



 MORNING CONSULT

# EdChoice

GEN POP NATIONAL  
POLLING PRESENTATION

**October 2020**

## Key Points

- 1** **Roughly half of school parents are looking for additional support for their child's education this year, either from a learning 'pod' or tutoring.** Parents with younger children (K-4), high incomes (\$75k +), and with a child enrolled in private schools or charter schools are most likely to be participating in learning pods or seeking out tutoring for their children.
- 2** **Parents report they are much more likely to participate in learning pods to supplement regular schooling and less likely to utilize pods as a substitute for regular school.** But those who are "looking to form or join" a pod are twice as likely as current pod participants to seek them as an alternative to regular school.
- 3** **School parents are more concerned about their children contracting coronavirus at school since September. Half chose to enroll their children in remote/virtual learning over in-person classes this year.** Parents also continue to be more favorable of and open to homeschooling in the future because of the coronavirus pandemic.
- 4** **School parents of children enrolled in private schools and charter schools rate their learning growth and development for this year higher than those with children enrolled in public district schools.** Parents are more likely to prefer public district schools over private schools, charter schools, and homeschooling, but continue to have diverse schooling preferences.
- 5** **A slight majority of Americans believe teachers unions represent teachers' best interests.** Those that agree that teachers unions have teachers' best interests believe unions are generally more helpful than harmful, believing they prioritize all teacher's interests. Those who see teachers unions as special interest advocates believe they do not prioritize students, schools, families, or the local community.

### Methodology (also see slides 57-58)

This poll was conducted from October 12-29, 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.

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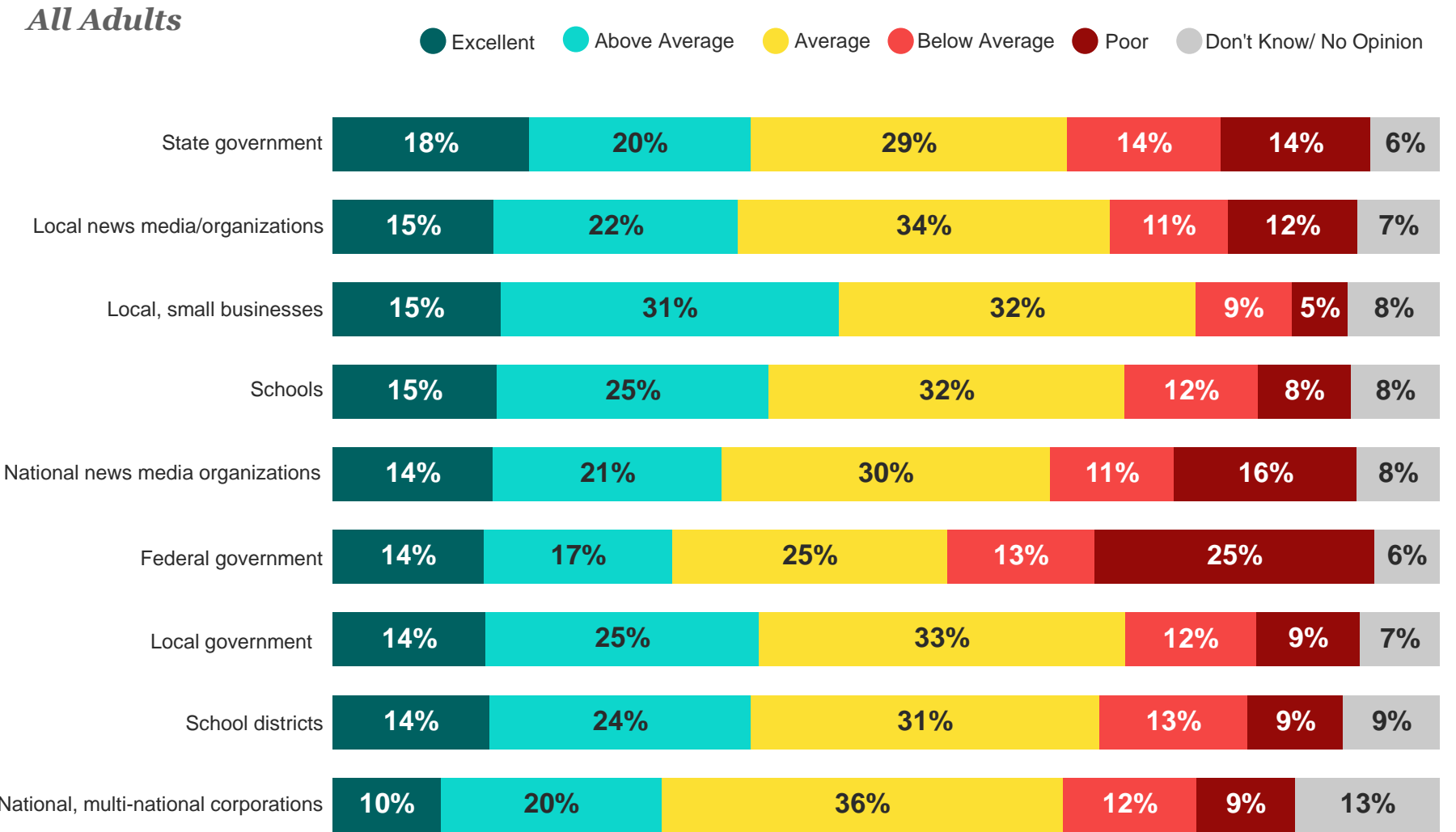


Survey Profile and Demographics

# COVID-19 Response Rating

## Most Americans grade the responses from institutions to the coronavirus pandemic as average or better. The Federal Government gets the lowest ratings.

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?



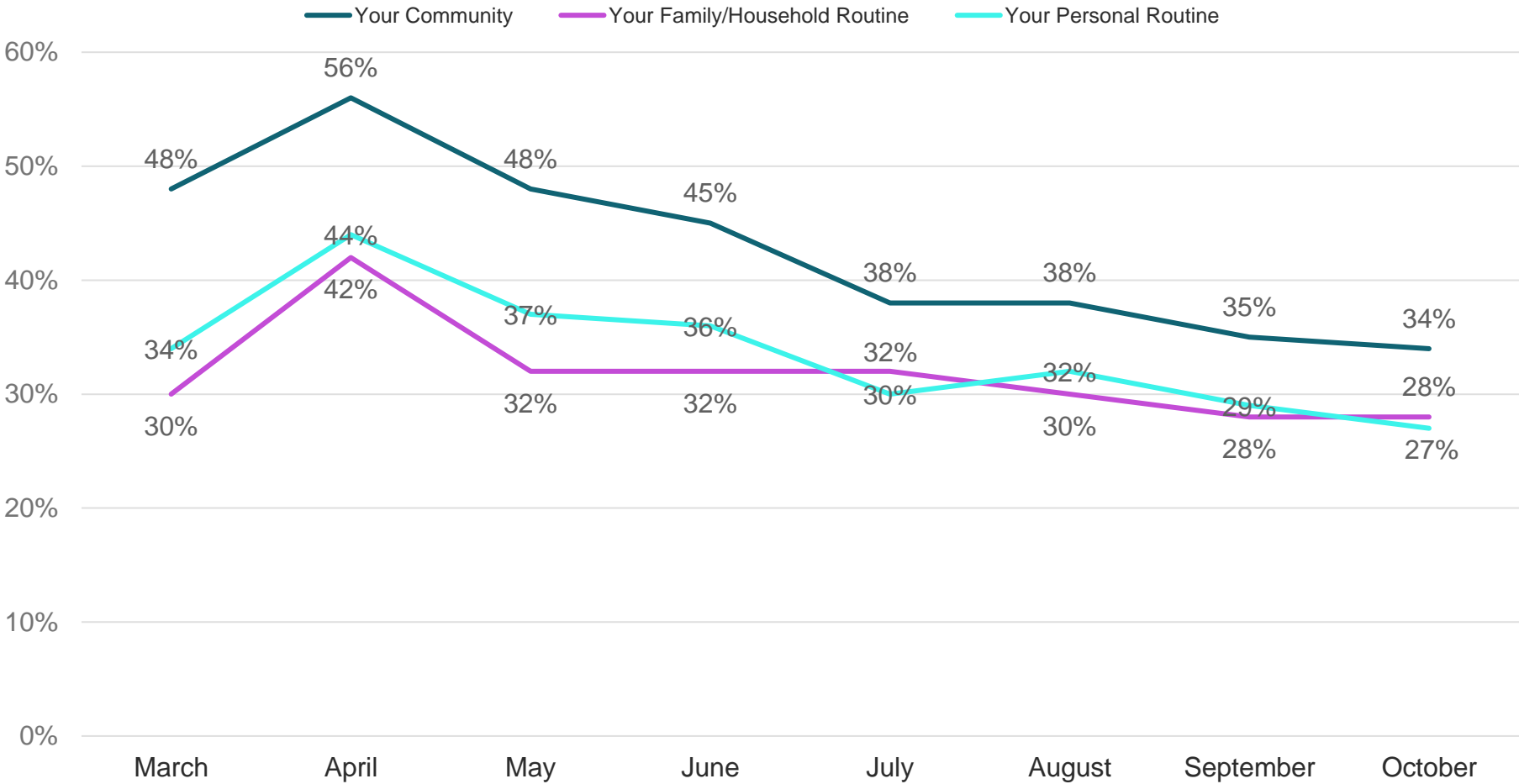
# COVID-19 Disruption

Overall disruption caused by the outbreak has declined since a peak in April, especially disruption to the community.

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

All Adults

% Very Disruptive

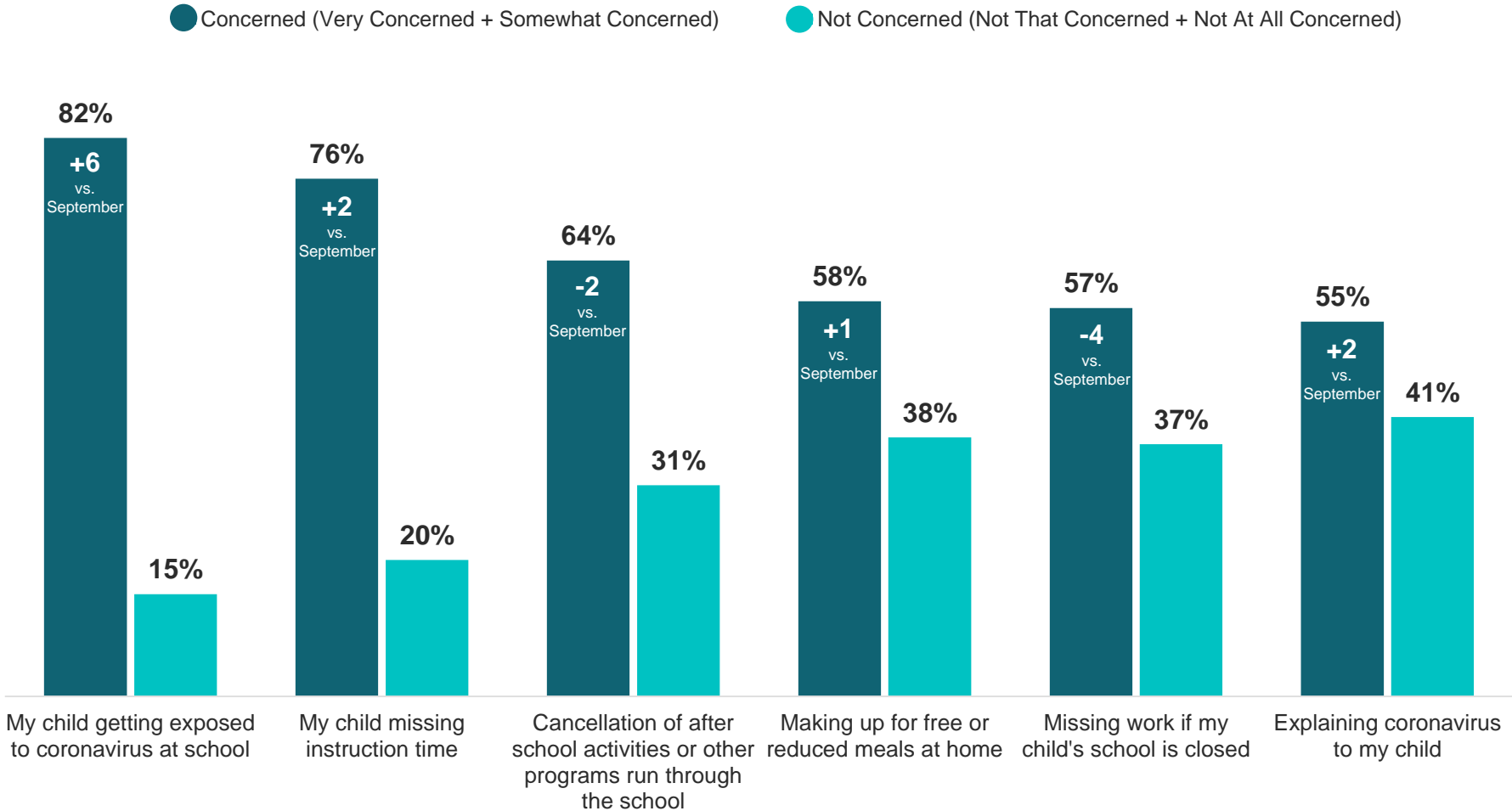


COVID-19  
Concerns

School parents are even more concerned about their children getting exposed to the coronavirus at school than they were in September.

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

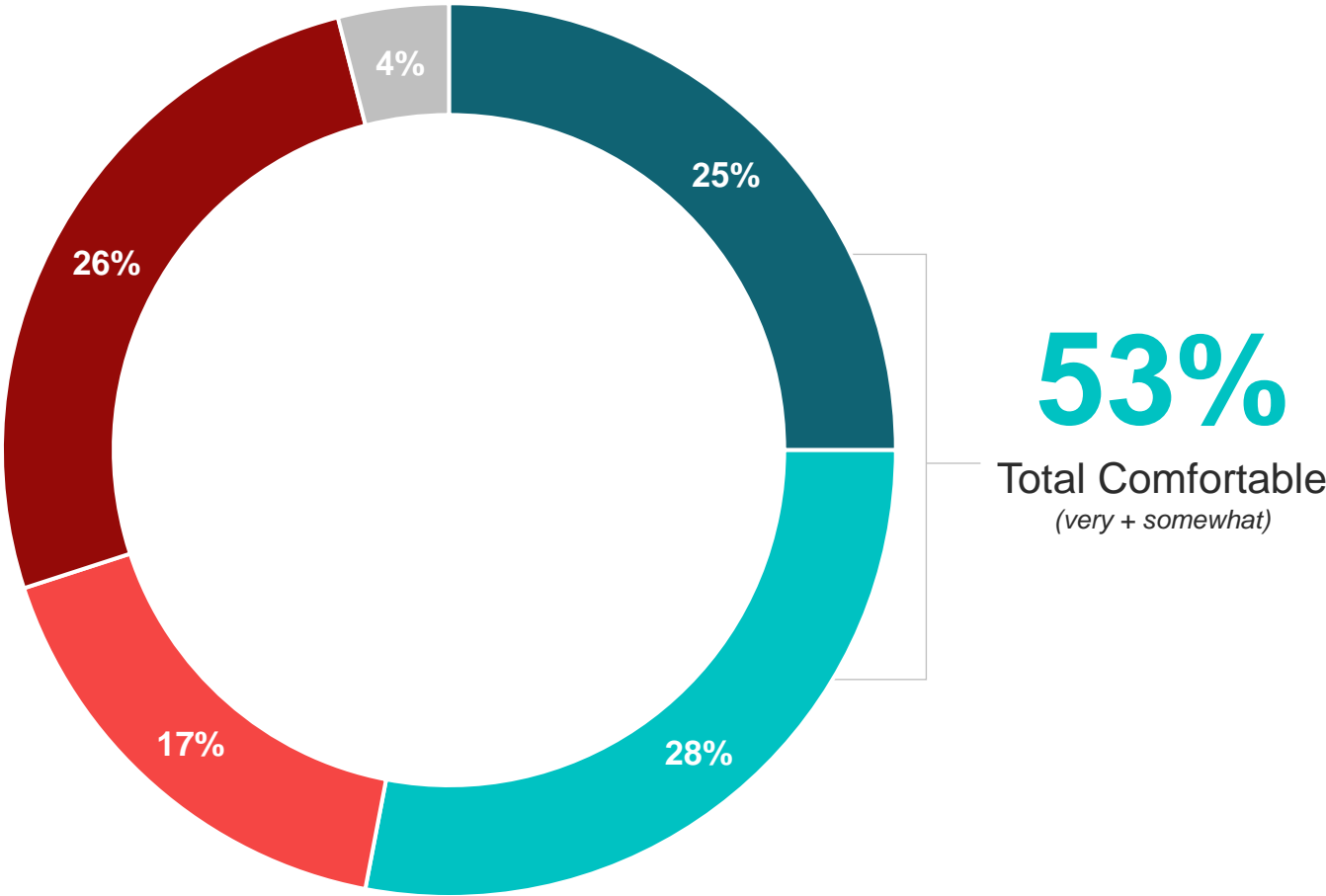
# Comfort with Children Returning to School

Despite increasing concern about exposure to coronavirus, a majority of parents are 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

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

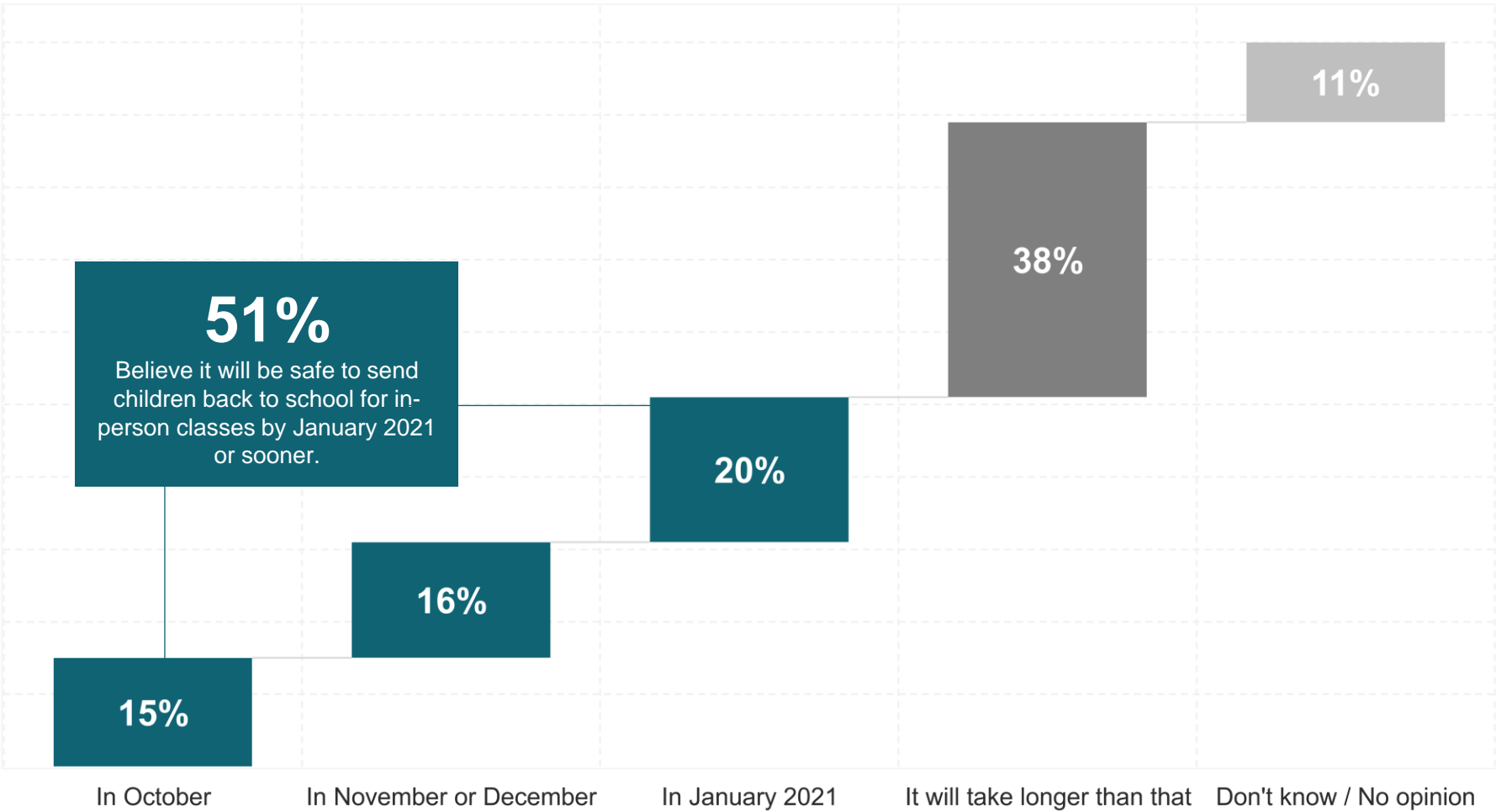


# Comfort with Children Returning to School

A slight majority of parents think the outbreak will be controlled enough to send students to school in-person in the next few months.

When do you expect the coronavirus outbreak to be controlled enough that it will be safe to send children to school for in-person classes in your community?

School Parents



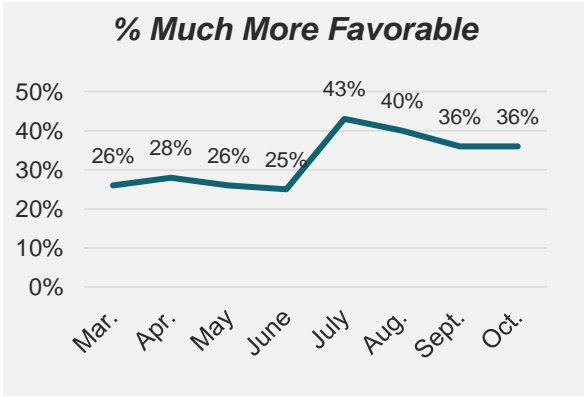
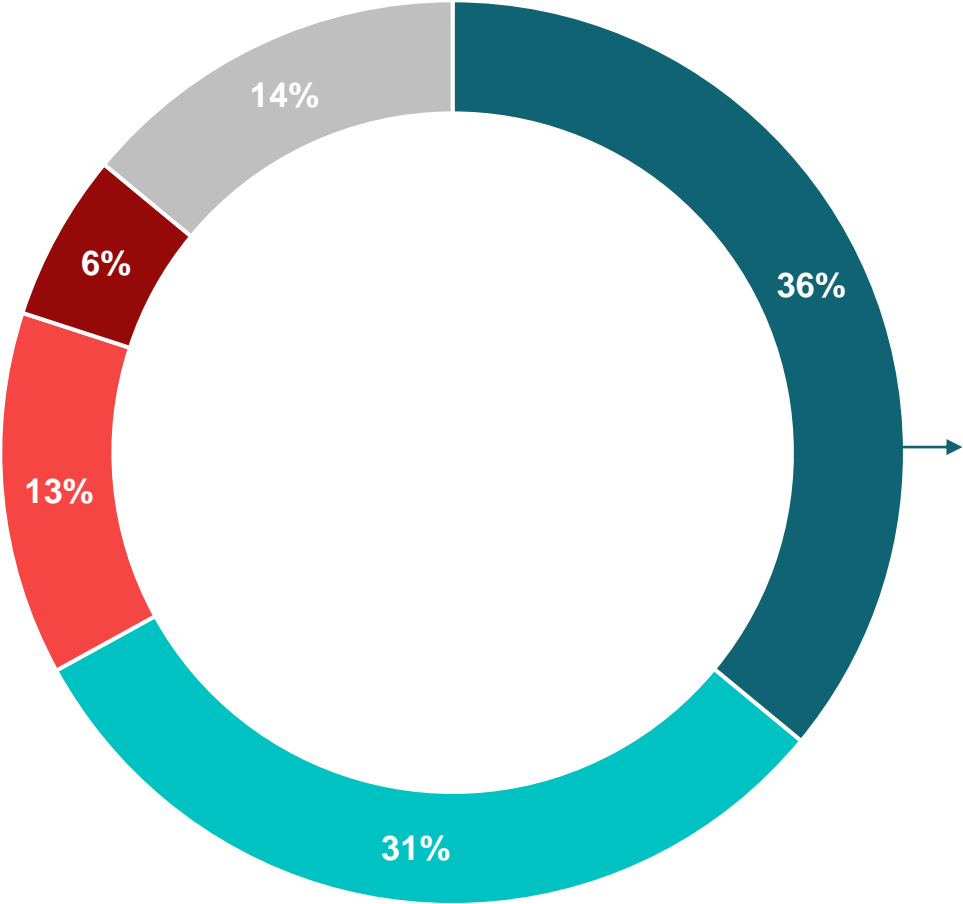


# School parents continue to have a more favorable view of homeschooling since the coronavirus outbreak began in March...

