

Washington Research Report

for



Washington State Department of
Early Learning

by



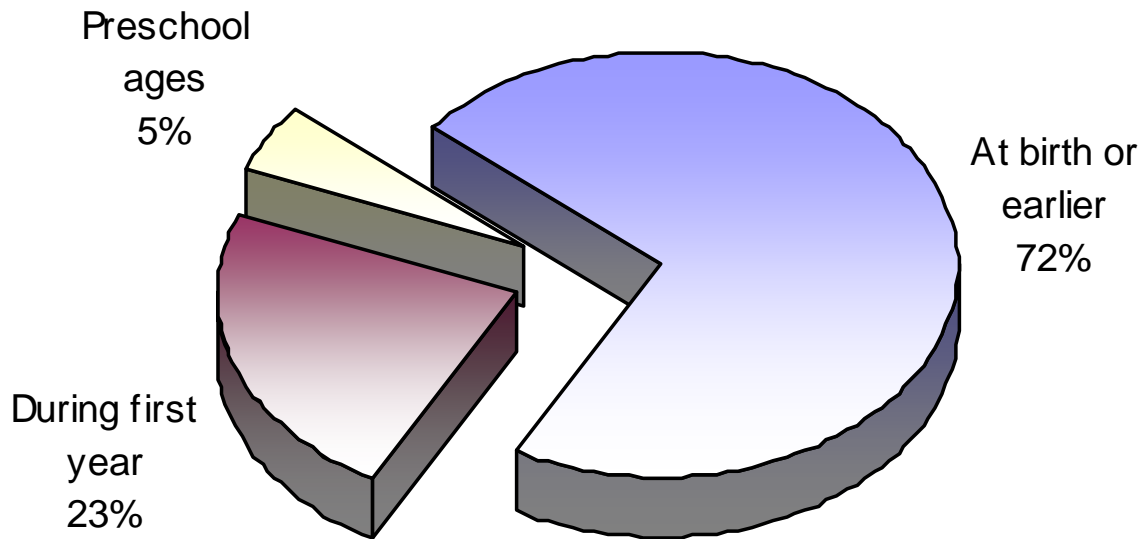
Craciun Research Group, Inc.

Methodology

- **December 17, 2007 – January 3, 2008**
- **N=508 Washingtonians surveyed**
- **152 parents with children 0-6 yrs old**
- **Sample was pulled from registered voter list**
- **Margin of error +/- 4.4% for general population and +/- 7.8% for parents of children 0-6 yrs old**



