

## Market Research Analysis- Findings

In regards to the longer questions, we have collected some key findings, which will be split into data from all surveyed parents and specifically from parents with children aged 0-5.

### **What types of services and events do you wish were most accessible to your children?**

In terms of desired services and events, all surveyed parents showed interest in two main services, an organized play group (mentioned by 11/53 (20.8%)) and creative events (mentioned by 11/53 (20.8%)), which included arts and crafts (7), musical events (2), and performances (2).

When the data was limited only to parents of children aged 0-5, these percentages were slightly higher with 10/40 (25%) of parents mentioning interest in an organized play group and 11/40 (27.5%) mentioning interest in creative events. It is important to note that arts and crafts events may have been more heavily preferred as a result of the first data collection location being at an art event (Winter Fun Photo Event). “I wish there was more variety in the arts services available like kids theater stuff and music that would give the kids shows and concerts or open houses to be a part of,” said one Oberlin parent with children aged 4 and 7.

In terms of play groups, while one parent highlighted the community classroom as a “great underutilized resource,” another mentioned that “it is inconsistent when people are actually in the community classroom to play. I’ve had a friend go a few times and be sad nobody was in there for her child to play with. An organized play group could help remedy this.” In terms of play group structures, there are many options, but one Oberlin parent of children aged 6 & 8 mentioned “My son is in Lego Club and I like that they set up the first hour to be more structured and then have free play. They have something like kickball for the first hour and then free play for the last hour which could be a good structure for a play group.”

Though these two categories of play group and art events were the most substantial, parents also mentioned educational services (mentioned by 7/53 (13/2%) of all parents surveyed, but only 3/40 (7.5%) of parents with children 0-5), water events (mentioned by 5/53 (9.4%) of all parents surveyed and 4/40 (10%) of parents with children 0-5), and physical activities (mentioned by 6/53 (11.3%) of all parents surveyed, but only 2/40 (5%) of parents with children 0-5) 17% of parents surveyed mentioned a specific timing preference, which will be analyzed in the following section, in combination with relevant timing barriers. See Appendix C Tables C1 and C2 for a full list of the frequencies of all services and events mentioned by parents.

**Which of the following barriers is most significant for you when trying to attend events for your children?**

In terms of barriers for parents, timing of events was by far the most frequently mentioned (14/28 (50%) of all parents and 11/22 (50%) of parents with children aged 0-5), followed by no barriers (8/28 (28.6%) of all parents and 6/22 (33%) of parents with children aged 0-5), with transportation/location (3/28) and safety concerns (2/28) only having a few responses each.

Timing was also occasionally mentioned by parents in the section about services and events that they wished were more accessible. Specifically, nap time was mentioned a few times by parents as a difficult period of time to attend events (4/28 parents, all with children aged 0-5). Parents also showed a desire for afterschool activities (4/28 parents, all with children aged 0-5) Furthermore, a couple of parents mentioned a desire for more things to do in the winter, such as physical activities or longer evening hours for the Community Classroom (though we are uncertain whether this currently is available or not). See Table C3 for a full list of all the timing preferences with relevant frequencies.

It is interesting to note that though cost of events was mentioned a couple times in relation to other questions, such as when one parent expressed an interest in “free language learning,” cost was never listed explicitly as a barrier. This was true even in the online survey where parents were asked to choose which of the following barriers was the most significant for them— time of event, cost of event, location of event, length of event, or other. Only 6 people filled out the survey, so no real assumptions can be made based on those specific results, but it is interesting to note that cost was never chosen. This information may show that parents in Oberlin and the broader Oberlin area do not feel overly burdened by the current cost of events for their children, but is worth collecting more data on.

### **Where do you get information about events/services for your children?**

By far, the two most commonly mentioned ways that parents got information about events/services for their children was through email (mentioned by 17/53 (32.5%) of all parents and 15/40 (37.5%) of parents of children 0-5), and social media (mentioned by 17/53 (32.5%) of all parents and 13/40 (32.5%) of parents with children aged 0-5). Facebook was specifically mentioned most often among social media platforms (13/53 (24.5%) of all parents and 9/40 (22.5%) of parents with children with parents aged 0-5).

Many parents were not asked this question in the intercept survey, for the sake of creating a shorter survey. Therefore, there were 17/53 non-answers, leaving only minimal, but still worth considering, percentages of parents getting information from anywhere besides email or Facebook, such as the school, website, or via flyers. See Table C4 for a full list of all frequencies and percentages of preferred ways of receiving information.

