
Appendix D:

Descriptive results for each survey question

What Parents Want: A survey of the preschool
preferences of households in the City and
County of Denver

The Piton Foundation

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Prepared by:



**NATIONAL
RESEARCH**

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Survey Background and Methods

Background

The Piton Foundation is a private, operating foundation established in 1976. It is funded by the Gary-Williams Energy Corporation to develop and implement programs to improve education, expand economic opportunities for families, and strengthen lower-income communities.

The Piton Foundation contracted with National Research Center, Inc. (NRC) to manage data collection for a survey on the demand for full-day preschool in Denver by interviewing households within the City and County of Denver with at least one child who currently is or will be enrolled in preschool in Denver in the fall of 2008.

Methods

Sample Selection

NRC provided assistance to the Piton Foundation on a set of research tasks. Telephone survey data were collected using a listed sample of households within the City and County of Denver thought to have a higher probability of at least one child who is or will be of preschool age. A screening question was used to determine if each household was within the boundaries of the City and County of Denver. Households with at least one child who was currently enrolled in preschool or would be in the fall of 2008 were eligible to complete the survey. The survey instrument was translated into Spanish and native Spanish-speaking interviewers were available to conduct interviews in Spanish, as necessary.

Survey Administration

NRC used rigorous methodology for data collection. Among the protocols used, each telephone number in the sample was contacted multiple times, increasing the response rate over a single-contact approach and helping to reduce non-response bias in the sample.

The survey data were recorded electronically using a Computer-Assisted Telephone Interviewing (CATI) system. (CATI is a software program that automatically dials phone numbers, logs dispositions and records responses to completed interviews.) Phone calls were made to Denver households from February 21 to March 17, 2008. The length of the survey averaged about 15 minutes. A majority of the interviews was completed during the evening hours, although calls were made on the weekend and during weekdays also.

A summary was provided of dispositions for every call attempt. Typical call disposition categories included: refusal; busy; computer tone; no answer; language barrier (other than Spanish); disconnected; business/government; answering machine; mid interview terminate; scheduled callback; and completed.

All responses were held in the strictest confidence. Respondent names were never associated with the answers provided on the survey. Only first names were captured for possible verification by a supervisor (10% actually being called back). All responses were kept in the dataset by a unique numeric identifier only.

Before the data were analyzed, an in-depth cleaning of the data was conducted as part of NRC's standard quality control procedures.

A total of 20,724 phone numbers were dialed during the survey administration. Some of these numbers were considered ineligible for the survey (e.g., respondent did not reside within the city/county limits of Denver; respondent did not have at least one preschool aged child who was currently enrolled or would be enrolled in the fall of 2008). Of the approximately 17,739 eligible households called, 700 completed interviews, including 28 in Spanish, providing a response rate of 9%. Approximately 15% of households refused the survey.

Disposition of all Numbers Called for the Piton Foundation Early Childhood Education Telephone Survey	
Complete	700
Partial	34
Refusal	2,669
Respondent never available	1,262
Language problem	772
Always busy	23
No answer	3,679
Answering machine	1,444
Call blocked	1,038
Fax/data line	398
Non-working number	449
Disconnected number	4,654
Business, government office, other organizations	195
Cell phone/pager	12
No eligible respondent	3,378
Other, not eligible	17
Total phone numbers used	20,724
I=Complete Interviews	700
P=Partial Interviews	34
R=Refusal and break off	2,669
NC=Non Contact	1,262
O=Other	772
e ¹ =estimated proportion of cases of unknown eligibility that are eligible	37%
UH=Unknown household	6,184
UO=Unknown other	0
Response Rate ²	9%

¹ Estimate of e is based on proportion of eligible households among all numbers for which a definitive determination of status was obtained (a very conservative estimate).

² The response rate was calculated as $I / ((I+P) + (R+NC+O) + e(UH+UO))$.

Weighting the Data

NRC compared the demographic characteristics of the sample to the population norm for households within the City and County of Denver who have at least one preschool aged child enrolled in preschool. Exploring the impact of different variables, NRC developed a number of potential weighting schemes. The Piton Foundation chose a scheme that included gender, age, ethnicity and education. The results of the weighting scheme are presented in the table on the following page.

