MORNING CONSULT®

AT&T – HOMEWORK GAP SURVEY

Survey Report

APRIL 2021

SPECS

SAMPLES

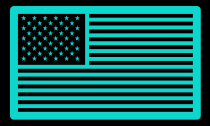
- This poll was fielded from April 2 to April 9, 2021 among a national sample of
  - 1000 Parents of school age children (ages 5 to 18),
  - 500 School Teachers / Administrators,
  - and 100 Nonprofit Professionals who work at nonprofit organizations that support students on digital literacy, education, and / or internet connectivity issues.

QUOTAS AND WEIGHTING

The interviews were conducted online. The Parent data were weighted to approximate a target sample of Parents based on gender, race, and ethnicity. The Teachers / Administrators and Nonprofit Professionals data were unweighted.

- Results from the Parent data have a margin of error of plus or minus 3 percentage points.
- The Teachers / Administrators data have a margin of error of plus or minus 4 percentage points.
- The Nonprofit Professionals data have a margin of error of plus or minus 10 percentage points.

MARKETS



US

KEY FINDINGS

1. The **homework gap is a major concern** to parents of school age children (76% concerned), schoolteachers / administrators (81%), and nonprofit professionals (92%) who work in the digital literacy and education space.
    - 70% of parents and teachers / administrators (as well as 77% of nonprofit professionals) report that **their children / students are impacted by the homework gap** in some fashion. The **most common means of coping** with the gap are using mobile phones to complete assignments (35% of parents report this) and going over to a friend or family member's house (17% of parents report this).
    - Thinking of **ways for overcoming the homework gap**, parents' top solution is more learning resources, while teachers / administrators and nonprofit professionals believe strategies involving tutors and mentors would be the most helpful.
    - Underscoring the importance of finding a way to bridge the homework gap, parents, teachers / administrators, and nonprofit professionals all believe that the traditional classroom learning environment **is going to rely more heavily on technology** once the pandemic is over (73%, 70%, and 66%, respectively).
2. In terms of **biggest fears for their students' education**, all three audiences share the same top concerns of their children missing out on learning opportunities, as well as social opportunities.
3. Regarding online learning, all three audiences report that the **biggest frustrations** for their children / students are not receiving enough help and online learning is boring.
4. Thinking about the online resources available to their students, majorities of parents (50%), teachers / administrators (55%), and nonprofit professionals (56%) **are at least somewhat overwhelmed** with the number of resources available. Additionally, substantial numbers of parents (48%), teachers / administrators (40%), and nonprofit professionals (48%) **are at least somewhat confused** about where to find online resources for their students.
5. The vast majority of parents, teachers / administrators, and nonprofits (79%, 80%, and 83%, respectively) believe learning tools **which include aspects of popular entertainment** such as superheroes, cartoon characters, and talent from popular movies and shows **would make their students more interested** in using those tools.
6. Nearly everyone in the three audience groups (95% for parents; 96% for teachers / administrators; and 95% for nonprofits) believes that **a single online portal** where their students could access high-quality educational content and learning resources **would be helpful**.
    - Additionally, assuming their students had access to such a portal, strong majorities of the three audiences believe their children and students would be absolutely certain or very likely to use it.

Survey Context

After qualifying for the survey, respondents read the following as context for the survey:

- The following questions focus on education issues that impact parents / guardians of school age children, as well as teachers who teach students grades K-12, school administrators, and non-profit professionals who work on education and digital literacy issues.
- Please answer the questions from the perspective of whichever role best describes your current situation (i.e. from the perspective of a parent who has children OR from the perspective of a teacher who teaches children OR from the perspective of a school administrator OR from the perspective of a nonprofit professional whose organization works to support students).
- If you're both a parent and a teacher / school administrator OR a parent and a nonprofit professional, please consider answering from the perspective of your profession.
- For clarification purposes, in the following questions, the word "children" refers to your child(ren) if you are a parent or to the students you teach if you are a teacher or to the students your organization supports if you are a non-profit professional or school administrator.

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CONCERNS SURROUNDING EDUCATION

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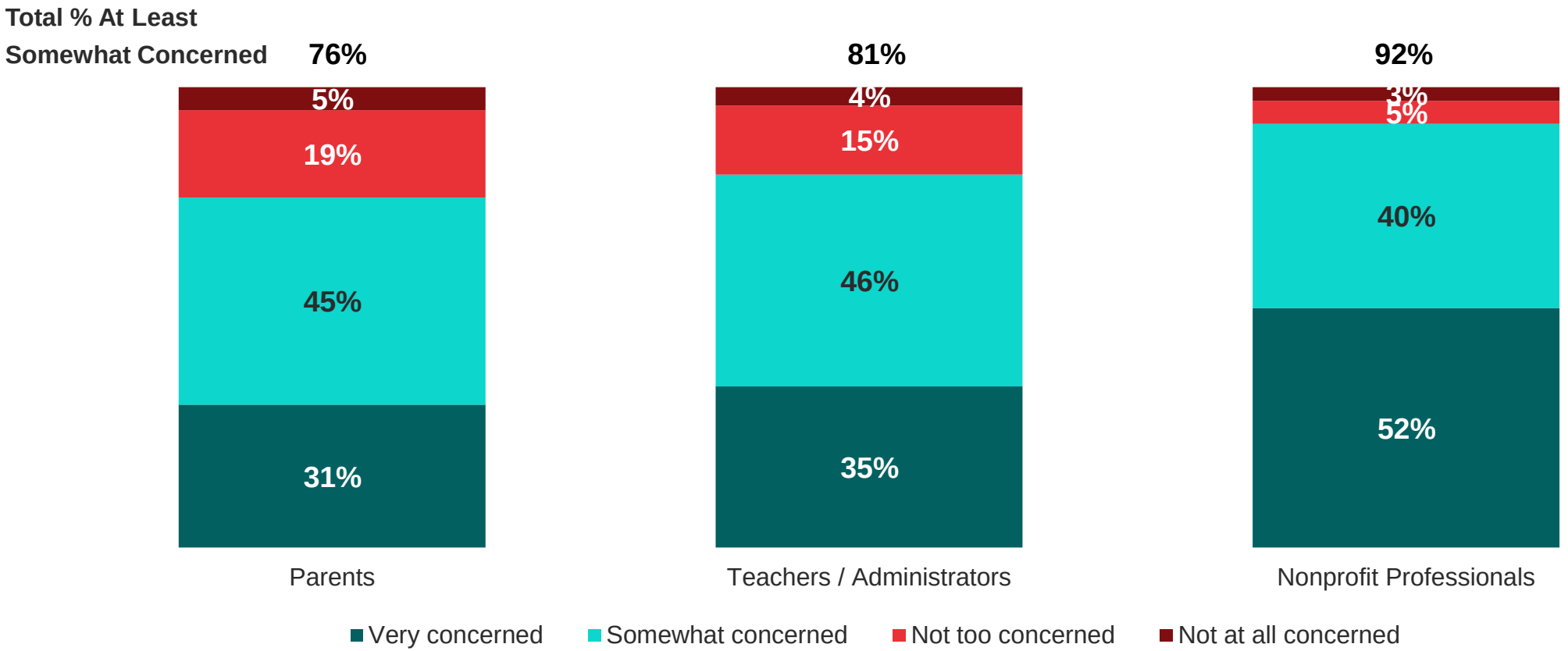
CONCERNS SURROUNDING EDUCATION

Parents, schoolteachers / administrators, and nonprofit professionals all have significant concerns about the homework gap.

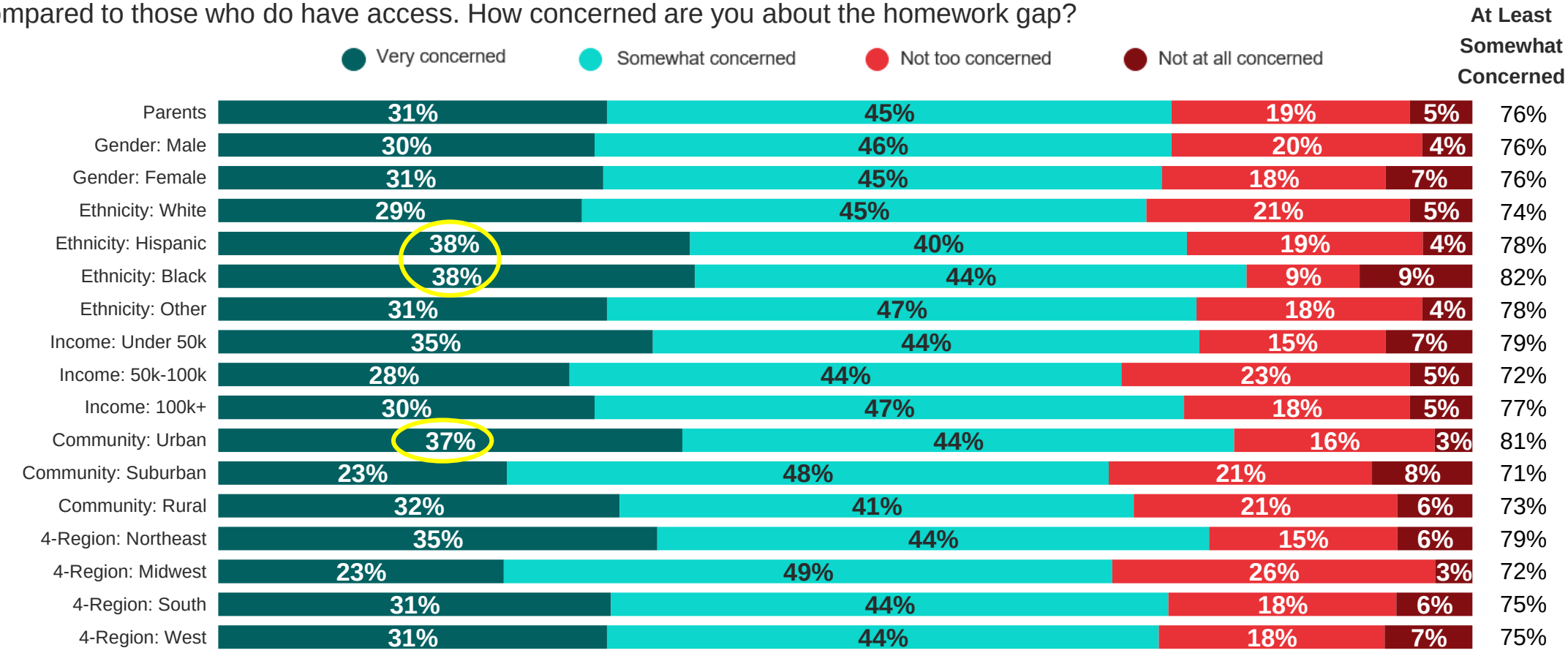
The homework gap is the difficulty students experience completing homework or at-home learning when they lack internet access, compared to those who do have access. How concerned are you about the homework gap?



CONCERNS SURROUNDING EDUCATION – PARENTS

Large majorities across all parental demographics have concerns about the homework gap. Hispanic parents, African American parents, and urban dwellers have the highest "very concerned" levels.

The homework gap is the difficulty students experience completing homework or at-home learning when they lack internet access, compared to those who do have access. How concerned are you about the homework gap?



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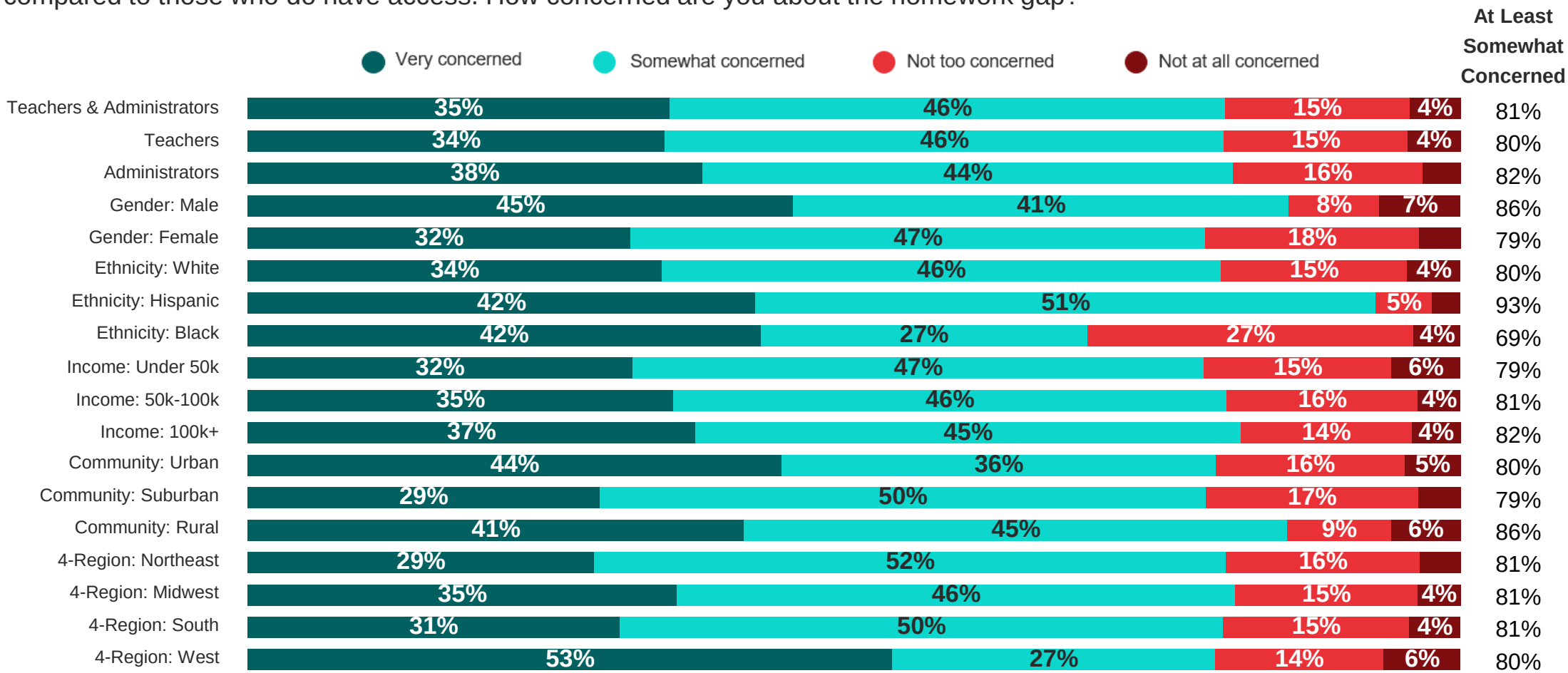
Substantial proportions of all schoolteacher / administrator demographic groups are concerned by the homework gap.

The homework gap is the difficulty students experience completing homework or at-home learning when they lack internet access, compared to those who do have access. How concerned are you about the homework gap?



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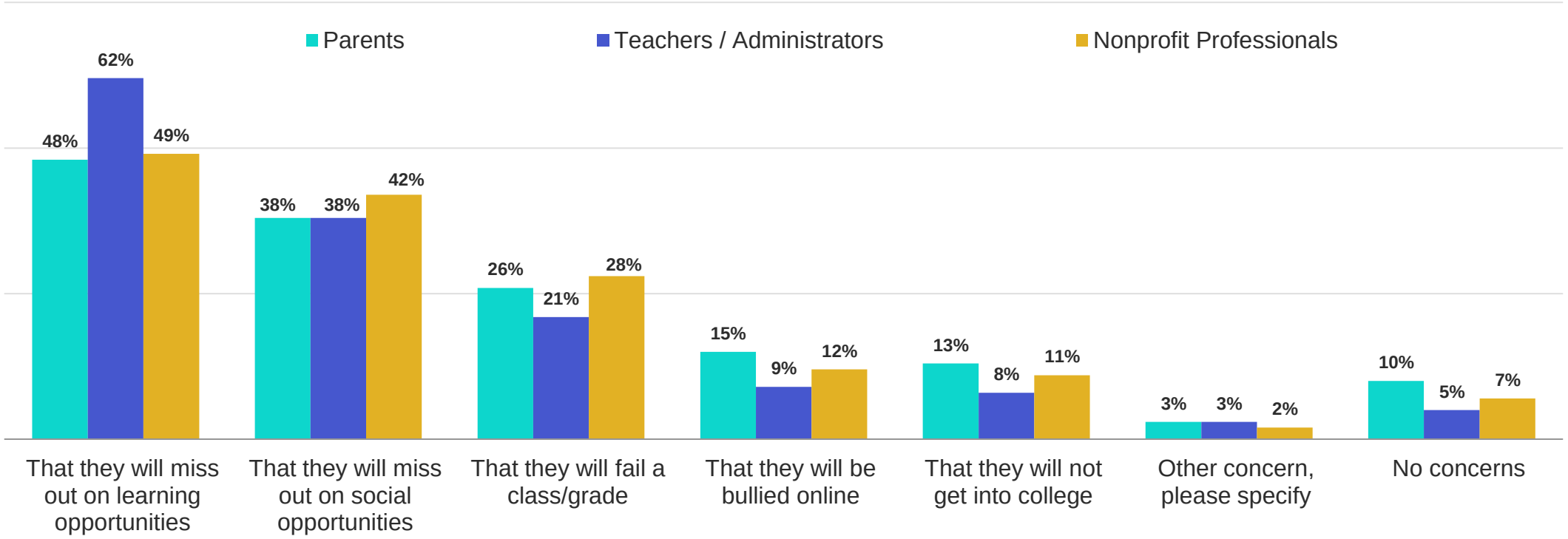
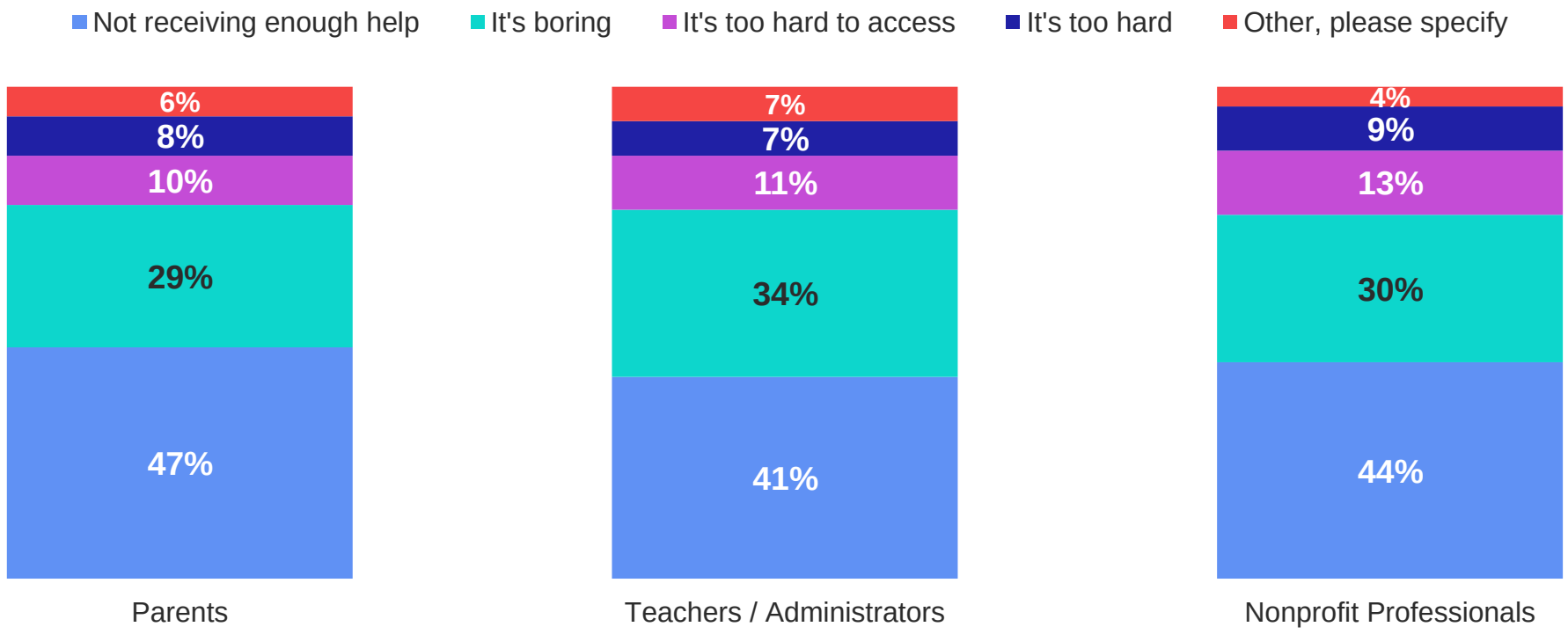
Parents, teachers / administrators, and nonprofit professionals all have the same top concerns regarding their students' education – namely that they will miss out on both learning and social opportunities.

