

*Study conducted for*

Waterford Institute  
UPSTART

*December 8-22, 2009*

*Study conducted by*

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& ASSOCIATES

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# Introduction

Dan Jones & Associates, Inc., a full-service, independent, public opinion and market research firm located in Salt Lake City, Utah, was commissioned by the Waterford Institute to conduct and compile a research study of approximately 300 parents of current and recently-exited users of the *Utah Preparing Students Today for A Rewarding Tomorrow* (UPSTART) program.

## Research Objectives

The overall objective is to assess parents' experience with the UPSTART program, and more specifically to:

- Determine strengths and weaknesses of UPSTART
- Assess the child's experience including age suitability, frustrations, time involvement, and school readiness
- Explore the effectiveness of phone calls and e-mails
- Ascertain parents' interest in learning more about the benefits of UPSTART
- Evaluate training and support methods including meetings, Web site, User Support, chat, and blogs
- Rate User Support representatives based on participants' interaction
- Measure participant support for pursuing legislative funding
- Explore expanding or requiring UPSTART for pre-K children in Utah
- Determine the likelihood to recommend UPSTART to other parents
- Solicit suggestions for improving UPSTART

## **Methodology**

Dan Jones & Associates developed the questionnaire in conjunction with Claudia Miner, Waterford Institute Vice President of Development. To meet the research objectives, 321 interviews were conducted of parents with children who are currently using, or have recently exited from, the UPSTART program. This includes 52 interviews that were conducted in Spanish. Telephone interviews were conducted from the Dan Jones & Associates Data Collection Center December 8–22, 2009, weekday evenings and on Saturdays.

## **Survey Instrument**

The questionnaire included structured questions to measure intensity of opinions and unstructured questions to assess the perceptions of respondents. Demographic questions were asked to provide opinions of subgroups.

Prior to implementation, the client approved the questionnaire. A pretest was conducted prior to any fieldwork to check the questionnaire for length, flow, clarity, and common language. The client approved any changes made to the questionnaire as a result of the pretest.

## **Sample**

For the purpose of this research, Dan Jones & Associates utilized a random systematic sampling procedure giving each household from the UPSTART list provided by Waterford an equal opportunity of being selected for an interview.

The margin of error for this survey is +/- 4.65% for total data. The margin of error increases for the responses of subgroups within the data. Data results for the Hispanic subset should be considered directional in nature due to the small sample size. This study has a 95% confidence level, meaning that no more than one time in twenty should chance variations in the sample cause the results to vary by more than the margin of error (+/- 4.65%) from the answers that would be obtained if all people in the survey universe were polled.

## **Fieldwork**

Dan Jones & Associates employs professional, experienced interviewers who have worked on numerous surveys to date and proven to be reliable and thorough. To assure accuracy in reciting the questions and recording the responses, the project director carefully briefed

interviewers. All interviews were conducted from the Dan Jones & Associates on-site Data Collection Center, where all interviewers are monitored and supervised.

Multiple callbacks were made to reach respondent. Telephone interviews were conducted primarily during weekday evening hours and on Saturdays; some interviews were attempted during weekday daytime hours when respondents could not be reached in the evening.

## Limitations

Dan Jones & Associates recognizes that there are constraints to all survey research. Some of those limitations include: **Time**—fieldwork or data collection is usually conducted in a two-week window, therefore, people who may not be available during the data collection period will be excluded from the sample; **Budget**—it's simply too costly to reach everyone within the survey universe or to ask for opinions on every possible option or issue; and **Access**—not all potential respondents have access to telephones. Random sampling is used to get the best representation possible.

## Data Analysis

Statistical results have been prepared by the staff of Dan Jones & Associates. Each question has a response distribution, as well as a series of cross-tabulations which organize responses by various demographic groupings and allow for the detection of differences that may exist between opinions of subgroups. SPSS (Statistical Package for Social Science) was used to test the data and to determine if differences in relationships between various populations are real or merely due to chance. Checkmarks (✓) highlight statistically significant findings.

Because of rounding, the response distribution on individual questions may not always total 100%.

# Executive Summary

## UPSTART Families Give the Program High Praise

The vast majority of parents of children using the UPSTART program are very positive about the program, saying that their children are better prepared to enter kindergarten because of the program, that they would recommend it to others, that it should be expanded, that it educated their children, and that the Utah Legislature should fund the program.

Eleven out of 12 parents whose children have used the program (91%) declare they are *very likely* to recommend UPSTART to a friend or relative, and another 7% say they are *somewhat likely*. That’s virtually everyone who had a child involved in the program—both current participants and those who have exited the program. Likewise, these parents with experience in the program also proclaim they are *very likely* (90%) or *somewhat likely* (7%) to enroll another child in the UPSTART program.

## UPSTART Children are Better Prepared—And They Like It!

Five out of six parents (83%) declare that their children will *definitely* be more ready and 13% say their children will *probably* be more ready to enter kindergarten because of UPSTART. The vast majority of parents say they are familiar with the UPSTART curriculum (very familiar: 55% and somewhat familiar: 41%) and results of this study show that they like what it is doing for their children.

More specifically, when asked how the UPSTART program has helped their children, the majority of parents (72%) volunteer that it has helped with basic education skills like reading, math, writing, spelling, and language. Two out of nine parents (22%) mention their children’s increased ability to learn in ways like speeding up their learning/ progress, getting them ready for school, developing computer skills, and helping them “with everything.”

**How has UPSTART helped your child? (UNAIDED)**

<b>Basic education</b>			
Reading skills	58%		
Math skills	6%		
Writing/ spelling	5%		
Language development	3%		
Colors	<1%		<b>72%</b>
<b>Increased ability to learn</b>			
Sped up learning/ helped child progress	6%		
Got my child ready for school	5%		
Computer skills	3%		
UPSTART helped with everything	3%		
Made my child interested in learning	2%		
Kept my child busy	2%		
Increased confidence	1%		<b>22%</b>
<b>Miscellaneous</b>			<b>4%</b>
<b>Don't know</b>			<b>1%</b>

As further evidence that the UPSTART program is well-received, is that over half of the parents *with other children in their households*, and 44% overall, report that other children *frequently* or *occasionally* use the UPSTART software. Most parents report that there are one (65%) or two (23%) other children using the UPSTART software and those children are primarily under age 4 (49%) or age 4 to 7 (54%), although 27% of parents report that there is a child over age 7 using the program.

When asked what they like best about the UPSTART program, comments fall into three general categories: results (35%), it is appealing (25%), and it is convenient (22%). *Results* include that is both educational and fun, learning is gradual, and it prepares them for school. *It is appealing* includes that kids enjoy the program, it is engaging, and the variety of activities. *It is convenient* includes that kids can do it independently, it can be done at home, and convenience.

Three-quarters of parents (73%) feel that their children *definitely* enjoy using UPSTART and another 24% say their children *probably* enjoy the program. Additionally, most parents think that UPSTART was challenging for their children: 64% say it was *definitely* challenging and 27% that it *probably* was.

On the flip side, 7% of parents reveal that their children were *frequently* frustrated by the UPSTART program, and 61% say they were occasionally frustrated. Top reasons these parents (n=216) cite for those frustrations include: repetitiveness (17%), reading portions (17%), technical difficulties (13%), and not understanding what to do (12%).

Top responses for what parents like least about UPSTART are technical issues (27%), don't know/ none (22%), too repetitive (12%), and the everyday structure is difficult to maintain (10%).

Five out of six parents say their children (82%) *definitely* enjoy getting the monthly certificates and 12% *probably* do. Even though parents do not seem to be as enthusiastic about the motivating qualities of the certificates, a majority feel that they are helpful, with 45% saying they are *very helpful* and 34% *somewhat helpful*.

**What do you like best about UPSTART? (UNAIDED)**

<b>Results</b>		
Educational and fun learning/ reading	23%	35%
Learning is gradual/ advances at their level	5%	
Preparation for preschool/ kindergarten	4%	
It works/ can see results	3%	
My child is learning English	<1%	
<b>It is appealing</b>		
Kids enjoy it	11%	25%
It's engaging	6%	
The variety/ type of activities	4%	
Interaction with songs	2%	
Holds child's attention	2%	
<b>It is convenient</b>		
Kids can do it independently	5%	22%
It can be done at home	5%	
Convenience	4%	
That it is on the computer	3%	
Ease of use	3%	
Doesn't cost anything	2%	
<b>Everything</b>		
Everything about it	6%	6%
<b>Miscellaneous</b>		11%
<b>Don't know/ no comment</b>		2%

When asked for ideas of other ways that Waterford could help motivate the children, a plurality of parents (40%) admits they don't know. Eleven percent say the program is already motivating, that they like how it is now. Among those who do offer suggestions, top responses are: more physical prizes, awards, and certificates (12%); more curriculum variety (6%); more positive recognition within the program, emails, and pop-up windows (6%); and an easy way to track progress (4%).

Five out of six parents (83%) declare that the time their children spend on the computer has *little or no* infringement on their playtime, while 13% admit that there is some infringement and 3% believe that time is infringed on a great deal. Two percent feel that there *definitely* are negative aspects of UPSTART-aged children spending time on a computer, while five out of eight parents (63%) declare there are *definitely not* any negative aspects.

## Communication from Waterford Makes a Difference

UPSTART requires children to participate 15 minutes a day 5 days a week. If the child's usage drops below this level, the parents receive a call or e-mail from Waterford's support staff.

Of these two forms of communication, a higher percentage of parents find the e-mails, which show their child's usage for the week, to be *very helpful* (60%) than find the phone calls to be *very effective* (48%).

Indeed, when presented with a variety of communication methods for Waterford to use with parents to encourage their children to meet the usage goals, *weekly e-mail updates* is selected by three times as many parents (64%) as the nearest runner up: *phone calls* (20%). *Newsletter* and *additional Web site information* are seen as the most effect method by just 4% of parents of UPSTART users.

