

Report

# Postmedia

Back to School survey

September 2020



DATE 2020-10-05

# Leger

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*We know Canadians*

# METHODOLOGY

## Methodology

### Study Population

- British Columbia residents, aged 18 and older.

### Data Collection

- A total of n=146 online surveys with families of school aged children were conducted via Leger's online panel, LEO.
- Interviews were conducted from September 18 to September 20, 2020.

### Statistical Analysis

- As a non-random internet survey, a margin of error is technically not to be reported.
- If the data were collected through a random sample, the margin of error would be (n=146)  $\pm 7.5\%$ , 19 times out of 20.
- Using data from the 2016 Census, results were weighted according to age, gender, and region in order to ensure a representative sample of the population.
- The numbers presented have been rounded to the nearest whole number. However, raw values were used to calculate the sums presented and therefore may not correspond to the manual addition of these numbers.

## Key Findings

## Key Findings (1/2)

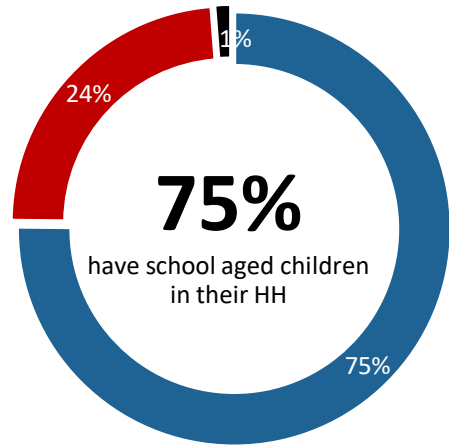
<p><b>HH composition</b></p>	<p>75% of BC residents with kids have school aged children in their household. One-quarter of those families (25%) have one or more children who have Special Needs Designations. Moreover, 21% of parents noted there is a reduction in support from their school for children with special needs this year.</p> <p>About six in ten (62%) of BC residents have one school-aged child, over one-quarter (27%) have two children and 11% have three or more school-aged children at home. Almost six in ten (57%) of those students are 6-12 y.o., nearly one-half (48%) are 13-17 y.o. and 16% of them are 5 y.o. (K).</p> <p>Most students go to public schools (84%), while 11% attend private/independent schools.</p>
<p><b>Worry for the 2020-2021 school year</b></p>	<p>Two-thirds (68%) of BC parents are worried about 2020-2021 school year. As a result of that 27% of families say their children are attending school at home. The main reasons for that are worries about other family member's health (70%) and their child's health (66%). In the meantime, seven in ten (70%) of students returned to in-person instruction in September.</p>
<p><b>Wearing masks at school</b></p>	<p>Overall, there is a positive attitude towards wearing masks at school. Seven in ten of BC families who have returned to in-person instruction agree that wearing masks should be mandatory for all teachers and students in high traffic areas like hallways, school buses (74%) and in classrooms for secondary/high school students (70%). Two-thirds of those parents also disagree that masks should be optional (64%).</p> <p>Interestingly, 65% of parents agree that their children are happy to wear masks when required.</p>

## Key Findings (2/2)

<p><b>Spending on back-to-school items</b></p>	<p>BC parents of school aged children are planning to spend more on hardware/computers (26%) and digital educational subscriptions (24%) compared to the last school year. While they think they would spend less money on sports equipment (34%) and school supplies (33%).</p>
<p><b>Implementing provincial health guidelines</b></p>	<p>The study results revealed that ensuring hand hygiene in the school setting (61%), wearing masks where required (57%), and extra cleaning the school (51%) are the most effective in implementing at school for those who have returned to in-person instruction. While less parents agree that ensuring school buses observe COVID-19 protocols (39%) and using shared items (37%) are very/somewhat effective in their school.</p>
<p><b>Work/life</b></p>	<p>13% of BC Parents of school aged children have already quit their job or reduced their work schedule, while two in ten (19%) have considered quitting, and 66% do not plan to. Overall potential loss of workforce is 32%, including 33% among women and 31% among men.</p> <p>Men are more likely to agree that their workplace understands the challenges of managing children in the pandemic (68%) vs. 42% of women.</p>
<p><b>Effectiveness of communication of plans</b></p>	<p>Two-thirds of BC residents who have school aged children think that BC Provincial Health Officer, Dr. Bonnie Henry was effective in communicating plans for the 2020/2021 school year (65%), while BC Minister of Education, Rob Fleming was less effective (35%).</p>

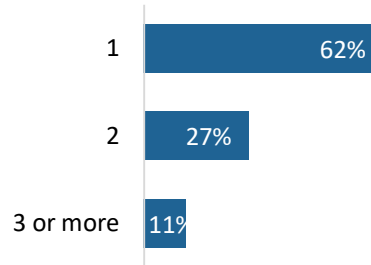
## Detailed Results

# Household composition of families with children

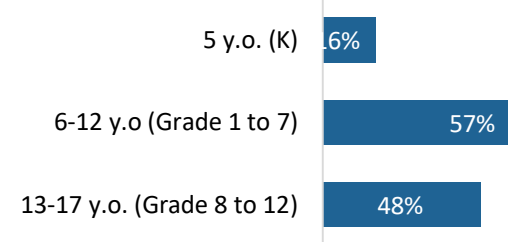


■ Yes ■ No ■ Prefer not to answer

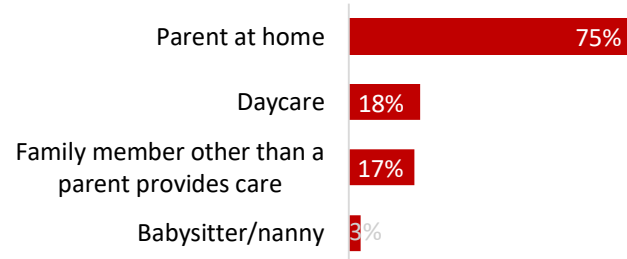
How many school aged children do you have in your household?