### **Where do you like to go with your family often?**

This question highlights what parents already enjoy doing with their children, providing

more ideas to complement the information we have about parents' preferred types of events. This question was only asked within our second round of intercept surveys and therefore has a smaller sample than the question about preferred types of events. By far, the largest category of events mentioned were parks/playgrounds/nature (mentioned by 25/29 (86%) of all parents and 19/20 (95%) of parents with children aged 0-5). This category included responses such as playground, park, or various other nature activities, such as going to the Reservoir, Lorain duck pond, or hiking. The outdoorsy events were combined with playground events, since most parents who mentioned them also mentioned playgrounds/parks as well. If a parent said multiple outdoorsy activities in one response, it was included as only one mention. Parents also mentioned frequently going with their family to the library (mentioned by 12/29 (41%) of all parents, but 11/20 (55%) of parents with children aged 0-5), the zoo (mentioned by 6/29 (20.6%) of all parents and 4/20 (20%) of parents with children aged 0-5), and the Science Center/museums (mentioned by 7/29 (24%) of all parents and 4/20 (20%) of parents with children aged 0-5). See Table C5 for the frequencies of events mentioned among all parents and the frequencies of events mentioned among parents 0-5.

The following briefly details the key findings derived from the analysis of the shorter survey questions, which will be split into data from all surveyed parents and specifically from parents with children aged 0-5.

### **Do you live in Oberlin?**

Most parents surveyed lived in Oberlin (67.9%), while those who did not (32.1%) (See Figure A1), lived largely in the surrounding area, like Elyria (23.5%) and Lorain (11.8%) (See Figure A2). Among those surveyed with children aged 0-5, we found that most families resided

in Oberlin (67.5%) (See Figure A1), while those who did not, again, largely lived in the surrounding areas, such as Elyria (15.4%) and Westlake (15.4%) (See Figure A2).

It is important to note that many parents who reported not living in Oberlin may work in Oberlin or otherwise have access to Oberlin events and services.

### **Number of kids?**

Most parents surveyed reported having one child (41.5%), followed closely by families with two children (32.1%). We also received responses from parents having three, four, or five children, although those who fell into these categories were significantly fewer. Results for those with children aged 0-5 followed similar patterns, with most reporting having one (40%) or two (37.5%) children, while fewer reported having three, four, or five (See Figure A3).

### **Have you ever been to an OberlinKids event?**

Most parents reported having attended an OberlinKids event previously (60.4%), while others, especially those who had never heard of OberlinKids before, reported never having attended an event (32.1%) (See Figure B1). Results largely replicated for those surveyed with only children aged 0-5, with 60.4% having attended an OberlinKids event previously, while 30% had not (see Figure B1).

## Appendix A (Demographics)

Figure A1. Do you live in Oberlin? (All respondents, n = 53; Parents with children 0-5, n = 40)

Do you live in Oberlin? (All respondents, n = 53)      Do you live in Oberlin? (Parents with children 0-5, n = 40)

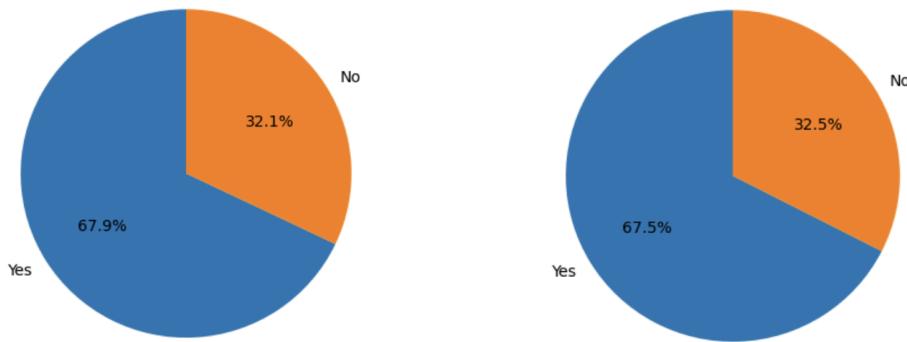


Figure A2. Location of Respondents Living Outside Oberlin (All respondents, n = 17; Parents with children 0-5, n = 13)