What are your biggest fears or concerns around your children's education?



All three audience groups are in alignment on what they believe their students find most frustrating about online learning. Each of the three groups believe the biggest frustrations are not receiving enough help and online learning is boring.

Which of the following items below do your children find the most frustrating about online learning? Select just one.



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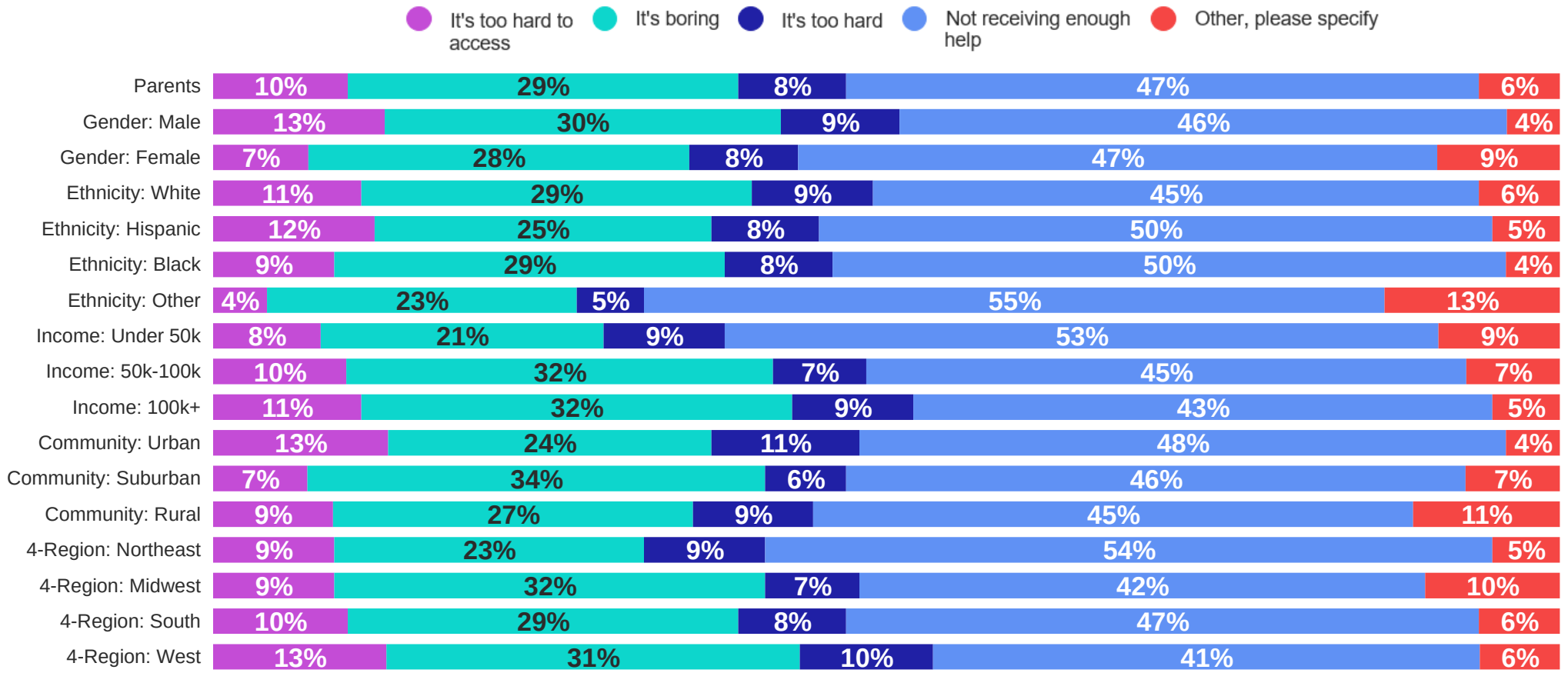
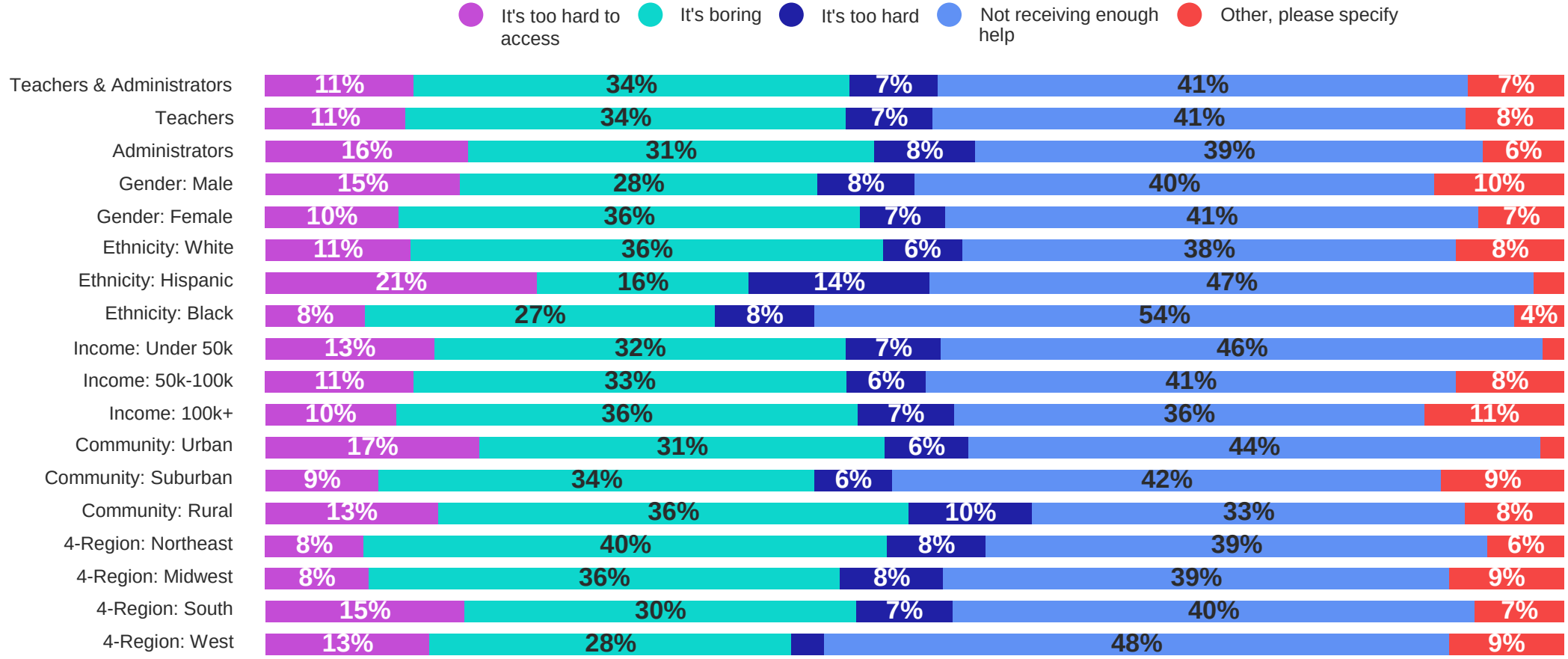
Not receiving enough help and it's uninteresting are what every parental demographic group believes that their children find most frustrating about online learning.

Which of the following items below do your children find the most frustrating about online learning? Select just one.



Teachers and administrators across almost all demographics tend to believe that the aspects that their students find most frustrating with online learning are not receiving enough help and it's boring.

Which of the following items below do your children find the most frustrating about online learning? Select just one.



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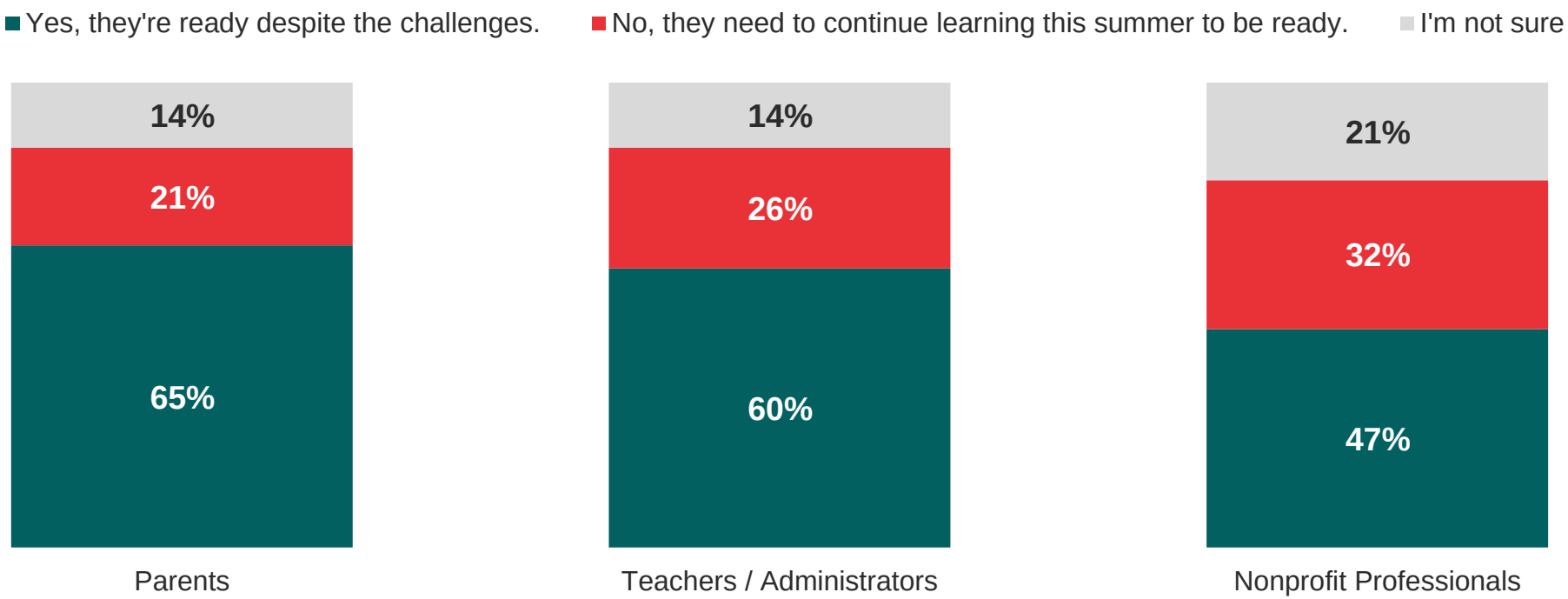
A fifth of parents report that their children need to continue learning this summer in order to be ready for the next grade level; 26% of teachers / administrators and 32% of nonprofit professionals indicate the same of the students they teach and support.

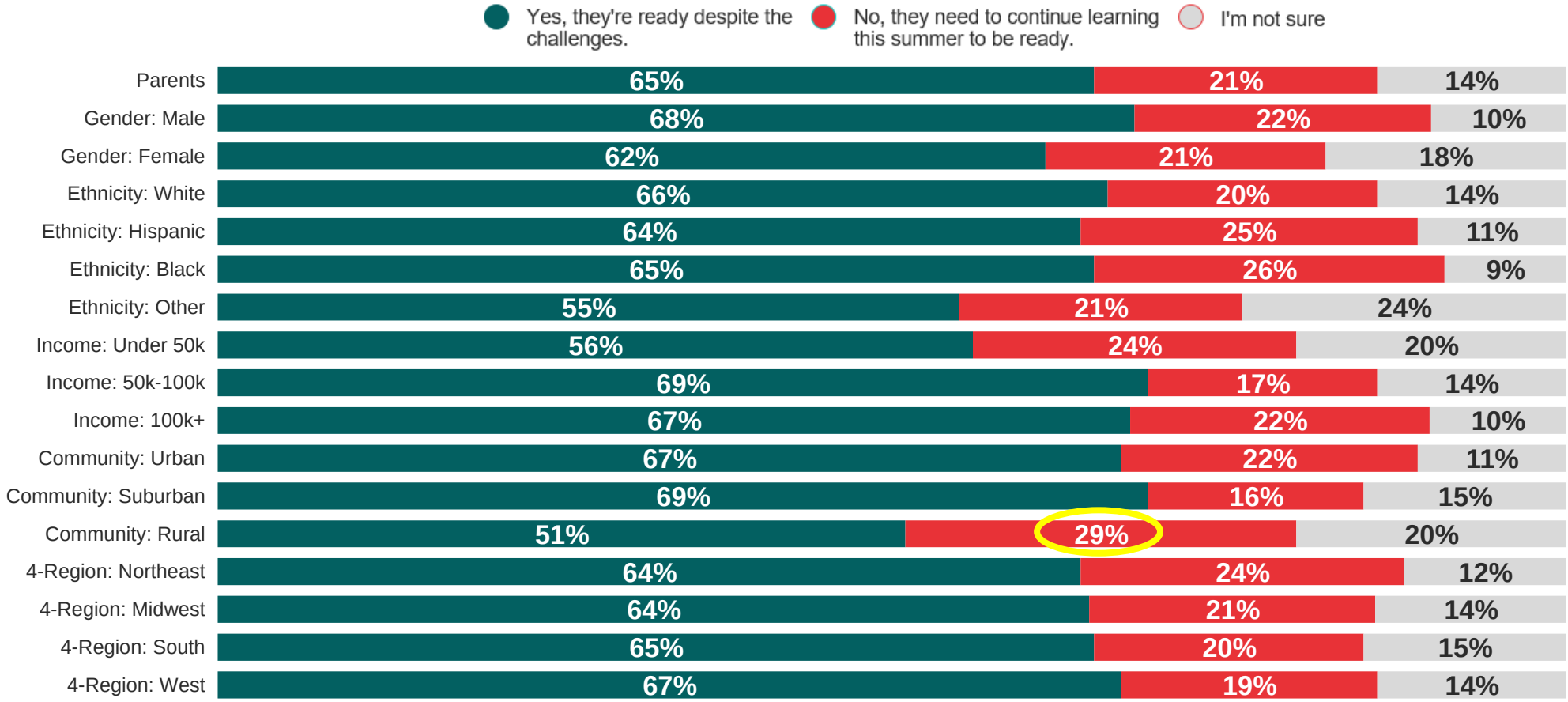
Have your children learned enough in the current hybrid-learning environment to progress to the next grade level?



CONCERNS SURROUNDING EDUCATION – PARENTS

Most parents believe that their children are ready for the next grade level despite the challenges. However, rural parents are disproportionately more likely to believe their children need to continue learning this summer to be ready for the next grade level.

