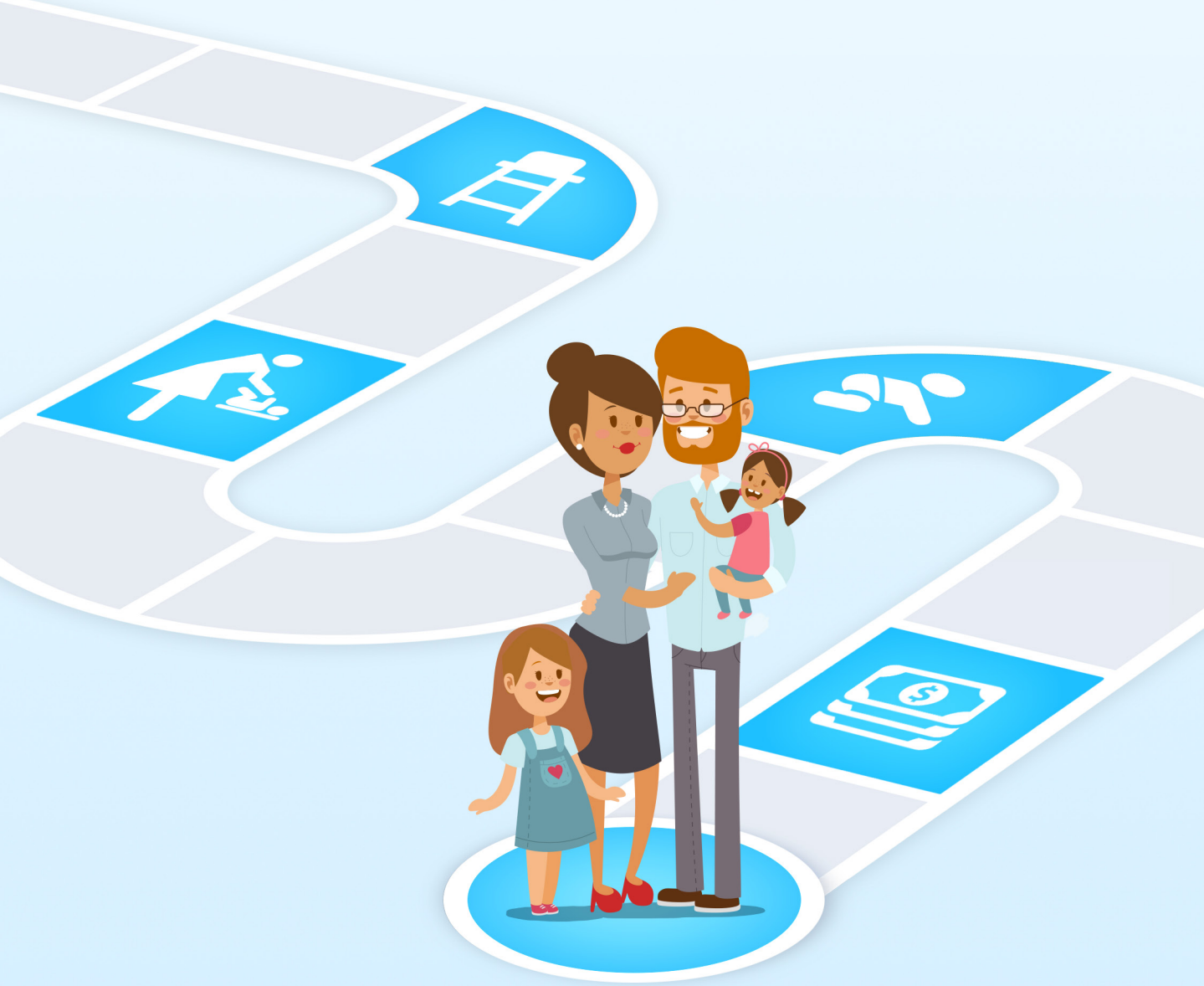




A Path to Parent Loyalty

How Family Preferences Can Guide Your Business



2016 Survey on Parent Attitudes on Commercial Establishments & Restaurants

Study Methodology



This 2016 research is intended to update information generated from an independent 2005 study, “Parents Awareness, Attitudes & Usage (AA&U)” in order to better understand the wants, needs and loyalty of parents to businesses that provide child accommodation products.

A total of 383 interviews were conducted online between Wednesday, July 13 and Monday, July 25, 2016. Respondents were recruited from an online research panel and qualified to participate in the survey, which was approximately 19 minutes in length.

Find childcare solutions at www.koalabear.com



Koala Kare Products
6982 S. Quentin Street
Centennial, CO 80112



Koala Kare Products proudly supports the Dads for Change movement to raise awareness of the need for Baby Changing Stations in men's rooms.



