

JANUARY 14, 2022



CYGNAL

Survey of Parents & Guardians Tennessee Statewide

January 7 – 11, 2022 | n=402 | $\pm 4.89\%$

powered by

 **response:AI**

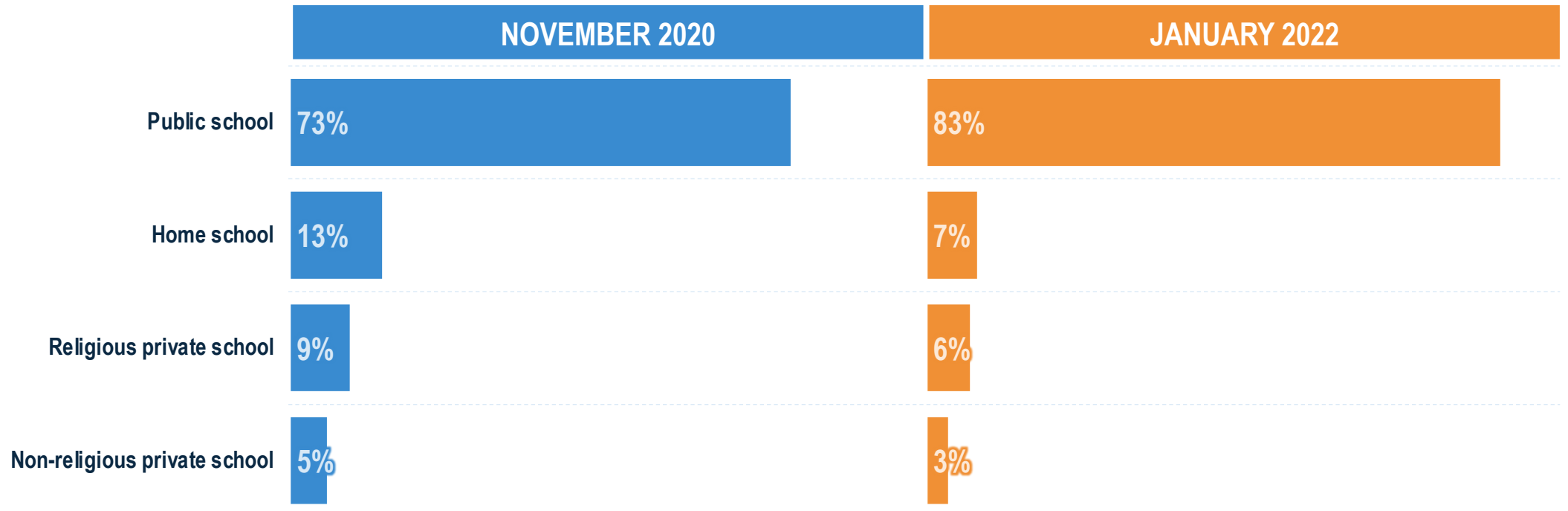


Insights and Analysis

- The opinion of public education among parents has shifted slight. They are **less satisfied and more open to reforms and choice options.**
- Parents want to see more **transparency, education customization, and individualized learning opportunities.**
- Most respondents still think **public schools are heading in the right direction** and, like in 2020, the more personal the organization the more parents like it. “My child’s school” is much more popular than “public schools statewide.” **However, schools are viewed less favorably overall than they were 14 months ago.** In fact, satisfaction with “your child’s experience with public schools” has decreased 10%.
- Nearly 3/4 of respondents think **change is needed in public education** and those changes should focus on **ensuring positive outcomes, offering more support services, ensuring schools are modern and up to date, and offering more education options** – these are the most impactful messaging statement (89%+ agree).
- Parents want to **have control over their child’s education** – 87% say it’s important for parents to be able to choose the public school that best meets their child’s needs.
- **COVID-19 protocols are not parents’ biggest concern.** Ensuring a quality education is still king.

Most children in Tennessee are enrolled in public school

10% more respondents have children enrolled in public school compared to 2020. While the percentage of children enrolled in public schools is fairly even between the income levels, we see a higher percentage of low-income children who are homeschooled and lower percentages in private school. This could be because low-income families who don't want to send their children to public school have a harder time affording private education.

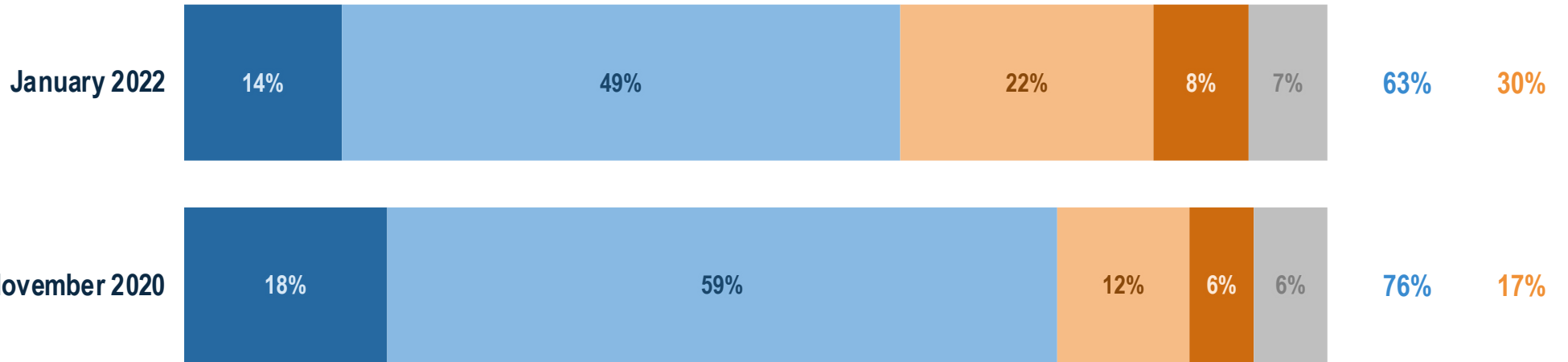


JANUARY 2022	TOTAL	GENDER		AGE			REGION					RACE		
	TOTAL	M	F	<35	35-49	50+	Memphis	Nashville	Chatt'ga	Knoxville	Bristol	White	Black	Other
NUMBER OF RESPONDENTS	402	199	203	147	219	36	72	167	55	76	32	304	67	31
Public school	83%	84%	83%	88%	81%	78%	84%	84%	80%	85%	85%	86%	76%	79%
Home school	7%	6%	8%	5%	7%	18%	4%	9%	4%	9%	6%	7%	6%	12%
Religious private school	6%	7%	5%	2%	9%	3%	7%	5%	8%	6%	8%	5%	14%	4%
Non-religious private school	3%	2%	4%	4%	3%	0%	5%	2%	8%	0%	0%	2%	5%	5%

Opinions on the direction of public schools is still positive, but it has decreased since late 2020

- “Right direction” is highest in Memphis and lowest in Bristol media markets.
- Men are slightly more optimistic than women.
- Democrats (71% RD) are happier with the direction of public schools than Republicans (59% RD).

