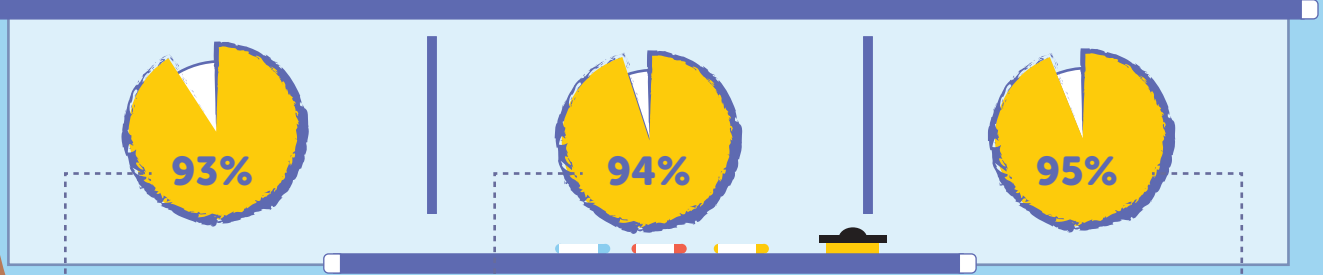


Parents Value, Trust, and Rely on Education Data



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.

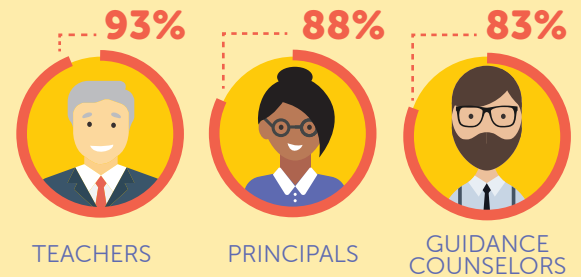
Parents Trust Educators to Use Their Child's Data Appropriately



87%

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

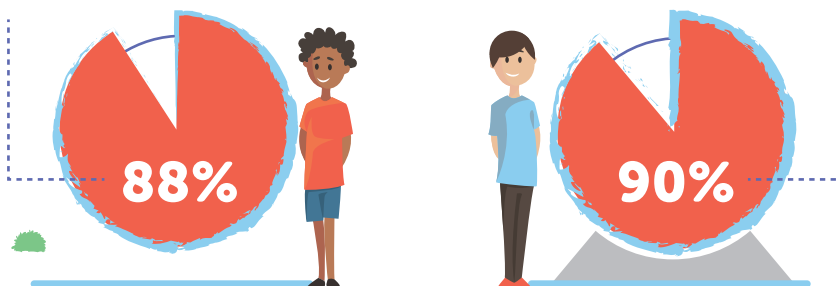
Parents trust those closest to their children to use their academic information to appropriately support their children.



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.

Teacher/Principal Qualifications



School Safety



Availability of Options/Services



Preparing Students For Future



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.