

# June 2013 Horace Mann Educator Advisory Panel Survey\*

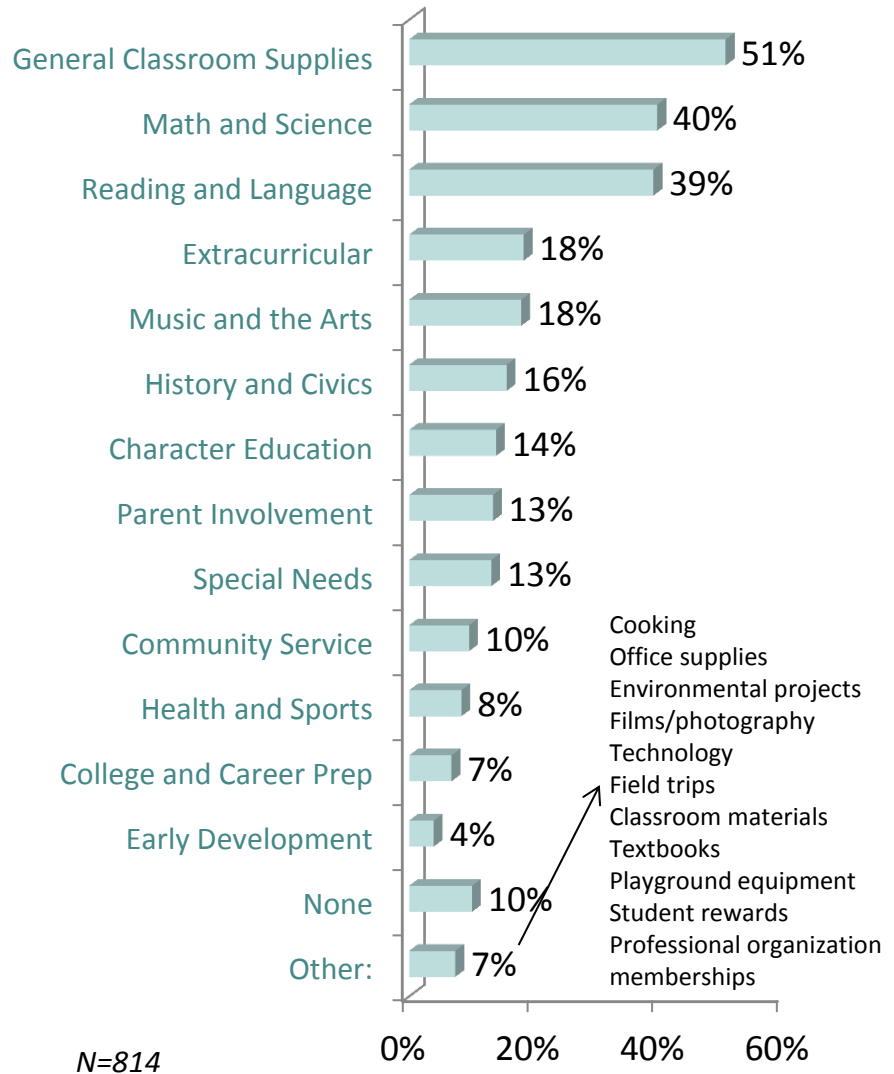
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\*The Horace Mann Educator Advisory Panel has been in place since 2004 and consists of educators from across the country. Educators that sign up for the advisory panel are asked to complete 4 to 5 online surveys each year. Survey topics include a mix of educational-related topics and topics related to insurance and retirement. Currently, around 1,700 educators belong to the panel and are mostly Public K-12 teachers. Less than 15% of the panel members are Horace Mann customers.