■ Definitely the right direction
 ■ Mostly the right direction
 ■ Mostly the wrong track
 ■ Definitely the wrong track
 ■ Unsure
 T2B
 B2B



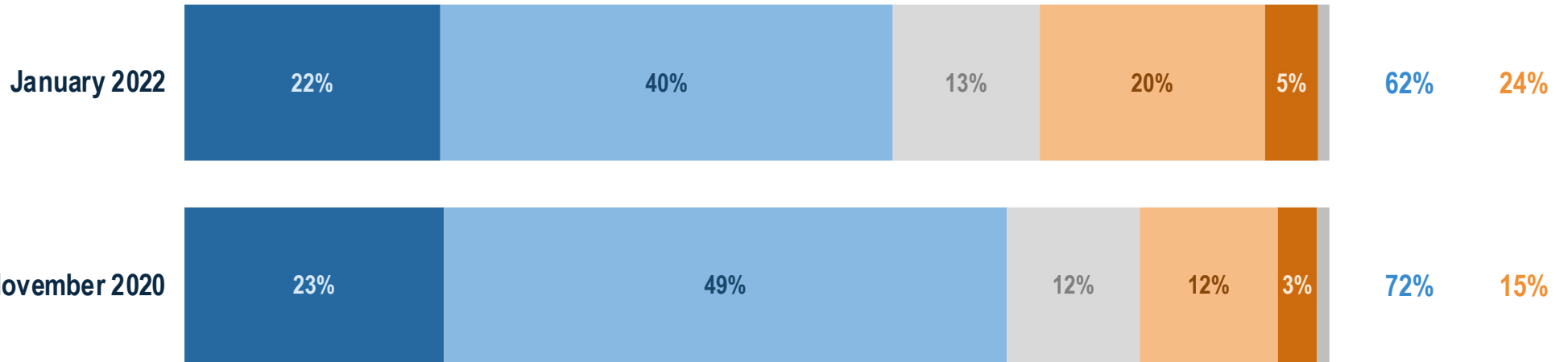
T2B = the sum of the two most positive options
B2B = the sum of the two most negative options

JANUARY 2022	TOTAL	GENDER		AGE			REGION					RACE		
	TOTAL	M	F	<35	35-49	50+	Memphis	Nashville	Chatt'ga	Knoxville	Bristol	White	Black	Other
NUMBER OF RESPONDENTS	337	168	169	129	180	28	60	140	45	64	28	261	52	24
RIGHT DIRECTION (T2B)	63%	66%	60%	63%	63%	57%	71%	67%	56%	60%	40%	61%	66%	70%
WRONG TRACK (B2B)	30%	29%	32%	26%	32%	40%	22%	29%	36%	31%	50%	32%	27%	21%

Satisfaction with “your child’s experience with public schools” has also decreased, but is still positive overall

- While satisfaction has fallen 10%, most of the increase is in “neither satisfied nor dissatisfied” as opposed to “dissatisfied.”
- Satisfaction in Bristol is far below that in all the other areas, though Bristol had few respondents.

■ Very satisfied
 ■ Somewhat satisfied
 ■ Neither satisfied nor dissatisfied
 ■ Somewhat dissatisfied
 ■ Very dissatisfied
 ■ Unsure
 T2B
 B2B

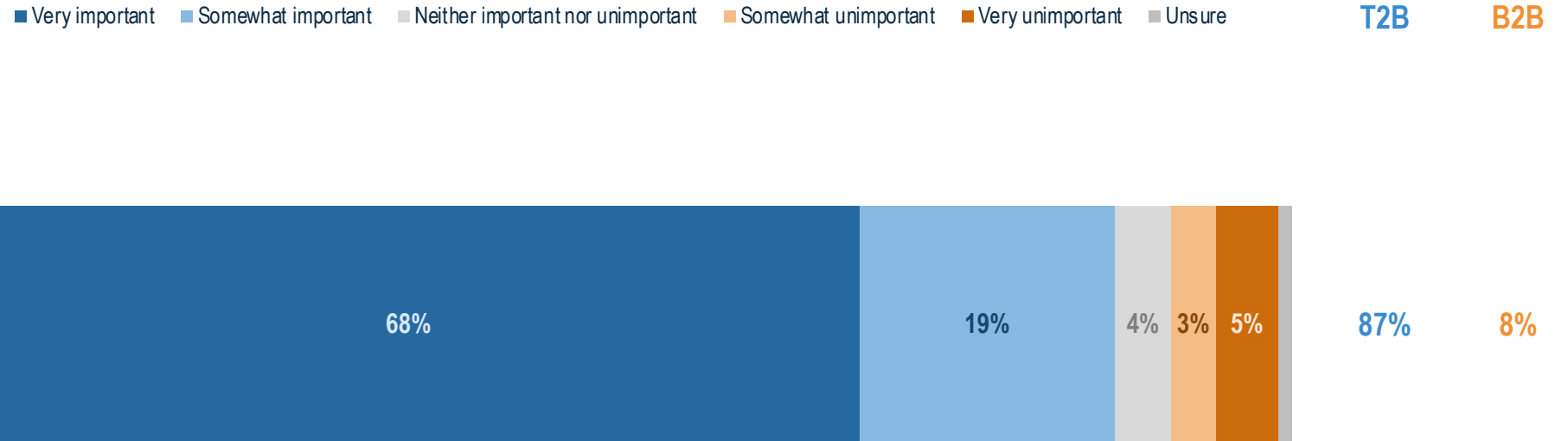


T2B = the sum of the two most positive options
 B2B = the sum of the two most negative options

JANUARY 2022	TOTAL	GENDER		AGE			REGION					RACE		
	TOTAL	M	F	<35	35-49	50+	Memphis	Nashville	Chatt'ga	Knoxville	Bristol	White	Black	Other
NUMBER OF RESPONDENTS	337	168	169	129	180	28	60	140	45	64	28	261	52	24
SATISFIED (T2B)	62%	62%	62%	65%	60%	62%	66%	64%	62%	62%	42%	61%	70%	56%
DISSATISFIED (B2B)	24%	25%	24%	23%	25%	27%	21%	22%	30%	20%	43%	26%	19%	21%

Nearly 9-out-of-10 say it's important for parents to be able to choose the public school that best meets their child's needs

- In fact, 2/3 of respondents say this is “very important.”
- This belief is remarkably consistent across the board.

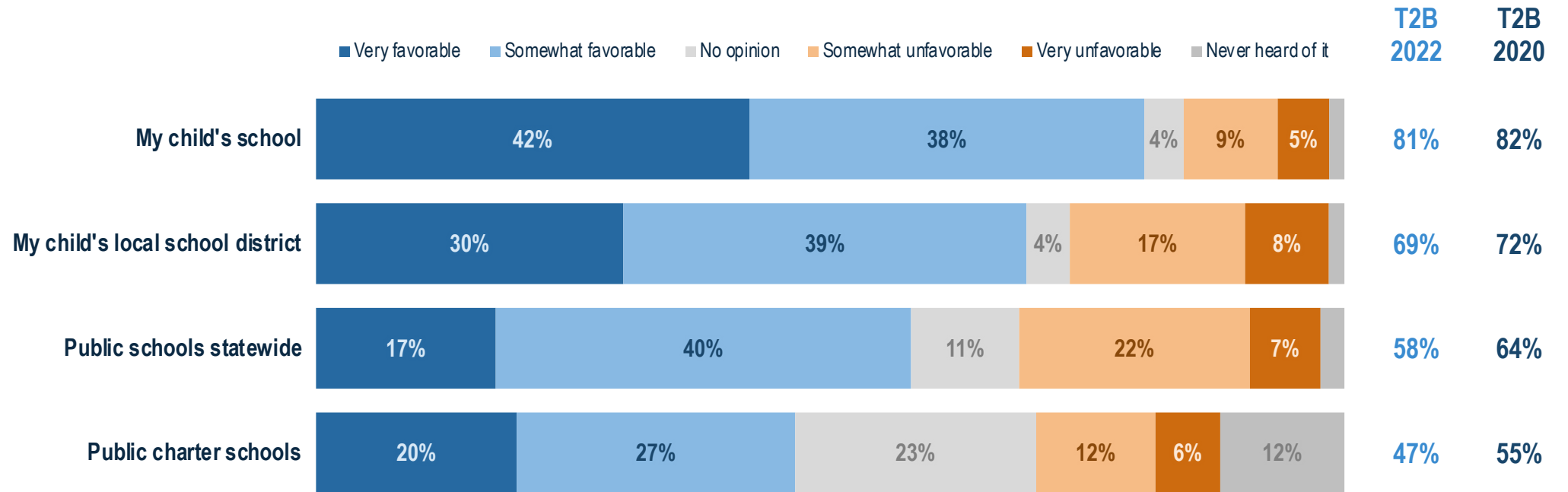


T2B = the sum of the two most positive options
B2B = the sum of the two most negative options

