



# 2020 Family Summer Needs Assessment

Preliminary Findings from Survey of Dallas Area Parents & Families

May 2020

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CLOSING THE OPPORTUNITY GAP.



# Credits

Big Thought, through the Dallas City of Learning initiative, collaborated with the following partner agencies on the design and administration of the 2020 Family Summer Needs Survey. Big Thought extends its appreciation to each of these organizations for their support.



This Preliminary Report of the 2020 Family Summer Needs Assessment was created by Big Thought Institute.

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## Survey Intent

Since Government agencies from the local to state levels are beginning to implement plans to open up again, families now have choices about how they want to manage childcare and summer programming for their children, and are navigating evolving guidelines. This survey is designed to capture what families are considering as they need to make decisions about childcare this summer. The survey also captures the qualities of summer programming, both in person and virtual, that families value and will prioritize in the midst of COVID19.

# Survey Distribution

Survey went out to partner's distribution email list and social media channels. Between May 12-18, 2020, the survey was opened by 2,017 and completed by 1,190 families. Additionally, partners ensured that the survey was available in English and Spanish.

Survey was distribution before Governor Greg Abbott announcement to open summer camp and child care programming, effective June 1, 2020.



# Demographics

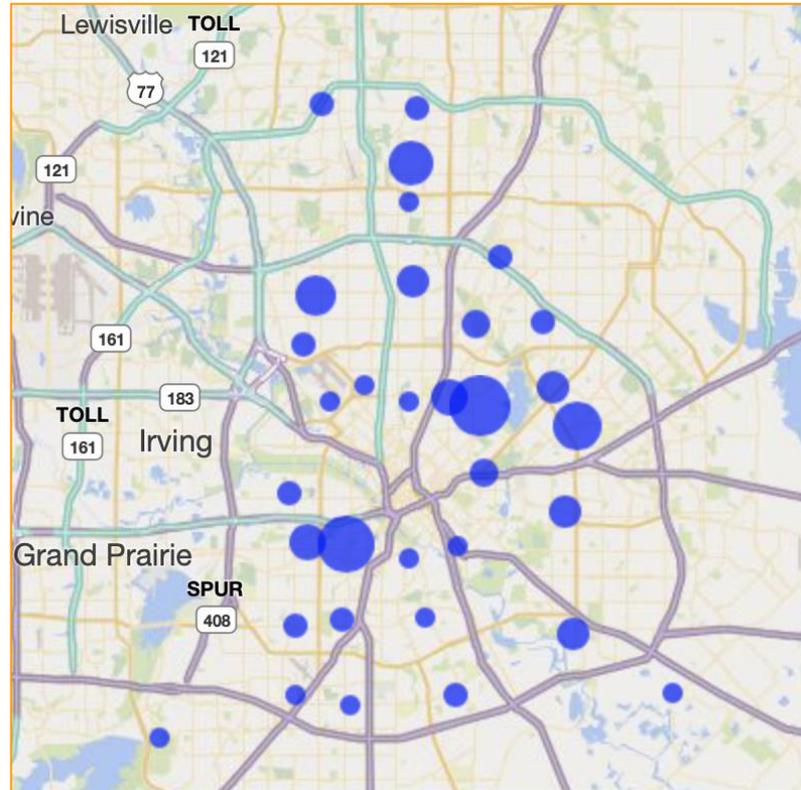


# Zip Codes

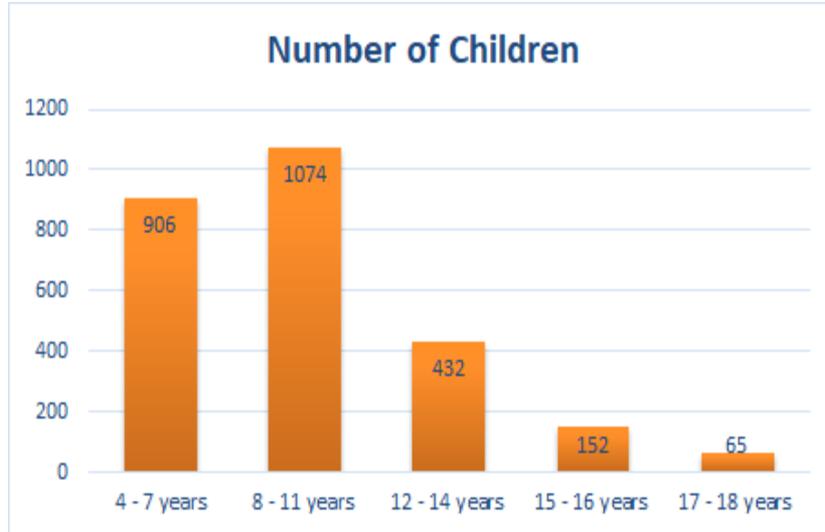
Top Zip Codes: 75206, 75208, 75211, 75214, 75217, 75218, 75227, 75228, 75229, 75248

