



 MORNING CONSULT

EdChoice

GEN POP NATIONAL
POLLING PRESENTATION

April 2020

Key Points

- 1 COVID-19 is disrupting communities, schools, and routines. Parents, especially high school parents, feel prepared for a move to e-learning.
- 2 Americans' opinions on the direction of education have continued to climb since January. They trust teachers and principals to make good decisions about education. Trust in elected officials, while lower, has increased slightly.
- 3 Americans tend to think that per student spending and teacher salaries should increase. With kids at home and parents facilitating learning that opinion holds for teacher salaries even when provided with actual salary information.
- 4 School parents, especially high school parents, tend to be more favorable of school choice policies than non-parents but non-parent support increased when provided additional information.

Methodology (also see slides 39 - 40)

This poll was conducted from April 10 - 11, 2020, among a national sample of 2,200 adults. The interviews were conducted online and the data were weighted to approximate a target sample of adults based on age, race/ethnicity, gender, educational attainment, and region.

Contents



COVID-19 and Schooling



Opinions about K-12 Education



**Awareness and Favorability of
School Choice Policies**



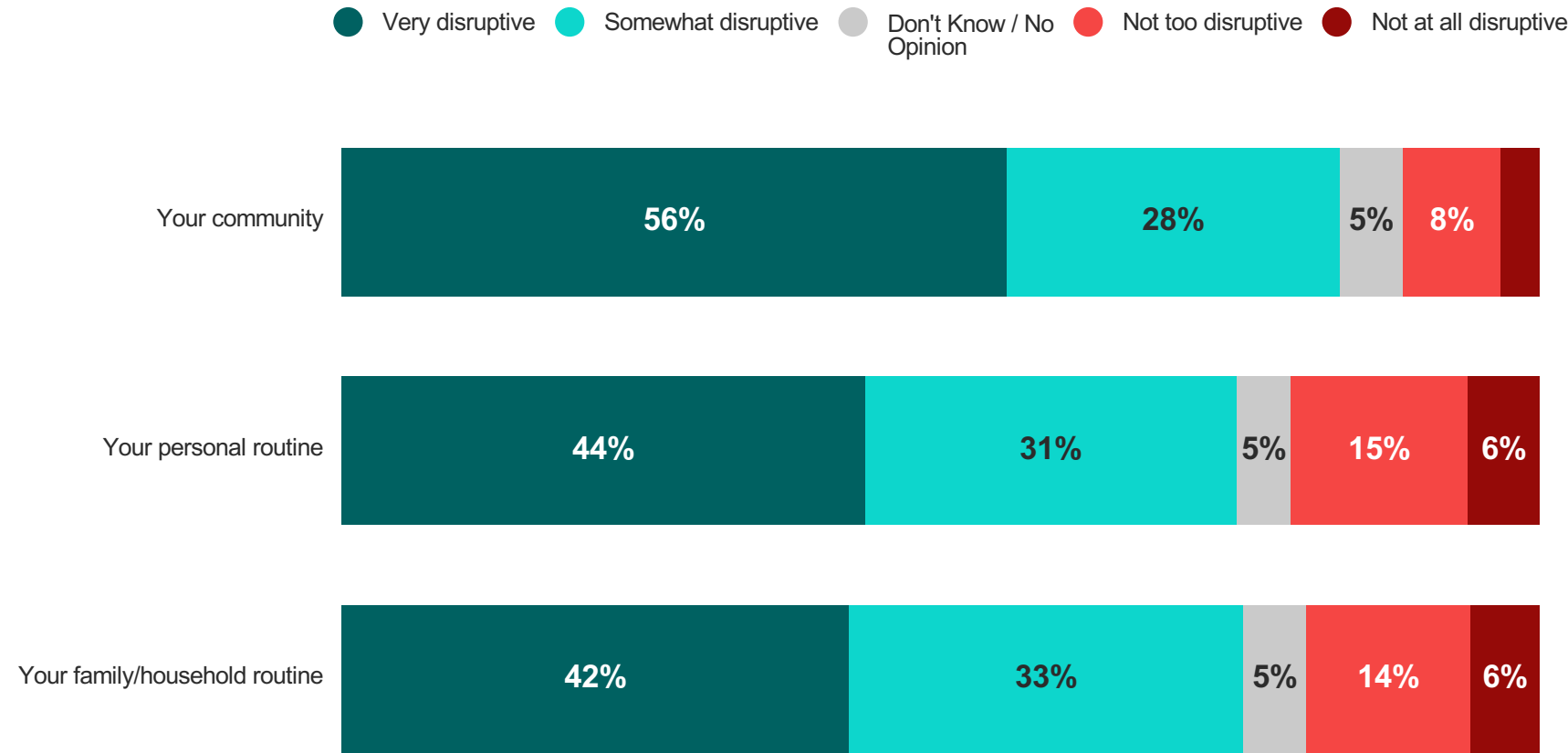
**Survey Profile, Demographics,
and Appendix**

COVID-19 Disruption

In April, the coronavirus was disrupting American lives, especially their communities.

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

All Adults



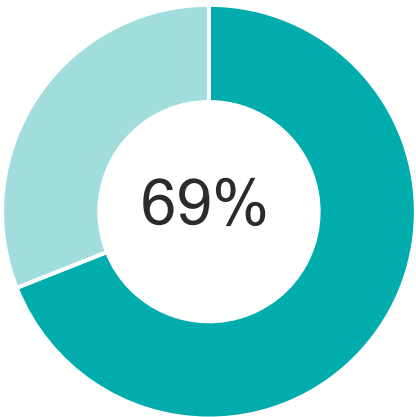
Distance
Learning

Almost 80% of parents reported that their child’s school had closed, but only 68% had received a coronavirus preparedness plan.

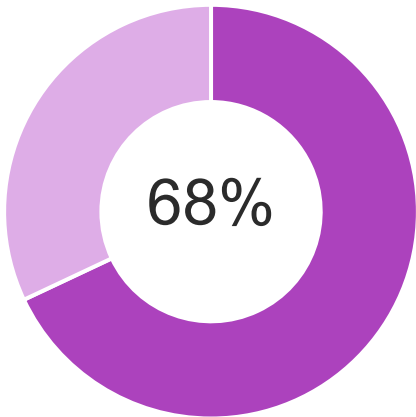
Has your child’s school...?

School Parents

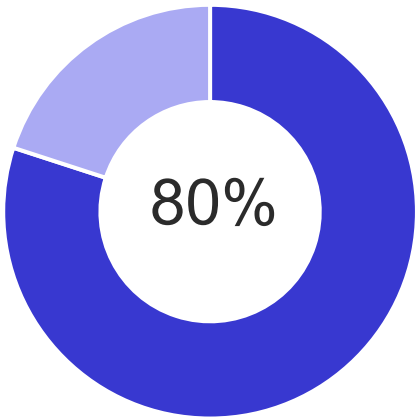
Notified you that it is monitoring the spread of the coronavirus



Communicated a coronavirus preparedness plan



Cancelled Classes

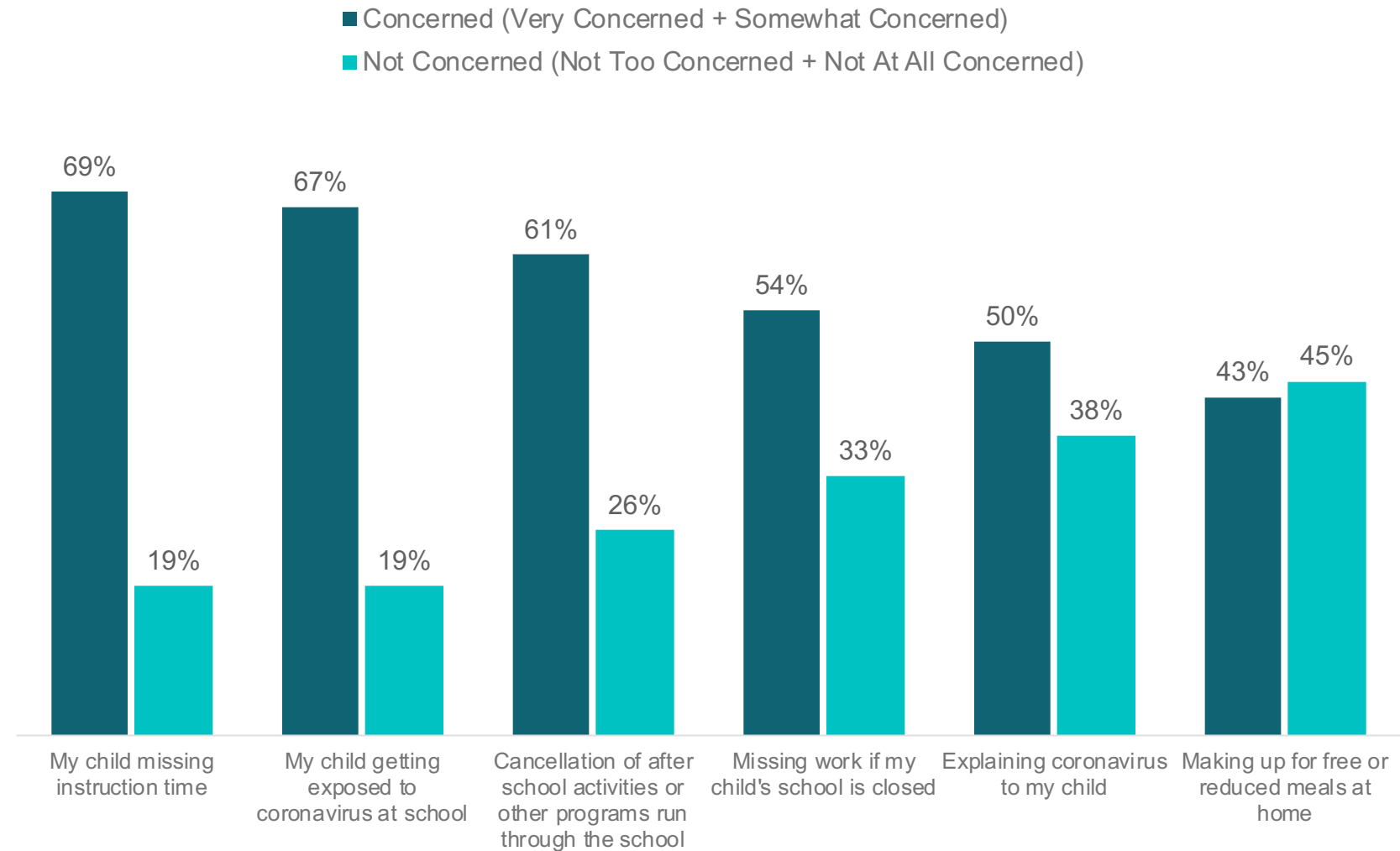


COVID-19
Concerns

Children missing instruction time and potential exposure to the virus were top concerns in mid-April.

Thinking about the coronavirus (COVID-19), how concerned are you about each of the following?

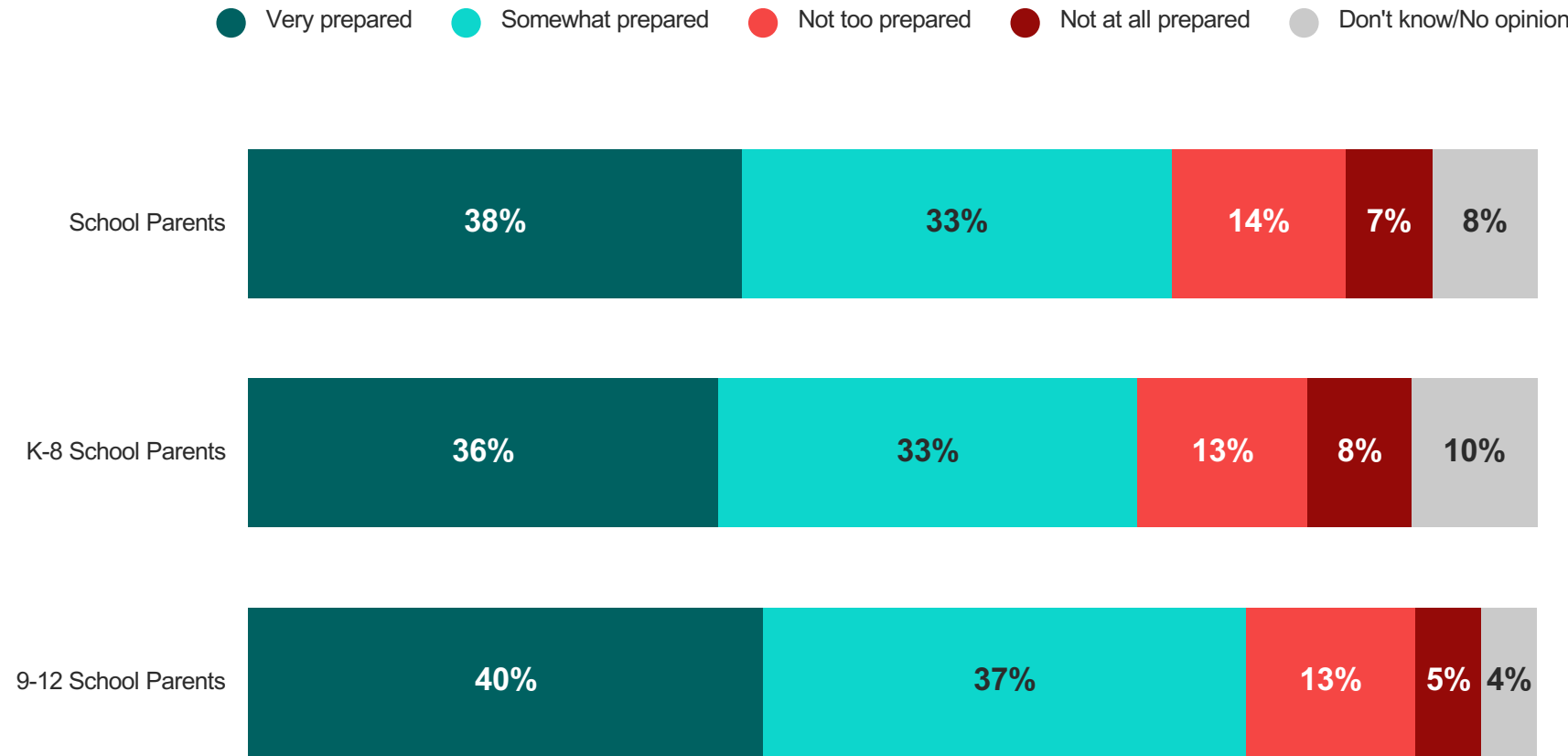
School Parents



e-Learning Preparedness

The majority of parents feel prepared to move to e-learning but high school parents are more confident.

How prepared do you feel about a decision to close your school and provide online instruction (also known as e-learning or e-days)?



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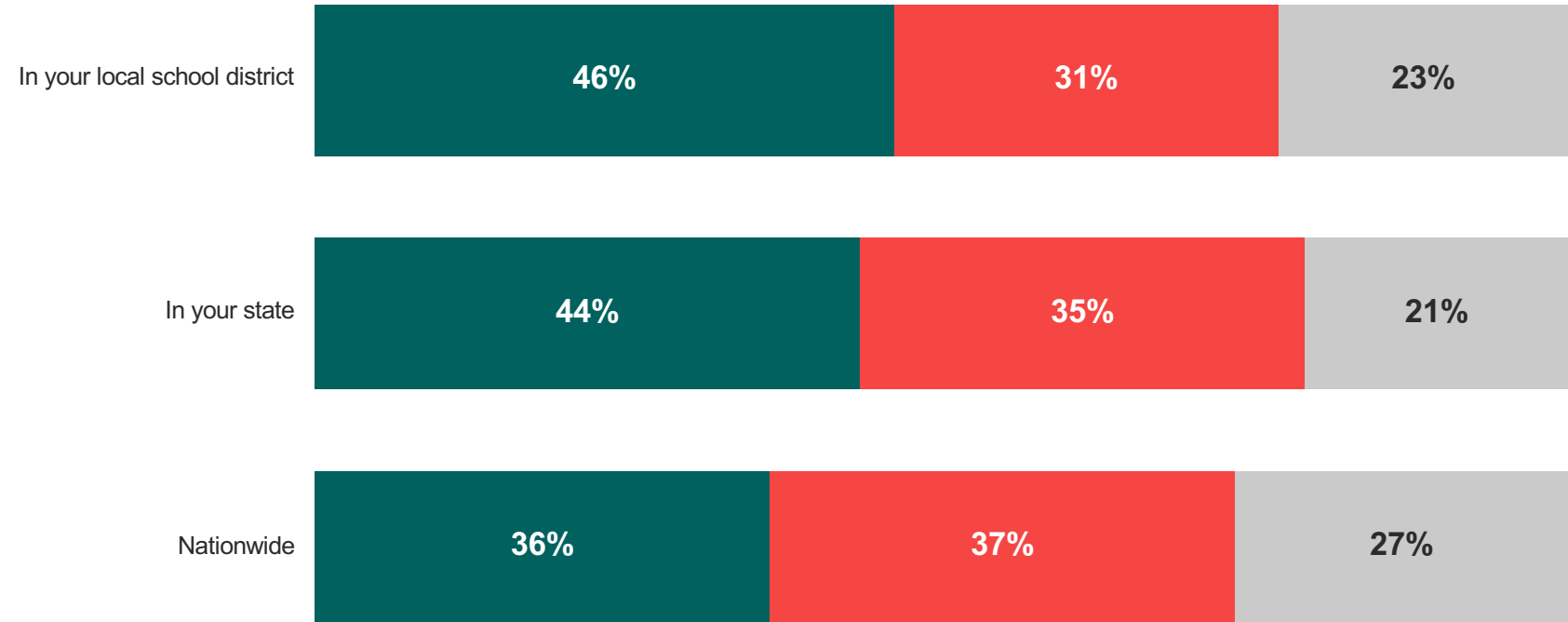
Direction of Education

A plurality of Americans feel their local school districts are moving in the right direction but they’re split on the direction nationwide.

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

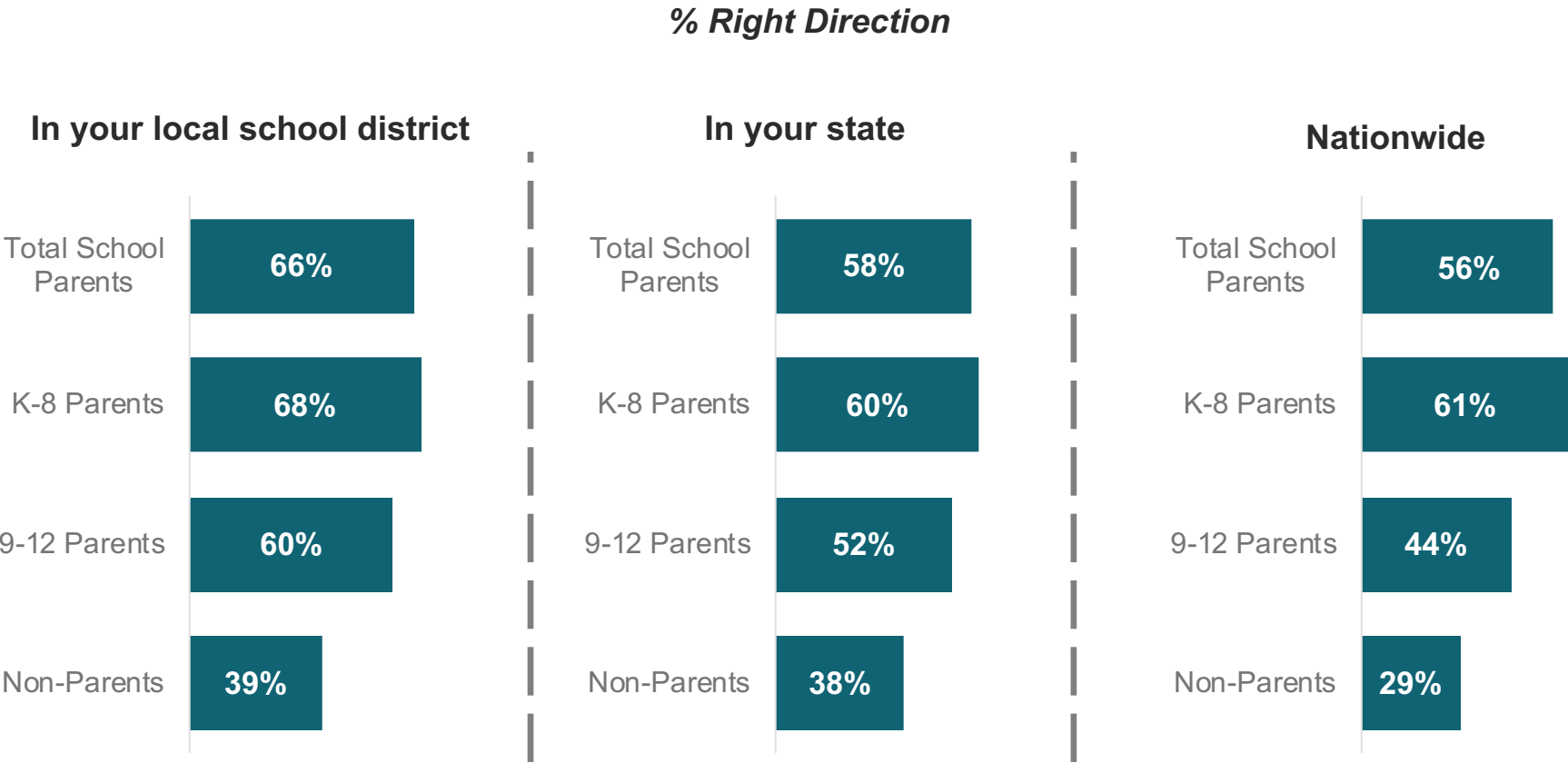
● Right Direction ● Wrong Track ● Don't Know/ No Opinion



Direction of Education

School parents are more likely than non-parents to feel that education is going in the right direction.

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?

