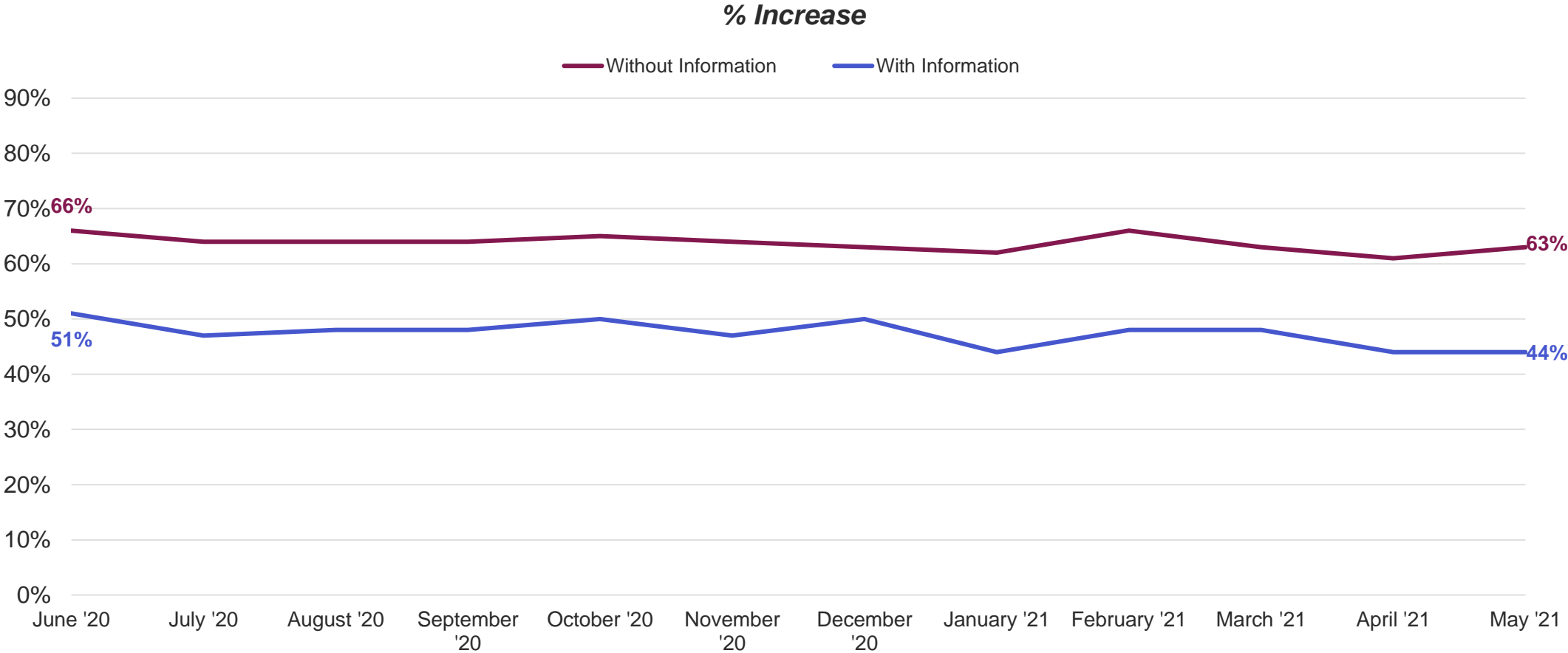
On average, public school teachers in [STATE] are paid an annual average salary of \$\_\_\_\_\_ per student attending public school each year.  
Do you think that public school teacher salaries in your state should:



# The percentage of Americans who believe teacher salaries should increase—whether they received information or not—held steady in May.

