



Civic News | Chicago Survey Toplines | October 2024

Embold Research conducted 1698 interviews between October 14-23, 2024. The margin of error is 2.7%.

Q1. Are you the parent or guardian of a child(ren) under the age of 18?

21% Yes
79% No

Q1b. [If parent/guardian] What is the age of your child or children? Select all that apply.

42% 9 to 13 years old
36% 14 to 18 years old
35% 5 to 8 years old
31% 0 to 4 years old

Q2. Which of the following describes you? Select all that apply.

92% None of the above
5% I used to work as a teacher, school administrator, or school official
2% I work as a teacher or educator
1% I work as a school administrator or school official

Q3a. [If parent/guardian] What type of school do(es) your child(ren) currently attend? Select all that apply.

60% Public District school
20% Other (private, parochial, homeschool, etc.)
16% Child(ren) is/are not of school age
13% Public Charter school

Q3b. [If current or former educator/administrator] What type of school are/were you employed at? Select all that apply.

59% Public District school
38% Other (private, parochial, faith-based, etc.)
11% Public Charter school

Q4. These are some things that some people do to get involved and make changes at a local or state level. Which of the following have you done in the last year? Select all that apply.

35% Contacted an elected official (via email, phone call, letter, etc)
32% Volunteered for a non-profit or local organization
22% Attended a town hall or community forum
18% Advocated for or worked on improvements to community institutions, services, or policies
17% Attended a demonstration for or against a candidate, person, or issue
9% Organized community efforts
41% None of these

Polling was conducted online from October 14-23, 2024. Using Dynamic Online Sampling to attain a representative sample, Embold Research polled 1698 adults in Chicago. Post-stratification was performed on age, gender, race/ethnicity, education, parental status, employment, and 2020 presidential vote. You can see a full methodology statement [here](#), which complies with the requirements of AAPOR's Transparency Initiative. Members of the Transparency Initiative disclose all relevant details about our research, with the principle that the public should be able to evaluate and understand research-based findings, in order to instill and restore public confidence in survey results.

Q5. [ASKED ONLY OF PEOPLE WHO SELECT “Advocated for or worked on improvements to institutions, services, or policies at a local or state level” IN Q4] Which of the following best describes you?

- 31% I advocate for or work on improvements to community institutions, services, or policies as part of my job or career
- 37 I often advocate for or work on improvements to the community, but it is not part of my job or career
- 29 I sometimes advocate for or work on improvements to the community
- 4 I rarely advocate for or work on improvements to the community

Q6. These are some things that some people do to get involved and make changes in their local schools and state public education. Which of the following have you done in the last year? Select all that apply.

- 33% Talked to members of your community (including friends or family) about an education- or school-related issue of importance
- 12 Volunteered at a school fundraiser
- 11 Sponsored a classroom or helped cover costs of school supplies or resources
- 9 Advocated for or worked on improvements to local schools or changes to local school policies
- 8 Participated in a PTA or school board meeting
- 56 None of these

Q7. [ASKED ONLY OF PEOPLE WHO SELECT “Advocated for changes or worked on improvements in local schools or in public education” IN Q6] Which of the following best describes you?

- 24% I advocate for or work on improvements to local schools or public education as part of my job or career
- 33 I often advocate for or work on improvements to local schools or public education, but it is not part of my job or career
- 33 I sometimes advocate for or work on improvements to local schools or public education
- 10 I rarely advocate for or work on improvements to local schools or public education

Q8. [IF “advocated for or worked on...” IN EITHER CATALYST QUESTION] How satisfied are you with the information and tools you currently have to help you advocate for or work on improvements at a local or state level?

- 11% Very satisfied
- 29 Somewhat satisfied
- 26 Neither satisfied nor unsatisfied
- 21 Somewhat unsatisfied
- 13 Very unsatisfied

[Q9-18 ASKED ONLY OF PARENTS/GUARDIANS, EDUCATORS, AND RESPONDENTS WHO HAVE DONE ANY ACTION LISTED IN EDUCATION CATALYST QUESTION]

[TEXT] Next, you will see some questions about getting information related to schools and education.

