



## **METHODOLOGY**

Embold Research surveyed 2,110 adults nationwide from August 20-29, 2024. We used the following sources to recruit respondents:

- targeted advertisements on Facebook & Instagram (890 respondents)
- text messages sent, via the Switchboard platform, to cell phone numbers listed on the voter file for individuals who qualified for the survey's sample universe, based on their voter file data (1,210 respondents)

Regardless of which of these sources a respondent came from, they were directed to a survey hosted on SurveyMonkey's website.

This research also included an oversample of parents/guardians of child(ren) aged 18 or younger (529 respondents), and an oversample of current and former K-12 teachers, school administrators and officials (679 respondents).

Ads placed on social media targeted adults across the United States. Those who indicated that they were not over the age of 18 were terminated. As the survey fielded, Embold Research used dynamic online sampling: adjusting ad budgets, lowering budgets for ads targeting groups that were overrepresented, and raising budgets for ads targeting groups that were underrepresented. Respondents were also recruited to the online survey instrument via SMS from a voter file of registered voters in the targeted regions. The survey was conducted in English.

The survey was sponsored by Civic News and conducted by Embold Research. Post-stratification was performed on age, gender, race/ethnicity, education, region, parental status, employment, and 2020 presidential vote. Weighting parameters were based on the demographic composition of registered voters nationwide, obtained from the voter file; that is, if x% of registered voters were women, then women would be weighted to x% of the sample.

The modeled margin of error\* for this survey is 2.6%, which uses effective sample sizes\*\* that adjust for the design effect of weighting.

\* We adopt The Pew Research Center's convention for the term "modeled margin of error"<sup>(1)</sup> (mMOE) to indicate that our surveys are not simple random samples in the pure sense, similar to any survey that has either non-response bias or for which the general population was not invited at random. A common, if imperfect, convention for reporting survey results is to use a single, survey-level mMOE based on a normal approximation. This is a poor approximation for proportion estimates close to 0 or 1. However, it is a useful communication tool in many settings and is reasonable in places where the proportion of interest is close to 50%. We report this normal approximation for our surveys assuming a proportion estimate of 50%.

\*\* The effective sample size adjusts for the weighting applied to respondents and is calculated using Kish's approximation (2).

(1) <https://www.pewresearch.org/methods/2018/01/26/for-weighting-online-opt-in-samples-what-matters-most/>

(2) Kish, Leslie. Survey Sampling, 1965.



## LIST OF REPORTED QUESTIONS

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

- Yes
- No

1b. [If parent/guardian] What is the age of your child or children? Select all that apply.

- 0 to 4 years old
- 5 to 8 years old
- 9 to 13 years old
- 14 to 18 years old

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

- I work as a teacher or educator
- I work as a school administrator or school official
- I used to work as a teacher, school administrator, or school official
- None of the above

3a. [If parent/guardian] What type of school do(es) your child(ren) currently attend? Select all that apply.

- Public District school
- Public Charter school
- Other (private, parochial, homeschool, etc.)
- Child(ren) is/are not of school age

3b. [If current or former educator/administrator] What type of school are/were you employed at? Select all that apply.

- Public District school
- Public Charter school
- Other (private, parochial, faith-based, etc.)

4. How important is it for you to get information about each of the following topics in your everyday life? [RANDOMIZE] [Very important | Somewhat important | Not that important | Not important at all]

- Local Weather
- Local Sports
- Local Education (including school programs, curriculum, and quality)
- Local Transportation (including transit schedules, costs, and traffic)
- Local Health and Well-being (including access to quality care and community needs and trends)
- Local Economic Opportunities (including jobs, housing, personal finance, and business environment)
- Local Political Information (including voting, elected officials, and public policy initiatives)
- Local Environment (including air/water quality, sanitation, and access to recreation)



- Local Risks and Emergencies (including crime/public safety and climate)
- Local Community Institutions and Gatherings (including churches, libraries, clubs, and cultural events)

5. 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? [RANDOMIZE]

[Very satisfied | Somewhat satisfied | Somewhat unsatisfied | Very unsatisfied]

- Local Weather
- Local Sports
- Local Education (including school programs, curriculum, and quality)
- Local Transportation (including transit schedules, costs, and traffic)
- Local Health and Well-being (including access to quality care and community needs and trends)
- Local Economic Opportunities (including jobs, housing, personal finance, and business environment)
- Local Political Information (including voting, elected officials, and public policy initiatives)
- Local Environment (including air/water quality, sanitation, and access to recreation)
- Local Risks and Emergencies (including crime/public safety and climate)
- Local Community Institutions and Gatherings (including churches, libraries, clubs, and cultural events)

7. 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.

