



 MORNING CONSULT

# EdChoice

GEN POP NATIONAL  
POLLING PRESENTATION

**June 2020**

## Key Points

- 1 While the coronavirus outbreak continues to be disruptive to everyday life, Americans feel schools have responded well to the crisis.** Parents are comfortable administering e-learning and most would prefer to enroll their children in an e-learning program in August/September over them physically going to school. However, there is increased concern over children missing the physical activities and free/reduced meal offerings that are provided by their schools.
- 2 Parents of children in grades K-4 are more likely to believe they are experiencing racial biases than parents of children in grades 9-12.** Parents that believe their children are facing inequalities believe any actions taken to address and reduce racial bias will be effective.
- 3 Americans are more likely to believe their local schools are on the right track, while they are less optimistic when it comes to other schools in their state or schools nationwide.** Also, Americans regardless of what grade believe that schools should encourage independent thinking. Principals are viewed as responsible for both schools and school districts, and teachers are most responsible for schools.
- 4 Americans believe that schools are spending much less than they actually are annually per student and think teachers make less than they actually do.** Once given information on annual spend per student Americans are more likely to believe that schools are spending the right amount, this is especially true among Moderates. However, when given information on teachers' salaries the amount of Americans that think their salaries should increase declines.

### Methodology (also see slides 55 - 56)

This poll was conducted from June 12-14, 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.

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**COVID-19 and Schooling**



**Racial Bias and Schooling**



**Opinions about K-12 Education**



**Awareness and Favorability of  
School Choice Policies**



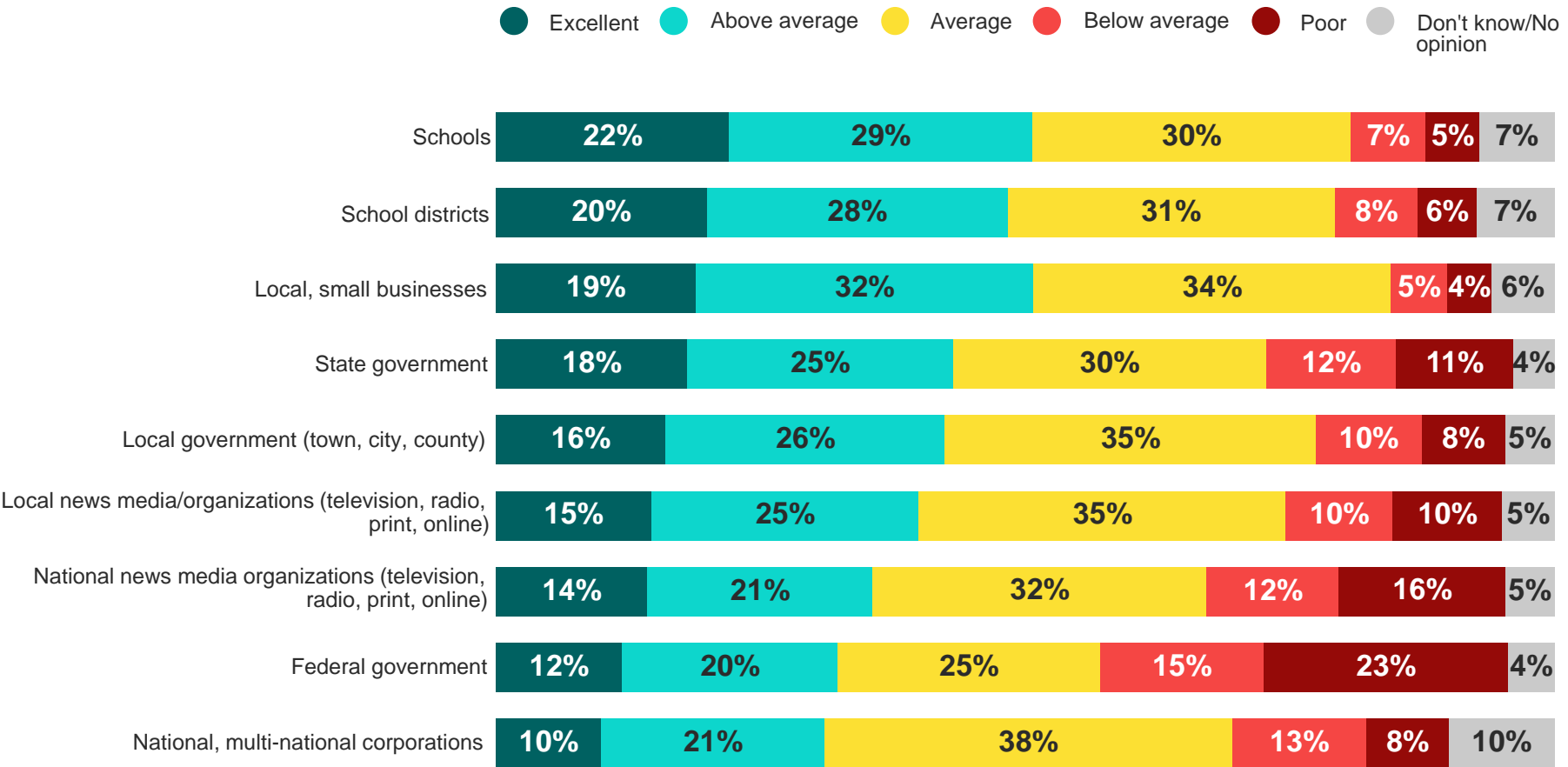
**Survey Profile, Demographics,  
and Appendix**

# COVID-19 Response Grade

## Schools and local businesses are viewed as having the best response to the coronavirus outbreak, while the federal government is viewed as having the worst response.

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

### All Adults

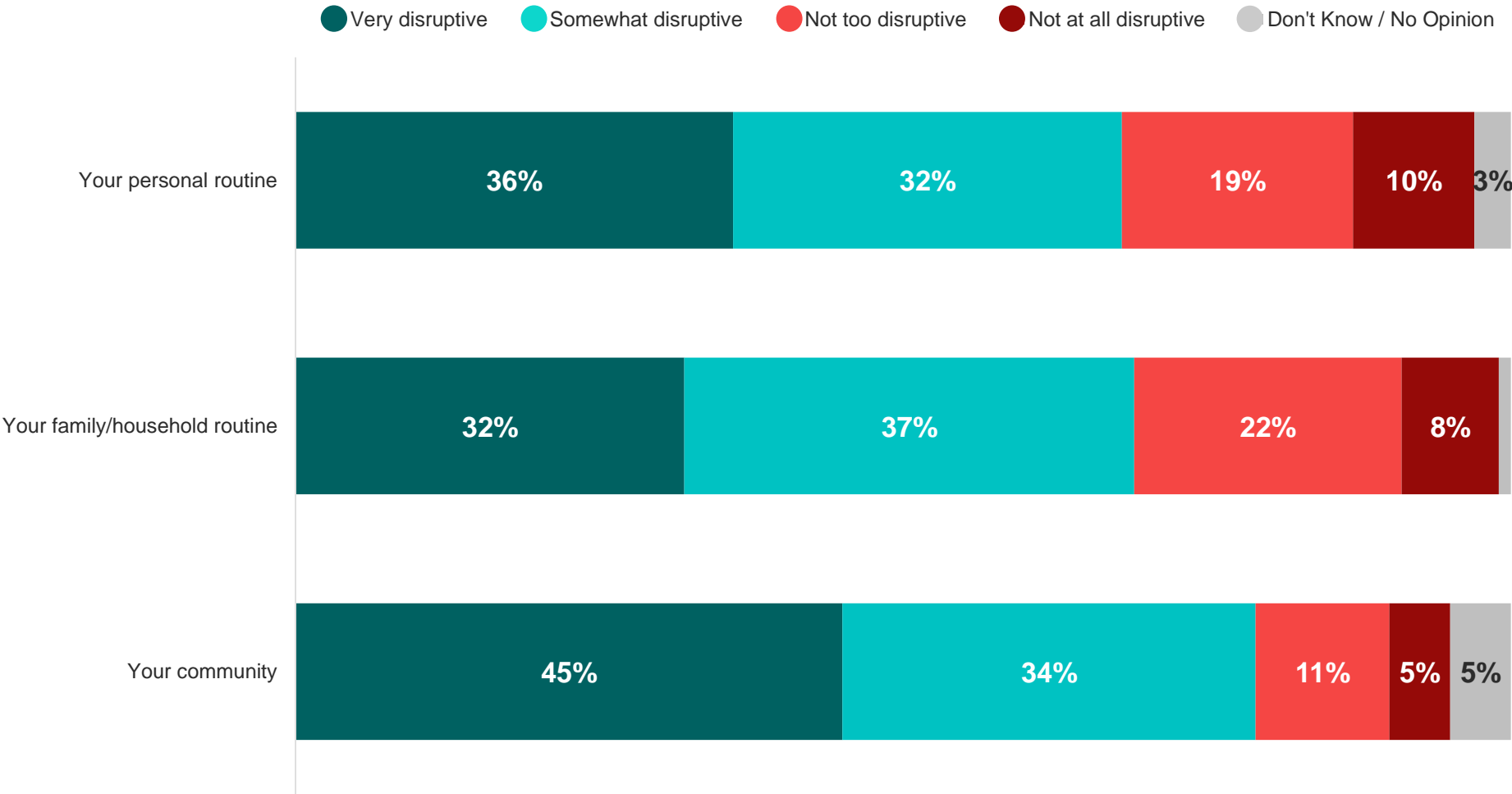


# COVID-19 Disruption

## The coronavirus remains disruptive to Americans and is especially disruptive to communities.

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

*All Adults*

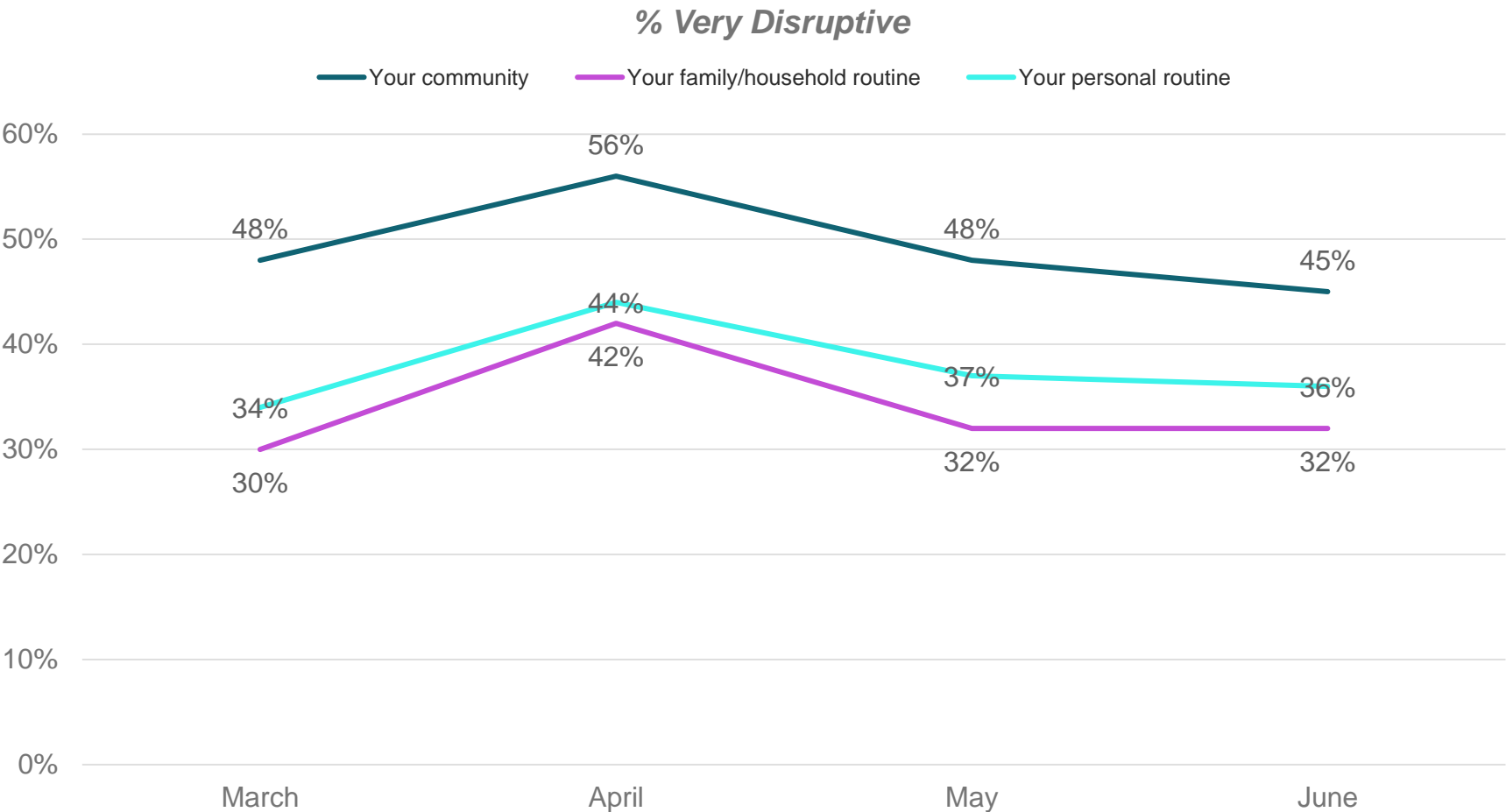


# COVID-19 Disruption

After a peak in disruption in April, May and June have seen disruption mirroring that of the beginning of the outbreak in March.

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

*All Adults*

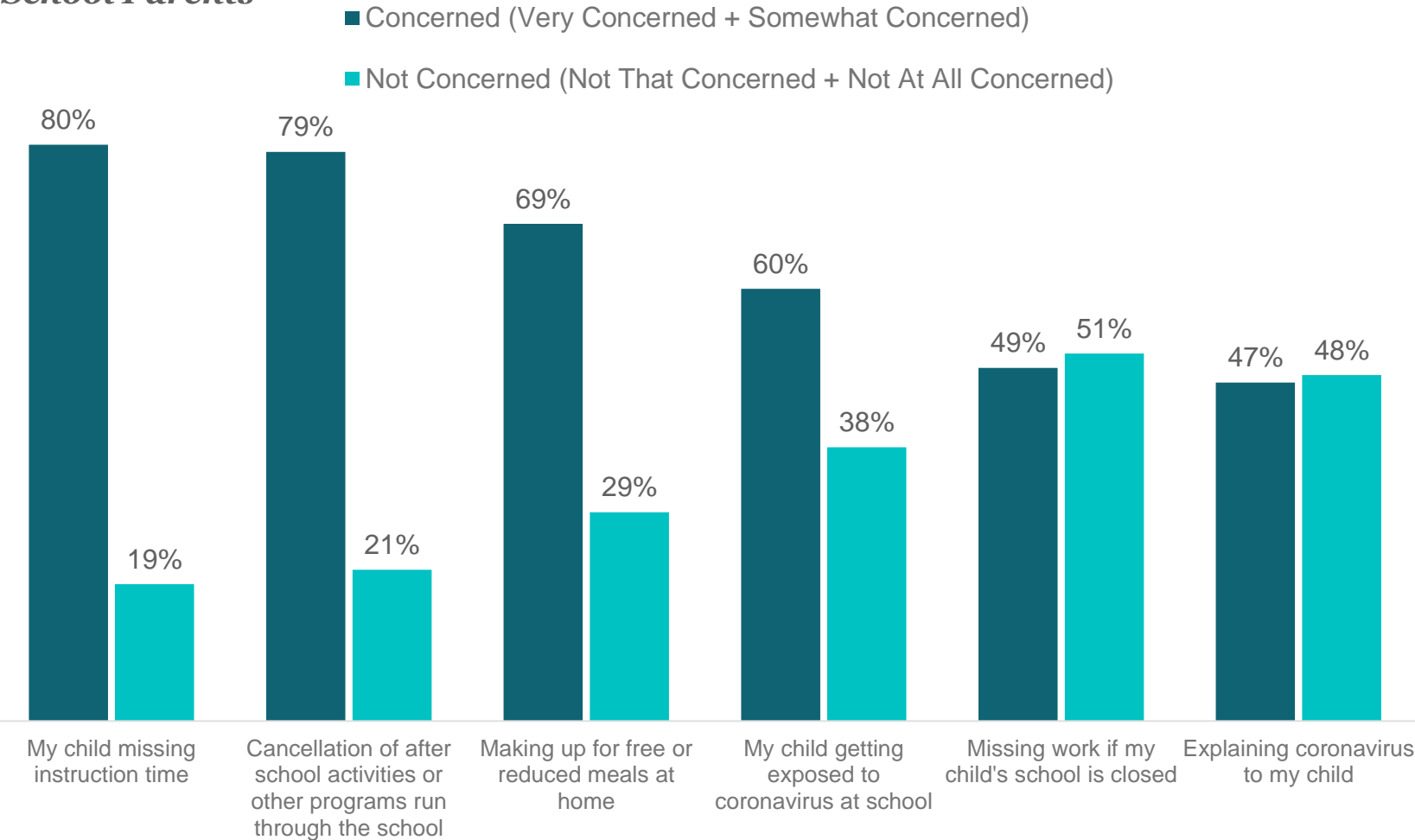


# COVID-19 Concerns

## Parents' concerns have shifted towards children missing activities and meal supplements provided by schools and are slightly less concerned over their children contracting the virus.

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

### School Parents

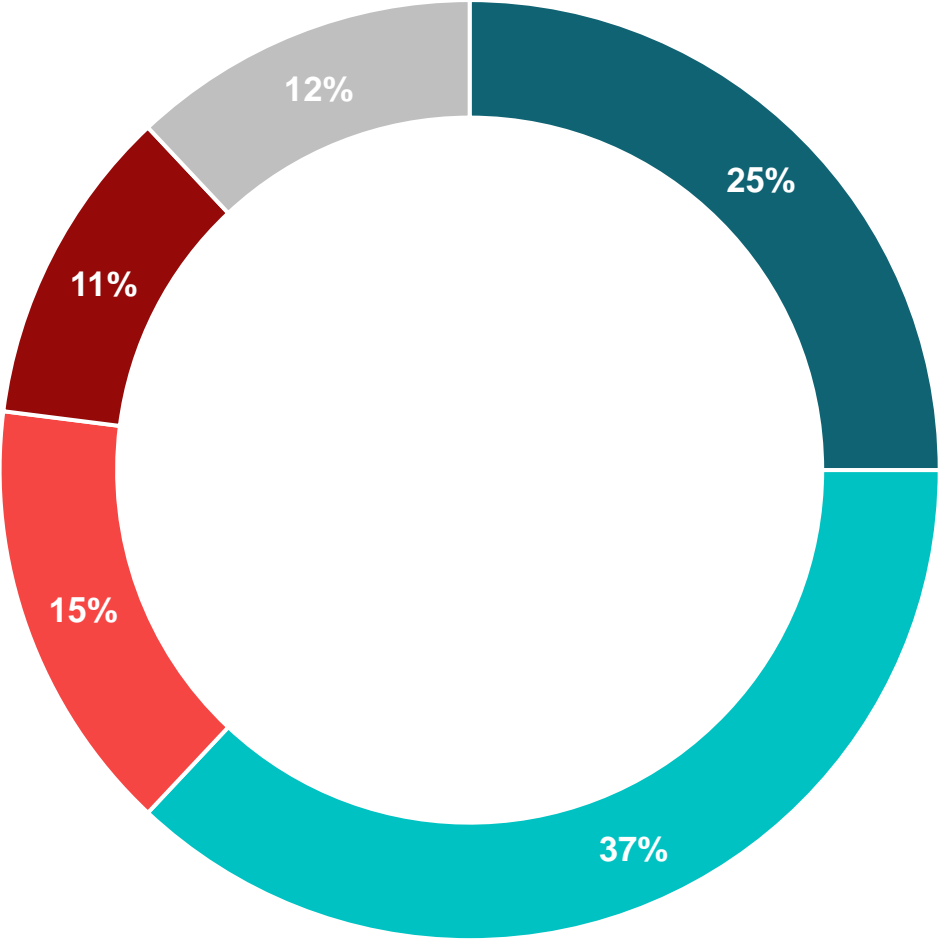


School parents are more favorable of homeschooling as a result of the coronavirus outbreak.

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

*School Parents*

● Much more favorable   ● Somewhat more favorable   ● Somewhat less favorable   ● Much less favorable   ● Don't know/No opinion



COVID-19  
Impact on  
Homeschooling

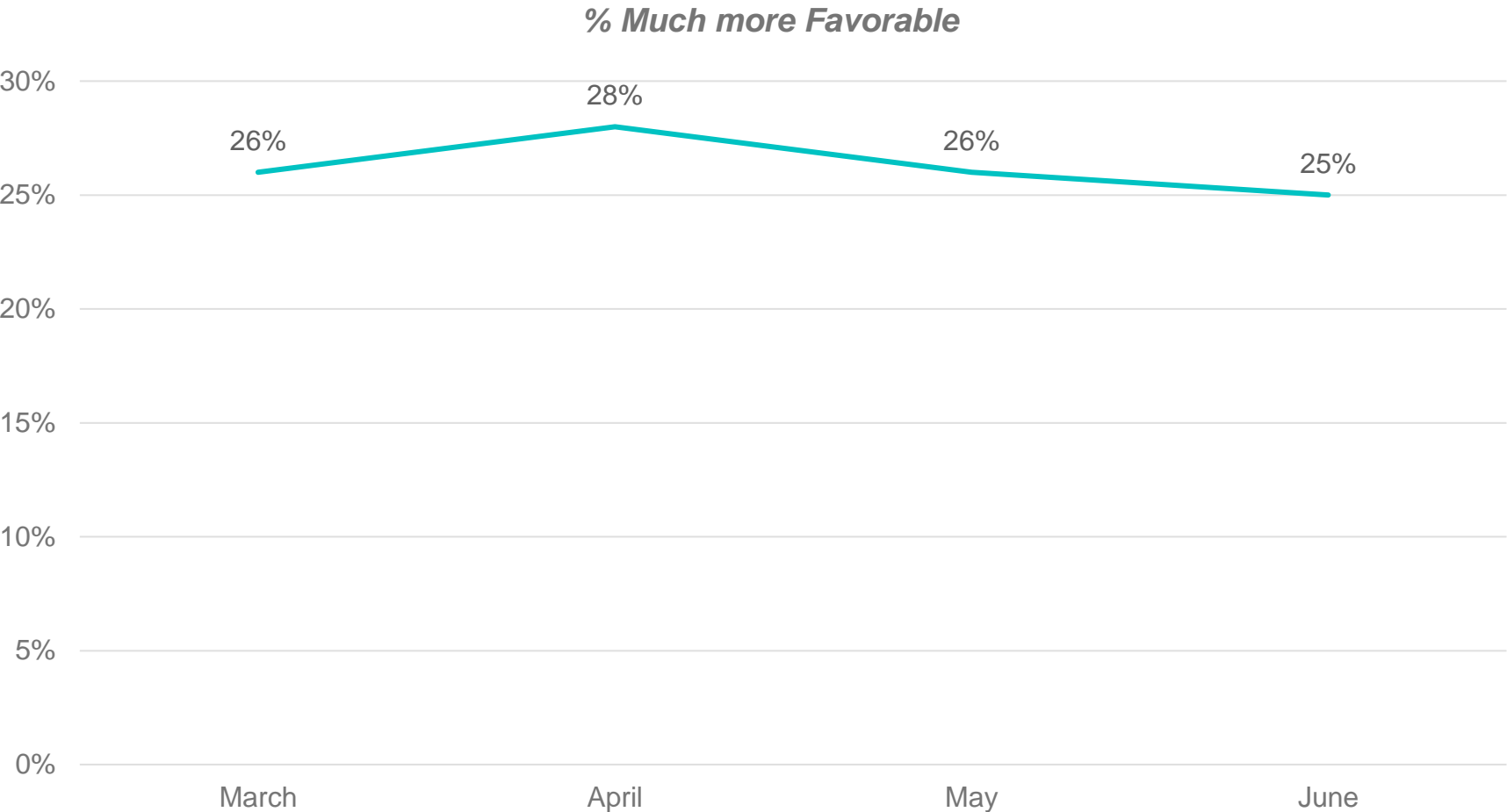


# COVID-19 Impact on Homeschooling

## In June, favorability of homeschooling remains steady as a result of the coronavirus outbreak.

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

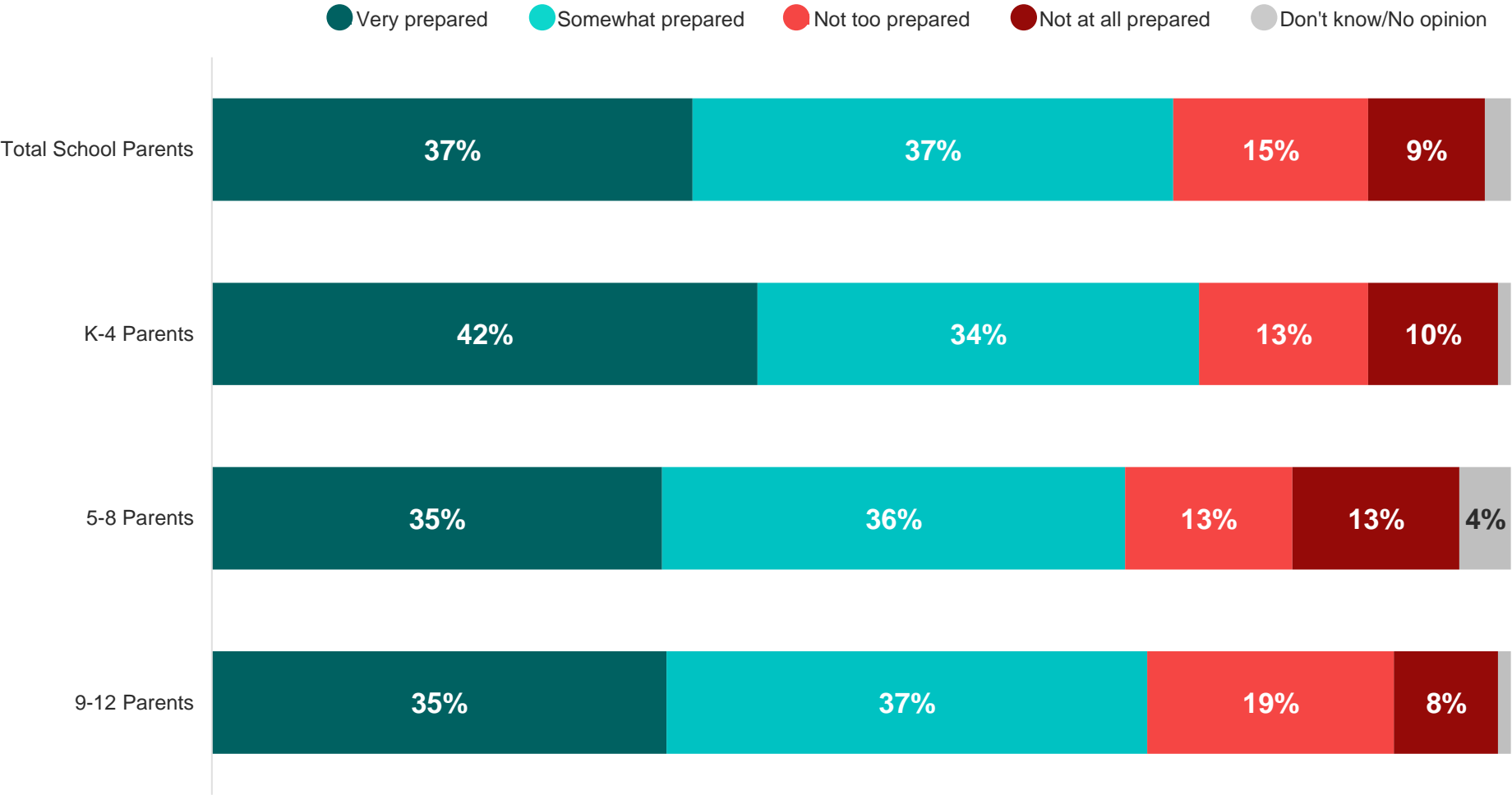
### *School Parents*



# e-Learning Preparedness

## Most school parents are prepared to move to e-learning...

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



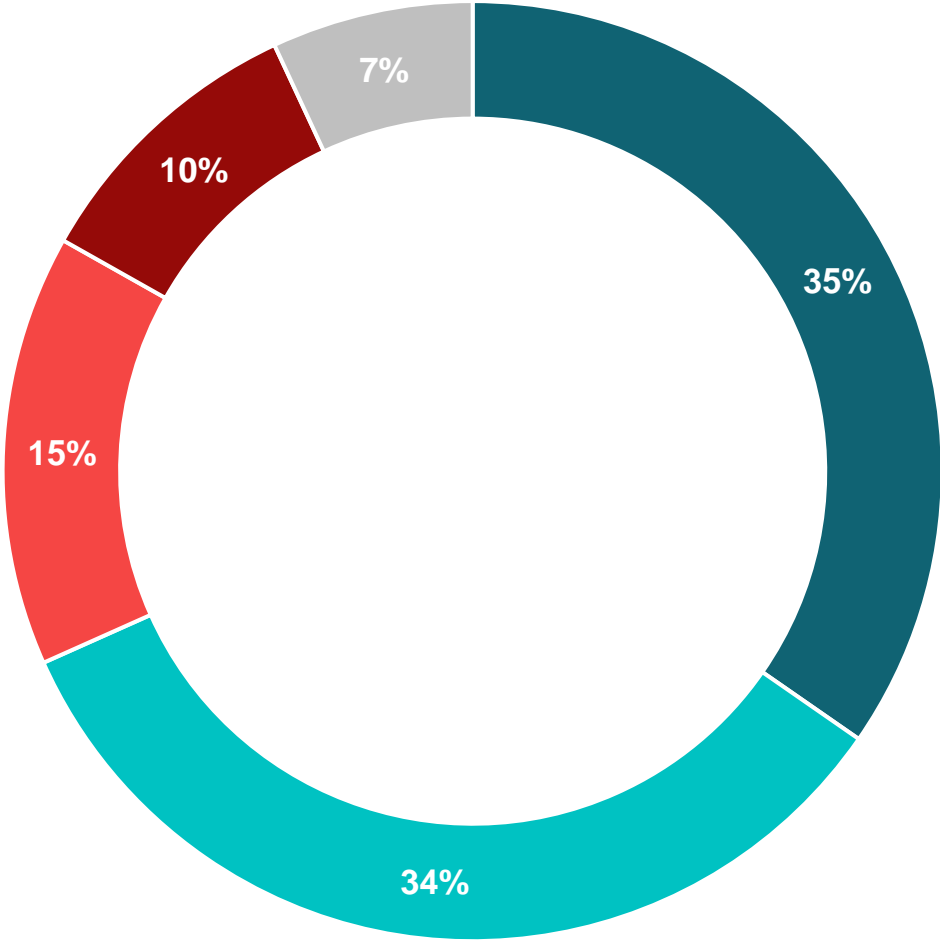
# Likelihood of e-Learning Enrollment

...And many indicate they are likely to enroll their children into e-learning programs in the fall in place of physically going back to school.