Which of the following age groups does each of your school aged child fall under?



For children under 5 years old what are your child care arrangements?

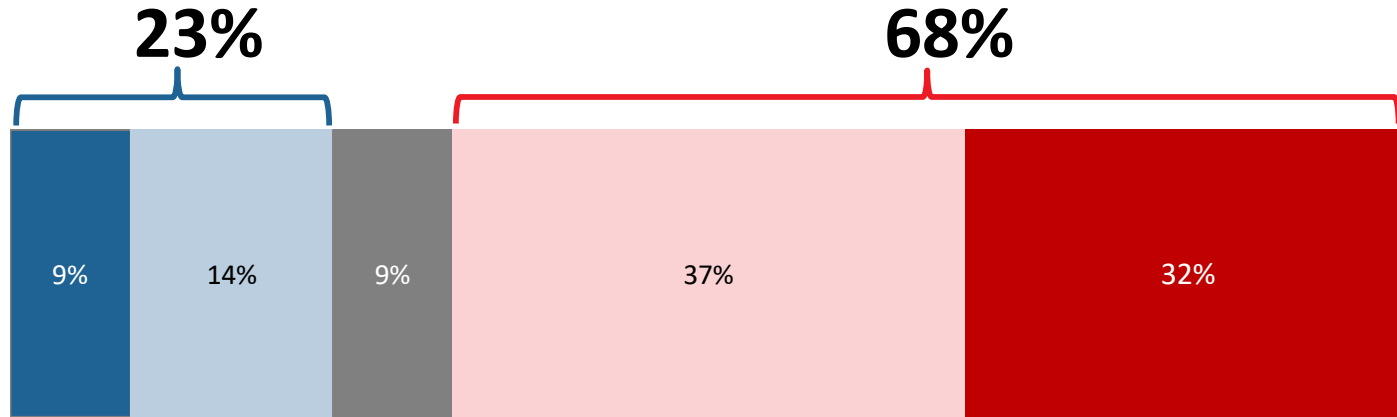


QS1: Do you have school aged children in your household? QS2. For children under 5 y.o. what are your child care arrangements? QS3. How many school aged children do you have in your HH? QS4. Which of the following age groups does each of your school aged child fall under?

Base: British Columbia Residents who have children (n=189)



# Worry for the 2020-2021 school year



■ Not at all worried  
 ■ Not very worried  
 ■ Neutral  
 ■ Somewhat worried  
 ■ Very worried

Q1: How worried are you about 2020-2021 school year?

Base: British Columbia Residents who have school aged children (n=146)

