

All eyes on EDUCATION

If things feel different, that's because they are different. When it comes to K-12 education, the events of the past few years fundamentally changed the way families think about education. To understand these dynamics in greater detail, the team at Pearson surveyed parents and teens across the country. Here's what we heard.



Teens

Parents

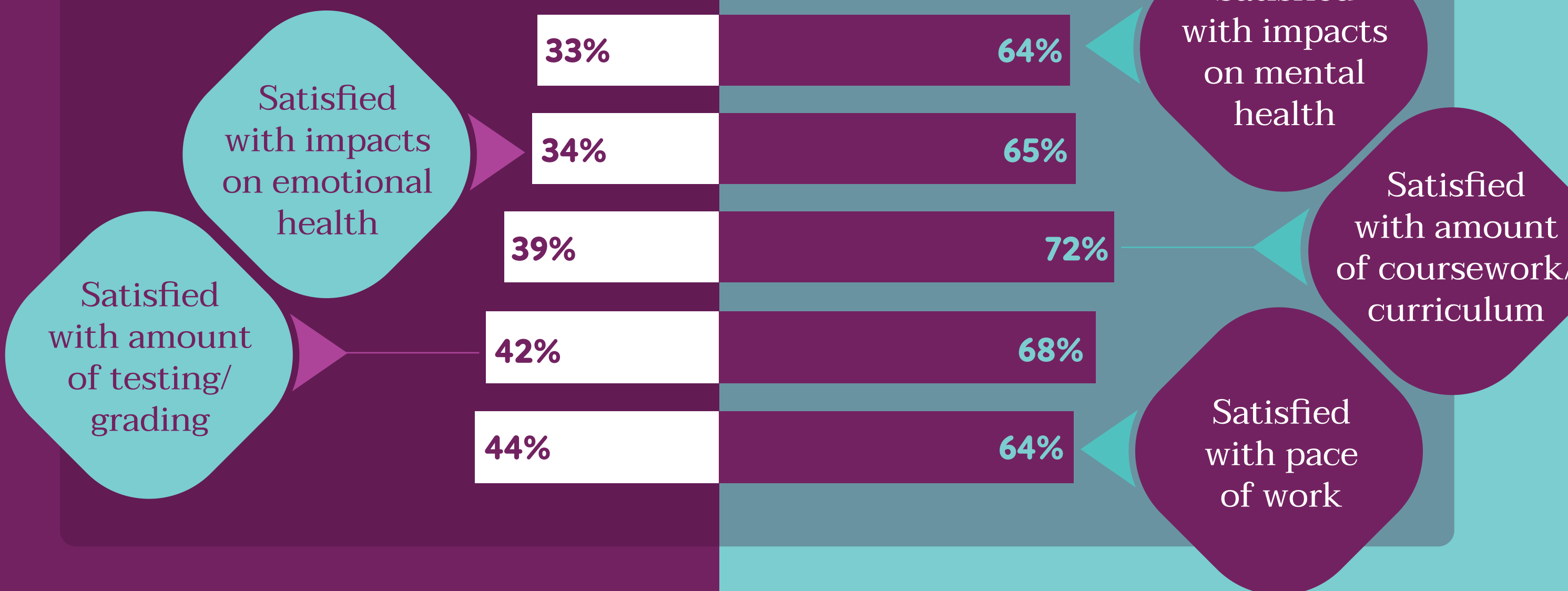
PARENTS ARE MORE SATISFIED THAN TEENS

Most teens and parents are generally satisfied with their current school. However, about 1/3 of teens are not.