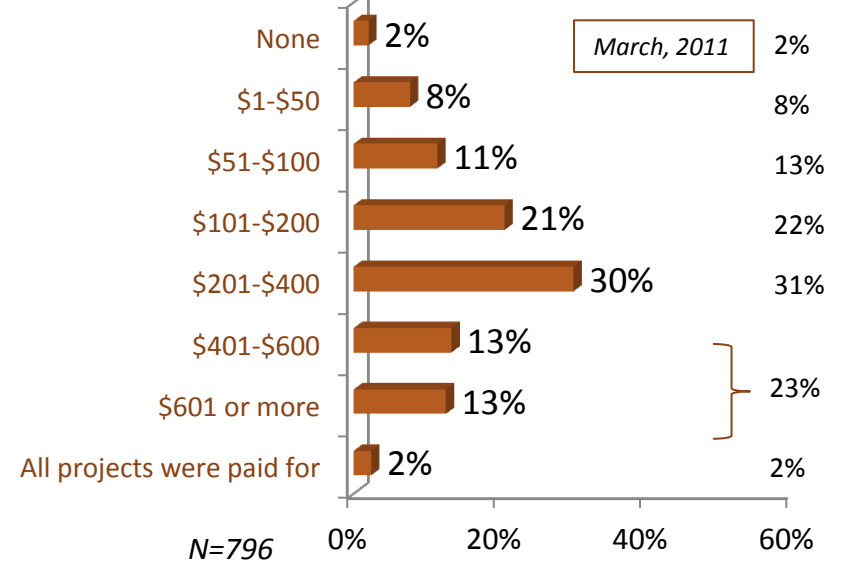
# Out of Pocket Expenses

## Types of Projects not Covered by School's Budget

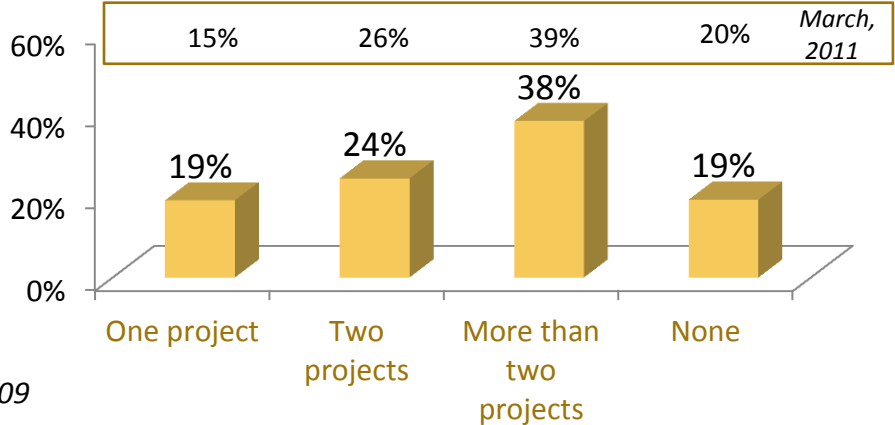
What types of projects did you plan for this school year, or what materials did you need, that weren't covered by your school's budget? (check all that apply.)



How much of your own money have you used to fund classroom projects or to purchase supplies this school year?