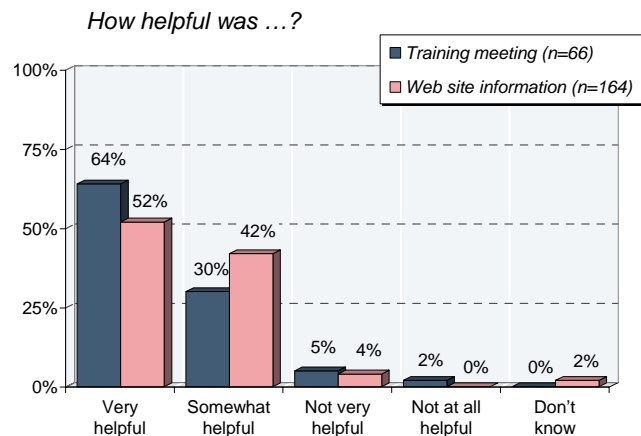
Nearly half of the parents contacted for this study (46%) declare that they are *very interested* in receiving more information from Waterford regarding the benefits of the UPSTART program and the impact the program can have on their children. One-quarter (25%) say they would be *somewhat interested*.

As with notification of their children's progress, a majority of parents (63%) say *e-mail* is the best method for hearing about the benefits of the program. However, three out of ten (29%) say a *letter or mailer* would be their preferred method.

## Training and Support is Helpful

One in five parents (21%) report that they attended a training meeting for UPSTART, while half (51%) have used the Web site.

While nearly all training meeting attendees and Web site visitors find their respective sources of information to be helpful, training meeting attendees (n=66) appear to be more likely to describe the training as *very helpful* (64%) than are Web site visitors (n=164, 52%). Combining *very helpful* and *somewhat helpful* responses reveals that 94% of both groups find the information they received to be helpful.



Half of the parents who have used the Web site (50%) say they have reviewed the Training & Support section of the Web site. A plurality of parents (39%) say they *don't know* what would have made the training more helpful to them and 14% say *nothing/ it was good*. Eight percent of parents mention that they would have liked to have had the training sooner, 6% that they already had the information, and 6% suggest more hands-on training. The rest of the responses are varied and none are mentioned by more than 6% of the 66 parents who attended a training meeting.

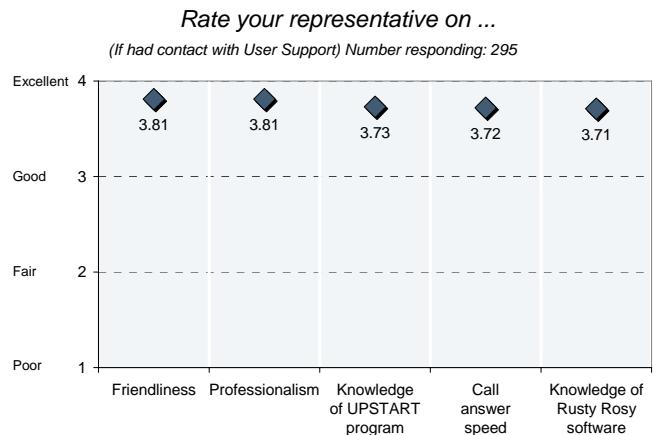
The two top reasons given for not attending a training meeting (n=248) are: *schedule conflicts* (36%) and *not knowing about it* (33%). No other reason is mentioned by more than 6% of the non-attendees.

Among all parents of UPSTART users, just one-third (33%) feel they *definitely* had sufficient training on how to best utilize the UPSTART program. Forty percent feel they *probably* did. That leaves one-quarter of the parents who say they *probably did not* (19%) or *definitely did not* (6%) have sufficient training.

A plurality of participating families (43%) acknowledges that they *don't know* what Waterford could do to improve on the UPSTART training provided to parents and one out of eight (13%) feel that *training is not needed/ they like it the way it is*. Among parents offering suggestions for improvement, communication issues such as *notifying parents, offering more training opportunities, giving more online reminders and updates, and a phone call from parents* are mentioned by 17%. Fifteen percent feel that information could be improved: *more training at the beginning, more online content, more information in general, and more printed information*.

Eleven out of twelve parents have had contact with User Support, with the largest percentage (43%) saying they have both had a representative call them and have been the one to contact User Support. One-third (33%) say they initiated the contact and 16% say the representative called them. By and large, parents are satisfied with the service they received from User Support and/or the representative. In fact 85% proclaim they are *very satisfied* and 11% that they are *somewhat satisfied*. This very nearly directly corresponds with the percentage who say their issue was resolved in a timely manner (definitely: 83% and probably: 11%).

Parents give high marks all around to the UPSTART representative they spoke with at User Support. Indeed, at least three-quarters of them give ratings of *excellent* to their representatives in all five areas measured. Assigning the value of 1 to *poor*, 2 to *fair*, 3 to *good*, and 4 to *excellent*, reveals that overall, the representatives rate close to excellent in all categories. Highest are *friendliness* and *professionalism* with each receiving *excellent* ratings from 83% of the parents and mean scores of 3.81. *Knowledge of the UPSTART program* (excellent: 75% and mean score: 3.73), *speed at which your call was answered* (excellent: 74% and mean score: 3.72), and *knowledge about the “Rusty Rosy Learn with Me” software* (excellent: 75% and mean score: 3.71) also attain marks close to *excellent*.



The options of “chat” on the Web site and a blog for participants were also discussed. One quarter of parents (26%) are aware of the chat option. Of all five UPSTART communication methods discussed (phone call, e-mail, User Support, chat, and blog), parents appear to be less enthusiastic about chat and a blog. However, this is not to say that they are seen as ineffective or not helpful, just not as helpful as the others. Indeed, three-fifths off five parents think that chat is a *very effective* (29%) or *somewhat effective* (33%) and that a blog could be helpful (very helpful: 22% and somewhat helpful: 37%).

More than half of the parents (55%) say they *don't know* what other ways Waterford Institute could provide support while participating in the program, and 19% say *Waterford is doing a good job now*. Twelve percent bring up *communication issues*, 6% *technical/ software issues*, and 4% *training*.

**What more could Waterford do to provide support? (UNAIDED)**

<b>No Change necessary</b> <i>They're doing a good job/ I like how it is now</i>	19%	<b>19%</b>
<b>Communication issues</b>		
Phone calls	7%	
E-mail	4%	
Mail (by post office)	1%	<b>12%</b>
<b>Technical/ software issues</b>		
More/ better technical support	3%	
Progress tracking	2%	
Motivation ideas	1%	<b>6%</b>
<b>Training issues</b>		
More meetings/ training / instructions	3%	
Web site help/ online training	1%	<b>4%</b>
<b>Miscellaneous</b>		<b>4%</b>
<b>Don't know</b>		<b>55%</b>

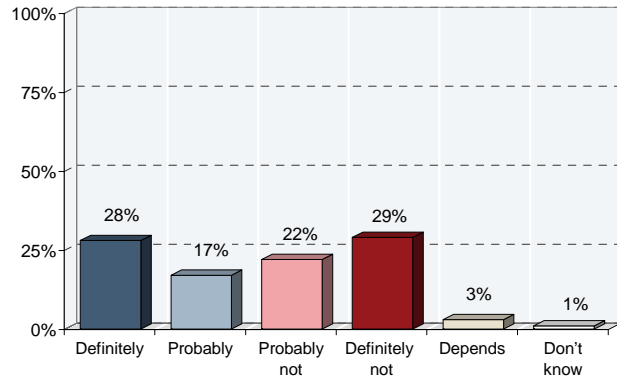
## Support is Strong for Expansion and Legislative Funding

More than nine out of ten people who have had experience with the UPSTART program feel that it should be expanded to serve more Utah children (definitely should: 80% and probably should: 12%). Support for the Utah Legislature funding the UPSTART is strong, but slightly lower, with 69% saying that they *definitely* should and 17% that they *probably* should.

There is no clear consensus, however, on whether or not UPSTART should become required for Utah's 4- and 5-year-olds. Opinions are strongest on both ends of the scale (definitely: 28% and definitely not: 29%) and slightly softer in the middle (probably: 17% and probably not: 22%). Overall, sentiments lean somewhat towards not having UPSTART be required for all pre-K children in Utah.

Suggestions for the Waterford Institute that would improve the UPSTART program for parents or students fall into a few general categories. One out of six parents' comments (16%) suggests they think *allowing for customization* would improve the program, while 13% say they *like it now*, and 11% say *more or better communication and training* would improve the program in their minds. Still others mention *allowing for participation flexibility* (6%), *fix technology problems* (5%), and *publicize UPSTART* (5%). One third of parents (34%) say they *don't know* what to tell Waterford about improving the UPSTART program.

Should UPSTART be required for pre-k children?



### Suggestions to improve UPSTART. (UNAIDED)

<b>Allow customization</b>		
More variety/ give parents more control	8%	<b>16%</b>
Make the program longer/ start younger	3%	
Adjust to child's level/ right level	3%	
Progress tracking	2%	
<b>Nothing</b>		
I like how it is now/ they're doing a good job	13%	<b>13%</b>
<b>Communication and training</b>		
Provide more training/ information	8%	<b>11%</b>
Better support/ communication	2%	
Have Spanish support/ program	1%	
<b>Allow participation flexibility</b>		
Allow flexibility with time and days	5%	<b>6%</b>
Start on Mondays/ don't split week up	1%	
<b>Technology issues</b>		
Fix the technology problems	5%	<b>5%</b>
<b>Publicity</b>		
Make it more known and accessible	5%	<b>5%</b>
<b>Miscellaneous comments</b>		
Miscellaneous	9%	<b>10%</b>
It helps my child learn English	1%	
<b>Don't know</b>		<b>34%</b>

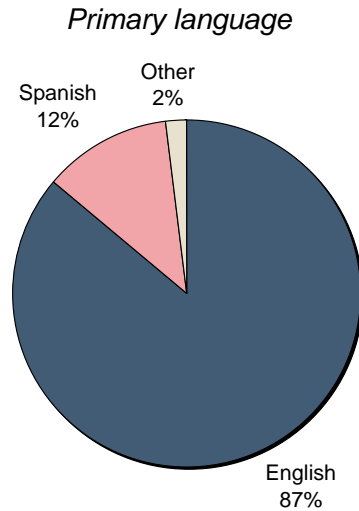
# UPSTART Research Highlights

During December 2009, Dan Jones & Associates conducted telephone interviews of 321 parents of children enrolled in the Waterford Institute's *Utah Preparing Students Today for A Rewarding Tomorrow* (UPSTART) program regarding their experience with the program.

