

ed CHOICE

BLACK PARENTS AND K-12 EDUCATION

A National Polling Brief

SEPTEMBER 2021

KEY FINDINGS

1. All parents – regardless of race – expressed declining comfort with their children returning to school in August. Decreasing comfort levels among Hispanic and white parents have been the steepest.
2. Black parents are much more likely than both white and Hispanic parents to believe masking should be mandatory. Black, White, and Hispanic school parents all have similar and middling views of vaccines being made mandatory.
3. While Black, White, and Hispanic school parents all tend to have more trust in local and state health departments to make decisions regarding masking, Black parents are much more likely to trust national health agencies.
4. Black parents' interest and participation in learning pods increased this month by nine points with nearly half showing some level of interest.
5. Four-fifths of Black parents signaled they would like schooling at home one or more days per week after the pandemic. Both Black and Hispanic parents remain more likely than White parents to prefer schooling take place at home in some capacity.
6. Approximately four out of five Black parents express their support for education savings accounts (ESAs), school vouchers, and public charter schools. Nearly half say they strongly support ESAs and school vouchers.

Methodology:

This poll was conducted between August 7-September 7, 2021 among a sample of 475 Black School Parents. The interviews were conducted online. Results based on the Black School Parents sample have a measure of precision of plus or minus 5.5 percentage points.

AGENDA

COVID-19 AND SCHOOLING

PERSONALIZED LEARNING

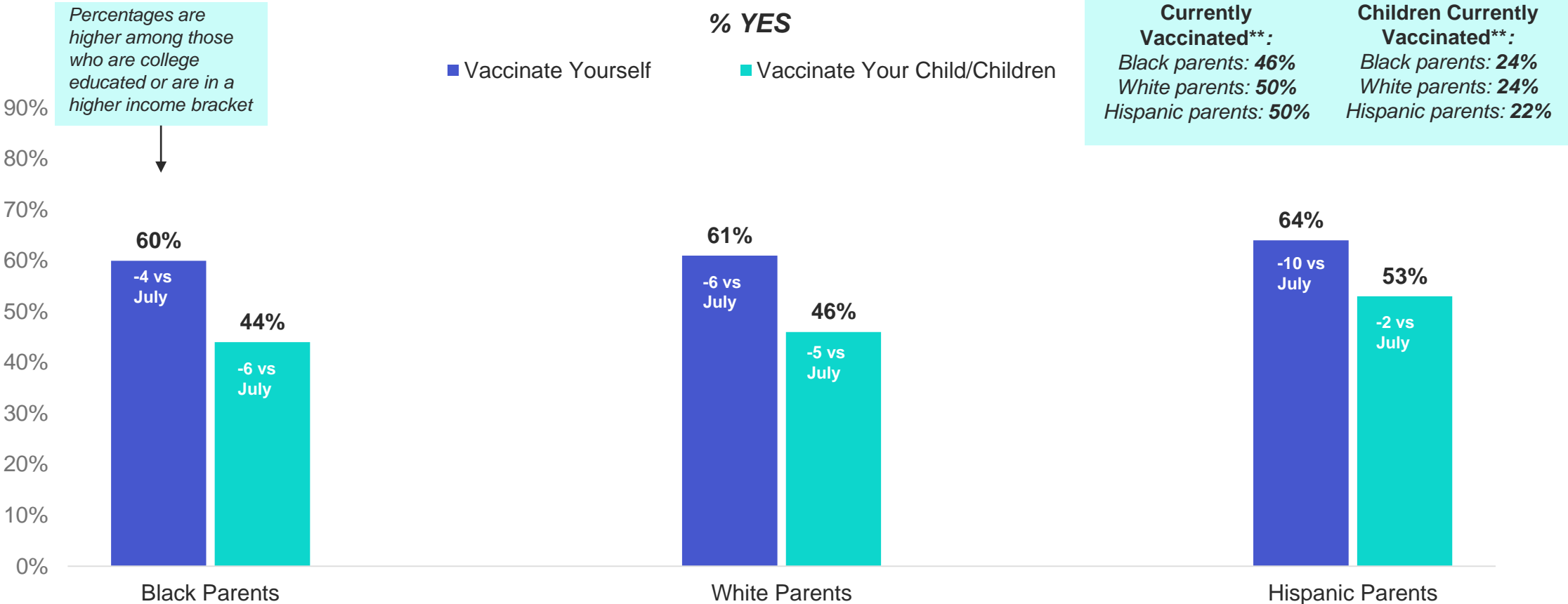
SCHOOL CHOICE POLICIES

SURVEY PROFILE AND DEMOGRAPHICS



Parents' willingness to vaccinate both themselves and their children decreased in August.

