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Insights into the Latest Trends & Consumer Behavior Regarding Enrichment Classes



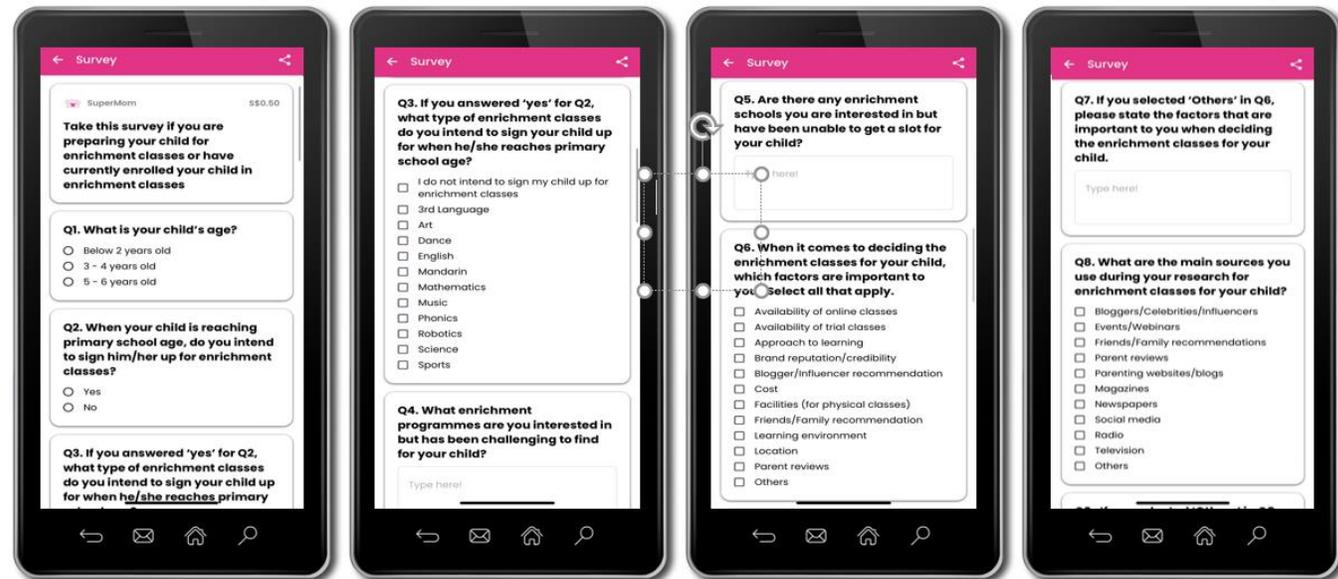
SuperMom Research & Insights

With access to Millions of Parents in SEA, Supermom is able to conduct surveys & research with **SCALE** and **SPEED digitally**. With our AI driven survey & polling app supported by our social commerce ecosystem, we can achieve laser sharp targeting reaching out to the exact research audience.



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Supermom has been helping brands across South East Asia gain insights into parenting behaviour to develop data-driven business & marketing strategies.



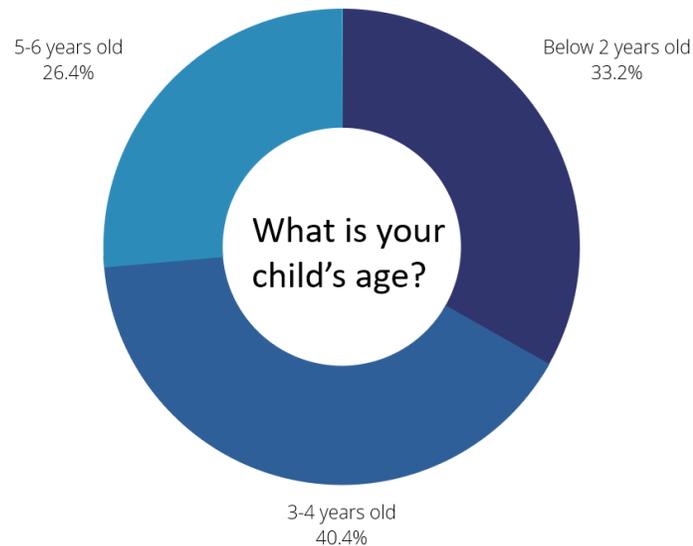


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Demographic of Research Audience

Base: X Respondents

66.8% of respondents have children in the mandatory preschoolers age group



90% of respondents acknowledge that enrichment classes is a must before their child turns 7



“Students who spend more time in enrichment programs do better academically. After all, kids get added time to study, ask questions, improve problem-solving and critical thinking skills.”



Executive Summary

The tuition and enrichment class industry in Singapore is valued at more than \$1B worth. This relates to close to 97% of school going children have attended a tuition or enrichment class in their schooling years. 80% of Singaporeans believe that tuition is beneficial to their children's education, and while about half feel that their children need tuition to keep up with their peers. For most, tuition has become a way of life, and a necessary evil for one's child to survive in the education jungle.