## Type of school chosen by BC families



**84%**

**Public**

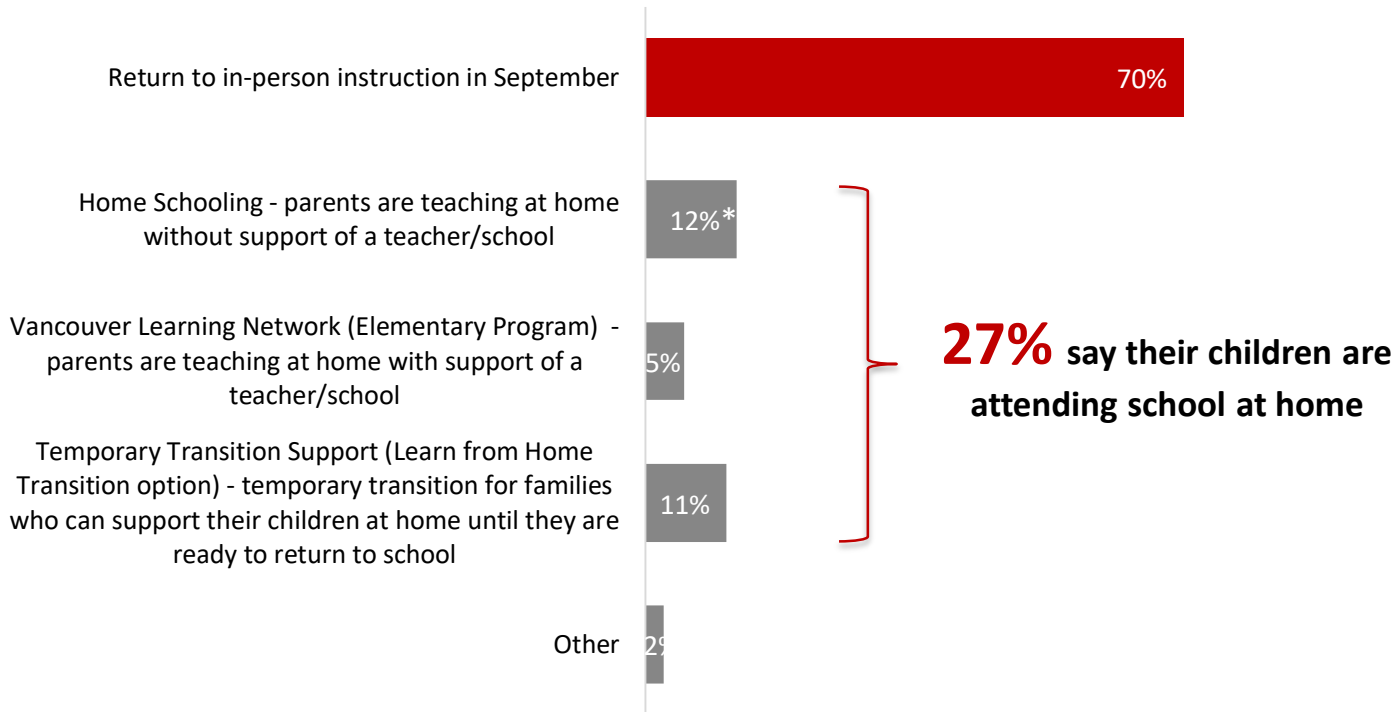
**11%**

**Private/  
Independent**

**6%**

**Home  
Schooling**

# Choice of learning for 2020-2021

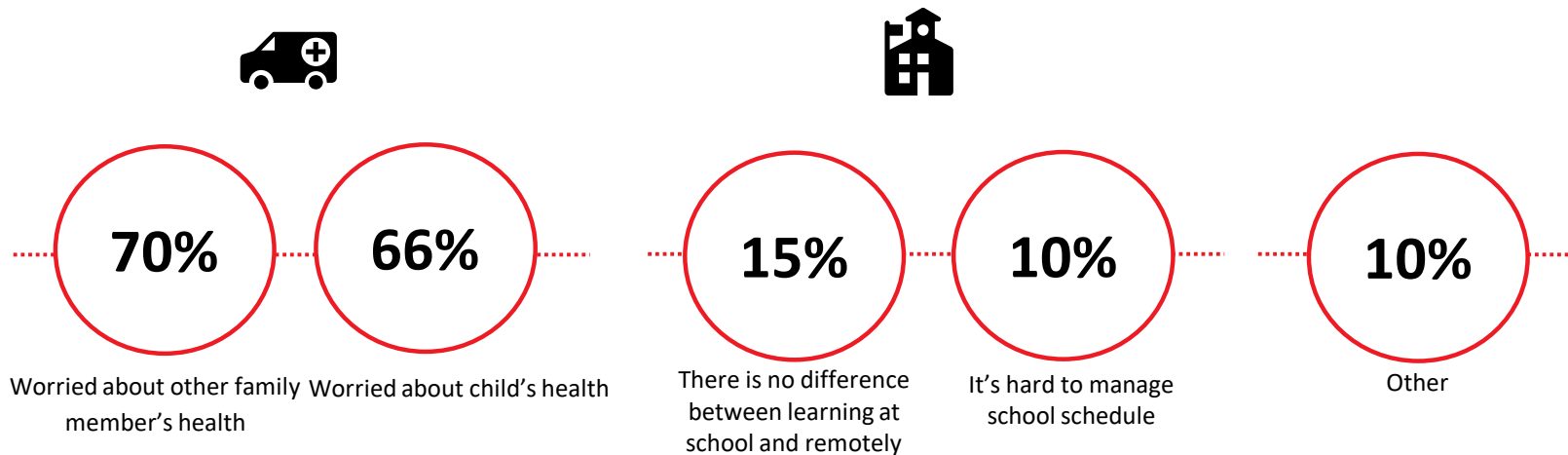


Q3: Which option did your family choose for the 2020-2021 school year?

Base: British Columbia Residents who have school aged children (n=146)

\*This chart represents a choice of families particularly for the 2020-2021 school year

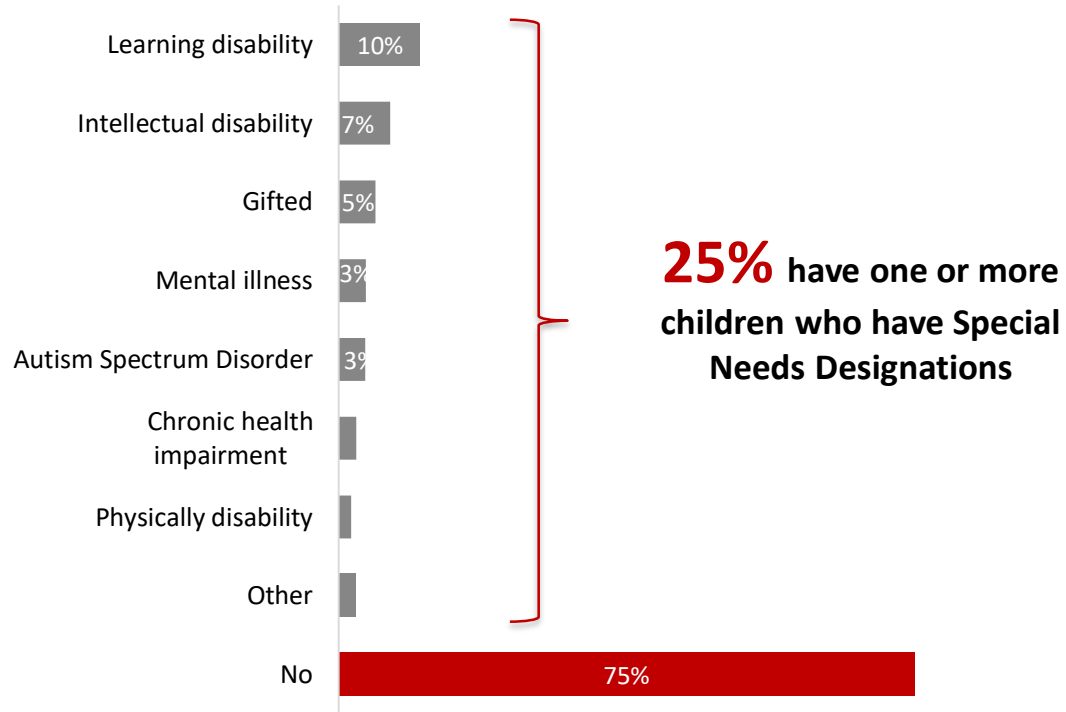
# Main reasons for not sending child back to in-person school in September



Q4: What are the main reasons for not sending your child back to in-person school in September?

