

*ed* CHOICE

# BLACK PARENTS AND K-12 EDUCATION

A National Polling Brief

DECEMBER 2021

# KEY FINDINGS

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1. In November, Black parents' overall support for school vouchers had reached its highest level in 10 months. Strong support increased +13 points since February.
2. In November, Black, white, and Hispanic parents agreed on what was most important for schools to prioritize, including: resources, curriculum, transportation, and communications. Black parents viewed mask requirements and remote learning options as a much higher priority than white and Hispanic parents.
3. Two-thirds of Black parents signaled they would prefer having at least one day of school (per week) occur at home. That proportion of Black parents is much larger than the observed numbers of white parents.
4. Although Black parents' comfort with their children returning to school continued to increase in the late fall, they were less comfortable than white and Hispanic parents.
5. Interest in learning pods held steady in November with just under two out of five Black parents indicating they were participating or interested in pods.
6. In November, Black parents continued to express their very high levels of support for education savings accounts (ESAs), school vouchers, and public charter schools.

**Methodology:**

This poll was conducted between November 6-November 18, 2021 among a sample of 435 Black School Parents. The interviews were conducted online. Results based on the Black School Parents sample have a measure of precision of plus or minus 5.3 percentage points.

AGENDA

**COVID-19 AND SCHOOLING**

**PERSONALIZED LEARNING**

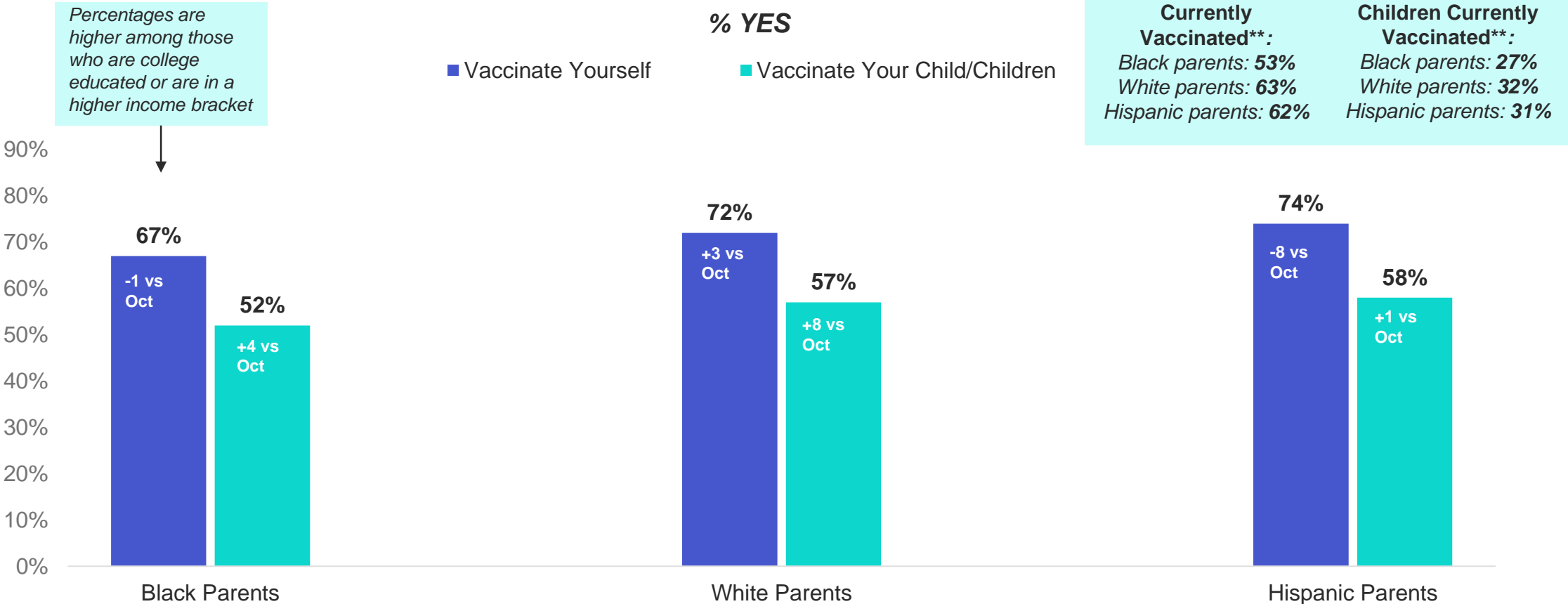
**SCHOOL CHOICE POLICIES**

**SURVEY PROFILE AND DEMOGRAPHICS**



# In November, there was a sizable increase among white parents' willingness to vaccinate their children.

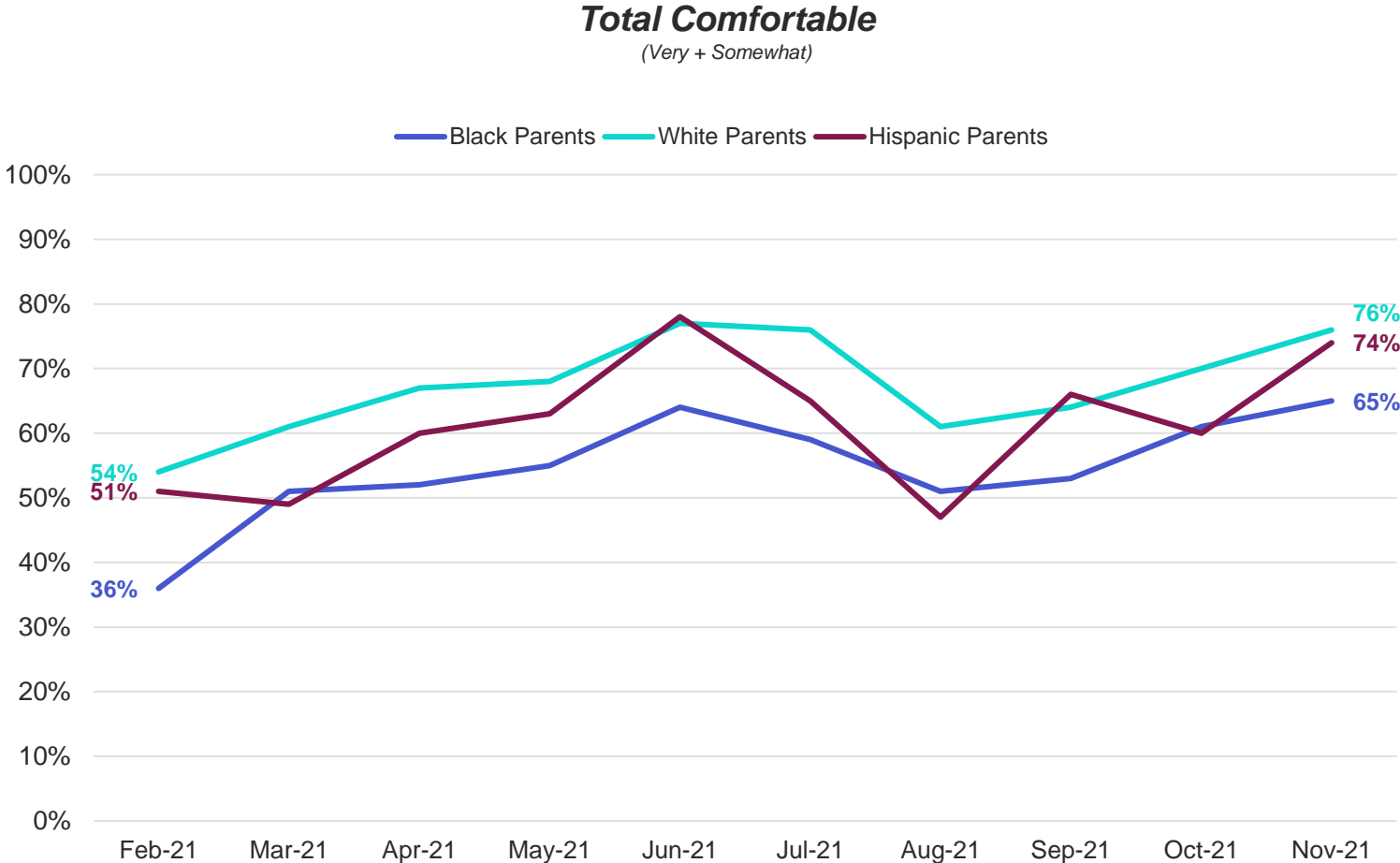
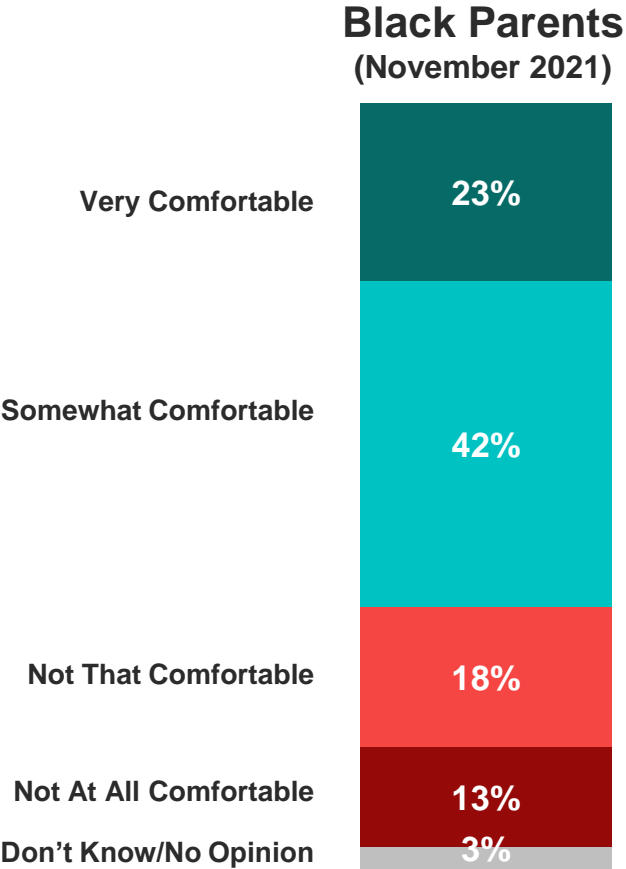
Now that an FDA (Food and Drug Administration) approved vaccine to prevent COVID-19 is available for you/your children, have/will you get/get your children vaccinated?



