



MOORE INFORMATION  
OPINION RESEARCH • STRATEGIC ANALYSIS

# Early Childhood Education Provider Survey

July 2017



**idaeyc**

Idaho Association for the  
Education of Young Children

# Methodology

## Sample

A total of N=3,951 survey invitations were emailed to providers, from a database provided by Idaho Association for the Education of Young Children. A total of 355 providers completed the survey.

## Method

Online interviews

## Survey Dates

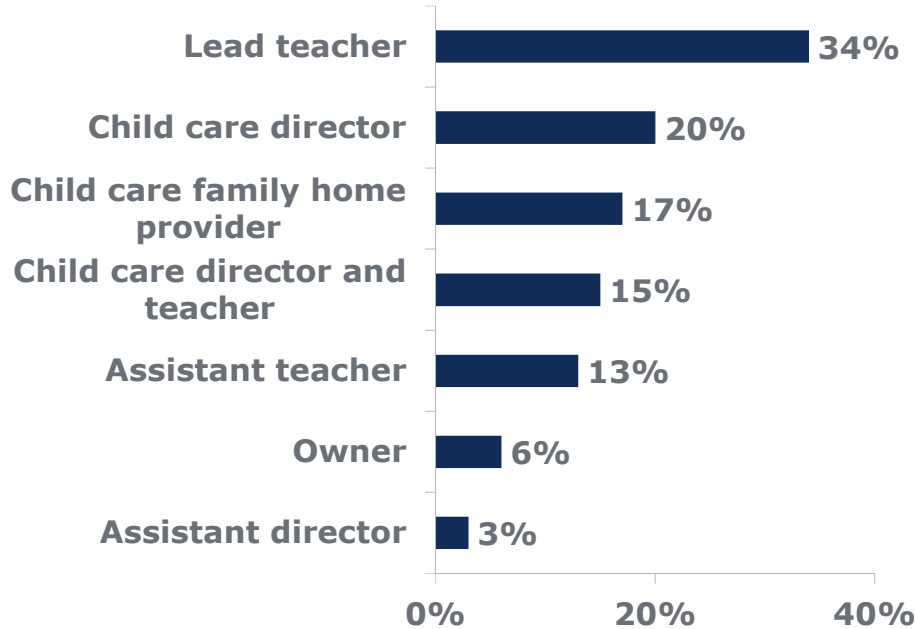
July 5-16, 2017



# **Early Childhood Education Provider Respondent Profile**

# Job Title/Position

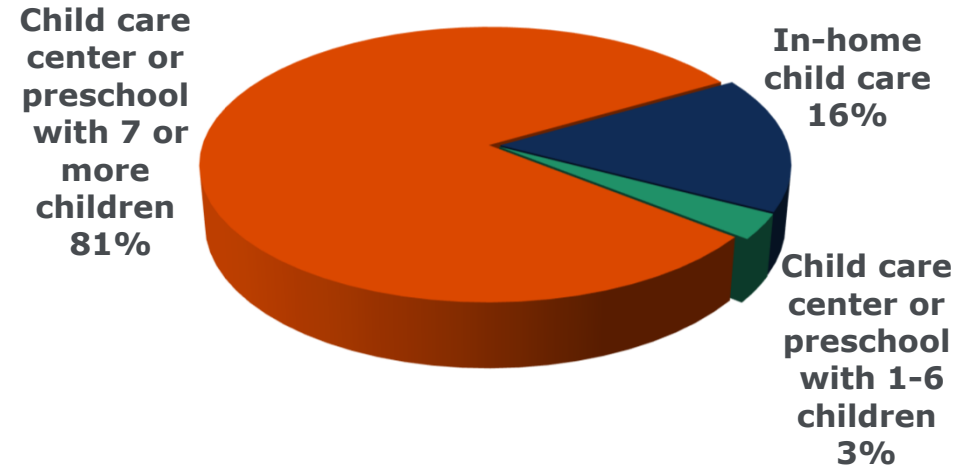
“What is your current position?” (Q2)



# Type of Program/Center

4

“Which of the following best describes your program or center?” (Q3)



# Licensure

(Q4)

**97% of respondents report they are licensed providers**

# Service/Care Offerings

“What services does your program/center offer?” (Q5)