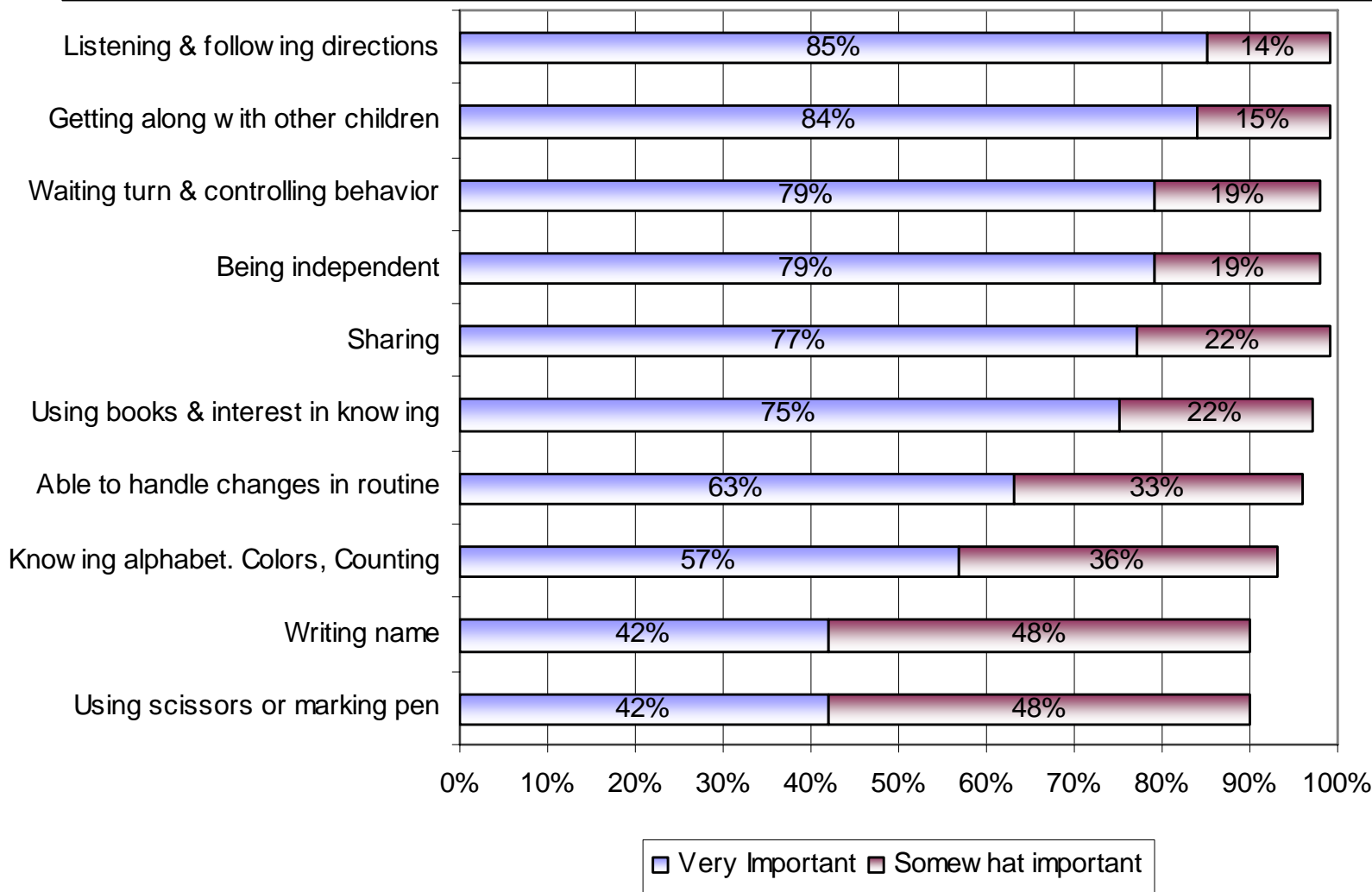
In Your Opinion, When Do You Think a Child Begins Learning?



95% percent of those surveyed believe that children begin learning at birth or during the first year.



