



Go **BEYOND** Grades

Parents in New York City:

Post-Campaign Survey  
Topline Results



# 2024 Go Beyond Grades Post-Campaign Survey Methodology

## Parents Survey

Edge Research conducted a custom, online survey among parents of students in public schools in New York City (n=463). The survey was conducted in English and Spanish.

Quotas were employed to ensure a representative sample of NYC public school parents by gender and race/ethnicity. Quotas were based on American Community Survey (ACS) data for NYC public school parents.

### Fielded June 24-July 18, 2024

*This report also includes data from a similar survey fielded April 3-18, 2024, before the campaign (i.e., the pre-Campaign survey).*

Throughout this report, **green/red** indicates statistically **higher/lower** differences between audiences.

▼ ▲ Indicate statistically significant changes from the pre-Campaign survey.

### Sample Distribution on Key Demographics:

Geography		Gender		Race/Ethnicity		Income		Learning Differences	
New York County (Manhattan)	33%	Women	58%	Black	27%	Under \$50k	35%	Yes	34%
Queens County (Queens)	20%	Men	42%	White	33%	\$50-under \$100k	33%	Diagnosed	19%
Bronx County (The Bronx)	20%			Hispanic	38%	\$100k+	32%	Suspect	15%
Kings County (Brooklyn)	22%			Asian, Pacific Islander	10%			No	66%
Richmond County (Staten Isl.)	6%								

*Note: The overall sample size of the survey limits subgroup analyses; however, data were reviewed to note any directional differences or consistencies across geography.*

# “Learning Difference” Definition

**Respondents have children who *have been diagnosed* or children *who they suspect* are experiencing one of the following conditions:**

- Dyslexia (difficulty reading)
- Dysgraphia (difficulty writing)
- Dyscalculia (difficulty in math)
- Executive Function Disorder
- ADD/ADHD (attention deficit hyperactivity disorder)
- Auditory and/or Visual Processing Disorders

Oak Foundation is a funder of this research.

The above reflects the Oak Foundation’s definition of Learning Differences.

# Key Findings

- ☆ **The ads lift heads and make parents curious to learn more.** Most who recall seeing the ads say the ads grabbed their attention, with NYC parents most likely to indicate the ads make them feel informed, curious, and surprised.
- ☆ **Those who recall the campaign ads are more likely to take action.** Parents who saw the ads are significantly more likely to report taking steps to get more information about their child's academic achievement and consider having their children evaluated for learning differences.
- ☆ **Survey findings reveal greater changes in the Key Performance Indicators among parents of children with learning differences.** Even though their ad recall mirrors that of NYC parents overall, these parents show a significant drop in believing their children are above grade level in math and reading when comparing pre- and post-campaign survey data. In addition, there are directional changes on other measures, such as confidence that they have a clear picture of their child's academic achievement.





# Campaign Performance


# Approximately one-third of NYC Public School Parents recall the Campaign

The campaign was promoted through social & digital ads. (see snapshot below)

89%

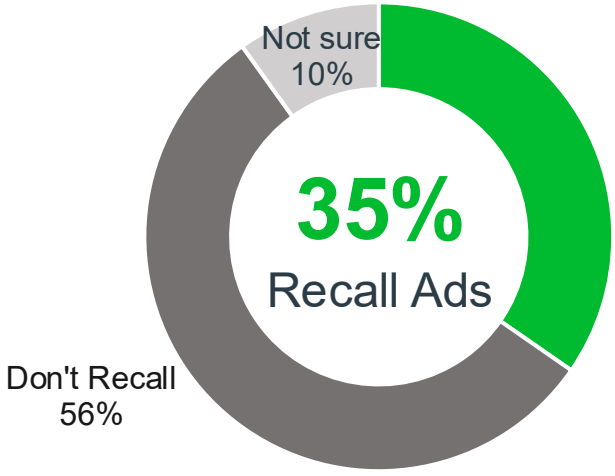
of New York City parents think their kids read at grade level.

(52% of kids actually do.)



