



THE PUBLIC, PARENTS, AND K-12 EDUCATION

A National Polling Report

MARCH 2022

KEY FINDINGS

1. Roughly one out of six Americans – and one out of five parents – reported a protest or major disruption at their local school board meeting this school year. Most appear associated with COVID-19-related topics such as masking, vaccines, or other pandemic policies.
2. In March, Americans deprioritized education as a top issue – especially at the local level. However, education still ranked higher when considering voting for local offices, compared to either state or federal offices. Most Americans continue to view economic issues as their top priority.
3. Four out of five school parents believed that schools should provide multiple learning options for students this school year.
4. Overall support remains high for school choice policies – education savings accounts (ESAs), school vouchers, charter schools, and open enrollment policies. Strong support among parents substantially increased in March.
5. Interest in tutoring increased by seven points in March, while learning pod interest held steady. Tutoring interest notably increased among Hispanics, Southerners, Democrats, and those who have less than a college education.
6. COVID-19 schooling concerns continued to decrease in March. School parents' comfort with their children attending school reached its highest level with about 80 percent of surveyed parents expressing they are at least somewhat comfortable.

Methodology:

This poll was conducted between March 15-March 19, 2022 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 2.34 percentage points..

AGENDA

COVID-19 AND SCHOOLING

SCHOOL CHOICE POLICIES

VIEWS ON K-12 EDUCATION

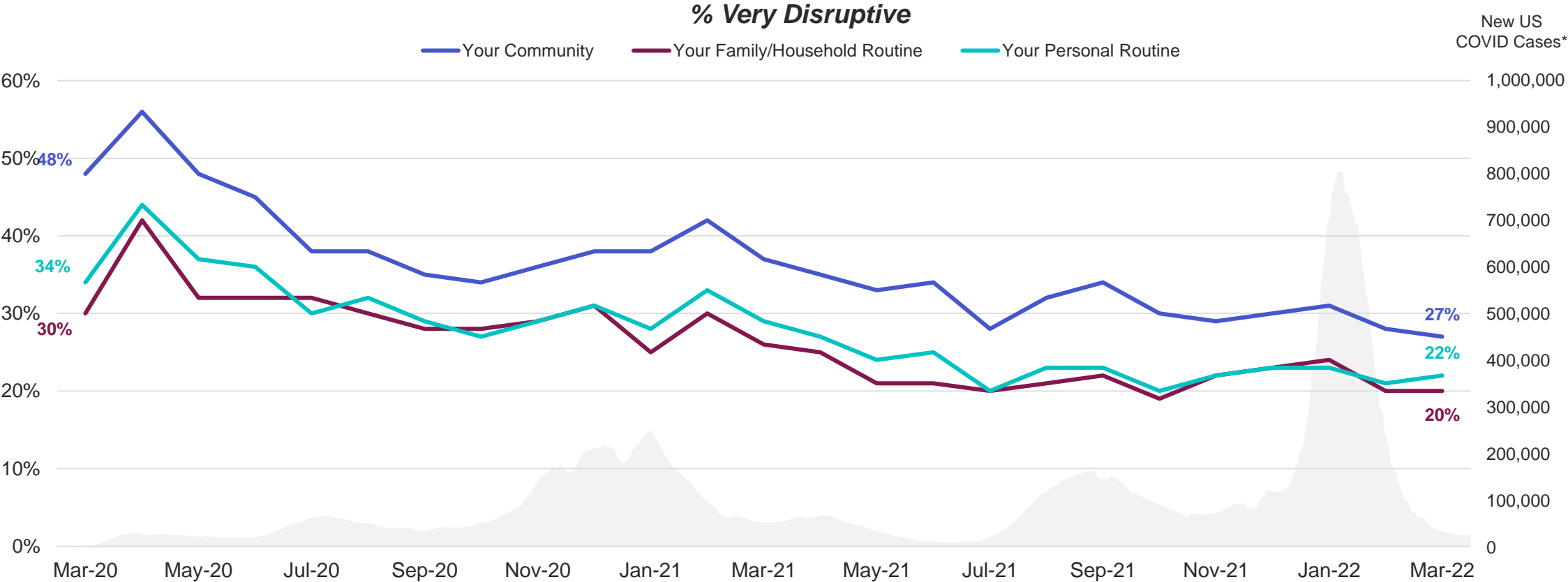
SURVEY PROFILE AND DEMOGRAPHICS



The percentage of Americans who felt the coronavirus had been ‘very disruptive’ held steady in March – despite COVID cases continuing to decrease after a massive surge.

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

All Adults

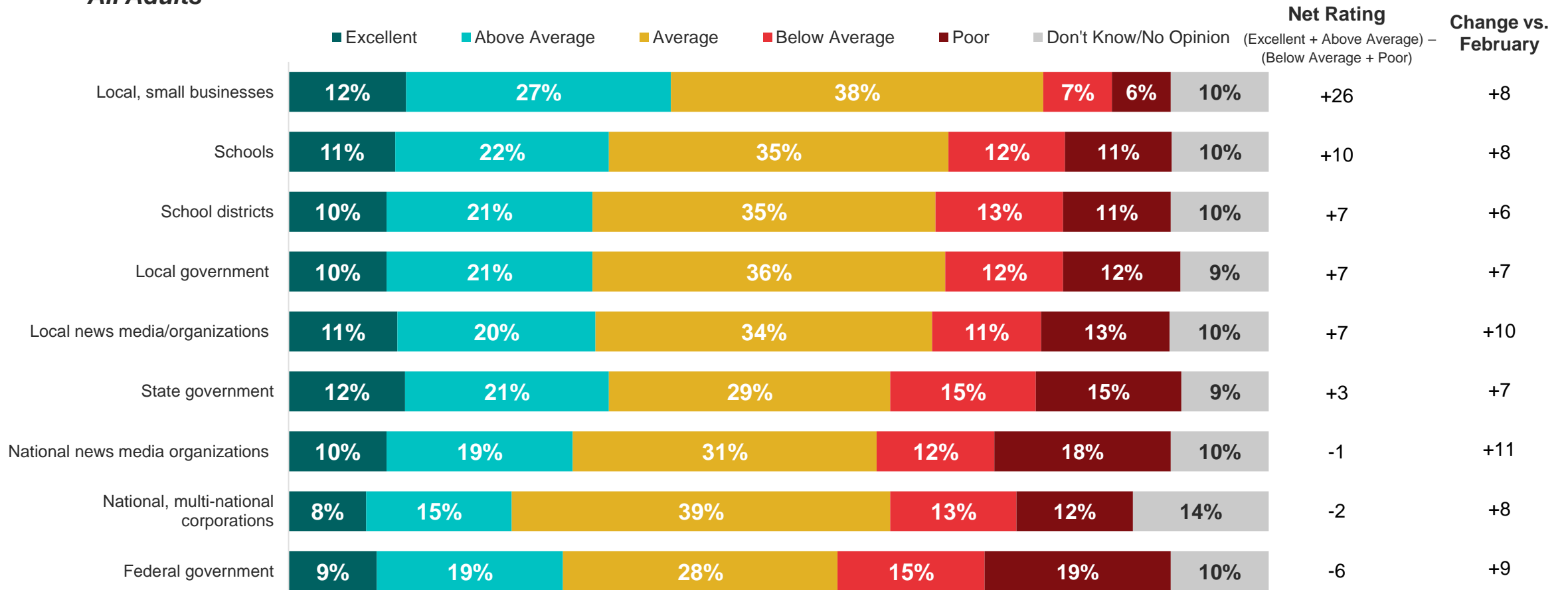


*CDC 7-day moving average

Americans were rating various institutions more positively in March, compared to the previous month.

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



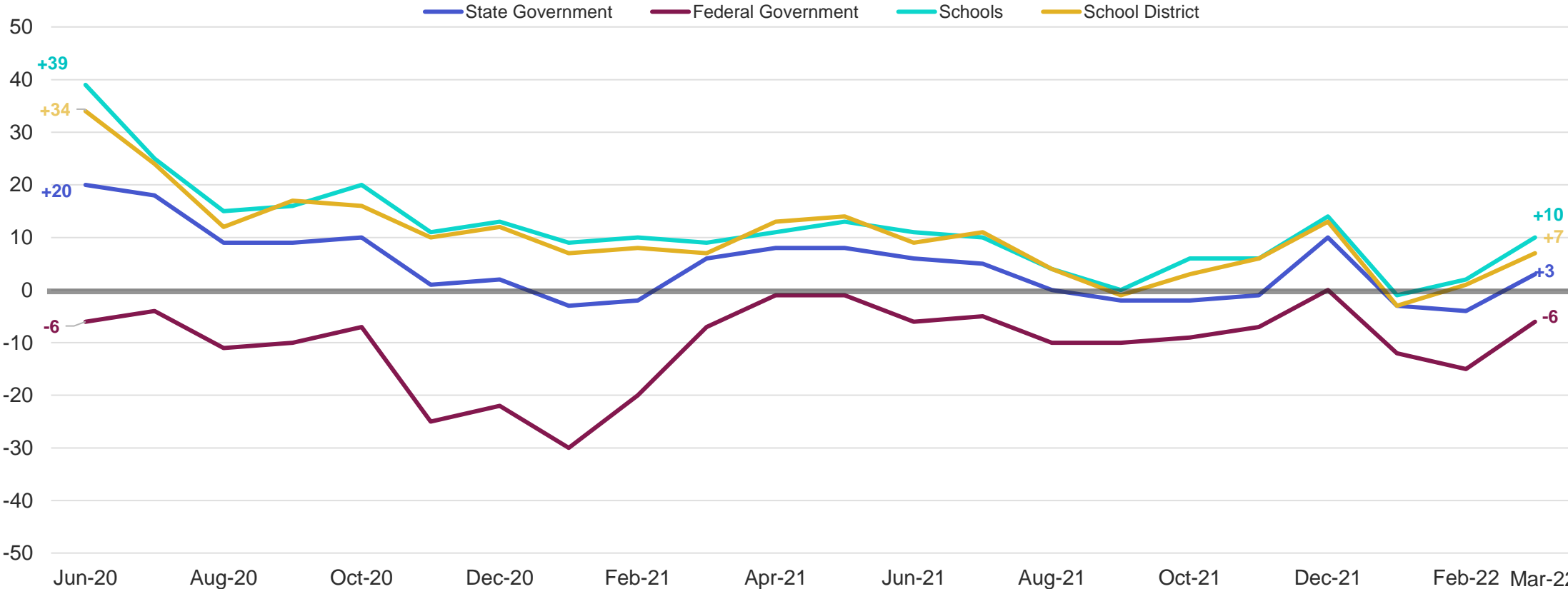
After a major slide in January, the public began to rate schools and school districts more positively.

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

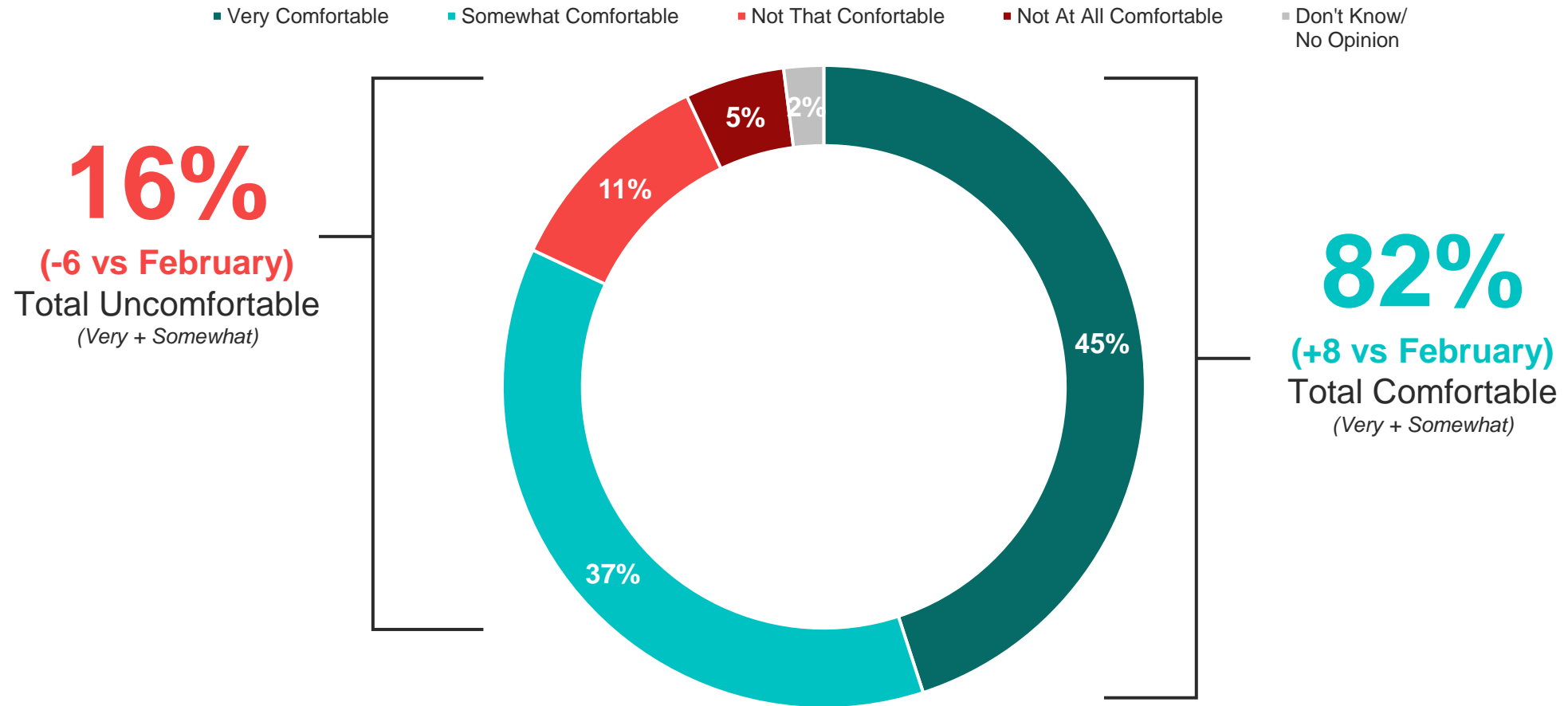
(Excellent + Above Average – Below Average + Poor)



In March, more than 80 percent of school parents reported feeling comfortable with their child attending 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 attending school right now?

School Parents

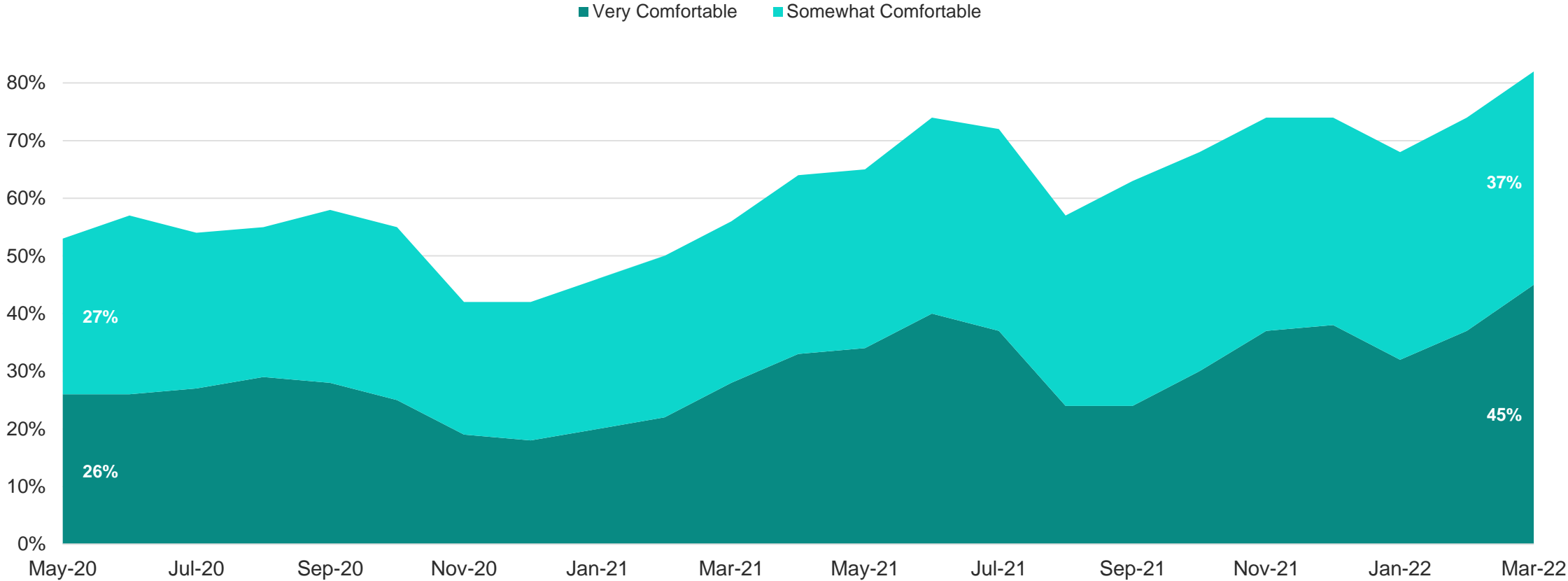


* Wording of the question changed slightly from "returning to school" to "attending school" in January 2022
Source: Survey conducted March 15, 2022 – March 19, 2022, among U.S. adults

School parents' comfort with their children attending school once again reached its highest level.

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



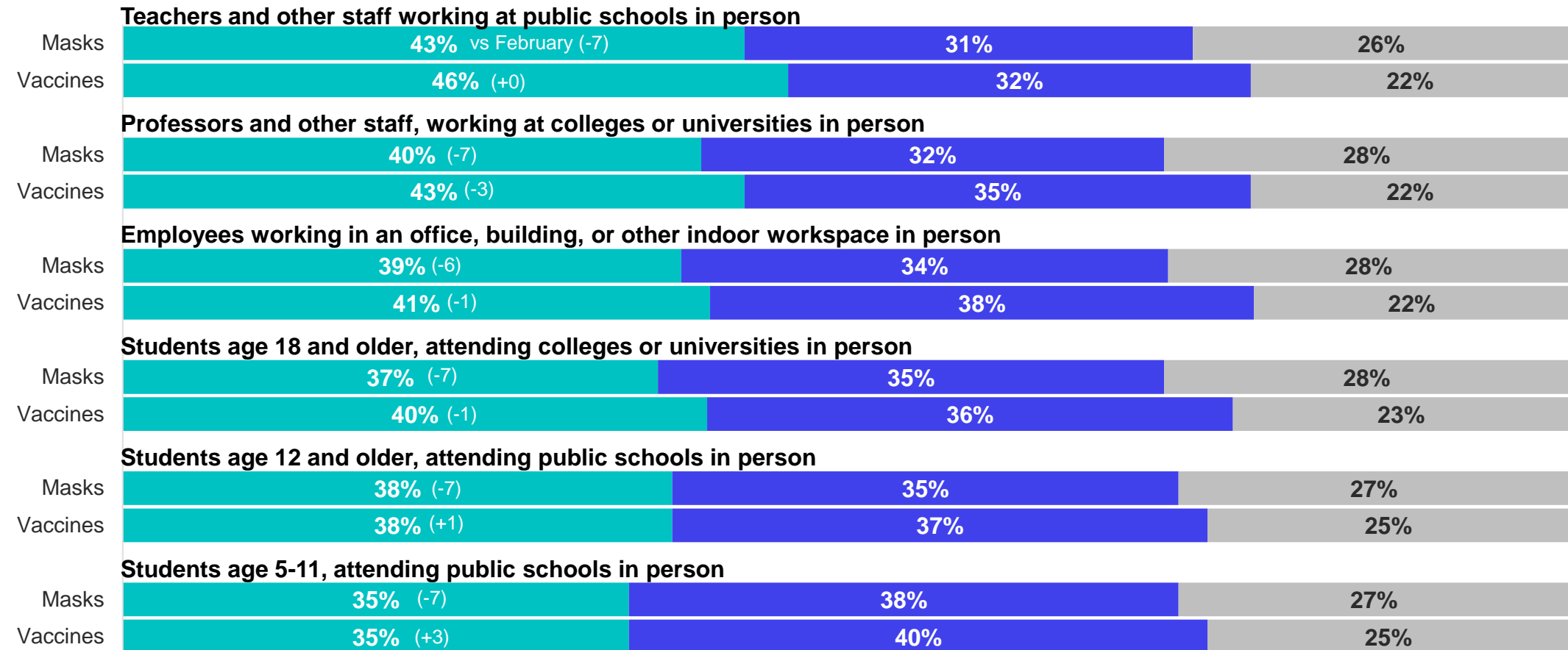
* Wording of the question changed slightly from "returning to school" to "attending school" in January 2022

Americans have begun to prioritize vaccines more than masks. Many viewed masking as less of a priority compared to previous months.

