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) about OST opportunities and what organizations they currently know about.

Cost of OST
How much families currently spend on OST activities.
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

<table>
<thead>
<tr>
<th>County Type</th>
<th>n</th>
<th>County Representation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Denver County</td>
<td>19</td>
<td>100% (1 of 1)</td>
</tr>
<tr>
<td>Rural Counties</td>
<td>101</td>
<td>45% (21 of 47)</td>
</tr>
<tr>
<td>Urban Non-Denver Counties</td>
<td>80</td>
<td>81% (13 of 16)</td>
</tr>
</tbody>
</table>

Numbers reflect the number of survey respondents in the county.

Child Characteristics

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

82% spoke only English at home

- Only English: 82%
- English & Spanish: 15%
- English & Other: 3%
- Only Spanish: 1%

19 (10%) children had a disability

- 12 of the 19 children with a disability had an IEP*
- 1%

Note: IEP = Individualized Education Program
School Characteristics

Grade distribution was slightly overrepresented by grades K-5.

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

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

5-day school week 4-day school week Other*

68% 30% 2%

*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.

Middle-High Income (>85K) Low Income (<42K)

33% 34%

Middle Income ($42-85K)

34%
**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.

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**Parental Involvement**

98% of parents were somewhat or very involved in deciding how their children spent time outside of school.

87% 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

<table>
<thead>
<tr>
<th>Family Structure</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Both parents FT</td>
<td>36%</td>
</tr>
<tr>
<td>One FT &amp; one PT</td>
<td>22%</td>
</tr>
<tr>
<td>One FT &amp; one stays home</td>
<td>21%</td>
</tr>
<tr>
<td>Single parent FT</td>
<td>15%</td>
</tr>
<tr>
<td>Single parent works PT</td>
<td>3%</td>
</tr>
<tr>
<td>Single parent stays home</td>
<td>2%</td>
</tr>
<tr>
<td>Other*</td>
<td>3%</td>
</tr>
</tbody>
</table>

*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

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

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

<table>
<thead>
<tr>
<th>Type of Programming</th>
<th>Participation</th>
<th>Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>School-based</td>
<td>63%</td>
<td>80% - 91%</td>
</tr>
<tr>
<td>Sports</td>
<td>47%</td>
<td></td>
</tr>
<tr>
<td>Arts</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td>Faith-based</td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td>Volunteering</td>
<td>22%</td>
<td></td>
</tr>
<tr>
<td>Outdoor-focused</td>
<td>22%</td>
<td></td>
</tr>
<tr>
<td>Mixed Activities</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>Tutoring</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Subscription kits</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>16%</td>
<td></td>
</tr>
</tbody>
</table>

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.
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.

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

- **Would Like to Use**
  - Part- or Full-Time Job: 51%
  - Internship, Apprenticeship, or Technical Training: 12%

- **Current Program Use**
  - Part- or Full-Time Job: 63%
  - Internship, Apprenticeship, or Technical Training: 72%

**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 after school and on weekends.**

- **Afterschool & Weekends**
  - Some of the time: 35%
  - Most of the time: 25%

- **Summer**
  - Some of the time: 40%
  - Most of the time: 16%

- **School Breaks**
  - Some of the time: 27%
  - Most of the time: 7%

**Parents were most satisfied with after school activities.**

- **Afterschool**
  - Very Satisfied: 88%
- **Weekends**
  - Very Satisfied: 75%
- **Summer**
  - Very Satisfied: 76%
- **School Breaks**
  - Very Satisfied: 70%

**Survey Questions:**  
- "In the year 2019, how much time during ______ did your child spend in structured activities and programs?":  
  - "Some of the time"  
  - "Most of the time"

**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?":  
- "Very Satisfied"  
- "Satisfied"
### Reasons for OST

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

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activities beyond school offerings</td>
<td>82%</td>
</tr>
<tr>
<td>Hours that fit work/family schedule</td>
<td>75%</td>
</tr>
<tr>
<td>Offers more than one activity</td>
<td>72%</td>
</tr>
<tr>
<td>Culturally competent environment</td>
<td>71%</td>
</tr>
<tr>
<td>Reflects family values &amp; culture</td>
<td>67%</td>
</tr>
<tr>
<td>Free or offers scholarship</td>
<td>62%</td>
</tr>
<tr>
<td>Proximity</td>
<td>55%</td>
</tr>
<tr>
<td>Leaders/participants that...</td>
<td>50%</td>
</tr>
</tbody>
</table>

*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.

