

 edCHOICE

THE PUBLIC, PARENTS, AND K-12 EDUCATION

A National Polling Report

FEBRUARY 2022

KEY FINDINGS

1. Americans consider education issues as a medium priority among other public policy issues. However, in recent months, education appears to be increasingly important at the local level.
2. In February, school parents' comfort with their children attending school has once again reached its highest level. Just over three-fourths of surveyed parents express they are at least somewhat comfortable.
3. The gap between Americans' views towards mandatory masking and vaccinations has tightened with many viewing masking as less of a priority compared to previous months.
4. Parents expressed lower levels of interest for learning pods and tutoring in February. The average amounts parents are willing to pay for pods and tutoring also decreased.
5. In February, both the public and school parents' positive views about the direction of K-12 education decreased at all levels – nationally, state, and local.
6. Overall support still remains high for school choice policies – education savings accounts (ESAs), school vouchers, and charter schools – but levels decreased slightly in February. Support for open enrollment policies is also high and comparable to other types of school choice policies.
7. Proponents of ESA policies are more likely to have specific reasons for their position than opponents. Those that support ESAs view freedom of choice and the need for children to have access to better schools/education as top priorities. Those that oppose ESAs say they need more information, are not interested, or say they are unsure or don't know.

Methodology:

This poll was conducted between February 12-February 15, 2022 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 2.34 percentage points..

AGENDA

COVID-19 AND SCHOOLING

SCHOOL CHOICE POLICIES

VIEWS ON K-12 EDUCATION

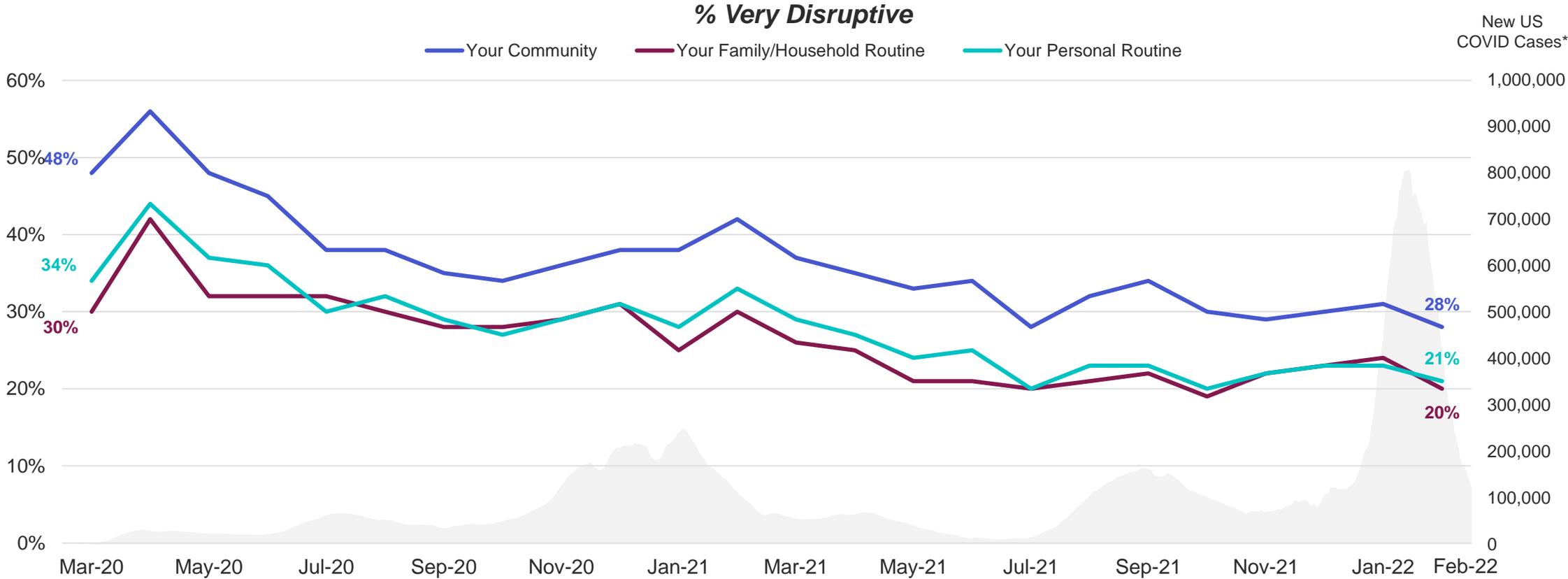
SURVEY PROFILE AND DEMOGRAPHICS



With COVID cases decreasing after a massive surge, the percentage of adults who felt the coronavirus had been ‘very disruptive’ to their routine has dipped slightly in February.

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

All Adults

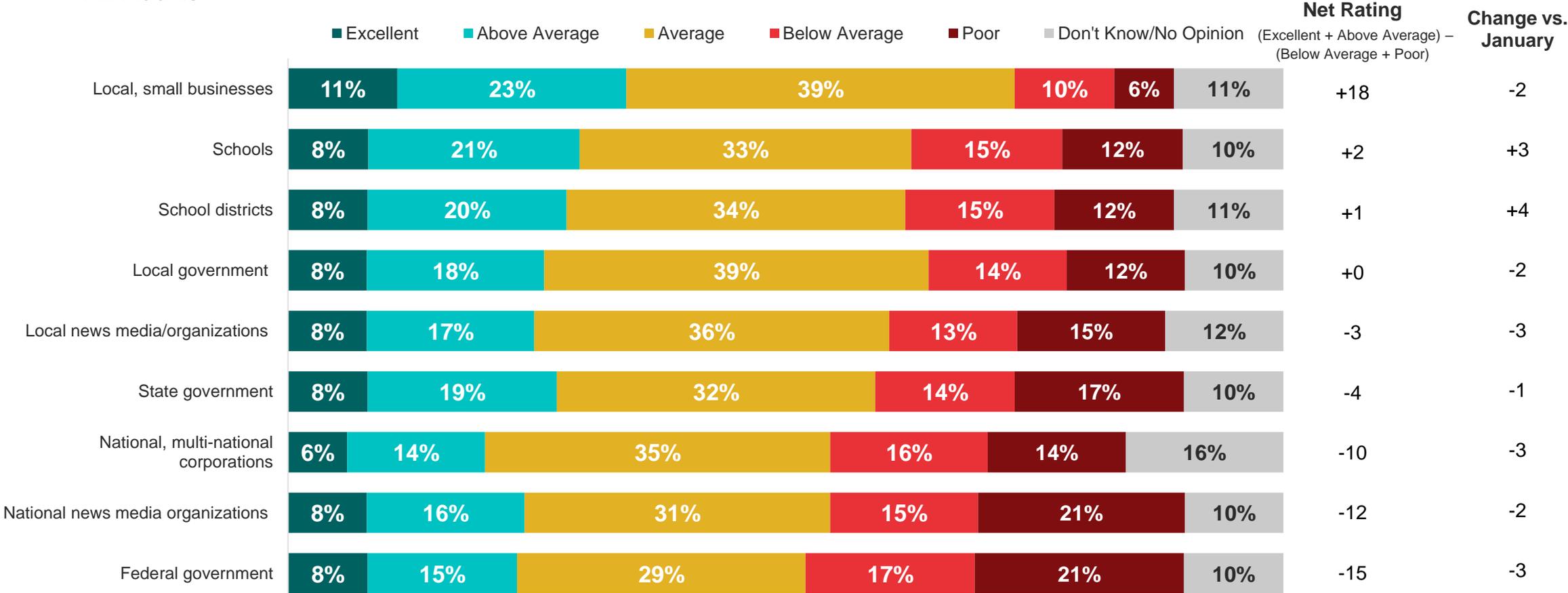


*CDC 7-day moving average

Ratings of how institutions are handling the coronavirus outbreak have held steady this month.

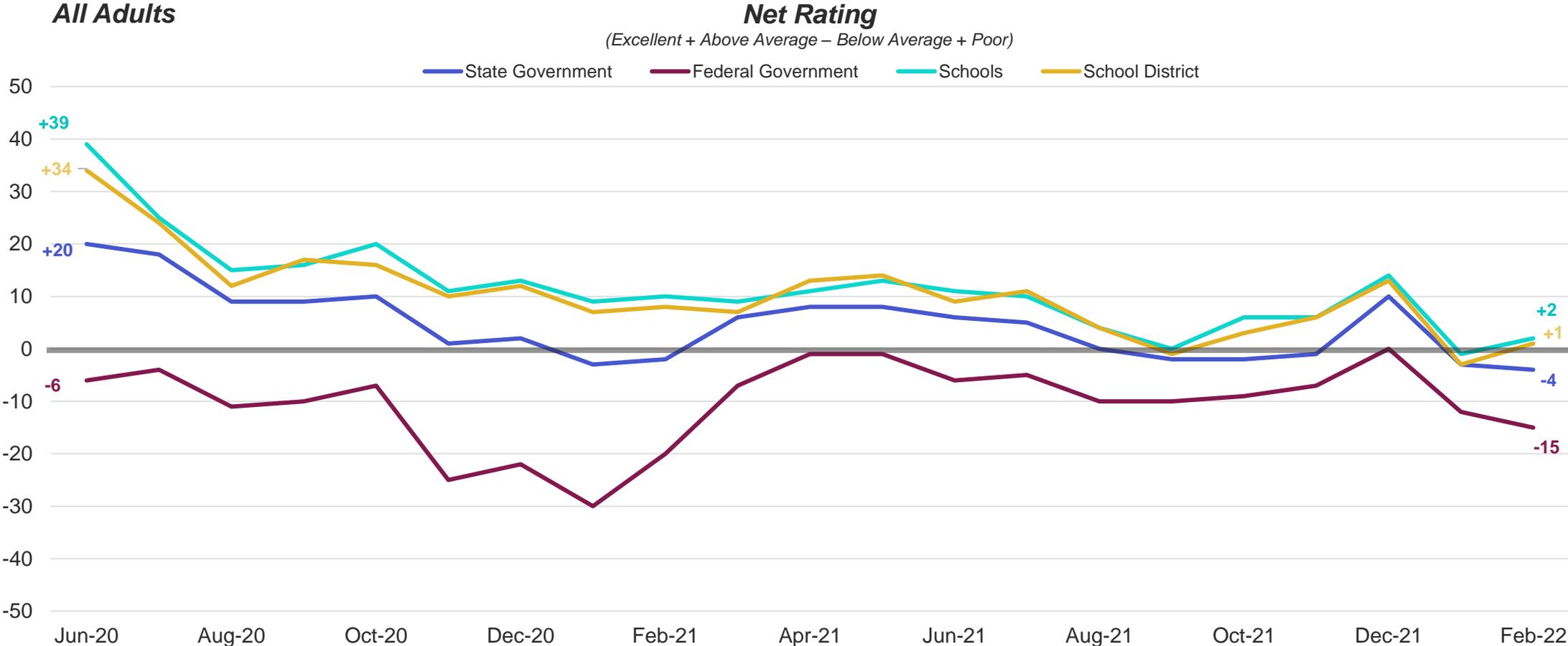
Based on what you have seen, read, or heard so far, how would you rate the following institutions on their response to the coronavirus (COVID-19) outbreak?

All Adults



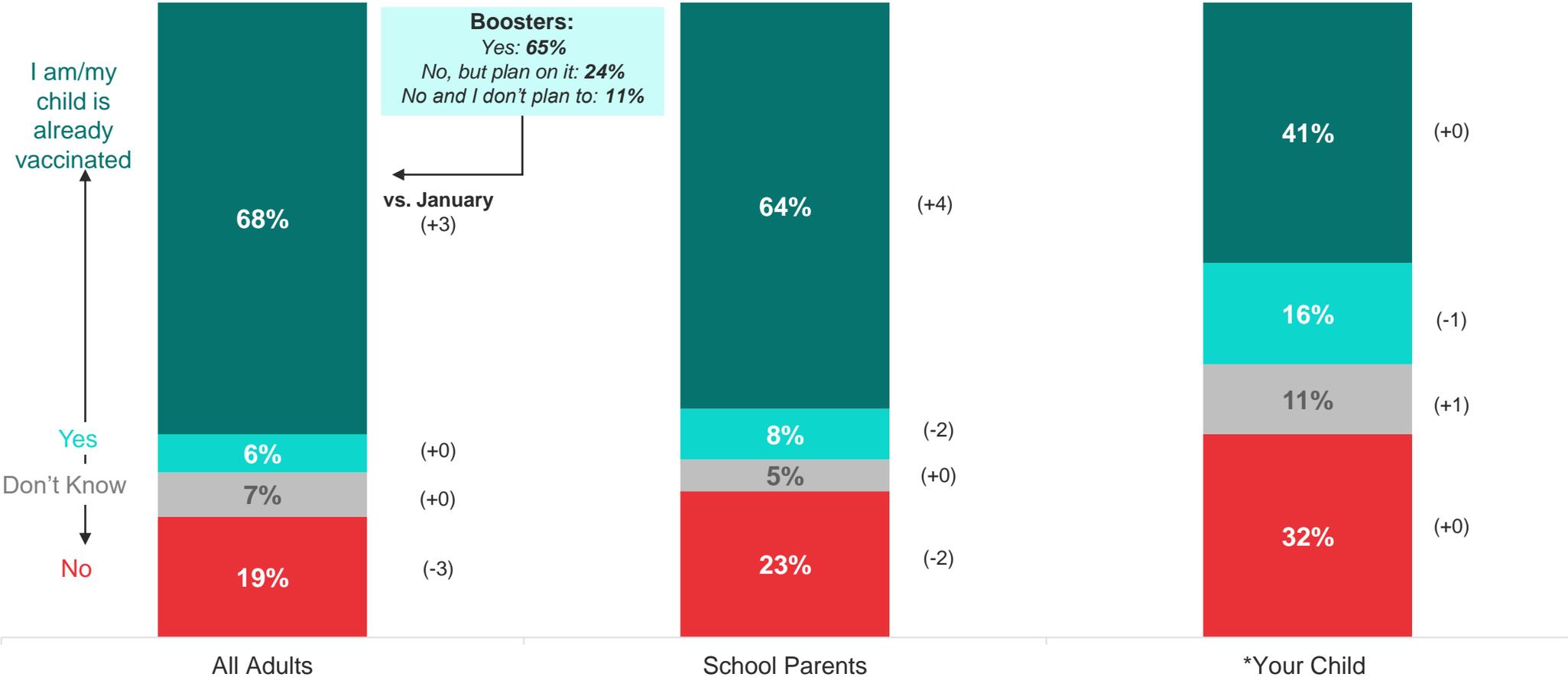
After a major decrease the previous month, the public's ratings held mostly steady in February for state and federal governments as well as for schools and school districts.

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?



Nearly two-thirds 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 continue to either plan on or already have received a booster shot. Although, there was a notable decrease in Republican willingness in February

Did you get your COVID-19 booster shot?

All Adults

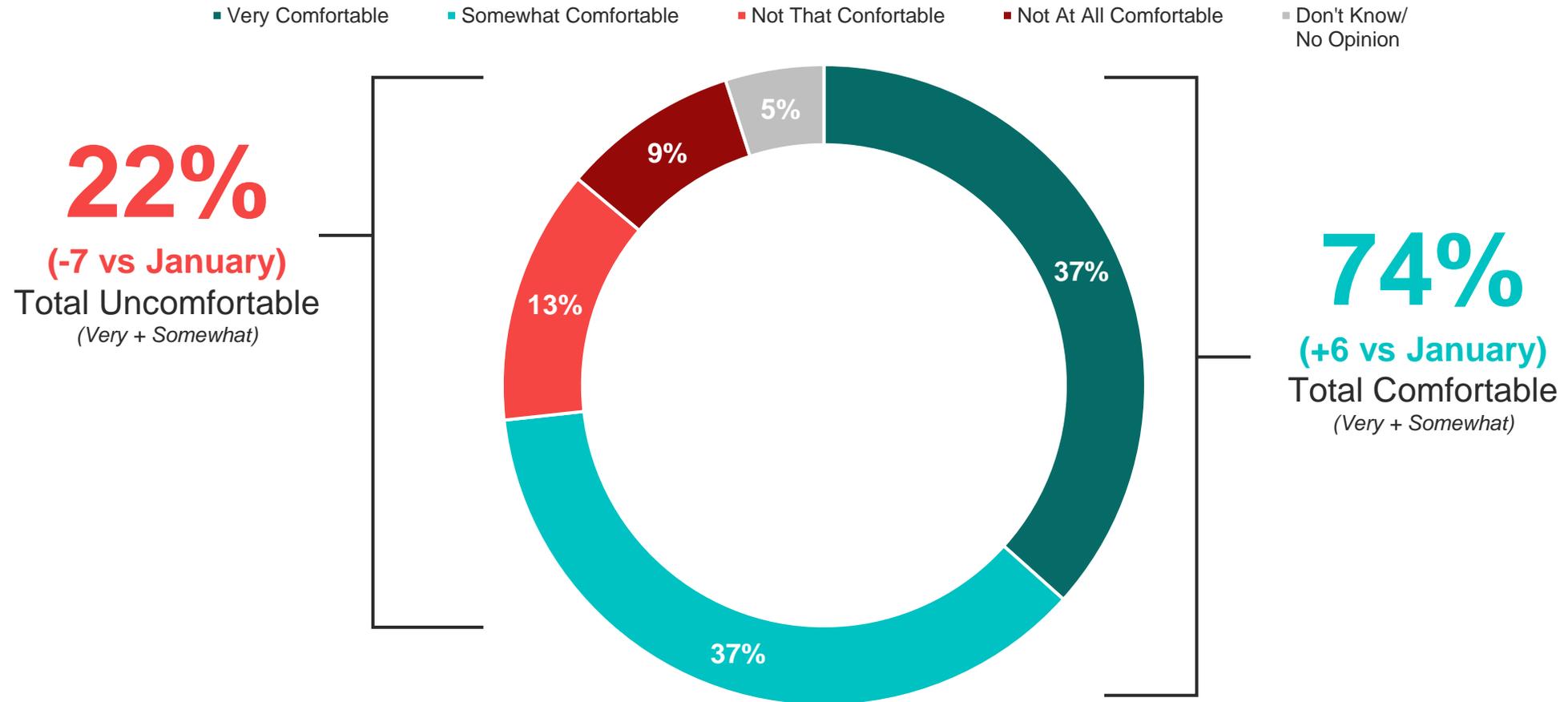
% of Those Already Vaccinated

Most likely to get a booster/already be boosted	Vs January			Vs January			Vs January	
	%	Change		%	Change		%	Change
Democrat	97%	+2	High Income \$75K+	90%	-2	Non-Hispanic White	87%	-4
Urban	94%	+2	Baby Boomers	90%	-3	Northeast Region	87%	-4
Black	93%	+8	Small Town	89%	+1	Gen X	86%	-1
Hispanic	93%	+4	Middle Income \$35K to < \$75K	89%	-1	Educ: < College	86%	-2
Midwest Region	92%	+1	Suburban	89%	-3	South Region	86%	-3
Educ: Bachelors or Postgrad	92%	-3	Independent	88%	+3	Rural	83%	-4
Gen Z	90%	+5	Low Income < \$35K	88%	-1	Republican	77%	-10
West Region	90%	-1	Millennials	87%	-2			

Nearly three out of four parents are comfortable with their child attending school right now – an increase of six points since January

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 attending school right now?