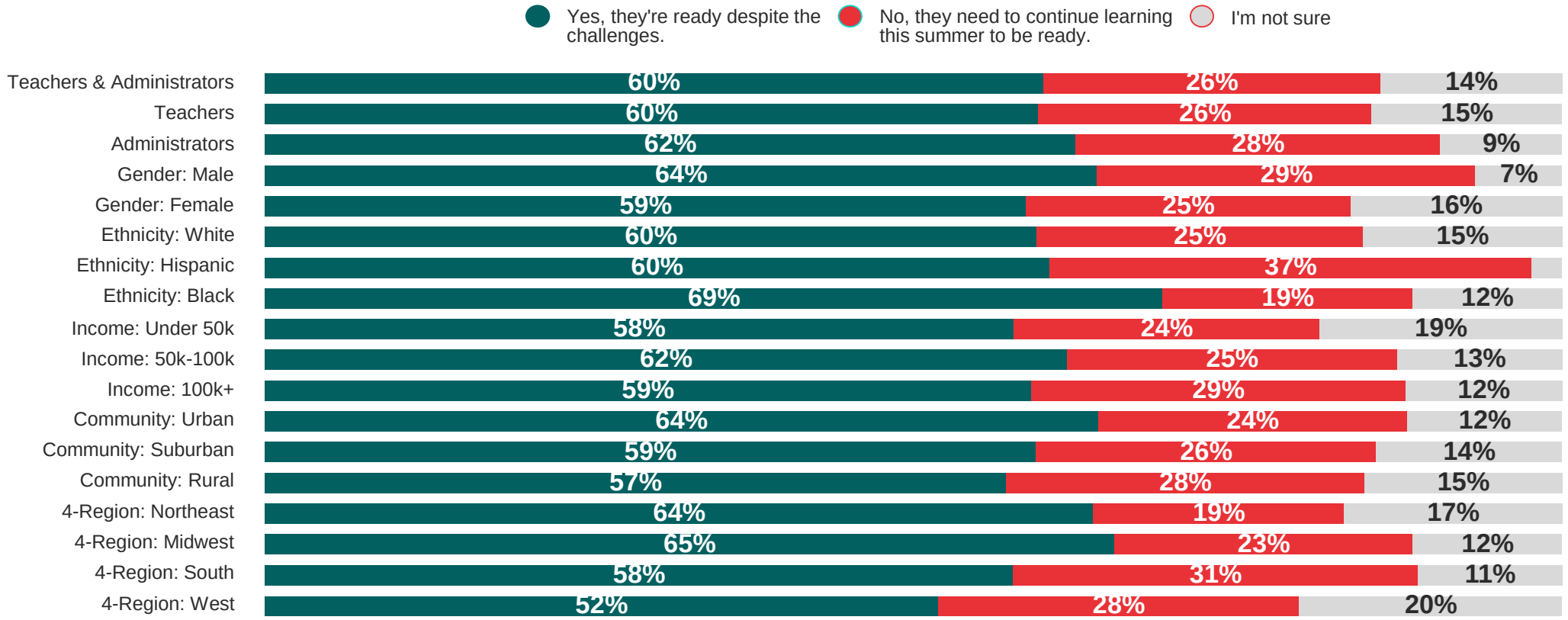
Have your children learned enough in the current hybrid-learning environment to progress to the next grade level?



CONCERNS SURROUNDING EDUCATION – TEACHERS & ADMINISTRATORS

Majorities across all the teacher / administrator demographic groups believe the students they teach and support have learned enough in the current environment to progress to the next level. However, around a quarter believe they need to continue learning throughout the summer to be ready.

Have your children learned enough in the current hybrid-learning environment to progress to the next grade level?



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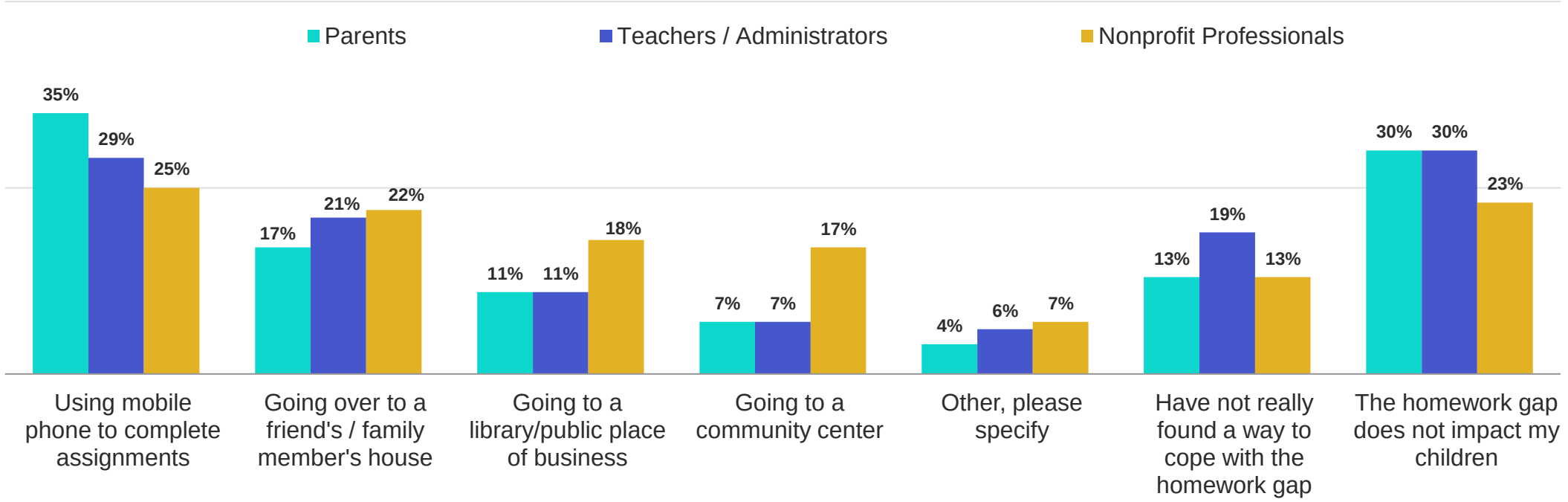
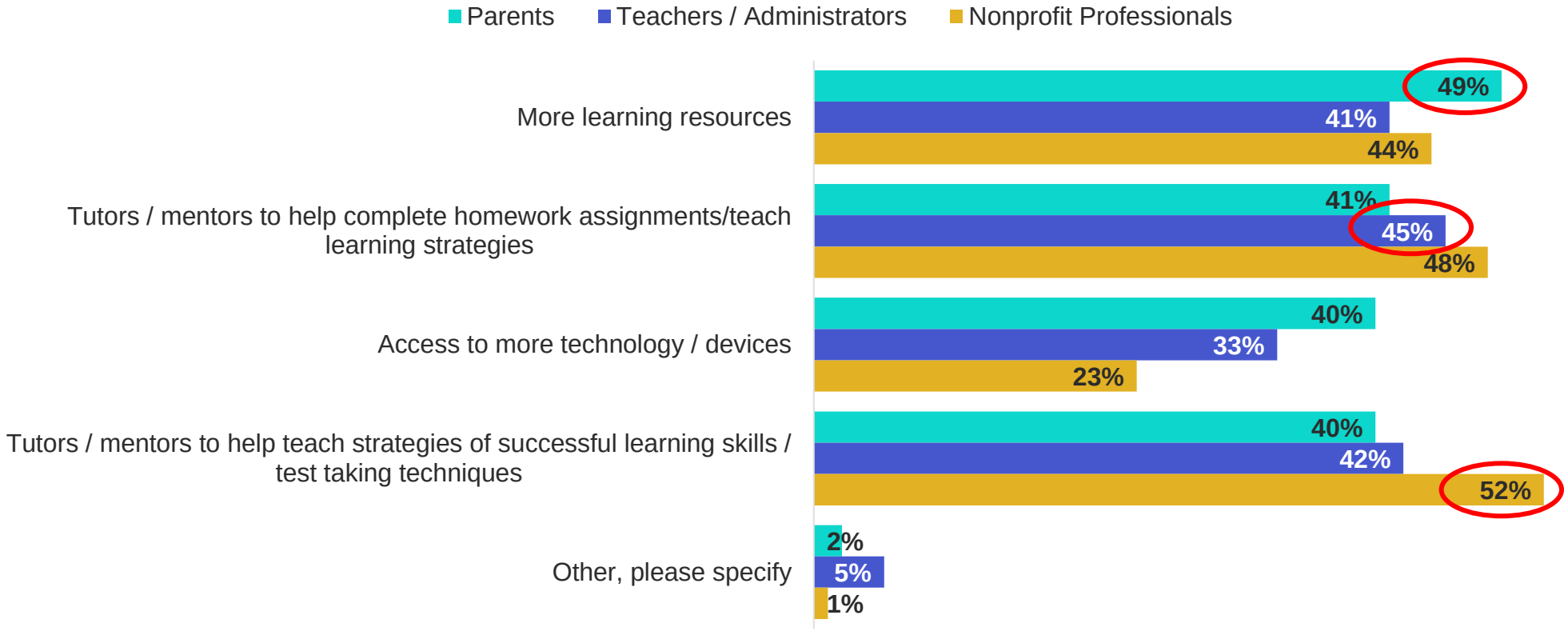
Thirty percent of parents report that the homework gap does not impact their students, implying that 70% are impacted by it somehow. The most common means of managing the homework gap are using mobile phones to complete assignments and going over to the home of a friend or family member.

In what ways are your children currently coping with the homework gap (i.e., how is online learning being facilitated / online homework being done)?



In terms of addressing the homework gap, parents believe that more learning resources are the best solution, while teachers / administrators and nonprofit professionals believe that strategies involving tutors and mentors would help the most.

What do you think would most help address the homework gap in your household / the households of the students you teach / support? Select all that apply.



Base – among those whose children are impacted by the homework gap

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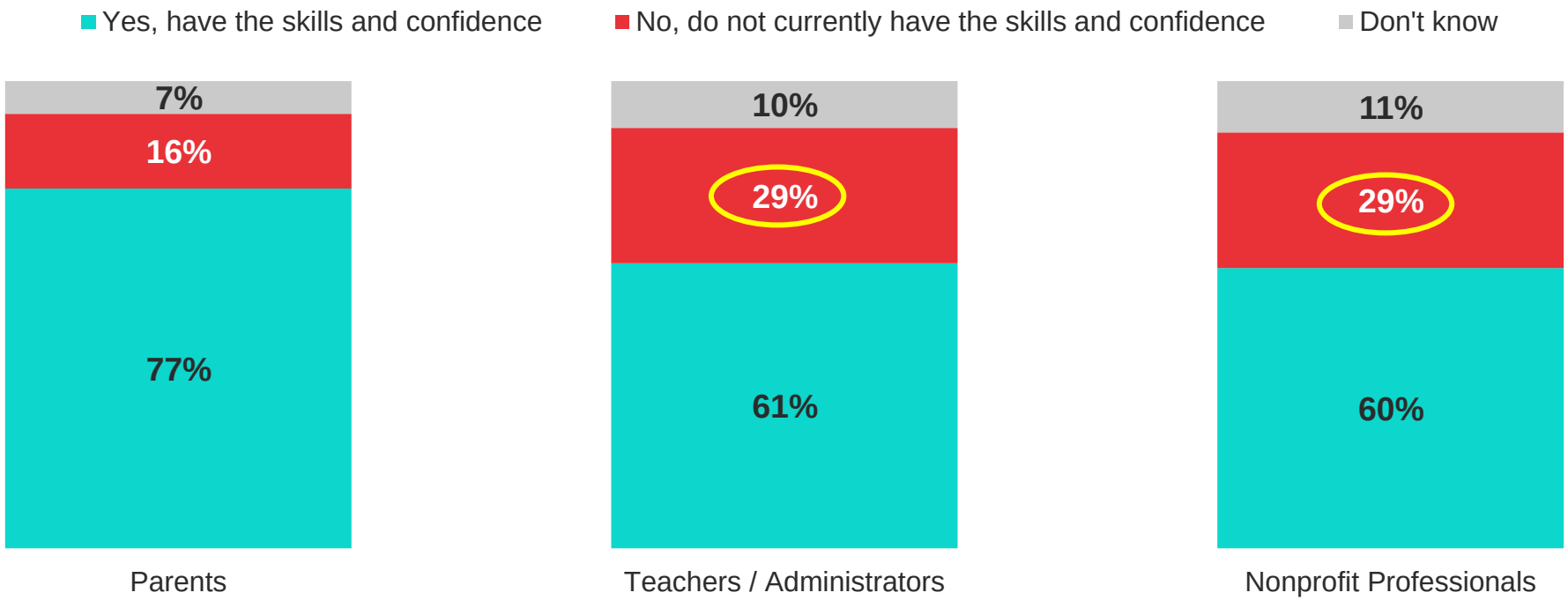
Teachers / administrators and nonprofits are more likely than the parents themselves to believe that their students' parents do not currently have the skills and confidence needed to navigate the digital world to support their children's online learning.

Do you personally / do the parents of your students have the skills and confidence needed to navigate the digital world and help support your children's online learning?



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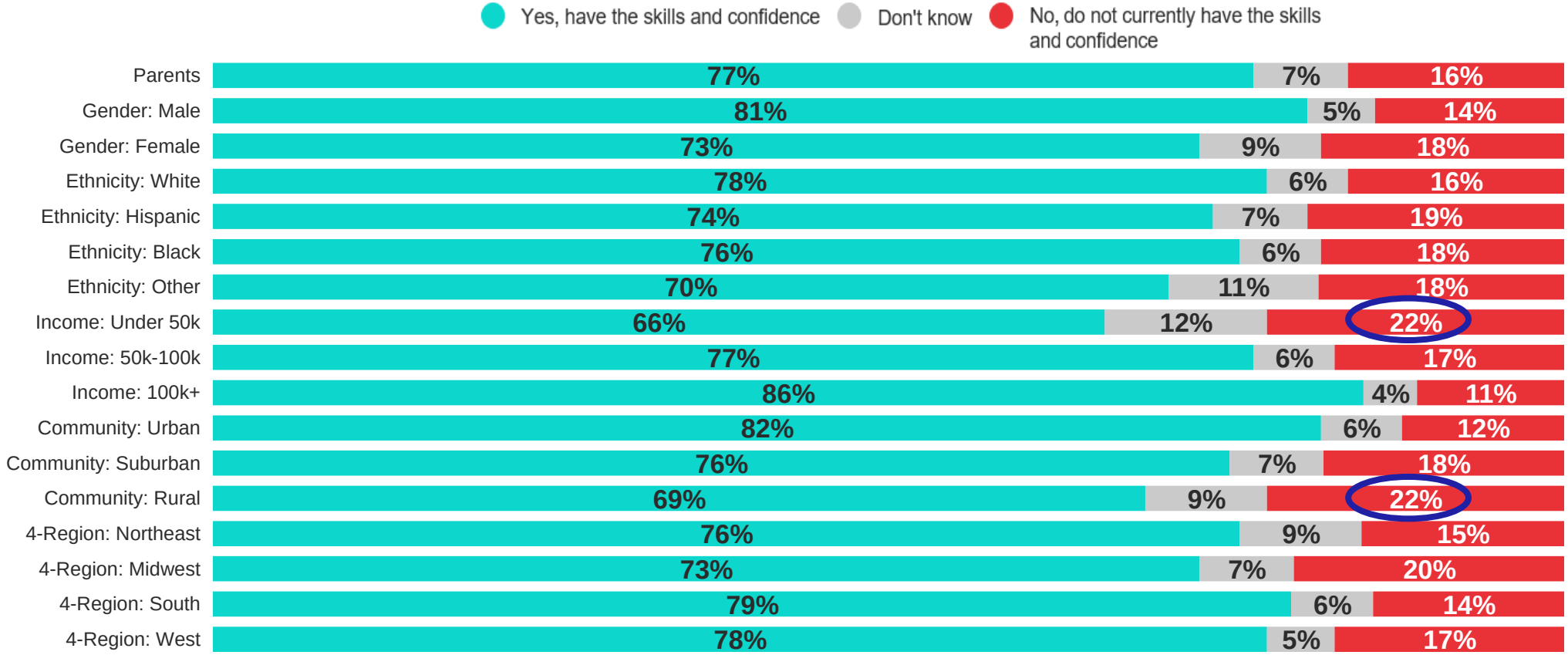
Majorities of all parental demographics believe they have the skills and confidence needed to navigate the digital world to support their children's learning. However, lower-income and rural parents are disproportionately more likely to report lacking those skills.

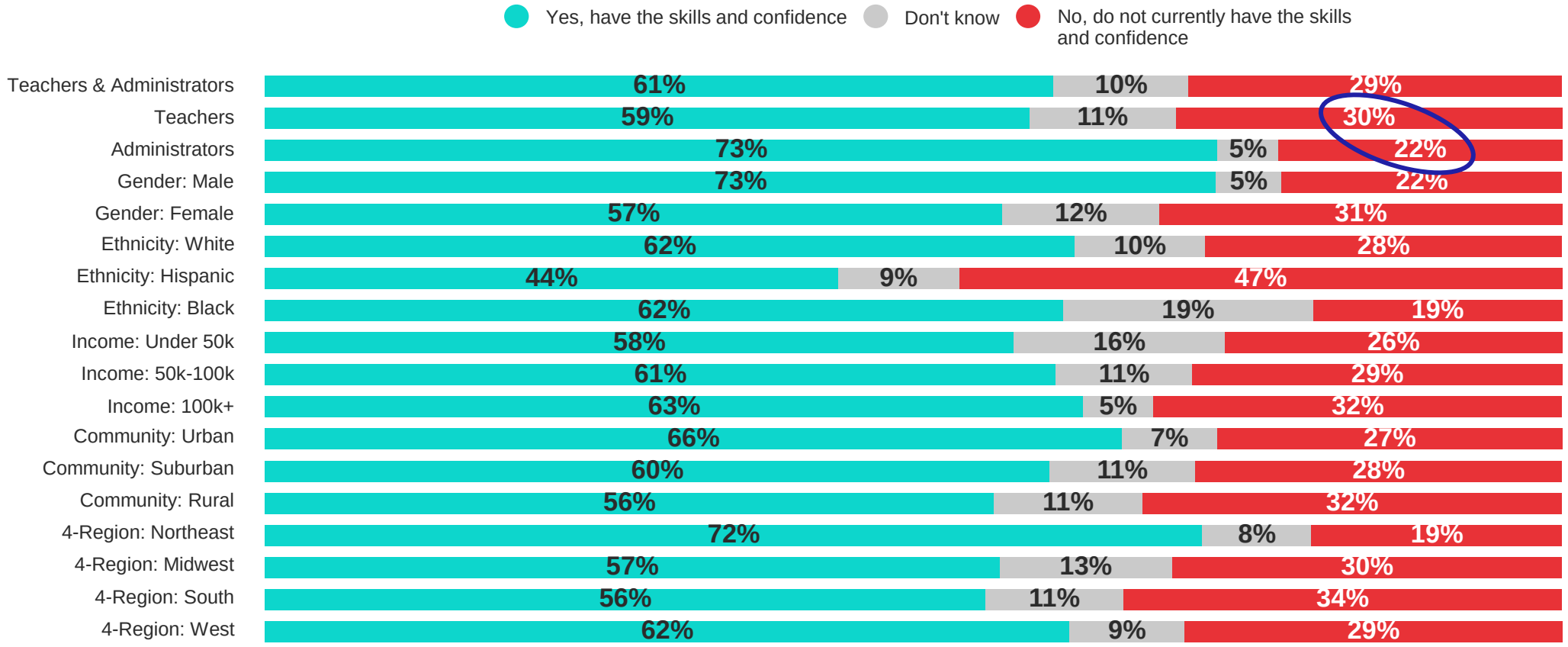
Do you personally / do the parents of your students have the skills and confidence needed to navigate the digital world and help support your children's online learning?



