



The MassINC Polling Group
The Education Trust – MA AI and Bell-to-Bell Ban Poll

Survey of 1351 Massachusetts K-12 parents

Field dates: October 21 – November 12, 2025

The following questions were asked only of parents with a child in grades 6-12. N=890.

Does your **GRADE LEVEL** child have a cell phone or smartwatch?

Yes	88%
No	11%
Don't know / refused	1%

Massachusetts is considering a “bell-to-bell” ban on cell phones and smartwatches, which would prohibit students from using these devices from the start of the school day until the end. There would be exceptions for students who need their phones for medical conditions, travel off campus, individualized education plans, and disabilities. Schools would also have to provide caregivers with a means of contacting their students during the day and ensure that students and families can communicate in an emergency.

Based on this description, how much would you support or oppose Massachusetts banning cell phones and smartwatches during the school day?

Strongly support	40%
Somewhat support	26%
Somewhat oppose	17%
Strongly oppose	15%
Don't know / refused	3%

If Massachusetts bans cell phones and smartwatches from schools, which of the following resources would you want from your **GRADE LEVEL** student's school? **Select all that apply.**

A detailed explanation of the policy and any exceptions	49%
Ways to contact your child during school	63%
Information about how the ban supports learning and safety	37%
Resources for managing your child's cell phone use outside of the school	19%
Some other resources	3%
None of the above	9%
Don't know / refused	4%

DEMOGRAPHICS FOR FULL SAMPLE

Age

18 to 39 years old	30%
40 to 44 years old	24%
45 to 49 years old	22%
50+	25%

Gender

Men	45%
Women	54%
Non-binary	1%
Some other way	<1%
Don't know / refused	<1%

Race

White	63%
Black / African-American	7%
Hispanic / Latino	15%
AAPI	9%
All other / multiple	6%
Don't know / refused	1%

Education

High school or less	27%
Some college, no degree	21%
College degree	26%
Advanced degree	25%
Don't know / refused	1%

About the Poll

These results are based on a survey of 1351 parents of K-12 students in Massachusetts, including 890 parents with a child in grades 6-12. Live telephone interviews and online interviewing were conducted in English and Spanish October 21 – November 12, 2025. Telephone respondents were reached by both landline and cell phone. Oversamples of Black, Latino, and AAPI respondents were obtained to bring the total interview count up to 250 for Black and Latino respondents and 219 for AAPI respondents. Results within race and ethnicity were weighted to age, gender, and education level for each group. Groups were then combined and weighted to the population parameters by race, age and gender, and geography for the state as a whole. The credibility interval for this survey is +/- 3.3 percentage points for the entire sample, including the design effect. The poll was sponsored by The Education Trust.