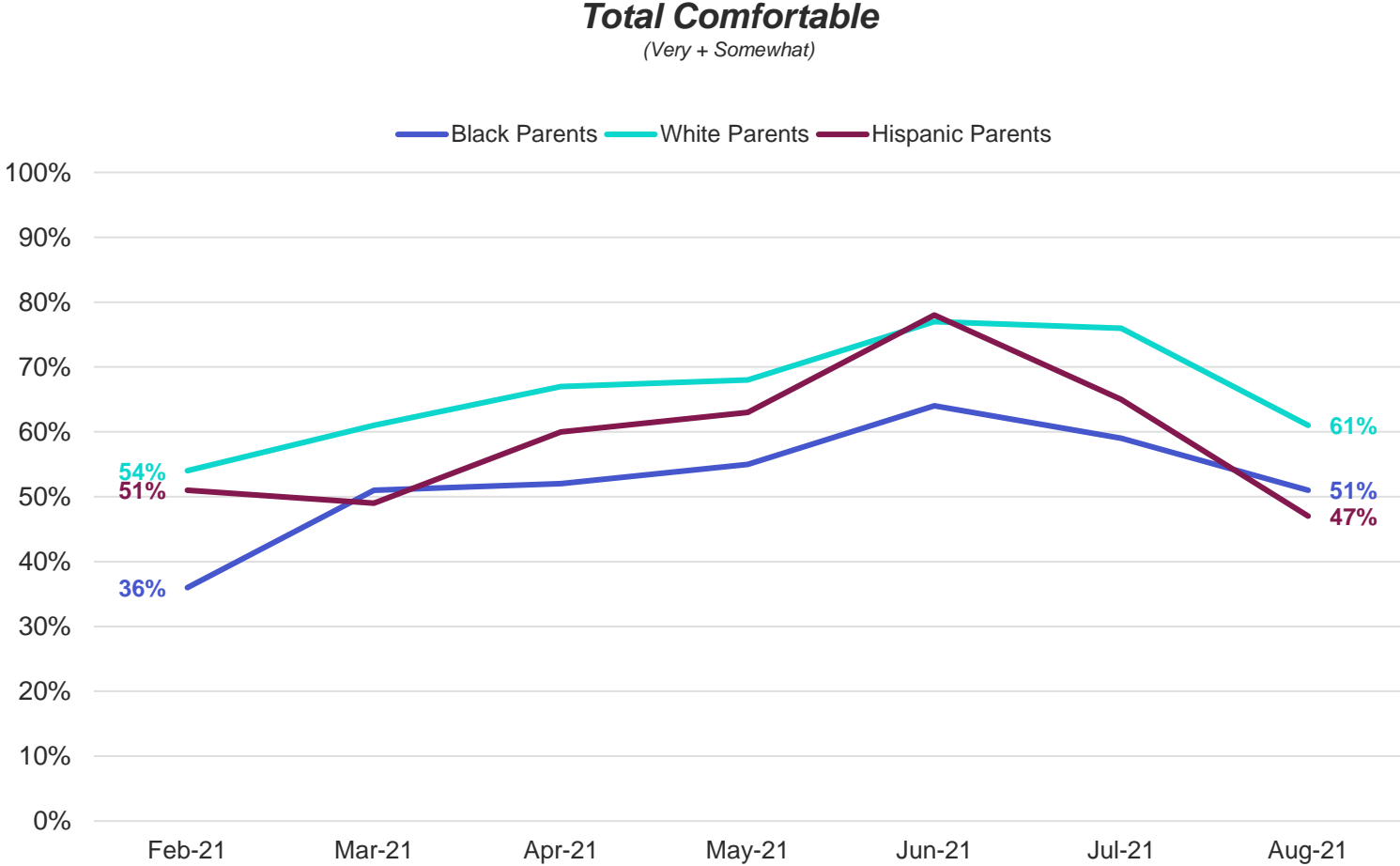
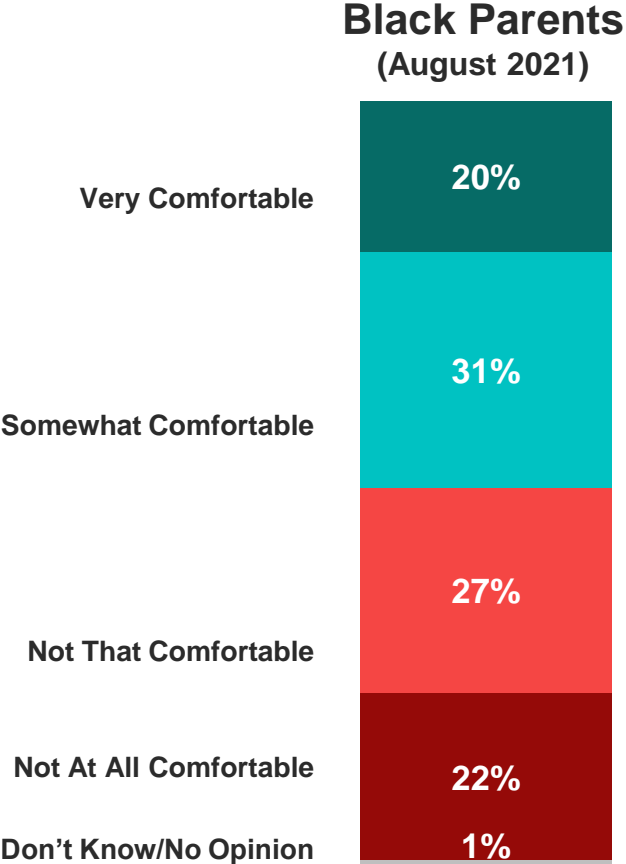
Now that an FDA (Food and Drug Administration) approved vaccine to prevent COVID-19 is available for you/your children, have/will you get/get your children vaccinated?



