



THE PUBLIC, PARENTS, AND K-12 EDUCATION

A National Polling Report

OCTOBER 2021

KEY FINDINGS

1. Parents' comfort with their children returning to school increased once again in October after a sharp decline in August. Overall comfort for a return to school is slowly nearing the level it was at in the Summer of 2021.
2. The percentages of adults who feel the coronavirus has been 'very disruptive' to their personal routine, household routine, and community have either reached or descended below their lowest points since the start of the pandemic.
3. Positive sentiment about the direction of K-12 education on a local level increased by five points in October among both the general population and school parents. There is a nearly 20-point gap between parents' positive views locally compared with how they see K-12 education going for the country.
4. Parents are more likely to be positive and to give A/B grades to school boards than other policymakers for their handling of K-12 education. The latter mostly receive middling or negative ratings from parents and especially the public.
5. The pandemic continues to affect students and families when it comes to schooling. One out of four school parents say they have had to quarantine at least one child in the past month. That quarantine rate is higher among private school parents (41%).
6. Americans continue to have mixed views on mandates for masking and vaccinations. Although, there was once again a slight decrease in support for mandatory masking in October.
7. Overall support of school choice policies increased this month, especially when additional information was provided. Among school parents, strong support for education savings accounts (ESAs) increased by seven points in October.

Methodology:

This poll was conducted between October 12-October 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 2.57 percentage points..

AGENDA

COVID-19 AND SCHOOLING

SCHOOL CHOICE POLICIES

VIEWS ON K-12 EDUCATION

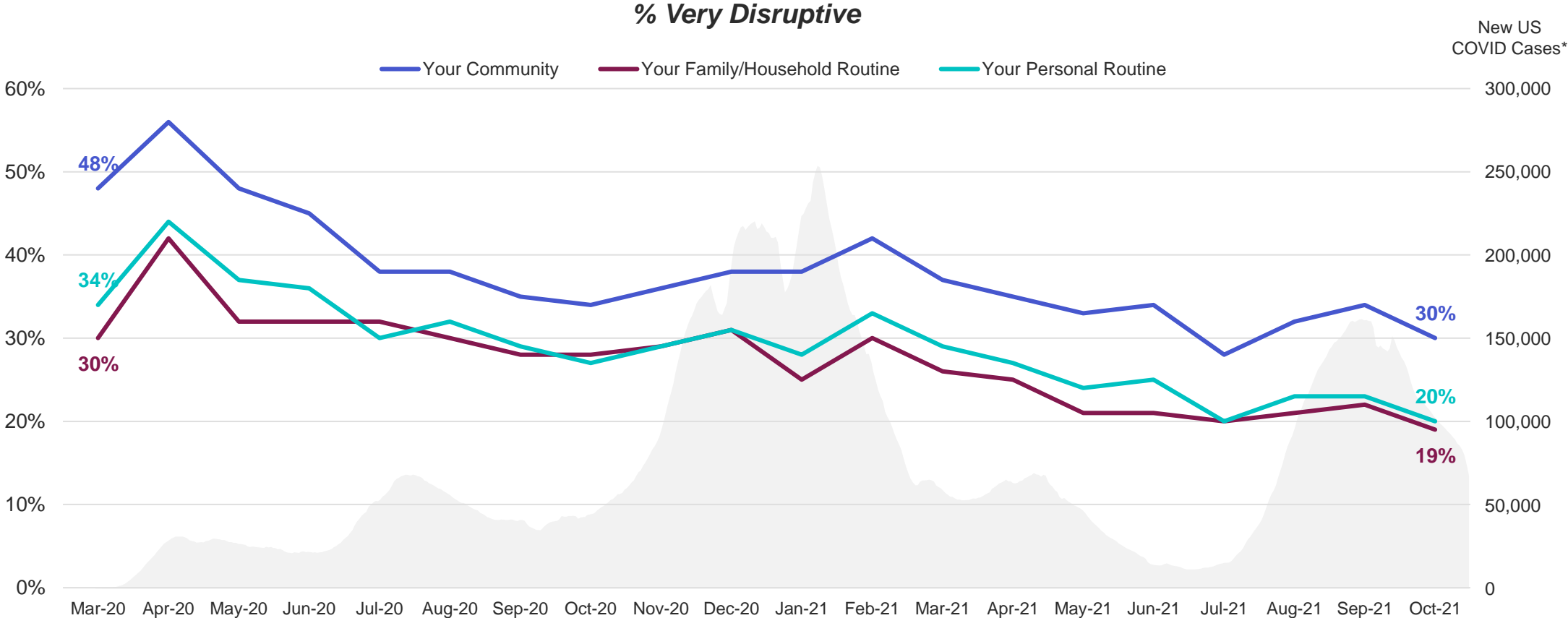
SURVEY PROFILE AND DEMOGRAPHICS



The percentage of adults who feel the coronavirus has been ‘very disruptive’ to their personal routine, household routine, and community decreased in October. The trends approach the lowest points since the start of the pandemic.

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

All Adults

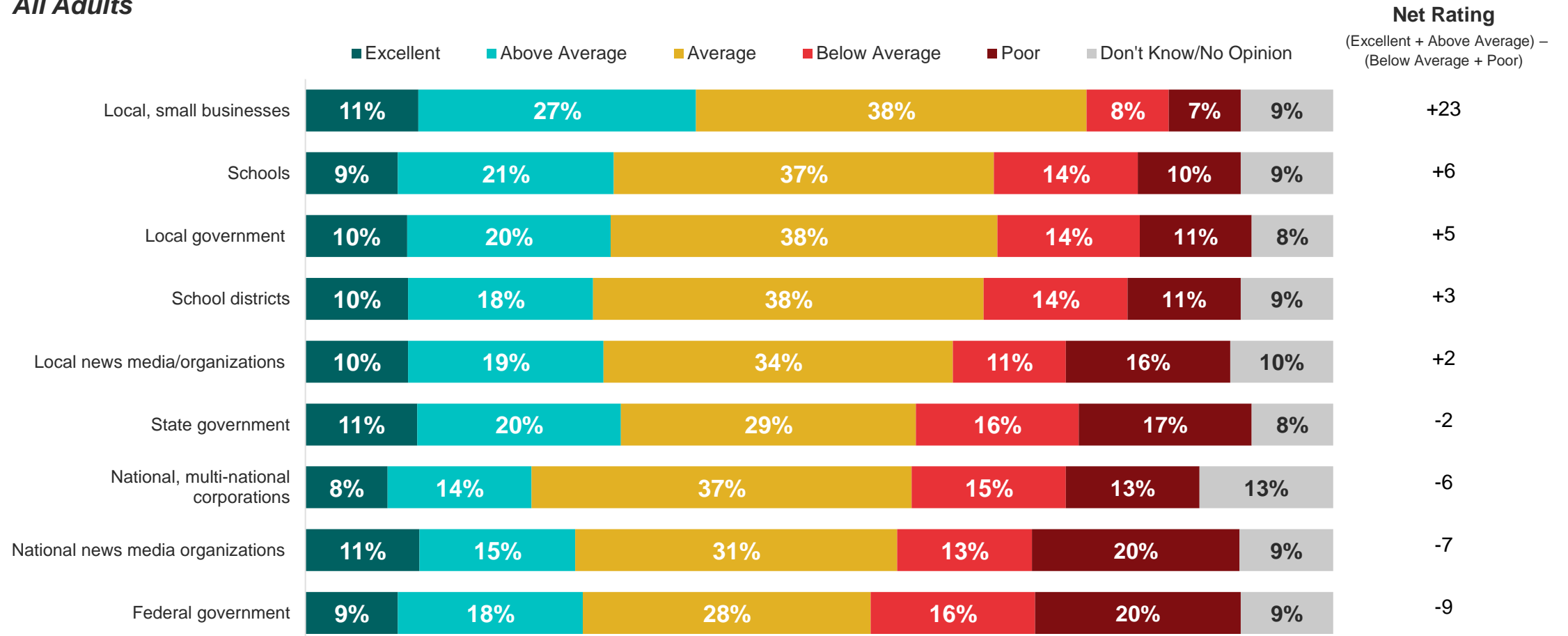


*CDC 7-day moving average

Americans are most likely to rate local businesses more positively compared with other institutions for how they've responded to the coronavirus pandemic. Otherwise, the public continues to give middling ratings to other various institutions.

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?

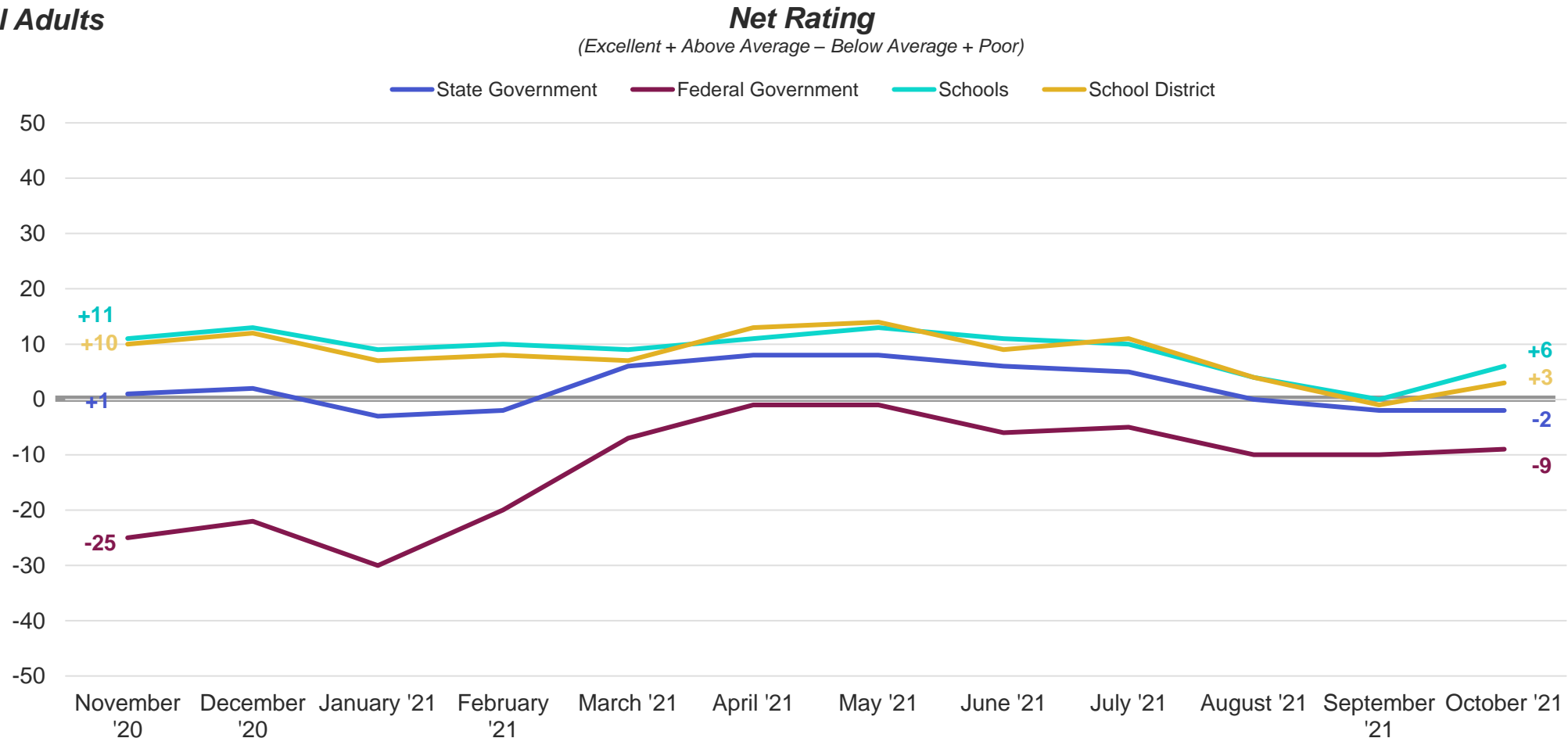
All Adults



Pandemic response ratings of both schools and school districts increased in October. Views of government – state or federal – has held steady.

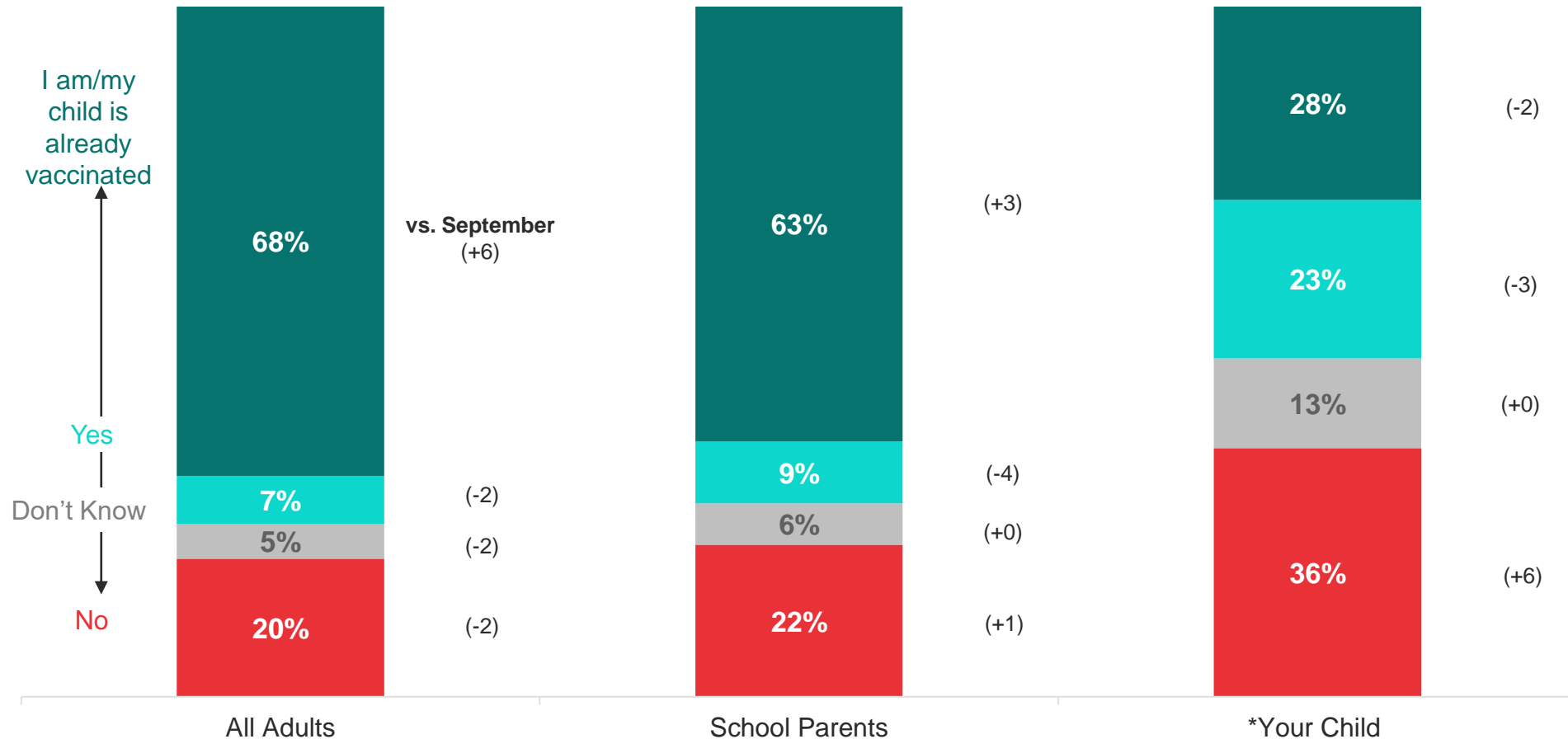
Based on what you have seen, read, or heard so far, how would you rate the following institutions on their response to the coronavirus (COVID-19) outbreak?

All Adults



In October, school parents and the public reported increases in vaccine uptake and willingness.

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?



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

In October, we see the largest increases of vaccinations and vaccine willingness among Blacks and Urbanites.

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?

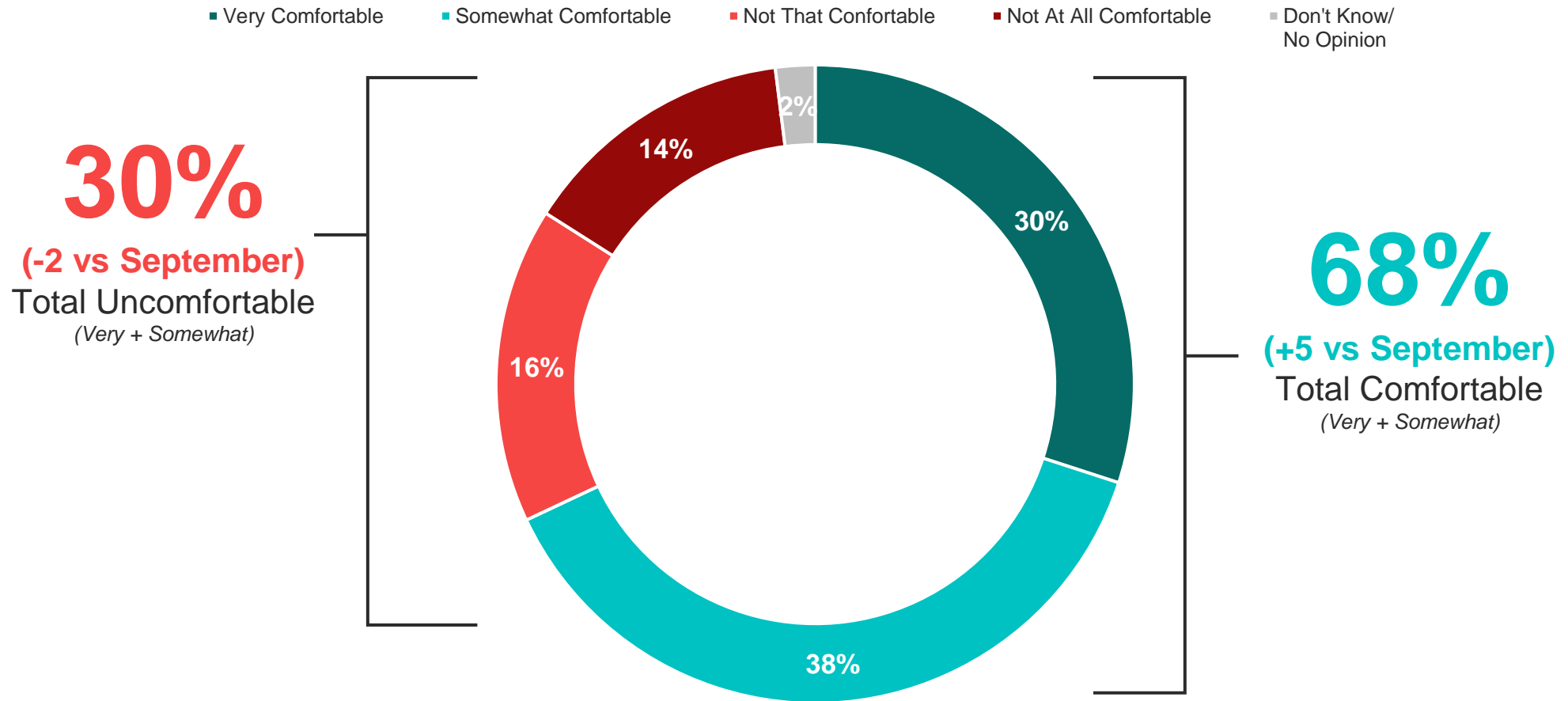
All Adults

Groups most likely to get vaccinated/already vaccinated			Groups moderately likely to get vaccinated/already vaccinated			Groups less likely to get vaccinated/already vaccinated		
		Vs September			Vs September			Vs September
Democrat	88%	+3	West Region	76%	+2	Gen X	70%	-3
Educ: Bachelors or Postgrad	87%	+2	Hispanic	75%	+5	Small Town	69%	+6
Baby Boomers	85%	+4	Non-Hispanic White	75%	+2	Educ: < College	69%	+4
High Income \$75K+	83%	-2	South Region	74%	+6	Low Income < \$35K	69%	+4
Northeast Region	80%	-1	Gen Z	74%	+7	Millennials	65%	+5
Urban	79%	+8	Independent	72%	+6	Republican	65%	-1
Middle Income \$35K to < \$75K	79%	+6	Midwest Region	72%	+4	Rural	64%	+2
Suburban	79%	+0	Black	71%	+12			

School parents feel slightly more comfortable with their child returning to school in October when compared to September.

