

 edCHOICE

THE PUBLIC, PARENTS, AND K-12 EDUCATION

A National Polling Report

DECEMBER 2021

KEY FINDINGS

1. In December, the public's positive views about the direction of K-12 education – local, state, or national – had increased to levels not seen since the Spring of 2021.
2. Parents' comfort with their children returning to school held steady in December. Roughly three out of four parents were at least somewhat comfortable with in-person schooling.
3. Americans continue to have mixed emotions on mandates pertaining to masking and vaccinations. Support for mandatory masking continues to be more accepted than mandatory vaccines, especially for younger children.
4. Overall levels of interest in learning pods and tutoring increased again in December. The amounts parents said they were willing to pay, on average, for those education options were approximately \$470/month for pods and \$380/month for tutoring.
5. Parents appeared generally satisfied with their experiences across different school sectors. However, private school parents are much more likely to be “very satisfied” than district school parents.
6. Overall support held steady at high levels this month for school choice policies: education savings accounts (ESAs), school vouchers, and charter schools.
7. In December, Americans ranked education issues near the middle among other issue areas. That was similarly the case when considering federal, state, or local offices. Expressed importance at the local level declined from the previous month.

Methodology:

This poll was conducted between December 14-December 16, 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 2.52 percentage points..

AGENDA

COVID-19 AND SCHOOLING

SCHOOL CHOICE POLICIES

VIEWS ON K-12 EDUCATION

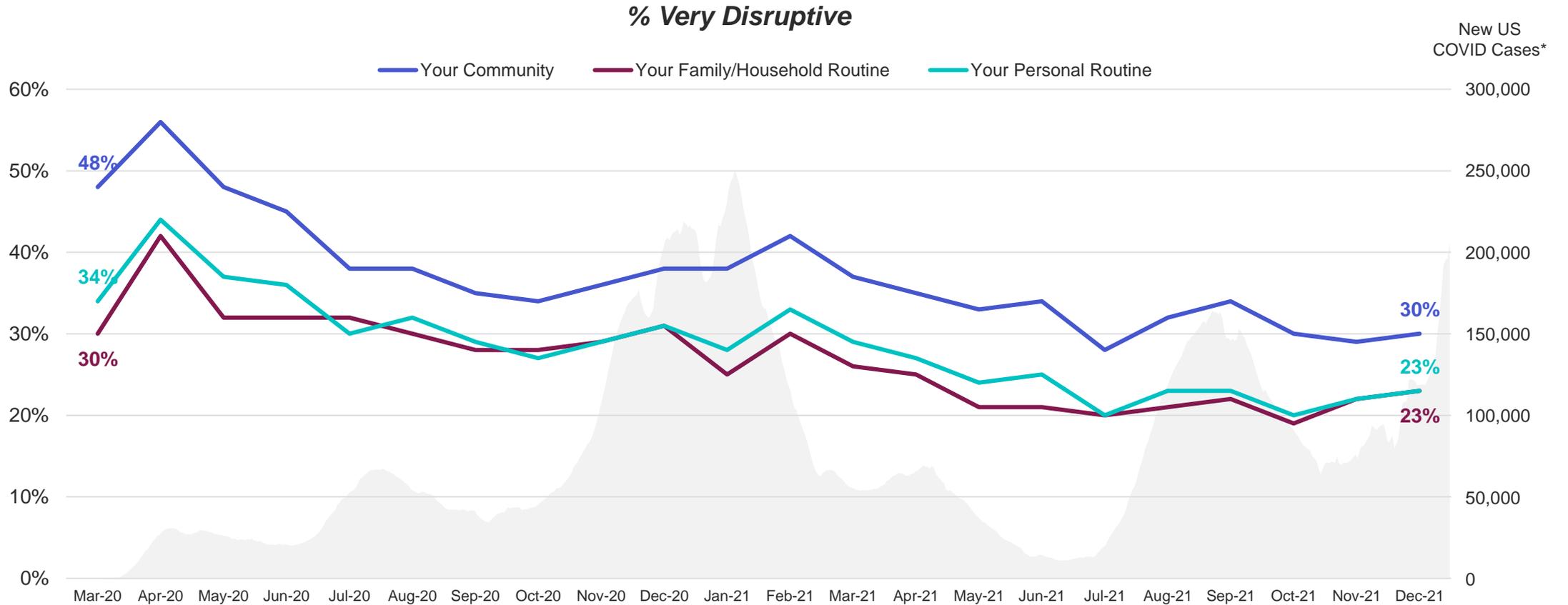
SURVEY PROFILE AND DEMOGRAPHICS



Despite a surge of COVID cases, the percentage of adults who felt the coronavirus had been 'very disruptive' to their routine held steady in December.

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

All Adults

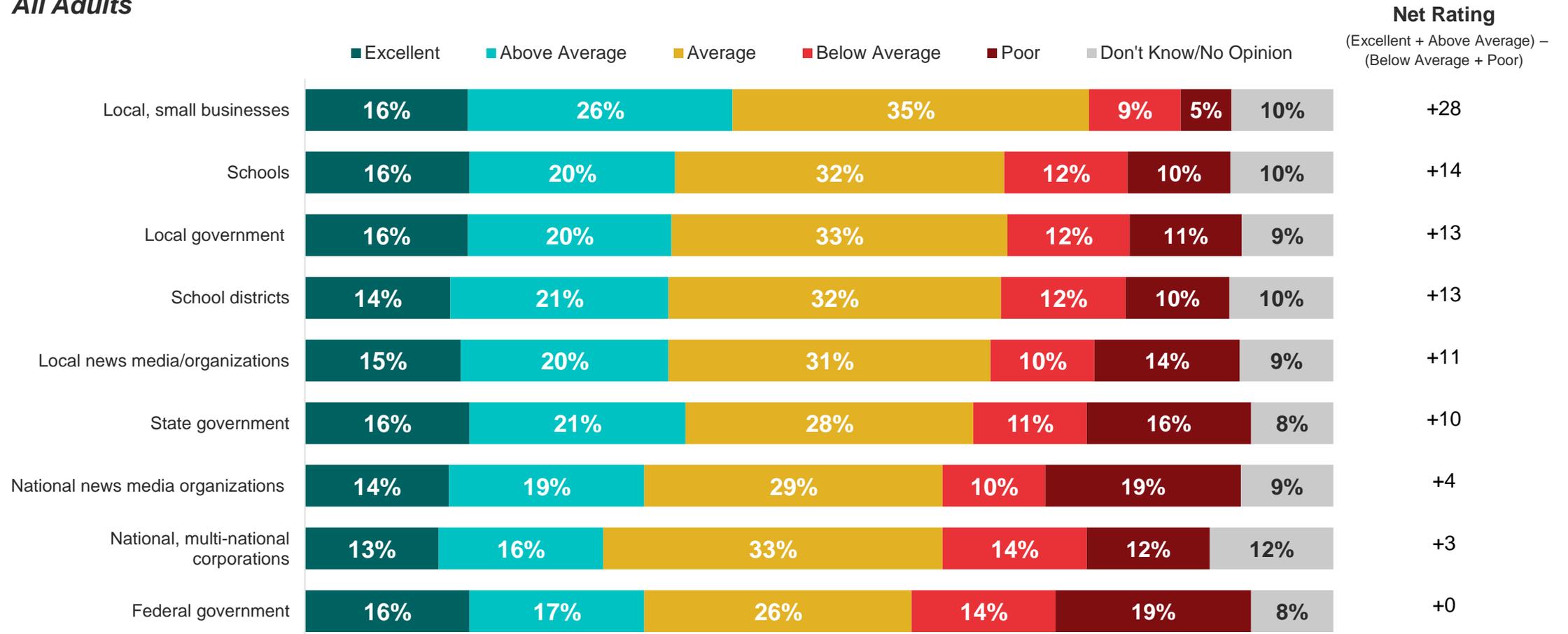


*CDC 7-day moving average

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?

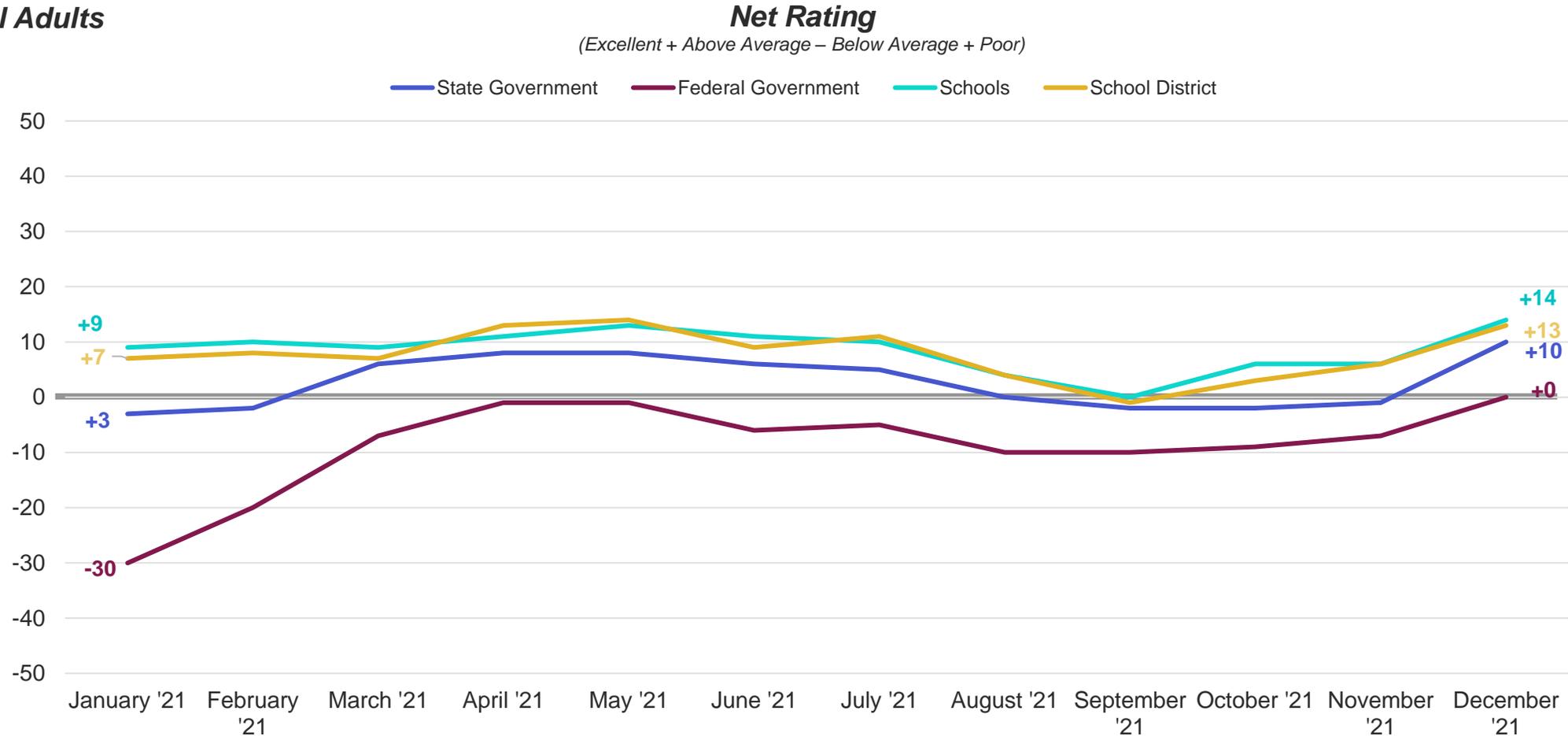
All Adults



In December, the public's ratings of government (both state and federal) as well as schools and school districts increased to their highest levels since May 2021.

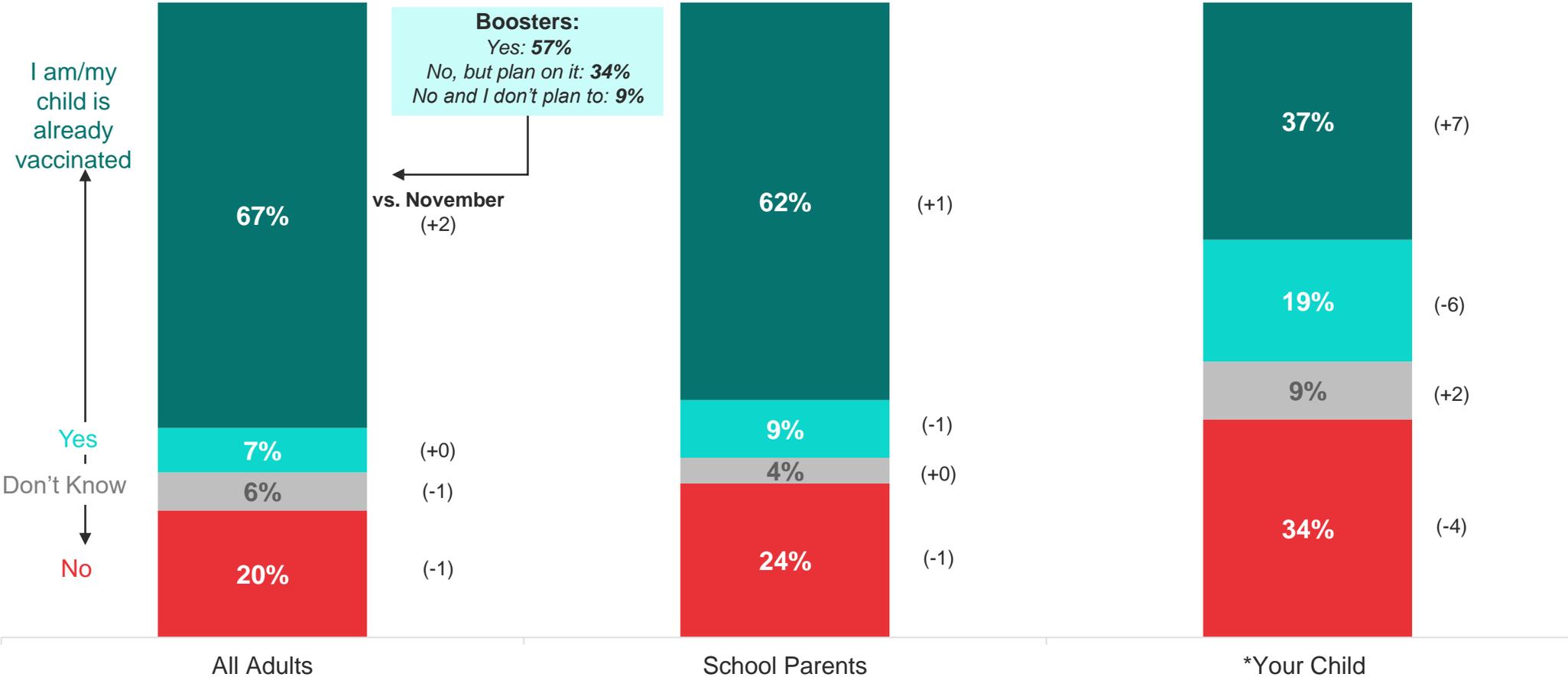
Based on what you have seen, read, or heard so far, how would you rate the following institutions on their response to the coronavirus (COVID-19) outbreak?

All Adults



Just over half of those who already received a COVID-19 vaccine reported getting a booster.

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? Did you get your COVID-19 booster shot?



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

Of those who have already received a COVID-19 vaccine, the vast majority either already have or are planning to receive a booster shot.

Did you get your COVID-19 booster shot?

All Adults

% of Those Already Vaccinated

Most likely to get a booster/already be boosted

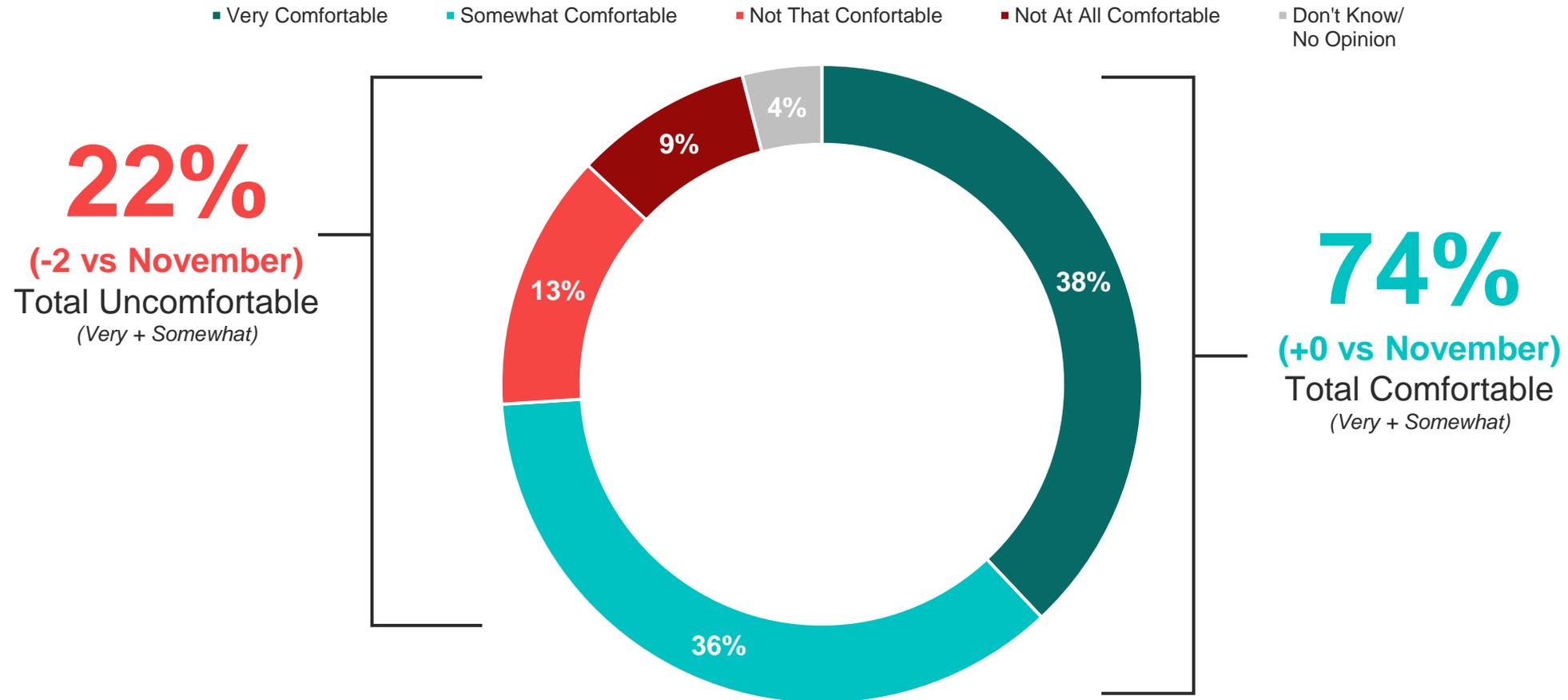


Democrat	96%	Baby Boomers	91%	Educ: < College	89%
Educ: Bachelors or Postgrad	94%	Suburban	90%	Middle Income \$35K to < \$75K	89%
Urban	94%	Low Income < \$35K	90%	Hispanic	88%
High Income \$75K+	93%	Black	90%	Rural	88%
Millennials	93%	South Region	90%	Republican	83%
Northeast Region	93%	Midwest Region	89%	Small Town	83%
Non-Hispanic White	92%	Gen X	89%	Gen Z	78%
West Region	92%	Independent	89%		

Nearly three out of four school parents said they felt comfortable with their child returning to school in December – similar to how they felt in November.

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?