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

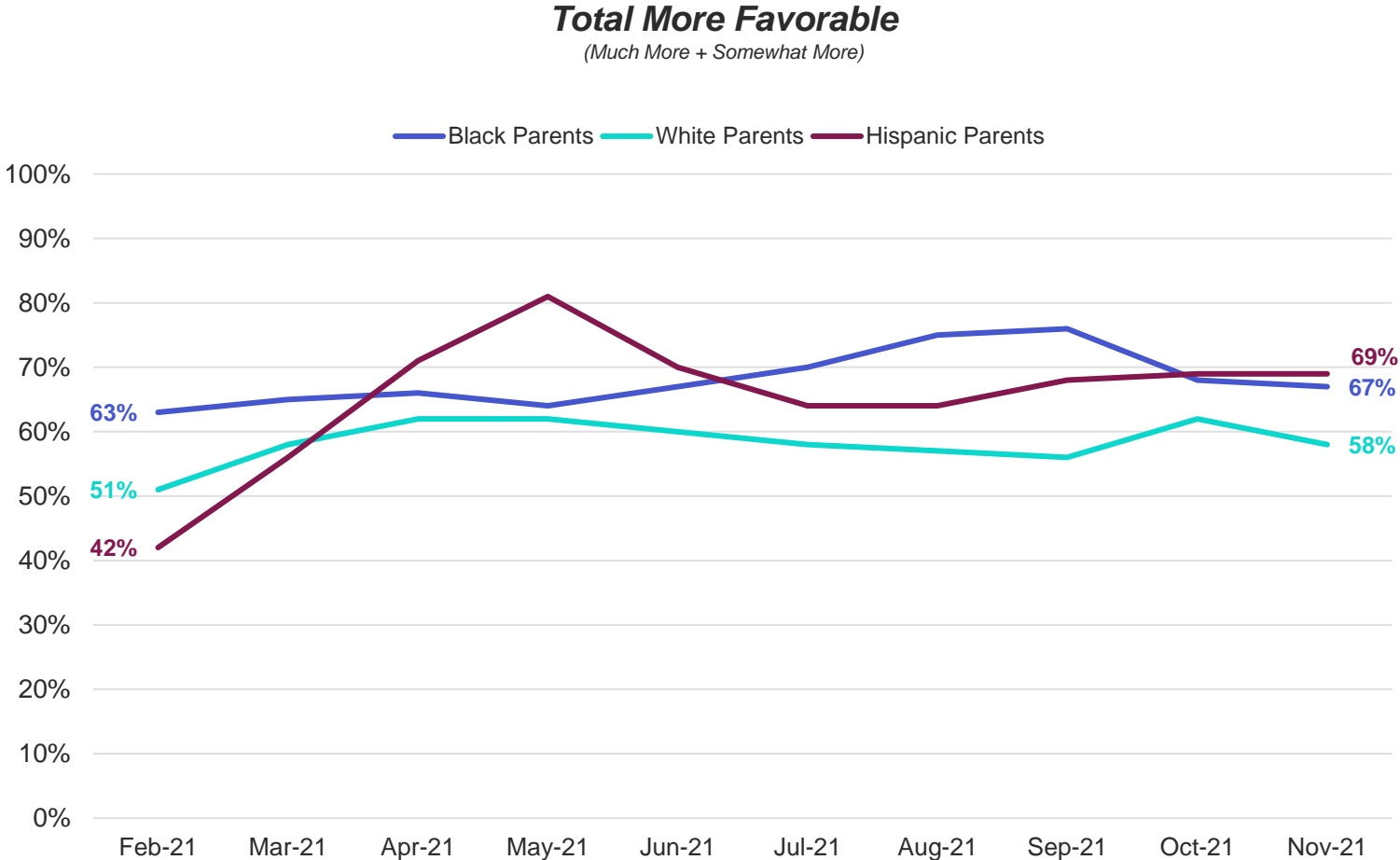
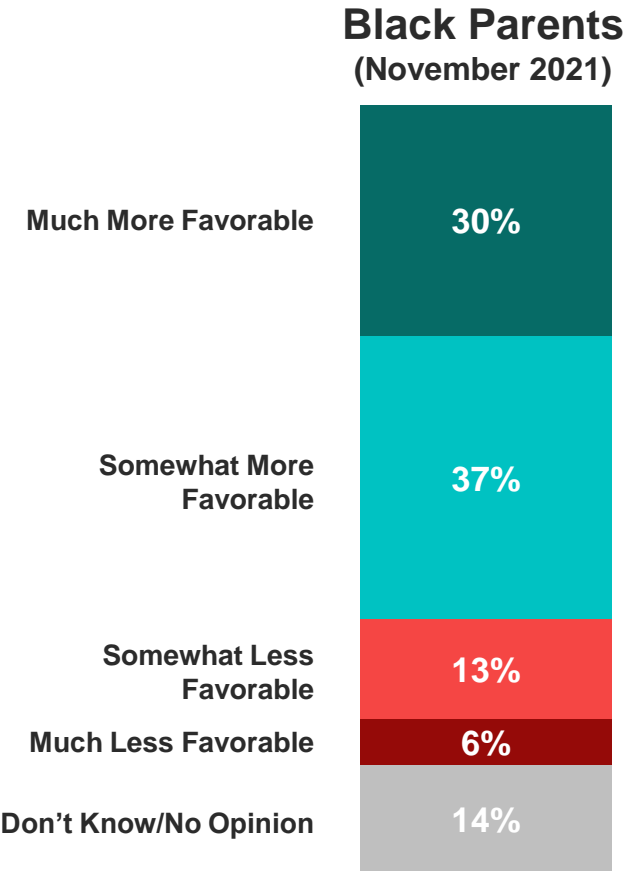
# Black parents' comfort with their child returning to school has continued to increase since August 2021. A similar pattern is seen among white parents.

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?



