



Strategies for Children, Inc./

Early Education for All

Prepared by
Opinion Dynamics Corporation

May 2006

About the Survey

Sample: 585 primary caregivers of children under age 7 living in Massachusetts

Methodology: Telephone interviews (average duration = 16 minutes)

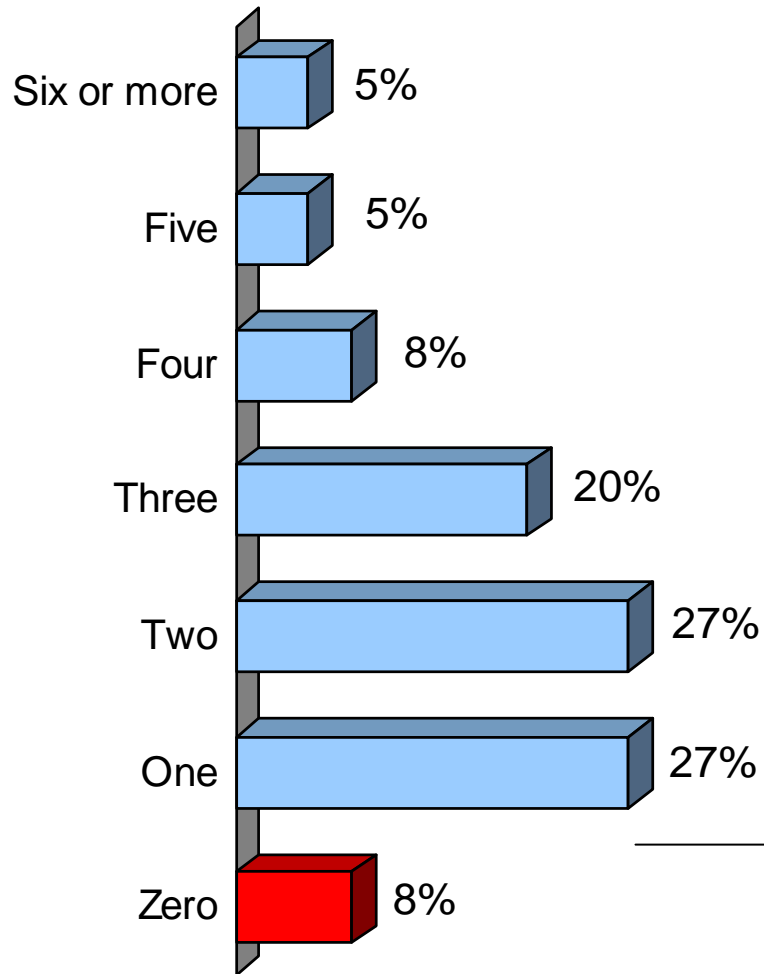
Interview dates: April 13 - May 10, 2006

Profile of Respondents

Age			Household income	
18-24	5%		Less than \$25,000	14%
25-29	13		\$25-59,999	14
30-34	21		\$60-74,999	12
35-44	52		\$75-99,999	16
45+	7		\$100,000 or more	19
Marital Status			Not sure/Refused	24
Married	76%		Relationship w/child	
Not married	23		Mother/Stepmother	71%
Ethnicity			Father/Stepfather	26
White (non-Latino)	75%		Grandparent	3
Latino	10		Number of children under 7	
Black	7		One	54%
Other/Refused	8		Two	37
			Three	7
			Four or more	2

9-in-10 Children Regularly Receive Early Education/Care from a Non-Parent

Number of regular arrangements-excluding parents



92% receive early education/
care from one or more
non-parent providers

Remainder *not sure or refused*

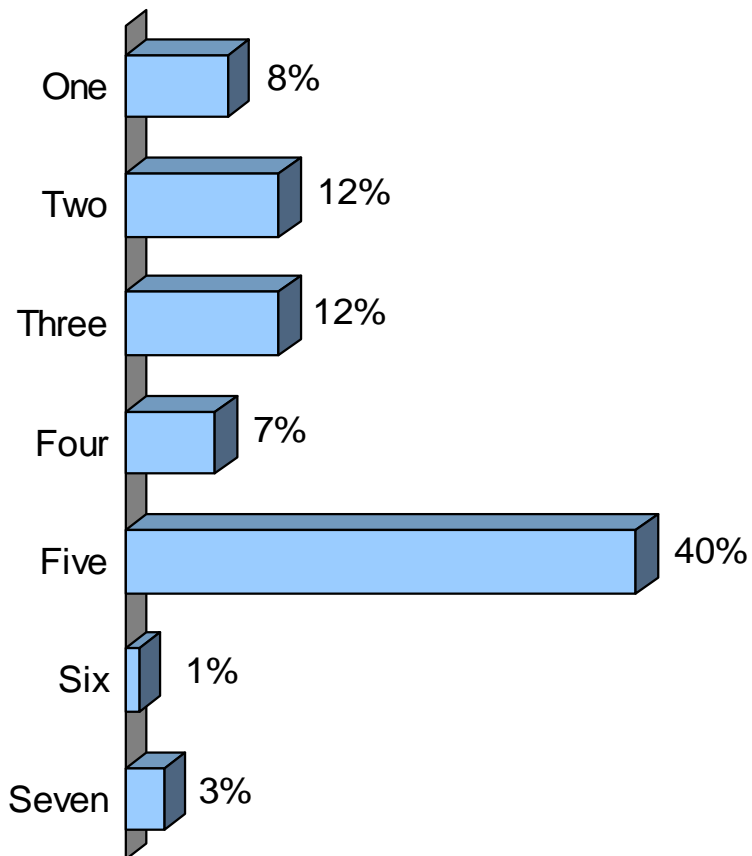
Children are with an Average of 2.30 Early Education/Care Providers (not including parents)

Number of regular arrangements-excluding parents

	Mean		Mean
All	2.30		
Child 2 years and under	2.15	White	2.30
3-4 years old	2.38	Latino	2.53
5-6 years old	2.52	Black	2.65
Working full-time	2.18	Under age 35	2.36
Part-time	2.36	Age 36 – 44	2.28
At home	2.34	45 or older	2.55
Household income under \$60,000	2.43	Married	2.27
Under \$25,000	2.78	Single	2.64
\$60,000 and over	2.27		