Important Factors in Kindergarten Readiness



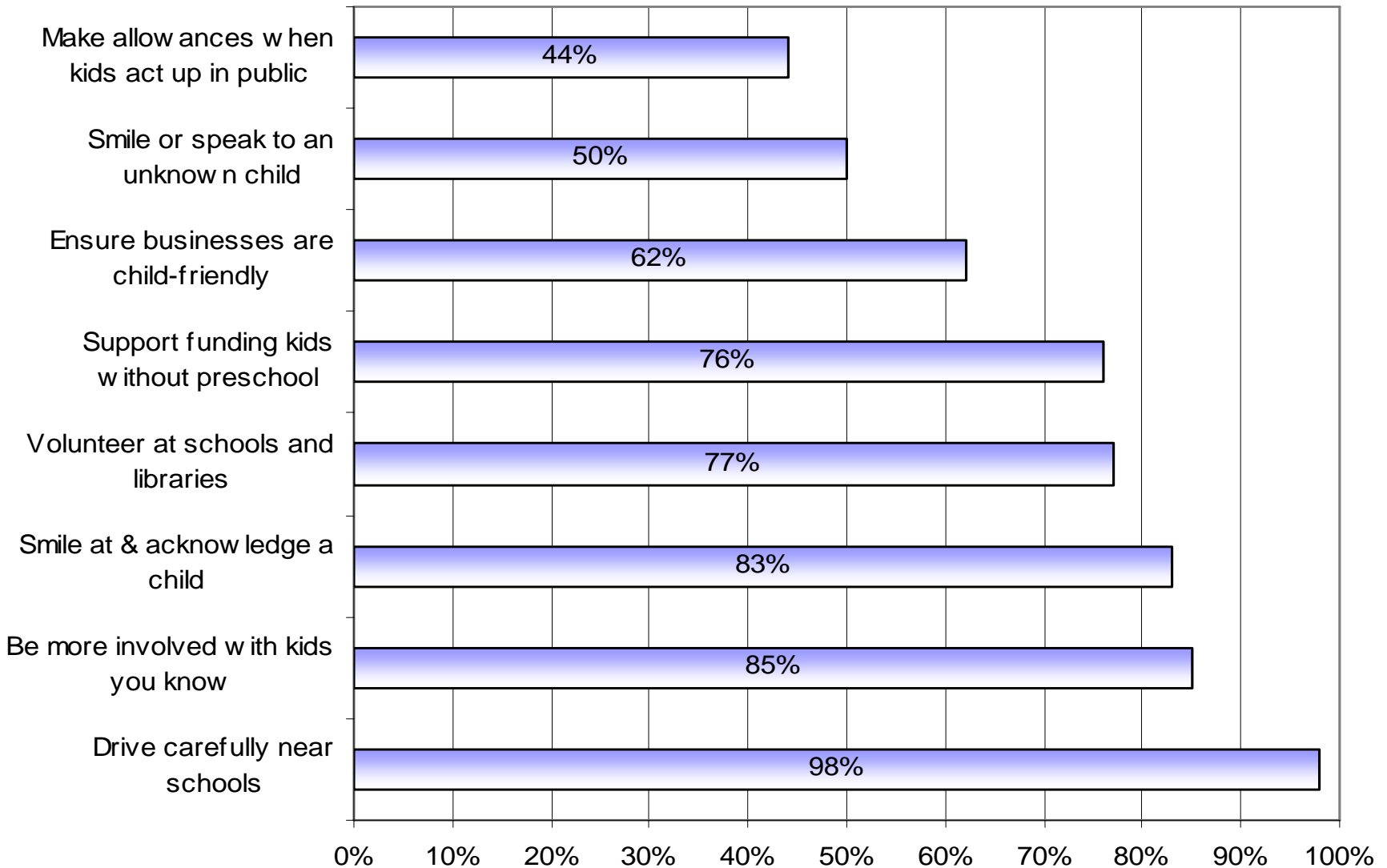
Important Factors in Kindergarten Readiness (cont'd)

Listening and following directions (85%) and ***getting along with other children*** (84%) are considered by these Washingtonians to be major factors in kindergarten readiness.

Fewer than half (42%) considered physical readiness such as ***writing his or her name or using scissors*** or ***marking pen*** very important.



