

## ***KIND News Teacher Survey Results 1998 – 2010***

**Table 1**

<i><b>KIND News distribution by edition as reported in teacher survey responses (Primary—grades 1 &amp; 2, Jr.—grades 3 &amp; 4, Sr.—grades 5 &amp; 6)</b></i>				
	<b>Primary</b>	<b>Jr.</b>	<b>Sr.</b>	<b>other or no response</b>
<b>2010</b>	35%	32%	20%	13%
<b>2009</b>	40%	28%	25%	7%
<b>2008</b>	37%	29%	17%	17%
<b>2007</b>	37%	33%	29%	1%
<b>2006</b>	35%	29%	19%	17%
<b>2005</b>	40%	30%	25%	5%
<b>2004</b>	41%	34%	25%	less than 1%
<b>2003</b>	40%	39%	18%	3%
<b>2002</b>	44%	43%	12%	less than 1%
<b>2001</b>	50%	34%	14%	2%
<b>2000</b>	47%	40%	12%	1%
<b>1999</b>	43%	44%	11%	2%
<b>1998</b>	45%	41%	9%	5%

**Table 1(a)**

<i><b>KIND News distribution (by edition) among entire survey sample</b></i>				
	<b>Primary</b>	<b>Jr.</b>	<b>Sr.</b>	<b>Some combination</b>
<b>2010</b>	33.5%	33.5%	33%	0%
<b>2009</b>	33.5%	33.5%	33%	0%
<b>2008</b>	33.5%	33.5%	33%	0%
<b>2007</b>	33.5%	33.5%	33%	0%
<b>2006</b>	40%	34%	24%	2%
<b>2005</b>	33%	33.5%	33.5%	0%
<b>2004</b>	33%	34%	33%	0%
<b>2003</b>	33%	34%	28%	5%
<b>2002</b>	35%	48%	17%	0%
<b>2001</b>	45%	37%	18%	0%

**Table 2**

<b>KIND News distribution by edition (total circulation)</b>			
	<b>Primary</b>	<b>Jr.</b>	<b>Sr.</b>
<b>2010</b>	40%	38%	22%
<b>2009</b>	42%	37%	21%
<b>2008</b>	41%	37%	21%
<b>2007</b>	38%	40%	22%
<b>2006</b>	40%	39%	21%
<b>2005</b>	40%	39%	21%
<b>2004</b>	37%	39%	24%
<b>2003</b>	37%	39%	24%
<b>2002</b>	37%	42%	21%
<b>2001</b>	38%	43%	19%

**Table 3**

<b><i>I think teaching children to respect wildlife and the environment is</i></b>					
	<b>very important</b>	<b>important</b>	<b>somewhat important</b>	<b>unimportant</b>	<b>no response</b>
<b>2010</b>	83%	14%	2%	0%	1%
<b>2009</b>	84%	14%	0%	0%	2%
<b>2008</b>	85%	14%	1%	0%	0%
<b>2007</b>	80%	17%	2%	1%	0%
<b>2006</b>	83%	16%	1%	0%	0%
<b>2005</b>	84%	14%	less than 1%	0%	1%
<b>2004</b>	85%	15%	0%	0%	less than 1%
<b>2003</b>	86%	13%	less than 1%	0%	less than 1%
<b>2002</b>	84%	15%	1%	0%	0%
<b>2001</b>	85%	14%	less than 1%	0%	1%
<b>2000</b>	88%	11%	less than 1%	0%	less than 1%
<b>1999</b>	86%	13%	1%	0%	1%
<b>1998</b>	no data available				

**Table 4**

<b><i>I think teaching children to care responsibly for pets is</i></b>					
	<b>very important</b>	<b>important</b>	<b>somewhat important</b>	<b>unimportant</b>	<b>no response/ other</b>
<b>2010</b>	86%	12%	less than 1%	0%	1%
<b>2009</b>	85%	13%	less than 1%	0%	1%
<b>2008</b>	85%	14%	1%	0%	0%
<b>2007</b>	84%	12%	2%	2%	0%
<b>2006</b>	88%	12%	0%	0%	0%
<b>2005</b>	87%	11%	less than 1%	0%	1%
<b>2004</b>	88%	10%	1%	0%	less than 1%