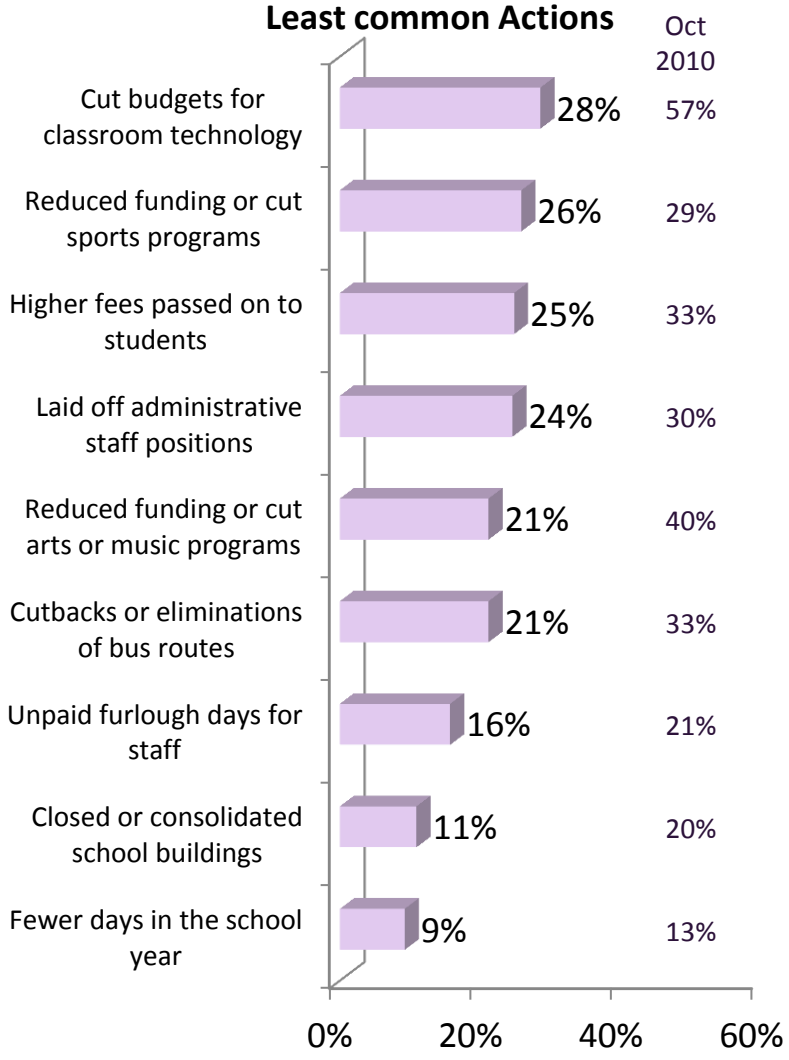
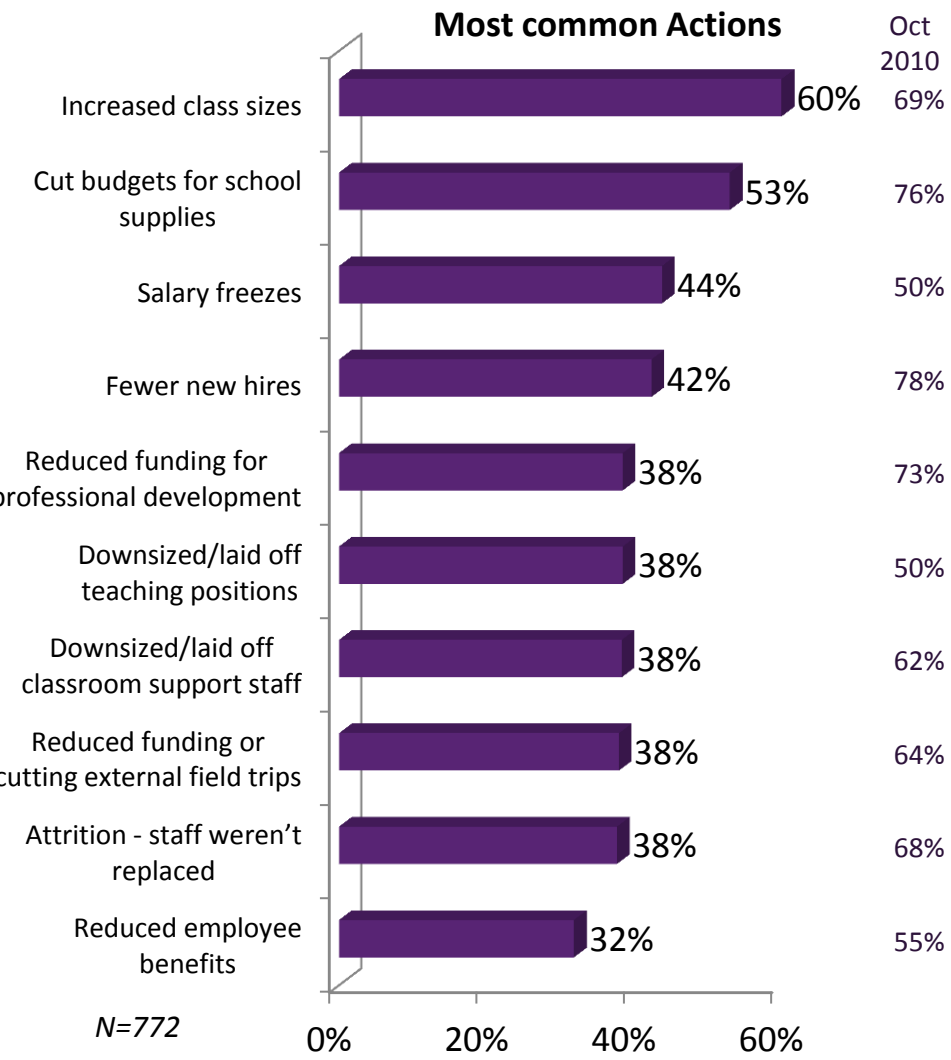
How many projects did you abandon this school year because the cost wasn't covered by your school's budget or the cost wasn't funded through other sources?