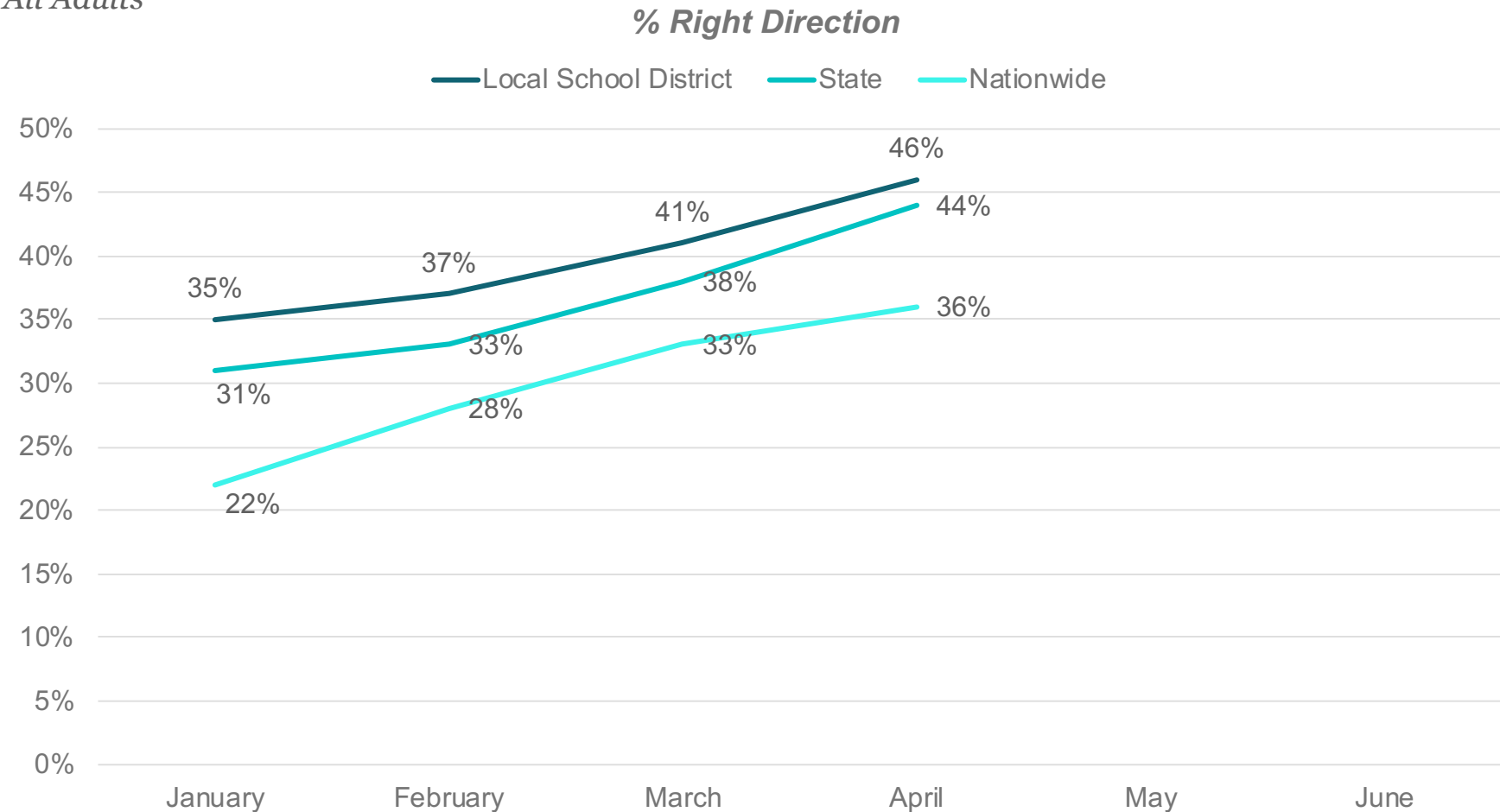


Direction of Education

Positive sentiment about the direction of K-12 education continued to increase in April.

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



Purpose of Education

Americans believe that high school should be focused on preparing students for life after graduation and K-8 should focus on core subjects.

*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 (57%)



Socialization (49%)



Become independent thinkers (46%)



How to be good citizens (45%)



Skills for future employment (40%)



Values, moral character, religious virtues (40%)



To fix social problems (23%)

Grades 9-12

Average % selected Extremely Important 51%



Skills for future employment (63%)



Become independent thinkers (57%)



Core academic subjects (56%)



How to be good citizens (53%)



Socialization (49%)



Values, moral character, religious virtues (44%)



To fix social problems (33%)

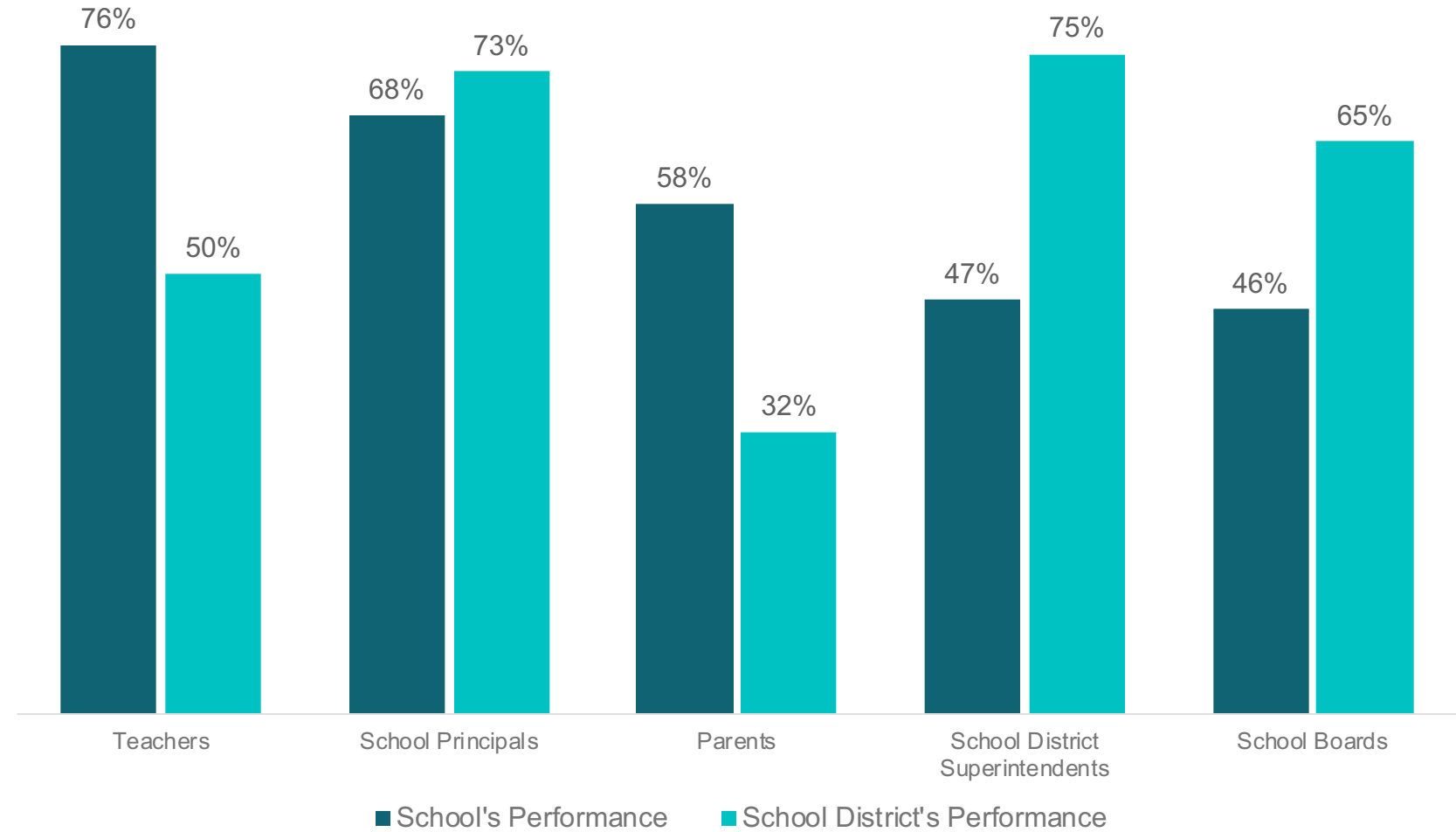
Performance Responsibility

American think teachers are most responsible for their school’s performance but view elected officials and principals as most responsible at the district level.

In your opinion, who should be held most responsible for a school's performance? Please rank your top 3.

In your opinion, who should be held most responsible for a school district’s performance? Please rank your top 3.

All Adults, % Ranked in the top 3

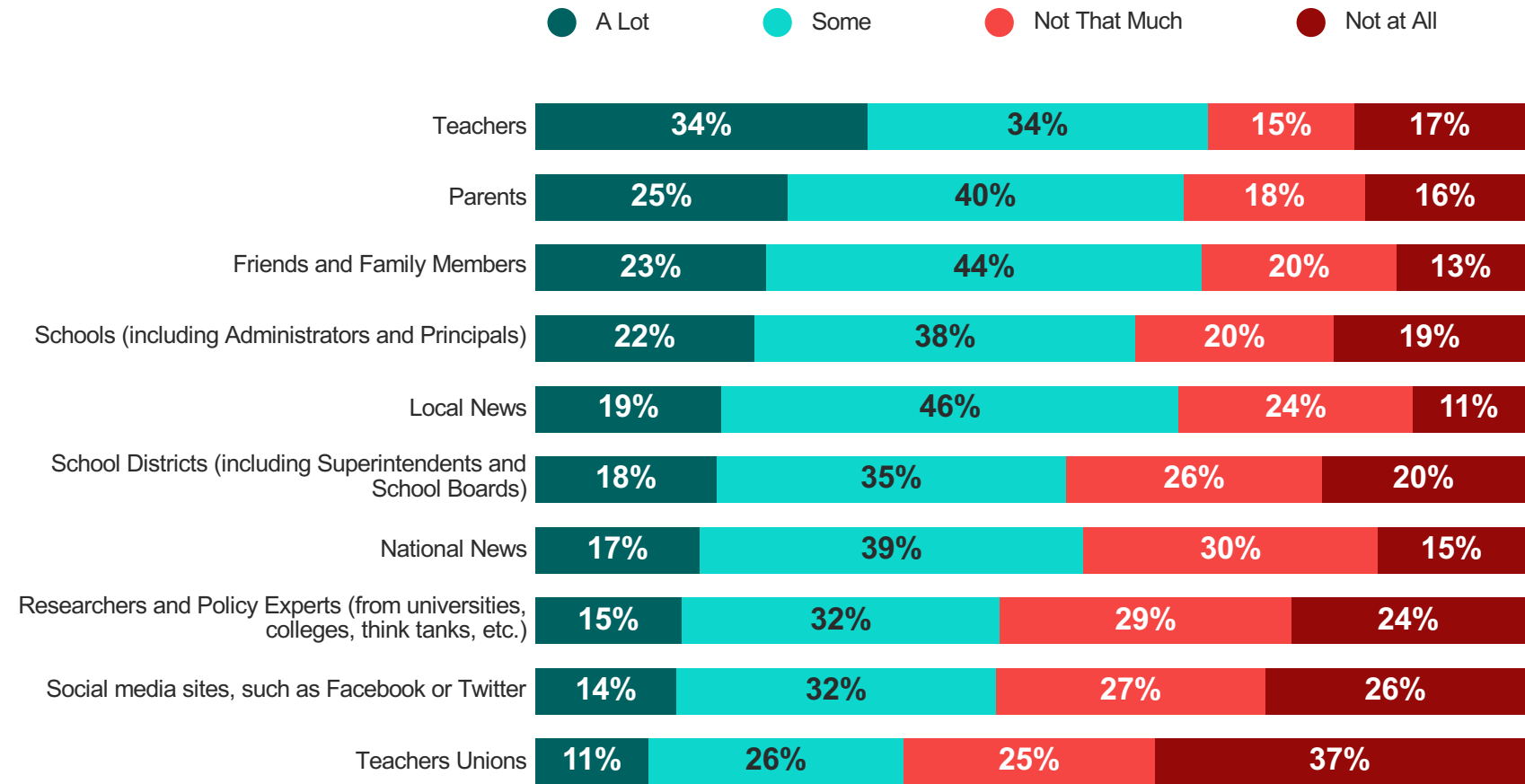


Source for Education Information

Americans get the most information about education through personal sources like teachers, parents, and friends and family.

How much information about education, if any, do you get from the following sources?

All Adults

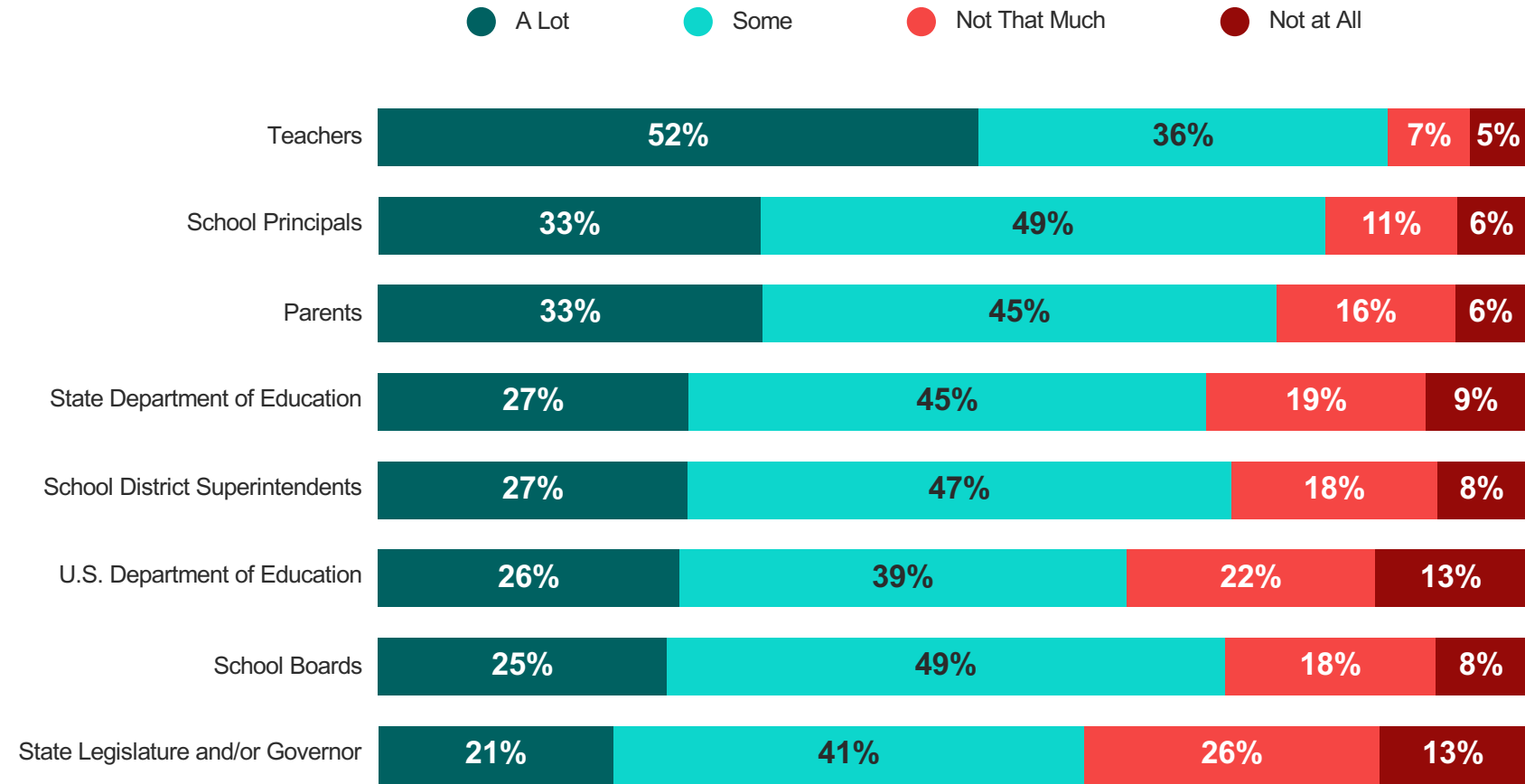


Trust in Education Decision Makers

Americans have the most trust in teachers to make good decisions about education. State and federal agencies had the higher levels of mistrust.

How much, if at all, do you trust the following to make good decisions about education?

All Adults

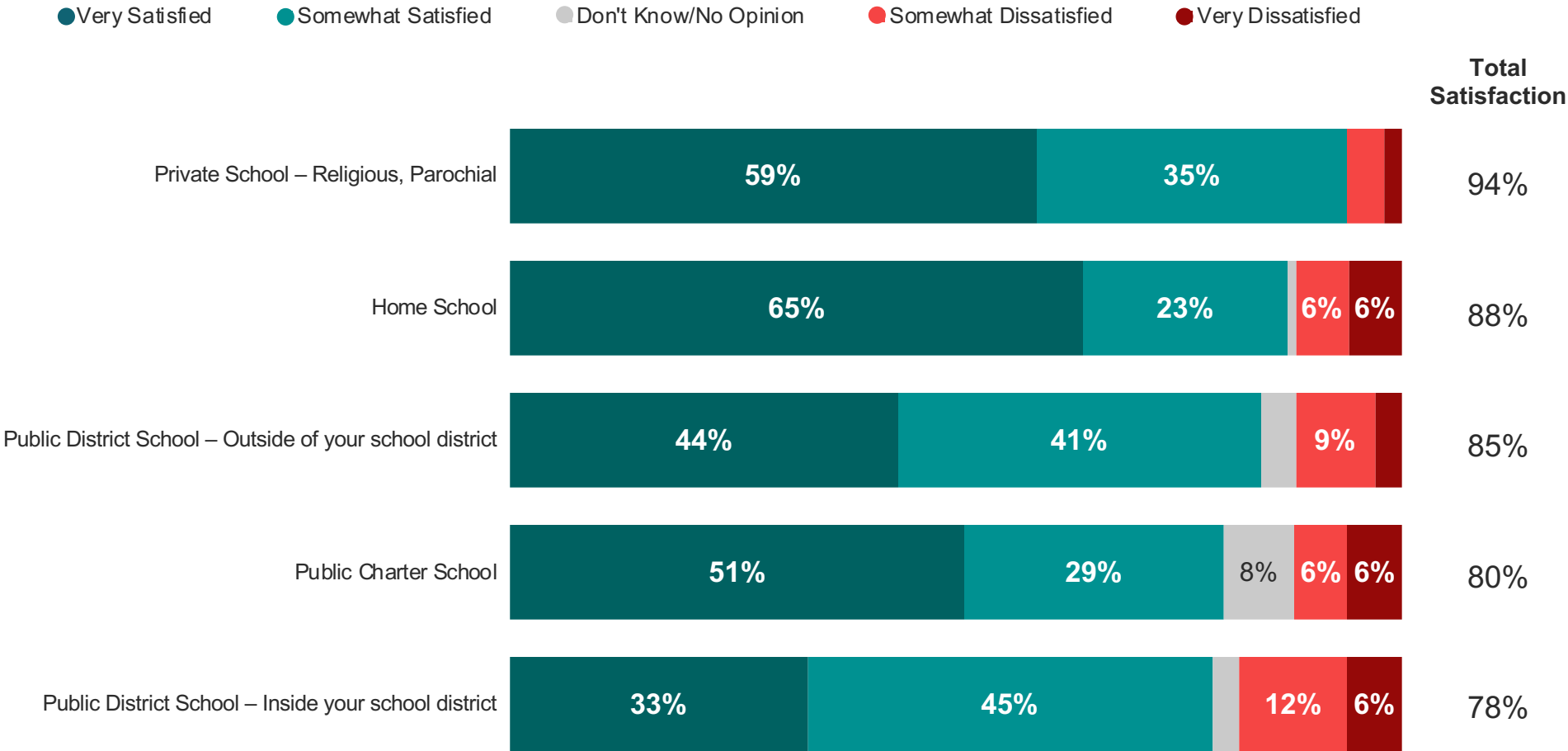


Satisfaction with Schooling

Satisfaction with schools is high overall but somewhat higher for private schools.

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

All Adults



Note: Private School – Non-Religious, Secular not shown due to low sample. N=71

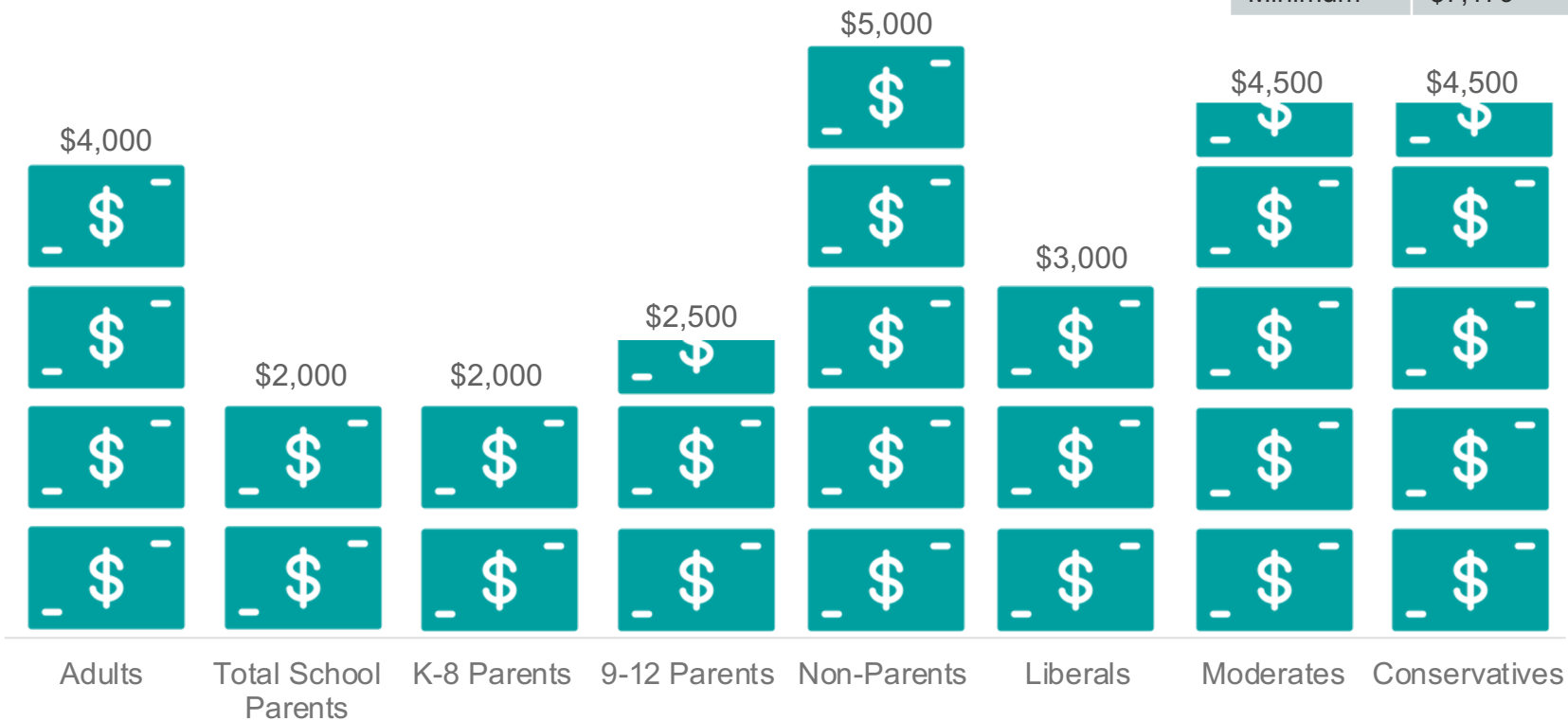
School Spending Estimate

Non-Parents estimated average per student spending higher than parents. The median estimate was much lower than any individual state’s spending.

