



 MORNING CONSULT

EdChoice

GEN POP NATIONAL
POLLING PRESENTATION

September 2020

Key Points

- 1 Most parents are at least somewhat comfortable sending their children to school, but they still prefer virtual learning.** Parents generally feel prepared to facilitate virtual learning, especially parents of younger students. Public school parents are more likely than charter and private school parents to be satisfied with the communication around reopening from schools.
- 2 A slight majority of parents have either joined a learning pod or are looking to form one. Those with younger children, higher incomes, and living in urban areas are more likely to be participating in one.** Those that are interested or participating in pods think they will help students stay up to speed and provide a safe environment for socialization. While, those against learning pods think they are unsafe, unnecessary, or too expensive.
- 3 Over half of school parents are at least somewhat likely to seek out tutoring for their child/children outside of school hours this year.** Parents that are very likely to seek out tutoring for their child/children have younger children, higher incomes and are living in urban areas.
- 4 School parents' favorability of homeschooling has remained high since the coronavirus outbreak began in March.** While many students switched from home school to other school types for this upcoming school year, homeschooling still saw an increase in enrollment. Americans school type preferences have shifted since the outbreak to be more in favor of homeschooling when given the option, especially if cost and transportation are not factors.
- 5 Americans remain more likely to support school choice policies, including charter schools, once given information, especially non-parents and independents.** However, school preferences continue to lean towards private and public-school options.

Methodology (also see slides 54-55)

This poll was conducted from September 11-17, 2020, among a national sample of 2,200 adults and an oversample of 700 school parents. The interviews were conducted online and the data were weighted to approximate a target sample of adults and school parents based on age, race/ethnicity, gender, educational attainment, and region.

NOTE: the school parent oversample data is not included in this month's dashboard website data

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COVID-19 and Schooling



Opinions about K-12 Education



Awareness and Favorability of School Choice Policies



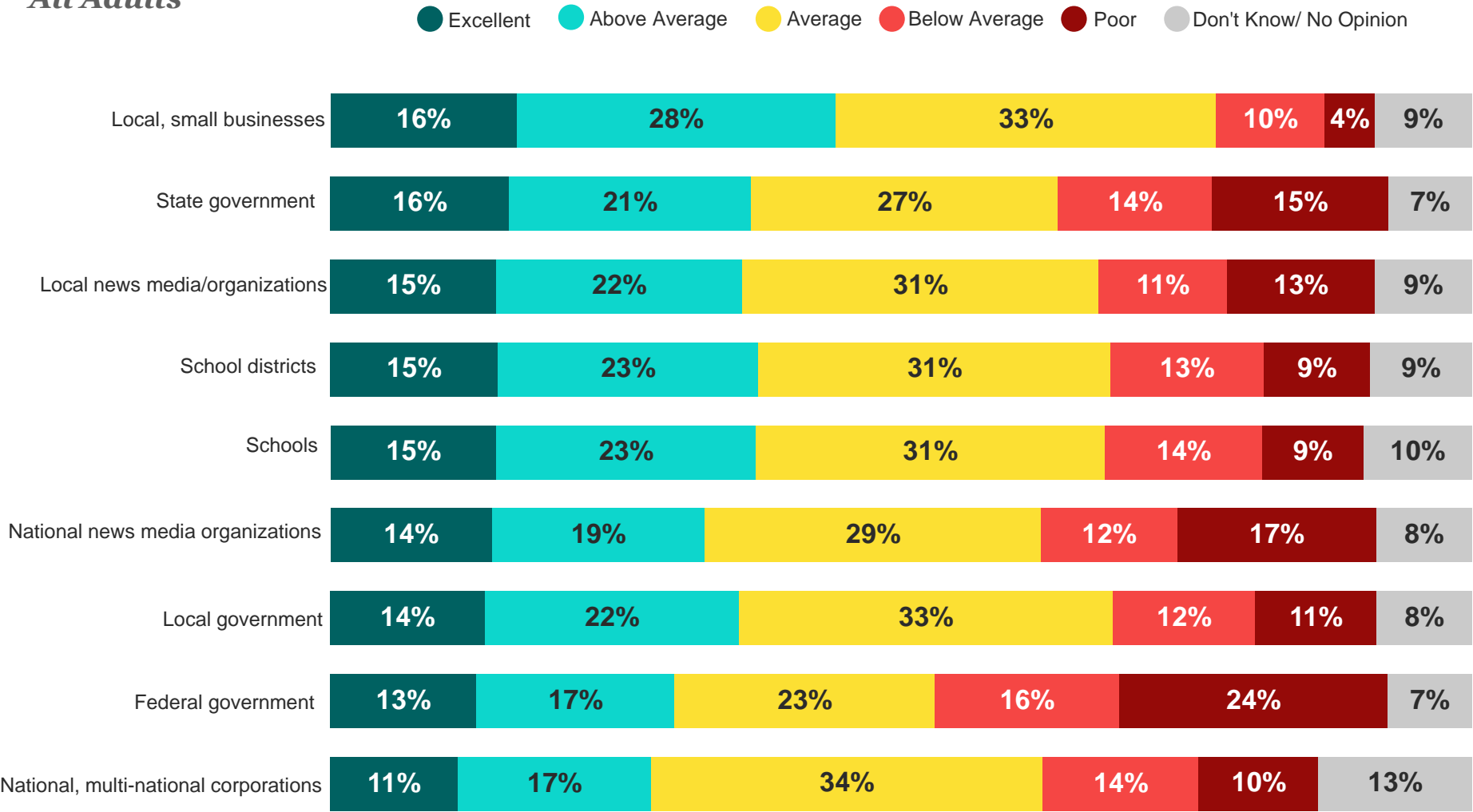
Survey Profile and Demographics

COVID-19 Response Rating

A plurality of adults continue to feel most institutions' responses to the coronavirus outbreak have been average.

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

All Adults



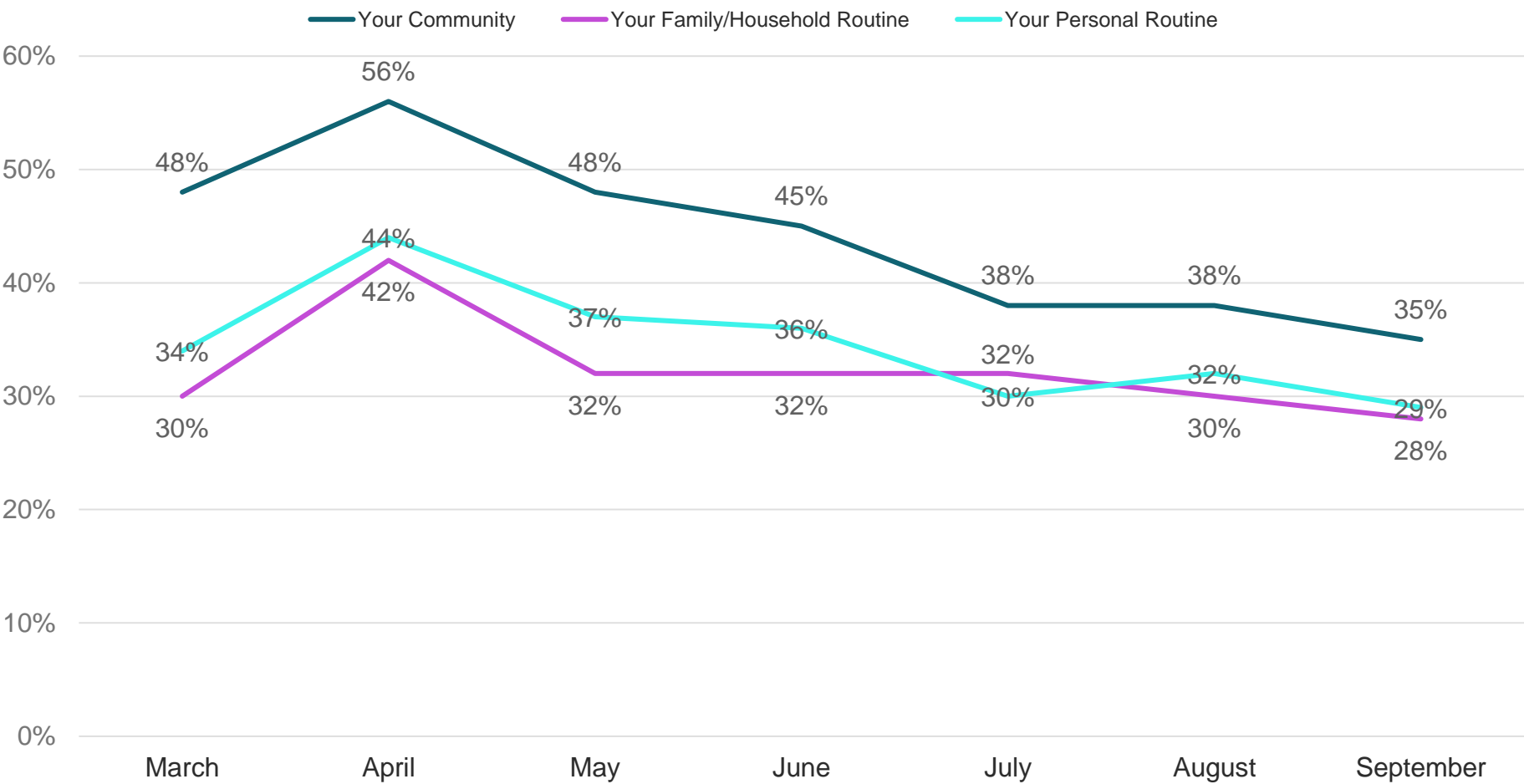
COVID-19 Disruption

Overall disruption caused by the outbreak has continued to decline since its peak in April, most notably for disruption to the community.

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

All Adults

% Very Disruptive

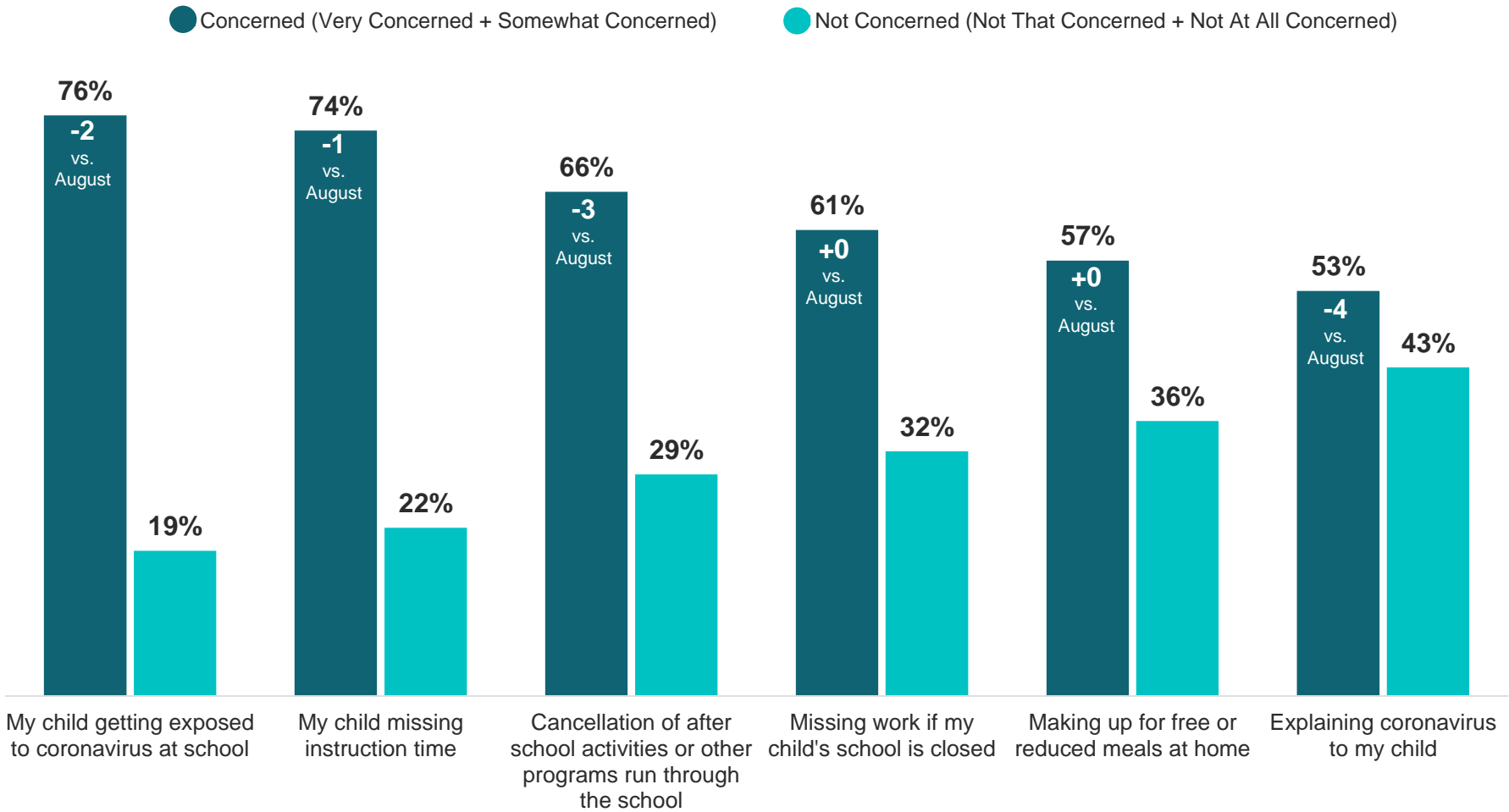


COVID-19
Concerns

School parents continue to be most concerned with their child/children getting exposed to the coronavirus at school and their child/children missing instruction time.

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

School Parents



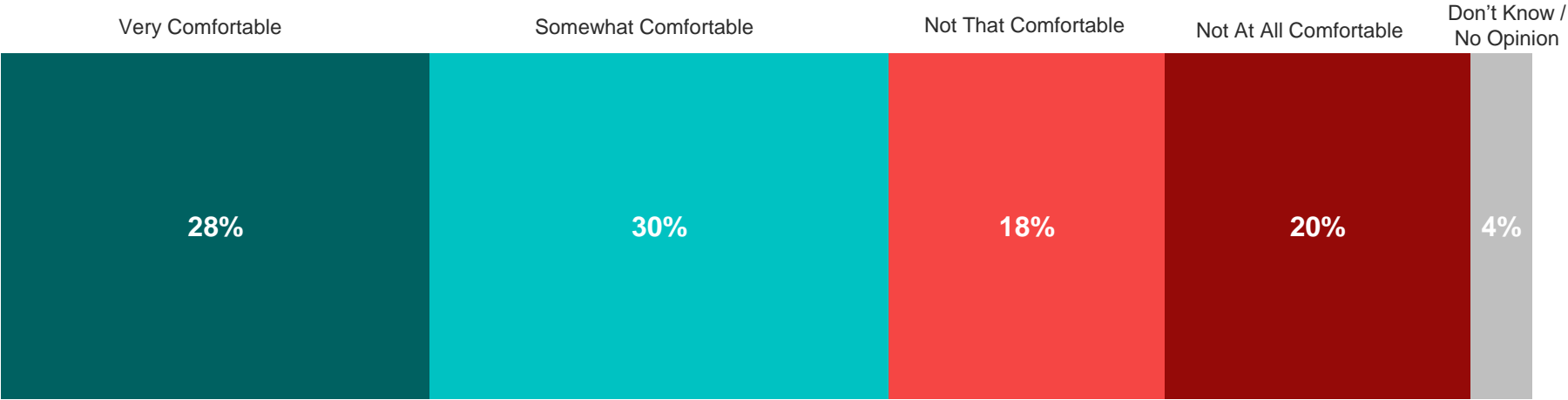
Note: The school parent subsample is weighted based on ACS benchmarks, starting in September 2020

Comfort with Children Returning to School

A majority of school parents are at least somewhat comfortable with their children returning to school.

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

School Parents

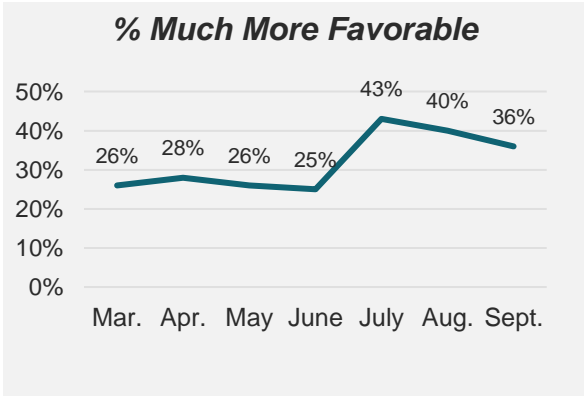
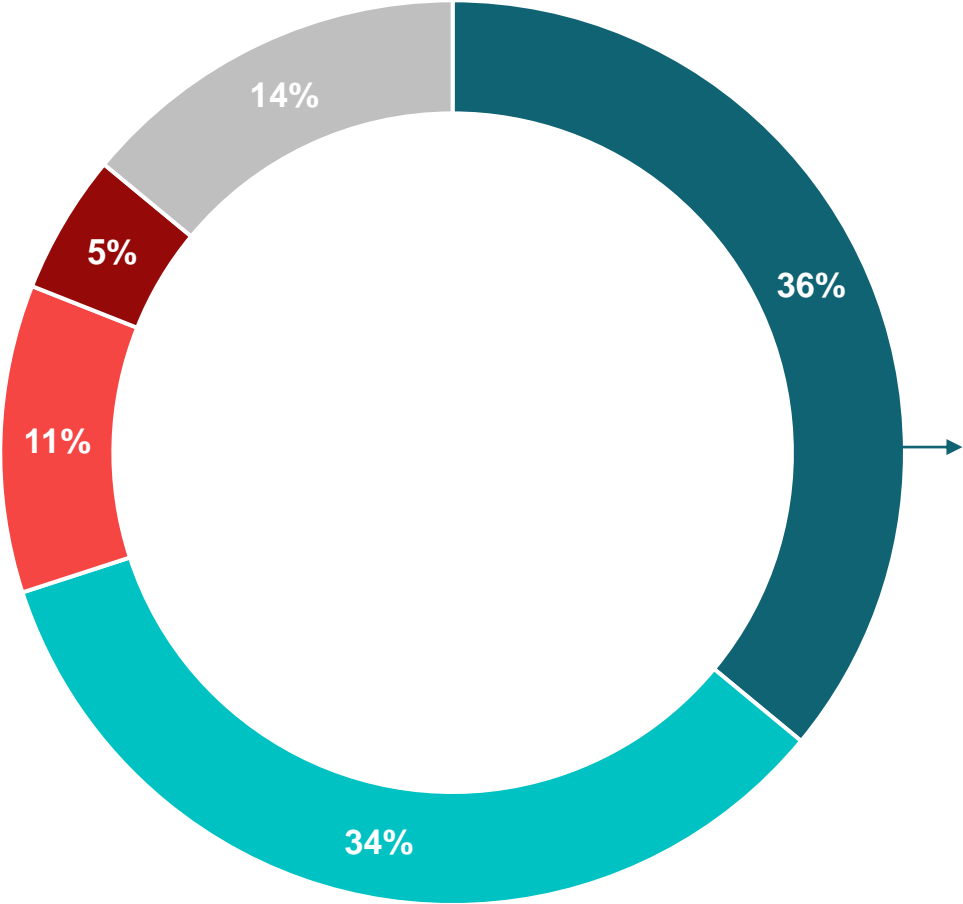


School parents continue to have a more favorable view of homeschooling since the coronavirus outbreak began in March...

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



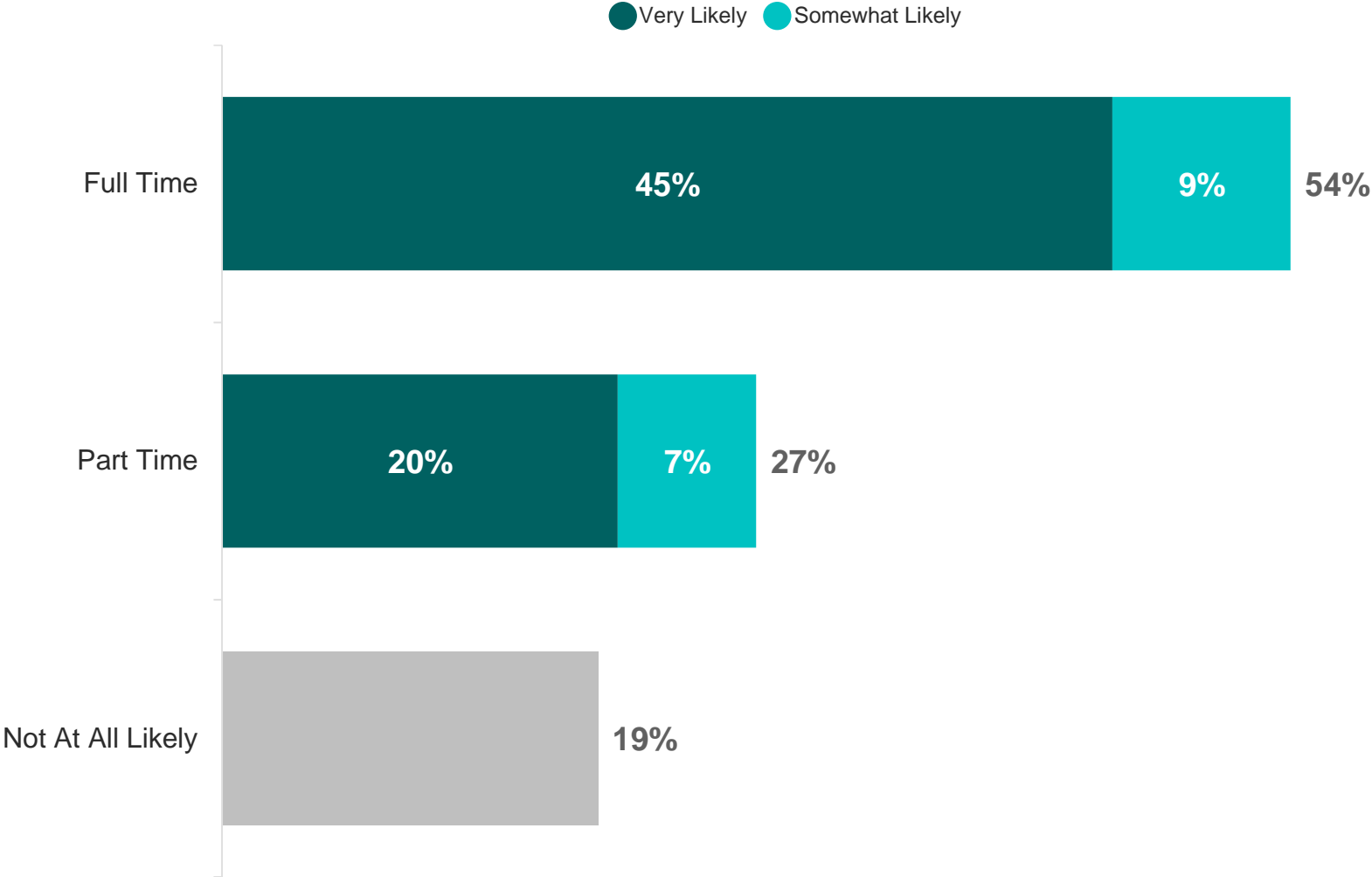
Note: The school parent subsample is weighted based on ACS benchmarks, starting in September 2020

Likelihood of Homeschooling

...And many say they're likely to homeschool their children either full-time or part-time this school year as a result of the pandemic. Based on percentages, parents are likely conflating remote learning (via school) with conventional homeschooling.

