



**Out-of-School Time  
Reschool Market Research Study  
Survey Results**

January 27, 2020

# OST Market Research - Survey Goals

---

## OST Values & Priorities

Why parents want/need children to participate in OST and priorities for how and where this time is spent.



## Barriers to OST

What gets in the way of parents accessing information about OST and accessing OST opportunities.

## Information on OST

How families learn (and prefer to learn) about OST opportunities and what organizations they currently know about.



## Cost of OST

How much families currently spend on OST activities.

A woman in a dark blue quilted jacket and jeans is running towards a child in a light grey hoodie and blue jeans. They are in a grassy field with mountains in the background. The woman has her arms outstretched, and the child is running towards her. The scene is captured in a cinematic style with soft lighting.

# Survey Respondents

# Survey Respondents

**200 Colorado parents\***

**83% were female**

**84% were between the ages of 30 and 49**

**66% identified as White**

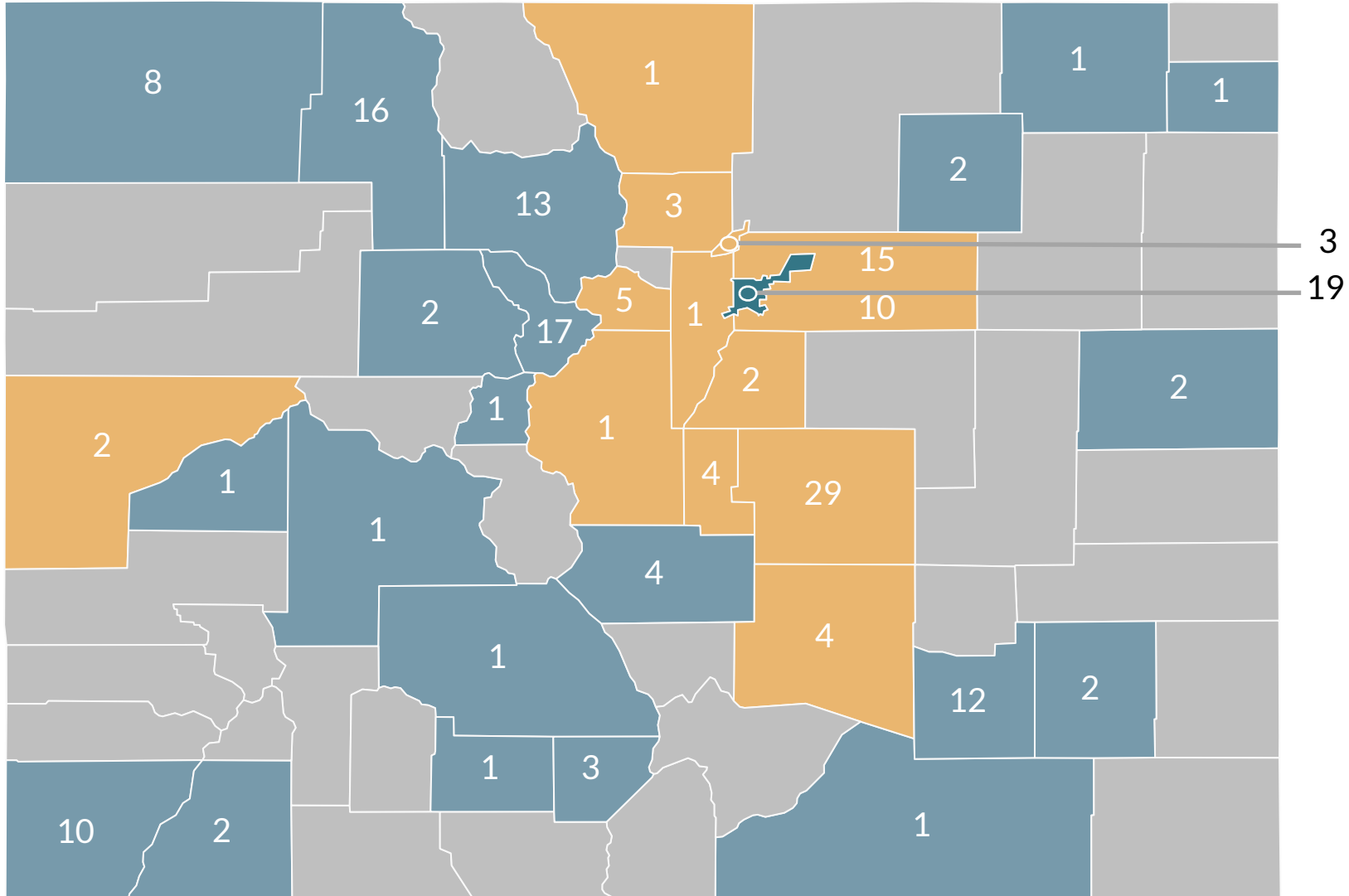
**26% identified as Hispanic, Latino/a or Spanish**

**93% completed the survey in English**

Eligibility criteria = adult (18+) parent or guardian of a school-aged child who resides in Colorado.

\*For simplicity, we use parent to refer to parents and guardians.

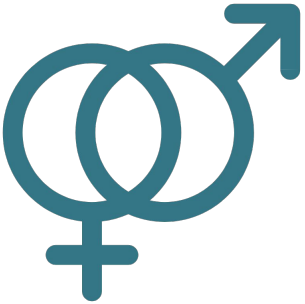
# Parents lived in 35 Colorado Counties



Denver County	19	100% (1 of 1)
Rural Counties	101	45% (21 of 47)
Urban Non-Denver Counties	80	81% (13 of 16)

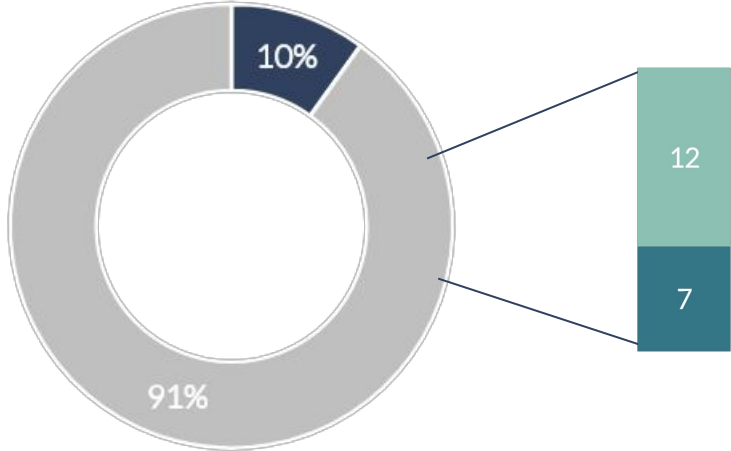
Numbers reflect the number of survey respondents in the county

# Child Characteristics



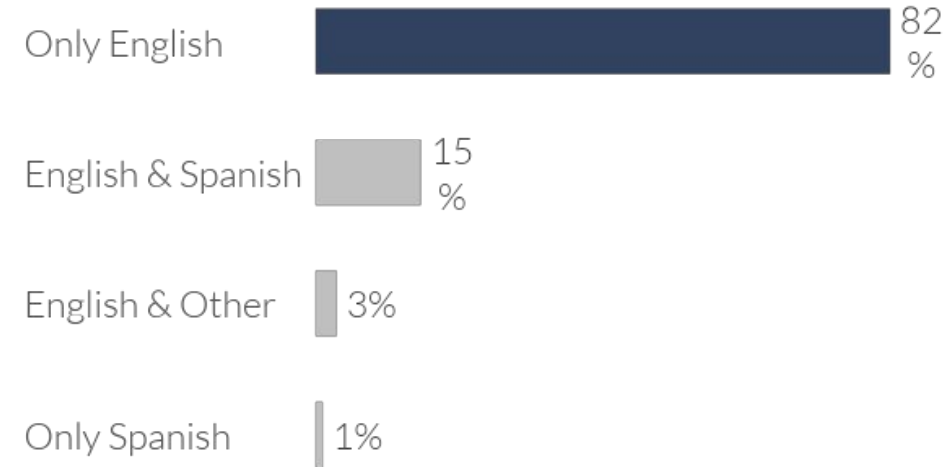
A roughly **equal proportion** of children were male (52%) and female (48%)

19 (10%) children had a disability

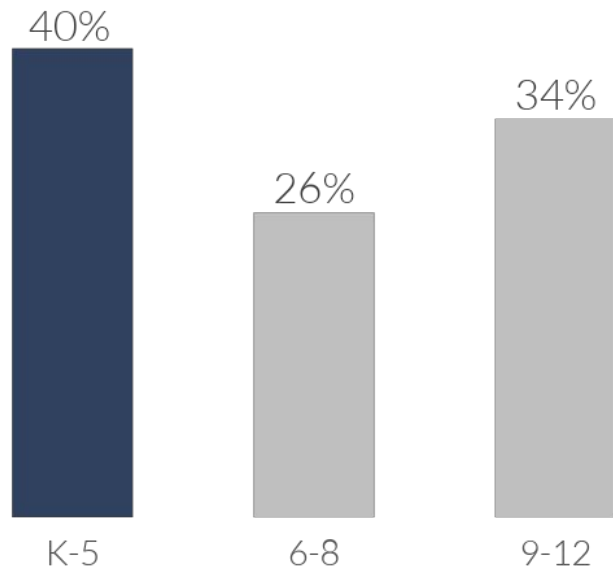


12 of the 19 children with a disability had an IEP\*

82% spoke only **English** at home



**Grade distribution** was slightly overrepresented by grades K-5.

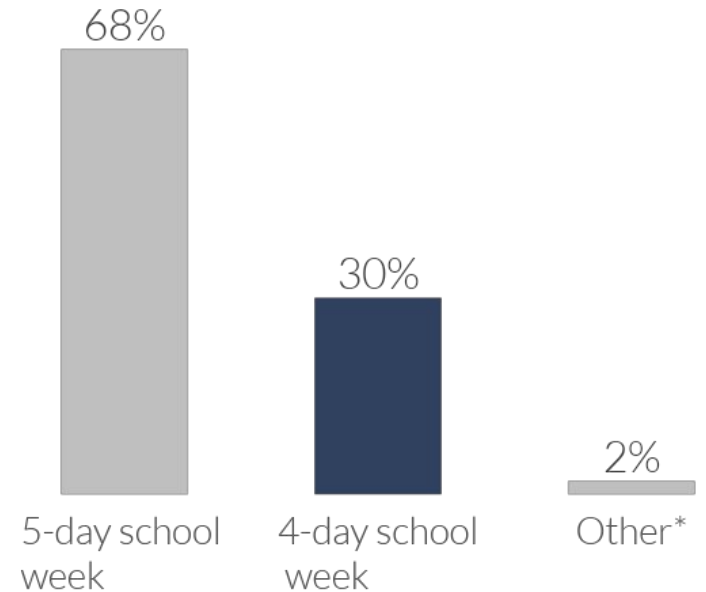


## School Characteristics



87% of youth attended a **traditional public school.**\*\*

While the majority of children had a 5-day school week, **30% had a 4-day** school week.



