

CONCERNS ABOUT SCHOOL

During the COVID-19 Pandemic

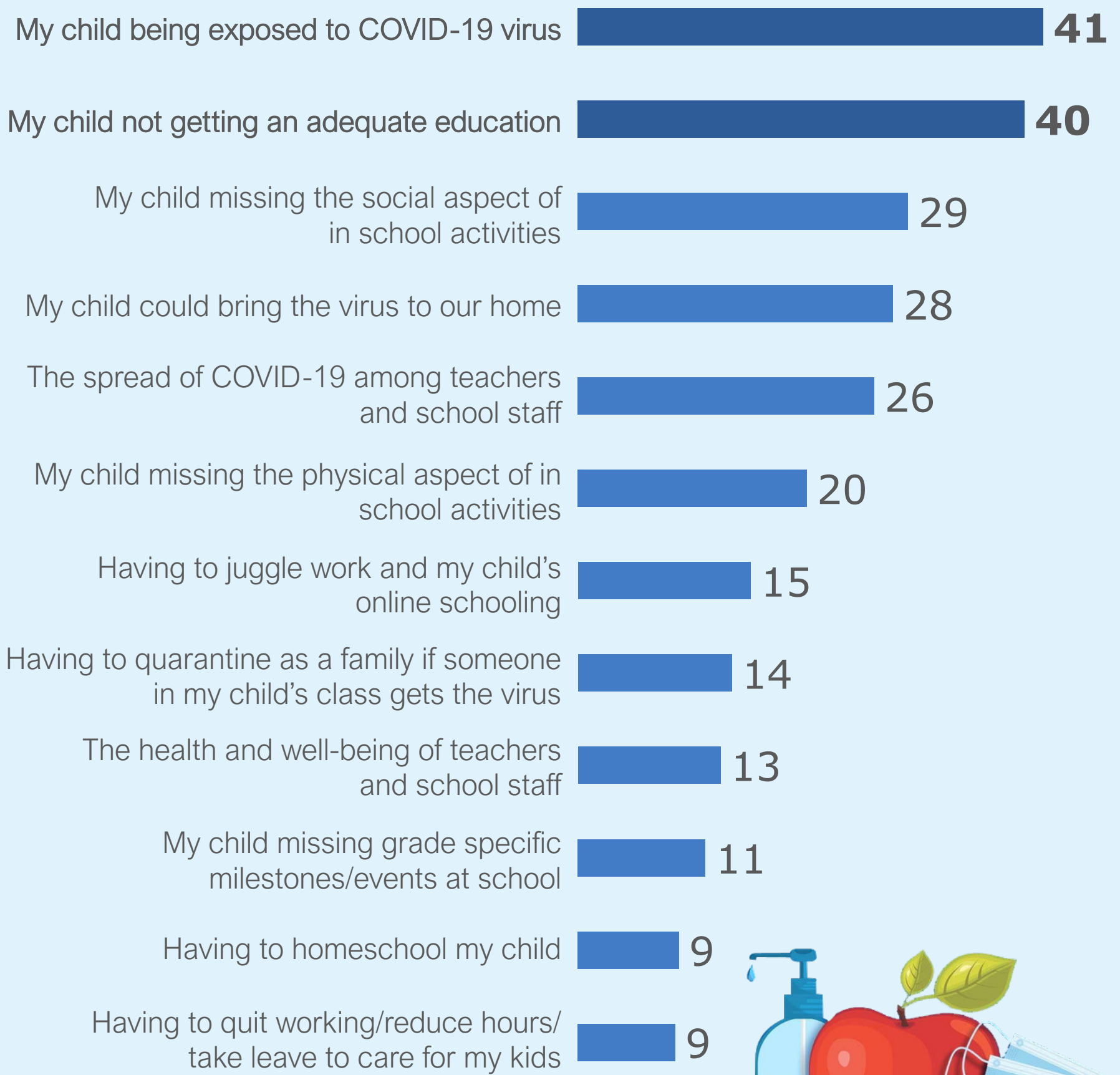
This week's insights were collected Friday, August 7 – Monday, August 10 among a general population of n=300 U.S. consumers age 21+ who have children entering K-12th in 2020.

The 2020/2021 school year is anything but routine.

While most schools are looking at a combination of in-person and remote learning, most parents, if they had the choice, would select remote learning. Their biggest concerns about the upcoming school year are their child being exposed to the virus, coupled with not getting an adequate education.