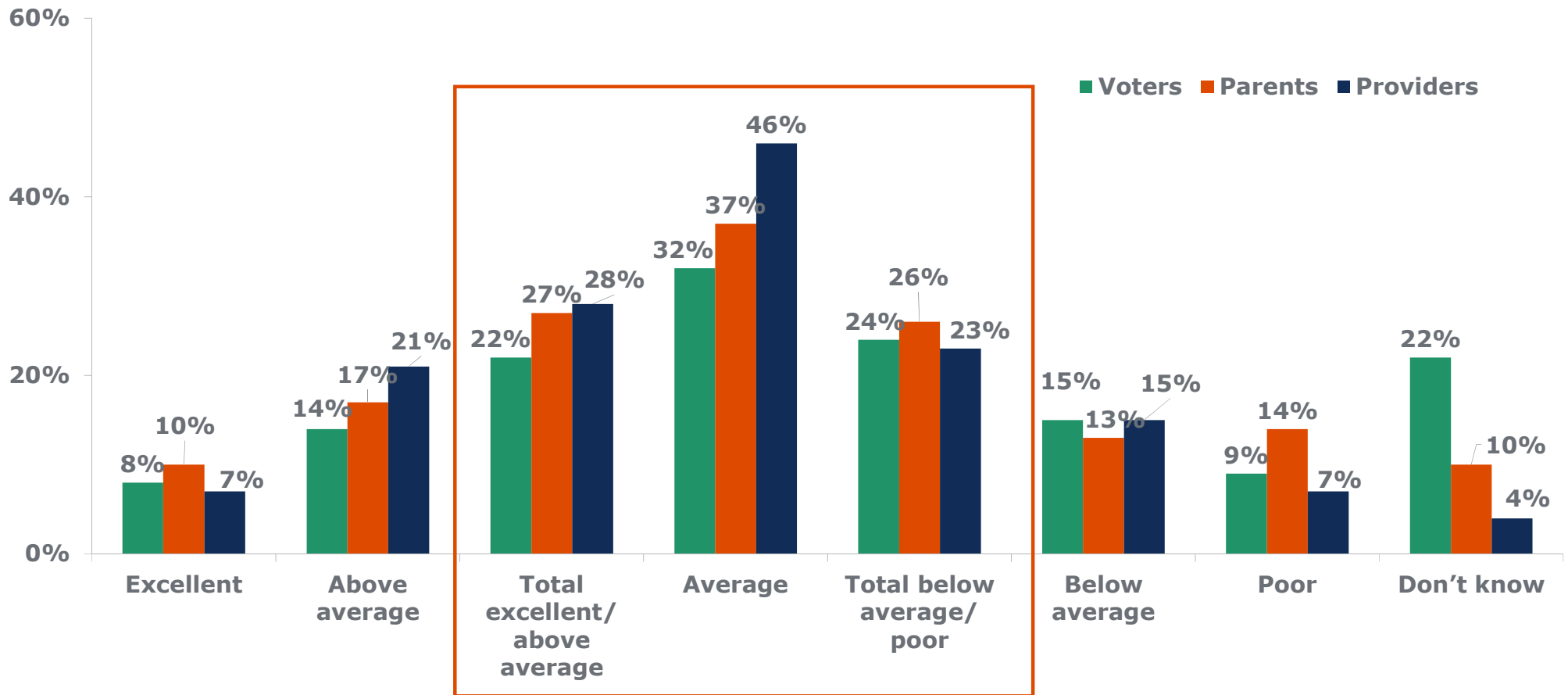
- 86% preschool for children ages 3 to 5 (curriculum based)
- 85% toddler child care
- 74% infant child care
- 70% before/after school care
- 44% child care for children ages 3 to 5 (not curriculum-based)



# Perceptions of Quality Preschool in Idaho

# Rating Preschool Quality in Idaho

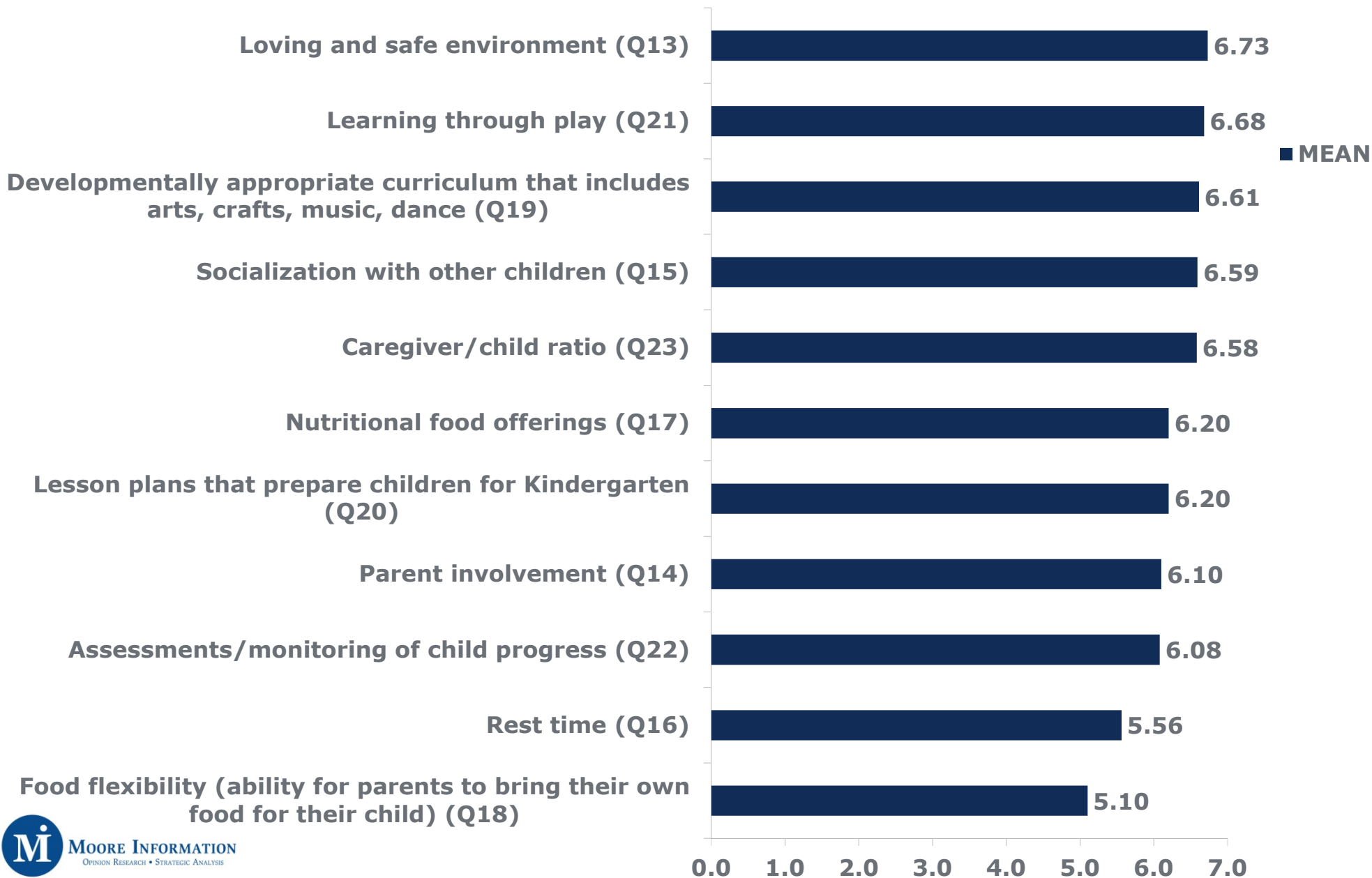
“Based on what you know or have heard, how would you rate the quality of preschool for children ages 3 to 5 years old in your part of Idaho?” (Q12)