School Parents

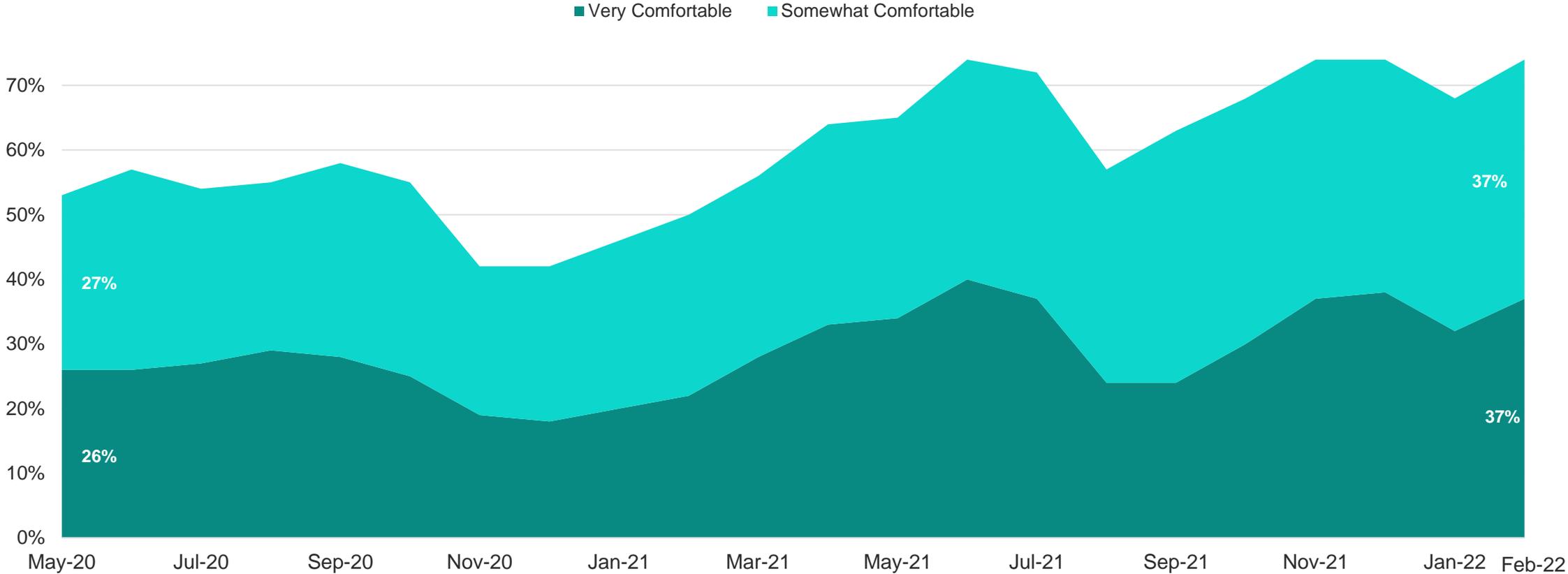


* Wording of the question changed slightly from "returning to school" to "attending school" in January 2022

School parents' comfort with their children attending school has once again reached its highest level.

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 attending school right now?

School Parents



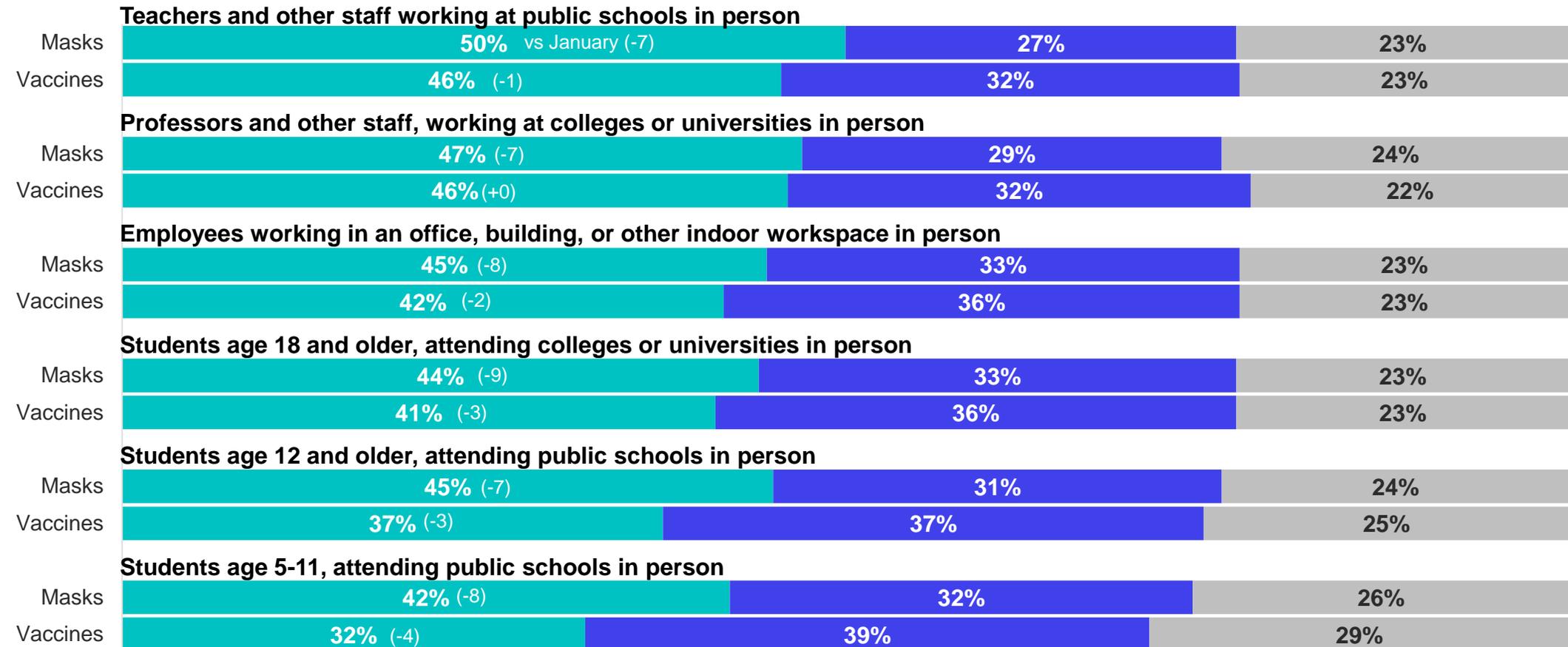
* Wording of the question changed slightly from "returning to school" to "attending school" in January 2022

The gap between Americans' views towards mandatory masking and vaccinations has tightened. Many view masking as less of a priority compared to previous months.

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

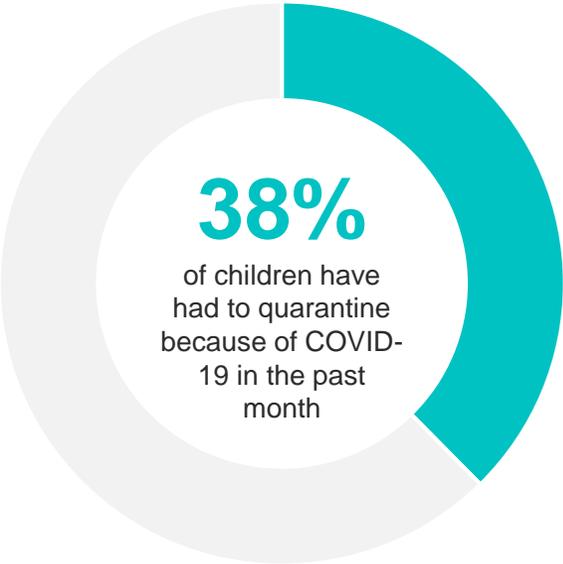


Roughly two out of five parents report that at least one child had to quarantine in the past month due to COVID-19. The majority of parents view this as disruptive to their child's education.

In the last month, have any of your children quarantined because of the COVID-19 outbreak?... How disruptive do you believe quarantining has been to your child's education this last month?

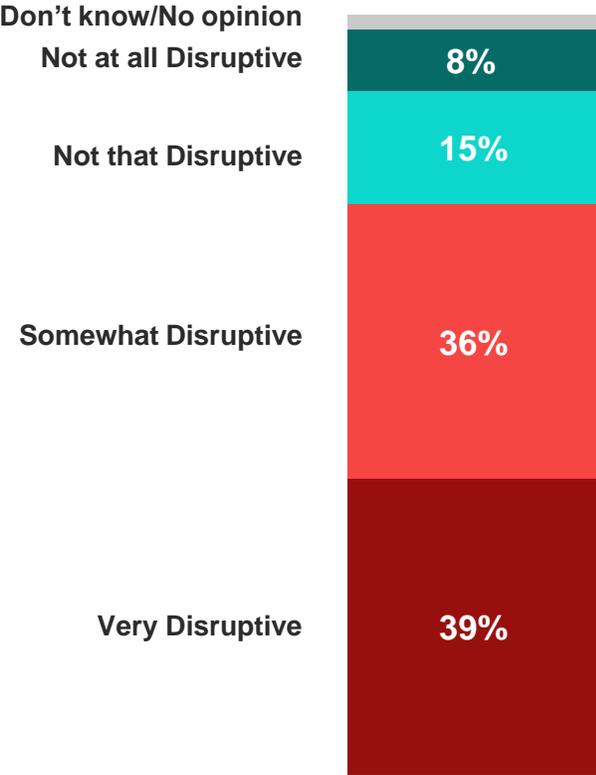
School Parents

% of Students, Reported by Parents



among those →

How Disruptive?

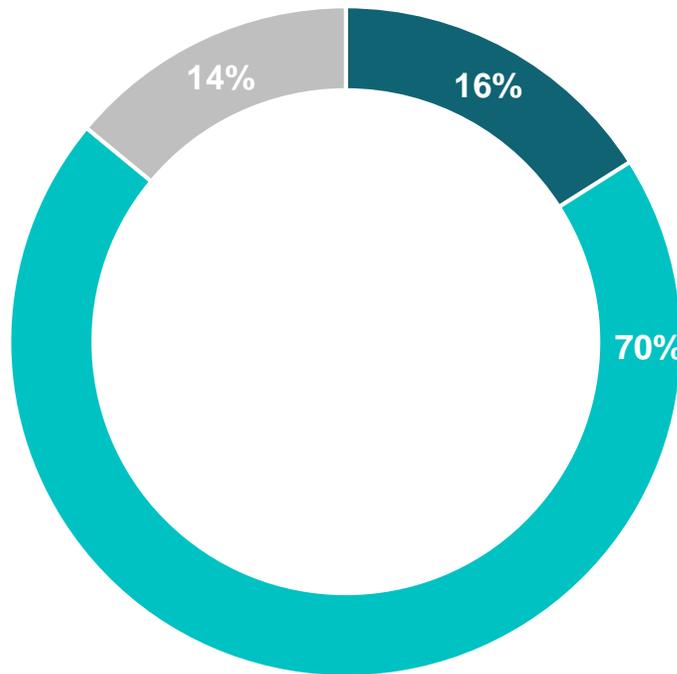


The majority of school parents believe that schools should provide multiple learning options for students this school year.

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



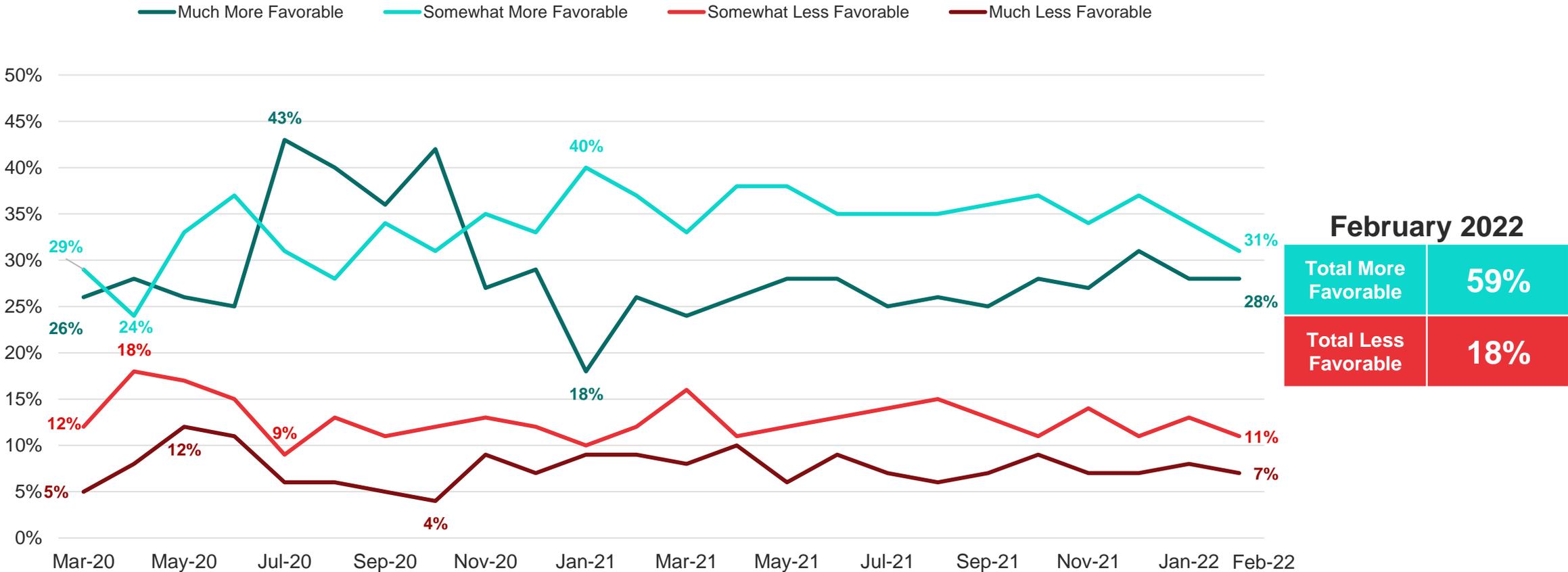
Desire to provide multiple learning options by demographic

Income	Low Income < \$35K	64%
	Middle Income \$35K to < \$75K	78%
	High Income \$75K+	68%
Political Affiliation	Democrat	77%
	Independent	68%
	Republican	64%
Race	Black	85%
	Hispanic	76%
	White	66%

In February, soft favorability of homeschooling decreased three points among school parents. They are still nearly four 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

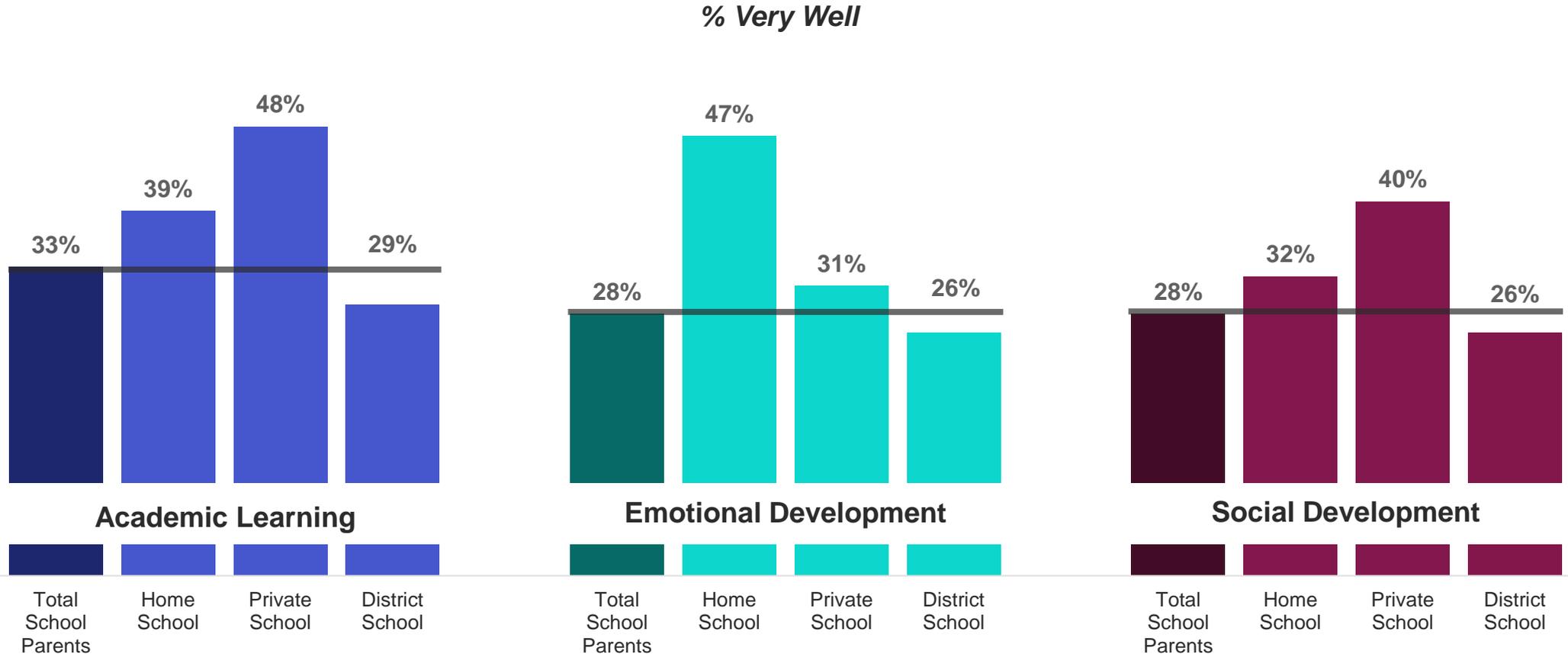


Note: In September 2020 we began weighting the school parent subsample-plus-oversample based on 2017 CPS benchmarks, separately from the general population sample.

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

How do you feel your child/children have progressed in the CURRENT school year?

School Parents

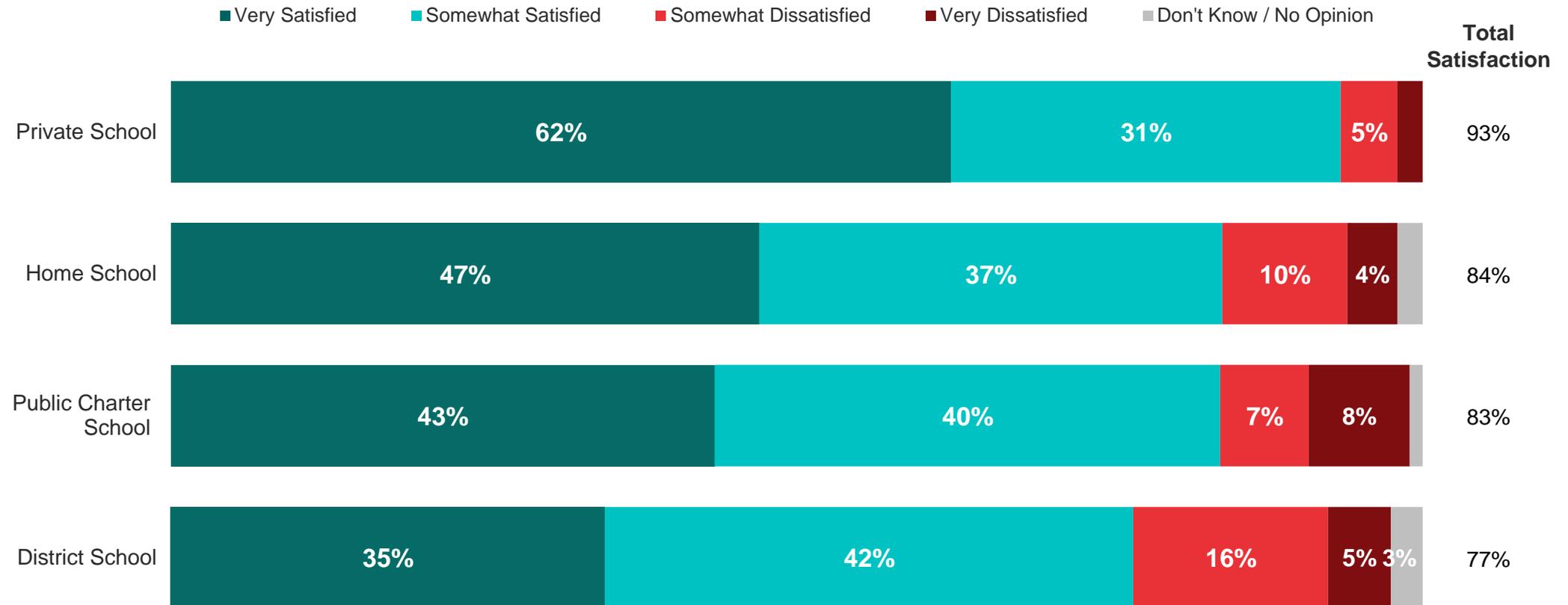


*Charter Schools not shown due to low sample size.