*Next school year, if your school or school district allowed for the option of e-learning instead of physically going back to school, how likely would you be to enroll your child in e-learning/distance learning provided by the school or district?*

**School Parents**

Very likely    Somewhat likely    Not that likely    Not at all likely    Don't know/No opinion



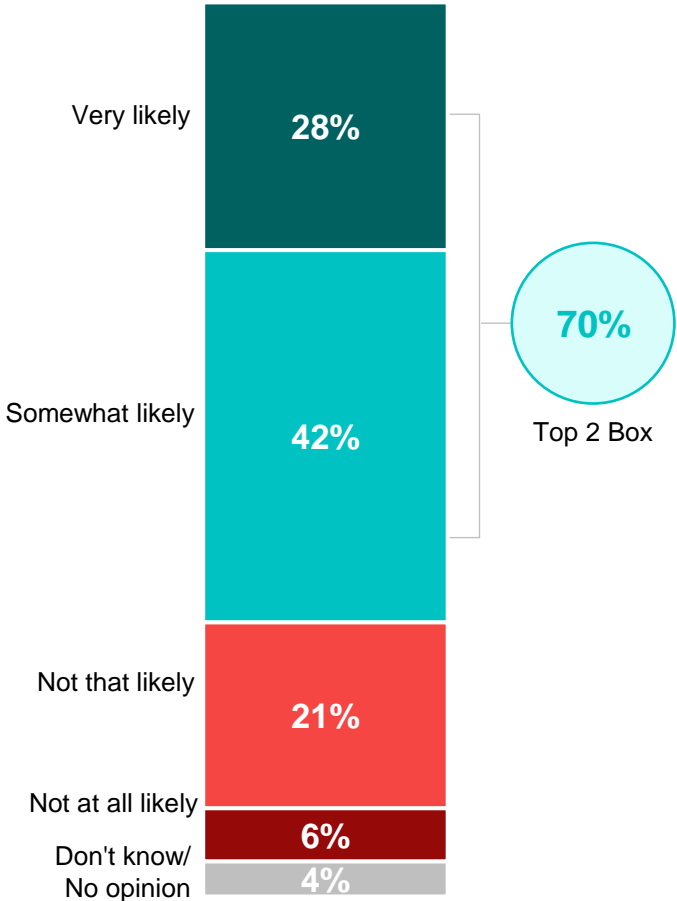
# Returning to School in August/September

While many school parents believe their children will be able to return to school in the fall, they are less comfortable with them returning at that time.

## School Parents

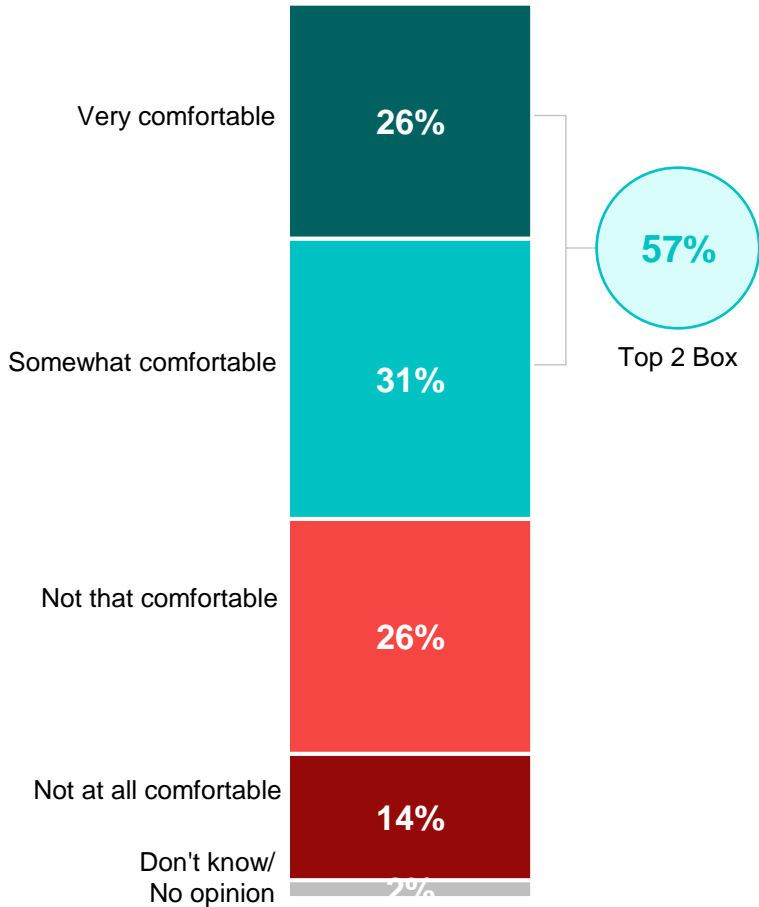
### Expect Students Will Return to School

Based on what you know right now, do you expect that your child/children will be able to return to school in August/September as they have in previous years?



### Comfortable with Child/Children Returning to School

Based on what you have seen, read, or heard about the coronavirus (COVID-19) outbreak so far, how comfortable would you feel with your child/children returning to school in August/September?



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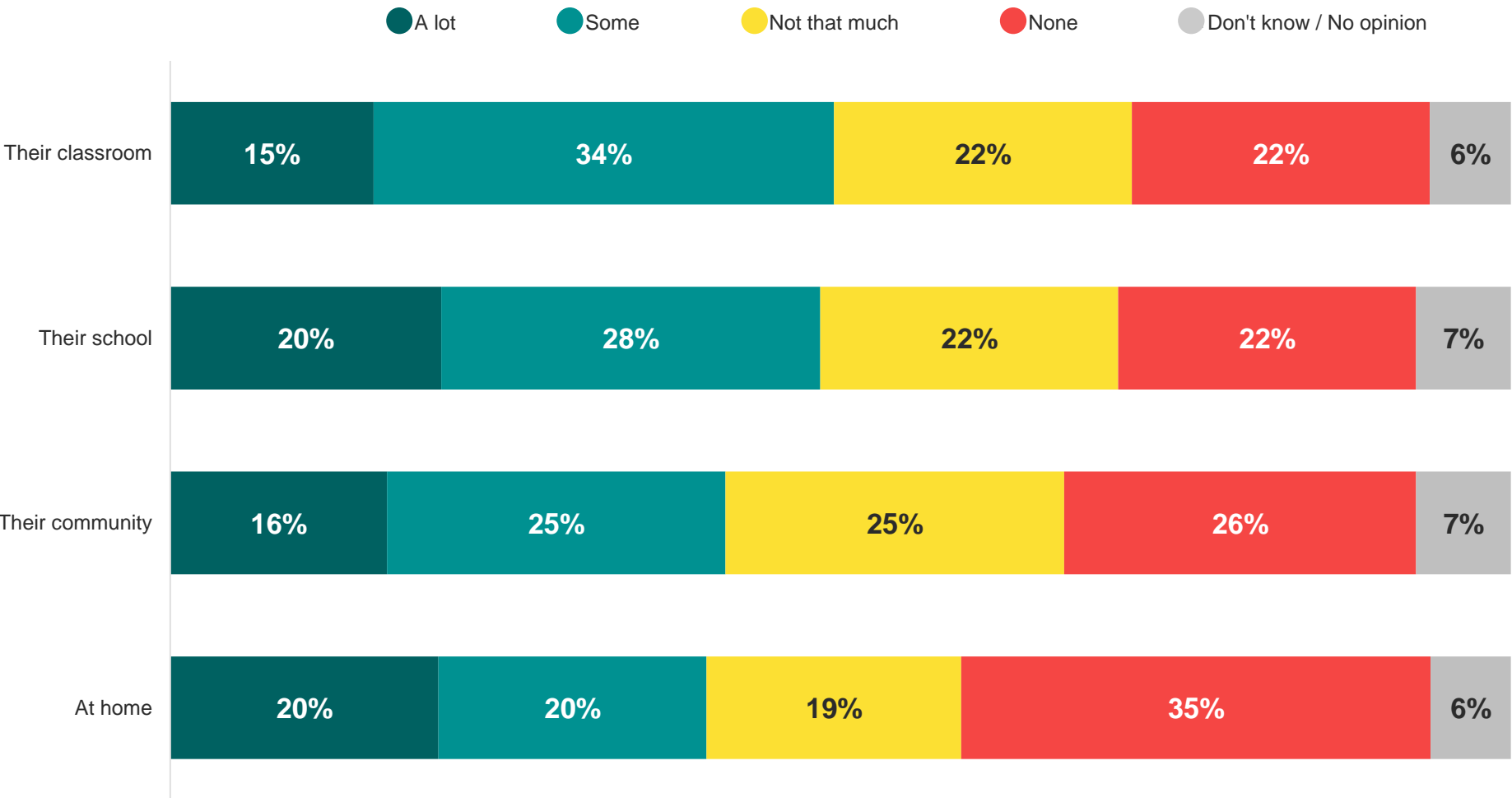
**Survey Profile, Demographics,  
and Appendix**

# Inequalities children face

## School parents feel their children are facing more inequalities at school or in their classroom than in their community.

How much does your child face inequities in the following environments?

### School Parents

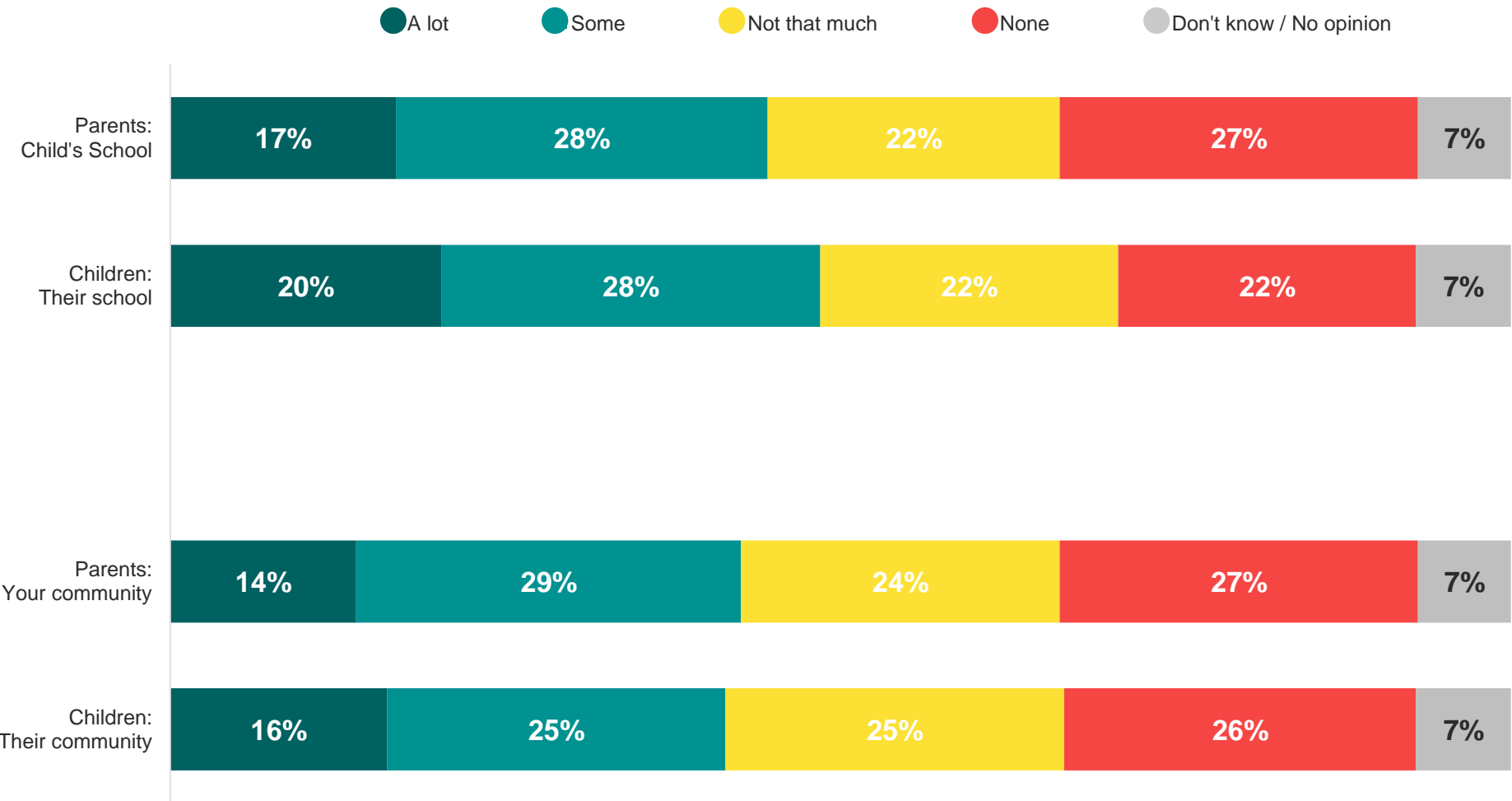


# Inequalities Parents & Children

## School parents feel they face the same amount of inequalities as their children do in their child’s school and in their community.

*How much do you face inequities in the following environments? How much does your child face inequities in the following environments?*

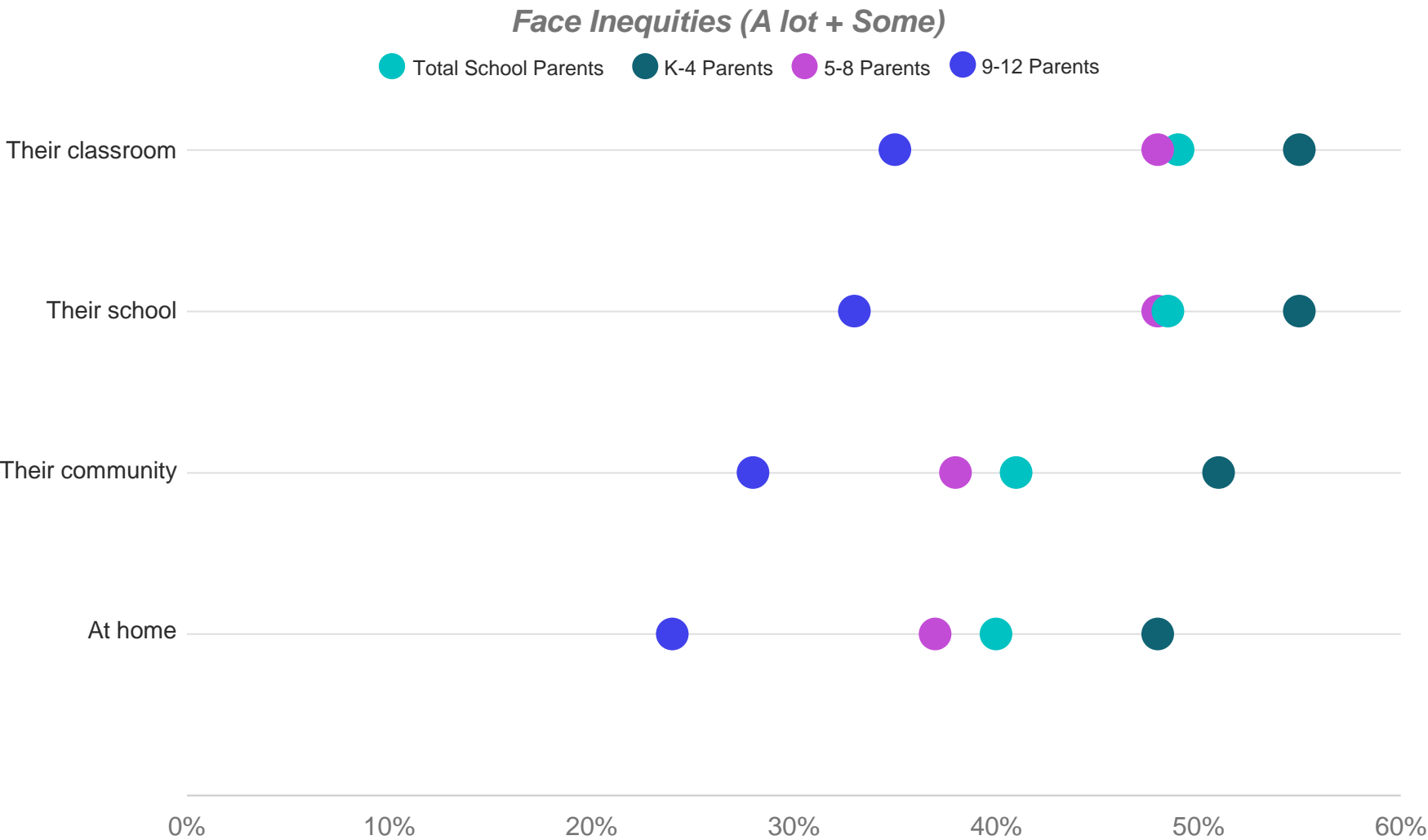
### School Parents



# Inequities children face

Parents of younger children (K-4 grades) are more likely to believe their children are facing inequalities, while parents of older children (9-12 grades) are less likely to feel their children are facing inequalities.

*How much does your child face inequities in the following environments?*



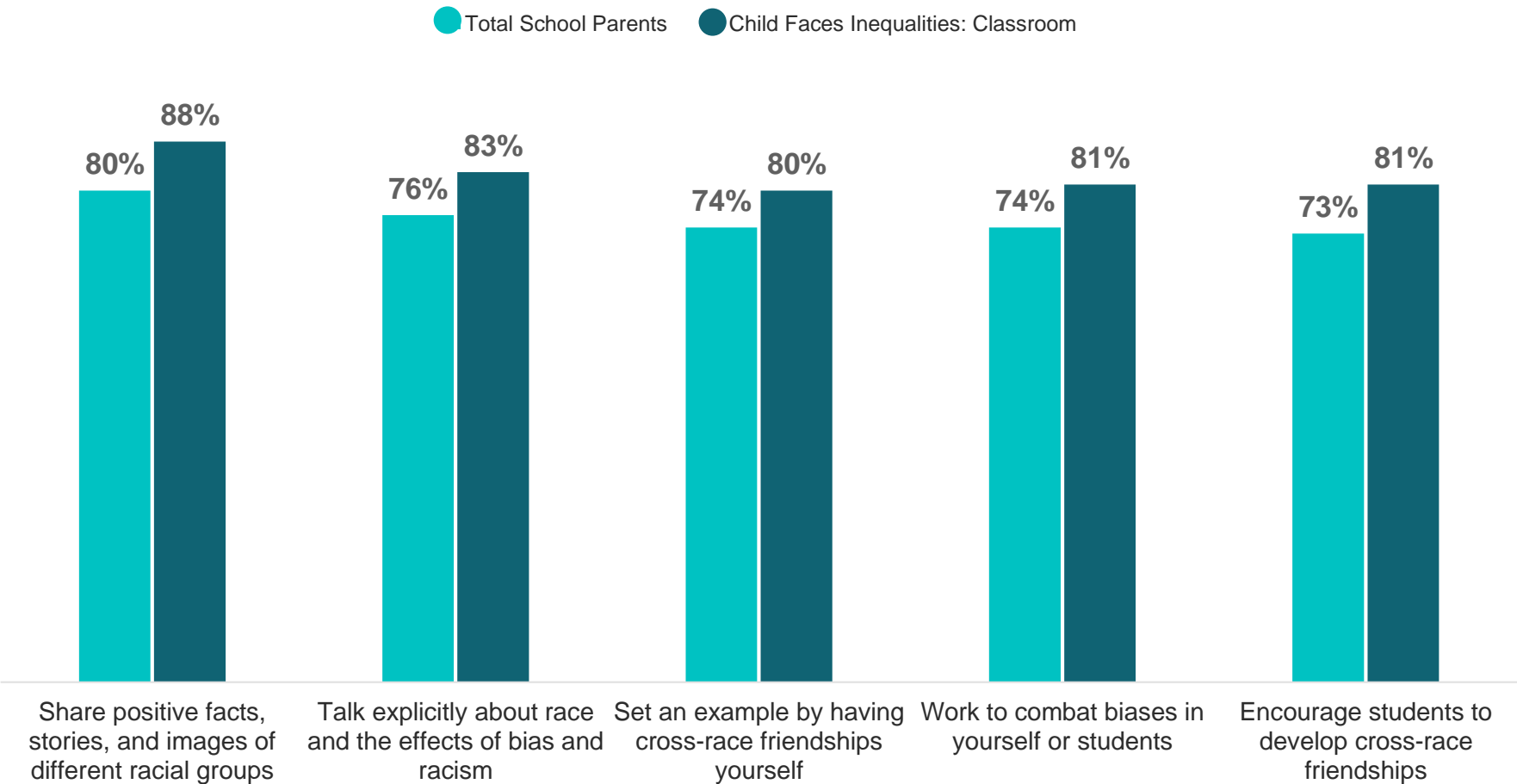


# Effective Actions - Classroom

School parents, especially those that feel their child faces inequalities in their classroom, feel any actions that address and work to reduce racial biases will be at least somewhat effective.

*How effective would the following actions be in addressing and reducing racial bias in your child’s classroom?*

***Very + Somewhat Effective***

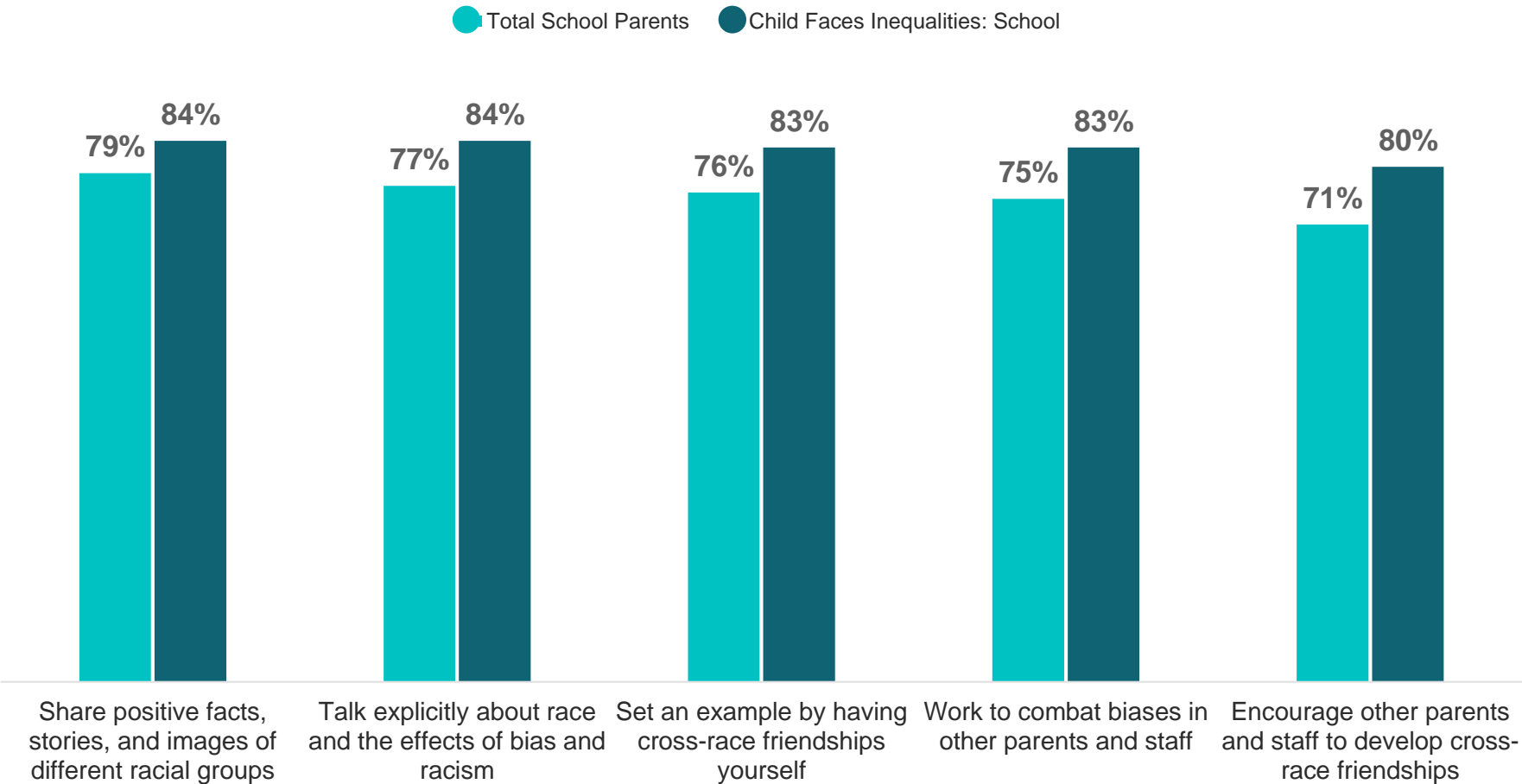


# Effective Actions - School

Parents of children who face inequalities at school are also even more likely to believe actions to address and reduce racial bias in schools will be at least somewhat effective.

*How effective would the following actions be in addressing and reducing racial bias in your child’s school?*

***Very + Somewhat Effective***

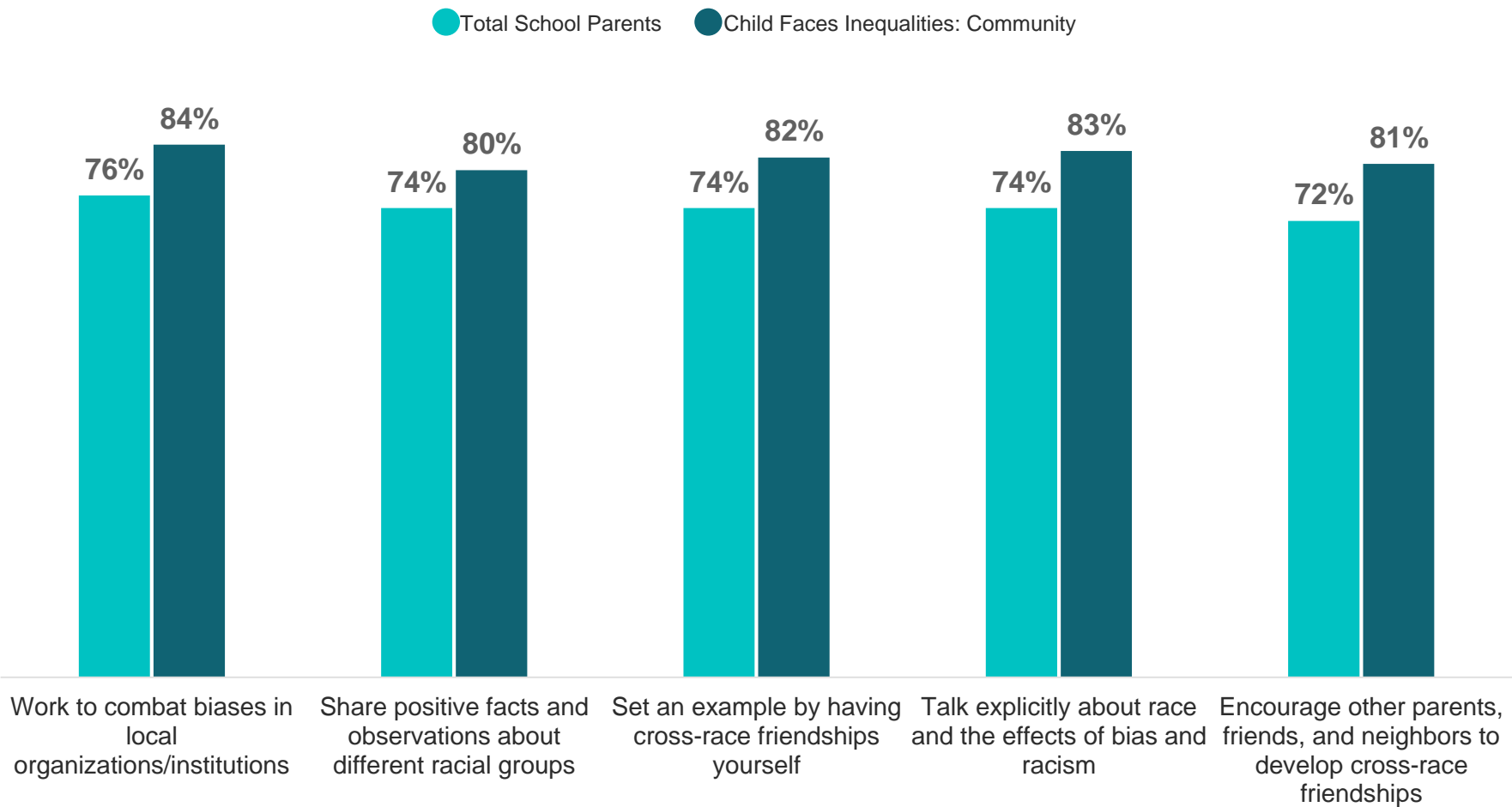


Effective  
Actions -  
Community

In line with schools and classrooms, parents that believe their child faces inequalities in their community are more likely to believe that any actions taken to address and reduce racial biases will be effective in their community.

*How effective would the following actions be in addressing and reducing racial bias in your local community?*

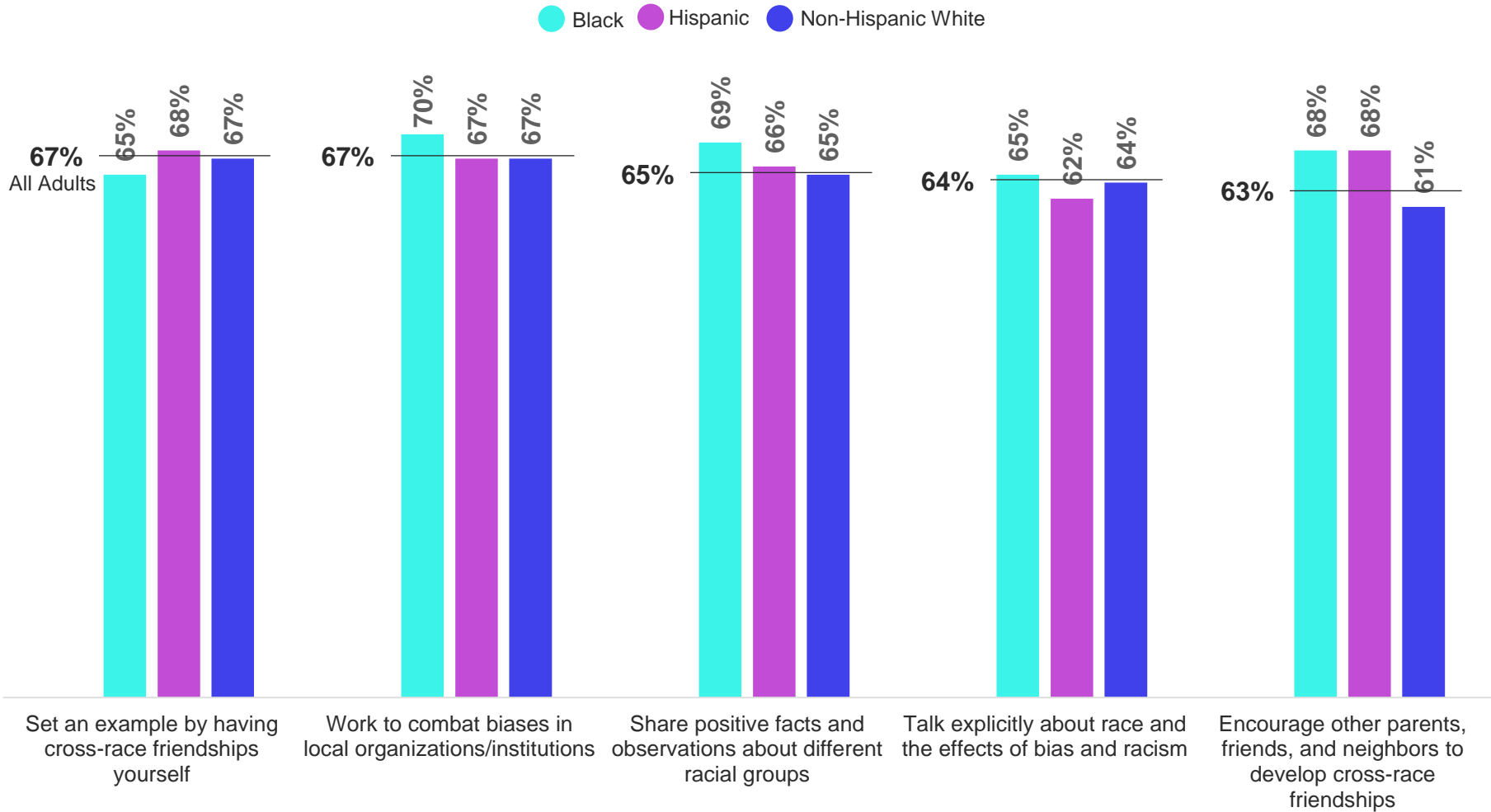
***Very + Somewhat Effective***



Effective  
Actions -  
Community

Across races Americans believe that actions addressing and reducing racial bias will be at least somewhat effective.

