

# PASSING THE SCHOOL READINESS TEST



5 OUT OF 10 PARENTS AND 6 OUT OF 10 HISPANIC PARENTS SAY SCHOOL READINESS IS A TOP CONCERN.



77%

SOCIAL SKILLS

53%

EMOTIONAL SKILLS

37%

BASIC READING

SOCIAL SKILLS, EMOTIONAL SKILLS AND BASIC READING ARE THE **TOP 3 SKILLS** PARENTS WANT THEIR KIDS TO DEVELOP BEFORE THEY START KINDERGARTEN.

63%

LOWER-INCOME PARENTS HAVE FEWER RESOURCES FOR SCHOOL PREPAREDNESS. 63% RECOGNIZE PBS KIDS' ABILITY TO HELP THEM PREPARE KIDS.

HOW WELL NETWORKS PREPARE CHILD FOR SCHOOL (% HELPS A LOT / HELPS SOMEWHAT)



59%

86%



19%

49%

nick

16%

40%

CHILD EXHIBITS MORE POSITIVE BEHAVIOR AFTER ENGAGING WITH THE NETWORK



74%



35%

nick

25%

9 OUT OF 10 PARENTS ARE LIKELY TO USE PBS KIDS RESOURCES FOR SCHOOL PREPAREDNESS.



#PBSKIDSLearn



SOURCE: UNDERSTANDING SCHOOL PREPAREDNESS, A WEB-BASED SURVEY OF 1,026 U.S. PARENTS WITH CHILDREN AGES 2-6 LIVING AT HOME, CONDUCTED JANUARY 11-25, 2014 BY SMARTY PANTS RESEARCH ON BEHALF OF PBS.