

**LEARNING
HEROES**

Go Beyond Grades | Parent Perceptions in Tarrant County

APRIL 2024



2024 Survey Methodology



- Edge Research conducted a custom, online survey among parents of students in public schools in Tarrant County (n=150).
- Quotas and weighting were employed to ensure a representative sample of Tarrant County public school parents by gender and race/ethnicity. Quotas and weighting were based on American Community Survey (ACS) data for Tarrant County public school parents.

Note: The overall sample size of the survey limits subgroup analyses; however, data were reviewed to note any directional differences or consistencies across geography. This report also contains references to national data from earlier this year via online omnibus conducted by Big Village. This survey was fielded in March 2023.



Fielded Feb 21 - Mar 5, 2024

Sample Distribution on Key Demographics:

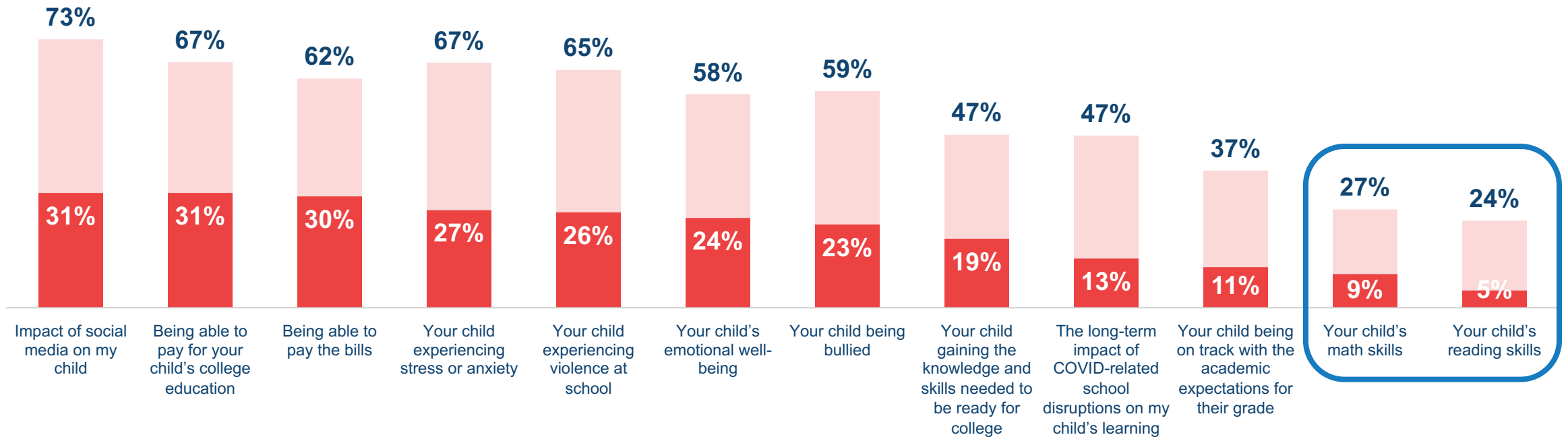
Geography	
Fort Worth	54%
Tarrant County	46%
Gender	
Women	55%
Men	45%
Race/Ethnicity	
Black	17%
White	48%
Hispanic	34%
Income	
Under 50k	40%
50-under \$100k	37%
\$100k+	23%

Finances and their child's well-being represent top-tier Tarrant County parent worries, above academic concerns

As a parent, to what extent do you worry about each of the following?

