



Civic News | National Survey Toplines | August 2024

Embold Research conducted 2110 Interviews between August 20-29, 2024. The margin of error is 2.6%.

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.

40% 14 to 18 years old
39 9 to 13 years old
35 0 to 4 years old
31 5 to 8 years old

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

91% 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.

65% Public District school
22 Child(ren) is/are not of school age
18 Other (private, parochial, homeschool, etc.)
9 Public Charter school

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

79% Public District school
24 Other (private, parochial, faith-based, etc.)
6 Public Charter school

Polling was conducted online from August 20-29, 2024. Using Dynamic Online Sampling to attain a representative sample, Embold Research polled 2,110 adults nationwide. Post-stratification was performed on age, gender, race/ethnicity, education, region, 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.

Q4. 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</i>	
	Very	Smwt	Not Too	At All	Important	Total Not
Local Risks and Emergencies (including crime/public safety and climate)	64	29	4	2	94	6
Local Weather	58	32	7	2	90	10
Local Political Information (including voting, elected officials, and public policy initiatives)	53	35	9	4	87	13
Local Environment (including air/water quality, sanitation, and access to recreation)	54	32	10	4	86	14
Local Health and Well-being (including access to quality care and community needs and trends)	49	34	13	5	83	17
Local Economic Opportunities (including jobs, housing, personal finance, and business environment)	39	38	18	6	76	24
Local Community Institutions and Gatherings (including churches, libraries, clubs, and cultural events)	28	43	22	7	71	29
Local Education (including school programs, curriculum, and quality)	37	26	23	14	63	37
Local Transportation (including transit schedules, costs, and traffic)	26	31	26	18	56	44
Local Sports	12	26	31	30	38	62

Q5. 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>		<u>Total</u>	<u>Total</u>
	Very	Smwt	Smwt	Very	Satisfied	Unsatisfied
Local Weather	49	41	7	3	90	10
Local Sports	26	53	12	8	79	21
Local Risks and Emergencies (including crime/public safety and climate)	22	51	18	9	72	28
Local Community Institutions and Gatherings (including churches, libraries, clubs, and cultural events)	18	53	21	8	71	29
Local Environment (including air/water quality, sanitation, and access to recreation)	19	50	21	10	69	31
Local Health and Well-being (including access to quality care and community needs and trends)	18	49	24	9	67	33
Local Transportation (including transit schedules, costs, and traffic)	17	49	22	12	65	35
Local Education (including school programs, curriculum, and quality)	16	47	26	11	63	37
Local Political Information (including voting, elected officials, and public policy initiatives)	18	44	24	14	62	38
Local Economic Opportunities (including jobs, housing, personal finance, and business environment)	14	47	27	12	60	40

Q6. 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.

46%	Online search (Google, Bing, etc)
33	Local TV stations
32	Friends, family, colleagues and/or acquaintances
31	Local digital news (online-only news source, or associated with a newspaper or radio or TV broadcaster)
30	Local online groups or communities (e.g. Facebook Groups, Reddit, Nextdoor neighborhood)
21	Government agencies (through their websites, phone services, or offices)
18	Content creators on social media (e.g. Youtube, Tiktok, Instagram, etc.) (YouTube, TikTok, Instagram, etc)
18	Local radio stations
12	Local print newspapers
9	Email newsletters
8	Local libraries or community centers
7	Your religious leaders or congregation
3	Local podcasts
5	Other: see responses

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

(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.) (YouTube, TikTok, Instagram, etc)	75	14	9	1	1
Online search (Google, Bing, etc)	65	17	14	3	1
[Insert text from Other]	59	18	3	2	18
Local online groups or communities (e.g. Facebook Groups, Reddit, Nextdoor neighborhood)	51	24	15	6	2
Local radio stations	50	20	20	6	4
Local TV stations	44	31	16	5	3
Local digital news (online-only news source, or associated with a newspaper or radio or TV broadcaster)	40	25	20	10	4
Friends, family, colleagues and/or acquaintances	37	20	32	7	4
Email newsletters	35	30	24	6	6
Local podcasts	32	24	18	15	11
Your religious leaders or congregation	14	9	49	24	4
Government agencies (through their websites, phone services, or offices)	9	11	28	33	20
Local print newspapers	8	32	30	21	10
Local libraries or community centers	5	7	28	37	24