White Parents denotes Non-Hispanic White Parents.
 **"% YES" includes both those already and those planning to get vaccinated
 **Data for White Parents and Hispanic Parents comes from the August 2021 School Parent Oversample

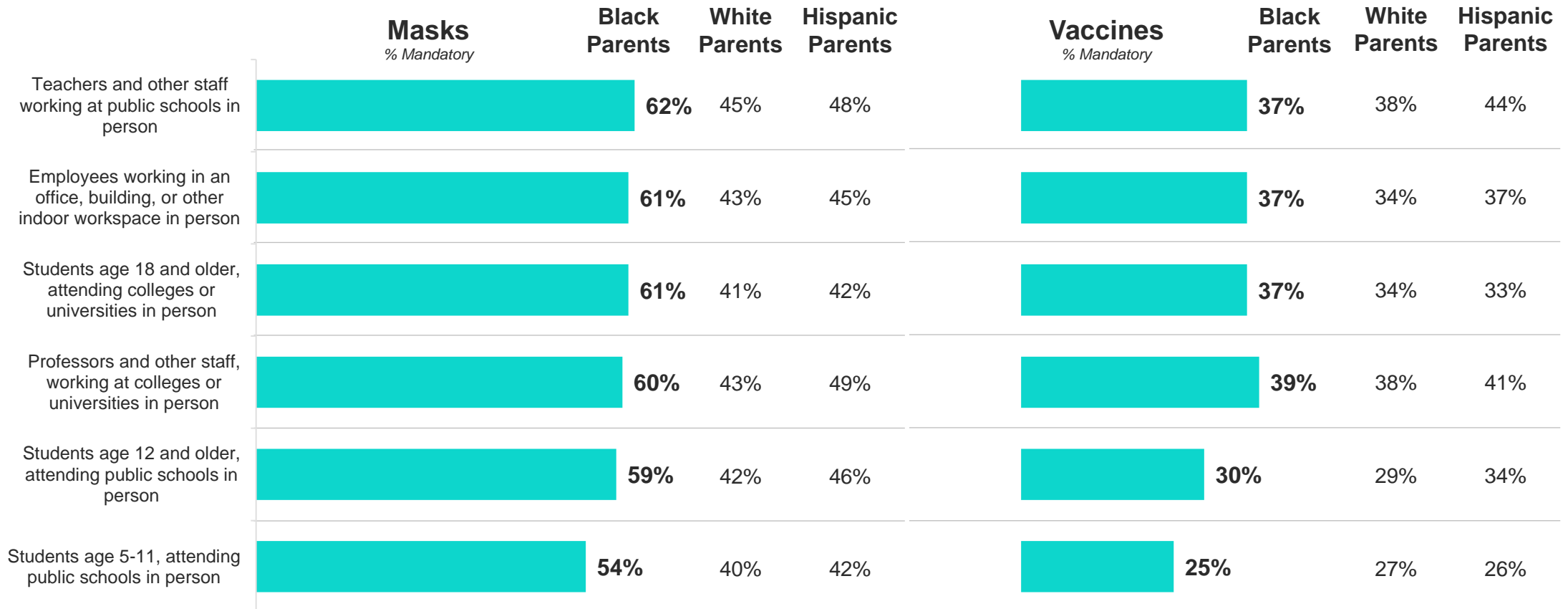
Both Hispanic and White parents' comfort levels with their children returning to school declined by double digits while Black parents experienced a smaller decrease.

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?