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

School Parents



Those who are comfortable with their children returning believe enough people have been vaccinated and that schools will take proper precautions. Those that are uncomfortable believe that not enough people are vaccinated, and that precautions are not being taken.

Why do you feel comfortable/uncomfortable with your child/children returning to school right now?

School Parents

COMFORTABLE

“They are taking precautions so I’m comfortable and (my child) needs to be in person at school.”

“My eldest two are vaccinated so this gives me some peace. My youngest is not vaccinated yet but the school requires masks and has great covid policies.”

“Our school system has handled this situation very well so far. If an outbreak happened, I’m confident that it will be maintained to the best of their abilities.”

“Because they have been vaccinated and are wearing masks and social distancing.”

UNCOMFORTABLE

“My children’s school is not doing much to prevent the spread of COVID. My children are vaccinated but the different variants makes me worried.”

“Because I don’t feel like things were under control when restrictions were lifted to begin with.”

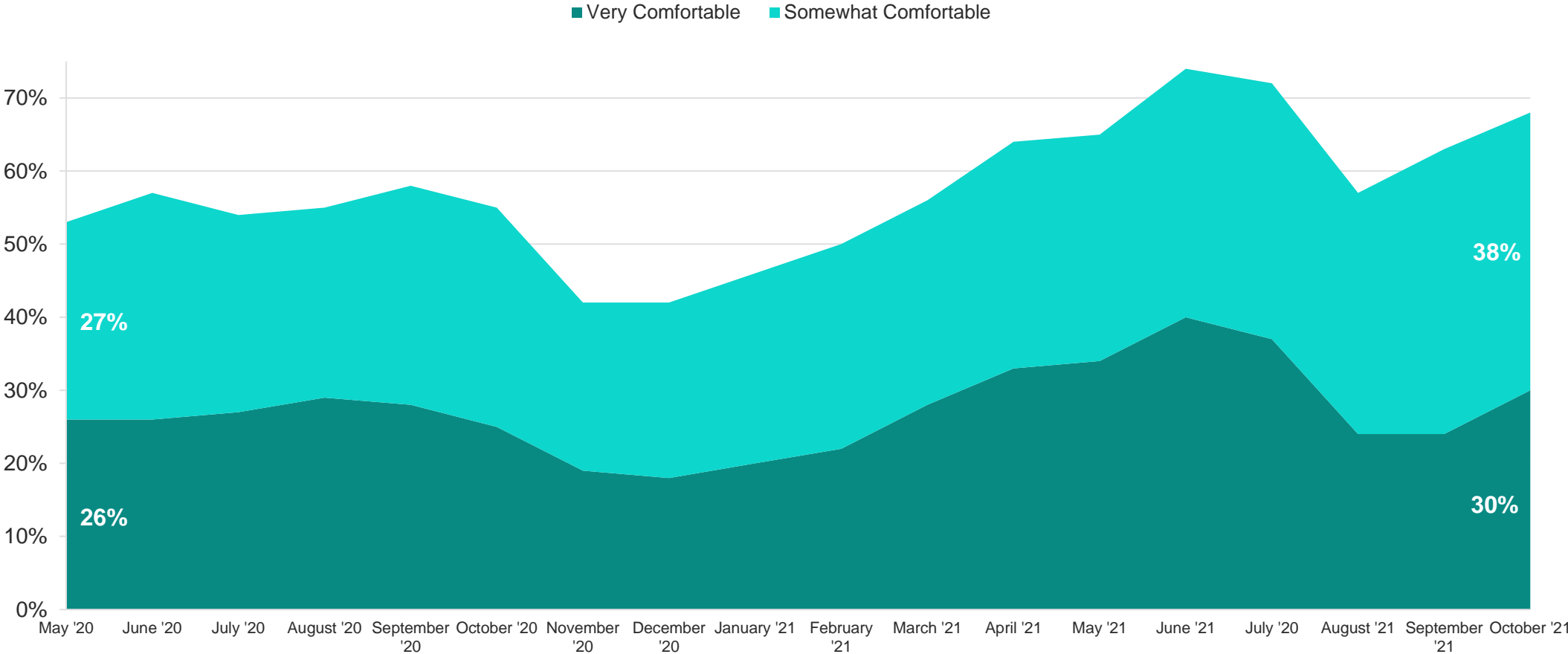
“The outbreak is still uncontrolled, and the vaccine is not available for my child.”

“Because they weren’t requiring masks for all the students, and the majority of the students aren’t vaccinated, and they had multiple outbreaks.”

School parents' comfort with their children returning to school continues, increasing six points in October.

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

School Parents

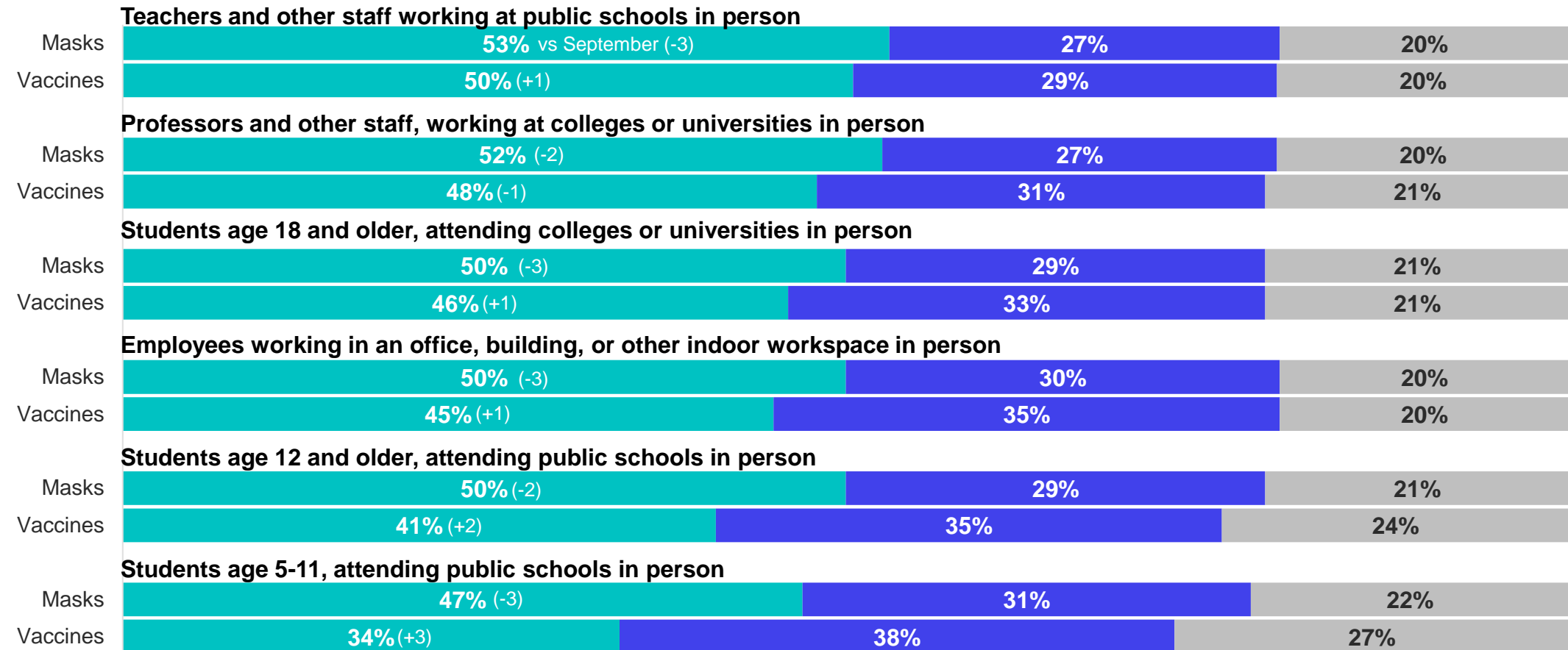


Americans have maintained their mixed views on mandates for masking and vaccinations. Although, there was a slight decrease in support for mandatory masking in October.

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

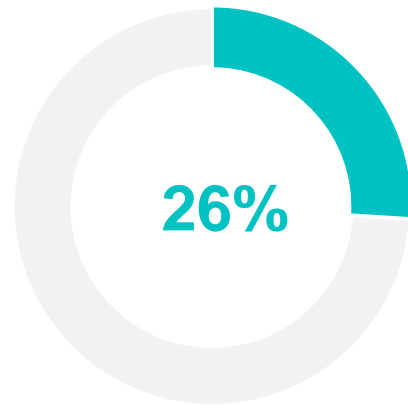


One out of four school parents have had to quarantine their child in the past month due to COVID-19. The rate is even higher among private school parents.

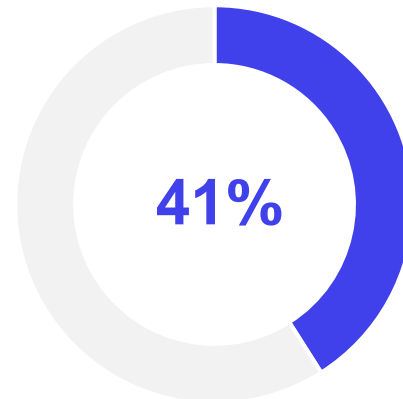
In the last month, have any of your children quarantined because of the COVID-19 outbreak?

School Parents

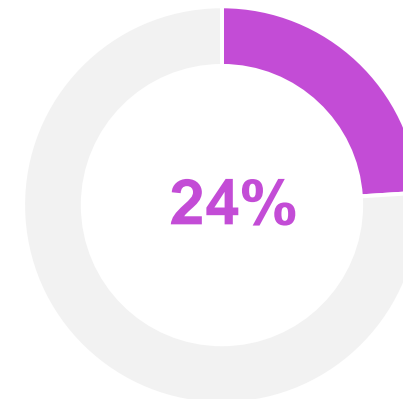
% of Parents Having to Quarantine their Child in the Past Month



Total School Parents



Private School Parents



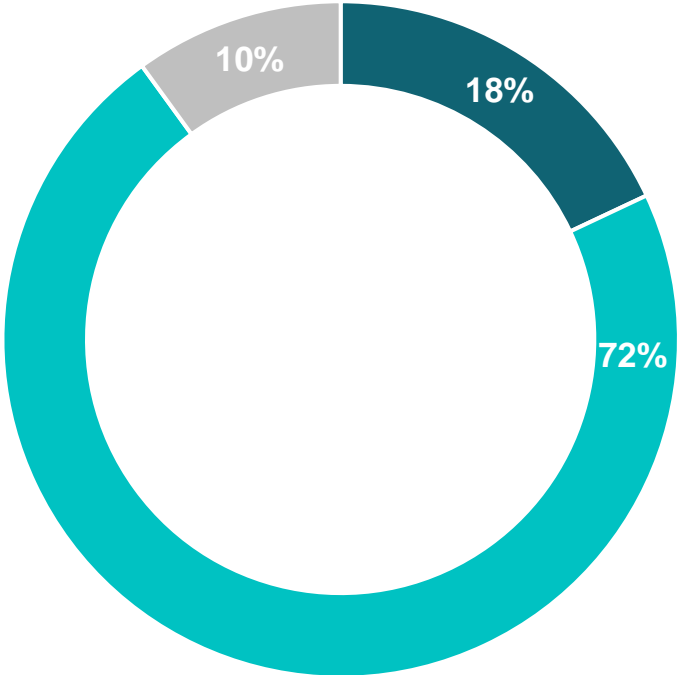
District School Parents

Seven out of 10 school parents still believe that schools should provide multiple learning options for students in the fall.

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



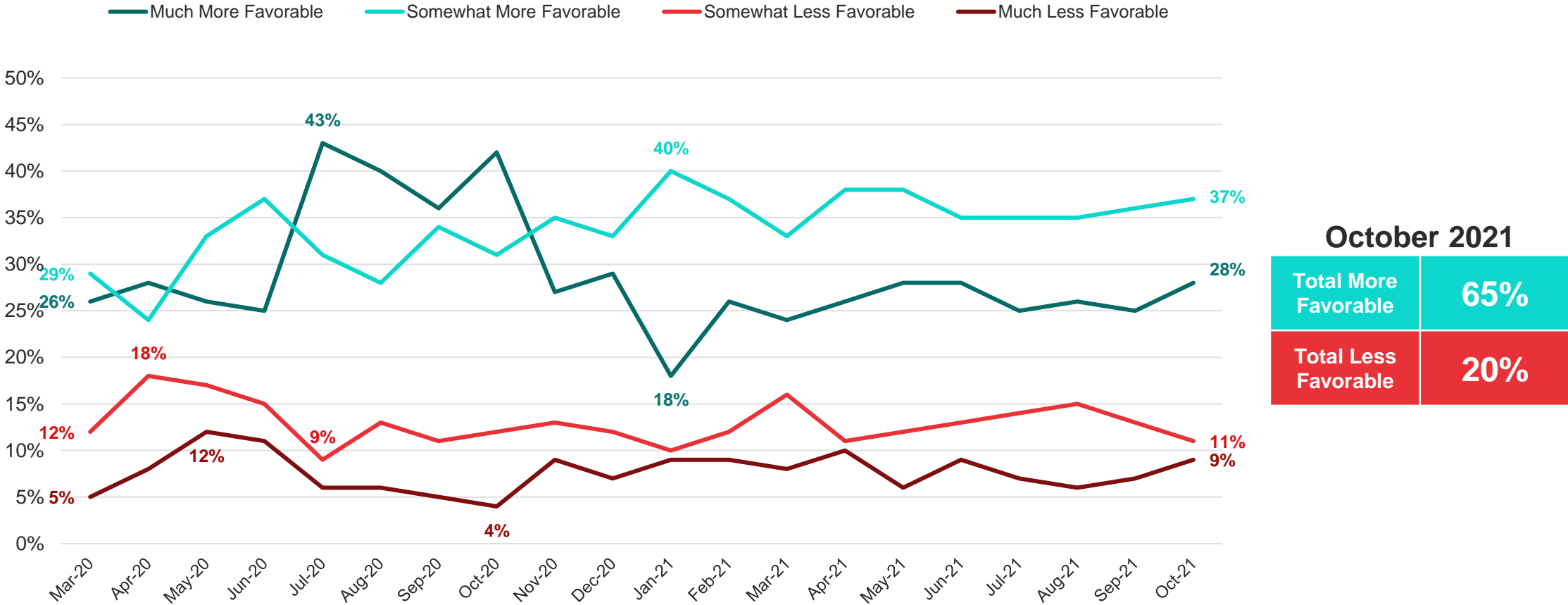
Desire to provide multiple learning options by demographic

Income	*Low Income < \$35K	73%
	*Middle Income \$35K to < \$75K	76%
	High Income \$75K+	65%
Political Affiliation	Democrat	74%
	Independent	78%
	Republican	64%
Race	Black	79%
	Hispanic	76%
	White	70%

Overall favorability of homeschooling held steady among school parents in October. They remain over 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

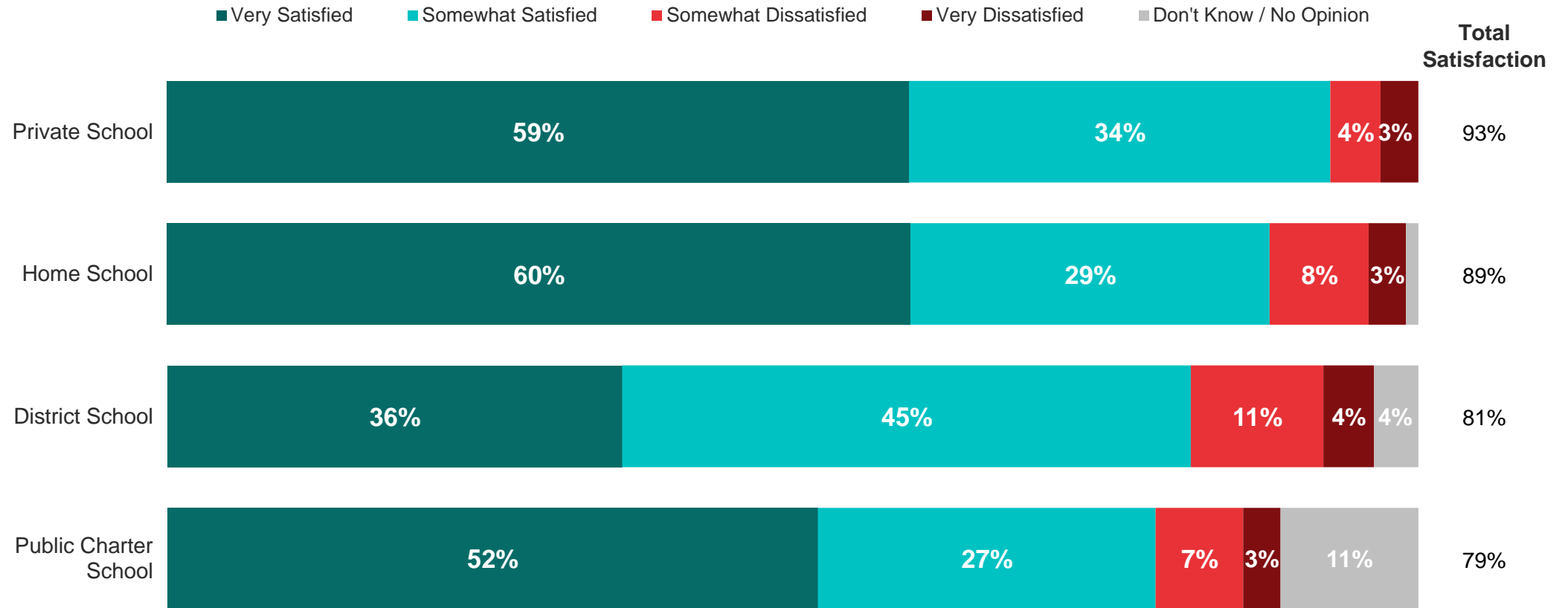


Note: In September 2020 we began weighting the school parent subsample-plus-oversample based on 2017 CPS benchmarks, separately from the general population sample.

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.