- Friends, family, colleagues and/or acquaintances
- Government agencies (through their websites, phone services, or offices)
- Local libraries or community centers
- Your religious leaders or congregation
- Local print newspapers
- Local digital news (online-only news source, or associated with a newspaper or radio or TV broadcaster)
- Local TV stations
- Local radio stations
- Local podcasts
- Email newsletters
- Local online groups or communities (e.g. Facebook Groups, Reddit, Nextdoor neighborhood)
- Content creators on social media (e.g. Youtube, Tiktok, Instagram, etc.) (YouTube, TikTok, Instagram, etc)
- Online search (Google, Bing, etc)
- Other (please specify):

8. How often do you access the following news sources? [SHOW SOURCES SELECTED IN Q7]

- Multiple times a day



- Once a day
- A few times a week
- A few times a month
- Less often

[Q9-10: ASK ONLY OF THOSE WHO ARE NOT PARENTS, EDUCATORS, OR CONSIDER EDUCATION NEWS “somewhat/very important” IN Q4]

9. Please think of a specific situation or two where it was critical to get information on one of the topics you indicated as important for you (maybe a major life decision like deciding where to live, or a smaller unique one like noticing a pothole that needed to be fixed). What was the specific situation, what type of information were you looking for, and where were you able to find that information, if at all? [TEXT BOX]

10. Please think of an ongoing situation or two where it has been critical for you to get ongoing information on one of the topics you indicated as important for you (like a local election debate taking place over many months, or a child in school over many years). What is the ongoing situation, what type of information are you looking for, and where are you able to find that information, if at all? [TEXT BOX]

[Q11-Q22: ASK ONLY OF PARENTS, EDUCATORS, AND RESPONDENTS WHO CONSIDER EDUCATION NEWS “somewhat/very important” IN Q4]

11. Thinking specifically about **schools and education**, how important is it for you to get information about each of the following topics in your everyday life? [RANDOMIZE] [Very important | Somewhat important | Not that important | Not important at all]

- School choice/admissions processes
- Curriculum/the content taught in schools
- Parental involvement
- School funding and resources
- School calendar
- School nutrition, food, and lunch programs
- Upcoming events at local schools
- Disparities in education quality and performance
- Teacher performance
- Student academic performance
- Special education
- School safety

12. And how **satisfied or unsatisfied** are you with the information you are able to get on each of the following topics? [RANDOMIZE]

[Very satisfied | Somewhat satisfied | Somewhat unsatisfied | Very unsatisfied]



- School choice/admissions processes
- Curriculum/the content taught in schools
- Parental involvement
- School funding and resources
- School calendar
- School nutrition, food, and lunch programs
- Upcoming events at local schools
- Disparities in education quality and performance
- Teacher performance
- Student academic performance
- Special education
- School safety

13. When it comes to education- or school-related topics, which of the following sources do you use **most often**? Select up to THREE.

- Friends, family, and/or acquaintances, including other parents
- The local school(s) or school district
- The PTA or other parent associations
- Local libraries or community centers
- Your religious leaders or congregation
- Local print newspapers
- Local digital news (online-only news source, or associated with a newspaper or radio or TV broadcaster)
- Local TV stations
- Local radio stations
- Local podcasts
- Email newsletters
- Local online groups or communities (e.g. Facebook Groups, Reddit, Nextdoor neighborhood)
- Content creators on social media (e.g. Youtube, Tiktok, Instagram, etc.) (YouTube, TikTok, Instagram, etc)
- Online search (Google, Bing, etc)
- Other (please specify):

14. 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.

