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# **NATIONAL EDUCATION SURVEY**

**Conducted and funded by The Associated Press-NORC Center for Public Affairs Research  
With major funding from the Joyce Foundation**

*Interview dates: June 21 – July 22, 2013;  
Interviews: 1,025 adult parents of children enrolled in grades K-12 during the 2012-2013 school year  
Margin of error: +/- 4.1 percentage points at the 95% confidence level*

*NOTE: All results show percentages among all respondents, unless otherwise labeled.*

*All results shown are percentages unless otherwise labeled.*

- D1. How many children do you have who are currently in or recently completed Kindergarten through 12<sup>th</sup> grade?**

	AP-NORC 06/21-07/22/2013
1	43
2	35
3	14
4	4
5 or more	3
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-

- D2. Asked if D1=1**

**What grade or year of school did your child attend during this last school year?**

*Asked if D1 greater than 1 OR If D1=Don't know or Refused*

**What grade or year of school did your oldest child attend during this last school year? When we refer to your "oldest child" we mean the oldest who is currently in or just finished a grade between Kindergarten and 12<sup>th</sup> grade.**

	AP-NORC 06/21-07/22/2013
Kindergarten	7
Grade 1	8
Grade 2	4
Grade 3	7
Grade 4	6
Grade 5	10
Grade 6	6
Grade 7	5
Grade 8	8
Grade 9	6
Grade 10	8
Grade 11	10
Grade 12	14
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	*

## SECTION 1: ASSESSING SCHOOL QUALITY &amp; PROBLEMS

**Q1. How would you rate the quality of education in [INSERT ITEM]? Would you say the quality of education is ...?**

## ITEMS RANDOMIZED

AP-NORC 06/21-07/22/2013	Excellent/ Good	Excellent	Good	Fair	Poor/ Very poor	Poor	Very poor	Don't know	Ref.
The school your [if more than one child insert "oldest"] child attends	<b>76</b>	37	40	<b>16</b>	<b>8</b>	5	2	*	-
Your local public elementary schools	<b>64</b>	25	39	<b>20</b>	<b>11</b>	8	3	5	-
Private schools in the U.S. generally	<b>61</b>	20	41	<b>11</b>	<b>2</b>	1	1	25	1
Your local middle schools	<b>54</b>	17	37	<b>20</b>	<b>13</b>	9	3	13	*
Your local public high schools	<b>54</b>	18	36	<b>18</b>	<b>13</b>	9	4	15	*
Public schools in the U.S. generally	<b>38</b>	4	34	<b>37</b>	<b>16</b>	12	3	9	*

## TREND:

## Your local public elementary schools

	AP-Stanford 9/23-30/2010	AP-NORC 06/21- 07/22/2013
<b>Excellent/Good</b>	<b>61</b>	<b>64</b>
Excellent	22	25
Good	39	39
<b>Fair</b>	<b>27</b>	<b>20</b>
<b>Poor/Very poor</b>	<b>12</b>	<b>11</b>
Poor	10	8
Very poor	2	3
Don't know (DO NOT READ)	1	5
Refused (DO NOT READ)	-	-

## Your local public high schools

	AP-Stanford 9/23-30/2010	AP-NORC 06/21- 07/22/2013
<b>Excellent/Good</b>	<b>52</b>	<b>54</b>
Excellent	16	18
Good	36	36
<b>Fair</b>	<b>26</b>	<b>18</b>
<b>Poor/Very poor</b>	<b>18</b>	<b>13</b>
Poor	14	9
Very poor	4	4
Don't know (DO NOT READ)	4	15
Refused (DO NOT READ)	-	*

**Q2. How good a job do your local public schools do in [INSERT ITEM]?**

**ITEMS RANDOMIZED**

	<b>Excellent/ Good</b>	Excellent	Good	Fair	<b>Poor/ Very poor</b>	Poor	Very poor	Don't know	Ref.
AP-NORC 06/21-07/22/2013									
Preparing students for college	<b>57</b>	18	39	<b>28</b>	<b>13</b>	10	3	3	-
Preparing students to be good citizens	<b>55</b>	13	42	<b>24</b>	<b>19</b>	14	5	2	*
Giving children the practical skills they will need to survive as adults	<b>46</b>	10	36	<b>30</b>	<b>22</b>	16	5	3	*
Preparing students for the workforce	<b>45</b>	8	38	<b>31</b>	<b>19</b>	15	4	4	-

**TREND:**

**Preparing students for college**

	AP-Stanford 9/23-30/2010	AP-NORC 06/21- 07/22/2013
<b>Excellent/Good</b>	<b>48</b>	<b>57</b>
Excellent	15	18
Good	33	39
<b>Fair</b>	<b>30</b>	<b>28</b>
<b>Poor/Very poor</b>	<b>20</b>	<b>13</b>
Poor	17	10
Very poor	3	3
Don't know (DO NOT READ)	2	3
Refused (DO NOT READ)	-	-

**Preparing students for the workforce**

	AP-Stanford 9/23-30/2010	AP-NORC 06/21- 07/22/2013
<b>Excellent/Good</b>	<b>41</b>	<b>45</b>
Excellent	9	8
Good	32	38
<b>Fair</b>	<b>33</b>	<b>31</b>
<b>Poor/Very poor</b>	<b>23</b>	<b>19</b>
Poor	19	15
Very poor	4	4
Don't know (DO NOT READ)	3	4
Refused (DO NOT READ)	-	-

**Giving children the practical skills they will need to survive as adults**

	AP-Stanford 9/23-30/2010	AP-NORC 06/21- 07/22/2013
<b>Excellent/Good</b>	<b>42</b>	<b>46</b>
Excellent	10	10
Good	32	36
<b>Fair</b>	<b>30</b>	<b>30</b>
<b>Poor/Very poor</b>	<b>25</b>	<b>22</b>
Poor	20	16
Very poor	5	5
Don't know (DO NOT READ)	3	3
Refused (DO NOT READ)	-	*

**Q3.** Now I'm going to ask you about several factors that might contribute to the quality of a student's education. The [first/next] one is... [INSERT ITEM]. Would you say [ITEM] is not an important factor at all, not too important, moderately important, very important, or an extremely important factor for the quality of a student's education?

**ITEMS RANDOMIZED**

AP-NORC 06/21-07/22/2013	<b>Extremely/ Very important</b>	Extremely important	Very important	<b>Moderately important</b>	<b>Not too/Not important at all</b>	Not too important	Not important at all	Don't know	Ref.
The quality of the teachers	<b>96</b>	61	35	<b>3</b>	<b>1</b>	1	-	*	*
The amount of parental involvement in the child's education	<b>96</b>	65	31	<b>3</b>	<b>1</b>	1	*	*	-
The availability of support resources at the school like counselors or tutors	<b>82</b>	35	47	<b>15</b>	<b>3</b>	2	1	*	*
The availability of up-to-date technology for students to use	<b>80</b>	33	47	<b>17</b>	<b>2</b>	2	*	*	-
The availability of extracurricular programs, clubs or sports	<b>70</b>	25	45	<b>26</b>	<b>4</b>	3	1	*	*
The amount of money a school spends per student	<b>65</b>	26	39	<b>25</b>	<b>7</b>	6	2	3	*
The quality of school buildings	<b>64</b>	19	45	<b>30</b>	<b>6</b>	5	1	*	*

**Q4.** Now I'm going to ask you about several of the problems facing schools today. For each one, please tell me whether it is an extremely serious, very serious, moderately serious, not too serious, or not at all serious problem at your *[if more than one child insert "oldest"]* child's school. The first one is... [INSERT ITEM].

