



HALE KIPA FOSTER CARE STUDY

**Prepared By:
Market Trends Pacific, Inc.**

May 2006

TOPICS



- Methodology
- Objectives
- Key Findings
- Summary of Findings

METHODOLOGY

- Quantitative Research
 - Market Trends Pacific conducted 505 telephone interviews among:
 - 217 Current Foster Parents
 - 193 Former Foster Parents
 - 36 Potential Foster Parents
 - 59 General Population
 - Fielding dates: April 10 – May 11, 2006
 - Margin of error for the sample is +/- 4.4, larger for subgroups
- Qualitative Research
 - Market Trends conducted two (2) “mini” group sessions
 - Participants were all current or former foster parents
 - Sessions conducted on May 23, 2006
 - Sessions were audio-taped

OBJECTIVES

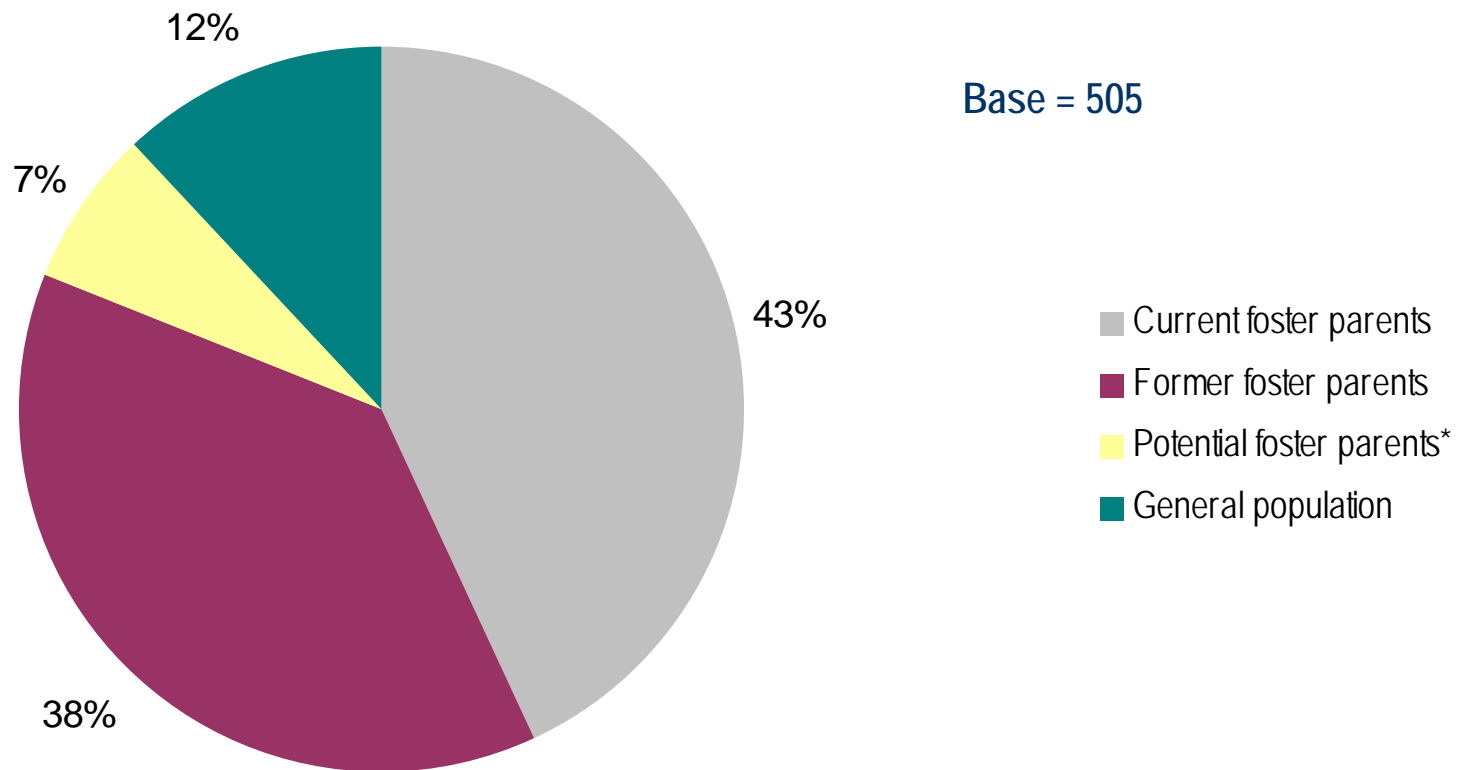
- Profile the target audience i.e., current and prospective foster parents/households
- Measure awareness of and familiarity with foster care/parenting
- Gauge attitudes and perceptions towards foster care/parenting
- Identify the key motivators in the decision to become a foster parent
- Measure levels of satisfaction with providing foster care/agencies/support
- Solicit suggestions for building interest in and consideration of foster care/parenting



PROFILE

Market Trends Pacific, Inc.

RESPONDENT MIX



*Potential foster parents defined as adults that have never provided foster care but have at one time considered it.

RESPONDENT PROFILE

AGE	Current / Former	Potential / General Population
Under 25 years	3%	7%
25 to 34 years	12%	12%
35 to 49 years	37%	27%
50 to 64 years	37%	36%
65 years or older	11%	17%
BASE	410	98

RESPONDENT PROFILE

	Current / Former	Potential / General Population
Average Household Size	5.03	3.15
Average # Children	2.57	1.12
Average # Foster Children	1.95	--
Gender (Male/Female)	20% / 80%	31% / 69%
BASE	410	98

RESPONDENT PROFILE

ETHNICITY	Current / Former	Potential / General Population
Caucasian	25%	29%
Chinese	2%	4%
Filipino	13%	14%
Hawaiian / Part-Hawaiian	37%	16%
Japanese	5%	17%
Samoan	1%	2%
African-American	2%	0%
Asian (non-specific)	1%	2%
Hispanic	1%	2%
Portuguese	2%	--
Mixed	10%	6%
Other	1%	5%
BASE	410	98

RESPONDENT PROFILE

EDUCATION LEVEL	Current / Former	Potential / General Population
Less than high school	5%	2%
High school	31%	18%
Some college/trade school	36%	30%
College degree	25%	47%
Other	2%	0%
BASE	410	98

RESPONDENT PROFILE

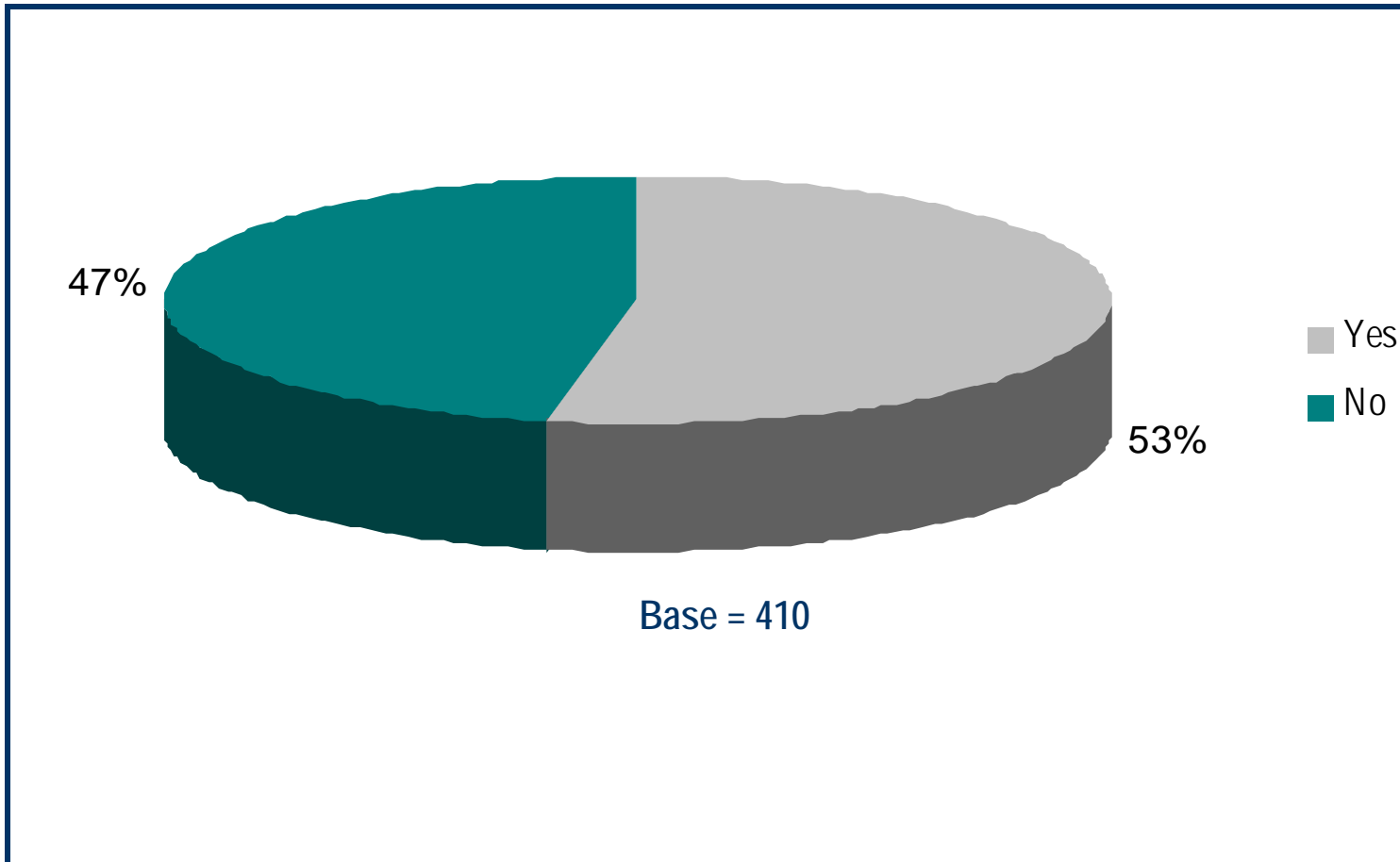
INCOME	Current / Former	Potential / General Population
< \$25,000	12%	8%
\$25,000 < \$35,000	15%	11%
\$35,000 < \$50,000	21%	10%
\$50,000 < \$75,000	21%	23%
\$75,000 < \$100,000	11%	11%
\$100,000+	7%	15%
Median Income		
BASE	410	98

RESPONDENT PROFILE

MARITAL STATUS	Current / Former	Potential / General Population
Single	13%	27%
Married	71%	53%
Separated	1%	3%
Divorced	10%	6%
Widowed	4%	8%
Other	0%	0%
BASE	410	98

