



# THE PUBLIC, PARENTS, AND K-12 EDUCATION

A National Polling Report

JANUARY 2022

# KEY FINDINGS

---

1. Although there has been an ongoing surge of COVID cases with the emergence of the Omicron variant, the percentages of Americans who felt major disruptions to their lives – personal, household, or community – were still near pandemic-lows.
2. In January, the majority of school parents were still comfortable with their children attending school – despite a decrease compared to the previous month.
3. Based on parent reports, the share of students who have had to quarantine from school increased substantially. In November and December, about a quarter of parents said they had a child who had to quarantine. But in January that number jumped to 37 percent. The vast majority of those parents – 82 percent – viewed quarantining as disruptive to their child’s education
4. In January, three out of five school parents supported moving back to remote learning due to the Omicron variant. Democrats, Blacks, urbanities, and younger generations were the most supportive of shifting to remote learning. Republicans and those living in small town/rural areas were least supportive.
5. Private school and home school parents said they were much more satisfied and more positive about their children’s academic, social, and emotional progress this school year, compared to district school parents.
6. The public’s positive views about the direction of K-12 education decreased across the board (local, state, national) for the first time since September 2021. Those downward trends had started among school parents several months ago.
7. Overall support still remains high for school choice policies – education savings accounts (ESAs), school vouchers, and charter schools – but levels decreased slightly in January.

**Methodology:**

This poll was conducted between January 15-January 16, 2021 among a sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on gender, educational attainment, age, race, and region. Results based on the full survey have a measure of precision of plus or minus 2.31 percentage points..

AGENDA

**COVID-19 AND SCHOOLING**

**SCHOOL CHOICE POLICIES**

**VIEWS ON K-12 EDUCATION**

**SURVEY PROFILE AND DEMOGRAPHICS**

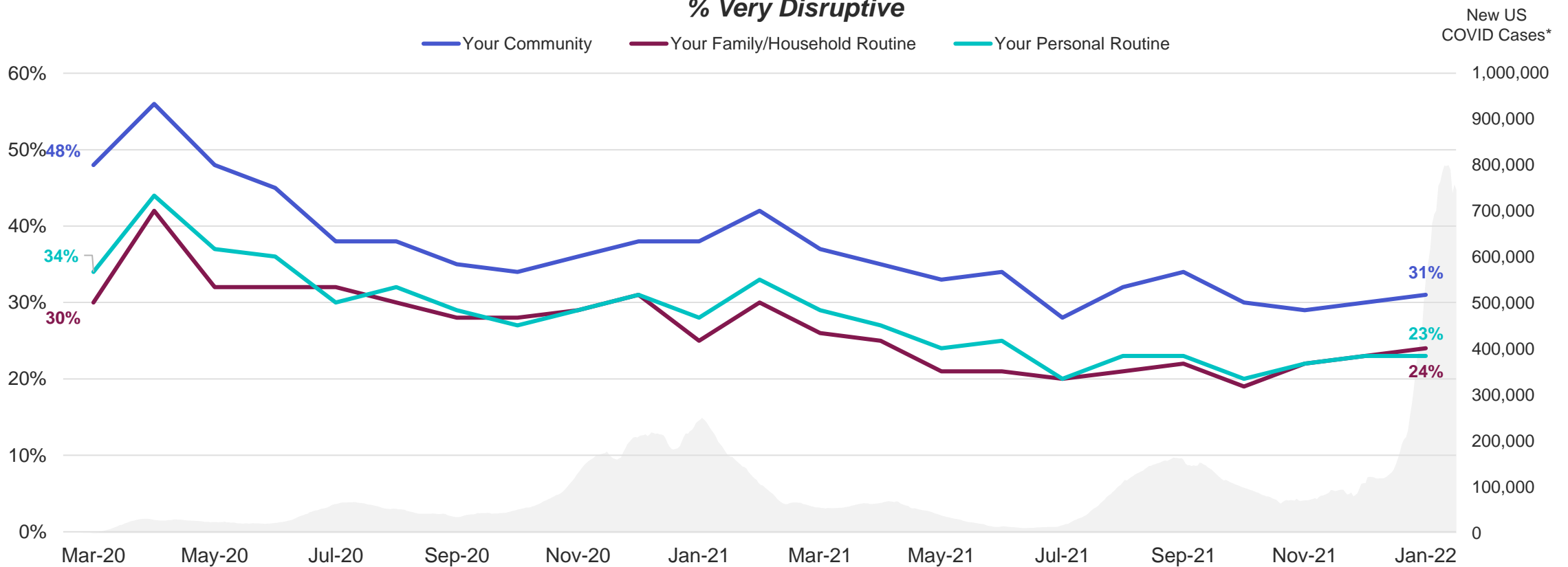


# Despite an ongoing surge of COVID cases, the percentage of adults who felt the coronavirus had been 'very disruptive' to their routine held steady in January.

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

## All Adults

### % Very Disruptive

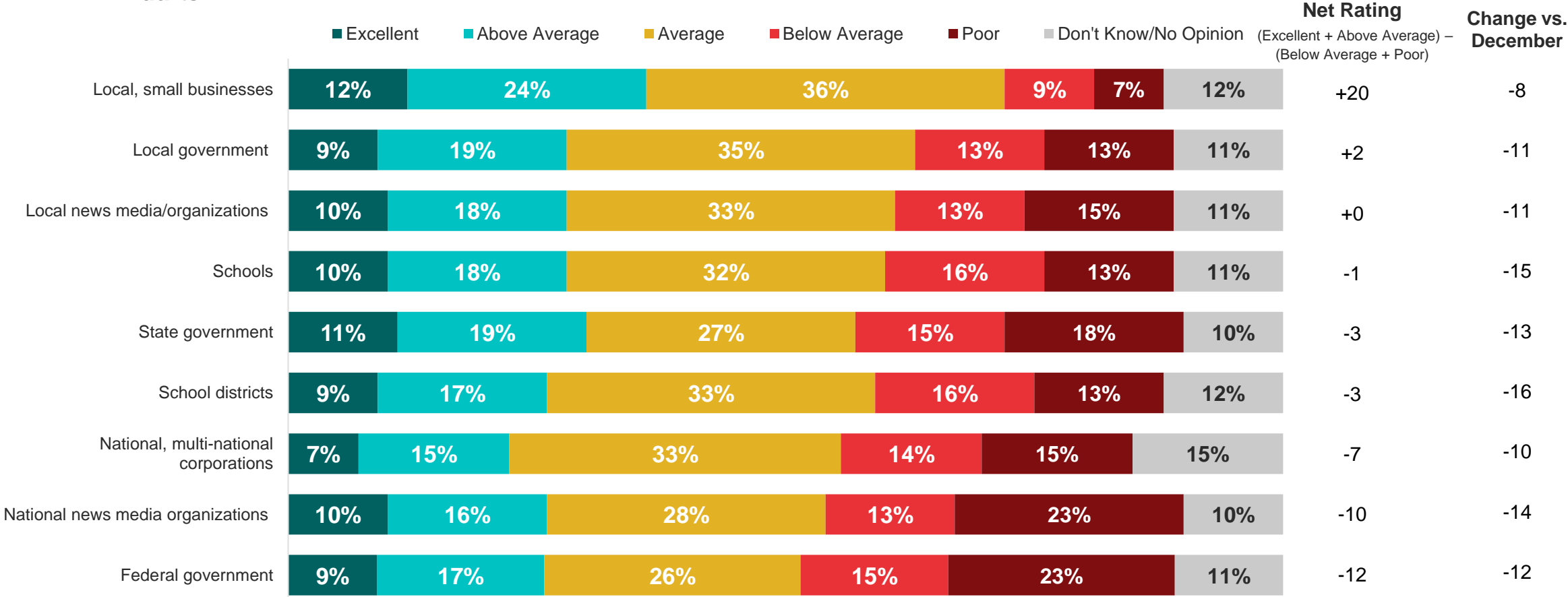


\*CDC 7-day moving average

# Ratings of all institutions handlings of the coronavirus outbreak have decreased since December.

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



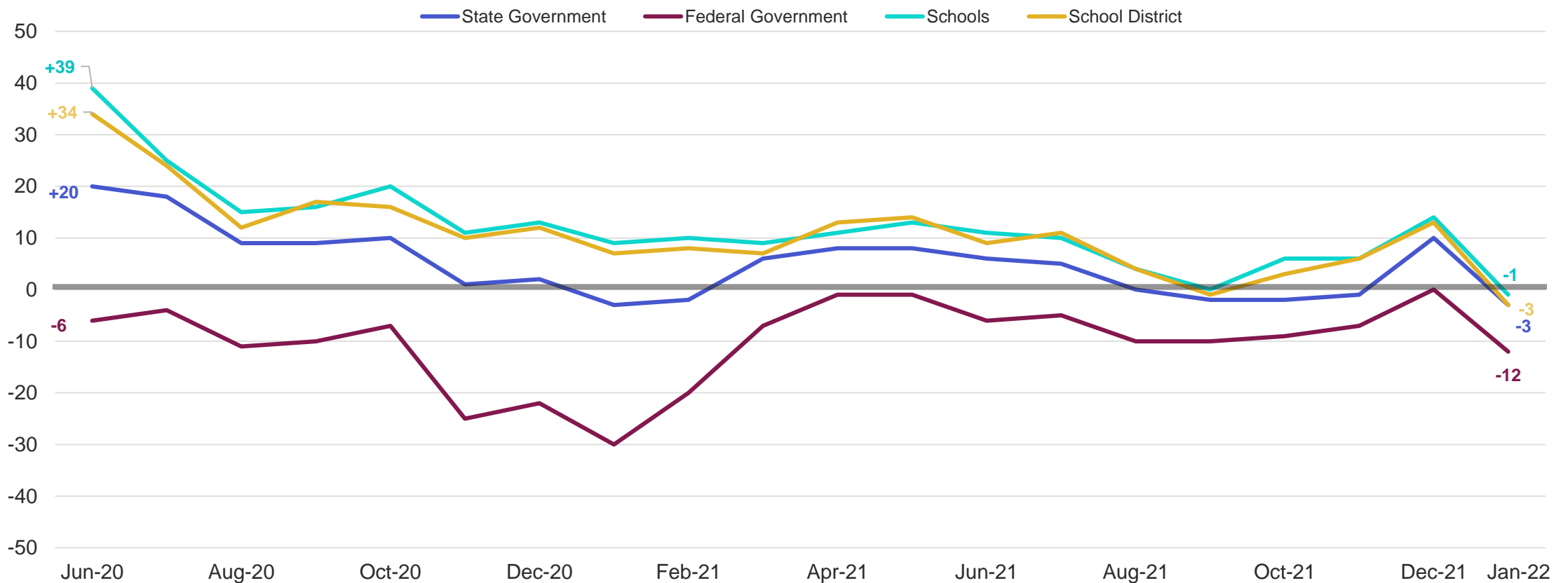
# In January, the public's ratings of government (both state and federal) as well as schools and school districts decreased to their lowest levels in months.

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

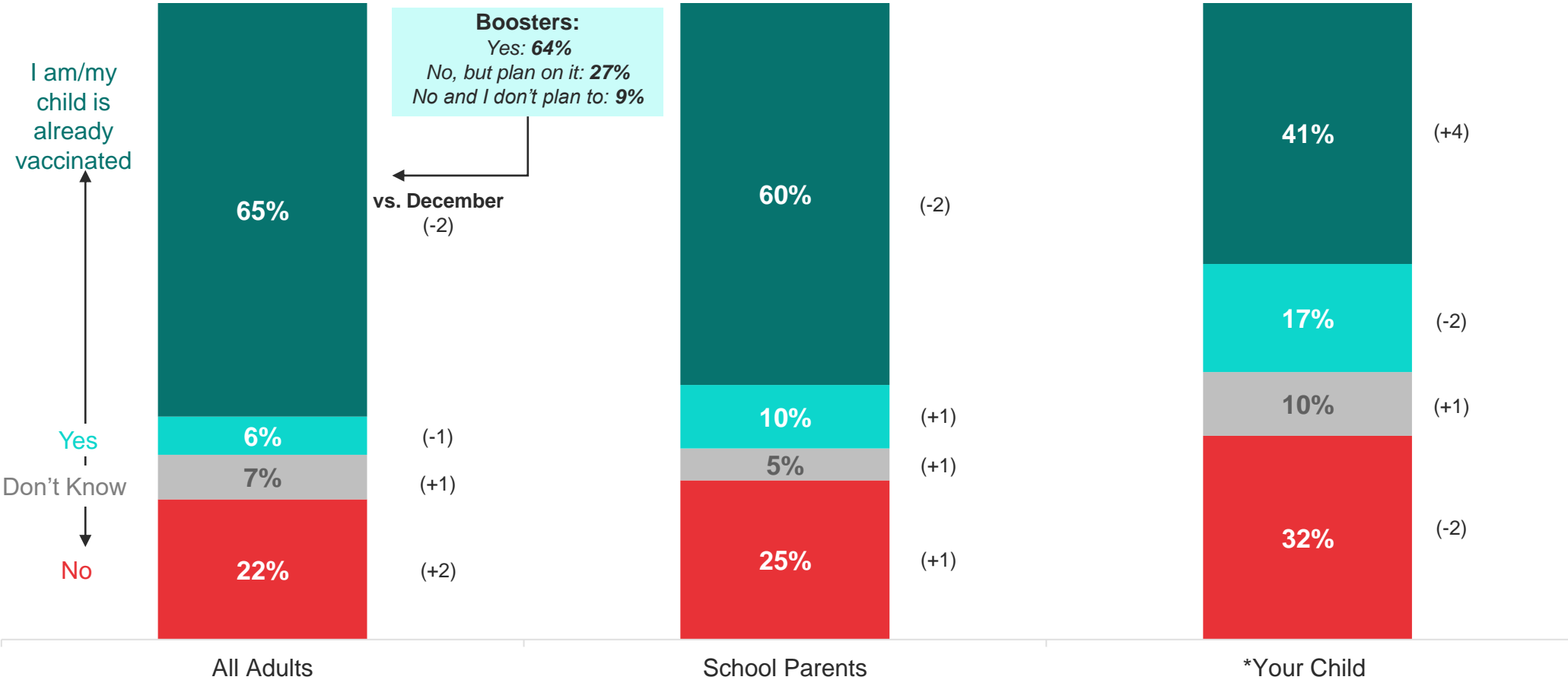
### Net Rating

(Excellent + Above Average – Below Average + Poor)



# Nearly two-thirds of those who already received a COVID-19 vaccine reported getting a booster.

Now that an FDA (Food and Drug Administration) approved vaccine to prevent COVID-19 is available for you, have/will you get vaccinated? When an FDA (Food and Drug Administration) approved vaccine to prevent COVID-19 is available for your child, would you agree to have your child/children vaccinated? Did you get your COVID-19 booster shot?



\* % Reflect responses of parents with children in grades K-12 only

# Of those who have already received a COVID-19 vaccine, the vast majority continue to either plan on or already have received a booster shot.

Did you get your COVID-19 booster shot?

## All Adults

## % of Those Already Vaccinated

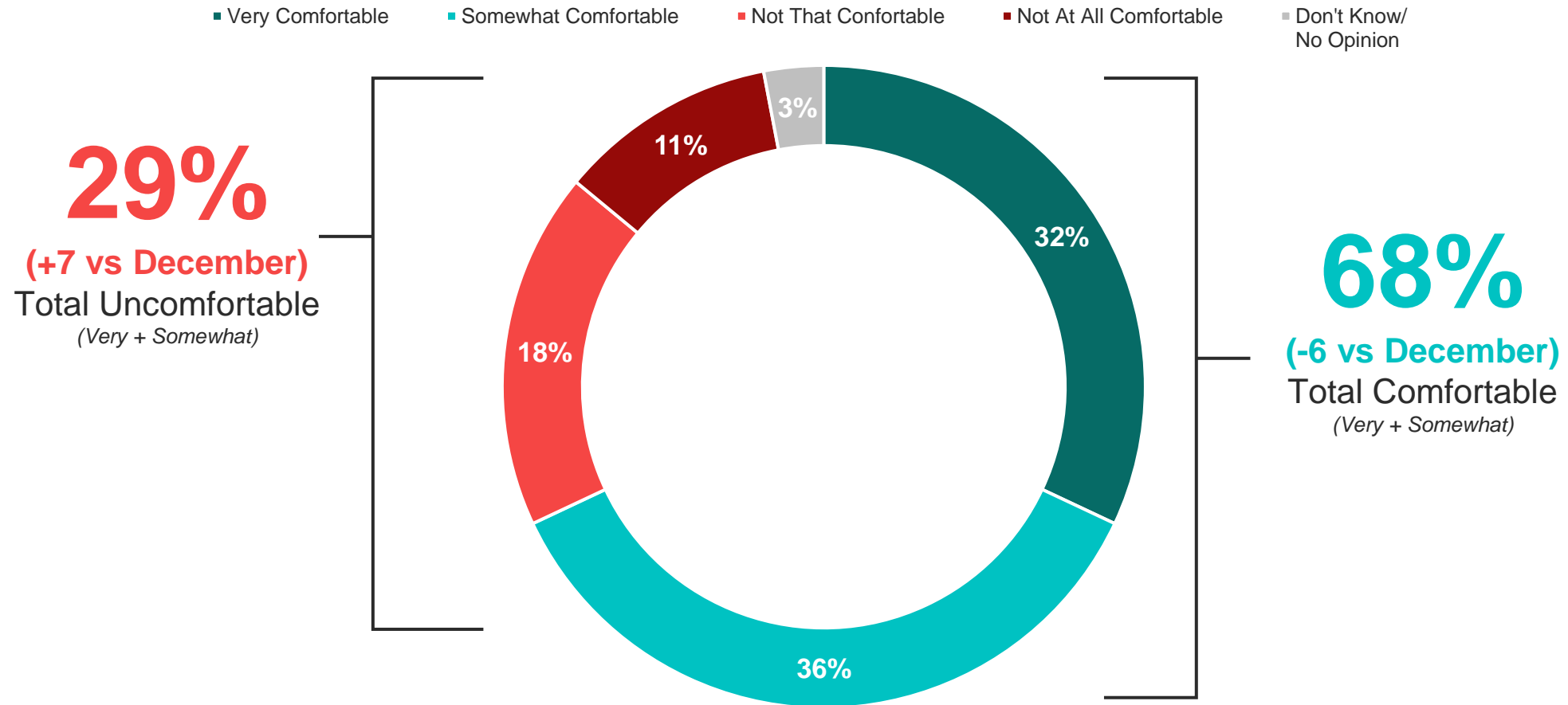
Most likely to get a booster/already be boosted	Vs December			Vs December			Vs December	
	%	Change		%	Change		%	Change
Educ: Bachelors or Postgrad	95%	+1	West Region	91%	-1	Educ: < College	88%	-1
Democrat	95%	-1	Northeast Region	91%	-2	Republican	87%	+4
Baby Boomers	93%	+2	Middle Income \$35K to < \$75K	90%	+1	Rural	87%	-1
Suburban	92%	+2	Hispanic	89%	+1	Gen X	87%	-2
High Income \$75K+	92%	-1	South Region	89%	-1	Gen Z	85%	+7
Urban	92%	-2	Low Income < \$35K	89%	-1	Independent	85%	-4
Midwest Region	91%	+2	Millennials	89%	-4	Black	85%	-5
Non-Hispanic White	91%	-1	Small Town	88%	+5			



# While the majority of parents are still comfortable with their child attending school right now, there was a dip in overall comfort level in January.

