

**Statistics In Schools Logo and Tagline Testing  
Questionnaire and Sampling Plan  
Penn Schoen Berland (PSB)  
Draft, September 30, 2015**

**Purpose:** To test potential logo and tagline designs for branding decisions about the updated SIS website and program. These designs are intended to make the SIS program more appealing, relevant, and trustworthy to classroom teachers. Each teacher will review four potential logos and three potential taglines. The survey will use open- and close-ended questions that allow teachers to provide context to their answers as well as concrete, measurable data.

**Sample Design:**

Grade Level	Subject	# of 1st observations	Total (n-size)
Elementary	General classroom	13 for each logo	52
Middle School	Social Studies	13 for each logo	52
	Math	13 for each logo	52
High School	Social Studies	13 for each logo	52
	Math	13 for each logo	52

Total interviews = 260





**Note:** These sample sizes are broadly similar to conducting 1-2 focus groups that see each logo first among each subject/grade level combination. However, it is more effective because teachers are not limited to being from the same geographic area and teachers will be able to go through the materials at their own pace. Because it is anonymous, teachers may be able to provide more direct, honest feedback than in a focus group setting with their peers.

**Survey Design:**

The survey instrument is divided into five sections as follows:

1. Screening Questions
2. Introduction / Warm-ups
3. Logo Testing (x4, random order)
4. Tagline Testing (x3, random order)
5. Closing Questions / Demographics

# Statistics in Schools Logo and Tagline Testing Questionnaire (DRAFT)

Logos for Testing	
<p><b>Logo A</b></p> 	<p><b>Logo B</b></p> 
<p><b>Logo C</b></p> 	<p><b>Logo D</b></p> 

Taglines for Testing	
<b>Tag A</b>	Bring Learning to Life with Census Data
<b>Tag B</b>	Census Data. Classroom Learning. Teacher Resources.
<b>Tag C</b>	Classroom Learning Powered by Census Data

## Screening Questions

**/\* DISPLAY \*/** PSB Interviewing, an independent research firm, is conducting interviews to solicit feedback on a potential branding for a website. The survey is sponsored by the U.S. Census Bureau. It has been approved by US Office of Management and Budget approval number **XXX-XXX**, expiring on September 30th, 2016.

Participation is voluntary, but your responses are important. Answers will be kept anonymous and the survey will not ask for information that could personally identify you. At the end of the interview, you will receive an email address where you can send any comments or questions about this survey.

If you agree to participate, we will begin by asking you a few questions to see if you qualify to participate in the study. If you are eligible, the survey will take approximately 25 minutes to complete.

- 1     What is your age? **/\* OPEN END NUMERIC \*/**  
      **## TERMINATE IF UNDER 21 OR OVER 75 ##**
  
- 2     Which of the following best describes your **current** employment status?
  - 1) Full time
  - 2) Part time
  - 3) Unemployed, looking for work **/\* TERMINATE \*/**
  - 4) Homemaker **/\* TERMINATE \*/**
  - 5) Retired **/\* TERMINATE \*/**
  - 6) Other **/\* TERMINATE \*/**
  
- 3     What is the highest level of education you have obtained to date?
  - 1) Grade school or middle school **/\* TERMINATE \*/**
  - 2) High school graduate **/\* TERMINATE \*/**
  - 3) Associates or technical degree (2 year) **/\* TERMINATE \*/**
  - 4) Bachelor's degree
  - 5) Master's degree
  - 6) Education specialist degree (sixth-year programs/certificate)
  - 7) Doctorate degree (PhD, Ed.D)
  
- 4     Do you work in education or with schools? For example are you a teacher, counselor, administrator, or work as support personnel like custodians, drivers, and kitchen staff?
  - 1) Yes
  - 2) No **/\* TERMINATE \*/**
  - 3) Don't know **/\* TERMINATE \*/**

Statistics in Schools Logo and Tagline Testing Questionnaire (DRAFT)

5 Which of the following best describes your role in education?

- 1) Elementary school teacher
- 2) Middle school teacher
- 3) High school teacher
- 4) College or university lecturer or professor
- 5) School administrator
- 6) Pre-school teacher
- 7) Support personnel (custodian, driver, kitchen staff, etc.)
- 8) Guidance counselor or librarian
- 9) Other
- 10) Don't Know

/\* TERMINATE \*/  
/\* TERMINATE \*/  
/\* TERMINATE \*/  
/\* TERMINATE \*/  
/\* TERMINATE \*/  
/\* TERMINATE \*/  
/\* TERMINATE \*/

/\* METRIC A \*/ / What grade level(s) do you currently teach or have you previously taught?