Providers are most likely to have an opinion about preschool quality in Idaho and perceptions of “average” quality prevail among this group.

# Quality Preschool Indicators: *Mean Scores*

“Please indicate how much each of the following factors impact the quality of preschool programs for children who are ages 3 to 5. Use a 7-point scale where ‘7’ means it is a very strong indicator of quality and ‘1’ means it is not an indicator at all.”



# Quality Preschool Indicators: *Program/Center Type*

MEAN SCORES	All	Before/after school care for school age children	Infant child care	Toddler child care	Child care for children ages 3 to 5 (not curriculum-based)	Preschool (curriculum based) for children ages 3 to 5
Loving and safe environment (Q13)	6.73	6.67	6.70	6.73	6.67	6.80
Learning through play (Q21)	6.68	6.60	6.68	6.69	6.67	6.75
Developmentally appropriate curriculum that includes arts, crafts, music, dance (Q19)	6.61	6.55	6.59	6.61	6.53	6.70
Socialization with other children (Q15)	6.59	6.54	6.56	6.59	6.58	6.64
Caregiver/child ratio (Q23)	6.58	6.54	6.59	6.58	6.56	6.65
Lesson plans that prepare children for Kindergarten (Q20)	6.20	6.27	6.28	6.26	6.10	6.30
Nutritional food offerings (Q17)	6.20	6.26	6.29	6.30	6.19	6.24
Parent involvement (Q14)	6.10	6.09	6.05	6.09	6.10	6.13
Assessments/monitoring of child progress (Q22)	6.08	6.04	6.08	6.10	5.97	6.19
Rest time (Q16)	5.56	5.75	5.82	5.75	5.86	5.58
Food flexibility (ability for parents to bring their own food for their child) (Q18)	5.10	5.15	5.12	5.09	5.17	5.15

