



THE PUBLIC, PARENTS, AND K-12 EDUCATION

A National Polling Report

MAY 2022

KEY FINDINGS

1. Most parents would give their child's school an above average grade on a range of activities this past year. They were more likely to give their schools an 'A' when it came to technology use and core subject instruction than non-core subject instruction and discipline. Parents of younger children were more likely to give their child's school an 'A' compared to high school parents.
2. In May, more Americans continued to prioritize education issues when thinking about local offices compared to state or federal offices. Women's issues saw the largest priority increase across local, state, and federal levels.
3. For the first time since January 2022, average parent comfort level decreased for in-person schooling. Despite that finding, four out of five parents were still comfortable with their child attending school.
4. Americans continue to believe government spending per student is much lower than actual expenditures. When conducting a split-sample experiment, respondents were much less likely to indicate their state's per-student spending was "too low" when given a government statistic.
5. Although parent participation and interest in learning pods decreased in May, the average monthly amount parents are willing to pay increased. Parent participation and interest in tutoring also decreased, but the amount parents are willing to pay remained the same.
6. In May, school parents were generally more positive about K-12 education remained more positive locally and at the state level, compared to their national views. But positive local sentiment decreased by four points.
7. Overall support for school choice policies – education savings accounts (ESAs), school vouchers, charter schools, open enrollment policies – remains much higher than overall opposition. That is a consistent finding for both school parents and the general public.

Methodology:

This poll was conducted between May 12-May 17, 2022 among a sample of 2,200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on gender, educational attainment, age, race, and region. Results based on the full survey have a measure of precision of plus or minus 2.36 percentage points..

AGENDA

COVID-19 AND SCHOOLING

SCHOOL CHOICE POLICIES

VIEWS ON K-12 EDUCATION

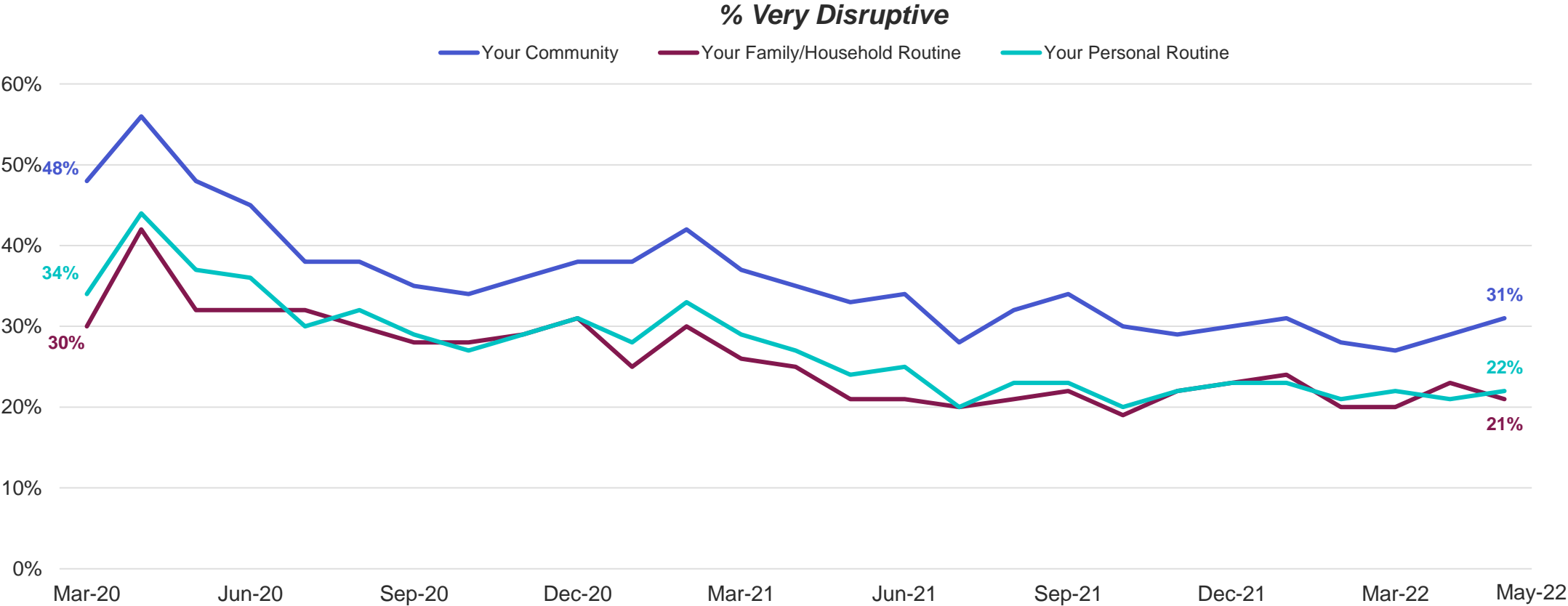
SURVEY PROFILE AND DEMOGRAPHICS



The percentage of Americans who felt the coronavirus has been ‘very disruptive’ on their community has increased four points since March 2022.

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

All Adults

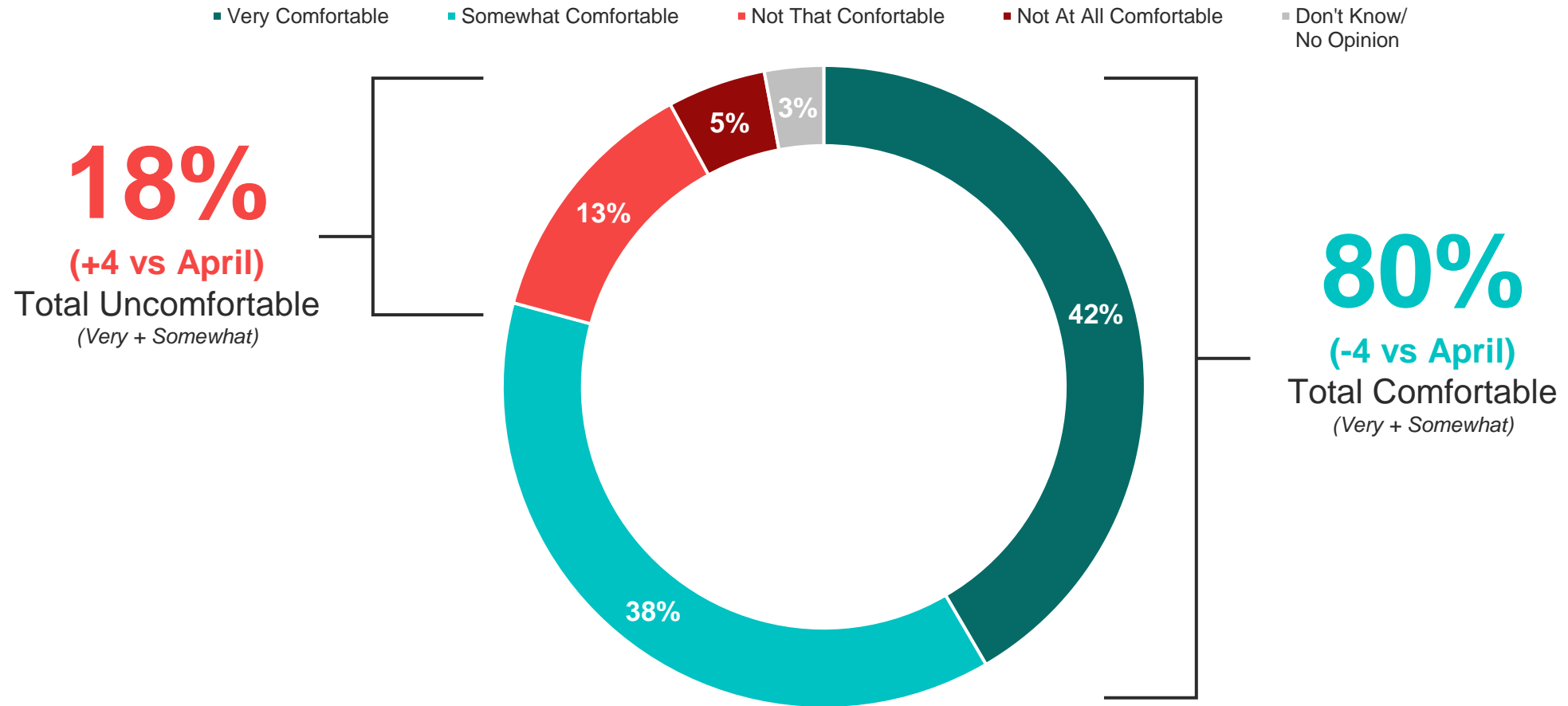


*CDC 7-day moving average

Despite a small decrease in May, the majority of school parents still felt comfortable with their child attending school right now.

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



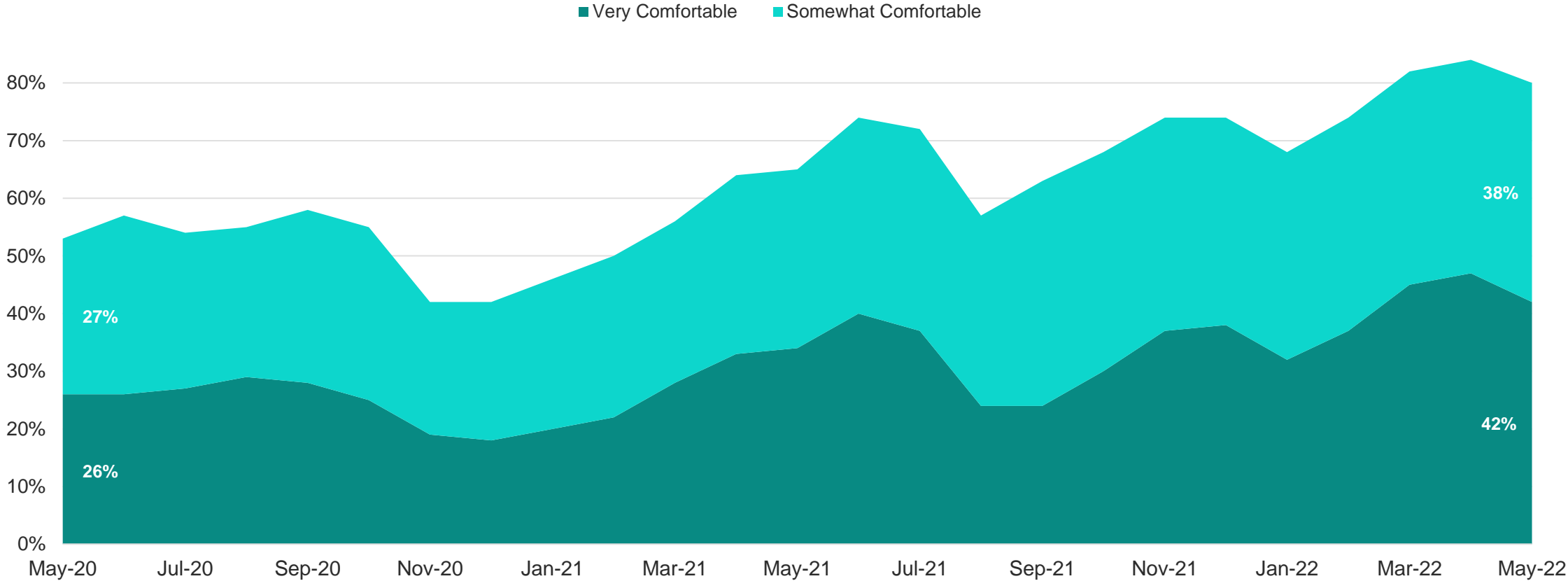
* Wording of the question changed slightly from "returning to school" to "attending school" in January 2022

Source: Survey conducted May 12, 2022 – May 17, 2022, among U.S. adults

School parents' comfort with their children attending school decreased for the first time since January 2022 - although it remains high.

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



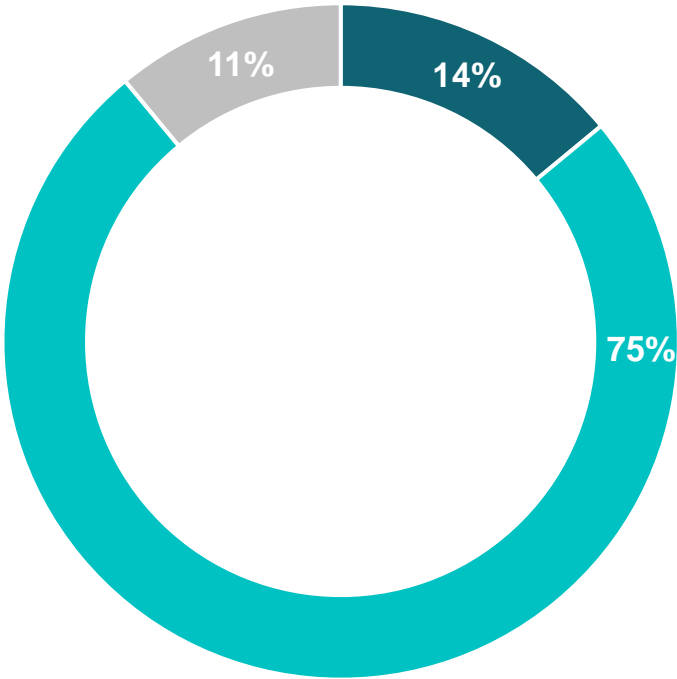
* Wording of the question changed slightly from "returning to school" to "attending school" in January 2022

Three out of four school parents believe that school should provide multiple learning options for students this school year.

Do you think schools should offer only one approach to educating K-12 students 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

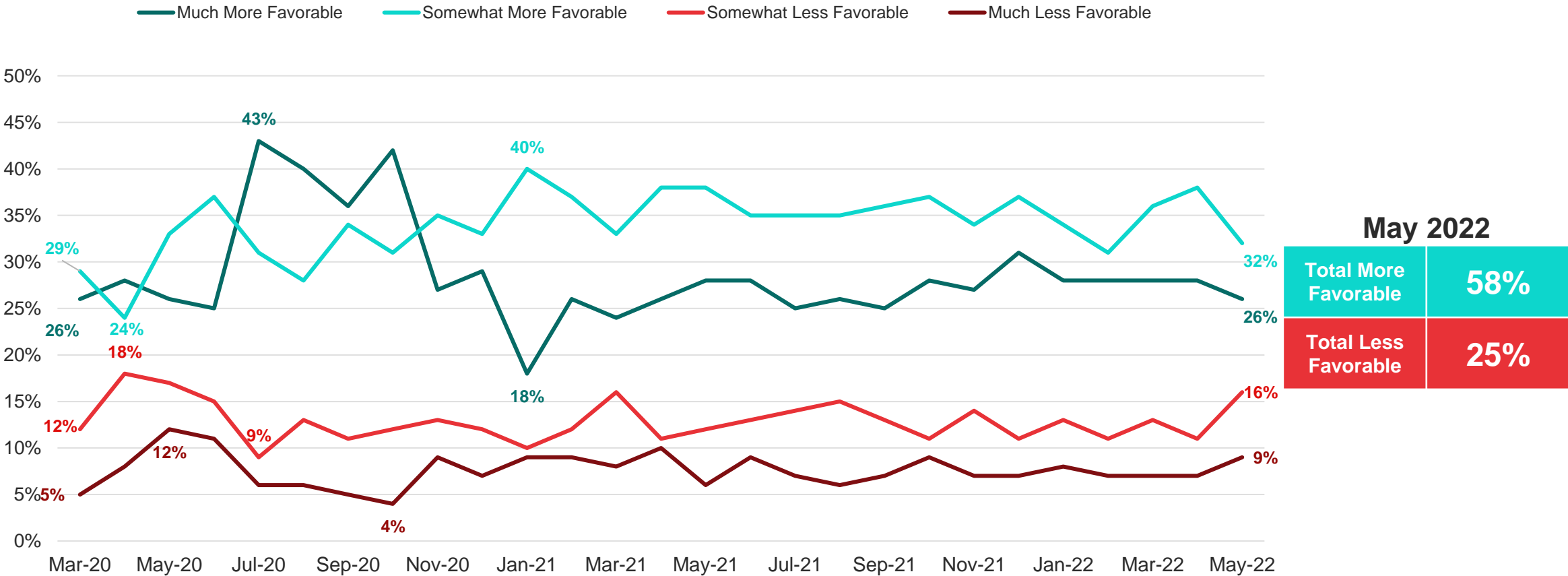
Income	Low Income < \$35K	70%
	Middle Income \$35K to < \$75K	76%
	High Income \$75K+	76%
Political Affiliation	Democrat	75%
	Independent	77%
	Republican	73%
Race	Black	75%
	Hispanic	77%
	White	75%

Source: Survey conducted May 12, 2022 – May 17, 2022, among U.S. adults

In May, school parents' favorable views of homeschooling decreased by eight points.

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

School Parents

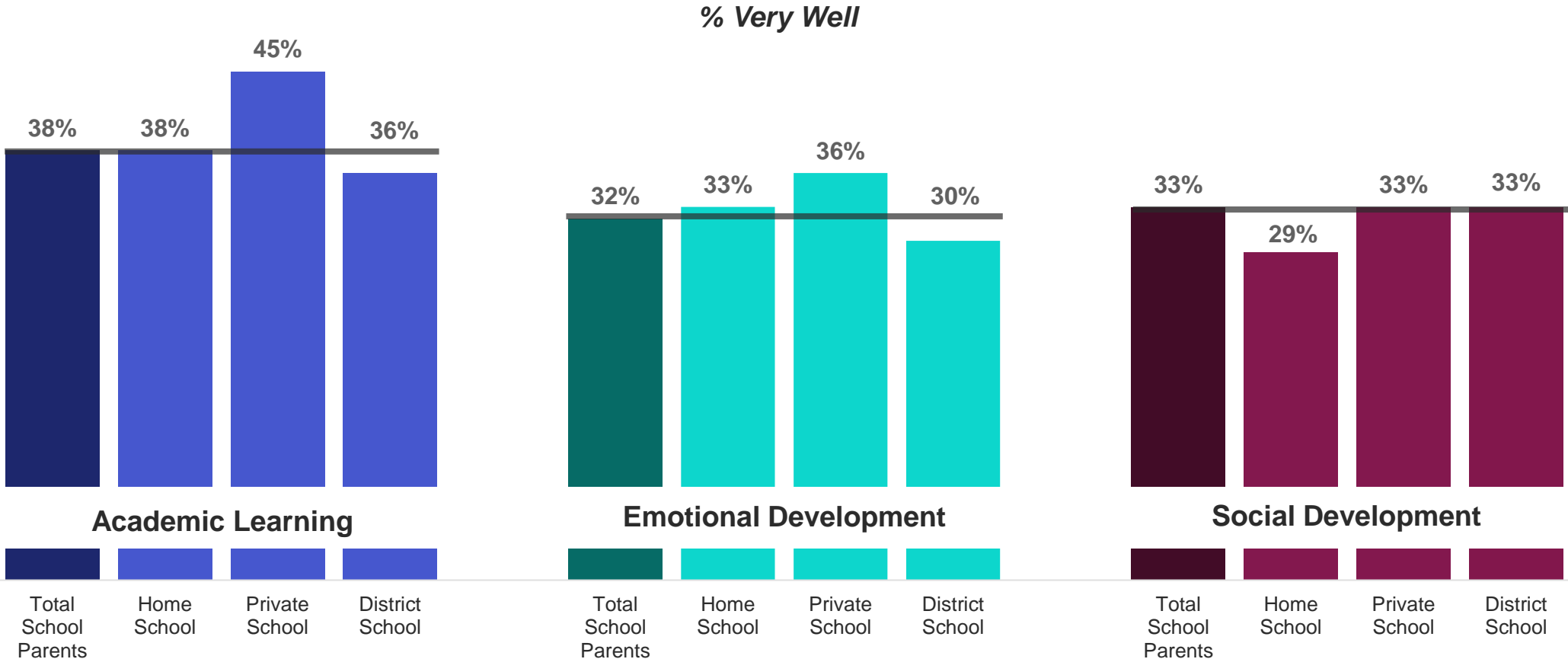


Note: In September 2020 we began weighting the school parent subsample-plus-oversample based on 2017 CPS benchmarks, separately from the general population sample.