Children are with Early Education/Care Providers an Average of 3.90 Days per Week (not including parents)

Number of days per week children are with early education/care providers



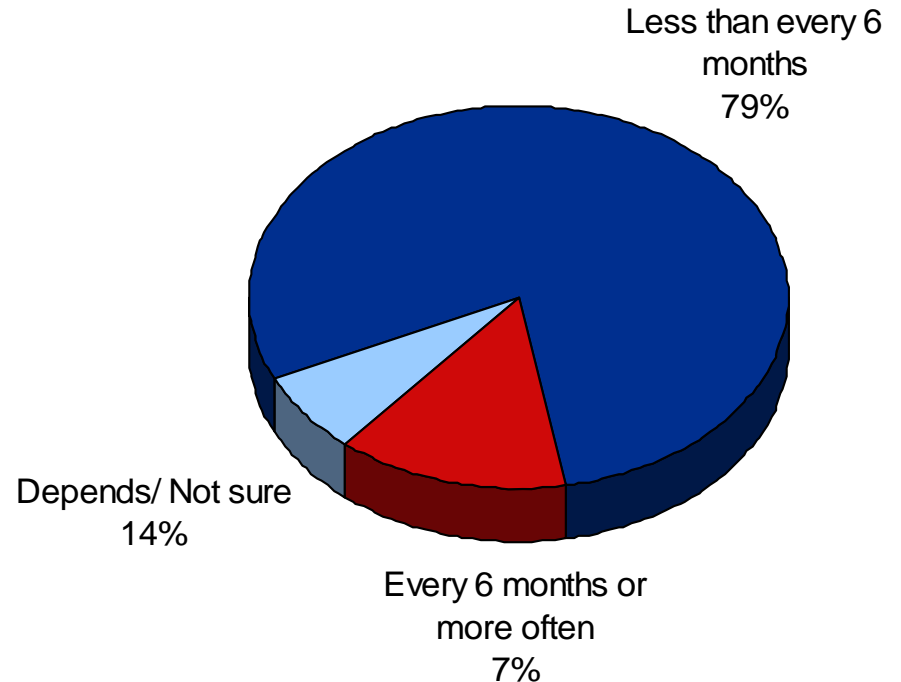
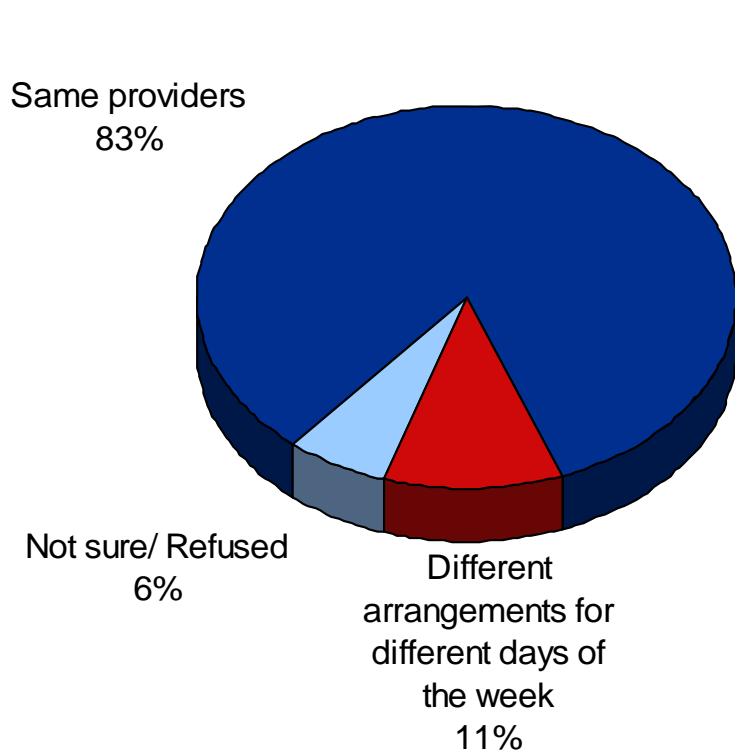
	Mean
All	3.90
Child 2 years and under	3.55
3-4 years old	4.01
5-6 years old	4.45
Working full-time	4.13
Part-time	3.73
At home	3.50
Household income under \$60,000	4.05
\$60,000 and over	3.86

Remainder *not sure or refused*

Most Parents Report Stable Early Education/ Care Arrangements

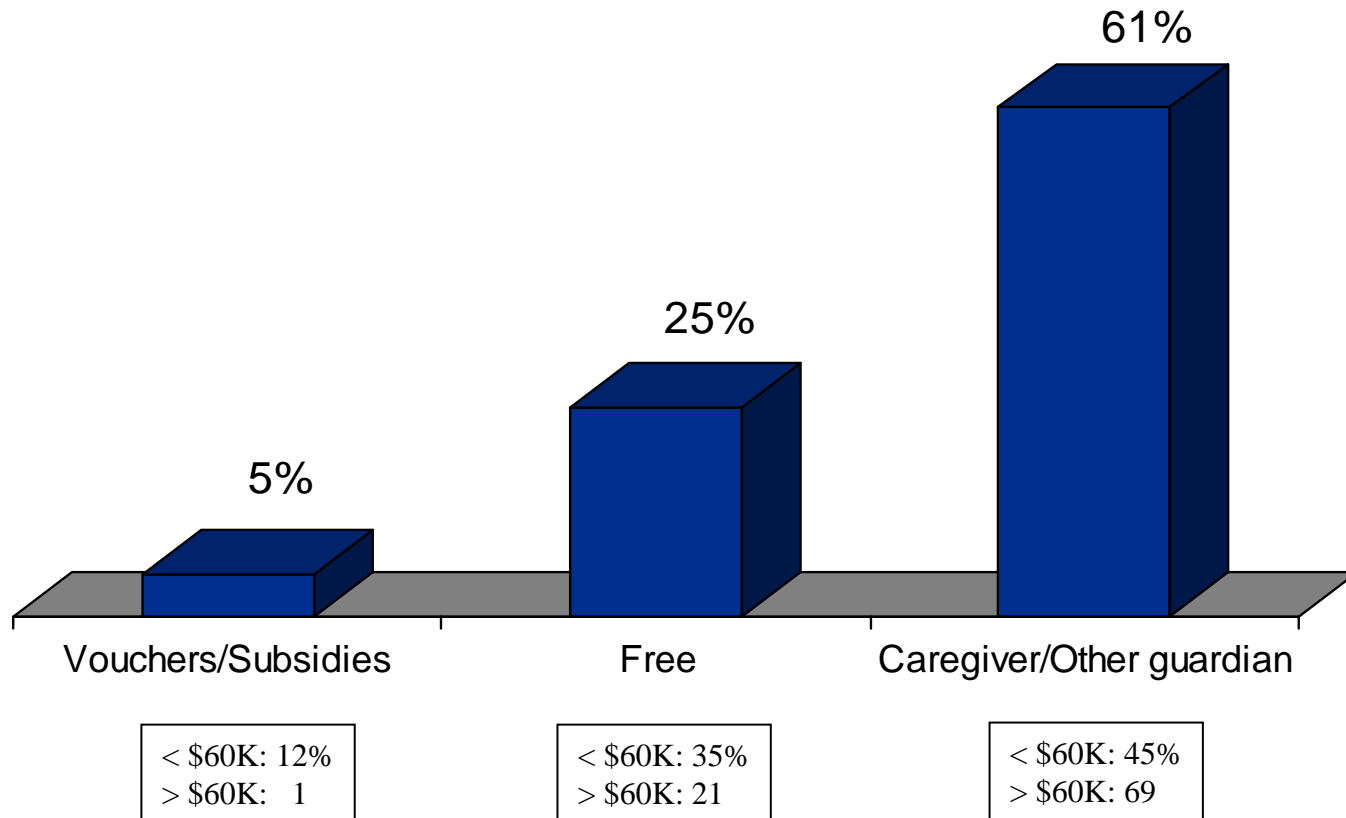
On the days that you use your early education and care provider(s), do you generally use the same providers every day, or do you have different arrangements for different days of the week?