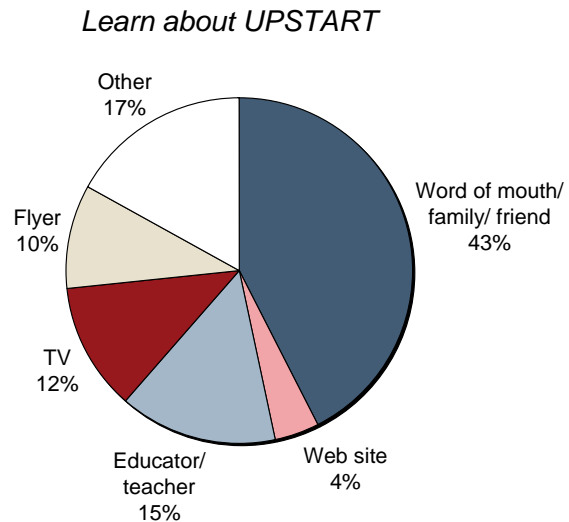
- Most parents of UPSTART program participants are *very likely* (91%) to recommend the UPSTART program to a friend or relative.
- Virtually all parents of UPSTART program participants say they would be *very likely* (90%) to enroll another child in the UPSTART program.
- Five out of six program participants (83%) declare that their child is *definitely* more ready to enter kindergarten because of UPSTART.
- **The majority of users feel that the Utah Legislature *definitely* (69%) or *probably* (17%) should fund the UPSTART program.**
- Three-quarters (73%) say their child *definitely* enjoys using the program.
- The majority of parents (72%) say UPSTART helped their child's basic education (reading, math, spelling, etc.), while nearly one-quarter (22%) cite their child's increased ability to learn (helped child's progress, got him/ her ready for school, etc.) as the main way UPSTART has helped their child.
- Nearly two-thirds of UPSTART parents (64%) feel the program was *definitely* challenging for their child.
- More than four out of five parents (82%) say their child *definitely* enjoys the monthly rewards (certificates) they receive from UPSTART.
- Eighty-three percent of parents say the UPSTART program has little or no infringement on their child's playtime.
- Four out of nine UPSTART families (44%) report that other children in their homes use the UPSTART software *frequently* or *occasionally*.
- Seven out of ten parents of current UPSTART users are *very interested* (46%) or *somewhat interested* (25%) in receiving more information from Waterford regarding the benefits of the UPSTART program.
- **Nearly all users support (*definitely*: 80% and *probably*: 12%) the UPSTART program being expanded to serve more Utah children.**

# Questions, Charts, and Significant Findings

**Question 1:** First, what is the primary language spoken in the home?



**Question 2:** How did you learn about the UPSTART program? (UNAIDED)



- ✓ People with an educational attainment of high school or less, those with lower annual household income (likelihood increases as income level decreases), and those whose primary language in the home is Spanish are more likely to say they heard about UPSTART from an educator or teacher.

**Question 3: What do you like the most about UPSTART? (UNAIDED)**

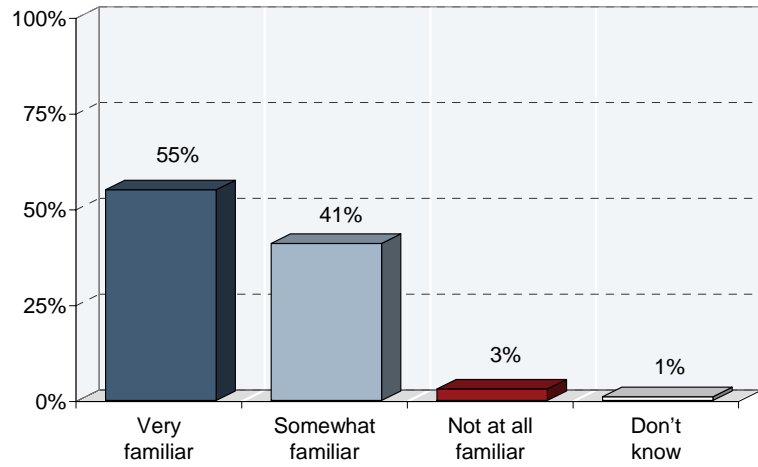
<b>Results</b>		
<i>Educational and fun/ my child is learning/ reading</i>	23%	<b>35%</b>
<i>Learning is gradual/ advances at their level</i>	5%	
<i>Preparation for preschool/ kindergarten</i>	4%	
<i>It works/ can see results</i>	3%	
<i>My child is learning English</i>	<1%	
<b>It is appealing</b>		
<i>Kids enjoy it</i>	11%	<b>25%</b>
<i>It's engaging</i>	6%	
<i>The variety/ type of activities</i>	4%	
<i>Interaction with songs</i>	2%	
<i>Holds child's attention</i>	2%	
<b>It is convenient</b>		
<i>Kids can do it independently</i>	5%	<b>22%</b>
<i>It can be done at home</i>	5%	
<i>Convenience</i>	4%	
<i>That it is on the computer</i>	3%	
<i>Ease of use</i>	3%	
<i>Doesn't cost anything</i>	2%	
<b>Everything</b>		
<i>Everything about it</i>	6%	<b>6%</b>
<b>Miscellaneous</b>		<b>11%</b>
<b>Don't know/ no comment</b>		<b>2%</b>

**Question 4: What do you like the least about UPSTART? (UNAIDED)**

<b>Content</b>		
<i>Too repetitive</i>	12%	<b>31%</b>
<i>Structure hard to maintain/ lack of flexibility</i>	10%	
<i>Some activities too challenging</i>	4%	
<i>Motivating child to do it</i>	3%	
<i>Lack of customization for individual child</i>	2%	
<b>Technical issues</b>		
<i>Technical issues with software/ computer</i>		<b>27%</b>
<b>Miscellaneous issues</b>		
<i>Getting calls/ emails/ pressure from Waterford</i>	3%	<b>14%</b>
<i>Giving it back/ want to continue</i>	3%	
<i>Miscellaneous</i>	8%	
<b>Like it now</b>		
<i>Nothing, it's good</i>	5%	<b>5%</b>
<b>Don't know/ no comment</b>		<b>22%</b>

**Question 5: How familiar would you say you are with the curriculum provided in the UPSTART program?**

*Familiarity with UPSTART curriculum*



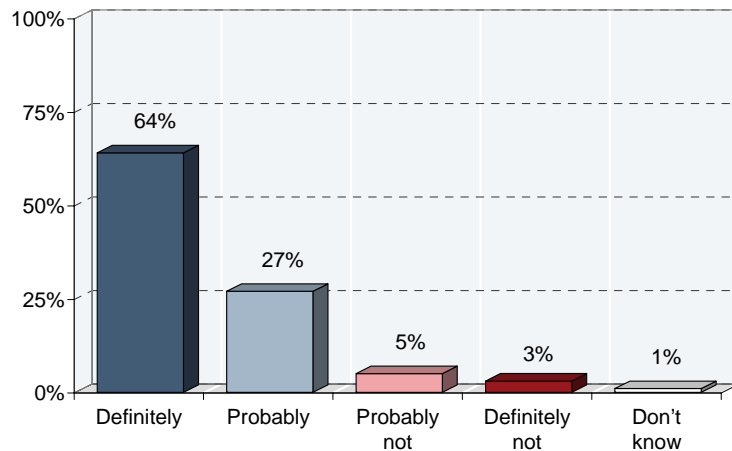
- ✓ Participants of Hispanic descent, those with a child currently enrolled in the program, those who attended an UPSTART training, and those who have used the UPSTART Web site are more likely to say they are very familiar with the UPSTART program curriculum.

## Child's Experience Section

**Question 6: (CURRENT) Do you feel the UPSTART program was challenging for your child?**

**(EXITED) Did you feel the UPSTART program was challenging for your child?**

*Was UPSTART challenging for your child?*

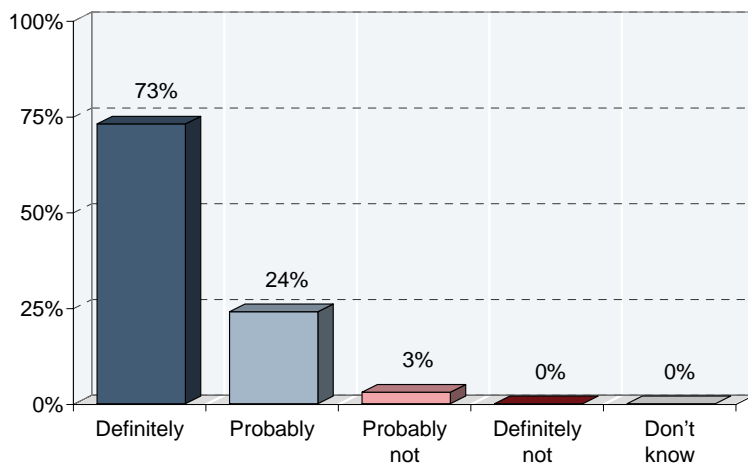


✓ Females are more likely to say UPSTART was challenging for their children.

**Question 7: (CURRENT) Overall, would you say your child enjoys using the program?**

**(EXITED) Overall, would you say your child enjoyed using the program?**

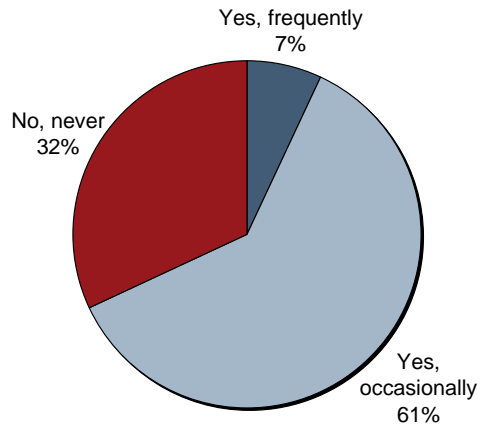
*Child enjoys/ enjoyed using the program*



✓ Participants with lower educational attainment (likelihood increases as education level decreases), Hispanics, participants with lower household income (likelihood increases as income decreases), and those whose primary language in the home is Spanish are more likely to say their children definitely enjoyed using UPSTART.

**Question 8: (CURRENT) Is your child ever frustrated by the UPSTART program?  
(EXITED) Was your child ever frustrated by the UPSTART program?**

*Child ever frustrated by UPSTART?*



- ✓ Parents with higher educational attainment (likelihood increases as education level increases), people with an annual household income of \$30,000 to \$99,999, parents of currently enrolled children, and those with English as the primary language in their home are more likely to say their children were occasionally frustrated by the program.
- ✓ Hispanics and people whose children have exited the program are more likely to say their children were never frustrated with the UPSTART program.