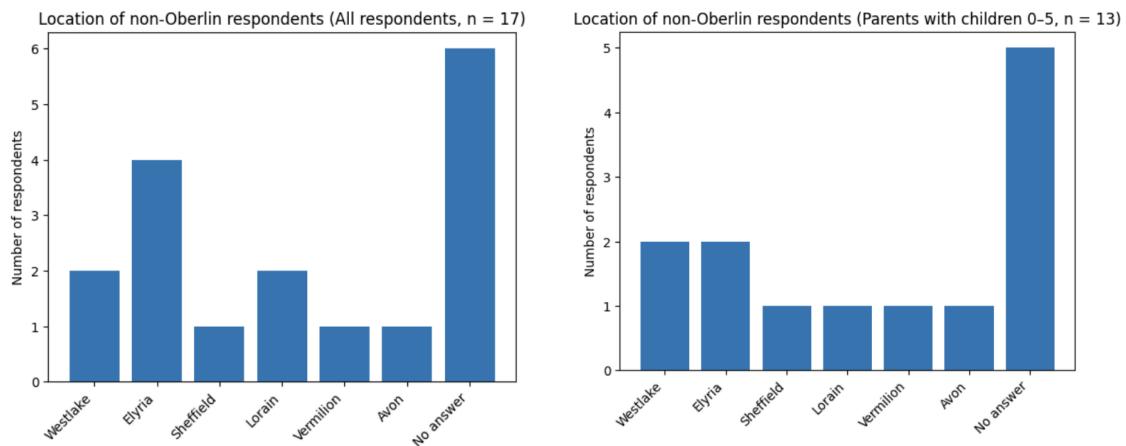
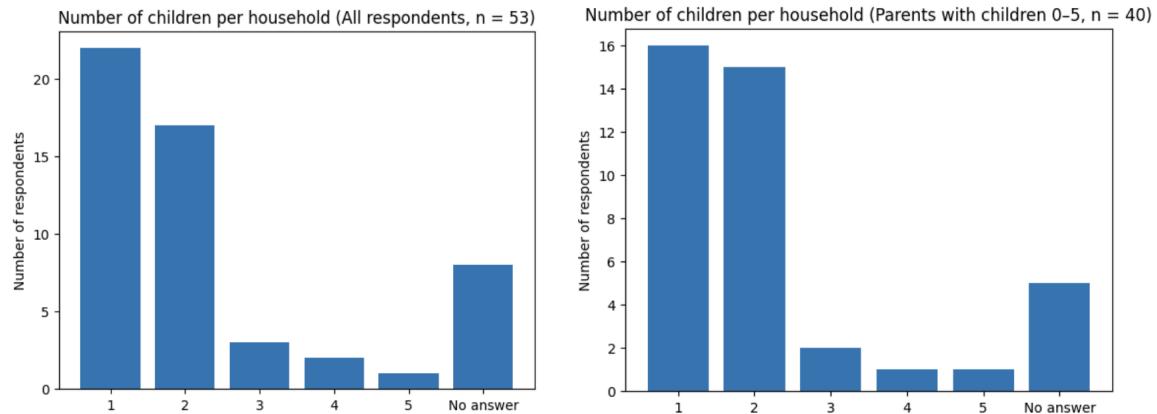


Figure A3. Number of Children Per Household (All respondents, n = 53; Parents with children 0-5, n = 40)



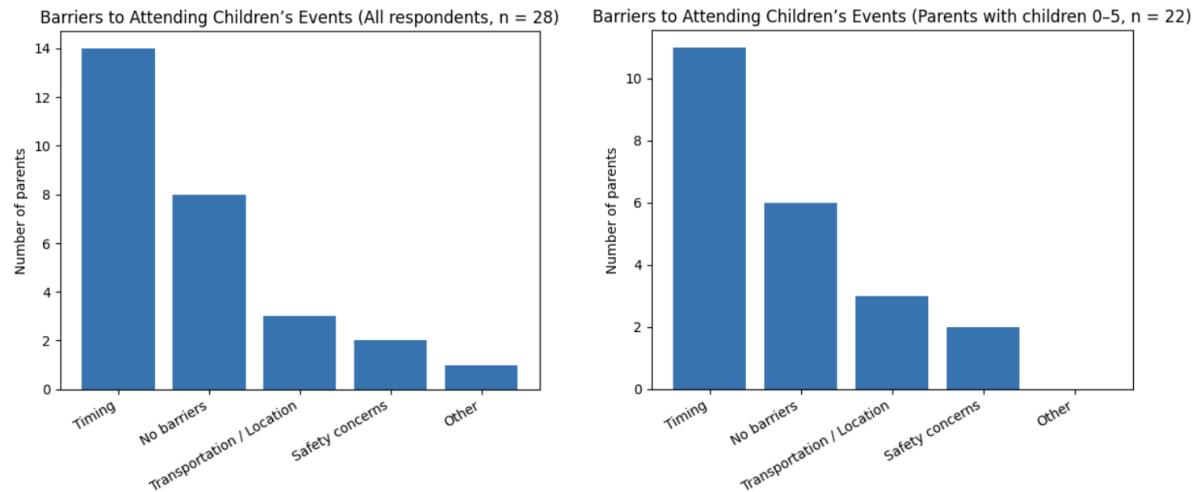
## Appendix B (Intercept Survey Results)