'Homeschooling' is the education of a child mainly at home other than a school. It is usually conducted by a parent, tutor, or online teacher. Parents or guardians control and direct the curriculum, content, and subject matter. As a result of the coronavirus pandemic, how likely are you to homeschool your child/children on your own this current school year, either part-time or full-time?

School Parents



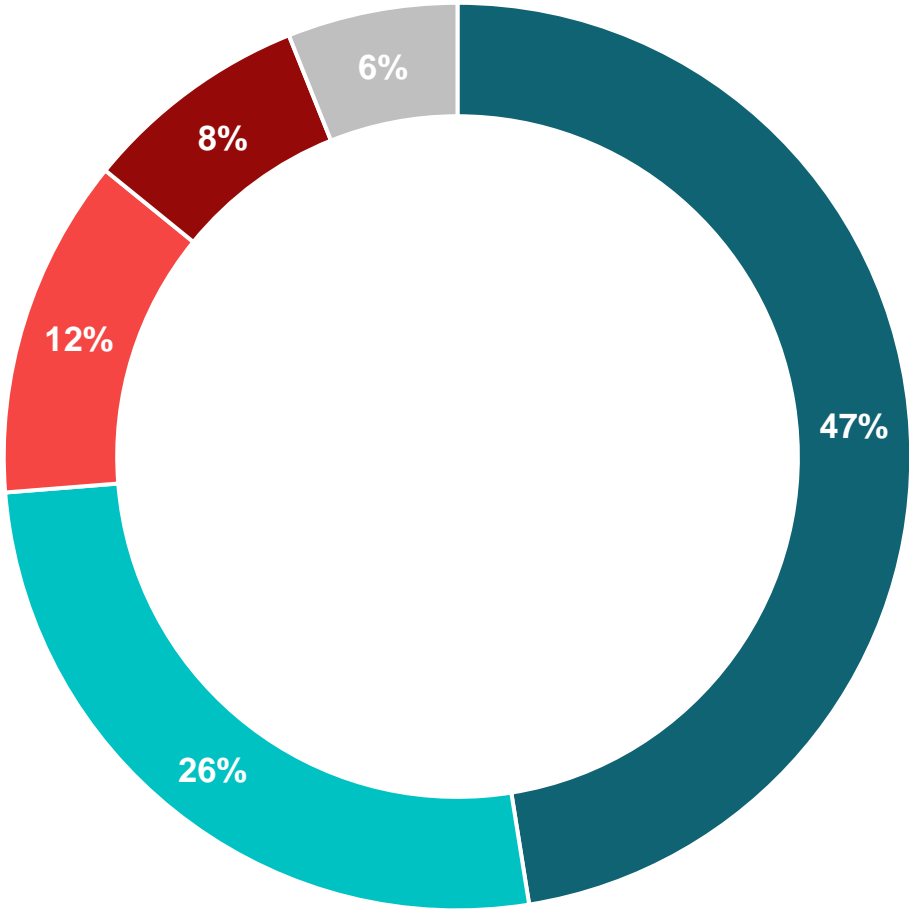
Likelihood of Remote Learning Enrollment

If given the option, most school parents would opt for remote learning over their children going physically back to school.

In the current school year, if your school or school district allows for the option of virtual learning instead of physically going back to school, how likely would you be to enroll your child in virtual/remote learning provided by the school or district?

School Parents

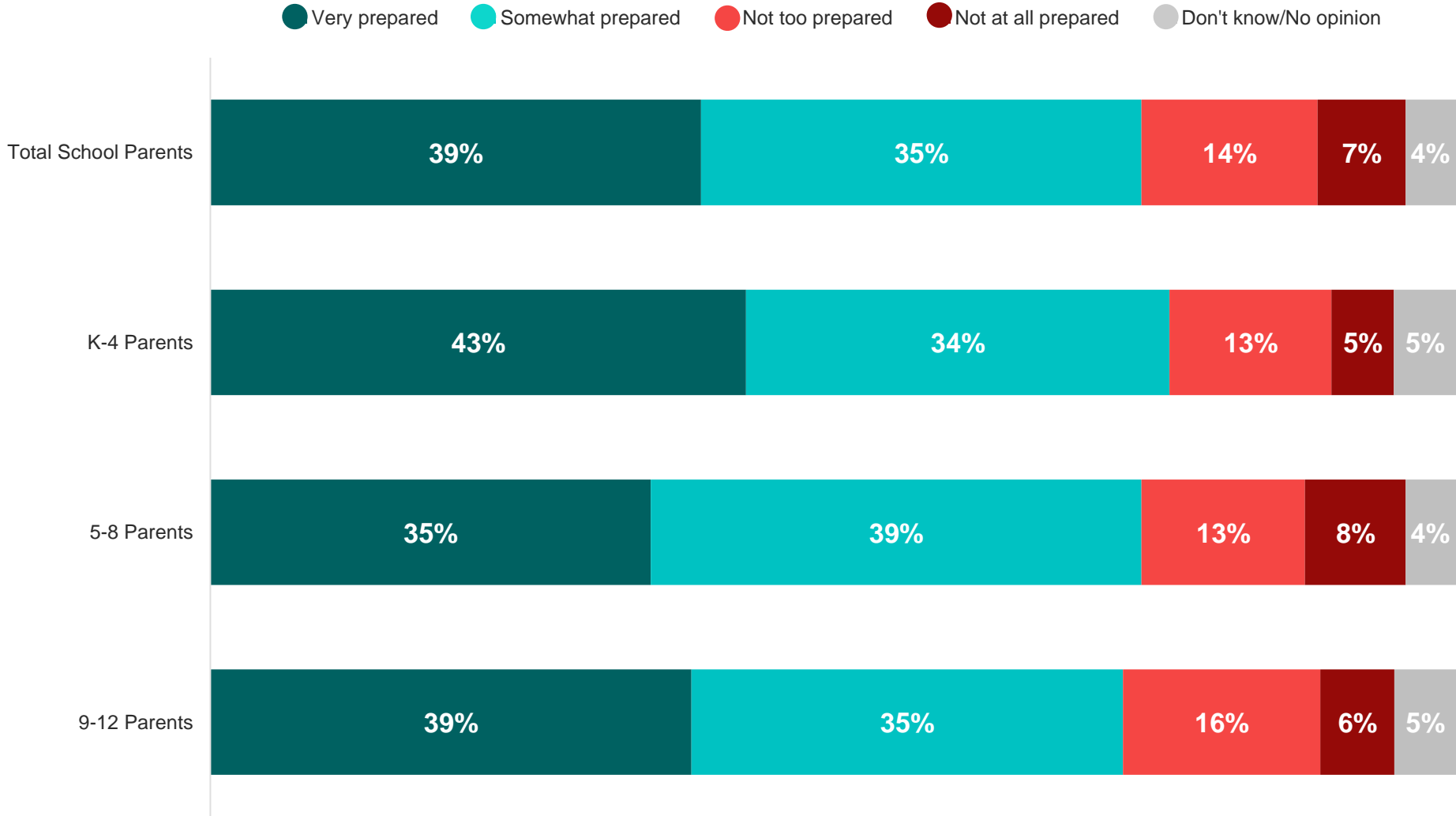
Very Likely Somewhat Likely Not That Likely Not At All Likely Don't Know/No Opinion



Remote Learning Preparedness

Most school parents continue to feel at least somewhat prepared to facilitate remote learning, especially those with children in grades K-4.

How prepared do you feel to facilitate online instruction (also known as virtual learning or remote learning)?

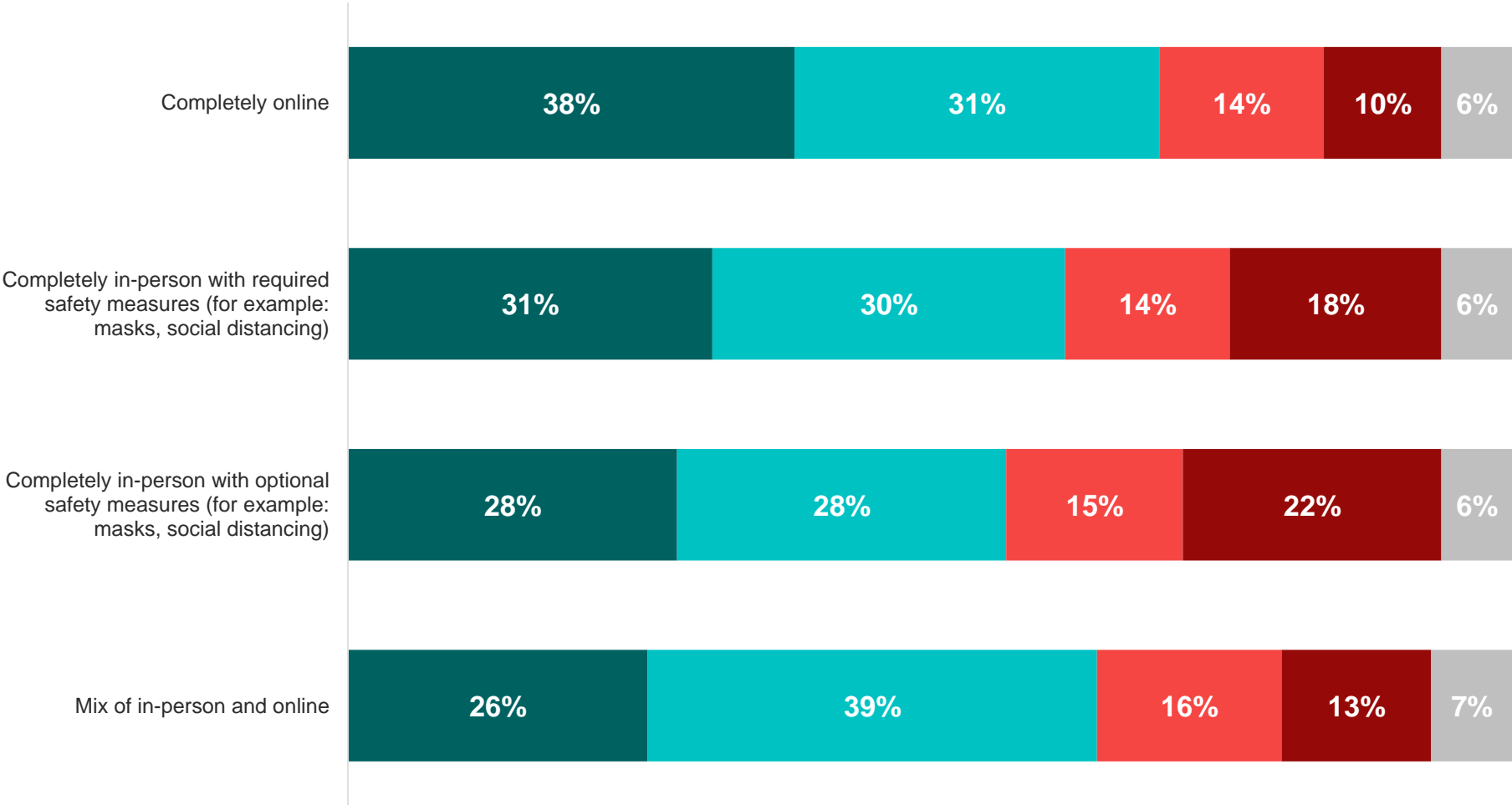


Online, In-person, or Hybrid Schooling Support

School parents continue to be most supportive of school being conducted completely online for the current school year.

Do you support or oppose the following school approaches to educating K-12 students in the current school year?

School Parents Strongly Support Somewhat Support Somewhat Oppose Strongly Oppose Don't Know / No Opinion



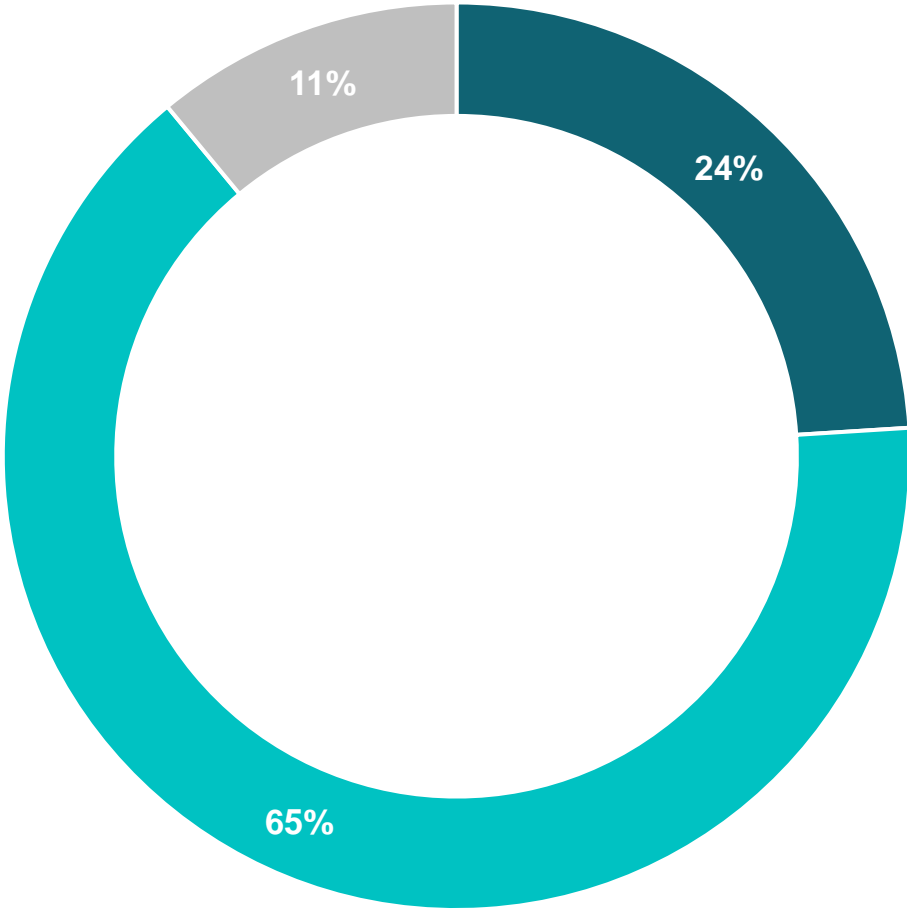
One or
Multiple
Learning
Options
Preference

The majority of parents continue to prefer that schools provide multiple learning options.

And, do you think schools should offer one approach to educating K-12 students in the fall or provide multiple learning options?

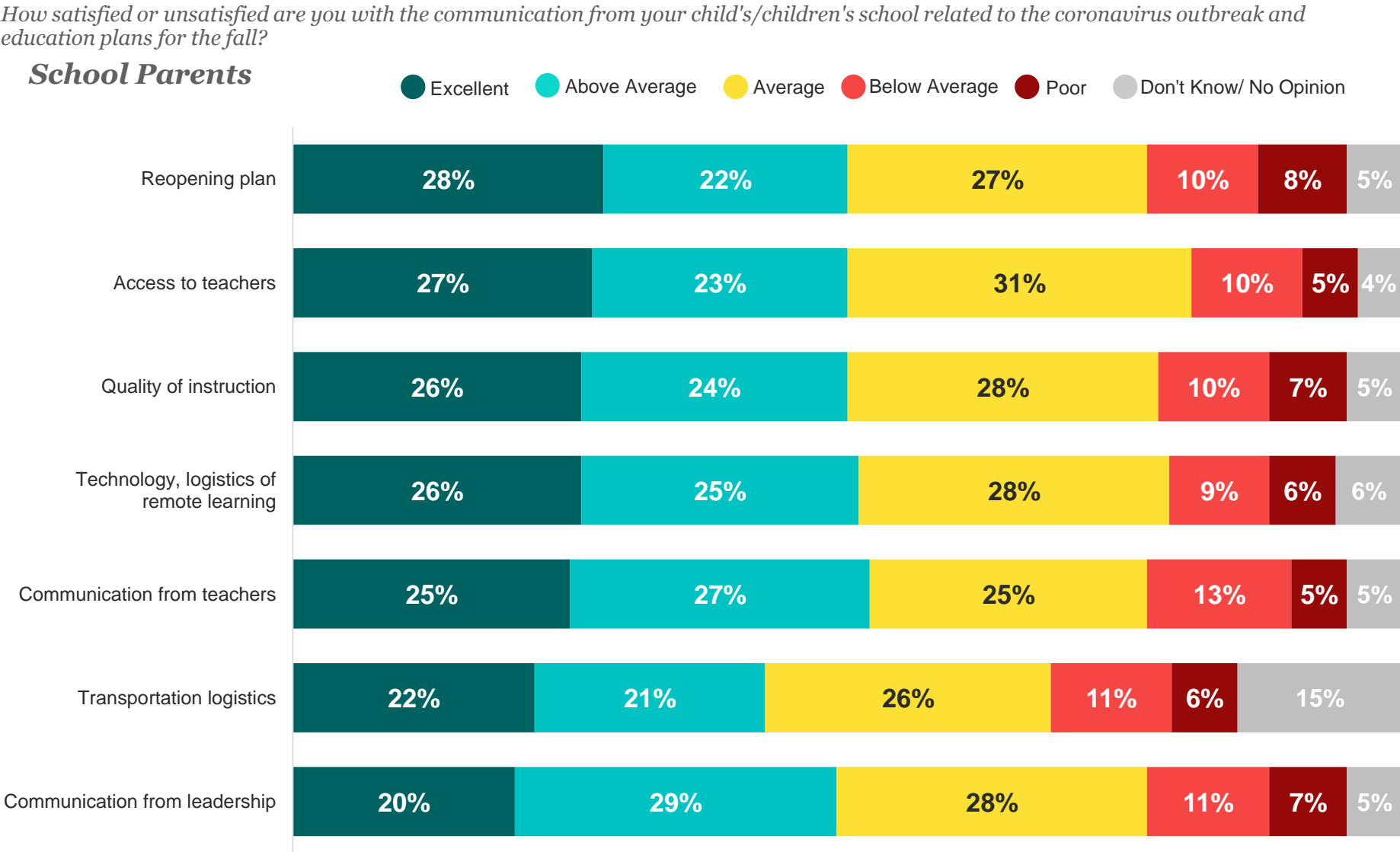
School Parents

Offer One Approach Provide Multiple Learning Options Don't Know / No Opinion



Satisfaction with School Communication

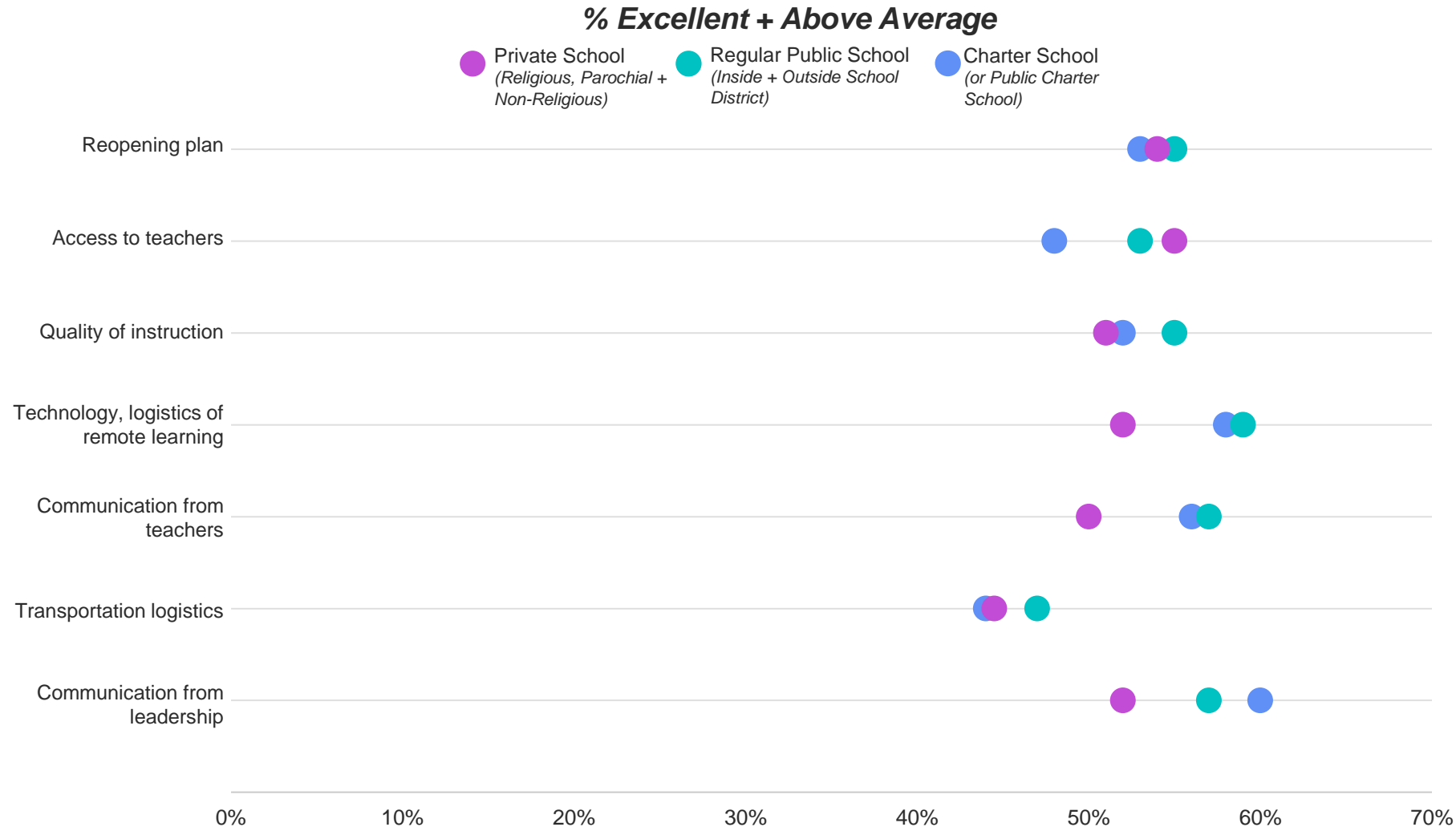
School parents give their schools mixed ratings when it comes their communications about education plans for this fall.



