

CONCERNS ABOUT SCHOOL

During the COVID-19 Pandemic

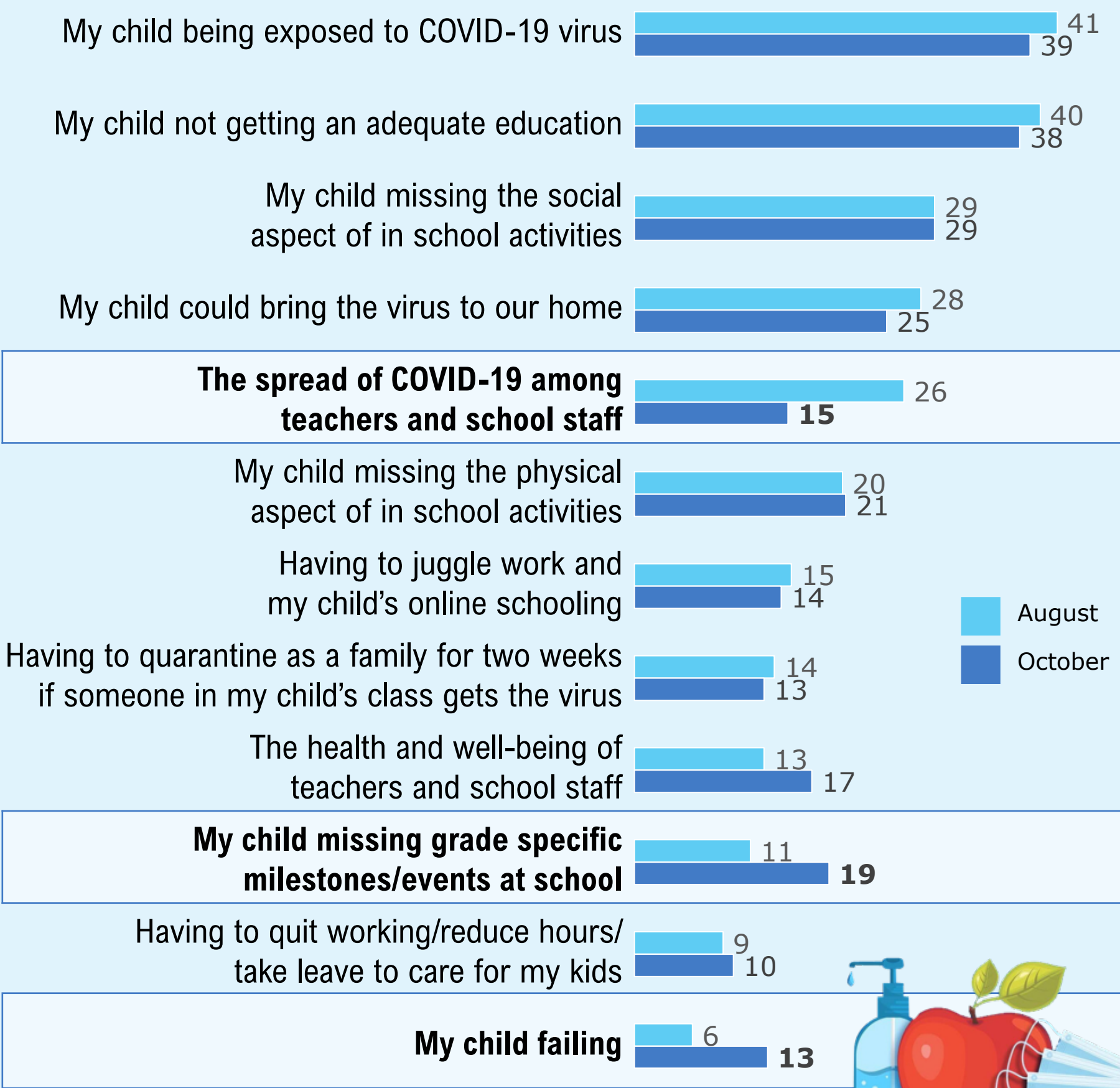
This week's insights were collected Friday, October 2 – Sunday October 4 and were compared to similar questions asked Friday, August 7 – Monday, August 10, both among a general population of n=300 U.S. consumers age 21+ who have children in grades K-12 in 2020.

The 2020/2021 school year continues to be challenging.

In August, most schools were anticipating a combination of in person and remote learning. The majority are now fully remote. There has also been a shift in top concerns: fewer are concerned with the spread of COVID-19 among teachers and staff, while more are concerned about students missing school milestones/events and failing. Fewer parents are anxious/worried about the school year, and more now feel content. While most parents would select remote learning if given the choice, there has been an increase in parents desiring all in person school.

