



Constant Contact Survey Results

Survey Name: CampExperience Impact Survey

Response Status: Partial & Completed

Filter: None









10/10/2011 10:03 PM MDT

*

How many years have you attended CampExperience?

| Answer | 0% | 100% | Number of Response(s) | Response Ratio |
|---|----|------|-----------------------|----------------|
| first time Camper 2011 | | | 49 | 51.5 % |
| 2 years | | | 17 | 17.8 % |
| 3 years | | | 4 | 4.2 % |
| 4 years | | | 6 | 6.3 % |
| 5 years | | | 8 | 8.4 % |
| 6 years | | | 8 | 8.4 % |
| I have never attended the actual CampExperience | | | 2 | 2.1 % |
| No Response(s) | | | 1 | 1.0 % |
| Totals | | | 95 | 100% |

* Which of our other pre-Camp events have you attended any year? Select all that apply.

| Answer | 0% | 100% | Number of Response(s) | Response Ratio |
|---|---|------|-----------------------|----------------|
| MiniCamp one day CampExperience |  | | 44 | 47.3 % |
| Marketing or Business Building Workshop |  | | 27 | 29.0 % |
| Monthly leads group CampConnections |  | | 21 | 22.5 % |
| Retail Partner evening events at Pine Creek Clothing Company, Foot Solutions, Simply Moore or Pampered Passions Fine Lingerie |  | | 45 | 48.3 % |
| Staples Networking Event |  | | 25 | 26.8 % |
| Spruce Mt Ranch Overnight 2011 |  | | 12 | 12.9 % |
| Sponsor VIP thank you lunch |  | | 12 | 12.9 % |
| Charity Partner kickoff party or other Camp charity event |  | | 34 | 36.5 % |
| Totals | | | 93 | 100% |

* Please use the scale below to tell us how strongly you agree with the following statements. Our purpose is to determine the impact of CampExperience and our associated events on the lives of our participants.

1 = Disagree, 2 = Kinda disagree, 3 = Not sure, 4 = Agree, 5 = Strongly agree

| Answer | 1 | 2 | 3 | 4 | 5 | Number of Response(s) | Rating Score* |
|---|---|---|---|---|---|-----------------------|---------------|
| I have a positive experience at CampExperience events | | | | | | 93 | 4.8 |
| I have met at least one new friend or business contact through CampExperience | | | | | | 93 | 4.7 |
| I have done business with a company or organization because they were associated with CampExperience | | | | | | 93 | 4.0 |
| I have donated to a Camp Charity Partner | | | | | | 93 | 4.3 |
| I have learned a helpful new idea from a Camp speaker or workshop | | | | | | 93 | 4.7 |
| I have sold products or services to a connection I received through CampExperience | | | | | | 93 | 3.3 |
| I have made a positive lifestyle choice (mind, body or spirit) based on information, people or experiences associated with CampExperience | | | | | | 93 | 4.6 |
| My life has been improved by my participation in CampExperience and it's associated events | | | | | | 93 | 4.7 |

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.



How does CampExperience rate on the following attributes?

1 = Well Below Average, 2 = Below Average, 3 = Average, 4 = Above Average, 5 = Well Above Average

| Answer | 1 | 2 | 3 | 4 | 5 | Number of Response(s) | Rating Score* |
|--|---|---|---|---|---|-----------------------|---------------|
| Overall customer service and care | | | | | | 94 | 4.7 |
| Professionalism of management and graphic design | | | | | | 94 | 4.7 |
| Quality of speakers and activities | | | | | | 94 | 4.7 |
| Understanding customers' needs | | | | | | 94 | 4.6 |
| WOW Factors and gifts | | | | | | 94 | 4.8 |
| Variety of educational topics | | | | | | 94 | 4.6 |

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.



