



# THE PUBLIC, PARENTS, AND K-12 EDUCATION

A National Polling Report

SEPTEMBER 2021

# KEY FINDINGS

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1. Parents' comfort with their children returning to school increased in September after a sharp decline in August. Comfort levels, while higher than those of Winter 2020, remain below that of Summer 2021.
2. Roughly two-fifths of school parents have had to quarantine a child because of COVID-19. On average, those affected parents indicate they have overseen a quarantine at least two times. Parents who are Hispanic, of lower income, or living in a small town/rural area are the most likely to have had to quarantine multiple times.
3. Americans have maintained mixed views on mandates for masking and vaccinations in September. Although there has been an increase in support for mandatory masking. Support for mandatory vaccines has held steady.
4. Parents express slightly higher overall interest in out-of-school tutoring, compared to interest in learning pods. However, they say there are willing to spend (per child, per month) a little more for participating in a pod.
5. Roughly one in ten current school parents say they have delayed enrollment of kindergarten for a child, which is nearly double that of what is reported by former school parents. Largest proportions of parents indicated that their child was either too young or not emotionally ready to begin schooling.
6. Overall support of school choice policies remains high, especially when additional information is provided. In September, we observed among the public and parents slight shifts and offsets between intensities of that support.

**Methodology:**

This poll was conducted between September 10-September 20, 2021 among a sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on gender, educational attainment, age, race, and region. Results based on the full survey have a measure of precision of plus or minus 2.4 percentage points..

AGENDA

**COVID-19 AND SCHOOLING**

**SCHOOL CHOICE POLICIES**

**VIEWS ON K-12 EDUCATION**

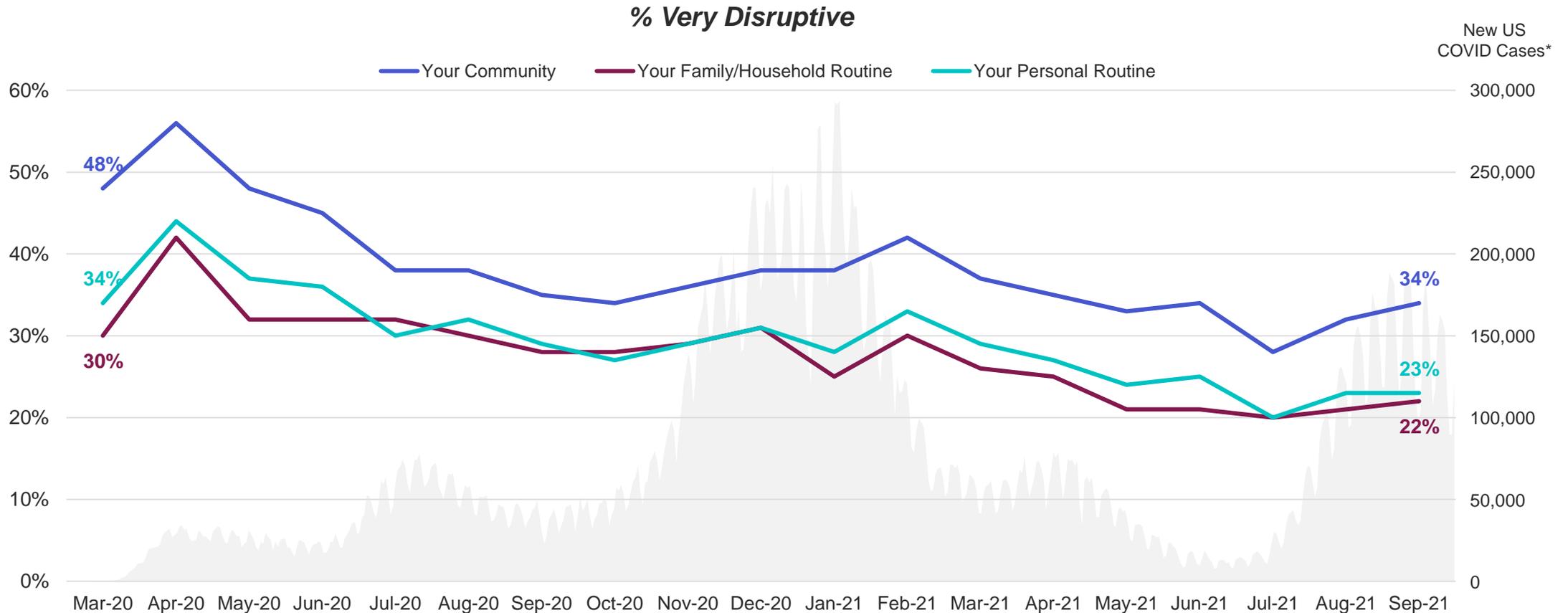
**SURVEY PROFILE AND DEMOGRAPHICS**



# The percentage of adults who feel the coronavirus has been ‘very disruptive’ to their personal routine, household routine, and community showed little change in September.

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

## All Adults

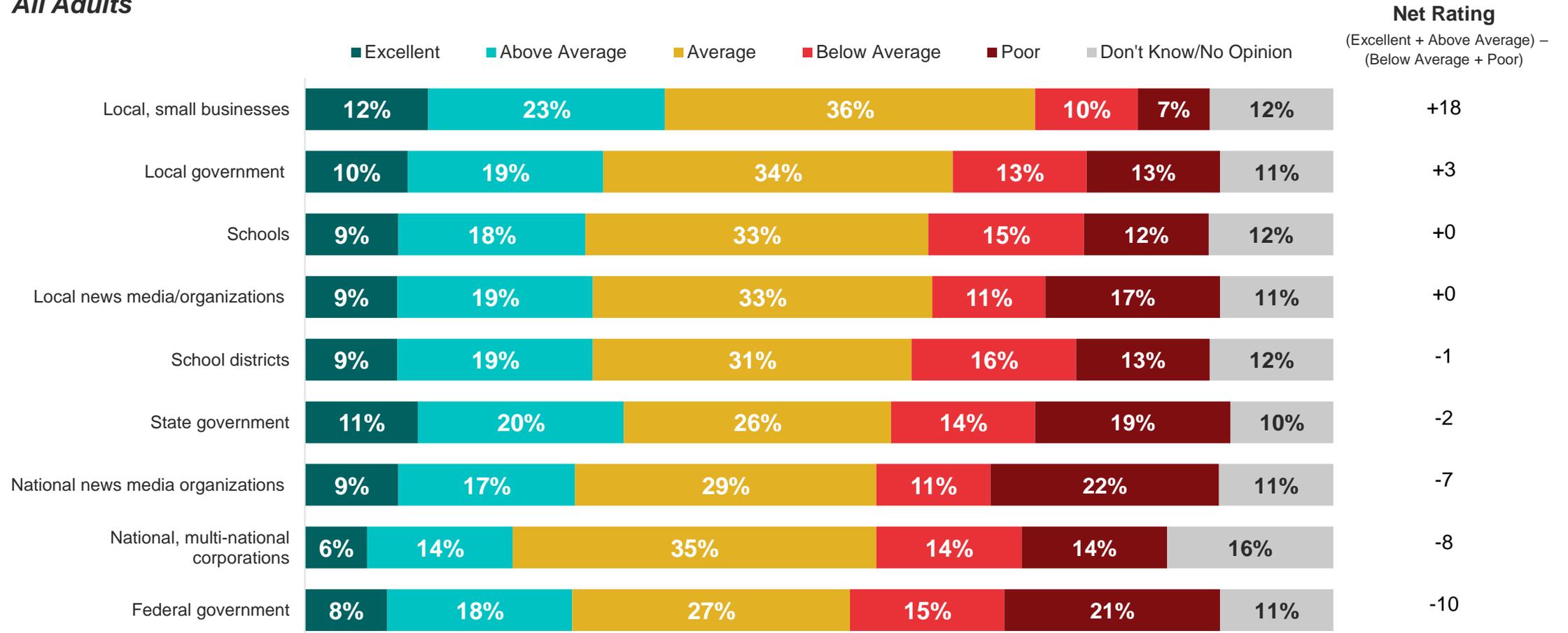


\*CDC daily data

# Americans are most likely to rate local businesses more positively based on how they've responded to the coronavirus pandemic. Otherwise, the public continues to give middling ratings to other various 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?

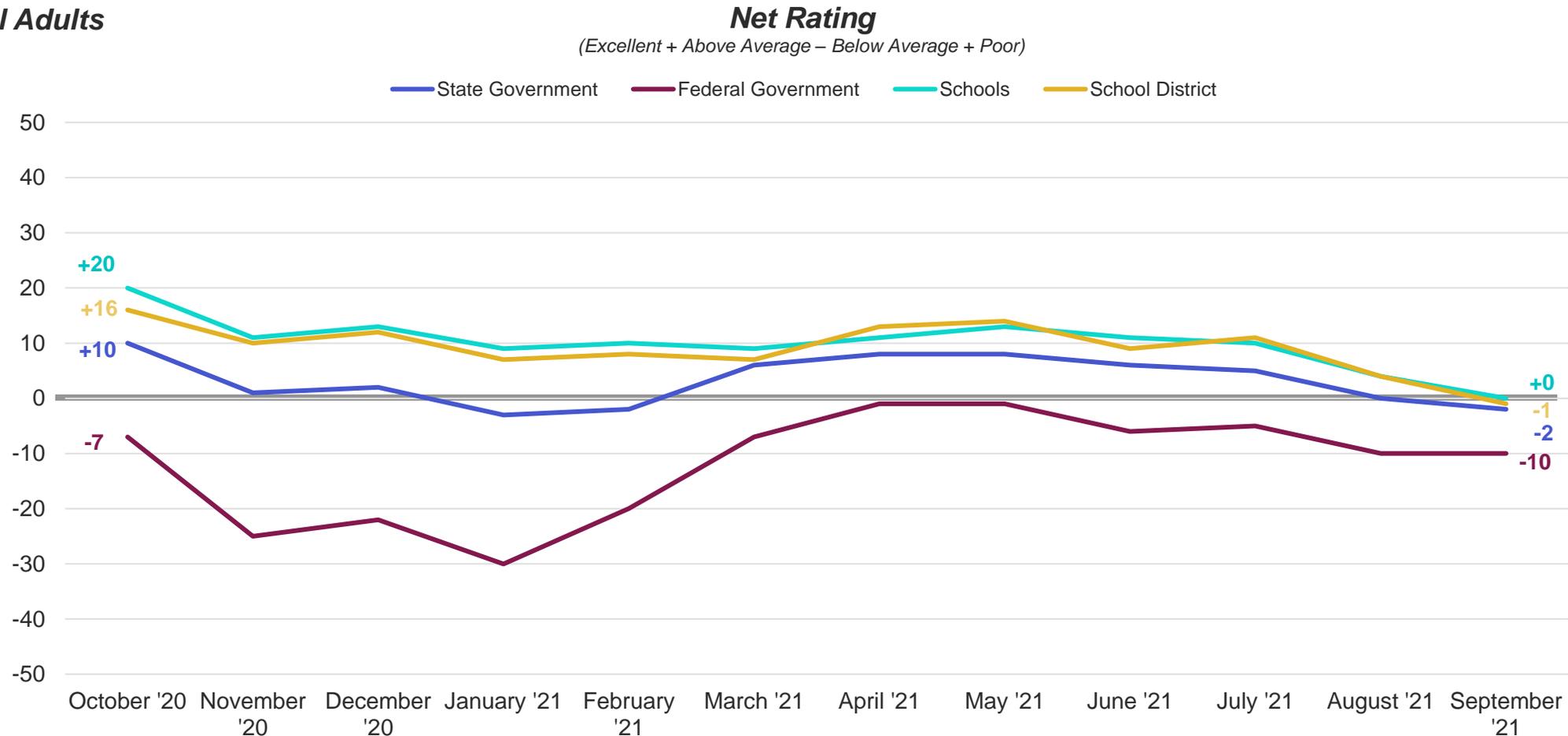
## All Adults



# Pandemic response ratings have been declining for the state government, schools, and school districts in recent months. But the federal government continues to get the worst ratings

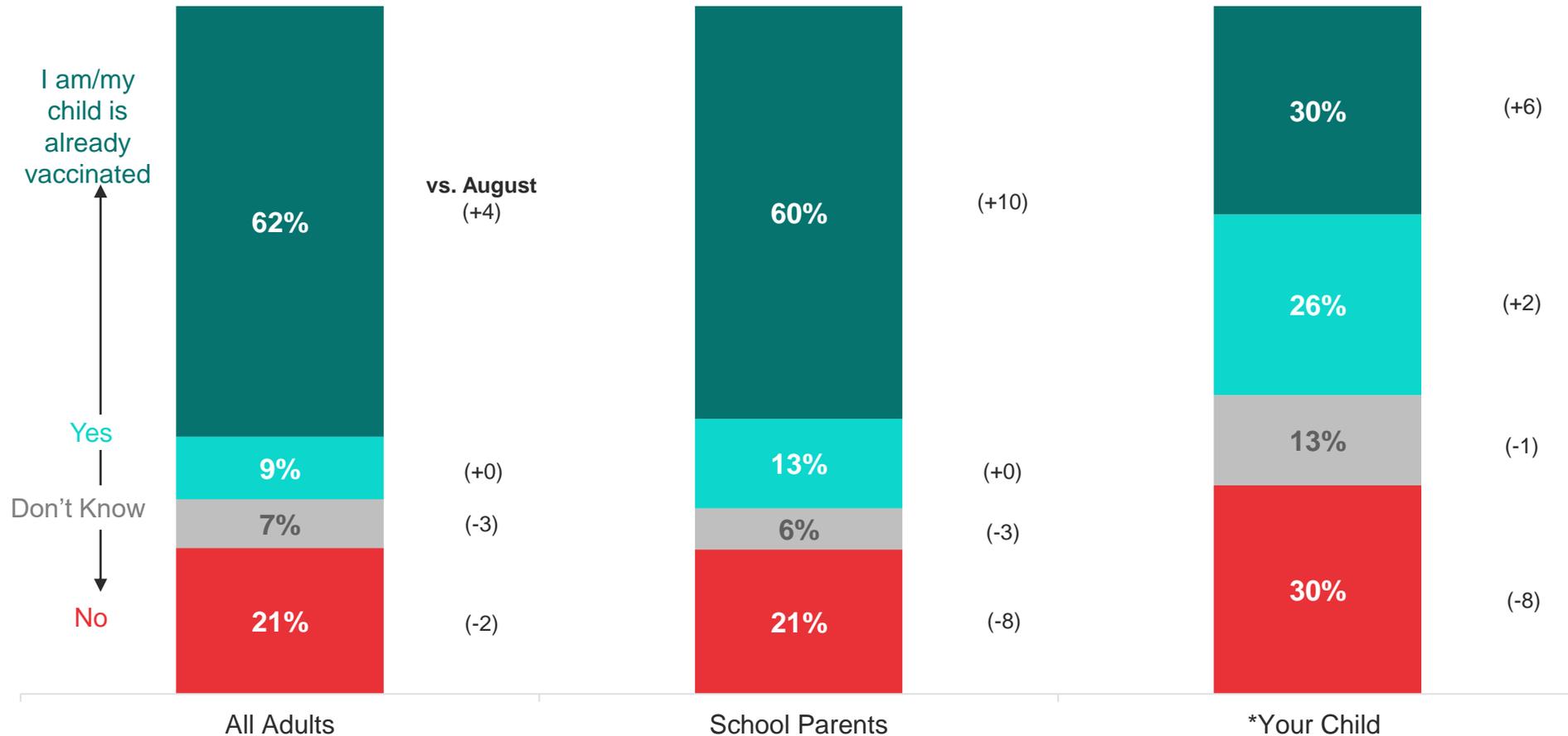
Based on what you have seen, read, or heard so far, how would you rate the following institutions on their response to the coronavirus (COVID-19) outbreak?

## All Adults



# In September, we observed increases in vaccine uptake and willingness among the general public, school parents, and children.

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



\* % Reflect responses of parents with children in grades K-12 only

# In September, we see the largest increases of vaccinations and vaccine willingness among Gen X and Gen Z respondents.

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 August
Democrat	85%	+2
Educ: Bachelors or Postgrad	85%	+3
High Income \$75K+	85%	+5
Baby Boomers	81%	+3
Northeast Region	81%	+5
Suburban	79%	+5
West Region	74%	+3
Middle Income \$35K to < \$75K	73%	+3
Gen X	73%	+12
Non-Hispanic White	73%	+5

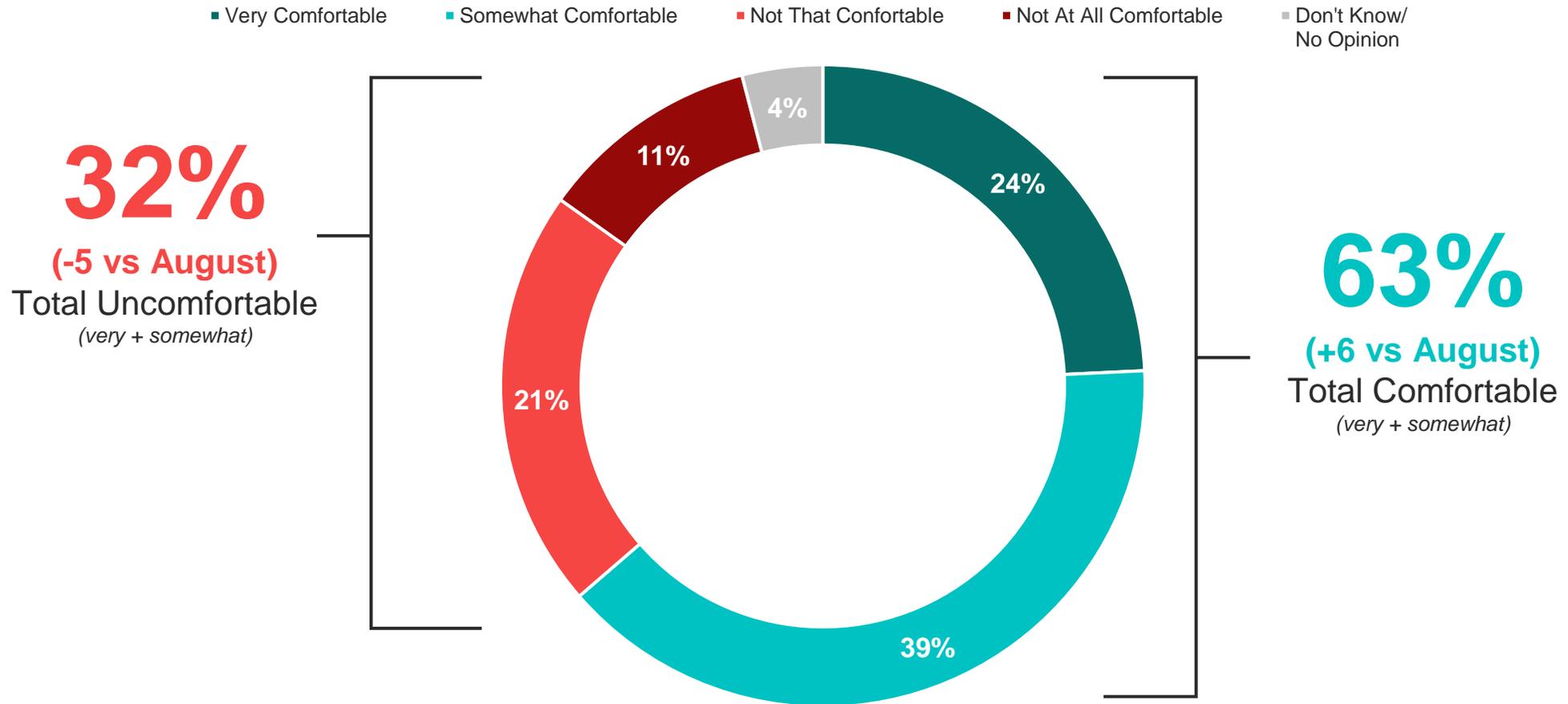
Groups <b>Moderately</b> Likely To Get Vaccinated/Already Vaccinated		Vs August
Urban	71%	+3
Hispanic	70%	+8
Midwest Region	68%	+5
South Region	68%	+6
Gen Z	67%	+14
Republican	66%	+7
Independent	66%	+3

Groups <b>Less</b> Likely to Get Vaccinated/Already Vaccinated		Vs August
Educ: < College	65%	+5
Low Income < \$35K	65%	+7
Small Town	63%	+7
Rural	62%	+6
Millennials	60%	+1
Black	59%	-5

# School parents feel slightly more comfortable with their child returning to school in September when compared to August.

