

2021 Family Program Survey Results

Survey Administration Details

- 120 AZ Camp Sunrise & Sidekicks families received an invitation share their feedback via a Google forms survey
 - 47 families responded to the survey, a record high return according to Pam Metzger our Family Coordinator
 - 99 campers were represented by the survey responses
 - 39% response rate, which is considered very good in evaluation research
- The survey covered:
 - Demographic information
 - Interest based questions about possible program options, including timing and location



Camper Demographics



- Historical Demographics (99 campers):
 - Family size: 96% have sent multiple (2-5+) children to camp programs in the past
 - Camper Age: nearly all campers were over the age of 5 when they attended camp programs in the past
 - Program attendance: 77% of campers attended more than one camp program in the past
- 2021 Demographics (90 possible campers):
 - Family size: 64% will send multiple (2-4) children to camp programs this year
 - Camper Age: nearly all campers who are interested in camp this year are over the age of 5
 - Reside in: 74% of families live in Phoenix Metro, 17% live in Tucson, remaining families live in Flagstaff, and rural regions



Feedback & Results



2021 Scheduling Feedback

- In-person program scheduling options (ratings for *Interested* or *Extremely Interested* only):
 - 79% weekend/day
 - 74% weekend/evening
 - 74% Spring Break and Fall Break
 - 96% Summer
 - 77% Winter Break
- Transportation: 85% would definitely be able to transport their campers to programming, 15% were unsure
- Year-long calendar: 85% of families reported it would be helpful to have a year-long calendar, 13% weren't sure

2021 Scheduling Feedback

- Virtual program scheduling options (ratings for *Interested* or *Extremely Interested* only):
 - 30% weekday/day
 - 36% weekday/evening
 - 34% weekend/day
 - 40% weekend/evening
 - 38% Spring Break and Fall Break
 - 60% Summer
 - 40% Winter Break

Survey Disclaimer- for all in-person options

- **The following ideas are being considered for small, in-person activities.** All camp program activities will strictly follow local, state and Centers for Disease Control (CDC) guidelines for social distancing, mask usage, safety and protection which may include, but not limited to, taking temperatures, and asking individuals to stay home if feeling ill.