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:

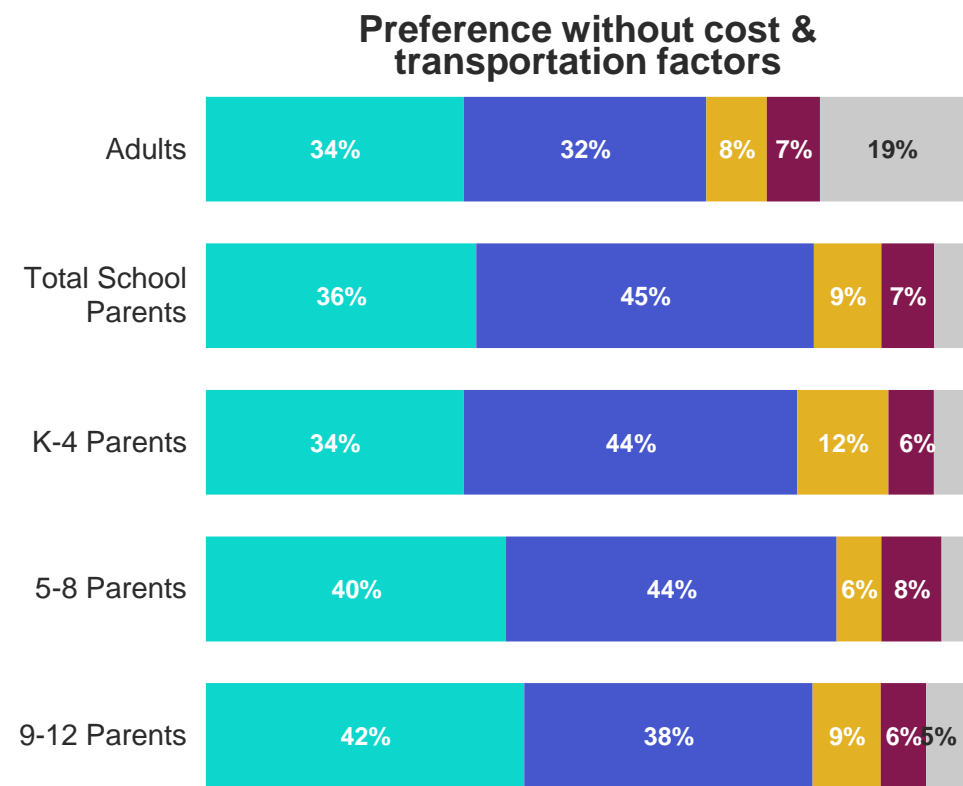
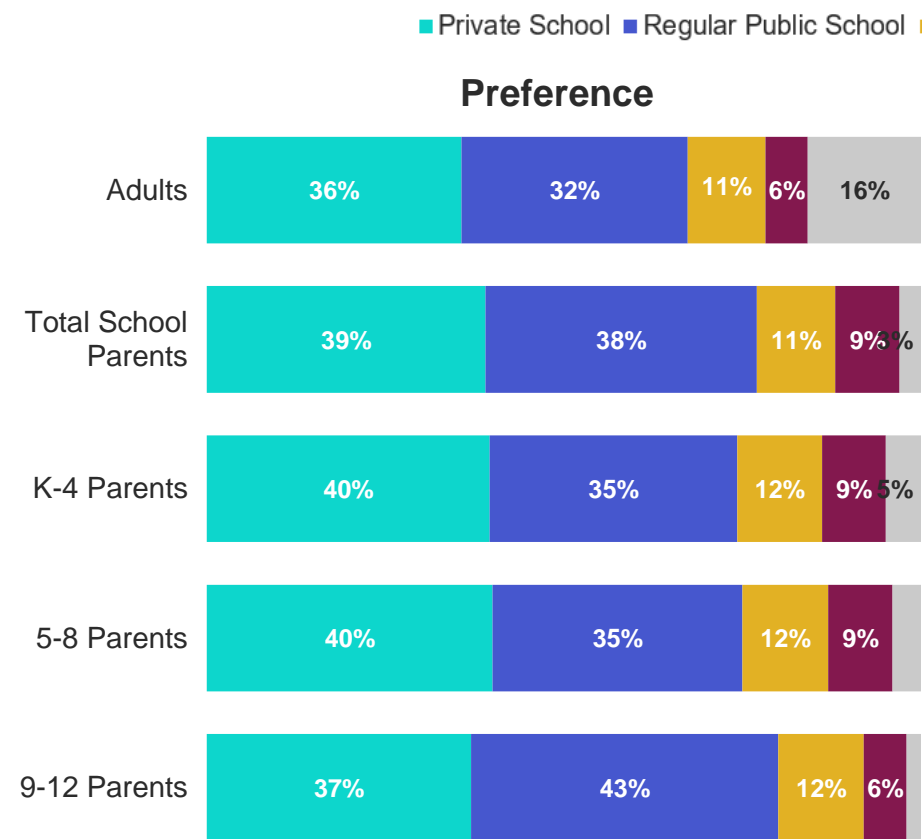
**All Adults**



# In May, school parents (as a whole) are more likely to prefer public schooling when financial costs and transportations are not factors.