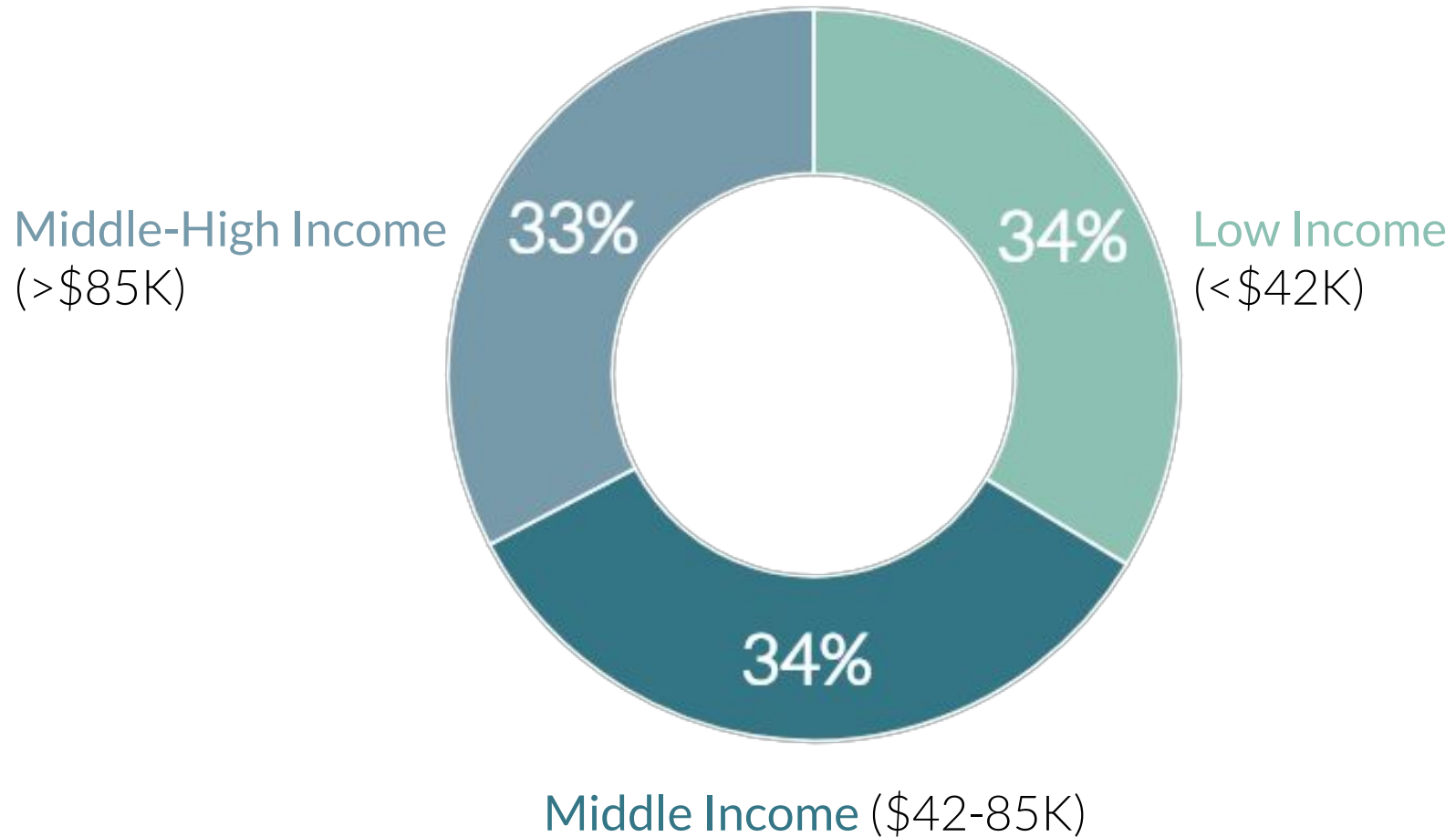
\*Other examples: 4 day and 4.5 day alternating weeks; 4.5 day weeks; 2 day weeks

\*\*School type breakdown: 5% Private, 7% Charter, 2% Home School, 1% Online, 1% Other

## Family Characteristics



Family income was **equally distributed** across income brackets.





## Family Characteristics



98% of families used a personal vehicle for **regular transportation.**



**45% of families had 2 children**, 30% had 1 child, and 26% had 3 or more children.

77% of households had two parents.



22% of households had one parent.



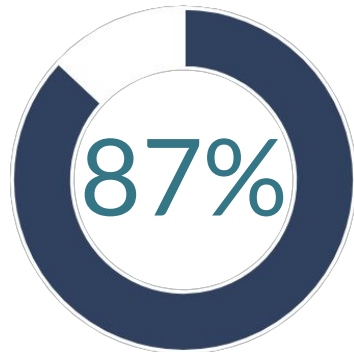
# Family Characteristics



## Parental Involvement



of parents were **somewhat or very involved** in deciding how their children spent time outside of school.



of parents **somewhat or very carefully considered** the options available in their community.

*Survey Question:* "How personally involved are you in deciding how your child spends time when they are not in school?"

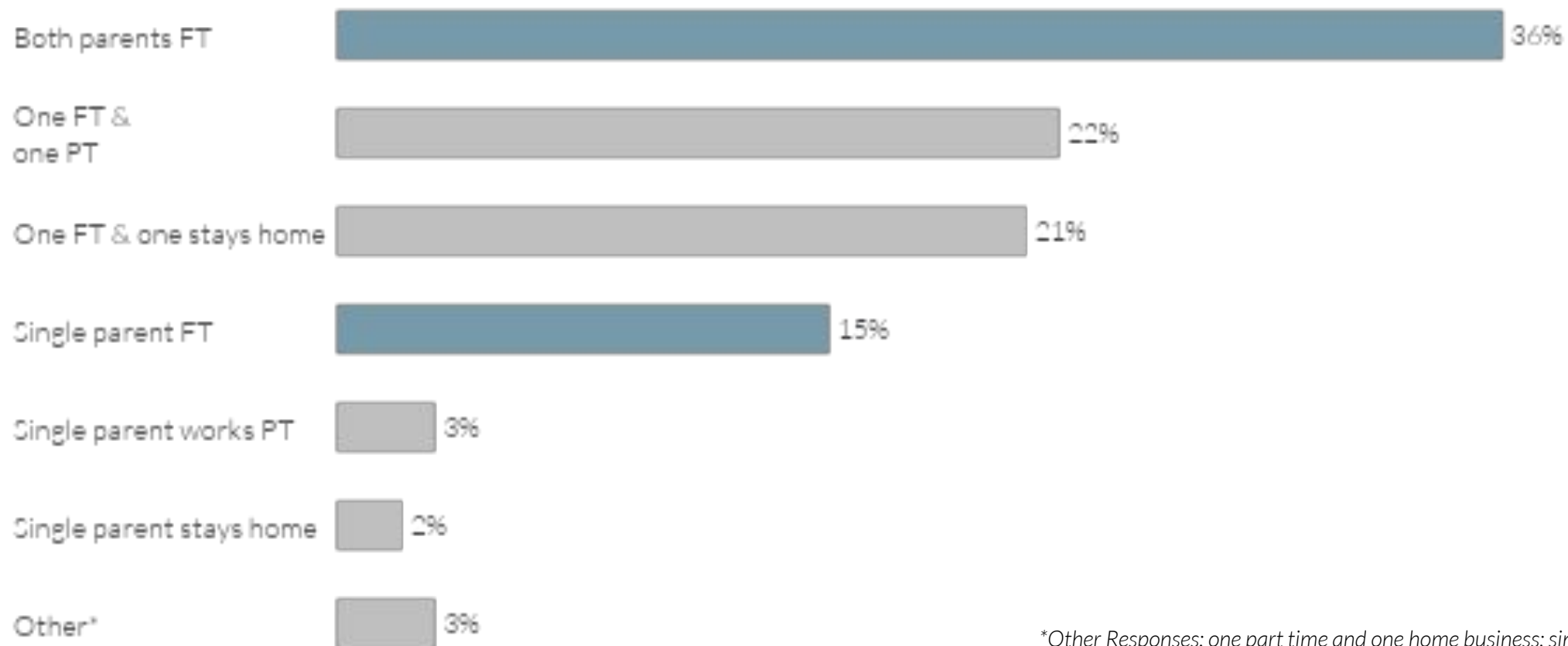
*Survey Question:* "How carefully has your family looked into the options available in your community? (Please answer regardless of whether or not your child participates in any organized activities or programs.)"



## Family Characteristics

The majority of one- and two-parent households **worked full-time.**

*\*PT = part-time, FT = full-time*



*\*Other Responses: one part time and one home business; single parent working two jobs; one part-time and one parent disabled; single parent disabled (2); one part-time/college and one full-time*

A photograph of a woman and two children in winter clothing interacting with a dog in a forest. The woman is in the upper left, smiling. Two children are in the lower half, one in a green jacket and one in a grey jacket, both looking at the dog. The dog is a medium-sized, long-haired breed, possibly a Golden Retriever, sitting in the center. The background is a dense forest of evergreen trees, with a soft, golden light suggesting late afternoon or early morning. A semi-transparent white banner is overlaid across the middle of the image, containing the text 'Key Results'.

