

Virtual Education Initiative



Perceptions and Demand for Online Education

Survey of Washington State Parents and Students

Summary Presentation

University of Washington Office of Educational Partnerships

University of Washington Educational Outreach

June 2002

Methodology - Sampling

Telephone Survey of Washington Residents

- Telephone survey of random sample of households in Washington State.
- Targeted households...
 - with at least one child 18 years old or younger,
 - with at least one student in 6th through 12th grade.
- Interviewed one parent in each household.
- Randomly selected and interviewed one student in 6th through 12th grade from each household.
- Completed 400 household-level surveys (+/-4.9%).
 - Puget Sound Region: 232 interviews (+/-6.4%).
 - Greater Washington Region: 168 interviews (+/-7.6%).

Methodology

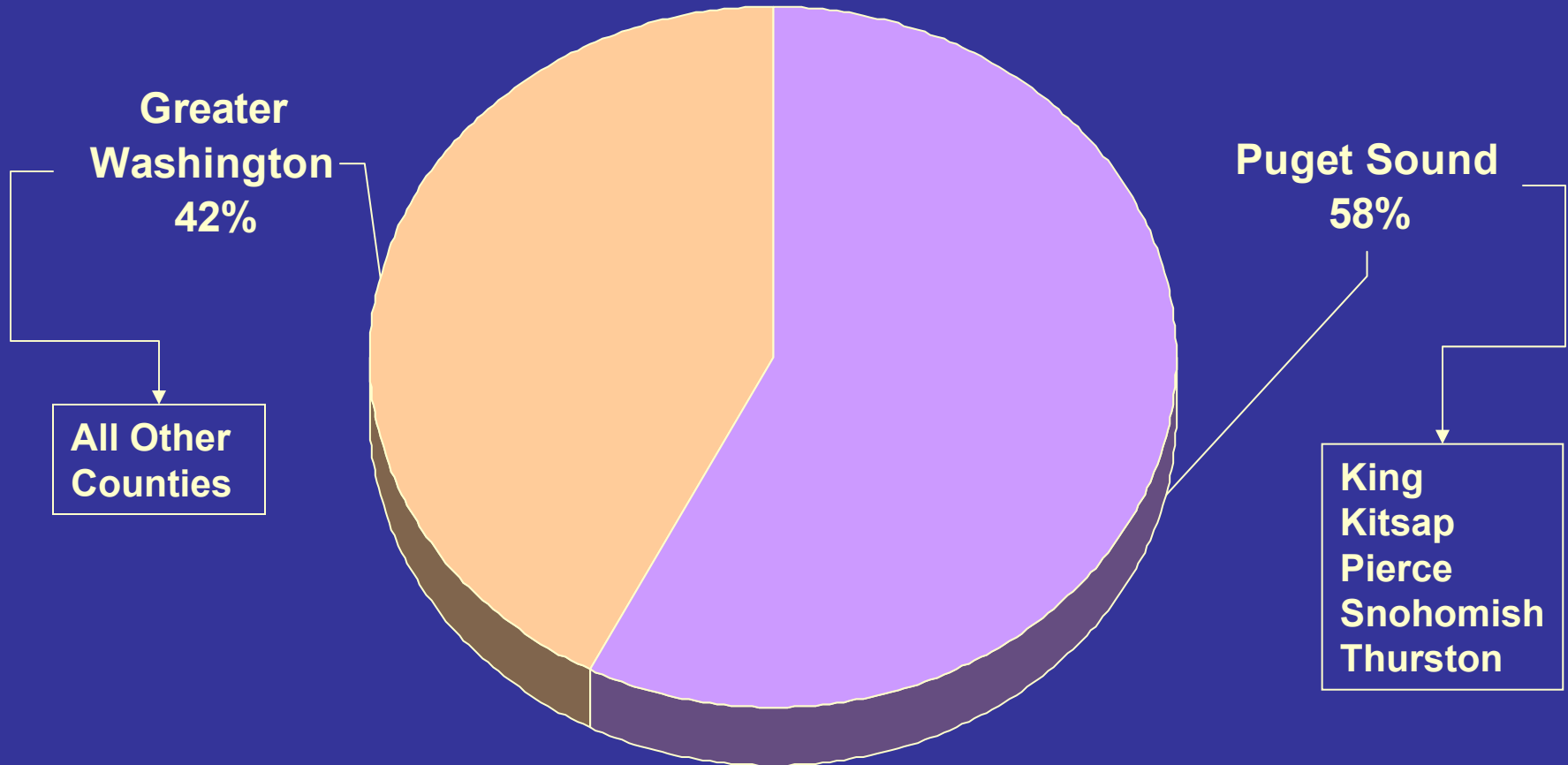
Weighted Data to State Population

- Used the 2000 Washington State Population Survey published by the Washington State Office of Financial Management to weight parent data by region at the household level.
 - Estimated number of households with children pursuing education at the 6th through 12th grade level is **~413,256**.
 - Represents **18.4%** of all Washington households.
- Used the April 2002 revision of Public and Private School Student Enrollment published by the State of Washington Superintendent of Public Schools to weight student data by region and grade at the person level.
 - Estimated number of students in the 6th through 12th grades in the State of Washington is **~586,146**.
 - Represents **~95%** of all 12 to 18 year olds.

Other forms of survey error have not been assessed or corrected. The population projections are made solely as preliminary estimates for the purposes of market research and should not be utilized as precise measurements of state residents.

Region of Household*

All Households



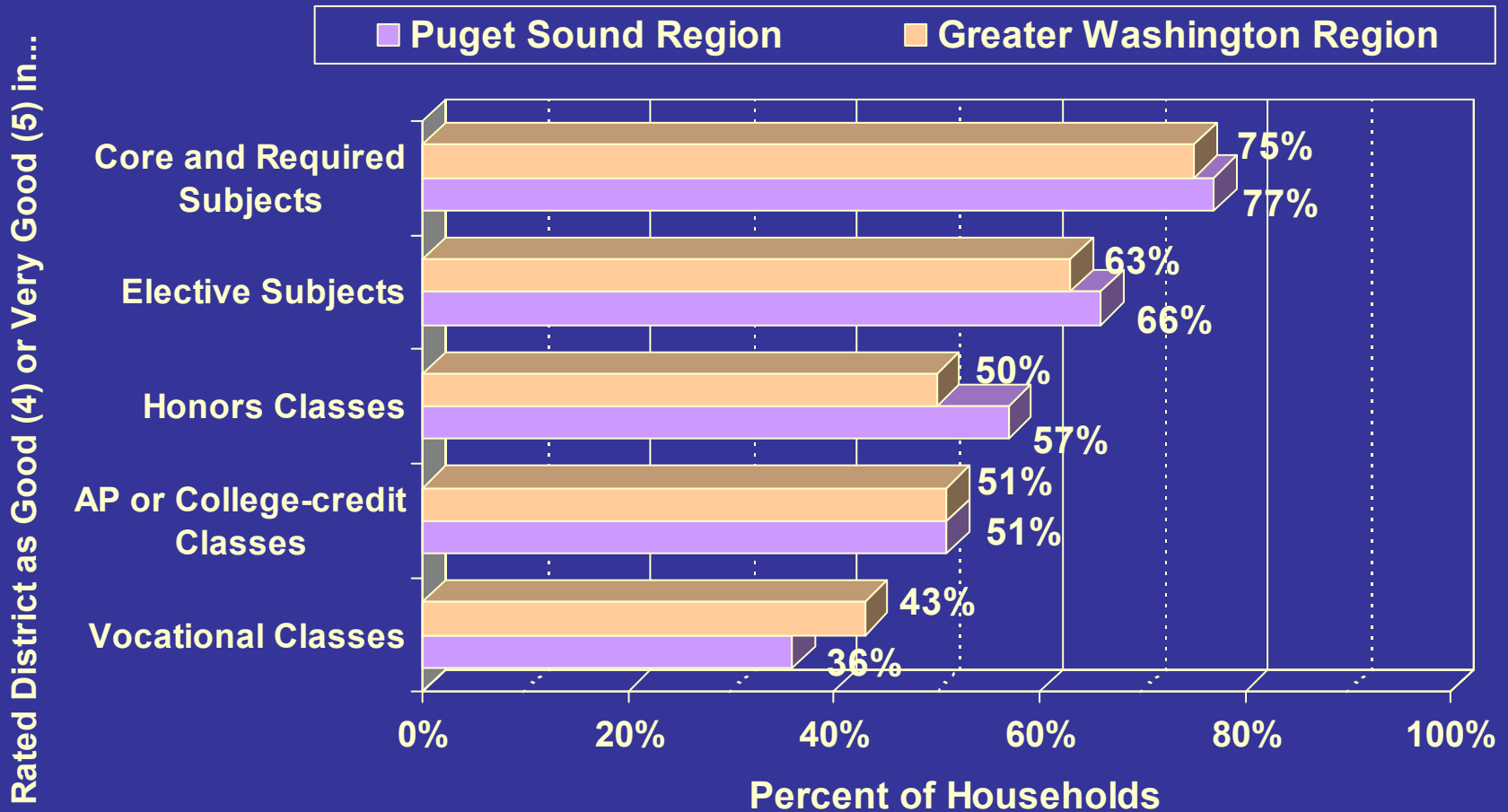
Base: ~ 413,256 Households with 6th-12th Grade Students

Parents' General Perceptions of Online Education and Online Course Support

From the Survey of Washington Parents

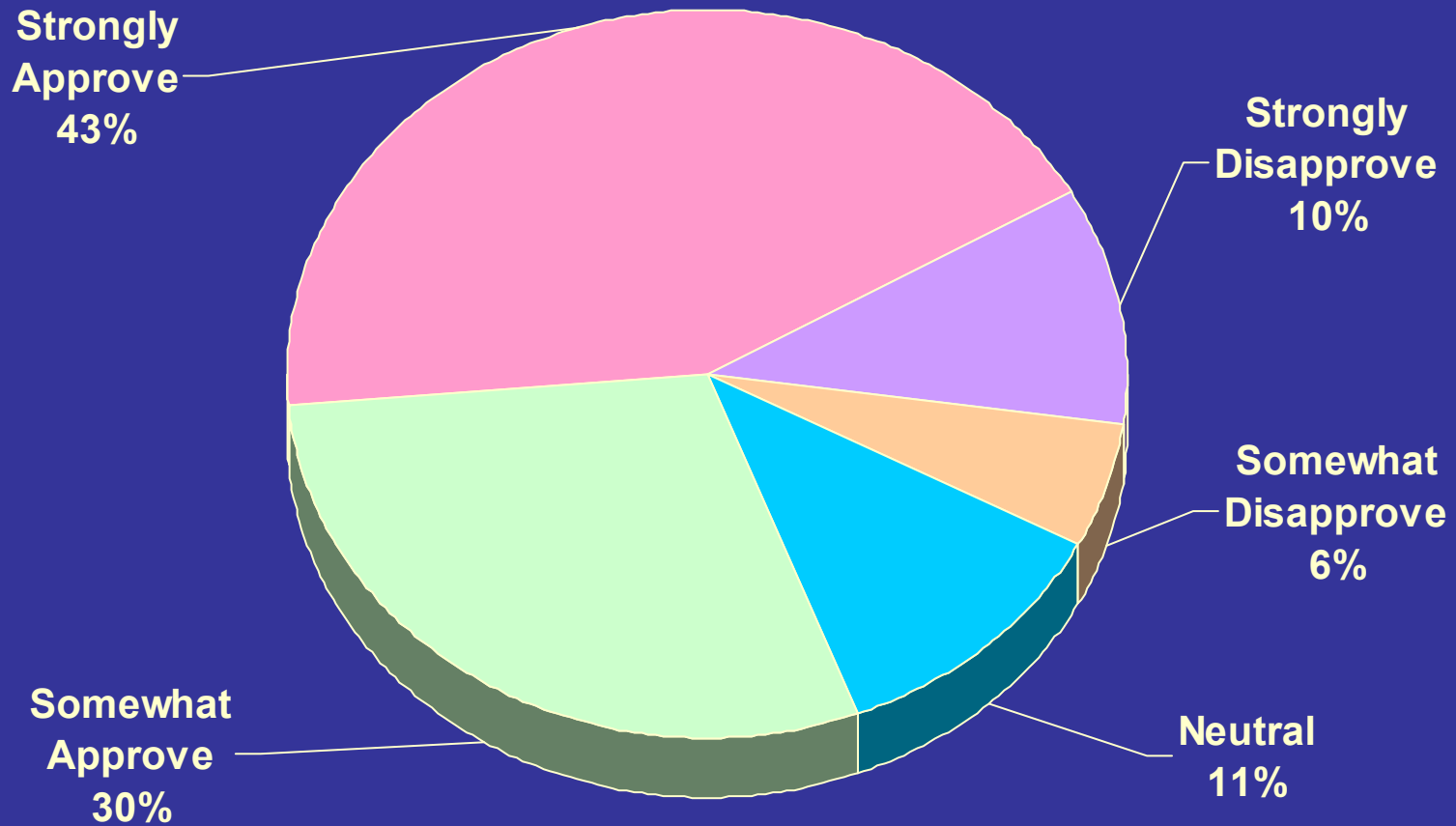
- ✓ **A large majority of parents approve of the development of online education for Washington's middle and high school children.**
- ✓ **Parents' interest is driven by the desire for greater access to resources, flexibility for student learning styles, and choice of courses – regardless of region.**
- ✓ **Very few differences exist in course interests and motivations of parents from the Puget Sound and Greater Washington regions.**