Satisfaction with School Communication

Different school types have excelled at various types of communications related to the coronavirus outbreak.

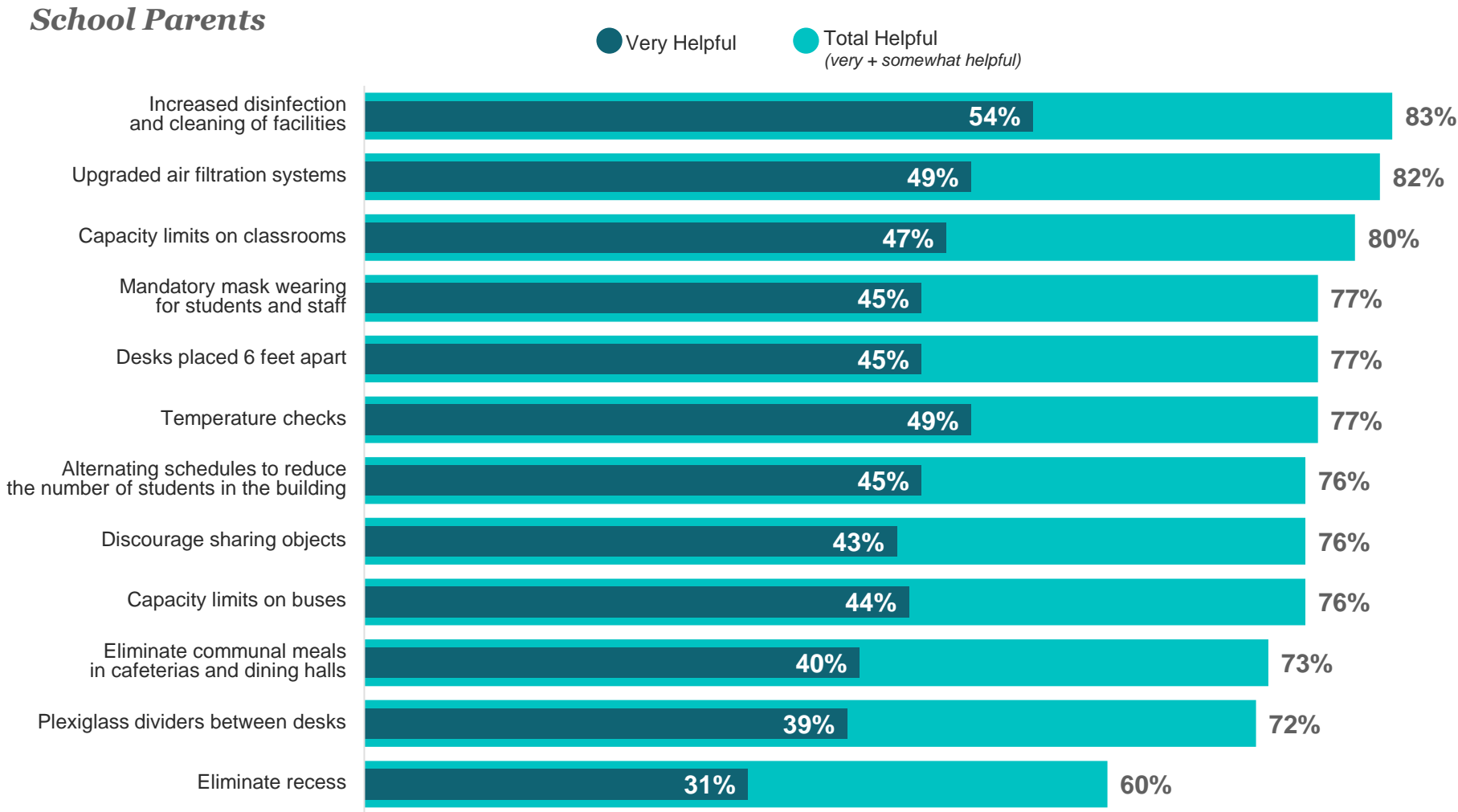
How satisfied or unsatisfied are you with the communication from your child's/children's school related to the coronavirus outbreak and education plans for the fall?



School Safety Measures

Most parents continue to think that all proposed safety measures will be at least somewhat helpful and believe increased disinfection of facilities will be most helpful.

How helpful do you think the following measures would be in allowing students to return to school safely?



COVID-Related
School
Funding
Support

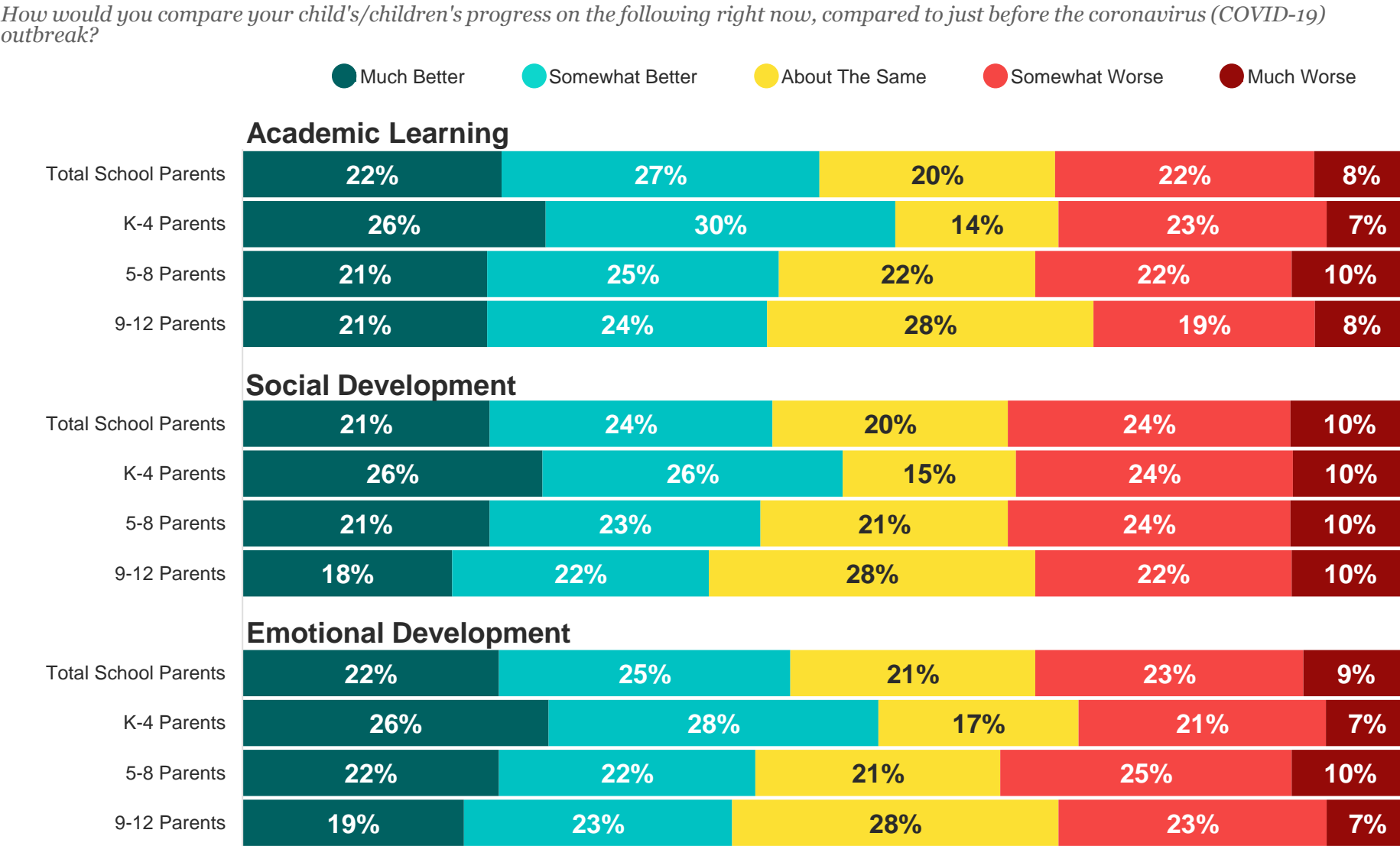
A plurality of Americans support additional school funding regardless of the school’s approach to COVID-19.

Which of the following statements regarding school funding in response to the pandemic do you most agree with, even if none are exactly right?

| | All Adults | School Parents | Non-Parents |
|--|------------|----------------|-------------|
| School districts should receive additional funding whether they teach students in person or remotely | 31% | 30% | 30% |
| School districts should receive additional funding only if they teach students in person and follow the health and safety guidelines set by the CDC | 16% | 19% | 14% |
| School funding should remain the same | 16% | 16% | 16% |
| School districts should receive less funding if they only teach students remotely | 10% | 10% | 10% |
| School districts should receive additional funding only if they teach students in person, but they should not be required to following the health and safety guidelines set by the CDC | 9% | 14% | 7% |
| Don't know / No opinion | 13% | 7% | 19% |
| None of the above | 4% | 3% | 5% |

COVID-19 Impact on Learning and Development

K-4 parents feel their child/children’s learning and development is better since the start of the pandemic. 9-12 parents are more likely to feel their child/children are doing about the same in those areas.



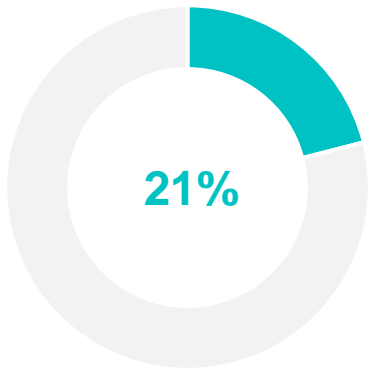
School Type Shift

K-4 parents are most likely to have switched their child/children’s school type for this school year than those with older children.

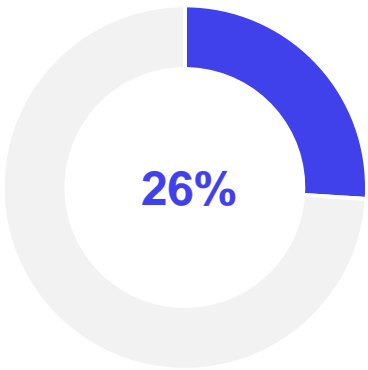
Please tell us the grade level for each of your children; what kind of school each child will attend this new school year; and what kind of school each child was being educated in February of this year, before any school closures.

% Of Students Switching School Type, Reported by Parents

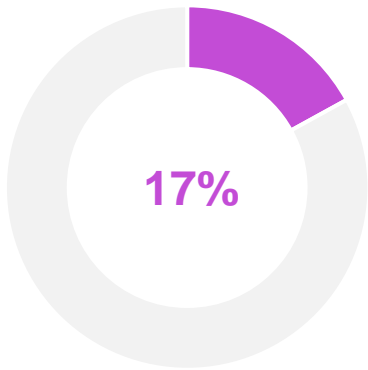
Total School Parents



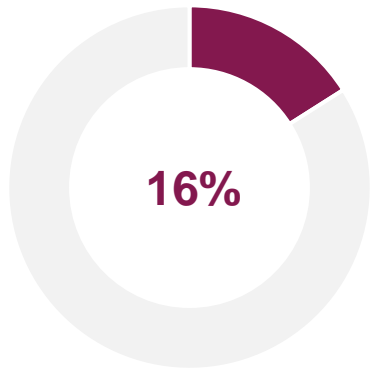
K-4 Parents



5-8 Parents



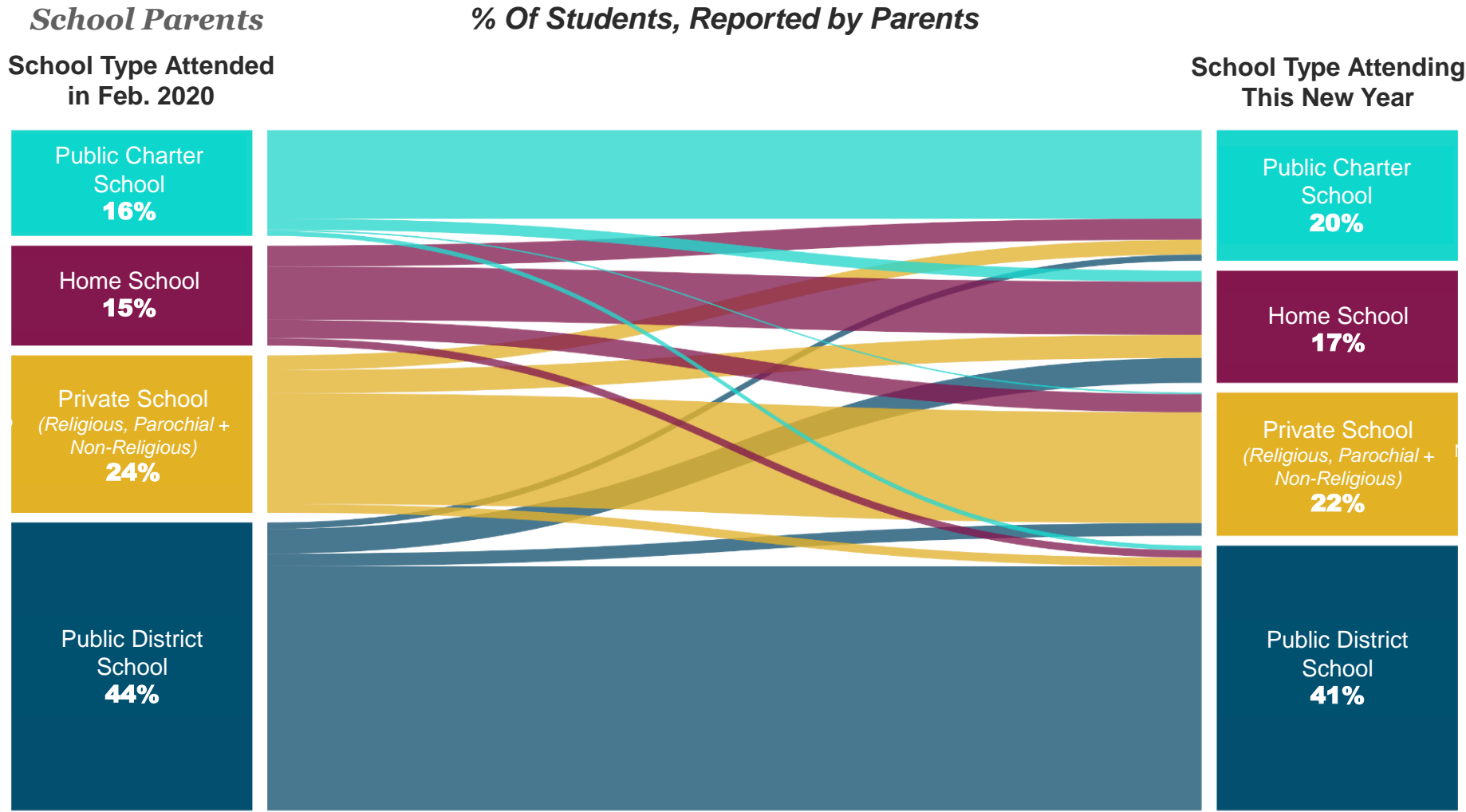
9-12 Parents



School Type Shift

Since February of this year, there has been a slight uptick in children being enrolled in homeschooling and charter schools. There has been a slight decrease in private and public district school enrollment.

Please tell us the grade level for each of your children; what kind of school each child will attend this new school year; and what kind of school each child was being educated in February of this year, before any school closures.



Note: New pilot question added in August 2020. Reported school types in February 2020 reflect higher than typical national enrollment patterns for private schools, charter schools, and homeschooling.

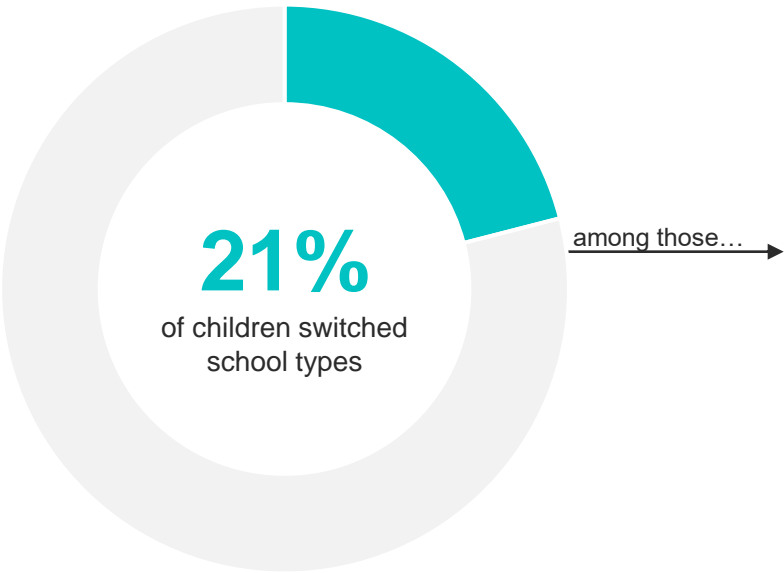
School Type Shift

Homeschoolers appear most likely to say their children switched to a different school type this fall.

Please tell us the grade level for each of your children; what kind of school each child will attend this new school year; and what kind of school each child was being educated in February of this year, before any school closures.

School Parents

% Of Students, Reported by Parents



| School Type Attended in Feb. 2020 | | School Type Attending This New Year |
|--------------------------------------|-----|--|
| FROM | | TO |
| Home School | 13% | Private School |
| Home School | 9% | Public Charter School |
| Home School | 19% | Public District School |
| Private School | 11% | Home School |
| Private School | 2% | Public Charter School |
| Private School | 7% | Public District School |
| Public Charter School | 9% | Home School |
| Public Charter School | 7% | Private School |
| Public Charter School | 6% | Public District School |
| Public District School | 7% | Home School |
| Public District School | 7% | Private School |
| Public District School | 4% | Public Charter School |

Learning Pods

School parents with high incomes (\$75k+), younger children (grades K-4), and live in urban areas are most likely to be participating in a pod for this school year.

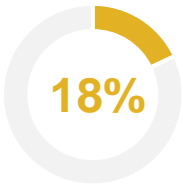
As a result of the coronavirus pandemic, are you planning to form a 'pod' with other families?

School Parents

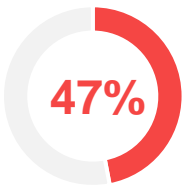
Yes, we're currently participating in a 'pod'



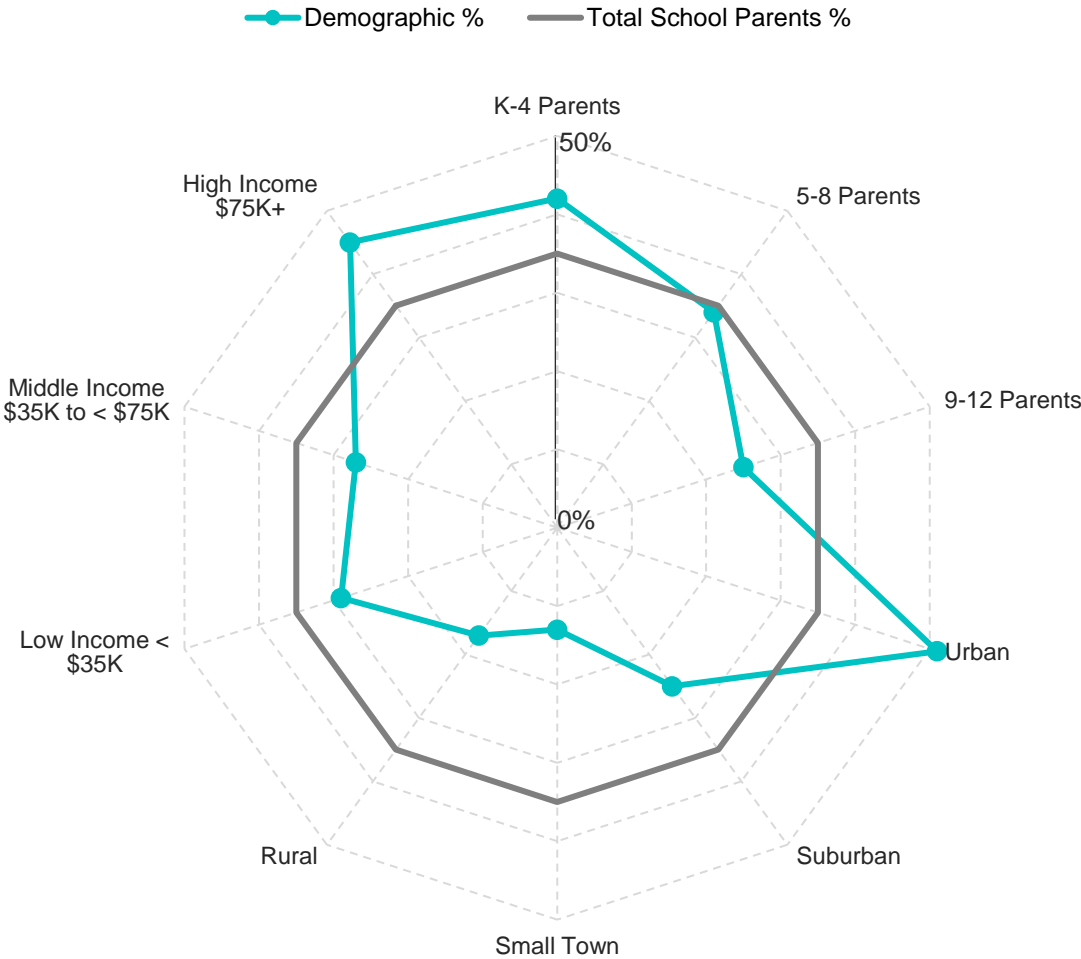
No, but we're looking to form or join a 'pod'



No, we're not planning to participate in a 'pod'



% Currently Participating In A Pod



Learning Pods

School parents that are interested or are participating in a ‘pod’ believe that they are a good for socialization and will keep their child/children up to speed with curriculum. School parents that oppose pods believe they are unsafe, expensive, and unnecessary for their children.