# School's Budget

## Actions Taken as a Result of Budget Cuts

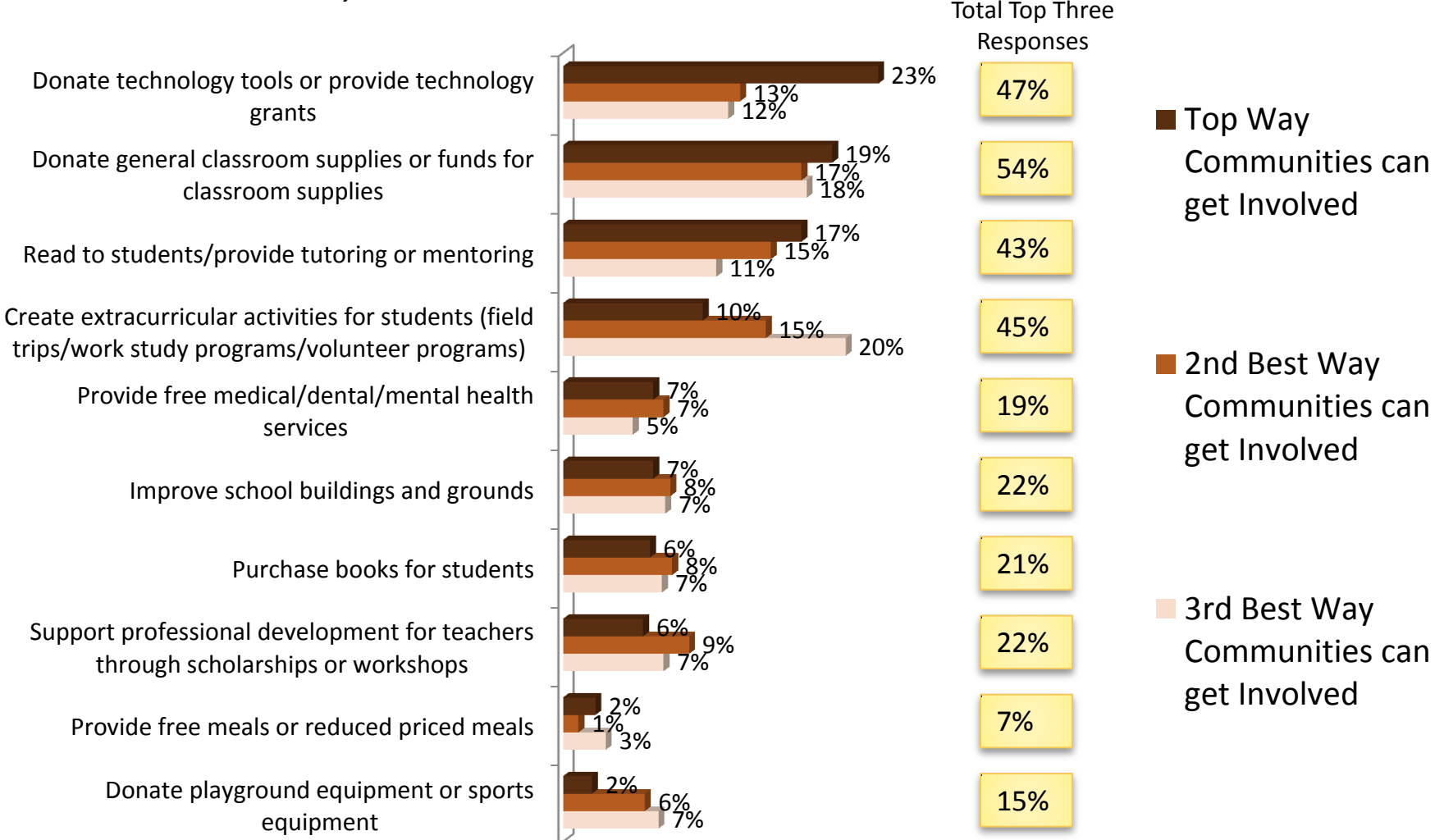
*Did your district take any of these actions or experience any of the following conditions as a result of budget cuts this school year? (Check all that apply.)*



# Community Involvement

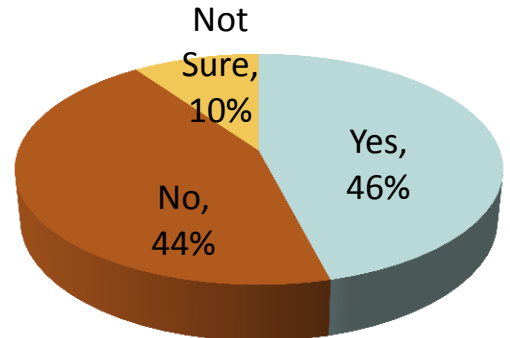
## Top Ways Communities Can Get Involved

*Considering all the ways community groups or individuals can get involved with their local school district, and considering the needs of your students, what are the top 3 ways you'd like to see your community become more involved with your school?*



