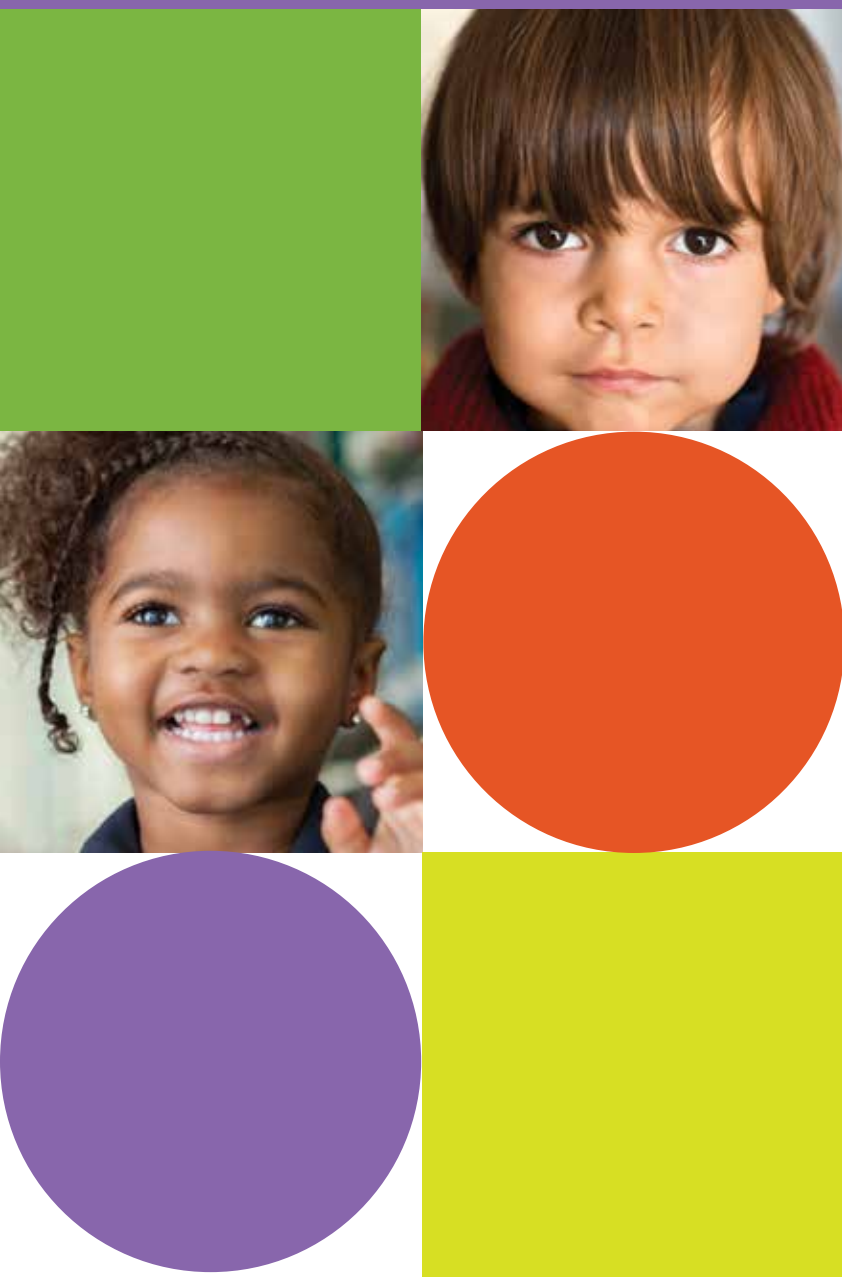


# Benchmark Survey Summary

March 2019

## THE PRE•K PRIORITY

Quality Early Education for  
Every 4-Year-Old in Forsyth County

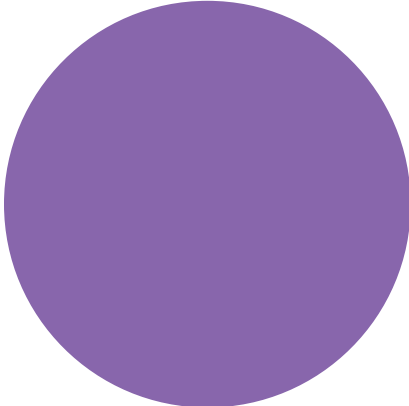
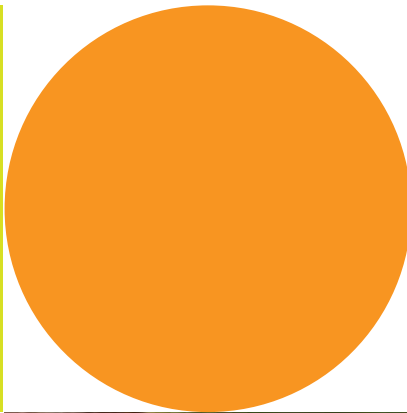
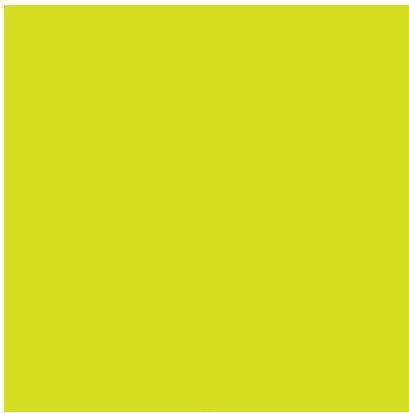


## OBJECTIVES

- Establish an understanding of the awareness, attitudes and perceptions of Forsyth County residents relating to Pre-K programs
- Identify key issues to be addressed in the Pre-K Priority communication plan
- Create a baseline measure of key metrics to be utilized in assessing the efficacy of the communication plan

## KEY INSIGHTS

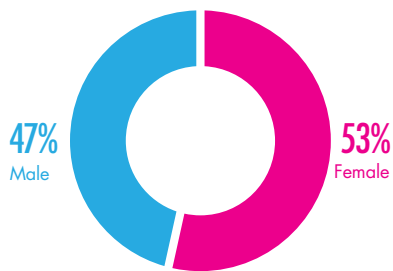
- Early childhood education is an important issue among Forsyth County voters across every age, income bracket, gender, race, and political opinion.
