

**LEARNING
HEROES**

Parents 2023: Go Beyond Grades

MARCH 2023



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

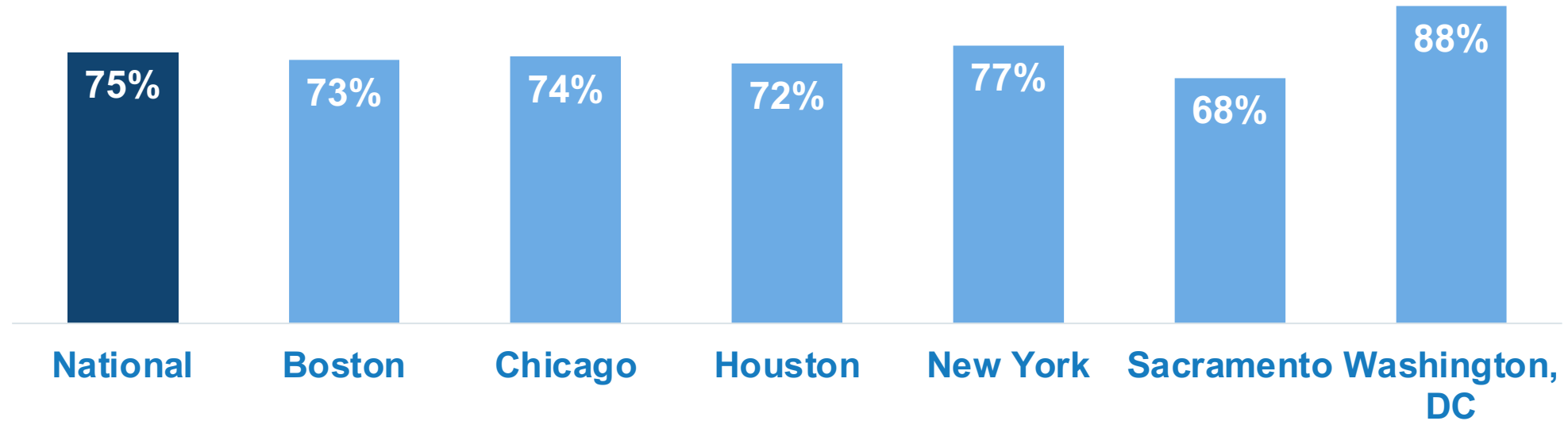
- Edge Research also conducted custom surveys among K-12 parents of students in public schools in the following cities:
 - Washington, DC: n=93
 - Boston: n=87

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?

