



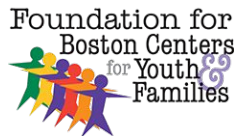
Final Marketing Research Presentation

COVID's Effect on Children's Play

Client: Boston Centers for Youth and Family

*MKTG3401 - Marketing Research
Group 5*

*Anna Nguyen, Abigail Galeota,
Brayden Tokuyama, Julianne Lombardi,
Sarah Kim
Date:12/13/20*



AGENDA

- ❖ INTRODUCTION
- ❖ METHODS
- ❖ RESULTS
- ❖ MANAGEMENT DECISION PROBLEM FINAL INSIGHTS

Introduction



Management Decision Problem

How has COVID and asynchronous engagement changed customer attitudes and preferences regarding the play of children?



Business Objectives



The client would like to use the information gathered from the research to come up with a reopening plan for the Boston Centers for Youth and Family. More specifically, results will provide guidance for the Family Gym program to meet the changing needs of Boston families during this global pandemic.

Research Problems

Research Problem #1: Investigate what family needs must be met regarding the play of children during COVID-19. **(Anna Nguyen)**

Research Problem #2: Investigate factors that affect children's participation in asynchronous programs and activities. **(Sarah Kim)**

Research Problem #3: Investigate factors that affect parents participation in asynchronous engagement. **(Julie Lombardi)**

Research Problem #4: Investigate which locations and how many would be best based on limited group size and staff. **(Brayden Tokuyama)**

Research Problem #5: Investigate family comfortability and compliance with possible indoor regulations such as spacing, cleaning, and masks. **(Abigail Galeota)**



Methods

Exploratory Research: Procedures

Contact list

Client mailing list is the contact list for our exploratory research

Recruiting

Sent out an email to the client's mailing list, explaining our project and asking to interview participants

Preparation

Set up Zoom calls.
Sent participants detailed info for the interviews

Interview

One team member leads the interview and the other focuses on note-taking and adds in where necessary

Exploratory Research: Participants



Participant 1, Female

- Mother of 2 kids (5 year old son, 15 months old son)
- Been with the program for 3 years



Participant 2, Female

- Mother of 3 kids (13 year old son, 10 year old daughter, 7 year old daughter)
- Been with the program for 9-10 years



Participant 3, Male

- Father of 1 kid (3 year old daughter)
- Been with the program for less than a year


Survey Research: Target Population versus Sample Characteristics


Target Population	Sample Characteristics
The target population for this survey would be parents or caregivers in the Greater Boston area who have one or more children between the ages of 3 to 8.	<ul style="list-style-type: none">- 67% of participants were from the Boston area- 94% of participants have at least 1 child- 49% of participants' children' age were between 3-8

Survey Research: Procedures

1. Designed the survey on Qualtrics
2. Reached out to the contacts that could help us send the survey to the right target population
3. Sent out the Qualtrics questionnaires out in 2 waves
4. Analyzed according to the research problems and demographics

RECRUITMENT SCHEDULE	Anna	Sarah	Julie	Brayden	Abbey
Wave 1 Sample Size: 38	10/21 - Russell J. Call Children's Center Regina Nazzaro <i>r.nazzaro@northeastern.edu</i> 10/23 Posted Survey on PoolPoll	10/26 - BYCF Family Gym Mailing List Kevin Wong <i>kevin.wong@foundationforbicyf.org</i> 11/2 - Exploratory Research Interview Volunteers Email	No responses to record.	10/28 - BCYF Gallivan Community Center Raymond Heath <i>raymond.heath@boston.gov</i>	10/28 - Holland Elementary School Chenault Terry <i>chenault.terry@boston.gov</i>
Wave 2 Sample Size: 94	10/28 - Dissertation Survey Exchange Facebook Group (Wall post) 10/28 - Parents Teachers Students Group Facebook Group (Wall Post) 10/31 Survey Sharing 2020 Facebook Group (Wall Post) Personal Contacts	11/9 - Survey Exchange Thread on Reddit <i>r/SurveyExchange</i> 11/9 - Survey Exchange Group on Facebook Survey sharing 2020-2021 (English, active only) Personal Contacts	11/3 - Boston Thread on Reddit <i>r/Boston</i> 11/3 - Boston Parents Thread on Reddit <i>r/BostonParents</i> Personal Contacts	11/10 - Boston Moms Facebook Group Personal Contacts	11/06 - Personal Contacts

 Sarah Kim ▸ Survey sharing 2020-2021 (English, Active Only) ⋮


 New Member · November 9 at 2:01 PM · 🗨️


Hello! I am an undergraduate student in a marketing research class partnering with a nonprofit organization to help determine how families are navigating the current COVID-19 pandemic. If you are a **parent with a child**, I would appreciate your participation. All responses will remain anonymous and will only be used for the purposes of the study.