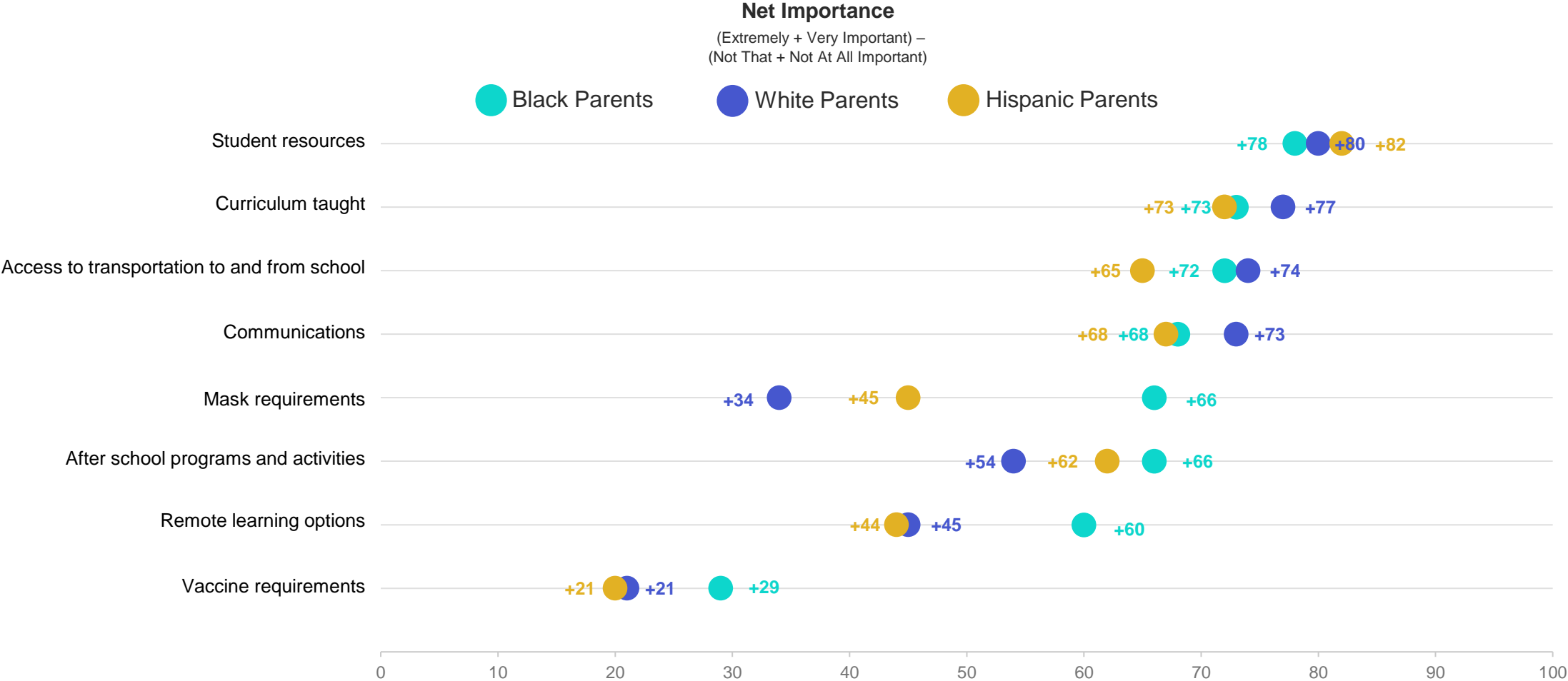
# Positive sentiment around homeschooling held steady among Black and Hispanic parents in November. There was a small decrease among white parents.

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



# Black parents view mask requirements and remote learning options as a much higher priority than both white and Hispanic parents. All parent types are in agreement regarding the importance of resources, curriculum, transportation, and communications.

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



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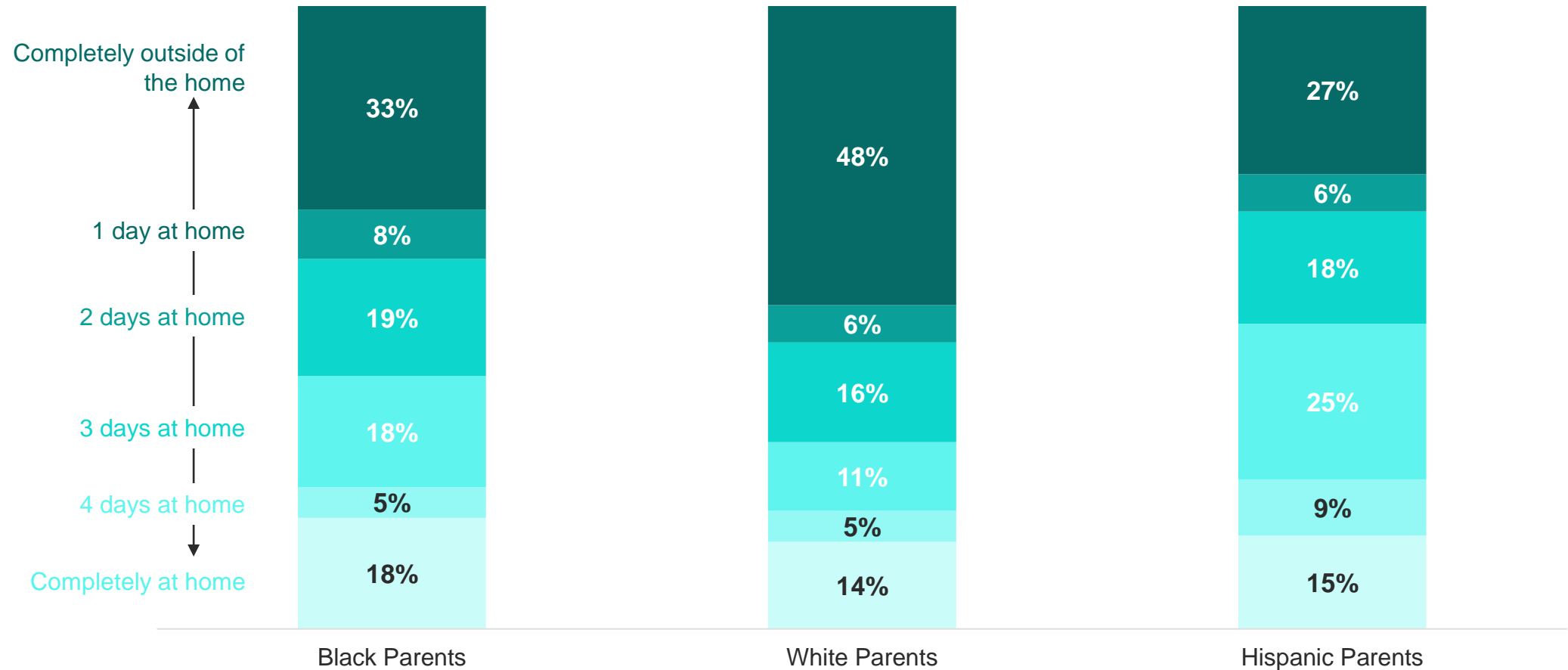
SURVEY PROFILE AND DEMOGRAPHICS