The top ten zip codes represented in the responses reported an average of median household incomes of \$63,190, which could influence the amount parents are willing to pay for in-person and/or virtual programming.

City of Dallas median household income is as \$52,210.



# Student Ages & Family Size



Parents were asked to list the number of children in their home within specific age brackets (4-7 years, 8-11 years, 12-14 years, 15-16 years, and 17-18 years).

2629 children were represented through the Summer Needs Assessment Survey. The highest age brackets represented were 8-11 years, 4-7 years, and 12-14 years old with a total of 2,412 children.

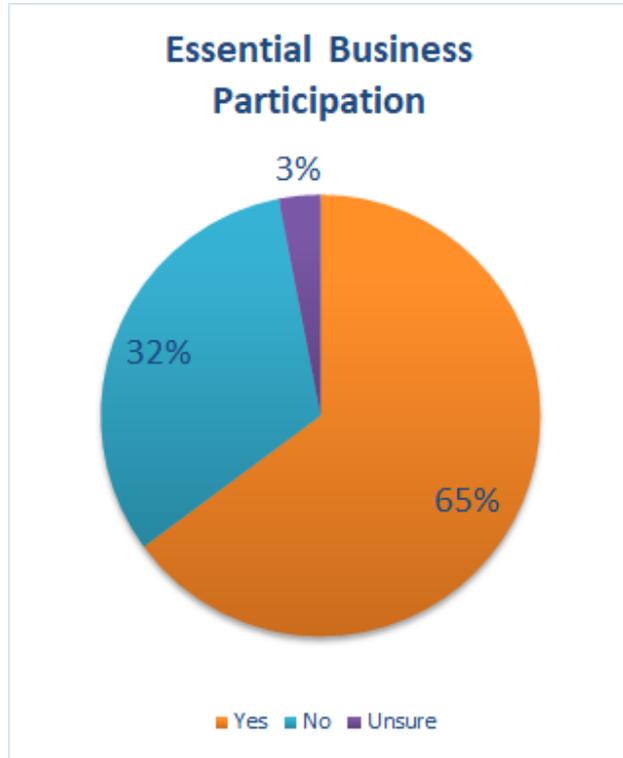
Most common family sizes were two child household (486), one child household (441), and three child household (141). Number of parents in household were not identified.

# Previous In-Person Summer Experiences



Most parents responded that their child(ren) had previously participated in a summer camp experience (84%).

# Essential Workers



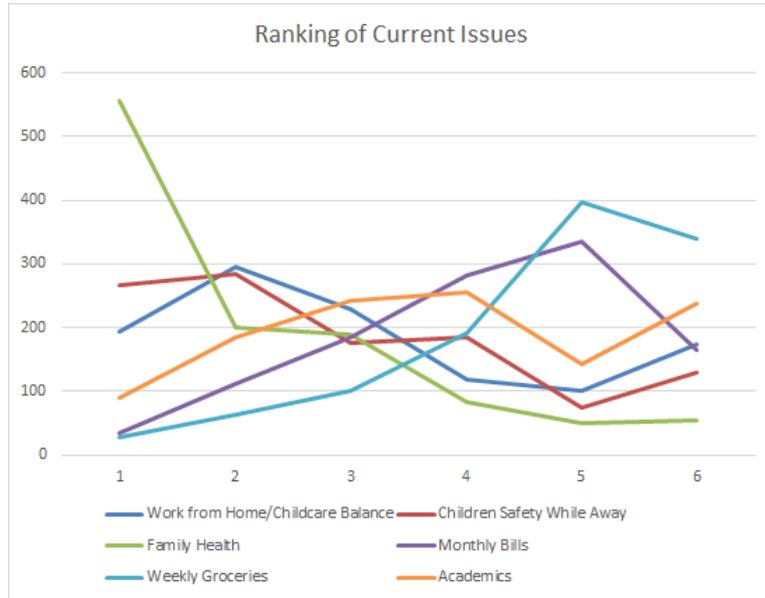
When asked about their status, 65% of parents responded that they were an essential worker. 32% responded they were not, and 3% responded they were unsure.