**ITEMS RANDOMIZE**

**HALF SAMPLES**

AP-NORC 06/21-07/22/2013	<b>Extremely/ Very serious</b>	Extremely serious	Very serious	<b>Moderately serious</b>	<b>Not too/Not at all serious</b>	Not too serious	Not serious at all	Don't know	Ref.
Low expectations for student achievement (HALF SAMPLE A)	<b>41</b>	16	25	<b>13</b>	<b>44</b>	25	20	1	*
Inequality in funding among school districts (HALF SAMPLE B)	<b>41</b>	16	25	<b>24</b>	<b>30</b>	18	13	5	*
Getting and keeping good teachers (HALF SAMPLE A)	<b>40</b>	20	20	<b>18</b>	<b>42</b>	24	17	1	-
Lack of parental involvement (HALF SAMPLE B)	<b>38</b>	16	22	<b>24</b>	<b>36</b>	20	16	2	*
Lack of student discipline (HALF SAMPLE A)	<b>34</b>	17	16	<b>23</b>	<b>42</b>	27	15	1	-
The quality of instruction by teachers (HALF SAMPLE B)	<b>32</b>	12	20	<b>17</b>	<b>50</b>	30	20	*	-
Bullying (HALF SAMPLE B)	<b>32</b>	17	16	<b>24</b>	<b>42</b>	29	13	2	-
Low test scores (HALF SAMPLE B)	<b>31</b>	13	18	<b>21</b>	<b>45</b>	26	18	3	-
The quality of the curriculum (HALF SAMPLE B)	<b>29</b>	10	19	<b>21</b>	<b>48</b>	27	21	2	*
Not enough opportunities for artistic or musical pursuits (HALF SAMPLE B)	<b>29</b>	13	16	<b>26</b>	<b>44</b>	24	20	*	*
Overcrowding (HALF SAMPLE A)	<b>27</b>	12	15	<b>23</b>	<b>51</b>	26	24	*	-

Continued ...

Q4 continued ...

AP-NORC 06/21-07/22/2013	<b>Extremely/ Very serious</b>	Extremely serious	Very serious	<b>Moderately serious</b>	<b>Not too/Not at all serious</b>	Not too serious	Not serious at all	Don't know	Ref.
Placing emphasis on the wrong subjects (HALF SAMPLE A)	<b>27</b>	9	18	<b>22</b>	<b>47</b>	31	16	4	*
Students not spending enough time in school (HALF SAMPLE A)	<b>26</b>	15	11	<b>15</b>	<b>57</b>	27	30	2	*
Fighting, violence and gangs (HALF SAMPLE A)	<b>26</b>	15	11	<b>11</b>	<b>62</b>	25	37	*	*
Not enough opportunities for physical activity and sports (HALF SAMPLE A)	<b>25</b>	9	16	<b>19</b>	<b>56</b>	33	23	*	-
Lack of computers and technology (HALF SAMPLE B)	<b>25</b>	8	17	<b>22</b>	<b>52</b>	28	24	1	-
Out dated textbooks (HALF SAMPLE A)	<b>24</b>	9	15	<b>17</b>	<b>57</b>	32	24	2	-
The condition of school buildings (HALF SAMPLE A)	<b>20</b>	8	12	<b>16</b>	<b>64</b>	29	34	1	-

**TREND:**

*\*NOTE: 2010 wording -- "Of the problems facing American schools today, how serious are the following?"*

**Overcrowding**

	AP-Stanford 9/23-30/2010	AP-NORC 06/21- 07/22/2013
<b>Extremely/Very Serious</b>	<b>50</b>	<b>27</b>
Extremely serious	22	12
Very serious	29	15
<b>Moderately serious</b>	<b>24</b>	<b>23</b>
<b>Not too/Not at all serious</b>	<b>25</b>	<b>51</b>
Not too serious	15	26
Not serious at all	10	24
Don't know (DO NOT READ)	1	*
Refused (DO NOT READ)	-	-



**Getting and keeping good teachers**

	AP-Stanford 9/23-30/2010	AP-NORC 06/21- 07/22/2013
<b>Extremely/Very Serious</b>	<b>56</b>	<b>40</b>
Extremely serious	27	20
Very serious	29	20
<b>Moderately serious</b>	<b>23</b>	<b>18</b>
<b>Not too/Not at all serious</b>	<b>20</b>	<b>42</b>
Not too serious	13	24
Not serious at all	6	17
Don't know (DO NOT READ)	1	1
Refused (DO NOT READ)	-	-

**Lack of student discipline**

	AP-Stanford 9/23-30/2010	AP-NORC 06/21- 07/22/2013
<b>Extremely/Very Serious</b>	<b>62</b>	<b>34</b>
Extremely serious	32	17
Very serious	30	16
<b>Moderately serious</b>	<b>20</b>	<b>23</b>
<b>Not too/Not at all serious</b>	<b>17</b>	<b>42</b>
Not too serious	11	27
Not serious at all	6	15
Don't know (DO NOT READ)	*	1
Refused (DO NOT READ)	-	-

**Fighting, violence and gangs**

	AP-Stanford 9/23-30/2010	AP-NORC 06/21- 07/22/2013
<b>Extremely/Very Serious</b>	<b>55</b>	<b>26</b>
Extremely serious	34	15
Very serious	21	11
<b>Moderately serious</b>	<b>19</b>	<b>11</b>
<b>Not too/Not at all serious</b>	<b>24</b>	<b>62</b>
Not too serious	13	25
Not serious at all	10	37
Don't know (DO NOT READ)	2	*
Refused (DO NOT READ)	-	*

**The condition of school buildings**

	AP-Stanford 9/23-30/2010	AP-NORC 06/21- 07/22/2013
<b>Extremely/Very Serious</b>	<b>29</b>	<b>20</b>
Extremely serious	10	8
Very serious	20	12
<b>Moderately serious</b>	<b>23</b>	<b>16</b>
<b>Not too/Not at all serious</b>	<b>46</b>	<b>64</b>
Not too serious	30	29
Not serious at all	16	34
Don't know (DO NOT READ)	1	1
Refused (DO NOT READ)	-	-

