



BLACK PARENTS AND K-12 EDUCATION

A National Polling Brief

NOVEMBER 2021

KEY FINDINGS

1. Although Black parents' comfort with their children returning to school has increased over the past couple of months, they remain less comfortable than white parents.
2. Both Black and white parents experienced a decrease in willingness to vaccinate their children. Hispanic parents are currently the most willing to vaccinate their children.
3. School parents – regardless of race or ethnicity – generally are positive about how local school boards are handling matters in K-12 right now. Black and Hispanic parents are much more likely to give the Biden Administration high marks when compared to white parents. Additionally, Hispanic parents are the most likely to give good grades to their State's governor and legislature.
4. Most Black parents would prefer having at least one day of school (per week) occur at home. That proportion of Black parents is much larger than the observed numbers of white and Hispanic parents.
5. Among Black parents, interest in learning pods has held steady this month with about one-third still indicating they have some level of consideration.
6. Black parents continue to express their very high levels of support for education savings accounts (ESAs), school vouchers, and public charter schools.

Methodology:

This poll was conducted between October 11-October 21, 2021 among a sample of 444 Black School Parents. The interviews were conducted online. Results based on the Black School Parents sample have a measure of precision of plus or minus 5.3 percentage points.

AGENDA

COVID-19 AND SCHOOLING

PERSONALIZED LEARNING

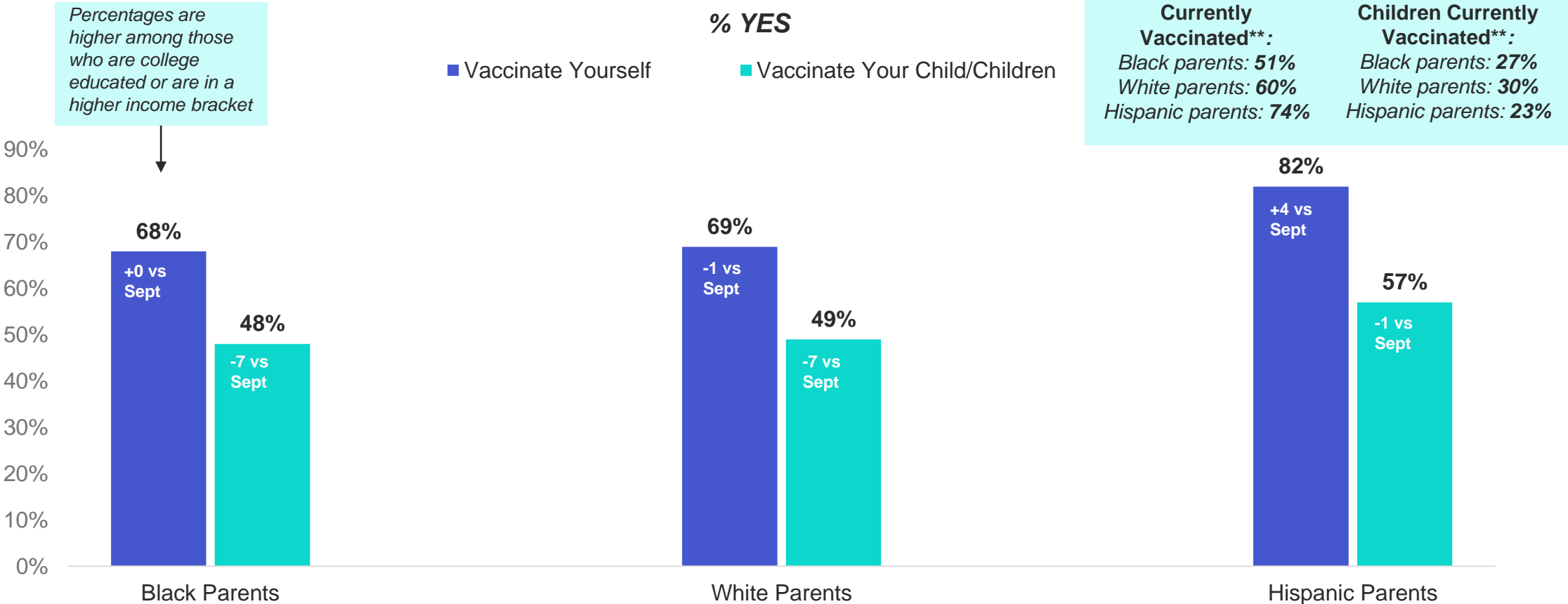
SCHOOL CHOICE POLICIES

SURVEY PROFILE AND DEMOGRAPHICS



Hispanic parents remain the most likely to vaccinate themselves as well as vaccinate their children.