During this school year, about how often have you changed or adjusted your early education and care arrangements?



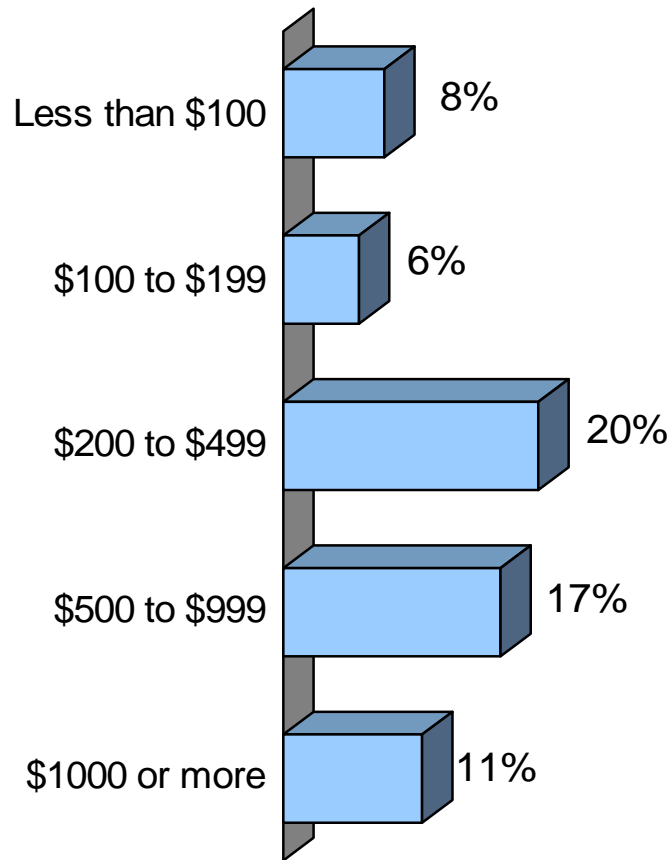
6-in-10 Parents Report Paying for Early Education/Care

Who pays for the early education and care your (child/children) receive(s)—do you or another guardian pay for all of the care, do you receive vouchers or subsidies for some or all of the care, or is the care provided free?



Among Those Who Pay, Average Monthly Early Education/Care Expense is \$574 per Child

Approximately how much money did you spend total on early education and care in the past month?