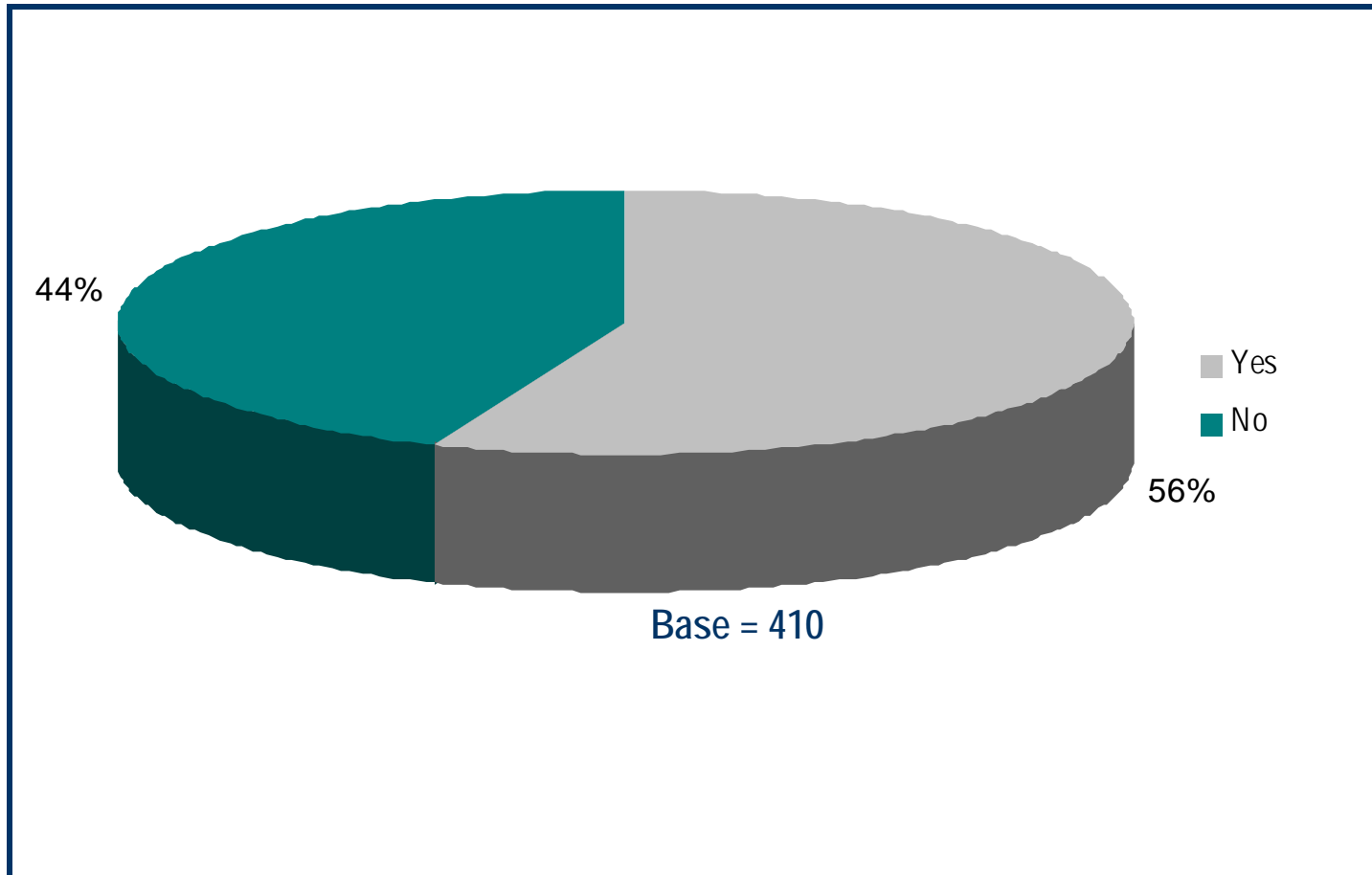
RESPONDENT PROFILE

Q: Are any foster children currently under your care?



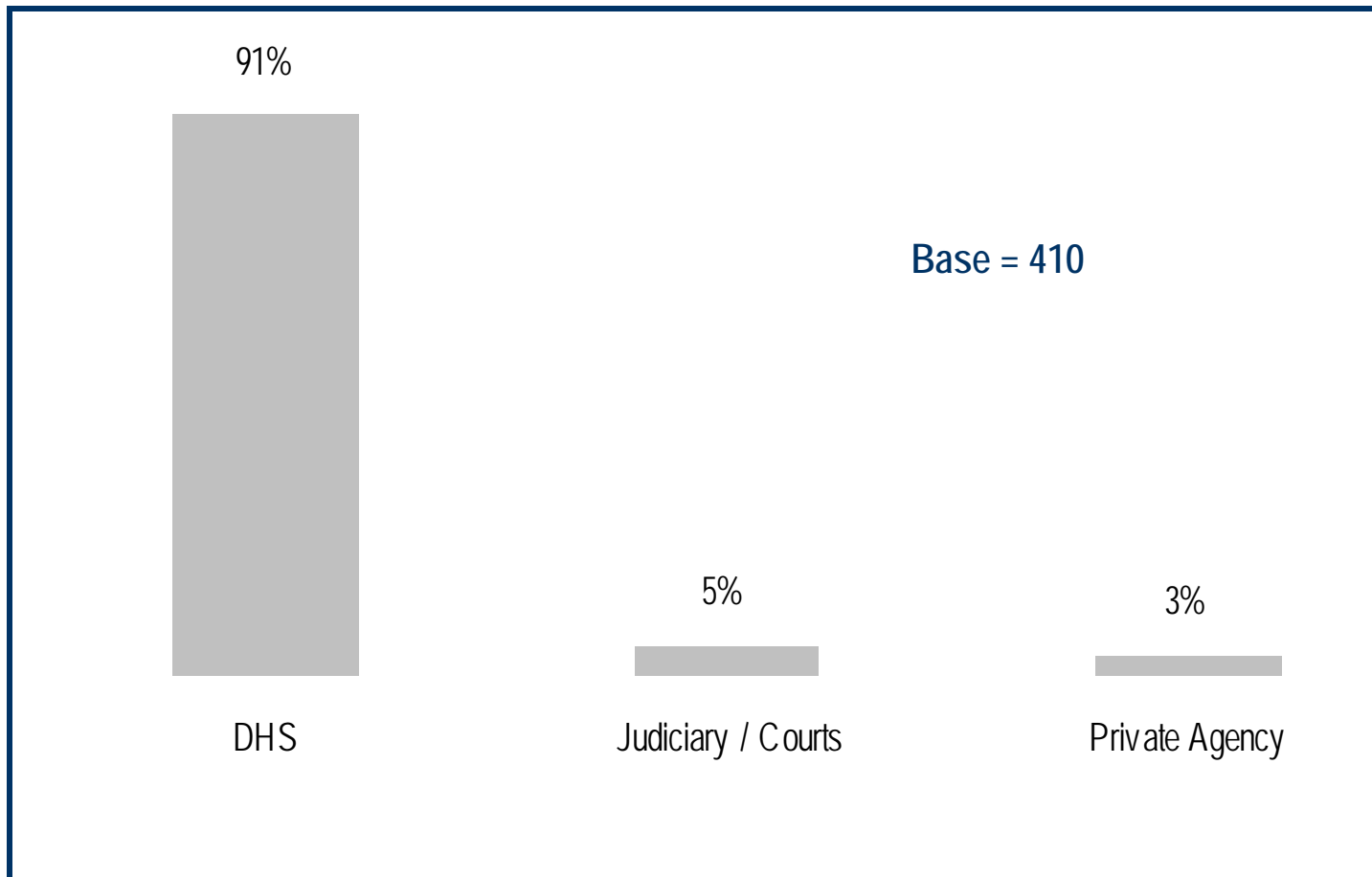
RESPONDENT PROFILE

Q: Have you ever fostered children related to you, such as a nephew, niece, grandchild, etc.?



RESPONDENT PROFILE

Q: Through which agency did you foster most recent child?

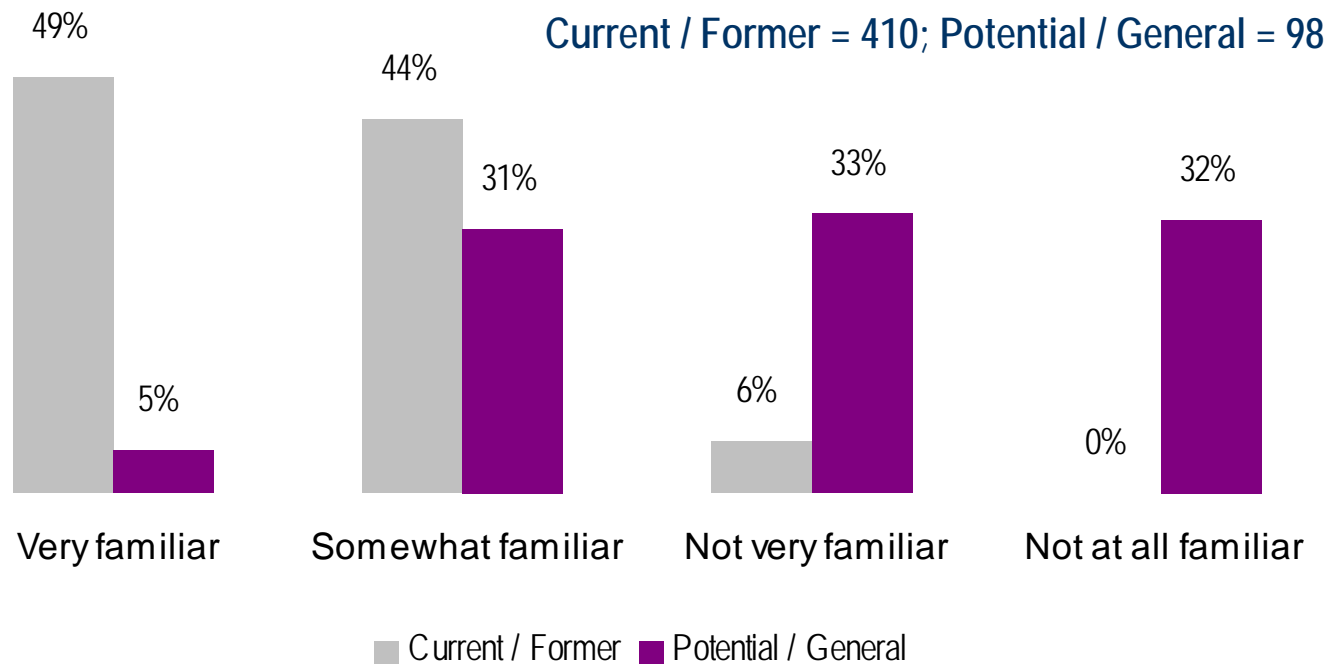




LEVELS OF AWARENESS

GENERAL FAMILIARITY

How familiar are you with the foster care system?



