

## **The Nook Winter survey 2024 final results**

- Half of the folks we surveyed found The Nook by just walking by in the mall!

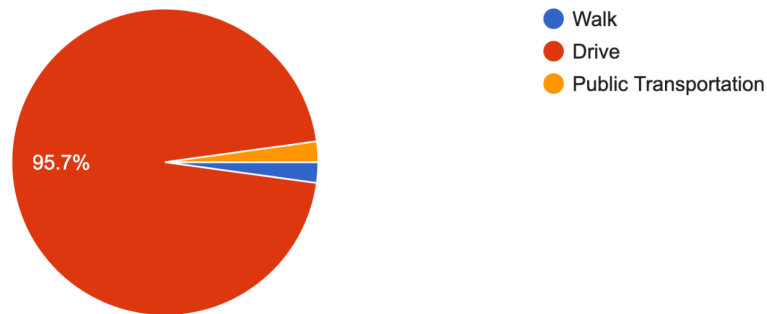
<b>How did you hear about the Nook?</b>	Count
Walked By	22
Word of Mouth	12
Social Media	4 (2 Facebook, 1 Instagram, 1 general)
Toy Library	2
FRP Newsletter	1
BRB	1
Flyer	1
Can't remember	1

<b>How often do you visit the Nook?</b>	Count
Once a week	16
Few times a week	6
2 times a month or every other week	6
Once a month	7
3-4 x a month	6
A couple times a year	1
Once a year	2
First time	4
Rarely	1

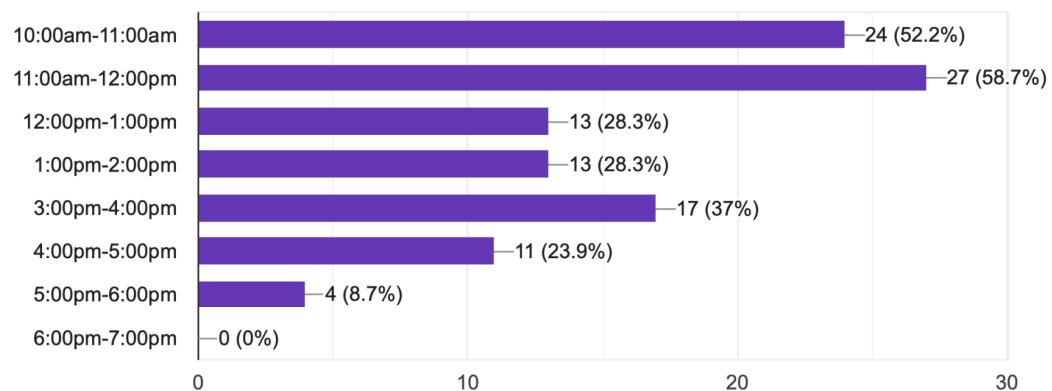
- About 45% of folks (22 people) are visiting at least one a week if not multiple times a week
- About 39% of people (19 people) are visiting at least once a month if not multiple times a month

## How do you typically get to The Nook?

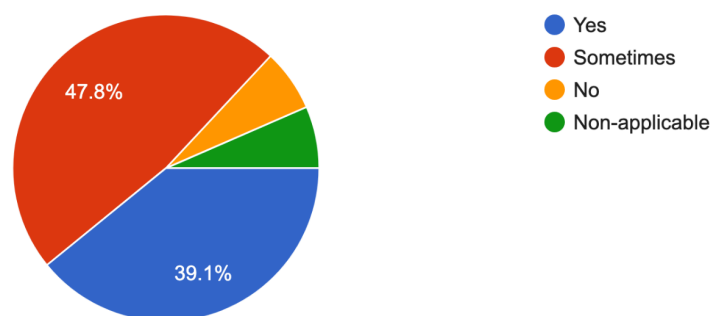
- 44/46 people (95.7%) drive
- 1/46 people (2.2%) walk
- 1/46 people (2.2%) use public transportation



## What time of day do you typically visit?



## Do you typically take books home when you visit The Nook?



- No = 6.5%
- N/A = 6.5%
- 39% of Nook visitors take books home with them during each visit.
- 48% of Nook visitors sometimes take books home with them after each visit.