**Outdated textbooks**

	AP-Stanford 9/23-30/2010	AP-NORC 06/21- 07/22/2013
<b>Extremely/Very Serious</b>	<b>41</b>	<b>24</b>
Extremely serious	20	9
Very serious	21	15
<b>Moderately serious</b>	<b>23</b>	<b>17</b>
<b>Not too/Not at all serious</b>	<b>31</b>	<b>57</b>
Not too serious	22	32
Not serious at all	10	24
Don't know (DO NOT READ)	5	2
Refused (DO NOT READ)	-	-

**Placing emphasis on the wrong subjects**

	AP-Stanford 9/23-30/2010	AP-NORC 06/21- 07/22/2013
<b>Extremely/Very Serious</b>	<b>38</b>	<b>27</b>
Extremely serious	14	9
Very serious	24	18
<b>Moderately serious</b>	<b>32</b>	<b>22</b>
<b>Not too/Not at all serious</b>	<b>27</b>	<b>47</b>
Not too serious	18	31
Not serious at all	9	16
Don't know (DO NOT READ)	3	4
Refused (DO NOT READ)	-	*

**Low expectations for student achievement**

	AP-Stanford 9/23-30/2010	AP-NORC 06/21- 07/22/2013
<b>Extremely/Very Serious</b>	<b>47</b>	<b>41</b>
Extremely serious	25	16
Very serious	23	25
<b>Moderately serious</b>	<b>26</b>	<b>13</b>
<b>Not too/Not at all serious</b>	<b>25</b>	<b>44</b>
Not too serious	17	25
Not serious at all	8	20
Don't know (DO NOT READ)	2	1
Refused (DO NOT READ)	-	*

**Students not spending enough time in school**

	AP-Stanford 9/23-30/2010	AP-NORC 06/21- 07/22/2013
<b>Extremely/Very Serious</b>	<b>43</b>	<b>26</b>
Extremely serious	21	15
Very serious	21	11
<b>Moderately serious</b>	<b>21</b>	<b>15</b>
<b>Not too/Not at all serious</b>	<b>35</b>	<b>57</b>
Not too serious	21	27
Not serious at all	13	30
Don't know (DO NOT READ)	2	2
Refused (DO NOT READ)	-	*

**Low test scores**

	AP-Stanford 9/23-30/2010	AP-NORC 06/21- 07/22/2013
<b>Extremely/Very Serious</b>	<b>55</b>	<b>31</b>
Extremely serious	28	13
Very serious	27	18
<b>Moderately serious</b>	<b>24</b>	<b>21</b>
<b>Not too/Not at all serious</b>	<b>21</b>	<b>45</b>
Not too serious	12	26
Not serious at all	8	18
Don't know (DO NOT READ)	1	3
Refused (DO NOT READ)	-	-

**The quality of the curriculum**

	AP-Stanford 9/23-30/2010	AP-NORC 06/21- 07/22/2013
<b>Extremely/Very Serious</b>	<b>41</b>	<b>29</b>
Extremely serious	17	10
Very serious	23	19
<b>Moderately serious</b>	<b>28</b>	<b>21</b>
<b>Not too/Not at all serious</b>	<b>30</b>	<b>48</b>
Not too serious	22	27
Not serious at all	8	21
Don't know (DO NOT READ)	1	2
Refused (DO NOT READ)	-	*

**The quality of instruction by teachers**

	AP-Stanford 9/23-30/2010	AP-NORC 06/21- 07/22/2013
<b>Extremely/Very Serious</b>	<b>39</b>	<b>32</b>
Extremely serious	15	12
Very serious	24	20
<b>Moderately serious</b>	<b>31</b>	<b>17</b>
<b>Not too/Not at all serious</b>	<b>29</b>	<b>50</b>
Not too serious	18	30
Not serious at all	11	20
Don't know (DO NOT READ)	1	*
Refused (DO NOT READ)	-	-

- Q5. In general, do you think the education your [if more than one child insert "oldest"] child is receiving is better, worse, or about the same as the education you received as a child?**

**IF BETTER:** is it much better or somewhat better?

**IF WORSE:** is it much worse or somewhat worse?

	AP-Stanford 9/23-30/2010*	AP-NORC 06/21- 07/22/2013
<b>Much/somewhat better</b>	<b>55</b>	<b>61</b>
Much better	31	38
Somewhat better	25	23
<b>About the same</b>	<b>22</b>	<b>16</b>
<b>Somewhat/much worse</b>	<b>22</b>	<b>21</b>
Somewhat worse	14	11
Much worse	8	10
Don't know (DO NOT READ)	1	2
Refused (DO NOT READ)	-	*

\*NOTE: 2010 wording -- "In general, do you think the education your child is receiving is better, worse, or about the same as the education you received as a child?"

- Q6. There are many different ways to determine the quality and performance of a school. How helpful would you find each of the following types of information for determining the quality of your [if more than one child insert "oldest"] child's school? How about [ITEM]...**

**ITEMS RANDOMIZED**

AP-NORC 06/21- 07/22/2013	<b>Extremely/ very helpful</b>	Extremely helpful	Very helpful	<b>Moderately helpful</b>	<b>Not too/not at all helpful</b>	Not too helpful	Not helpful at all	Don't know	Ref.
Information about teachers' ability to improve student outcomes	<b>73</b>	38	36	<b>19</b>	<b>6</b>	4	2	1	1
The school's safety and security record	<b>70</b>	37	33	<b>19</b>	<b>11</b>	8	3	1	*
Information about teachers' academic and training backgrounds	<b>66</b>	33	33	<b>25</b>	<b>9</b>	6	3	*	*
Changes in student test scores over time	<b>60</b>	25	35	<b>28</b>	<b>11</b>	6	5	1	*
Information on the school's budget and spending	<b>60</b>	29	31	<b>27</b>	<b>12</b>	8	4	1	*
Average student test scores	<b>59</b>	25	34	<b>29</b>	<b>12</b>	8	4	*	*
Student dropout rates	<b>51</b>	24	27	<b>25</b>	<b>23</b>	12	10	1	1

**Q7.** In the past, have you used any of the following resources to help determine the quality of your *[if more than one child insert "oldest"]* child's school or not?

**ITEMS RANDOMIZED**

AP-NORC 06/21-07/22/2013	Yes	No	Don't know	Ref.
Conversations with other parents	83	17	-	-
The school district's website	65	35	*	-
Reports from the state or school district that are mailed to your home	56	43	1	*
Websites that rate and compare schools	51	49	*	-
Reports in the news or other media	48	52	*	-
State government websites	31	68	*	-
Real estate agents	18	82	*	*

Asked corresponding item from Q7 when “Yes” answered

**Q8** How helpful [was/were] [INSERT Q7 YES ITEM] for determining the quality of [if more than one child insert “oldest”] child’s school?

