

# BACK TO SCHOOL

NOT BACK TO NORMAL

**As with everything in 2020, back to school will, indeed, be different.** While 83% of American parents are planning to continue back to school shopping, 77% will consider online options.

As COVID-19 continues to surge in the U.S., debate rages on. **Should schools open in-person or virtually? How will this affect our children? What is the right next step?**

The only thing Americans can agree on is that **we're all concerned** at every level and on every topic.



This CARAVAN survey was conducted by Big Village INSIGHTS among a total sample of 3,010 adults 18 years of age and older. Key findings are based on a subset of N=949 parents of school-aged children (kindergarten through 12th grade). The online omnibus study is conducted three times a week among a demographically representative U.S. sample of 1,000 adults 18 years of age and older. These surveys were live on July 8-12, 2020.

## THE GREAT DEBATE

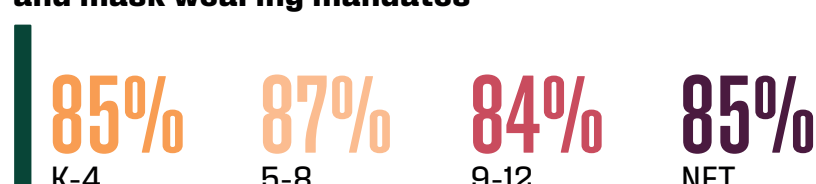
### TO GO BACK OR NOT TO GO BACK



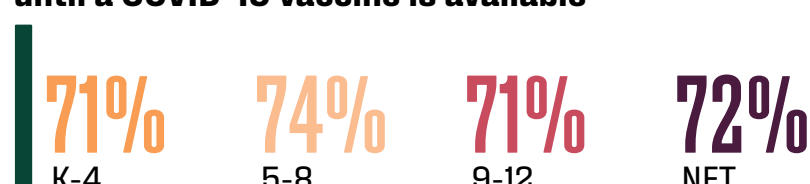
#### How much do you agree or disagree with the following?

% = Agree

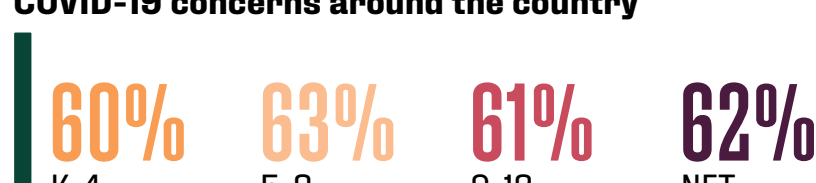
Even if measures are put in place, I am concerned about students following through and fully complying with social distancing and mask wearing mandates



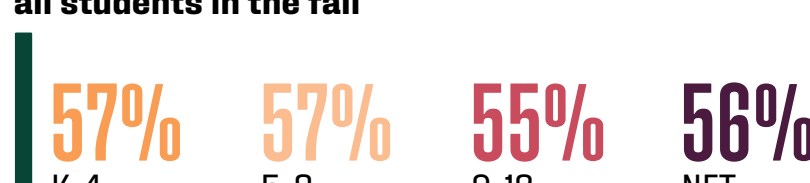
I would rather just homeschool my child(ren) until a COVID-19 vaccine is available



The overall experience of being in school is more important for students, despite ongoing COVID-19 concerns around the country



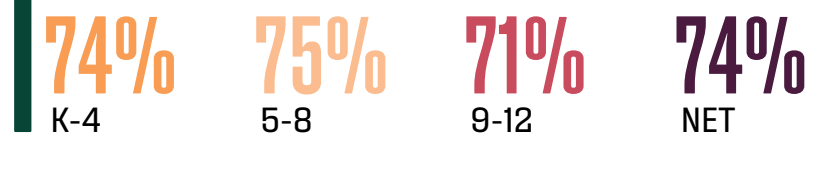
Schools in my state should reopen for all students in the fall



