



Jewish Camping in the Philadelphia Area

Market Research

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Executive Summary

Drawing upon a survey of 540 respondents, of whom 376 were parents of youngsters age 4-17, as well as in-depth personal interviews with ten selected respondents, the following findings and inferences emerged:

1. Mothers, more than fathers, are probably engaged in making decisions related to camping and other child-rearing issues.
2. The target demographic is highly educated and, inferentially, fairly sophisticated consumers.
3. They display a wide income range, presenting a wide range of income-related needs ranging from financial aid for the least affluent to very high quality facilities for the most affluent.
4. Parents of Jewish youngsters are more Jewishly engaged than the Jewish population in general, and parents of Jewish youngsters with a possible interest in Jewish camps are somewhat more Jewishly engaged than parents of Jewish children, in general.
5. Prospective users of Jewish camps are relatively more socially connected to other Jewish parents, allowing for the influence of Jewish social networks.
6. About two thirds have sent or will send their children to Jewish day camps (JDC).
7. About 43% have sent or intend to send children to Jewish Overnight Camps (JOC).
8. The more Jewishly engaged parents make more use of Jewish pre-schools, day camps, day schools, and overnight camps.
9. JDCs are a feeder to JOCs.
10. Commitment to children's intensive – rather than ordinary – Jewish education predicts use of JOCs.
11. Families who have sent children to overnight Jewish summer camps or intend to do so (from here on coded as Jewish Camp Families) more strongly prefer Jews-only social environments for their children.
12. For some, JOCs are “too Jewish.”
13. Overnight camping begins at a later age than day camping. Parents of young children are often wary of sending their children to overnight camps, especially for extended periods.
14. Parents' own experiences with overnight camp affect their decision-making about their children.
15. Those less interested in JOCs place greater priority on comfort, convenience, sports facilities and other accoutrements of high-quality camping.
16. Cost represents a significant consideration for overnight camps, but not for day camps, and for less affluent families far more than affluent families.
17. Less well-connected families are less aware of scholarship possibilities for JOCs.
18. Among the policy implications:
 - a. For pragmatic reasons, focus upon the moderately engaged
 - b. Recruit through Jewish pre-schools, day camps, and synagogues
 - c. Try to start overnight camping at a younger age
 - d. Target financial aid
 - e. Provide experimental camp programs for less engaged families
 - f. Provide camps geared for the very affluent.

Evaluating Interest in Jewish Camping

Sponsored by JCCs, Federations, congregational bodies, Zionist movements, individual synagogues, and other Jewish agencies, camps have been demonstrated to exert lasting, long-term influences upon adult Jewish identities. In fact, a mounting research literature testifies to the educational effectiveness of Jewish summer camps.

The purpose of this report is to understand how participation in Jewish camping can be further expanded in the greater Philadelphia area. One factor limiting increased enrollments in Jewish summer camps is that they compete with other summer experiences, among them “non-Jewish” camps. Another issue is that they certainly require financial expenditures on the part of parents, which many find challenging if not difficult, and that almost all see as an optional, discretionary expenditure.

To address these concerns, since 2006, the Foundation for Jewish Camp sponsored three prior investigations of local markets for Jewish camps: Southern California (Cohen, 2006); Toronto (Cohen and Veinstein, 2009); and the Midwest (Cohen and Veinstein, 2010). These studies—often with overlapping findings—yielded several policy-relevant inferences, many of which emerged in two, if not all three, studies.

Perhaps most fundamentally, as reported in the very first of these studies:

Youngsters from homes that are more engaged in Jewish life are far more likely to attend Jewish summer camps than are those with weaker Jewish connections. This finding replicates a pattern reported repeatedly in the research literature (Cohen 2000, 2003; Keysar and Kosmin, 2001 and 2005; Kotler-Berkowitz 2005). This important link can be observed on several levels, in ways that apply to the parents or to the youngsters themselves. (Cohen 2006: 10)

Not surprisingly, then, in all three studies, the synagogue-affiliated were far more likely to send their children to Jewish camp than are the non-affiliated, reflecting a variety of factors. Among them are the congregational members’ higher level of Jewish engagement, their greater embeddedness in Jewish social networks, and higher levels of affluence. All of these independently relate to the likelihood of patronizing Jewish summer camps.

The families’ Jewish engagement levels also underlie another repeated finding: In-married parents send their children to overnight Jewish camps far more than intermarried parents. One reason is that most intermarried parents raise their children as non-Jews and hardly any children who are not being raised Jewish – even with one Jewish parent – attend overnight Jewish summer camps. Another reason for the gap between in-married and intermarried in usage of Jewish camps derives from the parallel gap in Jewish engagement. “Statistically, once the levels of Jewish engagement on the part of the in-married and mixed married are taken into account, very little difference in camp participation separates the two groups. This implies that the low rates of camp participation by the mixed married derive primarily from their low rates of Jewish engagement.” (Cohen and Veinstein 2010: 24).

Central to the motivations of Jewishly engaged parents is their heightened interest in raising Jewishly committed children and their greater investment in Jewish education. Accordingly, such parents see Jewish summer camps as effective instruments of Jewish education:

Parents seeking a summertime Jewish educational experience were far more likely to turn to Jewish camps for their children. These are parents who are seeking Jewish education, or Jewish campers and staff (Jewish association), or Israeli connections (staff or programming). (Cohen and Veinstein 2009: 25)

In this regard, some camp advocates have recommended better communicating the Jewish educational effectiveness of Jewish summer camp as has been well-demonstrated in “Camp Works” (Cohen, et al. 2011). Yet, it turns out that

The value of Jewish camp as a Jewish educational and socializing instrument is well understood and widely accepted. Parents, be they in-married or mixed married, appreciate the Jewish educational effectiveness of camp. The inference: Additional efforts to communicate camps’ Jewish educational value hold little promise for expanding recruitment. (Cohen and Veinstein, 2010: 25)

Aside from Jewish engagement and closely related concepts, the other major factor influencing use of Jewish summer camp is affluence. Higher-earning families more frequently patronize Jewish summer camps than lower-earning families, providing one rationale for the effectiveness of financial incentives for first- and second-time camp users and of scholarships (for more needy families). At the same time, the interplay of income and cost is complex. As we learned in one study,

The parents most sensitive to cost are those with relatively lower income, those with little Jewish engagement, and those who have little immediate connection to Jewish or other camping. They are most likely to feel that Jewish summer camping does not offer value commensurate with cost. Conversely, those who are more affluent, have higher levels of Jewish engagement, and who are highly connected to Jewish camping are among the most able and willing to pay for Jewish summer camps. (Cohen and Veinstein 2009: 25).

Prior research also pointed to the generally positive reputations enjoyed by Jewish summer camps, albeit tempered by the generally stronger reputations of the private camps’ facilities and recreational program. This confluence of factors led us to conclude in the most recent of three studies: “Parents want, among other features, excellent sports facilities and trips, an issue that may stand on its own or represent a larger issue. In any event, creating, delivering, and communicating high-quality recreational experiences at camp are vital for expanding camp participation.” (Cohen and Veinstein 2010: 25).

Notwithstanding the common and reinforcing findings appearing in all three studies, nevertheless regional variations emerged in each. In Southern California, for example, parents prefer shorter camp sessions (e.g., two weeks) and could patronize two camps in a single summer. In Toronto, the presence of committed secular Jews and those from Israel and the FSU meant that non-day school students were among the most frequent users of Jewish summer camps. The Midwest study was notable for extending the scope of research to intermarried families raising children as non-Jews, and found that such families express nearly no interest in Jewish summer camps.

This research – of Jewish parents in the Philadelphia area – builds upon the foundation of knowledge amassed in prior studies outlined above. Thus, where results comport with those found earlier, we can feel more confidence in drawing inferences, even if and when the immediate evidence is partial or incomplete. At the same time, given all the variations by community and by study, we uncover new findings that both expand our understanding of marketing Jewish summer camps in general, and that apply to the Philadelphia area in particular.

This report draws on a survey of and interviews with Philadelphia area Jewish parents in order to provide actionable information to better understand the parents and campers who constitute their market. The report addresses the following questions, among others:

- ▶ Which sorts of Jewish families patronize Jewish camps?

- ▶ What are the incentives and the obstacles to Jewish camping? How important is cost as a barrier?
- ▶ How can camps persuade those who have never experienced Jewish camping to consider sending their children?

Research Methodology

Launch phase - March 2012

In this phase, the evaluation team sought an understanding of the distinctive features of Philadelphia camping. For this purpose, Prof. Steven M. Cohen traveled to Philadelphia to meet with Federation personnel, camp directors and lay people related to the world of Jewish camping in the Philadelphia area.

Evaluation phase (April- August 2012)

Survey

On the basis of the launch phase interviews, we designed survey for parents, with input from the Philadelphia Jewish Federation and the Foundation for Jewish Camp along the way.

The survey was administered to a list of parents registered to receive PJ Library books from June 24th through July 23rd 2012. Each person on the e-mail list received an e-mail invitation that contained a link to the survey, which was taken on-line. Each person received the initial survey invitation and up to three additional reminders for those that did not respond. The team's goal was to reach a minimum goal of 200 cases with parents of children between the ages of 7-17 and 400 cases altogether. Of the 3272 who received a survey

invitation, 540 responded for a 17% response rate. Of these respondents, 376 had children between ages of 4 and 17 who live with them. Fifty-four percent of this group had a child at home age seven or older, the year when Jewish camp participation begins to climb. In addition, fully 85% of the sample report children at home between the ages of 4 and 7.

The analysis of all Jewish camp experiences, including day camp, and pre-school includes all 376 respondents with children over 4 years of age; while, the analysis of overnight camp experiences, intentions, and preferences is limited to these 204 parents with

children age 7 or over.