Find summer programs at [GoBeyondGrades.org/NYC](https://GoBeyondGrades.org/NYC)

Aided Recall of Ads



Learning Heroes

Sponsored

1 in 5 kids has a learning and thinking difference. Make a plan today to help your child succeed: <https://gobeyondgrades.org/nyc/learning-differences>

Go BEYOND Grades

1 in 5

kids in the U.S. has a learning and thinking difference

GoBeyondGrades.org/NYC

GOBEYONDGRADES.ORG

Find Resources To Help Your Students Succeed

Learn more

Learning Heroes

Sponsored

89% of NYC parents think their kids do math at grade level. (50% of kids actually do). Find learning resources and more: <https://gobeyondgrades.org/nyc/learning-differences>

Go BEYOND Grades

89%

of NYC parents think their kids do math at grade level, but only 50% do

GoBeyondGrades.org/NYC

GOBEYONDGRADES.ORG

Find Resources To Help Your Child Succeed

Learn more

Black	Hispanic	White
29%	33%	44%

Learning Differences	No LD
36%	34%

Manhattan	Bronx	Queens	Brooklyn	Staten Island*
42%	28%	30%	38%	19%

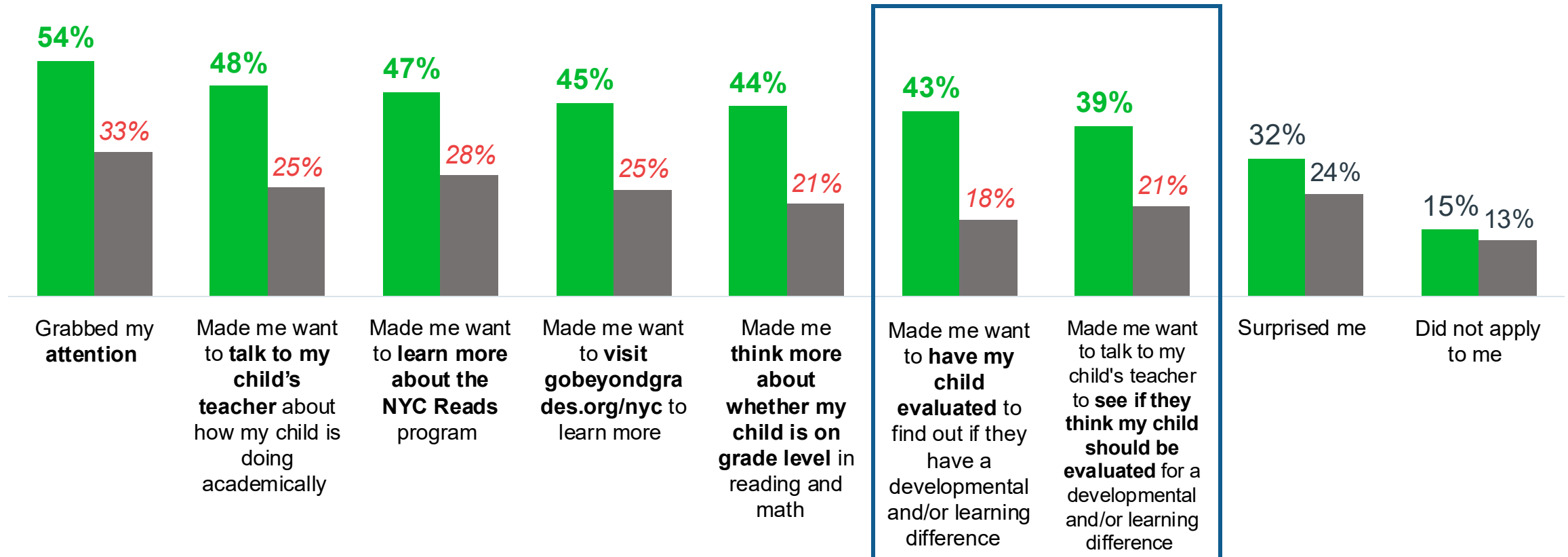
\*Small n-size (23)

# Those who recall the Campaign are more likely to indicate it had an impact across tested metrics

## Describes the Ads

(% Perfectly)