<b>2003</b>	84%	14%	1%	0%	1%
<b>2002</b>	86%	14%	0%	0%	0%
<b>2001</b>	84%	15%	0%	0%	1%
<b>2000</b>	87%	11%	1%	0%	less than 1%
<b>1999</b>	87%	11%	less than 1%	0%	less than 1%
<b>1998</b>	no data				

**Table 5**

<i>As a supplementary classroom resource, I would rate KIND News</i>						
	<b>excellent</b>	<b>very good</b>	<b>good</b>	<b>fair</b>	<b>poor</b>	<b>no response</b>
<b>2010</b>	54%	32%	11%	0%	0%	3%
<b>2009</b>	55%	32%	9%	less than 1%	0%	3%
<b>2008</b>	51%	40%	6%	2%	0%	1%
<b>2007</b>	54%	33%	9%	1%	less than 1%	2%
<b>2006</b>	56%	36%	6%	1%	0%	1%
<b>2005</b>	53%	33%	11%	0%	0%	3%
<b>2004</b>	50%	36%	12%	less than 1%	0%	2%
<b>2003</b>	53%	33%	12%	0%	0%	2%
<b>2002</b>	54%	34%	11%	less than 1%	0%	1%
<b>2001</b>	60%	30%	8%	1%	0%	1%
<b>2000</b>	59%	30%	7%	less than 1%	0%	3%
<b>1999</b>	54%	39%	6%	less than 1%	0%	less than 1%
<b>1998</b>	no data					

**Table 6**

<i>Origin of funds used to pay for KIND News subscription</i>				
	<b>Adopt-a-Classroom program</b>	<b>school funds</b>	<b>teacher's personal funds</b>	<b>other or no response</b>
<b>2005</b>	no data available			
<b>2004</b>	83%	5%	9%	3%
<b>2003</b>	88%	6%	4%	2%
<b>2002</b>	85%	7%	5%	3%
<b>2001</b>	86%	9%	2%	3%
<b>2000</b>	85%	8%	4%	3%
<b>1999</b>	88%	5%	3%	4%
<b>1998</b>	89%	5%	4%	2%

**Table 7**

<i>If I had to pay for KIND News out of my own pocket, I would be willing to pay</i>					
	<b>\$21 or more</b>	<b>\$11-20</b>	<b>\$1-10</b>	<b>\$0</b>	<b>other or no response</b>
<b>2005</b>	no data available				
<b>2004</b>	18%	23%	15%	40%	4%
<b>2003</b>	15%	23%	15%	43%	4%
<b>2002</b>	16%	20%	15%	42%	7%
<b>2001</b>	13%	24%	12%	45%	6%
<b>2000</b>	10%	22%	17%	45%	6%
<b>1999</b>	14%	24%	19%	35%	8%
<b>1998</b>	10%	24%	22%	38%	6%

**Table 8**

<i>If I had to pay for KIND News with school funds, I would be willing to pay</i>					
	<b>\$21 or more</b>	<b>\$11-20</b>	<b>\$1-10</b>	<b>\$0</b>	<b>other or no response</b>
<b>2005</b>	no data available				
<b>2004</b>	32%	24%	16%	20%	8%
<b>2003</b>	30%	29%	14%	20%	7%
<b>2002</b>	30%	24%	16%	18%	12%
<b>2001</b>	25%	32%	17%	15%	11%
<b>2000</b>	28%	26%	20%	15%	11%
<b>1999</b>	33%	24%	16%	14%	13%
<b>1998</b>	no data available				