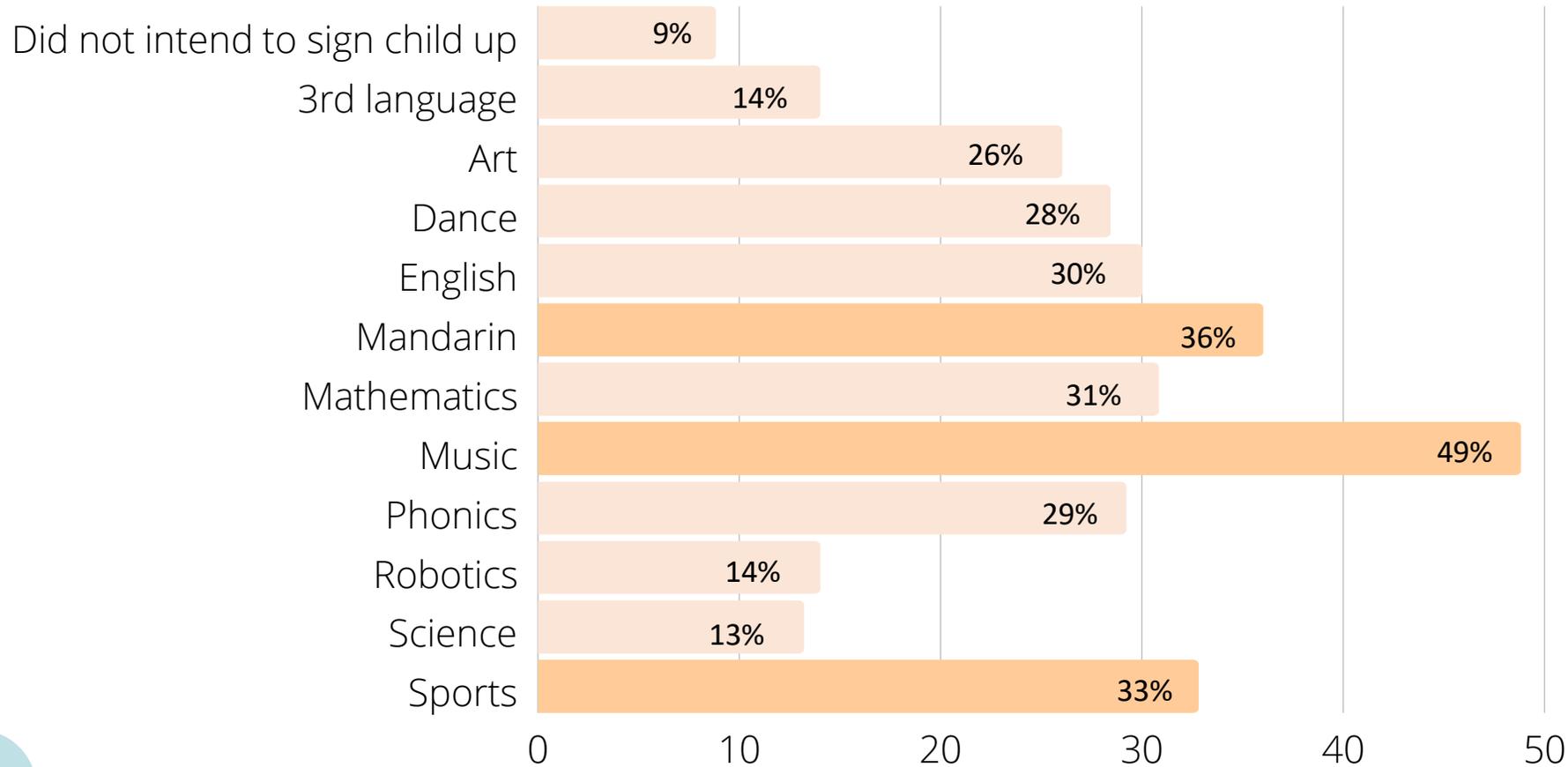
In this study, we take apart the difference between tuition and enrichment classes. Our focus is also on parents with children below 7, and have yet to attend primary school. We seek to find out if parents with children aged between 0 to 6 years old, already have plans or already are sending their preschoolers for enrichment classes. And why.

Enrichment classes are crucial to a child's development as their learning and knowledge are greatly influenced. Educational enrichment classes help to improve the process of learning for children as these classes are focused on allowing children to get knowledge and skills through friendly and fun activities as play and experimentation.

The benefits of exposure to enrichment classes are aplenty, as seen from the feedback gathered here. Fortunately (or unfortunately), they also prepare our little ones for the grueling life of extra classes outside of school curriculum that is to come in the next 10 years of mandatory public education.

<https://skoolopedia.com/a-comprehensive-guide-to-enrichment-classes-and-tuition-centres-in-singapore/>

Music, Mandarin and Sports are the 3 most popular enrichment programs parents would sign up for their children



