

ed CHOICE

THE PUBLIC, PARENTS, AND K-12 EDUCATION

A National Polling Report

NOVEMBER 2021

KEY FINDINGS

1. Parents' comfort with their children returning to school increased once again in November. Overall comfort for a return to school reached its highest level since the Summer of 2021.
2. Overall interest in both pods and tutoring increased slightly in November. The amount parents are willing to pay for those education options has increased as well.
3. School parents are much more likely to want schools to prioritize and focus on student resources, curriculum, communications, and transportation, compared to vaccine requirements.
4. When thinking about their child's education, parents believe they should have the most control over vaccine and masking requirements. However, they while the school leaders should have the most control over curriculum and student resources. Parents consistently believe policymakers should have the least amount of control.
5. School parents' expressed a higher level of optimism for K-12 education nationally, up 8 percentage points in November. However, the broader public's views held steady at all levels - national, state, and local.
6. Education issues are currently not the top voting issue for the general public or school parents. But both tend to prioritize education a little more when considering local offices. This is especially true among Blacks, Democrats, and those living in either urban or suburban areas.
7. Overall support held steady at high levels this month for school choice policies: education savings accounts (ESAs), school vouchers, and charter schools.

Methodology:

This poll was conducted between November 6-November 12, 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 2.36 percentage points..

AGENDA

COVID-19 AND SCHOOLING

SCHOOL CHOICE POLICIES

VIEWS ON K-12 EDUCATION

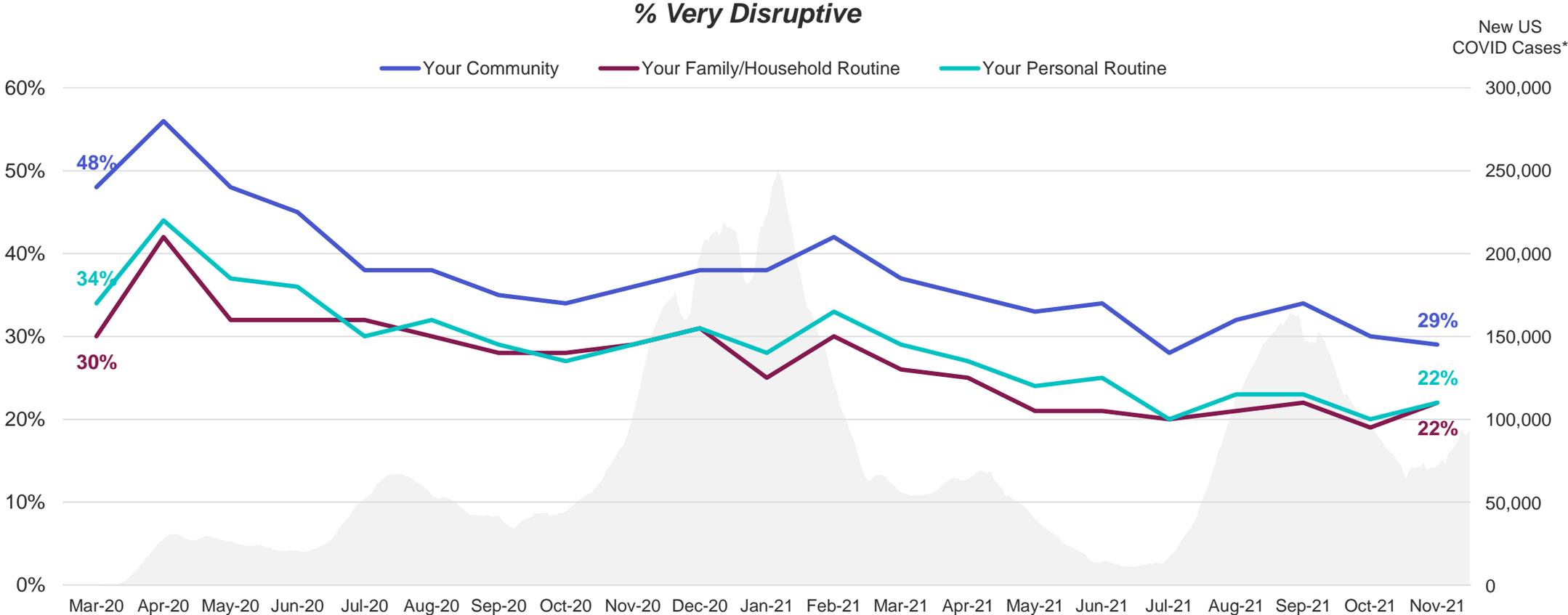
SURVEY PROFILE AND DEMOGRAPHICS



The percentage of adults who feel the coronavirus has been ‘very disruptive’ to their personal routine and household routine increased slightly in November. These percentages still remain near pandemic lows.

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

All Adults

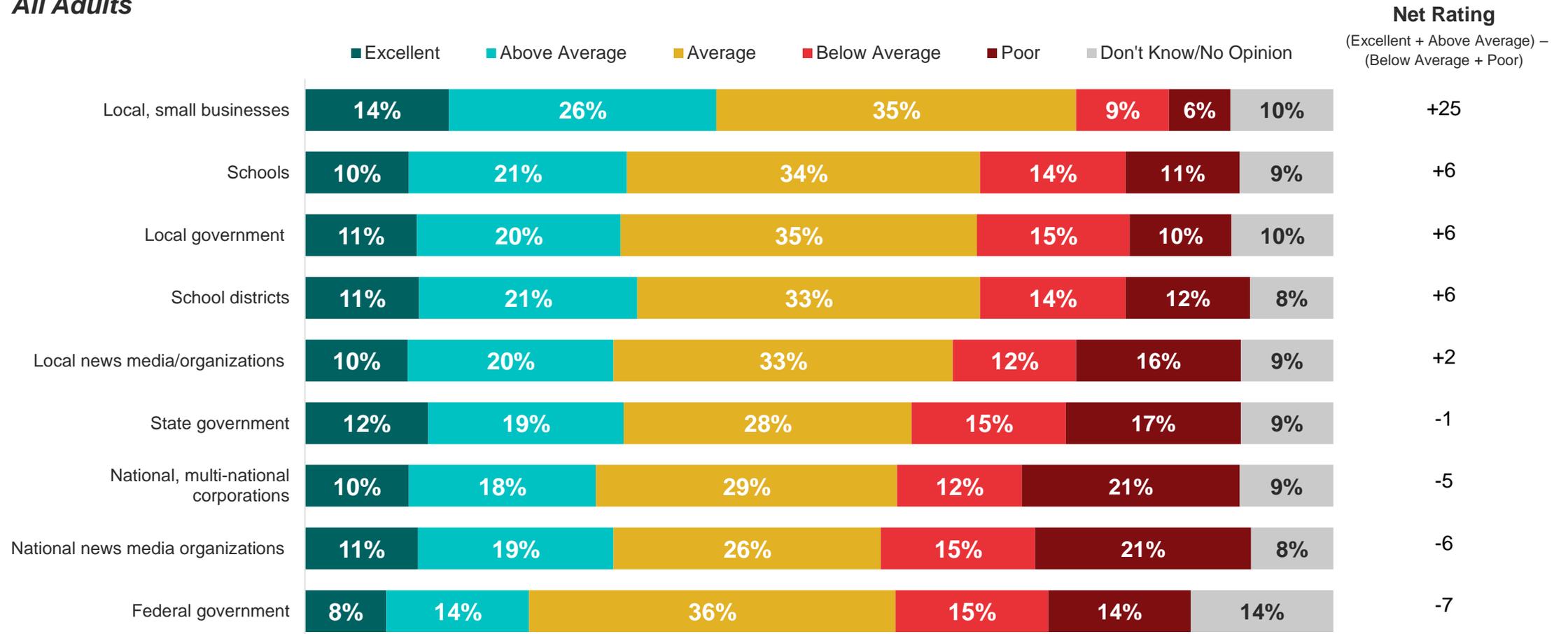


*CDC 7-day moving average

Americans are most likely to rate local businesses more positively compared with other institutions for 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?

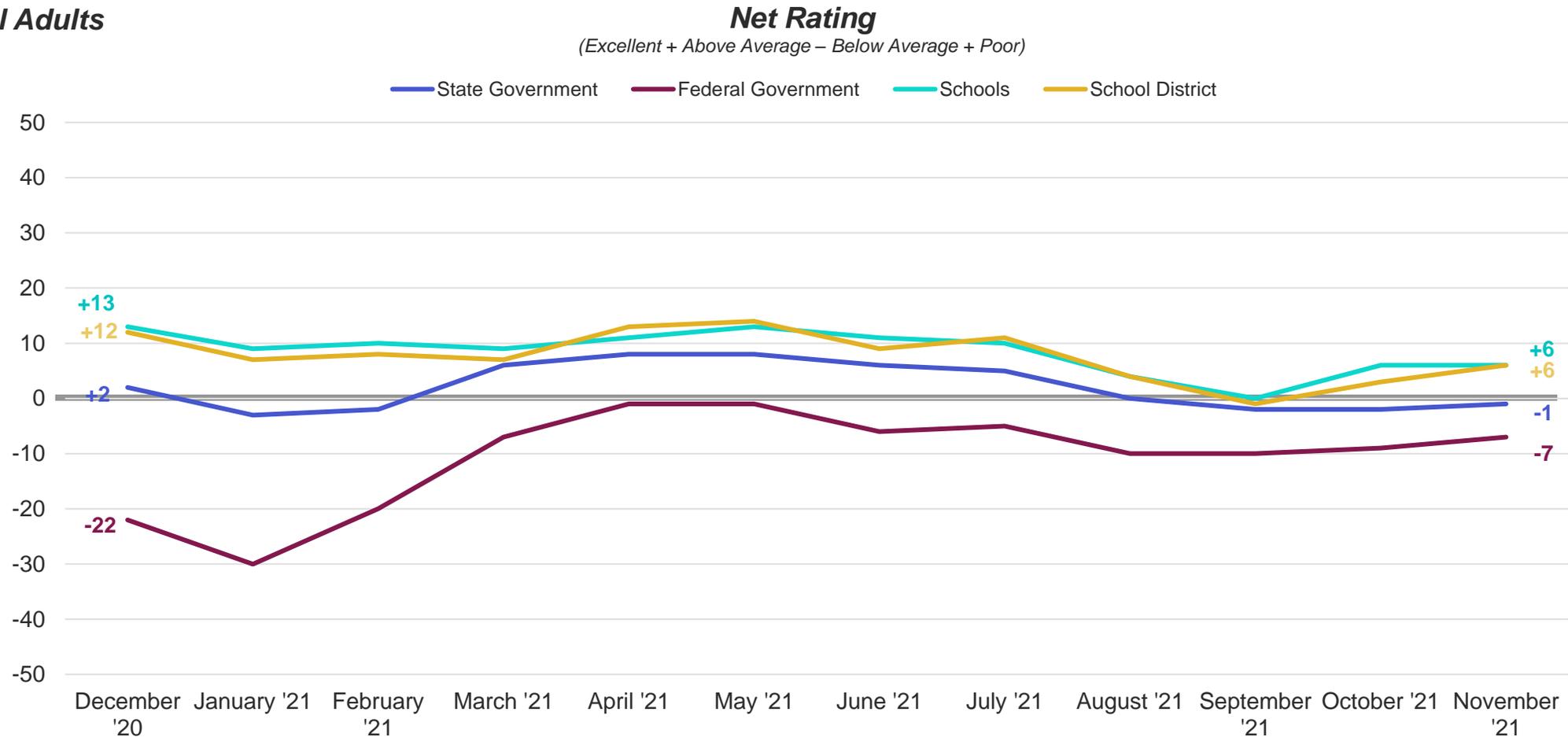
All Adults



Over time Americans' ratings have converged regarding how schools, districts and governments are responding to the pandemic.

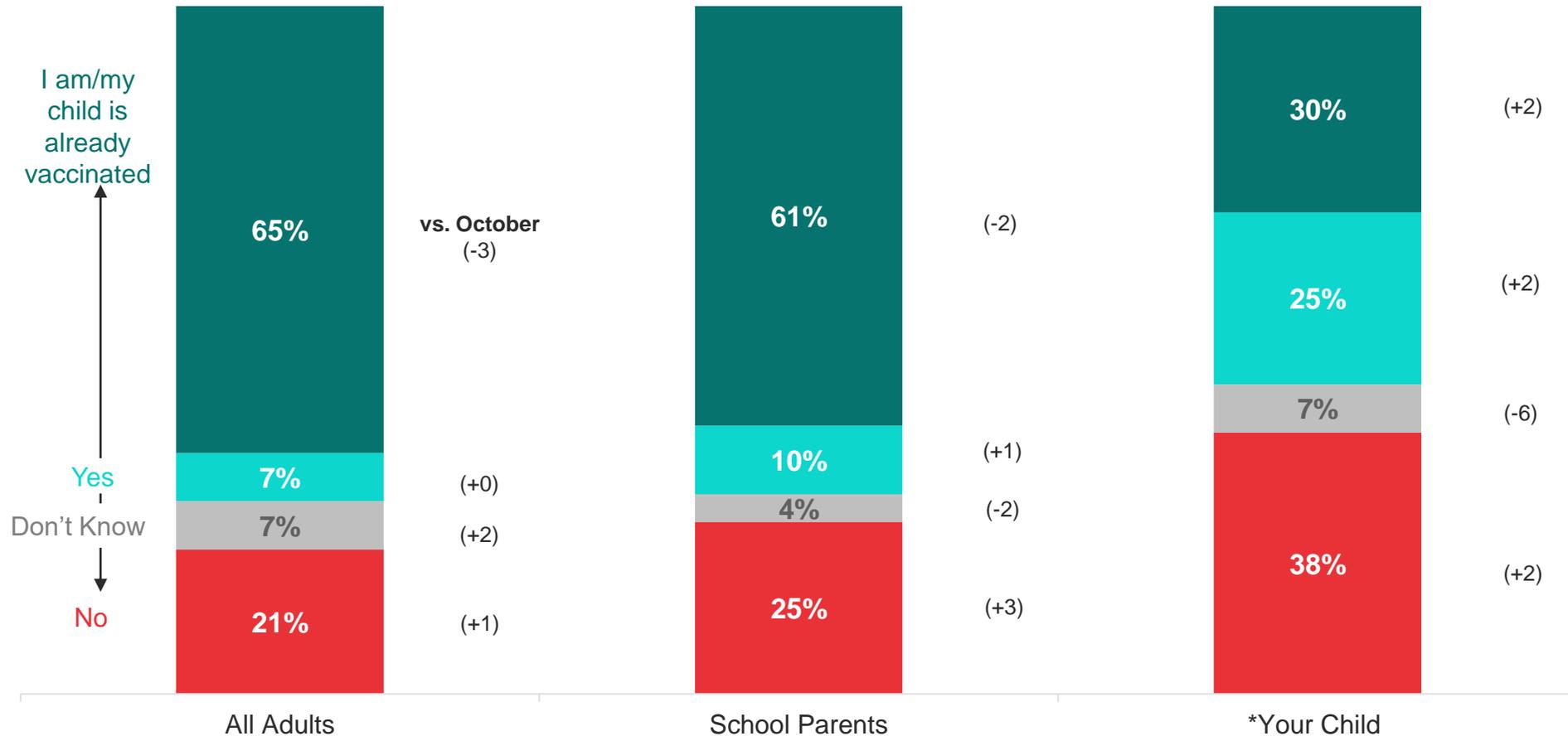
Based on what you have seen, read, or heard so far, how would you rate the following institutions on their response to the coronavirus (COVID-19) outbreak?

All Adults



In November, school parents showed signs of being more certain with whether they will vaccinate their child or not.

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 November, we see the largest decreases of vaccinations and vaccine willingness among Blacks, Southerners, those living in small towns, and GenZers.

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?

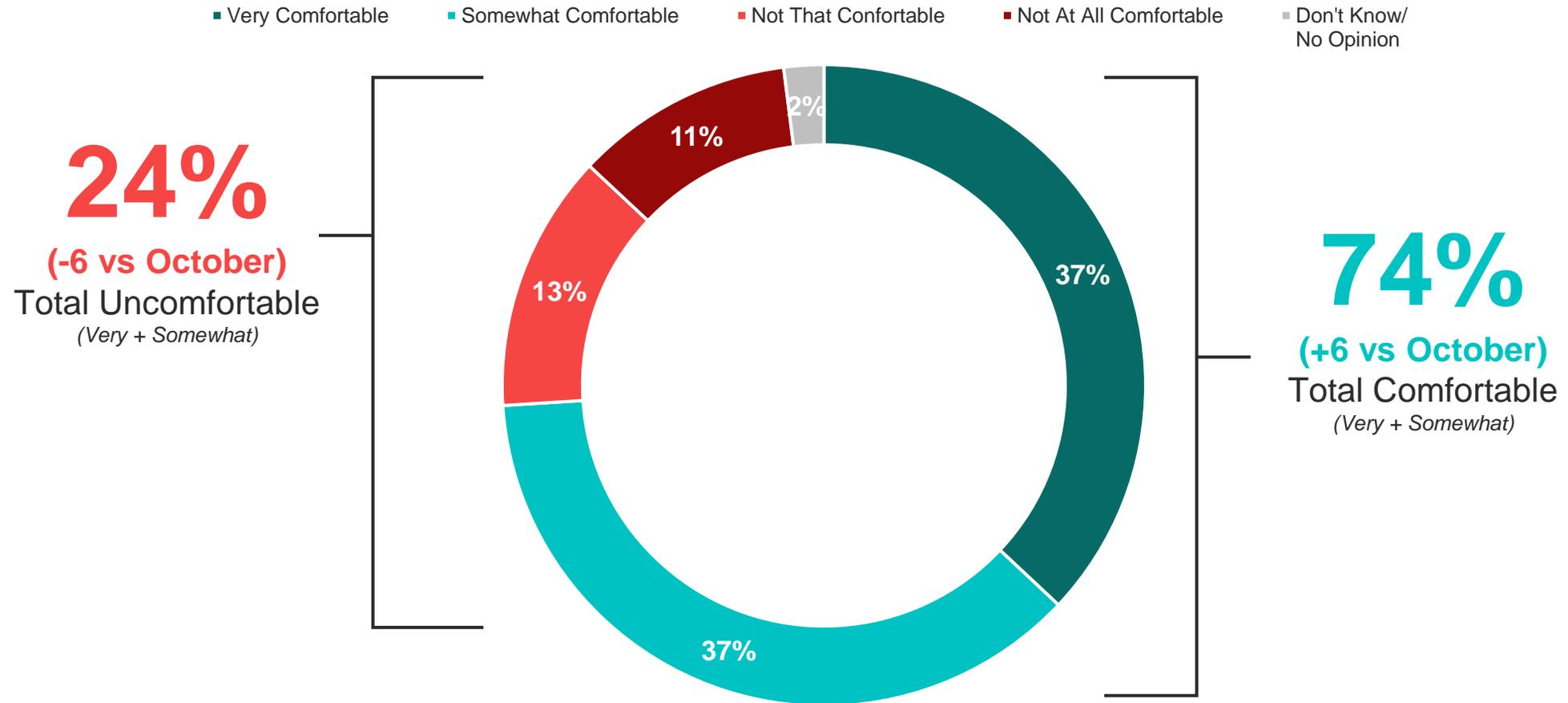
All Adults

| Groups most likely to get vaccinated/already vaccinated | | | Groups moderately likely to get vaccinated/already vaccinated | | | Groups less likely to get vaccinated/already vaccinated | | |
|--|-----|------------|--|-----|------------|--|-----|------------|
| | | Vs October | | | Vs October | | | Vs October |
| Democrat | 88% | +0 | Non-Hispanic White | 74% | -1 | Rural | 66% | +2 |
| High Income \$75K+ | 84% | +1 | Hispanic | 73% | -2 | Low Income < \$35K | 64% | -5 |
| Educ: Bachelors or Postgrad | 84% | -3 | Midwest Region | 71% | -1 | Black | 64% | -7 |
| Northeast Region | 81% | +1 | Gen X | 68% | -2 | Republican | 63% | -2 |
| Baby Boomers | 81% | -4 | Independent | 68% | -4 | Small Town | 61% | -8 |
| Suburban | 78% | -1 | Millennials | 67% | +2 | Gen Z | 59% | -15 |
| West Region | 77% | +1 | Educ: < College | 67% | -2 | | | |
| Urban | 75% | -4 | South Region | 67% | -7 | | | |
| Middle Income \$35K to < \$75K | 75% | -4 | | | | | | |

Nearly three out of four school parents feel comfortable with their child returning to school in November, an increase of six points since October.

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?