## Key Results

# OST Values & Priorities

---

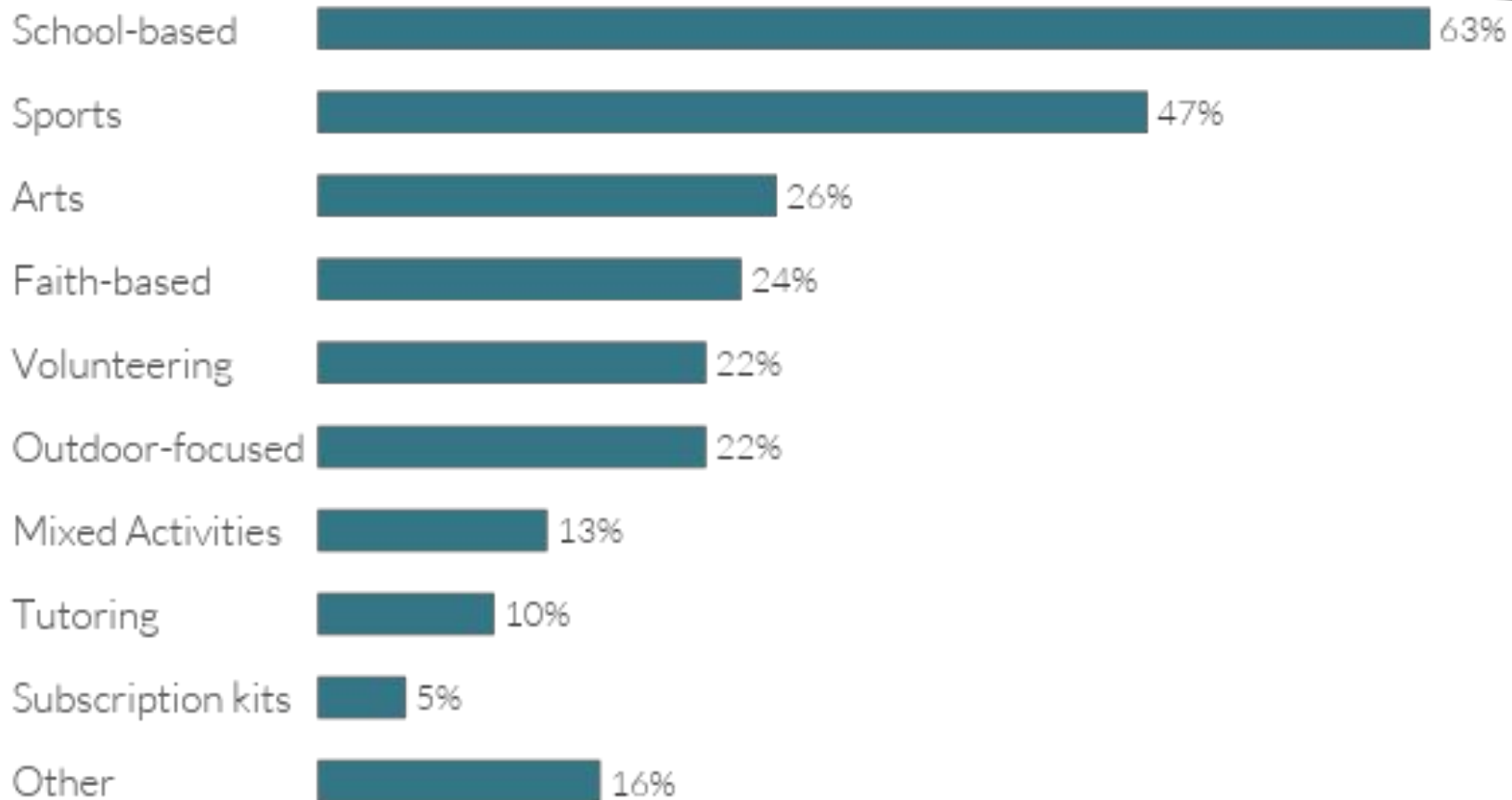


**Why parents  
want/need children to  
participate in OST and  
priorities for how and  
where this time is  
spent.**



## 2019 Participation in OST

The majority of children participated in **school-based programming**, and most were **satisfied with their child's programming**.



Parent satisfaction with programming ranged from 78% to 91%\*

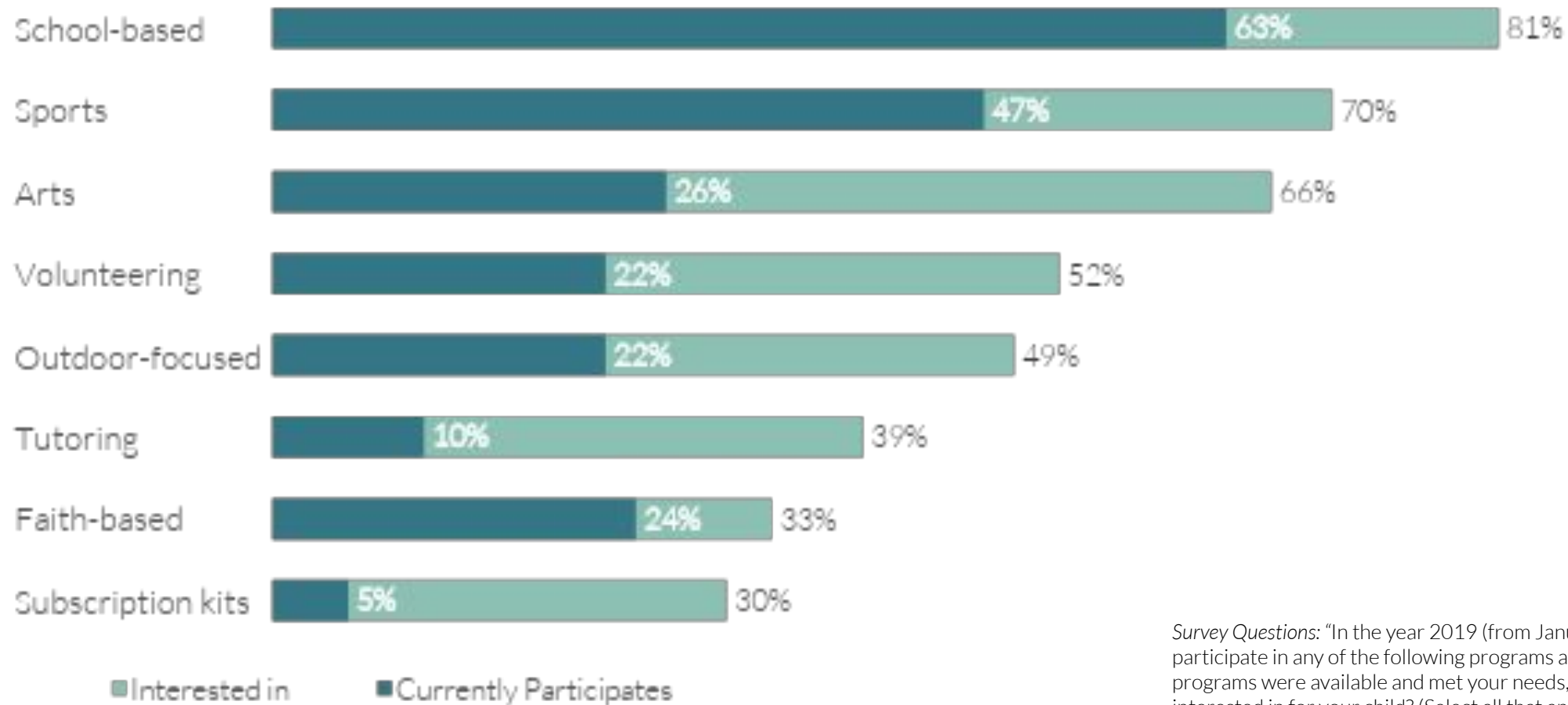
*Survey Questions: "In the year 2019 (from January to December), has/will your child participate in any of the following programs and activities: (Select all that apply)"; "In general, how satisfied are you with these types of programs and activities?"; Descriptions for Type of Programming included in the appendix.*

*Notes: \*Selected "Very Satisfied" or "Satisfied"; Other options listed in the appendix*



## 2019 Participation in OST

Parents expressed **higher rates of interest** in all programming areas than participation rates.

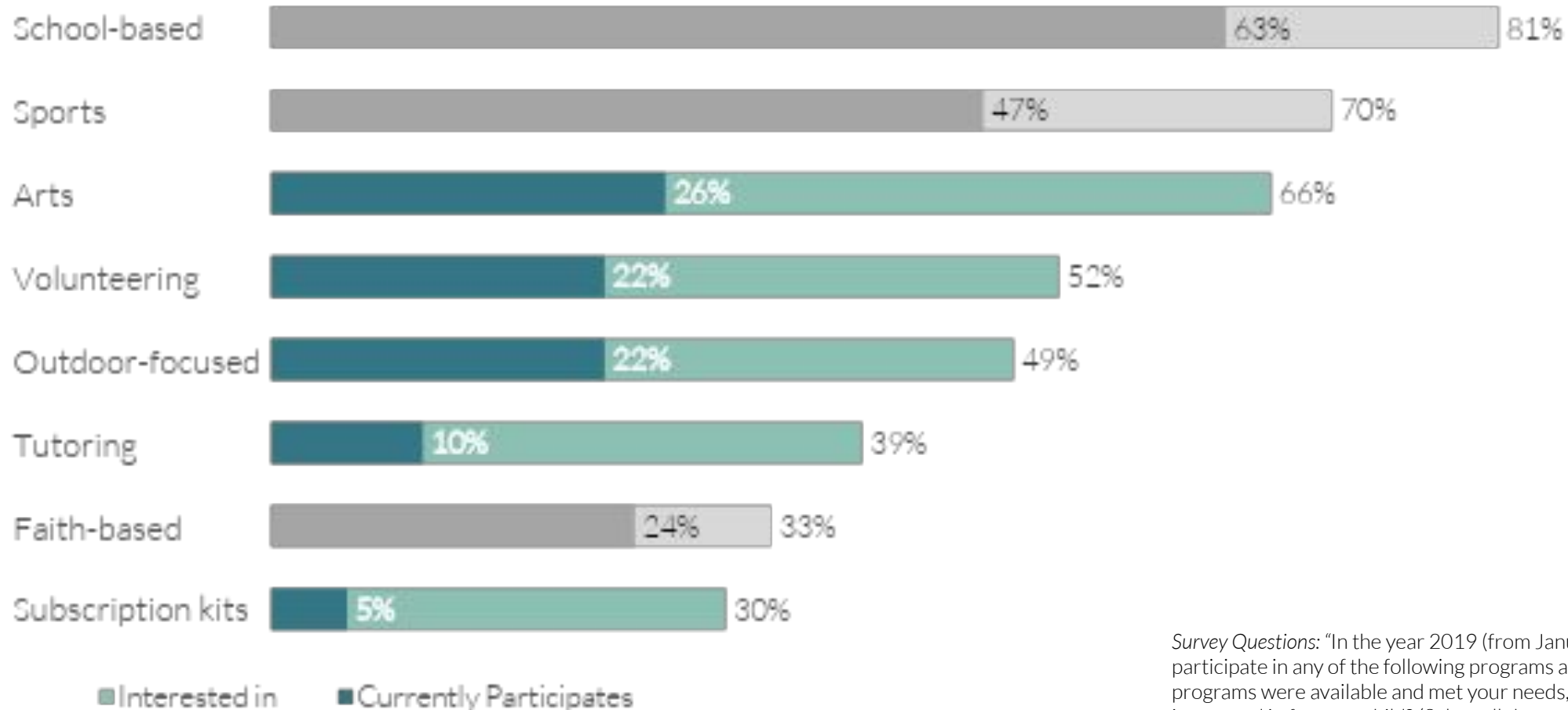


Survey Questions: "In the year 2019 (from January to December), has/will your child participate in any of the following programs and activities: (Select all that apply)"; "If programs were available and met your needs, which types of programs would you be interested in for your child? (Select all that apply)"  
Note: Mixed activities option not included due to inadvertent survey omission



## 2019 Participation in OST

Notably more parents expressed interest in **the arts, volunteering, outdoor-focused activities, tutoring, and subscription kits** than had children currently participating in these activities.