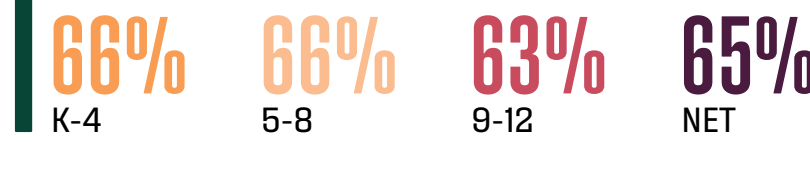
#### In light of the COVID-19 pandemic, how comfortable would you be with the following:

% = Comfortable

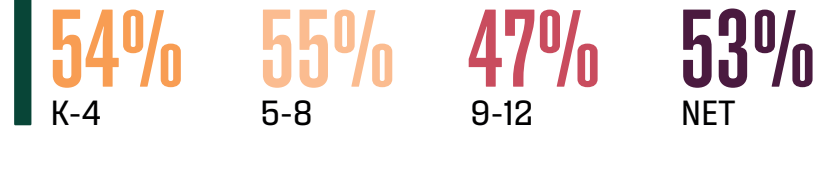
Your children's school(s) reopening in the fall with at least 50% capacity



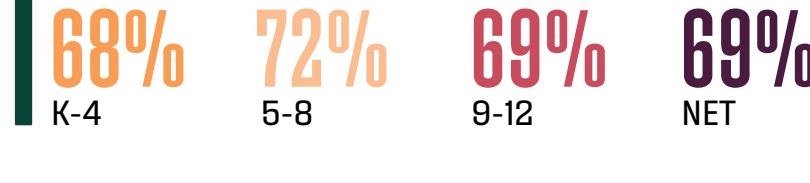
Your children's school(s) reopening at 50% capacity in the fall, with the other 50% dedicated to virtual learning



Your children's school(s) reopening at full capacity in the fall



Your children's school(s) reopening exclusively in the fall with virtual learning



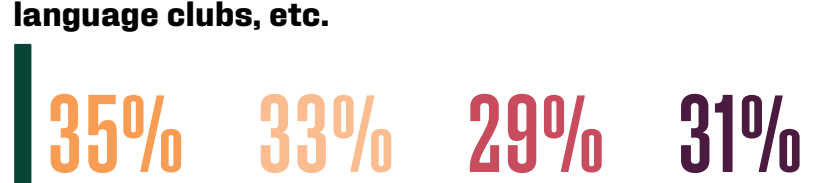
## SCHOOL IS HAPPENING. BUT NOT ALL OF SCHOOL HAPPENS IN THE CLASSROOM.



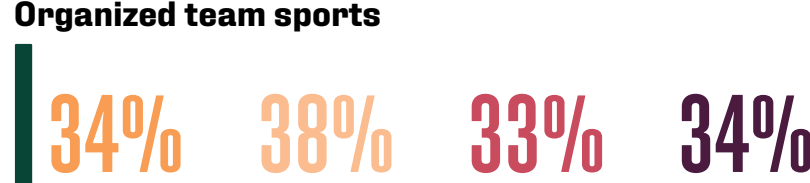
#### Which of the following activities should be allowed when schools resume in-person learning in the fall?

% = Yes

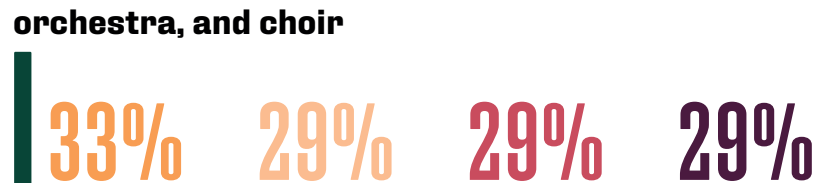
Club/group meetings such as student council, key club, photography club, foreign language clubs, etc.



