

**One Happy Camper Retention & Scholarship Study**  
May 2012

This presents findings from the One Happy Camper (OHC) Retention Study, fielded among 2009 and 2010 OHC recipient families between March 26 and April 12, 2012. Response rates of 28% and 35%, respectively, yielded large, representative samples of 847 families for 2009 and 1,870 families for 2010. The research was conducted by Summation Research Group, Inc., as an outside, independent research organization.

The results are overwhelmingly favorable, showing return rates in the summer following the first-year incentive exceeding 80% for both years. Moreover, the net retention after two summers, (i.e., those 2009 families returning in 2010 and again in 2011) was 70%.

**KEY FINDINGS:**

**1) Do OHC incentive recipients return to camp? YES**

- **The vast majority (82%) of OHC recipient families return to camp for a second summer.** (Exhibits 1, 2)
- **Retention actually grows for the third year.** Almost 90% of the 2009 recipients who returned in 2010 went on to a *third* summer in 2011. (Exhibits 3, 4)

**2) Does the 2<sup>nd</sup> Year OHC incentive grant impact retention? NO**

- **The availability of 2<sup>nd</sup> Year OHC incentives appear to have no significant impact on retention.** Where 2<sup>nd</sup> year incentives are available, retention is virtually identical to areas where it is not. (Exhibit 5)

	Outside Funding Received (Scholarship + 2 <sup>nd</sup> year incentive) <i>Two Year Average</i>	Retention <i>Two Year Average</i>
2 <sup>nd</sup> year OHC available	65%	82%
No 2 <sup>nd</sup> year OHC available	35%	82%

**3) Do OHC incentive recipients request/need more scholarship? NO**

- **OHC incentive recipients receive scholarship at the same rate as other campers.** Of those returning for a second summer, 43% received outside funding support. (It should be noted that this figure includes both those campers who received an OHC 2<sup>nd</sup> year incentive grants and those who did not).
  - While it is not possible to fully understand the impact the 2<sup>nd</sup> year grant had on scholarship requests, it is worth noting that among 2009 recipients returning for a *third* summer in 2011 when no incentive was available, scholarships declined to 31%. (Exhibits 6, 7)

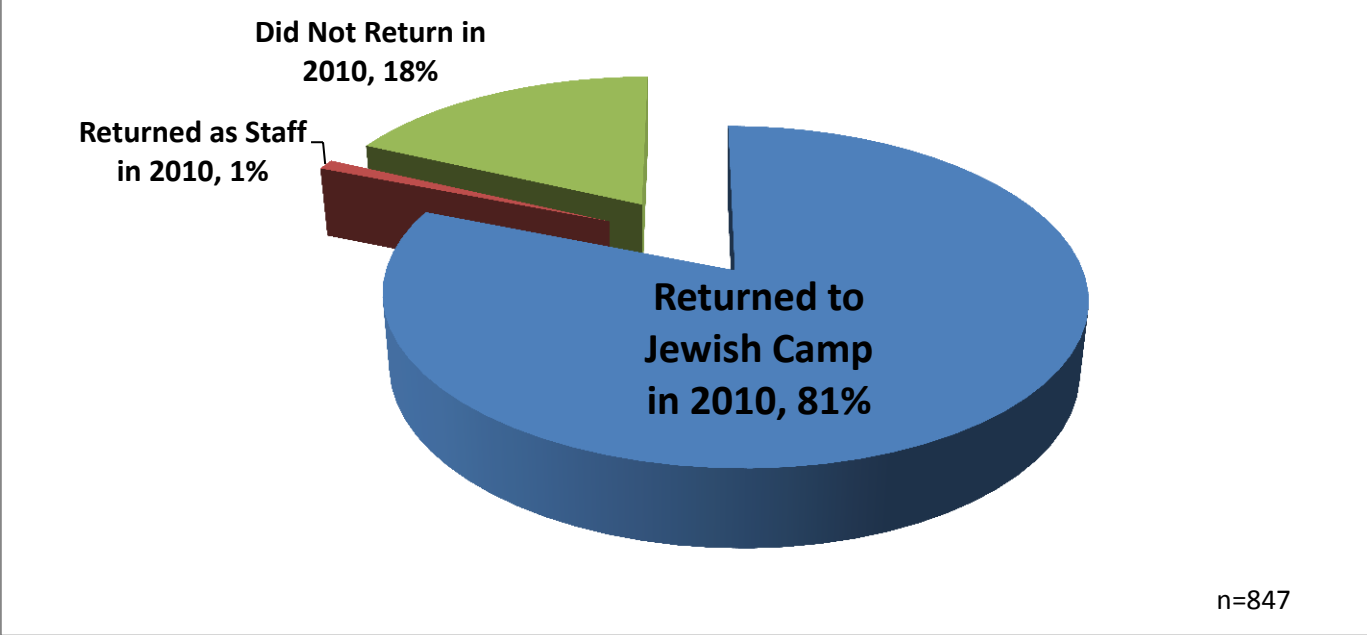
	North American Population*	No 2 <sup>nd</sup> year OHC available**	2 <sup>nd</sup> year OHC available**
Outside Funding Received	34%	33%	64%
Retention	76%	82%	82%