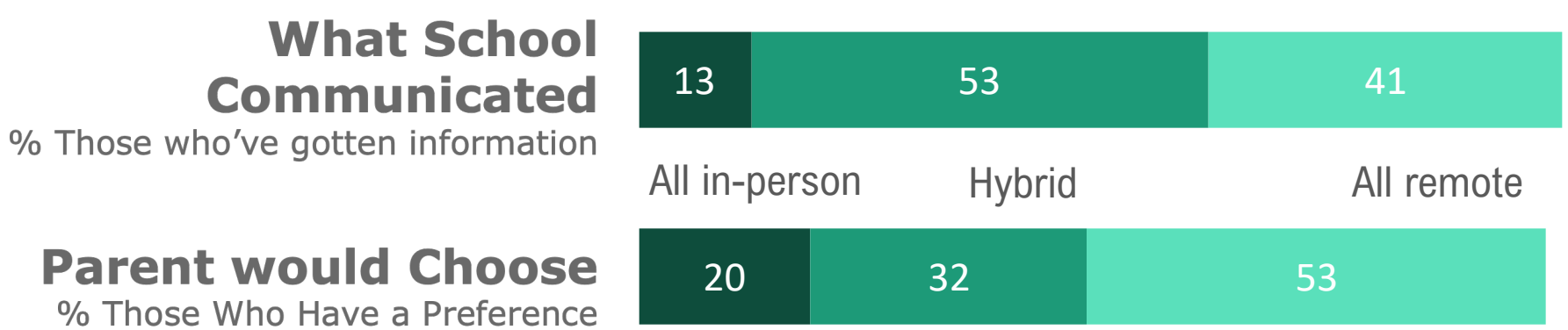
Top Concerns about This School Year

% In Top 3 Biggest Concerns



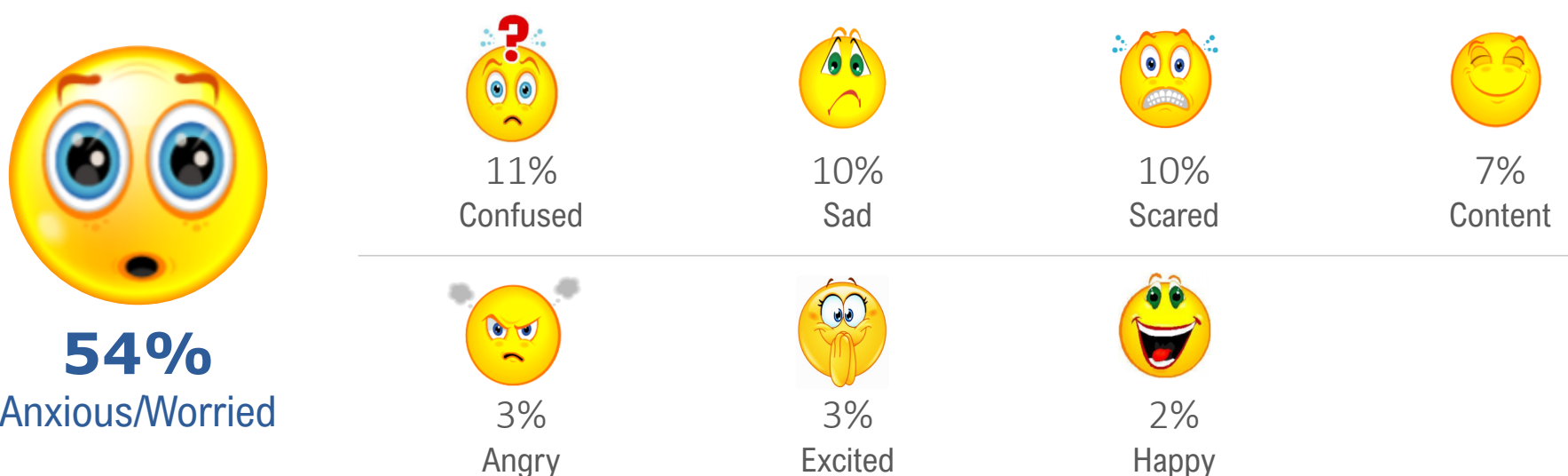
2020 Fall School Plans and Wishes

(Net of Responses Selected for Each Child/Grade)



How Parents Feel About School This Year

% of Total Respondents



Base: Total (N=300)
 Q2: What has your school/school district communicated to you regarding going to school this upcoming 2020/2021 school year for your child entering (grade)?
 Q3: If you had a choice, and considering the current COVID-19 pandemic, what would you choose for your child entering kindergarten for the beginning of school this year?
 Q4: Please select the image below that best describes how you are feeling about the 2020/2021 school year.
 Q5: Now, please rank your top 3 biggest concerns about this school year, with 1 indicating what you're MOST concerned about, 2 indicating your second largest concern and so on.