Why are you participating in a ‘pod’? Why are you looking to form or join a ‘pod’? Why aren’t you planning to participate in a ‘pod’?

WHY PARTICIPATING IN A ‘POD’

“

“To help my children keep up to date with their curriculum.”

“

“It’s safe and helpful to help my kids study within a tight community of other children.”

“

“To keep my child socializing with other children during the pandemic.”

WHY LOOKING TO FORM OR JOIN A ‘POD’

“

“I want my children to have more social interaction and I need help facilitating their learning.”

“

“It could be helpful for my son with the subjects he’s struggling with.”

“

“My kids are tired of being home. I have to work and can’t teach, plus it’s good for their social skills.”

WHY NOT PLANNING TO PARTICIPATE IN A ‘POD’

“

“I don’t feel comfortable with my kids being around other children during this time of COVID-19.”

“

“Can’t afford the cost, plus I don’t think there a need for a pod for my child.”

“

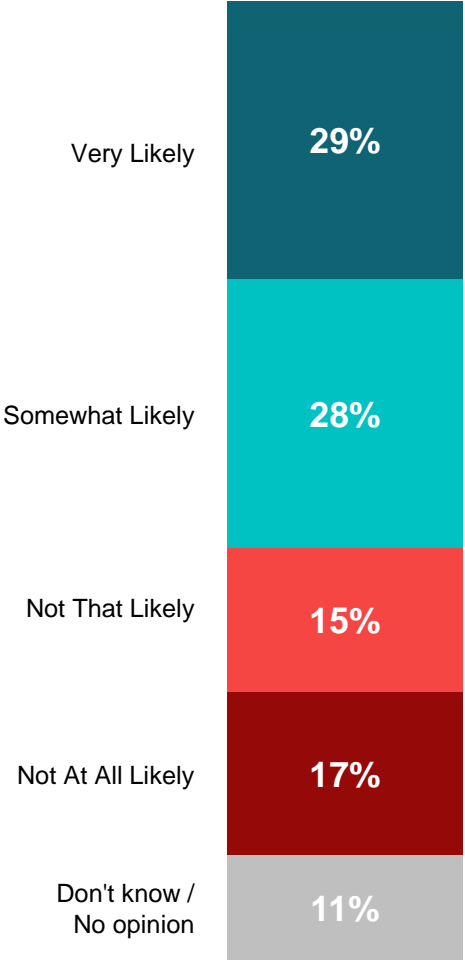
“High schoolers can work independently.”

Tutoring

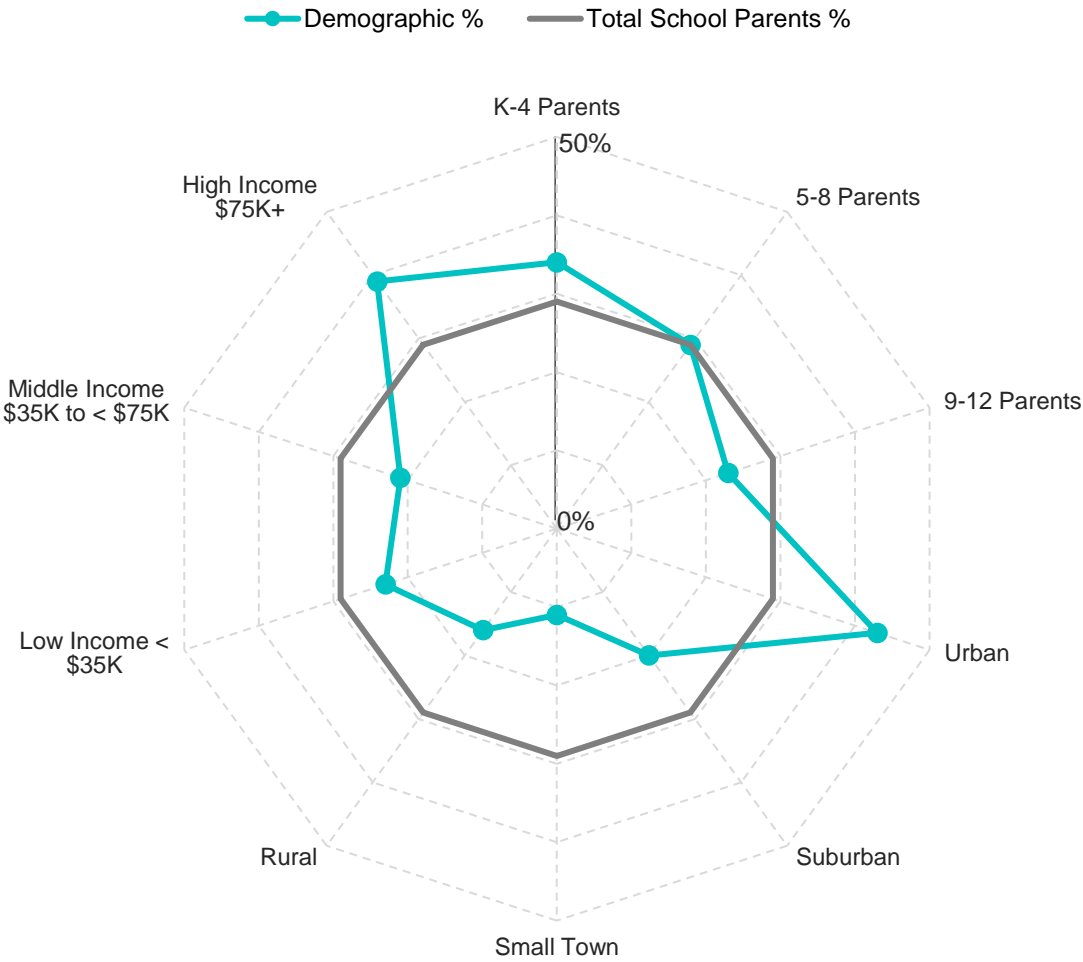
A majority of school parents are likely to seek out tutoring for their child/children this school year. The same demo groups that are more likely to be interested in learning ‘pods’ are also more likely to seek out tutoring.

This school year, to what extent are you more or less likely to seek out tutoring for your child/children – outside of regular school hours?

School Parents



% Very Likely



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Opinions about K-12 Education



**Awareness and Favorability of
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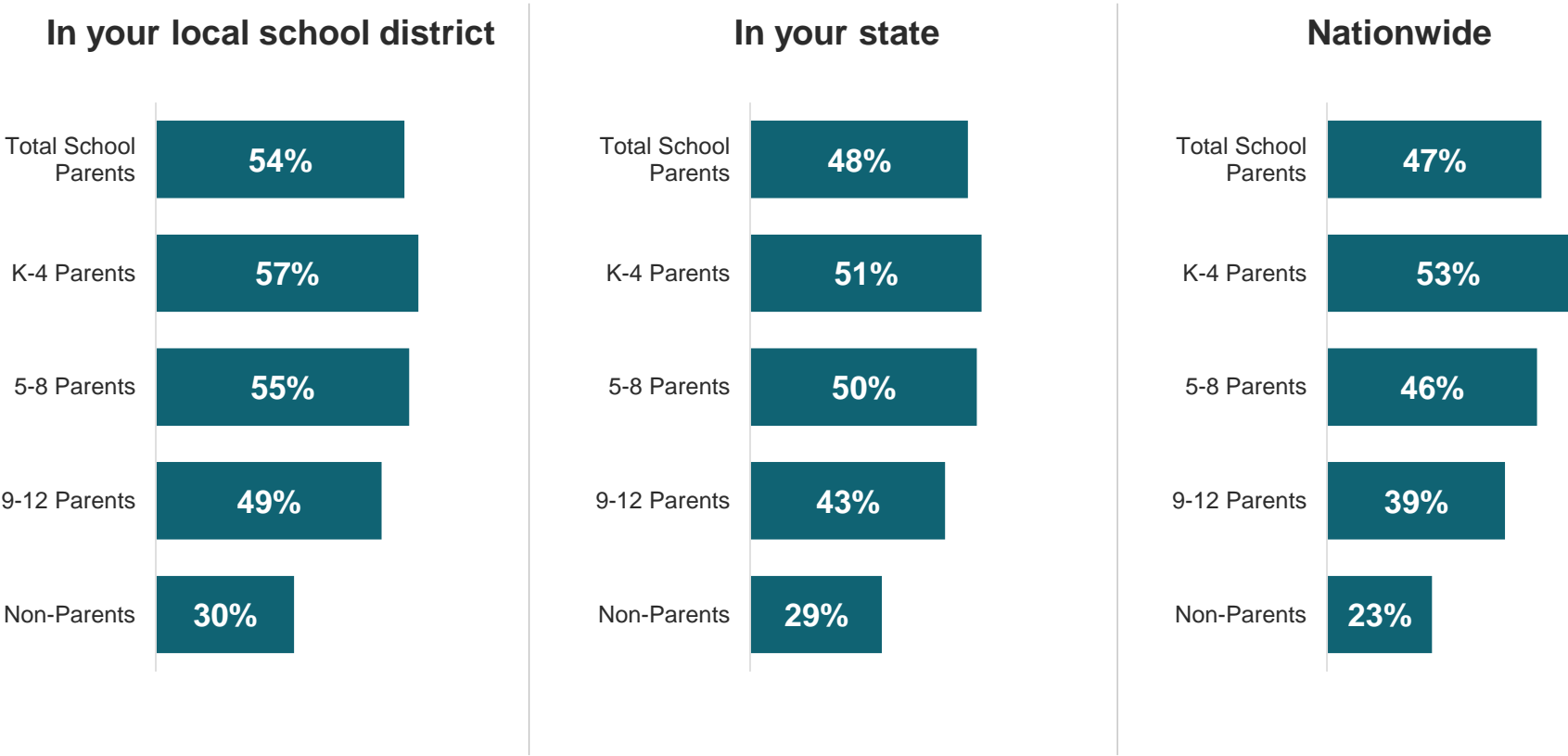
Survey Profile and Demographics

Direction of Education

School parents, especially parents of younger students, continue to be more optimistic than non-parents about the direction of K-12 education.

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

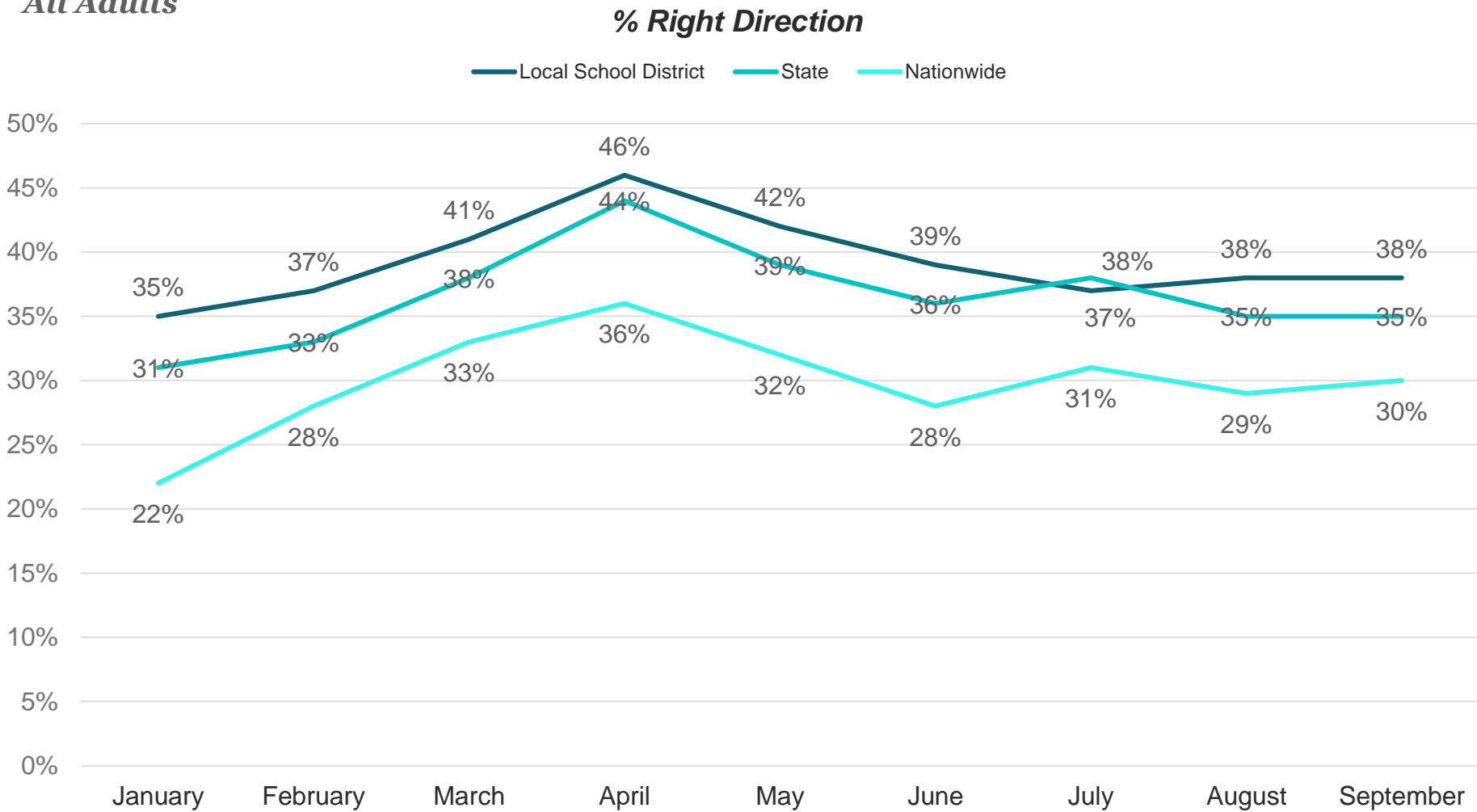


Direction of Education

American’s feeling about the direction of education were steady across all levels compared to August.

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 its most important that grades K-8 teach students core academics and grades 9-12 teach students skills for future employment.








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 (55%)
-  Become independent thinkers (47%)
-  Socialization (47%)
-  How to be good citizens (46%)
-  Skills for future employment (42%)
-  Values, moral character, religious virtues (41%)
-  To fix social problems (26%)

Grades 9-12

Average % selected Extremely Important 49%

-  Skills for future employment (59%)
-  Core academic subjects (54%)
-  Become independent thinkers (53%)
-  How to be good citizens (51%)
-  Socialization (47%)
-  Values, moral character, religious virtues (45%)
-  To fix social problems (33%)

Purpose of Education

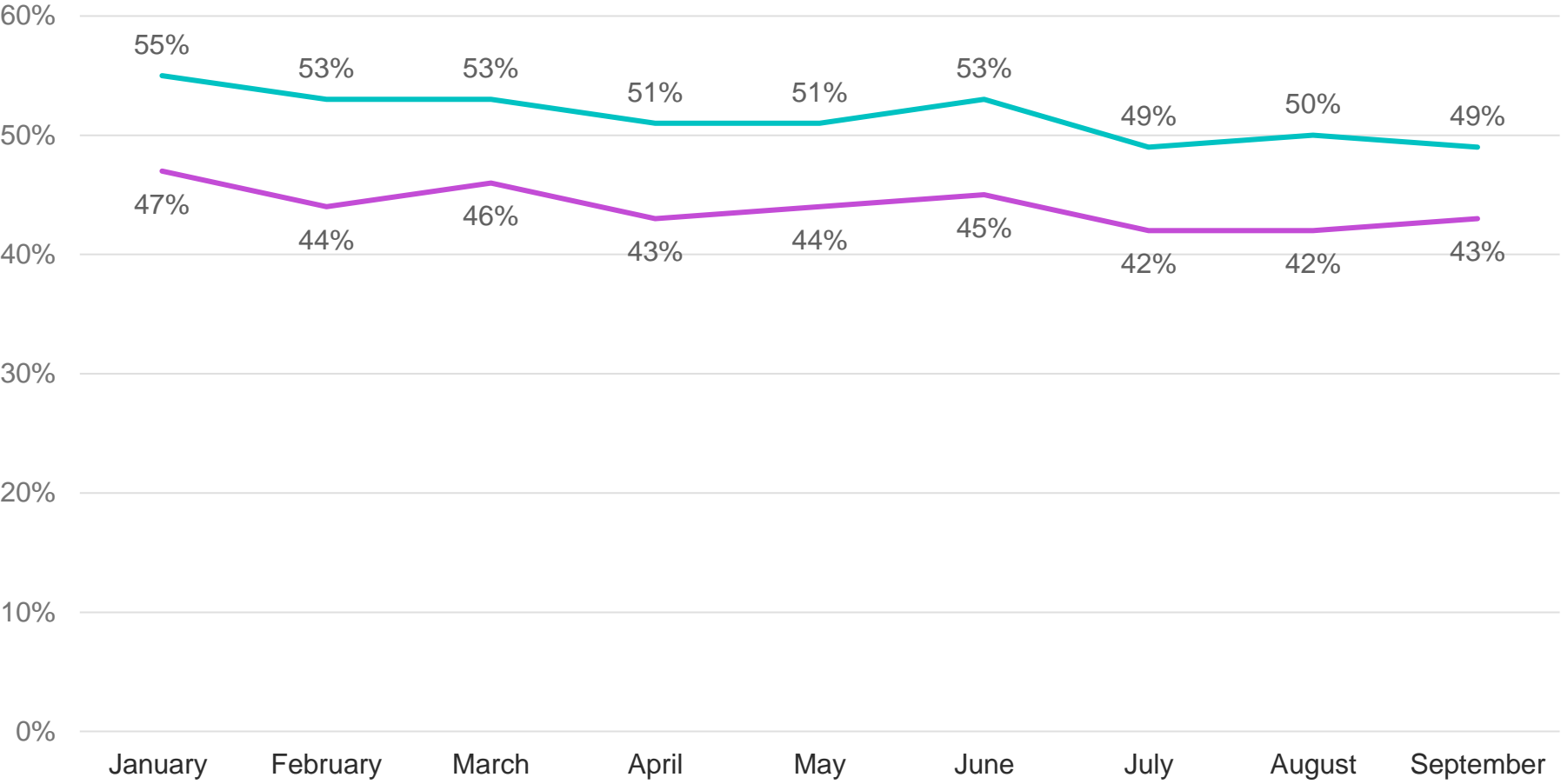
Americans continue to set higher standards for High School education vs. grades K-8.

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

Average % Selected Extremely Important

Grades K-8 Grades 9-12

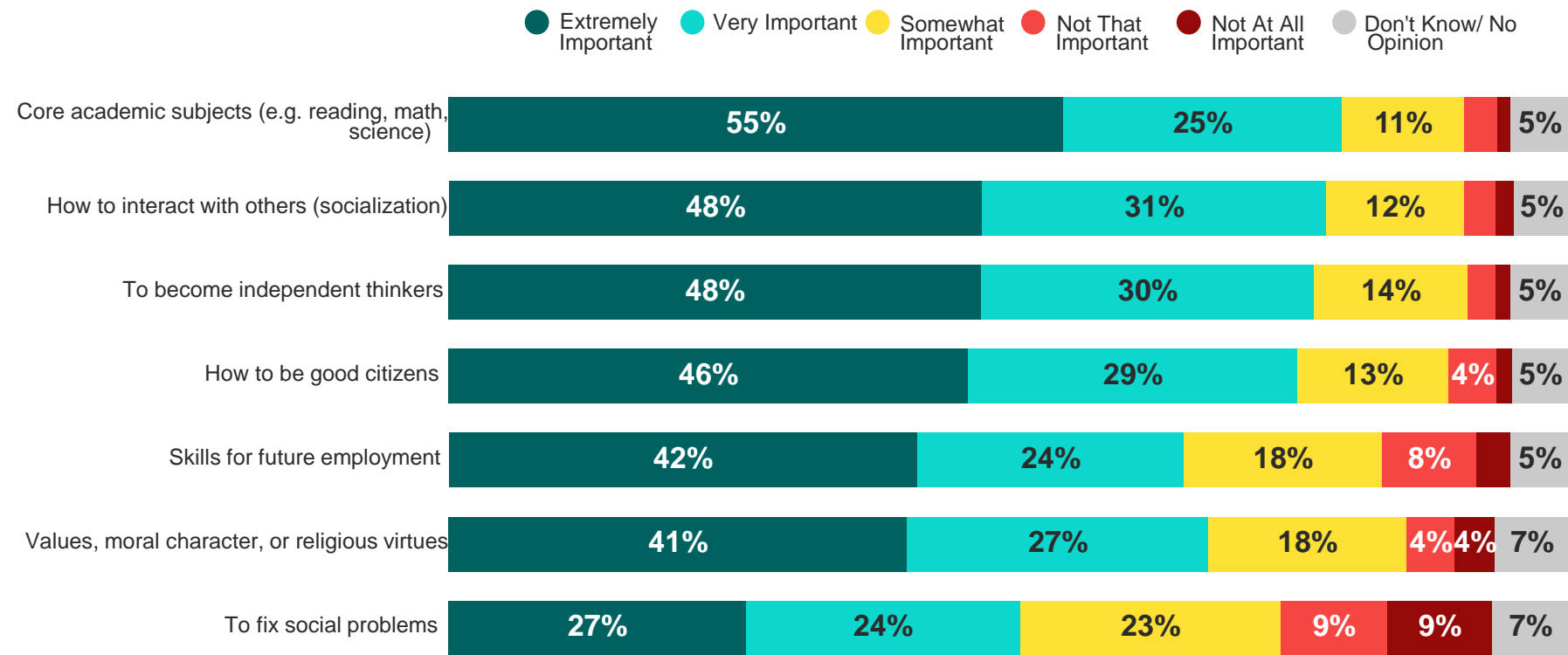


Purpose of Education: K-8

Adults believe it's most important for grades K-8 to focus on core academics.

