



PUBLIC POLL FINDINGS AND METHODOLOGY

Vast majority of parents stressed out about school

Around one in three plan to form a 'pod' or hire help

Topline Findings

Washington, DC, September 1, 2020 -- As an unprecedented school year begins across the country, a new Ipsos poll finds 73% of parents of a school-aged child feel stressed when thinking about their child's schooling this fall. A plurality of parents reports their child will be doing full-time virtual learning, and some are looking for ways to add structure, such as a homeschool 'pod' or hiring a nanny or tutor.

Detailed Findings

1. A majority of parents, regardless of whether their child is back to school in person or virtually, feel stressed when thinking about their child's schooling this fall.
 - Seventy-three percent report feeling either a great deal or a little bit of stress. Just 10% say they feel no stress at all.
 - This majority includes 78% of parents whose child is doing virtual learning full-time (44% of respondents) and 72% of parents whose child is in school full-time (23% of respondents).
2. Around one in three say it is likely they will form a 'pod' or hire a nanny or tutor for their child. Fathers are significantly more likely to say this than mothers.
 - Thirty-six percent say it is very or somewhat likely they will form a homeschool 'pod' – a group of kids that will learn together at home – and 31% say it is likely they will hire a tutor or nanny.
 - Significantly fewer women than men say they are likely to do either. For example, 51% of fathers say it is likely that they will form a pod, compared to 22% of mothers.

These are the findings of an Ipsos poll conducted between August 27-28, 2020. For this survey, a sample of 1,005 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.5 percentage points for all respondents.

For full results, please refer to the following annotated questionnaire:





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Full Annotated Questionnaire

1. Are you the parent of a child who will be attending elementary, middle, or high school in the fall?

	Total (N=1,005)
Yes	25%
No	75%

2. **[If parent of child who will be attending elementary, middle, or high school in fall]** In terms of schooling this fall, which of the following are you doing or planning to do? If you have multiple children and are handling them differently, please answer for your youngest, school-aged child.

	Total (N=251)
Keeping your child home full time for virtual classes/learning from their school	44%
Sending your child to school full time	23%
Sending your child to school part time and having them do virtual classes part time	21%
Home schooling your child, not through your school	9%
Some other alternative	2%
I do not know yet what to do	2%

3. **[If parent of child who will be attending elementary, middle, or high school in fall]** When thinking about your child's schooling this fall, how much stress, if any, does it cause you personally?

	Total (N=251)
A great deal of stress	38%
A little bit of stress	36%
Not very much stress	17%
No stress at all	10%
<i>A great deal/A little bit of stress (Net)</i>	<i>73%</i>
<i>Not very much/No stress at all (Net)</i>	<i>27%</i>

4. **[If parent of child who will be attending elementary, middle, or high school in fall]** When How likely are you to do the following?

Total Likely Summary

	Total (N=251)
Form a homeschool 'pod,' that is, a group of kids that will learn together at home	36%
Hire a nanny or tutor for your child	31%





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- a. Hire a nanny or tutor for your child

	Total (N=251)
Very likely	11%
Somewhat likely	21%
Not very likely	22%
Not likely at all	46%
<i>Likely (Net)</i>	31%
<i>Not likely (Net)</i>	69%

- b. Form a homeschool 'pod,' that is, a group of kids that will learn together at home

	Total (N=251)
Very likely	14%
Somewhat likely	22%
Not very likely	28%
Not likely at all	36%
<i>Likely (Net)</i>	36%
<i>Not likely (Net)</i>	64%



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About the Study

These are some of the findings of an Ipsos poll conducted between August 27-28, 2020. For this survey, a sample of 1,005 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. To qualify for the full poll, the respondent had to be a parent of a school-aged child. This yielded a sample of 251 parents with a child who will be attending elementary, middle, or high school in the fall.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,005, DEFF=1.5, adjusted Confidence Interval=+/- 5.0 percentage points).

The full poll has a credibility interval of plus or minus 7.1 percentage points for parents with a child who will be attending elementary, middle, or high school in the fall.

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About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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