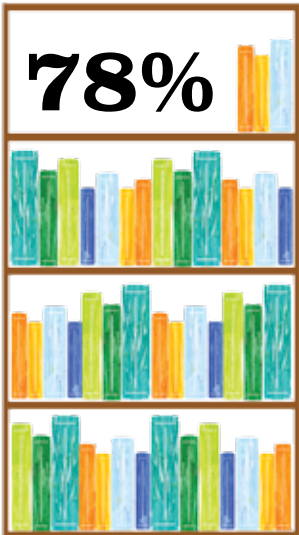


# Back-to-Preschool Survey:

## Parents of Young Learners Focused on the Future

What do parents want for their preschoolers? KinderCare®, the nation's largest private provider of early childhood education, asked 1,000 parents about the role of early learning in school prep. An overwhelming 93% of surveyed parents with children five and under believe preschool prepares their child for kindergarten and beyond. Parents who look to early education to boost school readiness value a focus on literacy and science skills. For more top findings from the survey, please see below. **For more information about our preschool program, please visit [kindercare.com/our-programs](http://kindercare.com/our-programs).**

78%



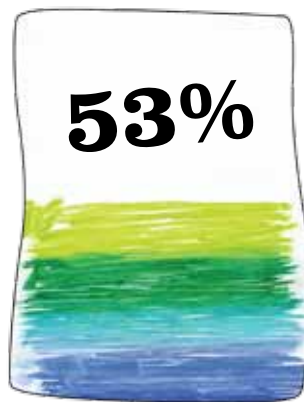
Percent of surveyed preschooler parents who believe reading is important for kindergarten readiness

Percent of surveyed preschooler parents who think age-appropriate science programs have a place in preschool



Percent of surveyed preschooler parents who want an early learning program with a blended structure

53%



social

academic

emotional

developmental

### About the Second Annual KinderCare® Back-to-Preschool Survey

Commissioned by KinderCare Learning Centers, the survey was designed and analyzed by Ketchum Global Research Network and fielded by Braun Research. The survey reached a national sample of 1,008 parents of children ages 0 to five from April 5-8, 2011. The survey has a margin of error of +/-3.1 percent.