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

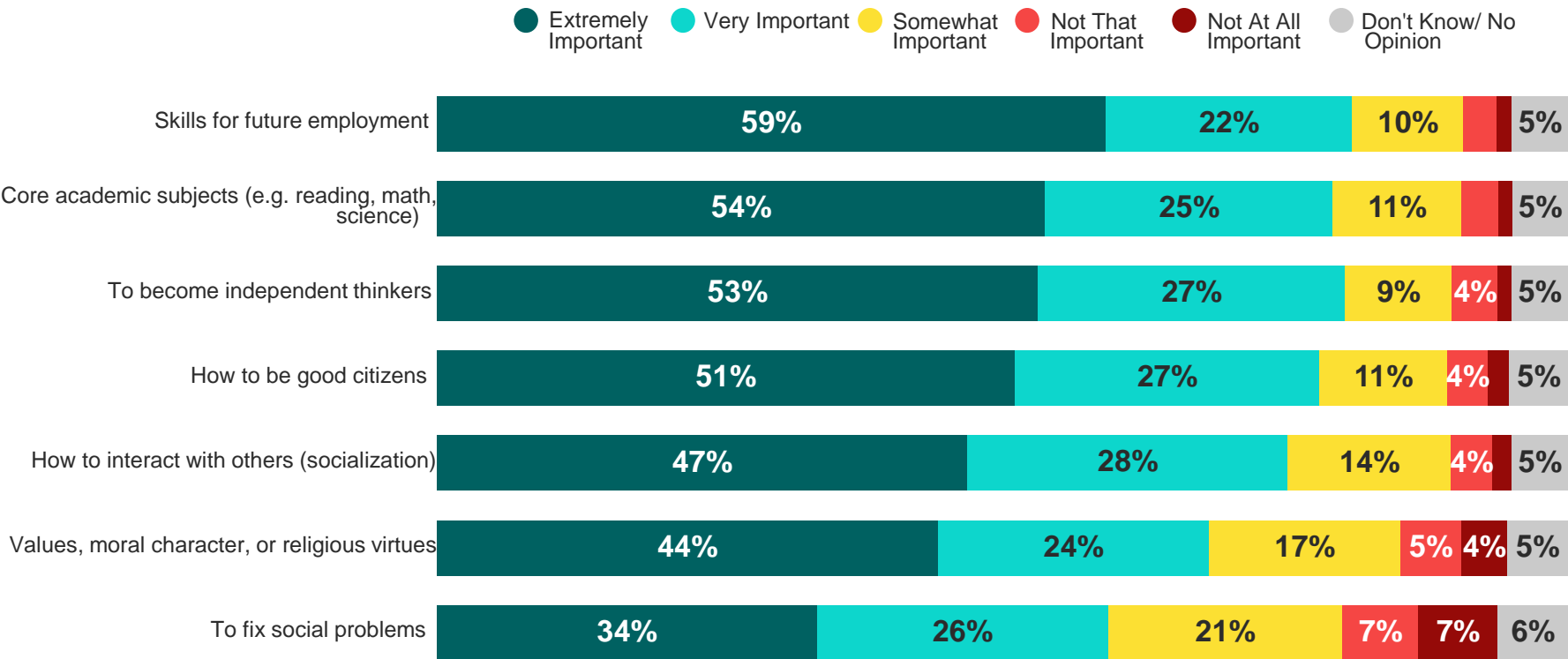


Purpose of Education: High School

Americans believe grades 9-12 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...

All Adults

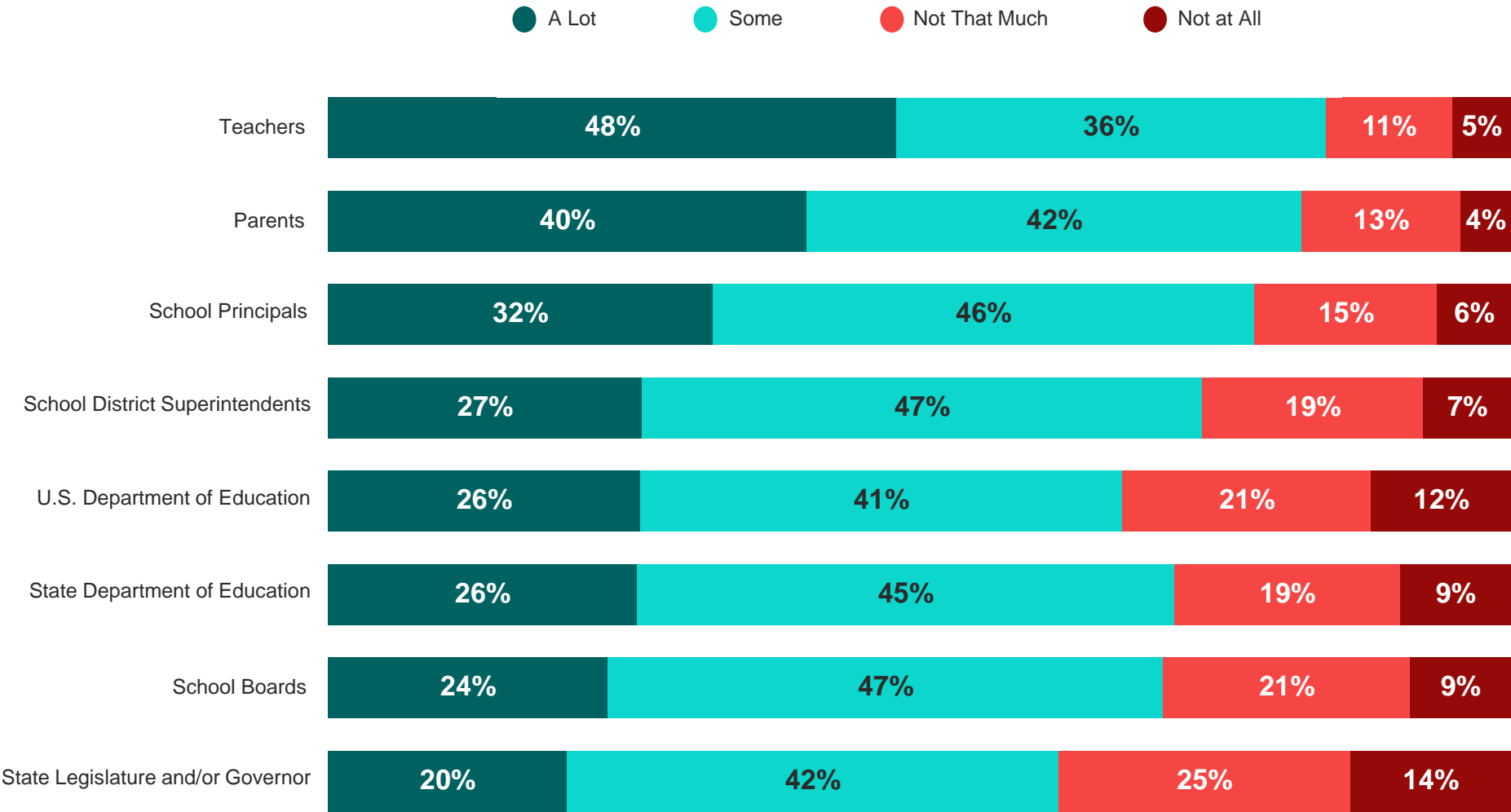


Trust in Education Decision Makers

Americans are more likely to trust personal sources like teachers and parents to make good decisions about education.

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

All Adults

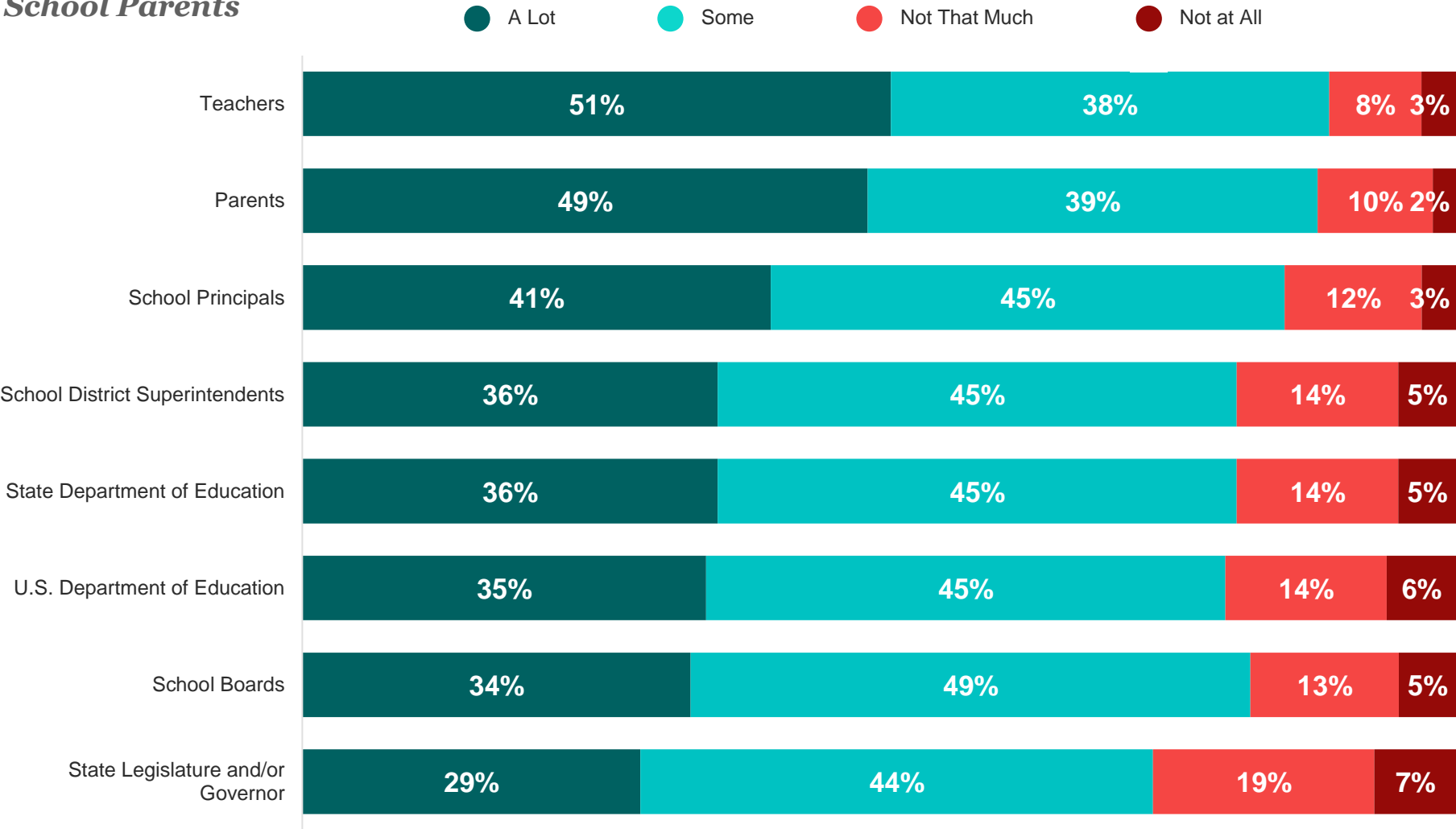


Trust in Education Decision Makers

School parents are also most likely to trust teachers, other parents and school principals to make good decisions about education.

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

School Parents

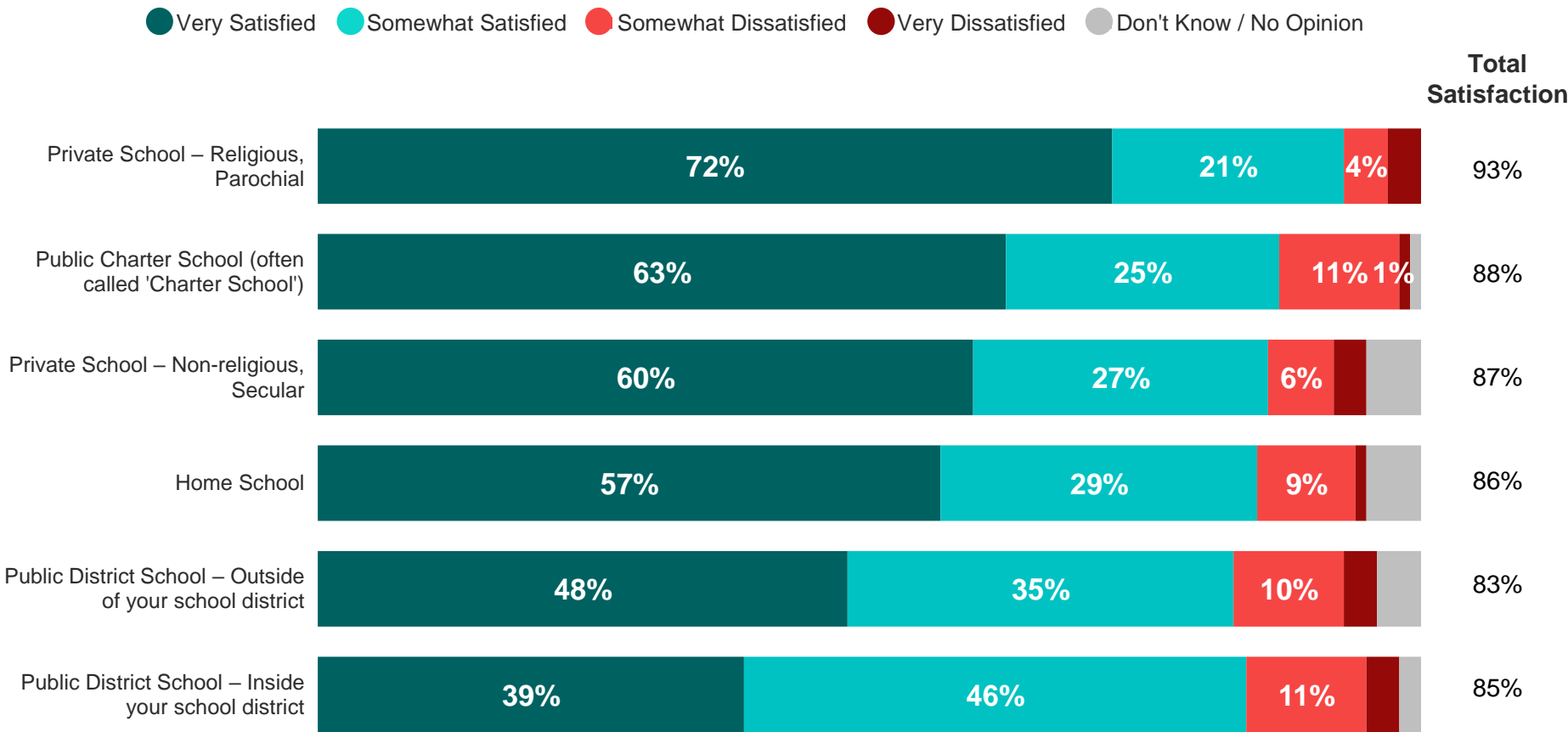


Satisfaction with Schooling

Overall, parents are satisfied with their experiences across school types.
Parents are most satisfied with religious private schools.

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

School Parents



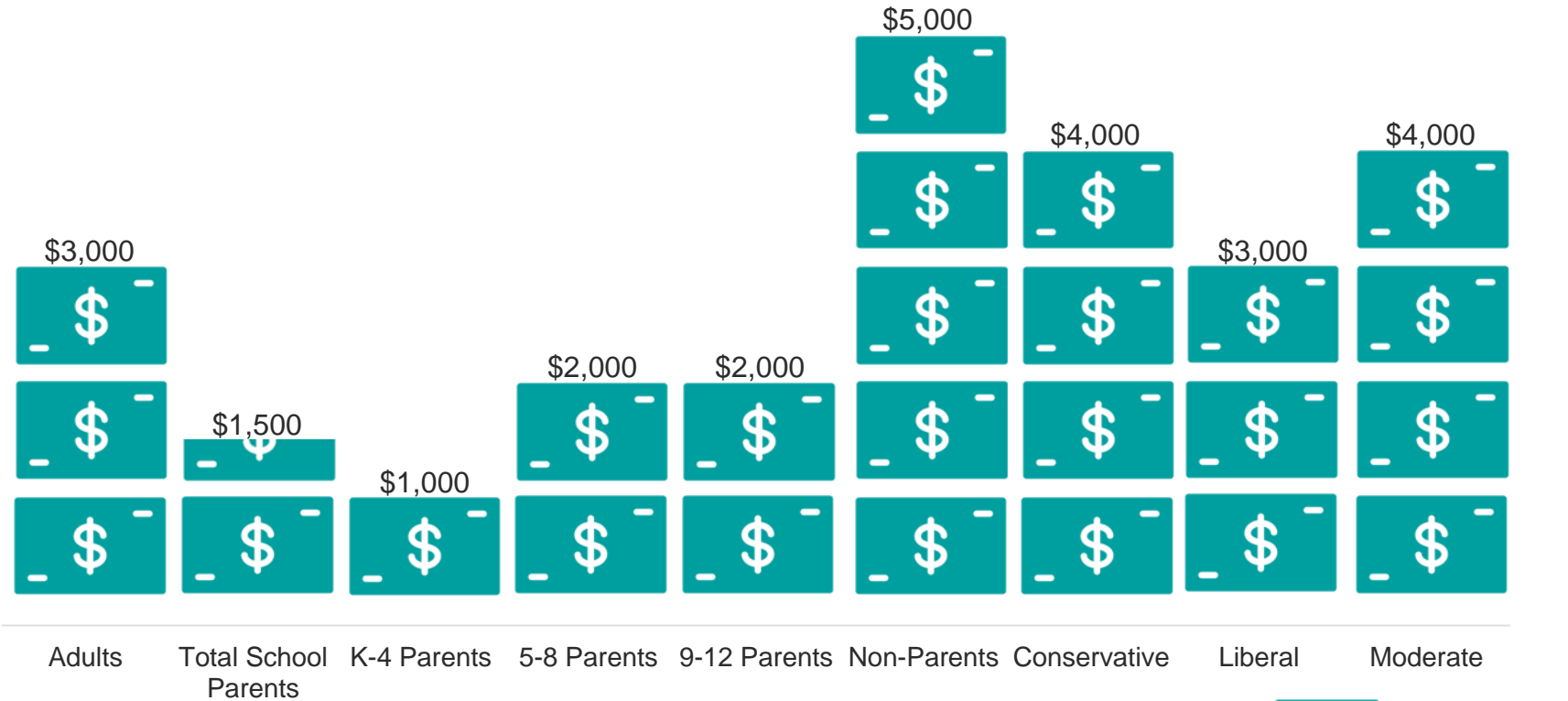
School Spending Estimate

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


How much do you think is spent per year on each student in your state’s **public schools**? Your estimate of the state average—to the nearest thousand dollars—will represent the combined expenditures of local, state, and federal governments.

