Parents Value, Trust, and Rely on Education Data

National poll shines a light on how parents think about and use education data.

**Parents* Value Education Data to Support Their Child’s Learning**

- Need data to understand their child’s progress so they can help them do their best.
- Want their child’s teacher to use data related to their child’s progress in school to help personalize his or her learning experience.
- Support teachers’ use of data to make sure that their students are getting all the support and enrichment they need, up from 90% in 2015.

*Throughout this infographic “parents” refers to those who have children age 5-17 who are currently in school.

**Parents Trust Educators to Use Their Child’s Data Appropriately**

88%

Trust that their child’s school is keeping their child’s data private and secure, increasing from 81% in 2015.

**Parents Rely on Public Data to Make Important Decisions**

- Would use data about the performance of the school, such as test scores and graduation rates, to make decisions related to their child’s education.
- Think that a school’s overall performance rating, like an A-F letter grade, helps them make decisions related to their child’s education.

Parents use a variety of public data to determine school quality.

**SOURCE:** Online survey conducted within the United States by Harris Poll on behalf of Data Quality Campaign, between April 7-20, 2017 among 1,212 parents of child(ren) ages 5-17, among which 1,135 are parents with child(ren) ages 5-17 who attend school. The 2015 survey referenced was conducted from November 6-16, 2015 among 1,093 parents of child(ren) ages 5-17. For more information, please contact: info@dataqualitycampaign.org.