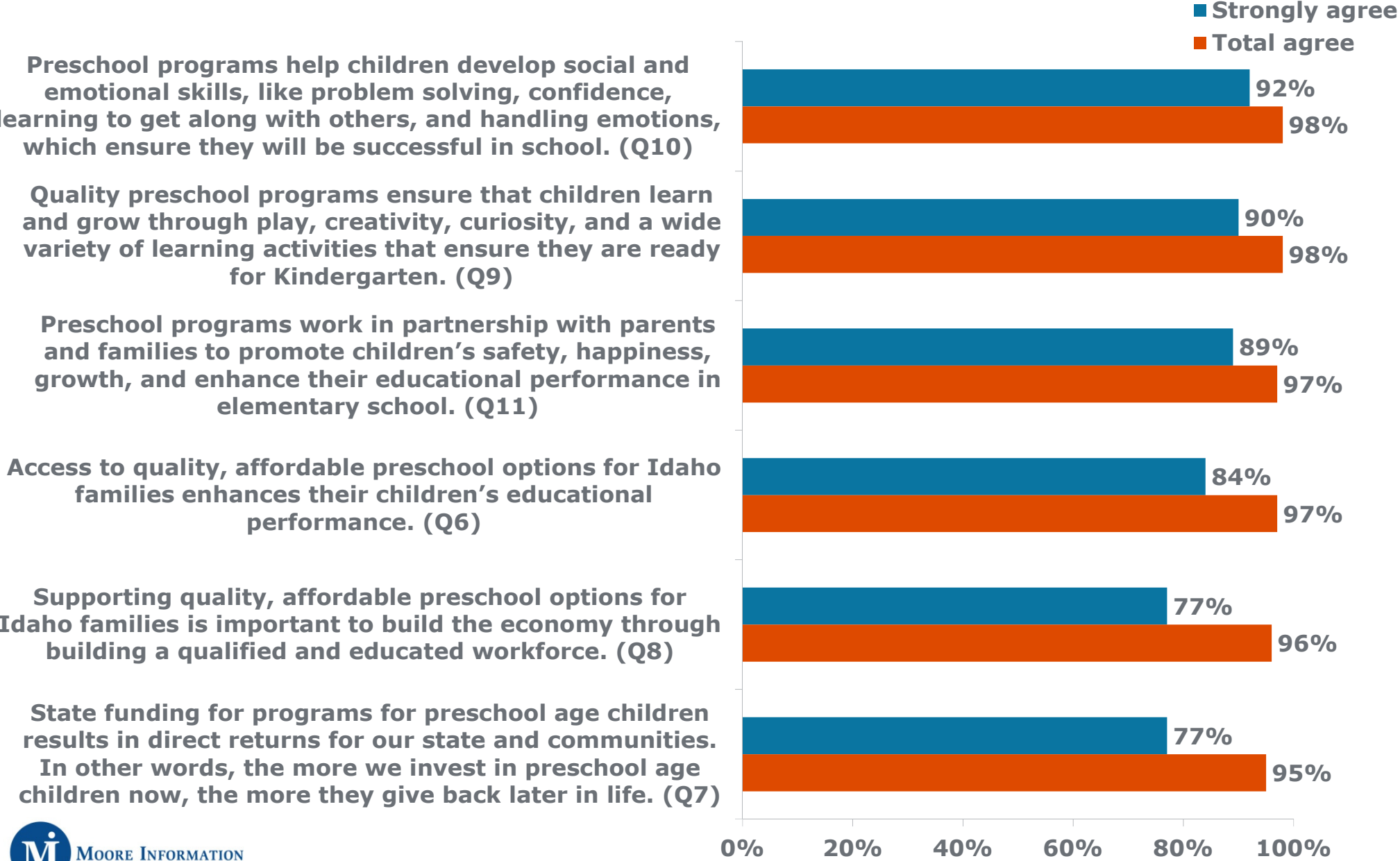




# Views on Preschool Education

# Views on Preschool Education

"Please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements about preschool for children who are ages 3-5."



# Views on Preschool Education: *Voters, Parents and Providers*

"Please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements about preschool for children who are ages 3-5."

(% Total agree)

■ Providers  
■ Voters  
■ Parents

**Access to quality, affordable preschool options for Idaho families enhances their children's educational performance. (Q6)**



**Supporting quality, affordable preschool options for Idaho families is important to build the economy through building a qualified and educated workforce. (Q8)**



**State funding for programs for preschool age children results in direct returns for our state and communities. In other words, the more we invest in preschool age children now, the more they give back later in life. (Q7)**



