



## Constant Contact Survey Results

**Survey Name:** CampExperience Impact Survey

**Response Status:** Partial & Completed

**Filter:** None

10/29/2012 10:31 PM MDT



How many years have you attended CampExperience?

| Answer                 | 0% | 100% | Number of Response(s) | Response Ratio |
|------------------------|----|------|-----------------------|----------------|
| first time Camper 2012 |    |      | 72                    | 57.5 %         |
| 2 years                |    |      | 19                    | 15.2 %         |
| 3 years                |    |      | 8                     | 6.4 %          |
| 4 years                |    |      | 6                     | 4.8 %          |
| 5 years                |    |      | 8                     | 6.4 %          |
| 6 years                |    |      | 9                     | 7.1 %          |
| 7 years                |    |      | 2                     | 1.6 %          |
| No Response(s)         |    |      | 1                     | <1 %           |
| <b>Totals</b>          |    |      | <b>125</b>            | <b>100%</b>    |



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  |    |      | 55                    | 45.0 %         |
| Marketing Workshop   |    |      | 35                    | 28.6 %         |
| Monthly leads group CampConnections  |    |      | 29                    | 23.7 %         |
| Retail Partner evening events at Irresistibles, Hair People, the Silpada Party at Betsy's or Pampered Passions Fine Lingerie |    |      | 56                    | 45.9 %         |
| Donate YOur Duds Kick-off at Act II  |    |      | 28                    | 22.9 %         |
| Wystone's World Teas event   |    |      | 16                    | 13.1 %         |
| Sponsor VIP thank you lunch  |    |      | 17                    | 13.9 %         |
| Charity Partner kickoff party at Closet Factory  |    |      | 42                    | 34.4 %         |
| <b>Totals</b>  |    |      | <b>122</b>            | <b>100%</b>    |

\*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   |   |   |   |   |   | 122                   | 4.8           |
| I have met at least one new friend or business contact through CampExperience   |   |   |   |   |   | 122                   | 4.7           |
| I have done business with a company or organization because they were associated with CampExperience                                      |   |   |   |   |   | 122                   | 4.0           |
| I have donated to a Camp Charity Partner  |   |   |   |   |   | 122                   | 4.2           |
| I have learned a helpful new idea from a Camp speaker or workshop   |   |   |   |   |   | 122                   | 4.6           |
| I have sold products or services to a connection I received through CampExperience  |   |   |   |   |   | 122                   | 3.2           |
| I have made a positive lifestyle choice (mind, body or spirit) based on information, people or experiences associated with CampExperience |   |   |   |   |   | 122                   | 4.5           |
| My life has been improved by my participation in CampExperience and it's associated events  |   |   |   |   |   | 122                   | 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 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                |   |   |   |   |   | 123                   | 4.6           |
| Professionalism of management and graphic design |   |   |   |   |   | 123                   | 4.6           |
| Quality of speakers and activities               |   |   |   |   |   | 123                   | 4.6           |
| Location of Keystone Resort & Conference Center  |   |   |   |   |   | 123                   | 4.5           |
| WOW Factors and gifts                            |   |   |   |   |   | 123                   | 4.7           |
| Variety of educational topics                    |   |   |   |   |   | 123                   | 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 attend the 2013 CampExperience or our related activities/events?

| Answer            | 0% | 100% | Number of Response(s) | Response Ratio |
|-------------------|----|------|-----------------------|----------------|
| Very likely       |    |      | 91                    | 72.8 %         |
| Somewhat likely   |    |      | 23                    | 18.4 %         |
| Neutral           |    |      | 4                     | 3.2 %          |
| Somewhat unlikely |    |      | 3                     | 2.4 %          |
| Very unlikely     |    |      | 3                     | 2.4 %          |
| No Response(s)    |    |      | 1                     | <1 %           |
| <b>Totals</b>     |    |      | <b>125</b>            | <b>100%</b>    |



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       |    |      | 103                   | 82.3 %         |
| Somewhat likely   |    |      | 16                    | 12.8 %         |
| Neutral           |    |      | 2                     | 1.6 %          |
| Somewhat unlikely |    |      | 3                     | 2.4 %          |
| Very unlikely     |    |      | 0                     | 0.0 %          |
| No Response(s)    |    |      | 1                     | <1 %           |
| <b>Totals</b>     |    |      | <b>125</b>            | <b>100%</b>    |



