



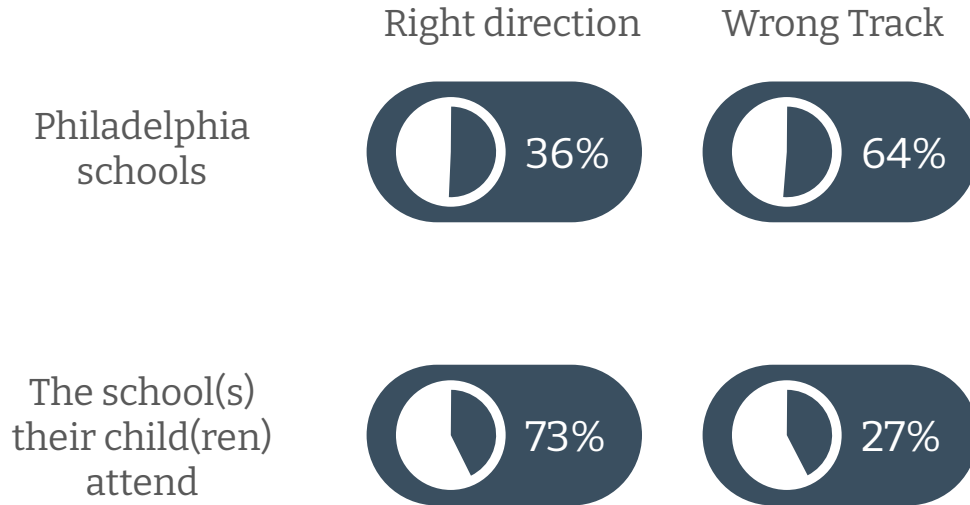
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**Elevate 215 | Poll Results | September 2022**

# Methodology

- Survey conducted September 22 - October 5, 2022.
- 404 surveys completed by **parents** living in Philadelphia, PA.
- Modeled margin of error: +/- 5.1%.
- Survey fielded online using a combination of
  - Targeted advertisements on Facebook and Instagram
  - Text messages sent, via the Switchboard platform, to cell phone numbers listed on the voter file for individuals who qualified for the survey's sample universe, based on their voter file data.
  - the Lucid sample aggregator, which recruits respondents from dozens of different online panels. All members of these panels are admitted to our survey based on qualification in a pre-screening survey administered by Lucid.
- Data weighted to accurately depict the gender and race/ethnicity of adults in Philadelphia, PA.

# In general, parents feel that Philadelphia schools are on the wrong track (64%)



- This is especially true among parents with children attending parochial or faith-based schools; 83% feel that Philadelphia schools are on the wrong track.
- More parents report that the **schools their children currently attend** are headed in the right direction (73%), especially parents with children enrolled in private schools (81%).

*Q: In general, how would you say schools in Philadelphia are doing? Are they going in the right direction or are they off on the wrong track?*

*Q: More specifically, how would you say the school(s) your child(ren) currently attends are doing? Are they going in the right direction or are they off on the wrong track?*

# Thoughts on where schools are headed vary by school type, parents' education, and income

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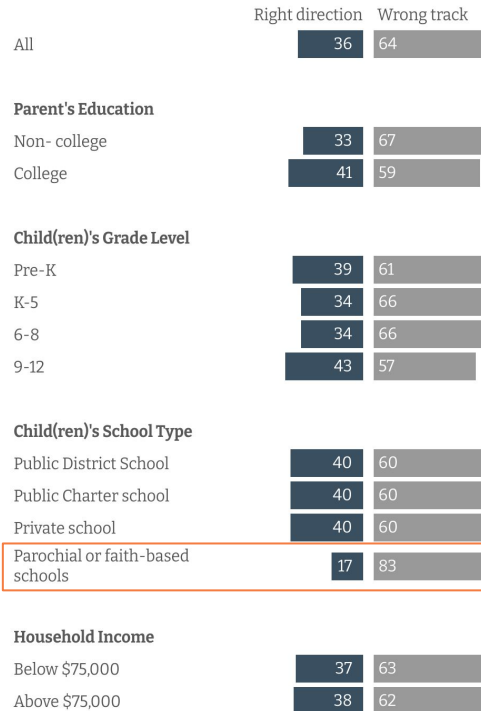
- This is especially true among parents with children attending parochial or faith-based schools; 83% feel that Philadelphia schools are on the wrong track.
- Opinions among parents of high school children are closer to middling.

