

## **Boredom Busters Parents Survey Results 2011**

A two-page Parents Survey with a freepost logo was included in the Spring issue of Boredom Busters 2011. The prize was a \$50 Richmond Mall voucher. A total of 71 responses were received (to date, as at 4/11).

**No of Respondents: 71**

(Note: Percentages have been rounded up or down to nearest whole number)

### **1. District**

- 25 were from Nelson (35%)
- 44 were from Tasman (64%)
- 1 did not respond (1%)

### **2. No of children in your household**

- 1 household had 5 children (1%)
- 2 households had 4 children (3%)
- 18 households had 3 children (25%)
- 33 households had 2 children (46%)
- 17 households had 1 child (24%)

The age range of the children was from under 1 to 18 years.

### **3. Do the children in your household regularly bring home copies of the Boredom Busters publication?**

- 1 said 'never' (1%)
- 2 said 'seldom' (3%)
- 7 said 'yes, sometimes' (9%)
- 61 said 'yes, regularly' (86%)

### **4. Do you regularly look at the holiday programmes information in Boredom Busters?**

- 3 did not answer (4%)
- 0 said 'never' (0%)
- 2 said 'seldom' (3%)
- 14 said 'yes, sometimes' (20%)
- 52 said 'yes, regularly' (73%)

### **5. Do some or all of the children in your household regularly attend Holiday Programmes that feature in Boredom Busters?**

- 23 said 'no' (they were asked to skip to Question 9) (32%)
- 29 said 'yes, sometimes' (41%)
- 19 said 'yes, regularly' (27%)

## 6. Holiday Programmes Attended

(Note many respondents listed more than one)

ASB	2
Awesome Atawhai	1
Bridge Valley	7
Boredom Busters Richmond	5
Elim	1
Golden Bay	5
Mot Rec Centre programmes	4
PowerZone – Stoke	1
Richmond Kids Care	3
Skoolz Out	3
Swim Magic – Riverside	1
Teapot Valley Christian Camp	6
The Hub	2
Upper Moutere	1
YMCA	2
<b>Other</b>	
'Nelson & Richmond'	1

Many also listed Holiday Activities including:

- Library Programmes (9) & craft times
- Giggling Pony (4)
- Kidpower (1)
- Gymnastics (5)
- Wilsons Abel Tasman deal (2)
- Whakatu RDA (3)
- ASB Aquatic Centre swimming lessons (1)
- Aqua Pool
- Pottering About
- Natureland Zookeeper for a day (1)
- Founders Park (1)

Other comments in this section:

- "Not full time ones. One off library type ones. I'm an 'at home' Mum so don't need full time care, so don't opt for that as don't need it and its too costly when I'm free!"
- "Usually free activities"
- "We visit grandparents in Takaka for holidays and attend activities over there."

## 7. Does the holiday programme info in BB help you make a decision about whether to enrol your children in a school holiday programme?

- 19 did not answer as their children had not attended holiday programmes (27%)
- 4 said 'no, its irrelevant' (6%)
- 23 said 'yes, sometimes' (32%)
- 25 said 'yes, regularly' (35%)

**8. Do you use Boredom Busters as a guide to the daily activities happening during a Holiday programme?**

- 18 did not answer as their children had not attended holiday programmes (25%)
- 1 said 'no, I get my info from (programme name) (1%)
- 16 said 'yes, sometimes' (23%)
- 36 said 'yes, regularly' (51%)

**9. Do your children enjoy doing the activities in Boredom Busters (colouring, spot the difference, recipe etc)**

- 2 did not respond (3%)
- 5 said 'no' (7%)
- 64 said 'yes' (90%)

(Note: of the 'no's' 3 households had older age children aged 10 and over, while one household had a child under 5)

**10. Things my children like most about Boredom Busters**

(Note that many respondents selected more than one)

The giveaways/competitions (CDs, movie passes etc)	23
Colouring Comp	29
Recipes	16
Puzzles/activities	10
Holiday programmes/activities	12
Jokes	4
Profiles of other kids	3
Meet new people/company of other children/friendships/fun	6
Likes being given own magazine	2
Things we can do together/	2
Events	2
Caught on Camera	2
Other	3

**11. Boredom Busters could be improved by:**

- Good as it is – no change needed (21)
- No response (16)
- More puzzles & activities (7)
- More competitions and/or recipes (7)
- More photos of kids (3)
- Email entries for competitions
- Show answers to puzzles
- More space on each activity
- More trivia
- More events
- Film reviews by kids
- More library news – book reading programmes at libraries
- Make it bigger!
- More cheap/free activities
- List of child-friendly cafes and restaurants

- Being available earlier so we can book well in advance (3)
- Make the age range less ie. One group 5 – 8 years, one 9-13 years
- More discounts (3)
- Adding some different things
- Providing some fresh snacks
- More colouring competitions
- Having programmes for children 13+
- Competition to win lego!
- Competitions/gifts for the Mums and Dads!
- Publishing who is in charge of individual activities (in holiday programmes) as some tutors are better than others
- Maybe a pull-out calendar you can mark the activities you want to do
- Childrens articles to read
- You should do a feature where you get one child to write a column about one of their favourite things to do.