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?

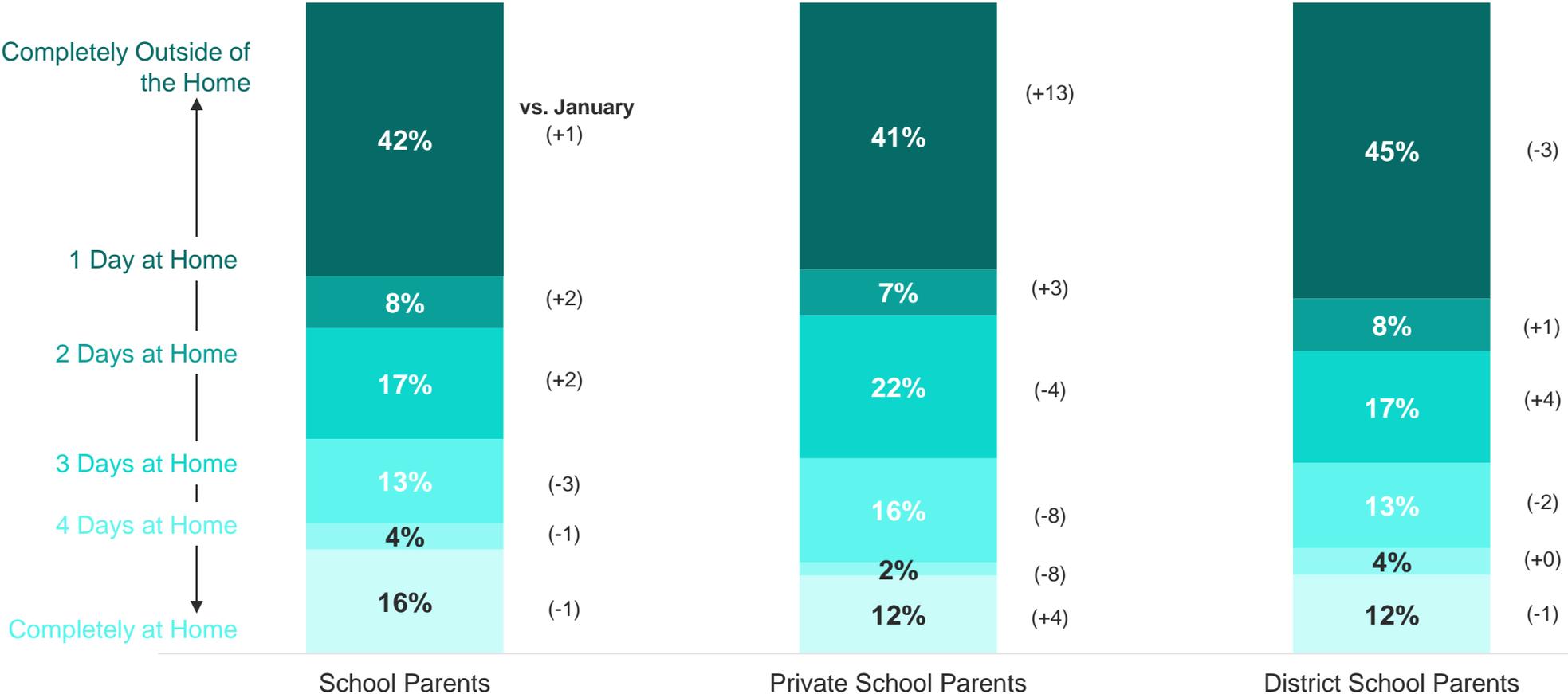
School Parents



In February, private school parents reported a large increase in their preference to have their children be schooled completely outside of the home.

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

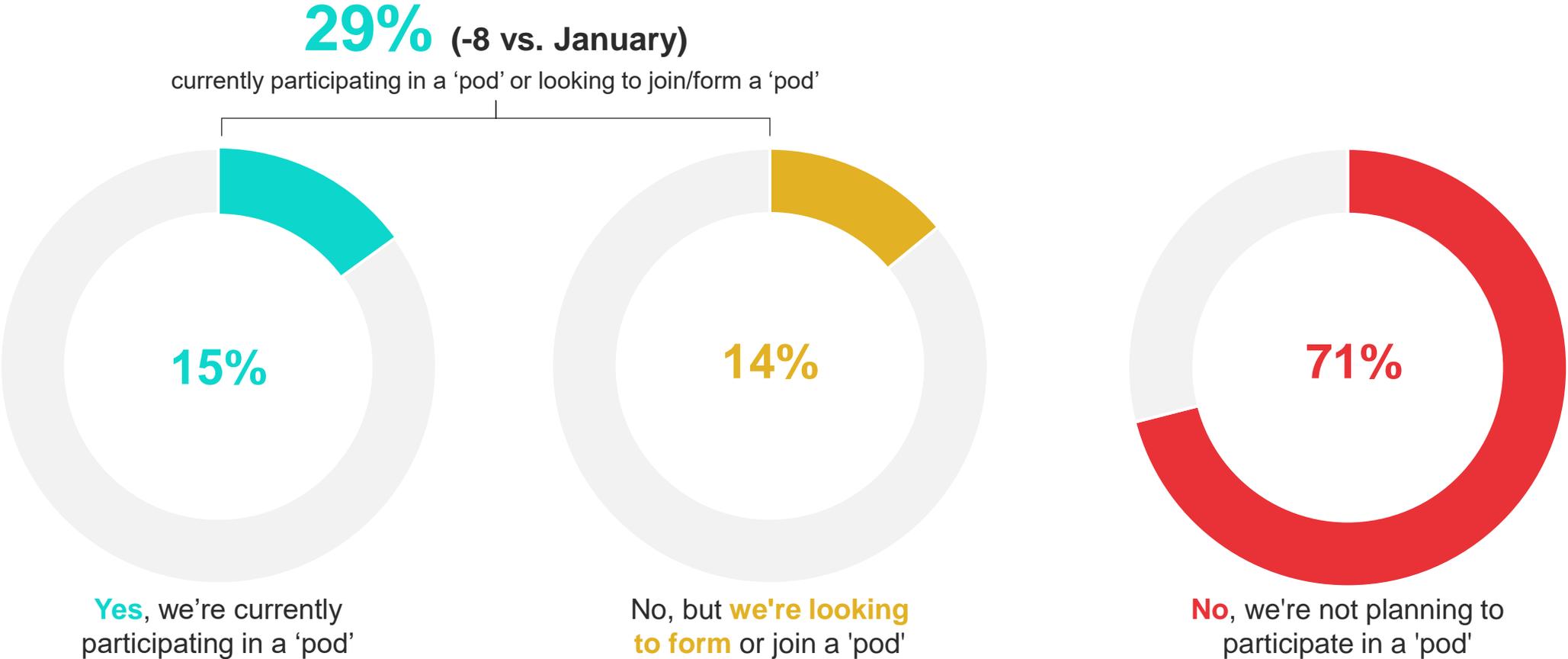


Note: Parent groups based on child/children school type attendance in SY21-22.

Parent interest in either participating in or looking to form/join a learning 'pod' decreased by eight points in February.

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

School Parents



In February, there were notable decreases in ‘pod’ interest among several demographic groups, especially private school parents, high-income earners, and Democrats.

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

School Parents

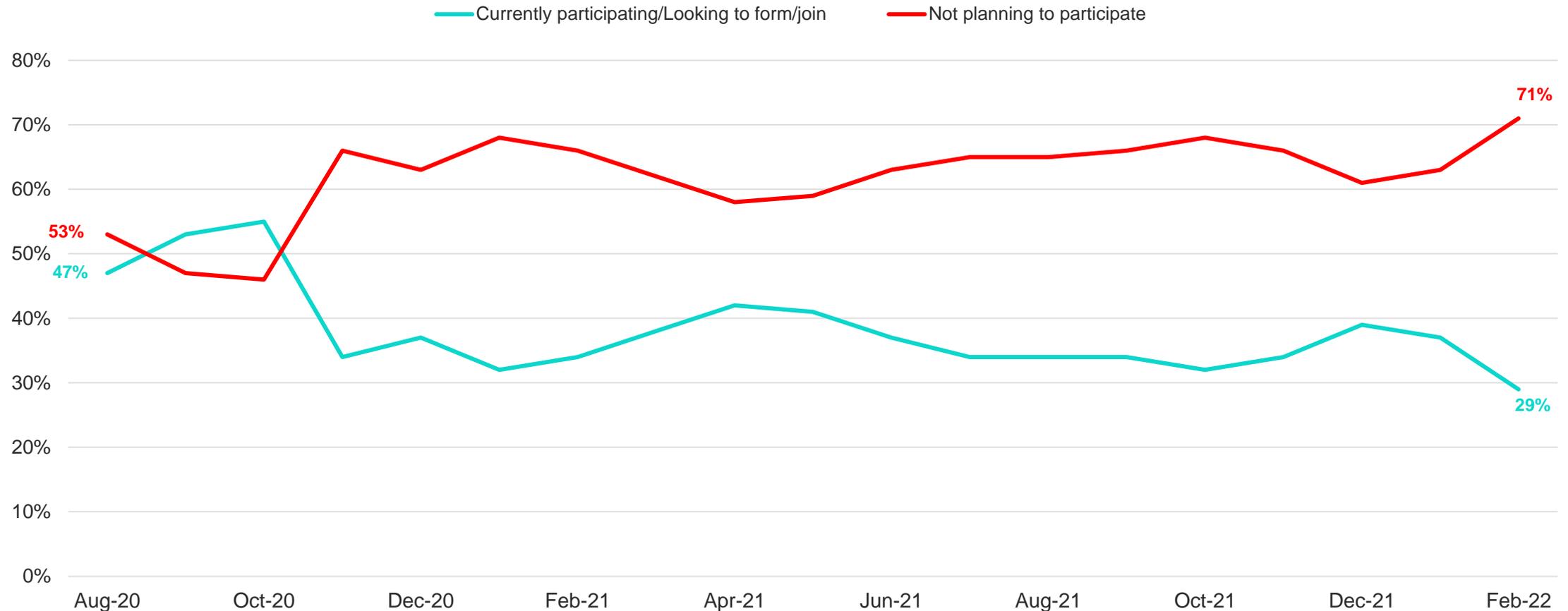
Most likely to participate in / form / join a pod			Moderately likely to participate in / form / join a Pod			Less likely to participate in / form / join a Pod		
		Vs January			Vs January			Vs January
Home School Parent	46%	+0	Northeast	30%	-11	Low Income < \$35K	26%	-1
Urban	43%	-10	West	29%	-8	Educ: < College	26%	-4
Hispanic	40%	-8	Independent	28%	+4	District School Parent	25%	-5
Private School Parent	40%	-28	Republican	28%	-1	Suburban	25%	-7
Black	36%	+2	Middle Income \$35K-\$75K	28%	-1	Non-Hispanic White	22%	-14
Educ: Bachelors or Postgrad	33%	-16	South	28%	-12	Rural	21%	-2
High Income: \$75K+	31%	-21	Midwest	27%	-2	Small Town	11%	-6
Democrat	31%	-21						

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

Learning 'pod' interest has reached its lowest level since October 2021, dropping eight points since January 2022.

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

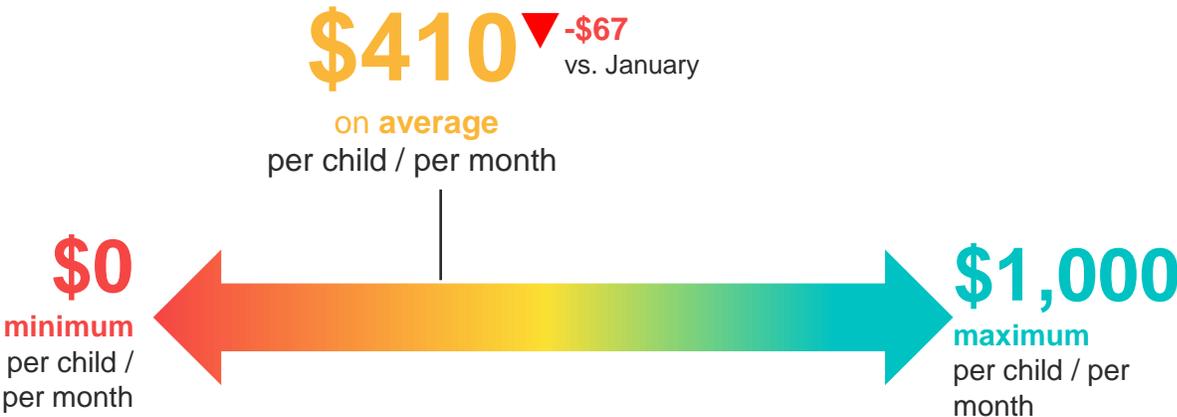
School Parents



In February, school parents were willing to pay \$410/month for a child to participate in a learning ‘pod’, a drop-off of nearly \$70 from January 2022.

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	\$303
	*Middle Income \$35K to < \$75K	\$356
	High Income \$75K+	\$529
Political Affiliation	Democrat	\$429
	Independent	\$372
	Republican	\$464
Region	*West	\$434
	*Midwest	\$387
	South	\$403
	*Northeast	\$417

*indicates base size n = <100

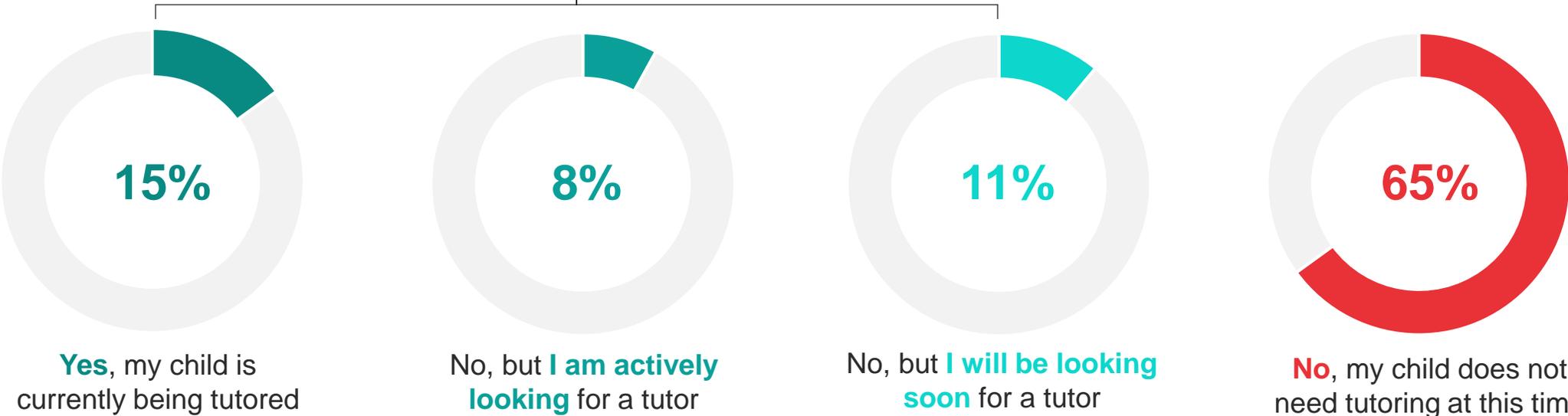
In February, there was a six-point decrease in tutoring interest among school parents.

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

School Parents

34% (-6 vs. January)

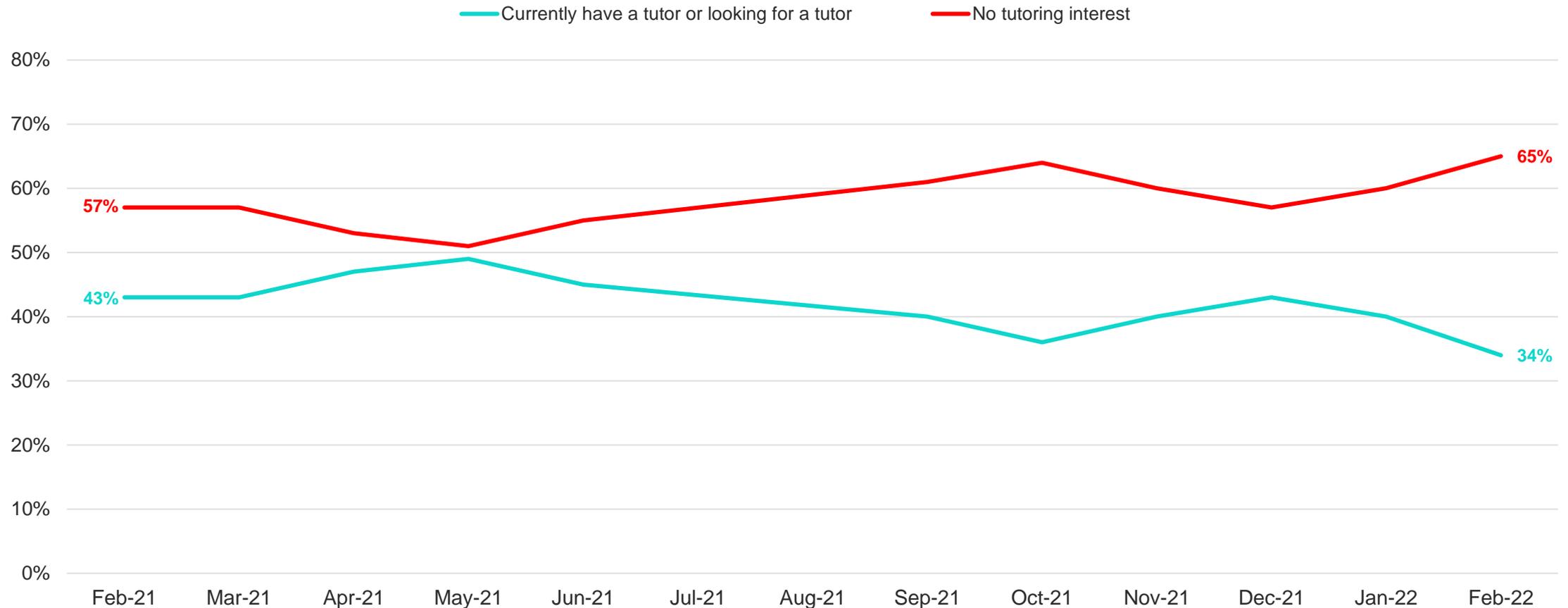
currently have a tutor or looking for a tutor



Tutoring interest has reached its lowest level 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 February, interest in tutoring substantially increased Black school parents. However, there were significant decreases among private school parents, high-income earners, home school parents, those with college degrees, and Democrats.