Survey Questions: "In the year 2019 (from January to December), has/will your child participate in any of the following programs and activities: (Select all that apply)"; "If programs were available and met your needs, which types of programs would you be interested in for your child? (Select all that apply)"

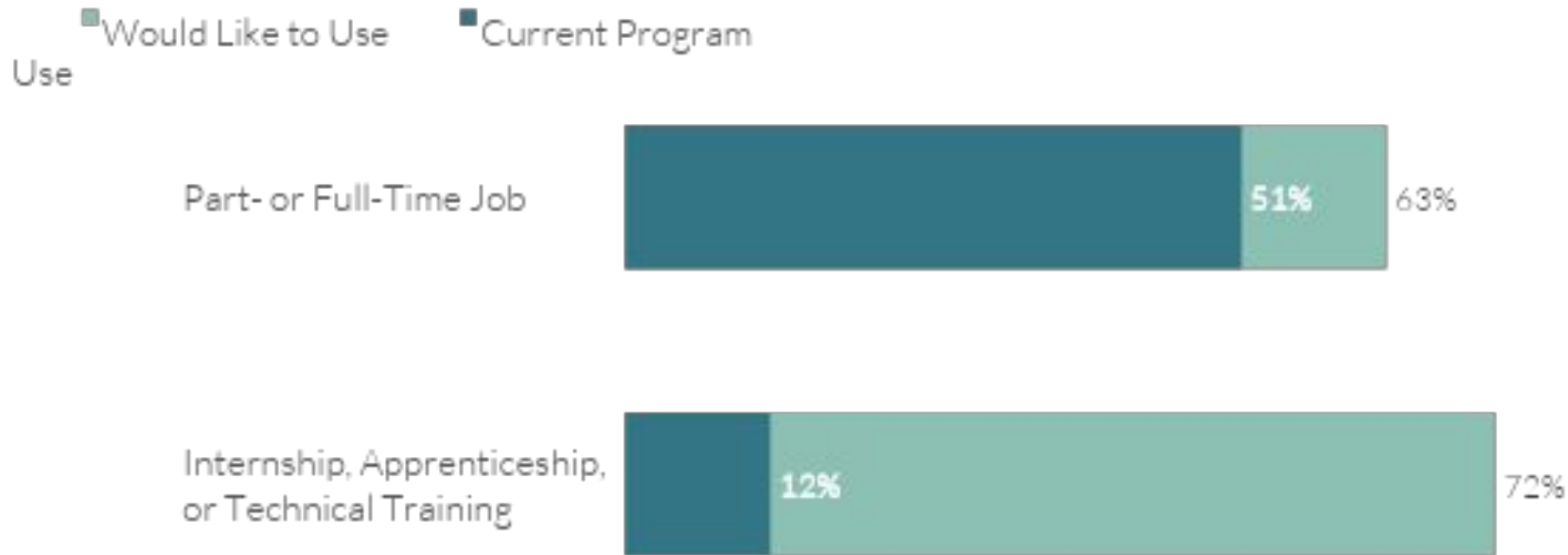
Note: Mixed activities option not included due to inadvertent survey omission





## 2019 Participation in OST

**About half** of high school students had a full or part time job. **Interest in internships** was much higher than **current participation**.



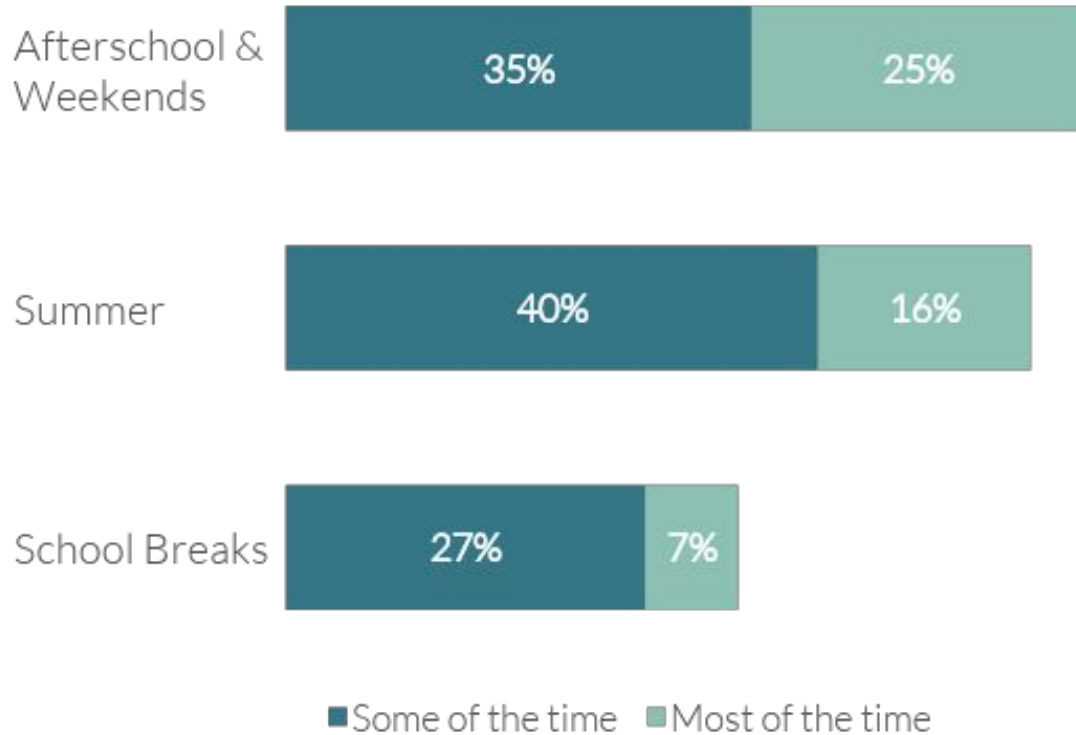
Survey Questions: "In the year 2019 (from January to December), has/will your child participate in any of the following programs and activities: (Select all that apply)"; "If programs were available and met your needs, which types of programs would you be interested in for your child? (Select all that apply)"

Note: n = 68

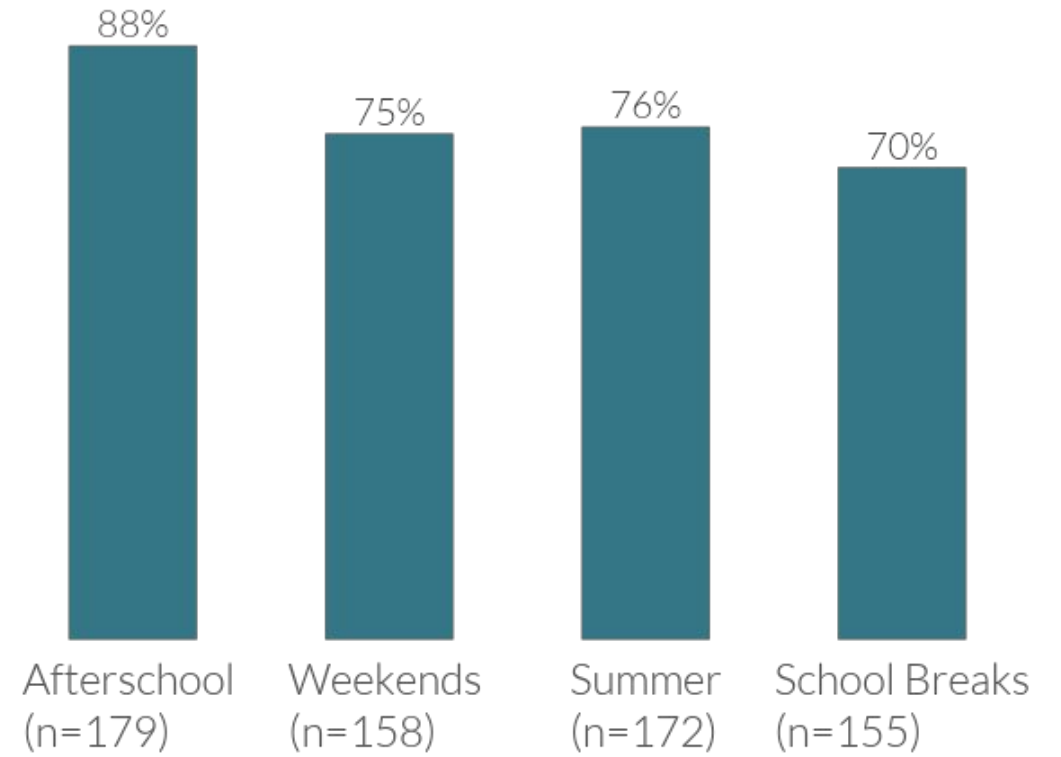


## 2019 Participation in Structured OST

Time in structured activities was **spent most afterschool and on weekends.**



Parents were most satisfied with **afterschool activities.**



Survey Question: "In the year 2019, how much time during \_\_\_\_ did your child spend in structured activities and programs?"; Note: Data on additional response options are provided in the appendix.

Survey Question: "How satisfied are you with the programs and activities that your child participated in after school, on weekends, during school breaks and during the summer?"; Note: Selected "Very Satisfied" or "Satisfied"



## Reasons for OST

**Enrichment, convenient hours, a mix of activities,** and a **culturally competent environment** were all important to parents.



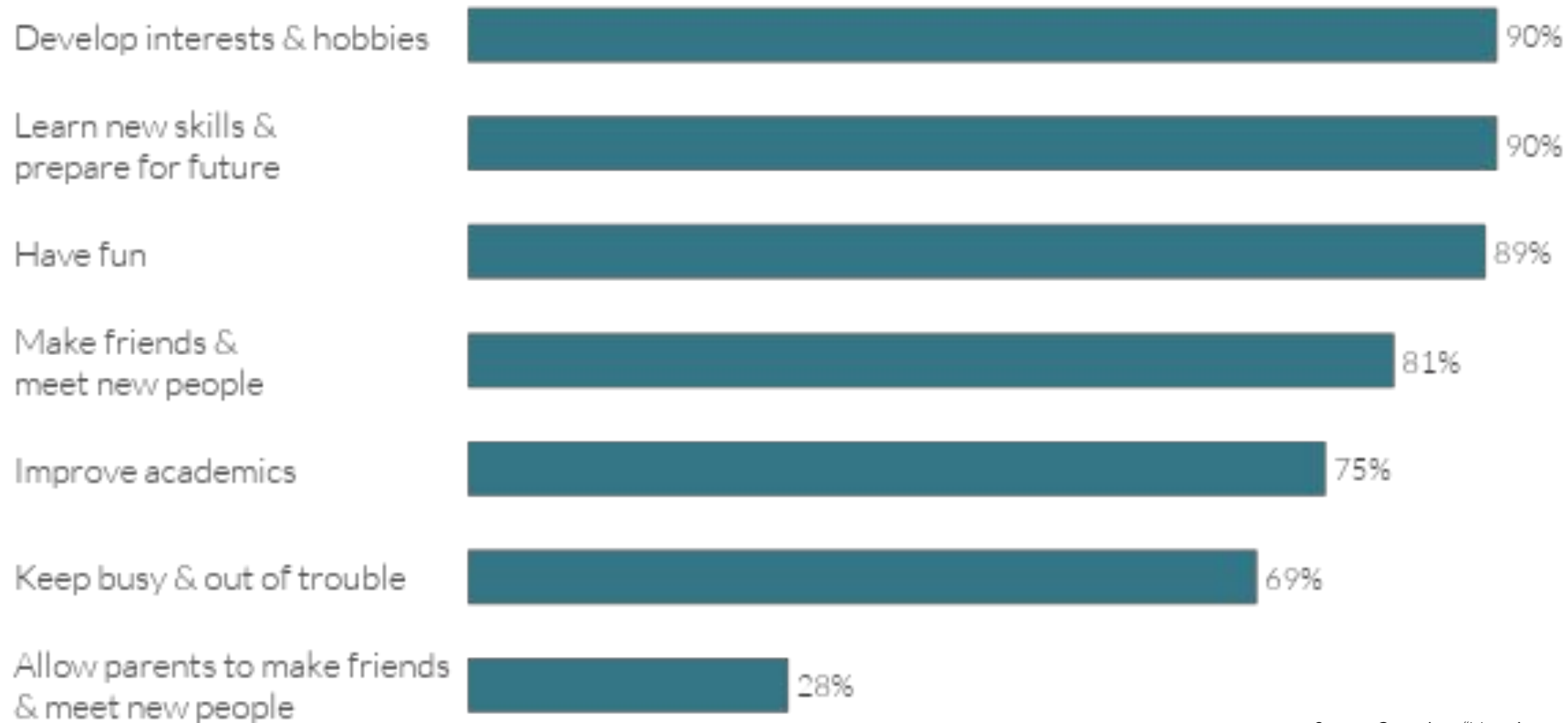
Survey Question: "Which of these are important to you in structured out-of-school time programs and activities?"