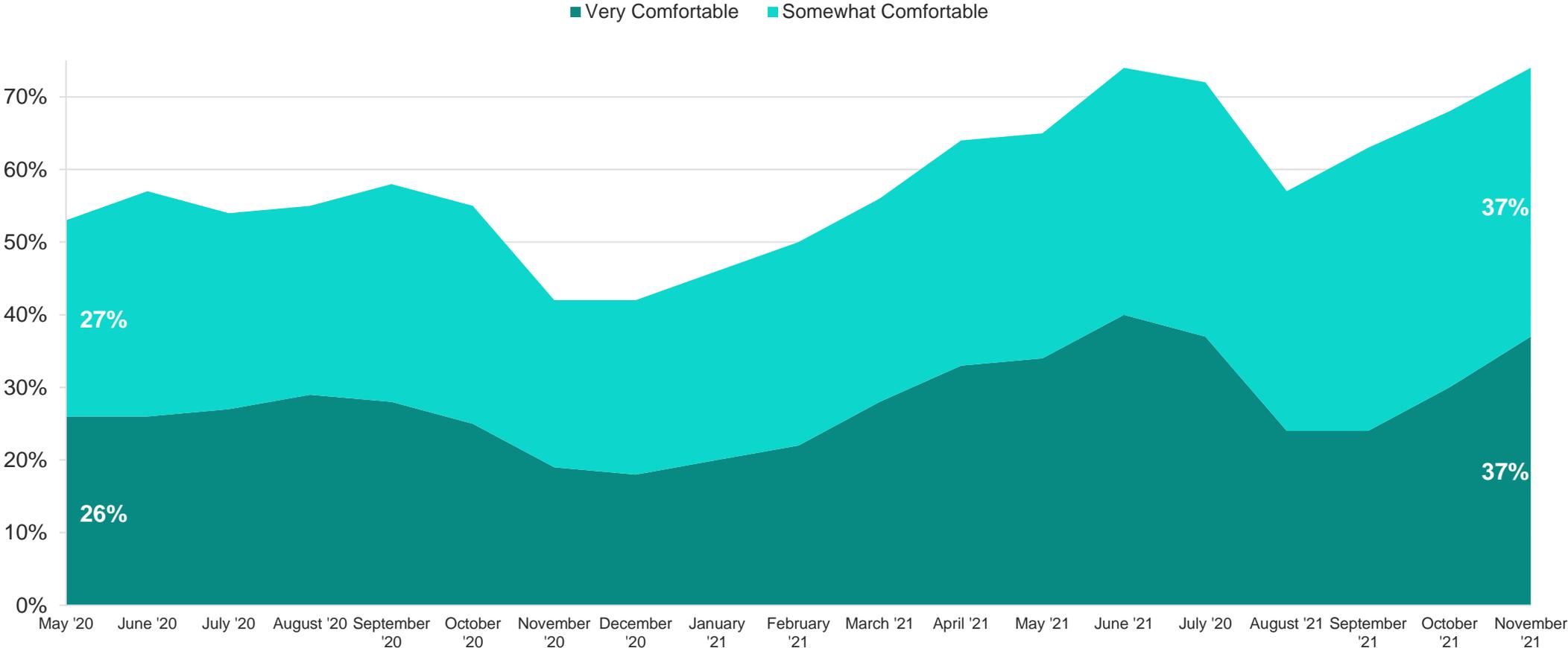
School Parents



School parents' comfort with their children returning to school has reached its highest point throughout the pandemic.

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

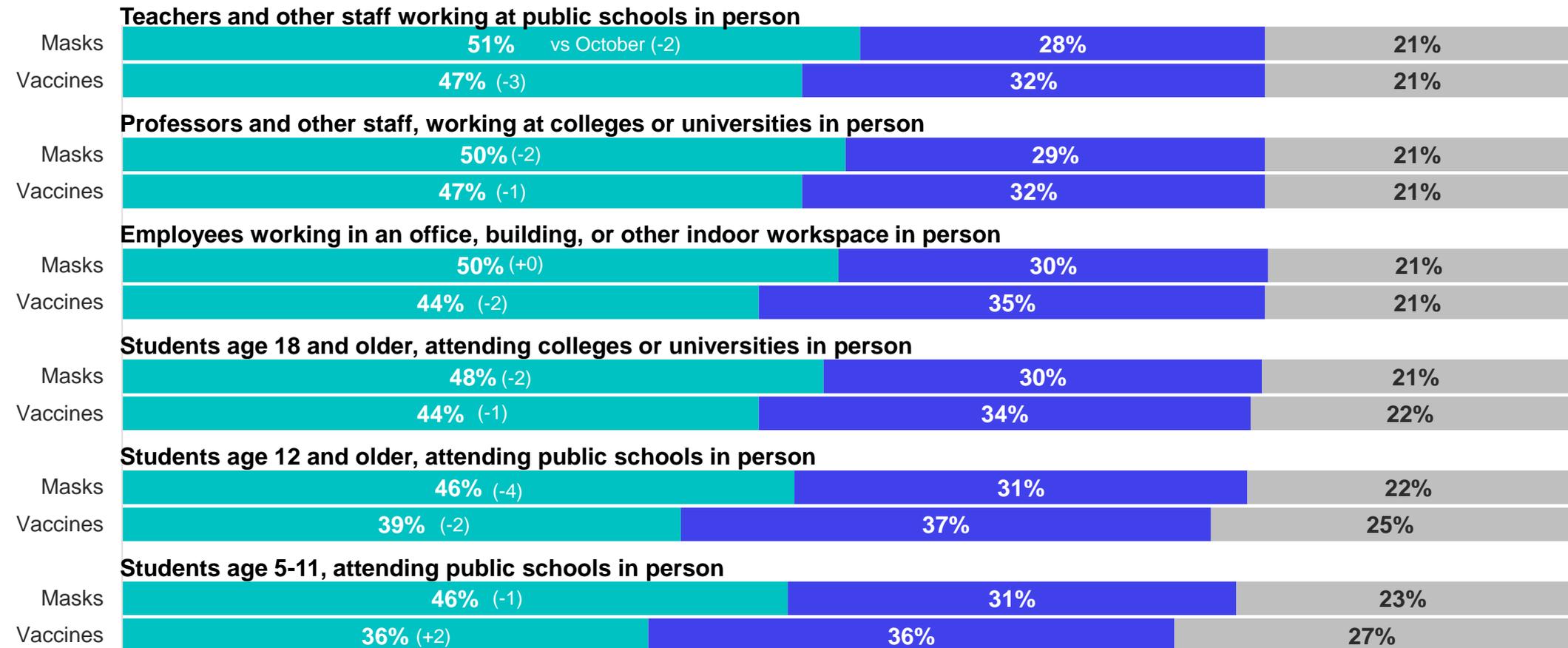


Americans have maintained their mixed views on mandates for masking and vaccinations. Although there is relatively more support for mandatory masking of young children than for requiring vaccinations.

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?

All Adults

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

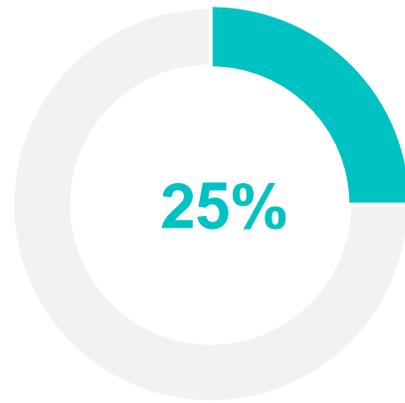


One out of four school parents have had to quarantine their child in the past month due to COVID-19. The rate is even higher among private school parents.

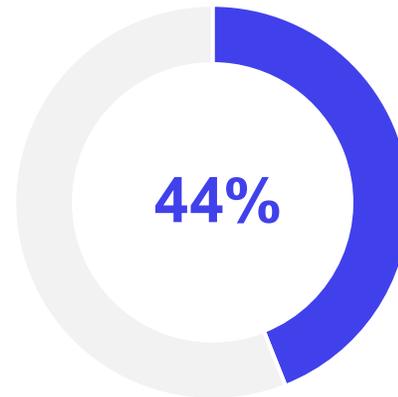
In the last month, have any of your children quarantined because of the COVID-19 outbreak?

School Parents

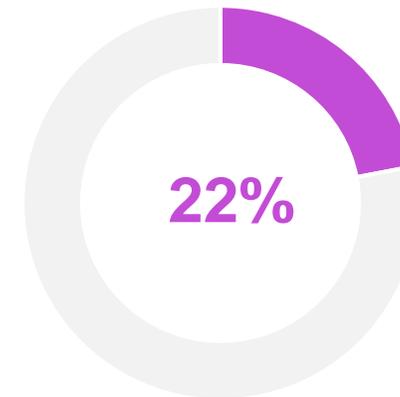
% of Parents Having to Quarantine their Child in the Past Month



Total School Parents



Private School Parents



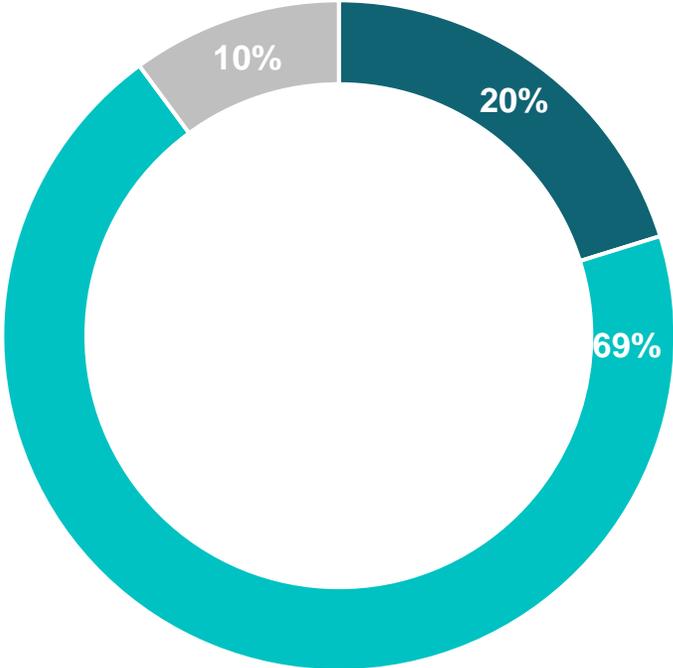
District School Parents

Seven out of 10 school parents believe that schools should provide multiple learning options for students this school year. Democrats are nearly 20 points more likely than Republicans to have this opinion.

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



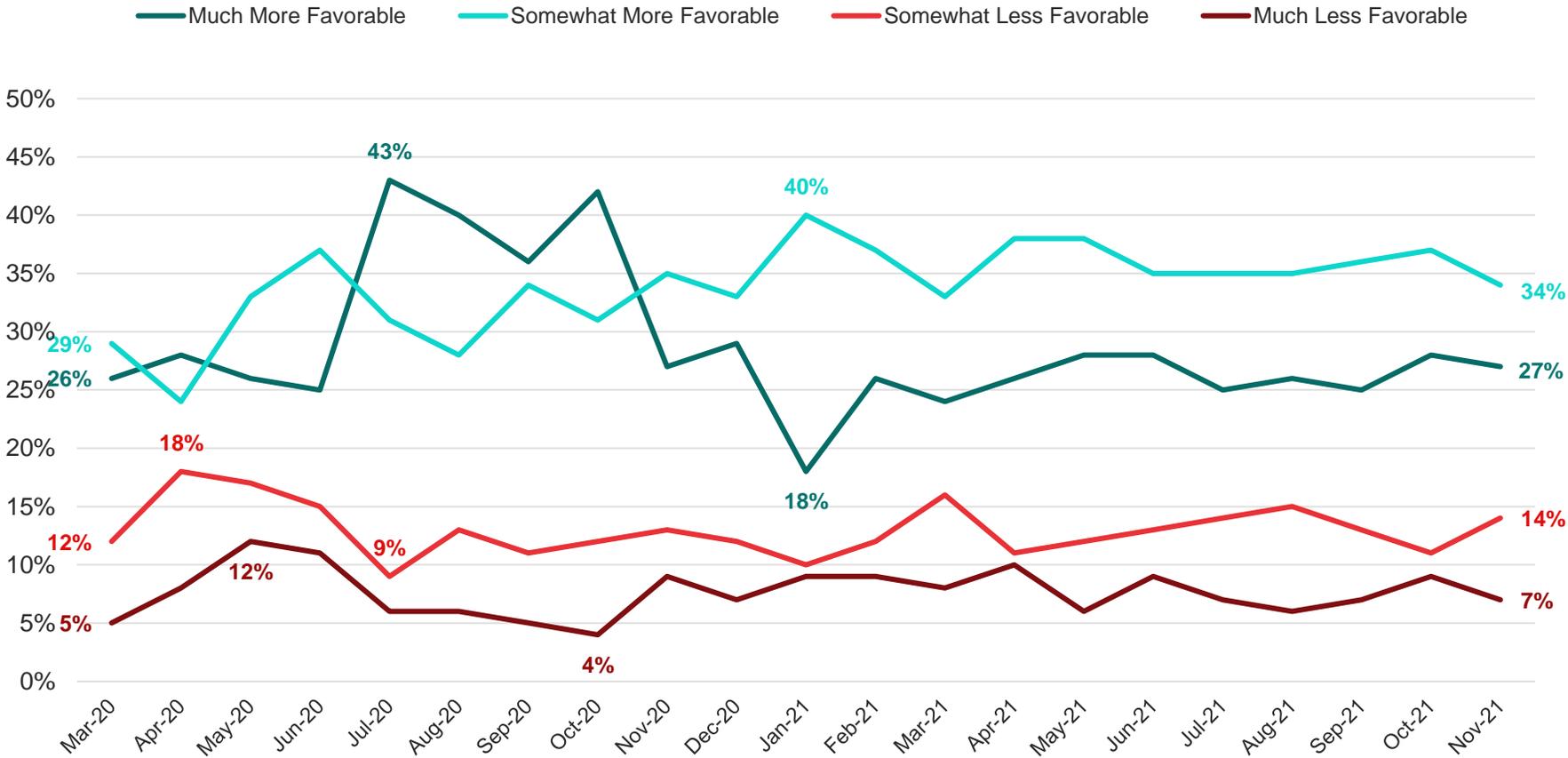
Desire to provide multiple learning options by demographic

| | | |
|-----------------------|--------------------------------|-----|
| Income | Low Income < \$35K | 69% |
| | Middle Income \$35K to < \$75K | 74% |
| | High Income \$75K+ | 65% |
| Political Affiliation | Democrat | 77% |
| | Independent | 70% |
| | Republican | 58% |
| Race | Black | 75% |
| | Hispanic | 68% |
| | White | 70% |

Overall favorability of homeschooling decreased slightly among school parents in November. They still remain nearly 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



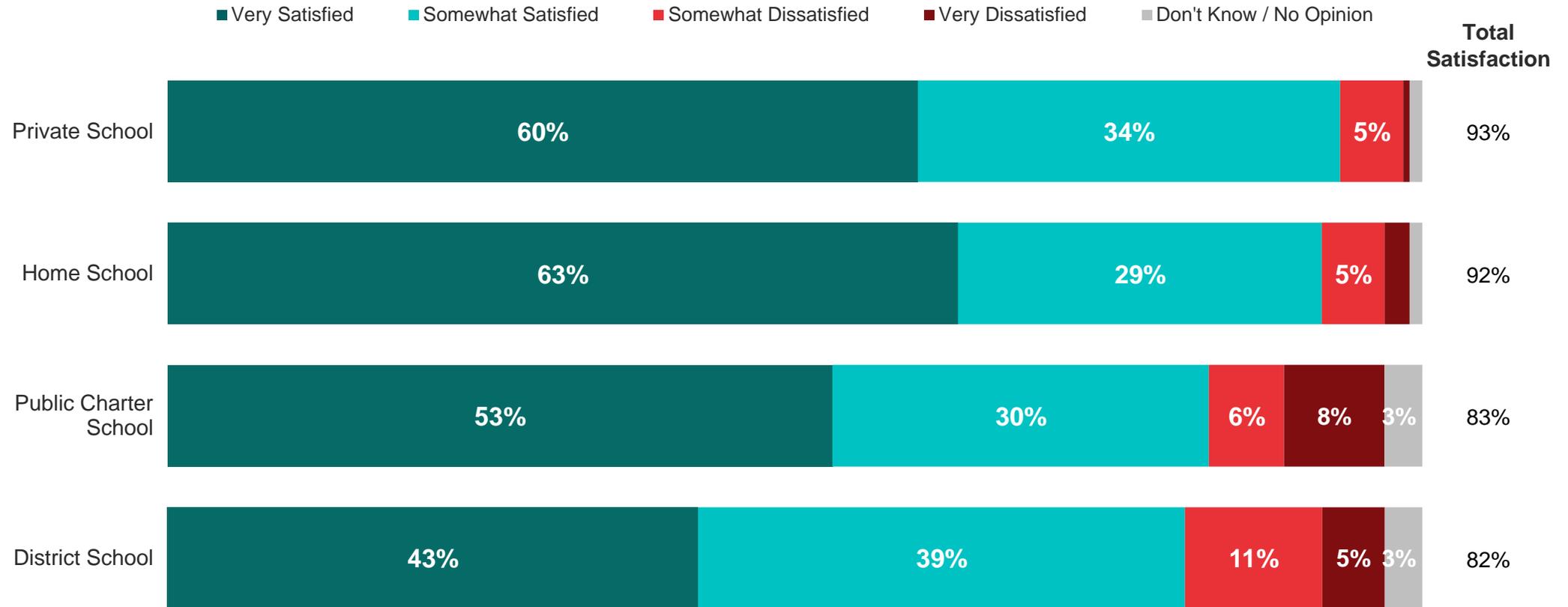
| November 2021 | |
|----------------------|-----|
| Total More Favorable | 61% |
| Total Less Favorable | 21% |

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. Home school and private school parents are much more likely to be “very satisfied” than district school parents.

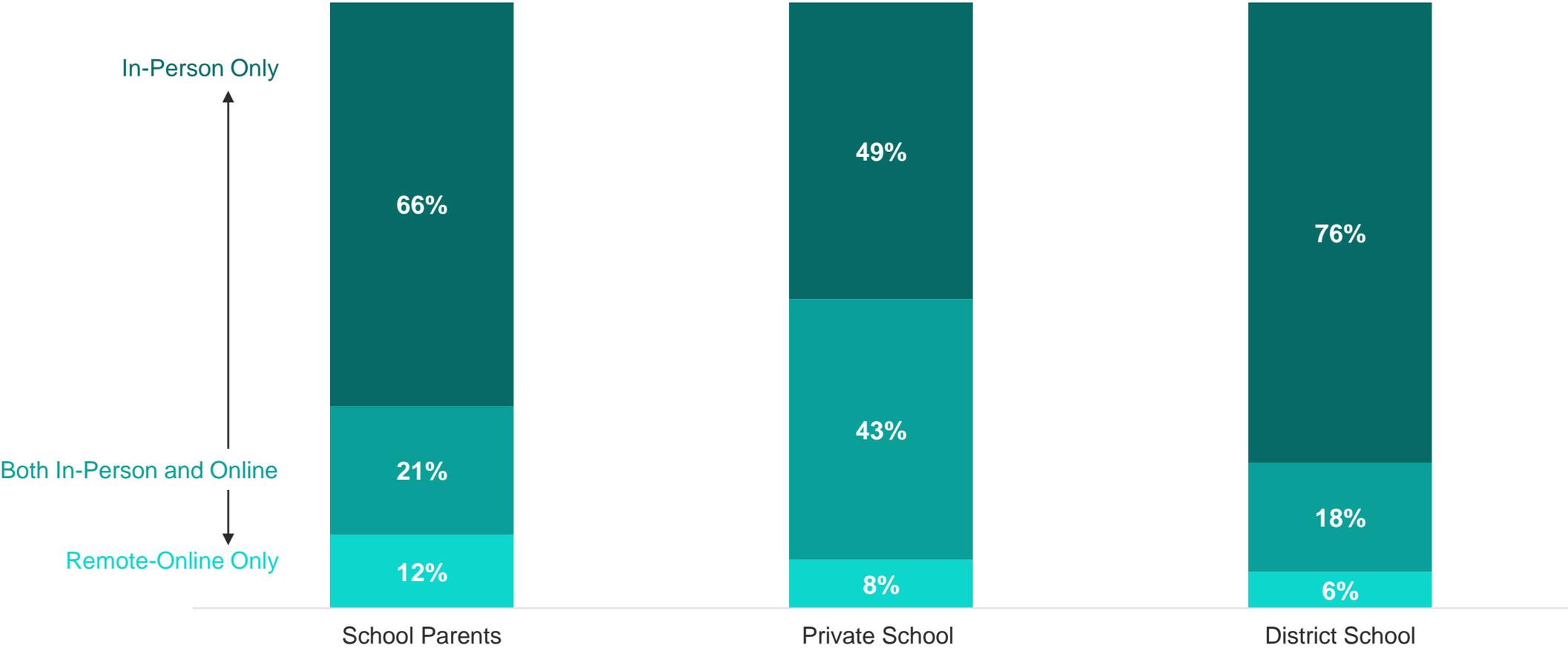
To what extent are you satisfied or dissatisfied with your child's/children's experiences with the following types of schooling?