\*Data is from ~70 camps that completed JData and is based on data collected from the camps directly.

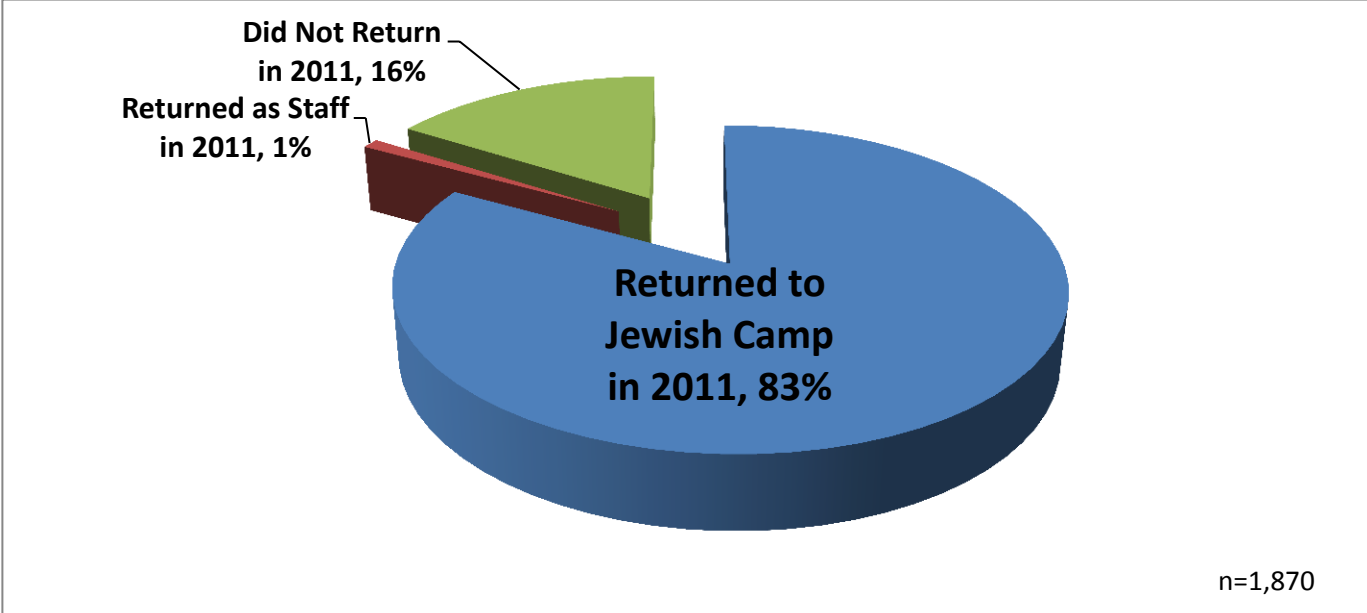
\*\*Data collected through this OHC Retention/Scholarship survey. Data collected directly from OHC parents.