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

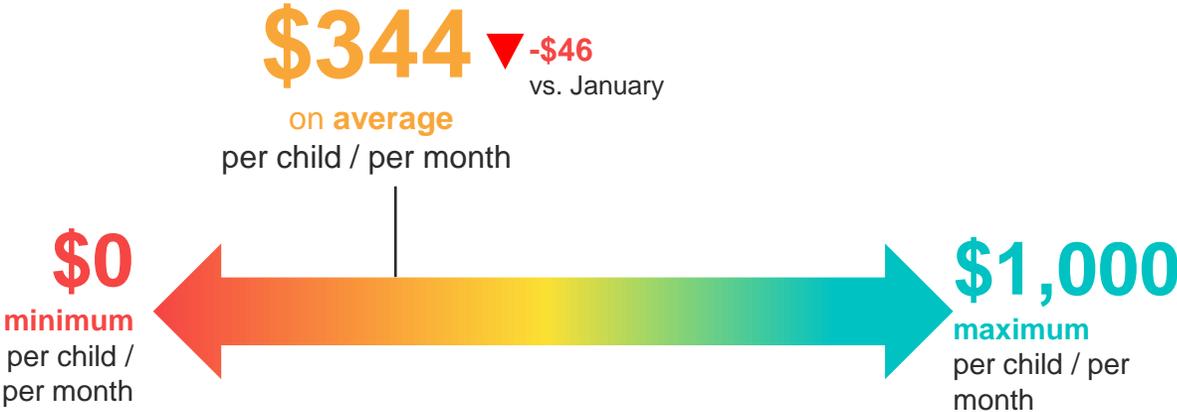
School Parents

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 January			Vs January			Vs January
Black	53%	+13	Northeast	38%	+0	District School Parent	33%	-1
Private School Parent	51%	-15	West	38%	-6	Midwest	31%	+0
Urban	47%	-8	Democrat	38%	-11	Educ: < College	31%	-1
Home School Parent	43%	-11	Middle Income \$35K-\$75K	37%	+4	Non-Hispanic White	30%	-7
Educ: Bachelors or Postgrad	41%	-11	Independent	36%	+6	Low Income < \$35K	28%	-1
Hispanic	39%	-9	Suburban	35%	+1	Rural	23%	-1
High Income: \$75K+	39%	-13	Republican	34%	-2	Small Town	20%	-7
			South	34%	-8			

In February, the monthly amount school parents were willing to spend for tutoring (per child) decreased to \$344.

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



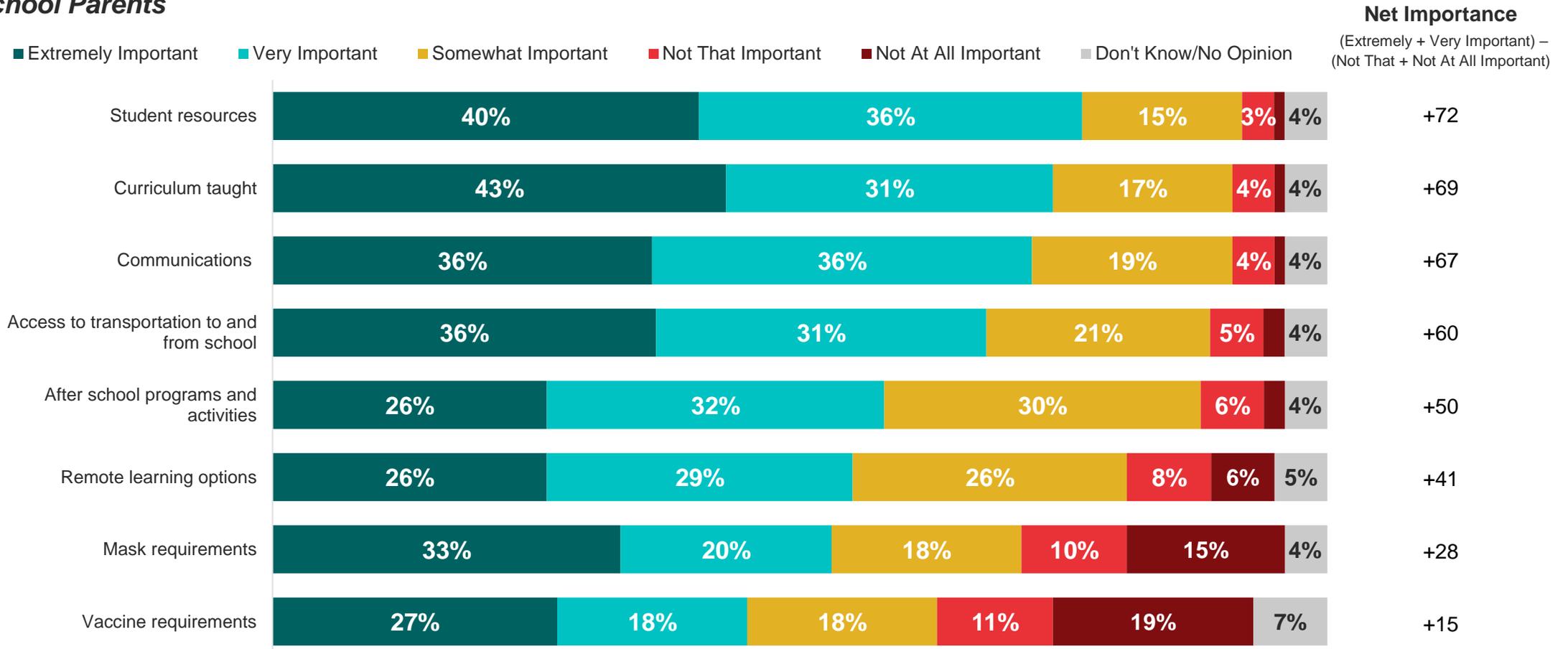
Average willing to spend per child/per month by demographic		
Income	*Low Income < \$35K	\$238
	*Middle Income \$35K to < \$75K	\$312
	High Income \$75K+	\$432
Political Affiliation	Democrat	\$370
	Independent	\$303
	Republican	\$373
Region	*West	\$333
	*Midwest	\$289
	South	\$374
	*Northeast	\$357

*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 and mask 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

SCHOOL CHOICE POLICIES

VIEWS ON K-12 EDUCATION

SURVEY PROFILE AND DEMOGRAPHICS



Descriptions Used:

Charter Schools

Charter schools are public schools that have more control over their own budget, staff, and curriculum, and are exempt from many existing public school regulations.

School Vouchers

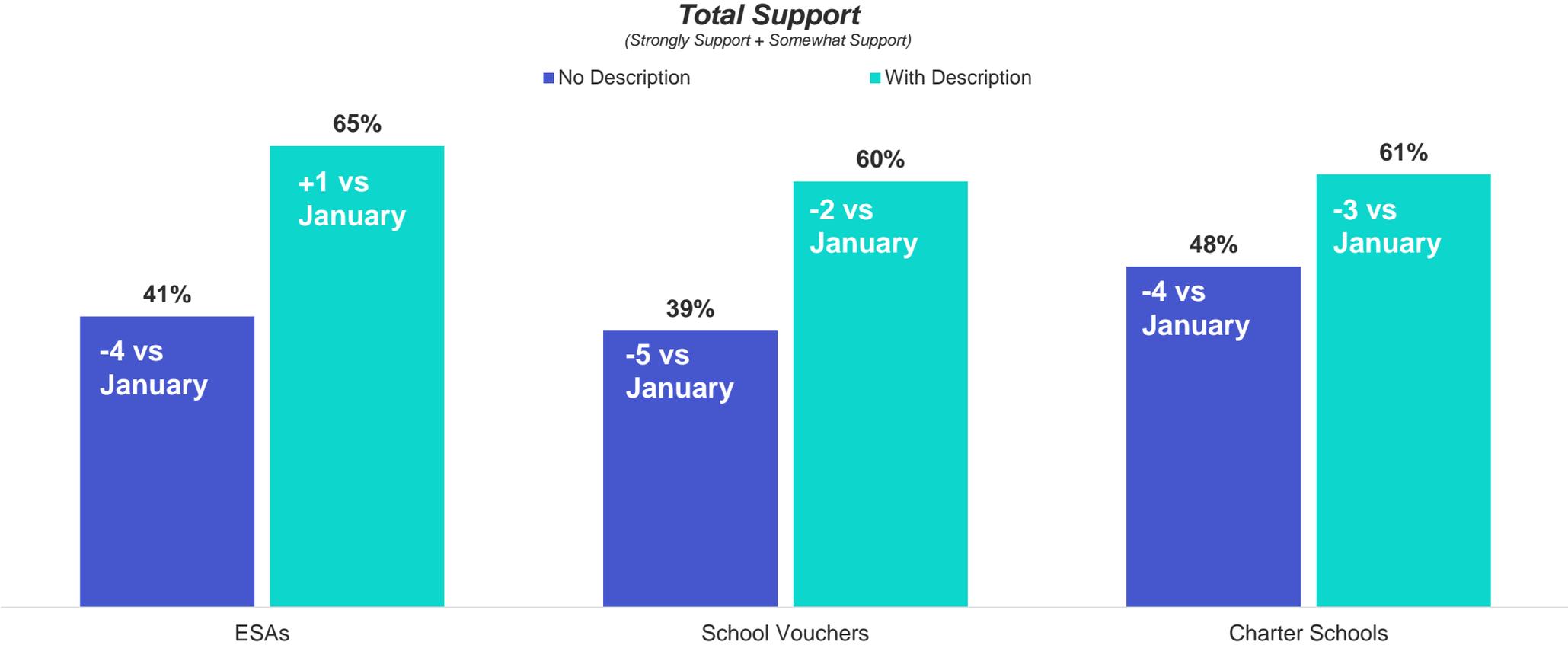
A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to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

Education Savings Accounts

An "education savings account" in K–12 education – often called an ESA – establishes for parents a government-authorized savings account with restricted, but multiple uses for educational purposes. Parents can then use these funds to pay for: school tuition; tutoring; online education programs; therapies for students with special needs; textbooks or other instructional materials; or save for future college expenses.

All school choice policies continue to see a lift in support when people are given a description. Overall support for school vouchers and charter schools slightly dipped in February.

All Adults

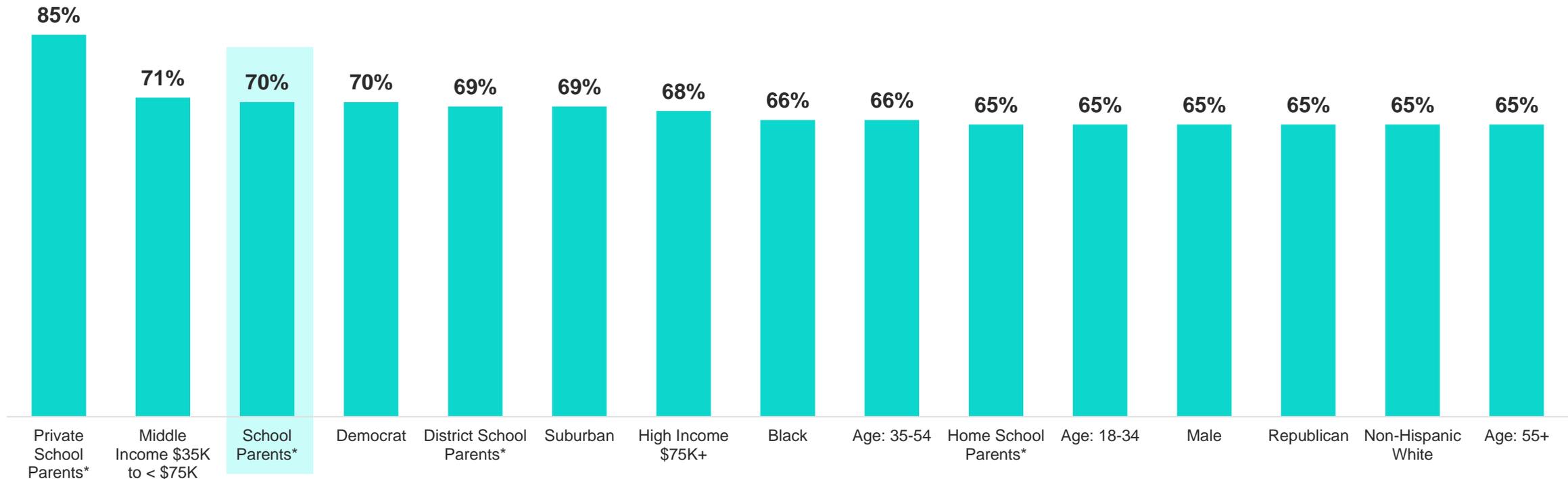


Seven out of 10 school parents said they support ESAs. There is a wide range of support among all demographics.

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 and, although most demographic groups held steady, there was a notable increase among Independents.

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

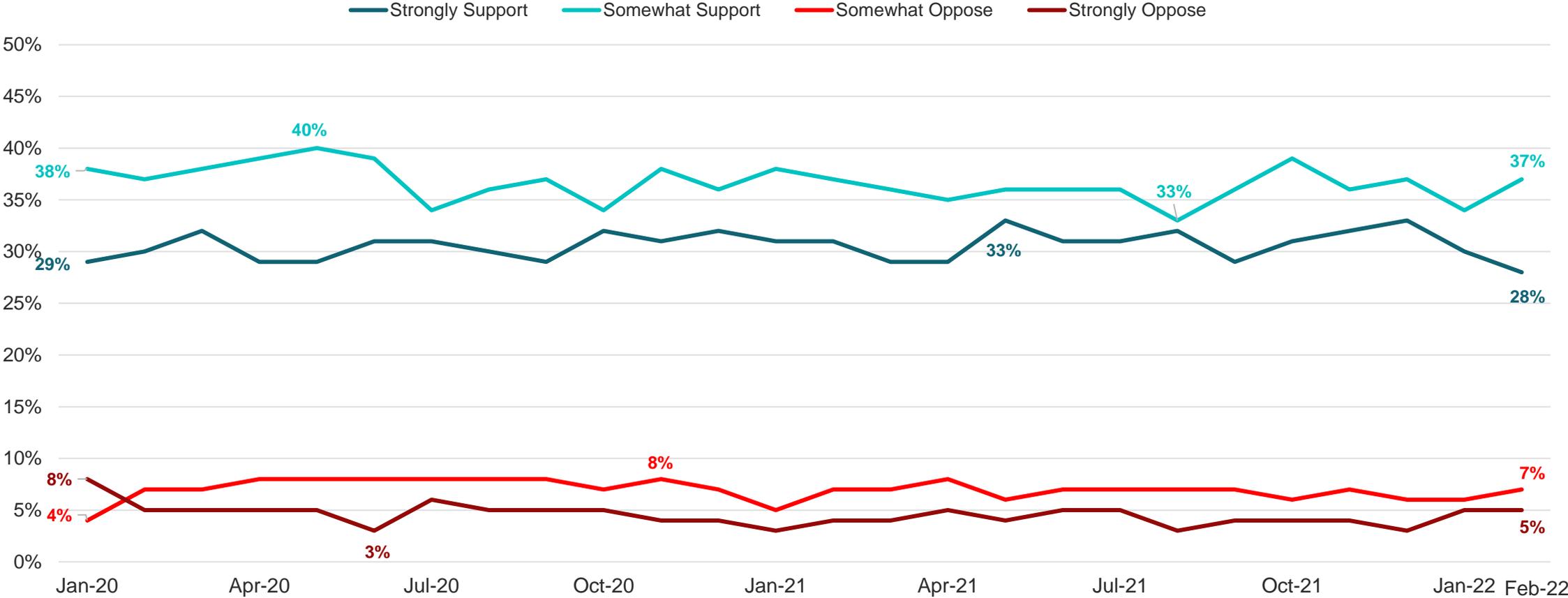
Most Supportive 

	Vs January			Vs January			Vs January	
Middle Income \$35K-\$75K	71%	+3	Millennial	67%	-3	Hispanic	64%	-2
Educ: Bachelors or Postgrad	71%	-4	Baby Boomers	66%	+4	West	64%	-2
Democrat	70%	-2	Black	66%	-2	Educ: < College	63%	+3
Suburban	69%	+1	Independent	65%	+8	Gen X	62%	+3
Northeast	68%	+2	Female	65%	+3	Midwest	62%	+1
High Income \$75K+	68%	-6	Non-Hispanic White	65%	+1	Rural	61%	+6
South	67%	+3	Republican	65%	+0	Low Income < \$35K	59%	+2
Gen Z	67%	+2	Male	65%	-3	Small Town	58%	+0
			Urban	65%	-3			

The public's soft support of ESAs increased by three points in February.

An "education savings account" in K–12 education – often called an ESA – establishes for parents a government-authorized savings account with restricted, but multiple uses for educational purposes. Parents can then use these funds to pay for: school tuition; tutoring; online education programs; therapies for students with special needs; textbooks or other instructional materials; or save for future college expenses. In general, what is your opinion of an ESA system?

All Adults

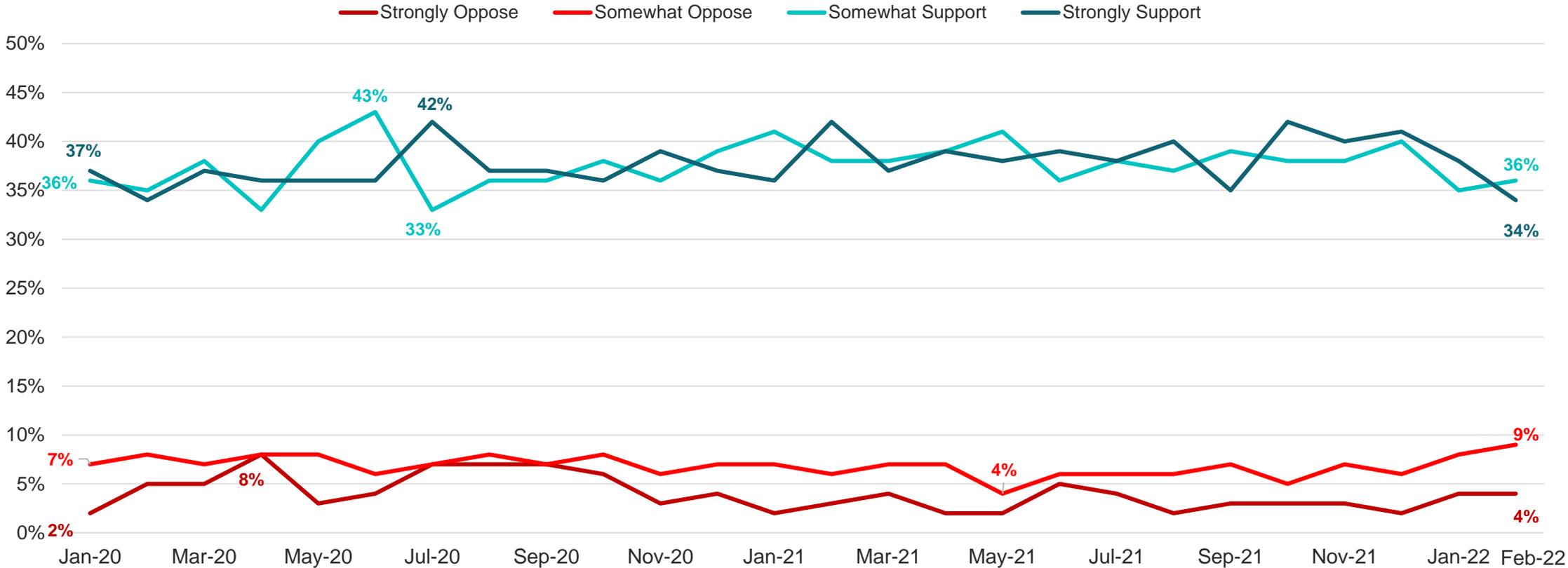


Note: Don't know/no opinion responses are not shown.

Among school parents, strong support for ESAs decreased four points in February.