Figure B1. Have you ever been to an Oberlin Kids event? (All respondents, n = 53; Parents with children 0-5, n = 40)

Have you ever been to an Oberlin Kids event? (All respondents, n = 53)    Have you ever been to an Oberlin Kids event? (Parents with children 0-5, n = 40)



*Figure B2. Barriers to Attending Children's Events (All respondents, n = 28; Parents with children 0-5, n = 22)*



*Figure B3. Preferred Ways of Receiving Information (All respondents, n = 53; Parents with children 0-5, n = 40)*

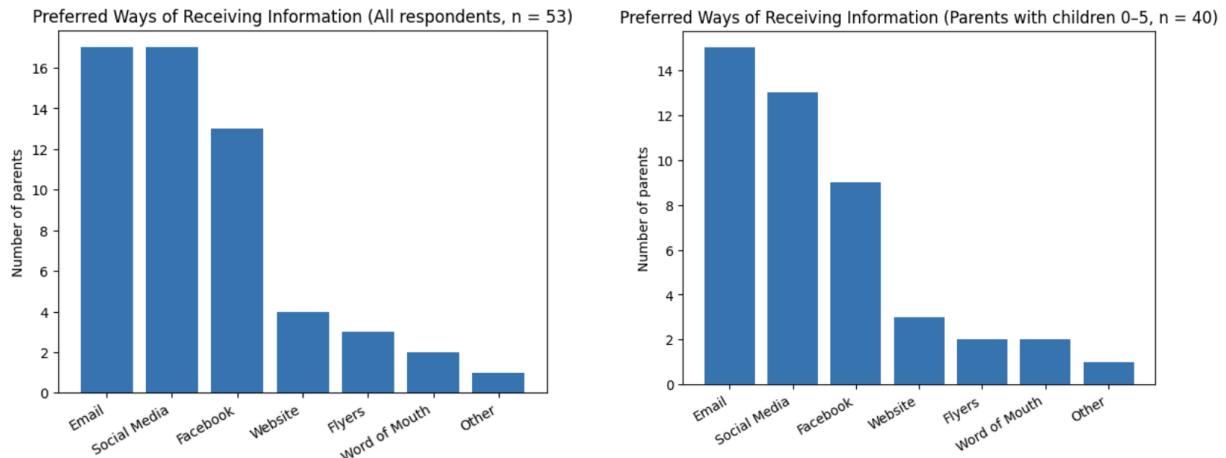
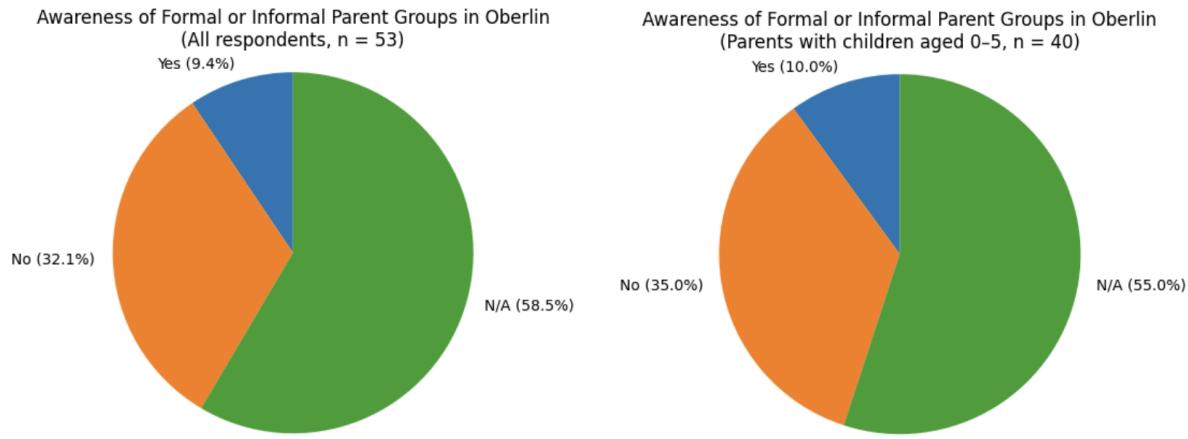