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



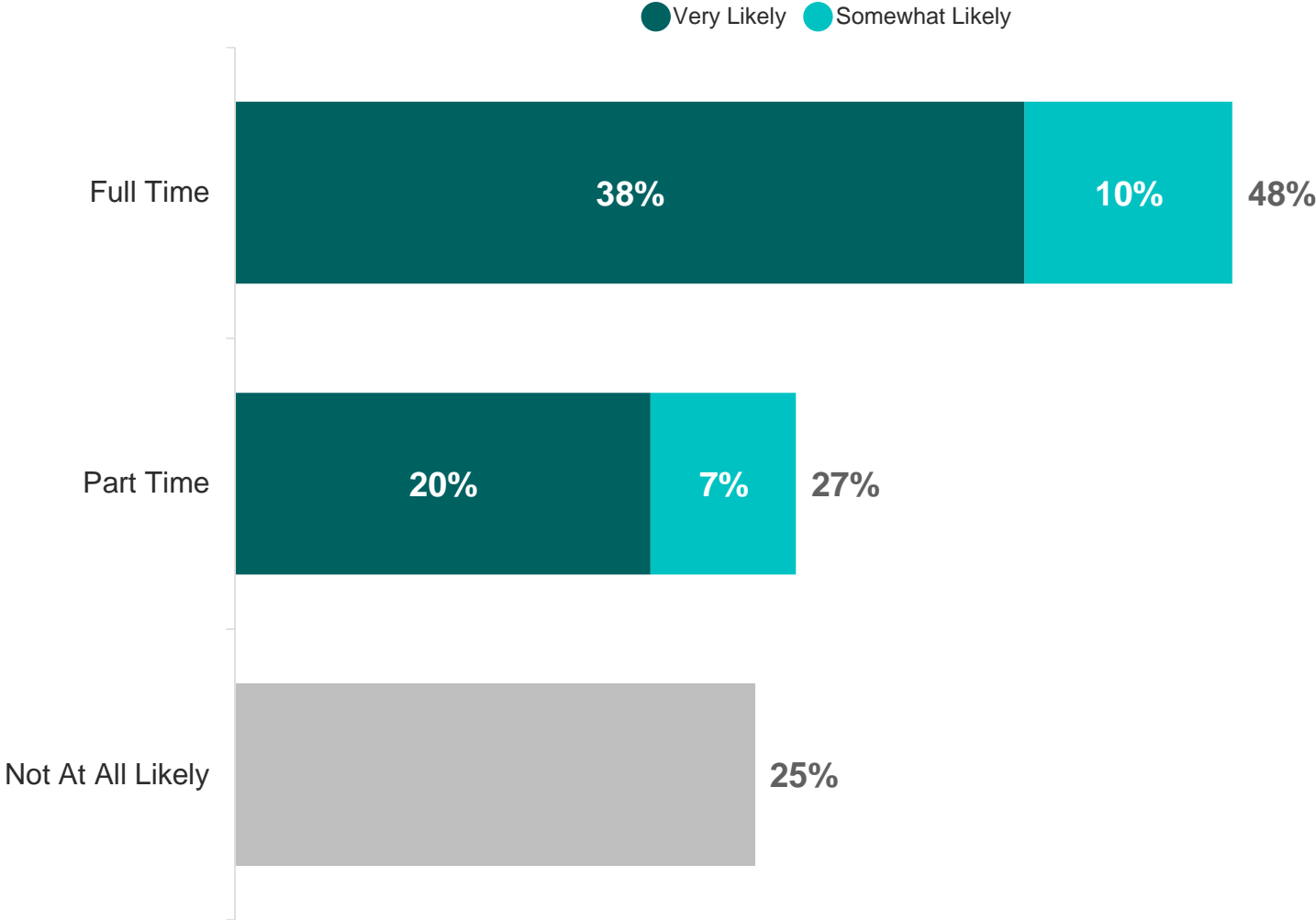
**Note:** The school parent subsample is weighted based on ACS benchmarks, starting in September 2020

# Likelihood of Homeschooling

...And many say they're likely to homeschool their children either full-time or part-time in the future. Based on percentages, parents might be 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. There is no association with a public or private school. As a result of the coronavirus pandemic, how likely are you to homeschool your child/children in place of full-time enrollment in a public school or private school in the future, either part-time or full-time?*

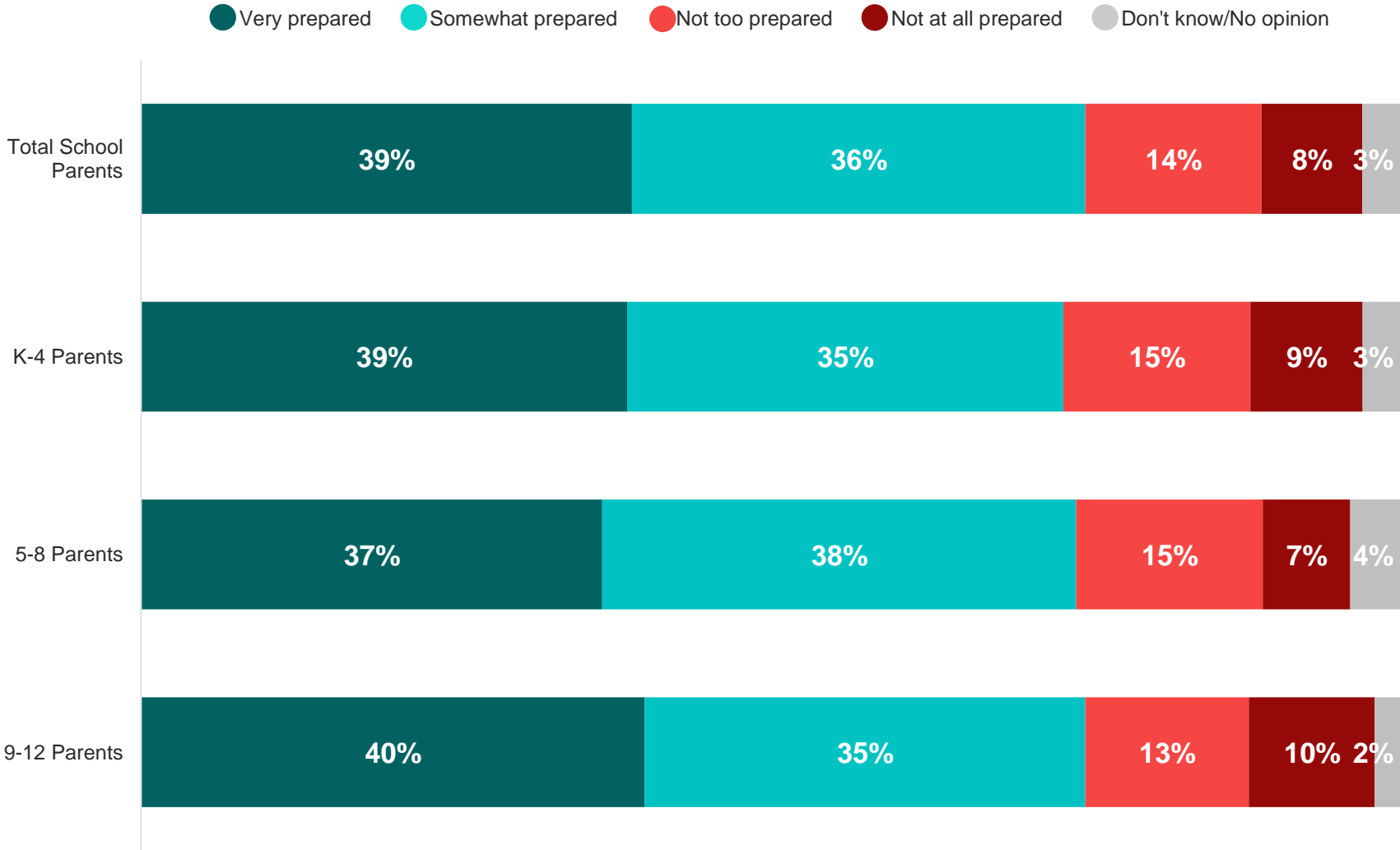
**School Parents**



# Remote Learning Preparedness

## Most school parents still feel at least somewhat prepared to facilitate online instruction.

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

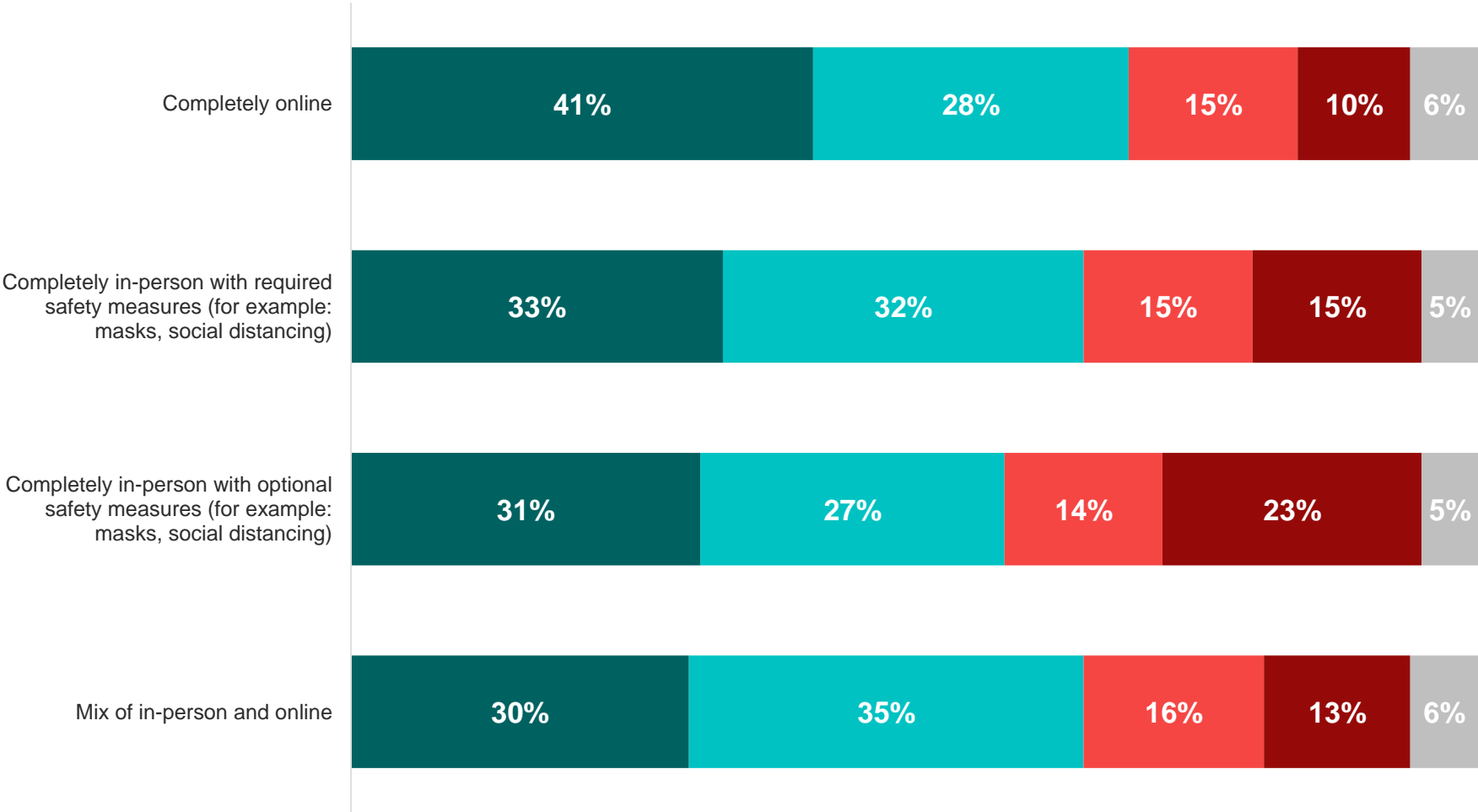


# Online, In-person, or Hybrid Schooling Support

## School parents remain 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

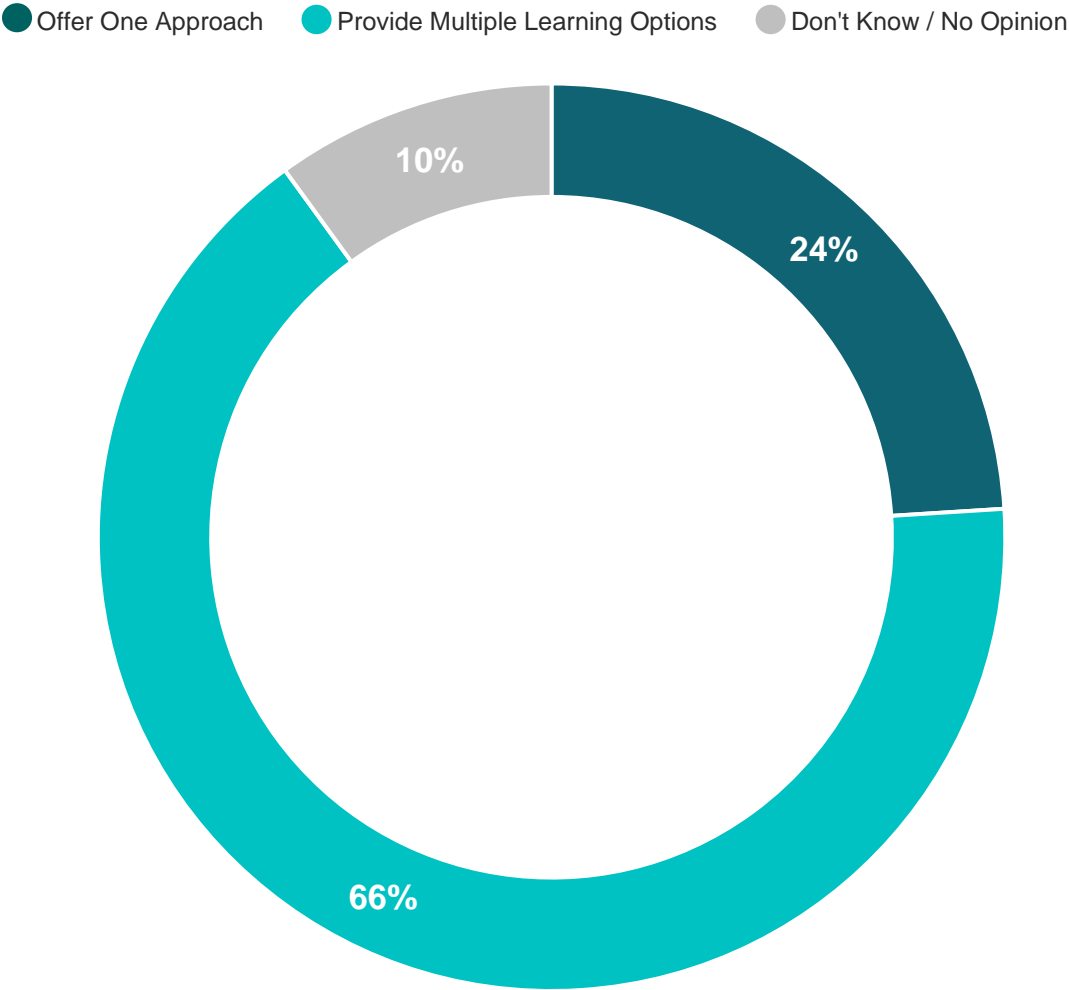


One or  
Multiple  
Learning  
Options  
Preference

Two-thirds of parents 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

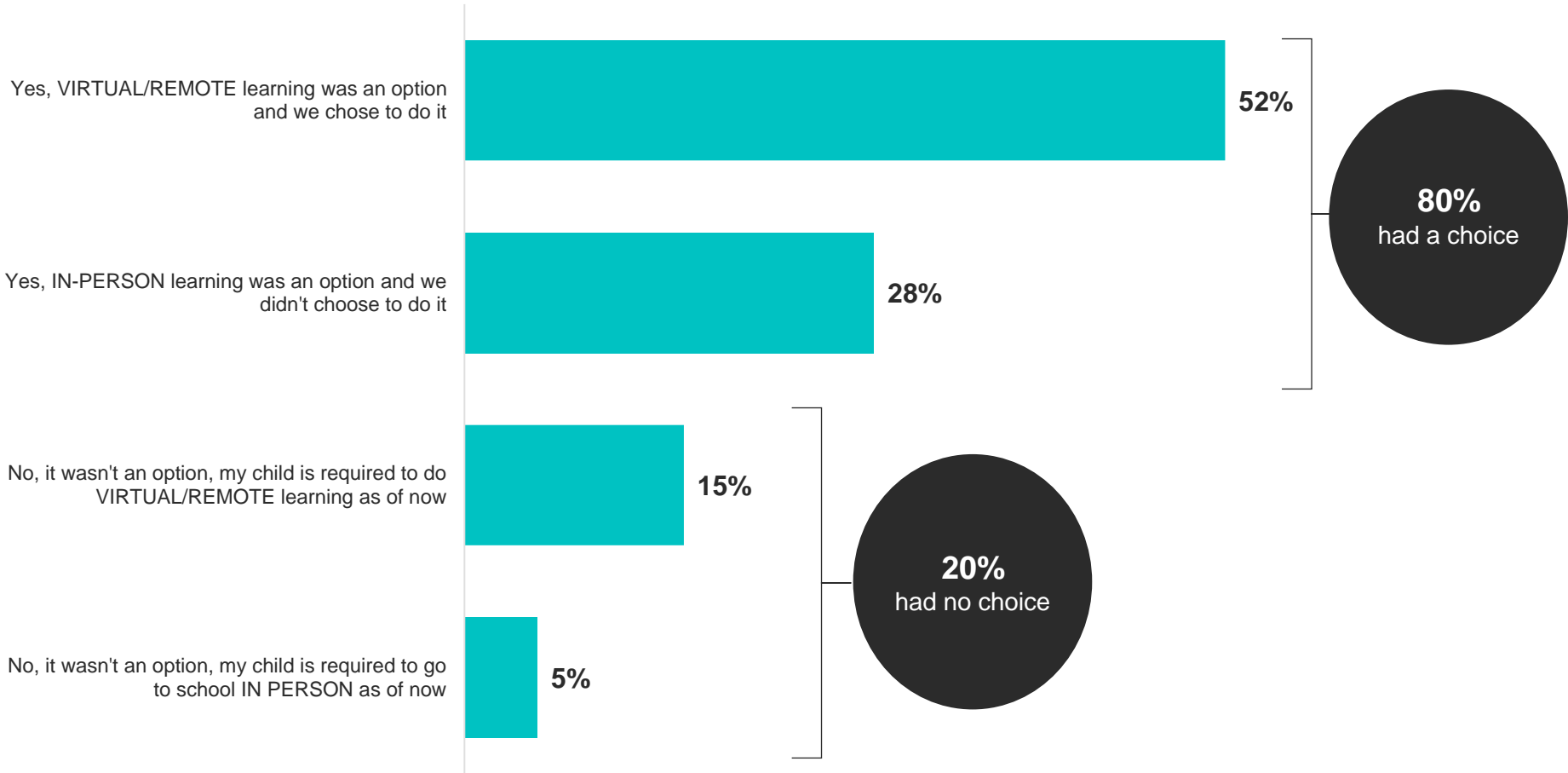


# Remote Learning Choice

Most parents did have a choice whether to send their children to school in person or virtually. Of those with a choice, most chose virtual learning.

Did your child's school or school district offer virtual/remote learning as an option this school year?

School Parents

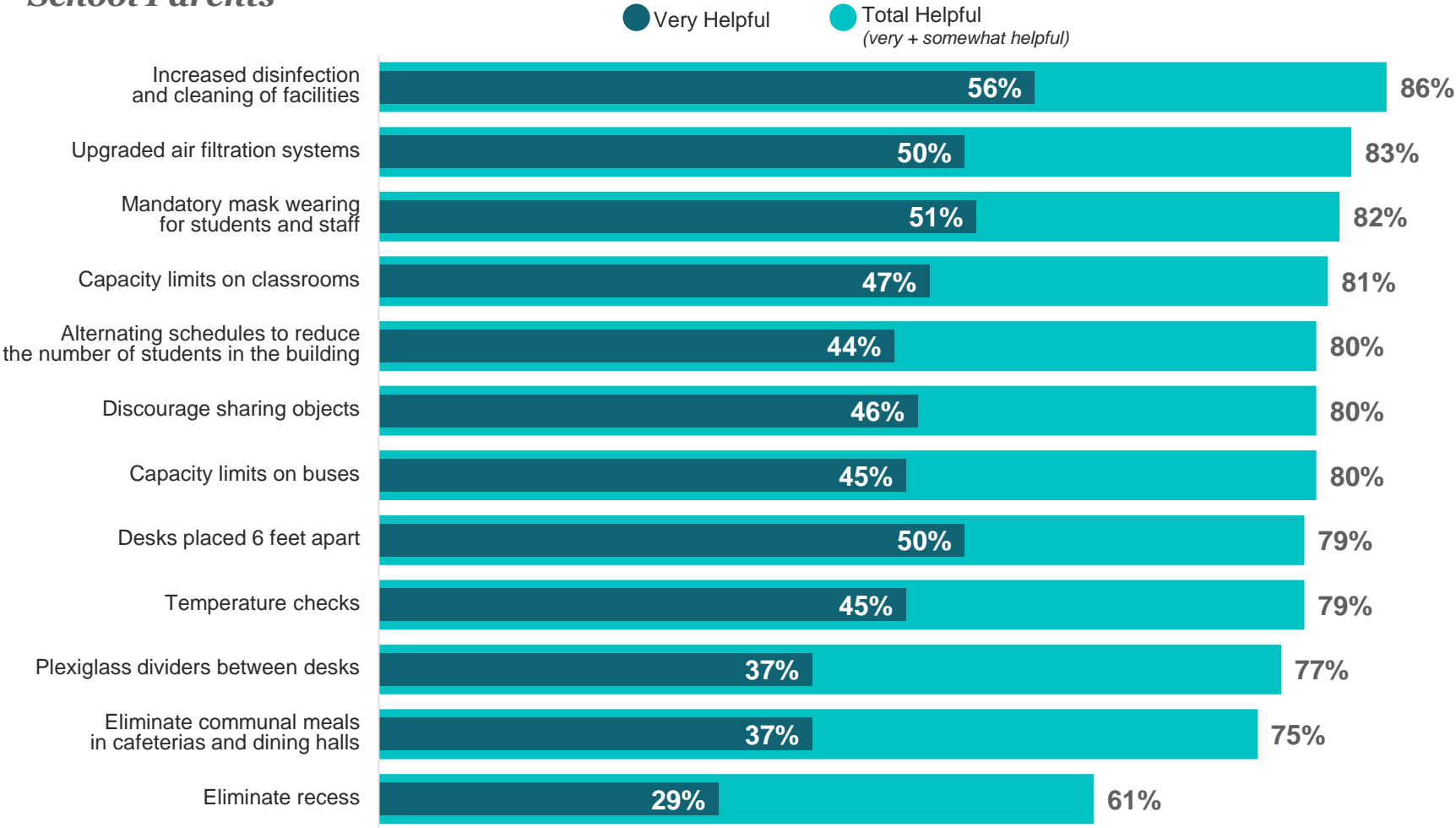


# School Safety Measures

While all proposed safety measures are viewed as at least somewhat helpful, increasing disinfection and cleaning of facilities remains the measure parents think will be the most helpful for school safety.