Characteristic	5% Public Use Microdata Sample Equivalency 2000*	Unweighted Data	Weighted Data
18 to 34	52%	37%	53%
35+	48%	63%	47%
Female	55%	70%	61%
Male	45%	30%	39%
Female 18 to 34	30%	28%	33%
Female 35+	25%	42%	29%
Male 18 to 34	22%	9%	20%
Male 35+	23%	21%	18%
White	58%	78%	50%
Black/African American	12%	6%	5%
Other	30%	16%	45%
Hispanic	41%	16%	53%
Not Hispanic	59%	84%	47%
High school or less	49%	14%	50%
More than high school	51%	86%	50%
Less than \$25,000	48%	7%	25%
\$25,000 to \$50,000	52%	15%	20%
\$50,001 or more	0%	78%	54%
English	64%	93%	76%
Spanish	30%	6%	23%
Other	6%	1%	1%

*Census 2000, Public Use Microdata Sample, (PUMS), United States, prepared by the U.S. Census Bureau, 2003.

*Households with children age 3 to 5 enrolled in preschool.

Households (unweighted) 8,986 (406)

Preschoolers enrolled (unweighted) 9,454 (426)

Understanding the Results

Precision of Estimates

It is customary to describe the precision of estimates made from surveys by a “level of confidence” (or margin of error). The 95 percent confidence level for the survey is generally no greater than plus or minus four percentage points around any given percent reported for the entire sample (700 completed interviews).

Rounding

For some questions, respondents were permitted to provide multiple responses. When the total exceeds 100% in a table for a multiple response question, it is because some respondents are counted in multiple categories. When a table for a question that only permitted a single response does not total to exactly 100%, it is due to the customary practice of percentages being rounded to the nearest whole number.

Survey Results

NRC also produced basic tables of responses for each survey question. The complete set of responses for all survey questions appear below and on the following pages.

Question A	
Do you live in the city or county of Denver?/In which County do you live?	Percent of respondents
Yes	100%
Total	100%

Question B	
How many people live in your household, including you?	Percent of respondents
Up to 2	4%
3	13%
4	38%
5	22%
6 or more	23%
Total	100%

Question C	
How many of those individuals are between the ages of three and five and currently are enrolled in preschool?	Percent of respondents
Zero	33%
1	51%
2	15%
3 or more	2%
Total	100%

Question D	
How many of the individuals who currently are in preschool will continue to be enrolled in preschool in the fall of 2008?	Percent of respondents
Zero	26%
1	65%
2	9%
3 or more	0%
Total	100%

Question E

How many individuals in your household are not currently enrolled in preschool, but will be enrolled in the fall of 2008?	Percent of respondents
Zero	49%
1	46%
2	4%
3 or more	0%
Total	100%

Question F

What is your zip code in Denver?	Percent of respondents
80219	14%
80211	8%
80207	5%
80210	5%
80220	5%
80238	5%
80205	4%
80236	4%
80239	4%
80249	4%
80206	3%
80212	3%
80216	3%
80223	3%
80229	3%
80123	2%
80204	2%
80209	2%
80222	2%
80230	2%
80233	2%
80237	2%
80110	1%
80218	1%
80221	1%
80224	1%

Question F	
What is your zip code in Denver?	Percent of respondents
80226	1%
80231	1%
80235	1%
80241	1%
80246	1%
82001	1%
82011	1%
82019	1%
82039	1%
82216	1%
80026	<1%
80201	<1%
80202	<1%
80203	<1%
80214	<1%
80215	<1%
80227	<1%
80228	<1%
80247	<1%
80260	<1%
80339	<1%
81023	<1%
Total	100%

Question 1	
Thinking about your [child/ren]'s fall 2008 preschool program, on most days each week will they usually be there for...	Percent of respondents
2.5 hours a day or less	22%
3 to 5.5 hours a day	38%
6 to 8 hours a day	27%
More than 8 hours a day	6%
Don't know	5%
Refused	1%
Total	100%