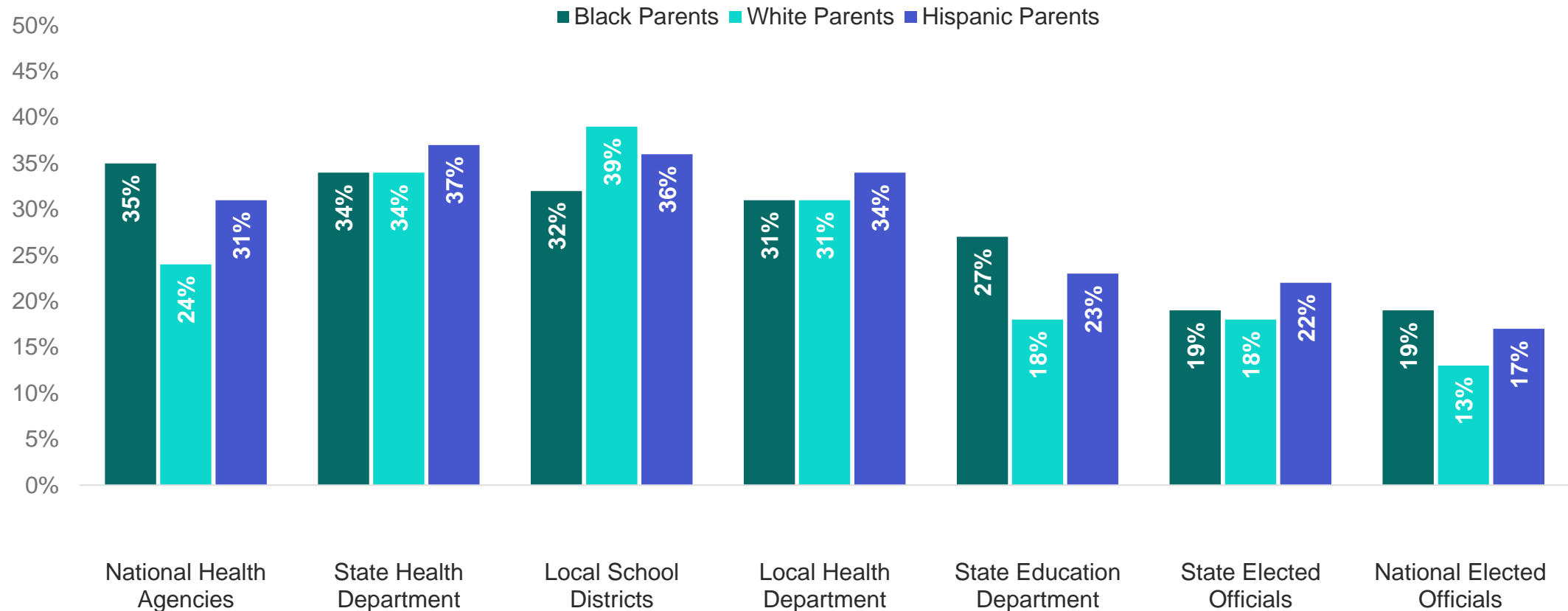
Black parents are much more likely than both white and Hispanic parents to believe masking should be mandatory. Although, all three groups are less likely to support mandatory vaccinations.

Now that an FDA (Food and Drug Administration) approved vaccine to prevent COVID-19 is available, do you think it should be mandatory or encouraged for the following groups? Do you think masking should be mandatory or encouraged for the following groups?



Black parents are much more likely than White parents to believe that National Health Agencies should have the authority to determine whether masking is required or not.

In your opinion, who should have the authority to determine whether or not masking is required in public school buildings?