[Q8-9: ASK ONLY OF THOSE WHO ARE NOT PARENTS, EDUCATORS, OR CONSIDER EDUCATION NEWS “somewhat/very important” IN Q4]

8. 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?

[See responses](#)

9. 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]

[See responses](#)

[Q10-Q21 ASKED ONLY OF PARENTS, EDUCATORS, AND RESPONDENTS WHO CONSIDER EDUCATION NEWS “somewhat/very important” IN Q4]

Q10. 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? (Sorted descending by “Total Important”)

	Important				Total Important	Total Not
	Very	Smwt	Not Too	At All		
School safety	75	17	4	4	92	8
School funding and resources	57	33	6	4	90	10
Curriculum/the content taught in schools	65	24	6	5	89	11
Teacher performance	62	26	7	5	88	12
Student academic performance	58	29	8	4	87	13
Disparities in education quality and performance	55	32	7	6	87	13
Parental involvement	54	28	12	6	82	18
School nutrition, food, and lunch programs	49	30	13	8	80	20
School calendar	46	32	14	8	78	22
School choice/admissions processes	47	29	15	8	77	23
Special education	44	32	15	9	76	24
Upcoming events at local schools	34	39	19	8	73	27

Q11. 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>		<u>Unsatisfied</u>		Total Satisfied	Total Unsatisfied
	Very	Smwt	Smwt	Very		
School calendar	34	48	12	6	82	18
Upcoming events at local schools	24	54	16	6	78	22
Special education	19	51	19	11	70	30
School safety	26	45	19	11	70	30
Student academic performance	22	47	21	11	69	31
School choice/admissions processes	20	48	20	12	67	33
School nutrition, food, and lunch programs	21	46	22	11	67	33
Parental involvement	20	47	22	11	66	34
Teacher performance	21	44	22	14	64	36
Curriculum/the content taught in schools	18	40	25	17	58	42
Disparities in education quality and performance	16	42	27	15	58	42
School funding and resources	17	39	27	16	57	43

Q12. When it comes to education- or school-related topics, which of the following sources do you use most often? Select up to THREE.

43%	Friends, family, and/or acquaintances, including other parents
40	The local school(s) or school district
30	Online search (Google, Bing, etc)
29	Local online groups or communities (e.g. Facebook Groups, Reddit, Nextdoor neighborhood)
23	Local digital news (online-only news source, or associated with a newspaper or radio or TV broadcaster)
22	Local TV stations
15	Email newsletters
14	Local print newspapers
11	The PTA or other parent associations
11	Local radio stations
10	Content creators on social media (e.g. Youtube, Tiktok, Instagram, etc.) (YouTube, TikTok, Instagram, etc)
7	Local libraries or community centers
4	Your religious leaders or congregation
2	Local podcasts
5	Other: see responses

Q13. 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?

- 37% Friends, family, and/or acquaintances, including other parents
- 35 The local school(s) or school district
- 25 Online search (Google, Bing, etc)
- 24 Local online groups or communities (e.g. Facebook Groups, Reddit, Nextdoor neighborhood)
- 19 Local TV stations
- 18 Local digital news (online-only news source, or associated with a newspaper or radio or TV broadcaster)
- 15 Email newsletters
- 13 The PTA or other parent associations
- 12 Local print newspapers
- 9 Local radio stations
- 8 Content creators on social media (e.g. Youtube, Tiktok, Instagram, etc.) (YouTube, TikTok, Instagram, etc)
- 6 Local libraries or community centers
- 4 Your religious leaders or congregation
- 2 Local podcasts
- 3 Other: [see responses](#)

Q14. 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]

[See responses](#)

Q15. 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]

[See responses](#)

Q16. 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]

[See responses](#)

Q17. 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]

[See responses](#)

[ALL RESPONDENTS SEE Q18 ON]

Q18. 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.