Exhibit 2: Age of youngest child

8+	15%
6-7	30%
5	26%
4	30%
Total	100%
N = 376	

Exhibit 1: Age of oldest child

14-17	8%
11-13	13%
9-10	11%
7-8	22%
4-6	46%
Total	100%

N = 376

In-person interviews

In July and August 2012 we interviewed 10 parents (representing 10 households). These interviews served to round out our understanding of the survey data related to the decision not to send a child to summer camp. The phone interviews lasted between half an hour and an hour. A copy of the interview guide is found in appendix three.

Using the survey responses, we chose to interview only those with children between the ages of 4 and 17 who were seemingly uninterested in sending their children to Jewish camp in the next 3 years. ("Within the next three years, do you intend to send any of your children to a Jewish-sponsored overnight camp?") While all answered "no," we

discovered that several parents do have intentions but not in the next 3 years due to the young age of their child or children.

We also used the survey responses to ensure the interviewees' diversity with respect to their Jewish backgrounds, current Jewish involvement, attitudes towards Jewish camp and income. All but two households earn \$100,000 a year or more. Among the interviewees, some had spent time at Jewish camps themselves, others went to predominantly Jewish or non-Jewish camps and some never went to overnight camp whatsoever. Many had children currently in Jewish and non-Jewish day camps and at least two had children in non-Jewish overnight camps. Most interviewees associated themselves with either a Reform or Conservative congregation and/or movement.

Parents' Demographic Characteristics

JEWISH PARENTS

▶ GENDER MATTERS

The vast majority of respondents are mothers, suggesting that we accessed the parent with more decision-making influence over such matters as whether the child will participate in Jewish camping.

▶ SOPHISTICATED

Marketing efforts need to take into account the high degree of education, and presumably sophistication of Jewish parents.

▶ WIDE INCOME RANGE

Jewish camps are competing in multiple markets stratified by income.

Preliminary to exploring the issues driving this study, we need a basic understanding of the 376 parents of children 4-17 years old who responded to the survey. To recall, we sent the survey invitations to participants in the PJ Library program. While their characteristics differ somewhat from the Philadelphia Jewish population at large, they may well represent the prime target market of efforts to engage more Philadelphia area families in Jewish camping. The PJ Library parents, more than all Jewish parents in the Philadelphia area, are unmarried. PJ parents in general are, almost by definition, seeking Jewish enrichment for their children. Accordingly, the vast majority are raising their children as Jews only. In contrast, most intermarried Jews raise their children as non-Jews or partially Jewish, or are undecided. In addition to probably under-representing the least engaged Jewish parents (those raising their children as non-Jews), PJ Library parents differ from the general population in that some of the most traditional or highly committed parents probably are unlikely to avail themselves of the program.

The vast majority of respondents are mothers

Not surprisingly, the vast majority (87%) of respondents were female, reflecting the greater involvement of mothers in direct child-rearing activities. The gender distribution also suggests that we accessed the parent with more decision-making influence over such matters as whether the child will participate in Jewish camping.¹

Exhibit 3: Gender

Female	87%
Male	13%
N = 362	

Highly educated with wide income range

About two-thirds of the respondents are between the ages of 35 and 44, consistent with the ages of their children. The vast majority is married or partnered, again a reflection of the fact that the entire sample consists of people raising school-age children.

Exhibit 4: Respondents' age

55+	1%
45-54	17%
35-44	67%
Under 35	15%
N = 362	

Exhibit 5: Marital status

Married or partnered	95%
N = 362	

¹ From our experience, a majority of woman answering is a pattern that occurs in surveys with a focus on children.

Exhibit 6: Highest education attained

Ph.D., MD, JD or equivalent	26%
Master's degree	45%
BA, BS, or equivalent	28%
High school graduate or less	1%
Other	1%
N = 362	

Exhibit 7: Country born

	You	Spouse
U.S. Canada	93%	89%
The Former Soviet Union	2%	3%
Israel	1%	3%
Elsewhere	3%	4%
N =	359	342

One mother whose household income is between \$50-\$75,000 says, "cost is the killer." Even with the discount they currently receive from the day camp (because she works there), her daughter's camp is expensive for them. She knows that overnight camps are costly so the decision to send will depend on affordability. She notes that in their area, overnight camp is "the thing to do, so I hope it can be an option." Another woman whose household income was reported at \$200,000 or above says that, "Cost could be major or minor. It depends on where we are at. We are just starting out. It depends on if our income goes up or if someone loses a job." She hopes the opportunities for camp will be available based on their income.

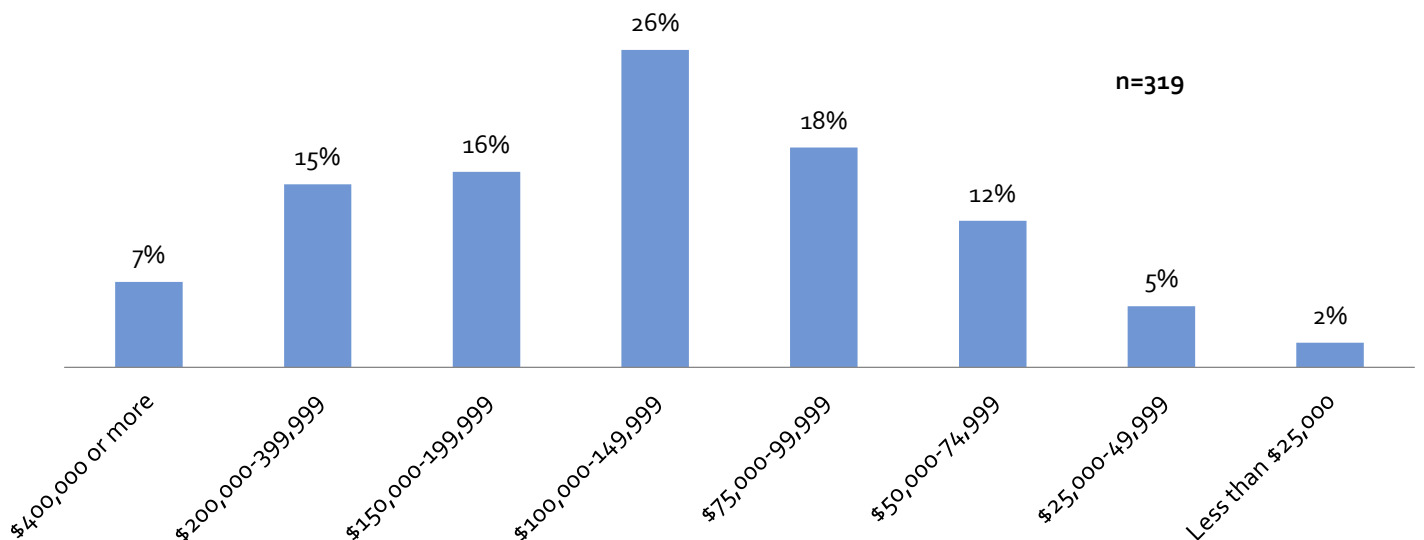
Consistent with the high levels of educational attainment achieved by American Jews, over two-thirds of these respondents report a graduate degree. In comparison, forty-one percent of Jewish adults 25 and older in the Philadelphia Jewish Population study report a graduate degree. Given their relative youthfulness, parents of school-age children are even more educated than the Philadelphia Jewish population as a whole.

The implication here is that any marketing efforts need to take into account the high degree of education, and presumably sophistication, in the target demographic.

The vast majority of parents are native-born Americans.

The income distribution spans a very wide range, with 30% earning under \$100,000 and 22% earning over \$200,000. We estimate median income for these families with young children at \$125,000. In short, as we shall see, costs for camping do not come easily to many families. At the same time, the wide expanse in income means that Jewish camps are competing in multiple markets stratified by income. Camps for the upper-middle class may not be appealing to the most affluent. And camps suited for the most affluent may not be affordable for the middle class.

Exhibit 8: Annual household income



Parents' Jewish Background and Engagement

More are in-married and Jewish than the norm

Exhibit 9: In-marriage

Yes	83%
No	17%
Total	100%
N = 351	

Of the married couples in this sample, the vast majority (83%) are in-married. In contrast, 72% of all Jewish couples in the Philadelphia area are in-married. Previous research has demonstrated the under-participation in Jewish life of the intermarried, even among the minority who raise their children as Jews. Hence, the somewhat larger number of in-married among PJ parents is not at all surprising. Yet, at the same time, the sample we have here does contain a significant number of intermarried parents.

Consistent with the low rates of intermarriage, we find very few (2%) non-Jewish respondents in the sample, as, generally, in intermarried homes the Jewish partner is more likely to respond to surveys on Jewish matters than is the non-Jewish partner. A notable number (7%) of the respondents are converts to being Jewish.

Exhibit 10: Jewish status

A Jew by birth	91%
A Jew by choice or convert	7%
Non-Jewish	2%
Total	100%

N = 362

Parents are more engaged with Jews and Judaism than is the norm

Exhibit 11: Importance of being Jewish in your life

Very important	74%
Somewhat important	23%
A little important	3%

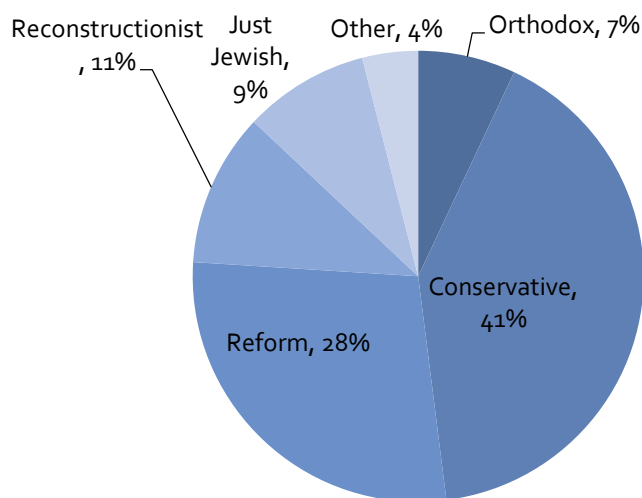
N = 352

Almost three quarters report that being Jewish is "very important" in their lives, similar to the 69% of Jewish respondents in the Philadelphia Jewish population at large.