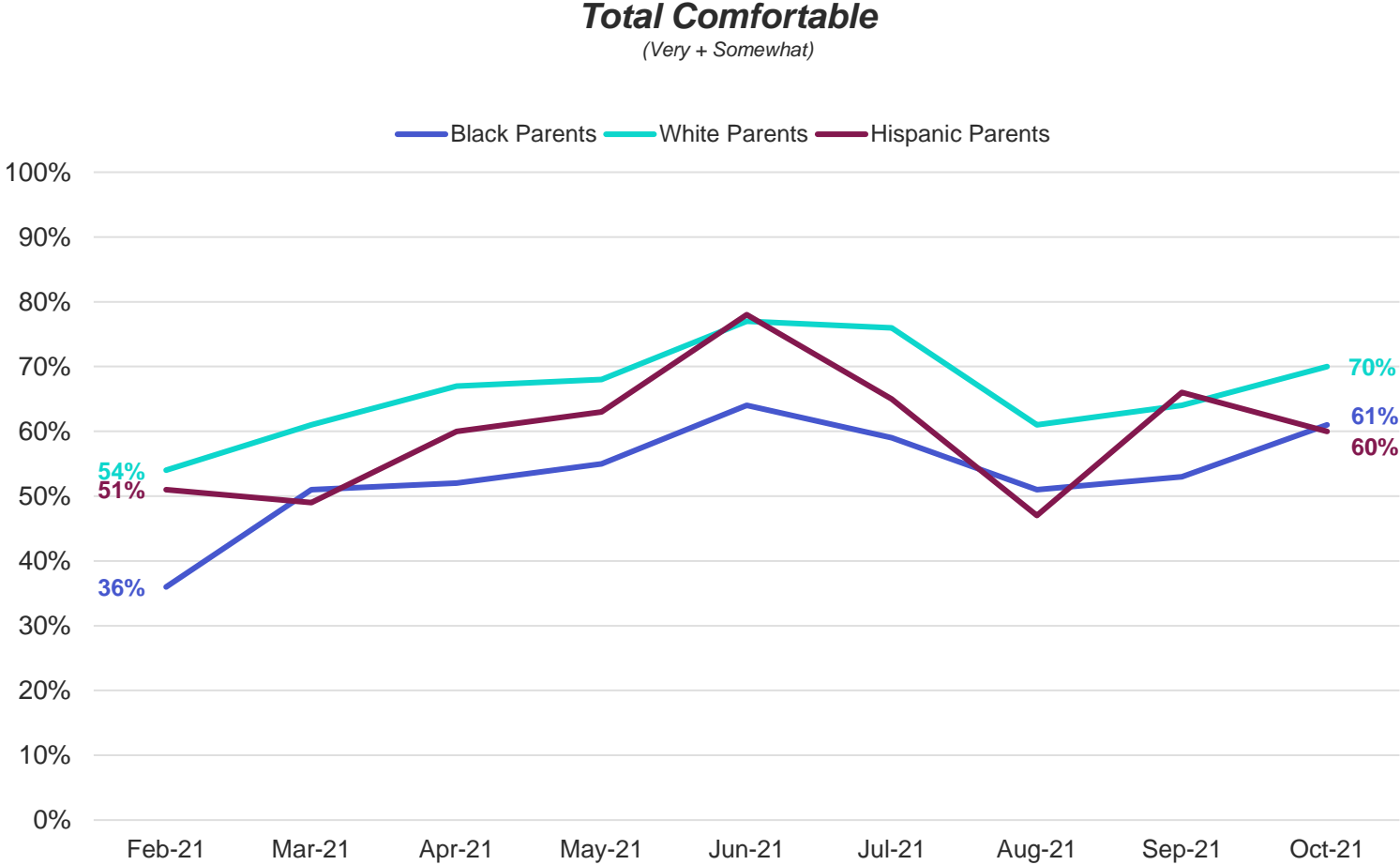
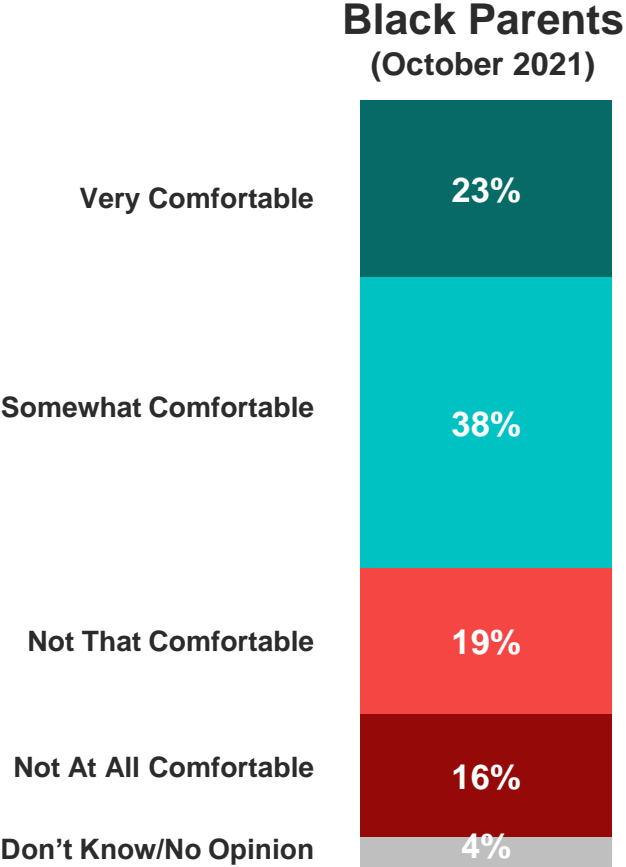
Now that an FDA (Food and Drug Administration) approved vaccine to prevent COVID-19 is available for you/your children, have/will you get/get your children vaccinated?