Ratings of School District Curricula Offerings By Region of Households



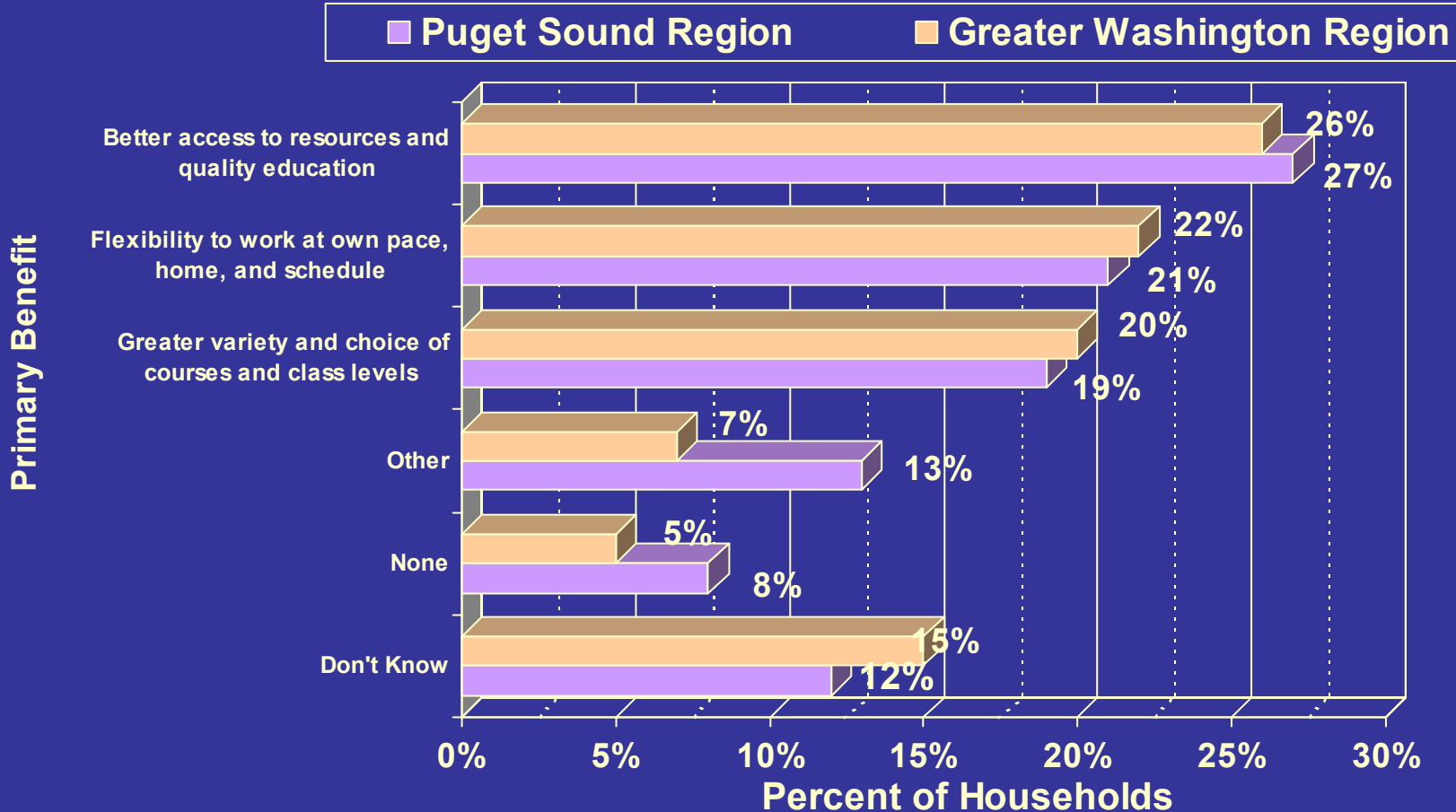
Puget Sound Base: ~238,032 Households with 6th-12th Grade Students
Greater Washington Base: ~175,224 Households with 6th-12th Grade Students

Support for Development of Online Education All Households



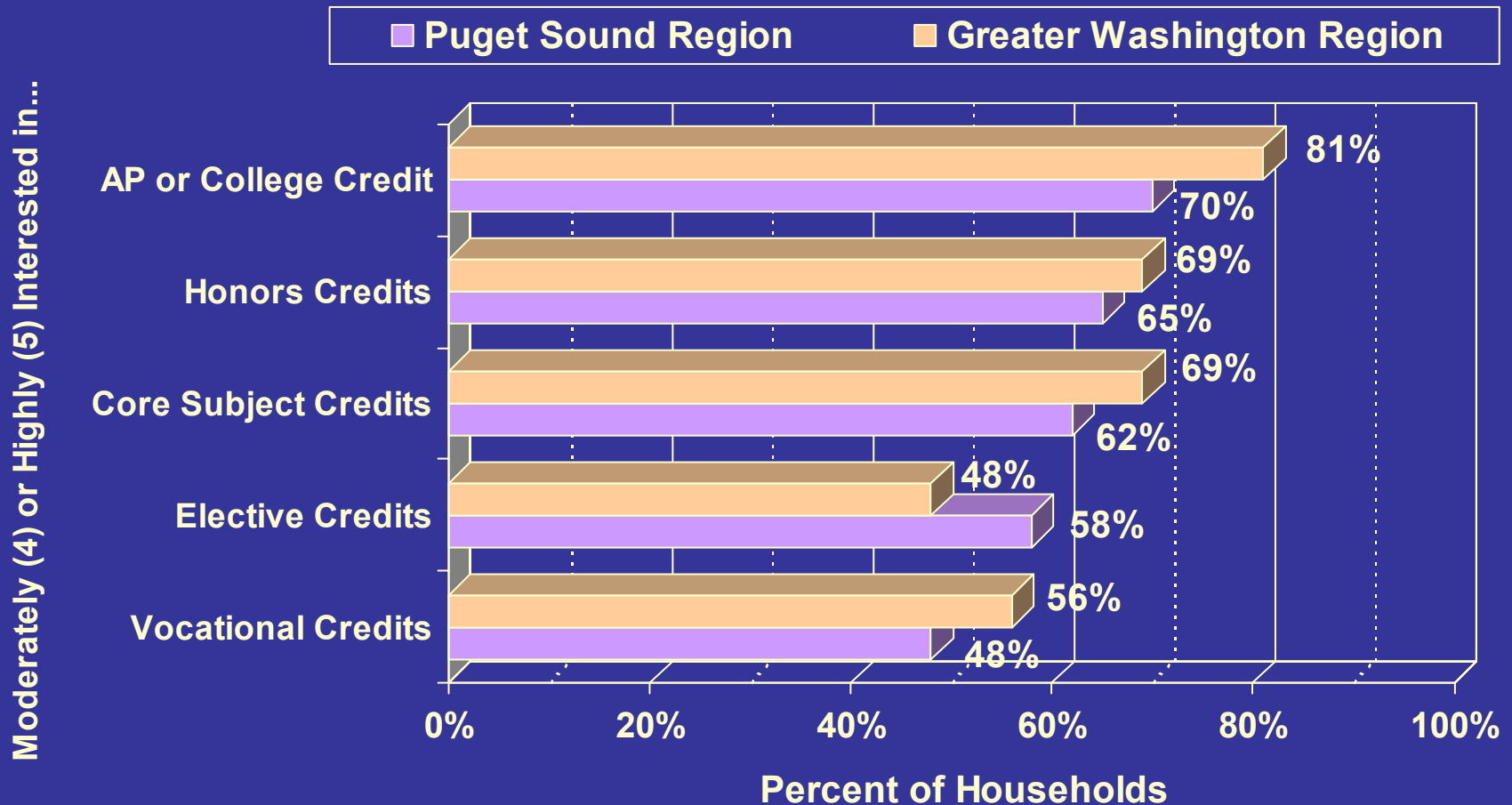
Base: ~ 413,256 Households with 6th-12th Grade Students

Perceived Primary* Benefit of Online Education By Region of Households



Puget Sound Base: ~238,032 Households with 6th-12th Grade Students
Greater Washington Base: ~175,224 Households with 6th-12th Grade Students

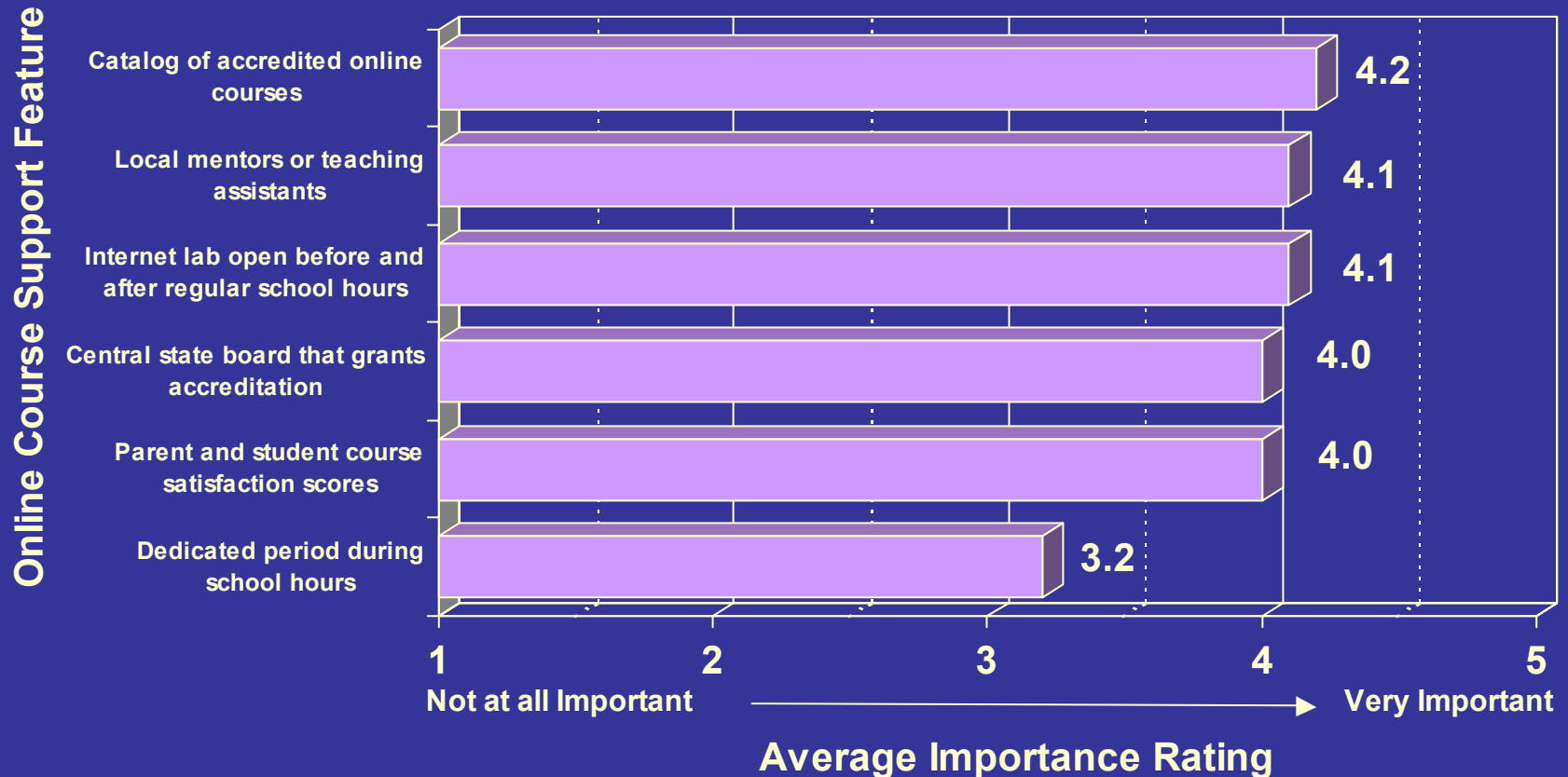
Interest in Types of Online Courses By Region of Households