About this Research

Based on 2016 research conducted by an independent market research firm, “A Path to Parent Loyalty” explores the many avenues that **commercial establishments** and **restaurants** can take to earn repeat business from families with children. The primary study objective was to measure parent attitudes, awareness and usage of childcare amenities in public establishments.

Top Destinations

Among parents who visit public places with their children.

1. Grocery Stores/Supermarkets – **97%**
2. Retail/Department Stores – **86%**
3. Fast Food Restaurants – **86%**
4. Casual Sit-Down Restaurants – **83%**
5. Shopping Malls – **74%**



Amenities Matter

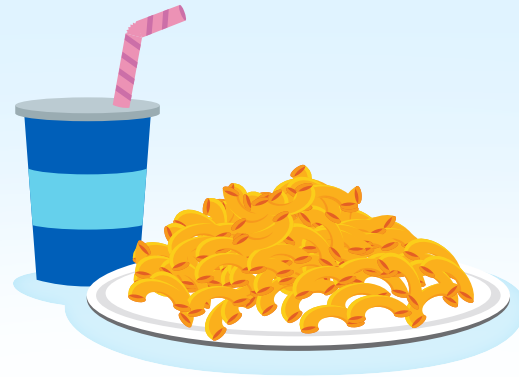
75% of parents seek out establishments with child accommodations most or all of the time.

90% visit public places with their children at least once a week.



Boosting the Dining Experience

Insights on generating loyalty through dining accommodations for children.



 **70%**

of parents are more likely to visit businesses with high chairs.

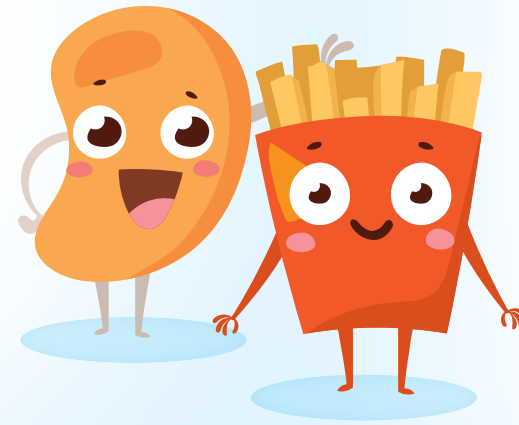
NEARLY 8 in 10

are not fully satisfied with the high chairs provided.



Here's a Nugget 9 in 10

high chair users expect to find them at fast food and casual sit-down restaurants.



 **60%**

of parents use high chairs most or all of the time.

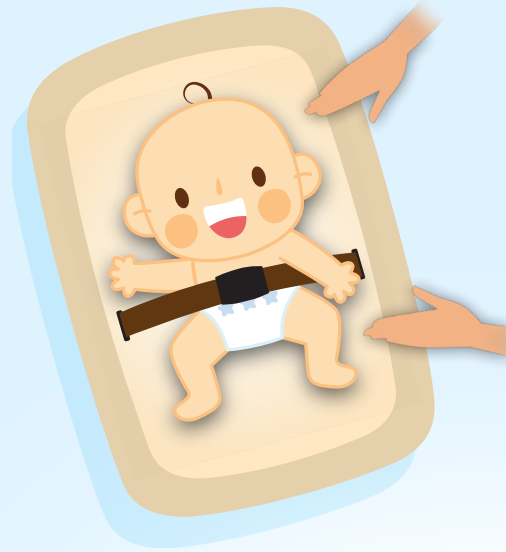
"I feel like they don't get as much attention by cleaning staff," said one respondent.

Restroom Relief

Another avenue to loyalty? Easing the restroom experience through child accommodations.

73%

of parents are more likely to visit businesses with baby changing stations.*



 **86%**

have used baby changing stations.

Daddy Issues

14%

mention lack of availability of baby changing stations in men's rooms.



* Children's menus are equally important.

Maintenance Pays Off

Don't roll the dice—safety, cleanliness and maintenance keep families coming back.



25% of parents express a desire for cleaner baby changing stations, disinfecting wipes or liners/table covers.

1 **Koala Kare Products** rates highest for ease of use, quality, durability, safety and trust.*

Top Areas for Improvement For High Chairs

1. Cleanliness
2. Upkeep of Seatbelts/Straps
3. Regular Maintenance

ALMOST THERE!

*Among those aware of child accommodation product brands.

FINISH

Time for a Change

Recommendations for Commercial Establishments & Restaurants



Provide baby changing stations and high chairs for increased parent loyalty. Parents are more loyal, visit more often, and spend more time and money at establishments with child accommodation amenities.

Care for and maintain the product. Providing childcare accommodations is just the first step in the Path to Loyalty—replacement parts, refresh kits and providing sanitary bed liners are critical to satisfying parent preferences.