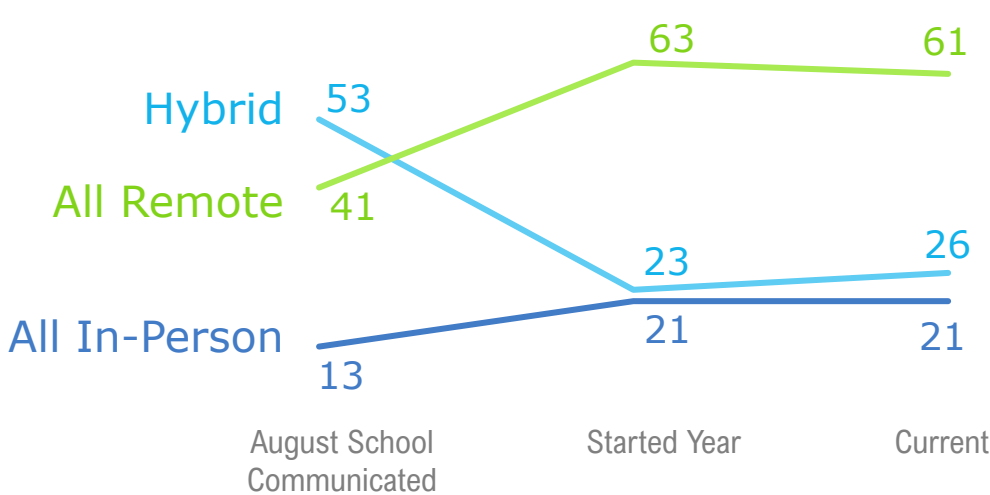
Top Concerns about School This Year

% In Top 3 Biggest Concerns



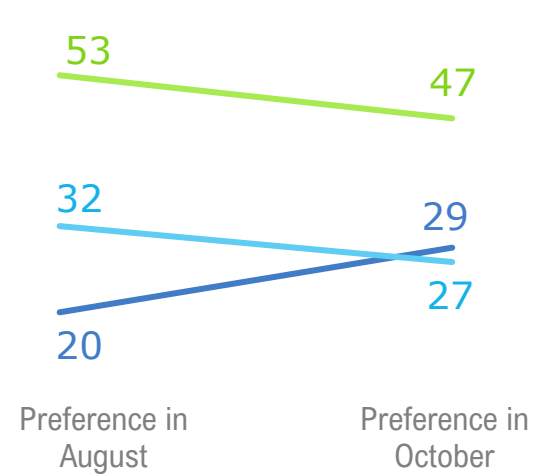
2020 Methods of Teaching

(Net of Responses Selected for Each Child/Grade)



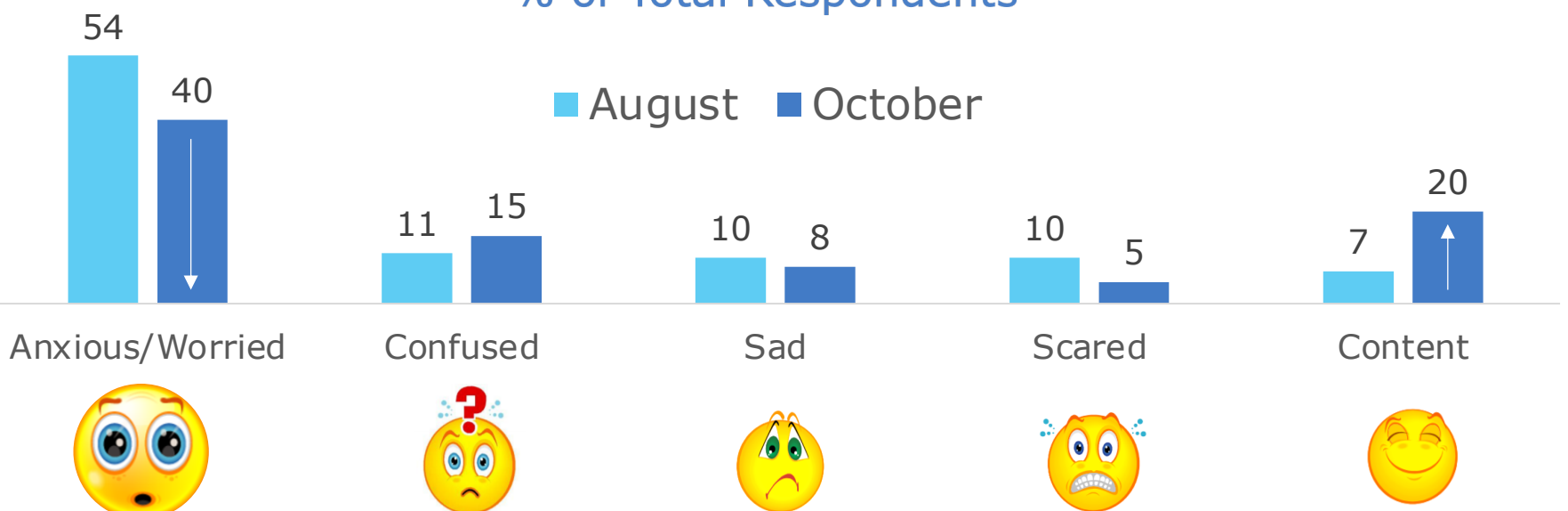
Preferred Method

% Those Who Have a Preference



How Parents Feel About School This Year

% of Total Respondents



Base: Total (N=300)

Q2: August: What has your school/school district communicated to you regarding going to school this upcoming 2020/2021 school year for your child entering (Grade)?
October: How is your child in (Grade) currently attending school?

Q2b: How did your child in (Grade) start the school year?

Q3: If you had a choice, and considering the current COVID-19 pandemic, what would you choose for your child entering (Grade) 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.