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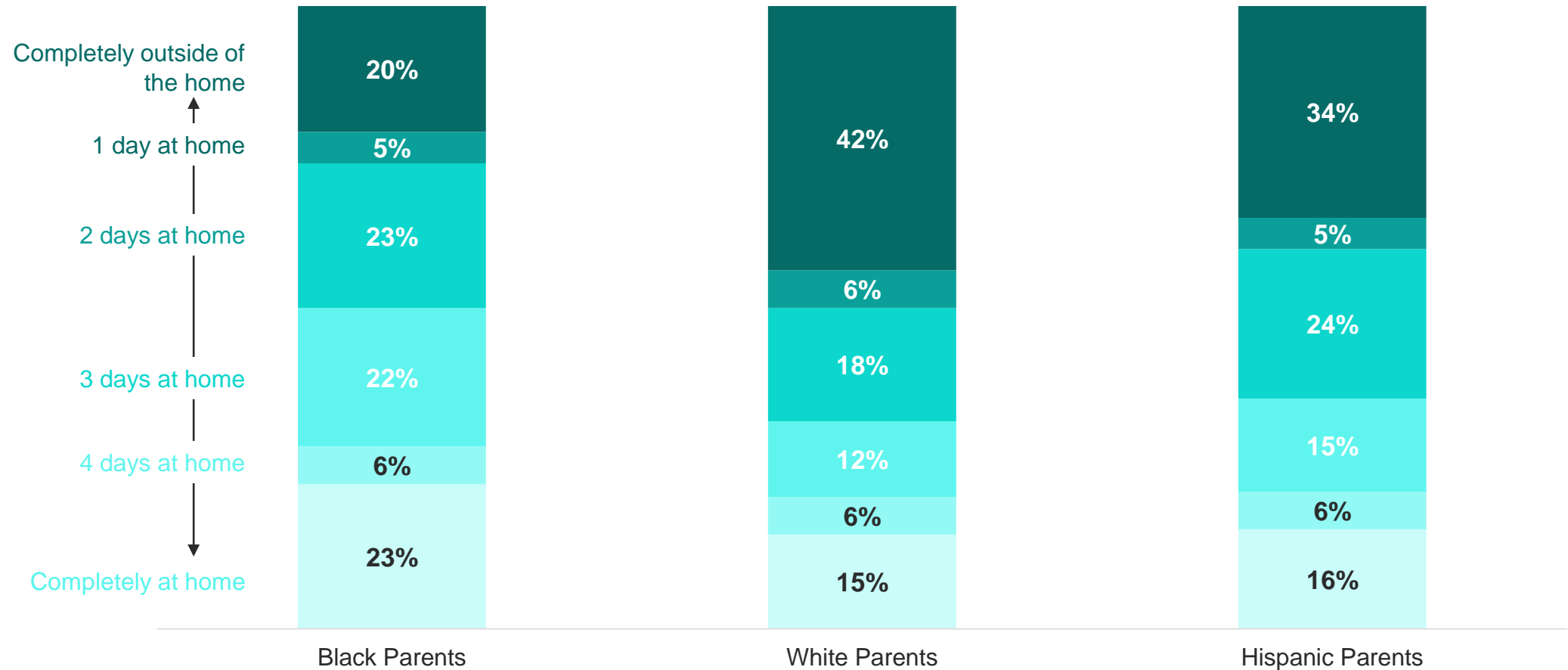
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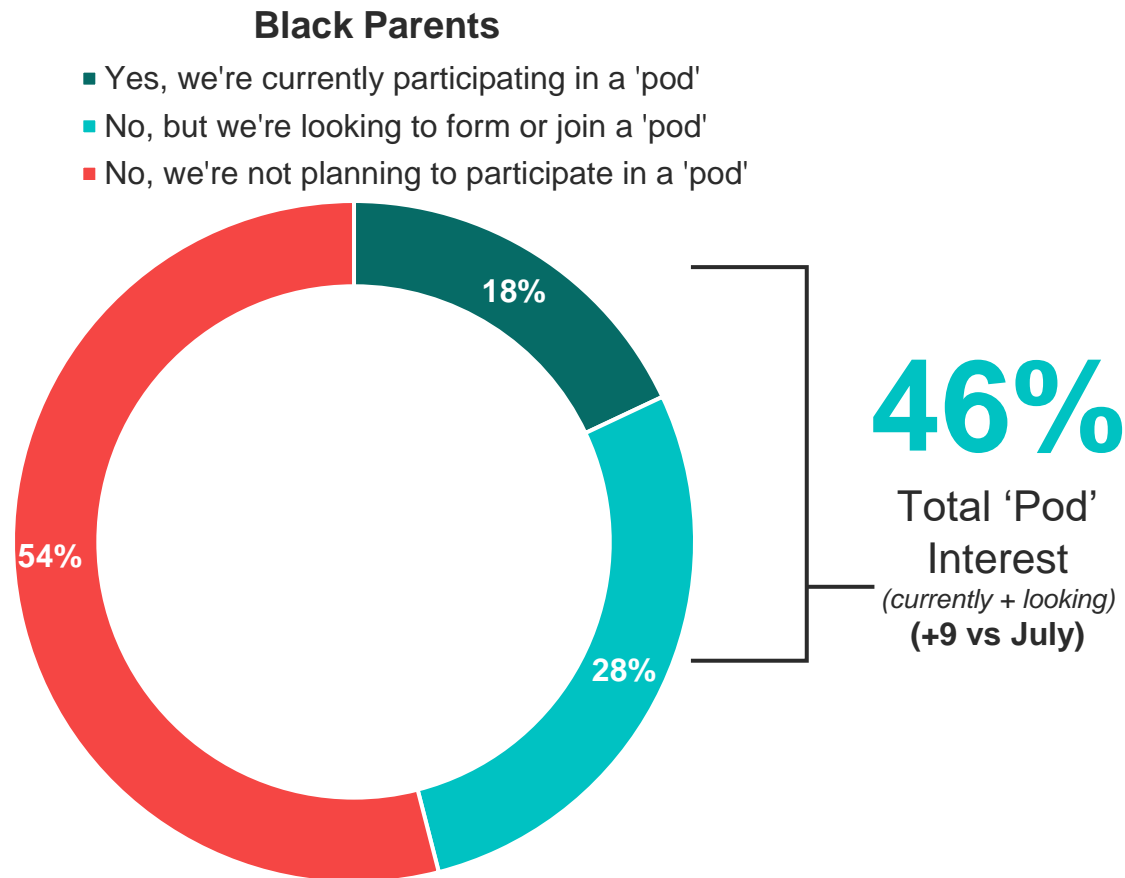
Black parents are the most likely to prefer hybrid schooling, so that learning takes place at home in some capacity.

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?



Nearly half of Black parents say they are currently participating in or looking to form/join a learning pod. That reflects an increase of nine points since July.