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

School Parents

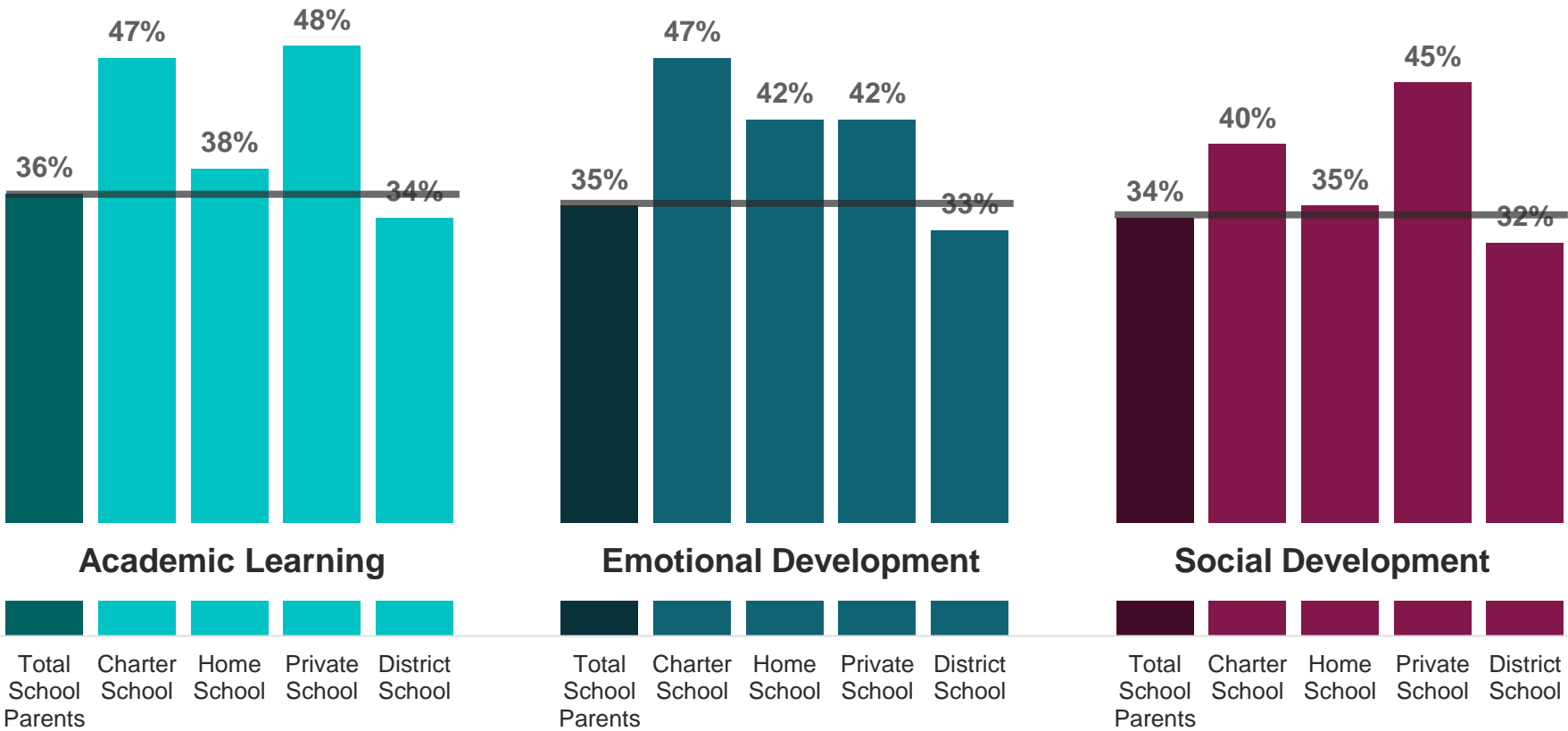


# COVID-19 Impact on Learning and Development

Parents of children enrolled in private and charter schools score their child’s learning and development progress this year higher than those with children enrolled in public district school.

How do you feel your child/children is/are progressing on the following this school year?

% Very Well



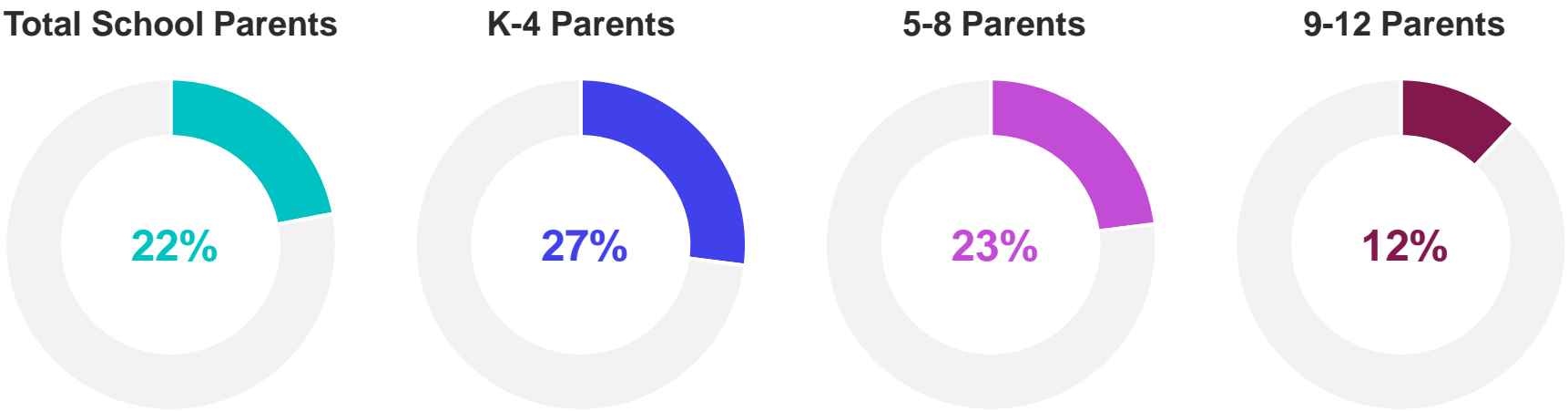


# School Type Shift

**K-4 parents are most likely to have switched their child’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 at the beginning of the 2019/2020 school year, before any school closures.*

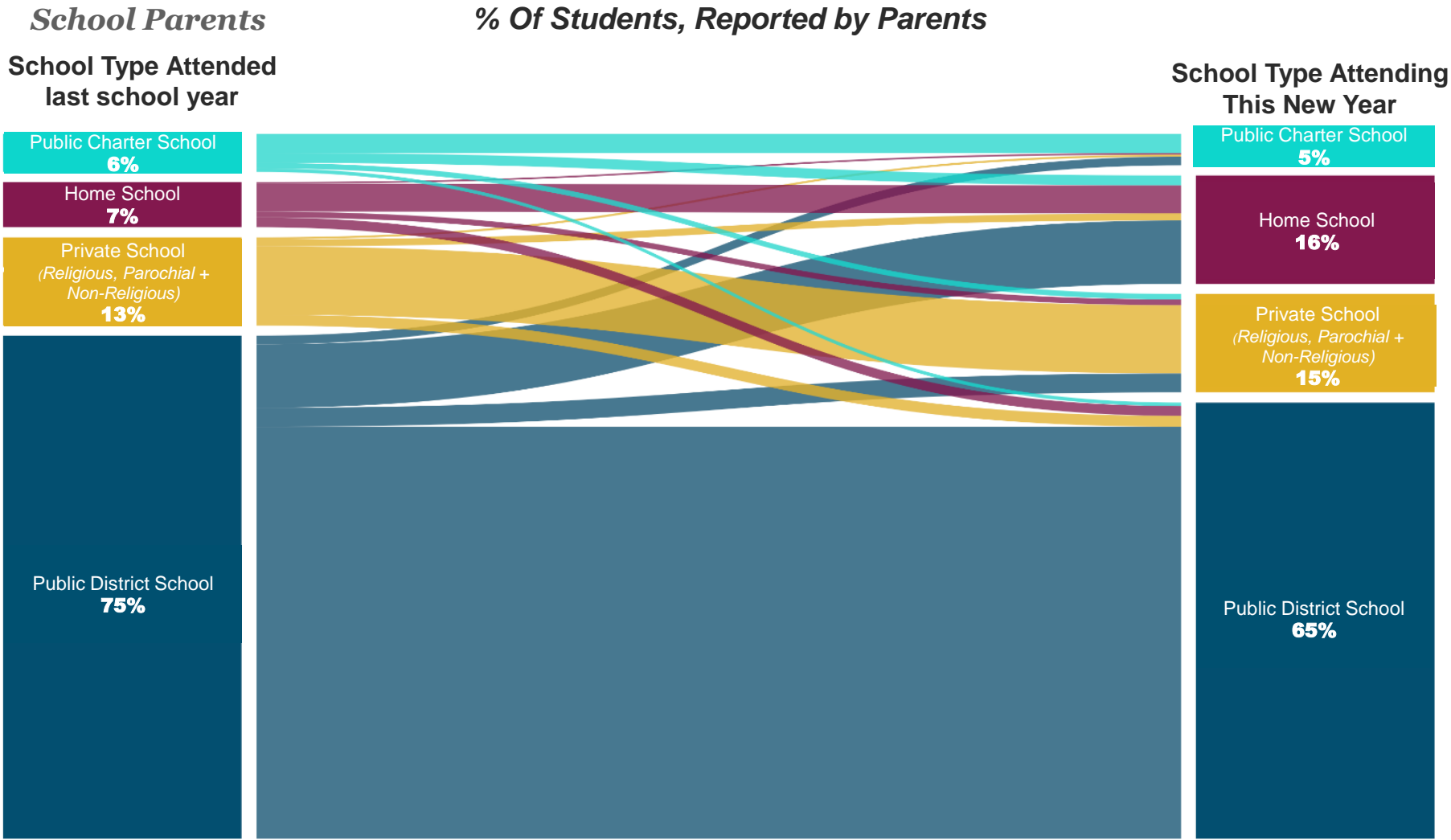
**% Of Students Switching School Type, Reported by Parents**



# School Type Shift

Since the end of last school year, there has been an uptick in homeschooled children. Growth in homeschooling is mostly from children that were previously enrolled in public school.

*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 at the beginning of the 2019/2020 school year, before any school closures.*



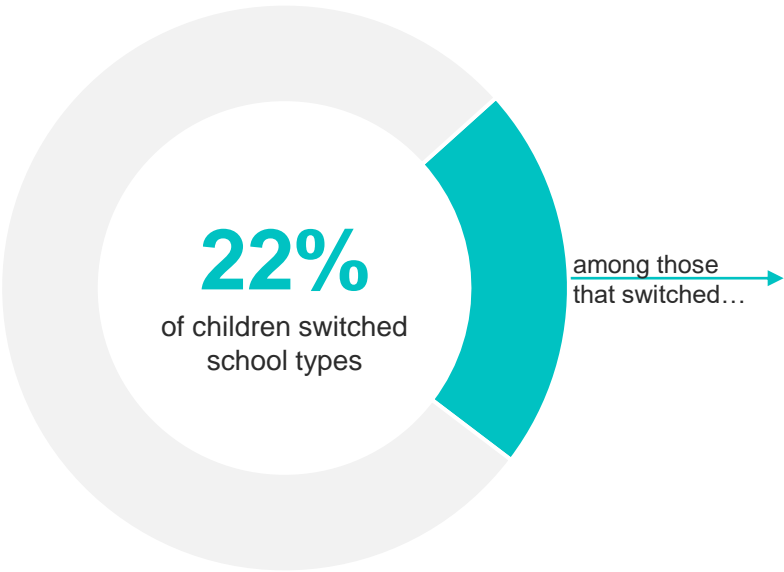
# School Type Shift

Parents of children that were enrolled in public/district school last year 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 at the beginning of the 2019/2020 school year, before any school closures.

### School Parents

% Of Students, Reported by Parents



School Type Attended Last School Year		School Type Attending This New Year
FROM	% of total switching	TO
Home School	4%	Private School
Home School	1%	Public Charter School
Home School	7%	Public District School
Private School	5%	Home School
Private School	1%	Public Charter School
Private School	7%	Public District School
Public Charter School	7%	Home School
Public Charter School	4%	Private School
Public Charter School	2%	Public District School
Public District School	43%	Home School
Public District School	13%	Private School
Public District School	6%	Public Charter School

# Learning Pods

School parents with high incomes (\$75k+), younger children (grades K-4), and those that have enrolled their child/children in charter school or private school this year are most likely to be participating in a 'pod'.

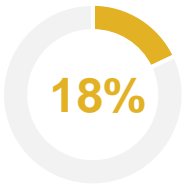
As a result of the coronavirus pandemic, are you currently participating in a 'pod' with other families?

### School Parents

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



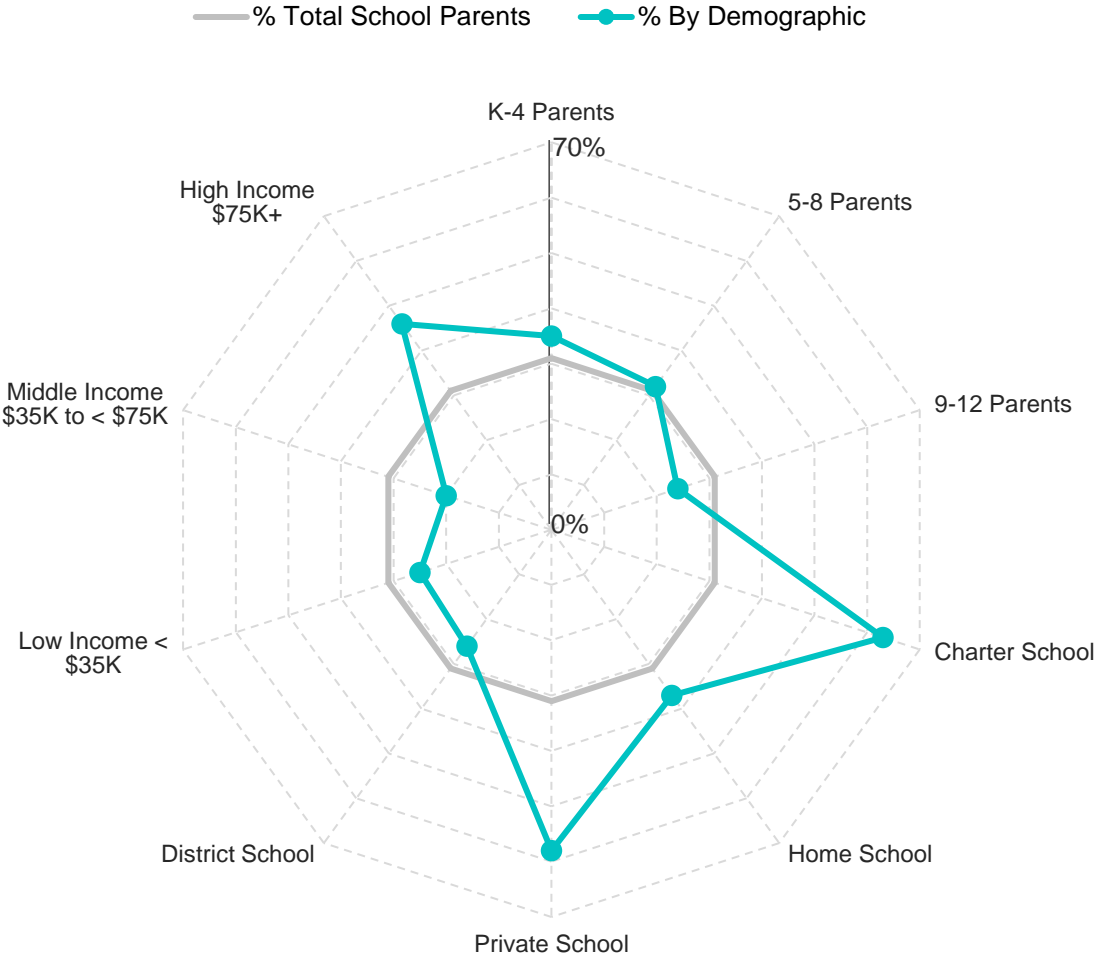
No, but we're looking to form or join a 'pod'



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



### % Currently Participating In A Pod

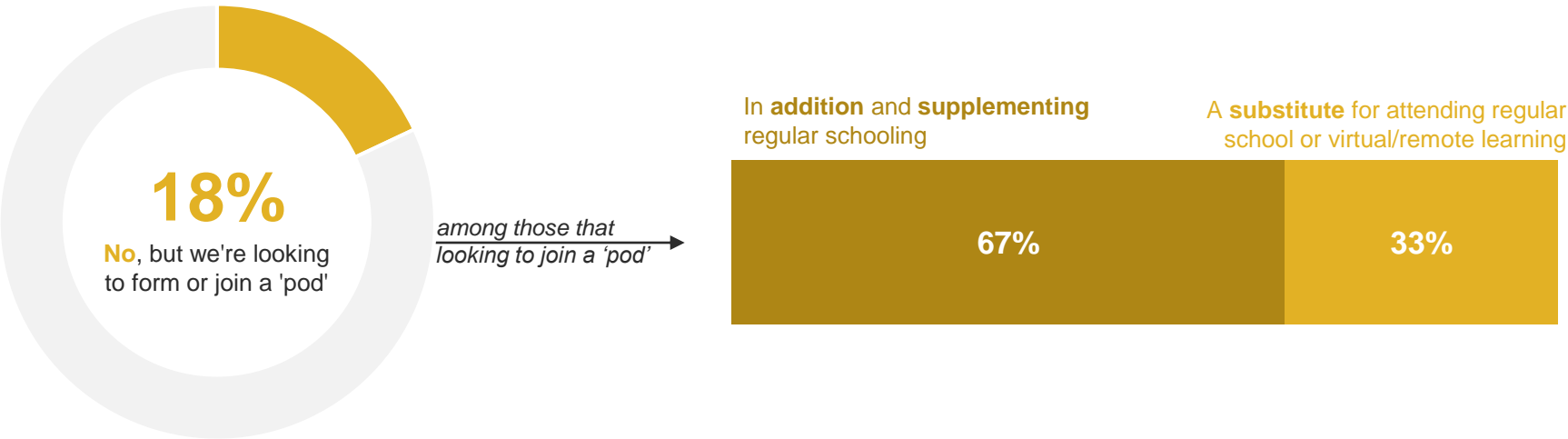
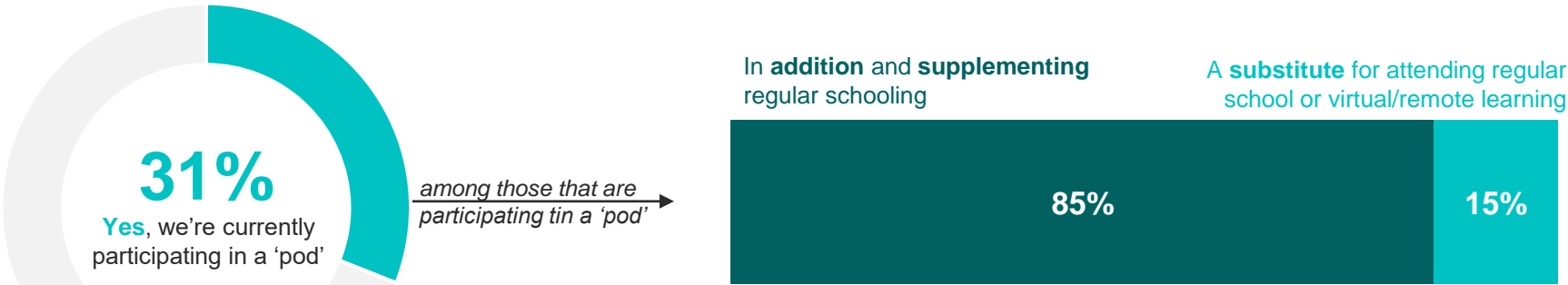


# Learning Pods

‘Pods’ are primarily used in addition to regular schooling and are less likely to be utilized as a substitute for regular school.

You said you're currently participating in a 'pod', is that...? You said you're looking to form a 'pod', would that be...?

### School Parents



## Learning Pods

School parents that are interested or are participating in a 'pod' believe that they are good for socialization and will keep their children up to speed with curriculum. School parents that oppose pods believe they are unsafe, 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 enhance my child's home learning experience.”

“

“I was noticing my children really in need of socializing with kids their own age.”

“

“To make sure my daughter keeps up with her education in this period of covid-19.”

### WHY LOOKING TO FORM OR JOIN A 'POD'

“

“For my child to be able to socially interact with other children her age.”

“

“Because my child is having trouble learning from online sources.”

“

“To get the kids involved in the same hands-on activities as if they were at school.”

### WHY NOT PLANNING TO PARTICIPATE IN A 'POD'

“

“I think that defeats the purpose of homeschooling which is to prevent people from interacting.”

“

“My son is older and doesn't need a pod. I think this is a good thing for elementary students at it would help the student and the parents.”

“

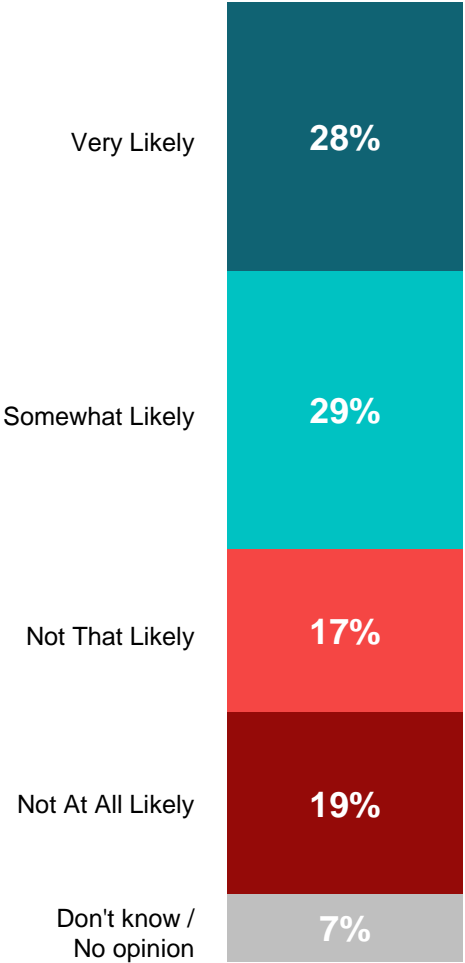
“My child's school is fully open with strict safety measures.”