Puget Sound Base: ~238,032 Households with 6th-12th Grade Students
Greater Washington Base: ~175,224 Households with 6th-12th Grade Students

Importance of Online Course Support Features

All Households



Base: ~ 413,256 Households with 6th-12th Grade Students

Students' Educational Use of Computers and Online Education Experience

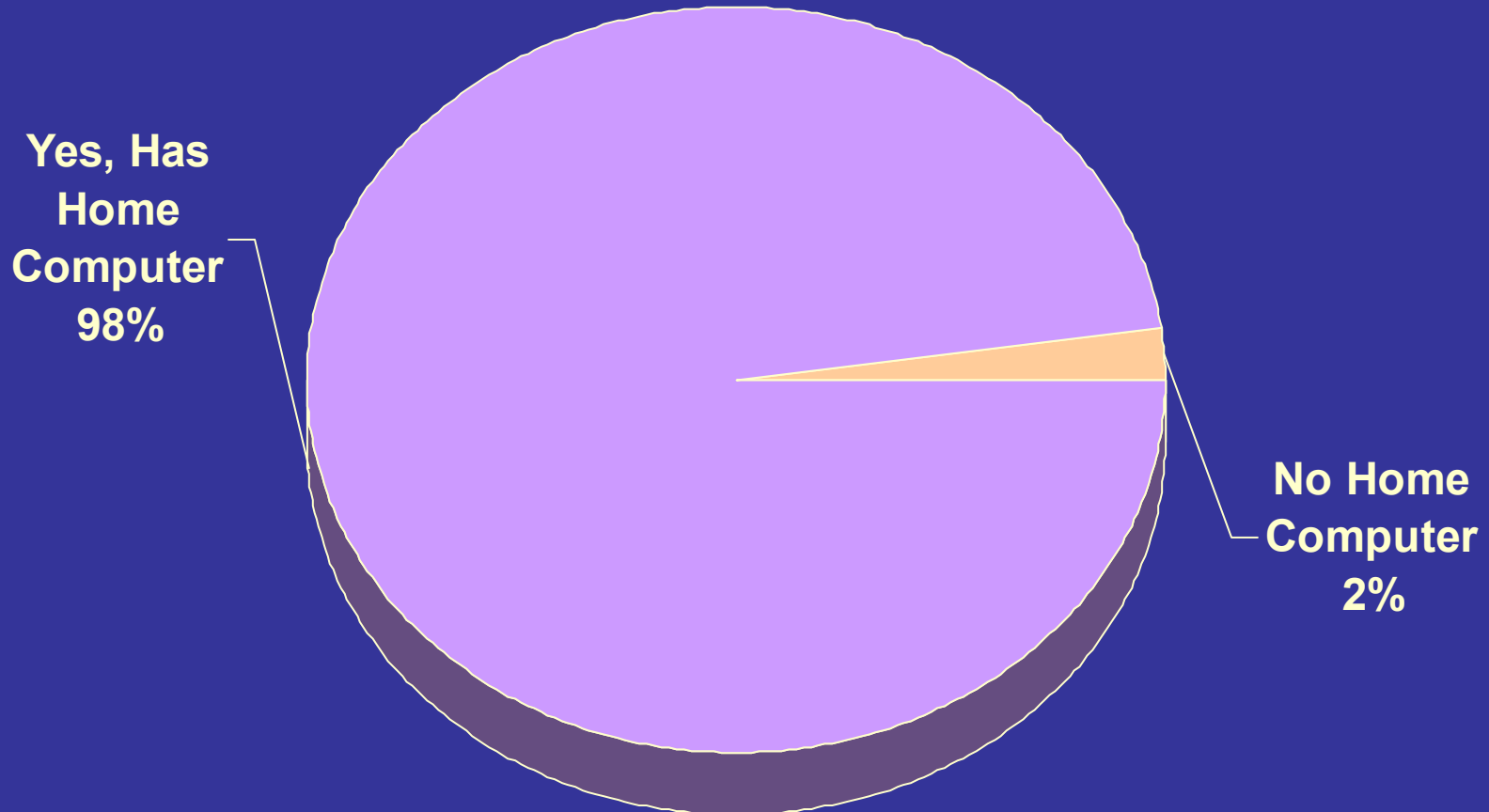


From the Survey of Washington 6th-12th Grade Students

- ✓ **As with parental attitudes, students from rural and urban regions are demonstrating very little, if any, differences in their utilization of computers and online resources for education.**
- ✓ **Home computers are nearly ubiquitous and computer use for educational purposes often includes public computing resources.**
- ✓ **A remarkable portion of 6th-12th grade students have already adopted online education opportunities in the past year, at least experimenting with online courses, and often receiving credit for their work.**

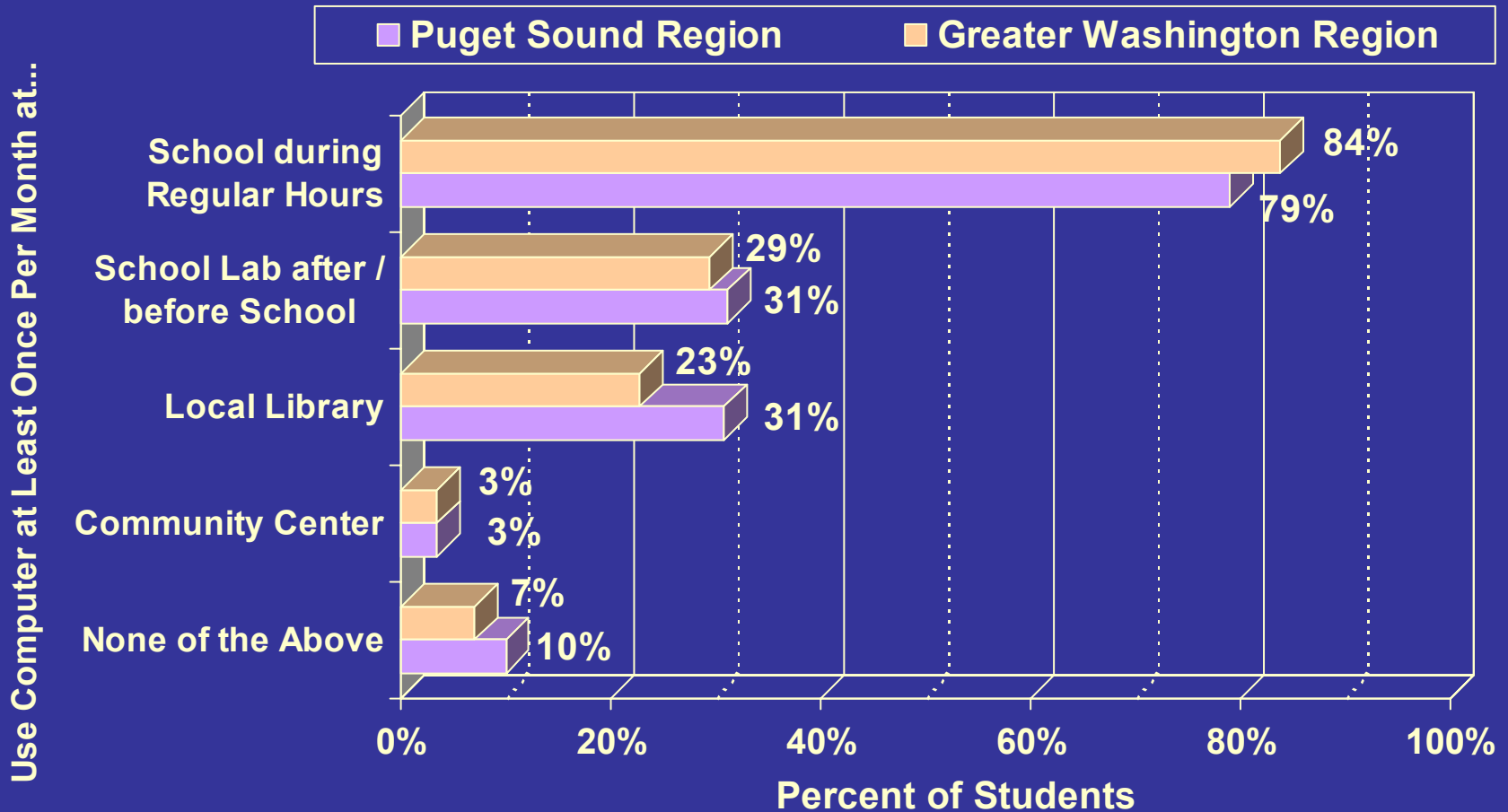
Student Has Access to Home Computer for Edu

All 6th-12th Grade Students



Base: ~ 586,146 Children at the 6th-12th Grade Level

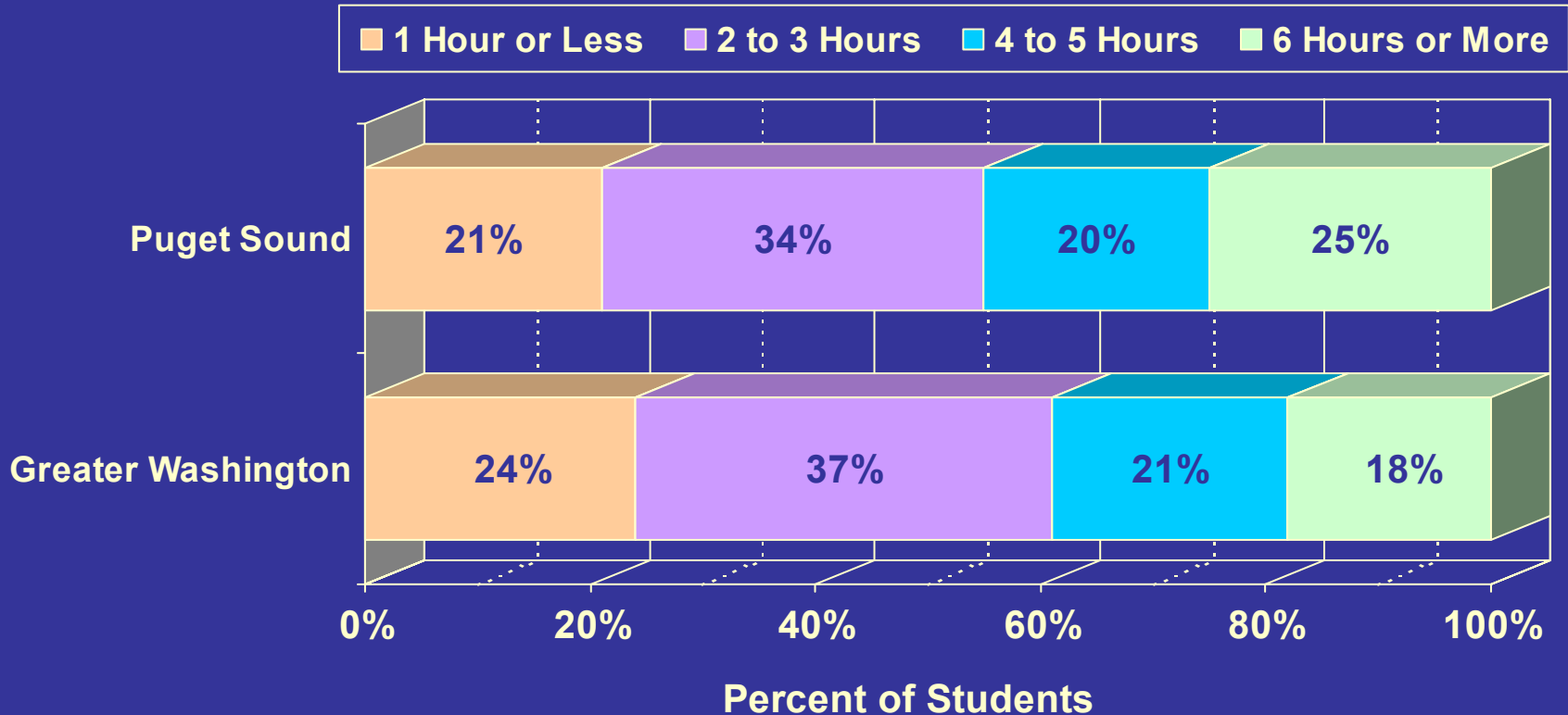
Non-home Locations of Computer Use for Edu By Region of 6th-12th Grade Students