Question 2

Thinking about your [child/ren]'s fall 2008 preschool program, on most days each week will they usually be there for...	Never/ zero days	1-2 days, Mon - Friday	3-4 days, Mon - Friday	5 days, Mon - Friday	Don't know	Refused	Total
Between 6am and 8am?	52%	8%	10%	23%	6%	1%	100%
Between 4pm and 7pm?	73%	3%	6%	12%	5%	1%	100%

Question 3

Is/are] your [child/ren]'s preschool [schedule/s]	Percent of respondents
5 days a week, Monday through Friday	59%
4 days a week, Monday through Friday	13%
1 to 3 days a week, Monday through Friday	19%
None of the above	3%
Don't know	5%
Refused	0%
Total	100%

Question 4

[Does/do] your [child/ren]'s preschool [schedule/s] include Saturdays or Sundays?	Percent of respondents
Yes	1%
No	97%
Don't know	2%
Total	100%

Question 5

On a typical week in fall 2008, how many hours [is/are] your [child/ren] going to be in the preschool program?	Percent of respondents
15 hours or less a week	45%
16 to 35 hours a week	32%
36 to 40 hours a week	11%
More than 40 hours a week	6%
Don't know	6%

Question 5

On a typical week in fall 2008, how many hours [is/are] your [child/ren] going to be in the preschool program?	Percent of respondents
Refused	1%
Total	100%

Question 6

[Is/are] your [child/ren]'s [preschool/s]...	Percent of respondents
Year-round, 12 months a year	24%
School-year only, off in the summer	64%
Year-round school calendar, which means off 3 months of the year, but not necessarily during the summer	6%
Other	0%
Don't know	5%
Total	100%

Question 7

To what extent would you agree or disagree that you expect the [preschool/s] schedule to meet the needs...	Strongly agree	Some-what agree	Some-what dis-agree	Strongly dis-agree	Don't know	Refused	Total
Of your [child/ren]?	70%	23%	4%	2%	2%	0%	100%
How about the needs of your family?	64%	28%	3%	2%	3%	0%	100%

Question 8

Thinking about other child care providers, including those that you will be using so you can work or attend school or training, in addition to your [child/ren]'s preschool program, how many other child care providers will you have for your preschool [child/ren]?	Percent of respondents
Zero/none	62%
One	29%
2 to 3	6%
3 to 4	1%
5 or more	0%

Question 8

Thinking about other child care providers, including those that you will be using so you can work or attend school or training, in addition to your [child/ren]'s preschool program, how many other child care providers will you have for your preschool [child/ren]?	Percent of respondents
Don't know	1%
Refused	0%
Total	100%

Question 9

[Does/do] your [child/ren]'s preschool [program/s] offer full-time care, at least 36 hours a week, Monday through Friday?	Percent of respondents
Yes	53%
No	36%
Don't know	10%
Refused	0%
Total	100%

Question 10

If offered, would you choose full-time preschool for your [child/ren], at least 36 hours a week, Monday through Friday?	Percent of respondents
Yes	42%
No	50%
Don't know	7%
Refused	1%
Total	100%

Question 11

Which preschool setting would you most prefer?	Percent of respondents
A preschool center that only serves children 5 years or younger	42%
A preschool in an elementary school that goes up to 5th grade	39%
A preschool in an elementary school that goes up to 8th grade	12%
None of these	3%
Don't know	4%
Refused	0%

Question 11

Which preschool setting would you most prefer?	Percent of respondents
Total	100%

Question 12

Now I'm going to read you a list of preschool program features. For each, please tell me how important, if at all, each was in choosing your [child/ren]'s preschool program [ROTATE A-E.] Would you say it is...	Essential	Very important	Somewhat important	Not important at all	Did not apply	Don't know	Refused	Total
Flexibility of the schedule	19%	41%	30%	10%	1%	0%	0%	100%
Affordable cost	24%	47%	24%	4%	0%	1%	0%	100%
Program type or features	31%	58%	10%	1%	1%	1%	0%	100%
Convenience of the location	17%	53%	24%	4%	1%	1%	0%	100%
Staff quality and characteristics	39%	55%	4%	1%	1%	1%	0%	100%