Base: British Columbia Residents who do not send their kids back to school (n=44)

# Special needs designations

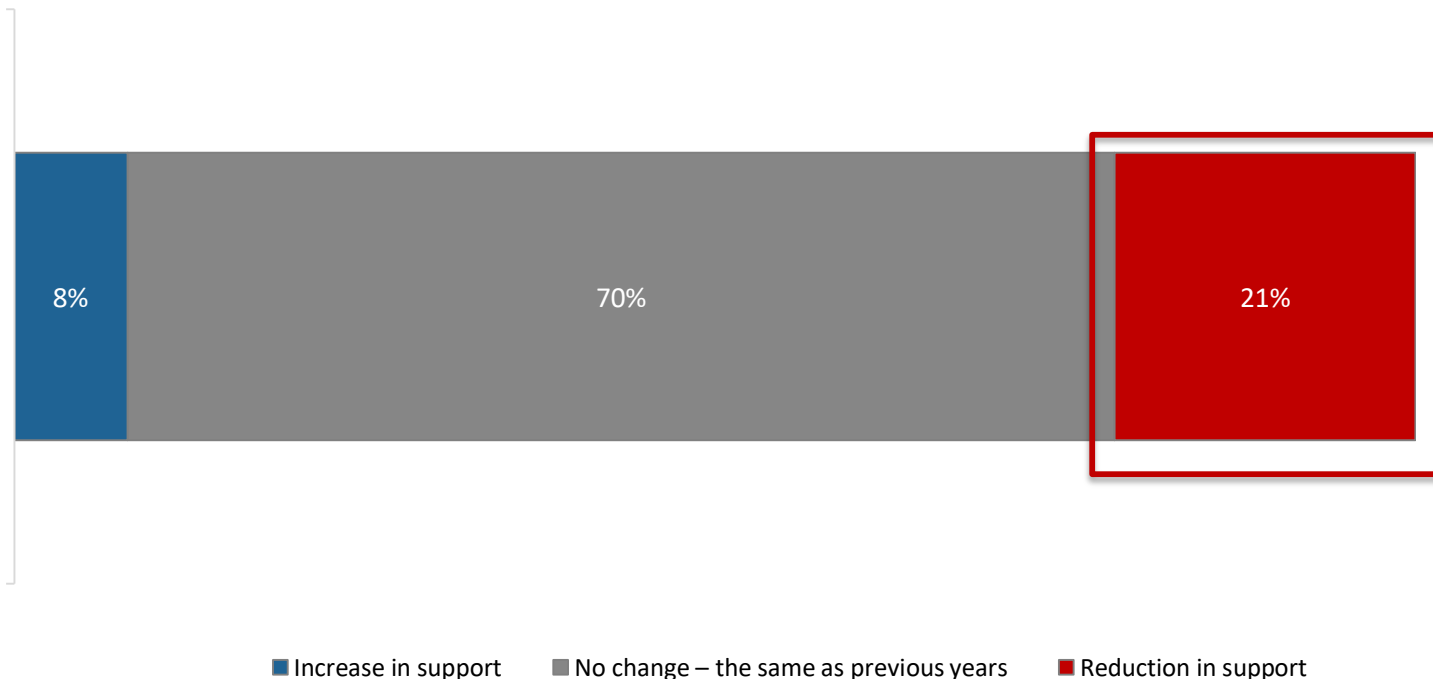


Q5: Do you have one or more children who have Special Needs Designations?

Note: mentions less than 3% are not labelled on the chart

Base: British Columbia Residents who have school aged children (n=146)