Q9. Thinking specifically about schools and education, which are most important to you to get information about for your daily life? Select up to THREE.

- 50% School safety
- 42 Curriculum/the content taught in schools
- 41 Student academic performance
- 40 School funding and resources
- 34 Disparities in education quality and performance
- 32 Teacher performance
- 29 School nutrition, food, and lunch programs
- 25 Parental involvement
- 20 School choice/admissions processes
- 17 Special education
- 15 Local school council elections
- 14 School calendar
- 13 Upcoming events at local schools

Q10. [ONLY SHOW ITEMS SELECTED IN Q9] And how satisfied or unsatisfied are you with the information you are able to get on each of the following topics? (Sorted descending by "Total Satisfied")

	<u>Satisfied</u>		Neither	<u>Unsatisfied</u>		Total Satisfied	Total Unsatisfied
	Very	Smwt		Smwt	Very		
School calendar	26	32	31	7	4	58	11
Upcoming events at local schools	24	21	37	9	10	45	19
Student academic performance	16	28	23	18	15	44	33
Parental involvement	14	25	29	16	16	39	32
Teacher performance	13	22	24	19	24	34	42
School safety	14	20	23	19	23	34	43
Curriculum/the content taught in schools	8	25	23	22	22	33	44
School choice/admissions processes	11	21	32	14	22	32	36
Local school council elections	7	24	35	13	21	31	34
Special education	11	15	25	26	23	26	49
School nutrition, food, and lunch programs	7	18	29	23	23	26	45
School funding and resources	5	17	22	24	32	22	56
Disparities in education quality and performance	6	15	26	23	29	22	52

Q11. When it comes to the education or school-related topics that you most need information on, which sources do you find most useful in providing that information? Select up to THREE.

- 39% Friends, family, and/or acquaintances, including other parents
- 28 Online search (Google, Bing, etc)
- 27 The local school(s) or school district
- 27 Email newsletters
- 26 Local digital news (online-only news source, or associated with a newspaper or radio or TV broadcaster)
- 24 Local TV stations
- 21 Local online groups or communities (e.g. Facebook Groups, Reddit, Nextdoor neighborhood)
- 14 The PTA or other parent associations
- 14 Content creators on social media (e.g. Youtube, Tiktok, Instagram, etc.) (YouTube, TikTok, Instagram, etc)
- 13 Local print newspapers
- 12 Local radio stations or local podcasts
- 11 Local libraries or community centers
- 5 Other (please specify): [See responses](#)

Q12. How satisfied are you with the information about local schools and education that each of the following provides? (Sorted descending by "Total Satisfied")

	<u>Satisfied</u>		Neither	<u>Unsatisfied</u>		N/A	Total Satisfied	Total Unsatisfied
	Very	Smwt		Smwt	Very			
Chicago-based TV networks or their websites (e.g. WGN9, Fox 32, ABC 7 Chicago, etc.)	14	28	24	14	12	8	42	26
Chicago-based newspapers or their websites (e.g. Chicago Tribune, Chicago Sun Times, etc.)	12	25	28	13	13	10	36	26
Your local school	13	22	26	9	14	16	35	23
Chicago Public Schools (CPS)	9	19	23	15	25	8	28	41
Your local PTA or parent-teacher organization	10	18	27	9	13	24	28	22

Q13. When it comes to the way education- and school-related issues are covered in Chicago, what is one issue you wish was covered more? [TEXT BOX]: [See responses](#)

Q14. When it comes to the way education- and school-related issues are covered in Chicago, what is one issue you wish was covered less? [TEXT BOX]: [See responses](#)

[Q15 ONWARD SHOWN TO ALL RESPONDENTS]

[TEXT] Next, you will see some questions about getting news and information in your day-to-day life.