Thank you so much for your time and participation! Feel free to put your survey down in the comments, and I'll make sure to complete it.

https://neu.co1.qualtrics.com/jfe/form/SV_egLdvlCWD79UJY9

Survey to parents at Russell J. Call Children's Center - Marketing Research Project ↶ ↷ ↸

 Dang Van Anh Nguy... Wednesday, October 21, 2020 at 6:59 AM

To:  Nazzaro, Regina

Hi Regina,

My name is Anna Nguyen and I'm a senior at Northeastern University. I hope you are having a great morning!

I'm currently in a Marketing Research undergrad class led by professor Keith Smith at Northeastern. We are having a project in which we're trying to learn how Covid 19 has changed families' needs regarding children's playtime. We are at the stage which we're reaching out to organizations that work with parents and children with the hope that we can send them the survey for the research. I wonder if it would be possible for us to send parents of Russel J. Call Children's Center a survey.

If you have any questions regarding the survey and the project, please feel free to contact me. Thank you very much for your time! I'm looking forward to hearing from you.

Results



Research Problem #1

Investigate what family needs must be met regarding the play of children during COVID-19.

Anna Nguyen

RP1: what family needs must be met regarding playtime

Secondary Research Findings: Challenges faced by families



67%

of parents with children ages 5-17 are concerning that their kids will lag behind socially and emotionally (Chidambaram, 2020). Stress, sadness, behavioral changes are due to the change in routine and isolation (“Children Wellbeing”, 2020)

27% of 1,011 US parents

said their mental health had worsened since March

With lockdown orders and stay-at-home advisories, children are more prone to be overweight and obese as they spend less time exercising and more time in front of the screens (Prior, 2020)

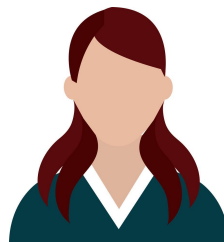
Exploratory Research Findings: Children need some social interaction for the benefit of their mental health while parents are trying everything to keep their kids active

“Her daycare closed and it was hard. She started to act out a little bit. You can tell she was different.”

“During Covid, we would let her be on the scooter just so she does something and not completely immobile”



Participant 3,
Male



Participant 2,
Female

“We live in Roslindale. We have to go very far out in order to enjoy ourselves. And with everything under social distancing, we have to reserve a spot.”

Survey Result: What aspect of your child's playtime is missing now due to COVID?

From our analysis, 59% of 107 participants reported a lacking of social interaction in their child's playtime. 51% reported a lacking of diversity in activities and space to play. Only 6% of participants reported that their child's playtime has not been affected in any way.



Said that their kids are lacking social interaction



Said that their kids are not having much diversity in activities



Said that their kids are not having enough space to play

Survey Result: Please indicate how important each of the following aspects are to your child's playtime currently?

Participants rated each of the below aspects (shown in graph) on a five point scale ranging from Unimportant (Min Value 1) to Important (Max Value 5)

Importance to Playtime



1. Having enough space to play is **the most important thing** right now for parents and children. It's given an average score of 4.15 out of 5
2. Social Interaction is ranked one of the two least important aspects for child's playtime with the score of 3.82 over 5

Survey Result: Which of the following activities do you and your kids feel comfortable to return to right now?



83%

Of participants **are not comfortable** having their kids come back to Team Sports and Team Activities.

while

81%

are comfortable with Individual Activities for their kids

55%

are comfortable with Family Activities for their kids

52%

are comfortable with kids practicing Sport Skills (dribbling and shooting a basketball, passing a soccer ball, throwing and catching a baseball...)

Summary & Insights



Key Findings 1: Although social interaction is clearly lacking, social distancing during this time is more important for the participants of our survey.

Insight/Suggestion: Hence, when promoting for reopening in the near future, Family Gym should focus on showing that the program takes social distancing seriously in order to persuade parents to bring their kids back to the program.

Key Findings 2: The majority of participants feel most comfortable with their kids doing activities that have less interactions with other outside the family.

Insight/Suggestion: Therefore, Family Gym may want to redesign their sessions so that each session include only individual exercises for kids and family activities. Reducing physical interaction during playtime should also be the focus in designing each play session.

Key Findings 3: Space to Play is a serious current need amongst the majority of the participants.

Insight/Suggestion: Therefore, Family Gym should work on the logistics to make sure it can offer a playing space for families rather than just offer online program.

Research Problem #2

Investigate factors that affect children's participation in asynchronous programs and activities.

Sarah Kim

Secondary Research Findings

- Socialization is a factor is important for children, but it may be difficult to pick up remotely (So, 2020)
- Technology provides great opportunities for children, but there are limitations
 - Children with attention challenges may find it tempting to find distractions or engage in other activities





Exploratory Research Findings

Children's responses to asynchronous learning depends on the circumstances

Participant 3's daughter: *"Some days she was more receptive to it than others."*

Participant 2's sons: *"My kids are somewhat 'Zoomed out' but...they had guidance through a program in the summer, and it was through Zoom but it was so fun for them that they loved it."*

Survey Results



How many hours a day (on average) does your child spend on asynchronous programs and activities?