Texas Division of Emergency Management (TDEM) outlined 17 categories of essential workers which include workers from hospitals and government agencies to grocery stores and automotive services.

# Findings



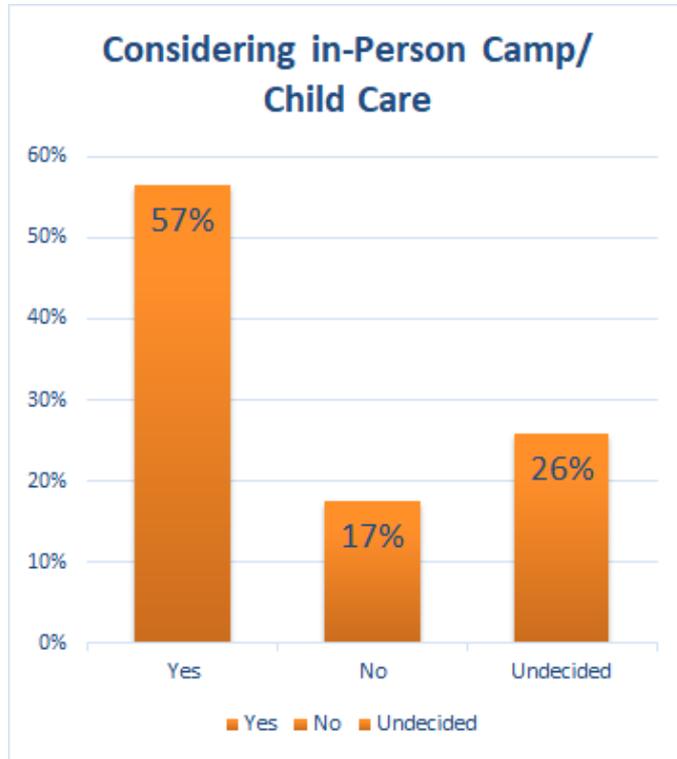
# Vital Issues for Families



Families were asked to rank specific issues (student academics, paying monthly bills, affording weekly groceries, family health during Covid-19, child safety while at parent at work, and balancing working from home with child needs) from most important (1) to least important (6).

Findings show that family health during Covid-19 is the highest priority issue for parents. Monthly bills and affording weekly groceries were a lower priority areas for parents.