*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.*

Median estimate

FY17 State Actuals	
Maximum	\$23,091
Mean	\$12,521
Minimum	\$7,179

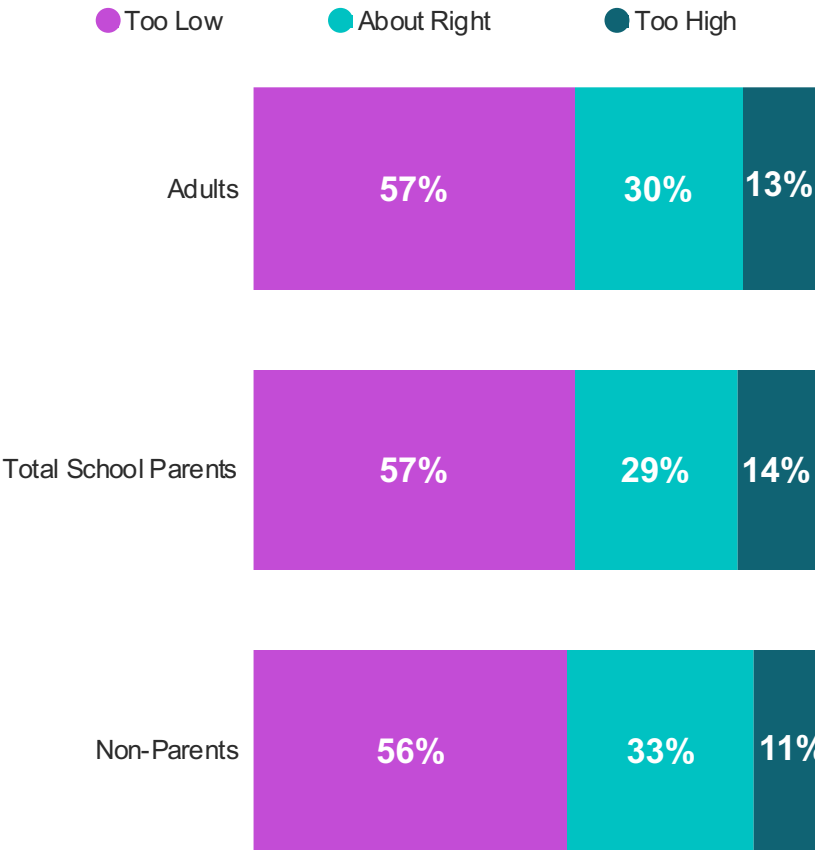


= \$1,000

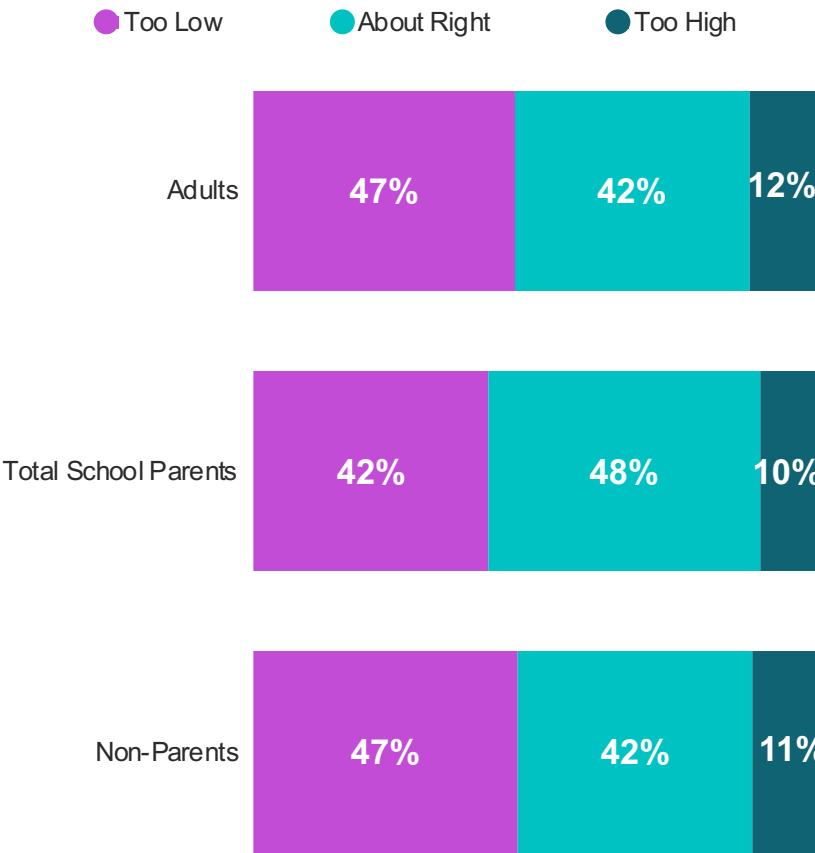
School Funding

Respondents who were given an actual statistic were more likely to think per-student spending is “About Right.”

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:

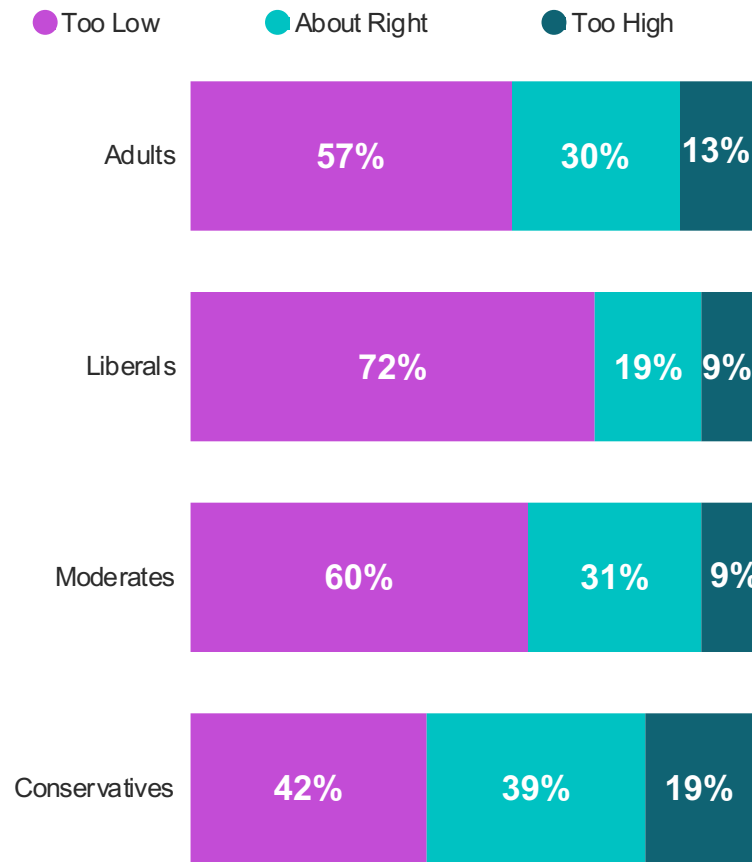


State Per Pupil Spending Source: National Center for Education Statistics

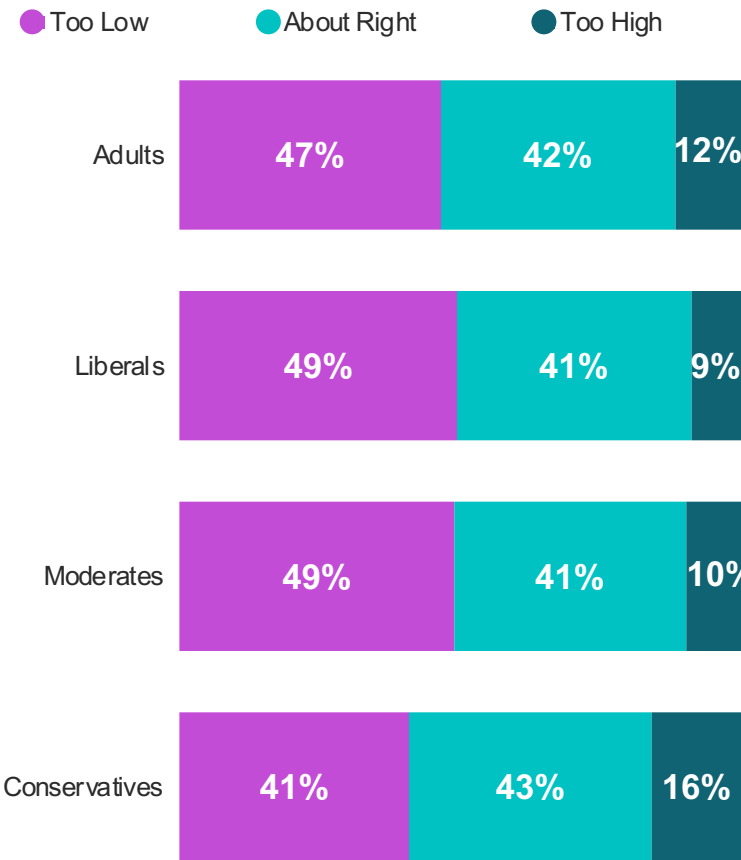
School Funding

When shown actual spending, liberals’ “Too Low” responses dropped 23 points – from 72% to 49%.

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:



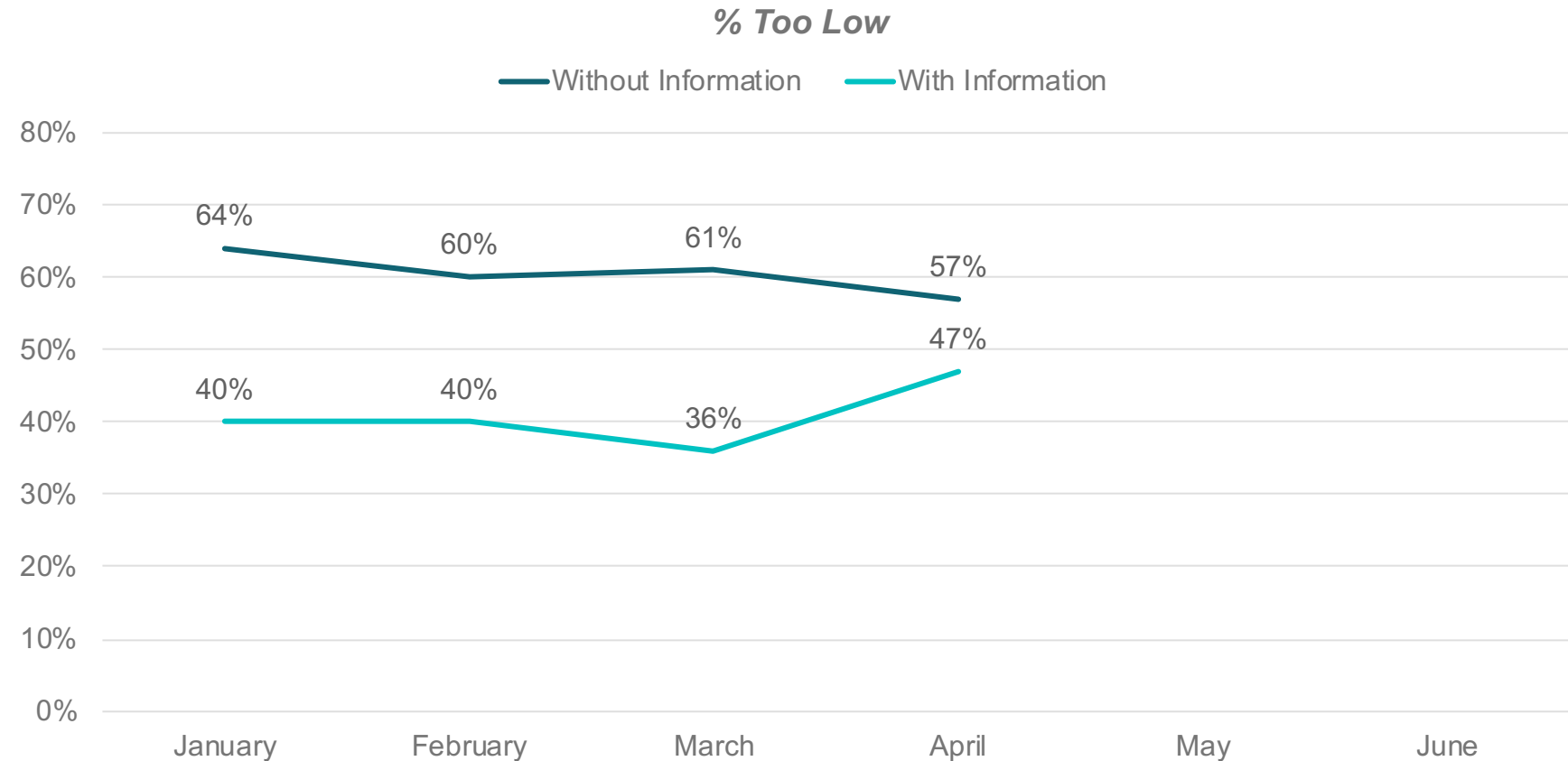
School Funding

The percentage of Americans that feel school funding is “Too Low” when shown actual spending increased.

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



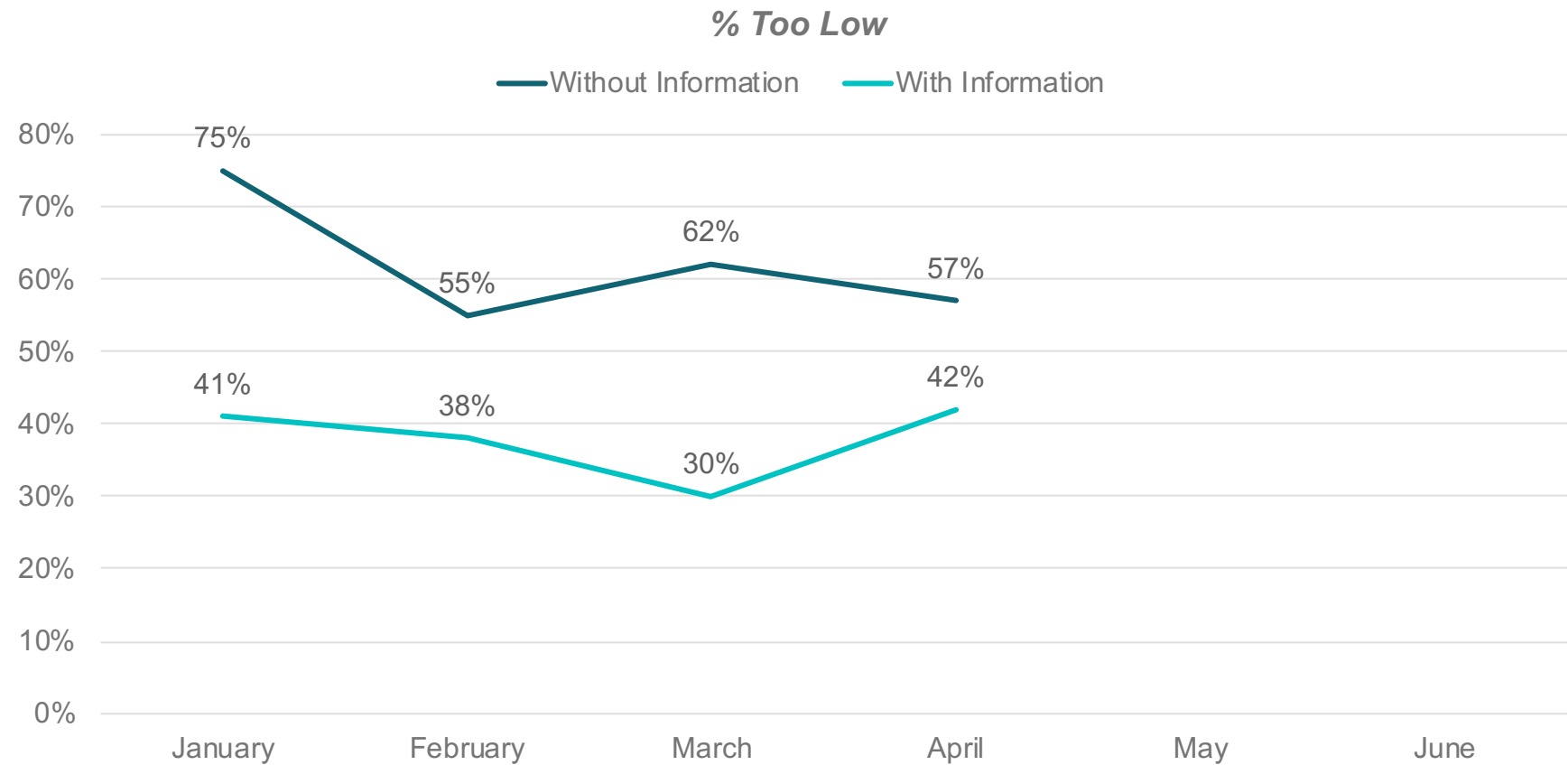
School Funding

School parents’ opinions about per student spending didn’t change as much when they were told actual spending compared to earlier this year.

Do you believe public school funding in [STATE] is:

On average, [STATE] spends \$_____ per student attending public school each year. Do you believe public school funding is:

Total School Parents



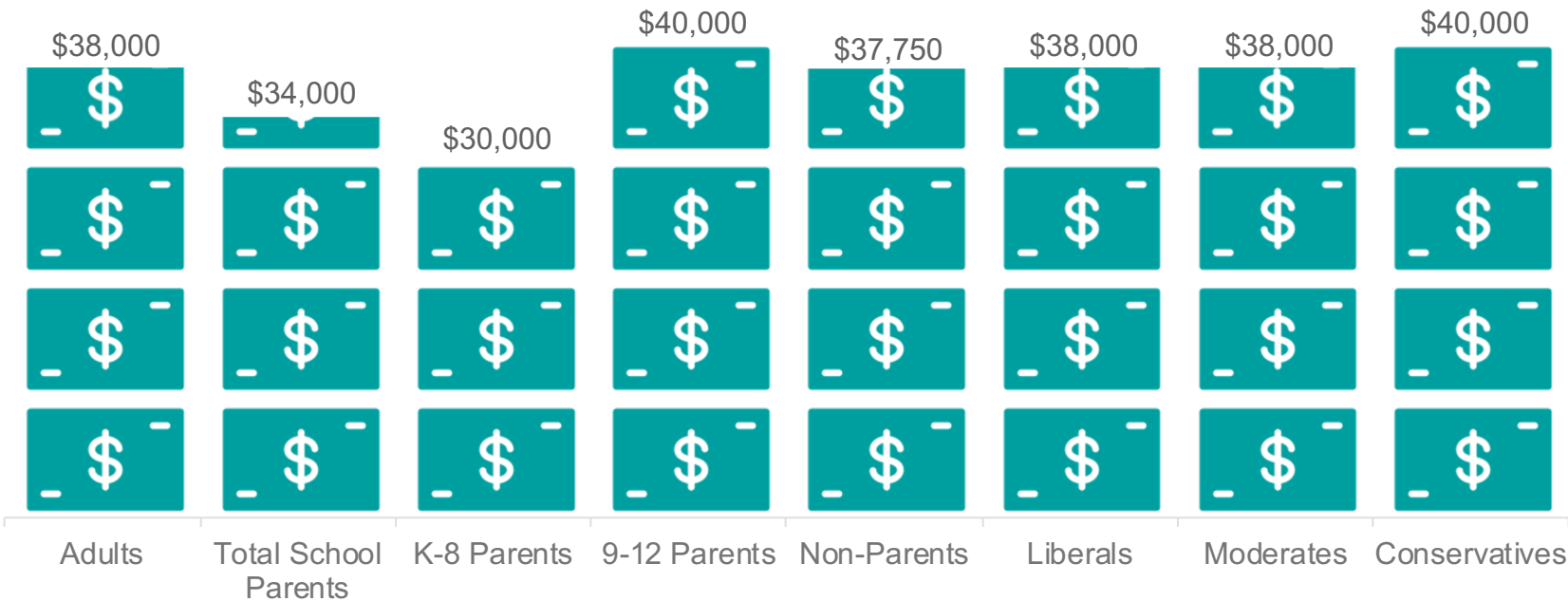
Teacher Salary Estimate


K-8 parents estimated teacher salaries lower than other Americans. Like school funding, estimates are lower than any state's average.

How much do you think is the average teacher salary in your state's *public schools*?

Median estimate

FY17 State Actuals	
Maximum	\$83,585
Mean	\$57,282
Minimum	\$43,107

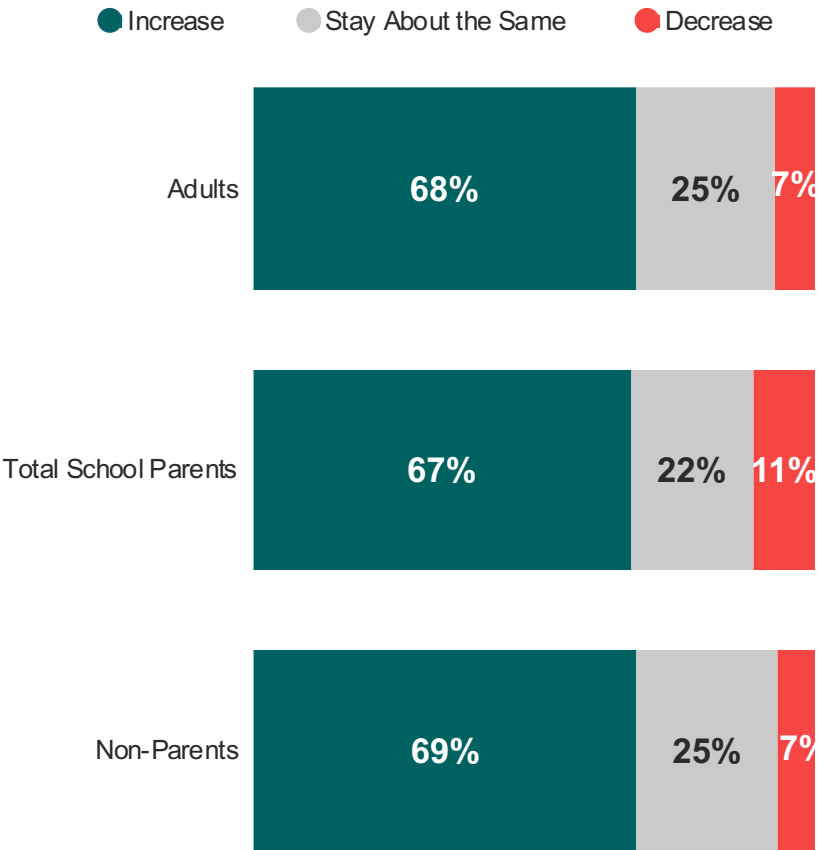


 = \$10,000

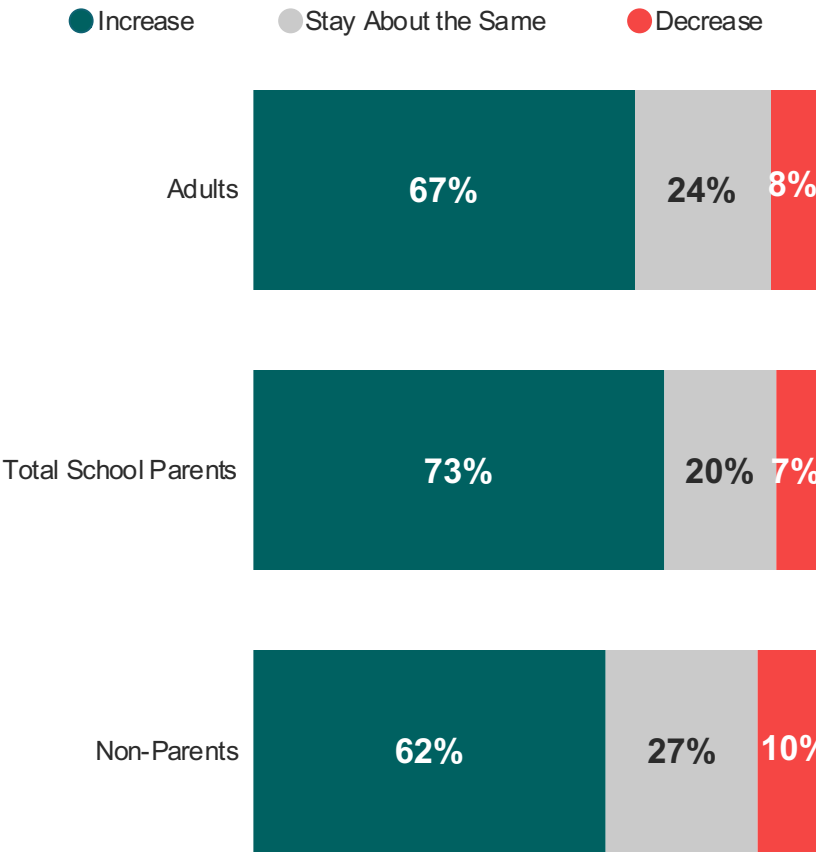
Teacher Salaries

Even when respondents were shown an actual statistic, a majority still thought teacher salaries should increase.