Please indicate all that apply.

- 1) Currently teach this grade
- 2) Do not currently teach, but taught within past five years
- 3) Do not currently teach, but taught more than five years ago
- 4) Never taught this grade

/\* REPEAT CODES \*/

6	Kindergarten	## ELEMENTARY SCHOOL ##
7	1 <sup>st</sup> grade	## ELEMENTARY SCHOOL ##
8	2 <sup>nd</sup> grade	## ELEMENTARY SCHOOL ##
9	3 <sup>rd</sup> grade	## ELEMENTARY SCHOOL ##
10	4 <sup>th</sup> grade	## ELEMENTARY SCHOOL ##
11	5 <sup>th</sup> grade	## ELEMENTARY SCHOOL ##
12	6 <sup>th</sup> grade	## MIDDLE SCHOOL ##
13	7 <sup>th</sup> grade	## MIDDLE SCHOOL ##
14	8 <sup>th</sup> grade	## MIDDLE SCHOOL ##
15	9 <sup>th</sup> grade	## HIGH SCHOOL ##
16	10 <sup>th</sup> grade	## HIGH SCHOOL ##
17	11 <sup>th</sup> grade	## HIGH SCHOOL ##
18	12 <sup>th</sup> grade	## HIGH SCHOOL ##

/\* END SERIES \*/

Statistics in Schools Logo and Tagline Testing Questionnaire (DRAFT)

**/\* METRIC A \*/** For each of the following subjects, please indicate if you currently teach this subject, or if you have taught this subject within the past five years.

- 1) Currently teach this subject
- 2) Do not currently teach, but taught within past five years
- 3) Do not currently teach, but taught more than five years ago
- 4) Never taught this subject

**/\* REPEAT CODES \*/ /\* RANDOM ROTATE SERIES \*/**

- |    |   |                        |
|----|---|------------------------|
| 19 | Math  | <b>## QUALIFIES ##</b> |
| 20 | Social Studies (i.e. History, Geography, Government / Civics) | <b>## QUALIFIES ##</b> |
| 21 | English / Language  |                        |
| 22 | Physical Education / Fitness                                  |                        |
| 23 | Art   |                        |
| 24 | Religion  |                        |
| 25 | Philosophy  |                        |
| 26 | Science (i.e. Biology, Chemistry, Physics)                    |                        |
| 27 | Special Education   |                        |
| 28 | ESL (English as a Second Language)                            |                        |

**/\* END SERIES \*/**

**## IF TEACHES SOCIAL STUDIES NOW OR IN PAST FIVE YEARS ##**

**/\* METRIC A \*/** For each of the following topics, please indicate if you currently teach this topic, or if you have taught this topic within the past five years.

- 1) Currently teach this topic
- 2) Taught in past five years
- 3) Taught more than five years ago
- 4) Never taught this topic

**/\* REPEAT CODES \*/ /\* RANDOM ROTATE SERIES \*/**

- |    |  |
|----|--|
| 29 | <b>## IF Q20 = C1 OR C2 ##</b> Geography           |
| 30 | <b>## IF Q20 = C1 OR C2 ##</b> Sociology           |
| 31 | <b>## IF Q20 = C1 OR C2 ##</b> U.S. history        |
| 32 | <b>## IF Q20 = C1 OR C2 ##</b> World history       |
| 33 | <b>## IF Q20 = C1 OR C2 ##</b> State history       |
| 34 | <b>## IF Q20 = C1 OR C2 ##</b> Government / Civics |
| 35 | <b>## IF Q20 = C1 OR C2 ##</b> Economics           |
| 36 | <b>## IF Q20 = C1 OR C2 ##</b> Political science   |