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



Those who are comfortable with their children returning believe enough people have been vaccinated and that schools will take proper precautions. Those that are uncomfortable believe that not enough people are vaccinated, and that precautions are not being taken.

Why do you feel comfortable/uncomfortable with your child/children returning to school right now?

### School Parents

#### COMFORTABLE

“My child has been vaccinated and wears his mask.”

“(Schools) have certain precautions in place and are taking all necessary measures to stay safe.”

“Because she needs her education plus most of the school has been vaccinated.”

“Because they are vaccinated, and I feel that the school has the appropriate resources to deal with it. Plus, masks are mandatory.”

#### UNCOMFORTABLE

“Since vaccines have not been mandated and I am high risk, I would be more comfortable with my children doing remote learning.”

“Because many children cannot get vaccinated and may get sick while at school.”

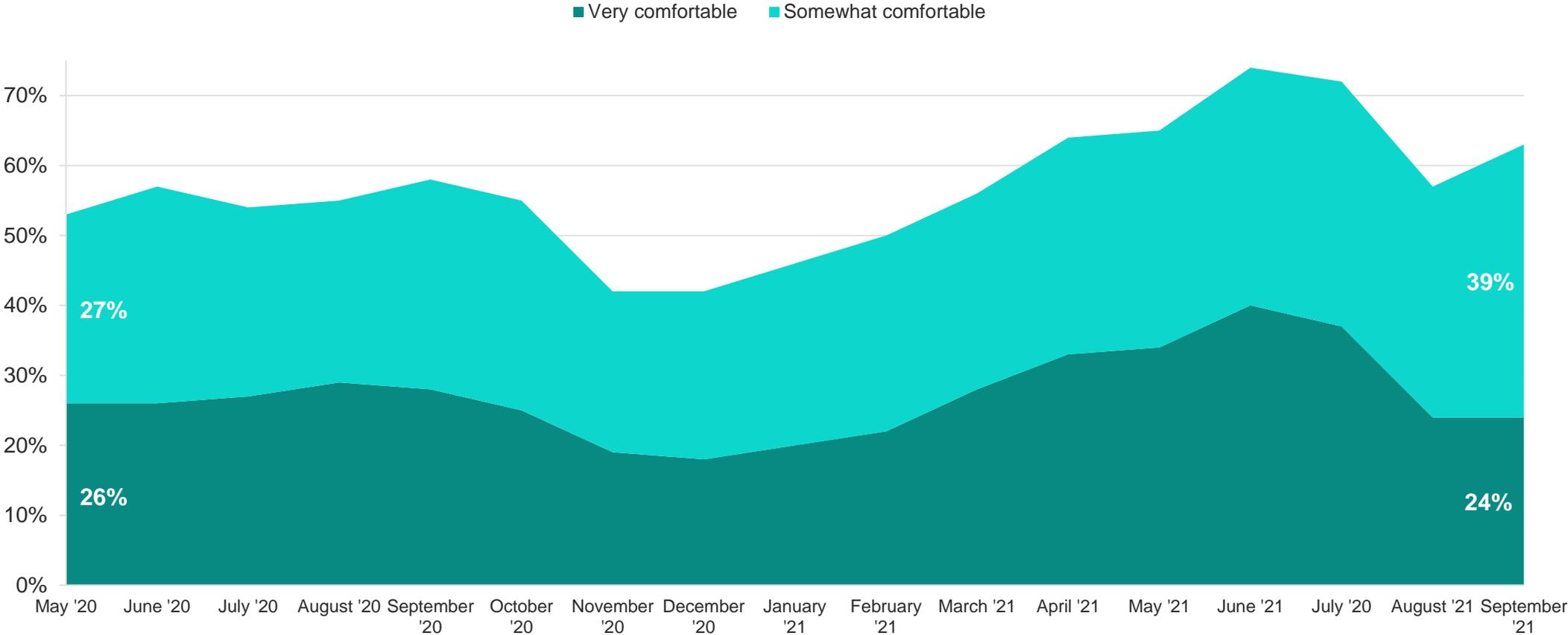
“Children are vulnerable with the delta variant spreading quickly.”

“There are too many outbreaks (and I feel) the schools are not following guidelines.”

# School parents' comfort with their children returning to school increased six percentage points in September.

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

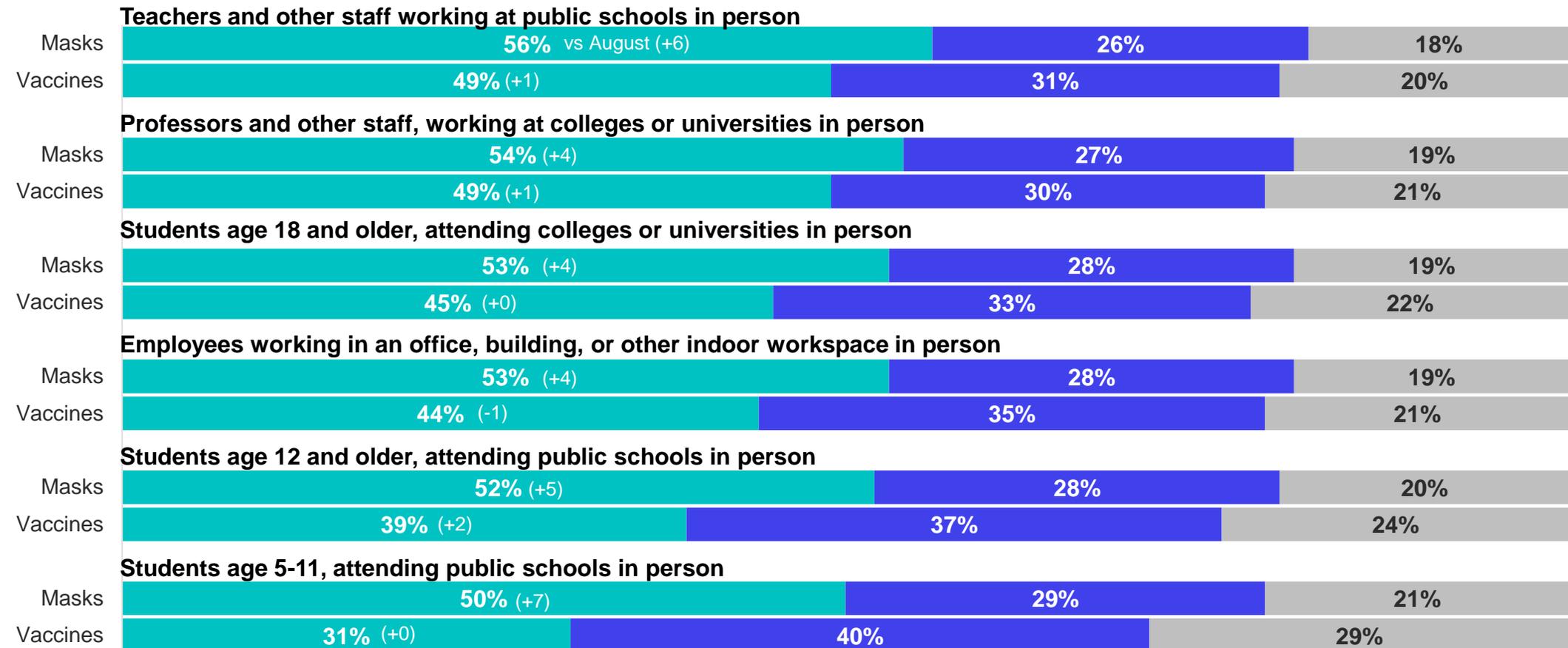


# Americans have maintained their mixed views on mandates for masking and vaccinations. Although, there was an increase in support for mandatory masking in September.

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?

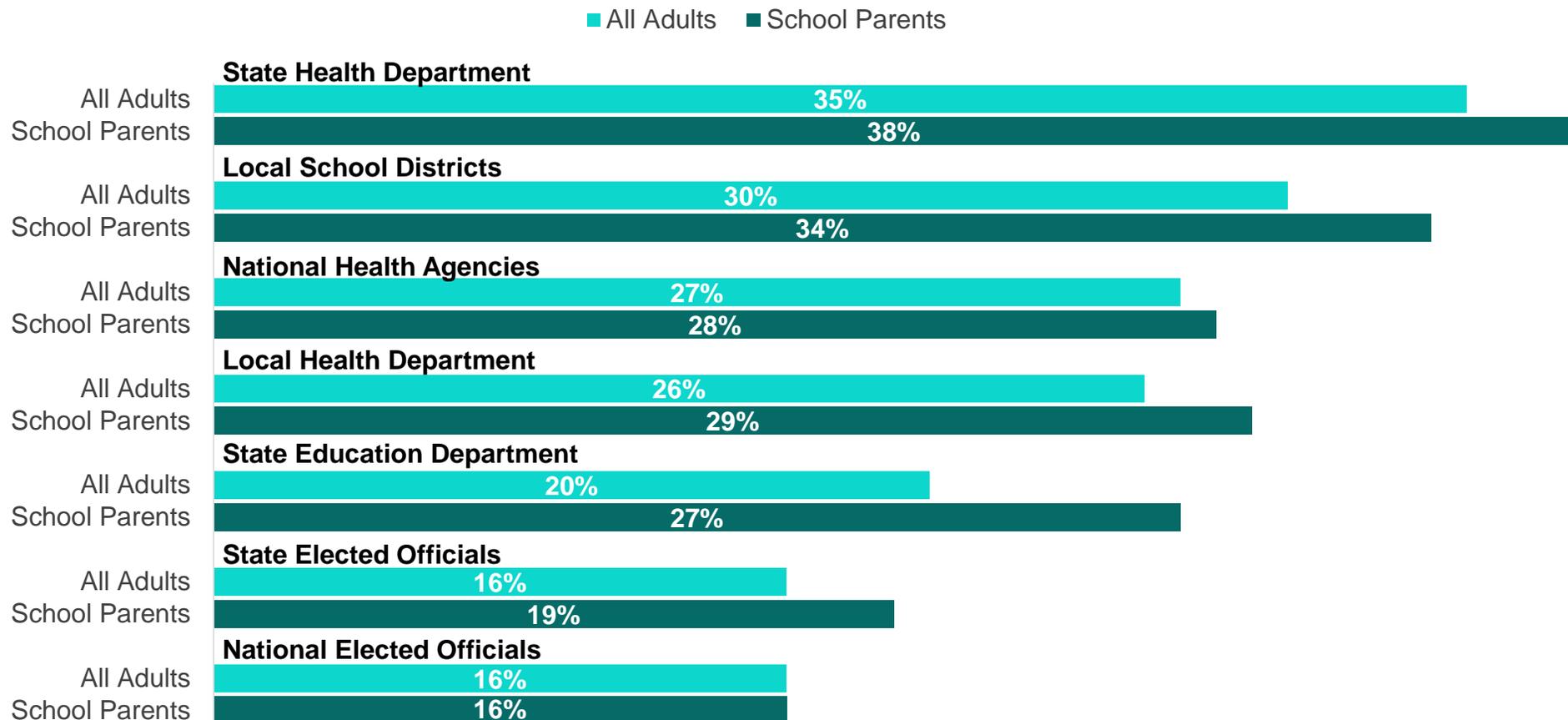
## All Adults

■ Mandatory ■ Encouraged but not mandatory ■ Neither encouraged nor mandatory



# The general public and school parents appear to have more trust in local and state health officials than elected officials when it comes to masking rules.

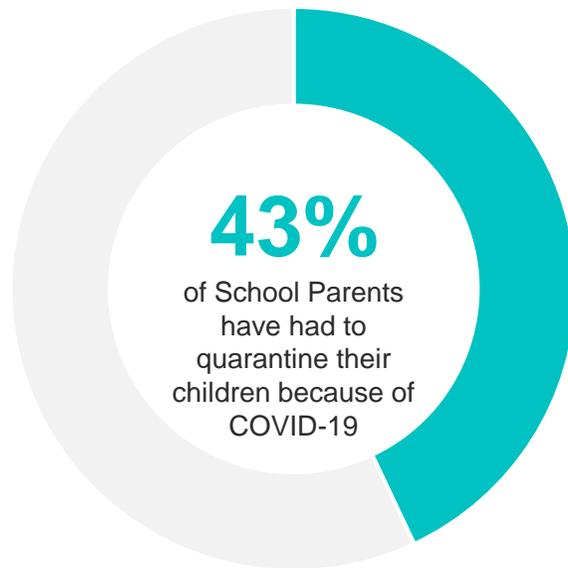
In your opinion, who should have the authority to determine whether or not masking is required in public school buildings?



Roughly two out of five school parents have had to quarantine a child because of COVID-19. Parents who are Hispanic, of lower income, or living in a small town/rural area are most likely to have had to quarantine multiple times.

Have any of your children quarantined because of the COVID-19 outbreak?

**School Parents**



among those who've had to quarantine →

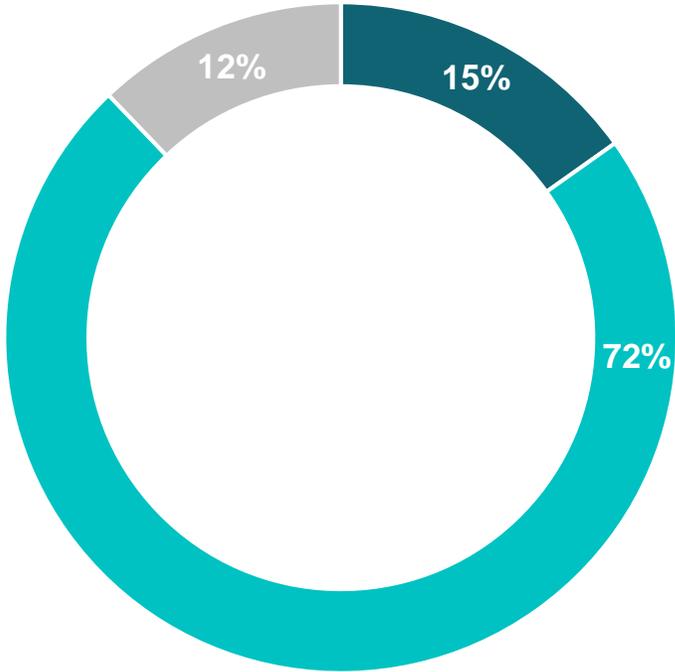
		Average amount of times quarantined	
	School Parents		<b>2.54</b>
Income	Low Income < \$35K		<b>3.58</b>
	Middle Income \$35K to < \$75K		<b>1.89</b>
	High Income \$75K+		<b>2.27</b>
Community Type	Urban		<b>2.58</b>
	Suburban		<b>2.05</b>
	Small Town/Rural		<b>3.76</b>
Race	Non-Hispanic White		<b>2.08</b>
	Hispanic		<b>3.90</b>
	Black		<b>2.42</b>

# Seven out of 10 school parents still 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



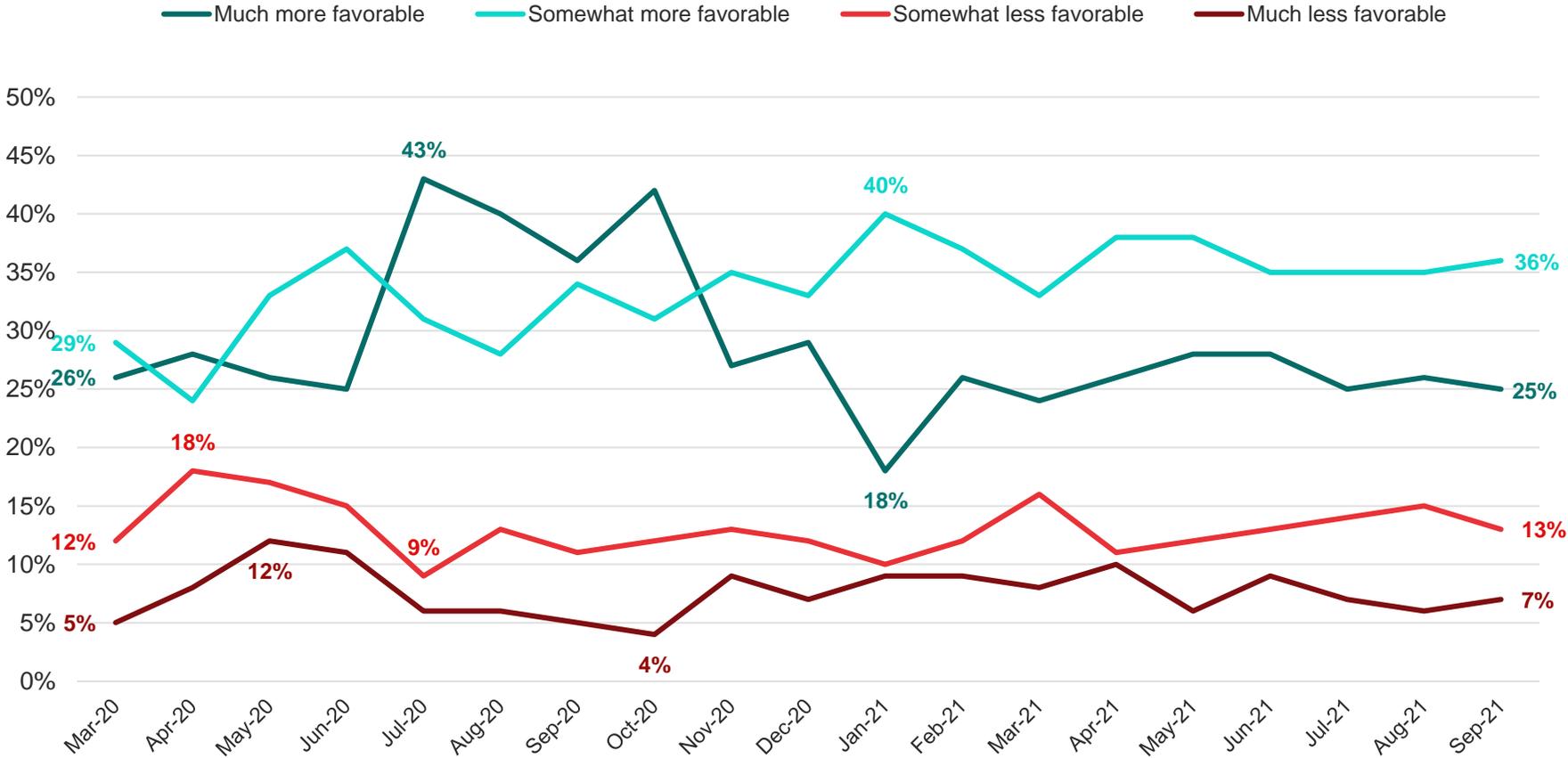
## Desire to Provide Multiple Learning Options by Demographic

More likely than Total School Parents	Independent	79%
	Middle Income \$35K-\$75K	76%
	Democrat	75%
	White	72%
	Hispanic	71%
Less likely than Total School Parents	Low Income < \$35K	70%
	Black	70%
	High Income \$75K+	70%
	Republican	65%

# Overall favorability of homeschooling held steady among school parents in September. They remain three times as likely to be more favorable than less favorable.