Non-college educated parents are more likely to report that the school(s) their child(ren) attend are headed in the right direction (80%).

- Likewise with parents reporting a household income of over \$75,000 (79%).
- Fewer parents with children attending public district schools report that their child(ren)'s school is headed in the right direction (63%)

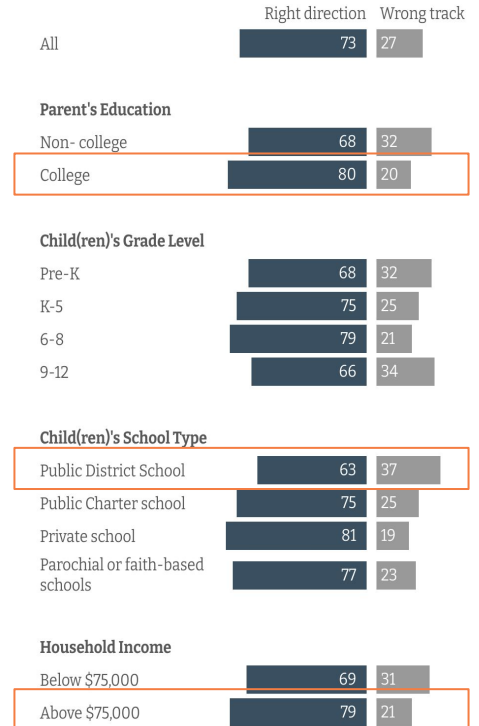
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In general, how would you say schools in Philadelphia are doing? Are they going in the right direction or are they off on the wrong track?



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More specifically, how would you say the school(s) your child(ren) currently attends are doing? Are they going in the right direction or are they off on the wrong track?

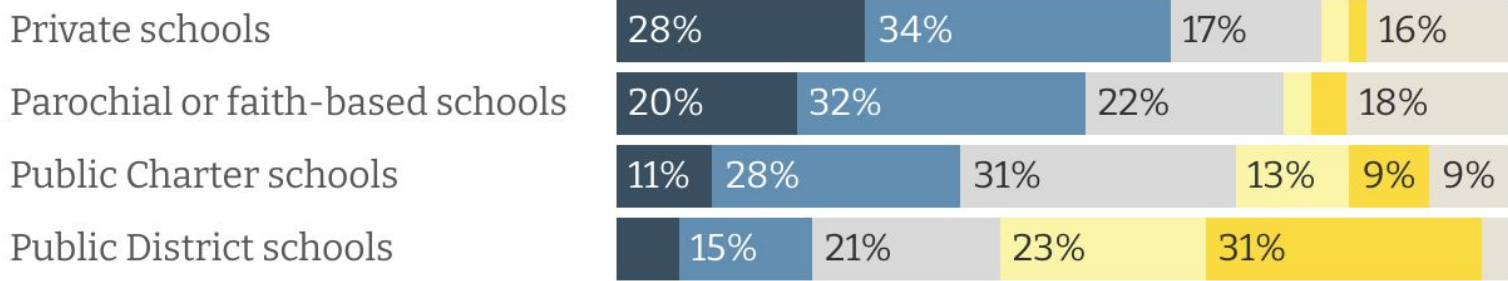


# Private and parochial or faith-based schools are top-rated among Philadelphia parents

- Feelings towards charter schools are mildly positive or neutral.
- Public district schools are rated most poorly; 31% of parents rate them as “very poor”.