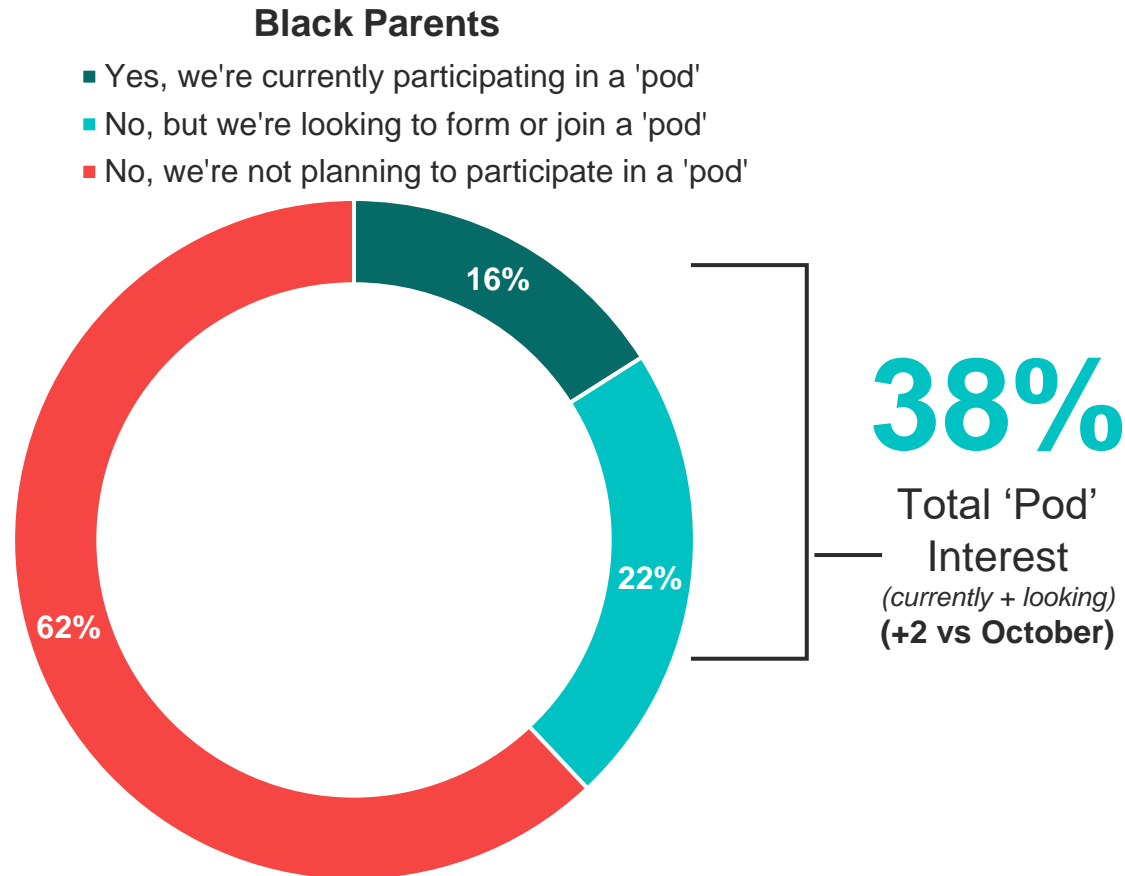
# Two-thirds of Black parents would prefer having at least one day of school (per week) occur at home – much larger than the proportion of white parents.

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?



# Interest in pods held steady in November with nearly two out of five Black parents indicating they are actively participating or interested.