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

## School Parents



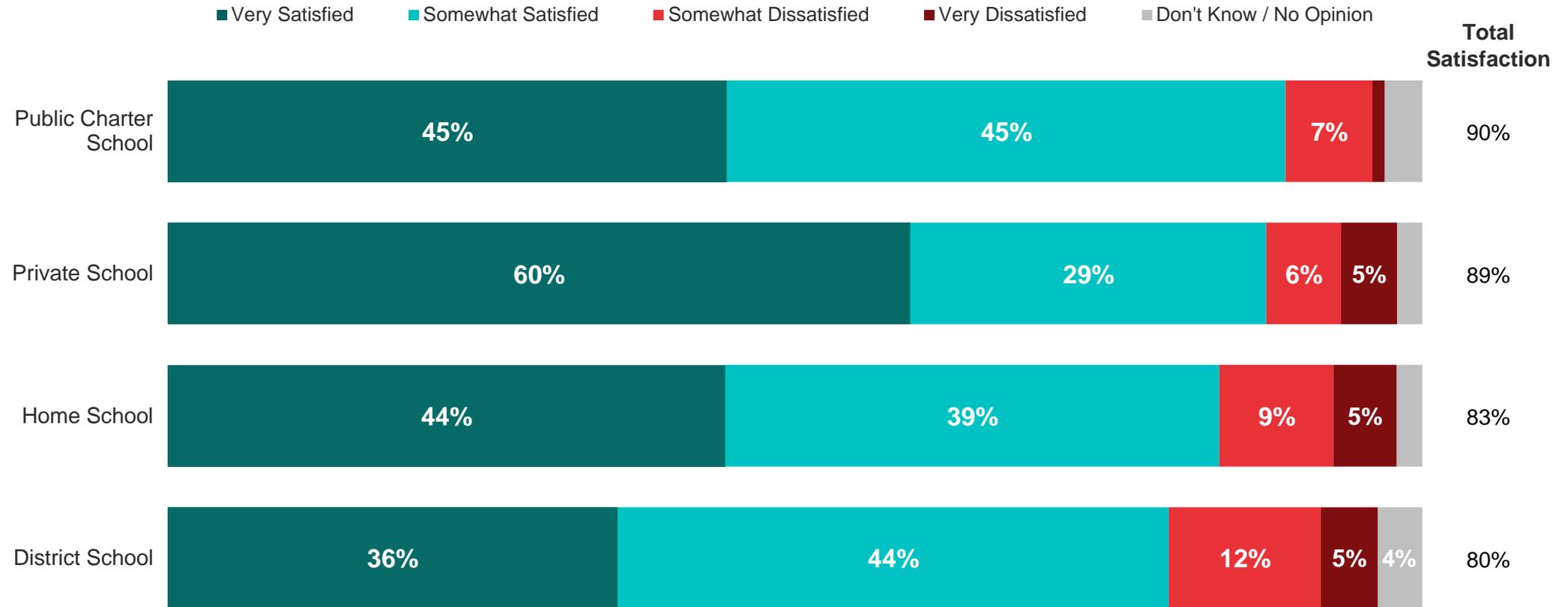
September 2021	
Total More Favorable	61%
Total Less Favorable	20%

Note: In September 2020 we began weighting the school parent subsample-plus-oversample based on 2017 CPS benchmarks, separately from the general population sample.

Parents are generally satisfied with their experiences across different school sectors. Private school parents are much more likely to be “very satisfied” than district school parents.

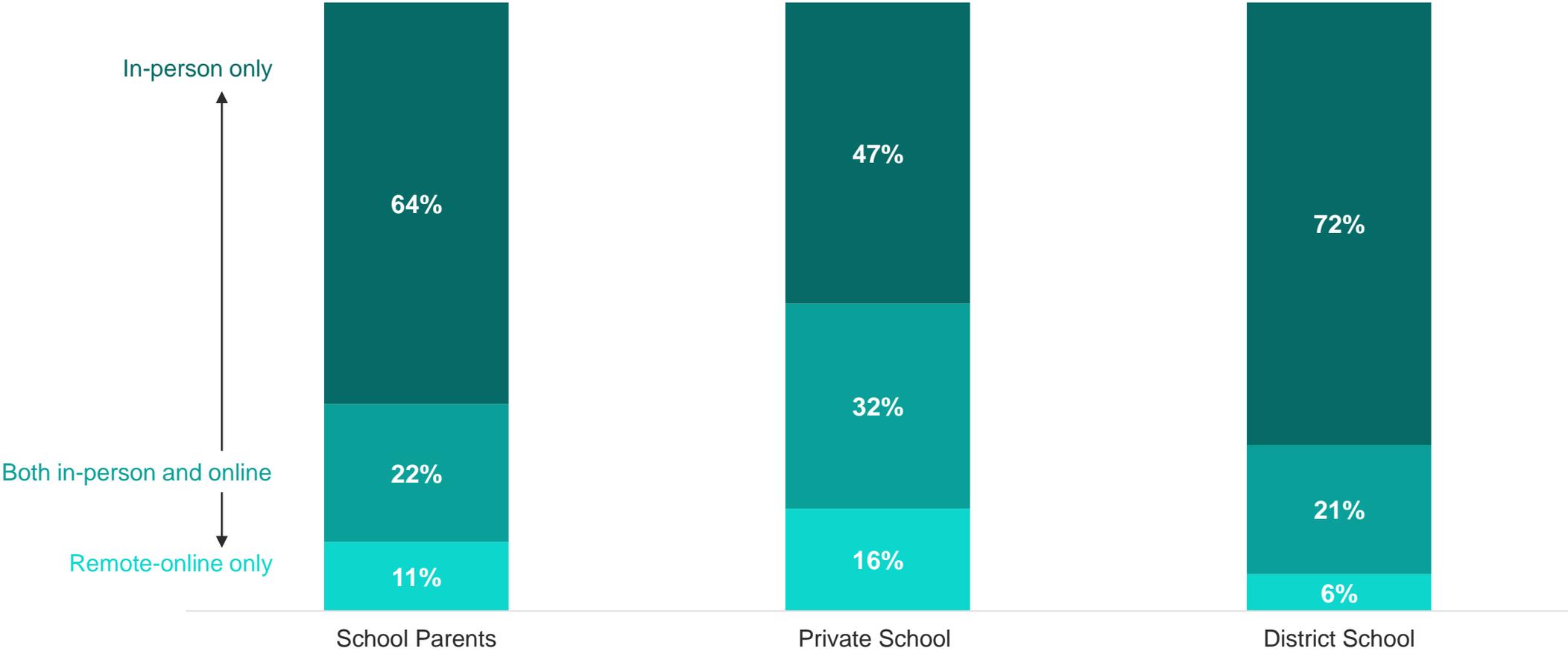
To what extent are you satisfied or dissatisfied with your child's/children's experiences with the following types of schooling?

**School Parents**



# Private schools appear to be more likely than public district schools to offer both in-person learning and remote learning capabilities.

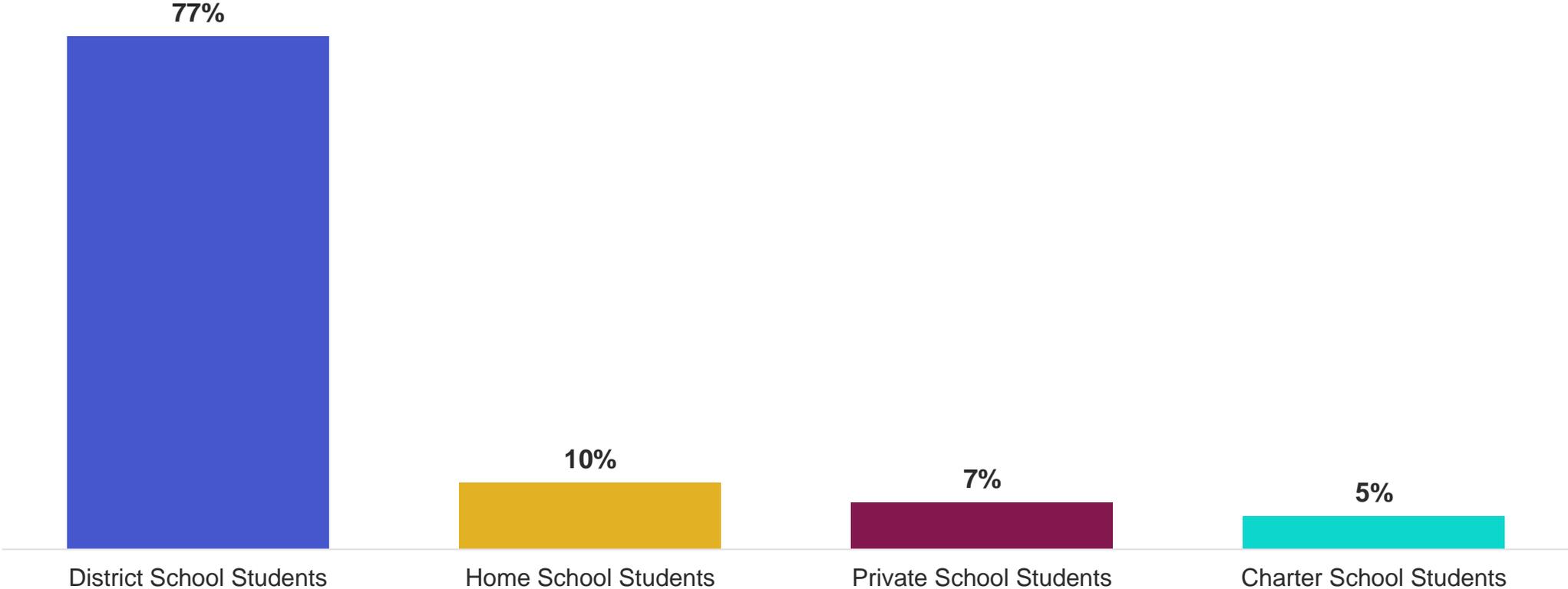
Please tell us the grade level for each of your children; what kind of school each child will attend this new school year; what kind of school each child was being educated in at the beginning of the 2020/2021 school year; and what kind of mode of learning they will be participating in this new school year?



Note: Parent groups based on child/children school type attendance in SY21-22.

# Estimated school type attendance for the 2021-2022 school year

*% of Students, Reported by Parents*

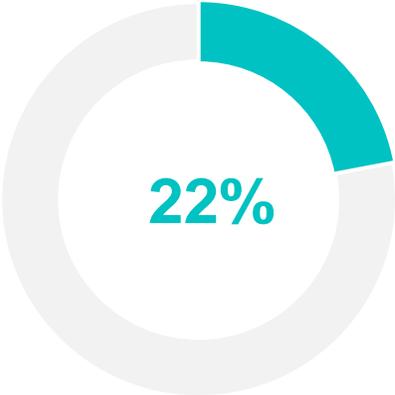


**Note:** Private School includes Religious, Parochial + Non-Religious

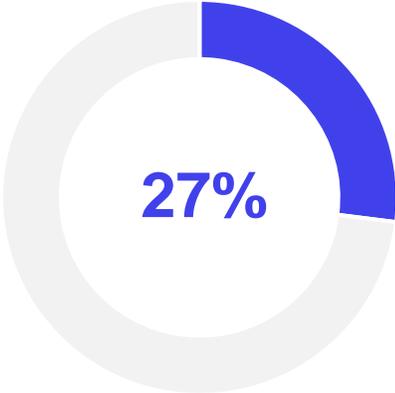
About one out of five school parents have switched the type of school their child is attending this year when compared to last year. Parents of younger students are more likely to have made the switch.

Please tell us the grade level for each of your children; what kind of school each child will attend this new school year; what kind of school each child was being educated in at the beginning of the 2020/2021 school year; and what kind of mode of learning they will be participating in this new school year?

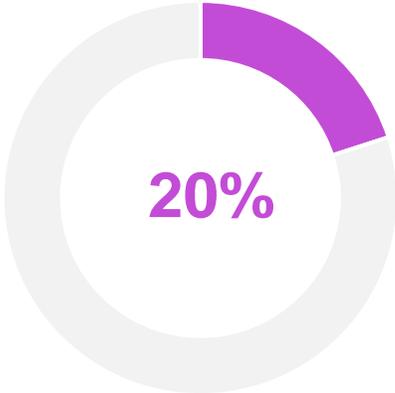
**% of Students Switching School Type, Reported by Parents**



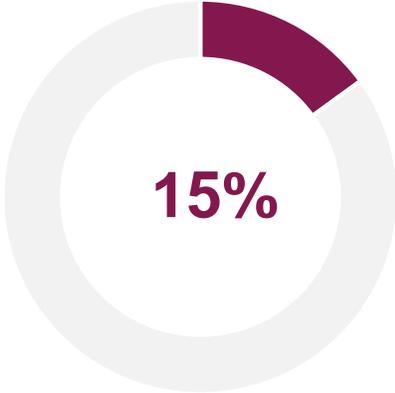
**Total School Parents**



**K-4 Parents**



**5-8 Parents**

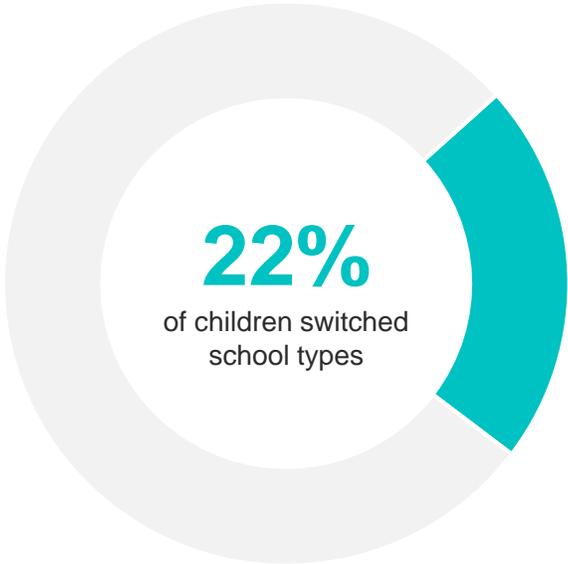


**9-12 Parents**

# Parents of children that were being home schooled last year are most likely to say their children are going to switch to a new school type this upcoming fall.

Please tell us the grade level for each of your children; what kind of school each child will attend this new school year; what kind of school each child was being educated in at the beginning of the 2020/2021 school year; and what kind of mode of learning they will be participating in this new school year?

**% of Students, Reported by Parents**

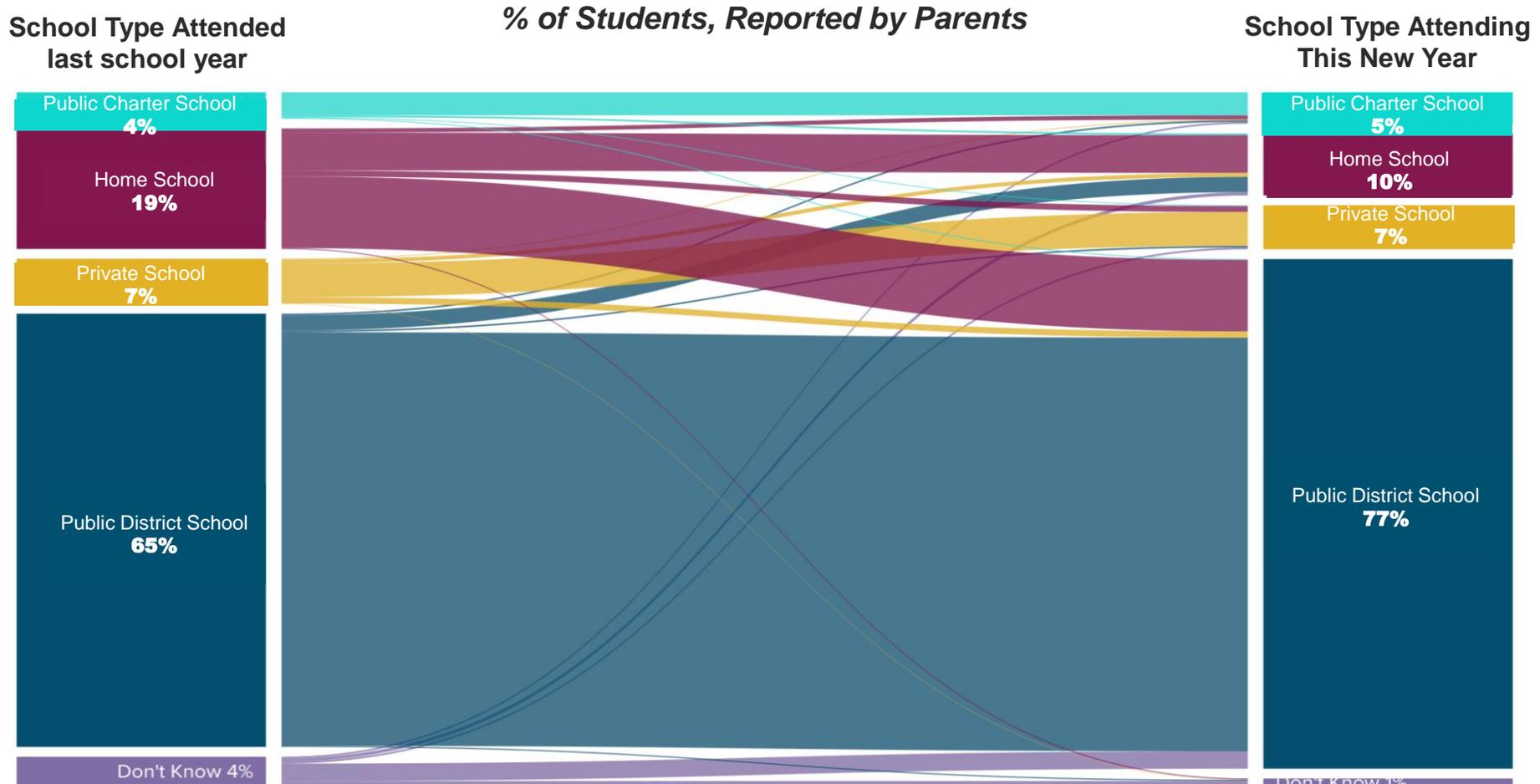


among those that switched...

School Type Attended Last School Year	FROM	% of total switching	School Type Attending This New Year	TO
Home School		4%	Private School	
Home School		3%	Public Charter School	
Home School		51%	Public District School	
Private School		3%	Home School	
Private School		1%	Public Charter School	
Private School		4%	Public District School	
Public Charter School		1%	Home School	
Public Charter School		1%	Private School	
Public Charter School		1%	Public District School	
Public District School		11%	Home School	
Public District School		1%	Private School	
Public District School		1%	Public Charter School	

# Based on parent reports – less students will be attending home school this year, and more will be attending public district school.

Please tell us the grade level for each of your children; what kind of school each child will attend this new school year; what kind of school each child was being educated in at the beginning of the 2020/2021 school year; and what kind of mode of learning they will be participating in this new school year?

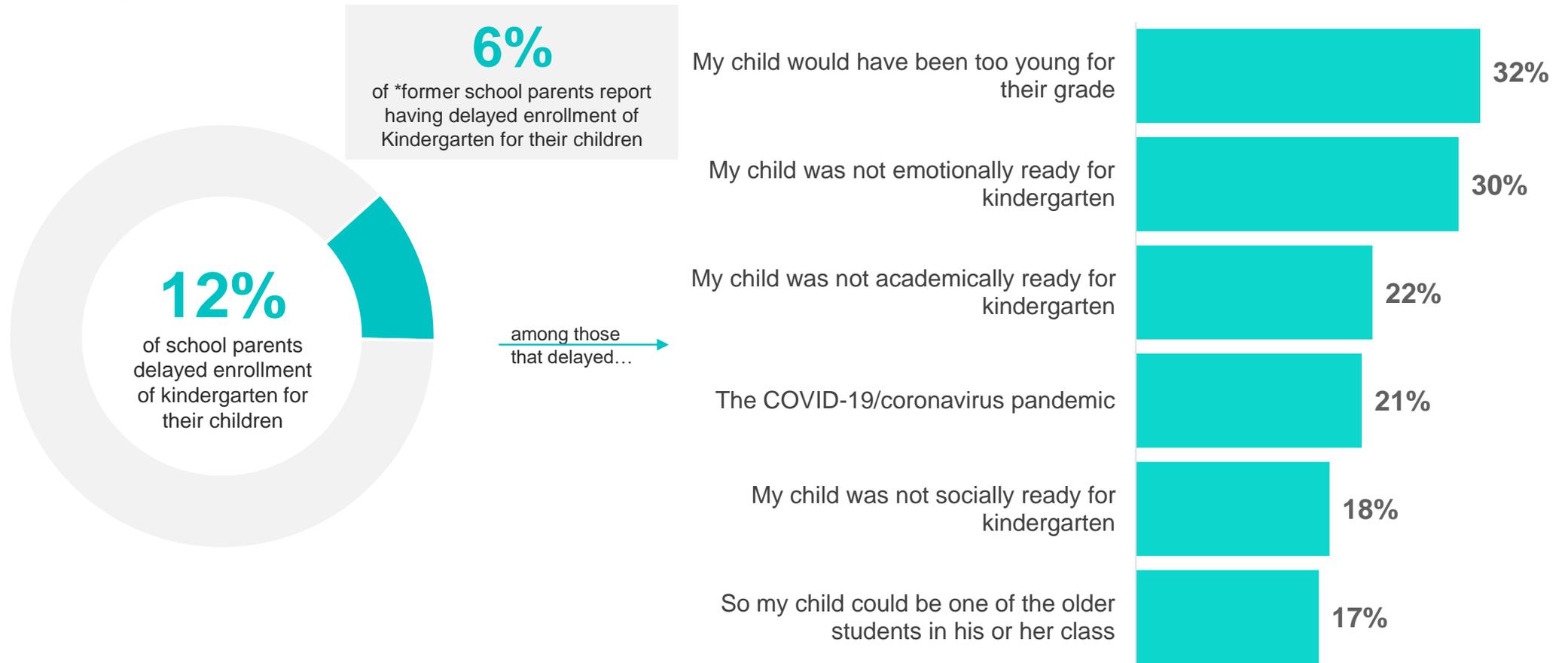


**Note:** Private School includes Religious, Parochial + Non-Religious

# Current school parents are twice as likely as former school parents to have delayed enrollment of kindergarten for any of their children.

