



2019 Summer Camp Survey Parents of kids age 4 - 17

* 1 How many school aged kids reside in your home?

Number in this age range

Age 4 - 7

Age 8 - 10

Age 11 - 14

Age 15 - 17

* 2 Did your child/children attend a summer camp this past summer?

At least one Overnight camp

At least one Day camp

Combination of both Overnight and Day camps

My kids have gone to camps in the past, but not this past summer

* 3 How many camps per child have you registered for, on average?

One or two camps on average per summer

Several camps per summer (3 - 5 weeks)

Camps most of the summer (6 or more weeks)

Camps every week, this is our summer daycare option

Very rarely or None

* 5 When do you start planning your summer and selecting your summer camps?

- Late Winter – January or February
- Early Spring – March or early April
- Spring – Mid-April to May (before school lets out)
- I plan whenever I time to do it, and that might not be until summer
- Just a couple of weeks ahead – We go when the kids get bored, no need to plan ahead

* 6 What are your most important criteria when choosing a DAY camp?
(top three choices)

Overnight camps are covered in the next question

- Price (must be in a reasonable price range)
- Theme of camp
- Location (near me or near my work)
- Full day (I need camp to cover my work hours)
- Safety ratings; Other parent reviews
- Been there before
- My kid(s) friends are going
- Special needs accommodations
- Other (please specify)

* 7 What are your most important criteria when choosing an OVERNIGHT camp? (top three choices)

- Price
- Theme of camp
- Location
- Safety ratings; Other parent reviews
- Been there before
- My kid(s) friends are going
- Special needs accommodations
- Other (please specify)

* 8 How do you find out about summer camps? (top three choices)

- Flyers home from school, or in the mail
- Searching the internet
- Talking with other parents
- Already know about the camps – been there before
- Ads in magazines
- Ads online
- Other (please specify)

* 9 Who does the summer camp planning in your household?

- Mostly Mom
- Mostly Dad
- Combination of Mom and Dad
- Someone else

* 10 Do you try to put siblings at the same location/camp?

- Yes, definitely
- Usually but not always
- Doesn't matter either way, sometimes the same, sometimes different, depends on the week
- No, the kids have totally different interests, and we very often go in different directions
- I have one child. This question does not apply to me.

* 11 How involved are your kids in the decision making process for summer camp?

- Never involved, we just plan the summer and they go where we select
- Somewhat involved, I ask their opinion, or they sometimes tell me about a camp they want
- My kid(s) are very involved in camp selection

* 12 Last year, or in any year, was there a type of camp you were looking for but were unable to find?

- We found everything we needed
- We had some trouble finding good camps for our kids

Please expand on what type of camps you could not find

* 13 What is the biggest problem you face when scheduling camps? (top three choices)

- Finding the topics the kids are interested in
- Finding specific dates we need
- Finding camps in the proper age range
- Finding camps in a comfortable price range
- Finding camps that cover the daytime hours I need (day camps)
- Finding camps that accommodate special needs, allergies, medical care, or other specific features for our child
- Other (please specify)

14 Optional: Please expand on any pain points you experience with scheduling camps. i.e. registration process, gathering detailed information, fitting camps into your schedule. Anything that comes to mind that is painful about summer camp scheduling:

* 15 How important is it for your child to go to camp with a friend?

- Very important to have a friend with them
- It would be nice, but not necessary
- Our children go with siblings and that's enough
- There is almost always someone my child knows there
- Doesn't matter at all, my child is fine going to camp on their own

* 16 What top three aspects of camp do your children enjoy the most?
(select up to three)

- Wide variety of activities
- Crafts, working with hands
- Learning new things
- Meals/snacks
- Spending time outside
- Getting to know new kids
- Other (please specify)

* 17 What aspects of camp do your children dislike? (select up to three)

- Nervous about meeting new kids
- Being away from home/parents/siblings
- Too long, getting tired
- Being bored
- Feeling like they're not in the correct age group (i.e. lots of little kids and very few older kids, too big of an age span)
- Basically just does not want to go to camps, would rather be home doing their own thing
- Nothing they dislike - My kid(s) enjoy it all
- Other (please specify)

18 Optional: What has been your family's favorite camp? Please include whatever details you want: the camp name, the basic topics, activities, why was it a favorite, any special details that made it great.

* 19 As a parent, how often do you try out new camps?

- Never – we go to the same camps every summer because it's easy
- Never – I am very nervous about sending my kids to a new camp (safety, enjoyability, etc.)
- Sometimes – we usually go to the same camps, but not always
- Often – we try new camps all the time, my kid(s) tastes change
- Very often – we just moved and everything is new

* 20 How comfortable are **your kid(s)** with trying out new camps?

- Reluctant - my kid(s) enjoy what they already know and are familiar with
- Hesitant - my kid(s) would want a friend to go with them if trying something new
- Somewhat comfortable – my kid(s) like the good old standbys, but they also like trying new ones
- Very comfortable – my kids(s) interests change a lot

* 21 What do you think is a reasonable price for a one week overnight/residential camp? (camp is around a five or six night's stay)

- \$300 - 400
- \$401 - 600
- \$601 - 900
- Over \$900 for one week
- I have no opinion on this question

* 22 What do you think is a reasonable price for a traditional, full day, full week (Mon-Fri) camp?

- \$100 – 150
- \$150 – 200
- \$200 - 250
- Over \$250 is fine for the perfect camp
- I have no opinion on this question

* 23 What do you consider to be "Full Day" hours for a day camp?

- 8:00 am – 6:00 pm
- 8:00 am – 5:00 pm
- 8:00 am – 4:00 pm
- 9:00 am – 5:00 pm
- 9:00 am – 4:00 pm
- I have no opinion on this question.

* 24 What are your thoughts about the cost of extended care?

- I'm fine with paying for extended care, it's an understandable extra fee
- I like when extended care is split between morning and evening (only pay for what I need)
- I would rather pay a higher price for the camp and have extended care included
- I think if a camp is "full day" it should just include extended care for no extra fee
- I don't need extended care
- Other (please specify)