Which range describes your age?

| Answer               | 0% | 100% | Number of Response(s) | Response Ratio |
|----------------------|----|------|-----------------------|----------------|
| Under 24             |    |      | 1                     | <1 %           |
| 25-34                |    |      | 14                    | 11.2 %         |
| 35-44                |    |      | 32                    | 25.6 %         |
| 45-54                |    |      | 40                    | 32.0 %         |
| 55-64                |    |      | 30                    | 24.0 %         |
| 65-74                |    |      | 5                     | 4.0 %          |
| 75 or older          |    |      | 2                     | 1.6 %          |
| Prefer not to answer |    |      | 0                     | 0.0 %          |
| No Response(s)       |    |      | 1                     | <1 %           |
| <b>Totals</b>        |    |      | <b>125</b>            | <b>100%</b>    |



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

| Answer                             | 0% | 100% | Number of Response(s) | Response Ratio |
|------------------------------------|----|------|-----------------------|----------------|
| Employed full-time                 |    |      | 55                    | 44.3 %         |
| Employed part-time                 |    |      | 10                    | 8.0 %          |
| Self-employed                      |    |      | 61                    | 49.1 %         |
| Not employed, but looking for work |    |      | 2                     | 1.6 %          |
| Not employed, not looking for work |    |      | 1                     | <1 %           |
| Retired                            |    |      | 7                     | 5.6 %          |
| Student                            |    |      | 2                     | 1.6 %          |
| Military                           |    |      | 0                     | 0.0 %          |
| Homemaker                          |    |      | 7                     | 5.6 %          |
| Prefer not to answer               |    |      | 0                     | 0.0 %          |
| Other                              |    |      | 5                     | 4.0 %          |
| <b>Totals</b>                      |    |      | <b>124</b>            | <b>100%</b>    |



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            |    |      | 1                     | <1 %           |
| Consulting Services    |    |      | 17                    | 13.6 %         |
| Education              |    |      | 9                     | 7.1 %          |
| Entertainment          |    |      | 4                     | 3.2 %          |
| Financial Services     |    |      | 12                    | 9.6 %          |
| Government Services    |    |      | 2                     | 1.6 %          |
| Healthcare             |    |      | 18                    | 14.3 %         |
| Human Resources        |    |      | 2                     | 1.6 %          |
| Information Technology |    |      | 2                     | 1.6 %          |
| Marketing/Sales        |    |      | 13                    | 10.4 %         |
| Non-Profit             |    |      | 11                    | 8.7 %          |
| Pharmaceuticals        |    |      | 0                     | 0.0 %          |
| Public Relations       |    |      | 0                     | 0.0 %          |
| Technical Services     |    |      | 2                     | 1.6 %          |
| Travel                 |    |      | 1                     | <1 %           |
| Other                  |    |      | 30                    | 24.0 %         |
| No Response(s)         |    |      | 1                     | <1 %           |
| <b>Totals</b>          |    |      | <b>125</b>            | <b>100%</b>    |

Which category best describes your annual income?

| Answer               | 0% | 100% | Number of Response(s) | Response Ratio |
|----------------------|----|------|-----------------------|----------------|
| Under \$15,000       |    |      | 8                     | 6.4 %          |
| \$15,000 - \$29,999  |    |      | 14                    | 11.2 %         |
| \$30,000 - \$44,999  |    |      | 10                    | 8.0 %          |
| \$45,000 - \$59,999  |    |      | 8                     | 6.4 %          |
| \$60,000 - \$74,999  |    |      | 13                    | 10.4 %         |
| \$75,000 - \$89,999  |    |      | 10                    | 8.0 %          |
| \$90,000 or more     |    |      | 36                    | 28.7 %         |
| Prefer not to answer |    |      | 24                    | 19.2 %         |
| No Response(s)       |    |      | 2                     | 1.6 %          |
| <b>Totals</b>        |    |      | <b>125</b>            | <b>100%</b>    |