Did you delay enrollment of kindergarten for any of your children? Which of the following are reasons you waited to enroll your child(ren) in Kindergarten?

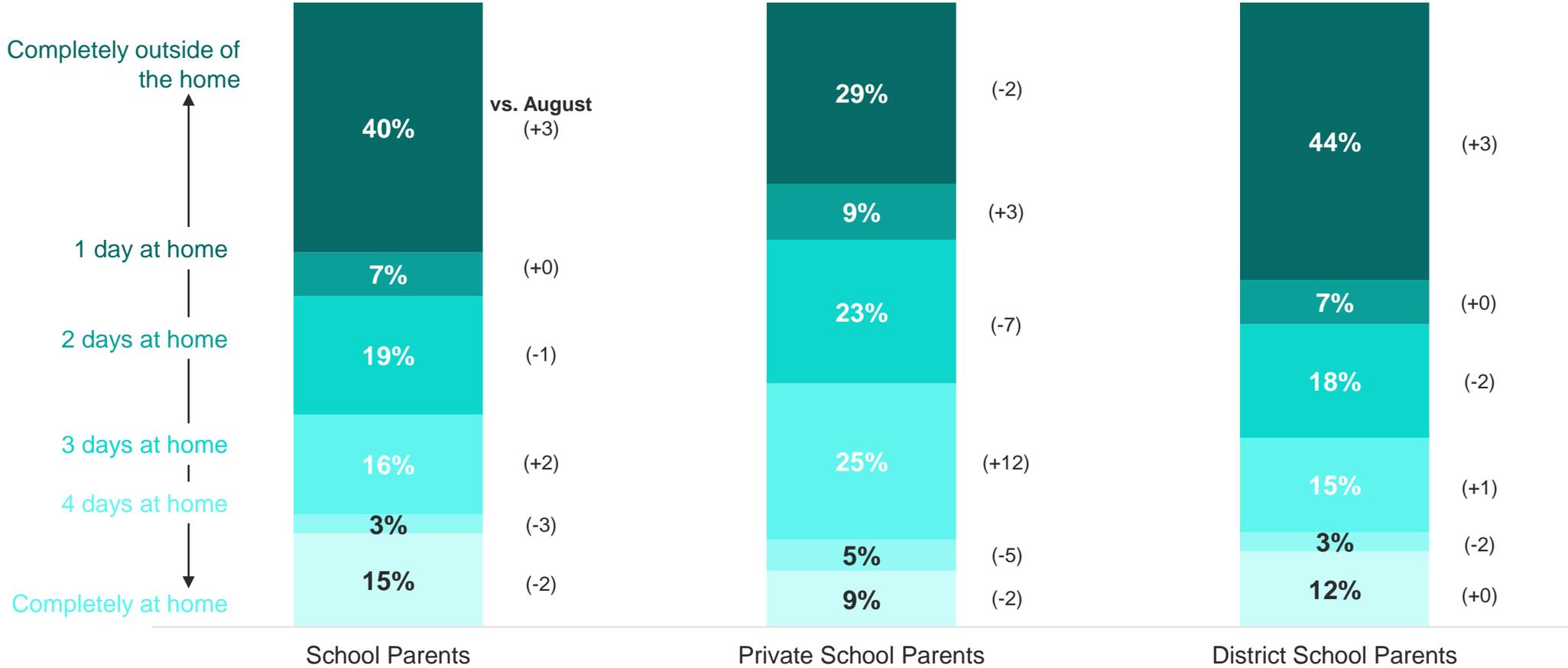
## School Parents



**Note:** Delay in enrollment is viewed as occurring at any point in time, not just as a result of the COVID-19 pandemic  
\* Former school parents are defined as only having a child or children over the age of 18.

# District school parents are more likely to prefer schooling take place completely outside of the home when compared to 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?

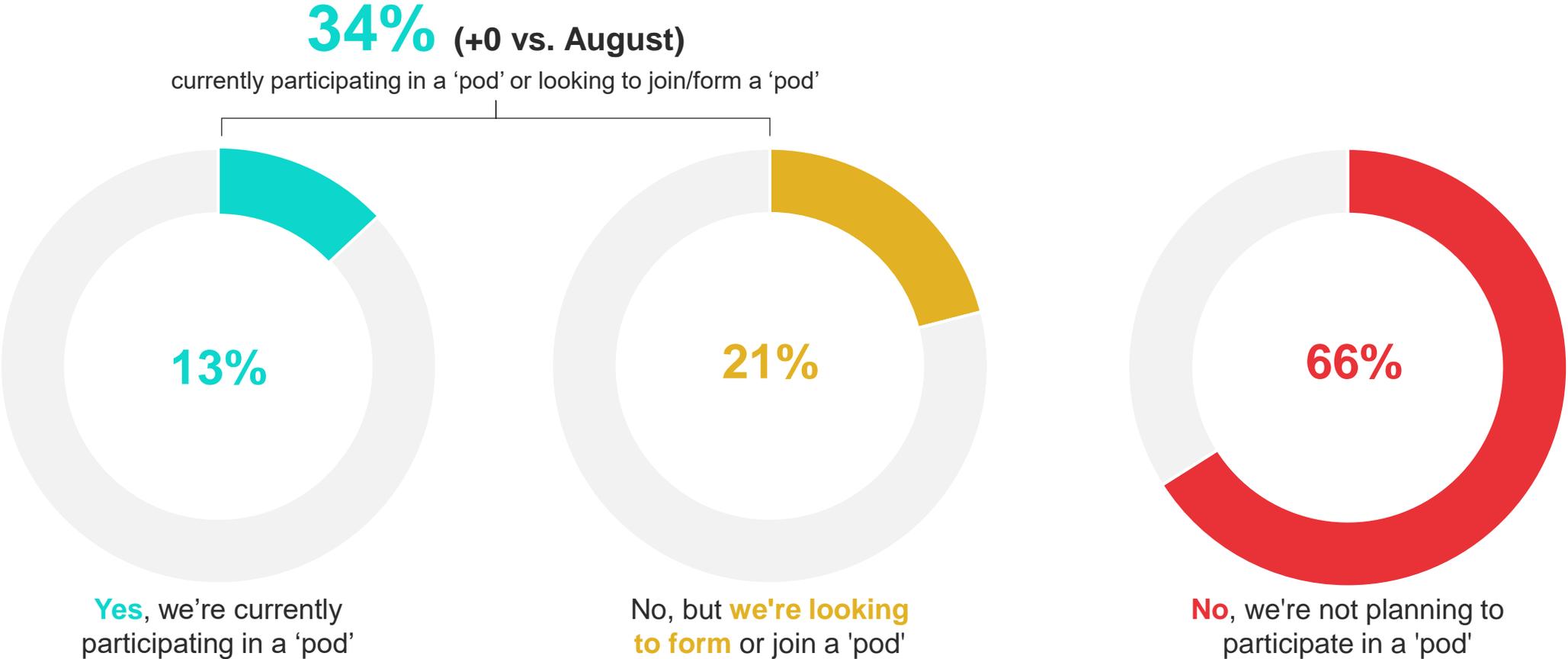


Note: Parent groups based on child/children school type attendance in SY21-22.

# Parent interest in either participating in or looking to form/join a learning 'pod' held steady in September.

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

## School Parents



# In September, there were increases and decreases in ‘pod’ interest among several demographic groups.

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

## School Parents

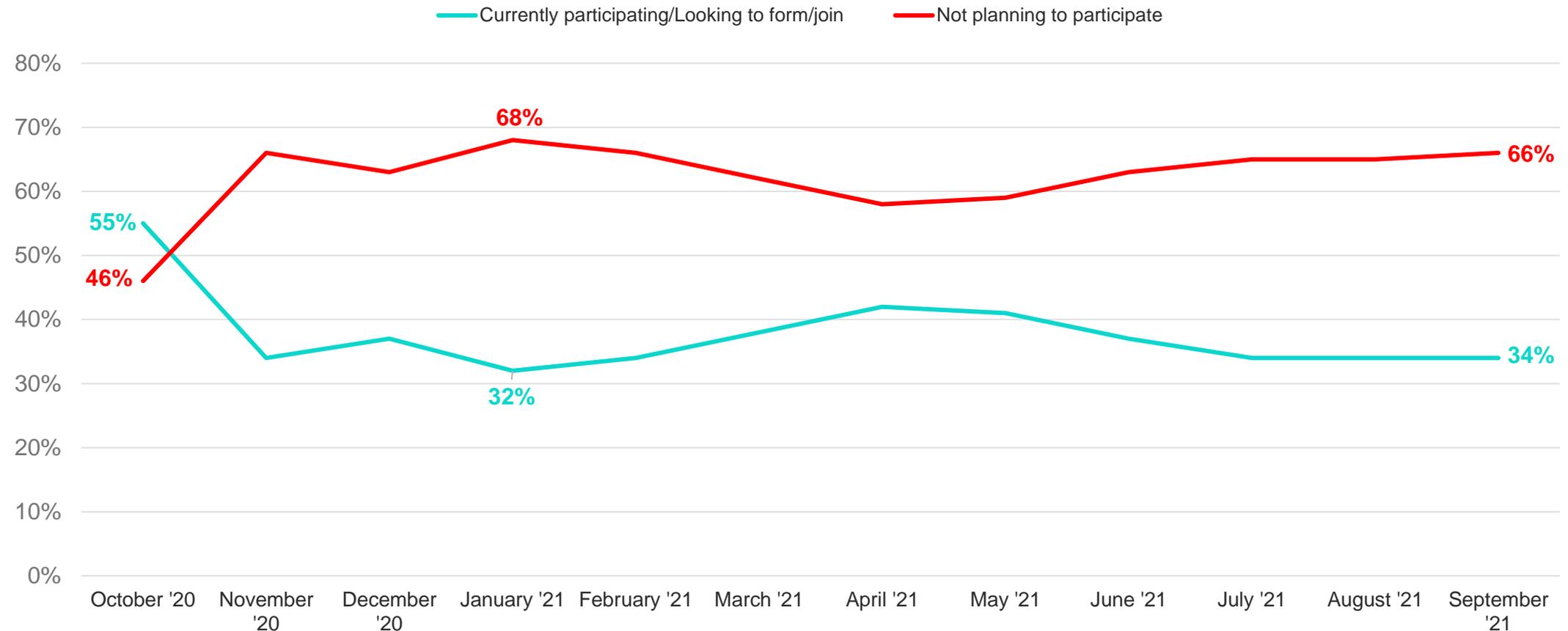
Most Likely to Participate in / Form / Join a Pod			Moderately Likely to Participate in / Form / Join a Pod			Less Likely to Participate in / Form / Join a Pod		
		Vs August			Vs August			Vs August
Private School Parent	52%	+6	Democrat	36%	-7	District School Parent	30%	-4
Home School Parent	48%	+10	High Income: \$75K+	36%	-2	Educ: < College	30%	-2
Hispanic	46%	+1	South	35%	-2	Non-Hispanic White	27%	-1
Urban	46%	+5	Republican	34%	+4	Midwest	27%	+2
Black*	44%	-2	Middle Income \$35K-\$75K	34%	-3	Rural	22%	+0
Educ: Bachelors or Postgrad	40%	-1	Low Income < \$35K	33%	+3	Small Town	16%	-7
West	39%	-3	Suburban	33%	-5			
			Northeast	32%	+0			
			Independent	32%	+4			

**Note:** Parent groups based on child/children school type attendance in SY21-22.  
 \*Comparison among Black parents is being made to the September 2021 Black Parent Brief.

# In September, participation in or consideration of joining a 'pod' continues to hold steady.

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, learning, and are safer for their unvaccinated children. Those with no interest say ‘pods’ are unnecessary for their children or are unavailable to them.

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’

“To get the social interaction that kids desperately need.”

“My youngest child isn’t ready for the next school year. A pod allows a fun, safe way to socialize and prepare for the next school year with a couple of other children.”

“Because it is a way for my daughter to continue to socialize in a smaller setting.”

### WHY LOOKING TO FORM OR JOIN A ‘POD’

“I trust parents more than the school board to provide better education to our children.”

“Because I am scared to have my kid return back to normal in person schooling.”

“To provide some interaction with other kids but in a small and controlled environment.”

### WHY NOT PLANNING TO PARTICIPATE IN A ‘POD’

“My kids are in school full time now.”

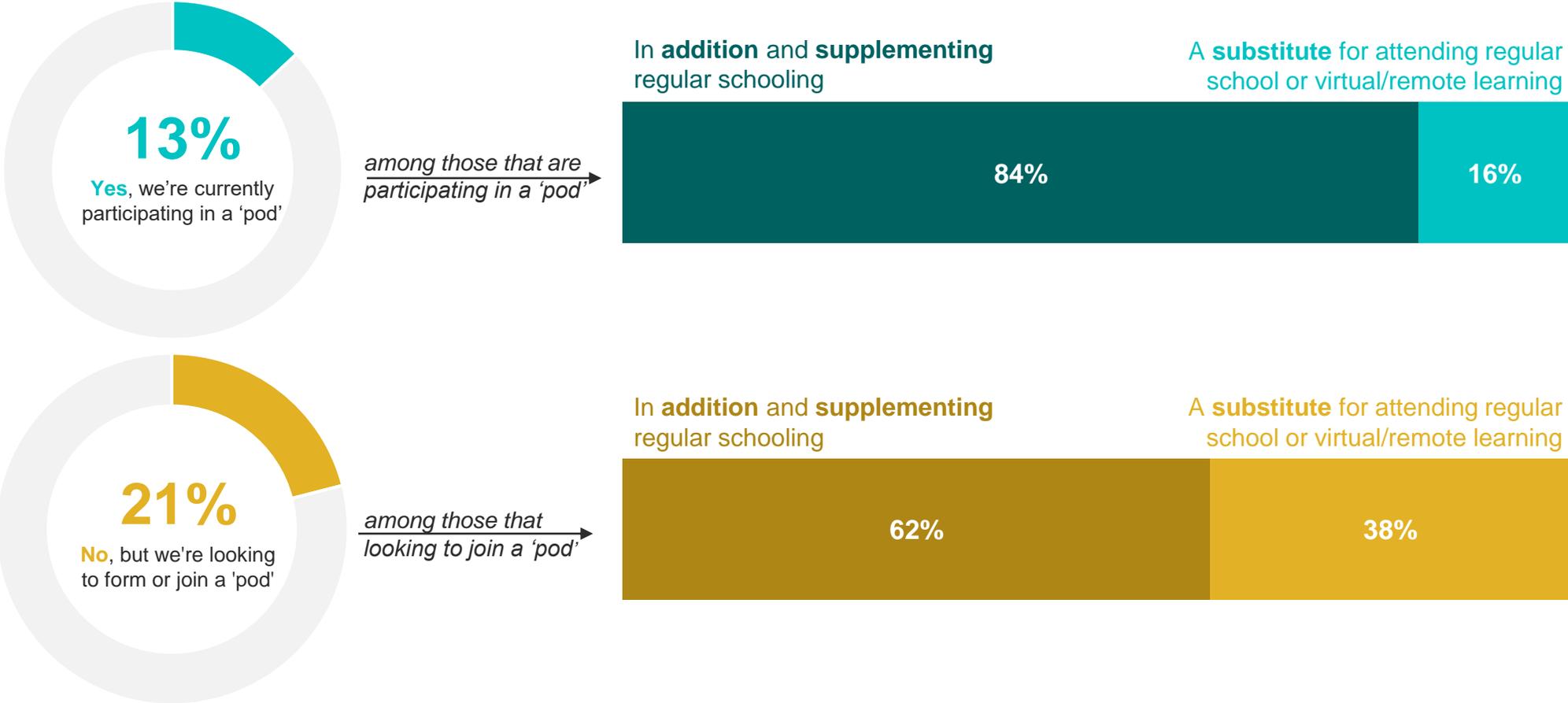
“Because my child goes to public school there is no need.”

“There are not enough people in my area willing to participate.”

# '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...?

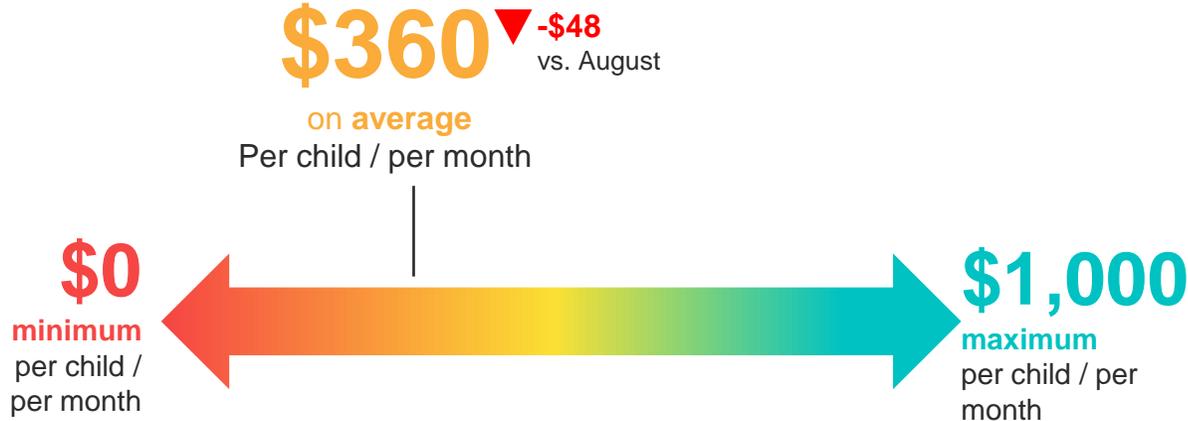
## School Parents



# In September, school parents were willing to pay \$360 for a child to participate in a learning ‘pod’.

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’



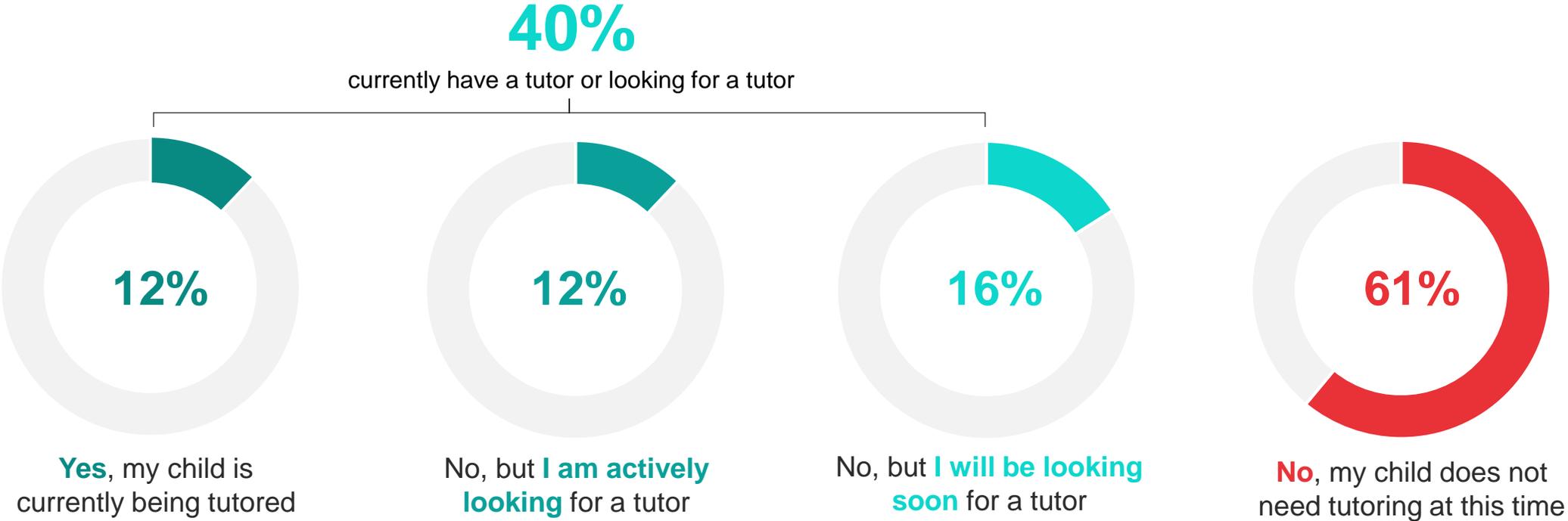
Average Willing to Spend Per Child/Per Month By Demographic		
Income	*Low Income < \$35K	\$349
	*Middle Income \$35K to < \$75K	\$360
	High Income \$75K+	\$371
Political Affiliation	Democrat	\$355
	Independent	\$342
	Republican	\$406
Region	*West	\$388
	*Midwest	\$339
	South	\$356
	*Northeast	\$344