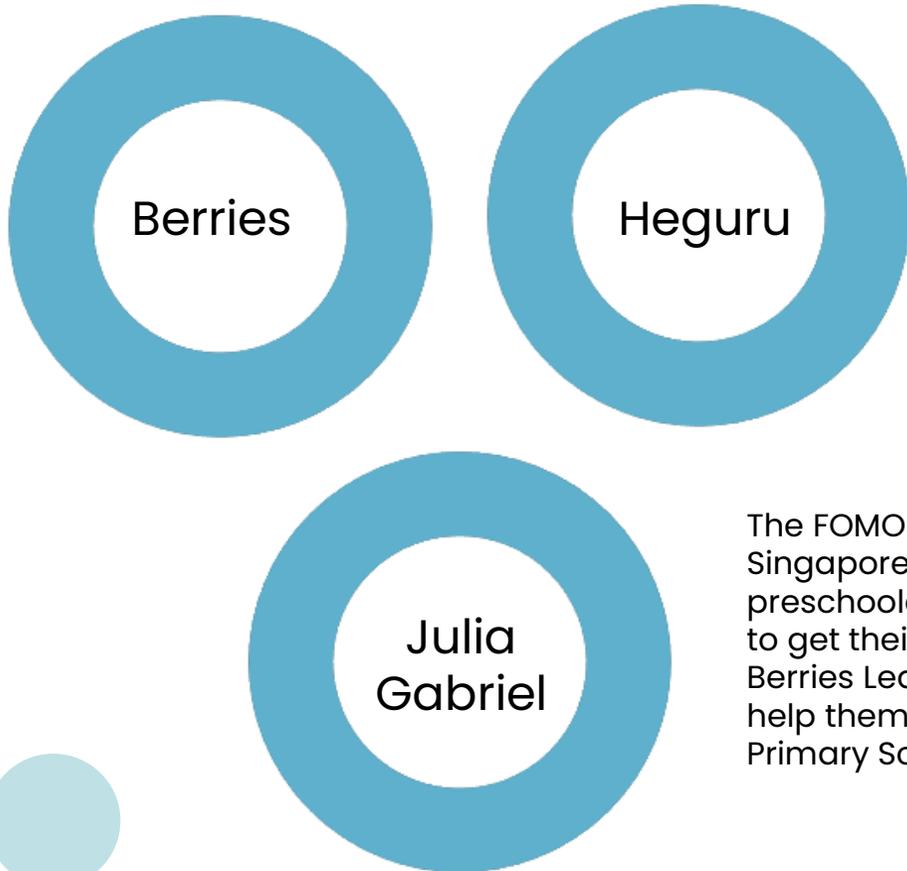
Interestingly, despite the rise of STEM education and media coverage about the impact of robots in everyday life, only **14%** of parents see the need to send their children for coding and robotics classes

Parents in Singapore are practical – on top of the associated benefits of early exposure to music and sports, the national education system now allows children to enter into schools through their talent of music and sports

Most Singaporeans struggle with mastery of speaking good mandarin and close to **40%** of parents see the need to start their children early in their development of mandarin language

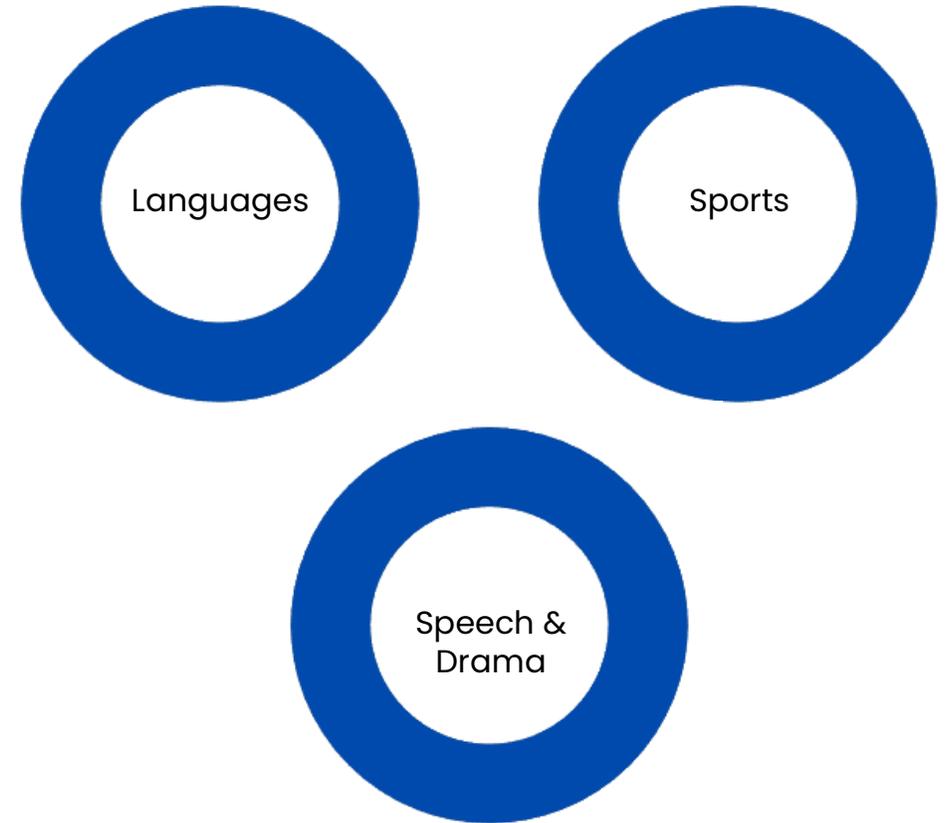
Amongst 800+ enrichment schools in Singapore, Berries Learning Centre remains the most sought after and hardest to get a slot for their child