- While this means that OHC is introducing families who are paying for camp themselves, those *still* seeking support turn increasingly to the camps and local temples/synagogues. (Exhibit 5)
- **For some, cost continues to be an issue.** Consistent with other research, affordability was the reason mentioned most often for not returning to camp. This was true, even when comparing areas with and without 2<sup>nd</sup> year OHC grants. In both cases, about a third of non-returners cited affordability as an issue. (Exhibits 5, 8)

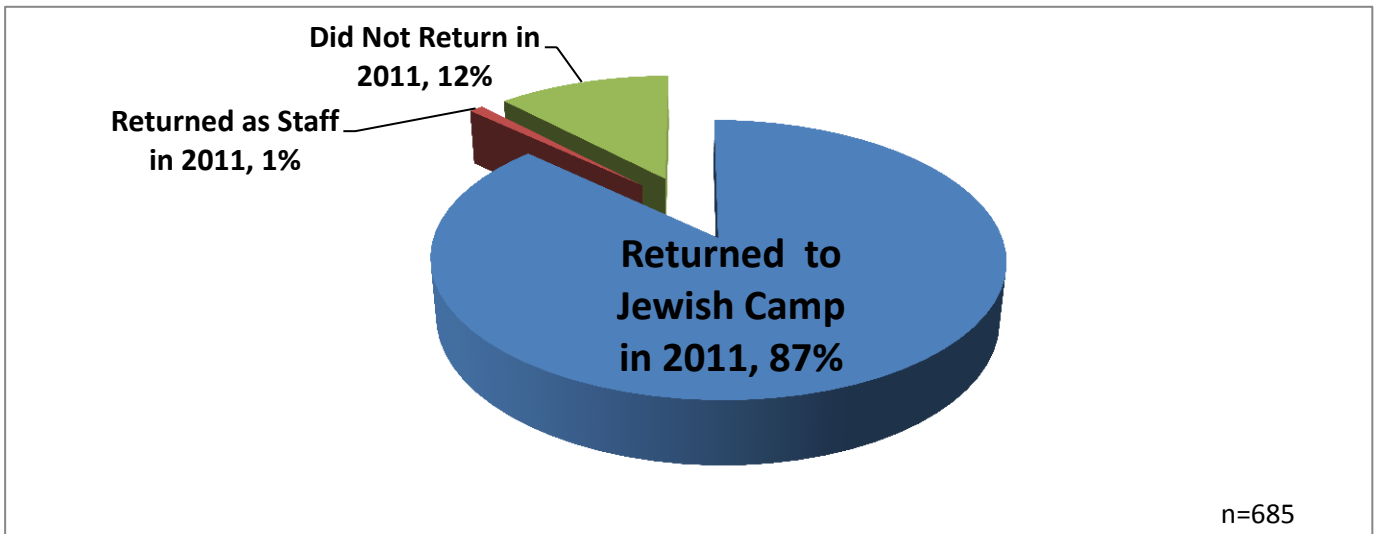
**Exhibit 1**  
**One Year Later: 2009 OHC Recipients In The Summer of 2010**



