



Civic News | NYC Survey Toplines | December 2024

Change Research conducted 1428 interviews between December 9-20, 2024. The margin of error is 3.0%.

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

30% Yes

70 No

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

41% 9 to 13 years old

39 14 to 18 years old

31 5 to 8 years old

28 0 to 4 years old

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

90% 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

2 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.

63% Public District school

22 Other (private, parochial, homeschool, etc.)

14 Public Charter school

12 Child(ren) is/are not of school age

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

60% Public District school

39 Other (private, parochial, faith-based, etc.)

8 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.

34% Contacted an elected official (via email, phone call, letter, etc)

27 Volunteered for a non-profit or local organization

19 Attended a town hall or community forum

16 Advocated for or worked on improvements to community institutions, services, or policies

15 Attended a demonstration for or against a candidate, person, or issue

9 Organized community efforts

45 None of these

Polling was conducted online from December 9-20, 2024. Using Dynamic Online Sampling to attain a representative sample, Change Research polled 1,428 adults in New York City. 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
- 34 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
- 5 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.

- 31% Talked to members of your community (including friends or family) about an education- or school-related issue of importance
- 14 Participated in a PTA or school board meeting
- 13 Volunteered at a school fundraiser
- 12 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
- 57 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?

- 20% I advocate for or work on improvements to local schools or public education as part of my job or career
- 36 I often advocate for or work on improvements to local schools or public education, but it is not part of my job or career
- 30 I sometimes advocate for or work on improvements to local schools or public education
- 13 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?

- 7% Very satisfied
- 25 Somewhat satisfied
- 31 Neither satisfied nor unsatisfied
- 24 Somewhat unsatisfied
- 12 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.

- 49% School safety
- 46 Curriculum/the content taught in schools
- 42 Student academic performance
- 34 School funding and resources

- 31 Teacher performance
- 29 Disparities in education quality and performance
- 28 School nutrition, food, and lunch programs
- 22 Parental involvement
- 21 Special education
- 19 School choice/admissions processes
- 17 School calendar
- 14 Upcoming events at local schools
- 7 Local school council elections

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> | | <i>Total Satisfied</i> | <i>Total Unsatisfied</i> |
|--|------------------|-------------|---------|--------------------|-------------|-------------------------------|---------------------------------|
| | Very | Smwt | | Smwt | Very | | |
| School calendar | 39 | 30 | 17 | 6 | 8 | 69 | 14 |
| Upcoming events at local schools | 25 | 28 | 24 | 9 | 15 | 53 | 23 |
| Student academic performance | 20 | 28 | 19 | 19 | 13 | 49 | 32 |
| School safety | 16 | 33 | 16 | 18 | 18 | 49 | 35 |
| Curriculum/the content taught in schools | 12 | 30 | 20 | 23 | 16 | 41 | 39 |
| Parental involvement | 18 | 23 | 27 | 14 | 17 | 41 | 31 |
| Teacher performance | 17 | 23 | 23 | 22 | 16 | 39 | 38 |
| School choice/admissions processes | 14 | 22 | 21 | 21 | 22 | 36 | 43 |
| Special education | 13 | 19 | 16 | 22 | 30 | 33 | 52 |
| School funding and resources | 8 | 18 | 24 | 23 | 28 | 26 | 50 |
| School nutrition, food, and lunch programs | 5 | 20 | 23 | 23 | 29 | 25 | 52 |
| Local school council elections | 9 | 11 | 32 | 14 | 34 | 20 | 49 |
| Disparities in education quality and performance | 5 | 14 | 24 | 30 | 27 | 19 | 57 |

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.