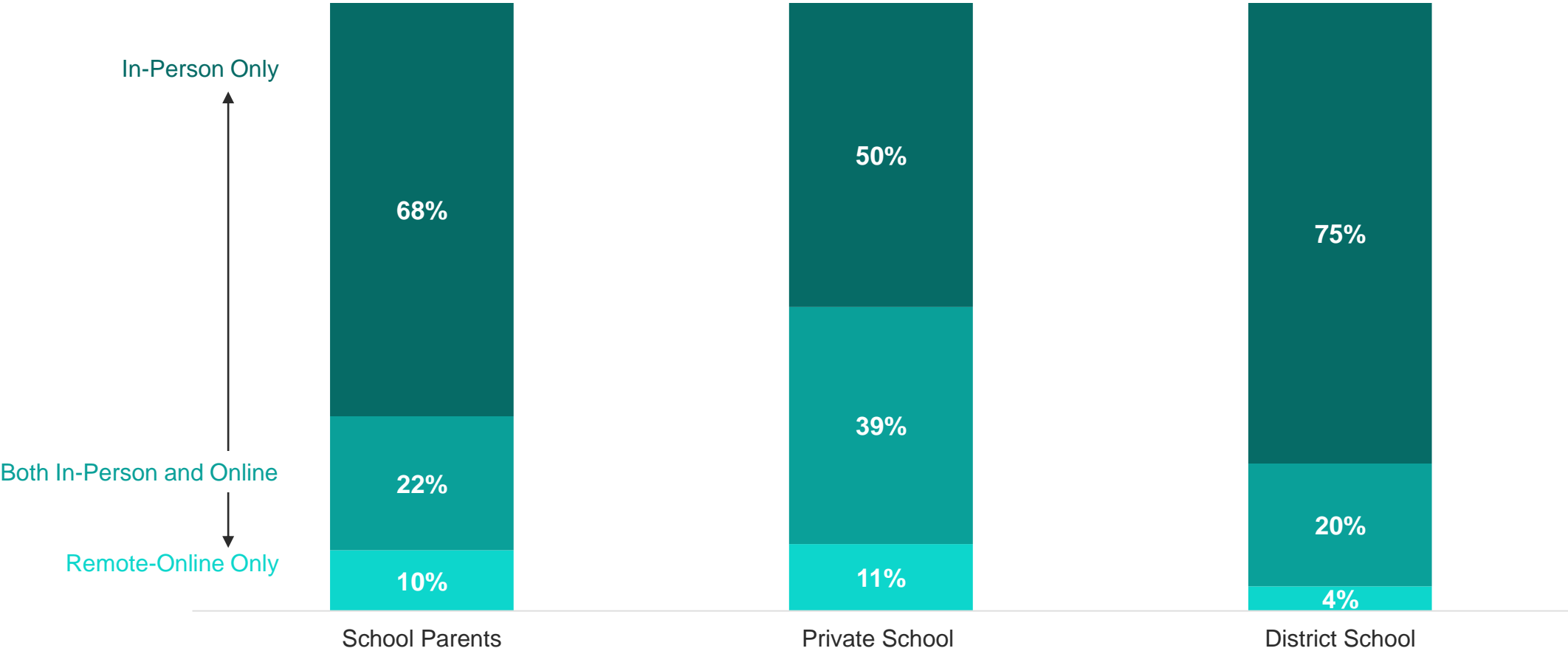
To what extent are you satisfied or dissatisfied with your child's/children's experiences with the following types of schooling?

School Parents



Private schools appear to be more likely than public district schools to offer both in-person learning and remote learning capabilities.

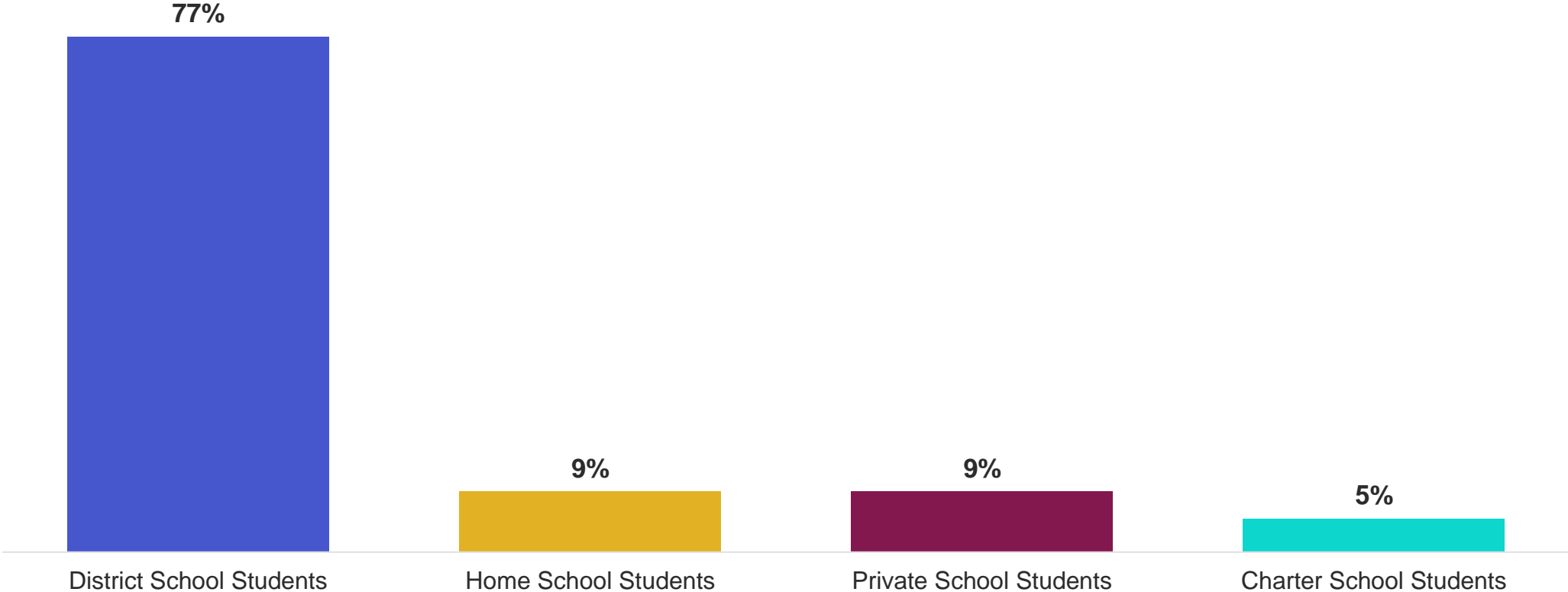
Please tell us the grade level for each of your children; what kind of school each child will attend this new school year; and what kind of school each child was being educated in at the beginning of the 2020/2021 school year.



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

Estimated school type attendance for the 2021-2022 school year

% of Students, Reported by Parents

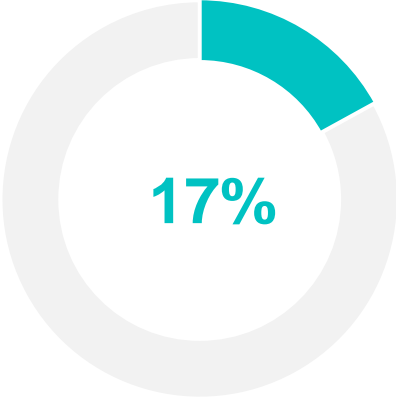


Note: Private School includes Religious, Parochial + Non-Religious

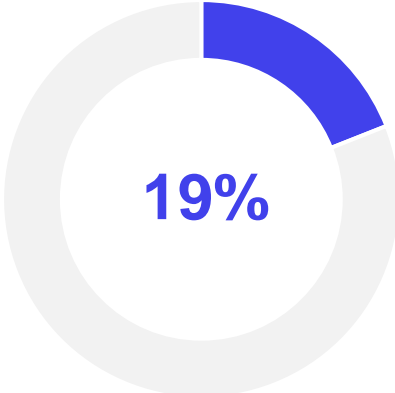
Roughly one out of five school parents have switched the type of school their child is attending this year when compared to last year.

Please tell us the grade level for each of your children; what kind of school each child will attend this new school year; and what kind of school each child was being educated in at the beginning of the 2020/2021 school year.

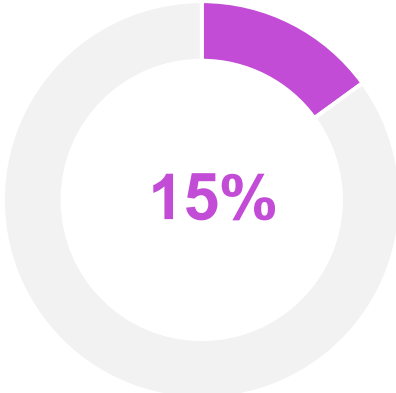
% of Students Switching School Type, Reported by Parents



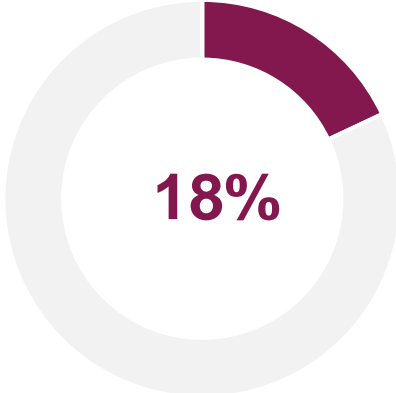
Total School Parents



K-4 Parents



5-8 Parents

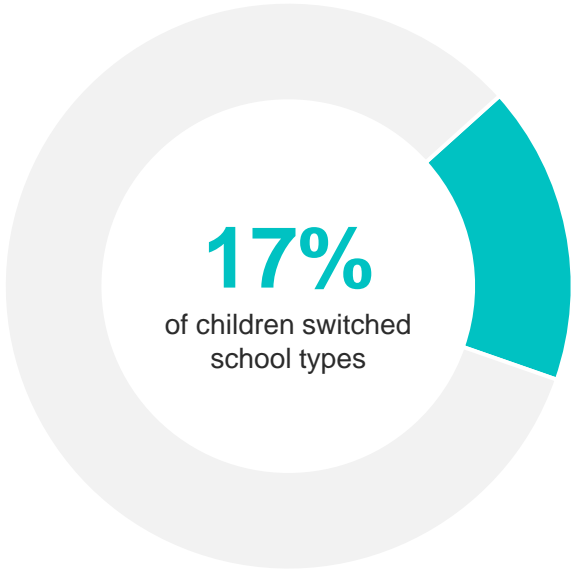


9-12 Parents

Parents of children that were home-schooled last year are most likely to say their children were in a new school type in October.

Please tell us the grade level for each of your children; what kind of school each child will attend this new school year; and what kind of school each child was being educated in at the beginning of the 2020/2021 school year.

% of Students, Reported by Parents



among those that switched...

School Type Attended Last School Year		School Type Attending This New Year
FROM	% of total switching	TO
Home School	4%	Private School
Home School	4%	Public Charter School
Home School	56%	Public District School
Private School	3%	Home School
Private School	1%	Public Charter School
Private School	6%	Public District School
Public Charter School	3%	Home School
Public Charter School	0%	Private School
Public Charter School	2%	Public District School
Public District School	8%	Home School
Public District School	3%	Private School
Public District School	4%	Public Charter School

Based on parent reports – less students will be attending home school this year, and more will be attending public district school.

Please tell us the grade level for each of your children; what kind of school each child will attend this new school year; and what kind of school each child was being educated in at the beginning of the 2020/2021 school year.

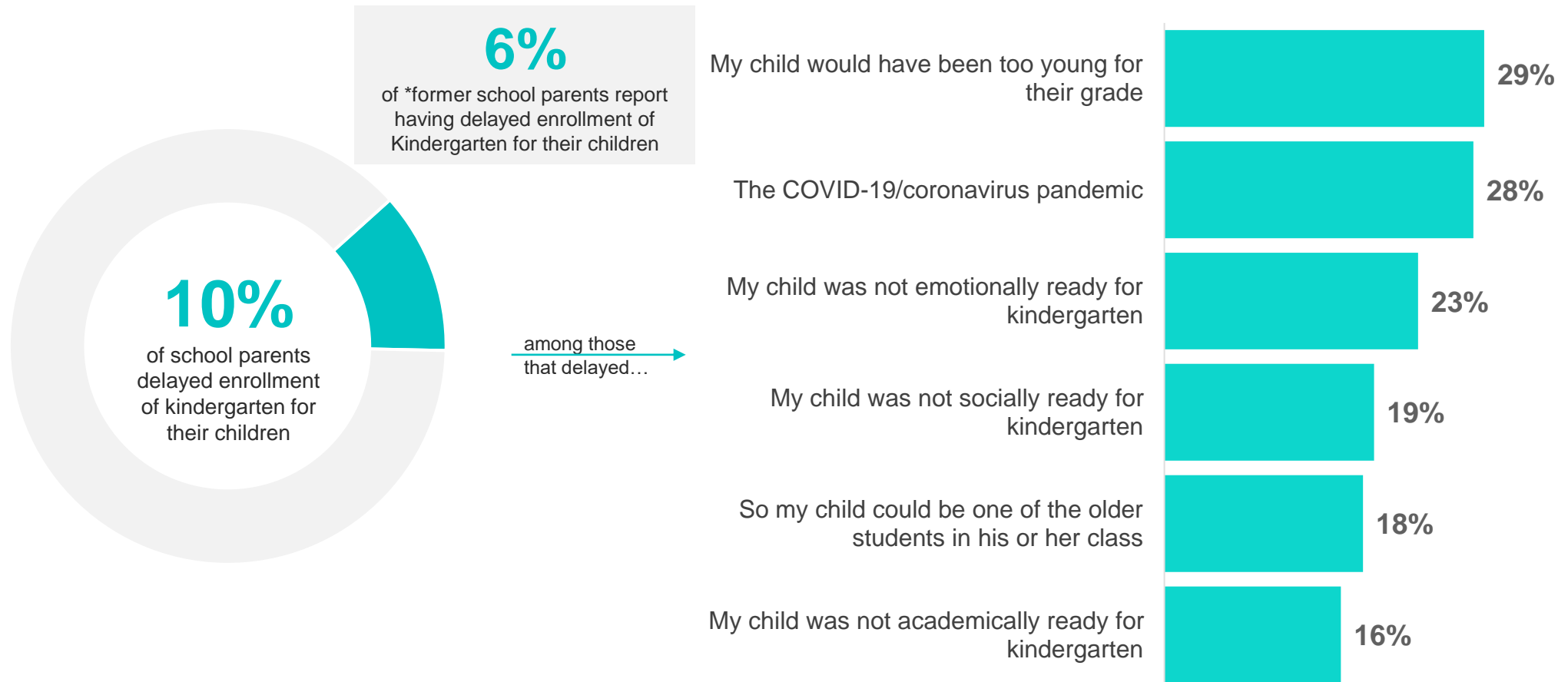


Note: Private School includes Religious, Parochial + Non-Religious

Current school parents are nearly twice as likely as former school parents to have delayed enrollment of kindergarten for any of their children.

Did you delay enrollment of kindergarten for any of your children? Which of the following are reasons you waited to enroll your child(ren) in Kindergarten?

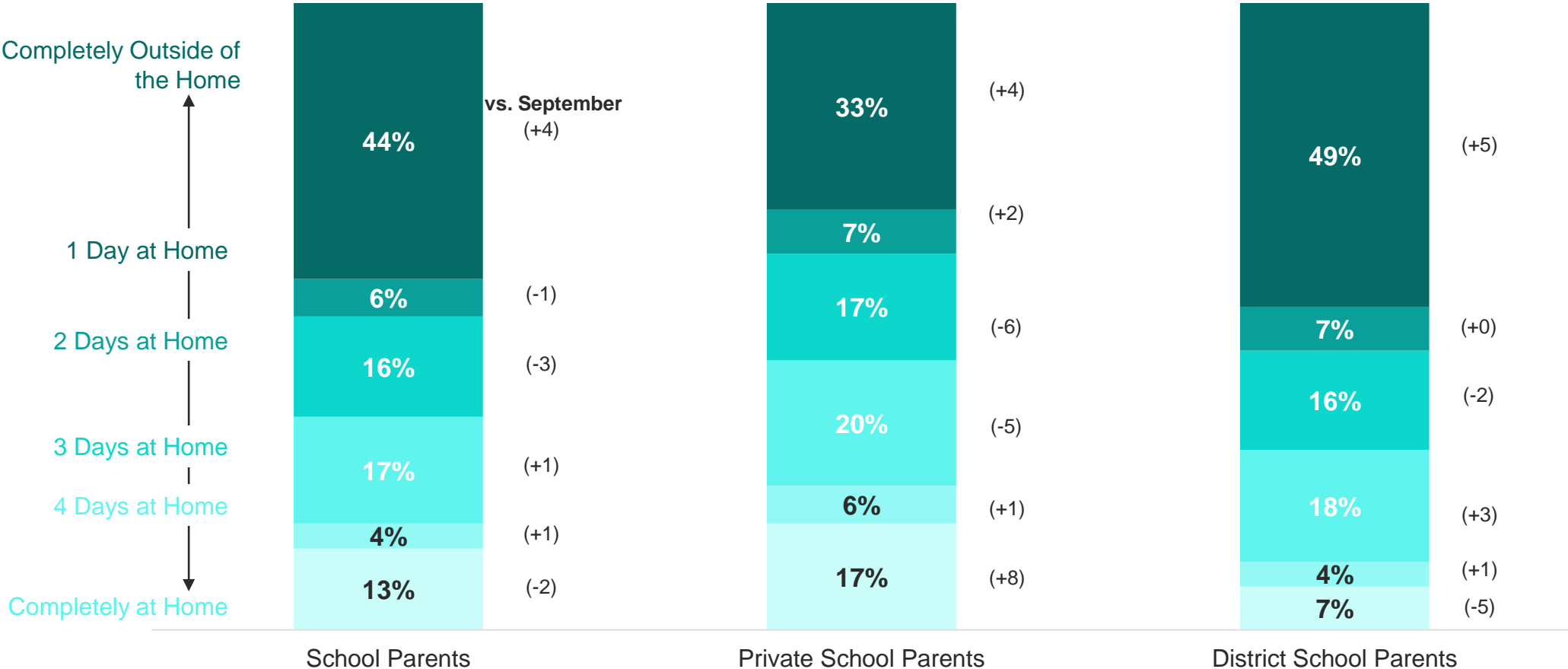
School Parents



Note: Delay in enrollment is viewed as occurring at any point in time, not just as a result of the COVID-19 pandemic
* Former school parents are defined as only having a child or children over the age of 18.

District school parents are more likely to prefer schooling take place completely outside of the home when compared to private 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?

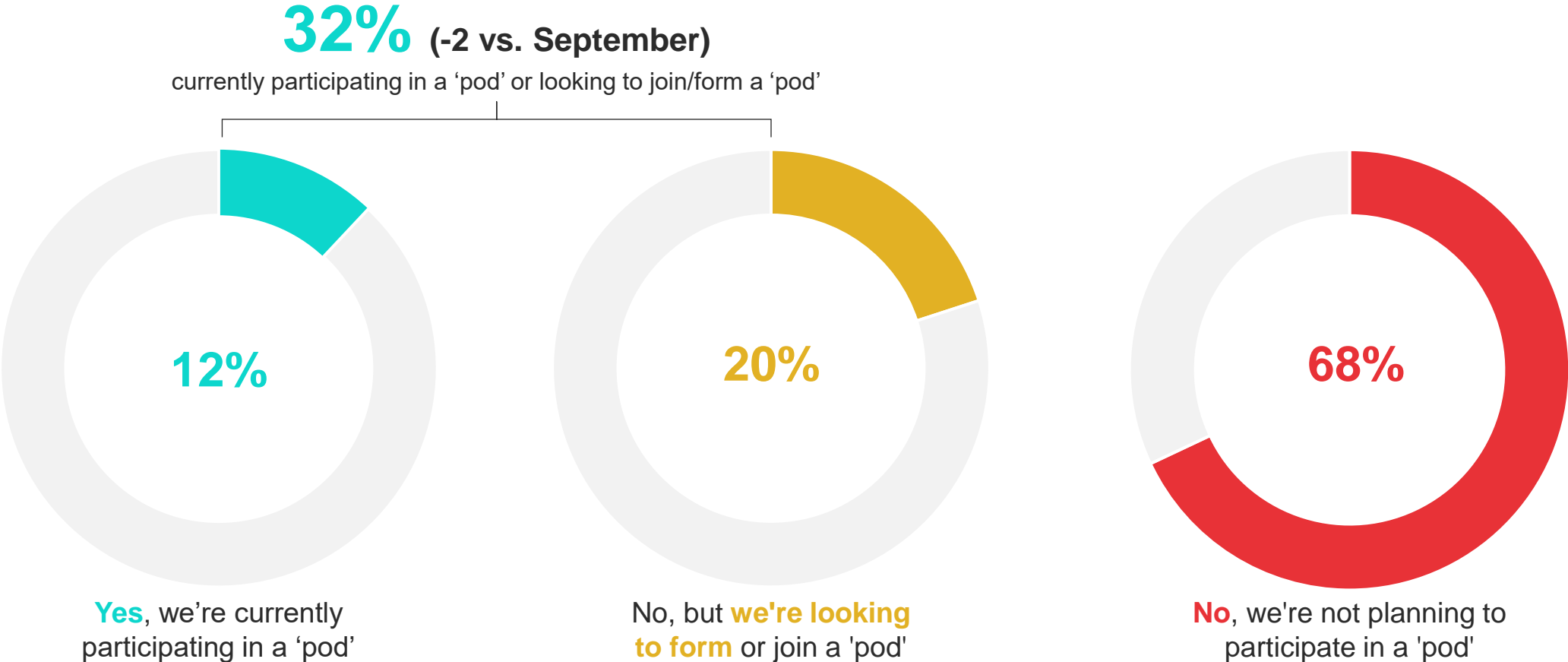


Note: Parent groups based on child/children school type attendance in SY21-22.