## How would you rate the following kinds of schools in Philadelphia? **EMBOLD** research

● Excellent ● Good ● Acceptable ● Poor ● Very poor ● Not sure

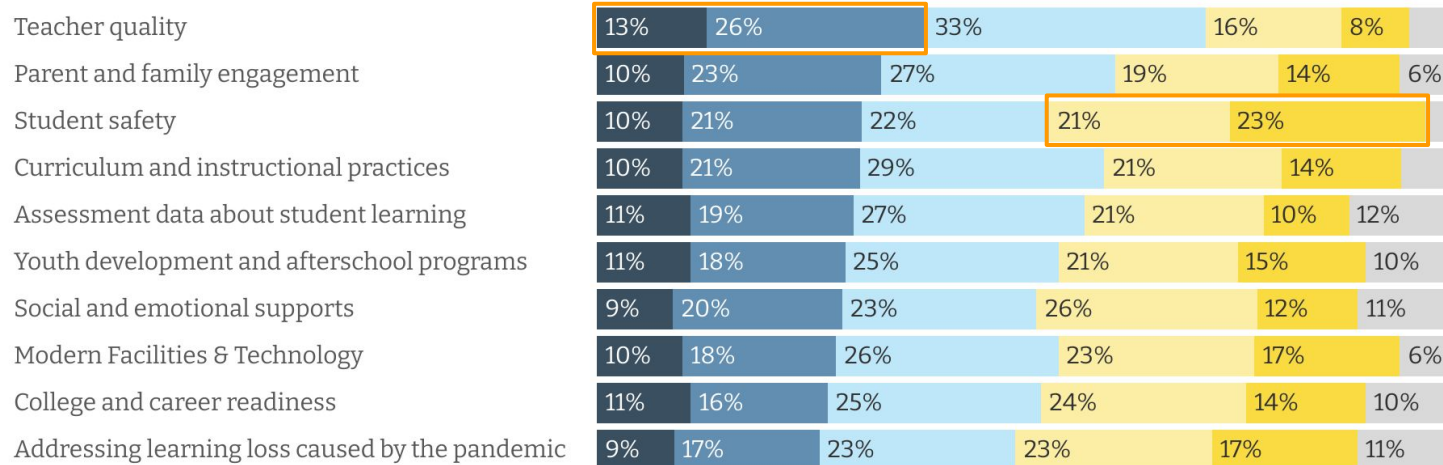


# Teacher quality is viewed as the most positive part of Philadelphia schools, while student safety is the most negative.

- Parents have middling assessments of most attributes - they tend to believe performance is just "good" "acceptable" or "poor", and few would qualify school performance as excellent on any metric.

## How would you rate Philadelphia schools on each of the following attributes? EMBOLDresearch

● Excellent ● Good ● Acceptable ● Poor ● Very poor ● Not sure



# For teacher quality and safety, opinions among K-12 parents tend to be quite similar

- However, parents with children in private schools tend to have more positive views, while those with children attending parochial/faith based schools have the most negative assessments on both attributes.

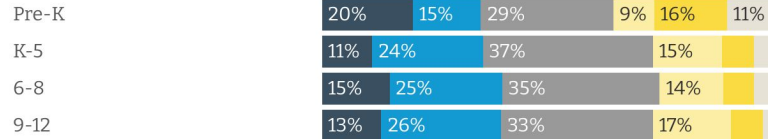
## How would you rate Philadelphia schools on each of the following attributes? – Teacher Quality

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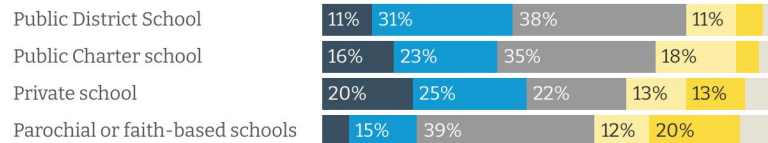
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### Child(ren)'s Grade Level



### Child(ren)'s School Type



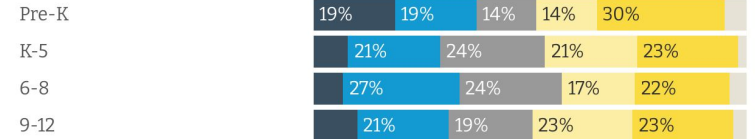
## How would you rate Philadelphia schools on each of the following attributes? – Safety

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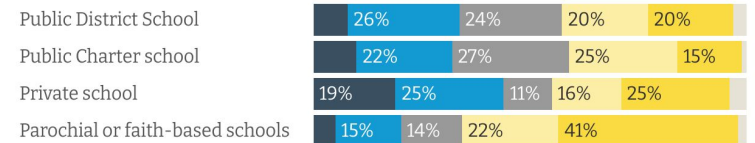
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### Child(ren)'s Grade Level