Worries

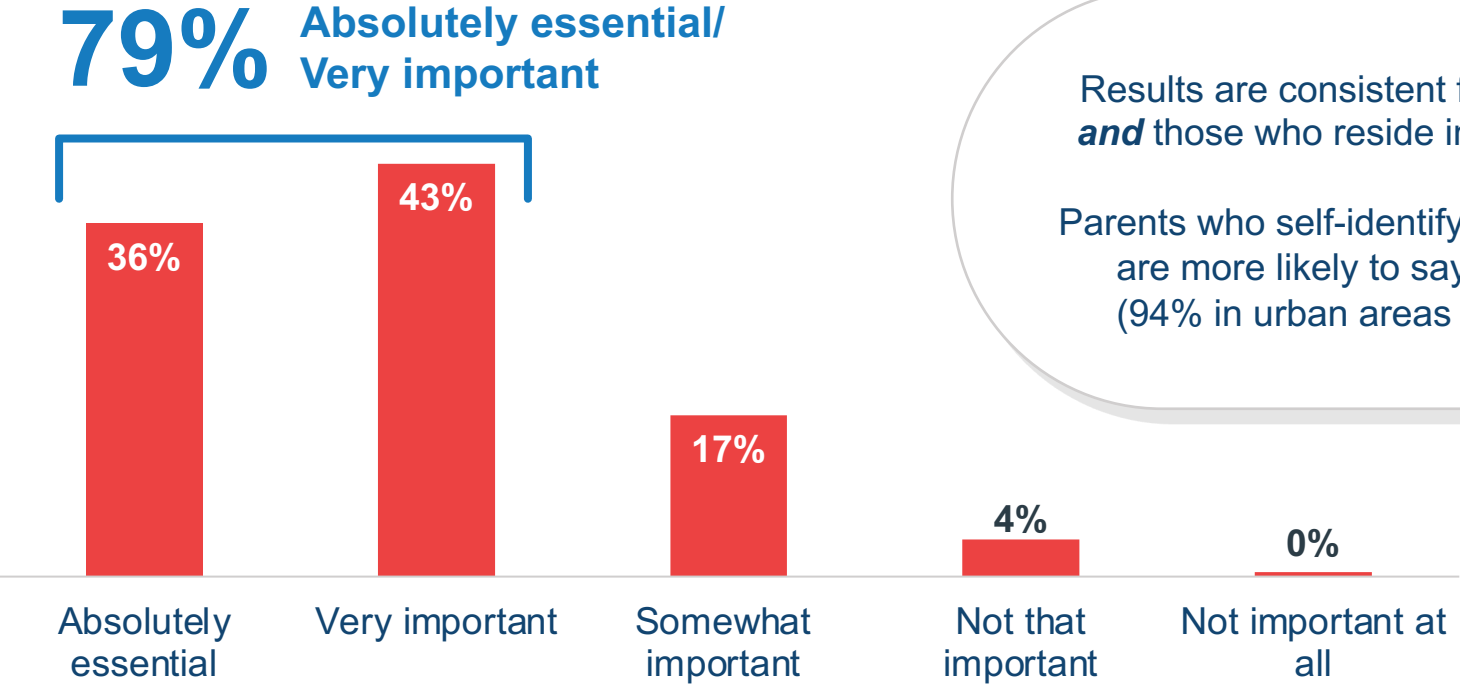
Extremely/Somewhat worried Extremely worried



Ranked by % Extremely worried

8-in-10 Tarrant County parents believe it is important for their child get a college degree

How important is it to you personally that your child goes to college and receives a two-year or four-year college degree?



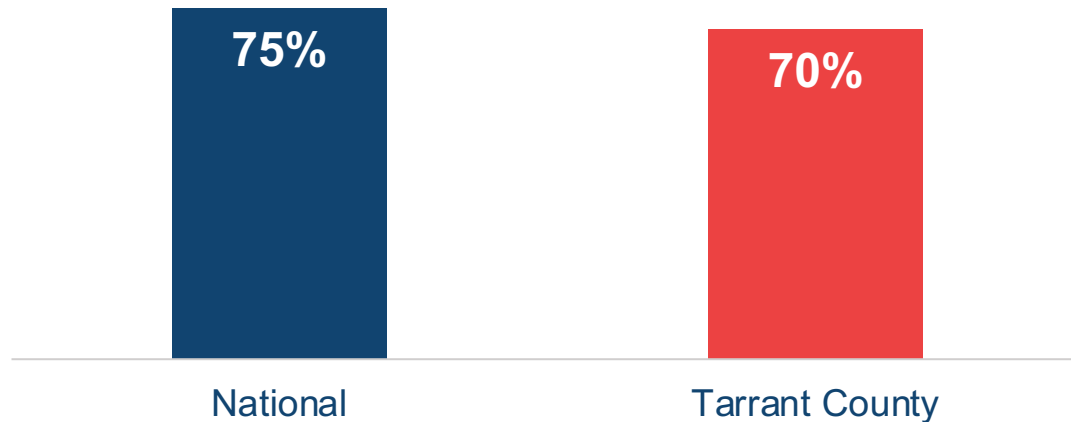
Results are consistent for parents in Ft. Worth **and** those who reside in the rest of the county.