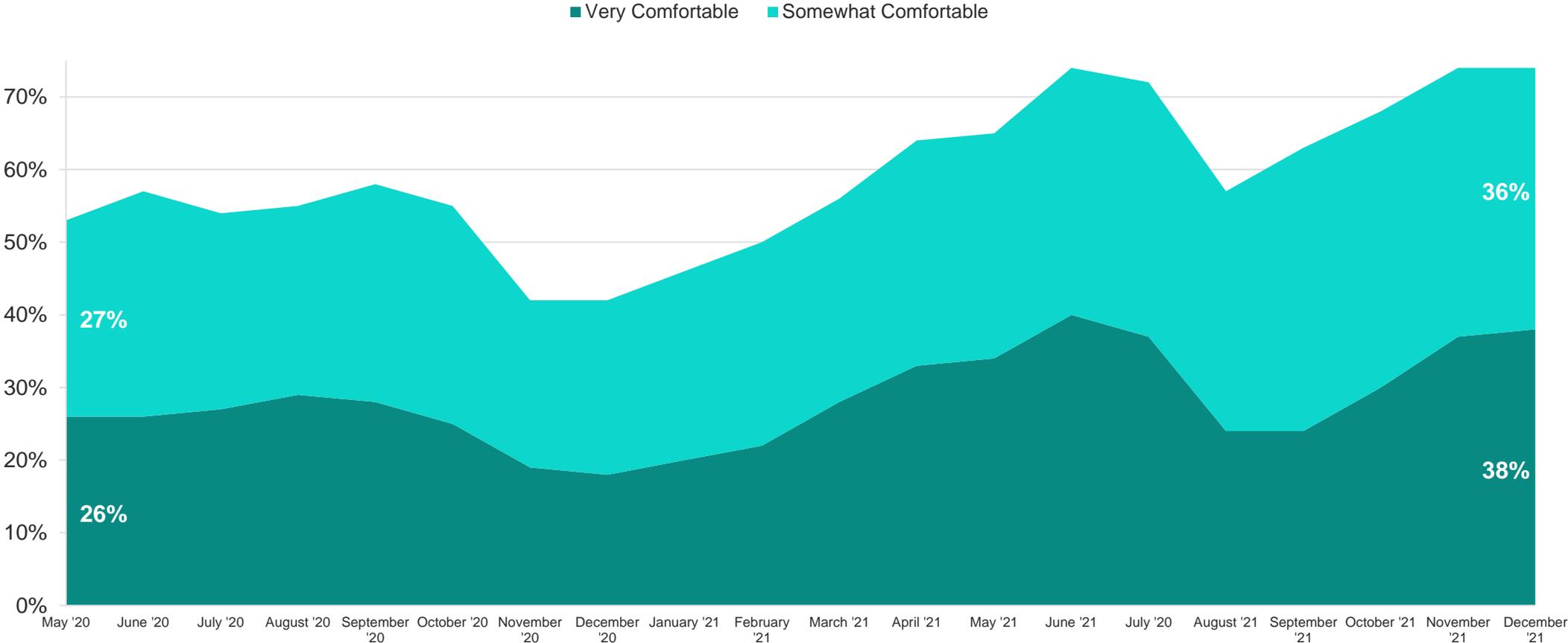
School Parents



In December, school parents' comfort with their children returning to school continued to be at its highest level 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

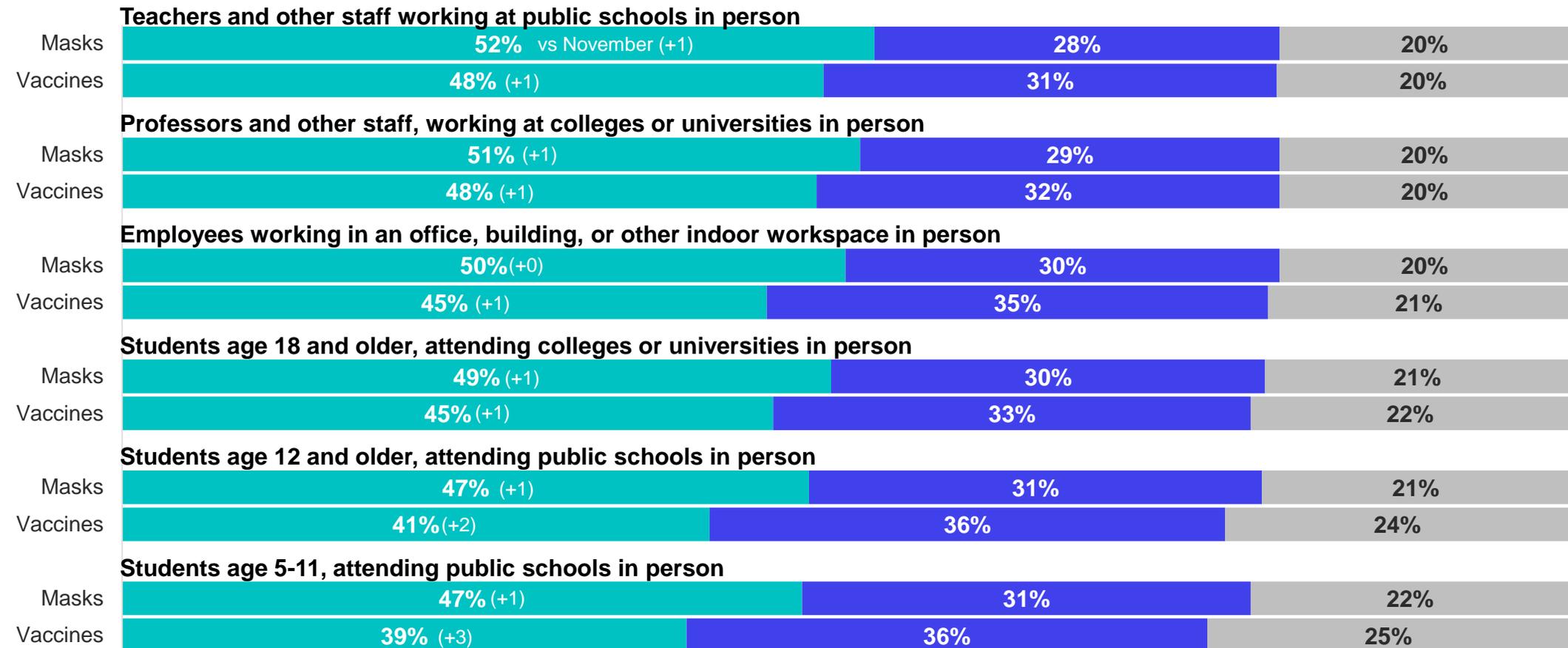


Americans have maintained their mixed views on mandates for masking and vaccinations. Although there is relatively more support for mandatory masking of young children than for requiring vaccinations.

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

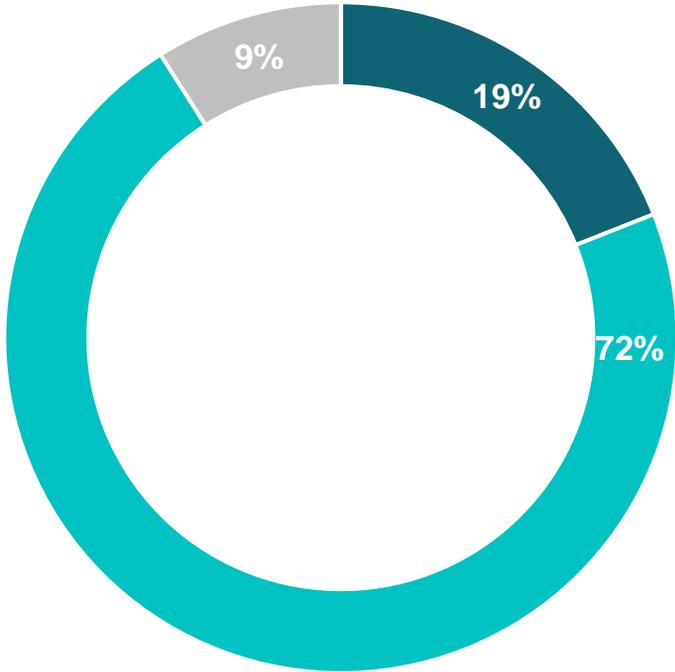


Seven out of 10 school parents believe that schools should provide multiple learning options for students this school year.

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



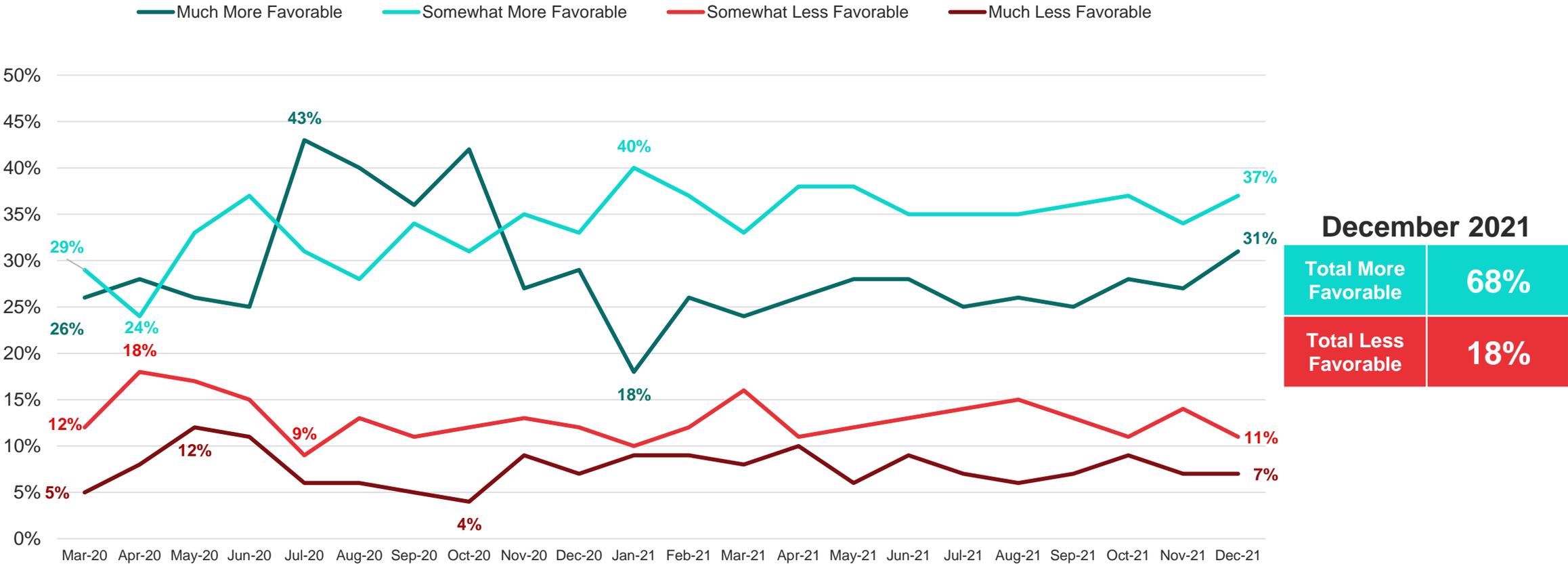
Desire to provide multiple learning options by demographic

Income	Low Income < \$35K	72%
	Middle Income \$35K to < \$75K	76%
	High Income \$75K+	70%
Political Affiliation	Democrat	77%
	Independent	69%
	Republican	69%
Race	Black	71%
	Hispanic	72%
	White	71%

Overall favorability of homeschooling increased seven points among school parents in December. They are over 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



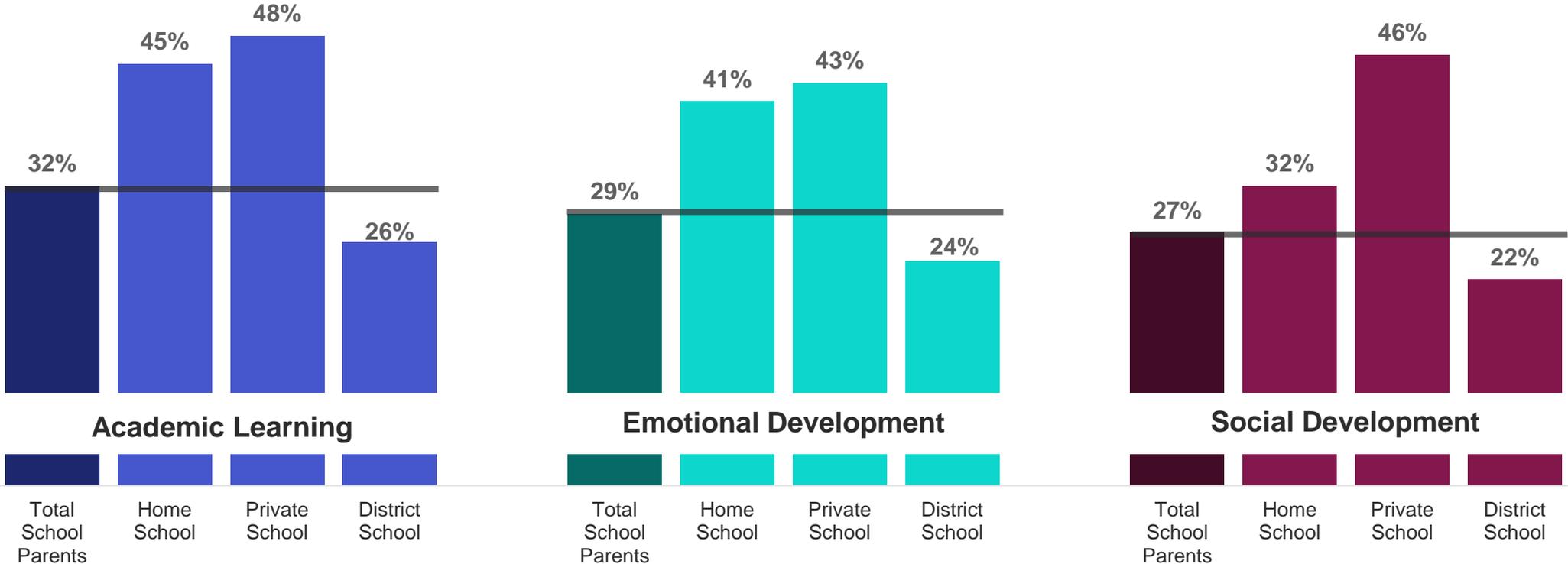
Note: In September 2020 we began weighting the school parent subsample-plus-oversample based on 2017 CPS benchmarks, separately from the general population sample.

Both private school and home school parents were more positive about their children’s academic, social, and emotional progress last school year, compared to district school parents.

How do you feel your child/children progressed last school year?

School Parents

% Very Well

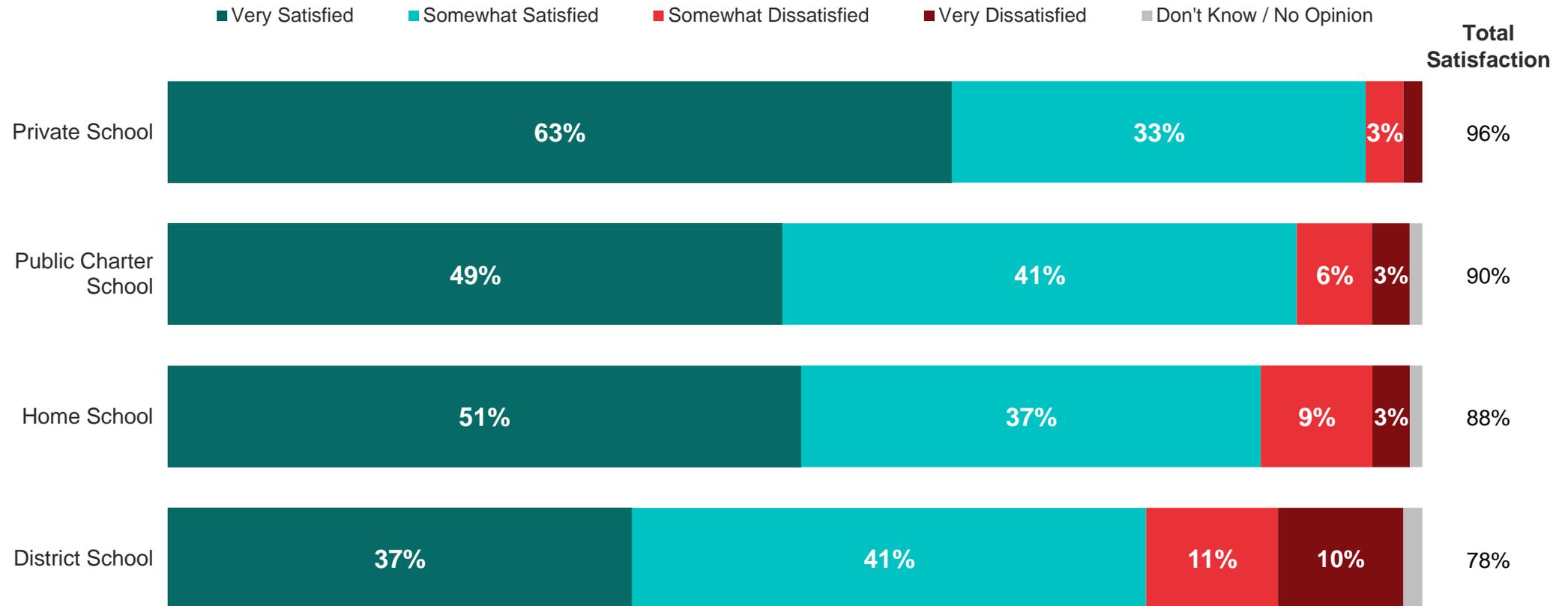


*Charter Schools not shown due to low sample size.

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.

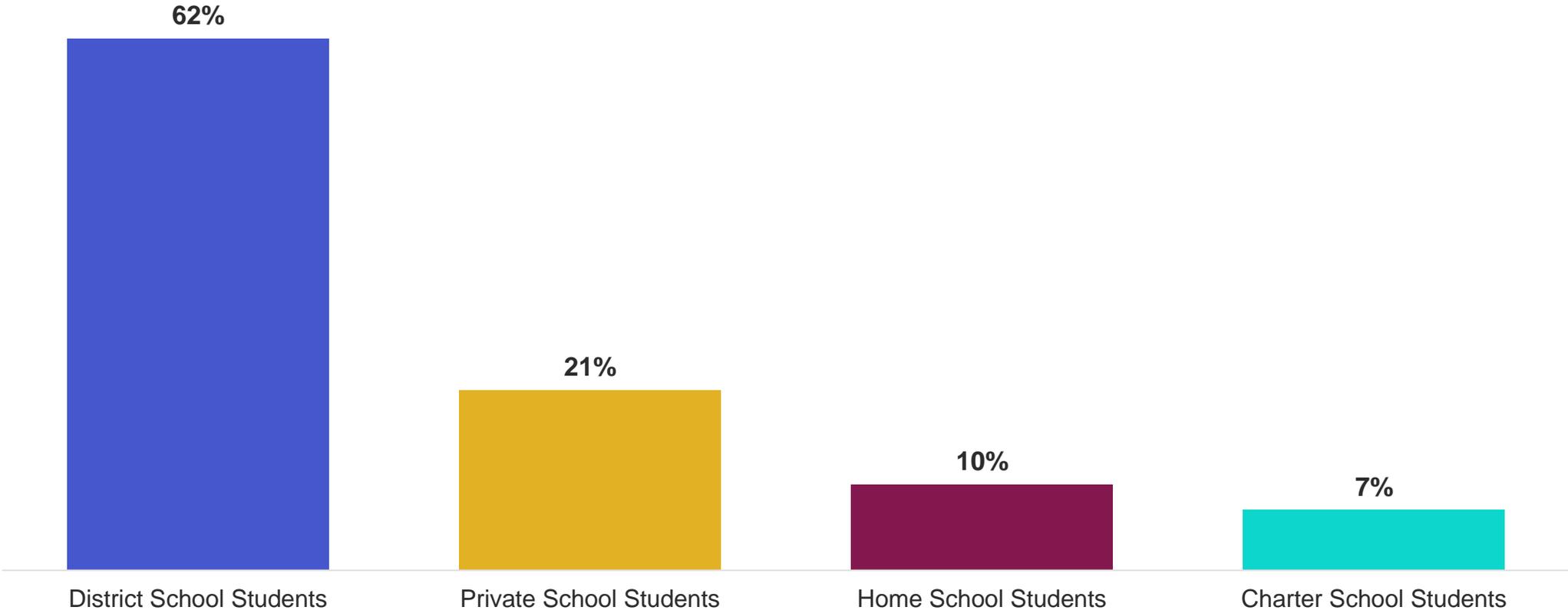
To what extent are you satisfied or dissatisfied with your child's/children's experiences with the following types of schooling?