White Parents denotes Non-Hispanic White Parents.
 **"% YES" includes both those already and those planning to get vaccinated
 **Data for White Parents and Hispanic Parents comes from the October 2021 School Parent Oversample

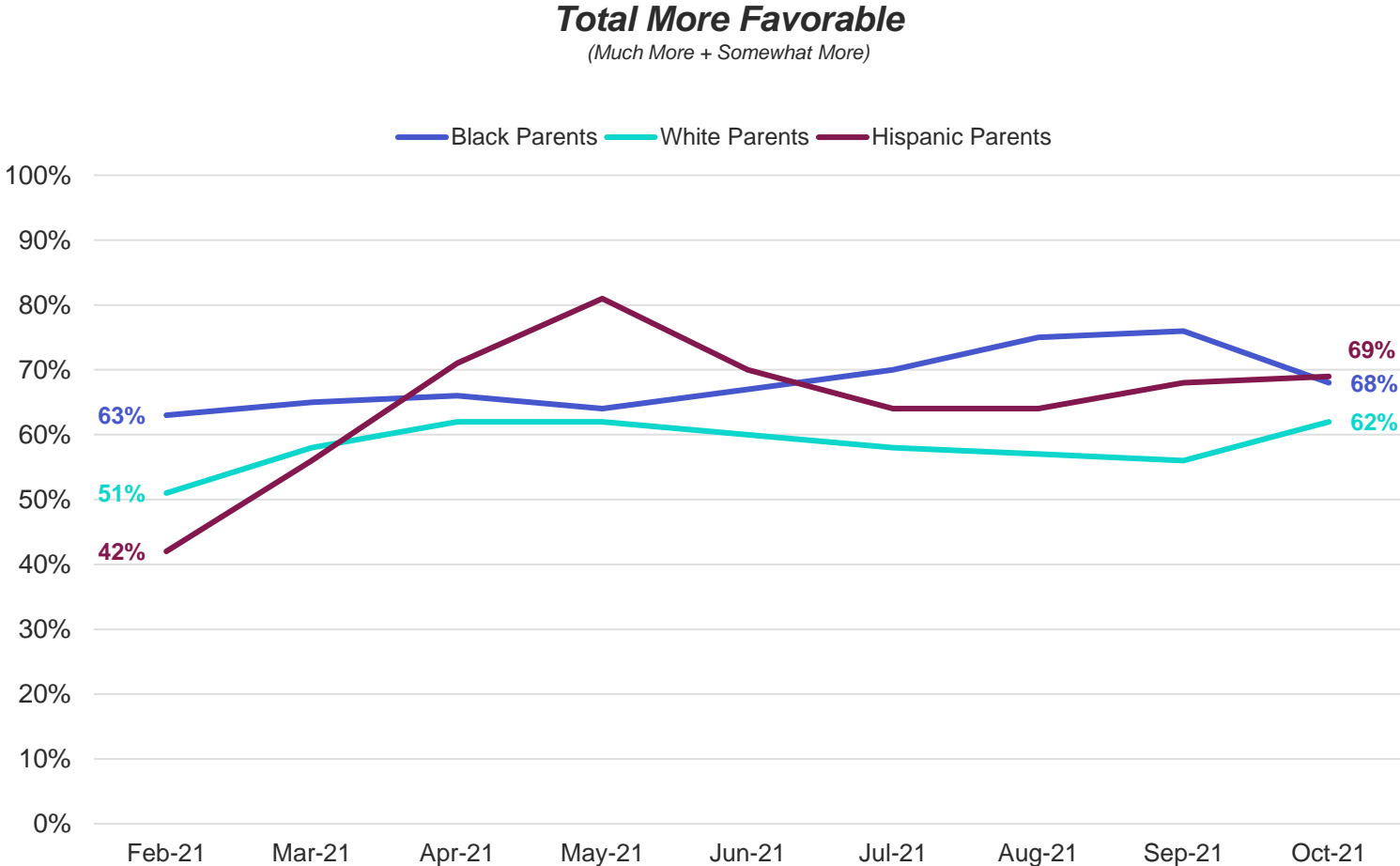
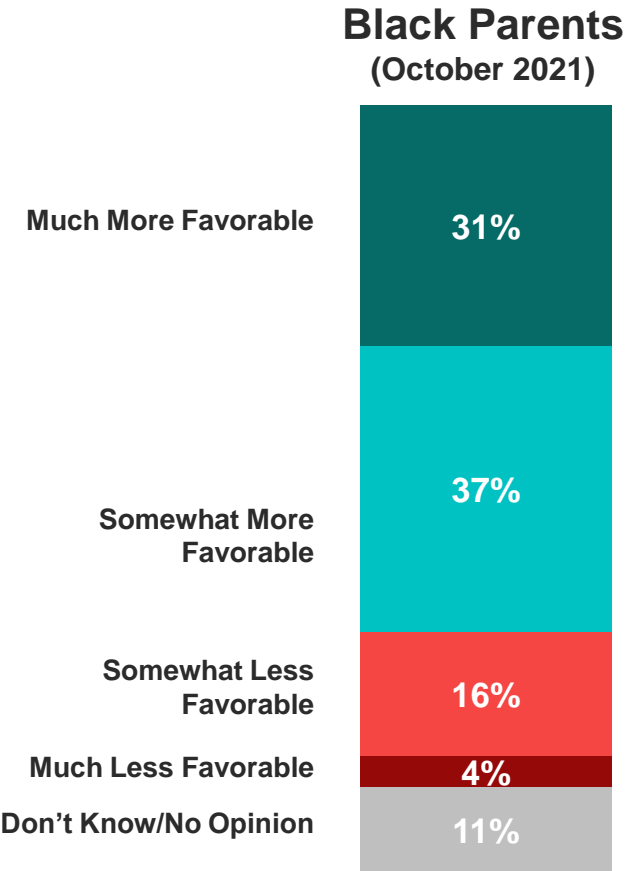
Black parents' comfort with their child returning to school has continued to increase since August 2021. A similar pattern is seen among white parents.

