



# 2015-2016 Head Start/Early Head Start Parent Satisfaction Survey

## Executive Summary Report

**Prepared for:** Akron Summit Community Action, Inc.

*Provided to ASCA: June 2016*

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## Executive Summary

### **INTRODUCTION**

- ✓ The 2015/2016 Parent Satisfaction Survey was conducted with parents/families enrolled in the program. There were three surveys: 1) Head Start/Early Head Start Parent Survey- Center-Based; 2) Early Head Start Parent Survey- Home-Based; and 3) Early Head Start Parent Survey-Expectant Mothers. Note, for the purposes of this report, the three surveys are referenced as “program options.”
- ✓ The response was 10% higher this school year (82%) compared to the response rate from 2014/2015 of 71%. For each program option, parents/families were asked to indicate their level of satisfaction and agreement across 18 aspects and components to school readiness. The response scale was as follows: 1=Very Satisfied, 2=Somewhat Satisfied, 3=Not at all Satisfied; a “Don’t Know” option was also available, but “Don’t know” responses were not included in the computation of average satisfaction scores. Satisfaction responses were averaged to compute overall satisfaction index for each respondent.

### **OVERALL KEY FINDINGS (Satisfactions and Agreement Areas)**

- ✓ Overall satisfaction across all 18 aspects and components, which included satisfaction with the *Head Start program as a whole* and *staff support in helping parents meeting their families’ needs and goals*, was high with average satisfaction for center-based parents at 1.13, home-based at 1.17, and expectant mothers at 1.11, with, again, a scale of 1 being very satisfied to 3 not at all satisfied.
- ✓ Common areas on **high** satisfaction included maintaining a safe environment for your child; Respecting your family’s culture and background; Showing courtesy and respect toward you and your family; and Any concerns about your child’s health or well-being. Common areas of **low** satisfaction centered on informing parents how to be involved in: Head Start Policy Council, Center Parent Committee, volunteering, other opportunities within the community as well as understanding the enrollment process.
- ✓ There were few common areas of high or low agreement. Common areas of **high** agreement included understanding the focus on school readiness, learning to share and play with others, and becoming more independent. Areas of **low** agreement include included Head Start services have helped make parents feel more comfortable talking to child’s health care provider and HS services have helped parents better understand the importance of early dental care.

### **OVERALL KEY FINDINGS (Important Issues Parents Face, Alternatives, and Service Utilization)**

- ✓ Financial issues were cited as the most important problem facing families by a majority of center-based parents (67%). It was also an issue for expectant mothers (25%). Parents in center-based and home-based indicated that transportation is one of the top three issues facing their families (center-based 21%, home-based 23%).
- ✓ A significant portion of parents indicated that they would have no alternative available to them if Head Start were not available (center-based 24%, home-based 53%, expectant mothers 75%).
- ✓ More than half of center-based parents (61%) attended a center parent meeting in the past year, with the majority (86%) very satisfied with the meeting. About two-thirds (65%) of home-based parents attended a socialization in the past year, with 87% very satisfied. While work was the most common reason that center-based parents were unable to attend meetings, being too busy was the most common reason for home-based parents. The majority of parents who had not attended in the past, 88% of center-based and 89% of home-based, were at least somewhat interested in attending future meetings. Center-based parents were most interested in the topic of education.
- ✓ Nearly half of center-based parents (44%) received food assistance from ASCA’s community outreach program, while 27% participated in Home Energy Assistance Program (HEAP). Home-based parents were also likely to have participated in HEAP (27%) and receive food assistance (64%).

### **OVERALL KEY FINDINGS (Financial Literacy)**

- ✓ Majorities of both Home-Based (73%) and Center-Based parents (61%) indicated that they were personally responsible for financial decisions in the household. Expectant mothers were more likely to report that decisions are shared between themselves and their spouse (58%).
- ✓ Parents in all groups reported more than 50% of the time having ever created a household budget. This was true for 58% of expectant mothers, 72% of center-based parents, and 81% of home based parents. Meanwhile, fewer reported currently having a budget.
- ✓ Over three-quarters of each group reported having ever created a bank account. For home- and center-based parents, the most common type of account was checking. For expectant mothers, it was more common to have both a checking and a savings account.
- ✓ Most parents in each group had never used a payday loan or check cashing store. Around one in ten home-based (11%) and center-based (9%) are currently using one.

- ✓ Nearly half of all parent groups currently have credit cards. Fewer have prepaid credit cards.
- ✓ Cash and credit cards are the most common method of paying bills in all three groups, with 40% or more of each group reporting using each of these methods.