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.)

- General Classroom Supplies: 51%
- Math and Science: 40%
- Reading and Language: 39%
- Extracurricular: 18%
- Music and the Arts: 18%
- History and Civics: 16%
- Character Education: 14%
- Parent Involvement: 13%
- Special Needs: 13%
- Community Service: 10%
- Health and Sports: 8%
- College and Career Prep: 7%
- Early Development: 4%
- None: 10%
- Other: 7%

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

- None: 2%
- $1-$50: 8%
- $51-$100: 11%
- $101-$200: 21%
- $201-$400: 30%
- $401-$600: 13%
- $601 or more: 13%

All projects were paid for:

- 2%

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?

- One project: 15%
- Two projects: 26%
- More than two projects: 39%
- None: 20%

March, 2011

N=814

N=796

N=809
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.)
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?
Community Involvement

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

- Yes, 46%
- No, 44%
- Not Sure, 10%

N=805

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

- Rural: 63%
- Urban: 52%
- Suburban: 31%

N=804

Student Involvement

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

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

**Favorite Social Media Sites**

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

*Only includes sites with 2 or more mentions.*

<table>
<thead>
<tr>
<th>Favorite Site</th>
<th># of Mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>500</td>
</tr>
<tr>
<td>Pinterest</td>
<td>42</td>
</tr>
<tr>
<td>Twitter</td>
<td>15</td>
</tr>
<tr>
<td>Google</td>
<td>12</td>
</tr>
<tr>
<td>Youtube</td>
<td>9</td>
</tr>
<tr>
<td>Linkedin</td>
<td>8</td>
</tr>
<tr>
<td>Edmodo</td>
<td>5</td>
</tr>
<tr>
<td>Instagram</td>
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$N=609$

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<tr>
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<th>2\textsuperscript{nd} Favorite Site</th>
<th># of Mentions</th>
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<tbody>
<tr>
<td>Twitter</td>
<td>113</td>
<td>Google</td>
<td>8</td>
</tr>
<tr>
<td>Pinterest</td>
<td>78</td>
<td>Yahoo,Com</td>
<td>5</td>
</tr>
<tr>
<td>Facebook</td>
<td>54</td>
<td>Teachers Pay Teachers</td>
<td>3</td>
</tr>
<tr>
<td>Linkedin</td>
<td>28</td>
<td>Myspace</td>
<td>3</td>
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<tr>
<td>Instagram</td>
<td>26</td>
<td>Tumblr</td>
<td>3</td>
</tr>
<tr>
<td>Edmodo</td>
<td>13</td>
<td>Discovery</td>
<td>2</td>
</tr>
<tr>
<td>Youtube</td>
<td>11</td>
<td>Diigo</td>
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$N=364$

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<th>3\textsuperscript{rd} Favorite Site</th>
<th># of Mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>57</td>
<td>Tumblr</td>
<td>5</td>
</tr>
<tr>
<td>Linkedin</td>
<td>43</td>
<td>Myspace</td>
<td>5</td>
</tr>
<tr>
<td>Instagram</td>
<td>32</td>
<td>Yahoo,Com</td>
<td>4</td>
</tr>
<tr>
<td>Pinterest</td>
<td>21</td>
<td>Edmodo</td>
<td>3</td>
</tr>
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<td>Facebook</td>
<td>21</td>
<td>Snap</td>
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<td>Reddit</td>
<td>2</td>
</tr>
<tr>
<td>Google</td>
<td>5</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

$N=227$

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

- Yes, am an active Facebook member: 60%
- Yes, am a Facebook member but not very active: 21%
- No, am not a Facebook member: 19%

$N=803$

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

- Yes, 78%
- No, 22%

$N=678$

*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)**

- It’s a local business that I support: 64%
- There was a promotion tied to Liking the business: 41%
- It’s a national brand that I’m familiar with: 32%
- The company was recommended: 16%
- The company’s advertising intrigued me: 6%
- Other: 5%
- N/A – Have never Liked a business on Facebook: 15%

*Only includes Facebook members. N=639*

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

- Too many posts: 43%
- The company’s page has too much self-promotion: 23%
- I changed my mind about that company or product: 15%
- Posts are offensive or unfriendly: 12%
- The company’s promotion or campaign has ended: 11%
- I Like too many companies: 7%
- Not enough posts: 1%
- Other: 2%
- N/A – Have never Unliked a business on Facebook: 38%

*Only includes Facebook members. N=636*
How many email accounts do you have?

- Both work and personal email accounts, 90%
- One or more personal email accounts, 6%
- One or more work email accounts, 4%
- None, 0.3%

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

- Once a day: 25%
- Two or three times a day: 31%
- More than three times a day: 34%
- Two or three times a week: 6%
- Less than twice a week: 5%

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

- Early mornings before 8:00 a.m.: 55%
- Lunchtime between 11:00 a.m. and 1:00 p.m.: 32%
- Right after work between 3:00 p.m. and 5:00 p.m.: 33%
- Evenings between 5:00 p.m. and 10:00 p.m.: 68%
- Late at night after 10:00 p.m.: 15%
- Other times such as break time: 4%

- All the time - sent to cell phone
- Throughout the day
- Planning period
- Break times
- Before school
- Whenever time allows
- When message is expected
- Between classes
- Throughout the morning
- Saturday mornings
What would prompt you to open an email from a company or business? (check all that apply)

- It’s from a company that I purchase products or services from: 79%
- The subject line is brief and specific: 25%
- The business doesn’t send me emails very often: 21%
- The subject line promises a reward or bargain: 20%
- The email (message or subject line) is personalized: 9%
- The subject line is emotional or involves a charitable cause: 3%
- The email is a chain or the subject line is threatening: 0.4%
- Other: 4%

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

- Sent through email: 55%
- Sent through regular mail by itself: 19%
- Sent through regular mail with billing statement: 11%
- No preference: 15%

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

- From a trusted company: 32%, Subject line is key: 34%, If it was personalized: 16%, If I solicited the email: 18%, If subject line offered a discount: 12%

N=801

N=797