	<b>Extremely/ very helpful</b>	Extremely helpful	Very helpful	<b>Moderately helpful</b>	<b>Not too/not at all helpful</b>	Not too helpful	Not helpful at all	Don’t know	Ref.
AP-NORC 06/21- 07/22/2013									
Conversations with other parents (N=889)	<b>70</b>	30	40	<b>26</b>	<b>5</b>	3	1	-	-
Websites that rate and compare schools (N=496)	<b>51</b>	16	35	<b>36</b>	<b>13</b>	10	3	-	*
The school district’s website (N=686)	<b>50</b>	15	35	<b>37</b>	<b>13</b>	8	5	*	-
Reports from the state or school district that are mailed to your home (N=568)	<b>49</b>	15	33	<b>38</b>	<b>12</b>	9	3	1	*
State government websites (N=352)	<b>48</b>	15	33	<b>40</b>	<b>12</b>	7	5	1	-
Real estate agents (N=183)	<b>43</b>	17	26	<b>41</b>	<b>14</b>	9	5	2	-
Reports in the news or other media (N=526)	<b>35</b>	12	23	<b>44</b>	<b>20</b>	15	5	*	-

## SECTION 2: ASSESSING TEACHER QUALITY

**Q9A/B.** Overall, how would you rate the quality of your *[if more than one child insert "oldest"]* child's teachers? Would you say the quality of your *[if more than one child insert "oldest"]* child's teachers is ...?

	AP-NORC 06/21-07/22/2013
<b>Excellent/Good</b>	<b>82</b>
Excellent	42
Good	40
<b>Fair</b>	<b>13</b>
<b>Poor/very poor</b>	<b>5</b>
Poor	3
Very poor	1
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	*

*Asked among those whose oldest child in 6<sup>th</sup> grade or higher*

**Q9C.** Does your *[if more than one child insert "oldest"]* child have different teachers for different subjects, such as English, math, and science?

	AP-NORC 06/21-07/22/2013
Yes	97
No	2
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-



Asked among those whose oldest child in 6<sup>th</sup> grade or higher and said “Yes” in Q9C

**Q9D/E.** How would you rate the quality of your [if more than one child insert “oldest”] child’s most recent [INSERT ITEM] teacher?

**ITEMS RANDOMIZED**

AP-NORC 06/21-07/22/2013	Excellent/ good	Excellent	Good	Fair	Poor/ very poor	Poor	Very Poor	Doesn’t have this kind of teacher (VOL)	Don’t know	Ref.
English	<b>84</b>	39	44	<b>11</b>	<b>5</b>	4	1	-	*	*
Science	<b>81</b>	40	40	<b>13</b>	<b>5</b>	4	*	-	1	*
Social Studies	<b>80</b>	37	43	<b>12</b>	<b>6</b>	5	1	-	*	*
Math	<b>75</b>	38	37	<b>12</b>	<b>12</b>	9	2	-	*	*
Health and fitness	<b>72</b>	28	44	<b>11</b>	<b>8</b>	6	2	7	1	1
Creative arts	<b>70</b>	31	40	<b>8</b>	<b>3</b>	2	1	17	2	1
Computer Science	<b>63</b>	24	39	<b>11</b>	<b>3</b>	3	*	19	2	1
Foreign language	<b>55</b>	22	33	<b>11</b>	<b>7</b>	5	2	26	1	*

Asked of those who said excellent to any item in Q9A-E

**Q10.** You mentioned that your [if more than one child insert “oldest”] child had an excellent teacher. What was the most important quality that made that teacher a great teacher?

*If respondent reports having more than one excellent teacher, respondents asked to think about the teacher that was the best.*

**OPEN ENDED QUESTION CODED**

	AP-NORC 06/21-07/22/2013
Attentive to students’ needs	35
Presentation style	22
Good communication	12
Positive attitude and personality	10
Good outcomes/grading	4
Invested in job	3
Knowledgeable	3
General teacher performance/effectiveness	2
Course curriculum	2
Discipline in the classroom	1
Experience	*
Other	6

Asked of those who said poor or very poor to any item in Q9A-E

**Q11. IF ANY ITEM Q9A-E=POOR OR VERY POOR, ASK: You mentioned that your [if more than one child insert "oldest"] child had a poor quality teacher. What was the most important quality that made that teacher a bad teacher?**

*If respondent reports having more than one bad teacher, respondents asked to think about the teacher that was the worst.*

**OPEN ENDED QUESTION CODED**

	AP-NORC 06/21-07/22/2013
Poor presentation style	22
Not attentive to students' needs	20
Lack of communication	12
Bad attitude and personality	11
Isn't invested in job	9
General teacher performance/effectiveness	6
Lack of knowledge	5
Poor outcomes/grading	3
Course curriculum	2
Lack of discipline in classroom	1
Lack of experience	1
Different values	1
Other	8

Asked of those who said poor or very poor to any item in Q9A-E

**Q12. IF ANY ITEM Q9A-E=POOR OR VERY POOR, ASK: Have you complained to anyone about this teacher or is that something you haven't done?**

*If respondent reports having more than one bad teacher, respondents asked to think about the teacher that was the worst.*

	AP-NORC 06/21-07/22/2013
Yes	40
No	60
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-

Asked of those who said "Yes" in Q12

**Q12A. Who did you complain to?**

**[OPEN ENDED QUESTION WITH PRECODE LIST. MULTIPLE RESPONSES POSSIBLE, PERCENTAGES SUM TO MORE THAN 100%]**

	AP-NORC 06/21-07/22/2013
The principal or other school administrators	87
The teacher directly	30
The school board	21
Other classmates' parents	9
Spouse/family member	6
Other -- SPECIFY	2

**Q13. If you could choose your child's teacher, what would be the most important factor for you in choosing the best possible teacher?**

*If respondent provided multiple factors, they were asked which one was most important*

**[OPEN ENDED WITH PRECODE LIST]**

	AP-NORC 06/21-07/22/2013
Are passionate about teaching	21
Are caring toward your child	12
Evidence that the teacher's students are learning	9
Have a lot of teaching experience	8
Communication	4
Have an advanced degree like a master's degree	3
Are a role model for your child	3
Attention	3
Have a college degree in the subject or grade level they teach	3
Has a good reputation among parents	3
Share the same values as you	2
Personality	2
Connect	1
Knowledge	1
Other -- SPECIFY	22
Don't know (DO NOT READ)	2
Refused (DO NOT READ)	*

**Q14.** How important is it to you personally that your *[if more than one child insert “oldest”]* child’s teachers [INSERT]? Would you say it is not important at all, not too important, moderately important quality, very important, or extremely important that your *[if more than one child insert “oldest”]* child’s teachers [INSERT]?