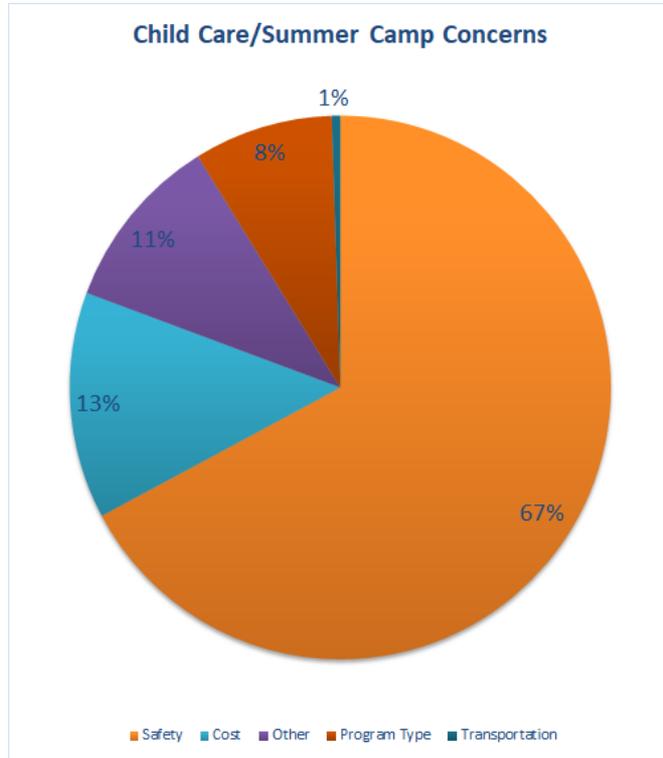
# Considering In-Person Programming



With stay-at-home order and policy change considerations\*, we asked parents if they were considering in-person summer camps and/or child care programming this summer. 57% of parents said “Yes”, 26% said “Undecided” and 17% said “No”.

*\*Over 95% of responses were submitted before Governor Abbott's announcement on May 18, 2020.*

# Concerns for Summer 2020



Parents were asked to select their biggest concern when considering child care and/or summer camp options. Safety (67%), cost (14%), program type (8%) and transportation (less than 1%). Other concerns parents listed were: Covid (33), health (16), parent availability (13), and safety (12). Concerns with fewer responses, but worth noting, include special needs and the desire for outside time.

## Comments from parents:

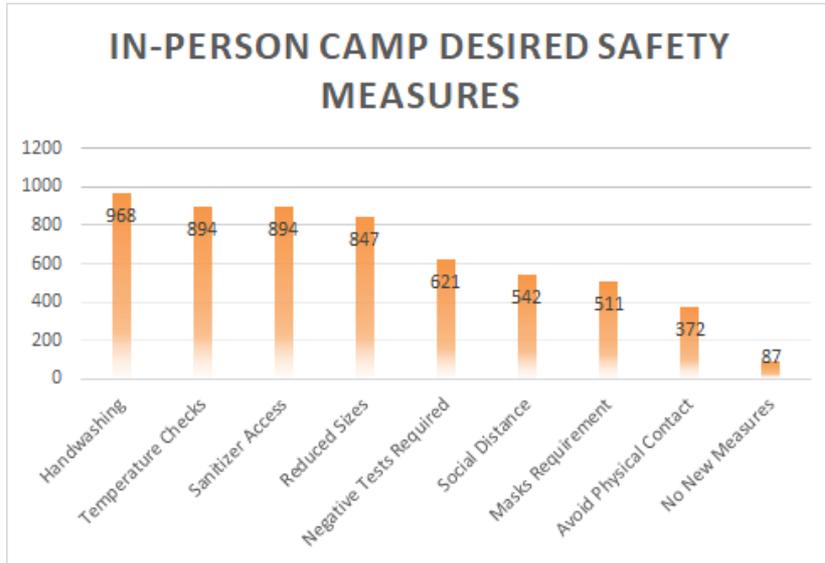
- “If the kids can't interact with staff and other kids, then will it be worth it to send my child to camp. No contact summer camp would be a huge adjustment.”
- “Program that both kids [in household] can attend.”
- “Safety and cost I can't pick one without the other.”
- “That they [program providers] will cancel.”

# Top Priority for Children in Summer 2020

In an open ended question, parents were asked what the top concern for their child(ren) for Summer 2020. These were some of the emerging themes after a qualitative analysis ranked by frequency:

1. Child(ren) overall safety and being in a safe environment during the summer.
2. Making certain the child(ren) stays healthy during the summer.
3. Availability of programming meeting the needs of parent work schedules.
4. Ensuring that child(ren) are active and/or doing exercise after months of being indoors.
5. Working towards limiting the “summer slide” and/or meeting academic needs of their child(ren).

# Safety Measures for Summer 2020



Parents were asked to select all safety measures they would need to see with program providers to send child(ren) to in-person summer camp and/or child care programming. Handwashing, temperature checks, access to hand sanitizer, and reduced class sizes received the largest responses.