Highlight: As expected, familiarity with the foster care system is low (36%) among potential parents and the general population. Half (49%) of current and former foster parents report they are “very familiar.”

TYPES OF PEOPLE AS FOSTER PARENTS

What kinds of people become foster parents?

	Current / Former	Potential / General Pop
People with grown kids	32%	29%
Large families with lots of kids	20%	31%
Single parents	13%	21%
Childless couples	22%	29%
All of the above	25%	11%
Relative of child in need	9%	2%
People that care about children	7%	4%
Other	6%	4%
BASE	410	98

Highlight: One-third (32%) of current and former foster parents agree that people with grown kids are the type of adults that become involved with foster care. 3 in 10 (31%) potential foster parents and the general population believe large families with lots of kids are typical of foster parents. Further, 9% of those that have provided foster care believe relatives of a child in need are likely candidates versus 2% of potential foster parents and the general population.

MONTHLY STIPEND

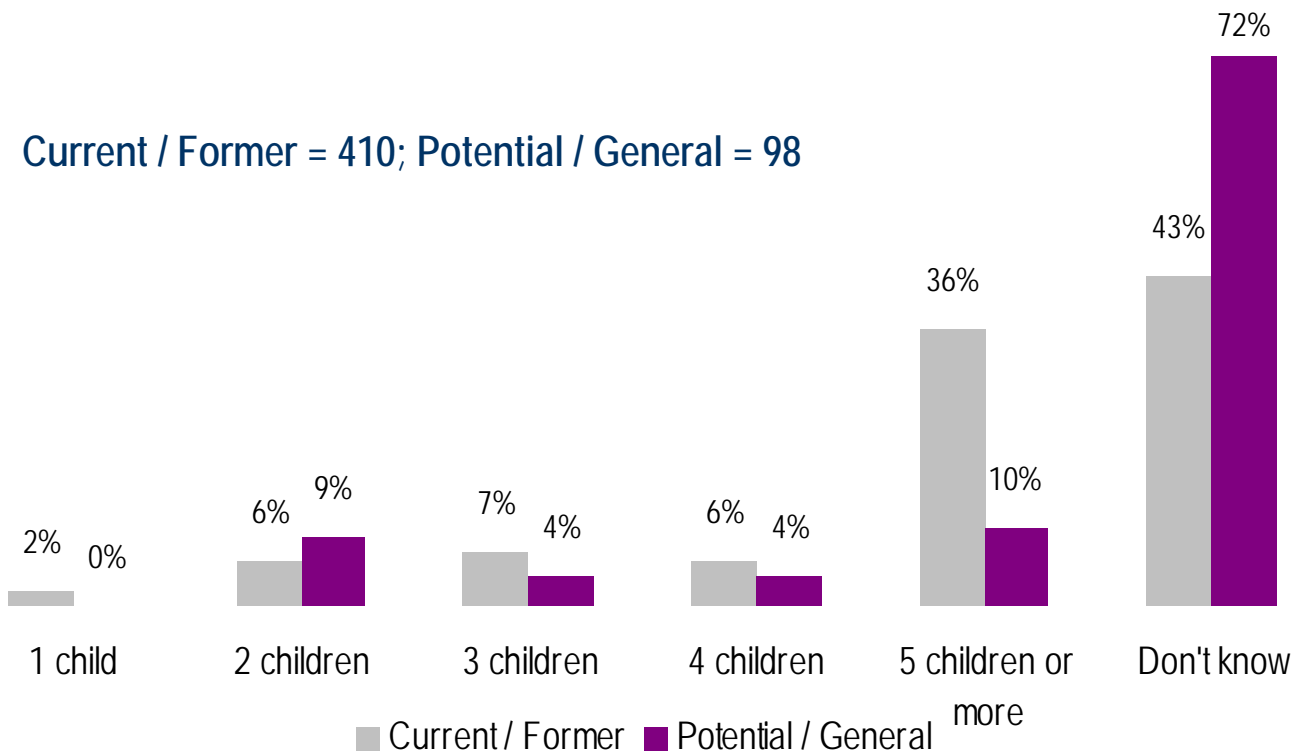
How much does a foster parent get paid for each foster child?

	Current / Former	Potential / General Pop
Mean	\$539	\$656
BASE	410	98

Highlight: On average, potential parents and the general population believe foster parents are paid \$656 per month for each child while those that have fostered children agree the monthly stipend is around \$539.

NUMBER OF FOSTER CHILDREN

How many foster children can a foster parent take in?



Highlight: The majority (72%) of potential parents and the general population does not know how many children a foster parent is allowed to take in. Over one-third (36%) current and former foster parents believe a parent may take in 5 or more children.

RESPONSIBILITY FOR DAMAGES

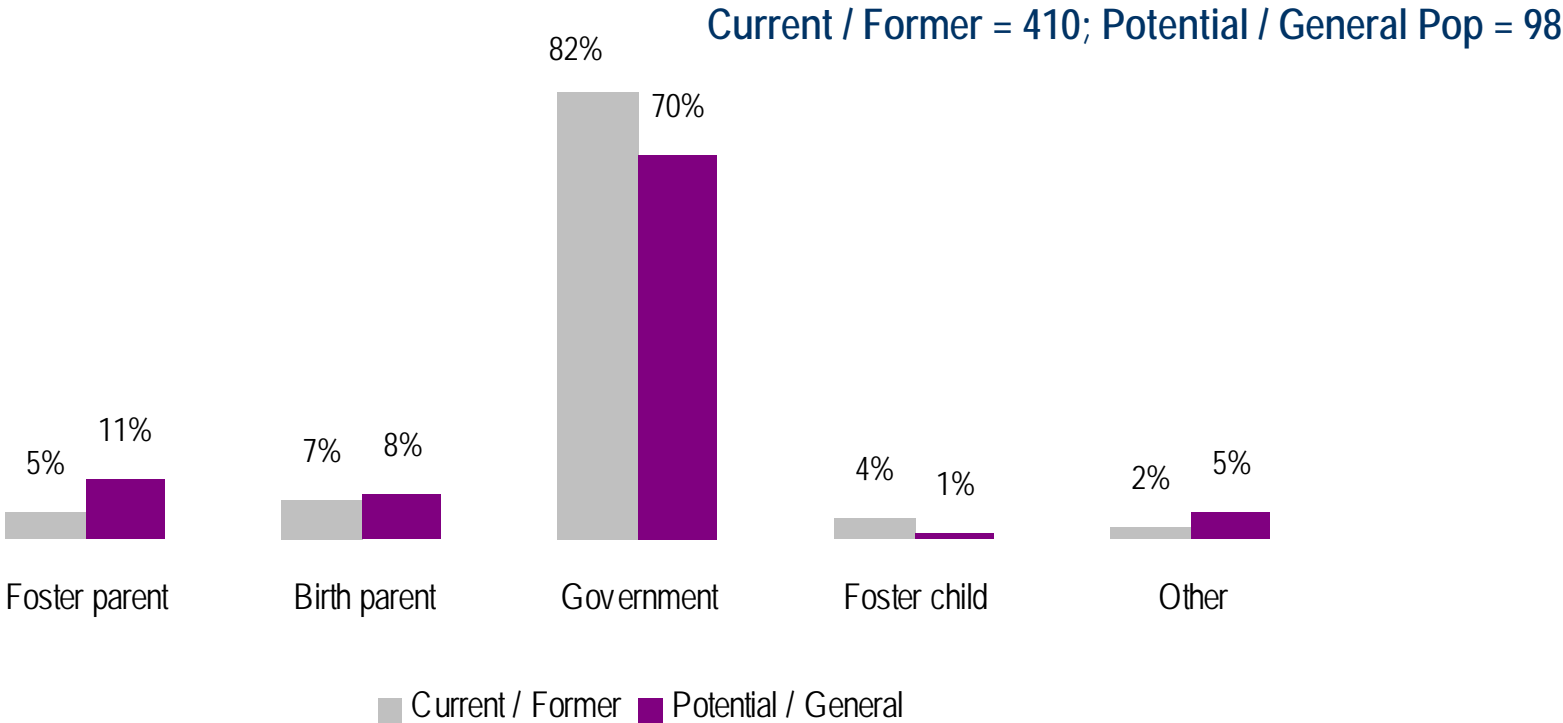
Who is responsible for damages that a foster child does to someone's property?

	Current / Fomer	Potential / General Pop
Foster parent	29%	24%
Birth parent	8%	7%
Government	30%	17%
Foster child	8%	11%
Depends on situation	6%	3%
Combination of above	6%	17%
Agency that placed child	1%	0%
Other	3%	0%
BASE	410	98

Highlight: Overall, respondents agree that the foster parent and government are responsible for property damages inflicted by a foster child. Very few believe the agency that placed the child should be held accountable.

RESPONSIBILITY FOR MEDICAL CARE

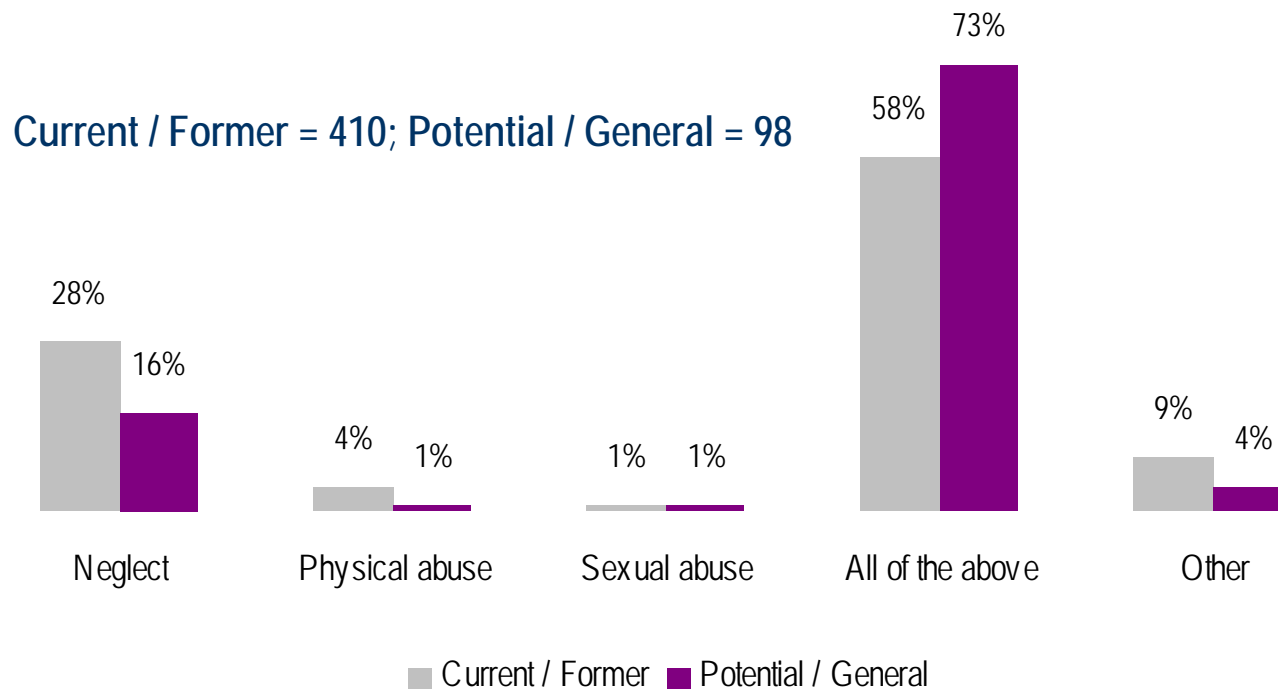
Who is responsible paying for the foster child's medical care?