MORNING CONSULT

Teachers are more likely than administrators to believe that their students' parents do not have the skills and confidence needed to help their children navigate the digital world and support their online learning.

Do you personally / do the parents of your students have the skills and confidence needed to navigate the digital world and help support your children's online learning?



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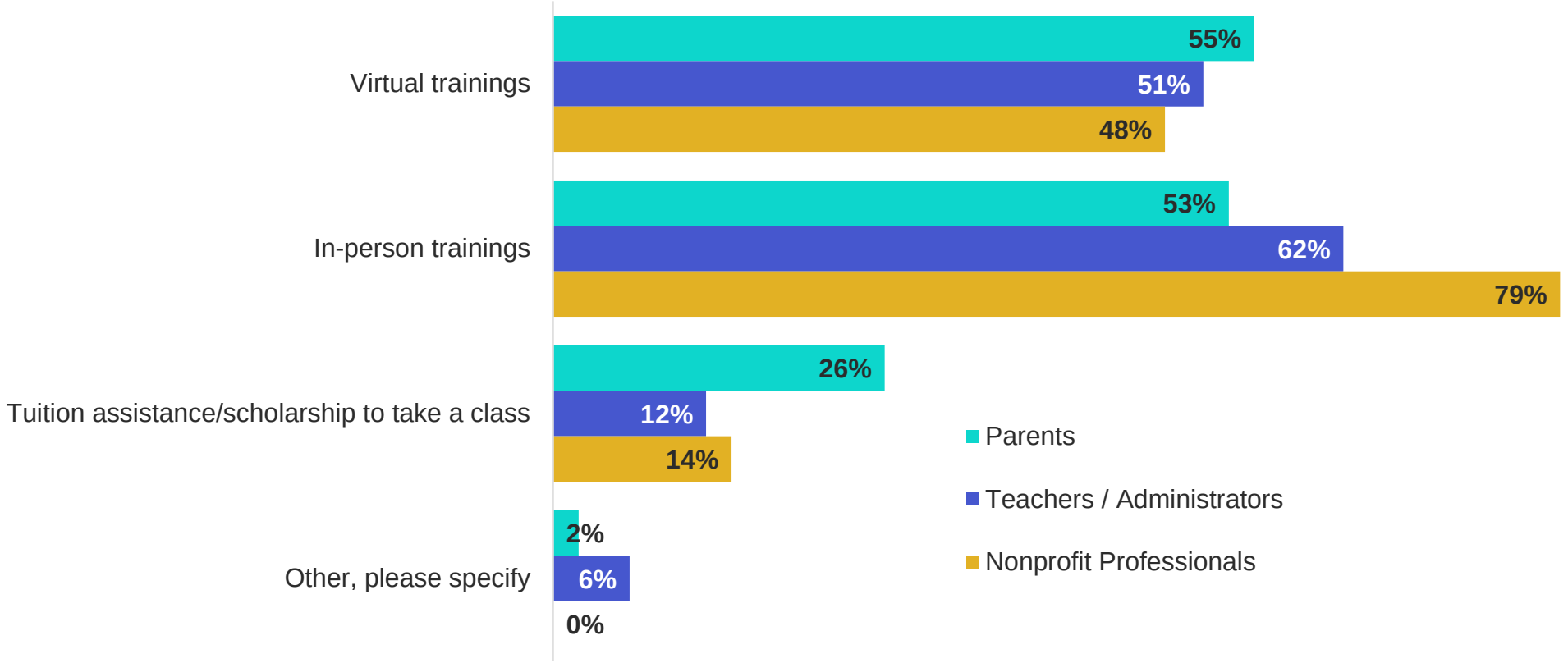
Virtual and in-person trainings are the top two resources believed to be the most effective for increasing parental skills and confidence for navigating the digital world and supporting children's online learning.

What do you believe would help increase your / the parents of your students' skills and confidence needed to navigate the digital world and help support your children's online learning? Select all that apply.



Base – among parents who report they do not currently have skills and confidence needed to navigate the digital world and help support their children's online learning in previous question and among teacher / administrators and nonprofit professionals who report the parents of their students do not currently have the needed skills and confidence

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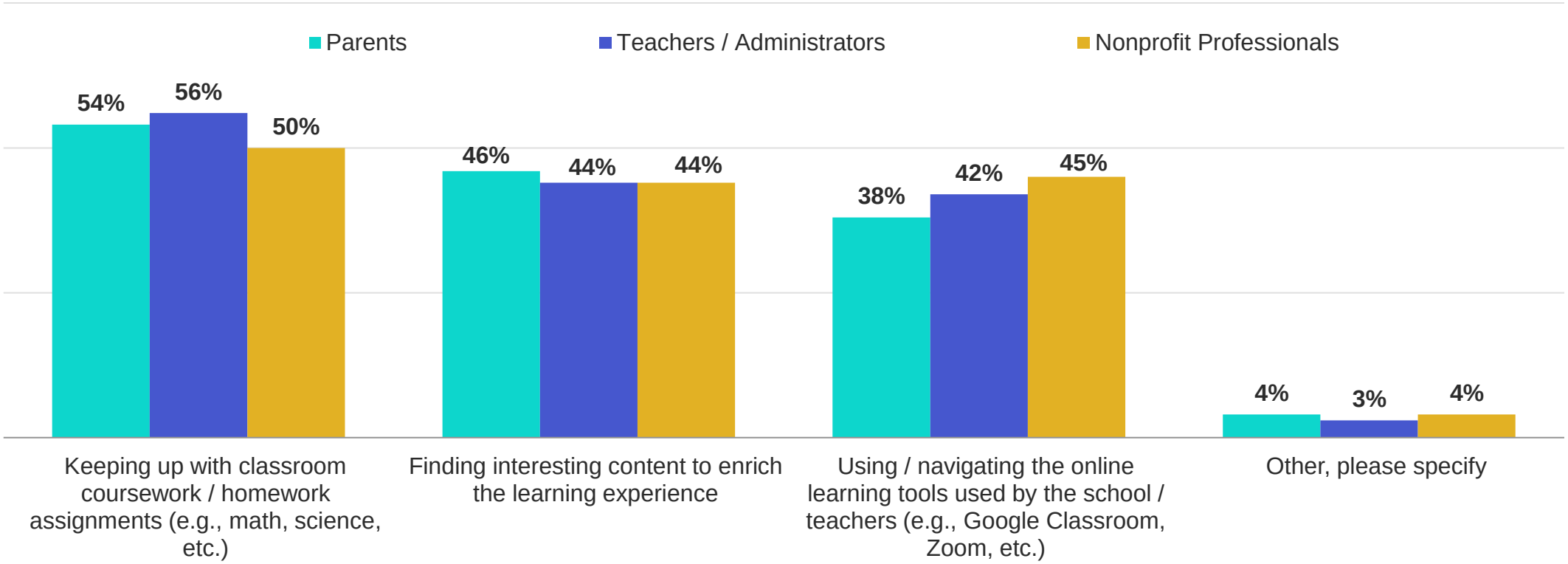
Keeping up with classroom coursework / homework assignments is the top item that all three audience groups believe that their students need the most help with in order to be successful in learning online from home.

What do your children need the most help with to be successful in online learning from home? Select all that apply.



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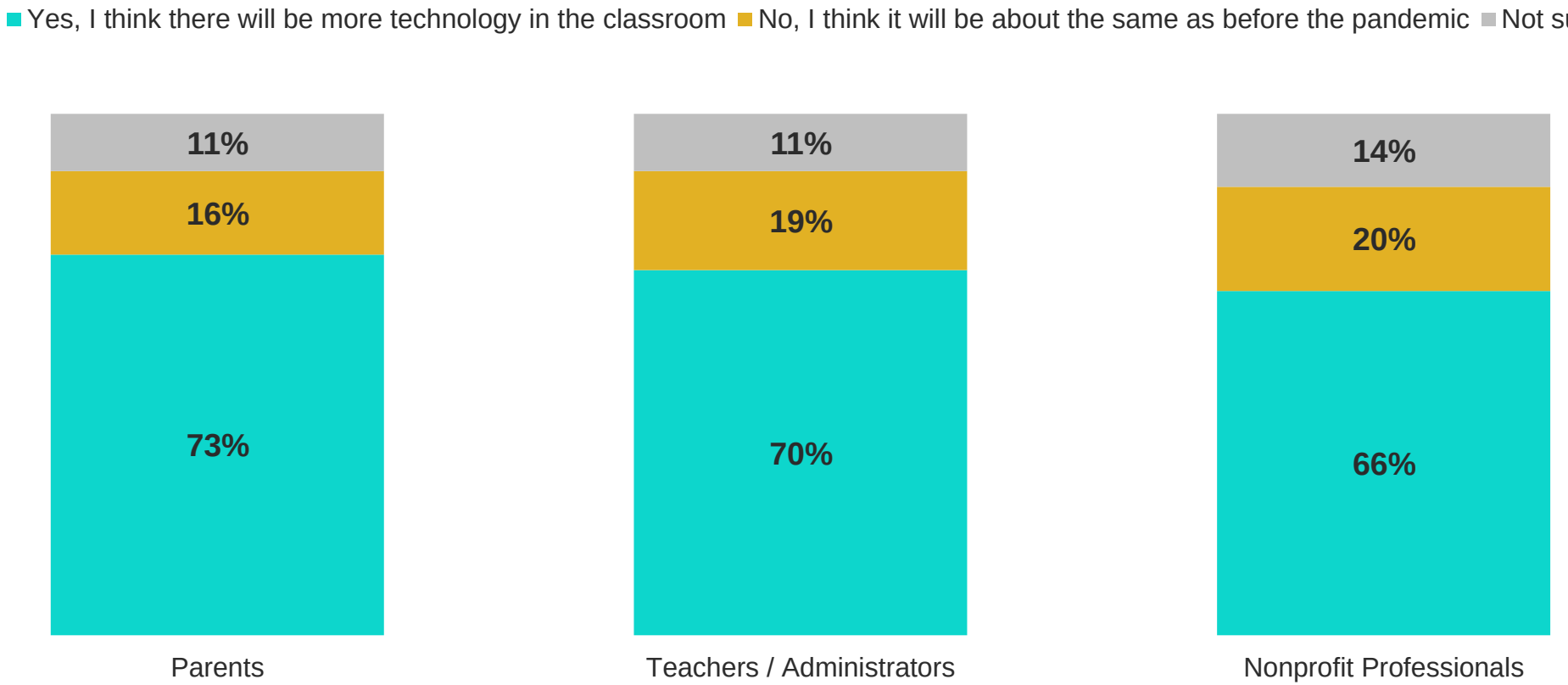
All three audiences largely believe that the traditional classroom environment will rely much more heavily on technology once the pandemic is over.

Do you think the traditional classroom learning environment will rely more heavily on technology after the pandemic?



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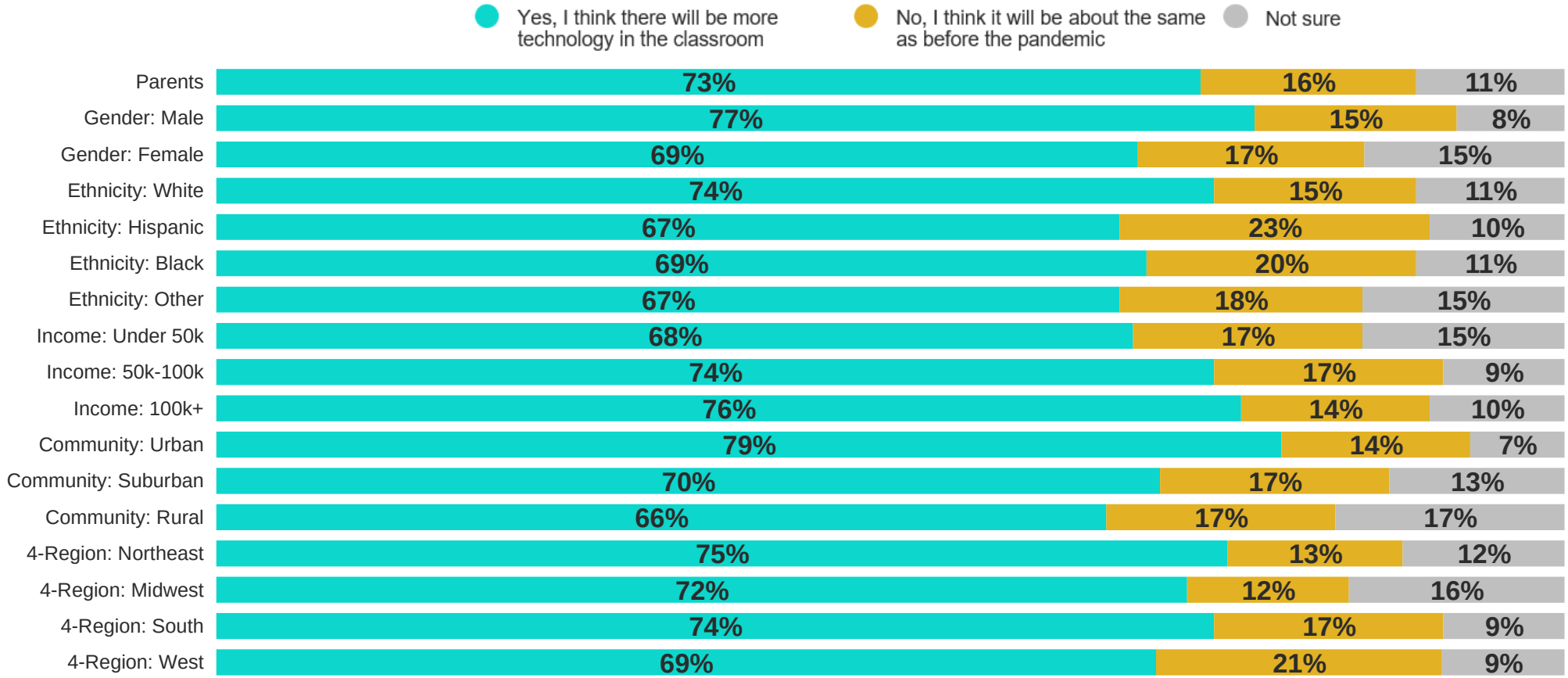
There is wide belief across parental demographics that the traditional classroom learning environment is going to rely more heavily on technology in the future.

Do you think the traditional classroom learning environment will rely more heavily on technology after the pandemic?



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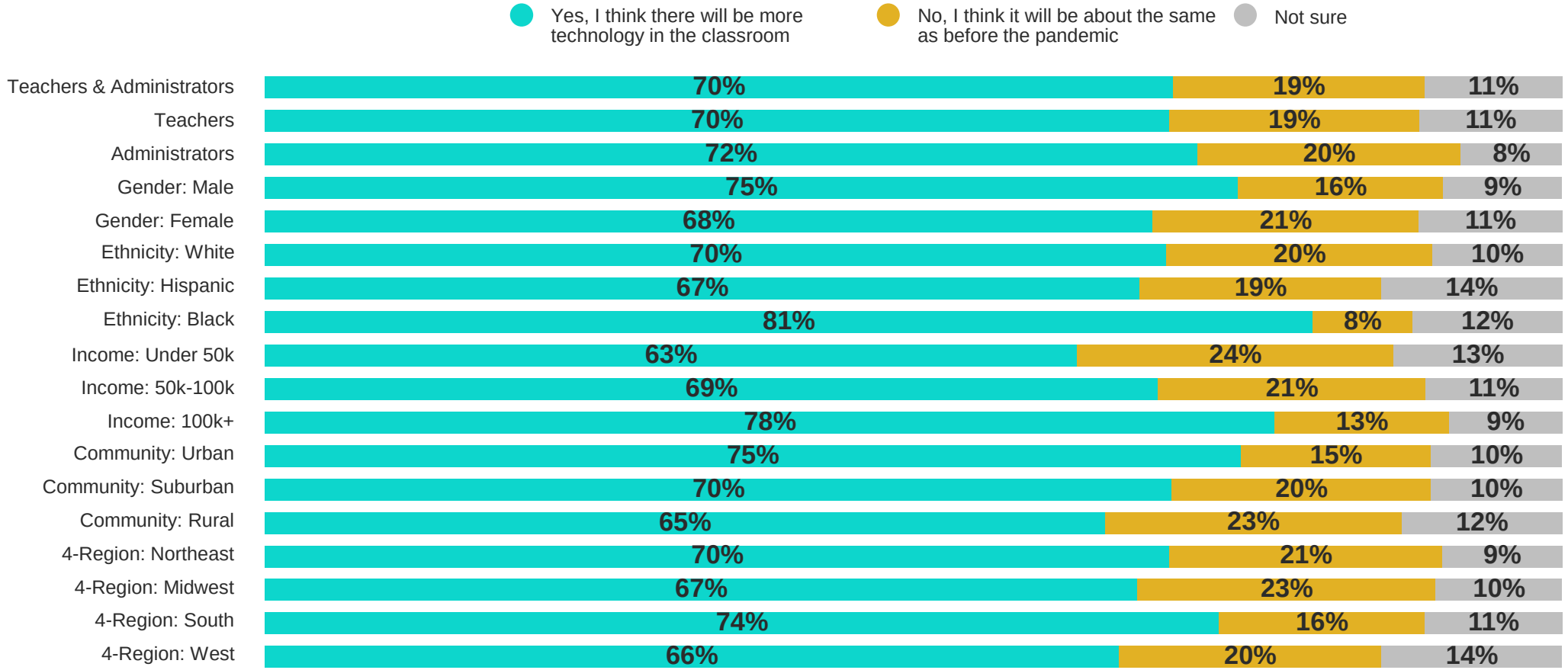
Solid majorities across teacher / administrator demographic groups believe that technology will play a much bigger role in the traditional classroom learning environment post pandemic.

Do you think the traditional classroom learning environment will rely more heavily on technology after the pandemic?