How effective would the following actions be in addressing and reducing racial bias in your local community?  
**very + somewhat effective**



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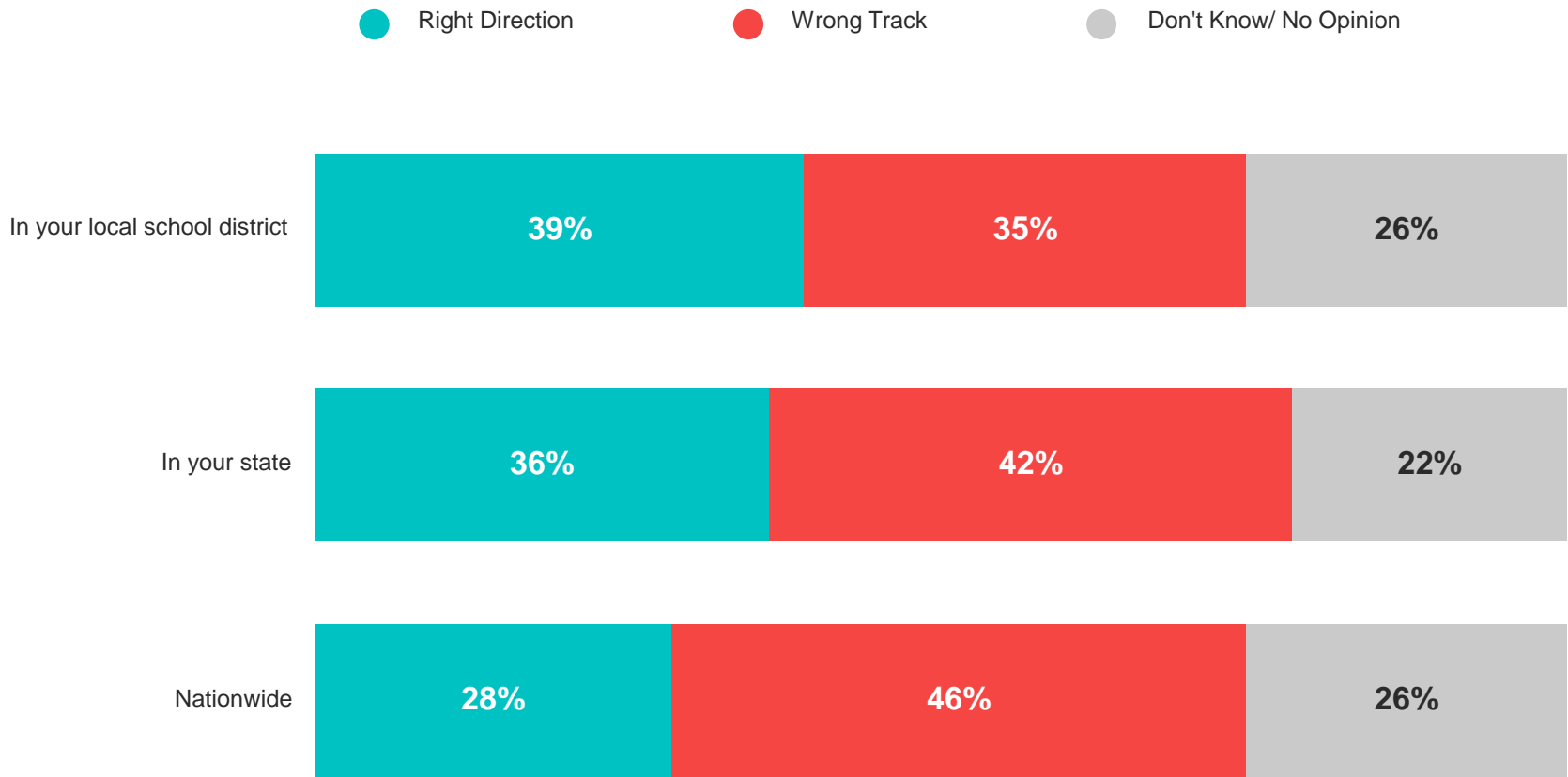
Survey Profile, Demographics,  
and Appendix

# Direction of Education

A plurality of Americans continue to feel their local school district is moving in the right direction but are less confident in schools in their state and 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?*

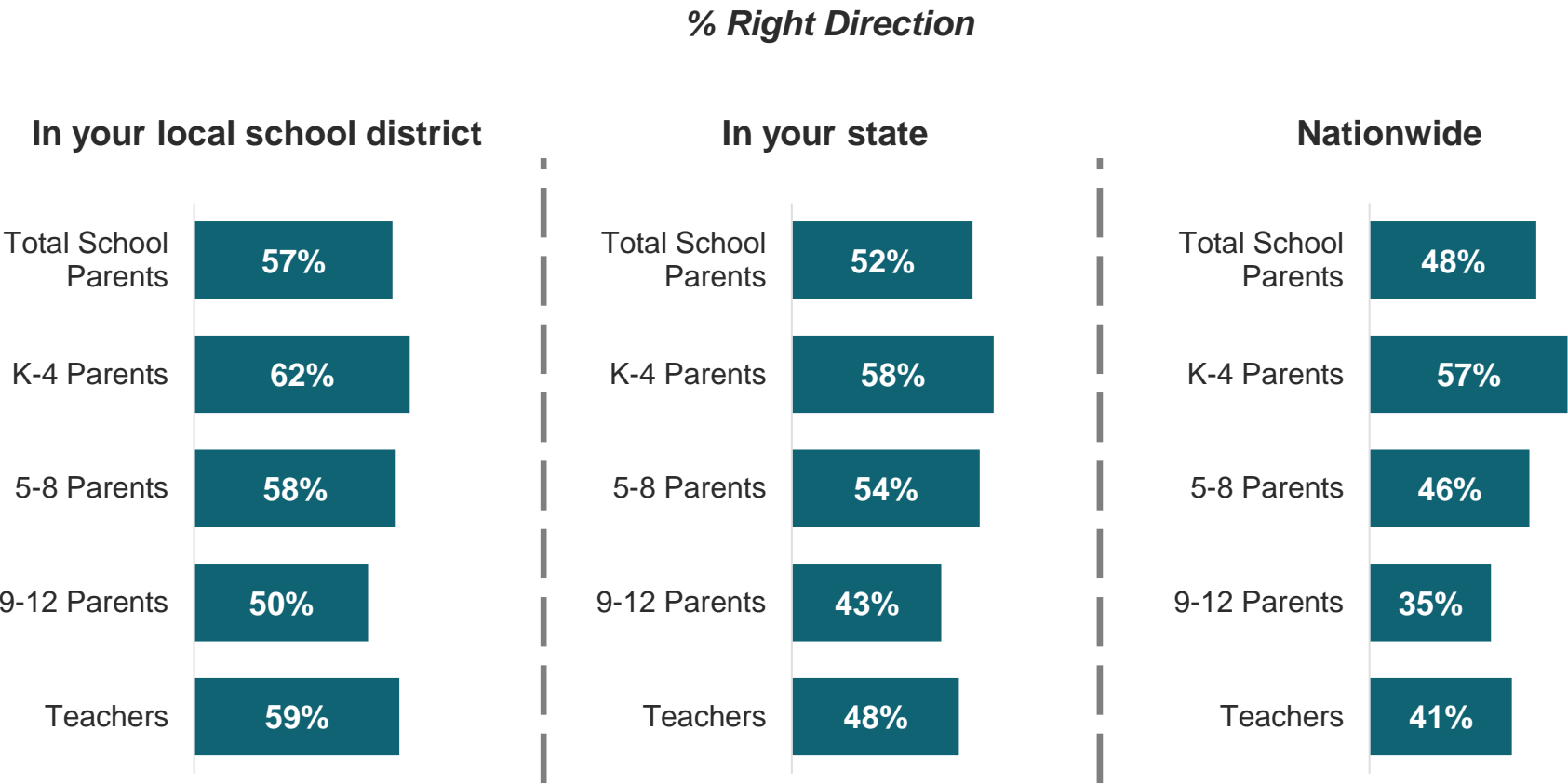
All Adults



# Direction of Education

## Parents with younger children, are more likely to believe education is headed in the right direction than parents with older children.

*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?*

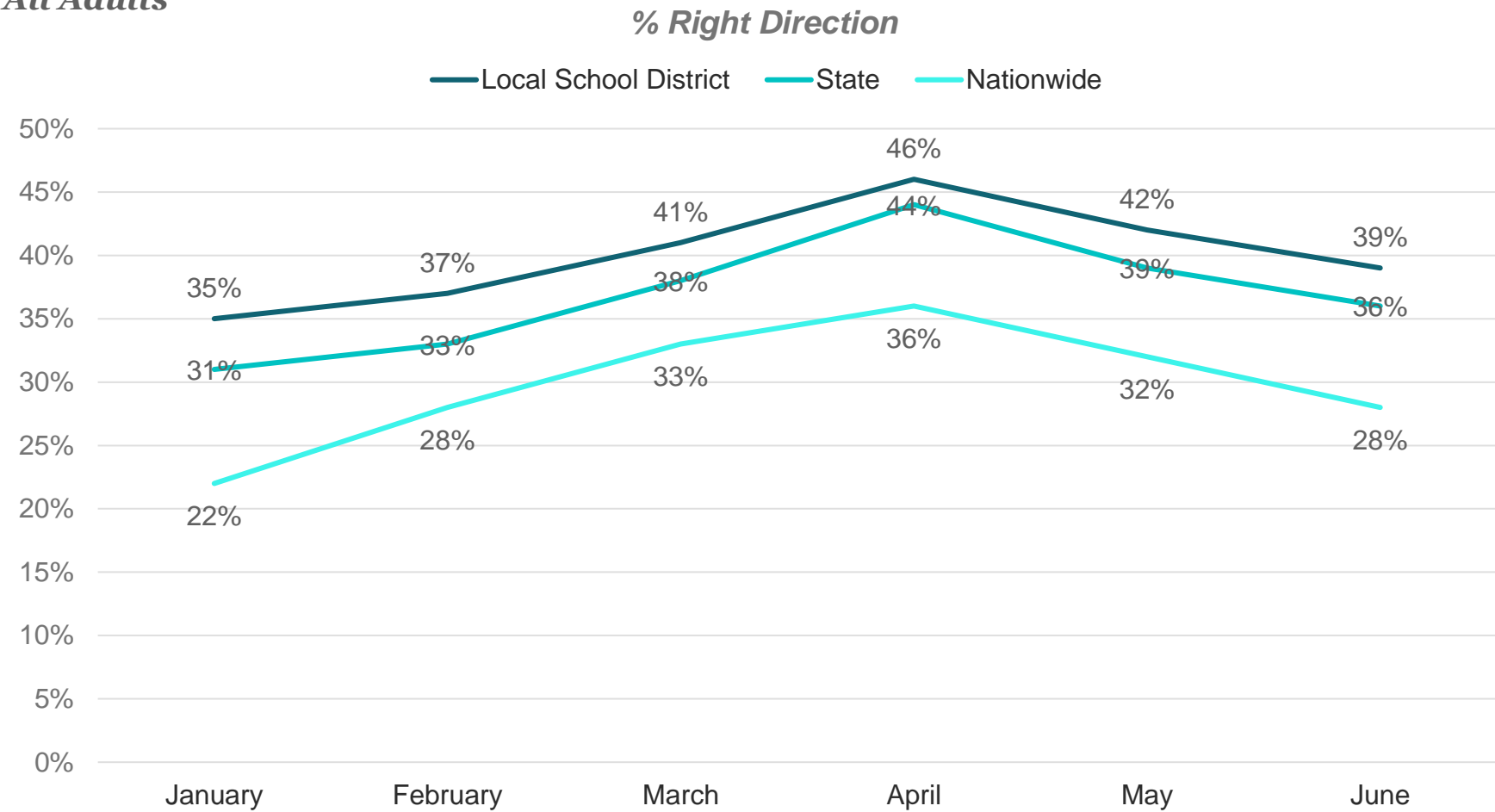


# Direction of Education

## After a peak in April, adults continue to feel slightly less confident that education is moving in the right direction in June.

*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 grades K-8 should focus on core academics and grades 9-12 should focus on skills for future employment, many believe that schools should focus on students becoming independent thinkers regardless of grade.

*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 45%



Core academic subjects (58%)



Become independent thinkers (50%)



Socialization (50%)



How to be good citizens (49%)



Skills for future employment (42%)



Values, moral character, religious virtues (42%)



To fix social problems (25%)

## Grades 9-12

Average % selected Extremely Important 53%



Skills for future employment (64%)



Become independent thinkers (59%)



Core academic subjects (57%)



How to be good citizens (55%)



Socialization (51%)



Values, moral character, religious virtues (47%)



To fix social problems (35%)

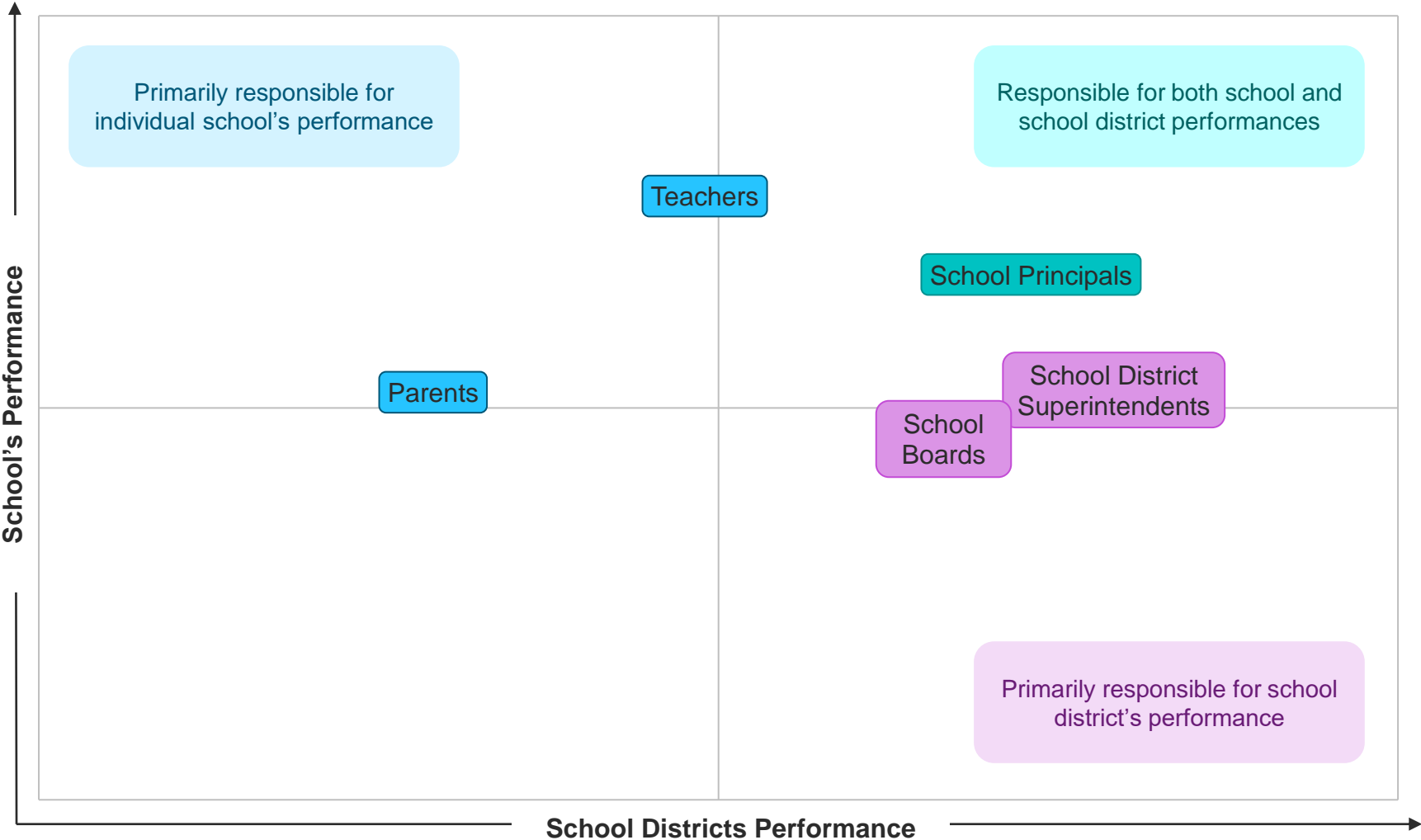
# Performance Responsibility

## School Principals continue to be viewed as responsible for both individual school and school district performance.

*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**

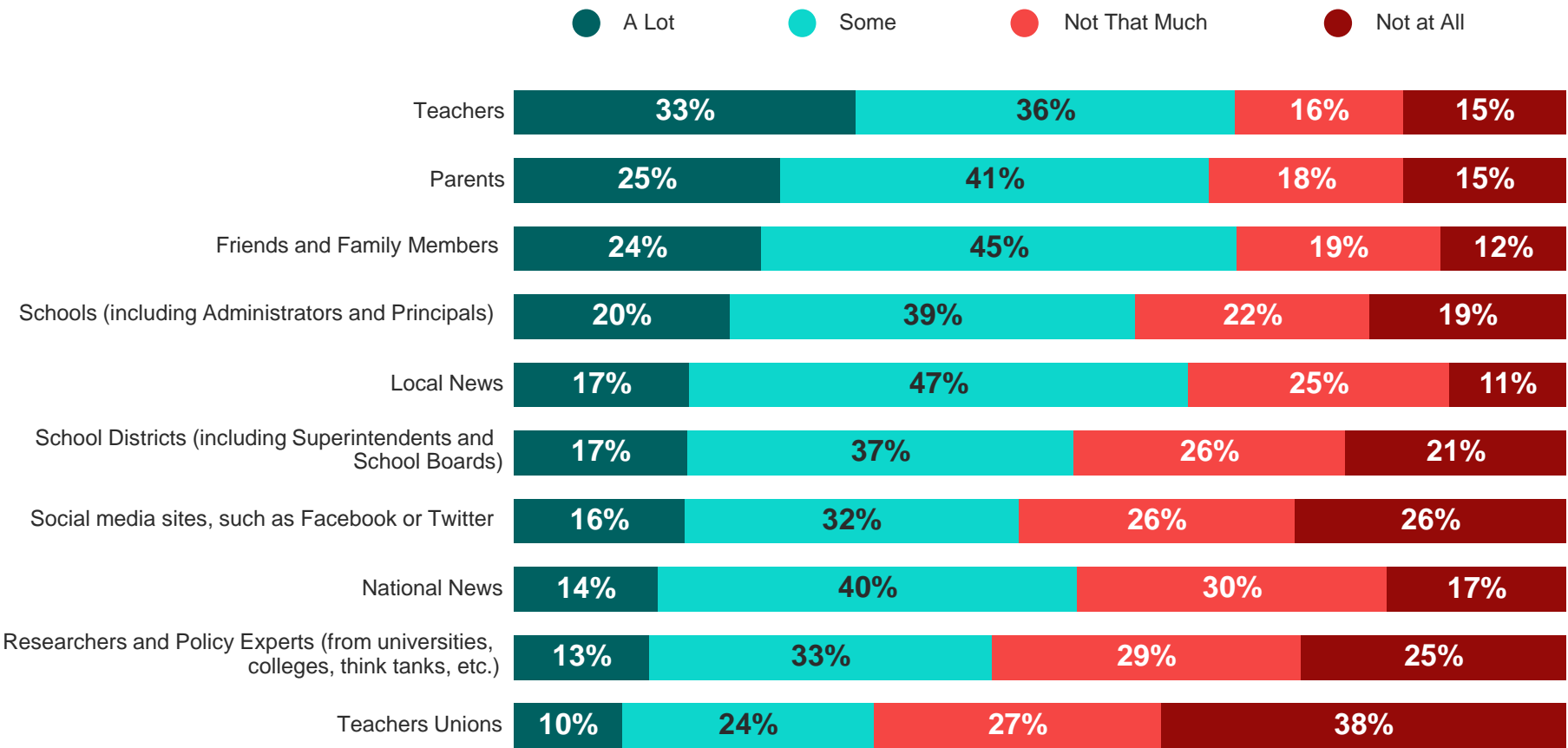


# Source for Education Information

## Americans remain reliant on personal sources for information about education.

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

*All Adults*

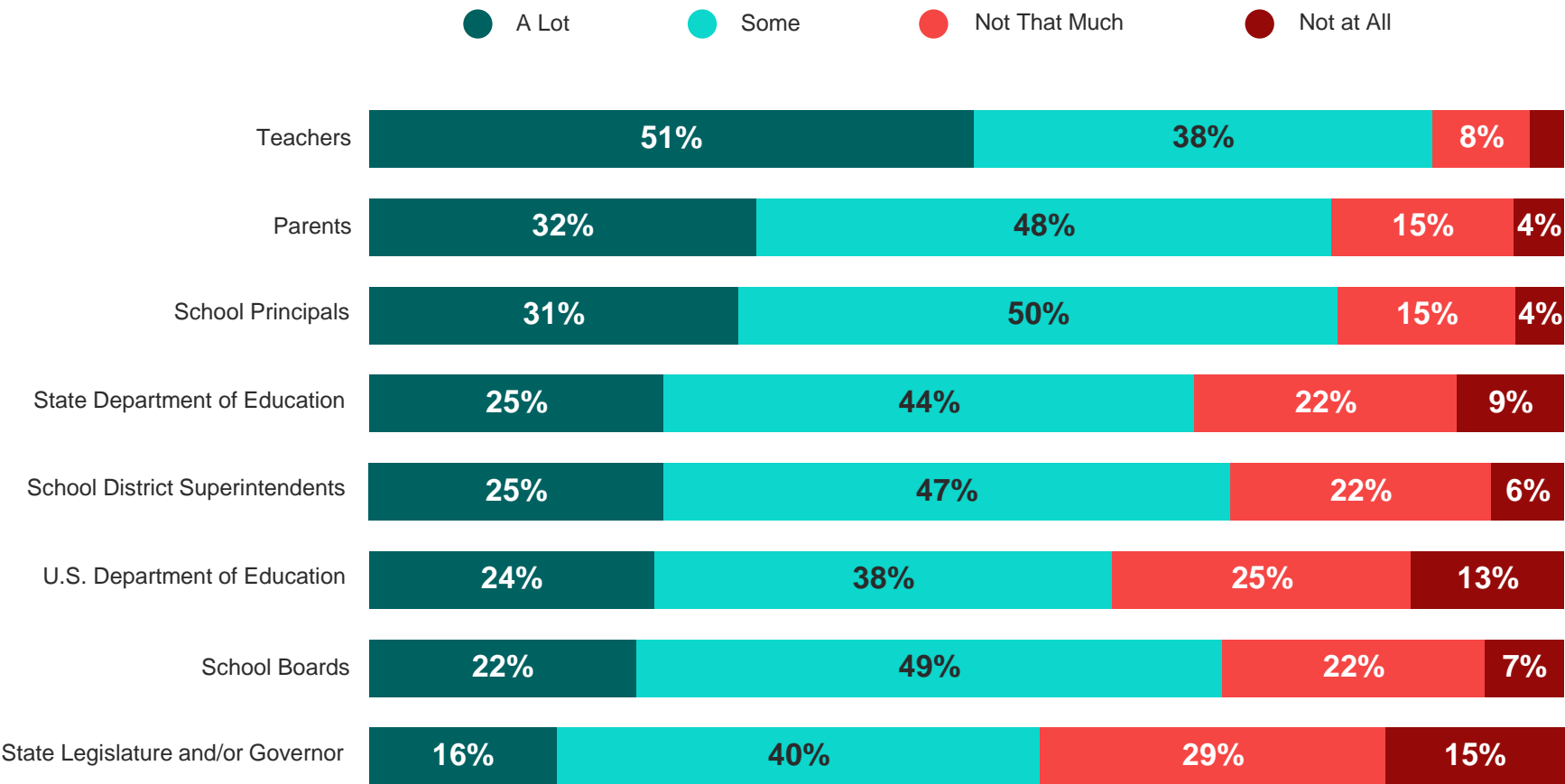


# Trust in Education Decision Makers

## Americans continue to trust teachers to make good decisions about education and remain more skeptical of federal and state agencies.

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

### All Adults

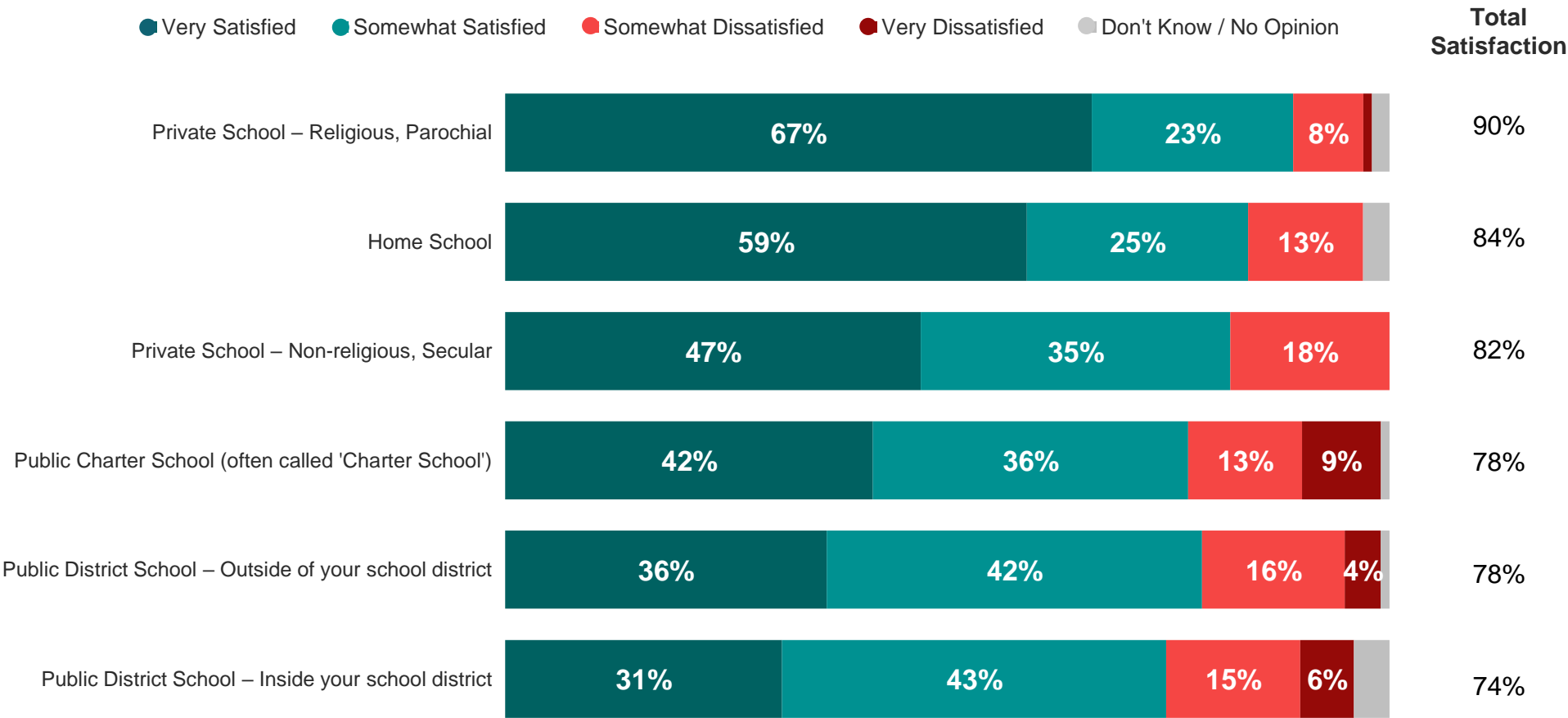


# Satisfaction with Schooling

## A great majority of Americans are satisfied with private and home schooling and are slightly less satisfied with public schools.