Top 3 enrichment schools parents struggle to get slots in



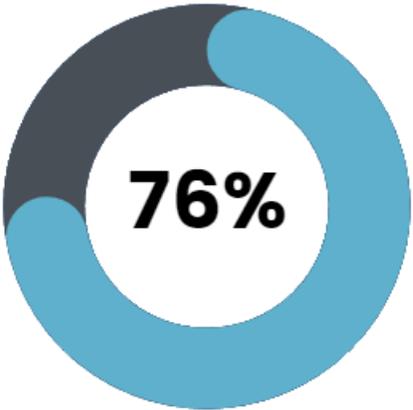
The FOMO feel is real in Singapore and many preschooler parents swarm to get their child a slot in Berries Learning Centre to help them prepare for Primary School education

Top 3 enrichment categories parents struggle to find the right ones

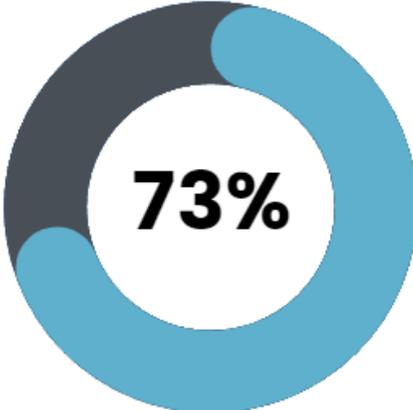


Preschooler parents are interested to find quality enrichment programmes in the spaces of languages, speech & drama and sports for their children but struggle to find the right ones for their child/children

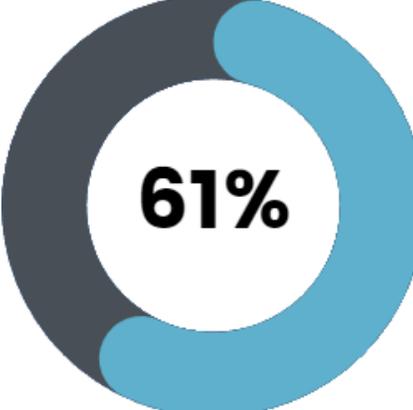
Costs, locations and availability of trial classes are most important factors when parents make decisions for enrichment classes



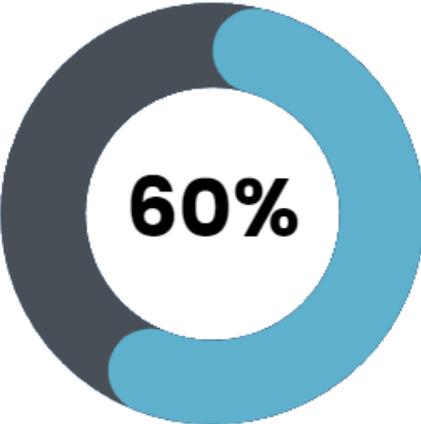
of parents prioritize **location** in their decisions



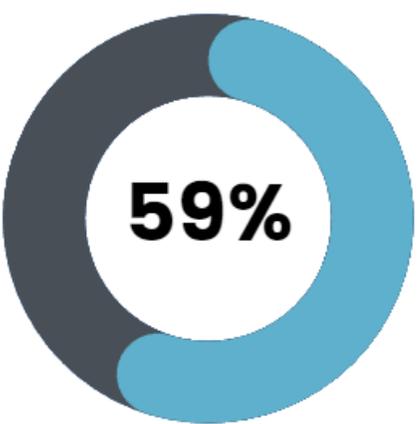
of parents prioritize **costs** in their decisions



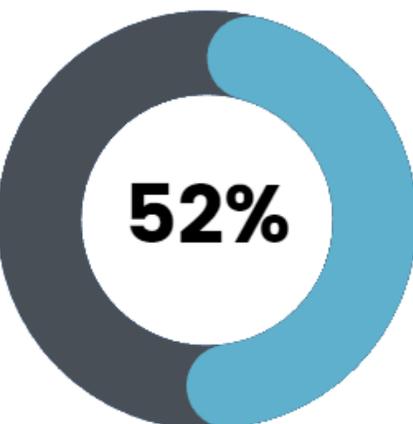
of parents prioritize **availability of trial classes** in their decisions