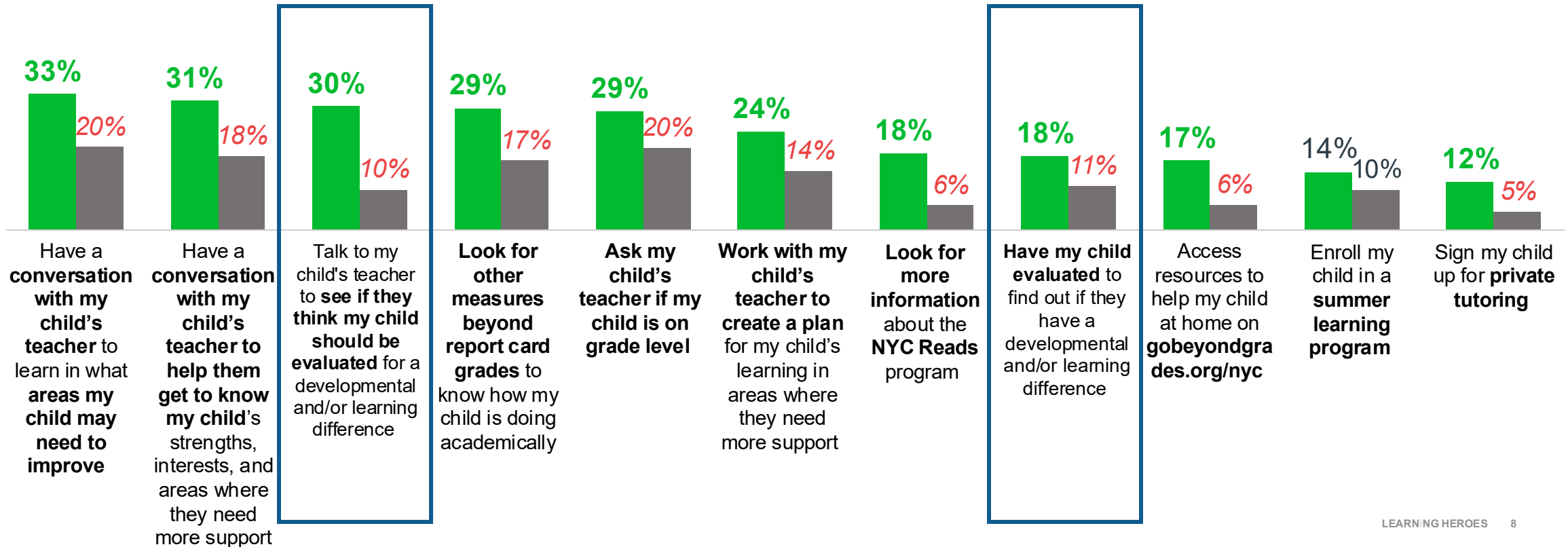
■ Recalls Ads ■ Does Not Recall



# Those who recall seeing the ads are more likely to say they have taken action, especially conversations with teachers

## Actions Already Taken

■ Recalls Ads ■ Does Not Recall

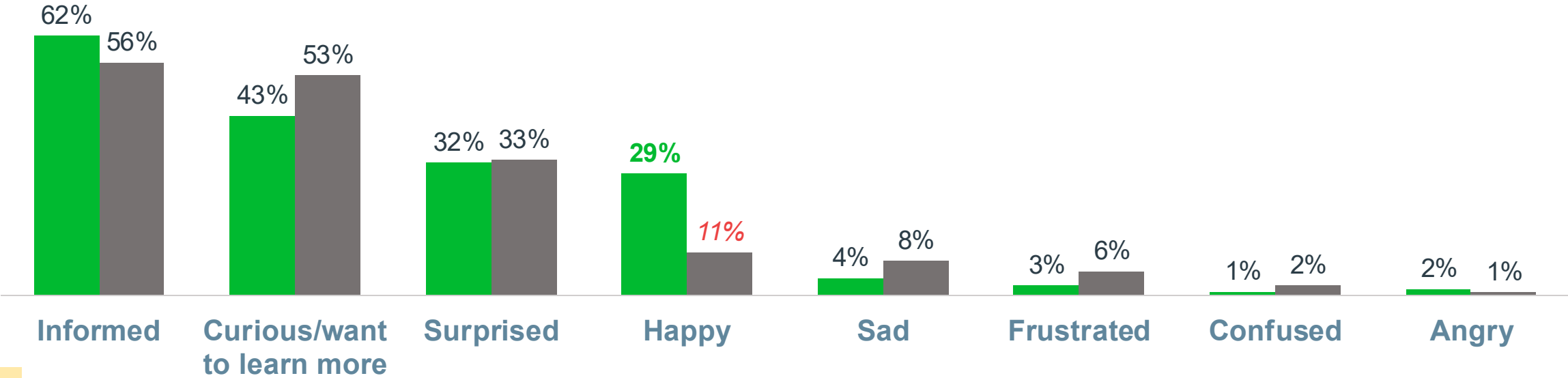