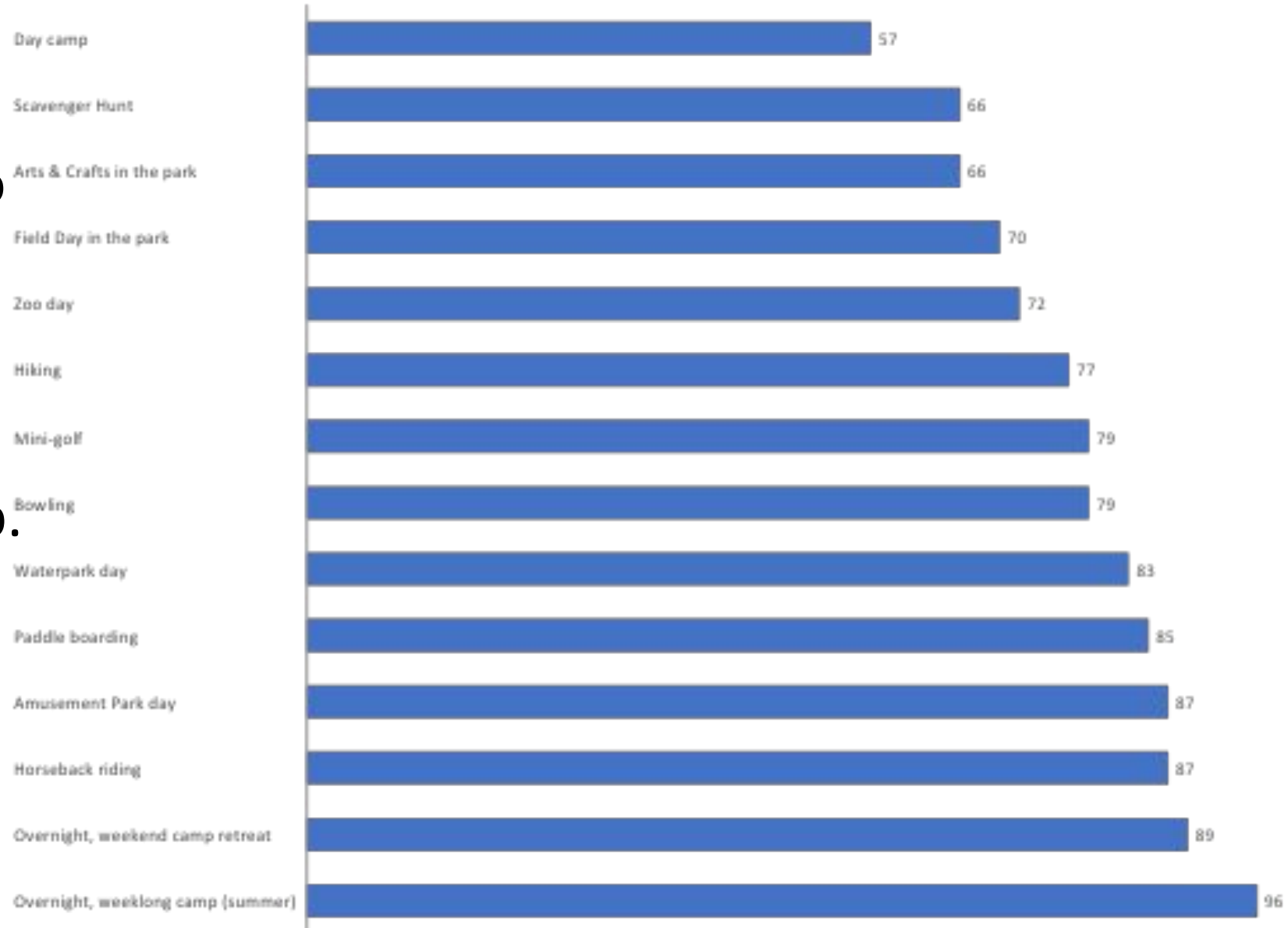
Overall Results

- Overwhelmingly, families are interested in participating in camp staff guided, in-person activities.
- Families feel comfortable, and are interested in participating in a variety of small, in-person activities.
- In-person, camper only options received the highest ratings, even compared to many of the same options being offered for in-person, family or independent, family options.
- Virtual program options received the lowest ratings, with several families leaving comments that their children were “burned out on virtual activities”.

In-person Camper Programming

- 91% of families would you feel comfortable sending their children to in-person activities on their own
- Interest ranged from 57% for day camp to 96% for overnight, weeklong summer camp.
- 11 out 14 (79%) of the options had 70%+ of families indicating they were *interested or extremely interested*.