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

### School Parents

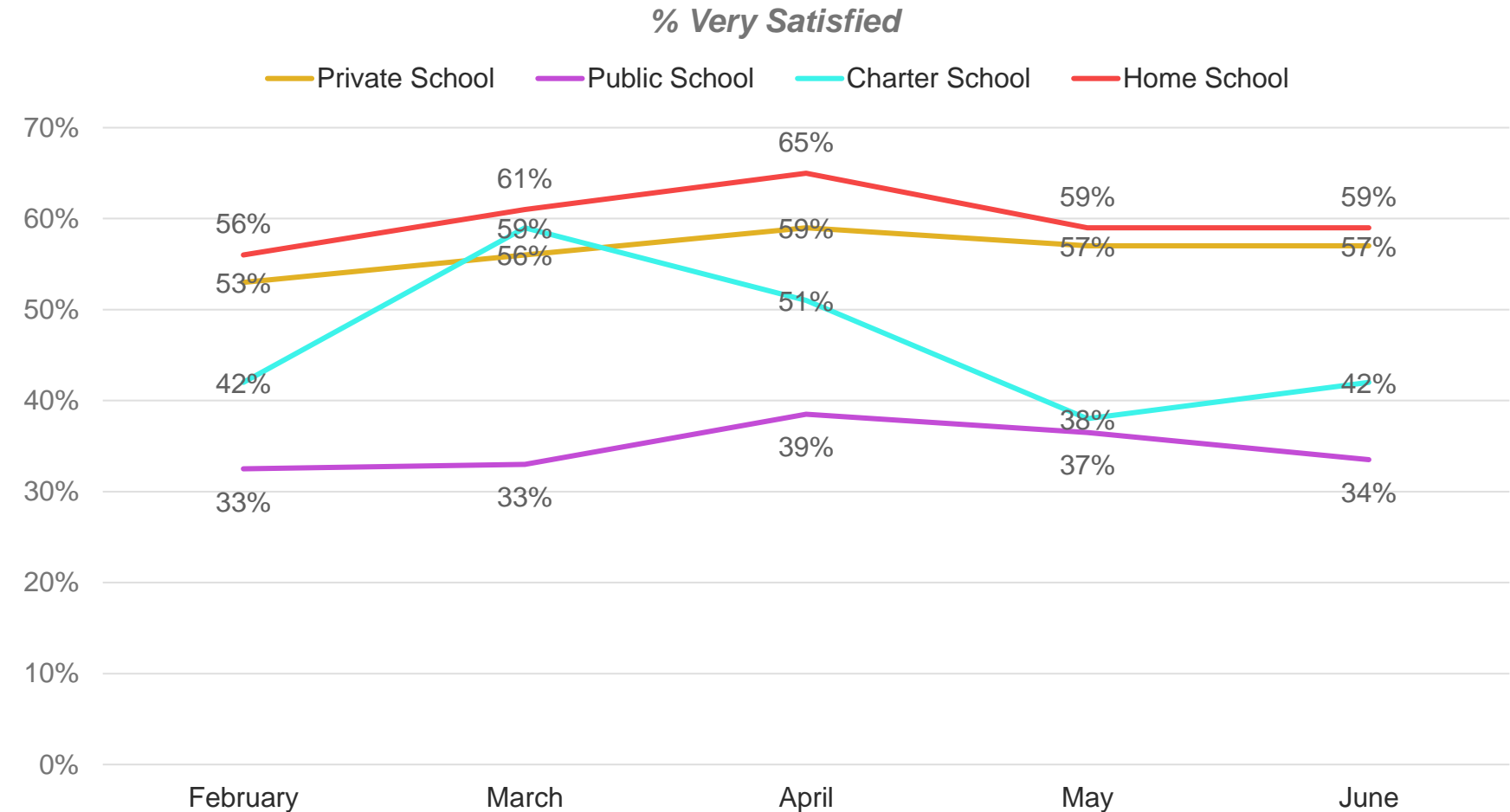


# Satisfaction with Schooling

## Satisfaction with Charter Schools dropped since March (-17 points), however satisfaction with other types of schooling has remained steady since February.

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

### School Parents



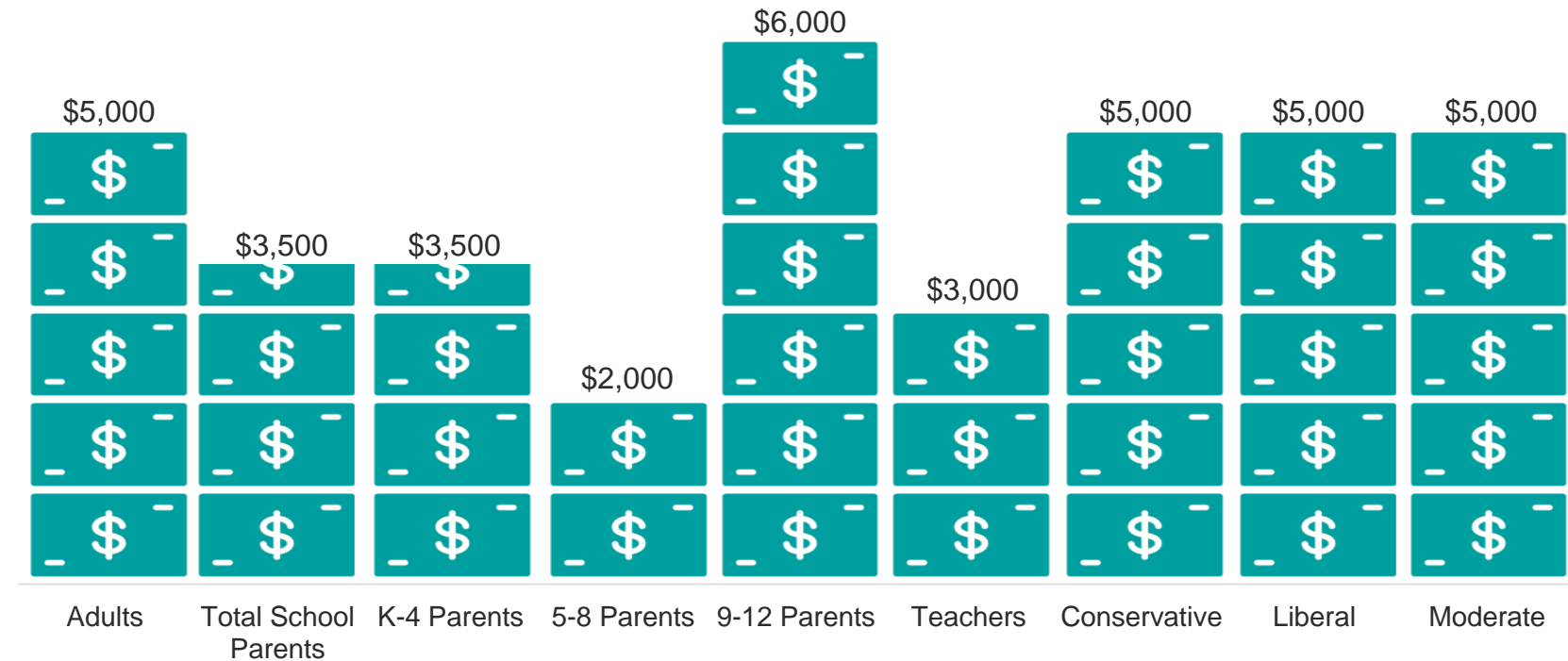
# School Spending Estimate


## Americans median estimate of annual school spending is less than the actual mean of school spending per student.

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

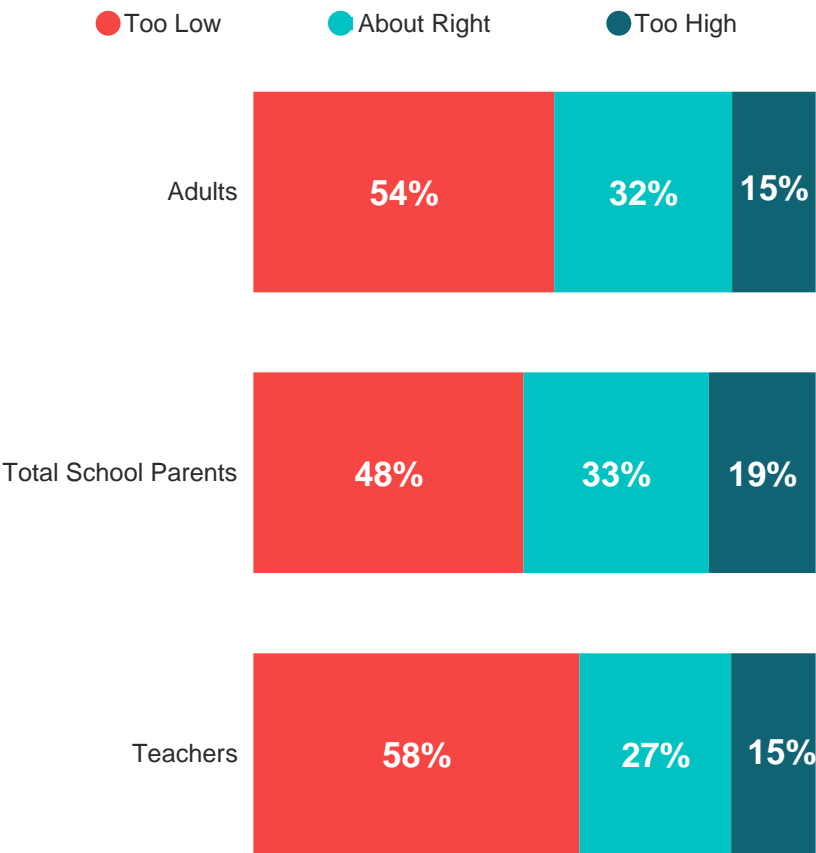


 = \$1,000

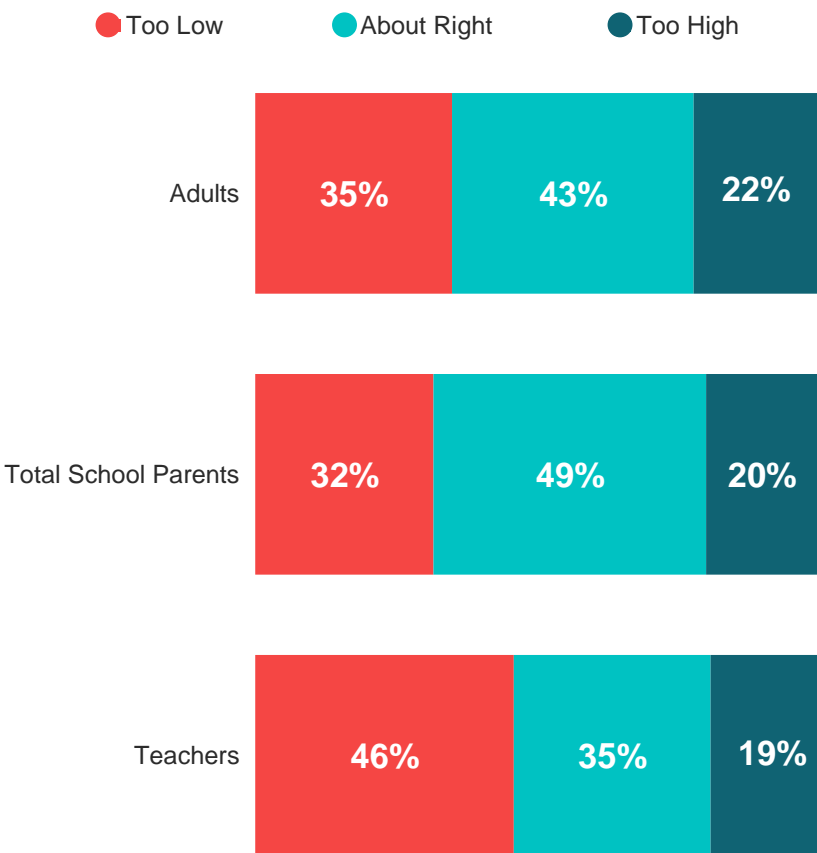
# School Funding

## With information, respondents were more likely to believe schools are spending enough on each student.

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:

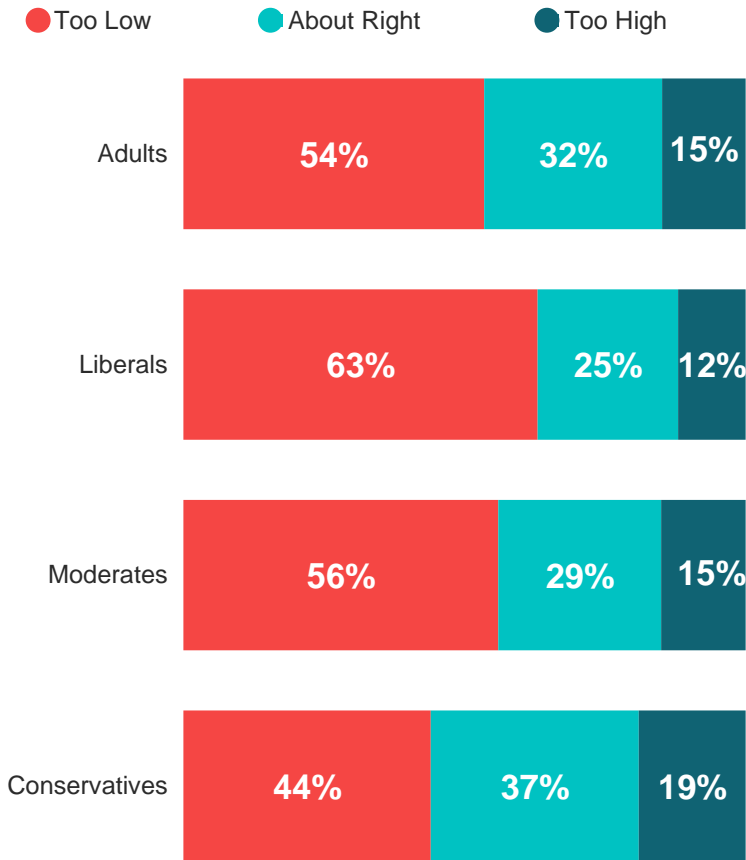




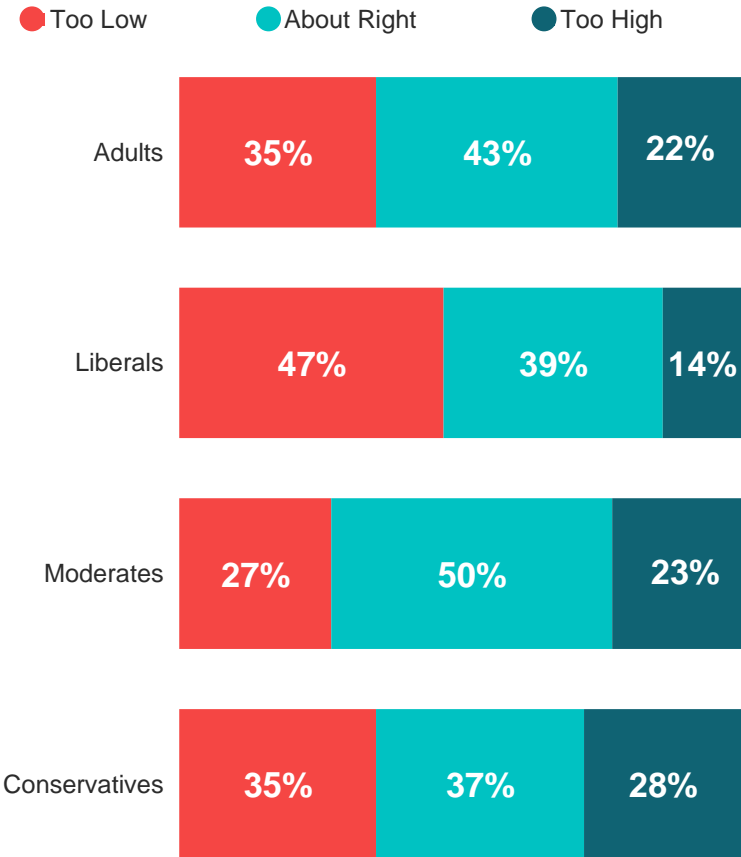
# School Funding

With information on how much is spent annually per student, Moderates were much less likely to feel school spending was too low (-29 point drop).

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:



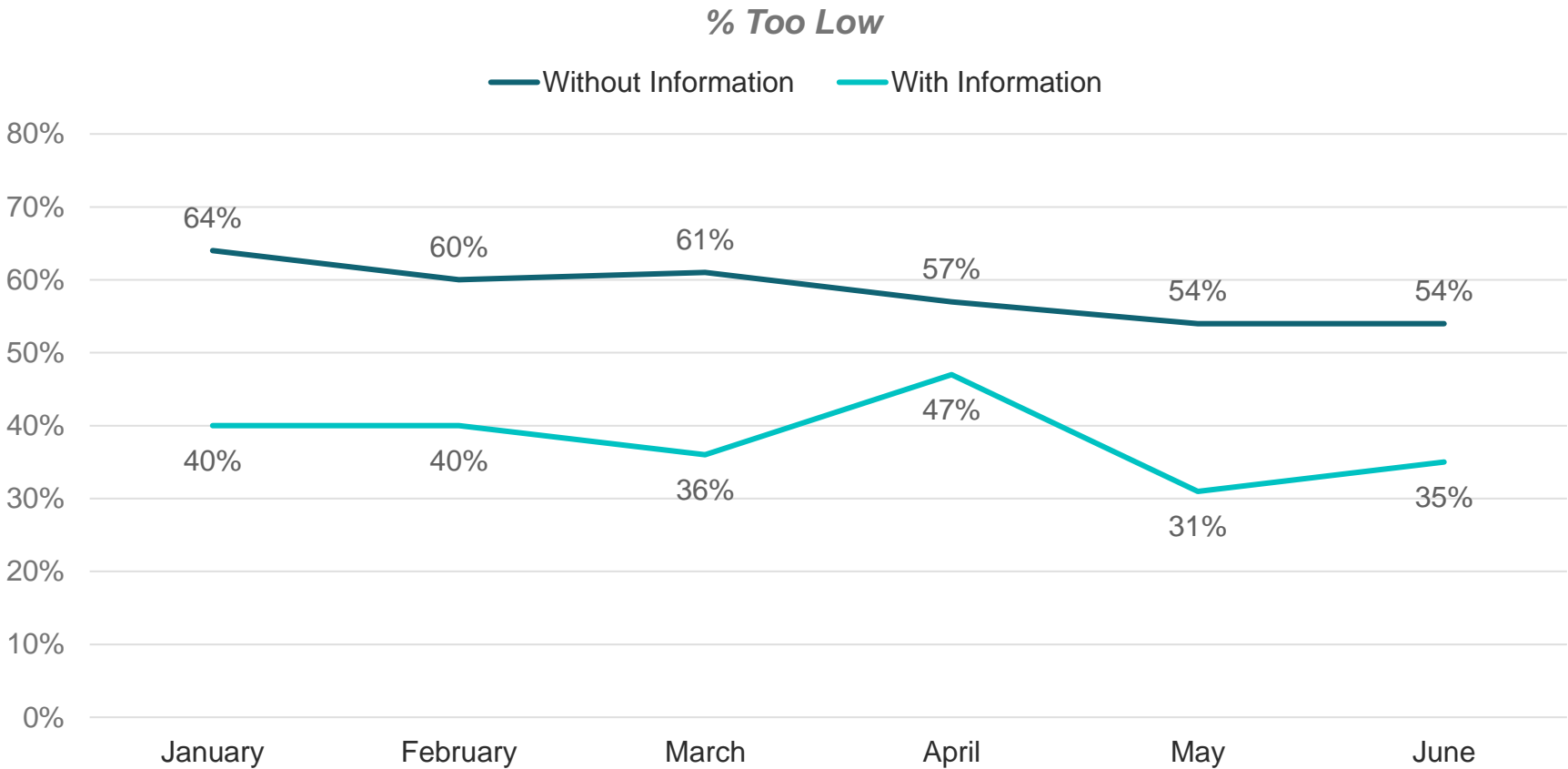
# School Funding

Americans continue to be less likely to think that schools aren't spending enough on students once they are given information on their state's average.

*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

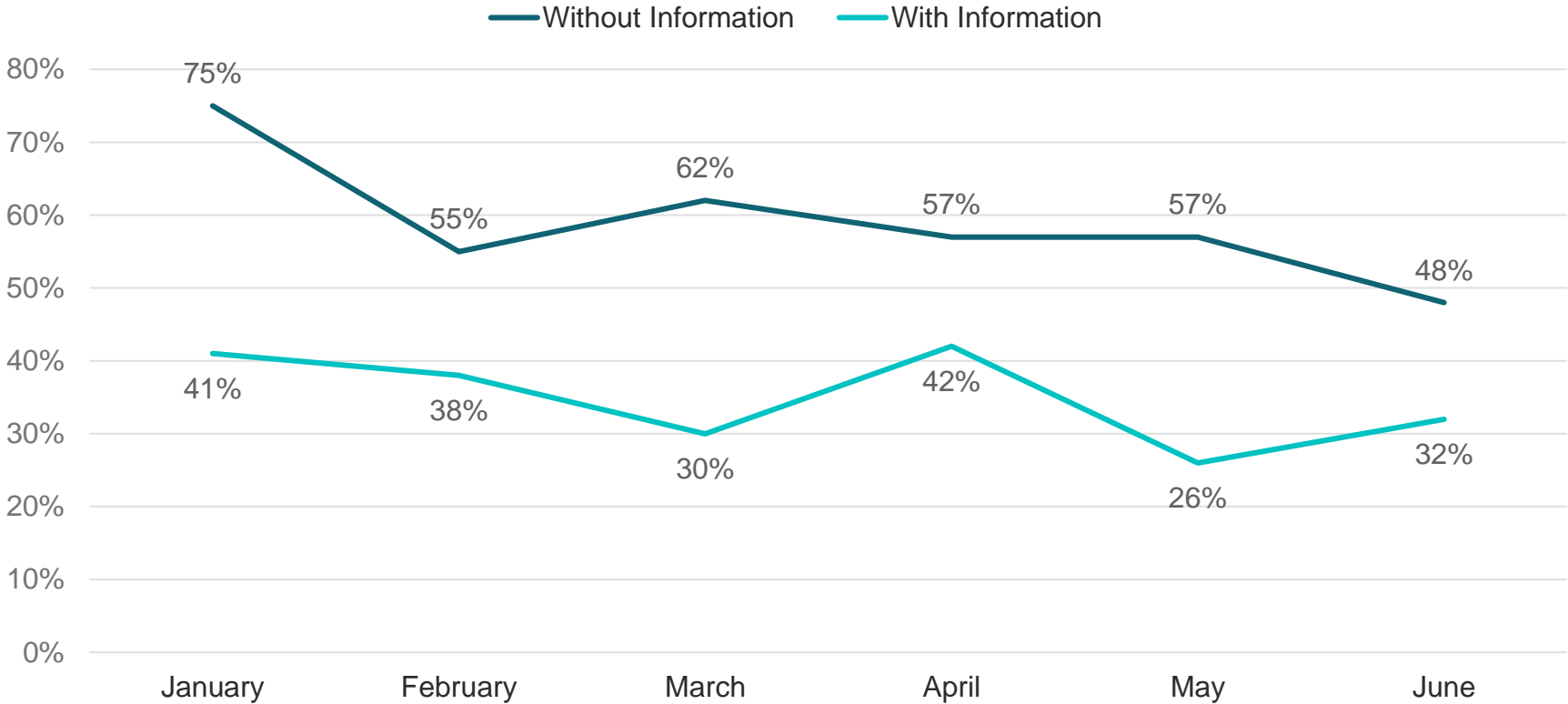
Once given information on the average amount their state is spending per student, school parents remain less likely to believe schools aren't spending enough on students.

*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**

**% Too Low**



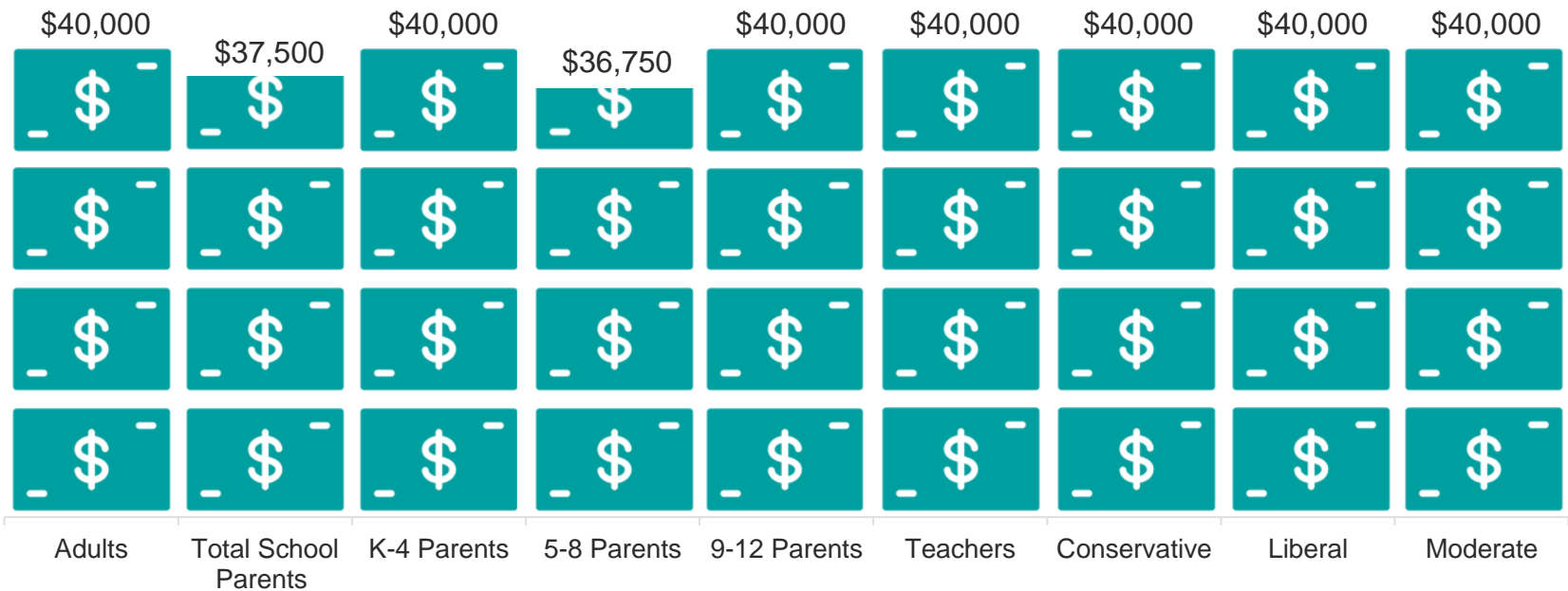
# Teacher Salary Estimate

In line with school funding, median estimates on teacher salaries are much lower than the average across states.

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

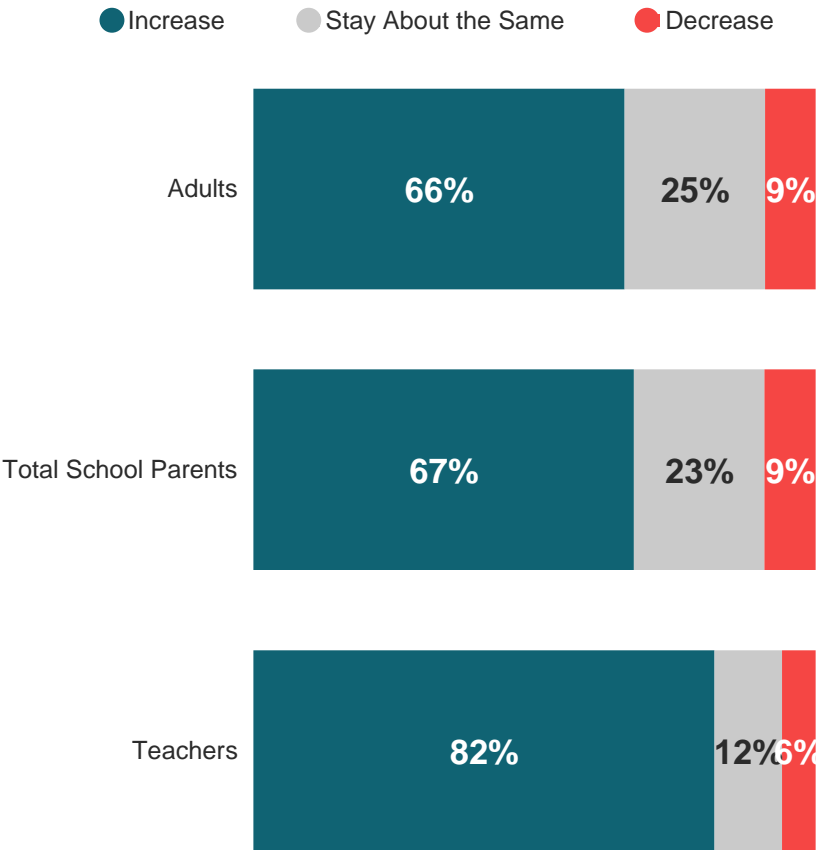


= \$10,000

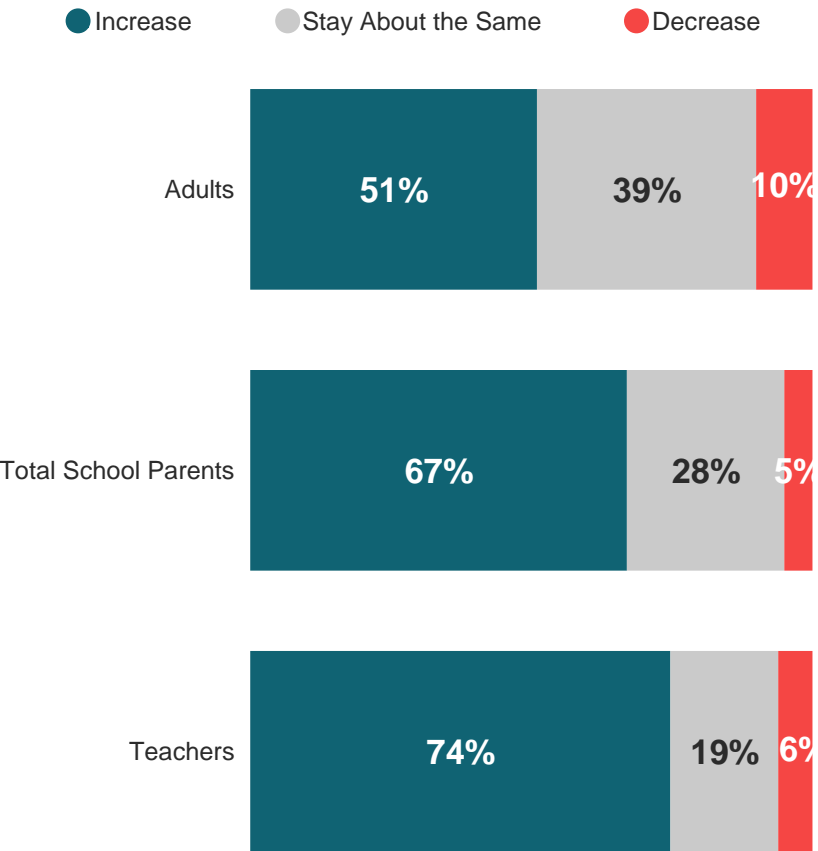
# Teacher Salaries

## With information non-parents are less likely to believe that teachers' salaries should increase (-20 point decrease).

*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:*

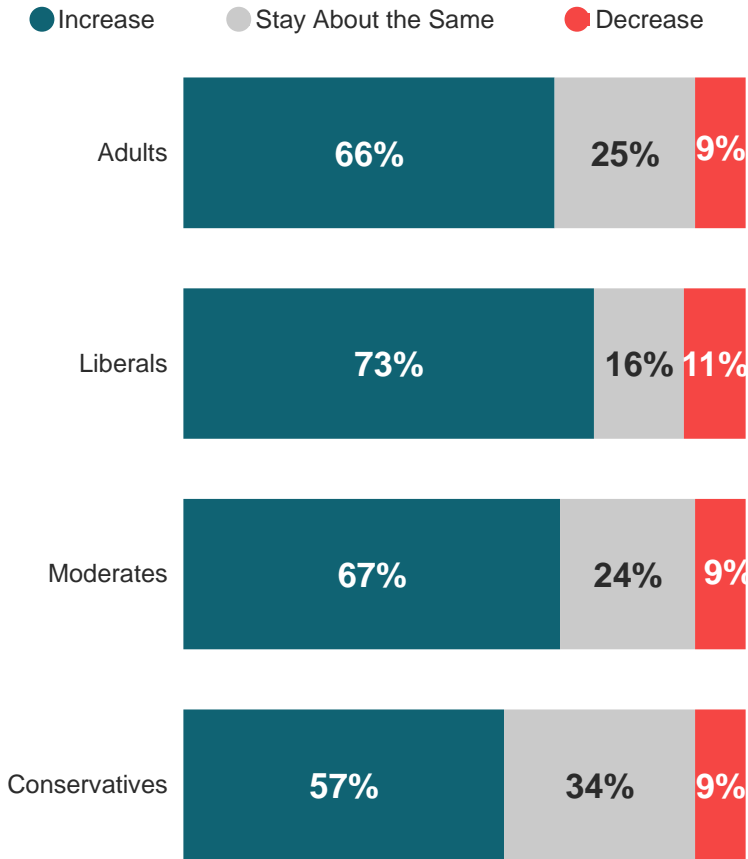


State Teacher Salary Source: National Center for Education Statistics

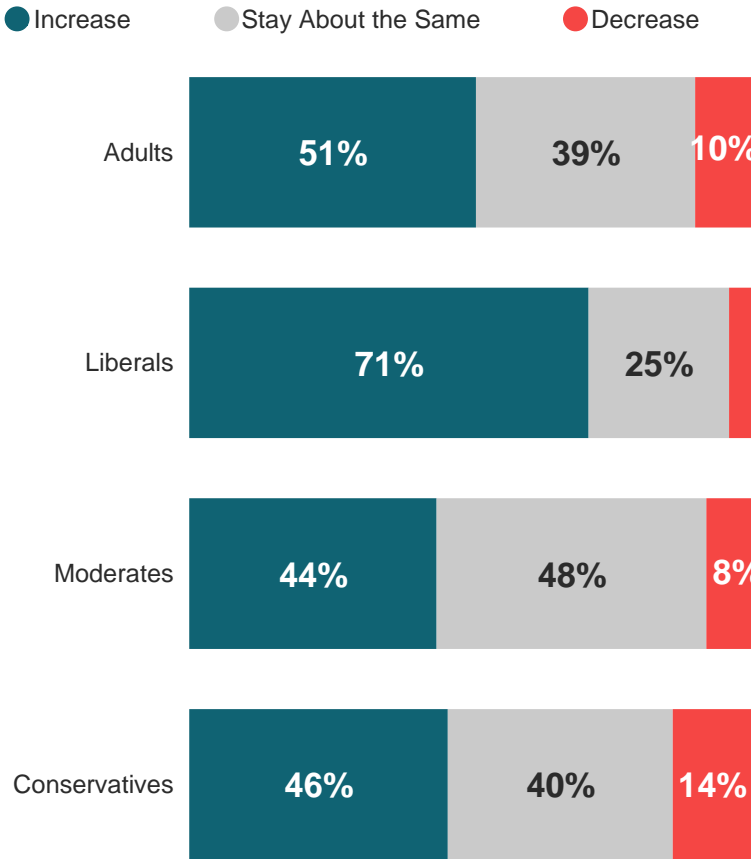
# Teacher Salaries

## The percentage of Americans that believe teachers' salaries should increase once given the average annual salary for teachers in their state drops especially among Moderates (-23 point decrease).

