



ed CHOICE

BLACK PARENTS AND K-12 EDUCATION

A National Polling Brief

JUNE 2021

KEY FINDINGS

1. Black parents have remained more comfortable with their children returning to in-person learning this month and nearly half believe it will be safe for their children to go back to school in-person by September 2021.
2. Black parents remain less likely than both White and Hispanic parents to either vaccinate themselves or their children.
3. Black parents are more likely than both Hispanic and White parents to believe that offering additional resources for their children would be beneficial for their development this upcoming school year.
4. Interest and participation in tutoring among Black parents increased by eight points this month to just over half (55%). While Black parents' interest and participation in learning pods decreased this month to just under a third (30%).
5. Both Black and Hispanic parents are more likely than White parents to prefer schooling take place at home in some capacity. Just under half 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

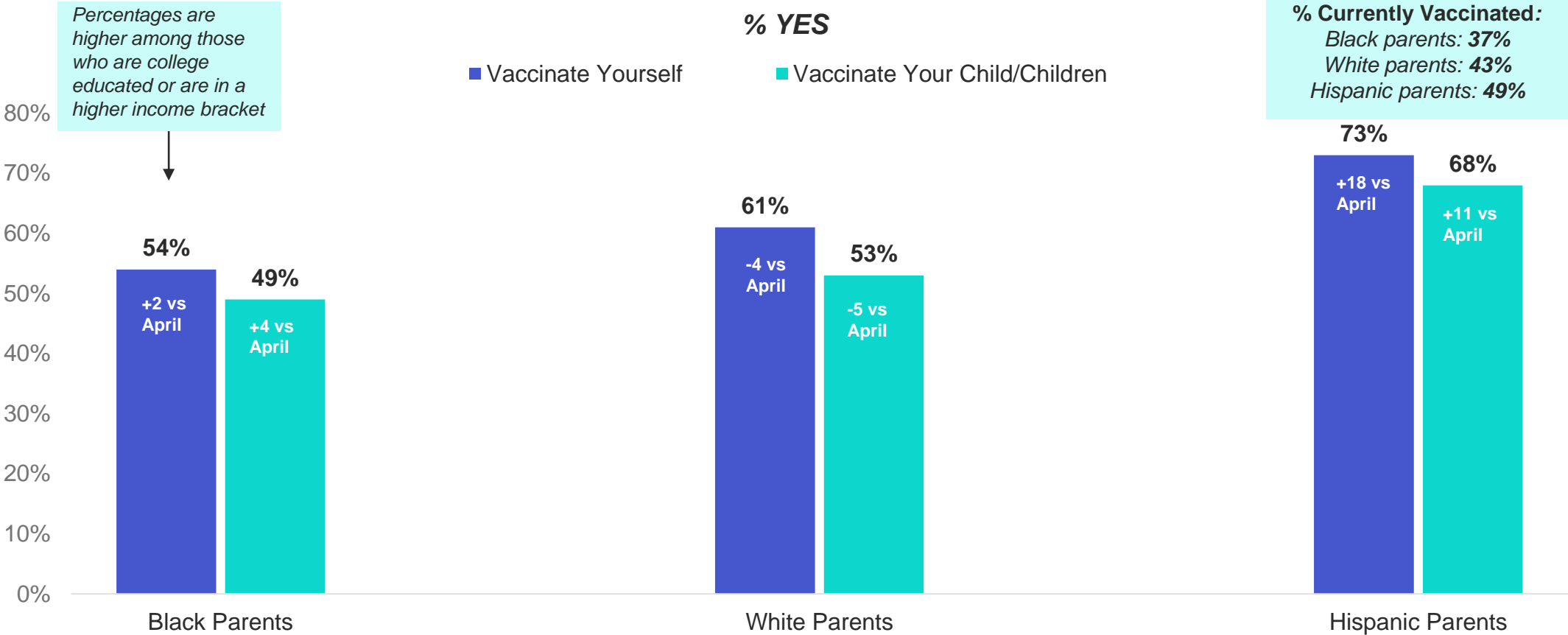
SCHOOL CHOICE POLICIES

SURVEY PROFILE AND DEMOGRAPHICS



Black parents remain less likely than both 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?