Parents – especially private school parents – are more positive about their children’s academic progress this school year when compared to their emotional and social development.

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

School Parents

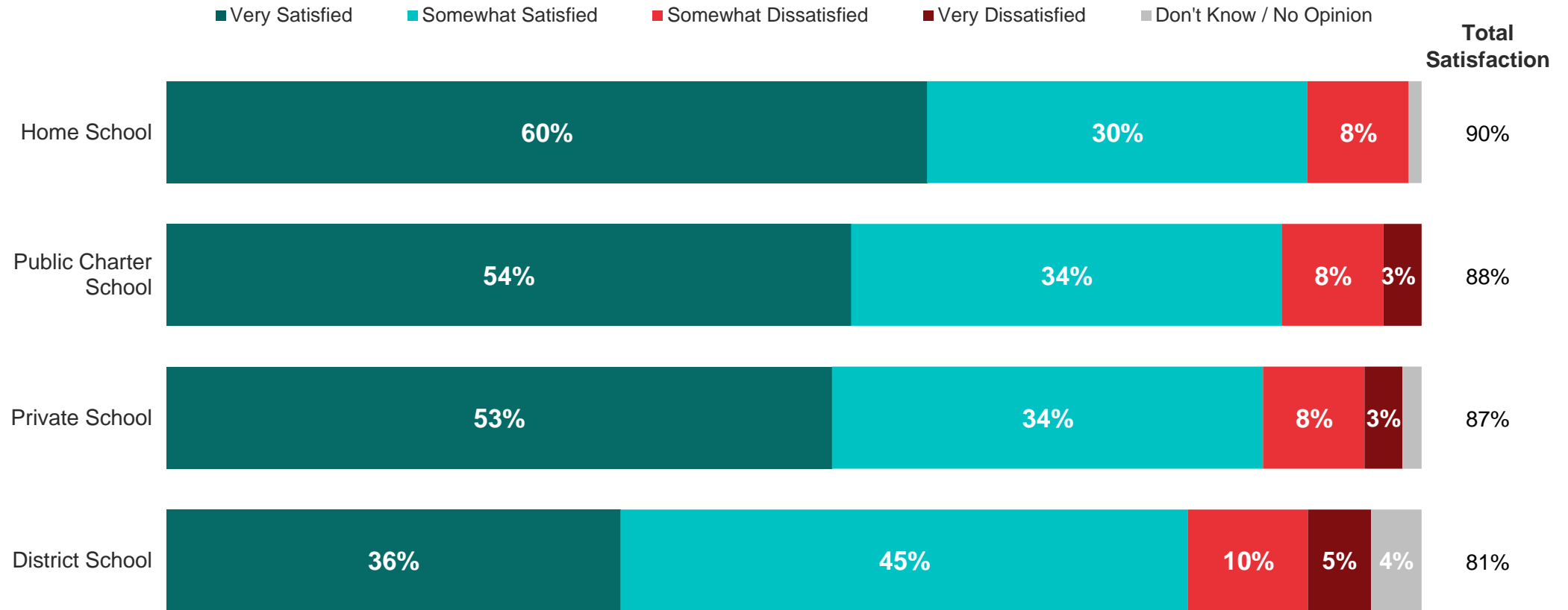


*Charter Schools not shown due to low sample size.
 Source: Survey conducted May 12, 2022 – May 17, 2022, among U.S. adults

Parents are generally satisfied with their experiences across different school sectors. District school parents are much less likely to be “very satisfied” compared to other parents.

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

School Parents

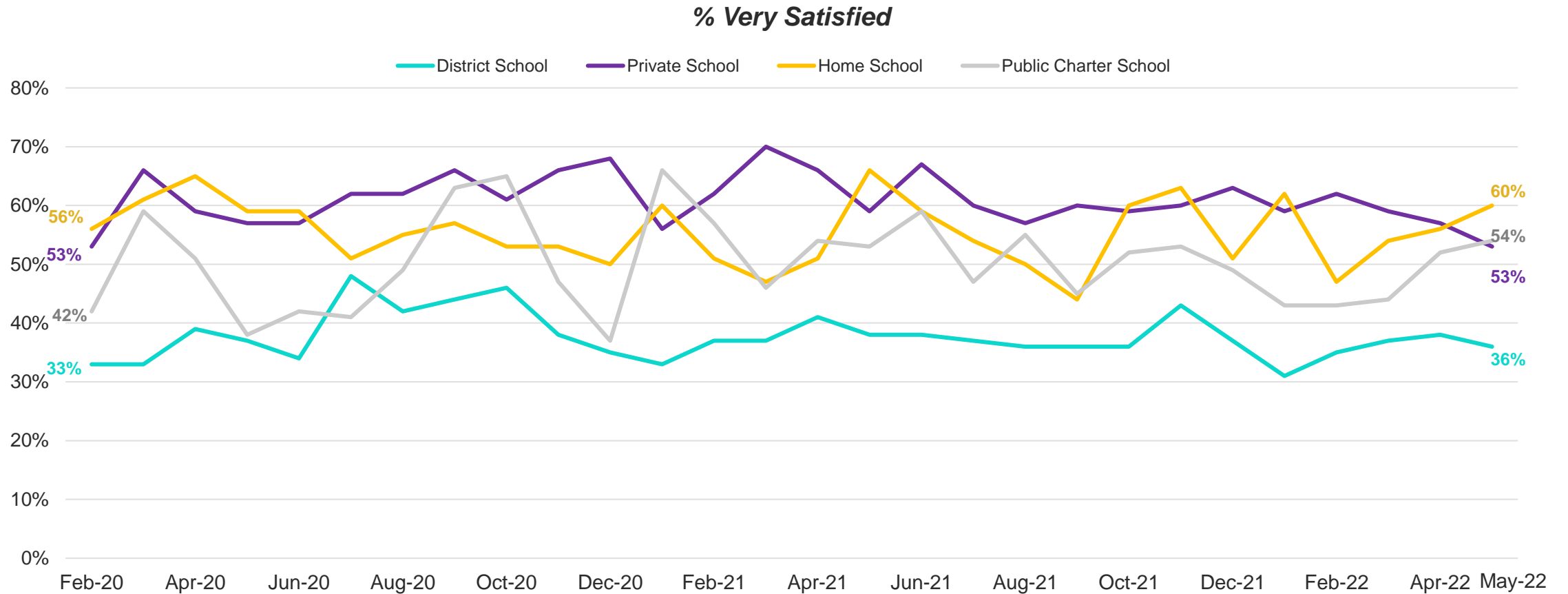


Source: Survey conducted May 12, 2022 – May 17, 2022, among U.S. adults

District school parents have consistently been the least likely to be ‘very satisfied’ with their child’s experiences at school.

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

School Parents

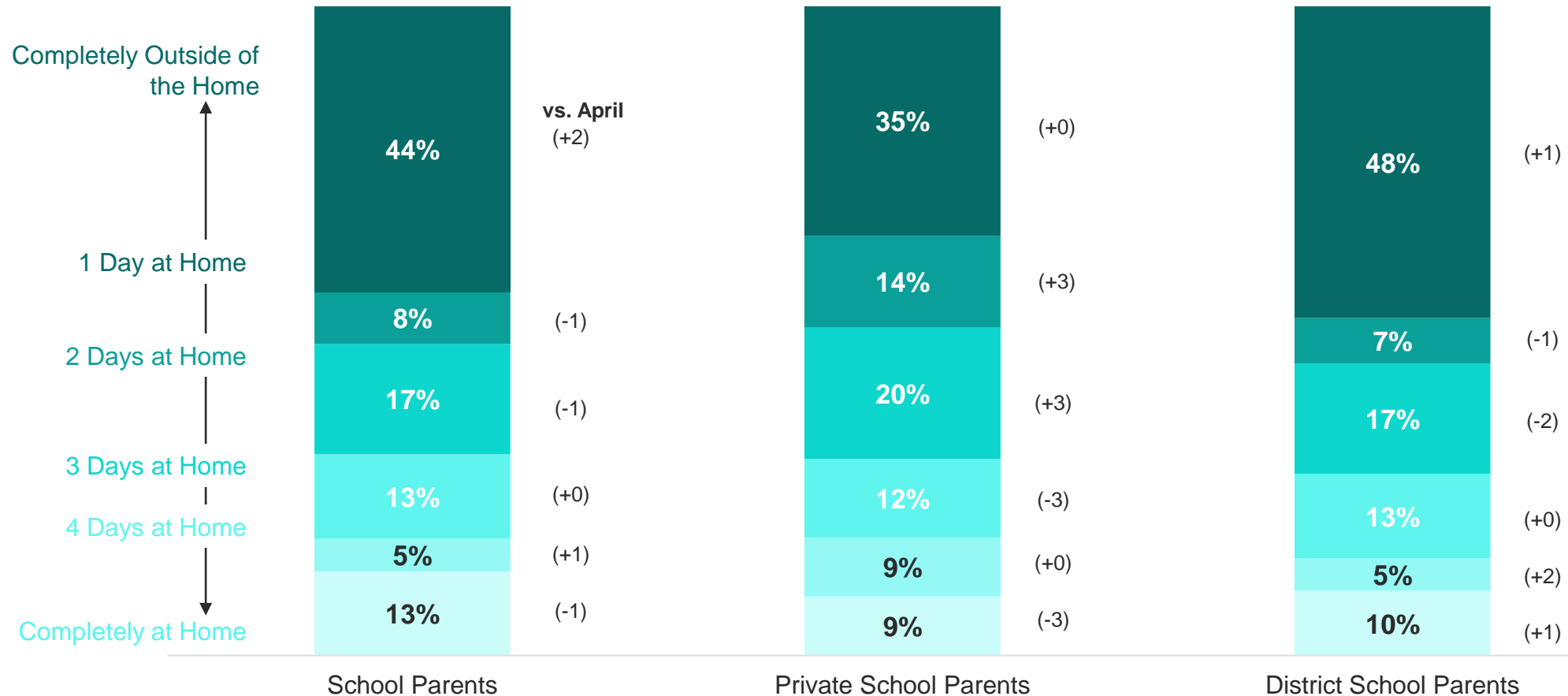


Source: The following school types have low sample size (n<80) for the following months:
 Home School: July 2020 and August 2020,
 Public Charter School: July 2020, August 2020, December 2020, and February 2021

More than half of parents would like to have their child be schooled at home at least one day per week. Private school parents are more likely to feel that way compared to 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

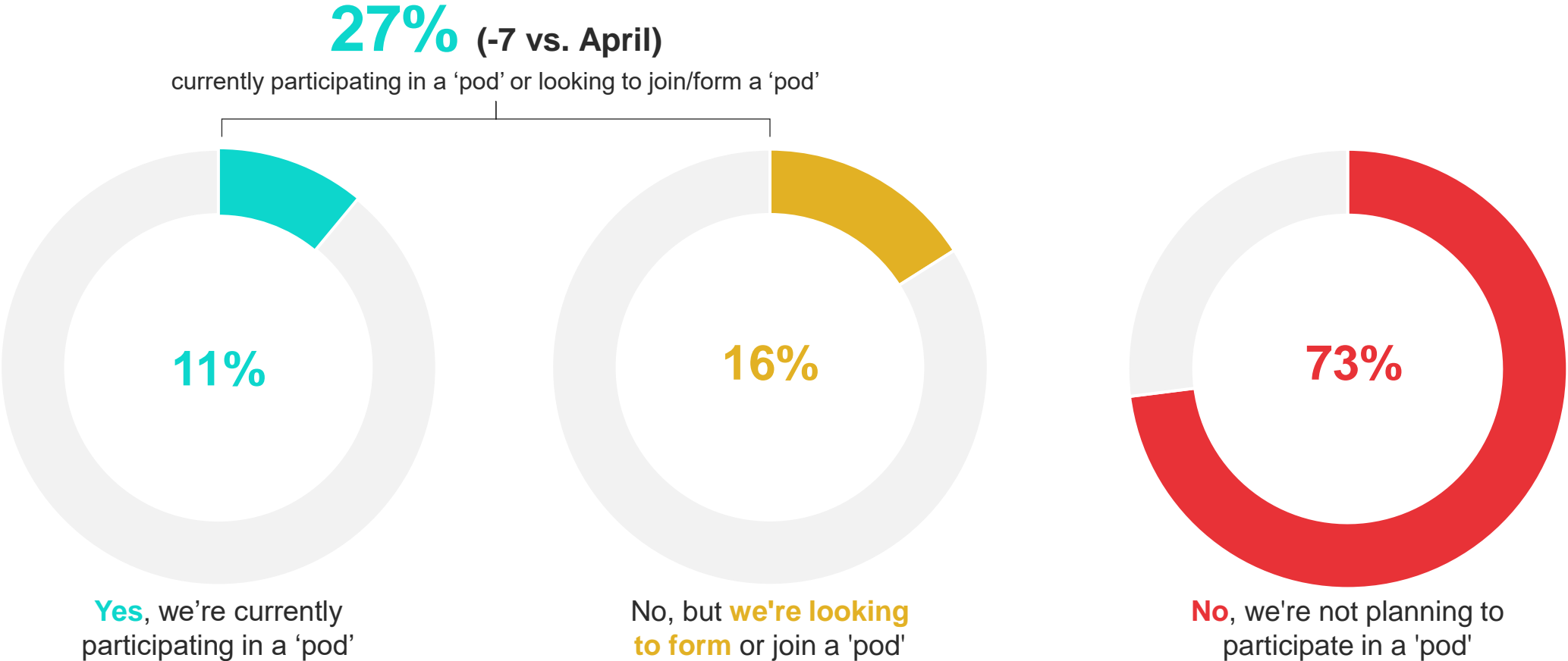


Note: Parent groups based on child/children school type attendance in SY21-22.
Source: Survey conducted May 12, 2022 – May 17, 2022, among U.S. adults

In May, more than one-fourth of parents indicated they were participating in or seeking learning pods. Expressed interest in pods decreased by seven points since April.

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

School Parents



Source: Survey conducted May 12, 2022 – May 17, 2022, among U.S. adults

In May, there were notable decreases in pod interest among demographic groups, especially among Black, Hispanic, and home school parents.

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

School Parents

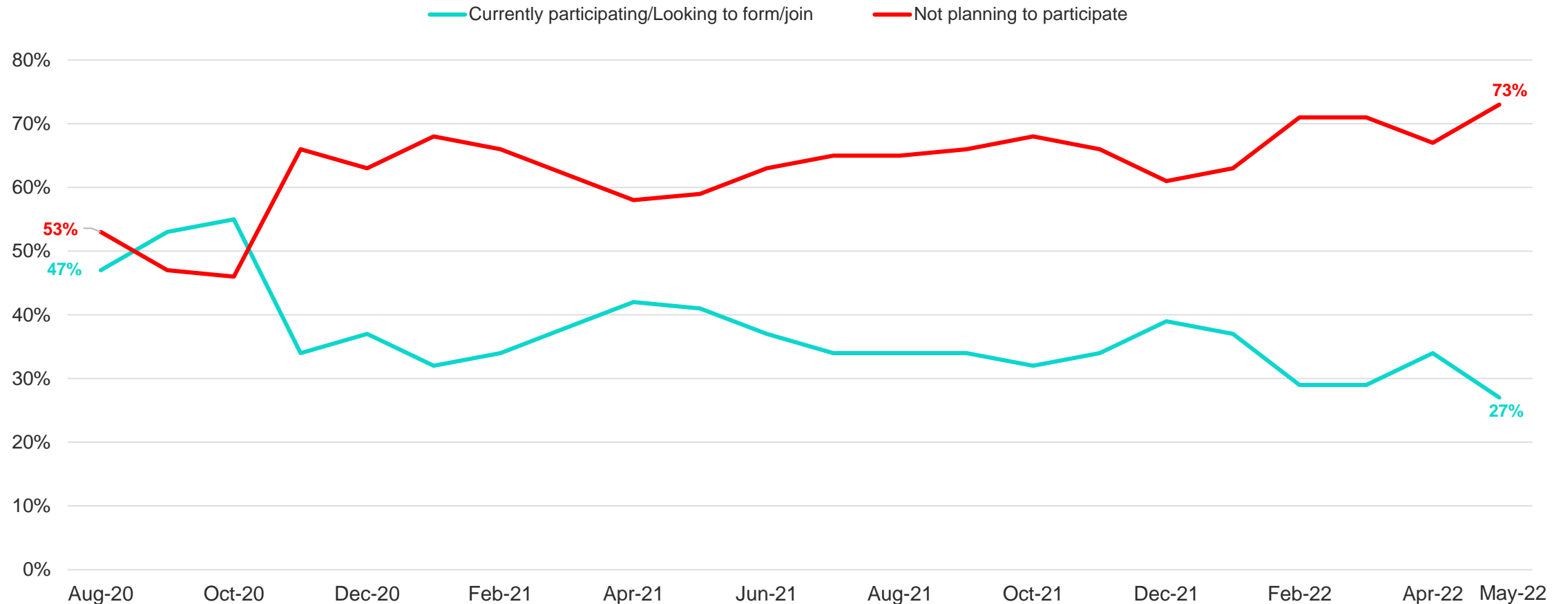
Most likely to participate in / form / join a pod			Moderately likely to participate in / form / join a Pod			Less likely to participate in / form / join a Pod		
		Vs April		Vs April		Vs April		Vs April
Private School Parent	47%	-9	Middle Income \$35K-\$75K	29%	-3	Non-Hispanic White	23%	-3
Black	42%	-17	Northeast	29%	-4	Midwest	23%	-6
Urban	40%	-9	South	29%	-6	District School Parent	23%	-7
Special Education Parents	38%	-7	Hispanic	28%	-15	Suburban	23%	-8
Democrat	36%	-4	Low Income < \$35K	26%	-6	Independent	23%	-9
Home School Parent	35%	-13	High Income: \$75K+	26%	-11	Small Town	21%	+3
Educ: Bachelors or Postgrad	33%	-8	West	25%	-11	Republican	20%	-11
			Educ: < College	24%	-6	Rural	17%	-4

Note: Parent groups based on child/children school type attendance in SY21-22.
Source: Survey conducted May 12, 2022 – May 17, 2022, among U.S. adults

Overall interest in learning pods decreased from April to May.