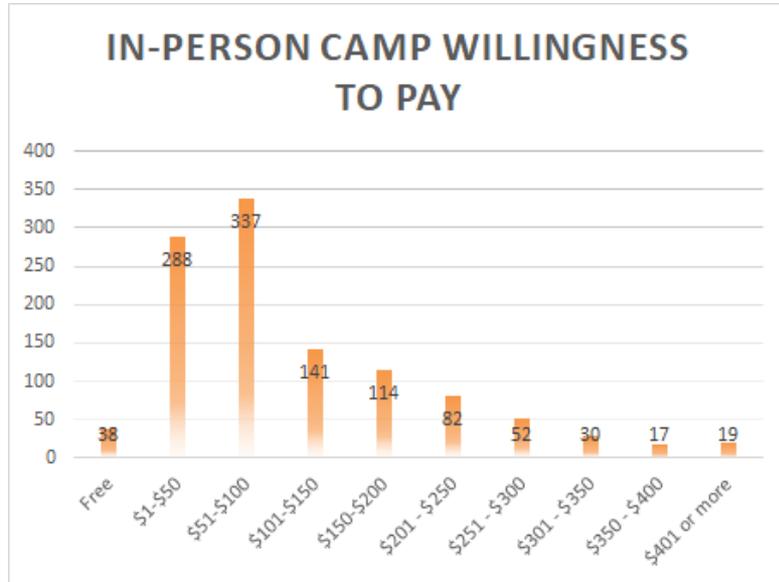
“With the safety measurements I would want to be in place in order to send my kids to an in-person camp, I feel that the limited camp experience will not be worth the cost and risk of sending them.” said one parent.

# Concerns for In-Person Summer Programming

Parents were asked regarding additional concerns about for their child(ren) attending in-person programming for Summer 2020. These were some of the emerging themes after a qualitative analysis ranked by frequency:

1. Program providers following safety measures, social distancing and staying compliant with state/local protocols.
2. Child(ren) health and possibility of contracting Covid-19.
3. Parents want an understanding of how programming would run and what child(ren) engagement would look like on a day to day basis.
4. Assurance of cleanliness and hygiene of program, program staff, and other students/families.
5. Parents see that limited program capacity could increase the cost of programming and take once affordable programming away from those who need it.
6. Parents want to know whether or not programming and/or summer camps will be available.

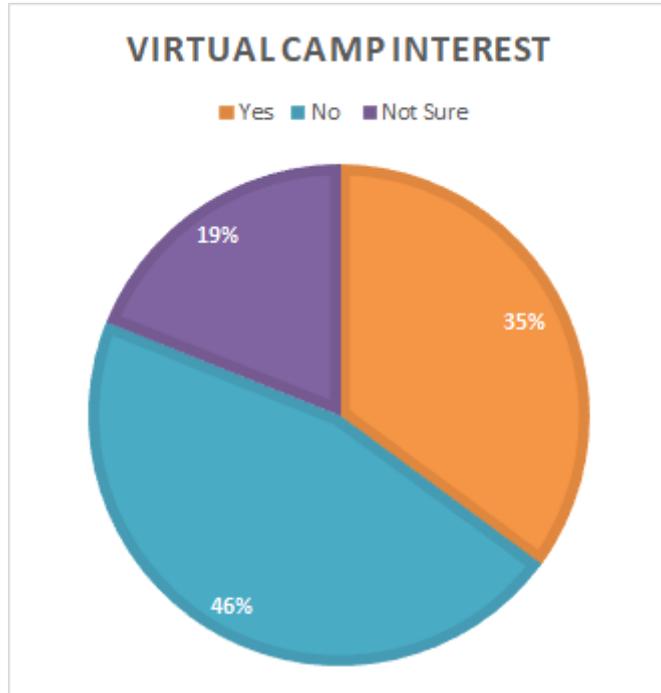
# Fee for In-Person Programming



Parents were asked to identify a fee they would be willing to pay, per child per week, on a scale between \$0.00 to \$500.00.

Majority of parents responded that they are willing to pay between \$51-\$100 for a weekly, in-person summer camp.