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



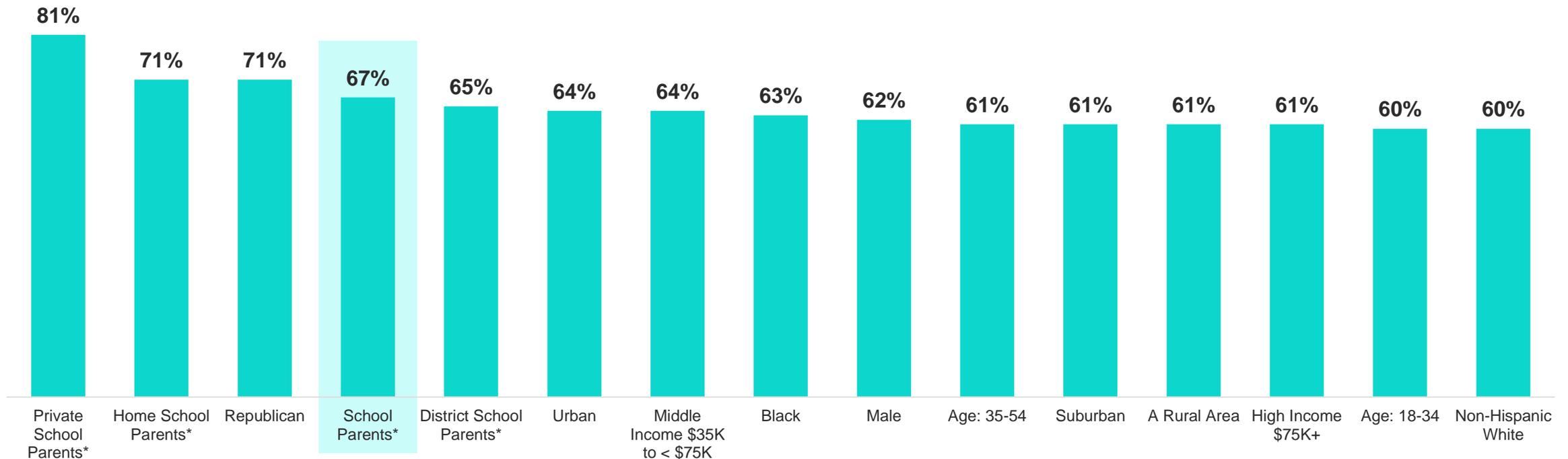
Note: Don't know/no opinion responses are not shown.

Roughly two-thirds of parents said they support school vouchers. There is broad support across all demographics.

A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to parents in the form of a 'school voucher' to pay partial or full tuition for the child's school. In general, what is your opinion of school voucher systems?

All Adults

Total Support (Strongly Support + Somewhat Support)



* Denotes the sample came from school parents

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

Support of school vouchers decreased the most among GenZers and those with a college education.

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

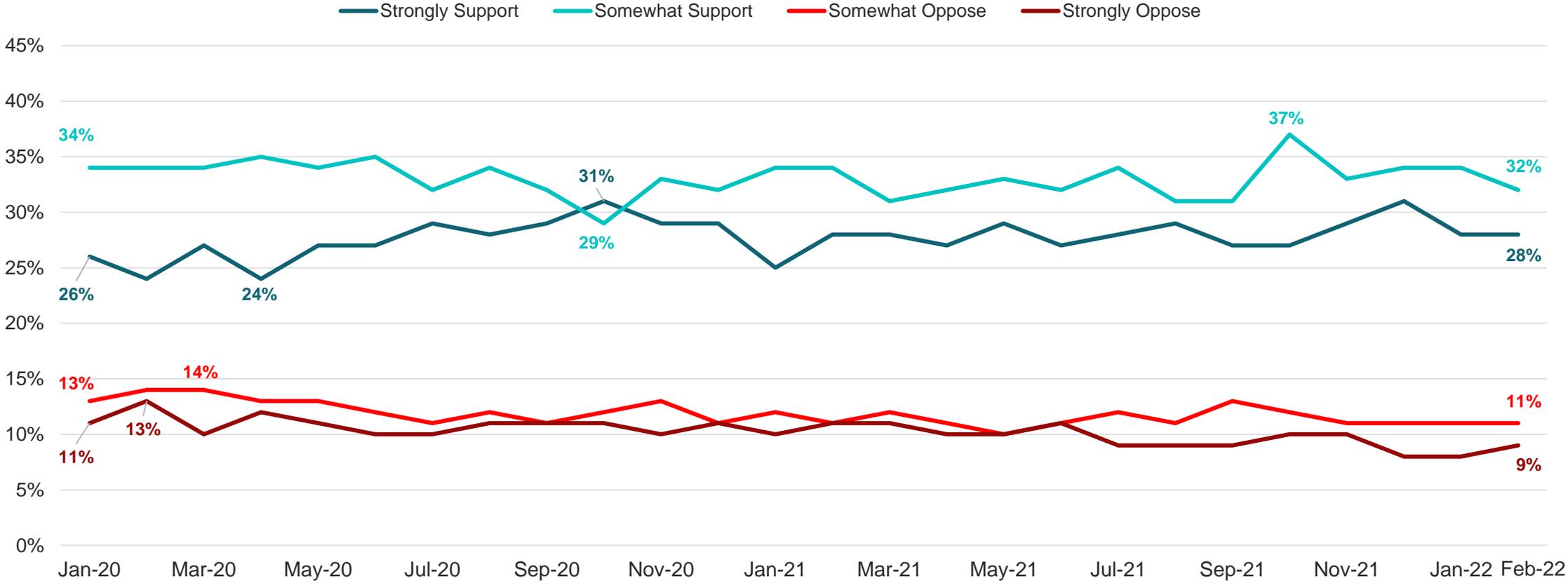


		Vs January		Vs January		Vs January		
Republican	71%	+4	Rural	61%	+3	Gen X	58%	-4
Northeast	64%	+2	Baby Boomers	61%	+3	Democrat	58%	-7
Middle Income \$35K-\$75K	64%	-1	Educ: < College	61%	+0	Educ: Bachelors or Postgrad	58%	-9
Urban	64%	-3	Suburban	61%	-2	Midwest	57%	+0
Black	63%	-2	High Income \$75K+	61%	-5	Independent	57%	-1
Millennial	63%	-6	Non-Hispanic White	60%	-1	Low Income < \$35K	56%	-2
South	62%	-1	Female	59%	-2	Gen Z	55%	-10
Male	62%	-2	West	59%	-5	Small Town	51%	-4
			Hispanic	59%	-7			

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

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

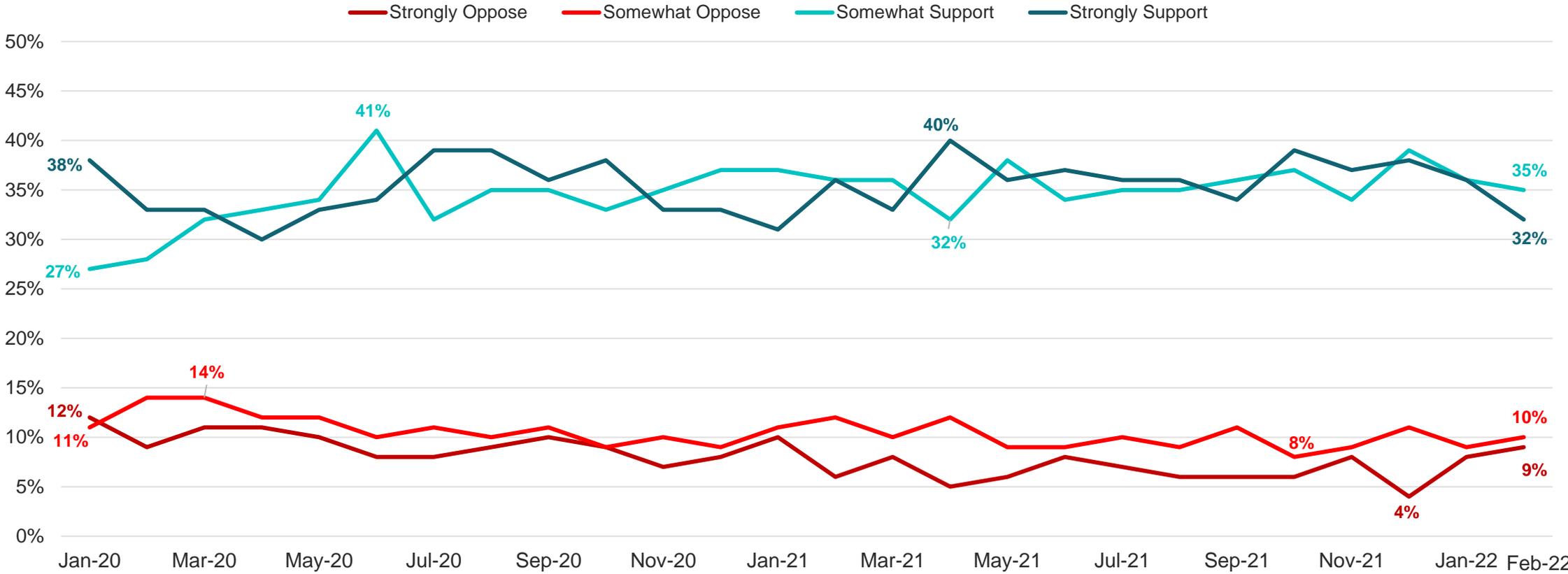


Note: Don't know/no opinion responses are not shown.

School parents' strong support for school vouchers decreased by four points in February.

A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to parents in the form of a 'school voucher' to pay partial or full tuition for the child's school. In general, what is your opinion of school voucher systems?

School Parents



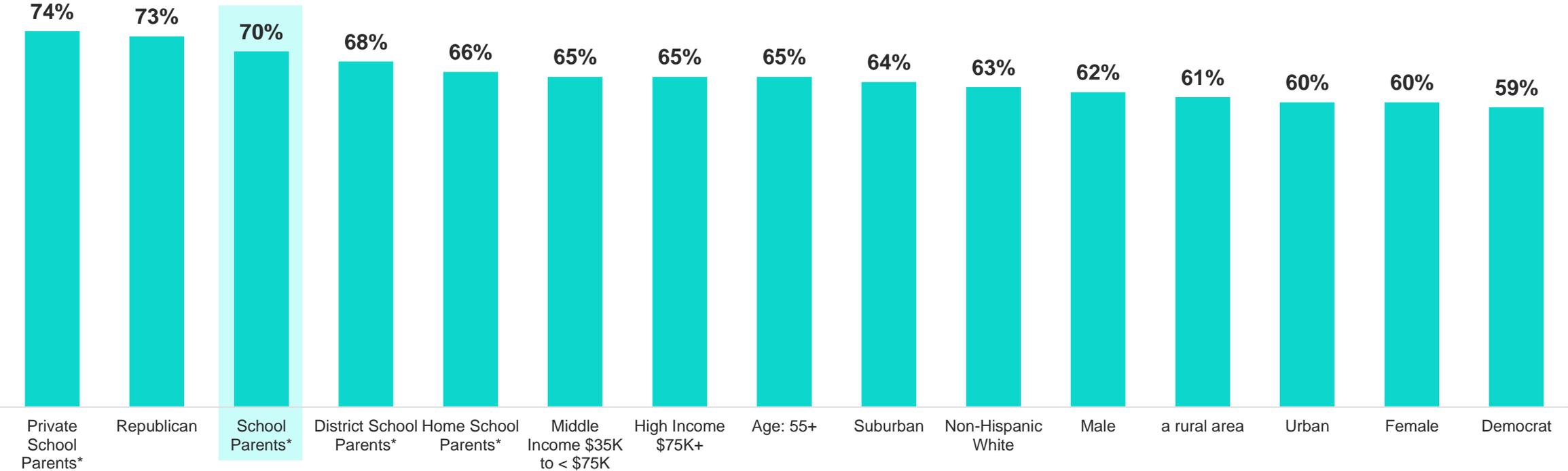
Note: Don't know/no opinion responses are not shown.

Seven out of 10 school parents said 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, although there were notable decreases among Millennials and Democrats.

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

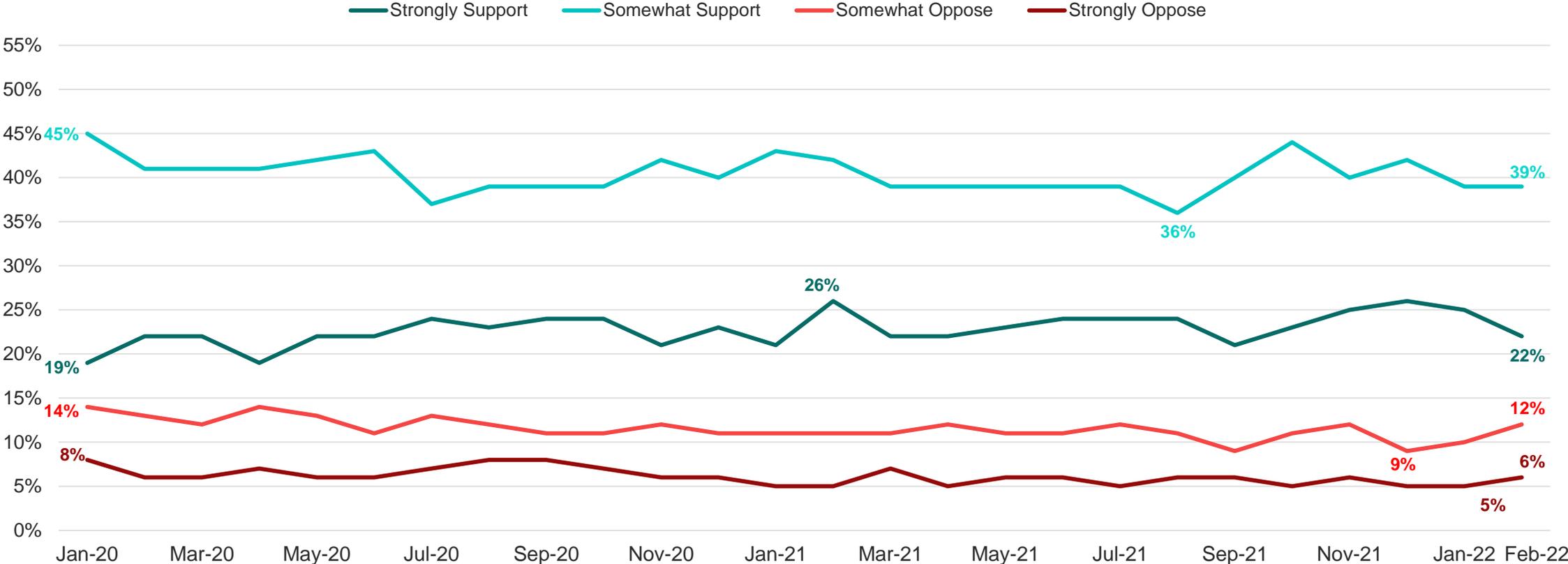
Most Supportive 

		Vs January			Vs January			Vs January
Republican	73%	+3	Male	62%	-6	Democrat	59%	-9
Northeast	66%	-2	Rural	61%	+5	Independent	58%	+2
Baby Boomers	65%	+2	South	61%	-1	Black	58%	-6
Middle Income \$35K to < \$75K	65%	-1	Female	60%	+0	Hispanic	58%	-6
Educ: Bachelors or Postgrad	65%	-8	Urban	60%	-8	Low Income < \$35K	56%	+0
High Income \$75K+	65%	-8	Millennial	60%	-9	Gen Z	56%	-1
Suburban	64%	-2	Educ: < College	59%	+0	Gen X	56%	-2
Non-Hispanic White	63%	-1	Midwest	59%	-2	Small Town	54%	-2
			West	59%	-6			

The public's strong support for charter schools decreased by three points in February.

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

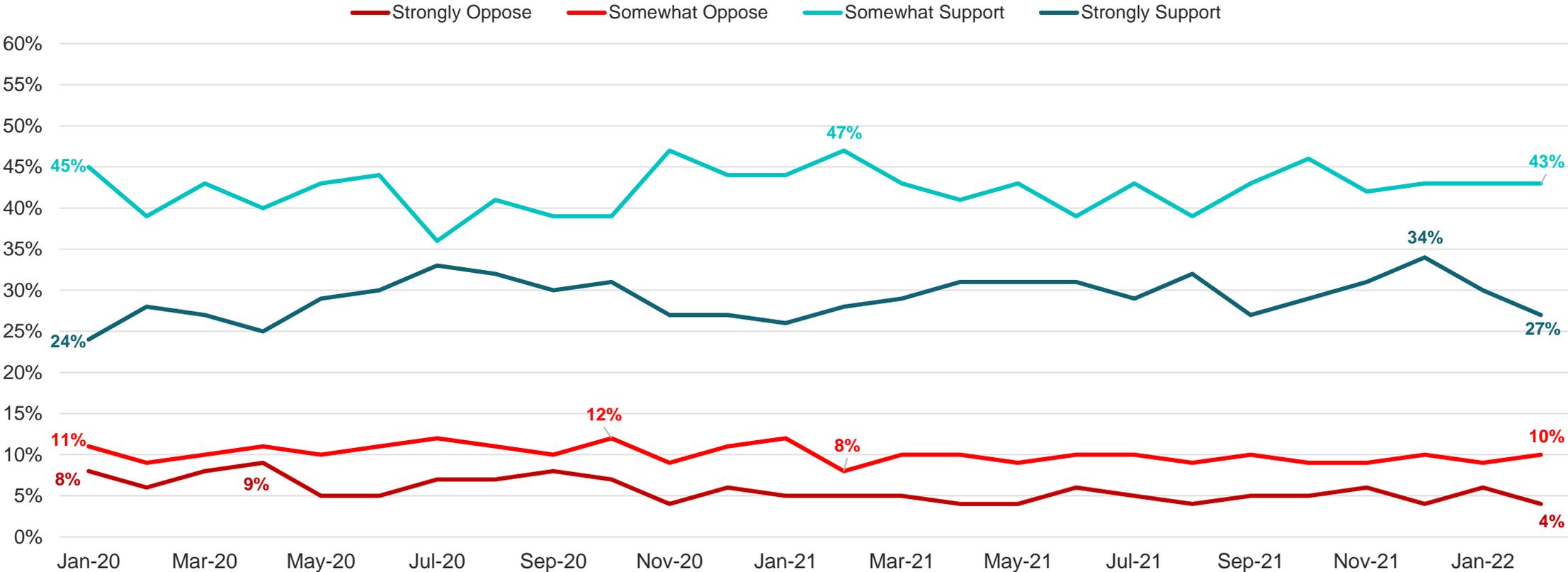


Note: Don't know/no opinion responses are not shown.

Parents' strong support for charter schools decreased by three points in February.

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.

Descriptions Used:

Open Enrollment “INTRA-district”

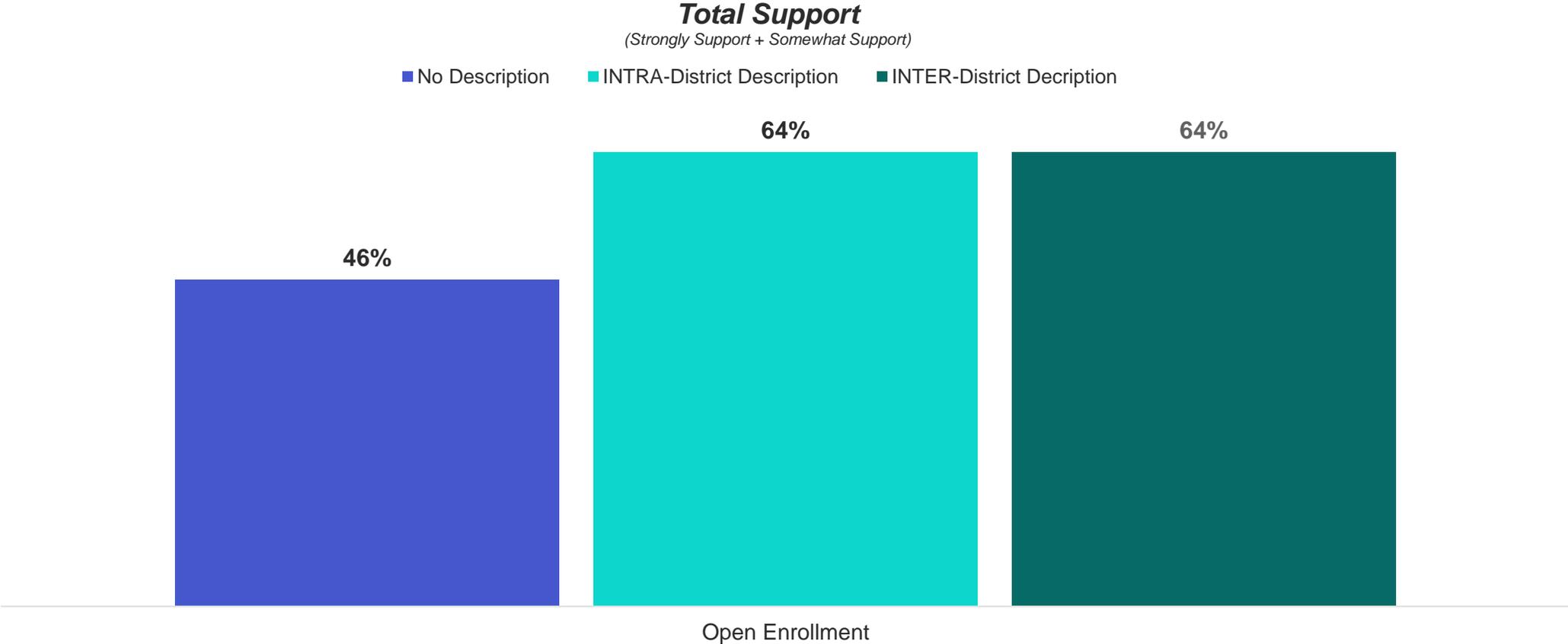
An “open enrollment” policy in K-12 education allows a student enrolled in public school to select and transfer to a public school of their choice, rather than attending a school based on where they live. A student can be allowed to transfer to another public school within their resident school district (called “INTRA-district”). The policy is based on a first come, first served process until schools are no longer able to accommodate new students.