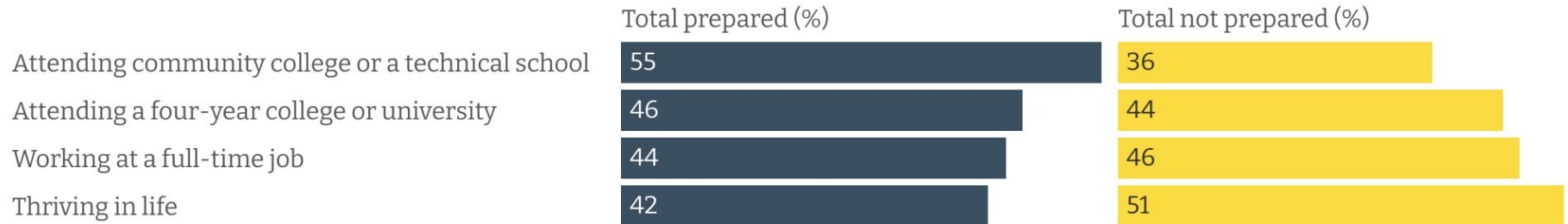
### Child(ren)'s School Type



# Parents have mixed views of how prepared Philadelphia high school graduates are for life beyond high school

- They are most likely to believe that high school graduates are prepared for attending community college or a technical school (55% prepared), and least likely to believe they are prepared for “thriving in life” (51% not prepared).
- Parents opinions are split on how prepared graduates are for attending a four-year college or university and working a full-time job.

## How prepared do you think Philadelphia high school graduates are for each of the following? **EMBOLD**research



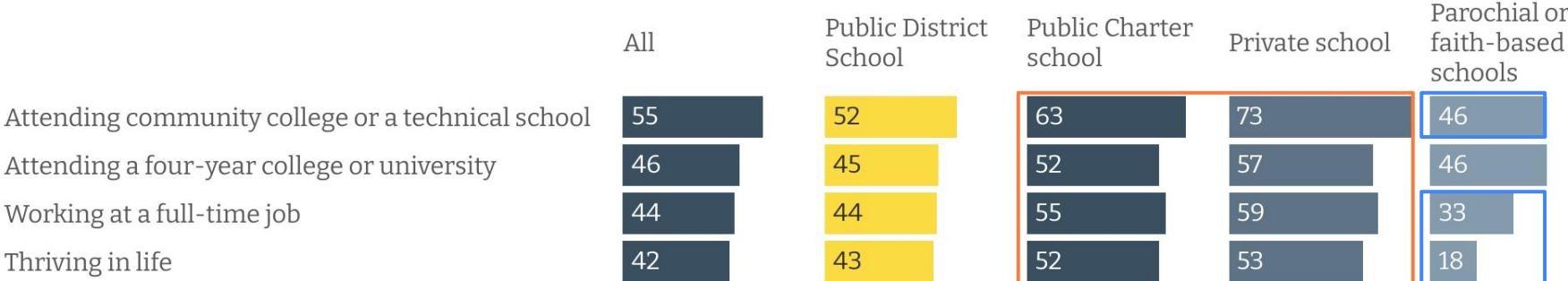


# These views vary based on their child(ren)'s school type

- Parents with children attending charter or private schools are likely to report that high school graduates are more prepared across the board.
- The opposite is true for parents with children attending parochial or faith based schools.