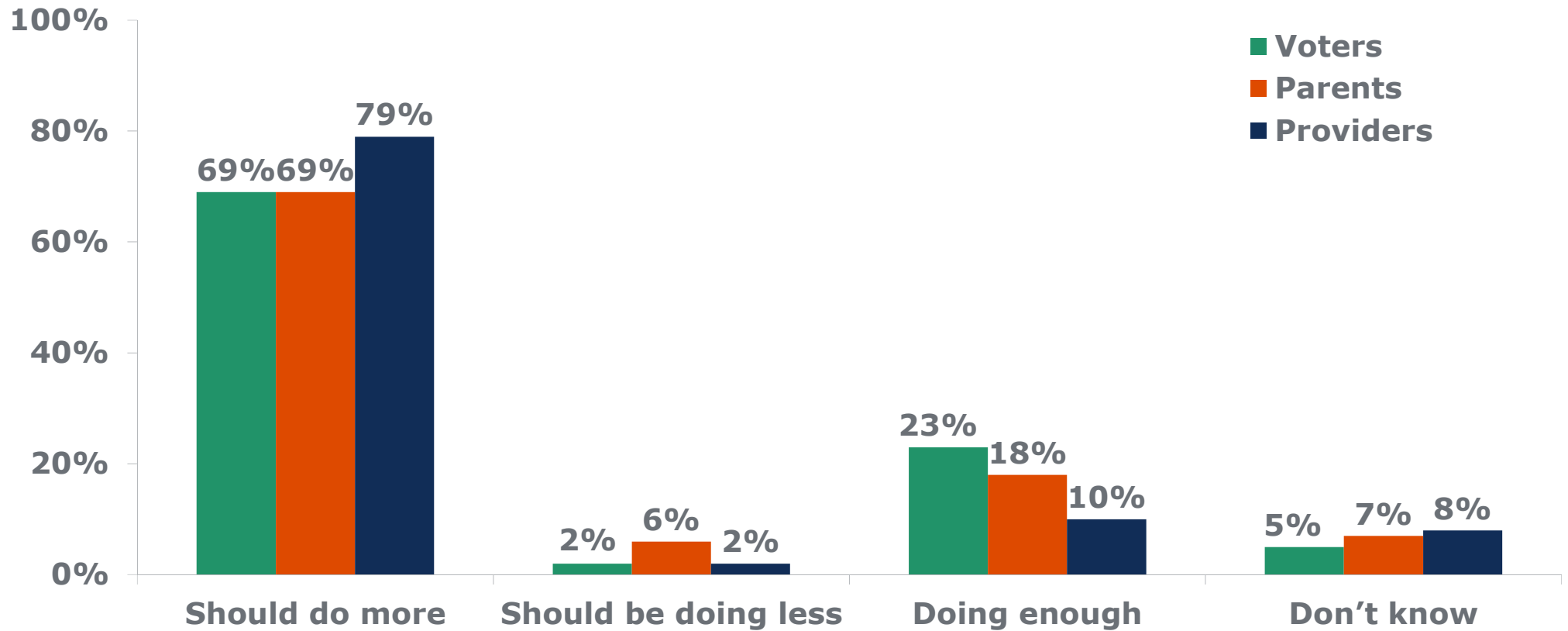
0% 20% 40% 60% 80% 100%



# State Investment in Preschool

# Idaho's Efforts in Early Learning: *Most Say We Should Do More*

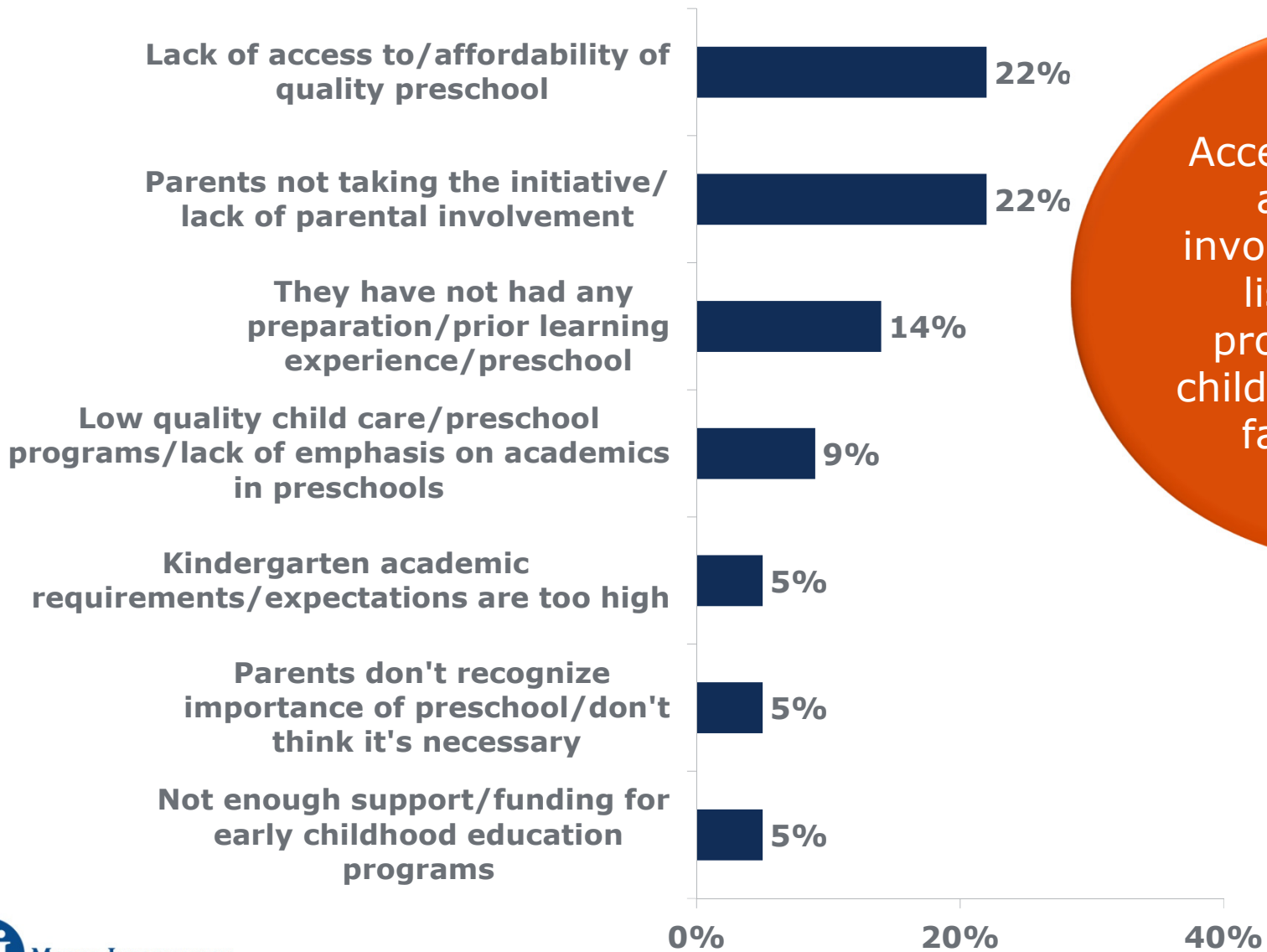
"To the best of your knowledge, when it comes to ensuring that children in Idaho begin Kindergarten with the knowledge and skills they need to do their best in school, do you think the State of Idaho should be doing more, doing less or is the state doing enough?" (Q24)



Providers are more likely than voters and parents to say Idaho should be doing more to ensure children in Idaho begin Kindergarten with the knowledge and skills they need to do their best in school.