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

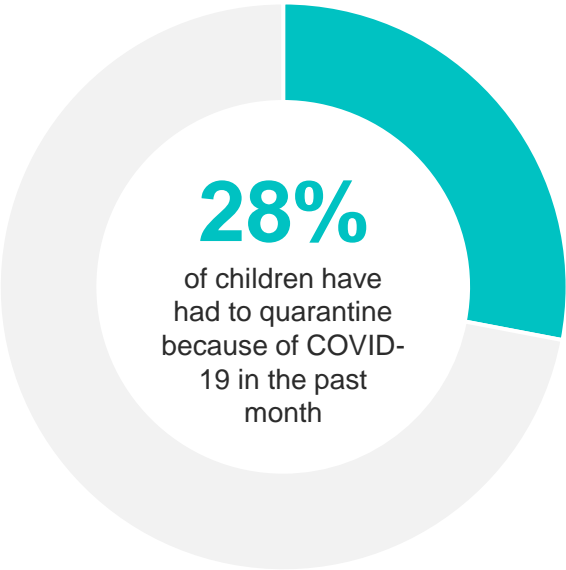


Roughly one out of four parents reported at least one child had to quarantine in late winter due to COVID-19. The majority of parents viewed this as disruptive to their child's education.

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?

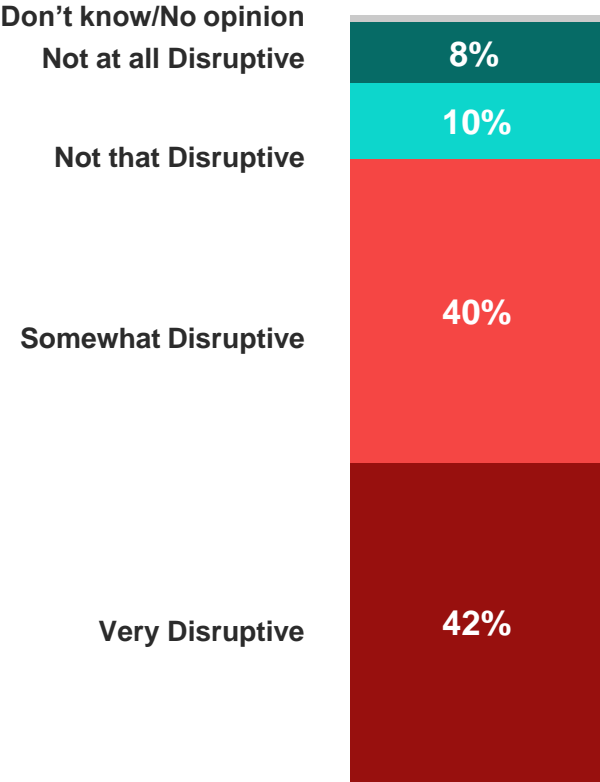
School Parents

% of Students, Reported by Parents



among those →

How Disruptive?



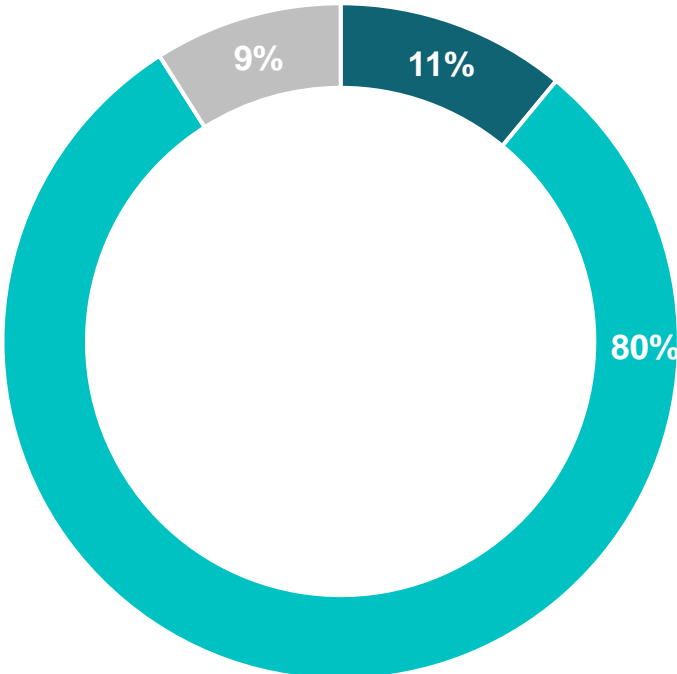
Source: Survey conducted March 15, 2022 – March 19, 2022, among U.S. adults

Four out of five school parents believed that schools should provide multiple learning options for students this school year - reflecting a 10-point increase since the previous month.

Do you think schools should offer only one approach to educating K-12 students 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

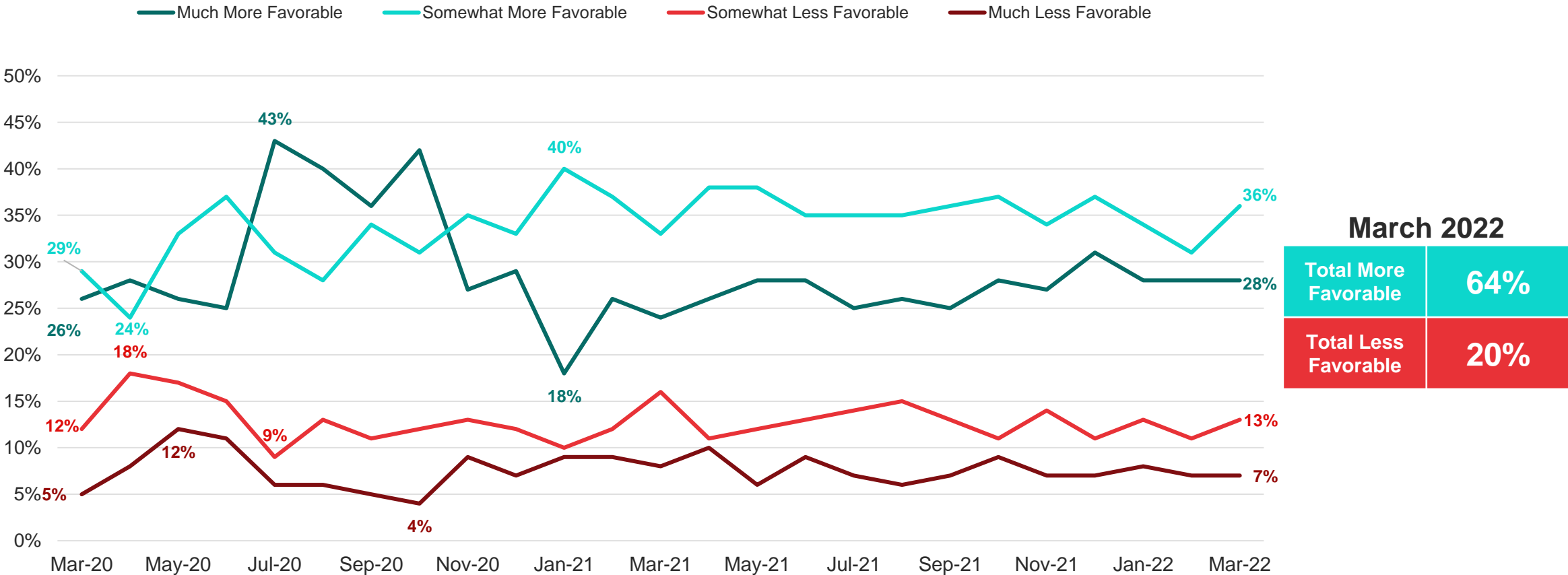
Income	Low Income < \$35K	75%
	Middle Income \$35K to < \$75K	82%
	High Income \$75K+	82%
Political Affiliation	Democrat	84%
	Independent	79%
	Republican	76%
Race	Black	79%
	Hispanic	86%
	White	79%

Source: Survey conducted March 15, 2022 – March 19, 2022, among U.S. adults

In March, school parents were over three times as likely to be more favorable toward homeschooling rather than less favorable. Soft support increased five points since the previous month.

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

School Parents

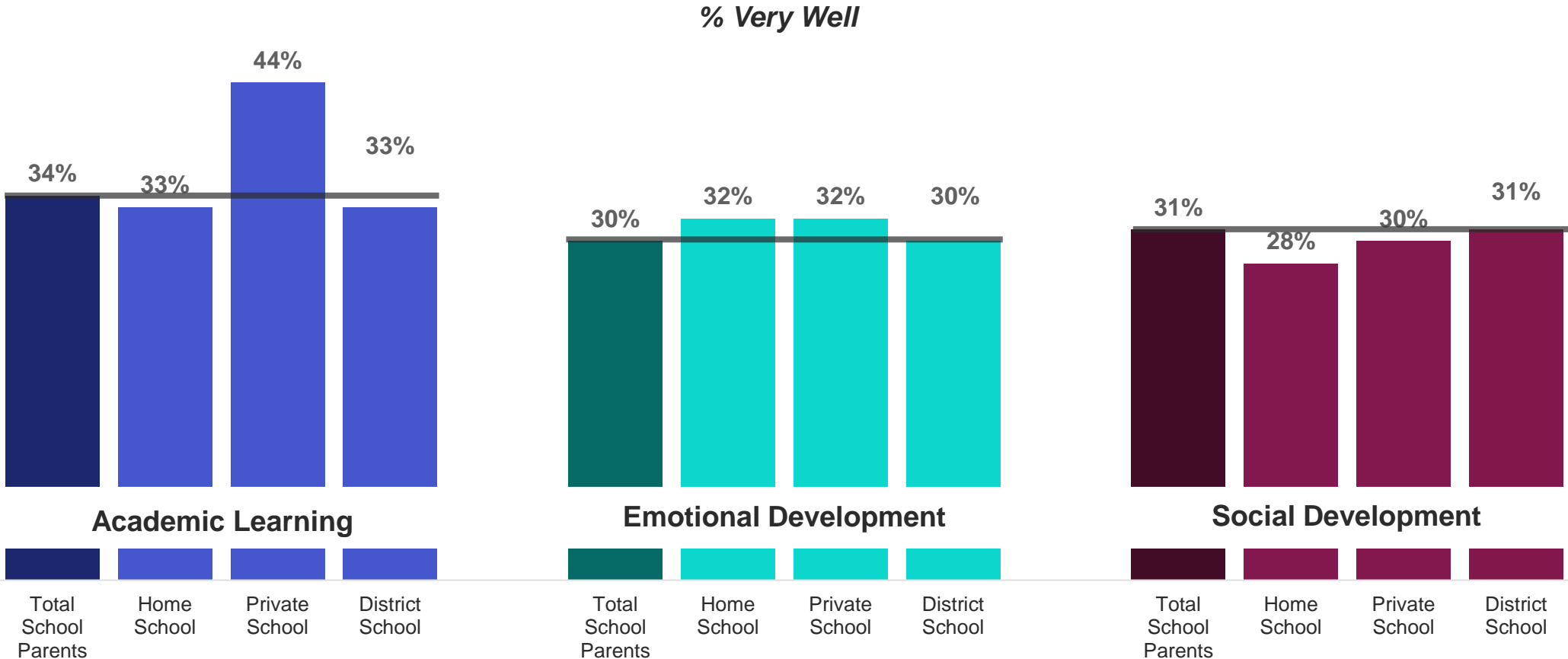


Note: In September 2020 we began weighting the school parent subsample-plus-oversample based on 2017 CPS benchmarks, separately from the general population sample.

Private school parents are more positive about their children’s academic progress this school year when compared to other school parents.

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

School Parents

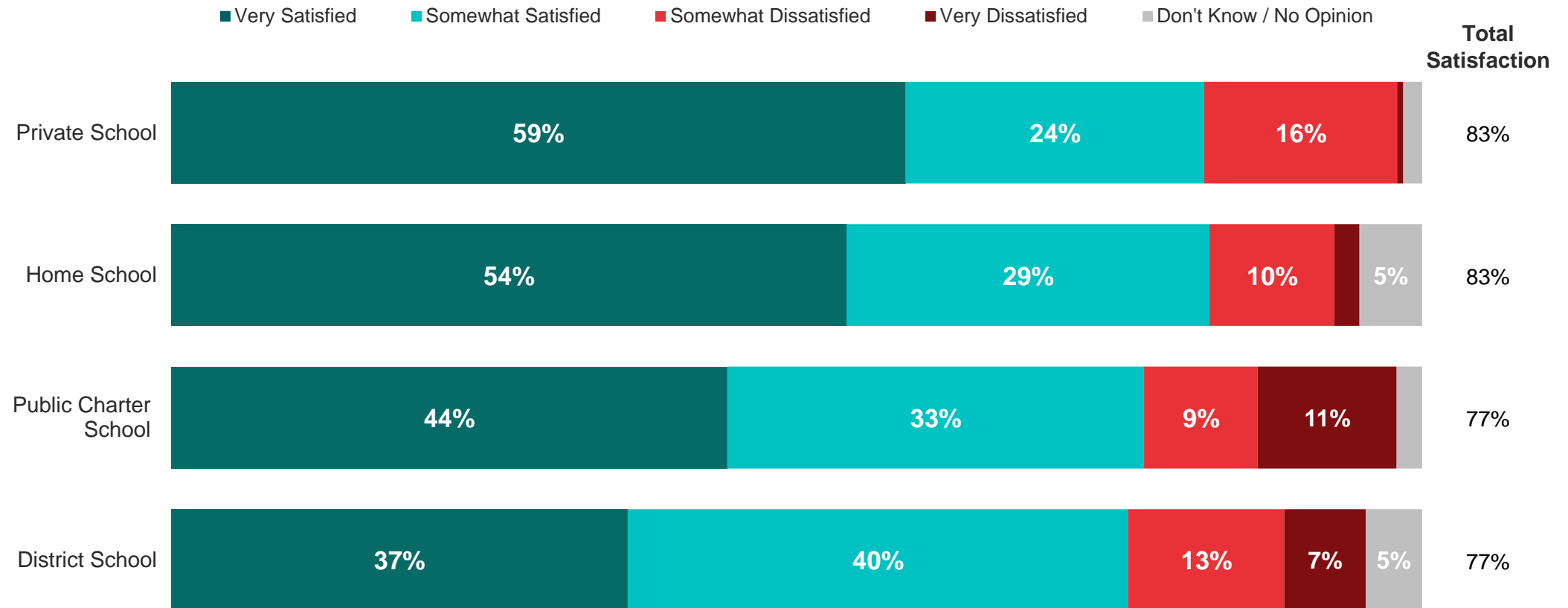


*Charter Schools not shown due to low sample size.
 Source: Survey conducted March 15, 2022 – March 19, 2022, among U.S. adults

Parents are generally satisfied with their experiences across different school sectors. 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?

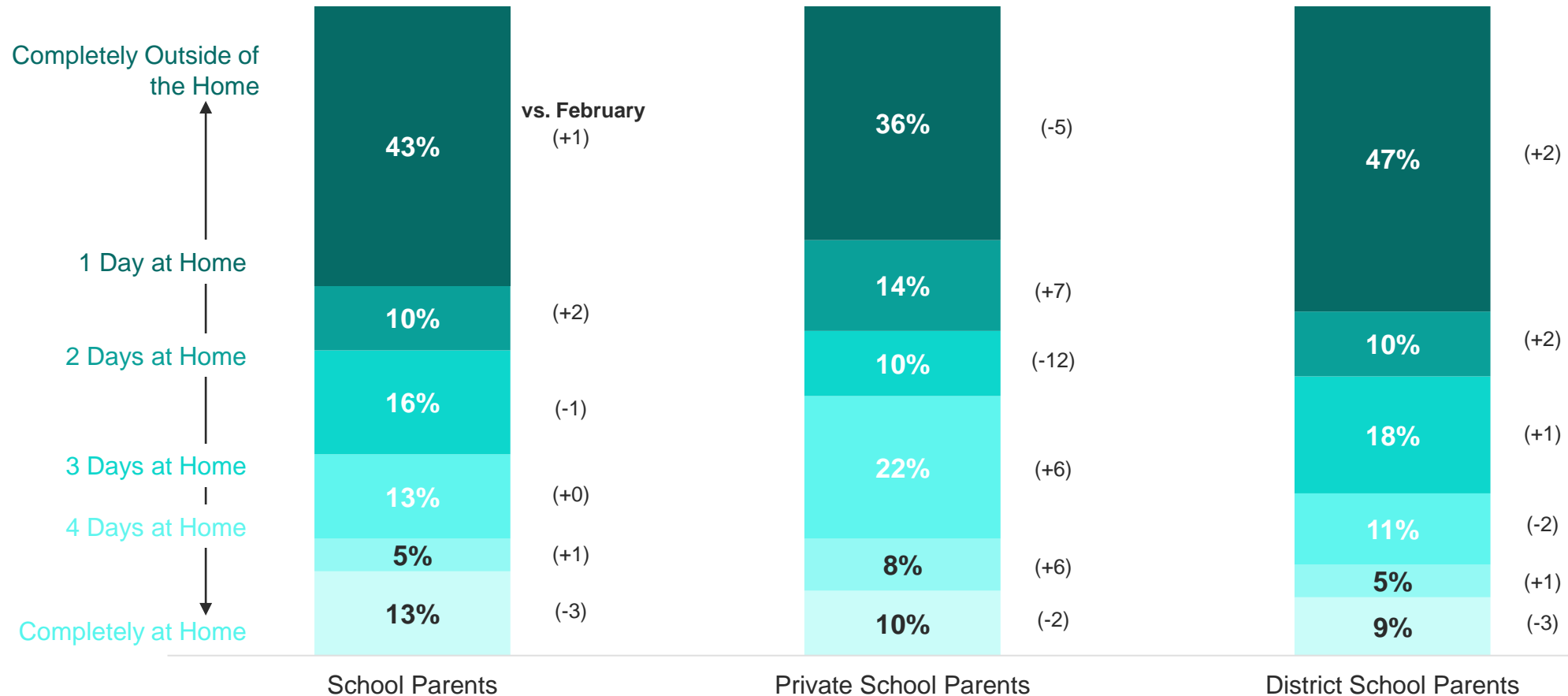
School Parents



More than half of parents would like to have their child be schooled at home at least one day per week.