Parent interest in either participating in or looking to form/join a learning 'pod' slightly decreased in October.

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

School Parents



In October, there were decreases in ‘pod’ interest among several demographic groups, especially Blacks, Hispanics, 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

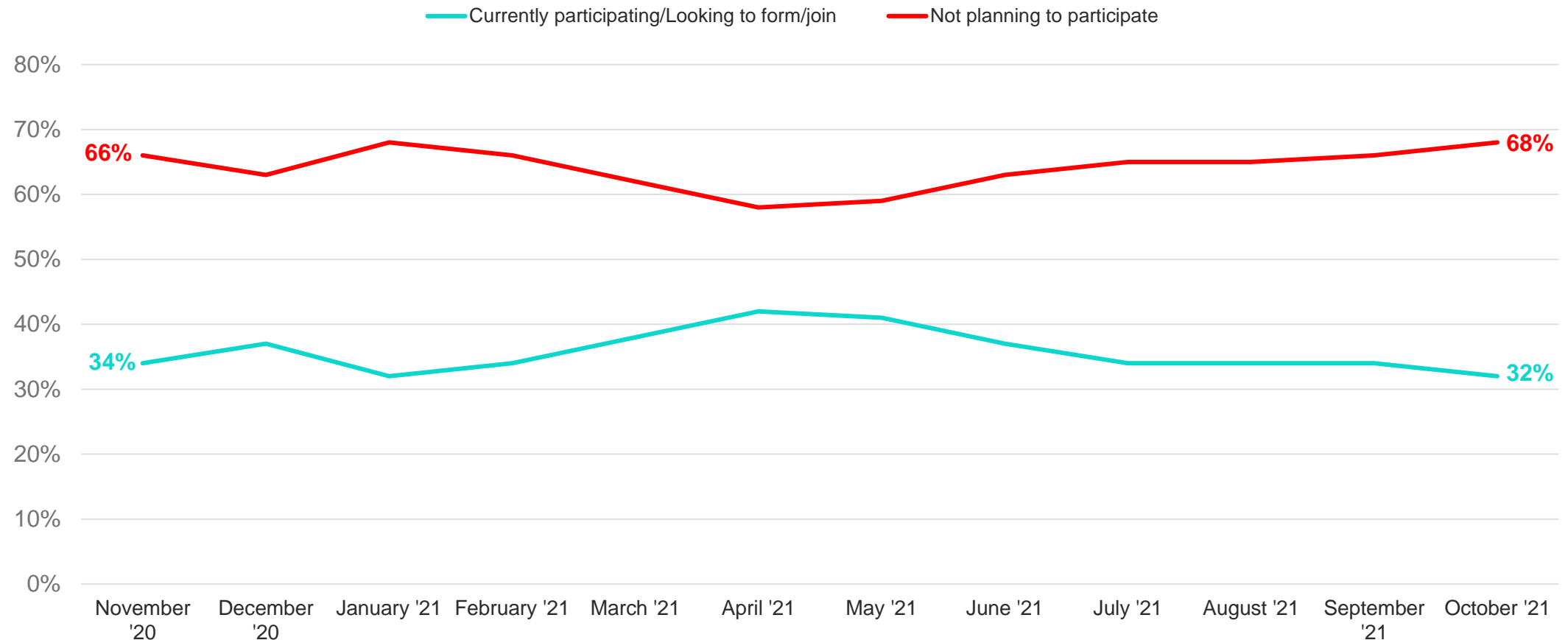
Most likely to participate in / form / join a pod			Moderately likely to participate in / form / join a Pod			Less likely to participate in / form / join a Pod		
		Vs September			Vs September			Vs September
Private School Parent	49%	-3	Midwest	34%	+7	Low Income < \$35K	27%	-6
Urban	44%	-2	Hispanic	34%	-12	Republican	27%	-7
Home School Parent	40%	-8	Democrat	33%	-3	West	27%	-12
Independent	37%	+5	Middle Income \$35K-\$75K	31%	-3	Non-Hispanic White	26%	-1
High Income: \$75K+	37%	+1	South	31%	-4	Rural	23%	+1
Black*	37%	-9	District School Parent	29%	-1	Small Town	22%	+6
Northeast	35%	+3	Educ: < College	29%	-1			
Educ: Bachelors or Postgrad	35%	-5	Suburban	28%	-5			

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

About one-third of parents have said they are participating in or considering joining a learning 'pod' – a consistent finding since July.

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

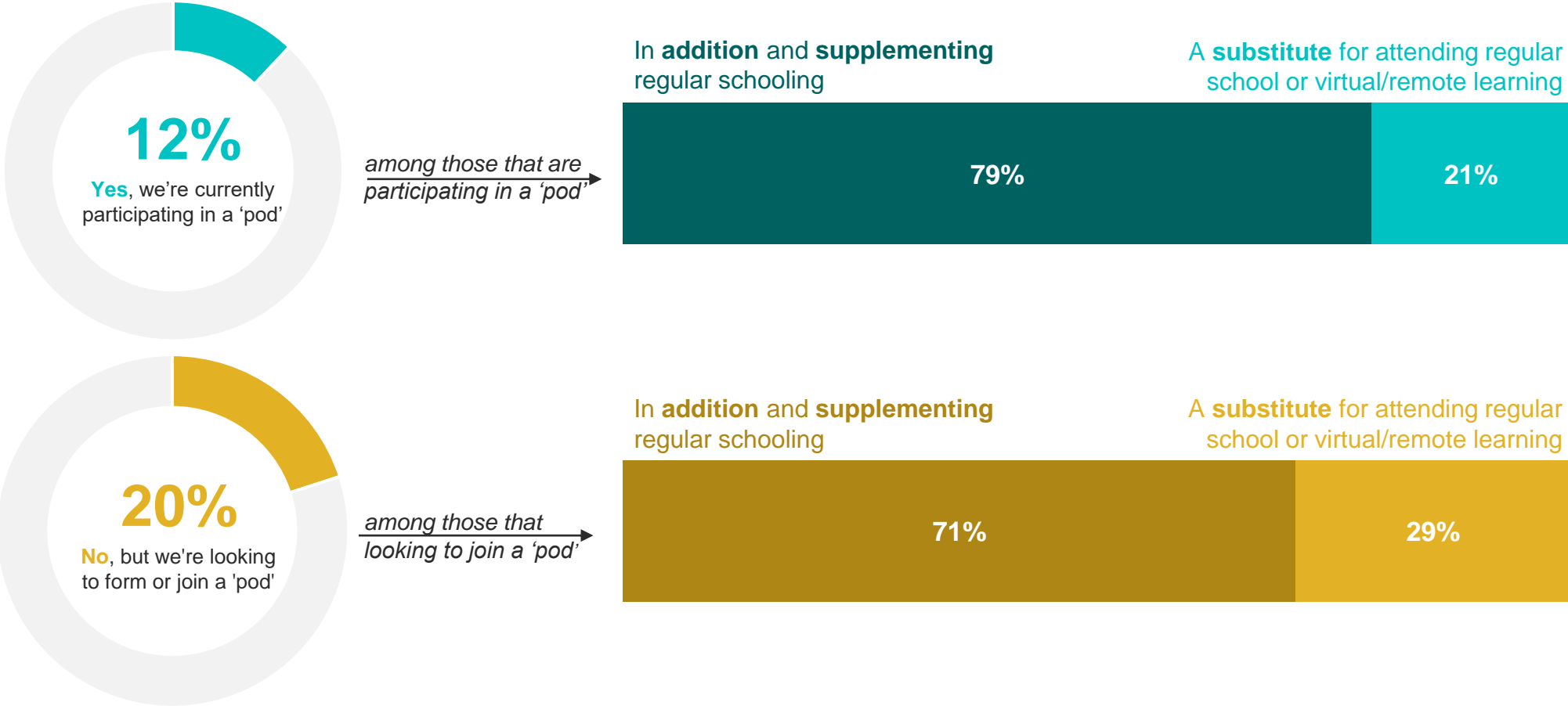
School Parents



'Pods' continue to be primarily used in addition to regular schooling and are less likely to be a substitute for regular school.

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

School Parents

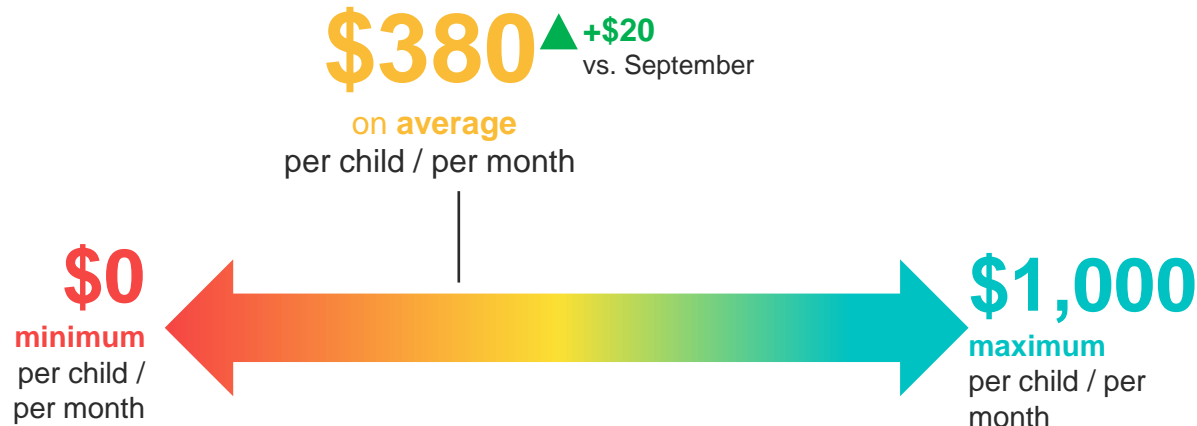


In October, school parents were willing to pay \$380/month for a child to participate in a learning ‘pod’.

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	\$317
	*Middle Income \$35K to < \$75K	\$394
	High Income \$75K+	\$410
Political Affiliation	Democrat	\$368
	Independent	\$360
	Republican	\$427
Region	*West	\$330
	*Midwest	\$394
	South	\$385
	*Northeast	\$406

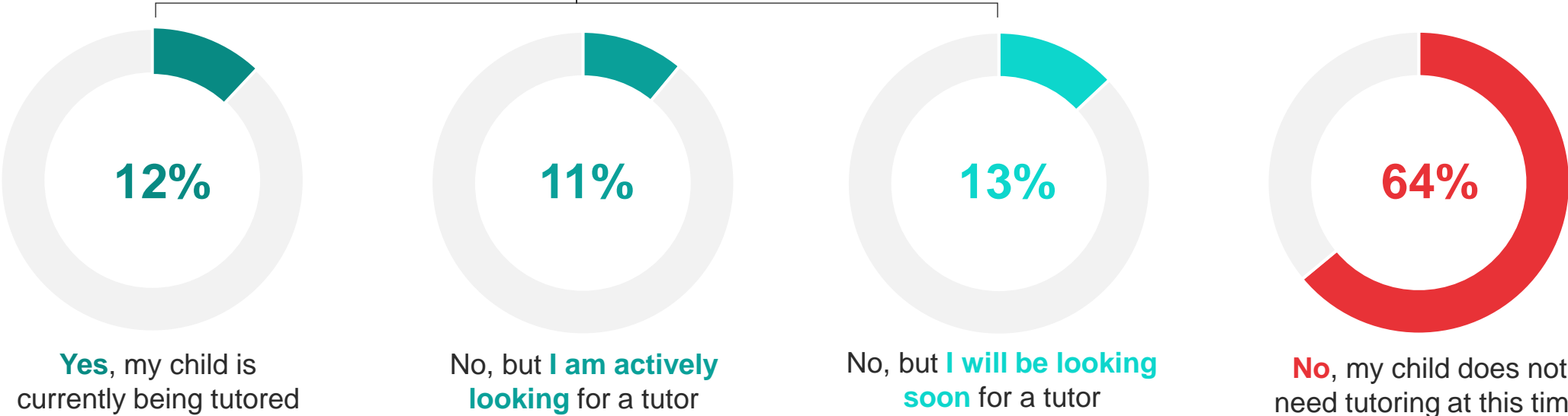
**indicates base size <n=100*

In October, 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

36% (-4 vs. September)
currently have a tutor or looking for a tutor



In October, interest in tutoring decreased most among Hispanics, home school parents, those with low incomes, and those living in the West.

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

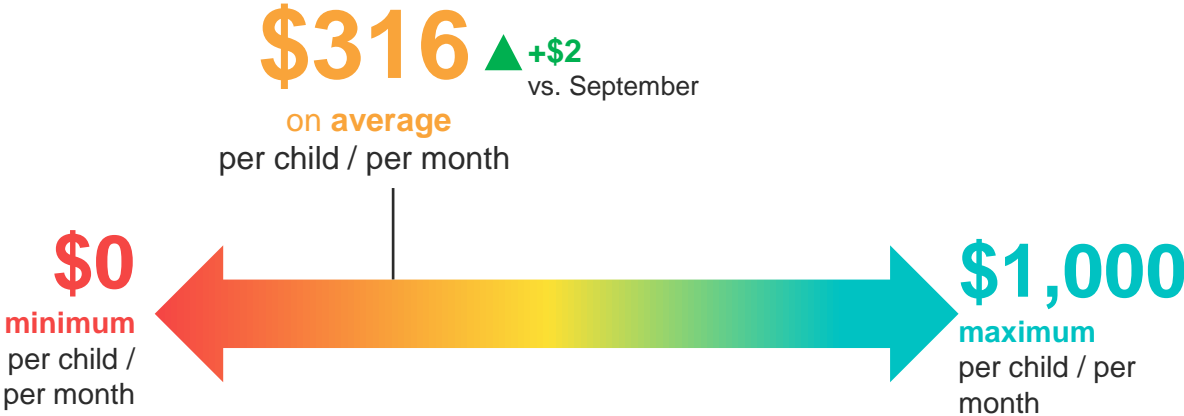
School Parents

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 September			Vs September			Vs September
Urban	50%	+1	Hispanic	38%	-13	Non-Hispanic White	33%	-1
Private School Parent	50%	-8	Midwest	37%	+0	Low Income < \$35K	33%	-12
Black	46%	-5	Northeast	35%	+1	Rural	32%	-1
Educ: Bachelors or Postgrad	42%	+4	District School Parent	35%	-2	Republican	30%	-5
High Income: \$75K+	41%	+6	Middle Income \$35K-\$75K	35%	-4	West	30%	-13
South	40%	+1	Home School Parent	35%	-18	Suburban	29%	-8
Independent	40%	+0	Small Town	34%	+4			
Democrat	40%	-3	Educ: < College	34%	-5			

In October, the amount school parents are willing to spend for tutoring held steady.

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

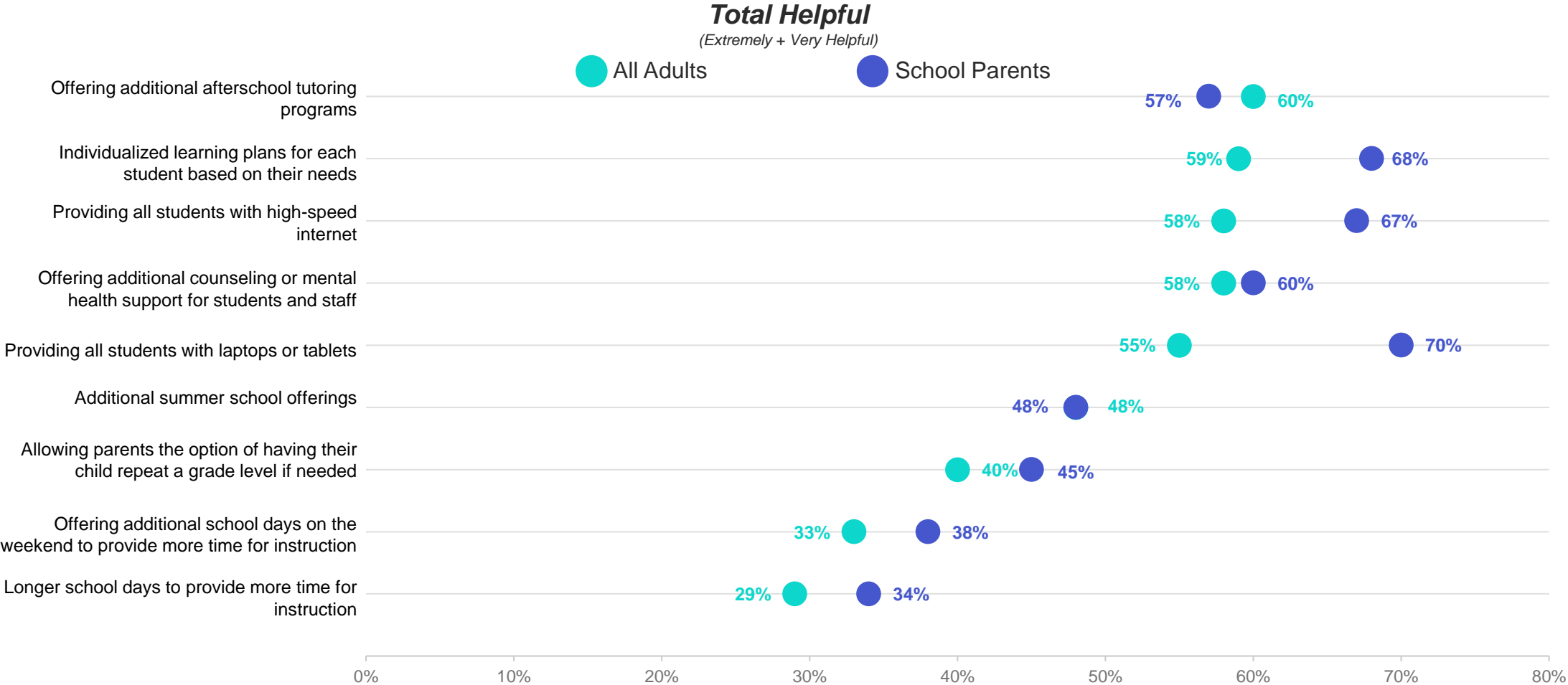


Average willing to spend per child/per month by demographic		
Income	*Low Income < \$35K	\$244
	*Middle Income \$35K to < \$75K	\$296
	High Income \$75K+	\$396
Political Affiliation	Democrat	\$306
	Independent	\$299
	Republican	\$355
Region	*West	\$327
	*Midwest	\$312
	South	\$311
	*Northeast	\$324

*indicates base size <n=100

School parents are much more likely to value access to high-speed internet and providing laptops/tablets, as well as individualized learning plans– compared to other resources.

How helpful do you think each of the following will be in helping students/your child/children next school year following the COVID-19 outbreak?