School Parents



Private schools appeared to be more likely than public district schools to offer both in-person learning and remote learning capabilities at the beginning of the current school year.

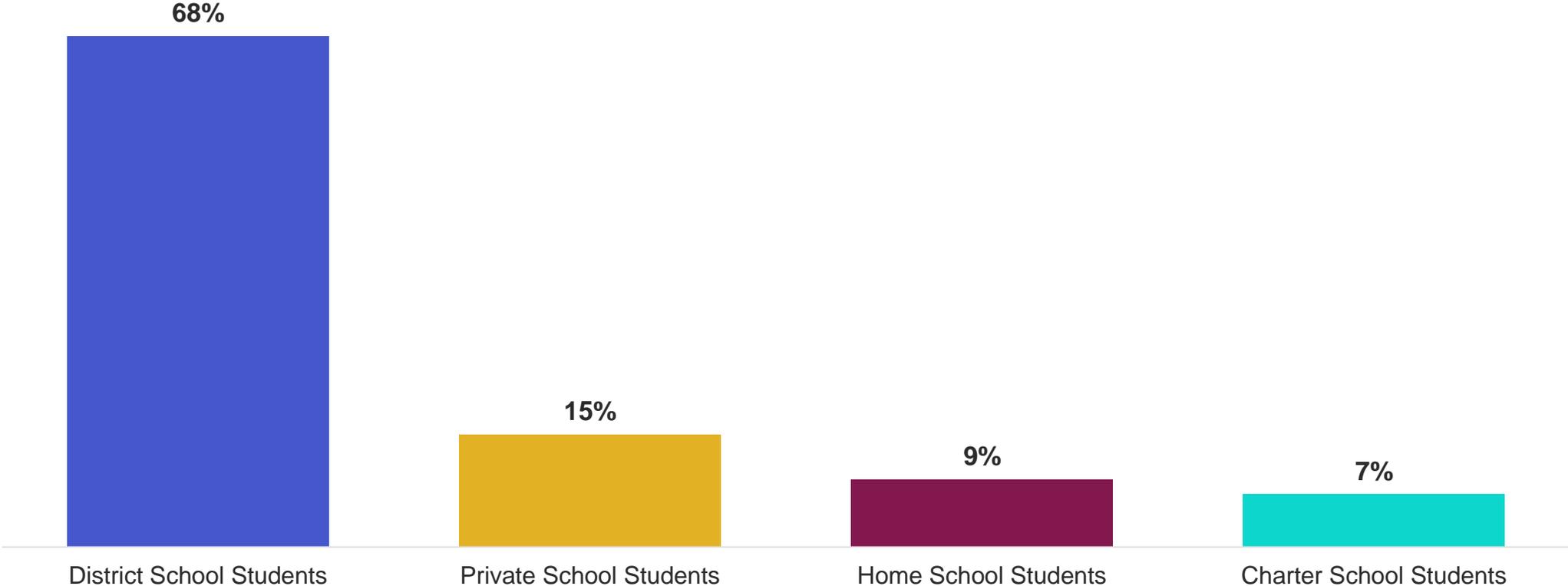
Please tell us the grade level for each of your children; what kind of school each child will attend this new school year; and what kind of school each child was being educated in at the beginning of the 2020/2021 school year.



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

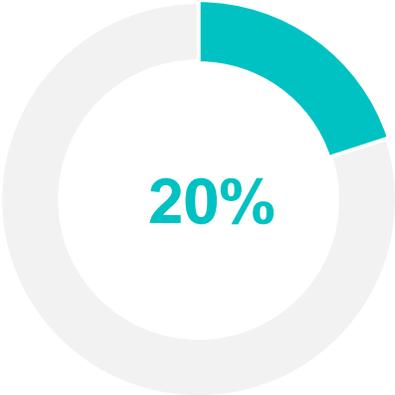


Note: Private School includes Religious, Parochial + Non-Religious

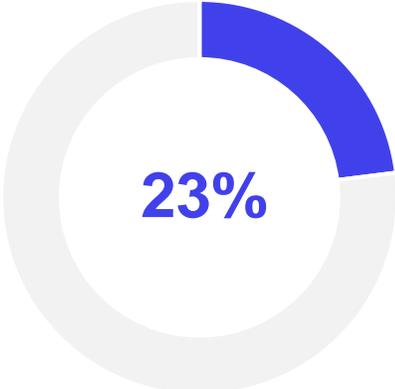
One out of five school parents have switched the type of school their child is attending this year when compared to last year.

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

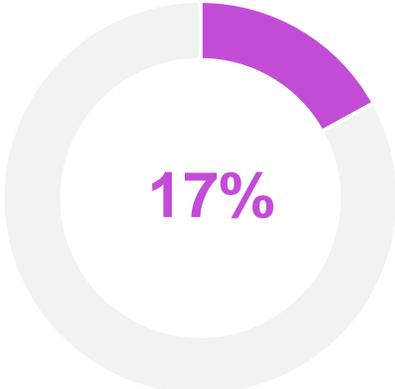
% of Students Switching School Type, Reported by Parents



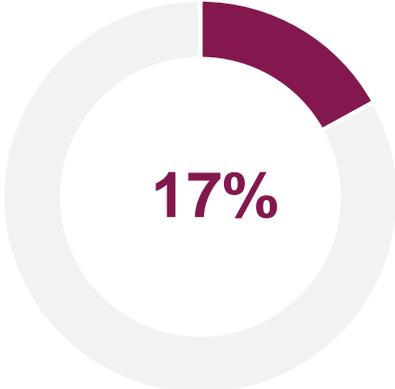
Total School Parents



K-4 Parents



5-8 Parents

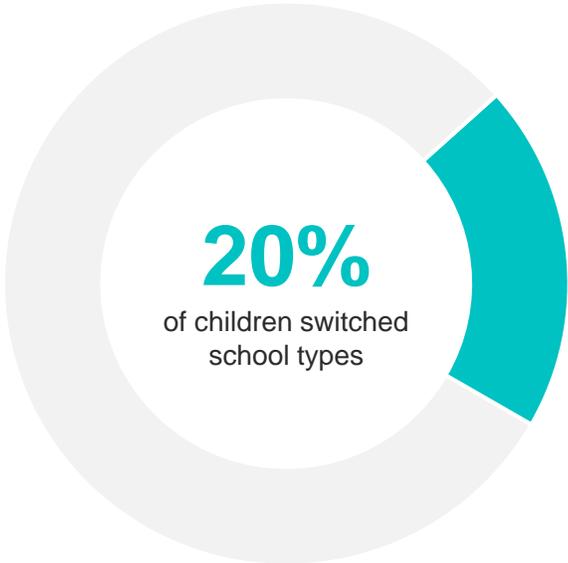


9-12 Parents

Parents of children that were homeschooled last year are most likely to say their children were in a new school type in November.

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

% of Students, Reported by Parents

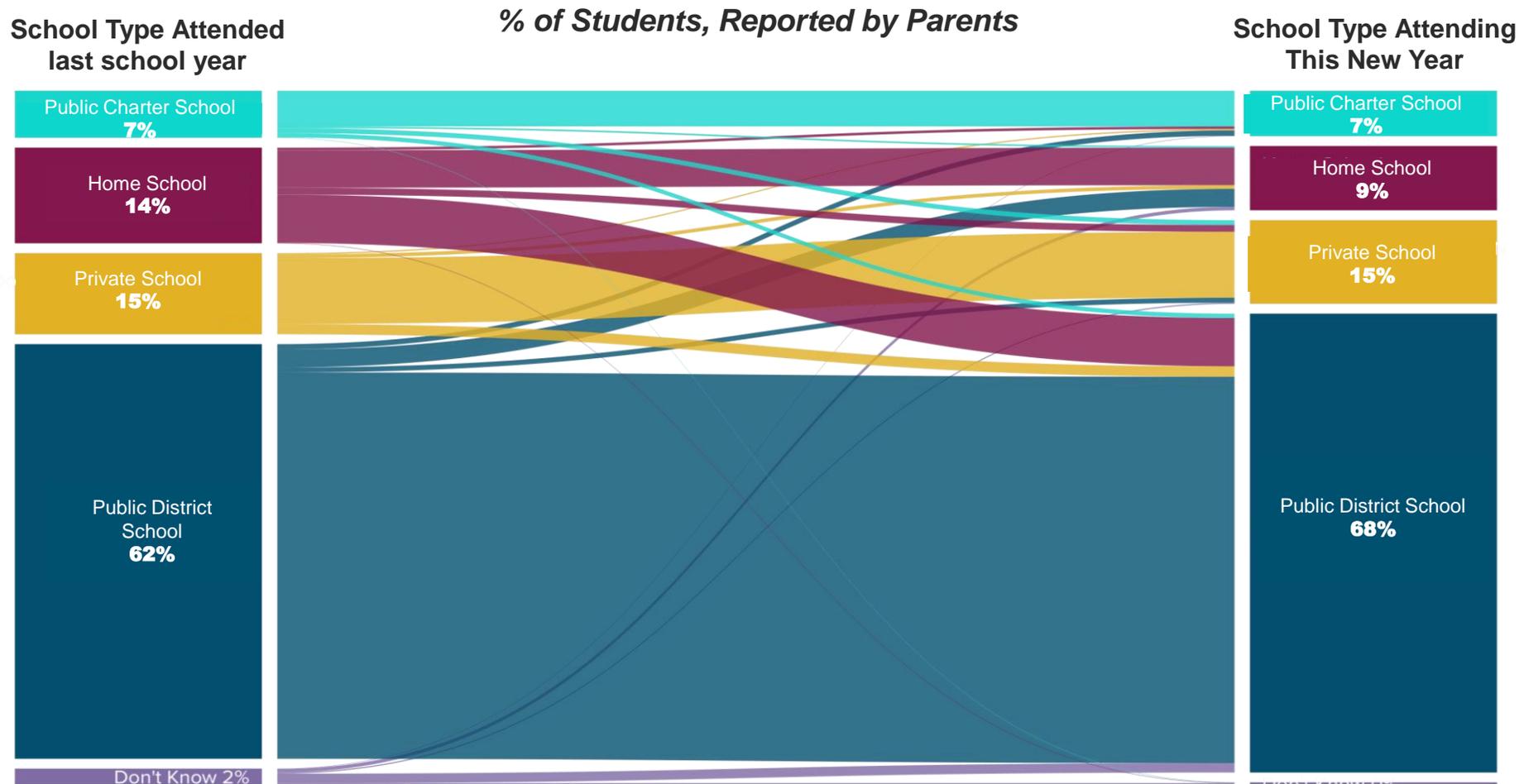


among those that switched...

| School Type Attended Last School Year | | School Type Attending This New Year |
|---------------------------------------|-----------------------------|-------------------------------------|
| FROM | <i>% of total switching</i> | TO |
| Home School | 6% | Private School |
| Home School | 2% | Public Charter School |
| Home School | 43% | Public District School |
| Private School | 3% | Home School |
| Private School | 1% | Public Charter School |
| Private School | 9% | Public District School |
| Public Charter School | 2% | Home School |
| Public Charter School | 4% | Private School |
| Public Charter School | 4% | Public District School |
| Public District School | 16% | Home School |
| Public District School | 4% | Private School |
| Public District School | 5% | Public Charter School |

Based on parent reports – fewer students are being homeschooled this year, and more are attending public district schools.

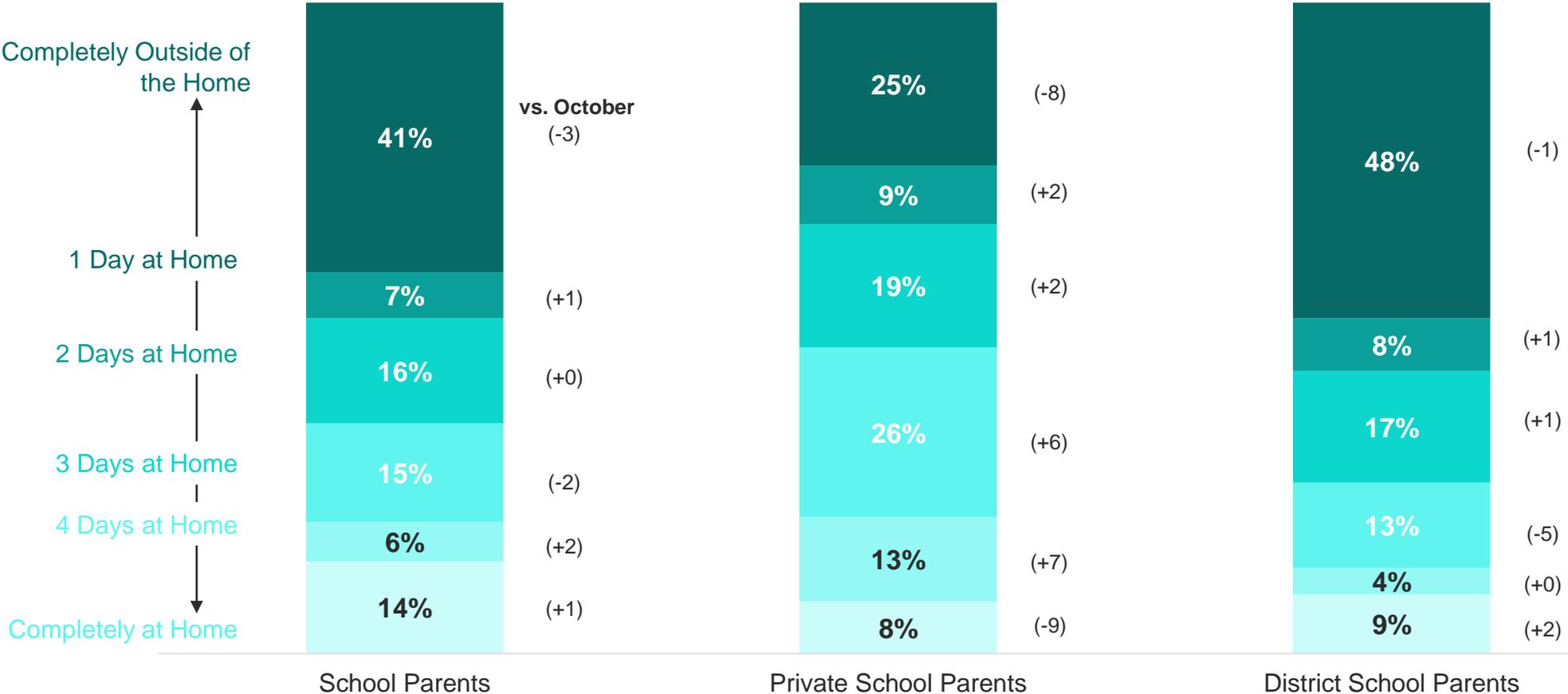
Please tell us the grade level for each of your children; what kind of school each child will attend this new school year; and what kind of school each child was being educated in at the beginning of the 2020/2021 school year.



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

In November, private school parents showed an increased preference for a hybrid schooling approach for their children.

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?

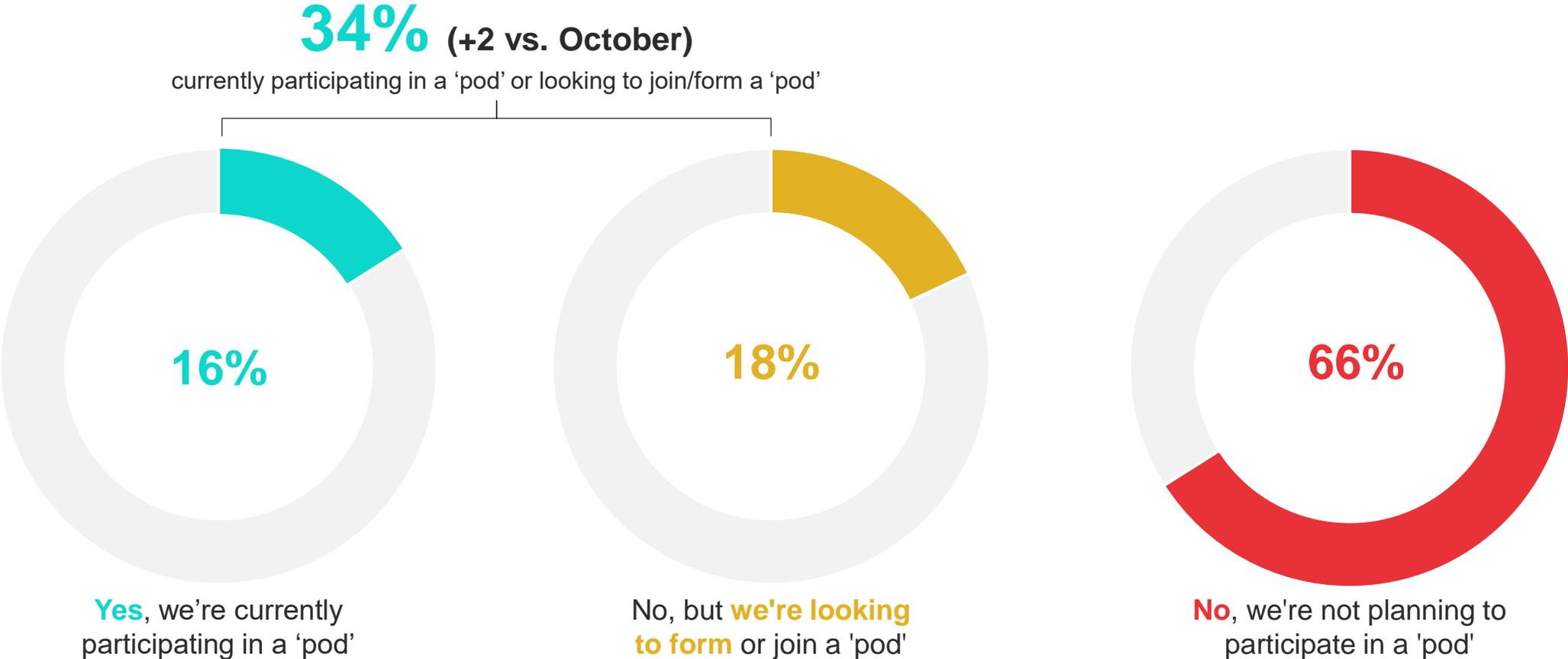


Note: Parent groups based on child/children school type attendance in SY21-22.

Parent interest in either participating in or looking to form/join a learning 'pod' slightly increased in November.

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

School Parents



In November, there were notable increases in ‘pod’ interest among several demographic groups, especially private school parents, Hispanics, Democrats, and those with a college education.

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

School Parents

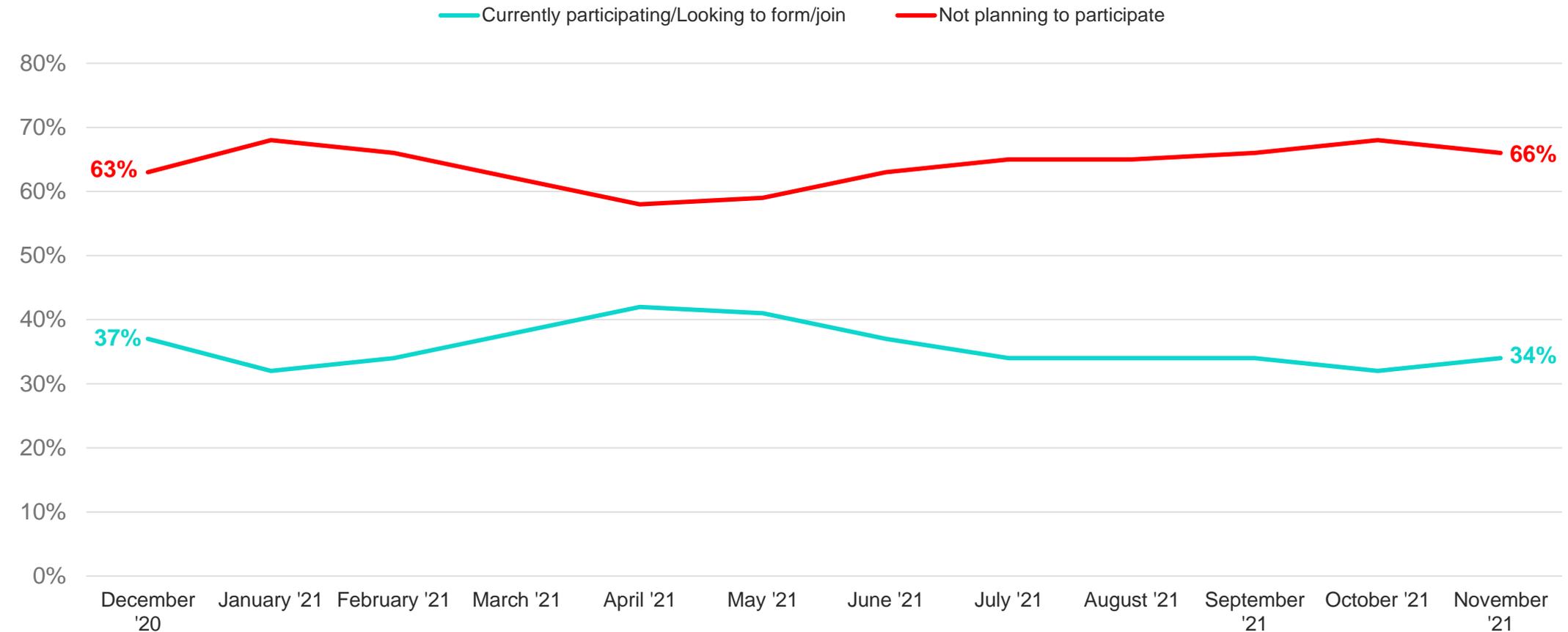
| Most likely to participate in / form / join a pod | | | Moderately likely to participate in / form / join a Pod | | | Less likely to participate in / form / join a Pod | | |
|---|-----|------------|---|-----|------------|---|-----|------------|
| | | Vs October | | | Vs October | | | Vs October |
| Private School Parent | 66% | +17 | West | 36% | +9 | Educ: < College | 27% | -2 |
| Urban | 53% | +9 | Black* | 36% | -1 | Republican | 26% | -1 |
| Hispanic | 50% | +16 | Northeast | 30% | -5 | Midwest | 25% | -9 |
| Democrat | 47% | +14 | Middle Income \$35K-\$75K | 30% | -1 | Rural | 24% | +1 |
| Educ: Bachelors or Postgrad | 46% | +11 | Non-Hispanic White | 28% | +2 | Suburban | 23% | -5 |
| Home School Parent | 46% | +6 | Low Income < \$35K | 28% | +1 | Independent | 22% | -15 |
| High Income: \$75K+ | 41% | +4 | District School Parent | 28% | -1 | Small Town | 15% | -7 |
| South | 39% | +8 | | | | | | |

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.

