

Making the Grade: A Snapshot into Parents' Mindset This Back to School Season



Parents and their kids want to start smart for the back to school year. In a nationwide survey, KinderCare — the nation's leading early childhood education and care provider — tapped into 500 parents with kid(s) ages 2-10 to find out their mindset during the back to school season. Three areas of focus were top of mind: Education, Back to School Trends and Nutrition.



Education

When selecting a school,

76%

of parents are most concerned that their

school of choice employs quality and passionate teachers

44%

of parents want a school that features a holistic approach to learning with a balance of social, emotional, physical and academic development

While at school

2 out of 5

parents want their child to build academics

80%

of parents want to know that their child is excited to take part in activities while at school

Trends

Parents **most look forward** to and are **most concerned** with getting back on a school schedule.

3 out of 5

Nearly parents look forward to getting back on a school schedule

Only **19%**

enjoy shopping for school supplies and clothes

Parents want to make sure kids have fun at school.

Nearly **50%**

of parents want to know that their child is laughing and giggling during the school day



Nutrition

1/3

of parents are unsure of how to prepare a healthy and well-balanced meal for their child

2 out of 5

say it's challenging to prepare meals because their child goes through phases of what they like to eat

37%

have a hard time thinking of creative and nutritious foods to prepare for mealtime

1 out of 5

Nearly face the challenge that their child won't eat the meal they prepare