Open Enrollment “INTER-district”

An “open enrollment” policy in K-12 education allows a student enrolled in public school to select and transfer to a public school of their choice, rather than attending a school based on where they live. A student can be allowed to transfer to a public school in another district (called “INTER-district”). The policy is based on a first come, first served process until districts are no longer able to accommodate new students.

Open enrollment sees an increase in support when a description is provided. Both INTRA and INTER district are viewed with similar levels of support among the general population.

All Adults

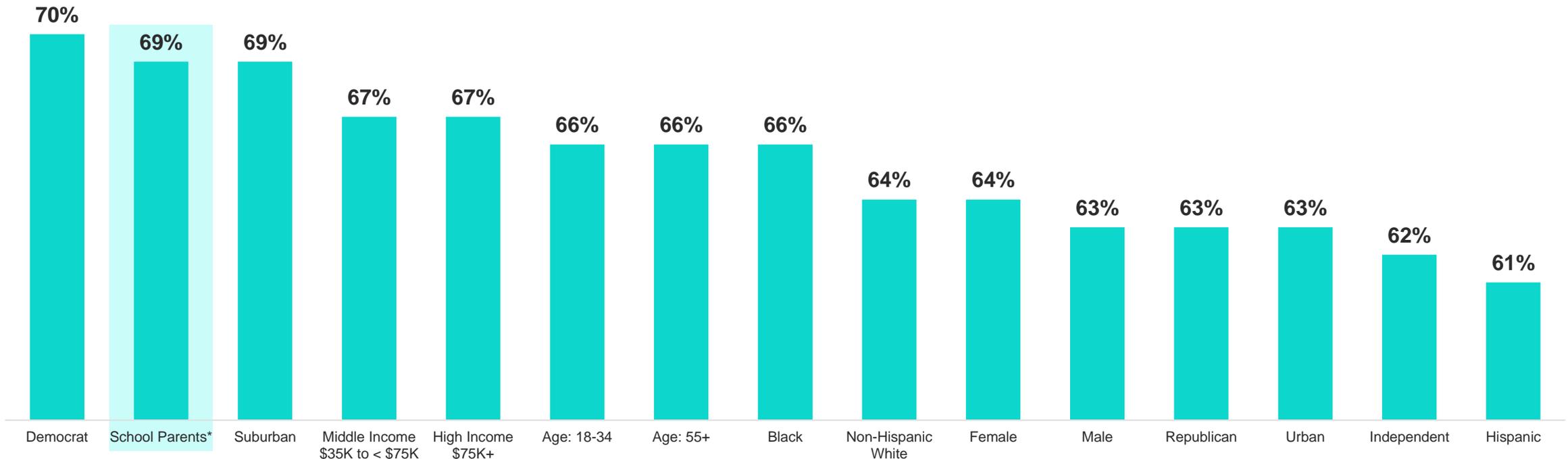


Roughly seven out of 10 school parents said they support INTRA-district open enrollment. There is a wide range of support among all demographics.

An “open enrollment” policy in K-12 education allows a student enrolled in public school to select and transfer to a public school of their choice, rather than attending a school based on where they live. A student can be allowed to transfer to another public school within their resident school district (called “INTRA-district”). The policy is based on a first come, first served process until schools are no longer able to accommodate new students.

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.

INTRA-district open enrollment support is highest among Democrats and suburbanites.

An “open enrollment” policy in K-12 education allows a student enrolled in public school to select and transfer to a public school of their choice, rather than attending a school based on where they live. A student can be allowed to transfer to another public school within their resident school district (called “INTRA-district”). The policy is based on a first come, first served process until schools are no longer able to accommodate new students.

All Adults

Most Supportive 

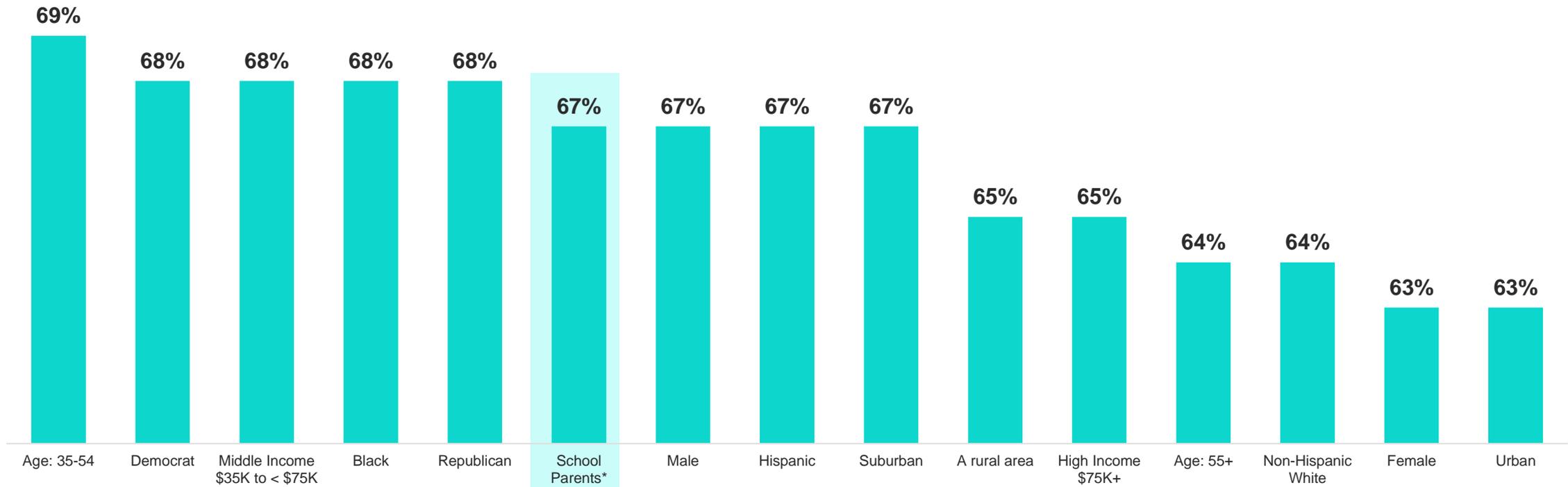
Democrat	70%	Midwest	65%	Millennial	62%
Suburban	69%	West	65%	Educ: < College	62%
Baby Boomers	68%	Female	64%	Independent	62%
Gen Z	68%	Male	63%	Hispanic	61%
Middle Income \$35K to < \$75K	67%	Non-Hispanic White	64%	South	61%
Educ: Bachelors or Postgrad	67%	Republican	63%	Small Town	58%
High Income \$75K+	67%	Northeast	63%	Low Income < \$35K	58%
Black	66%	Urban	63%	Rural	56%
				Gen X	53%

Roughly two-thirds of school parents said they support INTER-district open enrollment. There is a wide range of support among all demographics.

An “open enrollment” policy in K-12 education allows a student enrolled in public school to select and transfer to a public school of their choice, rather than attending a school based on where they live. A student can be allowed to transfer to a public school in another district (called “INTER-district”). The policy is based on a first come, first served process until districts are no longer able to accommodate new students.

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.

INTER-district open enrollment support is highest among GenZers and those with college educations.

An “open enrollment” policy in K-12 education allows a student enrolled in public school to select and transfer to a public school of their choice, rather than attending a school based on where they live. A student can be allowed to transfer to a public school in another district (called “INTER-district”). The policy is based on a first come, first served process until districts are no longer able to accommodate new students.

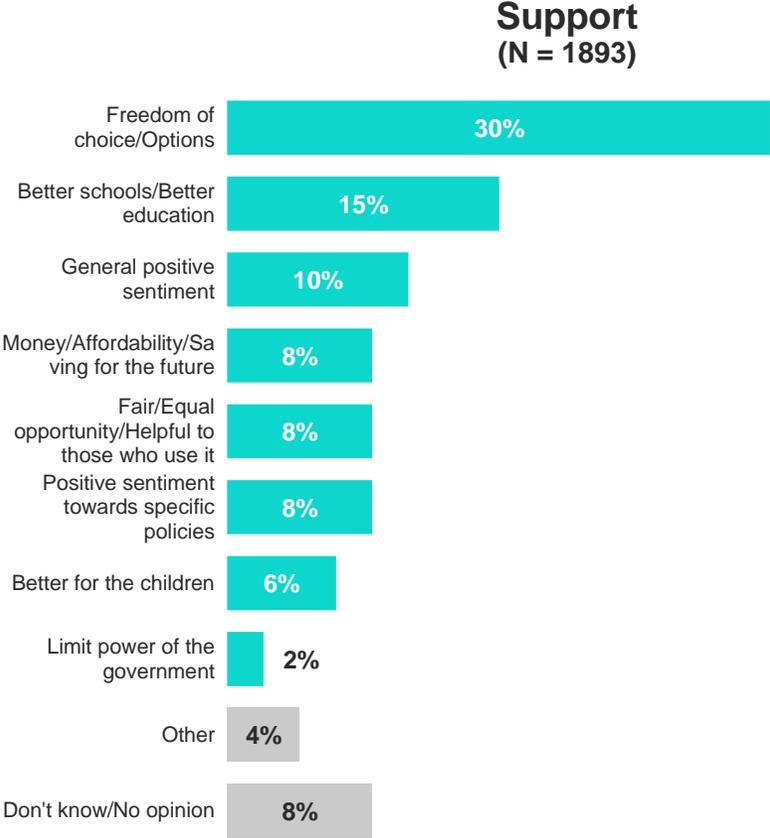
All Adults

Most Supportive 

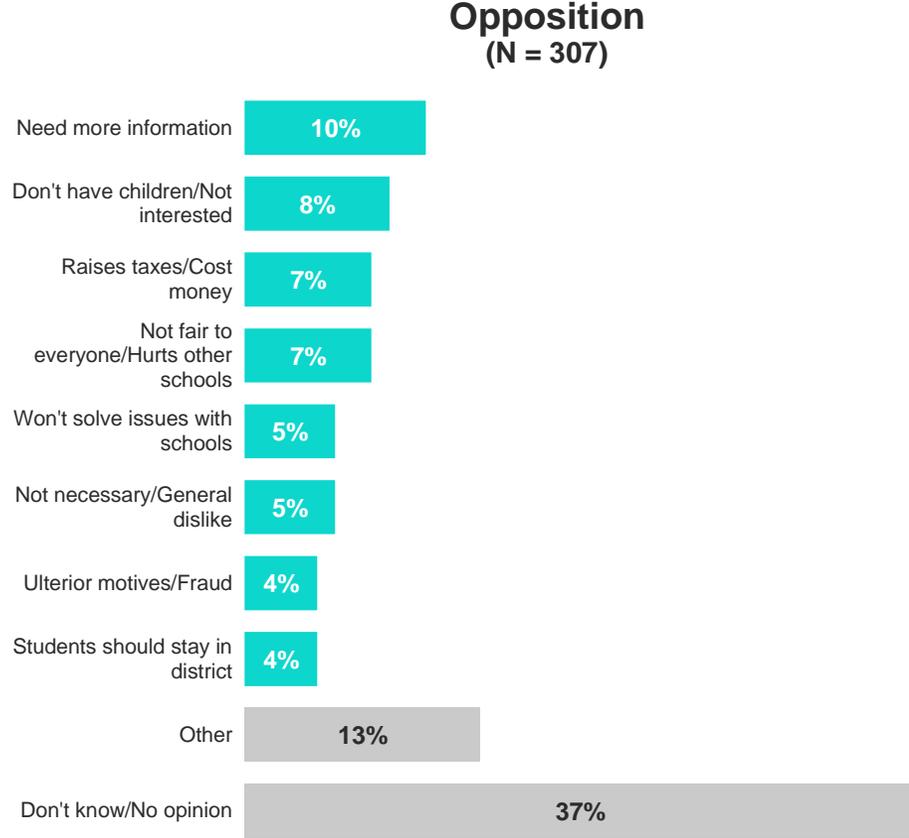
Educ: Bachelors or Postgrad	70%	Hispanic	67%	Northeast	63%
Gen X	69%	Baby Boomers	66%	Urban	63%
Republican	68%	High Income \$75K+	65%	Millennial	63%
Democrat	68%	West	65%	Educ: < College	63%
Middle Income \$35K to < \$75K	68%	South	65%	Independent	62%
Black	68%	Rural	65%	Low Income < \$35K	62%
Suburban	67%	Non-Hispanic White	64%	Gen Z	61%
Male	67%	Midwest	63%	Small Town	59%
		Female	63%		

Those who support school choice policies point to the importance of choice as well as the need for access to better schools/education. Those who oppose school choice policies say they need more information, are not interested, or feel they are unfair.

Education savings accounts (ESAs), school vouchers, public charter schools, and open enrollment are often called “school choice” policies in K-12 education. In a few words or a short phrase, why did you express support for at least one of these policies



Education savings accounts (ESAs), school vouchers, public charter schools, and open enrollment are often called “school choice” policies in K-12 education. In a few words or a short phrase, why did you express opposition for all of these policies?



|
AGENDA

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SCHOOL CHOICE POLICIES

VIEWS ON K-12 EDUCATION

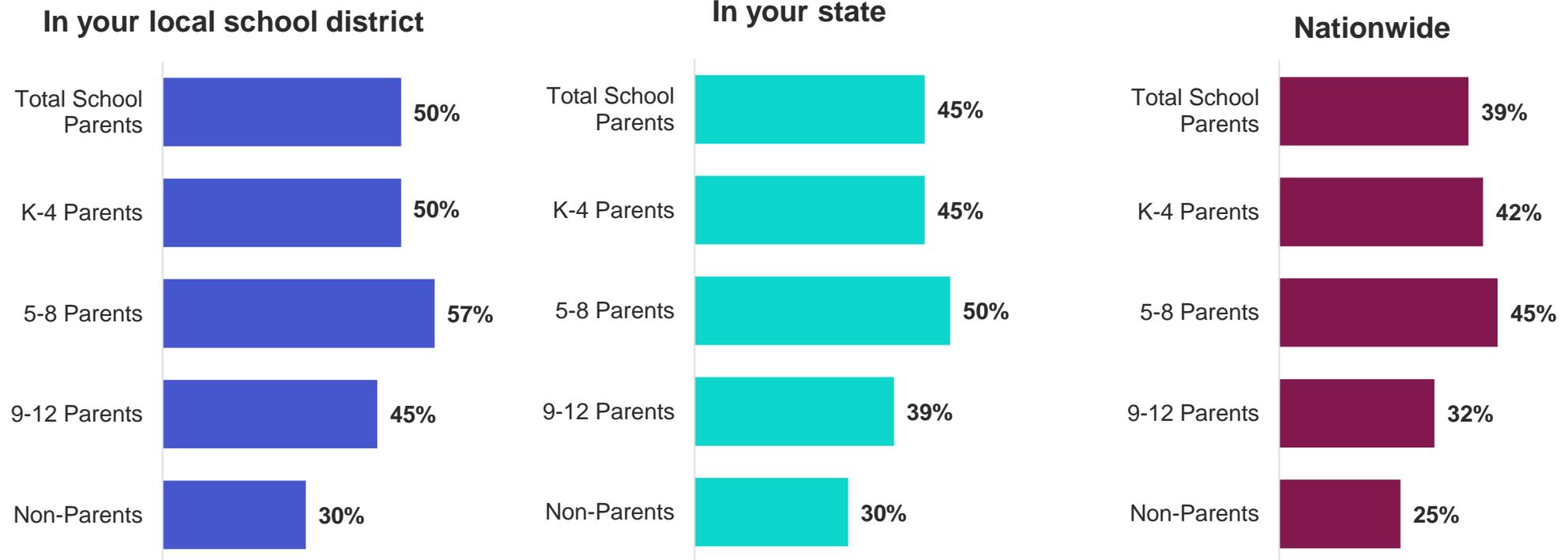
SURVEY PROFILE AND DEMOGRAPHICS



School parents, especially those of middle schoolers, 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?

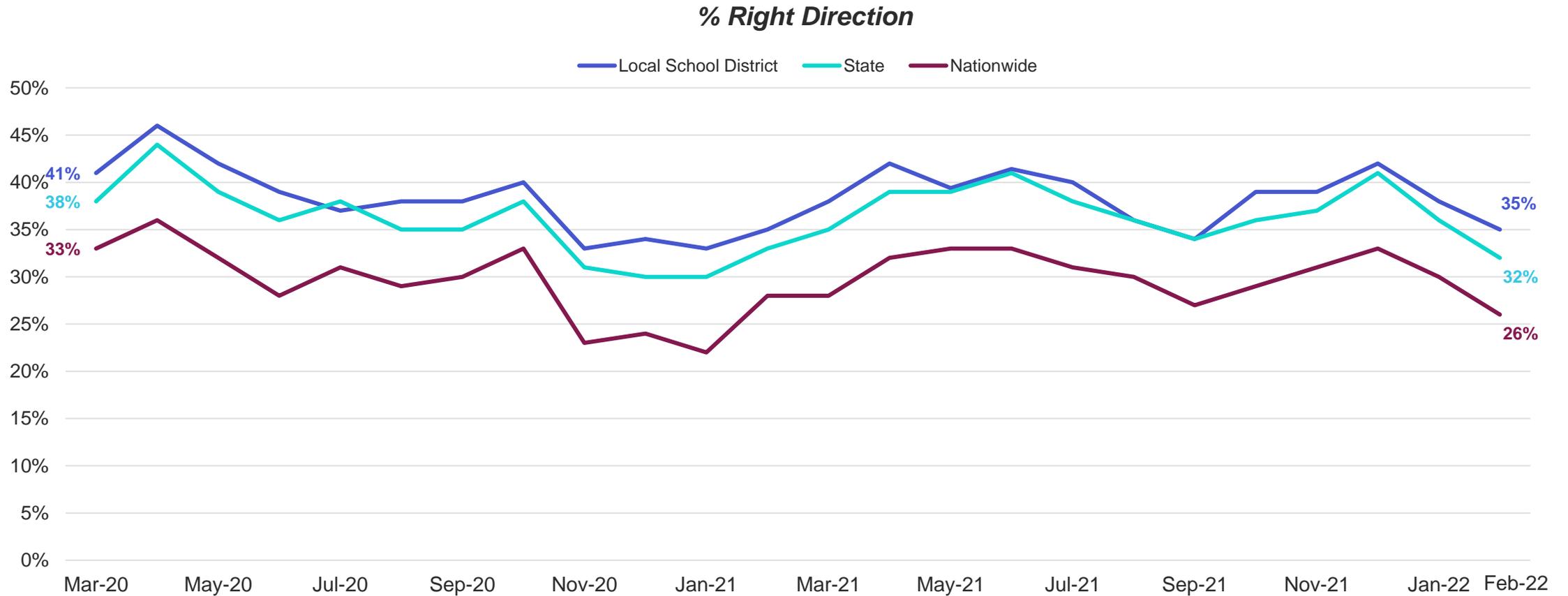
% Right Direction



In February, the public's positive views about the direction of K-12 education decreased across the board once again.