	TOTAL	GENDER		AGE			REGION					RACE		
	TOTAL	M	F	<35	35-49	50+	Memphis	Nashville	Chatt'ga	Knoxville	Bristol	White	Black	Other
NUMBER OF RESPONDENTS	402	199	203	147	219	36	72	167	55	76	32	304	67	31
IMPORTANT (T2B)	87%	84%	90%	88%	85%	93%	91%	84%	91%	88%	81%	87%	84%	88%
UNIMPORTANT (B2B)	8%	10%	6%	6%	10%	2%	6%	10%	7%	7%	5%	7%	12%	5%

Favorability of schools is decreasing

- Like in 2020, favorability decreased the further removed from the item the respondent was (i.e., they view their child’s specific school more favorably than the school district and public schools overall).
- While the views of “my child’s school” and “my child’s school district” have remained fairly even, the views of “public schools statewide” and “public charter schools” have decreased in the past 14 months.
- Memphis has the most popular school districts.

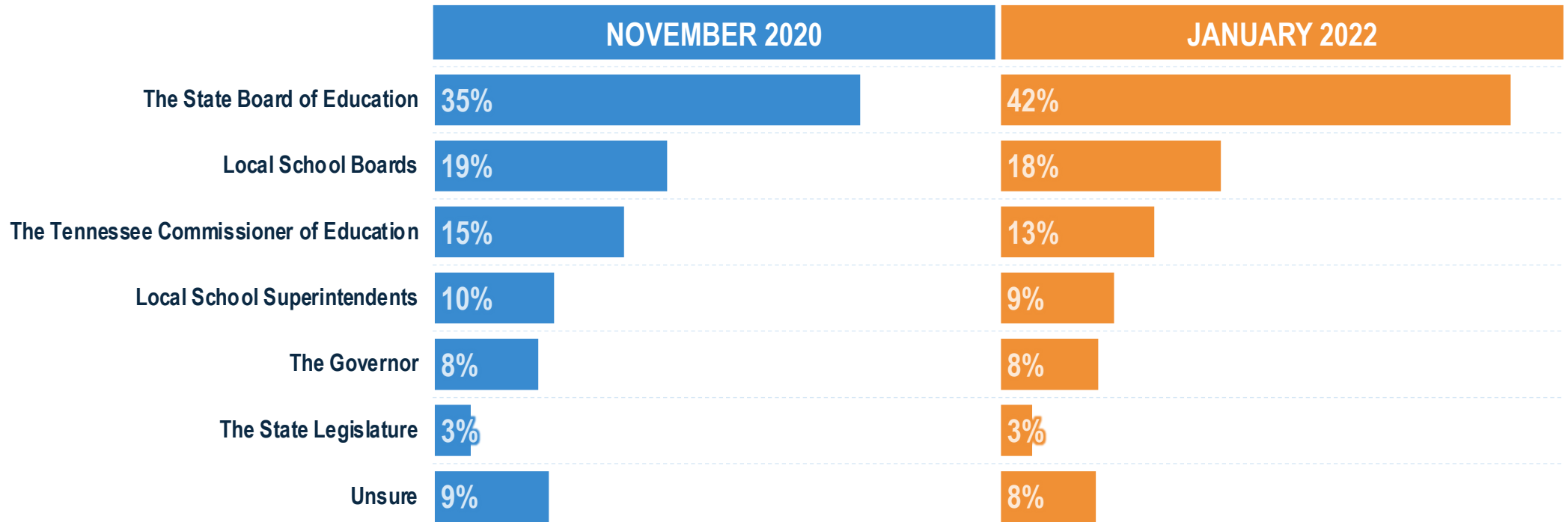


T2B = the sum of the two most positive options

FAVORABLE (T2B)	TOTAL	GENDER		AGE			REGION					RACE		
JANUARY 2022	TOTAL	M	F	<35	35-49	50+	Memphis	Nashville	Chatt'ga	Knoxville	Bristol	White	Black	Other
NUMBER OF RESPONDENTS	402	199	203	147	219	36	72	167	55	76	32	304	67	31
My child's school	81%	81%	80%	80%	81%	80%	86%	78%	89%	77%	75%	81%	80%	79%
My child's local school district	69%	68%	70%	72%	68%	67%	81%	69%	67%	67%	54%	68%	76%	67%
Public schools statewide	58%	58%	57%	67%	55%	44%	62%	54%	58%	64%	53%	56%	67%	56%
Public charter schools	47%	46%	48%	48%	44%	53%	41%	52%	47%	44%	39%	44%	60%	44%

A plurality of parents hold the state school board most responsible for the quality of public schools

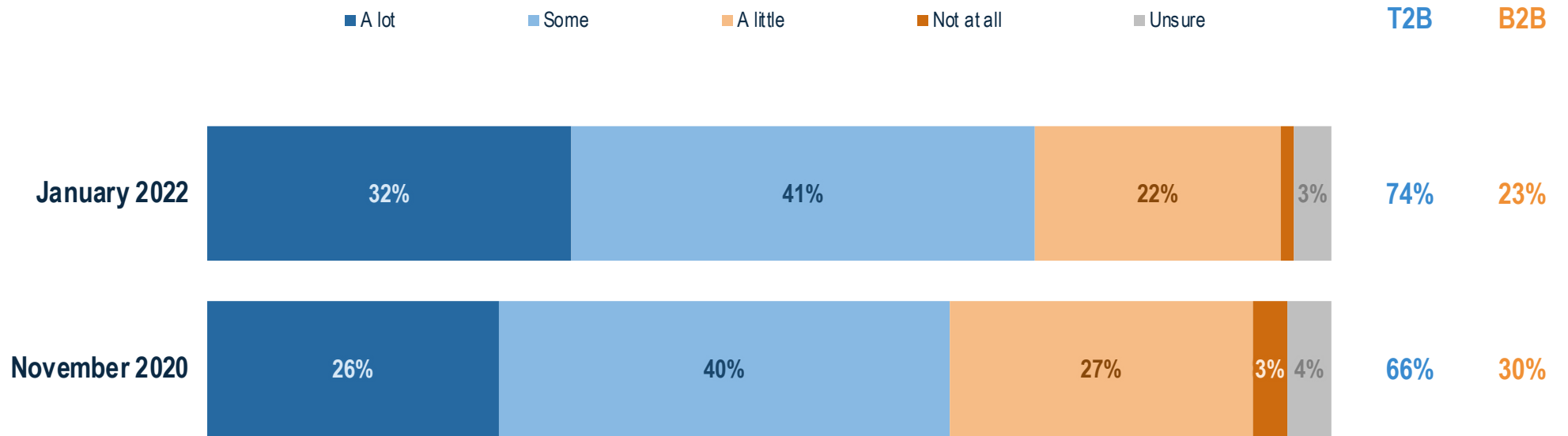
- The State Board of Education is viewed as being even more responsible for the quality of education than it was in 2020.
- The remaining options are viewed nearly the same as they were in 2020.
- Respondents age 50+, high-income earners, and Republicans are more likely than their counterparts to hold school superintendents responsible.