**/\* END SERIES \*/**

<b>Coding questions and quotas by age/grade</b>
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**/\* QGRADE \*/ /\* CODE \*/ Grade level /\* MULTIPLE RESPONSES PERMITTED \*/**

- 1) **## IF K-5 TEACHER CURRENTLY OR WITHIN LAST FIVE YEARS (Q5 = C1 AND ((Q6 = C1 OR C2) OR (Q7 = C1 OR C2) OR (Q8 = C1 OR C2) OR (Q9 = C1 OR C2) OR (Q10 = C1 OR C2) OR (Q11 = C1 OR C2)))##** Elementary School Teacher
- 2) **## IF 6-8 TEACHER CURRENTLY OR WITHIN LAST FIVE YEARS (Q5 = C2 AND (Q12 = C1 OR C2) OR (Q13 = C1 OR C2) OR (Q14 = C1 OR C2)) ##** Middle School Teacher
- 3) **## IF 9-12 TEACHER CURRENTLY OR WITHIN LAST FIVE YEARS (Q5 = C3 AND (Q15 = C1 OR C2) OR (Q16 = C1 OR C2) OR (Q17 = C1 OR C2) OR (Q18 = C1 OR C2)) ##** High School Teacher
- 4) **## IF ELSE ##** None of the above **/\* TERMINATE \*/**

**/\* QSUBJECT \*/ /\* CODE \*/ Subject /\* MULTIPLE RESPONSES PERMITTED \*/**

- 1) **## IF (Q19 = C1 OR C2) ##** Math
- 2) **## IF (Q20 = C1 OR C2) ##** Social studies
- 3) **## ELSE ##** None of the above **/\* TERMINATE \*/**

**/\* QTYPE \*/ Teacher type /\* CODE \*/**

- 1) **## IF QGRADE = C1 ##** Elementary **## QUOTA TO 52 ##**
- 2) **## IF (QGRADE = C2) AND (QSUBJECT = C1) ##** MS math **## QUOTA: 52 ##**
- 3) **## IF (QGRADE = C2) AND (QSUBJECT = 2) ##** MS social studies **## QUOTA: 52 ##**
- 4) **## IF (QGRADE = C3) AND (QSUBJECT = C1) ##** HS math **## QUOTA: 52 ##**
- 5) **## IF (QGRADE = C3) AND (QSUBJECT = C2) ##** HS social studies **## QUOTA: 52 ##**
- 6) **## IF ELSE ##** Does not qualify **/\* TERMINATE \*/**

**/\* QLOGO \*/ /\* CODE \*/ Code logo order /\* RANDOM ROTATE CHOICES \*/  
## ASSIGN ORDER RANDOMLY: 1<sup>st</sup> logo ; 2<sup>nd</sup> logo ; 3<sup>rd</sup> logo ; 4<sup>th</sup> logo ##**

1) A ; B ; C ; D  
2) A ; B ; D ; C  
3) A ; C ; D ; B  
4) A ; C ; B ; D  
5) A ; D ; C ; B  
6) A ; D ; B ; C

7) B ; A ; C ; D  
8) B ; A ; D ; C  
9) B ; C ; D ; A  
10) B ; C ; A ; D  
11) B ; D ; C ; A  
12) B ; D ; A ; C

13) C ; A ; B ; D  
14) C ; A ; D ; B  
15) C ; B ; A ; D  
16) C ; B ; D ; A  
17) C ; D ; A ; B  
18) C ; D ; B ; A

19) D ; A ; B ; C  
20) D ; A ; C ; B  
21) D ; B ; A ; C  
22) D ; B ; C ; A  
23) D ; C ; A ; B  
24) D ; C ; B ; A

**/\* QTAG \*/ /\* CODE \*/ Code tagline order /\* RANDOM ROTATE CHOICES \*/  
## ASSIGN ORDER RANDOMLY: 1<sup>st</sup> tagline ; 2<sup>nd</sup> tagline ; 3<sup>rd</sup> tagline ##**

1) A ; B ; C  
2) A ; C ; B

3) B ; A ; C  
4) B ; C ; A

5) C ; A ; B  
6) C ; B ; A

<b>Introductions and Warmups</b>
----------------------------------

**/\* DISPLAY \*/** Thank you. You qualify to complete this survey. We would like to ask you some questions about your teaching background and the place where you currently teach.