About one-third of parents have said they are participating in or considering joining a learning ‘pod’ – a consistent finding since July.

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

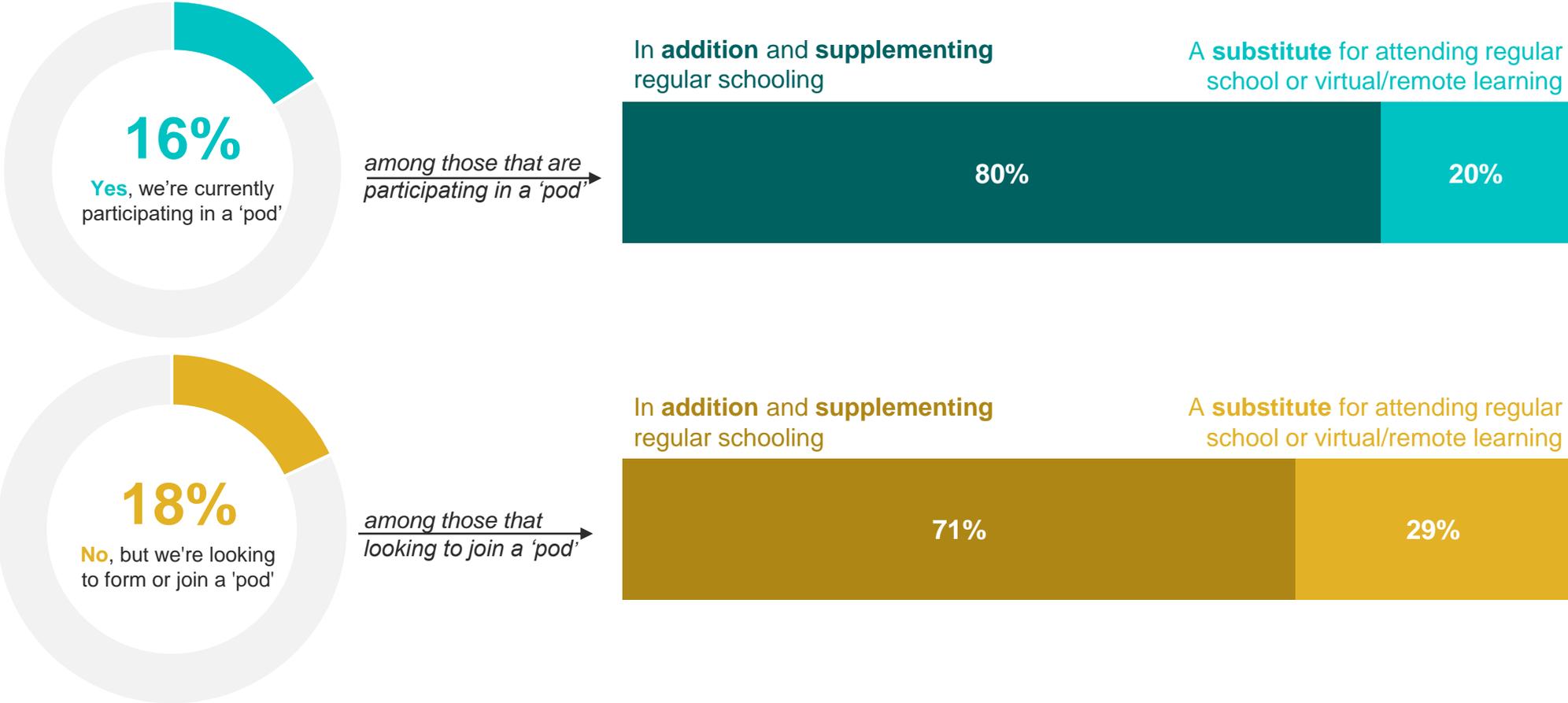
School Parents



'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

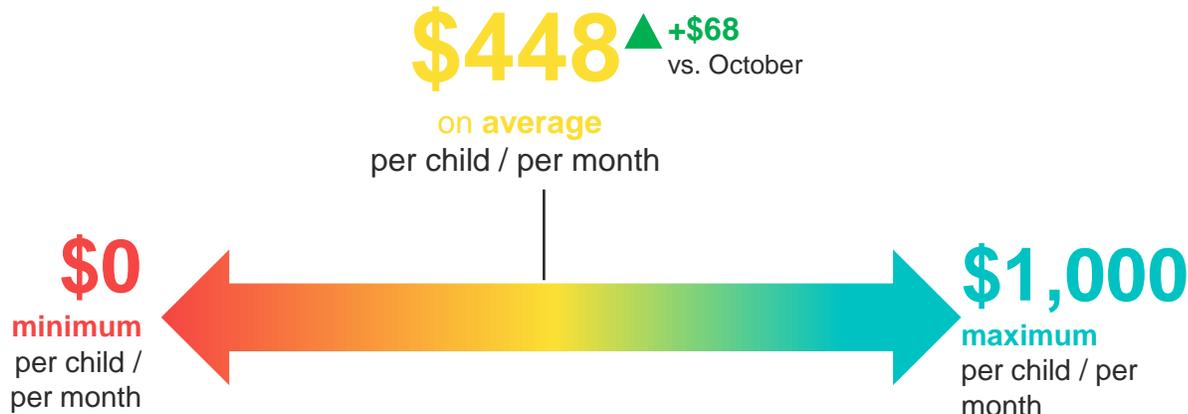


In November, school parents were willing to pay about \$450/month for a child to participate in a learning ‘pod’ – an increase of roughly \$70 from October.

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 | \$329 |
| | *Middle Income \$35K to < \$75K | \$389 |
| | High Income \$75K+ | \$556 |
| Political Affiliation | Democrat | \$485 |
| | Independent | \$381 |
| | Republican | \$459 |
| Region | *West | \$470 |
| | *Midwest | \$392 |
| | South | \$421 |
| | *Northeast | \$548 |

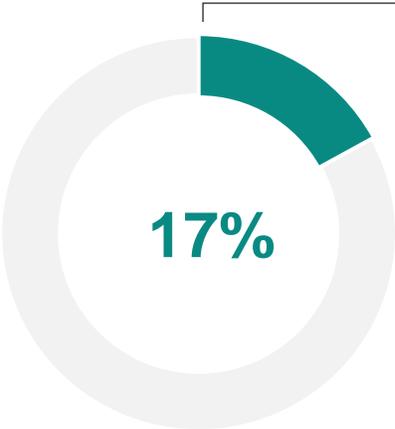
**indicates base size <n=100*

In November, there was a slight increase in tutoring interest among school parents.

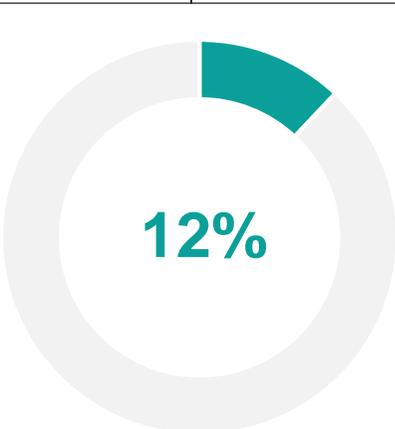
Is your child getting tutoring outside of regular school hours this school year?

School Parents

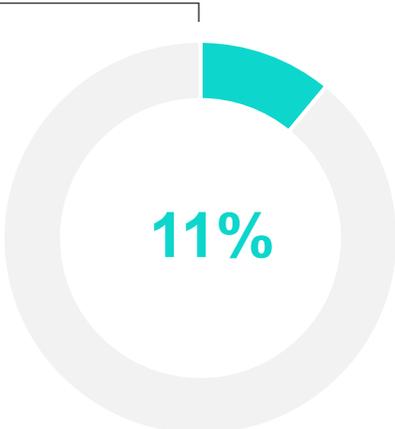
40% (+4 vs. October)
currently have a tutor or looking for a tutor



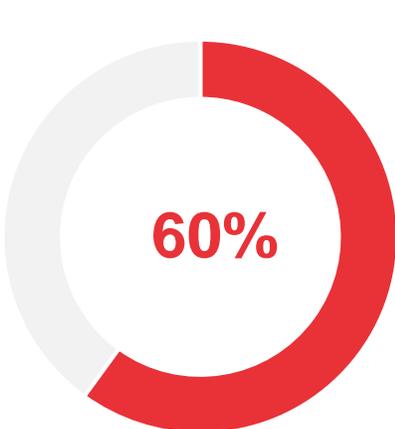
Yes, my child is currently being tutored



No, but **I am actively looking** for a tutor



No, but **I will be looking soon** for a tutor



No, my child does not need tutoring at this time

In November, interest in tutoring increased most among private school parents, Hispanics, home school parents, Democrats, and those living in the West.

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

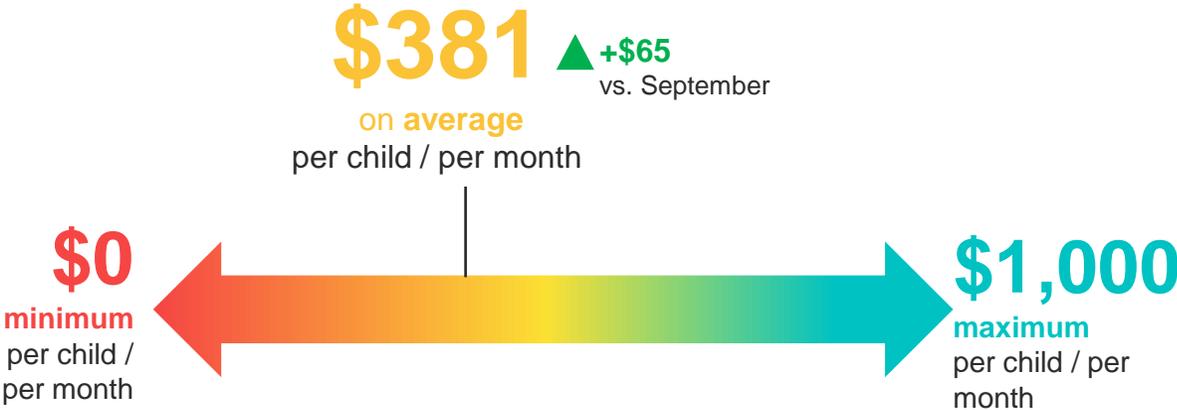
School Parents

| Groups most likely to already being / looking to be tutored | | | Groups moderately likely to already being / looking to be tutored | | | Groups less likely to already being / looking to be tutored | | |
|--|-----|------------|--|-----|------------|--|-----|------------|
| | | Vs October | | | Vs October | | | Vs October |
| Private School Parent | 69% | +19 | Black | 47% | +1 | Suburban | 33% | +4 |
| Hispanic | 56% | +18 | West | 45% | +15 | Non-Hispanic White | 33% | +0 |
| Urban | 55% | +5 | South | 40% | +0 | Independent | 33% | -7 |
| Democrat | 53% | +13 | Low Income < \$35K | 36% | +3 | Middle Income \$35K-\$75K | 32% | -3 |
| Educ: Bachelors or Postgrad | 52% | +10 | Midwest | 36% | -1 | Educ: < College | 31% | -3 |
| Home School Parent | 51% | +16 | Northeast | 35% | +0 | Republican | 28% | -2 |
| High Income: \$75K+ | 48% | +7 | District School Parent | 34% | -1 | Rural | 25% | -7 |
| | | | | | | Small Town | 25% | -9 |

In November, the amount school parents were willing to spend for tutoring increased by nearly \$70.

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



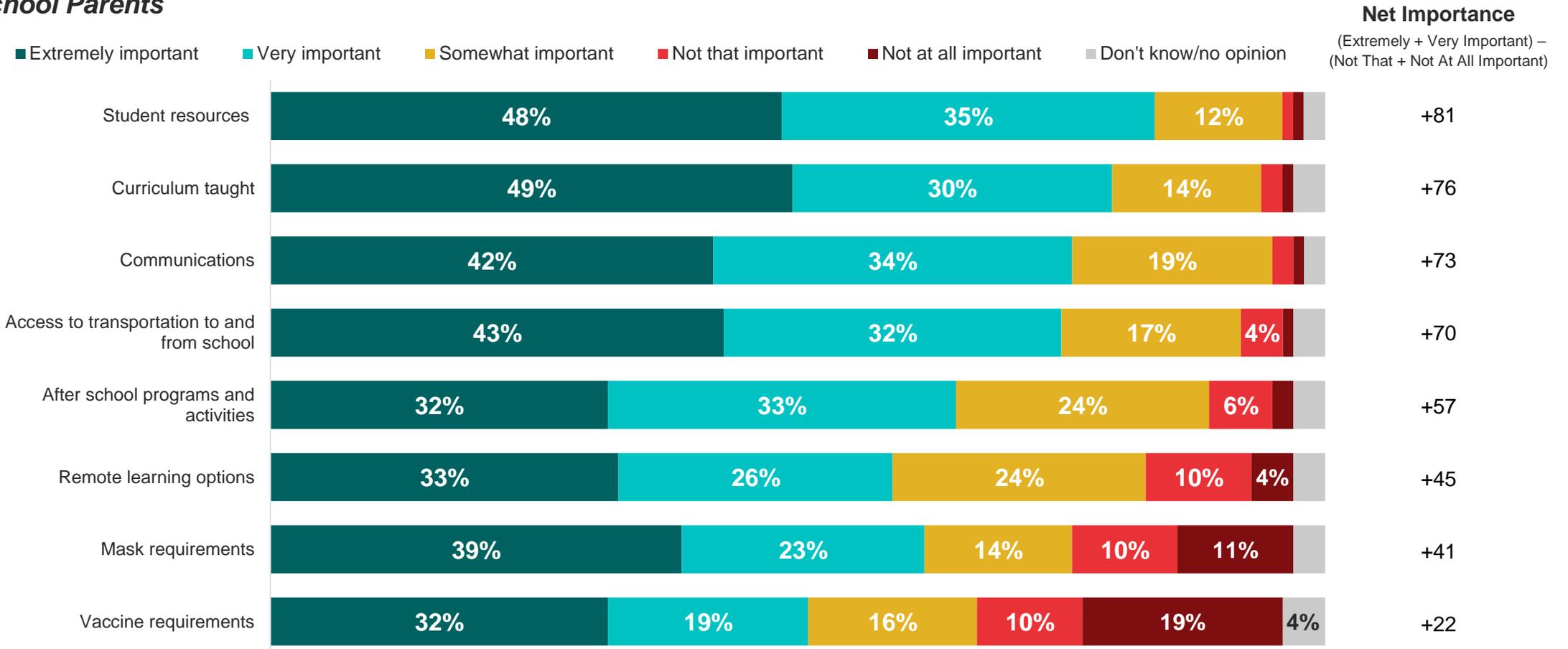
| Average willing to spend per child/per month by demographic | | |
|---|---------------------------------|-------|
| Income | *Low Income < \$35K | \$285 |
| | *Middle Income \$35K to < \$75K | \$319 |
| | High Income \$75K+ | \$483 |
| Political Affiliation | Democrat | \$415 |
| | Independent | \$315 |
| | Republican | \$399 |
| Region | *West | \$406 |
| | *Midwest | \$307 |
| | South | \$386 |
| | *Northeast | \$418 |

*indicates base size <n=100

School parents are much more likely to want schools to prioritize and focus on student resources, curriculum, communications, and transportation, compared to vaccine requirements.

Based on your perspective as a parent, how important is it for schools to prioritize each of the following, right now?

School Parents



|
AGENDA

COVID-19 AND SCHOOLING

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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

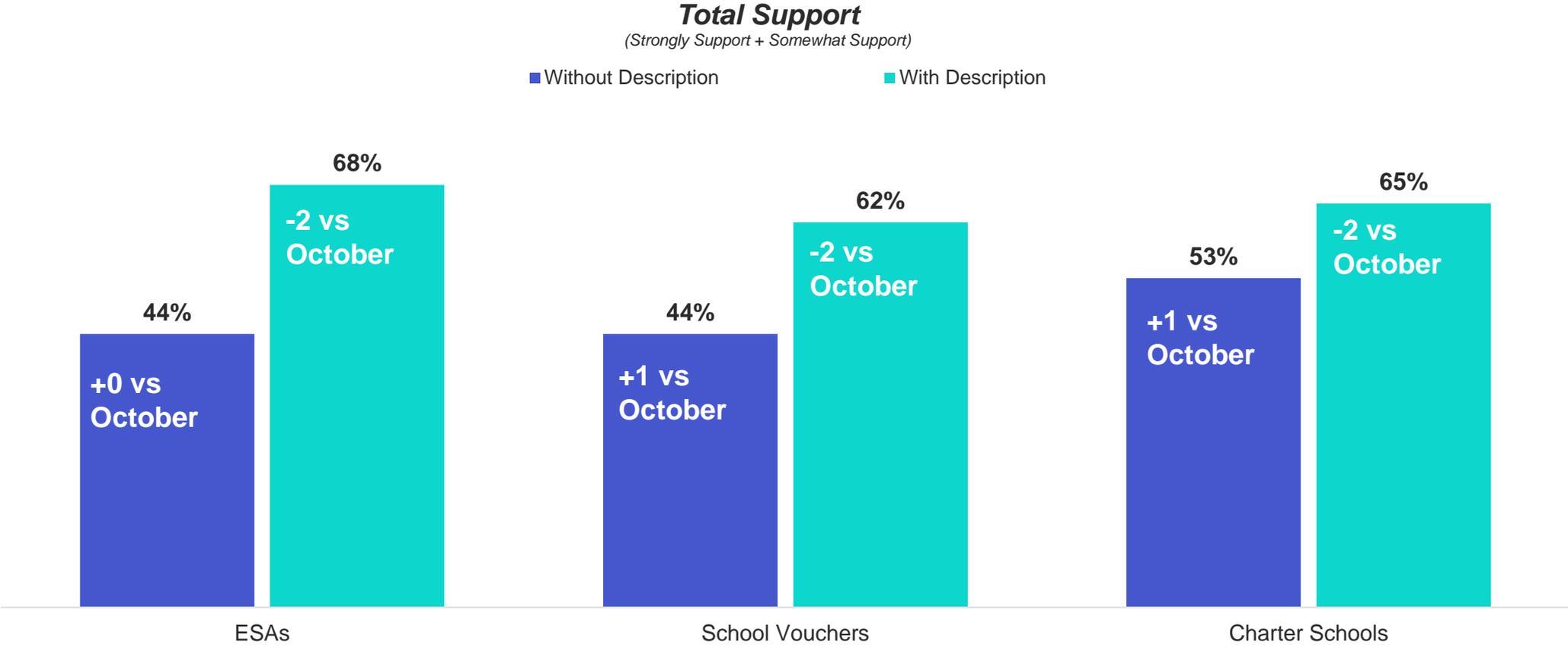
A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to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

All school choice policies continue to see a lift in support when people are given a description. Overall support for all three types of policies has held steady since October.