Puget Sound Base: ~ 334,769 Children at 6th-12th Grade Level
Greater Washington Base: ~ 251,377 Children at 6th-12th Grade Level

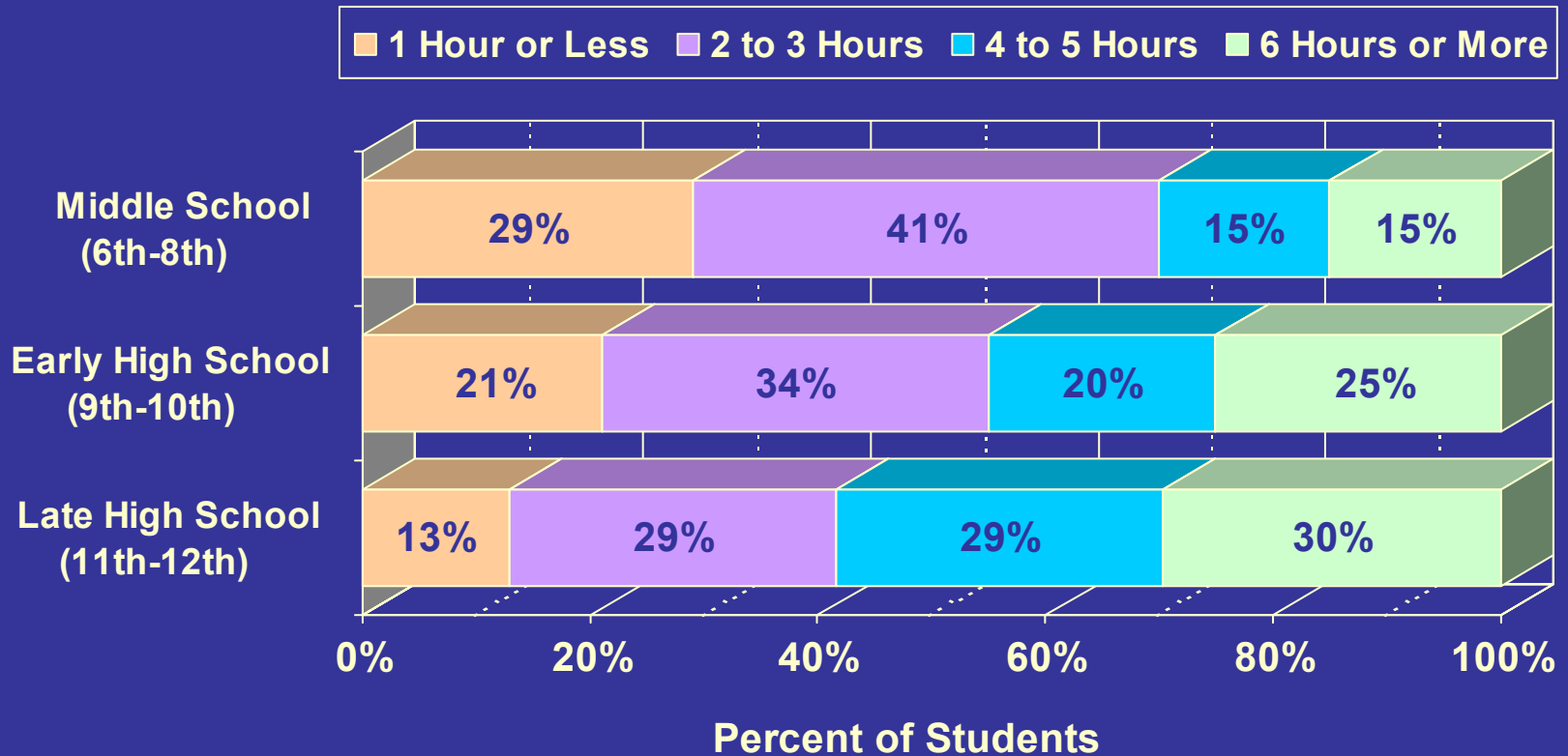
Hours of Computer Use for Schoolwork per Week By Region of 6th-12th Grade Students

Puget Sound Mean = 5.6 Hours | Greater Washington Mean = 4.8 Hours



Puget Sound Base: ~ 334,769 Children at 6th-12th Grade Level
Greater Washington Base: ~ 251,377 Children at 6th-12th Grade Level

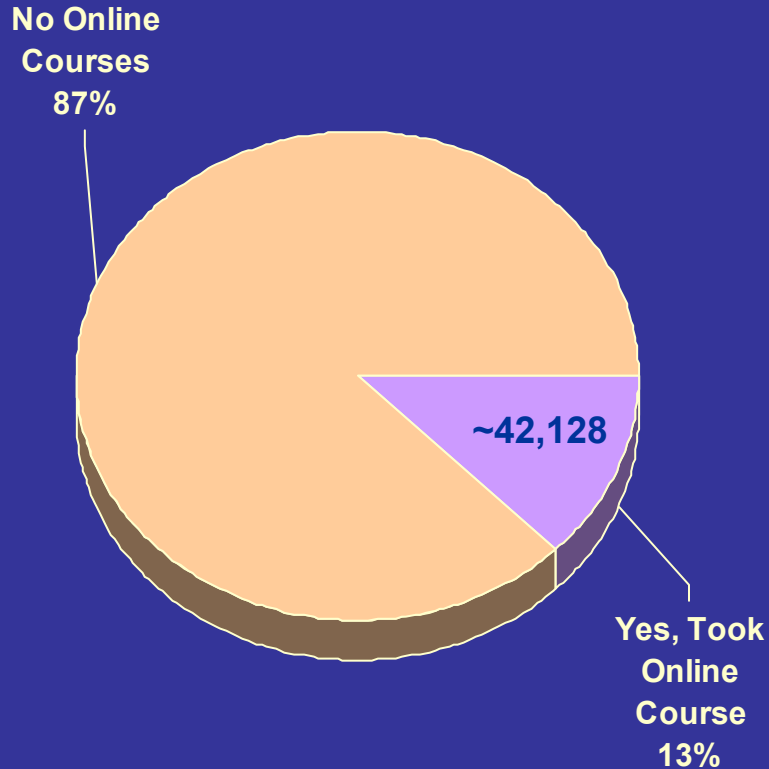
Hours of Computer Use for Schoolwork per Week By Grade Level of Student



Middle School Base: ~ 252,100 Children at 6th-7th Grade Level
Early High School Base: ~ 181,206 Children at 9th-10th Grade Level
Late High School Base: ~ 152,840 Children at 10th-12th Grade Level

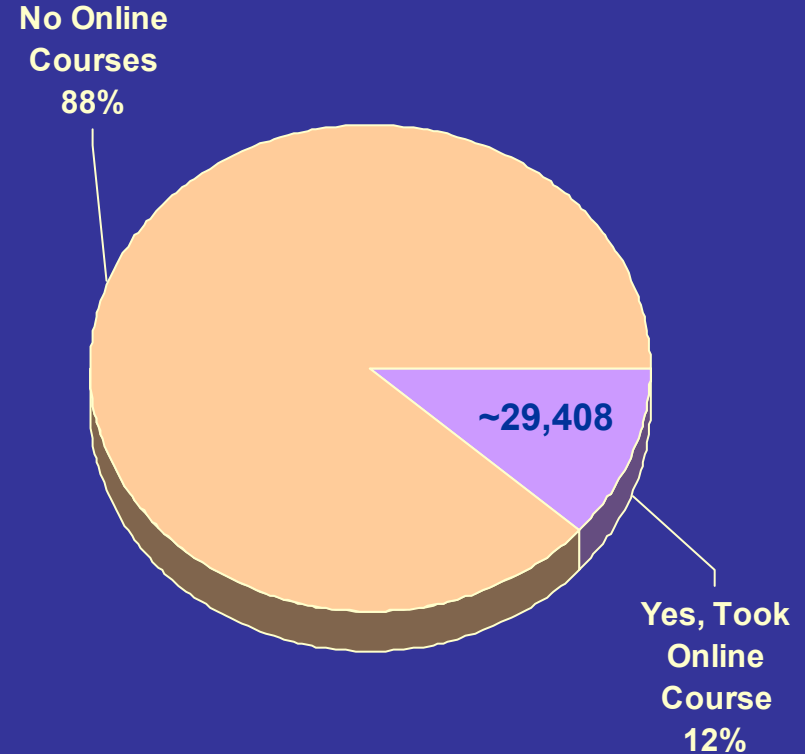
Enrolled in Online or Internet Course in Past Year By Region of 6th-12th Grade Students