- A majority of voters believe we should be doing more to support quality Pre-K.
- People are more likely to believe near-term beneficial outcomes than longer term.
- People are more likely to associate safety and comfort than academic standards as components of quality Pre-K.
- Most people are not aware of current Pre-K initiatives occurring in North Carolina or other states.
- There is an expectation that funds for expanded Pre-K would come from multiple sources, including local and state government.



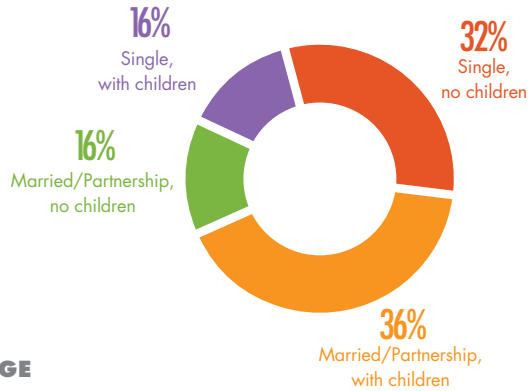
**OUR SAMPLE**

- Online survey; poor responses discarded
- 511 fully completed
- Narrowed 511 to smaller subset of registered voters using random selection to more closely model the population of Forsyth County by Income, Age, and Race (white, black, & Hispanic)
- n = 380, 95% confidence level, 5% margin of error