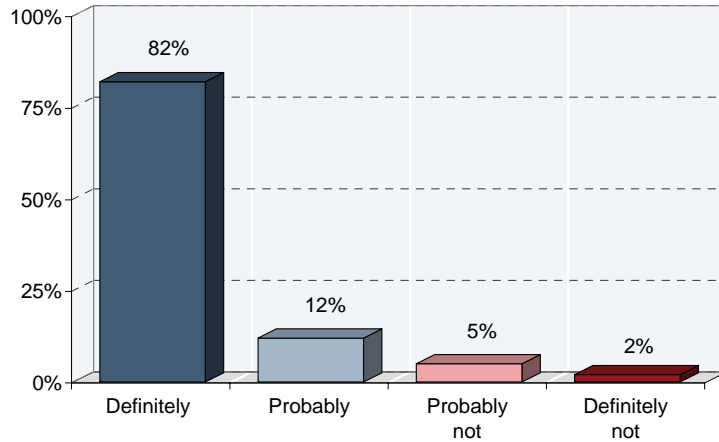
**Question 9: IF YES: When was your child frustrated?  
(Number responding: 216)**

<b>Content/ learning issues</b>			
<i>During the reading portion</i>	16%		
<i>When child doesn't understand what to do</i>	12%		
<i>Some activities too challenging</i>	7%		
<i>During the tests</i>	6%		
<i>Learning sounds of words/ letters</i>	2%		
<i>Moves too slow</i>	2%		
<i>Rhyming</i>	1%		
<i>Spelling</i>	<1%		
			<b>46%</b>
<b>Attention issues</b>			
<i>When it is repetitive</i>	17%		
<i>When child is unmotivated</i>	6%		
<i>Has no interest in particular lessons</i>	1%		
			<b>24%</b>
<b>Hardware/ software issues</b>			
<i>When there are technical difficulties</i>	13%		
<i>Inability to skip ahead</i>	3%		
<i>Using the mouse/ keyboard</i>	2%		
			<b>18%</b>
<b>Miscellaneous</b>			<b>12%</b>
<b>Don't know</b>			<b>&lt;1%</b>

**Question 10: (CURRENT) Overall, does your child enjoy getting the monthly certificates?**

**(EXITED) Overall, did your child enjoy getting the monthly certificates?**

*Enjoy the monthly certificates?*

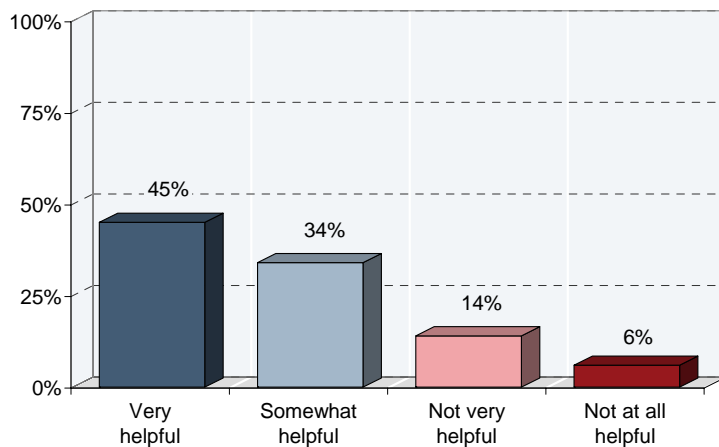


- ✓ Participants with lower educational attainment (likelihood increases as education decreases), Hispanics, people with lower annual household income (likelihood increases as income level decreases), and those with a primary household language of Spanish are more likely to say their children definitely enjoyed getting the certificates.

**Question 11: (CURRENT) How helpful do you think monthly certificates are in keeping your child motivated to use the program?**

**(EXITED) How helpful did you think the monthly certificates were in keeping your child motivated to use the program?**

*Are monthly certificates a motivator?*



- ✓ Younger parents (likelihood increases as age decreases), those with a high-school or lower educational attainment, Hispanics, people with lower annual household income (likelihood increases as income decreases), and those with a primary language of Spanish are more likely to say the certificates were very helpful.

**Question 12: (CURRENT) What are some other ways Waterford could help to motivate your child?**

**(EXITED) What are some other ways Waterford could have helped to motivate your child? (UNAIDED)**

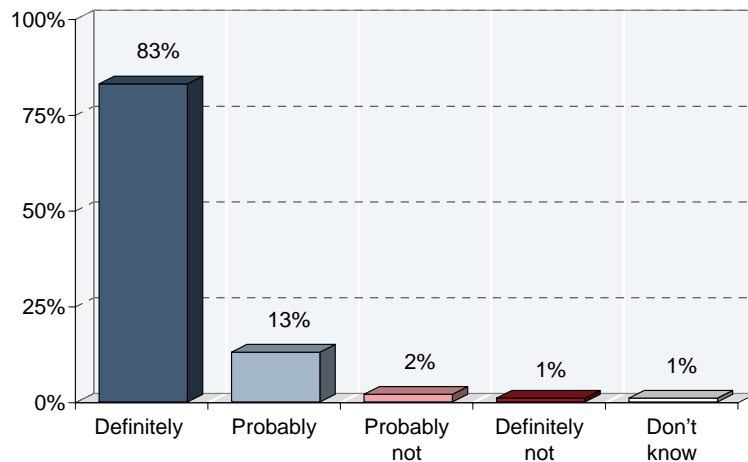
<b>Positive feedback/ motivators</b>		
<i>More physical prizes/ awards/ certificates</i>	12%	<b>18%</b>
<i>More recognition/ emails/ pop-up windows</i>	6%	
<b>No change necessary</b>		
<i>Program is already motivating/ I like how it is now</i>	11%	<b>11%</b>
<b>Customization</b>		
<i>More curriculum variety</i>	6%	<b>7%</b>
<i>More individualized/ correct level for my child</i>	1%	
<b>Progress tracking</b>		
<i>Easy progress tracking</i>	4%	<b>5%</b>
<i>More review/ tests</i>	1%	
<b>More exciting programming</b>		
<i>More games/ free play time</i>	3%	<b>5%</b>
<i>More activities involving the gopher</i>	1%	
<i>More music</i>	1%	
<b>Communication issues</b>		
<i>More communication/ feedback</i>	2%	<b>5%</b>
<i>More interaction with other students</i>	1%	
<i>Less communication from Waterford</i>	1%	
<i>More personal interaction with Waterford</i>	1%	
<b>Miscellaneous</b>		
<i>It is not Waterford's responsibility to motivate</i>	2%	<b>9%</b>
<i>Fix technical problems</i>	2%	
<i>Lower prices</i>	1%	
<i>Miscellaneous</i>	4%	
<b>Don't know</b>		<b>40%</b>

**Question 13: (CURRENT) How has the UPSTART program helped your child? (UNAIDED)**  
**(EXITED) How did the UPSTART program help your child? (UNAIDED)**

<b>Basic education</b>		
Reading skills	58%	
Math skills	6%	
Writing/ spelling	5%	
Language development	3%	
Colors	<1%	<b>72%</b>
<b>Increased ability to learn</b>		
Sped up learning/ helped my child progress	6%	
Got my child ready for school	5%	
Computer skills	3%	
UPSTART helped with everything	3%	
Made my child interested in learning	2%	
Kept my child busy	2%	
Increased confidence	1%	<b>22%</b>
<b>Miscellaneous</b>		<b>4%</b>
<b>Don't know</b>		<b>1%</b>

**Question 14: (CURRENT) In your opinion, will your child be more ready to enter kindergarten because s/he was in the UPSTART program?**  
**(EXITED) In your opinion, is your child more ready to enter kindergarten because s/he was in the UPSTART program?**

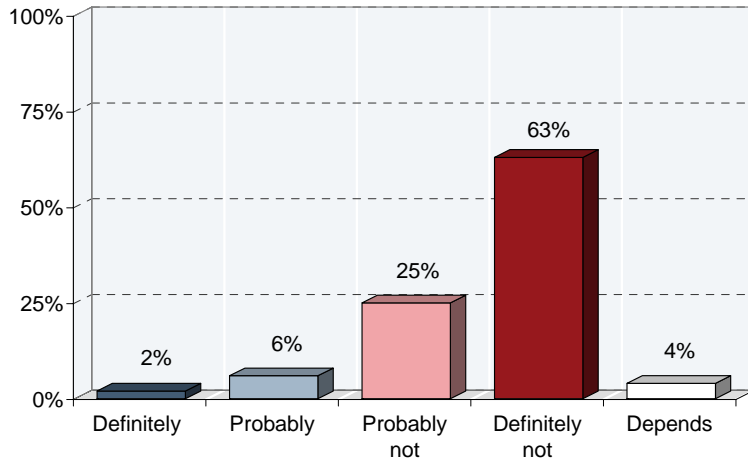
*More ready to enter kindergarten?*



- ✓ Participants whose children are currently enrolled are more likely to say their children were more ready to enter kindergarten because of being in the UPSTART program.

**Question 15: Do you feel there are any negative aspects of UPSTART-aged children spending time on a computer?**

*Any negative aspects of computer time?*

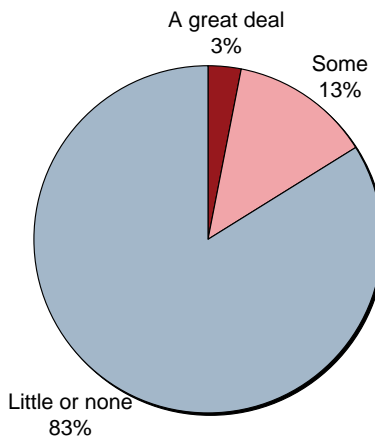


- ✓ Younger parents (likelihood increases as age decreases), those whose children have exited the program, and people of Hispanic descent or whose primary language is Spanish are more likely to say there are definitely not any negative aspects to the children spending time at a computer.