Puget Sound Region



Base: ~ 334,769 Children at 6th-12th Grade Level

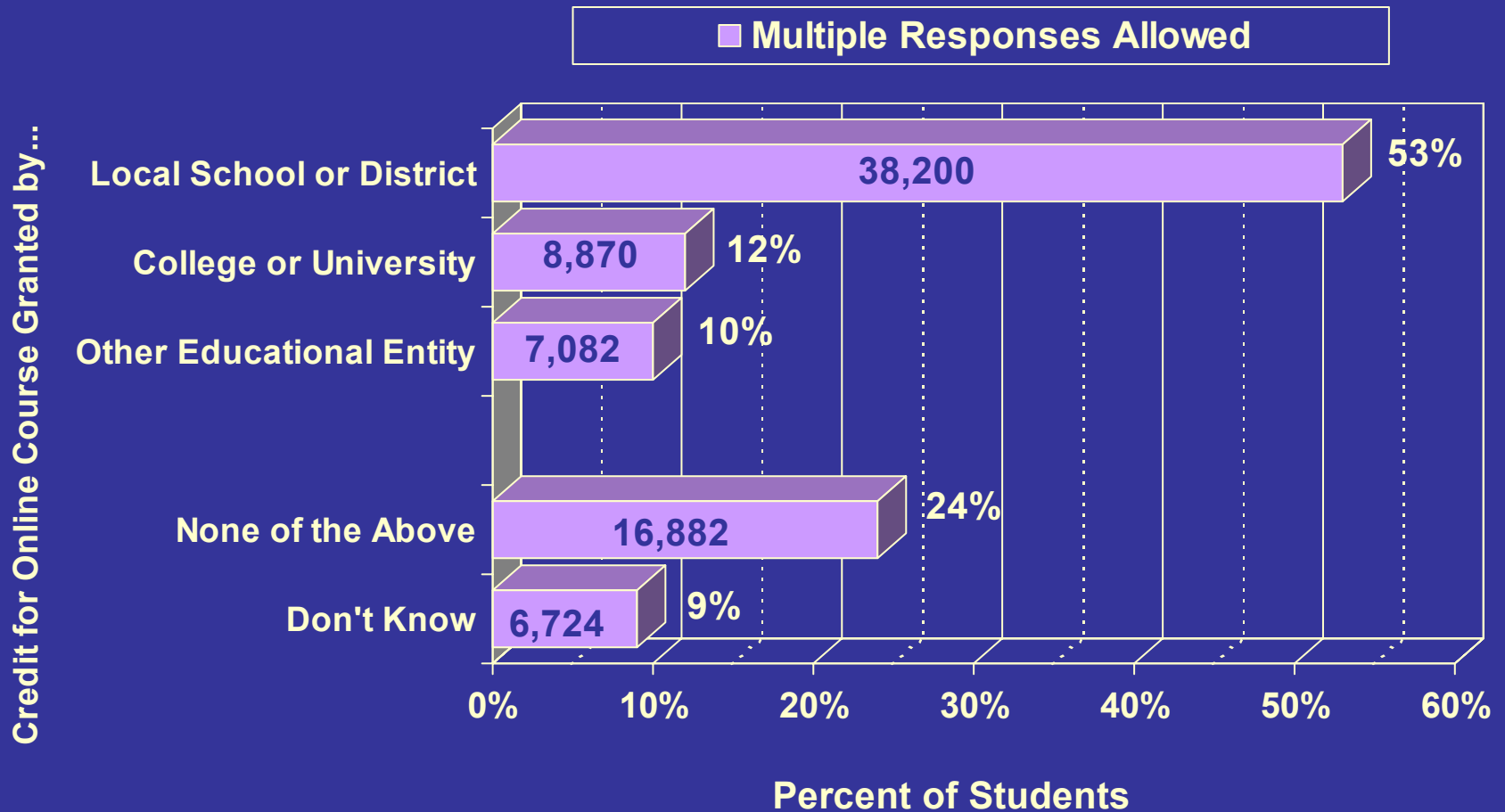
Greater Washington Region



Base: ~ 251,377 Children at 6th-12th Grade Level

Formal Credit Received for Online Courses

All 6th-12th Grade Students



Base: ~ 71,536 6th-12th Students Enrolled in Online Course

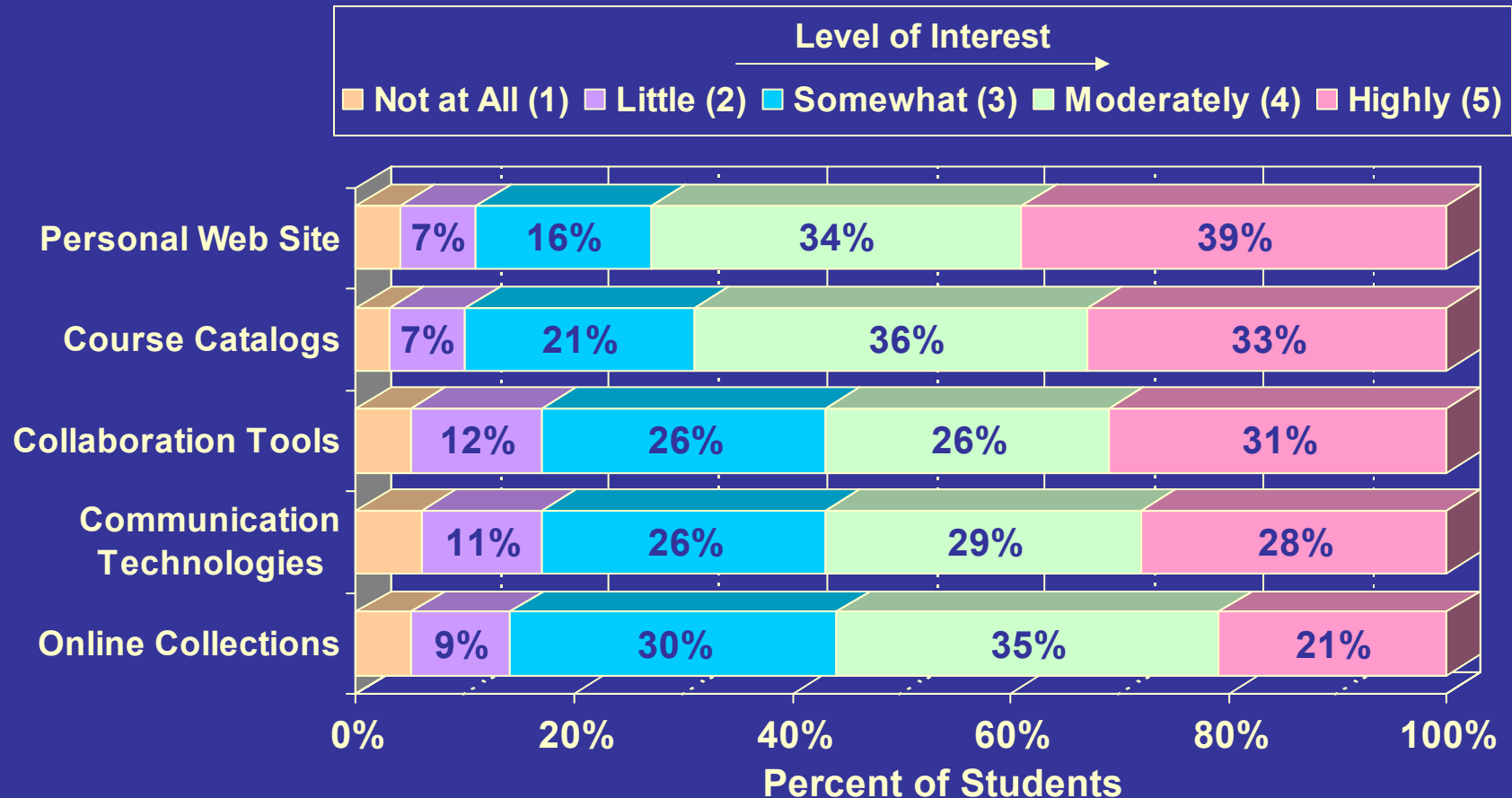
Students' General Interest in Online Education Tools and Courses

From the Survey of Washington 6th-12th Grade Students

- ✓ **Students express a good deal of interest in many of the online tools and services tested. The most support is demonstrated for personalization and the course catalog.**
- ✓ **Like their parents, students express the most interest for advanced courses that earn AP / college or honors credits.**
- ✓ **Before- and after-school Internet lab is the most desired local support service.**
- ✓ **Interest in online education extends to most subjects.**

Interest in Online Educational Services

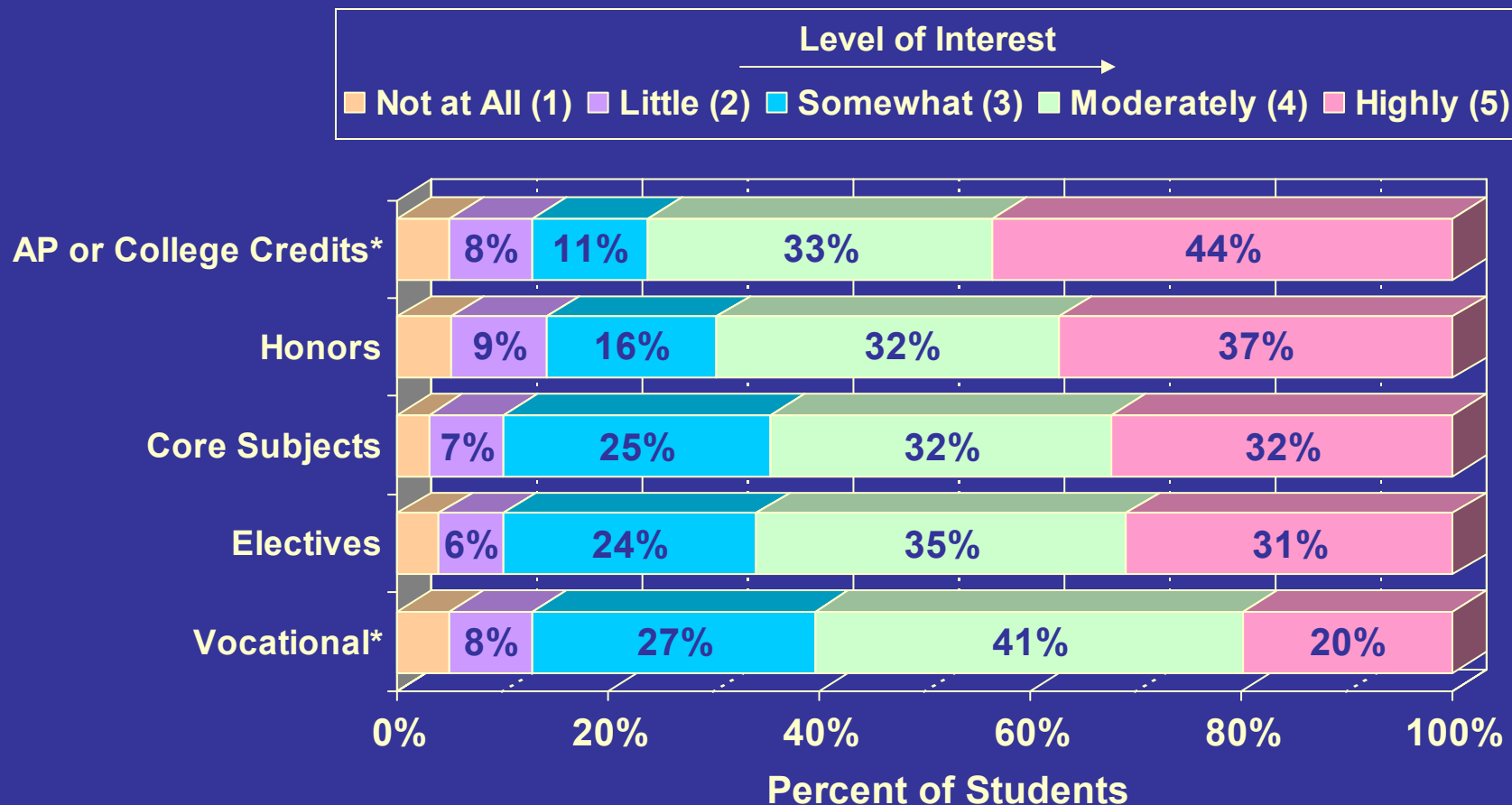
All 6th-12th Grade Students



Base: ~ 586,146 Children at the 6th-12th Grade Level

Interest in Types of Credits from Online Courses

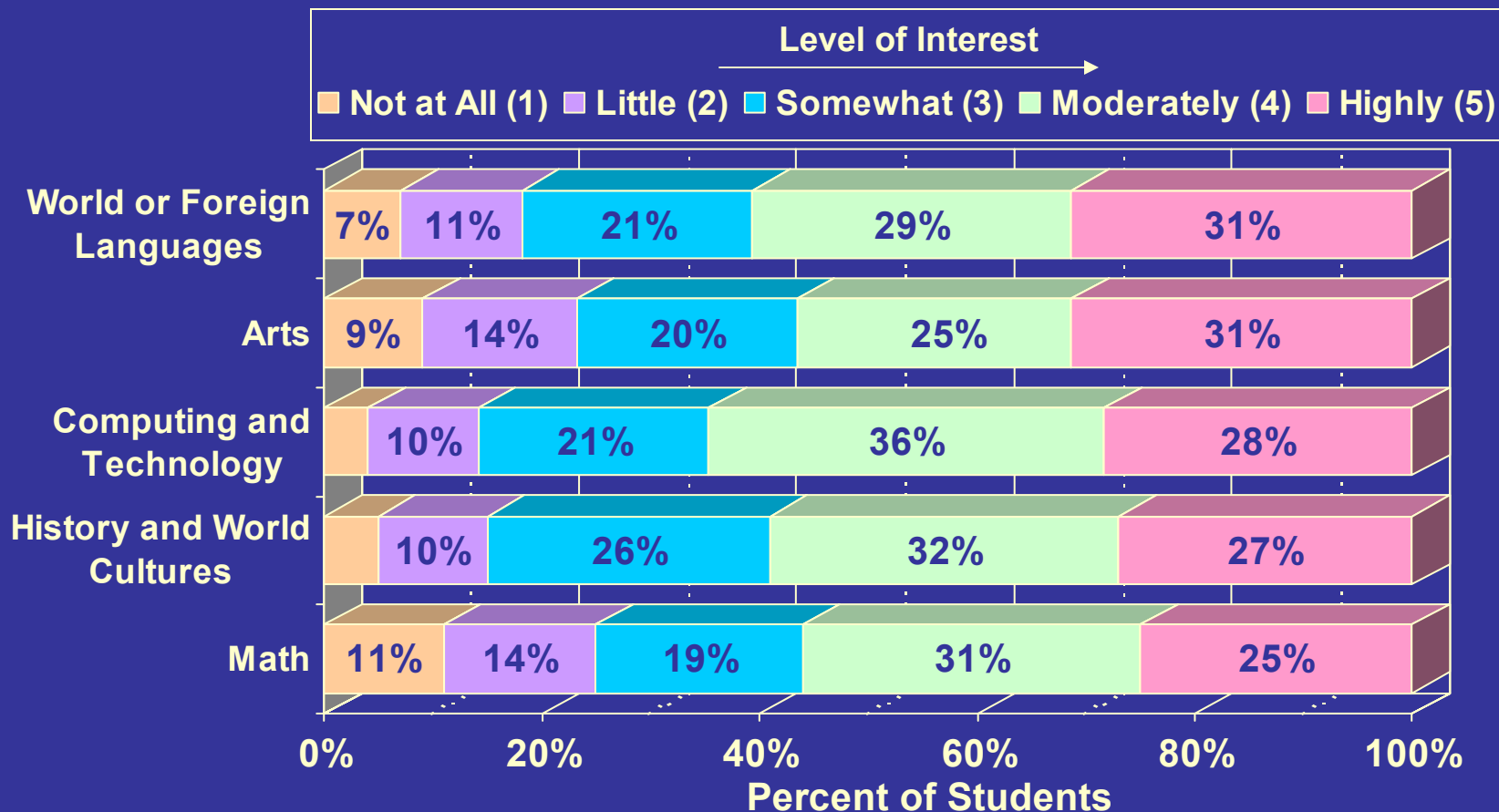
All 6th-12th Grade Students



Base: ~ 586,146 Children at the 6th-12th Grade Level

Interest in Subjects of Online Courses (Top 5)