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



While there has been an increase in positive sentiment among white parents, homeschooling remains more positively received by Black and Hispanic parents.

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



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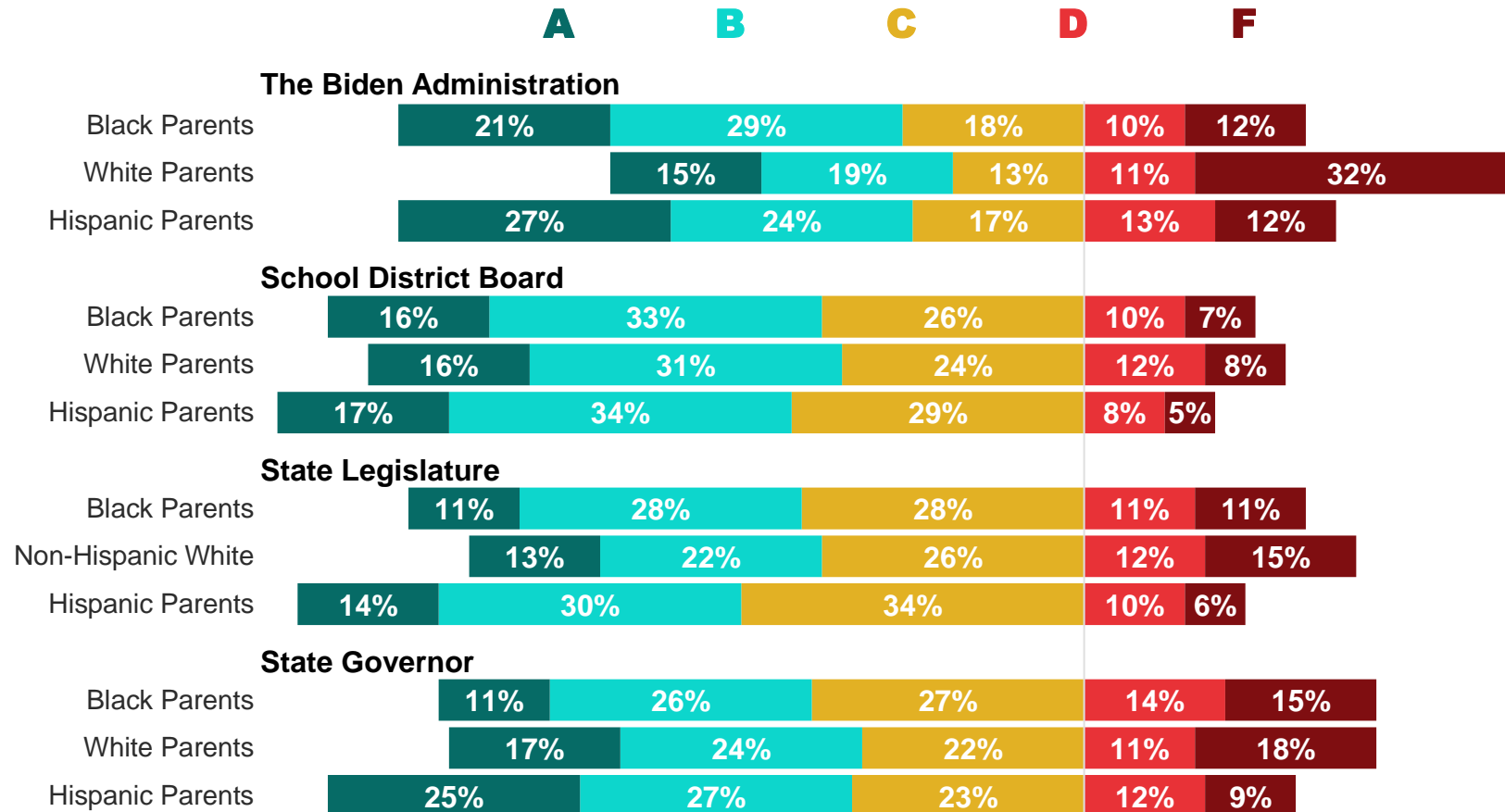
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Black and Hispanic parents are much more likely to give the Biden Administration high marks on its handling of matters in K-12 education than white parents.