Median estimate

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



FY17 State Actuals Source: National Center for Education Statistics

 = \$1,000

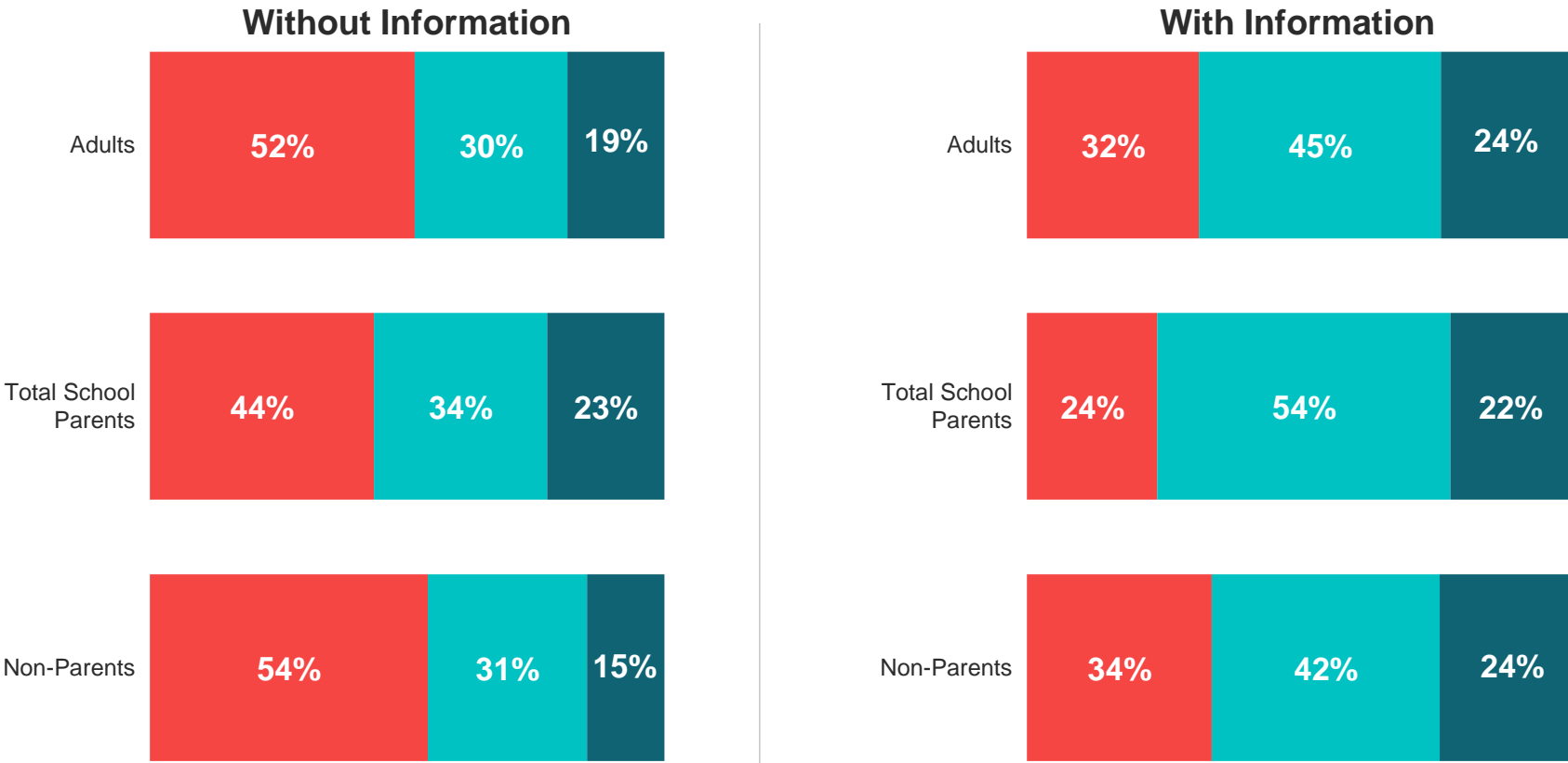
School Funding

When given actual spending information, Americans are much less likely (-20 points) to believe school spending per student is ‘too low’.

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:

Too Low About Right Too High



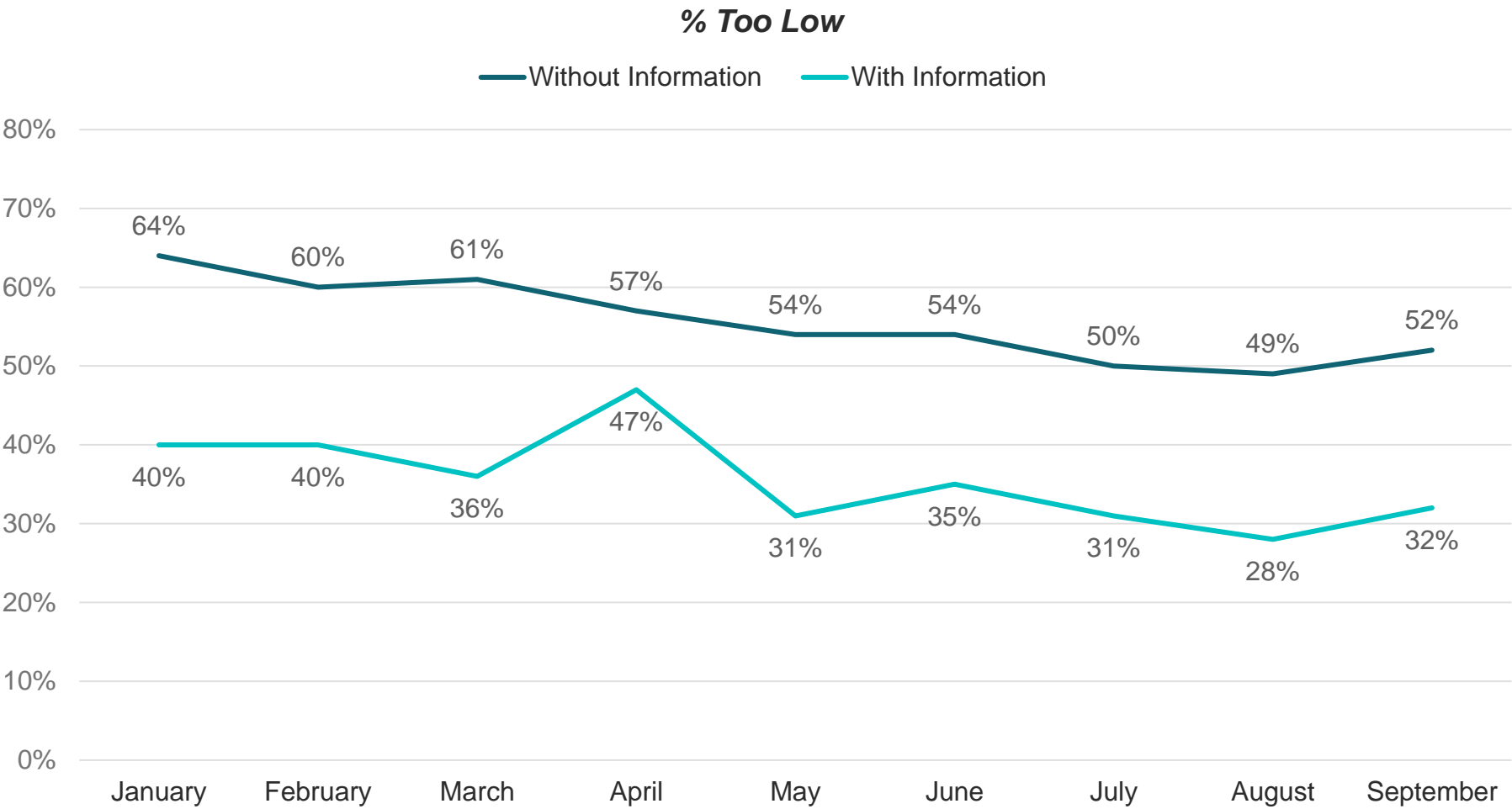
State Per Pupil Spending Source: National Center for Education Statistics

School Funding

The proportion of Americans that indicate spending is too low has been declining since January but ticked up slightly in September.

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



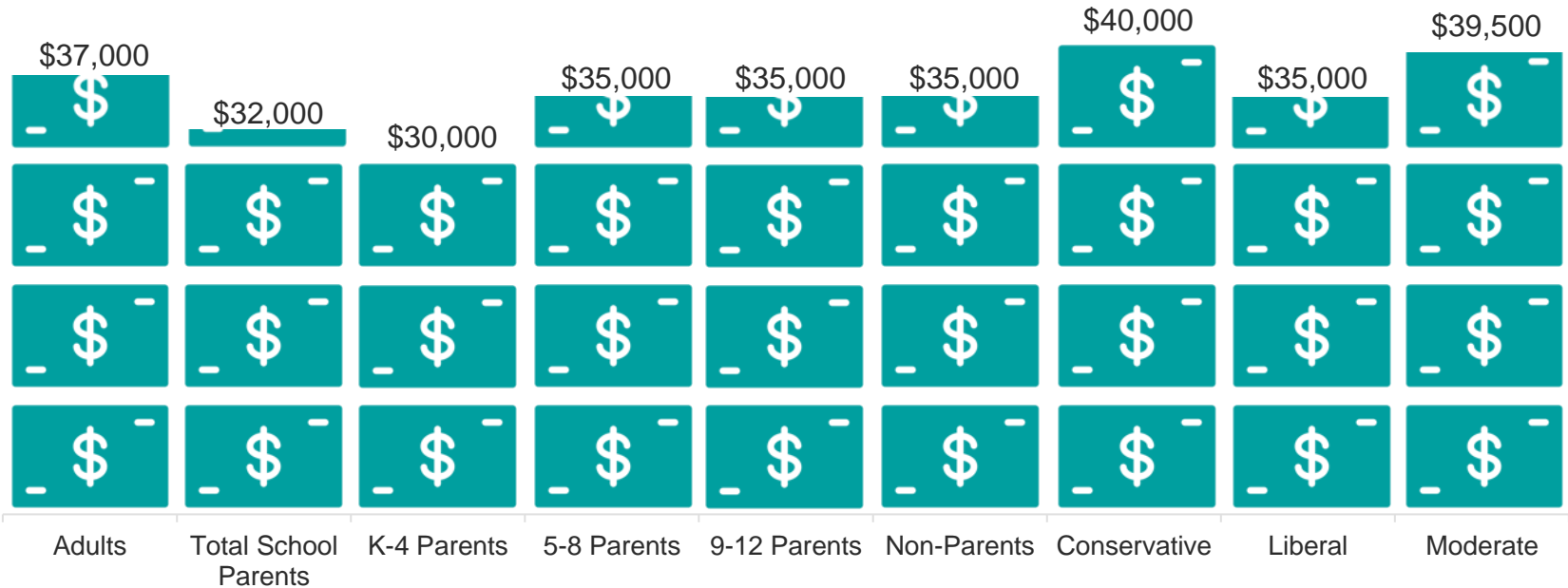
Teacher Salary Estimate

Americans believe that their state’s teachers make less than even the lowest state 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 |



FY17 State Actuals Source: National Center for Education Statistics

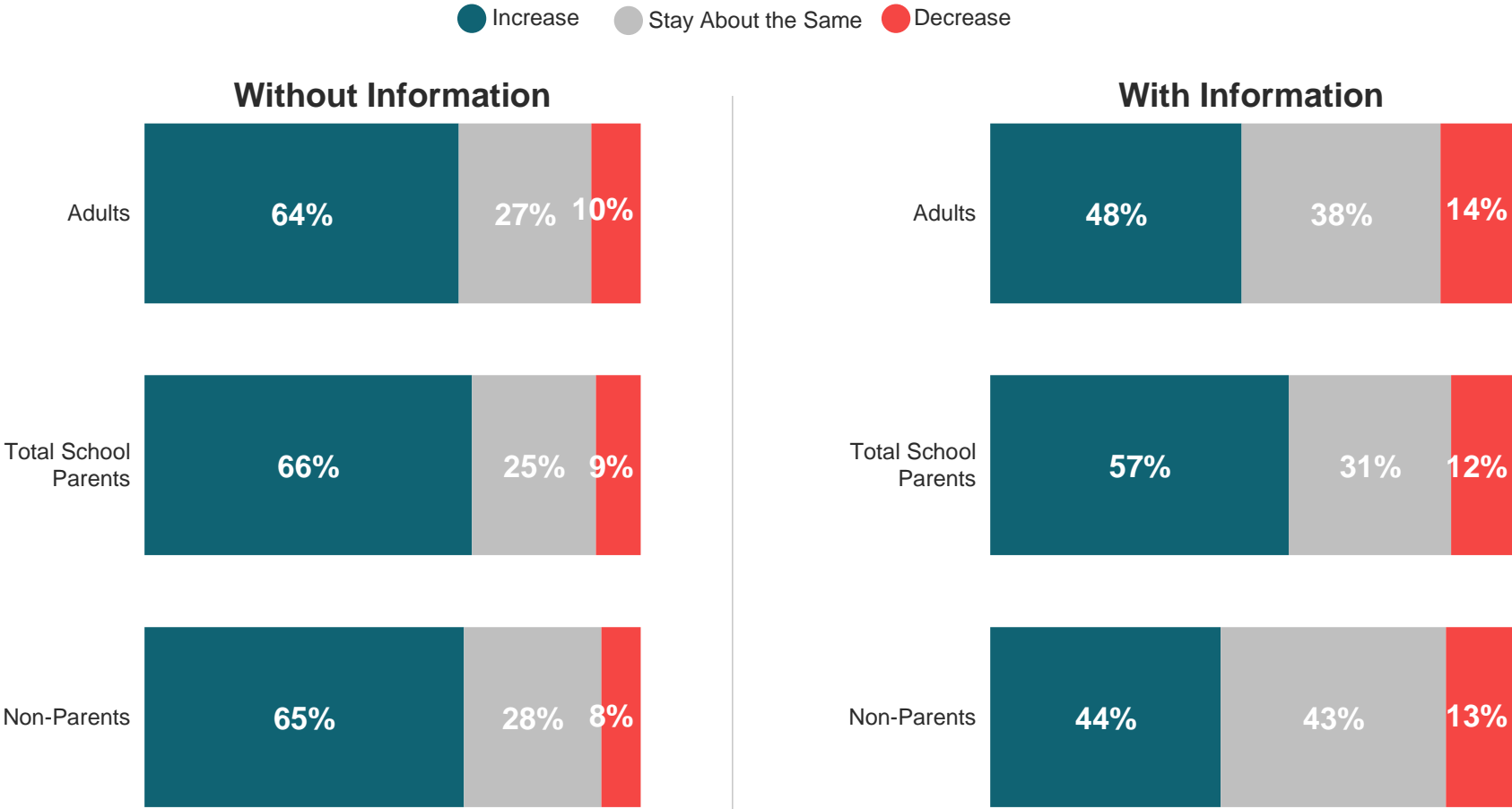
 = \$10,000

Teacher Salaries

Americans are less likely (-16 points) to say teacher salaries should increase when given a publicly reported statistic. School parents (a majority) are more likely than non-parents to believe 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:

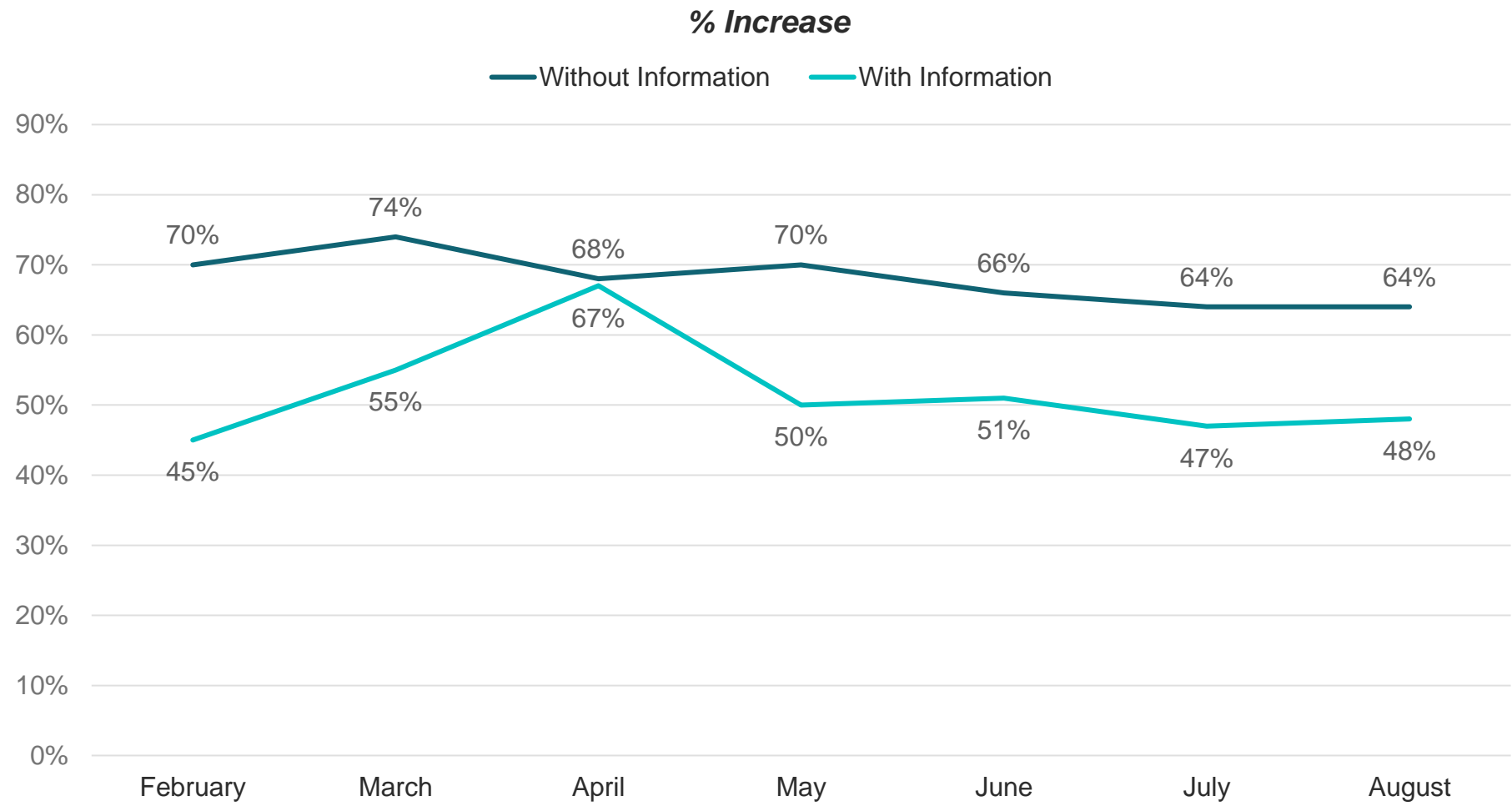


State Teacher Salary Source: National Center for Education Statistics

Teacher Salaries

The gap between those that think teacher’s salaries should increase with and without information has remained steady since May.

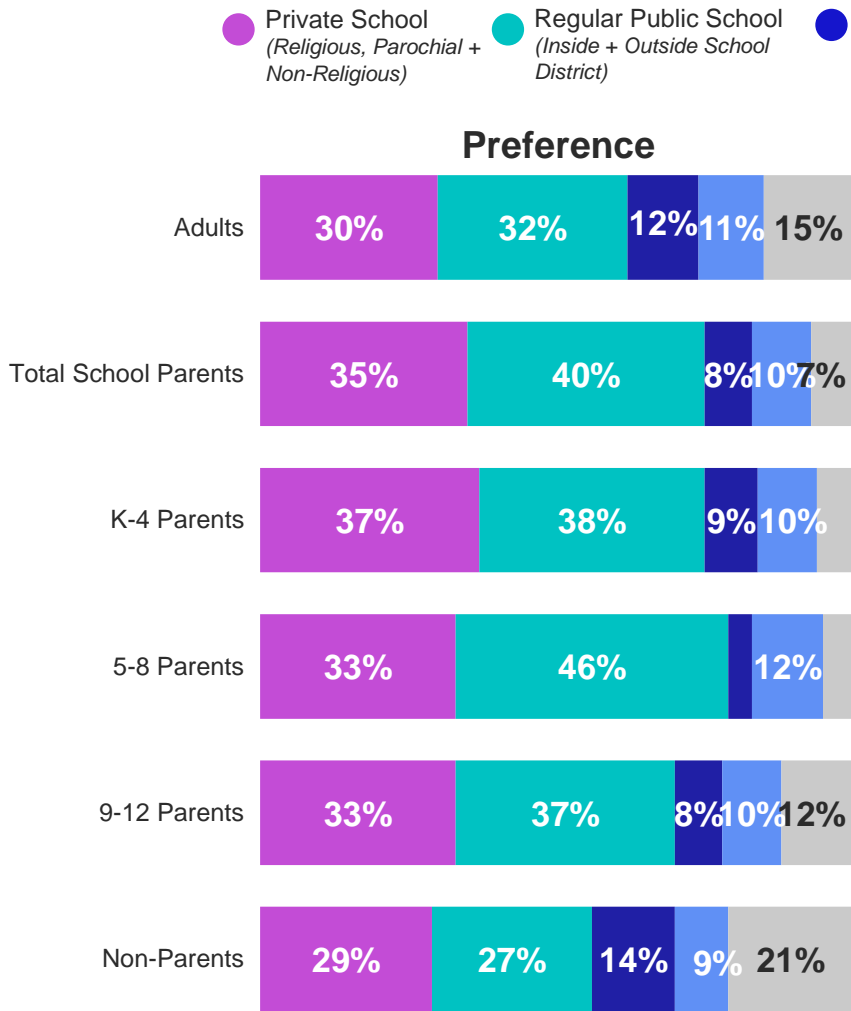
Do you think that public school teacher salaries in your state should:
On average, public school teachers in [STATE] are paid an annual salary of \$____. Do you think that public school teacher salaries should:
All Adults



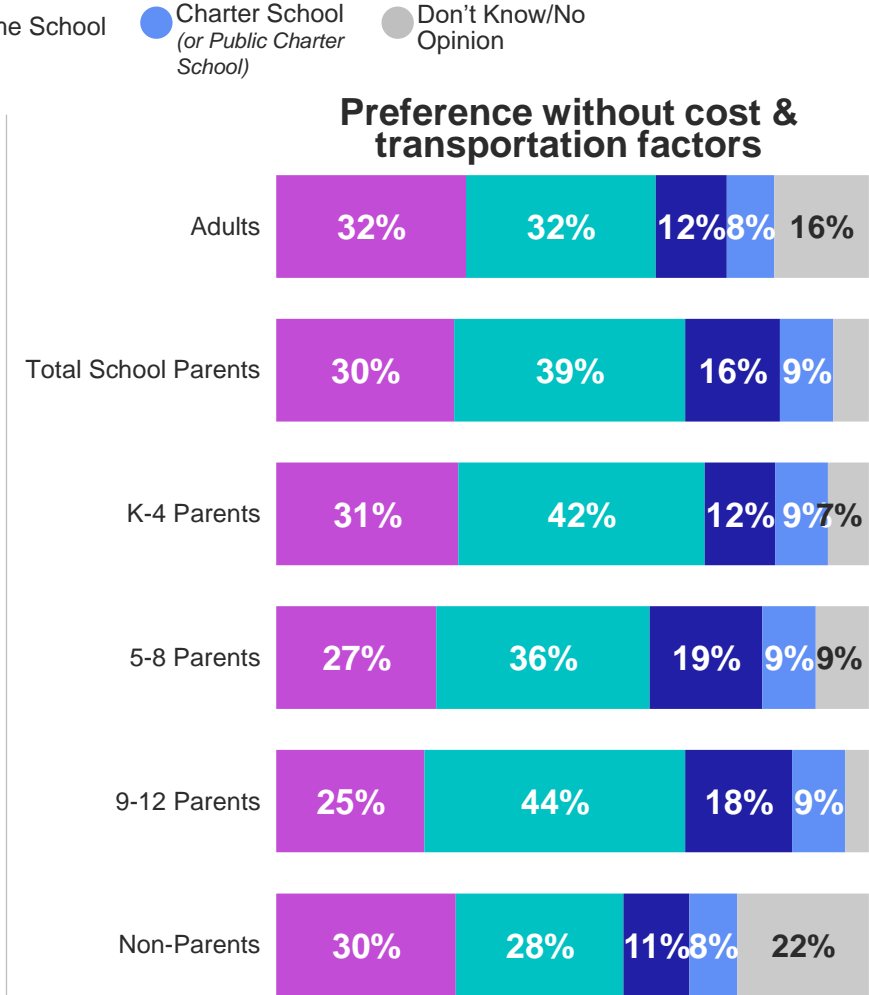
Preferred Schooling Type

School parents are more likely to choose home school 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?