Community & Personal Responsibility



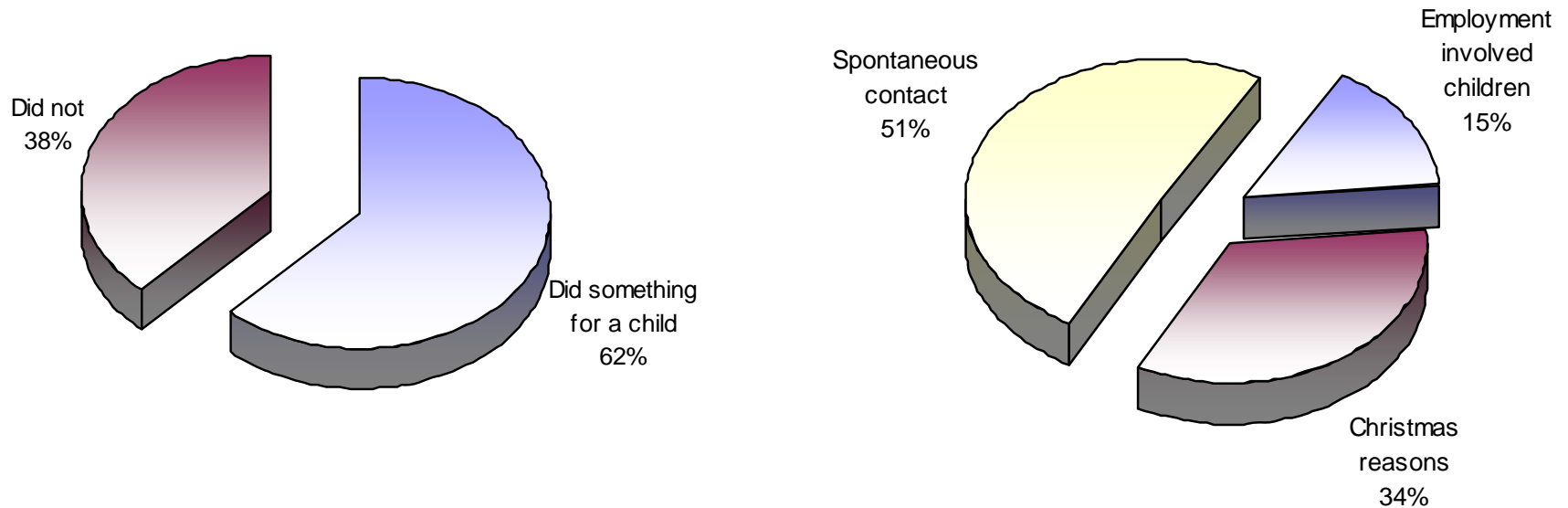
Community & Personal Responsibility

Large majorities of people feel it is the community responsibility to ***be more involved with children you know, to smile at and acknowledge a child***, and for some members of the community to ***volunteer at schools and libraries***.

Three-quarters (76%) think it is a community responsibility ***to support the government in funding opportunities for children who do not currently have access to early learning opportunities***.



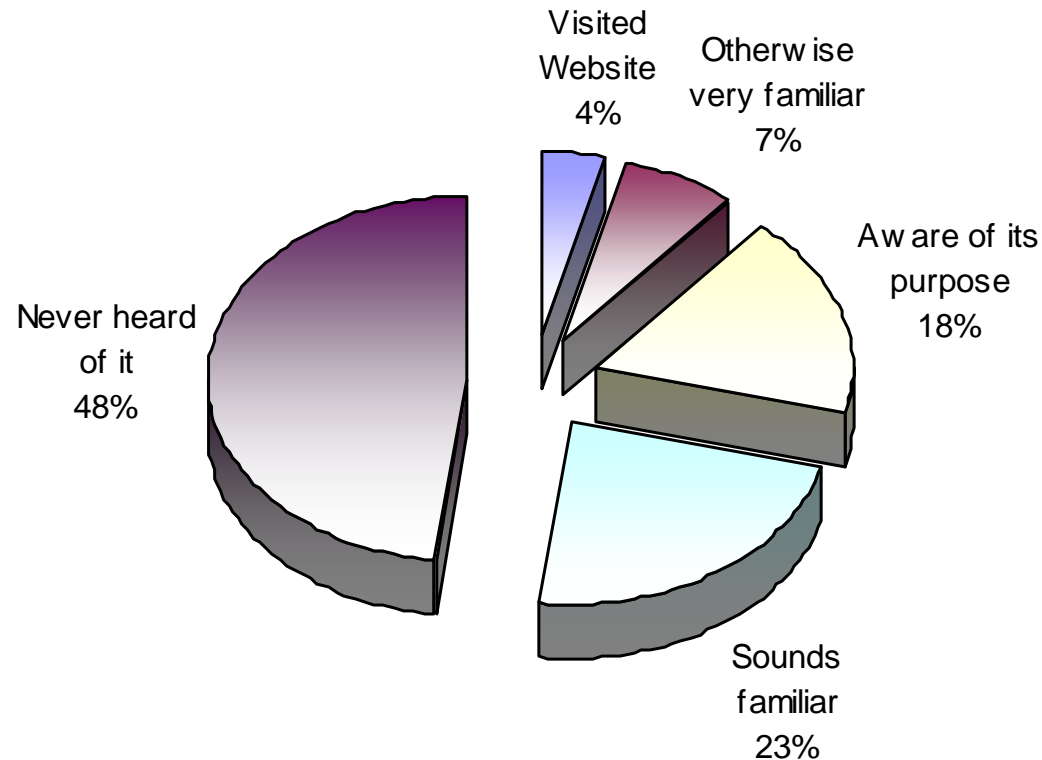
Personal Action for a Child



- Most (62%) of the respondents said they had done something for a child not their own in the last few days.
- Fifteen percent (15%) of respondents explaining what was done for a child were people whose employment, such as teaching, involves daily contact with children.