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop interests &amp; hobbies</td>
<td>90%</td>
</tr>
<tr>
<td>Learn new skills &amp; prepare for future</td>
<td>90%</td>
</tr>
<tr>
<td>Have fun</td>
<td>89%</td>
</tr>
<tr>
<td>Make friends &amp; meet new people</td>
<td>81%</td>
</tr>
<tr>
<td>Improve academics</td>
<td>75%</td>
</tr>
<tr>
<td>Keep busy &amp; out of trouble</td>
<td>69%</td>
</tr>
<tr>
<td>Allow parents to make friends &amp; meet new people</td>
<td>28%</td>
</tr>
</tbody>
</table>

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

21

22

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

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?”

“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.”
**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.

- Include scholarship: 51%
- Affordable: 47%
- High quality: 36%
- Conveniently located: 34%
- Child finds interesting: 33%
- Appropriate for child’s age: 31%
- Reflect your culture and values: 20%
- Include adult leaders/other children that share child’s identity: 18%

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

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

- Summer: 68%
- School breaks: 44%
- After school: 24%
- Weekends: 24%
- Never have to struggle: 11%

Survey Question: “During which time is the hardest to make sure your child has things to do? (select all that apply)”
44% of parents would like to change how their children spent OST.

"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."

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:

<table>
<thead>
<tr>
<th>Changes to OST</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active program improvements</td>
<td>14</td>
</tr>
<tr>
<td>More programs/activities options</td>
<td>10</td>
</tr>
<tr>
<td>More affordable options</td>
<td>9</td>
</tr>
<tr>
<td>More structured activities</td>
<td>7</td>
</tr>
<tr>
<td>More activities/programs during school breaks/summer</td>
<td>6</td>
</tr>
<tr>
<td>School program improvements</td>
<td>5</td>
</tr>
<tr>
<td>Academically challenging/rigorous programs</td>
<td>4</td>
</tr>
<tr>
<td>Arts based programs</td>
<td>3</td>
</tr>
<tr>
<td>Community-based programs (more options and increase participation)</td>
<td>3</td>
</tr>
<tr>
<td>Socialization opportunities</td>
<td>3</td>
</tr>
<tr>
<td>Volunteering opportunities</td>
<td>3</td>
</tr>
</tbody>
</table>

Note: Includes entries with at least 3 responses. Full and expanded list of responses in appendix.
All participants were asked open-endedly what they would change about how their child spent OST:

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

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.

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.
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.”

Families spent varying amounts of money on their child’s OST, with $50 – $500 the most frequently reported category.

- Less than $50: 11%
- $50-$500: 34%
- $501-$1000: 18%
- $1001-$2000: 15%
- $2001-$3000: 10%
- $3001-$4000: 3%
- $4001+: 4%
- Don’t Know/Prefer not to answer: 8%
About 1/2 of parents said they spent the most money on OST during the summer.

- Summer: 49%
- After school: 28%
- Weekends: 17%
- School breaks: 7%

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

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

- I spend about what I can afford: 54%
- I spend more than I can afford: 26%
- I spend less than I can afford: 14%
- Don't know: 6%

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.”

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

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?”

<table>
<thead>
<tr>
<th>Type of Group</th>
<th>Percent Trust</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your child’s school</td>
<td>93%</td>
</tr>
<tr>
<td>A local nonprofit</td>
<td>72%</td>
</tr>
<tr>
<td>Teachers who create programs for kids outside of school</td>
<td>68%</td>
</tr>
<tr>
<td>Your city or town</td>
<td>57%</td>
</tr>
<tr>
<td>A local religious organization</td>
<td>48%</td>
</tr>
</tbody>
</table>