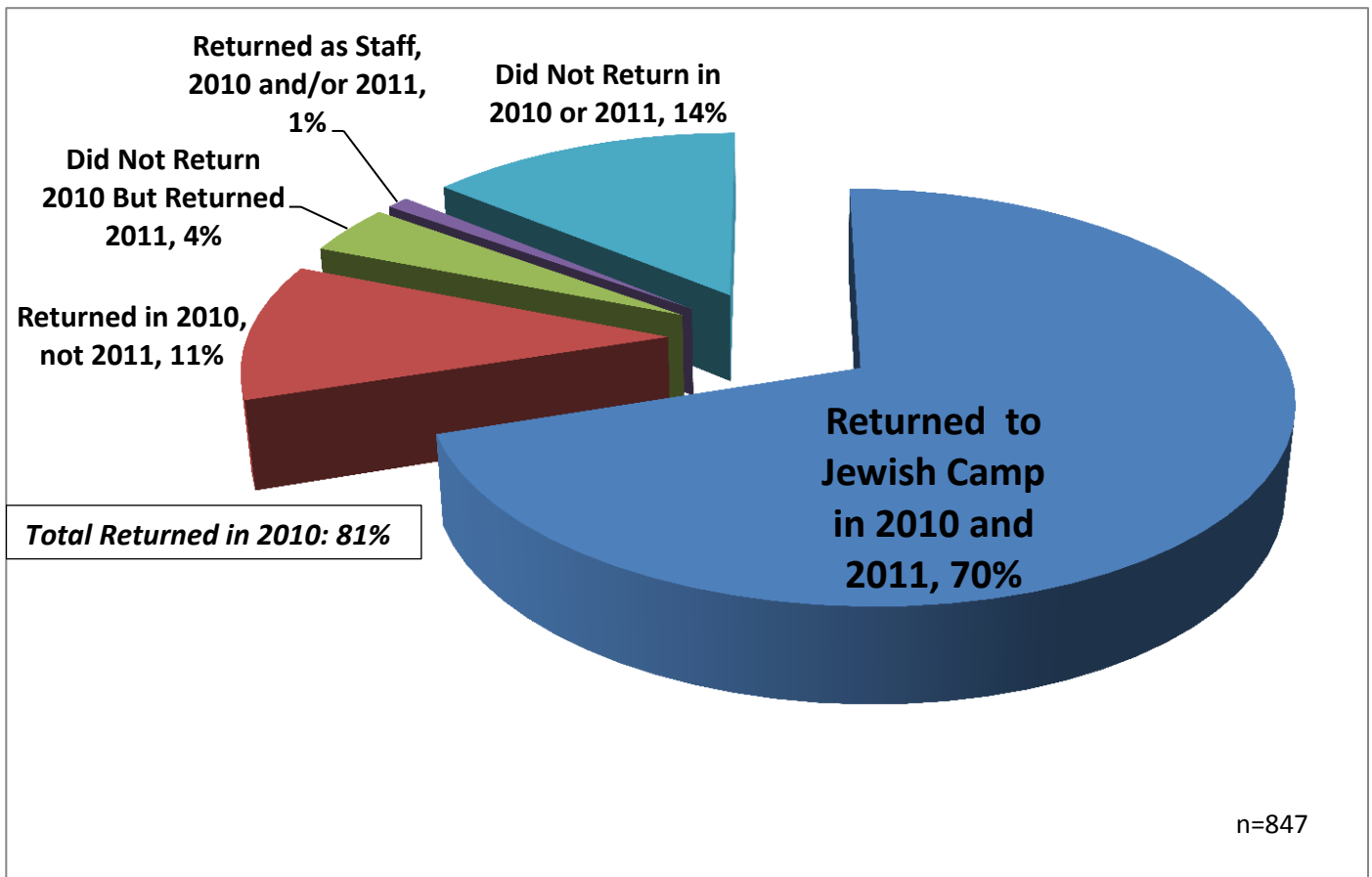
**Exhibit 2**  
**One Year Later: 2010 OHC Recipients In The Summer of 2011**