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

## School Parents

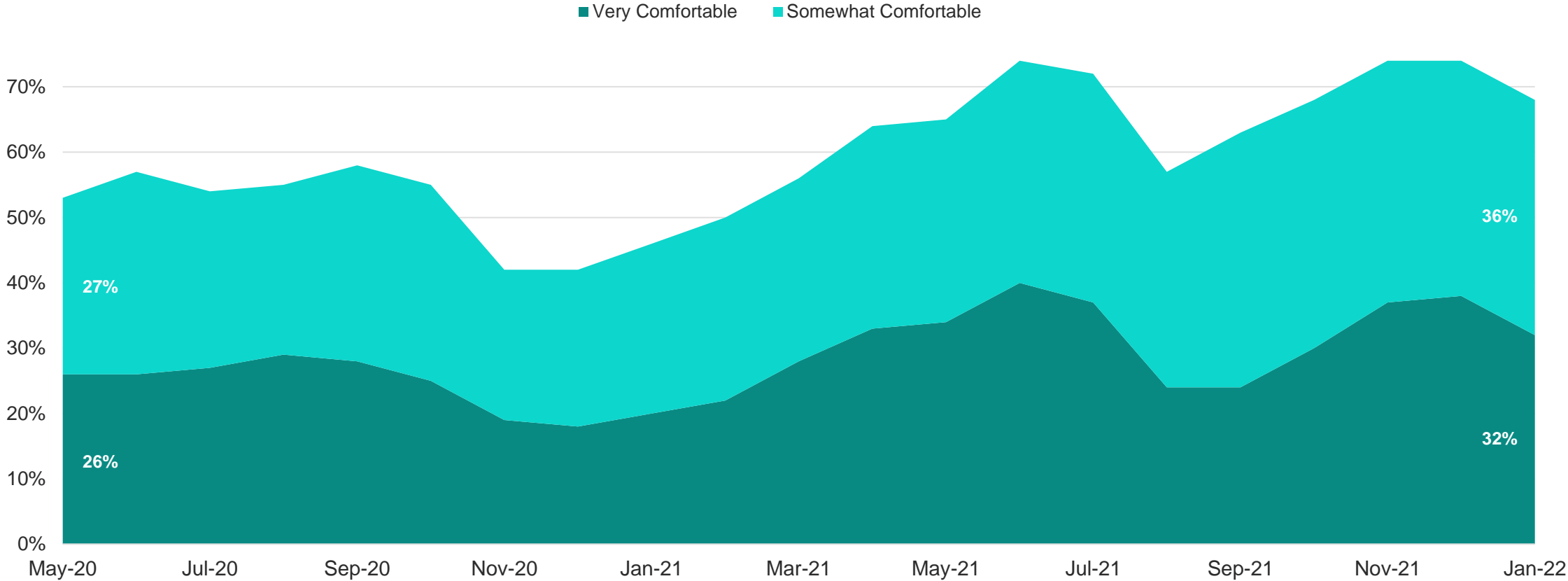


\* Wording of the question changed slightly from "returning to school" to "attending school" in January 2022

# In January, school parents' comfort with their children attending school decreased for the first time since August 2021.

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

## School Parents



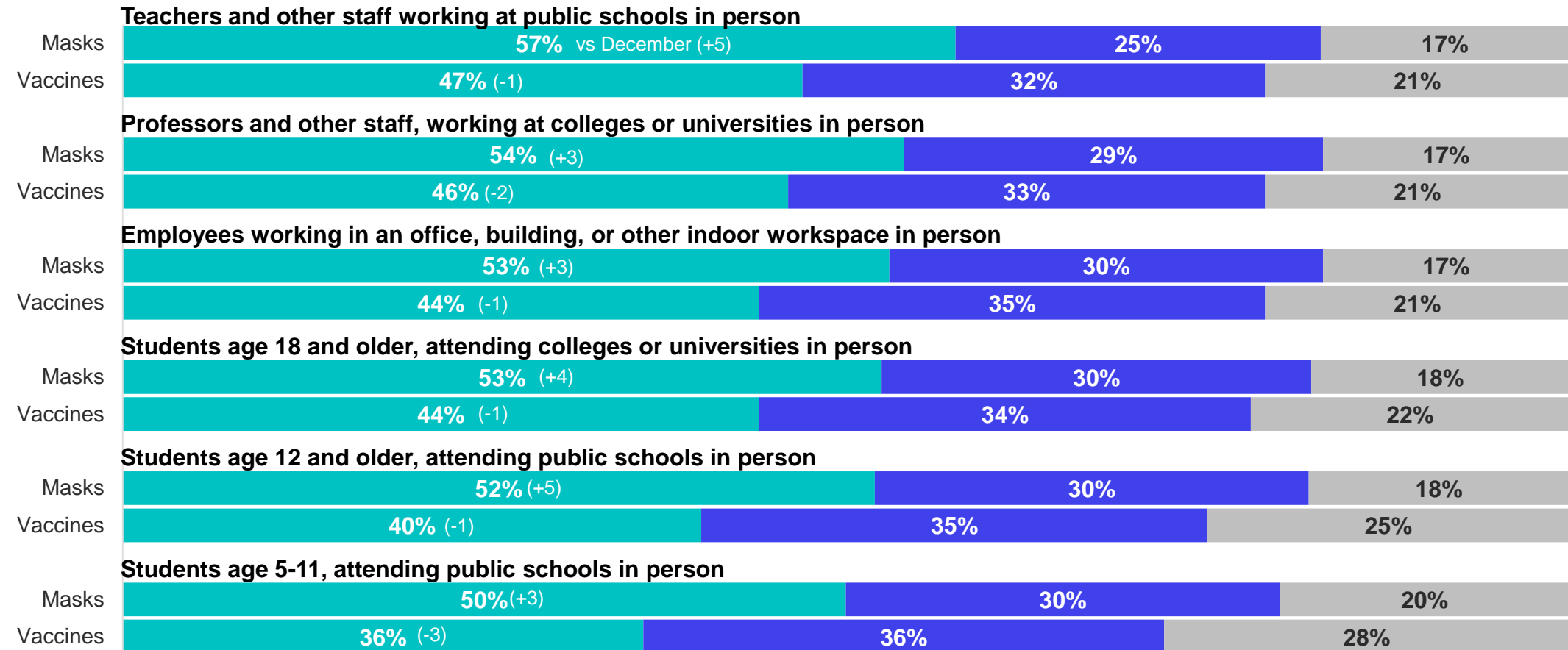
\* Wording of the question changed slightly from "returning to school" to "attending school" in January 2022

# The gap between Americans' views towards mandatory masking and vaccinations has grown with masking being seen as more viable.

Now that an FDA (Food and Drug Administration) approved vaccine to prevent COVID-19 is available, do you think it should be mandatory or encouraged for the following groups? Do you think masking should be mandatory or encouraged for the following groups?

## All Adults

■ Mandatory ■ Encouraged but not mandatory ■ Neither encouraged nor mandatory

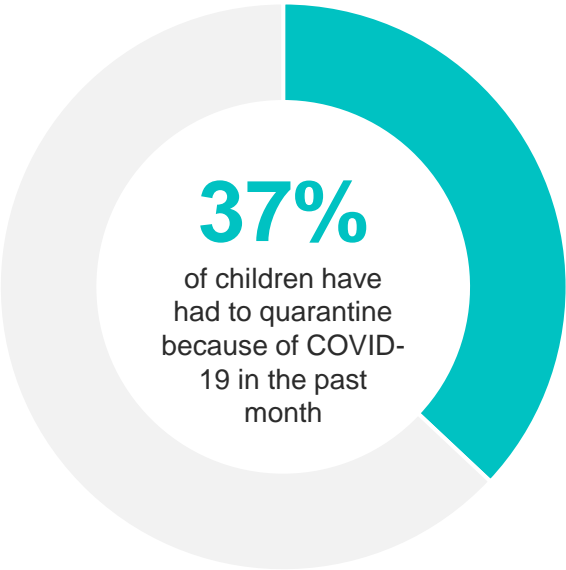


The vast majority of those parents report that at least one child had to quarantine in the past month due to COVID-19. The majority of parents view this as disruptive to their child's education.

In the last month, have any of your children quarantined because of the COVID-19 outbreak?... How disruptive do you believe quarantining has been to your child's education this last month?

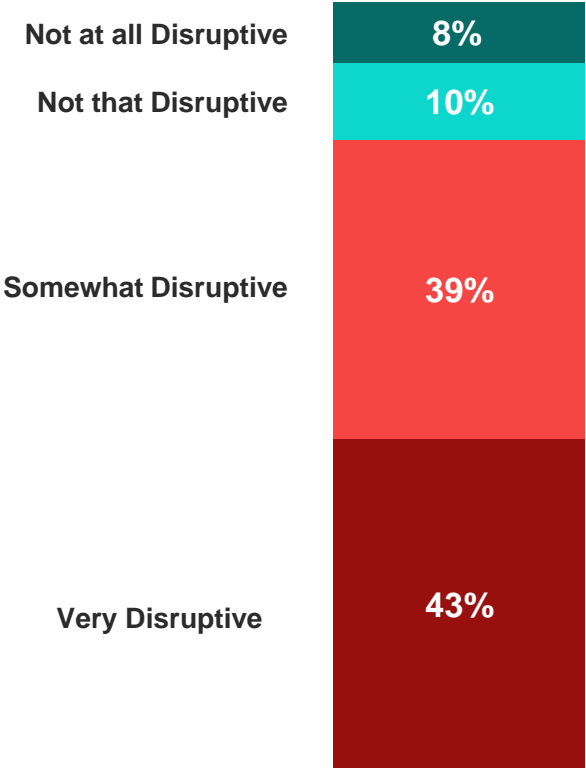
**School Parents**

*% of Students, Reported by Parents*



among those →

**How Disruptive?**

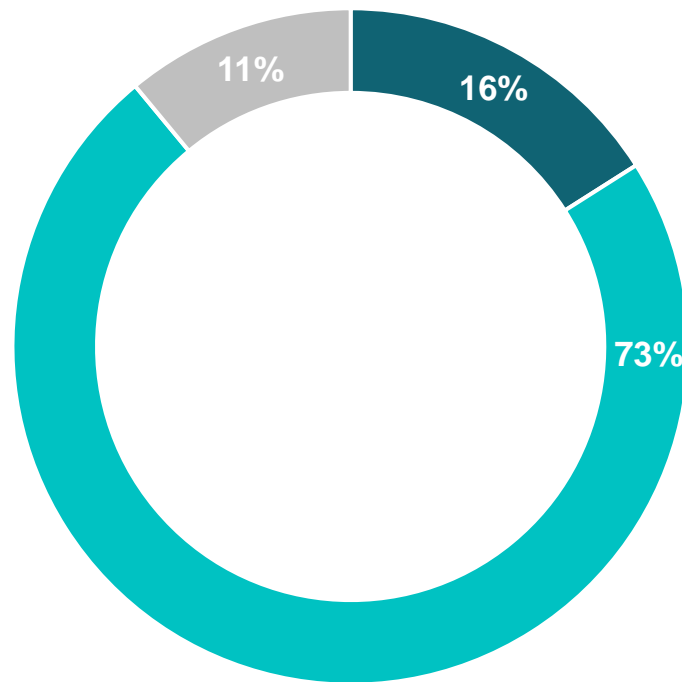


# Nearly three-fourths of school parents believe that schools should provide multiple learning options for students this school year.

Do you think schools should offer only 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



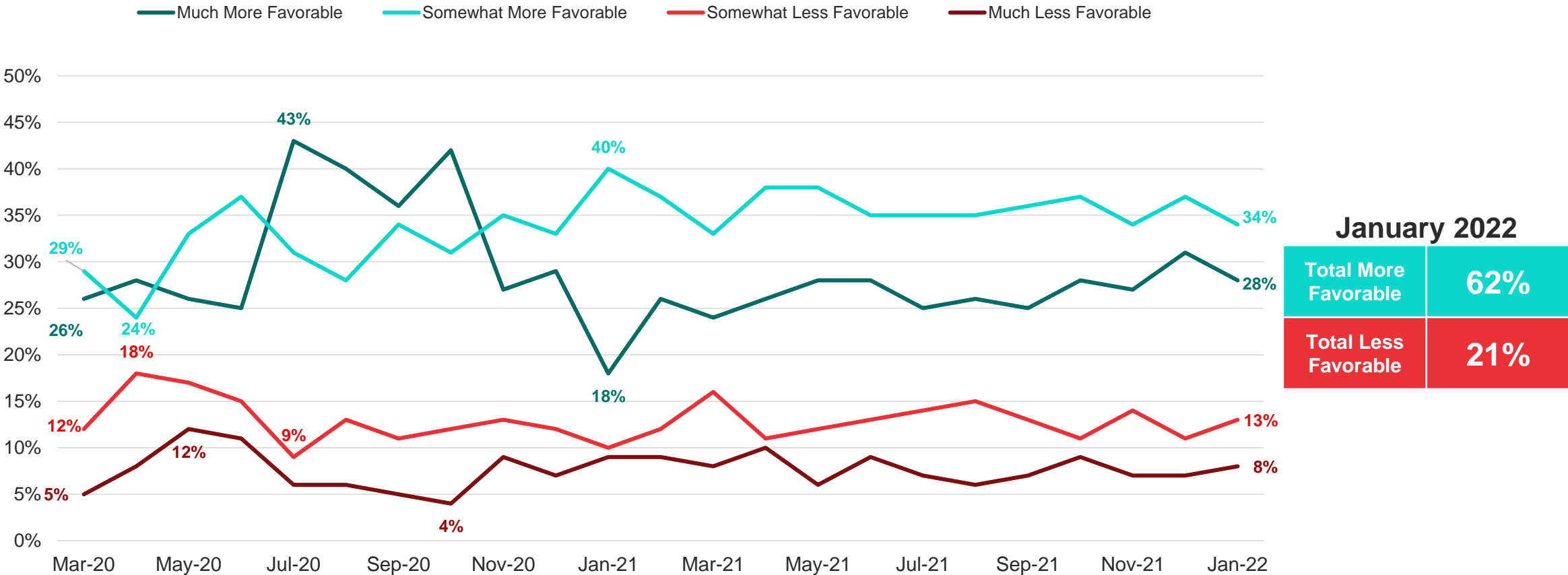
### Desire to provide multiple learning options by demographic

Income	Low Income < \$35K	67%
	Middle Income \$35K to < \$75K	73%
	High Income \$75K+	83%
Political Affiliation	Democrat	75%
	Independent	77%
	Republican	68%
Race	Black	73%
	Hispanic	74%
	White	73%

# In January, overall favorability of homeschooling decreased six points among school parents. They are still nearly three times as likely to be more favorable than less favorable.

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

## School Parents

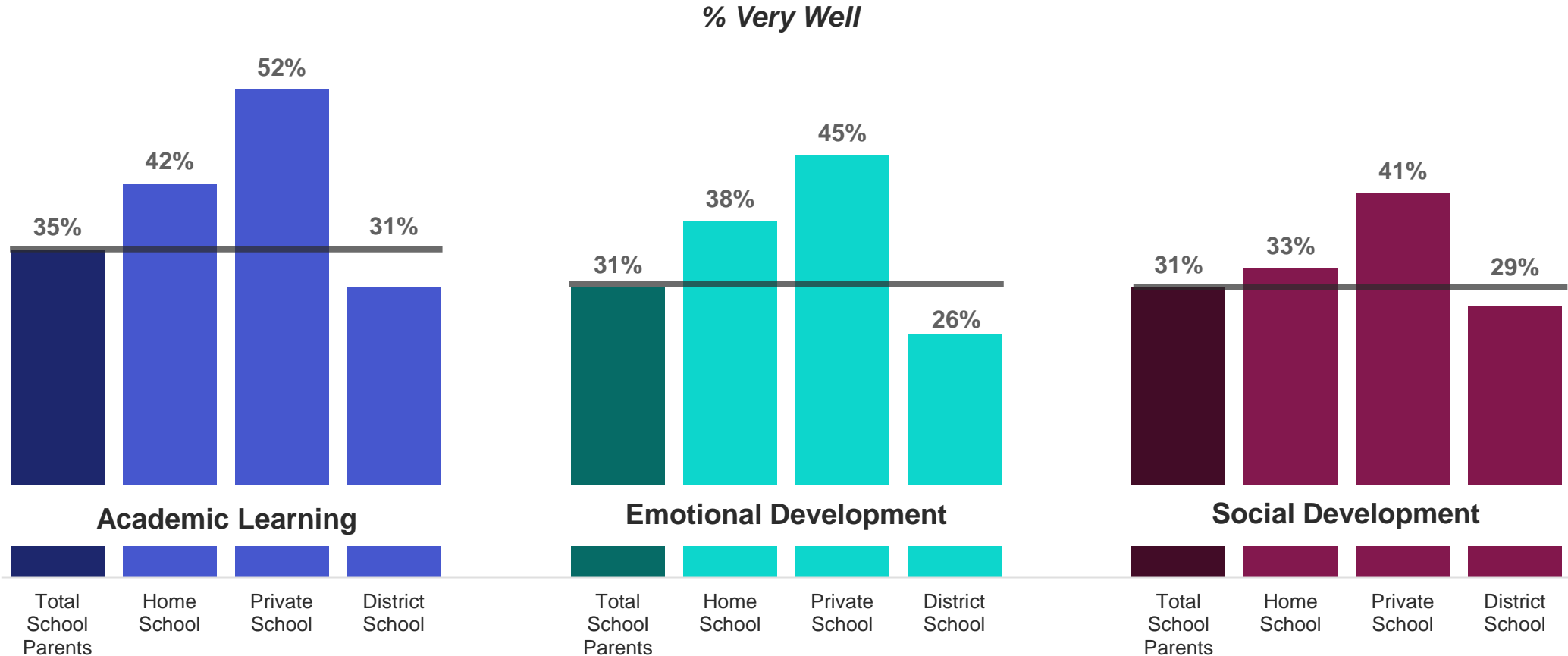


Note: In September 2020 we began weighting the school parent subsample-plus-oversample based on 2017 CPS benchmarks, separately from the general population sample.

Both private school and home school parents are more positive about their children’s academic, social, and emotional progress this school year, compared to district school parents.

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

**School Parents**

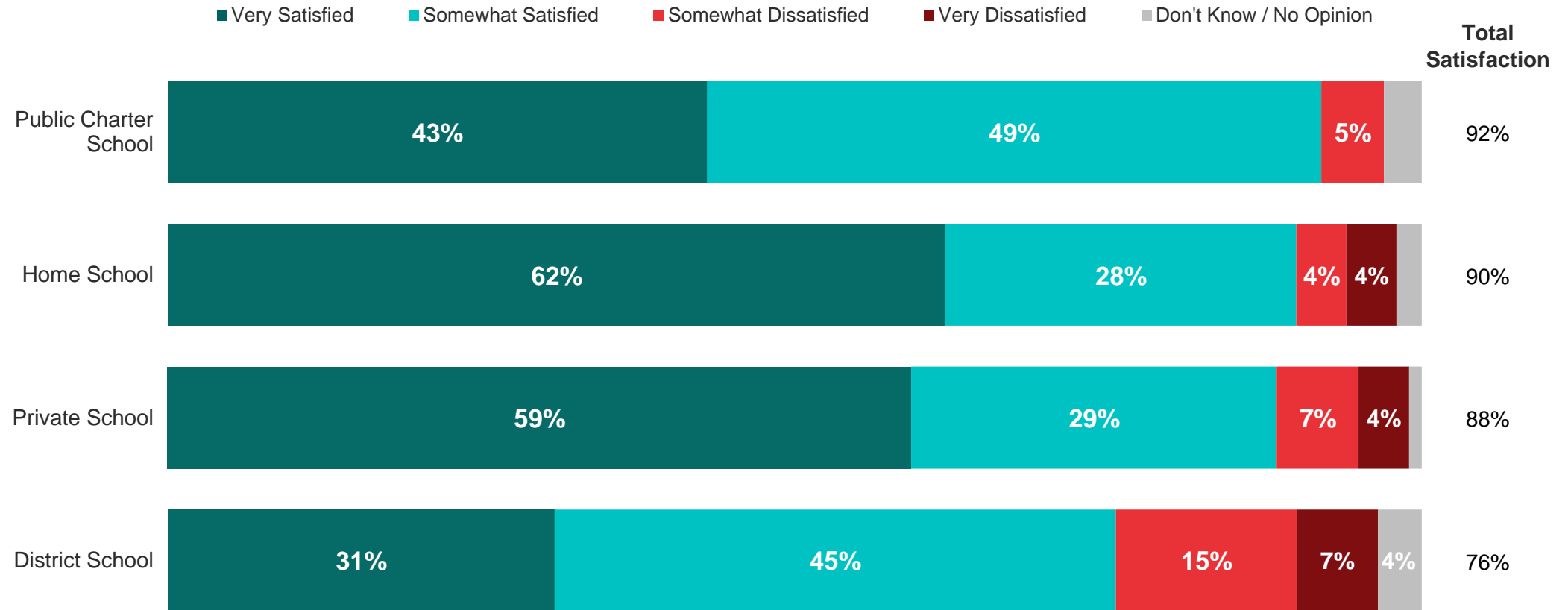


\*Charter Schools not shown due to low sample size.