Highlight: The majority agree that the government is responsible for paying for the foster child's medical care. Compared to those with foster care experience, a larger proportion of potential parents and the general population believe the foster parent is responsible for covering medical care costs.

REASON FOSTER CARE PLACEMENT

Why are most children placed in the foster care system?

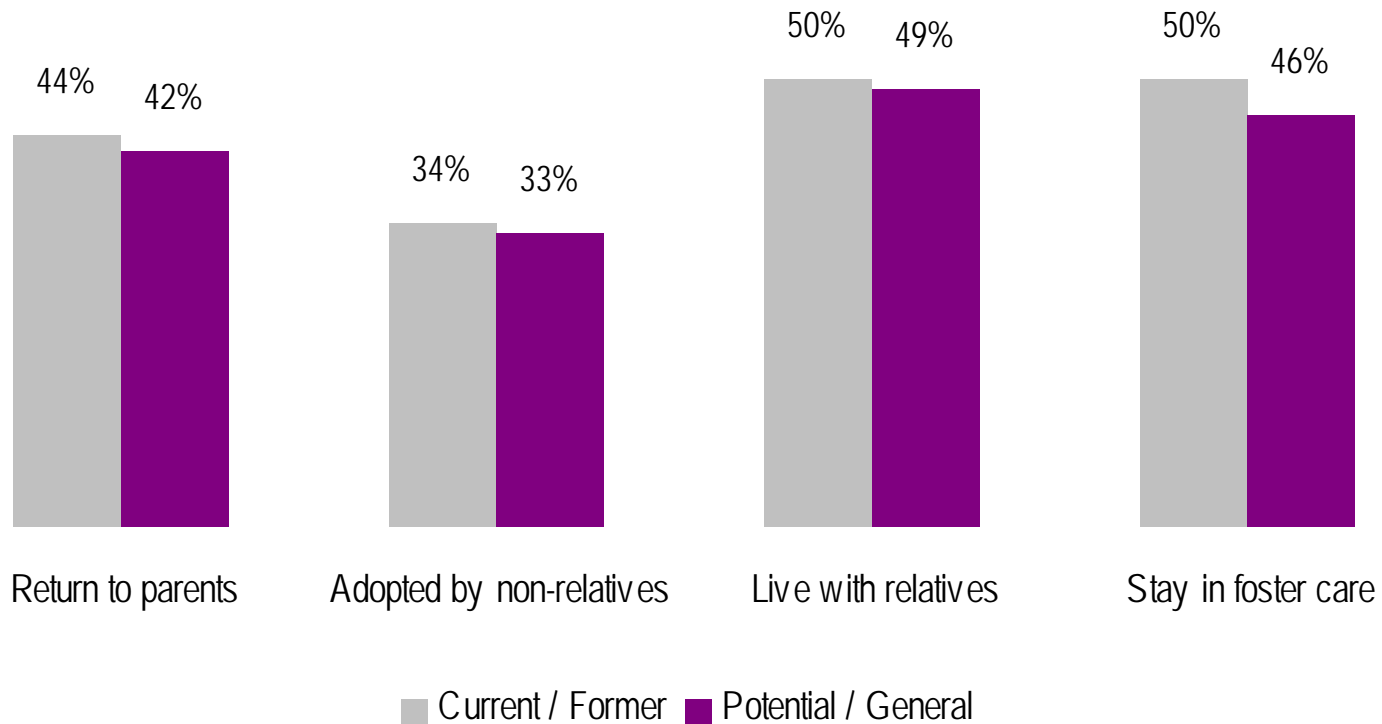


Highlight: When asked why most children are placed in the foster care system, the majority attributed placement to a combination of neglect, physical abuse, and sexual abuse. Other mentions include: parental drug use and the inability of birth parents to raise their children.

FOSTER CARE OUTCOME

What happens to foster children? (Mean Percentages)

Current / Former = 410; Potential / General = 98



Highlight: Overall, respondents believe that the most foster children that are not reunited with their birth parents end up living with other relatives or staying in foster care under age 18.

ETHNIC MIX OF FOSTER CHILDREN

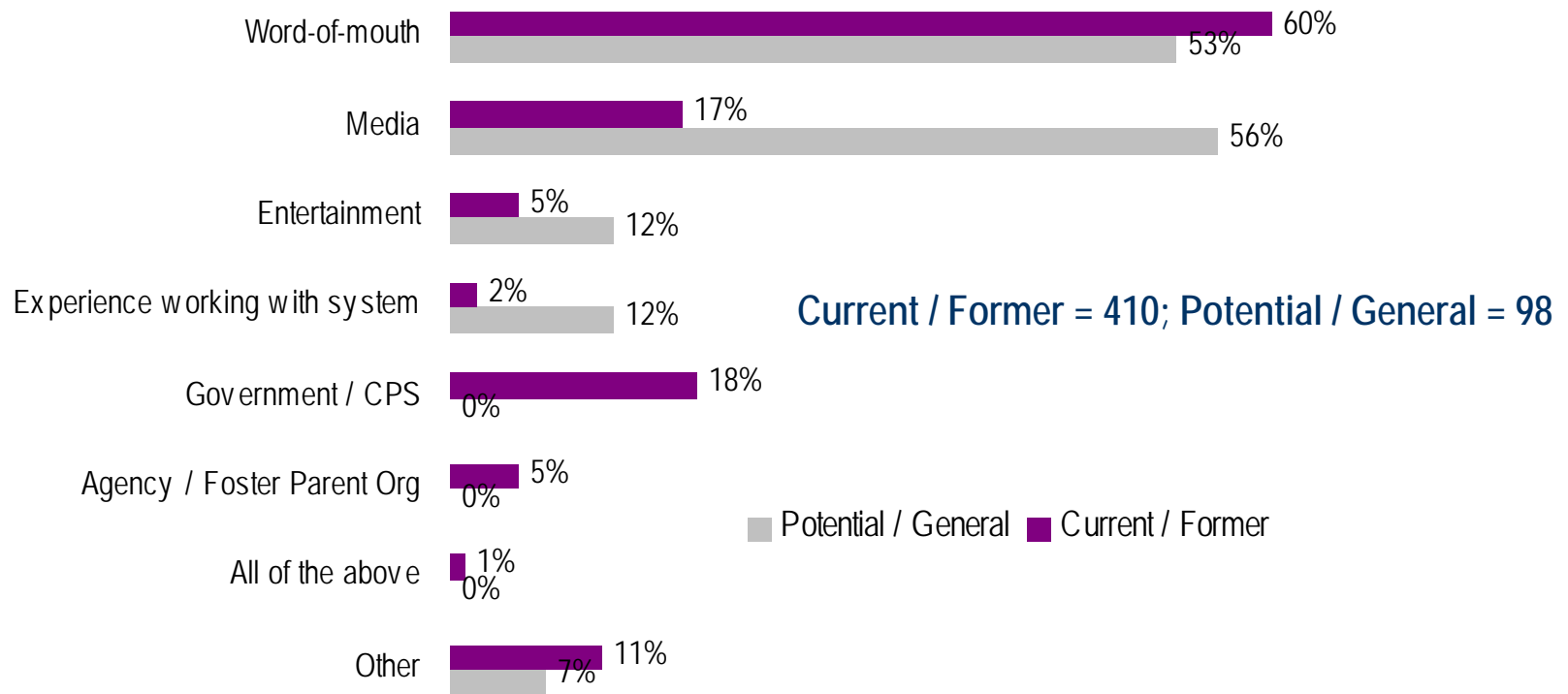
What do you think is the ethnic mix of foster kids in Hawaii?

	Current / Fomer	Potential / General Pop
Caucasian	13%	4%
Asian	11%	6%
African-American	6%	2%
Hawaiian / Part-Hawaiian	53%	39%
Other Polynesian	16%	9%
Hispanic	6%	2%
Mix of ethnicities above	21%	21%
Other	1%	6%
BASE	410	98

Highlight: Most agree that foster kids in the Aloha state are of Hawaiian descent. Many also believe our foster children come from a variety of ethnic backgrounds.

INFORMATION ABOUT FOSTER CHILDREN

Where do you get your information about foster parents and the foster care system?