Q15. How important is it for you to get information about each of the following topics in your everyday life? (Sorted descending by “Total Important”)

	<u>Important</u>				<u>Total</u>	
	Very	Smwt	Not Too	At All	Important	Total Not
Local Risks and Emergencies (including crime/public safety and climate)	71	23	4	2	94	6
Local Political Information (including voting, elected officials, and public policy initiatives)	60	30	6	4	90	10
Local Environment (including air/water quality, sanitation, and access to recreation)	58	31	6	4	90	10
Local Health and Well-being (including access to quality care and community needs and trends)	53	32	11	4	85	15
Local Transportation (including transit schedules, costs, and traffic)	54	30	11	6	83	17
Local Economic Opportunities (including jobs, housing, personal finance, and business environment)	49	32	13	6	81	19
Local Community Institutions and Gatherings (including churches, libraries, clubs, and cultural events)	32	42	19	8	74	26
Local Education (including school programs, curriculum, and quality)	38	35	17	11	72	28
Local Sports	20	28	27	25	48	52

Q16. [ONLY SHOW ITEMS MARKED AS “Very/Somewhat Important”] When you seek out news and information about each of the following topics, how satisfied or unsatisfied are you with the information you are able to get? (Sorted descending by “Total Satisfied”)

	<u>Satisfied</u>		<u>Neither</u>	<u>Unsatisfied</u>		<u>Total Satisfied</u>	<u>Total Unsatisfied</u>
	<u>Very</u>	<u>Smwt</u>		<u>Smwt</u>	<u>Very</u>		
Local Weather	53	30	14	3	1	82	4
Local Sports	40	32	22	3	3	72	5
Local Transportation (including transit schedules, costs, and traffic)	24	39	19	13	5	64	18
Local Political Information (including voting, elected officials, and public policy initiatives)	20	39	19	14	9	59	22
Local Risks and Emergencies (including crime/public safety and climate)	24	35	20	13	9	58	22
Local Community Institutions and Gatherings (including churches, libraries, clubs, and cultural events)	19	39	29	9	4	58	13
Local Environment (including air/water quality, sanitation, and access to recreation)	19	38	24	13	5	57	18
Local Health and Well-being (including access to quality care and community needs and trends)	21	35	25	12	6	56	18
Local Economic Opportunities (including jobs, housing, personal finance, and business environment)	15	34	28	14	8	50	22
Local Education (including school programs, curriculum, and quality)	17	30	28	17	8	47	25

Q17. When it comes to the topics where quality information is the most important to you, which of the following sources do you find most useful? Select up to THREE.

- 49% Friends, family, colleagues and/or acquaintances
- 38 Local digital news (online-only news source, or associated with a newspaper or radio or TV broadcaster)
- 38 Local TV stations
- 32 Online search (Google, Bing, etc)
- 29 Government agencies (through their websites, phone services, or offices)
- 21 Local online groups or communities (e.g. Facebook Groups, Reddit, Nextdoor neighborhood)
- 18 Local radio stations
- 16 Content creators on social media (e.g. Youtube, Tiktok, Instagram, etc.)
- 15 Local print newspapers
- 13 Email newsletters
- 12 Local libraries or community centers
- 8 Local podcasts
- 7 Your religious leaders or congregation
- 5 Other (please specify): [See responses](#)

Q18.[SHOW SOURCES SELECTED IN Q17] How often do you access the following news sources?
 (Sorted Descending by “Multiple times a day”)

	Multiple times a day	Once a day	A few times a week	A few times a month	Less often
Content creators on social media (e.g. Youtube, Tiktok, Instagram, etc.)	68	16	11	1	3
Online search (Google, Bing, etc)	59	16	19	4	2
[Insert text from Other]	56	9	12	4	19
Local TV stations	53	26	13	5	3
Local digital news (online-only news source, or associated with a newspaper or radio or TV broadcaster)	49	24	18	6	3
Local radio stations	48	19	23	5	5
Local online groups or communities (e.g. Facebook Groups, Reddit, Nextdoor neighborhood)	47	21	21	6	4
Friends, family, colleagues and/or acquaintances	43	17	29	8	4
Email newsletters	38	22	22	11	7
Government agencies (through their websites, phone services, or offices)	14	11	22	33	19
Local podcasts	25	21	33	16	5
Local print newspapers	20	29	25	12	14
Local libraries or community centers	15	11	19	32	23
Your religious leaders or congregation	10	12	46	18	13