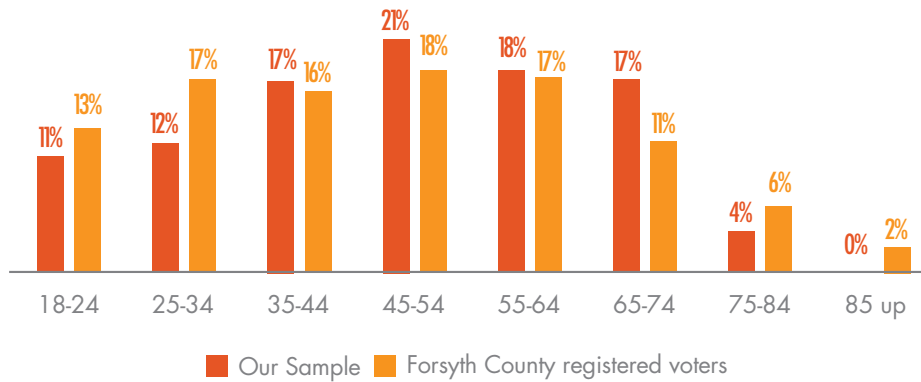
**GENDER**



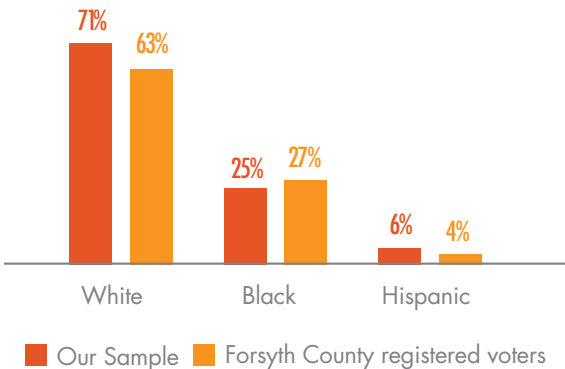
**FAMILY STATUS**



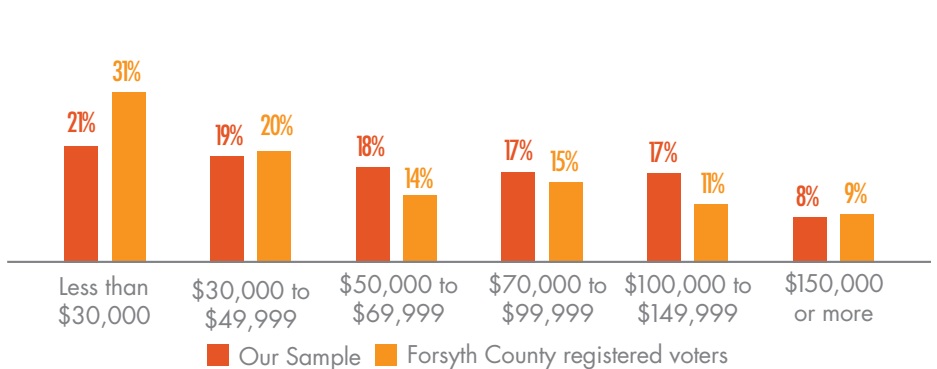
**AGE**



**SELECTED RACES/ETHNICITIES**



**HOUSEHOLD INCOME**



**RESULTS**

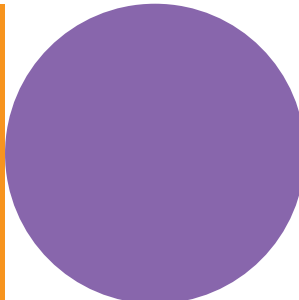
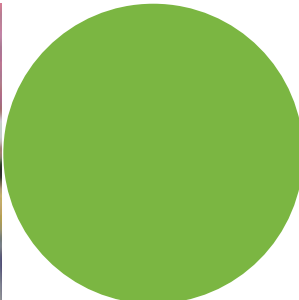
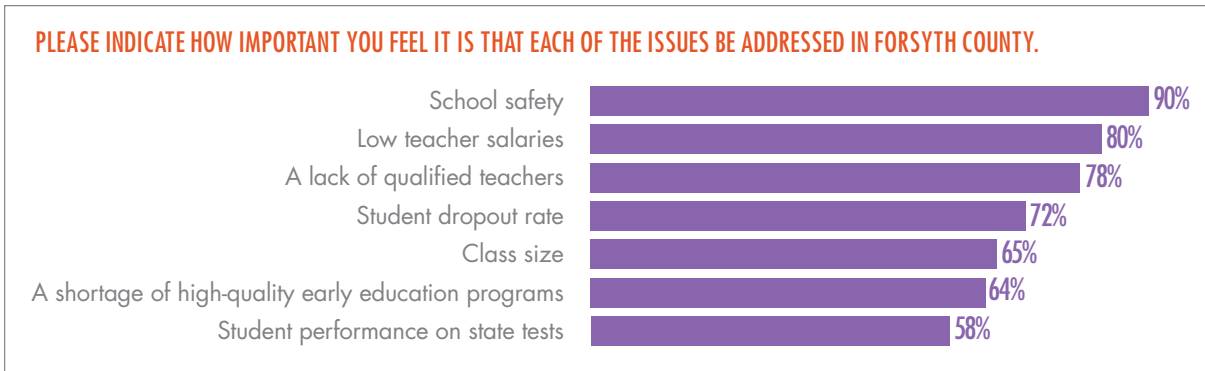
Unless otherwise stated, percentages reflect proportion of respondents who rated a prompt as 5 or 6 on a six-point scale.

**IMPORTANCE OF EARLY EDUCATION**

Among a list of general issues, education issues were ranked the highest in importance.

PLEASE INDICATE HOW IMPORTANT YOU FEEL EACH OF THE CHALLENGES IS ON A SCALE OF 1 TO 6.	% who rated 5 or 6 (most important)
Improving the quality of public education	89%
Making sure that our children get a strong start through quality early childhood education	84%
Increasing the number of good paying jobs available to all	84%