### **What do you like about the Nook?**

- Location in mall, welcoming atmosphere, peaceful, seating available for adults, free books
- great open ended play toys age appropriate sent up to help you interact with your children
- Relaxing environment for parents and children to bond, and make new friends
- It's enclosed so my child can't run away into the mall or into the street or somewhere else unsafe. It has just the right amount of stuff my child loves (the play kitchen, water table, coloring, the tent, soft play space, and puzzles and toys all around on different shelves). He was so occupied for 1.5 hours! I had to drag him out to go eat but he would have stayed all day :) the woman working was very friendly and welcoming. I also love the encouragement for parents to be present and off phones. It's a great reminder!
- The fence! Nice that it keeps toddlers in safely. Lots of great toys and awesome books. Love that there is a clock now so I don't need to pull out my phone to check the time!
- It's a free, collaborative space for many ages

### **What would you change about the Nook?**

- Trash can for diapers by the changing table
- Maybe have the baby changing area someplace less in view of passers by
- more climbing opportunities for toddlers
- more toys and books, story time by a staff member
- more art activities
- More parenting/caregiver education workshops held in the space
- A few more toys for 3 to 5-year-olds
- Ban shoes in the whole Nook, not just the soft gym. Everyone should have to take shoes off at the gate, no shoes on the carpet anywhere.
- It would be nice to see families who use the nook practice more respect and care when cleaning up toys they use. We make an effort to clean up the toys we use and leave each space better than we found it (signage for The Nook)

### **What can we do to better address your language needs?**

- “Would be great if the Nook had resources on multilingual parenting. For example, my family speaks 3 languages but only one language is shared between the parents and i struggle to find the right approach or balance to help my child access all his heritage languages”

### **What can FRP do to improve the accessibility of The Nook?**

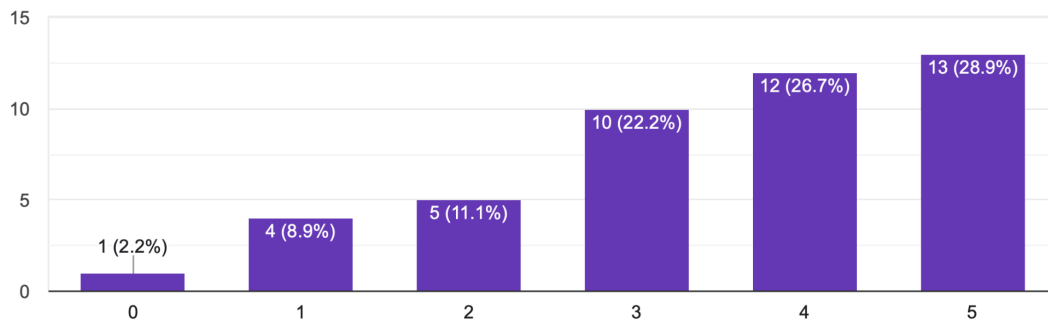
- Autism support
- more sensory designated times
- the latch for the fence may be hard for a parent in a wheelchair to reach is my only thought. Maybe if there's a different type of latch that can be accessed from either side.
- Any signage in large print and Braille, if not already. Can be hard to comb through books as someone who is low vision, but not sure of best practice for making this easier, as I like the fact that kids can take books off the shelves and put them back wherever. I'm sure staff would be willing to assist if asked.
- Being free is huge!

### **Do you feel that The Nook has played a role in positively connecting you with your child? Why or why not?**

- The Nook is an essential place for us. We always feel welcome no matter who is working, and have met many families that we did not know from other experiences in town. It is such a reliable space to connect and play and feel good about the interactions I have with my kids.
- I am a family worker with TC family services, I bring several of my families who need supported parenting time to the nook. It tends to allow a judgement free play area. These parents are still learning, and this environment allows them to not feel judged while being coached.
- Yes, it is a space that reminds us to be mindful and off our phones, there are lots of different play areas and so many books to read. The play areas and toys create many opportunities for talking to young children for language acquisition.
- Yes, it's a wonderful space to slow down and connect without the pressure of cost
- The toys available have a nice variety of images of everyday items so my son will often pick up something and show me so I will identify its name for him. Great for adding to vocabulary. Also nice for growing his independence as he will go farther from me to explore and look to ensure I'm nearby, but know that he feels safe roaming in the space.

- Oh my goodness yes. It was the only place I could have visits with my daughters and not feel ostracized.

**Do you feel that you have a better understanding of children's literacy development because of your experiences with FRP programs?**