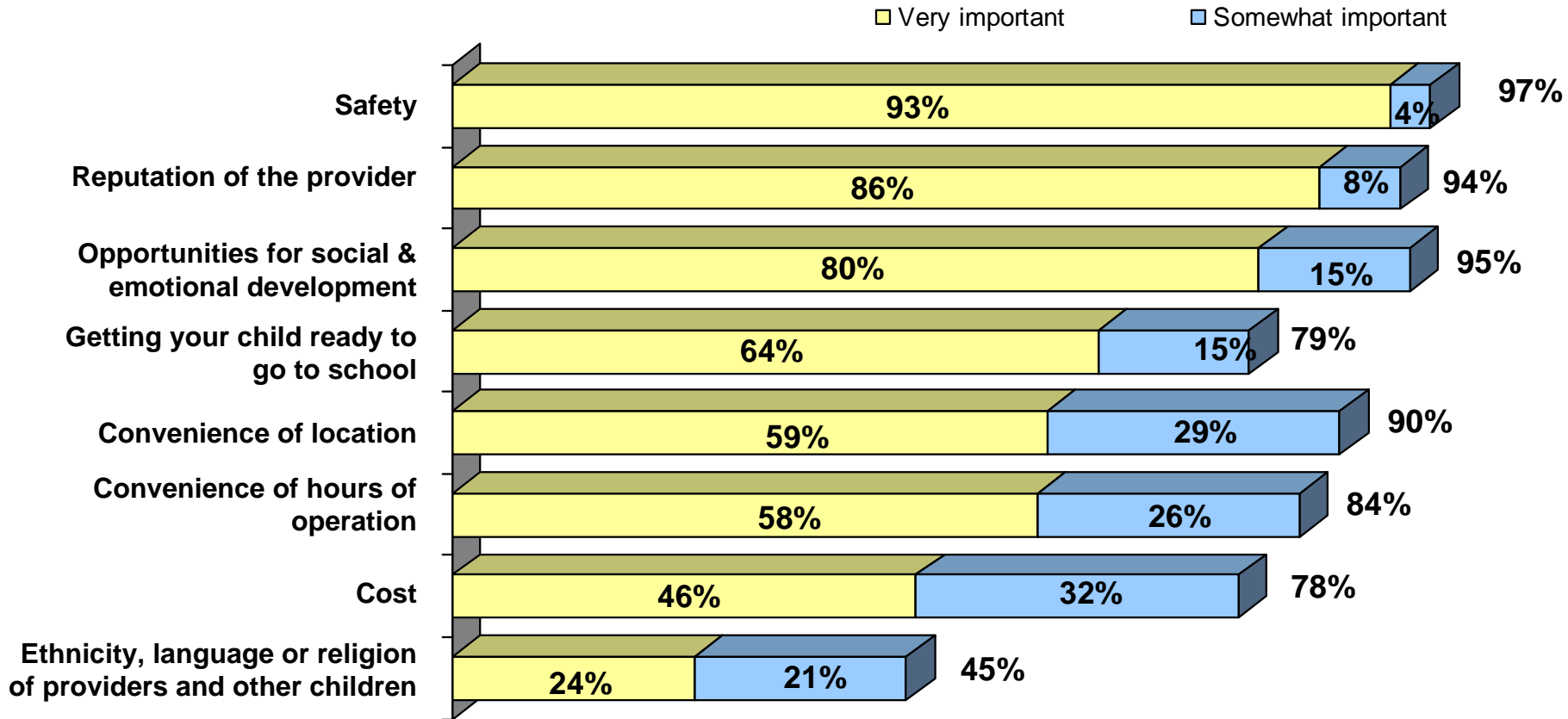


	Mean
All	\$574
Household income less than \$60,000	\$422
\$60,000 or more	\$614
Suburbs	\$702
North	\$555
Boston	\$553
West	\$482
South	\$437
White	\$549
Latino	\$548
Black	\$494

Remainder *not sure or refused*

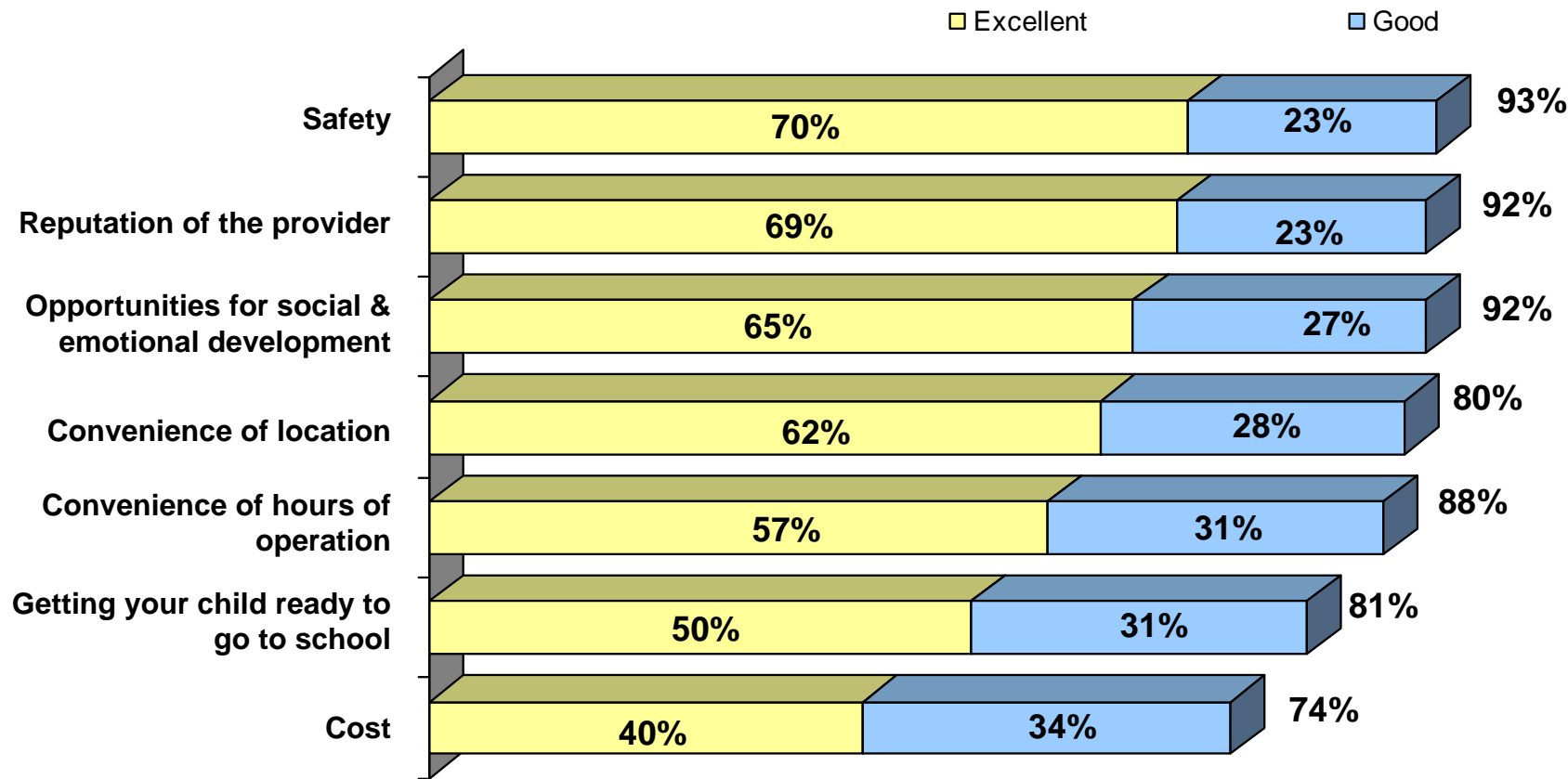
Quality Issues Are Most Important When Choosing Early Education/Care Arrangements

I'm going to mention some factors that families consider when choosing early education and care arrangements. Please tell me if each factor was very important, somewhat important, not very important, or not important at all in your decision to choose your early education and care arrangements for your (child/children).