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

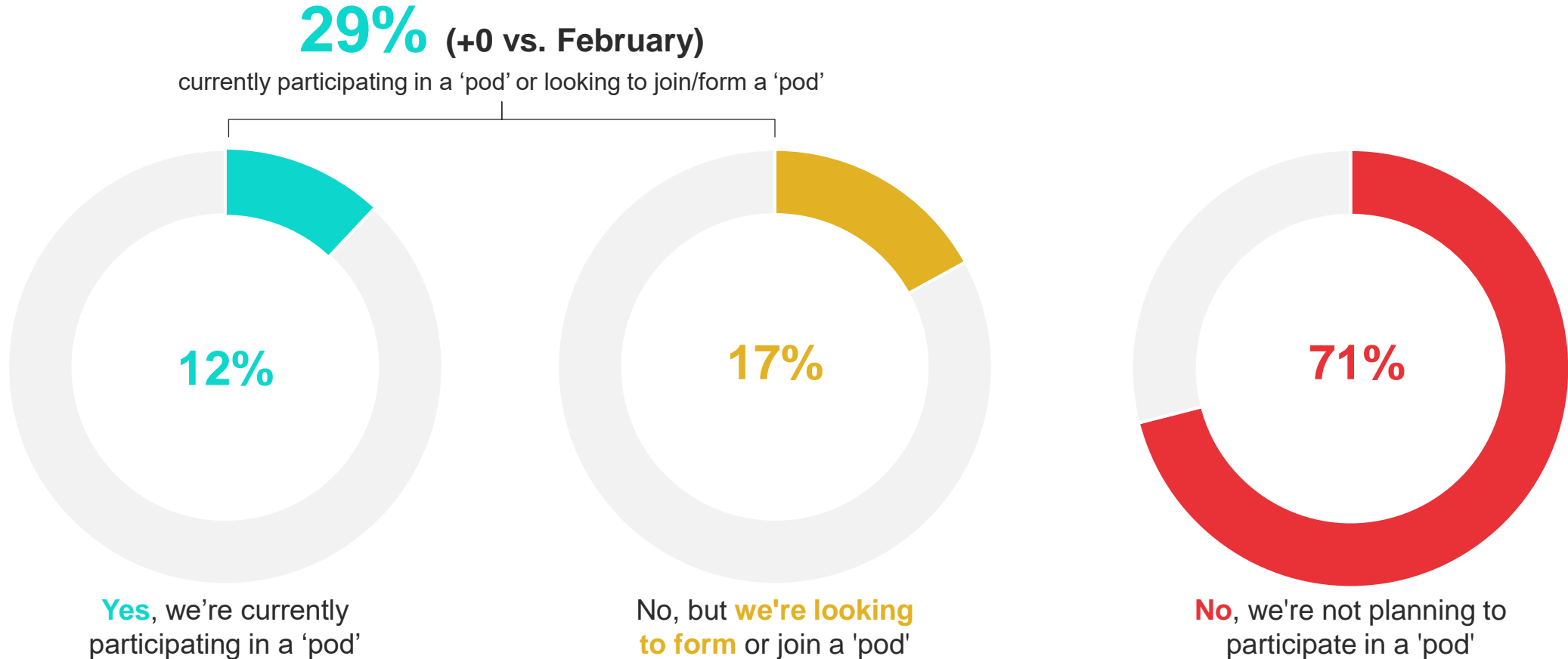


Note: Parent groups based on child/children school type attendance in SY21-22.
 Source: Survey conducted March 15, 2022 – March 19, 2022, among U.S. adults

Parent participation and interest in learning pods held steady in March.

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

School Parents



Source: Survey conducted March 15, 2022 – March 19, 2022, among U.S. adults

In March, there were notable increases in pod interest among several demographic groups, especially those living in small towns, Black parents, and private school parents.

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

School Parents

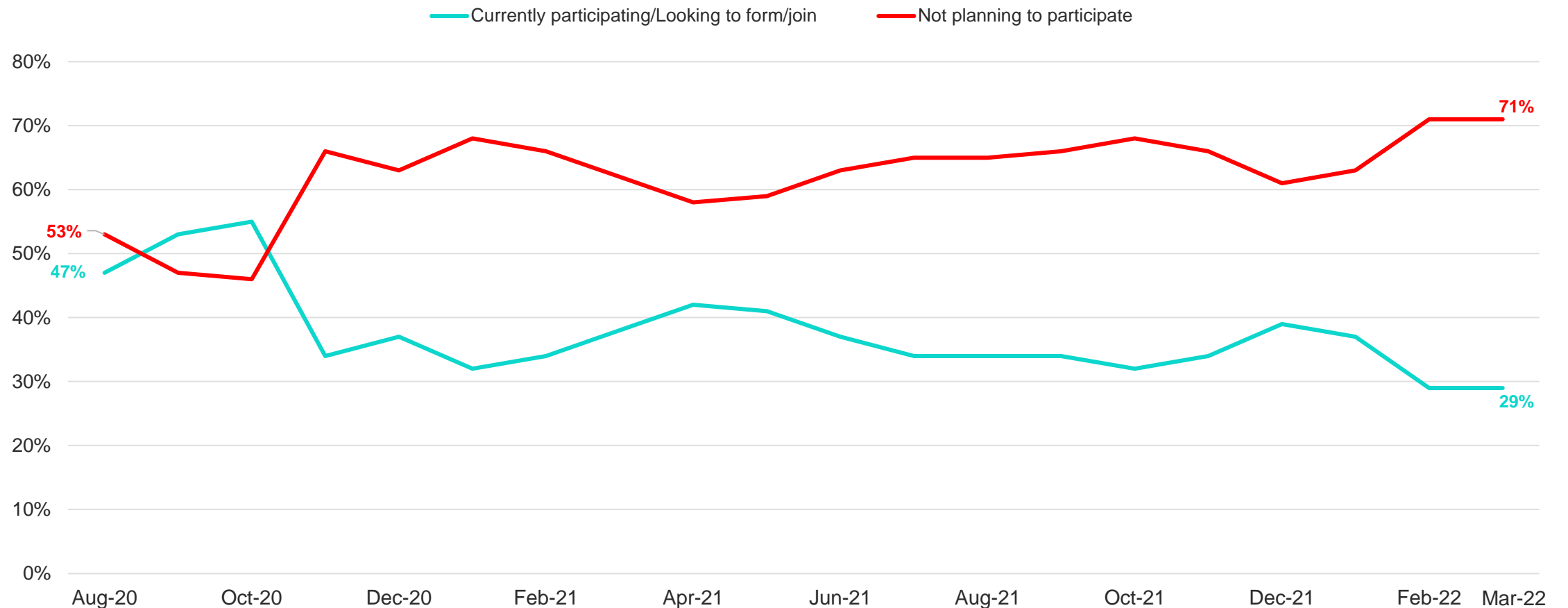
Most likely to participate in / form / join a pod			Moderately likely to participate in / form / join a Pod			Less likely to participate in / form / join a Pod		
		Vs February			Vs February			Vs February
Private School Parent	49%	+9	Middle Income \$35K-\$75K	32%	+4	Suburban	26%	+1
Black	46%	+10	Republican	32%	+4	High Income: \$75K+	26%	-5
Urban	39%	-4	Democrat	31%	+0	Small Town	25%	+14
Home School Parent	37%	-9	Educ: < College	29%	+3	Non-Hispanic White	24%	+2
Hispanic	35%	-5	Northeast	29%	-1	Rural	22%	+1
Midwest	34%	+7	Educ: Bachelors or Postgrad	29%	-4	Independent	22%	-6
South	34%	+6	District School Parent	28%	+3	West	17%	-12
			Low Income < \$35K	28%	+2			

Note: Parent groups based on child/children school type attendance in SY21-22.
Source: Survey conducted March 15, 2022 – March 19, 2022, among U.S. adults

Overall interest in learning pods held steady from February to March.

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

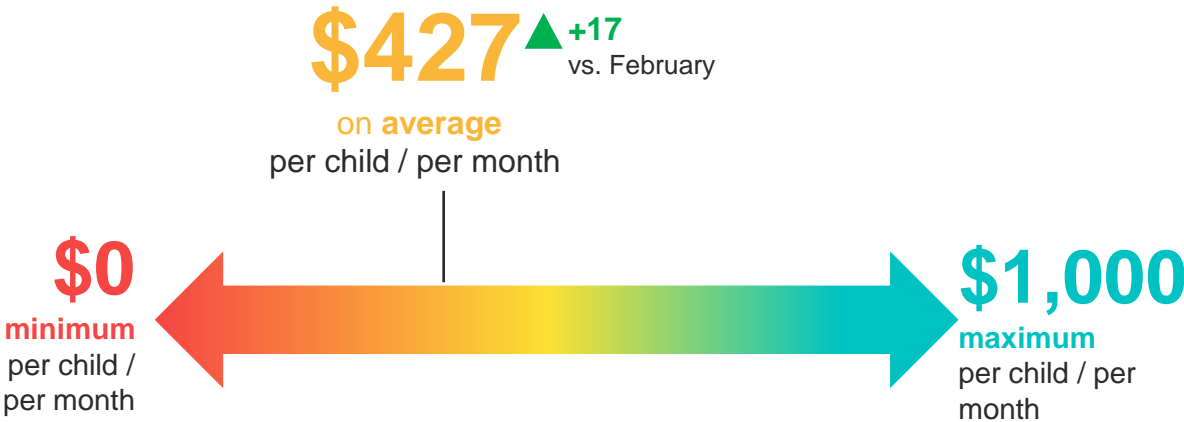
School Parents



In March, school parents were willing to pay \$430/month for a child to participate in a learning pod – a slight increase of nearly \$20 from the prior month.

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	\$390
	*Middle Income \$35K to < \$75K	\$401
	High Income \$75K+	\$495
Political Affiliation	Democrat	\$430
	Independent	\$420
	Republican	\$435
Region	*West	\$417
	*Midwest	\$394
	South	\$429
	*Northeast	\$476

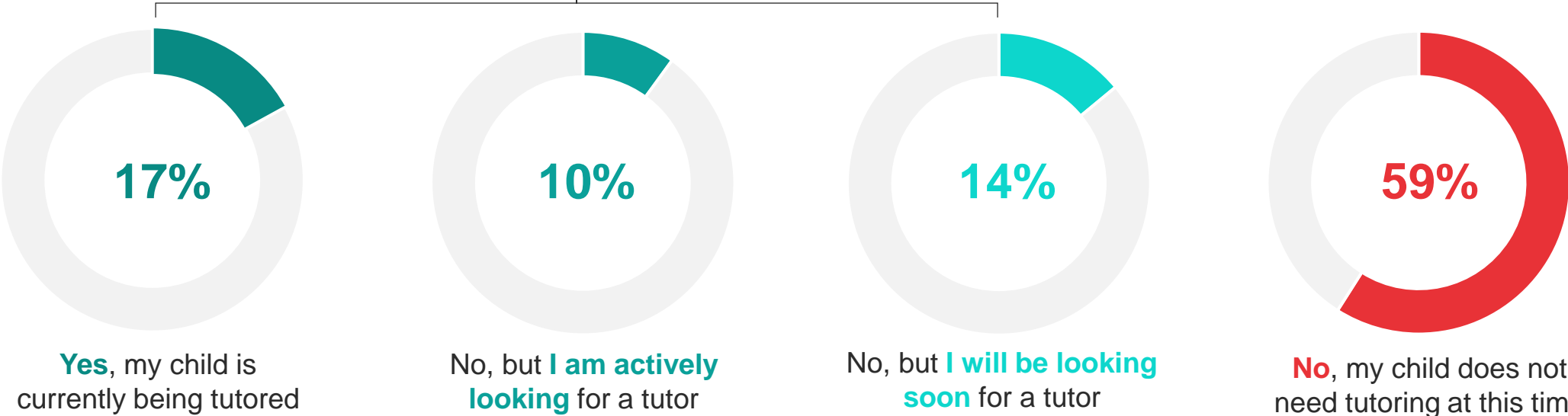
*indicates base size n = <100

In March, there was a seven-point increase in tutoring interest among school parents.

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

School Parents

41% (+7 vs. February)
currently have a tutor or looking for a tutor

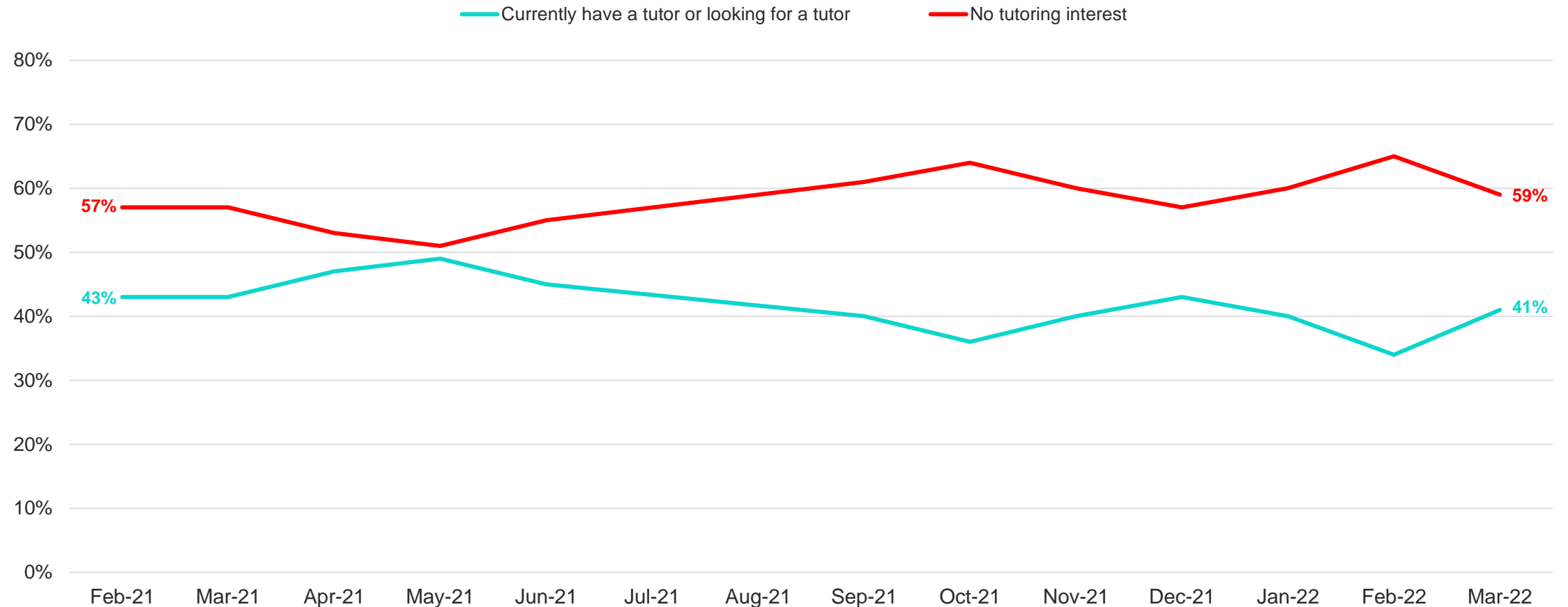


Source: Survey conducted March 15, 2022 – March 19, 2022, among U.S. adults

Tutoring interest increased by seven points in March.

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 March, interest in tutoring substantially increased among Hispanics, Southerners, Democrats, and those who have less than a college education.

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

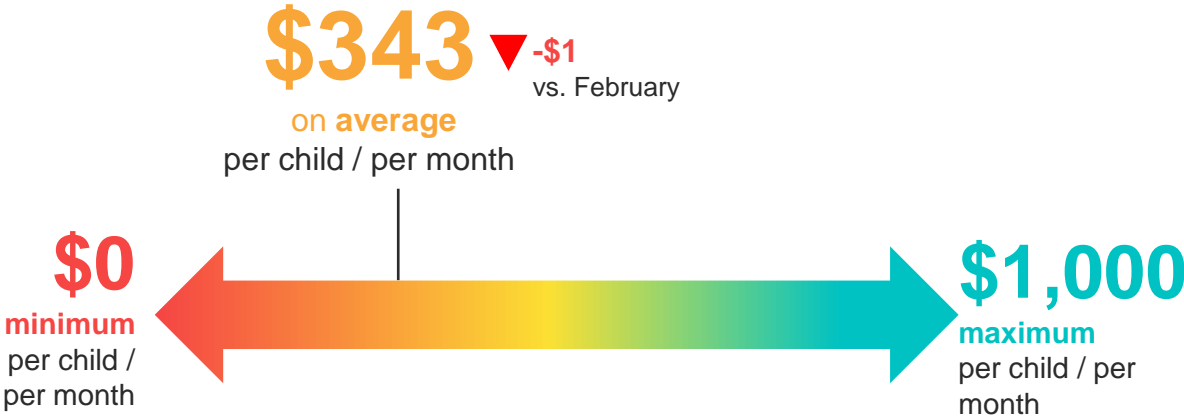
School Parents

Groups most likely to already being / looking to be tutored			Groups moderately likely to already being / looking to be tutored			Groups less likely to already being / looking to be tutored		
		Vs February			Vs February			Vs February
Hispanic	65%	+26	Suburban	42%	+7	Republican	38%	+4
Private School Parent	52%	+1	Home School Parent	42%	-1	Low Income < \$35K	37%	+9
Black	51%	-2	Educ: < College	41%	+10	Midwest	35%	+4
Democrat	48%	+10	District School Parent	41%	+8	Independent	35%	-1
Urban	48%	+1	High Income: \$75K+	40%	+1	Rural	31%	+8
South	46%	+12	Northeast	39%	+1	Non-Hispanic White	31%	+1
Middle Income \$35K-\$75K	44%	+7	West	39%	+1	Small Town	26%	+6
			Educ: Bachelors or Postgrad	39%	-2			

In March, the monthly amount school parents were willing to spend for tutoring (per child) held steady at roughly \$340 per child.