- 44% Friends, family, and/or acquaintances, including other parents
- 29 The PTA or other parent associations
- 29 The local school(s) or school district
- 28 Online search (Google, Bing, etc)
- 25 Email newsletters
- 21 Local online groups or communities (e.g. Facebook Groups, Reddit, Nextdoor neighborhood)
- 18 Local digital news (online-only news source, or associated with a newspaper or radio or TV broadcaster)
- 14 Content creators on social media (e.g. Youtube, Tiktok, Instagram, etc.)
- 13 Local libraries or community centers
- 12 Local TV stations
- 9 Local print newspapers

- 7 Local radio stations or local podcasts
- 6 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 | <i>Total Satisfied</i> | <i>Total Unsatisfied</i> |
|--|------------------|------|---------|--------------------|------|-----|------------------------|--------------------------|
| | Very | Smwt | | Smwt | Very | | | |
| Your local school | 16 | 29 | 22 | 8 | 11 | 13 | 45 | 19 |
| Your local PTA or parent-teacher organization | 15 | 24 | 26 | 7 | 9 | 18 | 39 | 16 |
| New York City-based newspapers or their websites (e.g. The New York Times, New York Daily News, The New York Post, etc.) | 9 | 27 | 25 | 10 | 17 | 11 | 36 | 27 |
| New York City-based TV networks or their websites (e.g. Spectrum News NY1, Fox 5 New York, ABC 7 New York, etc.) | 8 | 28 | 25 | 10 | 14 | 15 | 36 | 24 |
| New York City Department of Education (NYCDOE) | 9 | 27 | 23 | 16 | 19 | 6 | 36 | 35 |
| New York City-based digital outlets (Chalkbeat, The City, Gothamist, Documented, EpicenterNYC, etc) | 8 | 25 | 28 | 8 | 11 | 20 | 33 | 19 |
| New York City-based radio networks or their websites (WNYC, 1010 WINS, etc) | 10 | 21 | 29 | 8 | 12 | 20 | 31 | 20 |

Q13. 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]: [See responses](#)

Q14. 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]: [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> | | | | <i>Total Important</i> | <i>Total Not</i> |
|---|------------------|------|----------|------------|------------------------|------------------|
| | Very | Smwt | Not that | Not at all | | |
| Local Risks and Emergencies (including crime/public safety and climate) | 69 | 26 | 4 | 1 | 95 | 5 |

| | <u>Important</u> | | | | <i>Total Important</i> | <i>Total Not</i> |
|---|------------------|-------------|-----------------|-------------------|------------------------|------------------|
| | Very | Smwt | Not that | Not at all | | |
| Local Environment (including air/water quality, sanitation, and access to recreation) | 62 | 30 | 6 | 3 | 91 | 9 |
| Local Weather | 62 | 28 | 7 | 3 | 90 | 10 |
| Local Transportation (including transit schedules, costs, and traffic) | 65 | 25 | 6 | 4 | 90 | 10 |
| Local Political Information (including voting, elected officials, and public policy initiatives) | 57 | 31 | 9 | 3 | 88 | 12 |
| Local Health and Well-being (including access to quality care and community needs and trends) | 57 | 30 | 9 | 4 | 87 | 13 |
| Local Economic Opportunities (including jobs, housing, personal finance, and business environment) | 50 | 32 | 12 | 6 | 82 | 18 |
| Local Community Institutions and Gatherings (including churches, libraries, clubs, and cultural events) | 37 | 41 | 17 | 6 | 78 | 22 |
| Local Education (including school programs, curriculum, and quality) | 44 | 30 | 16 | 10 | 74 | 26 |
| Local Sports | 18 | 23 | 25 | 34 | 41 | 59 |

Q16. [ONLY SHOW ITEMS MARKED AS “Very/Somewhat Important” in Q15] 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>Unsatisfied</u> | | <i>Total Satisfied</i> | <i>Total Unsatisfied</i> | |
|---|------------------|-------------|--------------------|-------------|------------------------|--------------------------|-------------|
| | Very | Smwt | Neither | Smwt | | | Very |
| Local Weather | 46 | 37 | 12 | 2 | 2 | 83 | 4 |
| Local Transportation (including transit schedules, costs, and traffic) | 21 | 43 | 16 | 12 | 7 | 64 | 20 |
| Local Sports | 32 | 30 | 27 | 5 | 6 | 63 | 10 |
| Local Political Information (including voting, elected officials, and public policy initiatives) | 20 | 38 | 22 | 13 | 7 | 58 | 20 |
| Local Environment (including air/water quality, sanitation, and access to recreation) | 17 | 40 | 24 | 15 | 5 | 56 | 19 |
| Local Risks and Emergencies (including crime/public safety and climate) | 19 | 37 | 22 | 14 | 8 | 56 | 22 |
| Local Community Institutions and Gatherings (including churches, libraries, clubs, and cultural events) | 16 | 39 | 28 | 11 | 6 | 55 | 17 |