\*indicates base size <n=100

Two out of five 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**



# Interest in tutoring is highest among both private school and home school parents.

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

Private School Parent	58%
Home School Parent	53%
Hispanic	51%
Black	51%
Urban	49%
Low Income < \$35K	45%
West	43%
Democrat	43%
Educ: Bachelors or Postgrad	38%

### Groups Moderately Likely To Already Being / Looking to be Tutored

Independent	40%
South	39%
Middle Income \$35K-\$75K	39%
Educ: < College	39%
District School Parent	37%
Suburban	37%
Midwest	37%

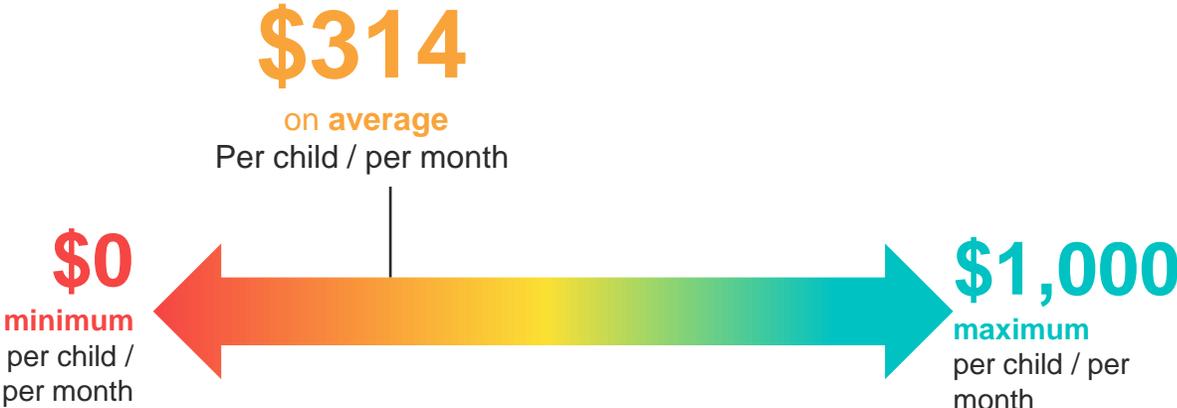
### Groups Less Likely to Already Being / Looking to be Tutored

High Income: \$75K+	35%
Republican	35%
Northeast	34%
Non-Hispanic White	34%
Rural	33%
Small Town	30%

# School parents are willing to pay just over \$310 per child 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

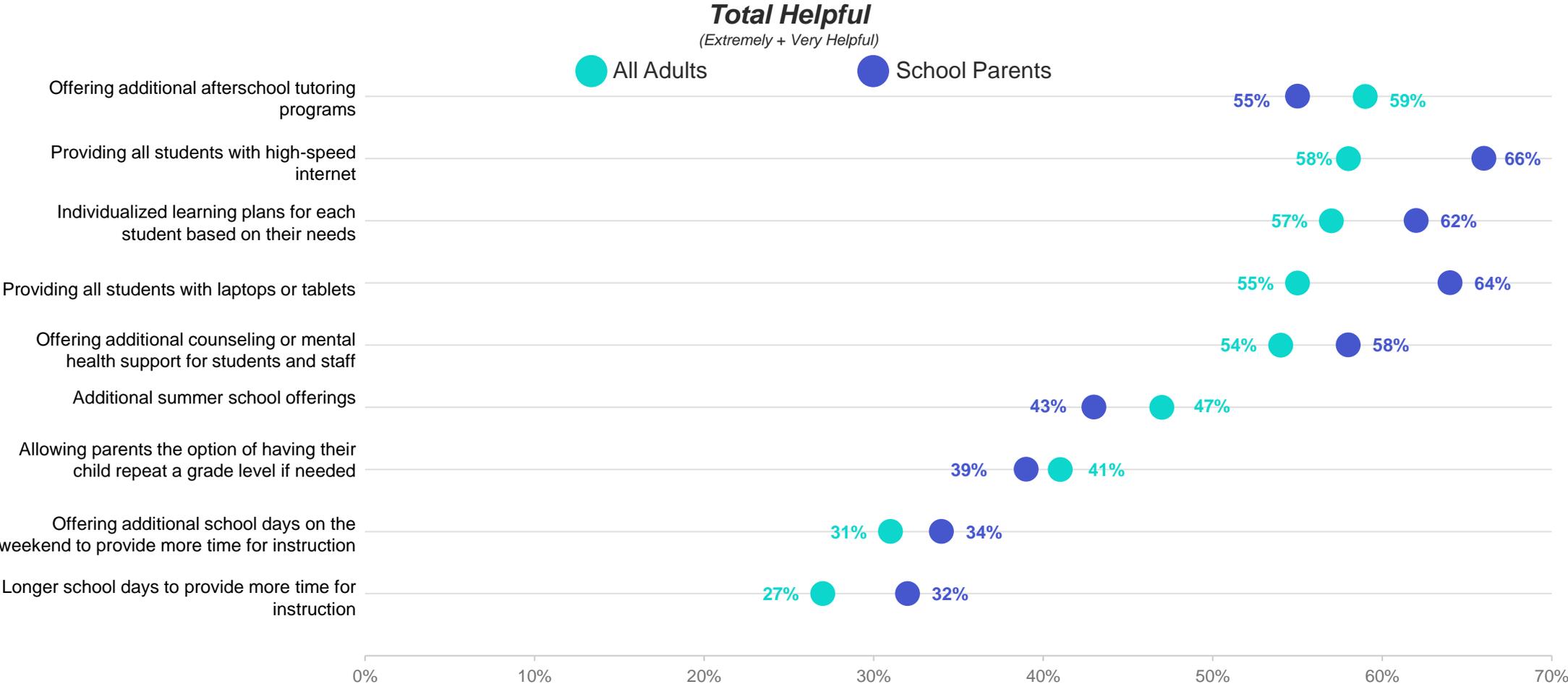


Average Willing to Spend Per Child/Per Month By Demographic		
Income	*Low Income < \$35K	\$277
	*Middle Income \$35K to < \$75K	\$297
	High Income \$75K+	\$394
Political Affiliation	Democrat	\$316
	Independent	\$304
	Republican	\$351
Region	*West	\$368
	*Midwest	\$238
	South	\$302
	*Northeast	\$354

\*indicates base size <n=100

# 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**

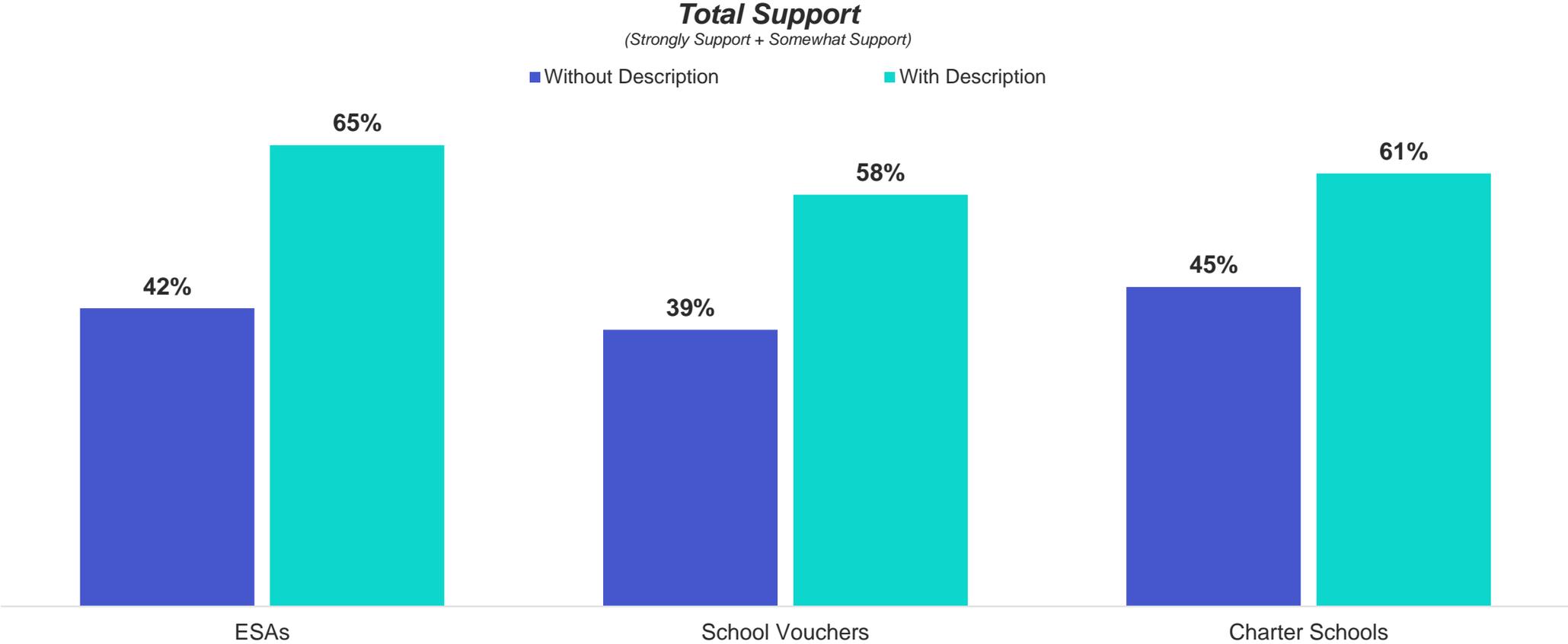
A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to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

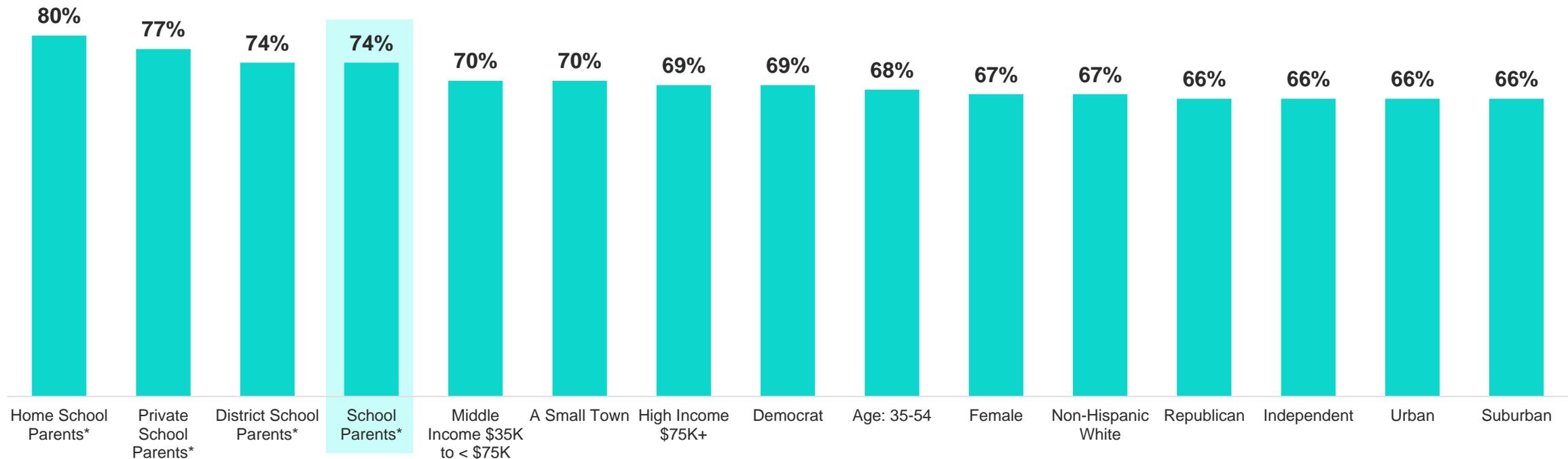


# Roughly three out of four school parents say they support ESAs. There is a wide range of support among all demographics.

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

Note: Parent groups based on child/children school type attendance in SY21-22.

# Support of ESAs remains high across demographics and held steady in September.

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**

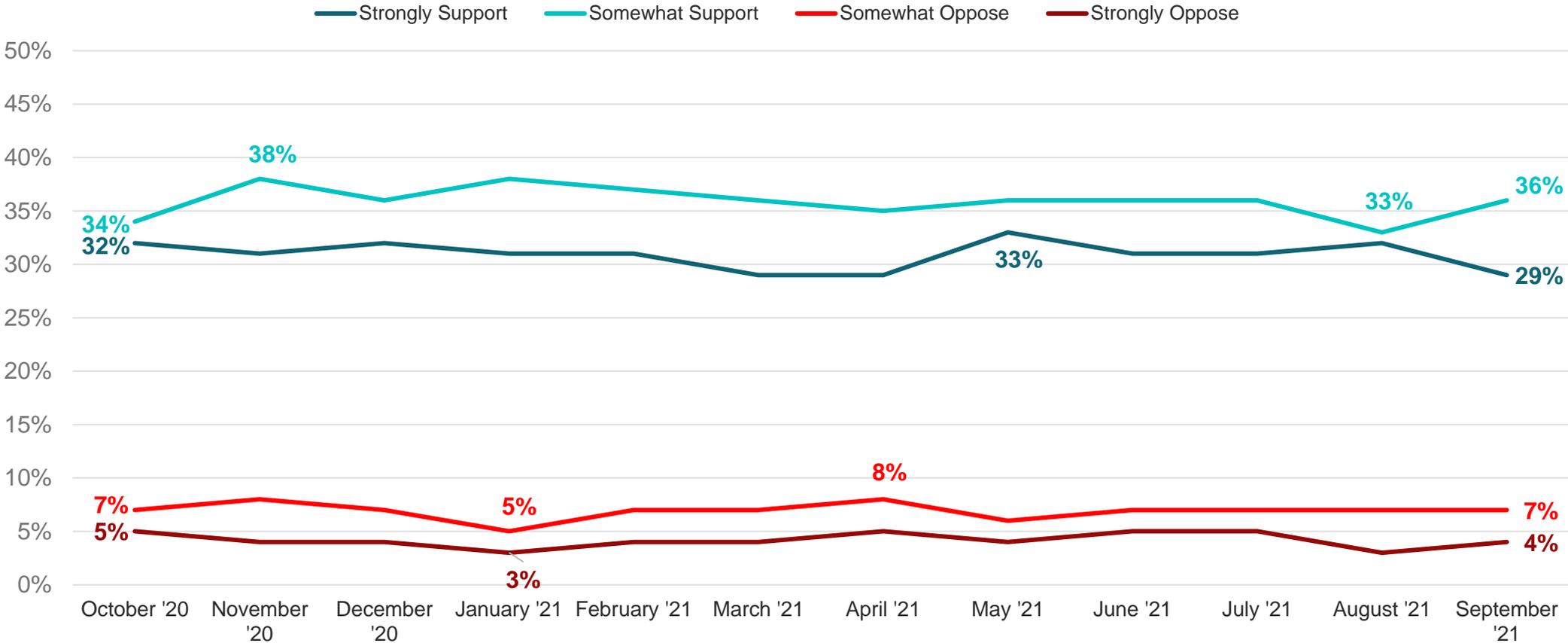
**Most Supportive** 

	Vs August			Vs August			Vs August	
Middle Income \$35K-\$75K	70%	+2	Millennial	67%	+3	Male	64%	-5
Small Town	70%	+7	Suburban	66%	-1	West	63%	+0
Educ: Bachelors or Postgrad	69%	-2	Northeast	66%	-1	Educ: < College	63%	+1
High Income \$75K+	69%	-2	Republican	66%	-1	Gen Z	63%	+5
Democrat	69%	-1	Urban	66%	+4	Black	62%	-4
South	68%	+5	Baby Boomer	66%	-1	Rural	62%	-3
Non-Hispanic White	67%	+1	Independent	66%	+3	Hispanic	62%	+1
Female	67%	+5	Gen X	65%	-4	Low Income < \$35K	61%	+0
			Midwest	64%	-6			

# In September, a small decline in strong support of ESAs was offset by increased soft support.

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

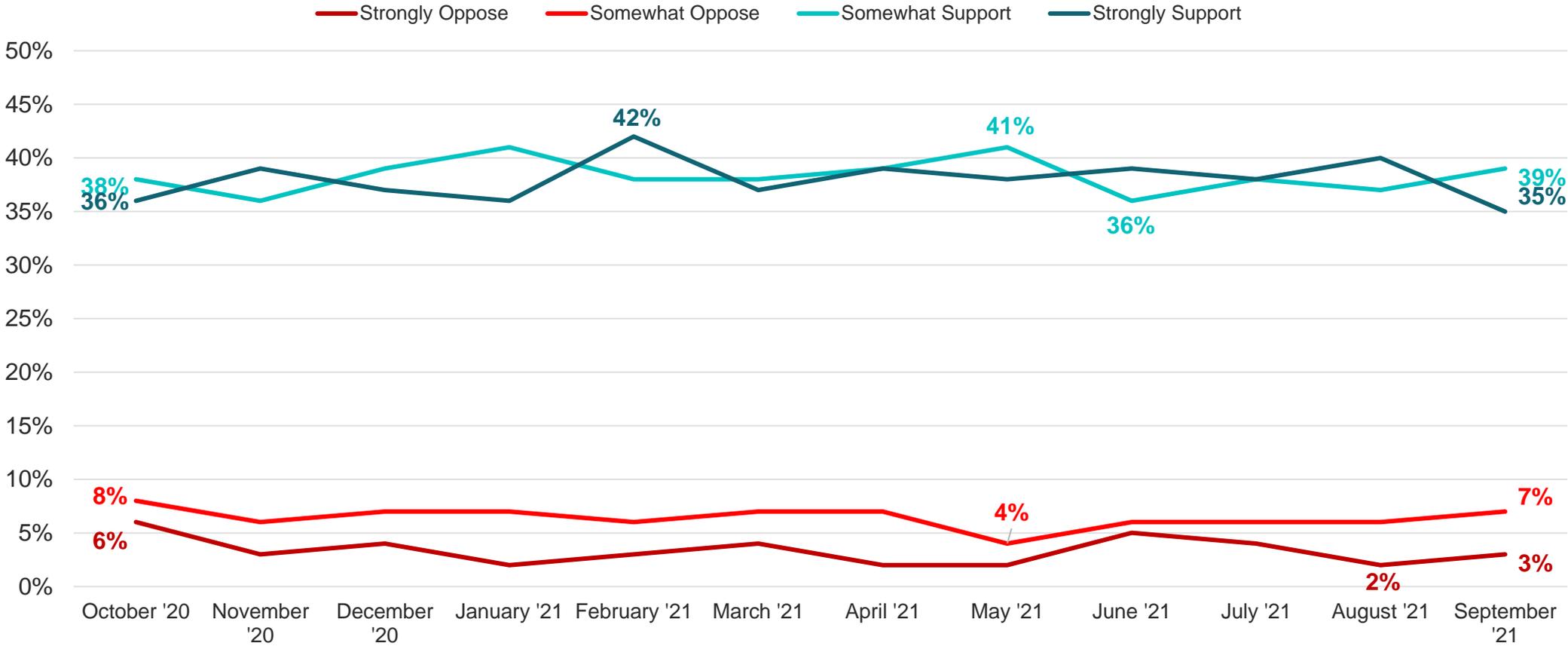


Note: Don't know/no opinion responses are not shown.