# Tutoring

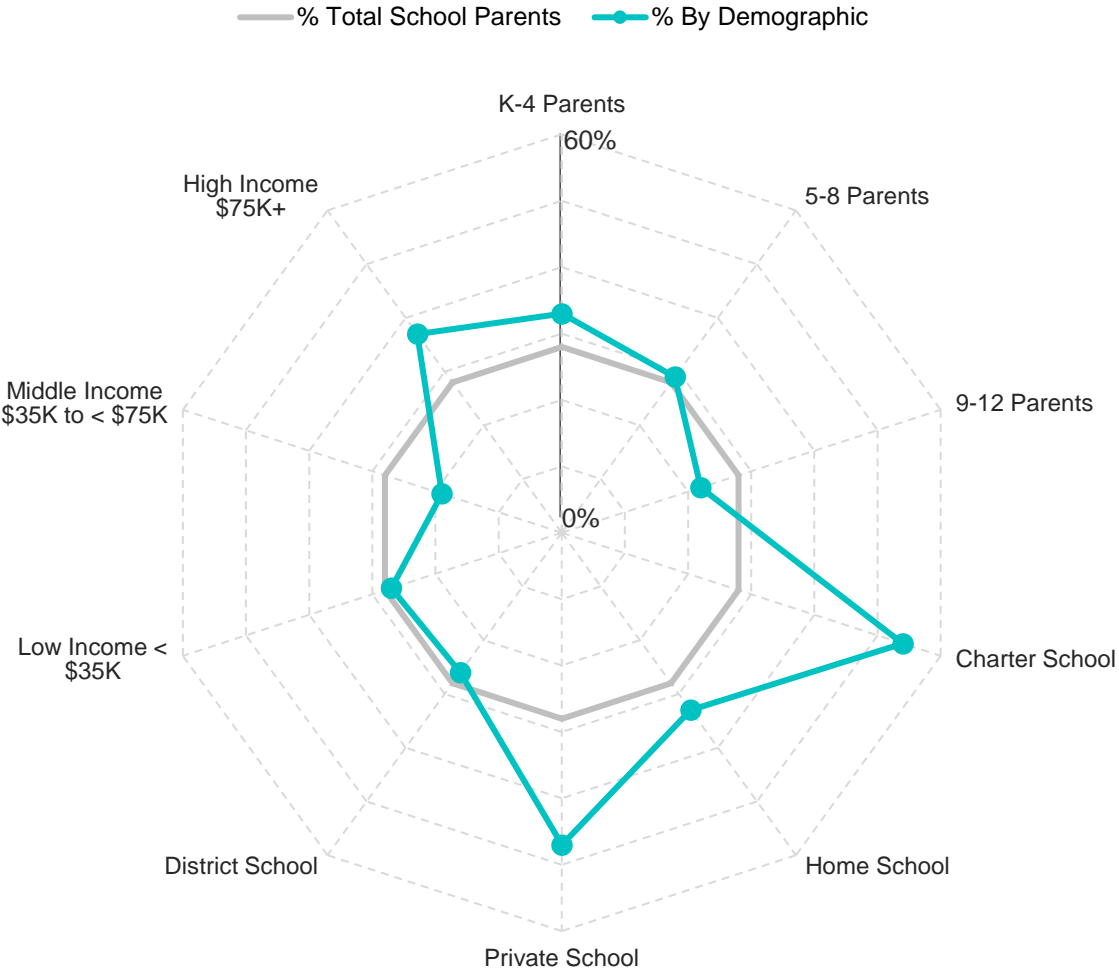
Most school parents continue to seek out tutoring for their children this school year. The same demo groups that are more likely to be interested in learning ‘pods’ are also more likely to seek out tutoring.

*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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Survey Profile and Demographics

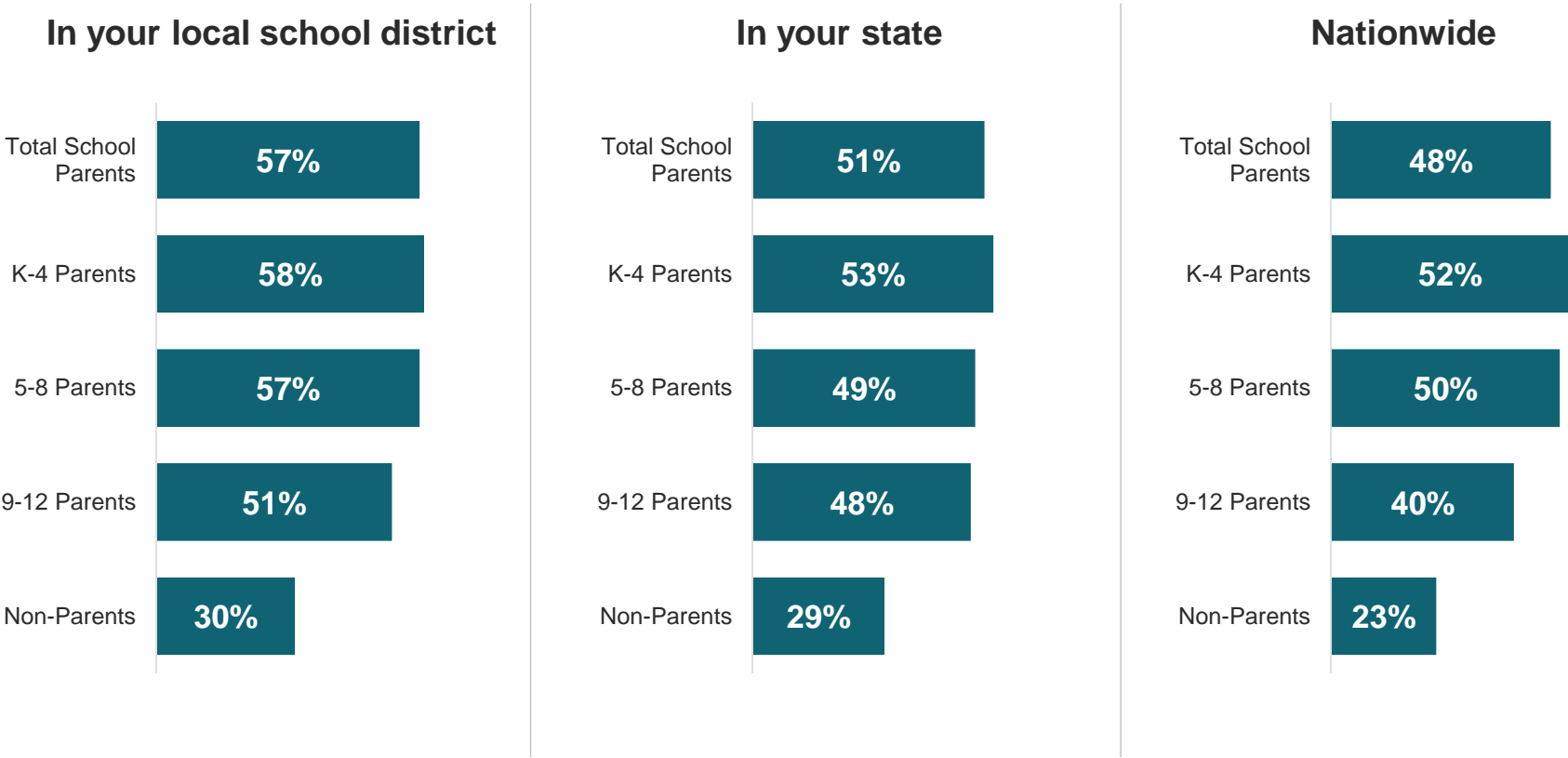


# Direction of Education

## 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



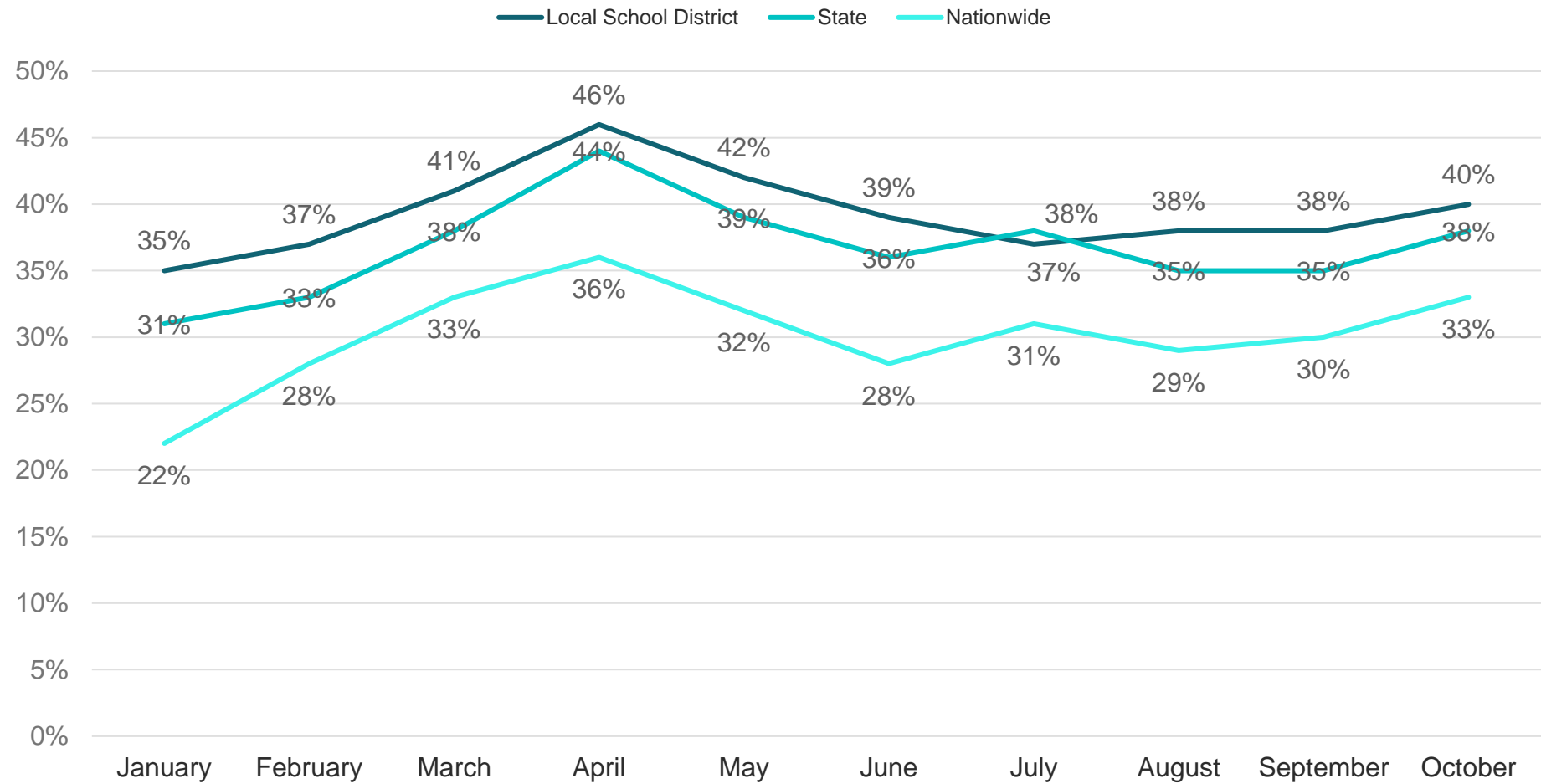
# Direction of Education

Americans are feeling slightly more optimistic about the direction of education across all levels, compared to a few months ago.

*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**



# Purpose of Education

## Americans continue to believe its most important that K-8 students learn core academics and high school students learn 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 41%

-  Core academic subjects (53%)
-  Socialization (45%)
-  Become independent thinkers (44%)
-  How to be good citizens (43%)
-  Skills for future employment (40%)
-  Values, moral character, religious virtues (38%)
-  To fix social problems (24%)

#### Grades 9-12

Average % selected Extremely Important 47%

-  Skills for future employment (58%)
-  Core academic subjects (54%)
-  Become independent thinkers (52%)
-  How to be good citizens (50%)
-  Socialization (45%)
-  Values, moral character, religious virtues (42%)
-  To fix social problems (31%)

# Purpose of Education

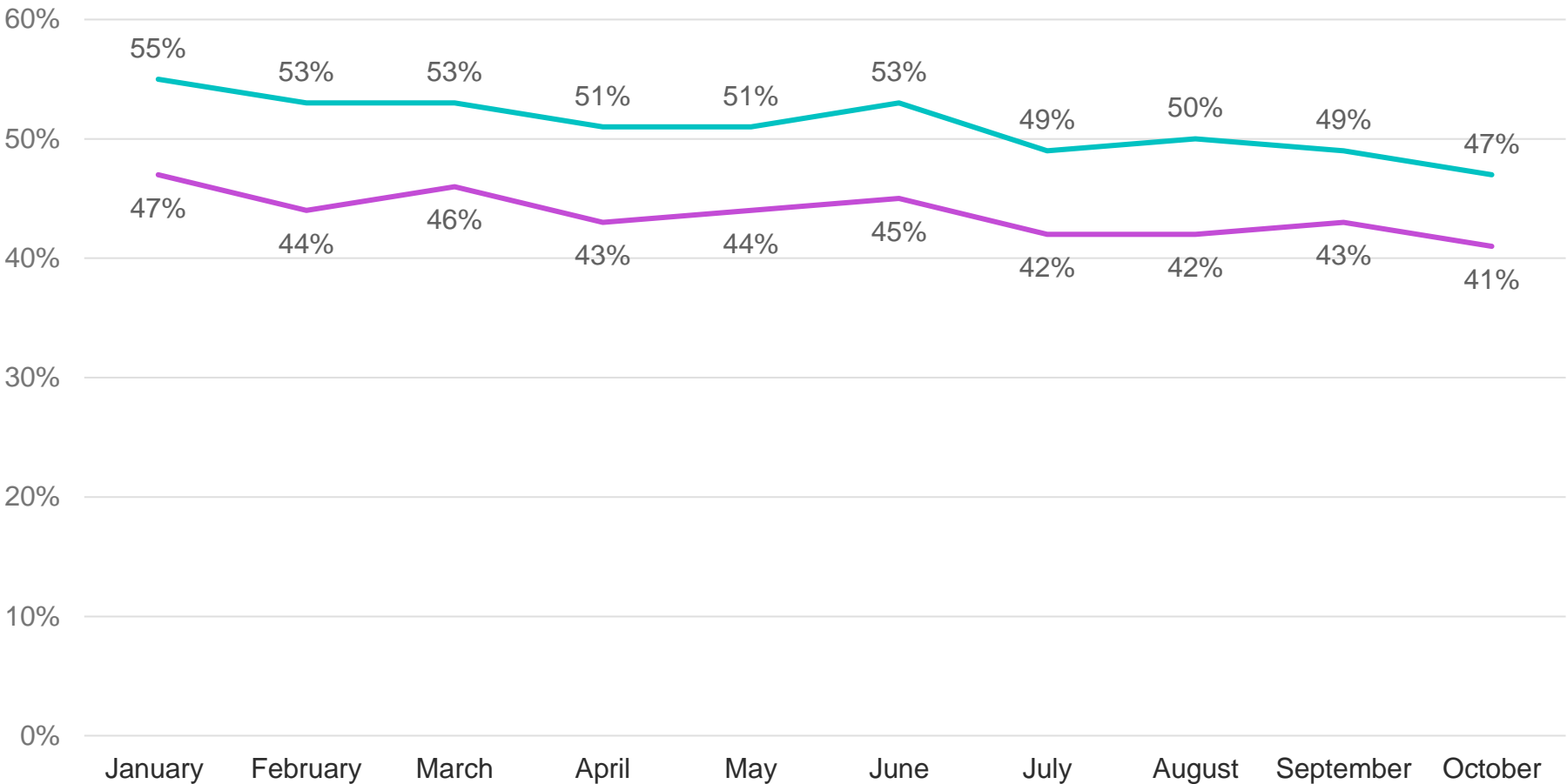
## Americans continue to set higher expectations for high school students compared to K-8 students.