Please indicate your child's response to asynchronous programming.

43%

of participants indicated that their child's response was **neutral**.

27%

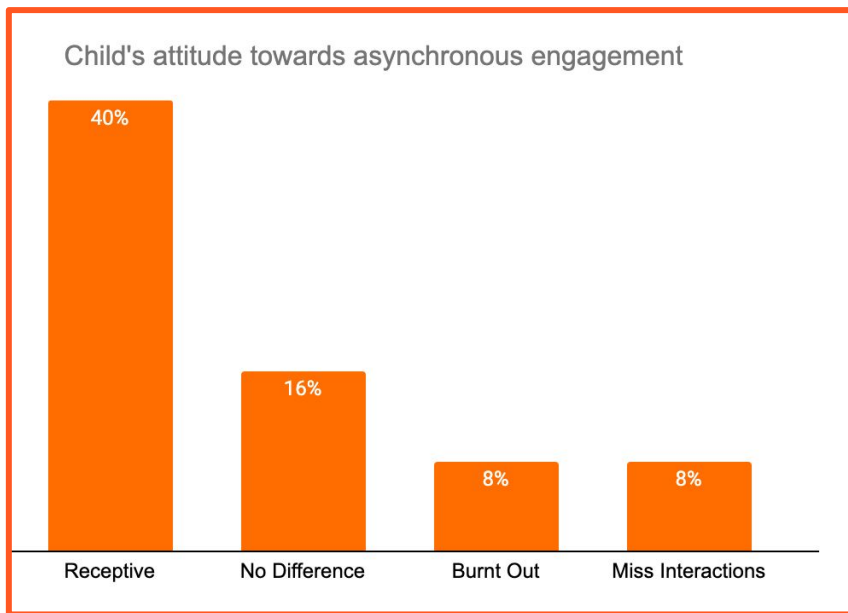
of participants indicated that their child's response was **favorable**.

14%

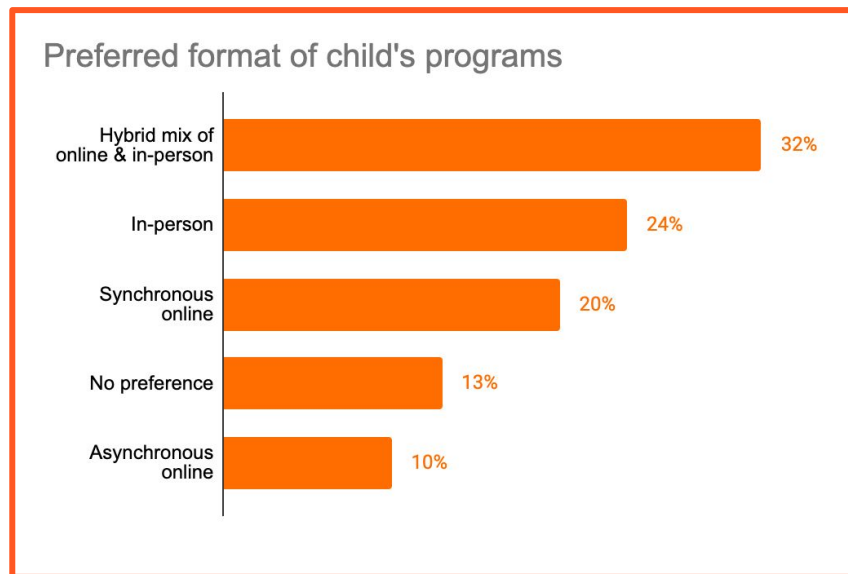
of participants indicated that their child's response was **unfavorable**.

Survey Results

How has COVID affected your child's attitude towards asynchronous engagement?



Which would be most preferred in regards to the format of your child's programs?



Summary & Insights

Summary

There is a plethora of asynchronous programming out there, indicating that a lack of programming does not seem to be an issue.

Most children have adapted to asynchronous programming, and are willing to engage in it as long as they have the resources.

Parents seem to like the option of choosing when their child can go in person and when they should stay home.

Insights

Children are spending multiple hours a day on asynchronous programming. Instead, children seem to be missing the elements that are present with synchronous programming, such as the variety and the social interactions. BCYF may consider adding these elements as supplements to its programming to meet the missing needs of children.

Challenges that were prevalent at the beginning of the pandemic seem to be something that families have adapted to. If BCYF implements asynchronous programming, children will most likely be open and receptive.

The preference of parents for their children would be a hybrid mix of online and in-person programming. They would like the opportunity for their children to go be active whenever they get the chance. BCYF may consider utilizing both online and in-person options to prepare for any circumstance, especially with the unpredictable nature of COVID and the closing/reopening of schools.