Parents are generally satisfied with their experiences across different school sectors. Home school and private school parents are much more likely to be “very satisfied” than district school parents.

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

**School Parents**

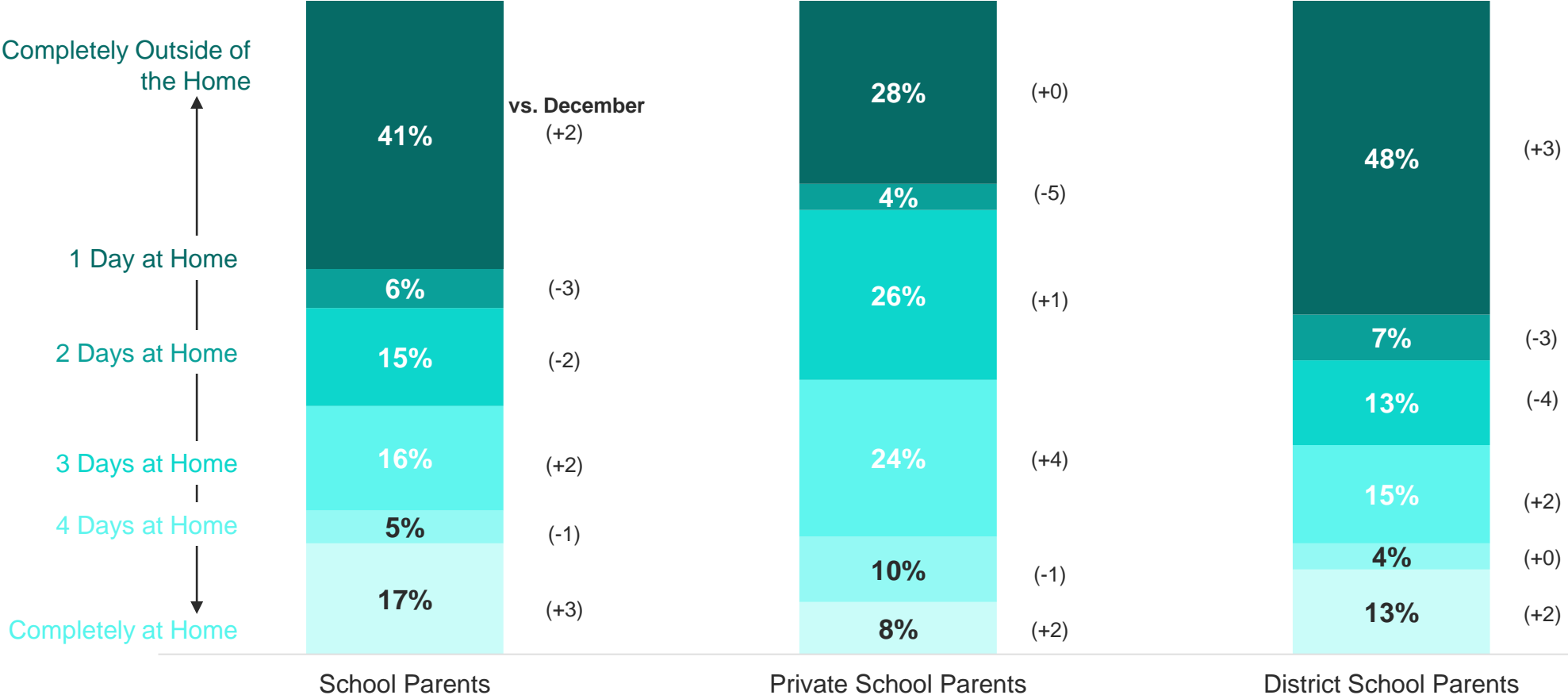




# In January, private school parents continued to show a greater preference towards hybrid learning than district school parents.

After the pandemic, if given the option, to what extent would you prefer schooling to be scheduled each week at home with a parent or tutor to provide the best education for your child?

## School Parents

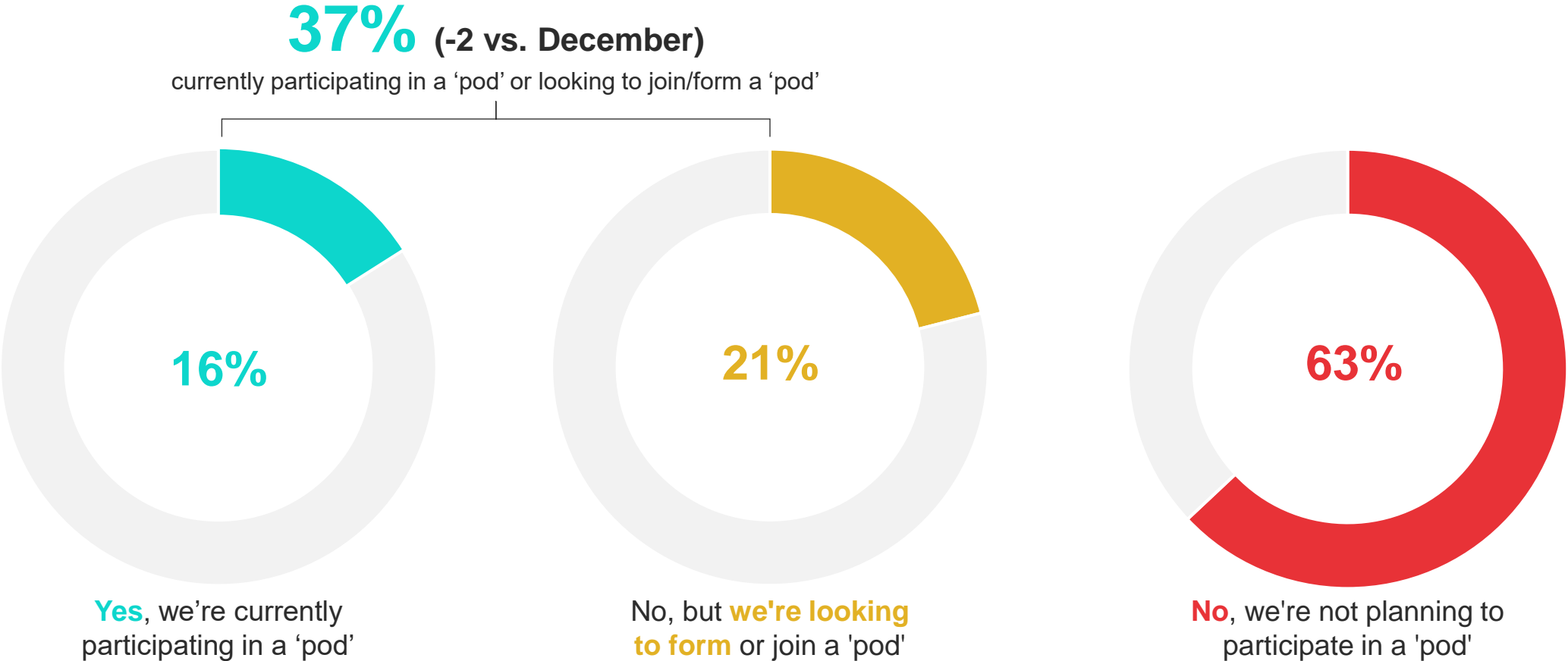


Note: Parent groups based on child/children school type attendance in SY21-22.

# Parent interest in either participating in or looking to form/join a learning 'pod' held steady in January.

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

## School Parents



# In January, there were notable decreases in ‘pod’ interest among several demographic groups, especially home school parents, middle-income earners, and those living in the West.

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

## School Parents

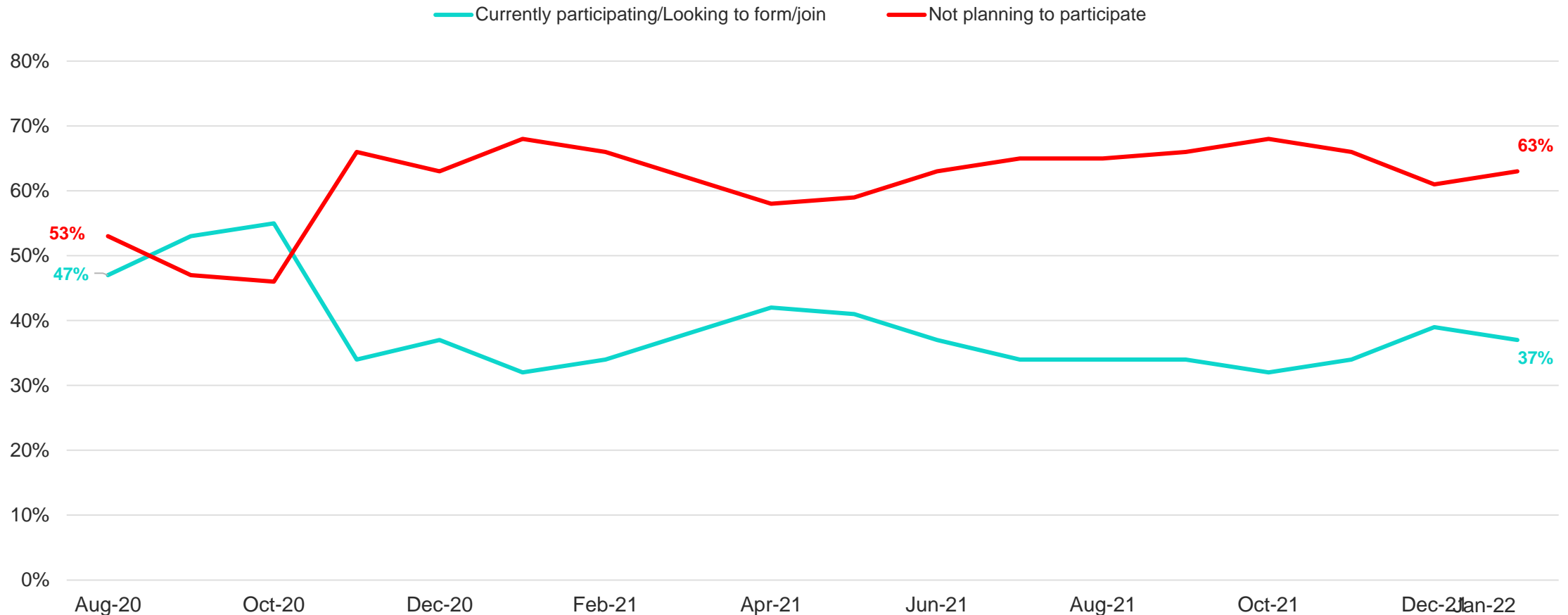
Most likely to participate in / form / join a pod			Moderately likely to participate in / form / join a Pod			Less likely to participate in / form / join a Pod		
		Vs December			Vs December			Vs December
Private School Parent	68%	-5	South	40%	+1	Midwest	29%	+3
Urban	53%	-2	West	37%	-10	Republican	29%	+1
High Income: \$75K+	52%	+3	Non-Hispanic White	36%	+1	Middle Income \$35K-\$75K	29%	-8
Democrat	52%	-1	Black*	34%	-4	Low Income < \$35K	27%	+1
Educ: Bachelors or Postgrad	49%	-2	Suburban	32%	-1	Independent	24%	-2
Hispanic	48%	-3	District School Parent	30%	+1	Rural	23%	-2
Home School Parent	46%	-13	Educ: < College	30%	-1	Small Town	17%	+5
Northeast	41%	+0						

*Note: Parent groups based on child/children school type attendance in SY21-22.  
\*Comparison among Black parents is being made to the December 2021 Black Parent Brief.*

# Nearly two out of five parents continue to say they are participating in or considering joining a learning 'pod'.

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

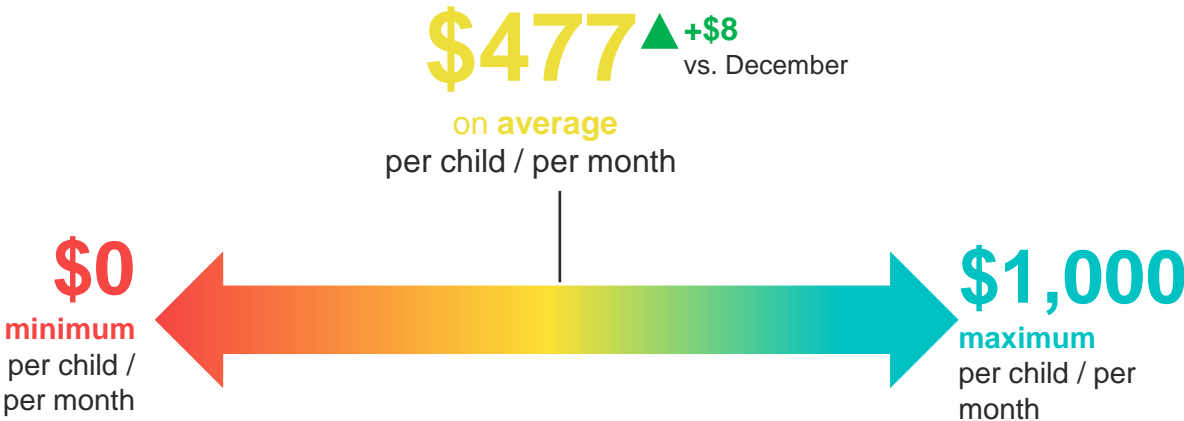
## School Parents



# In January, school parents were willing to pay nearly \$480/month for a child to participate in a learning ‘pod’.

What would you be able and willing to spend, on a monthly basis, to participate in a single learning pod per child?

**School Parents**  
among those interested in or participating in a ‘pod’



Average willing to spend per child/per month by demographic		
Income	*Low Income < \$35K	\$377
	*Middle Income \$35K to < \$75K	\$402
	High Income \$75K+	\$553
Political Affiliation	Democrat	\$504
	Independent	\$372
	Republican	\$497
Region	*West	\$510
	*Midwest	\$448
	South	\$468
	*Northeast	\$481

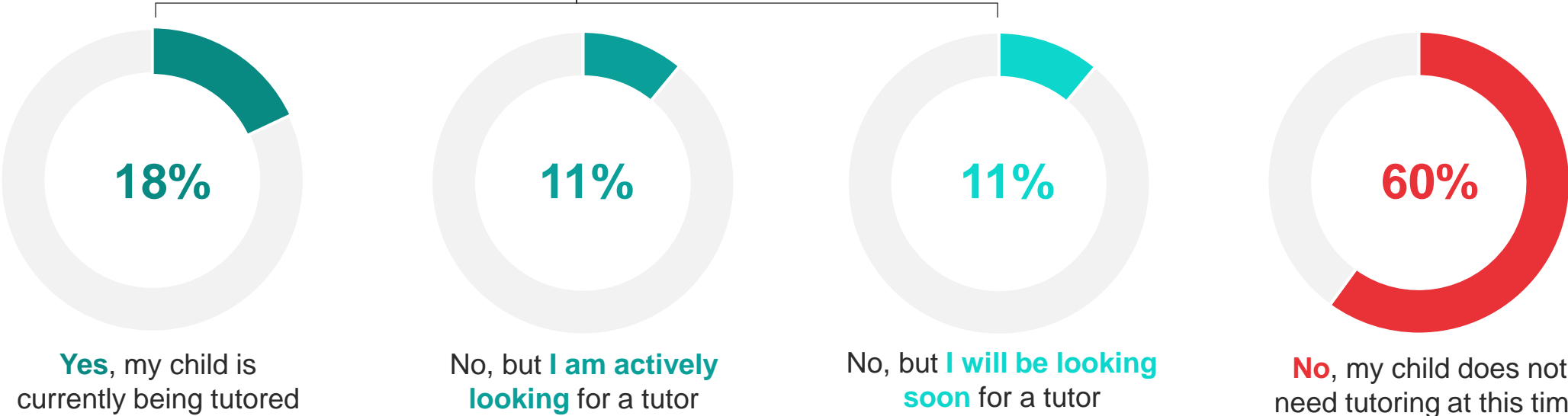
\*indicates base size n = <100

In January, there was a slight decrease in tutoring interest among school parents.

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

**School Parents**

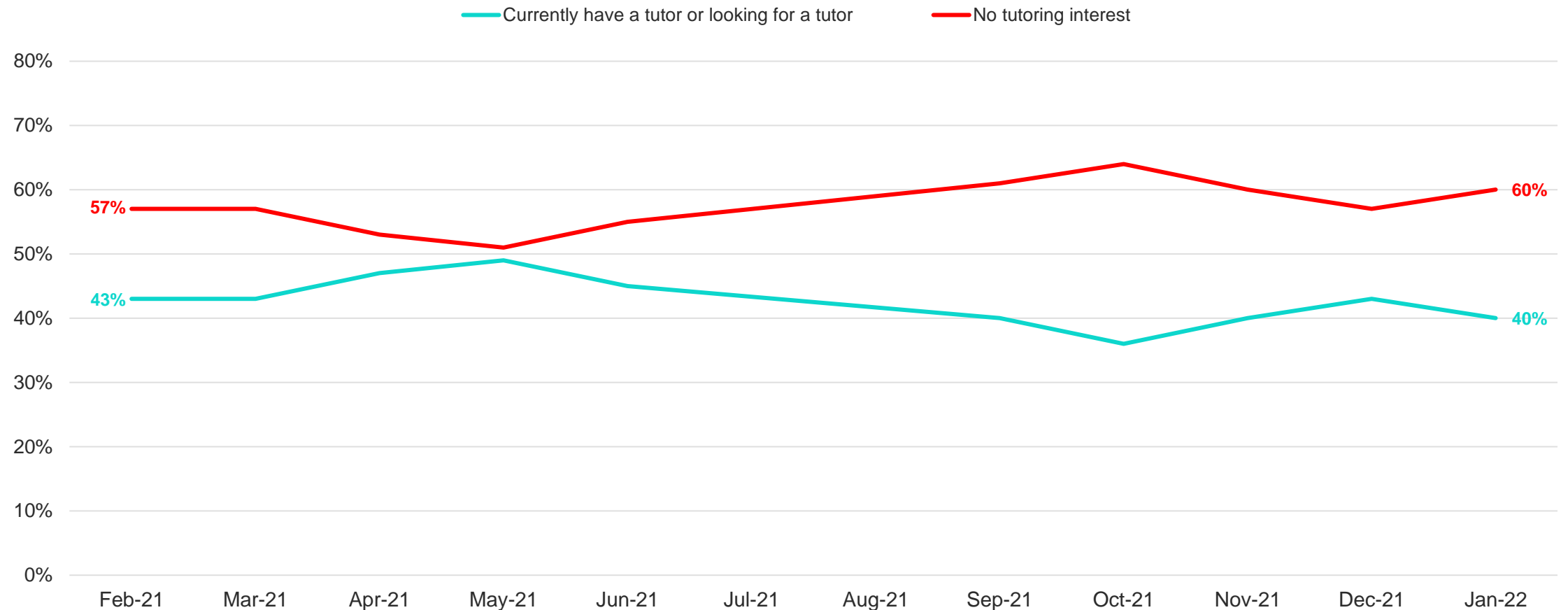
**40%** (-3 vs. December)  
currently have a tutor or looking for a tutor



# Tutoring interest has held steady since September 2021.

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

## School Parents



Note: Question was not asked in July 2021 and August 2021.

# In January, interest in tutoring decreased most among Black parents, those living in rural environments, and those with low incomes.