AGENDA

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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

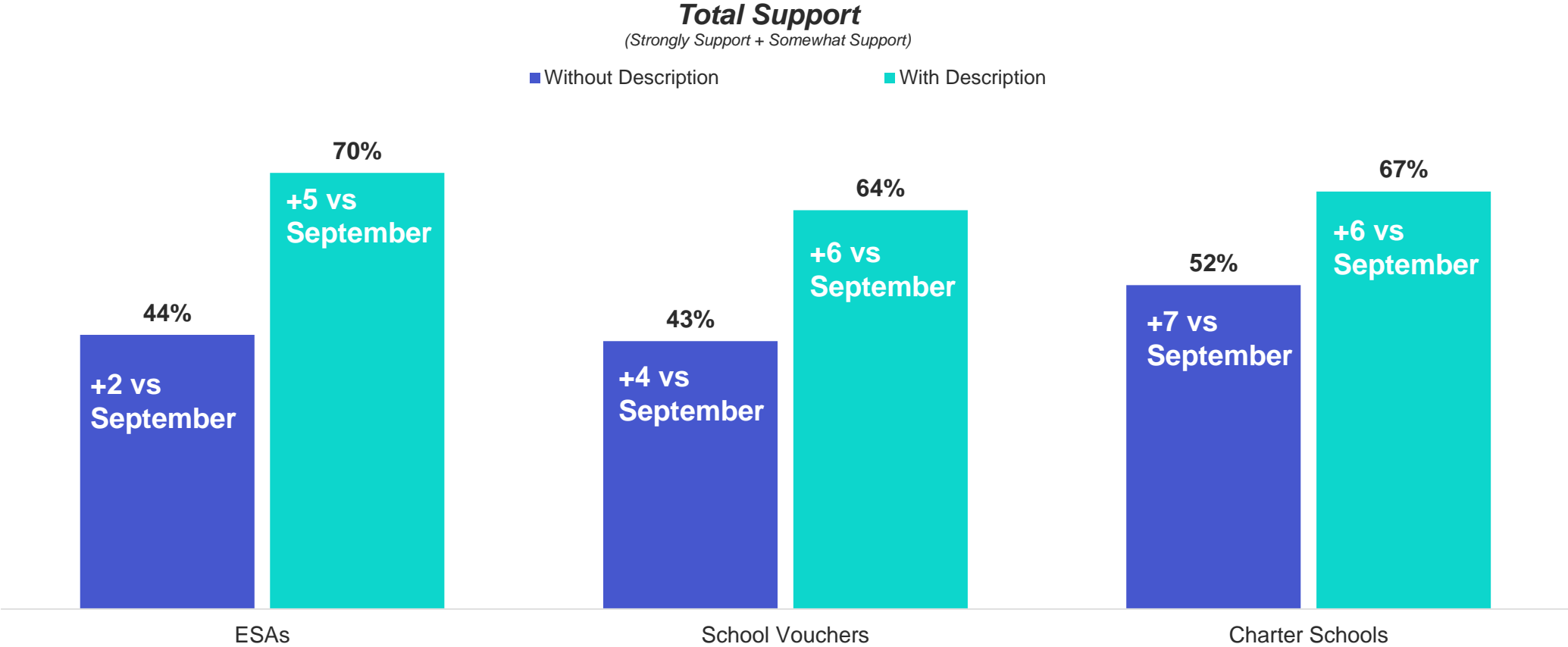
A school voucher system allows parents the option of sending their child to the school of their choice, whether that school is public or private, including both religious and non-religious schools. If this policy were adopted, tax dollars currently allocated to a school district would be allocated to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

All school choice policies continue to see a lift in support when people are given a description. We see increased overall support for all three types of policies since September.

All Adults



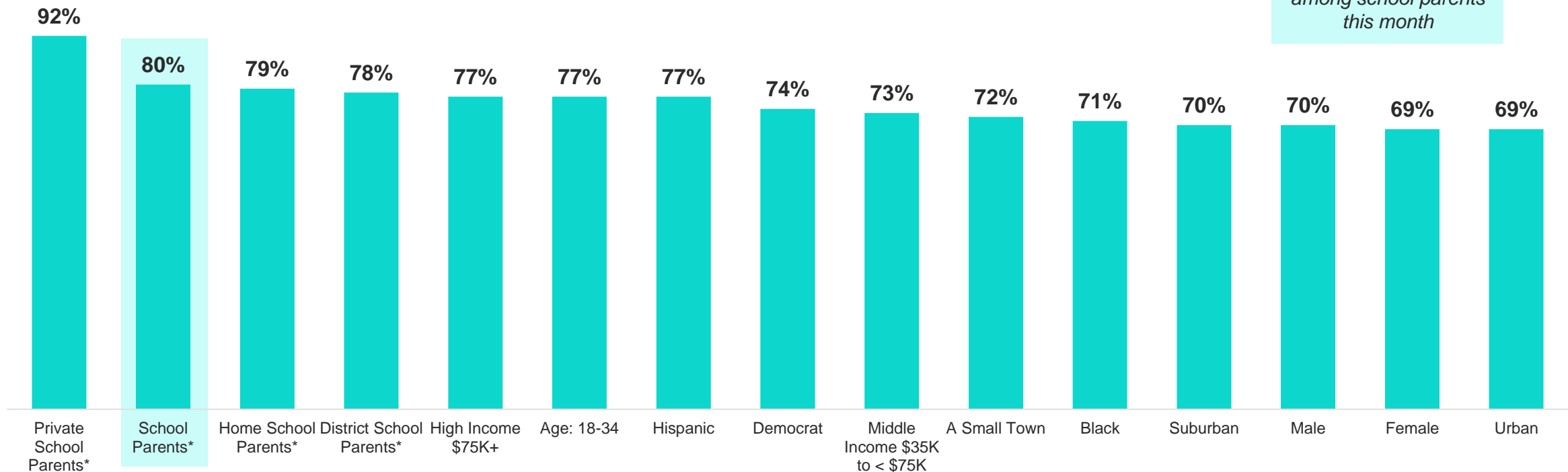
Three out of four school parents say they support ESAs. There is a wide range of support among all demographics.

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)

There was a six-point increase in total support of ESAs among school parents this month



* 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. There were large increases among GenZers and Hispanics in October.

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

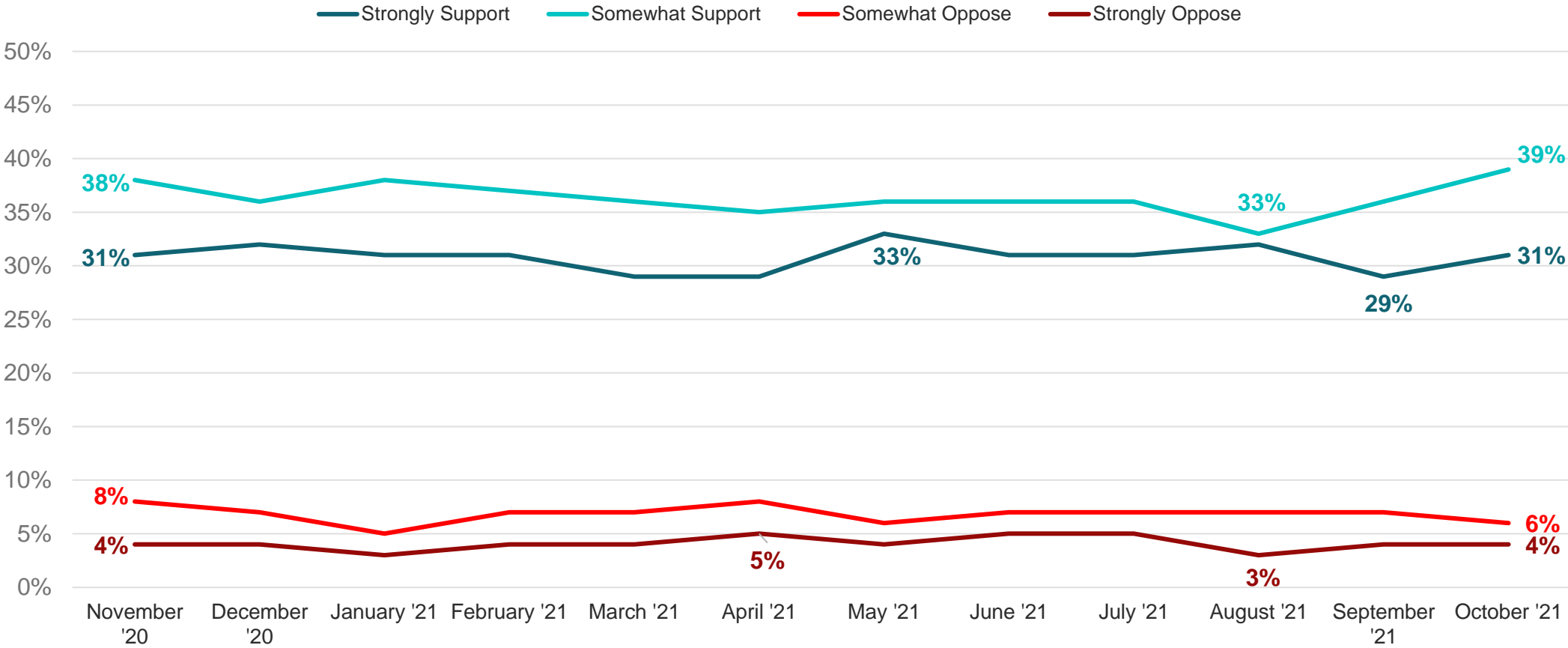
Most Supportive

	Vs September			Vs September			Vs September	
Gen Z	83%	+20	Small Town	72%	+2	Midwest	68%	+4
Educ: Bachelors or Postgrad	78%	+9	Black	71%	+9	Republican	68%	+2
Hispanic	77%	+15	Male	70%	+6	Independent	68%	+2
High Income \$75K+	77%	+6	Suburban	70%	+4	Non-Hispanic White	68%	+1
Democrat	74%	+5	South	70%	+2	Rural	67%	+5
Middle Income \$35K-\$75K	73%	+3	Northeast	69%	+3	Educ: < College	66%	+3
West	72%	+9	Urban	69%	+3	Low Income < \$35K	63%	+2
Millennial	72%	+5	Baby Boomer	69%	+3	Gen X	63%	-2
			Female	69%	+2			

Since August, the public's soft support of ESAs has grown by six points..

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

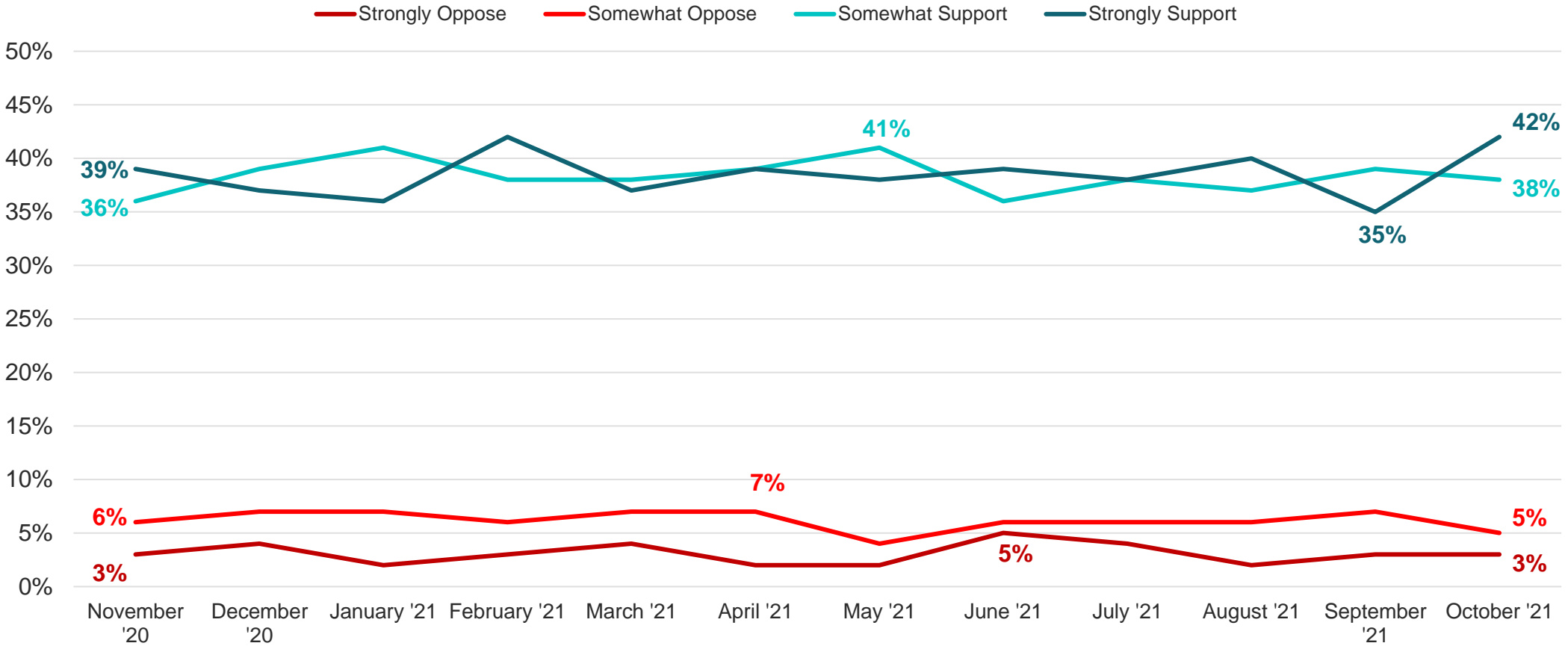


Note: Don't know/no opinion responses are not shown.

Among school parents, strong support for ESAs increased by seven points in October.

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.

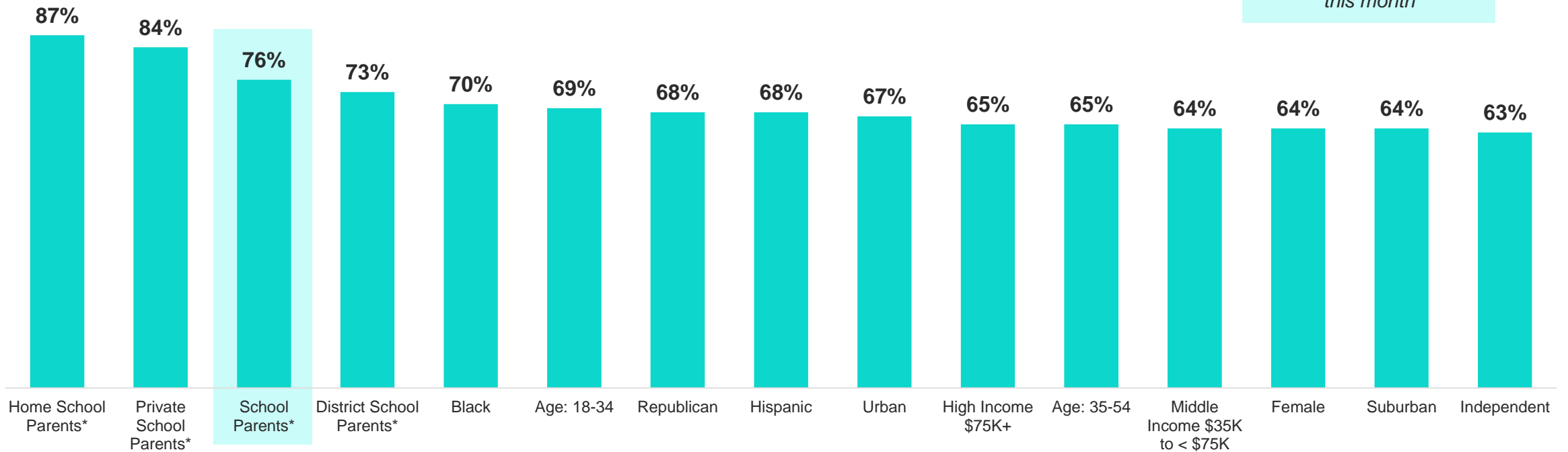
Roughly three-fourths of parents say they support school vouchers. There is broad support across all demographics.

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)

There was a six-point increase in total support of school vouchers among school parents this month



* Denotes the sample came from school parents

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

Support of school vouchers increased across many demographic groups in October, especially among GenZers, Blacks, and those with a college education.

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

All Adults

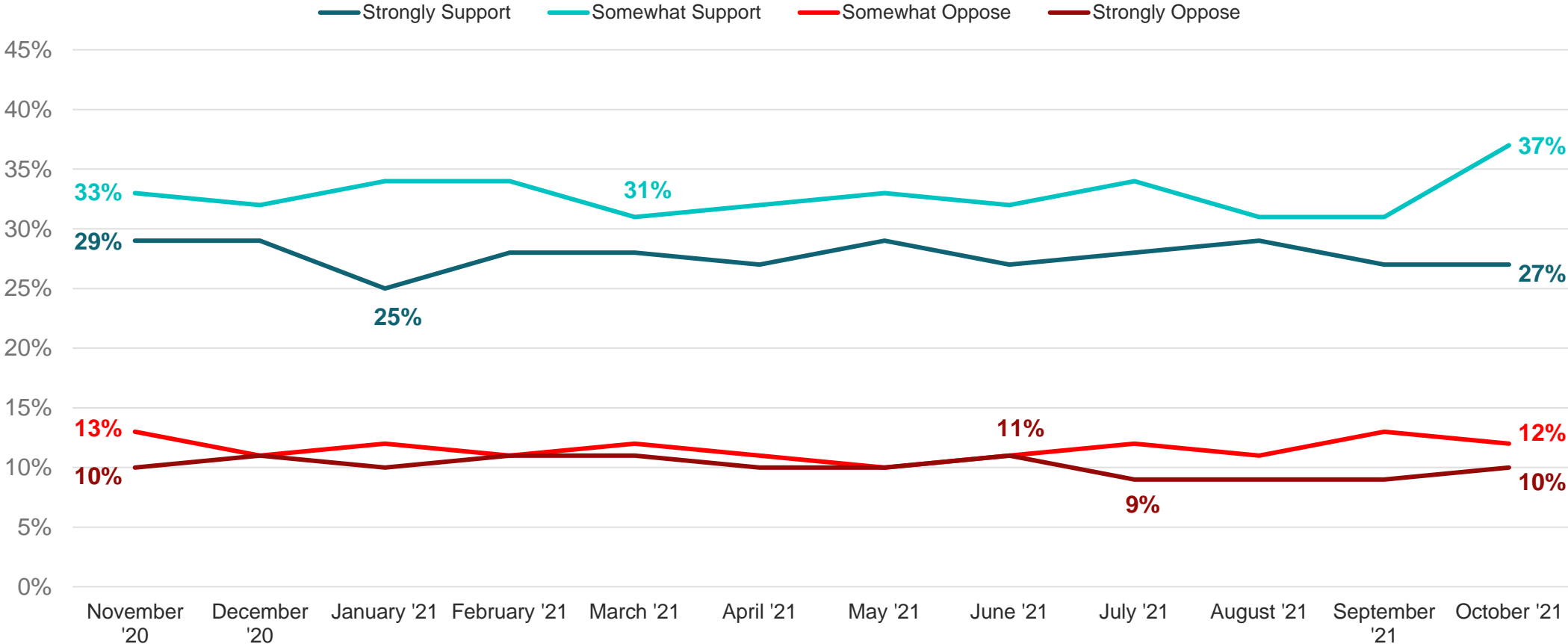
Most Supportive

	Vs September			Vs September			Vs September	
Gen Z	74%	+19	Northeast	65%	+7	Low Income < \$35K	62%	+6
Black	70%	+15	High Income \$75K+	65%	+6	Male	62%	+4
Hispanic	68%	+6	Suburban	64%	+7	Midwest	61%	+8
Republican	68%	+4	Female	64%	+6	Rural	61%	+5
Educ: Bachelors or Postgrad	67%	+11	Middle Income \$35K-\$75K	64%	+5	Non-Hispanic White	61%	+4
Urban	67%	+6	Democrat	63%	+8	Educ: < College	61%	+2
Millennials	67%	+4	Gen X	63%	+7	Small Town	60%	+1
West	66%	+6	Independent	63%	+7	Baby Boomer	59%	+3
			South	63%	+4			

The public's soft support for school vouchers increased by six points in October.