- 37 How long have you been teaching?
- 1) Less than one year
  - 2) 2-3 years
  - 3) 4-5 years
  - 4) 6-9 years
  - 5) 10-14 years
  - 6) 15-19 years
  - 7) More than 20 years
  - 8) Don't know **/\* TERMINATE \*/**
- 38 Which of the following best describes the area where you currently teach?
- 1) Urban
  - 2) Suburb
  - 3) Rural
- 39 Which of the following describes the type of academic institution where you currently teach? Please select all that apply. **/\* MULTIPLE RESPONSES PERMITTED \*/**
- 1) Public school
  - 2) Private school
  - 3) Parochial school
  - 4) Magnet school
  - 5) Charter school
  - 6) Home school
  - 7) Tribal school
  - 8) DoD school
  - 9) Other **/\* SPECIFY \*/**
- 40 On average, how many students do you have in each of your class(es)?  
**/\* OPEN END NUMERIC (0 TO 50) \*/**
- 41 How often do you use the Internet to help prepare or find lesson plans and resources?
- 1) Very often
  - 2) Somewhat often
  - 3) Not very often
  - 4) Not at all
- 42 **## IF USE INTERNET VERY OR SOMEWHAT OFTEN ##** Are there particular websites that you frequently use to help prepare or find lesson plans and resources?
- 1) Yes
  - 2) No
  - 3) Don't know



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43 **## IF YES ##** What particular websites do you frequently use to help prepare or find lesson plans and resources? /\* **OPEN END 1 BOXES 1 REQ** \*/

44 Do you use any of the following education resources? Please select all that apply.  
/\* **MULTIPLE RESPONSES PERMITTED** \*/ /\* **RANDOM ROTATE CHOICES** \*/

- |  |   |
|--|---|
| 1) Statistics Education Web (STEW)     | 10) Scholastic / Scholastic.com   |
| 2) Math for America                    | 11) Teachers Pay Teachers   |
| 3) Texas Instruments                   | 12) PBS.org   |
| 4) Pearson / Prentice Hall             | 13) Edmodo  |
| 5) USA Today Education                 | 14) edWeb.net   |
| 6) McGraw-Hill / Glencoe               | 15) Share My Lesson   |
| 7) EduTopia                            | 16) Other /* <b>SPECIFY</b> */ /* <b>DO NOT ROTATE</b> */               |
| 8) Discovery Education / Discovery.com | 17) None of the above /* <b>EXCLUSIVE</b> */ /* <b>DO NOT ROTATE</b> */ |
| 9) Khan Academy                        |   |

45 Which of the following best describes your school's adoption of Common Core standards?

- 1) Completely adopted
- 2) In the process of adopting
- 3) Plan to adopt
- 4) Decision has not yet been made
- 5) Do not plan to adopt
- 6) Don't know

46 **## IF TEACHES MATH, HISTORY, GEOGRAPHY OR SOCIOLOGY ##** Do portions of the curriculum that you use currently used any of the following standards?  
/\* **RANDOM ROTATE CHOICES** \*/

- 1) **## IF TEACHES MATH (Q19 = C1 OR C2) ##** National Council of Teachers of Mathematics (NCTM)
- 2) **## IF TEACHES MATH (Q19 = C1 OR C2) ##** Guidelines for Assessment and Instruction in Statistics Education (GAISE)
- 3) **## IF TEACHES MATH (Q19 = C1 OR C2) ##** Common Core State Standards for Mathematical Practice
- 4) **## IF TEACHES HISTORY SUBJECT (Q31 = C1-C2 OR Q32 = C1-C2 OR Q33 = C1-C2) ##** UCLA/Common Core Historical Thinking Standards
- 5) **## IF TEACHES GEOGRAPHY (Q29 = C1-C2) ##** National Council for Geographic Education (NCGE) Curriculum Guide
- 6) **## IF TEACHES SOCIOLOGY (Q30 = C1-C2) ##** American Sociological Association (ASA) Curriculum Guide
- 7) Other standards /\* **SPECIFY** \*/ /\* **DO NOT ROTATE** \*/
- 8) No /\* **DO NOT ROTATE** \*/ /\* **EXCLUSIVE** \*/
- 9) Don't know /\* **DO NOT ROTATE** \*/ /\* **EXCLUSIVE** \*/

### Description of Statistics in Schools Program

**/\* DISPLAY \*/ Statistics in Schools** is a program of the U.S. Census Bureau, designed to provide activities and resources to enhance learning and teaching about data and statistics.