Do you think that public school teacher salaries in your state should:



On average, public school teachers in [STATE] are paid an annual salary of \$_____. Do you think that public school teacher salaries should:

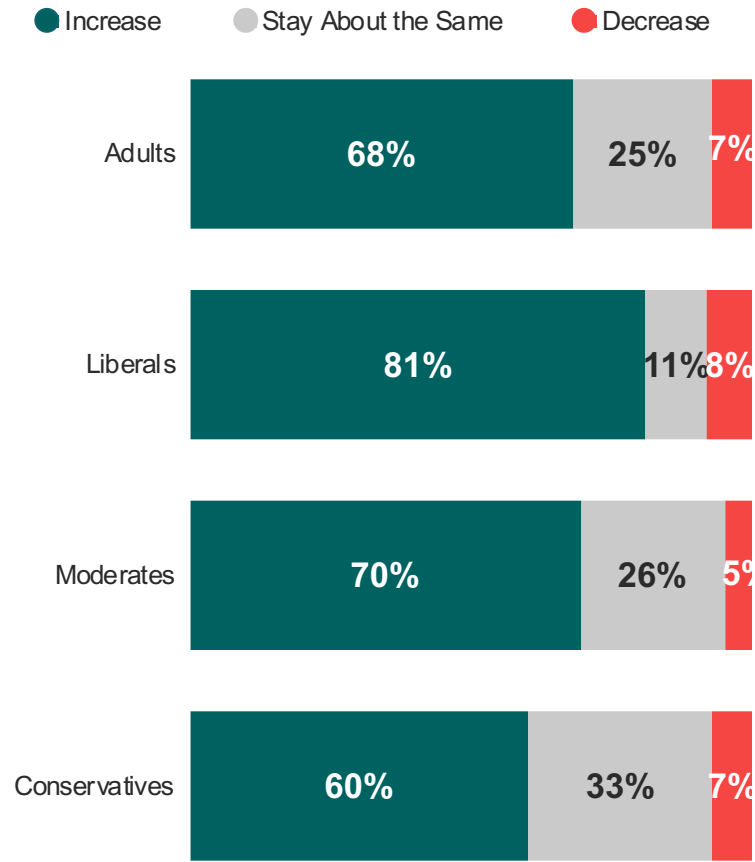


State Teacher Salary Source: National Center for Education Statistics

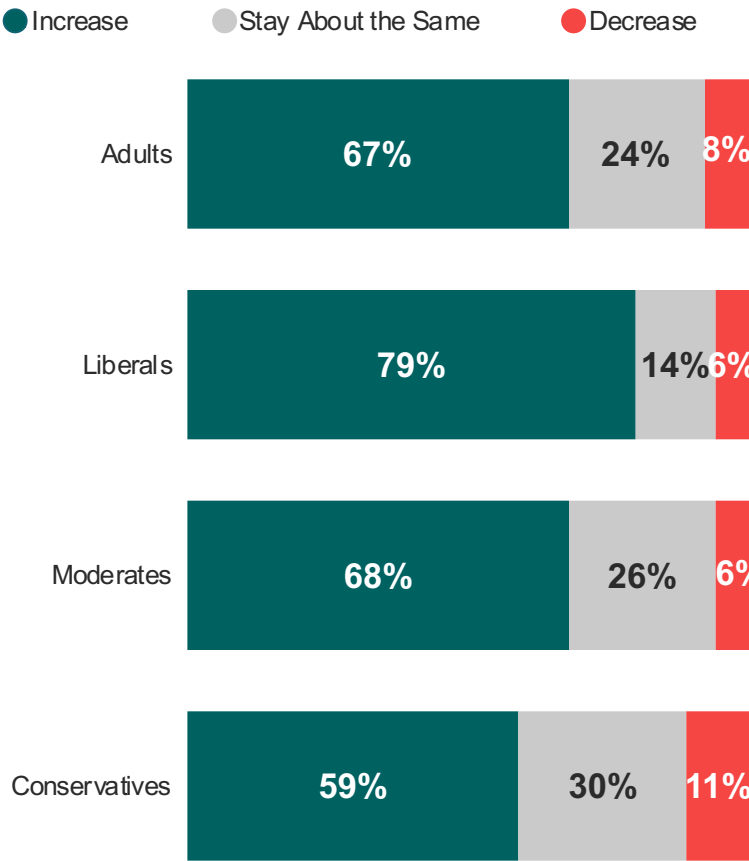
Teacher Salaries

Opinions of teacher salaries didn't change much when they were shown an actual statistic.

Do you think that public school teacher salaries in your state should:



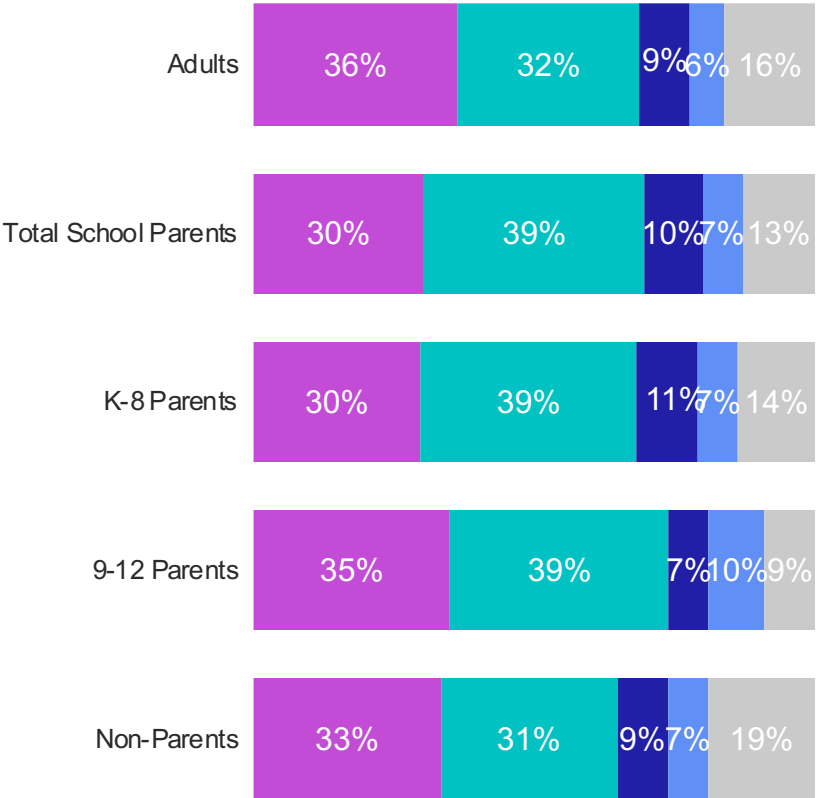
On average, public school teachers in [STATE] are paid an annual salary of \$_____. Do you think that public school teacher salaries should:



Preferred
Schooling
Type

Regular public schools are most popular among high school parents.

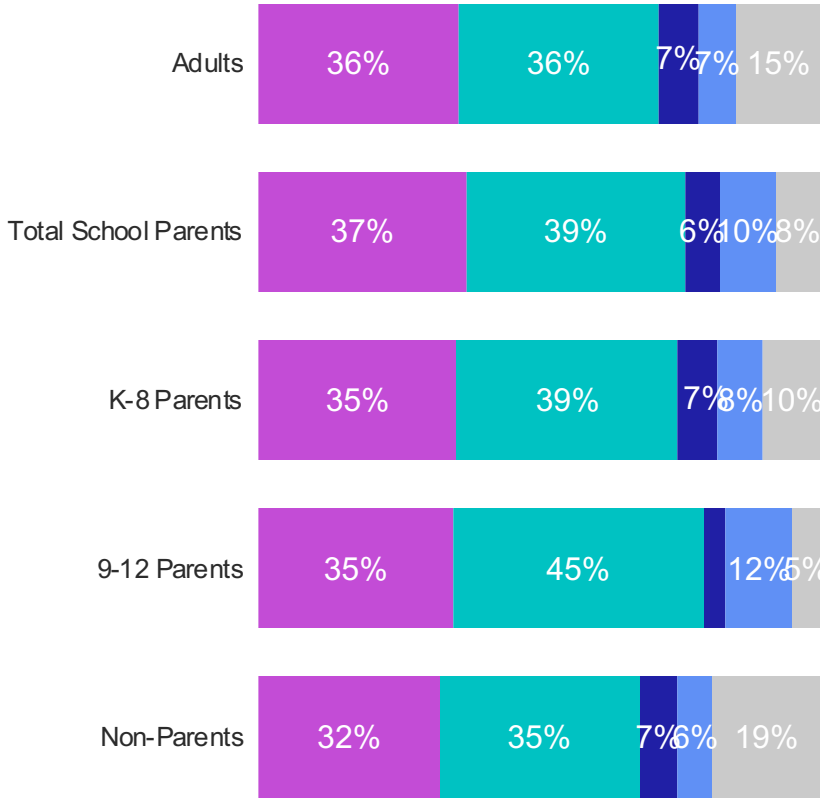
If given the option, what type of school would you select in order to obtain the best education for your child?



Private School (Religious, Parochial + Non-Religious)

Regular Public School (Inside + Outside School District)

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?



Home School

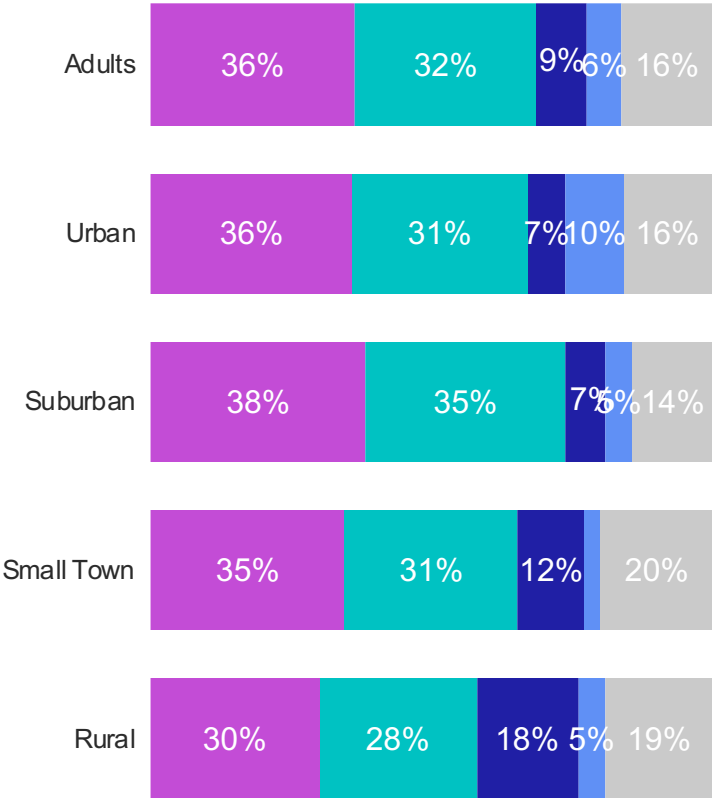
Charter School (or Public Charter School)

Don't Know/No Opinion

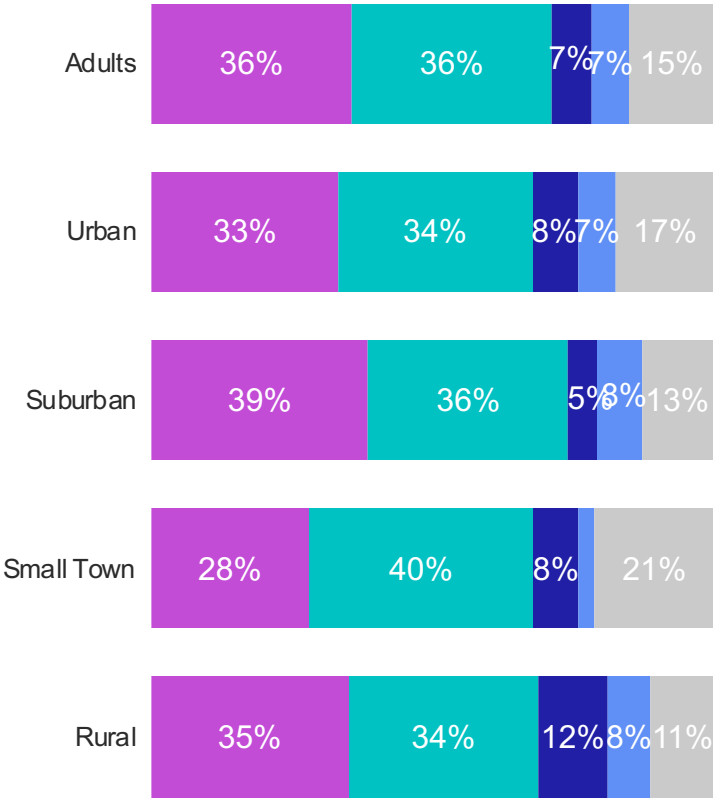
Preferred Schooling Type

Rural Americans are more likely to choose home schooling than Americans from other community types but that declined when they were asked not to consider transportation or financial costs.

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 (Religious, Parochial + Non-Religious) Regular Public School (Inside + Outside School District) Home School Charter School (or Public Charter School) Don't Know/No Opinion

Preferred Schooling Type

High- and middle-income Americans are most likely to choose public schools for their children if given the option.

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?

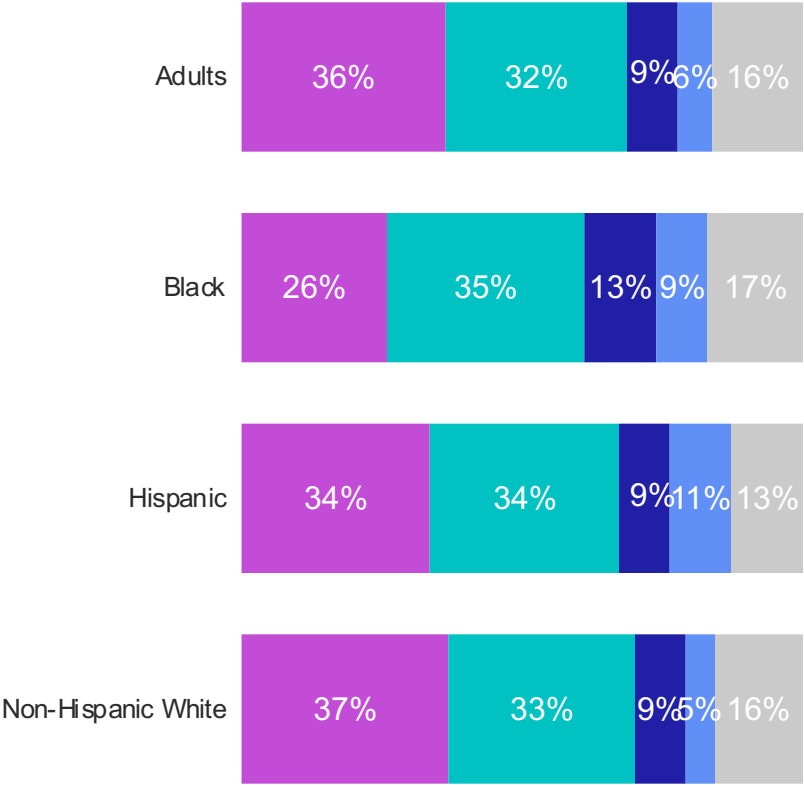


Private School (Religious, Parochial + Non-Religious) Regular Public School (Inside + Outside School District) Home School Charter School (or Public Charter School) Don't Know/No Opinion

Preferred Schooling Type

Black Americans are least likely to prefer private schools even when cost and transportation are not factors.

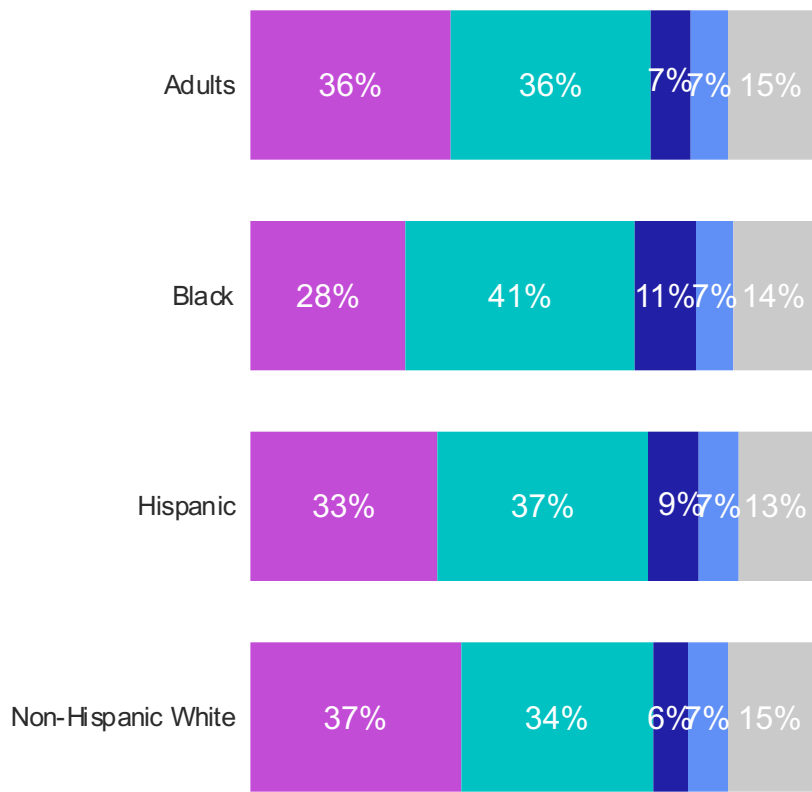
If given the option, what type of school would you select in order to obtain the best education for your child?



Private School (Religious, Parochial + Non-Religious)

Regular Public School (Inside + Outside School District)

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?



Home School

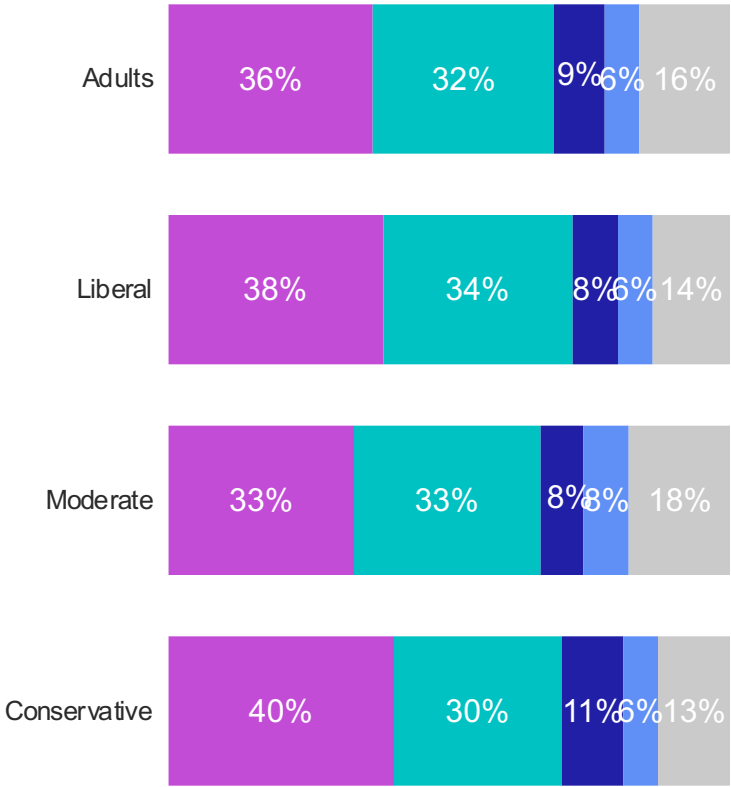
Charter School (or Public Charter School)

Don't Know/No Opinion

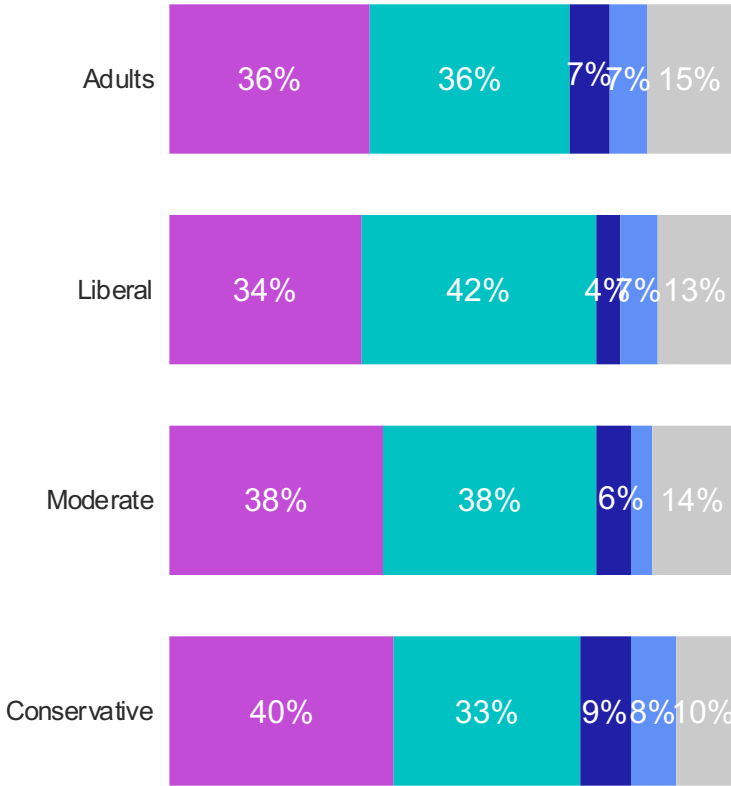
Preferred Schooling Type

Conservatives favor private school for their children, and liberals favor public school.

