



METHODOLOGY

Embold Research surveyed 1,428 adults in New York City from December 9-20, 2024. We used the following sources to recruit respondents:

- *targeted advertisements on Facebook & Instagram (268 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 (1,160 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 (548 respondents), and an oversample of current and former K-12 teachers, school administrators and officials (354 respondents).

Ads placed on social media targeted adults in New York City. 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, Spanish, and Simplified Chinese.

The survey was conducted for Civic News. 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 in New York City, 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 3.0%, 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"⁽¹⁾ (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. In what ZIP code do you currently live? [TEXT BOX]

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

- Yes
- No

2b. 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

3. 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

4a. [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

4b. [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.)

5. 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. [RANDOMIZE]

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

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

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

7. These are some things that some people do to get involved and make changes in their local schools or 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 changes or worked on improvements in local schools or in state public education
- None of these

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

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

9. [IF “advocated for or worked on...” IN EITHER Q5 OR Q7] 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?

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor unsatisfied
- Somewhat unsatisfied
- Very unsatisfied

[Q10-15 ASKED ONLY OF PARENTS/GUARDIANS, EDUCATORS, AND RESPONDENTS WHO HAVE DONE ANY ACTION LISTED IN Q7]

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

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

- 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
- Local school council elections

11. [ONLY SHOW ITEMS SELECTED IN Q10] 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 | Neither satisfied nor unsatisfied | 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
- Local school council elections

12. 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
- 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 or 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.)
- Online search (Google, Bing, etc)
- Other (please specify):

13. How satisfied are you with the information about local schools and education that each of the following provides? [Very satisfied | Somewhat satisfied | Neither satisfied or unsatisfied | Somewhat unsatisfied | Very unsatisfied | Not applicable]

- New York City-based newspapers or their websites (e.g. The New York Times, New York Daily News, The New York Post, etc.)
- New York City-based TV networks or their websites (e.g. Spectrum News NY1, Fox 5 New York, ABC 7 New York, etc.)
- New York City-based radio networks or their websites (WNYC, 1010 WINS, etc)
- New York City-based digital outlets (Chalkbeat, The City, Gothamist, Documented, EpicenterNYC, etc)
- New York City Department of Education (NYCDOE)
- Your local school
- Your local PTA or parent-teacher organization]

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

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

[Q16 ONWARD ASKED OF ALL RESPONDENTS]

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

16. 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)

17. [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? [RANDOMIZE]

[Very satisfied | Somewhat satisfied | Neither satisfied nor unsatisfied | 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)

18. In what language do you prefer to access local news and information when possible? Select all that apply.

- English
- Arabic
- Bengali
- Simplified Chinese
- Traditional Chinese
- French
- Haitian Creole
- Korean
- Polish
- Russian
- Spanish
- Urdu
- Other (please specify)

19. 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.)
- Online search (Google, Bing, etc)
- Other (please specify):

20. How often do you access the following news sources? [SHOW SOURCES SELECTED IN Q19]

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

21. How satisfied or unsatisfied are you with getting the information you need in the following situations? [RANDOMIZE] [Very satisfied | Somewhat satisfied | Neither satisfied nor unsatisfied | Somewhat unsatisfied | Very unsatisfied | Not applicable]

- During an emergency weather situation
- When making decisions about choosing where to live
- When making decisions about choosing where to work
- When there are changes in local and state policies or laws
- When a crime occurs near you
- For local social or community events
- When making decisions about your health or accessing medical care
- Reporting local infrastructure issues such as potholes, broken streetlights, or sidewalk damage
- Navigating road closures, road construction projects, or traffic incidents
- Staying up to date on congestion pricing and public transportation costs
- Staying up to date on train and subway schedules, construction, and incidents
- When looking for resources in languages other than English

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. 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]

24b. [If did not select Hispanic/Latino] Are you from a Hispanic, Latino/a or Spanish-speaking background?

- Yes
- No

25. 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

26. Are you registered to vote?

- Yes
- No
- Not sure

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

- Democrat
- Republican
- Independent/Other

[IF INDEPENDENT/ NO PARTY AFFILIATION]

27a. Do you consider yourself closer to:

- The Democrats
- The Republicans
- Neither

[IF DEMOCRAT/ REPUBLICAN]

27b. Do you consider yourself a:

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

28. 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

29. [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

30. 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

31. 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
- Bengali
- Haitian Creole
- Polish
- Russian
- Other (please specify)

32. In what language did you take this survey?

- English
- Spanish
- Chinese