School Parents



Estimated school type attendance for the 2021-2022 school year

% of Students, Reported by Parents

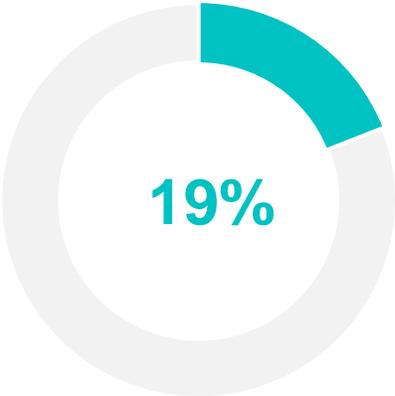


Note: Private School includes Religious, Parochial + Non-Religious

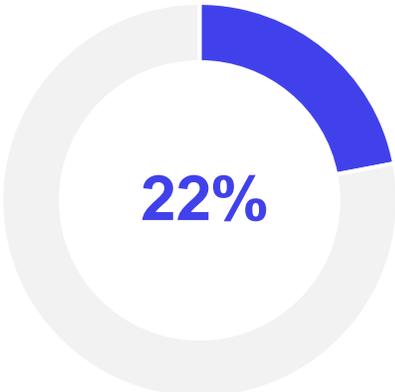
Roughly one out of five school parents have switched the type of school their child is attending this year when compared to last year.

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.

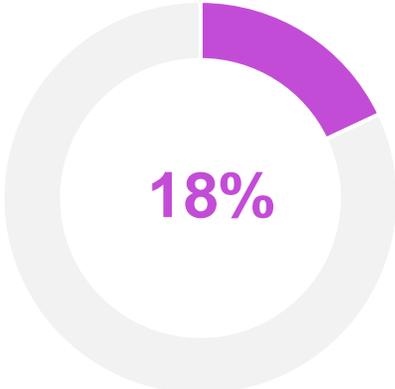
% of Students Switching School Type, Reported by Parents



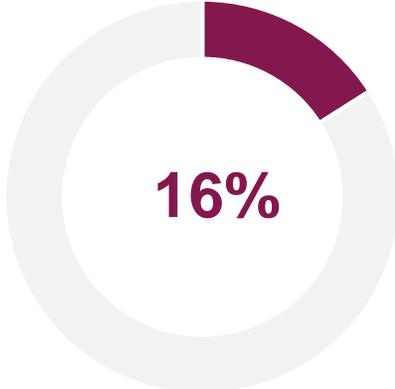
Total School Parents



K-4 Parents



5-8 Parents

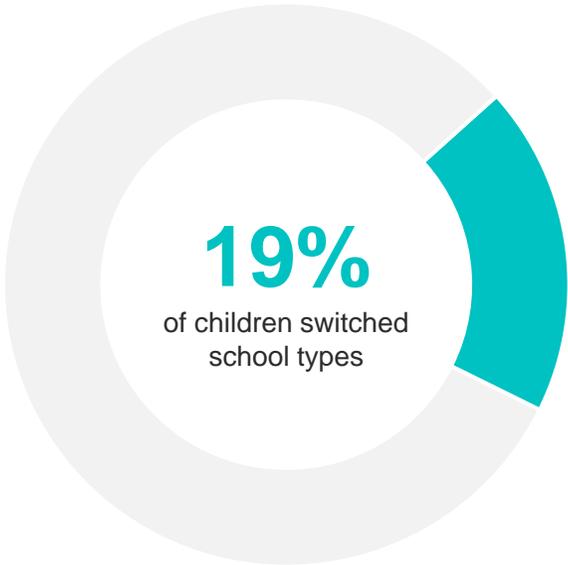


9-12 Parents

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

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

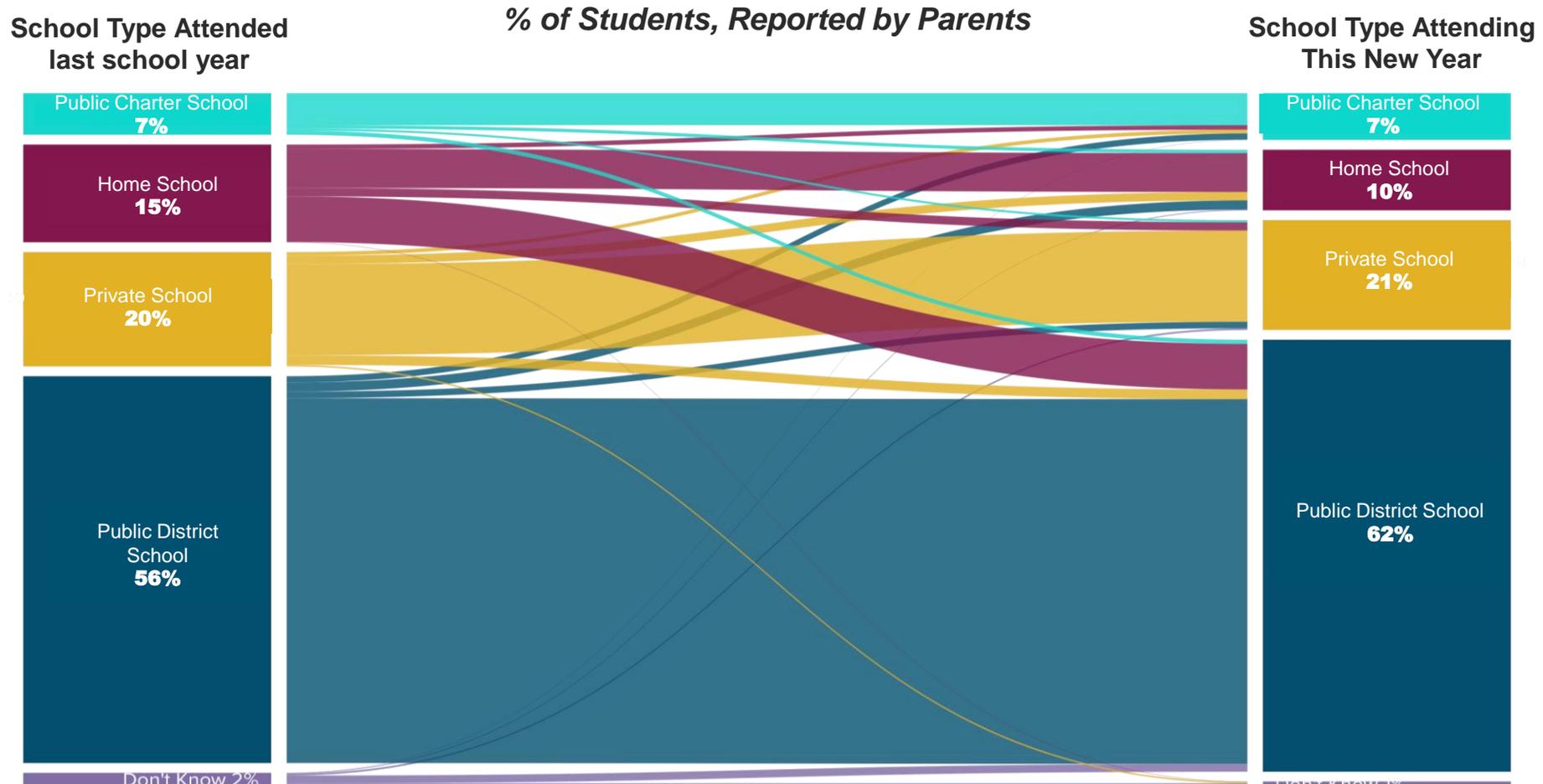


among those that switched...

School Type Attended Last School Year		School Type Attending This New Year
FROM	<i>% of total switching</i>	TO
Home School	7%	Private School
Home School	4%	Public Charter School
Home School	40%	Public District School
Private School	7%	Home School
Private School	3%	Public Charter School
Private School	8%	Public District School
Public Charter School	3%	Home School
Public Charter School	2%	Private School
Public Charter School	4%	Public District School
Public District School	8%	Home School
Public District School	6%	Private School
Public District School	6%	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.

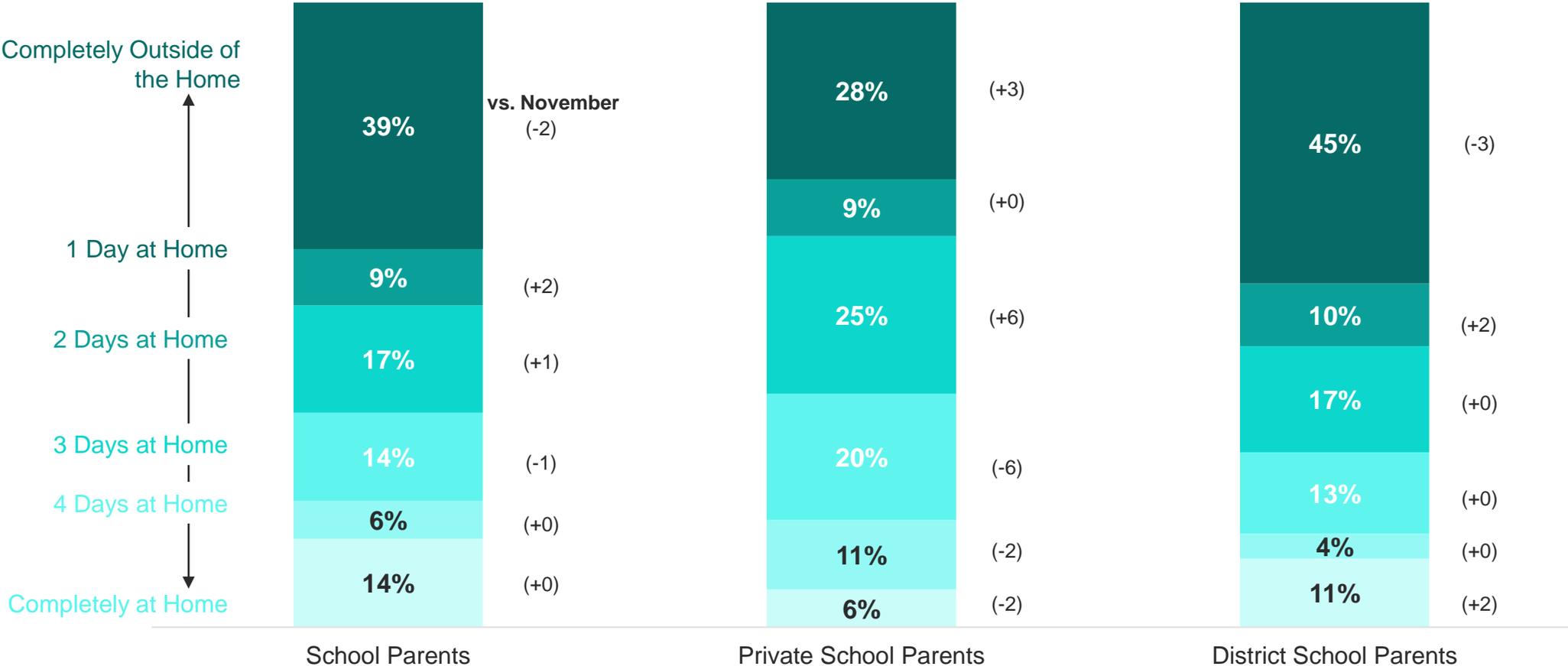


Note: Private School includes Religious, Parochial + Non-Religious

In December, private school parents continued to show a greater preference towards hybrid learning than district 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?

School Parents



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

Parents who want their child to learn away from home believe socialization is key and that schools are more qualified to teach. Parents who prefer a hybrid or homeschool approach feel it would be safer and allow them the opportunity to play a larger role in their child's development.

In a few words tell us why you want your child to have school...?

COMPLETELY OUTSIDE OF THE HOME

“My children learn better when around other kids and in-person with their teachers.”

“Teachers do a better job than me. My kids learn better and are much happier in person with their teachers and peers. They need to be in the classroom.”

“I believe that students need the interaction with others and with those who are more qualified to teach.”

HYBRID

“Reduce potential exposure from COVID-19 while still having somewhat regular attendance for in-person learning.”

“They spend more time with family and have their learning be diversified.”

“I think being at home and in the classroom is a good mix for mental health.”

COMPLETELY AT HOME

“I have more control over the curriculum and who they are exposed to.”

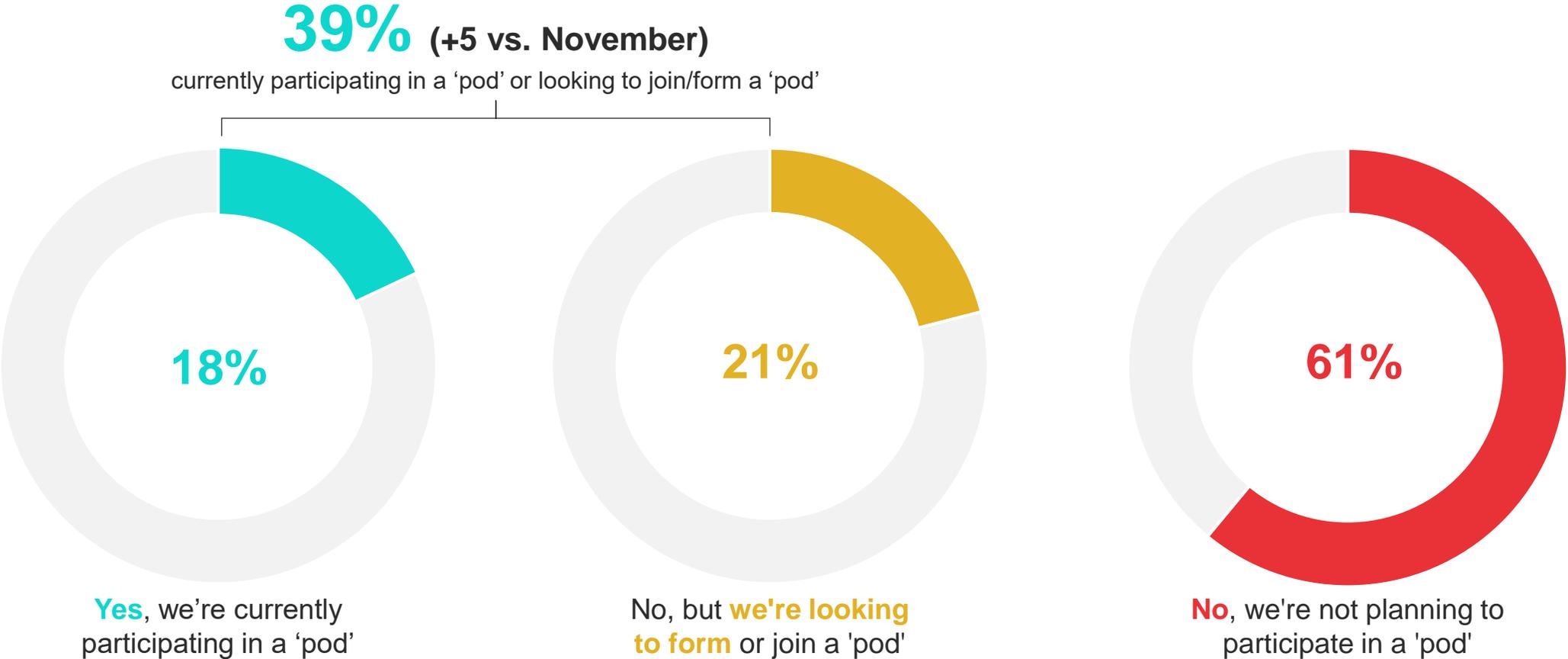
“I feel like I can keep them safer at home and the education level at school has dropped dramatically.”

“Honestly its just safer all around. COVID, bullies, shootings. Plus, the one-on-one education has been amazing and beneficial for my kids.”

Parent interest in either participating in or looking to form/join a learning 'pod' increased by five points in December.

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

School Parents



In December, there were notable increases in ‘pod’ interest among several demographic groups, especially home school parents, suburbanites, and those living in the Northeast or the West.

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

School Parents

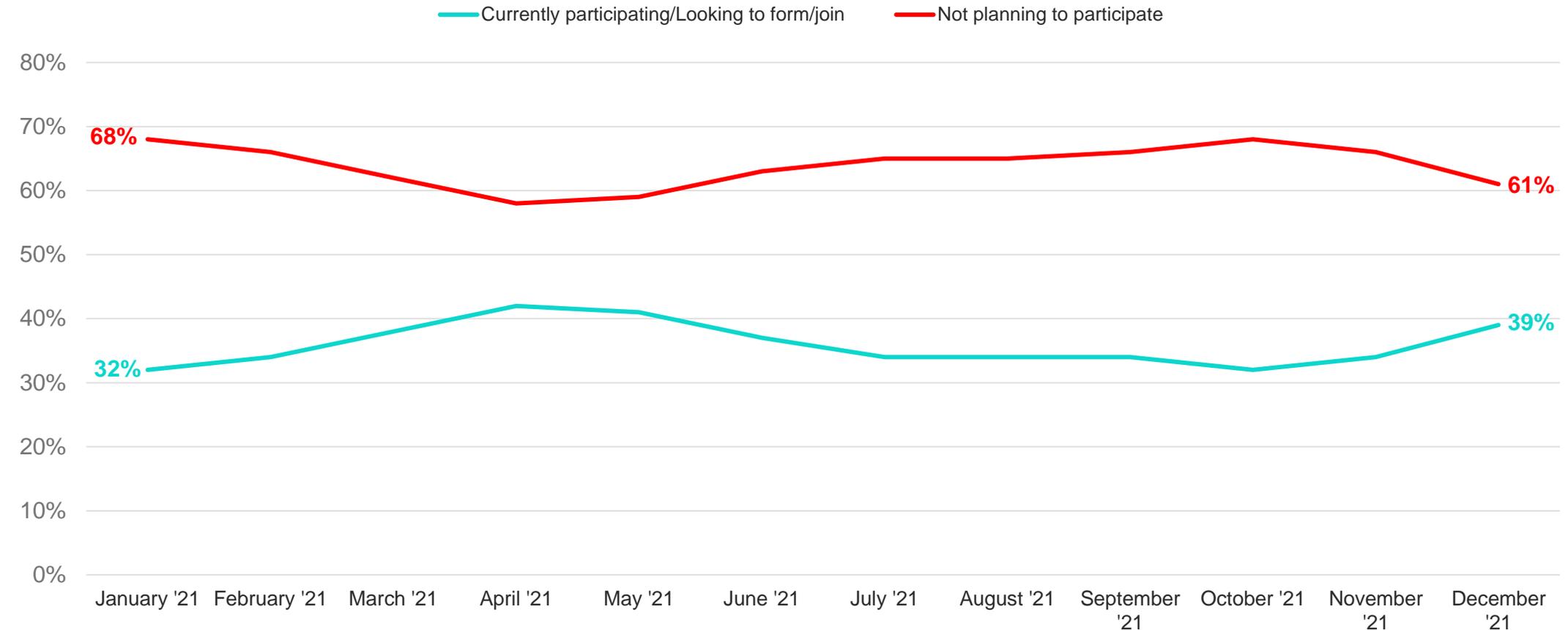
Most likely to participate in / form / join a pod			Moderately likely to participate in / form / join a Pod			Less likely to participate in / form / join a Pod		
		Vs November			Vs November			Vs November
Private School Parent	73%	+7	Northeast	41%	+11	District School Parent	29%	+1
Home School Parent	59%	+13	South	39%	+0	Republican	28%	+2
Urban	55%	+2	Black*	38%	+2	Independent	26%	+4
Democrat	53%	+6	Middle Income \$35K-\$75K	37%	+7	Midwest	26%	+1
Educ: Bachelors or Postgrad	51%	+5	Non-Hispanic White	35%	+7	Low Income < \$35K	26%	-2
Hispanic	51%	+1	Suburban	33%	+10	Rural	25%	+1
High Income: \$75K+	49%	+8	Educ: < College	31%	+4	Small Town	12%	-3
West	47%	+11						

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

Nearly two out of five parents said they were participating in or considering joining a learning 'pod' – the highest level since May 2021.