# Why are Idaho Children Falling Behind?

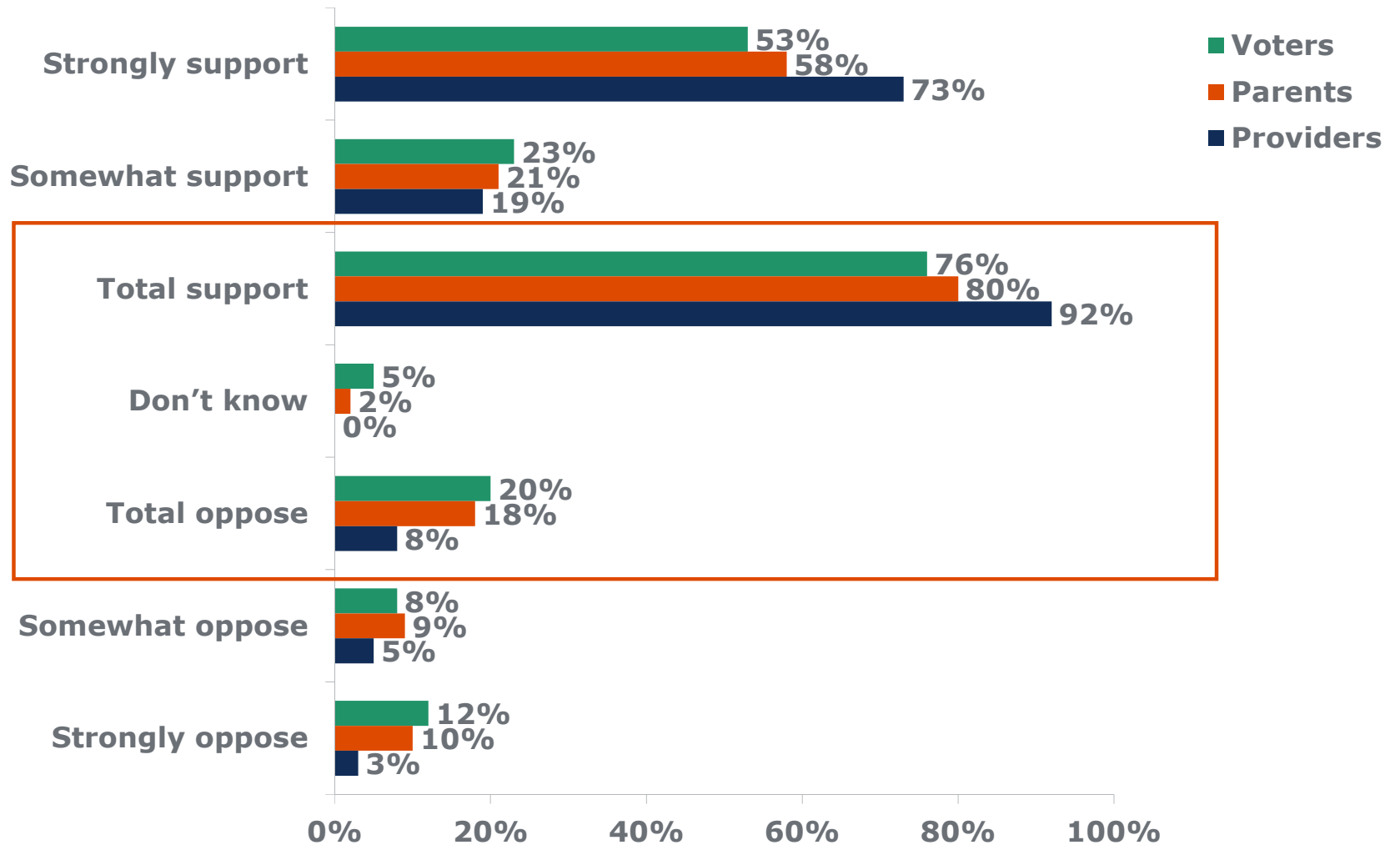
“On the first day of Kindergarten, more than half of Idaho’s children are already one to three years behind their classmates in academic skills. In your opinion, what is the biggest reason for this?” (Q25)



Access/affordability and parental involvement top the list of reasons providers believe children in Idaho are falling behind.

# Wide Support for State Funding of Preschools

“Do you strongly support, somewhat support, somewhat oppose or strongly oppose the state providing funding for preschool opportunities for children ages 3 to 5 years old in Idaho?” (Q26)



Providers are more likely than voters and parents to support state funding for preschool opportunities for children ages 3-5 in Idaho.

# Concerns About State Funding for Preschool: *No Consensus; A Third Have No Concerns*

16

“What, if any, concerns do you have about state funding for preschool programs for children ages 3 to 5 in Idaho?” (Q27)