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

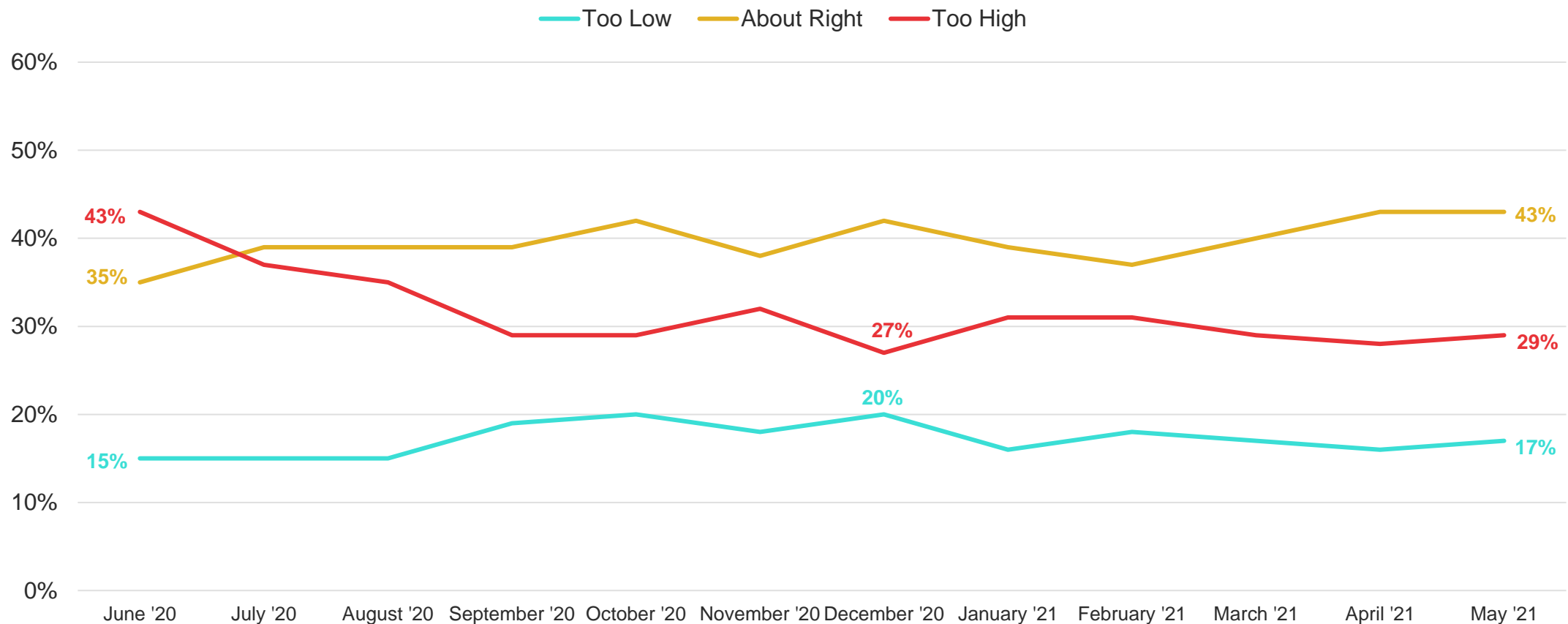
If given the option, and neither financial costs nor transportation were factors, what type of school would you select in order to obtain the best education for your child?