A MENTAL TOLL UNRECOGNIZED

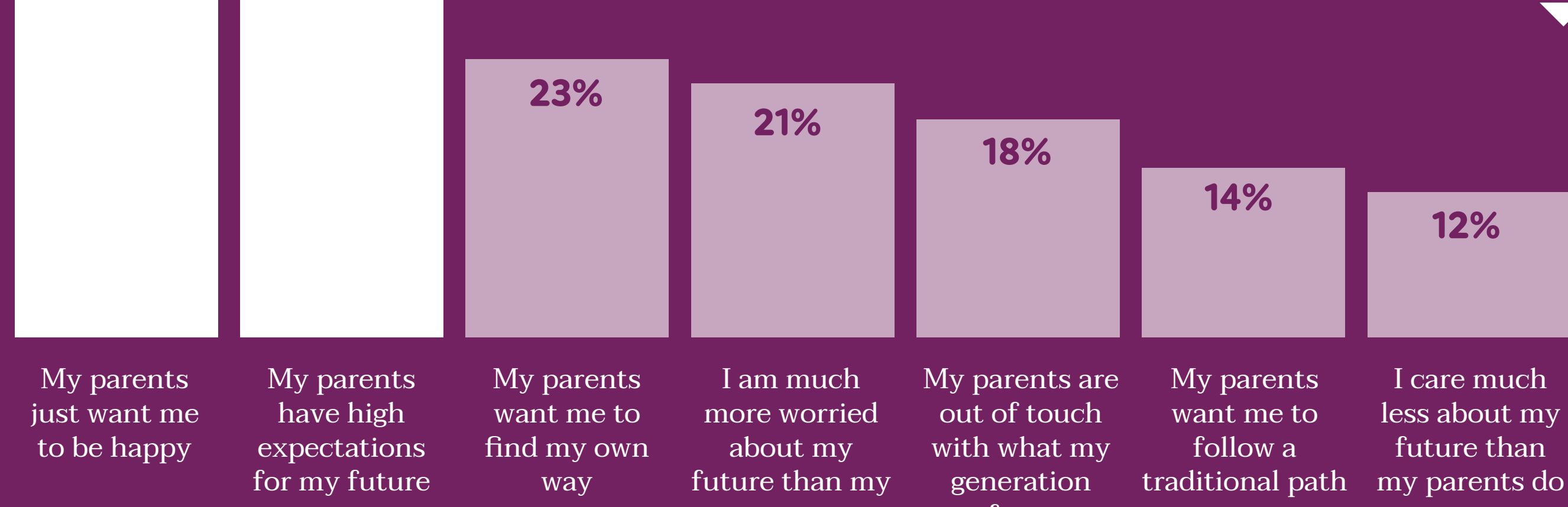
Parents are greatly underestimating the negative impact school is having on their children's mental and emotional health, which teens say is suffering significantly.