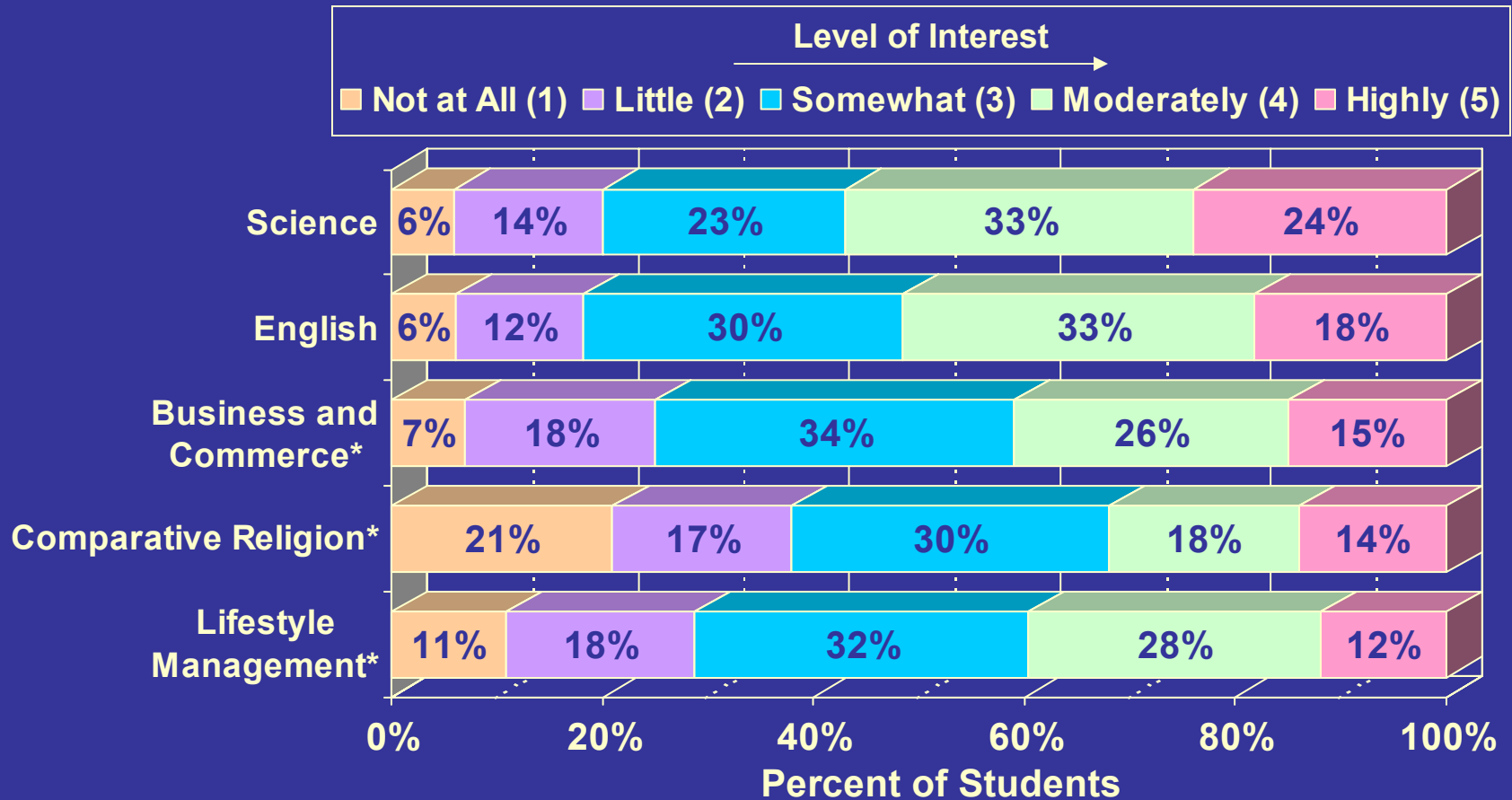
All 6th-12th Grade Students



Base: ~ 586,146 Children at the 6th-12th Grade Level

Interest in Subjects of Online Courses (Bottom 5)