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



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

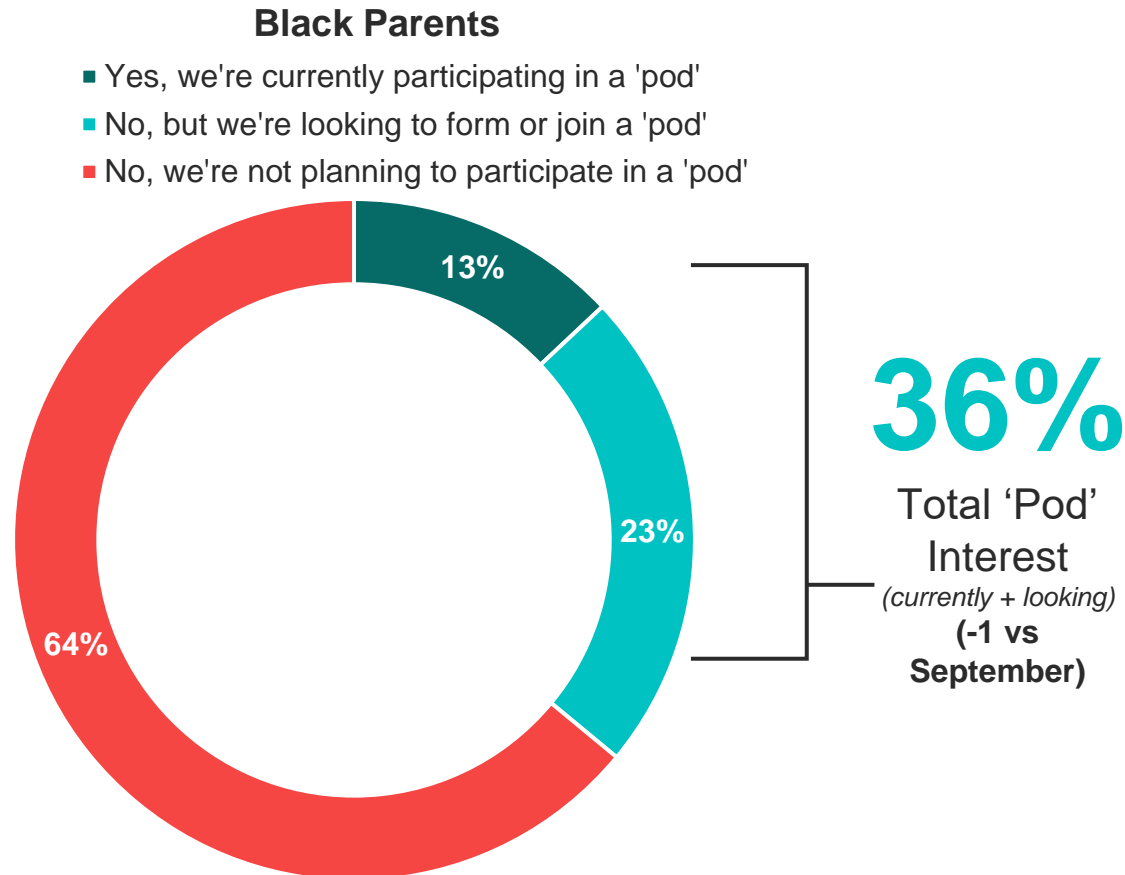
A majority of Black parents would prefer having at least one day of school (per week) occur at home – much larger than the proportion of both white and Hispanic parents.

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?



Interest in pods among Black parents has held steady this month with about one-third indicating they have some level of consideration.

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



Likelihood to Participate in / Form / Join a 'Pod'

More likely than total Black Parents	Black Male Parents	44%
	High Income \$75K+	40%
	Middle Income \$35K to < \$75K	37%
Less likely than total Black Parents	Hispanic Parents	34%
	Low Income < \$35K	31%
	Black Female Parents	30%
	White Parents	26%

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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