**ITEMS RANDOMIZED**

AP-NORC 06/21-07/22/2013	<b>Extremely/ very important</b>	Extremely important	Very important	<b>Moderately important</b>	<b>Not too/ not at all important</b>	Not too important	Not important at all	Don’t know	Ref.
Are passionate about teaching	<b>96</b>	61	35	<b>3</b>	<b>1</b>	1	-	-	-
Demonstrated evidence that their students are learning	<b>91</b>	48	43	<b>8</b>	<b>1</b>	1	*	*	*
Are caring toward your child	<b>90</b>	50	40	<b>9</b>	*	*	-	-	-
Are role models for your child	<b>83</b>	42	41	<b>13</b>	<b>4</b>	3	1	*	*
Have a college degree in the subject or grade level they teach	<b>77</b>	34	42	<b>19</b>	<b>5</b>	3	1	-	*
Has a good reputation among parents	<b>73</b>	32	41	<b>20</b>	<b>7</b>	6	1	*	-
Share the same values as you	<b>53</b>	20	33	<b>28</b>	<b>18</b>	13	5	1	*
Have a lot of teaching experience	<b>49</b>	18	31	<b>35</b>	<b>16</b>	14	2	-	-
Have an advanced degree like a master’s degree	<b>38</b>	15	23	<b>37</b>	<b>24</b>	18	7	1	-
Have experience in a field other than teaching	<b>35</b>	10	25	<b>31</b>	<b>34</b>	24	9	*	-

## ORDER OF Q15A and Q15B RANDOMIZED

**Q15A. Just your best guess, what is the yearly salary for a typical teacher in your local school district?**

## RESPONSES CATEGORIZED

	AP-NORC 06/21-07/22/2013
\$35K or less	30
>\$35K to \$45K	27
>\$45K to \$55K	13
Greater than \$55K	17
Don't know (DO NOT READ)	12
Refused (DO NOT READ)	*

**Q15B. Do you think public school teachers get paid too little for the work they do, too much for the work they do, or about the right amount?**

**IF TOO MUCH: Do you think they get paid far too much or just somewhat too much?**

**IF TOO LITTLE: Do you think they get paid far too little or just somewhat too little?**

	AP-Stanford 9/23-30/2010	AP-NORC 06/21-07/22/2013
<b>Far too/Somewhat too much</b>	<b>6</b>	<b>4</b>
Far too much	2	1
Somewhat too much	4	3
<b>About the right amount</b>	<b>33</b>	<b>25</b>
<b>Somewhat/Far too little</b>	<b>56</b>	<b>66</b>
Somewhat too little	24	28
Far too little	32	38
Don't know (DO NOT READ)	5	4
Refused (DO NOT READ)	-	*

**SPLIT SAMPLE -- Half sample received Q16A/B, the other half received Q16C**

**Q16A/B. Which comes closest to your view?**

	AP-Stanford 9/23-30/2010*	AP-NORC 06/21- 07/22/2013
The amount of pay teachers receive should be based solely on how well their students do on statewide tests	19	15
The amount of pay teachers receive should be based on part on how well their students do on statewide tests and in part on how well they do in classroom observations by local school officials	49	50
The amount of pay teachers receive should be based solely on how well they do in classroom observations by local school officials	28	28
Don't know (DO NOT READ)	4	5
Refused (DO NOT READ)	1	2

*\*NOTE: 2010 wording -- "Which comes closest to your view ... the amount of pay teachers receive should be based solely on how well their students do on statewide test, the amount of pay teachers receive should be based in part on how well their students do on statewide tests and in part on how well they do on evaluations by local school officials, or the amount of pay teachers receive should be based solely on how well they do on evaluations by local school officials?"*



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**Q16C. How important do you think each of the following factors should be in determining a teacher's salary? Is [INSERT ITEM] not important at all, not too important, moderately important, very important, or extremely important for determining a teacher's salary?**

**ITEMS RANDOMIZED**

AP-NORC 06/21-07/22/2013	<b>Extremely/ very important</b>	Extremely important	Very important	<b>Moderately important</b>	<b>Not too/ not at all important</b>	Not too important	Not important at all	Don't know	Ref.
Classroom observations by local school officials	<b>57</b>	15	43	<b>28</b>	<b>14</b>	7	7	1	-
The type of training or advanced degrees obtained by the teacher	<b>56</b>	16	40	<b>35</b>	<b>9</b>	7	2	-	-
Years of teaching experience	<b>54</b>	16	38	<b>35</b>	<b>11</b>	8	3	-	-
Changes in students' statewide test scores over time	<b>51</b>	17	34	<b>32</b>	<b>15</b>	9	5	1	*
Input from parents	<b>41</b>	11	30	<b>31</b>	<b>27</b>	16	11	*	*

**Q16D/E. How much do you think each of the following should count toward evaluating a teacher's performance?**

**ITEMS RANDOMIZED**

AP-NORC 06/21-07/22/2013	<b>A great deal/ quite a bit</b>	A great deal	Quite a bit	<b>A moderate amount</b>	<b>Only a little/ not at all</b>	Only a little	Not at all	Don't know	Ref.
Classroom observations by local school officials	<b>56</b>	26	30	<b>31</b>	<b>12</b>	10	3	1	-
Changes in students' statewide test scores over time	<b>53</b>	25	28	<b>26</b>	<b>20</b>	13	7	*	*
Input from parents	<b>43</b>	21	22	<b>33</b>	<b>23</b>	18	5	*	-
Input from students	<b>41</b>	21	20	<b>34</b>	<b>24</b>	16	8	1	-

- Q17. Would you favor, oppose, or neither favor nor oppose making it easier for school districts to fire teachers for poor performance?**

**IF FAVOR: Would you strongly favor or somewhat favor that?**

**IF OPPOSE: Would you strongly oppose or somewhat oppose that?**

	AP-Stanford 9/23-30/2010	AP-NORC 06/21- 07/22/2013
<b>Strongly/somewhat favor</b>	<b>80</b>	<b>72</b>
Strongly favor	54	45
Somewhat favor	26	27
<b>Neither favor nor oppose</b>	<b>7</b>	<b>14</b>
<b>Somewhat/strongly oppose</b>	<b>12</b>	<b>13</b>
Somewhat oppose	5	7
Strongly oppose	6	6
Don't know (DO NOT READ)	1	1
Refused (DO NOT READ)	-	*

**ORDER OF Q18 and Q19 RANDOMIZED**

- Q18. Would you favor, oppose or neither favor nor oppose school districts investing resources in teachers who receive low evaluations to try to help them improve?**

**IF FAVOR: Would you strongly favor or somewhat favor that?**

**IF OPPOSE: Would you strongly oppose or somewhat oppose that?**

	AP-NORC 06/21- 07/22/2013
<b>Strongly/somewhat favor</b>	<b>74</b>
Strongly favor	42
Somewhat favor	32
<b>Neither favor nor oppose</b>	<b>10</b>
<b>Somewhat/strongly oppose</b>	<b>15</b>
Somewhat oppose	7
Strongly oppose	8
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	*



**Q19. Would you favor, oppose, or neither favor nor oppose school districts investing resources in new teachers to help learn and develop in the profession?**

**IF FAVOR: Would you strongly favor or somewhat favor that?**

**IF OPPOSE: Would you strongly oppose or somewhat oppose that?**

	AP-NORC 06/21- 07/22/2013
<b>Strongly/somewhat favor</b>	<b>87</b>
Strongly favor	63
Somewhat favor	23
<b>Neither favor nor oppose</b>	<b>6</b>
<b>Somewhat/strongly oppose</b>	<b>7</b>
Somewhat oppose	3
Strongly oppose	4
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*

## SECTION 3: STANDARDIZED TESTING AND THE COMMON CORE STANDARDS

- Q20.** How important is it to you that your *[if more than one child insert "oldest"]* child's school regularly assesses whether or not your child is meeting the statewide expectations for the grade level? Would you say...?