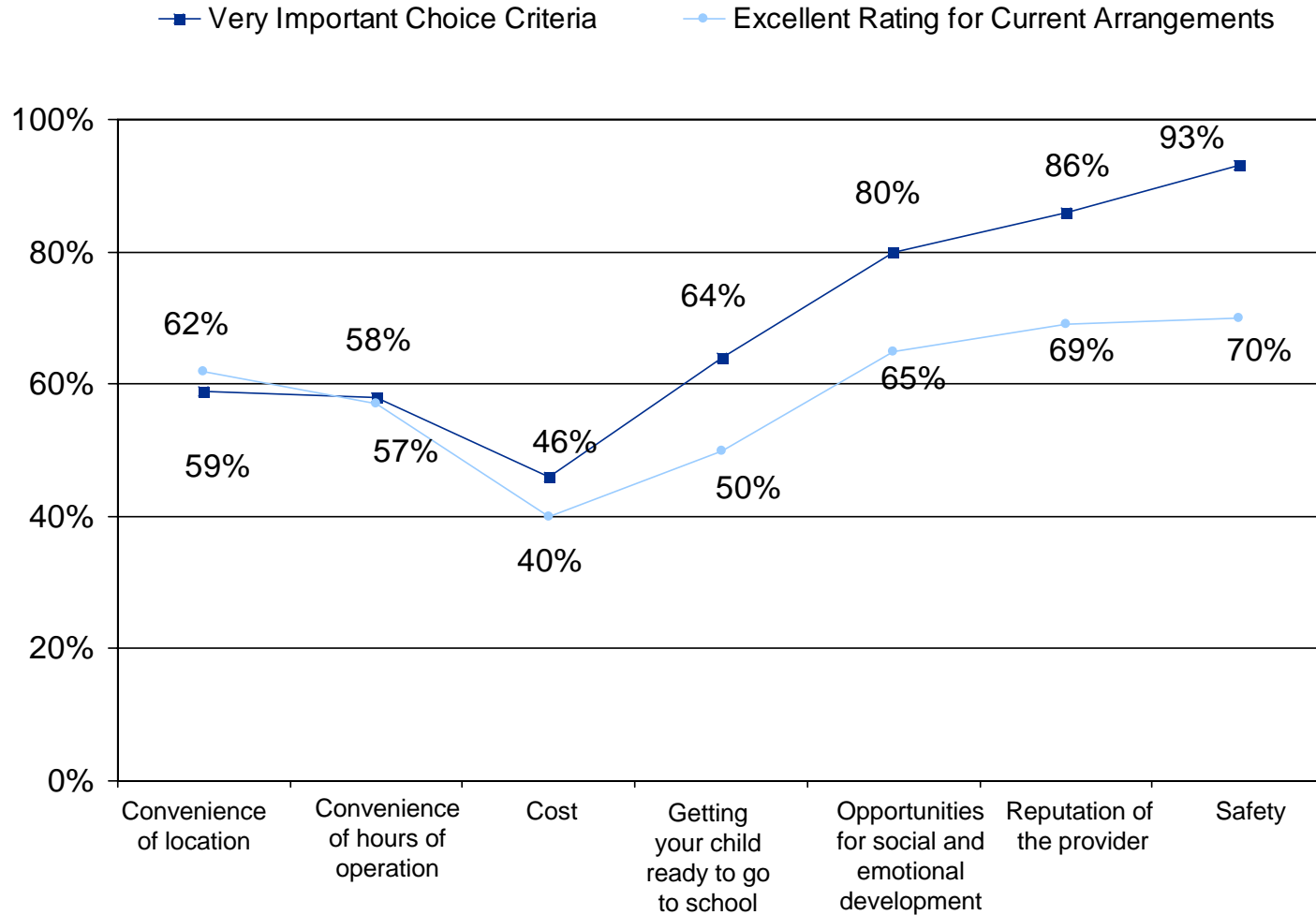


Parents Give Positive Ratings to Most Aspects of Early Education/Care Arrangements

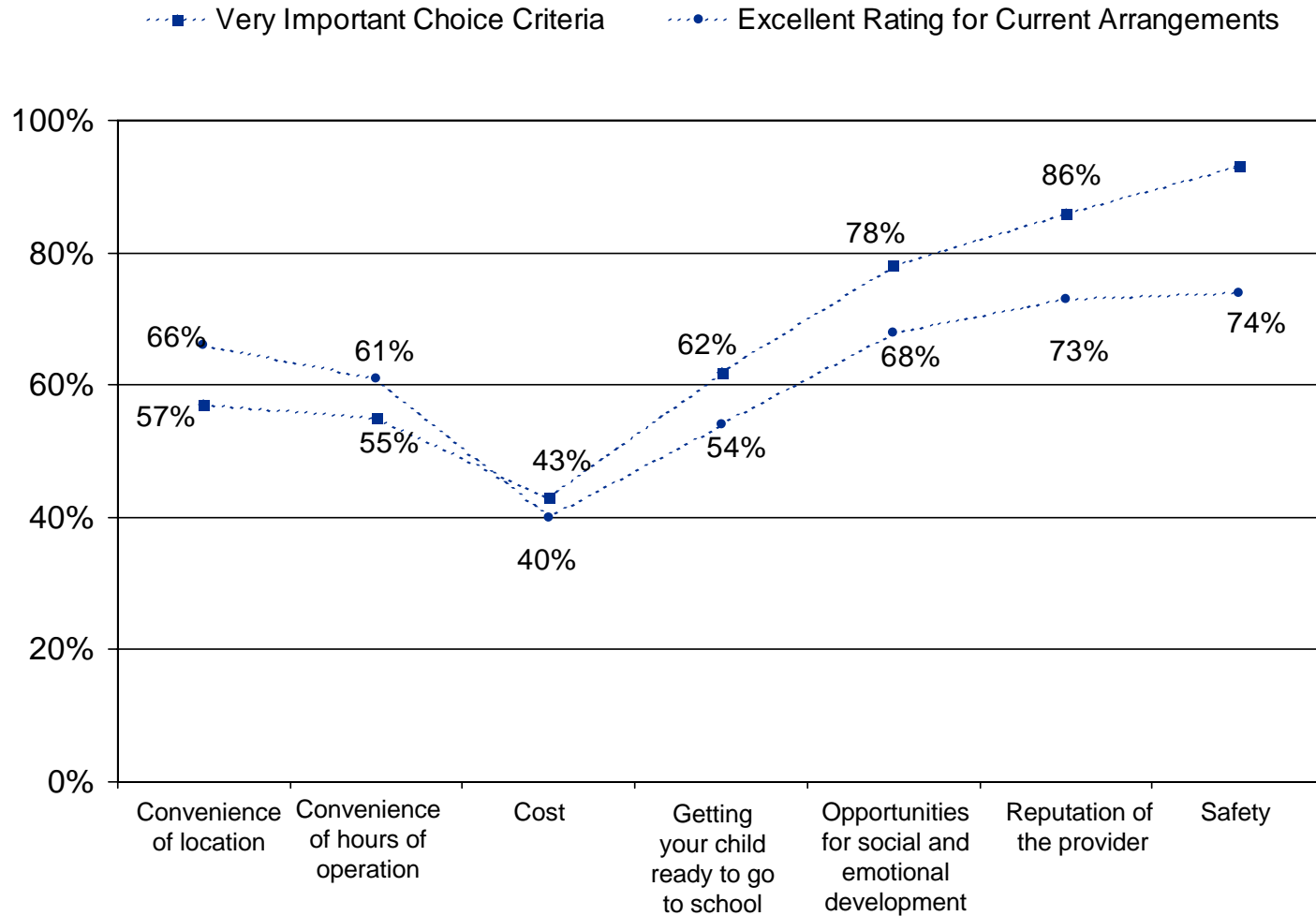
Now I'm going to go through the same list again and this time I'd like you to tell me how you would rate the early education and care arrangements you are using on each item. Please tell me if you think your current arrangements are excellent, good, only fair, or poor on each item.