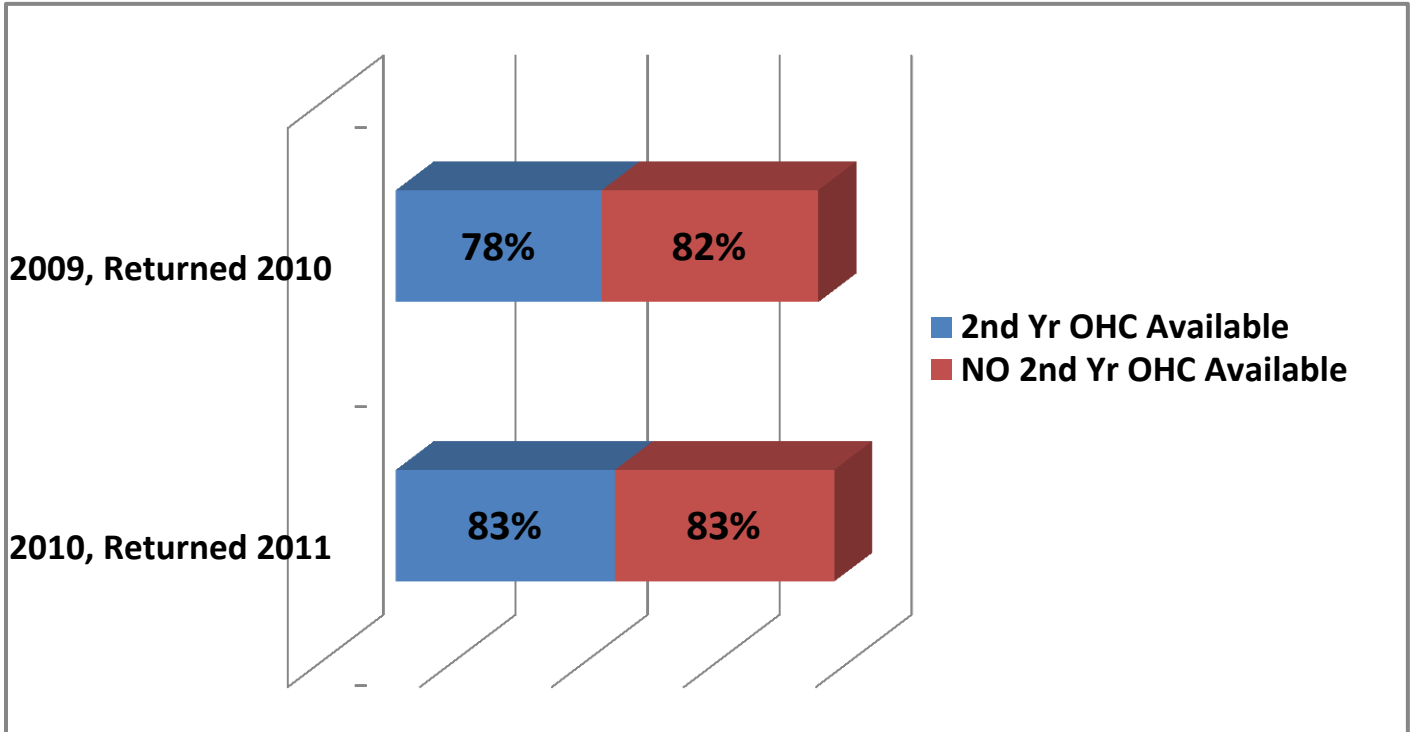
**Exhibit 3**  
**2009 Recipients Who Returned in 2010 and Again in 2011**