of parents prioritize **learning environment** in their decisions



of parents prioritize **learning methodologies** in their decisions



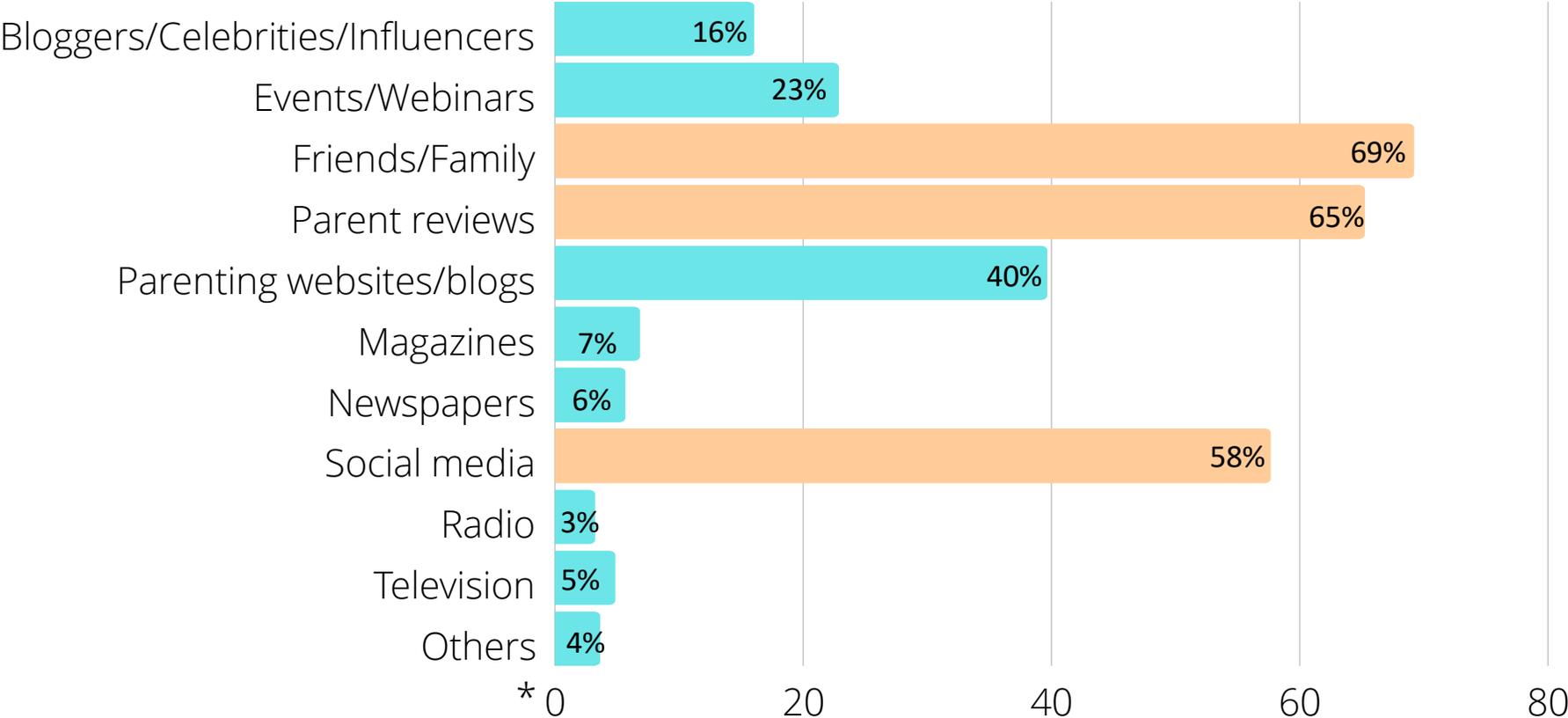
of parents prioritize **available physical facilities** in their decisions

More than **60%** of parents surveyed acknowledge that it is important for them to be provided with a trial class to determine if they would put more dollars behind the class

Interestingly, despite the pandemic, only **24%** of parents surveyed prioritize the availability of online classes when it comes to enrichment class decisions

When it comes to education, parents do not turn to celebrity endorsements for recommendations of classes. Instead, the reviews of everyday parent reviews, along with family and friends recommendations are much more important.

Friend/Family Recommendations & Parent Reviews are Biggest Influencers to Enrichment Class Decisions



While location is very important for purchase decisions, parents do not think that advertisements in the vicinity of the centre impact decision making

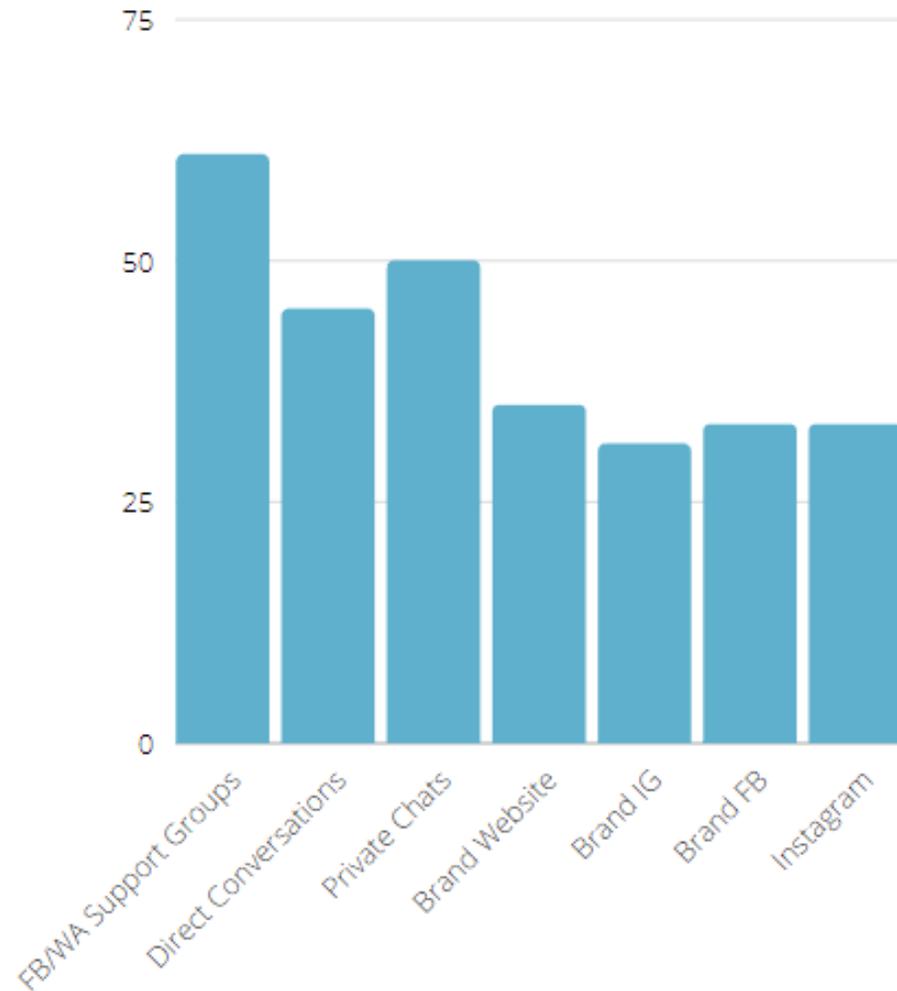
More than **85%** of parents turn to recommendations of friends/family, and fellow parenting reviews before making decisions on their enrichment programmes.