CURRENT MINDSET

THE PUSH/PULL OF HAPPINESS AND SUCCESS

Teens' Views on Future and Education



A STRUGGLE TO STAY FOCUSED AND MOTIVATED

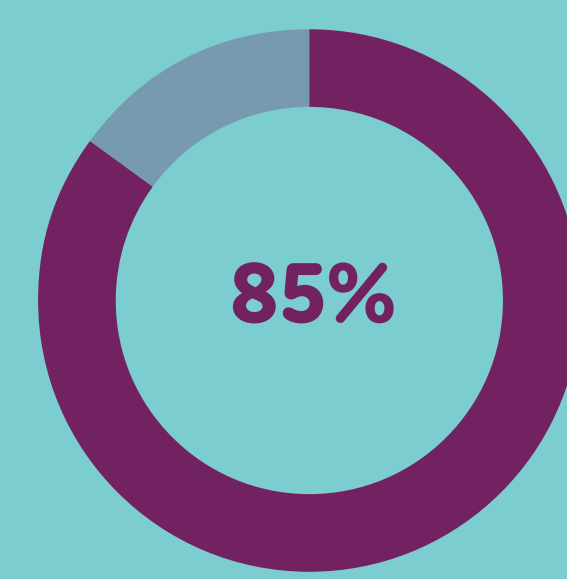


FUTURE ASPIRATIONS



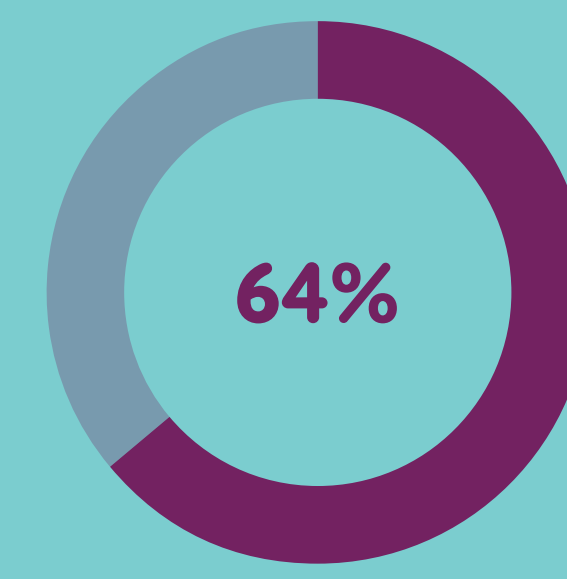
AWARENESS OF A CHANGING AND DIFFICULT LANDSCAPE

My child's generation faces more serious problems in school than I did



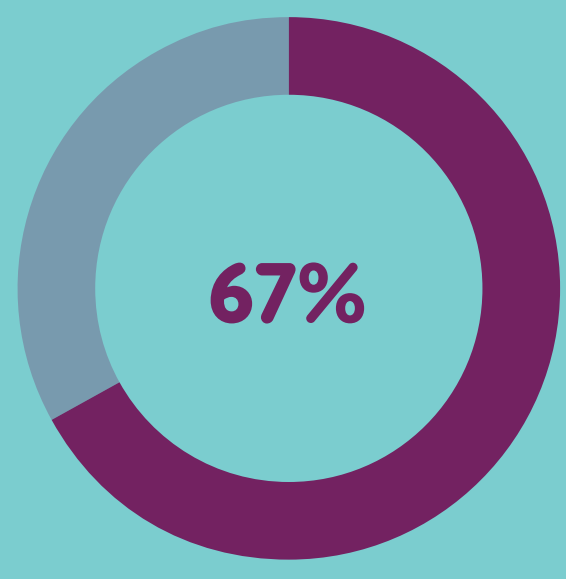
ACKNOWLEDGING THE EFFECTS OF COVID ON EDUCATION