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?

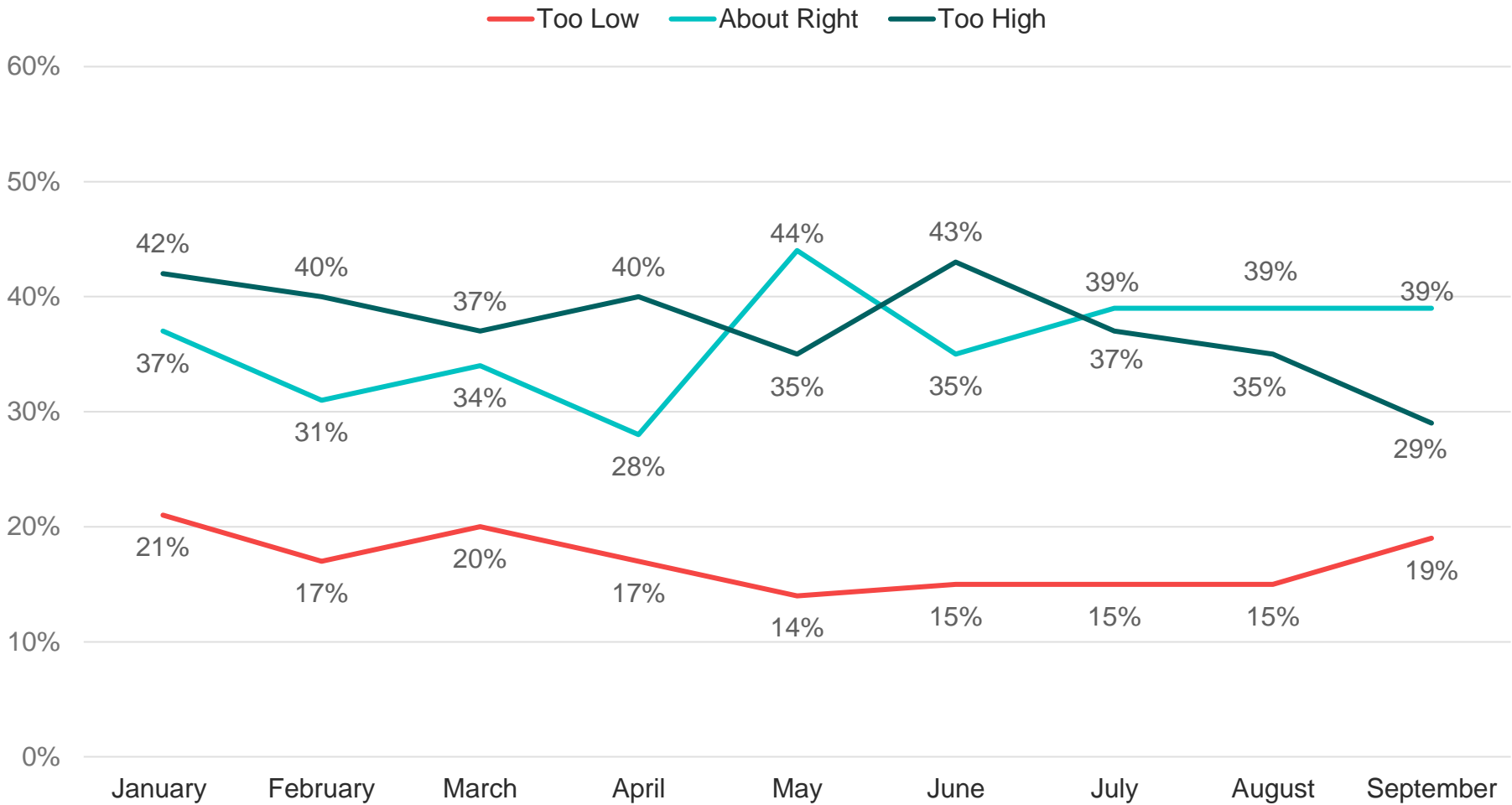


Standardized Testing

The percentage of parents saying the amount of time spent on testing has dropped 14 points since June.

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



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Opinions about K-12 Education



**Awareness and Favorability of
School Choice Policies**

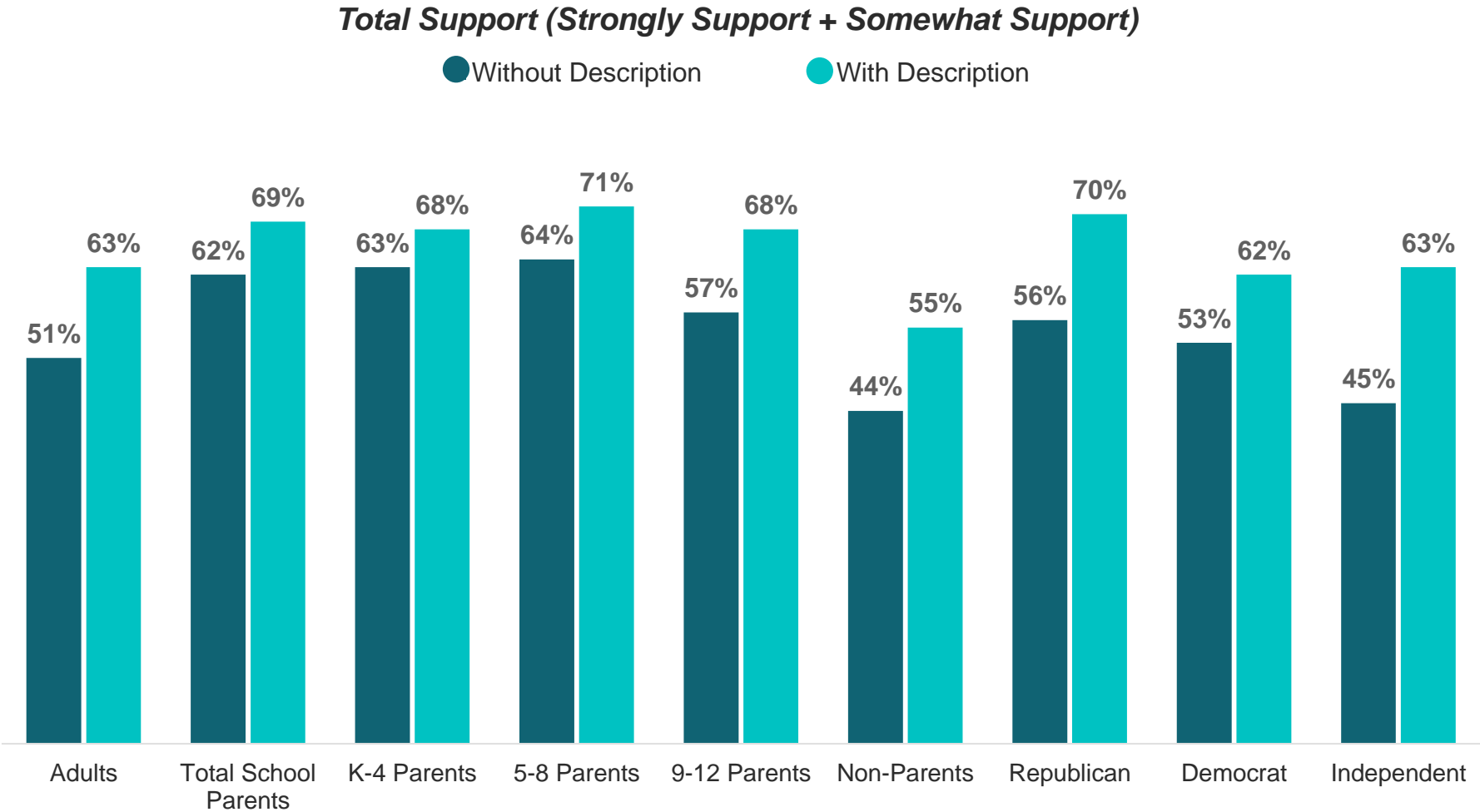


Survey Profile and Demographics

Charter School Favorability

All demographics experience a lift in support for charter schools once given a description.

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?

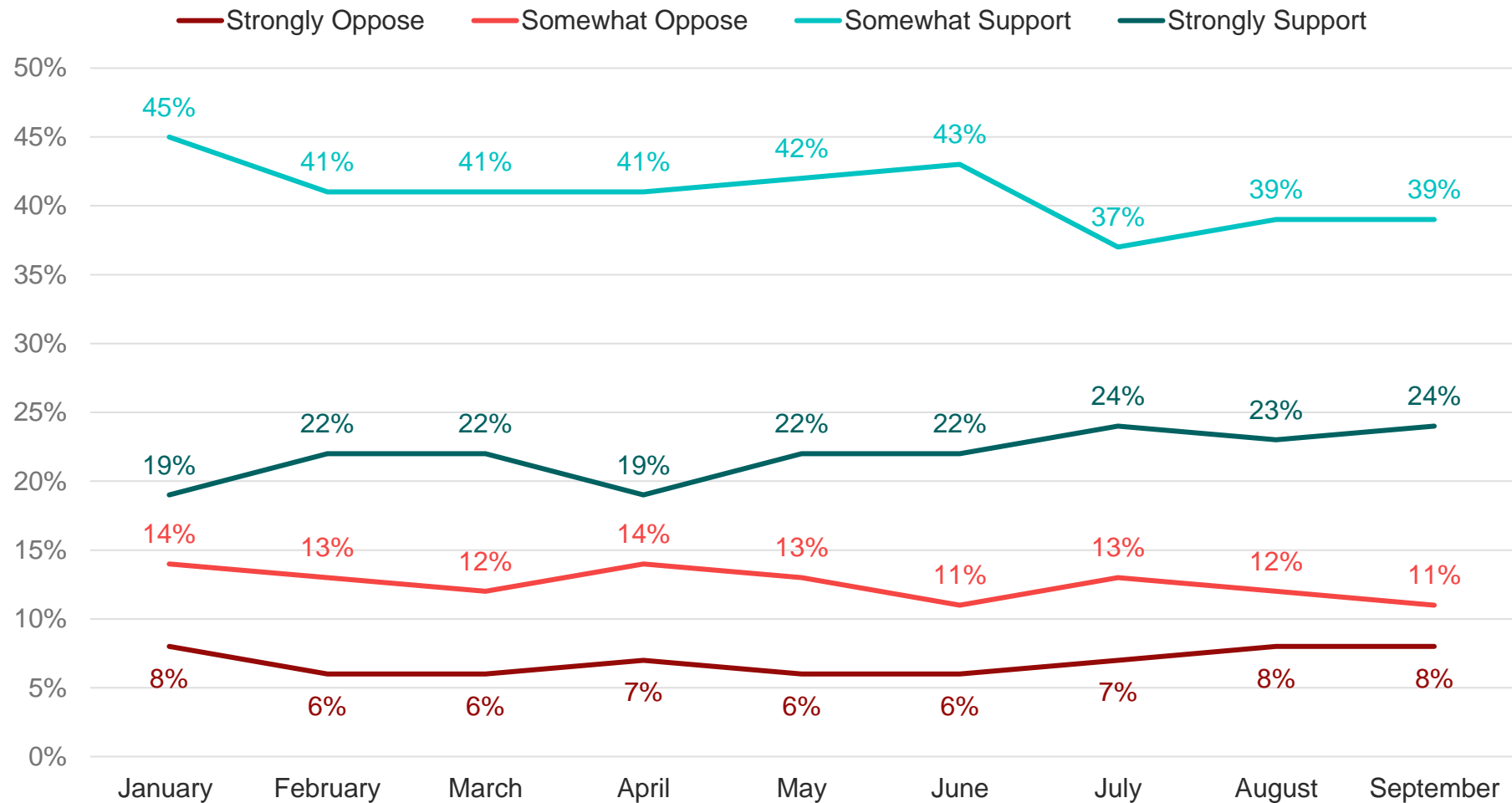


Charter School Favorability

There has been a decline in Adults that ‘Somewhat Support’ Charter Schools since the beginning of 2020. There has also been a slight increase in Adults that ‘Strongly Support’ 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. In general, what is your opinion of public charter schools?

All Adults



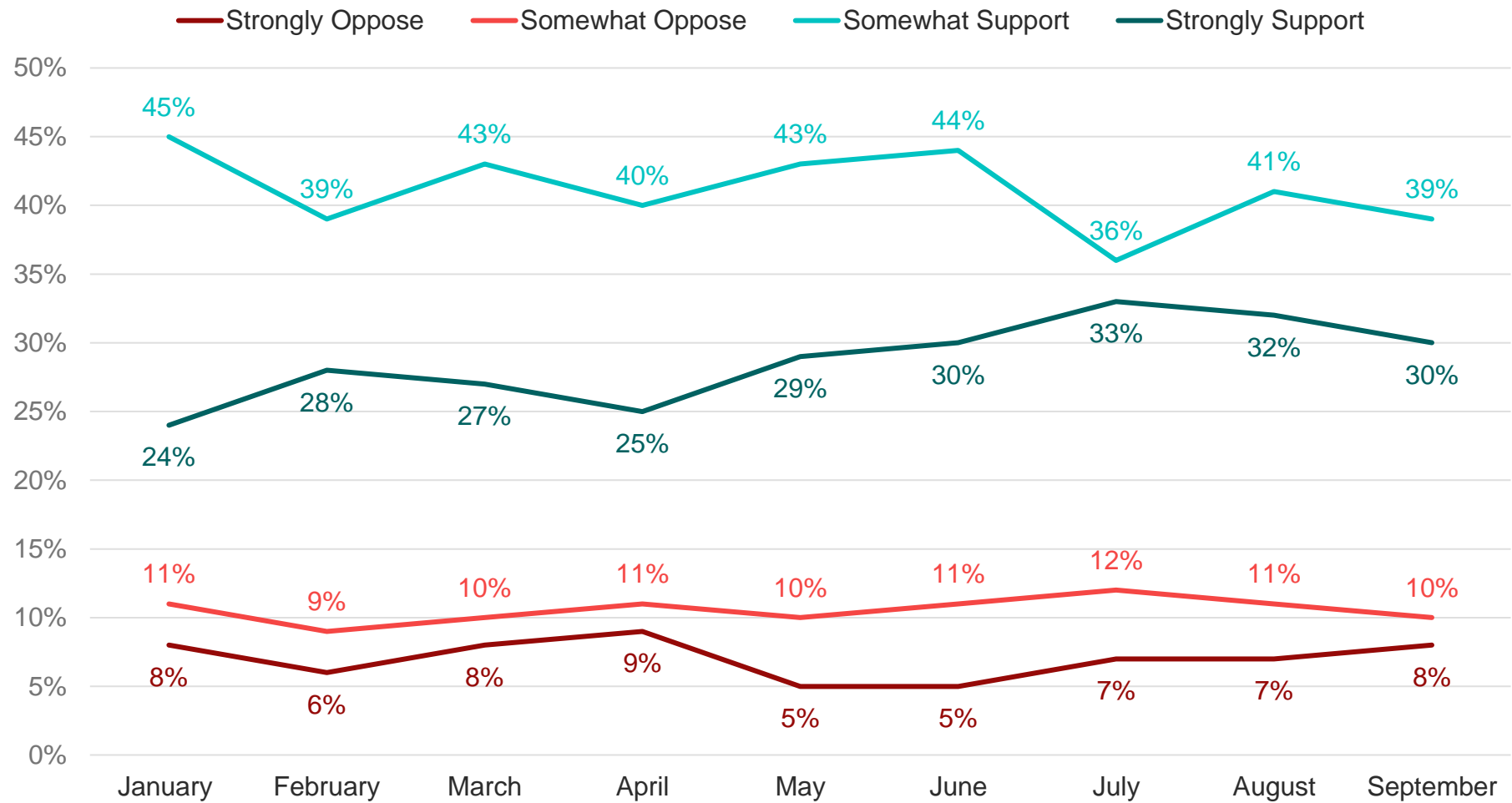
Note: Don't know/no opinion responses are not shown.

Charter School Favorability

Similarly, fewer School Parent ‘Somewhat Support’ Charter Schools but there has been a slight increase in School Parents that ‘Strongly Support’ 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. In general, what is your opinion of public charter schools?

School Parents

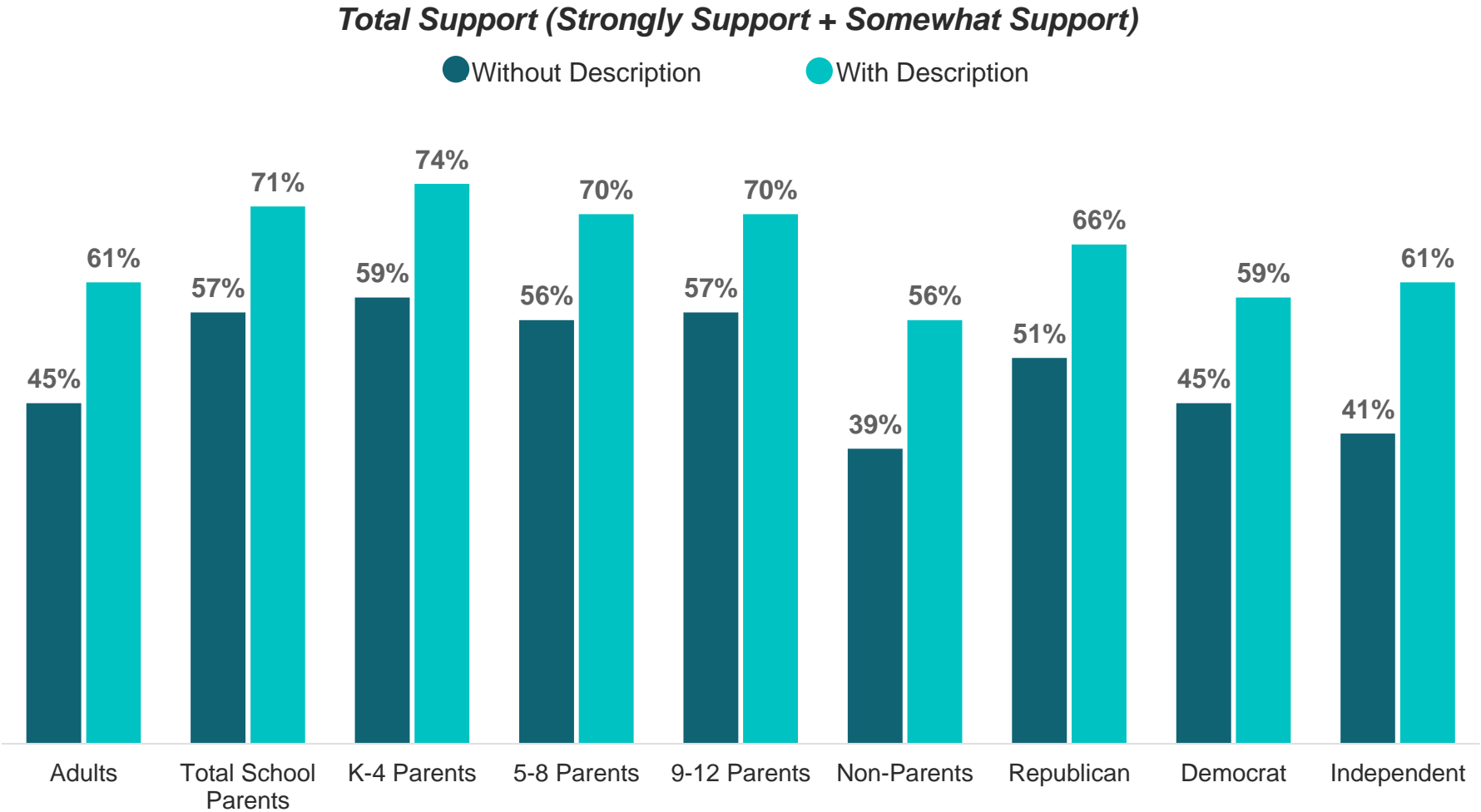


Note: Don't know/no opinion responses are not shown.

School Voucher Favorability

Respondents are more supportive of school vouchers when given a description – especially among non-parents and Independents.