# Informed and curious are the top feelings triggered by the ads, and some feel surprised by the information

Feelings from Ads

■ Recalls Ads ■ Does Not Recall



Among  
Parents of  
Children with  
Learning  
Differences

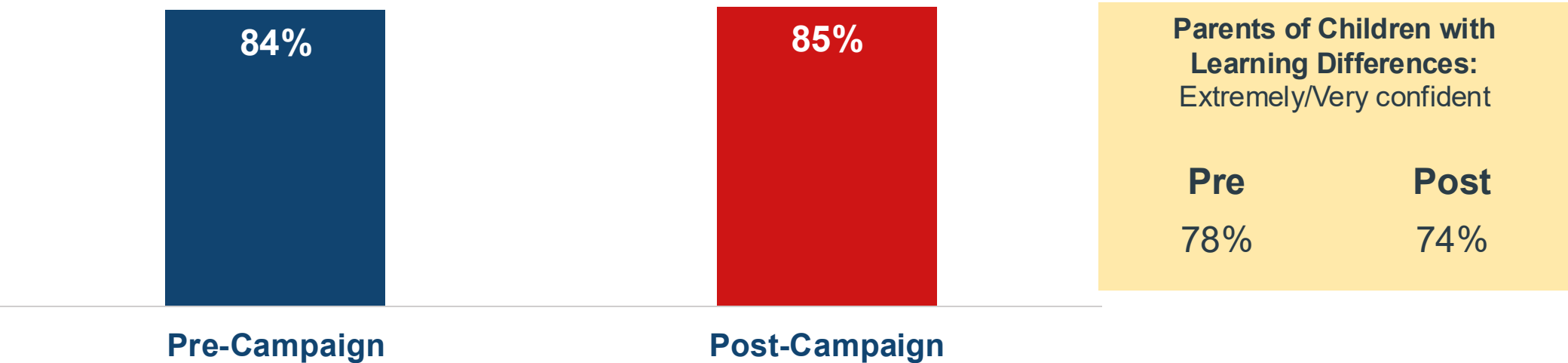
57%	49%	31%	21%	3%	8%	3%	2%
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# Learning Heroes KPIs