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

## School Parents

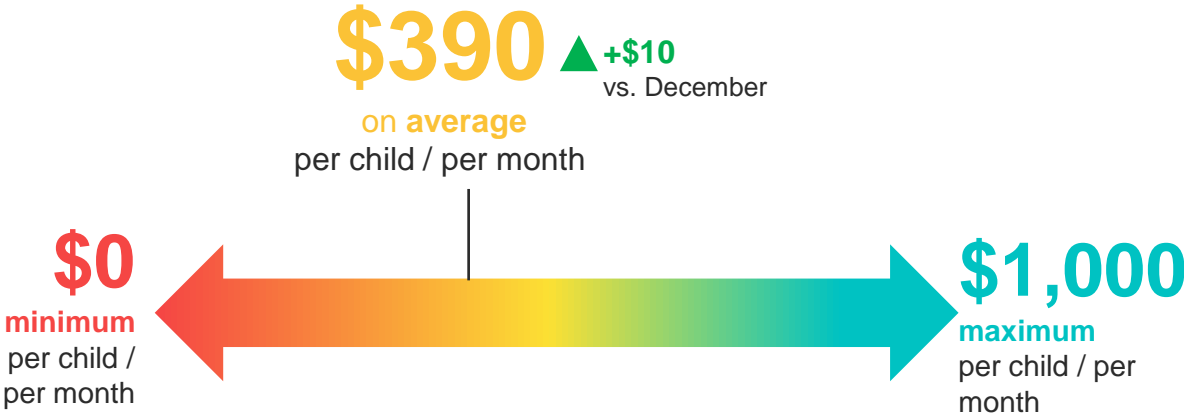
Groups <b>most</b> likely to already being / looking to be tutored			Groups <b>moderately</b> likely to already being / looking to be tutored			Groups <b>less</b> likely to already being / looking to be tutored		
		Vs December			Vs December			Vs December
Private School Parent	66%	-5	West	44%	+0	Middle Income \$35K-\$75K	33%	-4
Urban	55%	-7	South	42%	-4	Educ: < College	32%	-4
Home School Parent	54%	-5	Black	40%	-12	Midwest	31%	-6
High Income: \$75K+	52%	+0	Northeast	38%	-5	Independent	30%	-6
Educ: Bachelors or Postgrad	52%	-1	Non-Hispanic White	37%	-7	Low Income < \$35K	29%	-9
Democrat	49%	-7	Republican	36%	+0	Small Town	27%	+3
Hispanic	48%	+3	Suburban	34%	-1	Rural	24%	-8
			District School Parent	34%	-2			



In January, the monthly amount school parents were willing to spend for tutoring (per child) increased modestly to \$390.

What would you be able and willing to spend, on a monthly basis, per child for tutoring outside of school hours?

**School Parents**  
among those interested in or participating in a tutoring



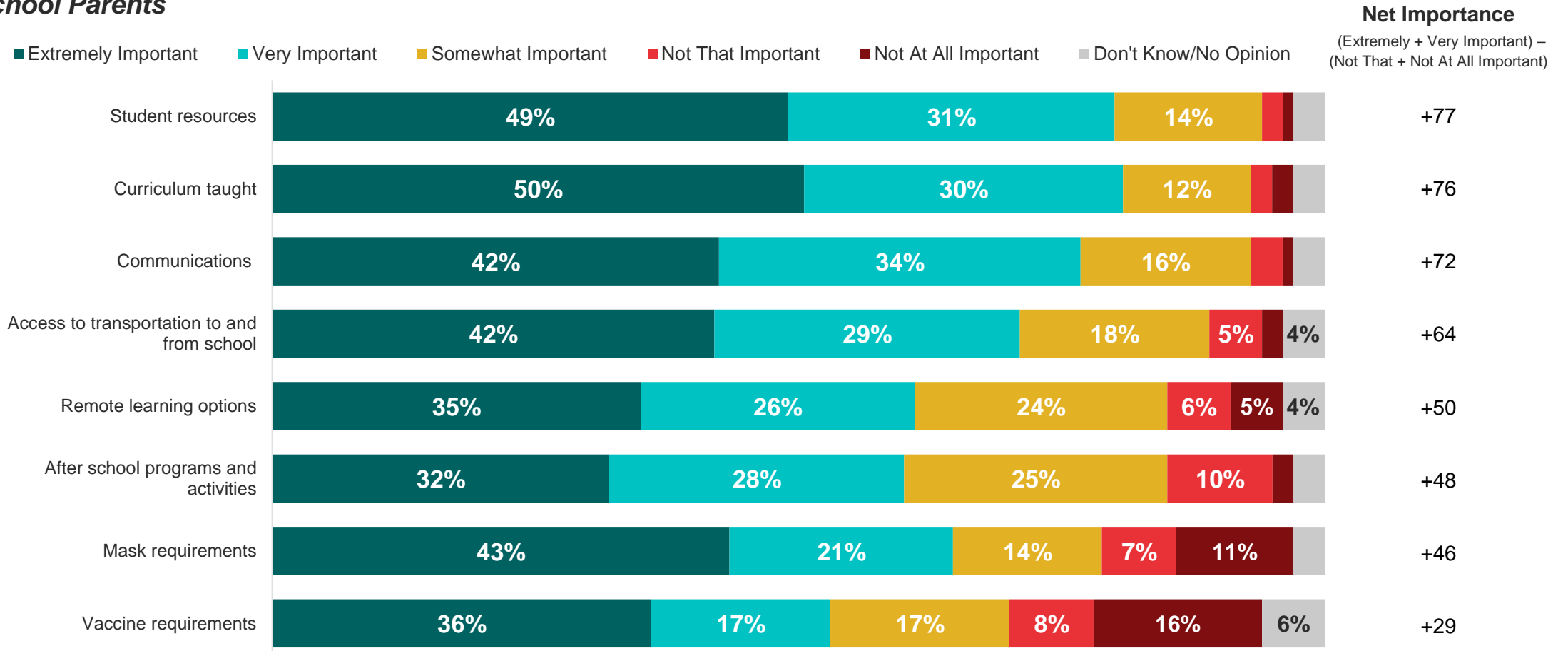
Average willing to spend per child/per month by demographic		
Income	*Low Income < \$35K	\$265
	*Middle Income \$35K to < \$75K	\$308
	High Income \$75K+	\$488
Political Affiliation	Democrat	\$447
	Independent	\$334
	Republican	\$335
Region	*West	\$426
	*Midwest	\$372
	South	\$358
	*Northeast	\$431

\*indicates base size n= <100

# School parents are much more likely to want schools to prioritize and focus on student resources, curriculum, communications, and transportation, compared to vaccine requirements.

Based on your perspective as a parent, how important is it for schools to prioritize each of the following, right now?

## School Parents

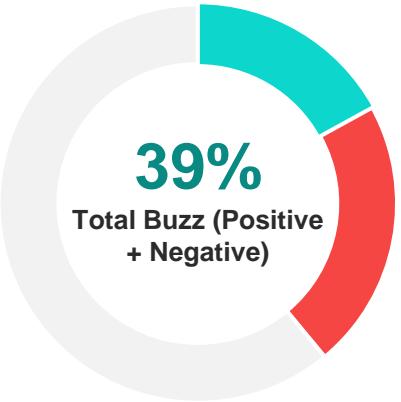
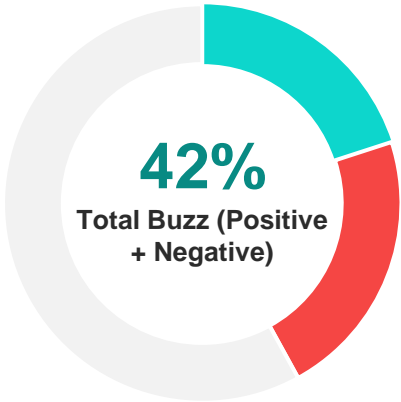


# Less than half of the general public and school parents had seen/read/heard anything related to the Chicago Teachers Union stopping in-person learning in that school district.

Have you seen, read, or heard anything related to the Chicago Teachers Union stopping in-person learning in the school district?

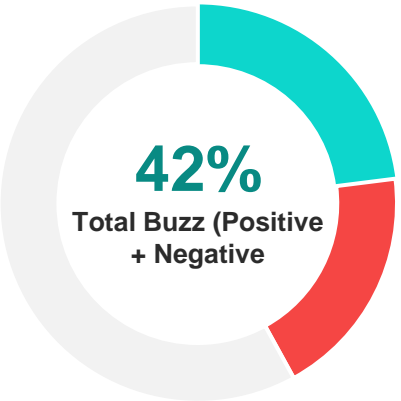
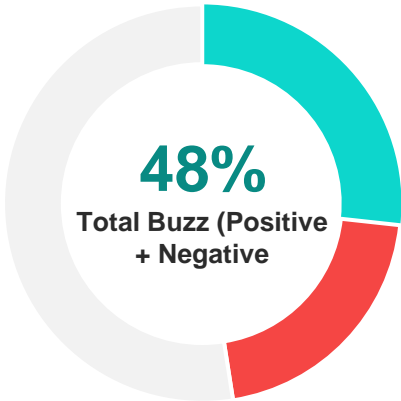
Have you seen, read, or heard anything related to teachers unions arguing to stop in-person learning in your school district, or a nearby district?

*All Adults*



- Yes, and it was mainly positive
- Yes, and it was mainly negative
- No, I have not seen, read, or heard anything

*Total School Parents*



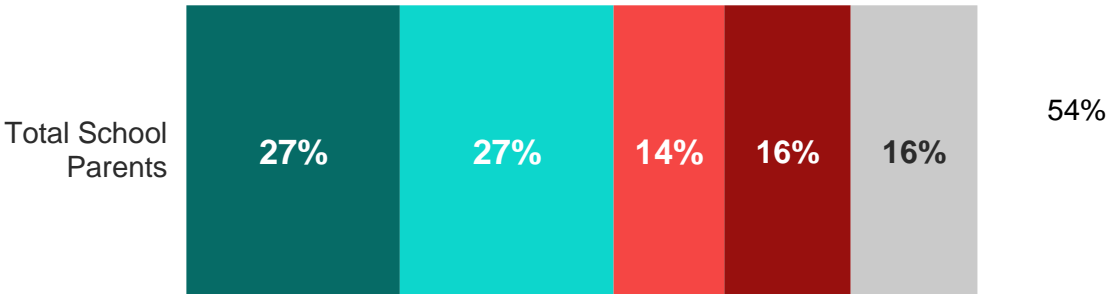
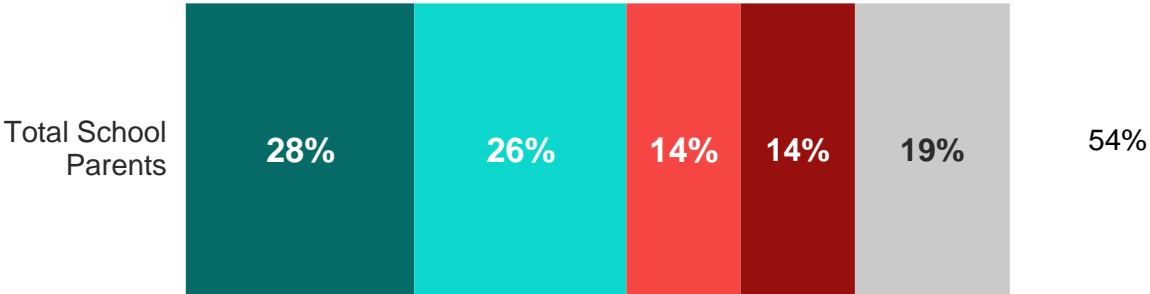
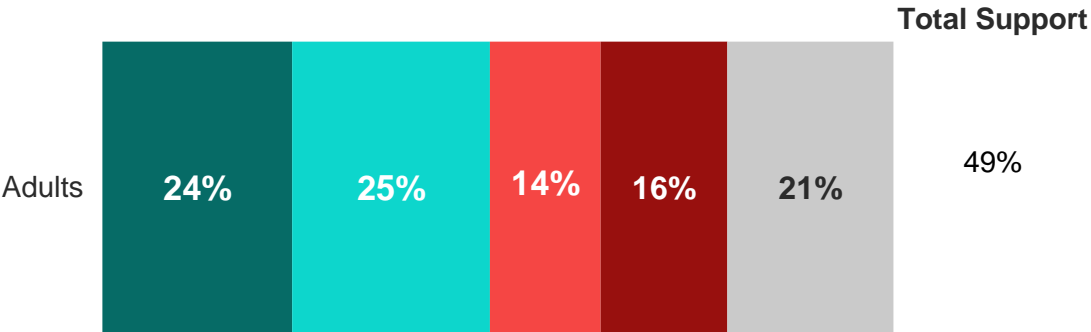
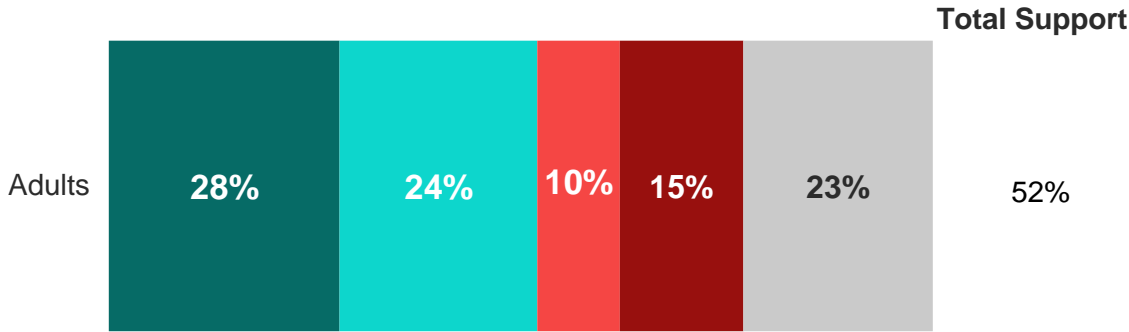
\*Each question was seen by half of the total sample surveyed

# In January, just over half of the public and school parents said they supported teachers unions' actions for a return to remote learning due to the Omicron variant.

In Chicago, the Chicago Teachers Union argued for a return to remote learning due to the Omicron variant. Do you support or oppose their actions?

In some school districts around the country, teachers unions have argued for a return to remote learning due to the Omicron variant. Do you support or oppose their actions?

■ Strongly Support ■ Somewhat Support ■ Somewhat Oppose ■ Strongly Oppose ■ Don't Know/No Opinion

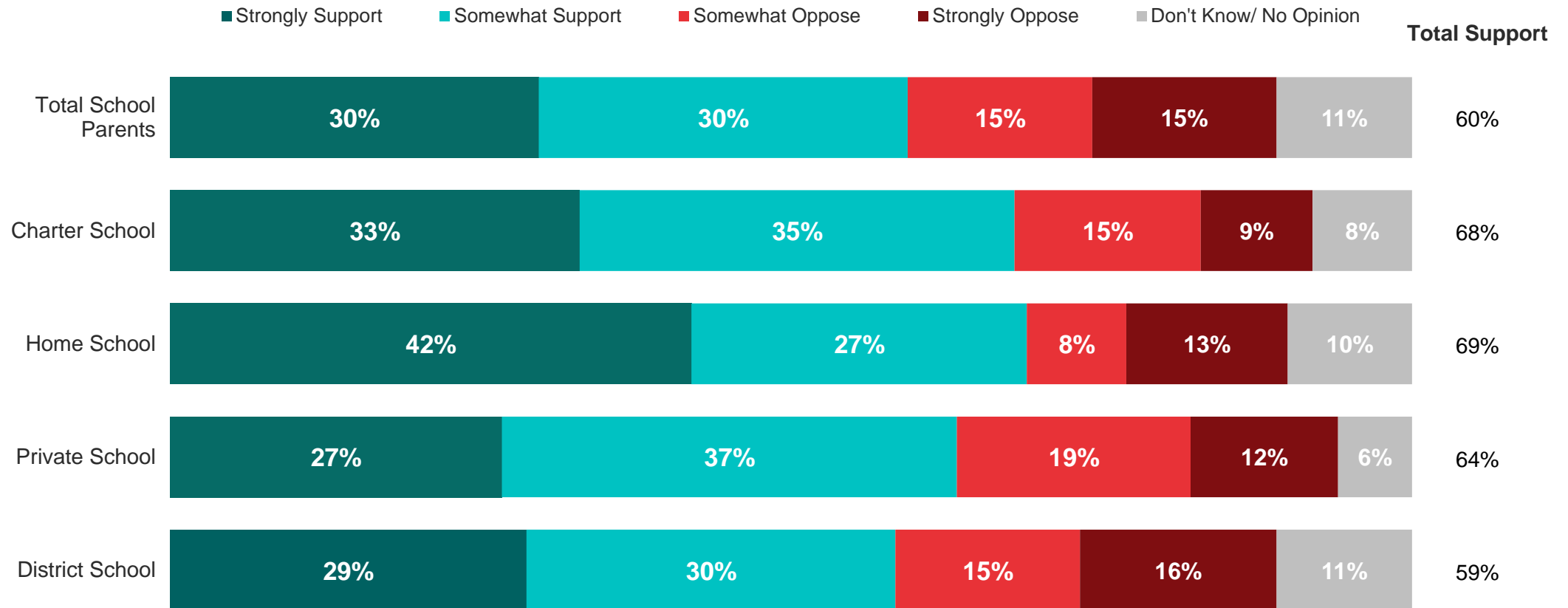


\*Each question was seen by half of the total sample surveyed

Three out of five school parents supported moving back to a remote learning environment due to the Omicron variant. Home school and charter school parents were the most supportive while district school parents were least supportive.

Due to the Omicron variant right now, do you support or oppose schools closing and students shifting to a remote learning environment?

**School Parents**



Democrats, Blacks, urbanities, and younger generations expressed the most support for shifting to remote learning because of the Omicron variant. Republicans and those living in small town/rural areas were the least supportive.

Due to the Omicron variant right now, do you support or oppose schools closing and students shifting to a remote learning environment?

**All Adults**

**Most Supportive** 

Democrat	71%	High Income \$75K+	55%	Gen X	51%
Black	68%	West	55%	Middle Income \$35K-\$75K	51%
Urban	63%	Male	54%	Low Income < \$35K	51%
Gen Z	60%	Female	53%	Non-Hispanic White	50%
Millennial	58%	Educ: < College	53%	Independent	48%
Hispanic	57%	Suburban	53%	Rural	47%
Educ: Bachelors or Postgrad	56%	South	52%	Small Town	44%
Northeast	56%	Baby Boomers	52%	Republican	39%
		Midwest	52%		

AGENDA

**COVID-19 AND SCHOOLING**

**SCHOOL CHOICE POLICIES**

**VIEWS ON K-12 EDUCATION**

**SURVEY PROFILE AND DEMOGRAPHICS**



## Descriptions Used:

### **Charter Schools**

Charter schools are public schools that have more control over their own budget, staff, and curriculum, and are exempt from many existing public school regulations.

### **School Vouchers**

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

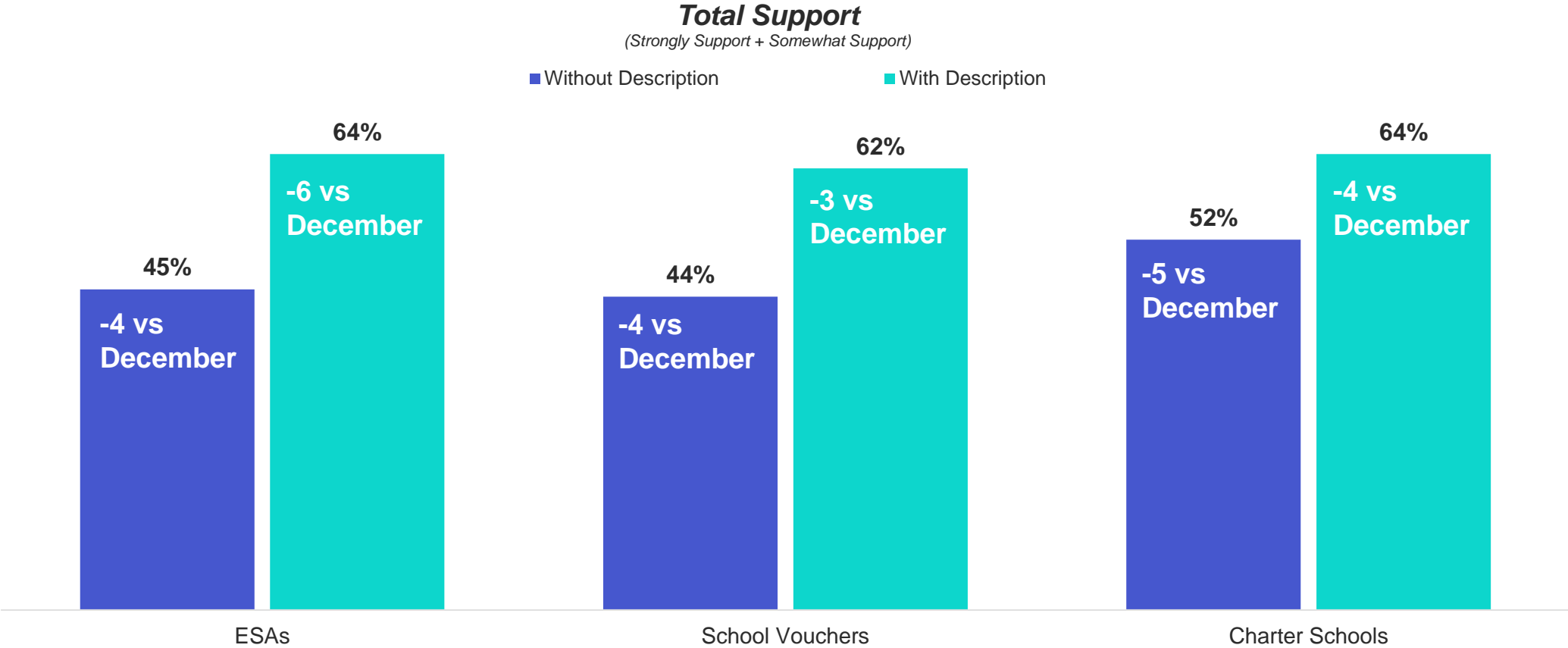
### **Education Savings Accounts**

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



All school choice policies continue to see a lift in support when people are given a description. Overall support for all three types of policies has decreased slightly since December.