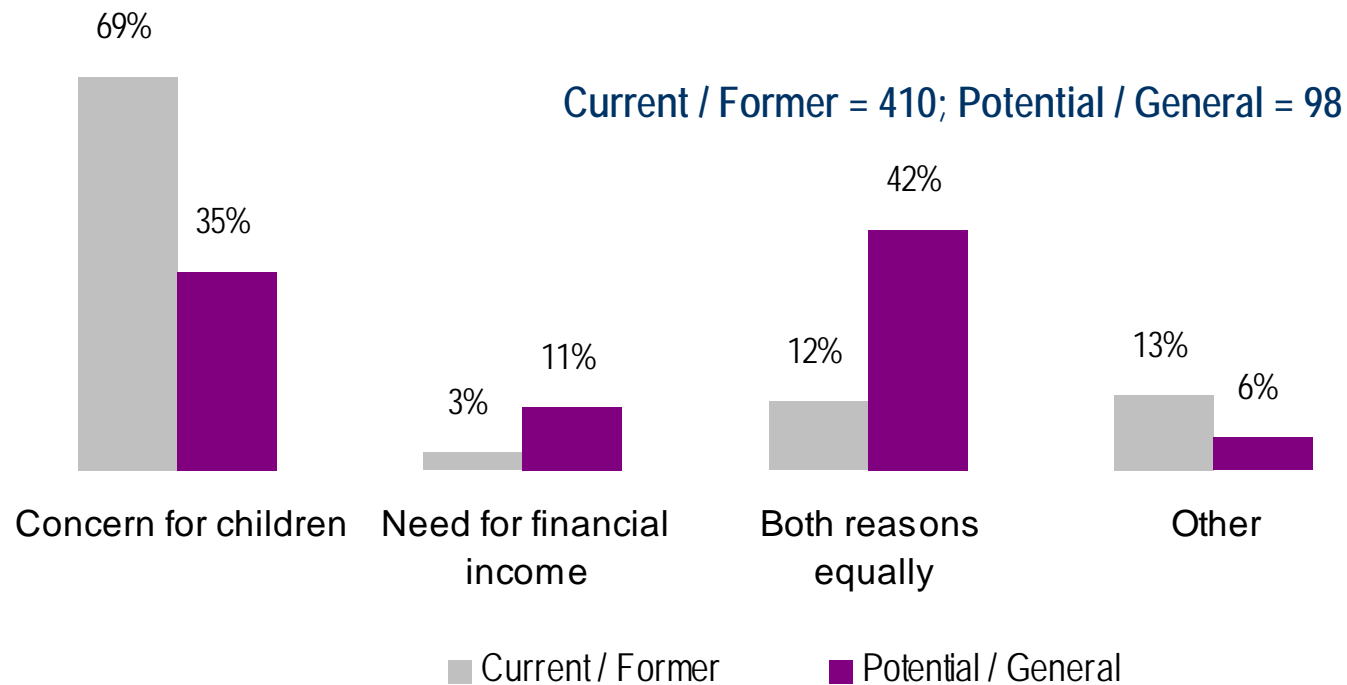
Highlight: Most respondents get their information about foster care from word-of-mouth. Additionally, potential parents and the general population are more likely to rely on the media while those that have provided foster care obtain information from the Government. Other mentions include self-initiated research, previous experience, and classes / training.



PERCEPTIONS & ATTITUDES

DECISION TO BECOME FOSTER PARENTS

Why do people decide to become a foster parent?



Highlight: 3 in 5 of those that have provided foster care believe people decide to become foster parents out of concern for the children. Most potential parents and the general population (42%) agree that the decision is based on both concern for the children and need for financial income. Other mentions include desire to have children in the home, wish to adopt, and relative of child providing needed support.

REASONS FOR NOT CHOOSING TO BECOME FOSTER PARENT

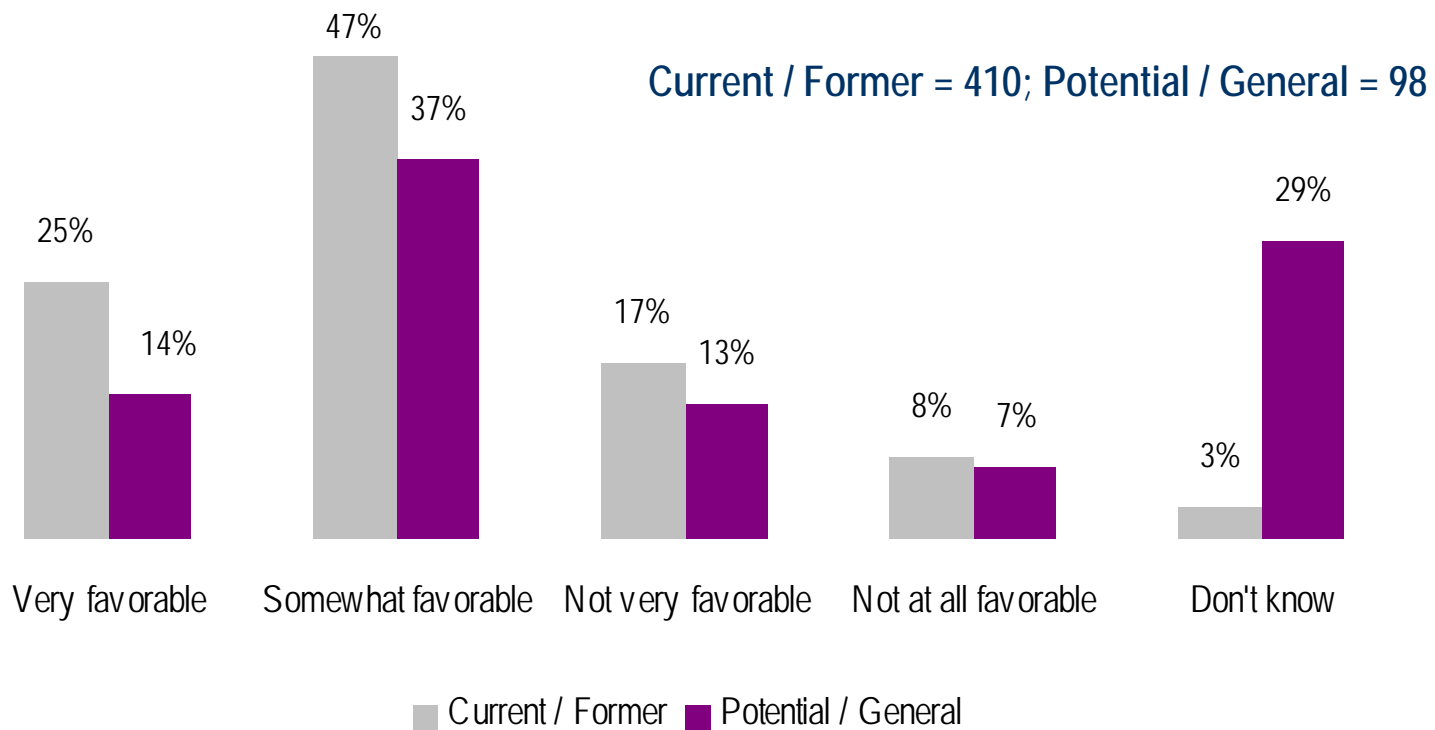
What are reasons people choose not to become foster parents?

	Current / Fomer	Potential / General Pop
Unable to provide financial support	50%	65%
Uable to provide emotional support	61%	69%
Afraid of responsibility	76%	79%
Information not available	53%	59%
Never thought of it	72%	79%
Not enough time	9%	7%
Not enough space in home	3%	4%
Too much bureaucracy / Invasion of privacy	7%	2%
Attachment to child	3%	0%
Uncertainty over child's behavior	3%	0%
Not enough knowledge	3%	2%
Misconceptions about foster children	2%	4%
Lack of government support	2%	0%
Fear of dealing with birth parents / own kids	1%	1%
Many reasons	2%	0%
Simply not interested	2%	4%
Other	7%	4%
Base	410	98

Highlight: Respondents believe that *fear of the responsibility and risks of caring for a child and never thinking about foster care* are the top reasons people choose not to become foster parents.

OPINION TOWARDS FOSTER CARE

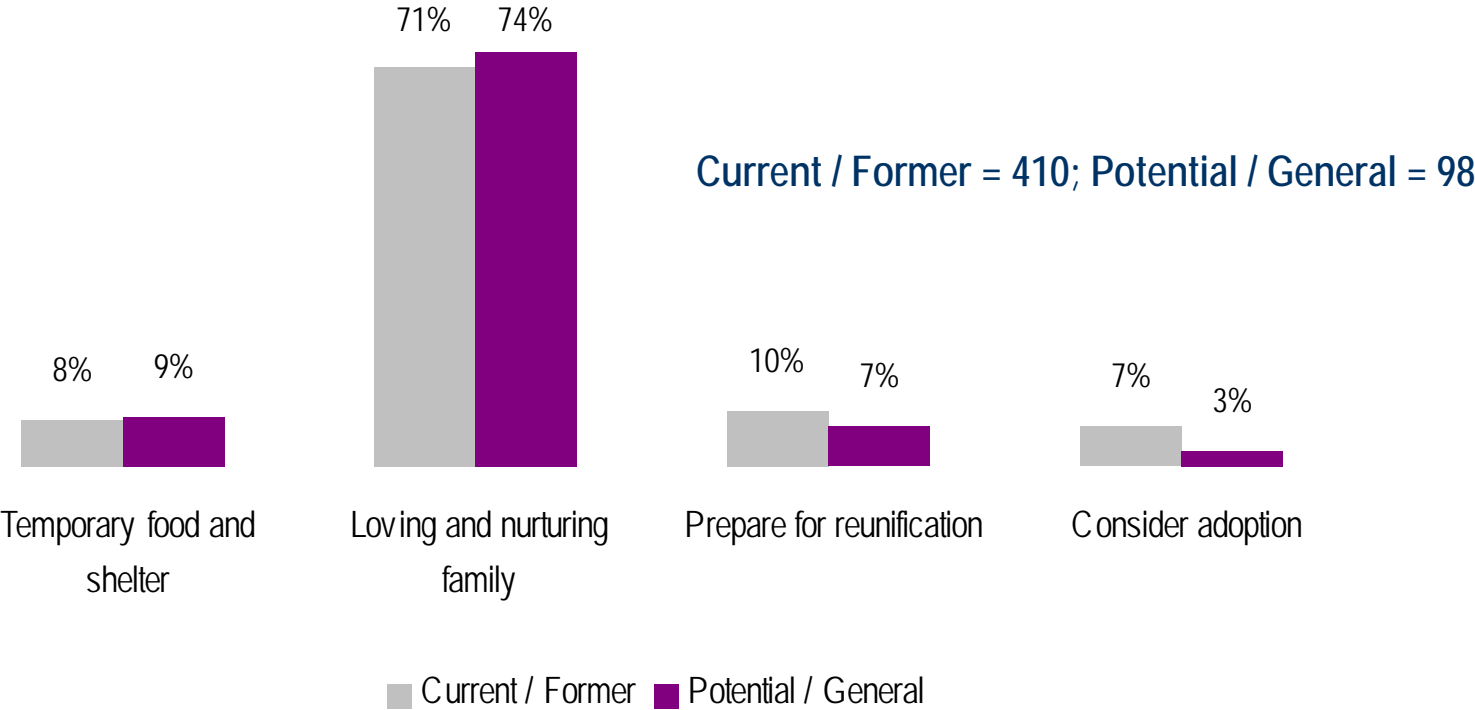
What is your opinion towards foster care?



Highlight: It is not surprising that favorability towards foster care is higher among current and former foster parents than adults that have not provided foster care. Further, 3 in 10 (29%) of potential parents and the general population are not able to express an opinion.