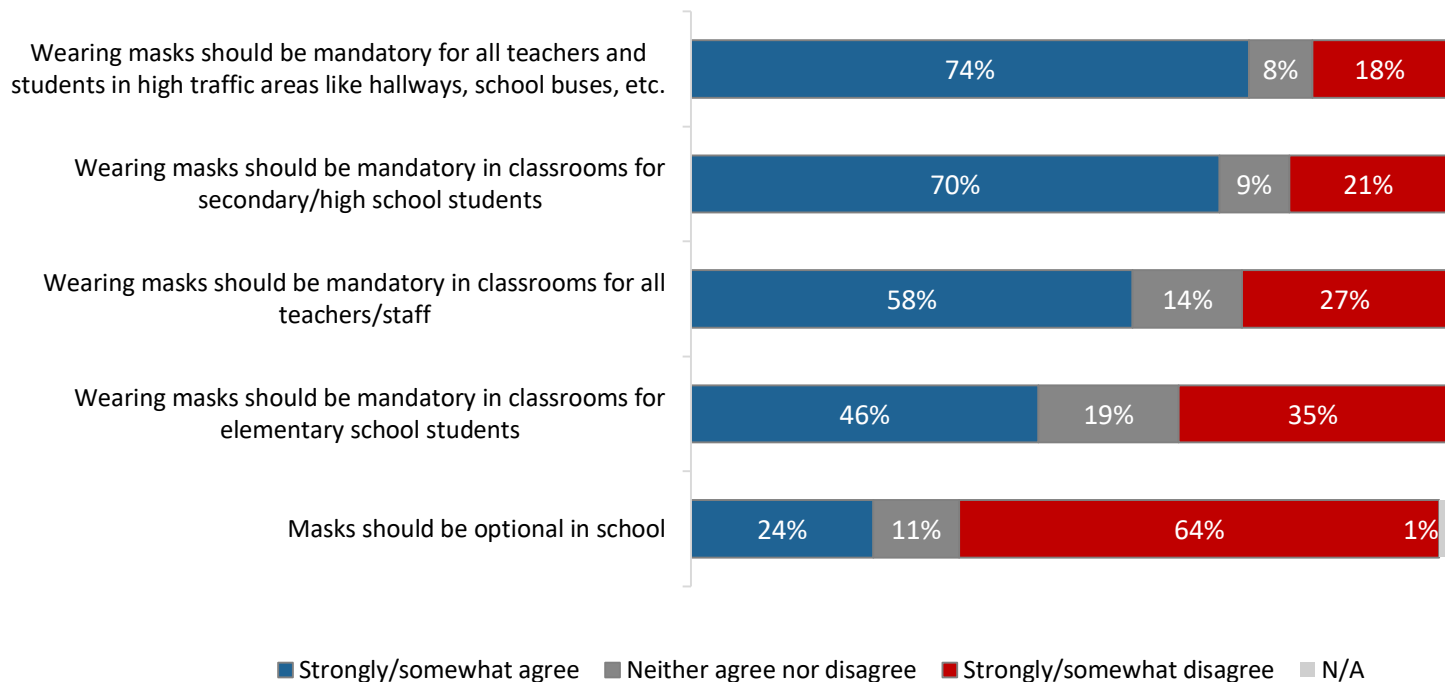
## Levels of support for families who have one or more children with Special Needs Designations



Q6: Has there been a change to the support, your child(ren) is receiving for their Special Need Assessment from their school this year?

Base: British Columbia Residents with one or more children who have Special Needs Designations (n=33)

# Wearing masks at school

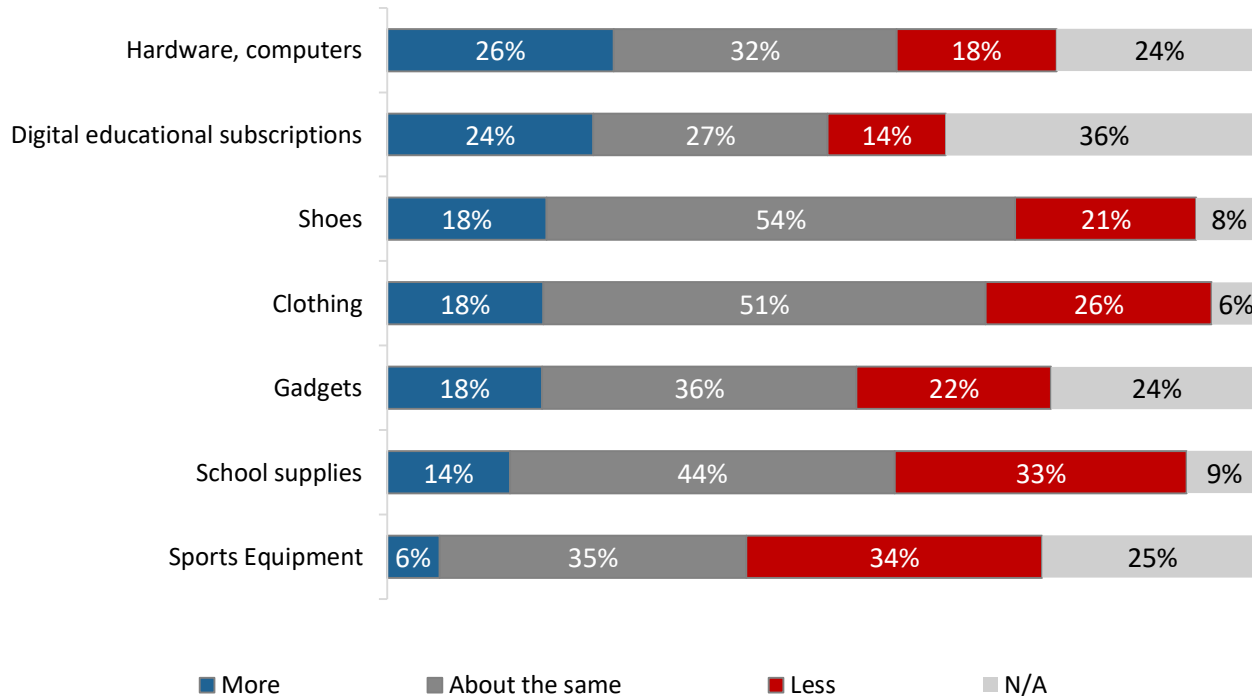


*Vancouver residents tend more to agree that wearing masks should be mandatory in classrooms for all teachers/staff (75%) and elementary school students (64%)*

Q7: On a scale from 1 to 5 where 1 means strongly disagree and 5 means strongly agree how much do you agree with the statements below about wearing masks at school.