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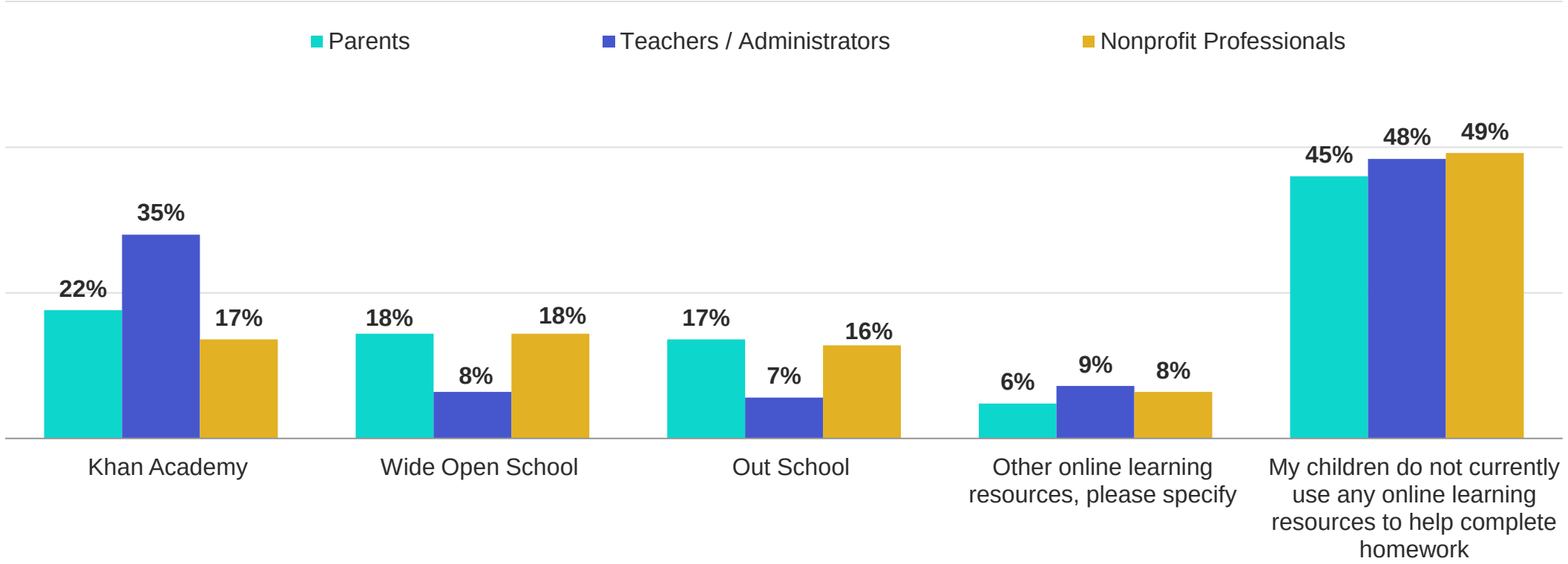
Slightly more than half of the three audiences report that their students use online learning resources to help complete homework, with Khan Academy the source parents and teachers / administrators cited the most.

Do your children currently use any online learning resources to help complete homework or support learning in the home? If so, which ones? Select all that apply.



ONLINE LEARNING RESOURCES

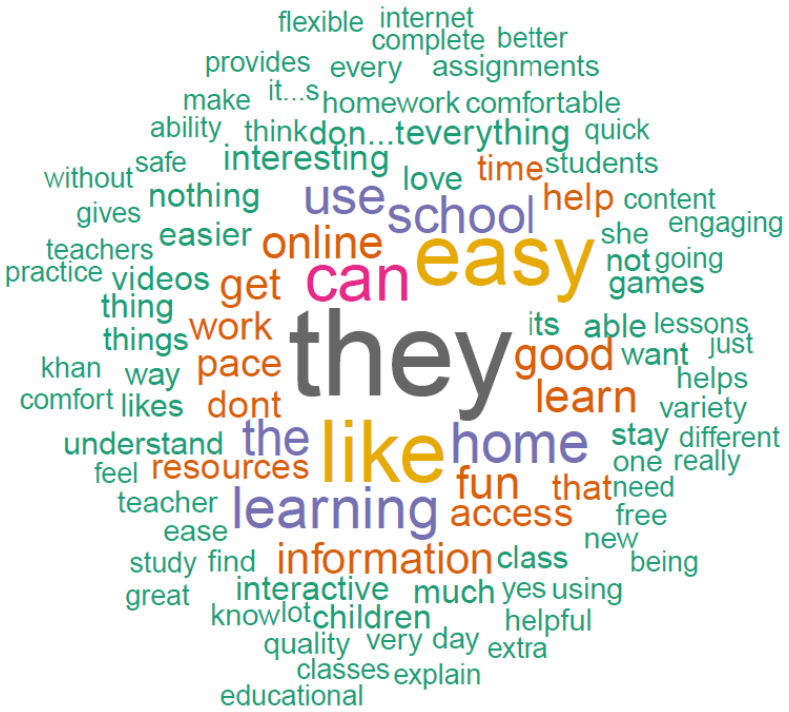
Respondents had a wide array of responses for what their students like about online learning resources, but easiness came to the top. In terms of dislikes, many said nothing was disliked, but boring was a common theme. Thoughts on content were generally positive.

What do your children like about these online learning resources?

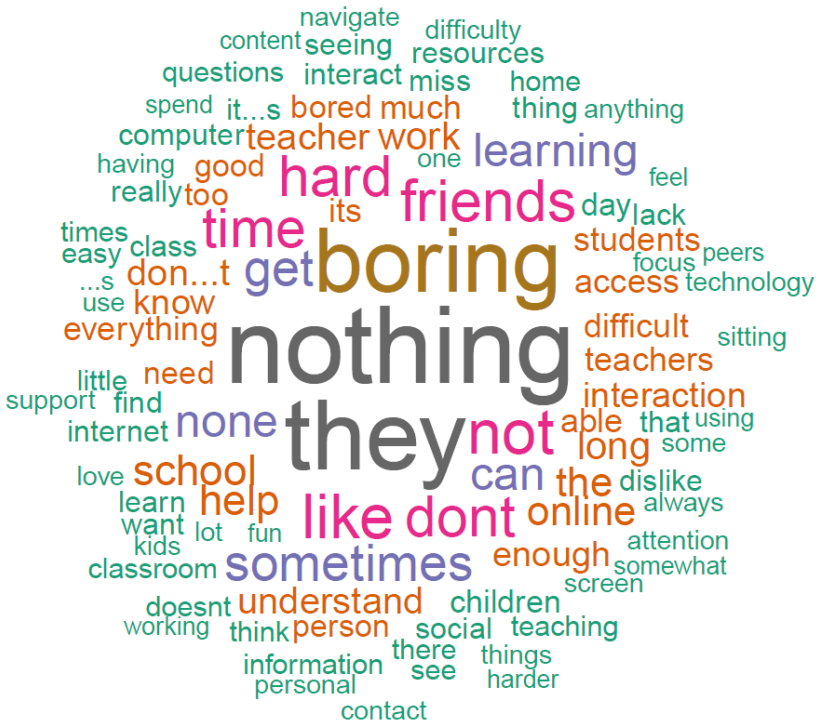
What do your children not like about these online learning resources?

What do your children think of the content on these online learning resources?

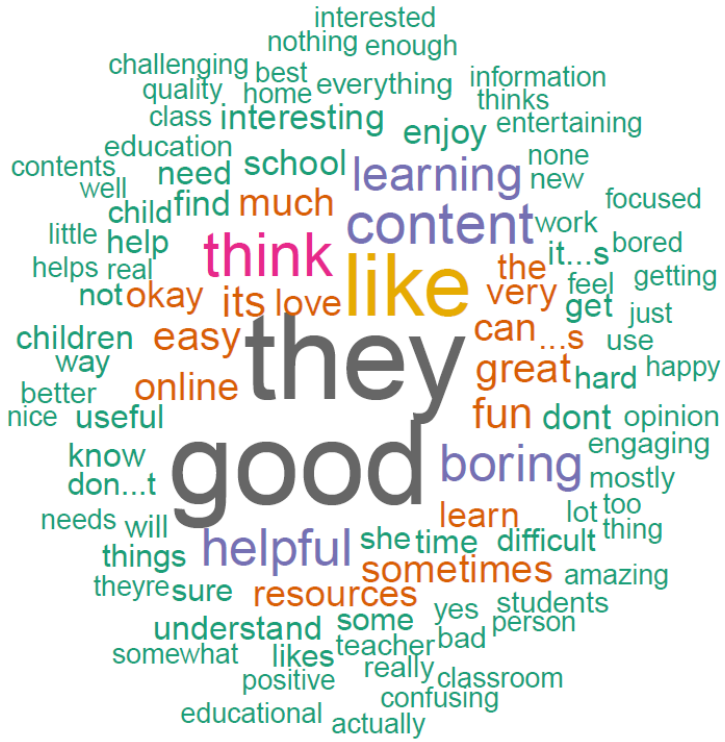
Like about online resources



Dislike about online resources



Thoughts on content



Base – among those whose children use any online resources to help complete homework or support learning in the home

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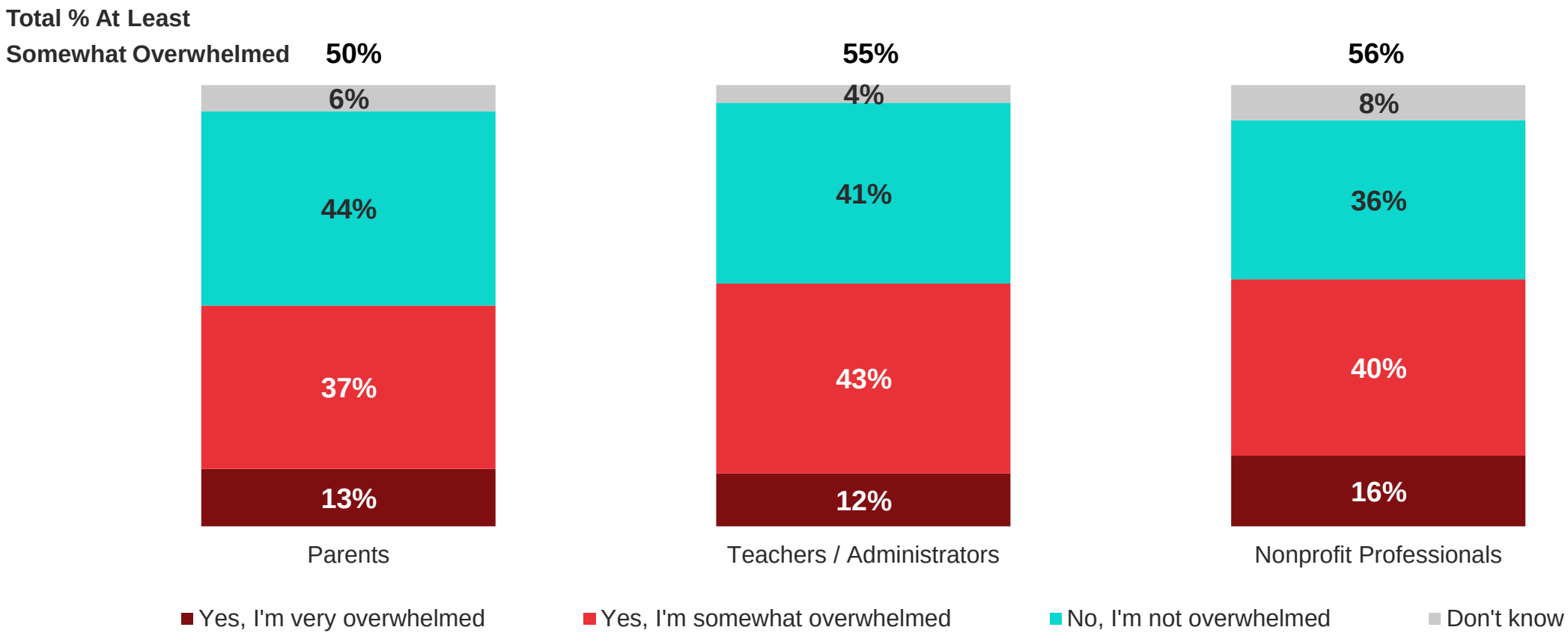
Majorities across the three core audience groups report being at least somewhat overwhelmed with the number of online resources available to their children / students.

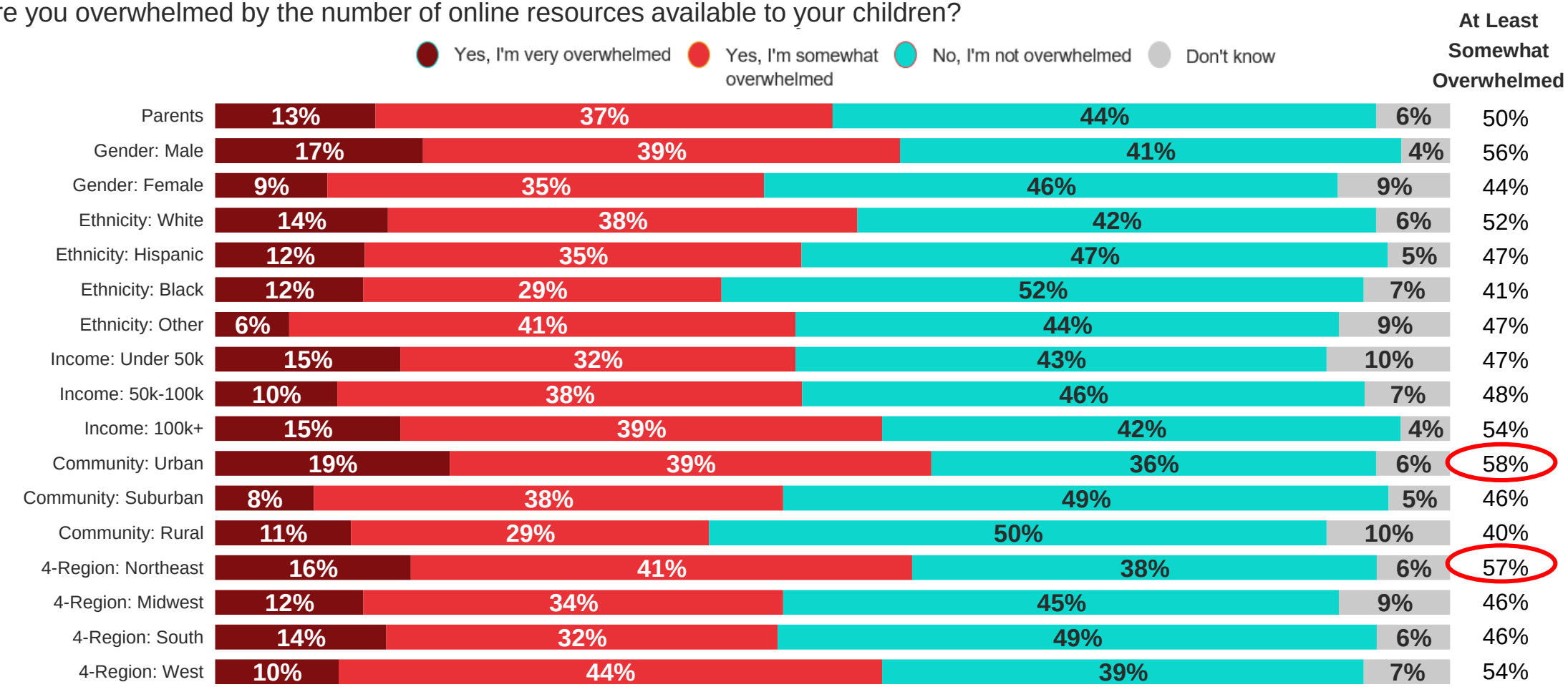
Are you overwhelmed by the number of online resources available to your children?



ONLINE LEARNING RESOURCES – PARENTS

Forty percent or more for each parental subgroup are at least somewhat overwhelmed with the number of online resources available to their children. Parents in the Northeast and urban areas are the most overwhelmed.

Are you overwhelmed by the number of online resources available to your children?



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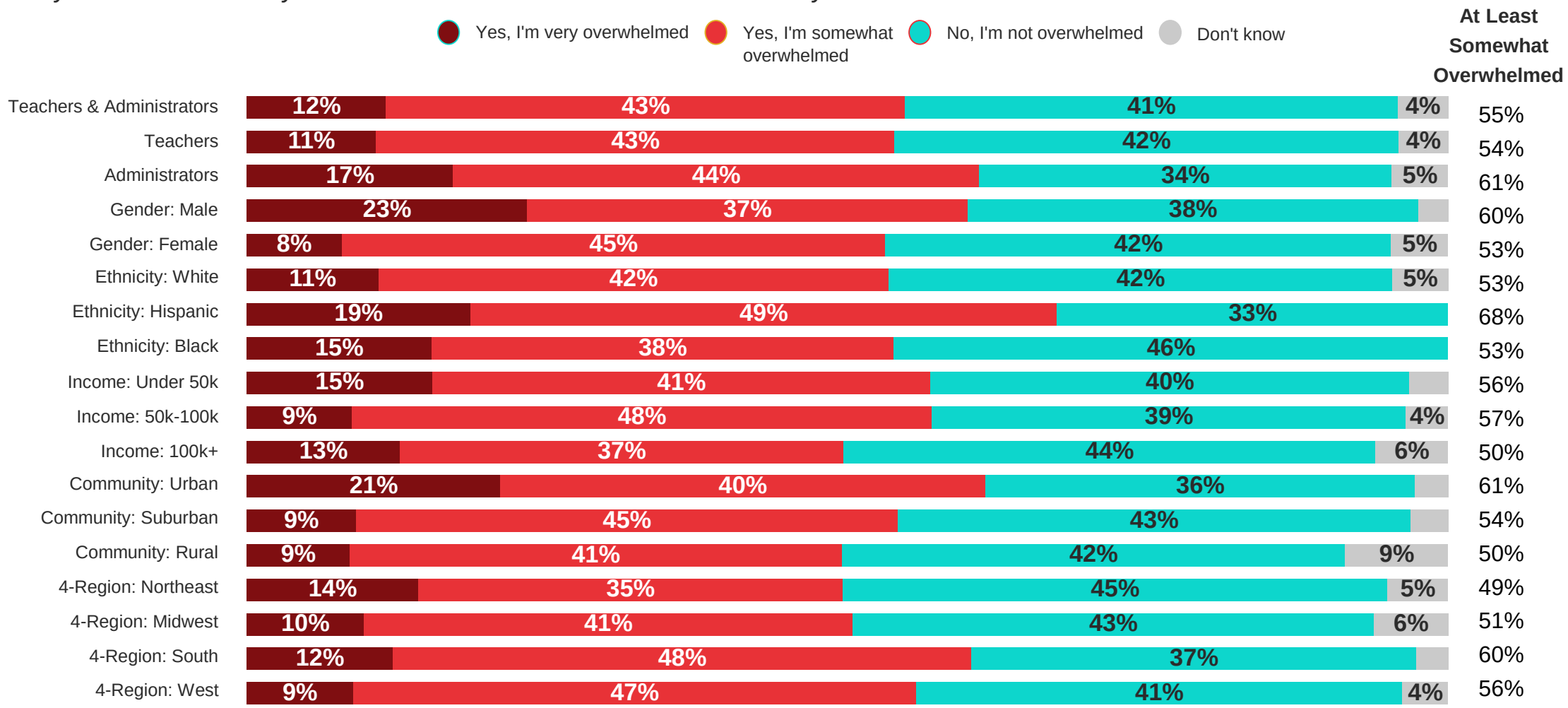
Majorities across all teacher / administrator demographic groups are at least somewhat overwhelmed by the number of resources available to their students.