JANUARY 2022	TOTAL	GENDER		AGE			REGION					RACE		
Top 3 in detail	TOTAL	M	F	<35	35-49	50+	Memphis	Nashville	Chatt'ga	Knoxville	Bristol	White	Black	Other
NUMBER OF RESPONDENTS	402	199	203	147	219	36	72	167	55	76	32	304	67	31
The State Board of Education	42%	42%	41%	43%	43%	32%	41%	41%	44%	45%	38%	41%	47%	39%
Local School Boards	18%	20%	16%	17%	17%	27%	15%	21%	15%	16%	20%	20%	15%	5%
The Tennessee Commissioner of Education	13%	13%	12%	13%	12%	13%	17%	13%	10%	12%	6%	10%	17%	25%

The belief that change in public schools is necessary has increased

- Not only has the belief that change is needed increased, but most of that increase is in the “a lot [of change is needed]” category.
- Women, people in Bristol, and African-Americans are especially likely to think a lot of change is needed.

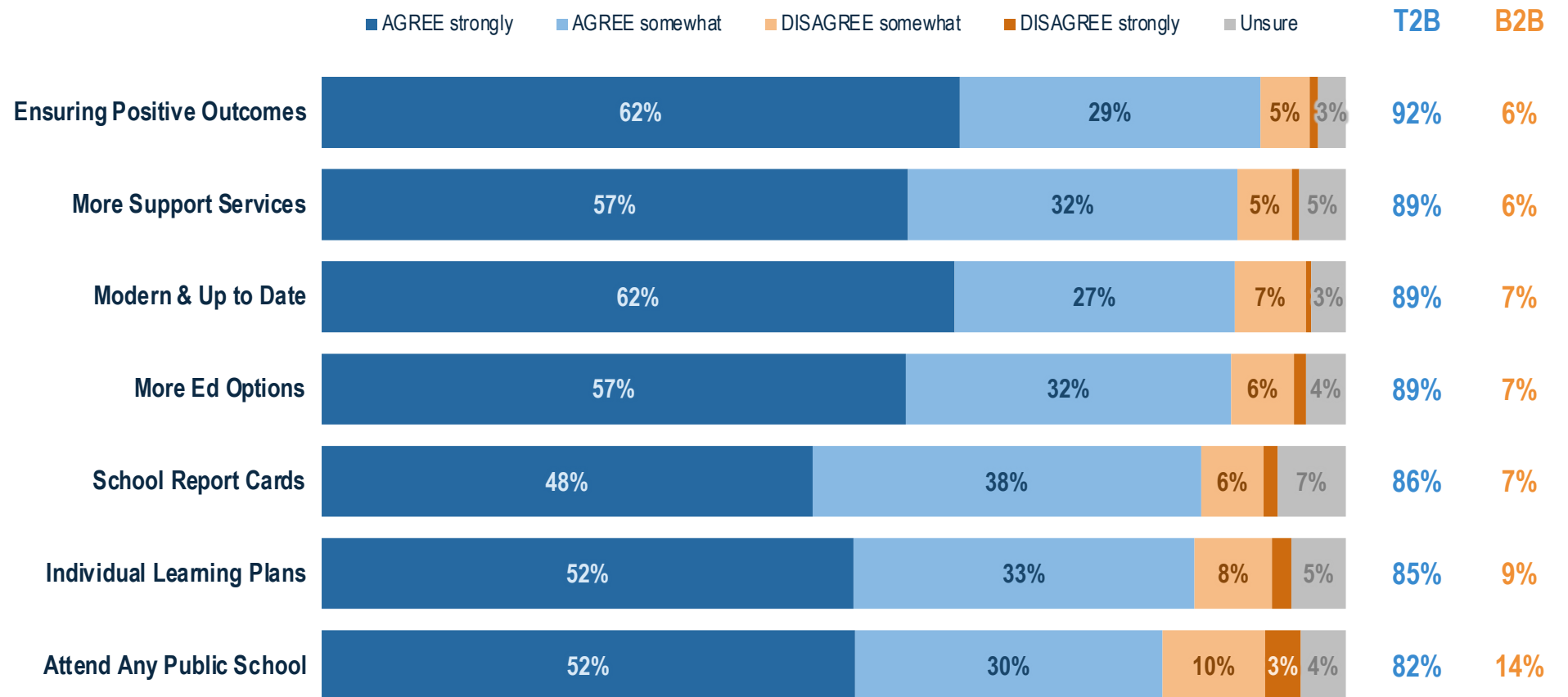


T2B = the sum of the two most positive options
 B2B = the sum of the two most negative options

JANUARY 2022	TOTAL	GENDER		AGE			REGION					RACE		
	TOTAL	M	F	<35	35-49	50+	Memphis	Nashville	Chatt'ga	Knoxville	Bristol	White	Black	Other
NUMBER OF RESPONDENTS	402	199	203	147	219	36	72	167	55	76	32	304	67	31
A lot	32%	26%	38%	30%	34%	30%	34%	29%	34%	35%	39%	31%	42%	28%
Some	41%	44%	38%	41%	40%	51%	41%	45%	43%	38%	28%	43%	33%	46%
A little	22%	25%	19%	22%	23%	15%	19%	21%	23%	25%	25%	23%	19%	14%
Not at all	1%	1%	1%	2%	1%	0%	2%	1%	0%	2%	0%	1%	1%	0%
Unsure	3%	3%	4%	5%	2%	4%	5%	4%	0%	0%	8%	2%	6%	12%

There are four clear messaging winners: ensuring positive outcomes, more support services, modern and up to date, and more education options

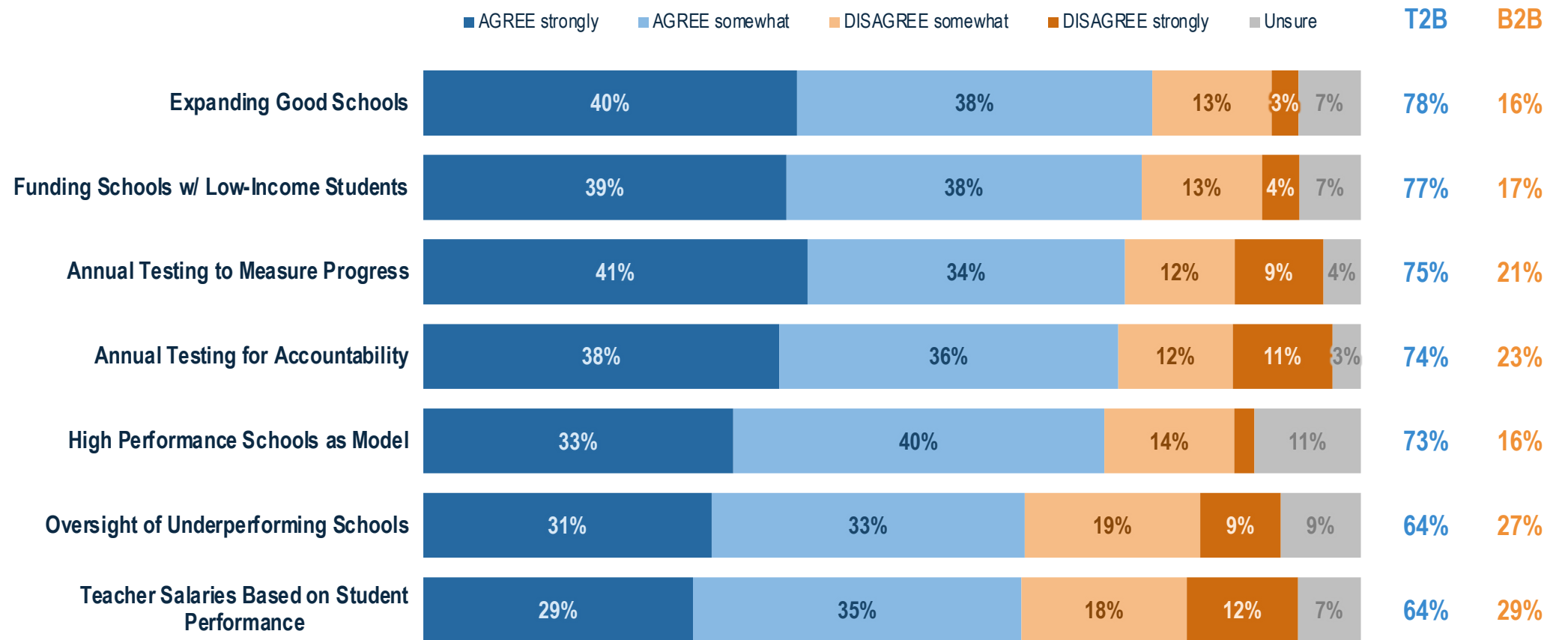
- “Ensuring positive outcomes” is most impactful with respondents age 50+, white respondents, high-income earners, Republicans, and in Knoxville.
- “More support services” is most impactful with women, respondents age 50+, African-Americans, liberals, and in Memphis.
- “Modern and up to date” is most impactful with respondents age 50+, liberals, and in Knoxville.
- “More education options” is most impactful with women, low-income earners, Republicans, Independents, and in Knoxville.