**Question 16: (CURRENT) In your opinion, how much do you think the time using the UPSTART program on the computer infringes on your child's time to play? Would you say...?**

**(EXITED) In your opinion, how much do you think the time using the UPSTART program on the computer infringed on your child's time to play? Would you say...?**

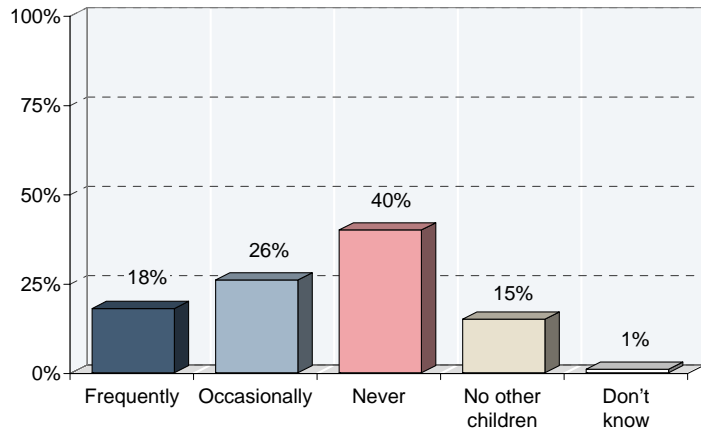
*How much does UPSTART infringe on playtime?*



**Question 17: (CURRENT) How often do other children in your home use the UPSTART software?**

**(EXITED) How often did other children in your home use the UPSTART software?**

*Other children use UPSTART?*



- ✓ Among participants with other children in their homes, those with higher educational attainment (likelihood increases as education level increases), people who are not Hispanic, those with an annual household income greater than \$49,999, participants whose children have exited the program, and those whose primary language in the home is English are more likely to say their other children never use the UPSTART software.

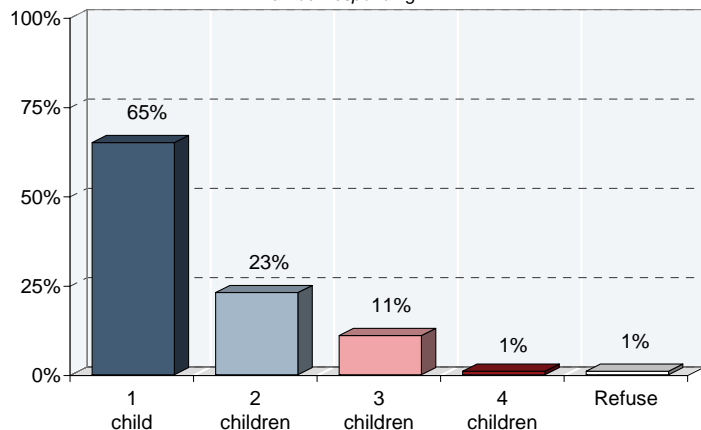
**Question 18: IF FREQUENTLY/ OCCASIONALLY:**

**(CURRENT) In addition to the child enrolled in the program, how many “other” children use the program?**

**(EXITED) In addition to the child enrolled in the program, how many “other” children used the program?**

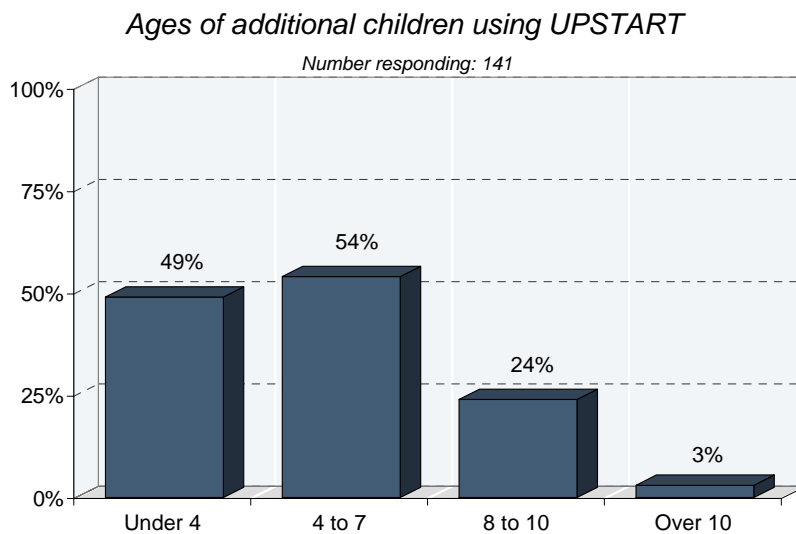
*Additional children using UPSTART*

*Number responding: 142*



- ✓ As income levels of participants decreases so does the likelihood of other children in the home using the UPSTART program.

**Questions 19-22: IF FREQUENTLY/ OCCASIONALLY: What is (are) the age(s) of the children?**



- ✓ Younger participants (likelihood increases as age decreases), Caucasians, and those whose primary language in the home is English are more likely to say they have a child under 4 years old using the program.
- ✓ Likelihood of having a child 4 to 7 years old also using the UPSTART program increases as income level increases.

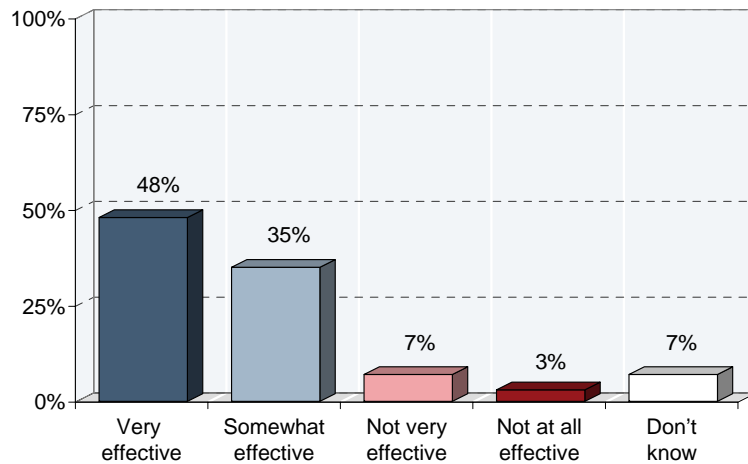
## Communication and Check-Up Section

UPSTART has a requirement of 5 days a week 15 minutes a day. If the child's usage drops below this level, the parents receive a call or e-mail from Waterford's support staff.

**Question 23: (CURRENT) How effective are these calls in encouraging you to have your child use the program?**

**(EXITED) How effective were these calls in encouraging you to have your child use the program?**

*Effectiveness of Waterford calls/ emails*

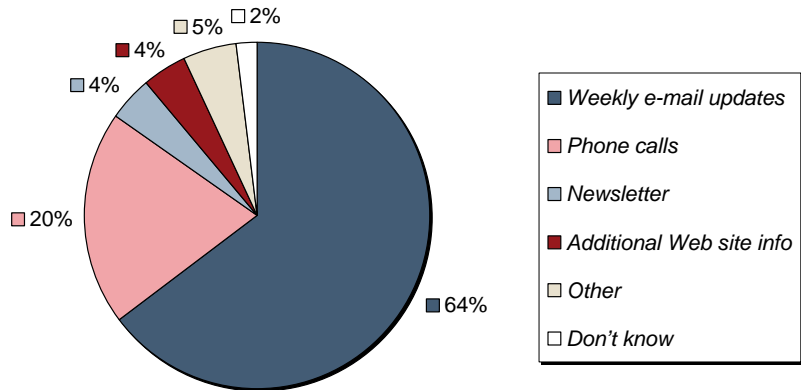


- ✓ Participants with an educational attainment of high school or less, Hispanics, those with an annual household income less than \$30,000, Salt Lake County participants, and those whose primary language in the home is Spanish are more likely to say that the calls from Waterford were very effective.

**Question 24:**

**In your opinion, which would be the MOST helpful method for Waterford to use with parents to encourage children to meet the usage goals required by the program? (READ ALTERNATIVES)**

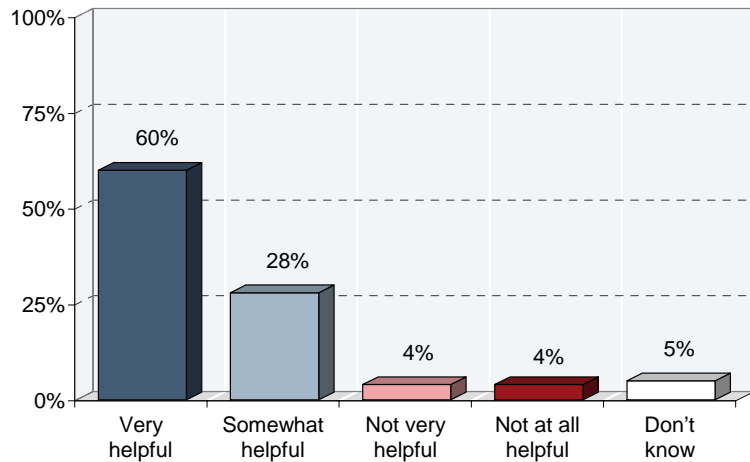
*Best method to encourage UPSTART use*



- ✓ Participants with higher educational attainment (likelihood increases as education level increases), those with higher annual household income (likelihood increases as income level increases), those with English as the primary language in their home, those who have used the UPSTART Web site, and participants in Salt Lake, Davis, Utah, and Washington Counties are more likely to say weekly e-mail updates would be the best method to use with parents.

- Question 25: (CURRENT) As you know, parents receive weekly usage e-mails with a bar graph showing their child's usage for the week. How helpful are these weekly usage e-mails to you?**
- (EXITED) As you know, parents receive weekly usage e-mails with a bar graph showing their child's usage for the week. How helpful were these weekly usage e-mails to you?**

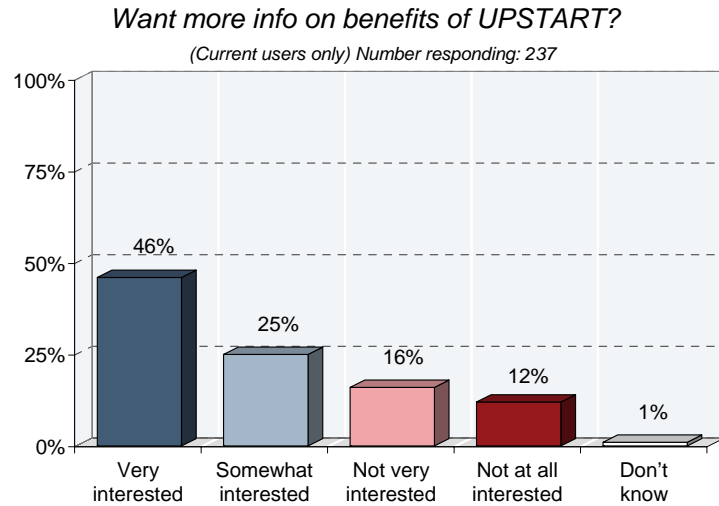
*Weekly usage e-mails*



- ✓ Participants with an educational attainment of high school or less, Hispanics, people with an annual household income less than \$30,000, those with English as the primary language in their home, and people who have used the UPSTART Web site are more likely to say the weekly e-mails are very helpful.