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



## Likelihood to Participate in / Form / Join a 'Pod'

|                                      |                                |     |
|--------------------------------------|--------------------------------|-----|
| More likely than total Black Parents | Hispanic Parents*              | 50% |
|                                      | Black Male Parents             | 49% |
|                                      | High Income \$75K+             | 42% |
| Less likely than total Black Parents | Middle Income \$35K to < \$75K | 39% |
|                                      | Low Income < \$35K             | 35% |
|                                      | Black Female Parents           | 30% |
|                                      | White Parents*                 | 28% |

\* Denotes the sample came from November 2021 School Parent Oversample

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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**

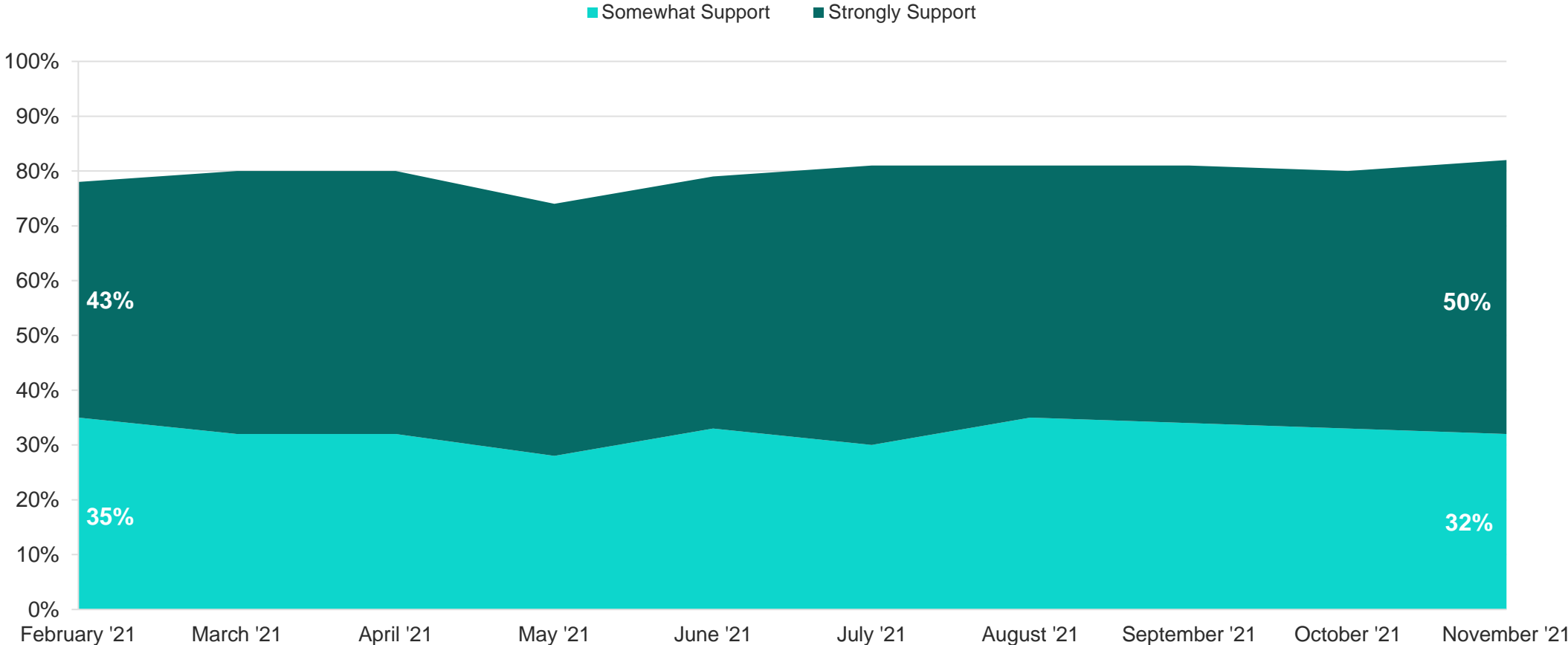
A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to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

# Half of Black parents indicate a strong level of support for ESAs when given a description.

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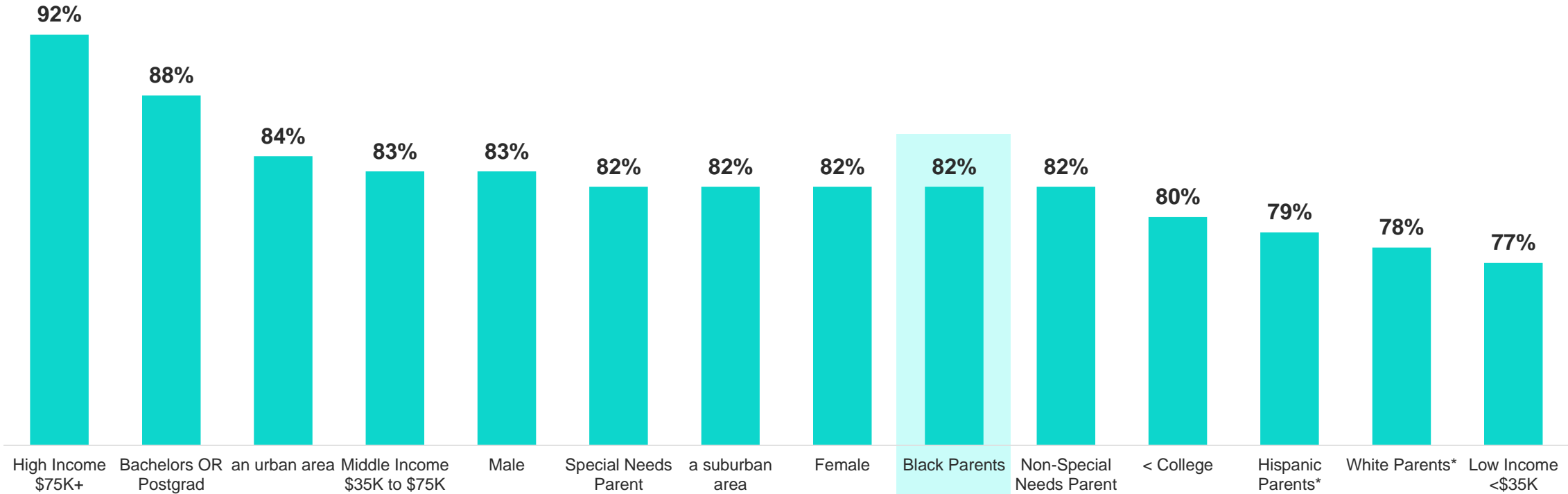


# In November, Black parents' overall support for school vouchers had reached its highest level in 10 months. Strong support increased +13 points since February.