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



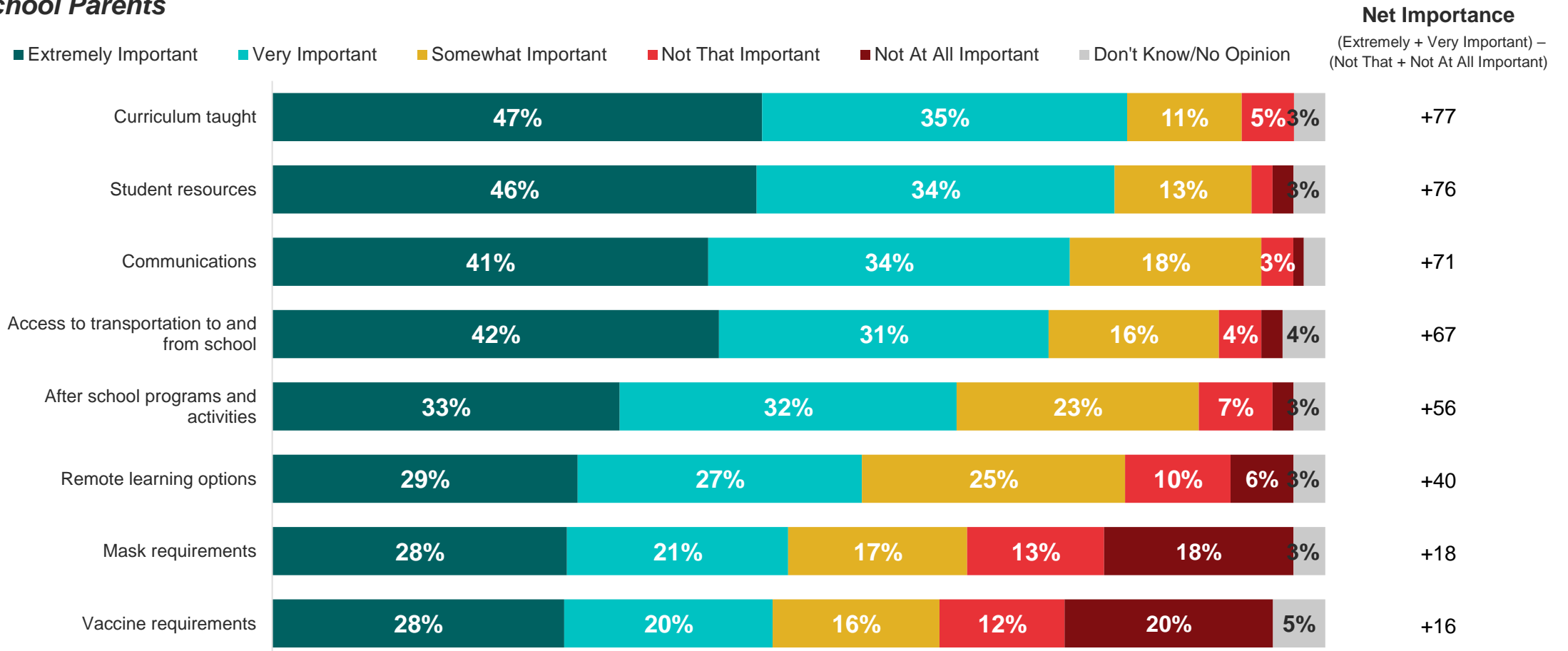
Average willing to spend per child/per month by demographic		
Income	*Low Income < \$35K	\$295
	*Middle Income \$35K to < \$75K	\$320
	High Income \$75K+	\$410
Political Affiliation	Democrat	\$340
	Independent	\$330
	Republican	\$372
Region	*West	\$308
	*Midwest	\$361
	South	\$347
	*Northeast	\$365

*indicates base size n= <100

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

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

School Parents

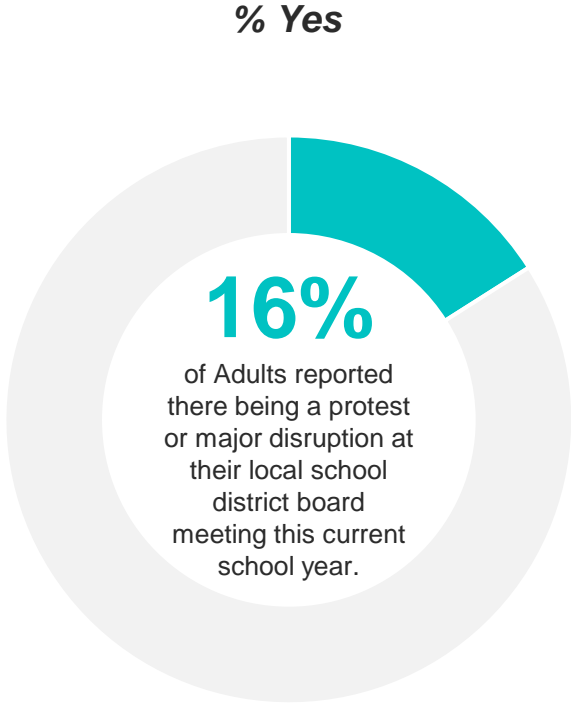


Roughly one of six Americans reported a protest or major disruption at their local school board meeting this school year. Most appear associated with COVID-19-related topics such as masking, vaccines, or other pandemic policies.

To your knowledge, has there been a protest or other major disruption at your local school district board meeting this current school year?... What was that protest or disruption related to?

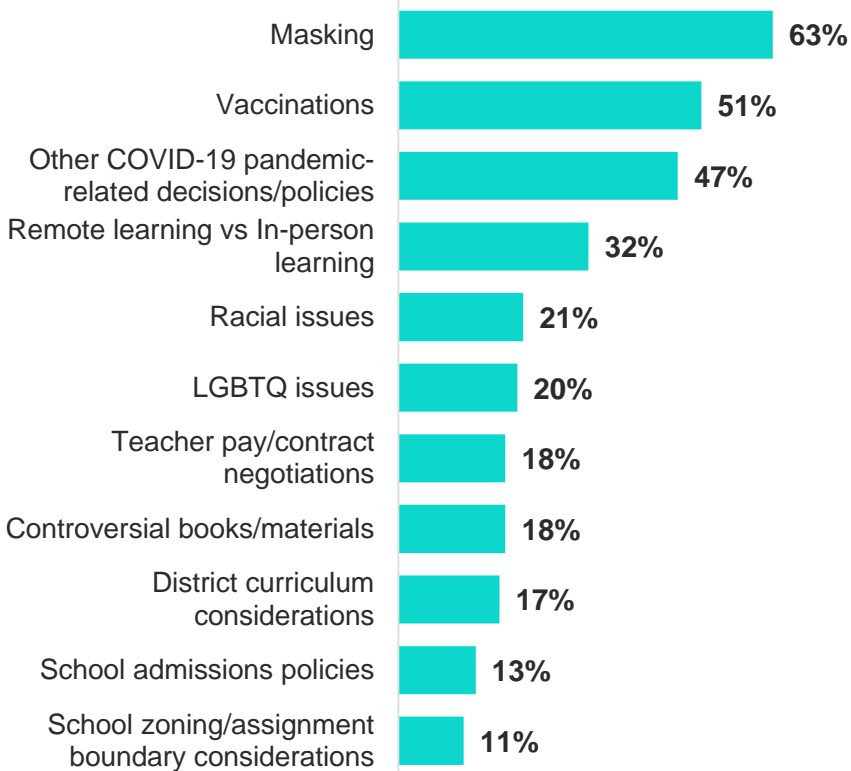
All Adults

21% (+5 vs All Adults) of **School Parents** reported a protest or major disruption occurring this current school year.



among those who reported a protest or disruption at their local school district board meeting...

That protest or disruption was related to...



Source: Survey conducted March 15, 2022 – March 19, 2022, among U.S. adults

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

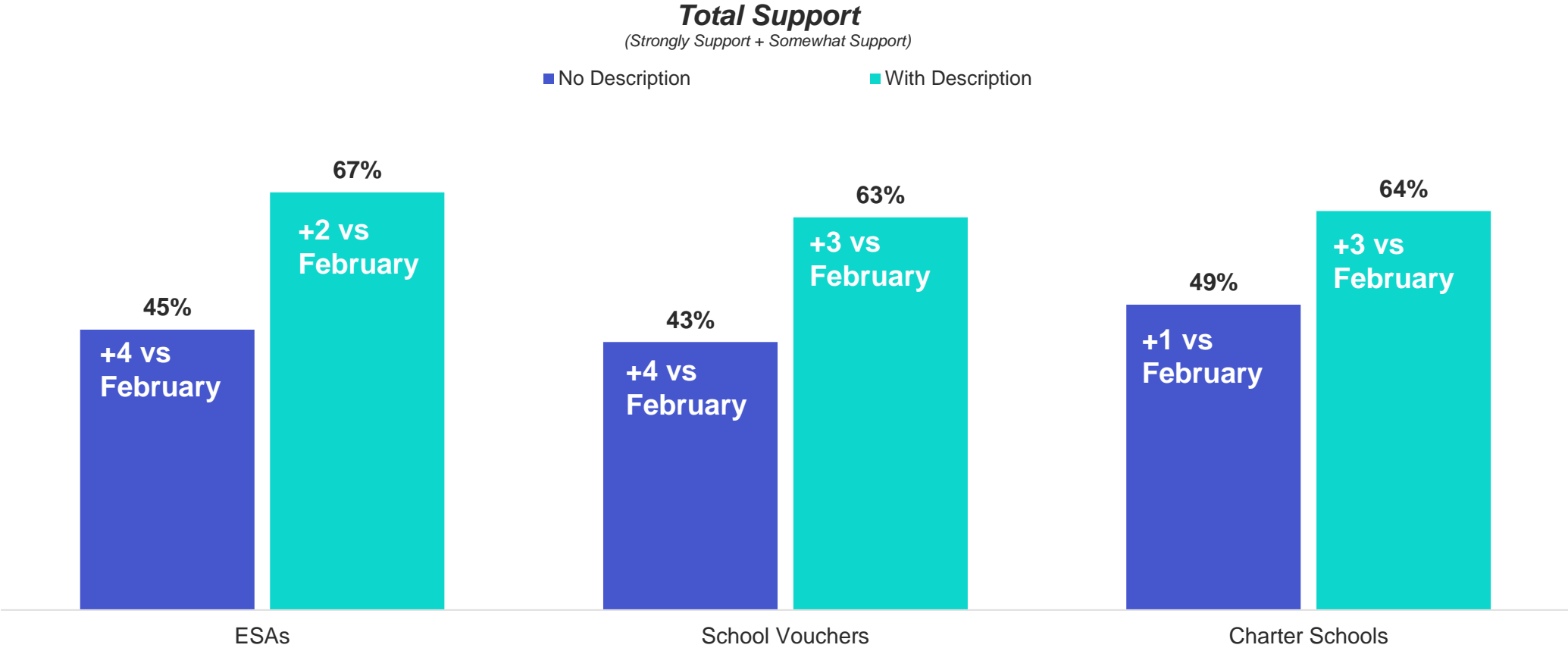
A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to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

All Adults



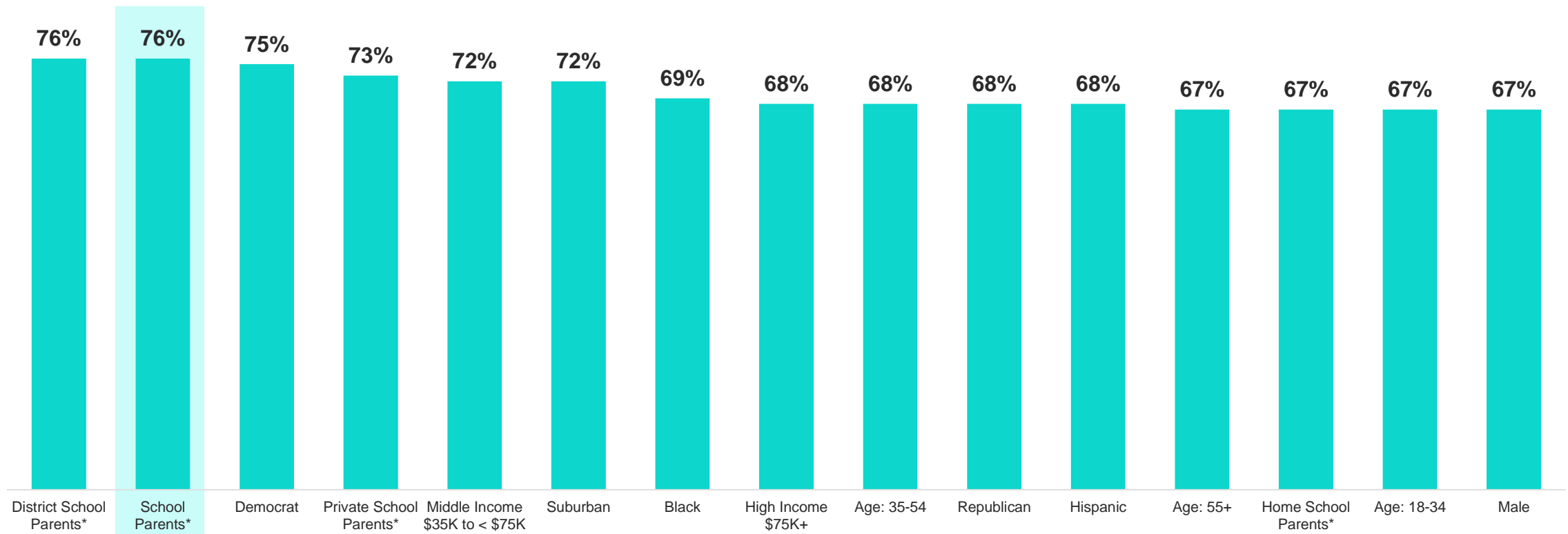
Source: Survey conducted March 15, 2022 – March 19, 2022, among U.S. adults

Roughly three out of four school parents said they support ESAs. There is a wide range of support among all demographics.

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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.

Source: Survey conducted March 15, 2022 – March 19, 2022, among U.S. adults

Support of ESAs remains high across demographic groups and is highest among Democrats and college graduates.

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 

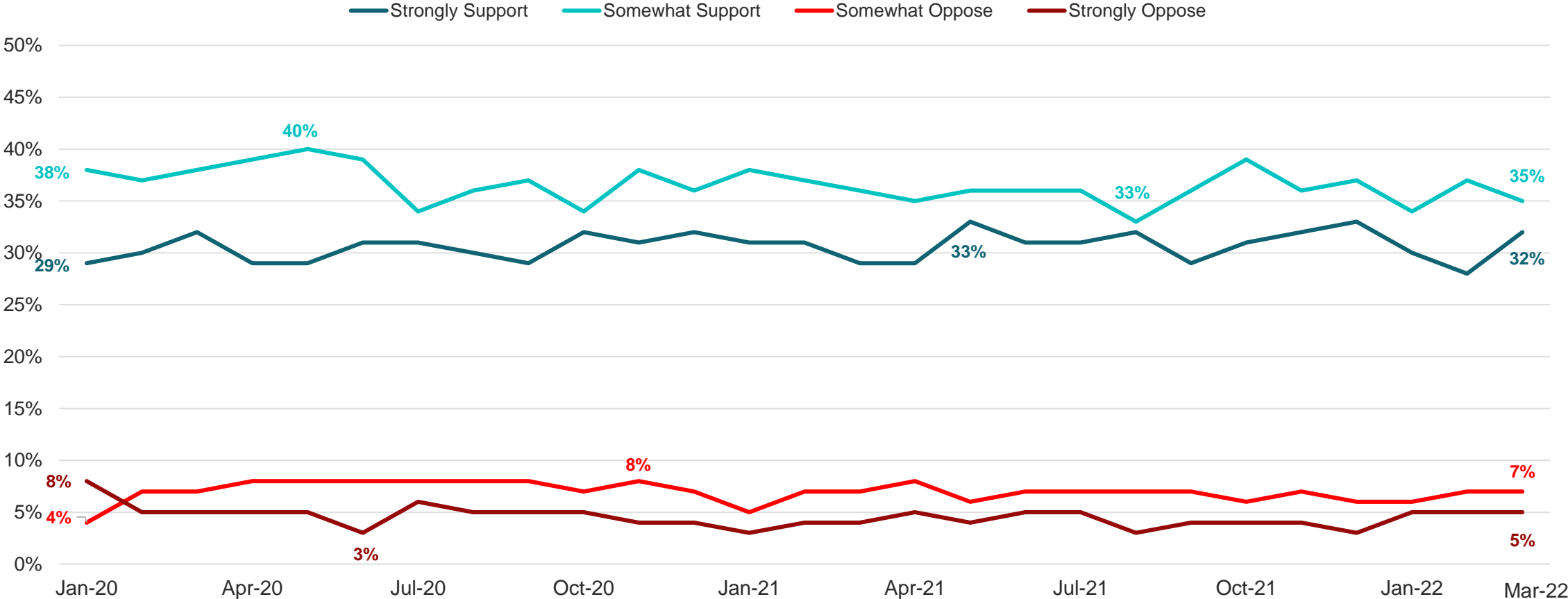
	Vs February			Vs February			Vs February	
Democrat	75%	+5	Republican	68%	+3	Northeast	66%	-2
Educ: Bachelors or Postgrad	73%	+2	Baby Boomers	68%	+2	Rural	65%	+4
Suburban	72%	+3	High Income \$75K+	68%	+0	Educ: < College	65%	+2
Middle Income \$35K-\$75K	72%	+1	Female	67%	+2	Gen X	64%	+2
Black	69%	+3	Male	67%	+2	Independent	64%	-1
South	69%	+2	Midwest	66%	+4	Gen Z	64%	-3
Millennial	69%	+2	West	66%	+2	Low Income < \$35K	63%	+4
Hispanic	68%	+4	Non-Hispanic White	66%	+1	Small Town	59%	+1
			Urban	66%	+1			

Source: Survey conducted March 15, 2022 – March 19, 2022, among U.S. adults

The public's strong support of ESAs increased by four points in March.

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

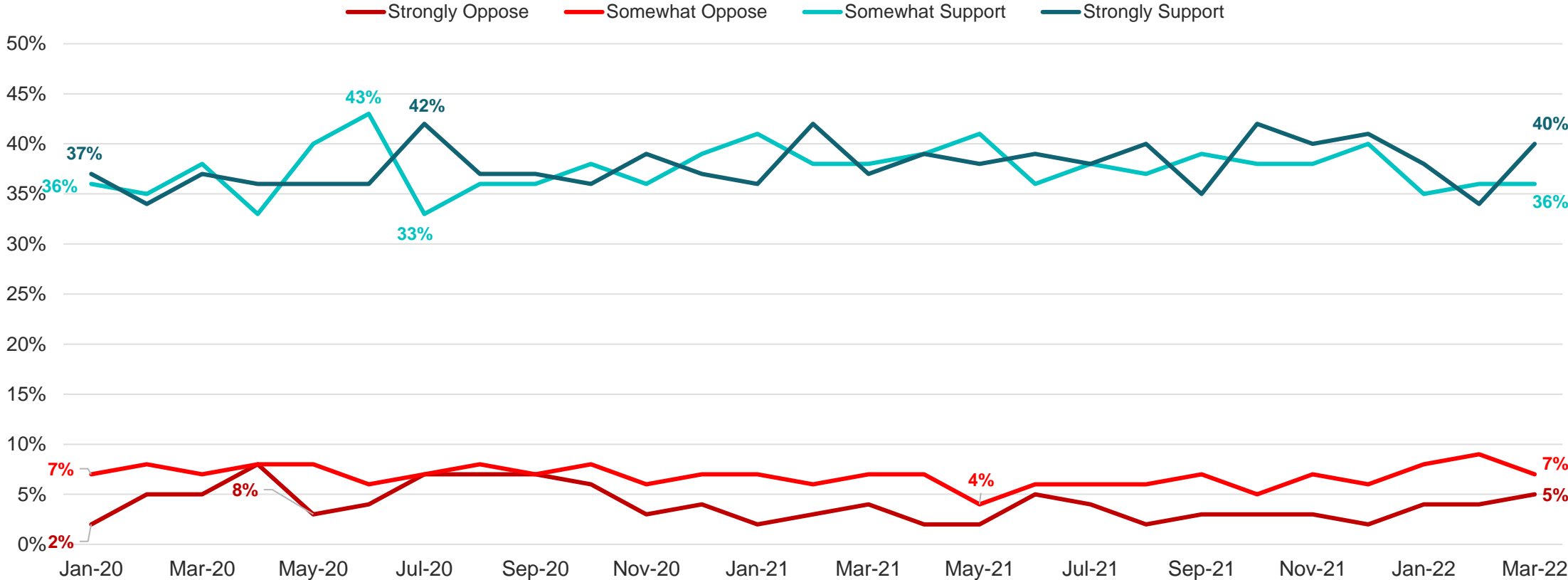


Note: Don't know/no opinion responses are not shown.

