Results of the Superintendent Survey on Virtual Advertising

201 participants

- 148 (less than 1000)
- 38 (1000-5000)
- 15 (more than 5000)

Q1: Have you visited the virtual advertising webpage?

- 82% NO
- 18% YES

Q2: If you have visited the webpage, was it helpful?

- 60% YES
- 40% NO, if no-please provide a comment:
    - A little hard to find the areas in which they advertise.
    - It did not list if they were advertising in our district. Not all districts with virtual programs are listed on this site.
    - I feel that it is VERY important that virtual schools have to directly contact the school district they are advertising in. This website puts the burden on the receiving school district to find the information on the website. Last year I was not directly contacted by ANY virtual school, even though I know many advertised in my district directly to families.

Q3: If you have not visited the webpage, please indicate why

- I'm not concerned with virtual schools advertising in my district 18%
- I don't have the time to visit the webpage 6%
- I forgot to visit the webpage 11%
- This is the first I am hearing of the webpage 65%

Q4: Do you plan to visit the webpage in the future?

- Yes 51%
- No 14%
- Maybe 34%

Q5: Is it important to you to know which virtual schools/programs may be advertising within your district boundaries?

- Yes 81%
- No 19%