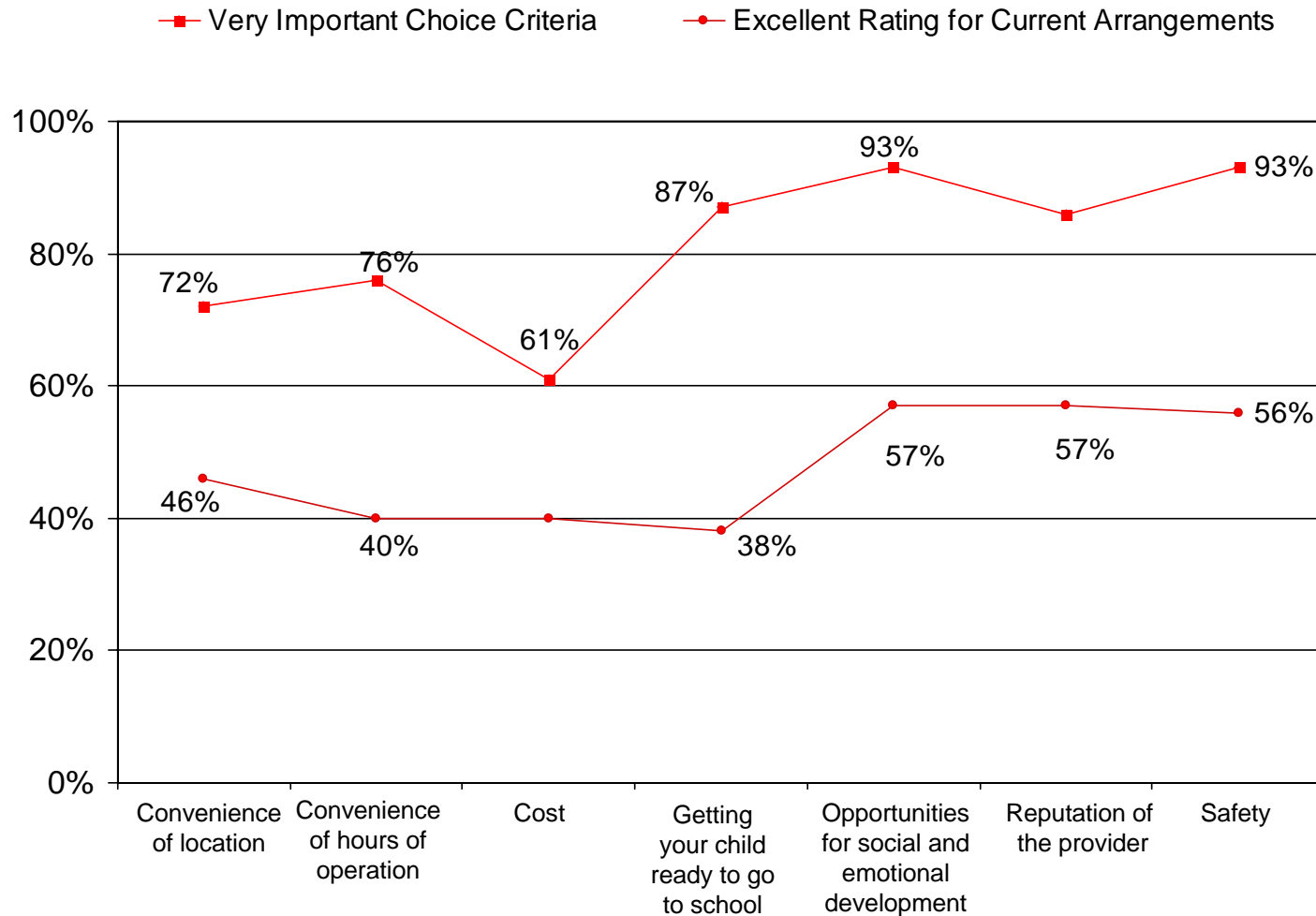
Gap Analysis



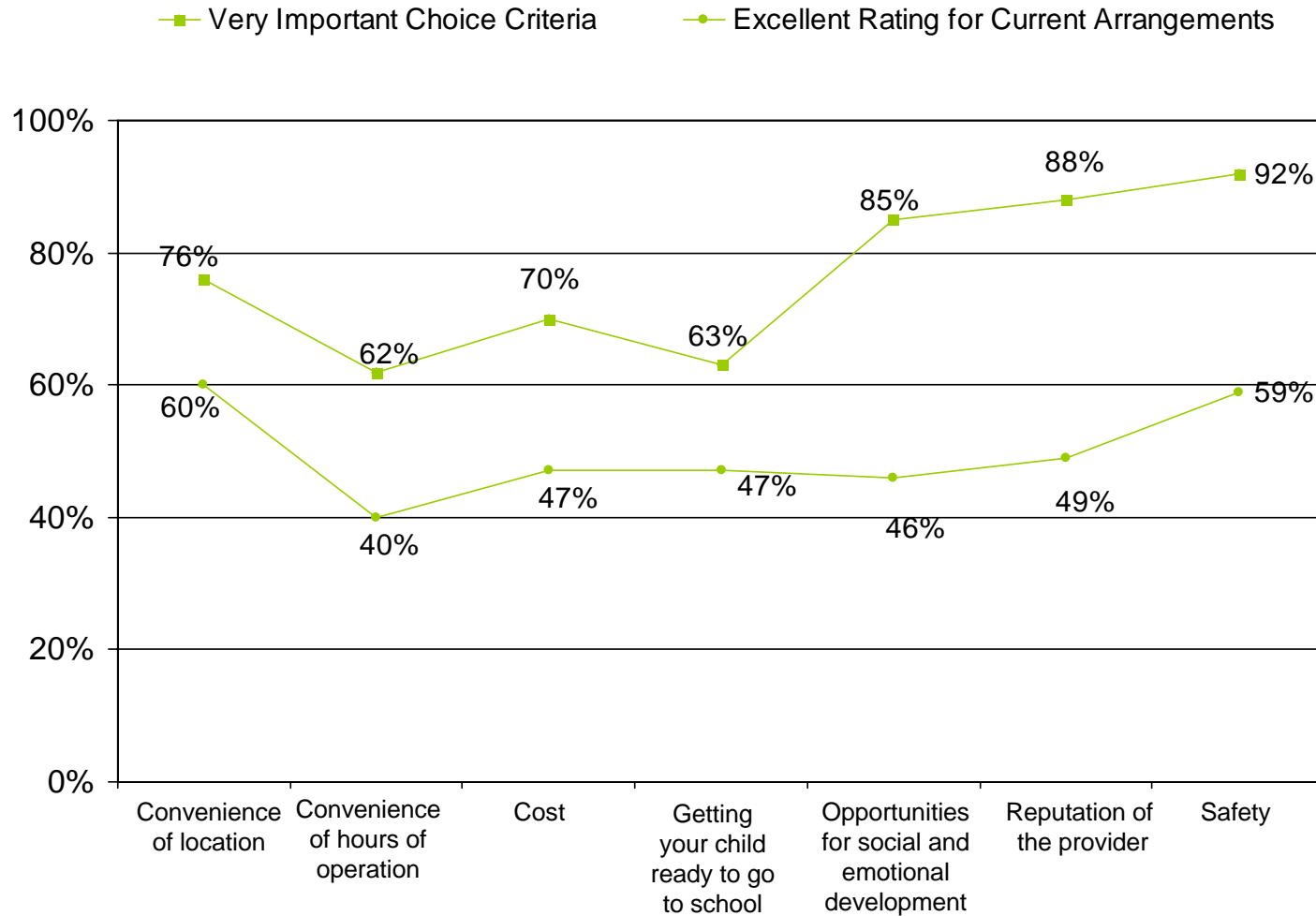
Gap Analysis, White Parents



Gap Analysis, Latino Parents



Gap Analysis, Black Parents

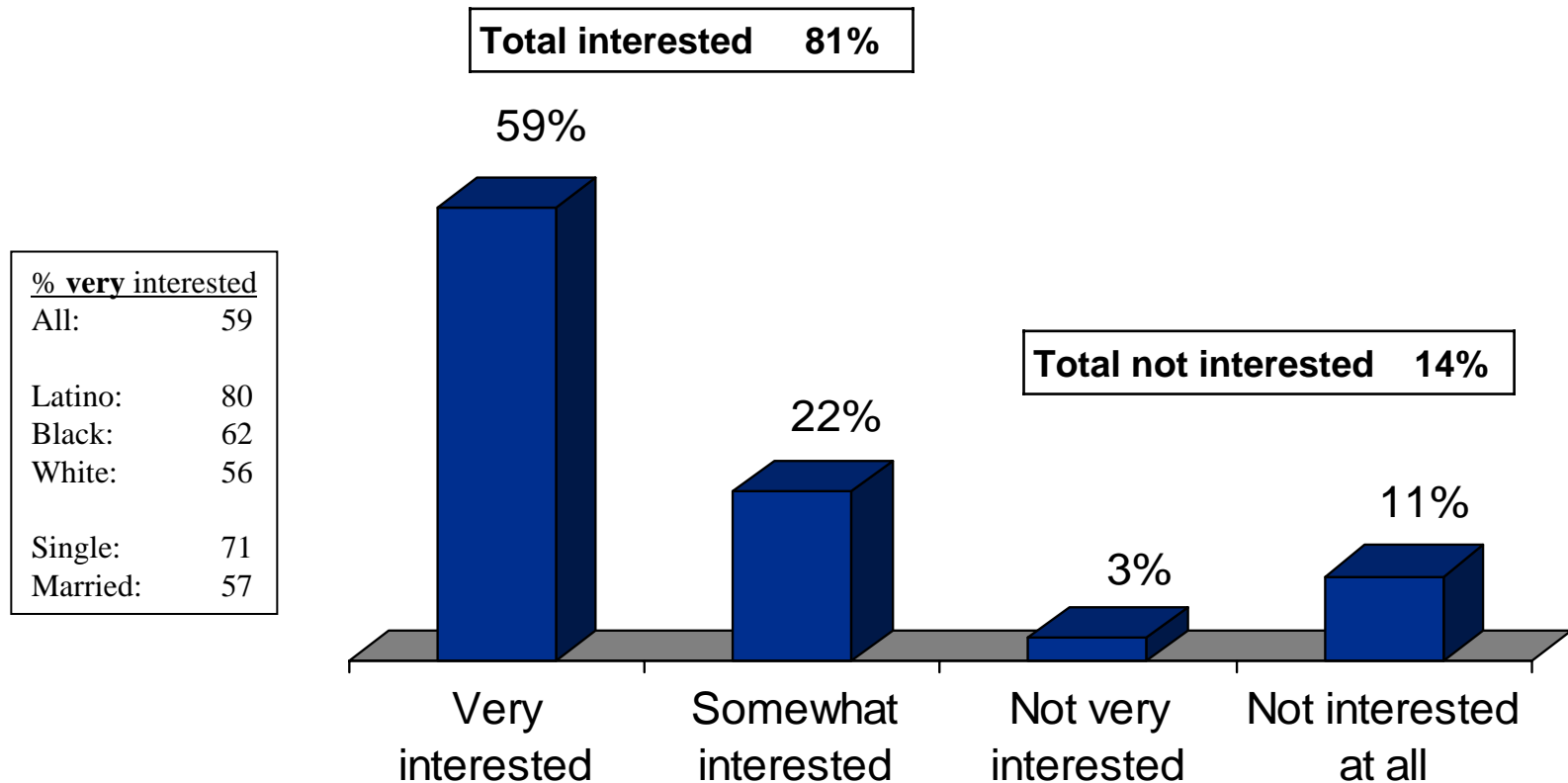


Gap Analysis, Summary

	<u>White</u>	<u>Latino</u>	<u>Black</u>
Safety	-19	-37	-33
Reputation of provider	-13	-29	-39
Opportunities for social and emotional development	-10	-36	-39
Getting your child ready to go to school	-8	-49	-16
Cost	-3	-21	-23
Convenience of hours of operation	+6	-36	-22
Convenience of location	+9	-26	-12

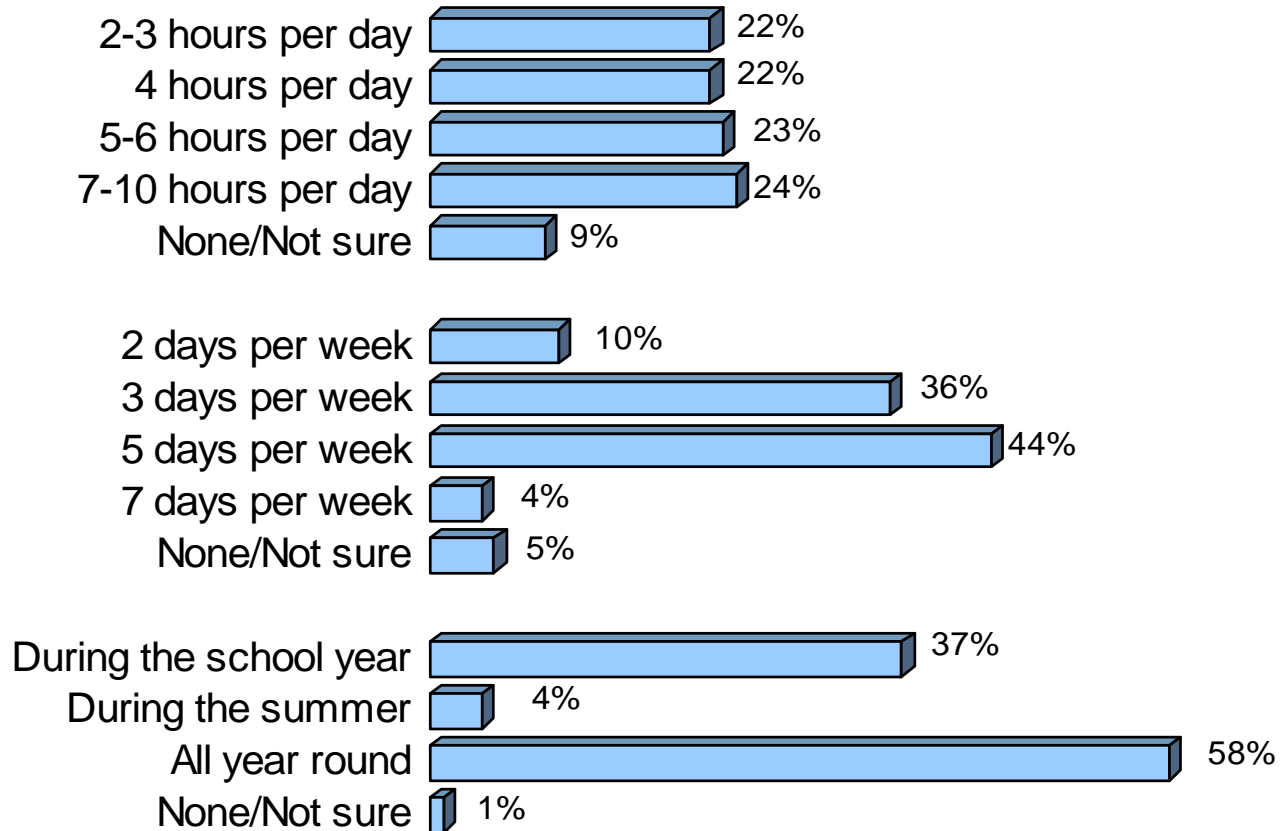