Base: British Columbia Residents who have returned to in-person instruction in September (n=102)

# Spending on back-to-school items

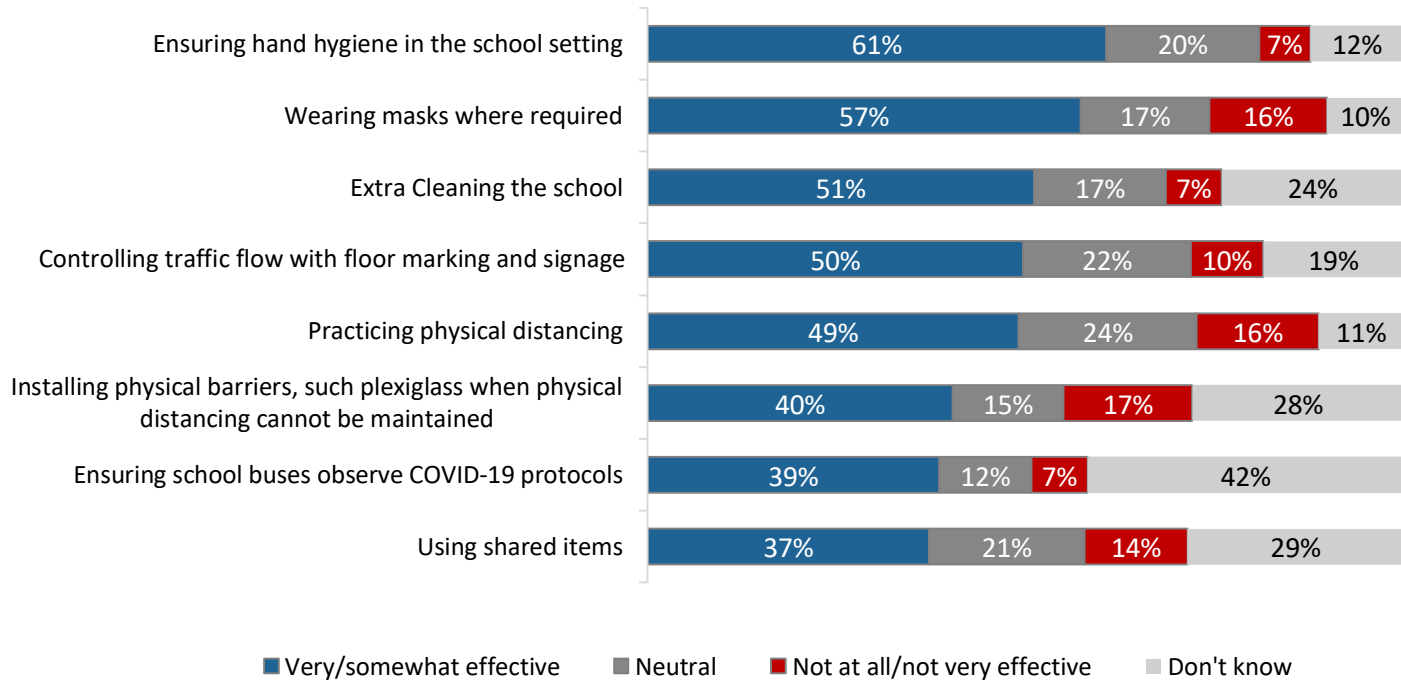


Q10: Thinking about your family's 2020/21 spending on back-to-school items, please indicate how your spending changed compared to the last year (2019/20).

Base: British Columbia Residents who have school aged children (n=146)



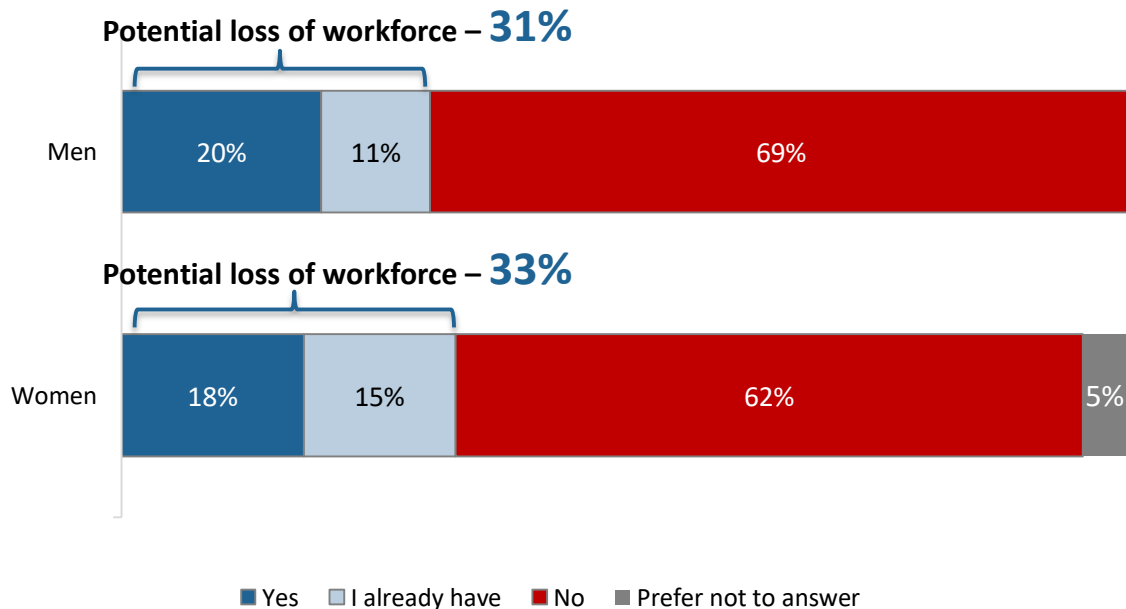
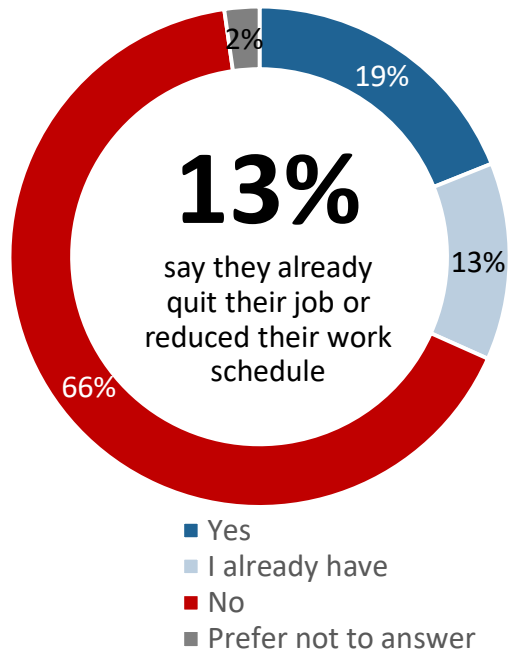
# Implementing provincial health guidelines