Note: % displayed selected "Extremely Important" or "Very Important"



## Reasons for OST

OST that **developed interests/hobbies**, **taught new skills**, and **provided fun** were the most important to parents.



Survey Question: "How important are each of these reasons for your child to be involved in organized activities and programs when not in school?"  
Note: % displayed selected "Extremely Important" or "Very Important"

# Barriers to OST

---

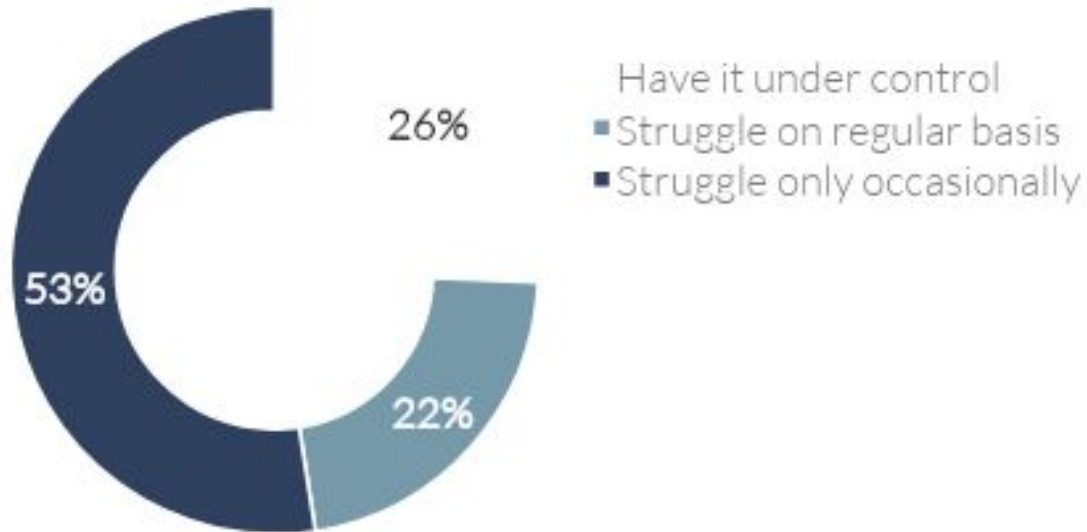


**What gets in the way  
of parents accessing  
information about  
OST and accessing  
OST opportunities.**



## Barriers to OST

**About 3 out of 4 parents** struggled at least occasionally with finding things for their child to do when not in school.



“Being a **low income family** makes participation in these kinds of **activities very hard.**”

“Nothing is offered.”

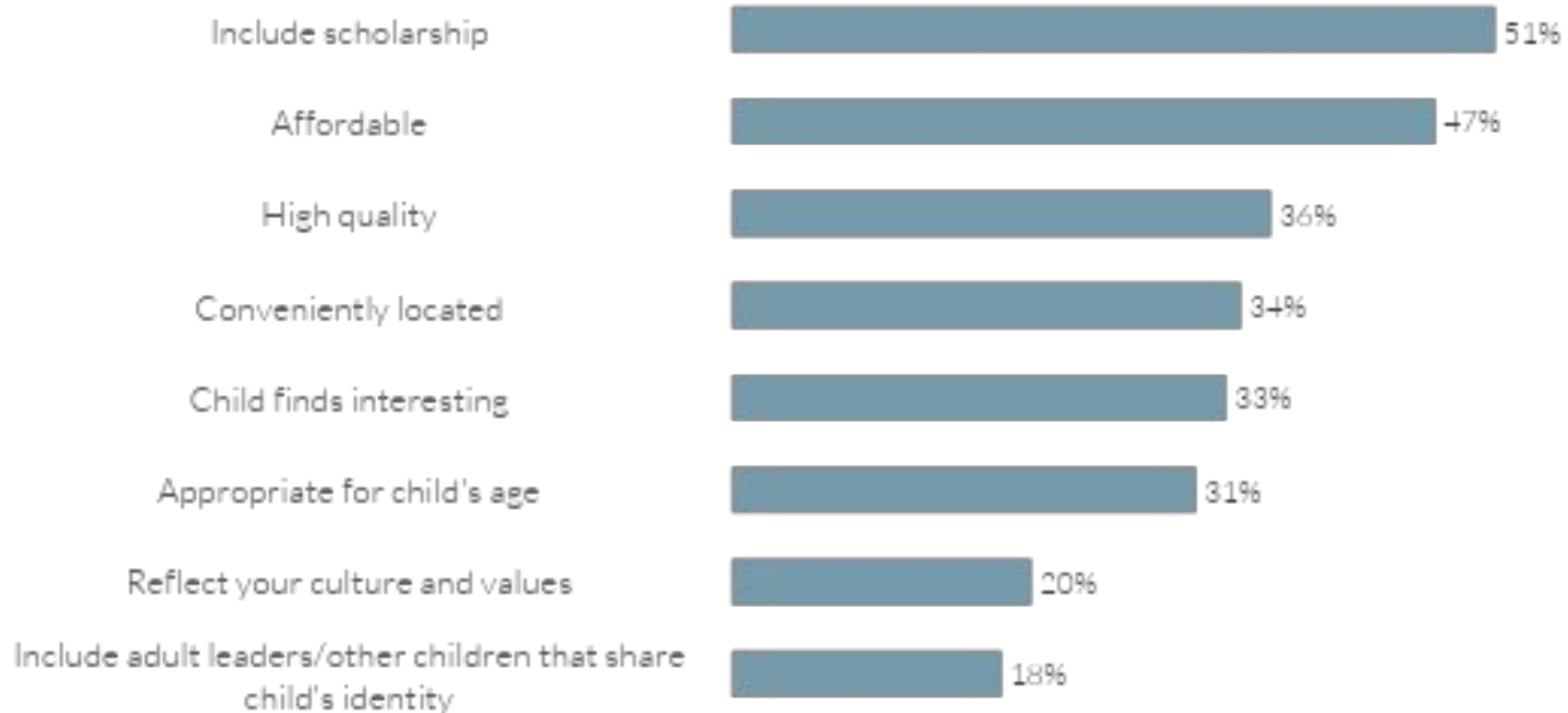
“More access to events. Sometimes it is hard as we **live outside of the school community.**”

*Survey Question: “As a parent, how much of a struggle is it for you to make sure your child has things to do when not in school?”*



## Barriers to OST

**About half of parents** reported that it was somewhat or very hard to find programs that include **scholarships and that are affordable.**

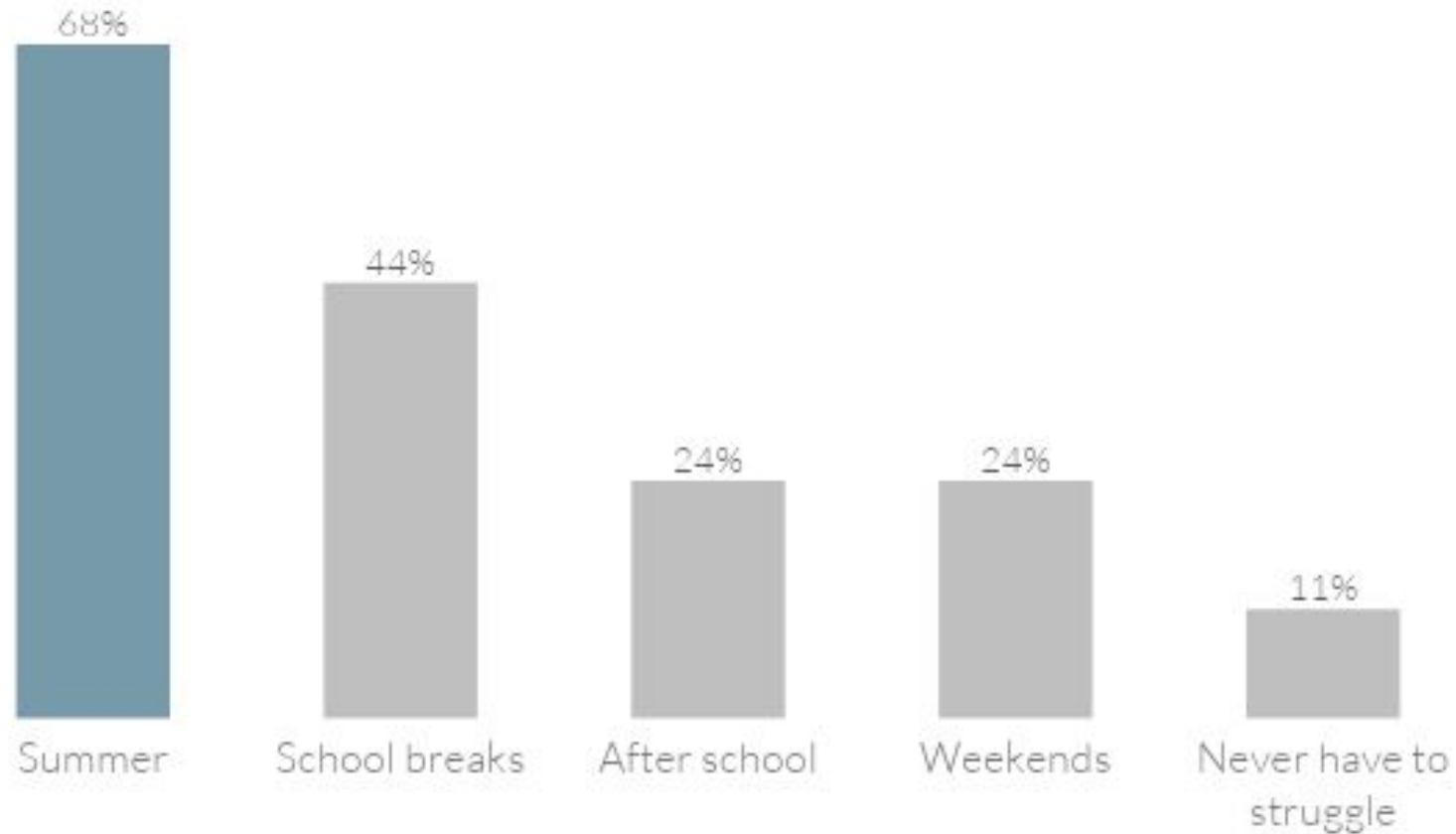


Survey Question: "How easy or hard is it for you to find programs or activities...?"



## Barriers to OST

Parents found **summer** the **hardest time** to make sure children had things to do.