Among school parents, strong support for ESAs increased six points in March.

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



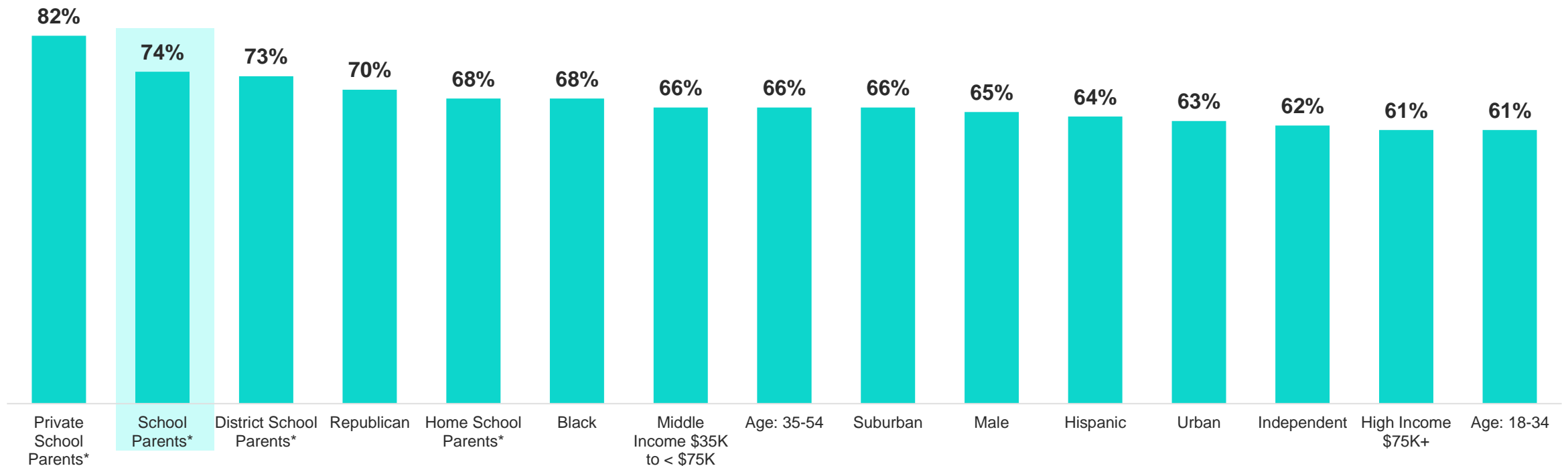
Note: Don't know/no opinion responses are not shown.

Roughly three-fourths of 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.

Source: Survey conducted March 15, 2022 – March 19, 2022, among U.S. adults

Support of school vouchers increased the most among those with a college education and GenXers.

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

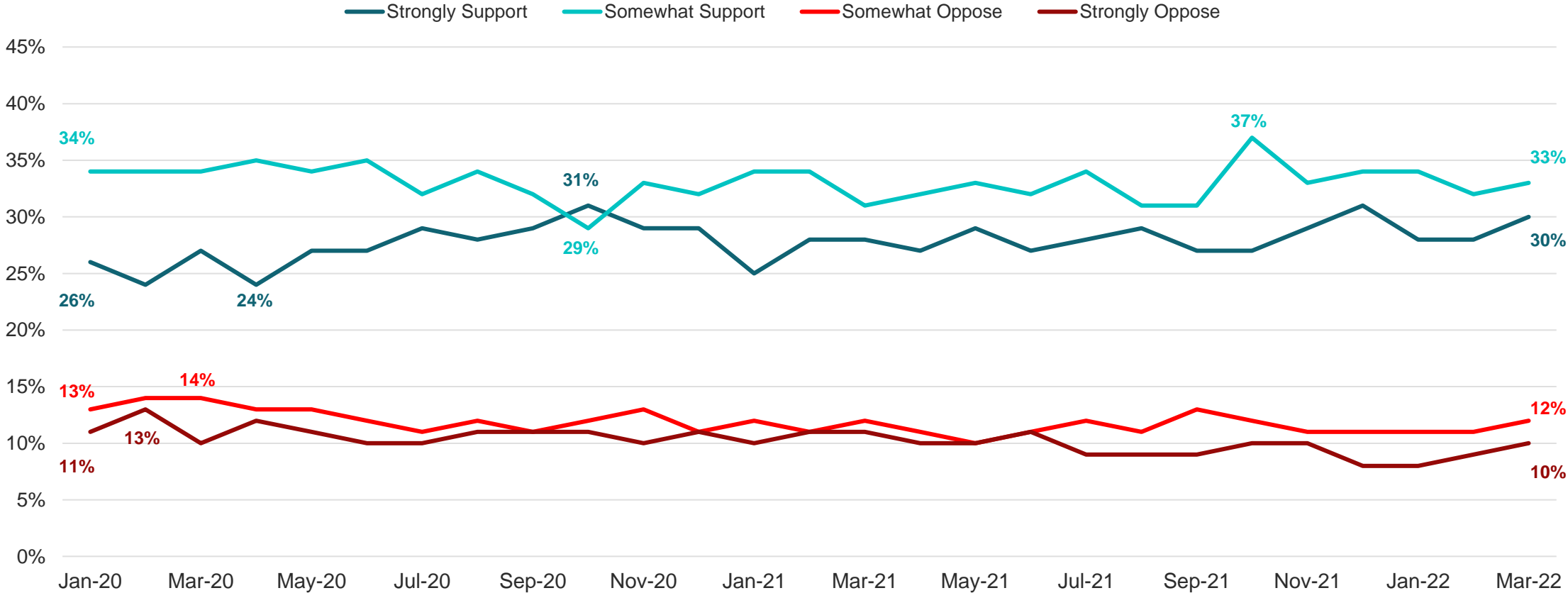
Most Supportive

	Vs February			Vs February			Vs February	
Republican	70%	-1	Millennial	64%	+1	Non-Hispanic White	61%	+1
Black	68%	+5	South	63%	+1	High Income \$75K+	61%	+0
Suburban	66%	+5	Northeast	63%	-1	Female	60%	+1
Middle Income \$35K-\$75K	66%	+2	Urban	63%	-1	West	60%	+1
Educ: Bachelors or Postgrad	65%	+7	Midwest	62%	+5	Gen Z	59%	+4
Male	65%	+3	Independent	62%	+5	Low Income < \$35K	59%	+3
Gen X	64%	+6	Baby Boomers	62%	+1	Rural	58%	-3
Hispanic	64%	+5	Educ: < College	62%	+1	Small Town	55%	+4
			Democrat	61%	+3			

The public's overall support for school vouchers increased slightly in March.

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

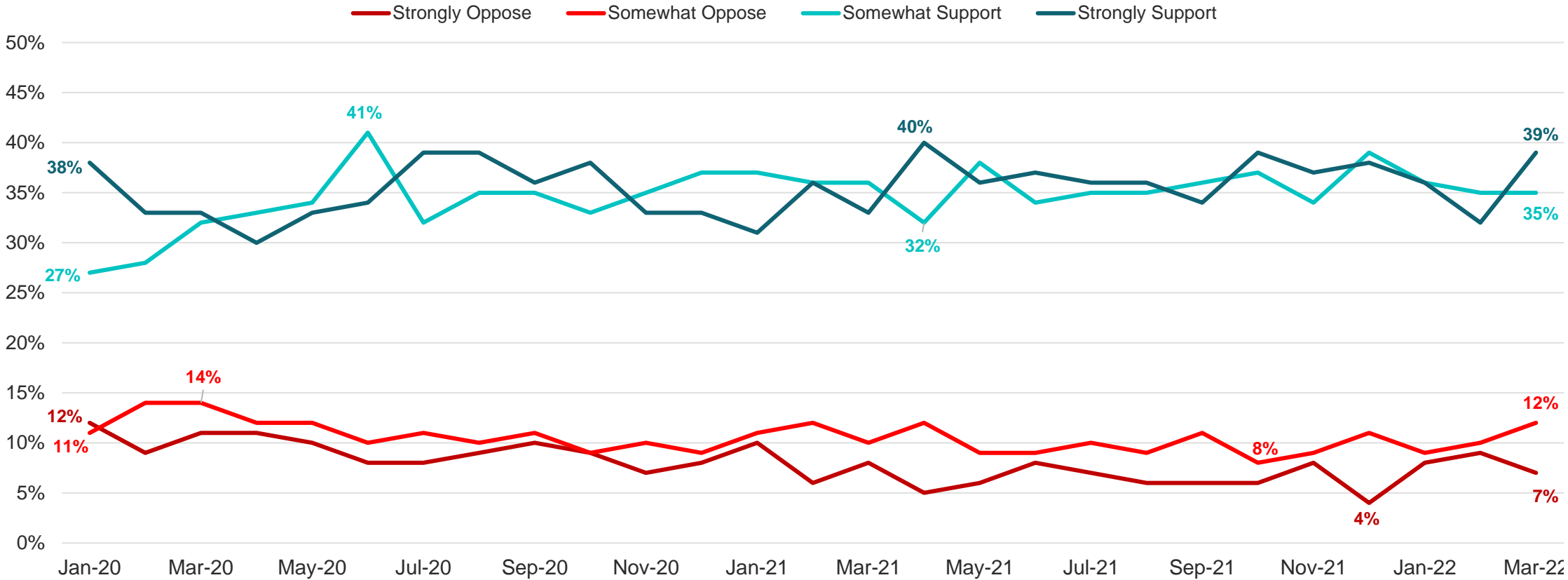


Note: Don't know/no opinion responses are not shown.

School parents' strong support for school vouchers increased by seven points in March.

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



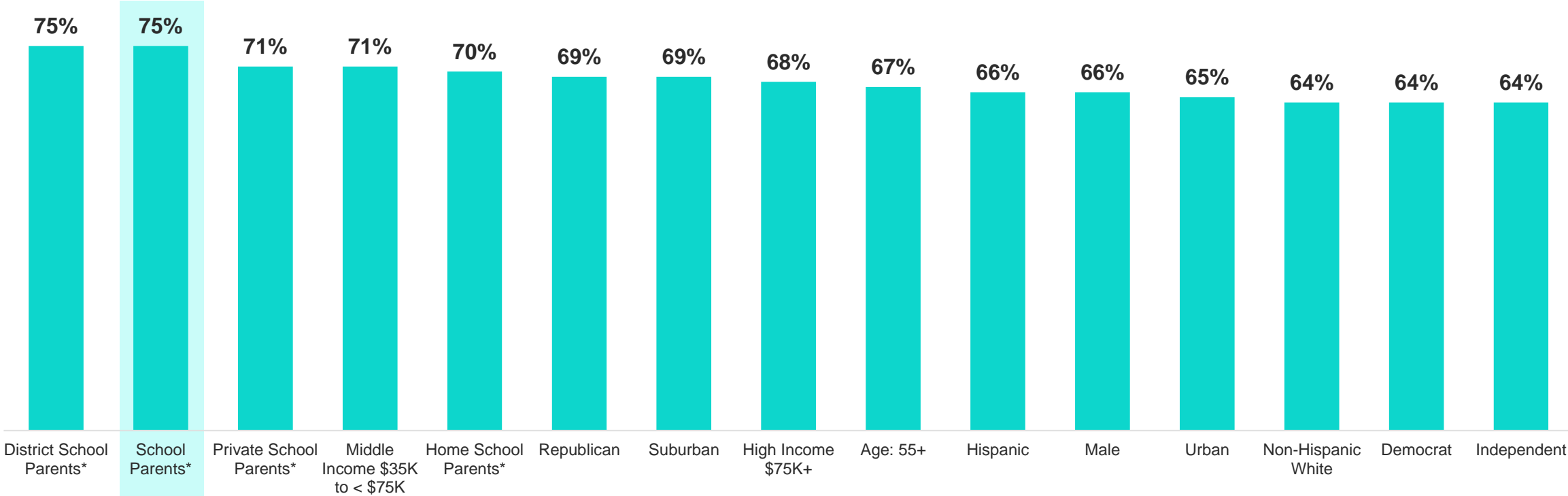
Note: Don't know/no opinion responses are not shown.

Three out of four 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.
 Source: Survey conducted March 15, 2022 – March 19, 2022, among U.S. adults

Support of charter schools remains high across demographics with a notable increase among Hispanics.

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 

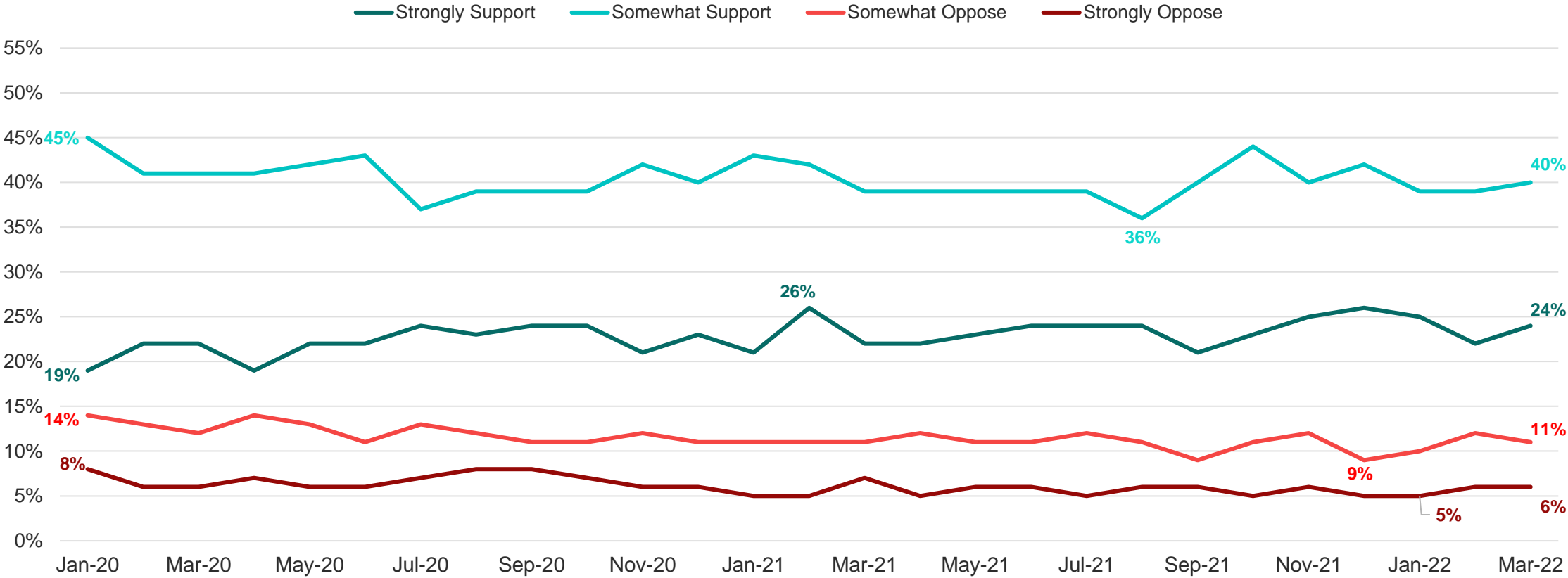
	Vs February			Vs February			Vs February	
Middle Income \$35K to < \$75K	71%	+6	Urban	65%	+5	Educ: < College	62%	+3
Suburban	69%	+5	South	65%	+4	Midwest	62%	+3
Republican	69%	-4	Independent	64%	+6	Female	62%	+2
Educ: Bachelors or Postgrad	68%	+3	Democrat	64%	+5	Gen X	60%	+4
High Income \$75K+	68%	+3	West	64%	+5	Rural	58%	-3
Baby Boomers	67%	+2	Millennial	64%	+4	Low Income < \$35K	56%	+0
Hispanic	66%	+8	Non-Hispanic White	64%	+1	Small Town	53%	-1
Male	66%	+4	Black	63%	+5	Gen Z	53%	-3
			Northeast	63%	-3			

Source: Survey conducted March 15, 2022 – March 19, 2022, among U.S. adults

The public's overall support for charter schools increased slightly in March.

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

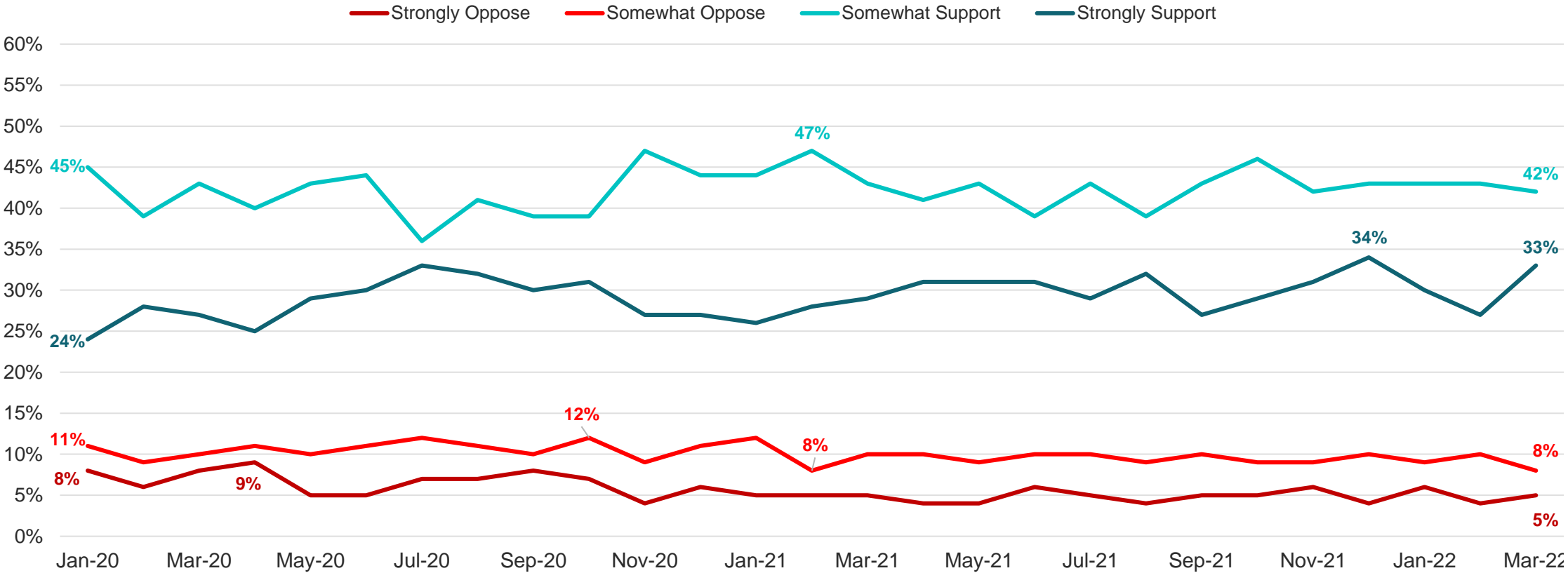


Note: Don't know/no opinion responses are not shown.