Research Problem #3

Investigate factors that affects parent participation in asynchronous engagement.

Julianne Lombardi



Secondary & Exploratory Research Findings

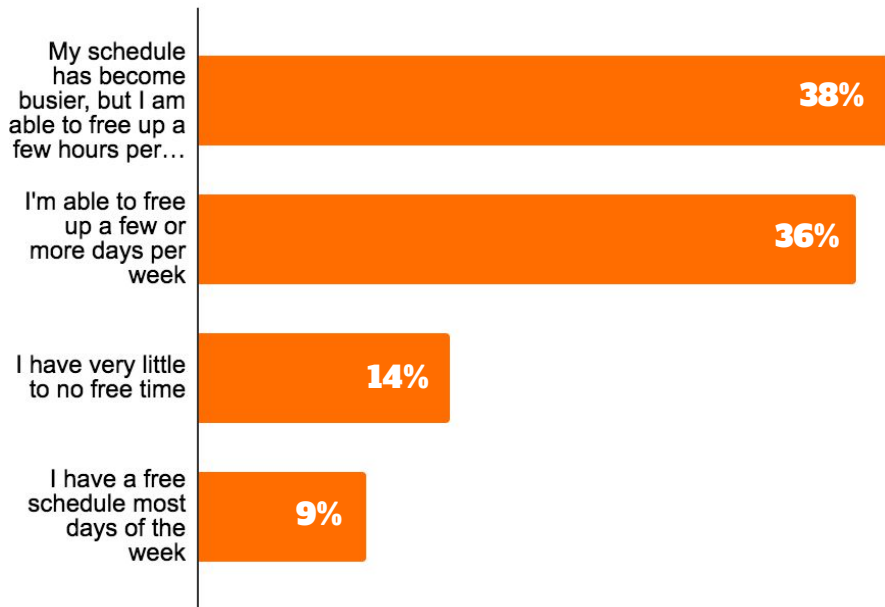
Most parents are attempting to work remotely while also caring for their children

Struggle just to keep children busy and active → could be exacerbated by low-income and crowded households (Cluver, n.d.)

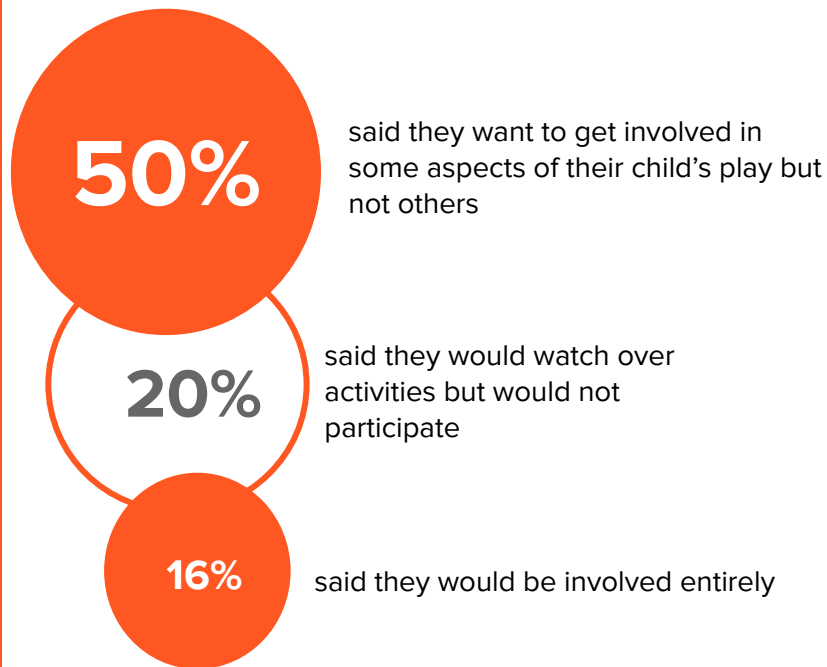
Exponentially increased amounts of stress → leaves families vulnerable to neglectful or possibly even toxic environments

Families valued the “make it whatever you want” approach, liked flexibility

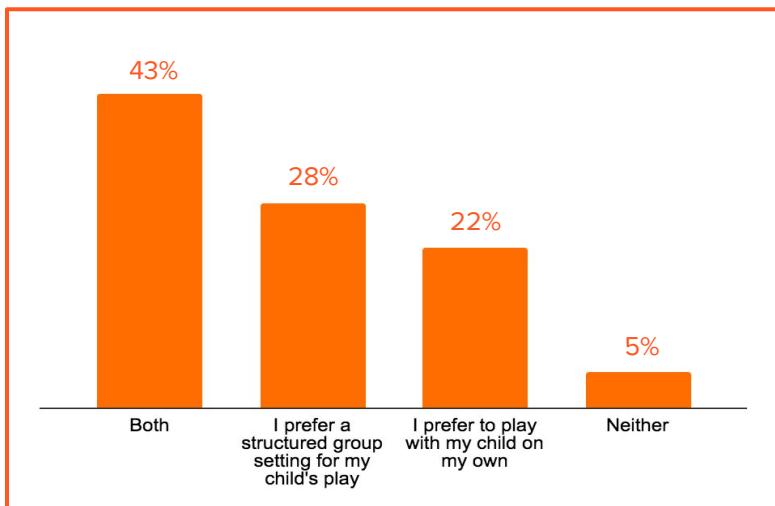
To what extent has your free time been affected by Covid-19?