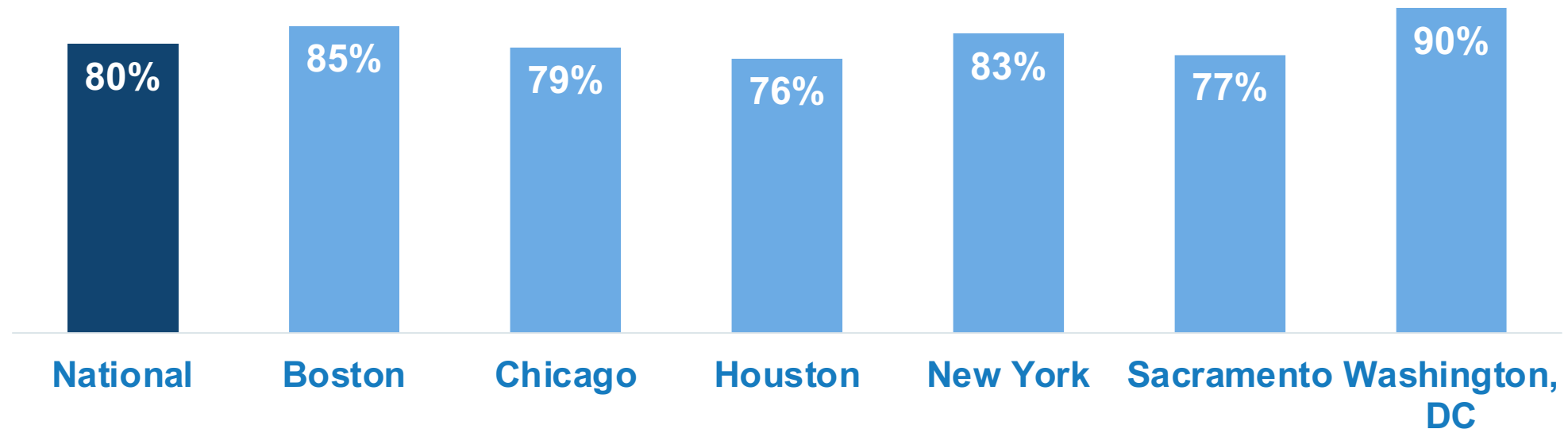
Extremely/Very confident



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?

