Parents 2023: Go Beyond Grades
2023 Survey Methodology

Parents Survey

• CARAVAN online omnibus survey, conducted by Big Village. This omnibus study is conducted three times a week among a demographically representative U.S. sample of 1,000 adults 18 years of age and older. The omnibus focused on parents with children under 18 years of age and included an additional filter to ensure our data focused solely among parents with children in public school.

Data in this omnibus survey are weighted by age, sex, region, race, and education to ensure reliable and accurate representation of the U.S. population, 18 years of age and older.

Conducted in the following areas (with corresponding sample sizes noted):
- Houston: n=501
- Chicago: n=502
- New York: n=501
- Sacramento: n=252

For comparative purposes, we also fielded these KPI questions on the national omnibus, which had a final sample size of 1,005 parents with children in grades K-12 in public schools

Fielded March 2-7, 2023

• Edge Research also conducted custom surveys among K-12 parents of students in public schools in the following cities:
- Washington, DC: n=93
- Boston: n=87

Fielded March 23-31, 2023
Parents in all markets are confident their child will be prepared for college

How confident are you that your child will be well prepared for entrance into and success in college upon graduation from high school?

Extremely/Very confident

- National: 75%
- Boston: 73%
- Chicago: 74%
- Houston: 72%
- New York: 77%
- Sacramento: 68%
- Washington, DC: 88%
They are also confident they have a clear picture of how their children are achieving academically.

How confident are you that you have a clear understanding of how well your child is achieving academically?

Extremely/Very confident

- National: 80%
- Boston: 85%
- Chicago: 79%
- Houston: 76%
- New York: 83%
- Sacramento: 77%
- Washington, DC: 90%
About eight in ten parents in each market report their child gets all B’s or above.

When you think about your child’s report cards, does he/she typically get...

Mostly Bs or Better

- National: 80%
- Boston: 79%
- Chicago: 81%
- Houston: 82%
- New York: 83%
- Sacramento: 77%
- Washington, DC: 83%
About nine-in-ten parents believe their child is at or above grade level in math and/or reading.
Thinking beyond school most are confident their child can succeed in the workforce, too.

How confident are you that your child will be equipped with the knowledge, skills, and competencies to succeed in the workforce?

Extremely/Very confident

- National: 77%
- Boston: 73%
- Chicago: 75%
- Houston: 73%
- New York: 81%
- Sacramento: 74%
- Washington, DC: 86%
Contact

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