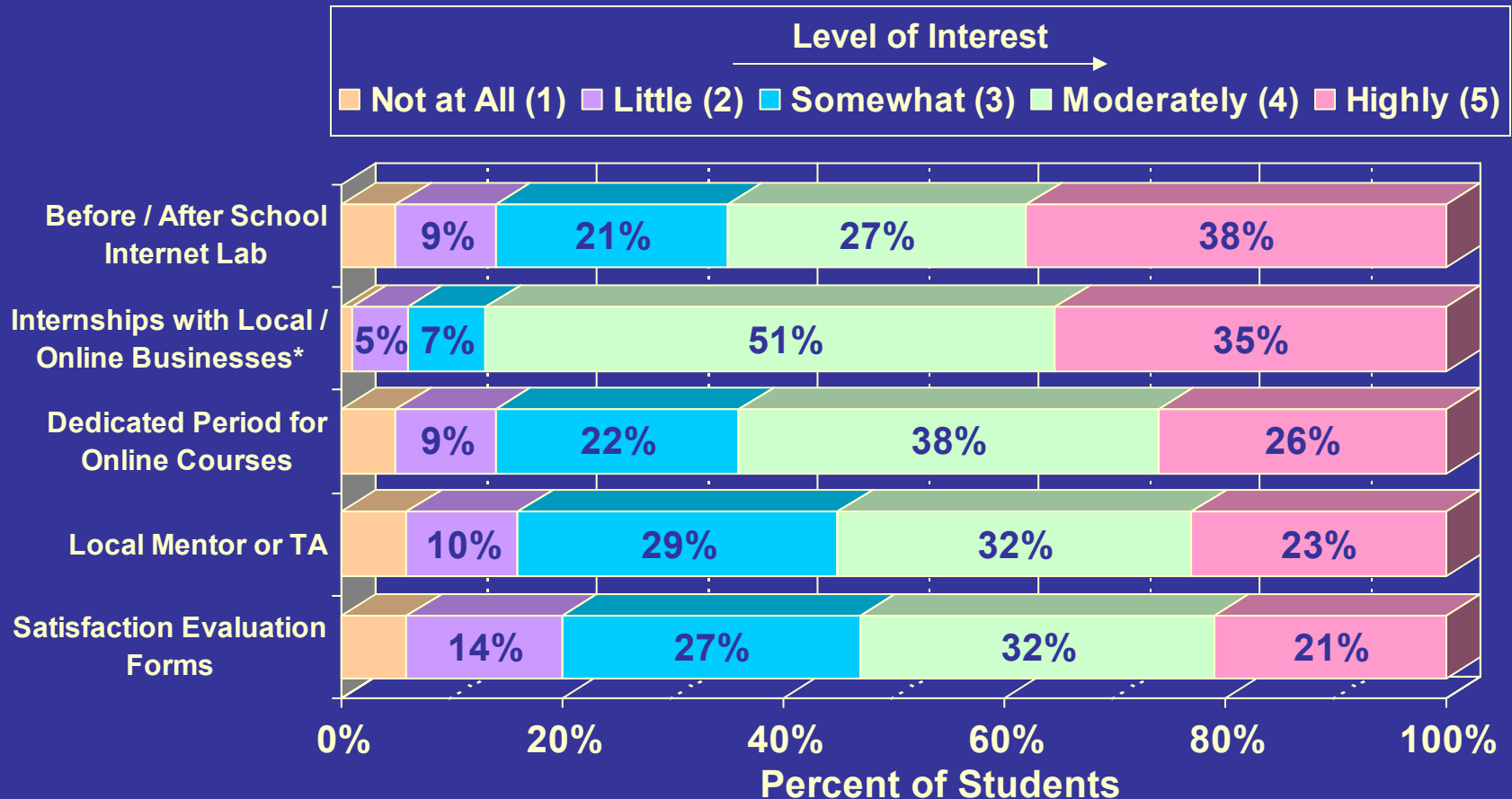
All 6th-12th Grade Students



Base: ~ 586,146 Children at the 6th-12th Grade Level

Interest in Local Support Tools for Online Courses

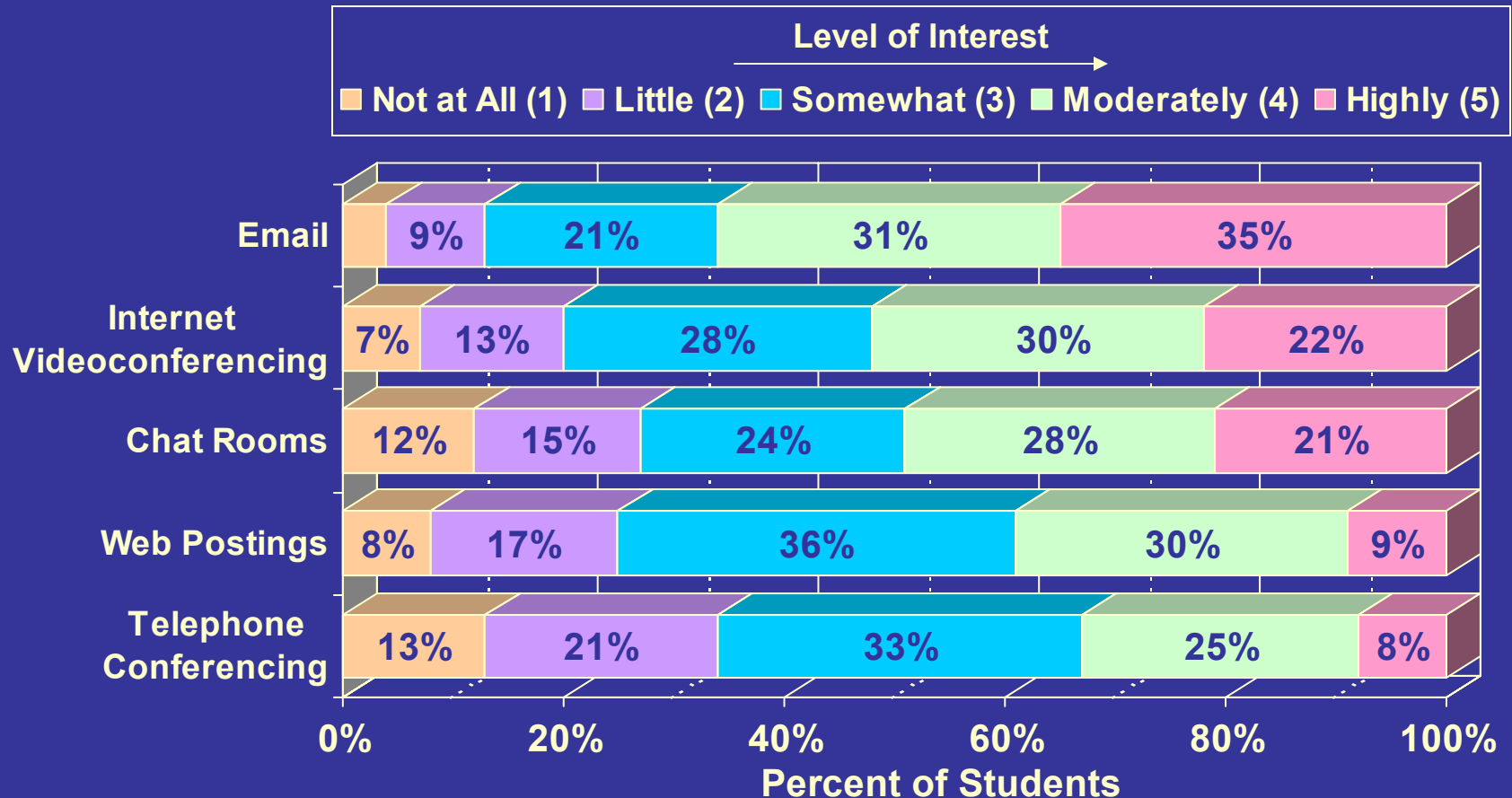
All 6th-12th Grade Students



Base: ~ 586,146 Children at the 6th-12th Grade Level

Interest in Methods of Online Interaction

All 6th-12th Grade Students



Base: ~ 586,146 Children at the 6th-12th Grade Level

Potential Online Course Enrollments

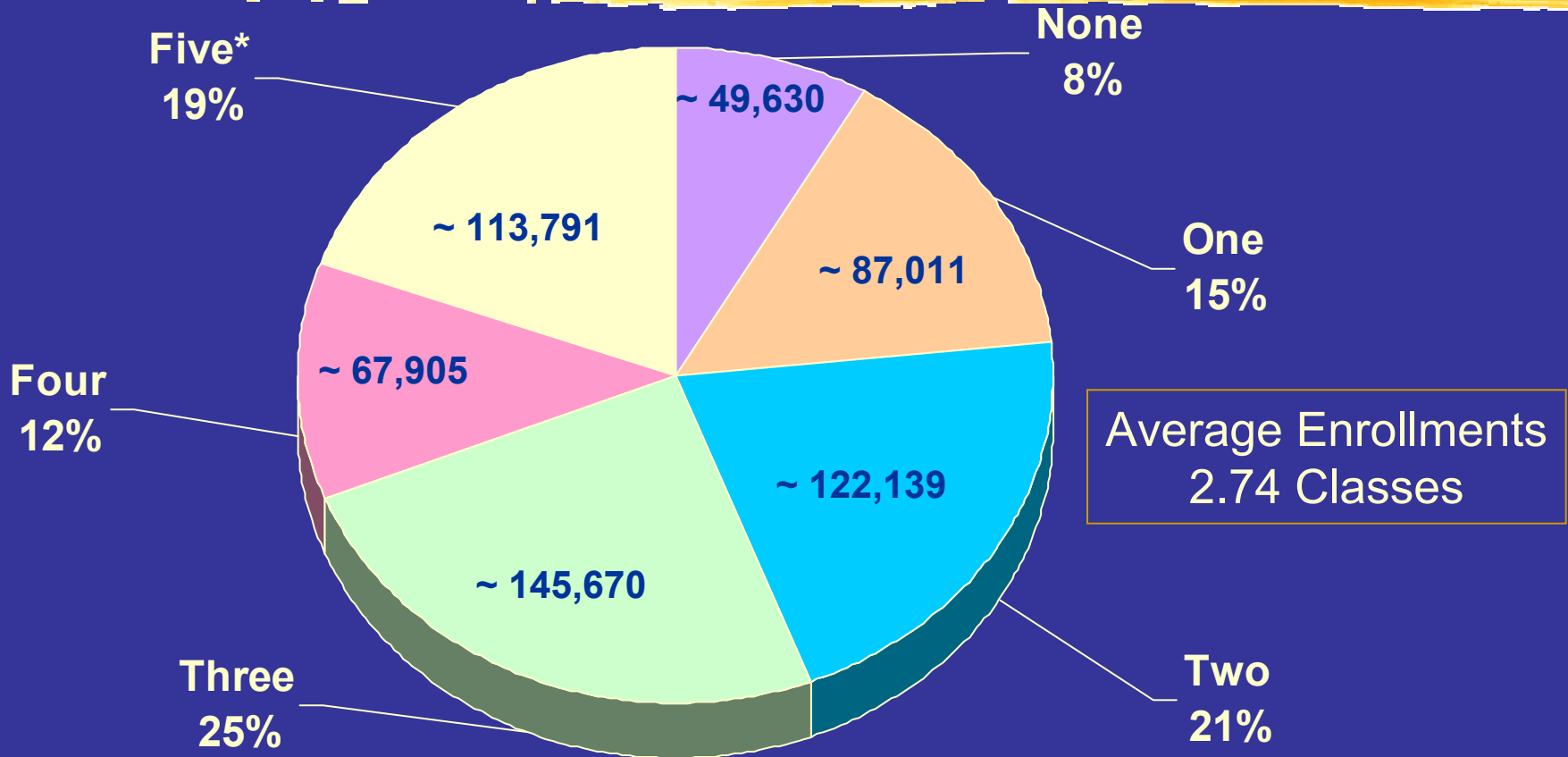


From the Survey of Students and Parents

- ✓ Parents and children demonstrate a strong willingness to adopt online education.
- ✓ Parents and older children (11th and 12th grades) have the most closely aligned perspectives on the possibilities of substituting schoolroom classes with online courses.
- ✓ Parents are open to covering some of the costs of delivering online education, particularly, in the more rural counties.

Number of Online Classes Students Would Take

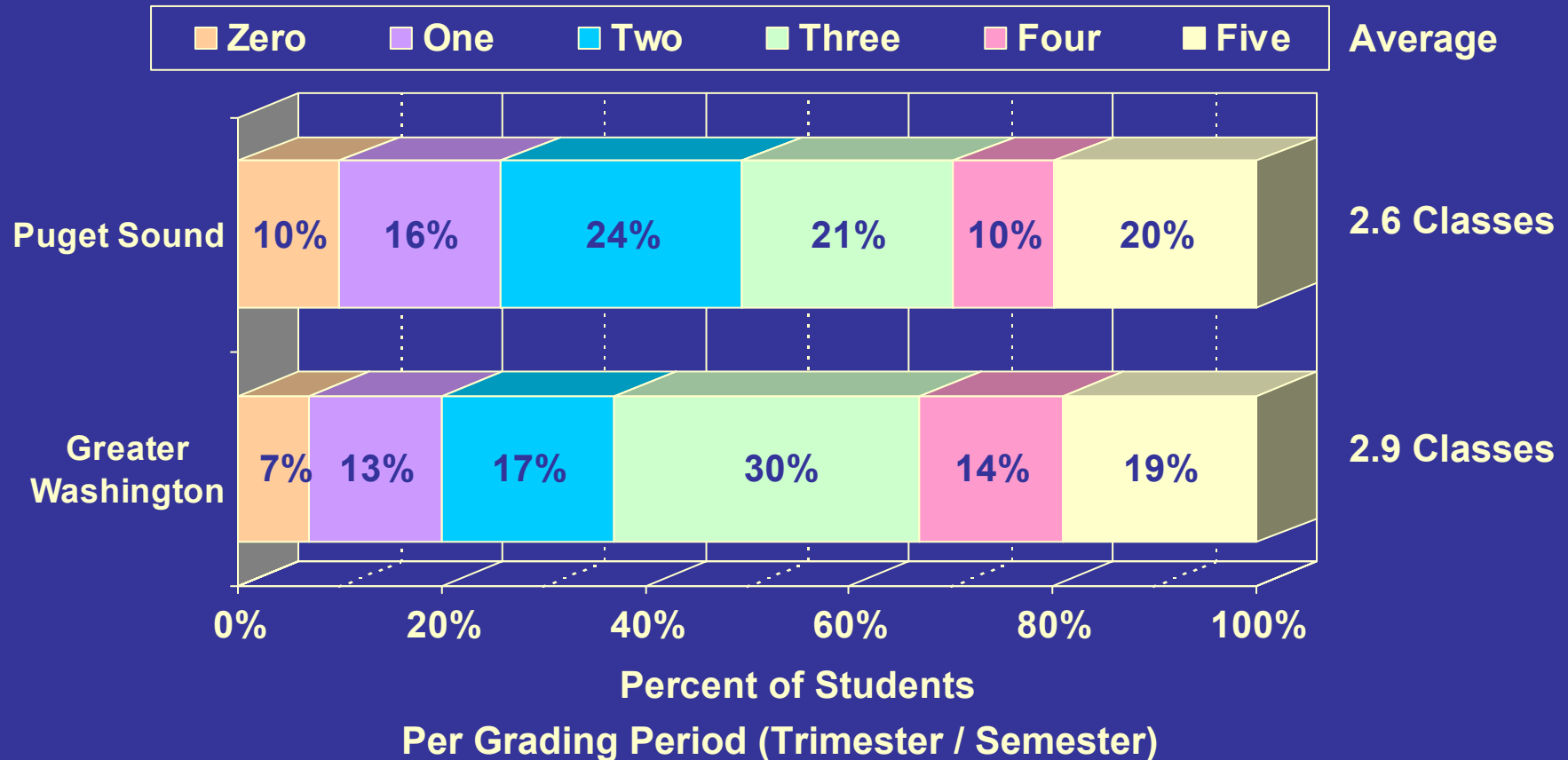
All 6th-12th Grade Students



Per Grading Period (Trimester / Semester)

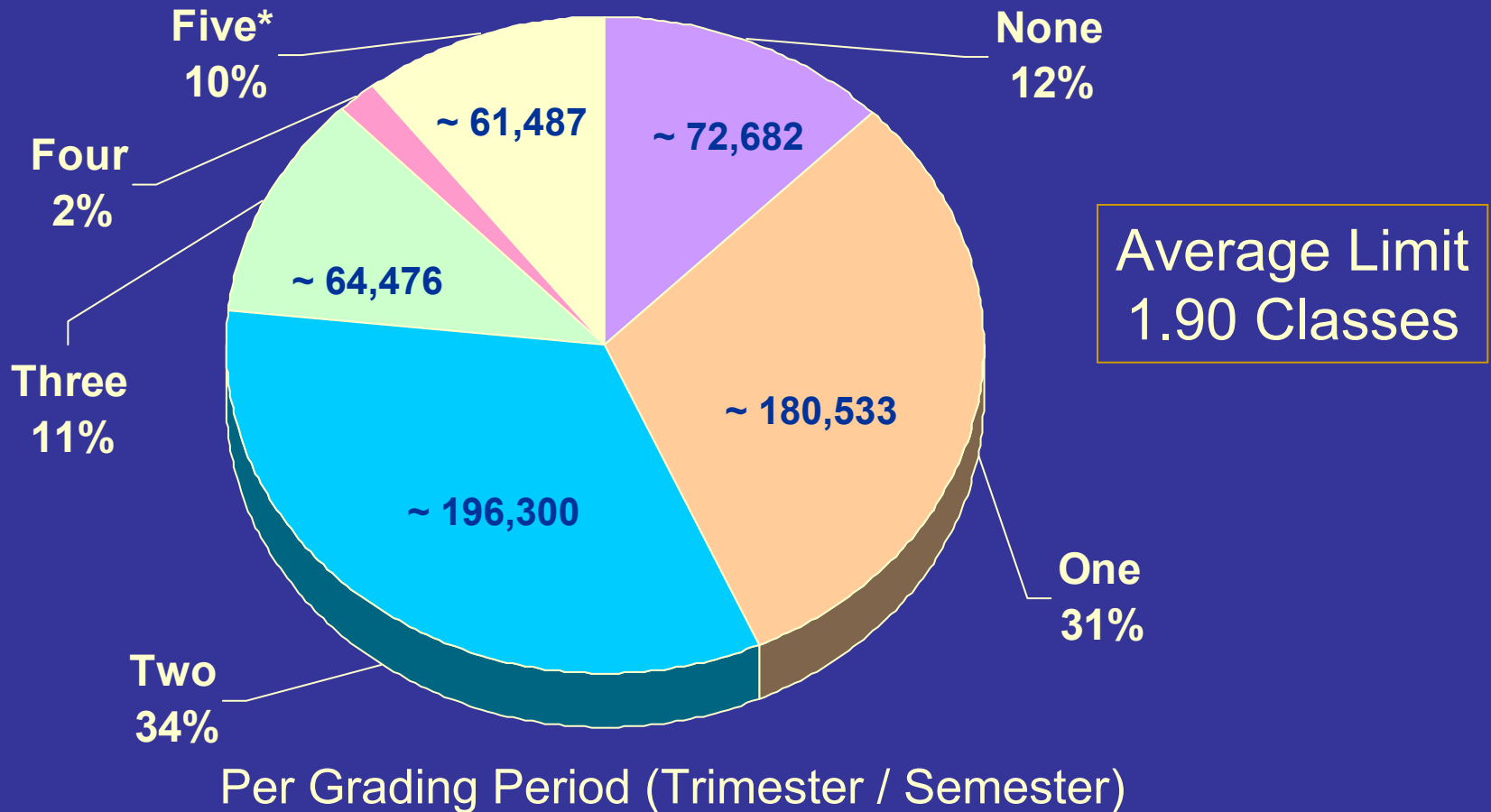
Base: ~ 586,146 Children at the 6th-12th Grade Level