T2B = the sum of the two most positive options
 B2B = the sum of the two most negative options

All of the messages about educational improvements are incredibly well received

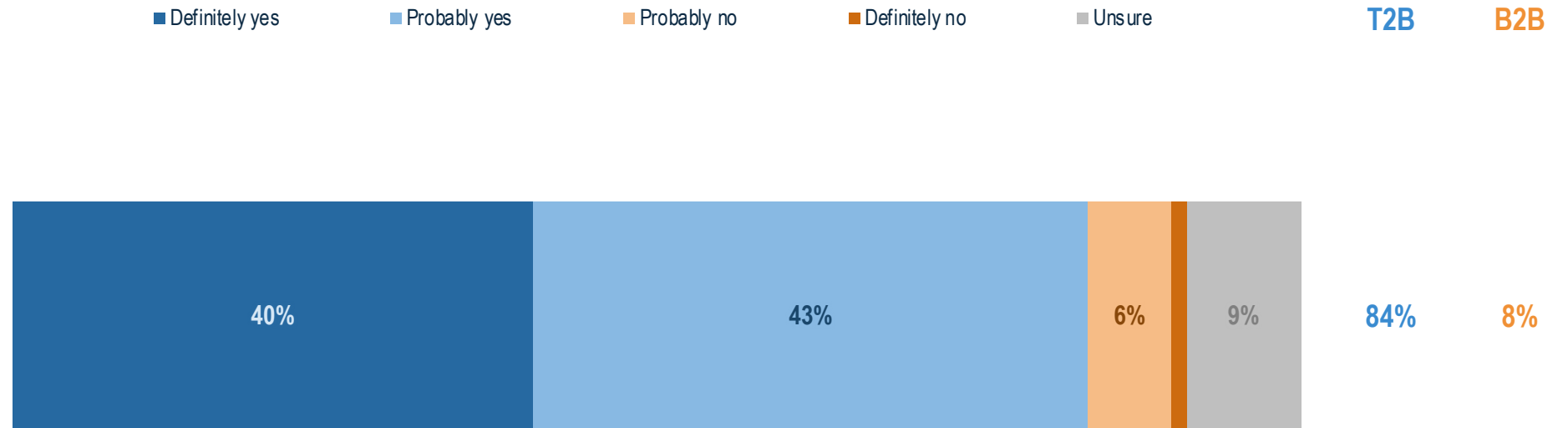
“Oversight of underperforming schools” and “teacher salaries based on performance” are the least popular messages, though they’re still supported by nearly 2/3 of parents.



T2B = the sum of the two most positive options
 B2B = the sum of the two most negative options

Schools should change the funding formula so it's more student-focused and individualized

A whopping 84% of respondents believe schools should change the funding formula so it's more student focused. This belief is strongest among women, respondents aged 35-49, high-income earners, Democrats, liberals, and in Nashville.

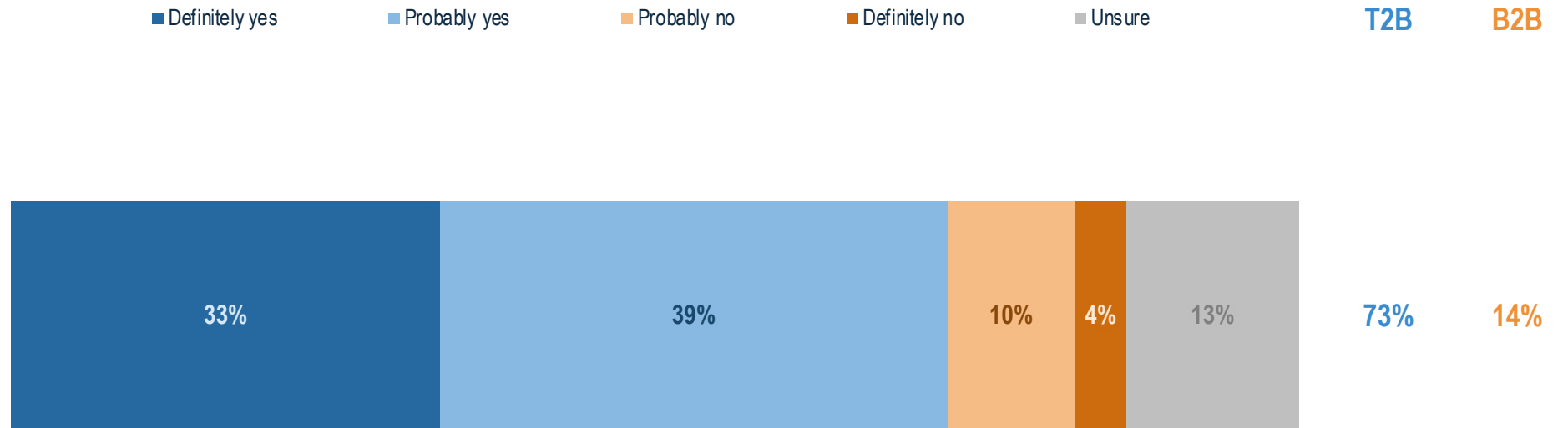


T2B = the sum of the two most positive options
 B2B = the sum of the two most negative options

	TOTAL	GENDER		AGE			REGION					RACE		
	TOTAL	M	F	<35	35-49	50+	Memphis	Nashville	Chatt'ga	Knoxville	Bristol	White	Black	Other
NUMBER OF RESPONDENTS	402	199	203	147	219	36	72	167	55	76	32	304	67	31
YES (T2B)	84%	80%	87%	78%	87%	81%	82%	86%	81%	84%	81%	85%	84%	71%
NO (B2B)	8%	9%	6%	9%	6%	10%	7%	7%	11%	8%	9%	7%	7%	17%

Nearly 3/4 of respondents believe charter schools should have access to vacant buildings

This belief is strongest among respondents age 35+, white respondents, middle-income earners, and Democrats.