Traditional media do not make an impact on enrichment class decisions

Parents with household incomes of **more than \$10,000** also agree that these factors influence their decisions:

1. Parenting Reviews – 74%
2. Friends/Family Recommendations – 65%
1. Social Media Channels – 56%

Community Support Groups, Direct Conversations & Reviews on School Website are Crucial Sources of Recommendations & Reviews

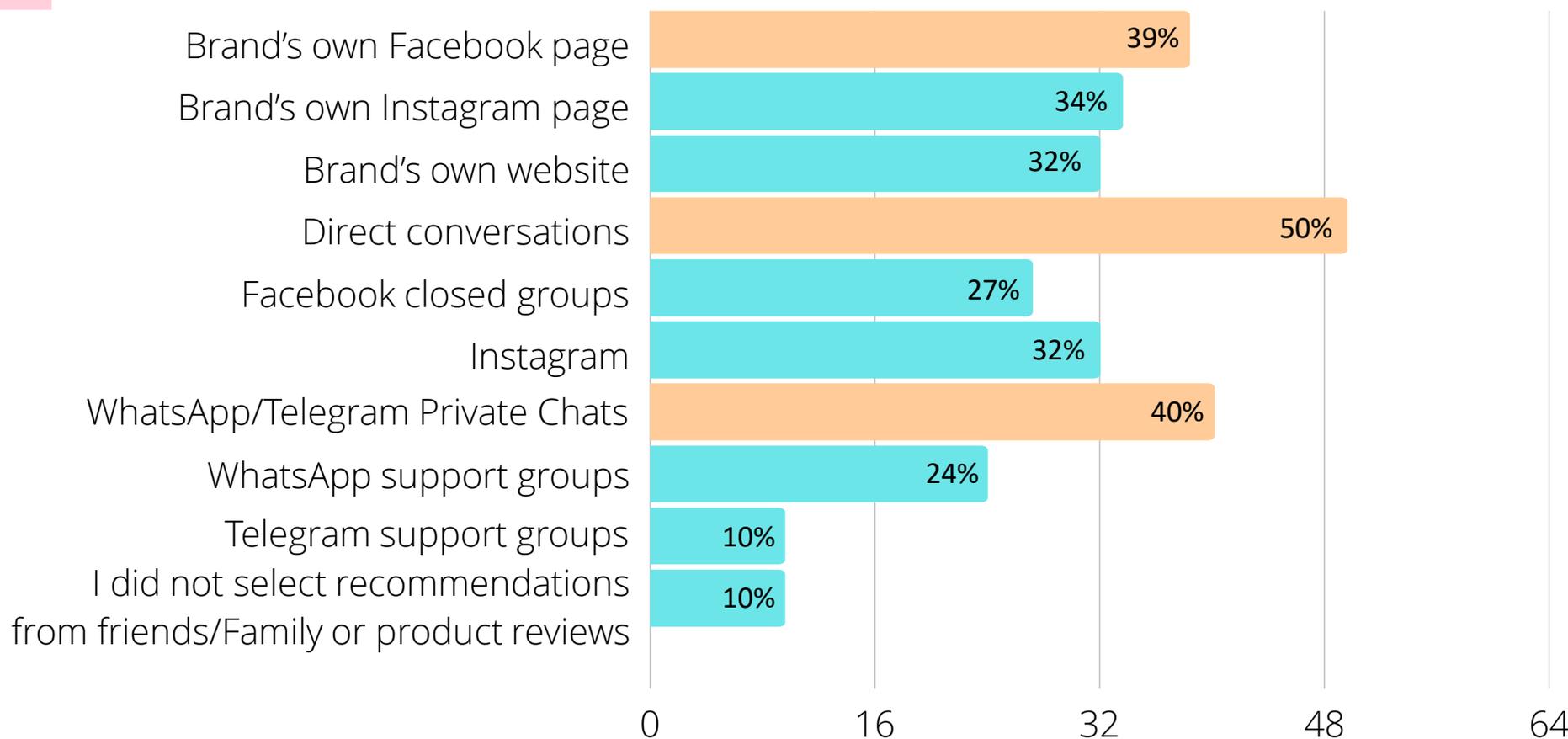


When it comes to enrichment classes,

- **more than 50%** of parents would rely on community support group recommendations for advice on the best enrichment classes to send their children to
- **45% of parents** would refer to direct F2F conversations with fellow peers for feedback and recommendation on enrichment classes.
- **more than 35%** of parents would also visit the enrichment school webpage before deciding if this is the school for their child
- Interestingly, **more than 30%** of parents indicated that what they see on Instagram is influential in their decision making for their child's enrichment school