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?

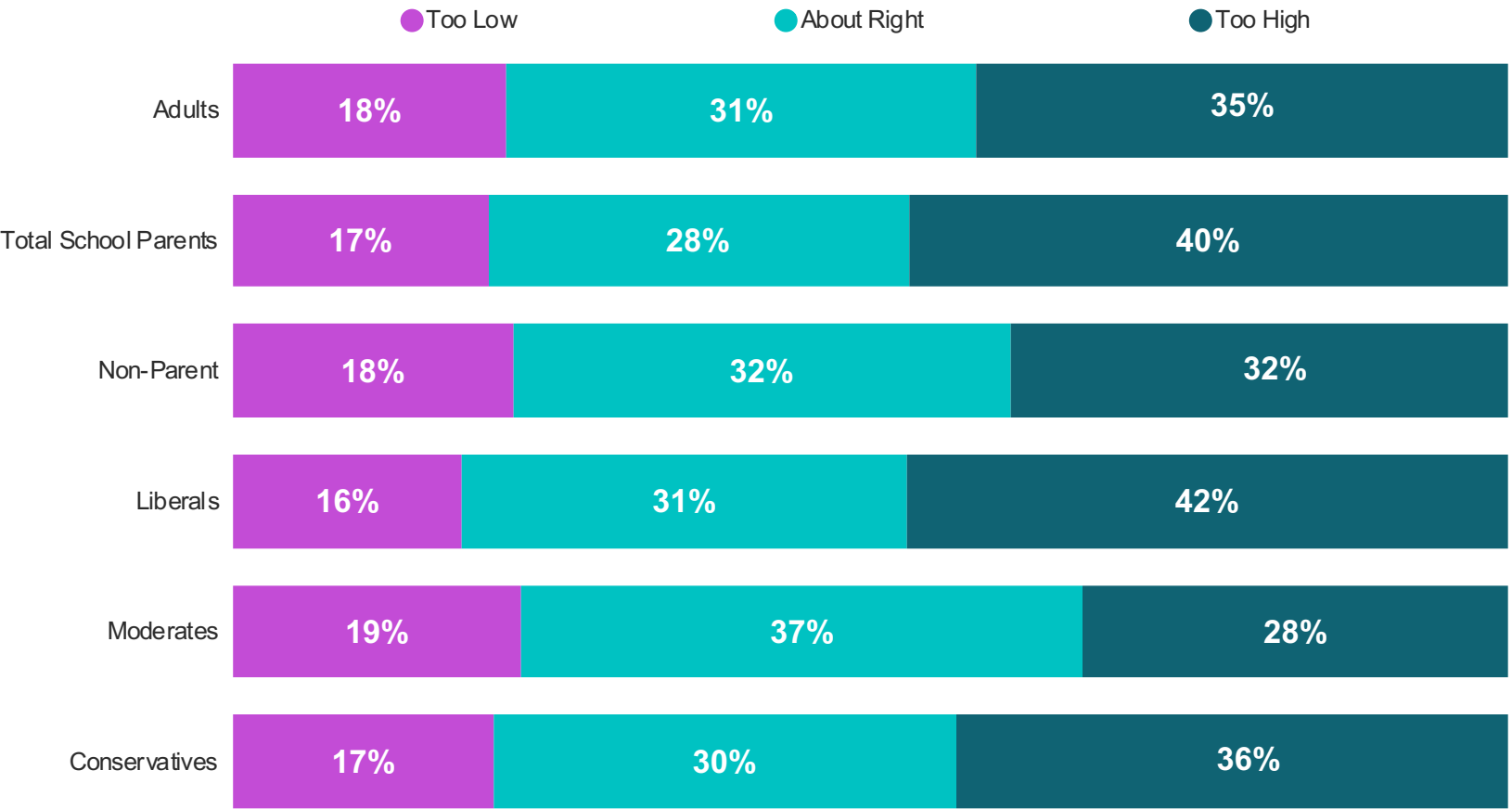


Private School (Religious, Parochial + Non-Religious) Regular Public School (Inside + Outside School District) Home School Charter School (or Public Charter School) Don't Know/No Opinion

Standardized Testing

School parents and liberals are more likely to feel that students spend too much time on standardized testing.

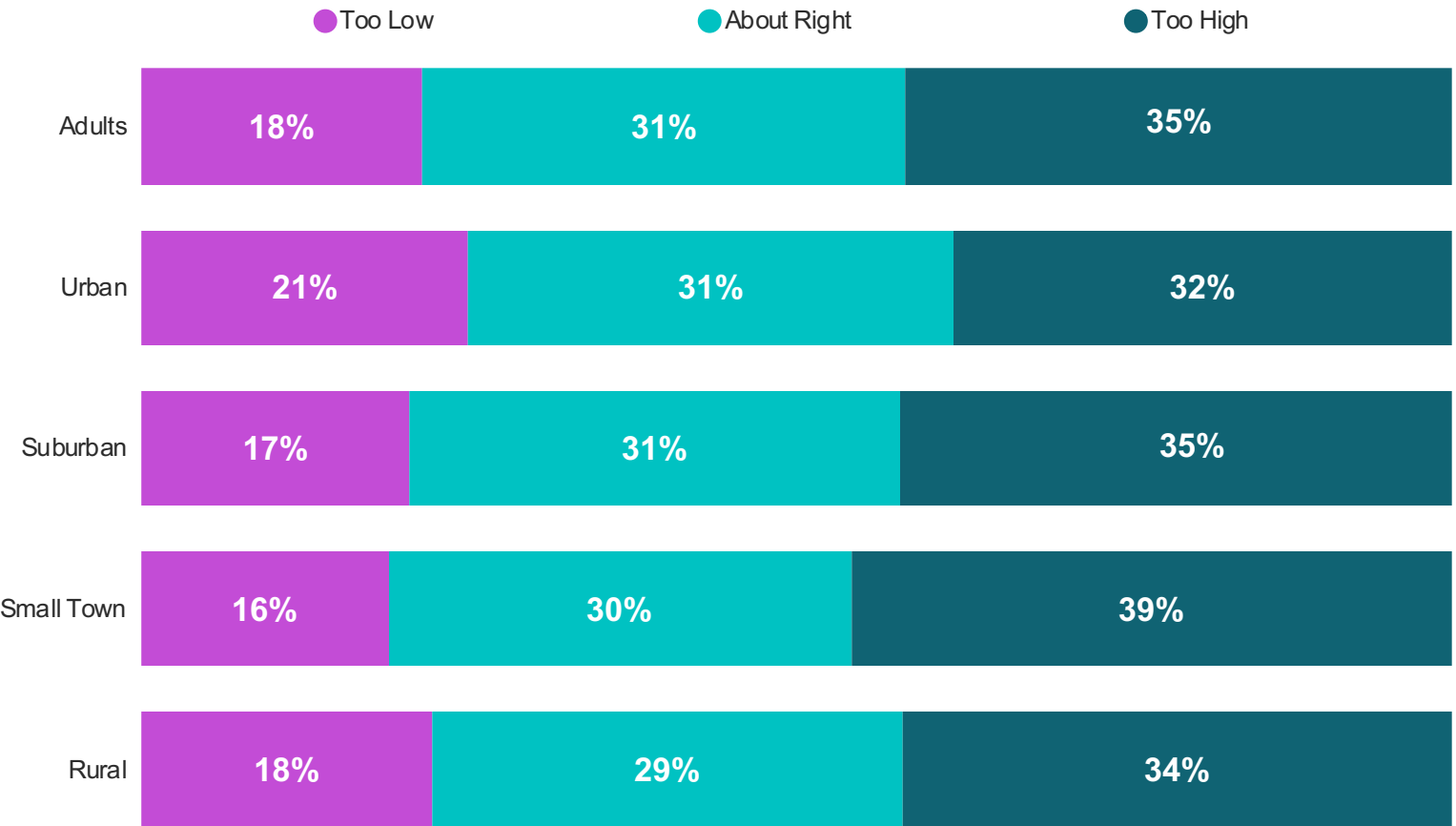
All public schools and most private schools give their students standardized tests during the school year. When thinking about students preparing for and taking these tests, in general, do you believe the amount of time spent on standardized testing in American schools is:



Standardized Testing

Fewer urban and rural Americans say that the time spent on standardized tests is too high, compared to Americans from other community types.

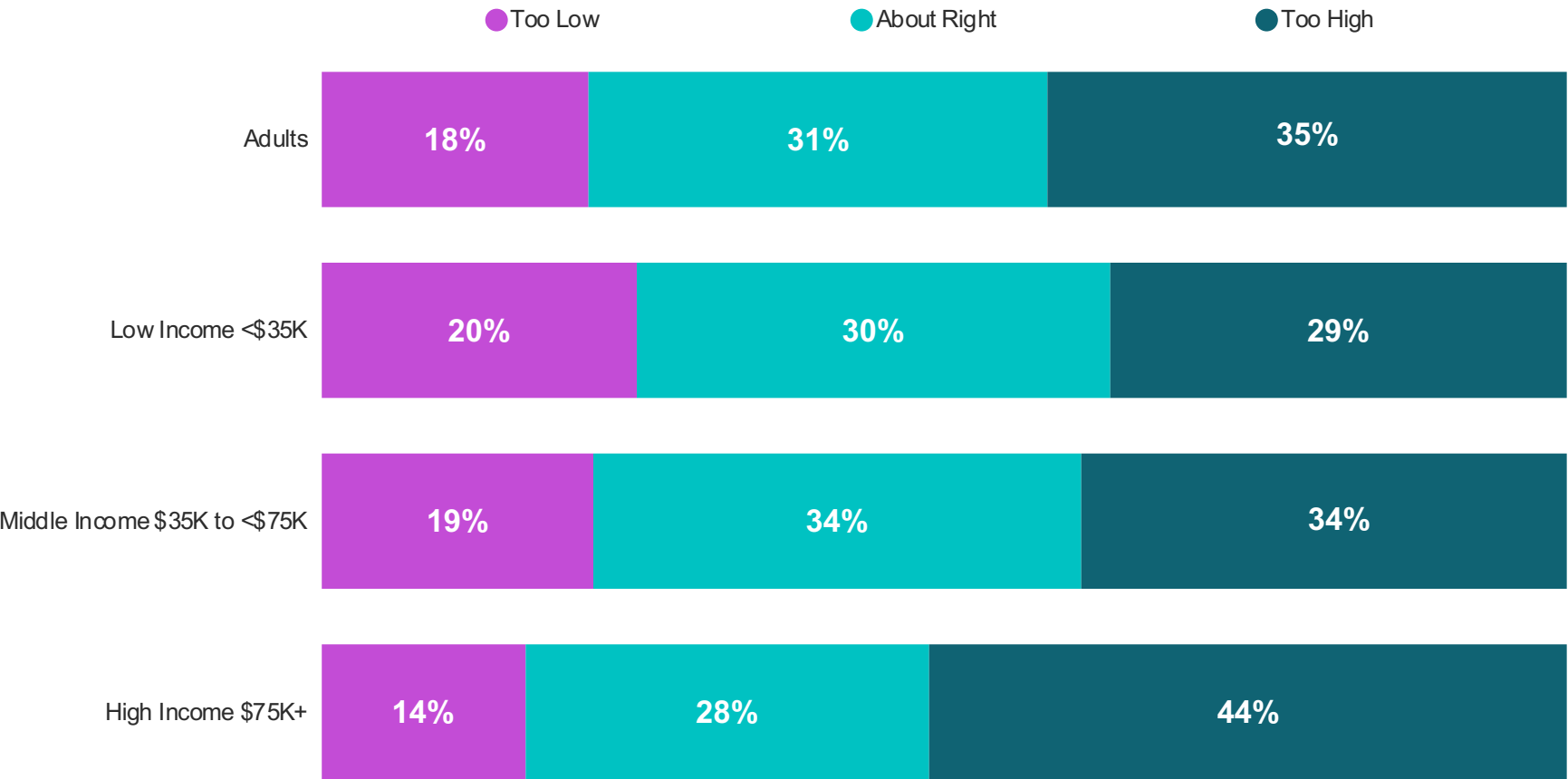
All public schools and most private schools give their students standardized tests during the school year. When thinking about students preparing for and taking these tests, in general, do you believe the amount of time spent on standardized testing in American schools is:



Standardized Testing

High-income Americans are more likely to believe the amount of standardized testing is too high compared to low- and middle-income Americans.

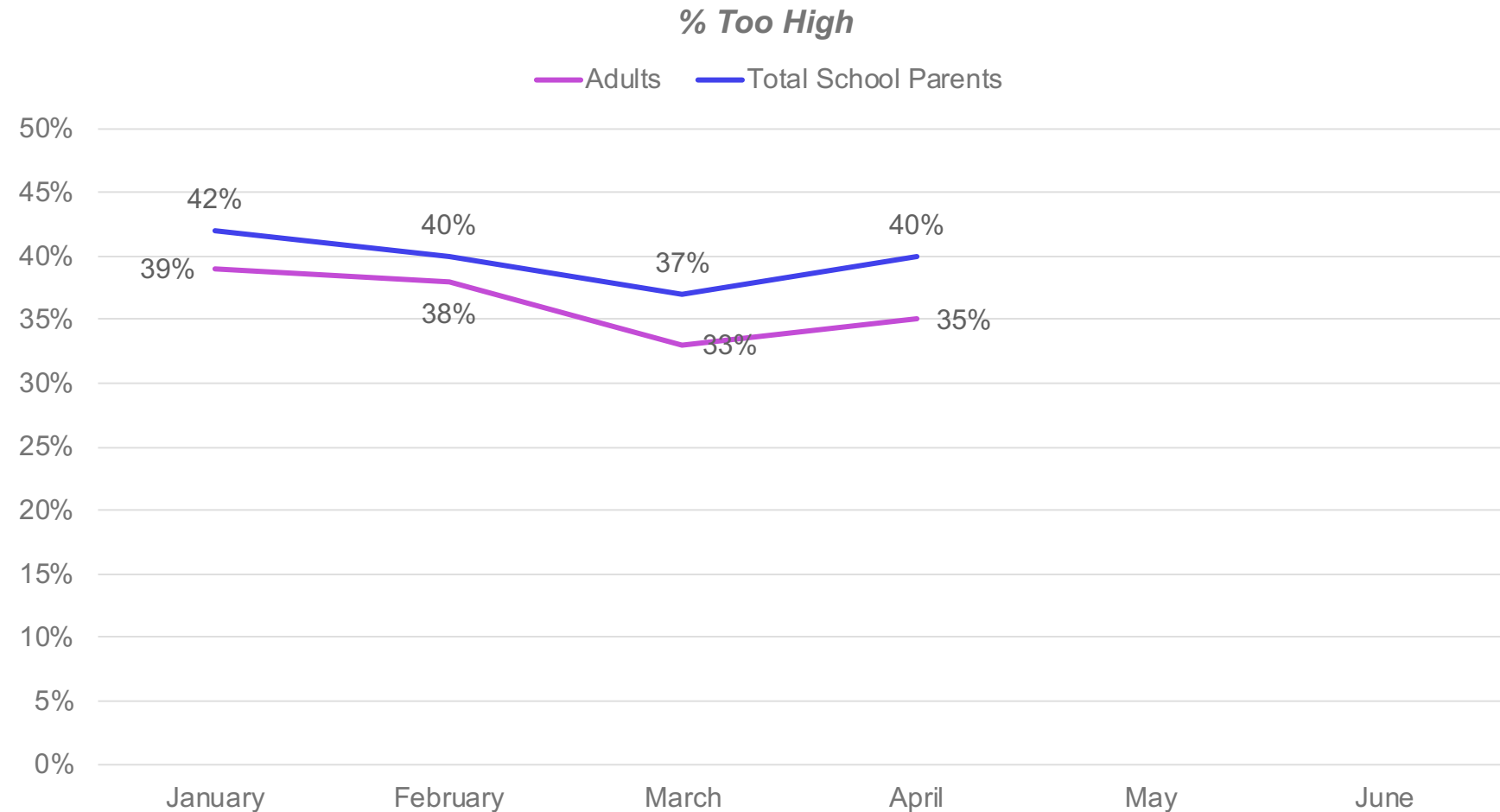
All public schools and most private schools give their students standardized tests during the school year. When thinking about students preparing for and taking these tests, in general, do you believe the amount of time spent on standardized testing in American schools is:



Standardized Testing

The percentage of Americans who say the amount of time spent on standardized testing is “Too High” has stayed relatively stable.

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:



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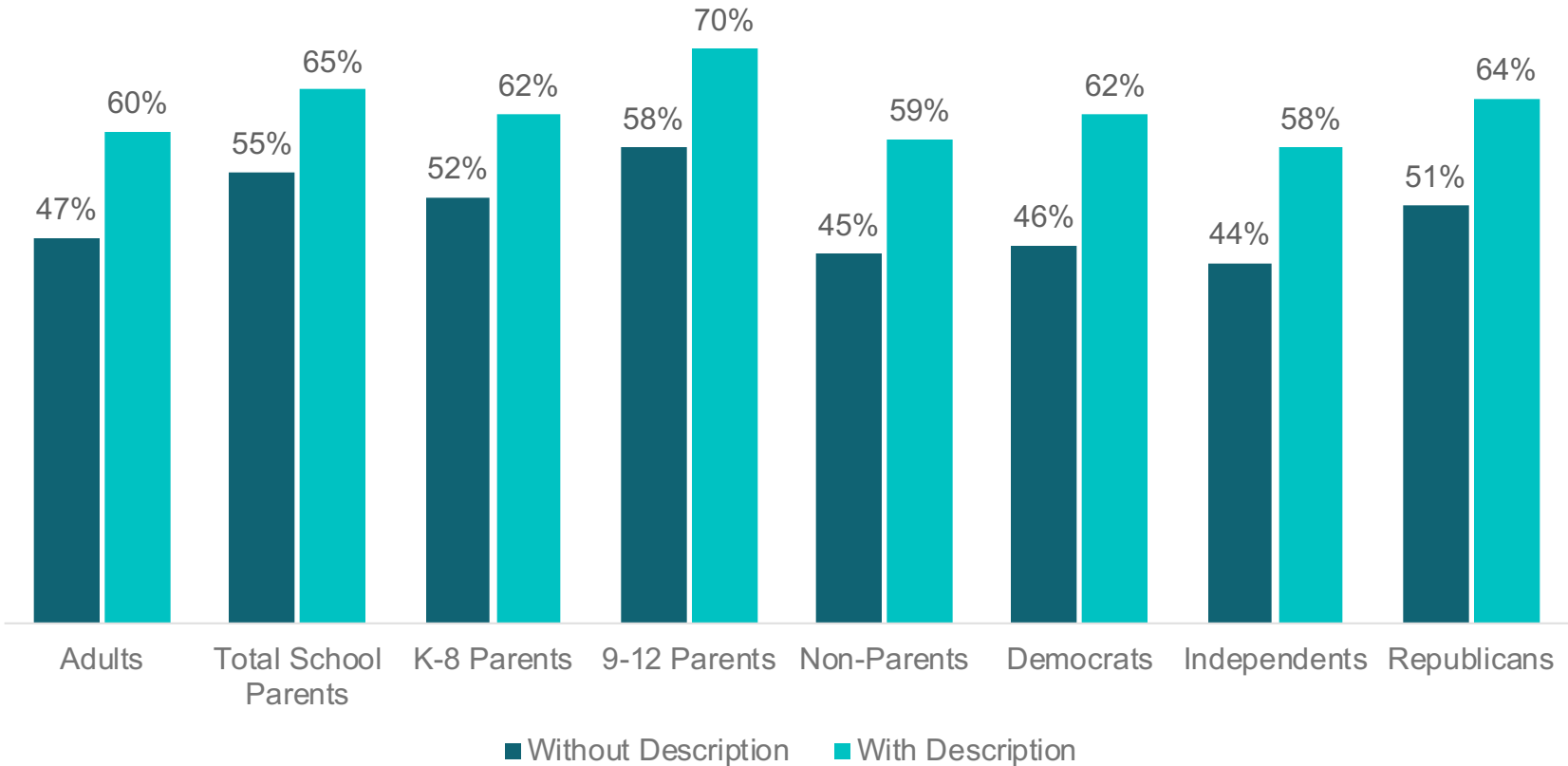
Charter School Favorability

All demographics saw positive shifts in favorability once respondents were given a description of charter schools.

Based on what you know, or have heard from others... In general, what is your opinion of 'charter schools' in K–12 education?

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

Total Support (Strongly Support + Somewhat Support)

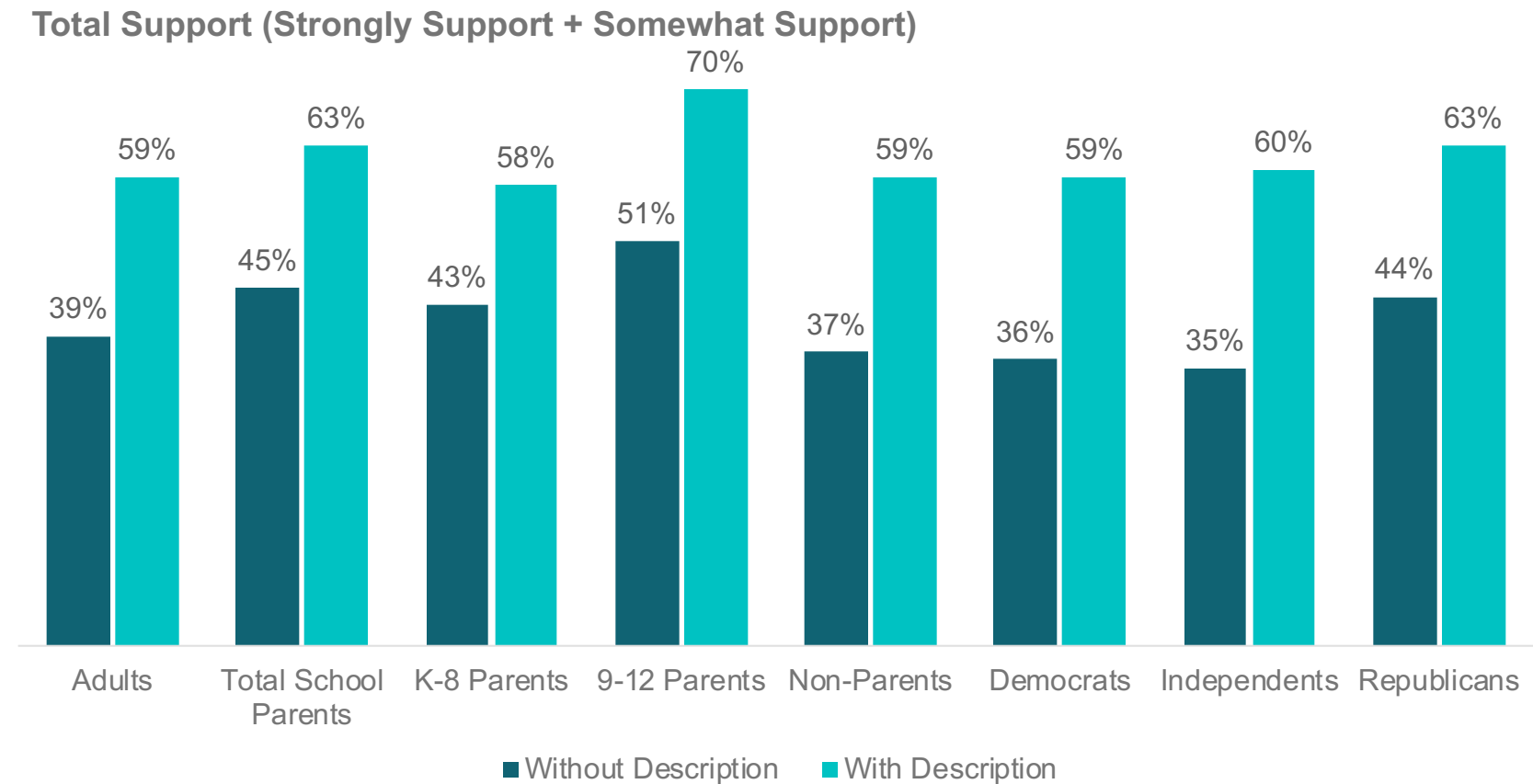


School Voucher Favorability

Support for school vouchers is lower but jumps once respondents are given a description. Independents' support increased the most.