Number of Online Classes Students Would Take By Region of 6th-12th Grade Students

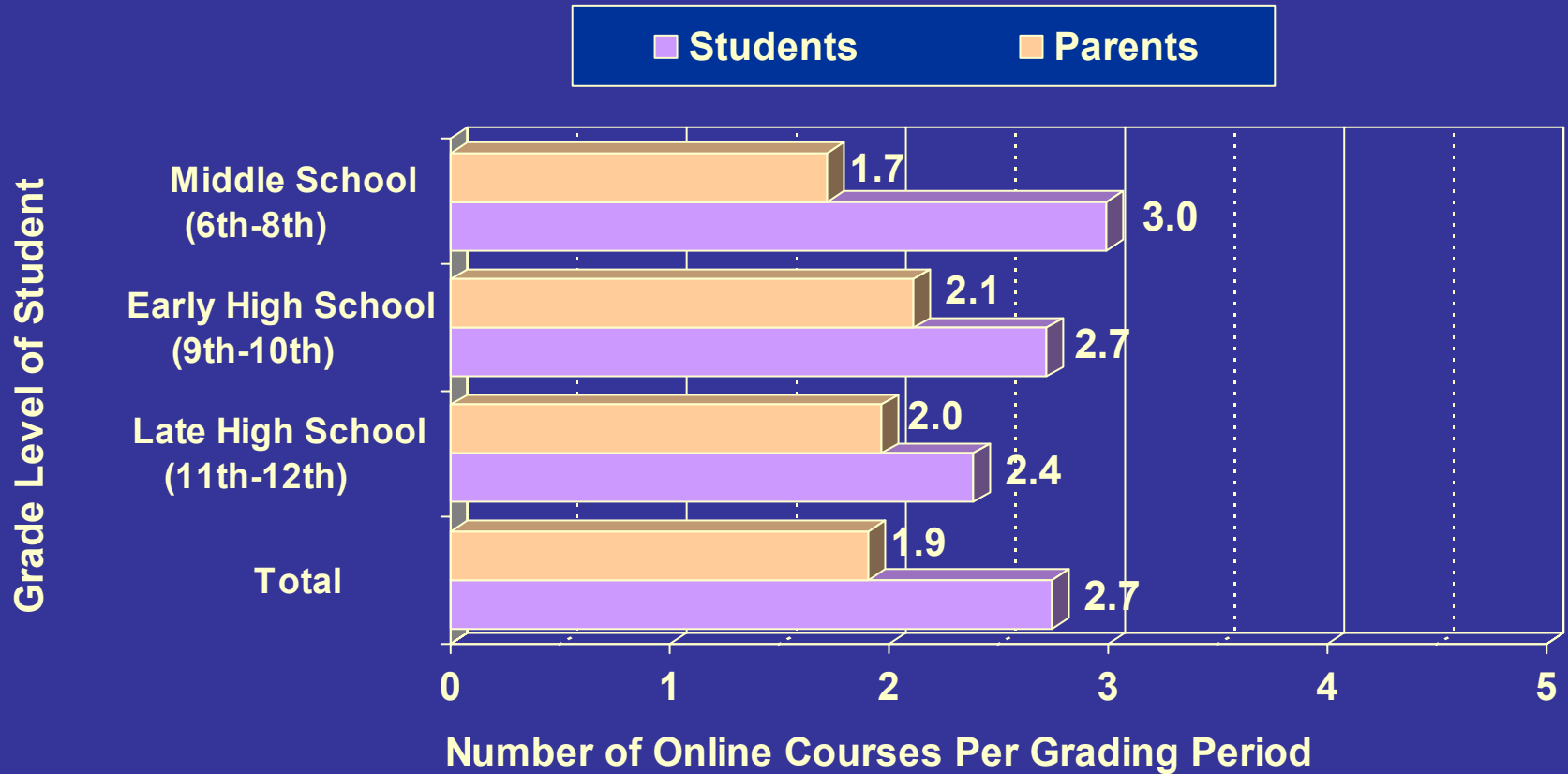


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Number of Online Classes Parents Would Allow All 6th-12th Grade Students



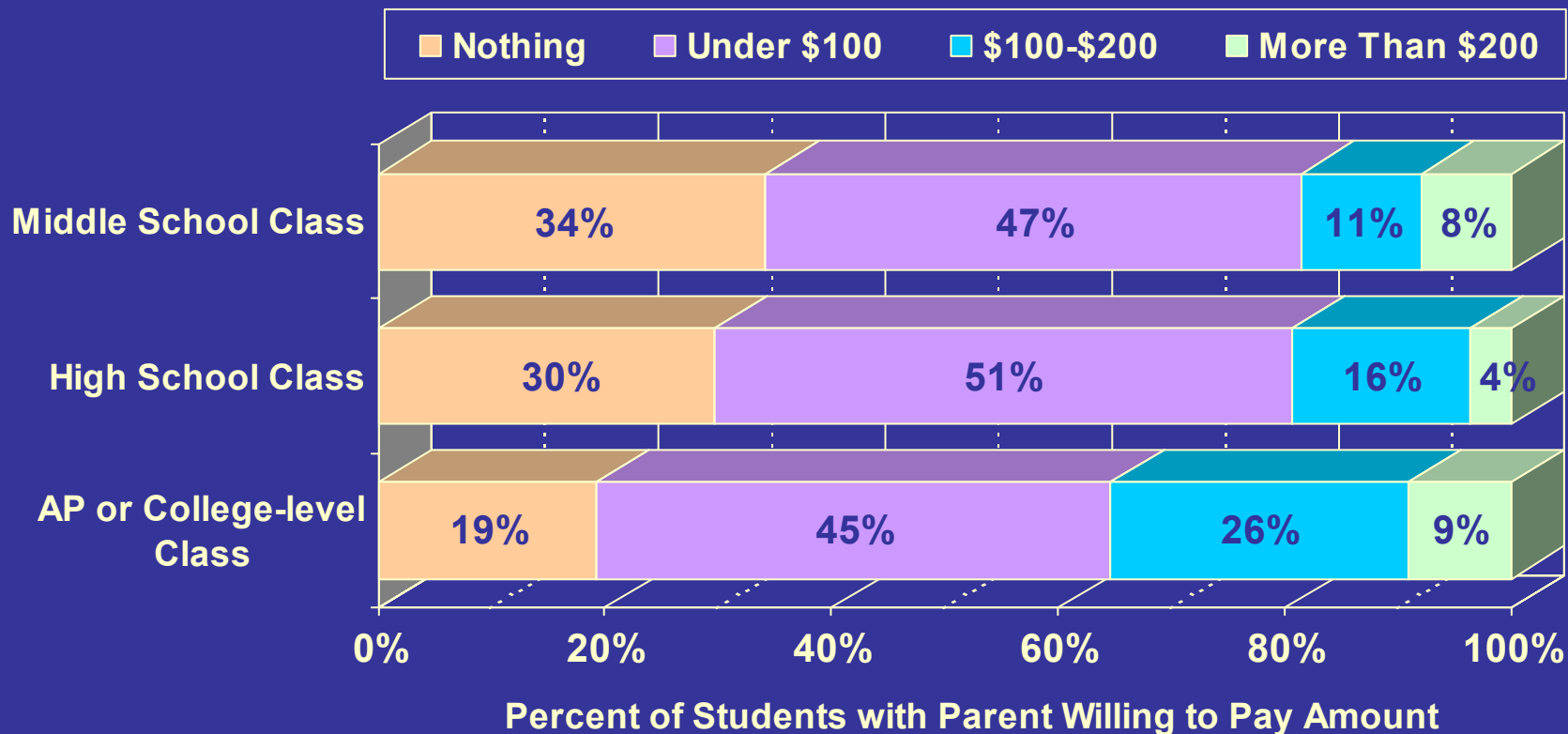
Number of Online Classes Students Would Take Comparison of Parents and Students By Grade Level



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Late High School Base: ~ 152,840 Children at 10th-12th Grade Level

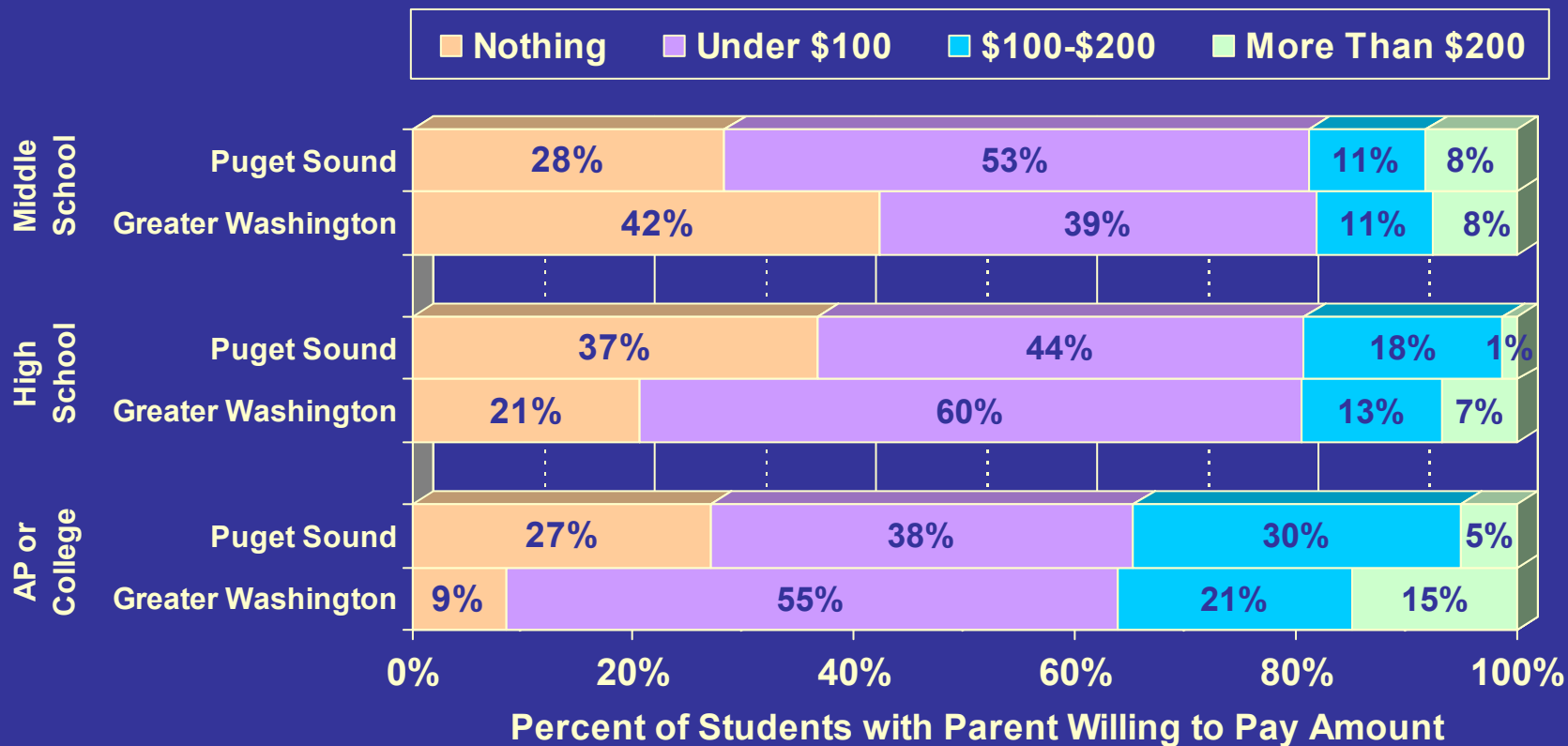
Amount Parents Willing to Pay for Online Courses

All 6th-12th Grade Students



Middle School Base: ~ 168,674 Children at 6th-7th Grade Level
High School Base: ~ 417,472 Children at 8th-12th Grade Level
AP or College-level Base: ~ 237,401 Children at 10th-12th Grade Level

Amount Parents Willing to Pay for Online Courses By Region of 6th-12th Grade Students



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