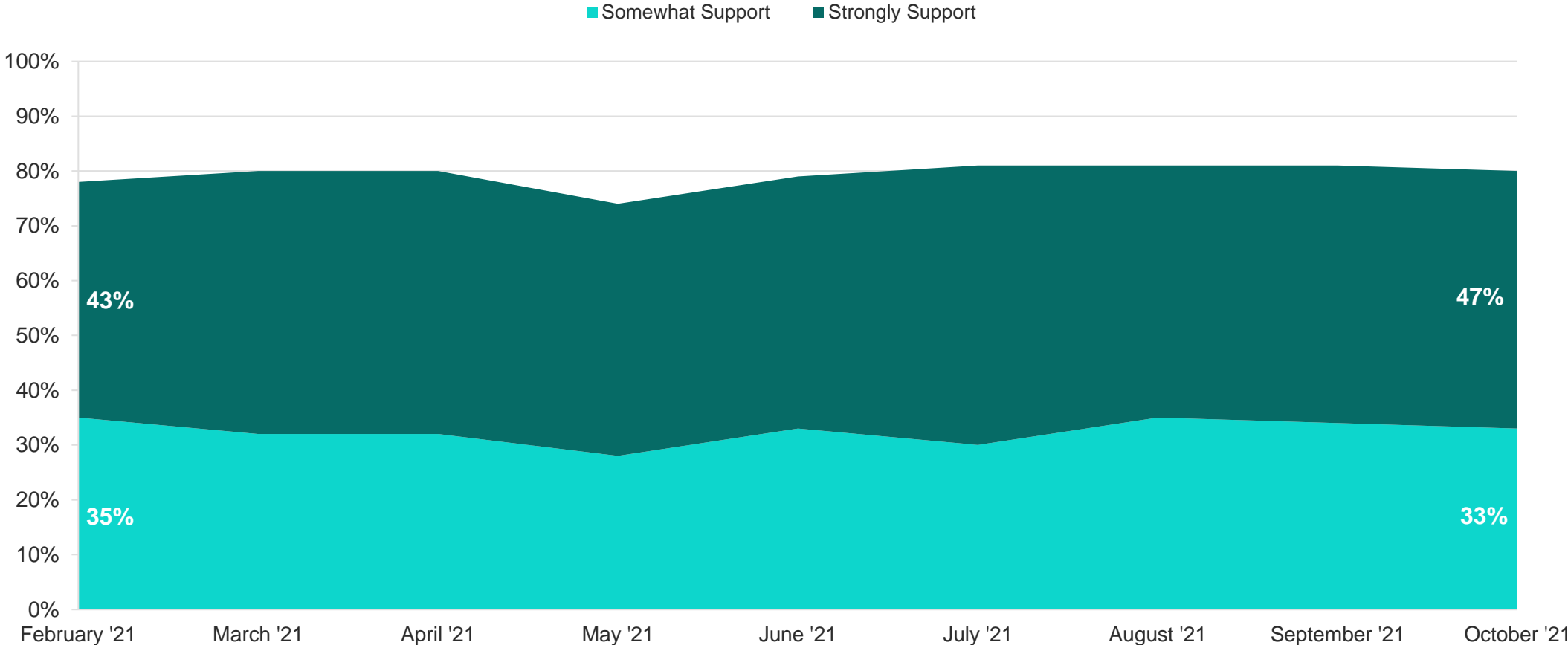
A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to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

Black parents' strong support of ESAs remains high – especially when given a description.

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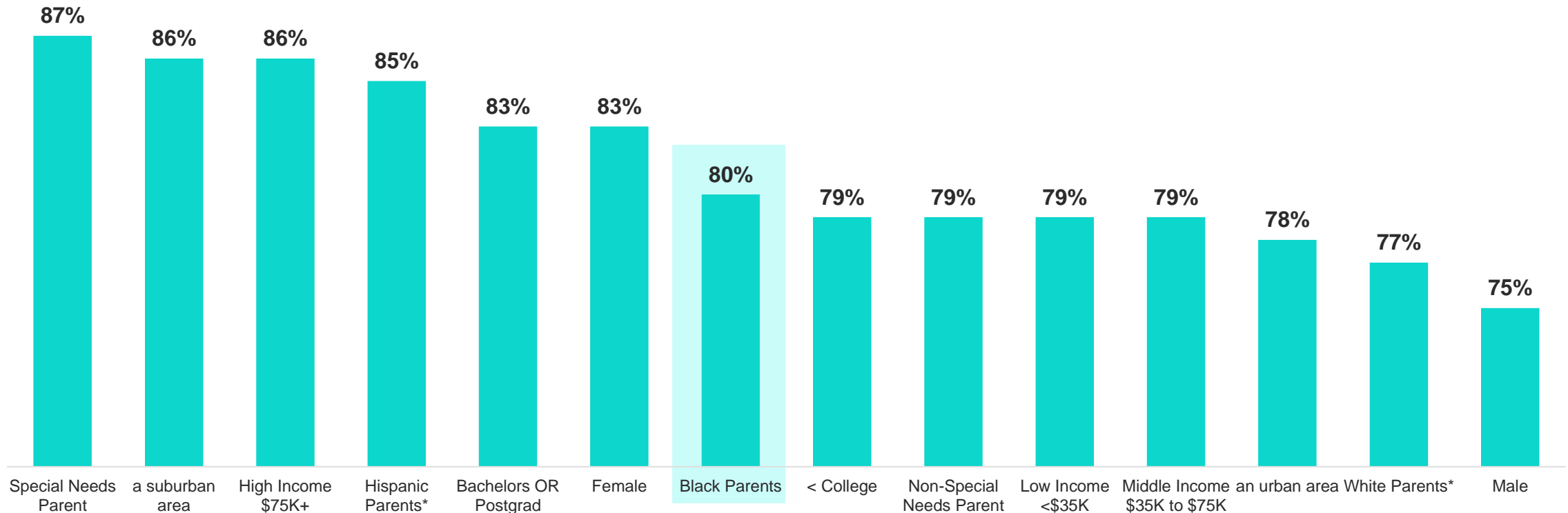