Based on what you know, or have heard from others... In general, what is your opinion of 'school vouchers' in K-12 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?



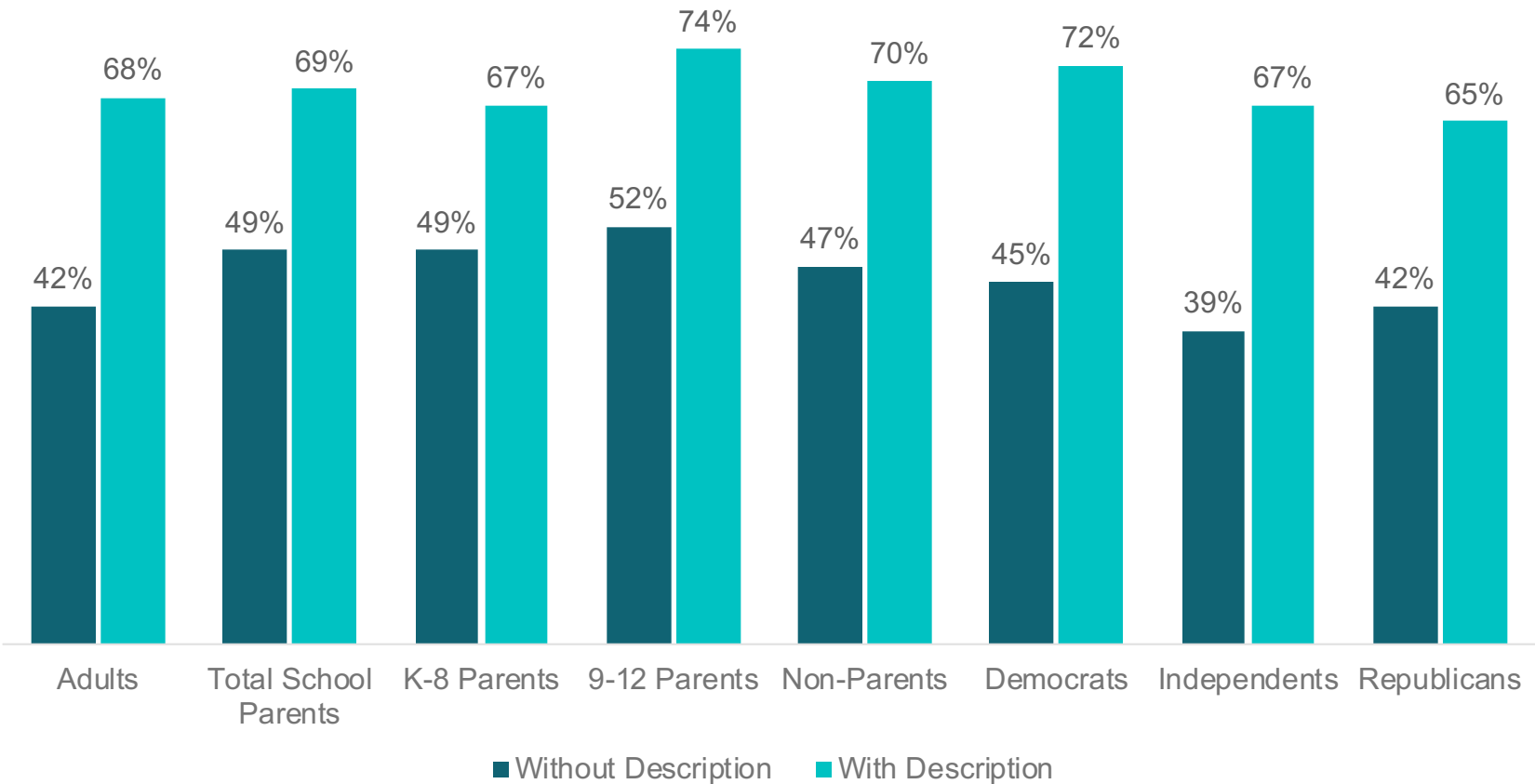
Education Savings Accounts Favorability

There are low levels of familiarity with ESAs, but support increases drastically when respondents are given a description.

Based on what you know, or have heard from others... In general, what is your opinion of 'education savings accounts' in K-12 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?

Total Support (Strongly Support + Somewhat Support)



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**Survey Profile, Demographics,
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Methodology

Survey Profile, 1

Dates	April 10 to 11, 2020
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
Sampling Method	Non-Probability, Stratified (based on Age, Gender)
Mode	Online Survey
Language	English

Methodology

Survey Profile, 2

Survey Time	Median = 10.1 minutes
Sample Size	Total, N = 2,201
Oversampling?	None
Quotas?	Age, Gender
Weighting?	Age, Race, Ethnicity, Gender, Education, Census Region
Margin of Error (adjusted for weighting)	± 2.36 percentage points
Participation Rate	23.0%
Project Contact	Paul DiPerna, paul@edchoice.org

Demographic Base Sizes

Demographics	Unweighted (N =)
Hispanic	282
White	1631
Non-Hispanic White	1506
Black	299
Other	271
Generation Z	249
Millennial	591
Generation X	627
Boomers	657
Male	1021
Female	1180
< College	1351
College +	850
Northeast	431
Midwest	495
South	901
West	374

Demographics	Unweighted (N =)
Total School Parents	510
K-8 Parents	374
9-12 Parents	195
Non-Parents	937
Liberal	633
Moderate	603
Conservative	759
Democrat	800
Independent	542
Republican	707
Urban	625
Suburban	978
Small Town	256
Rural	342
Low Income <\$35K	783
Middle Income \$35K to <\$75K	743
High Income \$75K+	675

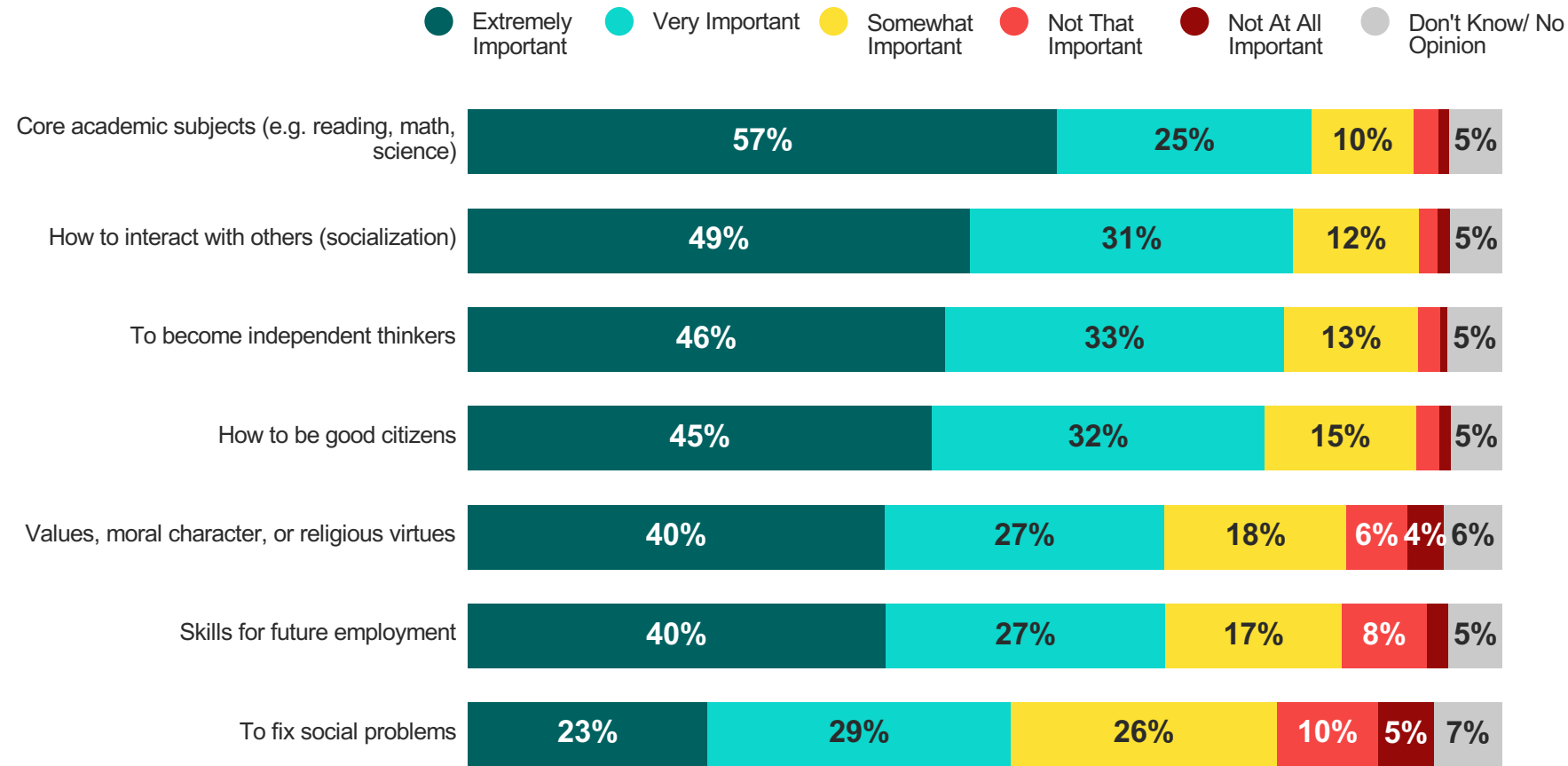
Demographic Base Sizes and Weights

Demographics	Unweighted	Weighted	Target (%)
Hispanic	13%	16%	16%
White	74%	78%	78%
Non-Hispanic White	68%	70%	n/a
Black	14%	12%	12%
Other	12%	9%	9%
Age: 18-34	31%	30%	30%
Age: 35-44	18%	16%	16%
Age: 45-64	36%	34%	34%
Age: 65+	15%	20%	20%
Male	46%	48%	48%
Female	54%	52%	52%
< College	61%	69%	69%
College +	39%	31%	31%
Northeast	20%	18%	18%
Midwest	22%	21%	21%
South	41%	37%	37%
West	17%	24%	24%

Purpose of Education: K-8

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...

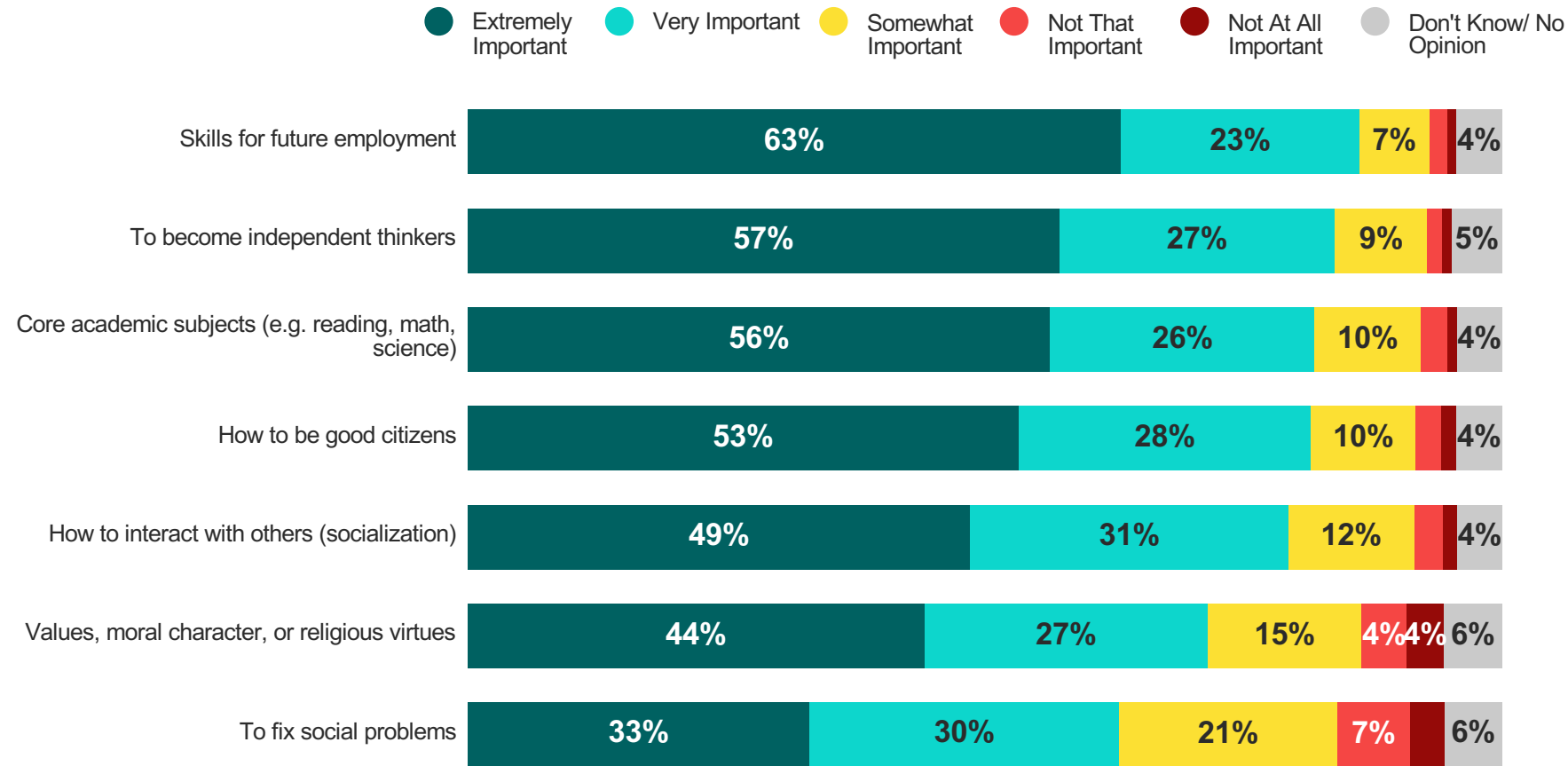
All Adults



Purpose of Education: High School

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...

All Adults

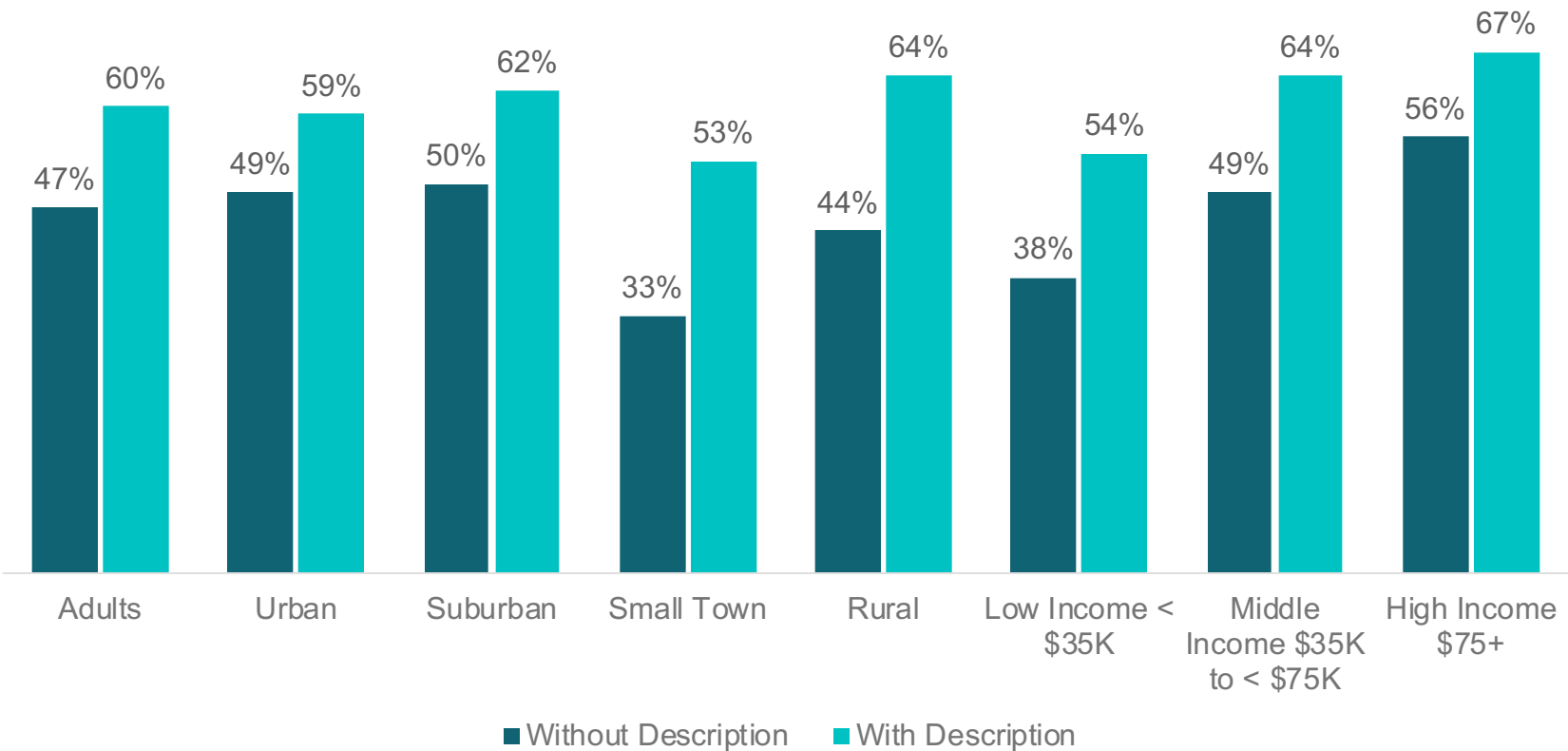


Charter School Favorability

Based on what you know, or have heard from others... In general, what is your opinion of 'charter schools' in K–12 education?

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

Total Support (Strongly Support + Somewhat Support)

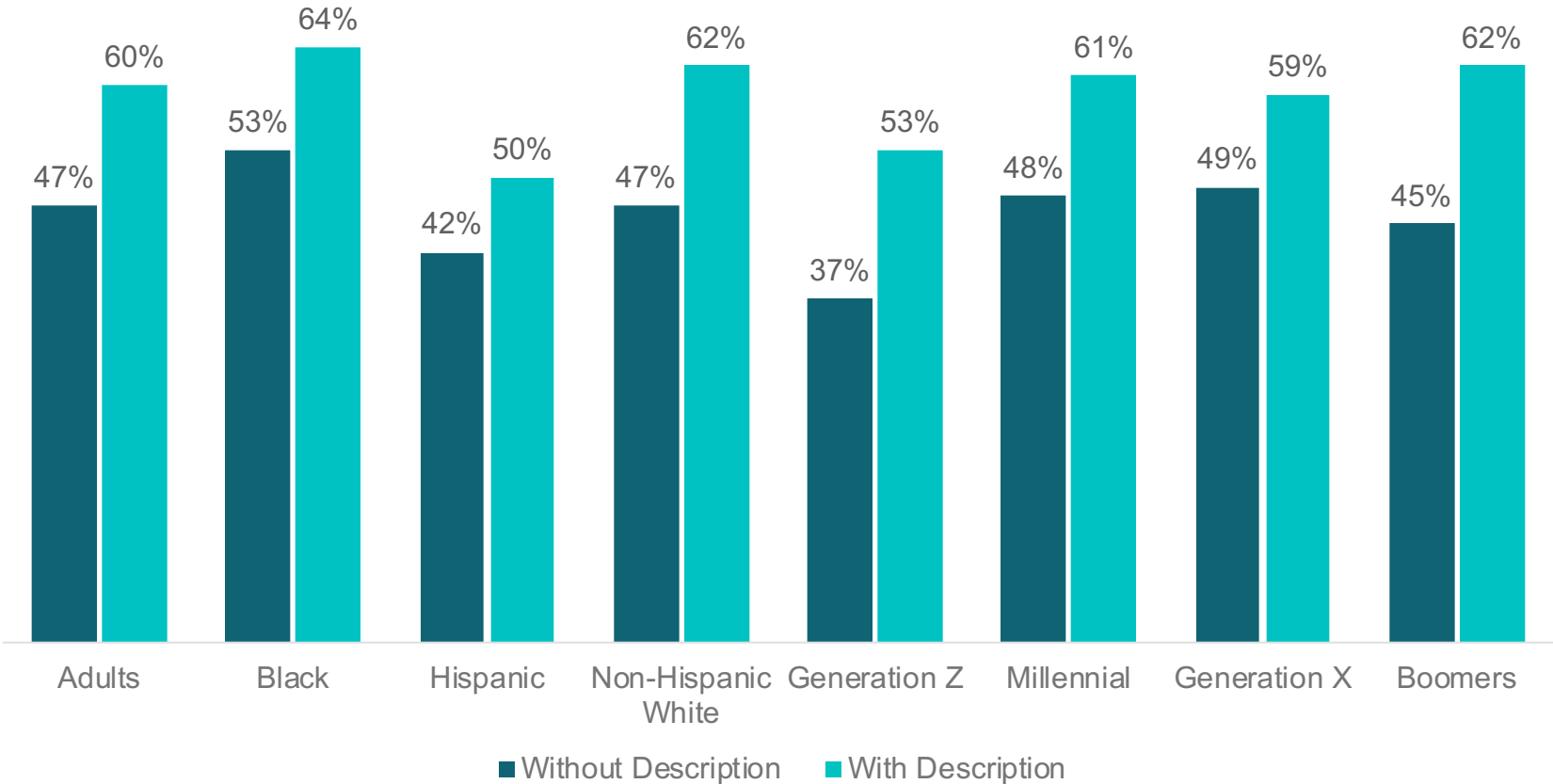


Charter School Favorability

Based on what you know, or have heard from others... In general, what is your opinion of 'charter schools' in K–12 education?