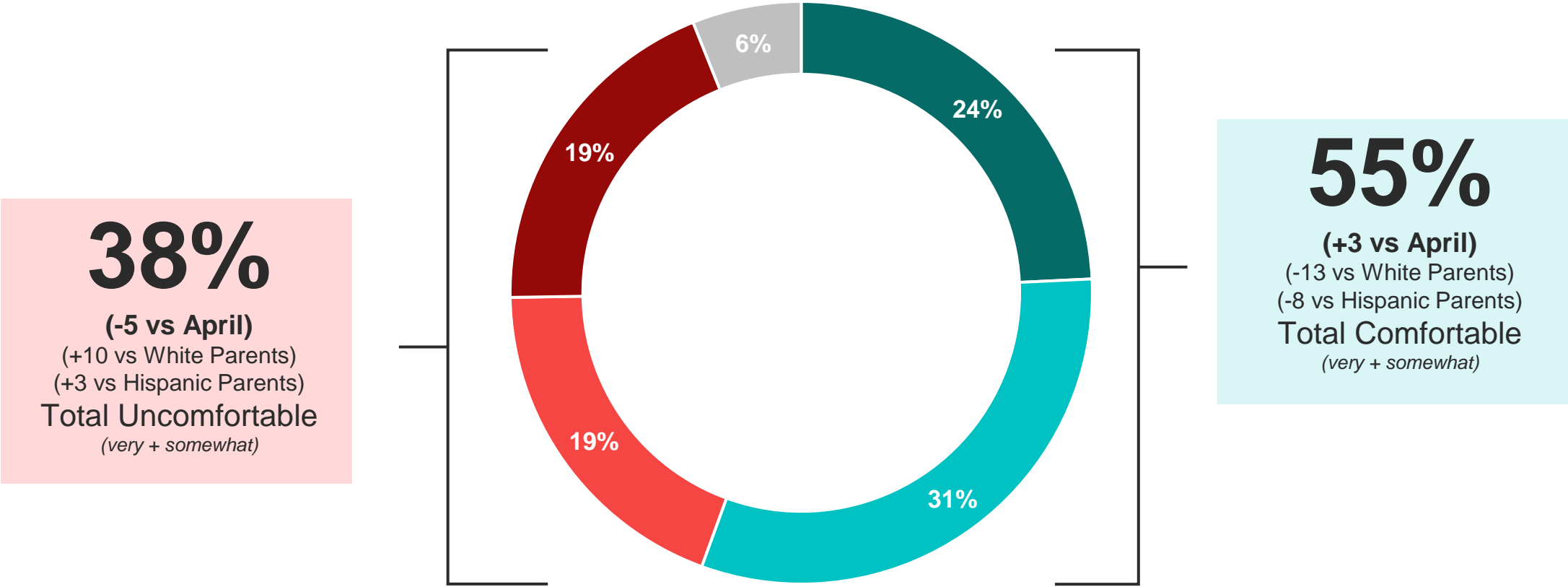


*White Parents denotes Non-Hispanic White Parents.
 **% YES includes both those already and those planning to get vaccinated

Black parents have similar levels of comfort when thinking about their children returning to school right now. White parents continue to be the most comfortable.