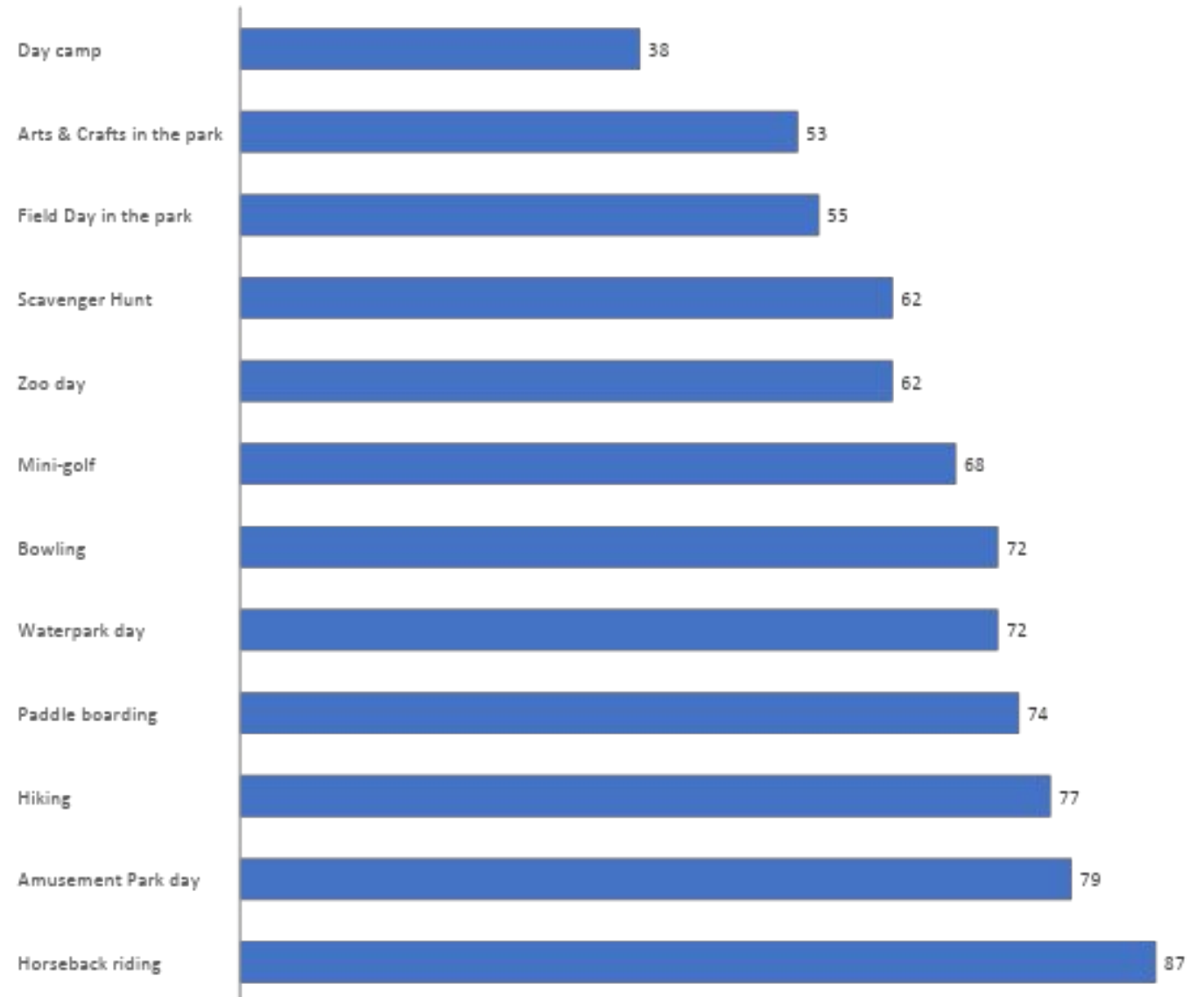
Percent Interested or Extremely Interested by Program Option