# Just over 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:

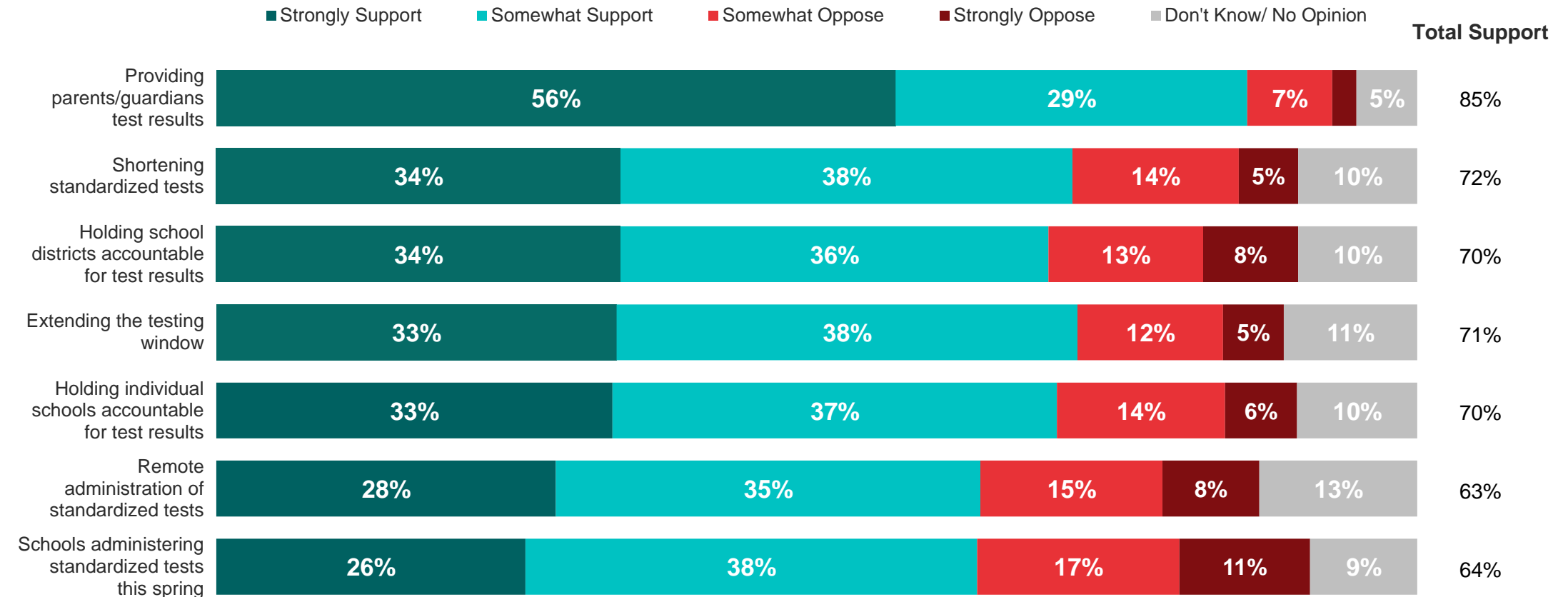
## School Parents



# 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?

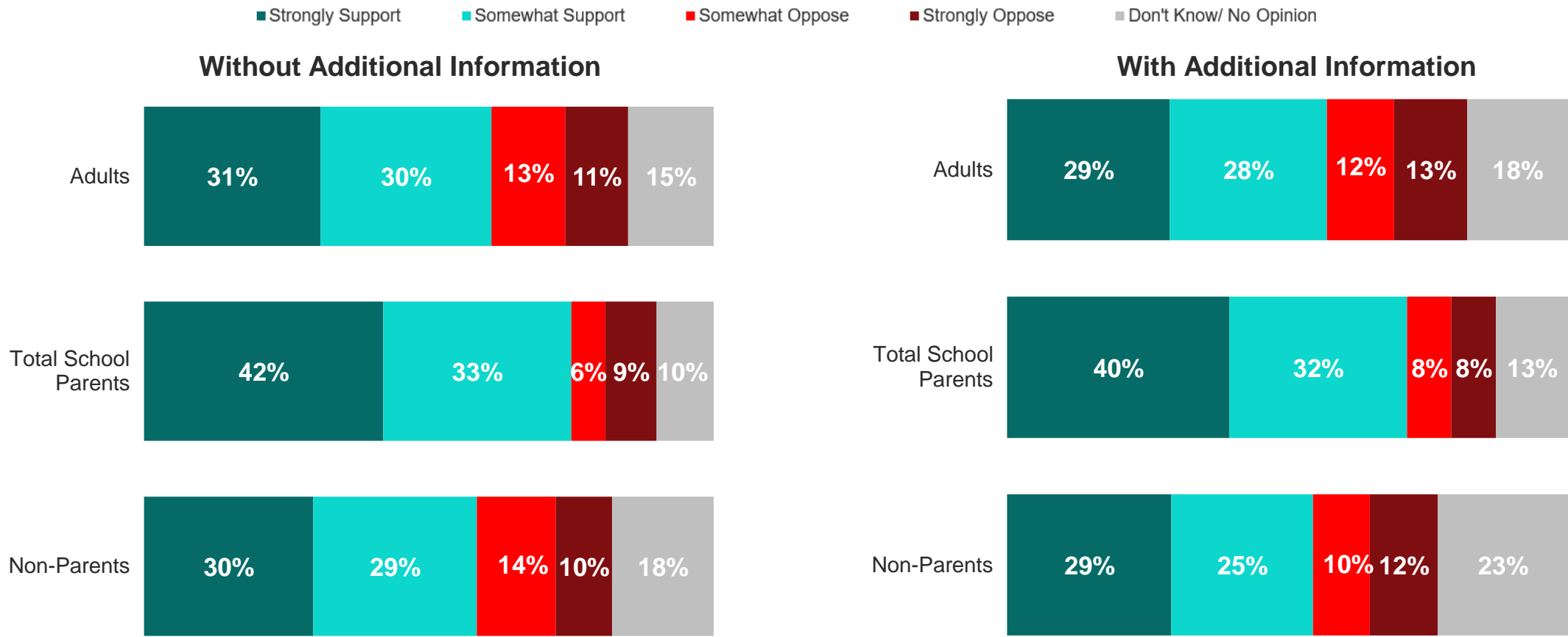
## School Parents



# School parents are much more likely to support the American Jobs Plan than both the general population and non-parents.

As part of the American Jobs Plan, The Biden administration is proposing spending \$100 billion to upgrade and build new public schools. Do you support or oppose this initiative?

As part of the American Jobs Plan, The Biden administration is proposing spending \$100 billion to upgrade and build new public schools, in addition to about \$180 billion in federal spending already allocated to public education as a part of three coronavirus relief packages. Do you support or oppose this initiative?





AGENDA

**COVID-19 AND SCHOOLING**

**SCHOOL CHOICE POLICIES**

**VIEWS ON K-12 EDUCATION**

**SURVEY PROFILE AND DEMOGRAPHICS**



# Survey Profile, 1

<b>Dates</b>	May 7-20, 2021
<b>Survey Data Collection &amp; Quality Control</b>	Morning Consult
<b>Survey Sponsor</b>	EdChoice
<b>Population</b>	General Population (Adults, Age 18+)
<b>Sampling Frame</b>	National sample of adults (age 18+) living in the United States, including the District of Columbia, with an oversample of school parents