For Parents with a Household Income of More than \$10,000, trust from peer recommendations is most crucial when it comes to decision making for their child's enrichment classes

When it comes to enrichment classes for the mid income level and above,

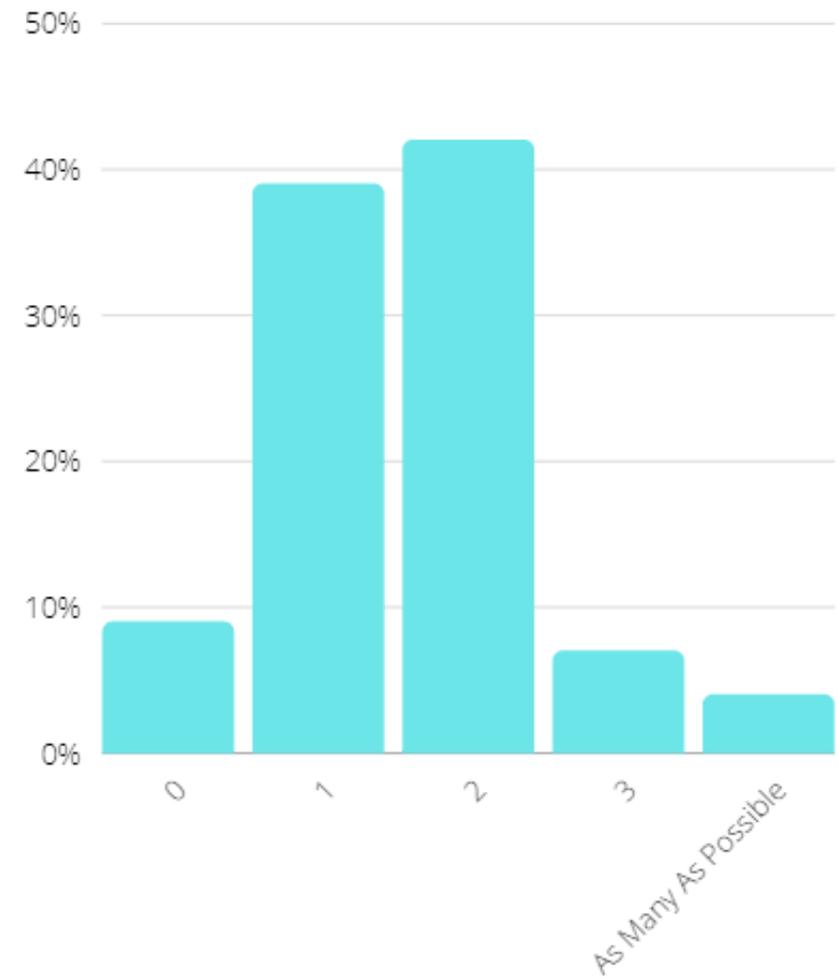
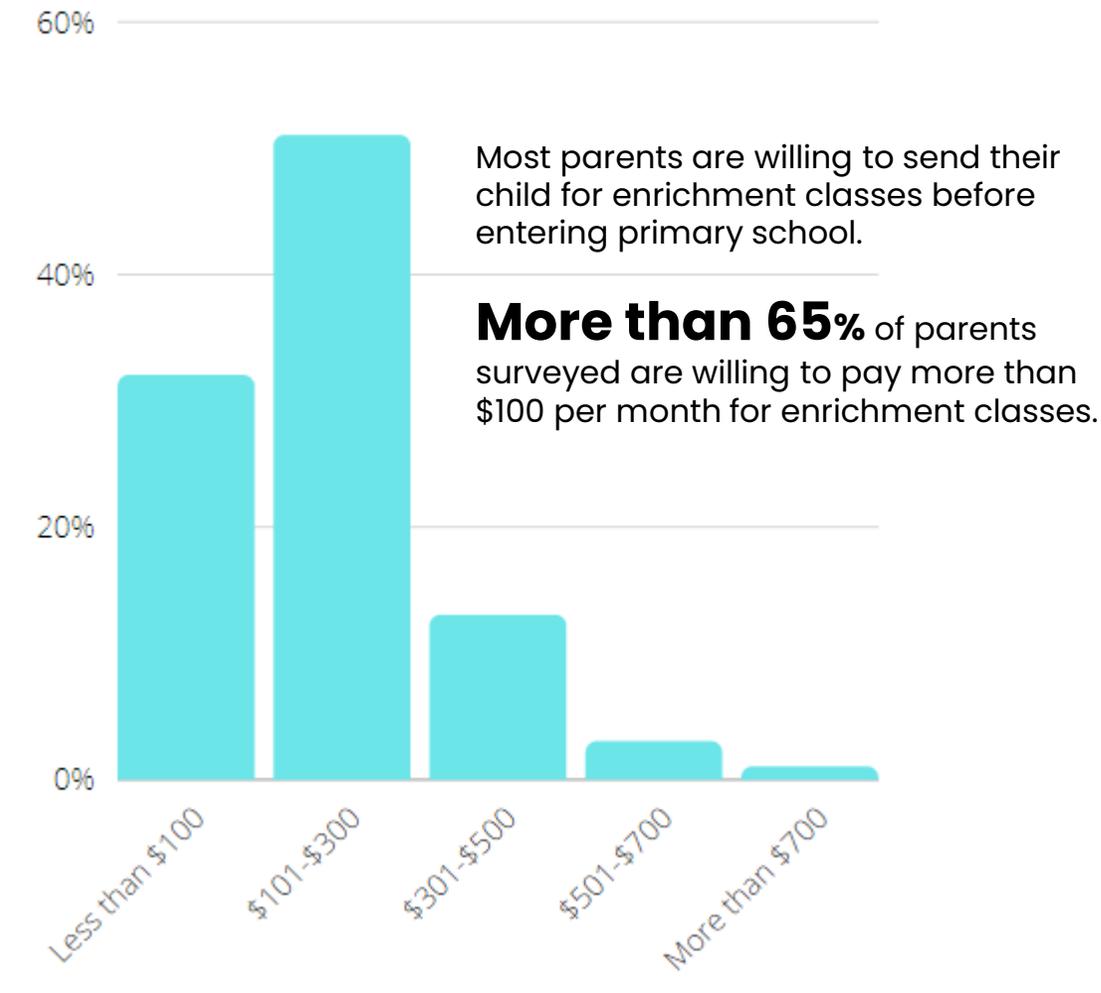