**Table 9**

<i>Teachers' use of KIND News</i>					
	<b>distribute and discuss</b>	<b>distribute only</b>	<b>don't distribute</b>	<b>other or no response</b>	
<b>2010</b>	76%	13%	2%	9%	---
<b>2009</b>	76%	15%	2%	7%	---
<b>2008</b>	78%	14%	1%	7%	---
	<b>distribute and discuss</b>	<b>distribute only</b>	<b>distribute and sometimes discuss</b>	<b>don't distribute</b>	<b>other or no response</b>
<b>2007</b>	76%	16%	6%	less than 1%	1%
<b>2006</b>	80%	12%	5%	2%	1%
<b>2005</b>	84%	8%	5%	1%	2%
<b>2004</b>	84%	10%	5%	1%	0%
<b>2003</b>	87%	7%	3%	2%	1%
<b>2002</b>	84%	9%	4%	1%	2%
<b>2001</b>	86%	8%	5%	0%	1%
<b>2000</b>	83%	9%	7%	less than 1%	less than 1%
<b>1999</b>	88%	6%	5%	0%	1%
<b>1998</b>	87%	7%	5%	0%	1%

**Table 10**

<i>Do children take KIND News home?</i>			
	<b>usually</b>	<b>rarely</b>	<b>other or no response</b>
<b>2010</b>	88%	8%	4%
<b>2009</b>	86%	9%	5%
<b>2008</b>	91%	8%	1%
<b>2007</b>	90%	8%	2%
<b>2006</b>	88%	9%	3%
<b>2005</b>	88%	7%	5%
<b>2004</b>	90%	8%	2%
<b>2003</b>	89%	5%	6%
<b>2002</b>	88%	4%	8%
<b>2001</b>	91%	4%	5%
<b>2000</b>	92%	2%	6%
<b>1999</b>	94%	5%	1%
<b>1998</b>	93%	5%	2%

**Table 11**

<i>KIND News has _____ my students' knowledge of humane issues, such as the role of animal shelters, responsible pet care, and the importance of protecting endangered species.</i>				
	<b>significantly increased</b>	<b>increased</b>	<b>not increased</b>	<b>no response</b>
<b>2010</b>	34%	62%	less than 1%	4%
<b>2009</b>	33%	63%	0%	4%
<b>2008</b>	29%	69%	1%	1%
<b>2007</b>	27%	69%	1%	3%
<b>2006</b>	35%	61%	1%	3%
<b>2005</b>	34%	63%	less than 1%	2%
	<b>somewhat increased</b>	<b>increased</b>	<b>had no effect on</b>	<b>no response</b>
<b>2004</b>	33%	66%	less than 1%	1%
<b>2003</b>	31%	66%	1%	2%
<b>2002</b>	30%	68%	less than 1%	1%

**Table 12**

<i>KIND News has _____ my students' understanding of the work of The Humane Society of the United States.</i>				
	<b>significantly improved</b>	<b>improved</b>	<b>not improved</b>	<b>other or no response</b>
<b>2010</b>	22%	70%	4%	4%
<b>2009</b>	28%	64%	4%	4%
<b>2008</b>	25%	68%	5%	2%
<b>2007</b>	22%	72%	3%	3%
<b>2006</b>	27%	64%	6%	3%

<b>2005</b>	27%	67%	3%	3%
	<b>somewhat improved</b>	<b>improved</b>	<b>had no effect on</b>	<b>no response</b>
<b>2004</b>	42%	53%	4%	1%
<b>2003</b>	43%	51%	4%	2%
<b>2002</b>	43%	54%	2%	1%

**Table 13**

<i>I think using KIND News has _____ my students' treatment of one another.</i>				
	<b>significantly improved</b>	<b>improved</b>	<b>not improved</b>	<b>other or no response</b>
<b>2010</b>	11%	63%	19%	6%
<b>2009</b>	13%	64%	16%	7%
<b>2008</b>	10%	70%	16%	4%
<b>2007</b>	13%	68%	15%	4%
<b>2006</b>	17%	67%	11%	5%
<b>2005</b>	17%	68%	9%	6%
	<b>somewhat improved</b>	<b>improved</b>	<b>had no effect on</b>	<b>other or no response</b>
<b>2004</b>	no data available			
<b>2003</b>	47%	32%	19%	2%
<b>2002</b>	52%	30%	16%	2%
<b>2001</b>	49%	30%	16%	5%
<b>2000</b>	48%	32%	17%	3%