Q11: In your opinion, how effective has your school been in implementing the provincial health guidelines.

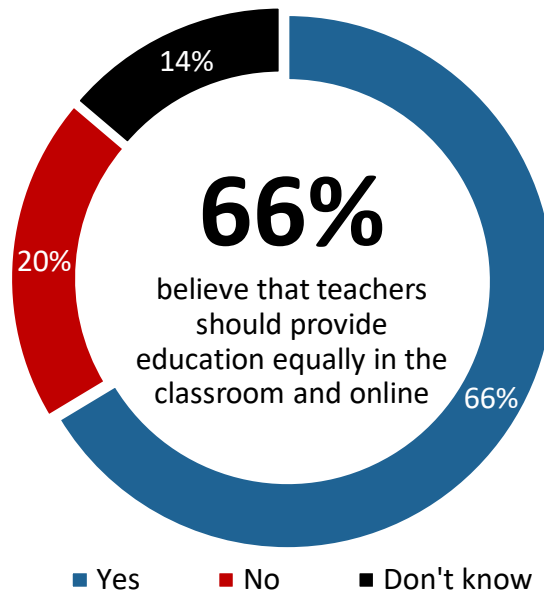
Base: British Columbia Residents who have returned to in-person instruction in September (n=102)

# Quitting job to take care of home responsibilities



Q12: I have considered quitting my job or reducing my work schedule to take care of home responsibilities during the pandemic.  
Base: British Columbia Residents who have school aged children (n=146)

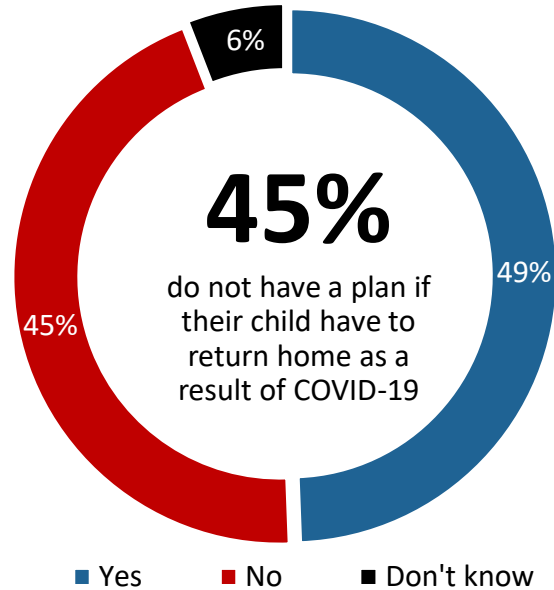
## Teachers mandated to provide education equally to students in classroom and online



Q13: Do you believe that teachers should be mandated to provide education equally to students in the classroom and online?

Base: British Columbia Residents who have school aged children (n=146)