Parents' strong support for charter schools increased by six points in March.

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.

Descriptions Used:

Open Enrollment “INTRA-district”

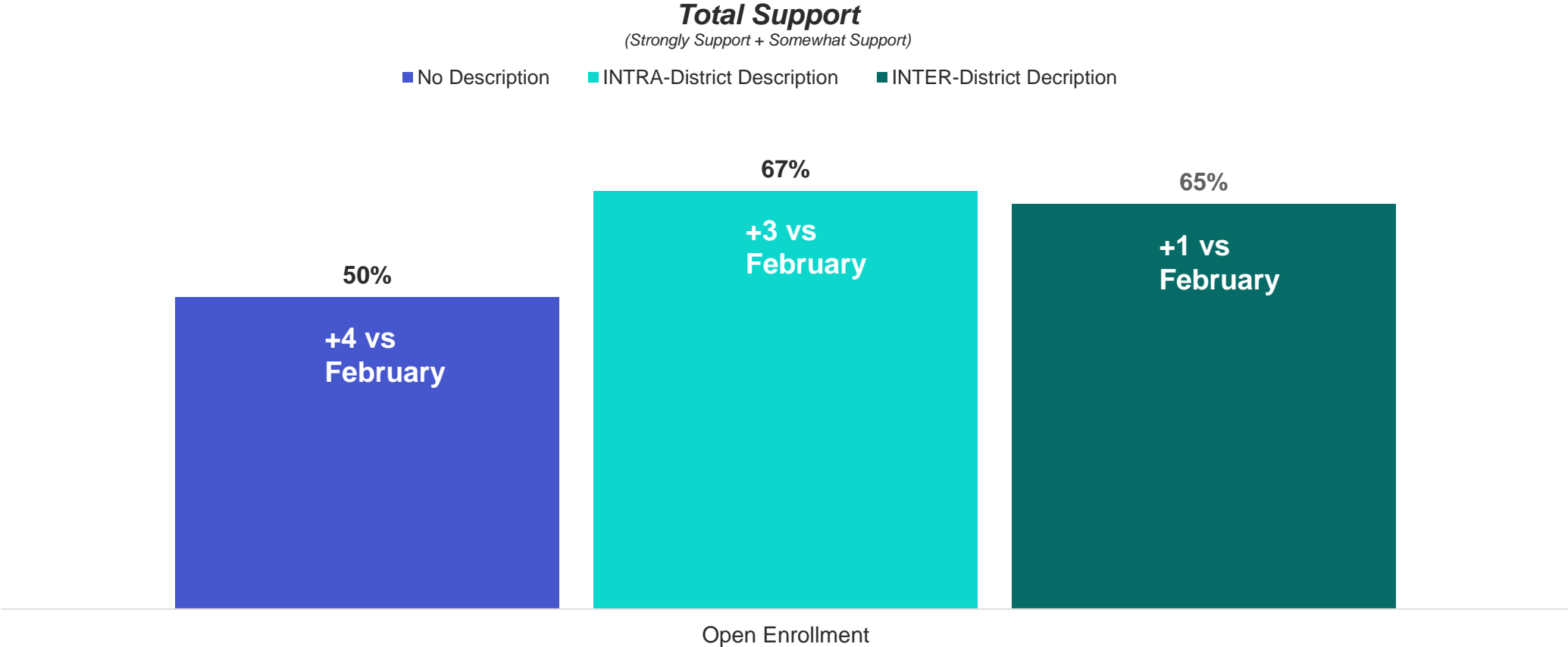
An “open enrollment” policy in K-12 education allows a student enrolled in public school to select and transfer to a public school of their choice, rather than attending a school based on where they live. A student can be allowed to transfer to another public school within their resident school district (called “INTRA-district”). The policy is based on a first come, first served process until schools are no longer able to accommodate new students.

Open Enrollment “INTER-district”

An “open enrollment” policy in K-12 education allows a student enrolled in public school to select and transfer to a public school of their choice, rather than attending a school based on where they live. A student can be allowed to transfer to a public school in another district (called “INTER-district”). The policy is based on a first come, first served process until districts are no longer able to accommodate new students.

Americans are much more likely to support open enrollment policies when they are given a description. Both INTRA and INTER district-choice share similar levels of support among the public.

All Adults



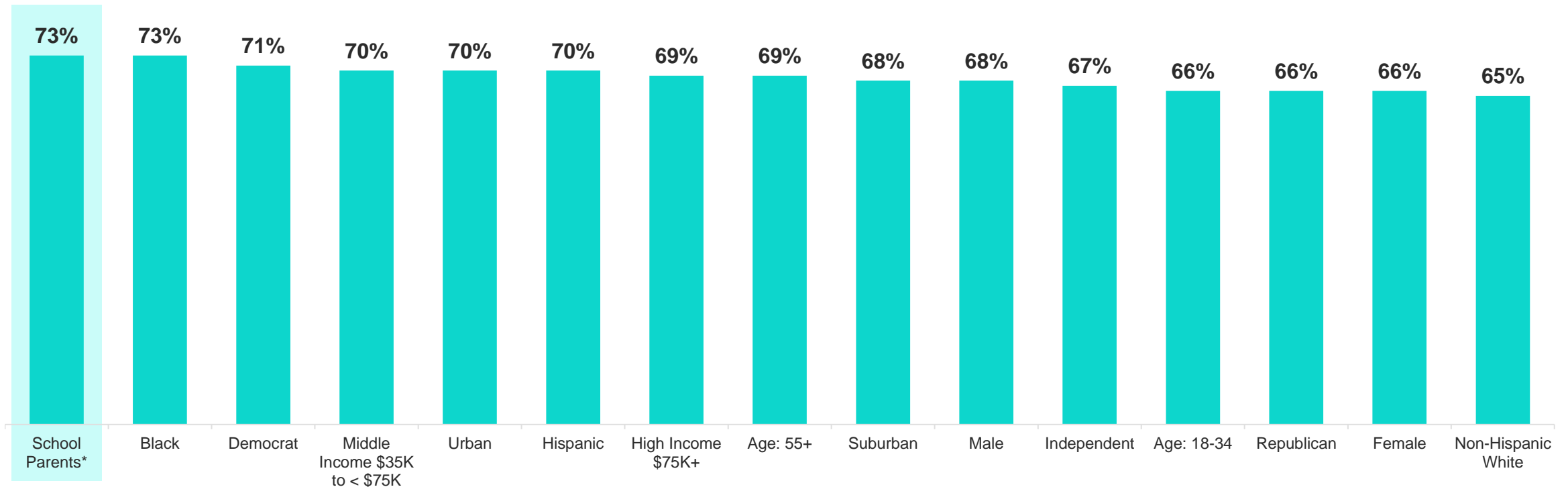
Source: Survey conducted March 15, 2022 – March 19, 2022, among U.S. adults

Just over seven out of 10 school parents said they support INTRA-district open enrollment. There is a wide range of support among all demographics.

An “open enrollment” policy in K-12 education allows a student enrolled in public school to select and transfer to a public school of their choice, rather than attending a school based on where they live. A student can be allowed to transfer to another public school within their resident school district (called “INTRA-district”). The policy is based on a first come, first served process until schools are no longer able to accommodate new students.

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.

Source: Survey conducted March 15, 2022 – March 19, 2022, among U.S. adults

INTRA-district open enrollment support increased this month with the largest growth being among GenXers, Southerners, and Hispanics.

An “open enrollment” policy in K-12 education allows a student enrolled in public school to select and transfer to a public school of their choice, rather than attending a school based on where they live. A student can be allowed to transfer to another public school within their resident school district (called “INTRA-district”). The policy is based on a first come, first served process until schools are no longer able to accommodate new students.

All Adults

Most Supportive

	Vs February			Vs February			Vs February	
Black	73%	+7	High Income \$75K+	69%	+2	Gen X	65%	+12
South	71%	+10	Male	68%	+5	Educ: < College	65%	+3
Educ: Bachelors or Postgrad	71%	+4	Baby Boomers	68%	+0	Non-Hispanic White	65%	+1
Democrat	71%	+1	Suburban	68%	-1	Low Income < \$35K	64%	+6
Hispanic	70%	+9	Independent	67%	+5	Rural	62%	+6
Urban	70%	+7	Midwest	67%	+2	West	62%	-3
Middle Income \$35K to < \$75K	70%	+3	Republican	66%	+3	Small Town	61%	+3
Millennial	69%	+7	Northeast	66%	+3	Gen Z	57%	-11
			Female	66%	+2			

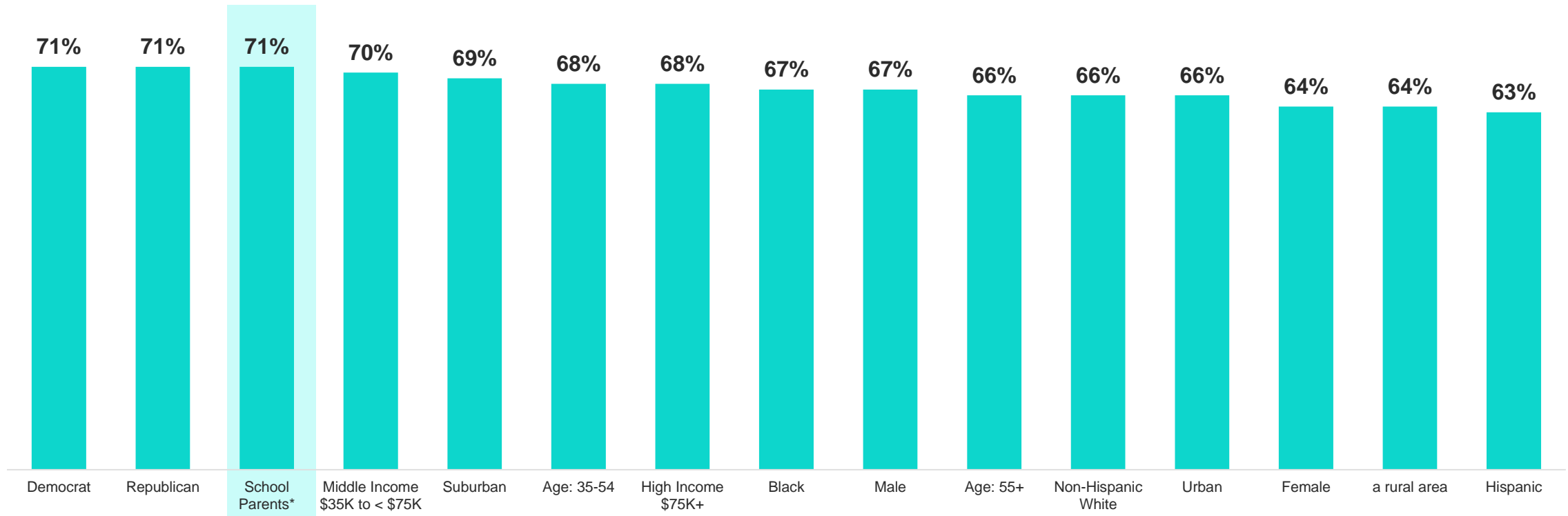
Source: Survey conducted March 15, 2022 – March 19, 2022, among U.S. adults

Roughly seven out of 10 school parents said they support INTER-district open enrollment. There is a wide range of support among all demographics.

An “open enrollment” policy in K-12 education allows a student enrolled in public school to select and transfer to a public school of their choice, rather than attending a school based on where they live. A student can be allowed to transfer to a public school in another district (called “INTER-district”). The policy is based on a first come, first served process until districts are no longer able to accommodate new students.

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.

Source: Survey conducted March 15, 2022 – March 19, 2022, among U.S. adults

INTER-district open enrollment support has held mostly steady across demographics.

An “open enrollment” policy in K-12 education allows a student enrolled in public school to select and transfer to a public school of their choice, rather than attending a school based on where they live. A student can be allowed to transfer to a public school in another district (called “INTER-district”). The policy is based on a first come, first served process until districts are no longer able to accommodate new students.

All Adults

Most Supportive

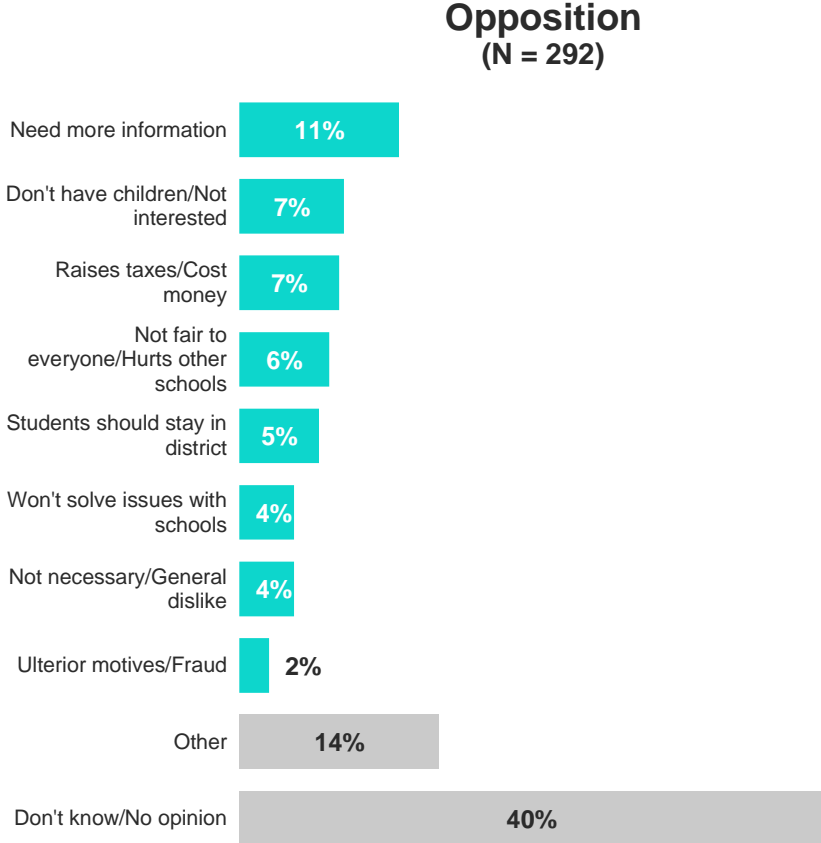
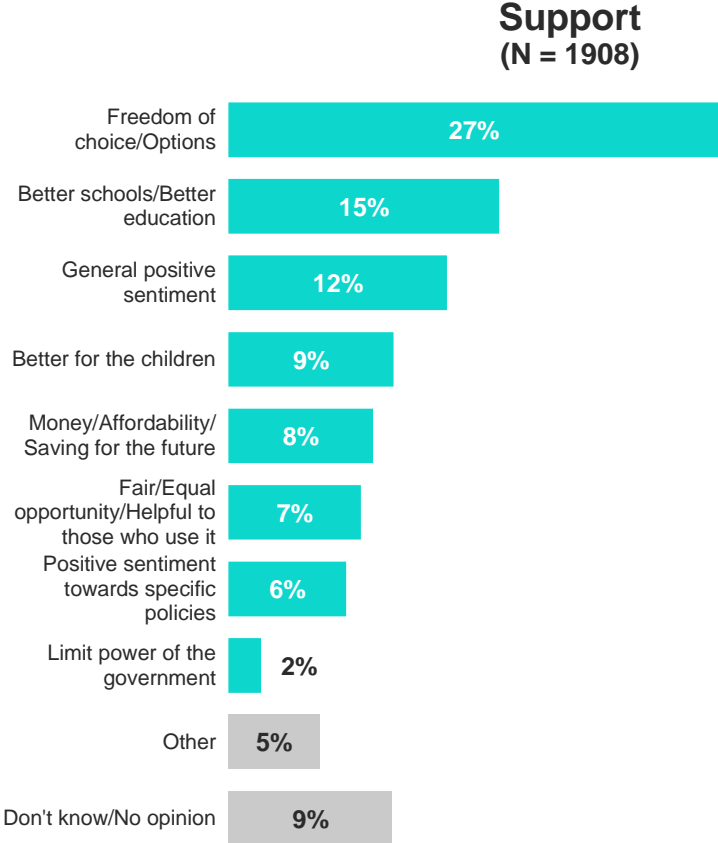
		Vs February		Vs February		Vs February		
Republican	71%	+3	Baby Boomers	67%	+1	Rural	64%	-1
Democrat	71%	+3	Male	67%	+0	Educ: < College	63%	+0
Middle Income \$35K to < \$75K	70%	+2	Black	67%	-1	Hispanic	63%	-4
Suburban	69%	+2	Gen X	67%	-2	Northeast	62%	-1
Educ: Bachelors or Postgrad	69%	-1	Urban	66%	+3	Low Income < \$35K	61%	-1
High Income \$75K+	68%	+3	Non-Hispanic White	66%	+2	Independent	58%	-4
Midwest	67%	+4	West	66%	+1	Gen Z	57%	-4
South	67%	+2	Millennial	65%	+2	Small Town	53%	-6
			Female	64%	+1			

Source: Survey conducted March 15, 2022 – March 19, 2022, among U.S. adults

Those who support school choice policies point to the importance of freedom and choice, as well as the need for access to better schools/education. Opponents tend to say they need more information, are not interested, or feel they are unfair.

Education savings accounts (ESAs), school vouchers, public charter schools, and open enrollment are often called “school choice” policies in K-12 education. In a few words or a short phrase, why did you express support for at least one of these policies

Education savings accounts (ESAs), school vouchers, public charter schools, and open enrollment are often called “school choice” policies in K-12 education. In a few words or a short phrase, why did you express opposition for all of these policies?