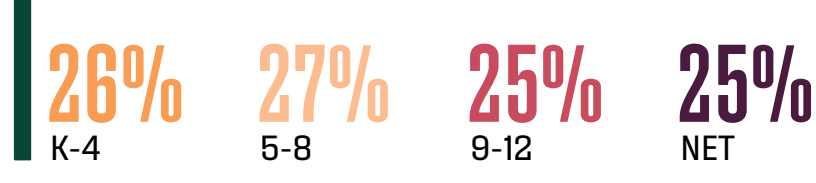
Organized team sports



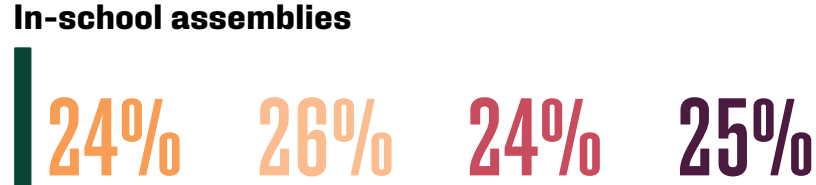
Group music lessons, such as band, orchestra, and choir



School plays or concerts



In-school assemblies



**When school resumes in the fall, do you believe wearing masks/facial coverings should be mandated for EVERYONE (both students and staff)?**



**68%**

Yes at all times

**23%**

Yes when only social distancing can't be practiced

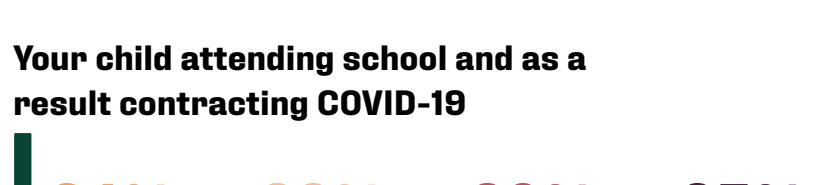


## INTERNAL CONFLICT: COVID VS LIFESTYLE

#### How concerned are you about the following:

% = Concerned

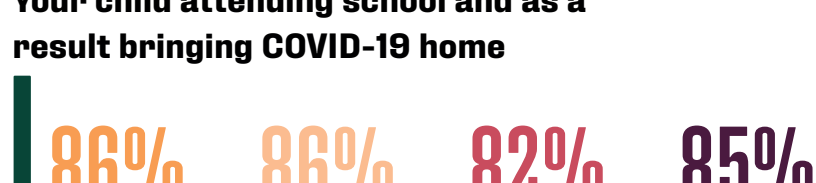
Your child attending school and as a result contracting COVID-19



The quality of your children's education being NEGATIVELY IMPACTED by the COVID-19 pandemic



Your child attending school and as a result bringing COVID-19 home



The potential disruption to your daily routines if virtual (at-home) learning becomes necessary



## VIRTUAL LEARNING WOES

#### In general, which of the following concern you about virtual learning:

% = Concerned (NET)



Lack of social interaction with other students

**52%**

Lack of motivation from students

**46%**

Lack of physical activity (i.e., no formal gym classes or organized sports programs)

**44%**

Lack of one-on-one/individual attention from teachers

**42%**

Lack of cohesive lesson plan/class structure

**36%**

Technical issues, like Wi-Fi connections issues or dropped video calls

**34%**

Time management issues for your children

**34%**

Lack of ability for you to help your children if needed

**33%**

Lack of accountability for teachers and/or students

**32%**

Lack of computer literacy (i.e., inability to work video conference software like Zoom, programs like Microsoft Word or Excel)

**23%**

#### Dig deeper with the Big Village Insights COVID Dashboard.

The Big Village COVID-19 dashboard delivers an easy-to-use, self-serve platform providing access to all of our COVID-19 tracking data including industry specific deep-dives and online behavioral data. This tool puts Big Village's data in your hands to uncover meaningful insights to your specific business questions.



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Omnibus Surveys

<sup>1</sup>Base = Children in the household