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 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 reduce the risk of COVID.”

“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 feel better having my kids in smaller groups than big ones when in a learning environment.”

“Because pods are the future in this current climate.”

“To provide social time for the kids. They need their friends and cooperative learning is good.”

WHY NOT PLANNING TO PARTICIPATE IN A ‘POD’

“Our children are all attending school on a daily basis.”

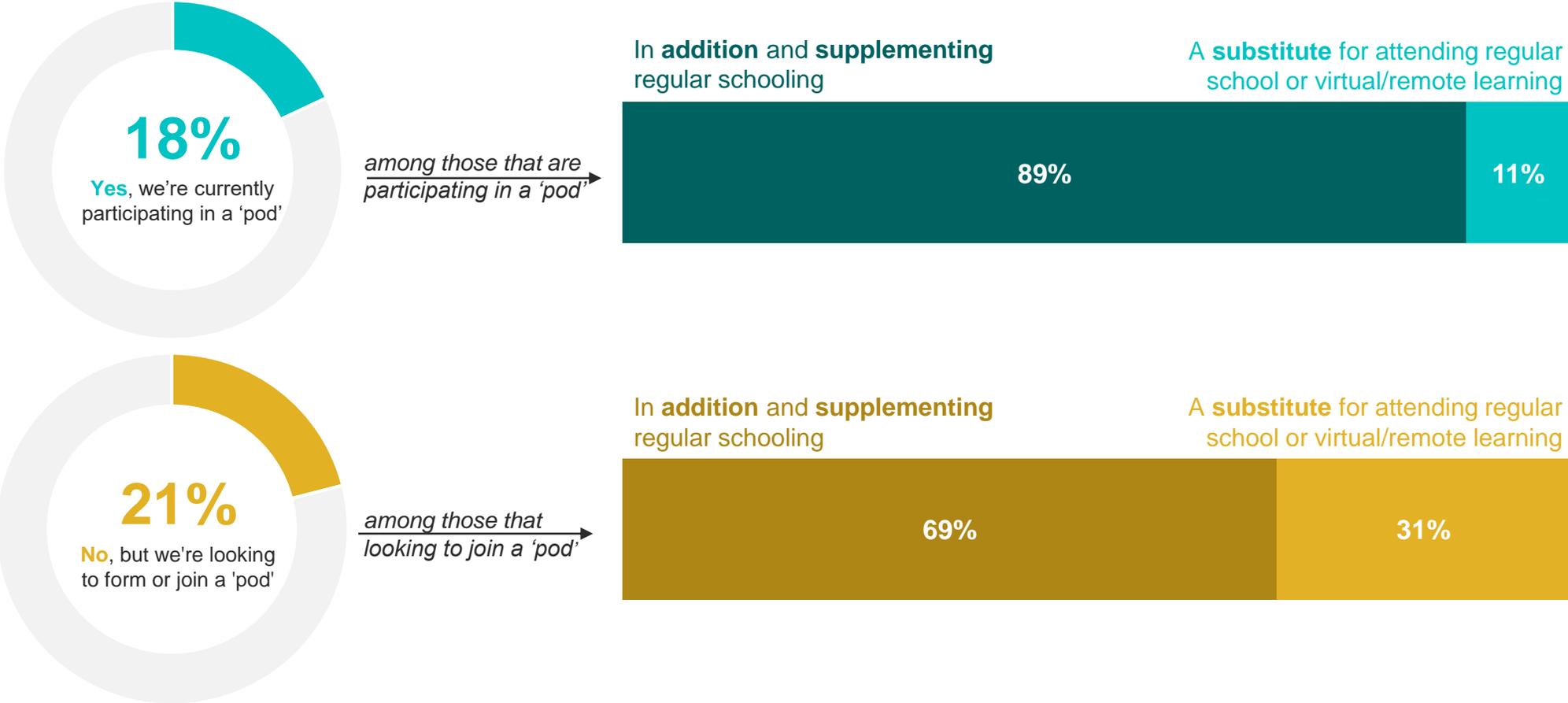
“Because we are comfortable with the current situation and doing well.”

“I don’t know any parents that have any other kids to learn with my kids.”

'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

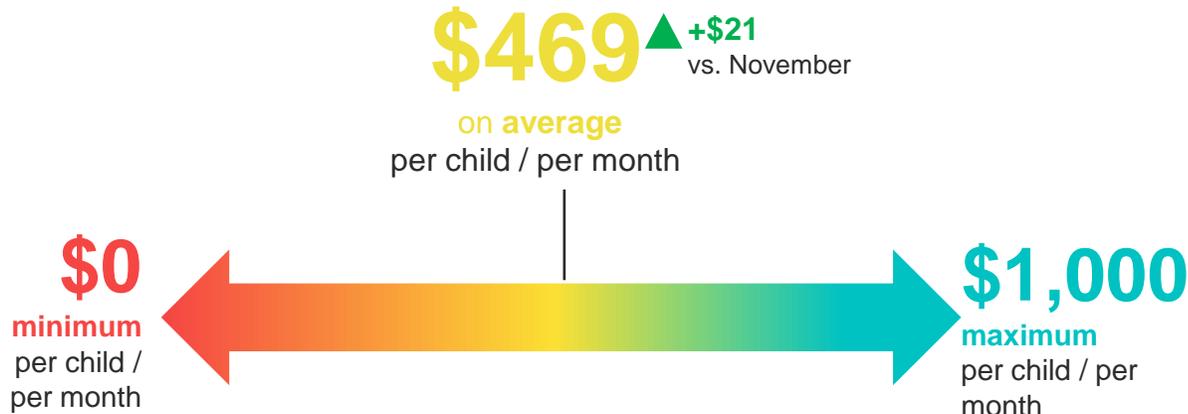


In December, school parents were willing to pay about \$470/month for a child to participate in a learning ‘pod’ – a slight increase from November.

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	\$345
	*Middle Income \$35K to < \$75K	\$388
	High Income \$75K+	\$565
Political Affiliation	Democrat	\$494
	Independent	\$409
	Republican	\$472
Region	*West	\$419
	*Midwest	\$525
	South	\$481
	*Northeast	\$480

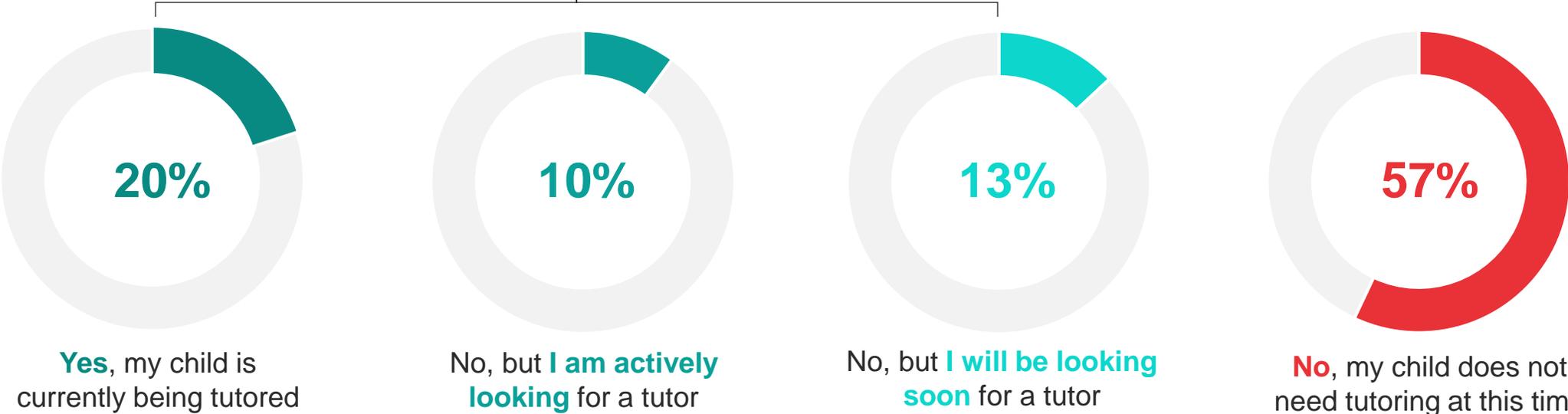
**indicates base size n = <100*

In December, 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

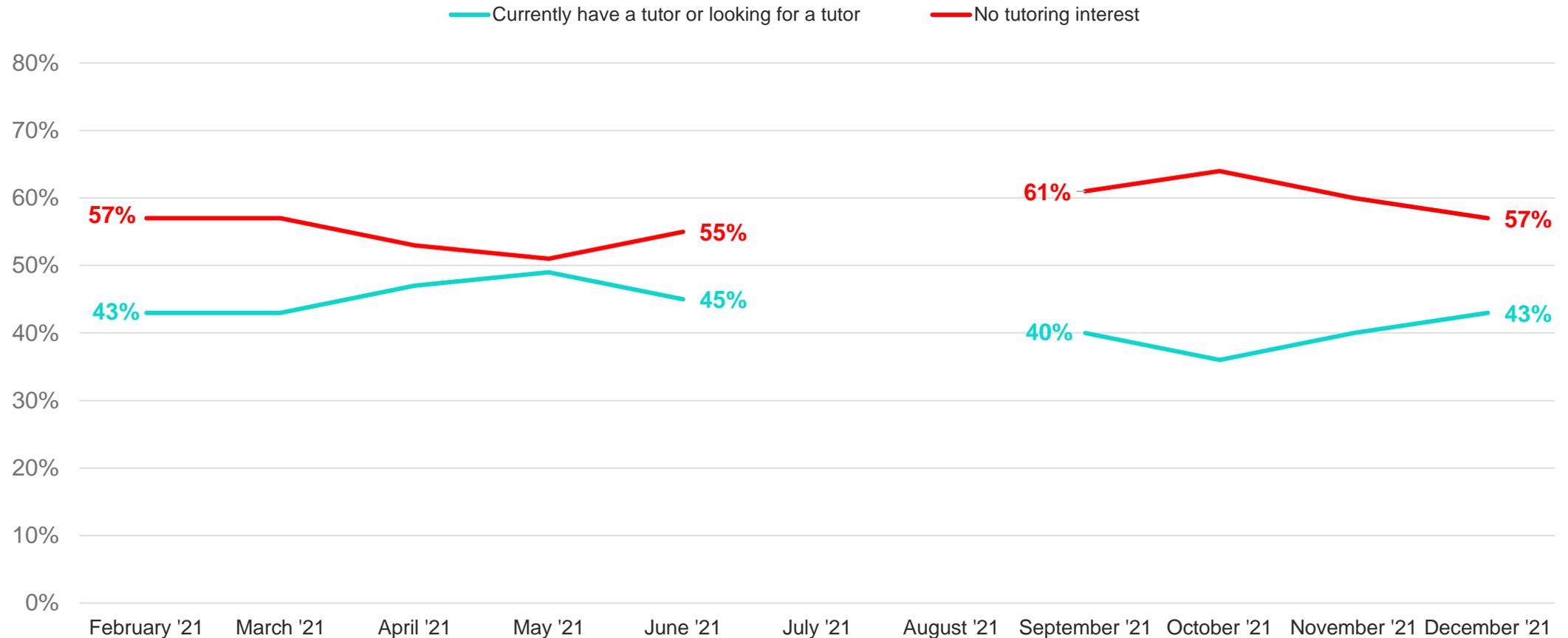
43% (+3 vs. November)
currently have a tutor or looking for a tutor



Tutoring interest has increased by seven points since October 2021.

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

School Parents



Note: Question was not asked in July 2021 and August 2021.

In December, interest in tutoring increased most among whites, Republicans, home school parents, and those living in the Northeast.

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

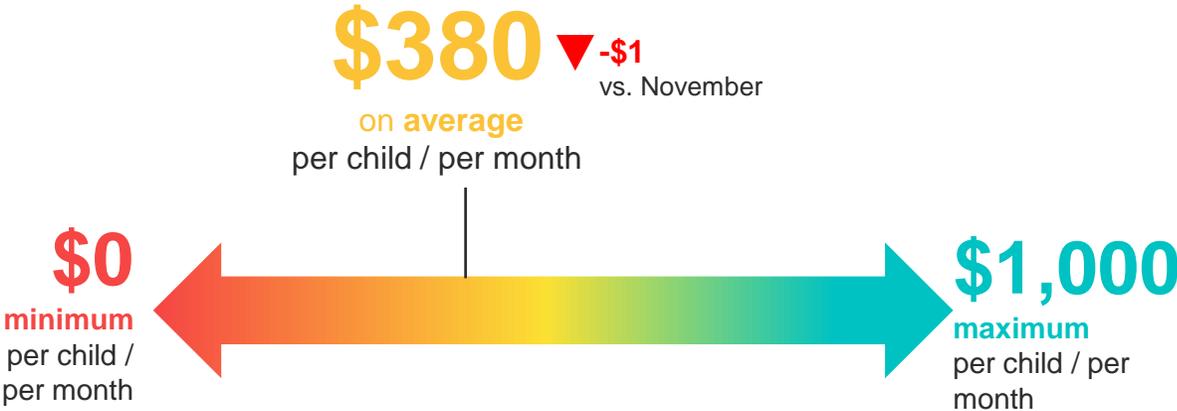
School Parents

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 November			Vs November			Vs November
Private School Parent	71%	+2	South	46%	+6	Republican	36%	+8
Urban	62%	+7	Hispanic	45%	-11	Educ: < College	36%	+5
Home School Parent	59%	+8	Non-Hispanic White	44%	+11	Independent	36%	+3
Democrat	56%	+3	West	44%	-1	District School Parent	36%	+2
Educ: Bachelors or Postgrad	53%	+1	Northeast	43%	+8	Suburban	35%	+2
Black	52%	+5	Low Income < \$35K	38%	+2	Rural	32%	+7
High Income: \$75K+	52%	+4	Middle Income \$35K-\$75K	37%	+5	Small Town	24%	-1
			Midwest	37%	+1			

In December, the amount school parents were willing to spend for tutoring held steady.

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



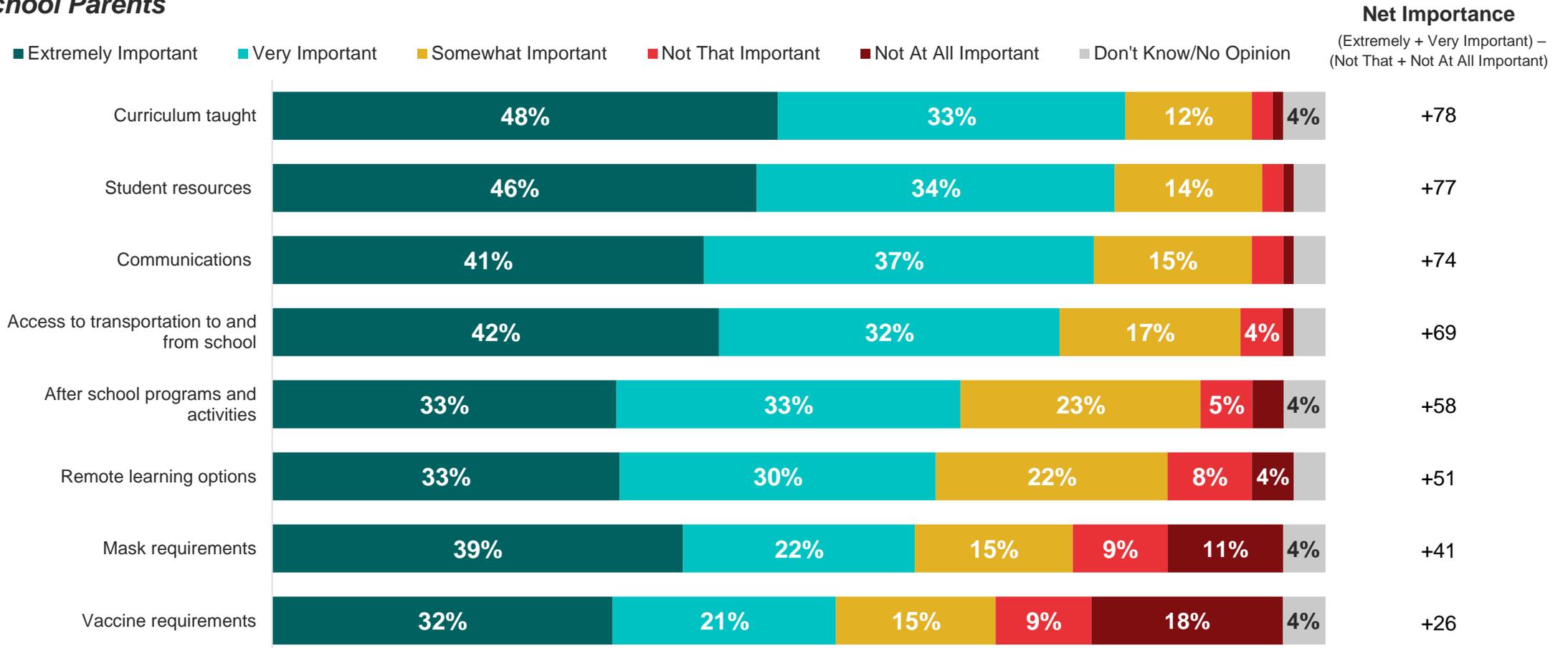
Average willing to spend per child/per month by demographic		
Income	*Low Income < \$35K	\$220
	*Middle Income \$35K to < \$75K	\$319
	High Income \$75K+	\$493
Political Affiliation	Democrat	\$423
	Independent	\$303
	Republican	\$350
Region	*West	\$427
	*Midwest	\$359
	South	\$352
	*Northeast	\$397

*indicates base size n= <100

School parents are much more likely to want schools to prioritize and focus on curriculum, student resources, 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