	AP-NORC 06/21-07/22/2013
<b>Extremely/very important</b>	<b>74</b>
Extremely important	37
Very important	37
<b>Moderately important</b>	<b>20</b>
<b>Not too/not at all important</b>	<b>6</b>
Not too important	4
Not at all important	2
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*

- Q21.** Now we have some questions about standardized tests. Standardized tests are used to evaluate students using a consistent test so that each student is scored in the same way.

Overall, do you think students in your *[if more than one child insert "oldest"]* child's school take too many standardized tests, too few standardized tests, or is it about right?

	AP-NORC 06/21-07/22/2013
Too many	26
About right	61
Too few	11
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	*

**Q22. How well do standardized tests measure the quality of education offered by schools?**

	AP-NORC 06/21-07/22/2013
<b>Very/somewhat well</b>	<b>69</b>
Very well	21
Somewhat well	48
<b>Not too/not at all well</b>	<b>30</b>
Not too well	21
Not at all well	9
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	*

**Q23. How well do standardized tests measure your *[if more than one child insert "oldest"]* child's performance in school?**

	AP-NORC 06/21-07/22/2013
<b>Very/somewhat well</b>	<b>75</b>
Very well	29
Somewhat well	46
<b>Not too/not at all well</b>	<b>24</b>
Not too well	15
Not at all well	9
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	*

**Q24. Who do you think should be primarily responsible for determining the subject areas covered in these standardized tests?**

	AP-NORC 06/21-07/22/2013
The local school district	46
The state government	29
The federal government	20
Don't know (DO NOT READ)	4
Refused (DO NOT READ)	1

- Q25. All public schools give their students standardized tests from time to time. Do you think standardized tests should or should not be used for the following purposes?  
How about ... [READ ITEMS]?**

**ITEMS RANDOMIZED**

AP-NORC 06/21-07/22/2013	Should be used	Should not be used	Don't know	Refused
To identify areas where students need extra help	93	7	1	-
To ensure that all students meet adequate national standards	83	16	1	*
To rank or rate schools	65	34	1	*
To evaluate teacher quality	60	38	1	*
To determine whether or not students are promoted or can graduate	58	39	2	*
To determine the level of funding each local school should receive	40	59	1	1

- Q26. Would you favor, oppose or neither favor nor oppose paying teachers more money if their students perform better on standardized tests?**

**IF FAVOR: Would you strongly favor or somewhat favor that?**

**IF OPPOSE: Would you strongly oppose or somewhat oppose that?**

	AP-NORC 06/21-07/22/2013
<b>Strongly/somewhat favor</b>	<b>50</b>
Strongly favor	27
Somewhat favor	23
<b>Neither favor nor oppose</b>	<b>12</b>
<b>Somewhat/strongly oppose</b>	<b>38</b>
Somewhat oppose	16
Strongly oppose	22
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*

- Q27. How much would you say you have heard about the Common Core State Standards? Would you say you have heard a great deal, a lot, a moderate amount, only a little, or nothing at all?**

	AP-NORC 06/21-07/22/2013
<b>A great deal/A lot</b>	<b>26</b>
A great deal	15
A lot	11
<b>A moderate amount</b>	<b>22</b>
<b>Only a little/Nothing at all</b>	<b>52</b>
Only a little	27
Nothing at all	25
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-

- Q29. Most states have adopted the Common Core State Standards in mathematics and English language arts. The objective of the Common Core is to provide consistent, clear standards across all states for students in grades K-12.**

**As far as you know, has your state implemented the Common Core or not?**

	AP-NORC 06/21-07/22/2013
Yes	49
No	17
Don't know (DO NOT READ)	34
Refused (DO NOT READ)	-

**Q30.** *[Asked among those who said “Yes” in Q29]*  
**Do you believe the Common Core will...?**

*[Asked among those who did not say “Yes” in Q29]*

**If the Common Core were implemented in your state, do you believe the Common Core would...?**

AP-NORC 06/21-07/22/2013	ALL	Those saying “Yes” in Q29	Those saying “No,” “DK,” or “Refused” in Q29
Improve the quality of education	47	55	40
Decrease the quality of education	11	11	10
Have no effect	27	29	24
Don’t know (DO NOT READ)	16	5	25
Refused (DO NOT READ)	-	-	-

## SECTION 4: PARENT ENGAGEMENT

**Q31. Did you volunteer at or donate to your [if more than one child insert "oldest"] child's school this past year, or not?**

	AP-NORC 06/21-07/22/2013
Yes	67
No	33
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-

*Asked among those who said "Yes" in Q31*

**Q32. How often did you [INSERT ITEM] this past year? Would you say you [INSERT ITEM] daily, weekly, monthly, once or twice a semester or never?**

## ITEMS RANDOMIZED

AP-NORC 06/21-07/22/2013	Daily/ weekly	Daily	Weekly	Monthly	Once or twice a semester/ never	Once or twice a semester	Never	Don't know	Ref.
Help your [if more than one child insert "oldest"] child with his or her homework	<b>80</b>	51	29	<b>7</b>	<b>13</b>	7	6	*	*
Review your [if more than one child insert "oldest"] child's grades	<b>57</b>	21	37	<b>27</b>	<b>15</b>	15	1	*	-
Take on a leadership role in any of your [if more than one child insert "oldest"] child's extracurricular activities	<b>18</b>	6	12	<b>16</b>	<b>65</b>	32	34	*	-
Meet with your [if more than one child insert "oldest"] child's teachers	<b>17</b>	5	11	<b>22</b>	<b>61</b>	55	5	-	*
Volunteer in your [if more than one child insert "oldest"] child's classroom	<b>10</b>	4	6	<b>15</b>	<b>75</b>	35	40	*	*
Donate supplies for the school	<b>7</b>	2	5	<b>21</b>	<b>72</b>	55	17	*	*
Donate money to the school	<b>5</b>	2	3	<b>20</b>	<b>74</b>	53	22	1	*

Q33. How much influence do you think you have over the education your *[if more than one child insert "oldest"]* receives at school?

	AP-NORC 06/21- 07/22/2013
<b>A great deal/A lot</b>	<b>41</b>
A great deal	26
A lot	15
<b>A moderate amount</b>	<b>28</b>
<b>Only a little/Nothing at all</b>	<b>31</b>
Only a little	19
Nothing at all	12
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	*



## SECTION 5: PRE-K

My next questions are about pre-school programs from about age 4 until a child enters kindergarten.

- Q34.** Did your *[if more than one child insert "oldest"]* child attend a pre-school program before entering kindergarten or not?

	AP-NORC 06/21-07/22/2013
Yes	75
No	24
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	*

- Q35.** Do you believe that pre-school programs improve student performance in later years of school, or not?