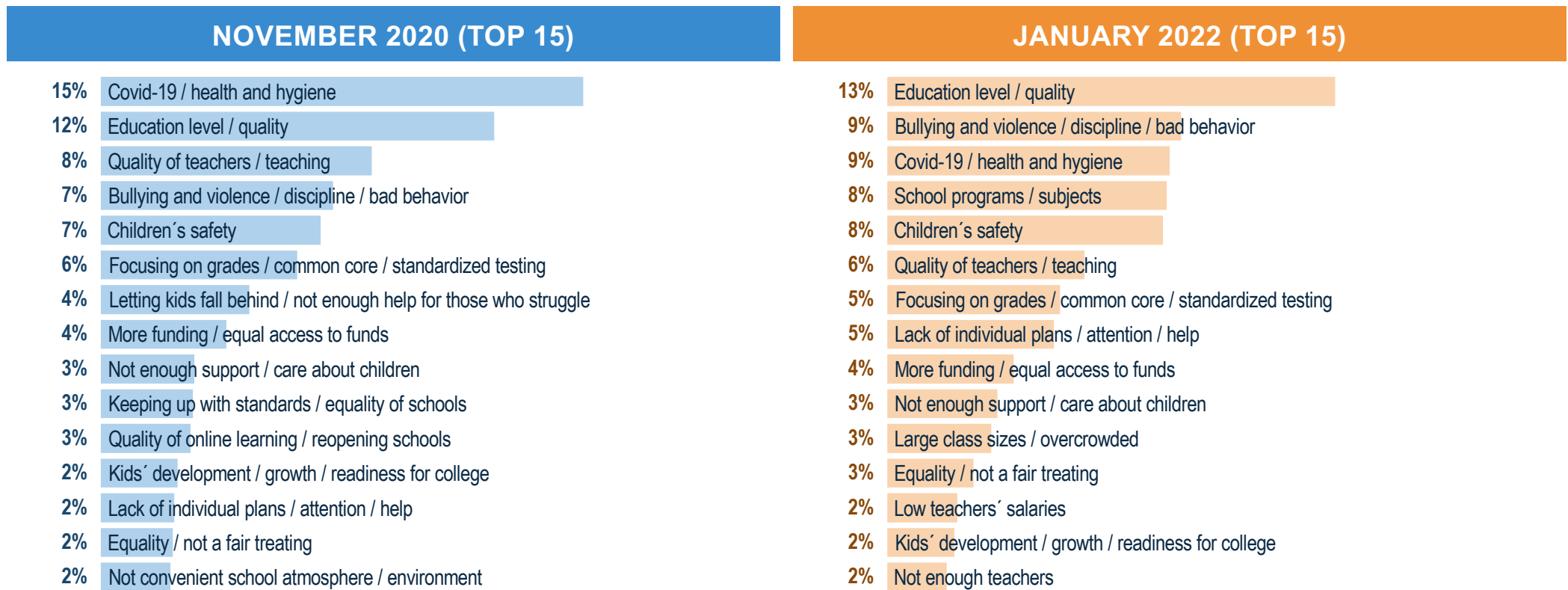


T2B = the sum of the two most positive options
B2B = the sum of the two most negative options

	TOTAL	GENDER		AGE			REGION					RACE		
	TOTAL	M	F	<35	35-49	50+	Memphis	Nashville	Chatt'ga	Knoxville	Bristol	White	Black	Other
NUMBER OF RESPONDENTS	402	199	203	147	219	36	72	167	55	76	32	304	67	31
YES (T2B)	73%	74%	72%	62%	79%	78%	63%	71%	78%	81%	79%	75%	64%	67%
NO (B2B)	14%	15%	12%	20%	11%	7%	22%	15%	14%	5%	11%	12%	24%	7%

Quality of education is always a top priority

In 2020, there were two top issues: COVID-19/health/hygiene and education level/quality. This year there's one top issue, education level/quality, followed by many issues that are statistically tied. Clearly, even with all of the unique problems the pandemic has created the quality of a child's education is always top of mind for parents.

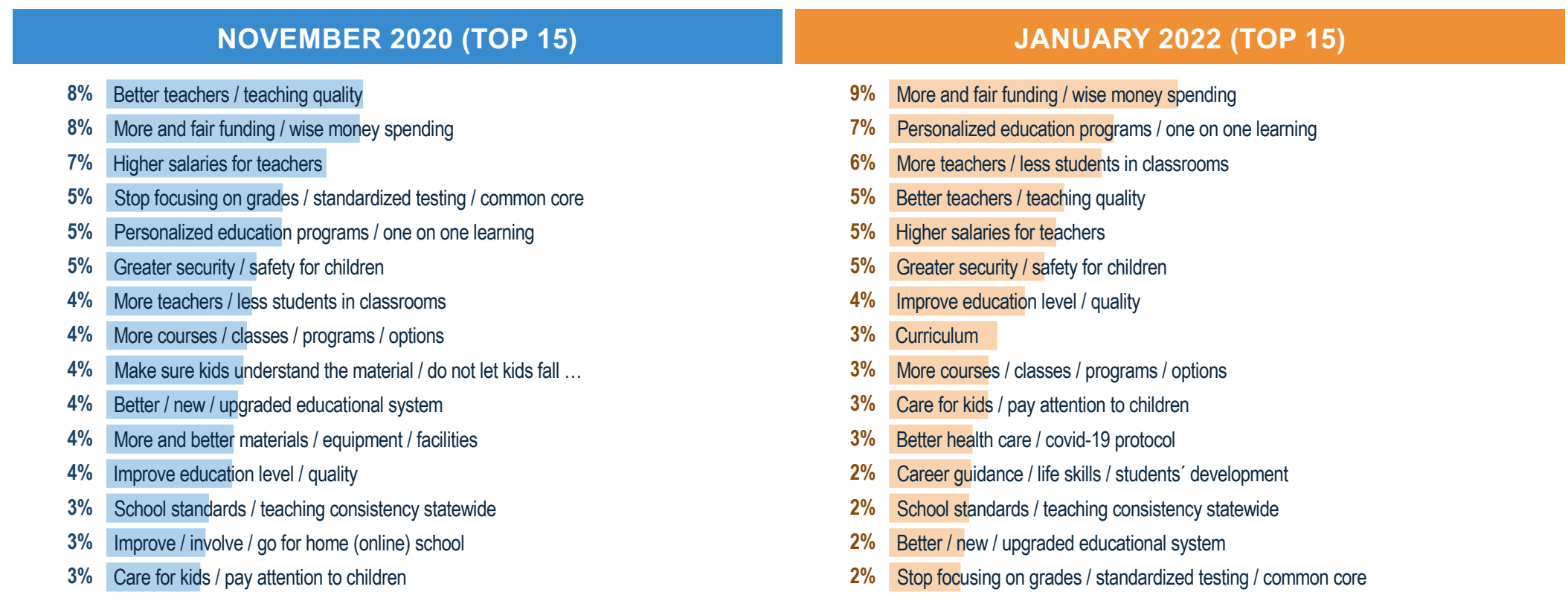


JANUARY 2022	TOTAL	GENDER		AGE			REGION					RACE		
Top 3 in detail	TOTAL	M	F	<35	35-49	50+	Memphis	Nashville	Chatt'ga	Knoxville	Bristol	White	Black	Other
NUMBER OF RESPONDENTS	402	199	203	147	219	36	72	167	55	76	32	304	67	31
Education level / quality	13%	11%	16%	16%	13%	8%	13%	11%	17%	16%	17%	12%	19%	11%
Bullying and violence / discipline / bad ...	9%	8%	9%	10%	8%	8%	6%	13%	4%	7%	7%	9%	5%	12%
Covid-19 / health and hygiene	9%	9%	8%	9%	7%	13%	9%	11%	10%	4%	4%	7%	8%	20%

Q: Topissue: What is your top concern about public schools in Tennessee?

COVID-19 changes are not among the top changes parents would like to see

More/fair funding, personalized education, and more/better teachers are consistent issues. This further proves that the COVID-19 pandemic itself is not a top issue. In fact, only 3% of respondents mentioned better health care/COVID-19 protocols.