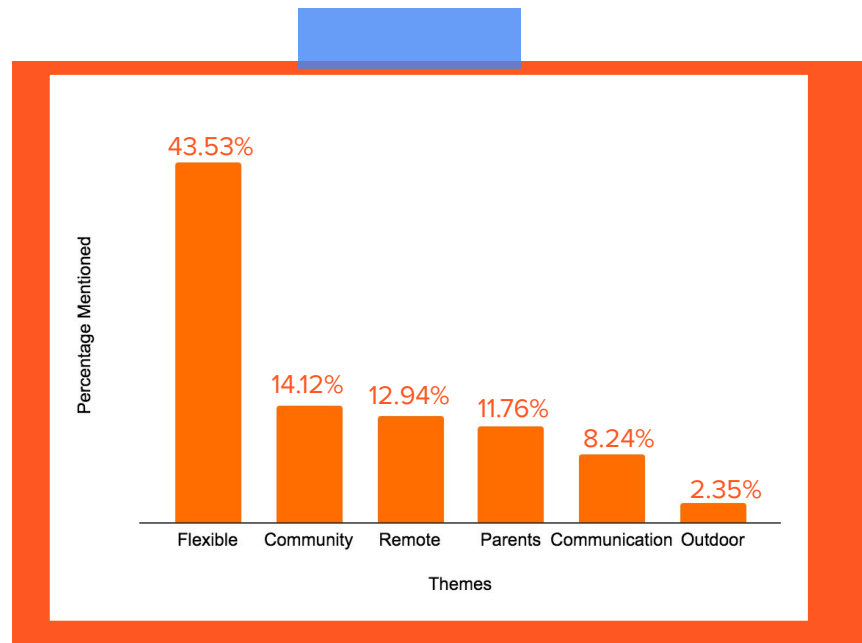
How involved do you prefer to be in your child's playtime?



Do you prefer to play with your child on your own or in a structured group setting?



What is one way family play centers can work around your schedule in order to help you and your family participate with their group activities?



Summary & Insights

Summary

Parents have busier schedules than ever, more stress than ever (toxic home life), working an avg. of 3 hours longer per day, but respondents reported being able to free up between a few hours to multiple days per week to spend with or for their children.

Parents enjoy varying forms of playtime with their children, indicating that the majority find flexibility important (time, degrees of involvement, age, frequency).

Respondents also indicated their desire to connect to their communities through their children's play as well as their ability to connect with other parents in their area.

Insights

It would be important for BCYF to re-open because there is, in fact, parent demand for child play services.

As overwhelmingly indicated in the open-ended response, it would be important to continue this “make it what you want” approach as well as offer flexibility going forward regarding a variety of times offered, synchronous and asynchronous, outdoor activities, groups of multiple age groups.

It would be beneficial to operate within local neighborhoods as well as connecting and collaborating with other community centers for special events. It would also be good to incorporate activities specifically for parents in order to facilitate those connections.

Research Problem #4

Investigate which locations and how many would be best based on limited group size and staff.

Brayden Tokuyama

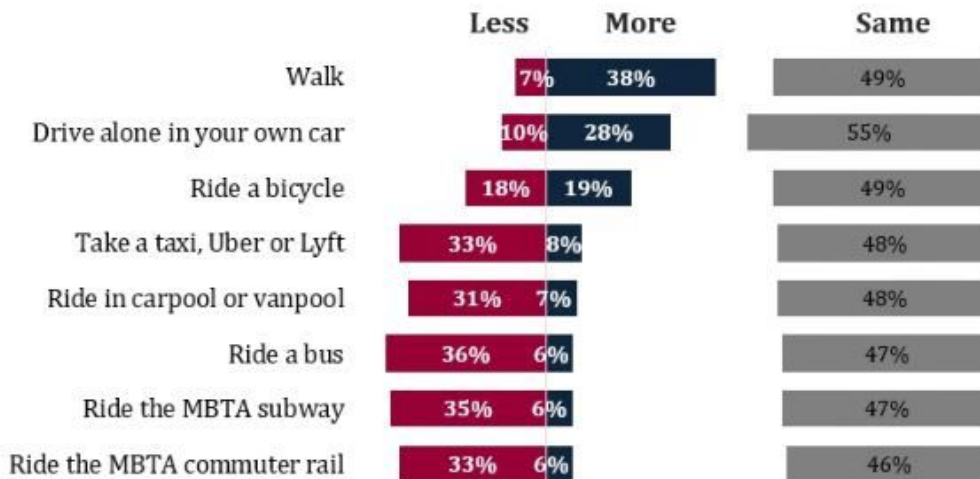
Secondary Research Findings

This chart shows how commute and travel behavior is changing among Boston residents

- More people are looking to use individual transportation, rather than shared methods.