Question 13a

When you were thinking about flexibility of schedule, tell me how important, if at all, each of the following was to your decision. How about...	Essential	Very important	Somewhat important	Not important at all	Did not apply	Don't know	Refused	Total
The option to choose the number of days per week your [child/ren] [is/are] enrolled in preschool	23%	50%	15%	12%	0%	0%	0%	100%
The ability to choose between full-day and half-day school on any day	22%	46%	18%	12%	2%	0%	0%	100%
The option to drop your [child/ren] off at	14%	31%	10%	44%	1%	0%	0%	100%

Question 13a

When you were thinking about flexibility of schedule, tell me how important, if at all, each of the following was to your decision. How about...	Essential	Very important	Somewhat important	Not important at all	Did not apply	Don't know	Refused	Total
preschool as early as 6 am								
The option to pick your [child/ren] up at preschool after 4 pm	23%	37%	14%	26%	0%	0%	0%	100%
The option to have your [child/ren] attend preschool year-round	22%	31%	20%	25%	0%	1%	0%	100%

Question 13b

When you were thinking about cost, tell me how important, if at all, each of the following was to your decision. How about...	Essential	Very important	Somewhat important	Not important at all	Did not apply	Don't know	Refused	Total
The tuition, or how much you pay each month for your [child/ren] to attend the program	22%	63%	12%	2%	1%	0%	0%	100%
The program accepting financial assistance, such as child care subsidy payments	16%	45%	16%	21%	2%	0%	0%	100%

Question 13c								
When you were thinking about the type of preschool program, tell me how important, if at all, each of the following was to your decision. How about...	Essential	Very important	Somewhat important	Not important at all	Did not apply	Don't know	Refused	Total
The program teaches mixed-aged groups, with ages three to five in one classroom	13%	37%	25%	24%	0%	1%	0%	100%
The program emphasizes school academics, for example, reading and math skills	28%	58%	10%	4%	0%	0%	0%	100%
The program emphasizes creativity in art, music, theater and pretend play	32%	53%	14%	1%	0%	0%	0%	100%
The preschool curriculum, for example, Montessori, Dual Language, etc.	23%	48%	20%	9%	0%	0%	0%	100%
Low teacher/child ratios	26%	57%	12%	2%	1%	3%	0%	100%

Question 13d								
When you were thinking about the preschool location, tell me how important, if at all, each of the following was to your decision. How about...	Essential	Very important	Somewhat important	Not important at all	Did not apply	Don't know	Refused	Total
A location that is close to where you live	24%	61%	12%	2%	0%	0%	0%	100%
A location that is close to where you work	12%	35%	24%	27%	1%	0%	0%	100%
Having one or more siblings attend the same program or school	18%	42%	12%	24%	3%	0%	0%	100%
A program in the same building where your	13%	35%	24%	27%	2%	0%	0%	100%

Piton Foundation Early Childhood Education Telephone Survey Results

Prepared by National Research Center, Inc.

Question 13d

When you were thinking about the preschool location, tell me how important, if at all, each of the following was to your decision. How about...	Essential	Very important	Somewhat important	Not important at all	Did not apply	Don't know	Refused	Total
preschool child will eventually attend elementary school								

Question 13e

When you were thinking about the preschool staff, tell me how important, if at all, each of the following was to your decision. How about...	Essential	Very important	Somewhat important	Not important at all	Did not apply	Don't know	Refused	Total
Low rate of teacher turnover or changes in staff	18%	56%	20%	6%	0%	0%	0%	100%
Teachers have certification in early childhood education	29%	57%	8%	6%	0%	0%	0%	100%
Race or ethnicity of the teacher(s) matches yours	6%	12%	11%	69%	1%	0%	0%	100%
Language of the teacher(s) matches yours	21%	44%	20%	16%	0%	0%	0%	100%

Question 14

To what extent do you agree or disagree with each of the following statements about preschool programs in this area. How about...	Strongly agree	Some-what agree	Some-what dis-agree	Strongly dis-agree	Don't know	Refused	Total
There are good choices for preschool programs where I live	40%	32%	10%	14%	3%	0%	100%
I have had difficulty finding the preschool program I want	21%	20%	20%	37%	2%	0%	100%