- 76% Voted in an election
- 44 Asked friends or family to support a cause or register to vote
- 35 Supported or promoted an issue of importance
- 35 Contacted an elected official (via email, phone call, letter, etc)
- 31 Volunteered for a non-profit or local organization
- 22 Mentored a young person
- 21 Attended a town hall or community forum
- 15 Advocated for or worked on improvements to community institutions, services, or policies
- 12 Attended a demonstration for or against a candidate, person, or issue
- 9 Organized community efforts
- 12 None of these

Q19. 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.

- 35% Talked to members of your community (including friends or family) about an education- or school-related issue of importance
- 15 Sponsored a classroom or helped cover costs of school supplies or resources
- 13 Volunteered at a school fundraiser
- 12 Advocated for or worked on improvements to local schools or changes to local school policies
- 10 Participated in a PTA or school board meeting
- 56 None of these

Q20. 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.'

- 50% Local network news (ABC, NBC, CBS, FOX, etc.)
- 37 Facebook
- 26 YouTube
- 26 Local newspapers
- 25 FOX News
- 23 Local talk or news radio
- 22 CNN
- 22 National newspapers (The Washington Post, New York Times, etc.)
- 21 NPR or local public radio
- 21 Instagram
- 18 MSNBC
- 16 Podcasts
- 15 Twitter/X
- 14 TikTok
- 12 Newsmax
- 14 Somewhere else: [see responses](#)
- 4 None of these

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	87	7	4	2
Elections for the U.S. Senate or the U.S. House of Representatives	73	13	9	5
Elections for state leaders, including governor, attorney general, and representatives for state senate and state house	71	15	9	5
Elections for local leaders, including mayor and county commissioners	62	19	12	8
Elections for school board members	49	16	15	21

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

7%	Less than \$20,000
10	\$20,000 to \$34,999
10	\$35,000 to \$49,999
15	\$50,000 to \$74,999
14	\$75,000 to \$99,999
16	\$100,000 to \$149,999
10	\$150,000 to \$249,999
5	\$250,000 or more
13	Prefer not to say

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

99%	English
13	Spanish
2	Mandarin
2	German
2	French
1	Cantonese
1	Vietnamese
1	Hindi
1	Korean
1	Arabic
1	Japanese
0	Tagalog
0	Urdu
6	Other: see responses

D1. How do you identify?

46%	Man
52	Woman
2	Something else: see responses

D2. Age

25% 18 to 34
24 35 to 49
24 50 to 64
26 65+

D3. Race/Ethnicity

64% White / Caucasian
12 Black or African American
12 Hispanic or Latino/a
7 Asian / Pacific Islander
1 American Indian or Alaska Native
0 Middle Eastern or North African
4 Other: [see responses](#)

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

16% High school diploma or less
30 Some college, but no degree
17 Associate's degree, or two-year college degree
21 Bachelor's degree, or four-year college degree
16 Graduate degree

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

45% Joe Biden, the Democrat
40 Donald Trump, the Republican
4 Jo Jorgensen, the Libertarian
4 Not registered/Too young/Ineligible
8 Did not vote

D6. Party Identification

25% Strong Democrats
10 Weak Democrats
9 Independent lean Democrats
13 Pure independents
11 Independent lean Republicans
7 Weak Republicans
24 Strong Republicans

Party Identification

35% Base Democrats
33 Independents + Leaners
32 Base Republicans

Party Identification

44% Democrats
13 Pure independents
43 Republicans

D7. 4 Point Census Regions

22% midwest
18 northeast
38 south
23 west