

## Summary of Community Survey Results



### Methodology and General Information

The children’s museum conducted a survey of the Tri-Cities Community from February to March 2024, receiving 317 total responses. The survey was publicized electronically through the children’s museum Facebook page and direct emails. Survey questions were developed by a taskforce of the children’s museum board, with the Google Forms platform used to collect responses. Survey results provide valuable perspectives of the community’s opinions regarding the children’s museum, though due to sample size and population and other limitations generally present in online surveys, these results should not be considered statistically significant.

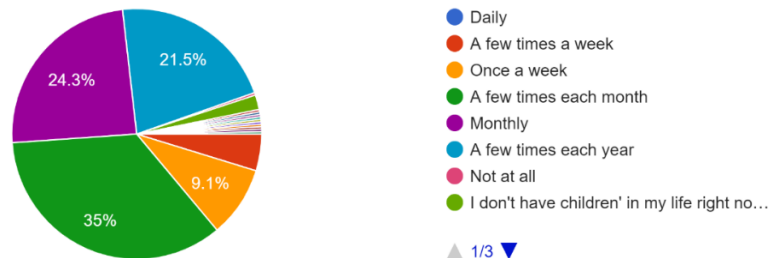
### Respondent Demographics

- 95.6% of respondents were residents of Northwest Ottawa County or Muskegon County
- 78.9% were Northwest Ottawa County (including City of Grand Haven, Grand Haven Township, Spring Lake/Ferrysburg, and Nunica)
- 33.4% were City of Grand Haven Residents, worked in the City of Grand Haven, and/or owned a business in the City of Grand Haven
  
- 82.0% were parents/guardians
- 11.6% were grandparents
- 14.5% were educators. \*these groups were not mutually exclusive
  
- Survey respondents represented more than 769 children, with an age distribution as follows:
  - Under 1 – 6%
  - 12-23 months –10%
  - 2-4 years – 26%
  - 5-7 years – 26%
  - 8-10 years – 20%
  - 11-13 years – 9%
  - Older than 13 – 3%

### Summary of Responses

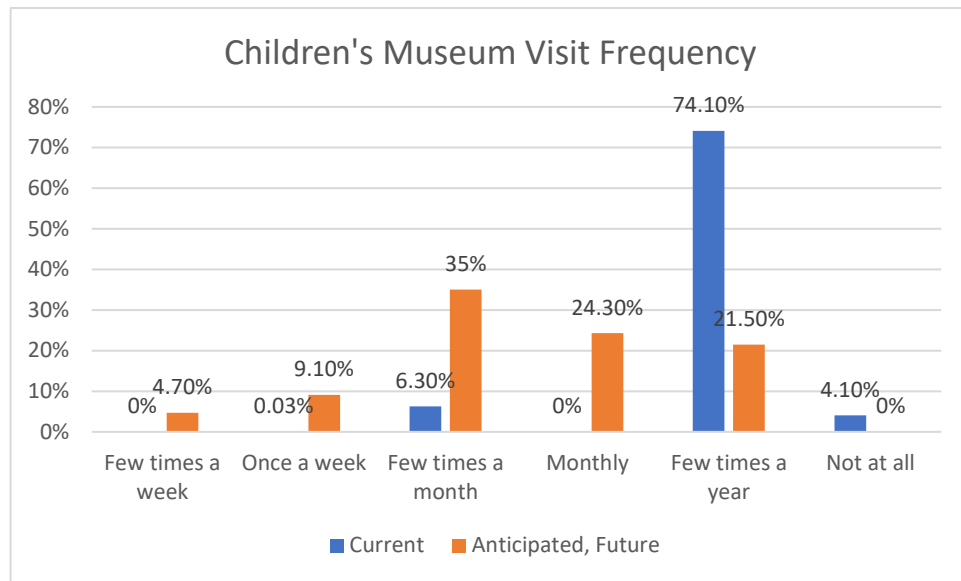
- **Anticipated visit frequency:** 73% of respondents reported expecting to visit a new high-quality children’s Museum in downtown Grand Haven monthly or with greater frequency.

How often do you think you would visit a new, high-quality children’s museum in downtown Grand Haven?  
317 responses



## Summary of Community Survey Results

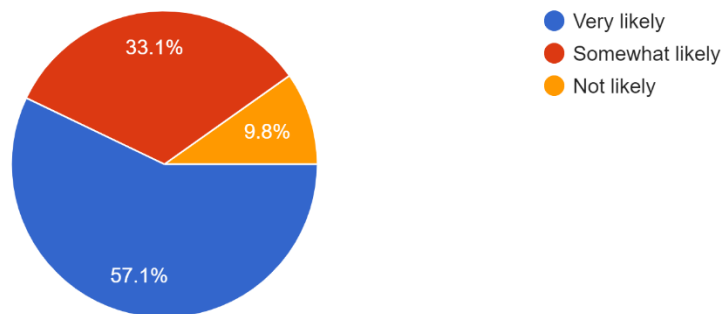
- 73.9% of respondents indicated they currently visit a children's museum a few times each year, with 74.9% of respondents (239) indicating a desire to visit with greater frequency.
- The main barrier cited to not attending a children's museum with greater frequency was distance (82.1%), with expense cited as the second barrier (33.2%).
- When asked to project their visit frequency to a local children's museum, respondents reported expecting to visit monthly or more often (73% total), as compared to their current visit frequency to non-local children's museums, of predominately a few times a year (74.1%).



- **Anticipated membership purchase:** 90.2% of respondents reported being “very likely” or “somewhat likely” to purchase an annual membership to the new children's museum.

How likely would you be to purchase an annual membership at the new children's museum, for yourself or as a gift?

317 responses



## Summary of Community Survey Results



- **Anticipated volunteerism:** 212 total respondents (66.9%) said they would help with starting the museum or would consider helping; offering a testimonial of support, participating in a focus group, making a donation, volunteering their skills and experience, hosting fundraising events, and/or volunteering once the museum opens.
- **Desire for Indoor Opportunities:** 17.6% of respondents discussed a desire for local, indoor opportunities for their children during cold winter months and inclement weather.

## Narrative Responses

- Respondents were asked to provide narrative responses to a number of questions. Responses to the following questions are provided in their entirety in supplementary pages:
  - What would having a local children's museum mean for you or the children in your life?
  - What can we do (or do more of) as a community to enhance the wellbeing of children?
  - What do you hope our community will look like for kids and families in 5-10 years?
  - How do you feel a local children's museum would affect our community?