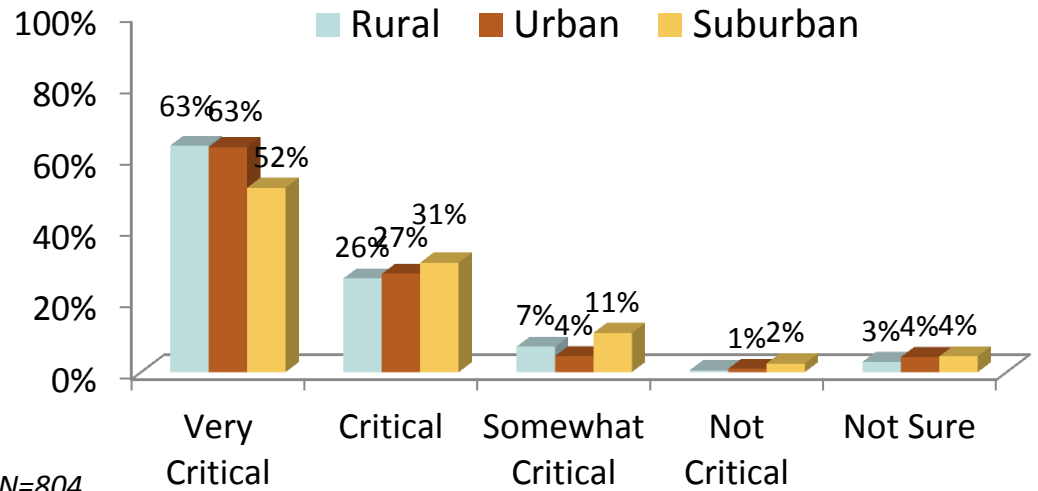
N=805

Are students encouraged to volunteer at your school for things like building cleanup or student mentoring?



N=805

How critical is community involvement to schools in rural, suburban, or urban areas?



N=804

In what ways do students at your school get involved to make their school safer, nicer looking, or more conducive to learning?

420 educators with comments

Student Involvement	# Comments
General clean up	178
Including recycling	61
Plant gardens	68
Beautify the building - paint or hang posters in the hallway	55
Tidy up the playground or pick up trash outside	49
Safety awareness or patrol, anti-bullying	47
Participate in clubs at school	44
Work with younger students	42
Community good works	34
Student council or other student organizations	32
Special projects	26
Taking personal responsibility	19
Lunch room or cafeteria work	12
Getting parents/others involved	2

*Please tell us what your favorite three social media sites are.*

*Only includes sites with 2 or more mentions.*

Favorite Site	# of Mentions
Facebook	500
Pinterest	42
Twitter	15
Google	12
Youtube	9
Linkedin	8
Edmodo	5
Instagram	3

N=609

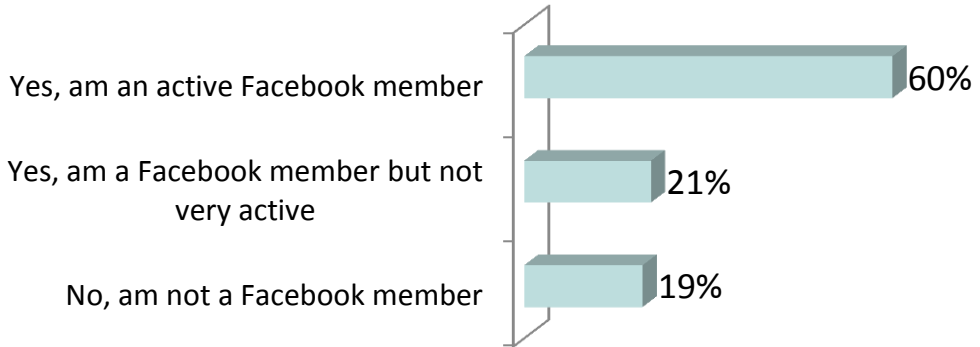
2 <sup>nd</sup> Favorite Site	# of Mentions	2 <sup>nd</sup> Favorite Site	# of Mentions
Twitter	113	Google	8
Pinterest	78	Yahoo.Com	5
Facebook	54	Teachers Pay Teachers	3
Linkedin	28	Myspace	3
Instagram	26	Tumblr	3
Edmodo	13	Discovery	2
Youtube	11	Diigo	2

N=364

3 <sup>rd</sup> Favorite Site	# of Mentions	3 <sup>rd</sup> Favorite Site	# of Mentions
Twitter	57	Tumblr	5
Linkedin	43	Myspace	5
Instagram	32	Yahoo	4
Pinterest	21	Edmodo	3
Facebook	21	Snap	2
Youtube	11	Reddit	2
Google	5		

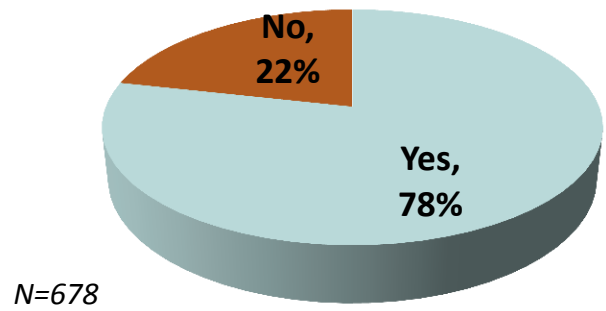
N=227

*Are you an active member of Facebook? (You visit Facebook at least once a week.)*