Are you overwhelmed by the number of online resources available to your children?



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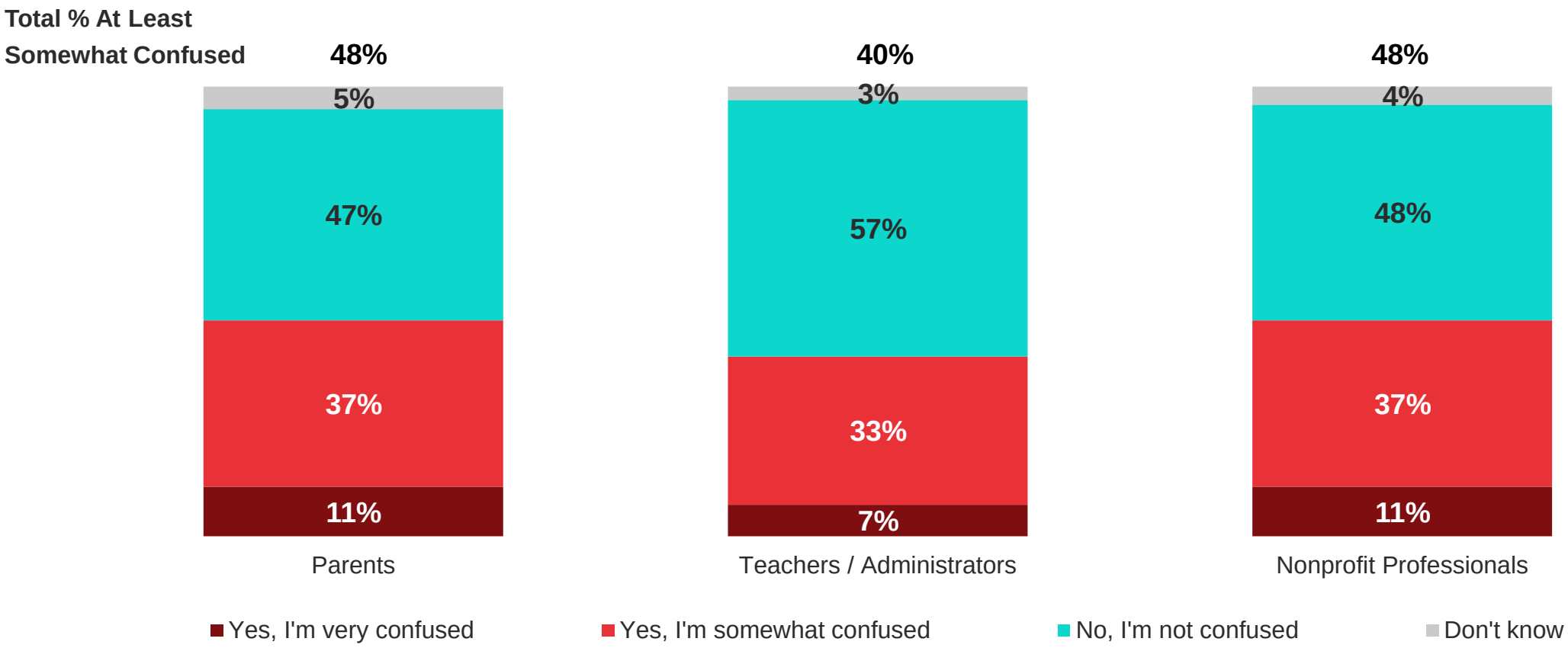
Few in the three audience groups are “very confused” about where to find online resources for their children, although many are at least somewhat confused.

Are you confused on where to find online resources for your children?



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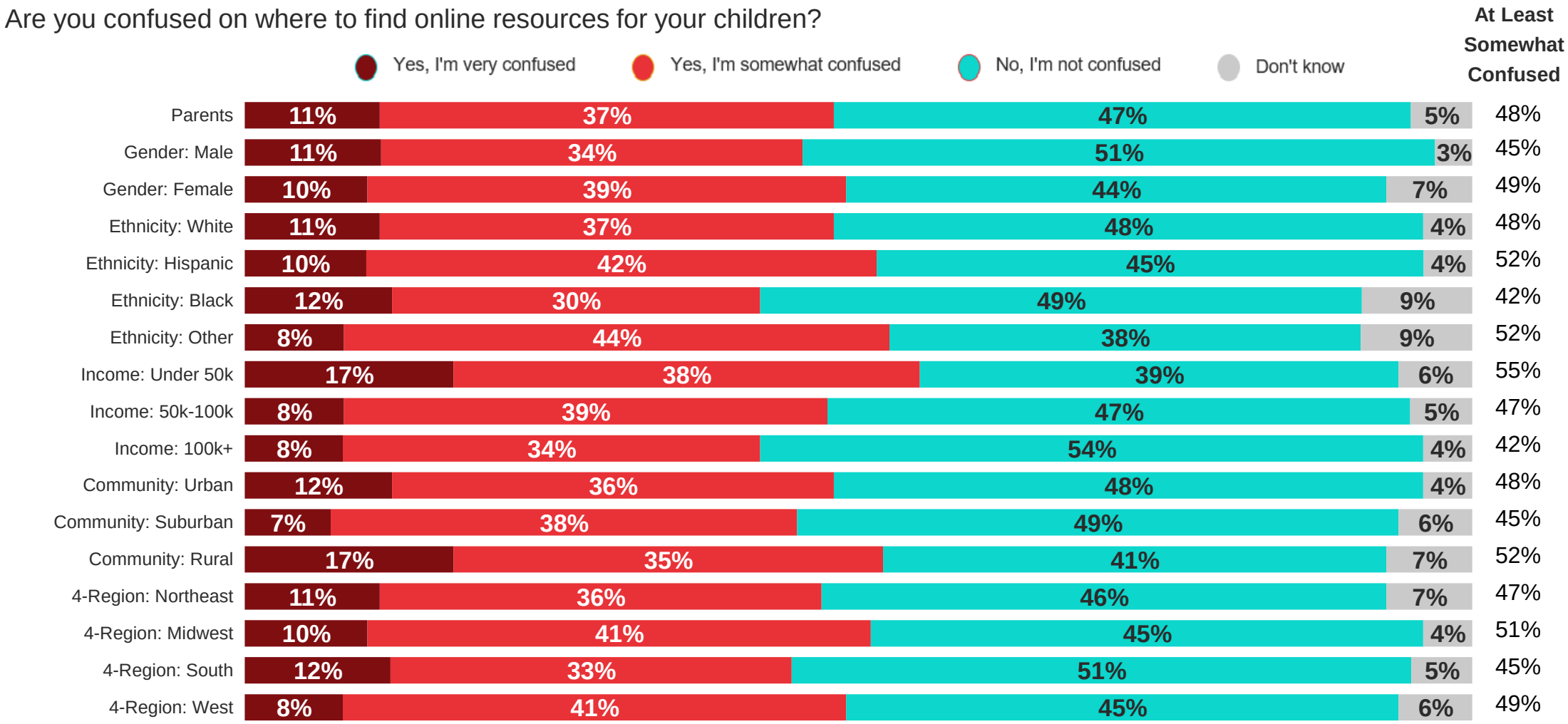
Forty-two percent or more for each parental subgroup are at least somewhat confused on the issue of where they can find online resources for their children.

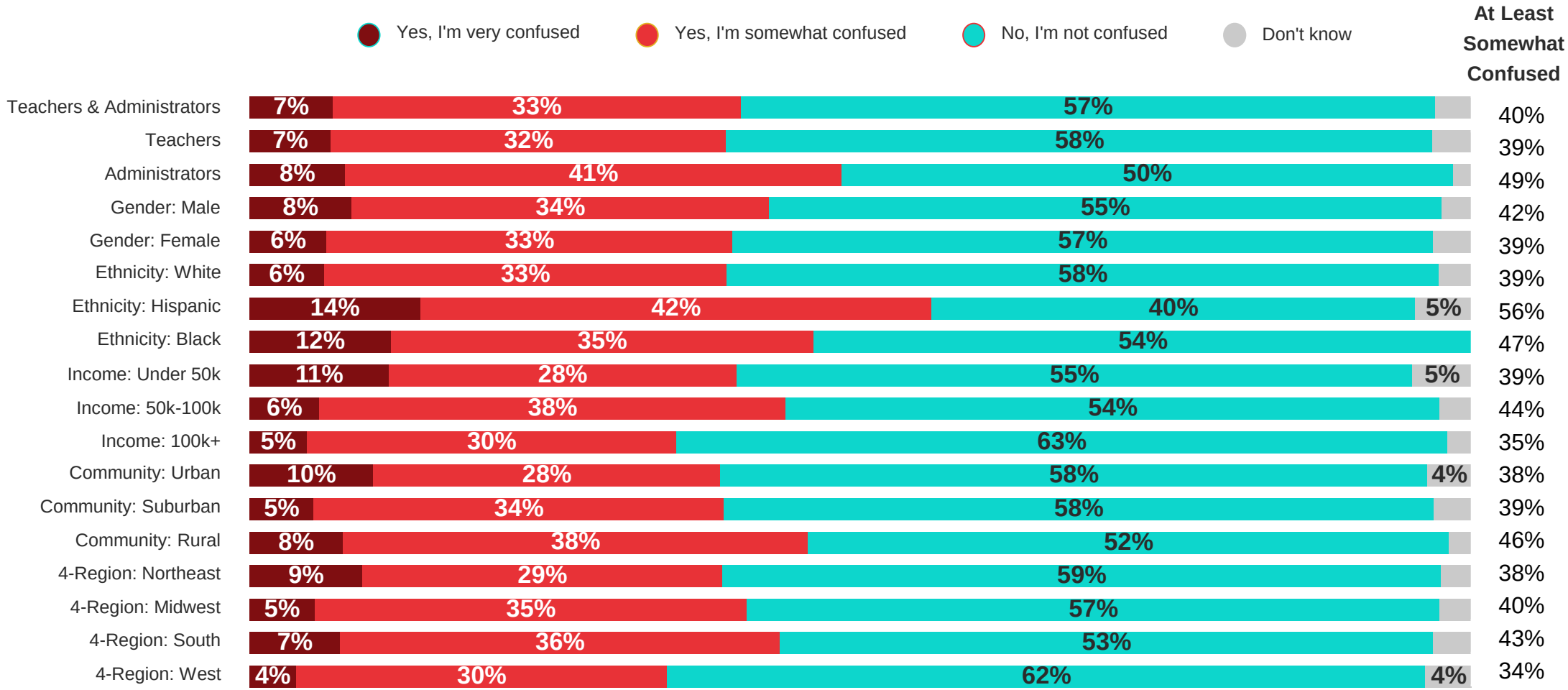
Are you confused on where to find online resources for your children?



MORNING CONSULT

Although most teachers / administrators are not confused on where to find online resources for their students, a not insignificant portion are at least somewhat confused.

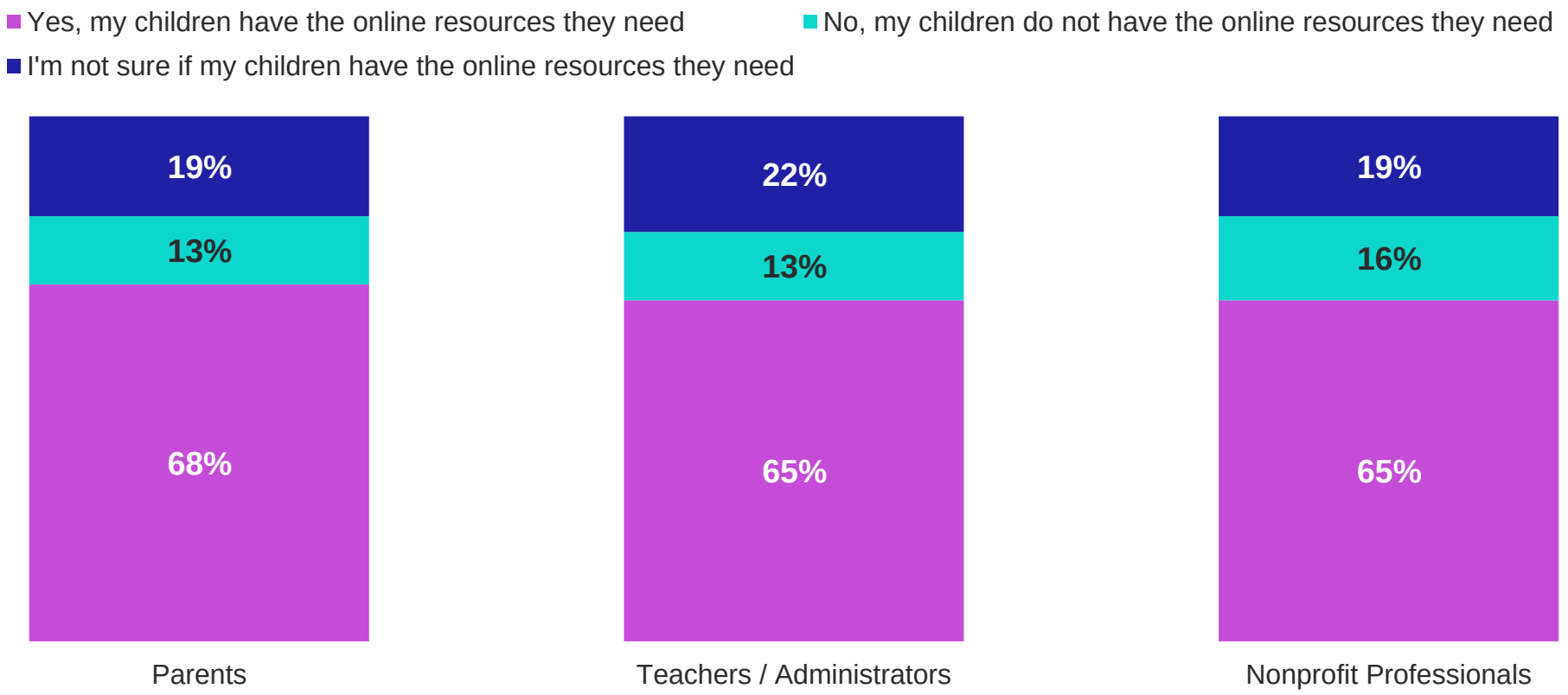
Are you confused on where to find online resources for your children?



MORNING CONSULT

Majorities across the three audience groups believe that their children / students have the online resources they need to continue learning this summer.

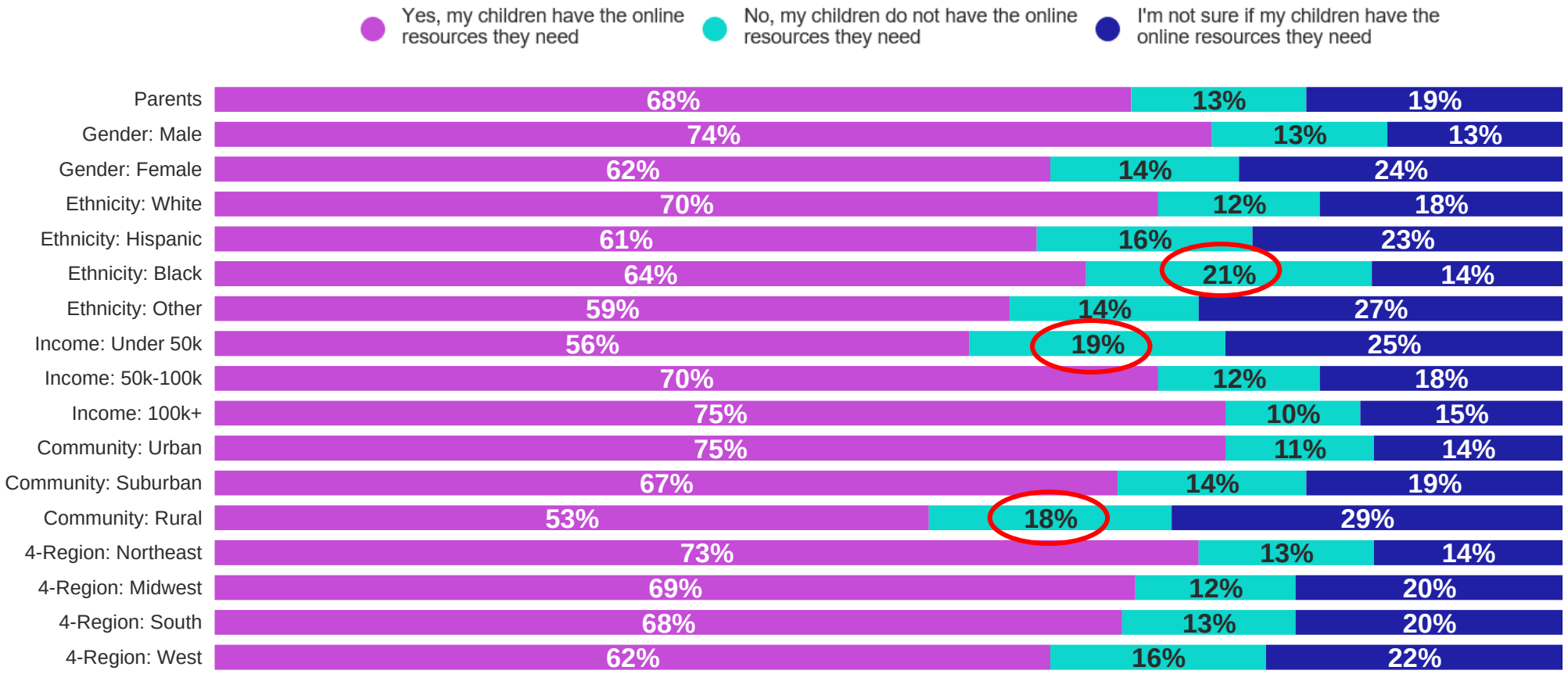
Do your children have the online resources they need to continue learning this summer?