*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?*

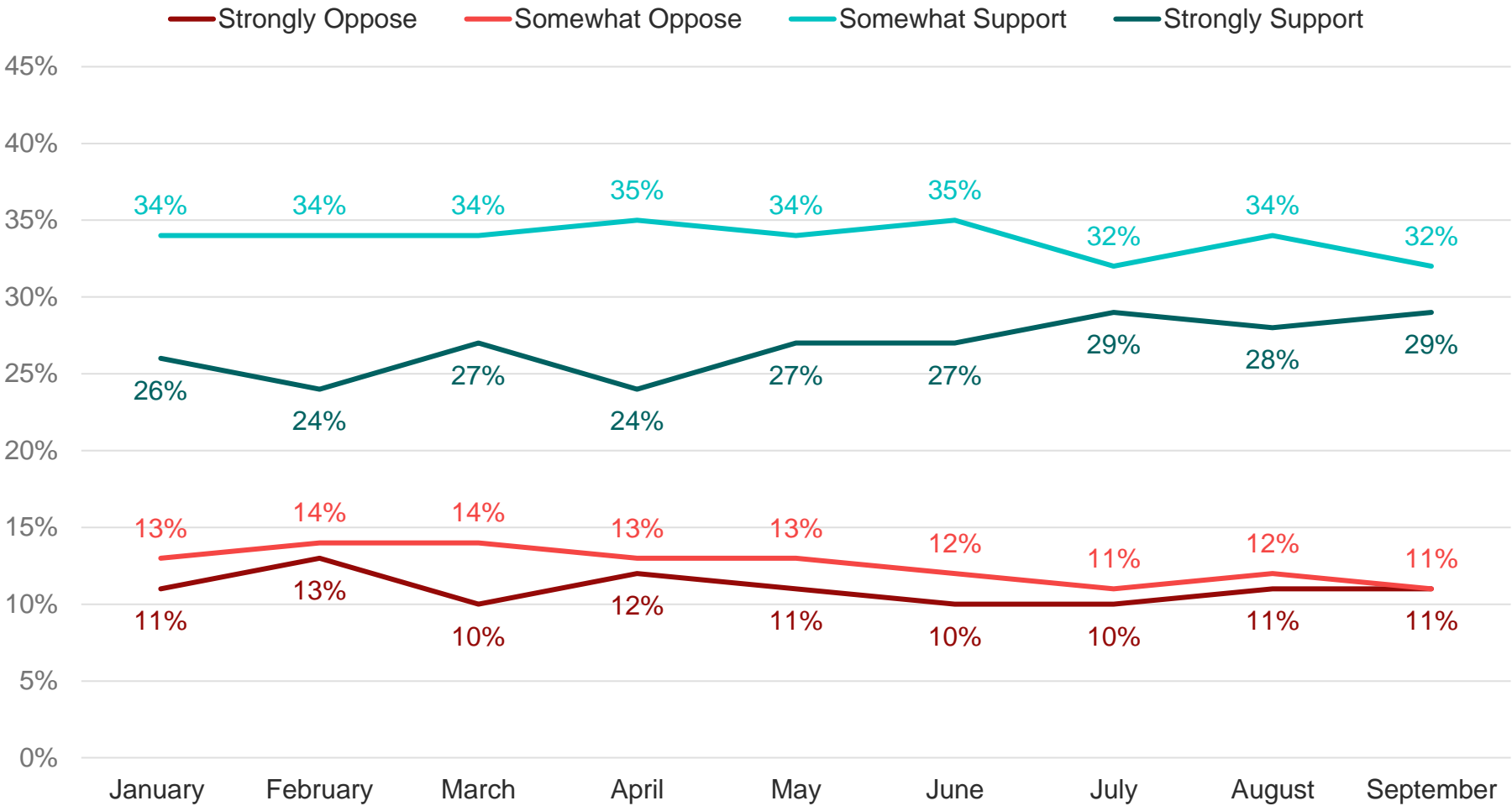


School Voucher Favorability

Slightly more Americans ‘Strongly Support’ School Vouchers in September than did in January.

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All Adults



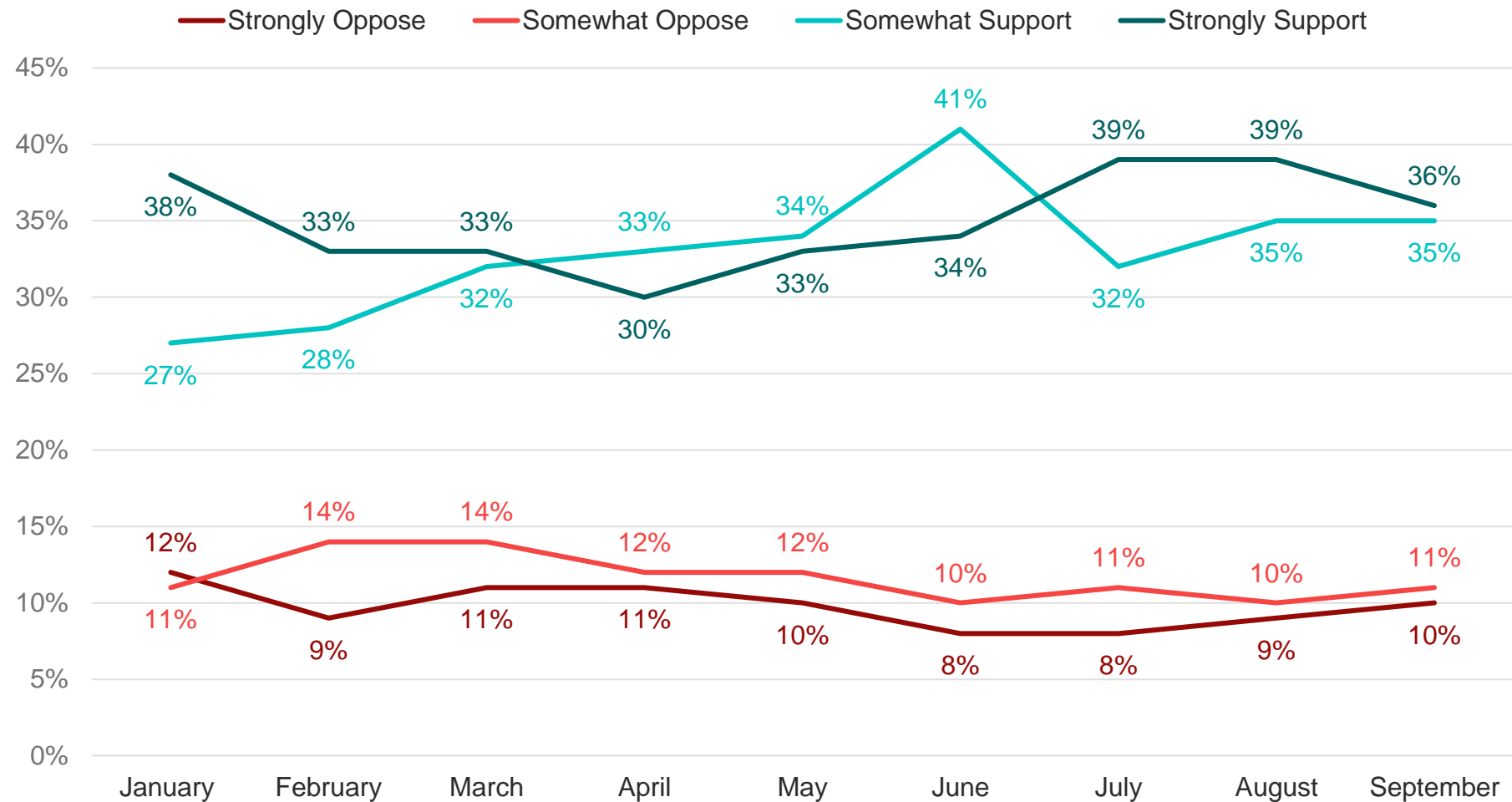
Note: Don't know/no opinion responses are not shown.

School Voucher Favorability

The number of School Parents that ‘Strongly Support’ School Vouchers declined slightly since last month.

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

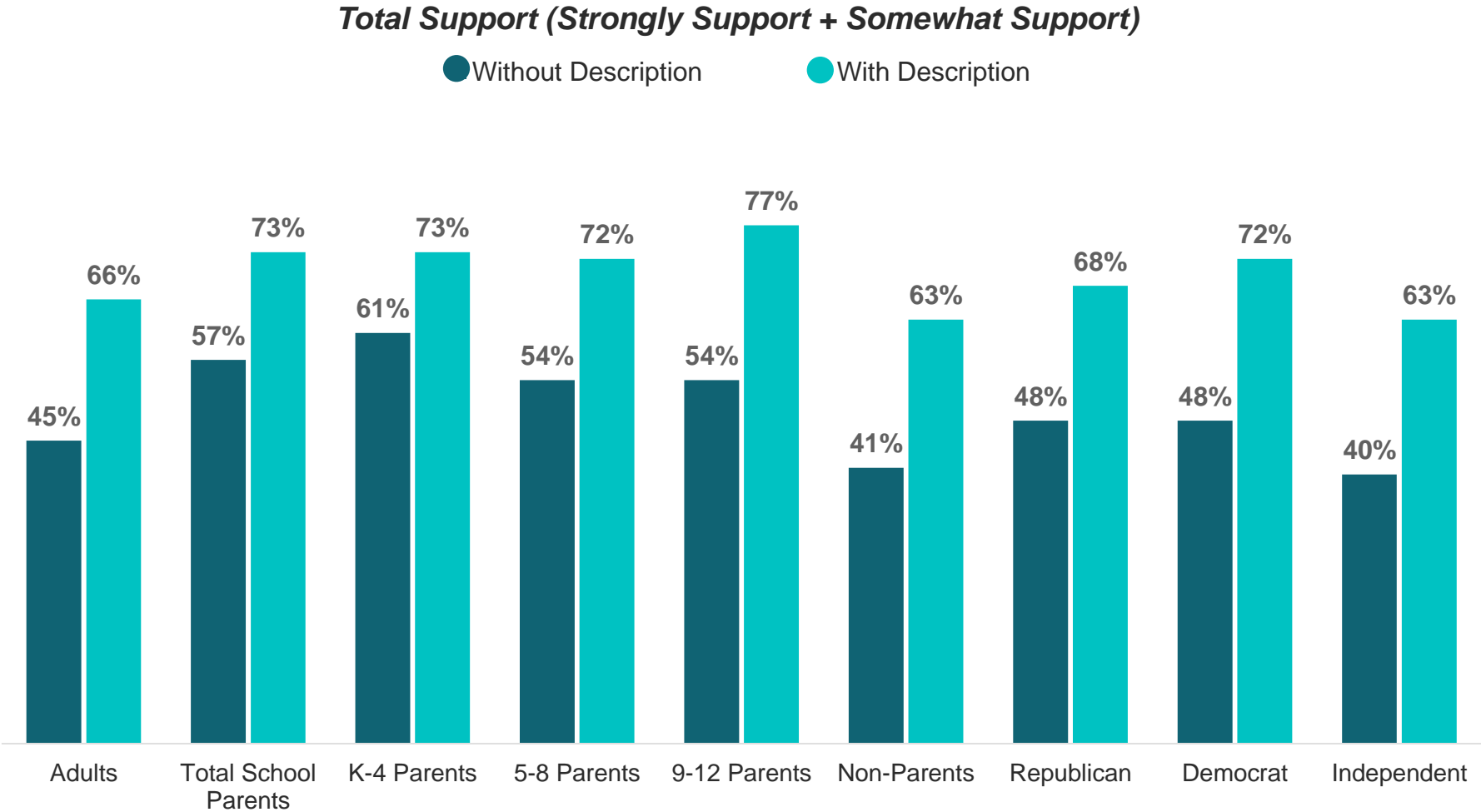


Note: Don't know/no opinion responses are not shown.

Education Savings Accounts Favorability

ESA support rises dramatically across demographics once respondents are given information.

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?

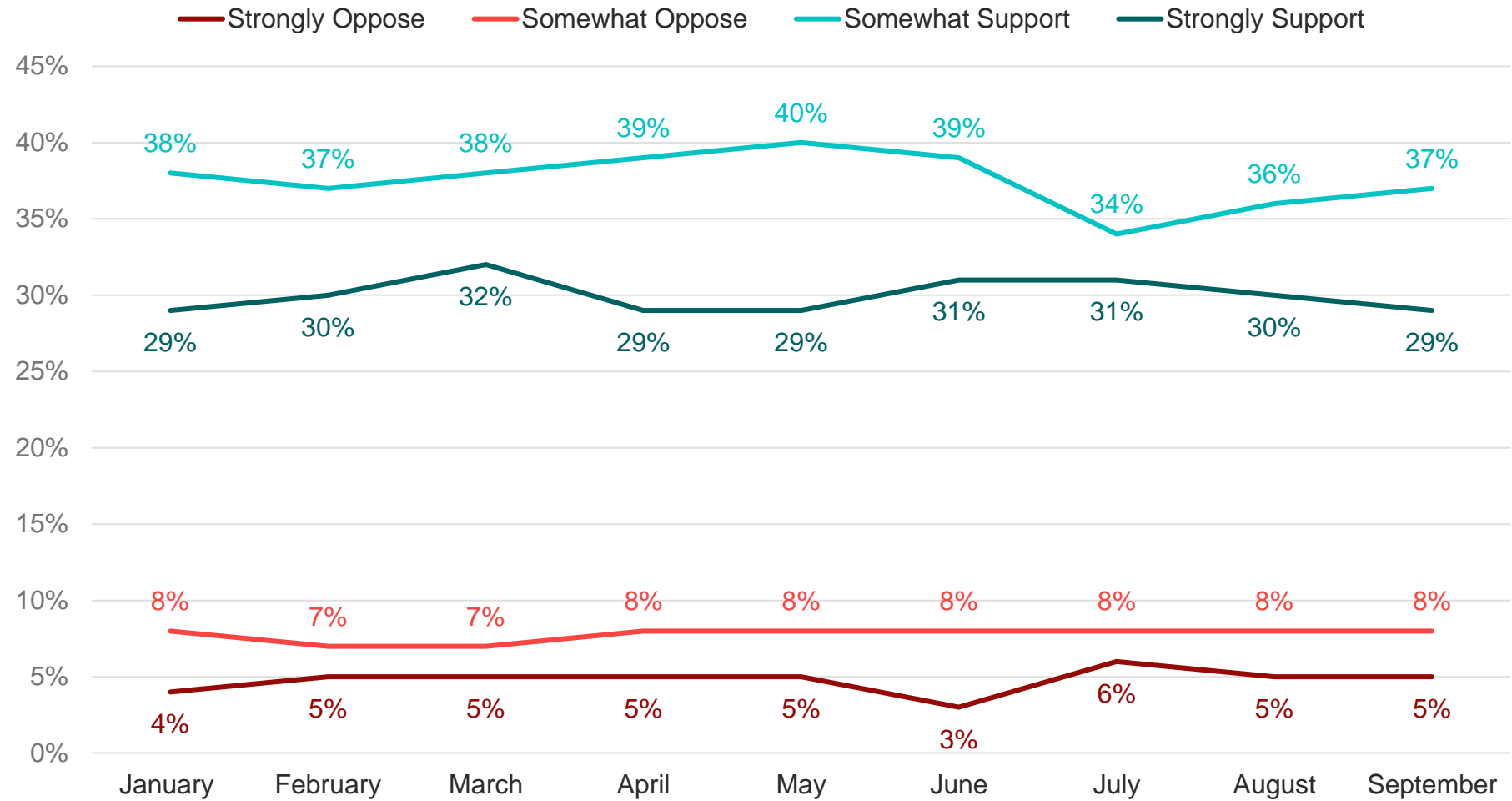


Education Savings Account Favorability

Support and opposition of Education Savings Accounts remained the same among Americans compared to last month.

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



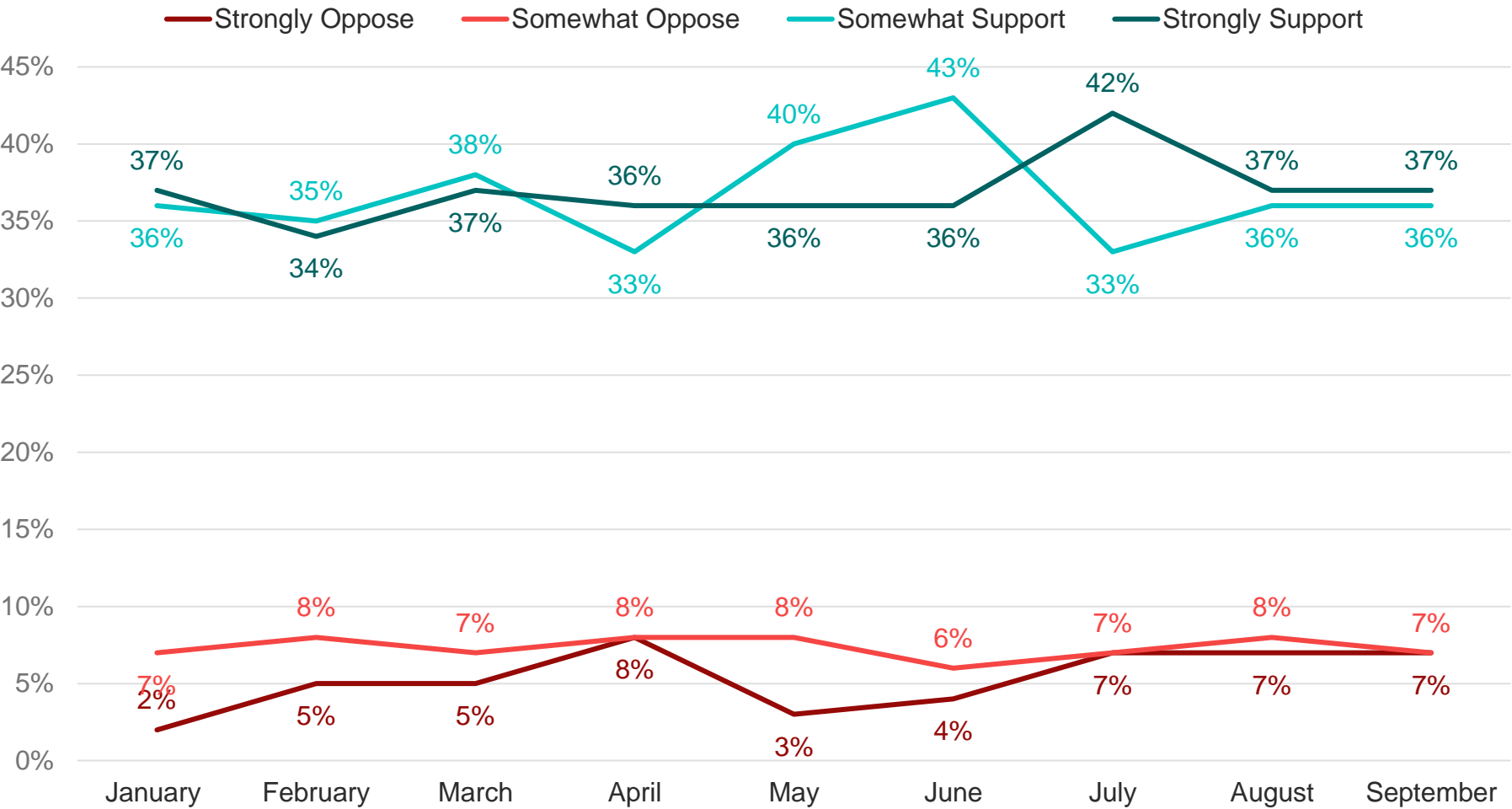
Note: Don't know/no opinion responses are not shown.

Education Savings Account Favorability

Among School Parents, support and opposition for Education Savings Accounts has been steady since August.

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.

Contents



COVID-19 and Schooling



Opinions about K-12 Education



**Awareness and Favorability of
School Choice Policies**



Survey Profile and Demographics

Methodology

Survey Profile, 1

| | |
|--|---|
| Dates | September 11-17, 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, with an oversample of school parents |
| Sampling Method | Non-Probability, Stratified (based on Age, Gender) |
| Mode | Online Survey |
| Language | English |

Methodology

Survey Profile, 2

| | |
|--|---|
| Survey Time | Median = 10.90 minutes |
| Sample Size | Total, N = 2,200 Gen Pop Adults |
| Oversampling | N=700 School Parents |
| Quotas | Age, Gender |
| Weighting | Age, Race, Ethnicity, Gender, Education, Census Region |
| Measure of Precision (adjusted for weighting) | ± 2.25 percentage points |
| Participation Rate | 16.0% |
| Methods Page | https://edchoice.morningconsultintelligence.com/methodology/ |
| Project Contact | Paul DiPerna, paul@edchoice.org |

Demographic Base Sizes

| Demographics | Unweighted (N =) |
|--------------------|----------------------|
| Hispanic | 271 |
| White | 1647 |
| Non-Hispanic White | 1510 |
| Black | 326 |
| Other | 94 |
| Generation Z | 228 |
| Millennial | 661 |
| Generation X | 607 |
| Boomers | 623 |
| Male | 990 |
| Female | 1210 |
| < College | 1375 |
| College + | 825 |
| Northeast | 405 |
| Midwest | 485 |
| South | 903 |
| West | 407 |

| Demographics | Unweighted (N =) |
|-------------------------------|----------------------|
| Total School Parents | 1261 |
| K-4 Parents | 756 |
| 5-8 Parents | 529 |
| 9-12 Parents | 433 |
| Non-Parents | 806 |
| Liberal | 647 |
| Moderate | 595 |
| Conservative | 744 |
| Democrat | 824 |
| Independent | 521 |
| Republican | 703 |
| Urban | 647 |
| Suburban | 926 |
| Small Town | 257 |
| Rural | 370 |
| Low Income <\$35K | 914 |
| Middle Income \$35K to <\$75K | 698 |
| High Income \$75K+ | 588 |

Demographic Base Sizes and Weights

| Demographics | Unweighted | Weighted | Target (%) |
|--------------------|------------|----------|------------|
| Hispanic | 12% | 16% | 16% |
| White | 75% | 78% | 78% |
| Non-Hispanic White | 69% | n/a | n/a |
| Black | 15% | 12% | 12% |
| Other | 4% | 9% | 9% |
| Age: 18-34 | 31% | 30% | 30% |
| Age: 35-44 | 18% | 16% | 16% |
| Age: 45-64 | 33% | 34% | 34% |
| Age: 65+ | 18% | 20% | 20% |
| Male | 45% | 48% | 48% |
| Female | 55% | 52% | 52% |
| < College | 63% | 69% | 69% |
| College + | 38% | 31% | 31% |
| Northeast | 18% | 18% | 18% |
| Midwest | 22% | 21% | 21% |
| South | 41% | 37% | 37% |
| West | 19% | 24% | 24% |

School Parent Definitions

| | |
|--------------------------------|--|
| Total School Parents | Have at least one child enrolled in grades K-12 |
| Charter School Parents | Have at least one child enrolled in a charter school |
| District/Public School Parents | Have at least one child enrolled in a district/public school |
| Private School Parents | Have at least one child enrolled in a private school |

Note: Parent groups are not necessarily exclusive, there are cases where a parent could have children enrolled in different school types.

School Parents