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	57%
	High Income \$75K+	54%
	Middle Income \$35K to < \$75K	46%
Less likely than total Black Parents	Hispanic Parents	45%
	Low Income < \$35K	43%
	Black Female Parents	39%
	White Parents	28%

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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

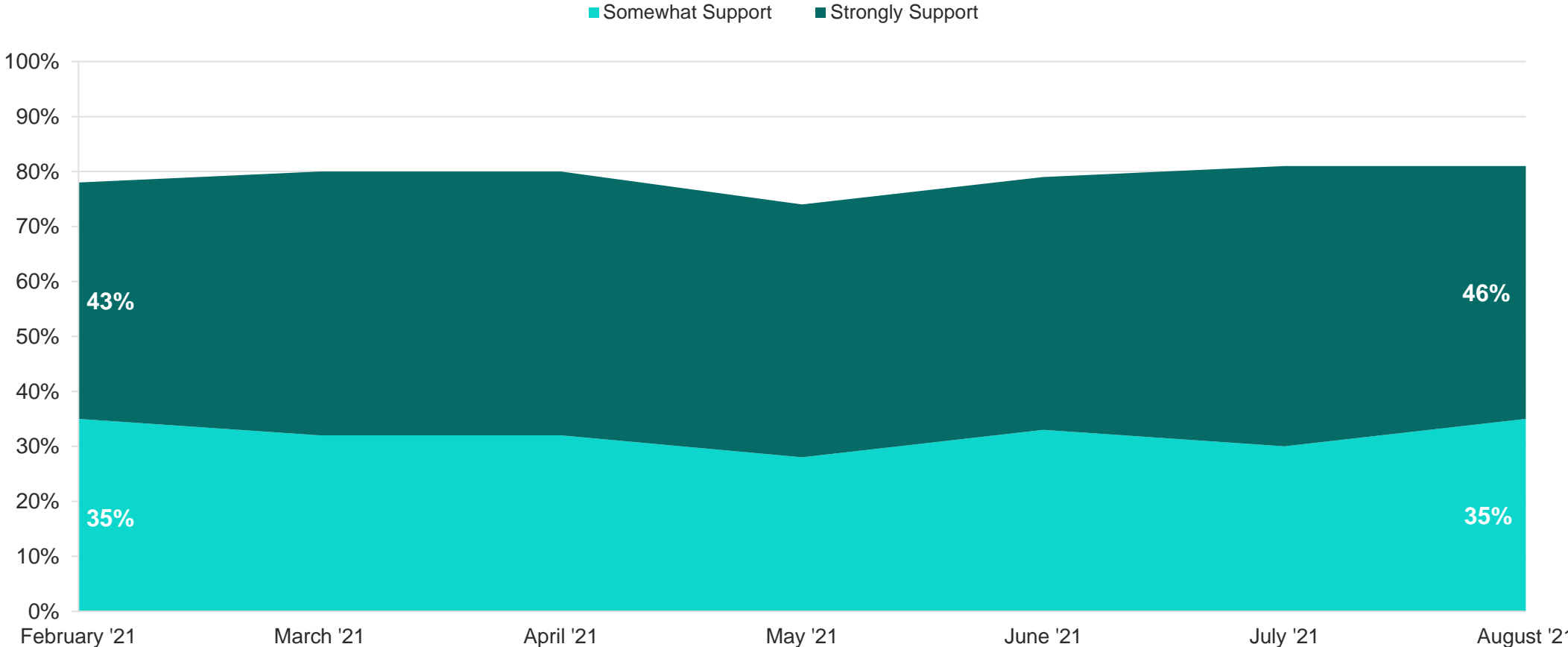
A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to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

Black parents continue to strongly support ESAs when given additional information. Just under half express strong support for this type of policy.

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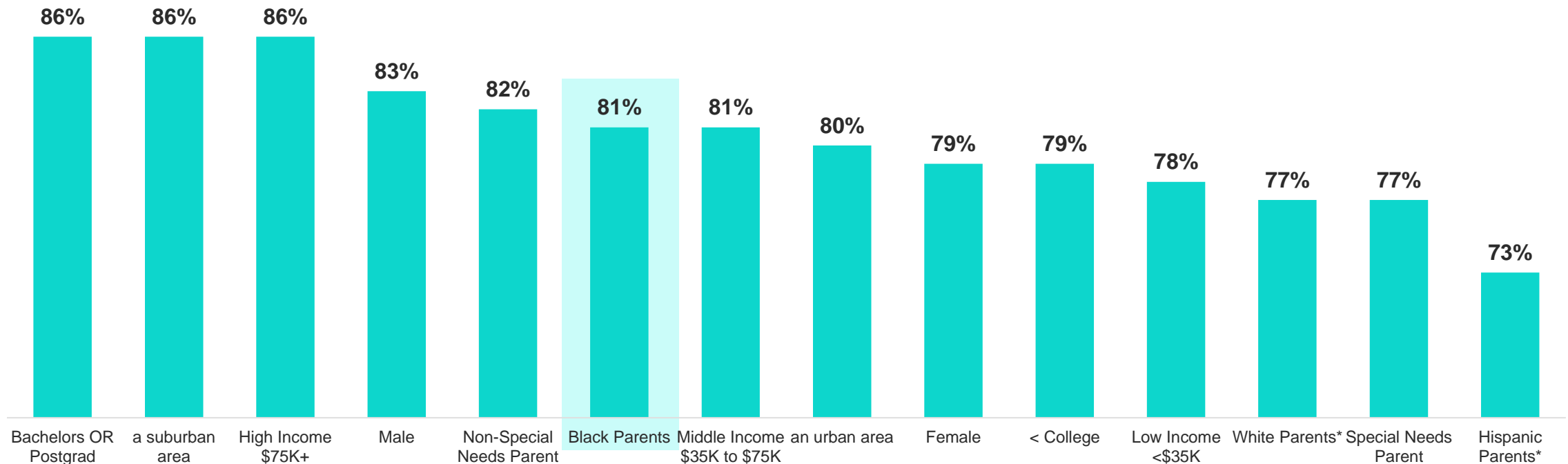