## Plan in place for childcare should child have to return home as a result of COVID-19

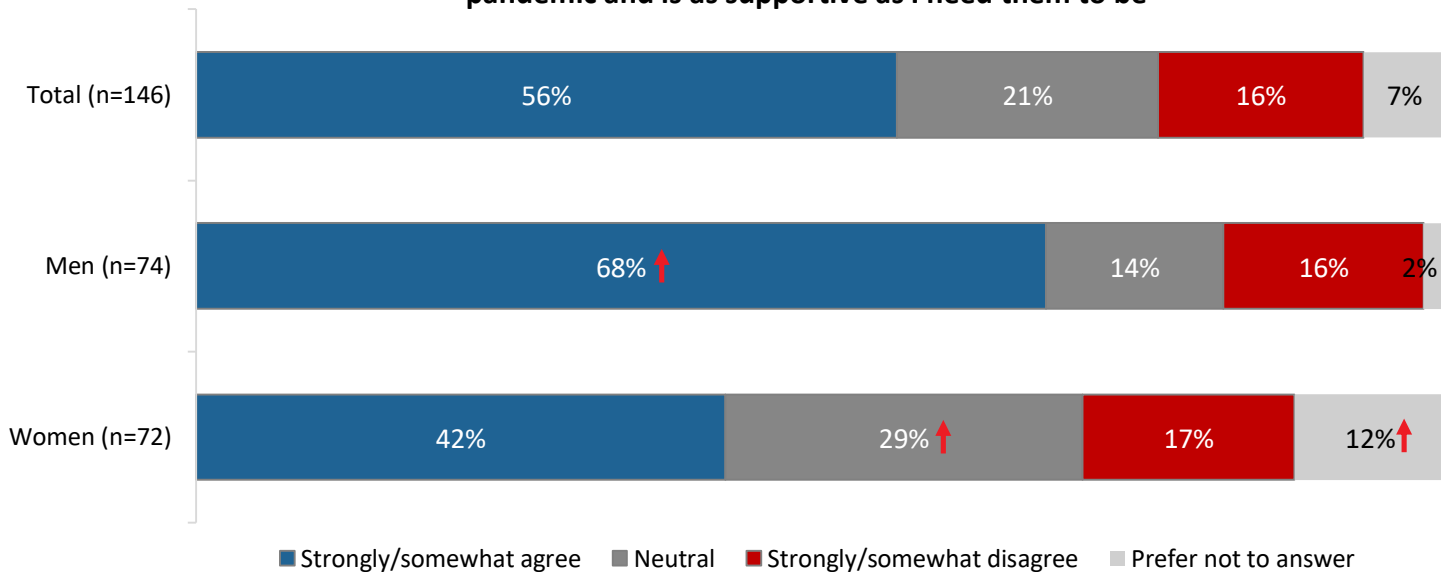


Q14: Do you have a plan in place for child care should your child have to return home as a result of COVID-19?

Base: British Columbia Residents who have returned to in-person instruction in September (n=102)

# Understanding and support from the workplace

I feel that my workplace understands the challenges of managing children in the pandemic and is as supportive as I need them to be

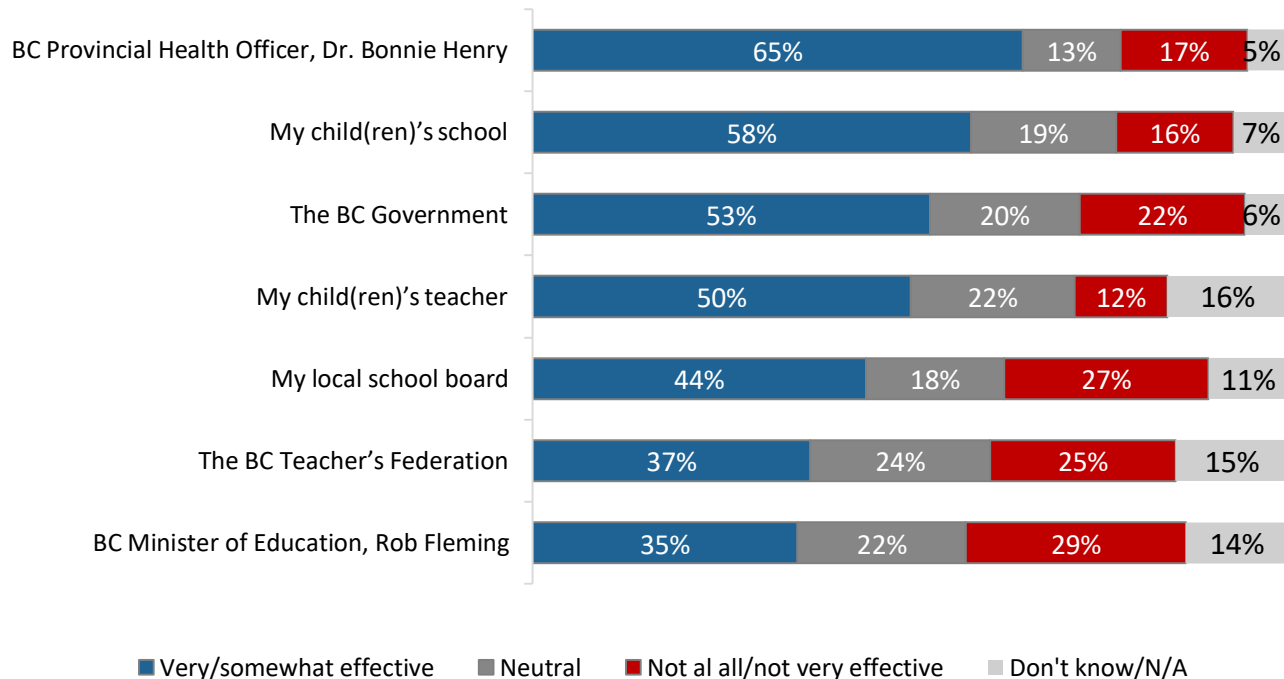


↑ Indicates significantly higher results compared to the other group

Q15: On a scale from 1 to 5 where 1 means strongly disagree and 5 means strongly agree how much do you agree with the following statement?

Base: British Columbia Residents who have school aged children (n=146)

# Effectiveness of communication of plans



Q16: Please rate how effective you think that the following stakeholders have been in effectively preparing and communicating their plans for the 2020/2021 school year?

Base: British Columbia Residents who have school aged children (n=146)

## Children perspectives (pct. of somewhat/strongly agree)



Happy to wear masks when required

**65%**

Excited for the 2020/21 school year

**61%**

Content with their extra-curricular schedule for this school year

**46%**



Concerned about contracting COVID-19

**56%**

Concerned about passing COVID-19 to others

**50%**

# RESPONDENTS PROFILE



## RESPONDENT PROFILE – *British Columbia*

	Weighted
n=	1001
<b>Gender</b>	(%)
Male	48
Female	52
<b>Age</b>	
18 to 34	27
35 to 54	33
55 years of age or older	40
<b>Region</b>	
Greater Vancouver (Metro)	53
Greater Victoria	8
Rest of BC	39

	Weighted
n=	1001
<b>Household Income</b>	(%)
Less than \$40K	18
\$40K to less than \$80K	32
\$80K and over	41
<b>Visible Minority</b>	
Yes	22
No	74
Don't know	5
<b>Ethnicity</b>	
Caucasian (white)	72
Other	26
Prefer not to answer	2

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