

Summary of the Kids Co. Parent Survey 2009

We had 178 responses. This was up from last year at 155.

The majority of parents (90%) find location to be the most important factor in choosing a child care with Quality Staff(56%), Flexible Schedules (43%) and Affordability (29%) also important.

2009 Parent Survey—Highlights				
Strongly Agree	Agree	Disagree	Strongly Disagree	No Opinion /Don't Know
I am pleased with my family's overall experience with Kids Co.				
69.4%	29.6%	0.5%	0.5%	0.0%
My child enjoys attending Kids Co.				
60.2%	38.2%	1.1%	0.5%	0.0%
I would recommend Kids Co. to other parents.				
67.7%	30.1%	0.5%	0.5%	1.1%
Kids Co. facilities are safe and secure for my child.				
60.1%	38.3%	1.1%	0.5%	0.0%
There are adequate and appropriate equipment and supplies at Kids Co.				
46.4%	51.9%	1.1%	0.0%	0.5%
Kids Co. offers a wide variety of activities for my child.				
44.8%	50.8%	4.4%	0.0%	0.0%
I feel at ease when my child is at Kids Co.				
65.0%	34.4%	0.0%	0.0%	0.5%
For complete survey results or site specific results contact your program director.				

What do you like best about Kids Co.:

For me, it's all about the staff. I love the staff at Kids Co TOPS. They are smart, warm, engaging, and obviously enjoy children. I feel that my child is safe, engaged, and has really positive adult influences when she's at Kids Co.

The staff have been very helpful and supportive. My child is always eager to attend Kids Co. We weren't looking for a daycare but rather, a place for our child to learn and get prepared for Kindergarten---we've been very satisfied.

Hours accommodate working parents' schedules. Staff is wonderful and the location is convenient

I think that the Staff are well trained and are genuinely interested in working with kids. The Kids Co staff meet my expectations and are good about communicating with me about my child.

I think Kids Co. Staff does an excellent job with directing the kids communication ~ using manners, using words, asking for what they want, following direction. I never hear grilling or reactive communication. The staff is an excellent example for myself. I appreciate their greetings and concern for my kids. Thank you Kids Co!

What would you like to see improved about the program?

More opportunities for parent involvement and community building (i.e. BBQ's, parenting classes)

More focused activities and groups for older kids

I think more activities outside of the school would be good. I know how much the children love to be out and about in the local neighborhood. My son can't stop talking about a recent visit to see pizza made. Additionally, I think even more physical exercise would be good

Develop some specific educational programs, such as drawing, or second language classes, and etc

What benefits does high quality child care provide your family?

A sense of security knowing that they are at a quality place with good people makes leaving them easier

Gives me the ability to work without worrying, social life for my very social daughter, community building with other parents in the neighborhood, learning and play that she wouldn't get at home.

Exercise and different experiences to try new things and being involved in a variety of social environments

It means everything to the success and emotional well being of our family.

It provides us with a safe and stimulating environment that allows both parents to work. The program has given us opportunities to hold conversations over dinner about daily activities and field trips.

Huge. It means so much to have my child in quality care. It allows me to work full-time and know that my child is not just parked somewhere--she's actually being engaged and enriched.

The benefit of knowing that one's child is safe, happy, having a great time being a child, and learning to make friends, be responsible, and work through sharing, negotiating, and even perhaps, conflicts that may arise in every day life.