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

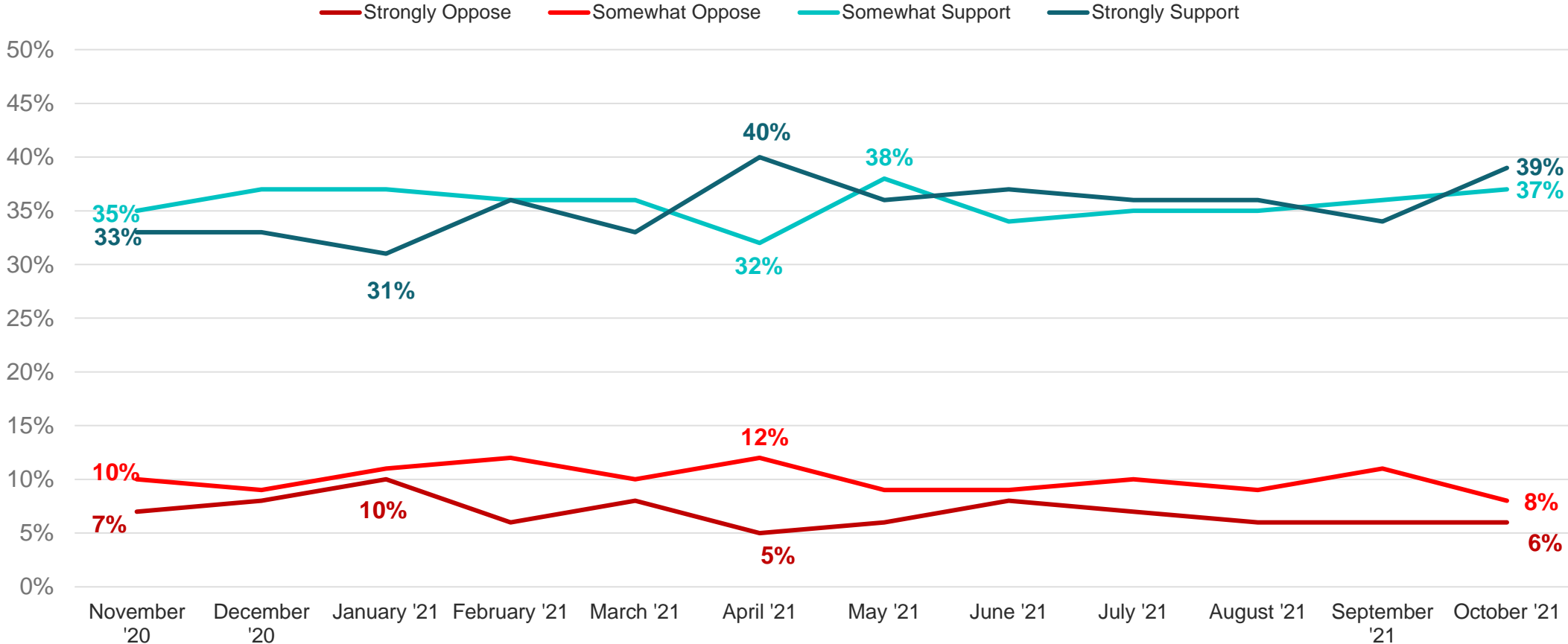


Note: Don't know/no opinion responses are not shown.

School parents' strong support for school vouchers increased by five points in October.

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.

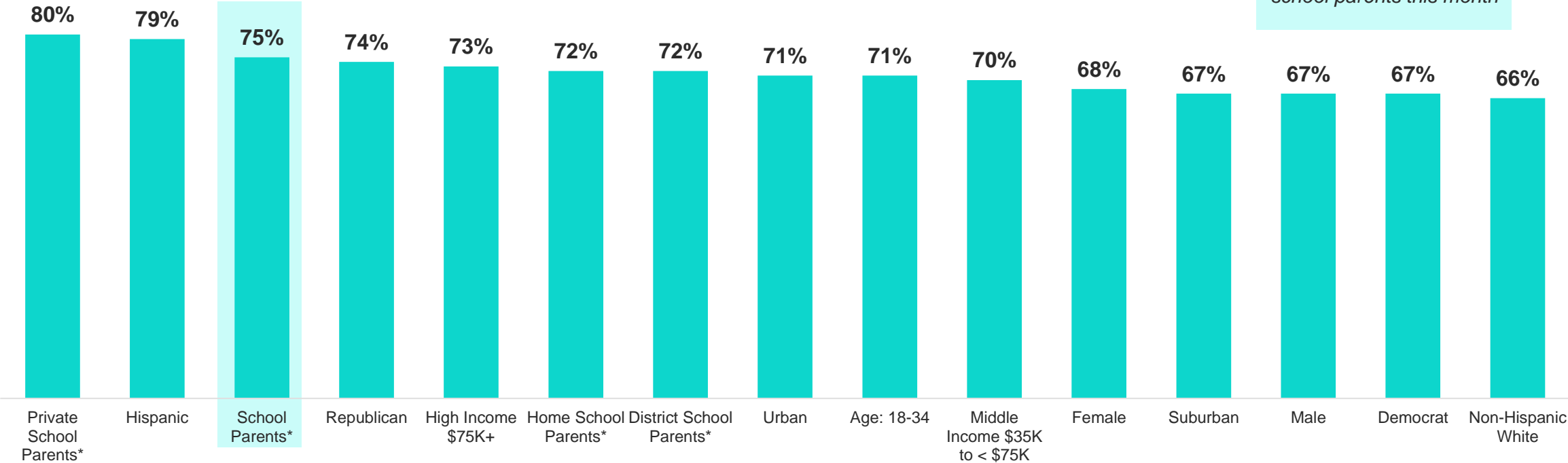
Three-fourths of school parents say they support public charter schools. There continues to be widespread support across demographics.

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)

There was a five-point increase in total support of charter schools among school parents this month



* 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 with notable increases occurring among Hispanics, GenZers, and Blacks.

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

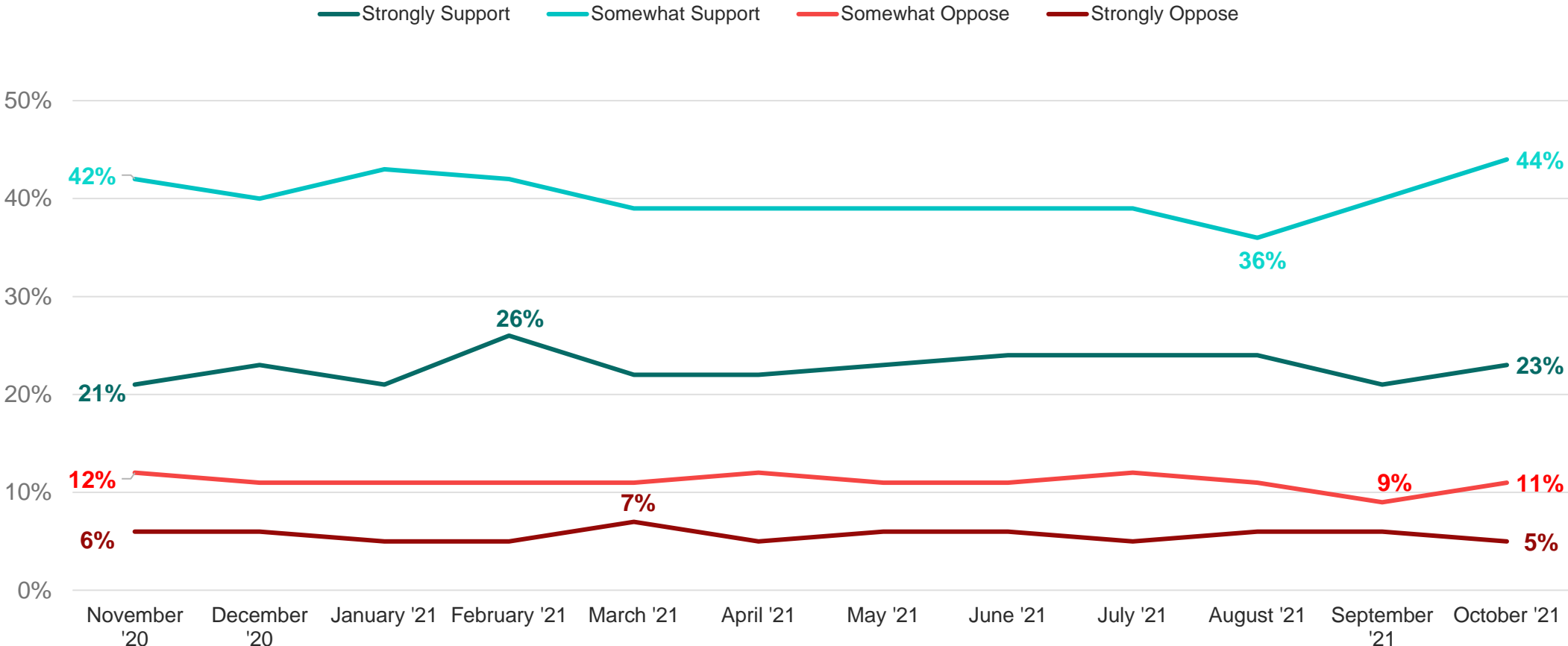
Most Supportive 

	Vs September			Vs September			Vs September	
Hispanic	79%	+20	Urban	71%	+7	Baby Boomer	66%	+3
Republican	74%	+5	Middle Income \$35K to < \$75K	70%	+4	Rural	65%	+8
High Income \$75K+	73%	+8	Female	68%	+7	Educ: < College	65%	+5
Gen Z	72%	+16	Democrat	67%	+9	Independent	65%	+5
Educ: Bachelors or Postgrad	72%	+9	Male	67%	+6	Gen X	64%	+5
West	72%	+7	Suburban	67%	+4	Small Town	63%	+8
Millennials	71%	+9	Black	66%	+12	Low Income < \$35K	63%	+8
Northeast	71%	+8	South	66%	+5	Midwest	62%	+9
			Non-Hispanic White	66%	+4			

The public's soft support for charter schools has increased by eight points since August.

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

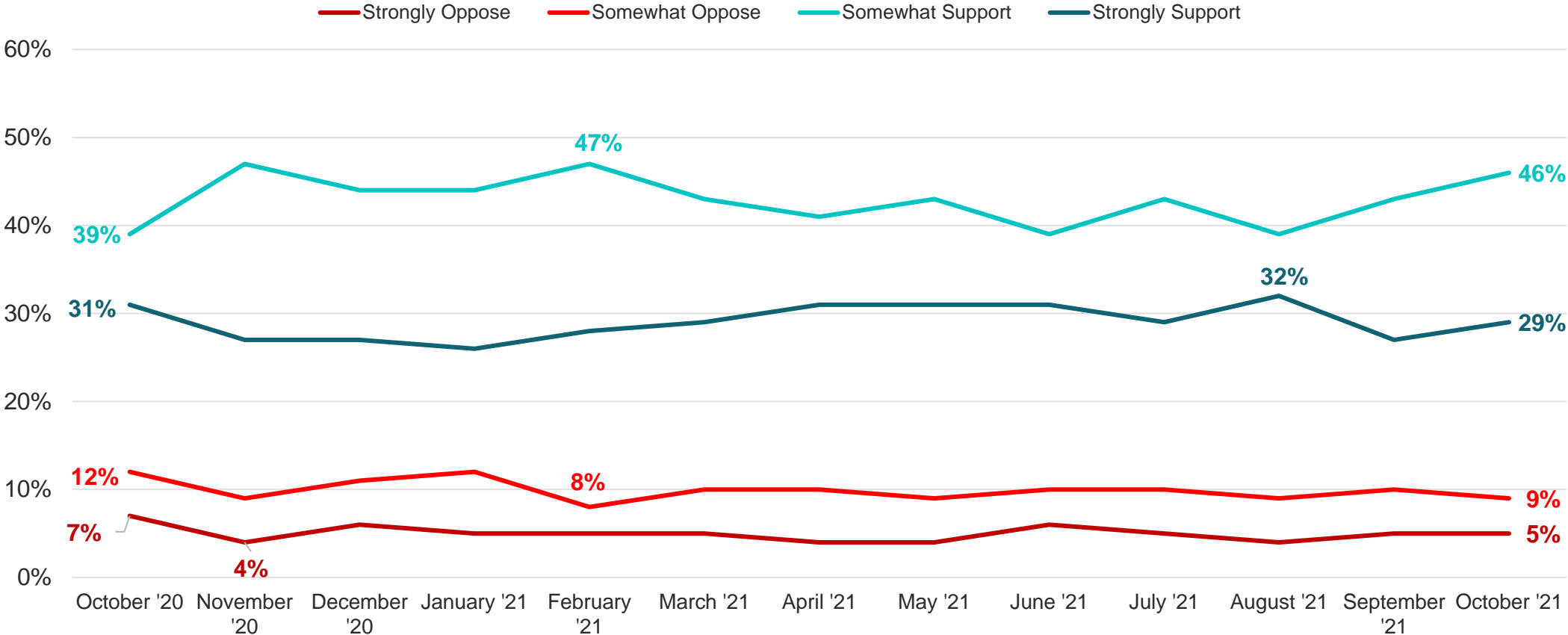


Note: Don't know/no opinion responses are not shown.

Parents' soft support for charter schools has increased by seven points since August.

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

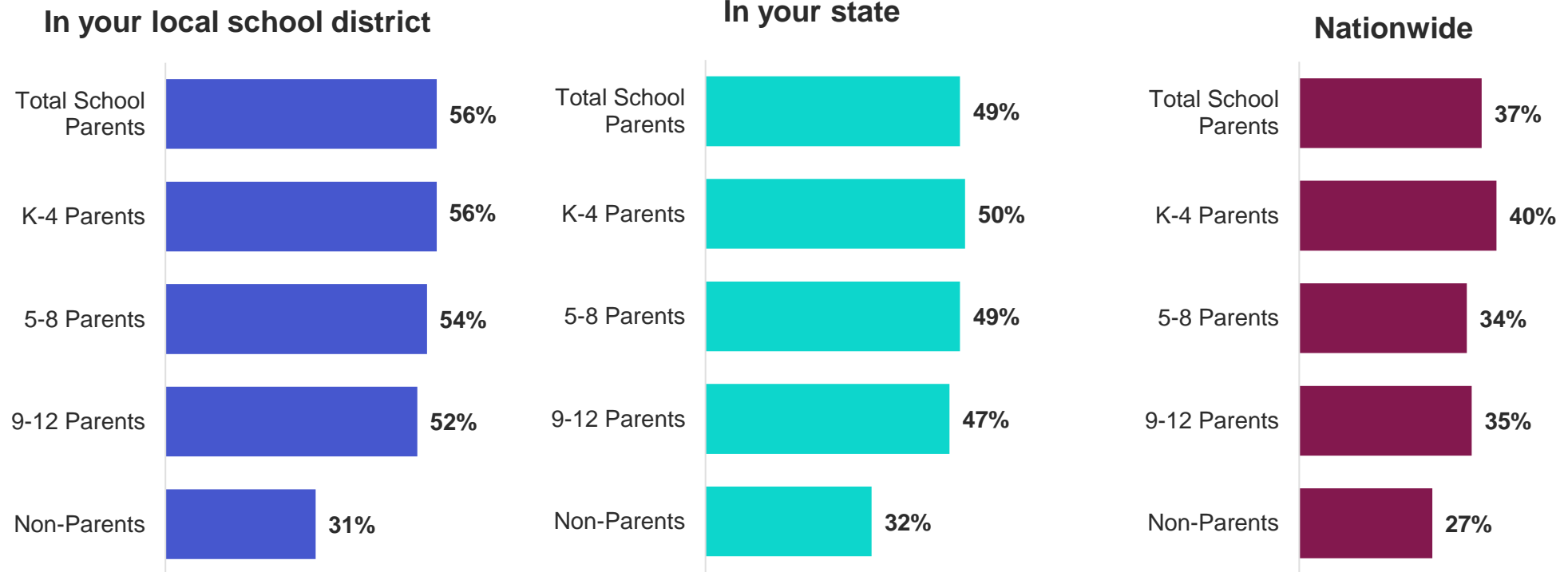
SURVEY PROFILE AND DEMOGRAPHICS



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?

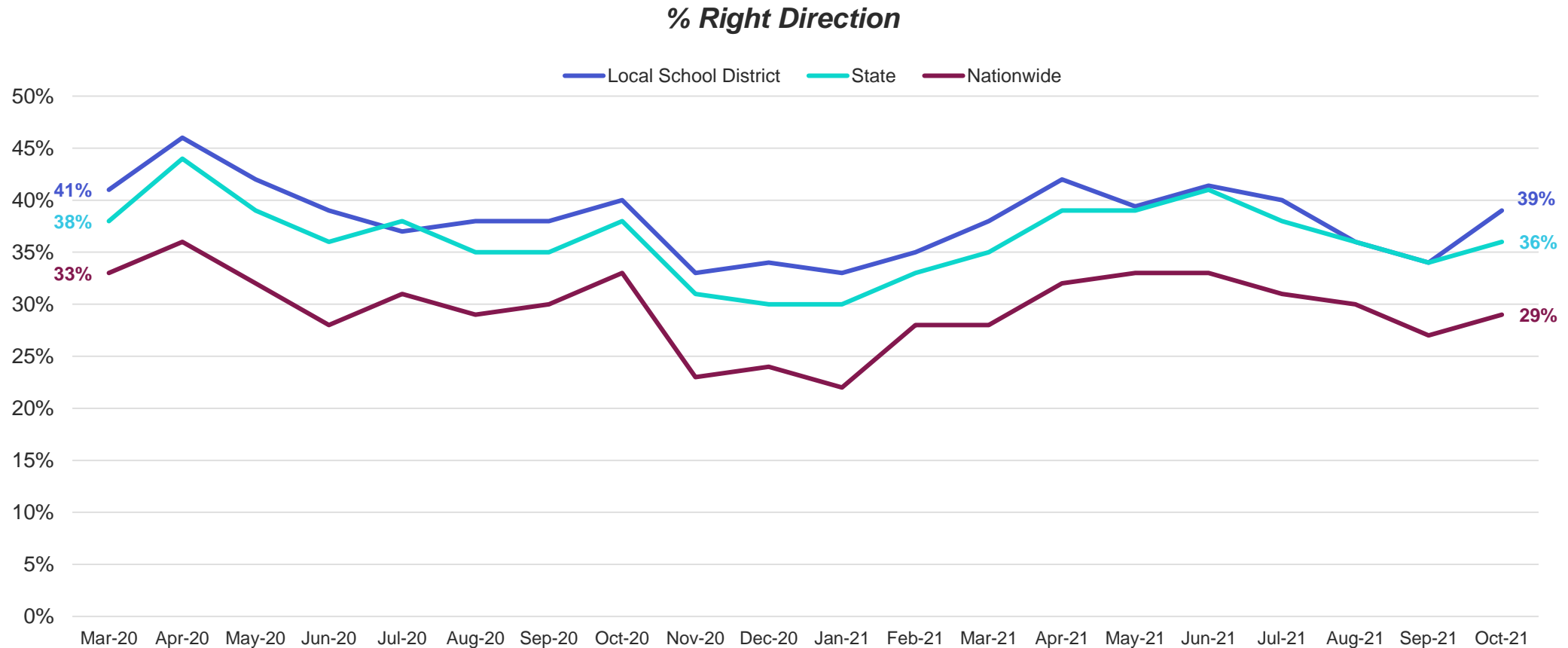
% Right Direction



The public's positive views about the direction of K-12 education on a local level increased by five points in October. That level is nearly 10 points higher than their positivity for the nation.

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?