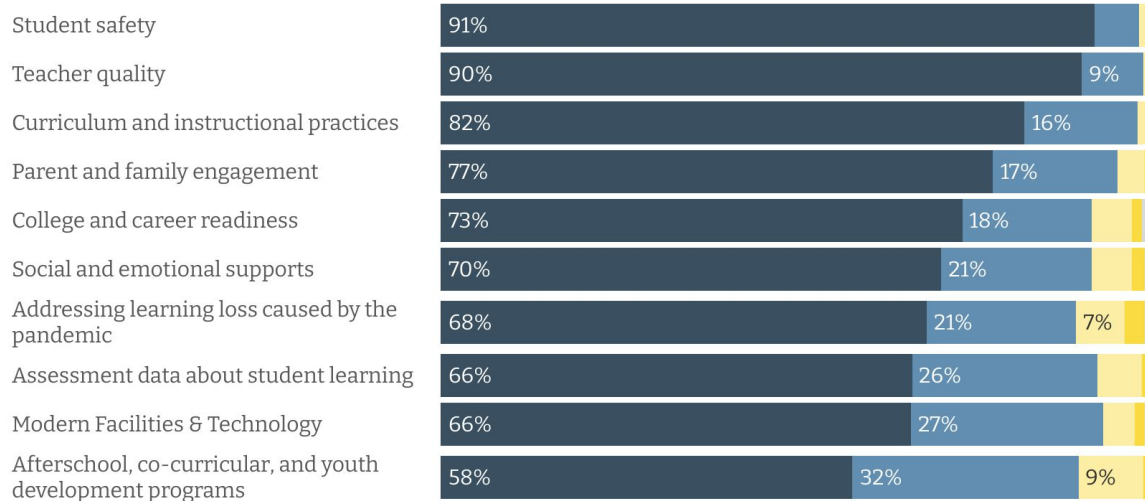
## How prepared do you think Philadelphia high school graduates are for each of the following? EMBOLD research

Total prepared (%)



# Parents primarily base their school choice on student safety, teacher quality, and curriculum

How important are each of the following priorities to you when considering the school(s) your child(ren) attends? **EMBOLD**research



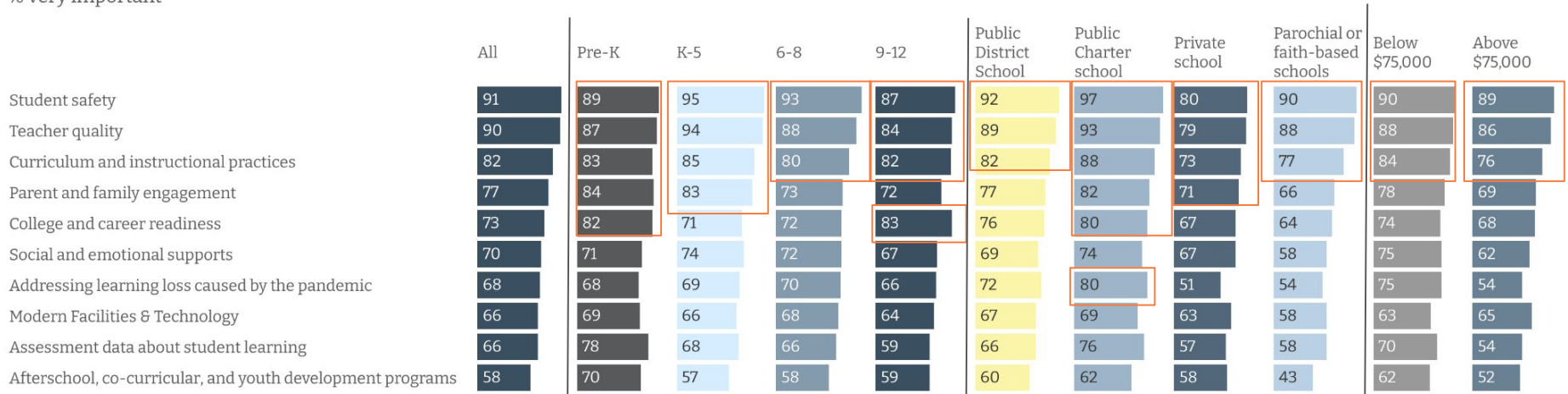
- Parents also prioritize parent engagement (77% very important), college and career readiness (73%), and social and emotional support (70%) when negotiating which schools are best for their child(ren).
  - Social and emotional support is even more important among parents with household incomes below \$75,000.
- Very few parents report that any of these priorities are not important to them.

# Student safety, teacher quality, and curriculum and instructional practices are top priorities across the board

- “College and career readiness” is a top priority for parents with children in high school.
- “Addressing learning loss from the pandemic” is very important for most parents with children attending public charter schools.