Parents who self-identify as living in urban areas are more likely to say college is important (94% in urban areas vs. 74% in suburbs).

Parents in Tarrant County 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



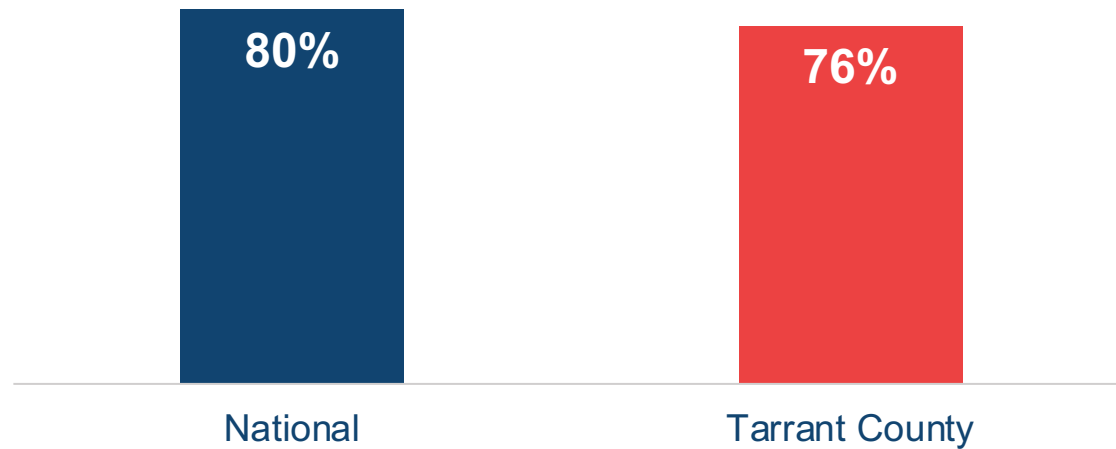
Results are consistent for parents in Ft. Worth **and** those who reside in the rest of the county.

Parents who self-identify as living in urban areas are more likely to feel confident (77% in urban areas, 66% in suburban areas)

As parents nationwide, they feel 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

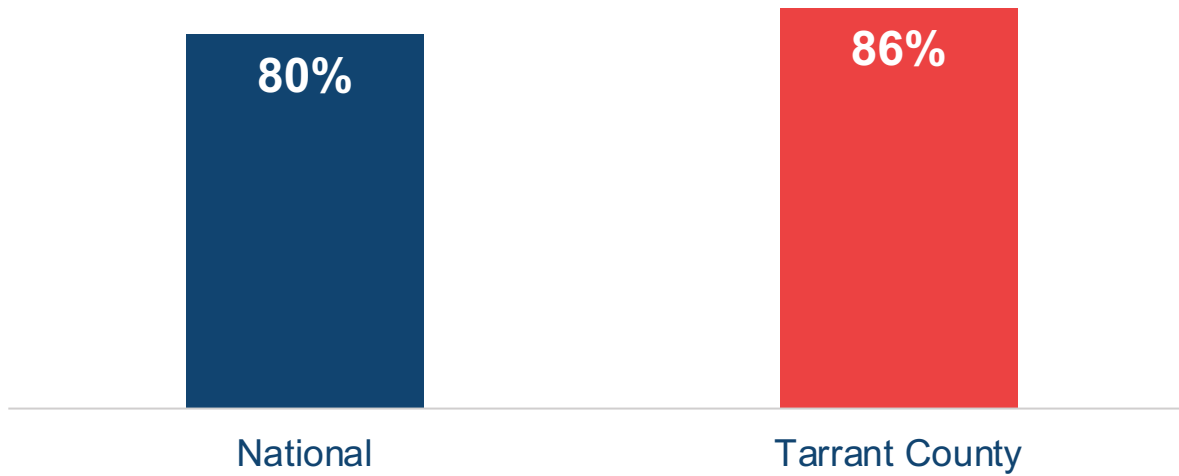


Results are consistent for parents in Ft. Worth *and* those who reside outside of the city.

