

**For Immediate Release
April 19, 2007**

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Support for college up; parental commitment to make it happen still shaky

(LANSING, Michigan) Michigan parents are enamored of the concept of college for their children, but they're commitment-shy when it comes to doing whatever it takes to get them there, according to a study released this week by Your Child.

The study showed 73 percent of parent/respondents saying their children will earn a four-year degree, but only about a third saying they are willing to "do whatever it takes" to guarantee this happens.

The Detroit News/Channel 7 survey of 600 parents of school-aged children, sponsored by Your Child and the Skillman Foundation, was conducted April 2 – 12, 2007, by EPIC ▪ MRA; the margin of error is ±4 percent

"Unfortunately, our state's parents are saying one thing, but doing another," said Ed Sarpolus, vice president of Lansing-based EPIC ▪ MRA. "Most Michigan moms and dads get it, that college is necessary for their kids, but they are still not willing or able to increase their expectations and shake things up at home."

The current Your Child study compared attitudes about education today with those revealed in a similar study conducted in 2005, when the coalition first revealed Michigan's lackluster culture of education. The data from the current survey shows that while college education for their children is still a tough sell among Michigan's traditional manufacturing-minded parents, there are signs of progress.

For example, in the current survey, more Michigan parent/respondents said "everybody should get a college education" (59 percent) than was the case two years ago (54 percent); additionally, 70 percent of current survey participants agreed "people who have a college education are usually better off than people who don't," compared to the 66 percent who agreed two years ago.

"It's great news that awareness of the value of college, and the desire to achieve such an education for their children, are up," said Margaret Trimer-Hartley, director of Your Child. "Now we have to educate parents about what steps to take to make the dream of a college education real for their child."

Your Child is a non-profit, non-partisan coalition of education, family and business organizations dedicated to improving Michigan's culture of education. More information is available at www.yourchildmichigan.org and at www.epicmra.com.