PRIMARY ROLE OF FOSTER PARENTS

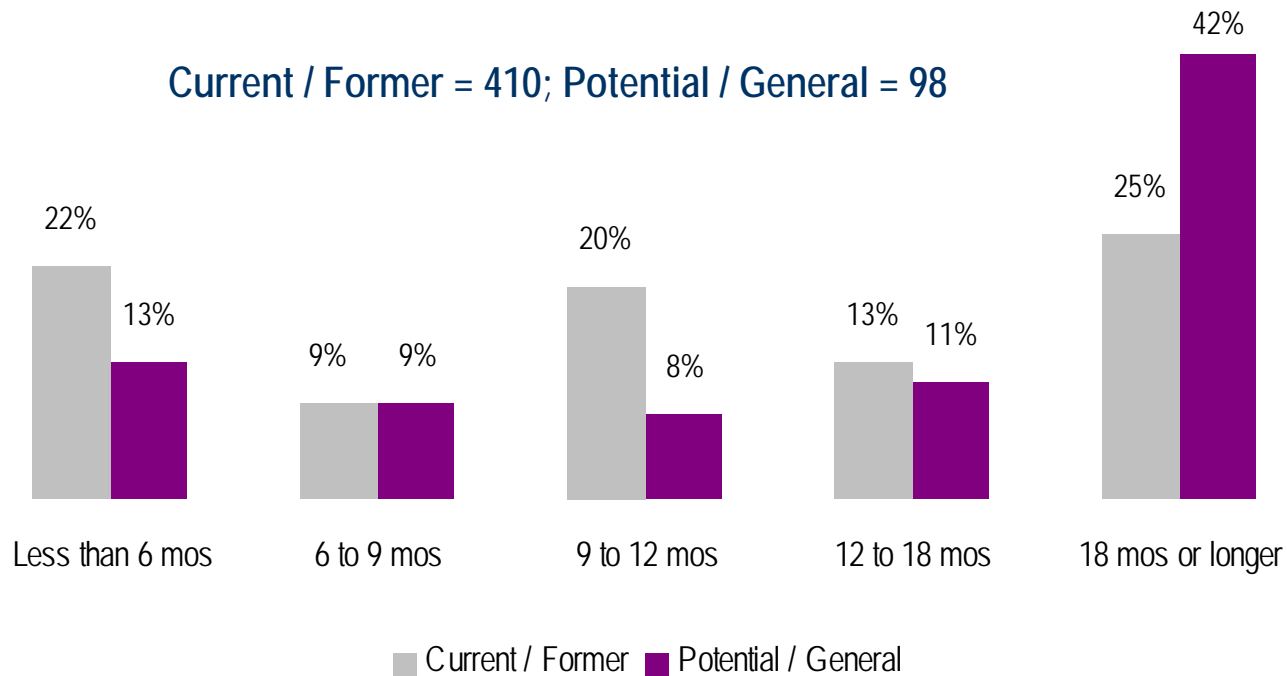
What is the primary role of foster parents?



Highlight: The majority agree that the primary role of foster parents is to provide a loving and nurturing family.

LENGTH OF STAY IN FOSTER CARE

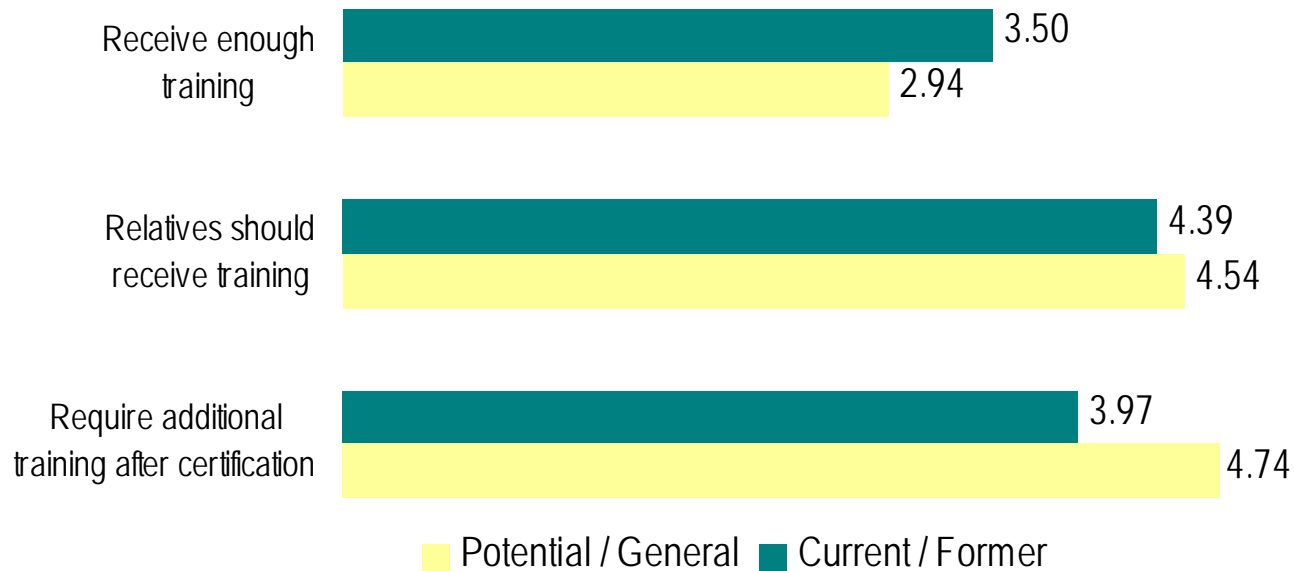
How long should the foster child be allowed to remain in foster care before a permanent home is found?



Highlight: Compared to those that have provided foster care, potential parents and the general population tend to believe that children should remain in foster care for longer periods of time. Only one-quarter of current and former foster parents believe children should be allowed to remain in foster care for 18 months or more versus 42% of potential parents and the general population.

TRAINING AND LICENSING

Level of agreement with statements (Means)

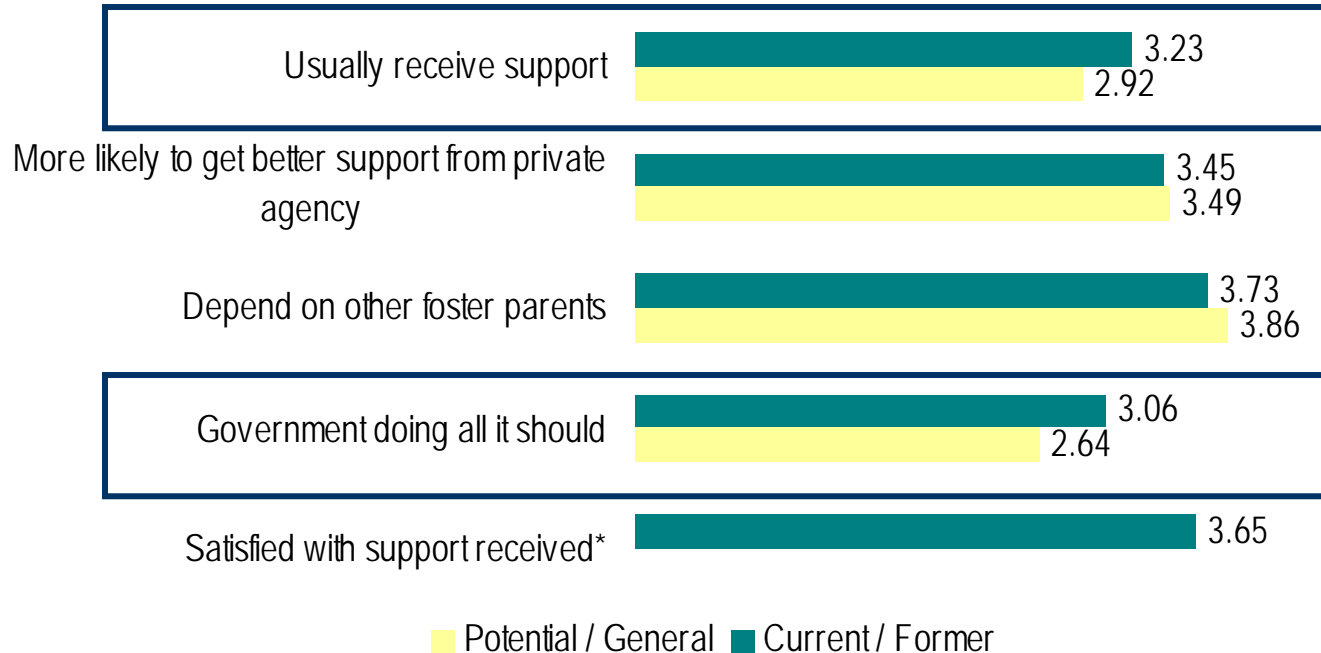


Ratings based on a scale of 1 to 5, with 5 = strongly agree and 1 = strongly disagree

Highlight: Current and former foster parents are more likely to agree that foster parents receive enough training (3.50) than potential parents and the general population (2.94). Both groups agree that relatives should be required to undergo training.

FOSTER FAMILY SUPPORT

Level of agreement with statements



Ratings based on a scale of 1 to 5, with 5 = strongly agree and 1 = strongly disagree