8-in-10 Parents Are Interested in Universal Pre-Kindergarten

There is currently a proposal at the Massachusetts State House to make high quality early education programs available for free for all 3 to 5 year olds in Massachusetts. How interested would you be in enrolling your (child/children) in a free, high-quality early education program?



Preferences for Universal Pre-Kindergarten

Would you be most likely to enroll your (child/children) in this potential new early education program if it is offered:



Parents are Most Concerned About Educational Content and Staff Background

What other information would you want to know about this potential new program before enrolling your child?

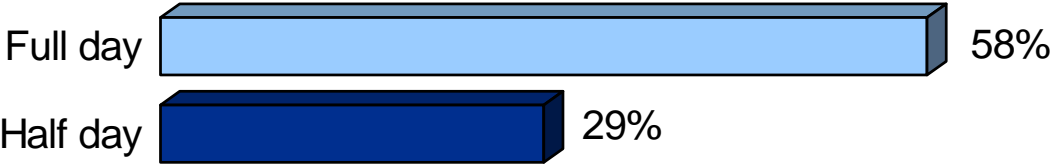
Curriculum/Educational quality/content	30%
Teachers/Staff — background/experience/quality	26
Location(s)	12
Security/Safety	8
Everything/All necessary info	7
Administration/Who is running it	6
Student-Teacher ratios	5
Cost	4
Flexibility/Scheduling/Hours	4
Licensing/Accreditation	3
Class composition	3
Reputation/Experience	2
Transportation	2
Funding/Who and How	2
Nothing/Not sure	32

Most Parents Prefer Full Day Kindergarten

Among 5- and 6-year-olds



Among those currently enrolled



Among those who say full day not available in community