**All Adults**

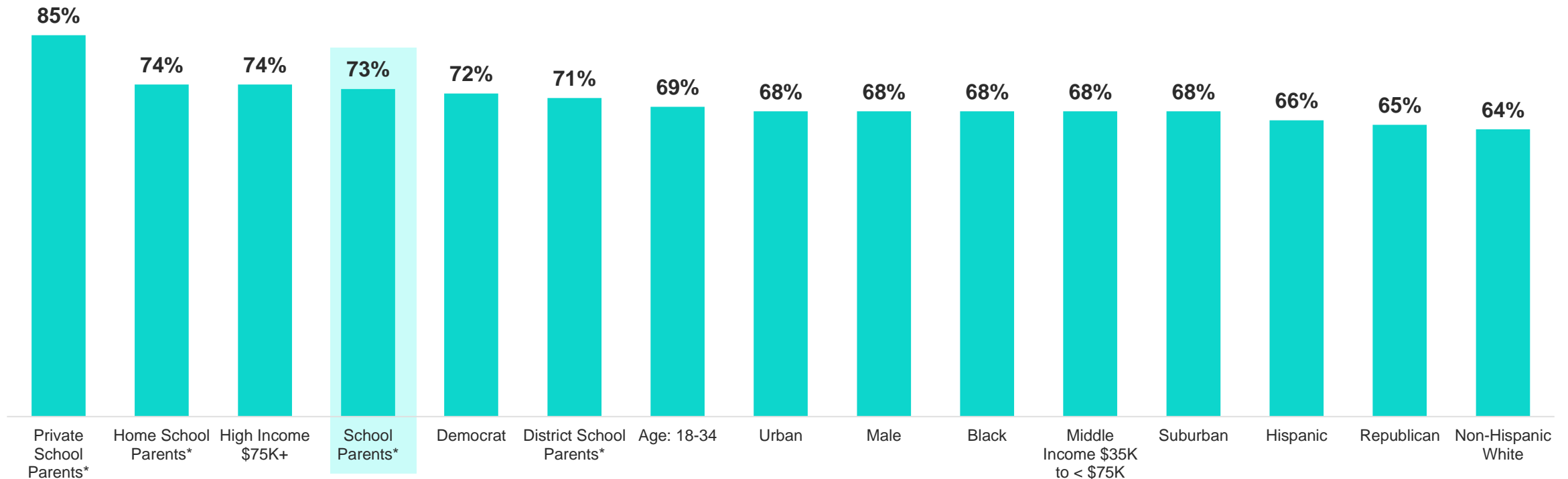


# Nearly three-fourths of school parents said they support ESAs. There is a wide range of support among all demographics.

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

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



\* Denotes the sample came from school parents

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

# Support of ESAs remains high across demographic groups although there were large decreases among GenXers, Independents, urbanities and those living in rural areas as well as the South.

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

## All Adults

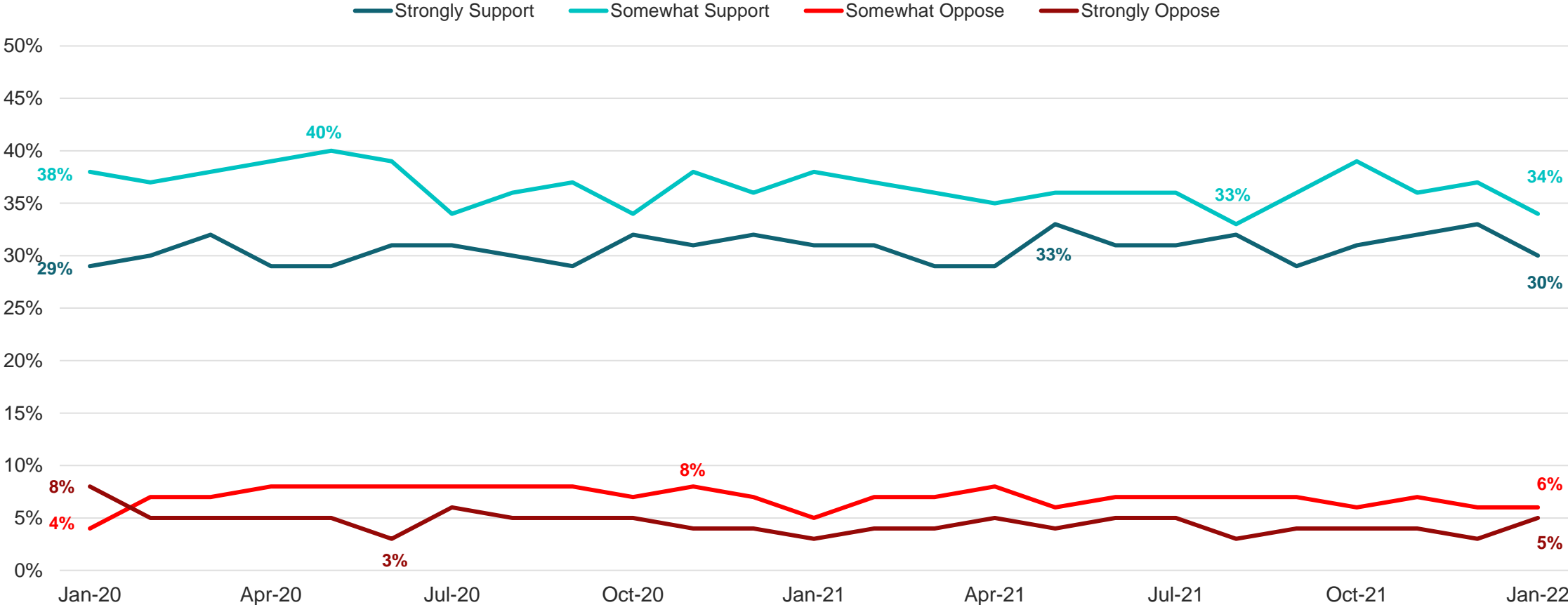
### Most Supportive

	Vs December			Vs December			Vs December	
Educ: Bachelors or Postgrad	75%	-6	Urban	68%	-12	Female	62%	-3
High Income \$75K+	74%	-9	Hispanic	66%	-1	Midwest	61%	-4
Democrat	72%	-8	West	66%	-1	Educ: < College	60%	-4
Millennial	70%	-7	Northeast	66%	-6	Gen X	59%	-14
Suburban	68%	+0	Republican	65%	+0	Small Town	58%	+5
Middle Income \$35K-\$75K	68%	-2	Gen Z	65%	-1	Low Income < \$35K	57%	-4
Black	68%	-3	Non-Hispanic White	64%	-6	Independent	57%	-12
Male	68%	-6	South	64%	-10	Rural	55%	-11
			Baby Boomers	62%	-2			

# The public's overall support of ESAs decreased by six points in January.

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

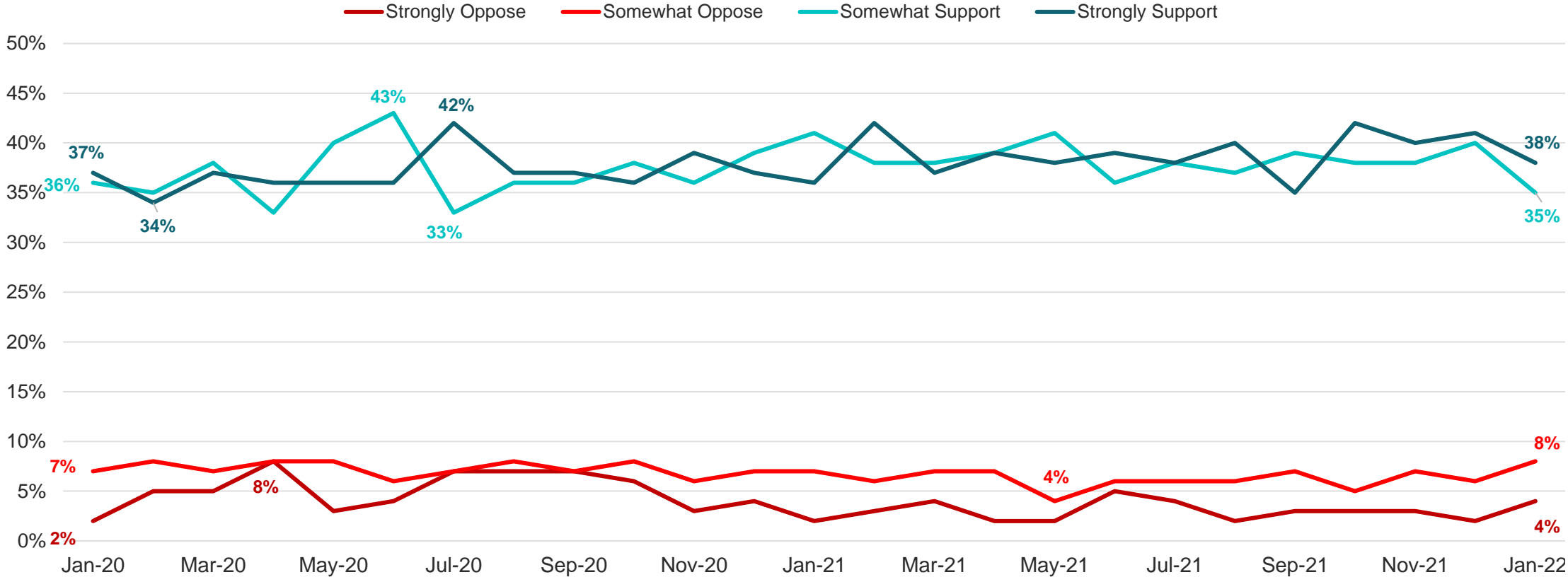


Note: Don't know/no opinion responses are not shown.

# Among school parents, overall support for ESAs decreased in January.

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

## School Parents



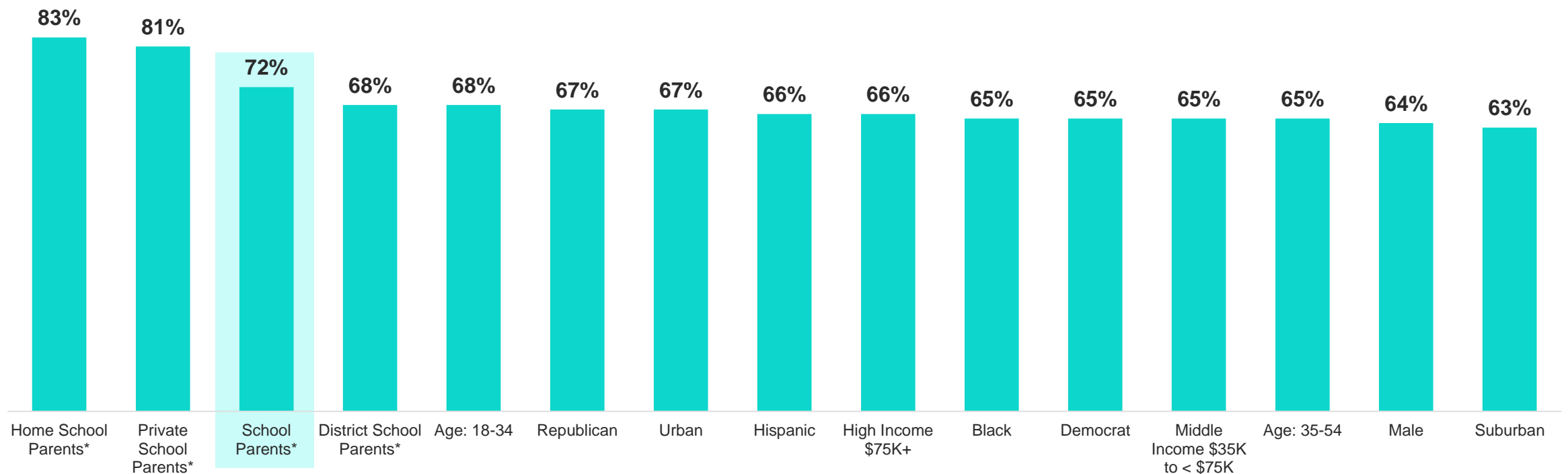
Note: Don't know/no opinion responses are not shown.

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

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

## All Adults

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



\* Denotes the sample came from school parents

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

# Support of school vouchers decreased the most among those with high incomes and Independents.

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

## All Adults

### Most Supportive

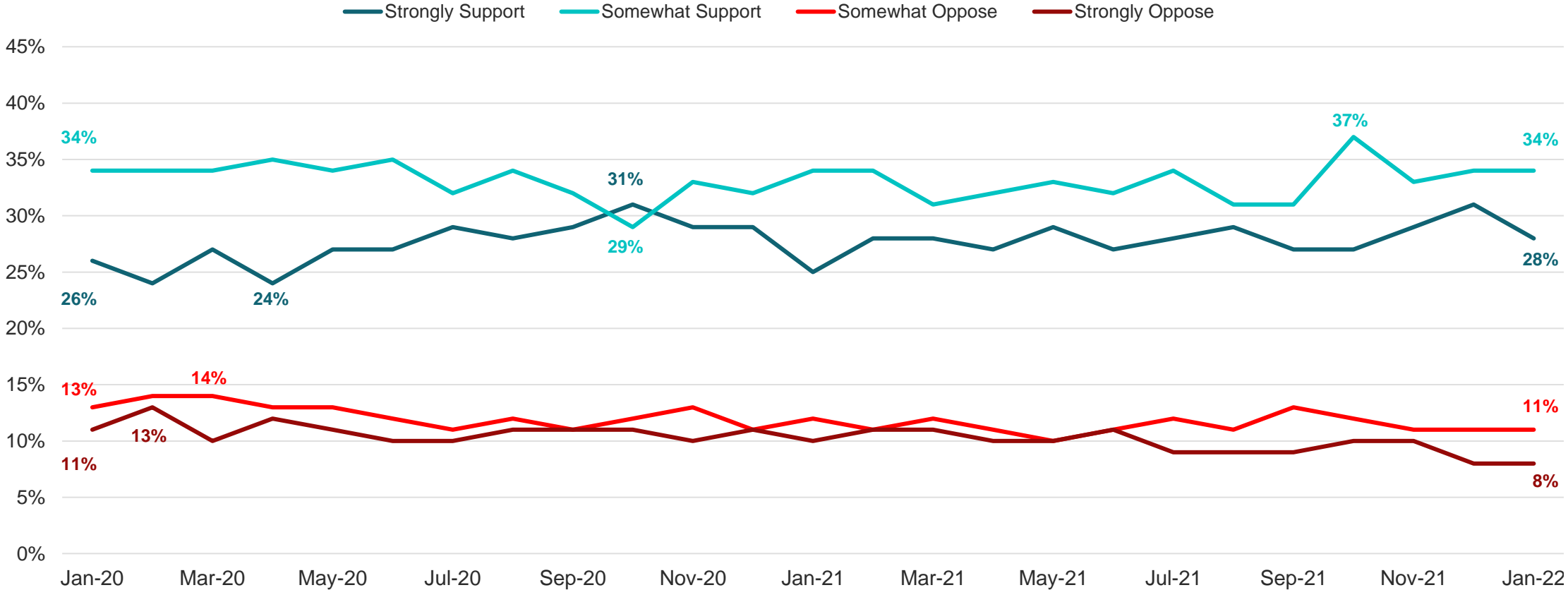


	Vs December			Vs December			Vs December	
Millennial	69%	-5	Democrat	65%	-2	Educ: < College	61%	+0
Republican	67%	+2	Black	65%	-4	Non-Hispanic White	61%	-4
Urban	67%	-5	West	64%	+0	Baby Boomers	58%	+4
Educ: Bachelors or Postgrad	67%	-6	Male	64%	-4	Low Income < \$35K	58%	+1
Hispanic	66%	+2	Suburban	63%	+2	Rural	58%	-2
High Income \$75K+	66%	-9	South	63%	-4	Independent	58%	-7
Gen Z	65%	+3	Northeast	62%	-3	Midwest	57%	-4
Middle Income \$35K-\$75K	65%	+0	Gen X	62%	-5	Small Town	55%	-2
			Female	61%	+0			

# The public's strong support for school vouchers decreased by three points in 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



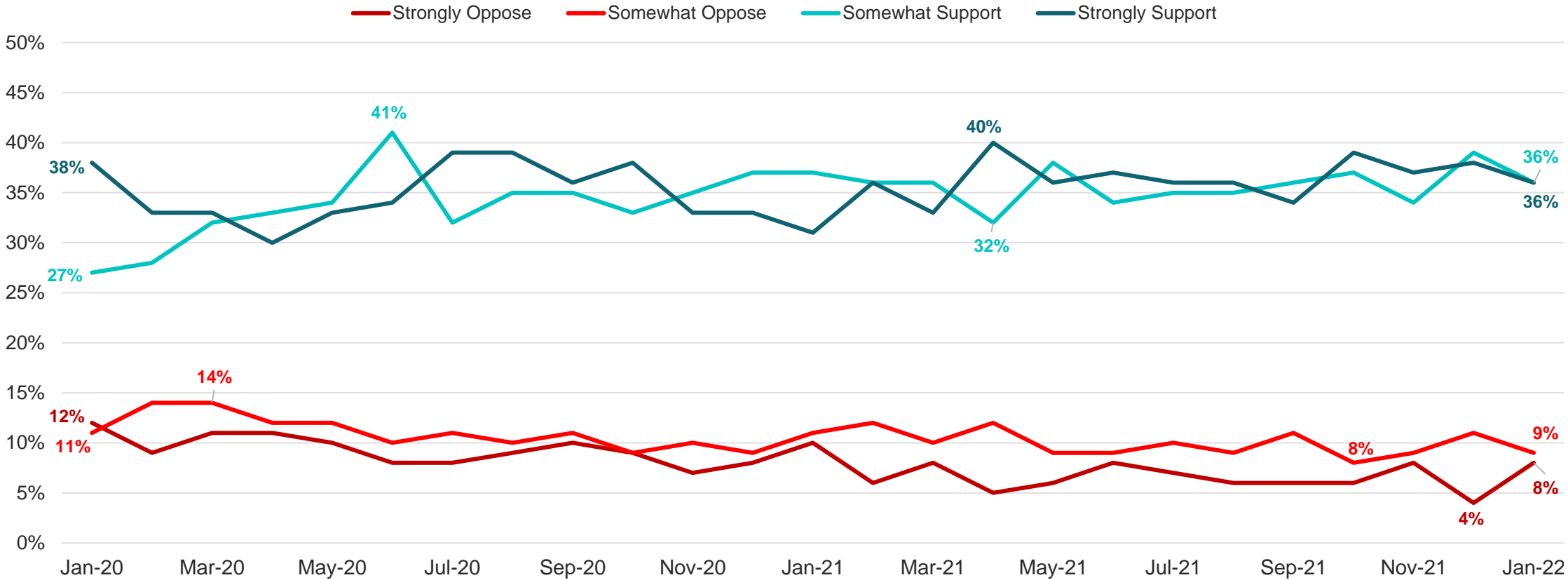
Note: Don't know/no opinion responses are not shown.