## How important are each of the following priorities to you when considering the school(s) your child(ren) attends? EMBOLD research

% very important

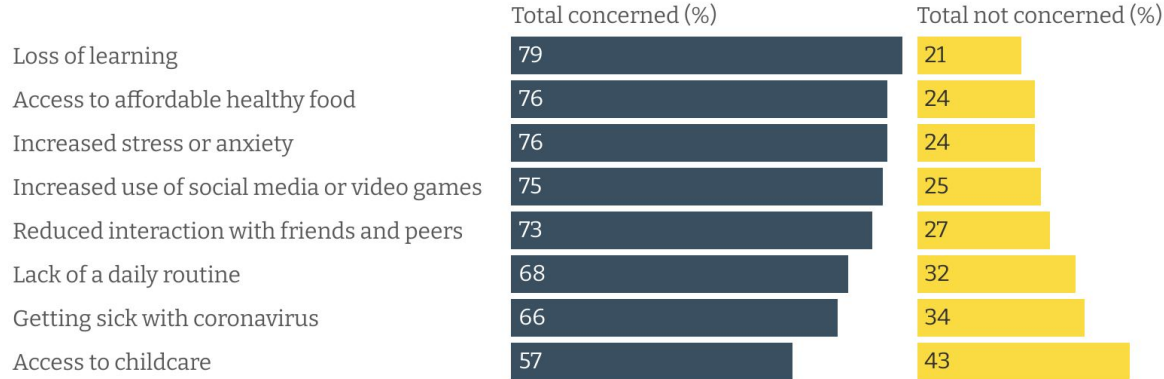


# Top post-pandemic concerns parents have for their child(ren) are learning loss, food insecurity, and mental and social well-being

- Roughly 76% of parents express concern about their child(ren)'s increased stress or anxiety levels, while a similar proportion is concerned about their child(ren)'s increased use of social media and video games (75%) and reduced interaction with friends and peers (73%).

**Now that we've made it through the worst of the pandemic, how concerned are you about each of the following for your children?**

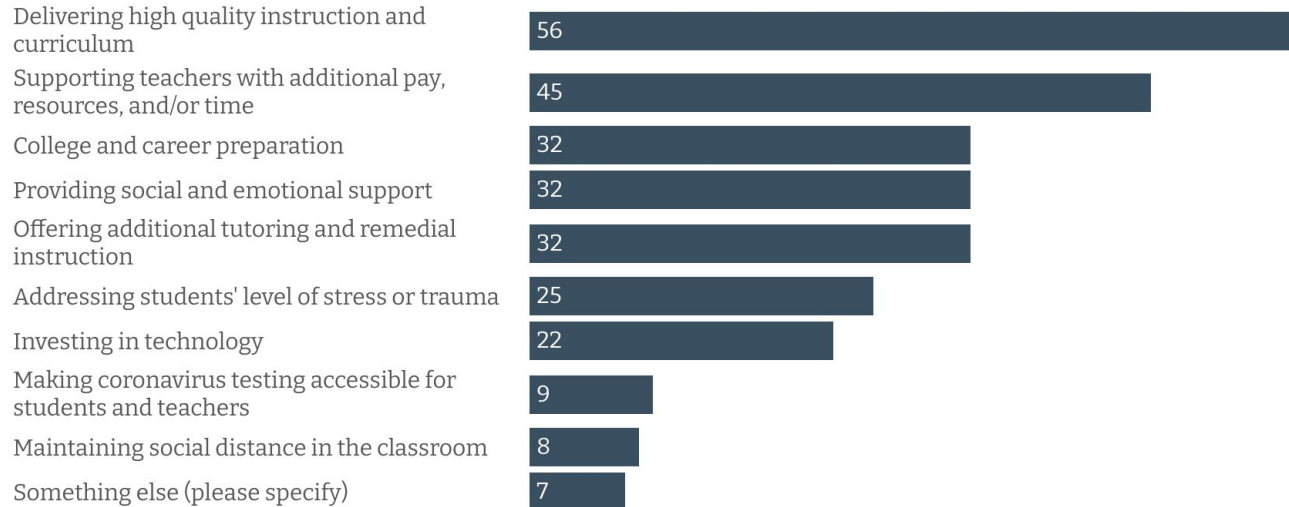
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# Parents feel that schools should prioritize delivering high-quality instruction and curriculum and supporting teachers in the new school year

Which of the following are the most important for schools to prioritize in the new school year? Please select up to three.