### **12. Format of Boredom Busters**

- 47 said it should stay in its current hardcopy printed format (66%)
- 21 thought a website should be created in addition to the printed newsletter (30%)
- 1 respondent thought the magazine should be replaced by a website (1%)
- 1 respondent thought there was no need for either a publication or a website (1%)
- 1 did not respond (1%)

### **13. Under the free comments section:**

Other comments were as follows:

- Nicely presented – good info
- Good wee publication – thanks
- Thank you a very useful, practical resource. Website would be handy as our copy tends to get well read, lost, cut up for craft, hidden under someone's bed...!
- Advertise the website in the hardcopy and have the website updated weekly/monthly to include interesting public activities in the community
- My kids really enjoy it – great for the holidays
- Although I haven't yet used the holiday programmes I intend to in future and find the publication helpful. Also info supplied on holiday deals is useful eg. Wilsons boat trip holiday specials
- We enjoy reading Boredom busters for ideas for things we can do during the holidays. We will take advantage of the Abel Tasman special this time and might go to WOW too, also will visit the skating rink
- Please don't make it online only – this would reduce access to it for many families
- As my children get older they really enjoy getting the BB newsletter
- I've really enjoyed this its given me lots of ideas thanks, all we need now is the time to do it all, keep it up, look forward to next issue

- Good info – always something interesting. Don't make it online only because those of us without a computer would miss out.
- Thank you – its great. Stay in its current format – something you can hold in your hand.
- The child in our household is a grandchild and my husband and I work full time so we find BB a great help to keep her entertained during holidays. She loves the instructors and the company of different kids.
- My kids really enjoy this magazine and it's a great reference for holiday ideas. Would love a kids cooking page for holiday cooking fun, making playdough, making slime etc for older kids
- Very informational for us parents – thank you
- Website probably good too. I wouldn't go to a website though. The magazine is great, I think Council should continue to fund this.
- I would just like to say my 10 year old can't wait to go to Bridge Valley every holidays – if we hadn't found the info in BB I would go crazy, thanks
- Yes its great, would be good for more businesses to back competitions with prizes – go Village Cycles! We make an effort to support Village Cycles because of their generous prizes and being a locally owned businesses
- Boredom Busters is a place kids can have fun doing things. Our family likes it very much.
- Its great, affordable – good work
- Children enjoy going through the magazine and choosing what activities to do over the holidays and the competitions are good value too – thank you
- Really like the format, no need to change. Makes it more accessible to everyone this way. Boredom Busters is a great programme but would be better if the age group catered for was extended.
- I like seeing discounts for locals for the holidays e.g Wilsons, ASB. I enjoy grabbing the book to see whats on the next day in Nelson e.g festival events. As we sometimes go over to Takaka we can see what is on over there or if we have a spare day in Nelson we can check out one-off events.
- The kids enjoy receiving and bring home their own Boredom Busters (Mum has to get her own!)
- As a parent, I have found it a really useful tool for the school holidays. I like that it advertises other things like Nelson Gym etc. What's on is great.
- If you have a website to complement the magazine you can provide updates and additional information that is too late for publication
- Some families in GB do not have access to a website. Children look forward to bringing hard copy home from school and keeping at home to refer to and plan.
- It's fantastic, keep it up. Don't go down to just a website if at all possible – it will lose its effectiveness.
- Front cover of Spring edition looks "too busy". White surround to slogan loses visual impact. Try some more contrasting colour tones.
- I like hard copy and easier for younger kids to access but info on web as well has benefits. I am a stay at home mum so don't need full time holiday activities for my kids which many of these activities seem to cater to, but I do like to have a few activities planned so we don't just

muck about all holidays. Boredom Busters is a great catalyst to organise these.

- Very useful publication, well presented and informative (for us both). Keep up the excellent work.
- Great, love it, great its given out at school – thanks

#### **General Recommendations based on survey results**

- Start accepting email entries for CD and movie competitions
- Add more puzzles/activities
- Child friendly cafes/restaurants could make a good story or advertising feature
- Consider introducing one article (per issue) from a child on activities that they have enjoyed. Maybe this could be a competition – winner could win tickets or discount vouchers?

#### **Survey Winner**

Kirsty Glasgow (Richmond)