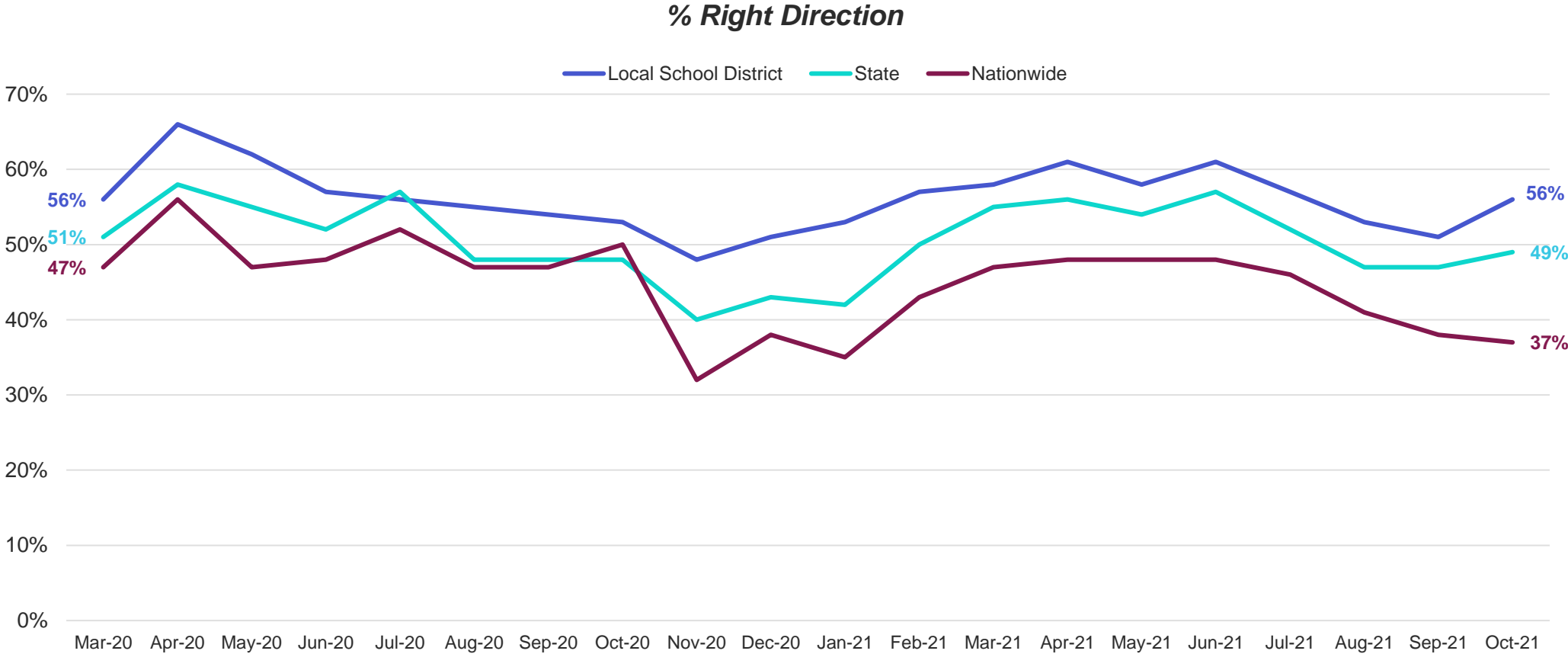
All Adults



School parents' positive sentiments about K-12 education on a local level increased by five points in October.

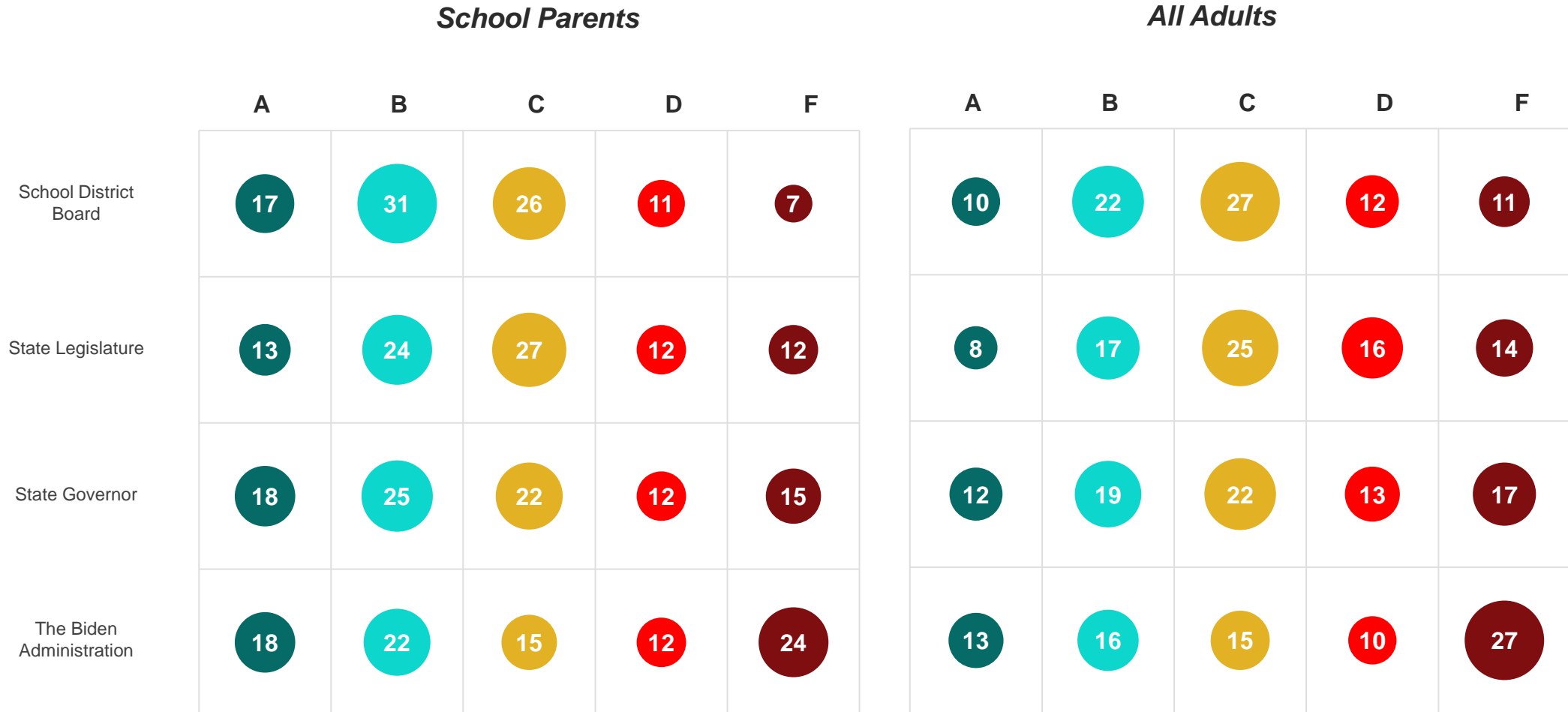
Do you feel things in K-12 Education are generally going in the right direction, or do you feel things have generally gotten off on the wrong track?

School Parents



Parents are more likely to be positive and to give A/B grades to school boards than other policymakers for their handling of K-12 education.

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.

On average, Americans are more likely to say what is learned in high school is extremely important compared to what is learned in grades K-8.



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

All Adults

% Extremely Important








Grades K-8

Average % selected Extremely Important **41%**

-  Core academic subjects (55%)
-  Become independent thinkers (46%)
-  Socialization (45%)
-  How to be good citizens (42%)
-  Skills for future employment (41%)
-  Values, moral character, religious virtues (37%)
-  To fix social problems (24%)

Grades 9-12

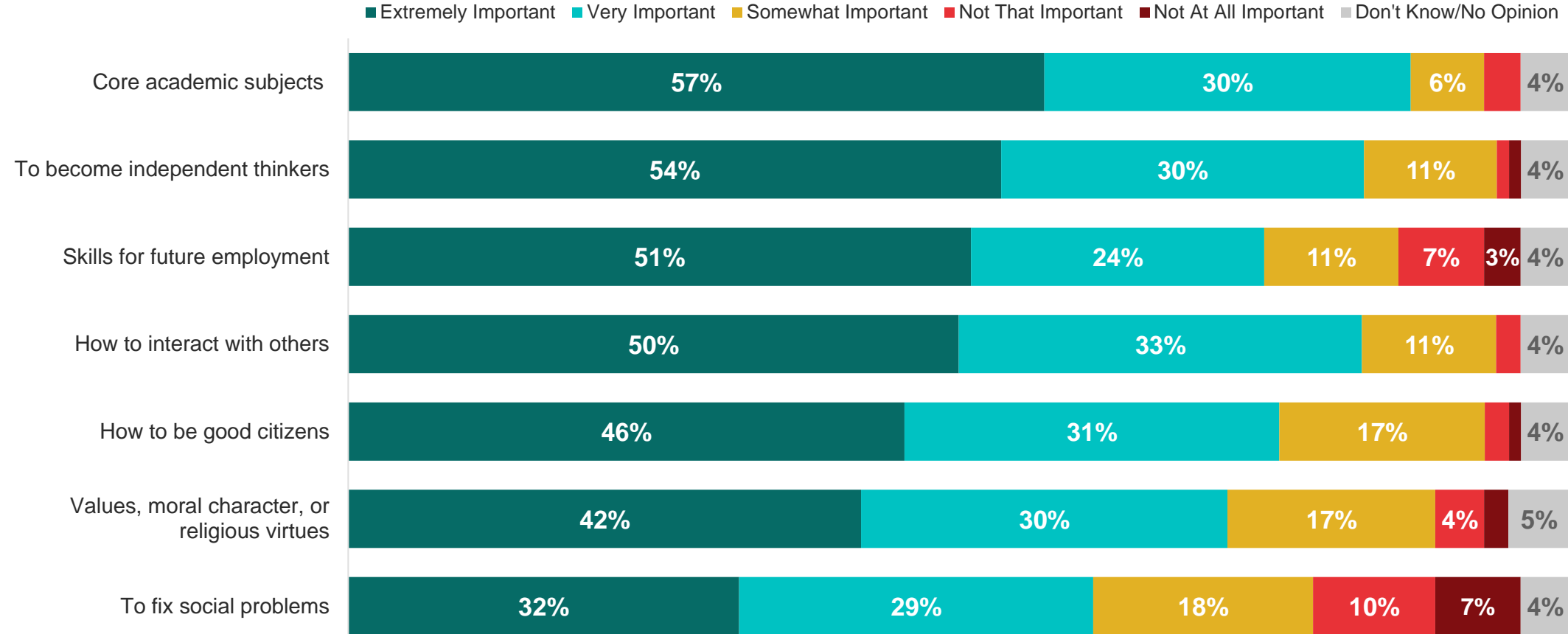
Average % selected Extremely Important **48%** ← +8 vs September

-  Skills for future employment (61%)
-  Core academic subjects (57%)
-  Become independent thinkers (52%)
-  How to be good citizens (48%)
-  Socialization (46%) ← +6 vs September
-  Values, moral character, religious virtues (40%)
-  To fix social problems (29%)

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...

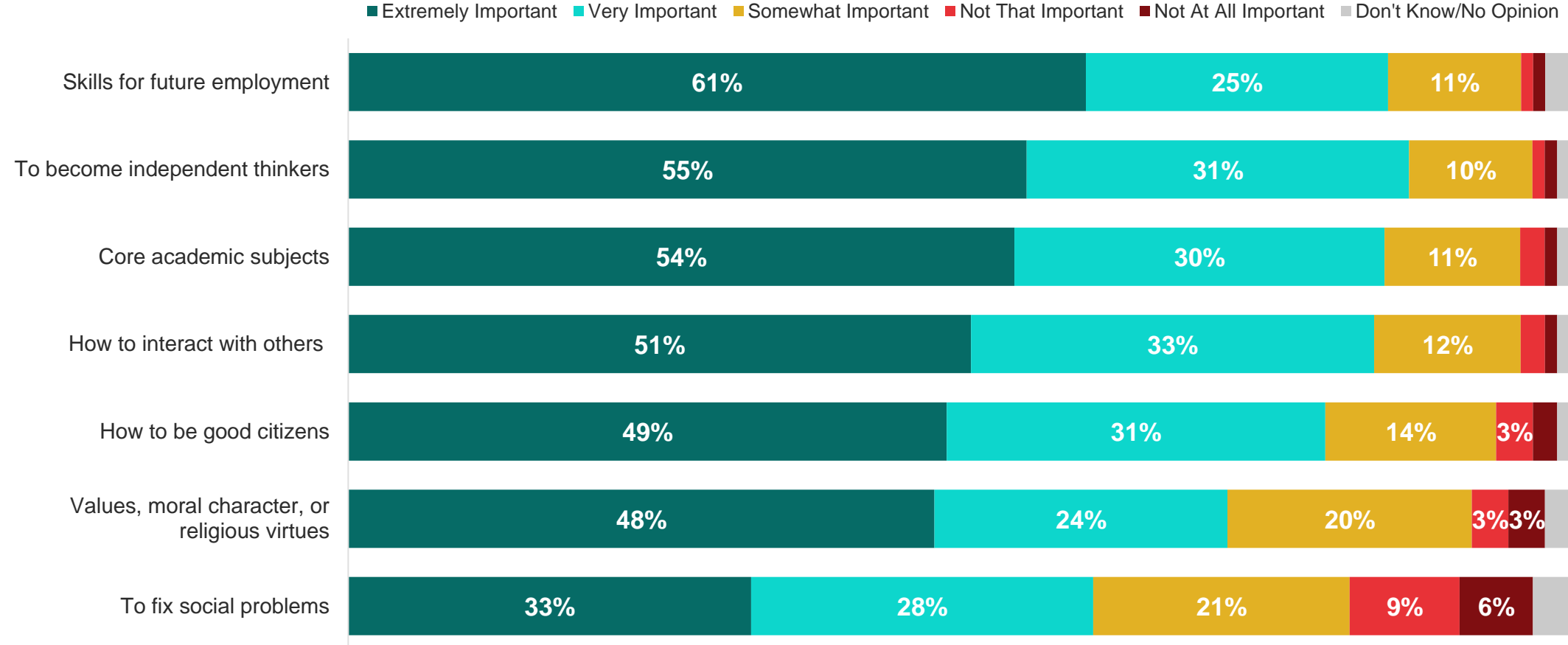
School Parents



School parents are most likely to say that high school should focus on skills for future employment.

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...

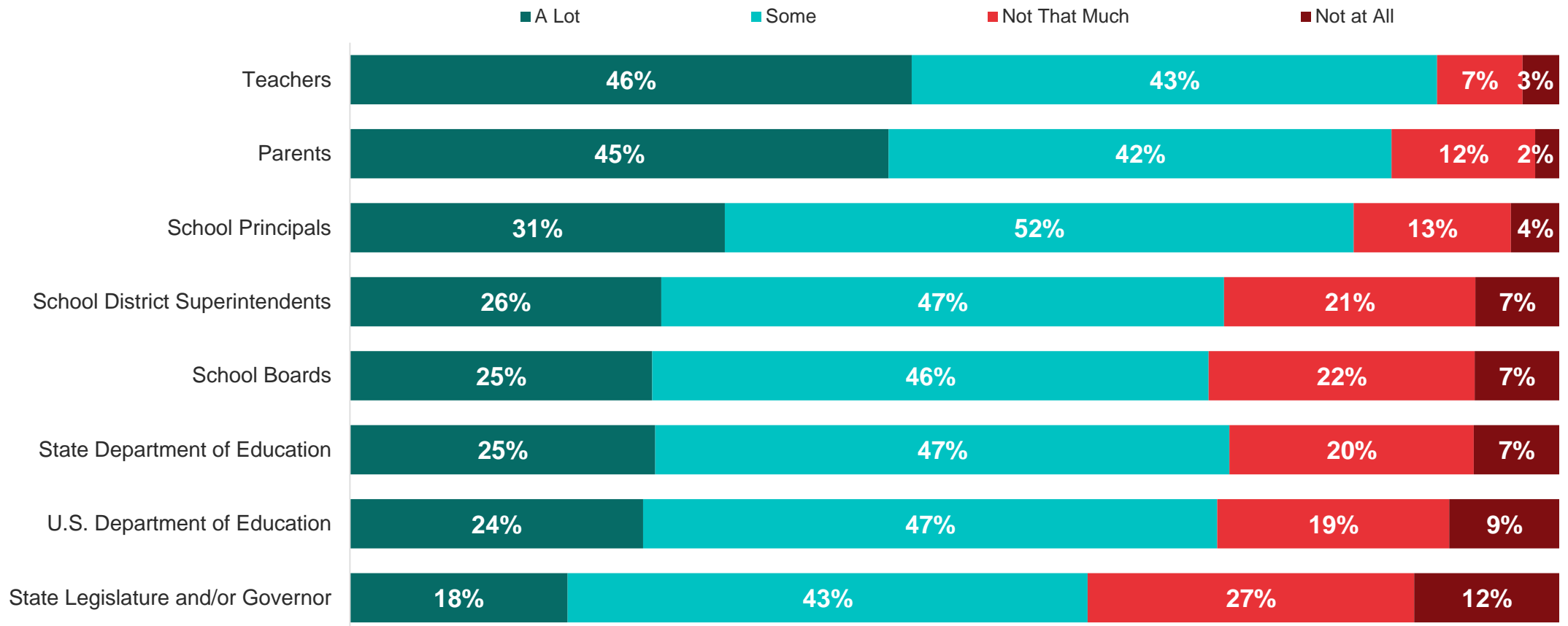
School Parents



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


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

School Parents



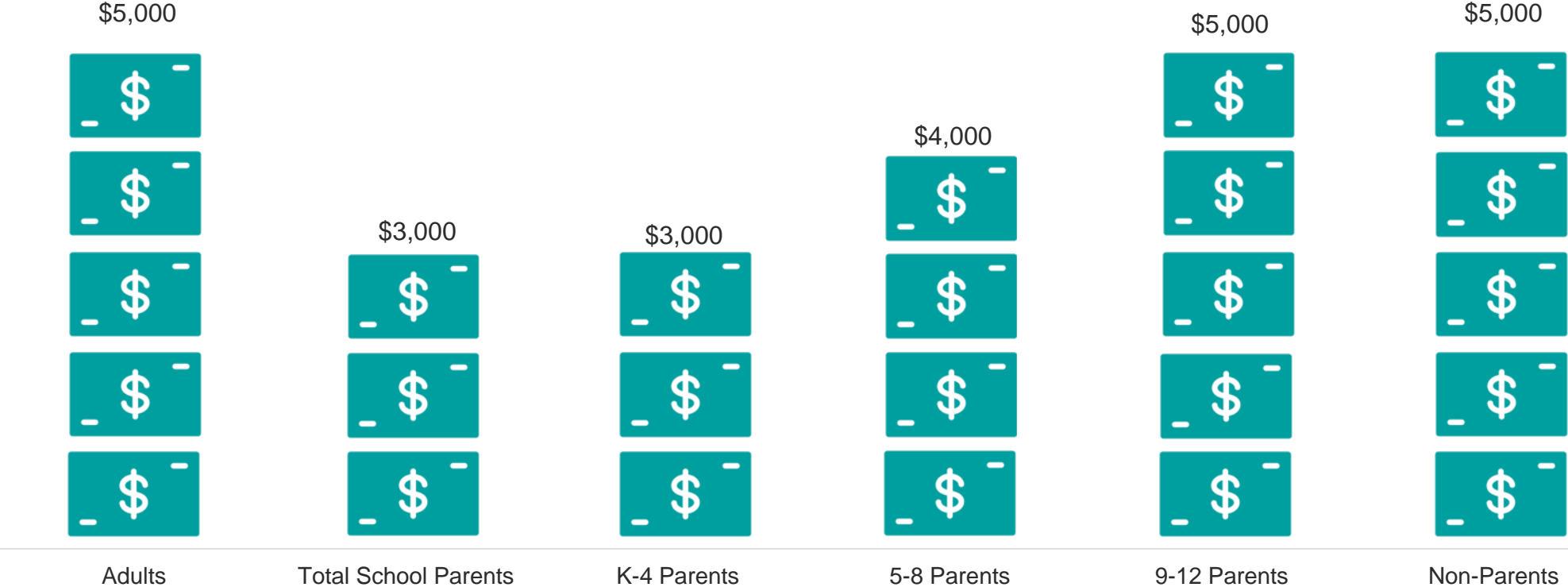
Americans, especially school parents of younger children, believe that government spending per student is much lower than actual expenditures.