# School parents' soft support for school vouchers decreased by three points in 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?

## School Parents



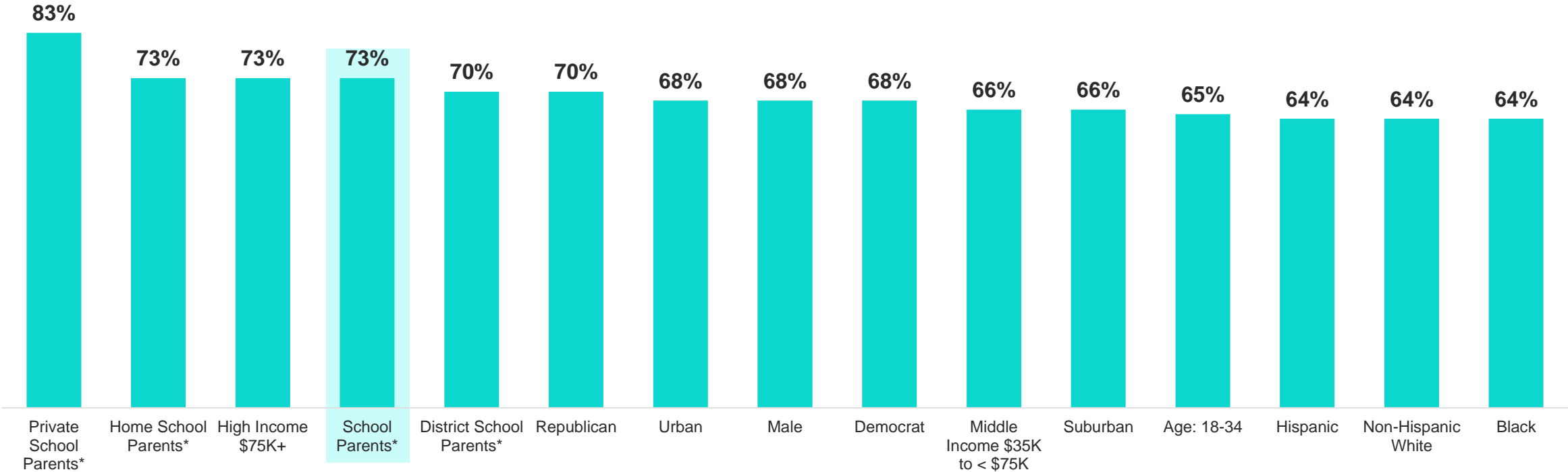
Note: Don't know/no opinion responses are not shown.

# Roughly three-fourths of school parents said they support public charter schools. There continues to be widespread support across demographics.

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

### All Adults

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



\* Denotes the sample came from school parents  
 Note: Parent groups based on child/children school type attendance in SY21-22.

# Support of charter schools remains high across demographics, although there were notable decreases among GenXers and Independents.

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

## All Adults

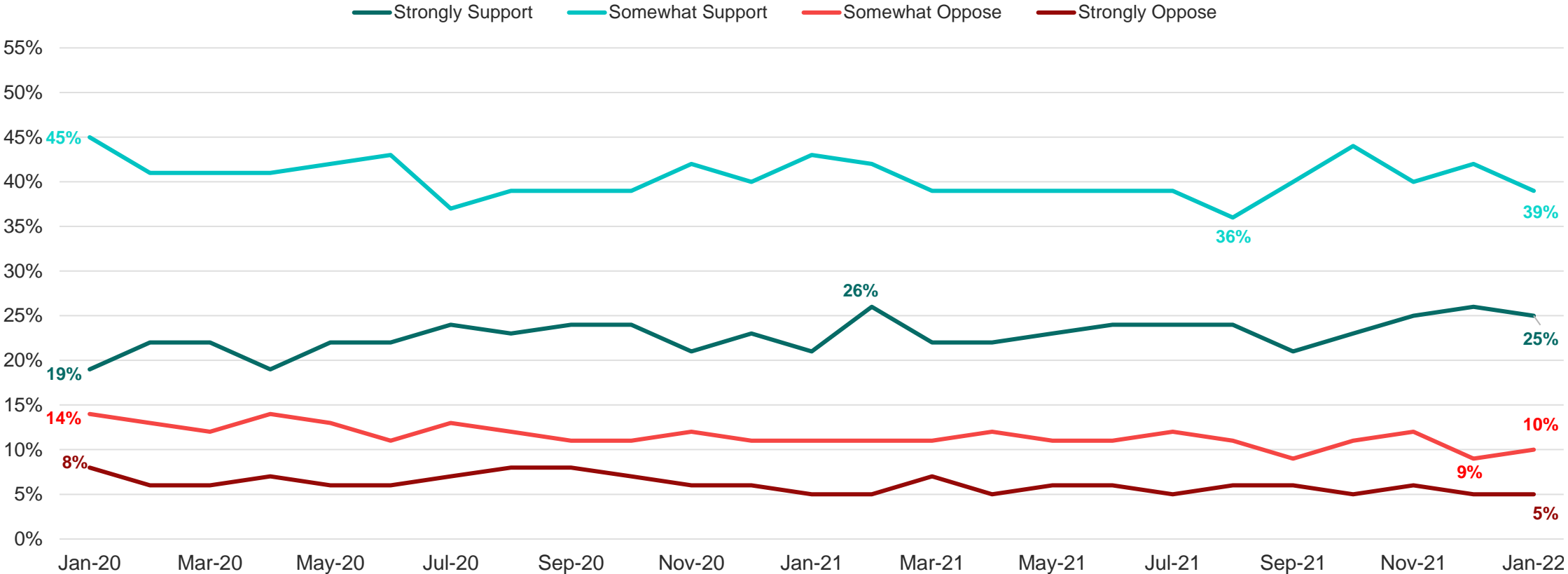
Most Supportive 

	Vs December			Vs December			Vs December	
Educ: Bachelors or Postgrad	73%	-6	Suburban	66%	-1	Female	60%	-3
High Income \$75K+	73%	-6	Middle Income \$35K to < \$75K	66%	-2	Educ: < College	59%	-4
Republican	70%	-1	West	65%	-3	Gen X	58%	-14
Millennial	69%	-3	Black	64%	+0	Gen Z	57%	-7
Northeast	68%	-1	Non-Hispanic White	64%	-4	Small Town	56%	+0
Democrat	68%	-2	Hispanic	64%	-8	Rural	56%	-4
Male	68%	-6	Baby Boomers	63%	+1	Low Income < \$35K	56%	-5
Urban	68%	-9	South	62%	-9	Independent	56%	-12
			Midwest	61%	-1			

# The public's soft support for charter schools decreased by three points in January.

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**

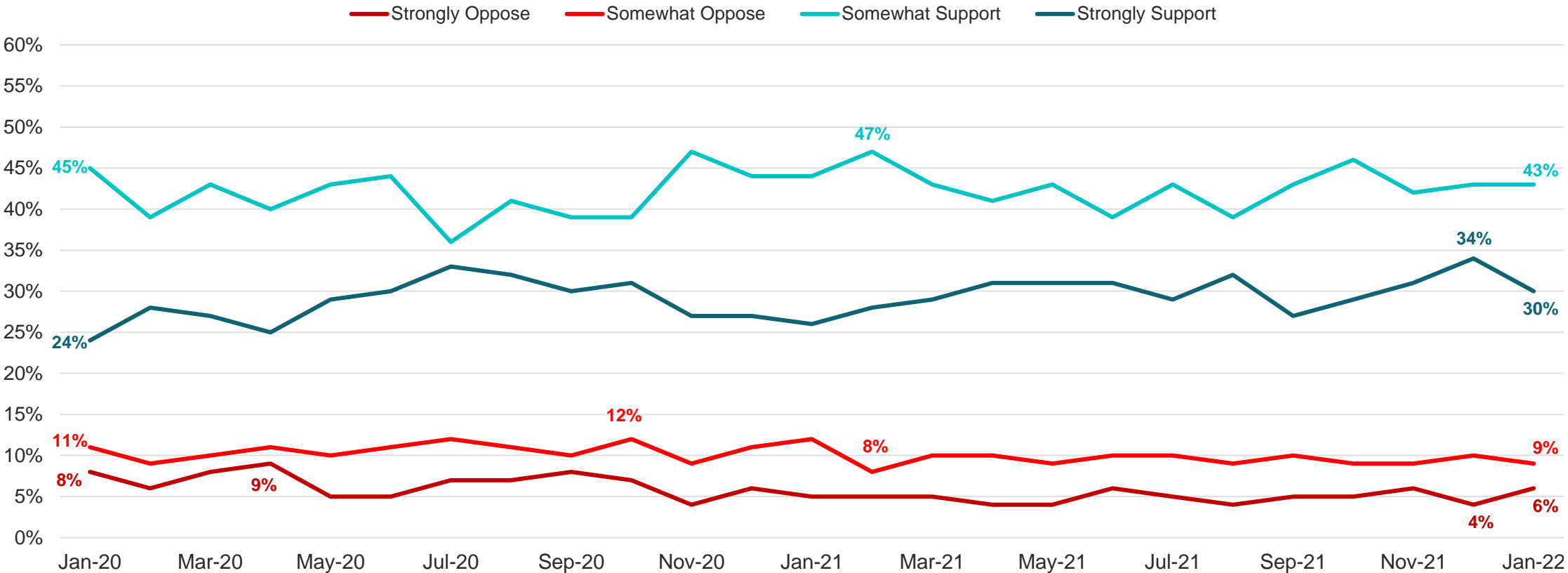


Note: Don't know/no opinion responses are not shown.

# Parents' strong support for charter schools decreased by four points in January.

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.

|  
**AGENDA**

**COVID-19 AND SCHOOLING**

**SCHOOL CHOICE POLICIES**

**VIEWS ON K-12 EDUCATION**

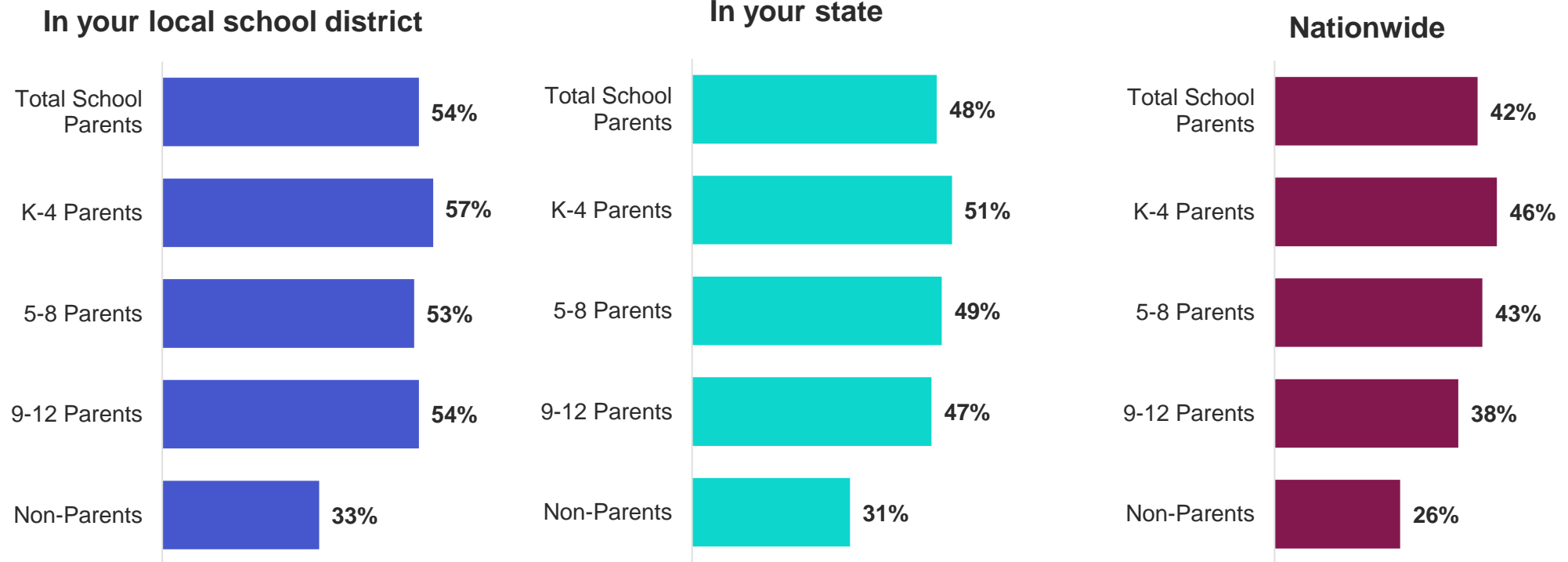
**SURVEY PROFILE AND DEMOGRAPHICS**



# School parents remain much more optimistic about the direction of K-12 education than non-parents.

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

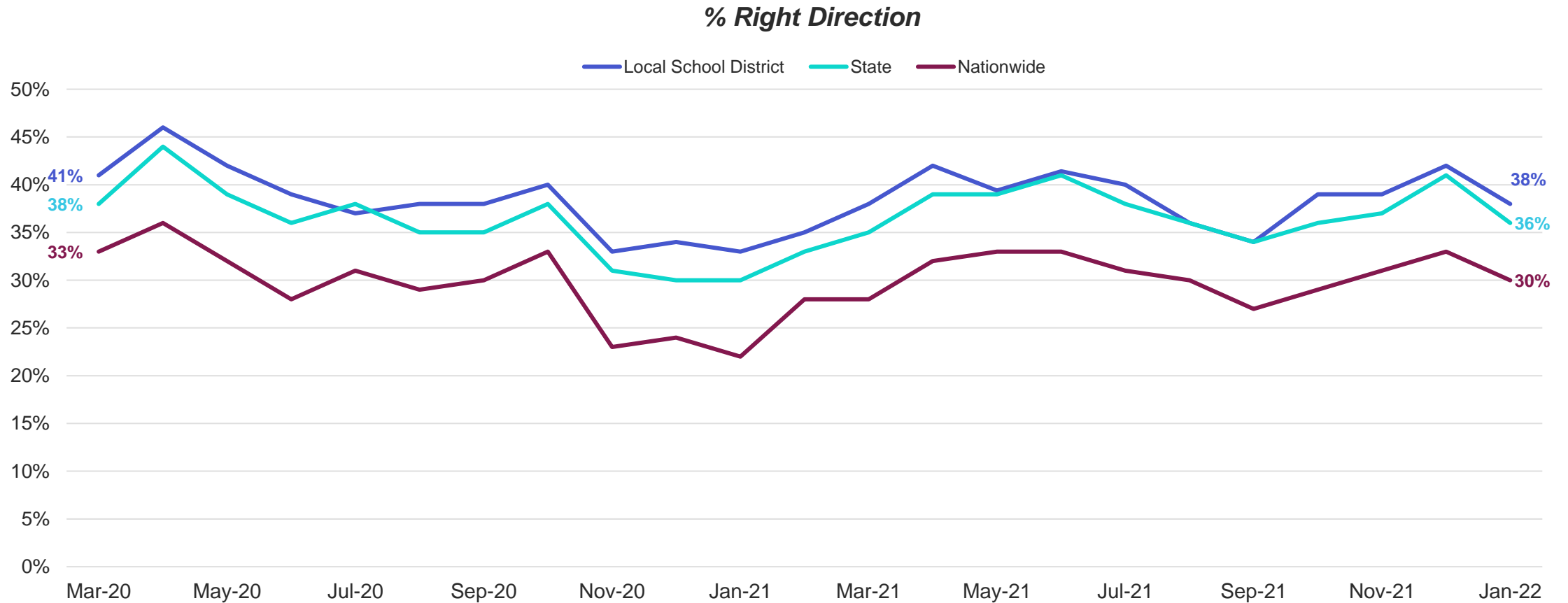
## *% Right Direction*



# In January, the public's positive views about the direction of K-12 education decreased across the board for the first time since September 2021.

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

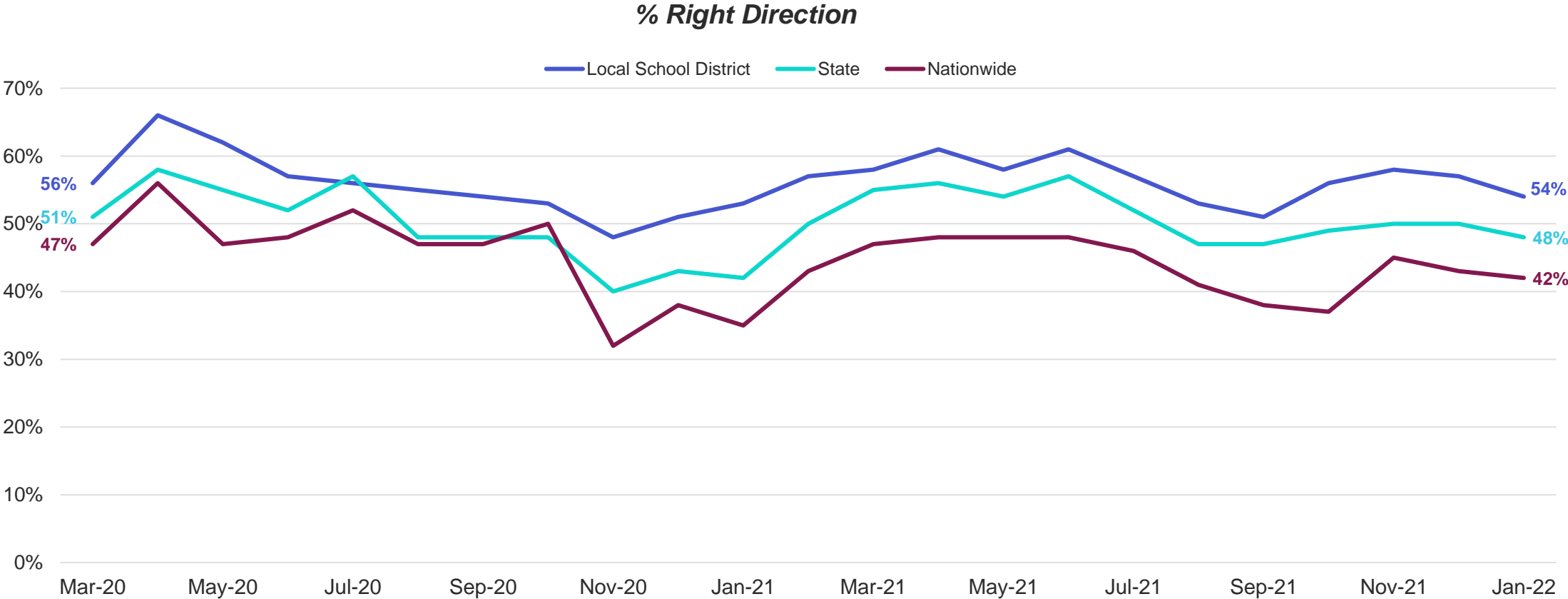




# The proportion of school parents' who felt positive about K-12 education continued to decrease heading into the new year.

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

## School Parents



Americans believe that K-12 leaders should be honest, caring, intelligent, knowledgeable, compassionate, and smart.

Please list up to three qualities that you look for in leaders when thinking about their handling of matters in K-12 education right now.