Support for ESAs is high among Black parents and associated demographic subgroups. Those having a child with special needs, living in a suburban area, or having a high income are most favorable.

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Black Parents

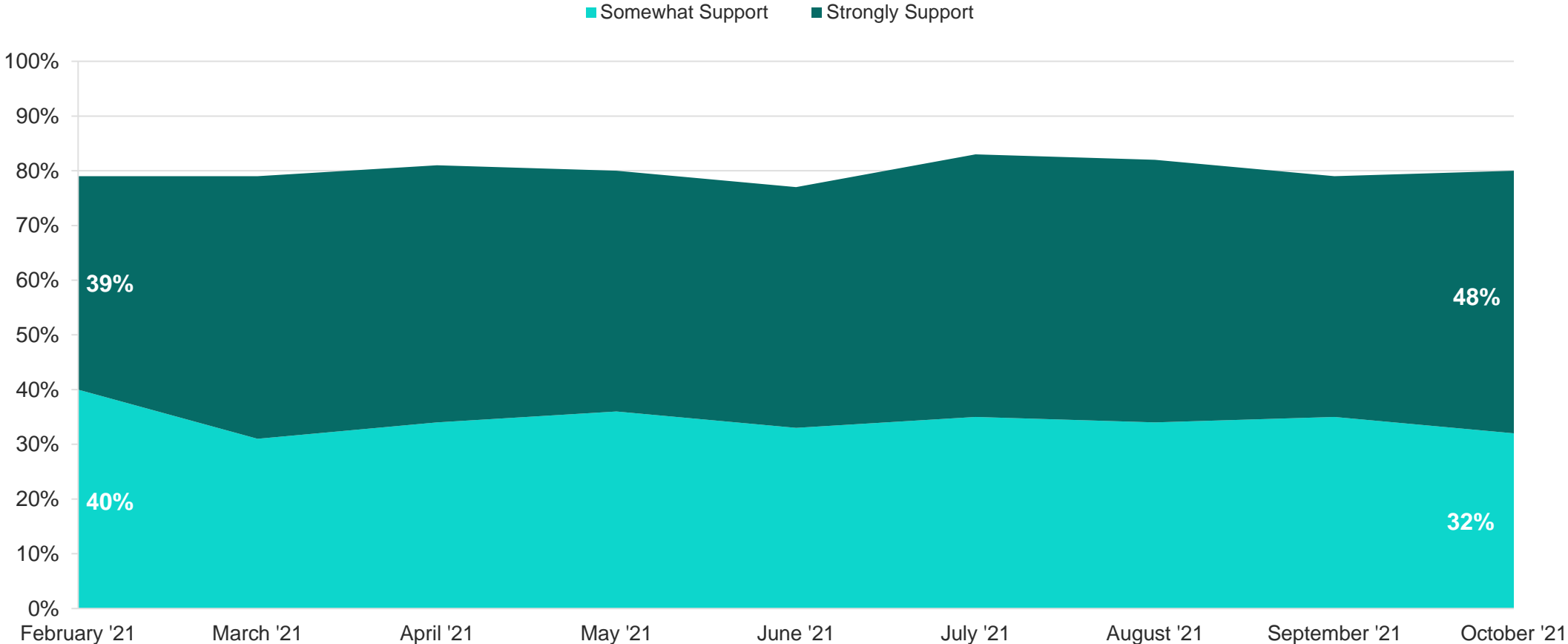
Total Support
(Strongly Support + Somewhat Support)