How likely are you to continue attending CampExperience or our related activities/events?

| Answer | 0% | 100% | Number of Response(s) | Response Ratio |
|-------------------|----|------|-----------------------|----------------|
| Very likely | | | 73 | 76.8 % |
| Somewhat likely | | | 15 | 15.7 % |
| Neutral | | | 2 | 2.1 % |
| Somewhat unlikely | | | 3 | 3.1 % |
| Very unlikely | | | 1 | 1.0 % |
| No Response(s) | | | 1 | 1.0 % |
| Totals | | | 95 | 100% |



How likely is it that you would recommend CampExperience or our associated pre-Camp events to a friend or colleague?

| Answer | 0% | 100% | Number of Response(s) | Response Ratio |
|-------------------|----|------|-----------------------|----------------|
| Very likely | | | 81 | 85.2 % |
| Somewhat likely | | | 10 | 10.5 % |
| Neutral | | | 2 | 2.1 % |
| Somewhat unlikely | | | 1 | 1.0 % |
| Very unlikely | | | 0 | 0.0 % |
| No Response(s) | | | 1 | 1.0 % |
| Totals | | | 95 | 100% |

* Which range describes your age?

| Answer | 0% | 100% | Number of Response(s) | Response Ratio |
|----------------------|----|------|-----------------------|----------------|
| Under 24 | | | 1 | 1.0 % |
| 25-34 | | | 11 | 11.5 % |
| 35-44 | | | 24 | 25.2 % |
| 45-54 | | | 32 | 33.6 % |
| 55-64 | | | 22 | 23.1 % |
| 65-74 | | | 3 | 3.1 % |
| 75 or older | | | 1 | 1.0 % |
| Prefer not to answer | | | 0 | 0.0 % |
| No Response(s) | | | 1 | 1.0 % |
| Totals | | | 95 | 100% |

* What best describes your employment status? Please mark all that apply.

| Answer | 0% | 100% | Number of Response(s) | Response Ratio |
|------------------------------------|----|------|-----------------------|----------------|
| Employed full-time | | | 44 | 46.8 % |
| Employed part-time | | | 7 | 7.4 % |
| Self-employed | | | 47 | 50.0 % |
| Not employed, but looking for work | | | 2 | 2.1 % |
| Not employed, not looking for work | | | 1 | 1.0 % |
| Retired | | | 3 | 3.1 % |
| Student | | | 2 | 2.1 % |
| Military | | | 0 | 0.0 % |
| Homemaker | | | 6 | 6.3 % |
| Prefer not to answer | | | 0 | 0.0 % |
| Other | | | 4 | 4.2 % |
| Totals | | | 94 | 100% |



Which of the following categories best describes the industry you work in?

| Answer | 0% | 100% | Number of Response(s) | Response Ratio |
|------------------------|----|------|-----------------------|----------------|
| Automotive | | | 0 | 0.0 % |
| Advertising | | | 0 | 0.0 % |
| Consulting Services | | | 13 | 13.6 % |
| Education | | | 7 | 7.3 % |
| Entertainment | | | 3 | 3.1 % |
| Financial Services | | | 10 | 10.5 % |
| Government Services | | | 1 | 1.0 % |
| Healthcare | | | 15 | 15.7 % |
| Human Resources | | | 2 | 2.1 % |
| Information Technology | | | 2 | 2.1 % |
| Marketing/Sales | | | 7 | 7.3 % |
| Non-Profit | | | 9 | 9.4 % |
| Pharmaceuticals | | | 0 | 0.0 % |
| Public Relations | | | 0 | 0.0 % |
| Technical Services | | | 2 | 2.1 % |
| Travel | | | 1 | 1.0 % |
| Other | | | 22 | 23.1 % |
| No Response(s) | | | 1 | 1.0 % |
| Totals | | | 95 | 100% |

Which category best describes your annual income?

| Answer | 0% | 100% | Number of Response(s) | Response Ratio |
|----------------------|----|------|-----------------------|----------------|
| Under \$15,000 | | | 4 | 4.2 % |
| \$15,000 - \$29,999 | | | 12 | 12.6 % |
| \$30,000 - \$44,999 | | | 8 | 8.4 % |
| \$45,000 - \$59,999 | | | 6 | 6.3 % |
| \$60,000 - \$74,999 | | | 9 | 9.4 % |
| \$75,000 - \$89,999 | | | 8 | 8.4 % |
| \$90,000 or more | | | 28 | 29.4 % |
| Prefer not to answer | | | 18 | 18.9 % |
| No Response(s) | | | 2 | 2.1 % |
| Totals | | | 95 | 100% |