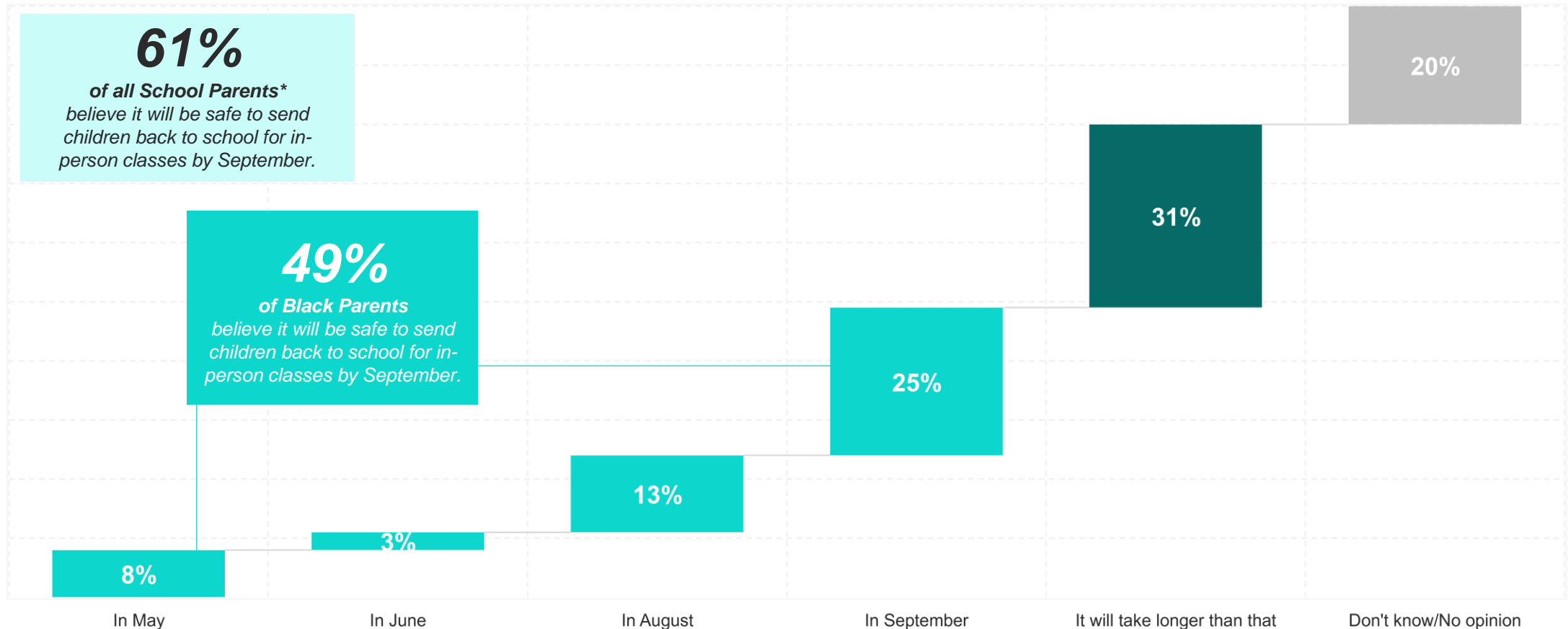
Based on what you have seen, read, or heard about the coronavirus (COVID-19) outbreak so far, how comfortable are you with your child/children returning to school right now?

- 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.