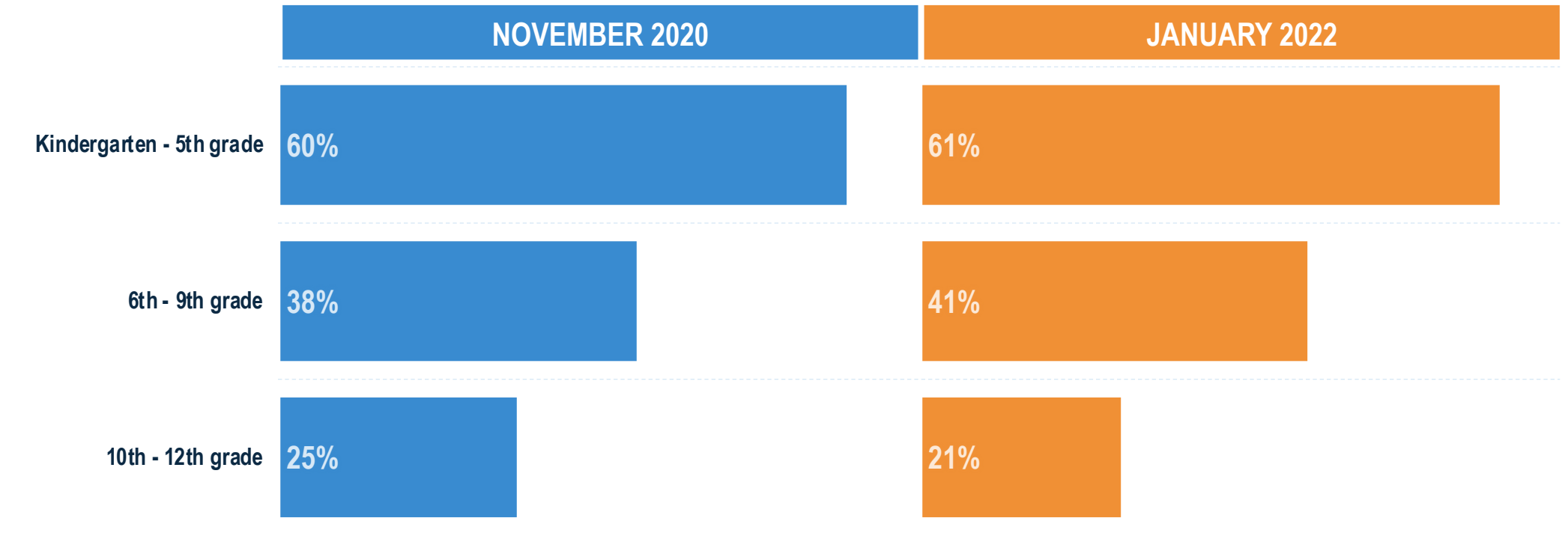


JANUARY 2022	TOTAL	GENDER		AGE			REGION					RACE		
Top 3 in detail	TOTAL	M	F	<35	35-49	50+	Memphis	Nashville	Chatt'ga	Knoxville	Bristol	White	Black	Other
NUMBER OF RESPONDENTS	402	199	203	147	219	36	72	167	55	76	32	304	67	31
More and fair funding / wise money spending	9%	8%	10%	10%	8%	8%	7%	9%	5%	14%	6%	9%	9%	5%
Personalized education programs / one on ...	7%	6%	8%	8%	6%	5%	3%	6%	5%	13%	13%	8%	4%	2%
More teachers / less students in classrooms	6%	6%	7%	4%	8%	7%	4%	5%	12%	9%	4%	8%	0%	7%

Q: Greatest Improvement: In a few of your own words, what do you think would be the greatest improvement to public schools in Tennessee?

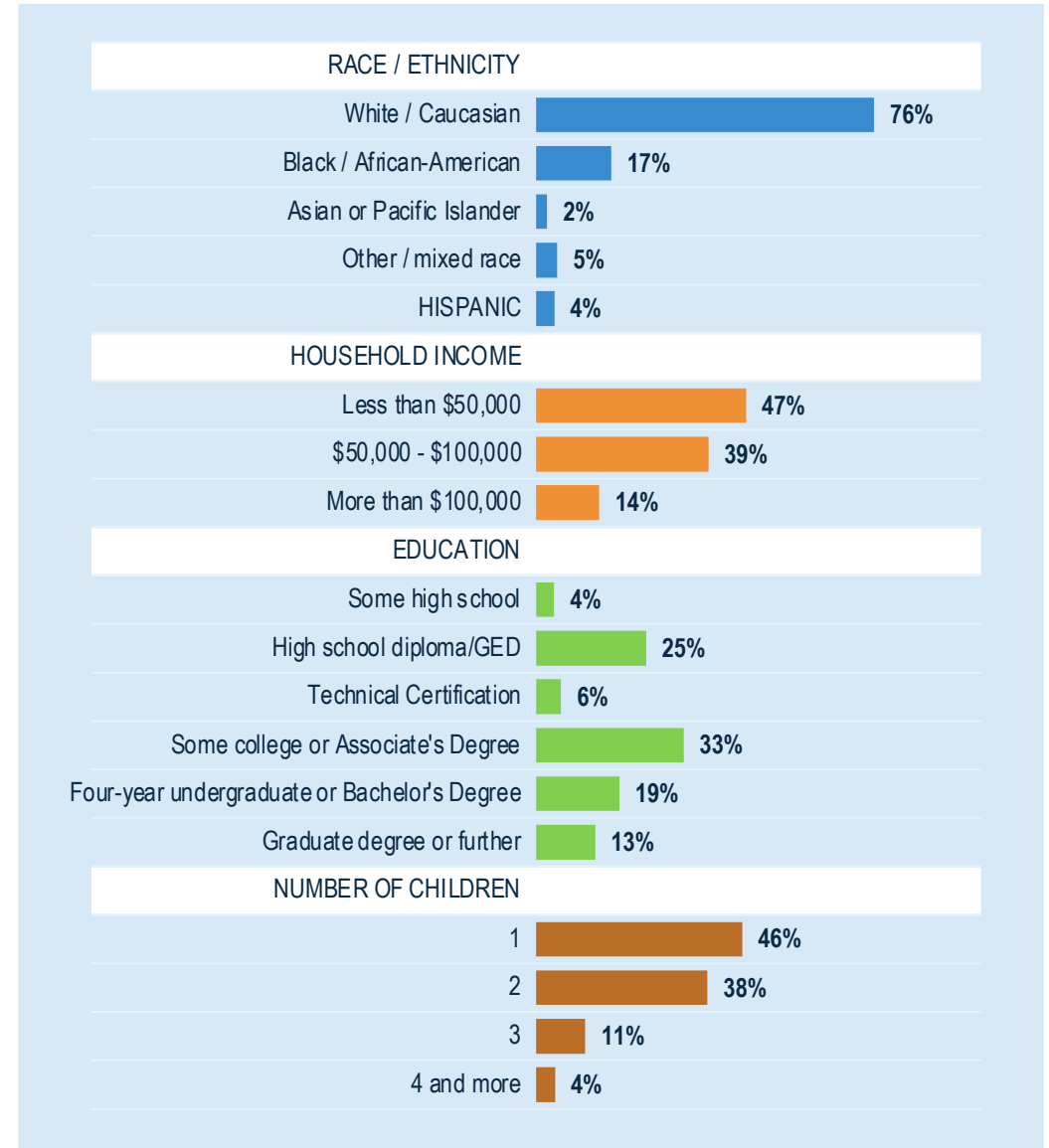
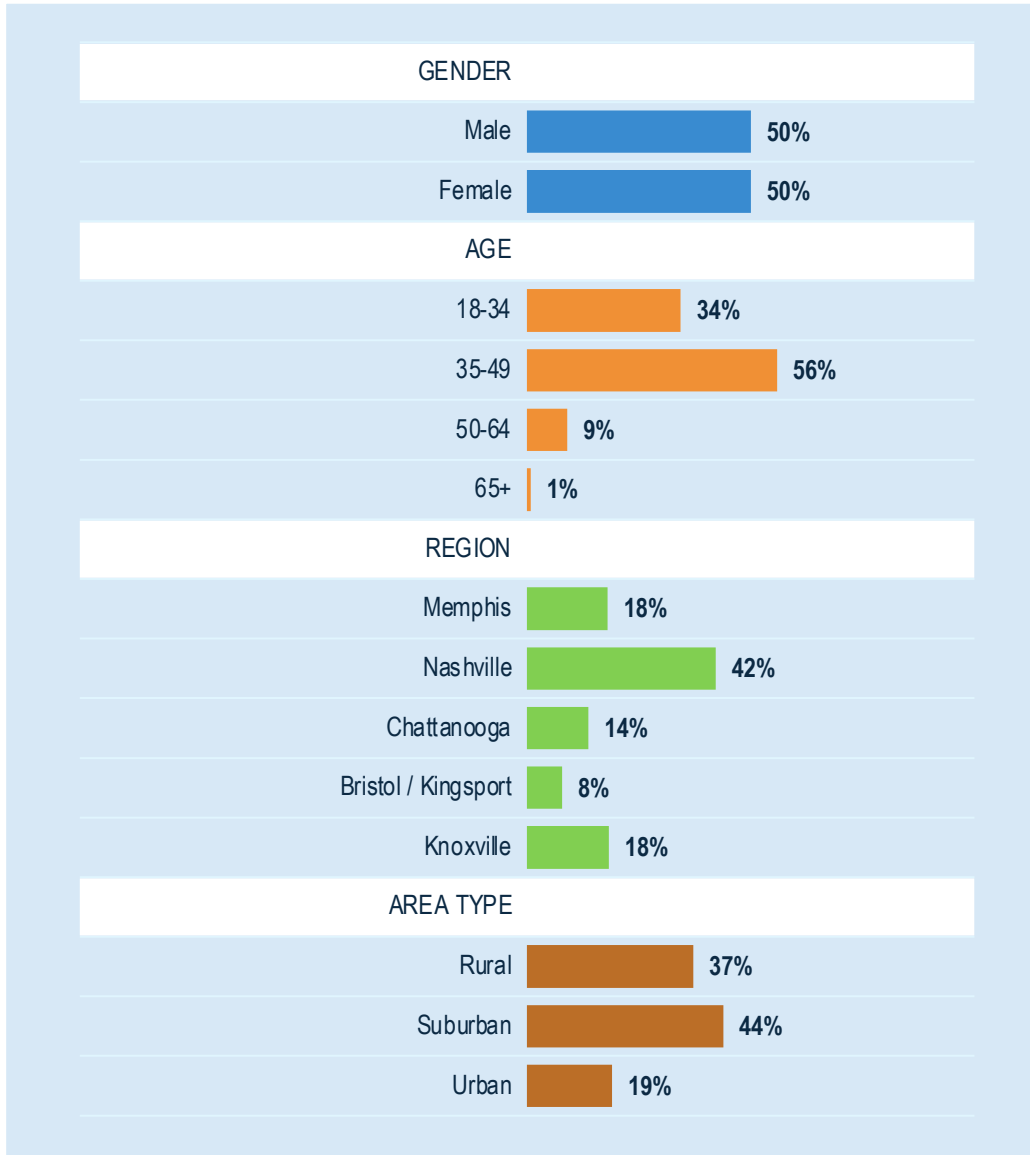
Grade Level of the Children of Respondents