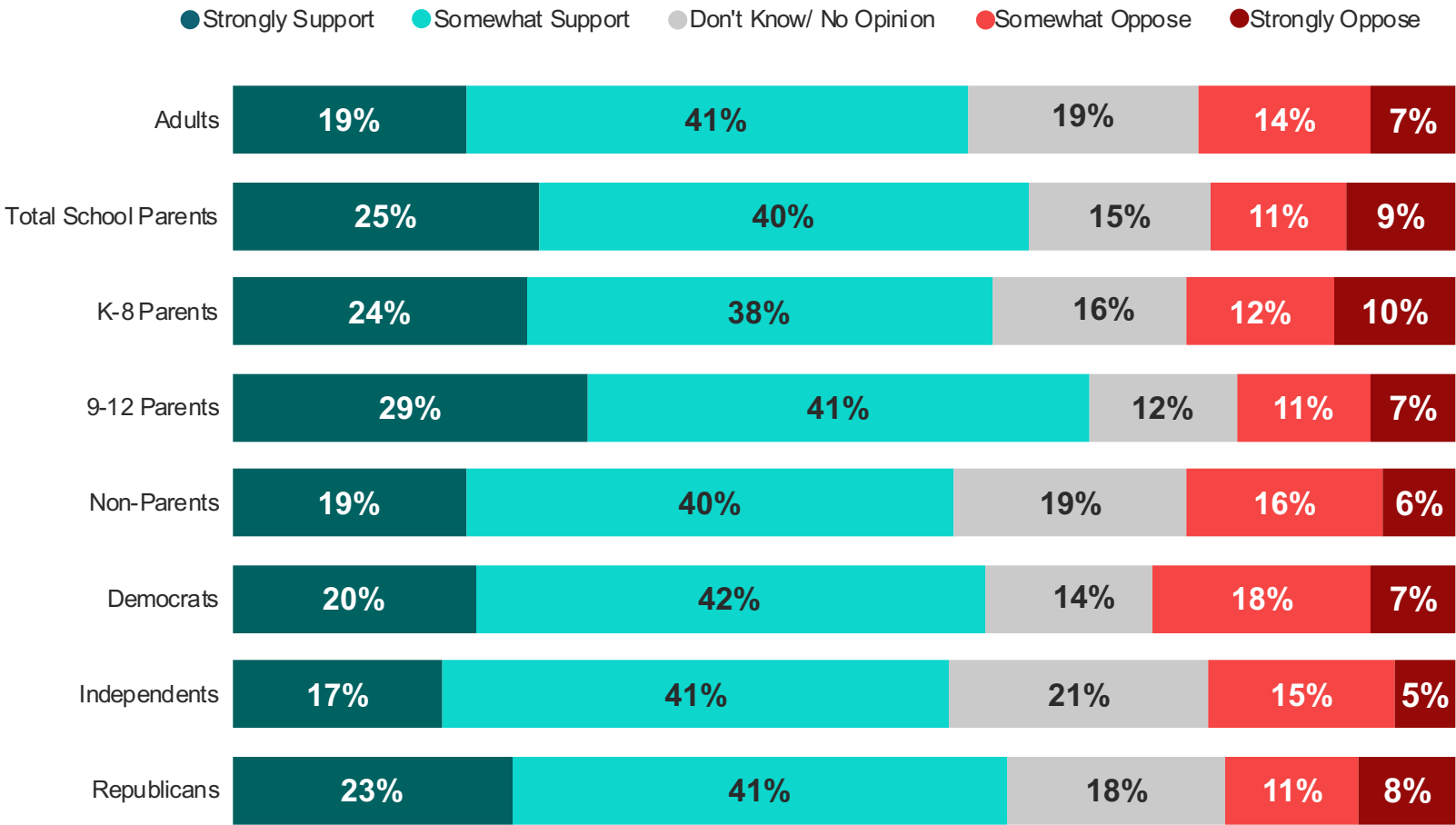
Charter schools are public schools that have more control over their own budget, staff, and curriculum, and are exempt from many existing public school regulations. In general, what is your opinion of public charter schools?

Total Support (Strongly Support + Somewhat Support)



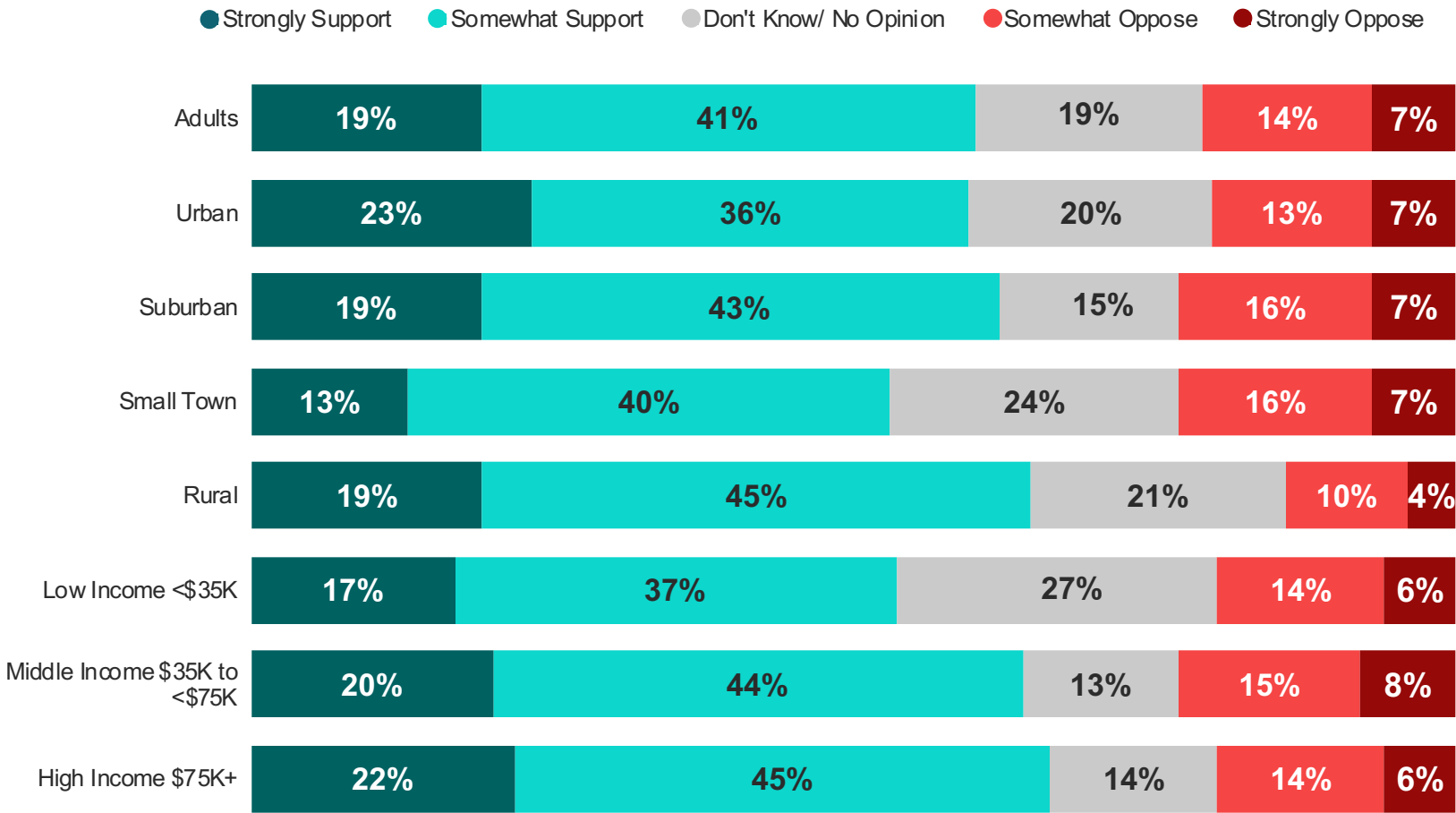
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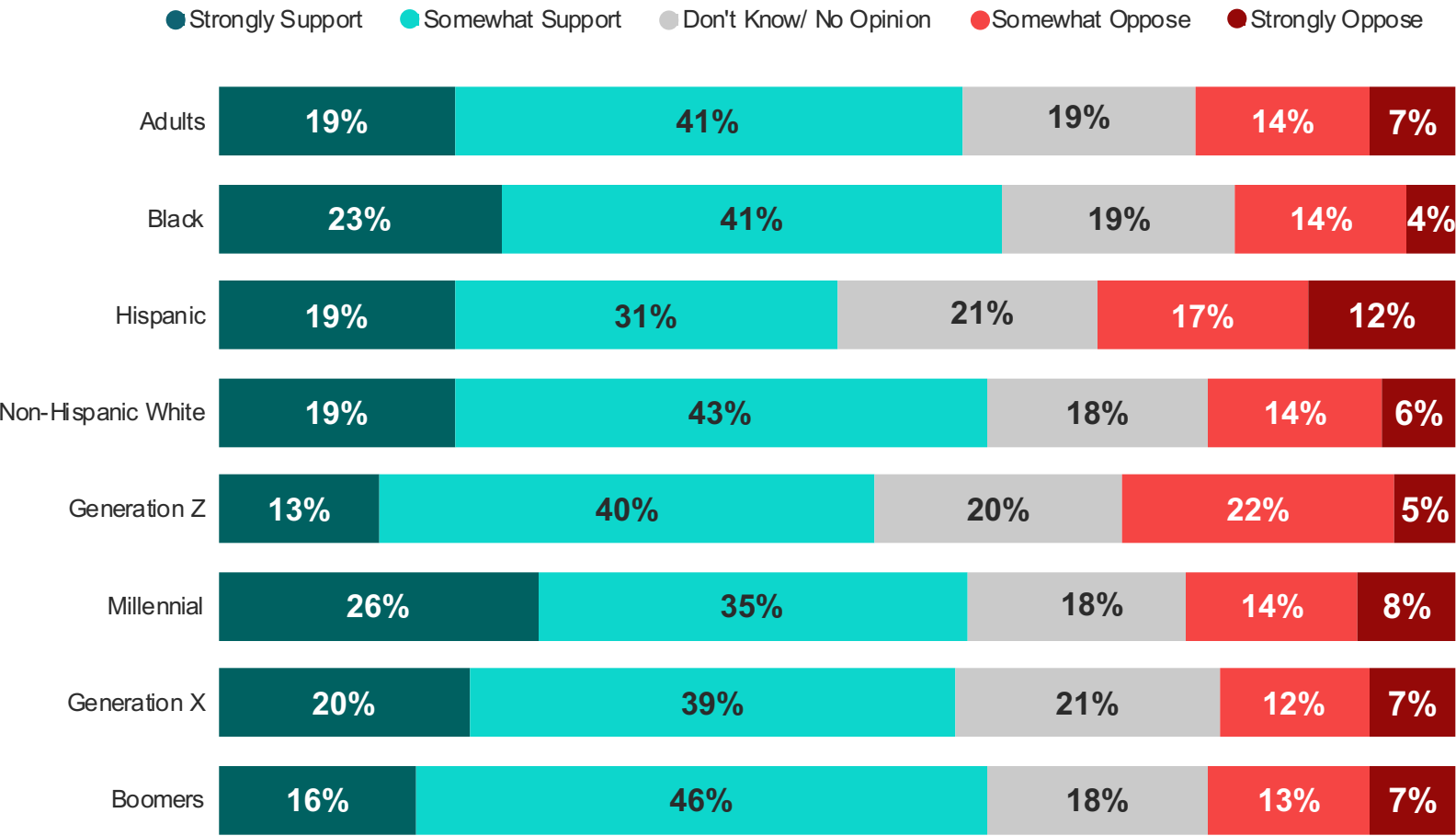
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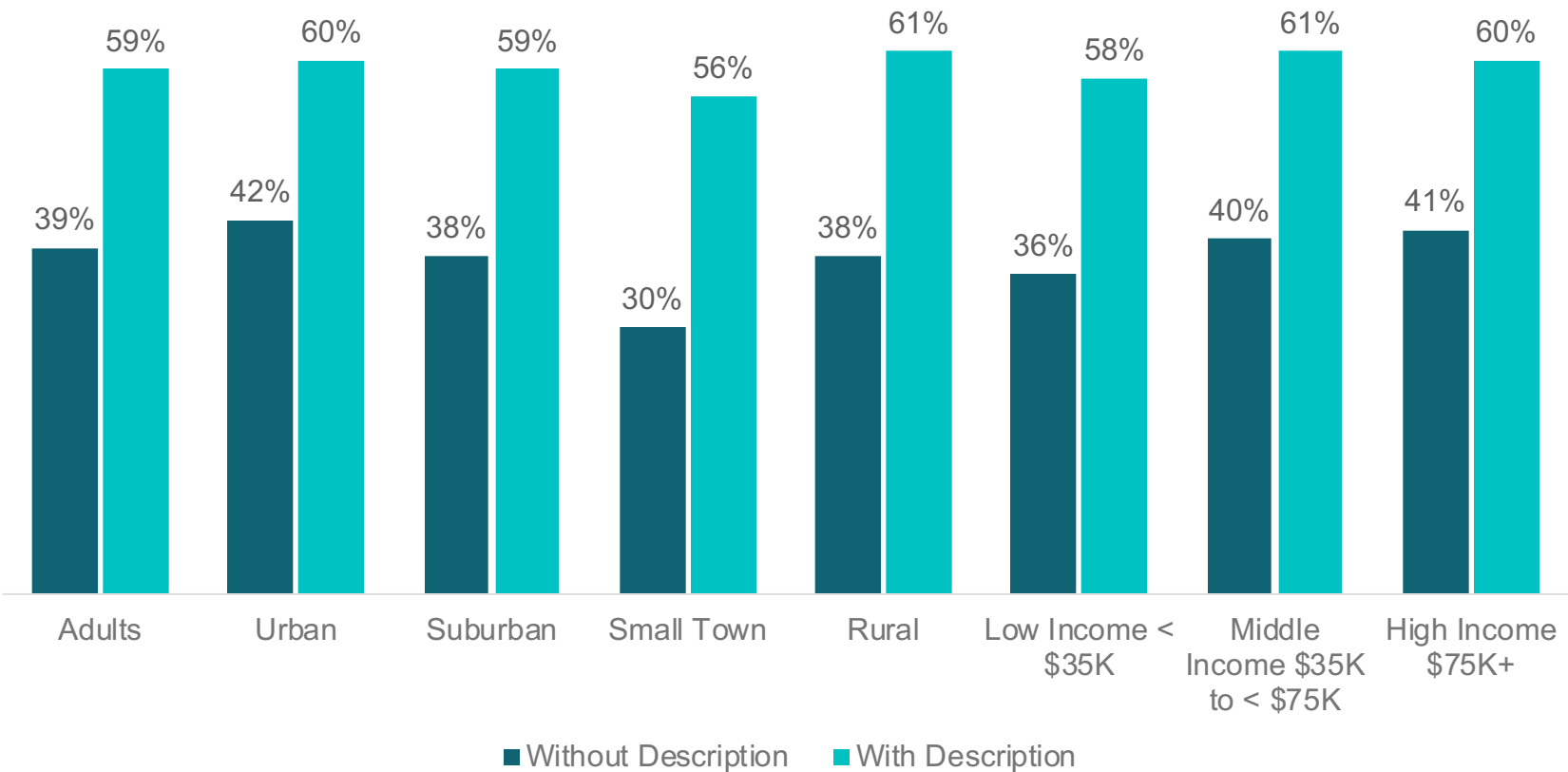


School Voucher Favorability

Based on what you know, or have heard from others... In general, what is your opinion of 'school vouchers' in K-12 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?

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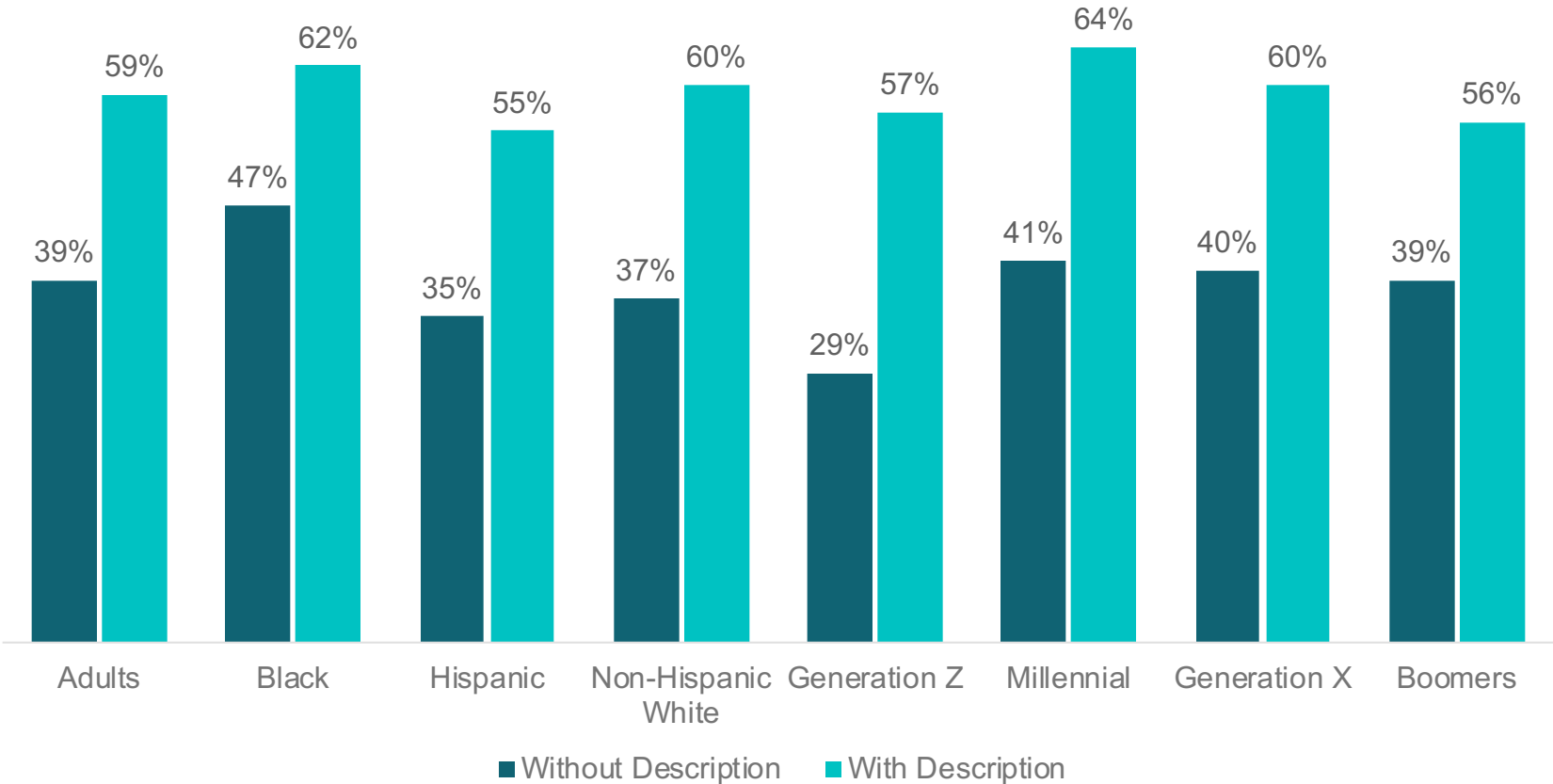