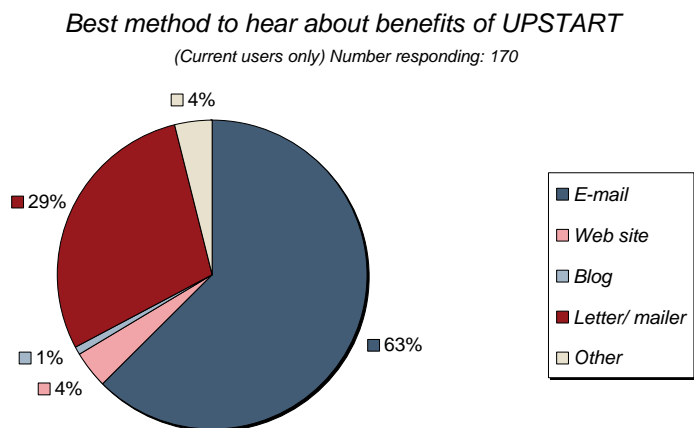
## Benefits of Program Section

**Question 26: (CURRENT ONLY) Would you be interested in receiving more information from Waterford regarding the benefits of the UPSTART program and the impact the program can have on your child?**



- ✓ Participants with lower educational attainment (likelihood increases as education level decreases), Hispanics, people with lower annual household income (likelihood increases as income decreases), and those with English as the primary language in their home are more likely to say they are very interested in receiving more information about the benefits of the UPSTART program.

**Question 27: (CURRENT ONLY) IF YES: How would you most prefer to hear about the benefits of the UPSTART program?**

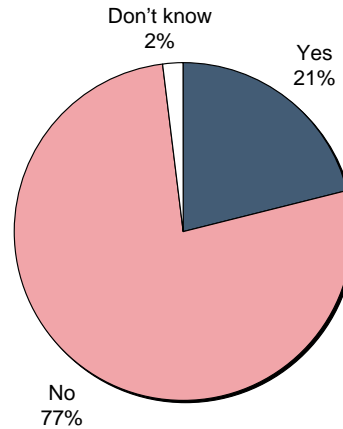


- ✓ Participants with higher educational attainment (likelihood increases as education increases) and those with higher annual household income (likelihood increases as income increases) are more likely to say they would prefer to hear about UPSTART benefits via e-mail.
- ✓ Hispanic participants and those whose primary language is Spanish are more likely to say they would prefer a letter or mailer.

## Training and Support

**Question 28: Did you attend a training meeting for UPSTART?**

*Attend UPSTART meeting*

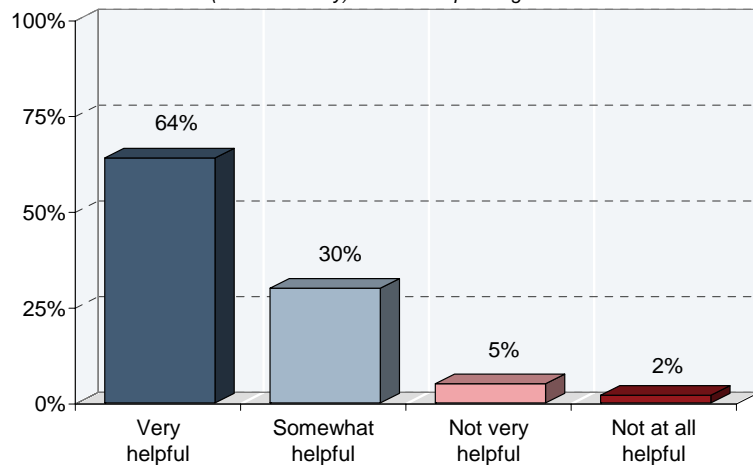


- ✓ Hispanics, current participants, those whose primary language in the home is Spanish, and those who have used the Web site are more likely to say they attended an UPSTART training meeting.

**Question 29: IF ATTENDED: How helpful did you find the meeting? Would you say it was...?**

*Helpfulness of UPSTART meeting*

*(Attendees only) Number responding: 66*



- ✓ Participants with lower educational attainment (likelihood increases as education level decreases), those with lower annual household income (likelihood increases as income level decreases), and Hispanics are more likely to say they found the training meeting to be very helpful.

**Question 30: IF ATTENDED: What would have made the training meeting more helpful to you? (UNAIDED) (Number responding: 66)**

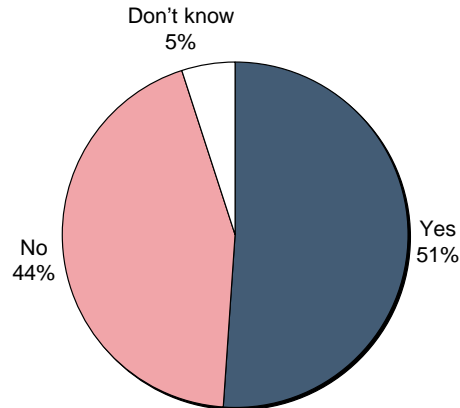
Nothing/ It was good	14%
Have the meeting sooner	8%
I already had the information	6%
More hands-on learning during the meeting	6%
Being able to ask questions	5%
Ideas for motivating my child	3%
More meetings	3%
My own knowledge/ background	3%
Something to take home with me	3%
More knowledgeable trainers	2%
Miscellaneous	9%
Don't know	39%

**Question 31: IF HAVE NOT ATTENDED: Why didn't you attend a training meeting? (Number responding: 248)**

Schedule conflicts	36%
I didn't know about it	33%
Location problems	6%
They didn't offer it	6%
Didn't need the training	5%
They didn't tell me I had to go	4%
I forgot about it	3%
My child wasn't doing the program anymore	1%
Started the program late	1%
Miscellaneous	2%
Don't know	3%

**Question 32: (CURRENT) Have you used the UPSTART Web site?  
(EXITED) Did you use the UPSTART Web site?**

*Used UPSTART Web site*

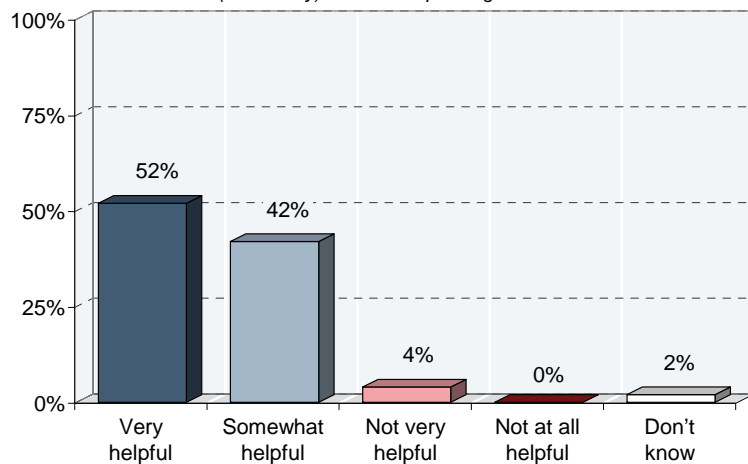


- ✓ Participants with higher educational attainment (likelihood increases as education level increases), Salt Lake and Davis County participants, and people who attended an UPSTART training meeting are more likely to say they have used the UPSTART Web site.

**Question 33: IF YES: How helpful was the information on the Web site to you?**

*Helpfulness of info on UPSTART Web site*

*(Users only) Number responding: 164*

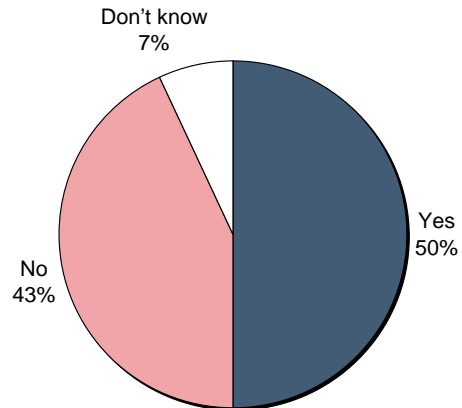


- ✓ Hispanics, people with lower annual household income (likelihood increases as income decreases), and those with Spanish as the primary language in their homes are more likely to say the information on the Web site was very helpful to them.

**Question 34: (CURRENT) IF YES: Have you reviewed the Training & Support section of the Web site?**  
**(EXITED) Did you review the Training & Support section of the Web site?**

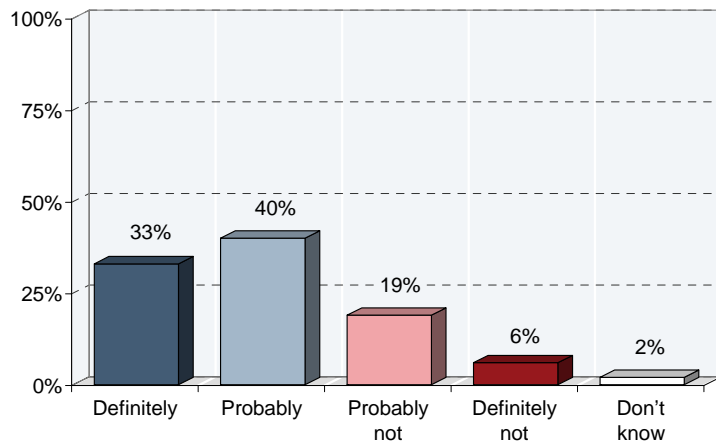
*Reveiwed Training & Support section?*

*(Users only) Number responding: 164*



**Question 35: (CURRENT) Do you feel you had sufficient training on how to best utilize the UPSTART program?**  
**(EXITED) Did you feel you had sufficient training on how to best utilize the UPSTART program?**

*Was UPSTART training sufficient?*



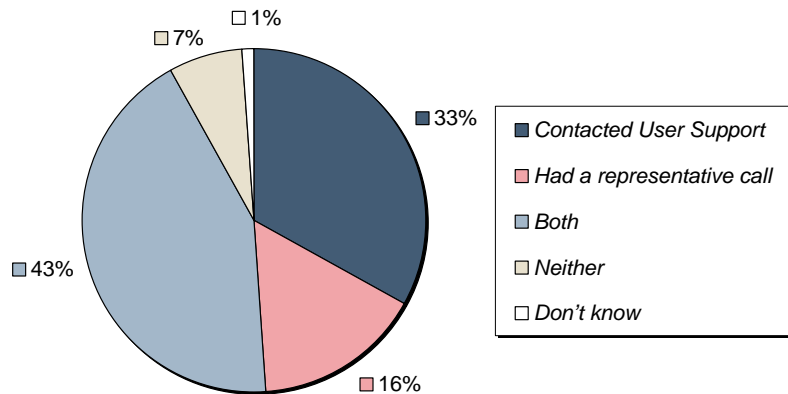
- ✓ People who have used the UPSTART Web site are more likely to say they definitely received sufficient training to utilize the UPSTART program.
- ✓ People who have an educational attainment of some college or college graduate are less likely to say they receive sufficient training to utilize the UPSTART program.