**Table 13(a)**

	<b>I think using <i>KIND News</i> has made my students kinder to one another.</b>	<b>I haven't noticed any change in the way they treat one another.</b>	<b>other or no response</b>
<b>1999</b>	49%	45%	6%
<b>1998</b>	62%	33%	5%

**Table 14**

<i>I think using KIND News has _____ my students' concern about the welfare of animals.</i>				
	<b>significantly increased</b>	<b>increased</b>	<b>not increased</b>	<b>other or no response</b>
<b>2010</b>	34%	61%	1%	4%
<b>2009</b>	35%	60%	1%	4%
<b>2008</b>	35%	61%	2%	2%
<b>2007</b>	34%	62%	1%	3%
<b>2006</b>	40%	53%	3%	4%
<b>2005</b>	36%	60%	0%	4%
	<b>somewhat increased</b>	<b>increased</b>	<b>had no effect on</b>	<b>other or no response</b>
<b>2004</b>	38%	60%	1%	1%
<b>2003</b>	36%	61%	1%	2%
<b>2002</b>	32%	66%	less than 1%	1%
<b>2001</b>	38%	59%	0%	3%
<b>2000</b>	34%	63%	1%	2%

**Table 14(a)**

	<b>I think using <i>KIND News</i> has made my students more concerned about the welfare of animals.</b>	<b>I haven't noticed any change in their concern about animals.</b>	<b>other or no response</b>
<b>1999</b>	90%	8%	2%
<b>1998</b>	91%	7%	2%

**Table 15**

<i>I think using KIND News has _____ my students' concern about protecting the environment.</i>				
	<b>significantly increased</b>	<b>increased</b>	<b>not increased</b>	<b>other or no response</b>
<b>2010</b>	27%	66%	3%	4%
<b>2009</b>	29%	64%	3%	4%
<b>2008</b>	29%	65%	4%	2%
<b>2007</b>	28%	67%	2%	3%
<b>2006</b>	30%	65%	2%	3%
<b>2005</b>	31%	65%	1%	3%
	<b>somewhat increased</b>	<b>increased</b>	<b>had no effect on</b>	<b>other or no response</b>
<b>2004</b>	42%	53%	2%	3%
<b>2003</b>	39%	56%	3%	2%
<b>2002</b>	31%	66%	1%	2%
<b>2001</b>	42%	54%	1%	3%
<b>2000</b>	39%	57%	1%	3%

**Table 15(a)**

	<b>I think using <i>KIND News</i> has made my students more concerned about protecting the environment.</b>	<b>I haven't noticed any change in their about the environment.</b>	<b>other or no response</b>
<b>1999</b>	87%	11%	2%
<b>1998</b>	86%	10%	4%

**Table 16**

<i>I find the Troubadour's Tales short story to be _____ for teaching character concepts.</i>					
	<b>very useful</b>	<b>useful</b>	<b>somewhat useful</b>	<b>not useful</b>	<b>other or no response</b>
<b>2005</b>	no data available				
<b>2004</b>	18%	39%	17%	4%	22%

**Table 17**

<i>For my class, most of the articles and activities in KIND News are</i>				
	<b>grade appropriate</b>	<b>too challenging</b>	<b>not challenging enough</b>	<b>other or no response</b>
<b>2010</b>	86%	6%	4%	4%
<b>2009</b>	83%	6%	5%	6%
<b>2008</b>	86%	7%	6%	1%
<b>2007</b>	82%	8%	6%	4%
<b>2006</b>	83%	5%	6%	6%
<b>2005</b>	84%	5%	7%	4%

