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. 93%
- Want their child’s teacher to use data related to their child’s progress in school to help personalize his or her learning experience. 94%
- 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. 95%

Parents Trust Educators to Use Their Child’s Data Appropriately

- 87% 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. 88%
- Think that a school’s overall performance rating, like an A-F letter grade, helps them make decisions related to their child’s education. 90%

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

**Source:** Online survey conducted within the United States by The Harris Poll on behalf of Data Quality Campaign: May 17-21, 2018, among 914 parents of children ages 5-17, 842 of whom had children attending school. The 2015 survey referenced was conducted from November 6-16, 2015 among 1,093 parents of children ages 5-17, 1,032 of whom had children attending school. For more information, please contact info@dataqualitycampaign.org.