*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:*



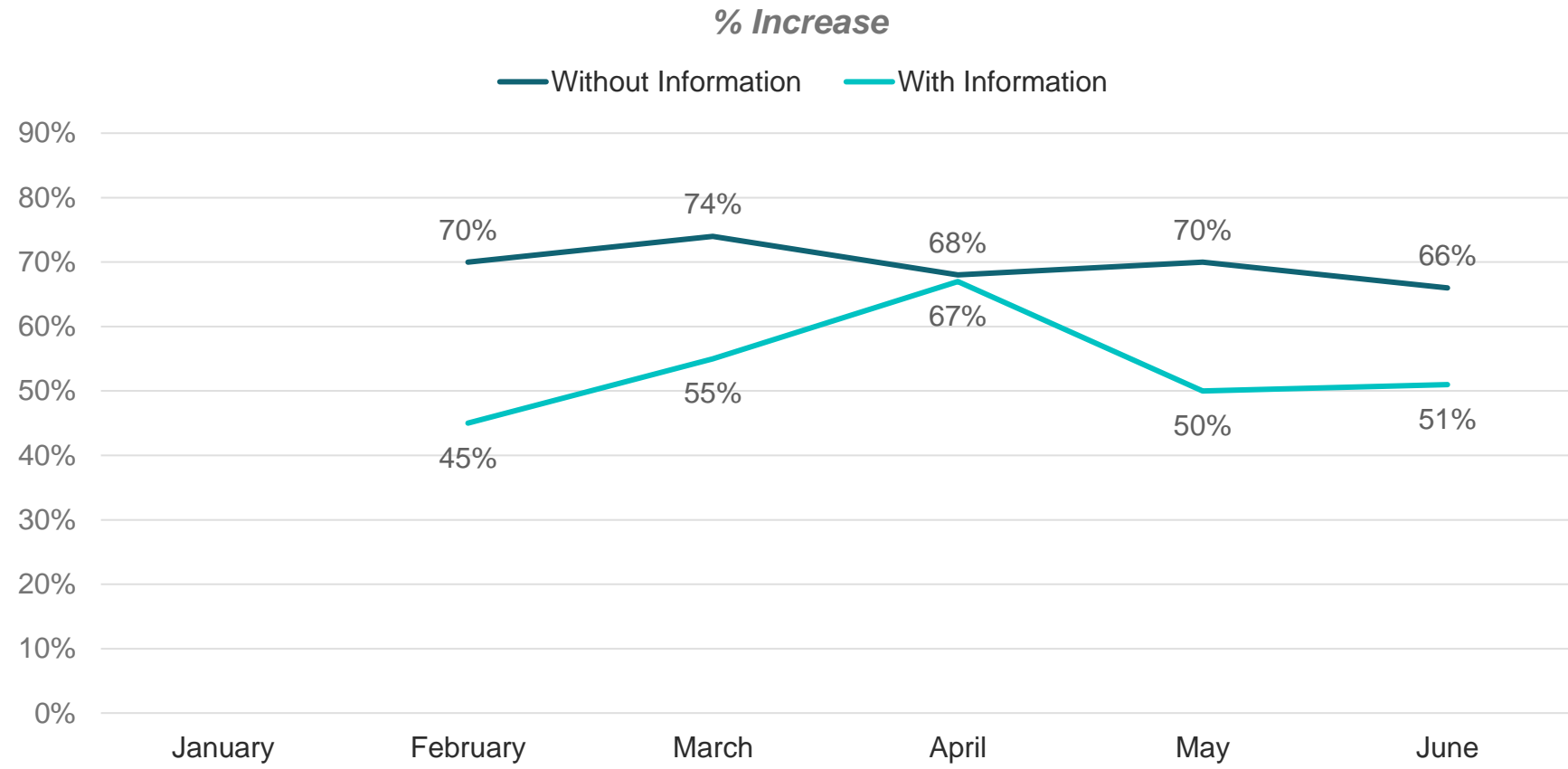
State Teacher Salary Source: National Center for Education Statistics

# Teacher Salaries

The gap remains among Americans when it comes to increasing teachers' salaries, with more support of increasing salaries without information and less support once given the average annual salary information.

*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:*

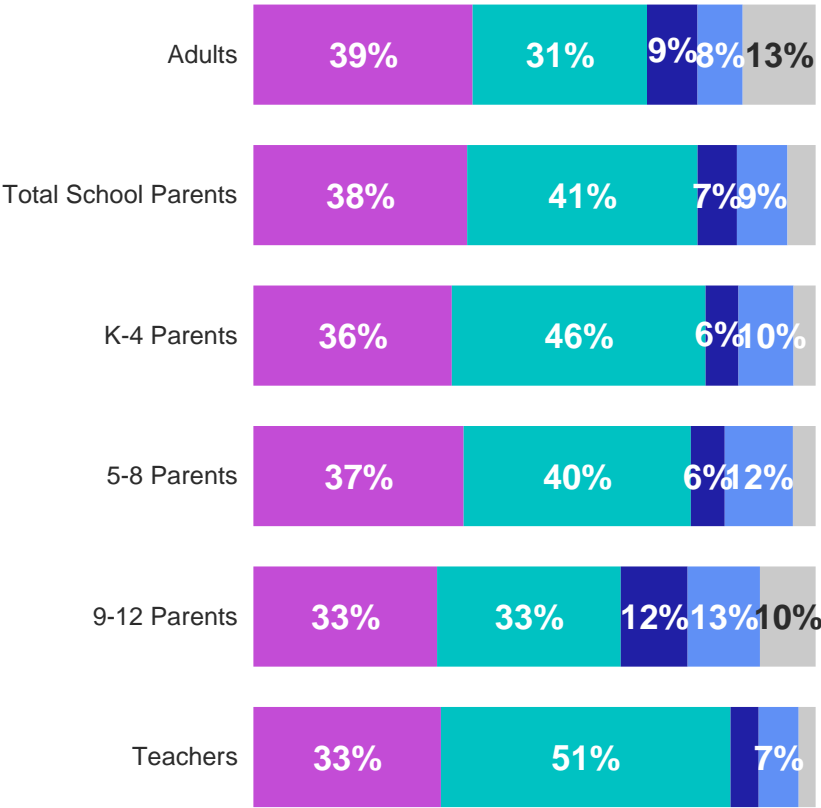
All Adults



# Preferred Schooling Type

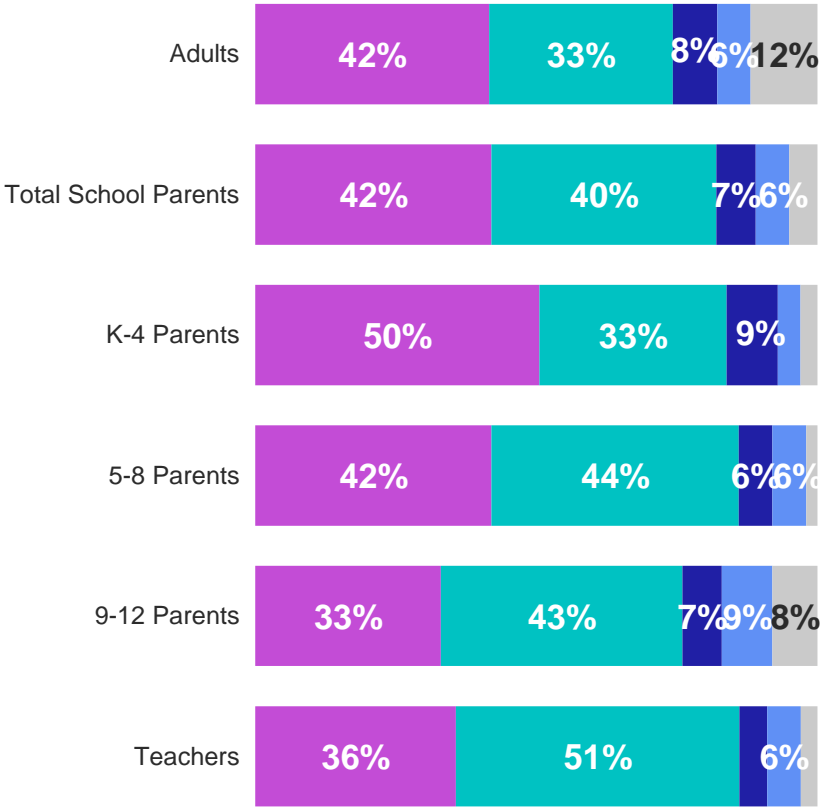
## K-4 parents are much more likely to prefer private schools when cost and transportation factors are removed.

*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?*



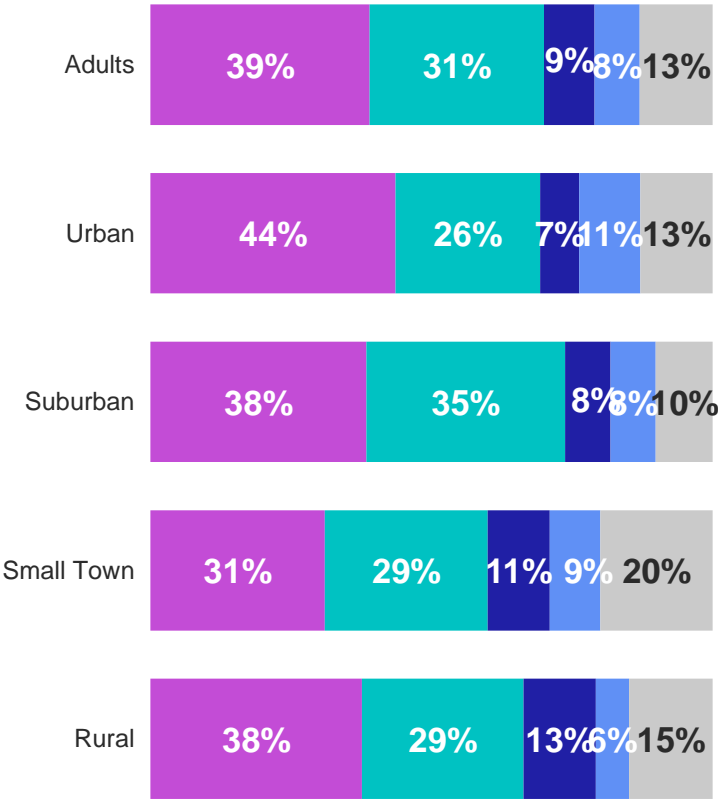
Home School Charter School (or Public Charter School) Don't Know/No Opinion



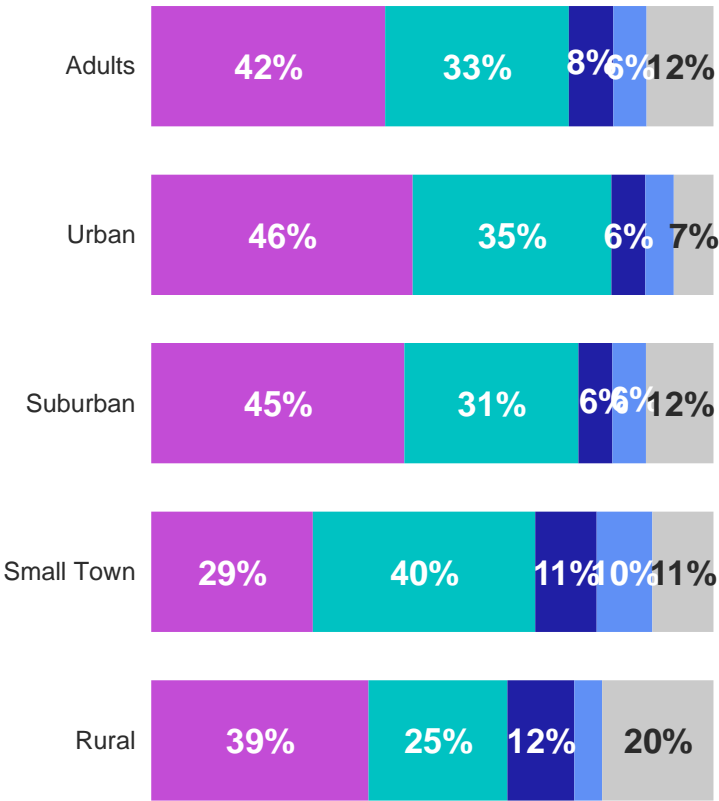
# Preferred Schooling Type

## Respondents living in more remote community types like small towns or rural areas are more likely to prefer homeschooling than those living in more central community types.

*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-Income Americans prefer private schools to other schooling types, and Low-Income Americans are more unsure of their preference.

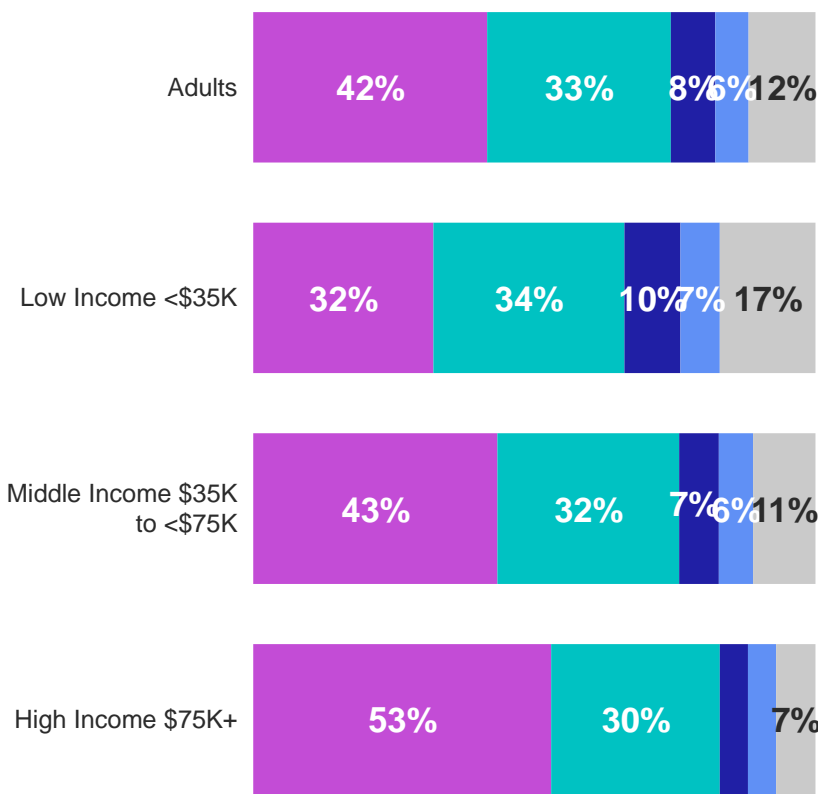
*If given the option, what type of school would you select in order to obtain the best education for your child?*



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

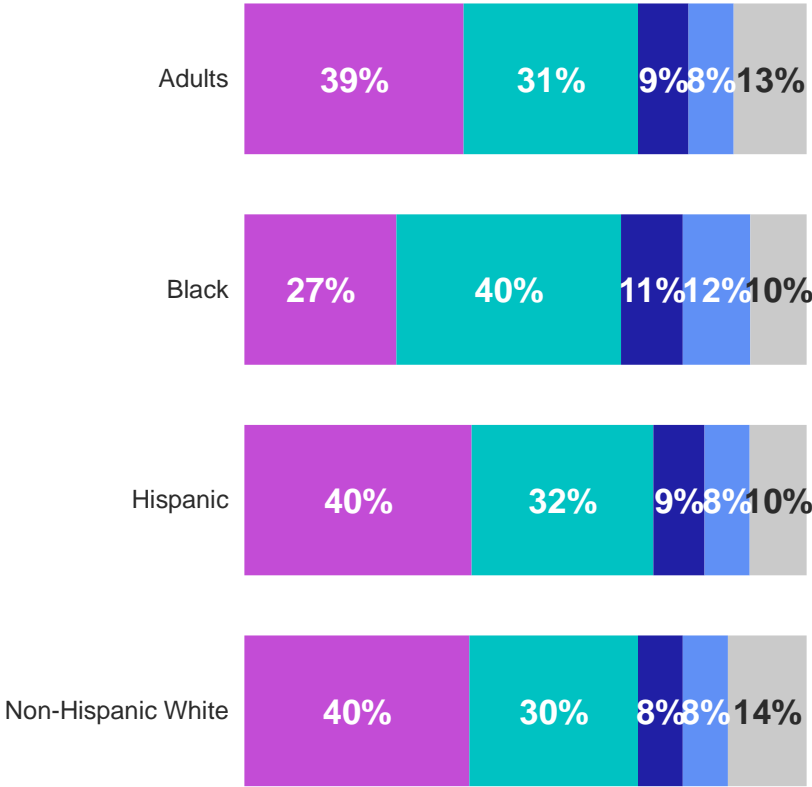
Charter School (or Public Charter School)

Don't Know/No Opinion

# Preferred Schooling Type

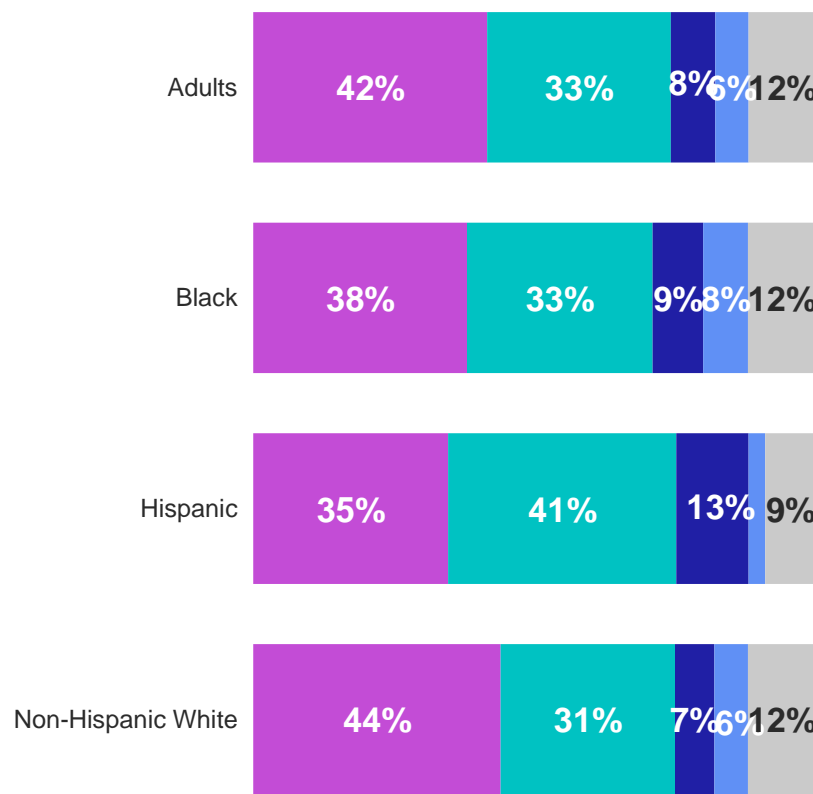
When financial and transportation factors are removed Hispanic Americans prefer public schools (+9 points), while Black Americans prefer private schools (+11 points).

*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?*

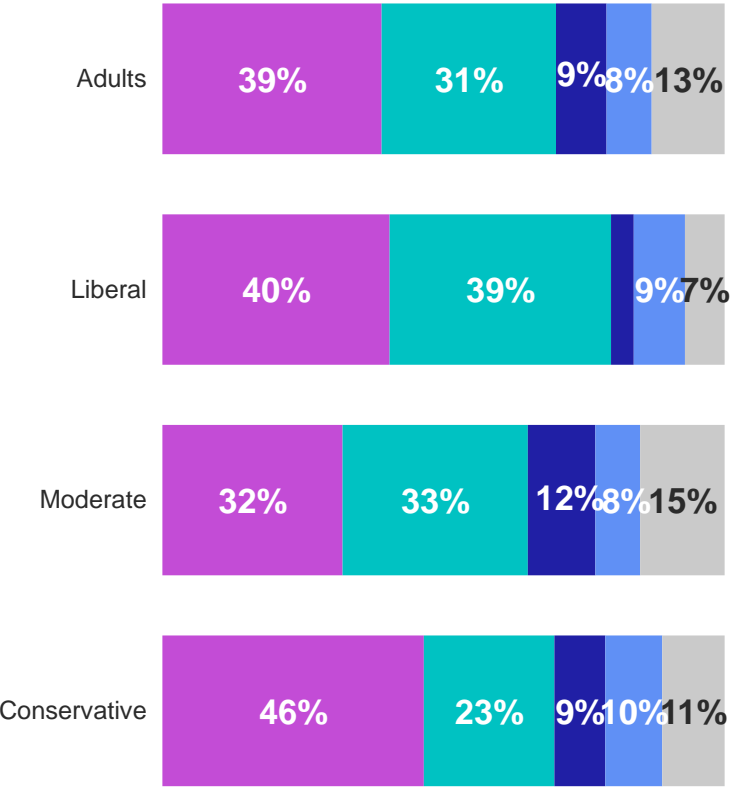


Home School Charter School (or Public Charter School) Don't Know/No Opinion

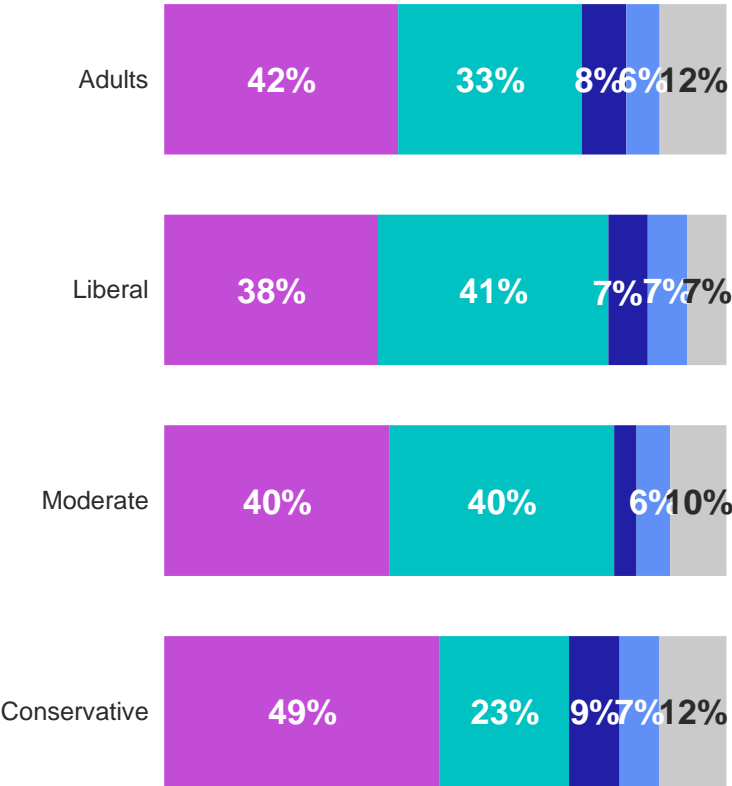
# Preferred Schooling Type

## Liberals remain more likely to believe public schools will deliver the best education for their child, while Conservatives continue to prefer private schools.

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



*If given the option, and neither financial costs nor transportation were factors, what type of school would you select in order to obtain the best education for your child?*

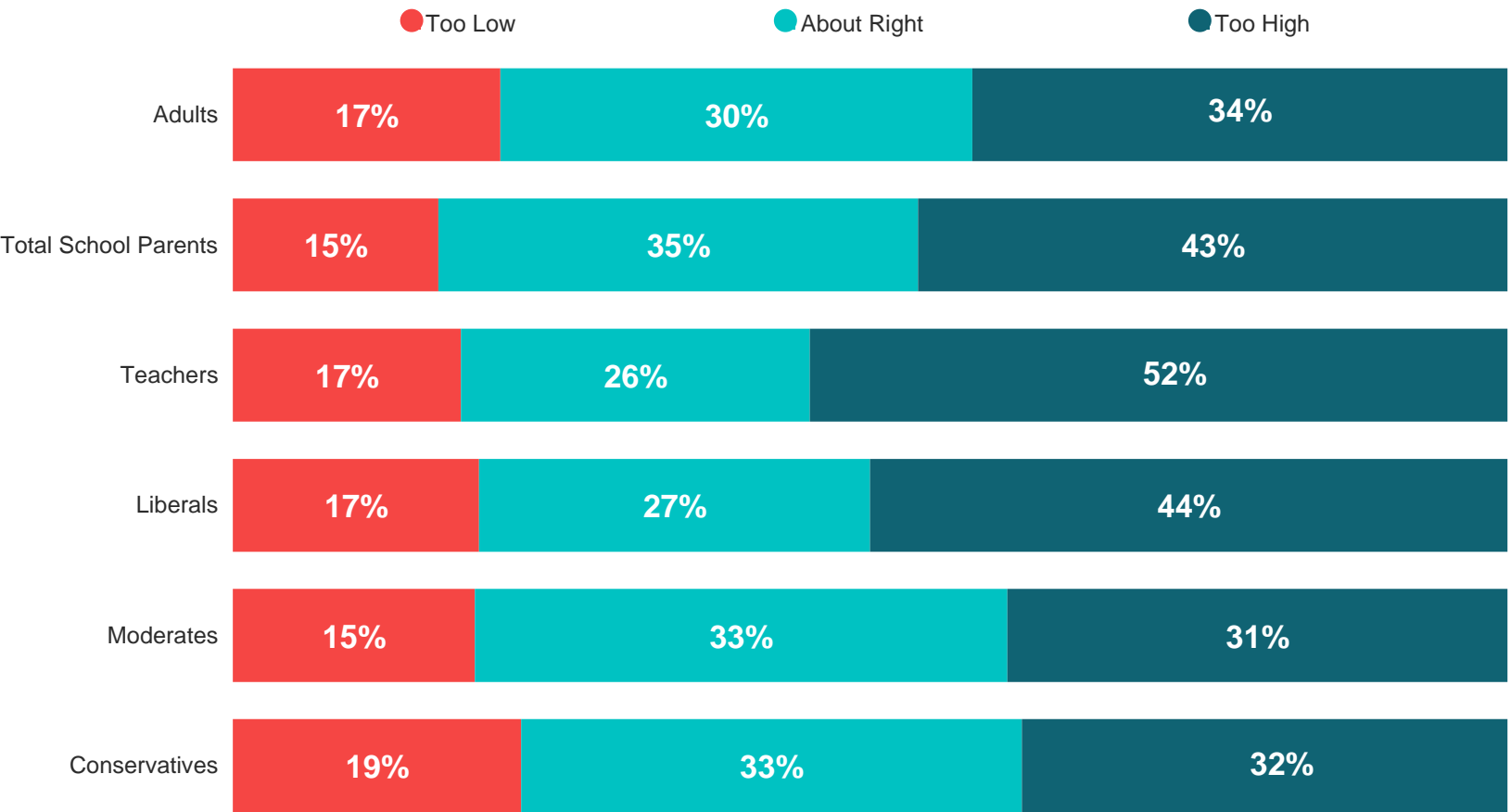


Private School (Religious, Parochial + Non-Religious) Regular Public School (Inside + Outside School District) Home School Charter School (or Public Charter School) Don't Know/No Opinion

# Standardized Testing

## School parents and Liberals are more likely to believe students spend too much time preparing and taking standardized tests.

