

National Organization of Mothers Of Twins Clubs, Inc.	SUBJECT:  RESEARCHER:  DATE:	Finding A Parents of Multiples Club  National Organization of Mothers of Twins Clubs, Inc.  November 2004 – June 2005
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**PURPOSE:** The purpose of this survey was to collect information on the different ways that members find out about local parents of multiples clubs.

**METHOD:** A survey consisting of 15 questions was printed in the January/February 2005 **NOMOTC's Notebook** and distributed in a National Mailing. The survey was to be completed by a parent of multiple birth children.

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### BACKGROUND INFORMATION

1. Six hundred fifty eight surveys consisting of 14 multiple-choice questions and 1 fill in the blank question were tabulated.
2. The age at which parents began looking for a multiples club varied from under 21 years old to 41 years and older. The largest percentage of parents were in the 31-40 year old category at 62%, followed by 33% 21-30 years old, 4% 41 and older, and 1% under 21 years.
3. Ages of multiples when parents started looking for a club varied with the largest group in the “unborn” category. 60% of multiples were “unborn”, 18% were 3 months old, 8% were 1-2 years old, 7% were 6 months old, 4% were 9 months old, 1% were 12 months old, 1% were 3-5 years old, .5% were 6-12 years old, and .5% were 13-21 years old. There were no responses for the greater than 21 years old category.

### RESULTS

1. When asked if they were able to find a club in their local area, 96% of parents indicated that they were. Only 4% were unable to do so.
2. For those parents unable to find a local club, 75% indicated that they chose to drive a long distance to attend meetings at another club. Nineteen percent of parents started a new club, and 6% joined NOMOTC as Individual Affiliate Members.
3. The largest majority of respondents, 34%, found a parents of multiples club via a current member of the club. The second most common resource for finding a club was a Doctor’s office/nurse at 18%. Thirteen percent of parents found a club via the internet, 12% at a hospital, 11% through the newspaper, 8% via the NOMOTC web page, 3% via a local club web page, and .25% each via a Chamber of Commerce, radio, State club web page, and a TV ad.
4. Ninety six percent of parents initially had contact with a parents of multiples club at the Local level. The National level was the first contact for 3% of parents, and the State level was the initial contact for 1% of parents.
5. Information about multiples was the most common reason parents looked for a parents of multiples club at 80%. Support was the second most common reason at 13%, followed by friendship at 7%.
6. Most parents, 36%, had been members of their local club 1-3 years. Eighteen percent of parents had been members 4-6 years, 16% less than one year, 12% 10 years, 6% 7-9 years, 3% 11-15 years, 2% 16-20 years, and 7% greater than 20 years.
7. The length of time local clubs had been in existence ranged from over 30 years at 32%, to 1-5 years at 7%. Twelve percent of clubs existed 21-30 years, 4% 16-20 years, 12% 11-15 years, and 6% 6-10 years. Twenty seven percent of parents were unsure.
8. Eighty six percent of parents indicated that their current club was the first club they had joined. Four percent responded that it was not their first club.
9. When asked if their club was for parents of older multiples, 96% of respondents indicated that it was not. Only 4% confirmed that it was.
10. The local newspaper was the most frequent means of advertising club meetings at 50%. Additional advertising resources included a club contact person at 31%, flyers/newsletters at 9%, local parenting magazines at 4%, telephone listing at 3%, internet at 2%, and TV stations at 1%.

11. Moving to another area accounted for 63% of parents indicating the reason for their current club not being the first club they joined. Other reasons included 17% joining a group better for their needs, 9% were with a new club in their area, 7% established a new club, and 4% joined a group for older multiples.
12. When asked if they approached other parents of multiples in public to let them know about their club, 66% of respondents indicated they sometimes did, 24% always did, and 10% never did.
13. Ideas offered by respondents to promote their clubs to potential members included: flyers, business cards, newspaper, clothing and equipment sales, club newsletters, websites, expectant parent classes, health/baby fairs, word of mouth, multiples T-shirts, neighborhood signs, mailings, car seat safety checks, Dr. Offices/hospitals, parades, and parenting magazines.

## CONCLUSION

The effort to research how members find out about local parents of multiples clubs yielded 658 completed surveys comprised of 15 questions each. Parents in the 31-40 year old category represented the majority of the respondents for this survey at 62%. Although the ages of multiple birth children ranged from unborn to greater than 21 years old when their parents began looking for a club, the largest group was in the unborn category (60%).

Most parents, 96%, were able to find a parents of multiples club in their local area. Of those who were unable to find a local club, 75% elected to drive a long distance to attend meetings at another club. A smaller group of parents, 19%, took the initiative to start a new club.

Finding a parents of multiples club was achieved through different avenues. Current club members were the largest resource (34%) for finding a club. Additional helpful resources included Doctor's offices/nurses (18%), the internet (13%), and the hospital (12%). The local level was the initial contact for the most respondents (96%). Information about multiples was the most common reason (80%) parents looked for a parents of multiples club.

Over one third of parents had been members of their club 1-3 years. Most clubs (32%) were well established and had been in existence over 30 years. A significant portion of parents (86%) remained members of the original club they joined. The most common reason for joining another club was relocation (63%).

Advertising local club meetings was most frequently done in local newspapers (50%). A club contact person was the second most common advertising medium (37%). The most common ideas offered by respondents to promote local clubs to potential members included flyers, business cards, local newspapers, clothing and equipment sales, local websites, club newsletters, health fairs, and word of mouth.

Respectfully submitted,  
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