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

School Parents

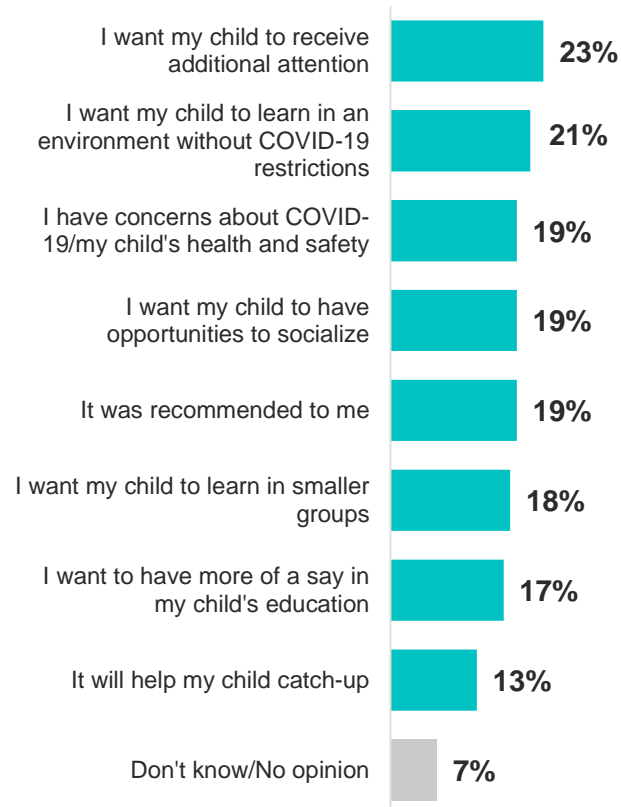


School parents that are interested/participating in a ‘pod’ are doing so for reasons relating to COVID-19 or because they want their child to receive additional attention and socialize. Those with no interest in ‘pods’ point to their children attending school full-time.

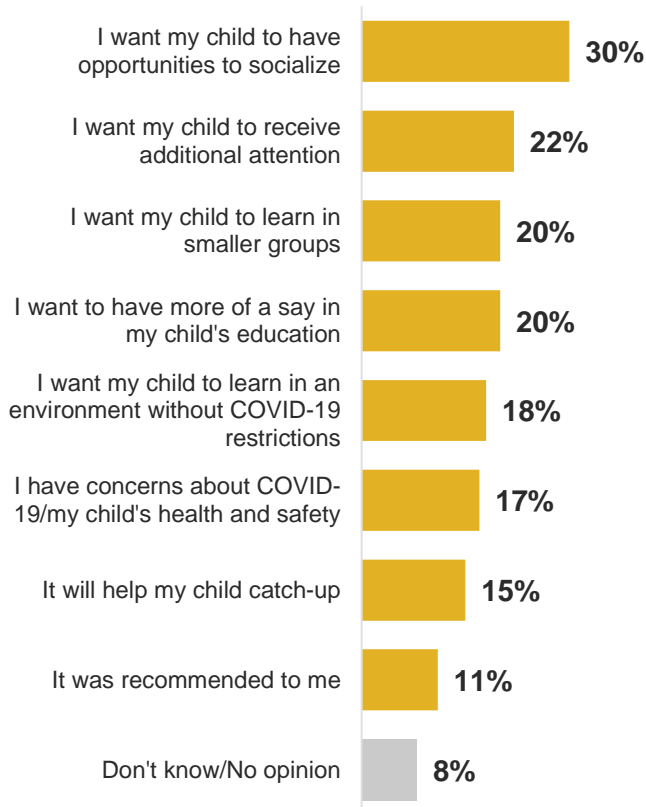
Why are you currently participating in a ‘pod’? Why are you looking to form or join a ‘pod’? Why are you not planning to participate in a ‘pod’? Please select up to two.

School Parents

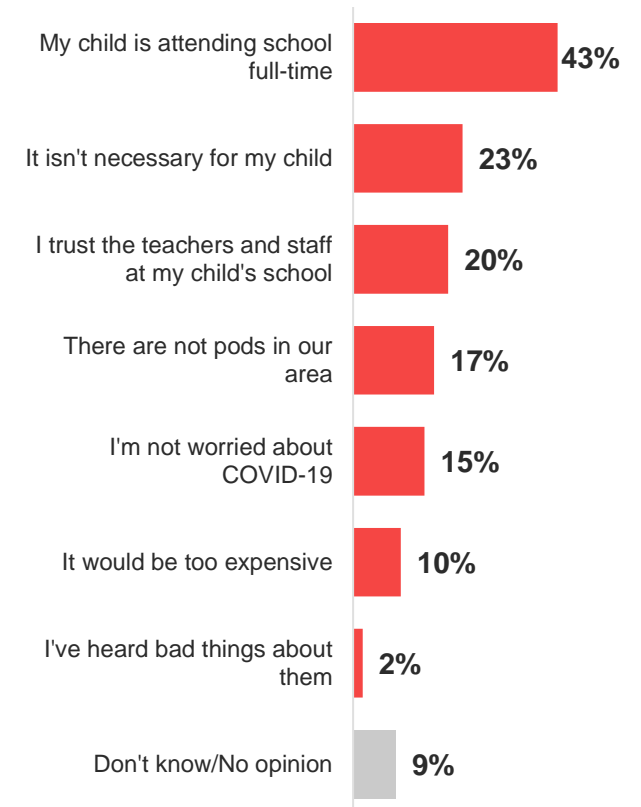
WHY PARTICIPATING IN A ‘POD’



WHY LOOKING TO FORM OR JOIN A ‘POD’



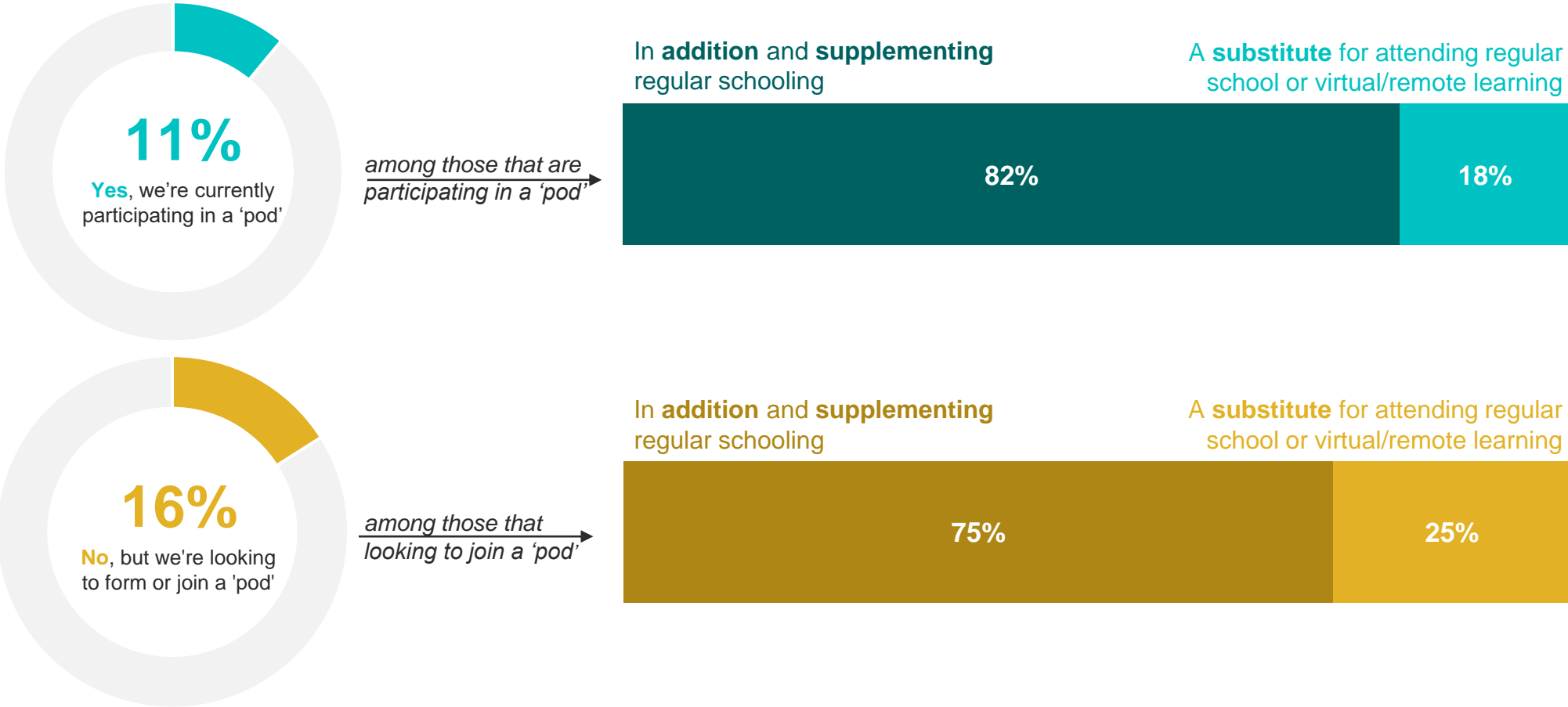
WHY NOT PLANNING TO PARTICIPATE IN A ‘POD’



Learning pods are primarily used in addition to regular schooling and are less likely to be a substitute for traditional public or private 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

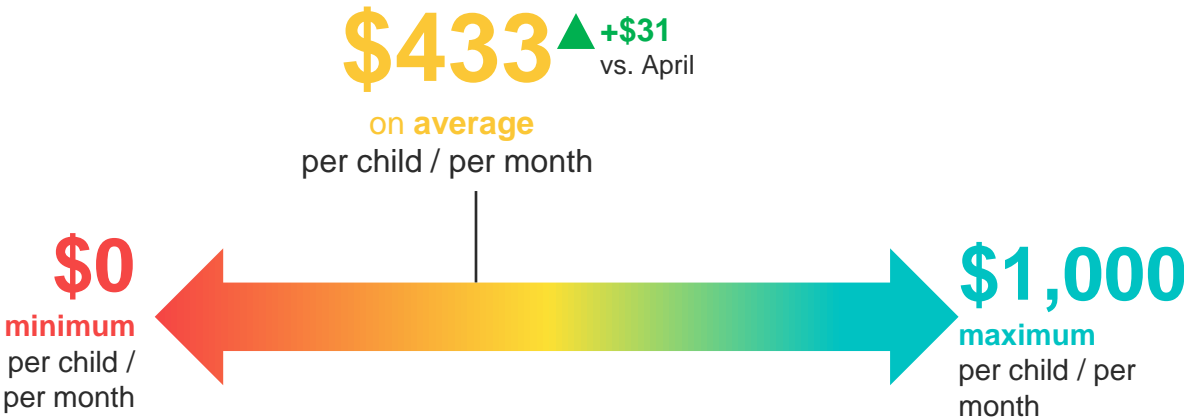


Source: Survey conducted May 12, 2022 – May 17, 2022, among U.S. adults

In May, school parents were willing to pay \$430/month for a child to participate in a learning pod – a slight increase of \$30 from the prior month.

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'



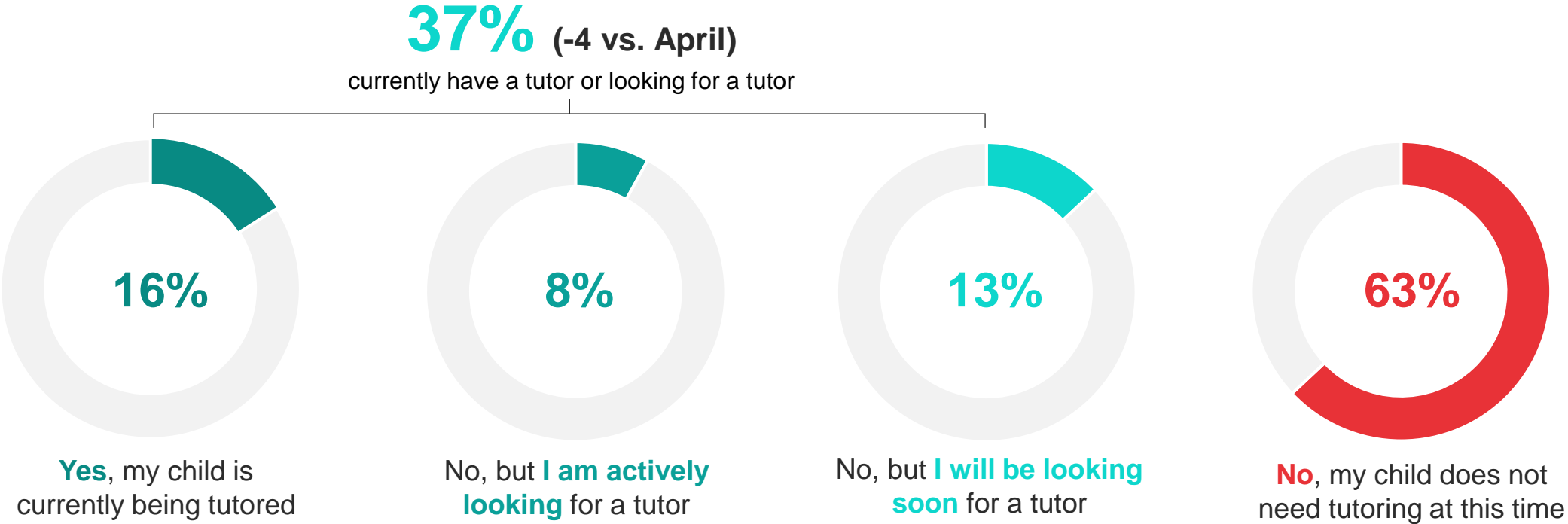
Average willing to spend per child/per month by demographic		
Income	*Low Income < \$35K	\$431
	*Middle Income \$35K to < \$75K	\$433
	High Income \$75K+	\$433
Political Affiliation	Democrat	\$445
	Independent	\$430
	Republican	\$419
Region	*West	\$430
	*Midwest	\$399
	South	\$458
	*Northeast	\$412

*indicates base size n = <100

In May, more than one-third of parents indicated using a tutor or had interest in tutoring for their children. Expressed interest in tutoring decreased by four points since April.

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

School Parents

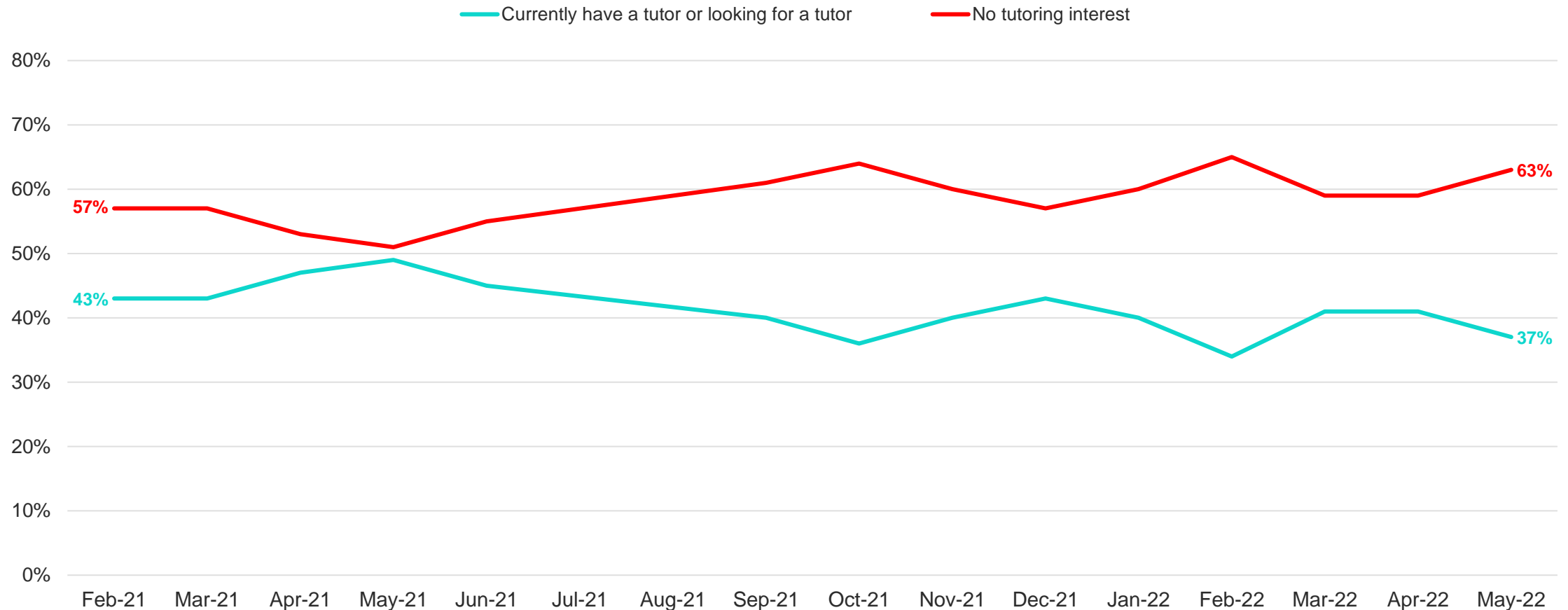


Source: Survey conducted May 12, 2022 – May 17, 2022, among U.S. adults

Tutoring interest decreased for the first time since February 2022.

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 May, interest in tutoring substantially decreased among Black and Hispanic parents as well as those living in urban areas and in the Northeast.