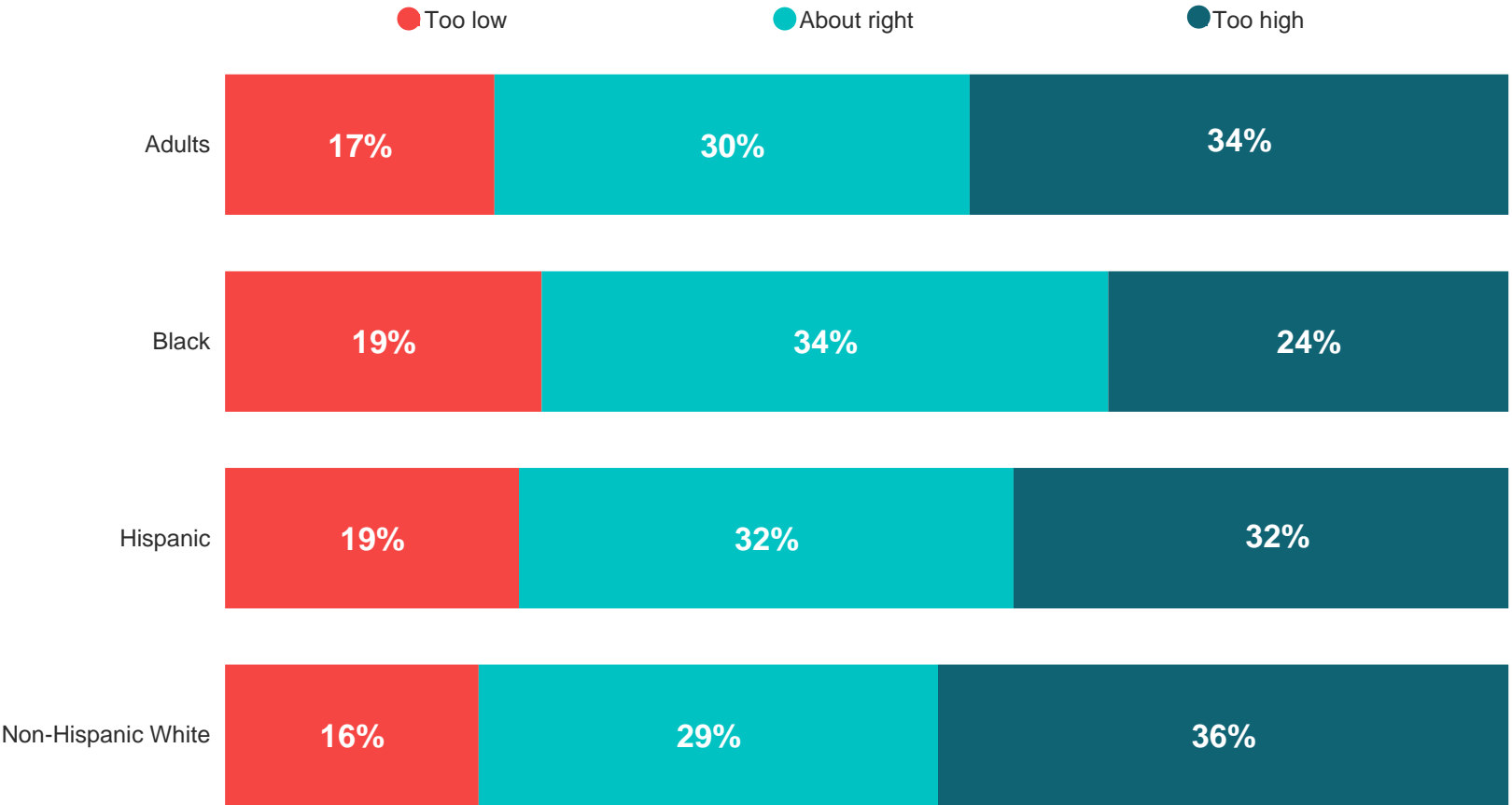
*All public schools and most private schools give their students standardized tests during the school year. When thinking about students preparing for and taking these tests, in general, do you believe the amount of time spent on standardized testing in American schools is:*



# Standardized Testing

## Black Americans are less likely than White and Hispanic Americans to believe that students are spending too much time on standardized testing.

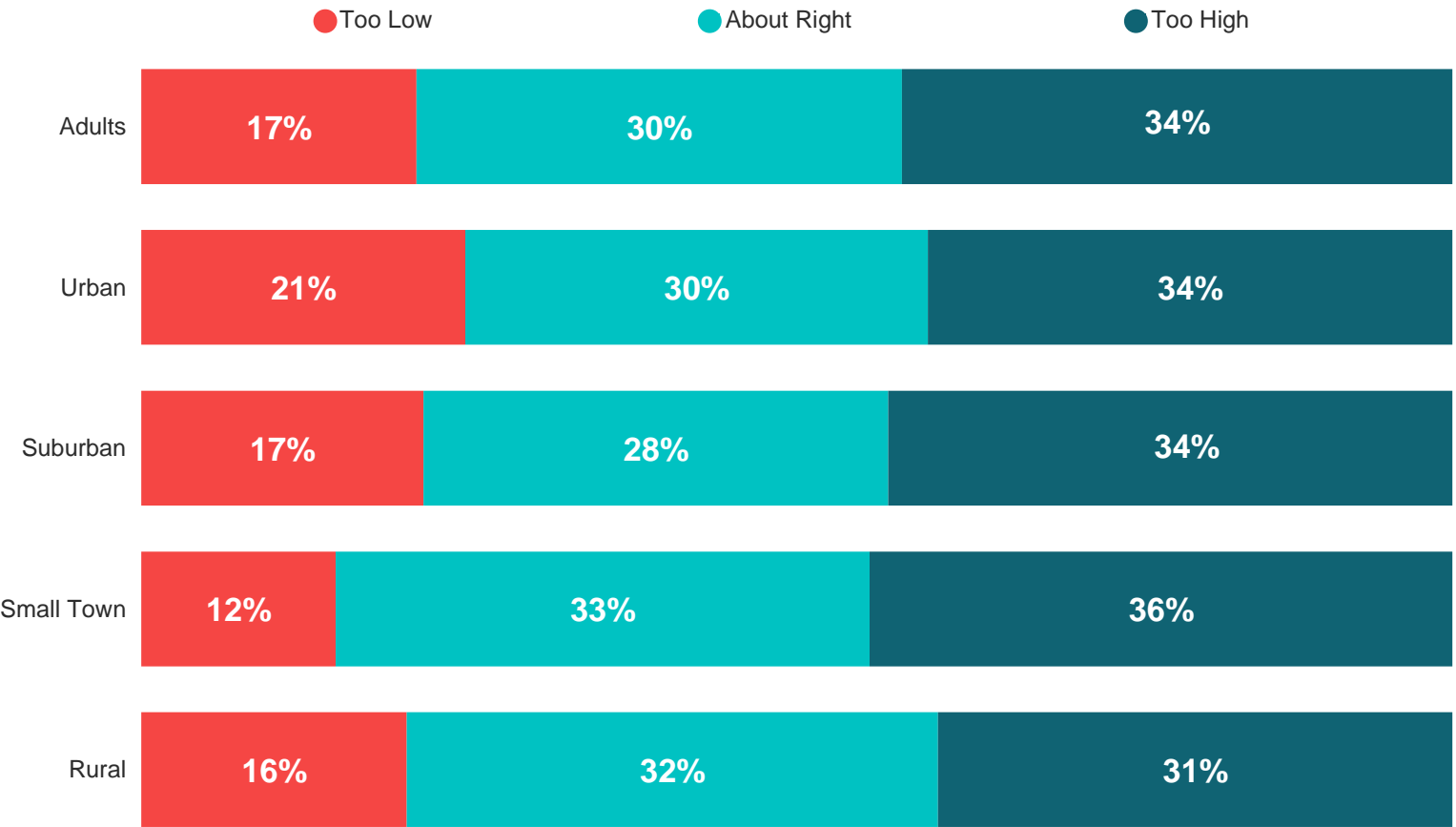
*All public schools and most private schools give their students standardized tests during the school year. When thinking about students preparing for and taking these tests, in general, do you believe the amount of time spent on standardized testing in American schools is:*



# Standardized Testing

## Urban Americans are more likely to believe students are not spending enough time on standardized testing, compared to other community types.

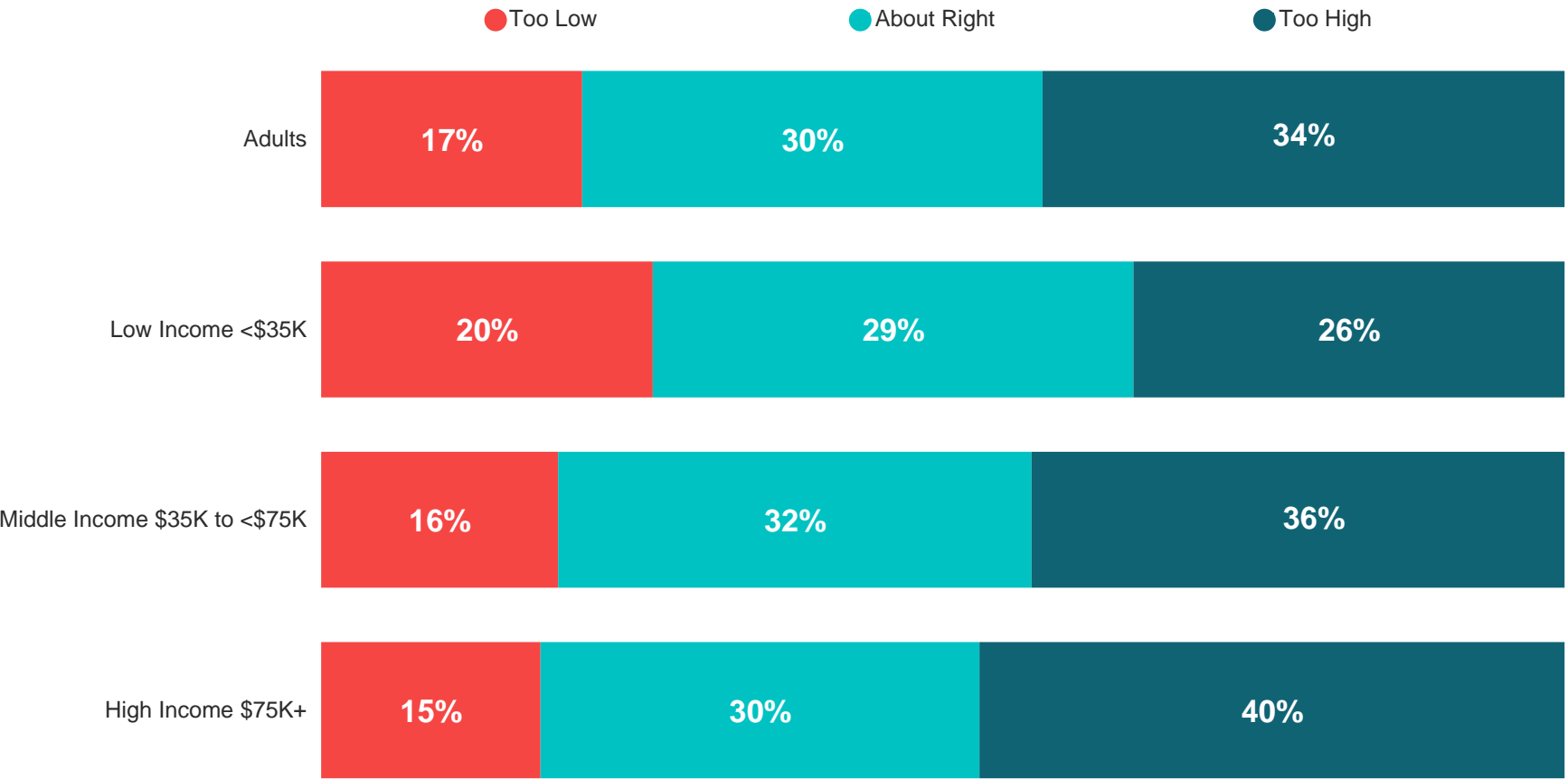
*All public schools and most private schools give their students standardized tests during the school year. When thinking about students preparing for and taking these tests, in general, do you believe the amount of time spent on standardized testing in American schools is:*



# Standardized Testing

**Low-income Americans continue to be more likely to think the amount of time students spend on standardized testing is too low, while high-income Americans remain more likely to believe students are spending 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:*

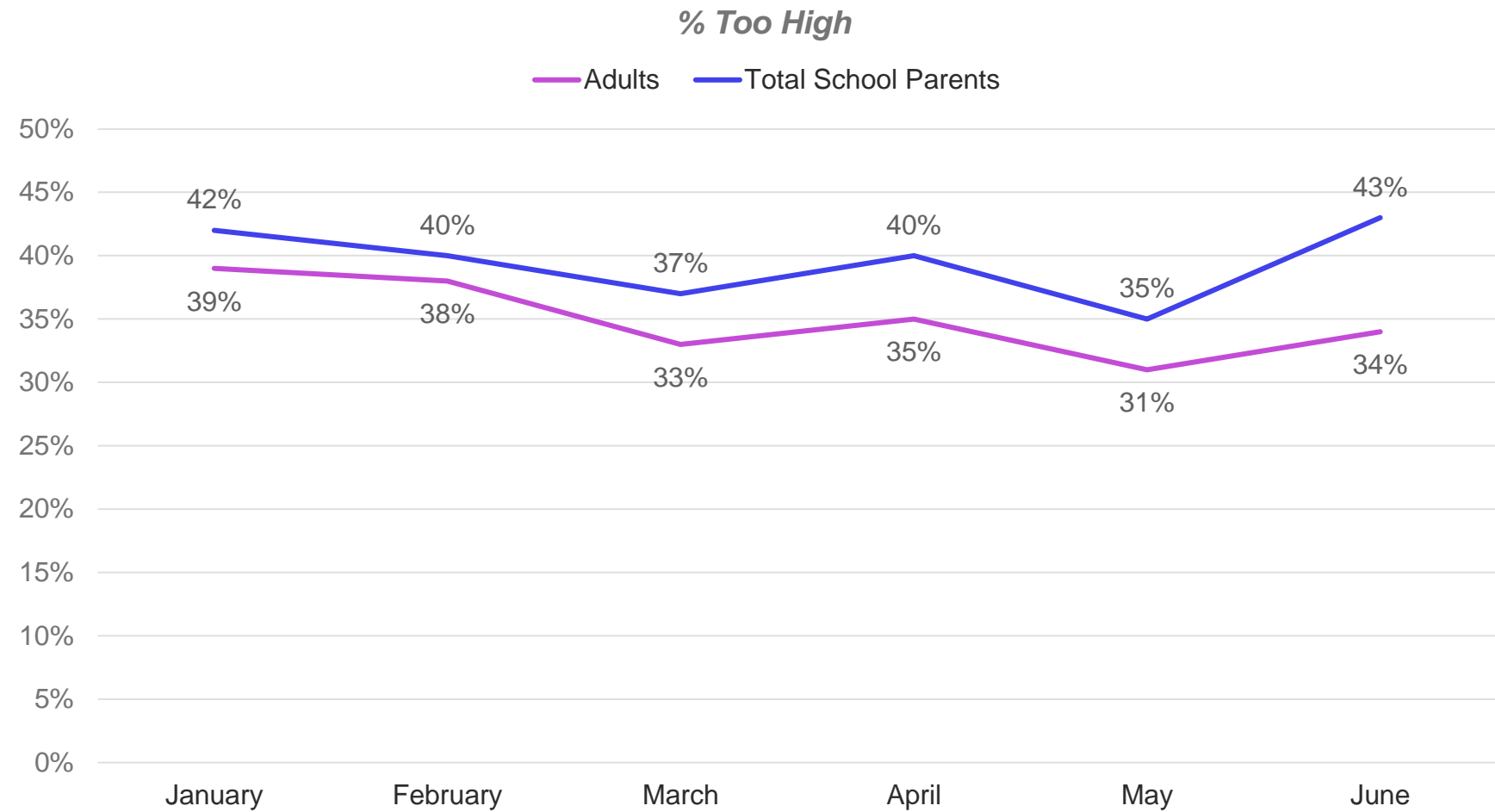




# Standardized Testing

## The percentage of Americans that believe students are spending too much time on standardized testing has increased this month, especially among School Parents.

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:



# Contents



COVID-19 and Schooling



Racial Bias and Schooling



Opinions about K-12 Education



Awareness and Favorability of  
School Choice Policies



Survey Profile, Demographics,  
and Appendix

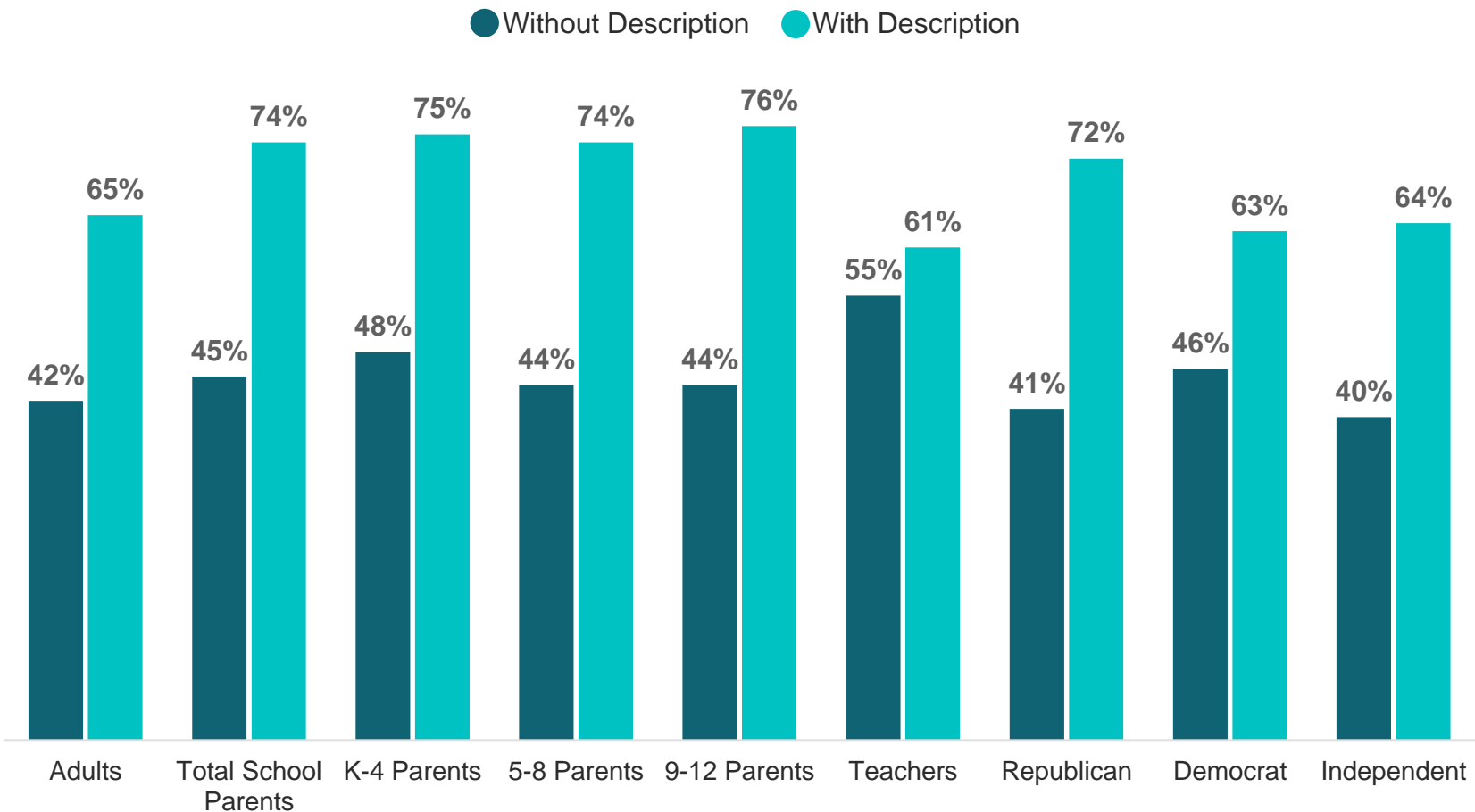
# Charter School Favorability

## All demographics continue to experience a lift in support for charter schools once given a description, especially School Parents and Republicans.

*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)



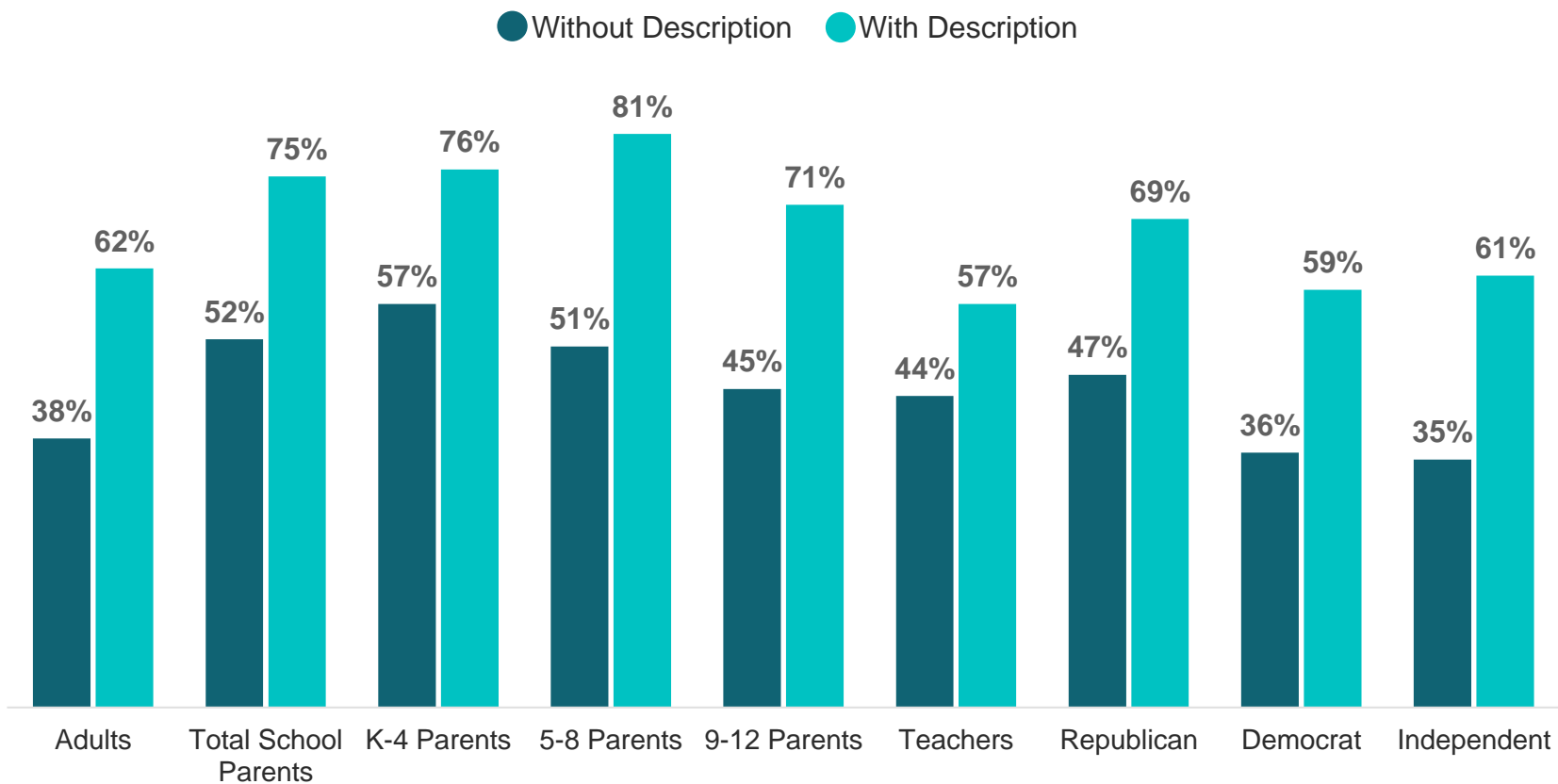
# School Voucher Favorability

## Like with charter schools, respondents remain more supportive of school vouchers when given information on what they are.

*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?*

### Total Support (Strongly Support + Somewhat Support)



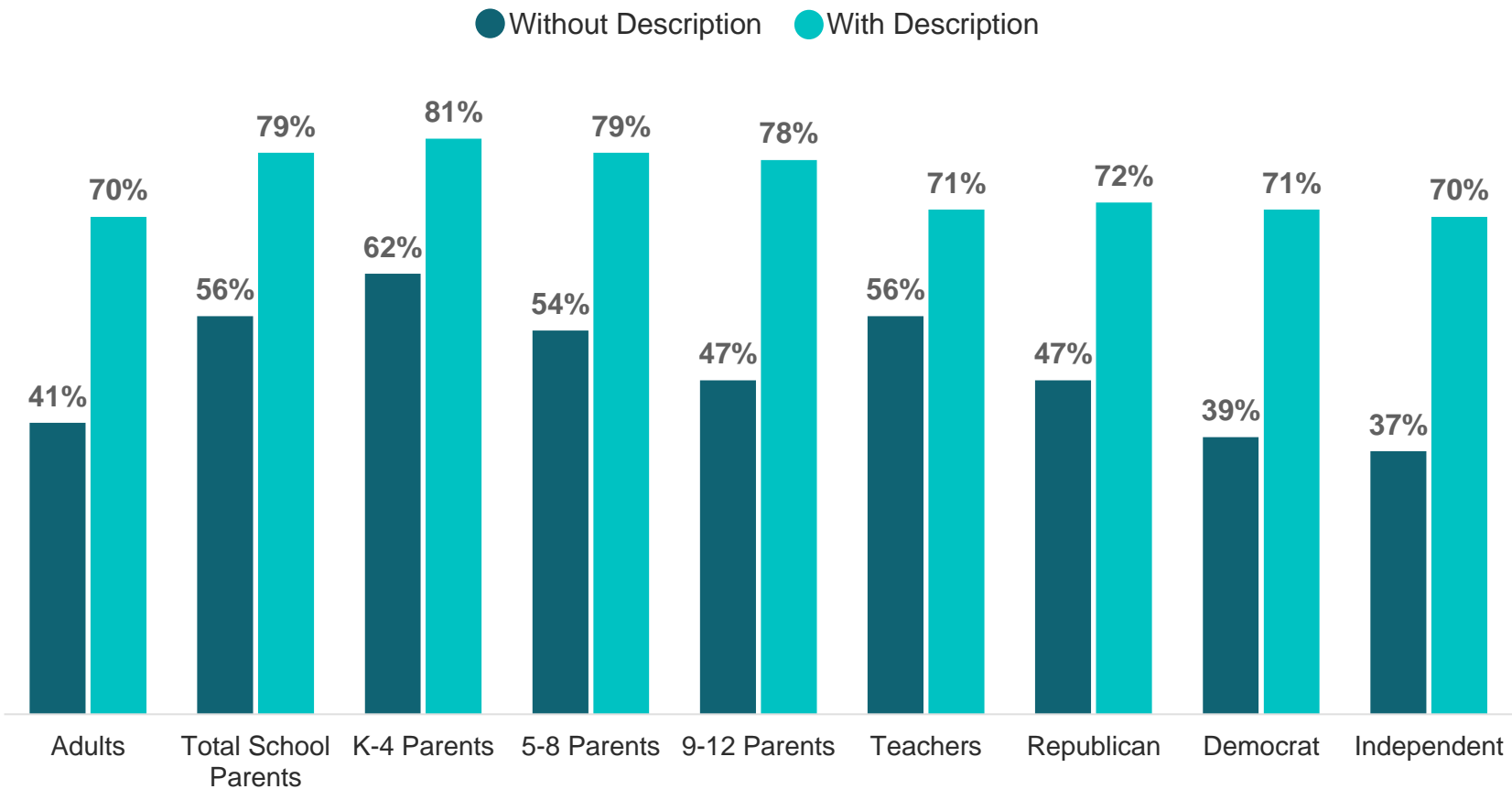
# Education Savings Accounts Favorability

## Respondent support across various demographic groups, for ESAs remains higher once 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)



# Contents



**COVID-19 and Schooling**



**Racial Bias and Schooling**



**Opinions about K-12 Education**



**Awareness and Favorability of  
School Choice Policies**



**Survey Profile, Demographics,  
and Appendix**

# Methodology

## Survey Profile, 1

Dates	June 12 to 16, 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 = 11.7 minutes
Sample Size	Total, N = 2,200
Oversampling?	None
Quotas?	Age, Gender
Weighting?	Age, Race, Ethnicity, Gender, Education, Census Region
Measure of Precision (adjusted for weighting)	± 2.58 percentage points
Participation Rate	38.5%
Project Contact	Paul DiPerna, paul@edchoice.org



# Demographic Base Sizes

Demographics	Unweighted (N = )
Hispanic	207
White	1764
Non-Hispanic White	1645
Black	186
Other	249
Generation Z	273
Millennial	601
Generation X	607
Boomers	662
Male	990
Female	1209
< College	1159
College +	1040
Northeast	485
Midwest	484
South	828
West	402

Demographics	Unweighted (N = )
Total School Parents	509
K-4 Parents	250
5-8 Parents	232
9-12 Parents	184
Non-Parents	895
Liberal	670
Moderate	553
Conservative	793
Democrat	751
Independent	529
Republican	759
Urban	581
Suburban	999
Small Town	280
Rural	339
Low Income <\$35K	621
Middle Income \$35K to <\$75K	777
High Income \$75K+	801

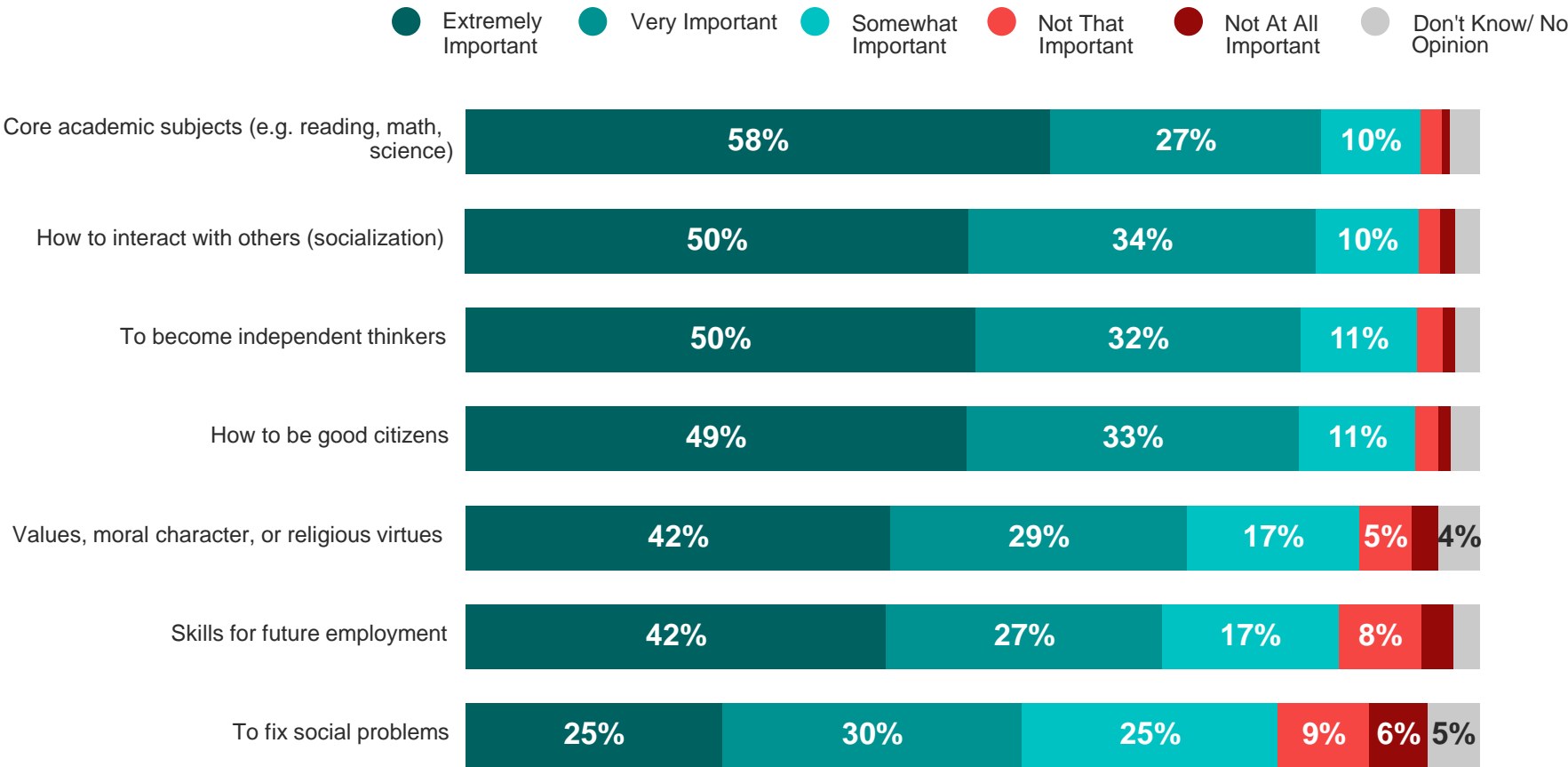
# Demographic Base Sizes and Weights

Demographics	Unweighted	Weighted	Target (%)
Hispanic	9%	16%	16%
White	80%	78%	78%
Non-Hispanic White	75%	69%	n/a
Black	8%	12%	12%
Other	11%	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	45%	48%	48%
Female	55%	52%	52%
< College	53%	69%	69%
College +	47%	31%	31%
Northeast	22%	18%	18%
Midwest	22%	21%	21%
South	38%	37%	37%
West	18%	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...