Controlling the cost of all forms of health care	81%
Reducing the tax burden on families	80%
Making sure our natural environment is healthy and protected	70%
Reducing the tax burden on businesses and employers	44%

**HOWEVER, EARLY EDUCATION TAKES A LOWER PRIORITY WHEN COMPARED TO OTHER EDUCATION ISSUES.**



**THE MAJORITY OF PEOPLE THINK FORSYTH COUNTY SHOULD BE DOING MORE FOR EARLY EDUCATION.**

When it comes to ensuring children begin kindergarten with the knowledge and skills they need to do their best in school, do you think we should be doing more, doing less, or are we doing enough?

Doing more	50%
We are doing enough	23%
Doing less	11%
Not sure	16%

**A STRONG MAJORITY OF RESPONDENTS BELIEVE WE NEED TO MAKE EARLY EDUCATION A PRIORITY IN FORSYTH COUNTY.**

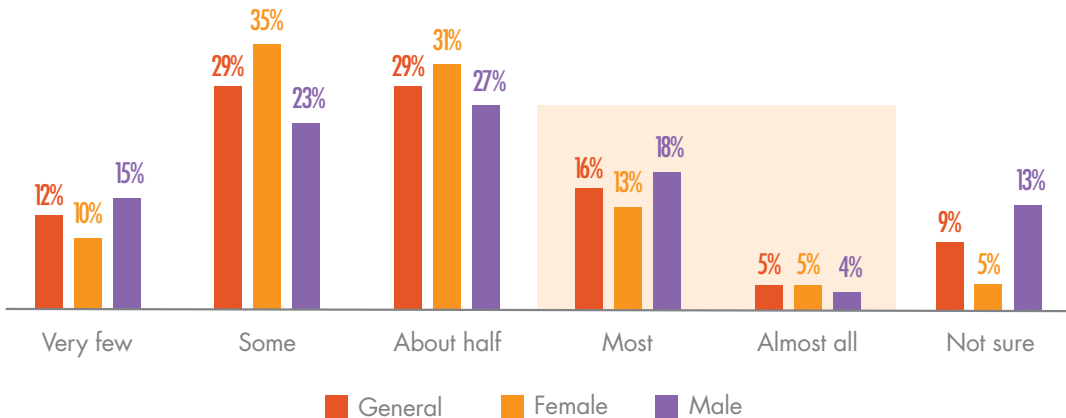
81% say we owe it to our children to make preparing them for kindergarten a top priority.