Seventy-six percent belong to congregations, far more than the 35% found in the recently Philadelphia Jewish community study, but consistent with the sharp rise in congregational belonging that takes place with the advent of school-age children.

Conservative Jews represent the largest single denomination, followed by Reform Jews. As Philadelphia serves as the national center of Reconstructionism, it is no surprise that as many as 11% of the parents so identify. Compared with the Jews of Philadelphia generally where 30% identify as Conservative, 41% identify as Reform, and 3% identify as Reconstructionist, this sample contains somewhat more Conservative and somewhat fewer Reform and Reconstructionist Jews.

Exhibit 12: Jewish denomination



N = 359

In terms of religious service attendance, the sample exhibits a wide range, with almost half (48%) attending monthly and 19% going just for High Holiday services or not at all. Consistent with the boost in religious service attendance – of all faiths—exhibited among parents of school-age children, as a group, this sample scores much higher than Philadelphia area Jews in general, among whom just 21% attend services at least monthly, the large percentages that have congregational membership and are attend worship services indicates that congregations remain an important arena for marketing Jewish camps.

Exhibit 13: Frequency of attending Jewish worship services

About once a week or more	10%
2-3 times a month	19%
About once a month	19%
A few times during the year	32%
Just for High Holidays	11%
Never, or just for Bar/Bat Mitzvahs	8%

N = 362

Just over half report that most of their friends are Jewish. The large number of parents with mostly Jewish friends should be seen as an asset for camp recruitment. People tied to Jewish social networks stand a good chance of learning about Jewish camps and developing positive impressions of specific camps used by their family and friends.

Indeed, the sample displays significant numbers who in their own childhood years experienced overnight Jewish camps (43%) or JDC (36%). Testifying to the somewhat above-average Jewish engagement of the PJ participants, almost a quarter (23%) attended day school in their youth. More than twice as many attended what they regarded as a Jewish camp as who attended a non-Jewish camp. Among the general Philadelphia Jewish population, 45% attended summer camp or overnight camp with Jewish content in their youth, just about the same percentage we find in our sample.

Exhibit 14: Jewish childhood educational experiences

Jewish camp	43%
JDC	36%
Day school	23%
Non-Jewish camp	20%

N = 376

JEWISH INVOLVEMENT

▶ **CONGREGATIONALLY INVOLVED**

The large percentages that have congregational membership and are attending worship services indicates that congregations remain an important arena for marketing Jewish camps.

▶ **JEWISHLY NETWORKED**

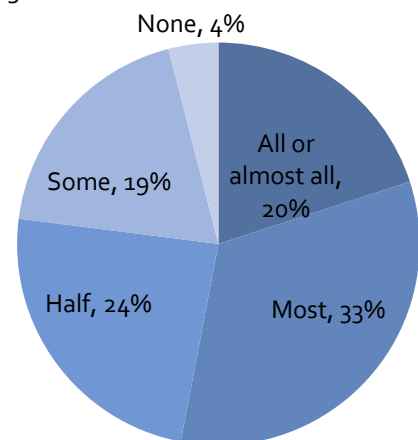
A large number of parents have mostly Jewish friends, which is an asset for camp recruitment.

▶ **RAISING CHILDREN EXCLUSIVELY JEWISH**

Respondents are almost exclusively raising their children Jewish. These families are the policy relevant group for this study. Previous studies show extremely low levels of participation in Jewish camp by non-Jewish children of mixed married couples. Almost all the participation in such families derives from those raising their children exclusively as Jews.

Exhibit 15: Closest friends who are Jewish

N = 363



Jewish Upbringing of Children

Children raised exclusively Jewish are most likely to attend Jewish camp

The vast majority of children (95%) are being raised exclusively Jewish. The small number who are being raised otherwise (e.g., Jewish and something else) reflects both the small number of mixed married and the Jewish-socialization orientation of parents who agree to participate in the PJ program. In comparison, according to the recently conducted Philadelphia Jewish Population Study [“The Jewish Population Study of Greater Philadelphia: 2009 Summary Report”], 69% of children in Jewish households throughout the Greater Philadelphia are being raised only Jewish.

While this sample consists almost entirely of children raised exclusively Jewish, it should be noted that previous studies have demonstrated extremely low levels of participation in Jewish camp by non-Jewish children of mixed married couples. **Almost all the participation in such families derives from those raising their children exclusively as Jews, albeit at a far lower level than for comparable children with in-married parents. Hence, it may be said that the survey focused upon the most policy-relevant target group:** families with varying rates of interest in Jewish camp, yet who still seem to exhibit the potential for recruitment to Jewish camping, be it day or of the overnight variety.

Exhibit 16:
Oldest child being raised...

Jewish	95%
Jewish and something else	4%
Not Jewish, but NOT in another religion	1%
In another religion other than Judaism	0%
	100%
N = 375	

Respondents slightly more inclined towards more intensive Jewish education

Exhibit 17: Main type of Jewish schooling (oldest) child will receive by time he is 18

Jewish day school (one that meets full-time, all week)	20%
A Jewish school that meets for a few hours, three days a week	6%
A Jewish school that meets for a few hours, two days a week	48%
A Jewish school that meets for a few hours, one day a week	19%
Tutoring or other non-school option	4%
None	3%

N = 371

The parents display a wide range of intentions regarding the prospective Jewish schooling of their youngsters. That said, the “center of gravity” is situated at two-day-a-week supplementary school, the choice of almost half the parents. A small number (7%) are thinking about no schooling and another fifth are planning on only one-day-a-week school, the same number who are sending or will send their children to day school.

In the Jewish population at large, we find that 64% of school age children have been exposed to some form of Jewish education. Forty-three percent have been exposed to Sunday or supplementary Hebrew school, 16% to full-time Jewish school and 15% to some other form of part-time after-school Jewish educational program.

In other words, the PJ sample is somewhat more inclined toward more intensive forms of Jewish education than the Philadelphia Jewish population at large.

Send-or-Intend: Jewish Camp Utilization, Current and Future

DECIDING TO SEND

▶ RECRUIT AT DAY CAMPS

The more Jewishly engaged make more use of both JDCs and JOCs. The implication: JDCs are a fertile ground for finding prospective JOC families.

▶ EDUCATIONAL EFFICACY

Jewish Camp Families² are more likely to express confidence that educational experiences at Jewish camps are effective for both the Jewish and general development of their children. This result points to the greater confidence that the already-convinced market places in Jewish summer camps.

▶ WILLING TO PRIORITIZE

Jewish Camp Families are far more likely to regard as a priority their children socializing with Jews and the “Jewishness” of camp.

▶ LESS EXCLUSIVE FRAMEWORKS

Non-camper parents place lower priority on camp environments that are exclusively Jewish and exhibit less interest in intensive Jewish education. The results point to considering the advisability of establishing Jewish camps that appeal to and admit non-Jewish campers.

About 43% intend to send or have sent to JOC

With respect to their oldest children, three quarters have sent their children to Jewish preschool, most have utilized a JDC, and only a sixth of this sample of parents with children as young as four have thus far made use of JOCs.

Exhibit 18: Jewish educational experiences of children, 4-17

Sent to Jewish preschool	74%	N = 365
Sent to a JDC	59%	N = 367
Sent to a JOC	17%	N = 359

Exhibit 19: Intention to send children to Jewish camps, overnight and day

Within the next three years, do you intend to send any of your children to a ...

Jewish-sponsored overnight camp that is, one run by a synagogue, movement, Zionist group, JCC or other Jewish group?	25%	N = 371
Jewish-sponsored day camp that is, one run by a synagogue, Chabad, JCC or other Jewish group?	40%	N = 370

Adding in those who intend to send their children to Jewish camps, we find that the send-or-intend rates climb to 65% for JDC and 43% for overnight Jewish summer camp.

Exhibit 20: Jewish Camp Families

Has sent child to JDC, or will in 1-3 years*	65%	N = 376
Jewish Camp Families, or will in 1-3 years**	43%	N = 204

*Oldest child is 4 or more.
**Oldest child is 7 or more.

***Nomenclature:** Henceforward, we refer to “Jewish camp families” as those who have sent children to overnight Jewish summer camps or intend to do so. “Non-Jewish Camp Families” are those who have not utilized such camps and also say they have no intention of doing so within the next three years.

² Jewish Camp Families refer to those who have sent children to overnight Jewish summer camps or intend to do so.