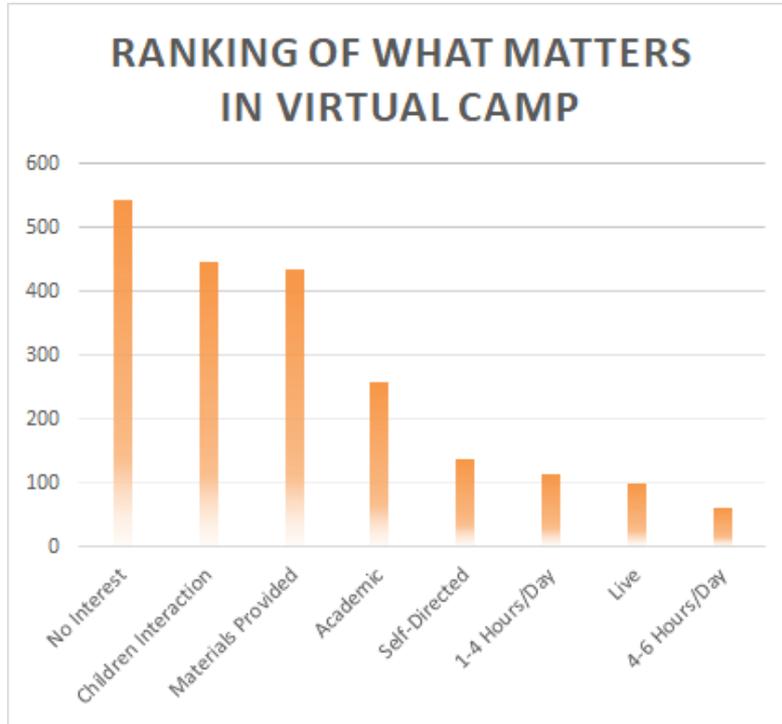
# Interest in Virtual Programming



Parents were asked to identify their interest in their child(ren) participating in virtual, online and/or at-home camp options for this summer.

46% said No, 35% said Yes, 19% said they were unsure.

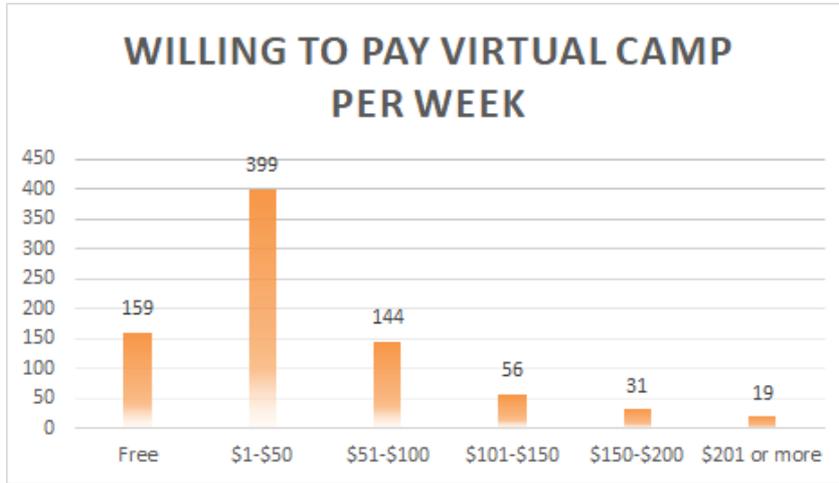
# Vital Issues for Virtual Programming



Parents were asked to rank specific program qualities on a scale of most important (1) to least (8). The top three responses by parents were:

