

## **ABSTRACT**

The purposes of this study were to explore Thai parents' attitudes towards the importance of pre-kindergarten schooling, their criteria in choosing pre-kindergarten schools for their children, and their opinions on advantages and disadvantages of pre-kindergarten schooling.

The subjects of this study were 100 Thai parents who worked in Bangkok. The respondents were randomly given a 25-item-questionnaire and all completed questionnaires were returned within two weeks. SPSS was used for data analysis in the form of percentage, frequency, and mean.

The results of this study showed that Thai parents realized that pre-kindergarten schooling was important for children aged below 3 years old. Another finding was Thai parents used all six criteria respectively in choosing pre-kindergarten schools for their children: class size (staff ratio to children), school's syllabus, outdoor learning activities, attentive teachers, tuition fee, and school facilities.