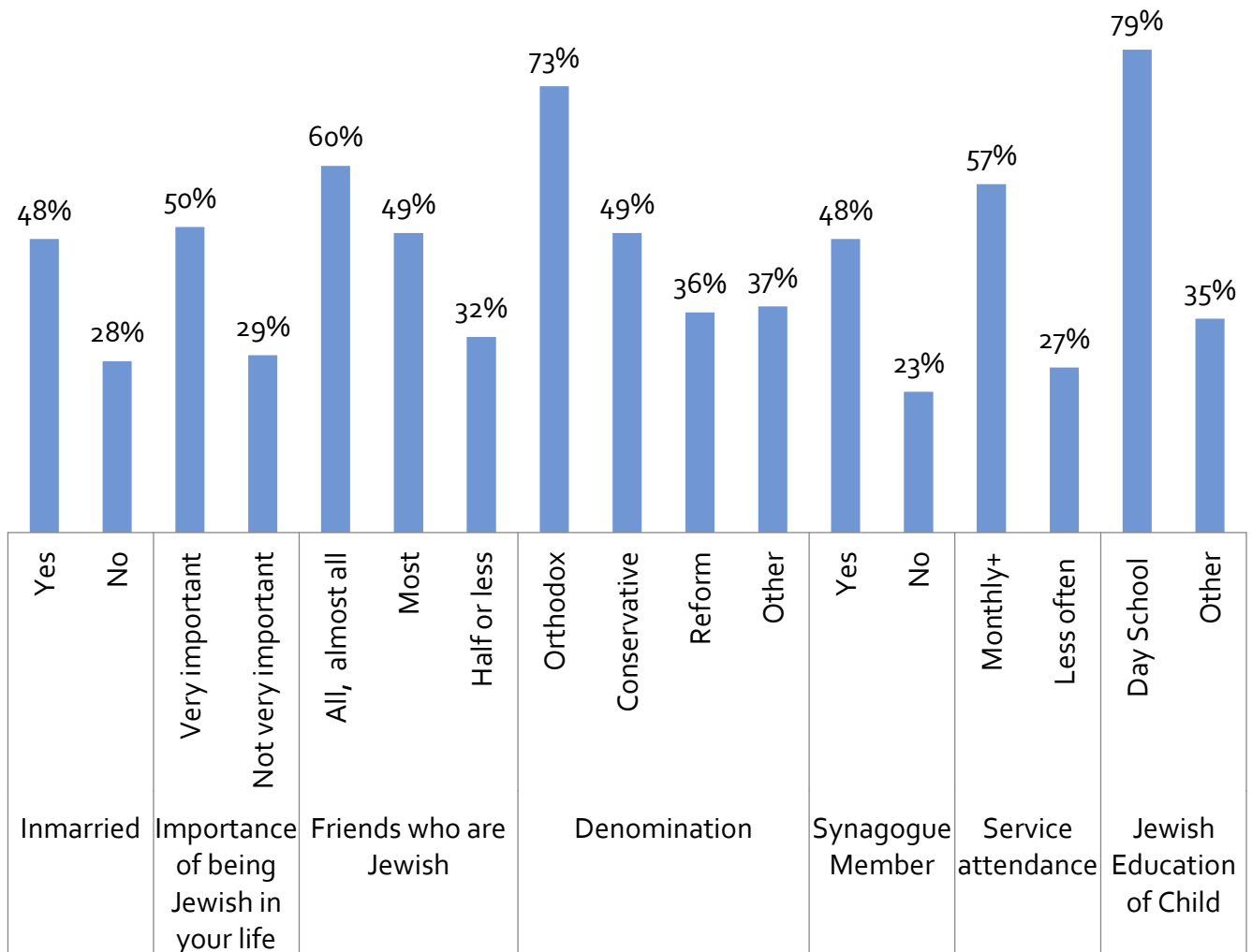
Jewish engagement strongly relates to using Jewish pre-schools, day camps, and overnight camps

All measures of Jewish engagement are related to the send-or-intend measure, both for JOCs and JDCs. That is, irrespective of how we measure Jewish engagement (in-marriage; importance of being Jewish; proportion of friends who are Jewish; denominational traditionalism; synagogue membership; the respondent’s religious service attendance; or child’s Jewish education), the more Jewishly engaged are more likely to send their children to Jewish camps (of both kinds) or intend to do so.

As an example, of those who say that only half or fewer of their close friends are Jewish, just one third (32%) are sending their children to JOCs (i.e., send-or-intend). For those with mostly Jewish friends, the figure climbs to one half, and then leaps even further (to 60%) for those saying that all or almost all their close friends are Jewish. Exhibit 21 shows the data for all respondents who send their children to camp, appendix 4 provides additional breakdowns for those who send their children to JDC, JOC and Jewish preschool.

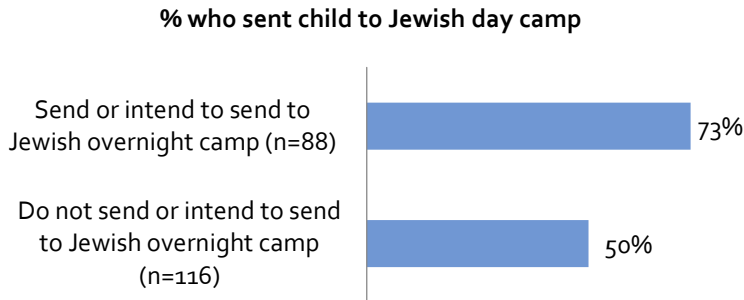
Exhibit 21: Camping parents are consistently at the higher end of Jewish involvement

% = those sending to Jewish camp in a particular answer category



JDCs lead to JOCs

Exhibit 22a: Attendance at JDC for Jewish Camp Families and Non-Jewish Camp Families



Over three quarters of those sending (or soon sending) their children to JOCs have sent children to a JDC. In all, we find a moderate relationship between Jewish/non-JDC participation and Jewish/non-JOC participation. The reason for this relationship is understandable: The more Jewishly engaged use both JDCs and JOCs.

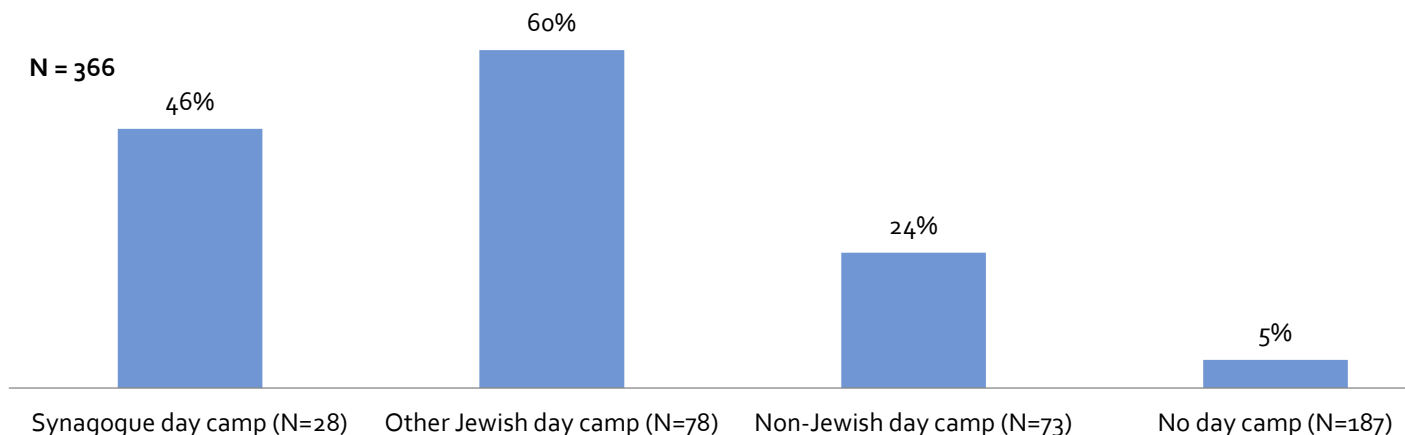
The implication: Focus recruitment attention on the JDCs as a fertile ground for finding prospective JOC families.

Looking at the findings from a different angle, we find that of those who never sent their children to day camp, less than 5% have sent, or intend to send, their children to Jewish overnight camp. In other words, without day camp, we see little hope of kids going on to Jewish overnight camp.

In contrast, among those who sent their children to a day camp, about half the children who went to a Jewish day camp go on to Jewish overnight camps, as contrasted with under a quarter of those who went to a non-Jewish day camp. In other words, for purposes of serving as a “breeding ground” for future Jewish overnight campers, any Jewish day camp seems more promising than non-Jewish campers, but some non-Jewish day campers do go on to Jewish overnight camp.

Last, the “high-yield” Jewish day camp families may be further sub-divided into those who patronize synagogue day camps and those who sent children to other (non-congregational) Jewish day camps. We find that synagogue day camps are, indeed, somewhat less “productive” for Jewish overnight camps than are the other Jewish (non-congregational day camps); but, that said, both types of Jewish day camp are more productive channels than the other (non-Jewish) day camp alternatives.

Exhibit 22b: Percentage of Families Who Intend to Send to Jewish Overnight Camp by Type of Day Camp Attendance



The power of commitment to children’s intensive Jewish education

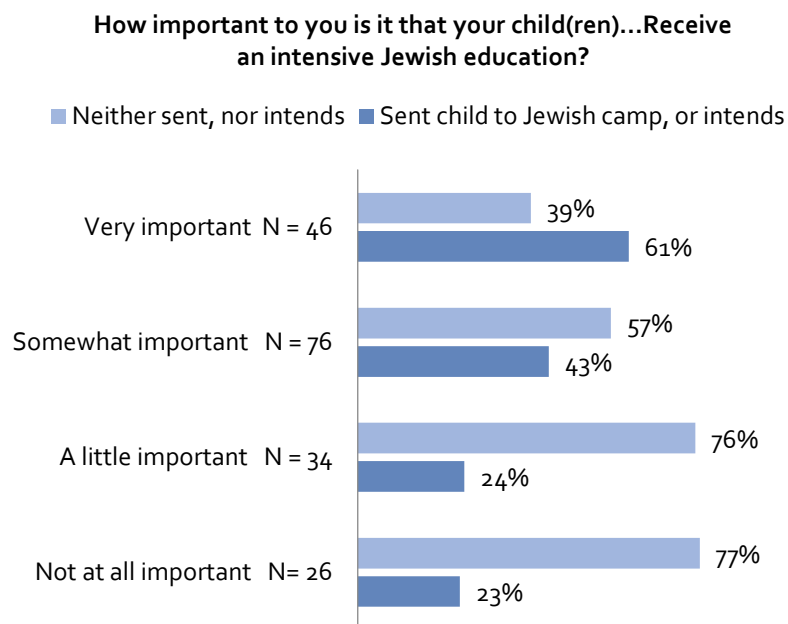
Jewish Camp Families consistently score higher than their non-camp counterparts on measures relating to more intensive or more demanding forms of Jewish education of their children. That is, those with stronger or higher aspirations for their children’s Jewish education and socialization are more likely to send their children to JOC than those with weaker or lower aspirations.