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

FY18 State Actuals	
Maximum	\$22,845
Mean	\$12,485
Minimum	\$7,525

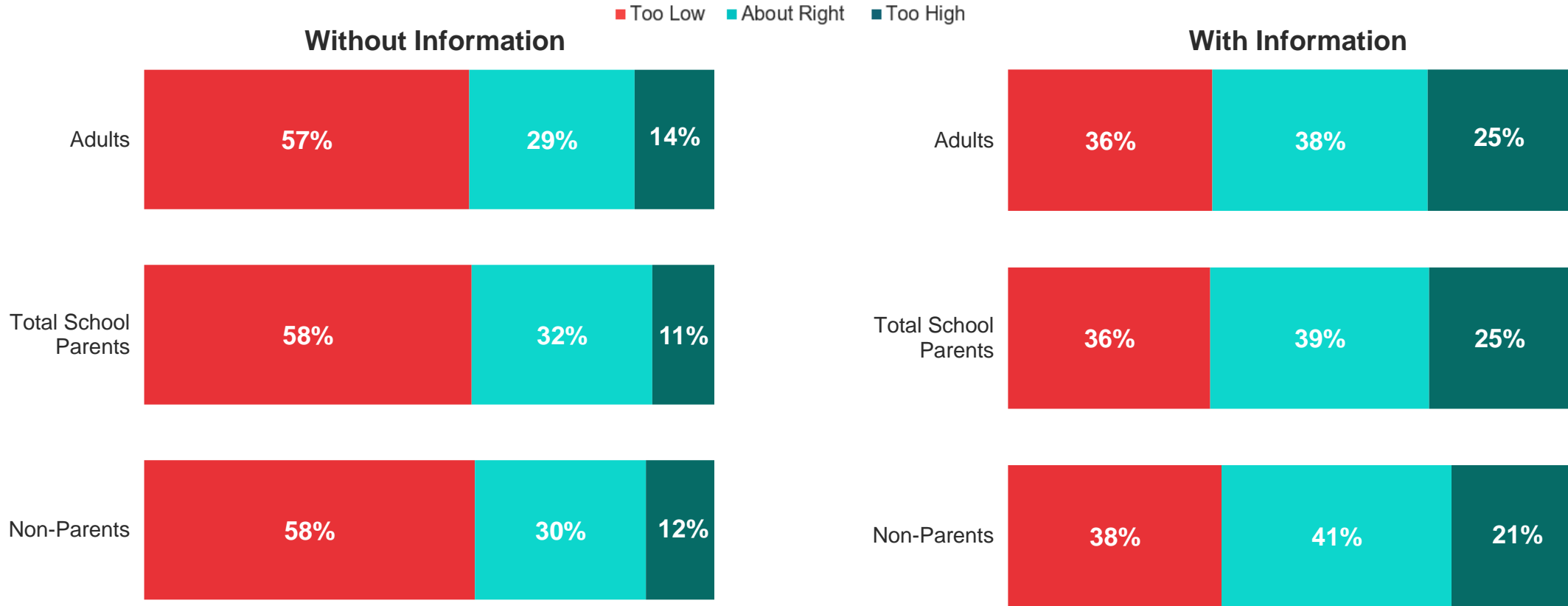


FY18 State Actuals Source: National Center for Education Statistics

Americans are much less likely (-21 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:

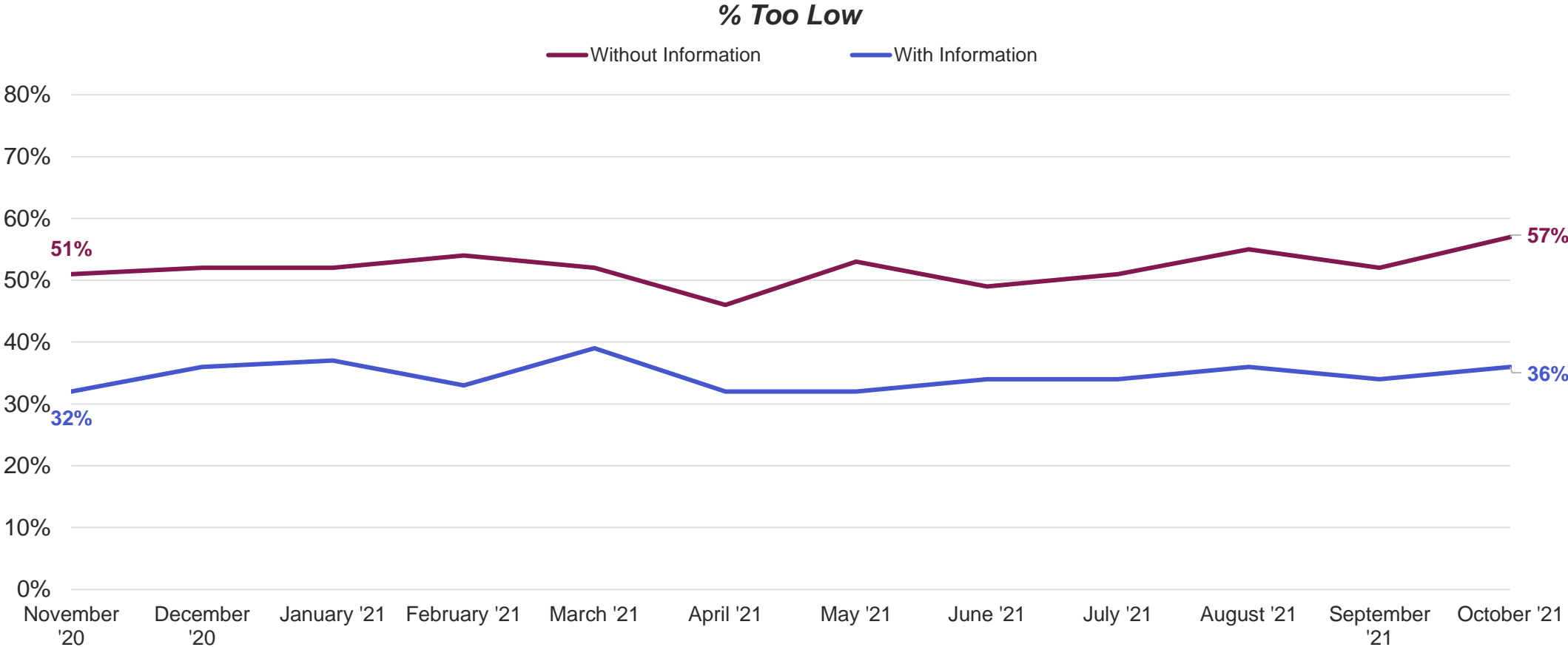


When not given information, the percentage of Americans who believe public school funding is “too low” increased by five points in October.

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

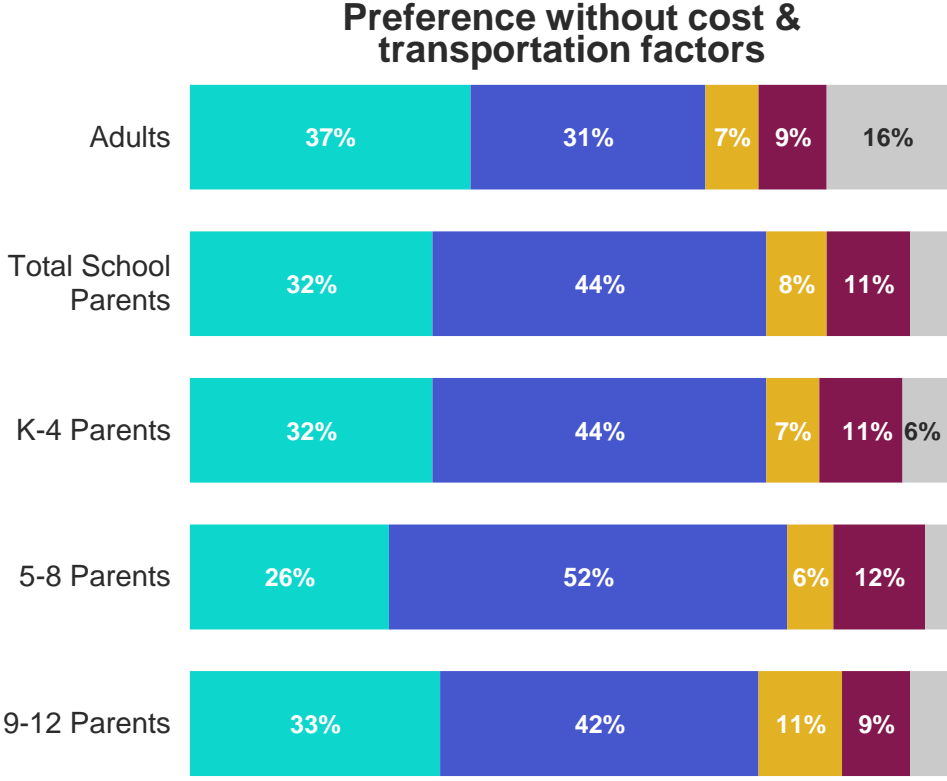
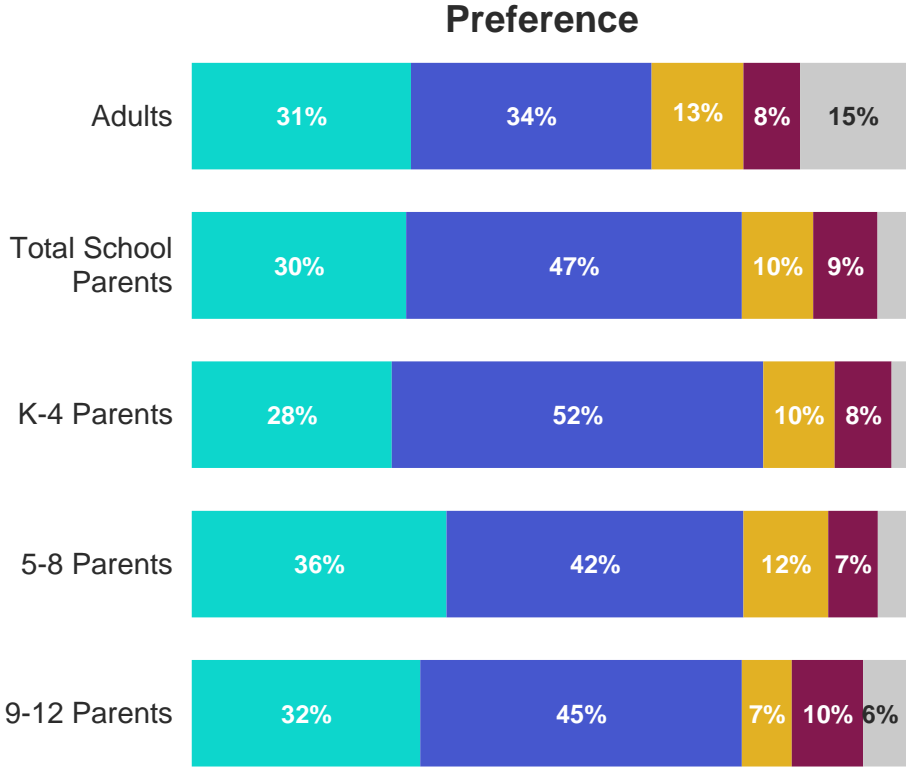


In October, financial costs and transportation appear to matter for elementary and middle school parents' regarding their preferences for public school or private school.

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?

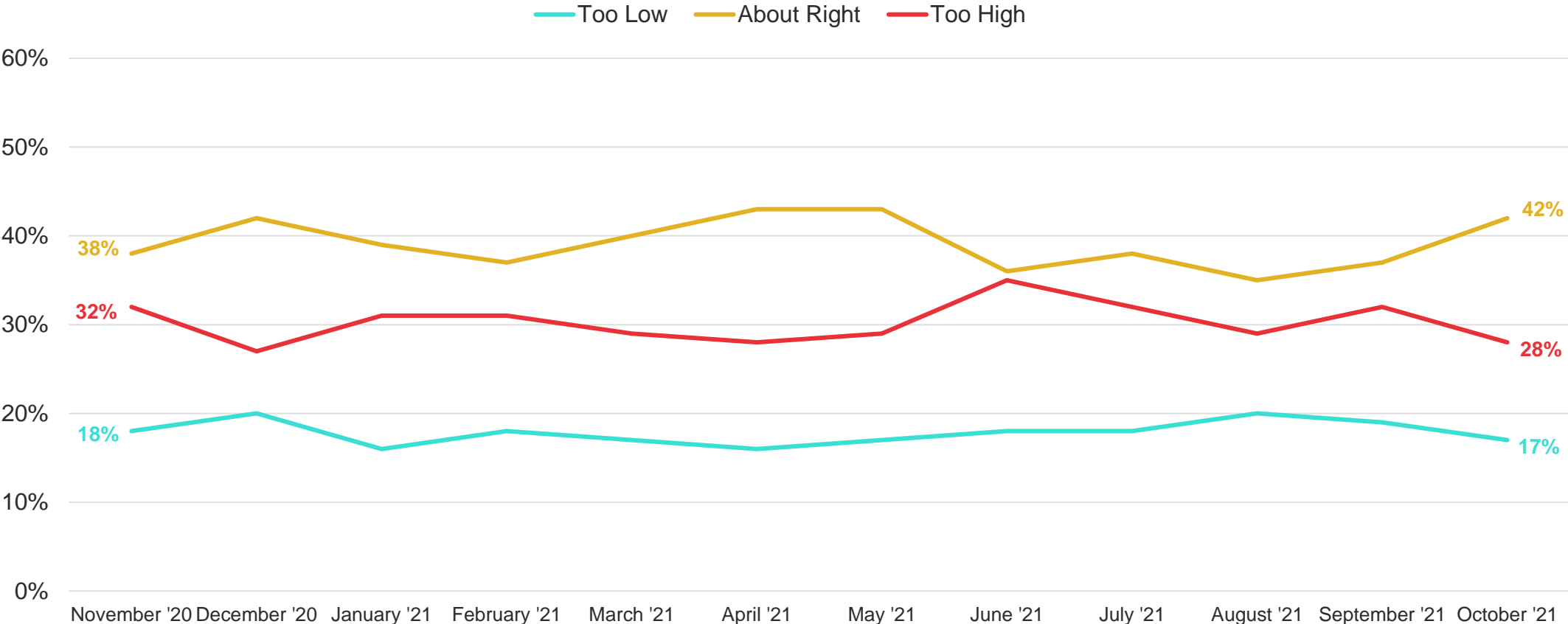
■ Private School ■ Regular Public School ■ Home School ■ Charter School ■ Don't Know/No Opinion



In October, school parents were more likely to say the time spent on standardized testing was 'about right'.

All public schools and most private schools give their students standardized tests during the school year. When thinking about students preparing for and taking these tests, in general, do you believe the amount of time spent on standardized testing in American schools is:

School Parents



AGENDA

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SURVEY PROFILE AND DEMOGRAPHICS



Survey Profile, 1

Dates	October 12-16, 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, Oversample Median = 13.12 minutes
Sample Size	N = 2,200 General Population N= 1,121 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)	± 2.57 percentage points (Gen Pop), ± 4.14 percentage points (Oversample)
Participation Rate	32.32% (Gen Pop), 20.03% (Oversample)
Methods Page	https://edchoice.morningconsultintelligence.com/methodology/
Project Contact	Paul DiPerna, paul@edchoice.org

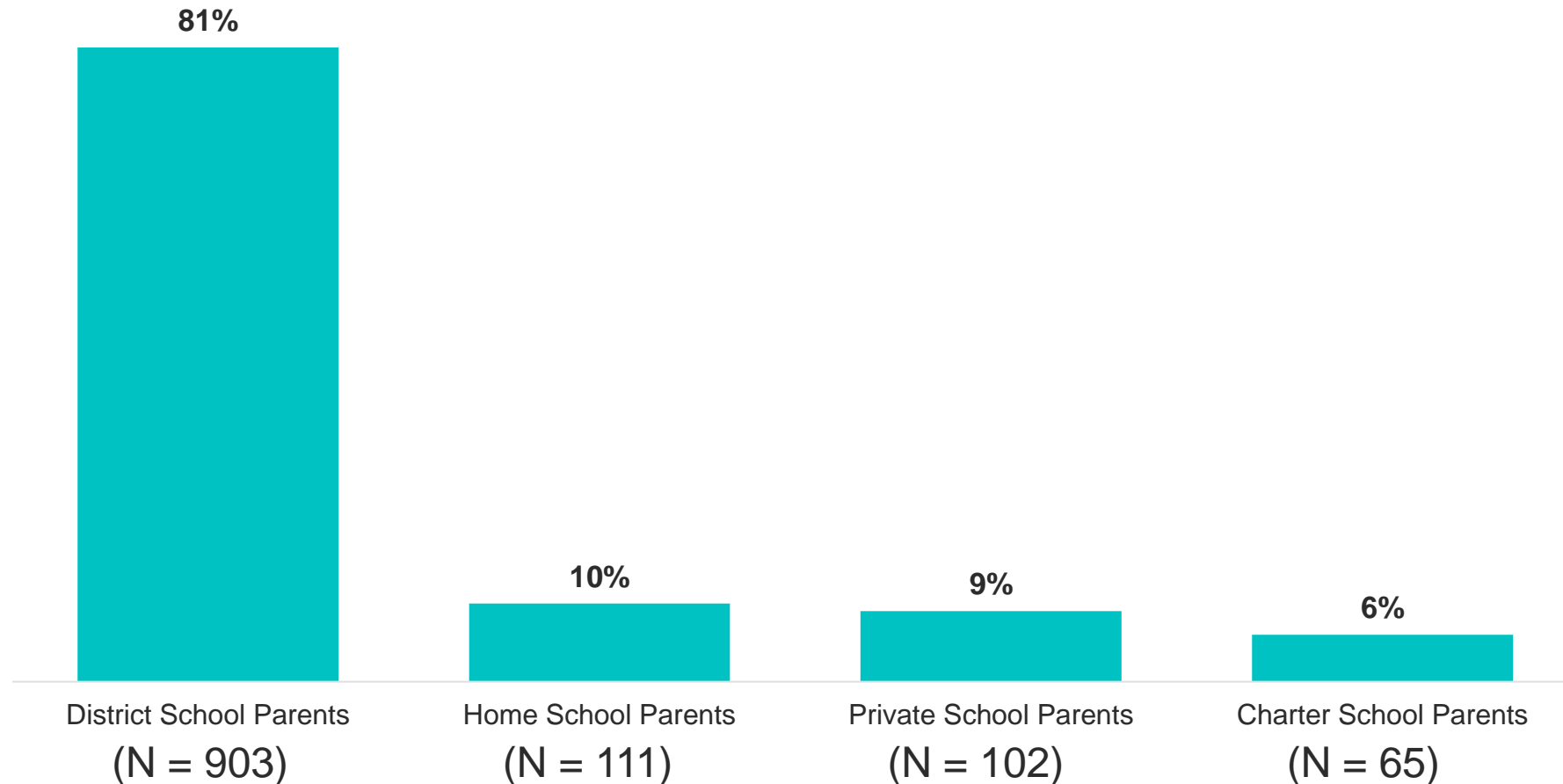
Demographics	Unweighted (N =)
Hispanic	123
Non-Hispanic White	1740
Black	216
Other	94
Generation Z	103
Millennial	719
Generation X	317
Boomers	875
Male	834
Female	1366
< College	1463
College +	737
Northeast	435
Midwest	536
South	891
West	338

Demographics	Unweighted (N =)
Total School Parents*	1121
K-4 Parents*	620
5-8 Parents*	434
9-12 Parents*	410
Non-Parents	874
Liberal	599
Moderate	681
Conservative	769
Democrat	791
Independent	574
Republican	712
Urban	504
Suburban	1015
Small Town	212
Rural	469
Low Income <\$35K	899
Middle Income \$35K to <\$75K	793
High Income \$75K+	508

* Denotes the sample came from school parents

Demographics	Unweighted	Weighted	Target (%)
Hispanic	6%	16%	16%
White	78%	78%	78%
Non-Hispanic White	79%	n/a	n/a
Black	10%	12%	12%
Other	5%	9%	9%
Age: 18-34	22%	30%	30%
Age: 35-54	32%	31%	31%
Age: 55+	46%	40%	40%
Age: 65+	26%	20%	20%
Male	38%	48%	48%
Female	62%	52%	52%
< College	67%	69%	69%
College +	33%	31%	31%
Northeast	20%	18%	18%
Midwest	24%	21%	21%
South	41%	37%	37%
West	15%	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 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)





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