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

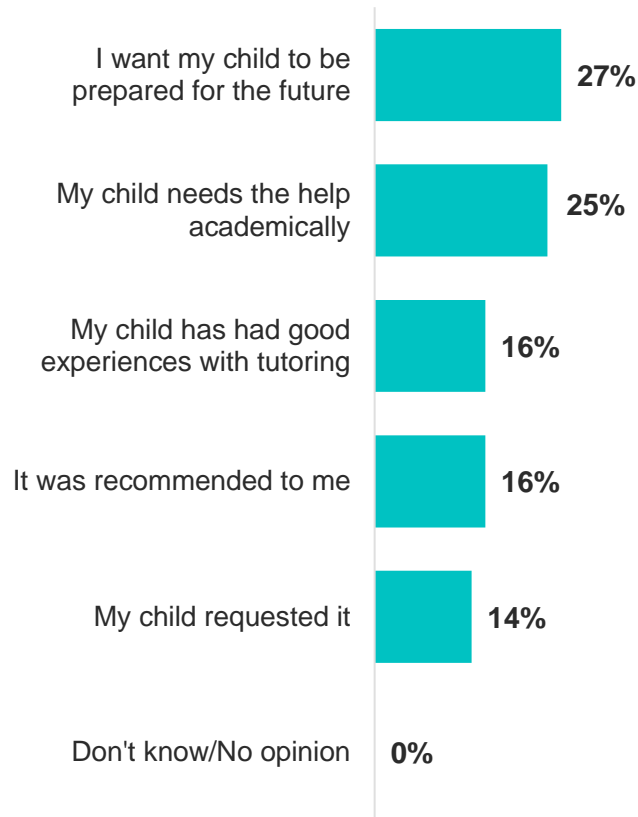
School Parents

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 April			Vs April			Vs April
Private School Parent	61%	+1	Middle Income \$35K-\$75K	38%	-3	District School Parent	33%	-5
Special Education Parents	56%	-3	South	37%	-3	Small Town	32%	+8
Home School Parent	50%	+5	Independent	36%	+1	Non-Hispanic White	32%	-1
Urban	48%	-10	Low Income < \$35K	36%	+1	Republican	31%	-4
Black	48%	-13	High Income: \$75K+	36%	-7	Midwest	30%	+1
Democrat	44%	-8	Educ: < College	35%	-3	Rural	26%	-3
Hispanic	44%	-11	Suburban	35%	-3			
West	43%	-4	Northeast	35%	-11			
Educ: Bachelors or Postgrad	41%	-5						

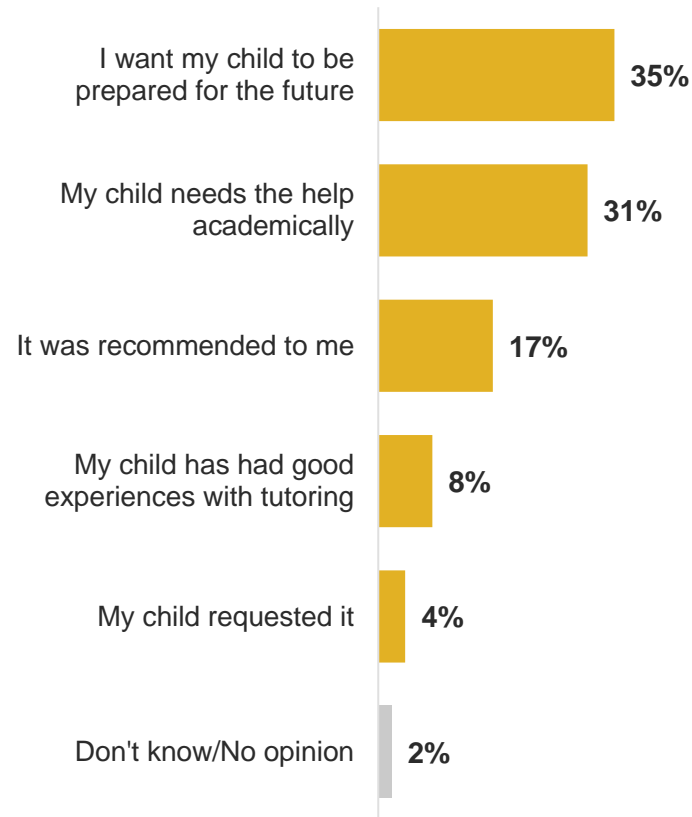
School parents that are interested/having their child participate in tutoring are motivated by preparing their child for the future or extra academic help. Those who are not interested in tutoring point to their child doing fine academically.

Why is your child currently being tutored? Why are you planning to have a tutor for your child? Why are you not interested in tutoring for your child?

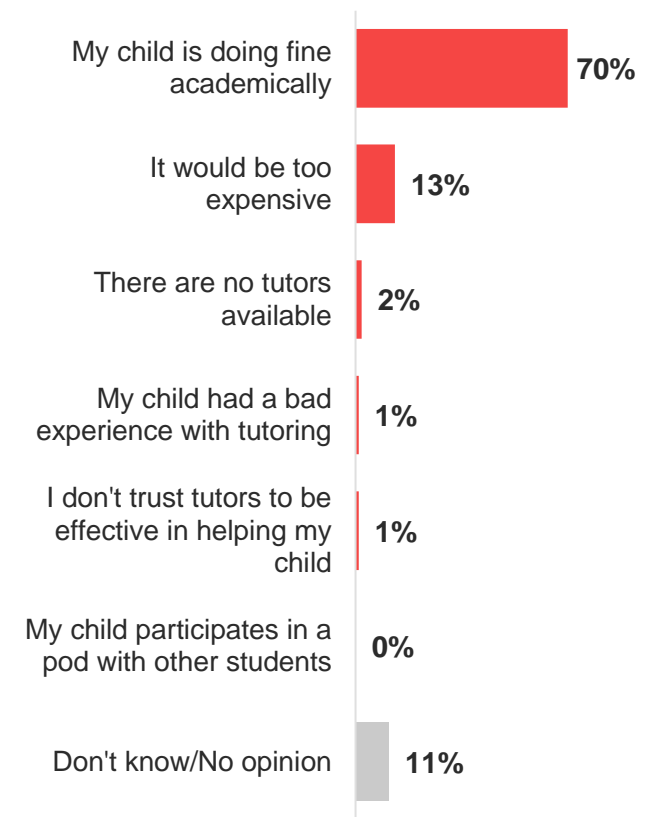
WHY BEING TUTORED



WHY PLANNING TO HAVE A TUTOR



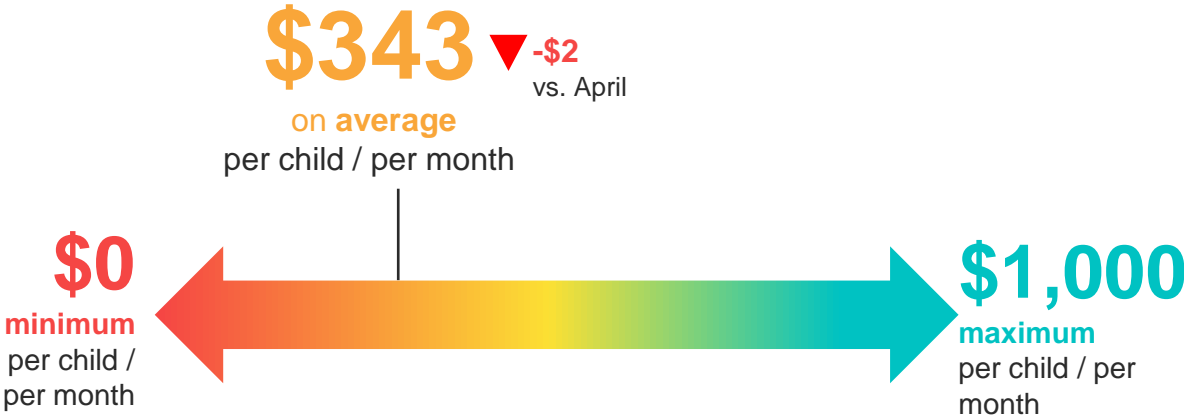
WHY NOT INTERESTED IN TUTORING



In May, the monthly amount school parents were willing to spend for tutoring (per child) held steady at \$340 per child.

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	\$278
	*Middle Income \$35K to < \$75K	\$329
	High Income \$75K+	\$410
Political Affiliation	Democrat	\$366
	Independent	\$304
	Republican	\$357
Region	*West	\$317
	*Midwest	\$307
	South	\$375
	*Northeast	\$354

*indicates base size n= <100

AGENDA

COVID-19 AND SCHOOLING

SCHOOL CHOICE POLICIES

VIEWS ON K-12 EDUCATION

SURVEY PROFILE AND DEMOGRAPHICS



Descriptions Used:

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.

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

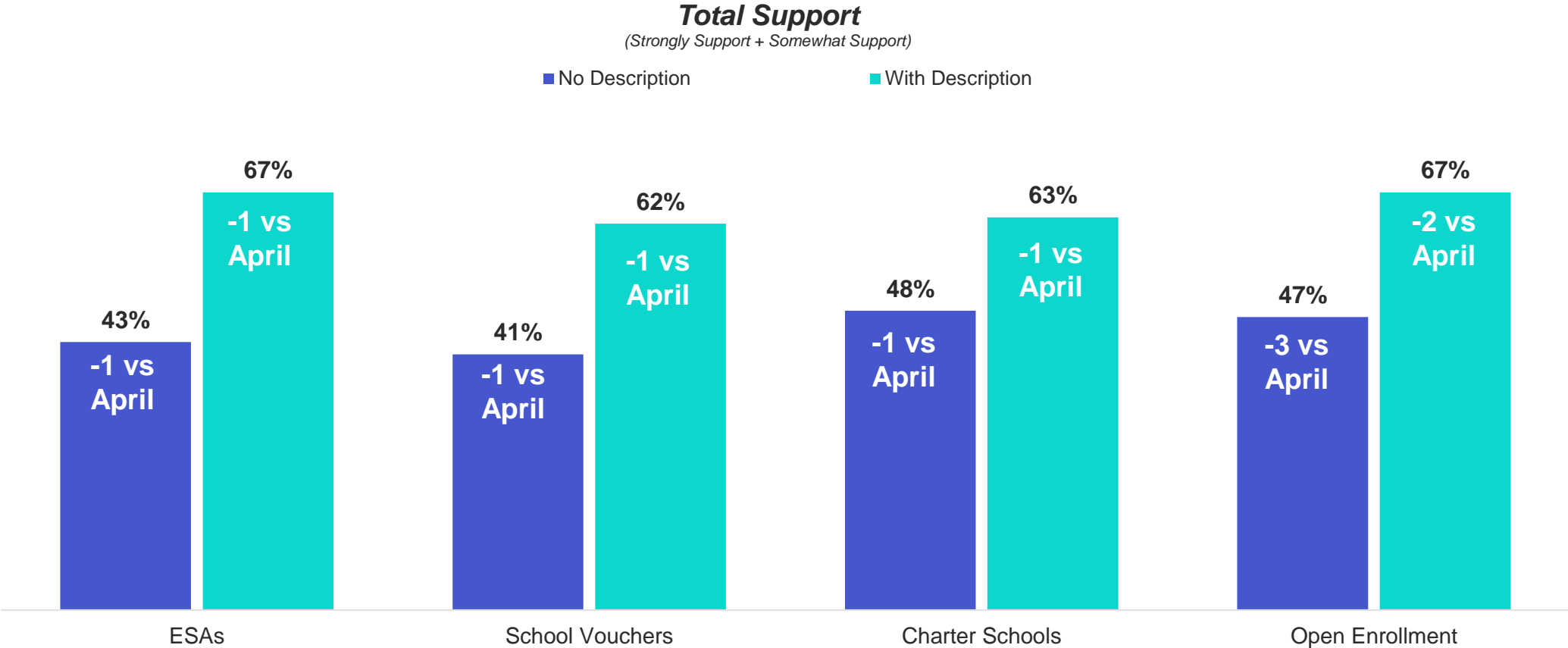
A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to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

Open Enrollment

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 school choice policies continue to see a lift in support when people are given a description.

All Adults



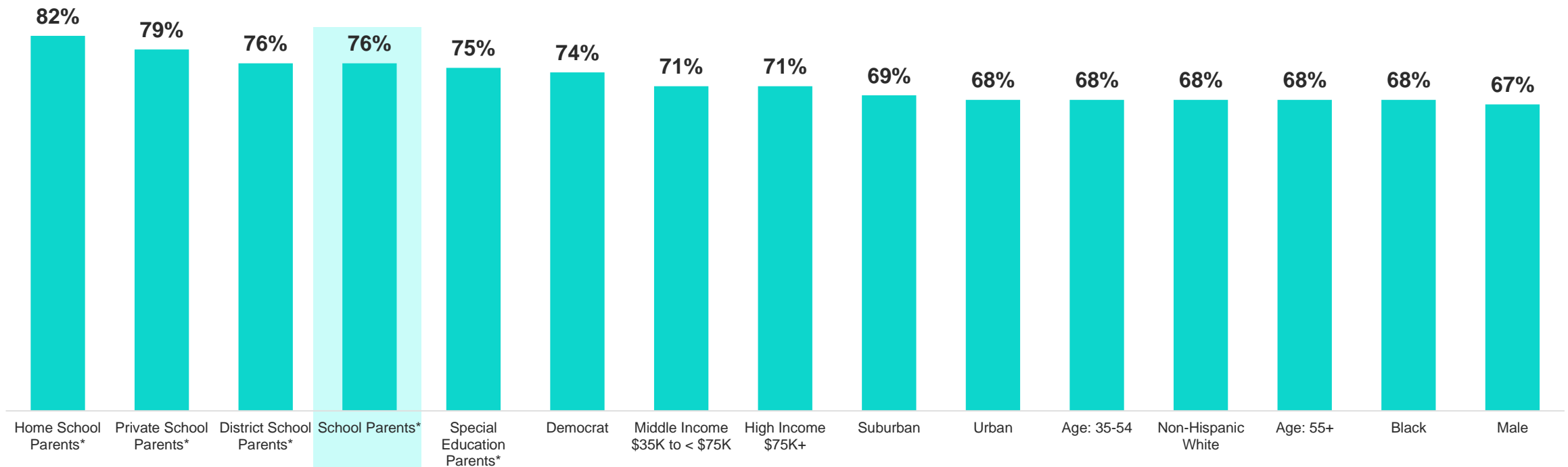
Source: Survey conducted May 12, 2022 – May 17, 2022, among U.S. adults

Roughly three out of four school parents say they support ESAs. A wide range of demographics support this policy.

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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.

Source: Survey conducted May 12, 2022 – May 17, 2022, among U.S. adults

Support of ESAs remains high across demographic groups and is highest among Democrats and those with a college education.

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 

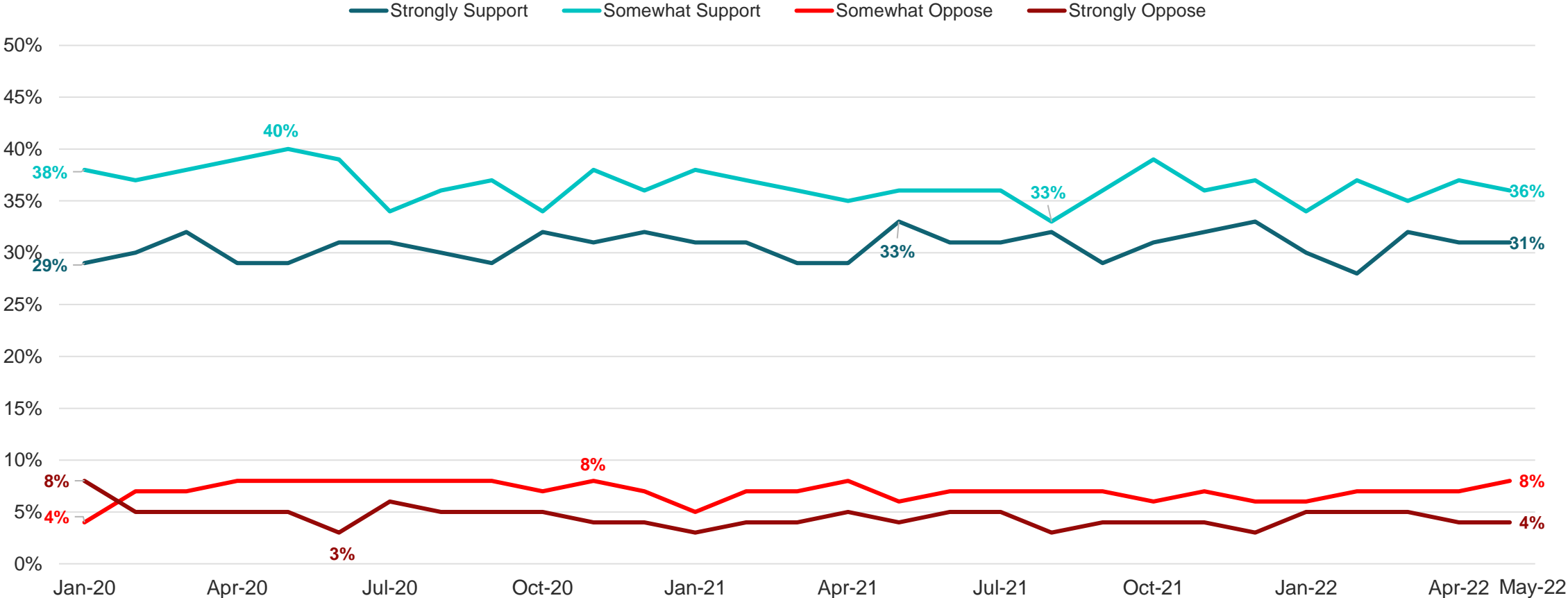
		Vs April			Vs April			Vs April
Democrat	74%	+0	Baby Boomers	68%	+0	West	65%	-3
Educ: Bachelors or Postgrad	73%	+2	Gen X	68%	-2	Small Town	64%	+4
Northeast	71%	+2	Non-Hispanic White	68%	-2	Midwest	64%	-3
High Income \$75K+	71%	+2	Urban	68%	-3	Educ: < College	64%	-4
Middle Income \$35K-\$75K	71%	+0	Millennial	68%	-4	Rural	63%	-8
Suburban	69%	+1	Female	67%	-2	Gen Z	62%	-3
South	69%	-1	Male	67%	-2	Hispanic	62%	-3
Black	68%	+6	Independent	66%	+0	Low Income < \$35K	62%	-4
			Republican	66%	-3			

Source: Survey conducted May 12, 2022 – May 17, 2022, among U.S. adults

Americans' overall support of ESAs held steady in May. The public was nearly eight times as likely to be strongly supportive of ESAs versus strongly opposed.

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

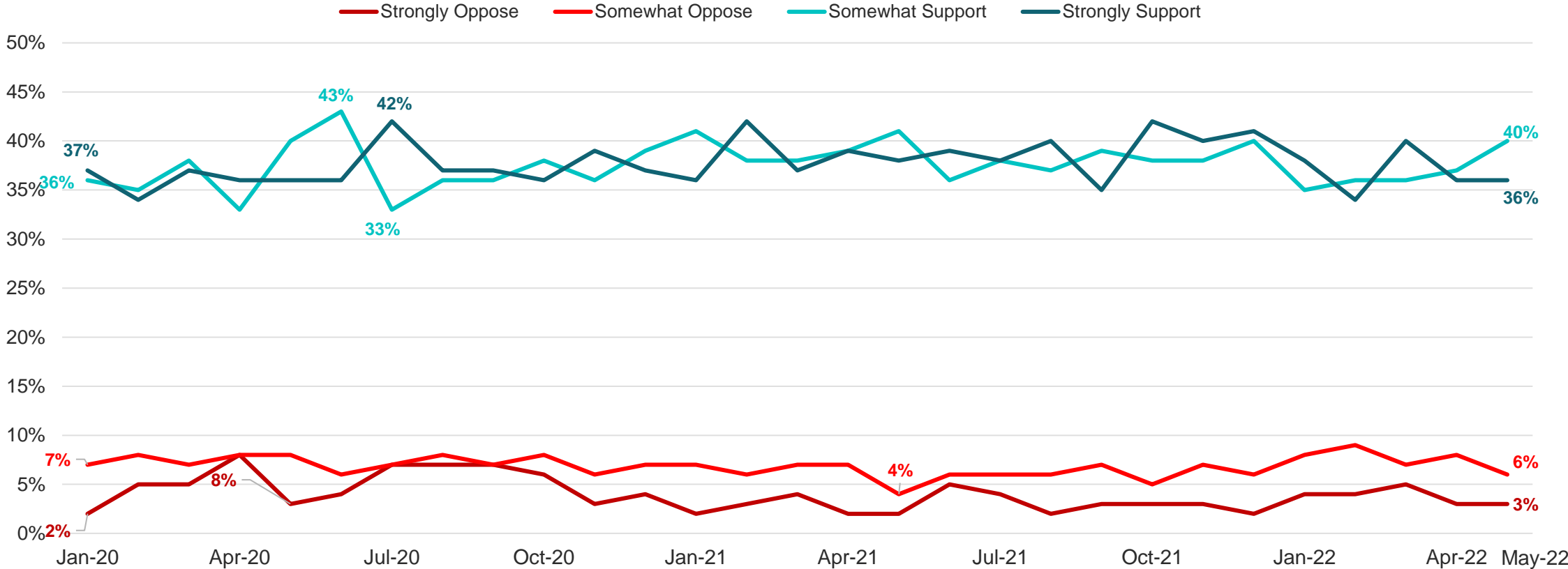


Note: Don't know/no opinion responses are not shown.