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

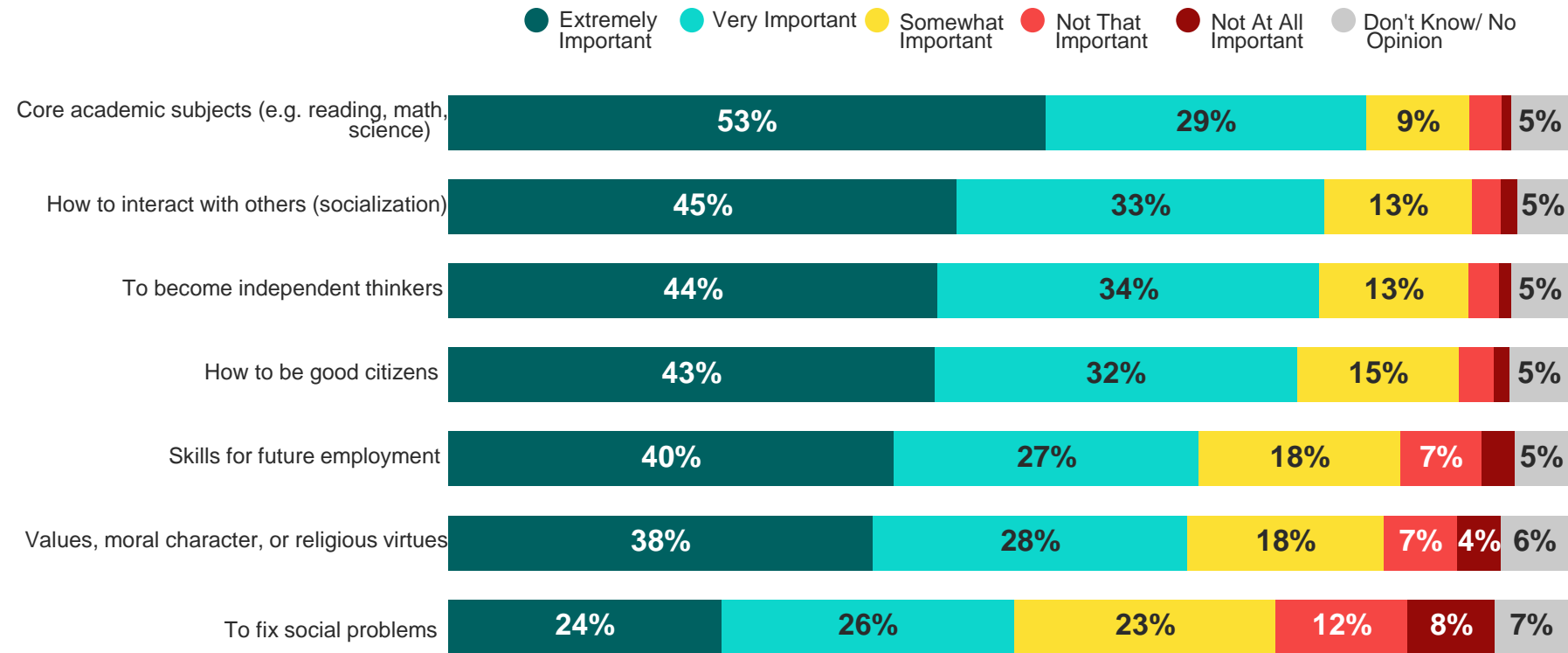


# Purpose of Education: K-8

## Adults still 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

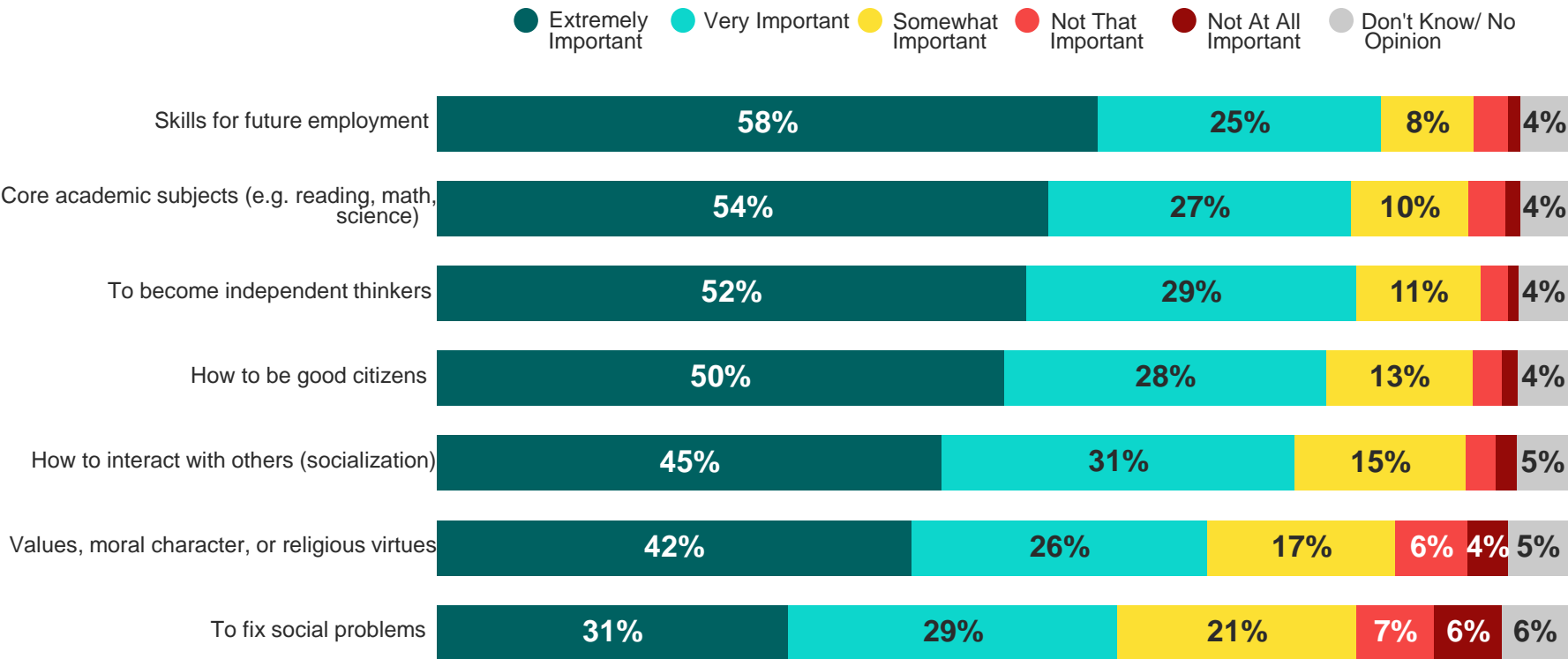


# Purpose of Education: High School

## Americans continue to think 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

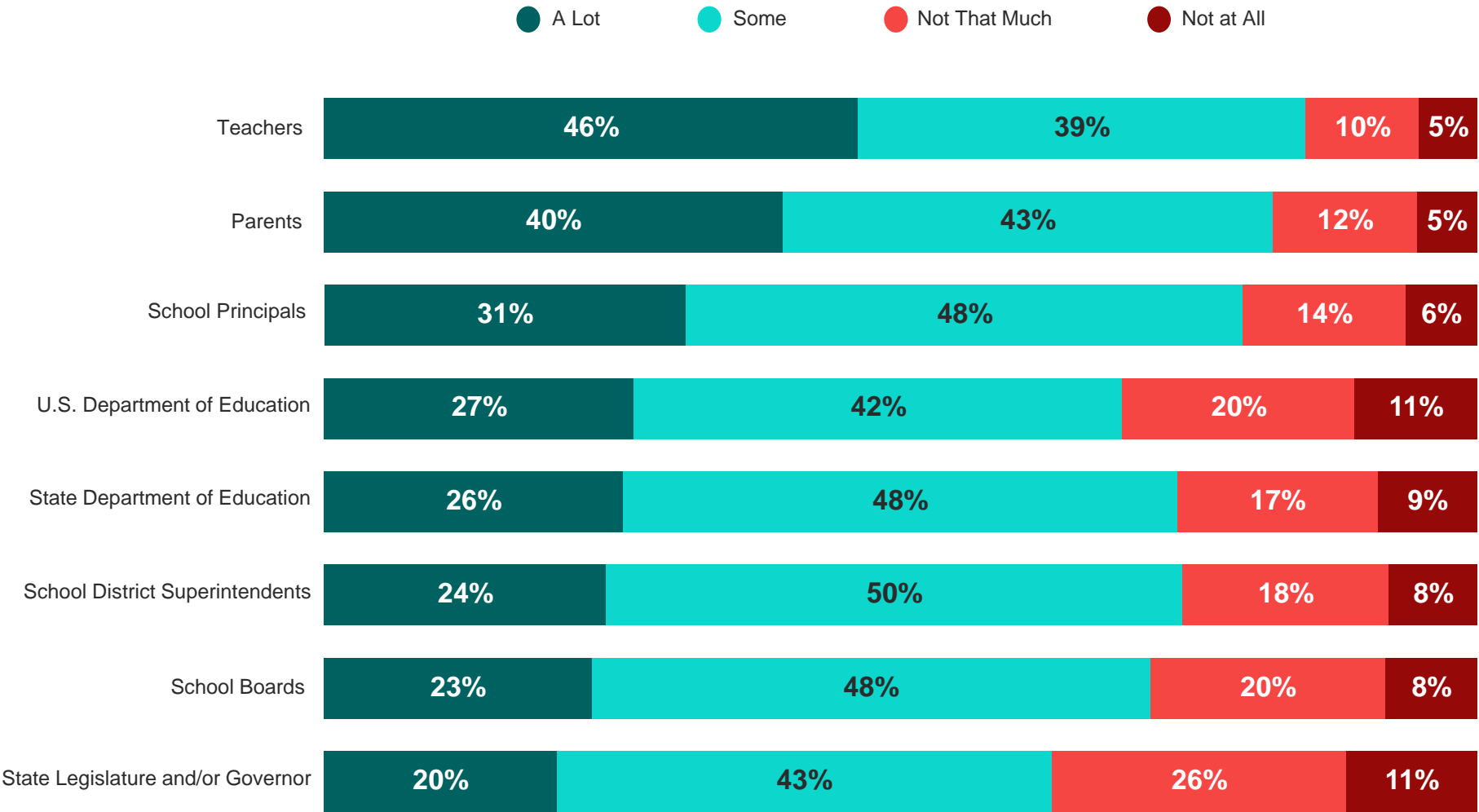


# Trust in Education Decision Makers

## 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

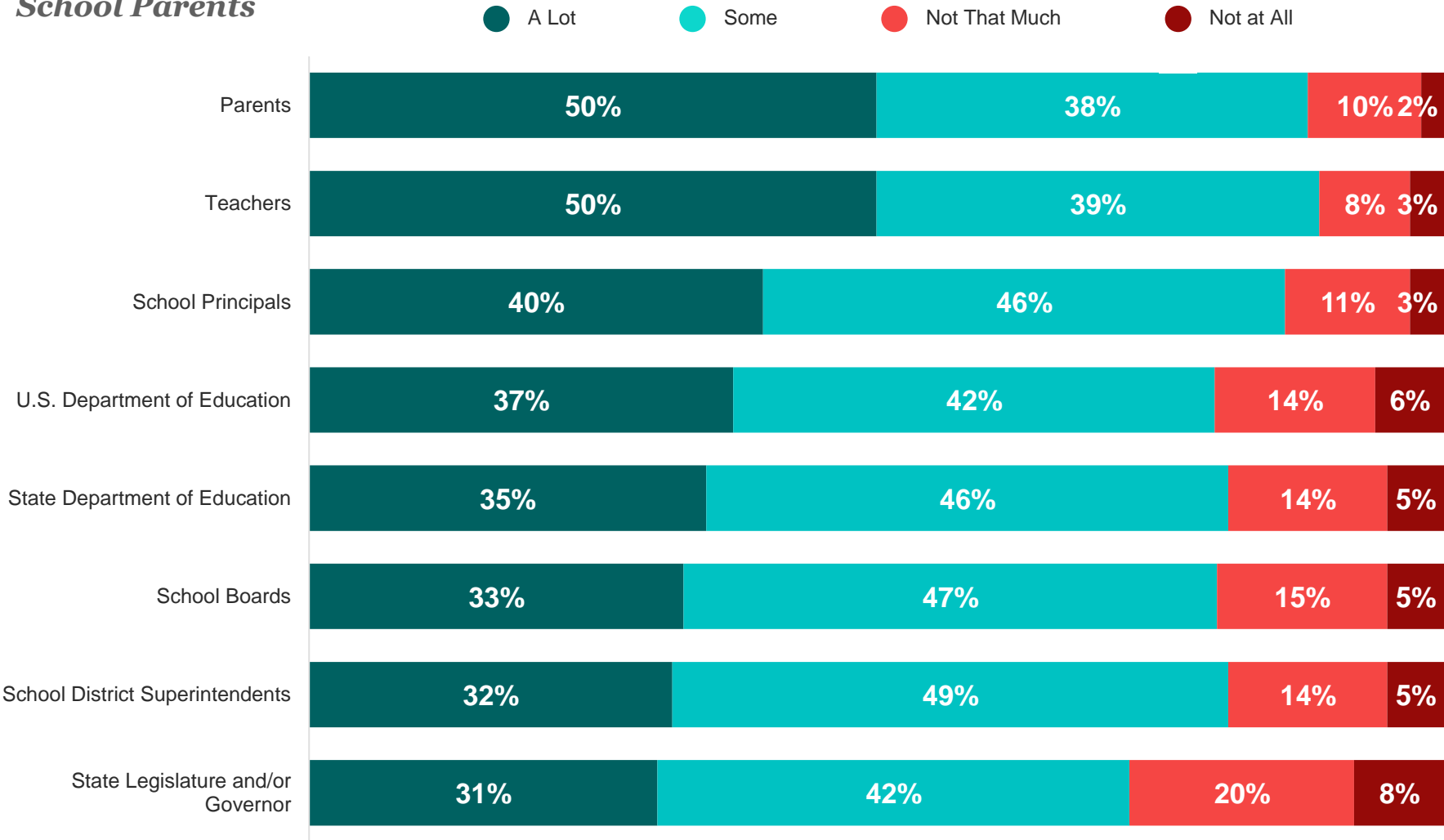


# Trust in Education Decision Makers

## School parents are also most likely to trust parents, teachers, 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*



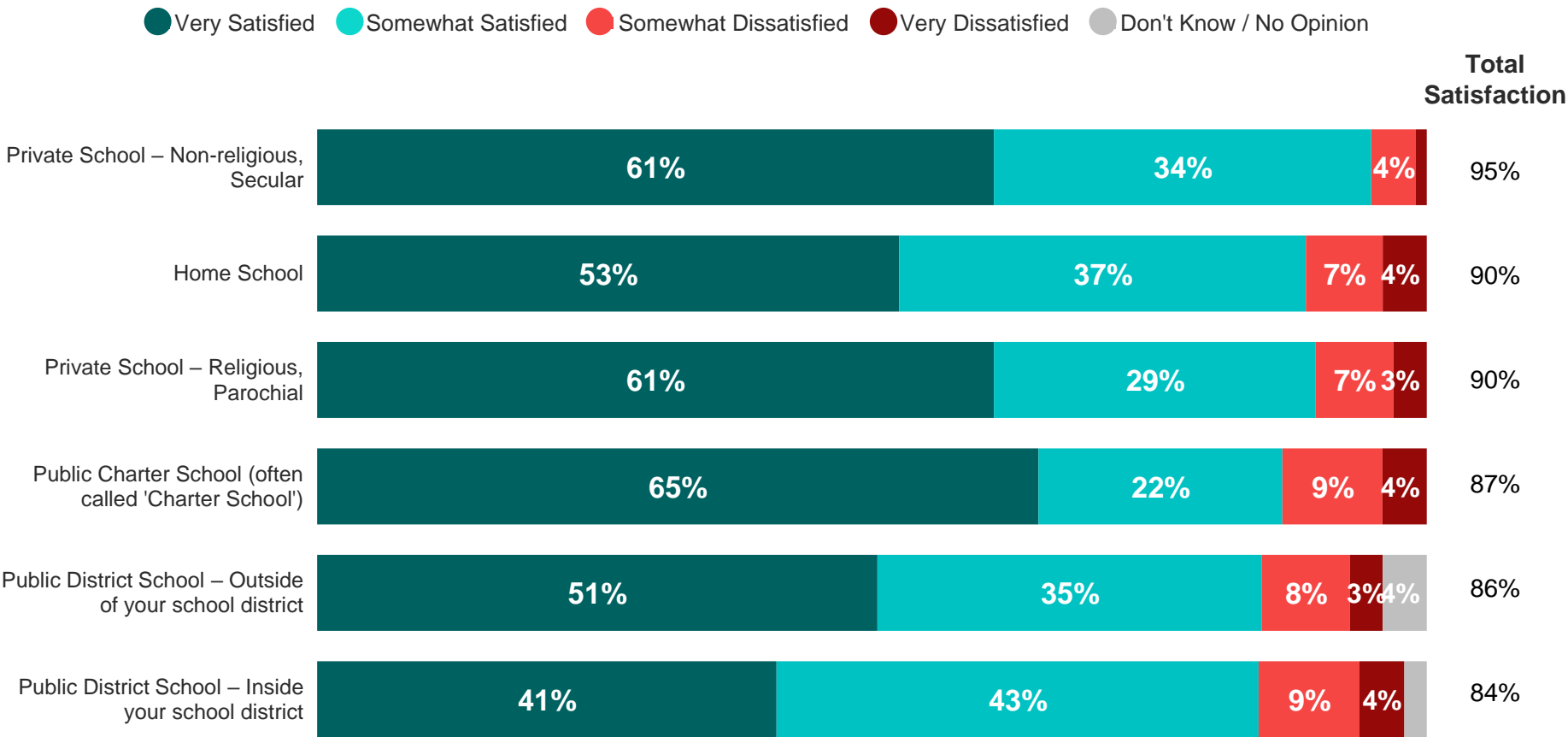


# Satisfaction with Schooling

Overall, parents are satisfied with their experiences across school types. Those with children attending public charter school or private school are most likely to be very satisfied.

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

School Parents



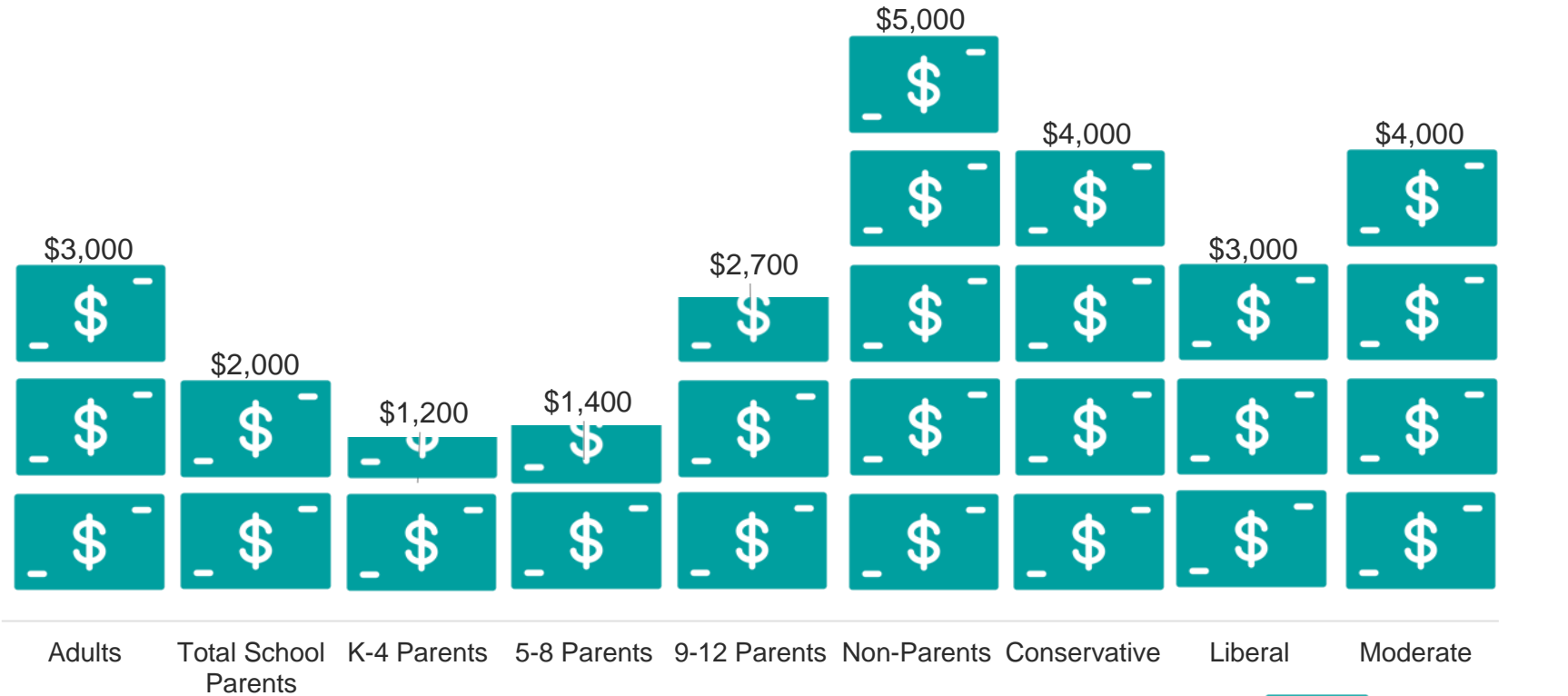
# School Spending Estimate

## Americans, especially school parents, continue to 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

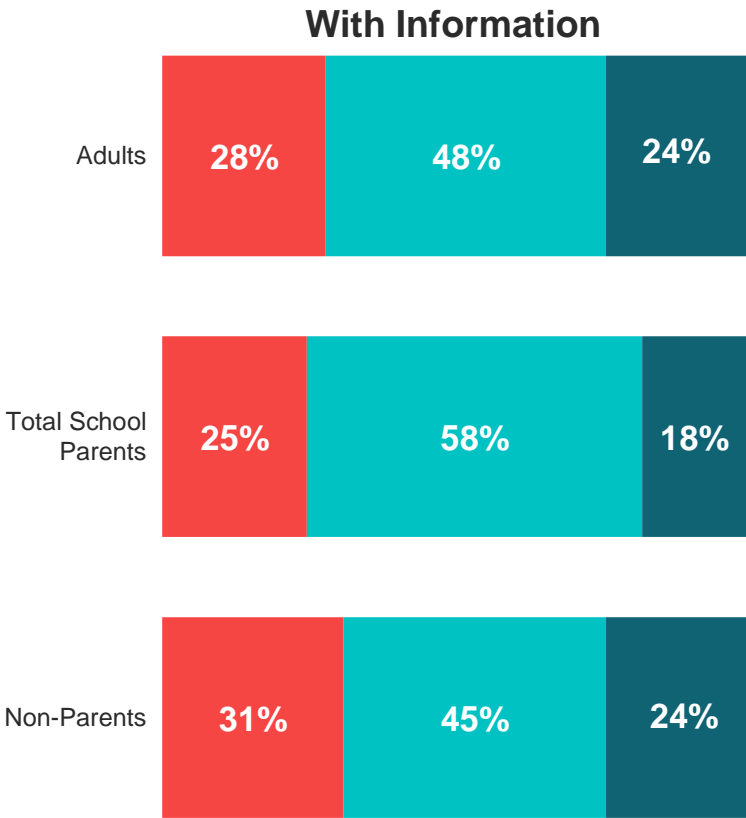
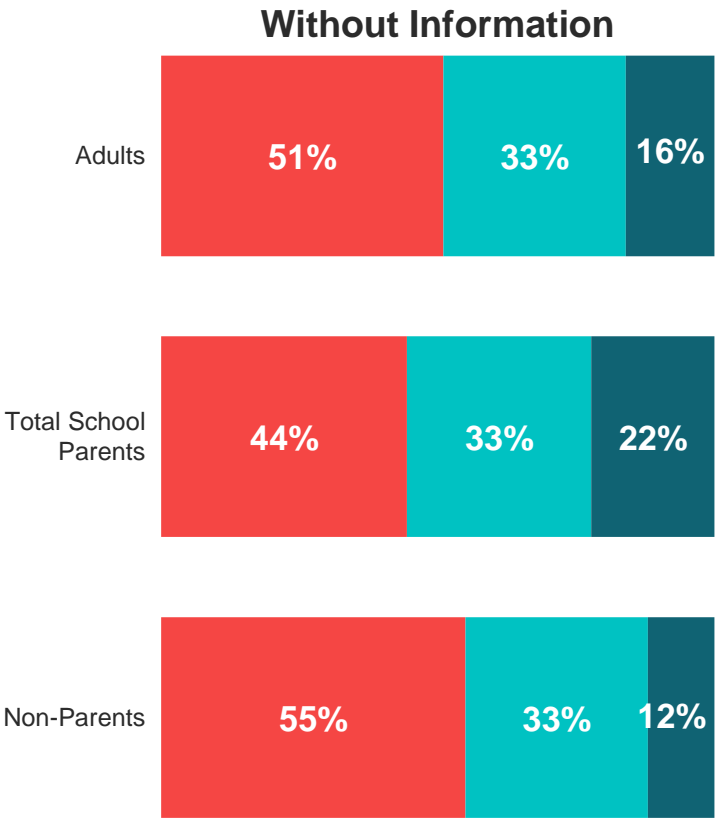
# School Funding

When given actual spending information, Americans are much less likely (-23 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



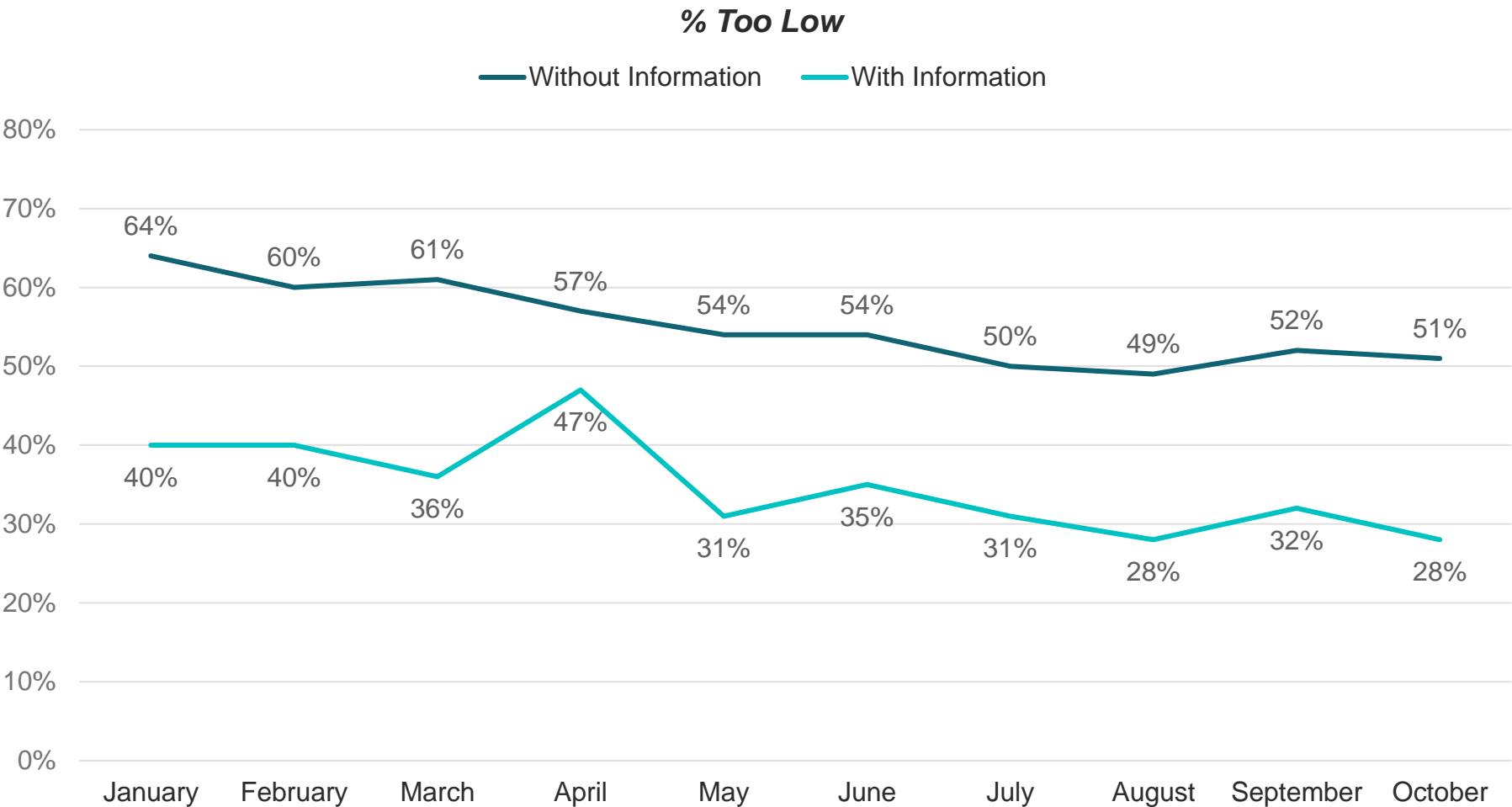
State Per Pupil Spending Source: National Center for Education Statistics

# School Funding

The proportion of Americans that indicate spending is too low has declined once again after seeing a slight uptick 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