N=803

*Have you ever Liked a business or brand on Facebook?*

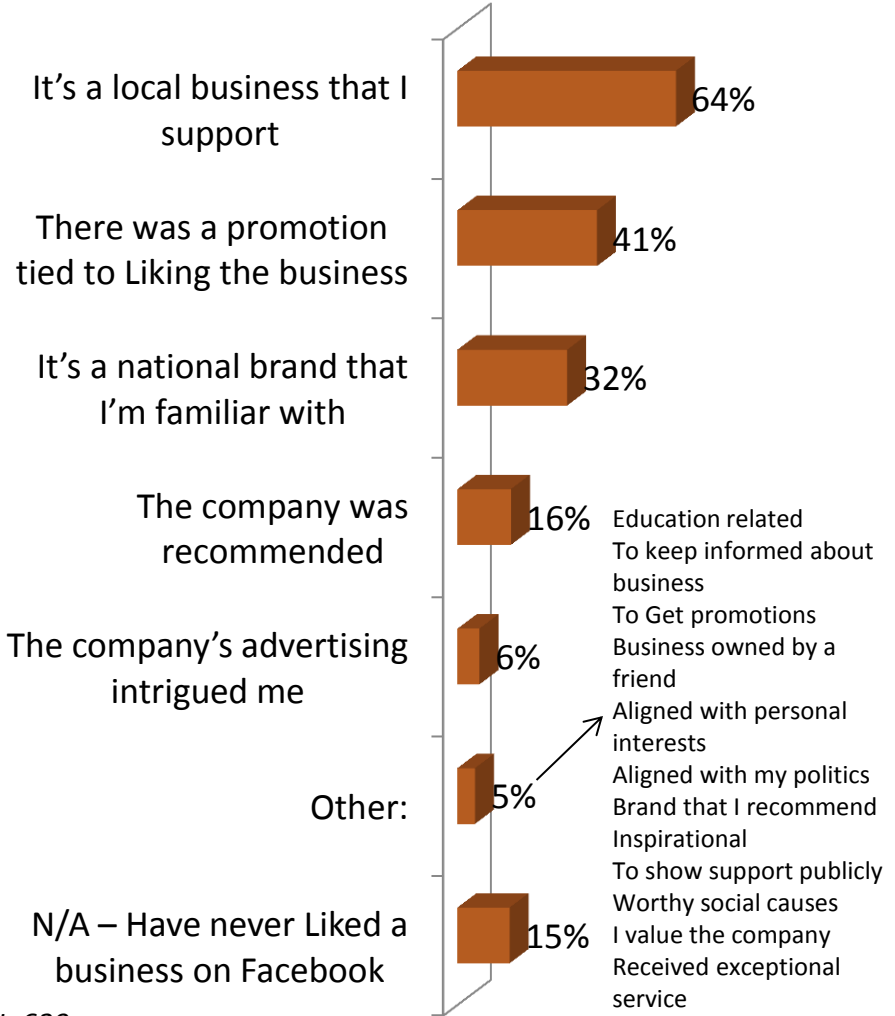


N=678

*Only includes Facebook members*

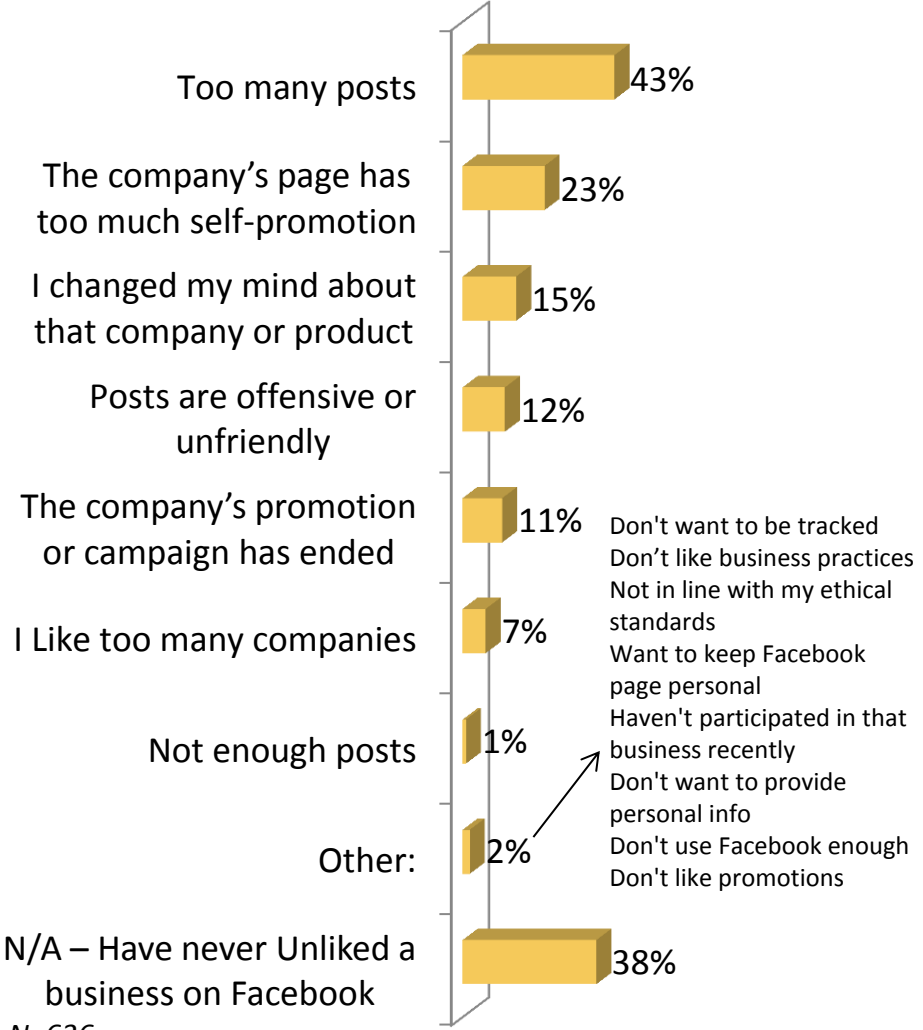
## Why Someone Likes and Unlikes a Business on Facebook