Support for ESAs is high among Black parents and associated demographic subgroups. Those with college degrees, high incomes, or living in suburban areas are most favorable

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Black Parents

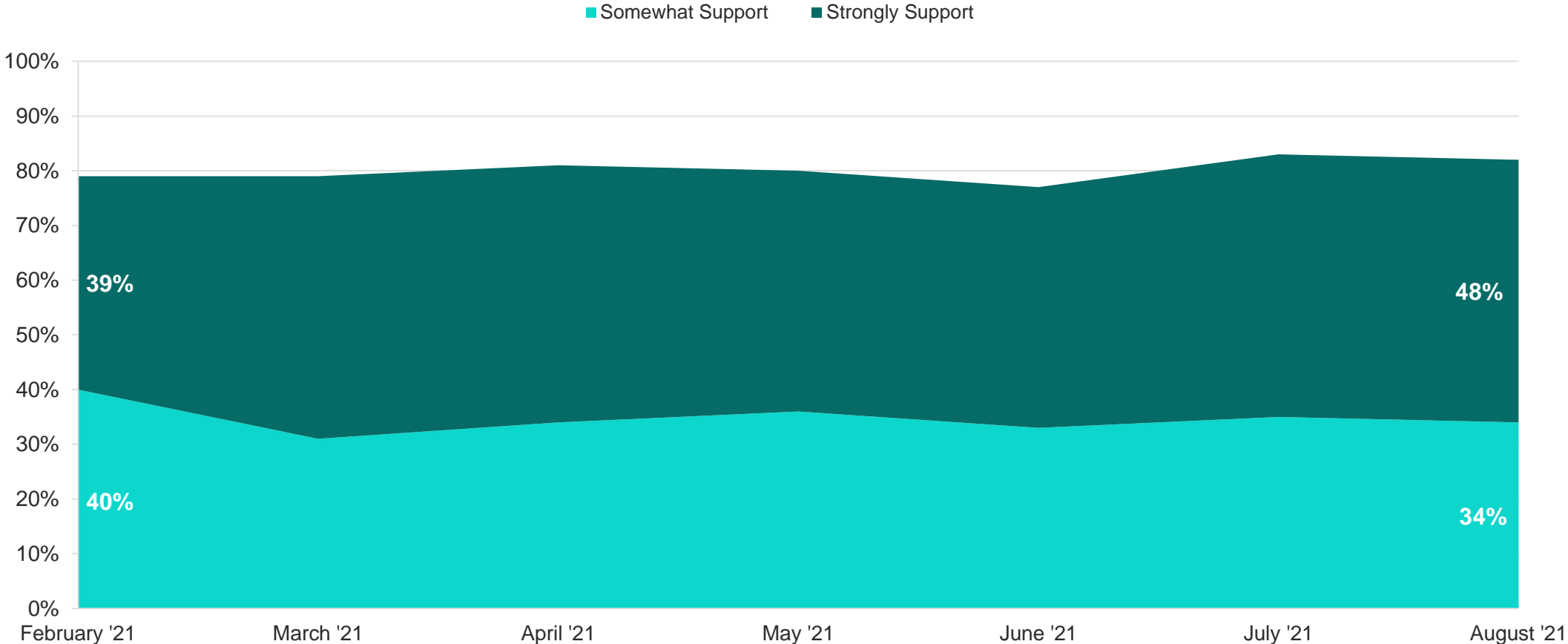
Total Support (Strongly Support + Somewhat Support)