Individual transportation options look likely to grow in the short term

% who expect to use each mode more or less once the worst passes



Q: Thinking ahead to when Massachusetts reopens after the worst of the outbreak, do you expect you will do each of the following more, less or about the same amount as you did before the outbreak?

Exploratory Research Findings



Participant 1,
Female
Roxbury
location



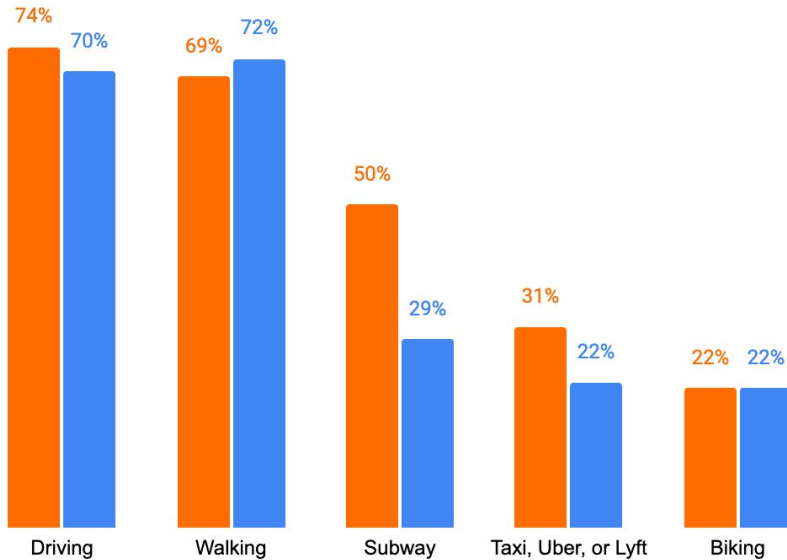
Participant 2,
Female,
Roslindale
location



Participant 3, Male,
South End location

- All interviewees would be interested in another location if their usual location was unable to open.
- Participant 1 walks to Family Gym and would be willing to travel up to 4 miles. The other participants have cars and would be willing to drive almost anywhere so that they could attend.
- Participant 3 mentioned that he “would take anything at this point.” All three interviewees have a love for Family Gym and are eagerly awaiting a return.

Survey Result: How often does your family use these methods of transportation DURING COVID-19.

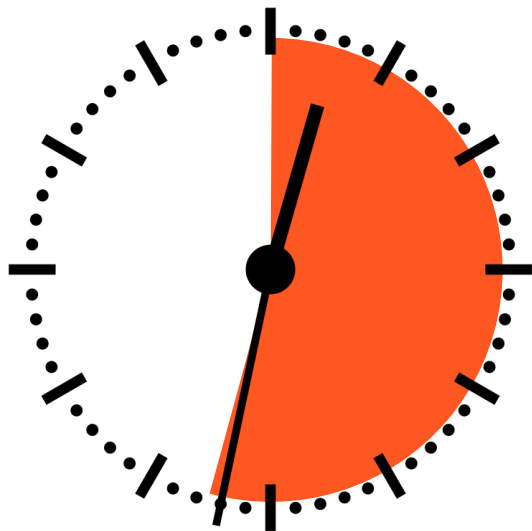


Methods of transportation changes

- Before COVID-19
- During COVID-19

This chart shows an overall decrease in travel/commute, but also a strong preference towards socially distant forms of transportation.

Survey Result: How much time would you be willing to spend traveling for your child's extracurricular activities?