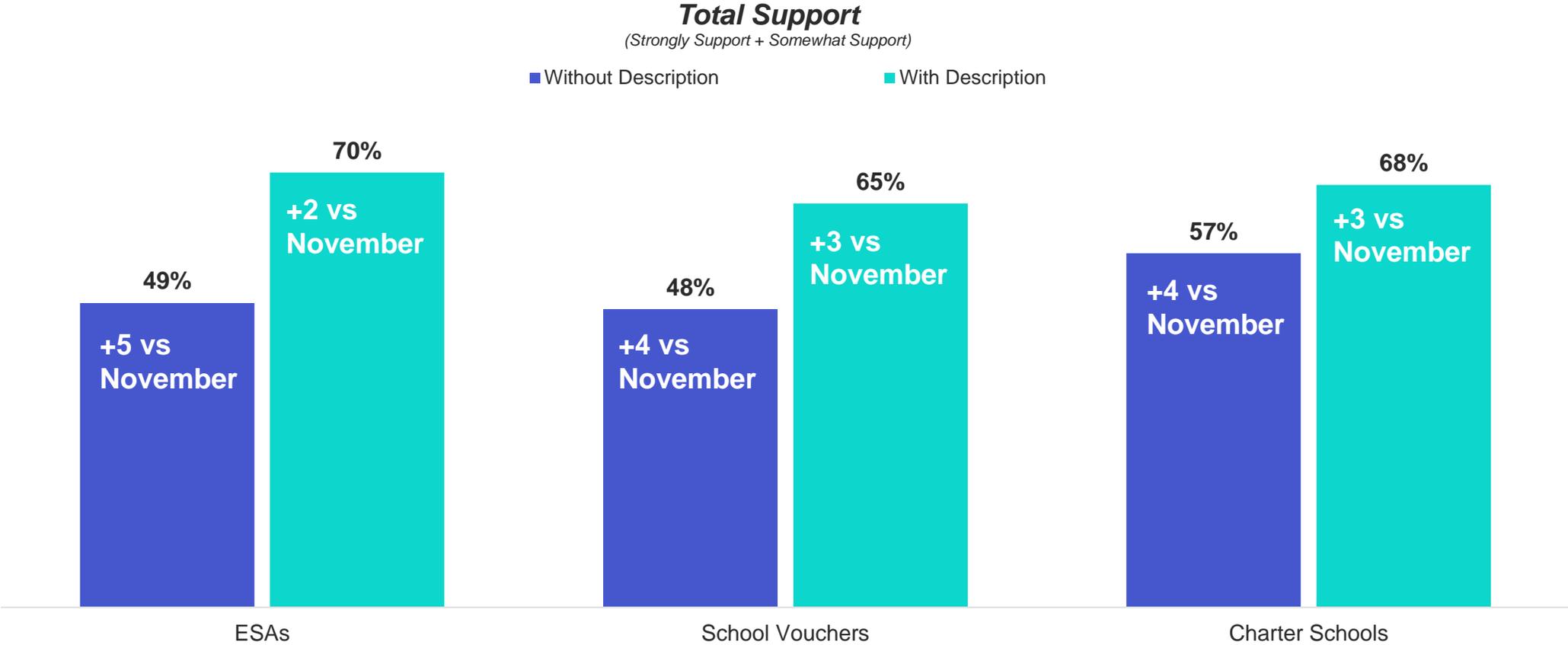
A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to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

All Adults

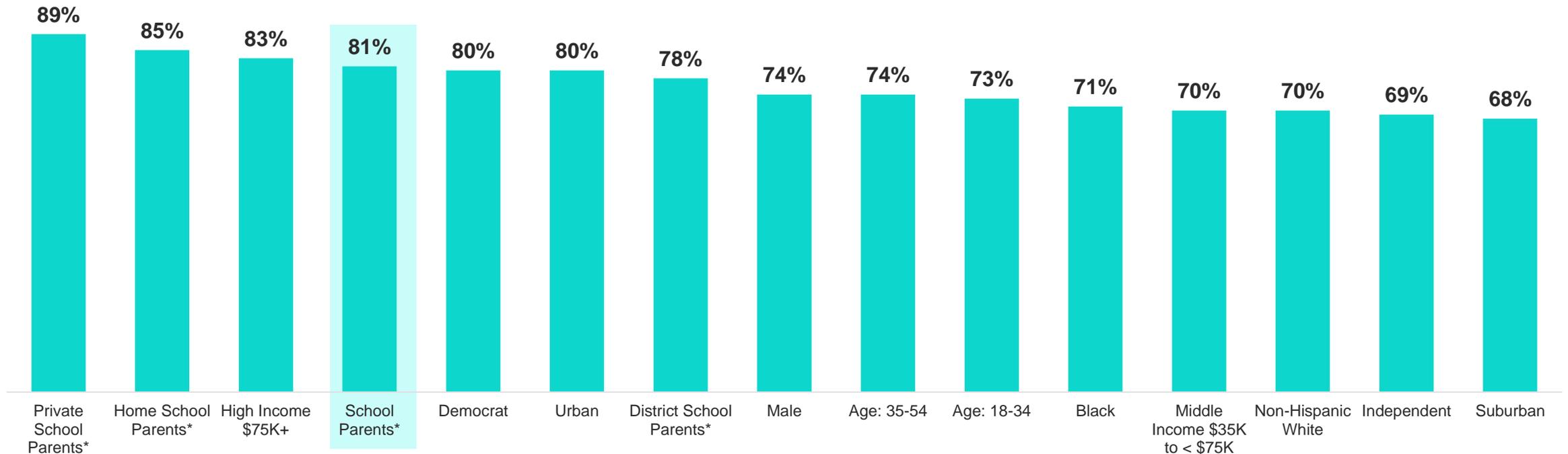


Four out of five school parents say they support ESAs. There is a wide range of support among all demographics.

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 with large increases among urbanities, Democrats and those with higher incomes in December. Small town residents showed a large drop in 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

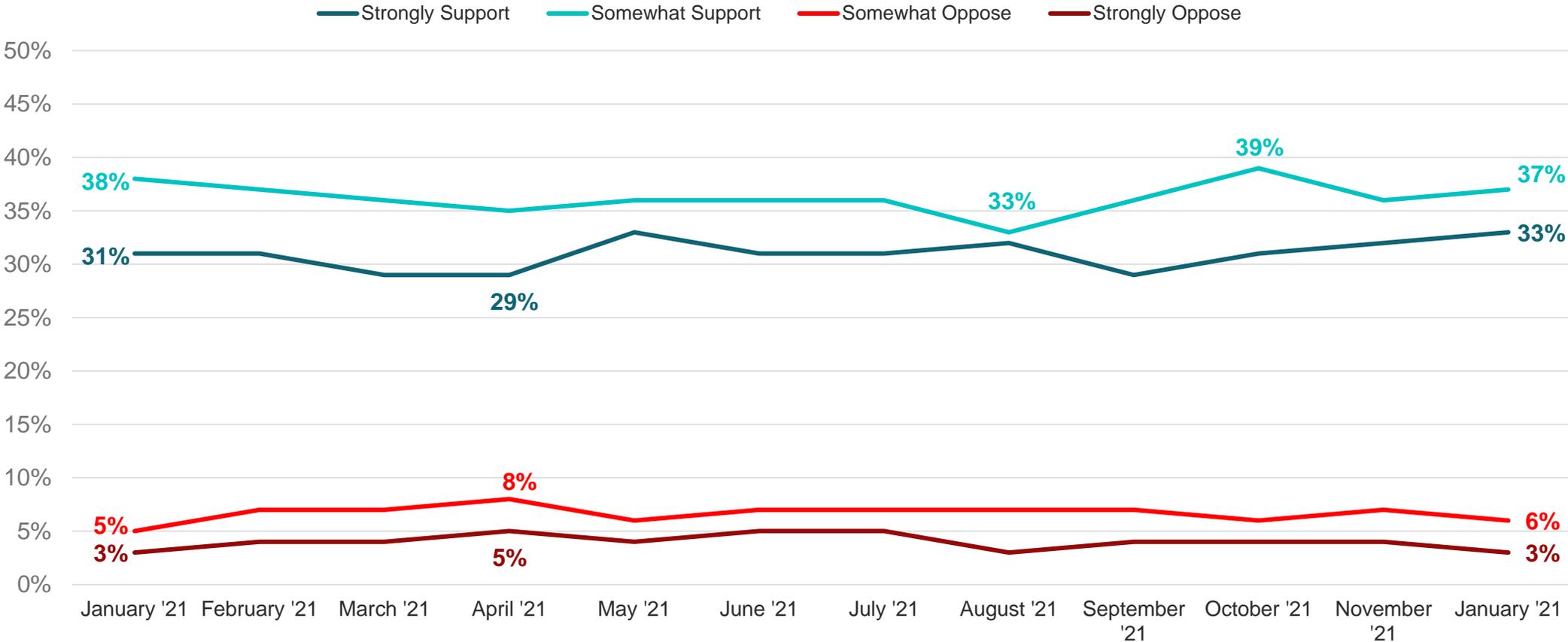
Most Supportive 

	Vs November			Vs November			Vs November	
High Income \$75K+	83%	+8	Northeast	72%	+3	Gen Z	66%	-4
Educ: Bachelors or Postgrad	81%	+5	Black	71%	-3	Midwest	65%	-1
Urban	80%	+9	Non-Hispanic White	70%	+1	Female	65%	-2
Democrat	80%	+8	Middle Income \$35K-\$75K	70%	-2	Republican	65%	-3
Millennial	77%	+7	Independent	69%	+2	Baby Boomers	64%	-3
Male	74%	+4	Suburban	68%	-1	Educ: < College	64%	-1
South	74%	+3	Hispanic	67%	+2	Low Income < \$35K	61%	-1
Gen X	73%	+4	West	67%	+1	Small Town	53%	-13
			Rural	66%	+3			

The public's overall support of ESAs held steady in December.

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

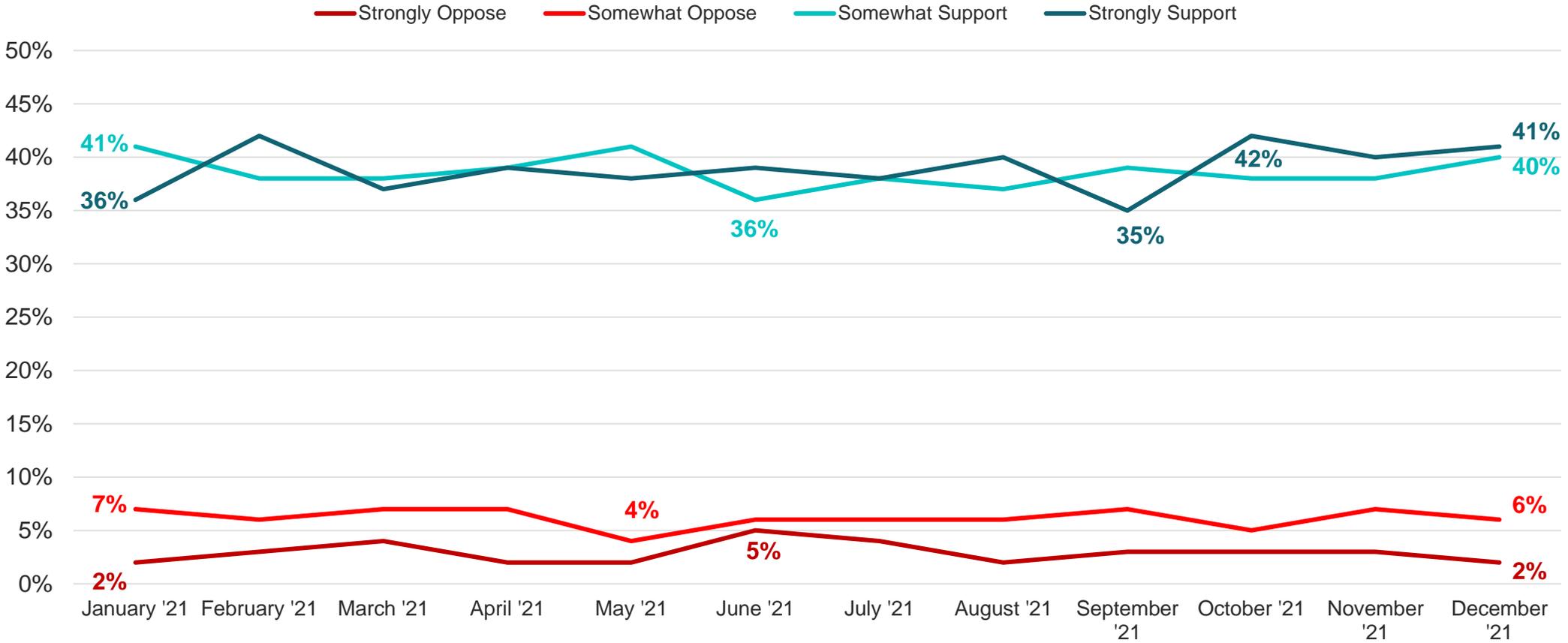


Note: Don't know/no opinion responses are not shown.

Among school parents, overall support for ESAs increased slightly in December.

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



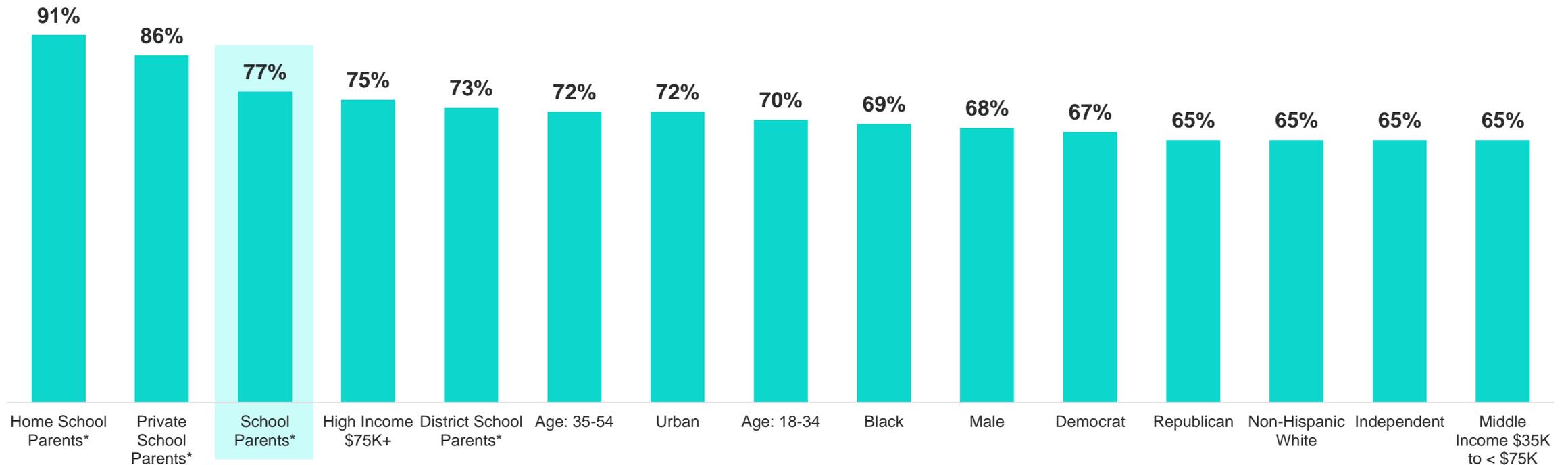
Note: Don't know/no opinion responses are not shown.

Roughly three out of four 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 increased the most among Millennials and those with college degrees.

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

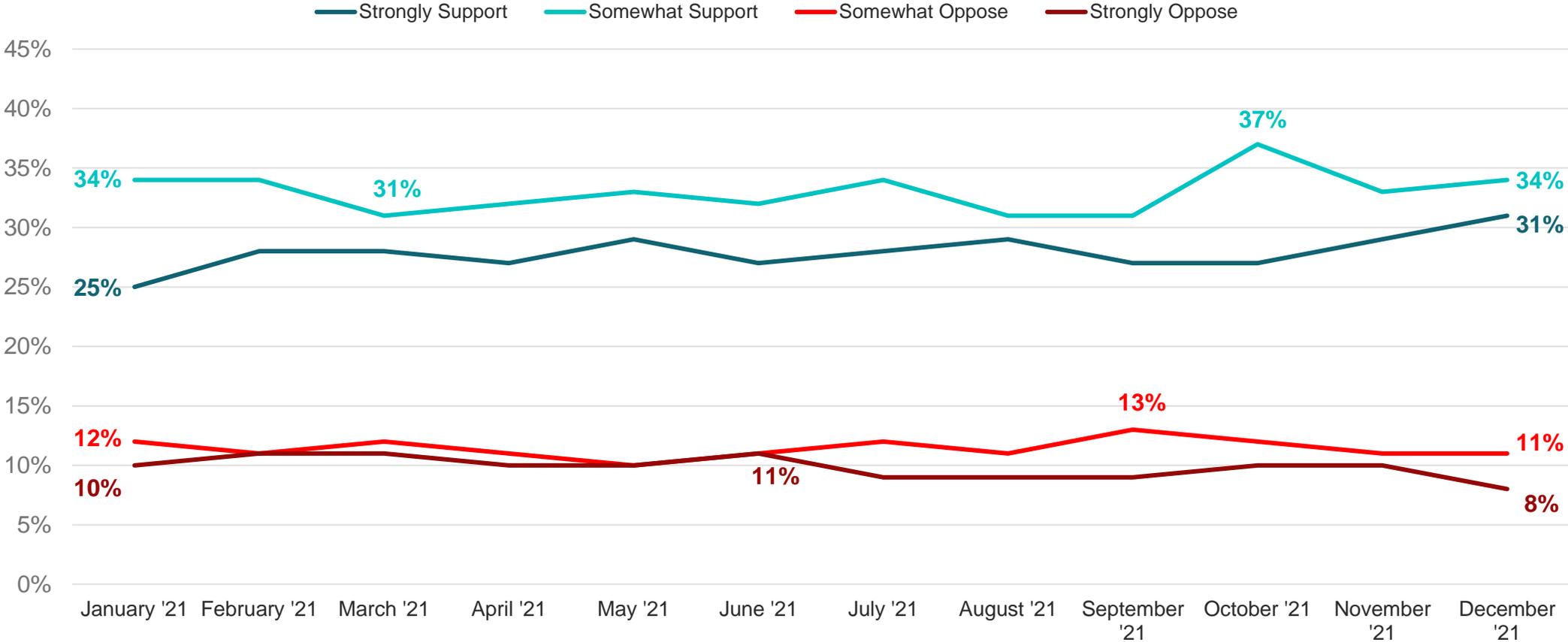
Most Supportive

	Vs November			Vs November			Vs November	
High Income \$75K+	75%	+7	South	67%	+2	Midwest	61%	+0
Millennial	74%	+10	Independent	65%	+5	Female	61%	+0
Educ: Bachelors or Postgrad	73%	+10	Non-Hispanic White	65%	+3	Educ: < College	61%	-1
Urban	72%	+8	Northeast	65%	+1	Suburban	61%	-1
Black	69%	+1	Middle Income \$35K-\$75K	65%	+0	Rural	60%	-1
Male	68%	+3	Republican	65%	-6	Low Income < \$35K	57%	+0
Democrat	67%	+7	West	64%	+6	Small Town	57%	-2
Gen X	67%	+3	Hispanic	64%	+4	Baby Boomers	54%	-7
			Gen Z	62%	+2			

The public's overall support for school vouchers held steady in December.