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?

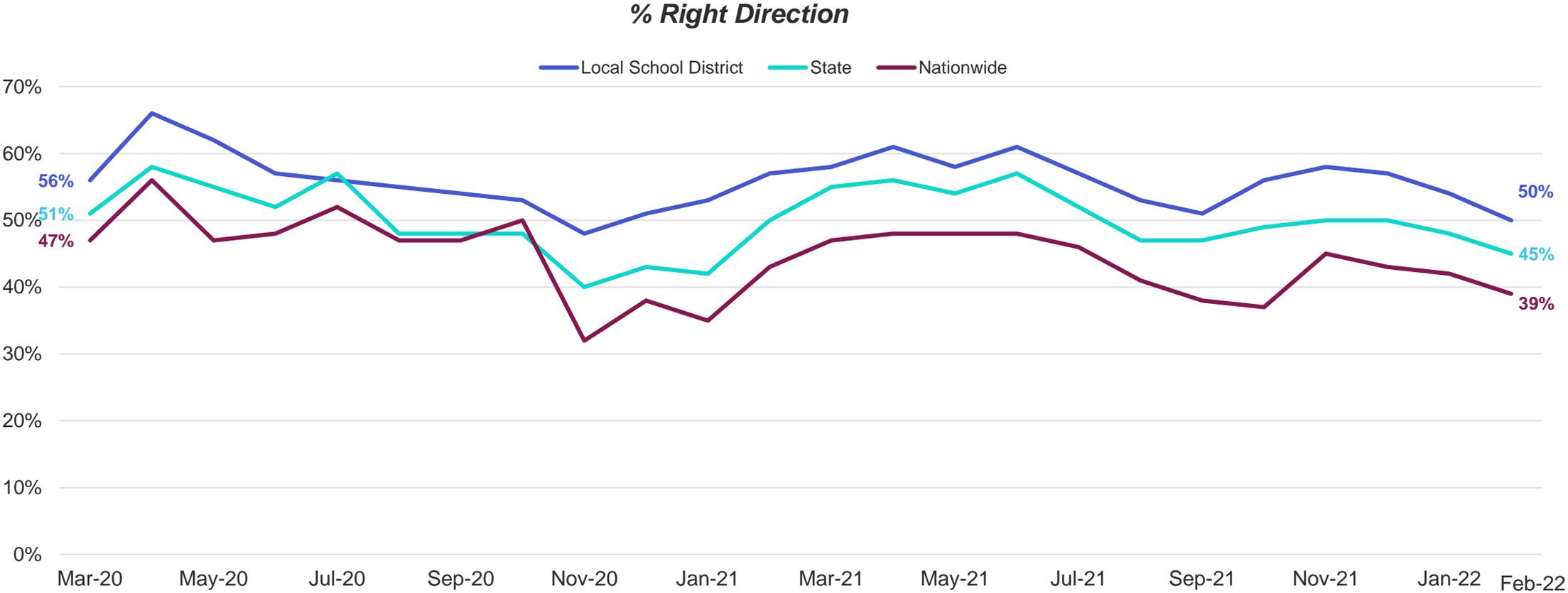
All Adults



The proportion of school parents who felt positive about K-12 education continued to decrease during the start of 2022.

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

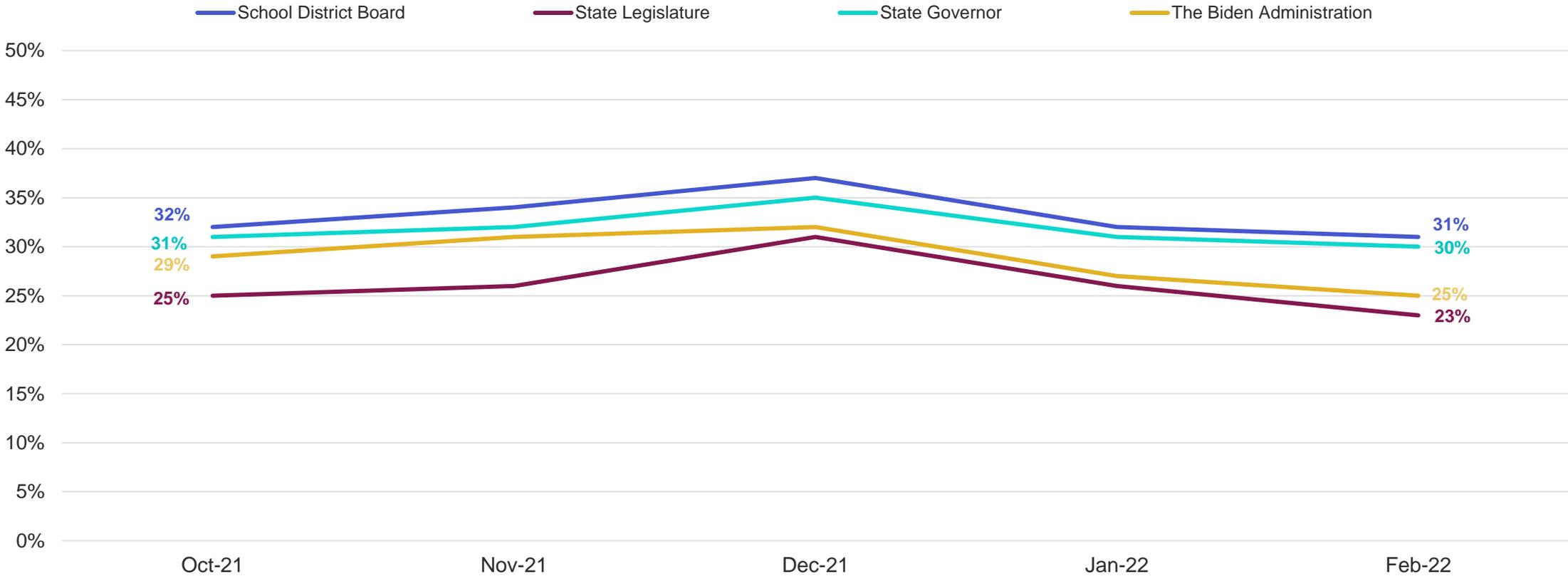


Through the beginning of 2022, Americans continued to be less likely to give an A/B grade to various education policymakers compared to the end of 2021.

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

All Adults

% Who Gave an A or B Grade to Each Policymaker

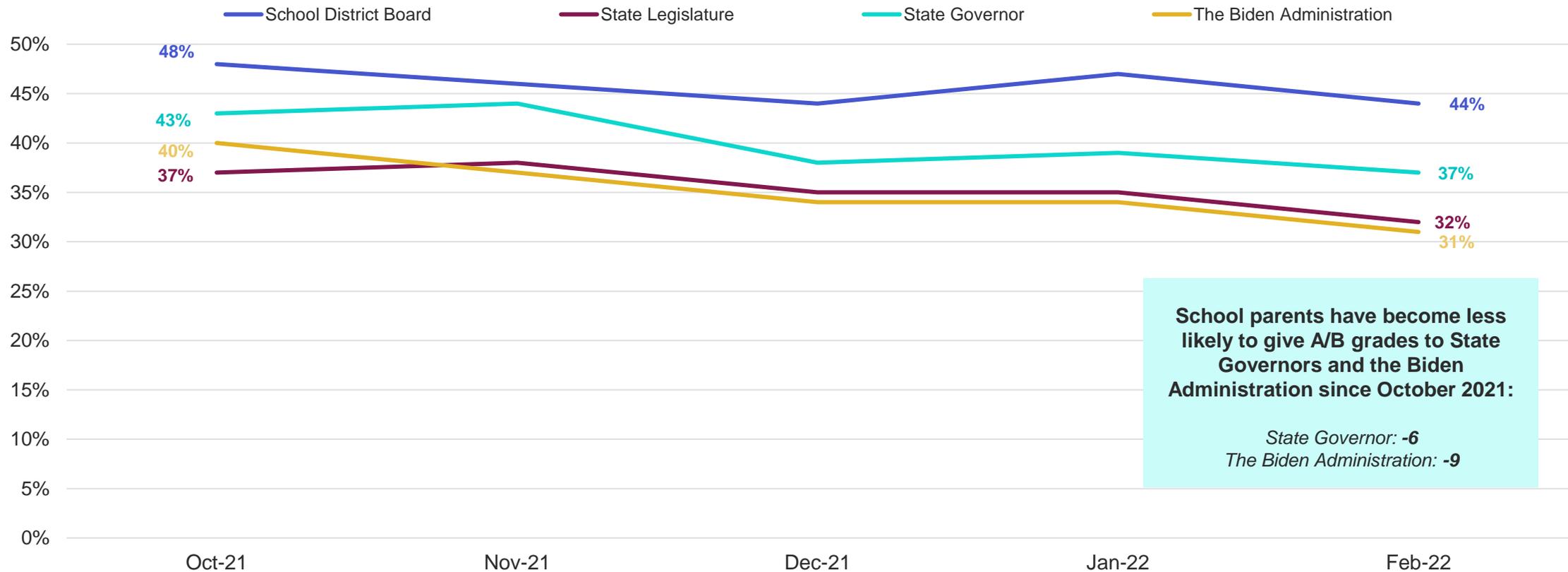


Despite a decrease in positive sentiment in February, school parents remain more positive about education policymakers than the general public.

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

School Parents

% Who Gave an A or B Grade to Each Policymaker



School parents have become less likely to give A/B grades to State Governors and the Biden Administration since October 2021:

State Governor: -6
The Biden Administration: -9

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 **43%**

-  Core academic subjects (56%)
-  Socialization (49%)
-  Become independent thinkers (47%)
-  How to be good citizens (43%)
-  Skills for future employment (42%)
-  Values, moral character, religious virtues (36%)
-  To fix social problems (26%)

Grades 9-12

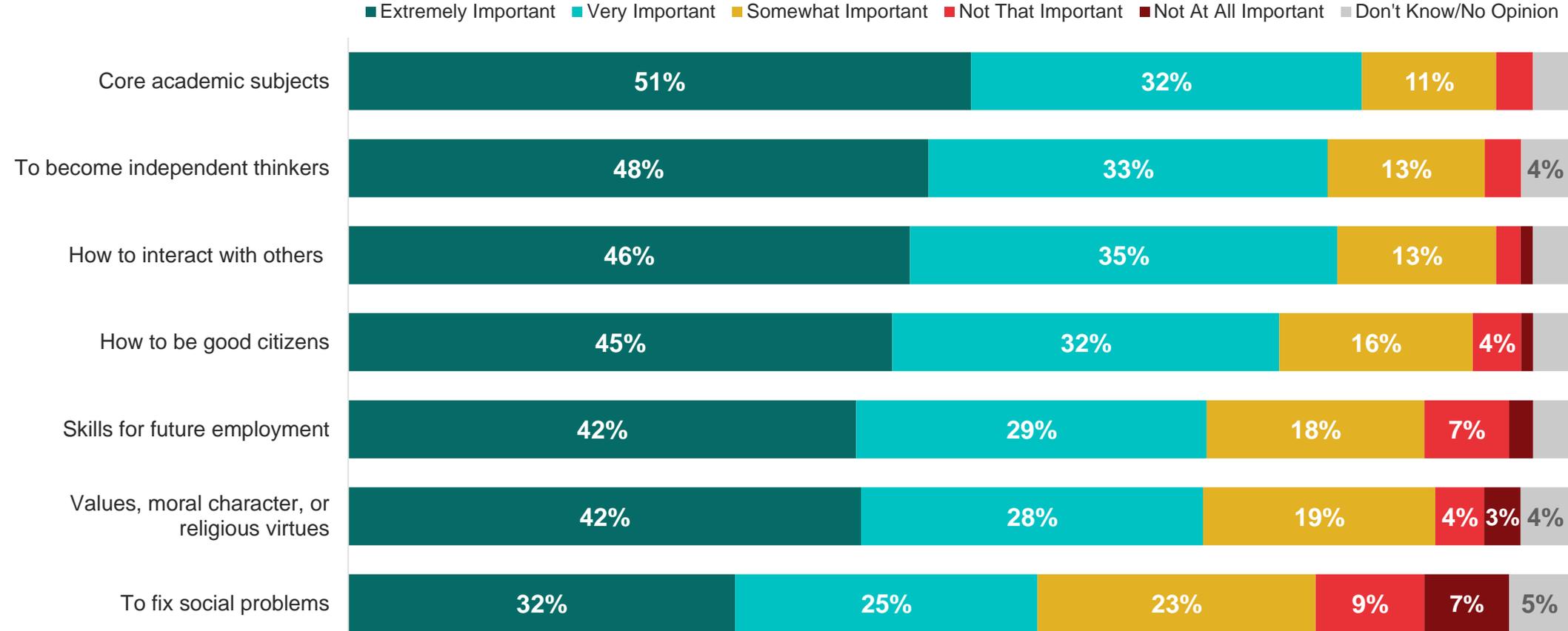
Average % selected Extremely Important **45%**

-  Skills for future employment (57%)
-  Core academic subjects (54%)
-  Become independent thinkers (49%)
-  How to be good citizens (46%)
-  Socialization (44%)
-  Values, moral character, religious virtues (35%)
-  To fix social problems (27%)

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...

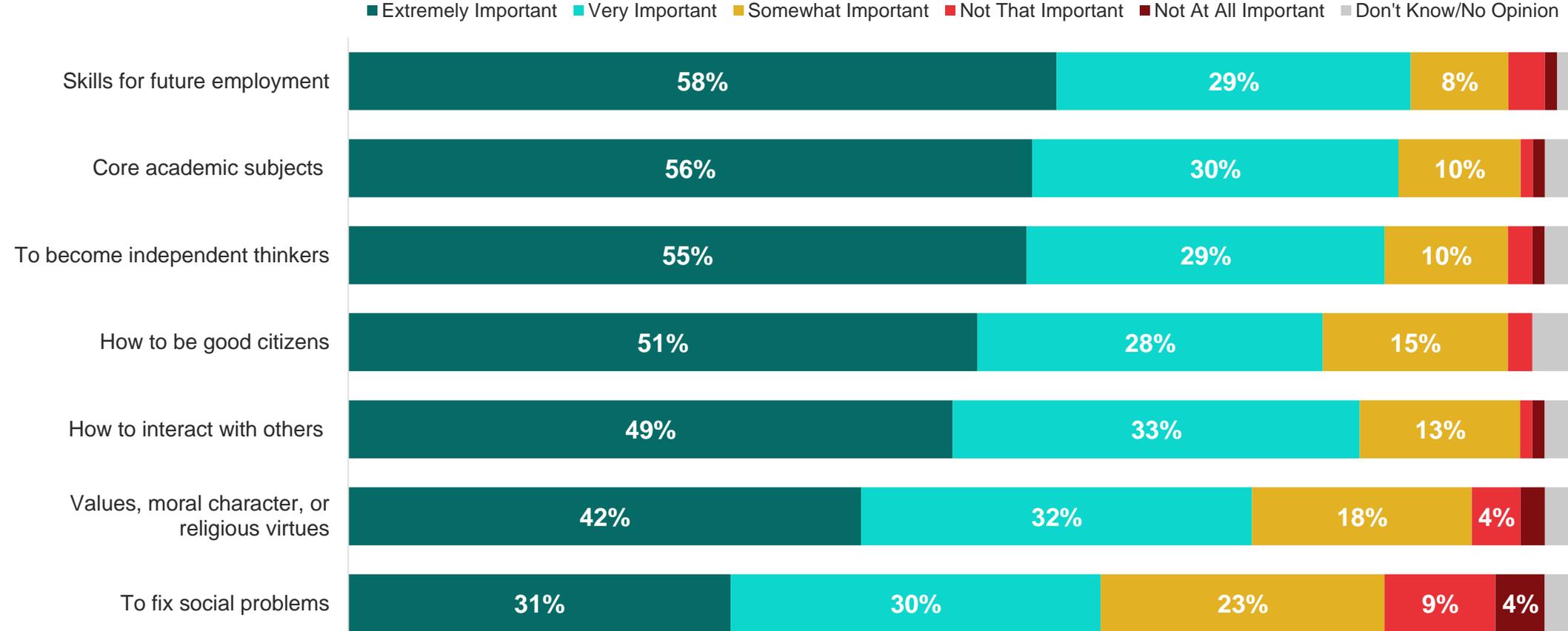
School Parents



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



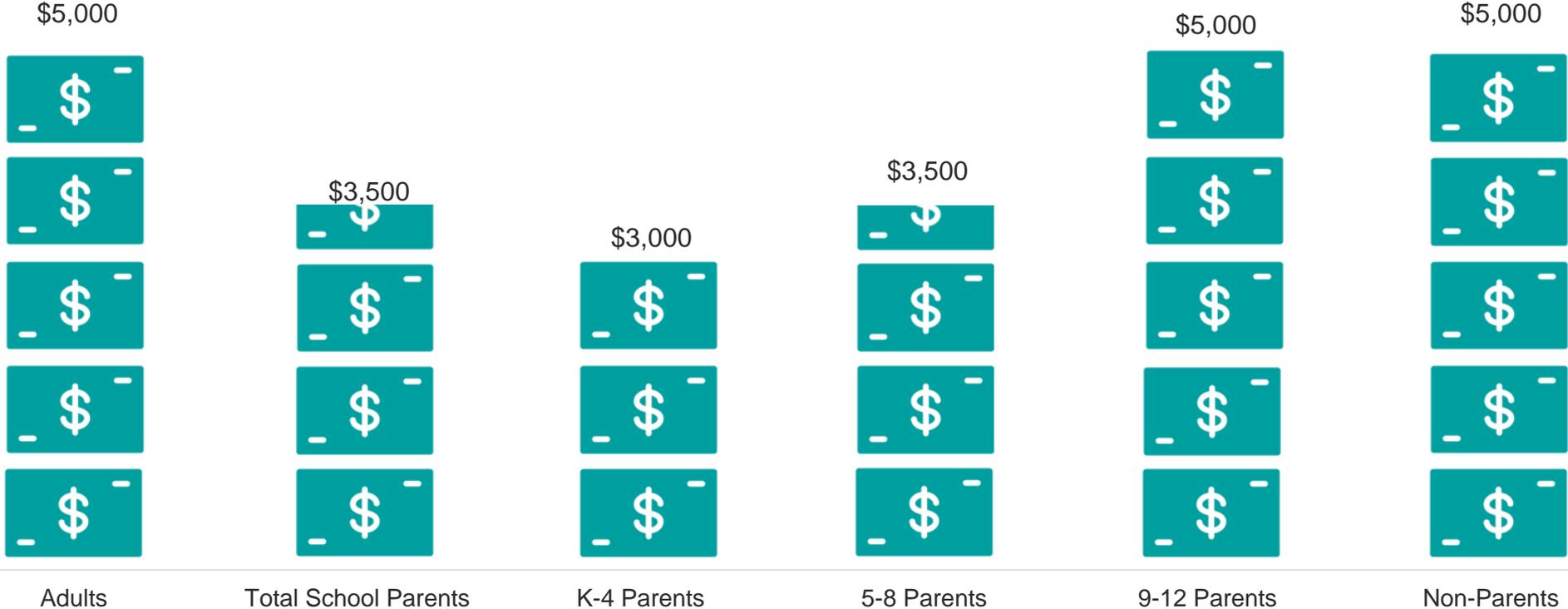
Americans – especially school parents of younger children – believe government spending per student is much lower than actual expenditures.