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## Black Parents

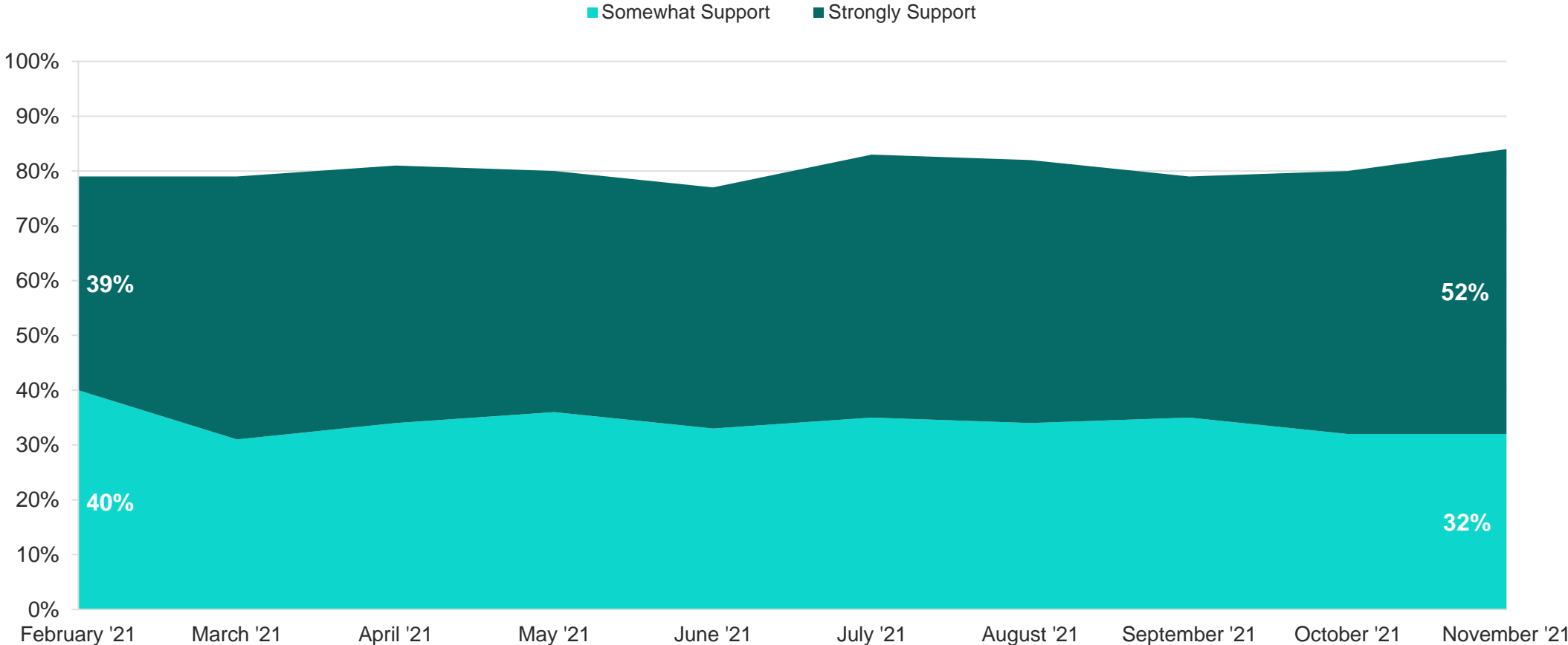
**Total Support**  
(Strongly Support + Somewhat Support)