- **at least 50%** of parents would rely on face to face conversations with their direct circle of friends for feedback and recommendation on enrichment classes to take

- **more than 50% of parents** would refer to private chats in their chosen communication platform like WA and Telegram to make decisions for their child's enrichment classes

- Schools looking to target the mid to higher income levels should look at beefing up their Facebook Pages with more content, increased reviews since **close to 40%** of parents check out the school's FB page before deciding on sign up

Parents Are Willing to Spend an Average of **\$193 per month** for Pre-Primary Enrichment Classes



A large majority of parents (more than 70%) would send their child for at least 1 or 2 enrichment classes before entering primary school

Top Reasons Why Parents Are Sending their Children for Enrichment Classes Before Primary School

72%

Believes enrichment classes exposes children to curriculum outside of preschool

57%

Provides them opportunity to find their passion

56%

Increases cognitive development

49%

Increases psycho motor skills

49%

Prepares for Primary School

17%

17% of parents surveyed send their children for enrichment classes because they **have no time** to teach their children

6%

6% of parents surveyed send their children for enrichment classes because they **have no time** to spend with their children



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Key Takeaways

Close to 100% of parents would send their children for enrichment classes before entering primary school

9 out of 10 respondents surveyed intend to sign their child up for enrichment classes when they are reaching the primary school age. They believe that their child would require extra learning outside the school curriculum, and to allow their child to explore additional avenues of learning.

Music enrichment, a most popular enrichment programme

Music is the popular choice for enrichment classes as chosen by 49% of our respondents. This also applies to those who have a household income of above \$10,000, with a large 73% supportive of their child to attend music enrichment classes before entering primary school. Other popular choices include learning Mandarin and taking up Sports.

Friends & Family provide the best research

A majority of 69% indicate that one of their main source of influence for their decisions on enrichment classes would come from friends and family members. Fellow parent reviews are also crucial to decision making as determined by more than 65% of our respondents, while social media (58%) also plays a huge factor in helping our respondents determine the best enrichment classes for their children

Key Takeaways

Mid to High Income Families Value Trust

When it comes to making decisions regarding their children's enrichment classes, families with household incomes of more than \$10,000 spend refer to face to face conversations with their peers and discussions in their private chats to determine which classes to sign up their children for.

This shows that trust within the social circle of the rich are highly valued.

For enrichment schools that target the affluent, they would need to look into providing quality, high levels of customer service since the power of peer to peer recommendation amongst this group of customers are extremely high. It is interesting to note that many of consumers in this target group also would check out a school's Facebook Page before making their decisions to sign up the school.



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What Should Enrichment Brands Do

Leverage on the Power of WOM Recommendation for Enrichment Programme Promotion

The choice of enrichment programmes for children are very much influenced by the recommendations from fellow parent peers and family members. Hence, building trust and loyalty amongst existing users is crucial for enrichment schools, and leveraging on the power of WOM marketing and referrals like SuperMom's always-on User Generated Content platform can influence business revenue greatly.

Leverage on the Power of Community Recommendations for Enrichment Programme Promotion

Many parents rely on the conversations in parenting community groups on Facebook and WhatsApp to shortlist potential enrichment schools. Schools should consider how they can penetrate these closed groups through real everyday parents sharing to further amplify the benefits of their school methodologies and USPs.

Upkeep of Brand Website and Facebook is crucial for enrichment schools

First impressions matter and it is crucial for schools to ensure that their webpages and social media sites are populated with positive reviews from existing users.



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Let's Collaborate!

To find out more about how you can tap on our survey insights capabilities and leverage on our first party data to understand your market opportunities better, contact us at info@welovesupermom.com

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