Question 15

How much will your family be paying out of pocket each month for your [child/ren]'s preschool tuition?	Percent of respondents
\$0 per month	26%
\$1 to \$250 a month	24%
\$251 to \$500 a month	18%
\$501 to \$750 a month	9%
\$751 to \$1,000 a month	6%
More than \$1,000 a month	3%
Don't know	13%
Refused	1%
Total	100%

Question 16

Will any agency, program or person outside of your household help pay for your [child/ren]'s preschool tuition?	Percent of respondents
Yes	17%
No	76%
Don't know	8%
Refused	0%
Total	100%

Question 17

I'm going to read you a list of potential sources of help. Please tell me whether each potential source will be helping your family pay for preschool tuition in fall 2008.	Yes	No	Don't know	Refused	Total
government agency, such as the Colorado Child Care Assistance Program, also known as CCCAP, the Denver Preschool Program or CPKP	39%	50%	12%	0%	100%
Your employer	18%	76%	6%	0%	100%
Head Start program	37%	55%	8%	0%	100%
Program scholarships	19%	67%	14%	0%	100%
Church or faith-based organization	19%	72%	8%	0%	100%
Friend or relative	17%	77%	6%	0%	100%
Another source	8%	82%	10%	0%	100%

Question 18

Will you be using the Colorado Child Care Assistance Program, also known as CCCAP, to help pay for preschool?	Percent of respondents
Yes	12%
No	76%
Don't know	12%
Refused	0%
Total	100%

Question 19

Are you financially eligible for CCCAP?	Percent of respondents
Yes	10%
No	57%
Don't know	33%
Refused	0%
Total	100%

Question 20

Please indicate whether or not each of the following statements is true for you.	Strongly agree	Some-what agree	Some-what dis-agree	Strongly dis-agree	Don't know	Refused	Total
CCCAP is a tremendous boost to our family's ability to work and make a living	56%	17%	8%	8%	10%	0%	100%
I feel I have more preschool options because of CCCAP	56%	15%	5%	17%	7%	0%	100%
I feel I had access to the highest quality preschool program because of CCCAP	53%	15%	6%	20%	7%	0%	100%

Question 21

Including your [child/ren] in preschool this fall, what is the total number of children not yet in kindergarten for whom you will be paying for child care in fall 2008?	Percent of respondents
1	59%
2	29%
3	9%
4 or more	3%
Total	100%

Question 22

Including preschool costs for your [child/ren], how much will you usually be spending in total on child care each month for all of your children not yet in kindergarten? Will it be...	Percent of respondents
\$0 per month	36%
\$1 to \$500 a month	31%
\$501 to \$1,000 a month	14%
\$1,001 to \$1,500 a month	5%
\$1,501 to \$2,000 a month	3%
More than \$2,000 a month	3%
Don't know	9%
Refused	1%
Total	100%

Question 23

Please tell me the extent to which you agree or disagree with each of the following statements about the affordability of preschool. How about...	Strongly agree	Some-what agree	Some-what dis-agree	Strong-ly dis-agree	Don't know	Refused	Total
The cost of preschool has prevented me from getting the kind of preschool program I want for my child	23%	16%	20%	39%	3%	0%	100%
I would be willing to pay more than I do for my child's preschool program	23%	28%	20%	26%	3%	0%	100%

Question 24

Are you one of the primary caregivers or legal guardians of the preschool [child/ren] we've been talking about?	Percent of respondents
Yes	96%
No	4%
Don't know	0%
Refused	0%
Total	100%

Question 25

What is your relationship to the [child/ren] referred to in this survey?	Percent of respondents
Mother	58%
Father	33%
Stepmother	0%
Stepfather	1%
Legal guardian or foster parent	0%
Grandparent	6%
Uncle or aunt	1%
Another family member, such as cousin or sibling	0%
Some other relationship	1%
Don't know	0%
Refused	0%
Total	100%

Question 26

Including yourself, how many adults 18 and older live in your household?	Percent of respondents
1	10%
2	71%
3	12%
4 or more	8%
Total	100%

Question 27

Including the [child/ren] you have been referring to in this survey, how many children younger than 18 live in your household?	Percent of respondents
1	19%
2	44%
3	23%
4	7%
5 or more	7%
Total	100%

Question 28

Who was responsible for selecting your [child/ren]'s preschool [program/s] for fall 2008?	Percent of respondents
Mother	91%
Father	45%
Stepmother	1%
Stepfather	2%
Legal guardian or foster parent	1%
Grandparent	4%
Uncle or aunt	0%
Another family member, such as cousin or sibling	0%
Someone else	0%
Don't know	1%
Refused	0%

Note: Percents may total to more than 100% as respondents were allowed to give more than one answer.