Figure B4. Have you heard of any formal/informal parent groups in Oberlin? (All respondents, n = 53; Parents with children 0-5, n = 40)



## Appendix C (Frequency tables)

Table C1. Desired Services and Events (All respondents, n = 53)

Service/Event Category	Frequency	Percentage
Play, Social & Group Interaction	11	20.8%
Arts & Crafts, Creative Expression	11	20.8%
Specific Timing Preferences	9	17.0%
Educational Services	7	13.2%
Physical Activities (Sports, KidsinMotion)	6	11.3%
Water Events	5	9.4%
Satisfied with Current Events	4	7.5%
N/A	4	7.5%
Photos	3	5.7%
Kids Events	3	5.7%
Hands-on Activities	2	3.8%

Outliers (Less than one mention)	12	22.6%
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Table C2. Desired Services and Events (Parents with children 0-5, n = 40)

Service/Event Category	Frequency	Percentage
Arts & Crafts, Creative Expression	11	27.5%
Play, Social & Group Interaction	10	25.0%
Specific Timing Preferences	7	17.5%
Water Events	4	10.0%
Satisfied with Current Events	3	7.5%
Educational Services	3	7.5%
N/A	3	7.5%
Kids Events	3	7.5%
Physical Activities (Sports, KidsinMotion)	2	5.0%
Photos	2	5.0%
Hands-on Activities	2	5.0%

Outliers (Less than one mention)	10	25.0%
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*Table C3. Barriers to Attending Children's Events (All respondents, n = 28; Parents with children 0-5, n = 22)*

<b>Barrier</b>	<b>All Respondents (n = 28)</b>	<b>Parents with Children 0-5 (n = 22)</b>
Timing of Events	14 (50.0%)	11 (50.0%)
No Barriers	8 (28.6%)	6 (27.3%)
Transportation/Location	3 (10.7%)	3 (13.6%)
Safety Concerns	2 (7.1%)	2 (9.1%)
Other	1 (3.6%)	0 (0.0%)

*Table C4. Preferred Ways of Receiving Information About Children's Events (All respondents, n = 53; parents with children aged 0-5, n = 40)*

<b>Information Source</b>	<b>All Respondents (n = 53)</b>	<b>Parents with Children 0-5 (n = 40)</b>
Email	17 (32.5%)	15 (37.5%)
Social Media (Any Platform)	17 (32.5%)	13 (32.5%)
Facebook	13 (32.5%)	9 (22.5%)
School/Organization Website	4 (7.5%)	3 (7.5%)
Flyers/Posters	3 (5.7%)	2 (5.0%)
Word of Mouth	2 (3.8%)	2 (5.0%)
Other	1 (1.9%)	1 (2.5%)
No Answer	17 (32.1%)	12 (30.0%)

*Table C5. Places Families Go Together Outside the Home (All respondents, n = 29; Parents with children 0-5, n = 20)*

<b>Location Category</b>	<b>All Respondents (n = 29)</b>	<b>Parents with Children 0-5 (n = 20)</b>
Parks/Playgrounds/Nature	25 (86.0%)	19 (95.0%)
Library	12 (41.0%)	11 (55.0%)
Science Center/Museums	7 (24.0%)	4 (20.0%)
Zoo	6 (20.6%)	4 (20.0%)

*Table C6. Formal and Informal Parent Groups Mentioned by Respondents (All respondents, n = 5; Parents with children 0-5, n = 4)*

<b>Parent Group Mentioned</b>	<b>All Respondents (n = 5)</b>	<b>Parents with Children 0-5 (n = 4)</b>
Parent Cafes	2 (40.0%)	2 (50.0%)
Movement Works	1 (20.0%)	1 (25.0%)
Pradnya (Informal)	1 (20.0%)	1 (25.0%)
OberlinKids Parent Groups	1 (20.0%)	0 (0.0%)
Child Resource Center	1 (20.0%)	1 (25.0%)
College Faculty Groups (Informal)	1 (20.0%)	1 (25.0%)
Daycare Groups (Informal)	1 (20.0%)	1 (25.0%)