My child has suffered learning loss during the pandemic



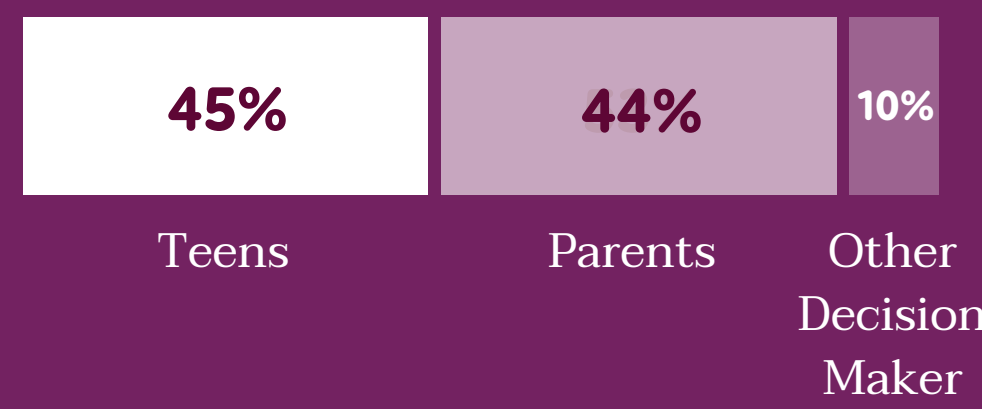
CONCERNS ABOUT THEIR LOCAL SCHOOLS

I am concerned with the direction schools are going in my area

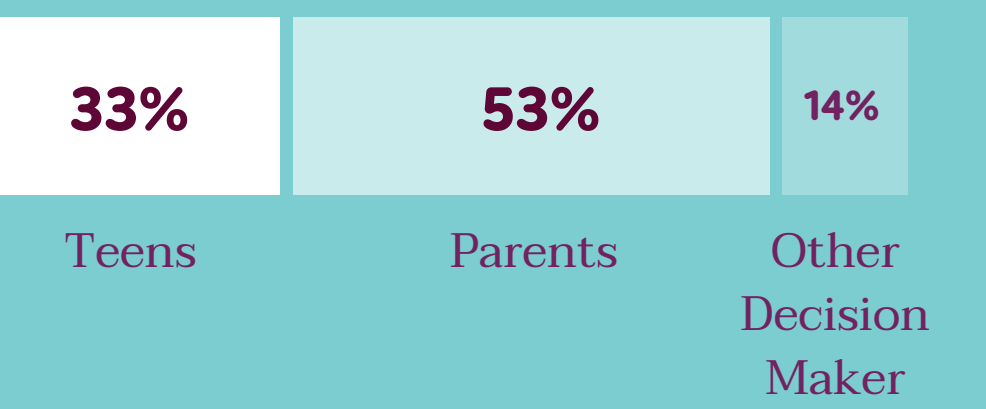


IN THIS TOGETHER

Teens may perceive themselves as having slightly more sway than their parents think they do when it comes to education, but both groups recognize that teens have a voice that is heard. Parents and teens alike look to one another first and foremost when approaching the topic of switching schools.