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

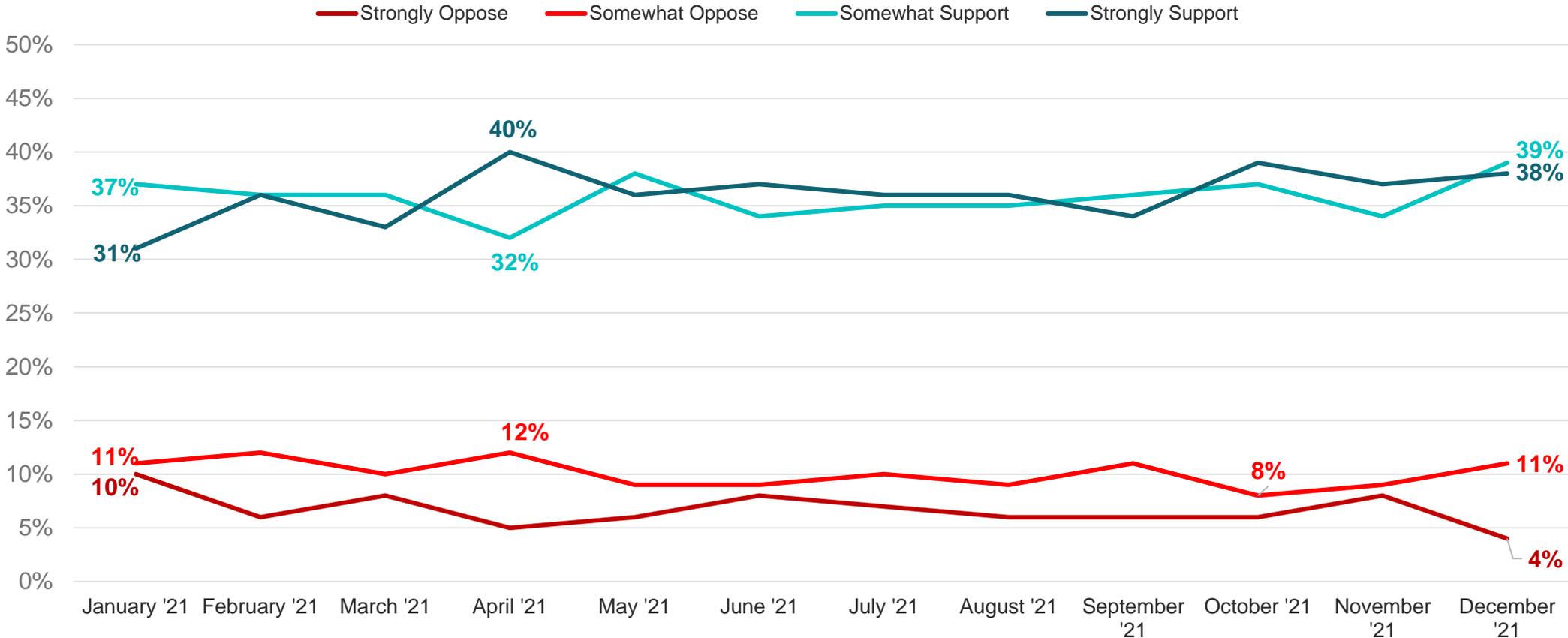


Note: Don't know/no opinion responses are not shown.

School parents' soft support for school vouchers increased by five points in December.

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



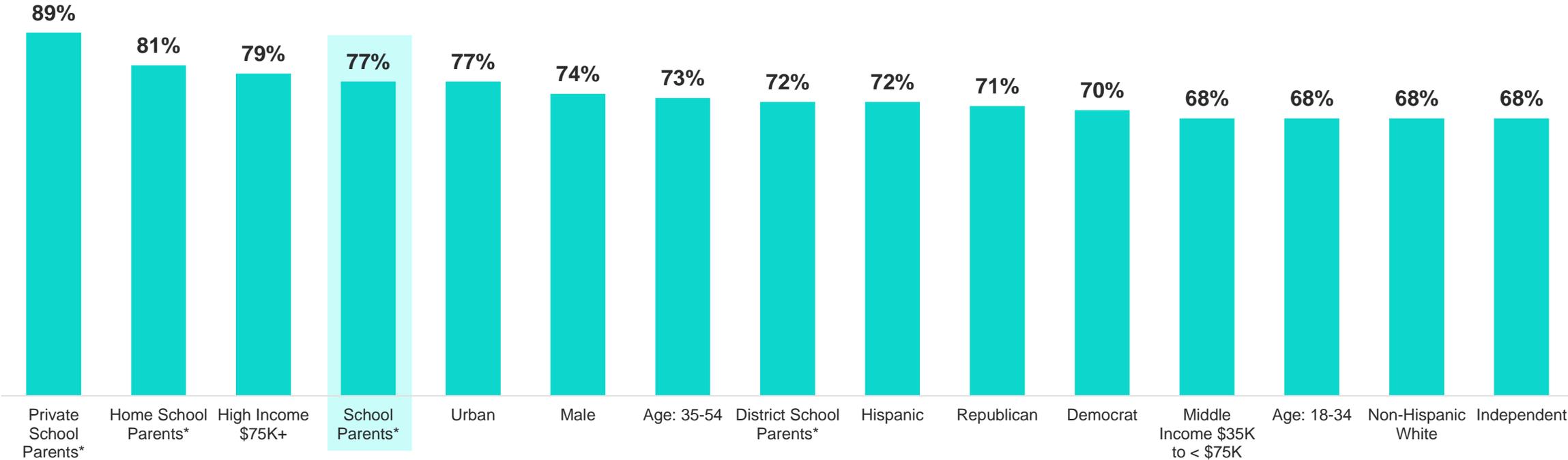
Note: Don't know/no opinion responses are not shown.

Just over 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.

Support of charter schools remains high across demographics with notable increases among urbanities, Hispanics, and those with a college education.

Charter schools are public schools that have more control over their own budget, staff, and curriculum, and are exempt from many existing public school regulations. In general, what is your opinion of public charter schools?

All Adults

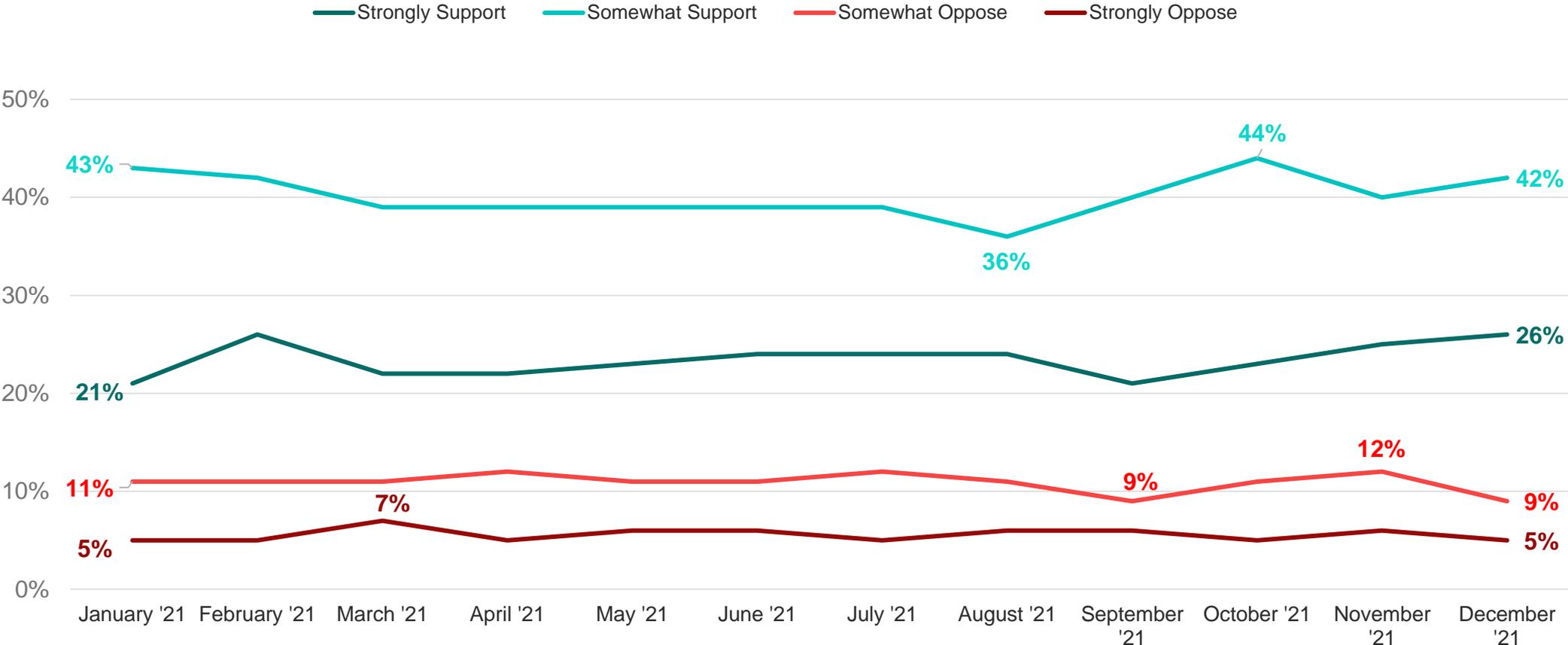
Most Supportive

	Vs November			Vs November			Vs November	
Educ: Bachelors or Postgrad	79%	+9	Republican	71%	+1	Black	64%	-9
High Income \$75K+	79%	+6	Democrat	70%	+6	Educ: < College	63%	+1
Urban	77%	+8	Northeast	69%	+2	Female	63%	+1
Male	74%	+7	Independent	68%	+7	Midwest	62%	-1
Hispanic	72%	+8	West	68%	+5	Baby Boomers	62%	-2
Gen X	72%	+7	Non-Hispanic White	68%	+4	Low Income < \$35K	61%	+3
Millennial	72%	+7	Middle Income \$35K to < \$75K	68%	+2	Rural	60%	+2
South	71%	+7	Suburban	67%	+1	Small Town	56%	-2
			Gen Z	64%	+3			

The public's overall support for charter schools increased slightly in December.

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

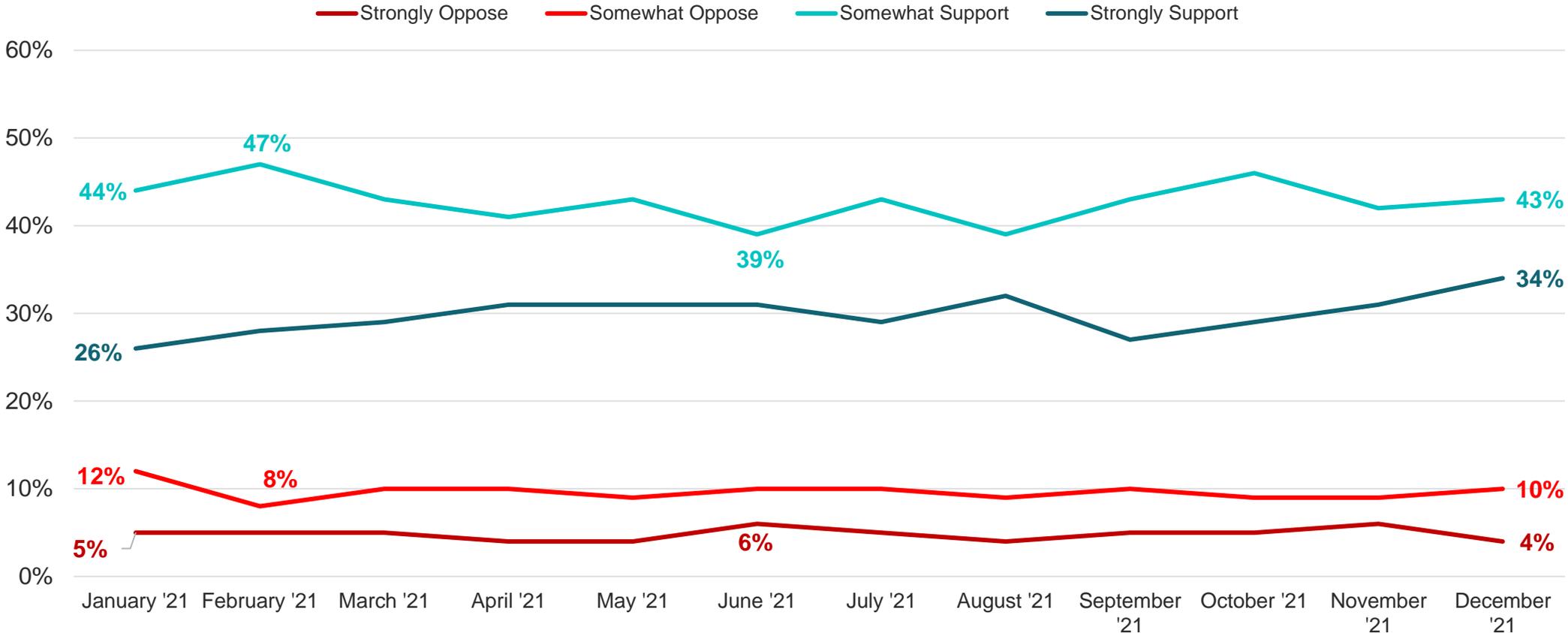


Note: Don't know/no opinion responses are not shown.

Parents' strong support for charter schools increased by three points in December.

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

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VIEWS ON K-12 EDUCATION

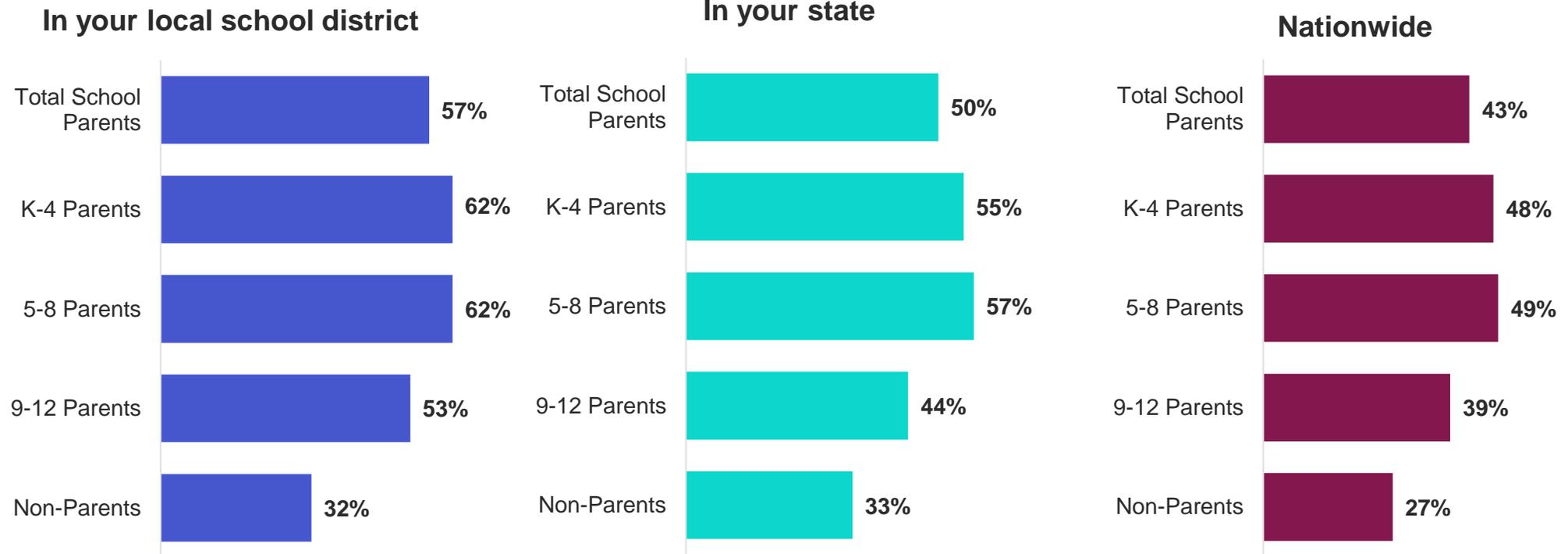
SURVEY PROFILE AND DEMOGRAPHICS



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?

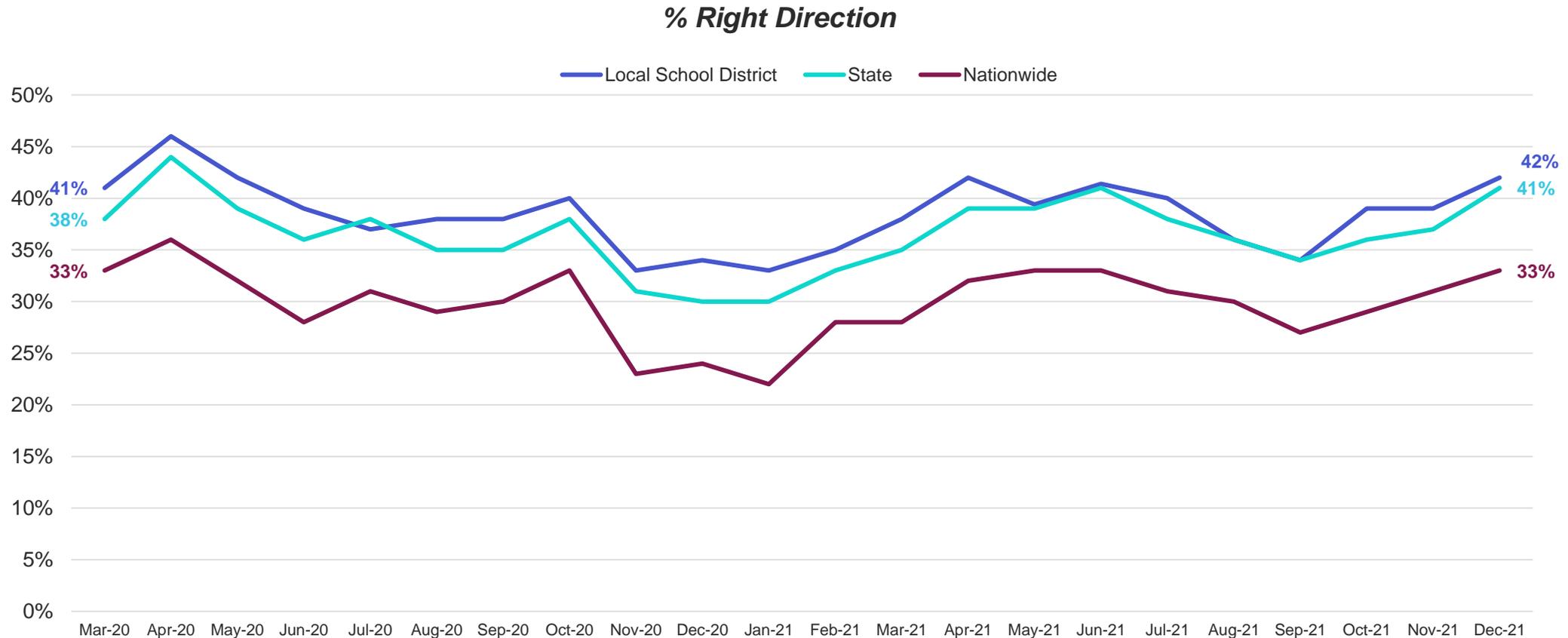
% Right Direction



In December, the public's positive views about the direction of K-12 education across the board increased, growing closer to levels not seen since the Spring of 2021.

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?