**All Adults**



Top 5 Responses
Honesty
Caring
Intelligence
Knowledge
Compassion / Smart (tied for 5 <sup>th</sup> )

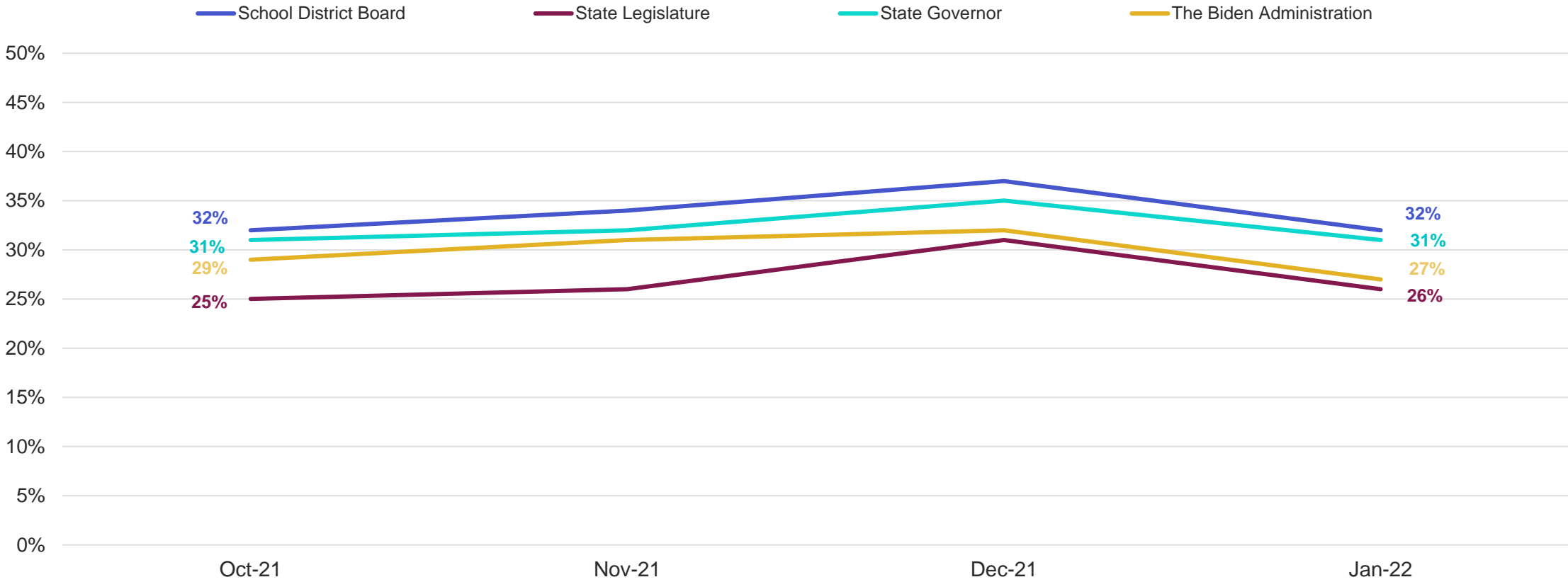
Word cloud includes terms that got over 10 mentions

# In January, Americans were less likely to give an A/B grade to various education policymakers compared to the prior month.

How would you grade the following on their handling of matters in K-12 education?

**All Adults**

**% Who Gave an A or B Grade to Each Policymaker**

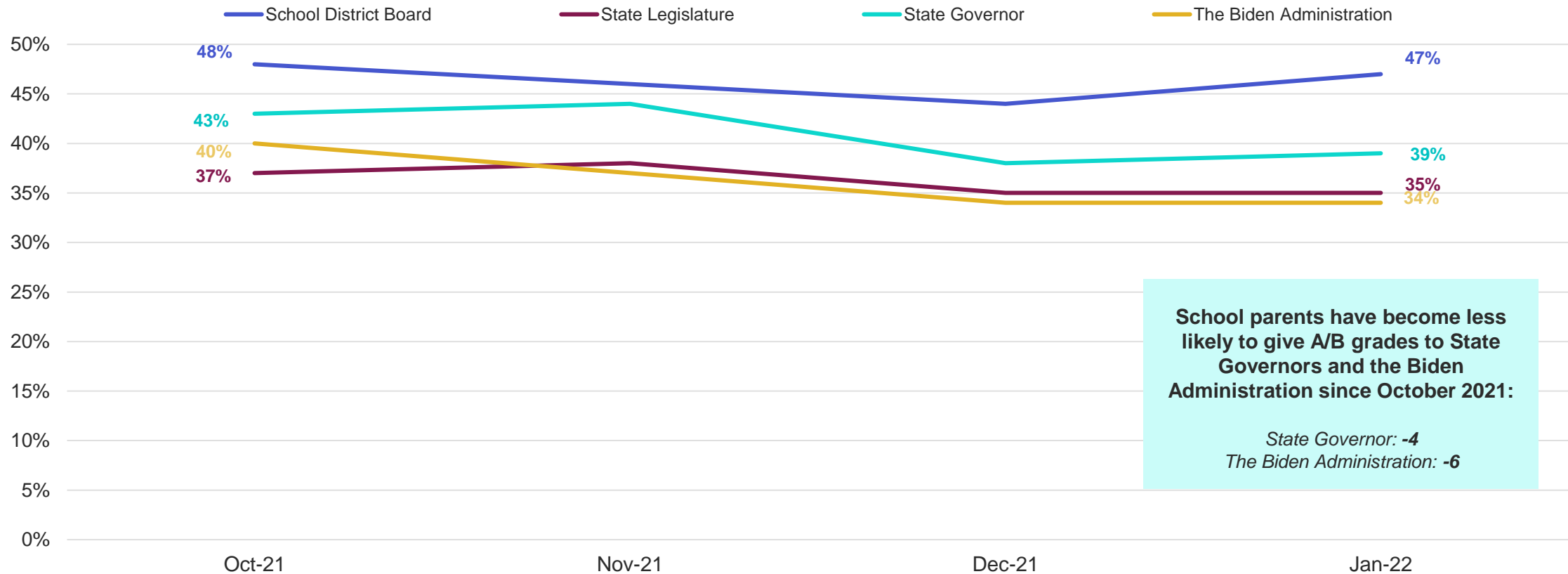


# School parents are more positive about education policymakers than the general public.

How would you grade the following on their handling of matters in K-12 education?

## School Parents

### % Who Gave an A or B Grade to Each Policymaker



School parents have become less likely to give A/B grades to State Governors and the Biden Administration since October 2021:

State Governor: -4  
The Biden Administration: -6

# Americans are more likely to say core academic subjects are most important for grades K-8. They believe skills for future employment are most important for grades 9-12.



What do you believe should be the main purpose of education during Kindergarten through 8th grade/High School? In your opinion, how important is it for students to learn...

## All Adults

### % Extremely Important








#### Grades K-8

Average % selected Extremely Important **43%**

-  Core academic subjects (56%)
-  How to be good citizens (47%)
-  Become independent thinkers (46%)
-  Socialization (46%)
-  Skills for future employment (45%)
-  Values, moral character, religious virtues (39%)
-  To fix social problems (25%)

#### Grades 9-12

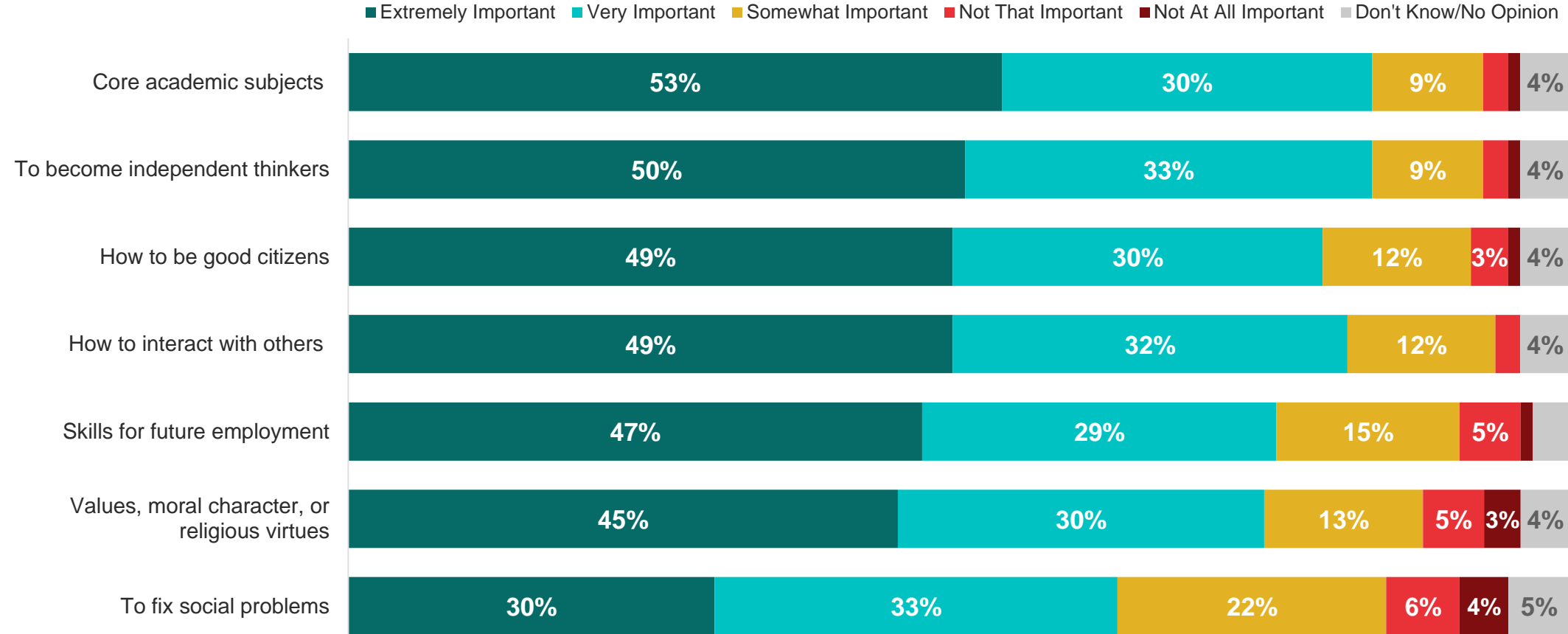
Average % selected Extremely Important **42%**

-  Skills for future employment (52%)
-  Core academic subjects (50%)
-  Become independent thinkers (48%)
-  How to be good citizens (44%)
-  Socialization (41%)
-  Values, moral character, religious virtues (36%)
-  To fix social problems (26%)

# School parents are most likely to say learning core academic subjects is an extremely important purpose of K-8 education.

What do you believe should be the main purpose of education during **Kindergarten through 8th grade**? In your opinion, how important is it for students to learn...

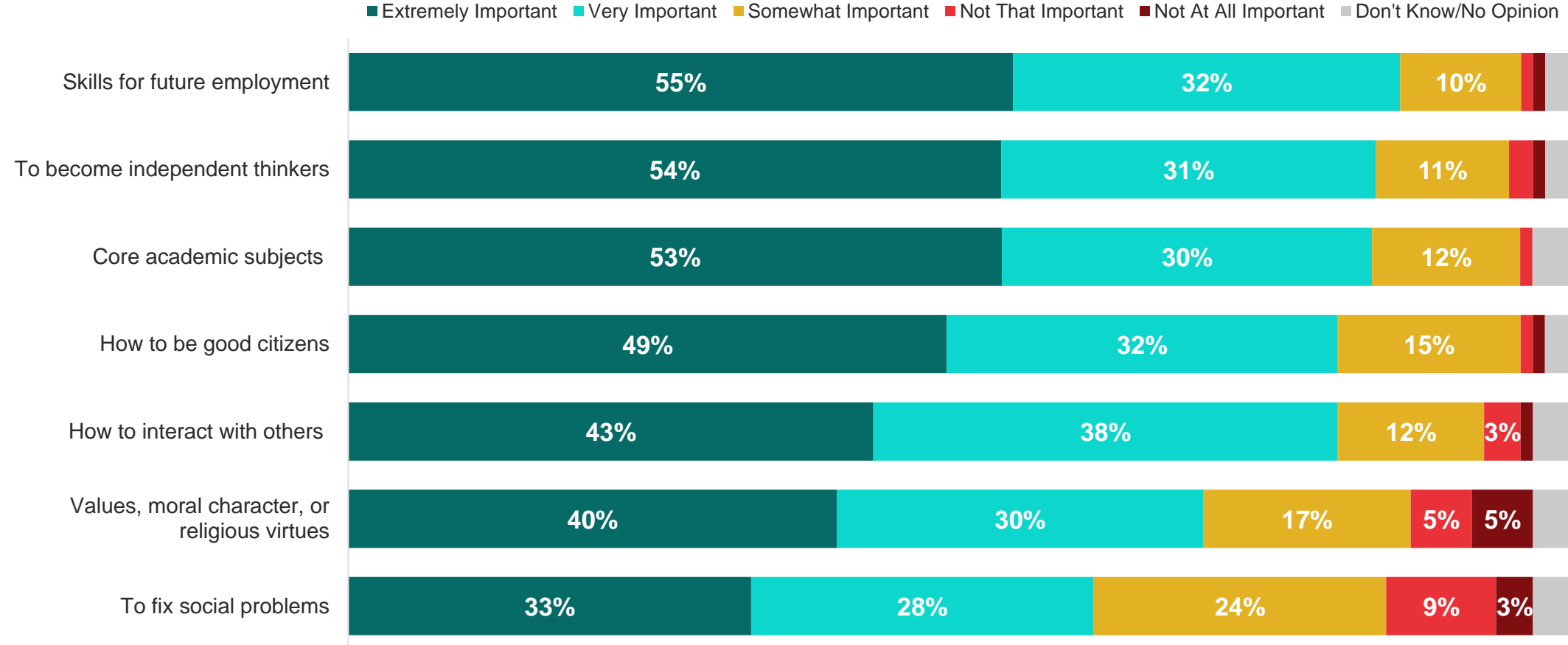
## School Parents



# School parents are most likely to say that high school should focus on skills for future employment, independent thinking, and core academic subjects.


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

## School Parents



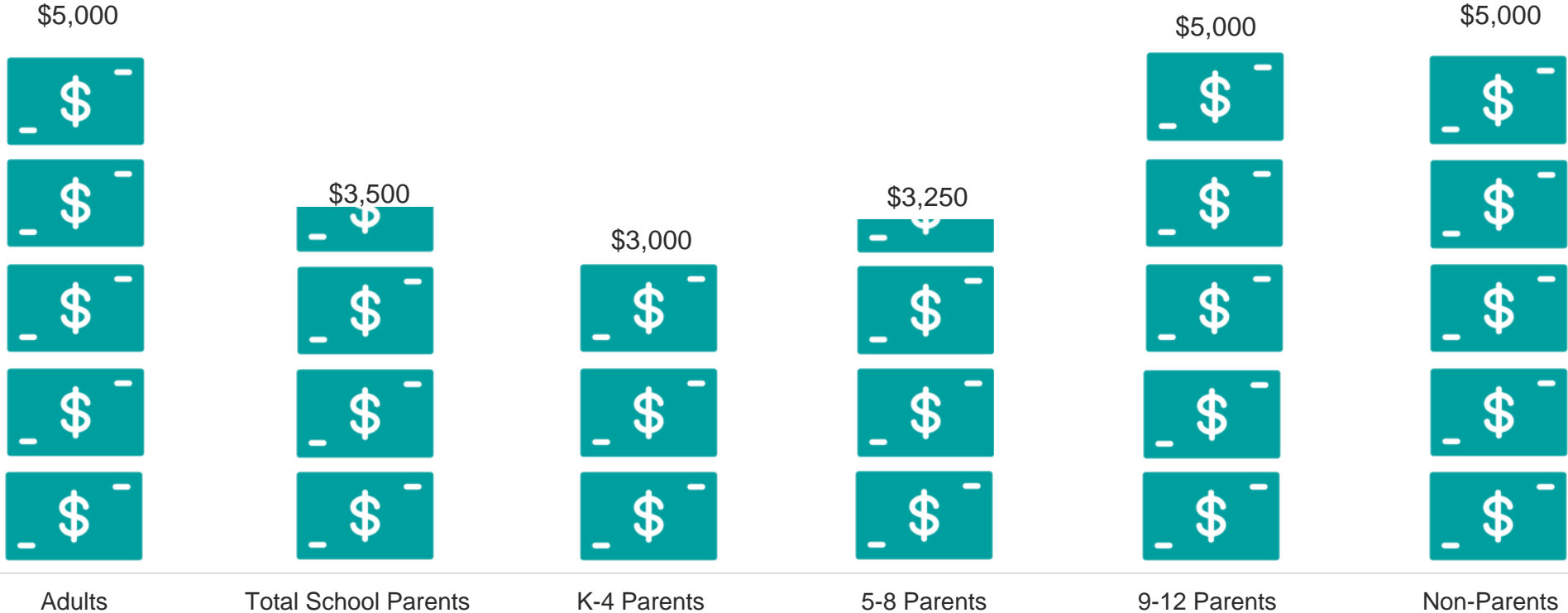
# Americans – especially school parents of younger children – believe that government spending per student is much lower than actual expenditures.

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.

 = \$1,000

### Median Estimate

FY19 State Actuals	
Maximum	\$25,155
Mean	\$12,912
Minimum	\$7,979



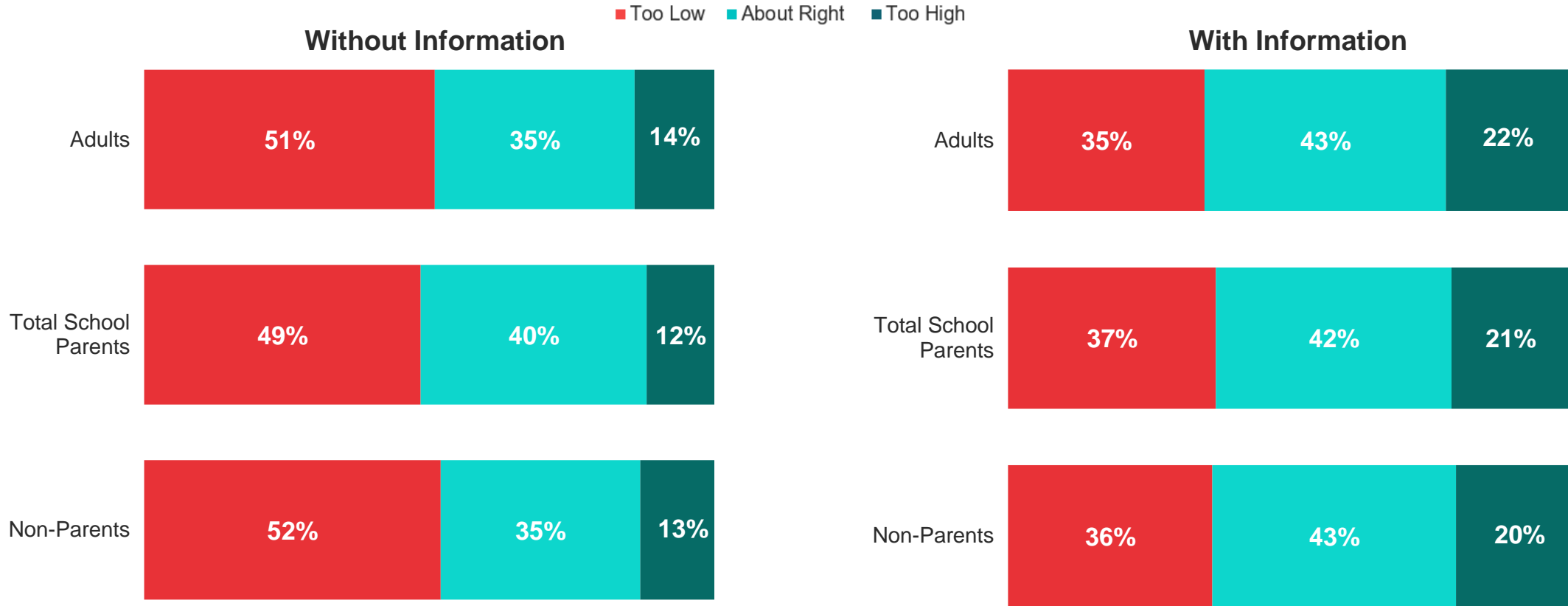
FY19 State Actuals Source: National Center for Education Statistics



# Americans are much less likely (-16 points) to say their state’s per-student spending is “too low” when given a publicly reported statistic.