* Denotes the sample came from August 2021 School Parent Oversample

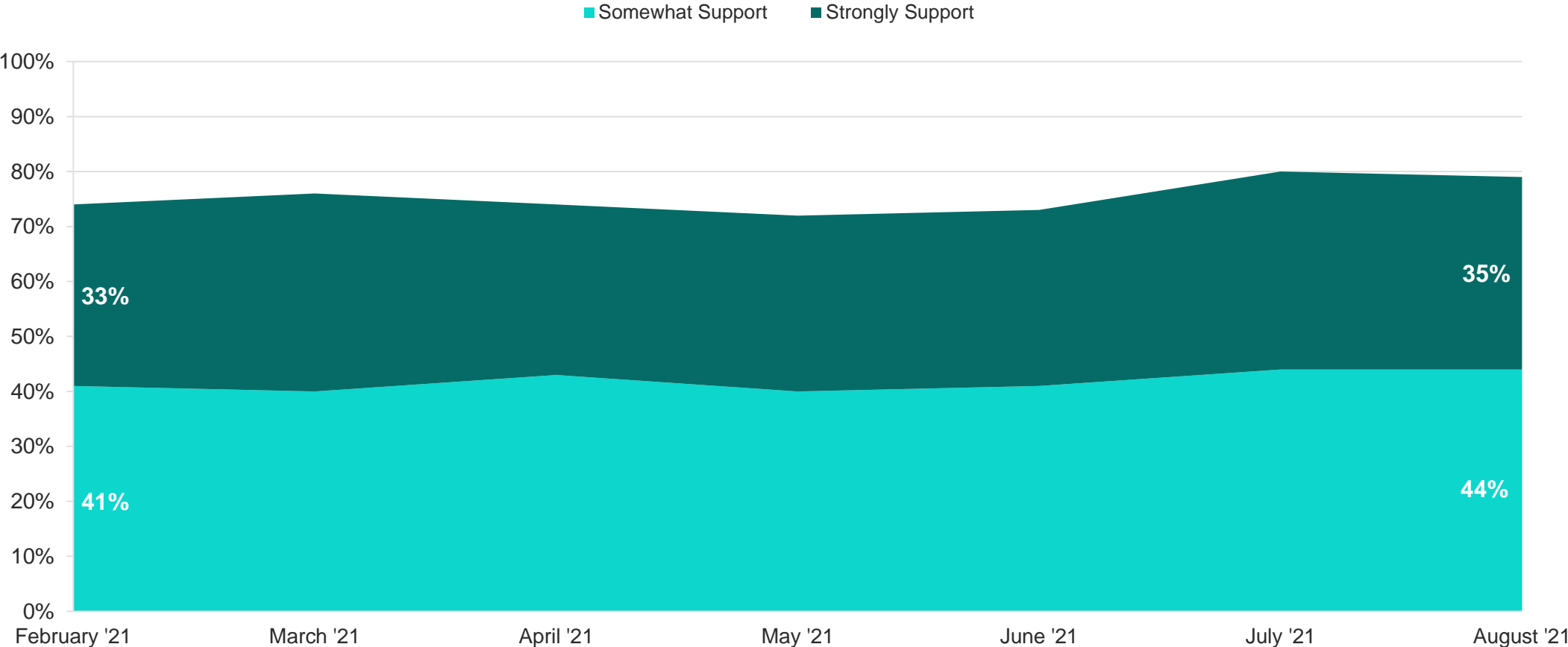
Nearly half of Black parents expressed strong support for school vouchers in August.

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?



Approximately four out of five Black parents expressed support for public charter schools in August – a level holding steady since July.

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	August 7, 2021 – September 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 = 11.72 minutes, School Parent Oversample Median = 12.55 minutes, Black School Parent Oversample Median = 14.08 minutes
Sample Sizes	Total, N = 2,200 General Population (Adults 18+) Total, N = 1,273 School Parents Total, N = 475 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)	± 2.45 percentage points (Gen Pop), ± 3.57 percentage points (School Parent Oversample), ± 5.45 percentage points (Black School Parent Oversample)
Participation Rate	28.00% (Gen Pop), 11.25% (School Parent Oversample), 12.67% (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*	184
Non-Hispanic White*	876
Generation Z	43
Millennial	340
Generation X	59
Boomers	32
Male	153
Female	322
Northeast	60
Midwest	77
South	309
West	29
Low Income <\$35K	210
Middle Income \$35K to <\$75K	191
High Income \$75K+	74

Demographics	Unweighted (N =)
K-4 Parents	283
5-8 Parents	180
9-12 Parents	137
Liberal	189
Moderate	175
Conservative	86
Democrat	331
Independent	98
Republican	33
Urban	199
Suburban	223
Small Town	25
Rural	60
< College	360
College +	115

*N size based on School Parent Oversample.

Based on Black Parent Sample

Demographics	Unweighted	Weighted	Target (%)
Hispanic	8%	5%	5%
Non-Hispanic	92%	95%	95%
Age: 18-29	30%	10%	10%
Age: 30-39	40%	39%	39%
Age: 40-49	19%	37%	37%
Age: 50+	11%	14%	14%
Male	32%	39%	39%
Female	68%	61%	61%
Northeast	13%	17%	17%
Midwest	16%	18%	18%
South	65%	56%	56%
West	6%	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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