Most Tarrant County parents report that their child receives mostly B's or above on their report cards

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

Mostly B's or Better

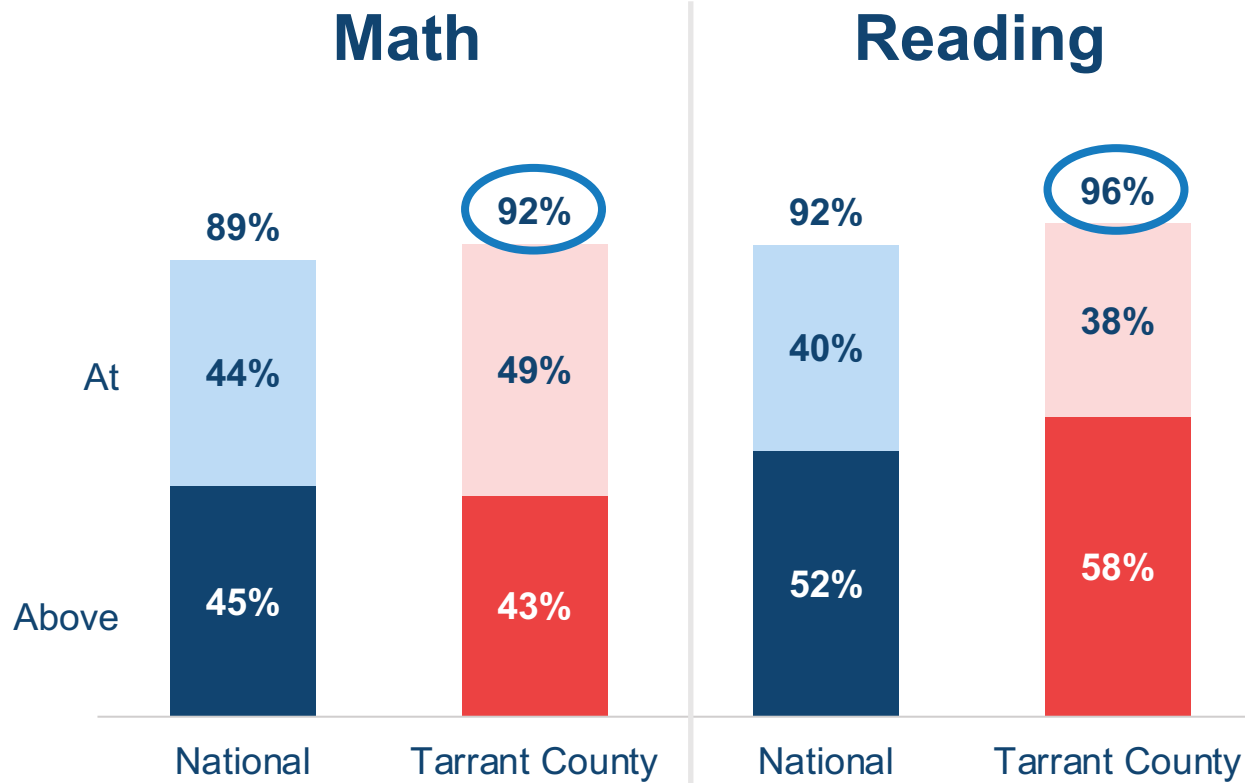


Results are consistent for parents in Ft. Worth *and* those who reside outside of the city.

National data from study fielded in March 2023

More than 9-in-10 Tarrant County parents believe their child is at or above grade level in math and/or reading

Believe Child is At/Above Grade Level




At least 9-in-10 parents in both Ft. Worth **and** those outside of the city report their child is at or above grade level in math and reading.

These data are also consistent across self-identifying urban and suburban parents.


Mocked-up ad images shown to respondents

89% of Tarrant County parents think their kids read at grade level.
(**52%** of kids actually do.)




Find summer programs at GoBeyondGrades.org/TARRANT

89% of Tarrant County parents think their kids do math at grade level.
(**43%** of kids actually do.)