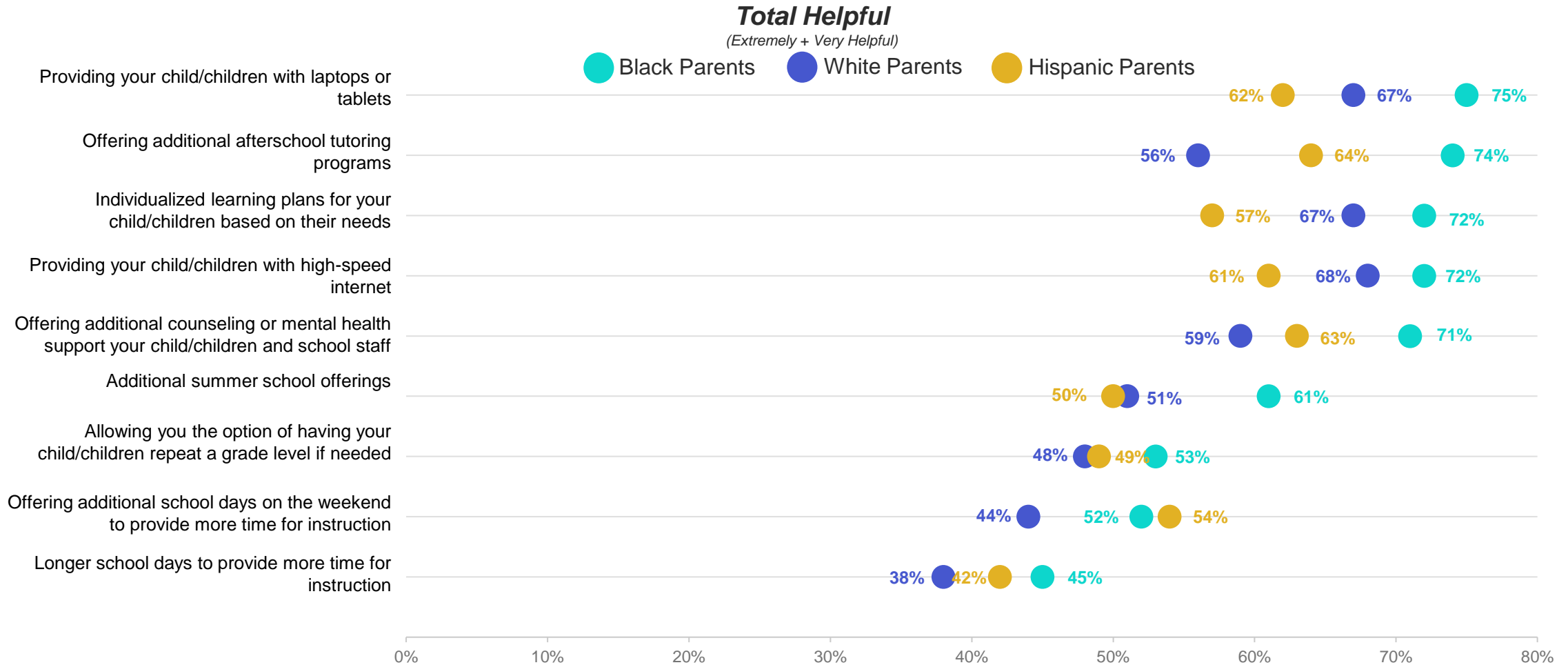
When do you expect the coronavirus outbreak to be controlled enough that it will be safe to send children to school for in-person classes in your community?



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

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

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



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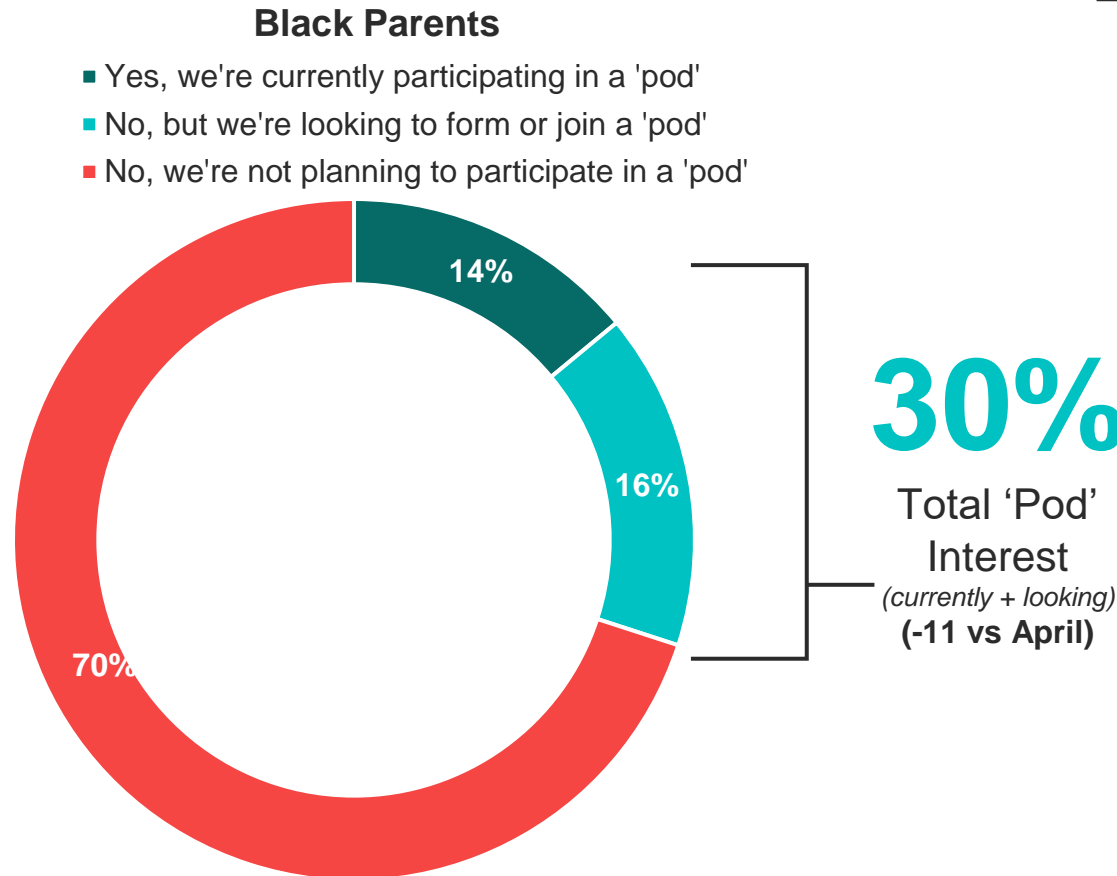
Black and Hispanic parents are more likely than White parents to prefer hybrid schooling, so that learning takes place at home in some capacity.