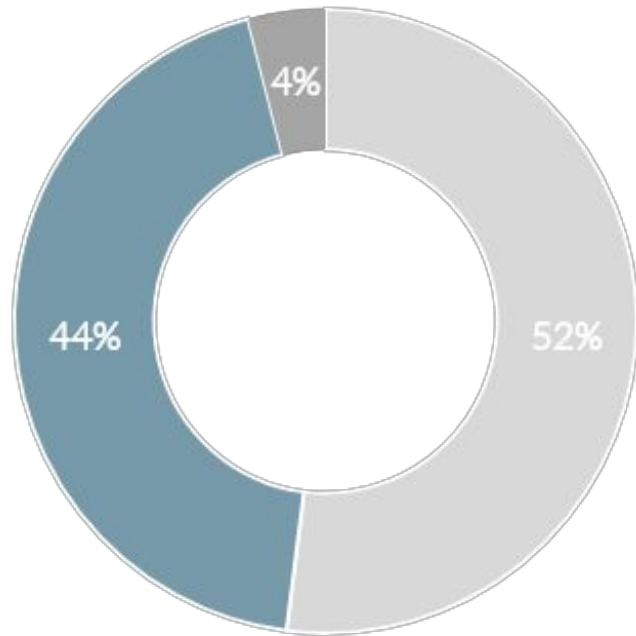
Survey Question: "During which time is the hardest to make sure your child has things to do? (select all that apply)"





## Changes to OST

**44% of parents** would like to change how their children spent OST.



- Stick with how things are
- Want to change things
- Don't know

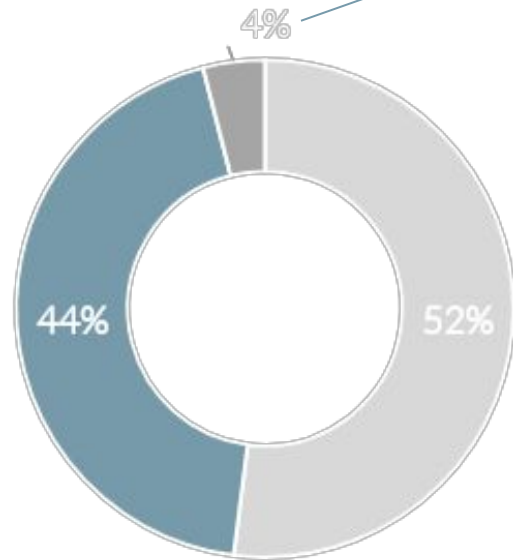
“ I'm looking for activities which **nourish and nurture her, teach her something new and impart new perspectives.** I also feel parents need to be welcome to volunteer or participate with their child sometimes at a younger age. ”

*Survey Question:* “Thinking about how your child spends time when not in school, would you basically stick with things the way they are now, or would you want to change things?”



## Changes to OST

Participants who indicated they would like to change something about their child's OST were asked open-endedly what they would like to change. The most common responses include:



Please tell us what you would like to change? (n=60)	Count
Active program improvements	14
More programs/activities options	10
More affordable options	9
More structured activities	7
More activities/programs during school breaks/summer	6
School program improvements	5
Academically challenging/rigorous programs	4
Arts based programs	3
Community-based programs (more options and increase participation)	3
Socialization opportunities	3
Volunteering opportunities	3

Survey Question: "Please tell us what you would like to change?"

Note: Includes entries with at least 3 responses. Full and expanded list of responses in appendix.



## Changes to OST

All participants were asked open-endedly what they would **change about how their child spent OST**:

Change one thing about your child's OST (n=200)	Count
Less/elimination of technology/social media	46
No change	26
Be more active/exercise/outside/outdoors	20
Academically/educationally aligned programs (STEM)	10
Creative program opportunities (pottery, community theater group, arts, music, musicals)	9
More summer break and break options (esp. 9am-4pm, outdoors-based, educational)	9
Affordable/free/more funding to make more affordable	9
Socialization opportunities	8

*Survey Question: "If you could change one thing about how your child spends time when not in school, what would it be?"*

*Note: Includes entries with at least 8 responses. Expanded list of responses in appendix*



## Barriers to OST

“

I would like my child **to have access to after school programs and a fun, learning program during the summer months.** My husband and **I both work full-time jobs** and my daughter gets bored going to daycare because **they don't do fun, extracurricular activities with them.** An organization where they could do science experiments, go swimming, different camps etc.

”

# Cost of OST

---

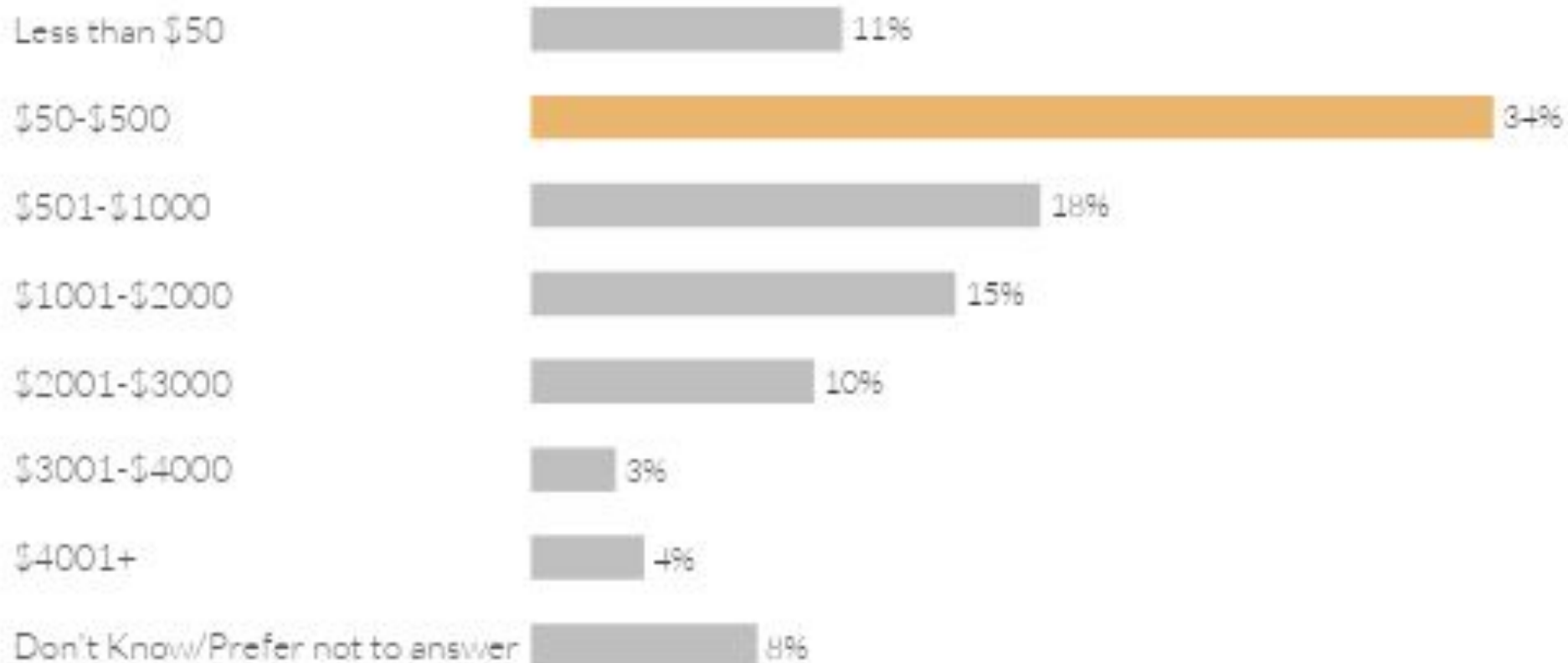


**How much families  
currently spend on  
OST activities.**



## Cost of OST

Families spent varying amounts of money on their child's OST, with **\$50 - \$500** the most frequently reported category.

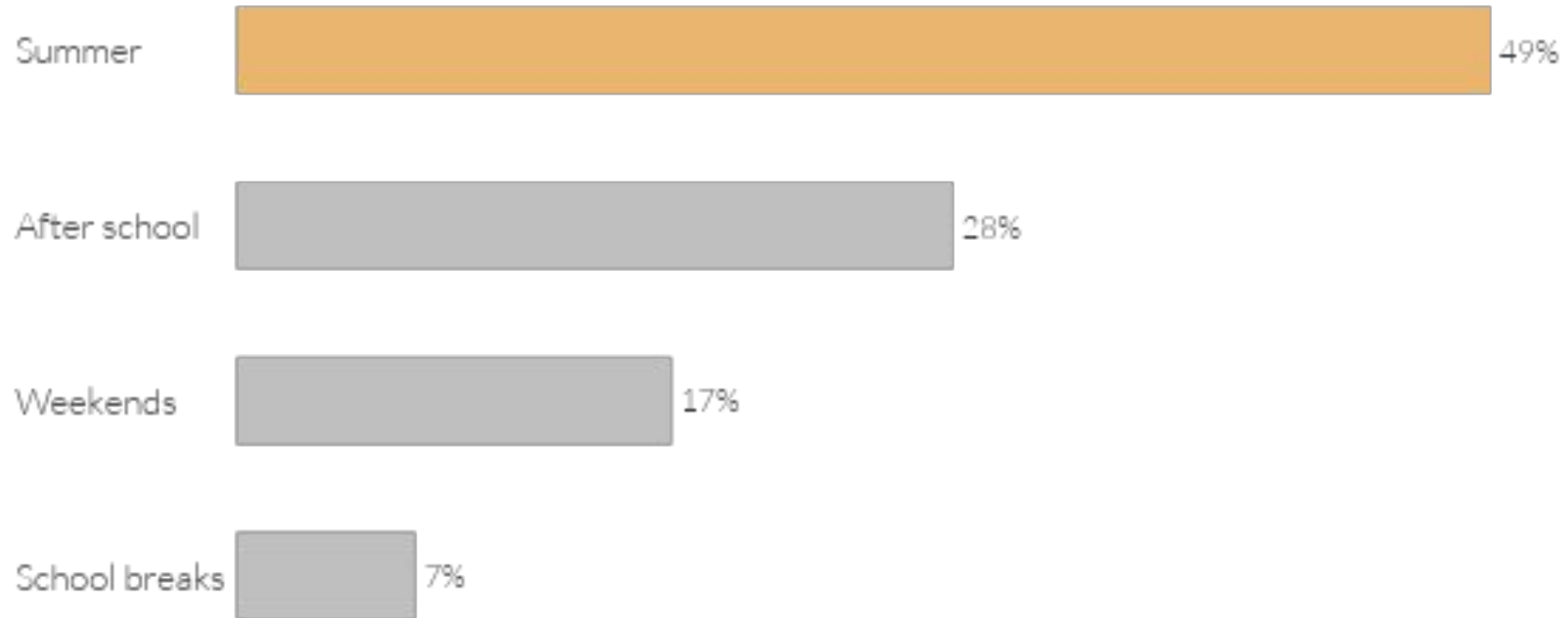


*Survey Question: "In 2019, from January to December, about how much do you think your family will have spent on your child's programs and activities outside of school? Please think about structured programs and activities that occurred after school, on weekends, over the summer, and during school breaks."*