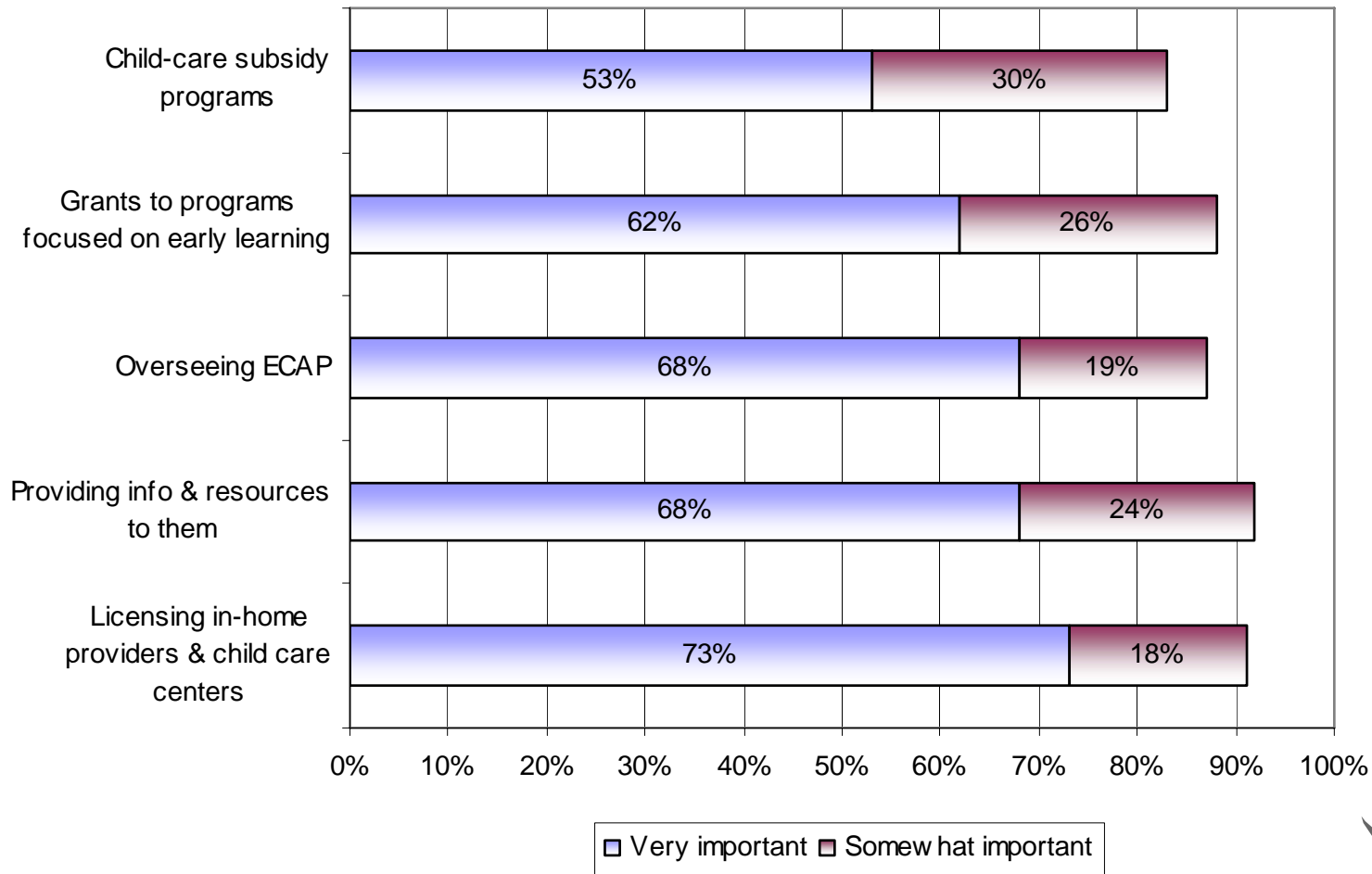
Familiarity with DEL



Only slightly more than a quarter (29%) of the respondents were at all familiar with the Department of Early Learning.



Importance Rating of DEL Tasks



Importance Rating of DEL Tasks

- All of the tasks performed by the Department of Early Learning are deemed 'very important' by more than half of the registered voters in our sample.
- The tasks with the highest percentages of 'very important' plus 'somewhat important' responses were ***providing info & resources about early learning*** (92%) and ***licensing in-home providers and child care centers*** (91%).
- The lowest percentage of a 'very important' rating for DEL tasks is for ***expanding access to child care through a child care subsidy program*** (53%).