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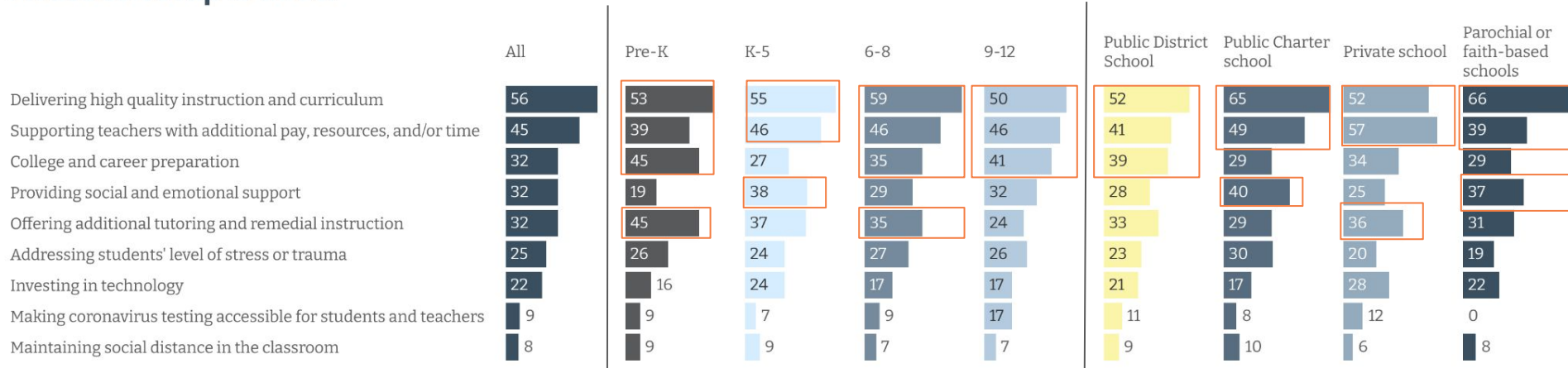
- High-quality instruction and curriculum is even more important among parents of color who are college educated (74%).
- College and career preparation, providing social and emotional support, and offering additional tutoring and remedial instruction were tied as the third most important areas that parents feel schools should prioritize in the upcoming school year (32%).

# Top three back to school priorities are similar across grade levels and school types

- “Providing social and emotional support” is the third most important priority among parents with children in grades k-5, along with parents whose children attend public charter or parochial/faith-based schools.
- “Supporting teachers with additional pay, resources, and/or time” is the top priority among parents with children attending private school.

**Which of the following are the most important for schools to prioritize in the new school year?  
Please select up to three.**

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# Just over nine in 10 parents see education as a key factor when deciding which candidate to support

In the upcoming mayoral election, a candidate's plan for improving the education system in the city is key to earning my support.

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● Strongly agree ● Somewhat agree ● Somewhat disagree ● Strongly disagree

All

59

32

4

5



# Nearly all parents want schools that create modern learning experiences for their children

**We need investments in and support for schools to create modern learning experiences that prepare students for the real world.**

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● Strongly agree ● Somewhat agree ● Somewhat disagree ● Strongly disagree

All

70

25

4





# Key Strategic Takeaways

**Delivering high-quality education should be a top priority.** Parents prioritize curriculum and instructional practices in their school selection process and believe that “delivering high quality instruction and curriculum” is the top priority that schools should focus on in the new school year.

**Prioritize safety.** Student safety emerges as a top concern and priority that parents feel Philadelphia schools should focus on, even in the open-ended responses. Many parents prioritize student safety when considering which school to enroll their children in. Initiatives that focus on enhancing safety in Philadelphia schools may help parents to feel more at ease.

**Support teachers.** Teacher quality is important to parents, and is the most highly regarded attribute of Philadelphia schools. Parents want schools to prioritize supporting teachers, whether through additional pay, resources, and/or time.