# Confidence remained high overall, but parents of children with learning differences exhibited a “directional” decline

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

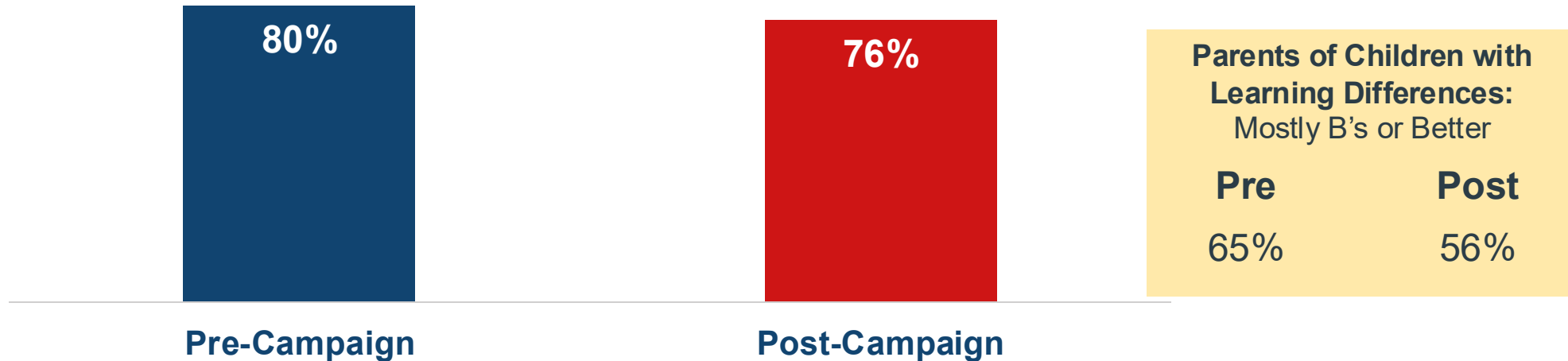
Extremely/Very confident



# Parents report similar report card grades to what we saw in the pre-Campaign survey

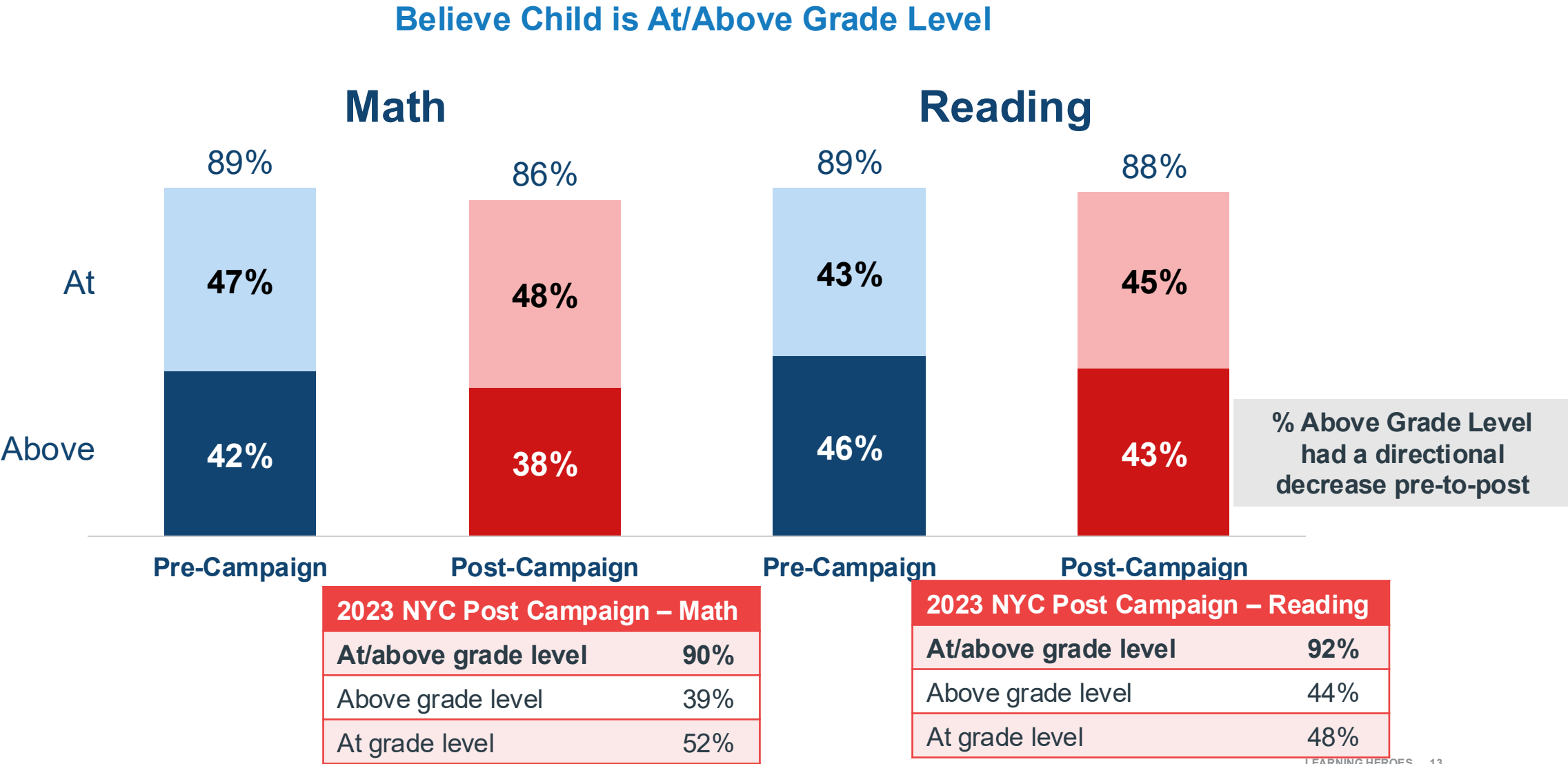
When you think about your child's report cards, does he/she typically get...