| | <u>Satisfied</u> | | <u>Unsatisfied</u> | | Total Satisfied | Total Unsatisfied | |
|--|------------------|------|--------------------|------|-----------------|-------------------|------|
| | Very | Smwt | Neither | Smwt | | | Very |
| Local Health and Well-being (including access to quality care and community needs and trends) | 17 | 35 | 25 | 15 | 7 | 53 | 23 |
| Local Economic Opportunities (including jobs, housing, personal finance, and business environment) | 14 | 32 | 28 | 15 | 10 | 47 | 26 |
| Local Education (including school programs, curriculum, and quality) | 14 | 32 | 31 | 14 | 10 | 46 | 24 |

Q17. In what language do you prefer to access local news and information when possible? Select all that apply.

- 95% English
- 7 Spanish
- 3 Traditional Chinese
- 2 Simplified Chinese
- 1 French
- 1 Russian
- 0 Arabic
- 0 Polish
- 0 Haitian Creole
- 0 Bengali
- 0 Korean
- 0 Urdu
- 1 Other (please specify): [See responses](#)

Q18. 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.

- 47% Friends, family, colleagues and/or acquaintances
- 39 Online search (Google, Bing, etc)
- 39 Local digital news (online-only news source, or associated with a newspaper or radio or TV broadcaster)
- 35 Local TV stations
- 35 Government agencies (through their websites, phone services, or offices)
- 19 Local print newspapers
- 19 Content creators on social media (e.g. Youtube, Tiktok, Instagram, etc.)
- 17 Local online groups or communities (e.g. Facebook Groups, Reddit, Nextdoor neighborhood)
- 16 Local libraries or community centers
- 16 Email newsletters
- 13 Local radio stations
- 8 Your religious leaders or congregation
- 6 Local podcasts
- 4 Other (please specify): [See responses](#)

Q19. [SHOW SOURCES SELECTED IN Q18] 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.) | 70 | 18 | 9 | 2 | 2 |
| Online search (Google, Bing, etc) | 62 | 17 | 17 | 3 | 1 |
| [Insert text from Other] | 59 | 16 | 14 | 5 | 5 |
| Local radio stations | 54 | 23 | 17 | 2 | 5 |
| Local online groups or communities (e.g. Facebook Groups, Reddit, Nextdoor neighborhood) | 52 | 17 | 20 | 8 | 3 |
| Local TV stations | 50 | 34 | 10 | 3 | 4 |
| Local digital news (online-only news source, or associated with a newspaper or radio or TV broadcaster) | 48 | 28 | 15 | 6 | 3 |
| Friends, family, colleagues and/or acquaintances | 41 | 19 | 27 | 9 | 5 |
| Local podcasts | 32 | 32 | 17 | 5 | 14 |
| Email newsletters | 32 | 33 | 21 | 7 | 7 |
| Your religious leaders or congregation | 19 | 8 | 41 | 20 | 13 |
| Local print newspapers | 19 | 30 | 24 | 8 | 18 |
| Government agencies (through their websites, phone services, or offices) | 12 | 12 | 27 | 28 | 21 |
| Local libraries or community centers | 7 | 5 | 33 | 31 | 24 |

Q20. 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 | <i>Total Satisfied</i> | <i>Total Unsatisfied</i> |
|---|------------------|------|---------|--------------------|------|-----|------------------------|--------------------------|
| | Very | Smwt | | Smwt | Very | | | |
| During an emergency weather situation | 27 | 38 | 18 | 9 | 5 | 3 | 65 | 14 |
| Staying up to date on train and subway schedules, construction, and incidents | 17 | 34 | 18 | 13 | 10 | 8 | 51 | 23 |
| When making decisions about your health or accessing medical care | 18 | 32 | 22 | 13 | 10 | 6 | 49 | 23 |
| Staying up to date on congestion pricing and public transportation costs | 13 | 33 | 22 | 13 | 13 | 5 | 46 | 26 |
| For local social or community events | 12 | 30 | 30 | 14 | 8 | 7 | 42 | 21 |