Question 29

What is the highest level of education completed for the [child/ren]'s primary caregiver or guardian?	Percent of respondents
Less than a high school diploma	19%
High school diploma or GED	31%
Some training or education beyond high school	5%
2-year college degree	5%
4-year college degree	21%
Graduate school classes	5%
Graduate school degree	13%
Don't know	0%
Refused	0%

Question 29

What is the highest level of education completed for the [child/ren]'s primary caregiver or guardian?	Percent of respondents
Total	100%

Question 30

Stop me when I reach the category that includes the age of the [child/ren]'s primary caregiver or guardian?	Percent of respondents
18-24 years old	7%
25-34 years old	46%
35-44 years old	38%
45-54 years old	7%
55-64 years old	0%
65 years or older	2%
Refused	0%
Total	100%

Question 31

Which of the following employment categories currently best describes the [child/ren]'s caregiver who contributes the most to the household's income?	Percent of respondents
Work at home part-time for pay	5%
Work at home full-time for pay	6%
Employed outside the home part-time for pay	12%
Employed outside the home full-time for pay	62%
Not employed	12%
Retired	0%
Don't know	1%
Refused	1%
Total	100%

Question 32

How many hours does that person usually work for pay each week?	Percent of respondents
1 to 10 hours per week	8%
11 to 20 hours per week	5%
21 to 31 hours per week	6%
32 to 40 hours per week	31%
More than 40 hours per week	47%

Question 32

How many hours does that person usually work for pay each week?	Percent of respondents
Don't know	3%
Total	100%

Question 33

Please select which category contains your household's total 2007 income from all sources and household members before taxes:	Percent of respondents
Less than \$25,000	23%
\$25,000 to \$50,000	18%
\$50,001 to \$75,000	14%
\$75,001 to \$125,000	21%
Over \$125,000	14%
Don't know	4%
Refused	6%
Total	100%

Question 34

Please indicate whether or not each of the following statements is true for at least one of the [child/ren]'s caregivers or guardians. Does at least one person...	Yes/true	No/not true	Don't know	Refused	Total
Claim a federal income tax credit for child care expenses	56%	37%	6%	1%	100%
Receive the Earned Income Tax Credit	49%	38%	12%	1%	100%
Use a plan through an employer that allows me to pay for preschool tuition with before-tax dollars	24%	70%	5%	1%	100%

Question 35

Is the [child/ren]'s primary caregiver or guardian Spanish, Hispanic or Latino?	Percent of respondents
Yes	53%
No	47%
Don't know/refused	1%
Total	100%

Question 36

Which one or more of the following describes the race of the [child/ren]'s primary caregiver or guardian?	Percent of respondents
American Indian or Alaskan Native	3%
Asian, Asian Indian or Pacific Islander	2%
Black or African American	5%
White	46%
Other	37%
Don't know/refused	9%

Note: Percents may total to more than 100% as respondents were allowed to give more than one answer.

Question 37

What language does your household speak most often at home?	Percent of respondents
English	76%
Spanish	15%
Both English and Spanish	9%
Another Language	1%
Refused	0%
Total	100%

Question 38

What language [does/do] your preschool-aged [child/ren] speak most often at home?	Percent of respondents
English	77%
Spanish	8%
Both English and Spanish	13%
Another Language	0%
Refused	1%
Total	100%

Question 39

What is the marital status of the caregivers or guardians for the [child/ren] we've been talking about?	Percent of respondents
Single	17%
Married, including common law marriage	77%
Separated	2%
Divorced	3%
Widowed	1%
Don't know	1%
Refused	0%
Total	100%

Question 40

Respondent's gender	Percent of respondents
Female	61%
Male	39%
Total	100%