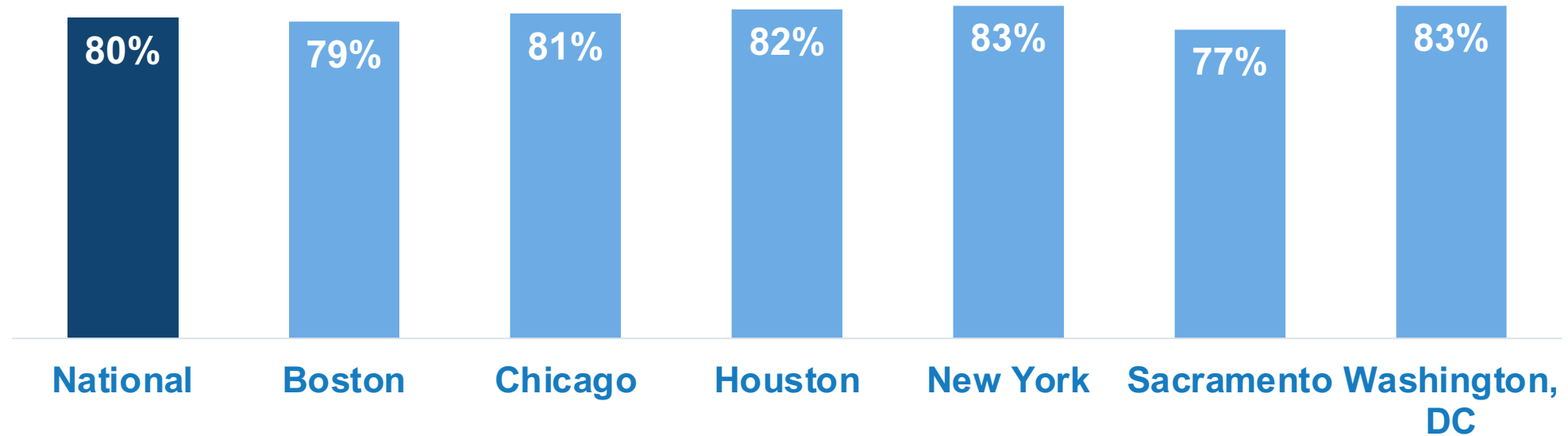
Extremely/Very confident



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

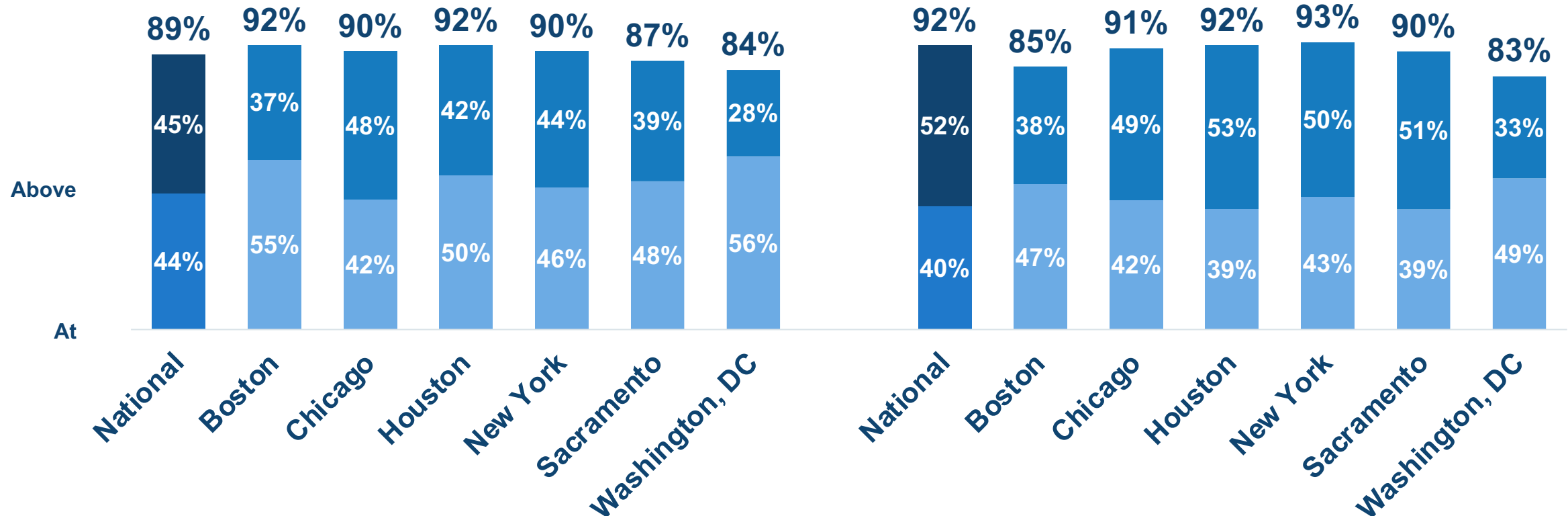


About nine-in-ten parents believe their child is at or above grade level in math and/or reading

Believe Child is At/Above Grade Level

MATH

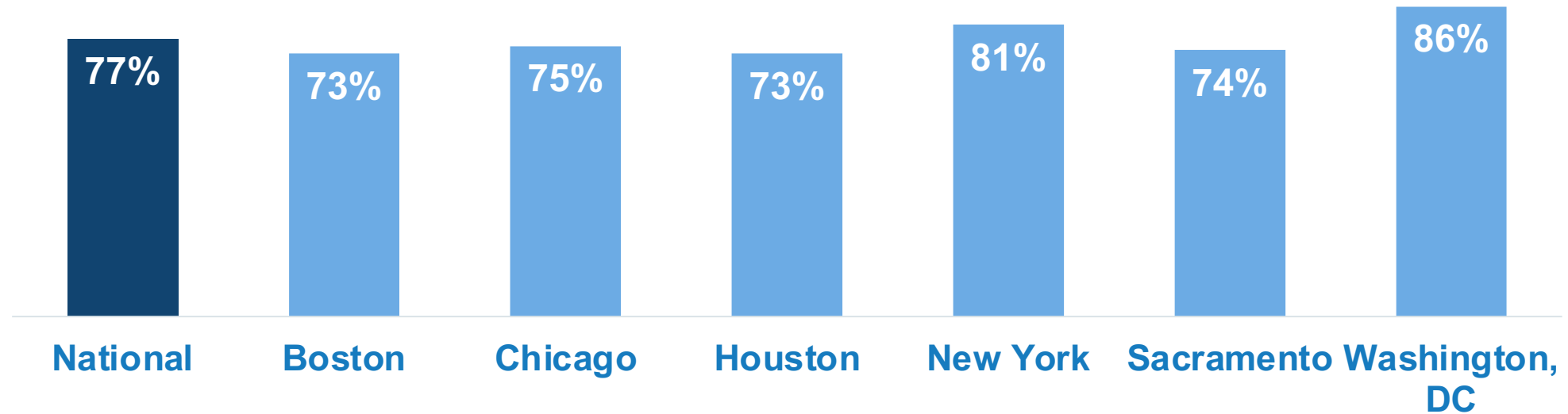
READING



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





Contact

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