| | <u>Satisfied</u> | | Neither | <u>Unsatisfied</u> | | N/A | <i>Total Satisfied</i> | <i>Total Unsatisfied</i> |
|---|------------------|------|---------|--------------------|------|-----|------------------------|--------------------------|
| | Very | Smwt | | Smwt | Very | | | |
| When there are changes in local and state policies or laws | 10 | 30 | 24 | 18 | 15 | 3 | 40 | 33 |
| When a crime occurs near you | 14 | 25 | 25 | 17 | 15 | 4 | 39 | 32 |
| When making decisions about choosing where to live | 13 | 25 | 26 | 12 | 9 | 14 | 38 | 21 |
| Navigating road closures, road construction projects, or traffic incidents | 12 | 25 | 21 | 15 | 14 | 12 | 37 | 29 |
| When making decisions about choosing where to work | 11 | 21 | 27 | 8 | 8 | 25 | 32 | 16 |
| Reporting local infrastructure issues such as potholes, broken streetlights, or sidewalk damage | 9 | 21 | 26 | 17 | 21 | 6 | 29 | 39 |
| When looking for resources in languages other than English | 11 | 15 | 22 | 4 | 4 | 44 | 26 | 8 |

Q21. [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 | 80 | 11 | 7 | 2 |
| Elections for the U.S. Senate or the U.S. House of Representatives | 63 | 18 | 12 | 7 |
| Elections for state leaders, including governor, attorney general, and representatives for state senate and state house | 62 | 17 | 13 | 7 |
| Elections for local leaders, including mayor and county commissioners | 61 | 19 | 12 | 8 |
| Elections for school board members | 27 | 10 | 22 | 42 |

Q22. For statistical purposes, what is your household income?

| | |
|-----|------------------------|
| 10% | Less than \$20,000 |
| 11 | \$20,000 to \$34,999 |
| 9 | \$35,000 to \$49,999 |
| 13 | \$50,000 to \$74,999 |
| 11 | \$75,000 to \$99,999 |
| 13 | \$100,000 to \$149,999 |
| 10 | \$150,000 to \$249,999 |
| 7 | \$250,000 or more |
| 16 | Prefer not to say |

Q23. What language(s) are spoken in your home? Select all that apply.

94% English
18 Spanish
7 Cantonese
5 Mandarin
2 French
1 Russian
1 Hindi
1 Japanese
1 Tagalog
1 Haitian Creole
1 Korean
1 German
1 Arabic
1 Polish
0 Urdu
0 Bengali
0 Vietnamese
5 Other (please specify): [See responses](#)

D1. How do you identify?

44% Man
54 Woman
2 Something else: [See responses](#)

D2. What is your race? [MULTI-SELECT]

44% White / Caucasian
23 Black or African American
20 Hispanic or Latino/a
19 Asian / Pacific Islander
1 American Indian or Alaska Native
1 Middle Eastern or North African
3 Other (please specify): [See responses](#)

D3. Race/Ethnicity - Coded

23% Black
18 AAPI
19 Hispanic
38 White
0 Native American
0 MENA
1 Other

D4. Age

25% 18 to 34
26 35 to 49
23 50 to 64
25 65+

D5. What is the highest level of education you have completed?

- 18% High school diploma or less
- 25 Some college, but no degree
- 11 Associate's degree, or two-year college degree
- 28 Bachelor's degree, or four-year college degree
- 19 Graduate degree

D6. How did you vote in the 2020 election for President, or for some reason were you unable to vote?

- 63% Joe Biden, the Democrat
- 21 Donald Trump, the Republican
- 2 Jo Jorgensen, the Libertarian
- 1 Not registered/Too young/Ineligible
- 12 Did not vote

D7. Party Identification

- 36% Strong Democrats
- 19 Weak Democrats
- 9 Independent lean Democrats
- 13 Pure independents
- 8 Independent lean Republicans
- 7 Weak Republicans
- 9 Strong Republicans

Party Identification

- 54% Base Democrats
- 29 Independents + Leans
- 16 Base Republicans

Party Identification (Base + Learners)

- 63% Democrats
- 13 Pure independents
- 24 Republicans

D8. In what language did you take this survey?

- 94% English
- 3 Spanish
- 3 Chinese