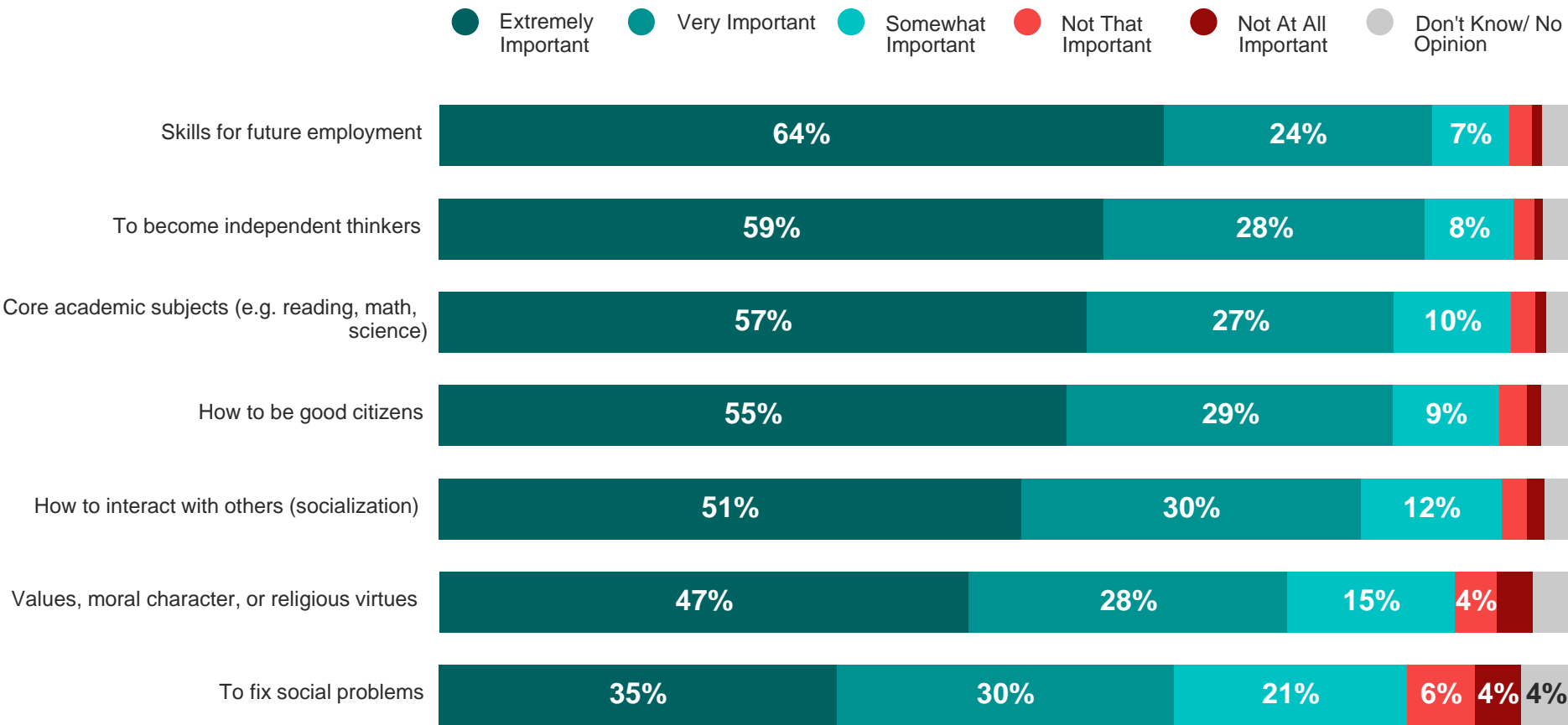
All Adults



# 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

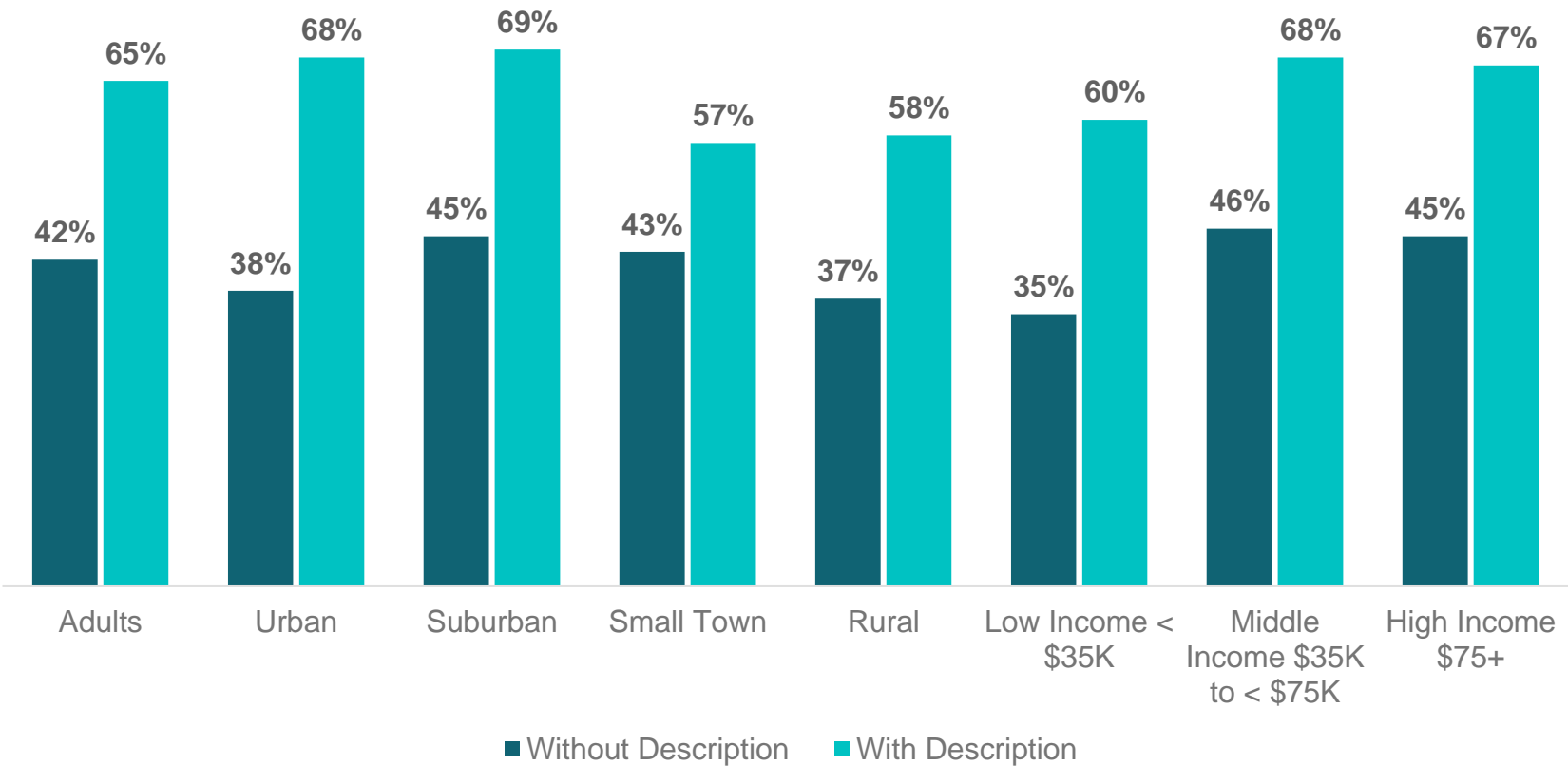


# Charter School Favorability

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

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

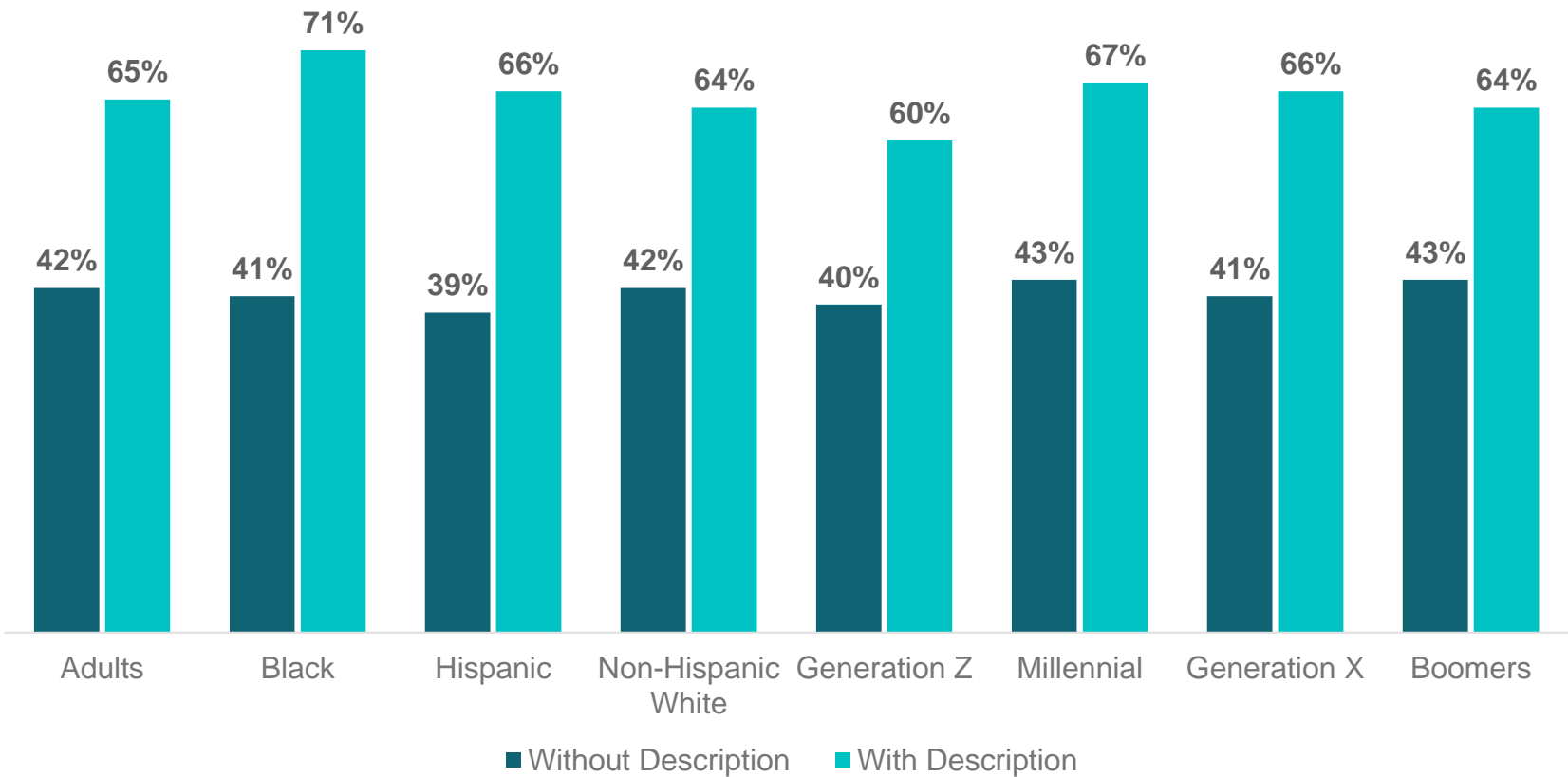


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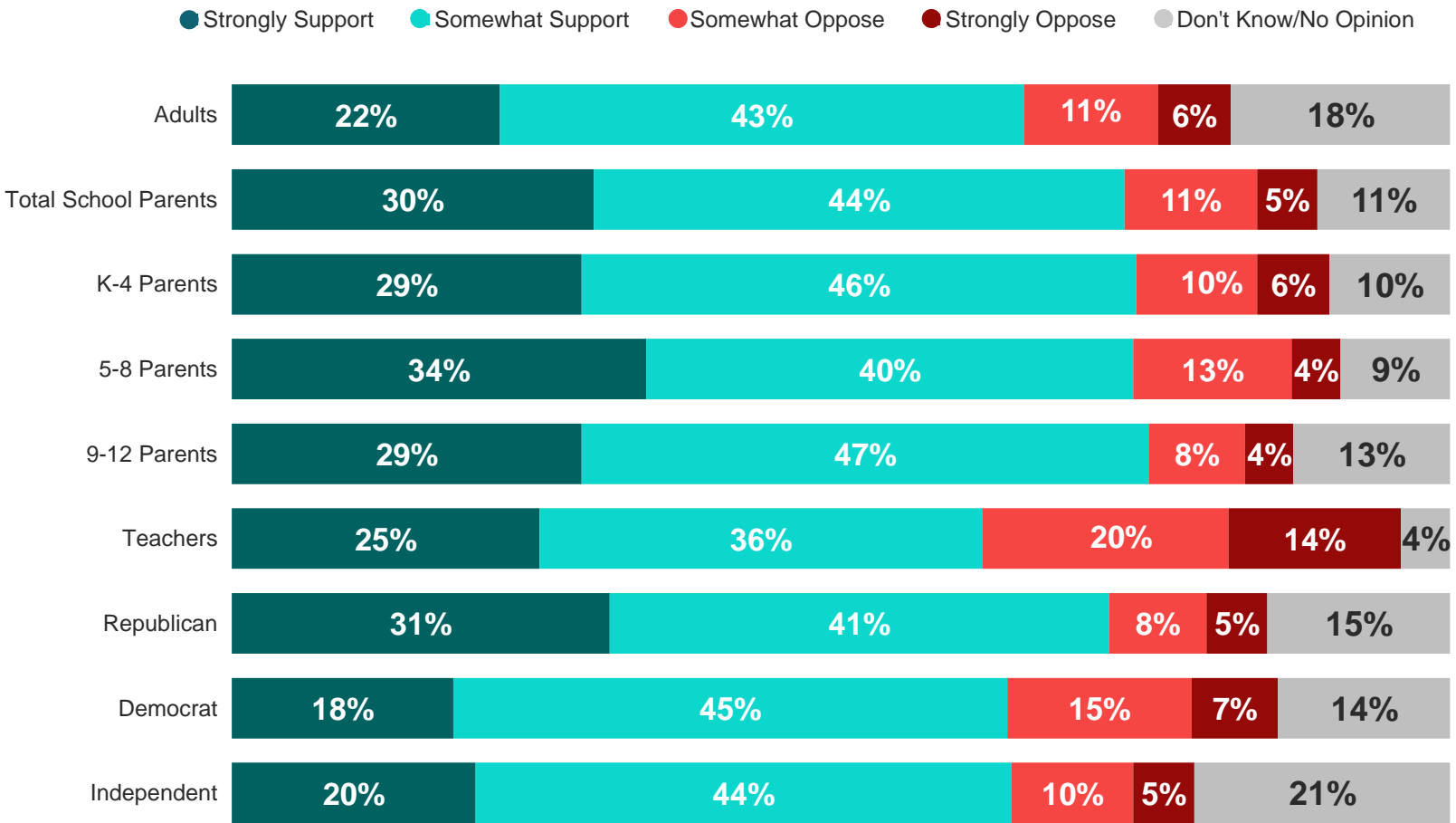
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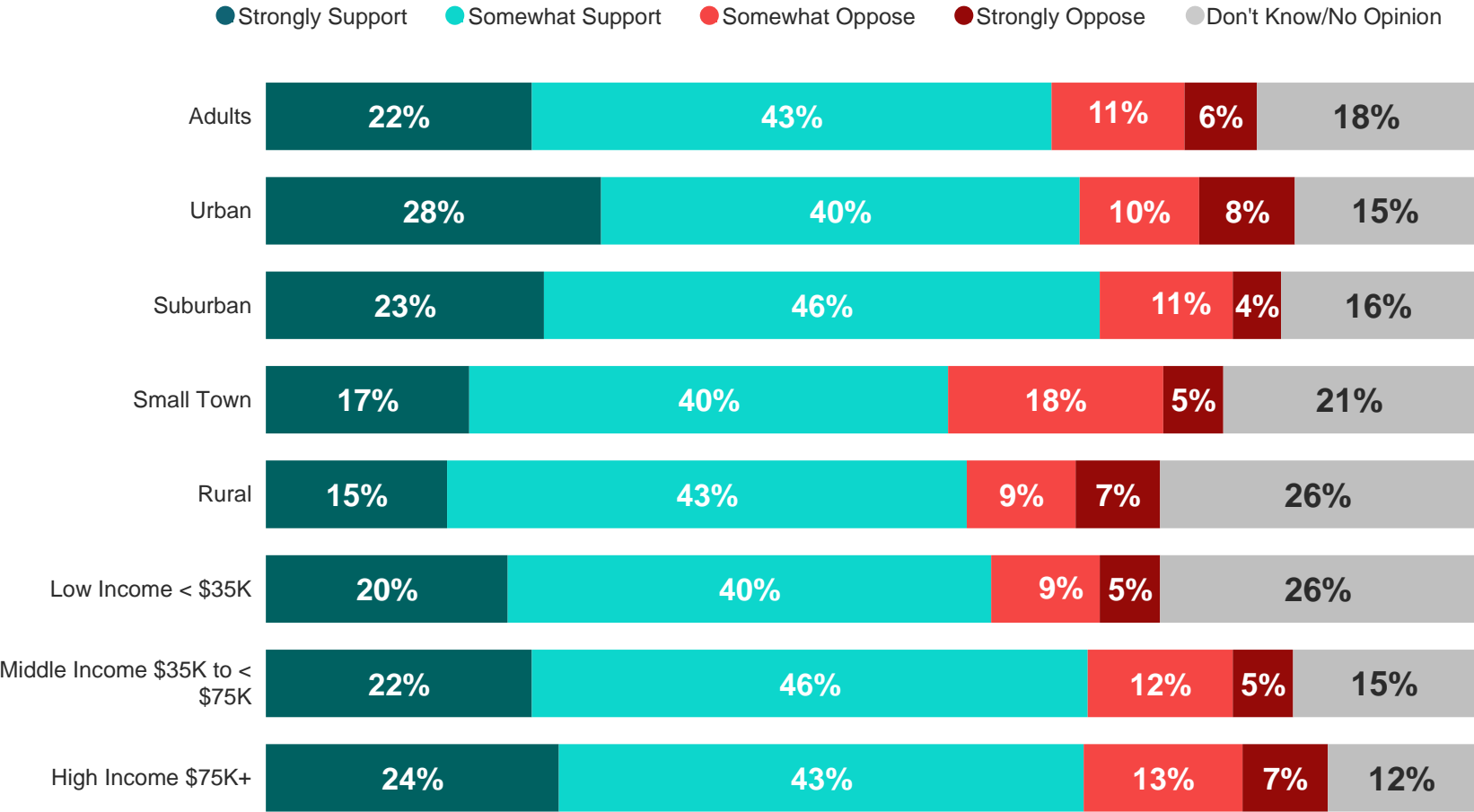
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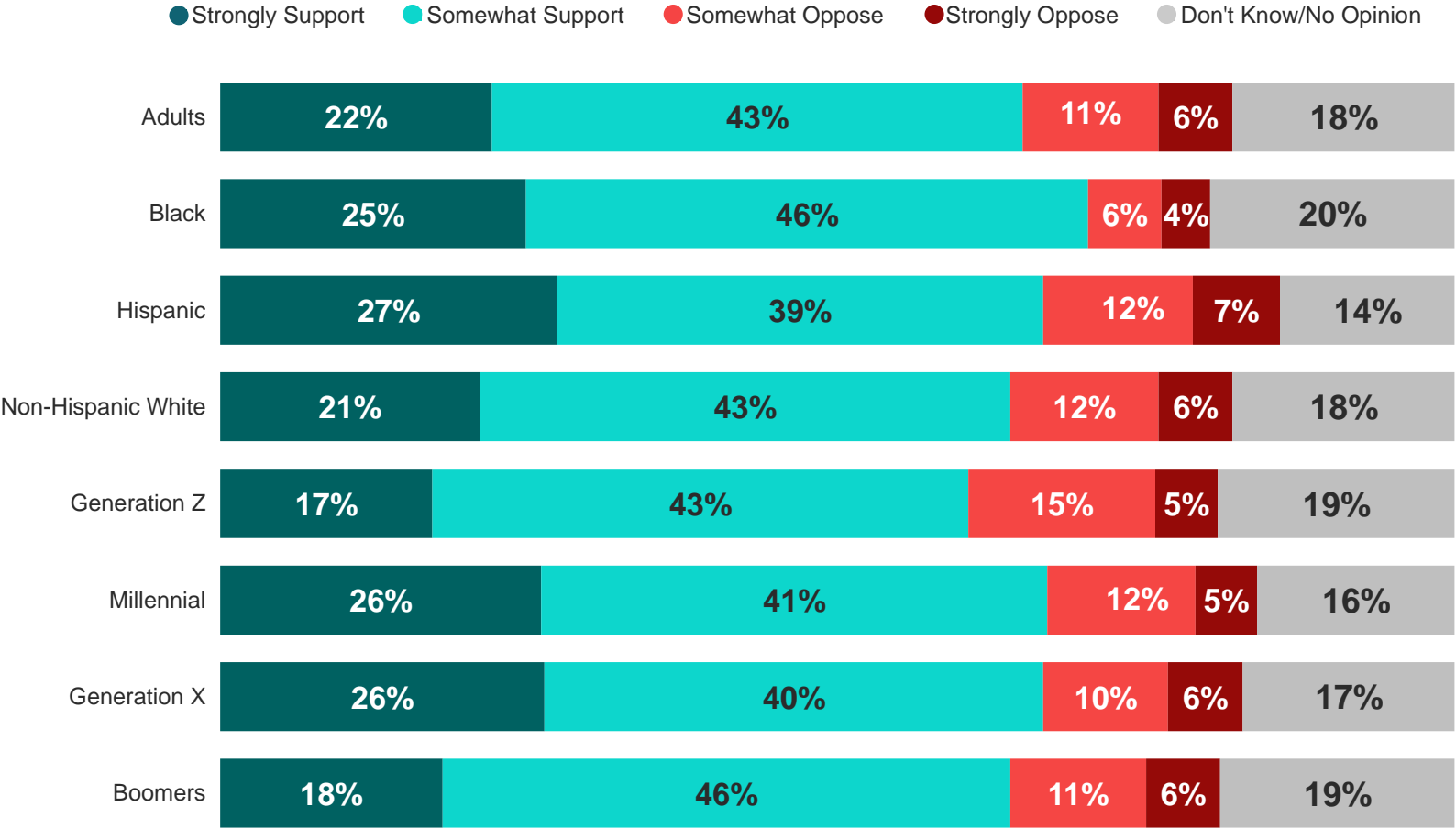
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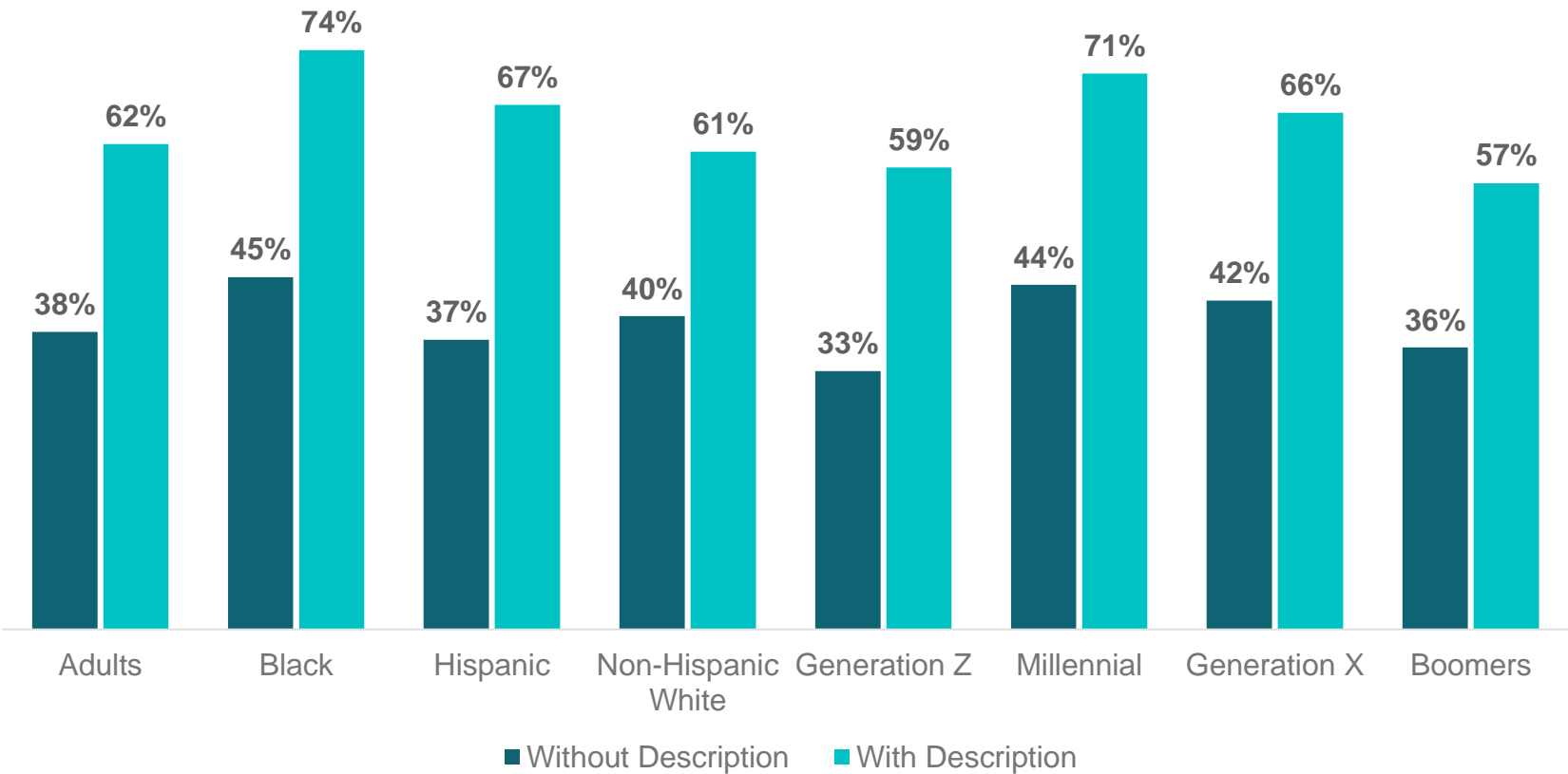