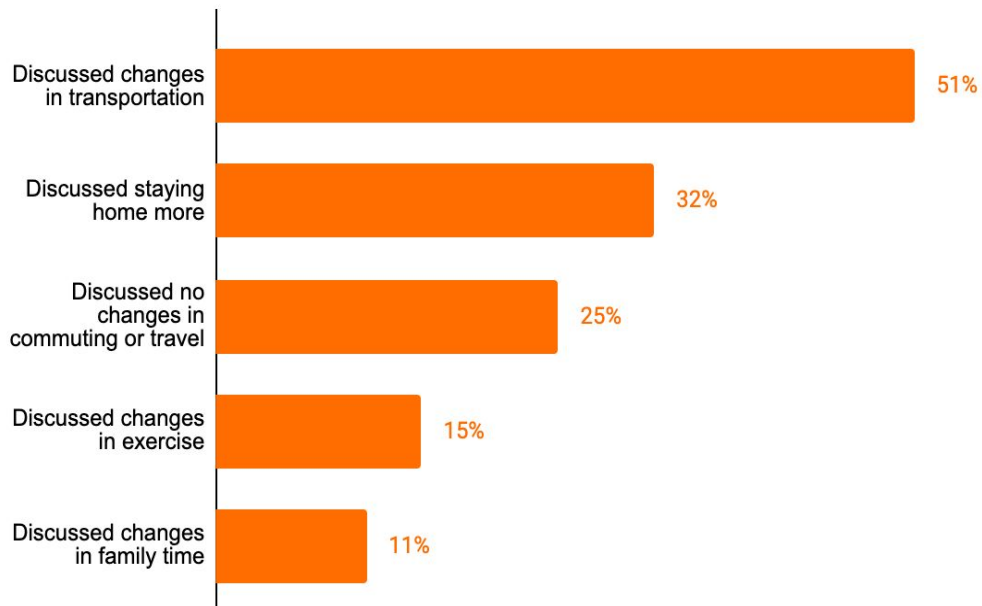


32.86 minutes

Is the average time parents would be willing to travel for their child's extracurricular activities was 32.86 minutes, with responses that ranged from 0 to 90 minutes.

Survey Result: How has COVID affected your travel/commute habits as a family?

How COVID has affected travel habits



“We have been relying less on public transit. We feel safer using ride shares or walking.”



“We have become less comfortable being in spaces with other people.”

Summary & Insights

Summary

Public transportation and ride-sharing have become much less popular due to COVID-19, but walking has seen a slight increase in usage.

Parents want to see their children happy and involved in extracurriculars, with 60% saying they would be willing to travel up to 20 minutes to have their child involved. The interview participants are so eager for the return of Family Gym that they are willing to travel significantly further so that their children may return to Family Gym.

Respondents discussed family time, exercise, and having to stay home more as things that have changed due to COVID-19 and the restrictions it has brought.

Insights

Opening locations that are accessible for as many people as possible through walking or biking, will allow more people to attend safely and comfortably. This needs to play a factor in opening certain locations. Prioritizing locations that are most accessible by walking or biking is important. Understand that it may be hard for families to bring children on long bike rides or walks.

If not all locations can be reopened, priority should be placed towards opening locations spread out throughout the Boston area. This will give access to as many people as possible. With people willing to travel a little further for their child, the radius for each location's potential participants has expanded.

Being able to open locations that are accessible to many, but also well-staffed for supervision, can help to relieve some of the difficulties families have been facing over the past several months. It is important to adequately staff a location to enforce safety guidelines. Family Gym should emphasize opening locations that are well-staffed, even if it means they aren't able to open as many locations.

Research Problem #5

Investigate family comfortability and compliance with possible indoor regulations such as spacing, cleaning, and masks

Abigail Galeota

Secondary and Exploratory Research Findings



227,285

Confirmed Cases in school children



37%

Are children aged 5–11 years

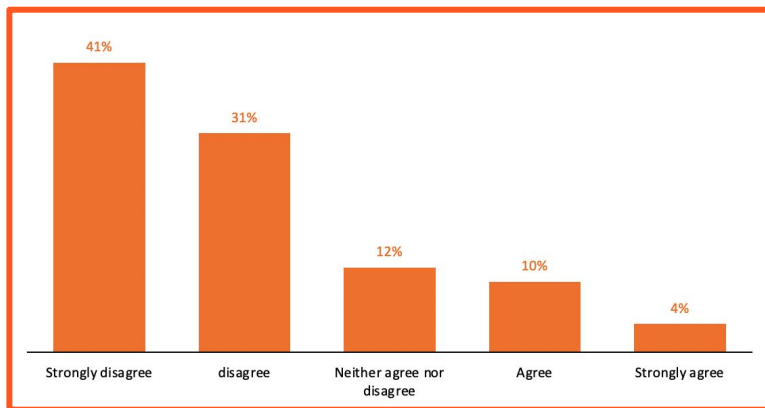


*“The **BIGGER** the space the **BETTER**”*

*“**Guided hand washing**”*

Survey Result: Mask Attitudes and Behaviors

Degree of agreement to the statement:
Wearing a mask would negatively affect you/your
child's attitudes towards play.



70%

feel that wearing a mask
does not negatively affect
their child attitudes
towards play.

