



PNC Study of Early Childhood Education

Public Policy: Economy, Workforce, Funding

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Methodology

Harris Interactive conducted national surveys of teachers and parents to provide the quantitative information for the PNC Study of Early Childhood Education. These surveys were also supplemented by brief surveys of the general public, business leaders, and U.S. Congress using our Executive Omnibus, Congressional Omnibus, and Harris Poll® surveys.


Parents: A total of 1,001 interviews with parents of children ages 8 and younger were conducted via telephone between January and February 2007.

Teachers: A total of 516 interviews with teachers in pre-kindergarten through 3rd grade were conducted via telephone between January and February 2007.

General Public: A total of 1,013 interviews with U.S. adults ages 18+ were conducted by random digit dialed telephone using Harris Interactive's Harris Poll® in February 2007.

Business Leaders: A total of 218 interviews with business leaders were conducted online using Harris Interactive's Executive Omnibus between January and February 2007. A broad range of industries, locales and sizes of companies are represented (CEOs, Executive Vice Presidents, and Vice Presidents/Directors).

U.S. Congress: A total of 132 Congressional leaders, including senior staff members and aides, were conducted by telephone between January and April 2007. A representative sample of congressional offices by chamber, party and tenure are included.

 Significant differences between sub-groups at the 95% confidence level are noted where appropriate. The notation (shaded oval) indicates the sub-group is significantly higher compared to at least one other sub-group.

Findings Reveal Agreement Across Study Segments on The Importance Of Preschool Before Entering Kindergarten

| AUDIENCE | | | | | Q. How important do you think it is for a child in the U.S. to attend a preschool program before entering kindergarten? |
|------------------------|------------------------|-------------------------------|--------------------------|------------------------|---|
| Parents % (1001) | Teachers % (516) | General public % (1013) | Executives % (218) | Congress % (132) | |
| 74% | | 73% | 56% | 78% | EXTREMELY / VERY IMPORTANT (NET) |
| 44% | 49% | 44% | 27% | 50% | Extremely important |
| 31% | 31% | 29% | 28% | 28% | Very important |
| 16% | 17% | 17% | 18% | 18% | Somewhat important |
| 9% | 2% | 10% | | 17% | NOT VERY / NOT AT ALL IMPORTANT (NET) |
| 4% | 1% | 6% | 18% | 2% | Not very important |
| 5% | 1% | 4% | 9% | 2% | Not at all important |

Most Business Executives Feel Children Are Ill-Prepared to Learn Upon Entering Kindergarten...

| EXECUTIVES % (218) | Q. How prepared to learn do you think children in the U.S. are when they enter kindergarten – meaning they know the basics like counting and spelling their name and they are prepared to listen in class? |
|--------------------------|--|
| 13% | EXTREMELY / VERY PREPARED (NET) |
| 2% | Extremely prepared |
| 11% | Very prepared |
| 31% | Somewhat prepared |
| 56% | NOT VERY / NOT AT ALL PREPARED (NET) |
| 43% | Not very prepared |
| 14% | Not at all prepared |

...Three Out Of 10 Believe Quality Of The New Generation Entering The Workforce Has Worsened

| EXECUTIVES % (218) | Q. Compared to 5 years ago, would you say that the quality of the new generation entering the workforce has...? |
|--------------------------|---|
| 30% | Worsened |
| 39% | Not changed |
| 25% | Improved |
| 6% | Not sure |

Lower Income Parents Value The Importance Of Preschool More So Than Higher Income

| PARENTS | | | | | Q. How important do you think it is for a child in the U.S. to attend a preschool program before entering kindergarten? |
|-------------------|------------------------|----------------------------|----------------------------|-------------------|---|
| TOTAL | HOUSEHOLD INCOME | | | | |
| Total % (1001) | Under \$25K % (134) | \$25K – \$49.9K % (207) | \$50K - \$74.9K % (195) | \$75K+ % (379) | |
| 74% | 53% | 76% | 69% | 72% | EXTREMELY / VERY IMPORTANT (NET) |
| 44% | 53% | 40% | 45% | 42% | Extremely important |
| 31% | 32% | 36% | 24% | 30% | Very important |
| 16% | 11% | 13% | 22% | 17% | Somewhat important |
| 9% | 4% | 9% | 9% | 5% | NOT VERY / NOT AT ALL IMPORTANT (NET) |
| 4% | 1% | 4% | 5% | 5% | Not very important |
| 5% | 3% | 5% | 4% | 5% | Not at all important |

Parents And Teachers Strongly Support Government-Funded Preschool; Level of Support Is High Across All Income Levels

| AUDIENCE | | Q. How much do you agree or disagree with the following statement: The government – either local, state or federal – should be responsible for funding preschool education for all children in the U.S. |
|---------------------|---------------------|---|
| Parents % (1001) | Teachers % (516) | |
| 79% | | STRONGLY / SOMEWHAT AGREE (NET) |
| 50% | 52% | Strongly agree |
| 28% | 32% | Somewhat agree |
| | 15% | STRONGLY / SOMEWHAT DISAGREE (NET) |
| 11% | 9% | Somewhat disagree |
| 10% | 6% | Strongly disagree |

| PARENTS | | | | | | | | Q. How much do you agree or disagree with the following statement: The government – either local, state or federal – should be responsible for funding preschool education for all children in the U.S. |
|-------------------|-----------------------|-------------------------|----------------------------|------------------------|----------------------------|----------------------------|-------------------|---|
| TOTAL | EDUCATION | | | INCOME | | | | |
| Total % (1001) | HS or less % (239) | Some college % (272) | College or more % (481) | Under \$25K % (134) | \$25K – \$49.9K % (207) | \$50K - \$74.9K % (195) | \$75K+ % (379) | |
| 79% | | | 66% | | | 78% | 71% | STRONGLY / SOMEWHAT AGREE (NET) |
| 50% | 62% | 57% | 35% | 67% | 64% | 44% | 38% | Strongly agree |
| 28% | 27% | 26% | 31% | 19% | 23% | 33% | 33% | Somewhat agree |
| 21% | 11% | 17% | | 13% | 13% | 22% | | STRONGLY / SOMEWHAT DISAGREE (NET) |
| 11% | 4% | 10% | 18% | 7% | 7% | 9% | 15% | Somewhat disagree |
| 10% | 7% | 7% | 15% | 6% | 6% | 14% | 14% | Strongly disagree |

Among Congressional Leaders, Funding at State Level Is Most Preferred; Democrats And Republicans Differ Greatly on Federal Funding of Preschool Education

| U.S. CONGRESS | | | Q. Which of the following levels of government should be responsible for funding preschool education for all children in the U.S.? |
|------------------|----------------------|--------------------|--|
| TOTAL | PARTY | | |
| Total % (151) | Republican % (75) | Democrat % (76) | |
| 36% | 0% | 28% | Local |
| 53% | 52% | 54% | State |
| 36% | 17% | 0% | Federal |
| 11% | 0% | 3% | None – Government should not be responsible |
| 1% | 0% | 3% | Don't Know / Refused |