# Among school parents, strong support for ESAs decreased by five points in September.

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



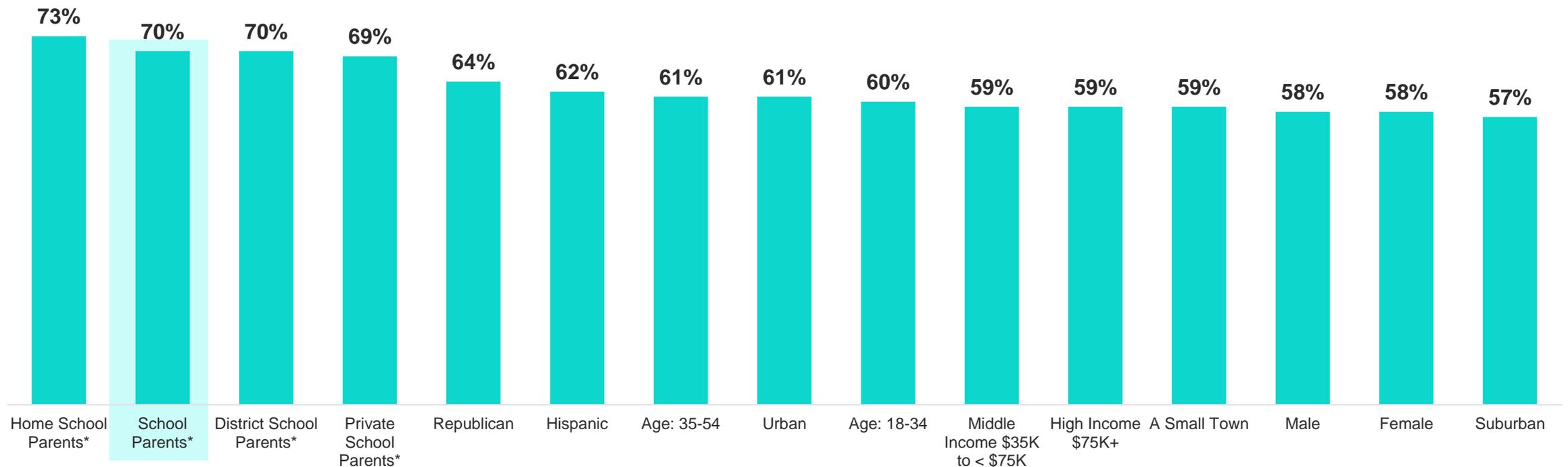
Note: Don't know/no opinion responses are not shown.

# Seven out of 10 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

Note: Parent groups based on child/children school type attendance in SY21-22.

# Support of school vouchers decreased across many demographic groups in September, especially among Blacks. However, there was an increase among Hispanics.

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

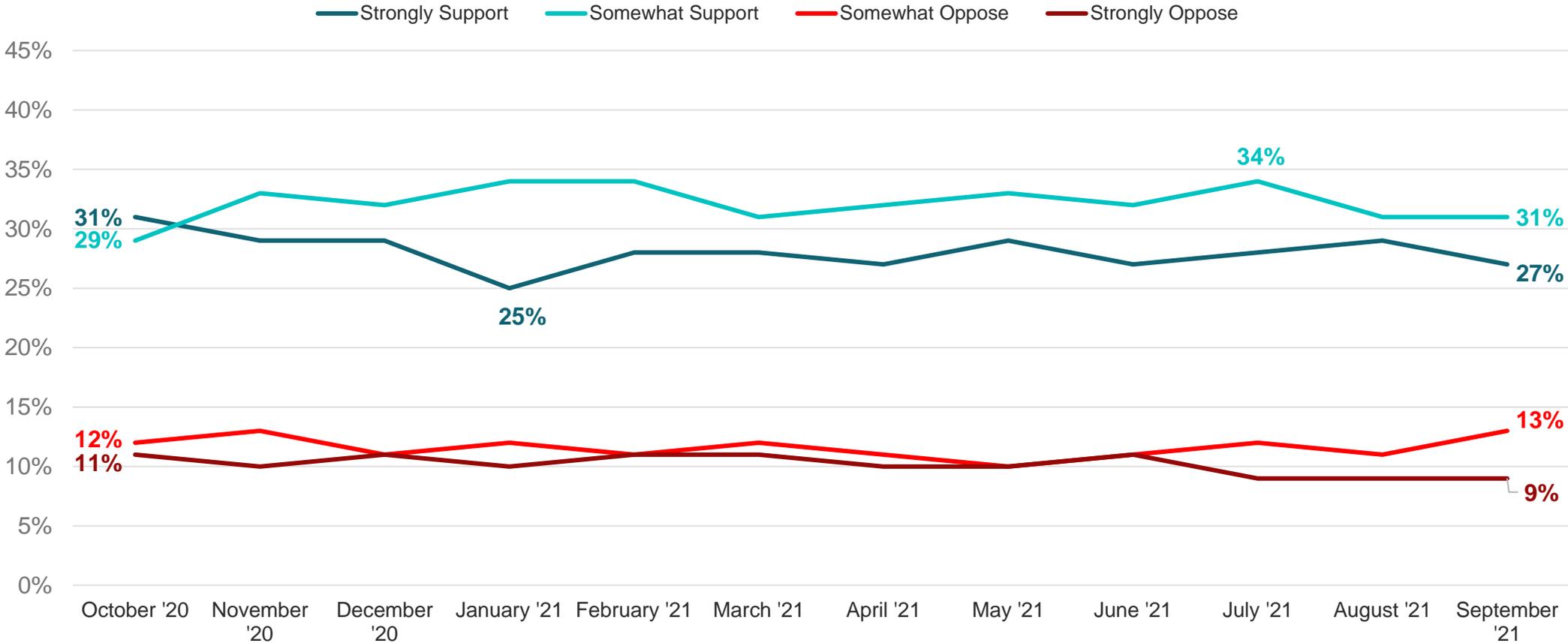
### Most Supportive

	Vs August			Vs August			Vs August	
Republican	64%	+0	Small Town	59%	-1	Gen X	56%	-5
Millennials	63%	-1	South	59%	+1	Rural	56%	-5
Hispanic	62%	+5	Male	58%	-5	Low Income < \$35K	56%	-1
Urban	61%	+2	Female	58%	+2	Baby Boomer	56%	-1
West	60%	+0	Northeast	58%	-5	Democrat	55%	-2
High Income \$75K+	59%	-1	Suburban	57%	-1	Black	55%	-13
Middle Income \$35K-\$75K	59%	-3	Non-Hispanic White	57%	-1	Gen Z	55%	+1
Educ: < College	59%	+0	Independent	56%	-4	Midwest	53%	-6
			Educ: Bachelors or Postgrad	56%	-3			

# The public's support for school vouchers held steady in September.

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**

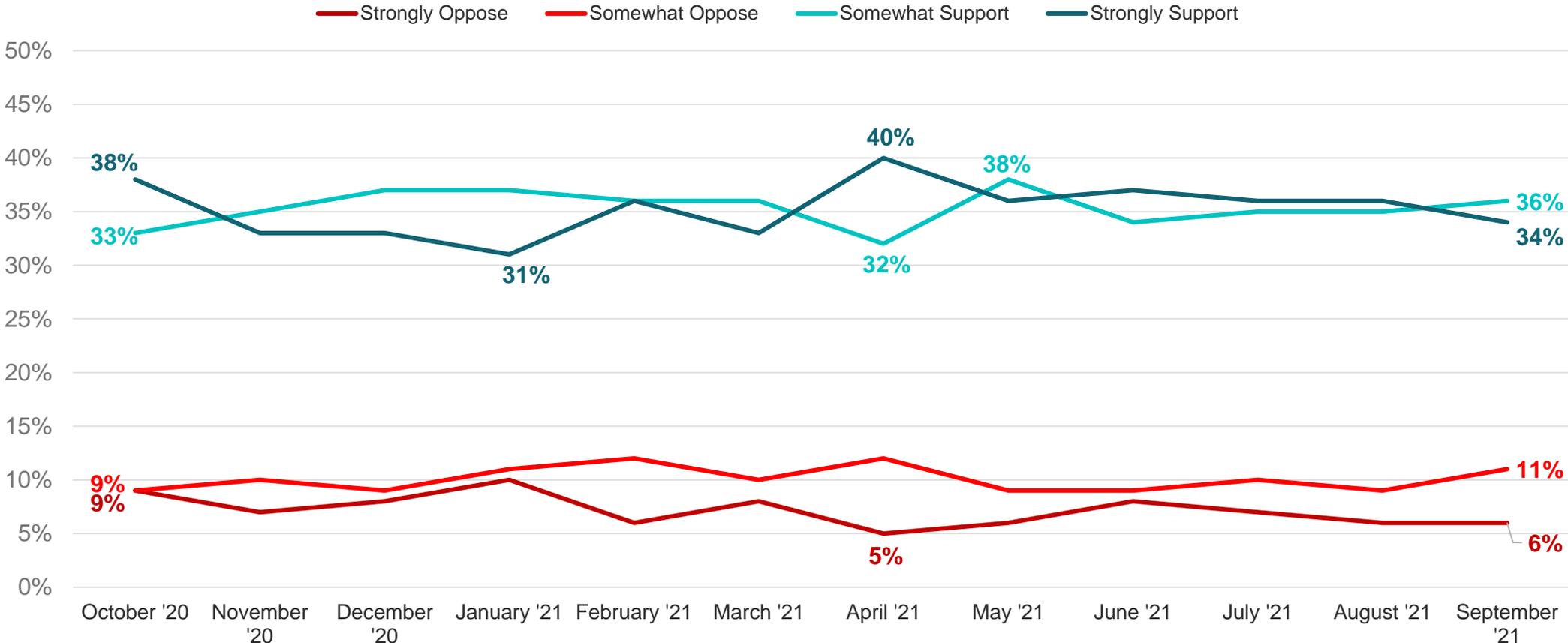


Note: Don't know/no opinion responses are not shown.

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

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



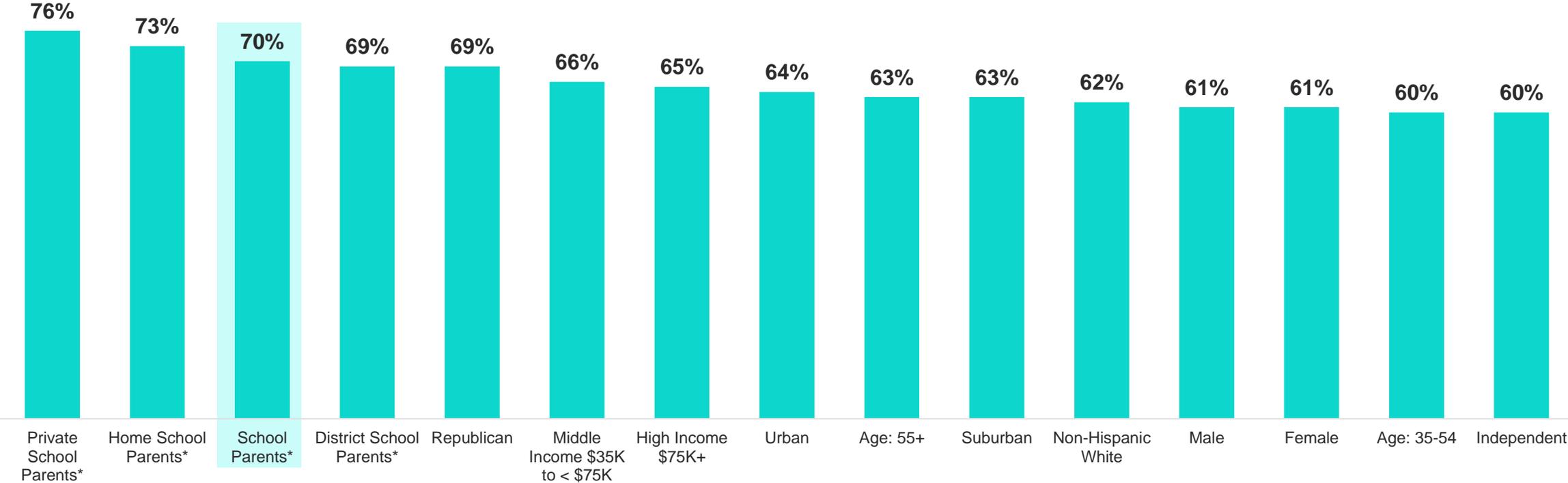
Note: Don't know/no opinion responses are not shown.

# Seven out of 10 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  
 Note: Parent groups based on child/children school type attendance in SY21-22.

# Although support of charter schools remains high across demographics, there were decreases among Blacks and GenXers.

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

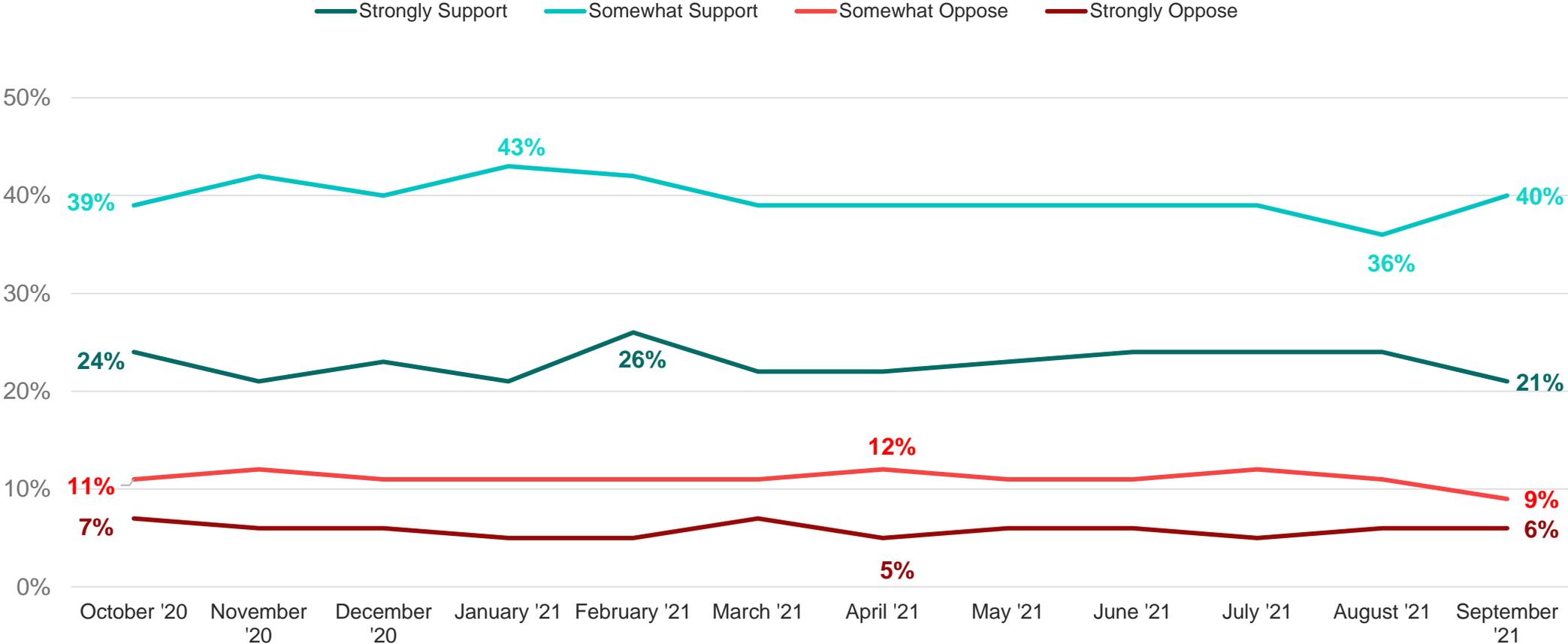
Most Supportive 

	Vs August			Vs August			Vs August	
Republican	69%	+2	Suburban	63%	+1	Hispanic	59%	+2
Middle Income \$35K to < \$75K	66%	+1	Non-Hispanic White	62%	+1	Democrat	58%	-2
High Income \$75K+	65%	+2	Millennials	62%	+5	Rural	57%	-2
West	65%	+1	Male	61%	-3	Gen Z	56%	+8
Urban	64%	+5	Female	61%	+4	Small Town	55%	-3
Educ: Bachelors or Postgrad	63%	-2	South	61%	+3	Low Income < \$35K	55%	-1
Baby Boomer	63%	-2	Educ: < College	60%	+2	Black	54%	-8
Northeast	63%	-1	Independent	60%	+1	Midwest	53%	-4
			Gen X	59%	-7			

# In September, soft support of charter schools increased by four points while strong support decreased by three points.

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

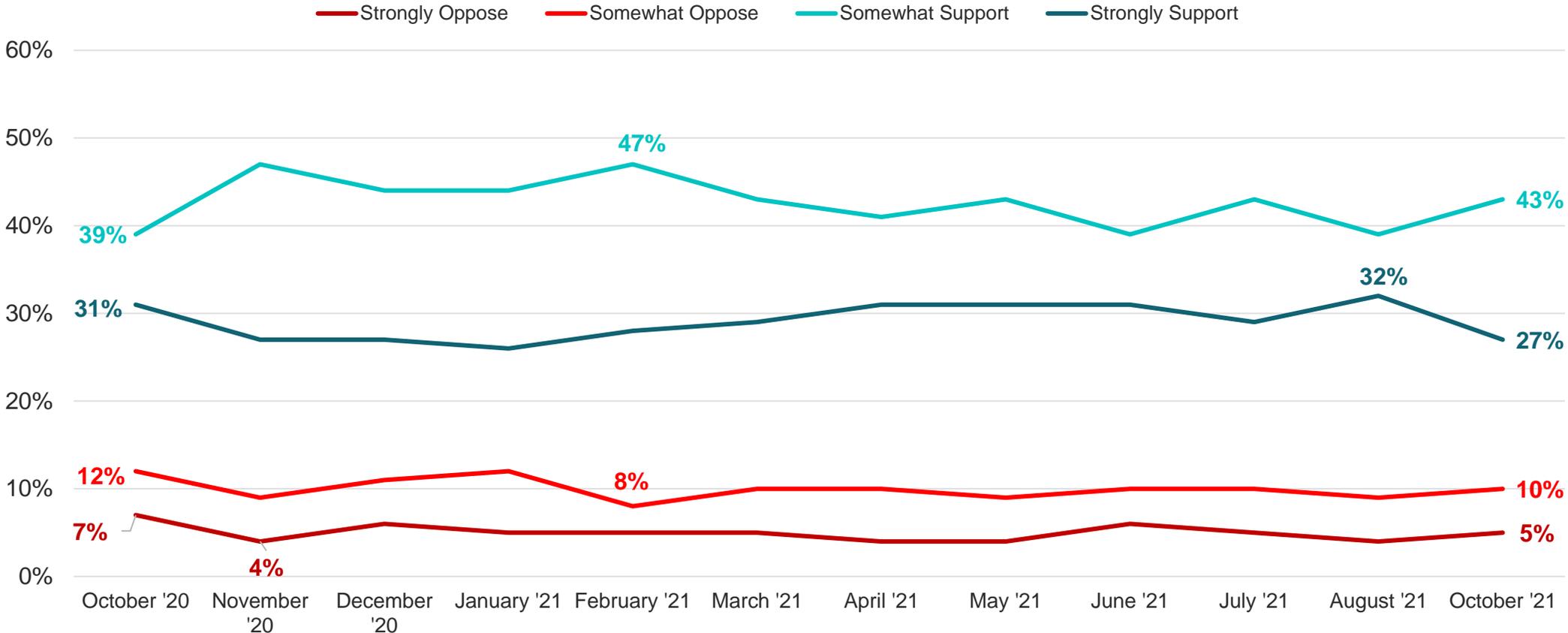


Note: Don't know/no opinion responses are not shown.