All Adults

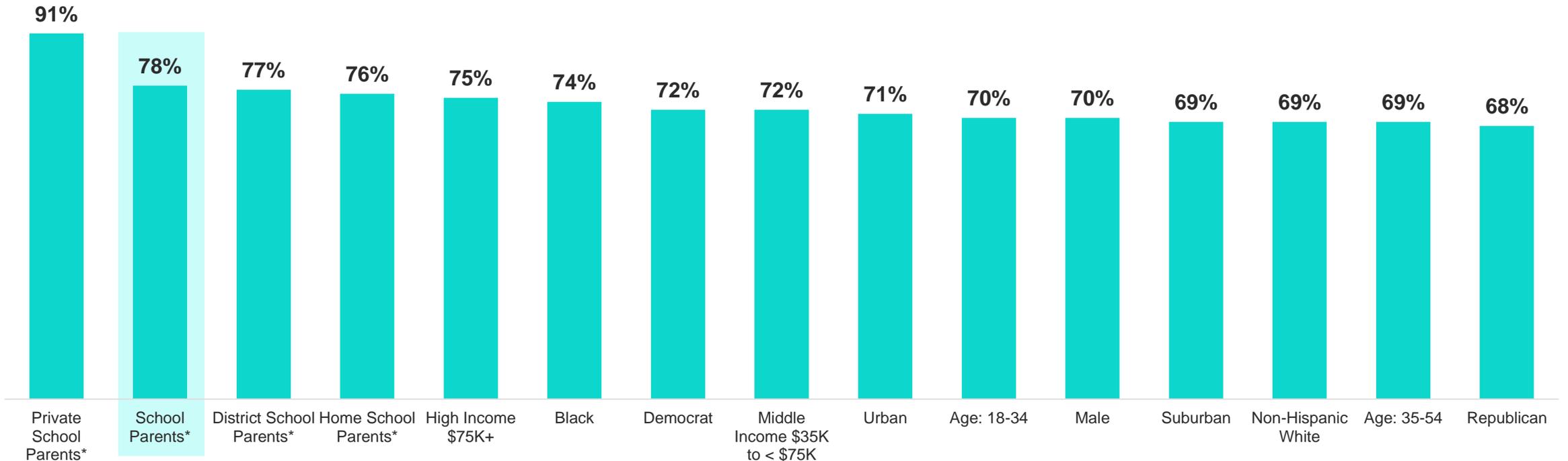


Three out of four school parents say they support ESAs. There is a wide range of support among all demographics.

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 demographic groups although there were large decreases among GenZers and Hispanics in November.

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

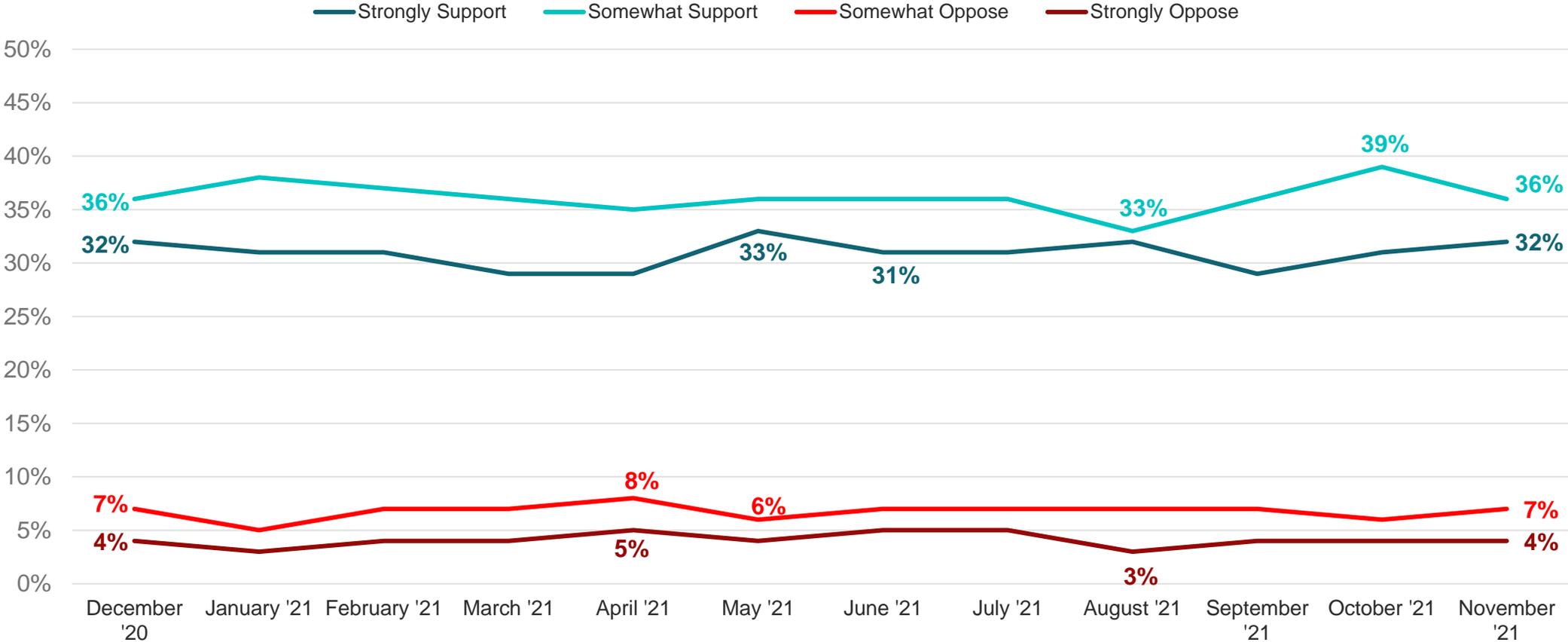
Most Supportive 

| | Vs October | | | Vs October | | | Vs October | |
|-----------------------------|------------|----|--------------------|------------|-----|--------------------|------------|-----|
| Educ: Bachelors or Postgrad | 76% | -2 | Male | 70% | +0 | Independent | 67% | -1 |
| High Income \$75K+ | 75% | -2 | Millennial | 70% | -2 | Baby Boomer | 67% | -2 |
| Black | 74% | +3 | Gen Z | 70% | -13 | Female | 67% | -2 |
| Middle Income \$35K-\$75K | 72% | -1 | Gen X | 69% | +6 | Midwest | 66% | -2 |
| Democrat | 72% | -2 | Non-Hispanic White | 69% | +1 | West | 66% | -6 |
| Urban | 71% | +2 | Suburban | 69% | -1 | Small Town | 66% | -6 |
| South | 71% | +1 | Northeast | 69% | +0 | Educ: < College | 65% | -1 |
| | | | Republican | 68% | +0 | Hispanic | 65% | -12 |
| | | | | | | Rural | 63% | -4 |
| | | | | | | Low Income < \$35K | 62% | -1 |

The public's soft support of ESAs has decreased by three points in November.

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

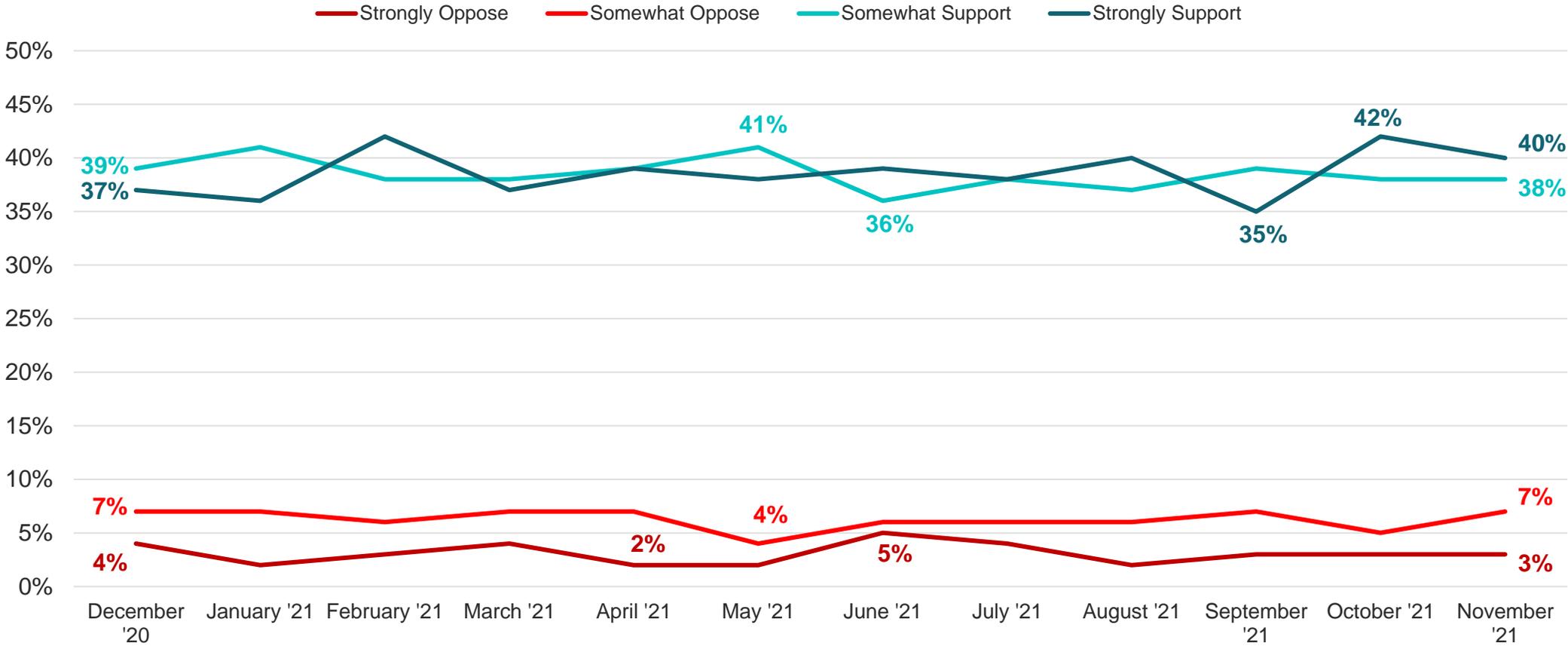


Note: Don't know/no opinion responses are not shown.

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

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



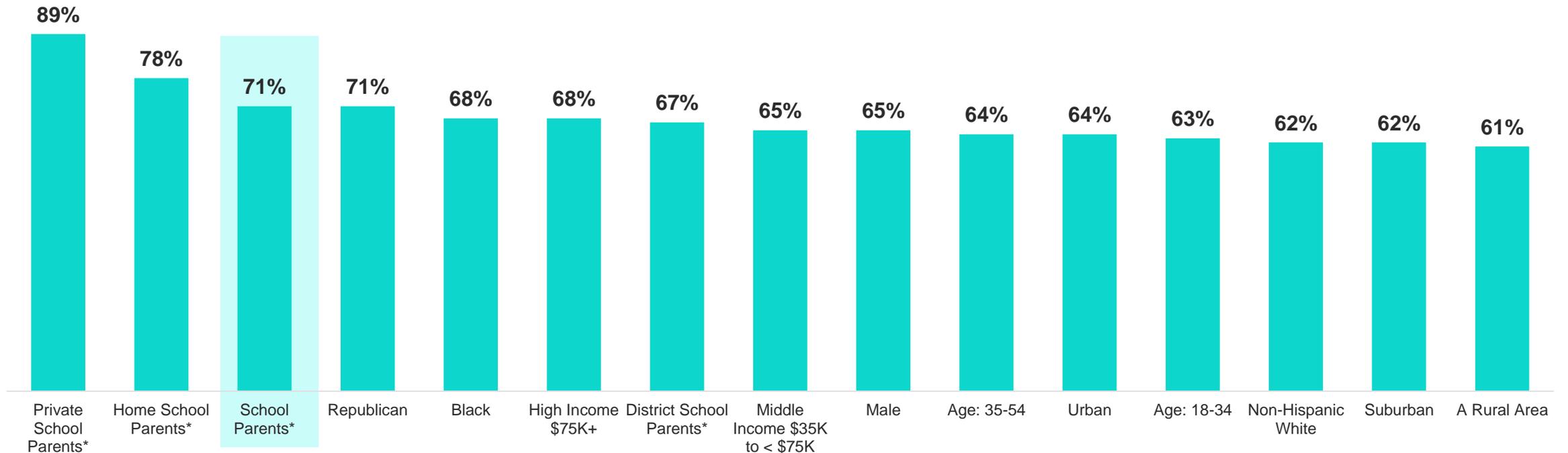
Note: Don't know/no opinion responses are not shown.

Seven out of 10 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 held mostly steady across demographic groups in November. Although there were decreases among GenZers, Hispanics, and those living in the West.

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

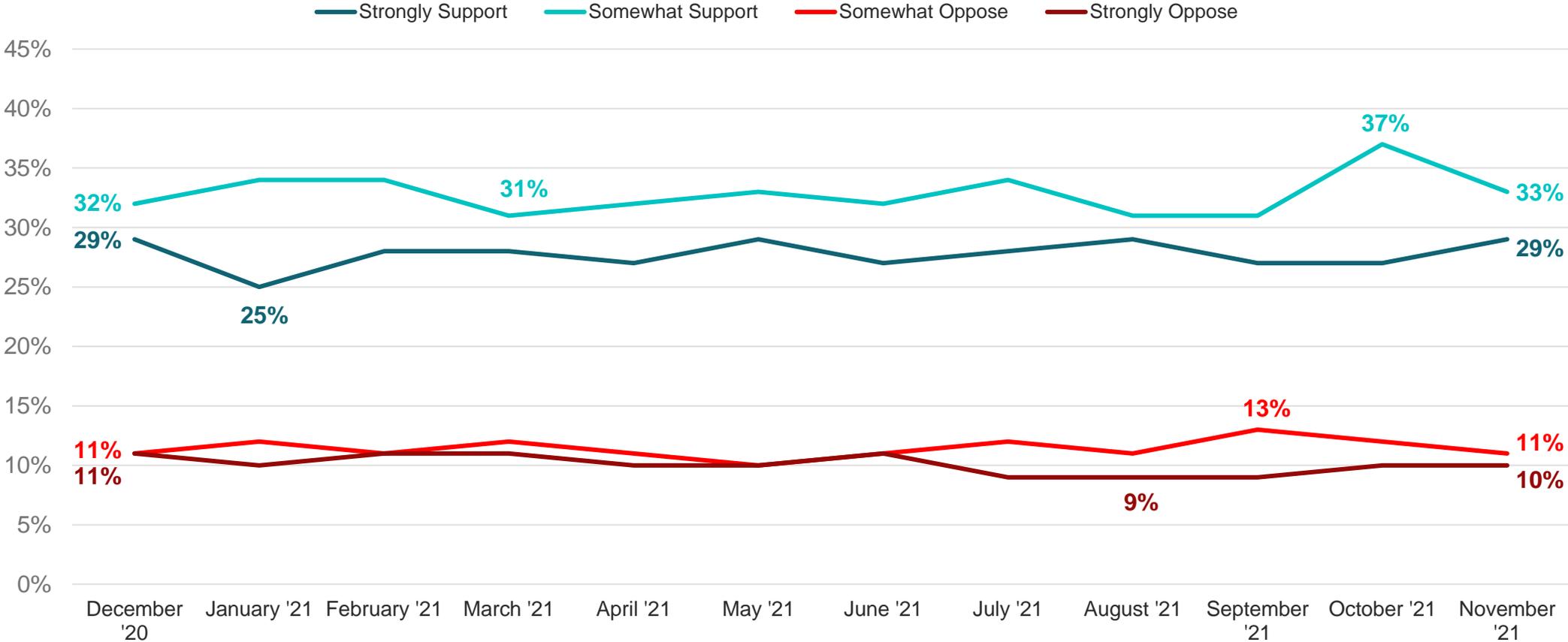
Most Supportive

| | | Vs October | | Vs October | | Vs October | | |
|---------------------------|-----|------------|-----------------------------|------------|----|--------------------|-----|-----|
| Republican | 71% | +3 | Urban | 64% | -3 | Female | 61% | -3 |
| High Income \$75K+ | 68% | +3 | Millennials | 64% | -3 | Democrat | 60% | -3 |
| Black | 68% | -2 | Educ: Bachelors or Postgrad | 63% | -4 | Independent | 60% | -3 |
| Male | 65% | +3 | Educ: < College | 62% | +1 | Hispanic | 60% | -8 |
| South | 65% | +2 | Non-Hispanic White | 62% | +1 | Gen Z | 60% | -14 |
| Middle Income \$35K-\$75K | 65% | +1 | Suburban | 62% | -2 | Small Town | 59% | -1 |
| Gen X | 64% | +1 | Baby Boomer | 61% | +2 | West | 58% | -8 |
| Northeast | 64% | -1 | Midwest | 61% | +0 | Low Income < \$35K | 57% | -5 |
| | | | Rural | 61% | +0 | | | |

The public's soft support for school vouchers decreased by four points in November.

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

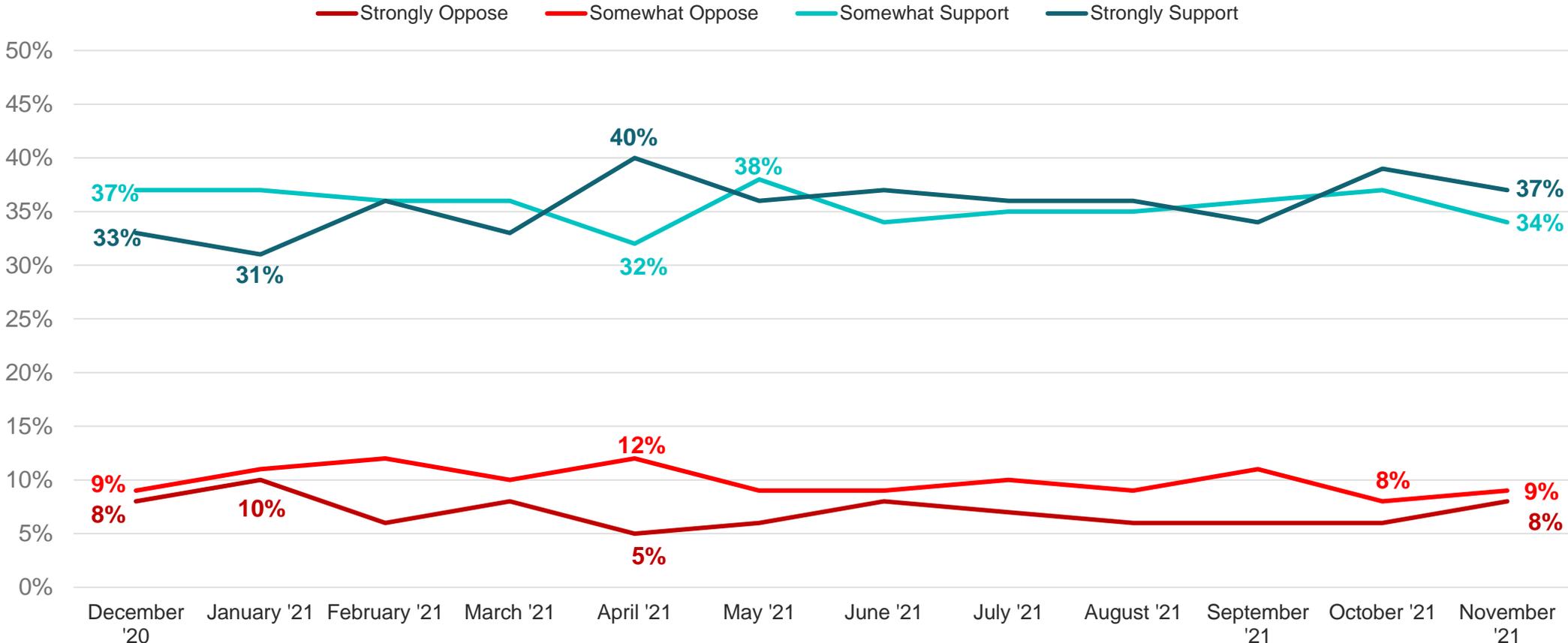


Note: Don't know/no opinion responses are not shown.

School parents' overall support for school vouchers decreased by five points in November.