## Cost of OST

**About 1/2 of parents** said they spent the most money on OST during the **summer**.

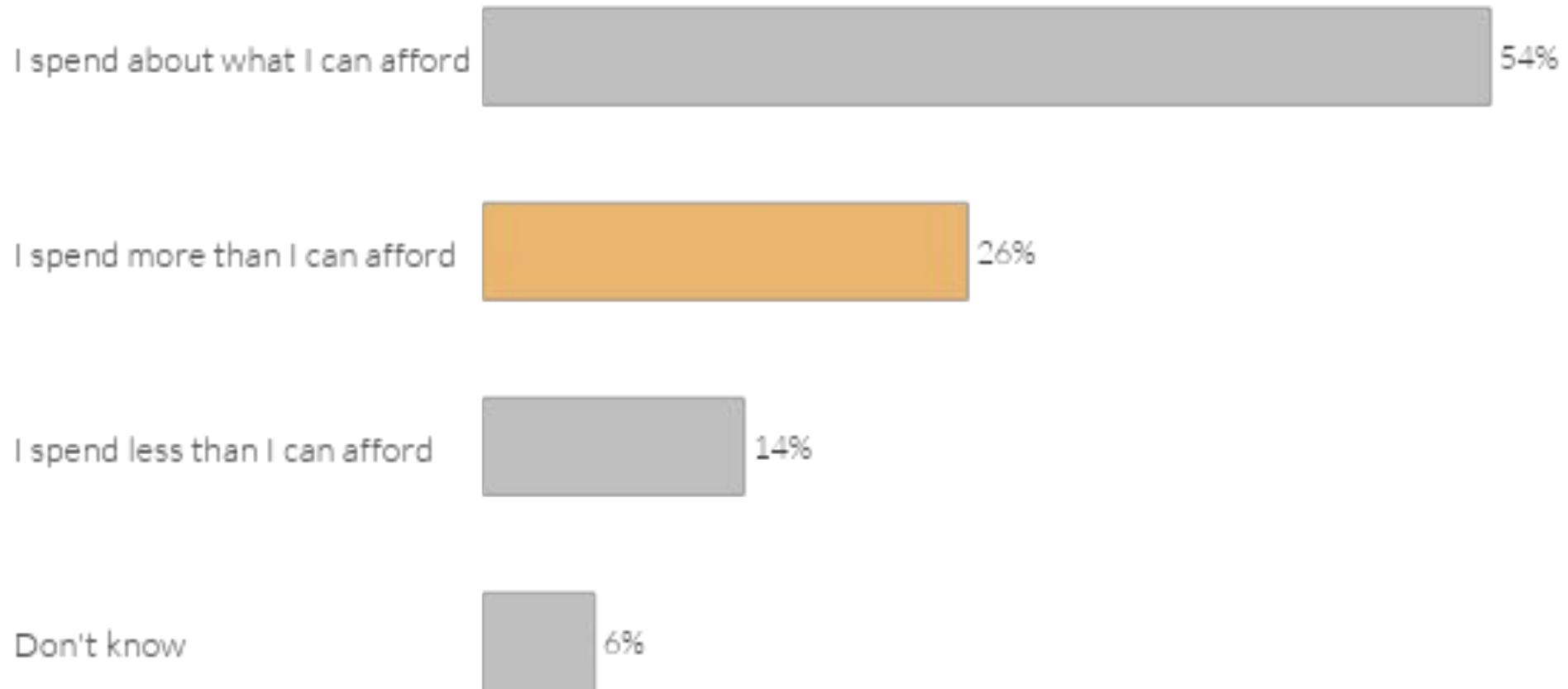


Survey Question: "What time period would you say you spend the most money on your child's programs and activities?"



## Cost of OST

**1 out of 4 parents** indicated that they spent **more than they can afford** on OST.



Survey Question: "Overall, how much money does your family spend on your child's out-of-school programs and activities?"





## Cost of OST

---

“ Most of the time **we have to choose activities that don't cost much**. Our funds are very limited so anything **free is preferred**. ”

“ The cost of activities/programs **gets very expensive with multiple children** doing multiple programs a year. ”

## Information on OST

---

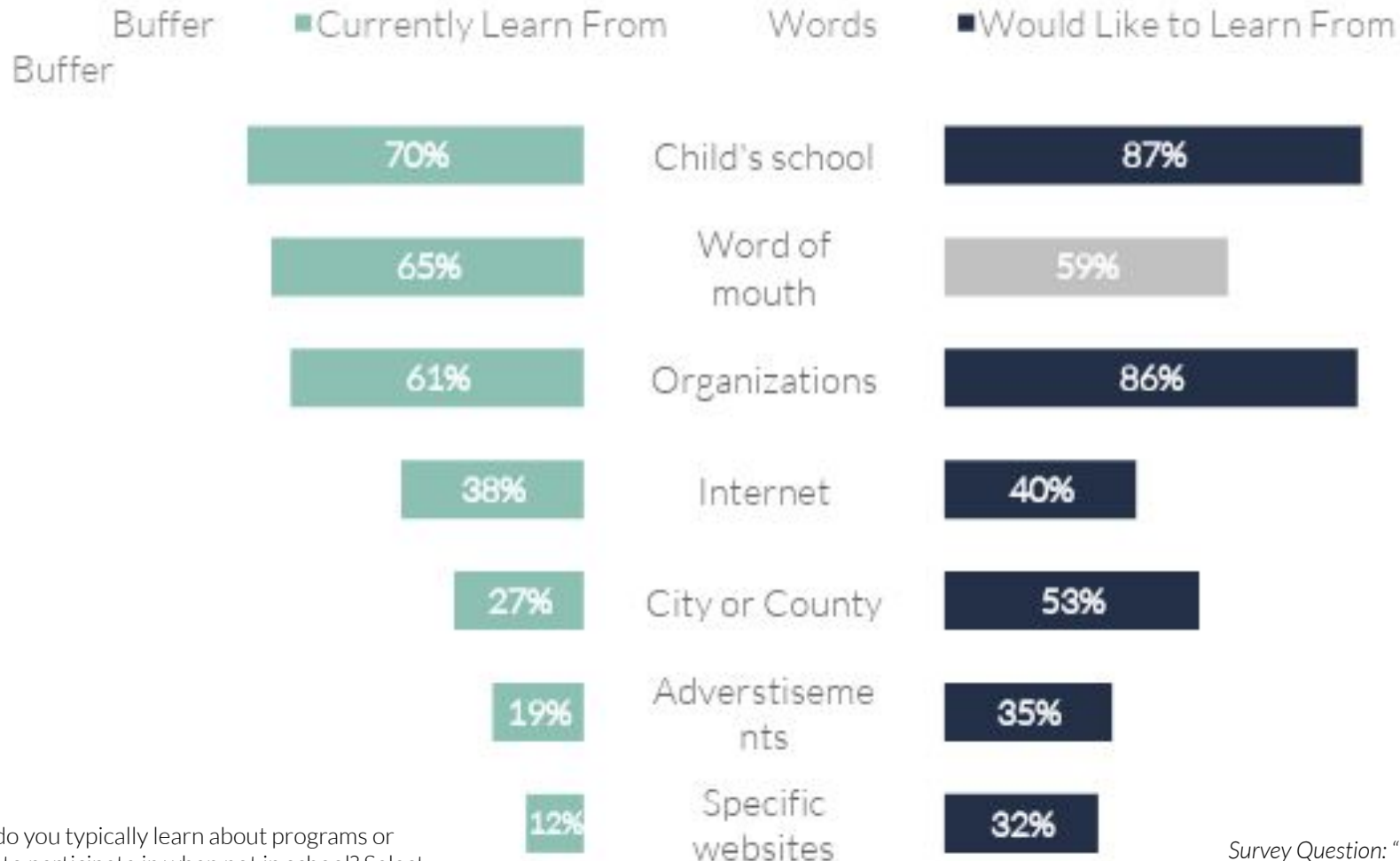


**How families learn (and prefer to learn) about OST opportunities and what organizations they currently know about**



# Information on OST

There was some discrepancy between where parents **currently got information** on OST activities and where they **would like to find information**.



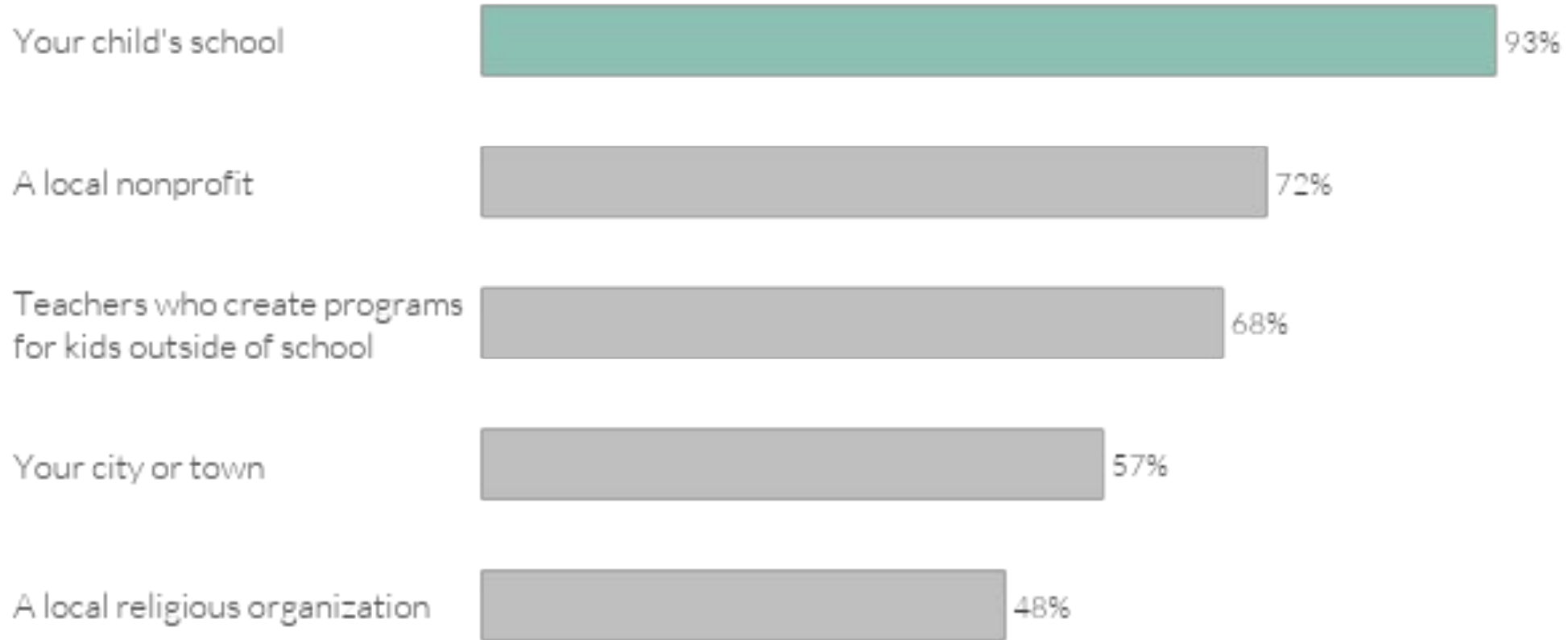
Survey Question: "How do you typically learn about programs or activities for your child to participate in when not in school? Select all that apply."

Survey Question: "How would you like to learn about programs or activities for your child to participate in? Select all that apply."



## Organizations that Families Trust

Families were most likely to trust OST activities **run by their child's school.**



Survey Question: "Which types of groups would you trust to run an out-of-school program?"



## Organizations that Families Trust

Participants were asked open-endedly **what organizations they turn to when looking for OST opportunities**. The most common responses included:

Organizations families go to for OST information (n=181)	Count
Child's school	43
Recreation Center/Parks & Recreation Department	38
City/County/Municipality	26
Public Library	21
YMCA	18
Cultural centers and religious institutions	15
Boys and Girls Club	9
Sports teams	9
4H	8
Social Media	8
Pinon Project	7

*Survey Question: "Please tell us the names of the organizations or groups that you would turn to when looking for a program or activities for your child to participate in outside of school (after school, on weekends, during school breaks and during the summer)."*

*Note: Full list of responses in data file provided to ReSchool.*



# Key Takeaways/Next Steps

# OST Market Research – Key Takeaways

## Values & Priorities



Parents **value OST as a form of enrichment beyond school** – an opportunity for their children to spend time on their interests, learn new skills, have fun, and meet new people.