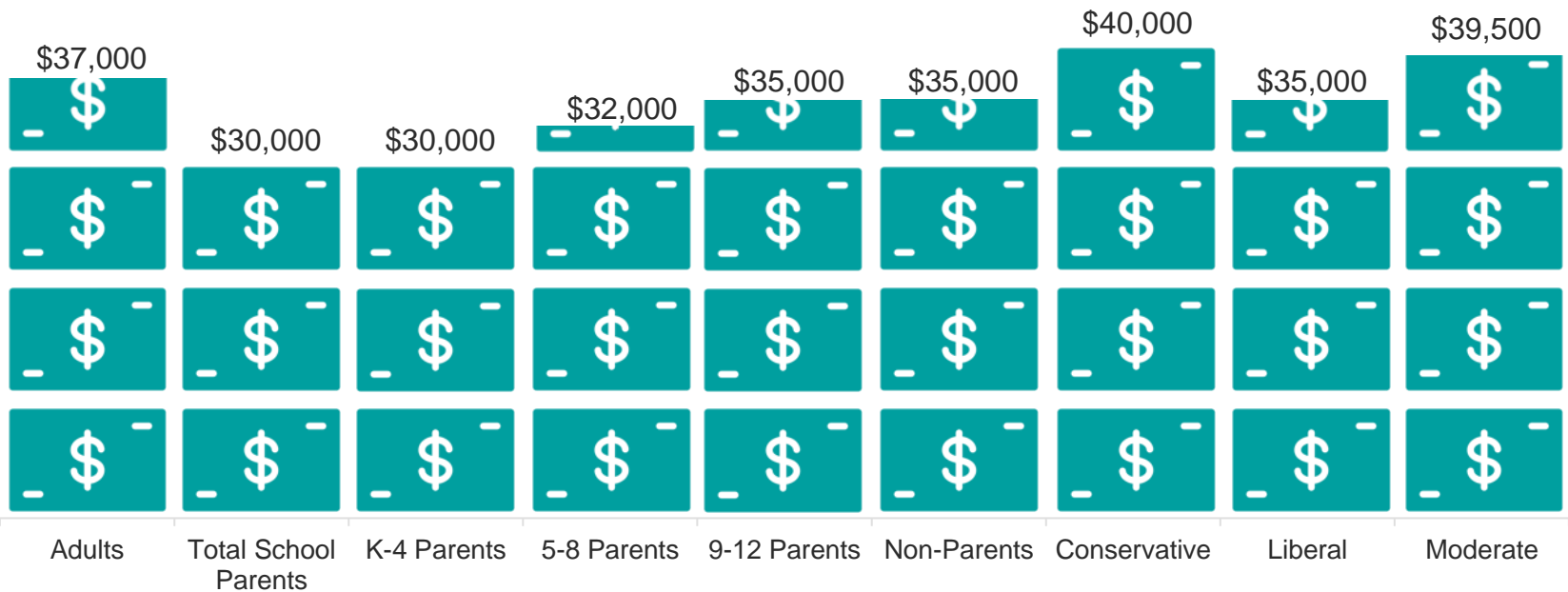
# Teacher Salary Estimate

## Americans still 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

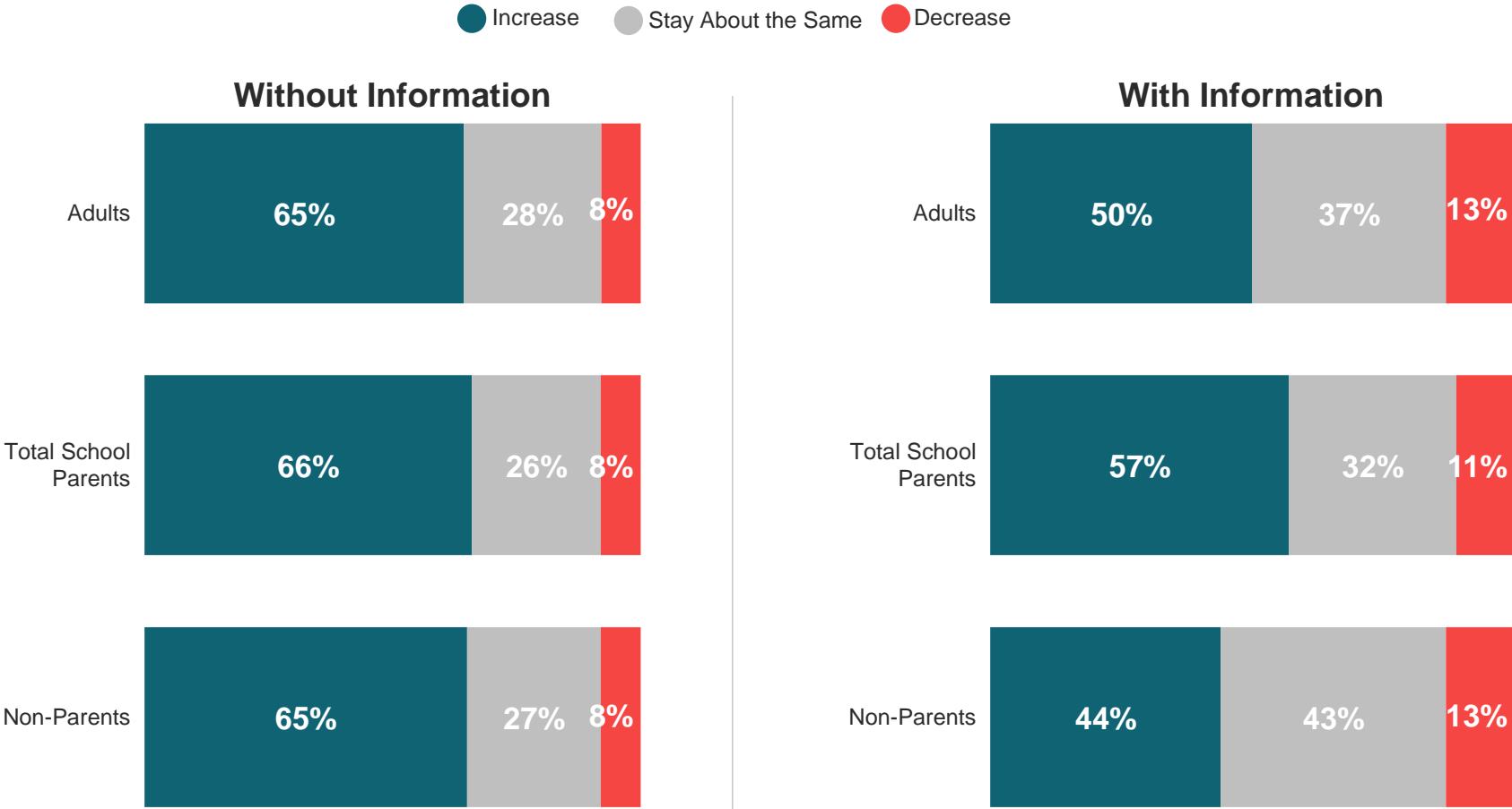
 = \$10,000

# Teacher Salaries

## Americans are less likely (-15 points) to say teacher salaries should increase when given a publicly reported 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:

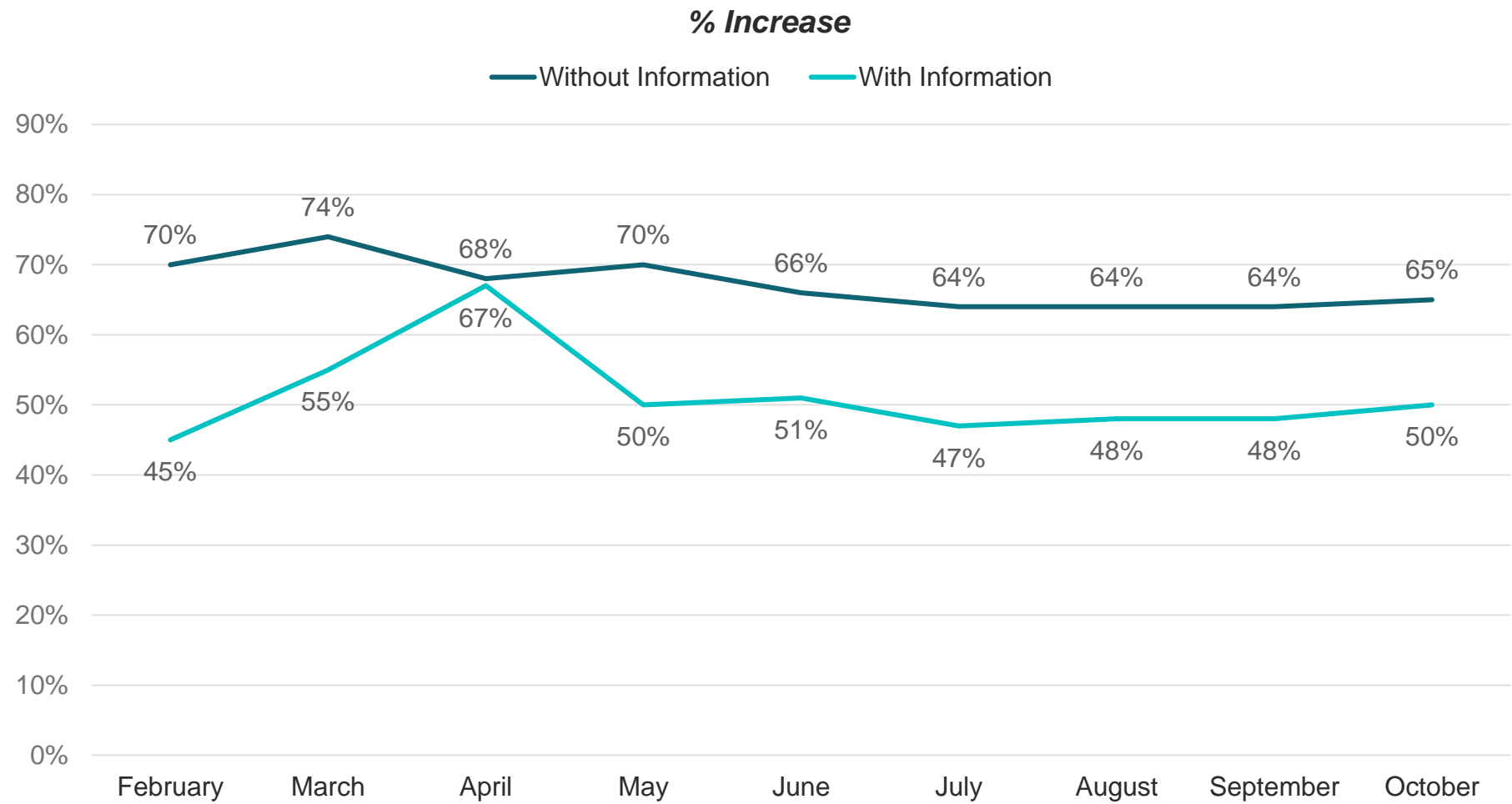


State Teacher Salary Source: National Center for Education Statistics

# Teacher Salaries

## The gap between those that received and did not receive information about teacher salaries has continued to hold 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**

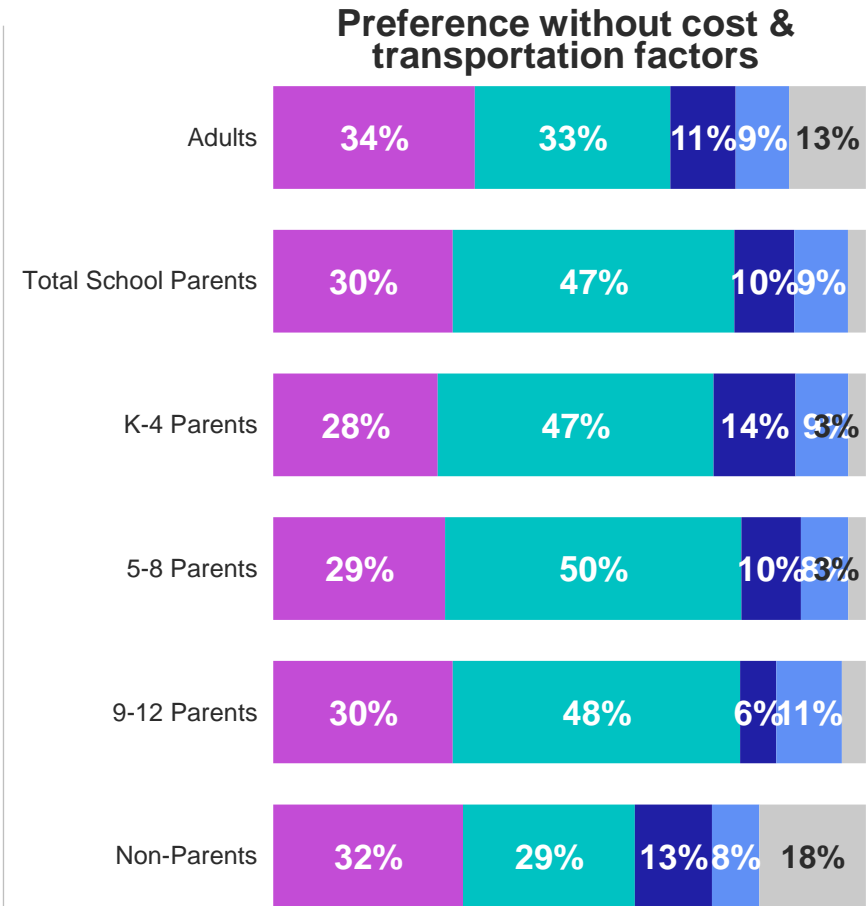
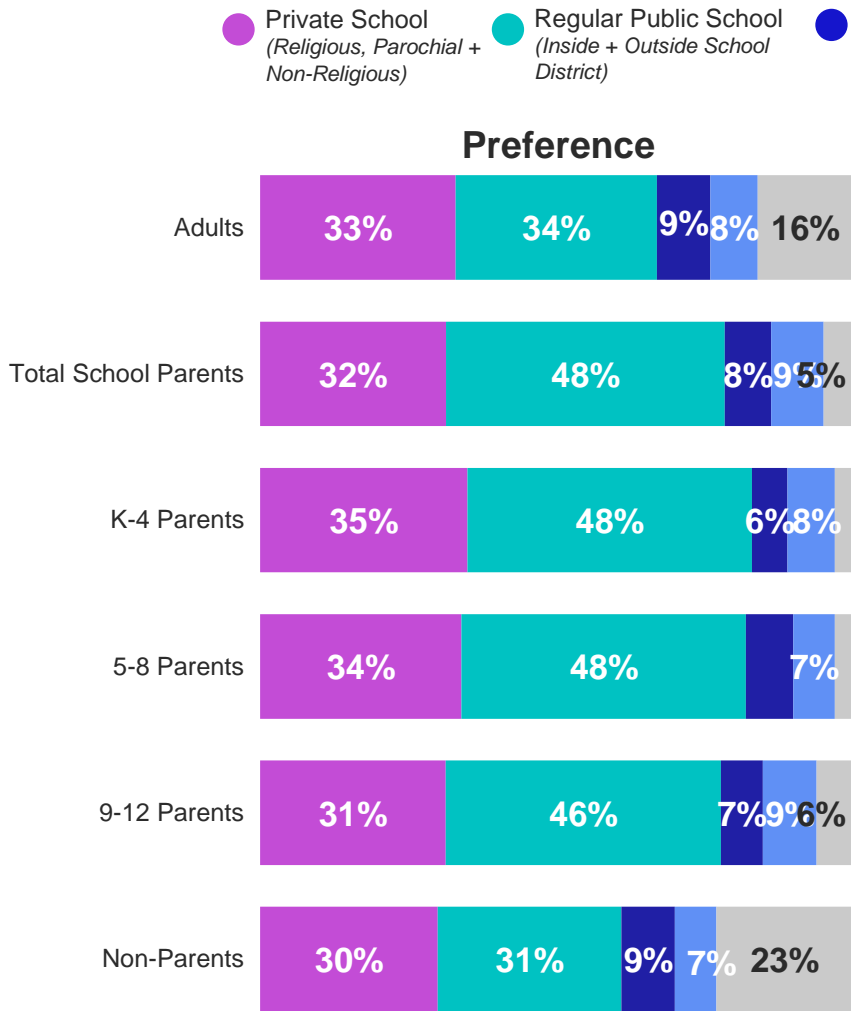


# Preferred Schooling Type

## Regardless of cost and transportation being factors, a plurality of parents would select a public school for their child.

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?



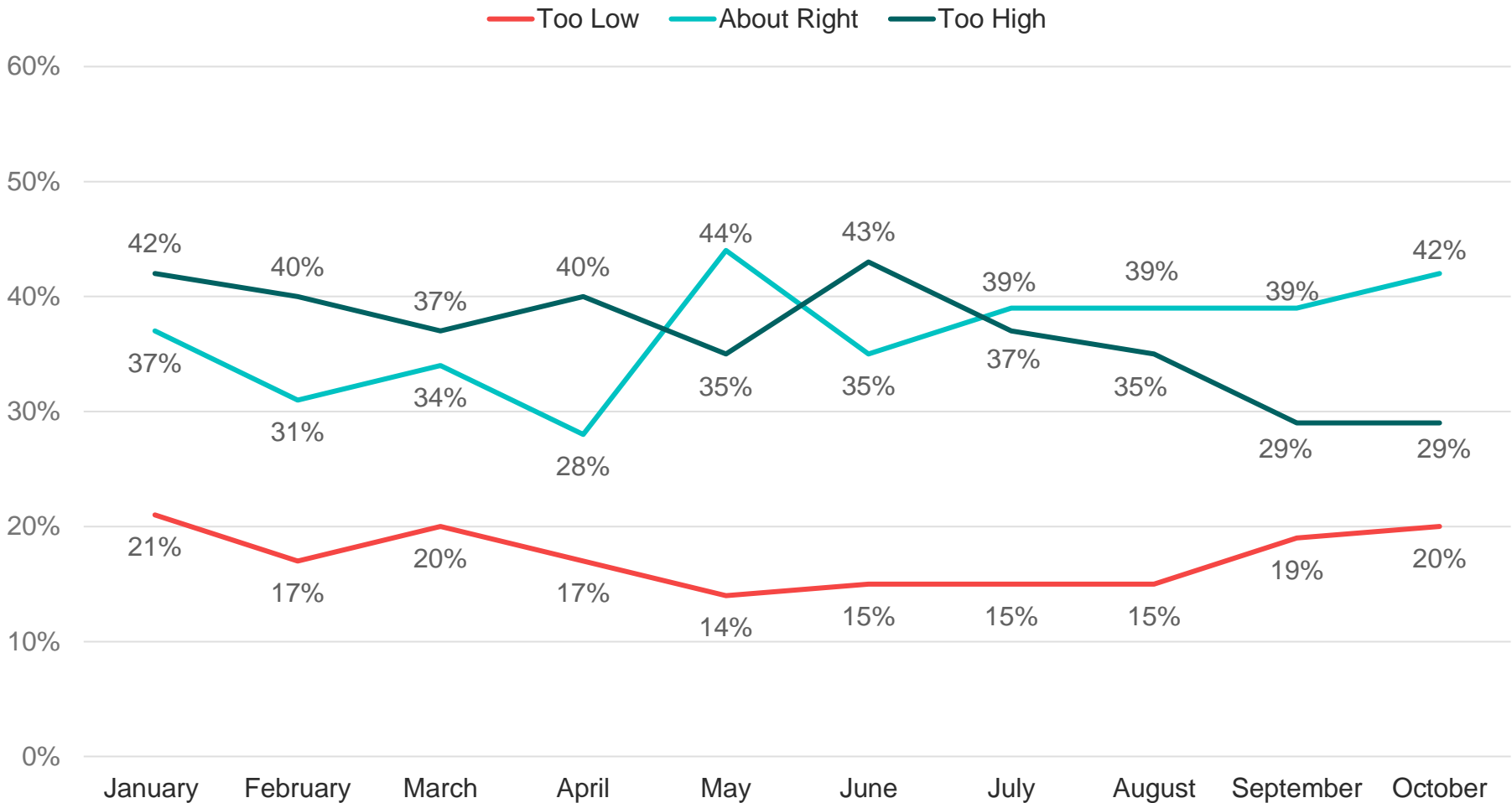


# Standardized Testing

Parents do not appear as concerned about testing since the spring. The proportion saying the amount of time spent on testing is ‘About Right’ has steadily increased in recent months.

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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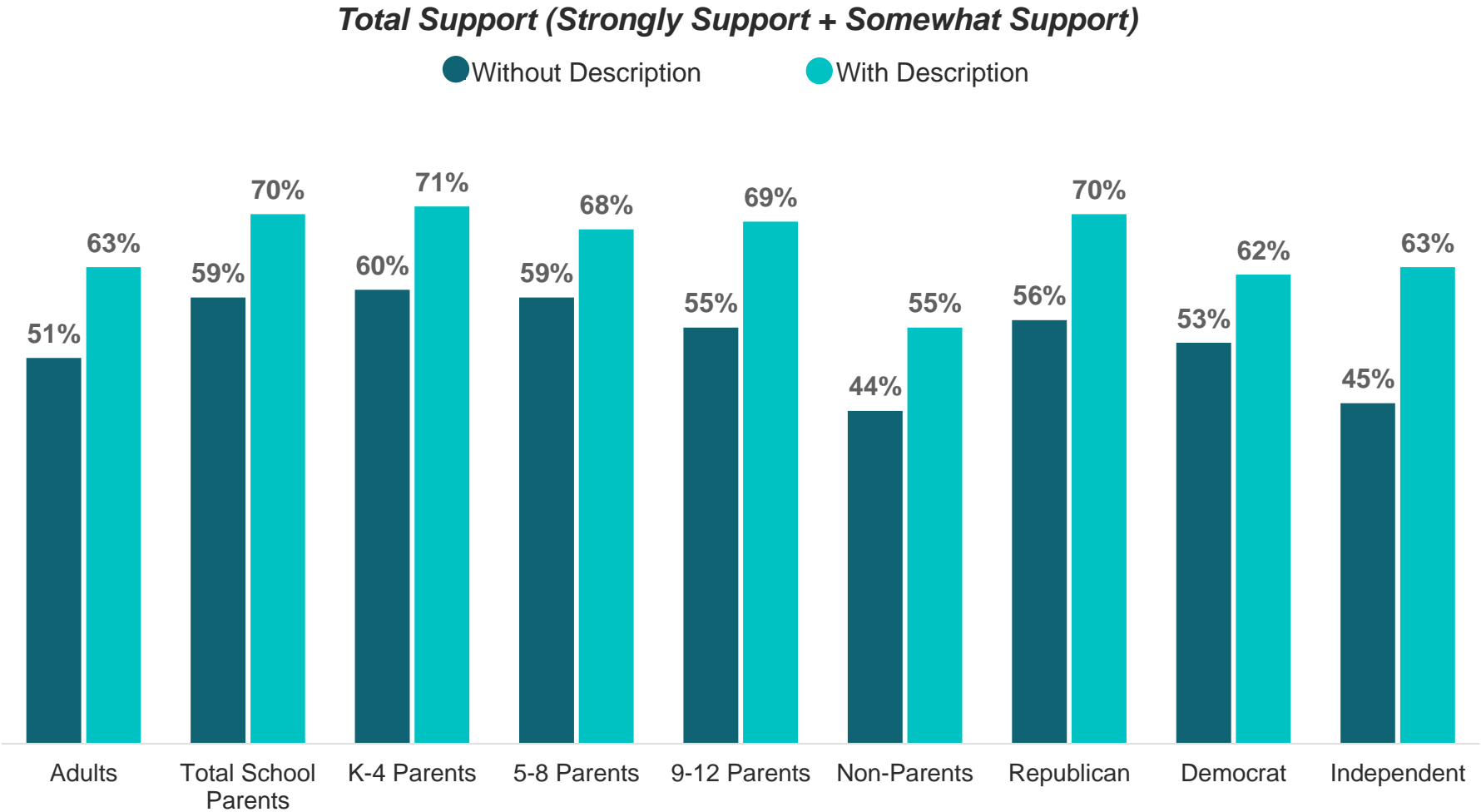


**Survey Profile and Demographics**

# 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?*

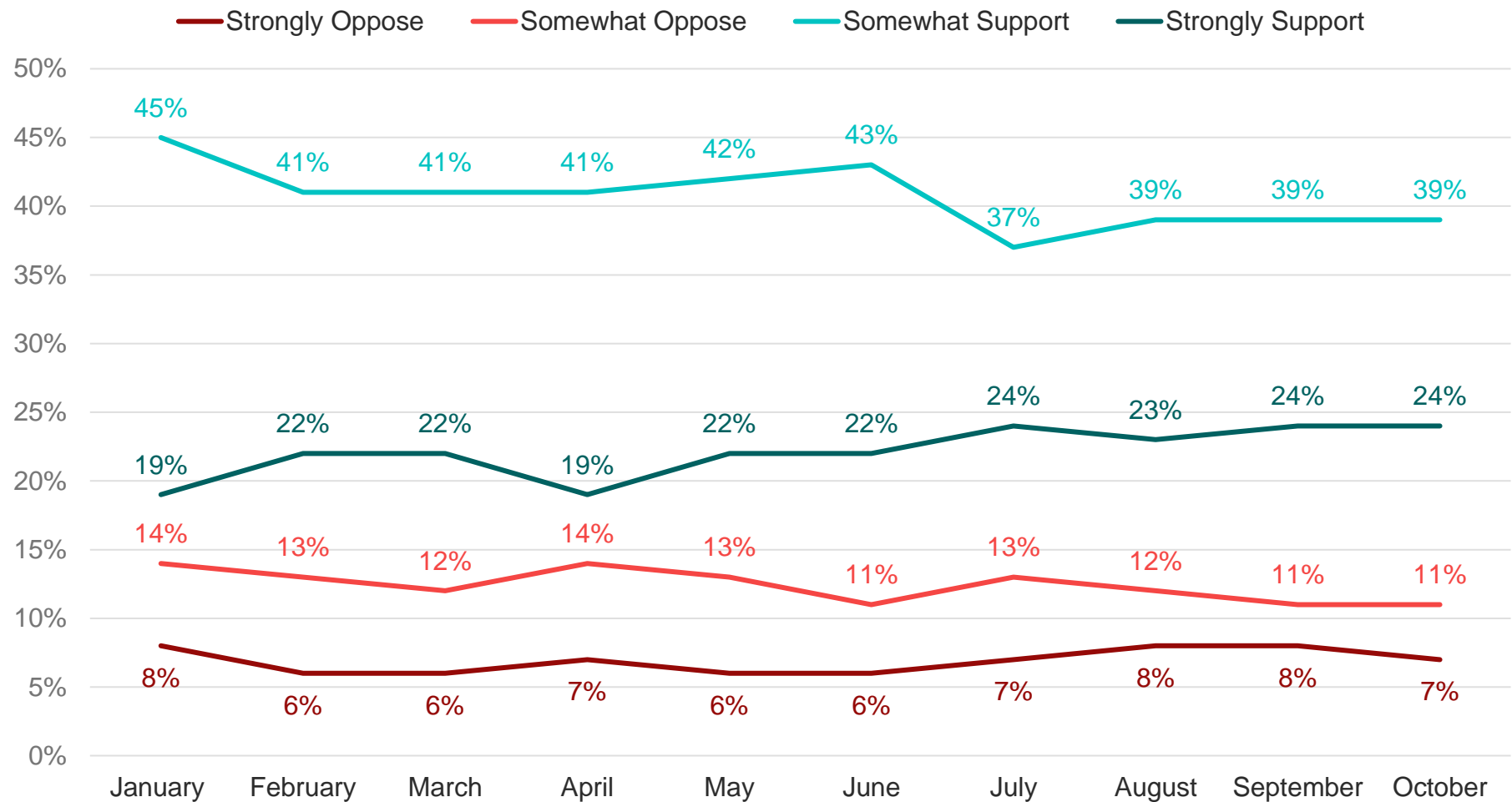


# Charter School Favorability

## Americans’ strong support of charter schools is up five points since April. Softer support has held steady since a June-to-July decrease.