Source: Survey conducted March 15, 2022 – March 19, 2022, among U.S. adults

AGENDA

COVID-19 AND SCHOOLING

SCHOOL CHOICE POLICIES

VIEWS ON K-12 EDUCATION

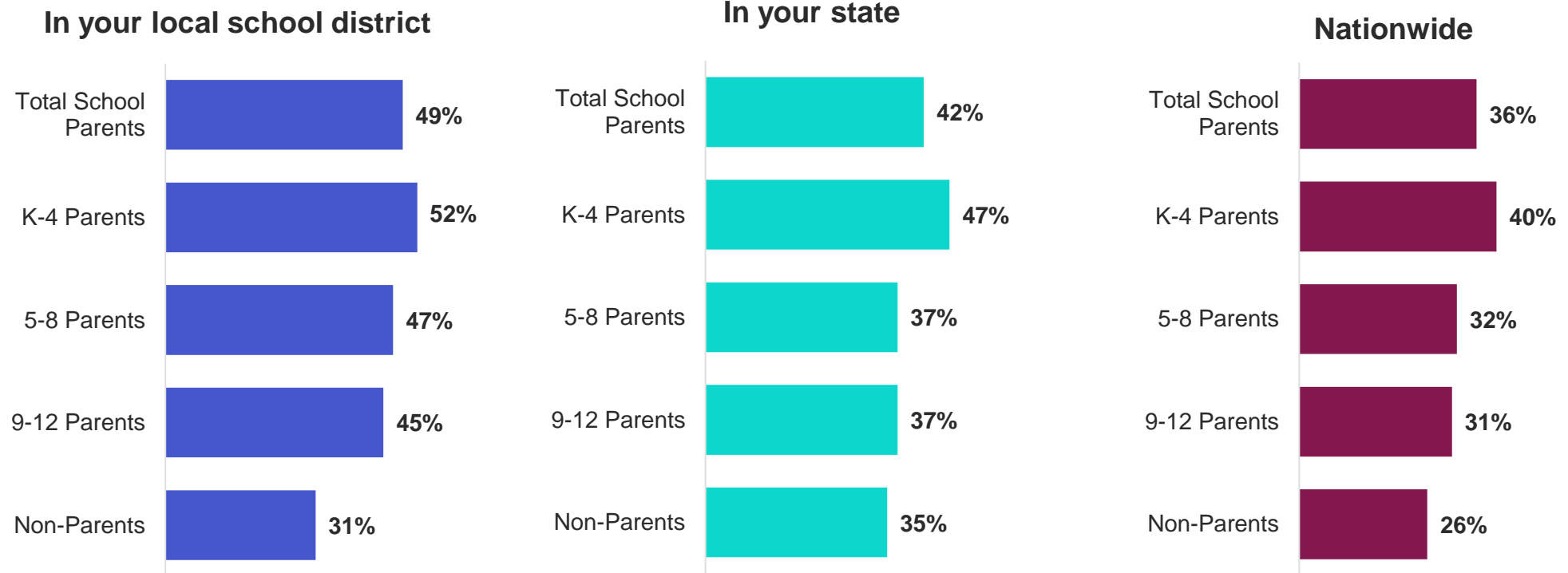
SURVEY PROFILE AND DEMOGRAPHICS



School parents, especially those of elementary schoolers, 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?

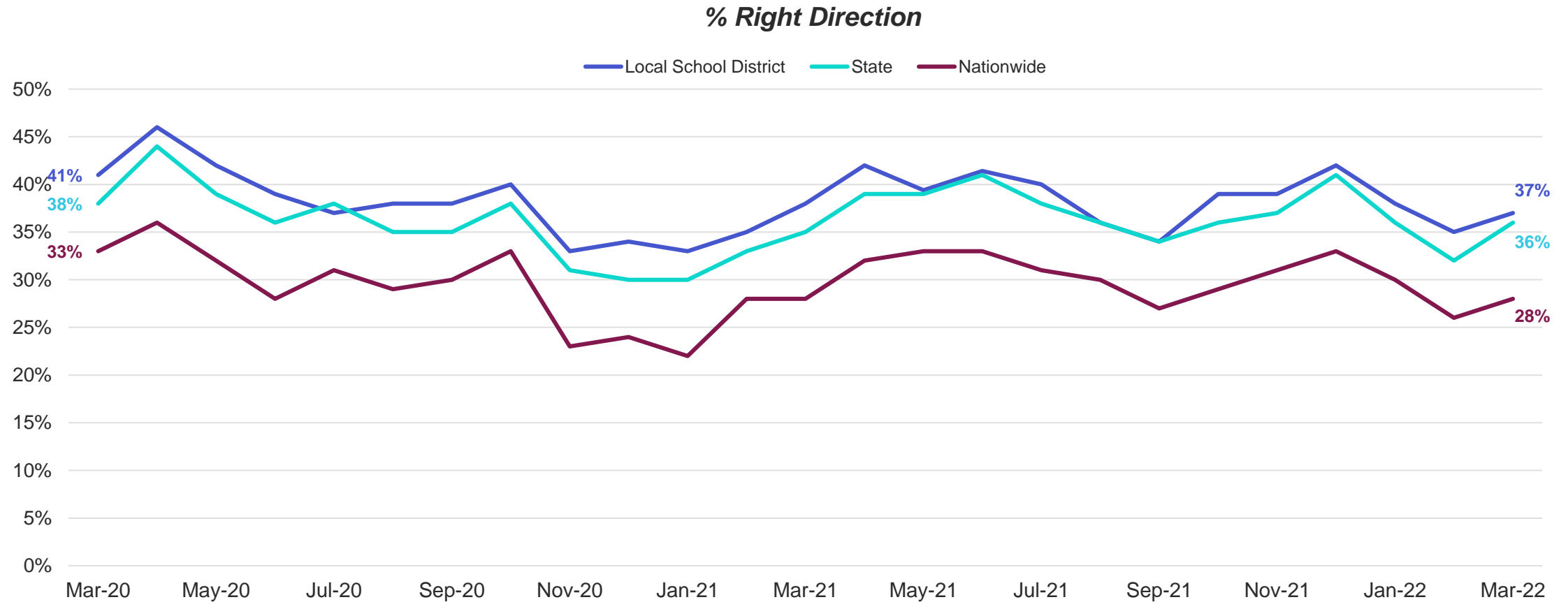
% Right Direction



In March, the public's positive views about the direction of K-12 education on a state level increased by four points.

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?

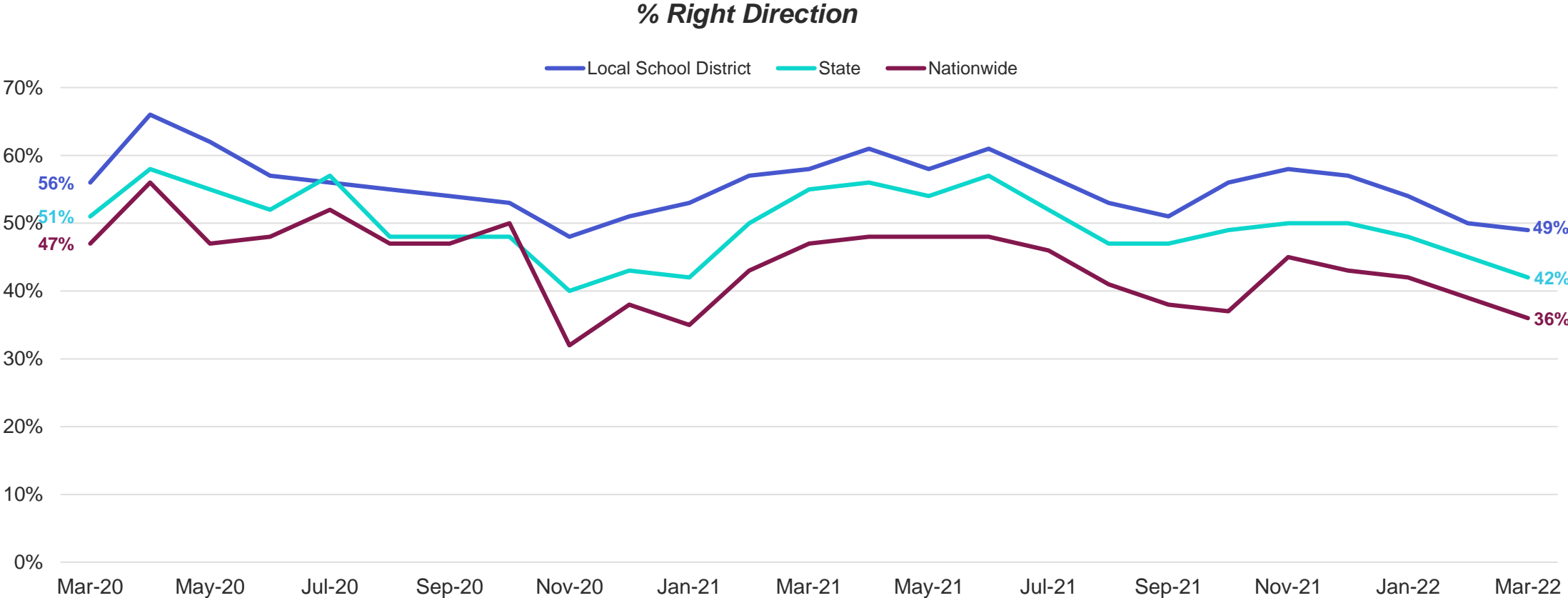
All Adults



In March, the proportion of school parents who felt positive about K-12 education on statewide and nationwide levels both decreased by 3 points.

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 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 **44%**

-  Core academic subjects (58%)
-  Socialization (50%)
-  Become independent thinkers (48%)
-  How to be good citizens (44%)
-  Skills for future employment (44%)
-  Values, moral character, religious virtues (39%)
-  To fix social problems (26%)

Grades 9-12

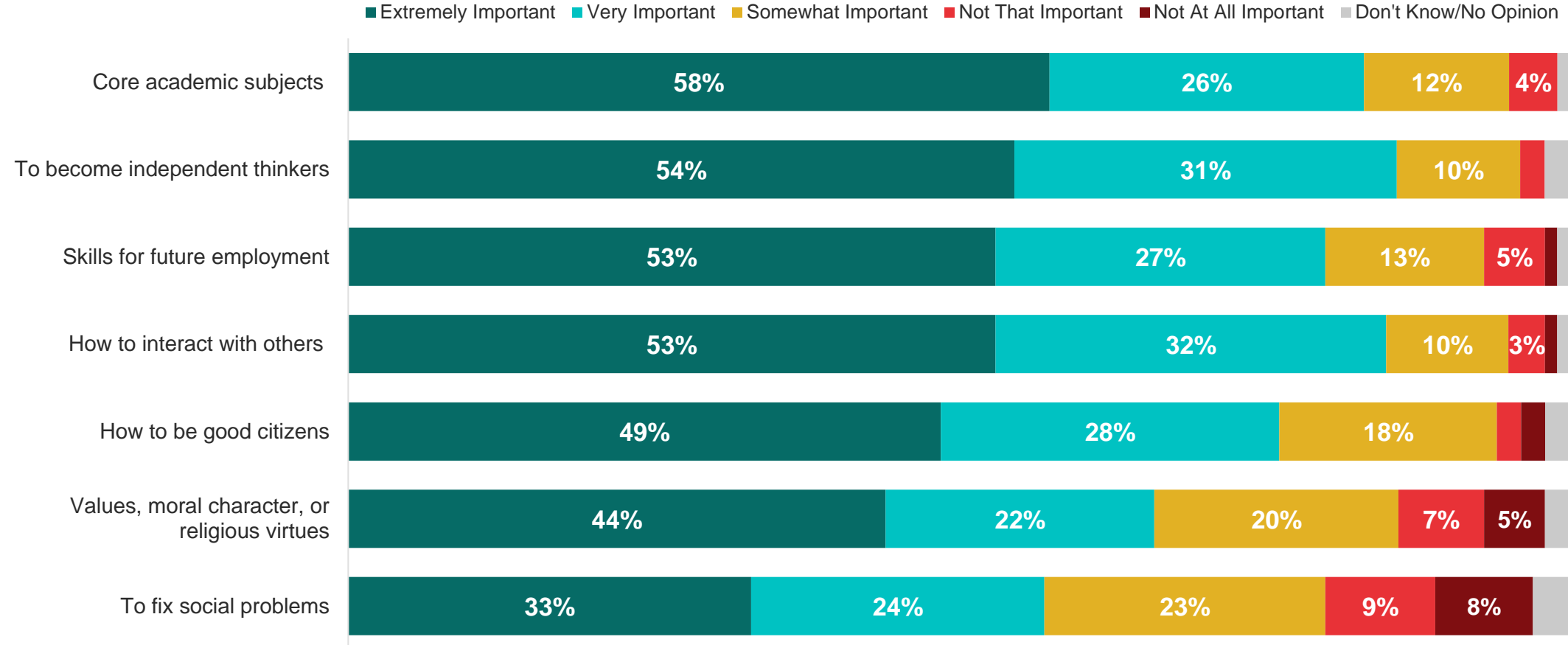
Average % selected Extremely Important **46%**

-  Skills for future employment (60%)
-  Core academic subjects (57%)
-  Become independent thinkers (51%)
-  How to be good citizens (46%)
-  Socialization (43%)
-  Values, moral character, religious virtues (38%)
-  To fix social problems (28%)

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

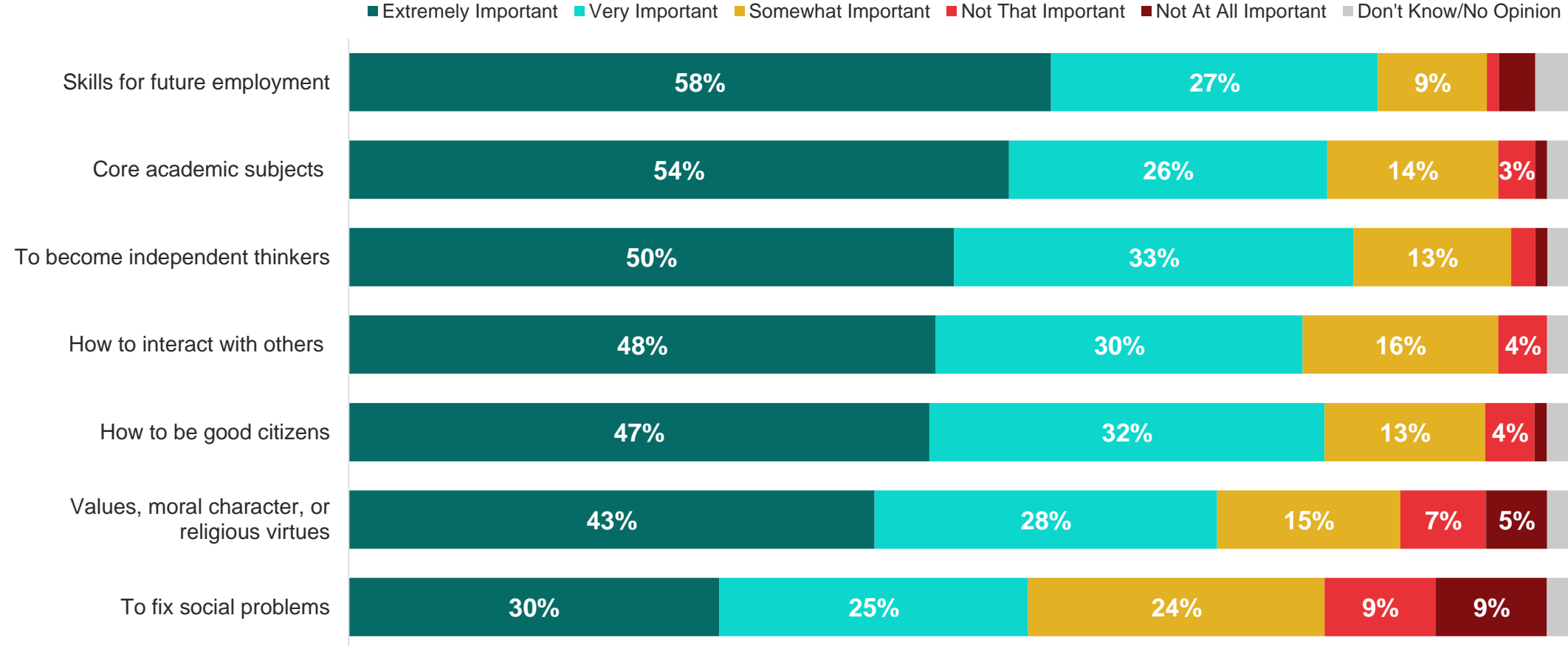


Source: Survey conducted March 15, 2022 – March 19, 2022, among U.S. adults

School parents are most likely to say that high school 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...


School Parents



Source: Survey conducted March 15, 2022 – March 19, 2022, among U.S. adults

Americans – especially school parents of younger children – believe 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

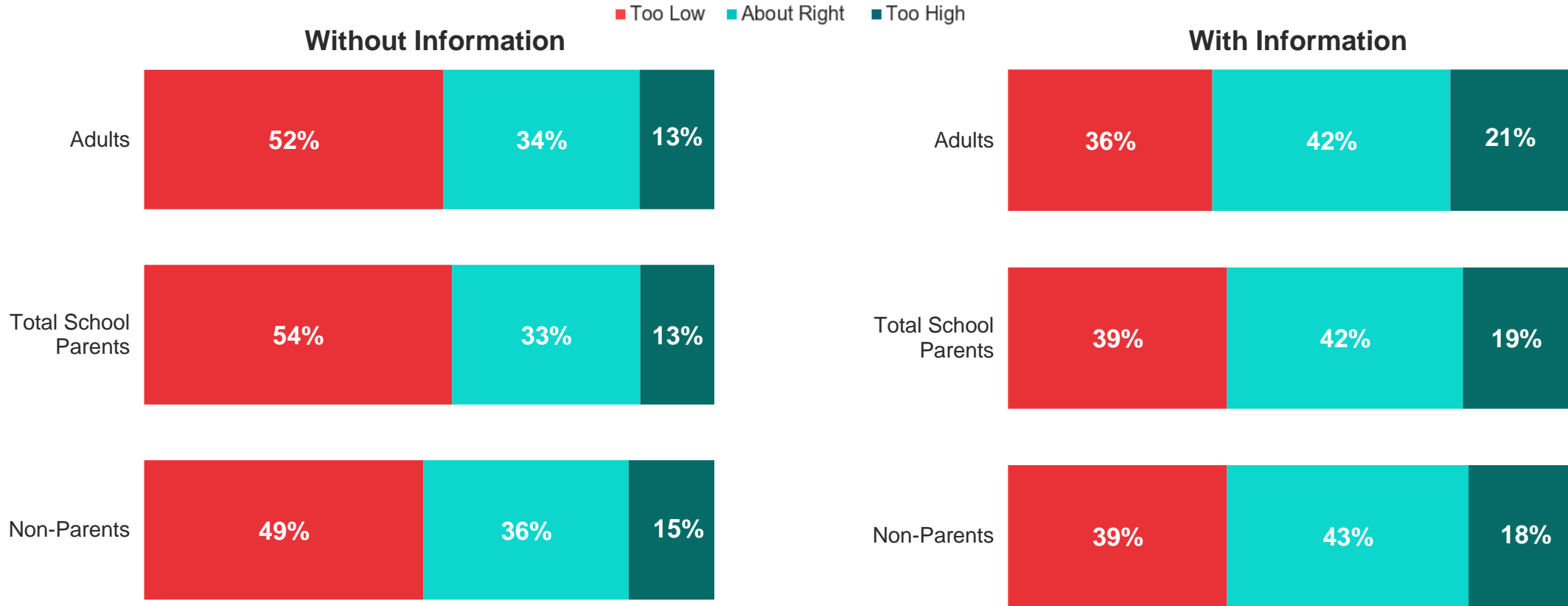


FY19 State Actuals Source: National Center for Education Statistics
 Source: Survey conducted March 15, 2022 – March 19, 2022, among U.S. adults