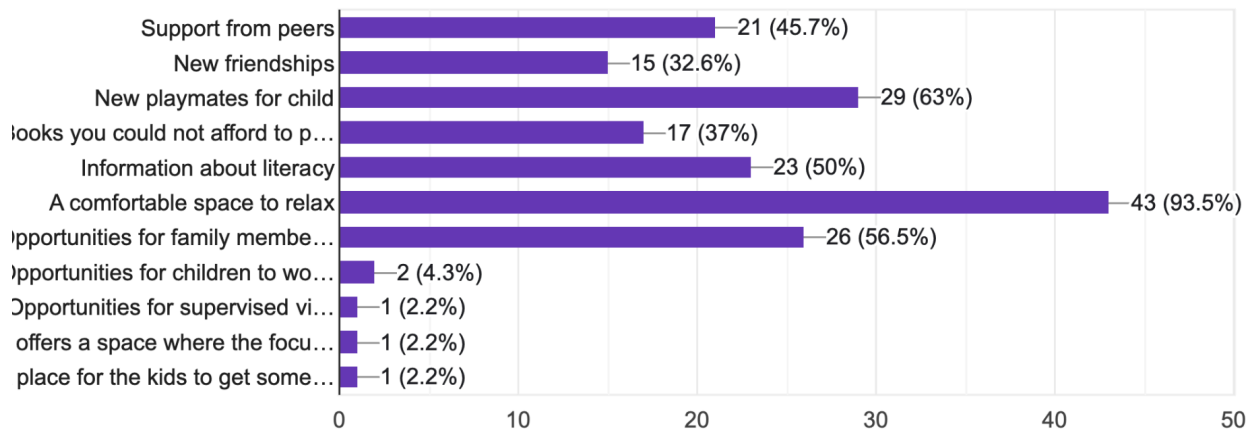
- 0= no, I knew it all before, 5= learned so much!!
- 98% of people feel as if they learned something new about their child's literacy development because of experiences with FRP.

**Do you read more often with your child as a result of FRP programs?**

- Yes we read many books while we visit and take some home as well !
- Yes, the red shelves in many locations around town have helped us out when we have forgotten books/activities- especially at the Dr office at Northeast Peds and also receiving the books at well visits.
- Yes!! I love the books at the doctors office available through the program and the handouts are incredible!!
- No, but that's because we've always been avid readers. We do find a broad variety of books thanks to these programs
- We read more at the doctor's office thanks to the books given out at certain milestones

(17/30) 56% of caregivers read more to their children as a result of FRP programs.

**Do you feel The Nook has offered you and of the following (check all that apply):**



- 93% of folks in the Nook find it to be a comfortable place to relax.
- 50% believe that the Nook has allowed them to encounter important information about literacy
- 63% of folks have found new playmates for their children thanks to the Nook
- 46% of caregivers have found support from their peers in the Nook
- 37% of folks were given access to books they could not afford to pay for

**If FRP offered parent workshops, parent/child classes, one-on-one coaching etc. pertaining to literacy development, would you be interested in that?**

- 75% of caregivers are interested in parent workshops, parent/child classes, one-on-one coaching etc. pertaining to literacy development (12 people are interested in parenting workshops at the Nook, 3 people maybe= 15/19)

**How much would you be willing to pay for services like that?**

- 78% of people would pay \$5-30 per session
  - With 34% of people asking for \$10 or less per session
- 17% of people said they would be willing to pay more for one-on-one services, (up to \$50/ hour, \$50, up to \$70/ hour, \$100/session)

**What town/village do you reside in?**

- 75% of folks who completed the survey about their experiences at The Nook are from Tompkins County

Brooktondale	2
Candor	1
Caroline	1
Cortland	1
Danby	1
Dryden	7
Enfield	2
Erin	1
Freeville	2
Interlaken	1
Ithaca	15
Lansing	5
Locke	1
Moriava	1
Newfield	1
Slaterville Springs	1
Trumansburg	1
Tompkins County	1

**What level of education do you have?** (44 responses)

Level of Education	Count
High School	4
Associates	2
Bachelors	16

Masters	14
Doctorate	4
PhD	4

- 9% of folks completed some high school. 91% completed some form of an associate's degree or higher (bachelor's, master's, doctorate, or PhD)

### What is your household income?

- The average income is \$124,800.
- About 40% of households make less than \$100,000/ year.
- 14% of households are making less than \$50,000/ year.

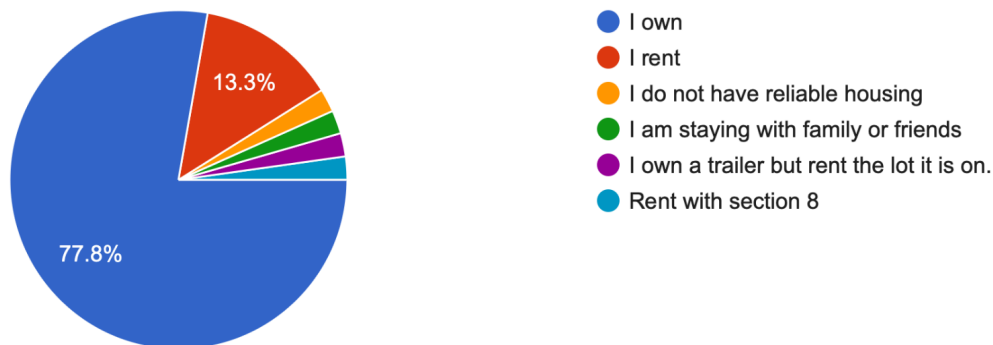
Based on household size and salary....