## Barriers to OST

Many parents want to change how their children are spending time outside of school. **Affordable options, ones that offer scholarships, and summer activities** were the hardest to find.

## Information on OST



**Schools are a trusted source of information** on OST programming and provider of information.



## Cost of OST

Families reported a range of spending on OST – **1 out of 4 reported that they spent more than they could afford.**

# OST Market Research – Recommendations

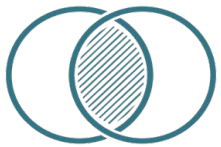
---



Messaging that appeals to OST opportunities that will **further children's interests and that will enrich their experiences.**



Consider **school, organization, and city-county partnerships** for information dissemination about programs.



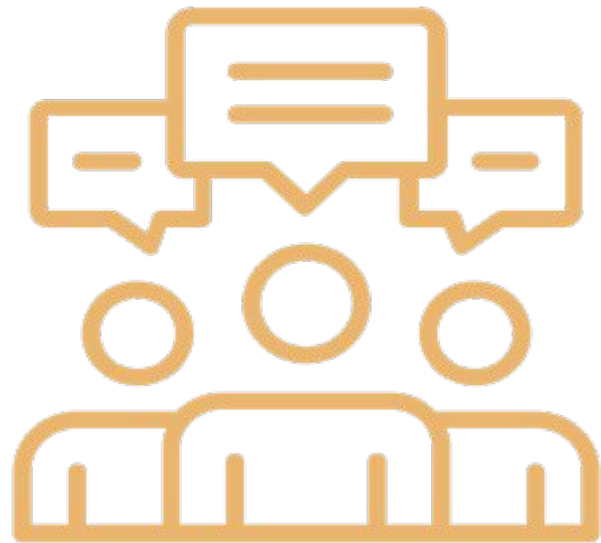
Consider opportunities for increasing outreach or options for areas in which there was a **notable gap in current participation and parent interest** (e.g., arts, volunteering, internships for HS students).



Focus efforts on **affordable options for families.**



# OST Market Research – Focus Group Opportunities



Why families may not be participating in certain areas for which there is interest



Deeper understanding of challenges around summer



Deeper look into barriers around accessing information about OST and participation



A/B messaging & images, if available



Experience/interest in Blueprint4summer

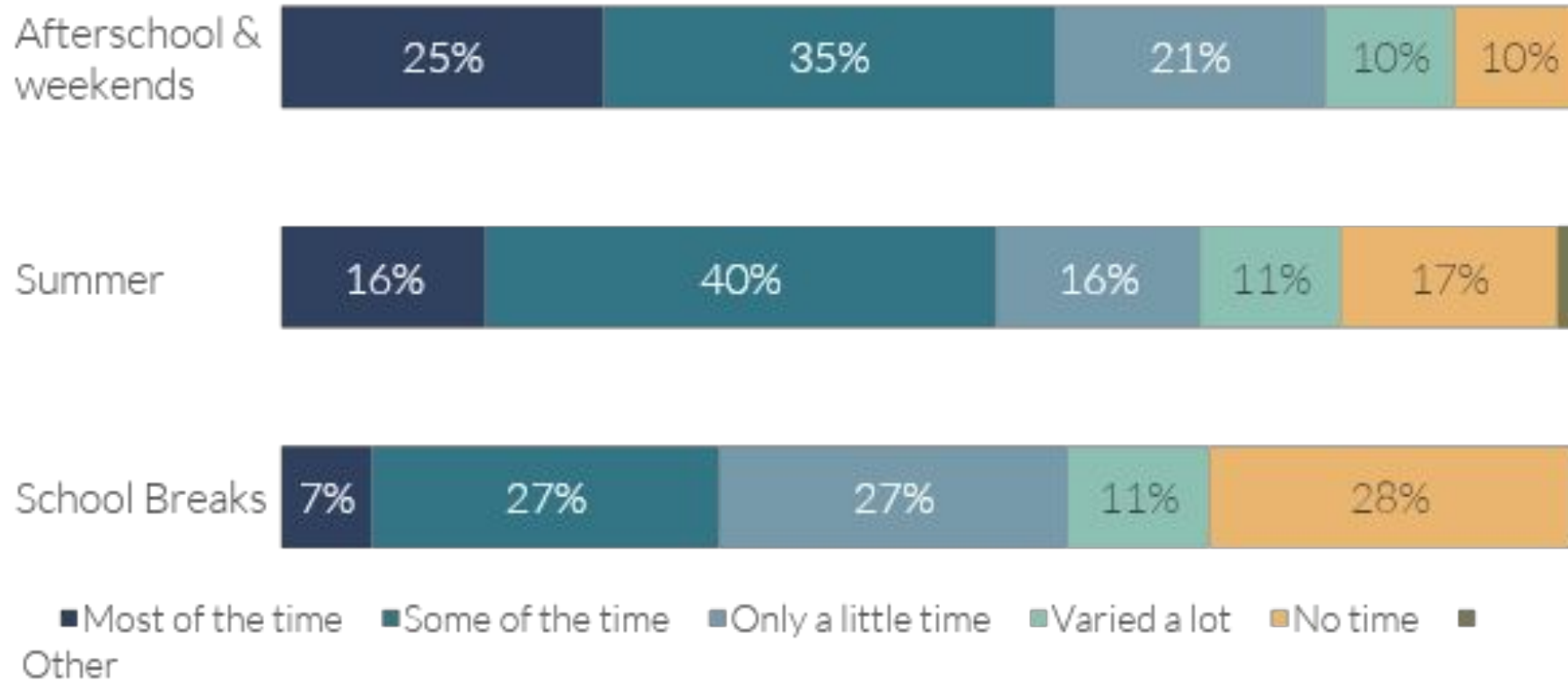


# Appendices



## 2019 Participation in Structured OST – See Slide 20

Children spent most time in **structured activities afterschool**. Full breakdown of how parents responded to this question:



Survey Question: "In the year 2019, how much time during \_\_\_\_\_ did your child spend in structured activities and programs?"



## 2019 Participation in OST – Other Text Responses (see slide 14)

Other (n = 31)	Count
Public Library Programming	7
Outdoor activities (dirt bikes, rodeo, snowboarding, wilderness programs, family hikes, soccer)	7
4H	4
Rec Center Programming (Lego classes, Taekwondo)	3
Play at home (with sisters, reading, playing video games)	2
Clubs (engineering, robotics)	2
Camps	2
ABC mouse	1
Chores at home	1
Daycare	1
Health Solutions lop group	1
Zoo/Nature Parks	1
Community Events	1
Voluntary program that takes kids to different places	1

Survey Questions: "In the year 2019 (from January to December), has/will your child participate in any of the following programs and activities: (Select all that apply)"



## 2019 Participation in OST – Answer Options (see slide 14)

Category in Bar Chart	Full Text in Survey
School-based	School-based activities or programs provided at the school (like sports teams, clubs, arts, tutoring, or other activities provided by schools)
Sports	Community or private organizations or individuals that provide sports (like basketball, soccer, gymnastics, running, etc.)
Arts	Community or private organizations or individuals that provide arts (like music, dance, theater, painting, pottery, etc.)
Faith-based	Faith-based community organizations that provide religious instruction, camps, or other activities
Volunteering	Volunteer activities
Outdoor-focused	Community or private organizations or individuals that provide outdoor activities (like Outward Bound, Boy and Girl Scouts, Avid4Adventure)

Category in Bar Chart	Full Text in Survey
Mixed Activities	Community or private organizations or individuals that provide a mix of activities (like Boys and Girls Club, etc.)
Tutoring	Community or private organizations or individuals that provide tutoring or extra academic help
Subscription Kits	Subscription Activity kits sent to the home (e.g. Kiwi Crate, Wonder Box, etc.)
Other	Other structured activities or programs when the child is not in school, please describe

Survey Questions: “In the year 2019 (from January to December), has/will your child participate in any of the following programs and activities: (Select all that apply)”



## Changes to OST – Expanded List of Responses (see slide 26)

Participants who indicated they would like to change something about their child’s OST were asked open-endedly what they would like to change. All responses include:

Please tell us what you would like to change? (n=60)	Count
Active program improvements: get children active/involved; outdoors-based, sports programs, sports programs for younger children, less competitive sports programs, recreation programs, structured outdoors programs, more physically challenging programs	14
More programs/activities options (ex: at Hayden Recreation Center, in Teller County, in rural areas).	10
More affordable options	9
More structured activities	7
More activities/programs during school breaks/summer	6
School program improvements: more after school programs, more before school programs, offer transportation to/from school programs, more organized activities	5
Academically challenging/rigorous programs (science programs)	4
Arts based programs	3
Community-based programs (more options and increase participation)	3
Socialization opportunities	3
Volunteering opportunities	3
Focus on skill development (leadership development, languages, robotics)	3
Programs for youth with disabilities (training based for accessing community in the work place)	2

Please tell us what you would like to change? (n=60)	Count
Promote using less technology	2
Activities that align with youth's interests and career goals	1
Less crafts	1
More fun programs	1
More opportunities/programs for middle school aged youth (those who cannot work)	1
More free, play time	1
Leaders that adequately engage youth	1
More teen activities/programs	1
Programs that are not crowded/overflowing	1
Programs to keep youth consistent and busy	1
Wouldn't change anything	1
Opportunities for students to get involved	1
Reduce youth's boredom	1



## Changes to OST – Expanded List of Responses (see slide 27)

All participants were asked open-endedly what they would like to change about their child’s OST. Responses with at least 3 responses include:

Change one thing about your child’s OST (n=200)	Count
Less/elimination of technology/social media	46
No change	26
Be more active/exercise/outside/outdoors	20
Academically/educationally aligned programs (STEM)	10
Creative program opportunities (pottery, community theater group, arts, music, musicals)	9
Affordable/free/more funding to make more affordable	9
More summer break and break options (esp. 9am-4pm, outdoors-based, educational)	9
Socialization opportunities	8
Sports programs (gymnastics, more frequent after school sports, non-traditional sport options)	6
Volunteering opportunities	5
Life skills development	5
More of a variety of options	5

Change one thing about your child’s OST (cont.) (n=200)	Count
Engaging and motivating for youth	4
More availability (better hours, easier sign-up options, weekend hours)	4
More local and accessible programs (geographically)	4
School changes: "I actually wish this wasn't a no-homework school district."; "I would love to have a 5-day school."; "school activities should be planned further in advance, we need to know schedules months, not weeks or days in advance"; "We spend a lot of time doing math homework - many hours a night a few nights per week. Math needs to go back to the math adults learned when they were in school rather than common core. Common core makes things harder and not easier and takes twice the time to complete that "regular" math. "	4
More structured	3
Better transportation options (more bike lanes, transportation to/from activities)	3
Have fun	3
Participate in activities youth are interested in	3
More opportunity for parents to participate	3
Learning opportunities	4

*Survey Question:* "If you could change one thing about how your child spends time when not in school, what would it be?"

*Note:* Includes entries with greater than 3 response. Full and expanded list in data file provided to ReSchool.