School parents continued to be more than 10 times as likely to be strongly supportive of ESAs versus strongly opposed. Soft support increased by three points in May.

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

School Parents



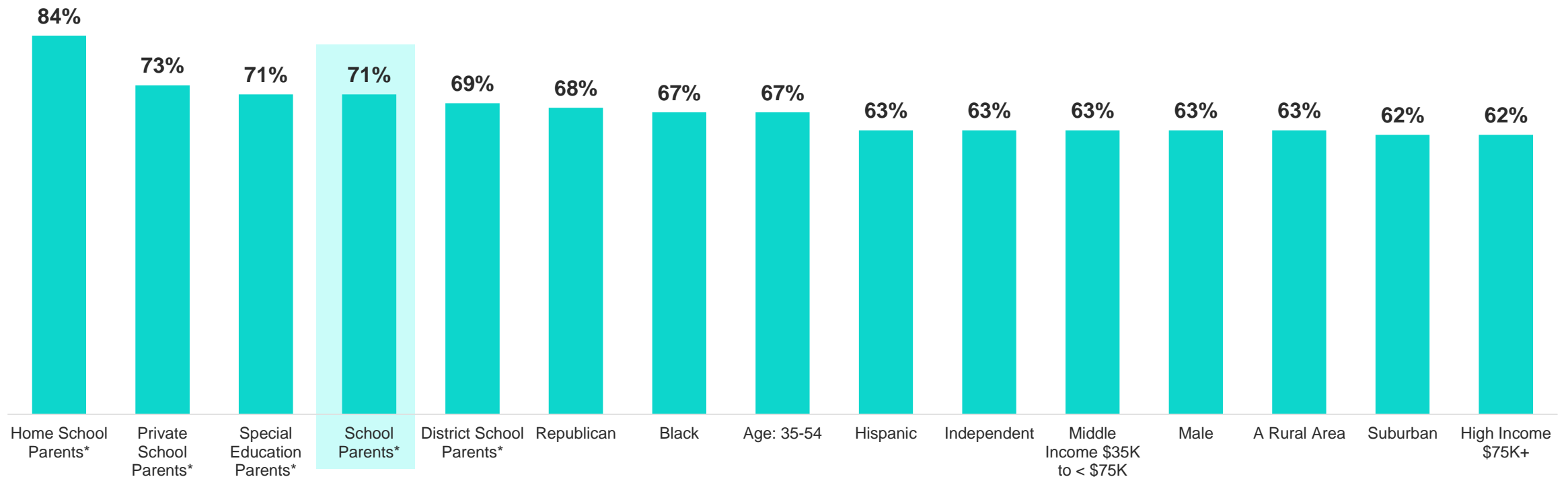
Note: Don't know/no opinion responses are not shown.

Seven out of 10 parents say they support school vouchers. There is broad support across all demographics.

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

All Adults

Total Support (Strongly Support + Somewhat Support)



* Denotes the sample came from school parents

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

Source: Survey conducted May 12, 2022 – May 17, 2022, among U.S. adults

Although support of school vouchers remains high among demographic groups, there were declines in support among Hispanics and those living in urban areas.

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

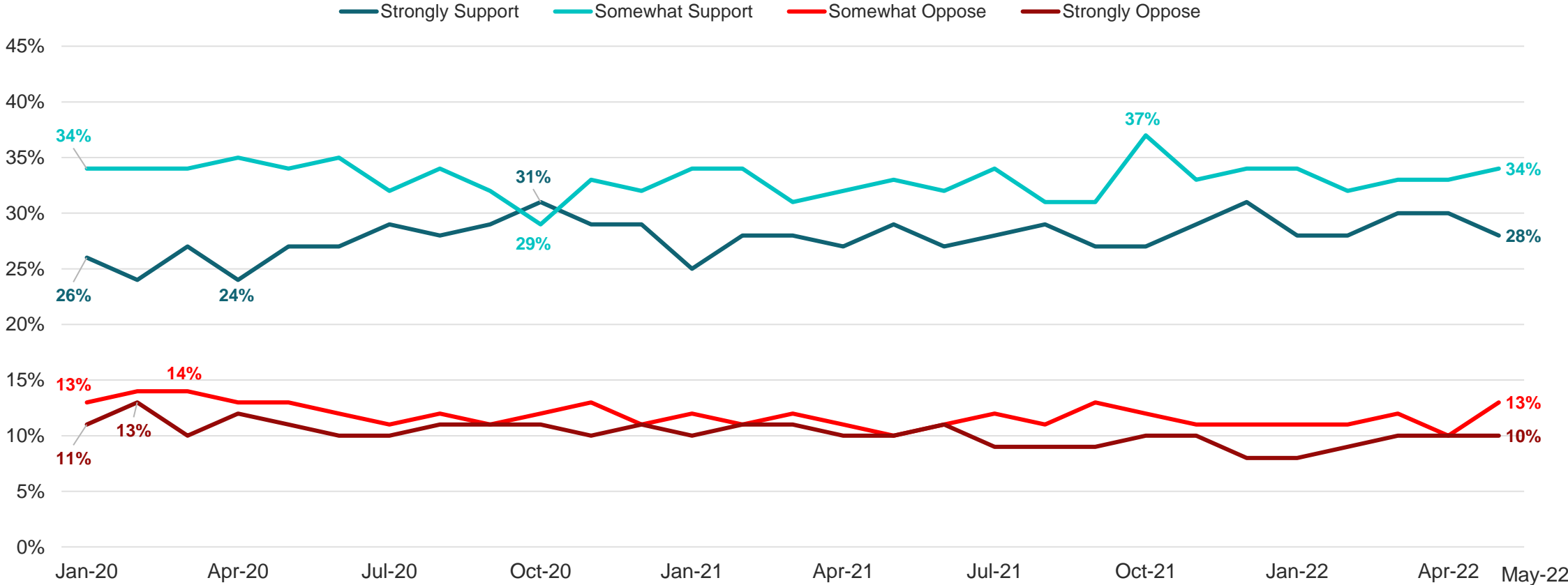
Most Supportive

		Vs April			Vs April			Vs April
Millennial	68%	-1	Independent	63%	-3	Urban	61%	-7
Republican	68%	-1	Hispanic	63%	-7	Baby Boomers	60%	+0
Black	67%	+4	High Income \$75K+	62%	-2	Democrat	60%	-1
Northeast	67%	+2	Suburban	62%	-2	Low Income < \$35K	60%	-4
Male	63%	-1	Midwest	61%	+2	West	60%	-4
Middle Income \$35K-\$75K	63%	-1	Non-Hispanic White	61%	-1	Small Town	59%	+3
Rural	63%	-1	Female	61%	-2	Educ: Bachelors or Postgrad	59%	-1
Educ: < College	63%	-3	Gen X	61%	-3	Gen Z	55%	-5
			South	61%	-4			

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

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

All Adults

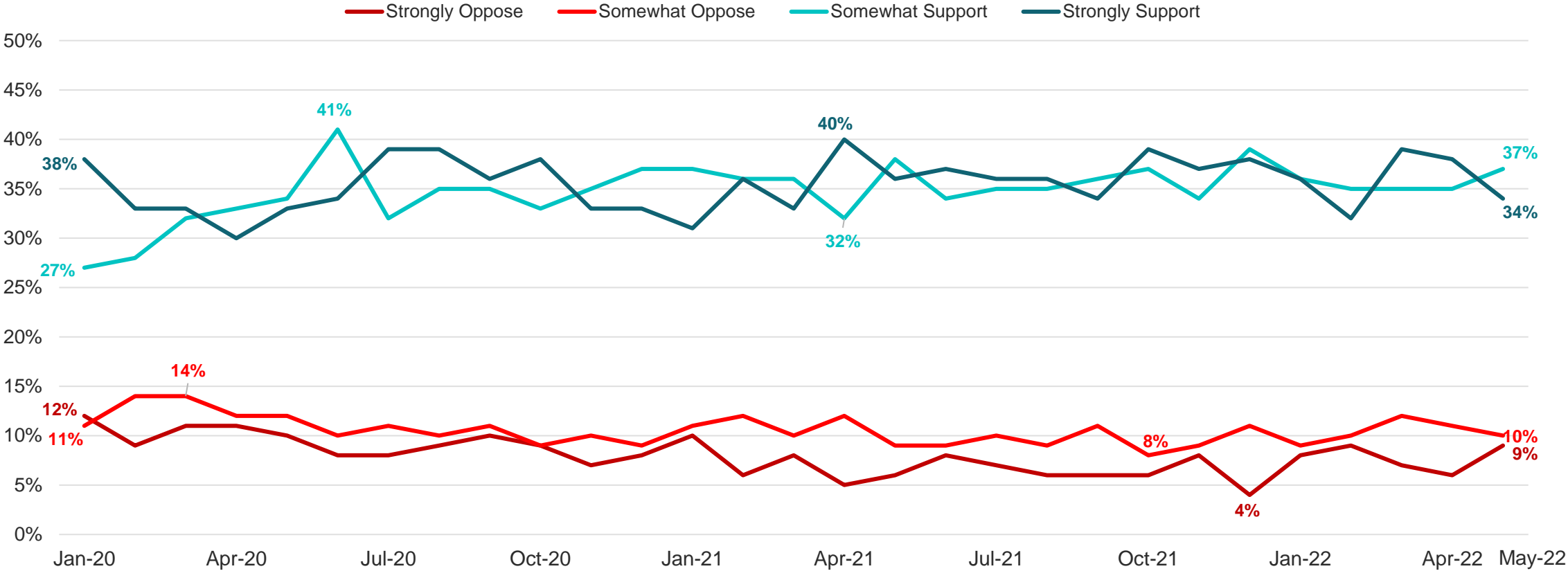


Note: Don't know/no opinion responses are not shown.

School parents' overall support for school vouchers remains over three times higher than overall opposition. But strong support for school vouchers decreased by four points in May.

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



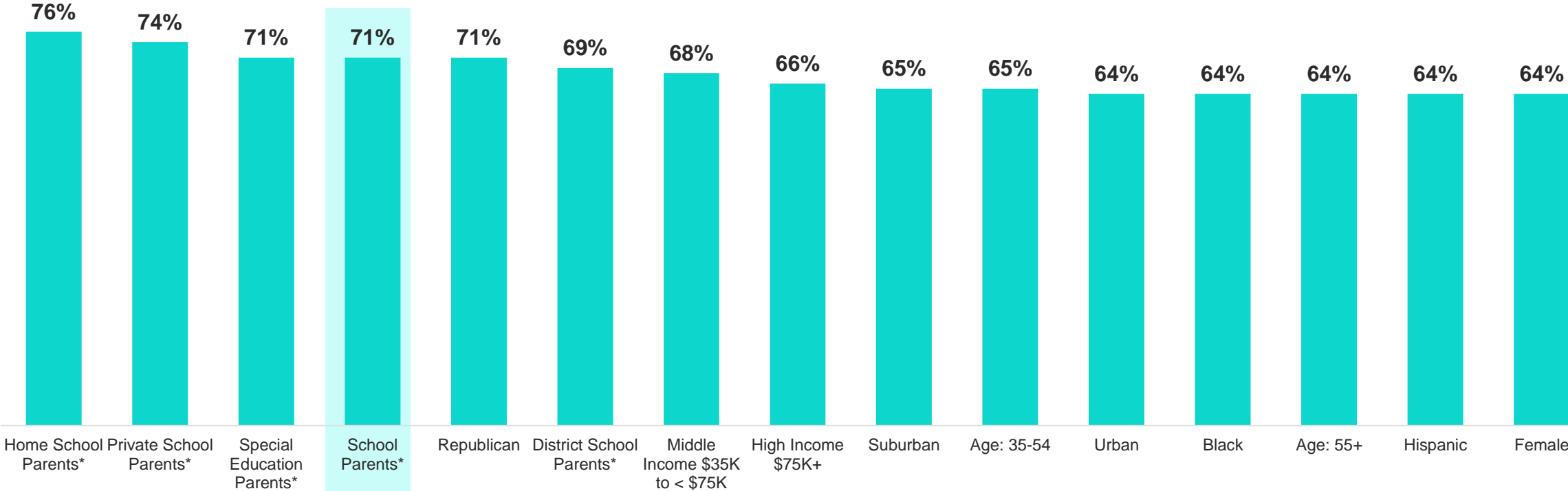
Note: Don't know/no opinion responses are not shown.

Roughly seven out of 10 school parents say they support public charter schools. There continues to be widespread support across demographics.

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

All Adults

Total Support
(Strongly Support + Somewhat Support)



* Denotes the sample came from school parents
 Note: Parent groups based on child/children school type attendance in SY21-22.
 Source: Survey conducted May 12, 2022 – May 17, 2022, among U.S. adults

Support of charter schools remains high across demographics, especially among Republicans.

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 

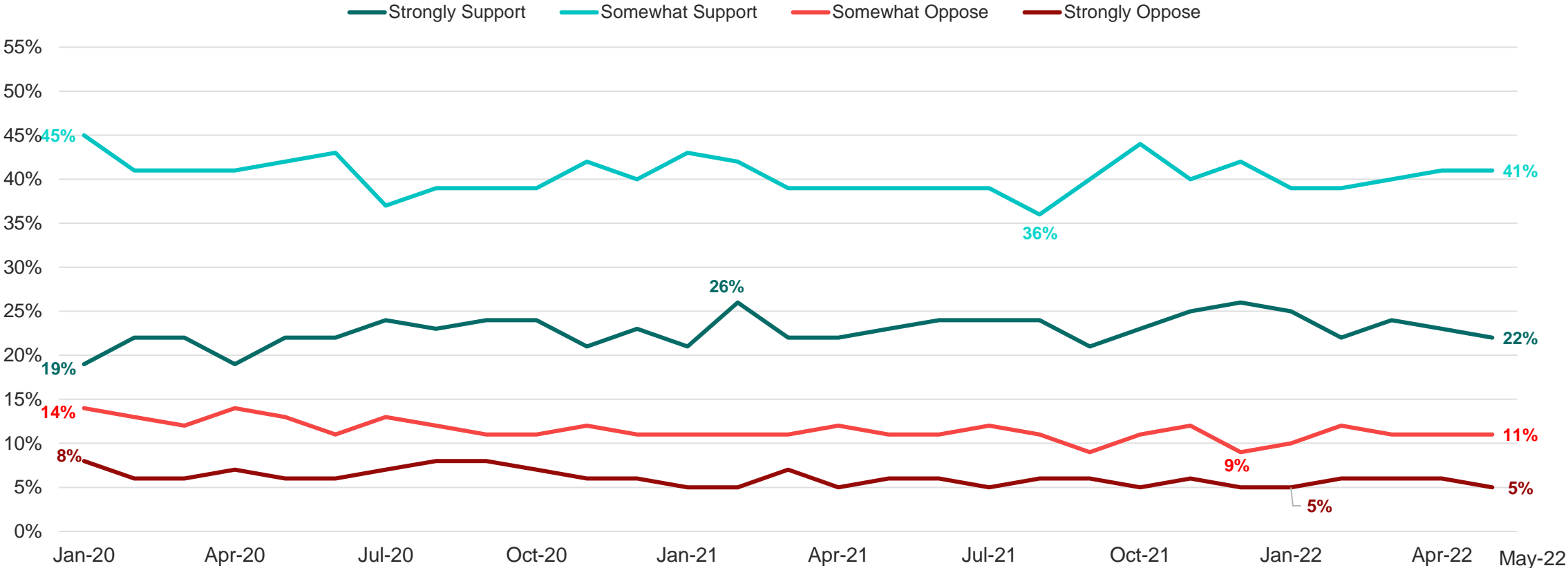
		Vs April		Vs April		Vs April		
Republican	71%	+0	Hispanic	64%	+2	Small Town	62%	+3
Northeast	69%	+5	Gen X	64%	+1	Midwest	62%	+3
Educ: Bachelors or Postgrad	68%	+2	Black	64%	+0	Democrat	61%	+2
Middle Income \$35K to < \$75K	68%	-1	Urban	64%	+0	Educ: < College	61%	-1
High Income \$75K+	66%	+1	West	64%	-3	South	61%	-2
Millennial	65%	+2	Independent	63%	+0	Low Income < \$35K	59%	+1
Suburban	65%	+1	Non-Hispanic White	63%	-1	Rural	59%	-3
Female	64%	+3	Baby Boomers	63%	-2	Gen Z	55%	-6
			Male	63%	-3			

Source: Survey conducted May 12, 2022 – May 17, 2022, among U.S. adults

Americans' overall support for charter schools held steady in May. Strong support was nearly four times greater than strong opposition.

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

All Adults

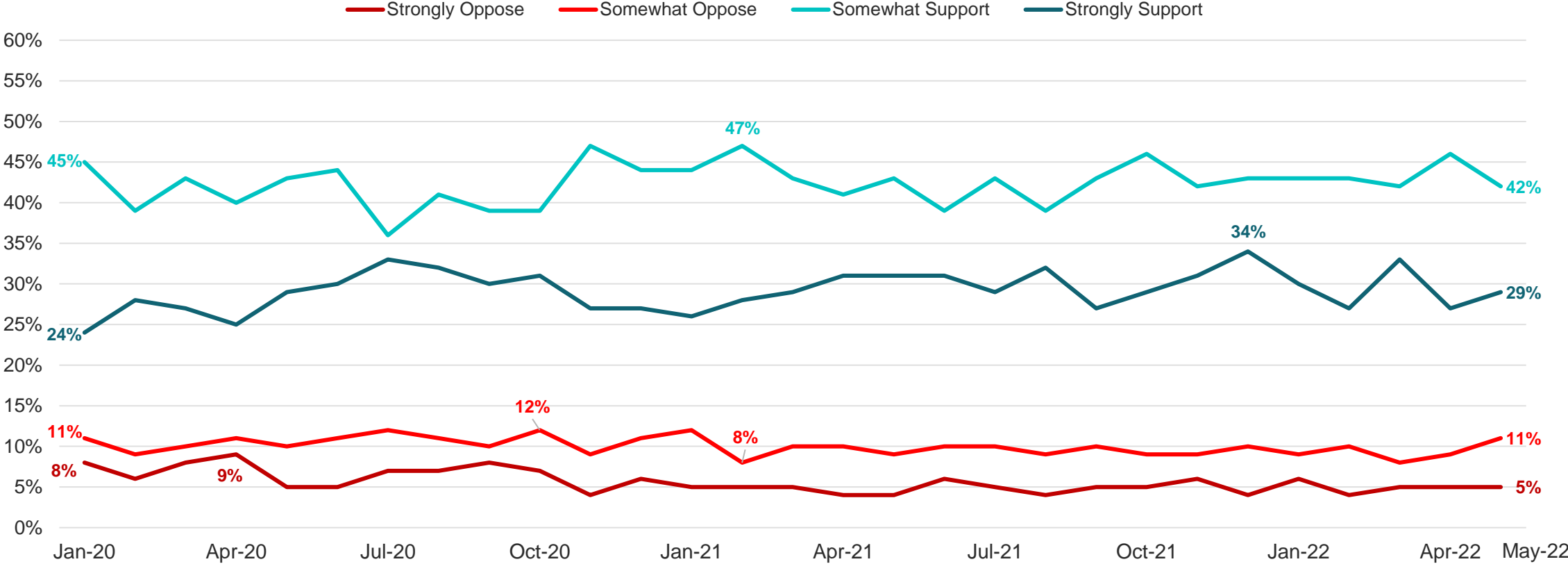


Note: Don't know/no opinion responses are not shown.