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?



Roughly one-third of Black parents say they are currently participating in or looking to form/join a learning pod – a decrease of 11 points since April. Participation and interest decreased since April.

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'

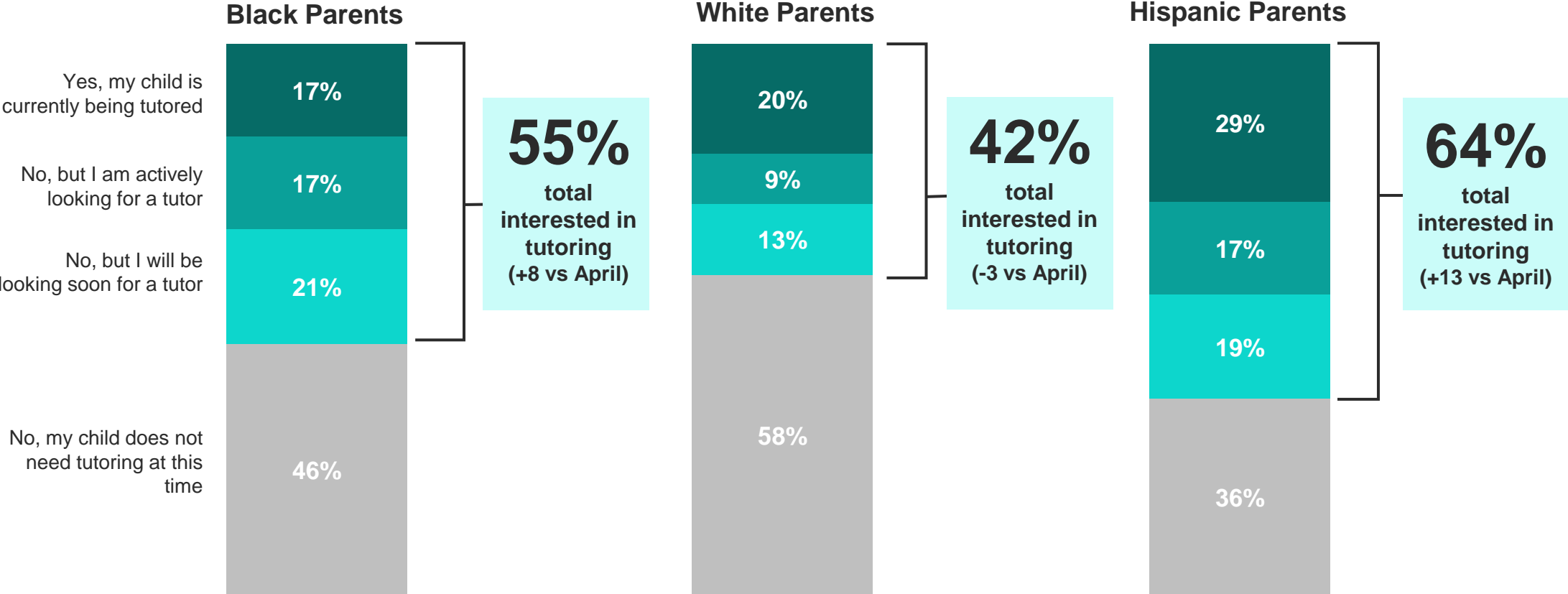
Hispanic Parents	58%
Black Male Parents	38%
High Income \$75K+	38%
White Parents	35%
Middle Income \$35K to < \$75K	28%
Low Income < \$35K	27%
Black Female Parents	25%

More likely than total Black Parents

Less likely than Total Black Parents

Interest in looking for a tutor has increased for both Black and Hispanic parents in May.