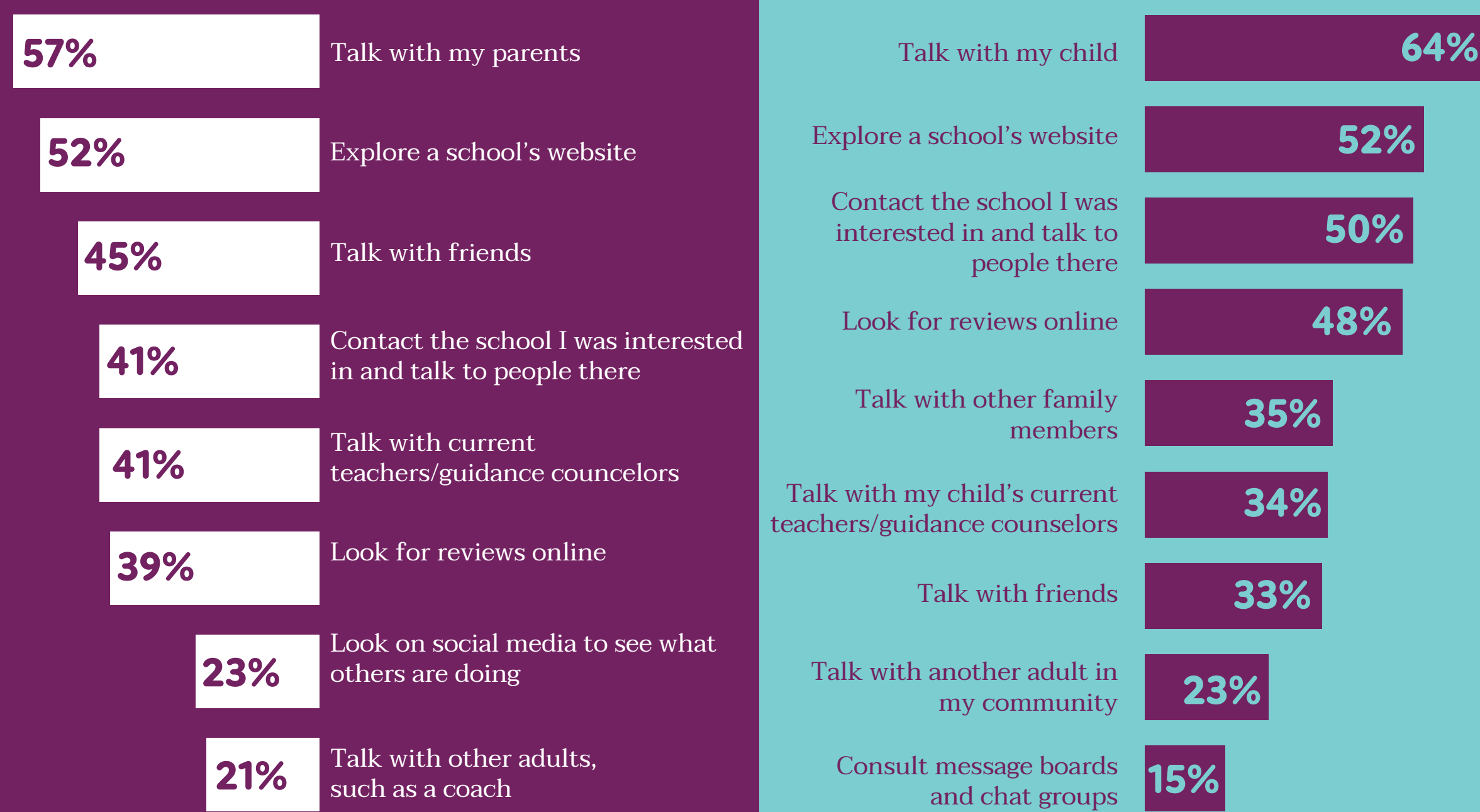


INFLUENCE OVER SCHOOL DECISION

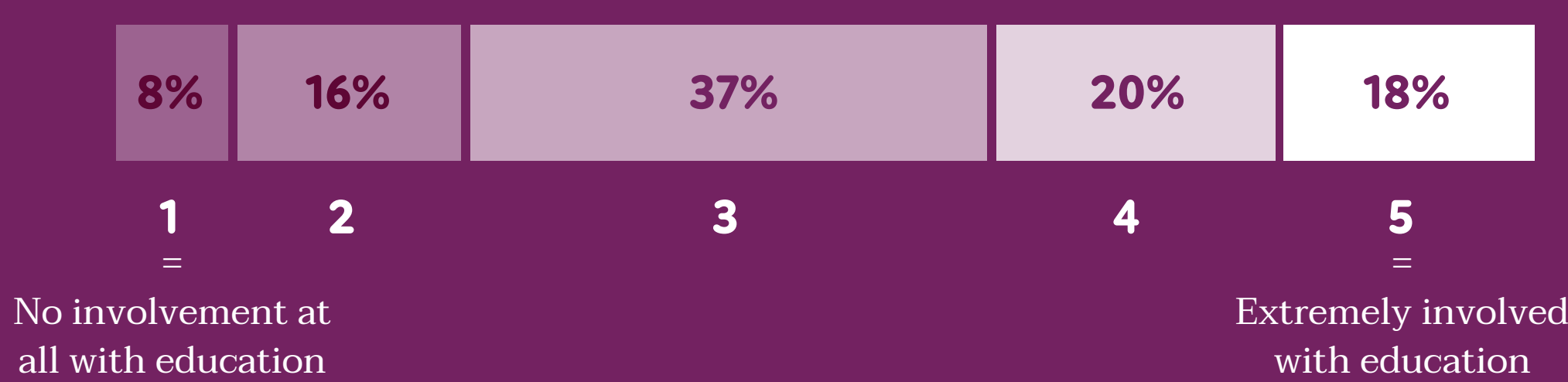


METHODS OF RESEARCH

How Families Research School Choices



TEEN PREFERENCE FOR LEVEL OF INVOLVEMENT

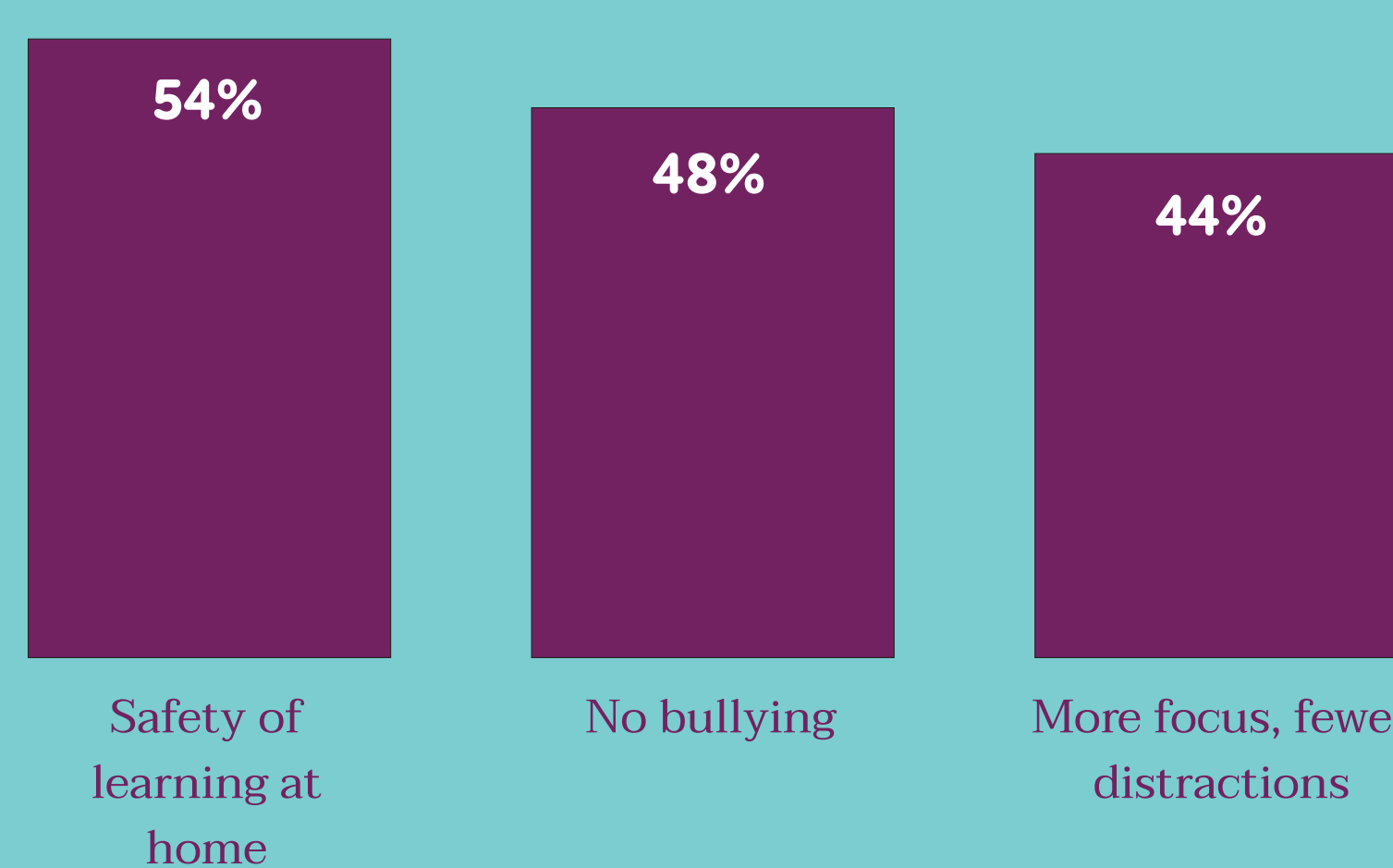


ONLINE APPEAL

THE FLEXIBILITY OF ONLINE SCHOOL HAS STRONG APPEAL FOR TEENS



THE ATMOSPHERE OF ONLINE SCHOOL IS WHAT APPEALS MOST TO PARENTS



ABOUT THIS STUDY

In May 2022, Pearson commissioned two quantitative online surveys - one among 588 teens and another among 590 parents of teens - across the US to understand the collaboration and influence teens have on

education related decisions. The surveys focused on current schooling experience, level of openness toward online schooling and the appeals of it, current challenges, as well as what information teens look for and where they put their trust.

ABOUT PEARSON

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