**Mostly B's or Better**

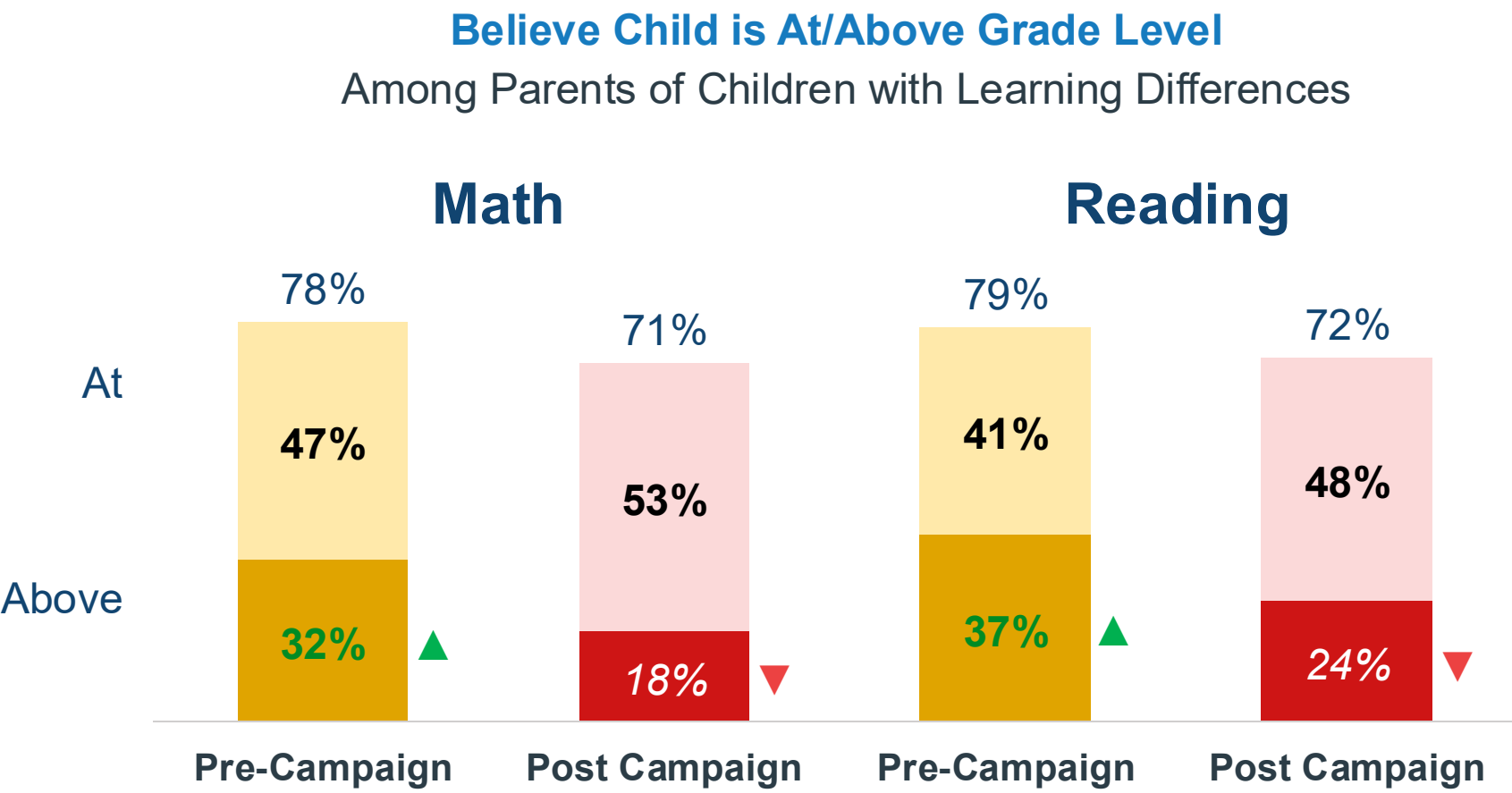




# Parent assessments of their child’s grade level performance have not changed significantly



# Parents of children with learning differences saw significant drops in their belief that their child is above grade level



**NOTE:** Ad recall was the same for parents of children with and without learning differences.



## Contact

**Bibb Hubbard**

Founder & CEO, Learning Heroes

[bhubbard@learningheroes.org](mailto:bhubbard@learningheroes.org)

**Adam Burns**

COO, Edge Research

[burns@edgeresearch.com](mailto:burns@edgeresearch.com)



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