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



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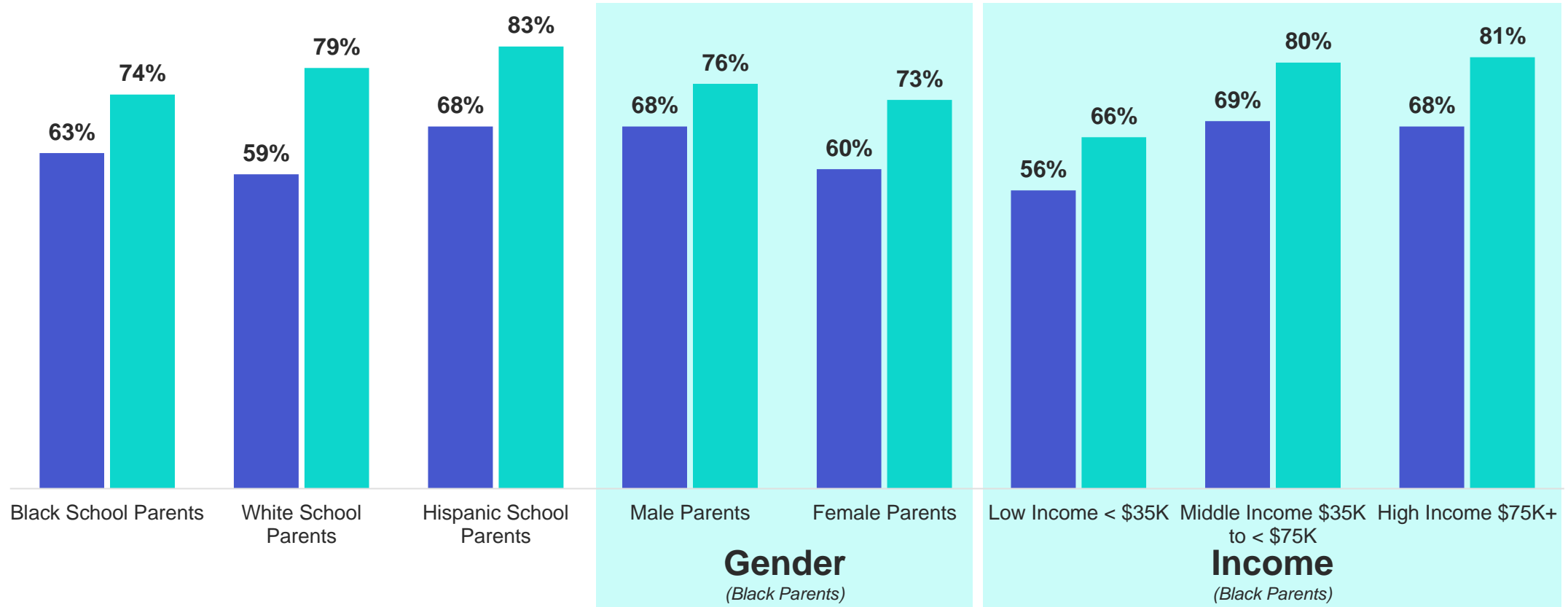
Nearly three out of four Black Parents support education savings accounts when given a description. The description also boosts support to over 80% among Hispanic parents.