\* Denotes the sample came from November 2021 School Parent Oversample

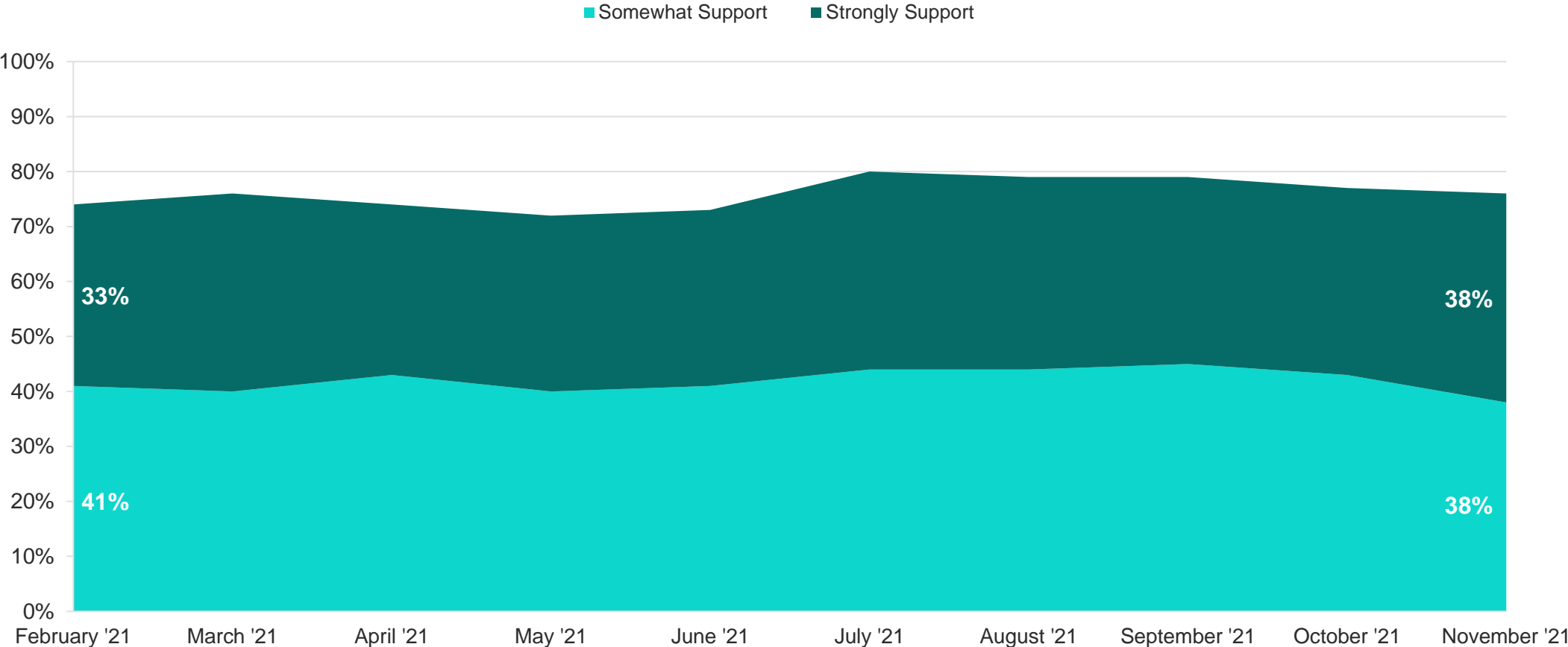
# Black parents' overall support for school vouchers remained high in November. Just over half indicated a strong level of support for vouchers.

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. In general, what is your opinion of school voucher systems?



# Roughly three out of four Black parents expressed overall support for public charter schools 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?





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# Survey Profile, 1

|   |   |
|---|---|
| <b>Dates</b>  | November 6, 2021 – November 18, 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 = 11.48 minutes, School Parent Oversample Median = 13.70 minutes, Black School Parent Oversample Median = 14.17 minutes             |
| <b>Sample Sizes</b>                                      | Total, N = 2,200 General Population (Adults 18+)<br>Total, N = 1,199 School Parents<br>Total, N = 435 Black School Parents                         |
| <b>Oversampling</b>                                      | N = 700 School Parents<br>N = 300 Black School Parents   |
| <b>Quotas</b>  | Age, Gender  |
| <b>Weighting</b>   | Age, Race, Ethnicity, Gender, Education, Census Region   |
| <b>Measure of Precision<br/>(adjusted for weighting)</b> | ± 2.36 percentage points (Gen Pop), ± 3.77 percentage points (School Parent Oversample), ± 5.25 percentage points (Black School Parent Oversample) |
| <b>Participation Rate</b>                                | 16.88% (Gen Pop), 9.65% (School Parent Oversample), 14.34% (Black School Parent 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  |

# Based on Black Parent Sample

| Demographics                  | Unweighted (N = ) |
|-------------------------------|-------------------|
| Hispanic*                     | 148               |
| Non-Hispanic White*           | 849               |
| Generation Z                  | 25                |
| Millennial                    | 290               |
| Generation X                  | 73                |
| Boomers                       | 44                |
| Male                          | 121               |
| Female                        | 314               |
| Northeast                     | 61                |
| Midwest                       | 71                |
| South                         | 271               |
| West                          | 32                |
| Low Income <\$35K             | 207               |
| Middle Income \$35K to <\$75K | 163               |
| High Income \$75K+            | 65                |

| Demographics | Unweighted (N = ) |
|--------------|-------------------|
| K-4 Parents  | 242               |
| 5-8 Parents  | 166               |
| 9-12 Parents | 149               |
| Liberal      | 163               |
| Moderate     | 164               |
| Conservative | 75                |
| Democrat     | 322               |
| Independent  | 70                |
| Republican   | 27                |
| Urban        | 214               |
| Suburban     | 150               |
| Small Town   | 20                |
| Rural        | 51                |
| < College    | 320               |
| College +    | 115               |

\*N size based on School Parent Oversample.

# Based on Black Parent Sample

| Demographics | Unweighted | Weighted | Target (%) |
|--------------|------------|----------|------------|
| Hispanic     | 6%         | 5%       | 5%         |
| Non-Hispanic | 94%        | 95%      | 95%        |
| Age: 18-29   | 22%        | 10%      | 10%        |
| Age: 30-39   | 36%        | 39%      | 39%        |
| Age: 40-49   | 25%        | 37%      | 37%        |
| Age: 50+     | 17%        | 14%      | 14%        |
| Male         | 28%        | 39%      | 39%        |
| Female       | 72%        | 61%      | 61%        |
| Northeast    | 14%        | 17%      | 17%        |
| Midwest      | 16%        | 18%      | 18%        |
| South        | 62%        | 56%      | 56%        |
| West         | 7%         | 9%       | 9%         |

WHO WE ARE

 **MORNING CONSULT**<sup>®</sup>

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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