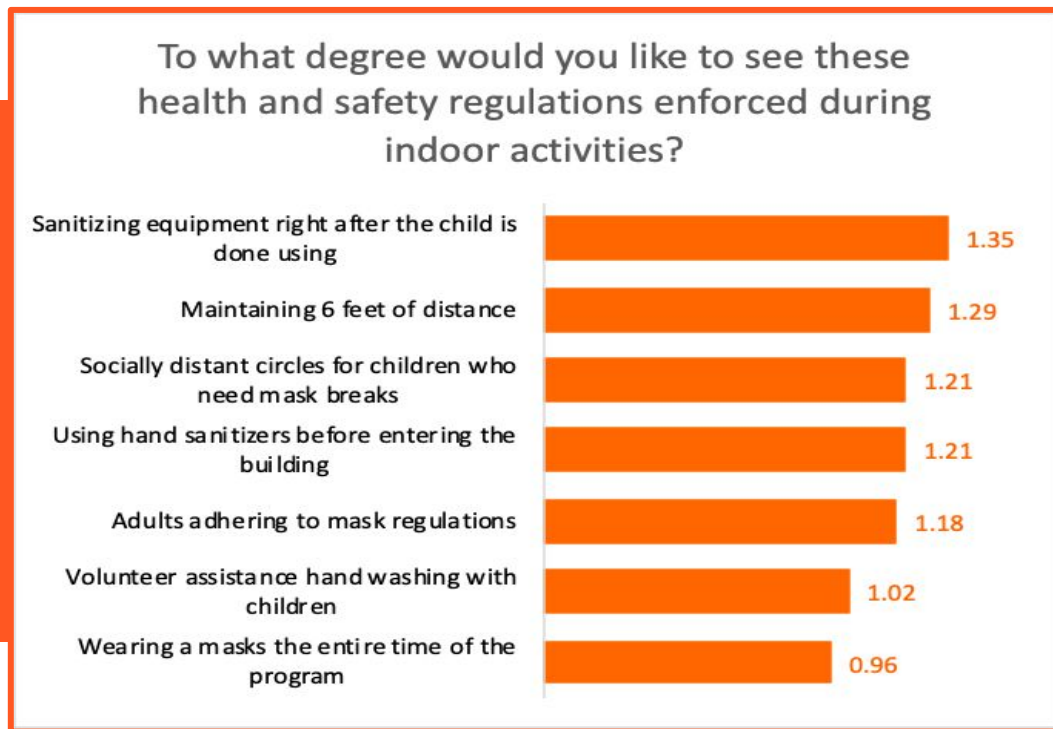
Does your child wear a mask when
outside of your residence?



87%

of participants
responded that their
child wears a mask
outside of their
residence.

Survey Result: To what degree would you like to see these health and safety regulations enforced during indoor activities?





**Survey Result:
Please describe
some
activities/games
you like and think
would adhere to
the health and
safety
regulations.**

Summary & Insights

Key Findings 1: It is necessary and safe for children to adhere to safety regulations

Insight/Suggestion: Children must follow safety regulations like mask wearing. Regulation strictness increase with indoor activities and includes spacious areas and limited direct contact. During opening, BCYF should communicate the regulation they are putting in place to reassure parents of the commitment to safety. As sanitizing equipment is the regulation parent's felt most strongly about, Family Gym should emphasize its implementation.

Key Findings 2: Attitudes towards adhering to safety regulations are positive and appear to have little effect on the play experience for children.

Insight/Suggestion: Parents theoretically understand and agree with the increased regulations, but as their activities suggestions lacked safety, some might resist the more passive activities like yoga or dance parties.

While BCYF should prepare and educate parents about the agenda before opening, some may just lack of imagination and attitudes may be unaffected by increased regulations.

Key Finding 3: More space per person is required for indoor activities to allow to minimal contact.

Insight/Suggestion: With indoor activities requiring more space and limited capacity, BCYF should inform parents of capacity limits and allow for a sign-up sheet to control their attendance. Surveys show the survey should be sent out at least a week in advance, most answers should be in by 3 days prior to the event, giving BCYF time to adjust to the amount of people they should expect or to notify others that capacity has been reached. Further, to allow for even more limited contact, the gym should be broken into sections that include their own capacity limits so one activity cannot become too crowded.

MDP: Final Insights



How has COVID and asynchronous engagement changed customer attitudes and preferences regarding the play of children?

1. The need for space to play is common amongst the participants. Social distancing while playing with other kids is vital to make parents feel comfortable about their children's playtime.
2. Most children have adapted to asynchronous engagement and participate in it frequently, but they miss the factors that were present with in-person play as well as having flexible options.
3. Parents express desire to participate with BCYF and for them to reopen, however their schedules now are exceedingly unpredictable and BCYF should incorporate flexibility in scheduling wherever they can as well as provide a format for parent's to connect with each other during this time.
4. COVID-19 has changed the way people commute, making it more difficult and less safe to travel further. However, parents want to see their kids happy and involved in extracurriculars and are willing to put in a little extra effort to do so.
5. The increased safety regulations required for indoor play during COVID 19 has little effect on parents and children's compliance and attitudes towards play, although BCYF should brainstorm creative activities that adhere to the regulations like limited contact and capacity limits.

Thank you!



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