In May, school parents' overall support for public charter schools is more than four times as high as overall opposition. However, soft support decreased by four points since April.

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



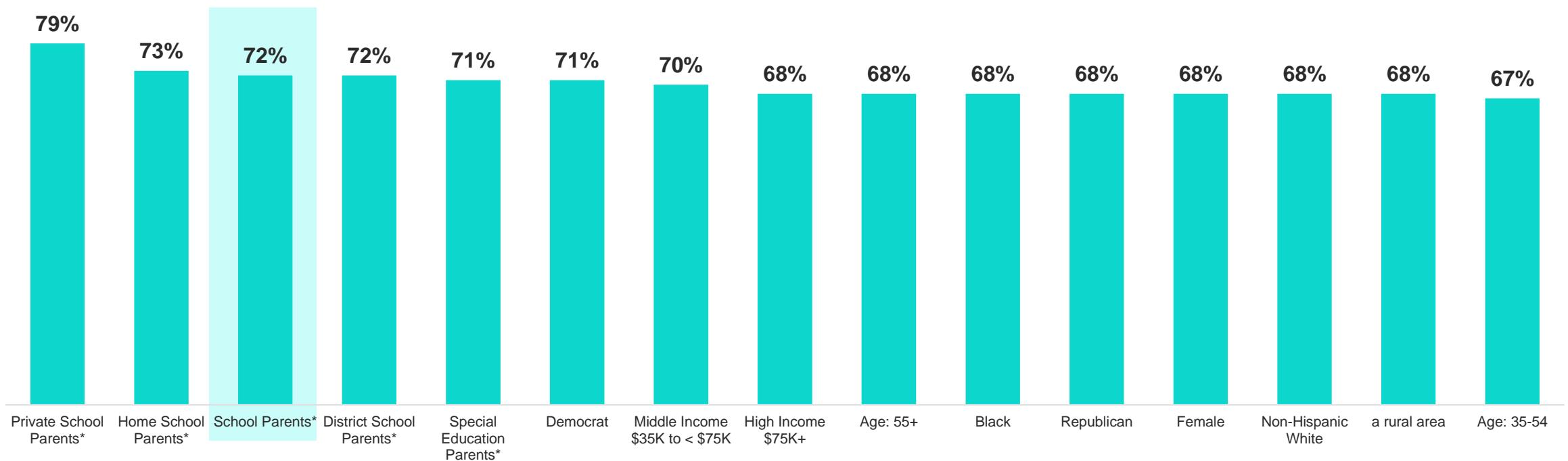
Note: Don't know/no opinion responses are not shown.

Roughly seven out of 10 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.

Source: Survey conducted May 12, 2022 – May 17, 2022, among U.S. adults

In May, INTER-district open enrollment support remains high but decreased among Hispanics and urbanites.

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

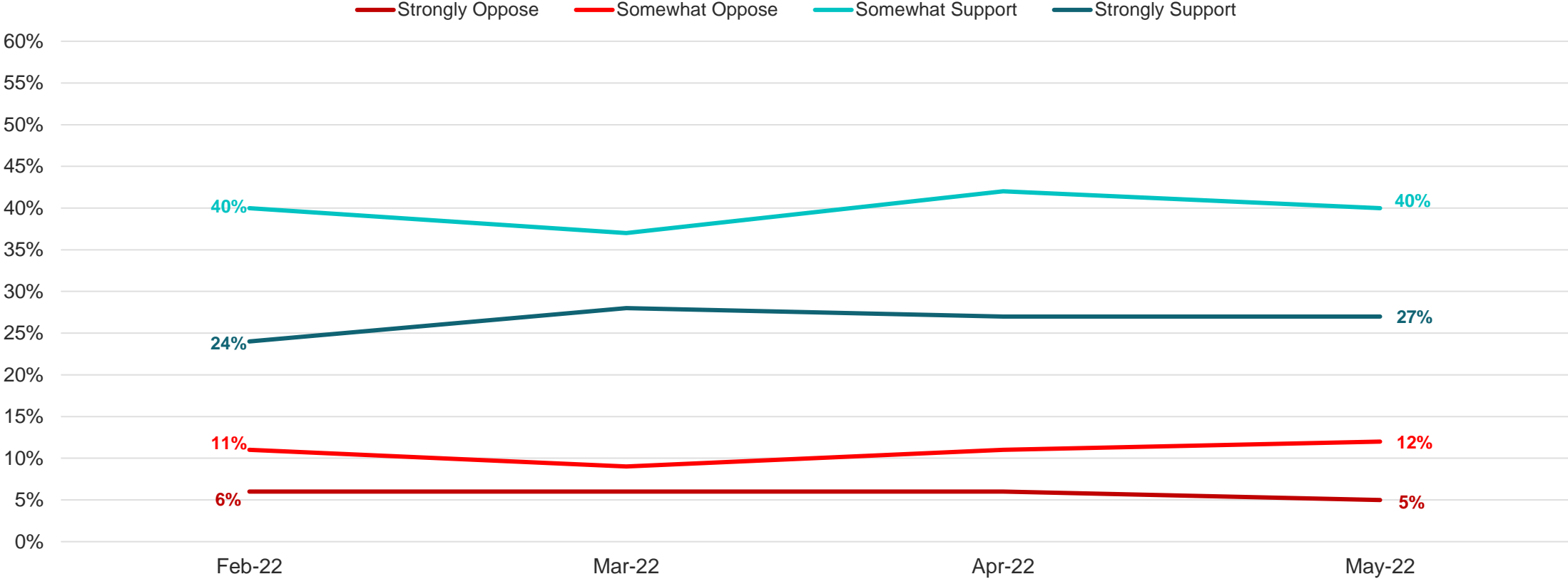
		Vs April		Vs April		Vs April		
Democrat	71%	+0	Female	68%	-4	Male	65%	+1
Middle Income \$35K to < \$75K	70%	-1	Republican	68%	-4	Independent	65%	-2
Northeast	69%	+5	Educ: Bachelors or Postgrad	67%	+1	Urban	65%	-8
Baby Boomers	69%	+3	Midwest	67%	-3	Small Town	64%	+3
Black	68%	+6	South	67%	-3	West	63%	-4
Rural	68%	+3	Suburban	67%	-3	Low Income < \$35K	62%	-3
Non-Hispanic White	68%	-1	Millennial	67%	-4	Hispanic	61%	-17
High Income \$75K+	68%	-3	Educ: < College	66%	-4	Gen Z	59%	-9
			Gen X	66%	-5			

Source: Survey conducted May 12, 2022 – May 17, 2022, among U.S. adults

The general population’s overall support of INTER-district open enrollment is nearly four times higher than overall opposition.

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

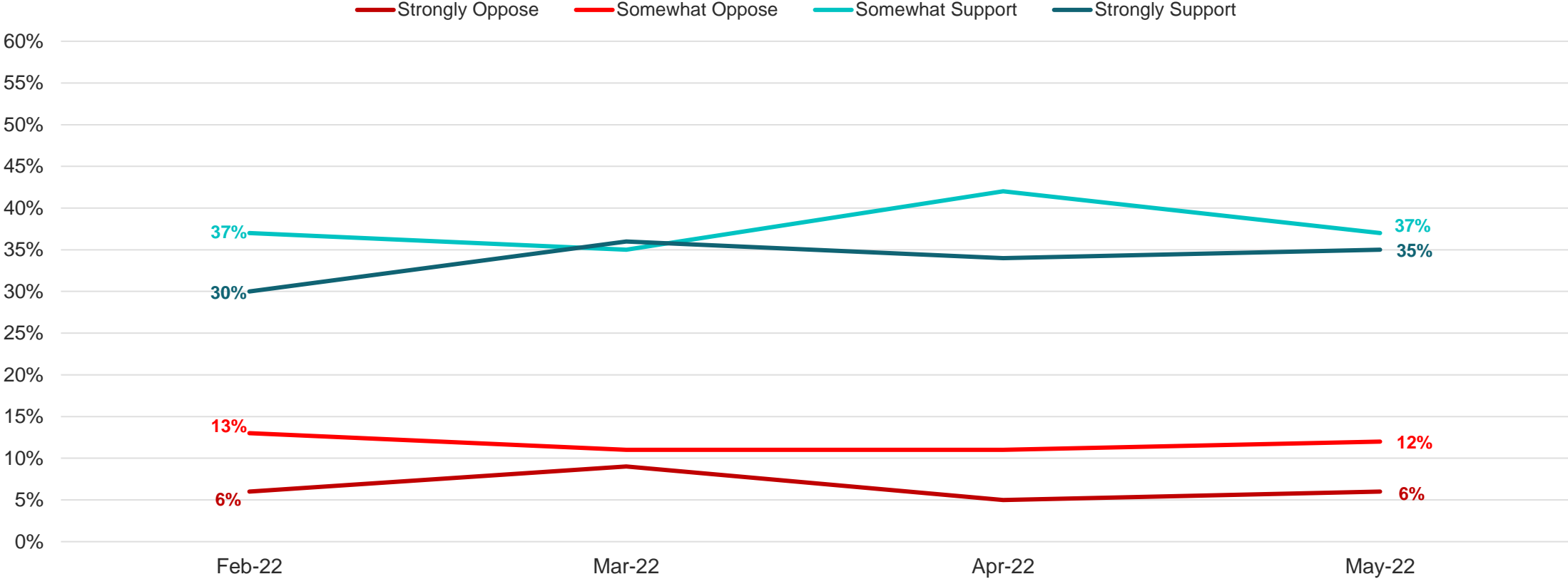


Note: Don't know/no opinion responses are not shown.

School parents' overall support of INTER-district open enrollment is four times higher than overall opposition.

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.

School Parents



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

AGENDA

COVID-19 AND SCHOOLING

SCHOOL CHOICE POLICIES

VIEWS ON K-12 EDUCATION

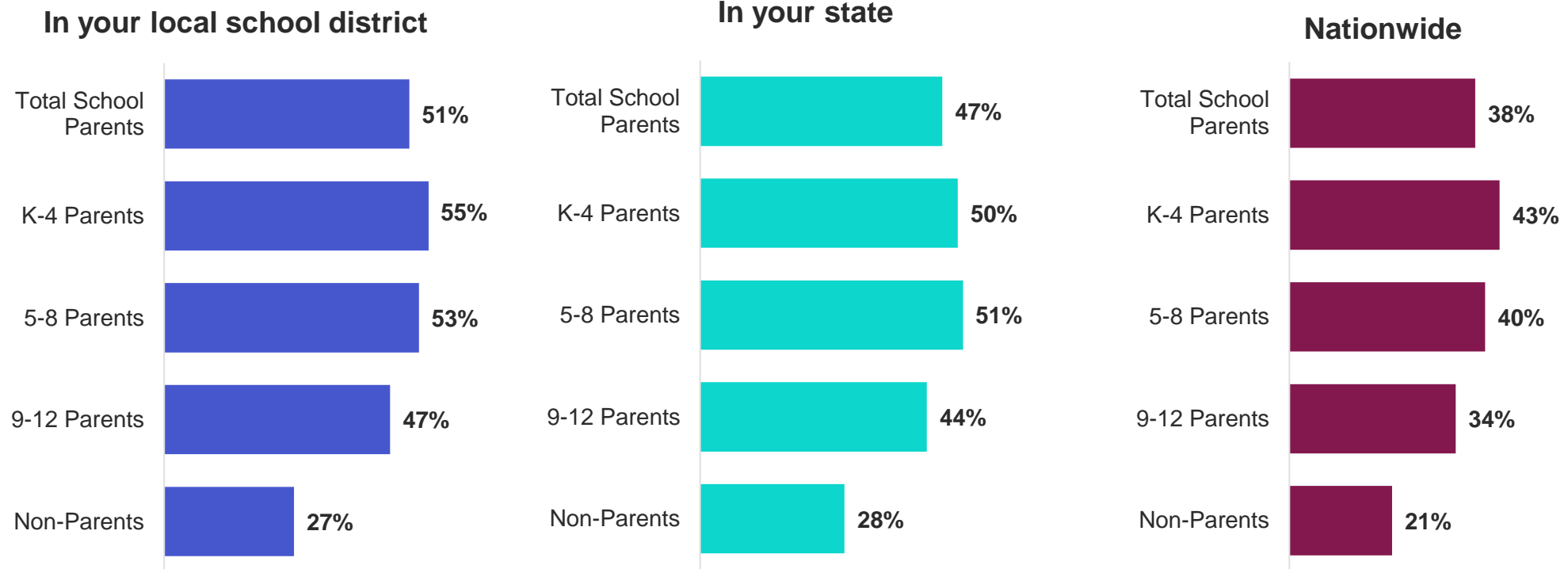
SURVEY PROFILE AND DEMOGRAPHICS



School parents, especially those of younger students, 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?

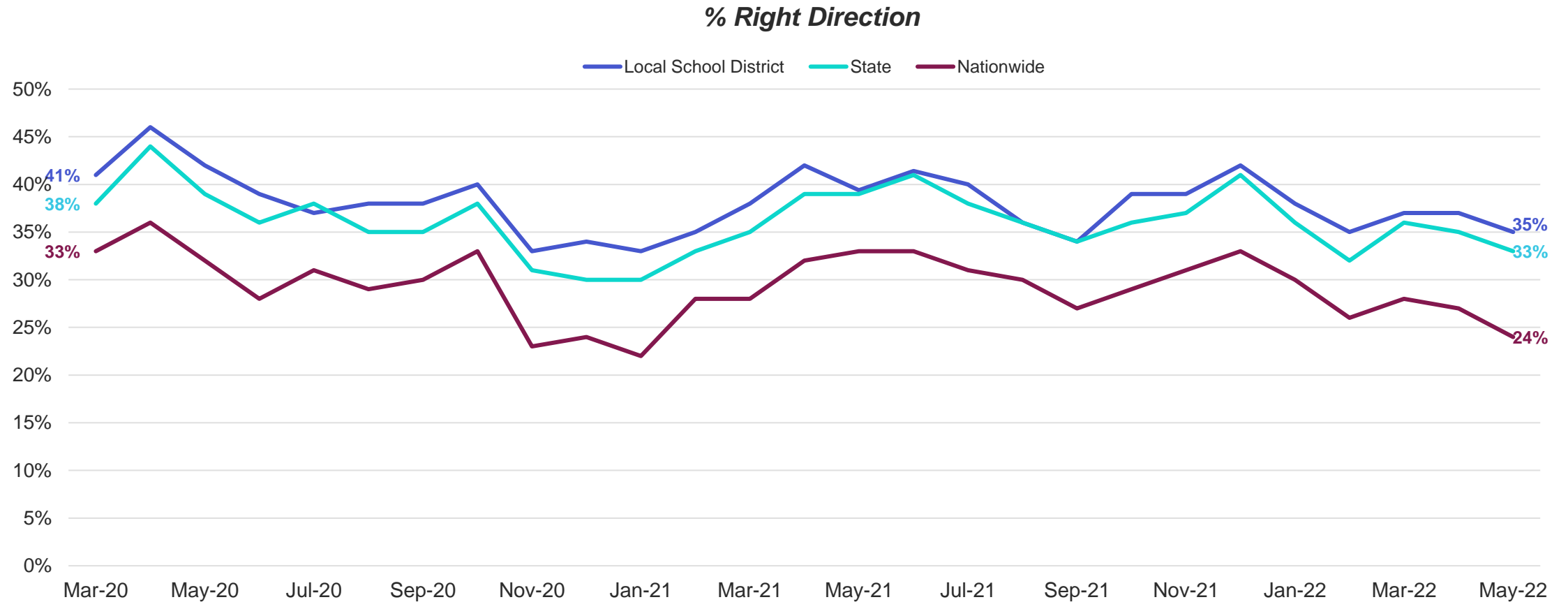
% Right Direction



In May, the public's positive views about the direction of K-12 education decreased slightly.

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?

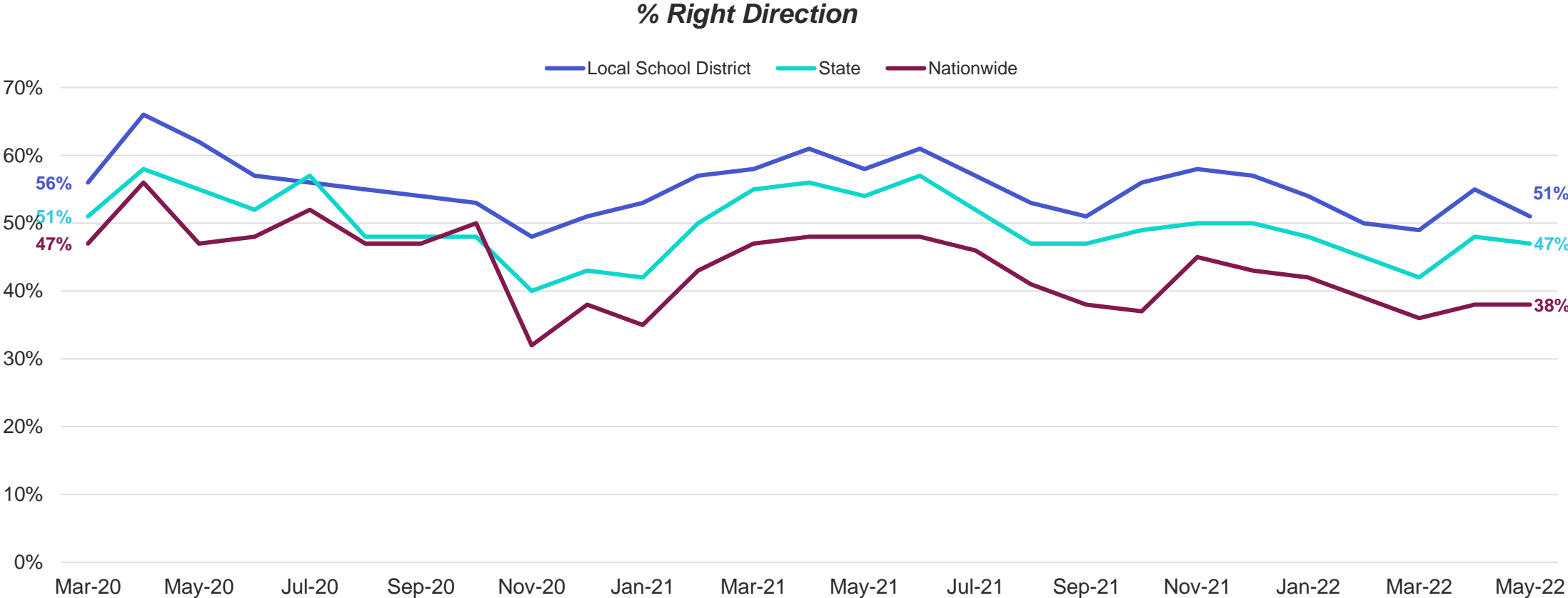
All Adults



In May, school parents were generally more positive about K-12 education remained more positive locally and at the state level, compared to their national views. But positive local sentiment decreased by four points.