Like in 2020, the largest category of participants was parents of children in Kindergarten through 5th grade and the smallest was parents of children in 10th – 12th grade.

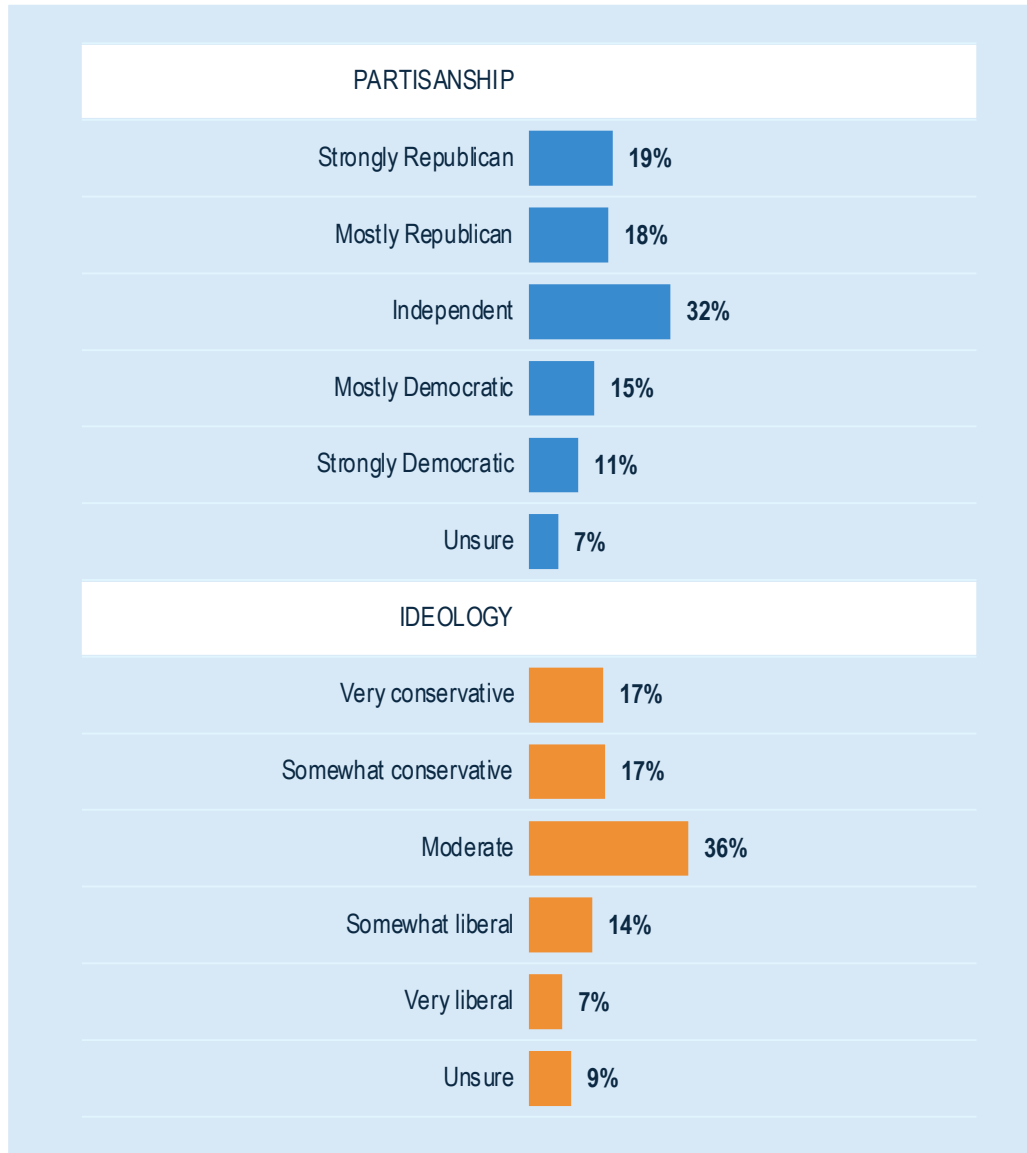


JANUARY 2022	TOTAL	GENDER		AGE			REGION					RACE		
	TOTAL	M	F	<35	35-49	50+	Memphis	Nashville	Chatt'ga	Knoxville	Bristol	White	Black	Other
NUMBER OF RESPONDENTS	402	199	203	147	219	36	72	167	55	76	32	304	67	31
Kindergarten - 5th grade	61%	56%	66%	79%	58%	18%	61%	58%	70%	61%	64%	59%	64%	72%
6th - 9th grade	41%	42%	39%	29%	47%	45%	46%	42%	44%	29%	43%	41%	44%	33%
10th - 12th grade	21%	22%	20%	7%	25%	48%	19%	19%	20%	32%	13%	22%	21%	7%

Sample structure



Sample structure



JANUARY 14, 2022



CYGNAL

Survey of Parents & Guardians Tennessee Statewide

January 7 – 11, 2022 | n=402 | $\pm 4.89\%$

powered by

 **response:AI**