64% strongly support expanding access to quality Pre-K.

57% think we should increase local funding for quality early education.

**RESIDENTS REALIZE STANDARDS ARE NOT BEING MET**

**WHAT PORTION OF CHILDREN IN FORSYTH COUNTY DO YOU THINK ARE ENROLLED IN A PROGRAM WHICH MEETS STANDARDS?**



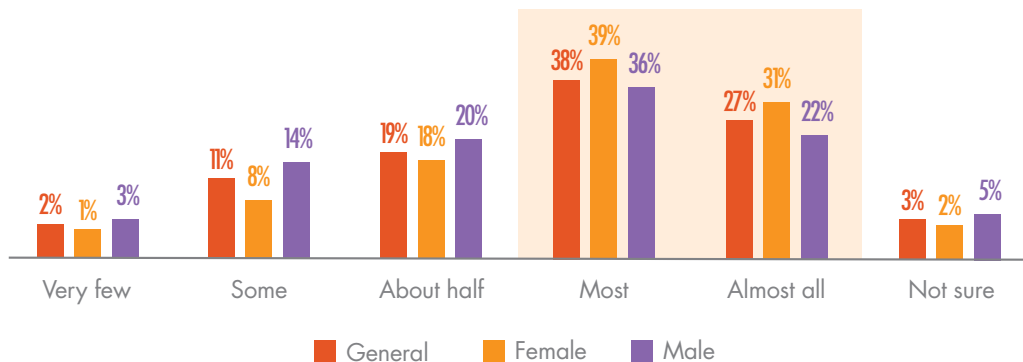
## PERCEPTIONS OF PRE-K PROGRAM QUALIFICATIONS

When given a list of attributes necessary for a quality Pre-K program, people perceive academic qualifications as less important than those relating to safety and comfort.

FOR EACH ELEMENT, PLEASE INDICATE HOW IMPORTANT YOU FEEL IT IS AS A QUALIFICATION FOR A PRE-K PROGRAM	
Parents feel their child is in a safe environment	90%
A comfortable, positive learning environment	89%
Parent involvement is strongly encouraged	85%
Children receive healthy snacks and meals	81%
How important is it that Pre-K teachers have specialized training in early childhood education?	77%
Parents are provided with information about other types of help offered in the community	75%
Children receive health screenings in dental, vision, and hearing	71%
Uses a proven, approved course of study	70%
Meets government standards	68%
One teacher for every 10 children	66%
Teachers have at least 4-year college degree	61%

## PEOPLE BELIEVE PARTICIPATION WOULD BE GOOD

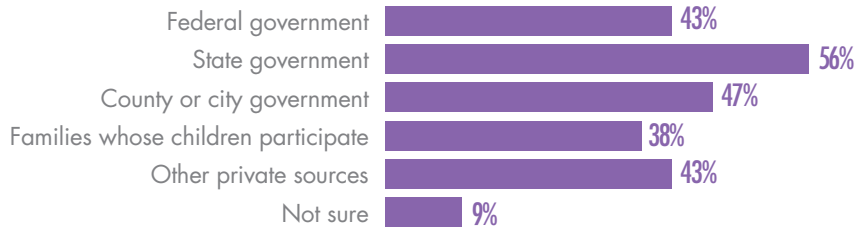
**IF LOW COST, HIGH-QUALITY PRE-K PROGRAMS WERE SOMETHING ALL 4-YEAR-OLDS IN FORSYTH COUNTY COULD ATTEND, HOW MANY FAMILIES DO YOU THINK WOULD TAKE THE OPPORTUNITY TO ENROLL THEIR CHILDREN?**



## EXPECTED FUNDING FOR PRE-K PROGRAMS

People vary in their opinions on how we should fund Pre-K. Approximately half of voters think some of the funding should come from local sources (city and county governments).

