## **PASSING THE SCHOOL READINESS TEST**



**5 OUT OF 10 PARENTS AND 6 OUT OF 10 HISPANIC PARENTS** 

SAY SCHOOL READINESS IS A TOP CONCERN.

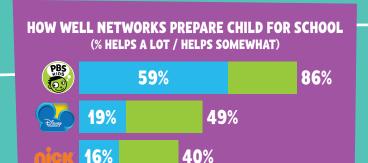


53%
SOCIAL EMOTIONAL BASIC READING

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

**05**%

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



CHILD EXHIBITS MORE POSITIVE BEHAVIOR AFTER ENGAGING WITH THE NETWORK







**35**%





0

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.