MORNING CONSULT

The majority of all parental demographics report that their children have the online resources they need. However, African American parents, lower-income, and rural parents are disproportionately more likely to report that their children do not have those resources.

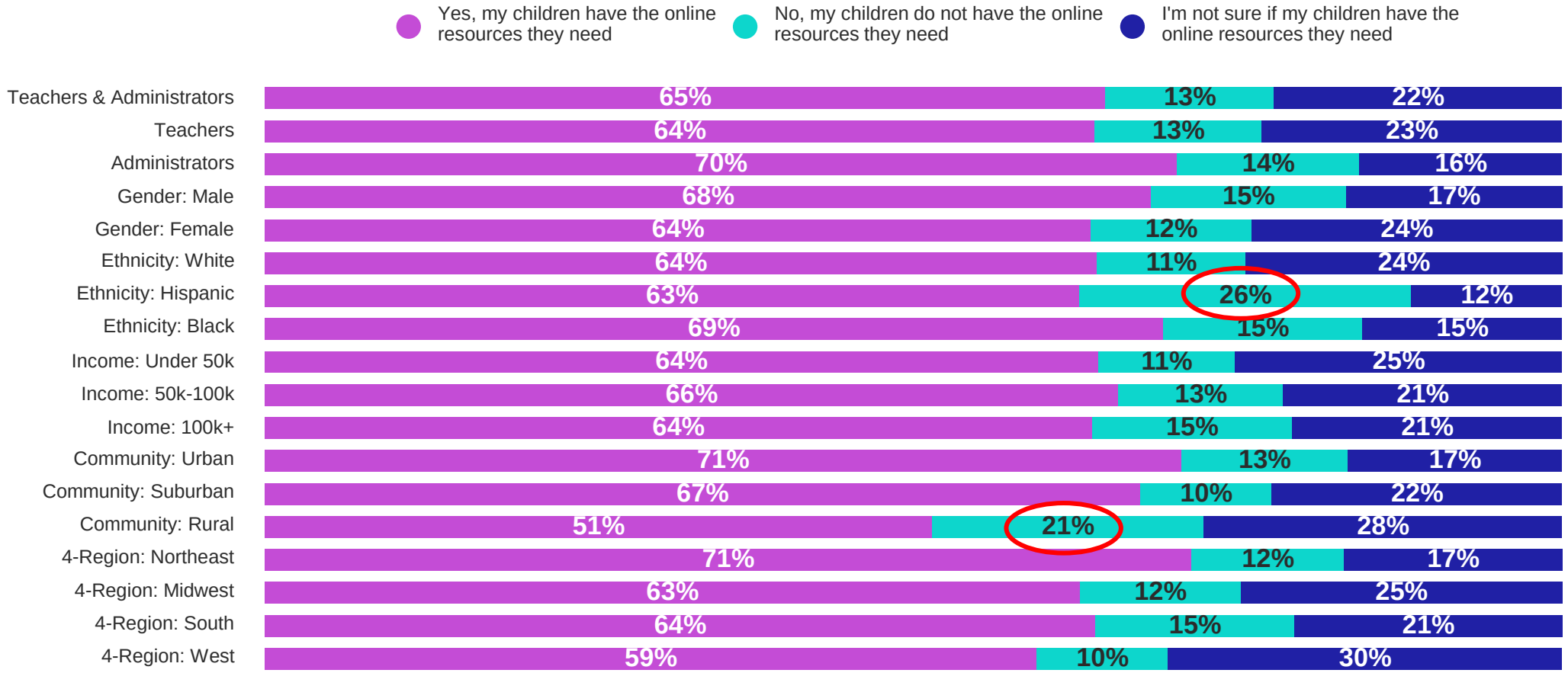
Do your children have the online resources they need to continue learning this summer?



MORNING CONSULT

Hispanic and rural teachers & administrators are disproportionately more likely to report that the students they teach and support do not have the online resources they need to continue learning this summer.

Do your children have the online resources they need to continue learning this summer?



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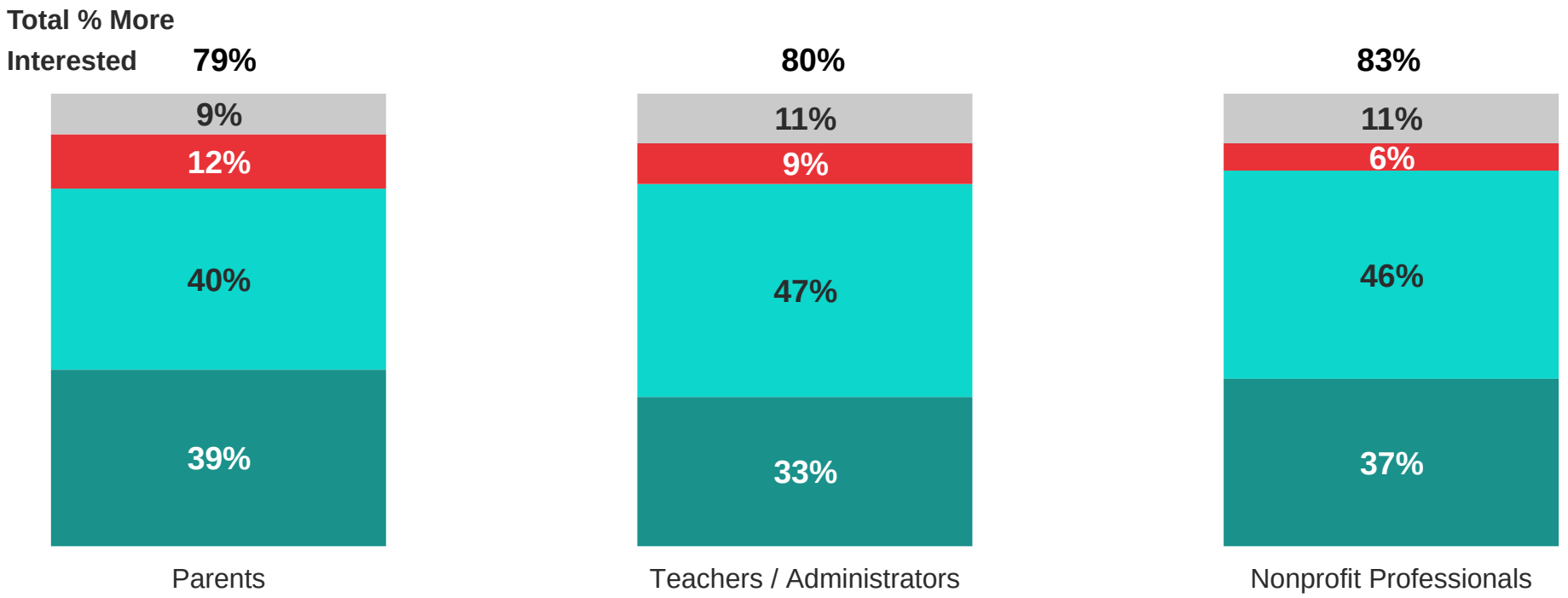
The vast majority of parents, teachers / administrators, and nonprofit professionals believe that learning tools which include features from popular entertainment would increase student interest in using those tools.

Do you feel that your children would be more interested in learning tools that included popular entertainment? This could include superheroes, cartoon characters, and talent from their favorite movies and shows.



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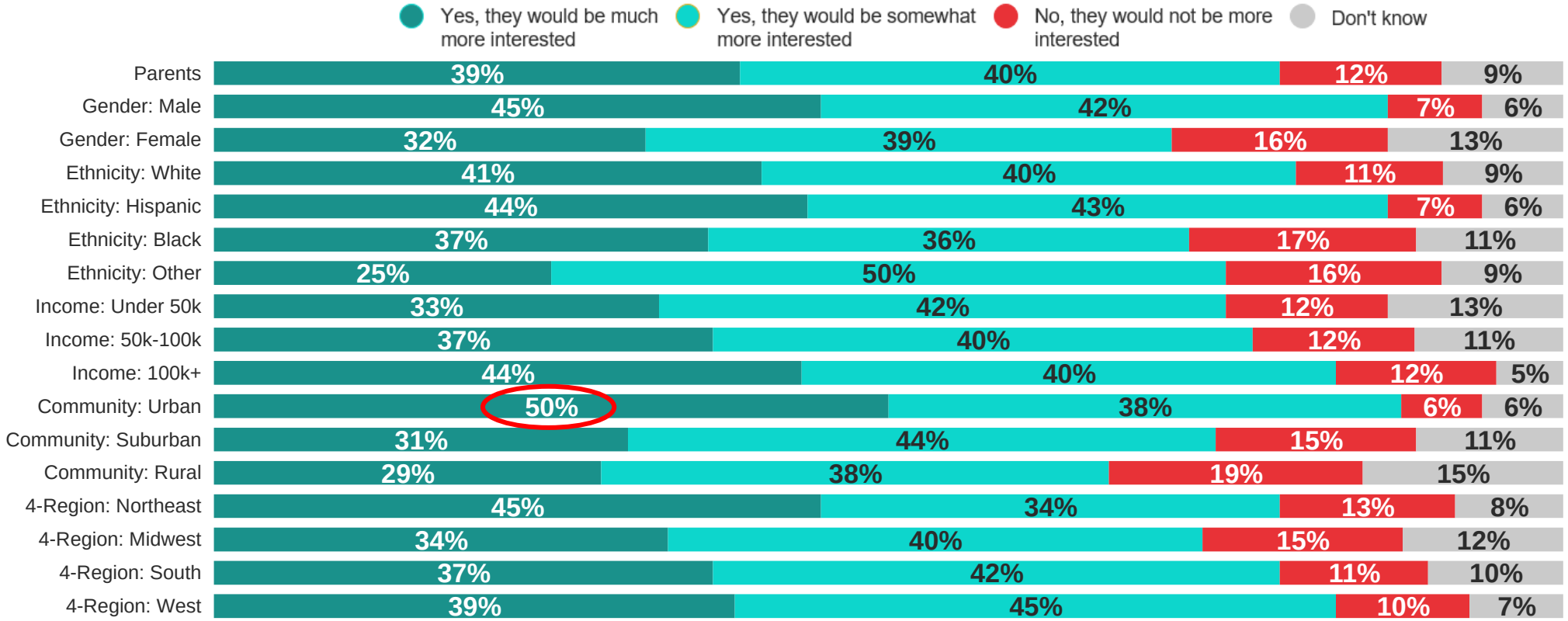
Substantial majorities across parental demographics believe their children would be more interested in learning tools which include popular entertainment. Parents from urban areas are the most likely to believe their children would be “much more interested.”

Do you feel that your children would be more interested in learning tools that included popular entertainment? This could include superheroes, cartoon characters, and talent from their favorite movies and shows.



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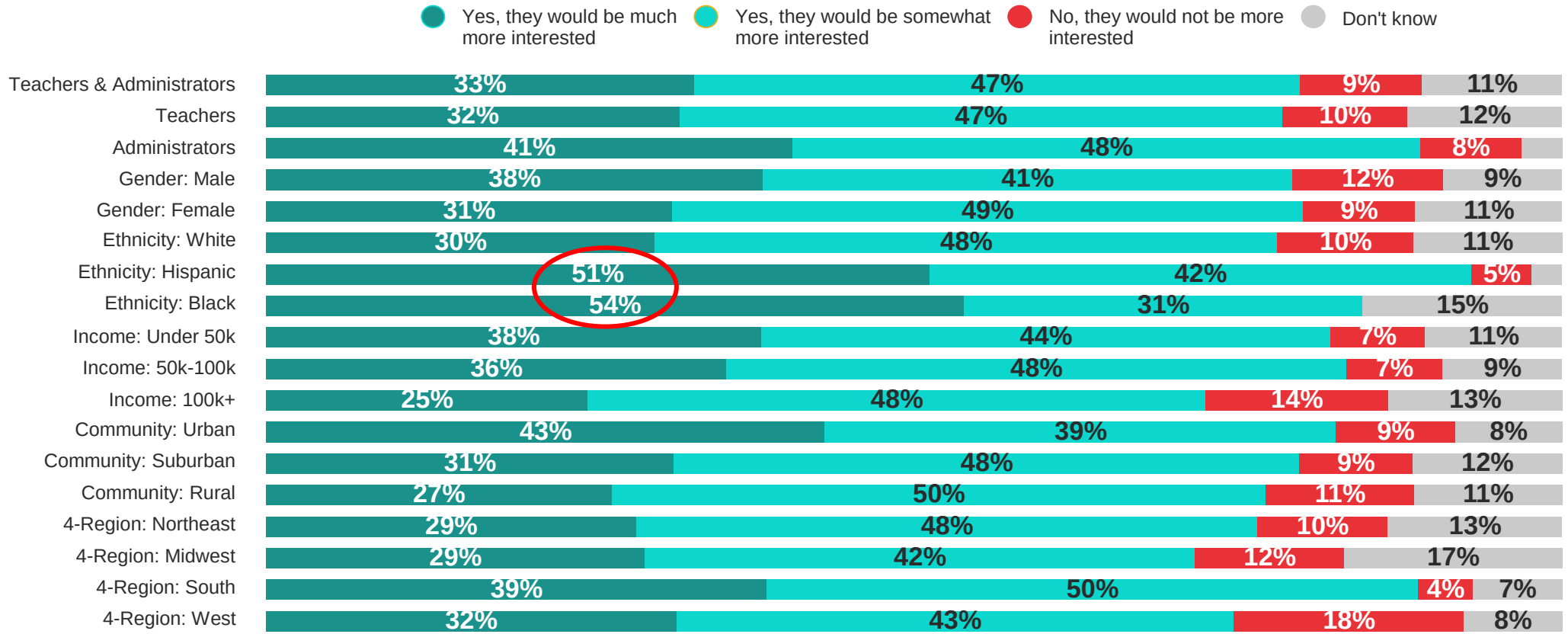
Hispanic and African American teachers/ administrators are the most likely to believe that their students would be “much more interested” in learning tools which include features from popular entertainment.

Do you feel that your children would be more interested in learning tools that included popular entertainment? This could include superheroes, cartoon characters, and talent from their favorite movies and shows.



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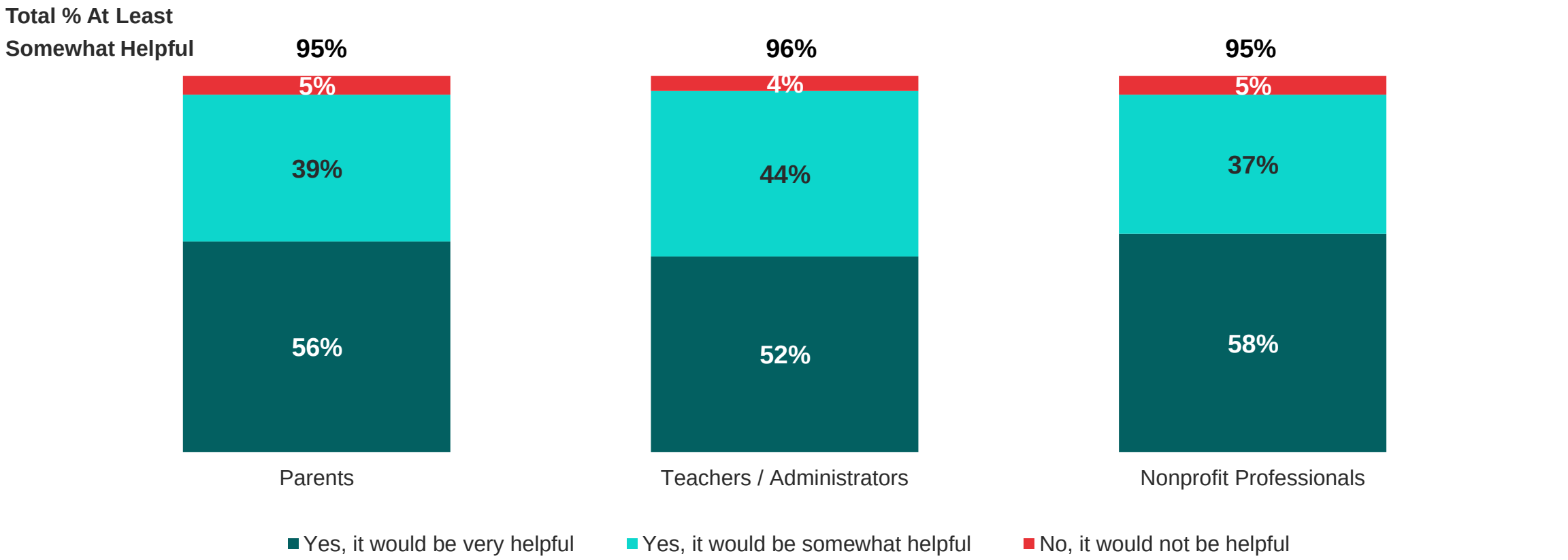
Majorities in the three audience groups believe a single online portal where children could access high-quality educational content and learning resources would be very helpful. Additionally, nearly everyone believes that it would be at least somewhat helpful.

Would it be helpful if there were a single online portal where your children could access high-quality educational content and learning resources?