<b>Sampling Method</b>	Non-Probability, Stratified (based on Age, Gender)
<b>Mode</b>	Online Survey
<b>Language</b>	English

# Survey Profile, 2

Survey Time	Gen Pop Median = 11.38 minutes, Oversample Median = 13.71 minutes
Sample Size	N = 2,200 General Population N= 1,166 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)	± 2.38 percentage points (Gen Pop), ± 3.38 percentage points (Oversample)
Participation Rate	23.30% (Gen Pop), 7.26% (Oversample)
Methods Page	<a href="https://edchoice.morningconsultintelligence.com/methodology/">https://edchoice.morningconsultintelligence.com/methodology/</a>
Project Contact	Paul DiPerna, paul@edchoice.org

Demographics	Unweighted (N = )
Hispanic	214
White	1748
Non-Hispanic White	1631
Black	199
Other	253
Generation Z	276
Millennial	587
Generation X	500
Boomers	755
Male	836
Female	1364
< College	1386
College +	814
Northeast	408
Midwest	484
South	872
West	436

Demographics	Unweighted (N = )
Total School Parents*	1166
K-4 Parents*	681
5-8 Parents*	490
9-12 Parents*	368
Non-Parents	933
Liberal	638
Moderate	628
Conservative	704
Democrat	811
Independent	571
Republican	632
Urban	557
Suburban	934
Small Town	287
Rural	422
Low Income <\$35K	850
Middle Income \$35K to <\$75K	734
High Income \$75K+	616