Q19. How satisfied or unsatisfied are you with getting the information you need in the following situations? (Sorted descending by “Total Satisfied”)

	<u>Satisfied</u>		Neither	<u>Unsatisfied</u>		N/A	Total Satisfied	Total Unsatisfied
	Very	Smwt		Smwt	Very			
During an emergency weather situation	37	35	15	6	4	2	72	11
When making decisions about your health or accessing medical care	22	29	23	13	9	4	51	22
For local social or community events	15	31	31	12	7	4	46	19
When making decisions about choosing where to live	18	27	26	11	8	10	45	19
When a crime occurs near you	16	27	19	17	18	2	44	35
Navigating road closures, road construction projects, or traffic incidents	15	26	22	17	15	5	41	32
When there are changes in local and state policies or laws	13	27	20	19	18	2	41	37
When making decisions about choosing where to work	14	19	30	9	7	20	34	17
Reporting local infrastructure issues such as potholes, broken streetlights, or sidewalk damage	12	19	22	19	25	4	30	44

Q20. [If registered to vote] How often do you vote in each of the following types of elections? (Sorted descending by “Always”)

	Always	Often	Sometimes	Rarely or never
Presidential elections	86	7	4	3
Elections for the U.S. Senate or the U.S. House of Representatives	76	13	7	4
Elections for state leaders, including governor, attorney general, and representatives for state senate and state house	75	13	7	5
Elections for local leaders, including mayor and county commissioners	73	13	8	6
Elections for school board members	44	14	15	26

Q21. For statistical purposes, what is your household income?

12%	Less than \$20,000
8	\$20,000 to \$34,999
10	\$35,000 to \$49,999
15	\$50,000 to \$74,999
11	\$75,000 to \$99,999
15	\$100,000 to \$149,999
10	\$150,000 to \$249,999
8	\$250,000 or more
12	Prefer not to say

Q22. What language(s) are spoken in your home? Select all that apply.

98%	English
17	Spanish
1	Mandarin
1	Cantonese
1	Vietnamese
1	Tagalog
1	German
1	French
1	Hindi
1	Japanese
0	Urdu
0	Korean
0	Arabic
3	Other (please specify): See responses

D1. How do you identify?

45%	Man
53	Woman
2	Something else: Show responses

D2. Race/Ethnicity

39%	White / Caucasian
29	Black or African American
19	Hispanic or Latino/a
8	Asian / Pacific Islander
0	American Indian or Alaska Native
0	Middle Eastern or North African
4	Other (please specify): Show responses

D3. Age

31%	18 to 34
26	35 to 49
22	50 to 64
21	65+

D4. What is the highest level of education you have completed?

16%	High school diploma or less
28	Some college, but no degree
13	Associate's degree, or two-year college degree
24	Bachelor's degree, or four-year college degree
19	Graduate degree

D5. How did you vote in the 2020 election for President, or for some reason were you unable to vote?

67% Joe Biden, the Democrat
17 Donald Trump, the Republican
4 Jo Jorgensen, the Libertarian
3 Not registered/Too young/Ineligible
10 Did not vote

D6. Party Identification

39% Strong Democrats
18 Weak Democrats
8 Independent lean Democrats
15 Pure independents
5 Independent lean Republicans
5 Weak Republicans
9 Strong Republicans

Party Identification

57% Base Democrats
28 Independents + Leanners
14 Base Republicans

Party Identification (Base + Learners)

65% Democrats
15 Pure independents
20 Republicans