- About 21% of folks meet the 2025 poverty guidelines in the state of New York.

(46 people answered the survey, 13 people did NOT include info about salary or household size, 33 people did)

### What is your current housing situation?

- 78% of families own their homes.
- 13% rent.
- 9% do not have reliable housing, stay with family or friends, rent with Section 8, or own a physical structure but rent land.





### **Are you or your children participating in any of the following programs?**

- 30% of families participate in one of more of the following: SNAP, WIC, Medicaid, early intervention, Section 8 (14 out of 46)

### **What race do you identify with?**

- About 82% of people identify as white or caucasian
- 9% identified as Asian
- 3% identified as black

### **What is your ethnicity?**

- 73% of folks identified as Caucasian or of European descent
- About 8% of folks identified as Hispanic

### **Does anyone in your household have a disability?** 15% (7/46 listed a disability present in their household)

- Yes, developmental
- Yes- ASD
- Yes autism for son
- Speech delay, OCD/anxiety

### **What accommodations make it easier to spend time with your family in public?**

- Weekends
- Seating for both kids and adults
- Ample space to rest
- family bathrooms
- Autism support
- Free places for kids to play/comfortable places for breastfeeding/diaper changes.
- Time and space, lack of judgment
- Things being free so we set low expectations and often end up having a blast non worrying that we “wasted 20\$”
- What you accommodate us with:)
- Noise so that outbursts from our oldest are masked. Understanding of those around us helps though is tough to guarantee.
- quiet/reliable and safe places

- seating/rest areas, public bathrooms, eating areas. Reduced sensory input (reduced overhead lighting, low noise, uncrowded).
- Having comfortable places to sit and feed and change our daughter as well as having baby chairs as we are still working on sitting independently
- The fence! We have a runner
- Having a space to play and eat when we need
- Well lit spaces with high contrast, friendly staff available for questions if needed, transportation if Driver unavailable, electronic documents for Accessibility.
- A quiet space in times of disregulation
- Stroller friendly areas and changing tables

### What languages do you speak at home?

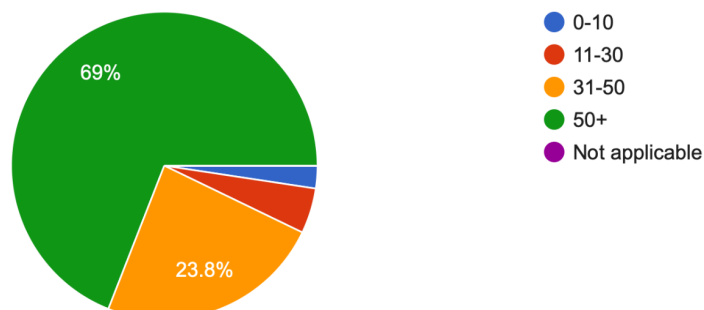
- 74% of folks speak English only
- 20% speak English and a second language at home (Spanish, German, ASL, French, Hungarian, Lithuanian, Italian, Mandarin)
- 5% speak only another language at home, no English (Spanish, Lithuanian)

### What language(s) do you prefer to read in?

- 8% of people prefer to read in bilingual languages at home.
- 92% prefer to read in English

### How many children's books do you have in your home?

- 69% of people have more than 50 children's books in their home library
- 24% have less than 50 books in their home library
- 5% have less than 30 books
- 2.4% of people have less than 10 books in their home



**How many of those books came from the Family Reading Partnership? (The Nook, Bright Red Bookshelves, Books to Grow On, community events, etc.)**

- 46% of people have at least 10 books from FRP (19/41)
- Other individual responses
  - “all of them”
  - “most”
  - “So many”
  - 90%
  - 15%
  - 25%
  - A dozen or two

**Have you ever donated dollars to FRP?**

- 53% of people who use FRP services, such as the Nook, have donated dollars

**Additional Comments:**

- Thank you guys
- Thank you for everything you do
- We really appreciate having FRP in our community committed to literacy and love the Nook location. We hope it is able to remain there!
- Thank you for existing!!
- Thanks for a lovely day at the nook! My son and I had a great time.
- Expand the art (drawing, coloring) space?
- We are currently pulling ourselves out of debt, and as such the Nook has been an incredible free space for us to bring the kids where they really enjoy their time. We plan to donate to the Nook once we are back on our feet.
- If there is a way to increase time for the nook by offering volunteer slots and I missed this advertised somewhere I hope this will be shared more!
- Thank you for all you do! We will make a donation in the future to support FRP.
- We are so grateful for this service!!
- Thank you for all you do!!! We love classic picture books like Robert McCloskey, Jan Brett, Barbara Cooney, etc.