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:



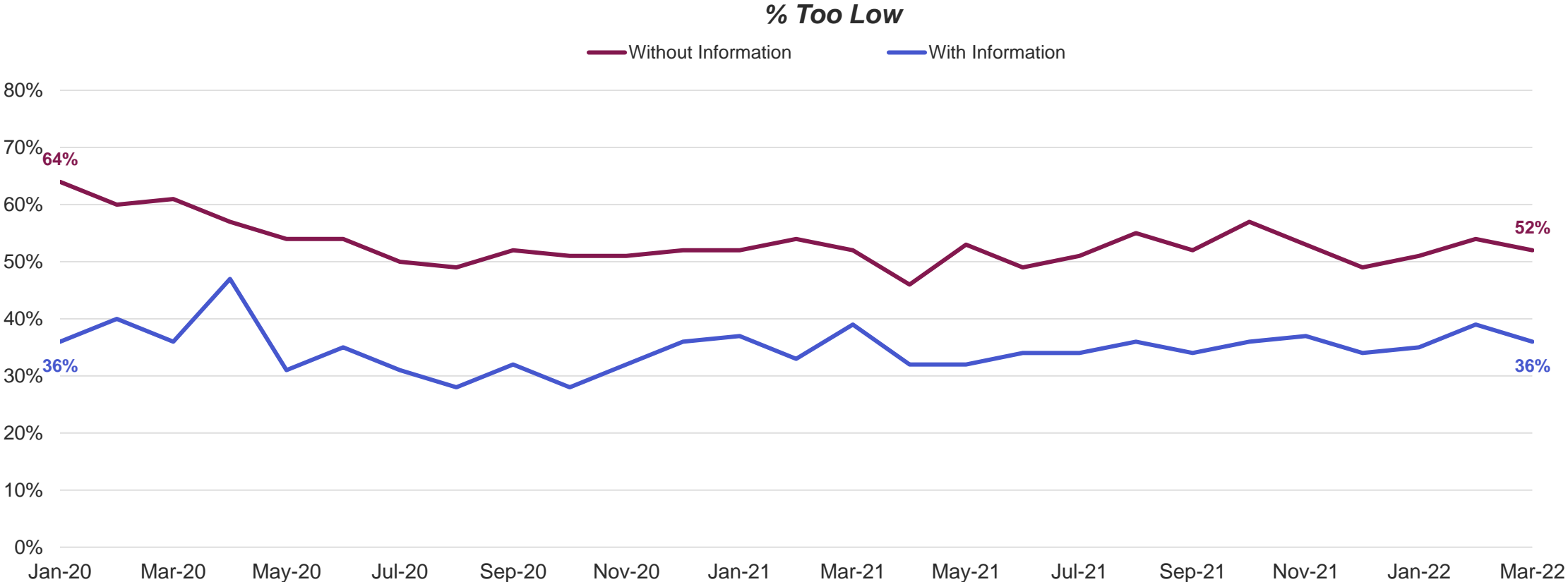
State Per Pupil Spending Source: 2022 EdChoice Share
 Source: Survey conducted March 15, 2022 – March 19, 2022, among U.S. adults

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

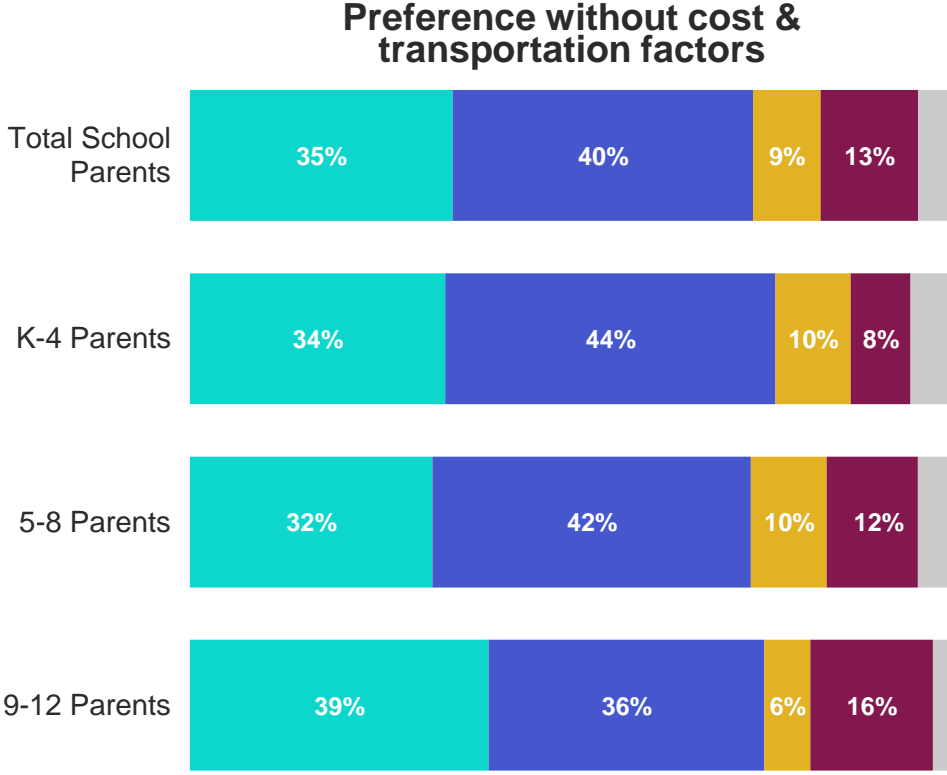
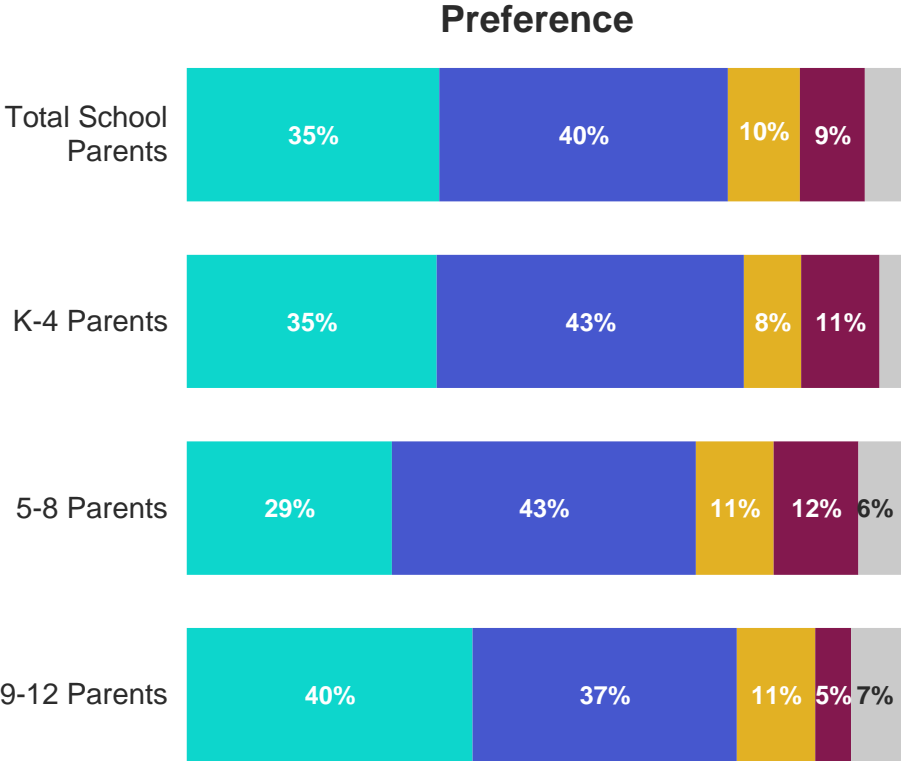


Parents' schooling preferences appear mostly unaffected by consideration of financial costs or transportation as factors.

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?

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



Source: Survey conducted March 15, 2022 – March 19, 2022, among U.S. adults

Despite a decrease in March, education issues still rank higher when it comes to voting for local offices. Most Americans continue to view economic issues as their top priority when deciding who to vote for at the federal, state, or local levels.

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

	LOCAL OFFICES	Vs February	STATE OFFICES	Vs February	FEDERAL OFFICES	Vs February
Economic Issues	51%	-2	51%	+1	57%	+5
Health Care Issues	28%	-3	29%	-6	35%	-1
Security Issues	26%	-3	26%	+5	28%	+4
Education Issues	25%	-10	23%	-4	18%	-6
Seniors Issues	23%	+2	25%	-3	22%	-5
Energy Issues	22%	+0	22%	+2	23%	+4
Women's Issues	16%	+0	17%	-3	13%	-4

Participants were only randomly asked about one of three offices

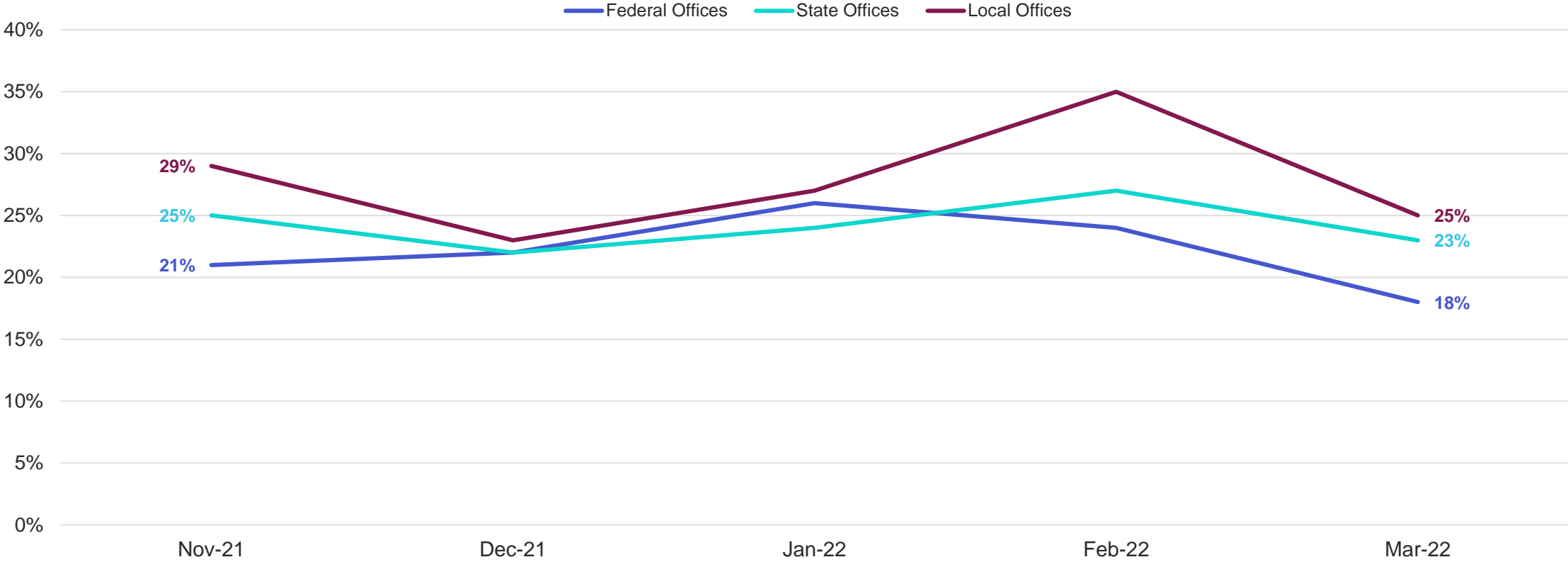
Source: Survey conducted March 15, 2022 – March 19, 2022, among U.S. adults

In March, Americans deprioritized education as a top issue – especially at the local level.

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 Education Issues



In March, small town residents and Hispanics were more likely to view education as a top issue. Home school and private school parents were less likely to do so.

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 February			Vs February			Vs February	
West	43%	-1	Democrat	37%	-2	Low Income < \$35K	31%	-1
Small Town	42%	+9	Educ: Bachelors or Postgrad	37%	-3	Urban	31%	-2
Hispanic	41%	+8	South	35%	+0	Republican	31%	-3
High Income: \$75K+	39%	+1	Middle Income \$35K-\$75K	35%	-2	Northeast	29%	-1
Suburban	39%	+0	Educ: < College	34%	+0	Rural	29%	-5
Independent	38%	+4	Non-Hispanic White	34%	-3	Black	27%	-4
District School Parent	37%	+2	Midwest	32%	-2	Home School Parent	24%	-8
			Private School Parent	32%	-8			

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

Source: Survey conducted March 15, 2022 – March 19, 2022, among U.S. adults

AGENDA

COVID-19 AND SCHOOLING

SCHOOL CHOICE POLICIES

VIEWS ON K-12 EDUCATION

SURVEY PROFILE AND DEMOGRAPHICS



Survey Profile, 1

Dates	March 15-19, 2022
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

Survey Profile, 2

Survey Time	Gen Pop Median = 10.40 minutes, Oversample Median = 11.85 minutes
Sample Size	N = 2,200 General Population N= 1,072 Total School Parents
Oversampling	N = 700 School Parents
Quotas	Age, Gender
Weighting	Age, Race, Ethnicity, Gender, Education, Census Region
Measure of Precision (adjusted for weighting)	± 2.39 percentage points (Gen Pop), ± 3.92 percentage points (Oversample)
Participation Rate	25.22% (Gen Pop), 11.71% (Oversample)
Methods Page	https://edchoice.morningconsultintelligence.com/methodology/
Project Contact	Paul DiPerna, paul@edchoice.org

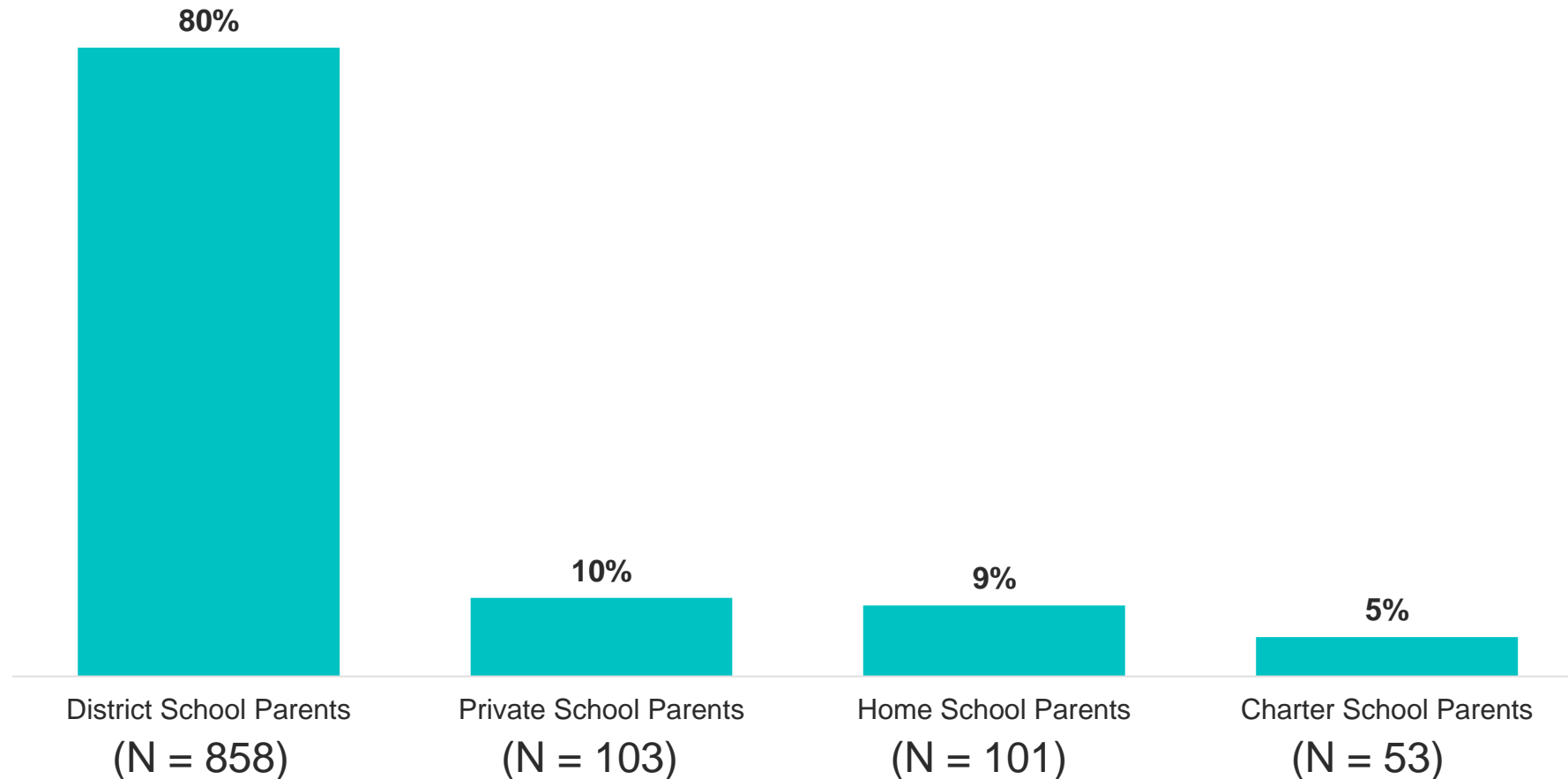
Demographics	Unweighted (N =)
Hispanic	171
Non-Hispanic White	1643
Black	280
Other	88
Generation Z	113
Millennial	661
Generation X	316
Boomers	924
Male	896
Female	1304
< College	1572
College +	628
Northeast	402
Midwest	490
South	939
West	369

Demographics	Unweighted (N =)
Total School Parents*	1072
K-4 Parents*	547
5-8 Parents*	443
9-12 Parents*	423
Non-Parents	894
Liberal	573
Moderate	702
Conservative	752
Democrat	764
Independent	594
Republican	679
Urban	515
Suburban	977
Small Town	255
Rural	453
Low Income <\$35K	972
Middle Income \$35K to <\$75K	795
High Income \$75K+	433

* Denotes the sample came from school parents

Demographics	Unweighted	Weighted	Target (%)
Hispanic	8%	16%	16%
White	82%	78%	78%
Non-Hispanic White	75%	n/a	n/a
Black	13%	12%	12%
Other	5%	9%	9%
Age: 18-34	19%	30%	30%
Age: 35-54	32%	31%	31%
Age: 55+	49%	40%	40%
Age: 65+	27%	20%	20%
Male	41%	48%	48%
Female	59%	52%	52%
< College	71%	69%	69%
College +	29%	31%	31%
Northeast	18%	18%	18%
Midwest	22%	21%	21%
South	43%	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**[®]

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 mission is to advance educational freedom and choice for all as a pathway to successful lives and a stronger society. We are committed to understanding and pursuing a K–12 education system that empowers every family to choose the schooling environment that fits their children's needs best.

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





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