\* Denotes the sample came from school parents

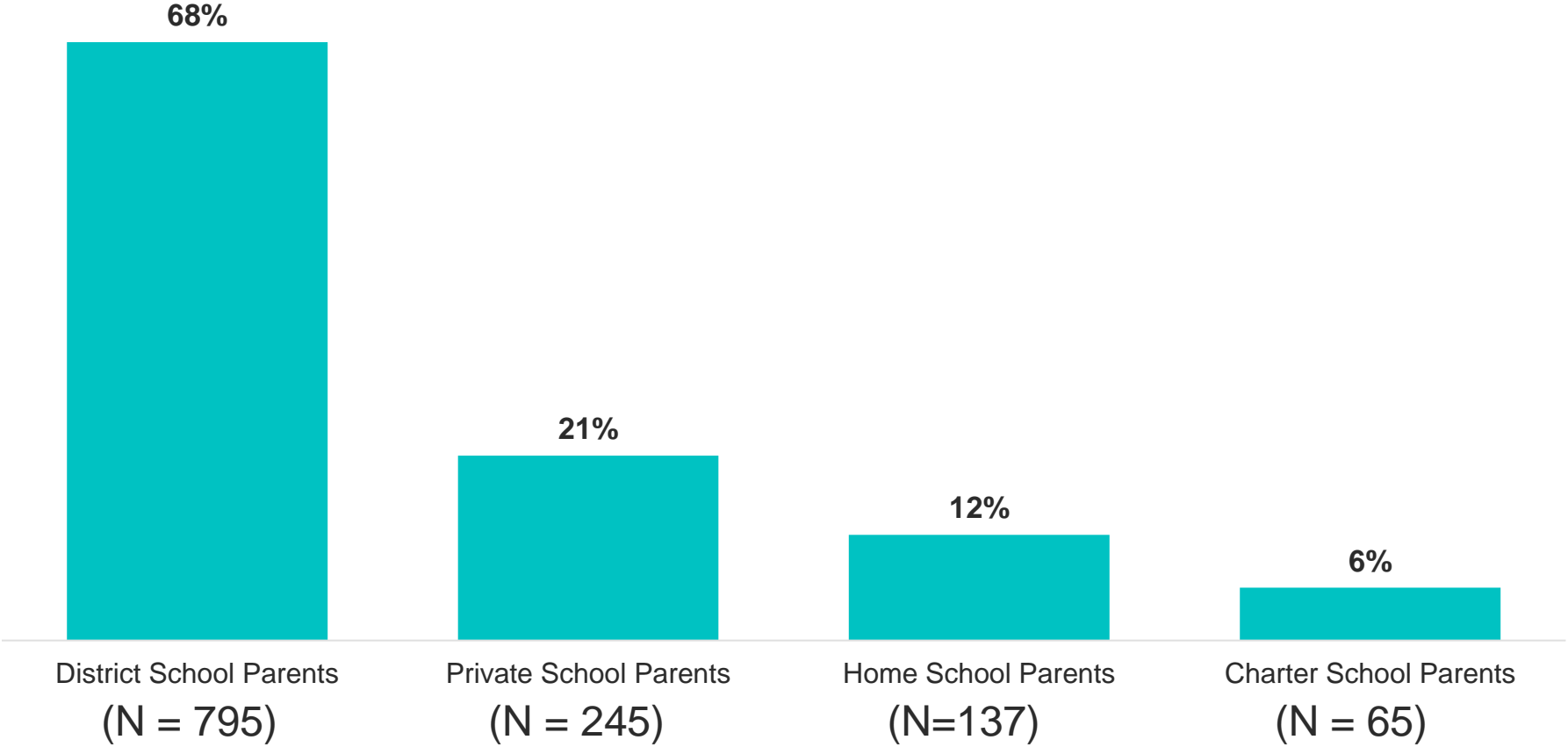
Demographics	Unweighted	Weighted	Target (%)
Hispanic	10%	16%	16%
White	79%	78%	78%
Non-Hispanic White	74%	n/a	n/a
Black	9%	12%	12%
Other	12%	9%	9%
Age: 18-34	27%	30%	30%
Age: 35-54	32%	31%	31%
Age: 55+	41%	40%	40%
Age: 65+	22%	20%	20%
Male	38%	48%	48%
Female	62%	52%	52%
< College	63%	69%	69%
College +	37%	31%	31%
Northeast	19%	18%	18%
Midwest	22%	21%	21%
South	40%	37%	37%
West	20%	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)



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