Having said this, we also need to recognize that on “easy” measures of Jewish educational aspiration – where the vast majority of parents agree – the camp and non-camp families hardly differ. As an example, they hardly differ in terms of saying that their children feel part of a Jewish community is very important.

Exhibit 23: Jewish educational aspirations for Jewish Camp Families and Non-Jewish Camp Families

		% Feeling it is “very important” that their children ...	
		Non-Jewish Camp Families (n=116)	Jewish Camp Families (n=87)
Little difference	Acquire a foundation of Jewish knowledge and tradition	91%	94%
	Feel part of a Jewish community	91%	92%
	Make friends with other Jewish kids	81%	86%
Significant difference in favor of those who send	Celebrate Jewish holidays as an adult	79%	90%
	Learn some Hebrew	65%	75%
	Feel emotionally attached to Israel	42%	67%
	Receive an intensive Jewish education	23%	46%
Significant difference in favor of those who do not send	Make friends with non-Jewish kids	60%	46%

Exhibit 24: Importance attached to child receiving an intensive Jewish education

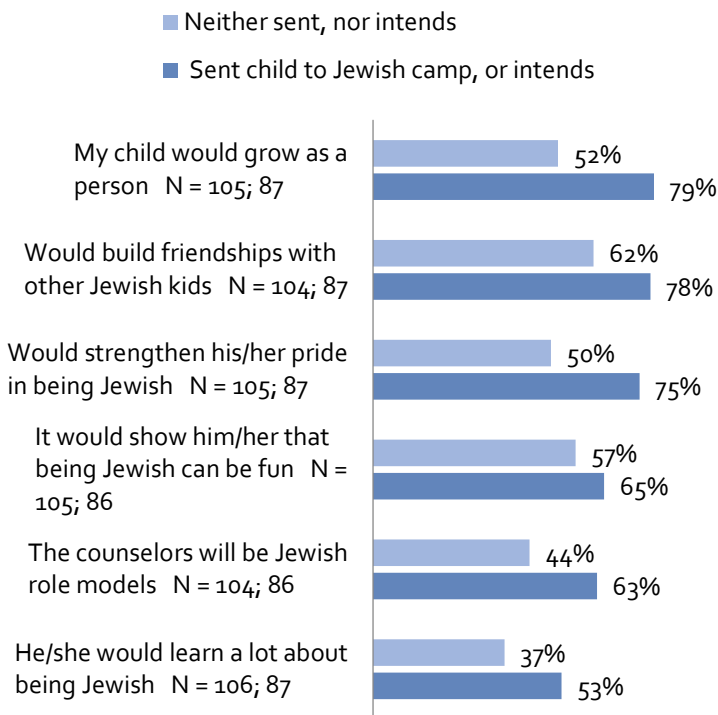


The substantial differences between camp families and non-camp families emerge with respect to more demanding measures of Jewish educational aspiration. The commitment to sending to Jewish camp mounts significantly with greater interest in one’s children receiving an intensive Jewish education. Those thinking an intensive education is very important are almost three times as likely as those thinking it’s not at all important to send their children to Jewish camps (61% vs. 23%).

Jewish camper parents also more readily believe that their child would grow as a person, a claim that 79% of the Jewish camper parents find persuasive as against only 52% of the non-camper parents. Interestingly, one interviewee felt that camps in general are too structured and that providing unstructured environments help children grow during the summer. "You see what they can come up with on their own. Not everything needs to be designed for them. They can design and create activities for themselves... It provides them the opportunity for accountability." Since all parents presumably would want their children to grow as a person, this result points to the greater confidence that the already-convinced market places in Jewish summer camps. Current JOC parents already see such camps as effective – not just in Jewish educational terms, but in terms of their children’s overall maturation.

Exhibit 25: Reasons to send child to JOC

How persuasive do you find each of the following reasons for sending your child to a Jewish overnight camp? (% very persuasive)



One father says if he were to consider overnight camp for his kids, his preference would be Jewish overnight camp. "If they are interested, I would be pushy of it being Jewish." He notes that he grew up Conservative, with more tradition. He and his family now belong to a Reform synagogue because it is his wife’s preference; he would prefer Conservative. He likes the idea of Jewish camp because he has a fear that his children won’t get enough from religious school and their home environment. His fear is that they won’t know enough about Judaism and he would like for them to know and to be exposed to at least as much as he was growing up. "Jewish camp might be a great way to make up for what lacks during the year. [It] may be a way to immerse them into it more. It’s the thing I like about it. We will see what happens in the coming years."

Willing to prioritize interaction with Jews and “Jewishness” of camp distinguishes those who send-intend from those who do not

An area in which non-camp parents distinguish themselves is in the relatively low priority placed on their children interacting with Jews. As opposed to Jewish Camp Families, Non-Jewish Camp Families more frequently place a premium upon their children making friends with non-Jewish children.

For example, one parent interviewed says that diversity is important to her. She likes that the specific camp she is considering for the future is mostly Jewish, but that anyone can attend it. While it may not be so diverse, “it does have the gamut of Reform and Conservative kids.” Diversity is also why she prefers Reform Judaism. They are more accepting, e.g., of mixed families. “I feel more comfortable in places that are more accepting.” Still, she is not open to Reform camps, seeing them as, in effect, “too Jewish.” She thinks Jewish-owned is all that is needed for her family. Another parent would like his children to

Too Jewish

“I don’t like camps like Ramah that are so ‘Jewish centric.’ I know it is fine for some people but it is not what we need. [Our daughter] knows she is Jewish. I want her to know she is Jewish but not have it shoved down her throat. Shabbat at school is fine but not at camp. It is too much. Also, Israeli dance; this is not a fun camp activity. “It’s not about being uncomfortable [in Jewish summer camp], it’s just that Jewish camps are doing things my daughter doesn’t like. She tells me at school she doesn’t like Shabbat. I don’t want her to grow up to not like being Jewish.”

Exhibit 26: Preference for all Jewish campers for those sending children to Jewish camps and those not doing so

	In choosing an overnight camp, prefers that all campers are Jewish	N
Jewish Camp Families:	53%	87
Non-Jewish Camp Families:	17%	106

attend Jewish camp in the future, but one that is open to non-Jews. “On the one hand, I would like more Jewish influence, on the other, I would like for the camp to be open to others too.” He sees himself and family as “being part of the people of the world and I do not want to separate us out from others.”

It is worth noting that most parents interviewed did not have concerns about their children mixing with non-Jews, rather it is the Jewish camp parents who place a priority on interaction with Jews. It is interaction with Jews that is a pull factor, and not an aversion to interacting with non-Jews that motivate Jewish camp parents.

Most non-camp parents view the Jewishness of the Jewish camp experience positively, but are not willing to make it a priority. This parent will leave it to her children to decide: “If they are interested [in overnight camp], I would be pushy of it being Jewish.” Another parent notes that “the Jewishness of a camp is not a negative factor but the opposite. During the year, the children will have Sunday and/or Hebrew school but the everyday norm will most likely be predominantly non-Jews or mixed.” She likes a mix of Jewish and non-Jewish campers, and she knows they will get part of their Jewish identity through the synagogue, bat mitzvah, etc., but she feels that “the summer is a time to take a break and identify with that part [the Jewish part] of themselves. It is good and healthy.” Others want a mix of Jewish and non-Jewish campers, but are less concerned about whether it is a mix of Jews and non-Jews, and more interested in “being with and meeting new people.” They do not want their children with the same friends they see all year. “You are your own person.” In contrast, Jewish camper parents, far more than non-camper families, are vastly more likely to prefer all-Jewish camper populations (53% vs. 17%).

The lack of priority placed by non-camper parents on environments that are exclusively Jewish and their diminished interest in intensive Jewish education raises a policy question: What is the advisability of establishing Jewish camps that appeal to and admit non-Jewish campers, with all the implications for the intensity of Jewish education and the Jewish socialization of the Jewish youngsters?

The Best Fit

The “best fit” was a reason cited several times by interviewees who chose non-Jewish camps for their child. One parent emphasized that, “We did not choose out of a Jewish camp, but rather, we chose into the camp that was the best fit for our son. The main factors were the waterfront, that it was single sex and the mix of people from around the country. There are kids from New York, Florida, New Jersey and Connecticut. Camp Harlam did not have as nice a waterfront, it was co-ed and it is made up a ton of people our son knows from the synagogue and Hebrew school.” She added that it did not matter if it was Jewish or not; they would have been fine if Camp Harlam turned out to be the right camp for him. Another mother responded that “the biggest considerations in choosing a camp were that it is all-girls and that they wear uniforms.” She also added the importance of a mix of people at that camp, compared to Ramah where many of her middle daughter’s friends attend. Furthermore, “the family is involved in the synagogue and the Jewish things we do at home. The children know who we are and why we do these things. I felt more strongly that it is an all-girls camp and that they have a uniform than going to Ramah. That was more important.”