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



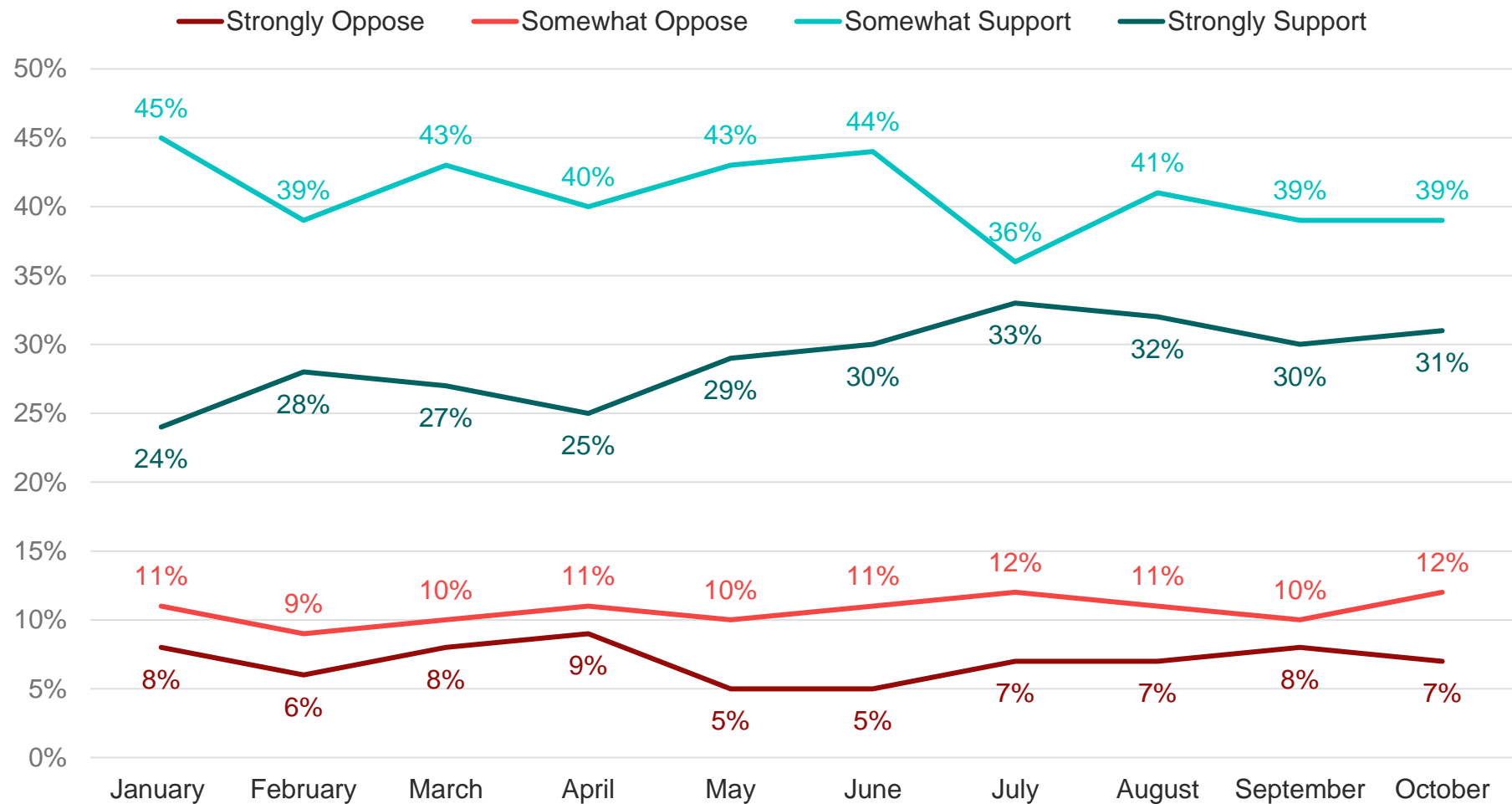
Note: Don't know/no opinion responses are not shown.

# Charter School Favorability

Among school parents, strong support for charter schools is up six points since April. Softer support has bounced more often and is now at the same level as in February.

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

## School Parents

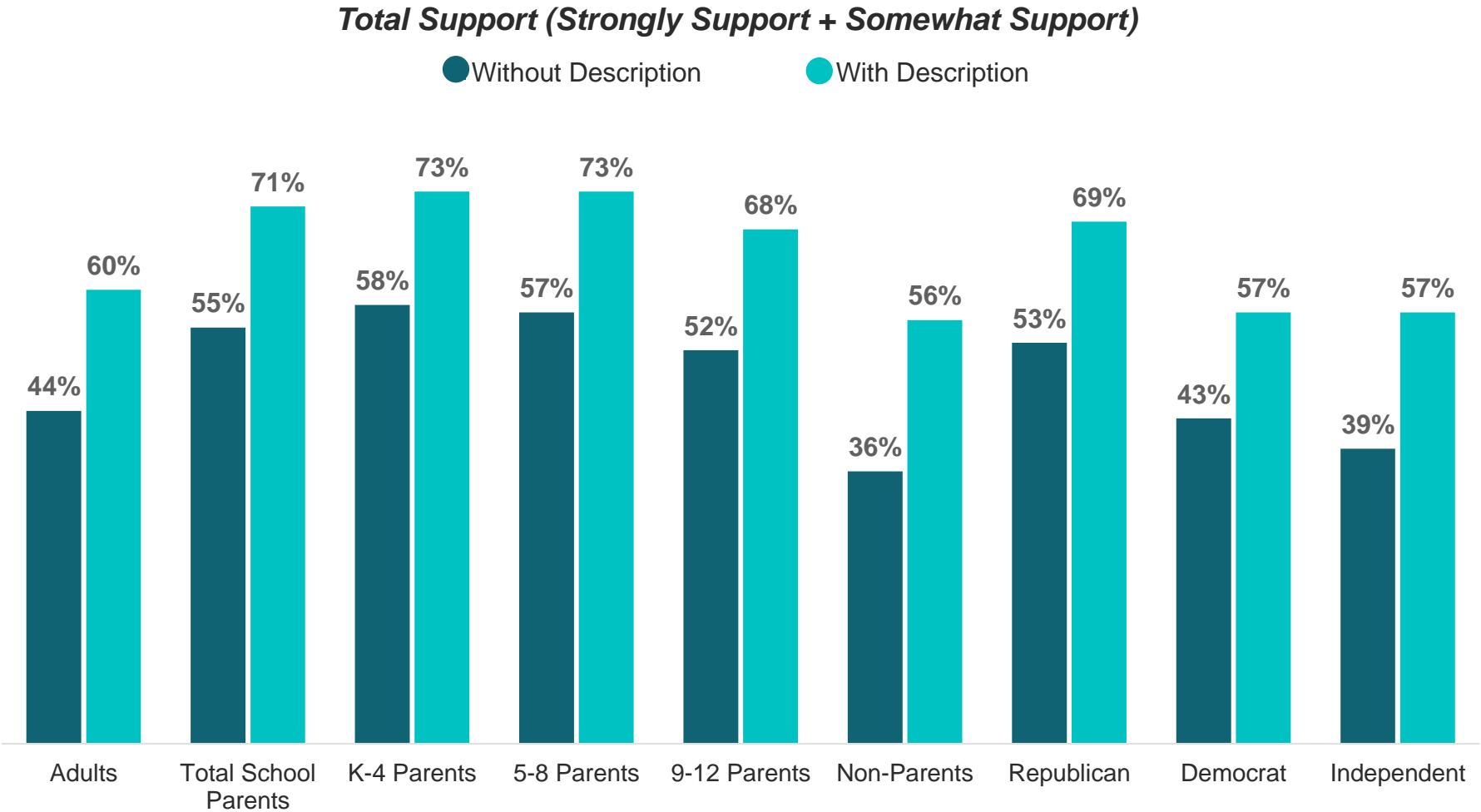


Note: Don't know/no opinion responses are not shown.

# School Voucher Favorability

## Respondents are more supportive of school vouchers when given a description – especially among non-parents and political 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?*

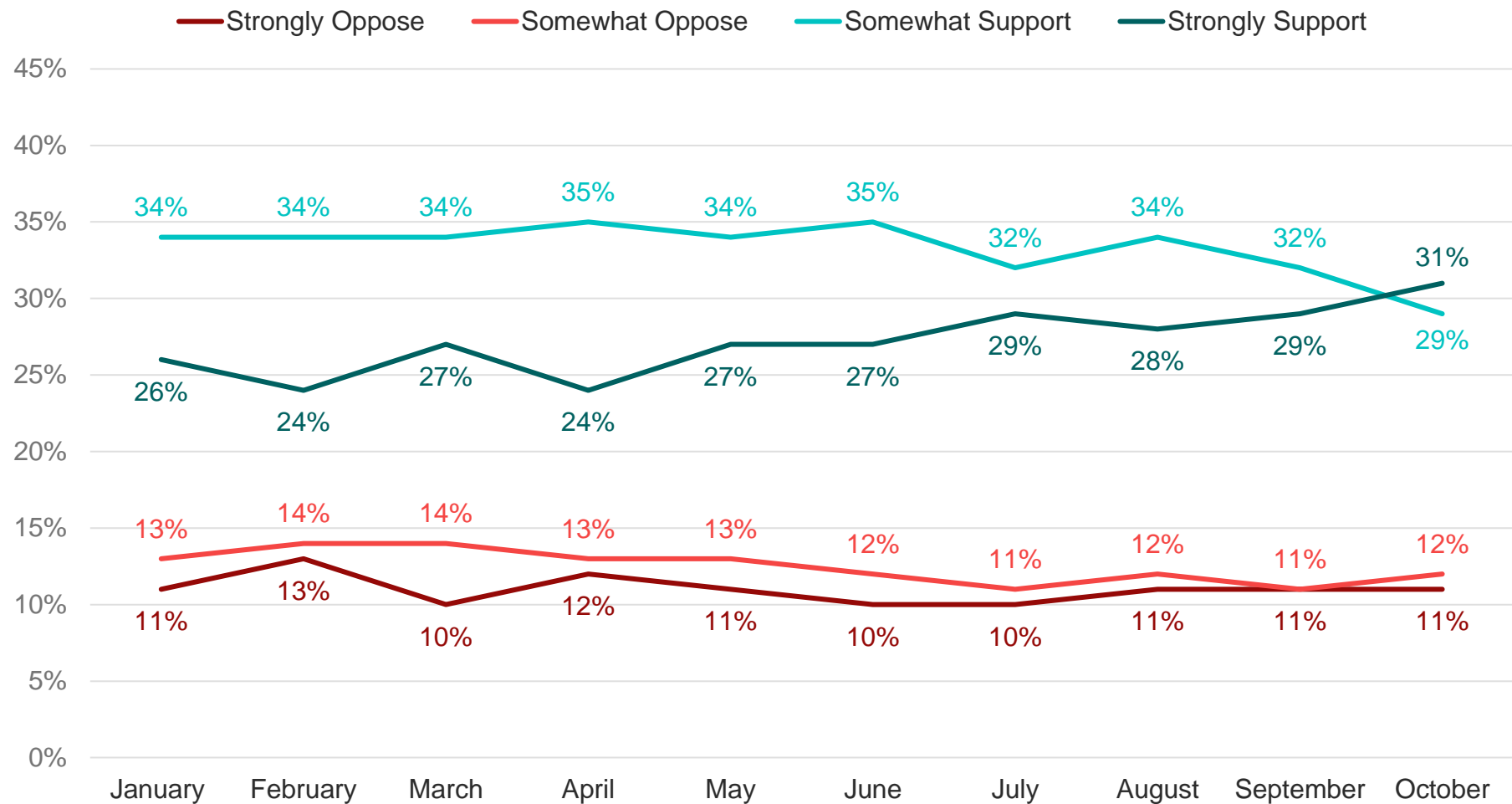


# School Voucher Favorability

## Strong support for school vouchers continues to strengthen since January.

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

### All Adults



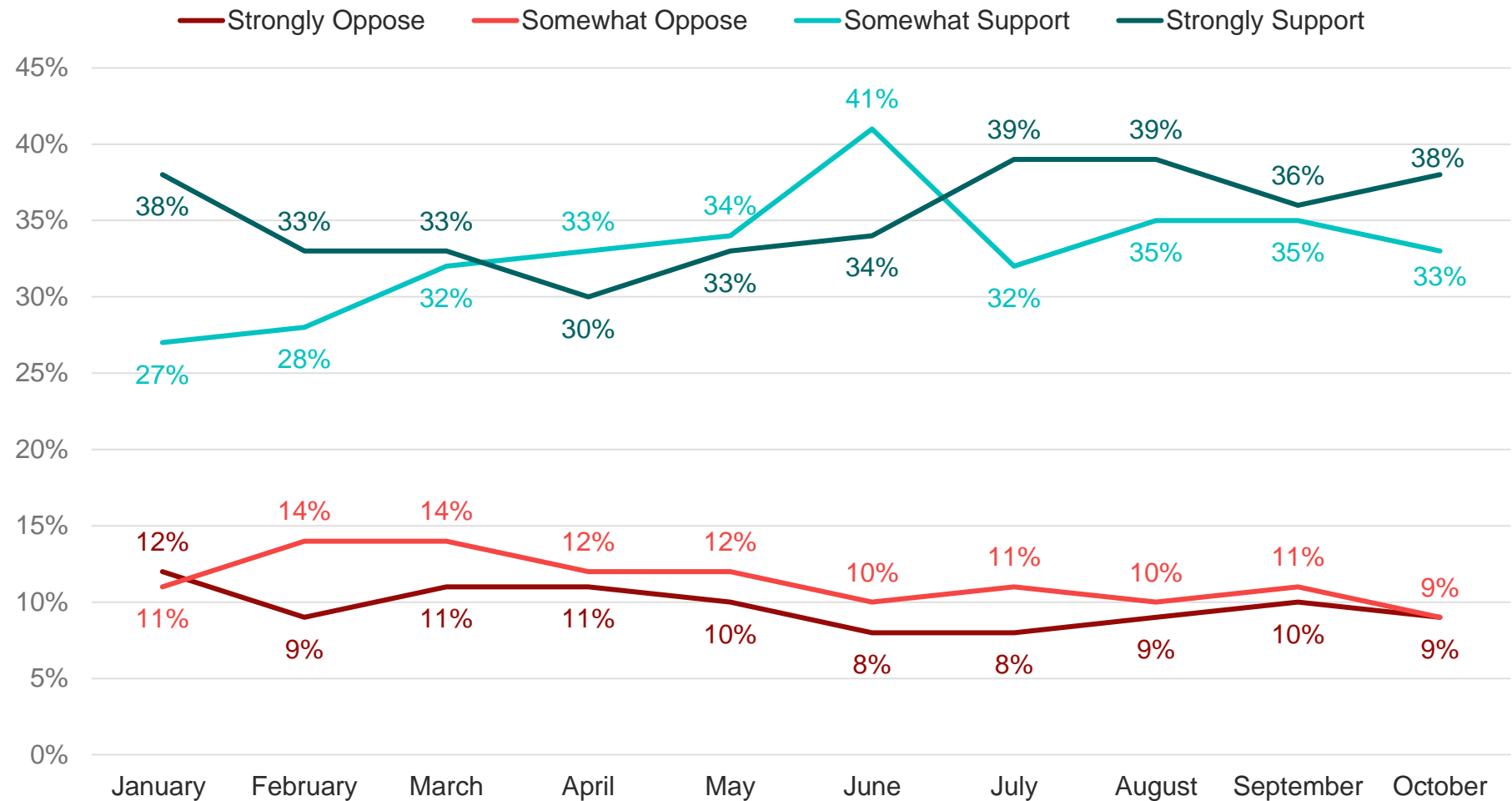
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# School Voucher Favorability

Among school parents, strong support for school vouchers is statistically the same since July, and up eight points since April. Other than May-June-July volatility soft support has been steady for one-third of parents.

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



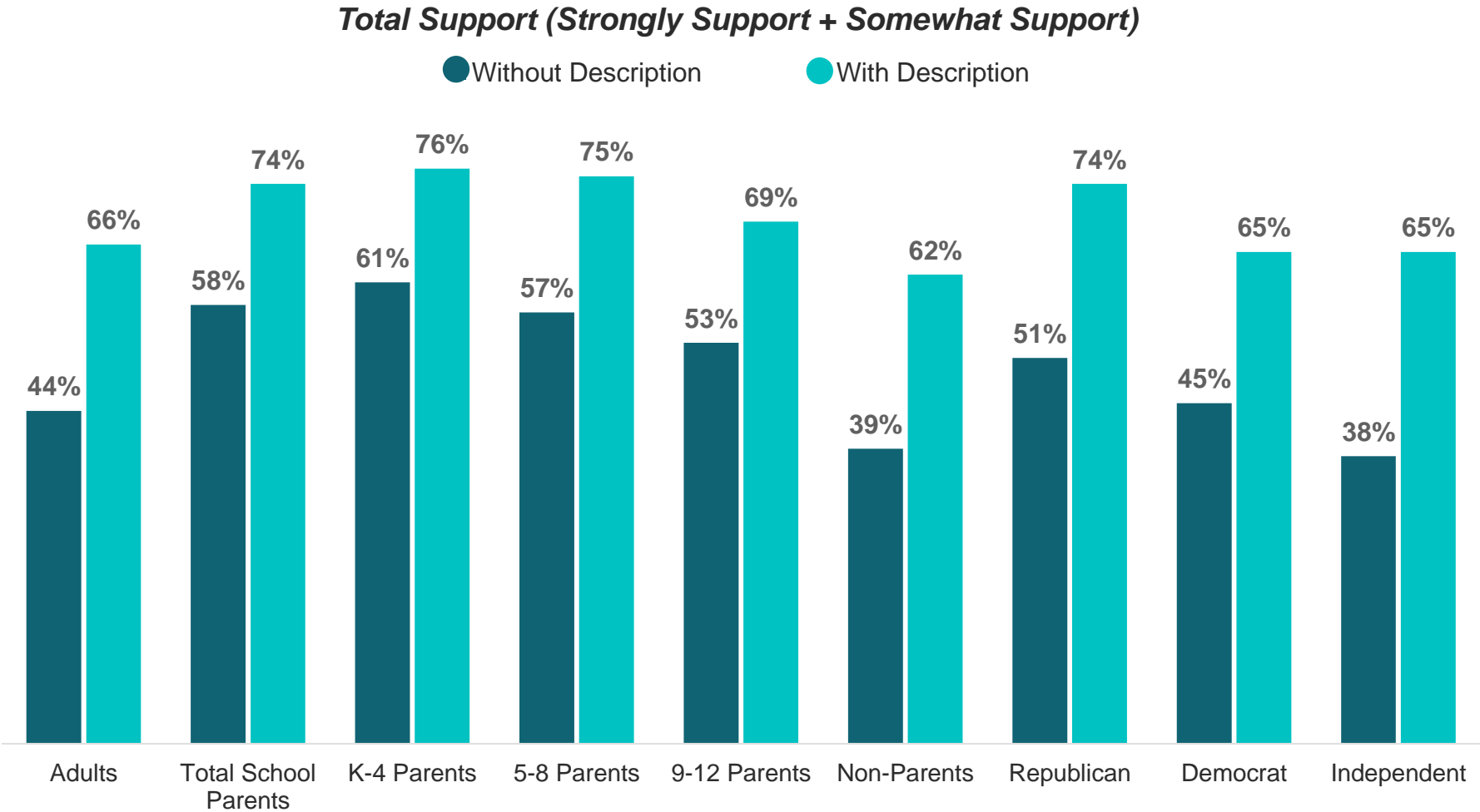
Note: Don't know/no opinion responses are not shown.