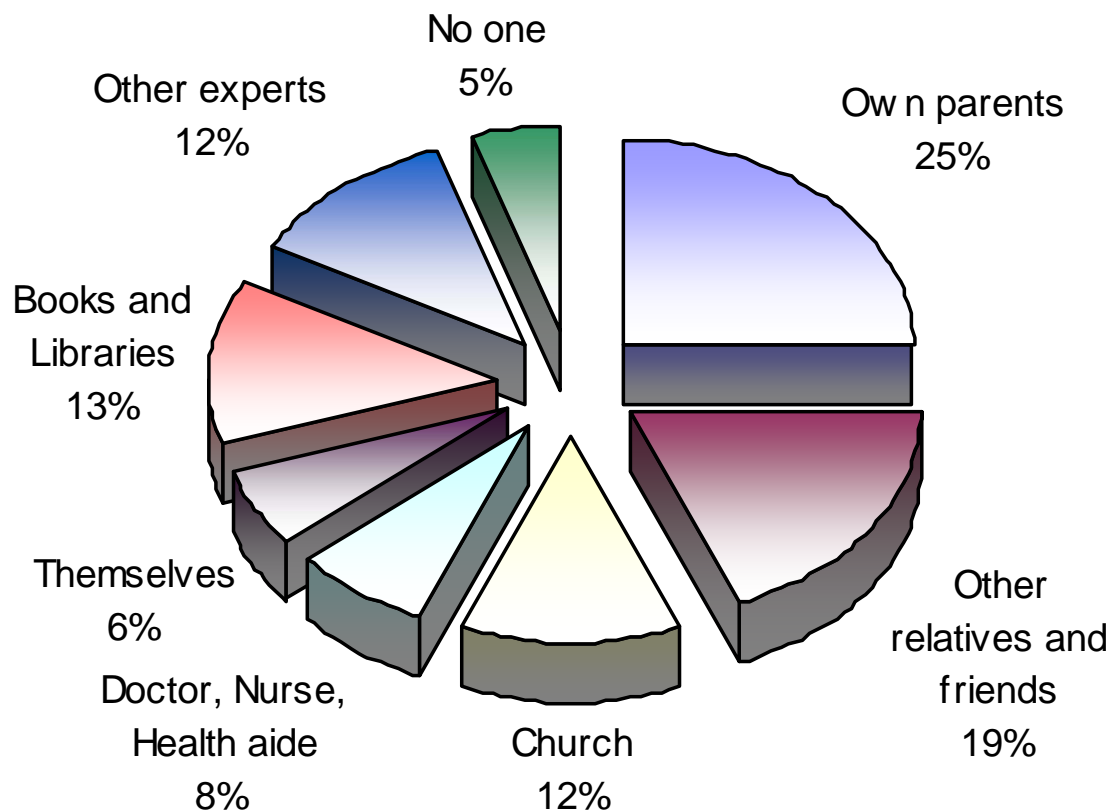
Suggestions for DEL

Responent:		
Had an idea for DEL.....	131	25.8%
Did not.....	377	74.2%
Total.....	508	100%
Suggestions included:		
Education for parents.....	15	11.5%
Advertising.....	6	4.6%
Miscellaneous suggestions.....	17	13.0%
Train and improve child care centers.....	11	8.4%
More access to early learning.....	14	10.7%
Other charitable activities (not about learning).....	8	6.1%
Suggestions pertaining to public schools.....	23	17.6%
Support home schooling.....	4	3.1%
Other non-pertinent suggestions.....	17	13.0%
Disband.....	8	6.1%
Control spending.....	6	4.6%
Not classifiable.....	2	1.5%
Total.....	131	100%

131 suggestions for the Department were recorded; many of the answers were not pertinent. The classifications are shown above.



Most Trusted Source of Parenting Info



Most Trusted Source of Parenting Info (cont'd)

- Seventy percent (70%) trust only people with whom they have close contact.
- Thirteen percent (13%) trust books and Libraries.
- Twelve percent (12%) trust other parenting experts.
- Asked for the one most-trusted source, the pattern was the same as when asked for any source of information about parenting.
- Six percent (6%) trust their own instincts most of all.

