

# The Quality Education Data Survey

Commissioned by Target in Fall 2003, a study conducted by Quality Education Data (QED) shows that the Tiger Woods Foundation character development program generates measurable improvements in students' self-esteem, attitudes toward school, and overall attitudes and behaviors relating to goal-setting and achievement.

Teachers and youth group leaders confirm these findings. In an accompanying survey by QED of 345 teachers and youth group leaders who led youth through the Tiger Woods Foundation character development curriculum, nearly nine in 10 agreed that most youth think more highly of themselves (89.6%) and have a stronger belief in their ability to achieve their dreams (91%) after using Tiger Woods Foundation character development program. And eight in 10 agreed that most youth developed improved study habits (80%) and a stronger interest in reading and writing (81.2%) after completing the program.

Teachers and youth leaders surveyed also agreed that most students showed improvements in academic performance (79.1%), exhibited greater respect for others (88.4%), and made better choices for themselves about using illegal substances (81.2%) after completing the Tiger Woods Foundation character development program.

## **The Tiger Woods Foundation character development program QED Study Key Findings**

In a controlled experimental design study of 333 eight- to 17-year-olds:

- Youth showed positive improvement in self-esteem after participating in the Tiger Woods Foundation character development program, compared to control group members, their non-participating counterparts.
- Youth exhibited improved attitudes toward learning and school after exposure to the Tiger Woods Foundation character development program, compared to non-participants.
- In an overall measure of youth attitudes towards school and attitudes and behaviors related to goal-setting and achievement, the Tiger Woods Foundation character development program participants had more positive overall attitudes than did non-participants.
- The positive effects related to the Tiger Woods Foundation character development program for participating youth were more than 10 times the size of the effects on the control group's youth.

In a survey of 345 teachers and youth group leaders who led youth through the Tiger Woods Foundation character development curriculum, teachers and youth group leaders somewhat or strongly agreed with the following statements about the impact of the Tiger Woods Foundation character development program:

- Most youth developed a stronger belief in their ability to achieve their dreams (91.0%)
- Most youth think more highly of themselves (89.6%)
- Most youth developed a goal or dream for themselves (89.3%)
- Most youth now view learning as a way to reach their goals and dreams (89.3%)

- Most youth demonstrate greater respect for others (88.4%)
- Most youth created an action plan to reach the goal or dream they developed for themselves(87.8%)
- Most youth place a greater value on service learning and community service (86.4%)
- Most youth now see more career possibilities for themselves (86.1%)
- Most youth are better prepared to overcome difficulties and face challenges in their daily lives (85.5%)
- Most youth implemented action steps to reach the goals or dreams (83.5%)
- Most youth make healthier choices for themselves and their bodies (82.6%)
- Most youth have developed a stronger interest in reading and writing (81.2%)
- Most youth make better choices for themselves regarding use of illegal substances (81.2%)
- Most youth have improved study habits (80.0%)
- Most youth improved their academic performance (79.1%)
- Most youth complete more homework assignments on time than in the past (74.2%)
- Most youth improved their school attendance records (67.5%)

### **Parents, Teachers and Family Are Kids' Top Heroes**

In a survey of 333 eight- to 17-year-olds, youth were asked an open-ended question about the adults they admire most. Here are their top 10 responses:

1. Parents (81.6%)
2. Teachers (29.1%)
3. Other relatives, such as brother, sister, aunt or uncle (22.1%)
4. Grandparents (19.6%)
5. Friends (4.9%)
6. Athletes (2.5%)
7. Coach/trainer (2.1%)
8. God (1.2%)
- 9-10. Actor/actress and Singer (0.9% each)

### **Sports, Success and College Are Kids' Top Dreams**

The same students were asked "what is the dream you have for yourself today?" Here are the top 10 responses to this open-ended question:

1. To be a professional athlete/good at sports (18%)
2. Success in life (get a good job, make lots of money, get married, become famous) (13%)
3. Go to college (12.4%)

4. To be a doctor/nurse/pediatrician/therapist (9.6%)
5. Success in school/graduate from school (9.3%)
6. To be a teacher/students counselor (8%)
7. To be an entertainer such as a singer, dancer or actor (6.5%)
8. To be a veterinarian (6.2%)
9. To be a lawyer (4.6%)
10. To be a scientist, such as a biologist or chemist (3.4%)

### **About The Study**

The study was commissioned by Target Stores and conducted by Quality Education Data (QED) from September-December 2003 in three phases: an online opinion survey of teachers, administrators and youth leaders, qualitative research with experienced Tiger Woods Foundation character development program youth leaders and teachers, and a quantitative "pre" and "post" outcomes study with 333 eight- to 17-year-olds from youth treatment and control groups. QED is a leading market research and database firm in the field of education.