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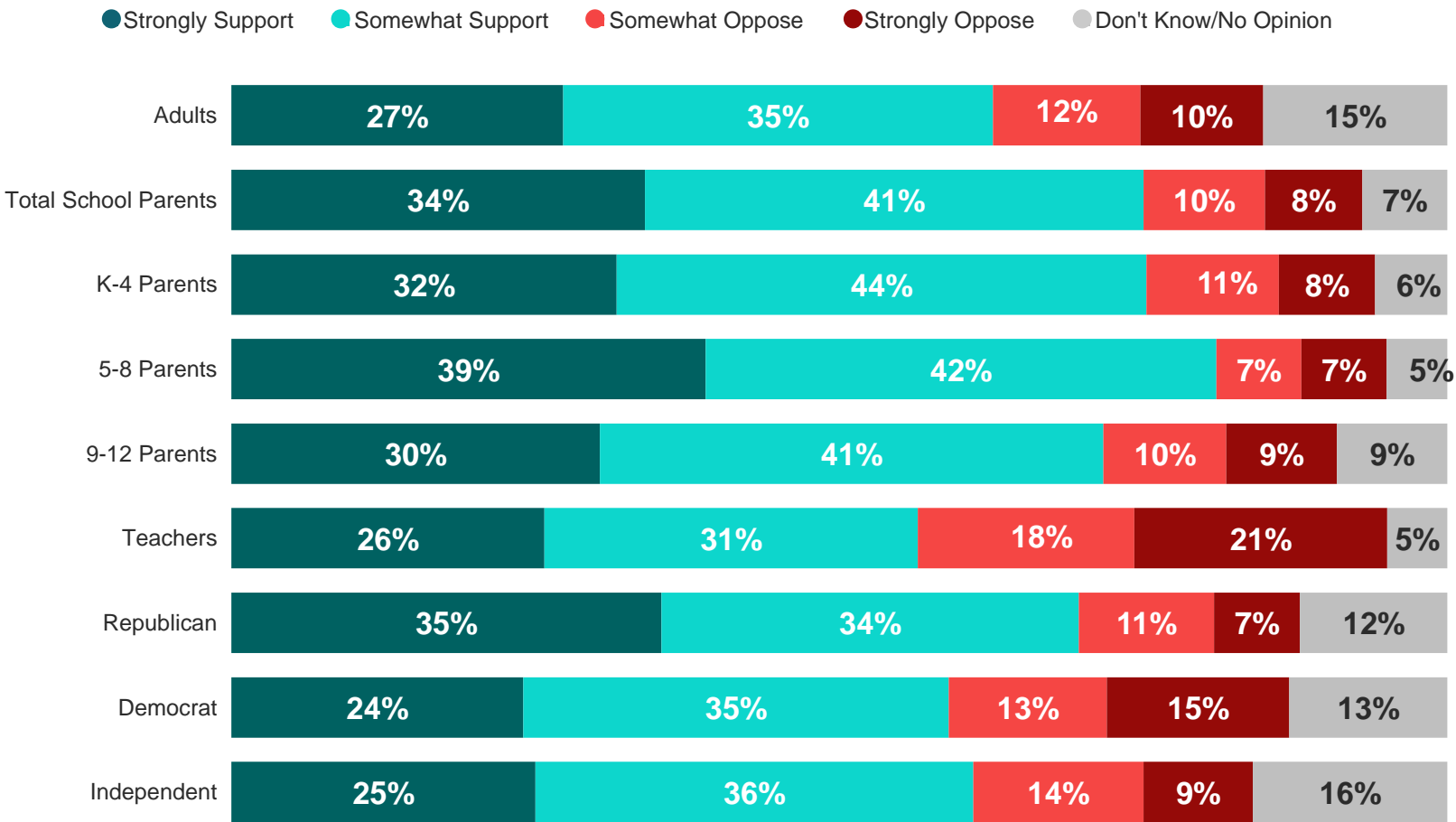
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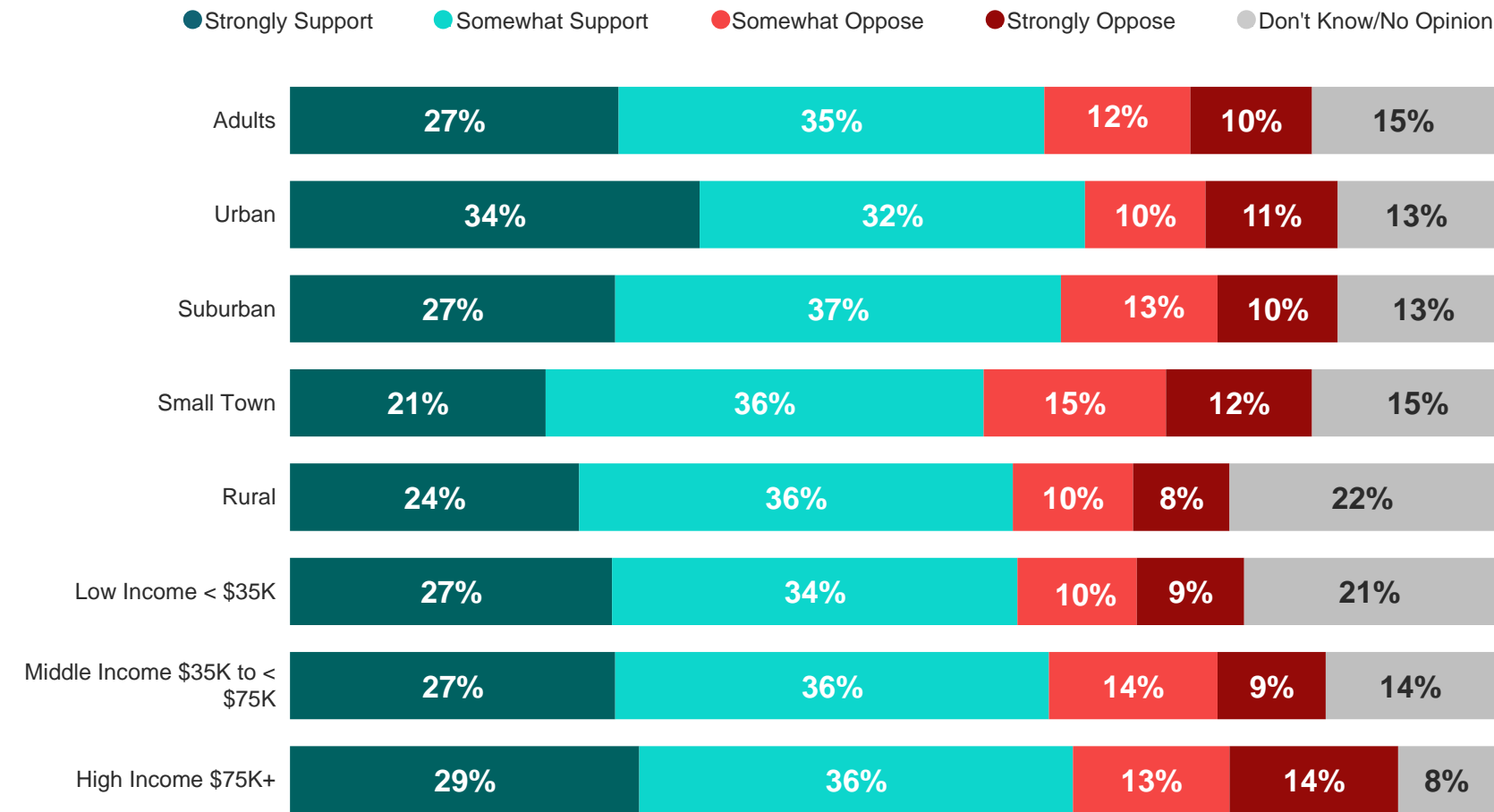
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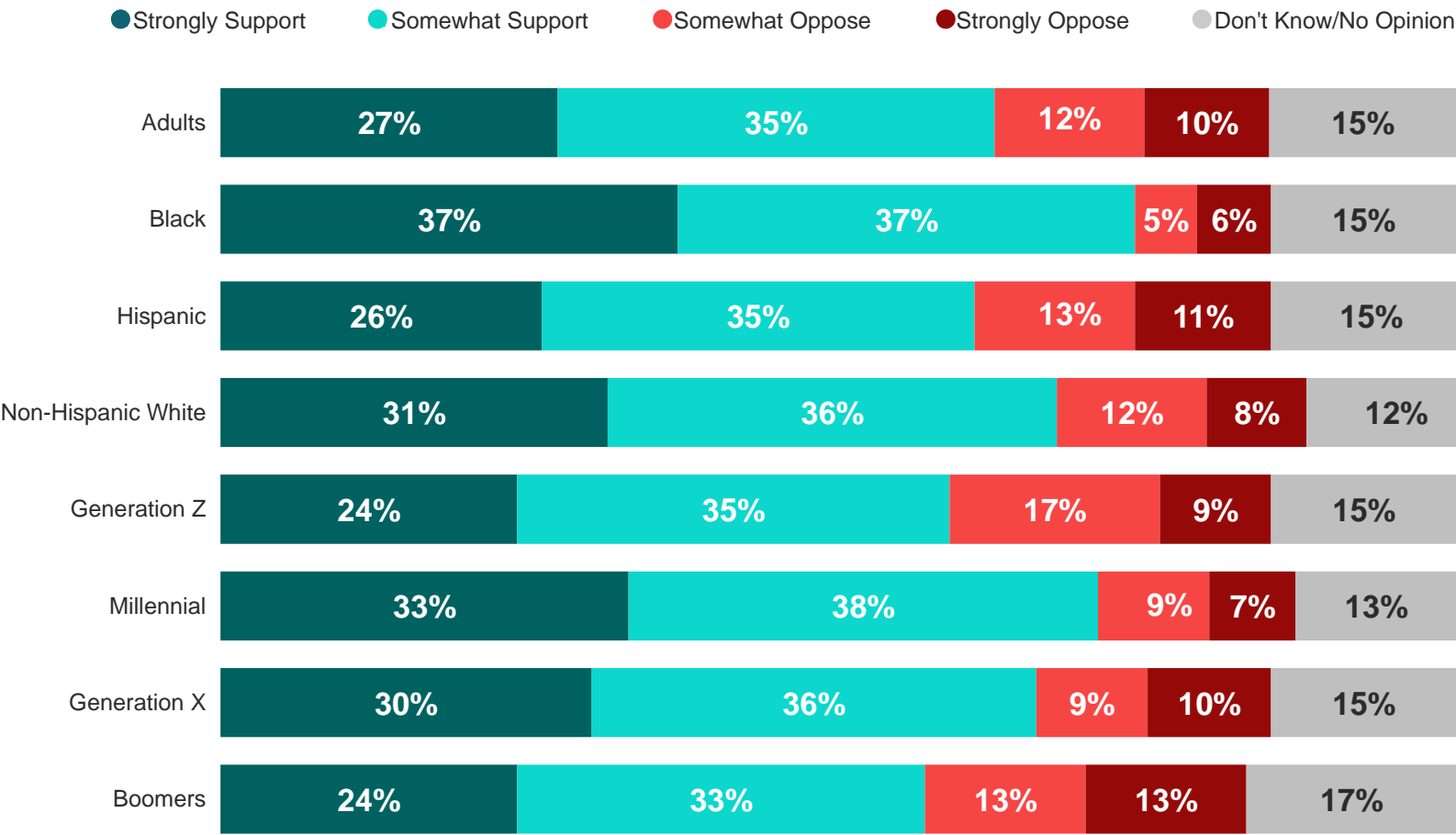
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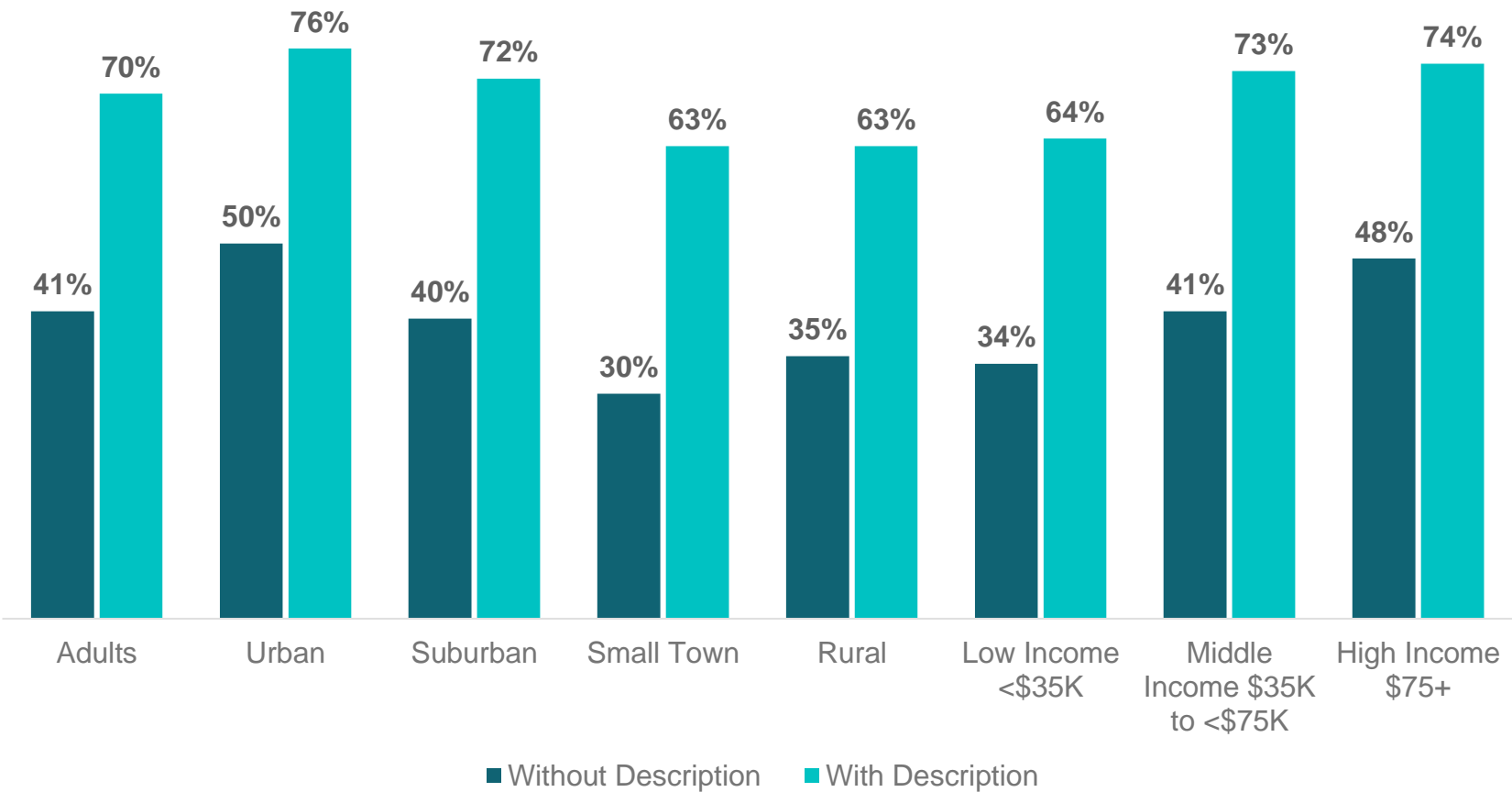


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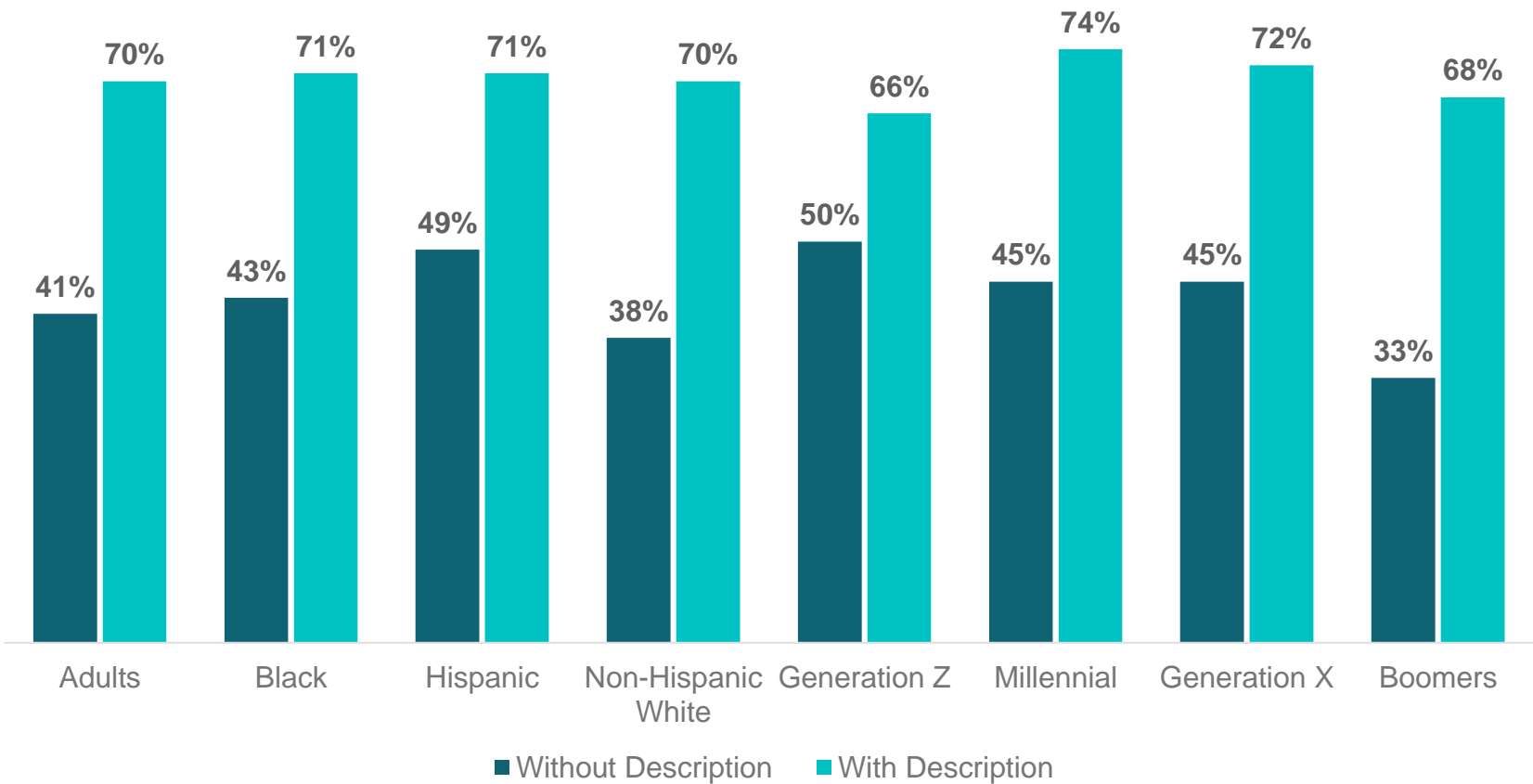


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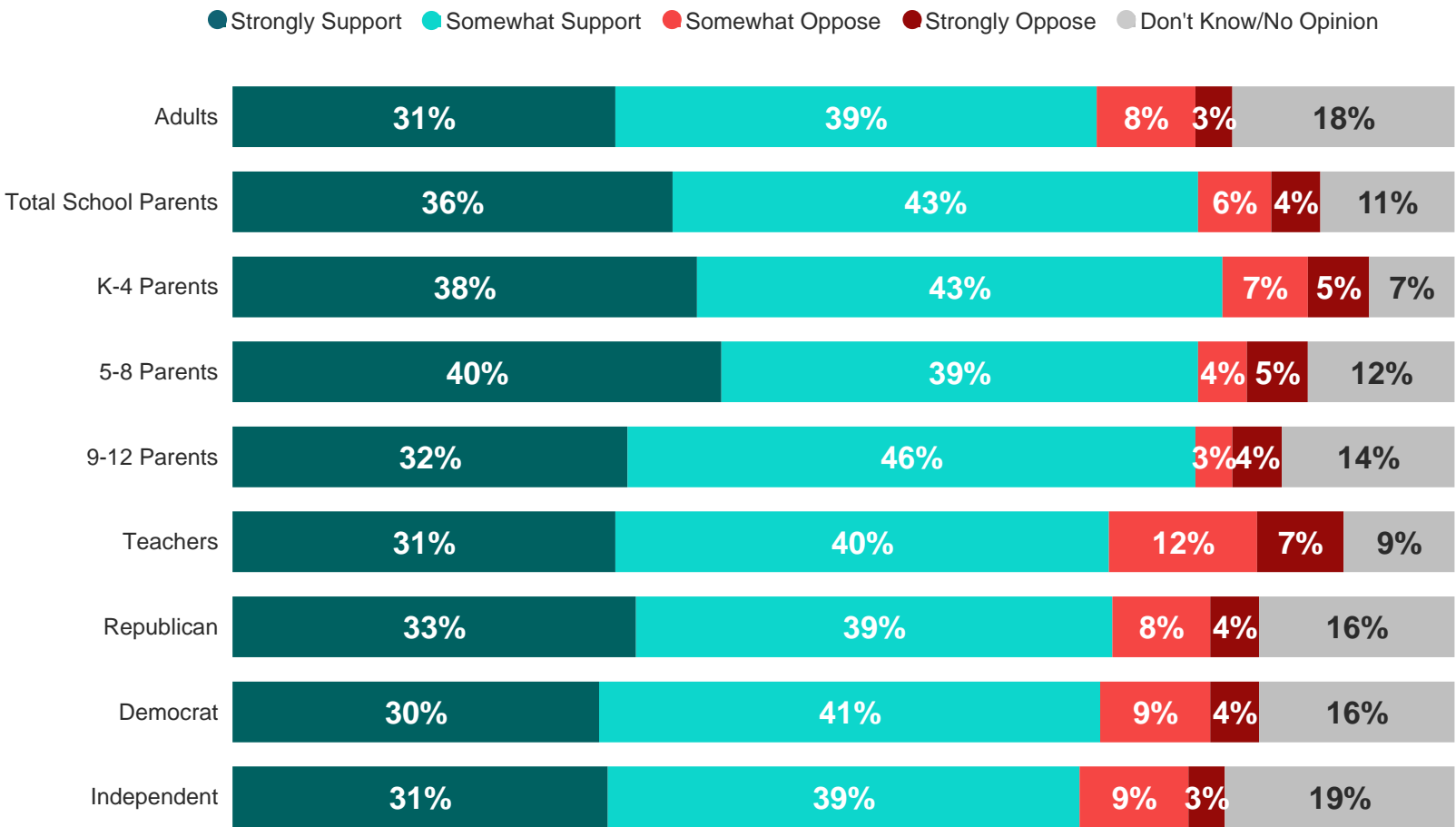
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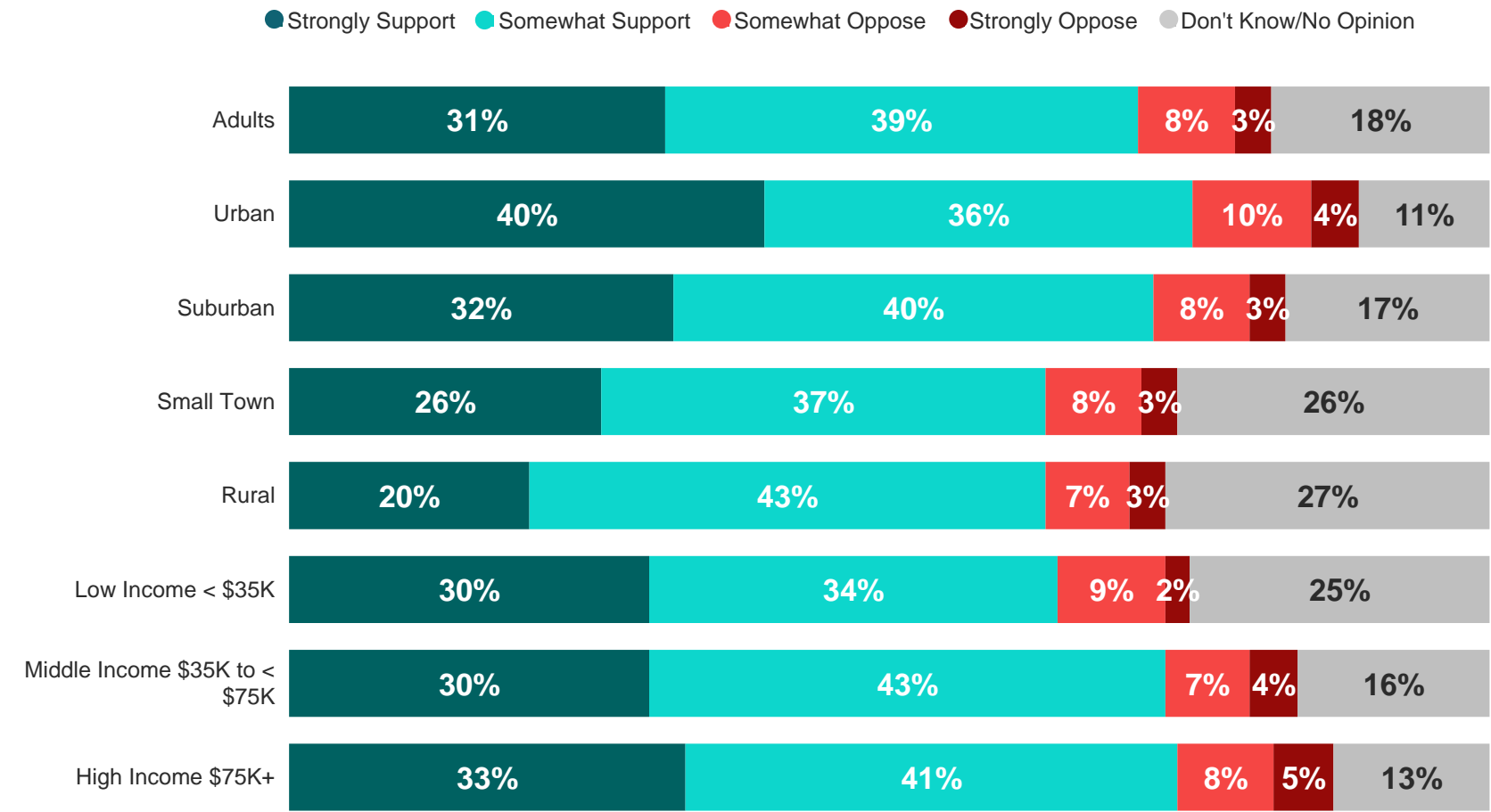
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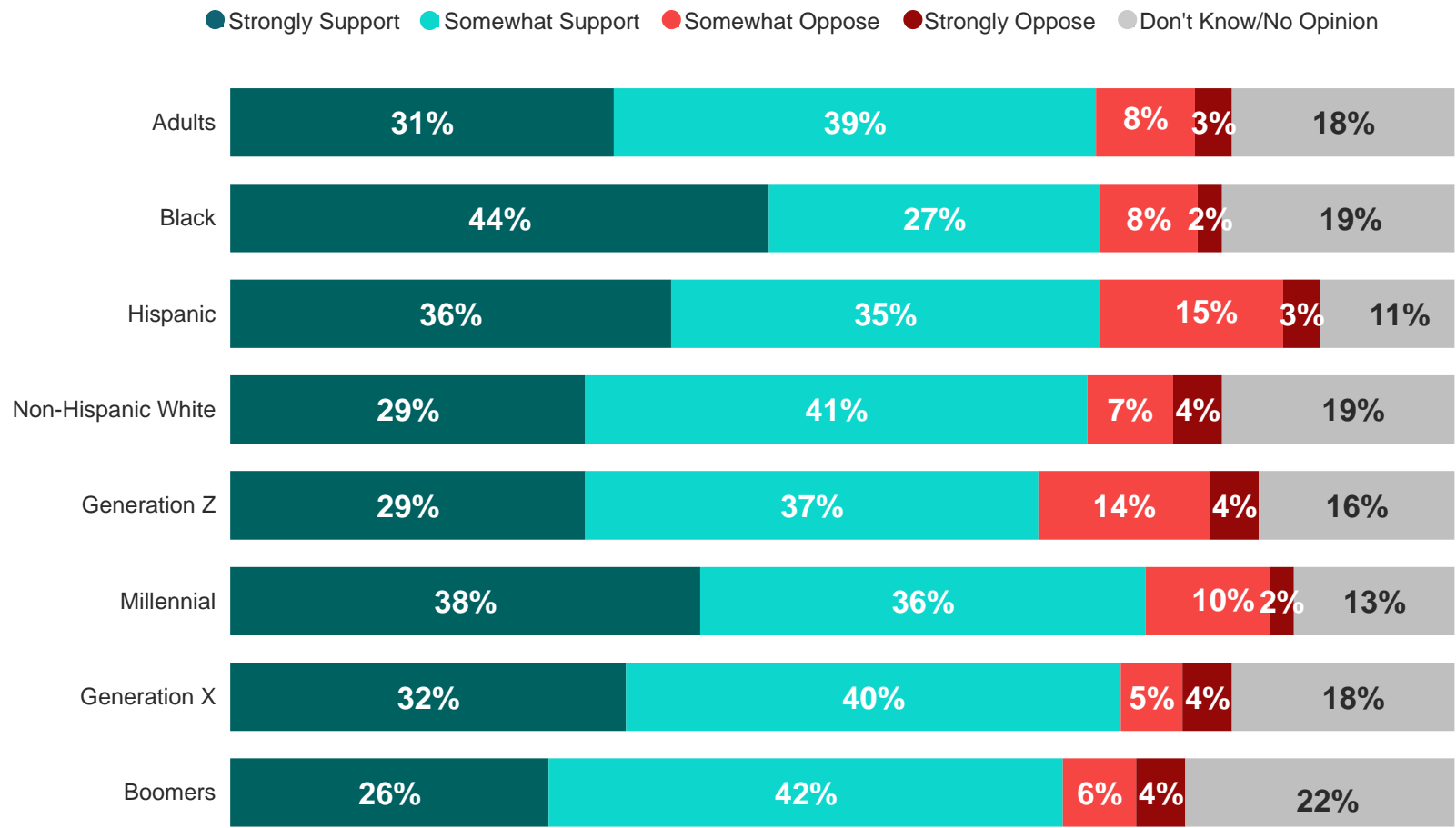
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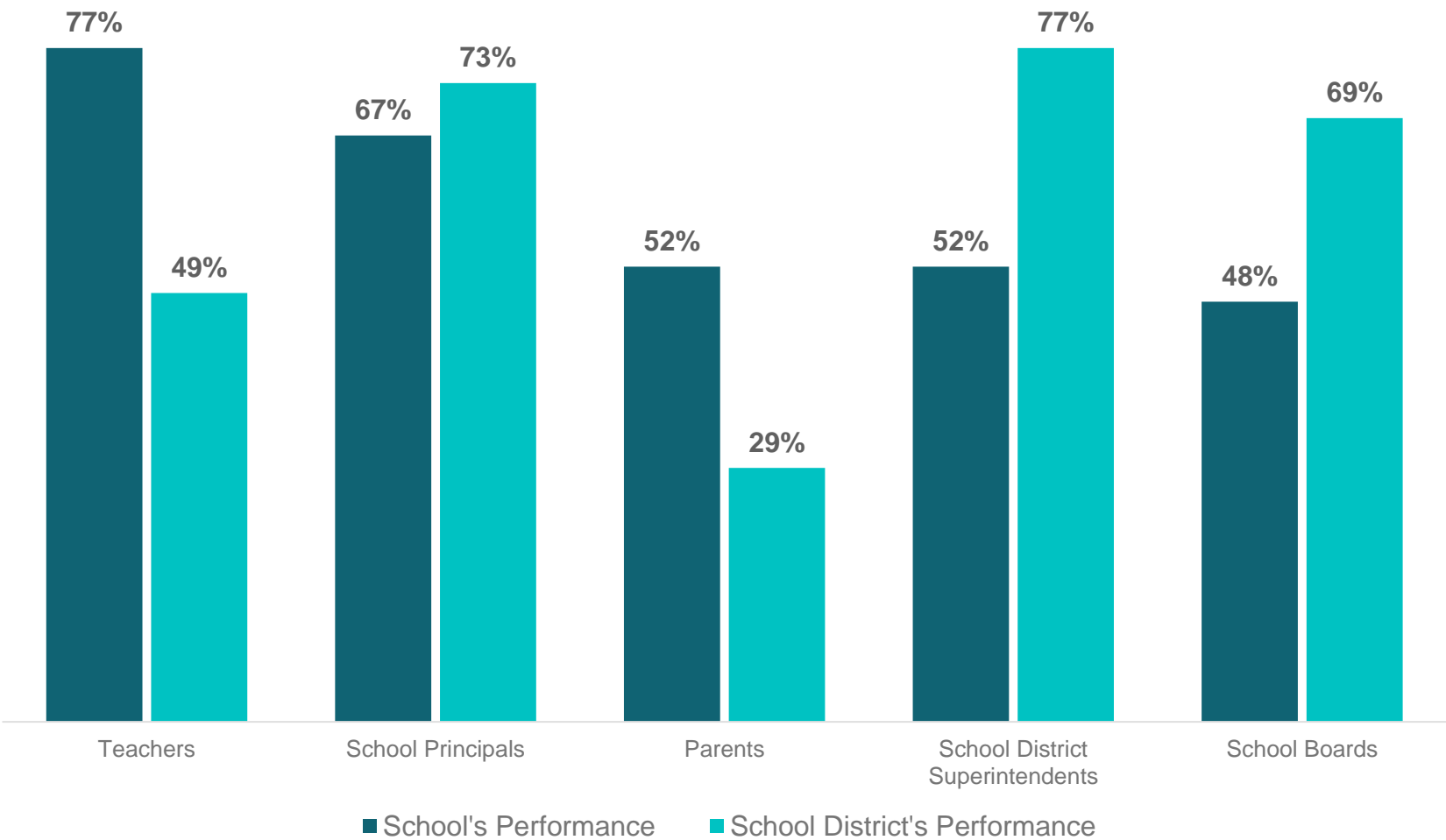


# Performance Responsibility

*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**



# Effective Actions - Classroom

How effective would the following actions be in addressing and reducing racial bias in your child’s classroom?

## School Parents



# Effective Actions - School

How effective would the following actions be in addressing and reducing racial bias in your child's school?

## School Parents



# Effective Actions - Community

How effective would the following actions be in addressing and reducing racial bias in your child’s school?

School Parents