**Statistics in Schools** is designed to help you teach your students about the importance of statistics by using resources that engage students in math, history, and other subjects using real-life data.

### Logo Testing (x4)

**## SHOW FOUR LOGO EXERCISES IN THE ORDER GENERATED IN QLOGO ##**

**/\* DISPLAY \*/** We would like you to review several potential logos for the program. After viewing each logo and tagline, you will be asked several questions to gather your reaction and feedback.

Please take your time to review each logo individually; there will be an opportunity to compare all the logos at the end.

**/\* [INSERT LOGO A ] \*/**



**/\* QInitial\_LOGO\_A \*/** What are your initial reactions to the logo you just saw?  
**/\* OPEN END 1 BOXES 1 REQ \*/ ## MINIMUM 20 CHARACTERS ##**

**/\* QRecall\_LOGO\_A \*/ ## IF FIRST LOGO SEEN ##** Can you recall the name in the logo you just viewed?  
1) Yes  
2) No  
3) Don't know

**/\* QRecall\_Followup\_LOGO\_A \*/ ## IF RECALLS NAME ##** As best as you can remember, what was the name in the logo? **/\* OPEN END 1 BOXES 1 REQ \*/**

**## DISPLAY NEXT TWO QUESTIONS ON THE SAME SCREEN ##**

**/\* QMost\_LOGO\_A \*/** What did you like most about that logo? Please describe. **/\* OPEN END 1 BOXES 1 REQ \*/ ## MINIMUM 20 CHARACTERS ##**

**/\* QLeast\_LOGO\_A \*/** What did you like **least** about that logo? Please describe. **/\* OPEN  
END 1 BOXES 1 REQ \*/ ## MINIMUM 20 CHARACTERS ##**

**## DESCRIPTIVE CARDSORT: TEACHERS WILL SEE EACH WORD SEPARATELY  
AND USE A CLICK-AND-DRAW INTERFACE TO INDICATE THEIR RESPONSE ##**

**/\* METRIC A \*/** For each of the following adjectives, please indicate how much the word(s)  
apply to the logo that you just viewed. Please click and drag the word to the appropriate  
response category.

- 1) Applies completely
- 2) Applies a lot
- 3) Applies somewhat
- 4) Applies a little
- 5) Does not apply
- 6) Don't know

**/\* REPEAT CODES \*/ /\* RANDOM ROTATE SERIES \*/**

- 47 Fun
- 48 Interesting
- 49 Appealing
- 50 Credible
- 51 Trustworthy
- 52 Authoritative
- 53 Educational
- 54 Childish
- 55 Dull

**/\* END SERIES \*/ /\* CARD SORT \*/**

**/\* QAUDIENCE\_LOGO\_A \*/** Based on just the logo that you saw, who do you think the  
program is intended for? Please select all that apply. **/\* MULTIPLE RESPONSES  
PERMITTED \*/ / RANDOM ROTATE CHOICES \*/**

- 1) Teachers
- 2) Students
- 3) Parents
- 4) School administrators
- 5) Other **/\* SPECIFY \*/ /\* DO NOT ROTATE \*/**
- 6) Don't know **/\* EXCLUSIVE \*/ /\* DO NOT ROTATE \*/**

**/\* QIntendedAge\_LOGO\_A \*/**      Based on just the logo that you saw, what age groups do you think the program is intended for? Please select all that apply. **/\* MULTIPLE RESPONSES PERMITTED \*/**

- 1) K-3<sup>rd</sup> grade
- 2) 4<sup>th</sup>-5<sup>th</sup> grade
- 3) 6-8<sup>th</sup> grade
- 4) 9-12<sup>th</sup> grade
- 5) College students
- 6) Other **/\* SPECIFY \*/**
- 7) Don't know **/\* EXCLUSIVE \*/**

**/\* QMostIntendedAge\_LOGO\_A \*/**      Which single age group is the program most intended for, based on the logo that you just saw?