A later starting age for overnight campers than for day campers

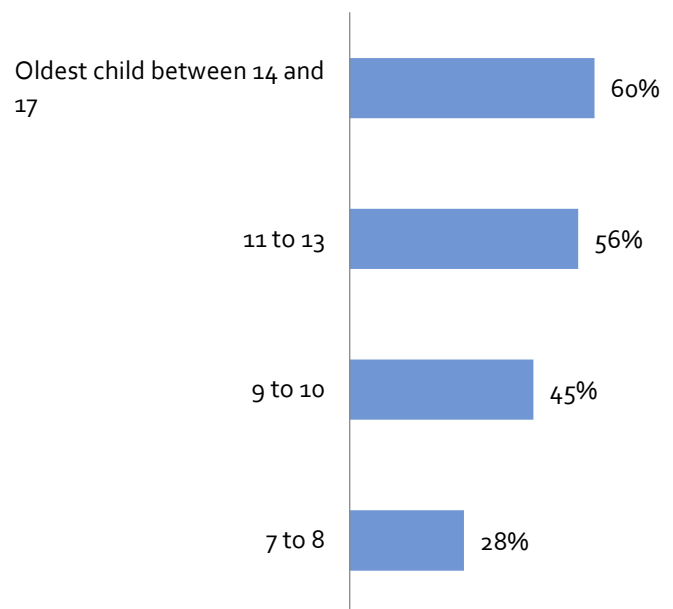
The age at which campers first start attending JOC is about nine years, and participation genuinely expands by age 11. Among teenagers in this sample, most have attended a Jewish overnight summer camp, comparable to the number who at one time (many years earlier) had attended a JDC.

Among parents interviewed, several of those with very young children see nine as too young for overnight camp. They are willing to consider Jewish camp, but only when the children get older (i.e., around 13).

About 60% of families say their children either have attended or will attend a JOC. A similar number reports likewise about JDCs. About half the interviewees had children in JDCs this summer. Additional supporting data is found in appendix five.

Exhibit 27: Families with child in overnight camp (organized by age of oldest child)

% sending their child to Jewish overnight camp



The right age for overnight camp

One mother interviewed would definitely consider sending her kids to Jewish camp by age 9 or 10, but “I would want to start with a week’s taste and then work up to maybe 3 weeks. It depends on their experience.” Another says that “if camp is something the children want when they are older, we would be open to exploring it, but we would want it for a shorter time.” She thinks that “even a month is too long... I don’t see now at 9 or 10 why we need to send them away.” One father says that he and his wife are not considering sending their children to any overnight camp in the next three years “because they are too young.” Even when they are older, he is not sure. “We will decide when they get there, if the children show an interest.” Another mother with a six and a half year old knows that some of her daughter’s friends will be starting overnight camp next summer, but “I know my daughter will not be ready.” While she herself started at age 8, she had older sibling in the camp which she thinks “makes a difference.” She hopes that as her daughter sees more and more of her friends going she will be more interested in going; “I won’t force her, but I can’t imagine her still in day camp at age 12.”

Parent’s childhood associations are influential

The personal experience of a parent with camping as child emerged in the interviews as a critical factor in two ways:

1. The main concern is that it is *overnight* and not that it is Jewish

Several parents cited the fact that the camp is overnight as a factor of concern for them. One mother interviewed notes that the “lack of intention to send our children to Jewish summer camps has nothing to do with the camps being Jewish – I personally loved camp and still talk to a friend from my first Jewish summer camp. In fact, if I were going to send them to overnight camp, my first leaning would be Jewish camps, or at least camps with mostly Jewish kids and a Jewish focus. The lack of intention has to do with overnight camp in general.”

One father said he would prefer Jewish camps but hesitates about sending them away because of the “loss of control.” Another father believes strongly in Jewish camp; “it’s the overnight that is what is not appealing, especially at this time. If we were looking at overnight camp, it would absolutely be a Jewish camp.” For now, they prefer the high quality JDC their two children attend.

In some cases, the concern is connected to a parent’s own childhood camping experiences. One father attributed his and his wife’s predisposition to day camp because day camp was their experience. Furthermore, he believes that their day camp is exceptional. “We are in a fortunate situation in our community with the [Jewish day] camp. If I didn’t live here, I might feel differently about overnight camp. But it is a phenomenal camp experience.”

Similarly, two mothers talk about their husbands’ lack of commitment to overnight camp. “He was not as much of a camper as me. He doesn’t want our daughter to go to overnight camp.” The other notes that her husband never went to camp and doesn’t understand it. He thinks, “You don’t send your kids away. He doesn’t embrace the idea yet.” She too would like to send her daughters to a Jewish camp as well.

2. It is a family tradition to send the children to the camp the parents (and grandparents) attended

“I would only consider where I went and where my husband went. It is a tradition in our family and it makes sense to do what you’ve done.” Such is the case for past Jewish campers as well. One woman would like to send her daughters to her Reform camp on the West coast when they get older, even though she knows that it could get

expensive to fly them out there and fly with them. Still, she had such a positive experience and would love to continue the tradition. Similarly, one father currently sends his two children to the JDC where he and his wife attended (and his wife works). He currently has no intention to send them to a JOC as he and his wife never went either.

Desired Features: Comfort, Convenience, Sports Facilities & Accoutrements

DECIDING TO SEND

► CONVENIENCE

More than parents who send or intend to send to their children to JOCs, the non-Jewish camper parents seek several elements of comfort and convenience.

► SPORTS AND THE AFFLUENT

Parents who do not intend to send JOC are more likely to cite lack of sports facilities. This is, especially the case for the more affluent. In fact, far more than less affluent families and far more than those who are already persuaded to send their children to Jewish summer camps, the affluent non-campers would find the presence of first-rate sports facilities a very persuasive reason to send their children to Jewish summer camps.

How do Jewish camper parents differ from non-camper parents in terms of the characteristics they seek in a camp for their children?

For the most part, aside from Jewish educational dimension, the two groups' interests are fairly similar. Yet, some differences do emerge, some of which may point to larger issues. More than camper parents (those who have sent their children to JOCs or intend to do so), the non-camper parents seek several elements of comfort and convenience: bathrooms in the cabins, nearby location, and 2-week sessions. At the same time, they express less interest than Jewish camper parents in camp sessions lasting longer. Several parents felt that one and two-month camping options "are just too long." Some want to take family vacations, some want quality time with their children at home, another doesn't understand why at the age of nine or ten parents need to send their children away for long periods of time.

The two groups also differed on three questions about demand for high-quality facilities – specialty in arts or theater, excellent trips, and serving families who are financially comfortable. The theme running through these responses is that, insofar as they might consider summer camps, non-Jewish-camper parents place more emphasis upon conventional camp offerings and, for some, the accoutrements of excellence and affluence. They also seek, at least initially, shorter time commitments than do current users of JOCs.

As seen in exhibit 30 (next page) non-camping parents are more likely to cite lack of sports facilities. This is, especially the case for the more affluent, who are most concerned about the quality of the sports facilities at summer camps for their children. In fact, far more than less affluent families and far more than those who are already persuaded to send their children to Jewish summer camps, the affluent non-campers would find the presence of first-rate sports facilities a very persuasive reason to send their children to Jewish summer camps. Similarly, more of them than others would find the lack of such facilities a disincentive to patronizing such camps.

Exhibit 28: Essential characteristics in summer camps for Jewish Camp Families and Non-Jewish Camp Families

	Characteristics seen as essential	Non-Jewish Camp Families	N	Jewish Camp Families	N
Little difference	Offers scholarships	36%	107	39%	87
	Has a session lasting 6-8 weeks	13%	103	15%	84
	It has a sports specialty	10%	106	9%	87
	A lot of my kids' friends go there	9%	104	7%	87
	Excellent sports facilities	25%	106	21%	87
Difference in favor of those who send	Has a session lasting 3-4 weeks	14%	104	26%	87
Difference in favor of those who do not send	Bathrooms in the cabins (vs. an outhouse)	50%	106	43%	87
	Located within 2 or so hours of where we live	27%	106	14%	87
	Has a session lasting 2 weeks	23%	102	14%	81
	Excellent trips and excursions	21%	107	11%	87
	It has a specialty in the arts or theater	11%	106	5%	87
	Serves families who are financially comfortable	8%	105	2%	85

Exhibit 29: Persuasiveness of selected arguments for not sending one's child to a JOC

	How persuasive do you find each of the following reasons for NOT sending your child to Jewish overnight summer camp (% very persuasive)	Non-Jewish Camp Families	N	Jewish Camp Families	N
Little difference	Not enough fun	43%	102	41%	85
	It's too much like Hebrew school	17%	102	16%	85
	It's "too Jewish" for my child	12%	102	10%	84
	My child should be exposed to all kinds of kids, not just Jews	11%	101	8%	84
	My child would feel different from the other kids	9%	102	13%	83
Difference in favor of those who do not send	It costs too much	56%	103	42%	84
	Not enough quality sports and outdoor activities	25%	103	14%	84

Exhibit 30: Affluence and the importance of sports

	Jewish Camp Families: \$150K+	Jewish Camp Families: Under \$150K	Non-Jewish Camp Families: \$150K+	Non-Jewish Camp Families: Under \$150K
The sports facilities would be first-rate (% very persuasive)	8%	10%	17%	10%
N =	39	39	28	61
How persuasive do you find the following reasons for NOT sending your child to JOC (% very persuasive): <i>Not enough quality sports and outdoor activities</i>	6%	19%	31%	23%
N =	38	37	28	61

The cost barrier is for JOCs, not for day camps or pre-school

DECIDING TO SEND

▶ PERCEPTION OF COST

For some Jewish camp is perceived as a less expensive alternative to equivalent secular camps. The less knowledgeable about Jewish camping are unaware that scholarships are available.