# In September, a five-point decline in strong support of charter schools was nearly offset by increased soft support.

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**

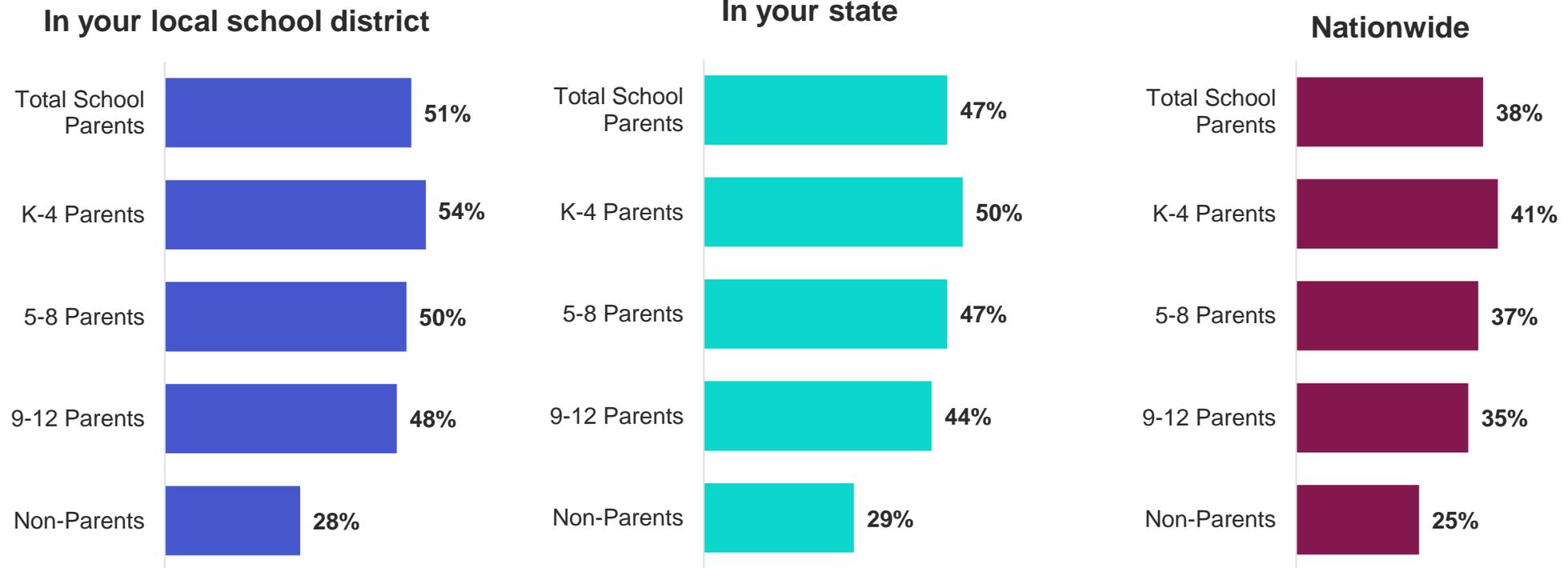
**SURVEY PROFILE AND DEMOGRAPHICS**



# School parents are more optimistic about the direction of K-12 education than non-parents. Though for the latter we did observe moderate increases in September.

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?

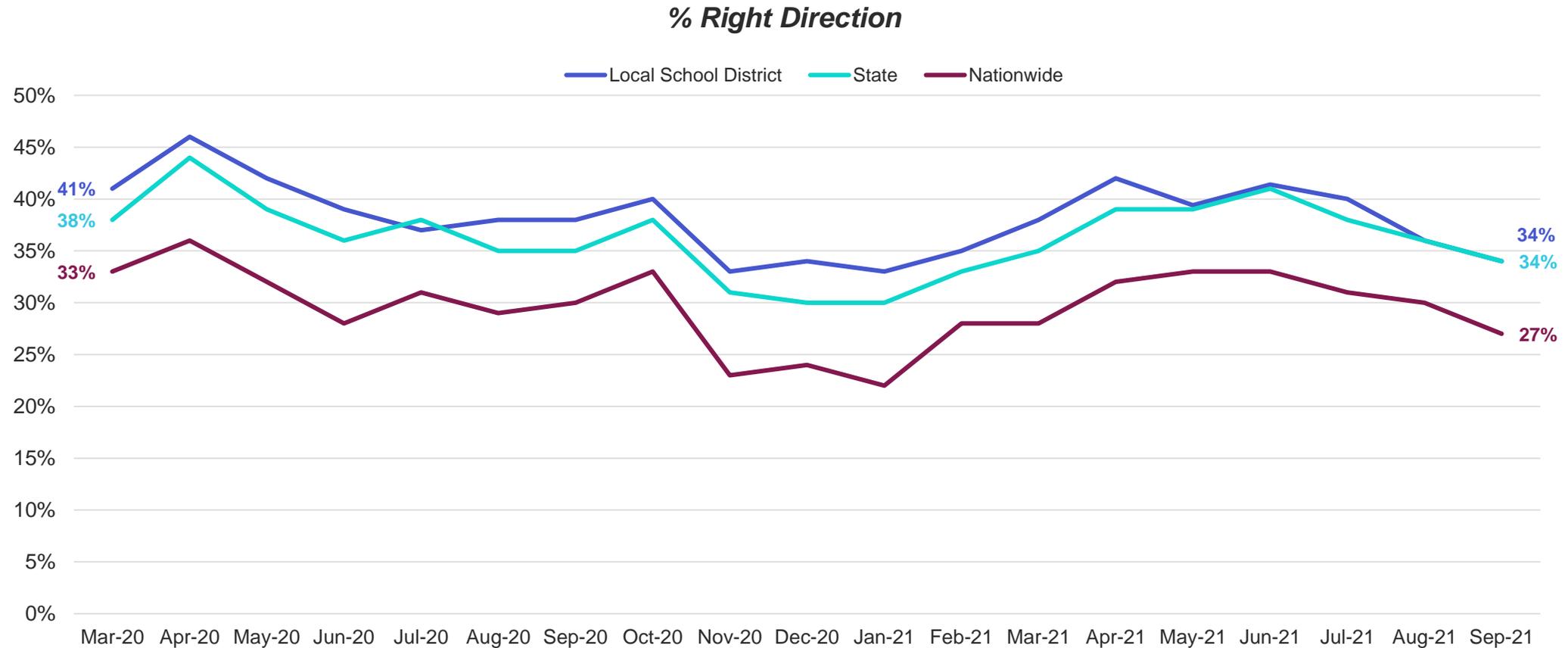
## *% Right Direction*



# Since June, Positive sentiment about the direction of K-12 education has declined.

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?

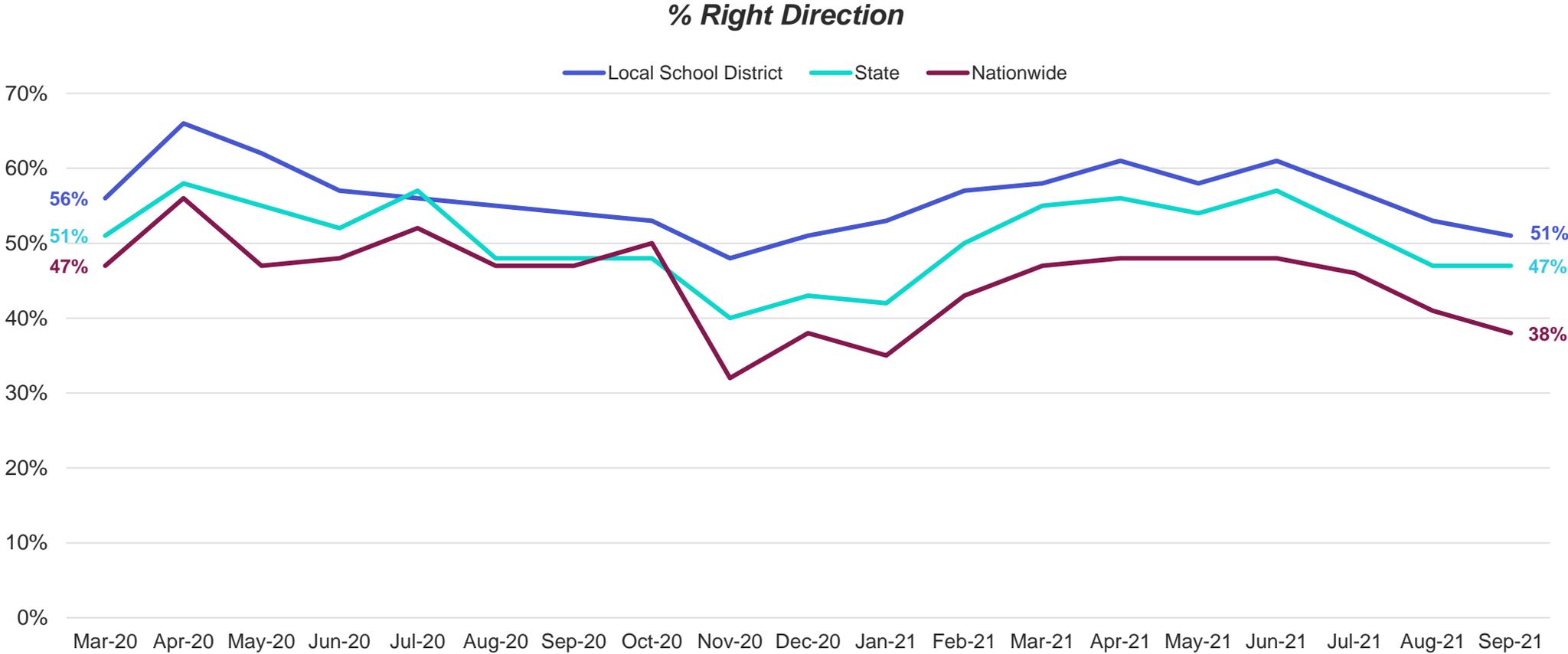
## All Adults



# School parents' positive sentiments about K-12 education, considering the local school district or nationwide, decreased in September.

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 both skills for future employment and core subjects.

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 (56%)
-  Become independent thinkers (47%)
-  Socialization (45%)
-  How to be good citizens (44%)
-  Skills for future employment (42%)
-  Values, moral character, religious virtues (37%)
-  To fix social problems (23%)

#### Grades 9-12

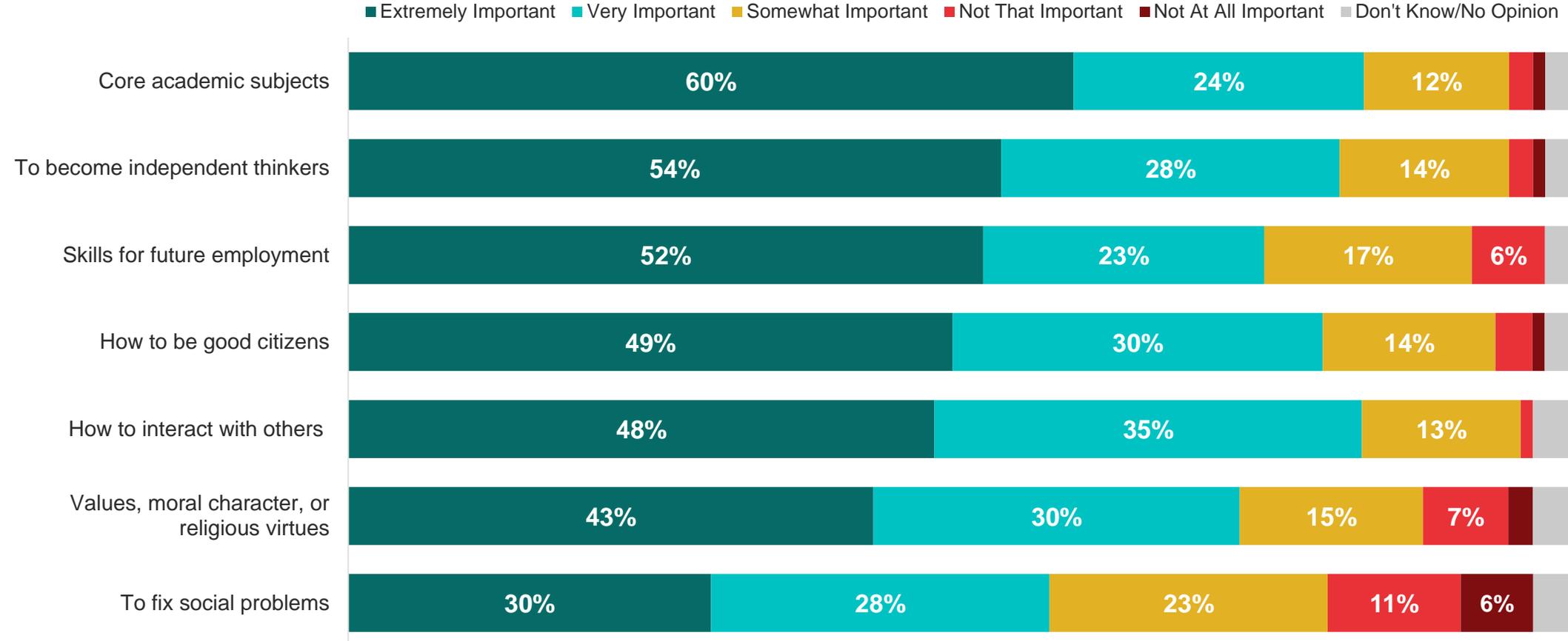
Average % selected Extremely Important **43%**

-  Skills for future employment (53%)
-  Core academic subjects (52%)
-  Become independent thinkers (49%)
-  How to be good citizens (45%)
-  Socialization (40%)
-  Values, moral character, religious virtues (35%)
-  To fix social problems (26%)

# School parents are most likely to say learning core 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...

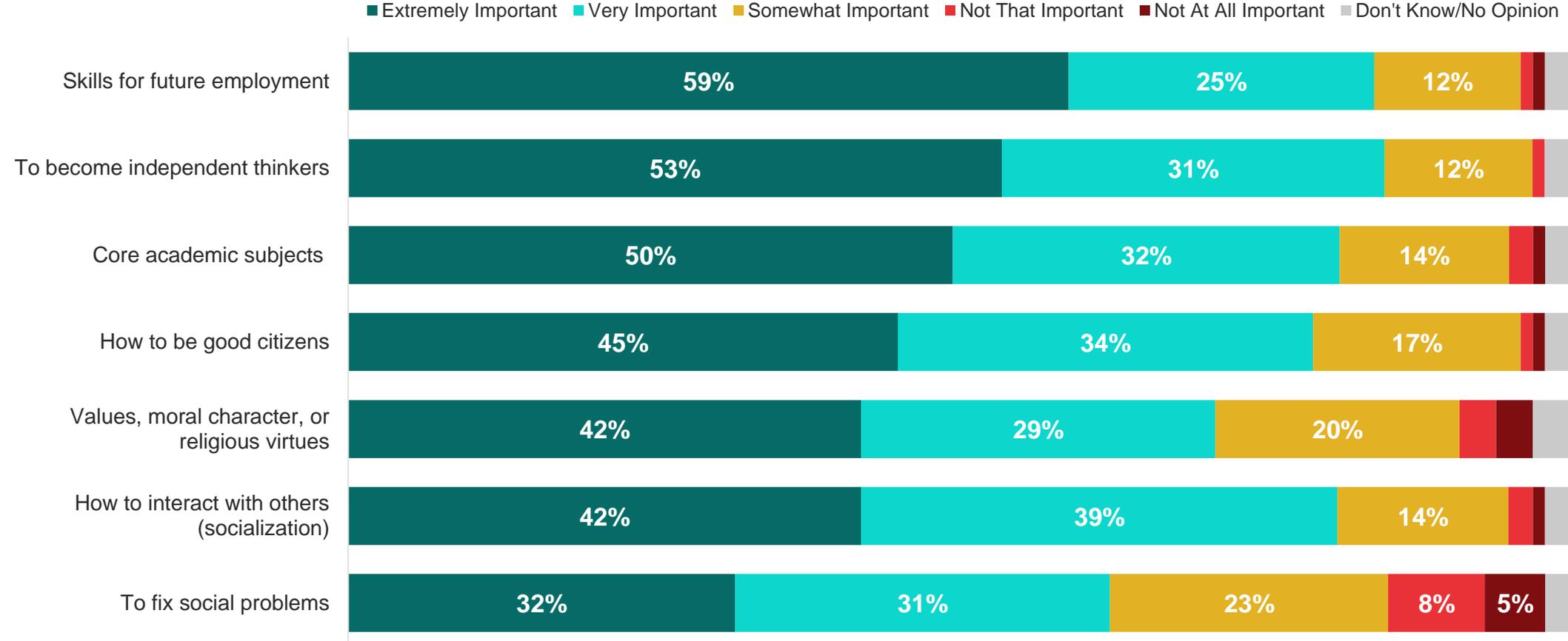
## School Parents



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

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



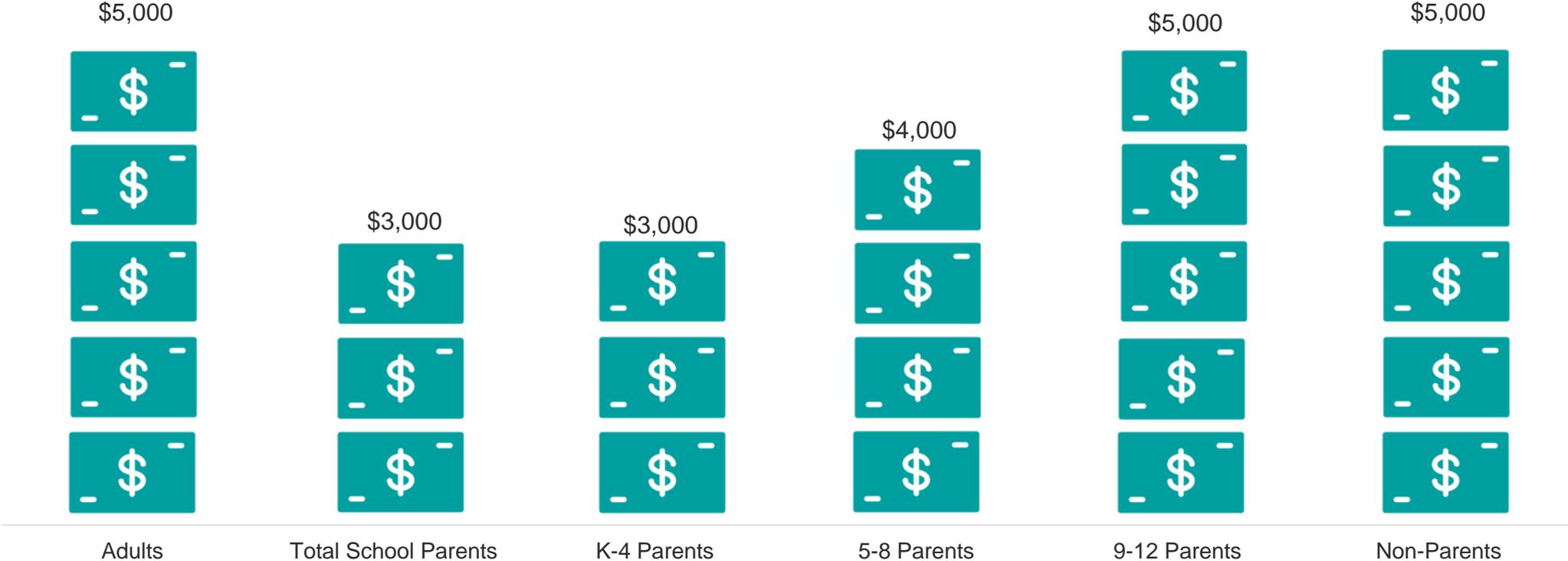
# Americans, especially school parents of younger children, believe that government spending per student is much lower than actual expenditures.