* Denotes the sample came from October 2021 School Parent Oversample

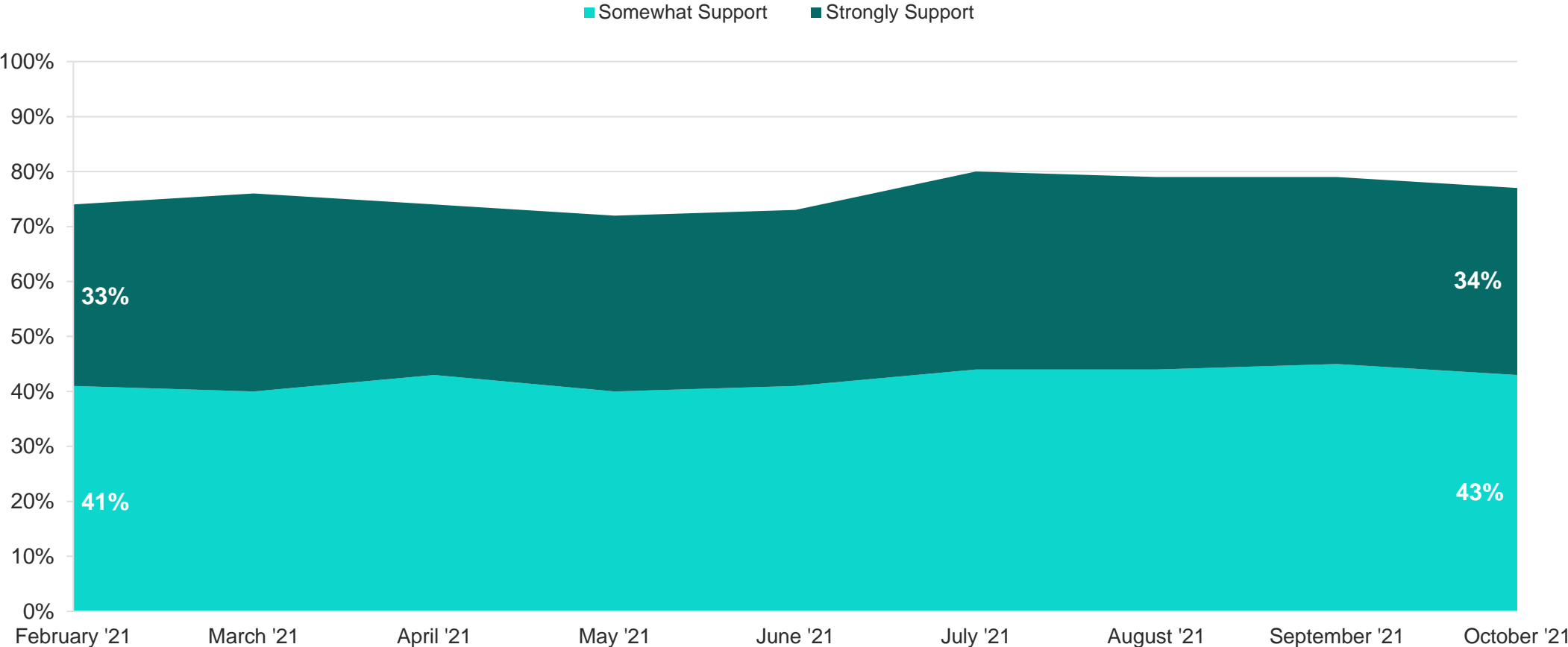
Black parents' overall support for school vouchers remained high in October. Just under half indicated a strong level of support for vouchers.

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. In general, what is your opinion of school voucher systems?



Three out of four Black parents expressed overall support for public charter schools in October.

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?



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Survey Profile, 1

Dates	October 11, 2021 – October 21, 2021
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 = 10.88 minutes, School Parent Oversample Median = 13.22 minutes, Black School Parent Oversample Median = 14.22 minutes
Sample Sizes	Total, N = 2,200 General Population (Adults 18+) Total, N = 1,121 School Parents Total, N = 444 Black School Parents
Oversampling	N = 700 School Parents N = 300 Black School Parents
Quotas	Age, Gender
Weighting	Age, Race, Ethnicity, Gender, Education, Census Region
Measure of Precision (adjusted for weighting)	± 2.57 percentage points (Gen Pop), ± 4.14 percentage points (School Parent Oversample), ± 5.25 percentage points (Black School Parent Oversample)
Participation Rate	32.32% (Gen Pop), 20.03% (School Parent Oversample), 9.64% (Black School Parent Oversample)
Methods Page	https://edchoice.morningconsultintelligence.com/methodology/
Project Contact	Paul DiPerna, paul@edchoice.org

Based on Black Parent Sample

Demographics	Unweighted (N =)
Hispanic*	125
Non-Hispanic White*	771
Generation Z	14
Millennial	318
Generation X	79
Boomers	31
Male	153
Female	291
Northeast	50
Midwest	92
South	268
West	34
Low Income <\$35K	180
Middle Income \$35K to <\$75K	187
High Income \$75K+	77

Demographics	Unweighted (N =)
K-4 Parents	243
5-8 Parents	185
9-12 Parents	153
Liberal	176
Moderate	149
Conservative	85
Democrat	310
Independent	85
Republican	36
Urban	212
Suburban	165
Small Town	20
Rural	47
< College	309
College +	135

*N size based on School Parent Oversample.

Based on Black Parent Sample

Demographics	Unweighted	Weighted	Target (%)
Hispanic	6%	5%	5%
Non-Hispanic	94%	95%	95%
Age: 18-29	20%	10%	10%
Age: 30-39	43%	39%	39%
Age: 40-49	24%	37%	37%
Age: 50+	14%	14%	14%
Male	34%	39%	39%
Female	66%	61%	61%
Northeast	11%	17%	17%
Midwest	21%	18%	18%
South	60%	56%	56%
West	8%	9%	9%

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 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





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