*What are the main reasons why you Like a business or brand on Facebook? (check all that apply)*



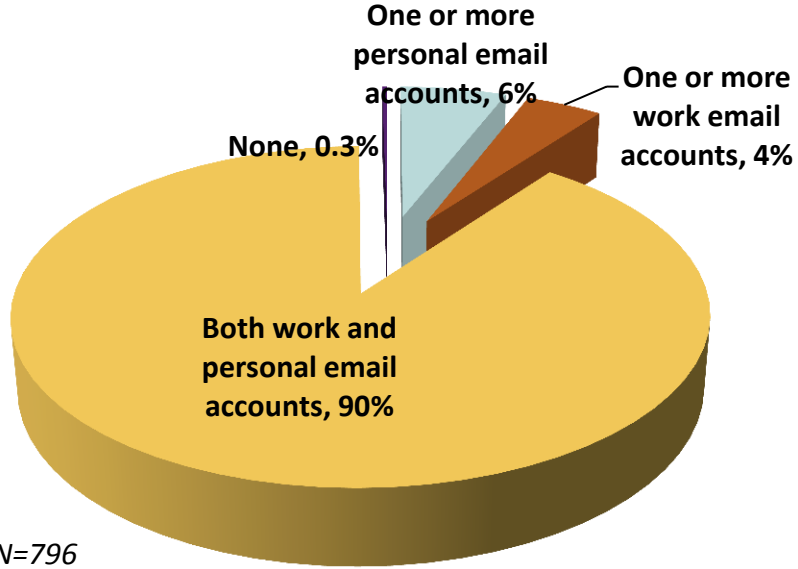
N=639 Only includes Facebook members.

*Generally, what are the main reasons why you Unlike a business or brand on Facebook? (check all that apply)*

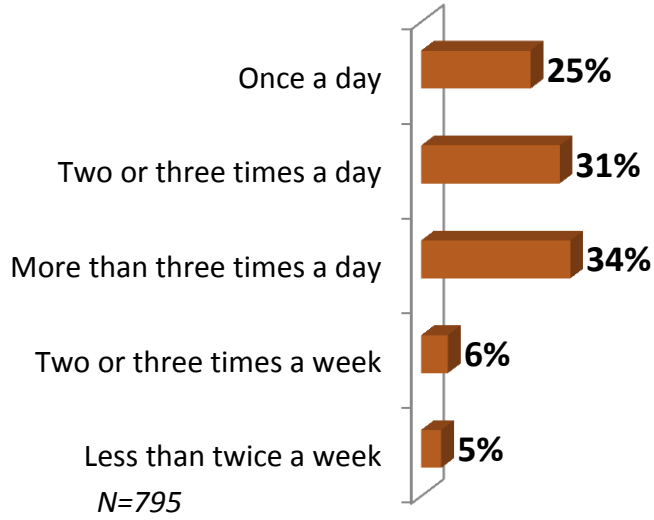


N=636 Only includes Facebook members.