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

School Parents



Most parents would give their child’s school an above average grade this past year. Although high school parents are less likely to give an ‘A’ than K-8 parents.

In thinking about the school your youngest/oldest child attends right now, what letter grade would you give it this school year?

School Parents

	A	B	C	D	F
Total School Parents	36	40	14	3	3
K-4 Parents	38	41	11	3	2
5-8 Parents	39	38	16	3	3
9-12 Parents	27	42	20	3	4

Source: Survey conducted May 12, 2022 – May 17, 2022, among U.S. adults

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

Note: Results are a composite between those asked about their youngest child and those asked about their oldest child.

School parents are more likely to give their schools A's when it comes to technology, core subject instruction, compared to non-core subject instruction and discipline.

Continuing to think about your youngest/oldest child's school, please grade the school based on each of the following:

School Parents

	A	B	C	D	F
Use of technology	45	31	13	5	2
Core subject instruction	42	35	13	4	2
Professionalism of staff	39	33	14	6	3
Communication with parents	38	31	16	8	4
Extracurricular activities	36	29	16	7	4
Discipline	33	30	19	7	5
Non-core subject instruction/ Electives	32	32	20	6	4

Source: Survey conducted May 12, 2022 – May 17, 2022, among U.S. adults
 Note: Don't know/no opinion responses are not shown.
 Note: Results are a composite between those asked about their youngest child and those asked about their oldest child.

Americans are more likely to say core academic subjects are most important for grades K-8. They believe skills for future employment and core academic subjects 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 **42%**

-  Core academic subjects (57%)
-  Socialization (48%)
-  Become independent thinkers (47%)
-  How to be good citizens (44%)
-  Skills for future employment (41%)
-  Values, moral character, religious virtues (36%)
-  To fix social problems (24%)

Grades 9-12

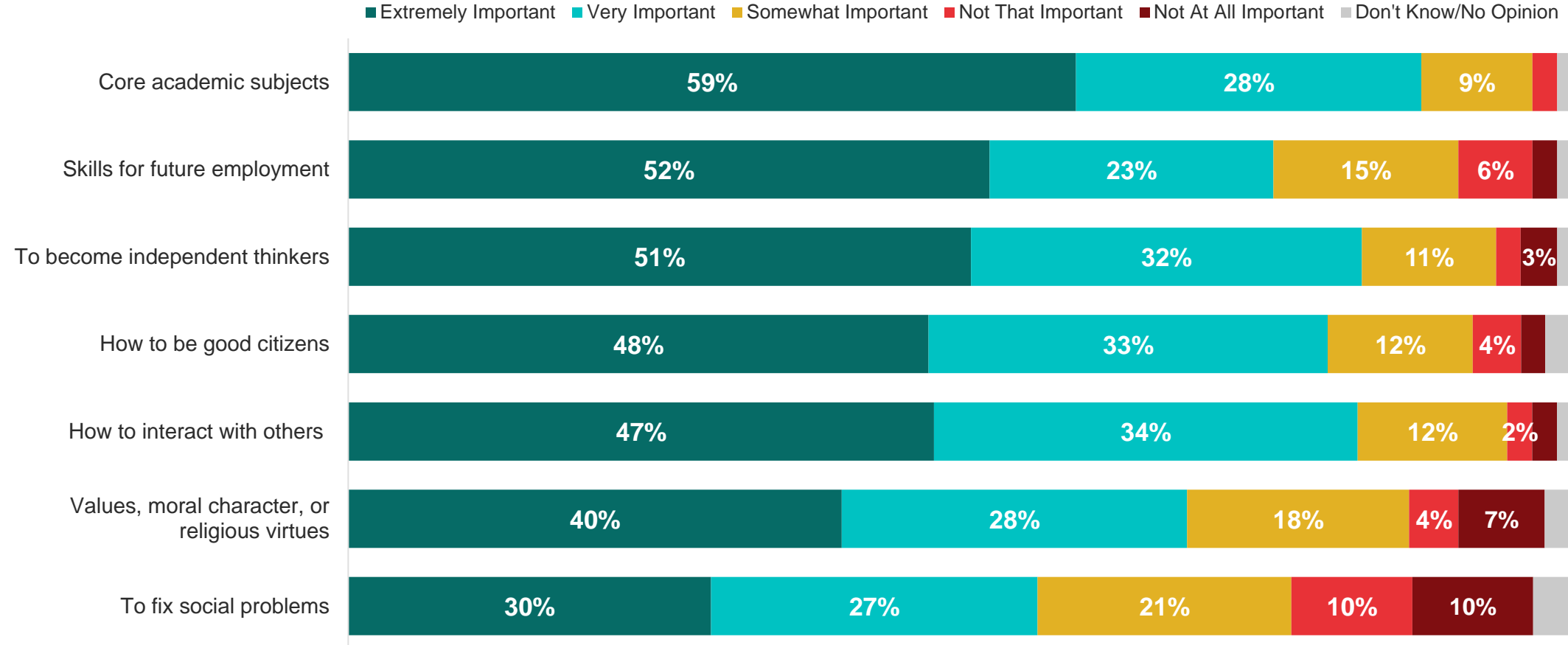
Average % selected Extremely Important **47%**

-  Skills for future employment (59%)
-  Core academic subjects (59%)
-  Become independent thinkers (52%)
-  How to be good citizens (47%)
-  Socialization (44%)
-  Values, moral character, religious virtues (38%)
-  To fix social problems (27%)

School parents are most likely to say core academic subjects are 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

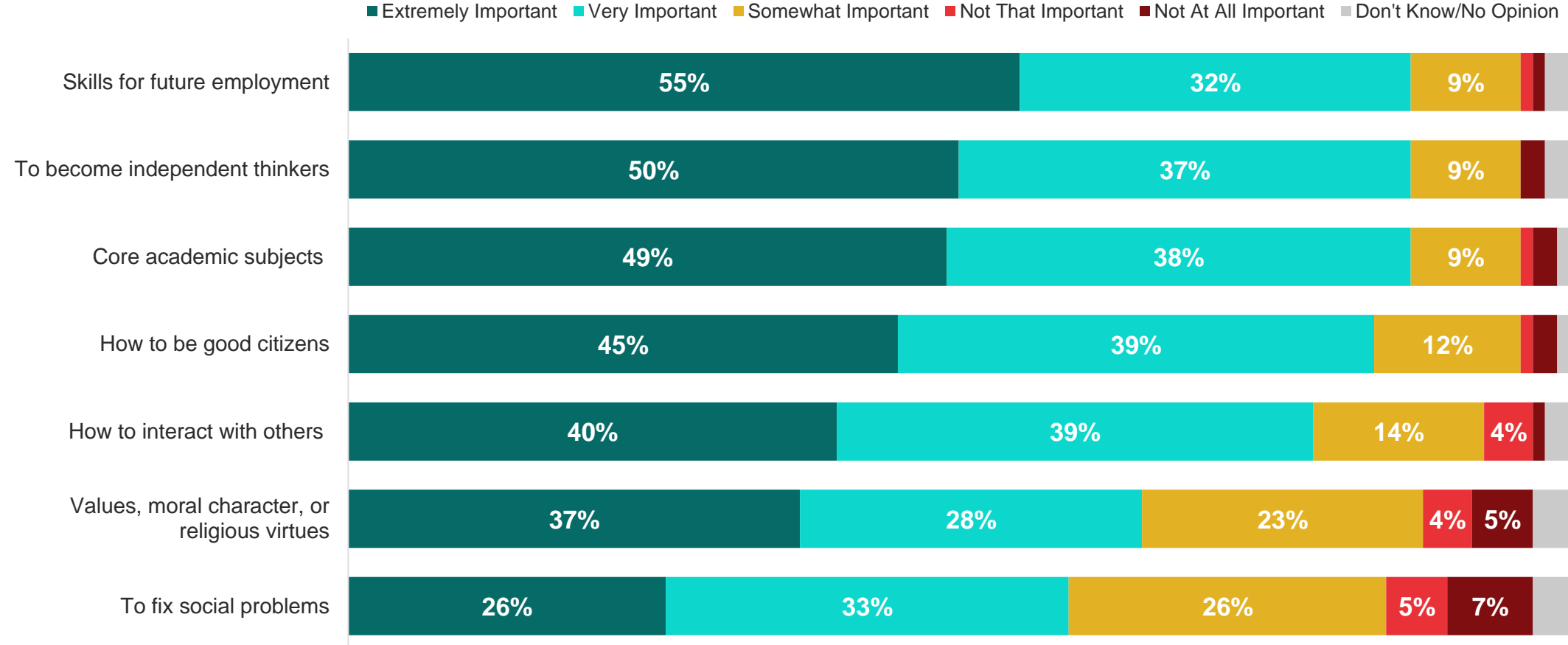


Source: Survey conducted May 12, 2022 – May 17, 2022, among U.S. adults

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

What do you believe should be the main purpose of education during **High School (9th through 12th grade)**? In your opinion, how important is it for students to learn...

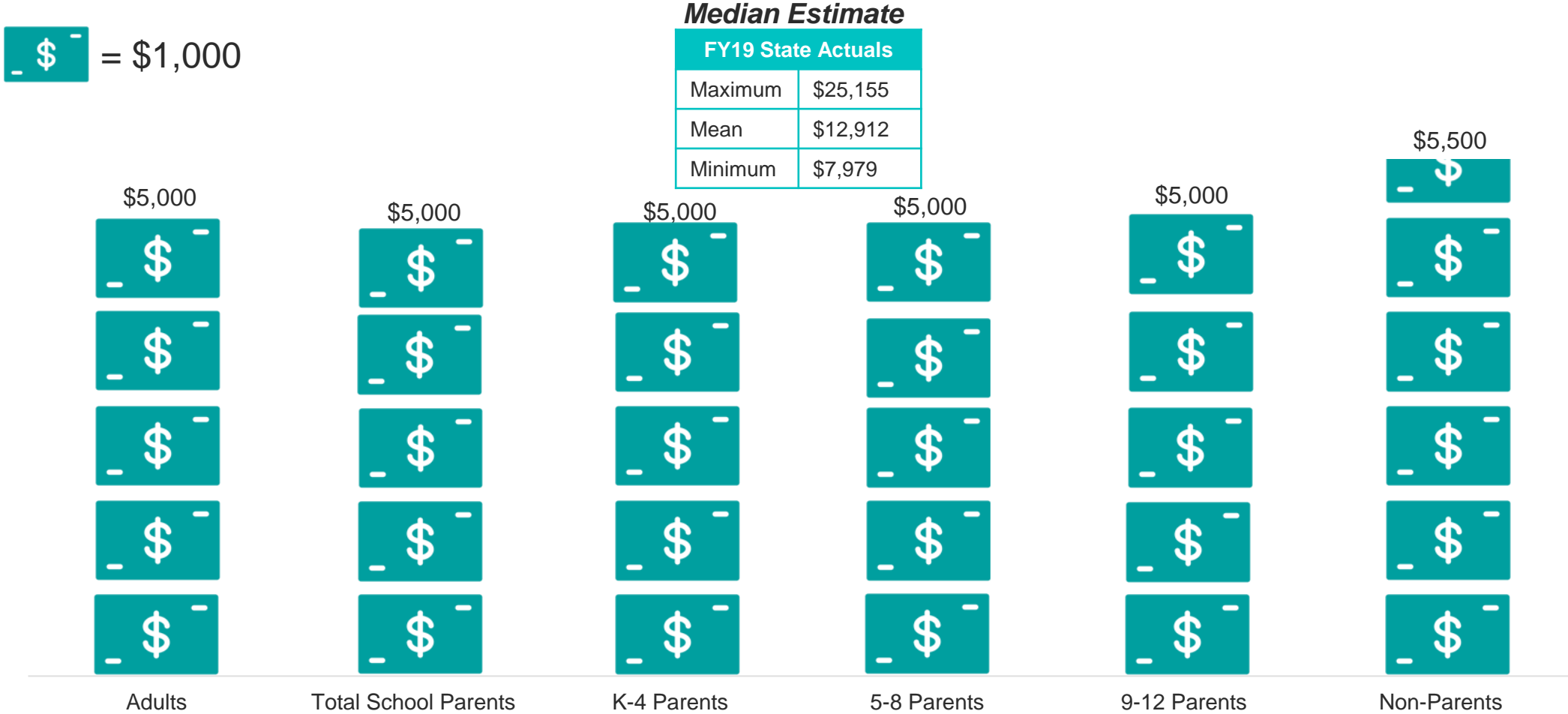
School Parents



Source: Survey conducted May 12, 2022 – May 17, 2022, among U.S. adults

Americans 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.

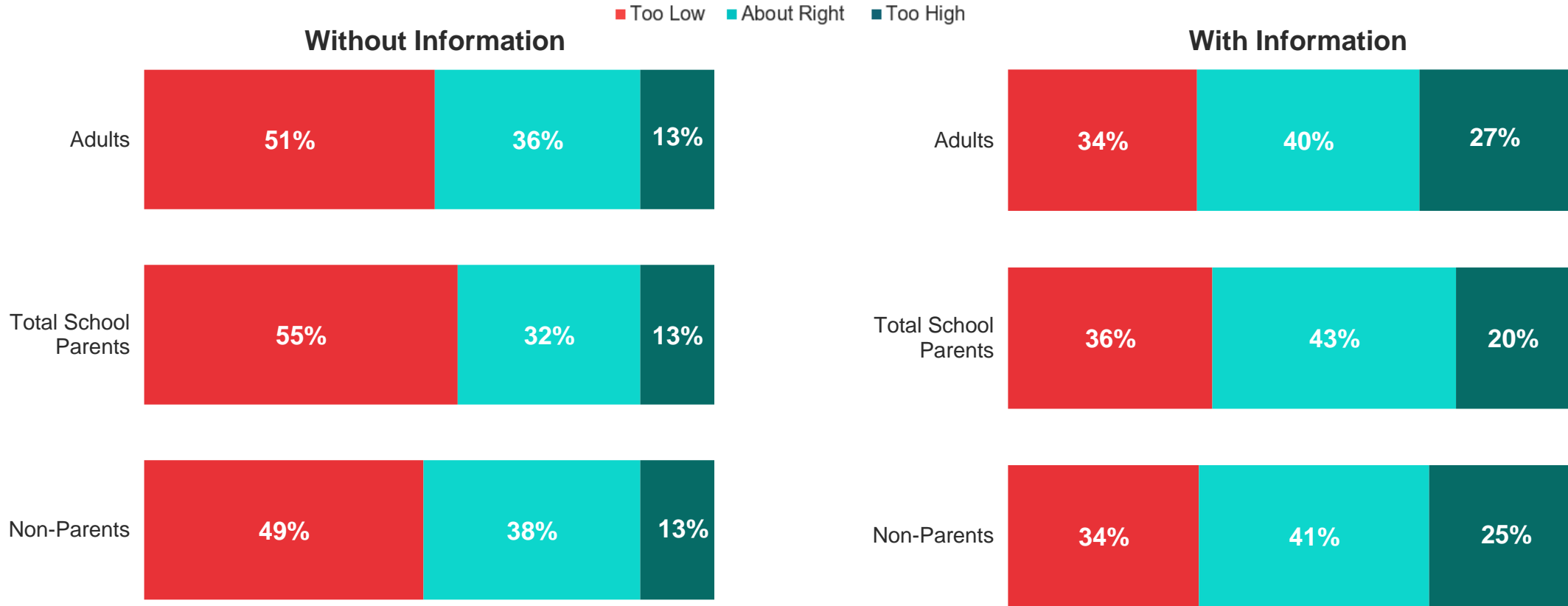


FY19 State Actuals Source: National Center for Education Statistics
 Source: Survey conducted May 12, 2022 – May 17, 2022, among U.S. adults

Americans are much less likely (-17 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:



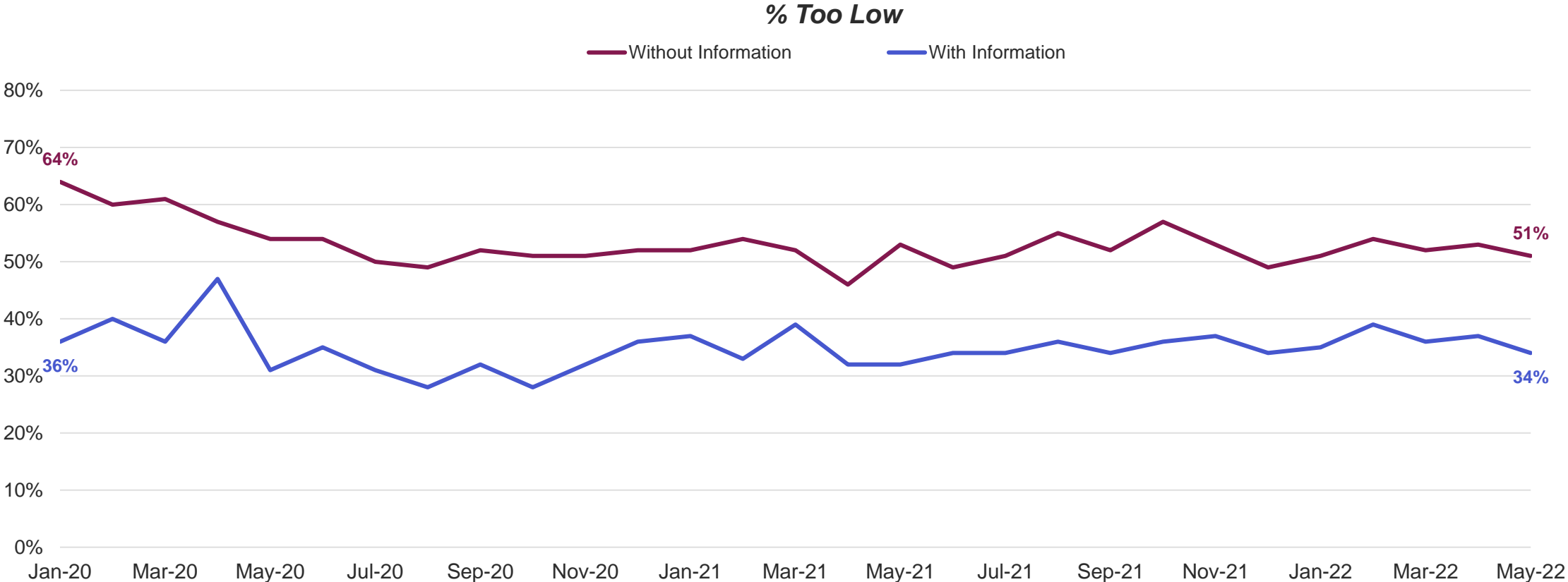
State Per Pupil Spending Source: 2022 EdChoice Share
 Source: Survey conducted May 12, 2022 – May 17, 2022, among U.S. adults