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



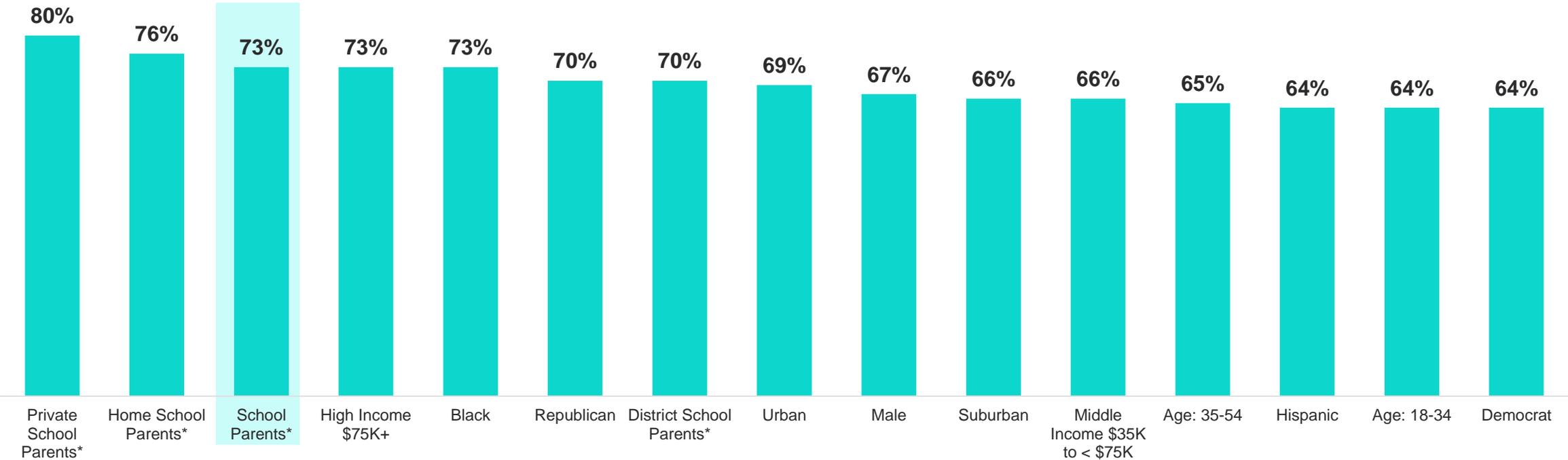
Note: Don't know/no opinion responses are not shown.

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

While support of charter schools remains high across demographics, there were notable decreases among Hispanics and GenZers.

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

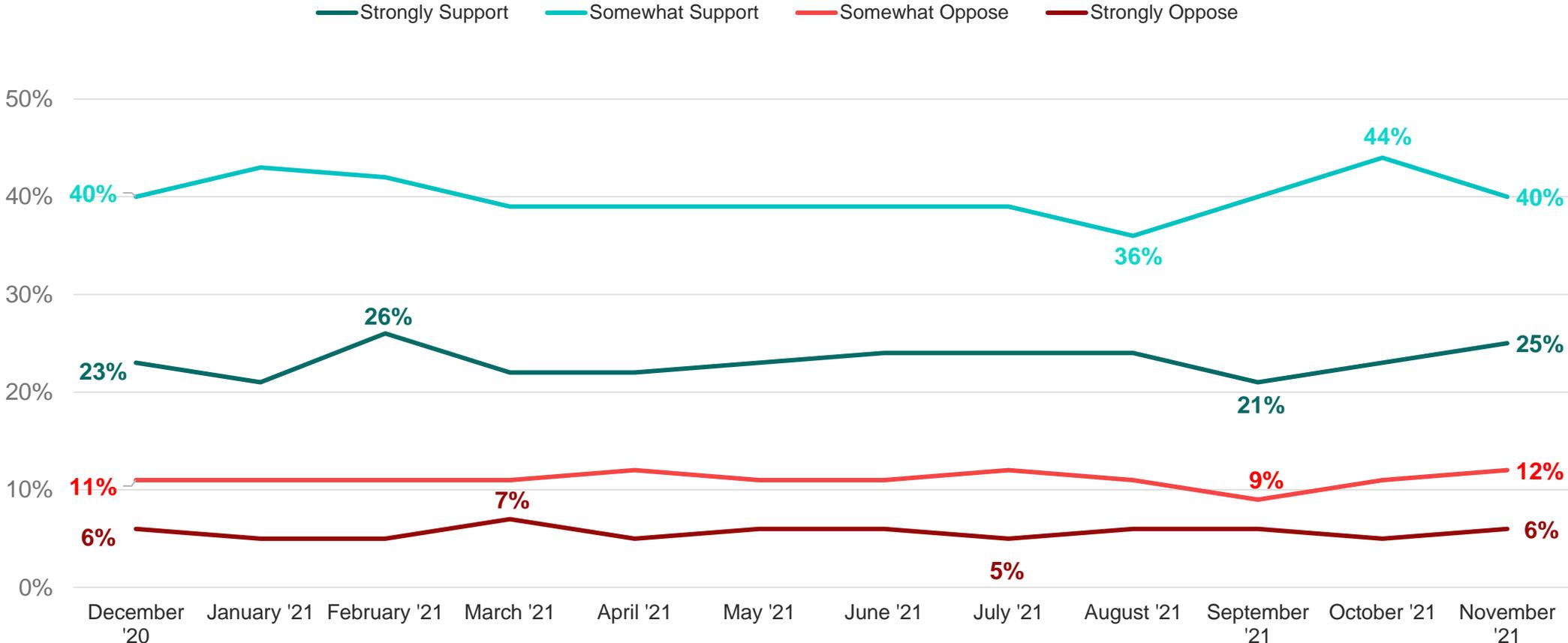
Most Supportive 

| | | Vs October | | | Vs October | | | Vs October |
|-----------------------------|------------|------------|--------------------------------|------------|------------|--------------------|------------|------------|
| Black | 73% | +7 | Middle Income \$35K to < \$75K | 66% | -4 | West | 63% | -9 |
| High Income \$75K+ | 73% | +0 | Gen X | 65% | +1 | Educ: < College | 62% | -3 |
| Educ: Bachelors or Postgrad | 70% | -2 | Millennials | 65% | -6 | Female | 62% | -6 |
| Republican | 70% | -4 | South | 64% | -2 | Independent | 61% | -4 |
| Urban | 69% | -2 | Non-Hispanic White | 64% | -2 | Gen Z | 61% | -11 |
| Male | 67% | +0 | Baby Boomer | 64% | -2 | Rural | 58% | -7 |
| Northeast | 67% | -4 | Democrat | 64% | -3 | Small Town | 58% | -5 |
| Suburban | 66% | -1 | Hispanic | 64% | -15 | Low Income < \$35K | 58% | -5 |
| | | | Midwest | 63% | +1 | | | |

The public's soft support for charter schools decreased by four points in November.

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

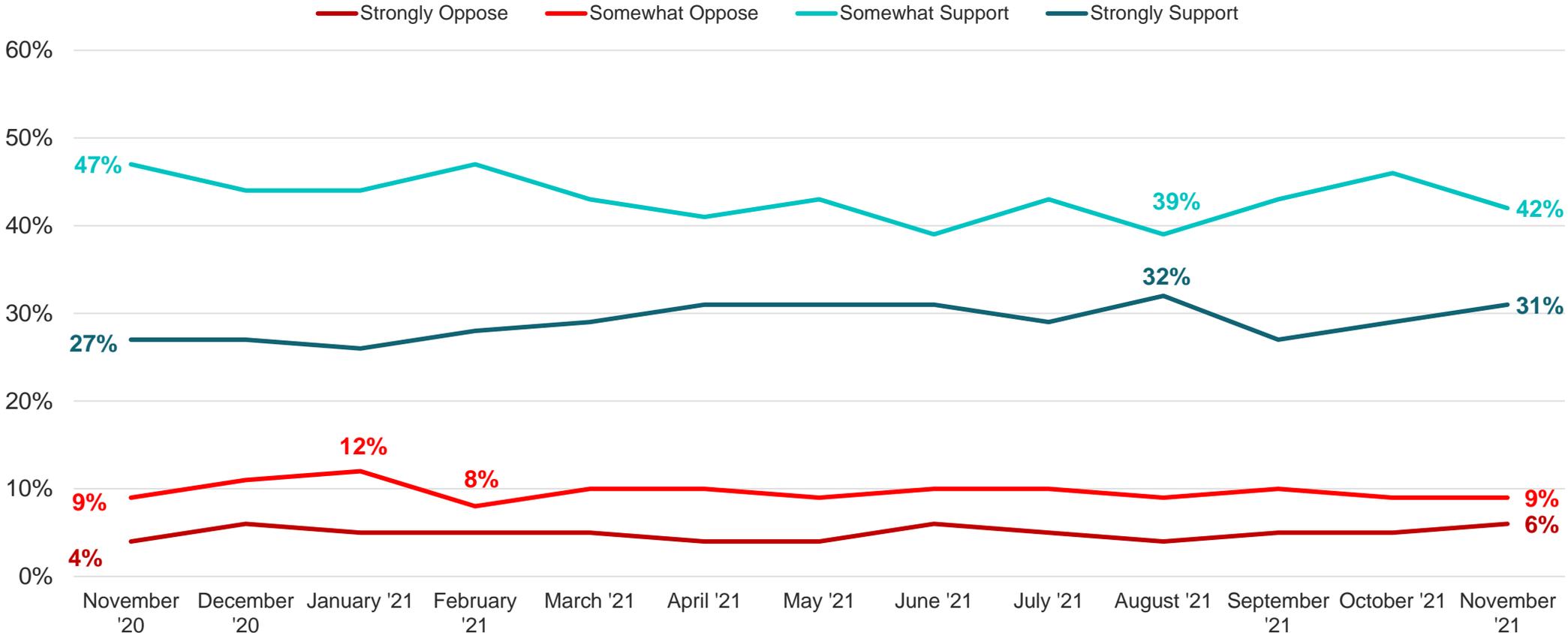


Note: Don't know/no opinion responses are not shown.

Parents' soft support for charter schools decreased by four points in November.

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

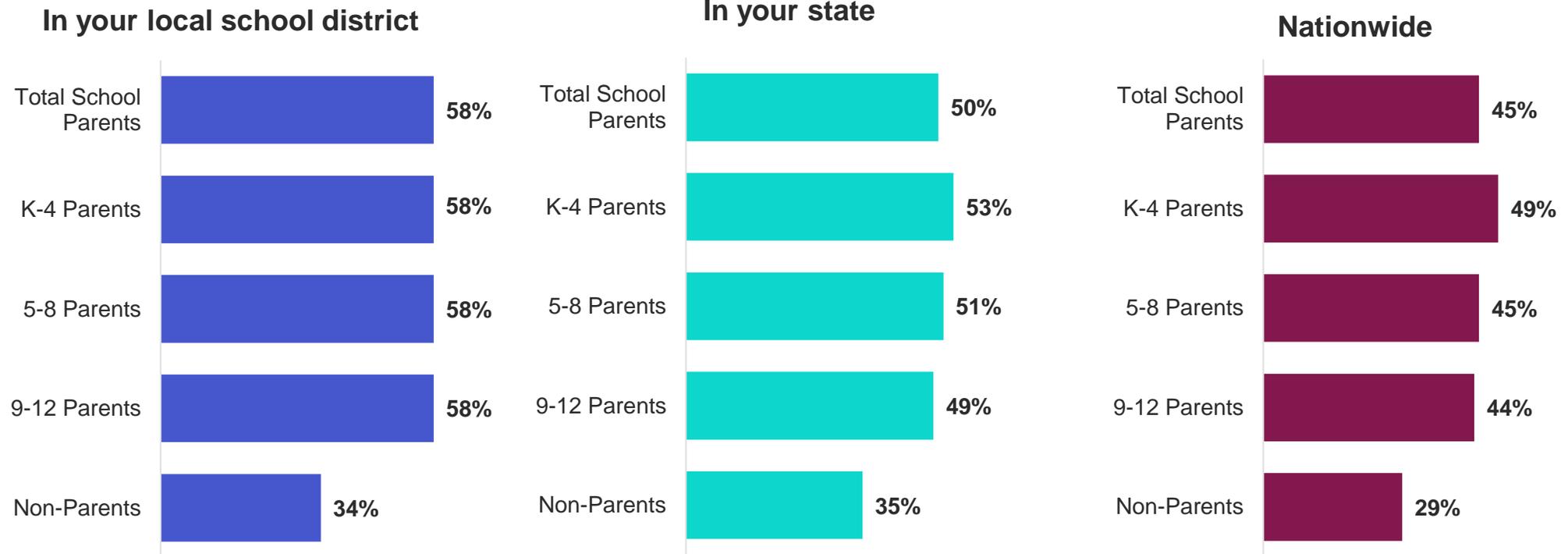
SURVEY PROFILE AND DEMOGRAPHICS



School parents remain much more optimistic about the direction of K-12 education than non-parents.

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?

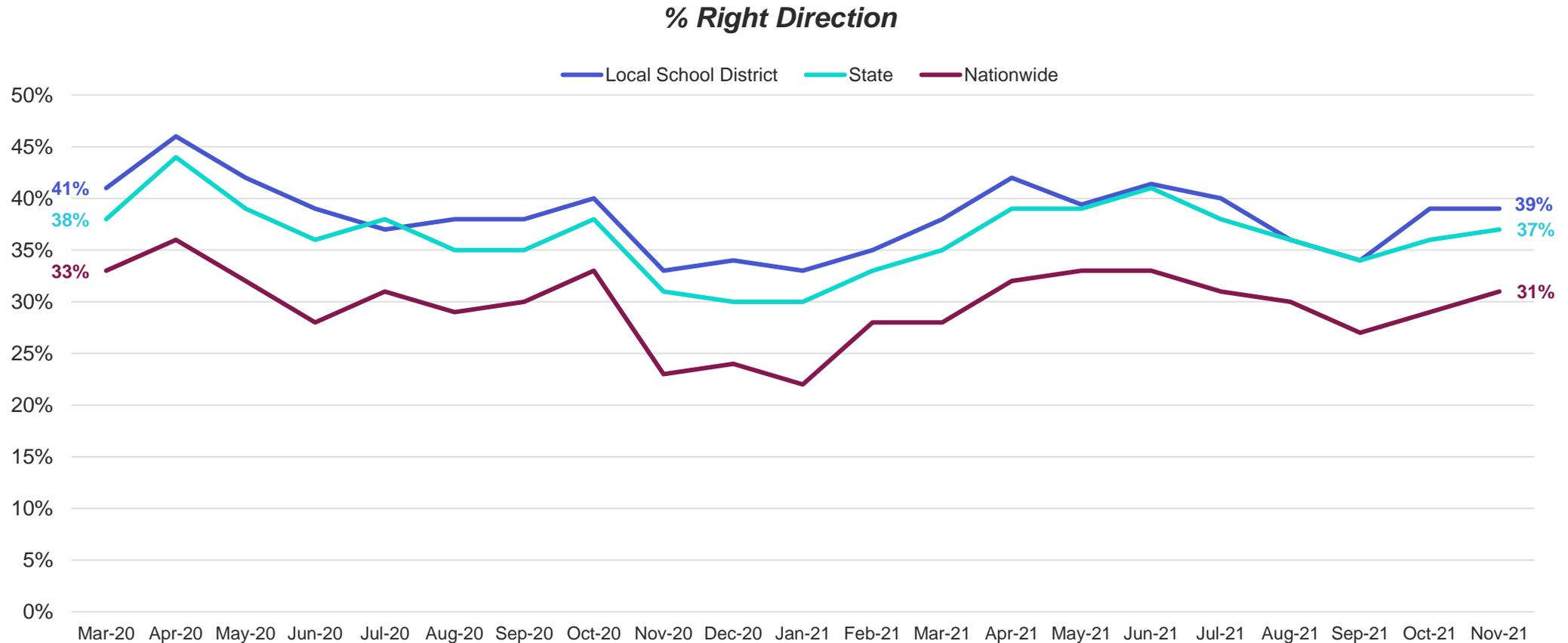
% Right Direction



The public's positive views about the direction of K-12 education across the board held steady in November.

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?

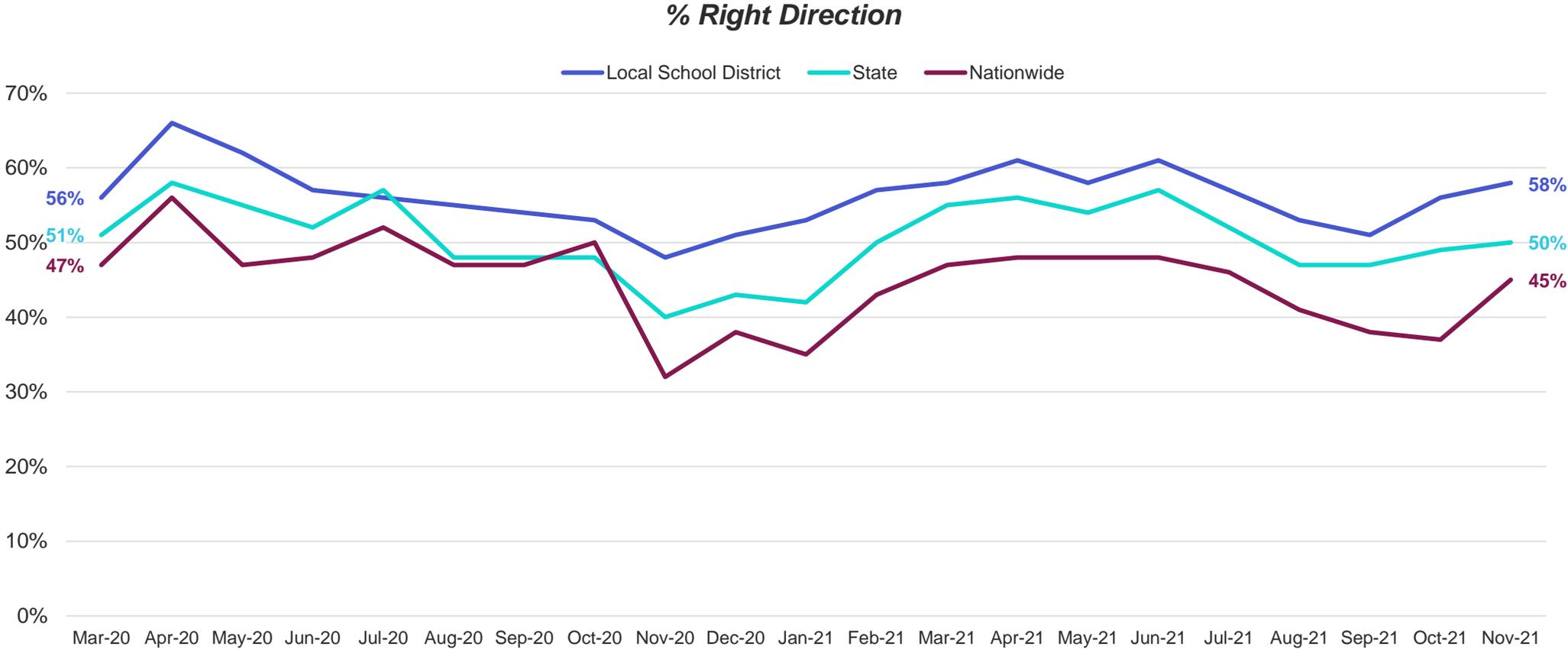
All Adults



School parents expressed a much more positive national outlook about K-12 education in November – reporting an increase of eight points.

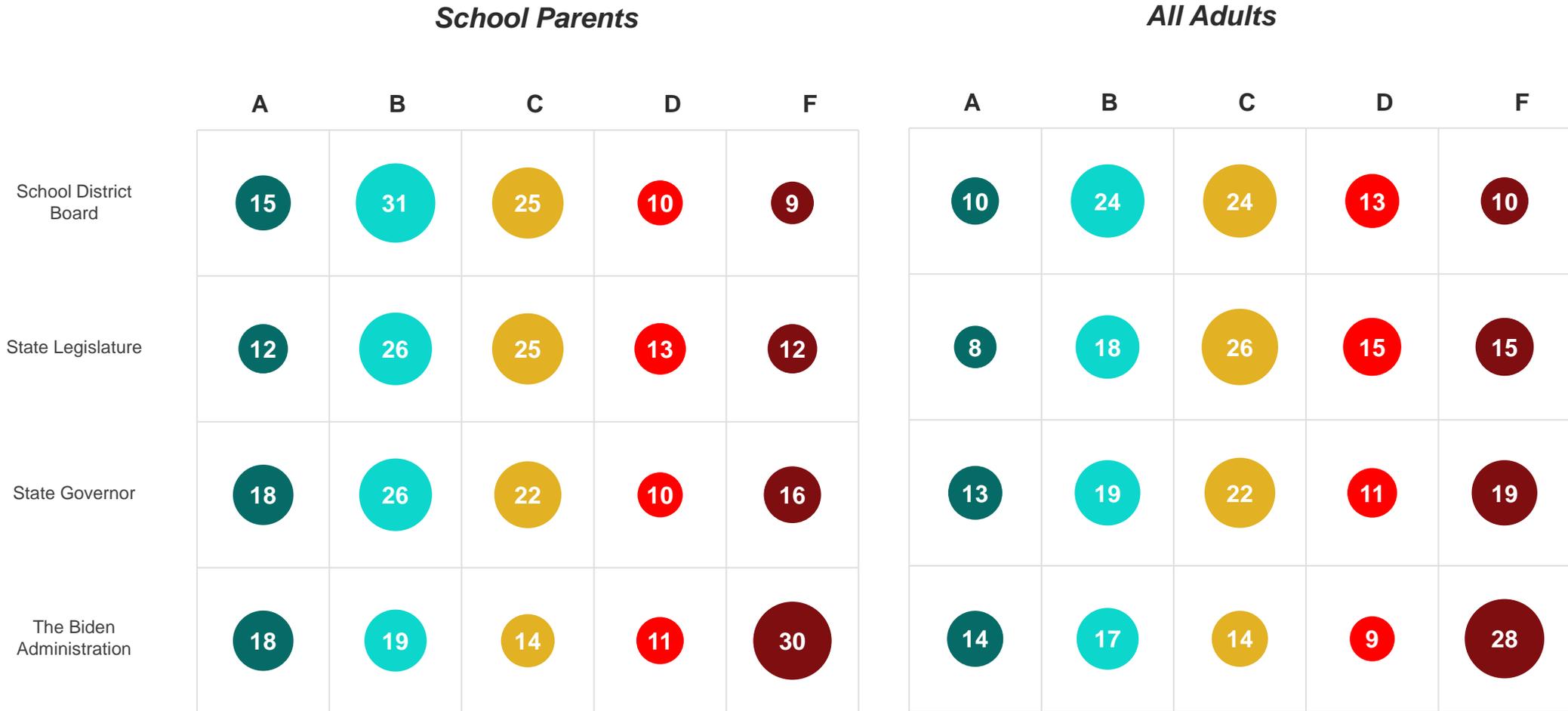
Do you feel things in K-12 Education are generally going in the right direction, or do you feel things have generally gotten off on the wrong track?