**Table 18**

<b>KIND News is</b>					
	<b>most useful for integrating into the major subject areas</b>	<b>most useful for teaching character concepts, such as kindness and respect</b>	<b>both (a) and (b)</b>	<b>more suitable for independent reading</b>	<b>other or no response</b>
<b>2010</b>	6%	29%	45%	14%	6%
<b>2009</b>	5%	30%	43%	12%	10%
<b>2008</b>	7%	34%	42%	10%	7%
<b>2007</b>	3%	30%	44%	16%	7%
<b>2006</b>	6%	28%	48%	10%	8%
<b>2005</b>	6%	21%	52%	11%	10%

**Table 19**

<i>The number of KIND News I receive each month is _____ for my class size.</i>					
	<b>much more than enough</b>	<b>slightly more than enough</b>	<b>about right</b>	<b>too few</b>	<b>other or no response</b>
<b>2010</b>	9%	29%	54%	5%	3%
<b>2009</b>	13%	29%	50%	4%	4%
<b>2008</b>	11%	31%	53%	5%	0%
<b>2007</b>	16%	30%	44%	8%	2%
<b>2006</b>	23%	29%	43%	3%	2%
<b>2005</b>	15%	32%	44%	6%	3%

**Table 20**

<i>I believe the KIND Calendar would be most useful</i>				
	<b>in a poster form</b>	<b>as a downloadable page each month</b>	<b>I don't use the calendar.</b>	<b>other or no response</b>
<b>2010</b>	no data available			
<b>2009</b>	29%	13%	48%	10%

**Table 21**

<i>I find the KIND Teacher resource book to be</i>						
	<b>very useful</b>	<b>useful</b>	<b>---</b>	<b>not useful</b>	<b>I did not receive KT</b>	<b>other or no response</b>
<b>2009</b>	no data available					
<b>2008</b>	22%	41%	---	5%	28%	4%
<b>2007</b>	22%	55%	---	5%	14%	4%
<b>2006</b>	28%	52%	---	4%	12%	4%
<b>2005</b>	34%	43%	---	2%	16%	5%
	<b>very useful</b>	<b>useful</b>	<b>somewhat useful</b>	<b>not useful</b>	<b>I did not receive KT</b>	<b>other or no response</b>
<b>2004</b>	17%	31%	24%	1%	23%	4%
<b>2003</b>	29%	33%	19%	2%	14%	3%
<b>2002</b>	34%	35%	19%	1%	9%	2%
<b>2001</b>	26%	36%	22%	3%	11%	2%
<b>2000</b>	36%	39%	12%	less than 1%	10%	2%
<b>1999</b>	36%	37%	11%	1%	14%	1%
<b>1998</b>	no data available					

**Table 22**

<i>I find the KIND News teacher's guide that comes with each bundle of KIND News to be</i>					
	<b>very useful</b>	<b>useful</b>	<b>---</b>	<b>not useful</b>	<b>other or no response</b>
<b>2010</b>	29%	62%	---	4%	5%
<b>2009</b>	30%	60%	---	4%	6%
<b>2008</b>	30%	52%	---	5%	13%
<b>2007</b>	26%	63%	---	4%	7%
<b>2006</b>	37%	53%	---	4%	6%
<b>2005</b>	38%	53%	---	3%	6%
	<b>very useful</b>	<b>useful</b>	<b>somewhat useful</b>	<b>not useful</b>	<b>other or no response</b>
<b>2004</b>	28%	48%	13%	3%	8%
<b>2003</b>	35%	40%	17%	3%	5%
<b>2002</b>	40%	40%	14%	2%	4%
<b>2001</b>	36%	41%	17%	2%	4%
<b>2000</b>	41%	41%	11%	2%	5%
<b>1999</b>	42%	43%	13%	less than 1%	1%
<b>1998</b>	no data available				

**Table 23**

<b>KIND News teacher's guides include references to National Education Standards. I find these to be</b>				
	<b>very useful</b>	<b>useful</b>	<b>not useful</b>	<b>other or no response</b>
<b>2010</b>	26%	60%	8%	6%
<b>2009</b>	30%	54%	7%	9%
<b>2008</b>	25%	49%	12%	14%
<b>2007</b>	21%	61%	8%	10%
<b>2006</b>	30%	55%	7%	8%
<b>2005</b>	41%	45%	6%	8%