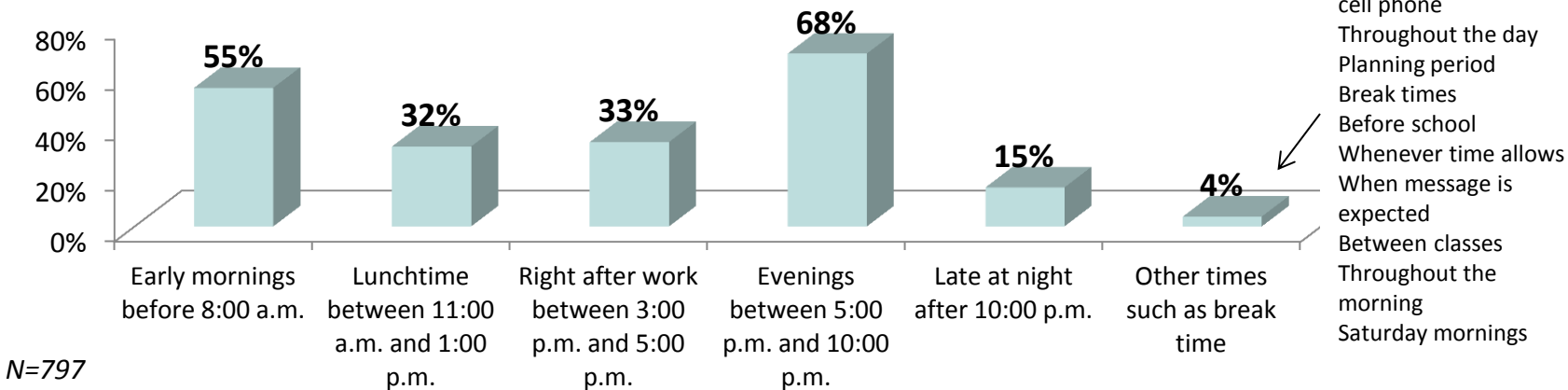
How many email accounts do you have?



About how often do you check your primary personal email account?



During the week, at what time of day do you typically check your primary personal email account? (check all that apply)



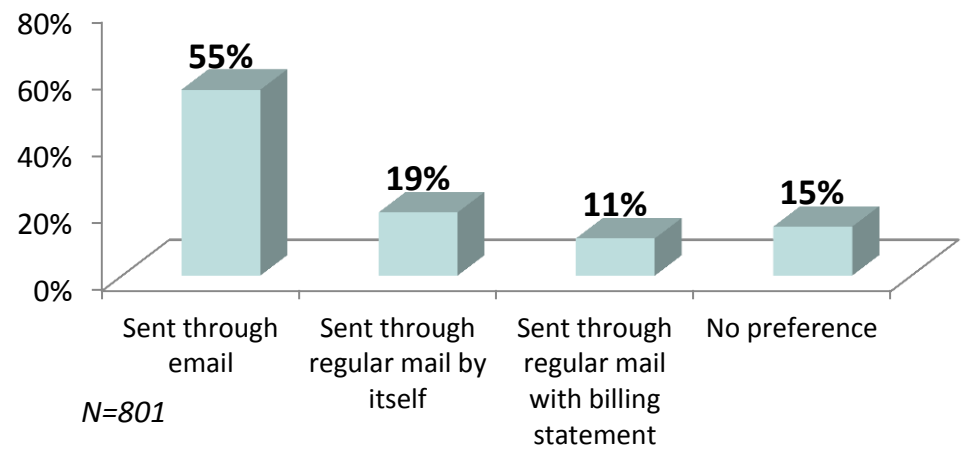


What would prompt you to open an email from a company or business? (check all that apply)



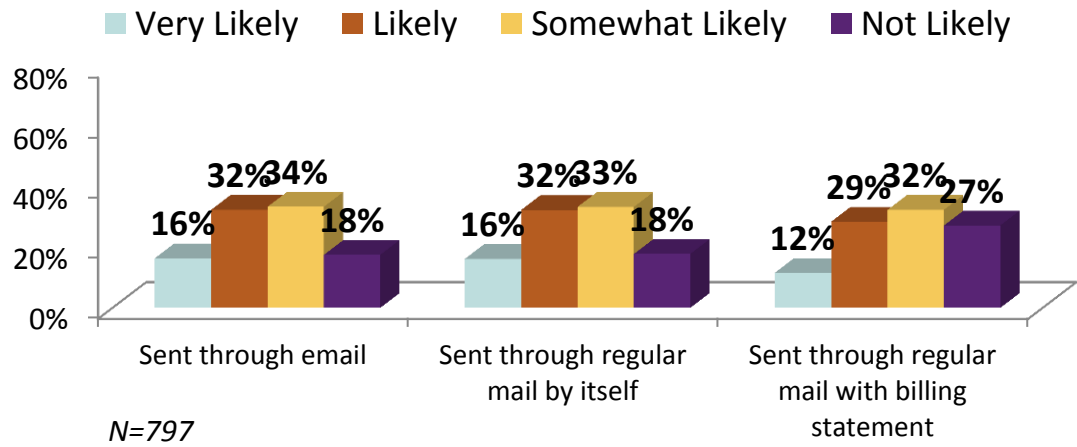
N=792

How would you prefer to receive a newsletter from a company that you do business with?



N=801

How likely are you to read a company newsletter sent to you the following ways?



N=797