School Parents



Parents are more likely to be positive and to give A/B grades to school boards than other policymakers for their handling of K-12 education.

How would you grade the following on their handling of matters in K-12 education?



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

Americans are more likely to say core academic subjects are most important for grades K-8. They believe skills for future employment are most important for Grades 9-12.

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 **44%**

-  Core academic subjects (58%)
-  Become independent thinkers (47%)
-  Socialization (47%)
-  Skills for future employment (45%)
-  How to be good citizens (44%)
-  Values, moral character, religious virtues (39%)
-  To fix social problems (26%)

Grades 9-12

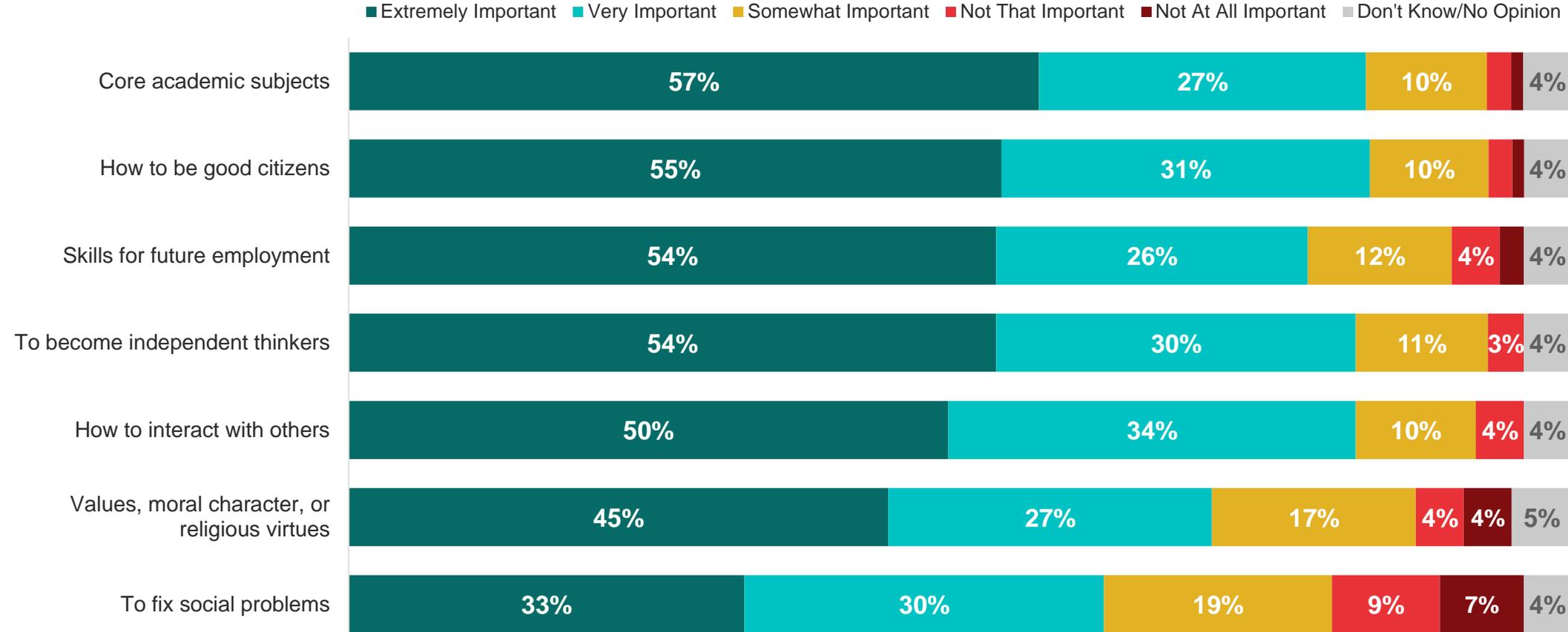
Average % selected Extremely Important **46%**

-  Skills for future employment (58%)
-  Core academic subjects (53%)
-  Become independent thinkers (50%)
-  How to be good citizens (49%)
-  Socialization (44%)
-  Values, moral character, religious virtues (40%)
-  To fix social problems (29%)

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...

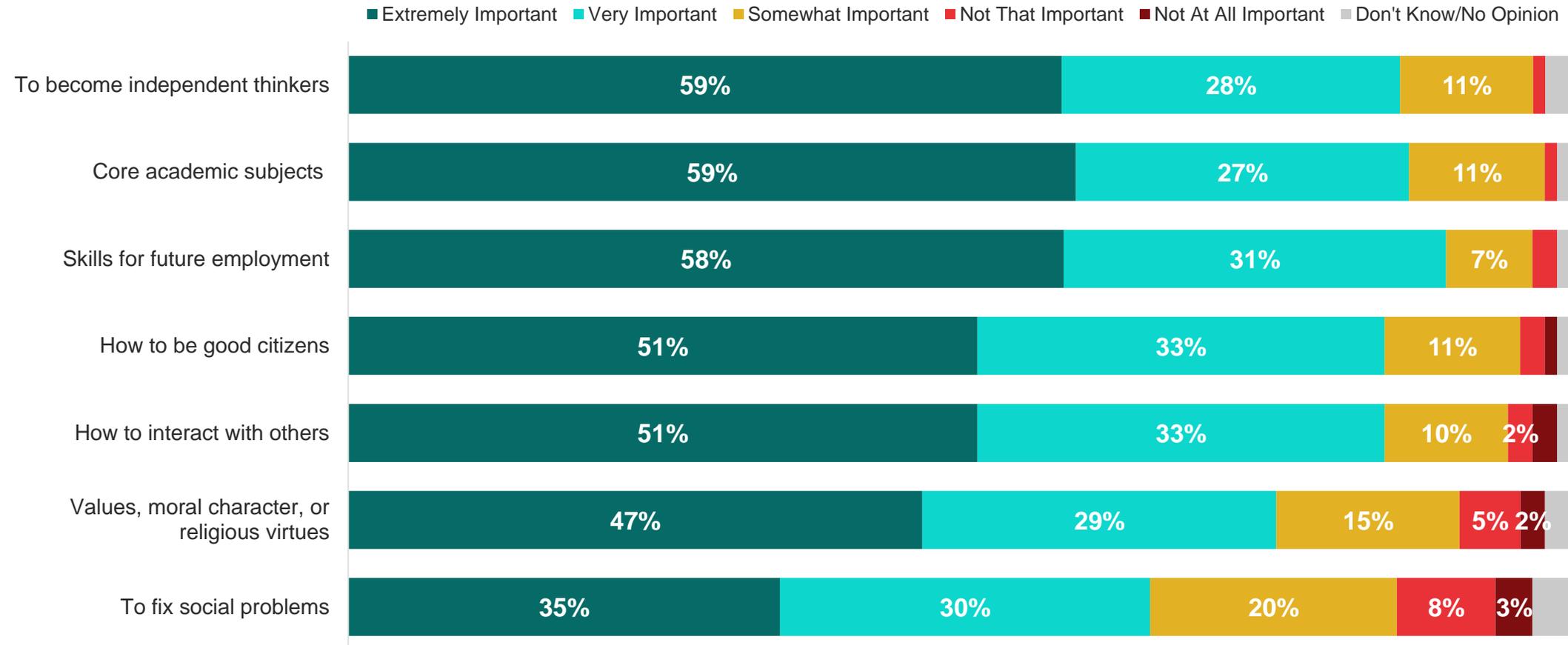
School Parents



School parents are most likely to say that high school should focus on independent thinking, core academic subjects, and 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...

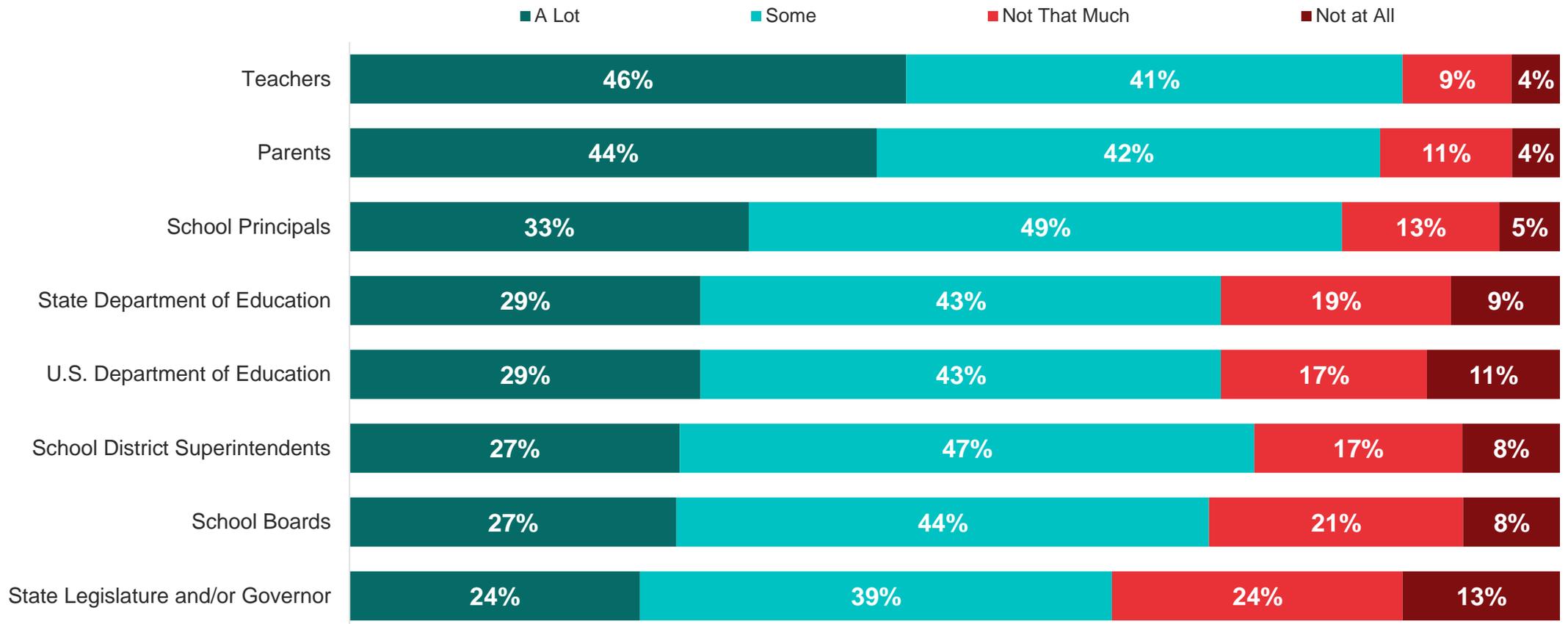
School Parents



School parents are 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



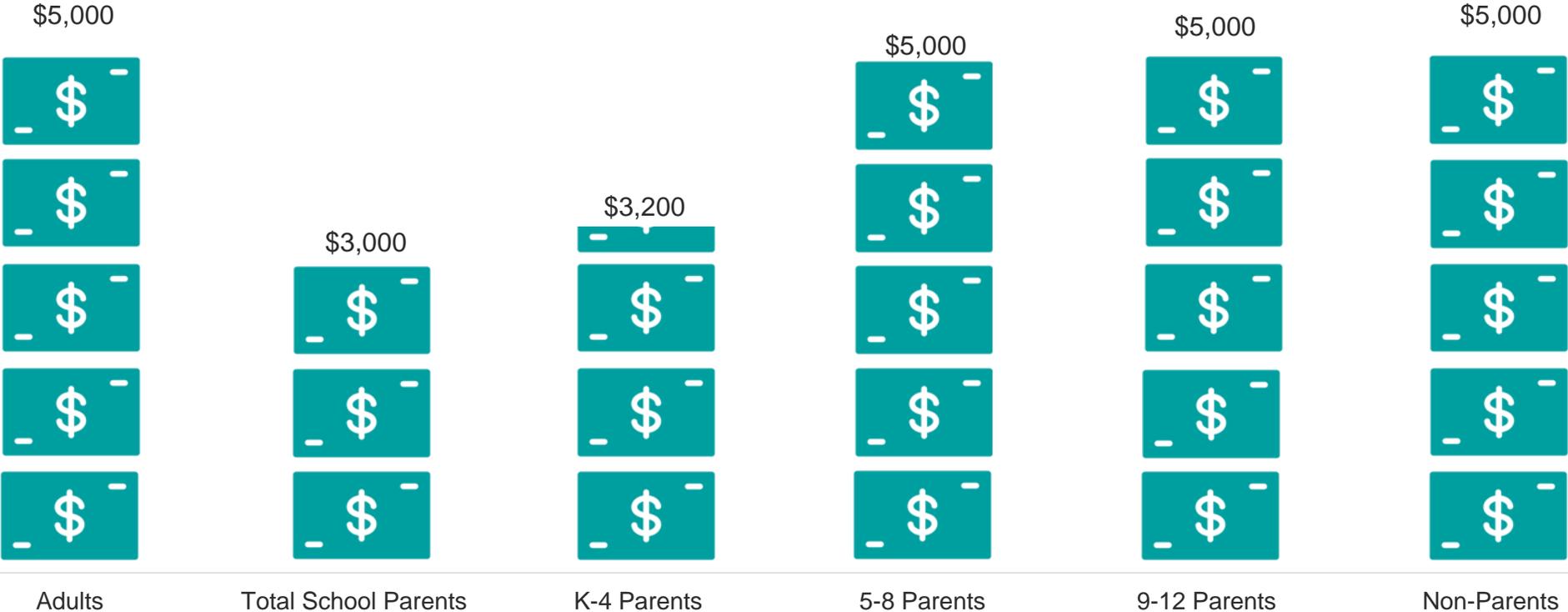
Americans, especially school parents of younger children, believe that government spending per student is much lower than actual expenditures.

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 | \$25,155 |
| Mean | \$12,912 |
| Minimum | \$7,979 |

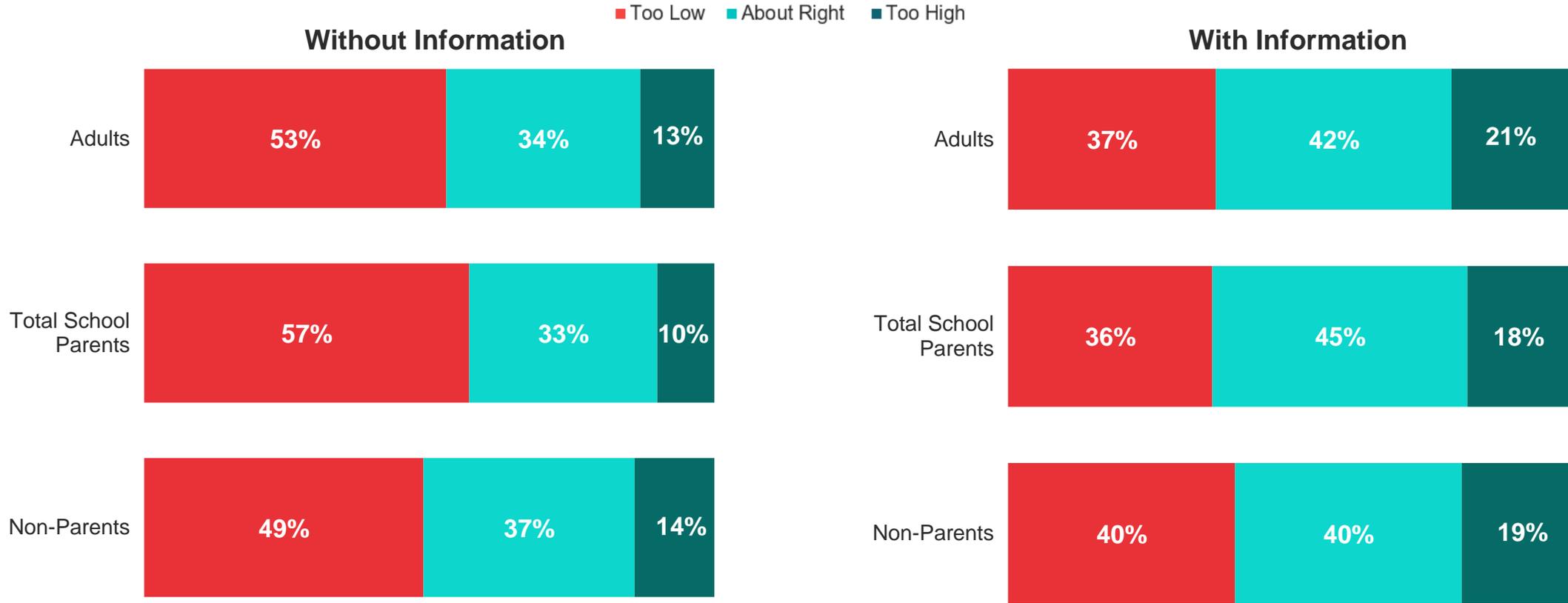


FY19 State Actuals Source: National Center for Education Statistics

Americans are much less likely (-16 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:

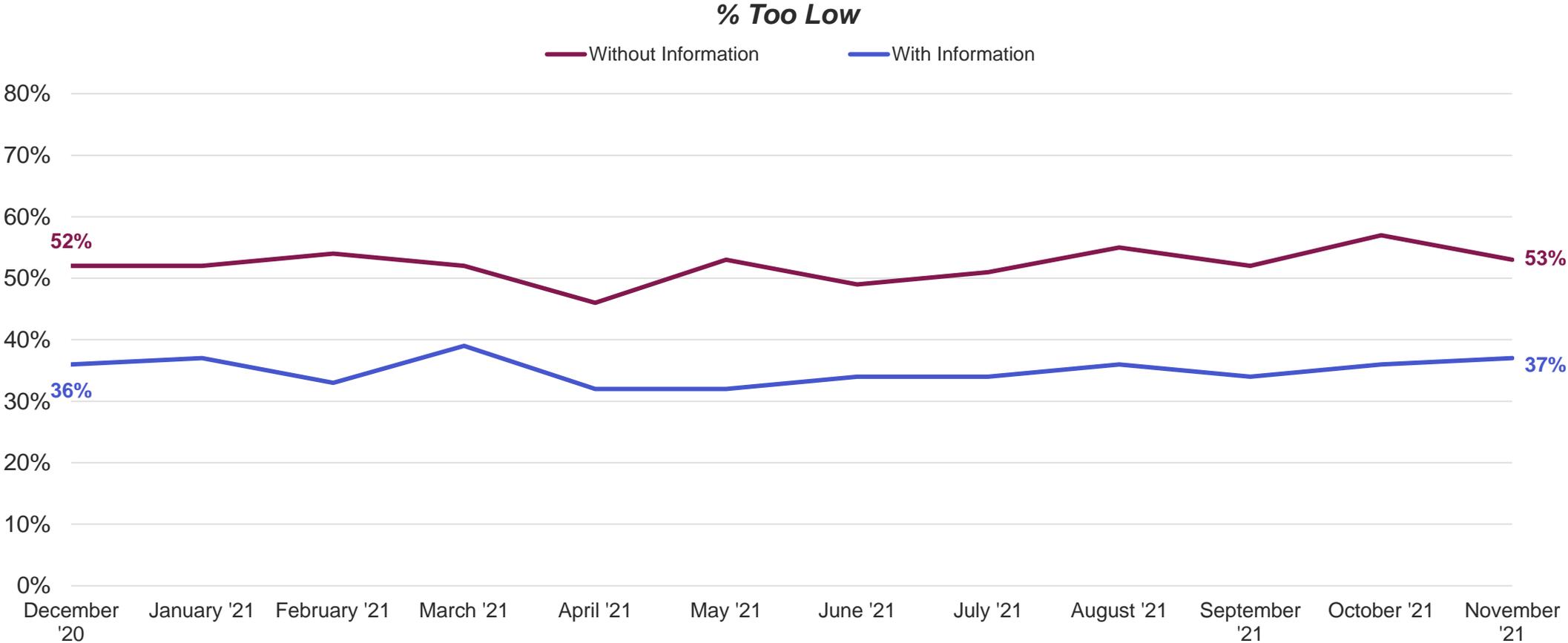


The general population's opinion on school funding being too low is on par with their sentiment at the end of last year.