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

FY19 State Actuals	
Maximum	\$25,155
Mean	\$12,912
Minimum	\$7,979

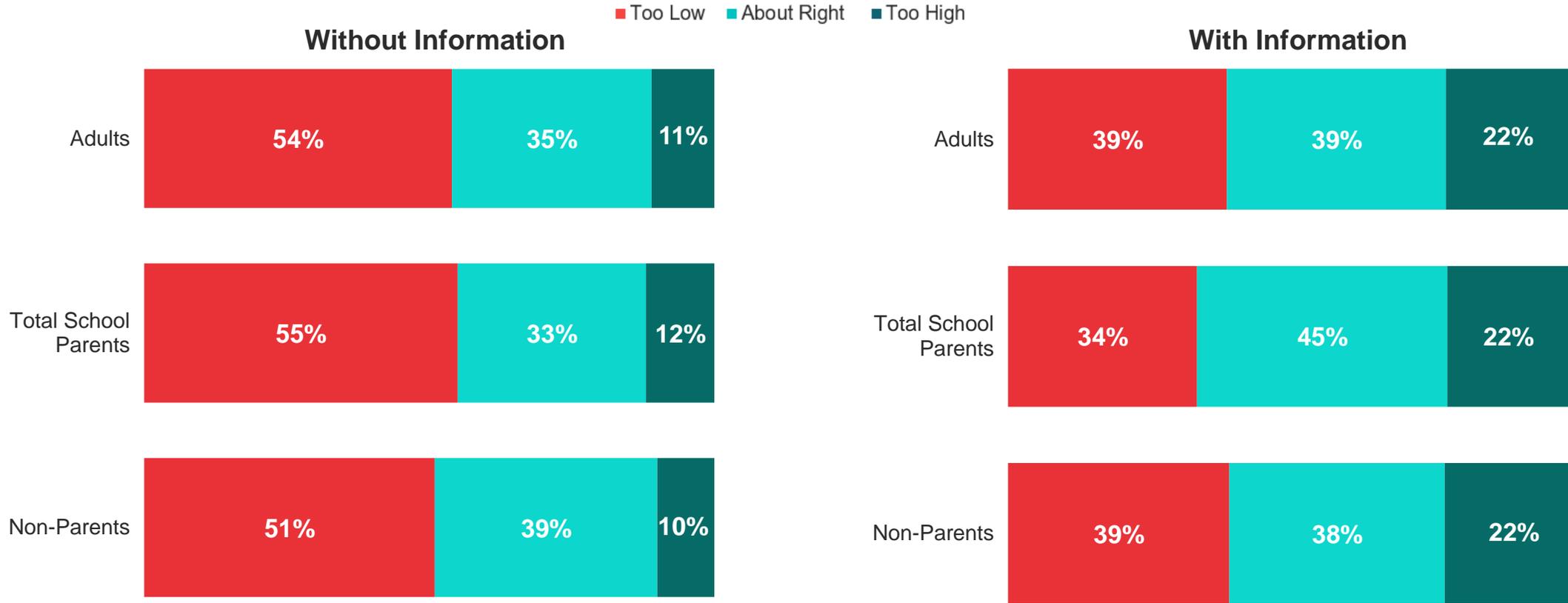


FY19 State Actuals Source: National Center for Education Statistics

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:

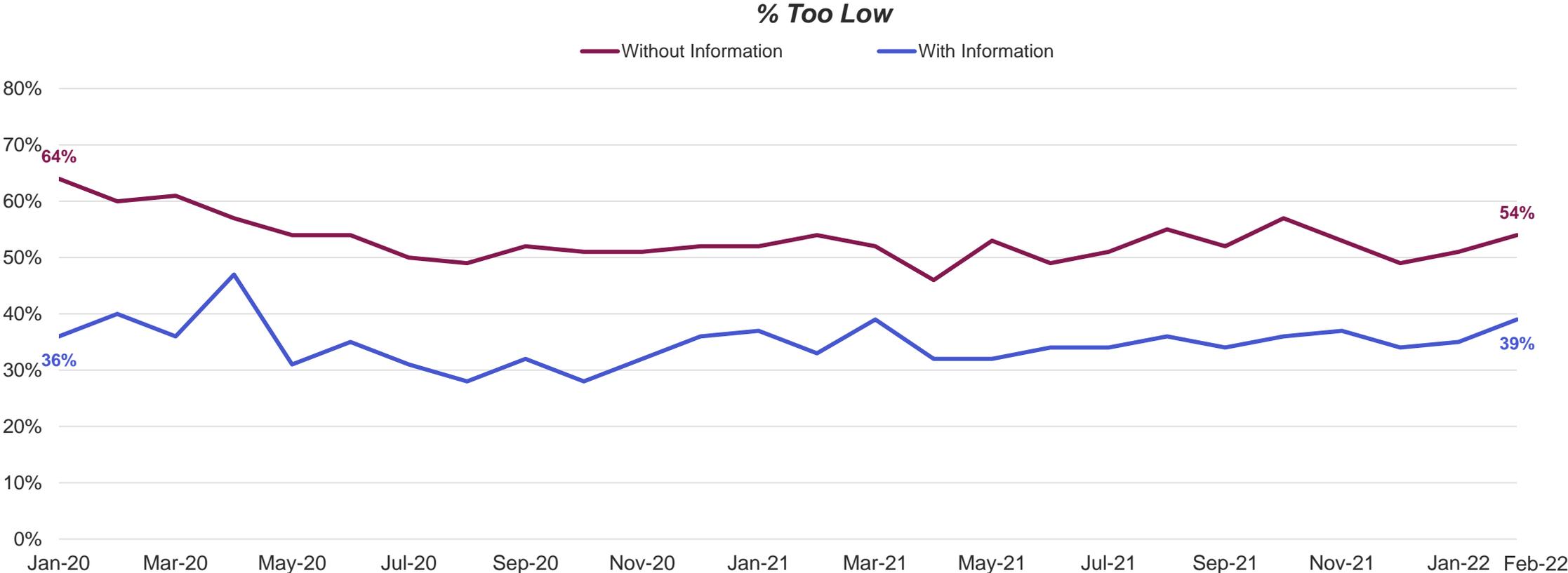


Despite an increase in February, the American public's belief that school funding is too low (without information) remains at a level lower than it was before the pandemic.

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

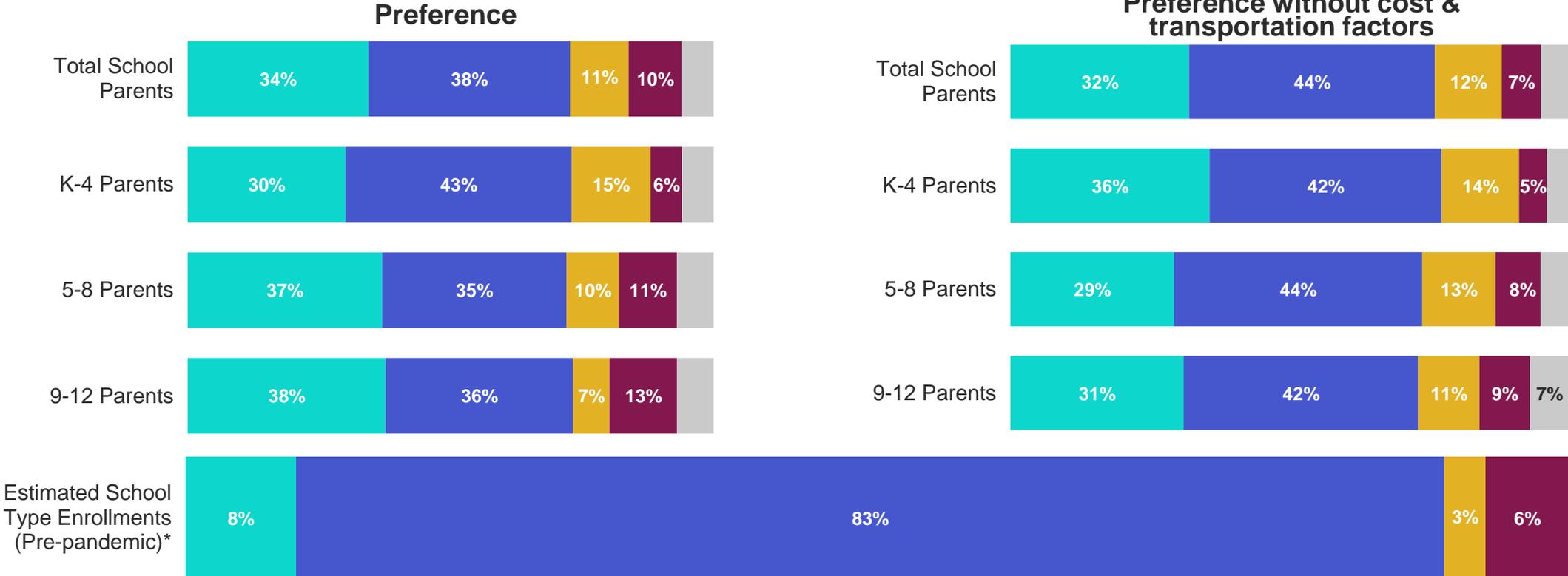


When neither financial costs or transportation are factors, parents of middle and high-school students are more likely to prefer having their kids enrolled in public schools.

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](#)

Education issues rank higher when it comes to voting for local offices. Most Americans continue to view economic issues as their top priority when deciding who to vote for at the federal, state, or local 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

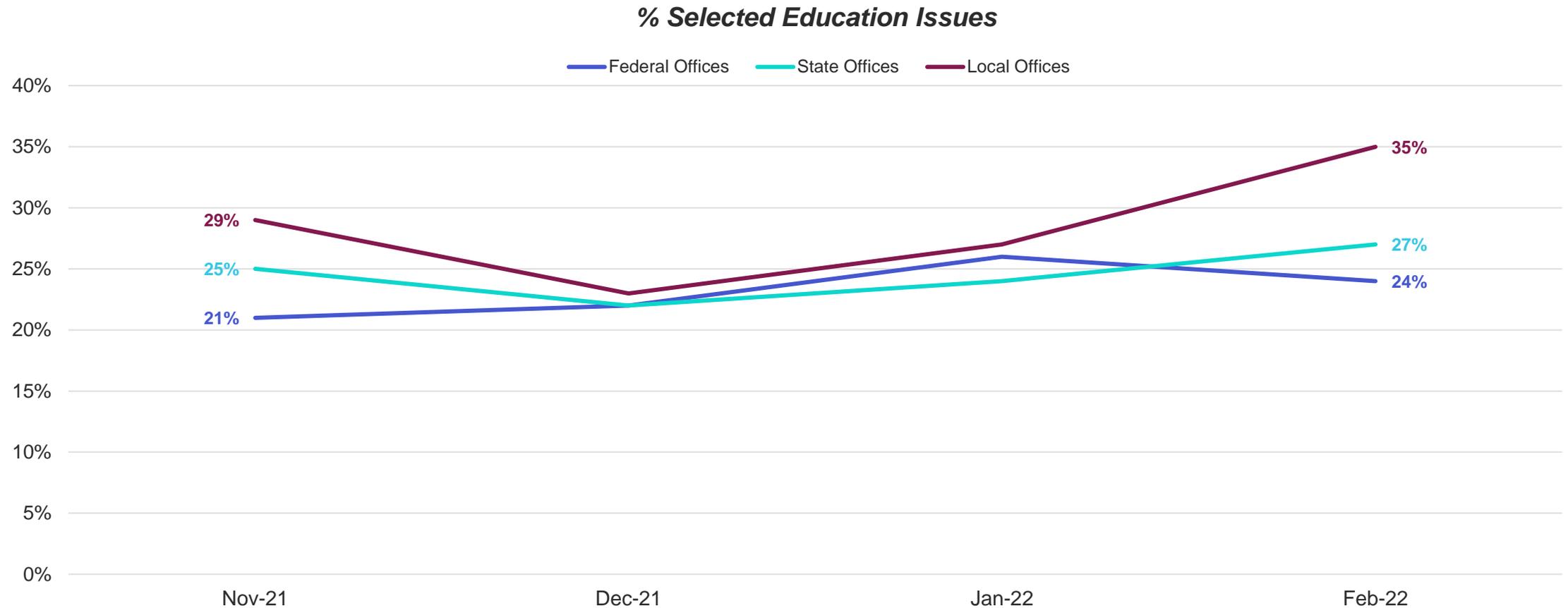
	FEDERAL OFFICES	Vs January	STATE OFFICES	Vs January	LOCAL OFFICES	Vs January
Economic Issues	52%	+5	50%	-5	53%	-1
Health Care Issues	36%	+2	35%	-1	31%	-1
Seniors Issues	27%	+2	28%	+4	21%	-8
Security Issues	24%	-3	21%	-2	29%	+7
Education Issues	24%	-2	27%	+3	35%	+8
Energy Issues	19%	+1	20%	+2	22%	+4
Women's Issues	17%	+2	20%	+3	16%	+1

Participants were only randomly asked about one of three offices

In February, Americans increasingly prioritized education as a top local issue – there was an increase of eight points.

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



In February, Hispanics were much less likely to view education as a top priority while private school parents were much likely to do so.

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 January			Vs January			Vs January	
West	44%	+5	Middle Income \$35K-\$75K	37%	-5	Urban	33%	-3
Private School Parent	40%	+12	South	35%	-5	Small Town	33%	-5
Educ: Bachelors or Postgrad	40%	+2	District School Parent	35%	-5	Hispanic	33%	-17
Democrat	39%	+3	Rural	34%	-2	Home School Parent	32%	+0
Suburban	39%	-2	Republican	34%	-2	Low Income < \$35K	32%	-4
High Income: \$75K+	38%	+1	Midwest	34%	-4	Black	31%	-5
Non-Hispanic White	37%	+0	Educ: < College	34%	-4	Northeast	30%	-4
			Independent	34%	-7			

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

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SURVEY PROFILE AND DEMOGRAPHICS



Survey Profile, 1

Dates	February 12-15, 2022
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 = 11.05 minutes, Oversample Median = 12.41 minutes
Sample Size	N = 2,200 General Population N= 1,092 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)	± 2.34 percentage points (Gen Pop), ± 3.79 percentage points (Oversample)
Participation Rate	28.04% (Gen Pop), 11.24% (Oversample)
Methods Page	https://edchoice.morningconsultintelligence.com/methodology/
Project Contact	Paul DiPerna, paul@edchoice.org

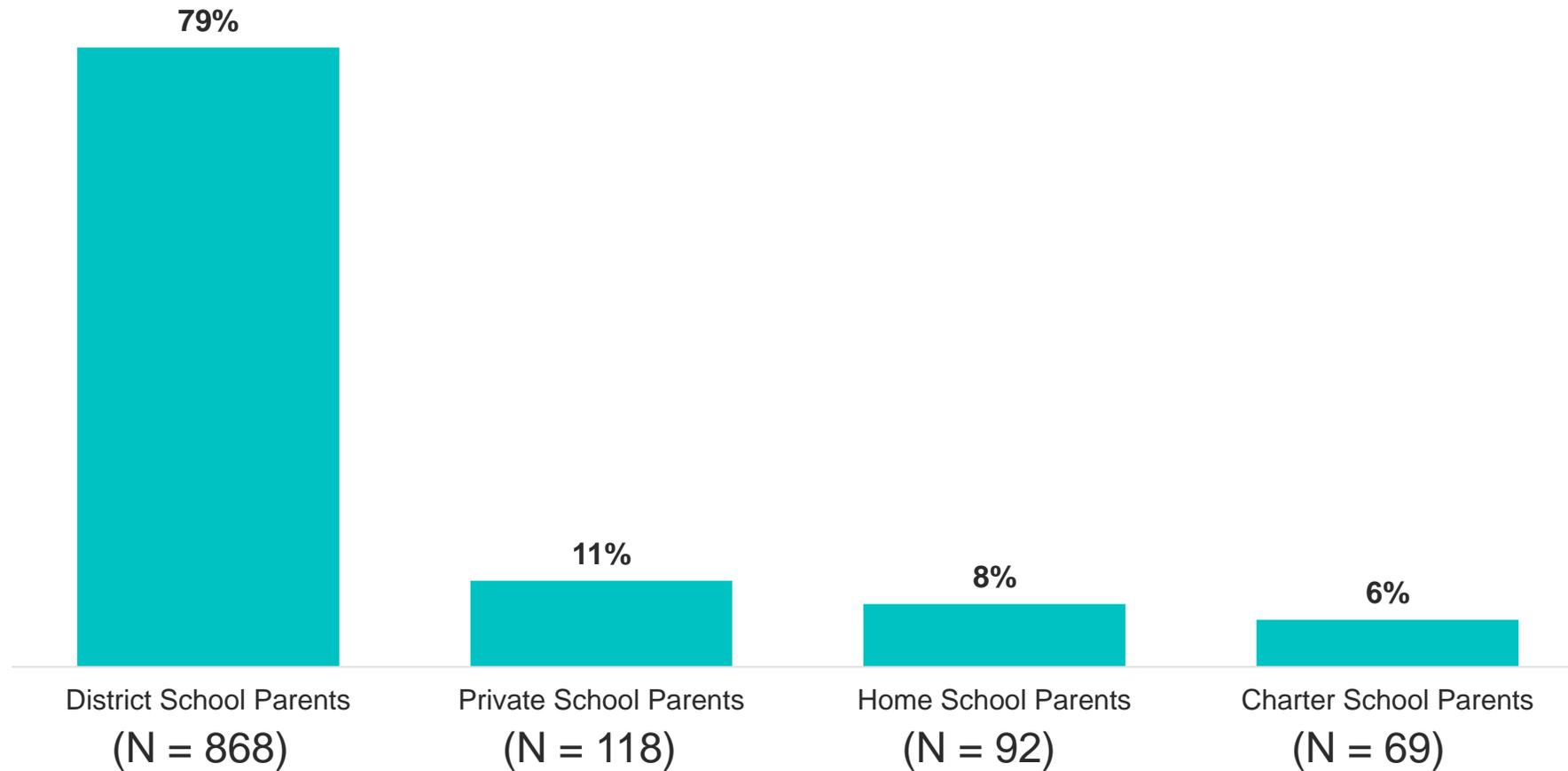
Demographics	Unweighted (N =)
Hispanic	211
Non-Hispanic White	1601
Black	260
Other	107
Generation Z	210
Millennial	635
Generation X	300
Boomers	834
Male	825
Female	1375
< College	1502
College +	698
Northeast	417
Midwest	473
South	925
West	385

Demographics	Unweighted (N =)
Total School Parents*	1092
K-4 Parents*	587
5-8 Parents*	440
9-12 Parents*	406
Non-Parents	918
Liberal	609
Moderate	618
Conservative	713
Democrat	755
Independent	599
Republican	650
Urban	474
Suburban	1018
Small Town	262
Rural	442
Low Income <\$35K	893
Middle Income \$35K to <\$75K	775
High Income \$75K+	532

* Denotes the sample came from school parents

Demographics	Unweighted	Weighted	Target (%)
Hispanic	10%	16%	16%
White	76%	78%	78%
Non-Hispanic White	73%	n/a	n/a
Black	12%	12%	12%
Other	5%	9%	9%
Age: 18-34	24%	30%	30%
Age: 35-54	30%	31%	31%
Age: 55+	46%	40%	40%
Age: 65+	27%	20%	20%
Male	38%	48%	48%
Female	62%	52%	52%
< College	68%	69%	69%
College +	32%	31%	31%
Northeast	19%	18%	18%
Midwest	22%	21%	21%
South	42%	37%	37%
West	18%	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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