	AP-NORC 06/21-07/22/2013
Yes	80
No	16
Don't know (DO NOT READ)	3
Refused (DO NOT READ)	1

- Q37.** Would you favor, oppose, or neither favor nor oppose a plan to use public funds to make preschool available to all 4 year olds in the U.S.?

**IF FAVOR:** Would you strongly favor or somewhat favor that?

**IF OPPOSE:** Would you strongly oppose or somewhat oppose that?

	AP-NORC 06/21-07/22/2013
<b>Strongly/somewhat favor</b>	<b>76</b>
Strongly favor	60
Somewhat favor	15
<b>Neither favor nor oppose</b>	<b>8</b>
<b>Somewhat/strongly oppose</b>	<b>16</b>
Somewhat oppose	6
Strongly oppose	9
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	*

**SECTION 6: ADDITIONAL DEMOGRAPHICS**

- D4.** *[Asked among those saying they have one child in D1]*  
**Does your child attend [INSERT ITEM], or not?**

*[Asked among those saying they have more than one child in D1 or answered "Don't know" or "Refused"]*

**Do any of your children attend [INSERT ITEM], or not?**

**a. Elementary school**

	AP-Stanford 9/23-30/2010	AP-NORC 06/21- 07/22/2013
Yes	62	65
No	38	35
Don't know (DO NOT READ)	-	-
Refused (DO NOT READ)	-	-

**b. Middle school or junior high school**

	AP-Stanford 9/23-30/2010	AP-NORC 06/21- 07/22/2013
Yes	36	37
No	64	63
Don't know (DO NOT READ)	-	-
Refused (DO NOT READ)	-	-

**c. High school**

	AP-Stanford 9/23-30/2010	AP-NORC 06/21- 07/22/2013
Yes	38	41
No	62	59
Don't know (DO NOT READ)	-	-
Refused (DO NOT READ)	-	-

**d. Public school**

	AP-Stanford 9/23-30/2010	AP-NORC 06/21- 07/22/2013
Yes	87	88
No	13	12
Don't know (DO NOT READ)	-	-
Refused (DO NOT READ)	-	-

**e. Private or parochial school**

	AP-Stanford 9/23-30/2010	AP-NORC 06/21- 07/22/2013
Yes	11	14
No	89	86
Don't know (DO NOT READ)	-	*
Refused (DO NOT READ)	-	-

**f. A charter school**

	AP-Stanford 9/23-30/2010	AP-NORC 06/21- 07/22/2013
Yes	3	5
No	97	95
Don't know (DO NOT READ)	*	*
Refused (DO NOT READ)	-	-

- D6.** *[Asked among those saying they have one child in D1]*  
**Does your child have a physical or learning disability diagnosed by a doctor or other professional?**

*[Asked among those saying they have more than one child in D1 or answered "Don't know" or "Refused"]*

**Do you have any children in kindergarten through 12<sup>th</sup> grade with a physical or learning disability diagnosed by a doctor or other professional?**

	AP-NORC 06/21- 07/22/2013
Yes	21
No	79
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-

- D7.** **Are you or is anyone in your household a teacher or educator?**

**IF YES: Is that you or someone else in your household?**

	AP-NORC 06/21- 07/22/2013
Yes, I am	11
Yes, someone else in the household	7
Yes, both I and someone else in the household	2
No one in the household is a teacher	80
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	*

**D7a. Are you or is anyone in your household a member of a labor union?**

**IF YES: Is that you or someone else in your household?**

	AP-NORC 06/21-07/22/2013
Yes, I am	7
Yes, someone else in the household	7
Yes, both I and someone else in the household	2
No one in the household is a union member	83
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*

**D8. Does your [if more than one child insert "oldest"] child speak a language other than English at home?**

	AP-NORC 06/21-07/22/2013
Yes	28
No	72
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	-

*Asked among those who said "Yes" in D8*

**D9. How well does your [if more than one child insert "oldest"] child speak English?**

	AP-NORC 06/21-07/22/2013
<b>Very well/well</b>	<b>94</b>
Very well	80
Well	14
<b>Not well/Not at all</b>	<b>6</b>
Not well	5
Not at all	1
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	-

## SECTION 7: STANDARD DEMOGRAPHICS

READ: The following questions are for classification purposes only. Be assured that your responses will be aggregated with those of other participants to this survey.

**D10. Do you consider yourself a Democrat, a Republican, an Independent or none of these?**

	AP-NORC 06/21-07/22/2013
Democrat	30
Republican	20
Independent	17
None of these	30
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	3

**D11/D12/D13. IF "Democrat," ASK: Do you consider yourself a strong or moderate Democrat?  
IF "Republican," ASK: Do you consider yourself a strong or moderate Republican?  
IF "INDEPENDENT" OR "NONE," DK OR REFUSED ASK: Do you lean more toward the Democrats or the Republicans?**

	AP-NORC 06/21-07/22/2013
<b>Democrat</b>	<b>44</b>
Democrat - strong	14
Democrat - moderate	16
Democrat - unknown intensity	*
Ind/None/DK/Ref. - Lean Democrat	15
<b>Ind/None/DK/Ref. - DO NOT LEAN</b>	<b>14</b>
<b>Republican</b>	<b>30</b>
Ind/None/DK/Ref. - Lean Republican	10
Republican - unknown intensity	*
Republican - moderate	13
Republican - strong	7
<b>Ind/None/DK/Ref. - Lean Other</b>	<b>3</b>
<b>None</b>	<b>6</b>
Don't know	*
Refused	3

**D14. In what year were you born? Age categorized**

	AP-NORC 06/21-07/22/2013
18-29	6
30-39	38
40-49	51
50 and older	3
Refused (DO NOT READ)	2

**D15. Which one of the following best describes where you live?**

	AP-NORC 06/21-07/22/2013
Urban area	24
Suburban area	45
Rural area	29
Don't know (DO NOT READ)	2
Refused (DO NOT READ)	*

**D16. What is the last grade of school you completed?**

	AP-NORC 06/21-07/22/2013
Less than high school graduate	14
High school graduate	25
Technical/trade school	2
Some college	16
College graduate (BA or BS)	25
Some graduate school	1
Graduate degree (PhD, MD, JD, Master's Degree)	16
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*

**D17. What is your marital status? Are you married, living as married, co-habiting; separated; divorced; widowed; or never married?**

	AP-NORC 06/21-07/22/2013
Married/Living as Married/Co-Habiting	74
Separated	4
Divorced	11
Widowed	1
Never Married	9
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	1

**D18. Are you, yourself, currently employed...?**

	AP-NORC 06/21-07/22/2013
Full-time	65
Part-time	11
Not employed	23
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	1

**D19. Are you...**

	AP-NORC 06/21-07/22/2013
Retired	10
Homemaker	51
Student	7
Temporarily unemployed	27
Don't know (DO NOT READ)	3
Refused (DO NOT READ)	2