- Friends, family, and/or acquaintances, including other parents
- The local school(s) or school district
- The PTA or other parent associations
- Local libraries or community centers
- Your religious leaders or congregation
- Local print newspapers



- Local digital news (online-only news source, or associated with a newspaper or radio or TV broadcaster)
- Local TV stations
- Local radio stations
- Local podcasts
- Email newsletters
- Local online groups or communities (e.g. Facebook Groups, Reddit, Nextdoor neighborhood)
- Content creators on social media (e.g. Youtube, Tiktok, Instagram, etc.) (YouTube, TikTok, Instagram, etc)
- Online search (Google, Bing, etc)
- Other (please specify):

15. Please think of a situation or two where it was critical to get information on **education- or school-related topics**. What was the situation, what type of information were you looking for, and where were you able to find that information, if at all? [TEXT BOX]

16. Please think of an **ongoing** situation or two where it is critical to get information on **education- or school-related topics**. What is the situation, what type of information are you looking for, and where are you able to find that information, if at all? [TEXT BOX]

17. When it comes to the way education- and school-related issues are covered in the media, what is one issue you wish was covered **more**? [TEXT BOX]

18. When it comes to the way education- and school-related issues are covered in the media, what is one issue you wish was covered **less**? [TEXT BOX]

[Q19 ONWARD ASKED OF ALL RESPONDENTS]

19. These are some things that some people do to get involved and make changes in their community. Which of the following have you done in the last year? Select all that apply. [RANDOMIZE]

- Volunteered for a non-profit or local organization
- Attended a town hall or community forum
- Supported or promoted an issue of importance
- Contacted an elected official (via email, phone call, letter, etc)
- Voted in an election
- Asked friends or family to support a cause or register to vote
- Attended a demonstration for or against a candidate, person, or issue
- Organized community efforts
- Advocated for or worked on improvements to community institutions, services, or policies
- Mentored a young person
- None of these



20. 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.

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

21. How do you get most of your news about national and local issues? Check all that apply. If you don't read, watch, or listen to any of these, please select 'None of these.' [RANDOMIZE]

- Local network news (ABC, NBC, CBS, FOX, etc.)
- CNN
- MSNBC
- FOX News
- Newsmax
- Local newspapers
- National newspapers (The Washington Post, New York Times, etc.)
- NPR or local public radio
- Local talk or news radio
- Facebook
- Twitter/X
- Instagram
- TikTok
- YouTube
- Podcasts
- Somewhere else (please specify)
- None of these

22. How do you identify?

- Man
- Woman
- Something else

22b. [If "Something else"] How would you describe your gender? [TEXTBOX]

23. In what year were you born? [TEXT BOX]

24. In what ZIP code do you currently live? [TEXT BOX]



25. What is your race? [MULTI-SELECT]

- White / Caucasian
- Hispanic or Latino/a
- Black or African American
- Asian / Pacific Islander
- American Indian or Alaska Native
- Middle Eastern or North African
- Other (please specify): [TEXT BOX]

25b. [If did not select Hispanic/Latino] Are you from a Hispanic, Latino/a or Spanish-speaking background?

- Yes
- No

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

- High school diploma or less
- Some college, but no degree
- Associate's degree, or two-year college degree
- Bachelor's degree, or four-year college degree
- Graduate degree

27. Are you registered to vote?

- Yes
- No
- Not sure

28. Generally speaking, do you think of yourself as a: [RANDOMIZE]

- Democrat
- Republican
- Independent/Other

[IF INDEPENDENT/ NO PARTY AFFILIATION]

28a. Do you consider yourself closer to:

- The Democrats
- The Republicans
- Neither

[IF DEMOCRAT/ REPUBLICAN]

28b. Do you consider yourself a:

- Strong [Democrat/Republican]
- Not so strong [Democrat/Republican]



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

- Joe Biden, the Democrat
- Donald Trump, the Republican
- Jo Jorgensen, the Libertarian
- Not registered/Too young/Ineligible
- Did not vote

30. [If registered to vote] How often do you vote in each of the following types of elections?

[Always | Often | Sometimes | Rarely or never]

- Presidential elections
- Elections for the U.S. Senate or the U.S. House of Representatives
- Elections for state leaders, including governor, attorney general, and representatives for state senate and state house
- Elections for local leaders, including mayor and county commissioners
- Elections for school board members

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

- Less than \$20,000
- \$20,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$249,999
- \$250,000 or more
- Prefer not to say

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

- English
- Spanish
- Mandarin
- Cantonese
- Vietnamese
- Tagalog
- German
- French
- Hindi
- Urdu
- Korean
- Arabic
- Japanese
- Other (please specify)