**Exhibit 4**  
**The Longitudinal View of 2009 Recipients: Where They Were By 2011**



**Exhibit 5**  
**Comparing Retention: Areas With 2nd Year OHC Grants Available**  
**vs. Areas With 1st Year OHC Grants Only**

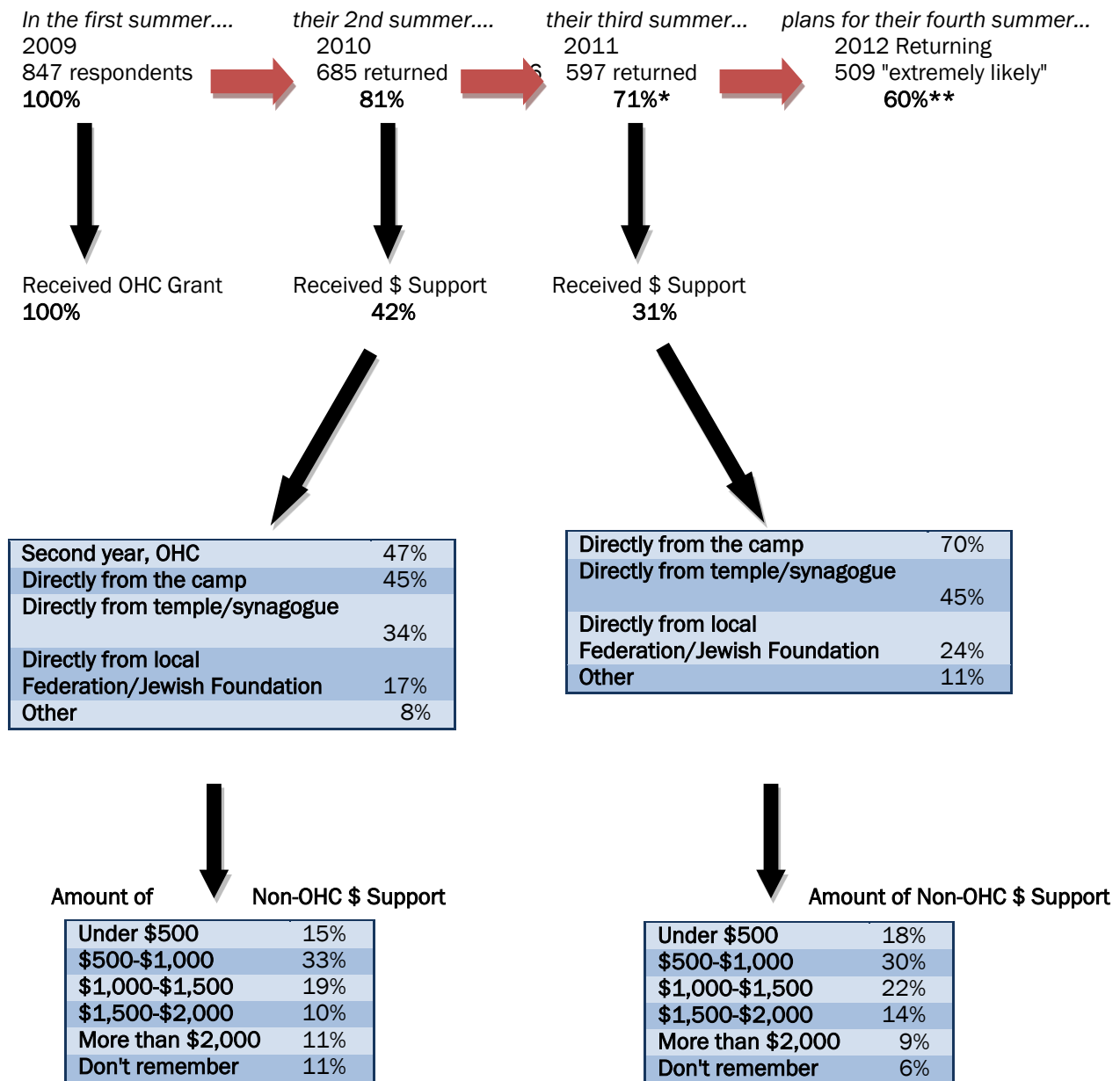


	2nd Year OHC Available	NO 2nd Year OHC Available
Received Outside Funding*	64%	33%
<b>SOURCES:*</b>		
Second year, OHC	81%	14%
Directly from the camp	42	<b>76</b>
Directly from temple/synagogue	32	<b>59</b>
Directly from local Federation/Jewish Foundation	19	25
Other	6	13

	2nd Year OHC Available	NO 2nd Year OHC Available
Reason For Not Returning: Affordability*	34%	35%

*\*Combined 2009 (returning in 2010) and 2010 (returning in 2011) OHC recipients*

**Exhibit 6 Detailed View: 2009 OHC Recipients**



\*71% of the original 847 recipients; 87% of the 685 recipients who returned in 2010

\*\*60% of the original 847 recipients; 85% of the 597 recipients who returned in 2011

**Exhibit 7  
Detailed View: 2010 OHC Recipients**

*In the first summer....*  
2010  
1,870 respondents  
**100%**

→

*their 2nd summer....*  
2011  
1,549 returned  
**83%**

→

*plans for their third summer...*  
2012 Returning  
1,278 "extremely likely"  
**68%\***

↓

Received OHC Grant  
**100%**

↓

Received \$ Support  
**44%**



Second year, OHC	46%
Directly from the camp	45%
Directly from temple/synagogue	36%
Directly from local Federation/Jewish Foundation	16%
Other	8%



Amount of Non-OHC \$ Support

Under \$500	21%
\$500-\$1,000	28%
\$1,000-\$1,500	20%
\$1,500-\$2,000	12%
More than \$2,000	12%
Don't remember	6%

*\*\*68% of the original 1,870 recipients; 83% of the 1,549 recipients who returned in 2011*

**Exhibit 8**  
**Reasons for Not Returning: 2009 OHC Recipients**

*In the first summer....*  
 2009  
 847 respondents  
**100%**



*their 2nd summer....*  
 2010  
 685 returned  
**81%**



157 Did Not Return\*  
**19%**



Camp was not affordable	35%
Unsatisfied with camp experience	27%
Family trip/travel	14%
Outside funding/support was not available	13%
Too old to return as camper	6%
Worked at a summer job	6%
Other	29%

\* excludes 5 who returned as staff members

**Reasons for Not Returning: 2010 OHC Recipients**

*In the first summer....*  
 2010  
 1,870 respondents  
**100%**



*their 2nd summer....*  
 2011  
 1,549 returned  
**83%**



314 Did Not Return\*  
**17%**



Camp was not affordable	35%
Unsatisfied with camp experience	20%
Family trip/travel	13%
Outside funding/support was not available	14%
Too old to return as camper	5%
Worked at a summer job	5%
Other	34%

\* excludes 7 who returned as staff members