- Interaction with other children
- All materials provided
- Academics

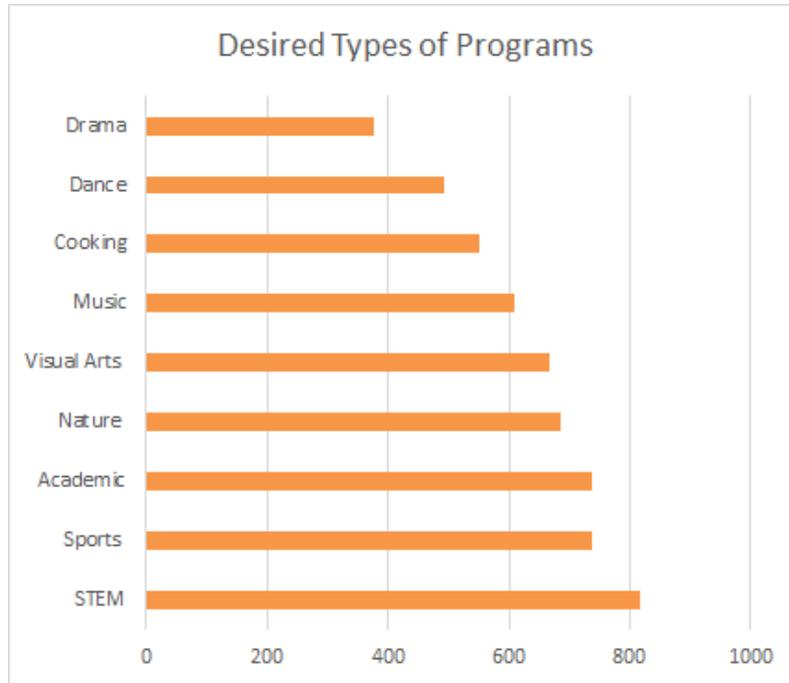
# Fee for Virtual Programming



Parents were asked to identify a fee they would be willing to pay, per child per week, on a scale between \$0.00 to \$500.00.

Majority of parents responded that they are willing to pay a range between \$1 - \$50 weekly for virtual summer camp.

# Types of Programming



Parents were asked to identify the type of programs they were interested for their child(ren) They were able to select multiple options. STEM, sports, and academic programs were the highest areas of parental interest. Additional types of programs noted as “Other Interests” were:

- Physical activity
- Various types of programming content
- Additional focus on STEM
- Foreign languages
- Creativity
- Literacy
- Life skills
- Mental health

# What Will Students do Without Programming

In an open ended question, parents were asked about alternative plans if summer camp was not available. These were some of the emerging themes after a qualitative analysis, ranked by frequency:

1. My child(ren) will stay home alone or with a working parent(s).
2. I don't know what I will do with my child this summer without programming.
3. I will hire a babysitter and/or rely on family for childcare.
4. My child(ren) will continue virtual and/or home schooling experiences throughout the summer.
5. My child(ren) will have increased screen time (TV, tablet, video games, etc) this summer.
6. I will take my child to another summer camp and/or child care provider.

Notable comments from parents identified that some families would have to take child(ren) to work with them and/or determine which parent continues with full-time work. Parents outlined concerns with gaps between virtual programming offerings and what their child(ren) will be able to do during the un-engaged time.



# Parent Feedback

At the end of the survey, parents had the opportunity to provide additional comments. Similar to previous answers, parents were concerned about health, hygiene, and availability of in-person camps during the summer to balance work and child care.

Many parents were also thankful about the opportunity to express their opinions.

# Takeaways





# Key Findings

## In Person Programming

- Of the families that are considering in-person childcare (N = 661), approximately 68% (N = 442) report living in a household with at least one Essential worker.
- For families that are considering in-person childcare, the top three most important safety measures they would want to see for programming are: Access to and emphasis on hand washing; Increased access to hand sanitizer; and Reduced class/group sizes.
- For families considering in person programming (N= 661), they are willing to pay, on average, \$125 for in person programming per week.
- However, for the families that are only considering in person programming (N=398), they are willing to pay slightly more on average, about \$135 per week for in person programming.
- Of the over 50% (N = 661) of respondents considering in person childcare, only 23% (N = 152) are also considering virtual programming.



# Key Findings

## Virtual Programming

- For the 415 families that are considering virtual programming (including those families who also expressed interest in in-person programming), they reported being willing to pay, on average, \$66.35 per week for virtual programming.
- However, for the families that are *only* considering virtual programming (n = 129) they'd be willing to pay, on average, \$81.11 per week for virtual programming.
- For the families that are considering virtual programming, they expressed the following as the top three most important things they'd want in a virtual program: Including some kind of direct interaction with their child; Including Academic Content; Make sure all materials are provided (delivered to children's homes) that are needed to participate in the activity.



## Key Findings

- Parents are eager for their child(ren) to be engaged (physically and academically active) with other youth, but are balancing that with sending child(ren) into new environments.
- Parents identified that their child(ren) have had a significant increase in screen time and they want to limit the continuation in the summer.
- 65% of parents reporting as essential workers means they are likely currently working and have steady income, which could also influence the willingness to pay.
- Parents of child(ren) in the elementary and middle school grades account for the majority of the responses and need the most support this summer.
- Offering flexible schedule options for families (½ day programming, partial in-person and virtual programming, and later hours programming).