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

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

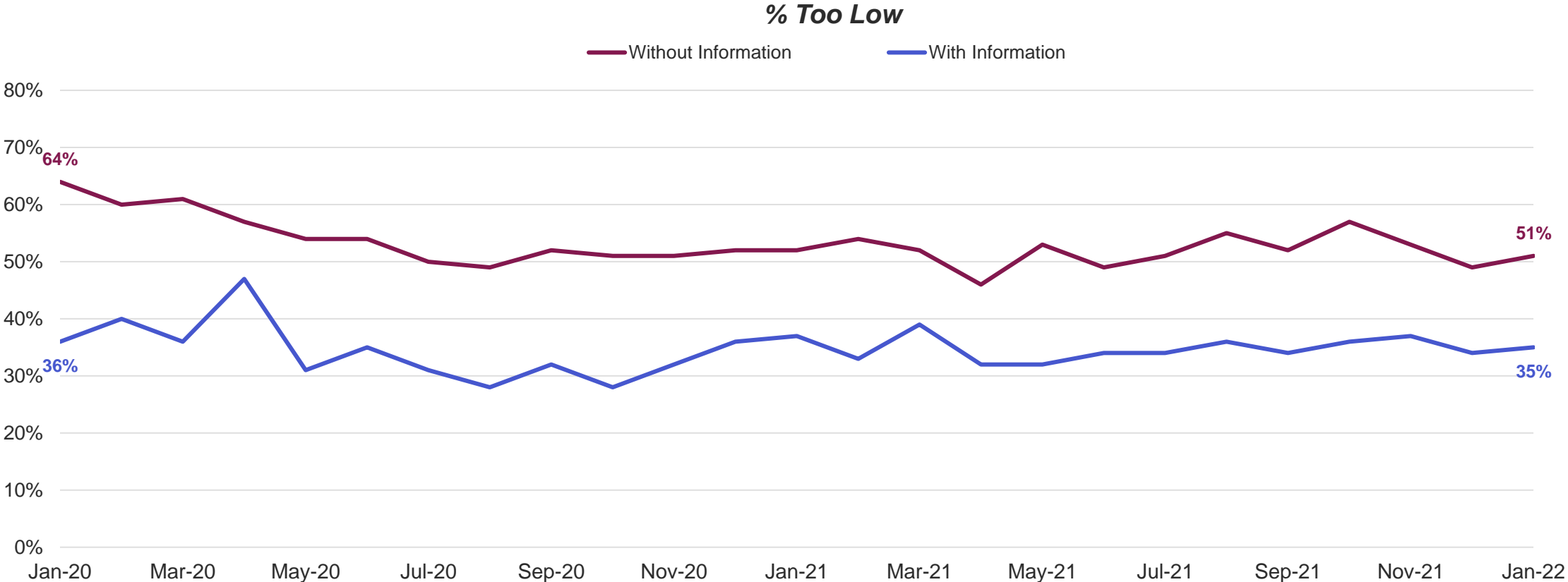


# The American public's belief that school funding is too low (without information) remains at a level lower than it was before the pandemic.

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

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

### All Adults

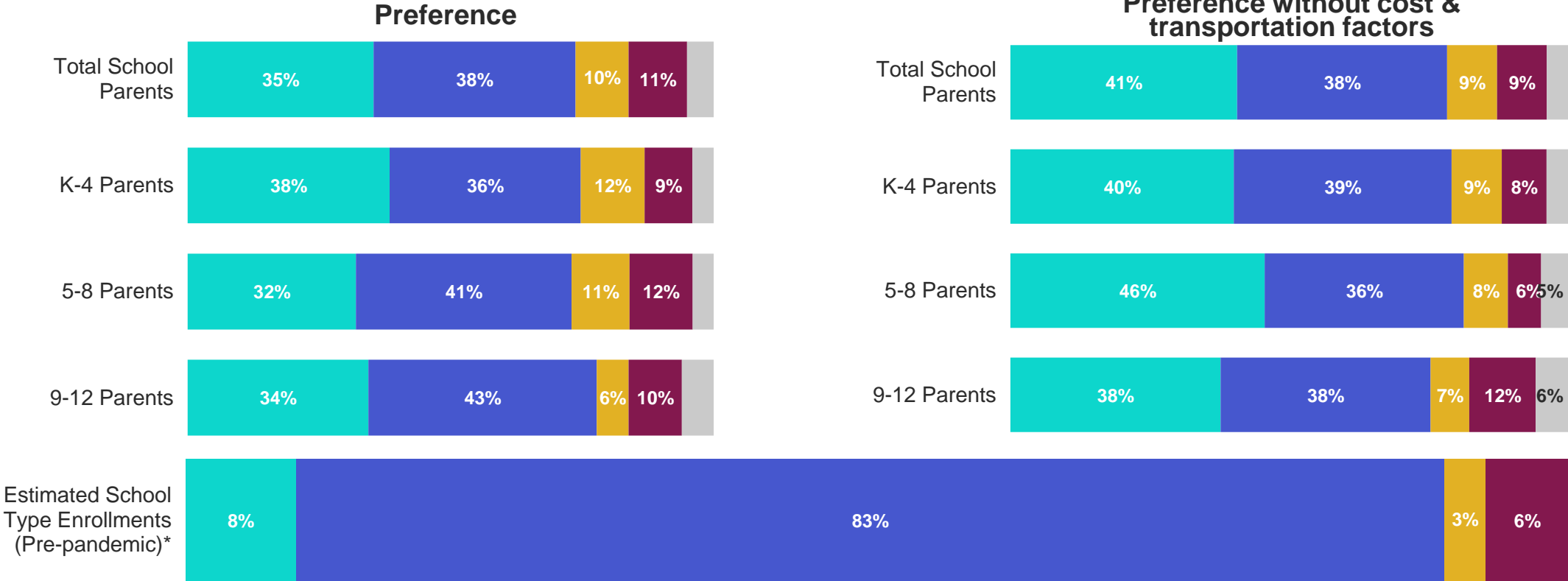


# When neither financial costs or transportation are factors, middle school parents are more likely to prefer having their kids enrolled in private schools.

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 ■ Regular Public School ■ Home School ■ Charter School ■ Don't Know/No Opinion



\*Intended as reference point only. Percentage estimates reflect all K-12 students nationally. Source: [2021 EdChoice Share](#)

Most Americans continue to view economic issues as their top priority when deciding who to vote for at the federal, state, or local levels. Education issues rank near the middle across federal, state, and local offices and have increased in importance.

Now, thinking about your vote, what would you say are the top 3 issues on your mind when you cast your vote for federal offices/state offices/local offices?

**All Adults**

**% Selected**

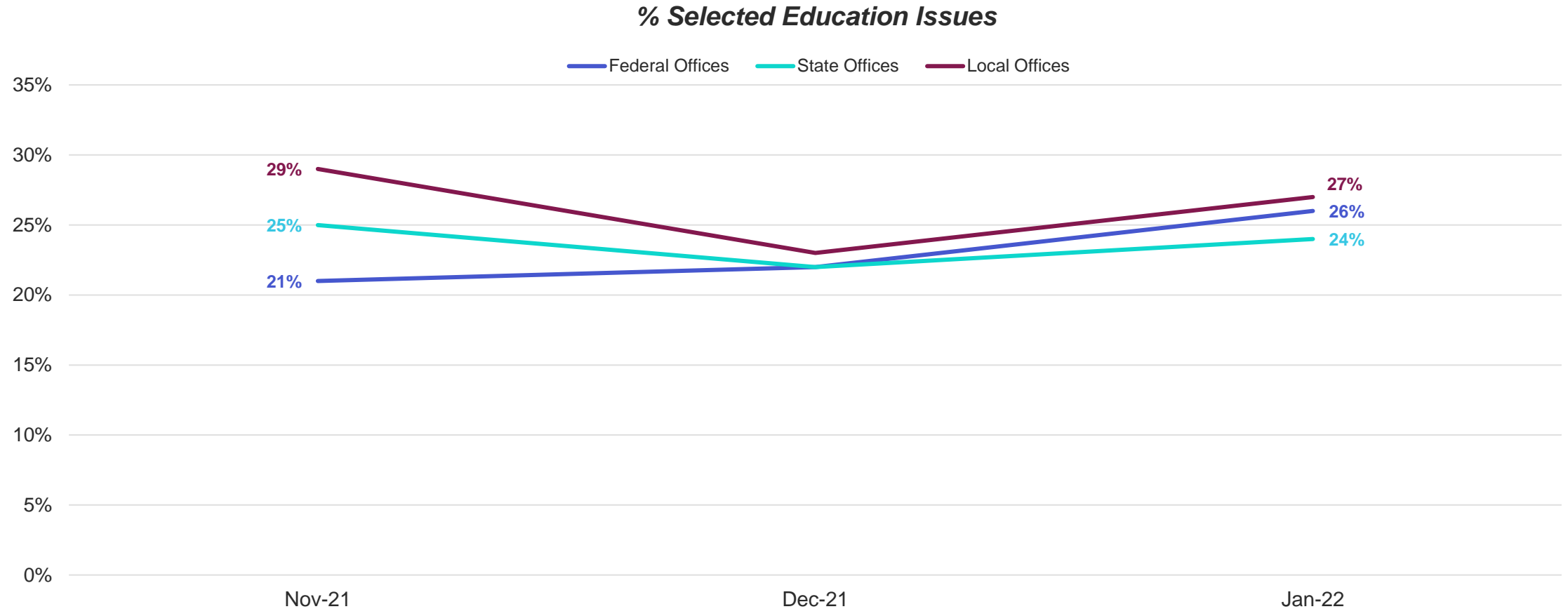
	FEDERAL OFFICES	Vs December	STATE OFFICES	Vs December	LOCAL OFFICES	Vs December
Economic Issues	47%	+0	55%	+6	54%	+2
Health Care Issues	34%	+7	37%	+3	32%	+2
Security Issues	27%	+0	23%	-1	22%	-2
Education Issues	26%	+4	24%	+2	27%	+4
Seniors Issues	25%	+1	24%	+0	29%	+4
Energy Issues	18%	-1	18%	+2	18%	+5
Women's Issues	15%	+2	17%	+2	15%	+4

Participants were only randomly asked about one of three offices

# Education as a top issue for federal, state, and local levels has converged after initially being viewed more as local priority in November 2021.

Now, thinking about your vote, what would you say are the top 3 issues on your mind when you cast your vote for federal offices/state offices/local offices?

## All Adults



In January, various demographic groups were more likely to see education as a top voting priority, especially Hispanics, Blacks, and those living in the West.

Now, thinking about your vote, what would you say are the top 3 issues on your mind when you cast your vote for federal offices/state offices/local offices?

**School Parents**

**% Selected Education Issues**

**% Most Frequently Selected**

	Vs December			Vs December			Vs December	
Hispanic	<b>50%</b>	+18	Educ: Bachelors or Postgrad	<b>38%</b>	+6	Democrat	<b>36%</b>	+7
Middle Income \$35K-\$75K	<b>42%</b>	+8	Midwest	<b>38%</b>	+4	Republican	<b>36%</b>	+3
Independent	<b>41%</b>	+9	Small Town	<b>38%</b>	+1	Low Income < \$35K	<b>36%</b>	+2
Suburban	<b>41%</b>	+7	High Income: \$75K+	<b>37%</b>	+9	Rural	<b>36%</b>	+1
South	<b>40%</b>	+8	Non-Hispanic White	<b>37%</b>	+5	Northeast	<b>34%</b>	+3
District School Parent	<b>40%</b>	+7	Black	<b>36%</b>	+11	Home School Parent	<b>32%</b>	+0
West	<b>39%</b>	+10	Urban	<b>36%</b>	+9	Private School Parent	<b>28%</b>	+3
Educ: < College	<b>38%</b>	+6						

Percentages are based on a composite score of all 3 offices asked (Federal, State, and Local).

AGENDA

**COVID-19 AND SCHOOLING**

**SCHOOL CHOICE POLICIES**

**VIEWS ON K-12 EDUCATION**

**SURVEY PROFILE AND DEMOGRAPHICS**



# Survey Profile, 1

<b>Dates</b>	January 15-16, 2021
<b>Survey Data Collection &amp; Quality Control</b>	Morning Consult
<b>Survey Sponsor</b>	EdChoice
<b>Population</b>	General Population (Adults, Age 18+)
<b>Sampling Frame</b>	National sample of adults (age 18+) living in the United States, including the District of Columbia, with an oversample of school parents
<b>Sampling Method</b>	Non-Probability, Stratified (based on Age, Gender)
<b>Mode</b>	Online Survey
<b>Language</b>	English



## Survey Profile, 2

<b>Survey Time</b>	Gen Pop Median = 10.88 minutes, Oversample Median = 13.18 minutes
<b>Sample Size</b>	N = 2,200 General Population N= 1,252 Total School Parents
<b>Oversampling</b>	N = 700 School Parents
<b>Quotas</b>	Age, Gender
<b>Weighting</b>	Age, Race, Ethnicity, Gender, Education, Census Region
<b>Measure of Precision (adjusted for weighting)</b>	± 2.31 percentage points (Gen Pop), ± 3.51 percentage points (Oversample)
<b>Participation Rate</b>	25.90% (Gen Pop), 5.64% (Oversample)
<b>Methods Page</b>	<a href="https://edchoice.morningconsultintelligence.com/methodology/">https://edchoice.morningconsultintelligence.com/methodology/</a>
<b>Project Contact</b>	Paul DiPerna, paul@edchoice.org

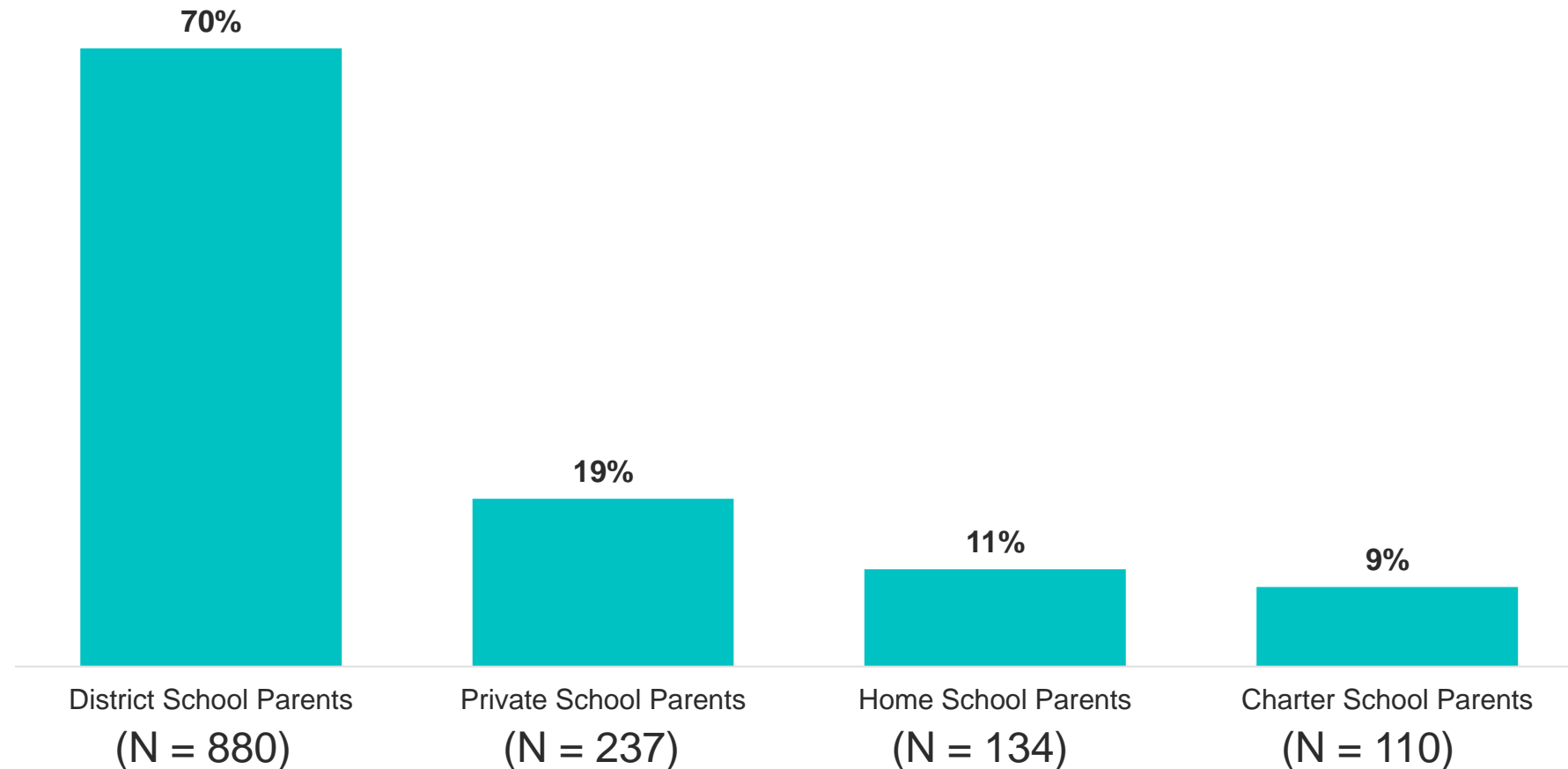
Demographics	Unweighted (N =)
Hispanic	203
Non-Hispanic White	1658
Black	258
Other	84
Generation Z	183
Millennial	774
Generation X	324
Boomers	723
Male	825
Female	1375
< College	1510
College +	690
Northeast	406
Midwest	505
South	914
West	375

Demographics	Unweighted (N =)
Total School Parents*	1252
K-4 Parents*	722
5-8 Parents*	531
9-12 Parents*	446
Non-Parents	799
Liberal	585
Moderate	677
Conservative	681
Democrat	784
Independent	593
Republican	636
Urban	604
Suburban	865
Small Town	282
Rural	449
Low Income <\$35K	941
Middle Income \$35K to <\$75K	723
High Income \$75K+	536

\* Denotes the sample came from school parents

Demographics	Unweighted	Weighted	Target (%)
Hispanic	9%	16%	16%
White	80%	78%	78%
Non-Hispanic White	75%	n/a	n/a
Black	12%	12%	12%
Other	4%	9%	9%
Age: 18-34	26%	30%	30%
Age: 35-54	34%	31%	31%
Age: 55+	40%	40%	40%
Age: 65+	25%	20%	20%
Male	38%	48%	48%
Female	62%	52%	52%
< College	69%	69%	69%
College +	31%	31%	31%
Northeast	18%	18%	18%
Midwest	23%	21%	21%
South	42%	37%	37%
West	17%	24%	24%

## Parent groups based on estimated school type attendance for the 2021-2022 school year



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

## Methodology Update

In addition to the monthly general population polling, Morning Consult oversamples K-12 school parents, among a national sample of parents living in the United States (including the District of Columbia). The sample is collected via stratified sampling based on race and ethnicity quota targets derived from the U.S. Census Bureau's 2017 Current Population Survey. Approximately 700 additional K-12 school parents are interviewed in English each month comprising the oversample. The completed K-12 school parent interviews are weighted to population totals obtained from the 2017 Current Population Survey on the following demographic variables: age, gender, region, race/ethnicity, and educational attainment. Morning Consult has also implemented a pre-administration quota to ensure at least 65 percent of K-12 parent respondents had at least one child attending a public district school.

Total School Parents	Have at least one child enrolled in grades K-12 for the 2021-2022 school year
Charter School Parents	Have at least one child enrolled in a charter school for the 2021-2022 school year
District/Public School Parents	Have at least one child enrolled in a district/public school for the 2021-2022 school year
Private School Parents	Have at least one child enrolled in a private school for the 2021-2022 school year
Home School Parents	Have at least one child enrolled in home school for the 2021-2022 school year

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

WHO WE ARE

 **MORNING CONSULT**<sup>®</sup>

Morning Consult is a global data intelligence company delivering insights on what people think in real time.

By surveying tens of thousands across the globe every day, Morning Consult is unmatched in scale and speed: It determines the true measure of what people think and how their decisions impact business, politics and the economy.

Industry leaders rely on Morning Consult's proprietary technology and analysis for real-time intelligence to transform information into a competitive advantage.

 **CHOICE**

EdChoice is a 501(c)(3) nonprofit, nonpartisan organization. Our team is driven by the shared mission to advance freedom and choice in K-12 education where all families, regardless of race, origin or family income, are free to choose a learning environment—public or private, near or far, religious or secular—that works best for their children.

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





[MORNINGCONSULT.COM](https://morningconsult.com)