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



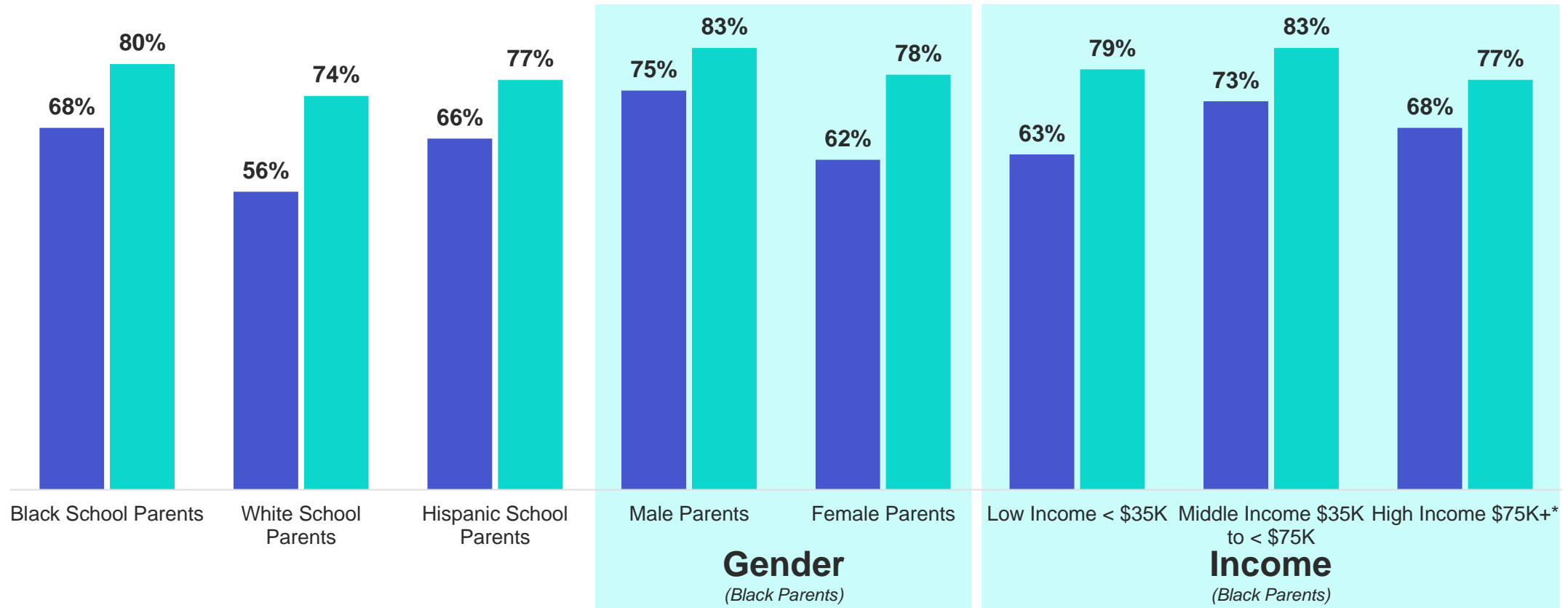
Four out of five Black Parents support school vouchers when given a description.