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

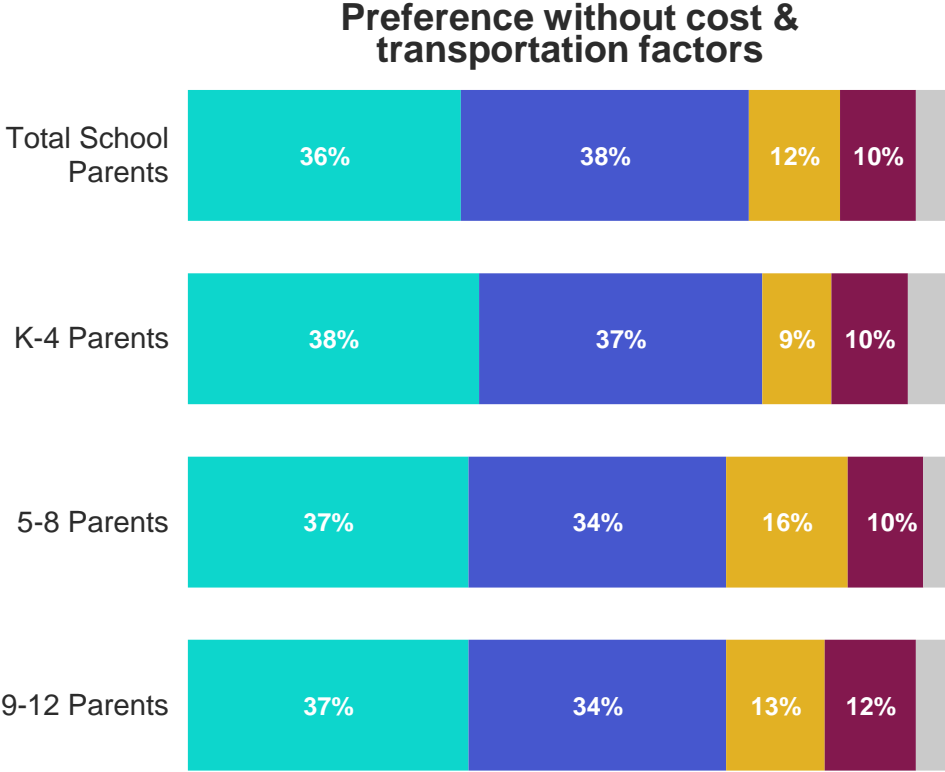
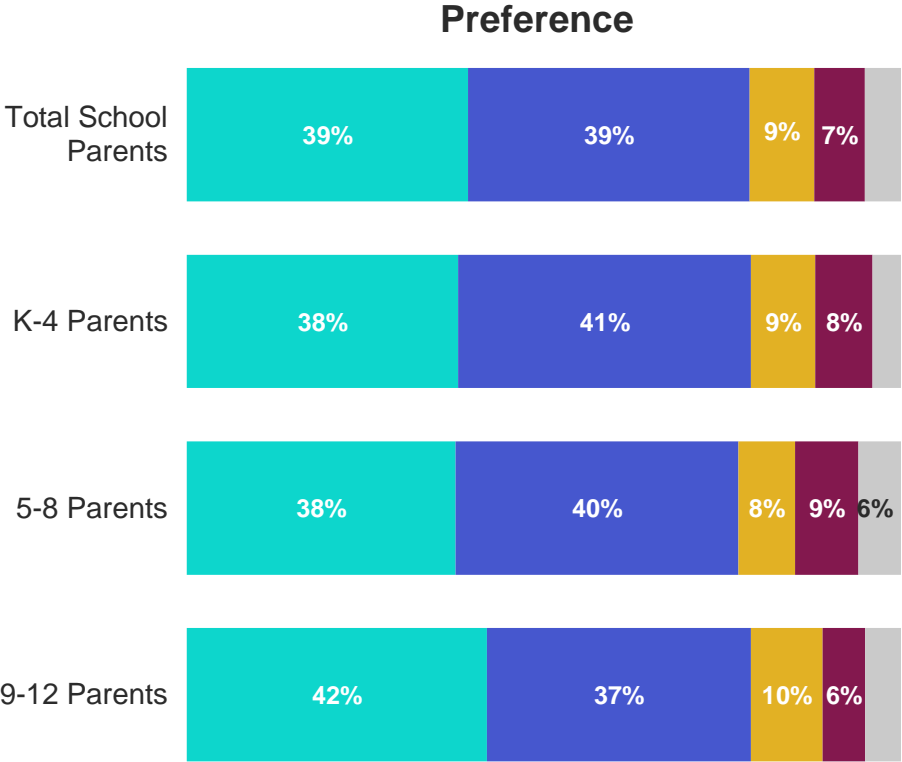


Parents' schooling preferences remain consistent, even when financial costs and transportation are removed as factors.

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

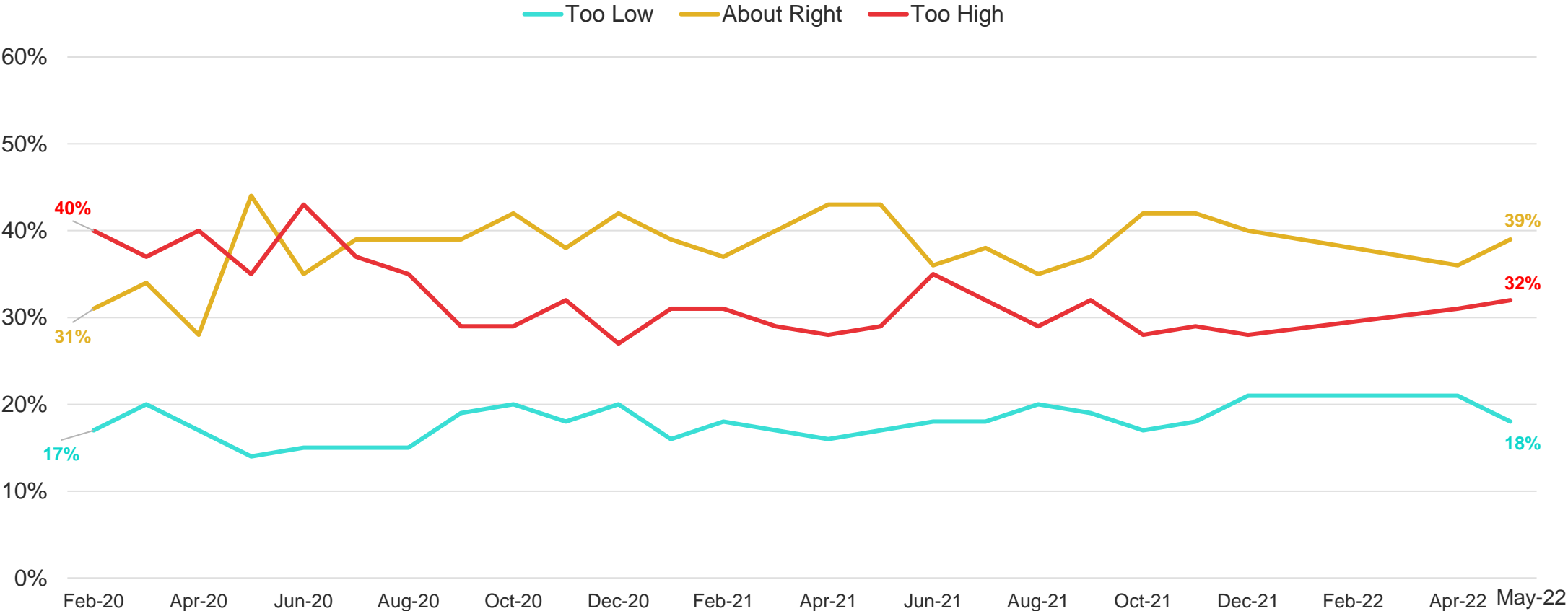


Source: Survey conducted May 12, 2022 – May 17, 2022, among U.S. adults

The majority of school parents still believe that the time spent on standardized testing is either ‘about right’ or ‘too high’.

All public schools and most private schools give their students standardized tests during the school year. When thinking about students preparing for and taking these tests, in general, do you believe the amount of time spent on standardized testing in American schools is:

School Parents



Note: Question was not asked in January 2022, February 2022, and March 2022.

Americans are more likely to prioritize education issues over others when thinking about voting for local offices. Women’s issues saw the largest increase across local, state, and federal 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

	LOCAL OFFICES	Vs April	STATE OFFICES	Vs April	FEDERAL OFFICES	Vs April
Economic Issues	55%	-1	52%	-4	51%	-7
Health Care Issues	33%	+0	31%	-4	29%	-6
Education Issues	30%	+2	24%	-2	22%	+1
Security Issues	28%	+1	24%	-2	28%	+1
Energy Issues	25%	+6	24%	+2	23%	-4
Senior’s Issues	23%	+0	27%	+1	24%	+0
Women’s Issues	22%	+7	24%	+7	25%	+10

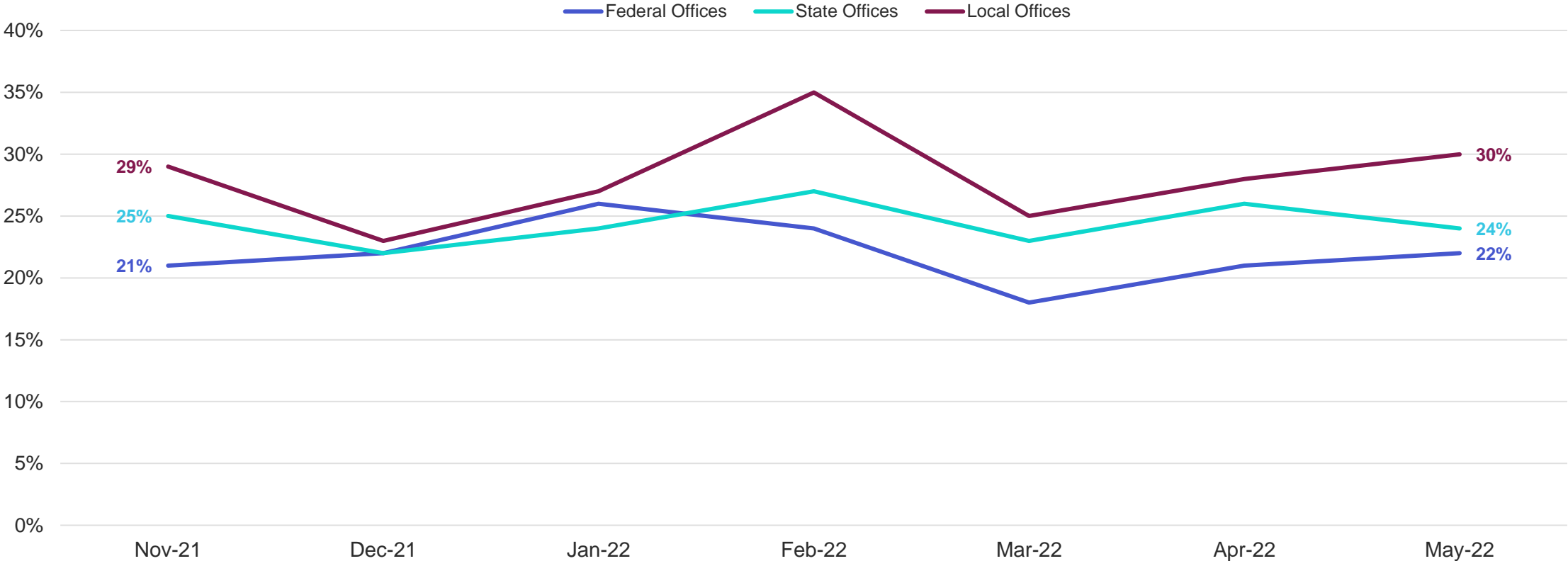
Participants were only randomly asked about one of three offices
 Source: Survey conducted May 12, 2022 – May 17, 2022, among U.S. adults

In May, the gap widened between the proportion of Americans who viewed education as a top local issue versus views at the state or federal 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 Education Issues



In May, substantially more special education parents viewed education as a top issue compared to the previous month.

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 April
Special Education Parents	41%	+10
Hispanic	40%	+2
Suburban	39%	+6
West	39%	+0
Middle Income \$35K-\$75K	37%	+3
Independent	37%	-4
Non-Hispanic White	35%	+3
South	35%	+2

		Vs April
District School Parent	35%	+0
Republican	34%	+4
Home School Parent	34%	+2
Educ: < College	34%	+1
Educ: Bachelors or Postgrad	34%	+0
Small Town	34%	-3
Private School Parent	33%	+6
Democrat	33%	+4

		Vs April
Low Income < \$35K	33%	+4
High Income: \$75K+	32%	-5
Northeast	30%	+3
Urban	31%	-2
Midwest	30%	-4
Rural	28%	-3
Black	26%	+2

Percentages are based on a composite score of all 3 offices asked (Federal, State, and Local).
 Source: Survey conducted May 12, 2022 – May 17, 2022, among U.S. adults

AGENDA

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SURVEY PROFILE AND DEMOGRAPHICS



Survey Profile, 1

Dates	May 12-17, 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 = 9.27 minutes, Oversample Median = 10.92 minutes
Sample Size	N = 2,200 General Population N= 1,119 Total School Parents
Oversampling	N = 700 School Parents
Quotas	Age, Gender
Weighting	Age, Race, Ethnicity, Gender, Education, Census Region
Measure of Precision (adjusted for weighting)	± 2.36 percentage points (Gen Pop), ± 3.71 percentage points (Oversample)
Participation Rate	31.35% (Gen Pop), 16.03% (Oversample)
Methods Page	https://edchoice.morningconsultintelligence.com/methodology/
Project Contact	Paul DiPerna, paul@edchoice.org

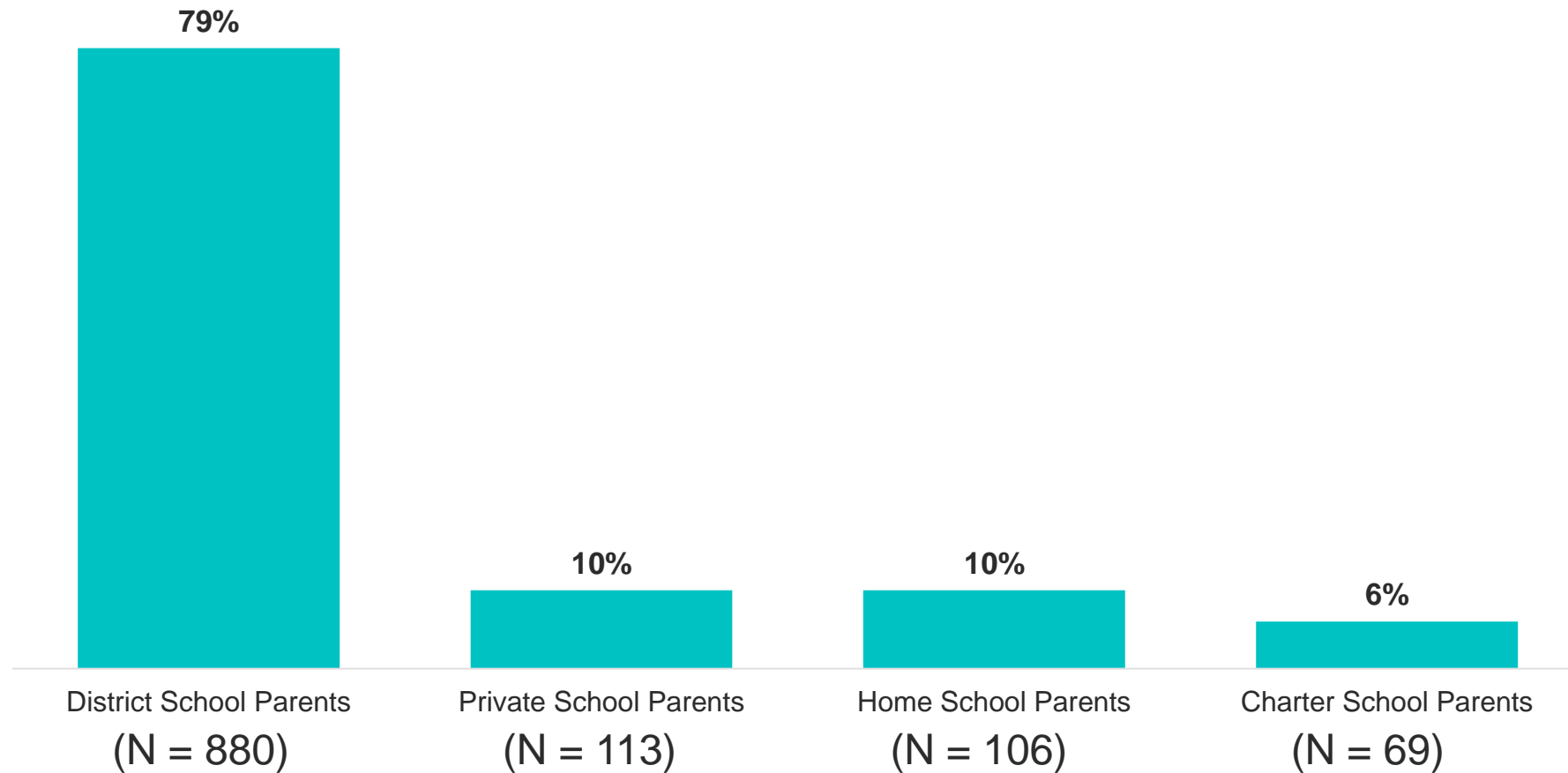
Demographics	Unweighted (N =)
Hispanic	221
Non-Hispanic White	1,579
Black	268
Other	123
Generation Z	219
Millennial	656
Generation X	281
Boomers	780
Male	825
Female	1,375
< College	1,465
College +	735
Northeast	391
Midwest	496
South	886
West	427

Demographics	Unweighted (N =)
Total School Parents*	1,110
K-4 Parents*	607
5-8 Parents*	456
9-12 Parents*	417
Non-Parents	893
Liberal	648
Moderate	603
Conservative	705
Democrat	762
Independent	605
Republican	633
Urban	540
Suburban	962
Small Town	282
Rural	416
Low Income <\$35K	891
Middle Income \$35K to <\$75K	755
High Income \$75K+	554

* Denotes the sample came from school parents

Demographics	Unweighted	Weighted	Target (%)
Hispanic	10%	16%	16%
White	78%	78%	78%
Non-Hispanic White	72%	n/a	n/a
Black	12%	12%	12%
Other	6%	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	66%	69%	69%
College +	34%	31%	31%
Northeast	18%	18%	18%
Midwest	23%	21%	21%
South	40%	37%	37%
West	19%	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 mission is to advance educational freedom and choice for all as a pathway to successful lives and a stronger society. We are committed to understanding and pursuing a K–12 education ecosystem that empowers every family to choose the learning environment that fits their children's needs best.

Learn more at: [EDCHOICE.ORG](https://edchoice.org)





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