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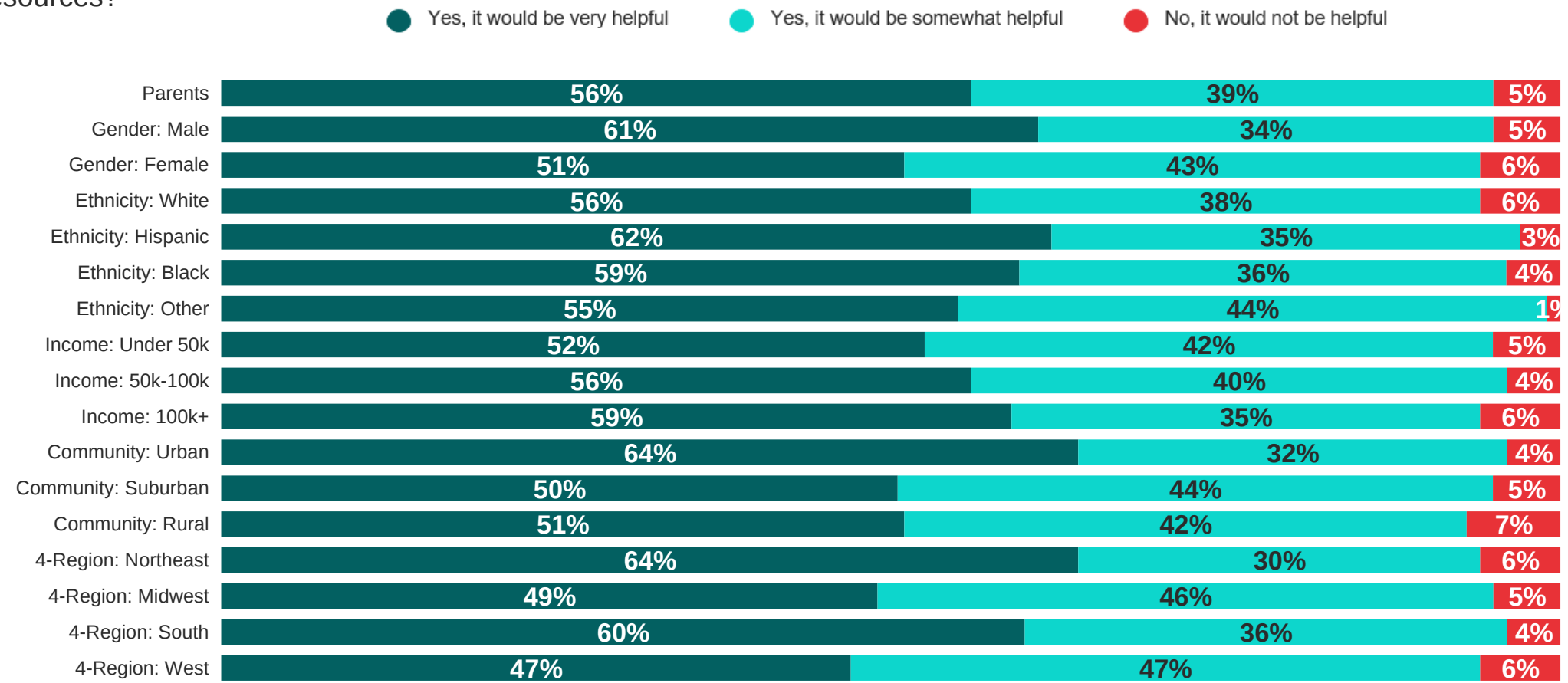
Across all parental demographics, nearly everyone believes in the helpfulness of a single online portal for accessing high-quality educational content and resources.

Would it be helpful if there were a single online portal where your children could access high-quality educational content and learning resources?



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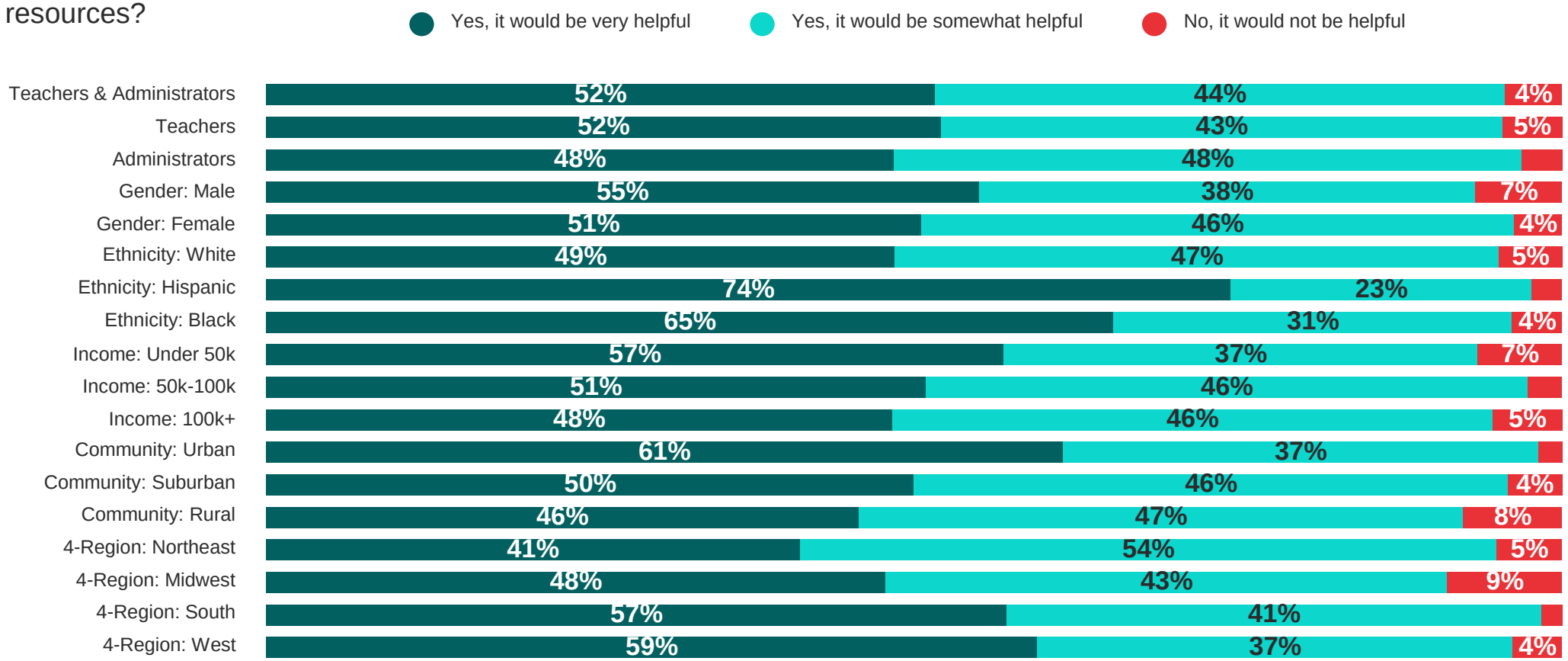
All teacher / administrator demographic groups are nearly unanimous in their belief that it would be helpful if their students had a single online portal where they could access high quality learning resources and educational content.

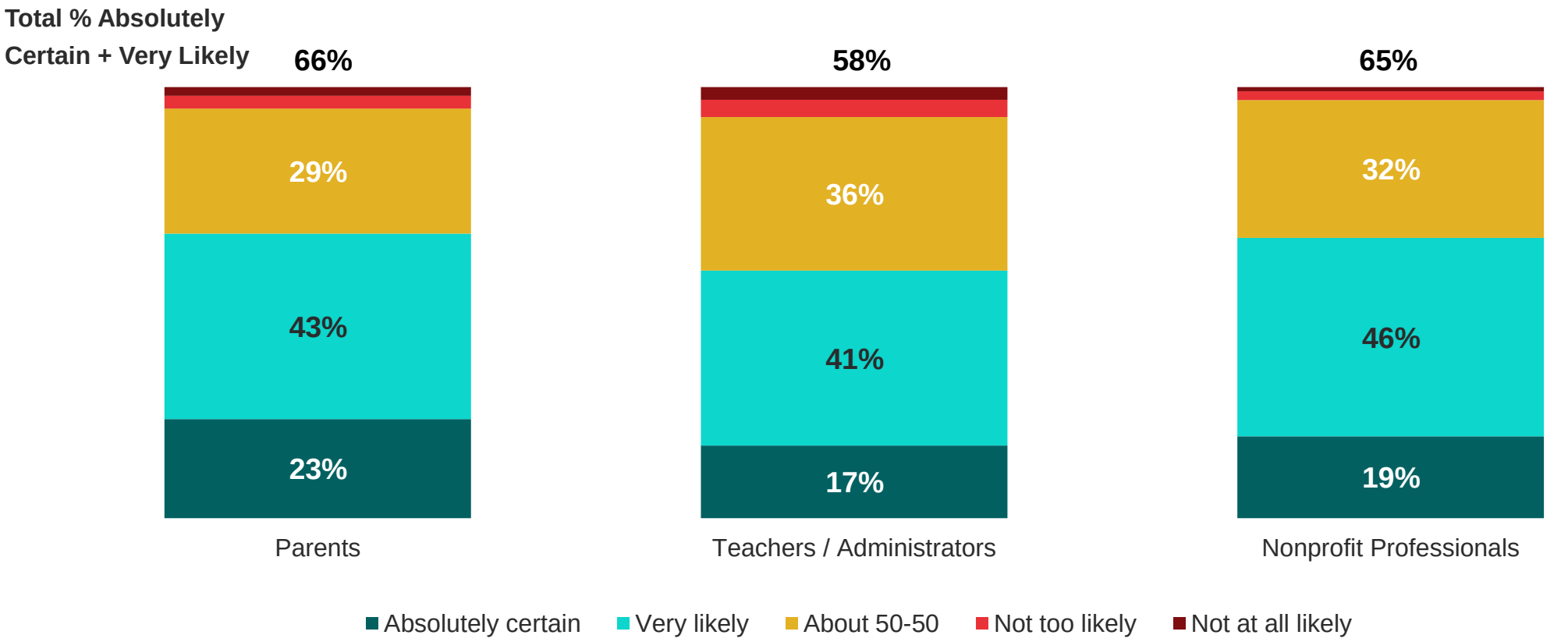
Would it be helpful if there were a single online portal where your children could access high-quality educational content and learning resources?



DESIRED TOOLS AND RESOURCES

Assuming students had access, majorities of the three audience groups believe their children and students would be absolutely certain or very likely to use a single portal for accessing high-quality educational content and learning resources.

Assuming your children had access to a single portal where they could access high-quality educational content and learning resources, how likely would your children be to use this?



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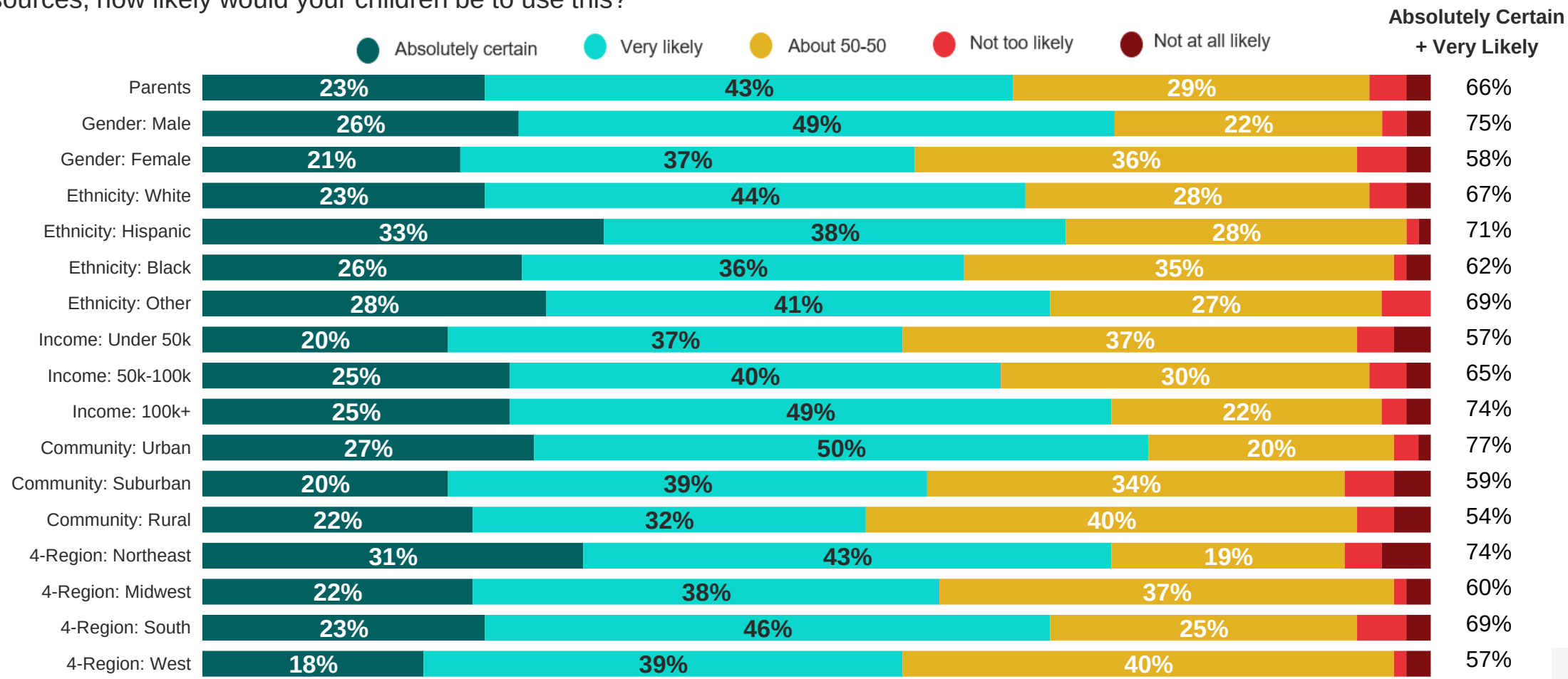
Majorities across parental demographics believe their children would be likely to use a single online portal for accessing high-quality educational content and resources.

Assuming your children had access to a single portal where they could access high-quality educational content and learning resources, how likely would your children be to use this?



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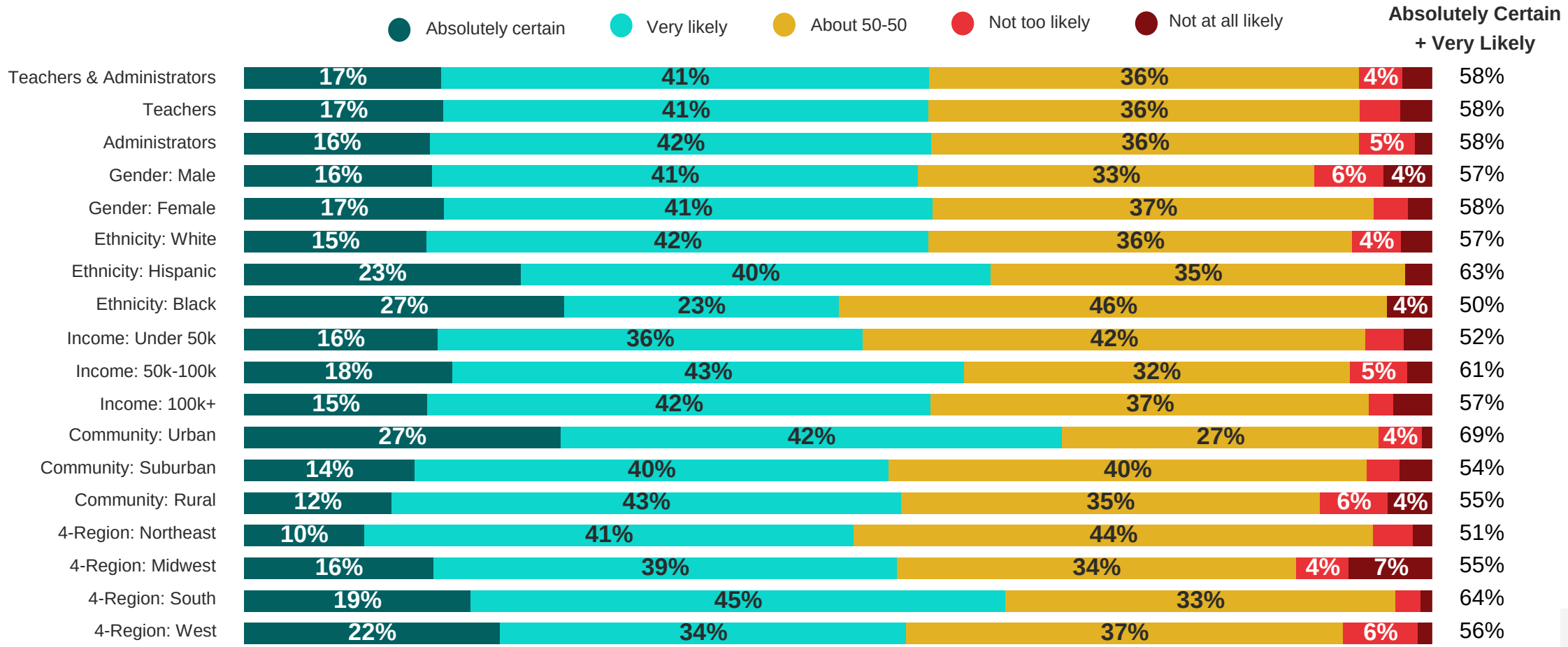
All teacher / administrator demographic groups believe their students would be likely to use a single portal for accessing educational content and learning resources.

Assuming your children had access to a single portal where they could access high-quality educational content and learning resources, how likely would your children be to use this?



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Survey Audiences – Demographic Profiles

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Demographic	Parents (n=1000)	Teachers / Administrators (n=500)	Nonprofit Professionals (n=100)
Male	50%	24%	32%
Female	50%	76%	68%
Age 18-34	24%	28%	35%
Age 35-44	46%	23%	31%
Age 45-64	27%	39%	23%
Age 65+	3%	11%	11%
Ethnicity: White	78%	87%	80%
Ethnicity: Hispanic	25%	9%	21%
Ethnicity: Black	12%	6%	8%
Ethnicity: Other	10%	7%	12%
Income: Under 50k	28%	25%	34%
Income: 50k-100k	35%	46%	41%
Income: 100k+	37%	30%	25%
Community: Urban	43%	22%	37%
Community: Suburban	39%	57%	44%
Community: Rural	18%	21%	19%
4-Region: Northeast	23%	24%	30%
4-Region: Midwest	18%	23%	21%
4-Region: South	39%	38%	31%
4-Region: West	19%	16%	18%
K-12 School Teacher	n/a	87%	n/a
School Administrator	n/a	13%	n/a

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