31%

NONE/DON'T  
KNOW

9%

ACCESS/FUNDING FOR  
ALL/EVERYONE  
SHOULD HAVE ACCESS

13%

FUNDING/WON'T BE  
ENOUGH  
MONEY/FUNDS WON'T  
BE AVAILABLE

7%

GOVERNMENT  
CONTROL/LOSS OF  
LOCAL CONTROL

7%

IMPACT ON  
EXISTING  
PROVIDERS/  
JOB LOSS

5%

CONCERNS  
ABOUT  
FRAUD/MISUSE/  
ABUSE

3%

VALUE/STATE/PEOPLE/  
LEGISLATURE DOESN'T  
VALUE EARLY  
CHILDHOOD EDUCATION

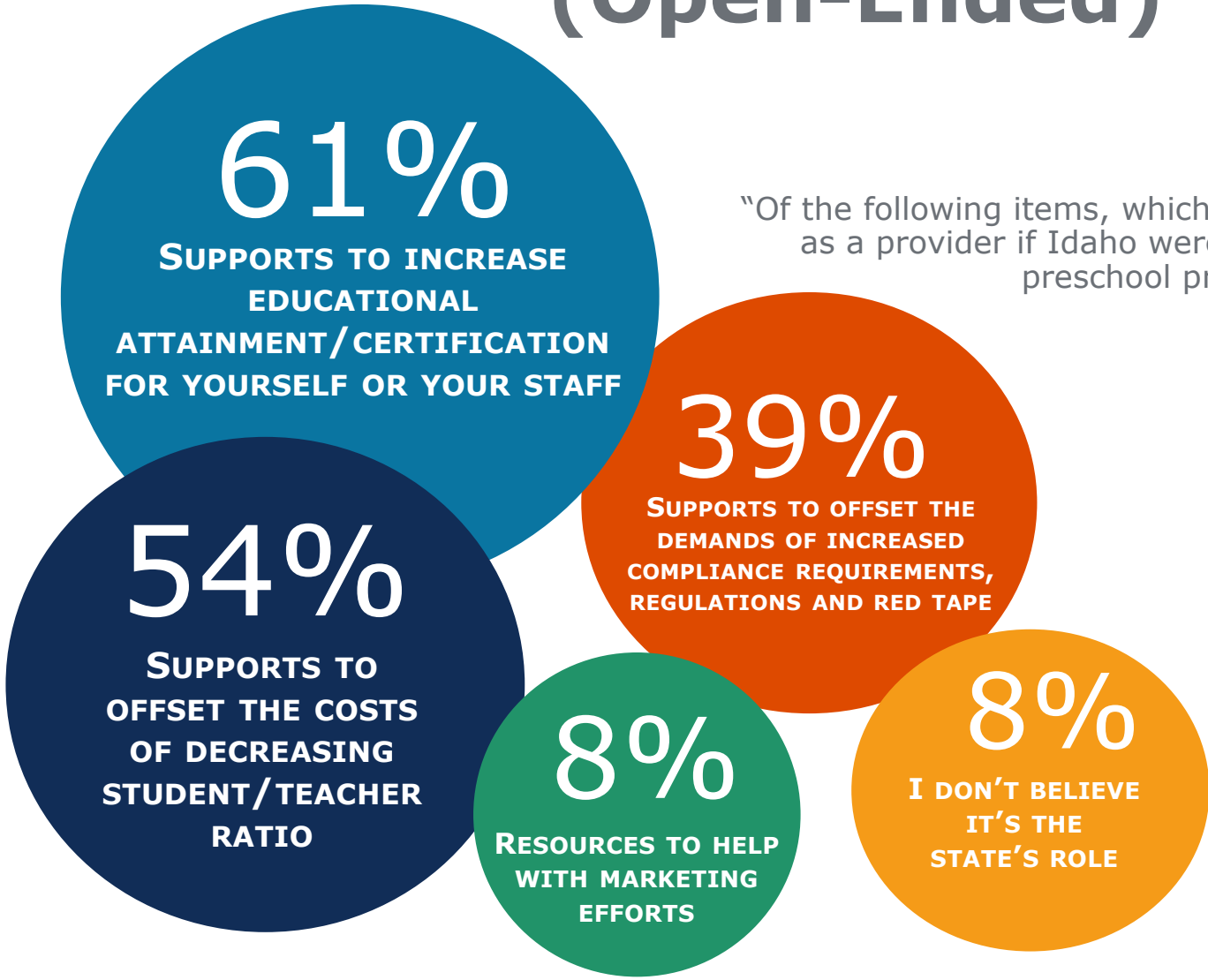
3%

STATE PRESCHOOL NOT  
DEVELOPMENTALLY  
APPROPRIATE/PUSHES  
ACADEMICS BEFORE  
KIDS ARE READY



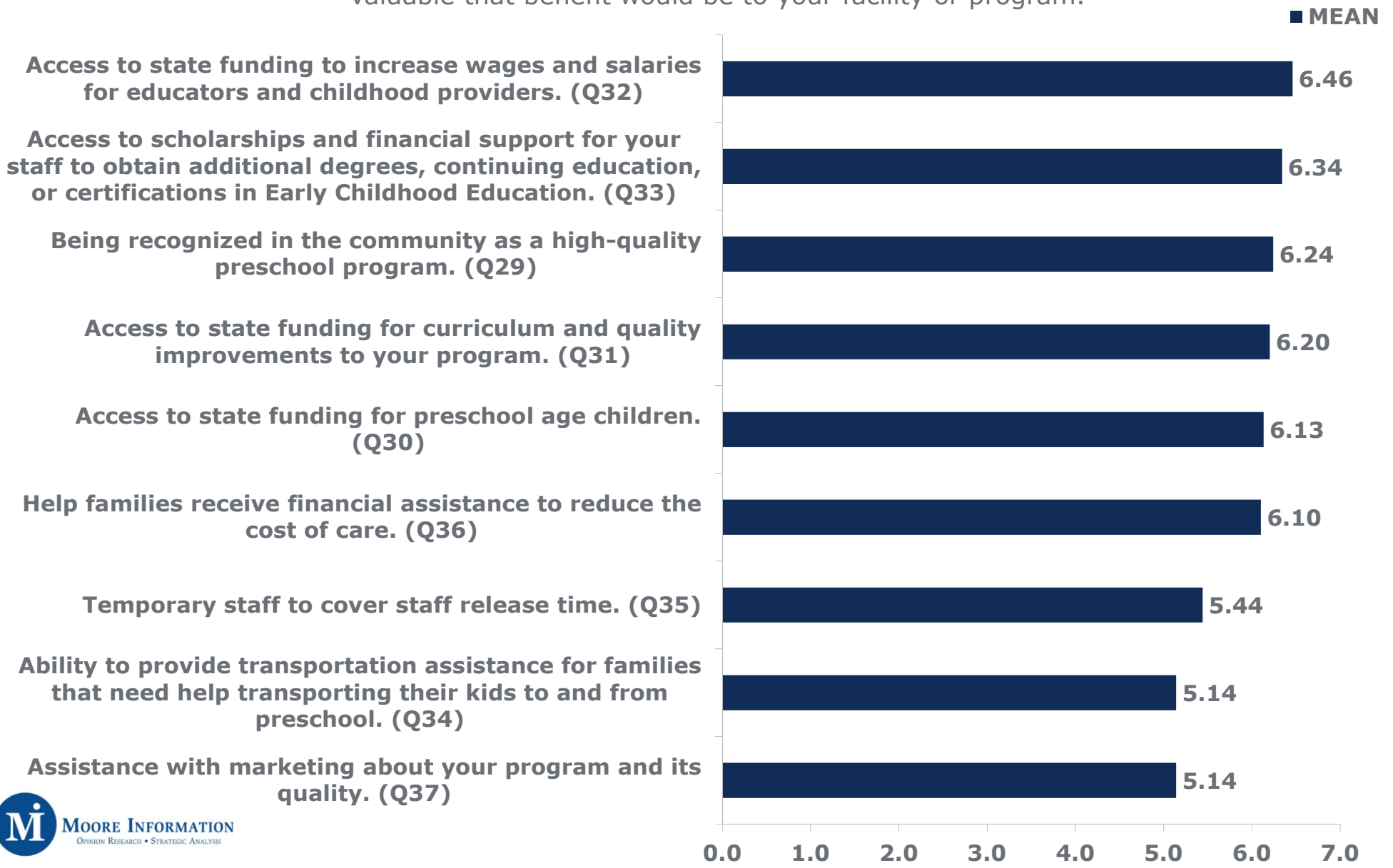
# Perceived Most Helpful Benefits of State Funded Preschool to Providers (Open-Ended)

“Of the following items, which two would be most helpful to you as a provider if Idaho were to establish state funding for preschool programs?” (Q28)



# Value of Benefits of State Funded Preschool to Providers: *Mean Scores*

"Here are some potential benefits of state funded preschool for children ages 3 to 5. Using a 7-point scale where '1' means not at all valuable and '7' means extremely valuable, please indicate which number best describes how valuable that benefit would be to your facility or program."



# Value of Benefits of State Funded Preschool to Providers: *Program/Center Type*

MEAN SCORES	All	Before/after school care for school age children	Infant child care	Toddler child care	Child care for children ages 3 to 5 (not curriculum-based)	Preschool (curriculum based) for children ages 3 to 5