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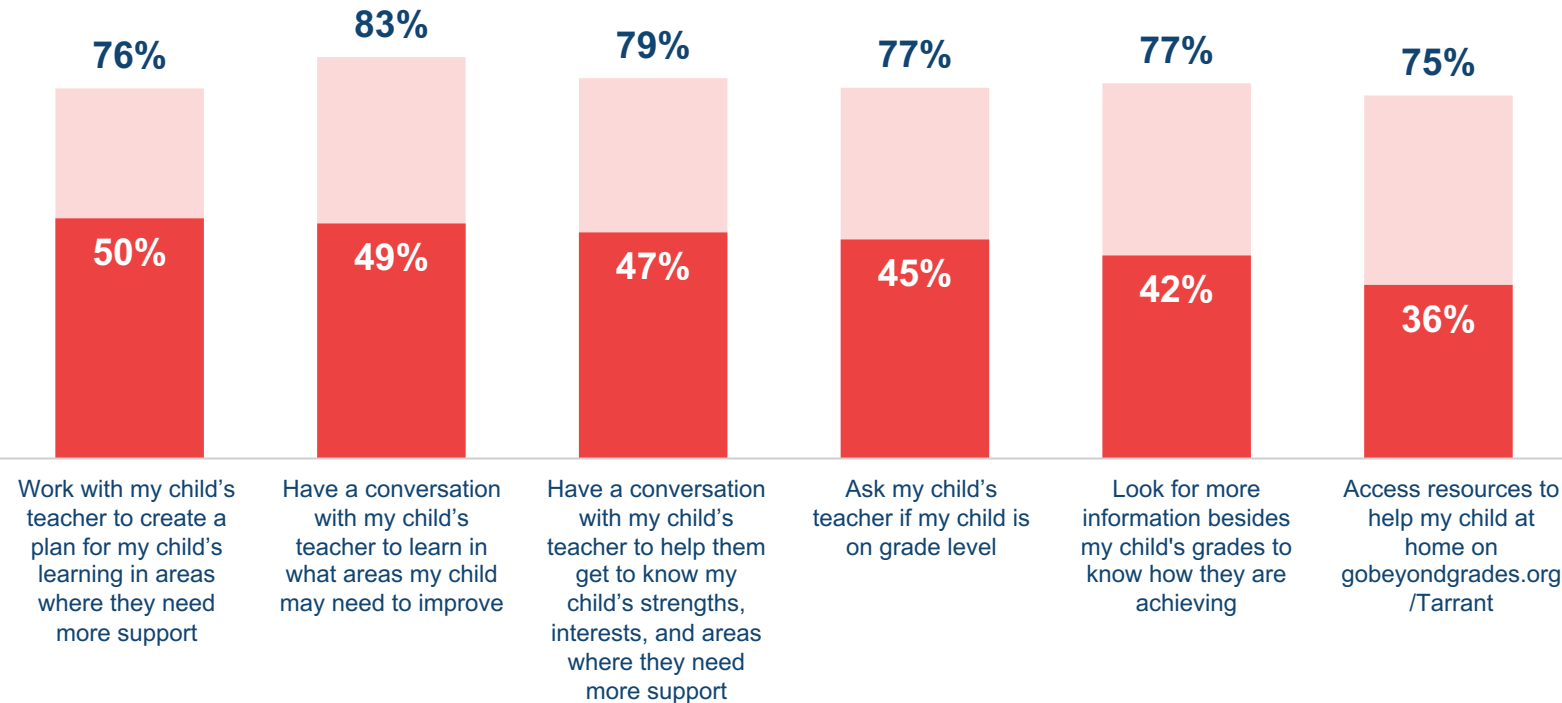
Percentages in images will be updated with Tarrant County data before campaign launch

After seeing the mocked-up ad, half of parents indicated they are **VERY LIKELY** to work with their child's teacher

After seeing this ad, please indicate how likely you are to do each of the following.

Actions

Very/Somewhat likely Very likely



Suburban parents are less likely to take each action **but at least two-thirds of suburban parents say they are likely to do each.**

Ranked by % Very Likely

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