The perception of a cost barrier is strongly related to income among those who are camper families. That is, while “poorer” families often experience difficulty paying for camp, the more affluent almost universally deny that \$4,000 for a session would be difficult for them. However, the perception of a cost barrier is higher, among those who are not intending to send to JOC.

▶ TARGET SCHOLARSHIPS

The use of JOCs and Jewish pre-schools is fairly unrelated to income levels; whereas, use of JOCs is strongly tied to income. The policy implication is that scholarships may be more effective for stimulating use of JOCs than they would be with respect to pre-schools and day camps.

While utilizing JOCs, day camps and pre-schools all increase with increasing engagement in Jewish life, things are not so uniform with respect to income. **Within broad limits, the use of JOCs and Jewish pre-schools is fairly unrelated to income levels**, as both lower-middle income and upper-middle income families find it equally necessary and relatively affordable to make use of these venues for their relatively young children.

However, use of JOCs is strongly tied to income. Of those earning under \$150,000 annually, just 38% send-or-intend. The figure rises to 50% for those earning \$150,000-200,000 and to 62% for those earning \$200,000 or more.

The policy implication is that scholarships may be more effective for stimulating use of JOCs than they would be with respect to pre-schools and day camps.

Some interviewees note that while cost can be a factor in decision-making about overnight camp (“Everyone has a budget for the summertime”), they believe that “expense is a plus of Jewish camps because it is less expensive [than non-Jewish camps] and because of potential scholarships.” Parents who send their children to non-Jewish camps all note that those camps are more expensive and there are no scholarships at these camps. Still, among parents who are less knowledgeable about Jewish camps, there is still a sense that Jewish camps might be more expensive than other camps.

One father would prefer Jewish camp, if and when overnight camp becomes relevant. “In general, cost is an issue, though I have no clue how much overnight camp costs.” He doesn’t know if it is much more costly than day camp, “but if so, this would be a factor.”

One mother notes that, “Cost is a factor generally, but the girls’ camp [where her daughters attend] is actually more expensive than Ramah. It is not about what is being spent.” She is aware of the scholarships that the Jewish camps like Harlam and Ramah offer that the other camps do not. “There are zero scholarships in non-Jewish camps like [ours]. Maybe some have alumni or sibling discounts but that is it.” She mentioned knowledge of first time camper scholarships and synagogue scholarships for Jewish camps.

Of note: In the interviews several families that have no previous connection to Jewish camps (e.g., the parents did not attend themselves) did not know that scholarships are available.

Perception of a cost barrier is strongly related to income among camper families

The perception of a cost barrier is strongly related to income among those who are camper families. That is, while “poorer” families often experience difficulty paying for camp, the more affluent almost universally deny that \$4,000 for a session would be difficult for them. Thus, the experience of Jewish camping, or the decision to send children to Jewish camping, serves to dissipate the perception of a cost barrier for those earning \$150,000 or more, in part because those who have experienced or decided in favor of Jewish camping have already made a positive implicit decision on the value of JOCing.

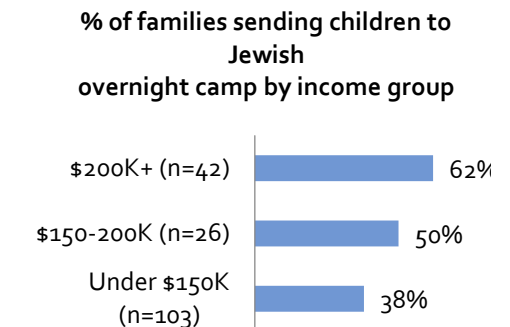
The perception of a cost barrier is higher, though, among those who are non-camp parents. Among those earning \$200,000 or more, as many as 33% believe camp costs would be difficult to justify, in comparison with just 4% among their income peers who have made the decision to send their children to JOC. We get a similar pattern of answers with respect to whether the respondents regard cost as the most important factor in deciding about Jewish summer camp and whether high cost is a persuasive argument against Jewish summer camping. And the pattern repeats with respect to those saying that scholarship availability is essential in thinking about sending a child to Jewish summer camp. In all four instances, cost sensitivity is higher among the non-camp parents; it is lowest among the wealthiest camp families; and surprisingly high among the most affluent of the non-camp parents.

Consistent with these patterns, large numbers of families say they would apply for scholarship. While those so saying drop in number among the most affluent, over a third of those earning over \$200,000, whether they are Jewish camp families or not, say they would apply for a scholarship. The implication is that scholarships are vital as an incentive for those who have never experienced JOCing. In addition, financial aid is vital for those camp families on limited income (in this case, up to \$150,000) to continue sending their children to Jewish summer camp, or to opt for longer (and more costly) sessions.

Exhibit 32: Affluence and the cost barrier

	Jewish Camp Families: \$200K+	N	Jewish Camp Families: \$150-200K	N	Jewish Camp Families: Under \$150K	N	Non-Jewish Camp Families: \$200K+	N	Non-Jewish Camp Families: \$150-200K	N	Non-Jewish Camp Families: Under \$150K	N
Would be very difficult to justify spending \$4,000 for four weeks of Jewish summer camp	4%	26	23%	13	59%	39	33%	15	62%	13	62%	63
Cost is most important factor	4%	26	15%	12	26%	39	21%	14	25%	11	40%	60
% saying factor is very persuasive in reasons for NOT sending child to JOC: <i>It costs too much</i>	16%	25	31%	13	65%	37	27%	15	54%	13	70%	61
% saying factor is essential in a summer camp: <i>Offers scholarships</i>	8%	26	23%	13	67%	39	20%	15	25%	12	48%	62
If sending child to JOC, would apply for scholarship (yes)	36%	14	63%	8	95%	37	36%	11	70%	10	77%	60

Exhibit 31: Overnight camp attendance by household income (see appendix six for supporting data)



The JOC Decision: Multiple Influences

In analyzing all the factors covered in the above discussion, we learn that participation in Jewish pre-schools and JDCs are most heavily influenced by aspirations for children's Jewish education. Those parents who are more committed to a more intensive Jewish education for their children – entailing Hebrew language learning, connection to Israel, and Jewish holiday celebration – are more likely to make use of these two facilities for younger children. Neither their own Jewish involvement (as measured by attendance at services at least monthly – or other indicators), nor family income have much influence on these decisions, once we factor in the extent to which parents are committed to their children's Jewish education.

Exhibit 33: Regression analysis of the factors influencing decisions about Jewish pre-school and day camp*

Dependent Variable	Attends services at least monthly	Income	Wants Jewish education for child
Sent child to Jewish preschool	0.02	0.07	0.31
Has sent child to JDC, or will	-0.03	0.02	0.41

*The larger the number, the greater the correlation between the dependent variable (what we want to explain) and the independent variables that help us explain what factors influence the dependent variable.

In contrast, the decision to patronize JOCing is more complex, affected by more influential factors. Here income does play a role, consistent with the findings presented earlier that testify to the role of financial obstacles and incentives. In addition, while commitment to children's Jewish education heightens interest in Jewish summer camping, that commitment is often expressed by way of JDCs in the summer and Jewish day schools year-round. In fact, Jewish engagement issues – both of the parents themselves and their commitment to their children's Jewish upbringing – play a far more influential role in the decision to patronize JOCs than in the decisions regarding Jewish pre-schools and JDCs.

Exhibit 34: Regression analysis of the factors influencing decisions about sending a child to JOC*

Dependent Variable: Has sent child to JOC, or will	
Attends services at least monthly	0.22
Day school	0.20
Has sent child to JDC, or will	0.18
Income	0.16
Wants Jewish education for child	0.10

Policy Implications

The decision to send a child to a JOC is complex, affected by a number of influential factors, including income, commitment to children's Jewish education, other Jewish education commitments such as sending a child to Jewish day schools year-round and the parents own personal Jewish background, in particular childhood experience with Jewish camping, their current engagement with Jewish life and their commitment to their children's general Jewish upbringing (over and above their Jewish education).

When it comes to overnight camping, the extent of parental involvement with Jewish life is a critical factor from which we identify the following four policy implications.

1. Focus upon the moderately engaged

The findings point to potential for increased Jewish summer camp utilization among those moderately engaged in Jewish life. The rationale for this implication is strictly pragmatic: The moderately engaged simply offer the brightest prospects for maximal return (increased camp enrollment) on investment (efforts to market, recruit, and subsidize). The highly engaged are already well aware of the value of Jewish summer camps; parents of day school youngsters, for example, already exhibit very high rates of Jewish camp participation. At the same time, interest in Jewish summer camps falls considerably among the least Jewishly engaged in this sample of PJ parents (to say nothing of the types of families – numbering in the thousands – who would not even consider receiving a free Jewish children's book in the mail on a monthly basis). This finding suggests that those parents who are so unengaged that they would not enroll in the PJ program (or otherwise express some interest in furthering their children's Jewish growth) would not be high-potential candidates for Jewish summer camp recruitment. As an earlier FJC-sponsored study demonstrated, intermarried parents raising their children as non-Jews – as most do – have little or no interest in Jewish summer camp for their non-Jewish children.

2. Recruit through Jewish pre-schools, day camps and synagogues

The moderately engaged do send their children to Jewish pre-schools and day camps, but are less likely to send them to overnight camp. Thus, these two venues provide a convenient location to identify these high-potential parents. Likewise, the moderately engaged are more likely than the broader population to attend synagogue, for this reason congregations remain important venues for camp recruitment.