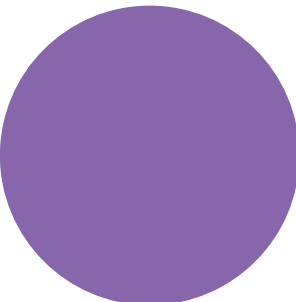
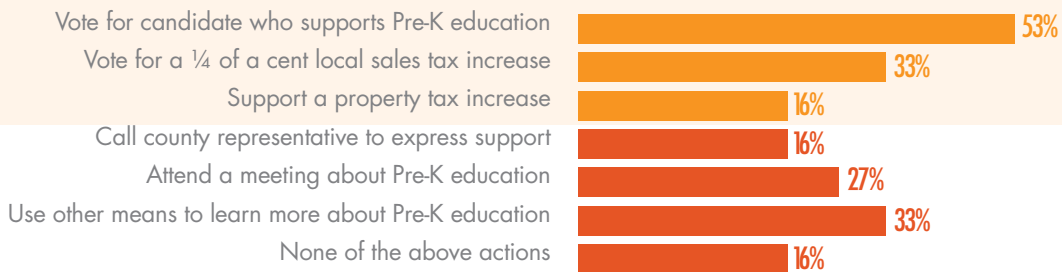
### WHERE DO YOU THINK THE MONEY TO SUPPORT HIGH-QUALITY PRE-K PROGRAMS SHOULD COME FROM?



## ACTIONS OF SUPPORT

Although respondents would vote for a candidate who supports Pre-K education, few would currently vote for tax increases to fund the initiative.

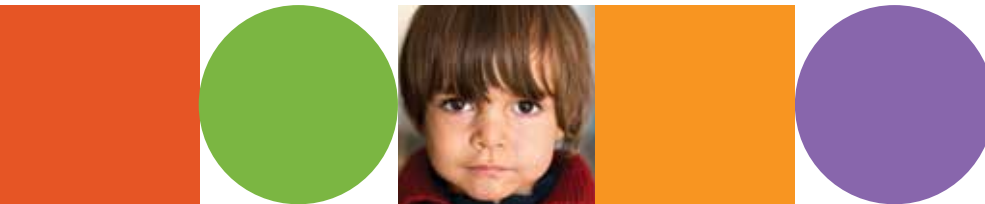
### WHICH OF THE FOLLOWING ARE YOU LIKELY TO DO TO LEARN ABOUT OR SUPPORT HIGH-QUALITY PRE-K IN FORSYTH COUNTY?



# THE PRE·K PRIORITY

Quality Early Education for  
Every 4-Year-Old in Forsyth County

[prekpriority.org](http://prekpriority.org)



**THE PRE-K PRIORITY** is a coalition of community organizations convened by Family Services.

Program inquiries should be directed to Leslie Mullinix, Pre-K Priority Project Coordinator at 336.722.8173 [lmullinix@familyservicesforsyth.org](mailto:lmullinix@familyservicesforsyth.org)

All other inquiries should be directed to Michelle Speas, CFRE Chief Development and Public Relations Officer at 336.722.8173 [mspeas@familyservicesforsyth.org](mailto:mspeas@familyservicesforsyth.org)



*A Community of Solutions*

Family Services, 1200 South Broad Street, Winston-Salem, NC 27101