

Summary

Title of project: Awareness of parents of preschool children about the existence of the Outdoor pre-schools in Hradec Králové area.

Aim of project: To describe the level of awareness of parents about the existence and form of outdoor preschools. This is put into context with communication channels that outdoor preschools use. We create recommendations for increasing public awareness of this type of pre-school facilities.

Methodology: We used both qualitative and quantitative methods for our work. It has been survey from quantitative methods. This questionnaire was created specifically for the purpose of our research and it has been spread among parents of preschool children in Hradec Králové. We also used a literature search and structured interview from qualitative methods. We conducted the interview with representatives of outdoor preschool in Hradec Králové.

Results: We found, that only 43% of parents in Hradec Králové and surroundings know about existence outdoor pre-school. Only 19% of respondents has more information about outdoor pre-schools. Furthermore, we found that the most common way to spread awareness of that institution is personal contact (friends), television and websites.

Keywords: outdoor preschools, preschool age, forest education, marketing, marketing mix