**Question 36: How could Waterford improve on the UPSTART training provided to parents?**

<b>Communication</b>		
<i>Notify parents/ more training opportunities</i>	12%	<b>18%</b>
<i>E-mail tips, reminders, Web links, updates, etc.</i>	5%	
<i>A phone call from Waterford</i>	1%	
<b>Information</b>		
<i>More information and training at the beginning</i>	5%	<b>15%</b>
<i>More online content/ training/ videos</i>	5%	
<i>More information</i>	3%	
<i>More printed information</i>	2%	
<b>No change necessary</b>		
<i>Not needed/ like it now/ they were helpful</i>	13%	<b>13%</b>
<b>Content</b>		
<i>Make trouble shooting and installation easier</i>	2%	<b>3%</b>
<i>More personal, individualized training</i>	1%	
<b>Training</b>		
<i>I didn't get training</i>	3%	<b>3%</b>
<b>Miscellaneous</b>		
		<b>7%</b>
<b>Don't know</b>		
		<b>43%</b>

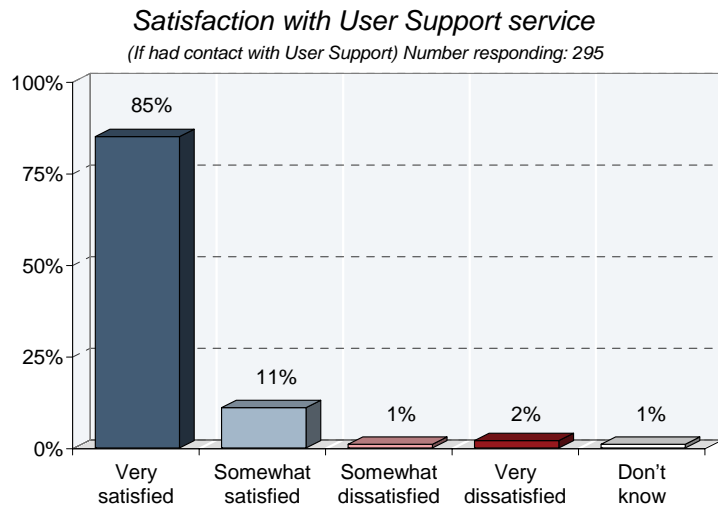
**Question 37: (CURRENT) Have you contacted User Support or had a representative call you?**  
**(EXITED) Did you contact User Support or have a representative call you?**

*Contact with User Support*



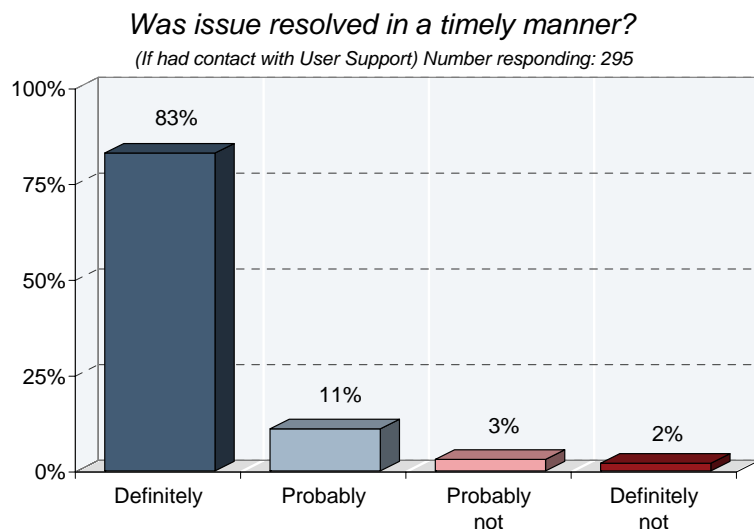
- ✓ People who have exited the program are more likely to say they contacted User Support.
- ✓ Parents with an educational attainment of some college or college graduate, current users, people who are not Hispanic, and those with English as the primary language in their homes are more likely to say they contacted User Support and also had a representative call.

**Question 38: IF CONTACTED OR CALLED: Overall, would you say you were satisfied or dissatisfied with the service you received from User Support and/or the representative?**



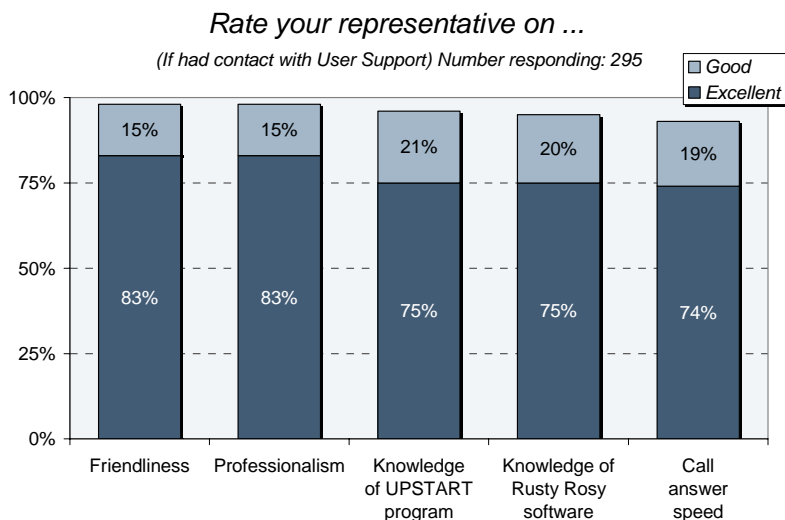
- ✓ Younger parents (likelihood increases as age decreases) and Hispanics are more likely to say they are very satisfied with the User Support service or representative.
- ✓ People who do not live along the Wasatch Front nor in Washington County are less likely to say they are very satisfied.

**Question 39: Was your issue resolved in a timely manner?**



- ✓ Participants whose primary language in their home is Spanish are more likely to say their issue was resolved in a timely manner.

**Questions 40-44: How would you rate your representative on the following?**

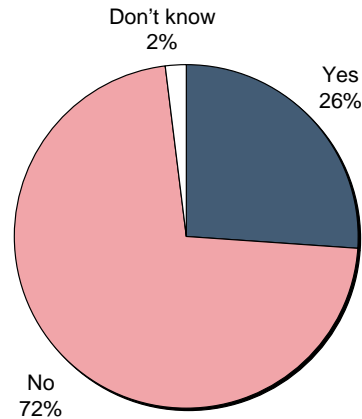


- ✓ Parents of current participants as well as people whose primary language in their home is Spanish are more likely to rate their representative's **knowledge about the Rusty Rosy Learn with Me software** as excellent.
- ✓ Hispanics, Utah County participants, and Weber County participants are more likely to rate their representative's **knowledge of the UPSTART program** as excellent.
- ✓ As parents' age decreases so does the likelihood of rating their representative's **friendliness** and **professionalism** as excellent.

**Question 45: (CURRENT) Were you aware that you can contact Waterford using the “chat” option on the Web site?**

**(EXITED) Were you aware that you could contact Waterford using the “chat” option on the Web site?**

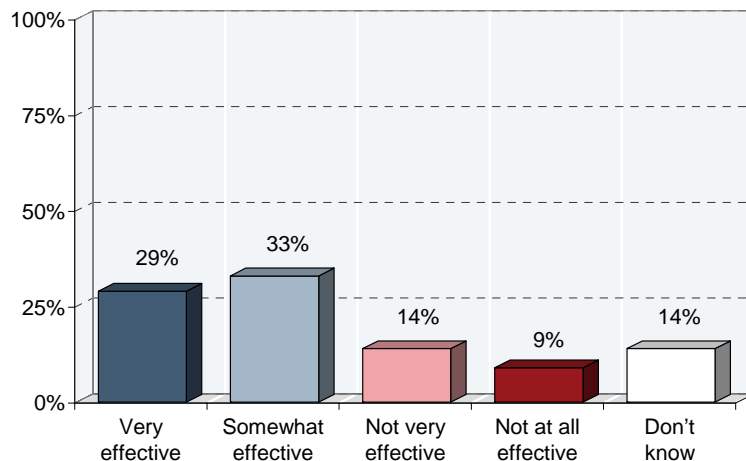
*Aware of "Chat" on the Web site?*



- ✓ Awareness of the “chat” option on the Web site is greater among younger participants (likelihood increases as age decreases), those who have used the Website, and among Salt Lake and Weber County participants.

**Question 46: In your opinion is “chat” an effective method of communication?**

*Is "Chat" effective communication?*



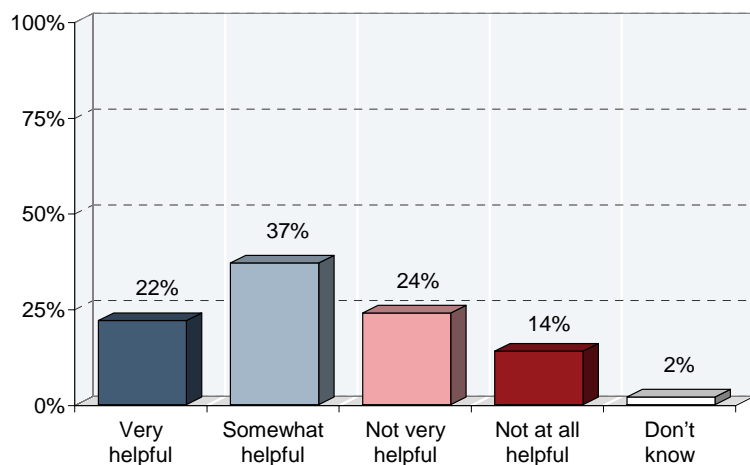
- ✓ People with lower educational attainment (likelihood increases as education level decreases), those with lower annual household income (likelihood increases as income level decreases), people whose primary language in their home is Spanish, and those of Hispanic descent are more likely to say “chat” is a very effective communication tool.