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

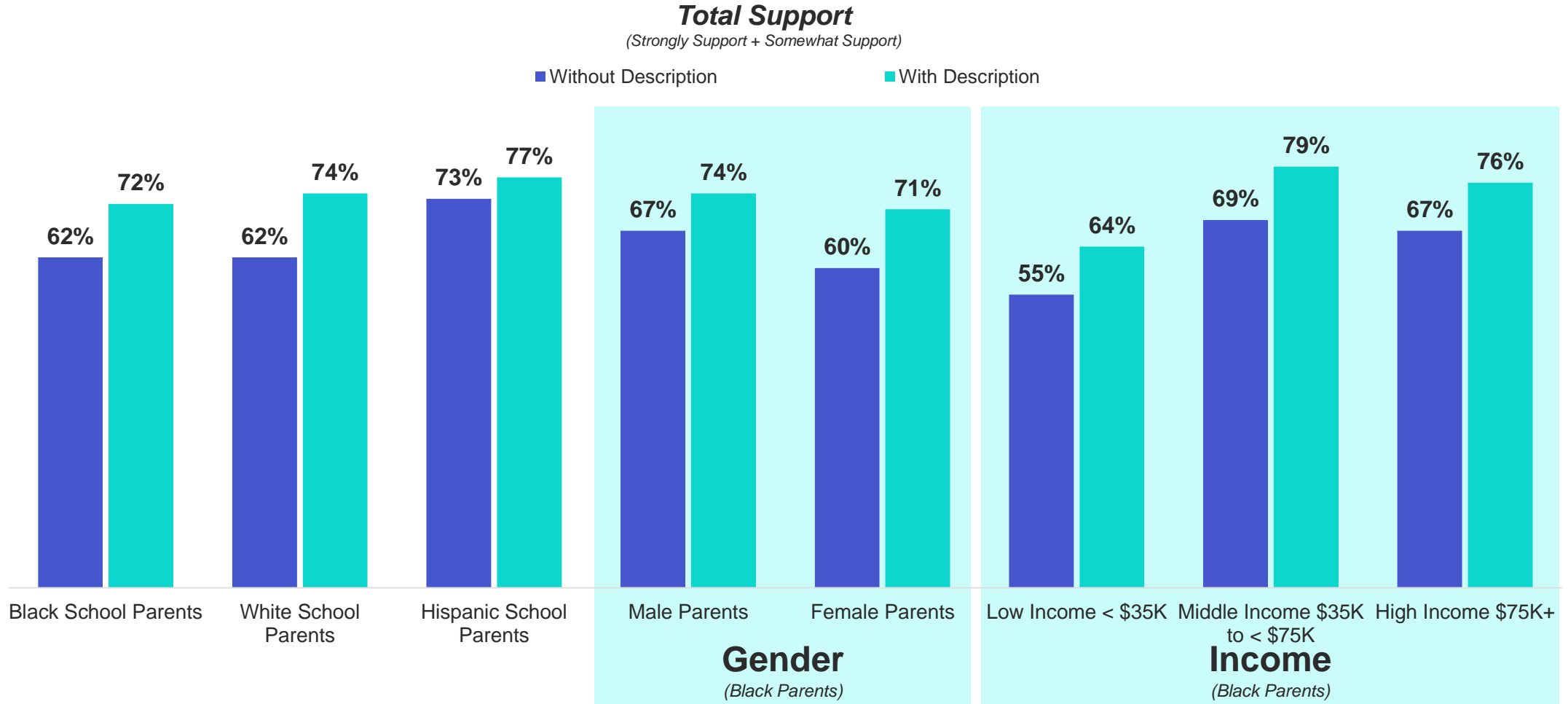
(Strongly Support + Somewhat Support)

■ Without Description ■ With Description



Seven out of ten Black Parents say they are supportive of public charters schools after reading 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	May 7 – June 2, 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 = 11.38 minutes, School Parent Oversample Median = 13.71 minutes, Black School Parent Oversample Median = 15.26 minutes
Sample Sizes	Total, N = 2,200 General Population (Adults 18+) Total, N = 1,166 School Parents Total, N = 437 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)	± 2.38 percentage points (Gen Pop), ± 3.38 percentage points (School Parent Oversample), ± 6.64 percentage points (Black School Parent Oversample)
Participation Rate	23.30% (Gen Pop), 7.26% (School Parent Oversample), 16.08% (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*	132
Non-Hispanic White*	877
Generation Z	32
Millennial	322
Generation X	55
Boomers	28
Male	161
Female	276
Northeast	60
Midwest	67
South	264
West	46
Low Income <\$35K	172
Middle Income \$35K to <\$75K	153
High Income \$75K+	112

Demographics	Unweighted (N =)
K-4 Parents	292
5-8 Parents	160
9-12 Parents	110
Liberal	184
Moderate	159
Conservative	66
Democrat	306
Independent	89
Republican	28
Urban	205
Suburban	158
Small Town	27
Rural	47
< College	295
College +	142

*N size based on School Parent Oversample.

Based on Black Parent Sample

Demographics	Unweighted	Weighted	Target (%)
Hispanic	15%	5%	5%
Non-Hispanic	85%	95%	95%
Age: 18-29	27%	10%	10%
Age: 30-39	43%	39%	39%
Age: 40-49	21%	37%	37%
Age: 50+	9%	14%	14%
Male	37%	39%	39%
Female	63%	61%	61%
Northeast	14%	17%	17%
Midwest	15%	18%	18%
South	60%	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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