**D20. Are you of Hispanic, Latino, or Spanish origin? [PROMPT IF NECESSARY: For Example, Mexican, Mexican American, Puerto Rican, Cuban]**

	AP-NORC 06/21-07/22/2013
Yes	22
No	76
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	1

*Asked of those who said "Yes" in D20*

**D21. In addition to being of Hispanic, Latino, or Spanish origin what race or races do you consider yourself to be? [DO NOT READ. ACCEPT MULTIPLE RESPONSES.]**

*Asked of those who said "No," "Don't know," or "Refused" in D24*

**D22. What race or races do you consider yourself to be? [DO NOT READ. ACCEPT MULTIPLE RESPONSES.]**

**ASKED ONLY IF RESPONDENT NEEDS "PROMPTING," INTERVIEWER SHOULD READ: Are you White, Black, Asian or some other race? RESPONSES CODED INTO MATRIX BELOW.**

	AP-NORC 06/21-07/22/2013
White, Caucasian	58
Black, African-American, Negro	11
American Indian, Alaska Native	2
Asian Indian	1
Native Hawaiian	-
Chinese	1
Guamanian or Chamorro	-
Filipino	*
Samoan	-
Japanese	*
Korean	*
Vietnamese	*
Other Asian	1
Other Pacific Islander	-
[VOL] Spanish, Hispanic, or Latino	23
Some other race [SPECIFY]	1
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	2



**D23. How many different cell-phone numbers, if any, could I have reached you for this call?**

	AP-NORC 06/21-07/22/2013
0	9
1	73
2	11
3	3
4	2
5 or more	1
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	1

**D24. How many different landline telephone numbers, if any, are there in your home that I could have reached you on for this call? This includes listed or unlisted numbers. To answer this question, please don't count cell phones or landlines used only for faxes or modems.**

	AP-NORC 06/21-07/22/2013
0	40
1	56
2 or more	3
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	1

*Asked only of those who did not say "0" in D23 and D24*

**D25. Generally speaking, would you say you use your landline phone most of the time, your cell phone most of the time, or would you say you use both about equally?**

	AP-NORC 06/21-07/22/2013
Landline	12
Cellphone	62
Both equally	27
Don't know (DO NOT READ)	*
Refused (DO NOT READ)	*

Asked of cellphone frame only

**D26. How many adults, in addition to you, carry and use this cell phone at least once a week or more?**

	AP-NORC 06/21-07/22/2013
0	47
1	39
2 or more	13
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	1

**D27. Does your total household income fall below \$50,000 dollars, or is it \$50,000 or higher?**

**INTERVIEWER NOTE: If asked, this is 'yearly' household income**

	AP-NORC 06/21-07/22/2013
Below \$50,000 (ASK D29)	36
\$50,000+ (ASK D30)	60
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	3

Ask if "BELOW \$50K" in D27

**D28. And in which group does your total household [IF SINGLE: "PERSONAL"] income fall?**

Ask if "\$50K or higher" in D27

**D29. And in which group does your total household [IF SINGLE: "PERSONAL"] income fall?**

	AP-NORC 06/21-07/22/2013
Under \$10,000	4
\$10,000 to under \$20,000	10
\$20,000 to under \$30,000	9
\$30,000 to under \$40,000	6
\$40,000 to under \$50,000	7
\$50,000 to under \$75,000	17
\$75,000 to under \$100,000	17
\$100,000 to under \$150,000	15
\$150,000 or more	11
Don't know (DO NOT READ)	1
Refused (DO NOT READ)	3

**D30. And what is your five digit ZIP code? [Coded into REGION]**

**REGION**

	AP-NORC 06/21-07/22/2013
Northeast	17
Midwest	23
South	36
West	24

**D31. INTERVIEWER RECORD GENDER (IF YOU ARE UNSURE, ASK THE FOLLOWING: Are you male or female?)**

	AP-NORC 06/21-07/22/2013
Male	45
Female	55
Don't know (DO NOT READ)	-
Refused (DO NOT READ)	*

## Study Methodology

This survey was conducted by The Associated Press-NORC Center for Public Affairs Research. The survey was conducted from June 21 through July 22, 2013. The survey was funded by the Joyce Foundation. NORC and AP staff collaborated on all aspects of the study, with input from NORC's Education and Child Development Department and AP's subject matter experts.

This random-digit dial (RDD) survey of the 50 states and the District of Columbia was conducted via telephone with 1,025 American adult parents of children enrolled kindergarten through 12th grade during the 2012-2013 school year. In households with more than one parent, we used a process that randomly selected which parent would be interviewed. This group of parents included 624 respondents on landlines and 401 respondents on cellular telephones. Cellular telephone respondents were offered a small monetary incentive for participating, as compensation for telephone usage charges. Interviews were conducted in both English and Spanish, depending on respondent preference. All interviews were completed by professional interviewers who were carefully trained on the specific survey for this study.

The RDD sample was provided by a third party vendor, Marketing Systems Group. The final response rate was 17 percent, based on the widely accepted Council of American Survey Research Organizations (CASRO) method. Under this method, our response rate is calculated as the product of the resolution rate (67%), the screener rate (76%), and the interview completion rate (33%). The overall margin of error was +/- 4.1 percentage points.

The sample design aimed to ensure the sample representativeness of the population in a time- and cost-efficient manner. The sampling frame utilizes the standard dual telephone frames (landline and cellular) with a supplemental sample of landline numbers targeting households with children aged 5 to 18 years old. The targeted sample was provided by Marketing Systems Group and was pulled from a number of different commercial consumer databases. Sampling weights were appropriately adjusted to account for potential bias introduced by using the targeted sample. Sampling weights were calculated to adjust for sample design aspects (such as unequal probabilities of selection) and for nonresponse bias arising from differential response rates across various demographic groups. Poststratification variables included age, sex, race, region, education, and landline/cellular telephone use. The weighted data, which thus reflect the U.S. population of adult parents, were used for all analyses.

A complete analysis of the study data is available on the AP-NORC Center for Public Affairs Research website: [www.apnorc.org](http://www.apnorc.org).

### About the Associated Press-NORC Center for Public Affairs Research.

The AP-NORC Center for Public Affairs Research taps into the power of social science research and the highest quality journalism to bring key information to people across the nation and throughout the world.

- The Associated Press is the world's essential news organization, bringing fast, unbiased news to all media platforms and formats.
- NORC at the University of Chicago is one of the oldest and most respected, independent research institutions in the world.

The two organizations have established the Associated Press-NORC Center for Public Affairs Research to conduct, analyze, and distribute social science research in the public interest on newsworthy topics, and to use the power of journalism to tell the stories that research reveals.

The founding principles of the AP-NORC Center include a mandate to carefully preserve and protect the scientific integrity and objectivity of NORC and the journalistic independence of The Associated Press. All work conducted

by the Center conforms to the highest levels of scientific integrity to prevent any real or perceived bias in the research. All of the work of the Center is subject to review by its advisory committee to help ensure it meets these standards. The Center will publicize the results of all studies and make all datasets and study documentation available to scholars and the public.



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