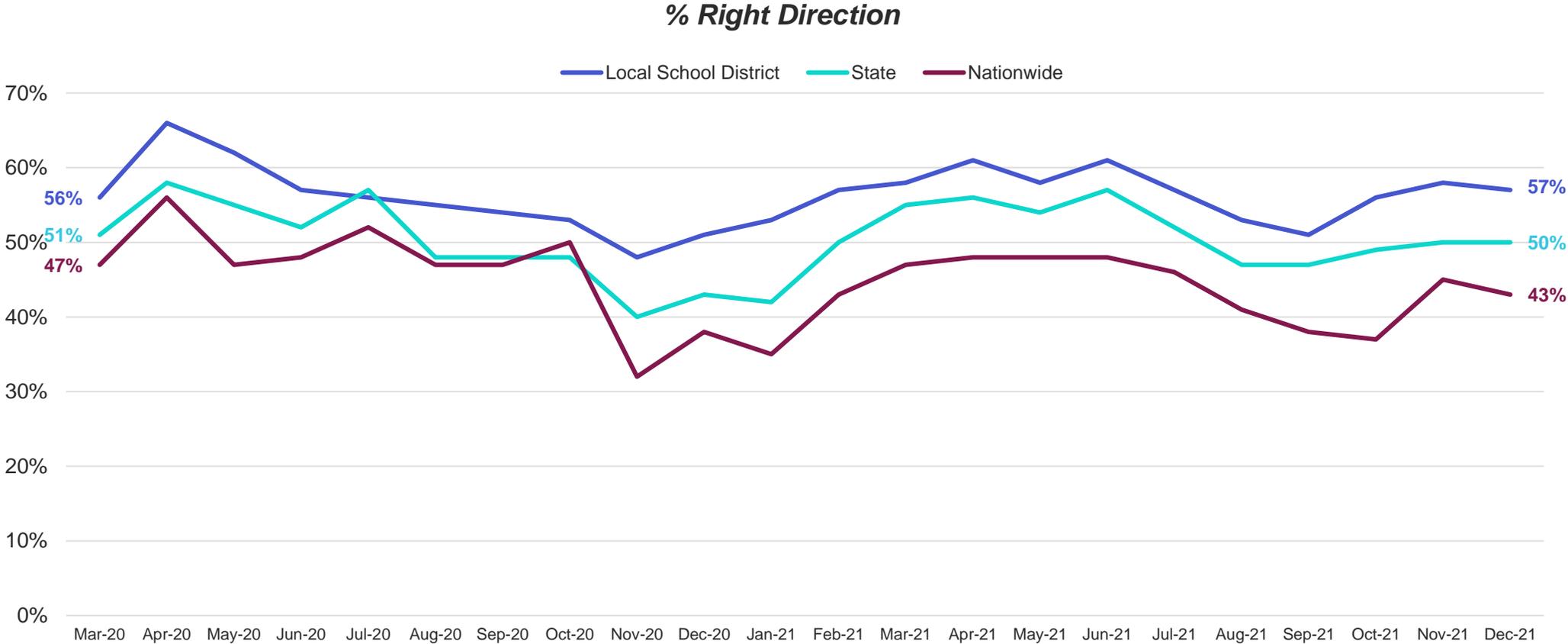
All Adults



School parents' positive outlook about K-12 education held steady in December, although the national view started to dip.

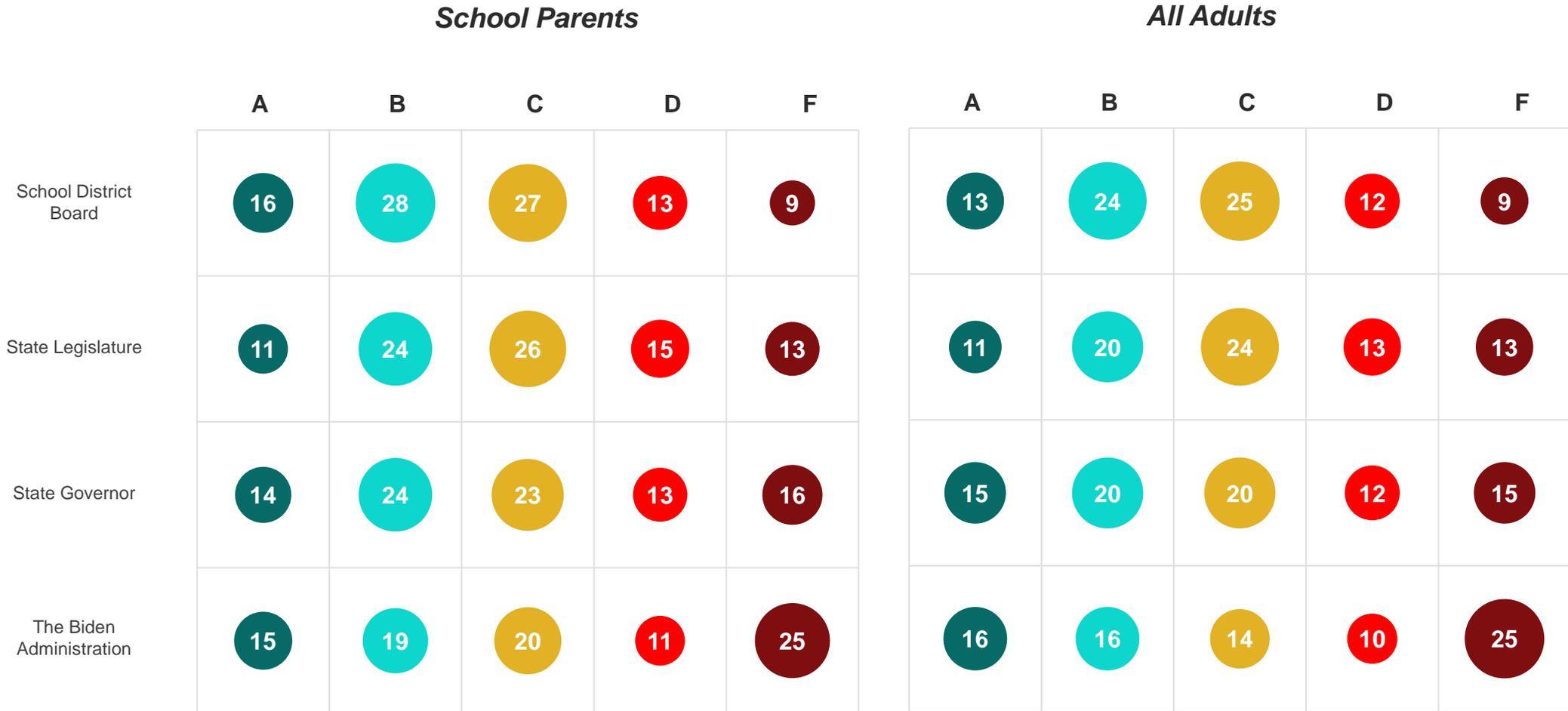
Do you feel things in K-12 Education are generally going in the right direction, or do you feel things have generally gotten off on the wrong track?

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 **46%**

-  Core academic subjects (58%)
-  Socialization (49%)
-  Become independent thinkers (48%)
-  Skills for future employment (48%)
-  How to be good citizens (48%)
-  Values, moral character, religious virtues (43%)
-  To fix social problems (29%)

Grades 9-12

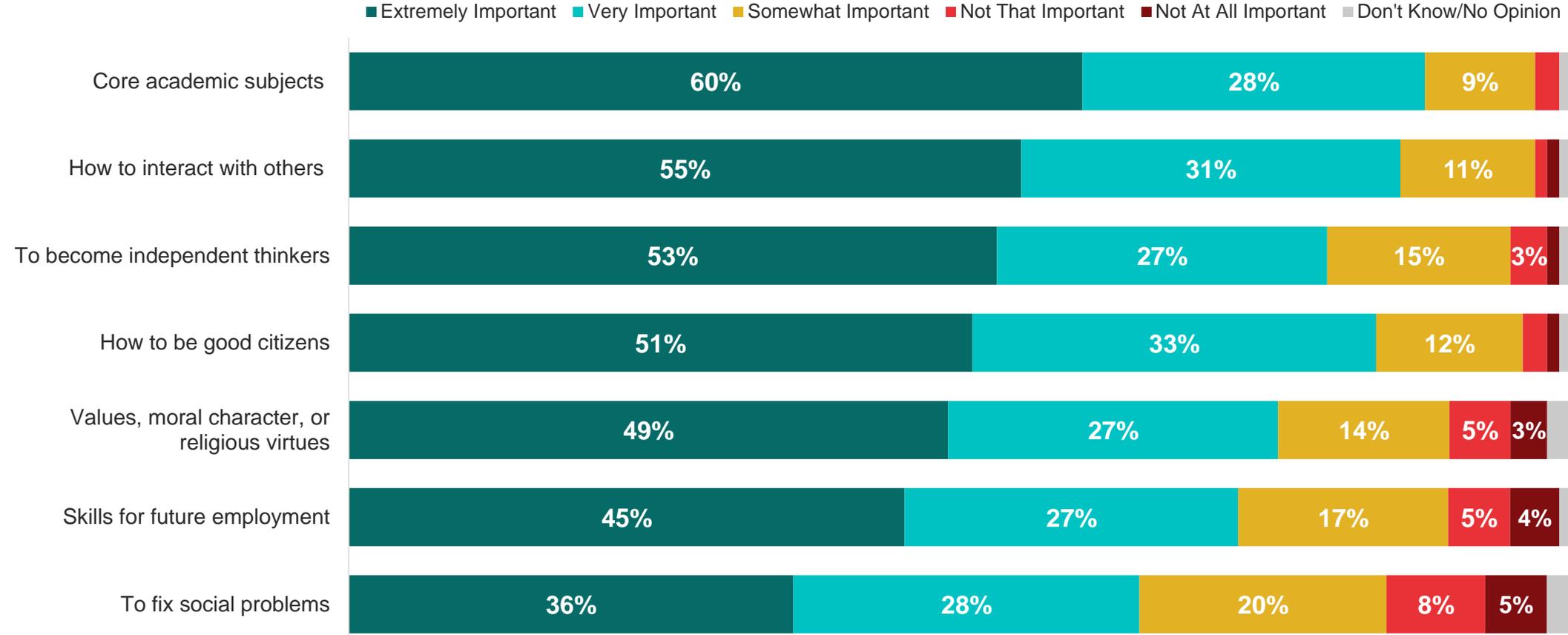
Average % selected Extremely Important **46%**

-  Skills for future employment (57%)
-  Core academic subjects (53%)
-  Become independent thinkers (50%)
-  How to be good citizens (48%)
-  Socialization (43%)
-  Values, moral character, religious virtues (41%)
-  To fix social problems (30%)

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...

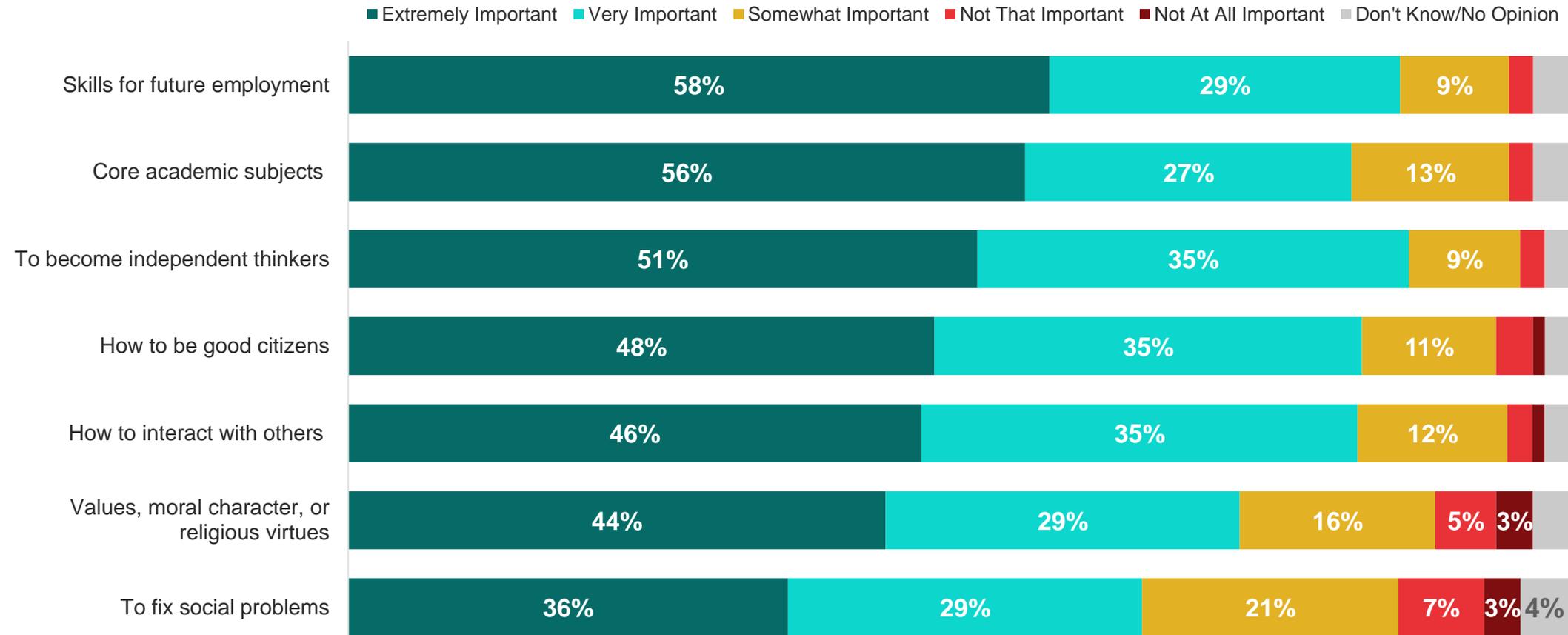
School Parents



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

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...

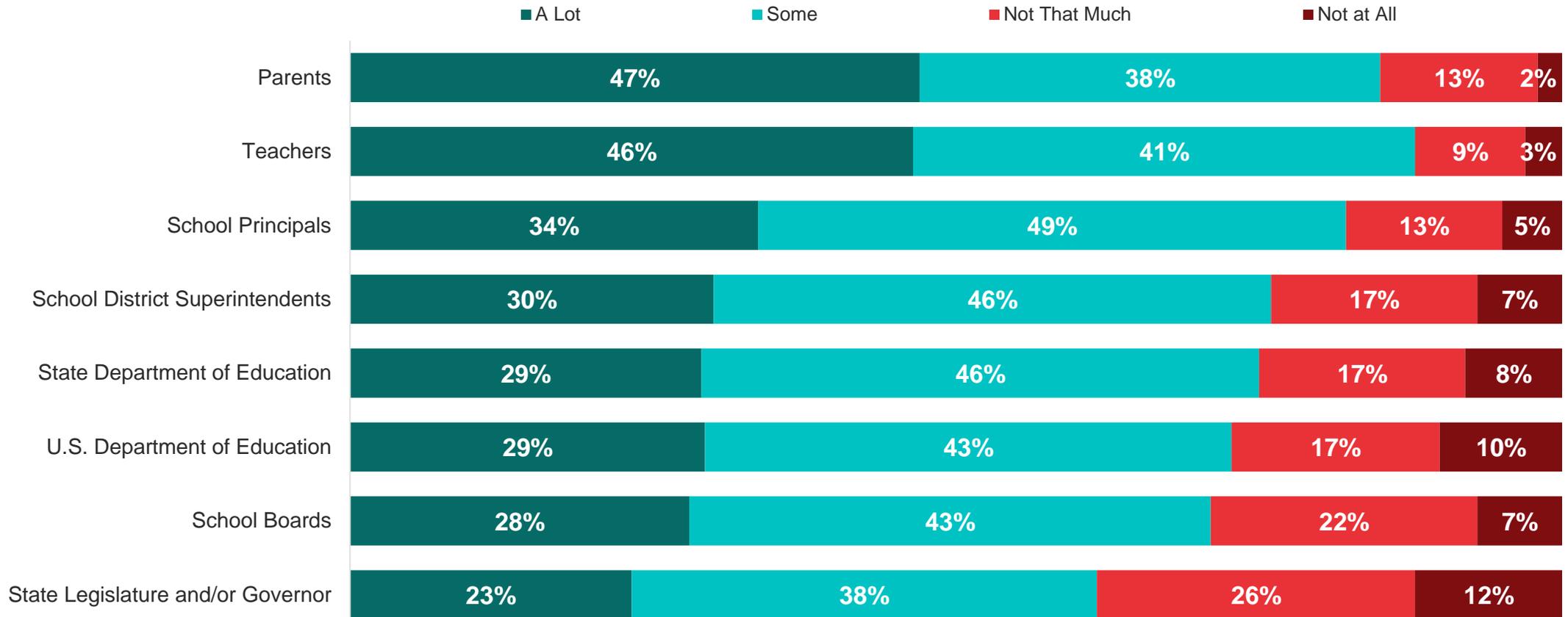
School Parents



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



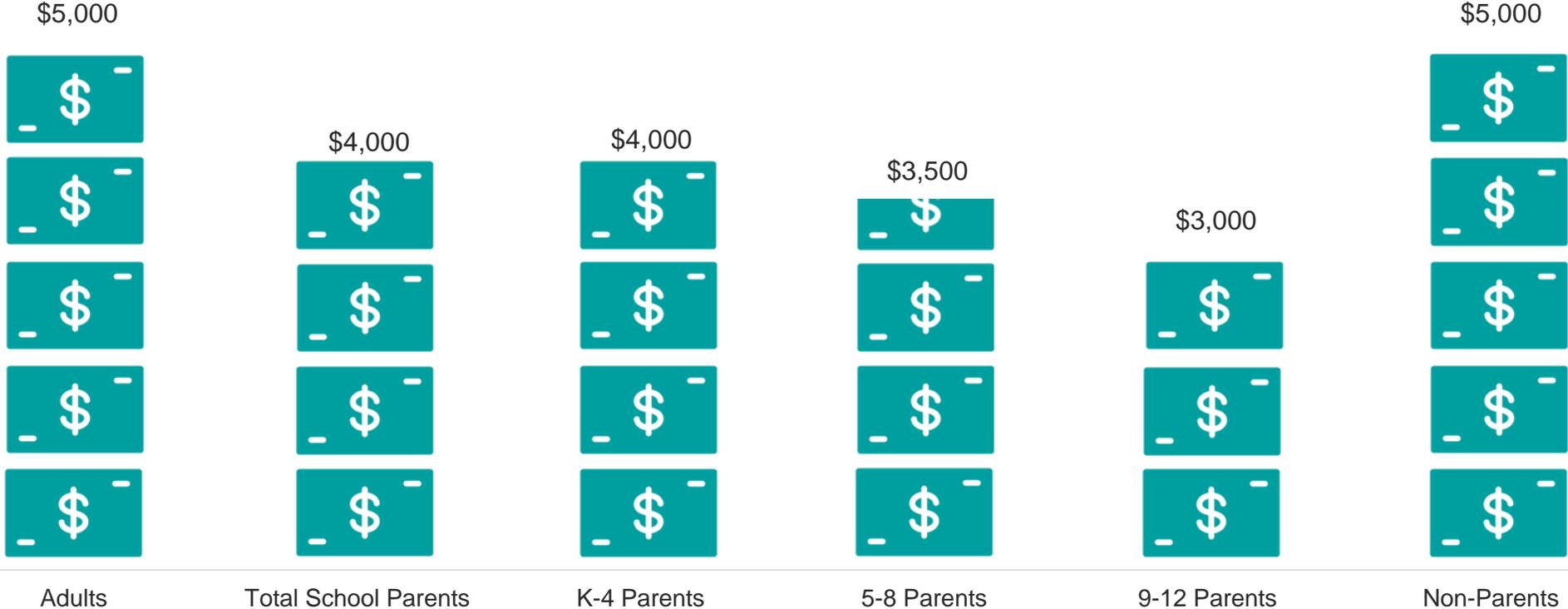
Americans, especially school parents of older children, believe that government spending per student is much lower than actual expenditures.