**Table 24**

<b>In my school, the teaching of virtues such as kindness and respect is accomplished through</b>						
	<b>participation in a national or state-mandated character ed. program</b>	<b>participation in a school-wide or districtwide character ed. program</b>	<b>the use of supplementary materials (like KIND News) and teacher-created lessons</b>	<b>Character education is not formally addressed in my school.</b>	<b>some combination of above</b>	<b>other or no response</b>
<b>2010</b>	3%	39%	25%	6%	23%	4%
<b>2009</b>	8%	36%	18%	7%	24%	7%
<b>2008</b>	6%	32%	29%	6%	24%	3%
<b>2007</b>	4%	37%	25%	11%	19%	4%
<b>2006</b>	3%	35%	30%	4%	25%	3%
<b>2005</b>	7%	33%	29%	6%	22%	3%
<b>2004</b>	6%	38%	28%	7%	19%	2%
<b>2003</b>	8%	39%	26%	2%	23%	2%
<b>2002</b>	9%	37%	25%	3%	26%	less than 1%
<b>2001</b>	9%	30%	22%	7%	28%	4%

**Table 25**

<b>KIND News Online viewership (<a href="http://www.humanesociety.org/kids">www.humanesociety.org/kids</a>)</b>					
	<b>My students view KIND News Online as a whole-class activity.</b>	<b>My students view KIND News Online individually or in small groups.</b>	<b>My students do not view KIND News Online in school.</b>	<b>I think some of my students view KIND News Online at home.</b>	<b>combination of two of the above or no response</b>
<b>2005</b>	no data available				
<b>2004</b>	3%	7%	66%	13%	11%
<b>2003</b>	4%	9%	68%	11%	8%
<b>2002</b>	3%	8%	73%	8%	8%
<b>2001</b>	3%	5%	77%	7%	8%
<b>2000</b>	3%	5%	72%	8%	12%

**Table 26**

<i>I would describe my school's location as</i>					
	<b>rural</b>	<b>suburban</b>	<b>urban</b>	<b>inner city</b>	<b>other or no response</b>
<b>2010</b>	31%	35%	18%	9%	7%
<b>2009</b>	34%	37%	13%	7%	9%
<b>2008</b>	34%	37%	19%	7%	3%
<b>2007</b>	36%	31%	22%	6%	5%
<b>2006</b>	36%	35%	18%	6%	5%
<b>2005</b>	41%	25%	18%	9%	7%
<b>2004</b>	37%	35%	17%	7%	4%
<b>2003</b>	39%	30%	19%	10%	2%
<b>2002</b>	39%	41%	12%	7%	1%
<b>2001</b>	36%	35%	18%	7%	4%
<b>2000</b>	39%	33%	15%	8%	5%
<b>1999</b>	37%	35%	14%	11%	3%
<b>1998</b>	37%	32%	20%	9%	2%

**Table 27**

<i>I would describe my school's racial makeup as</i>				
	<b>predominantly white</b>	<b>predominantly minority</b>	<b>mixed</b>	<b>other or no response</b>
<b>2010</b>	48%	17%	30%	5%
<b>2009</b>	48%	14%	34%	4%
<b>2008</b>	49%	18%	31%	2%
<b>2007</b>	47%	17%	31%	5%
<b>2006</b>	52%	13%	33%	2%
<b>2005</b>	55%	15%	25%	5%
<b>2004</b>	58%	11%	30%	1%
<b>2003</b>	52%	20%	26%	2%
<b>2002</b>	64%	9%	26%	1%
<b>2001</b>	58%	14%	27%	1%
<b>2000</b>	62%	10%	26%	2%
<b>1999</b>	61%	12%	27%	0%
<b>1998</b>	62%	11%	26%	1%