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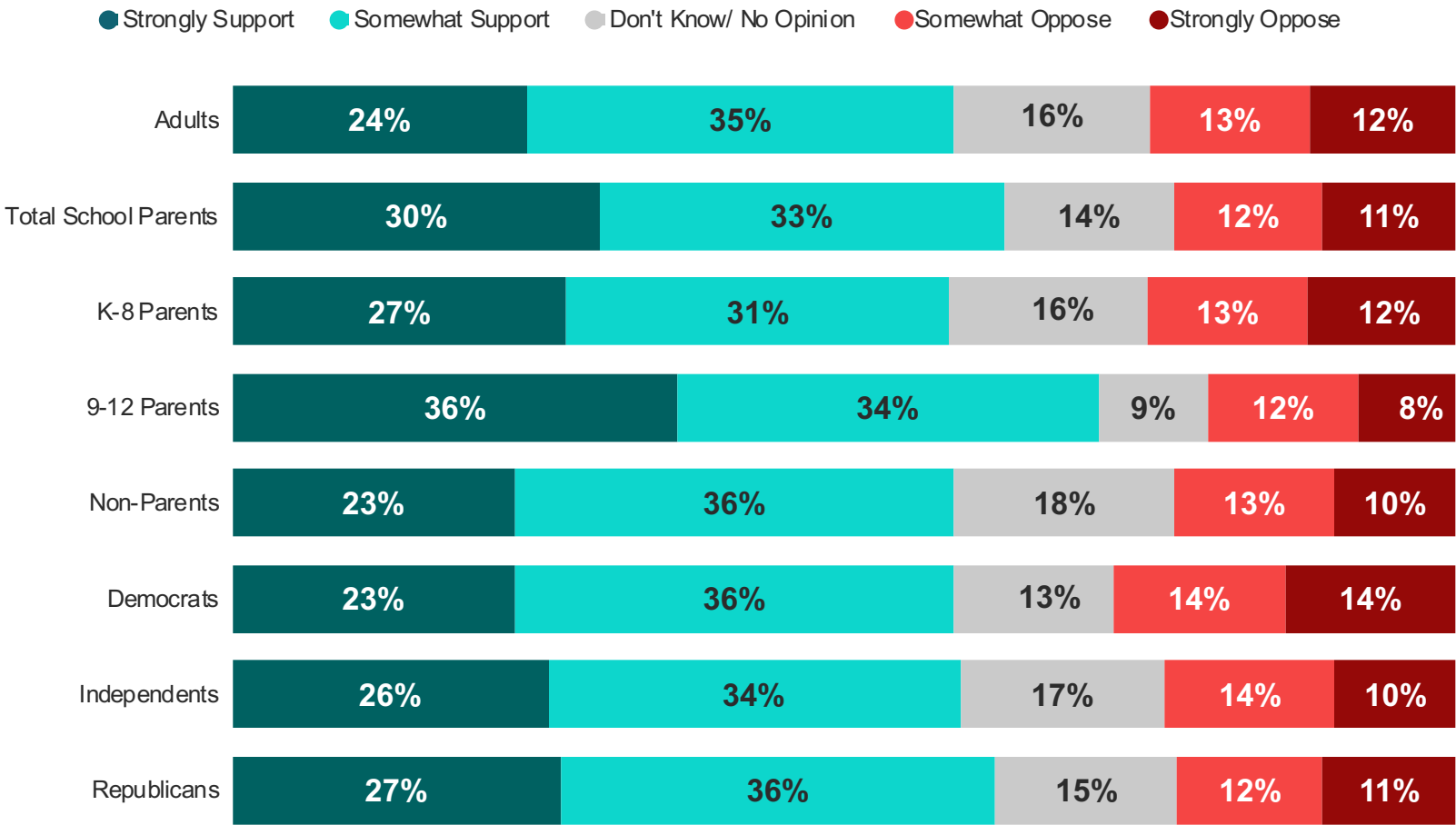
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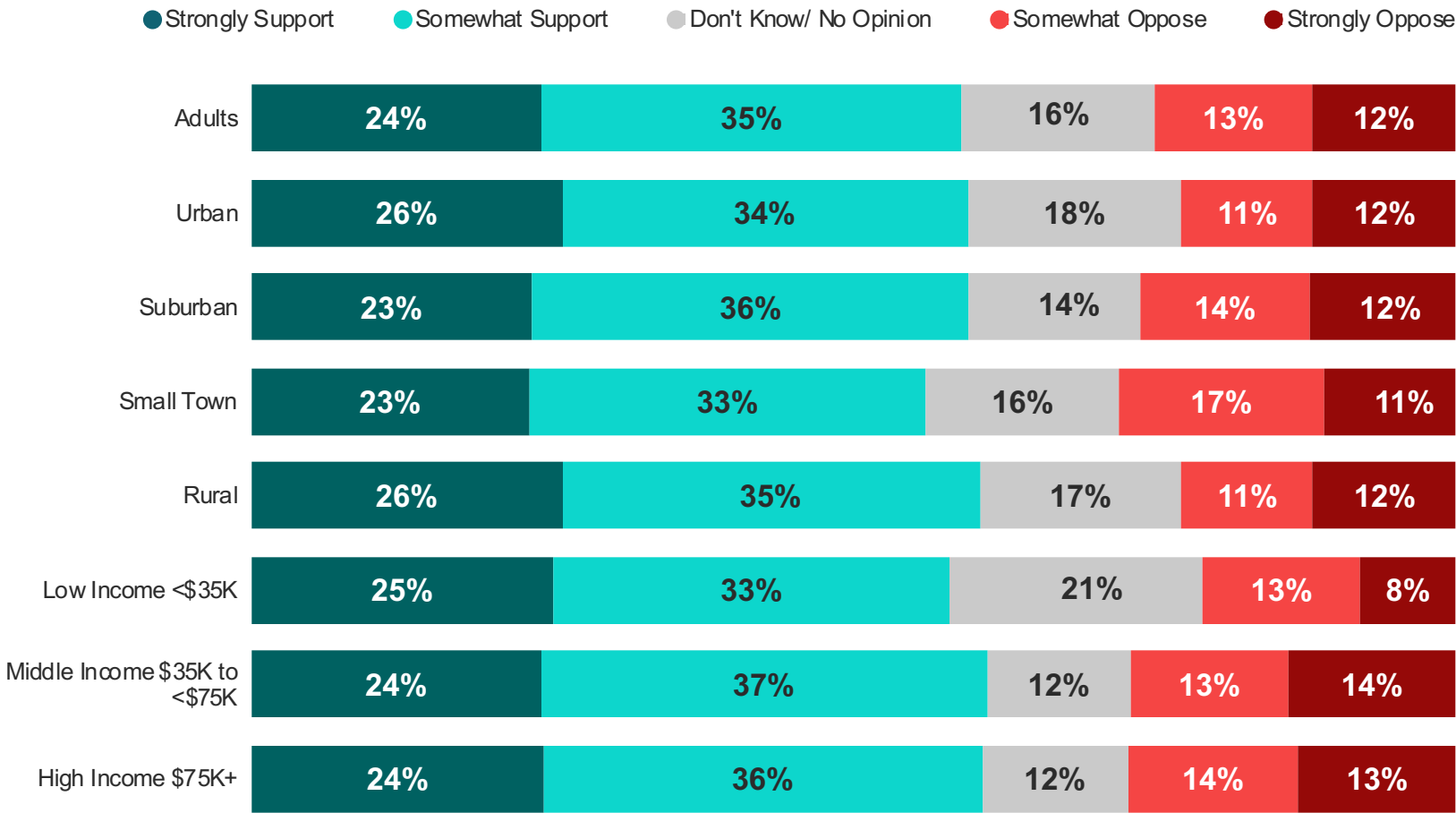
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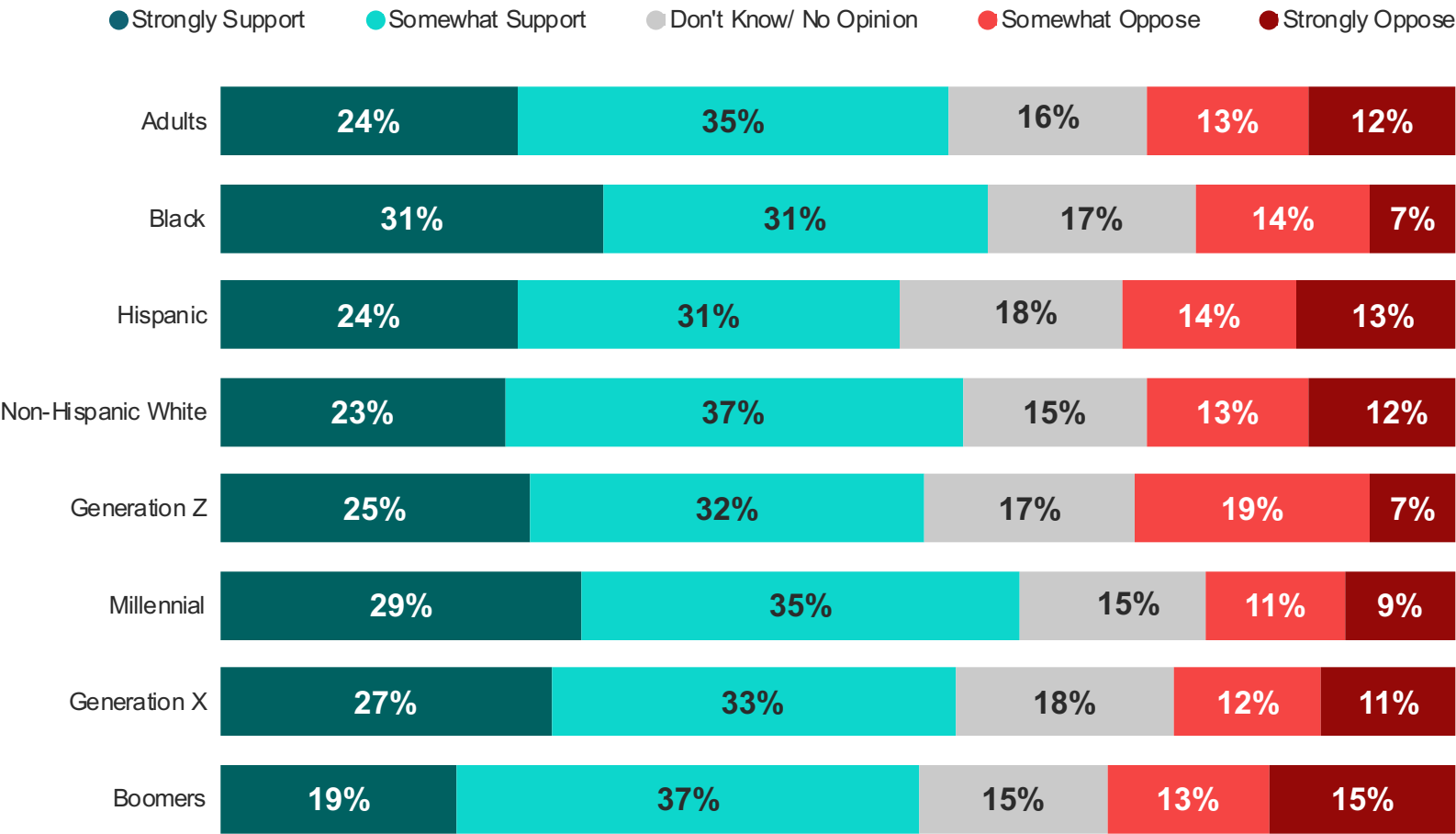
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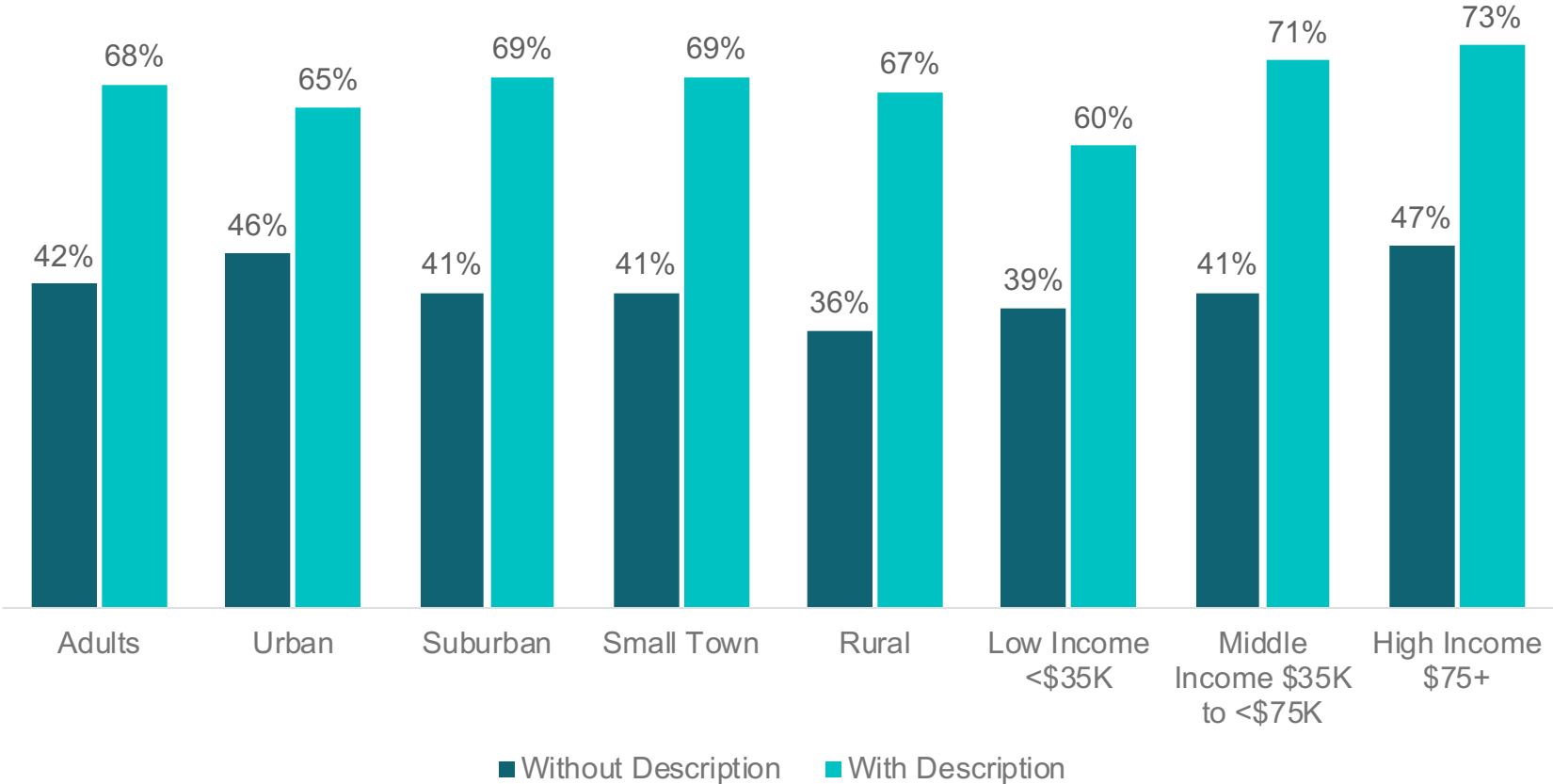


Education Savings Accounts Favorability

Based on what you know, or have heard from others... In general, what is your opinion of 'education savings accounts' in K-12 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?

Total Support (Strongly Support + Somewhat Support)

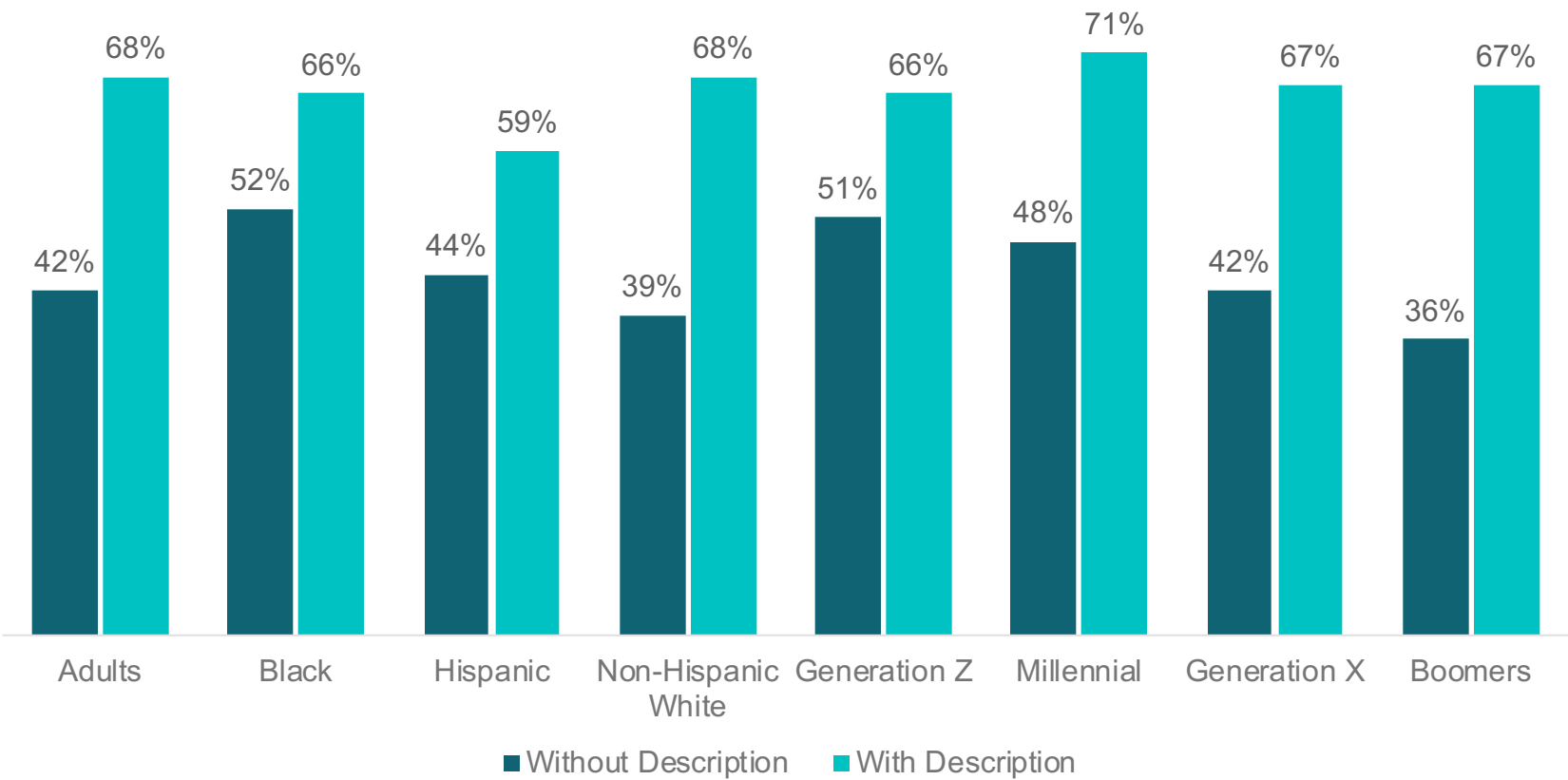


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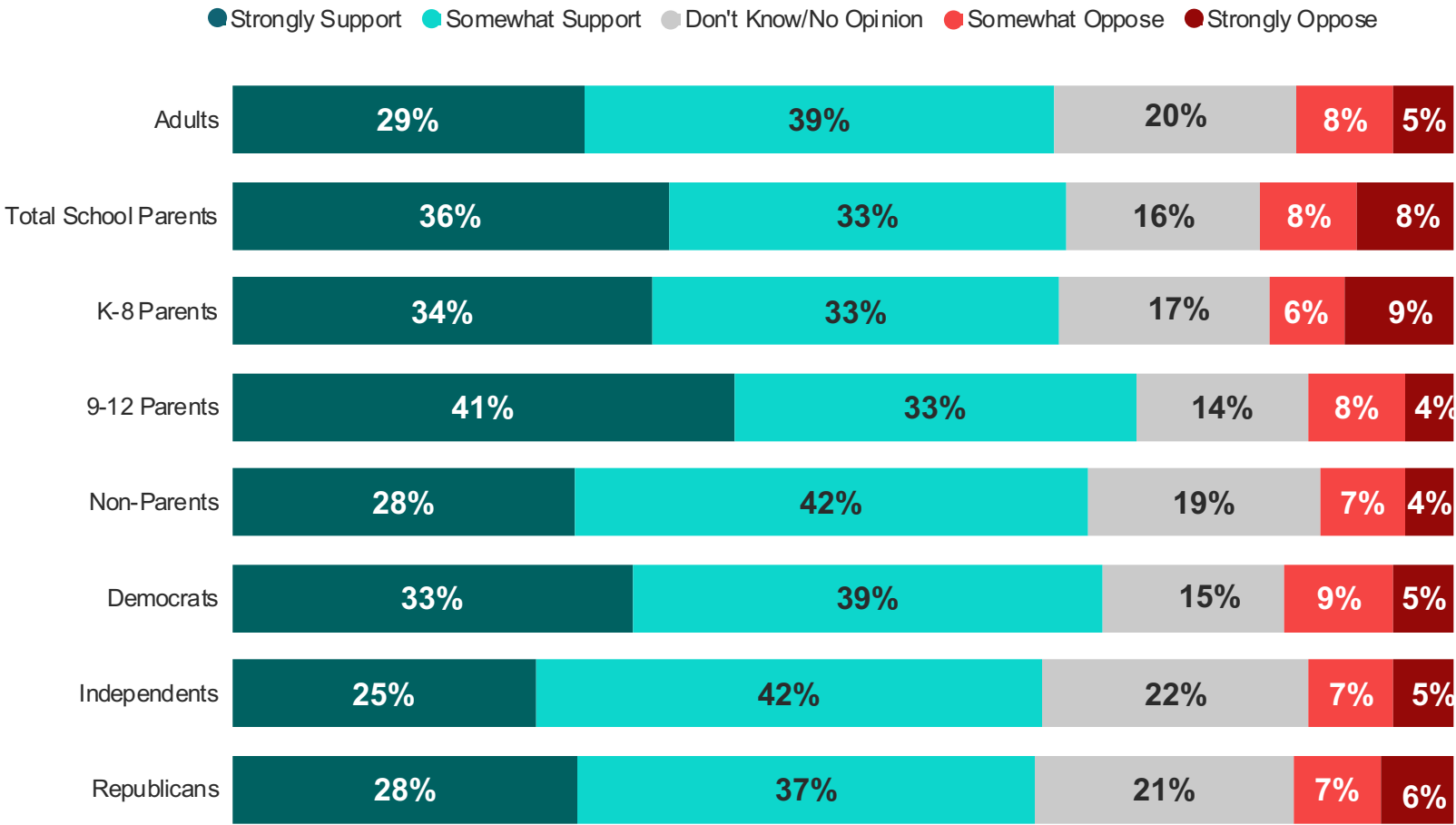
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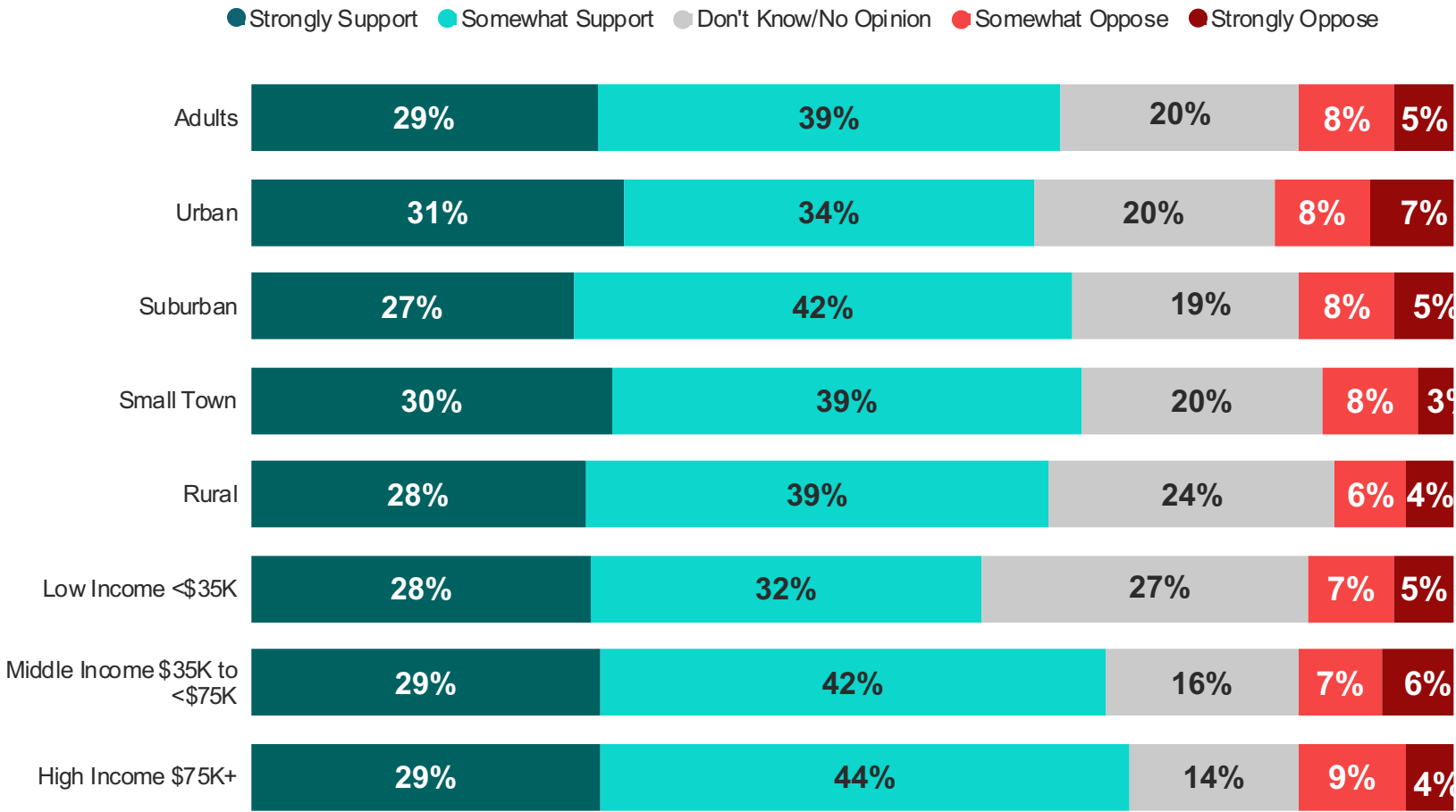
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