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

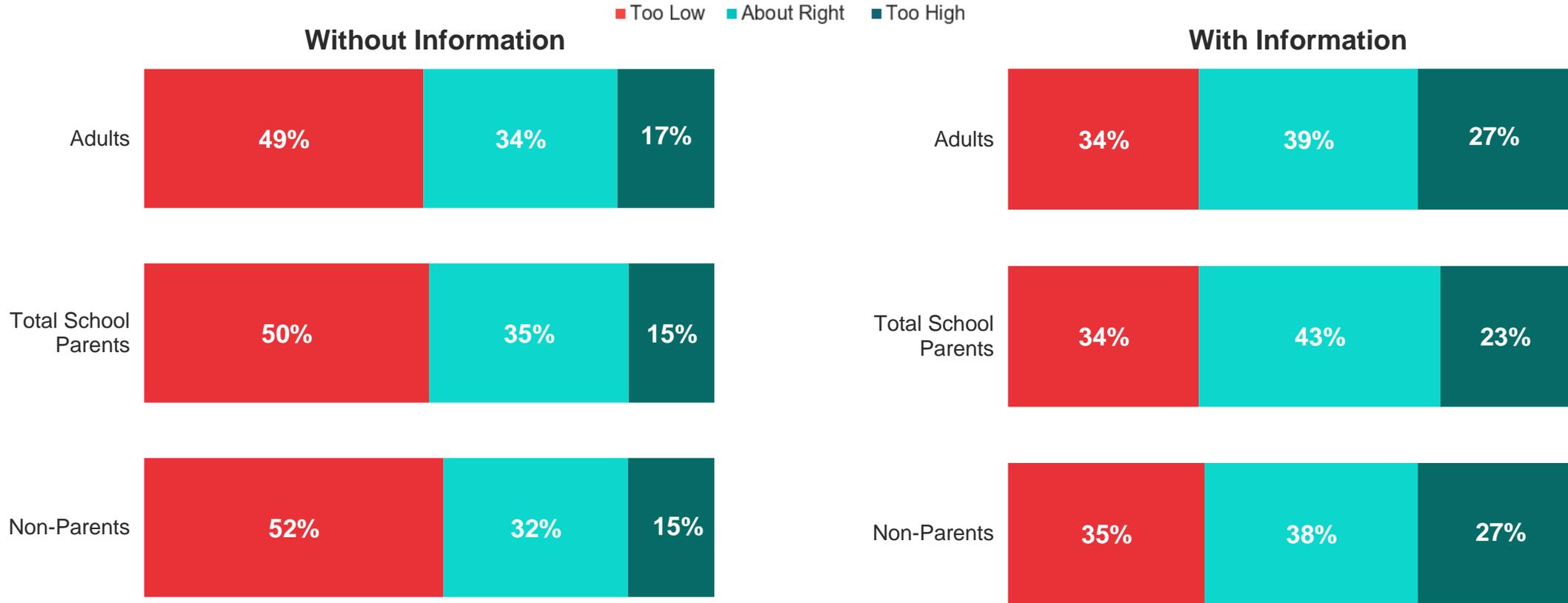


FY19 State Actuals Source: National Center for Education Statistics

Americans are much less likely (-15 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:

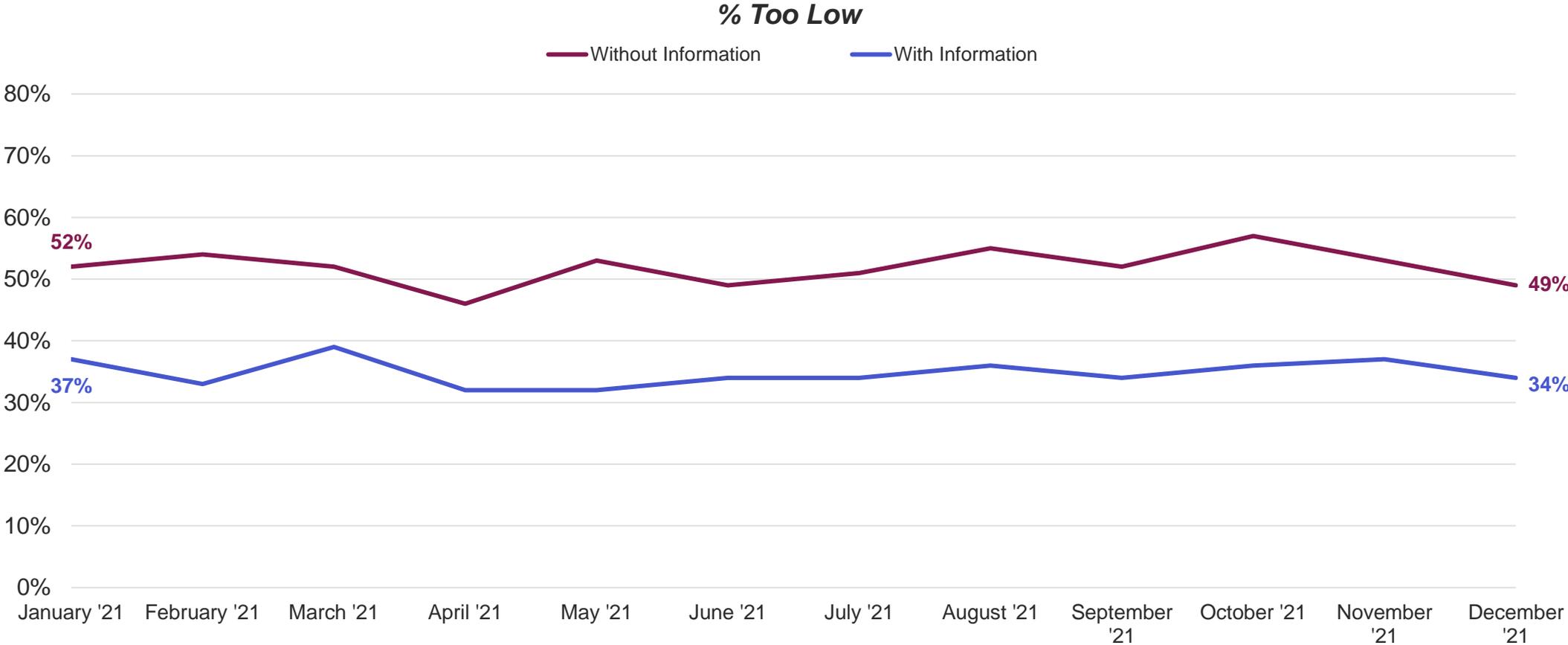


The general population's opinion on school funding being too low is slightly lower than their sentiment at the beginning of 2021.

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

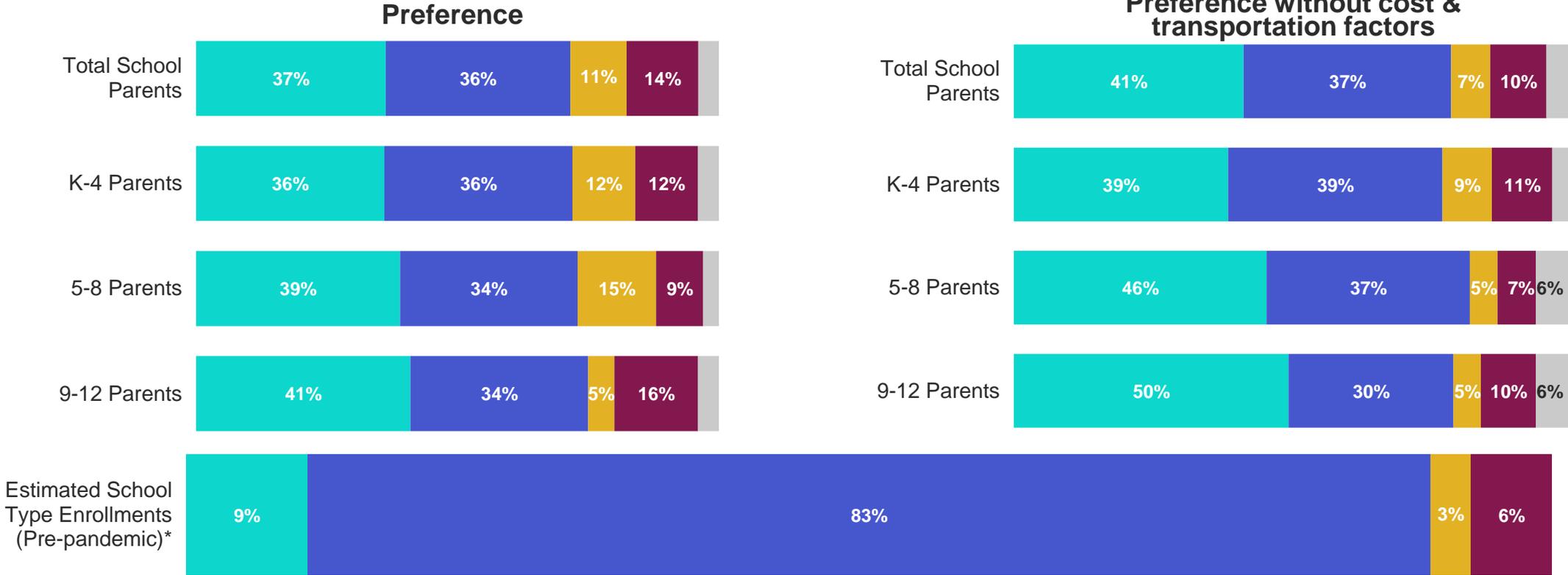


When neither financial costs or transportation are factors, more parents of children in either middle or high school would prefer having their kids enrolled in private schools.

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

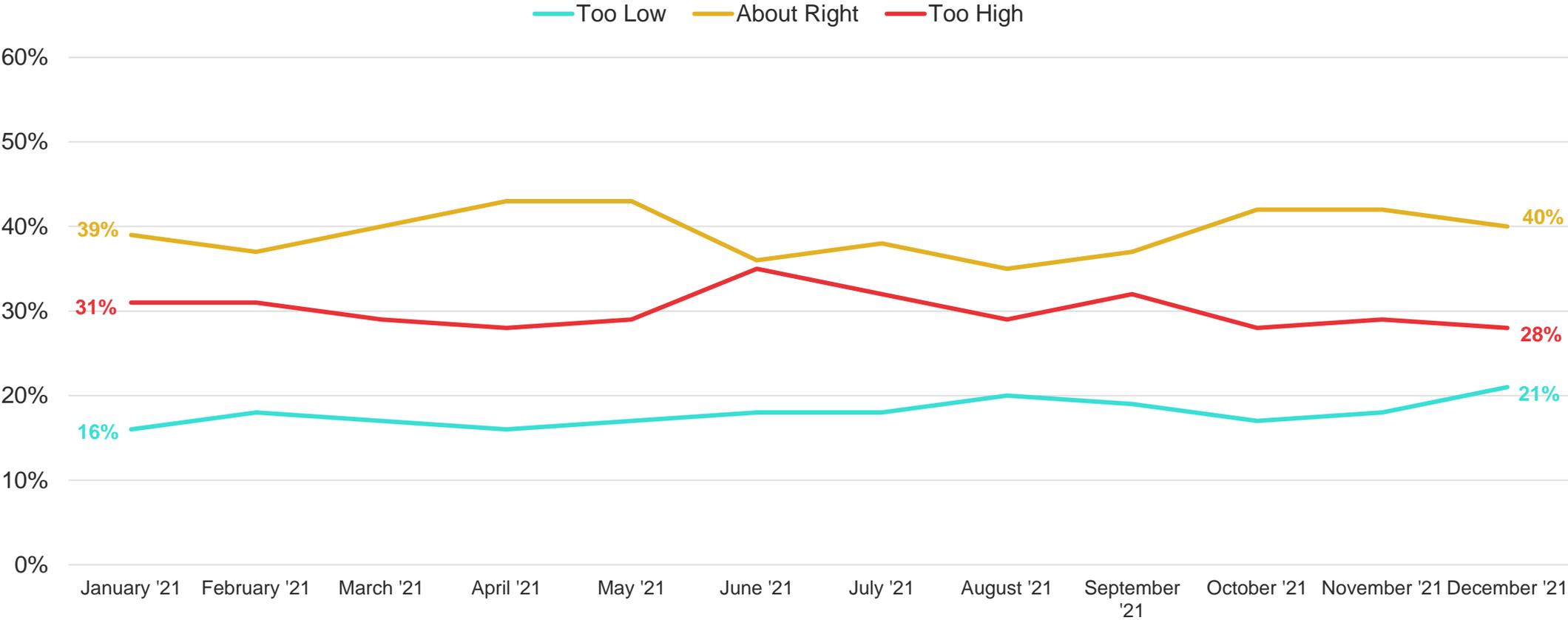


*Intended as reference point only. Percentage estimates reflect all K-12 students nationally. Source: [2021 EdChoice Share](#)

A plurality of school parents continued to say 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



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 across federal, state, and local offices and have decreased in importance at the local level.

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

	FEDERAL OFFICES	Vs November	STATE OFFICES	Vs November	LOCAL OFFICES	Vs November
Economic Issues	47%	-4	49%	-2	52%	+2
Security Issues	27%	-1	24%	-1	24%	-2
Health Care Issues	27%	-6	34%	+2	30%	-1
Senior Issues	24%	-3	24%	+1	25%	+1
Education Issues	22%	-1	22%	-3	23%	-6
Energy Issues	19%	+0	16%	+0	13%	-5
Women's Issues	13%	-2	15%	+0	11%	-6

Participants were only randomly asked about one of three offices

Education issues as a top priority decreased across various demographic groups, especially among those living in the Northeast, small towns, or Independents.

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

	Vs November			Vs November			Vs November	
Small Town	37%	-8	Educ: Bachelors or Postgrad	32%	+1	Northeast	31%	-11
Rural	35%	-4	Home School Parent	32%	+1	West	29%	-3
Midwest	34%	+3	Hispanic	32%	-1	Democrat	29%	-4
Low Income < \$35K	34%	+0	Non-Hispanic White	32%	-2	High Income: \$75K+	28%	-4
Suburban	34%	-1	South	32%	-3	Urban	27%	-3
Middle Income \$35K-\$75K	34%	-2	Educ: < College	32%	-5	Private School Parent	25%	-1
Republican	33%	+4	Independent	32%	-8	Black	25%	-6
District School Parent	33%	-4						

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	December 14-16, 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 = 10.82 minutes, Oversample Median = 13.03 minutes
Sample Size	N = 2,200 General Population N= 1,325 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)	± 2.52 percentage points (Gen Pop), ± 3.74 percentage points (Oversample)
Participation Rate	16.99% (Gen Pop), 13.78% (Oversample)
Methods Page	https://edchoice.morningconsultintelligence.com/methodology/
Project Contact	Paul DiPerna, paul@edchoice.org

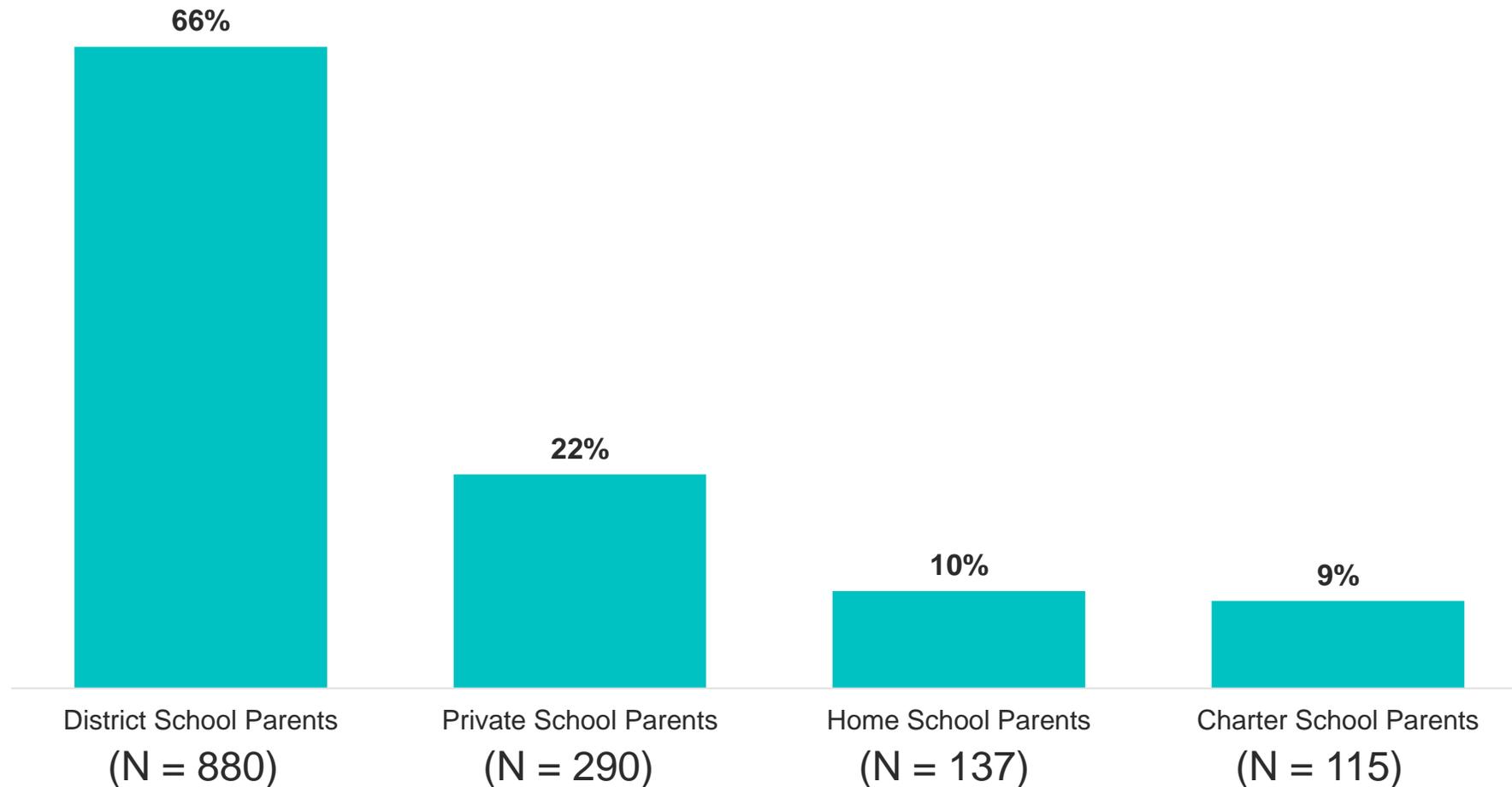
Demographics	Unweighted (N =)
Hispanic	156
Non-Hispanic White	1693
Black	234
Other	98
Generation Z	160
Millennial	913
Generation X	271
Boomers	684
Male	824
Female	1376
< College	1334
College +	866
Northeast	466
Midwest	502
South	885
West	347

Demographics	Unweighted (N =)
Total School Parents*	1325
K-4 Parents*	782
5-8 Parents*	552
9-12 Parents*	444
Non-Parents	785
Liberal	607
Moderate	698
Conservative	688
Democrat	872
Independent	542
Republican	631
Urban	733
Suburban	826
Small Town	226
Rural	415
Low Income <\$35K	854
Middle Income \$35K to <\$75K	661
High Income \$75K+	685

* Denotes the sample came from school parents

Demographics	Unweighted	Weighted	Target (%)
Hispanic	7%	16%	16%
White	84%	78%	78%
Non-Hispanic White	77%	n/a	n/a
Black	11%	12%	12%
Other	5%	9%	9%
Age: 18-34	28%	30%	30%
Age: 35-54	35%	31%	31%
Age: 55+	37%	40%	40%
Age: 65+	22%	20%	20%
Male	37%	48%	48%
Female	63%	52%	52%
< College	61%	69%	69%
College +	39%	31%	31%
Northeast	21%	18%	18%
Midwest	23%	21%	21%
South	40%	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)





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