**## IF ONLY ONE SELECTED IN PREVIOUS, CODE RESPONSE ##**

- 1) K-3<sup>rd</sup> grade
- 2) 4<sup>th</sup>-5<sup>th</sup> grade
- 3) 6-8<sup>th</sup> grade
- 4) 9-12<sup>th</sup> grade
- 5) College students
- 6) Other
- 7) Don't know

**/\* QOverall\_LOGO\_A \*/**      Overall, would you rate that logo as...

- 1) Excellent
- 2) Good
- 3) Fair
- 4) Poor
- 5) Don't know





**## REPEAT FOR LOGO B, LOGO C, LOGO D IN RANDOMIZED ORDER ##**

**Comparison of all four logos**

**/\* DISPLAY \*/** Thank you. You will now compare each of the logos that you just viewed.

**/\* RANKING LIST \*/**

Please rank each of the logos in order of preference from your most favorite to your least favorite. You can click-and-drag to move a logo on the ranking.

1 <sup>st</sup> (most favorite)	
2 <sup>nd</sup>	
3 <sup>rd</sup>	
4 <sup>th</sup> (least favorite)	

**# NEW SCREEN ##**

**## DISPLAY 1st SELECTION ABOVE FOLLOWING TWO QUESTIONS ##**

56 Why did you rank this logo as the best? **/\* OPEN END 1 BOXES 1 REQ \*/**

57 Can you think of any ways that the logo can be improved or even better?  
**/\* OPEN END 1 BOXES 1 REQ \*/ ## MINIMUM 20 CHARACTERS ##**

**## NEW SCREEN ##**

**## DISPLAY 4th SELECTION ABOVE FOLLOWING TWO QUESTIONS ##**

58 Why did you rank this logo as the worst? **/\* OPEN END 1 BOXES 1 REQ \*/**  
**## MINIMUM 20 CHARACTERS ##**

**Tagline Testing (x3)**

**## SHOW TAGLINE EXERCISES IN THE ORDER GENERATED IN QTAGLINE ##**

**/\* DISPLAY \*/** Thank you. We would like you to review three potential taglines for the website. After viewing each tagline, you will be asked several questions to gather your reaction and feedback. Please take your time to review each tagline individually; there will be an opportunity to compare all three taglines at the end.

**/\* [INSERT TAGLINE A ] \*/**

Connecting Census Data and Classroom Learning

**/\* QInitial\_TAG\_A \*/** What are your initial reactions to the logo you just saw?  
**/\* OPEN END 1 BOXES 1 REQ \*/ ## MINIMUM 20 CHARACTERS ##**

**/\* METRIC A \*/** For each of the following adjectives, please indicate how much the word(s) apply to the tagline that you just viewed.

- 1) Applies completely
- 2) Applies a lot
- 3) Applies somewhat
- 4) Applies a little
- 5) Does not apply
- 6) Don't know

**/\* REPEAT CODES \*/ /\* RANDOM ROTATE SERIES \*/**

59 Believable  
60 Interesting  
61 Easy-to-remember  
62 Informative  
63 Appealing

**/\* END SERIES \*/**

**## NEW SCREEN, DISPLAY TAGLINE AT TOP OF SCREEN ##**

**/\* Qwords\_TAG\_A \*/** What other words that come to mind when you see this tagline?  
**/\* OPEN END 1 BOXES 1 REQ \*/ ## INCLUDE DON'T KNOW OPTION ##**

**## NEW SCREEN ##**

**/\* QOverall\_TAG\_A \*/** Overall, would you rate that logo as...  

- 1) Excellent
- 2) Good
- 3) Fair
- 4) Poor
- 5) Don't know

**## REPEAT FOR TAGLINE B AND C IN RANDOM ORDER ##**

<b>Comparison of all three taglines</b>
---

**/\* DISPLAY \*/** Thank you. You will now compare each of the taglines that you just viewed.

**/\* RANKING LIST \*/**

Please rank each of the taglines in order of preference from your most favorite to your least favorite. You can click-and-drag to move a logo on the ranking.