Access to state funding to increase wages and salaries for educators and childhood providers. (Q32)	6.46	6.43	6.51	6.50	6.29	6.50
Access to scholarships and financial support for your staff to obtain additional degrees, continuing education, or certifications in Early Childhood Education. (Q33)	6.34	6.30	6.35	6.38	6.28	6.35
Being recognized in the community as a high-quality preschool program. (Q29)	6.24	6.25	6.25	6.28	6.05	6.30
Access to state funding for curriculum and quality improvements to your program. (Q31)	6.20	6.26	6.31	6.29	6.21	6.20
Access to state funding for preschool age children. (Q30)	6.13	6.12	6.19	6.18	5.92	6.14
Help families receive financial assistance to reduce the cost of Care. (Q36)	6.10	6.13	6.10	6.13	6.04	6.12
Temporary staff to cover staff release time. (Q35)	5.44	5.55	5.62	5.60	5.49	5.46
Ability to provide transportation assistance for families that need help transporting their kids to and from Preschool. (Q34)	5.14	5.29	5.18	5.19	5.08	5.06
Assistance with marketing about your program and its quality. (Q37)	5.14	5.25	5.21	5.23	5.18	5.12



[www.moore-info.com](http://www.moore-info.com)

[www.facebook.com/mooreinformation](https://www.facebook.com/mooreinformation)

**Erik Iverson**

erik@moore-info.com

1821 South Avenue West  
Suite 406  
Missoula, MT 59801

406.544.8310

**Bob Moore**

bobm@moore-info.com

921 SW Washington St.  
Suite 810  
Portland, OR 97205

503.221.3100

**Hans Kaiser**

hansk@moore-info.com

428 4<sup>th</sup> Street  
Suite 8  
Annapolis, MD 21403

410.216.9856