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

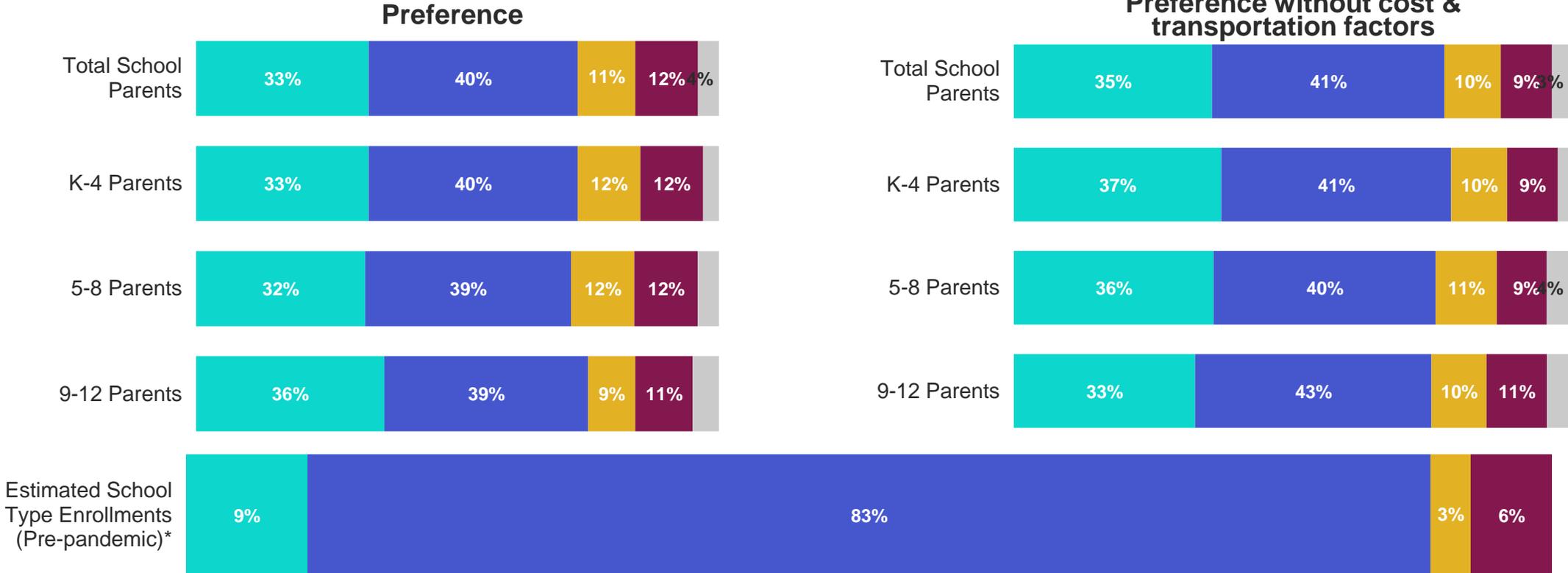


In November, wording about financial costs and transportation did not appear to affect either the general population or school parents' schooling preferences.

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

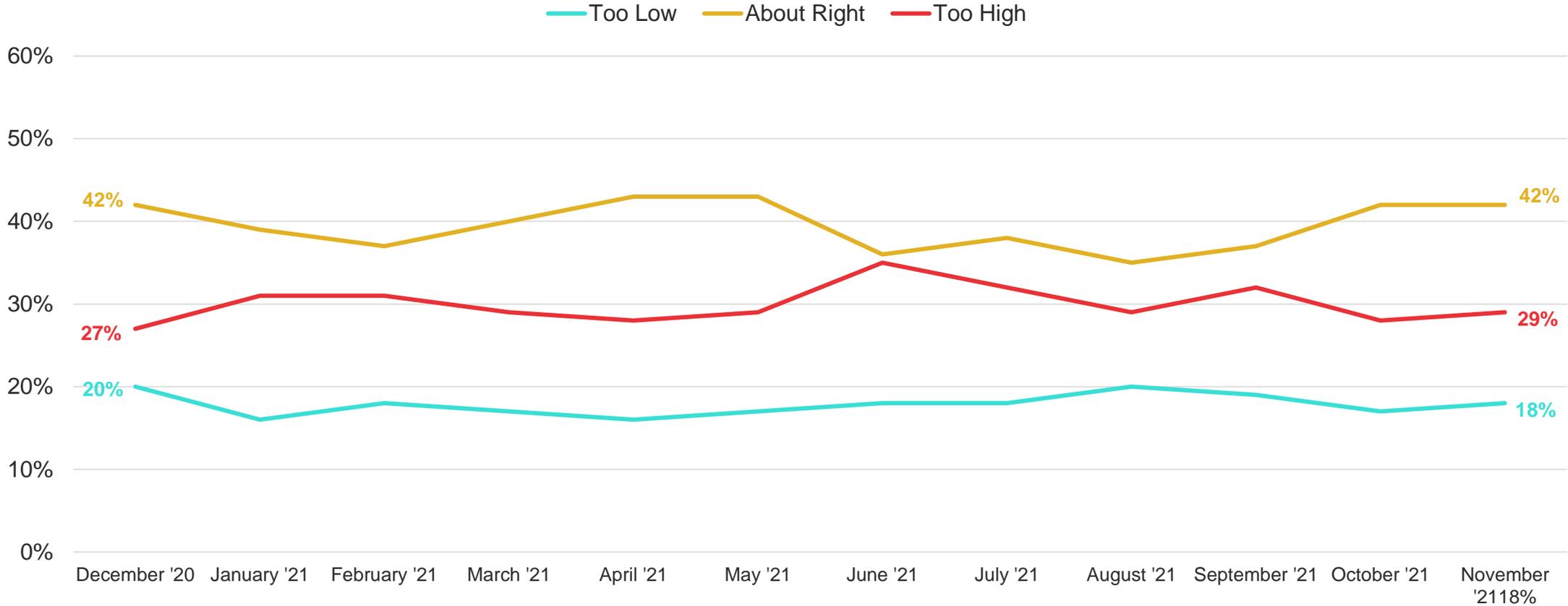


*Intended as reference point only. Percentage estimates reflect all K-12 students nationally. Source: [2021 EdChoice Share](#)

A plurality of school parents continue to believe the time spent on standardized testing was 'about right'.

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



Parents believe they should have the most control over vaccine requirements, but they think school leaders should have the most control over decisions around curriculum and student resources. Parents consistently believe policymakers should have the least amount of control.

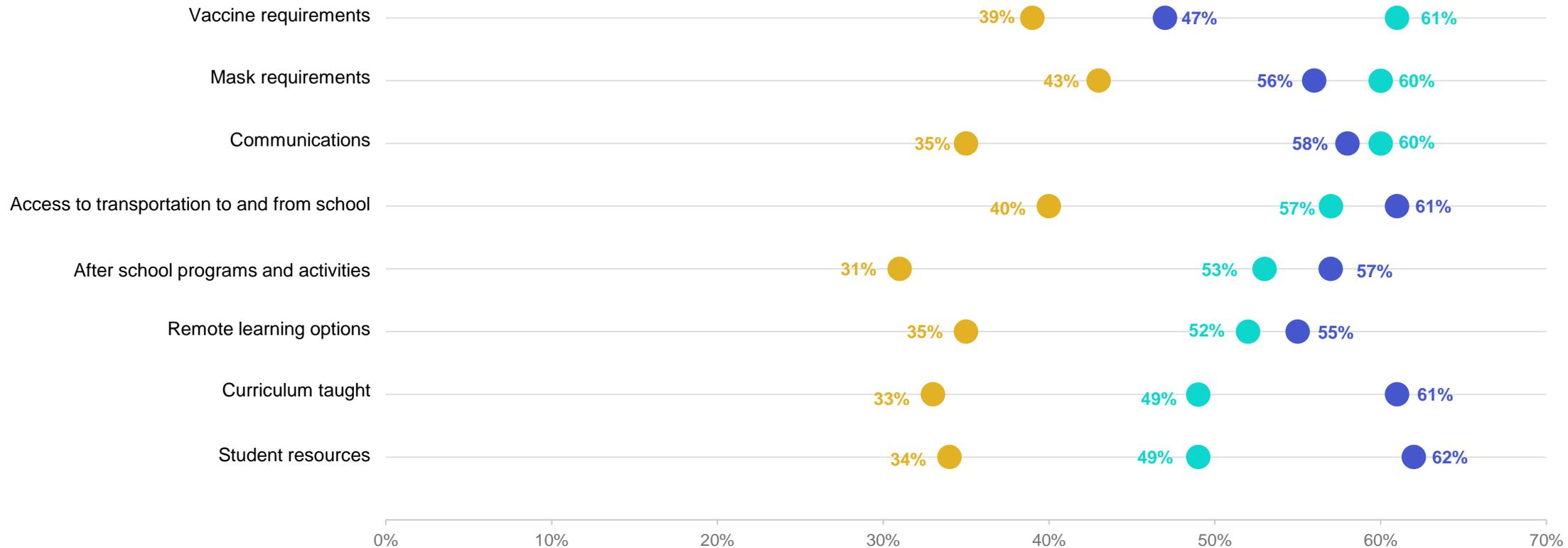
Thinking about the ways parents/school leaders/administration/policymakers/government (state or federal) can make decisions that affect your child's education, how much control do you want parents/school leaders/administration/policymakers/government (state or federal) to have over each of the following?

School Parents

% Control

(Complete + Most Control)

● Parents ● School Administration ● Policymakers

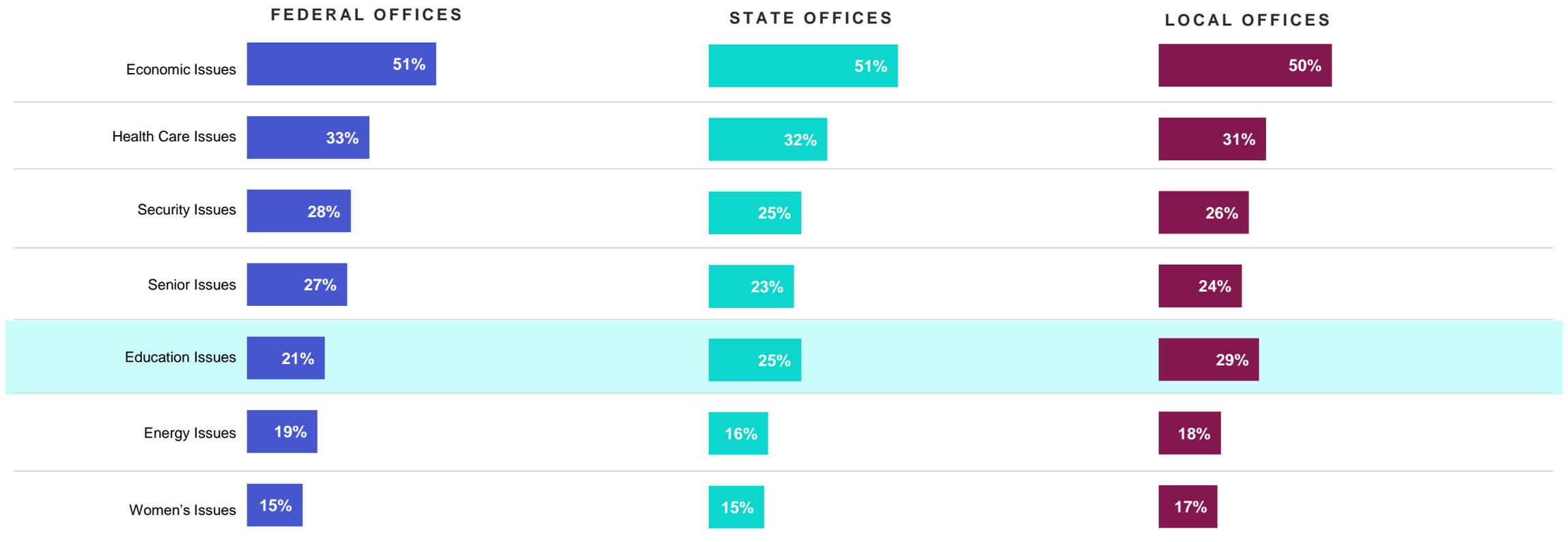


Most Americans view economic issues as their top priority when deciding who to vote for at the federal, state, or local levels. Education issues rank near the middle on a federal level but relatively higher on local and state levels.

Now, thinking about your vote, what would you say are the top 3 issues on your mind when you cast your vote for federal offices/state offices/local offices?

All Adults

% Selected



Participants were only randomly asked about one of three offices

School parents who live in small or rural communities, politically independent, or live in the Northeast were most likely to signal that education issues are a priority for voting.

Now, thinking about your vote, what would you say are the top 3 issues on your mind when you cast your vote for federal offices/state offices/local offices?

School Parents

% Selected Education Issues

% Most Frequently Selected



| | | | | | |
|---------------------------|-----|---------------------|-----|-----------------------------|-----|
| Small Town | 45% | South | 35% | Black | 31% |
| Northeast | 42% | Suburban | 35% | Educ: Bachelors or Postgrad | 31% |
| Independent | 40% | Non-Hispanic White | 34% | Home School Parent | 31% |
| Rural | 39% | Low Income < \$35K | 34% | Midwest | 31% |
| District School Parent | 37% | Hispanic | 33% | Urban | 30% |
| Educ: < College | 37% | Democrat | 33% | Republican | 29% |
| Middle Income \$35K-\$75K | 36% | West | 32% | Private School Parent | 26% |
| | | High Income: \$75K+ | 32% | | |

Percentages are based on a composite score of all 3 offices asked (Federal, State, and Local).

AGENDA

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SURVEY PROFILE AND DEMOGRAPHICS



Survey Profile, 1

| | |
|---|---|
| Dates | November 6-12, 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 = 11.48 minutes, Oversample Median = 13.70 minutes |
| Sample Size | N = 2,200 General Population N= 1,199 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) | ± 2.36 percentage points (Gen Pop), ± 3.77 percentage points (Oversample) |
| Participation Rate | 16.88% (Gen Pop), 9.65% (Oversample) |
| Methods Page | https://edchoice.morningconsultintelligence.com/methodology/ |
| Project Contact | Paul DiPerna, paul@edchoice.org |

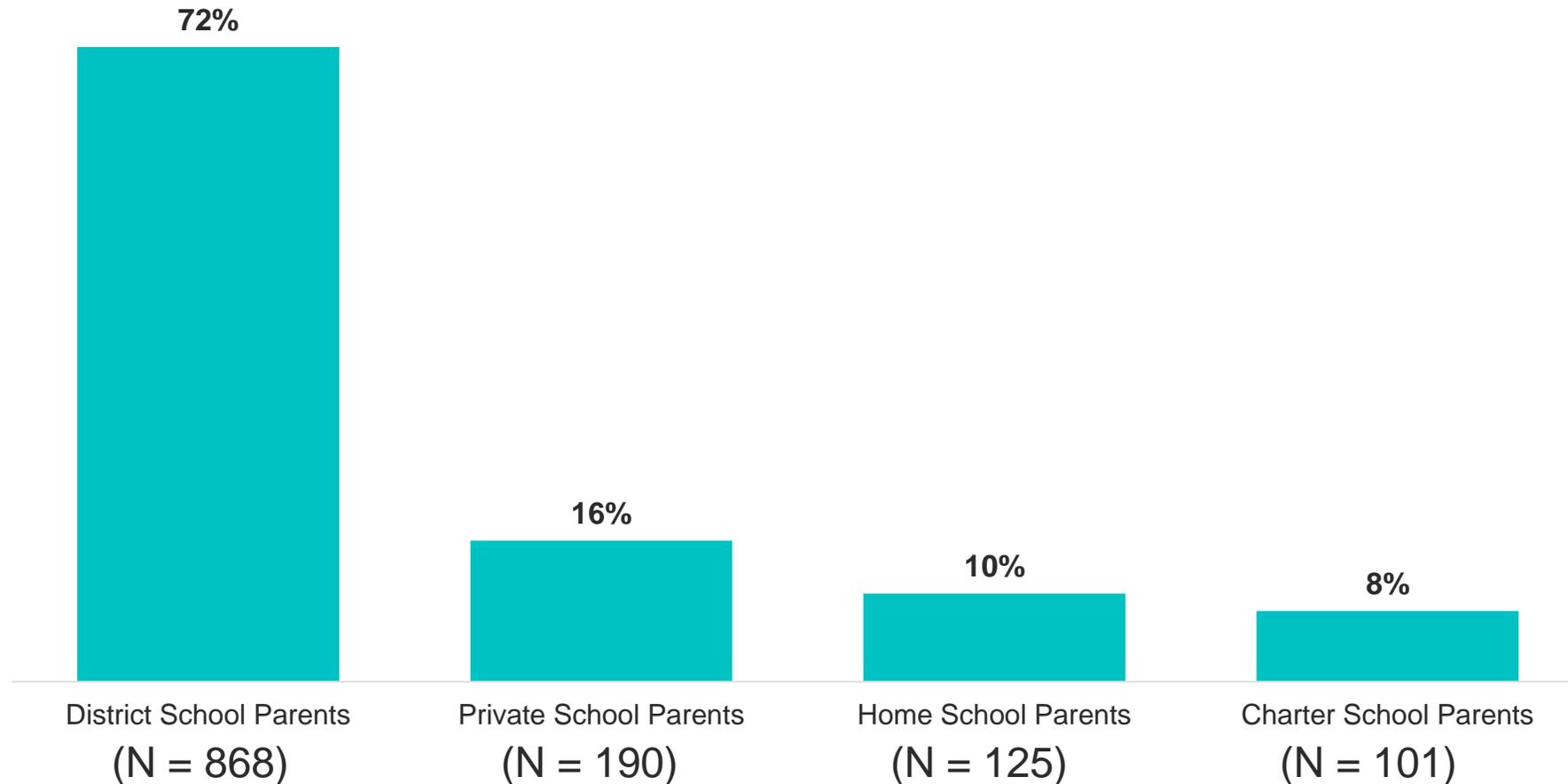
| Demographics | Unweighted (N =) |
|--------------------|-------------------|
| Hispanic | 200 |
| Non-Hispanic White | 1625 |
| Black | 244 |
| Other | 100 |
| Generation Z | 161 |
| Millennial | 792 |
| Generation X | 338 |
| Boomers | 744 |
| Male | 827 |
| Female | 1373 |
| < College | 1526 |
| College + | 674 |
| Northeast | 409 |
| Midwest | 524 |
| South | 948 |
| West | 319 |

| Demographics | Unweighted (N =) |
|-------------------------------|-------------------|
| Total School Parents* | 1199 |
| K-4 Parents* | 671 |
| 5-8 Parents* | 524 |
| 9-12 Parents* | 422 |
| Non-Parents | 906 |
| Liberal | 620 |
| Moderate | 683 |
| Conservative | 675 |
| Democrat | 796 |
| Independent | 610 |
| Republican | 616 |
| Urban | 593 |
| Suburban | 894 |
| Small Town | 257 |
| Rural | 456 |
| Low Income <\$35K | 973 |
| Middle Income \$35K to <\$75K | 719 |
| High Income \$75K+ | 508 |

* Denotes the sample came from school parents

| Demographics | Unweighted | Weighted | Target (%) |
|--------------------|------------|----------|------------|
| Hispanic | 9% | 16% | 16% |
| White | 78% | 78% | 78% |
| Non-Hispanic White | 74% | n/a | n/a |
| Black | 11% | 12% | 12% |
| Other | 5% | 9% | 9% |
| Age: 18-34 | 26% | 30% | 30% |
| Age: 35-54 | 35% | 31% | 31% |
| Age: 55+ | 40% | 40% | 40% |
| Age: 65+ | 22% | 20% | 20% |
| Male | 38% | 48% | 48% |
| Female | 62% | 52% | 52% |
| < College | 69% | 69% | 69% |
| College + | 31% | 31% | 31% |
| Northeast | 19% | 18% | 18% |
| Midwest | 24% | 21% | 21% |
| South | 43% | 37% | 37% |
| West | 15% | 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)





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