In-person Family Programming

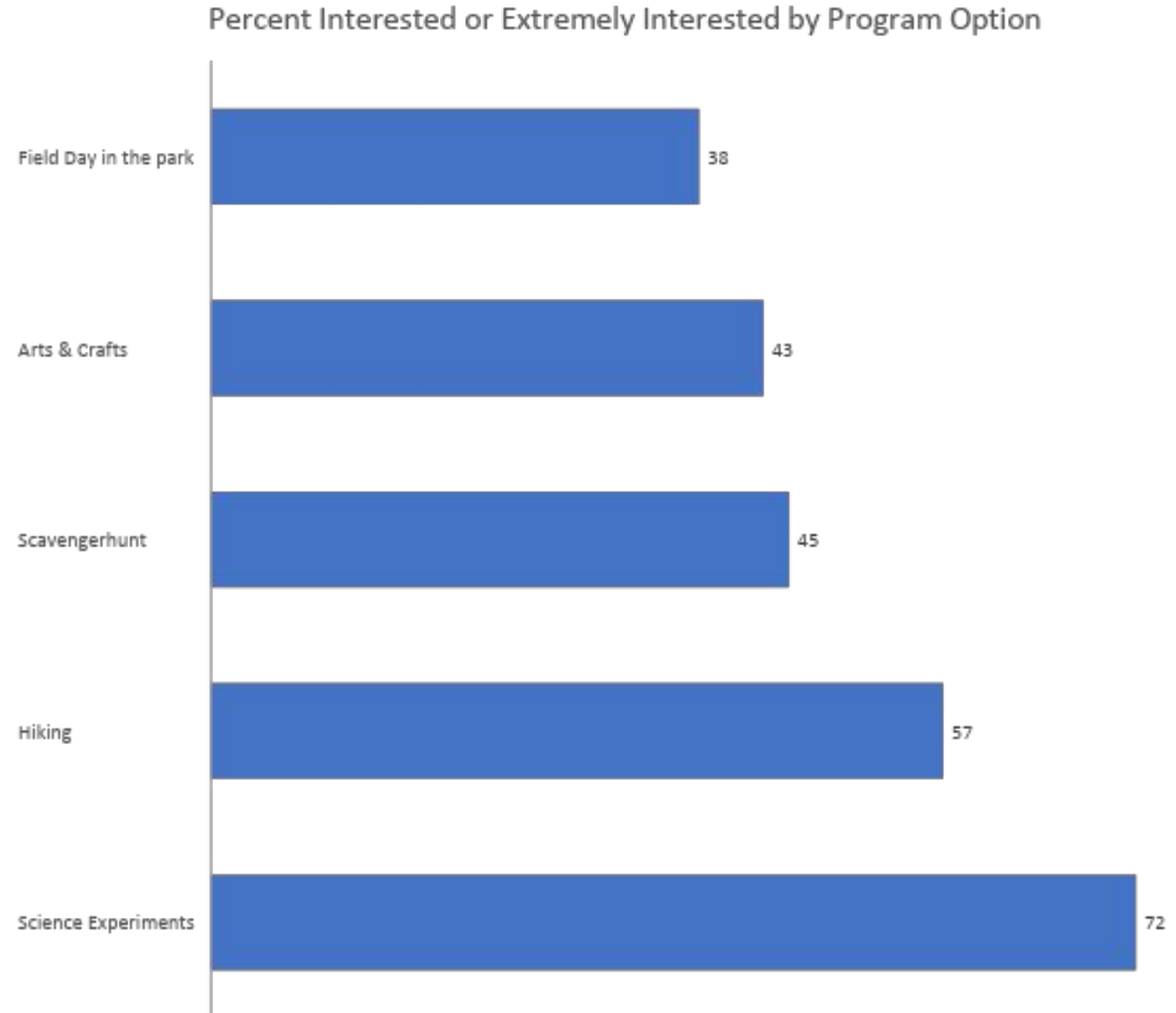
- 11% of families would feel more comfortable sending their child to programs, if they were to attend with their children.
- Interest ranged from 38% for day camp to 87% for horseback riding.
- 6 out of 12 (50%) of the options had 70%+ of families indicating they were *interested or extremely interested*.