# 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?

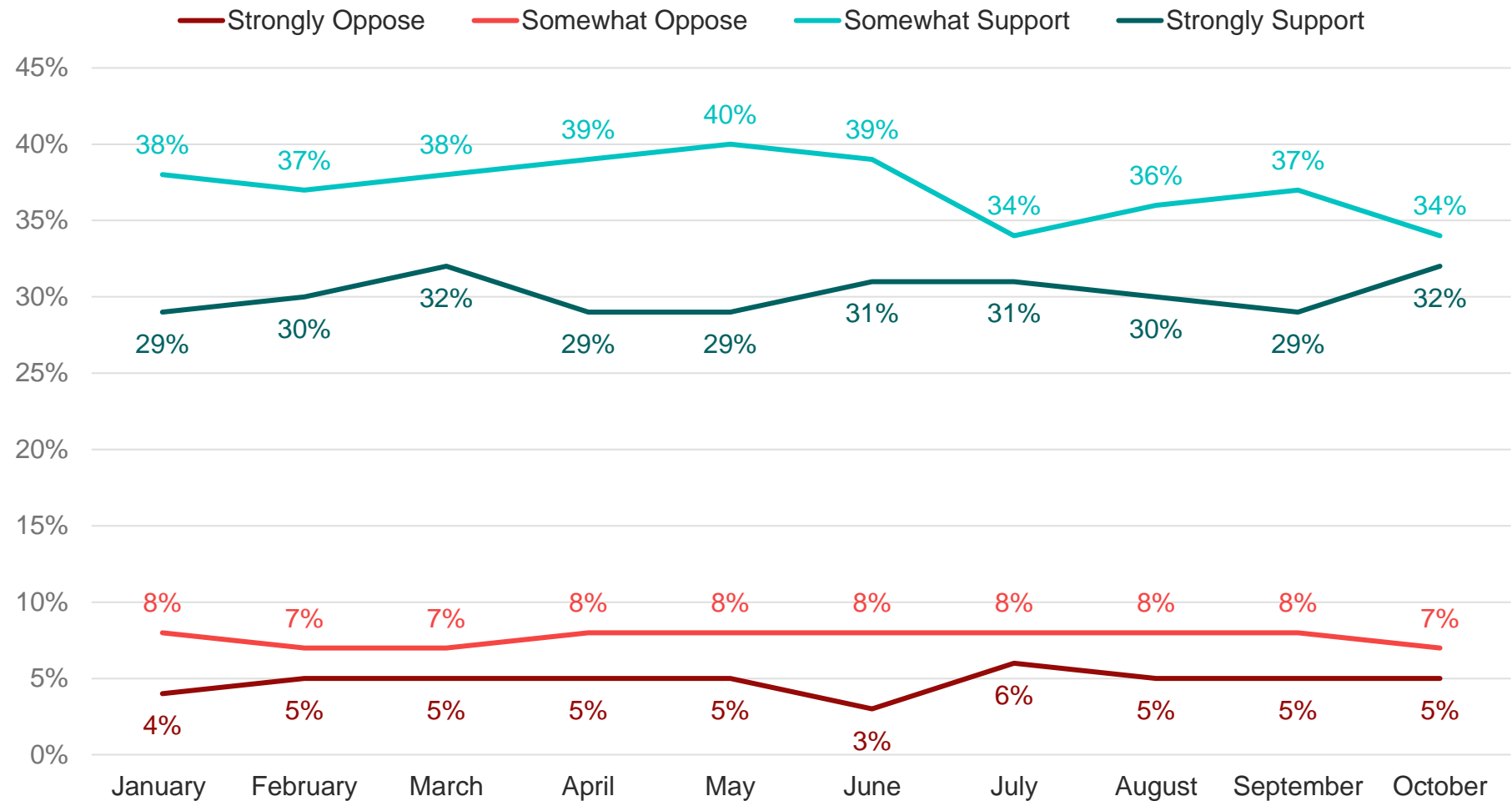


# Education Savings Account Favorability

## In October, there was a slight uptick in strong support for education savings accounts compared to September.

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### All Adults



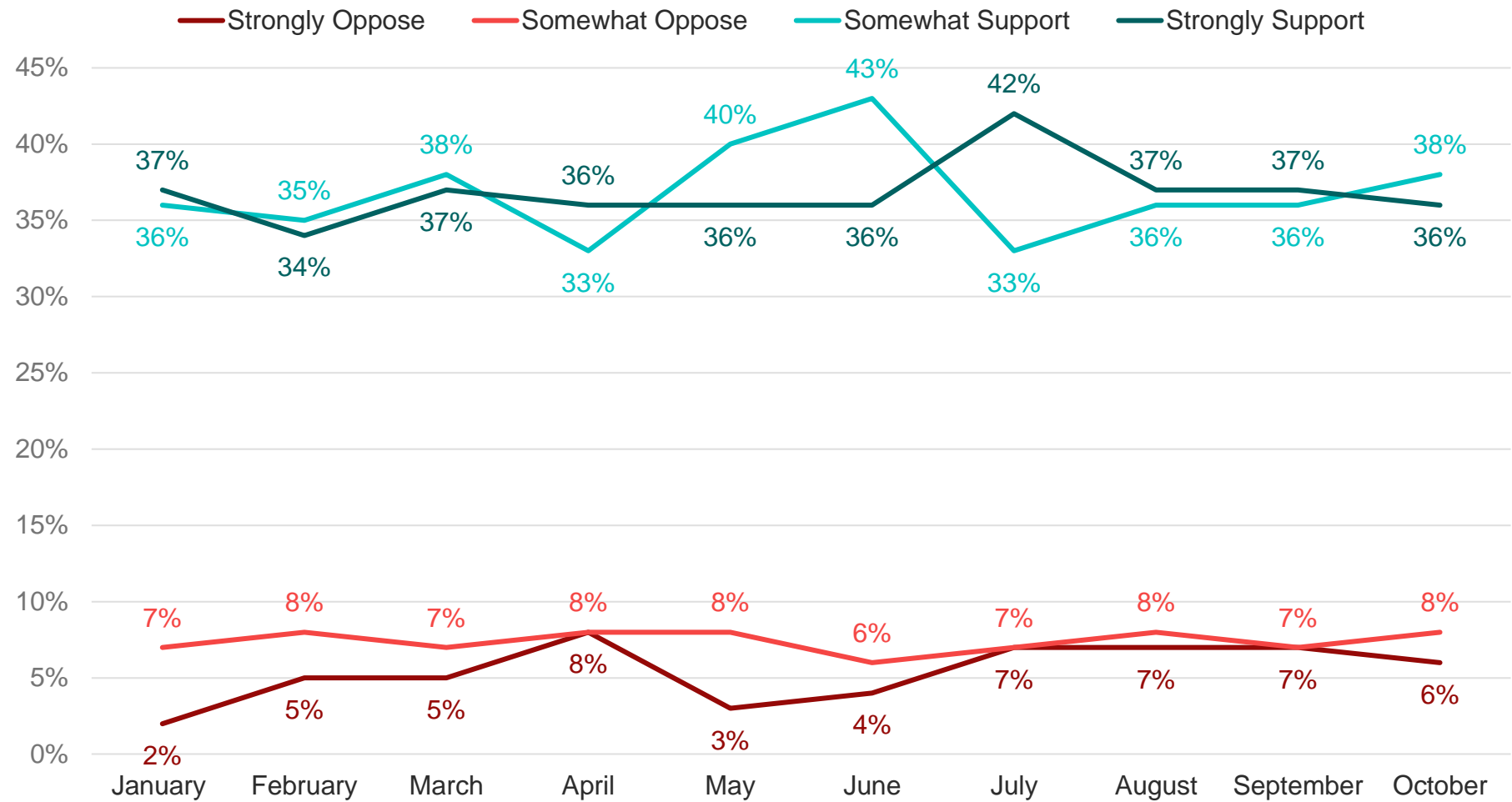
Note: Don't know/no opinion responses are not shown.

# Education Savings Account Favorability

## Among School Parents, support and opposition for education savings accounts has remained steady since August.

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### School Parents



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

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Opinions about K-12 Education



Awareness and Favorability of  
School Choice Policies



Perceptions of Teachers Unions

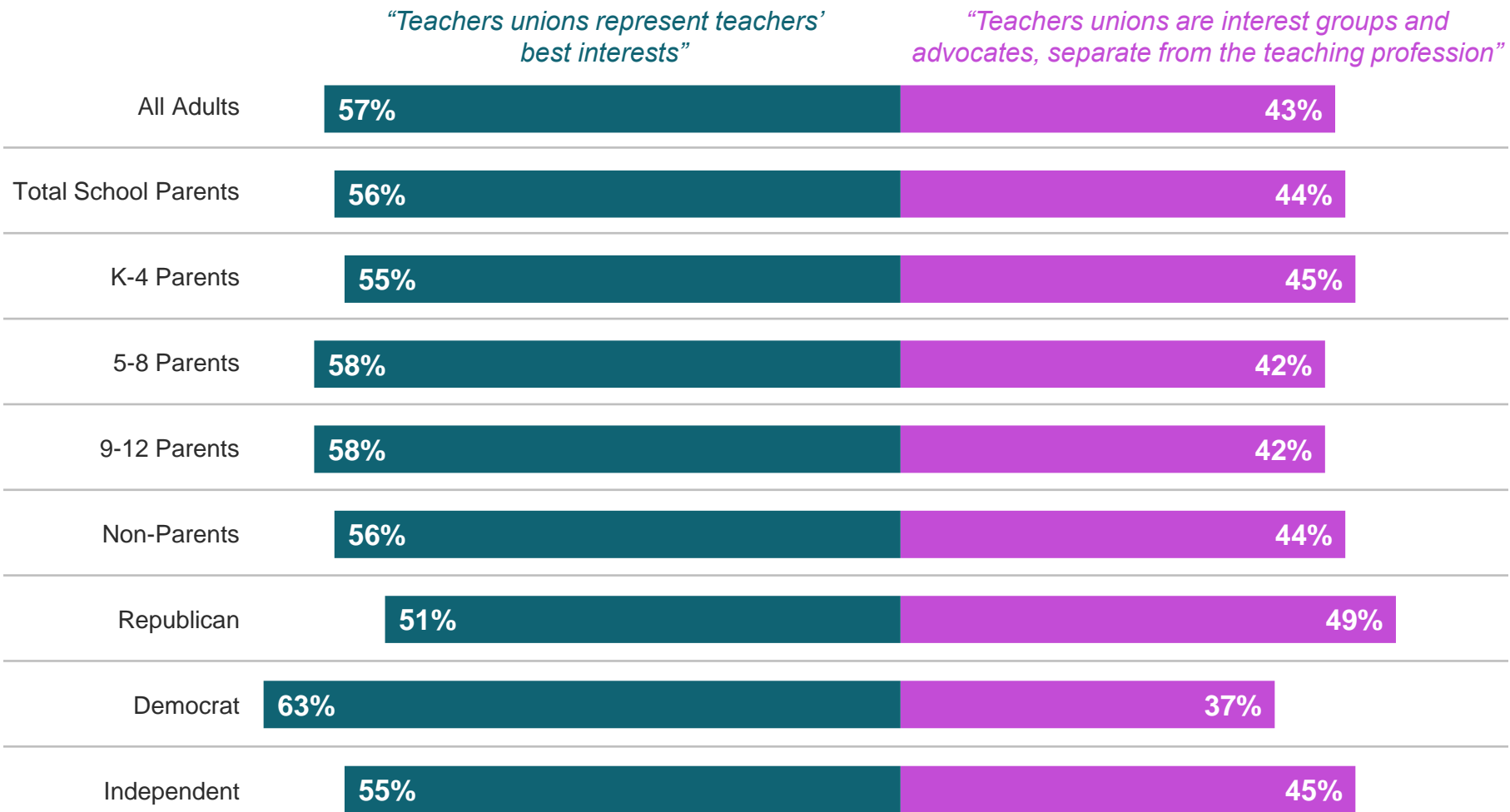


Survey Profile and Demographics

# Perception of Teachers Unions

While Americans are somewhat split on their perception of teachers unions, a slight majority agree “teachers unions represent teachers’ best interests.”

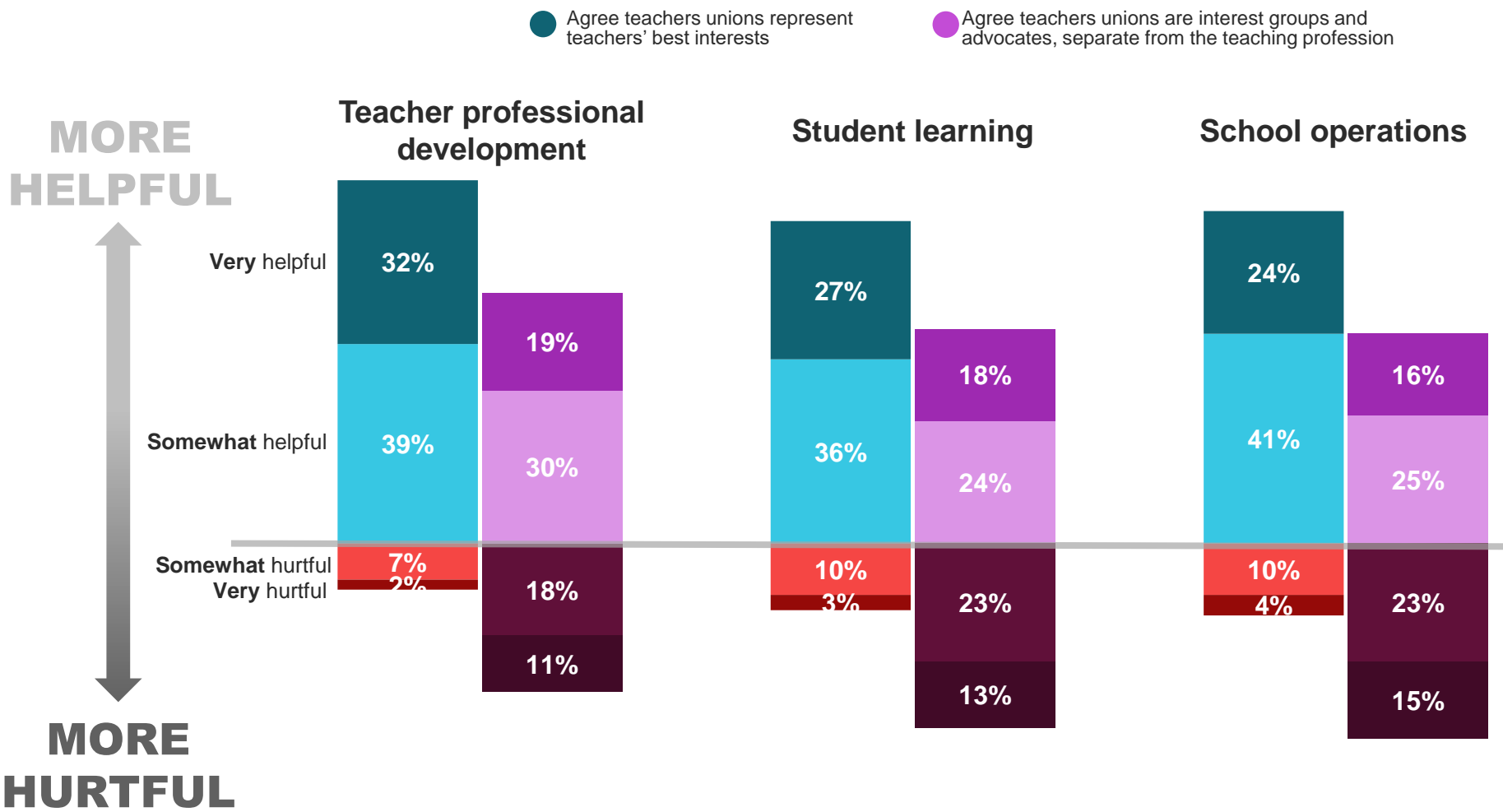
Which of the following do you agree with most even if neither completely matches your opinion?



Teachers  
Unions  
Perceived  
Impact

Americans that believe “teachers unions represent teachers’ best interests” feel unions are more helpful generally. Those who agree “teachers unions are interest groups and advocates” find unions comparatively more harmful.

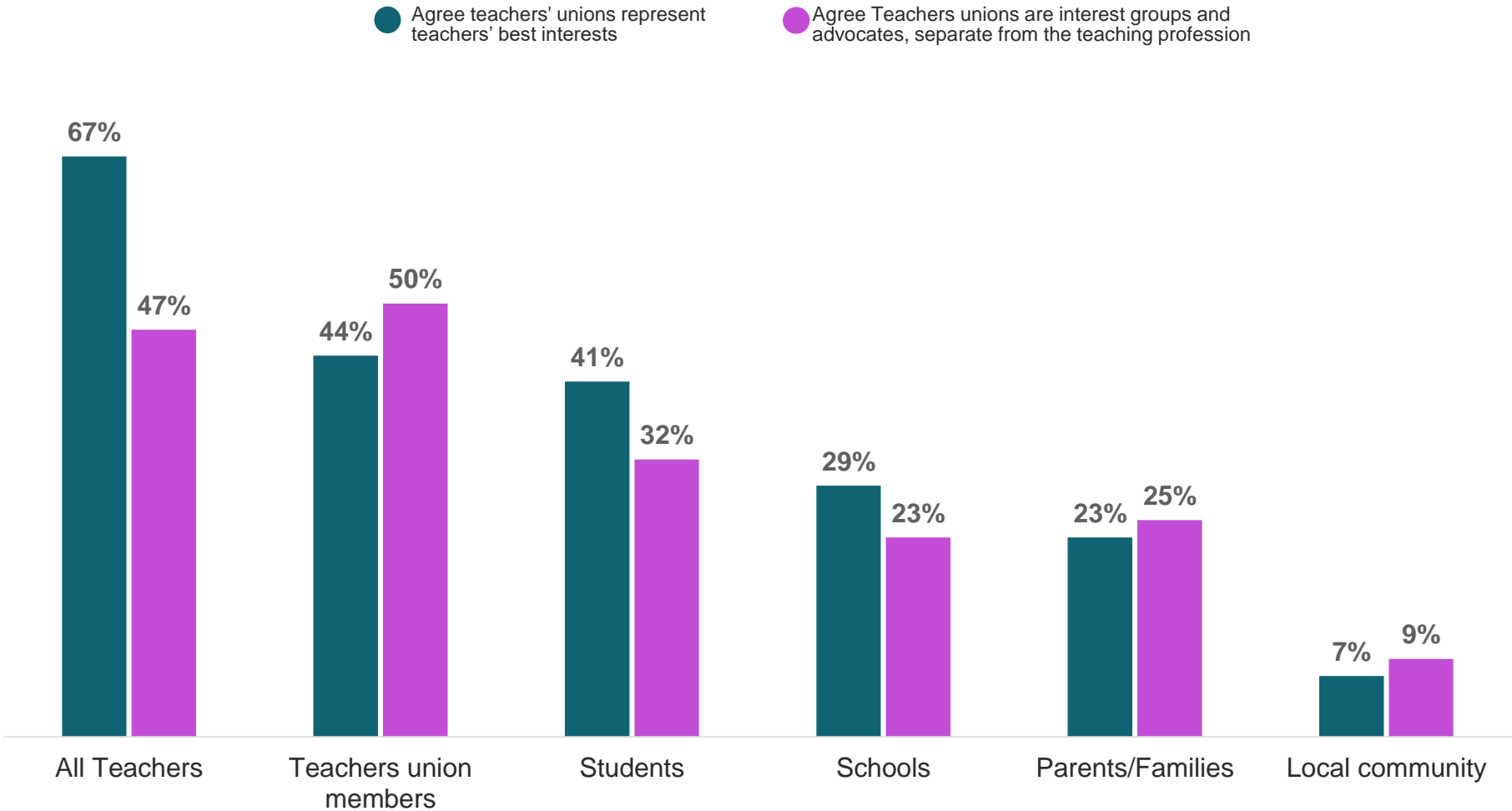
To what extent do you feel that teachers unions are helpful or harmful toward... ?



# Teachers Unions Perceived Interests

Teachers unions are much more likely to be perceived prioritizing their members and all teachers, rather than students, schools, families, or the local community.

Whose interests do you think teachers unions generally prioritize? Select up to 3.



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Survey Profile and Demographics



# Methodology

## Survey Profile, 1

Dates	October 12-29, 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	Gen Pop Median = 11.85 minutes, Oversample Median = 12.95 minutes
Sample Size	Total, N = 2,200 Gen Pop Adults
Oversampling	N=659 School Parents
Quotas	Age, Gender
Weighting	Age, Race, Ethnicity, Gender, Education, Census Region
Measure of Precision (adjusted for weighting)	± 2.37 percentage points (Gen Pop), ± 3.68 percentage points (Oversample)
Participation Rate	31.9% (Gen Pop), 11.0% (Oversample)
Methods Page	<a href="https://edchoice.morningconsultintelligence.com/methodology/">https://edchoice.morningconsultintelligence.com/methodology/</a>
Project Contact	Paul DiPerna, paul@edchoice.org

# Demographic Base Sizes

Demographics	Unweighted (N = )
Hispanic	211
White	1758
Non-Hispanic White	1647
Black	243
Other	86
Generation Z	203
Millennial	671
Generation X	608
Boomers	627
Male	1001
Female	1199
< College	682
College +	447
Northeast	238
Midwest	244
South	456
West	191

Demographics	Unweighted (N = )
Total School Parents	1278
K-4 Parents	770
5-8 Parents	531
9-12 Parents	454
Non-Parents	779
Liberal	660
Moderate	640
Conservative	735
Democrat	739
Independent	539
Republican	797
Urban	706
Suburban	843
Small Town	276
Rural	375
Low Income <\$35K	847
Middle Income \$35K to <\$75K	726
High Income \$75K+	627

# Demographic Base Sizes and Weights

Demographics	Unweighted	Weighted	Target (%)
Hispanic	10%	16%	16%
White	75%	78%	78%
Non-Hispanic White	69%	n/a	n/a
Black	11%	12%	12%
Other	4%	9%	9%
Age: 18-34	31%	30%	30%
Age: 35-44	18%	16%	16%
Age: 45-64	32%	34%	34%
Age: 65+	19%	20%	20%
Male	46%	48%	48%
Female	55%	52%	52%
< College	60%	69%	69%
College +	40%	31%	31%
Northeast	21%	18%	18%
Midwest	21%	21%	21%
South	41%	37%	37%
West	17%	24%	24%

## Methodology Update

### Methodology Update

In addition to the monthly general population polling, Morning Consult has begun oversampling K-12 school parents, among a national sample of parents living in the United States (including the District of Columbia). The sample is collected via stratified sampling based on race and ethnicity quota targets derived from the U.S. Census Bureau's 2016 Current Population Survey. Approximately 700 additional K-12 school parents are interviewed in English each month comprising the oversample. The completed K-12 school parent interviews are weighted to population totals obtained from the 2016 Current Population Survey on the following demographic variables: age, gender, region, race/ethnicity, and educational attainment. Morning Consult has also implemented a pre-administration quota to ensure at least 70 percent of K-12 parent respondents had at least one child attending a public district school.

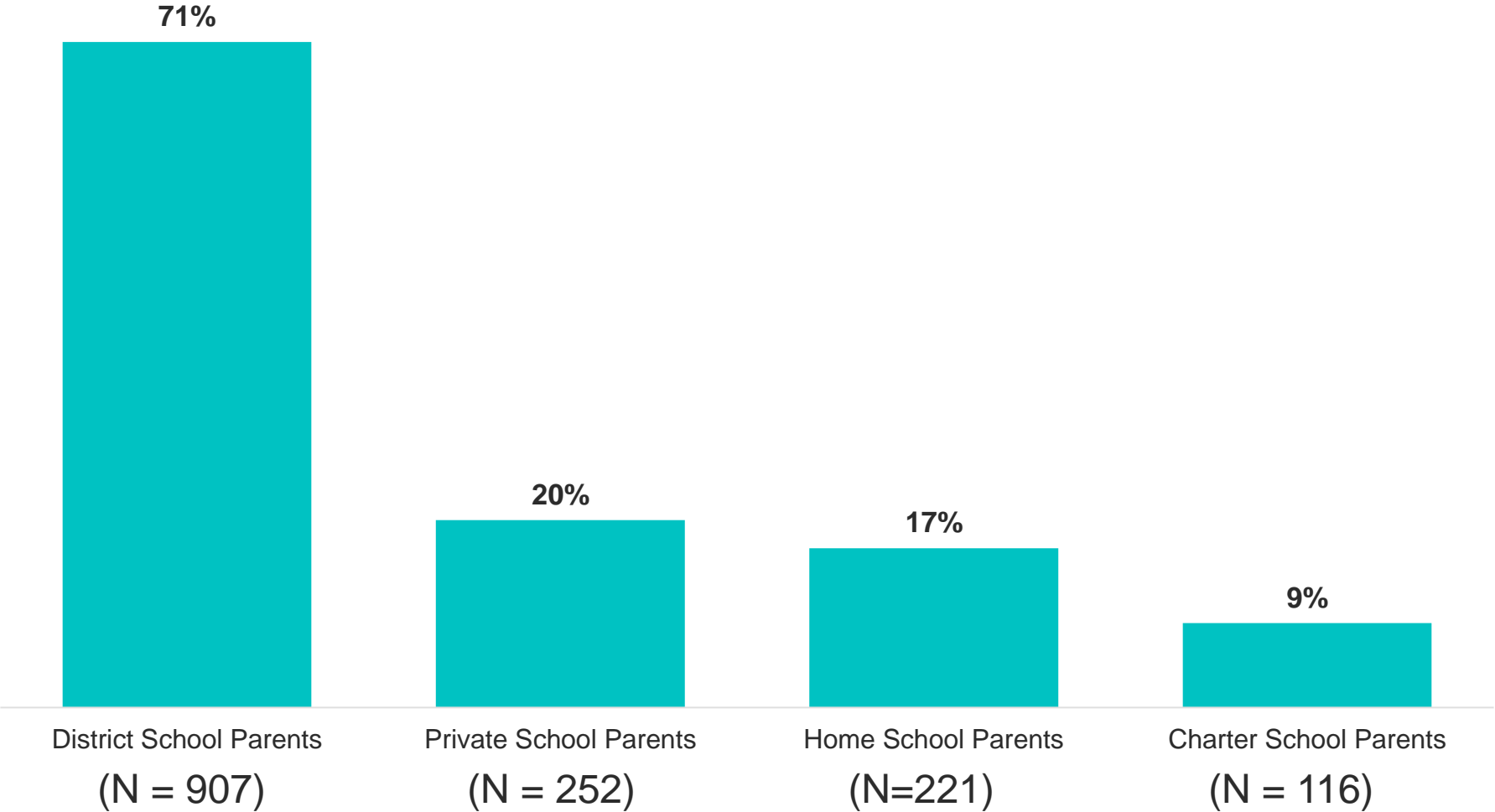
# School Parent Definitions

Total School Parents	Have at least one child enrolled in grades K-12 for the 2020-2021 school year
Charter School Parents	Have at least one child enrolled in a charter school for the 2020-2021 school year
District/Public School Parents	Have at least one child enrolled in a district/public school for the 2020-2021 school year
Private School Parents	Have at least one child enrolled in a private school for the 2020-2021 school year
Home School Parents	Have at least one child enrolled in home school for the 2020-2021 school year

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

# School Parents

Based on enrollment for the 2020-2021 school year



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