- Question 47: (CURRENT) What other ways could Waterford Institute provide support to you while participating in the program? (UNAIDED)**  
**(EXITED) What other ways could Waterford Institute have provided to you while you participated in the program? (UNAIDED)**

<b>No Change necessary</b>			
<i>They're doing a good job/ I like how it is now</i>		19%	<b>19%</b>
<b>Communication issues</b>			
	<i>Phone calls</i>	7%	
	<i>E-mail</i>	4%	
	<i>Mail (by post office)</i>	1%	<b>12%</b>
<b>Technical/ software issues</b>			
	<i>More/ better technical support</i>	3%	
	<i>Progress tracking</i>	2%	
	<i>Motivation ideas</i>	1%	<b>6%</b>
<b>Training issues</b>			
	<i>More meetings/ training/ instructions</i>	3%	
	<i>Web site help/ online training</i>	1%	<b>4%</b>
<b>Miscellaneous</b>			<b>4%</b>
<b>Don't know</b>			<b>55%</b>

- Question 48: (CURRENT) How helpful would it be for you to have access to a blog, where parents can talk to other UPSTART participants?**  
**(EXITED) How helpful would it have been for you to have access to a blog, where parents can talk to other UPSTART participants?**

*Would an UPSTART blog be helpful?*

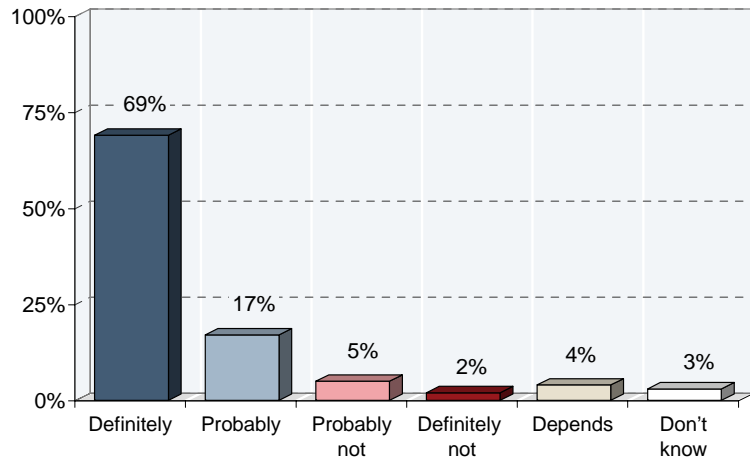


- ✓ Participants of Hispanic descent and those with a primary language in their home of Spanish are more likely to say an UPSTART blog would be very helpful.

## Funding Section

**Question 49:** In your opinion, should the Utah Legislature fund the UPSTART program?

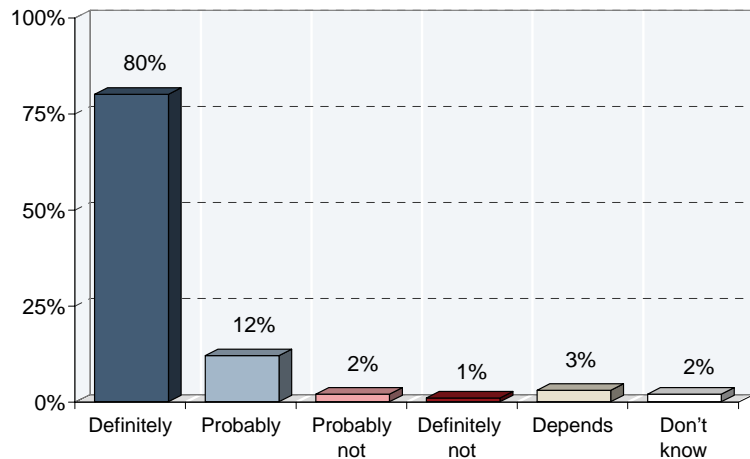
*Should Legislature fund UPSTART?*



- ✓ People of Hispanic descent, those with lower annual household income, those with Spanish as the primary language in their homes, and those who attended an UPSTART training meeting are more likely to say the Legislature should definitely fund UPSTART.

**Question 50:** In your opinion, should UPSTART be expanded to serve more Utah children?

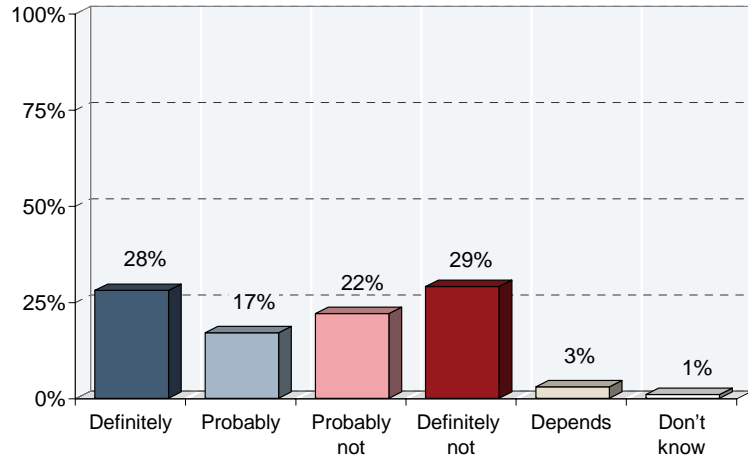
*Should UPSTART be expanded?*



- ✓ People with Spanish as the primary language in their home and those who have used the UPSTART Web site are more likely to say UPSTART should be expanded to serve more Utah children.

**Question 51: In your opinion, should UPSTART become required for Utah’s 4- and 5-year-olds before they enter Kindergarten?**

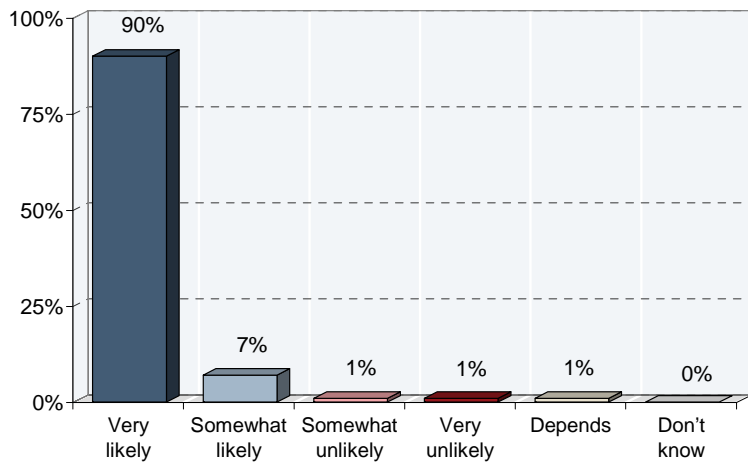
*Should UPSTART be required for pre-K children?*



- ✓ Younger participants (likelihood increases as age decreases), those with lower educational attainment (likelihood increases as education level decreases), Hispanics, those with lower annual household income (likelihood increases as income level decrease), people with Spanish as the primary language in their homes, and those who attended an UPSTART training meeting are more likely to say UPSTART should be required for pre-K children in Utah.

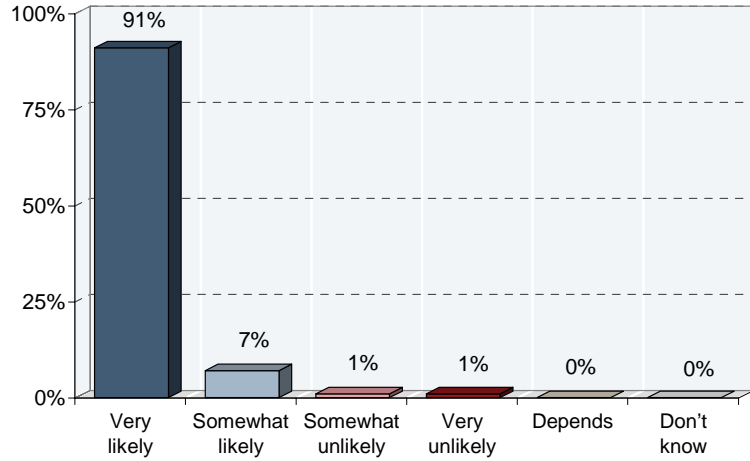
**Question 52: If you had another child eligible for the UPSTART program, how likely would you be to enroll him or her?**

*Would you enroll another child in UPSTART?*



**Question 53:** How likely would you be to recommend the UPSTART program to a friend or relative?

*Would you recommend UPSTART?*



**Question 54:** What suggestions or comments do you have, for the Waterford Institute, that would improve the UPSTART program for parents or students?

<b>Allow customization</b>		
<i>More variety/ give parents more control</i>	8%	<b>16%</b>
<i>Make the program longer/ start younger</i>	3%	
<i>Adjust to child's level/ start child at the right level</i>	3%	
<i>Progress tracking</i>	2%	
<b>Nothing</b>		
<i>I like how it is now/ they're doing a good job</i>	13%	<b>13%</b>
<b>Communication and training</b>		
<i>Provide more training/ information</i>	8%	<b>11%</b>
<i>More/ better customer support and communication</i>	2%	
<i>Have Spanish support/ program</i>	1%	
<b>Allow participation flexibility</b>		
<i>Allow flexibility with time and days</i>	5%	<b>6%</b>
<i>Start week on Monday/ don't split week in half</i>	1%	
<b>Technology issues</b>		
<i>Fix the technology problems</i>	5%	<b>5%</b>
<b>Publicity</b>		
<i>Make it more known and accessible to more people</i>	5%	<b>5%</b>
<b>Miscellaneous comments</b>		
<i>Miscellaneous</i>	9%	<b>10%</b>
<i>It helps my child learn English</i>	1%	
<b>Don't know</b>		<b>34%</b>

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