Percent Interested or Extremely Interested by Program Option



Independent, Family Programming

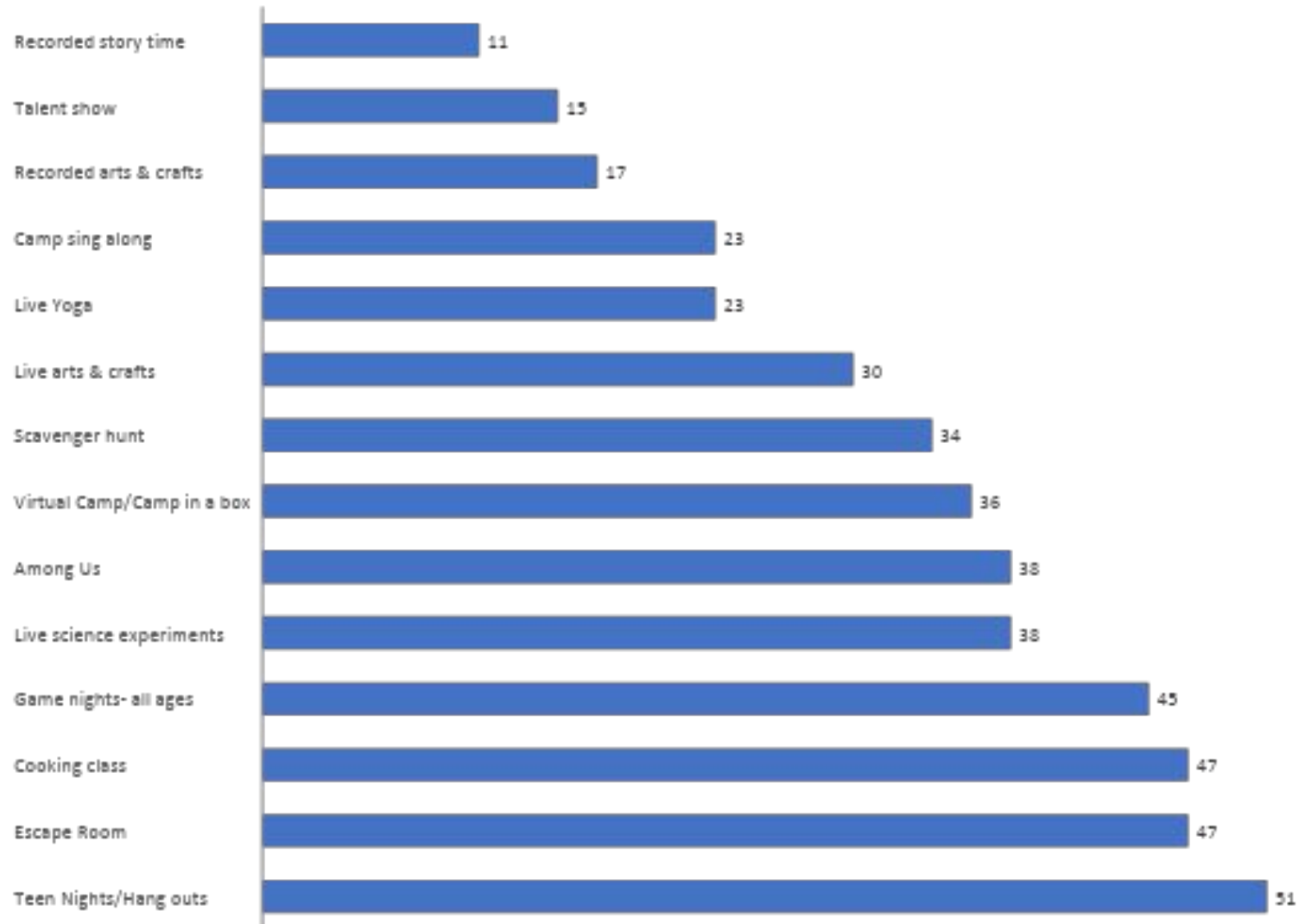
- 36% of families would you be interested in doing independent camp activities with their family, 40% indicated they weren't sure.
- Interest ranged from 38% for field day in the park to 72% for science experiments.
- 1 out of 5 (20%) of the options had 70%+ of families indicating they were *interested or extremely interested*.



Virtual Programming

- 34% of families would be interested in live (an additional 17% aren't sure), virtual activities and 19% would be interested in recorded activities (an additional 21% aren't sure).
- Ratings for virtual activities ranged from 11% for recorded story time to 51% teen hangouts.

Percentage Interested or Extremely Interested by Program Option



Next Steps

- Share results with Program Committee
- Request that the committee create a calendar of high-interest program offerings that are:
 - Responsive to family interest
 - Offered by age range (analysis by age is available for all in person options)
 - Inclusive of all types of programming (camper, family, independent and virtual)
 - Available in multiple locations across AZ