1 <sup>st</sup> (most favorite)	Bring Learning to Life with Census Data
2 <sup>nd</sup>	Census Data. Classroom Learning. Teacher Resources.
3 <sup>rd</sup> (least favorite)	Classroom Learning Powered by Census Data

**## NEW SCREEN ##**

**## DISPLAY TAGLINE ABOVE NEXT QUESTION ##**

64      Why did you rank this tagline as the best? **/\* OPEN END 1 BOXES 1 REQ \*/**  
**## MINIMUM 20 CHARACTERS ##**

**## NEW SCREEN ##**

65      Do you have any other suggestions for a tagline for the Statistics In Schools program?  
**/\* OPEN END 1 BOXES 1 REQ \*/**

<b>Closing Questions / Demographics</b>
---

**/\* DISPLAY \*/** Thank you, you are almost done. These last few questions are for statistical purposes only.

- 66 Generally speaking, how often do your students use computers during your class?
- 1) Daily
  - 2) A few times a week
  - 3) Once a week
  - 4) A few times a month
  - 5) Once a month
  - 6) Less than once a month
  - 7) Never
- 67 Which describes the computers (desktops/laptops/netbooks/tablets) your students have access to during your class? Please select all that apply.  
**/\* MULTIPLE RESPONSES PERMITTED \*/**
- 1) There are a few in the classroom that are shared
  - 2) There is a lab/media center where the class can go to use computers
  - 3) There is a mobile cart that is shared across classrooms
  - 4) Each student has a device to use (a one-to-one ratio of students to devices)
  - 5) There are no computers available to students at all **/\* EXCLUSIVE \*/**
- 68 **## IF COMPUTERS AVAILABLE (C1-C4) ##** Do these computer(s) have internet access?
- 1) Yes
  - 2) No
- 69 **## IF ONE TO ONE DEVICES TO STUDENTS ##** Can they take these computers home?
- 1) Yes
  - 2) No
- 70 **## IF HAS LAB/MEDIA CENTER ##** Is the computer lab/media center affiliated with/part of a school library?
- 1) Yes, affiliated with/part of a school library
  - 2) No, computer lab is separate
  - 3) No, my school does not have a library
- 71 Do you have any of the following in your classroom? Please select all that apply.  
**/\* MULTIPLE RESPONSES PERMITTED \*/**
- 1) A digital projector (for computer/laptop use)
  - 2) An overhead projector (for transparencies)
  - 3) An interactive white board (SMART Board, Promethean, etc.)
  - 4) A television with DVD player
  - 5) None of the above **/\* EXCLUSIVE \*/**



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- 72 Are you male or female?  
1) Male 2) Female
- 73 Are you Hispanic or Latino?  
1) Yes 2) No  
3) Don't know 4) Decline to answer
- 74 Which of these categories describes your race? Please select one or more.  
**/\* MULTIPLE RESPONSES PERMITTED \*/**  
1) American Indian or Alaska Native  
2) Asian  
3) Native Hawaiian or other Pacific Islander  
4) Black or African American  
5) White  
6) Don't know  
7) Decline to answer
- 75 For statistical purposes only, approximately what percent of students in your school received free or reduced price lunch?  
1) Less than 20%  
2) 20 – 39%  
3) 40 – 59%  
**4) 60 – 79%**  
**5) 80% or more**  
**6) Don't know**
- 76 For statistical purposes only, approximately what percent of students in your school are of a racial or ethnic minority?  
1) Less than 20%  
2) 20 – 39%  
3) 40 – 59%  
**4) 60 – 79%**  
**5) 80% or more**  
**6) Don't know**
- 77 For statistical purposes only, approximately what percent of students in your school are English Language Learners (ELL)?  
1) Less than 20%  
2) 20 – 39%  
3) 40 – 59%  
**4) 60 – 79%**  
**5) 80% or more**  
**6) Don't know**

**/\* DISPLAY \*/** Thank you, that concludes the survey. If you have any questions or comments about this survey you may send to Sam Hagedorn at [shagedorn@psasurveys.com](mailto:shagedorn@psasurveys.com).