*Only asked among current foster parents

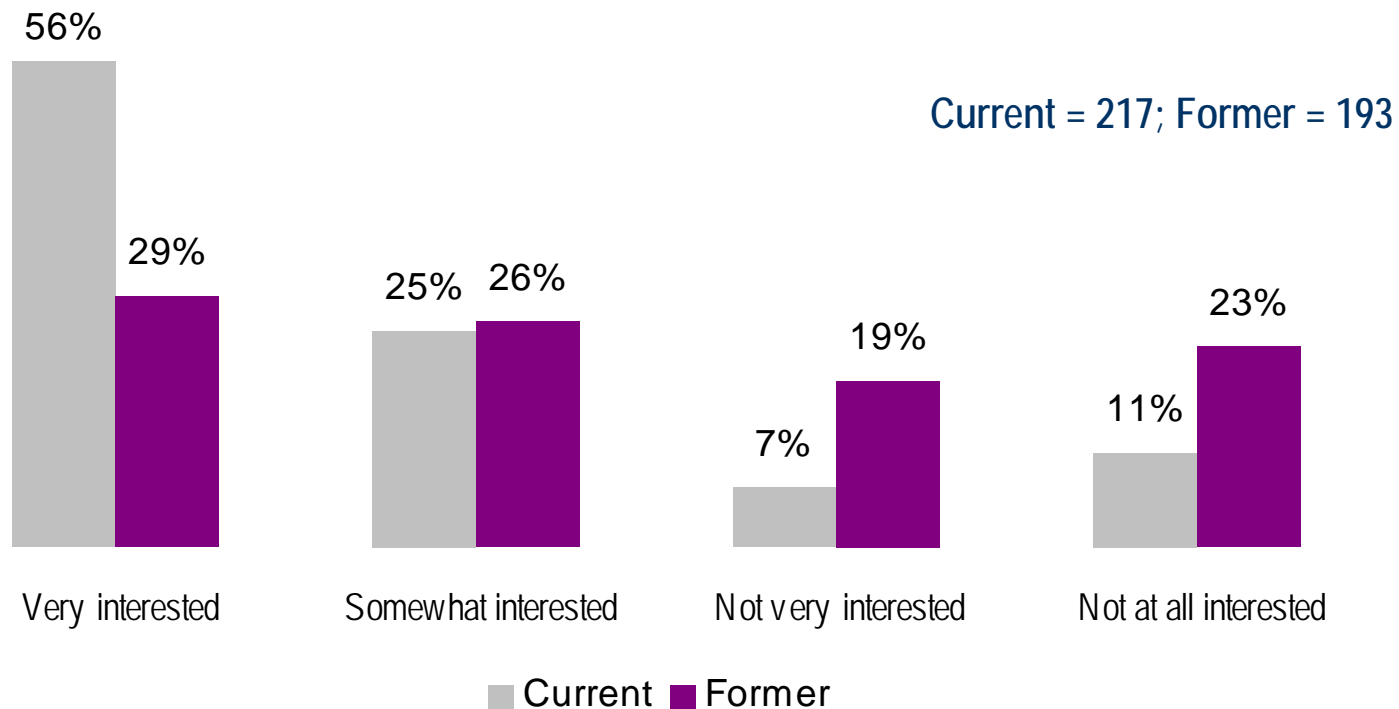
Highlight: Levels of agreement were lowest on *usually receive all the support needed* and *government is doing all it should to support foster families*.



INTEREST IN FOSTER CARE

INTEREST IN PROVIDING FOSTER CARE

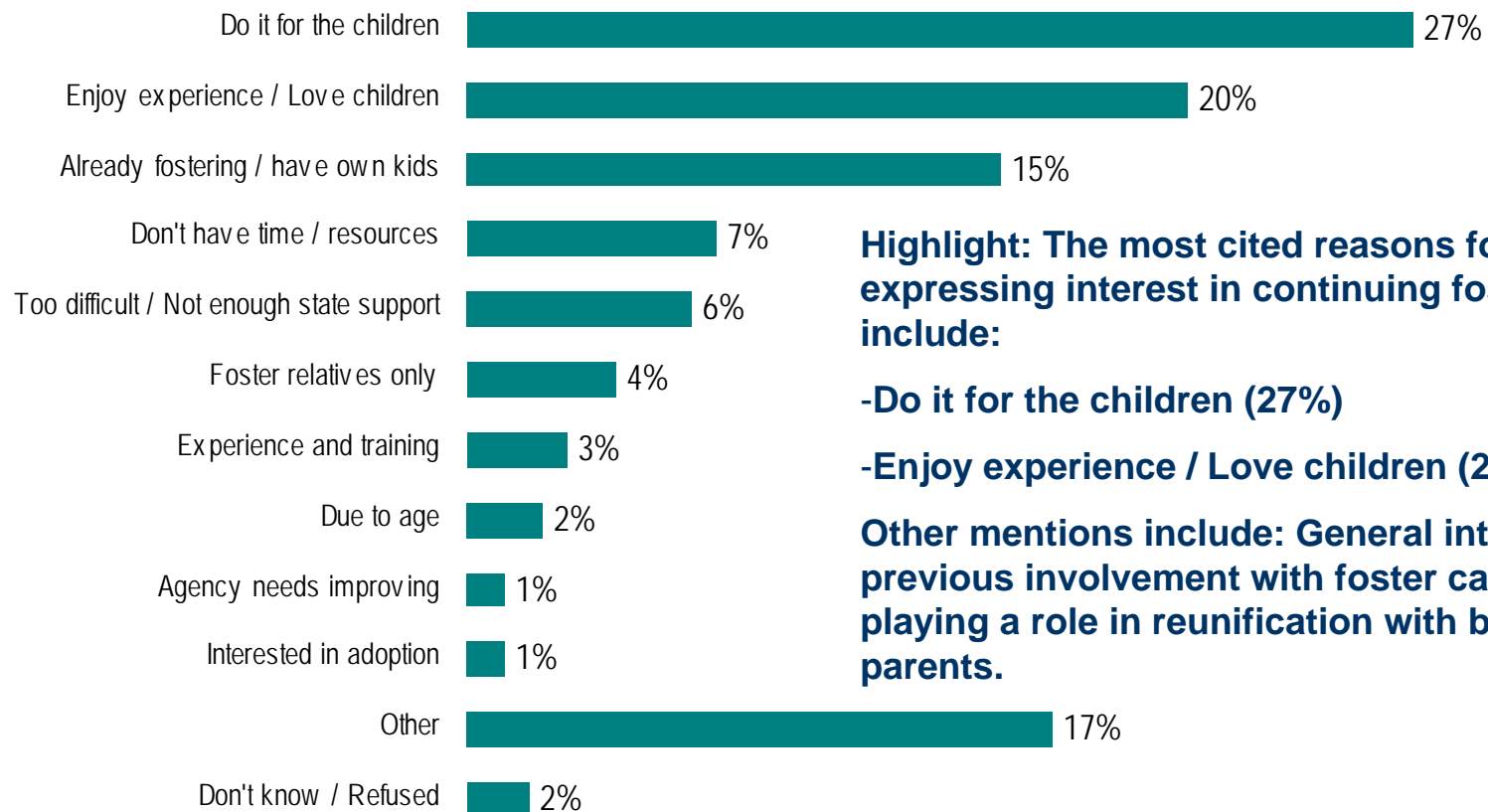
How interested are you in providing foster care?



Highlight: Interest in providing foster care is highest among current foster parents. Over half (56%) described themselves as “very interested” compared to 3 in 10 (29%) of former foster parents.

REASONS FOR INTEREST

Why do you say that?



Highlight: The most cited reasons for expressing interest in continuing foster care include:

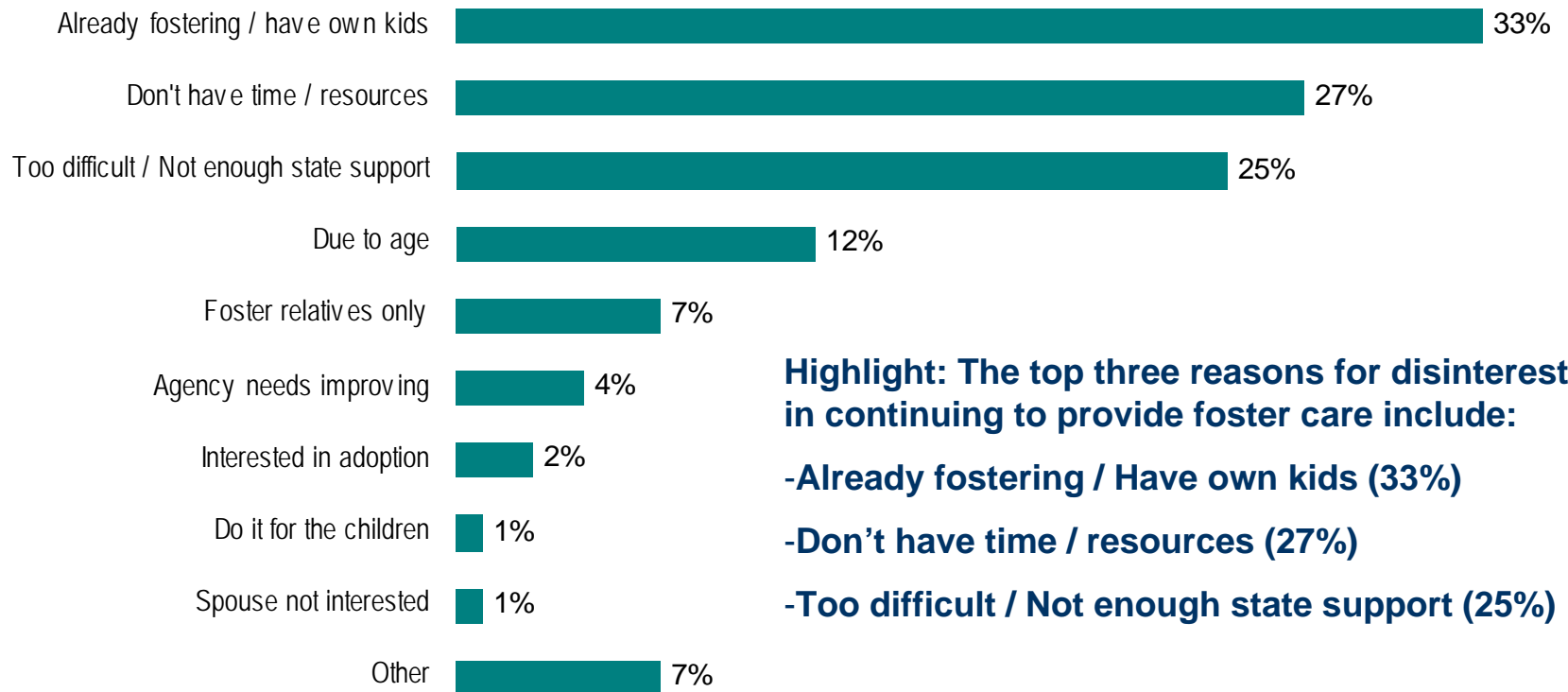
-Do it for the children (27%)

-Enjoy experience / Love children (20%)

Other mentions include: General interest, previous involvement with foster care, and playing a role in reunification with birth parents.

REASONS FOR DISINTEREST

Why do you say that?