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

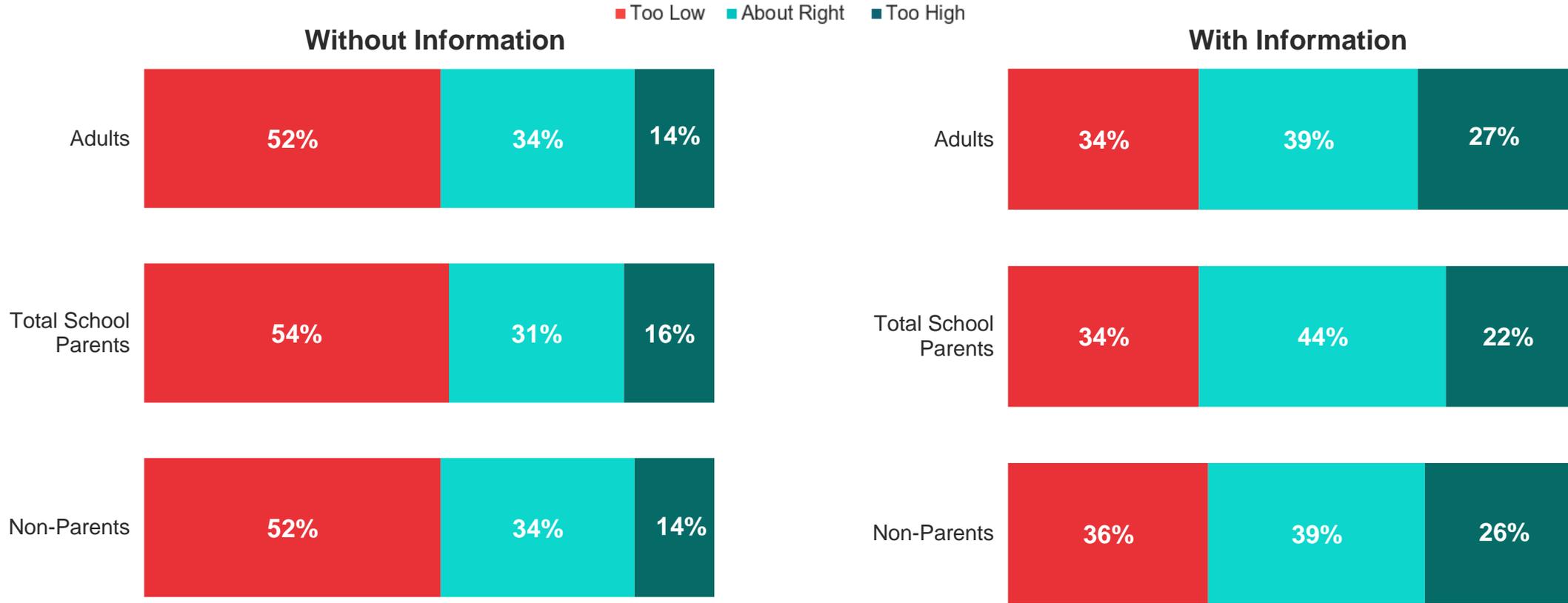


FY18 State Actuals Source: National Center for Education Statistics

# Americans are much less likely (-18 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:

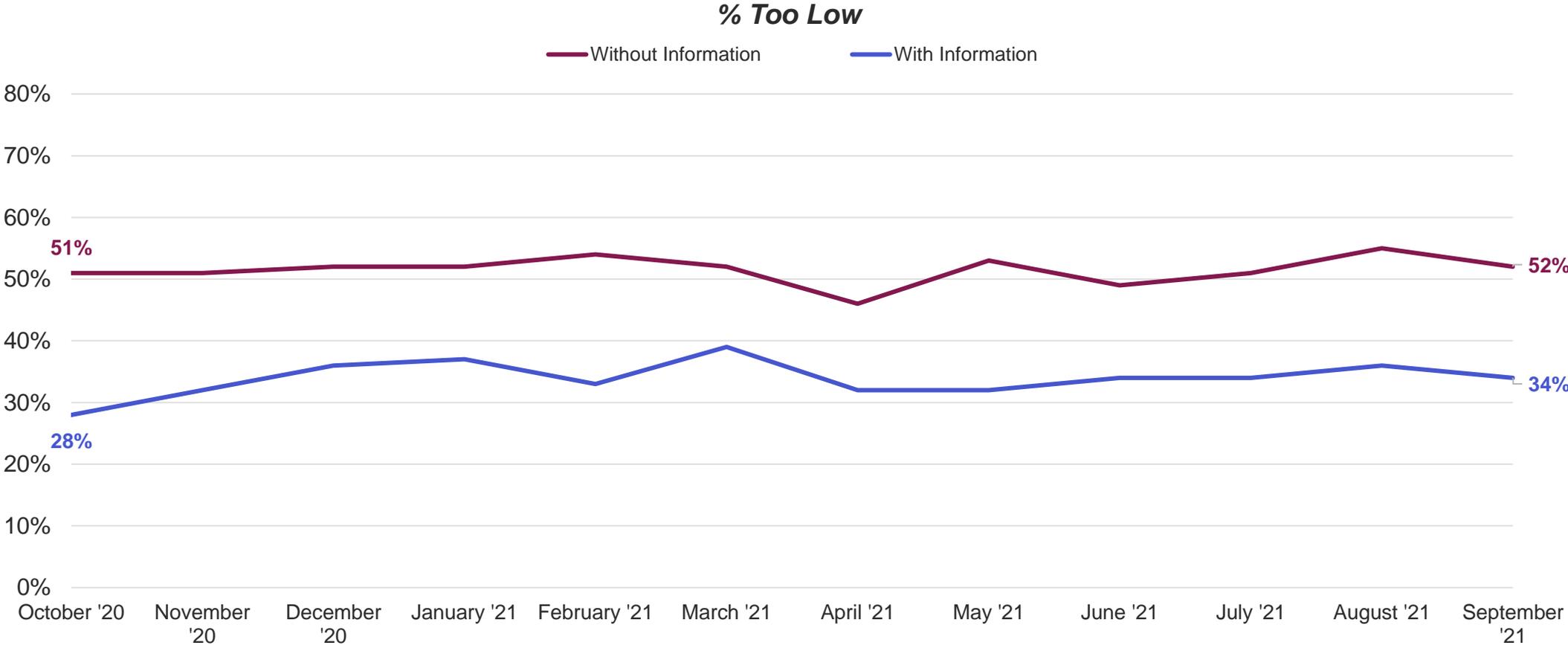


# When not given information, the percentage of Americans who believe public school funding is “too low” decreased by three points in September.

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

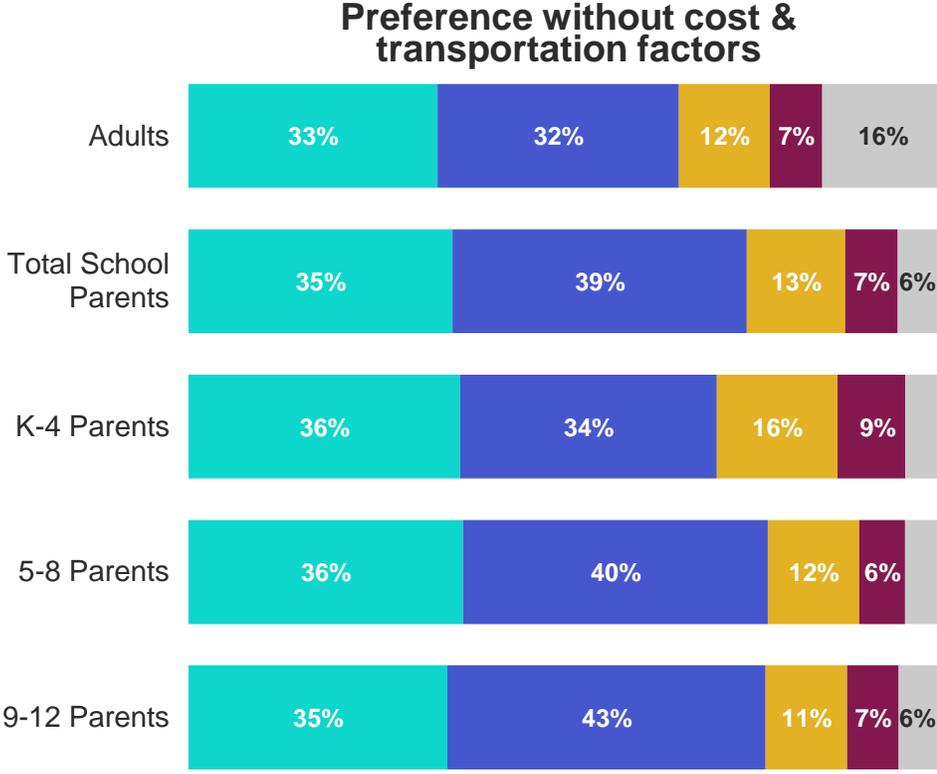
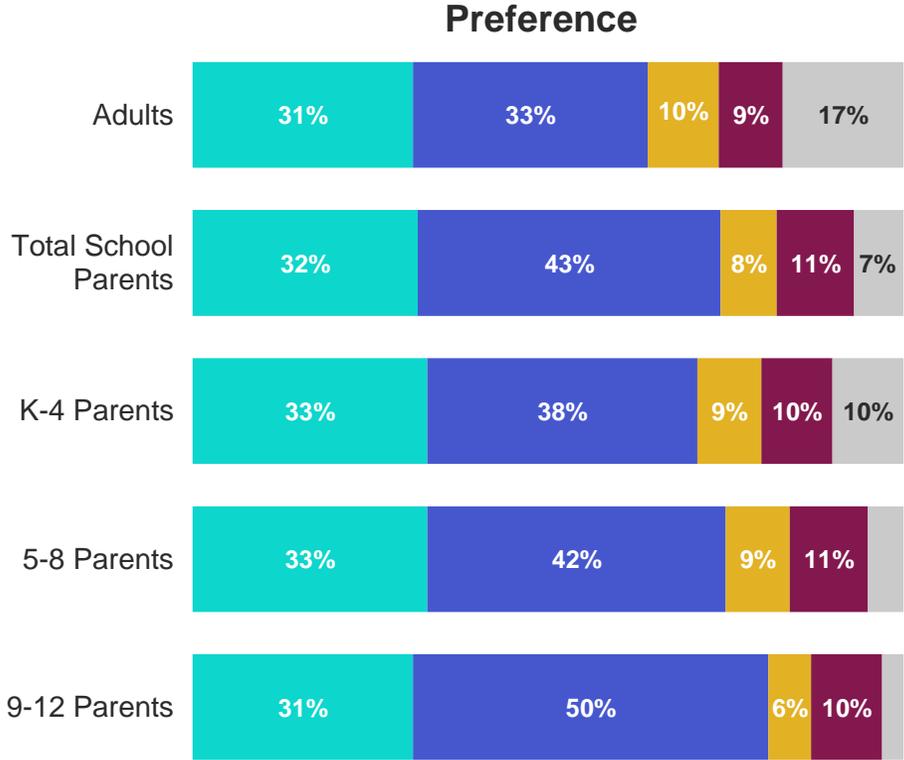


# In September, financial costs and transportation appears to make high school parents less likely to desire a public district school.

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?

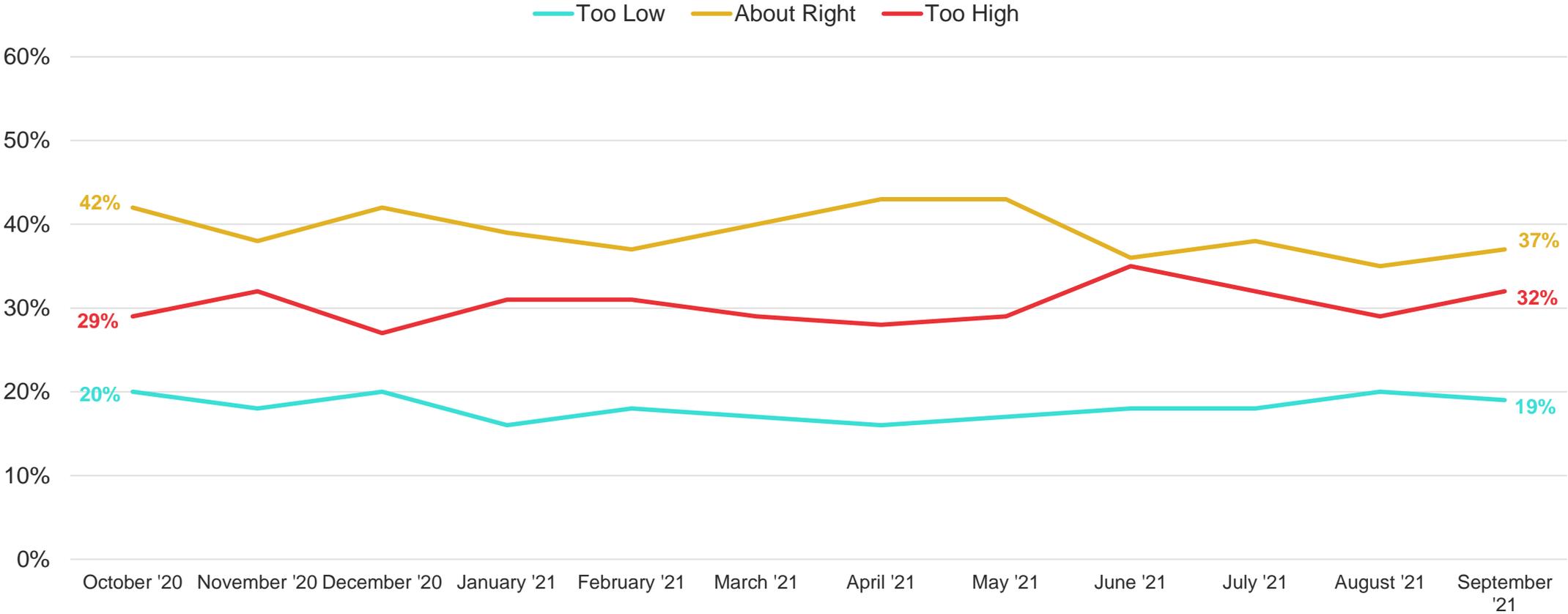
■ Private School ■ Regular Public School ■ Home School ■ Charter School ■ Don't Know/No Opinion



# In September, school parents were more likely to say the time spent on standardized testing was either 'about right' or '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



AGENDA

**COVID-19 AND SCHOOLING**

**SCHOOL CHOICE POLICIES**

**VIEWS ON K-12 EDUCATION**

**SURVEY PROFILE AND DEMOGRAPHICS**



# Survey Profile, 1

<b>Dates</b>	September 10-20, 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

<b>Survey Time</b>	Gen Pop Median = 11.13 minutes, Oversample Median = 13.34 minutes
<b>Sample Size</b>	N = 2,200 General Population N= 1,207 Total School Parents
<b>Oversampling</b>	N = 700 School Parents
<b>Quotas</b>	Age, Gender
<b>Weighting</b>	Age, Race, Ethnicity, Gender, Education, Census Region
<b>Measure of Precision (adjusted for weighting)</b>	± 2.41 percentage points (Gen Pop), ± 3.88 percentage points (Oversample)
<b>Participation Rate</b>	32.12% (Gen Pop), 15.31% (Oversample)
<b>Methods Page</b>	<a href="https://edchoice.morningconsultintelligence.com/methodology/">https://edchoice.morningconsultintelligence.com/methodology/</a>
<b>Project Contact</b>	Paul DiPerna, paul@edchoice.org

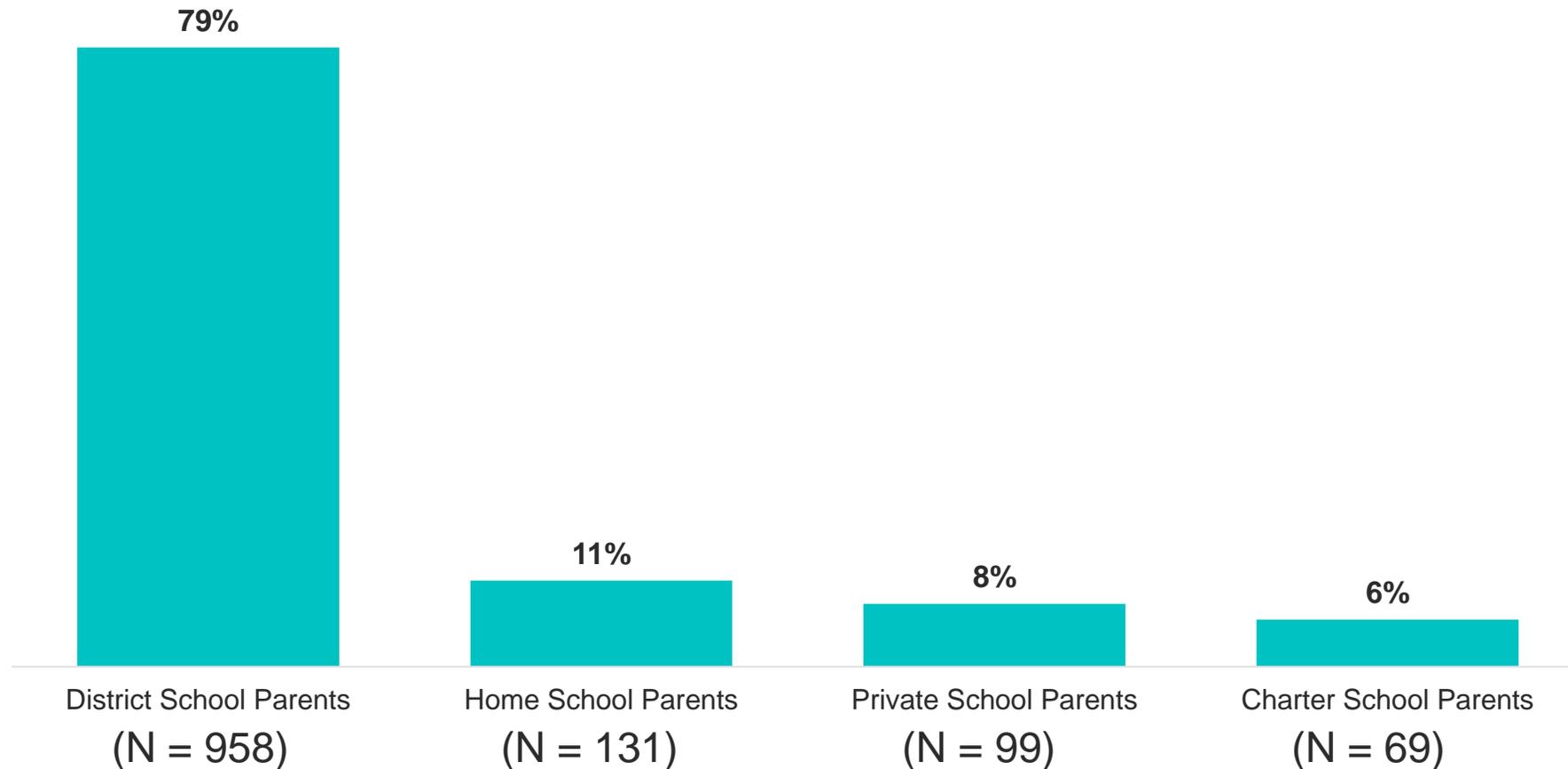
Demographics	Unweighted (N = )
Hispanic	161
Non-Hispanic White	1717
Black	222
Other	91
Generation Z	188
Millennial	666
Generation X	314
Boomers	838
Male	839
Female	1361
< College	1480
College +	720
Northeast	399
Midwest	526
South	913
West	362

Demographics	Unweighted (N = )
Total School Parents*	1207
K-4 Parents*	652
5-8 Parents*	490
9-12 Parents*	424
Non-Parents	862
Liberal	557
Moderate	674
Conservative	685
Democrat	771
Independent	583
Republican	654
Urban	504
Suburban	983
Small Town	289
Rural	424
Low Income <\$35K	948
Middle Income \$35K to <\$75K	756
High Income \$75K+	496

\* Denotes the sample came from school parents

Demographics	Unweighted	Weighted	Target (%)
Hispanic	7%	16%	16%
White	78%	78%	78%
Non-Hispanic White	78%	n/a	n/a
Black	10%	12%	12%
Other	5%	9%	9%
Age: 18-34	23%	30%	30%
Age: 35-54	31%	31%	31%
Age: 55+	45%	40%	40%
Age: 65+	26%	20%	20%
Male	38%	48%	48%
Female	62%	52%	52%
< College	67%	69%	69%
College +	33%	31%	31%
Northeast	18%	18%	18%
Midwest	24%	21%	21%
South	42%	37%	37%
West	16%	24%	24%

## Parent groups based on estimated school type attendance for the 2021-2022 school year



*Note: Parent groups are not necessarily exclusive, there are cases where a parent could have children enrolled in different school types.*

## Methodology Update

In addition to the monthly general population polling, Morning Consult oversamples 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 2017 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 2017 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 2021-2022 school year
Charter School Parents	Have at least one child enrolled in a charter school for the 2021-2022 school year
District/Public School Parents	Have at least one child enrolled in a district/public school for the 2021-2022 school year
Private School Parents	Have at least one child enrolled in a private school for the 2021-2022 school year
Home School Parents	Have at least one child enrolled in home school for the 2021-2022 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®

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)





[MORNINGCONSULT.COM](https://morningconsult.com)