Highlight: The top three reasons for disinterest in continuing to provide foster care include:

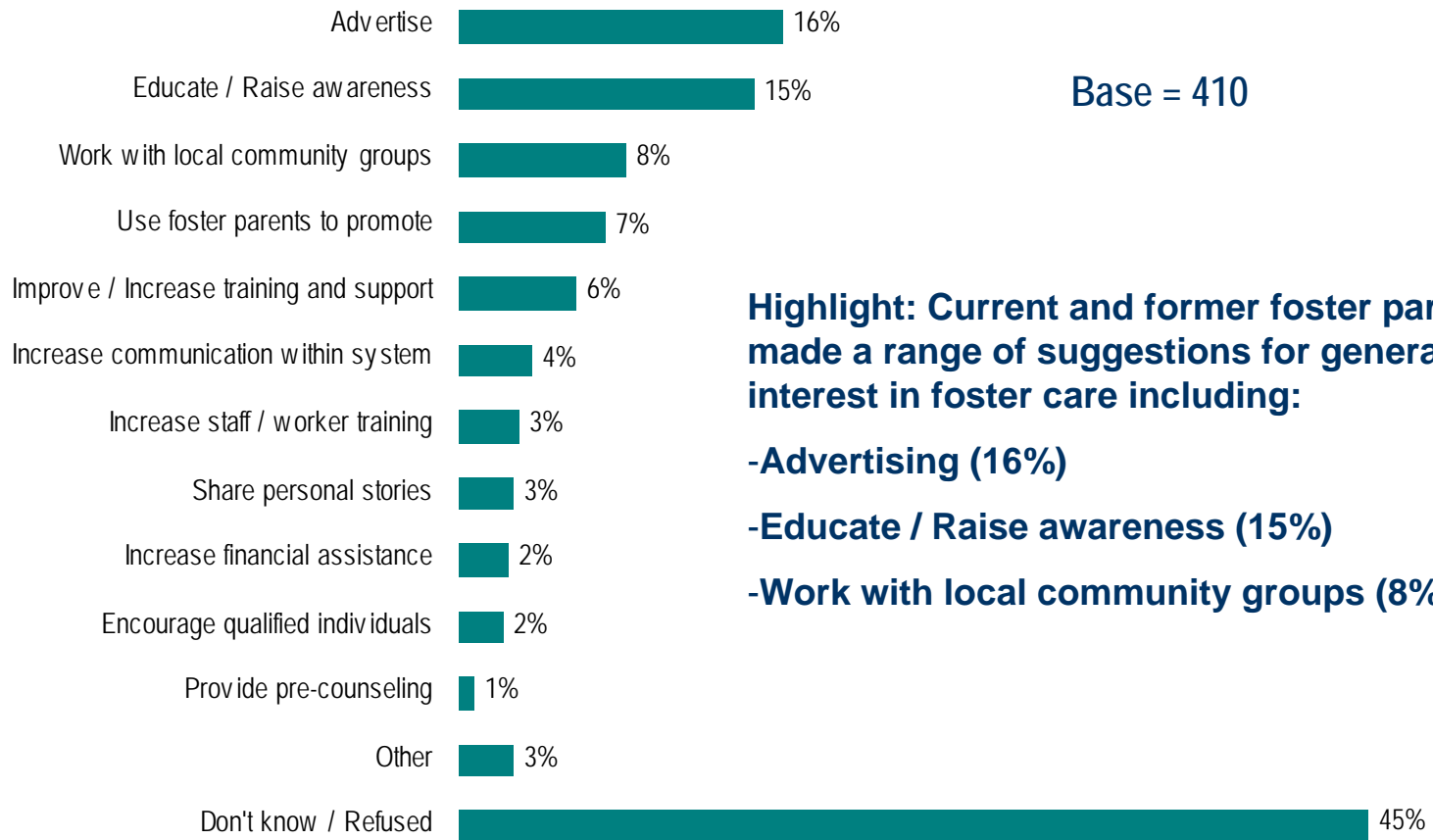
-Already fostering / Have own kids (33%)

-Don't have time / resources (27%)

-Too difficult / Not enough state support (25%)

SUGGESTIONS FOR GENERATING INTEREST

Do you have any suggestions for building interest in foster care among others? (Current and Former Foster Parents)



Highlight: Current and former foster parents made a range of suggestions for generating interest in foster care including:

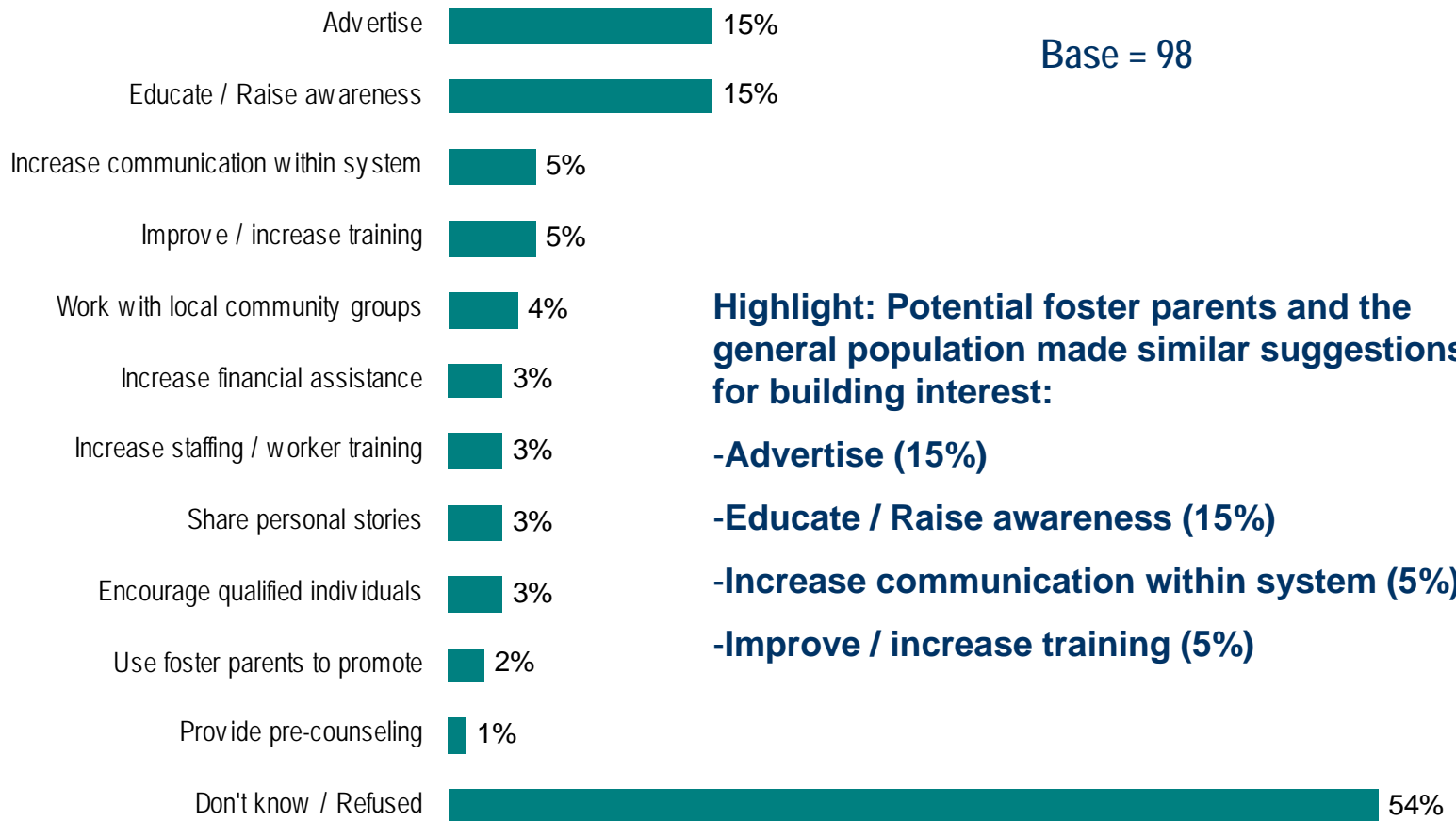
-Advertising (16%)

-Educate / Raise awareness (15%)

-Work with local community groups (8%)

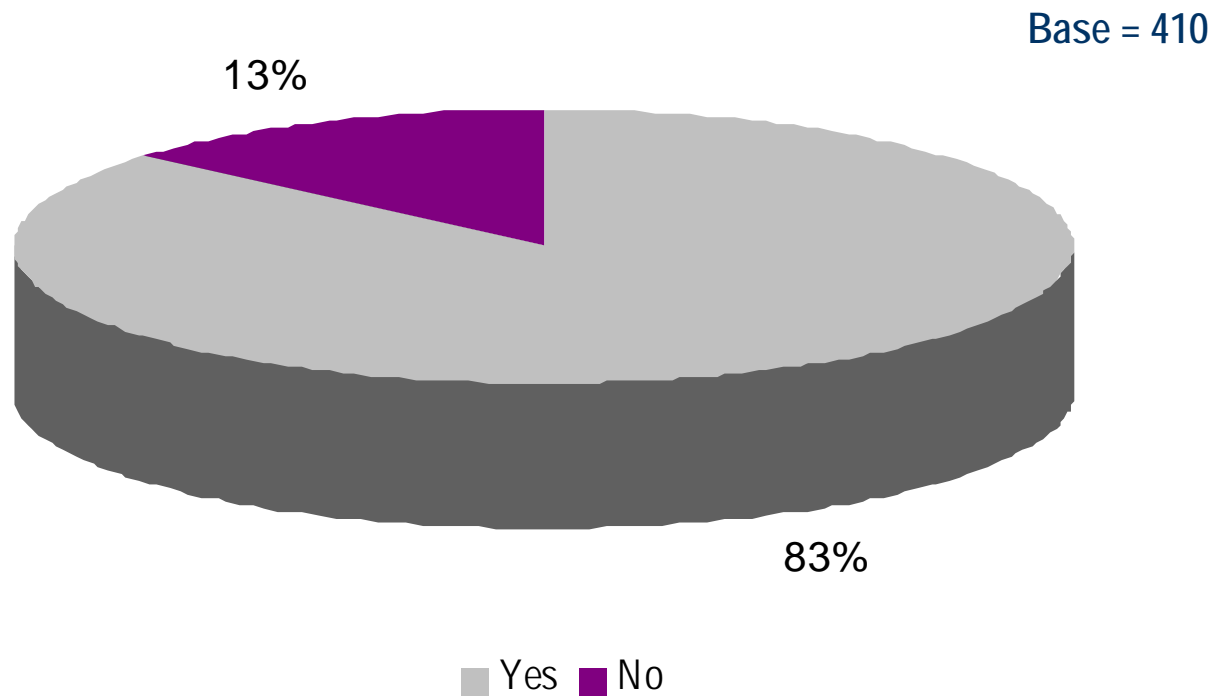
SUGGESTIONS FOR GENERATING INTEREST

Do you have any suggestions for building interest in foster care among others? (Potential Foster Parents and General Pop)



RECOMMENDING FOSTER CARE

Would you recommend foster care to others?



Highlight: The vast majority (83%) of current and former foster parents would recommend the experience to others.

Effective Messages

- Emotional appeal
- Real case, success stories
- Benefits
 - Fulfilling, feel good, civic duty
 - “Be the change that you want to see”
 - Financial
 - “You can use the \$\$, a kid could use a room”
- Relevant, connection
- Foster child(ren) advocate

Effective Vehicles

- Churches
- Foster children
- Youth rallies
- Radio
- TV