3. Try to start JOC participation at a younger age

A large number of families are already committed to Jewish summer camping. But they are likely to begin the experience when their children are 10 or 11 or older. One possible way of expanding the Jewish camp population is to devise programs, marketing, and special practices that would allay the concerns of these camp-oriented parents over their younger children participating in Jewish summer camp at age 7, 8 or 9. Alternatively, heavily invest in very short camp sessions for younger children.

4. Target financial assistance

High income Jewishly involved parents are far less likely to view cost as a barrier to participation in overnight Jewish camping, than those who are equally involved but with lower incomes. In contrast, the less involved Jewish parent,

even those with higher incomes, is more likely to view cost as a barrier to participation. Financial assistance should be targeted with these distinctions in mind.

Provide financial assistance targeted at first-time camp users, as well as for repeat users with limited incomes. Financial assistance is better spent to encourage participation in overnight camps than in day camps. Participation in the latter is not tied to income, whereas for overnight camping it family income is a primary factor. The interviews also show that those who are less involved in Jewish life might not be aware that scholarships exist.

In contrast to the moderately involved Jewish parent, those who are less involved in Jewish life are far less likely to prioritize Jewish socialization and education for the children and less likely to respond to direct marketing of the Jewish and corresponding general educational benefits that accrue from overnight Jewish camping. The following are two resulting policy implications.

5. Provide experimental camp options for low commitment parents

Provide Jewish camp options for parents with lower levels of commitment to Jewish education and greater interest in their children attending camps with non-Jewish children. An experimental program or camp may be established with these parents in mind, with the broader goal of exposing the uninitiated to Jewish camping and encouraging future participation in more intensive Jewish educational camping frameworks. In this respect, Golden Slipper Camp may best approximate this model.

6. Provide camps or programs for the affluent

Provide camps or programs for the affluent, with higher-quality offerings in sports, theater, and the arts, and steeper financial barriers to assure the affluent that their children will be associating with others of similar social class background.

Appendix 1: Prominent Themes in Responses to Open Text Responses Regarding Considerations for Sending a Child to Jewish Summer Camp

The following are answers to the question: “When you think of whether to send your child(ren) to a Jewish-sponsored overnight summer camp, what—for you and your family—are the major reasons for or against?” The answers are organized by the answer to the following question: Within the next three years, do you intend to send any of your children to a Jewish-sponsored *overnight* camp, that is, a camp run by a synagogue movement, Zionist group, JCC or other Jewish group?

Prominent Themes	Example Quotation	Number of instances		
		Yes, will send in next three years	No, will not send	Not Sure
Jewish values/be with Jewish kids/gain Jewish identity and knowledge/Better connection to Judaism/substitute for secular studies/predicts Jewish affiliation later in life	“My children do and will continue to attend JOC as, in my opinion, it is one of the foundations of ensuring that my children will grow up with a strong Jewish identity and a commitment to participating in the Jewish community.”	48		23
Desire for a safe, great time/fun	“The major reason is that my children will stay in the warm, nurturing, protective environment, where they will be able to follow their tradition, have friends, and communicate with children from the families with the same values as our family has.”	8		3
Competitive quality of the camp (programs, activities, facilities)	“My son is very young, I haven't really thought about overnight camp yet. This is his first year at day camp and I did not consider a Jewish camp for daycamp- instead I just looked for the best camp. The camp I chose has a large Jewish population from what I know, but that didn't play a role in my decision. I think I would consider a JOC if/when looking at camps, but I don't believe it would be a major factor.”	8		2
Parent positive experiences as a child going to summer camp/want to give child something I did not receive	“It was the most important, formative experience of my life and I want my kids to have it too.”	6		10
Benefit of camp friends/meet diverse kids/Jewish friends	“I think it's a great opportunity to make friends with kids from all over the country, to meet different people and to learn new things Jewish.”	4		11
Substitute for Jewish day school education	“Day in day out Jewish learning that he can't get as a non- day school student”	3		3
Kids learn independence	“It's also a good way to help my child grow-up and be away from his home and his parents and be able to grow as an individual Jewishly without mom and dad hanging over him.”	2		4

Prominent Themes	Example Quotation	Number of instances		
		Yes, will send in next three years	No, will not send	Not Sure
Cost and/or fear of child being stigmatized of not being as affluent as others/excessive materialism	“The cost is too high. Also I believe that we are not as wealthy as some of the other families that might send their kids, and would want to make sure that our kids did not feel isolated or excluded because they don't have as many nice things.”		50	45
Kids already get a Jewish education during the school year/Want children to meet other children/too Jewish/Seek religious diversity for child	“We are planning to send our oldest to a Jewish Day School and our younger son will likely go there as well. The main argument against Jewish summer camp is to give them a chance to be in a more diverse environment than they would be in during school, and have a chance to meet kids of all backgrounds.”		19	14
Age of child/child is not ready or mature enough/child not interested	“At this point, I have very young children and really cannot imagine sending them away to camp.”		10	10
Will miss child too much/too far/location	“I'll miss him. He's a homebody who may not want to go away”		9	14
Concern with lack of quality of food or safety	“We don't eat any processed food - only real organic food. / I think keeping kosher makes is harder to prepare healthy meals because of using dairy substitutes such as margarine or vegetable oils. I would love to see my kids make friends with Jewish food-conscious/world-conscious kids. / / It would be interesting to see what a traditional camp pays in food costs and see what it would cost to hire a Jewish farmer.”		7	3
Cannot accommodate special needs' children/inclusion of all children	“I have a child with significant special needs and there are not many options for Jewish camps that could support his needs.”		4	8
Want to spend summer with children/kids need unstructured time	“Although I went to camp as I kid and loved everything about it, I would not send my kids to camp now because I feel kids need more family time and more time to learn how to be "unstructured" during the summer. There is great value in old fashioned play and downtime, something camps I think used to provide, but something that I think doesn't need to cost \$10,000 for seven weeks. I believe that my family can provide this and it can be provided in alternate ways locally.”		3	
Negative personal camp experiences (from parent)	“One major reason against it is that my husband did not enjoy his Jewish summer camp so I'm hesitant to send our children and have them hate it as well.”		3	
Too long	“I wish it was more economical and had more shorter sessions. Other faiths run 1 week camps all the time- it's a shame there isn't one for Jewish kids.”		2	5
Lack of specialty at camp/quality compared to non-Jewish camps	“And I will admit that my impression of the Jewish camps is that the facilities and activities -- and even safety -- might not be as top-notch as some other camps.”			6
Desire for children to go with someone they know	“My other challenge is the appeal of my daughters going to camp with their cousins - the sacrifice might be going to a Jewish camp in return for going to camp with their cousins.”			5
Divorced couples/Interfaith couples – lack of agreement about camp	“My non Jewish husband might feel excluded or uncomfortable with the traditions or prayers being taught/ practiced at the camp”			4

Prominent Themes	Example Quotation	Number of instances		
		Yes, will send in next three years	No, will not send	Not Sure
Lack of cultural/racial diversity	“My daughter is African American. We are lucky to live in a very integrated community in which families like ours are unremarkable. Our synagogue has a number of multiracial families. But the idea of sending her to a summer camp where she may be the only one, where the girls are brushing their hair and doing that kind of thing that she can't really do in the same way, really bothers me.”			4

Appendix 2: Survey Frequencies

SUMMER CAMPS SERVING PHILADELPHIA		All Respondents N=540	Within the next three years, do you intend to send any of your children to a Jewish-sponsored <i>overnight</i> camp, that is, a camp run by a synagogue movement, Zionist group, JCC or other Jewish group?		
			Yes	No	Not sure
Do any children ages 4-17 live with you?	Yes	73%	100%	100%	100%
	No	27%	0%	0%	0%
How many children do you have between 4 and 17 years old?	1	49%	22%	65%	53%
	2	36%	52%	28%	32%
	3	12%	17%	6%	14%
	4 or more	3%	9%	1%	1%
Please enter the ages of your children between the ages of 4 and 17 below:-Oldest Child	4	16%	6%	27%	13%
	5	15%	3%	23%	15%
	6	15%	11%	19%	14%
	7	9%	7%	6%	14%
	8	12%	16%	4%	18%
	9	7%	7%	5%	7%
	10	5%	10%	3%	3%
	11	8%	16%	5%	5%
	12	3%	6%	1%	1%
	13	3%	4%	1%	4%
	14	4%	5%	1%	4%
	15	2%	3%	1%	1%
	16	2%	3%	1%	1%
	17	1%	1%	2%	0%
Please enter the ages of your children between the ages of 4 and 17 below:-2nd child	4	21%	14%	29%	24%
	5	18%	12%	22%	20%
	6	16%	16%	8%	20%
	7	12%	15%	8%	14%
	8	7%	7%	8%	6%
	9	8%	12%	6%	6%
	10	7%	8%	6%	6%
	11	4%	3%	4%	2%
	12	4%	7%	0%	3%
	13	2%	3%	2%	0%
	14	1%	1%	0%	0%
	15	1%	1%	2%	0%
	16	1%	0%	2%	0%
	17	1%	0%	2%	0%
Please enter the ages of your children between the ages of 4 and 17 below:-3rd	4	18%	8%	11%	33%
	5	16%	13%	33%	14%

SUMMER CAMPS SERVING PHILADELPHIA		All Respondents N=540	Within the next three years, do you intend to send any of your children to a Jewish-sponsored <i>overnight</i> camp, that is, a camp run by a synagogue movement, Zionist group, JCC or other Jewish group?		
			Yes	No	Not sure
child	6	21%	29%	0%	24%
	7	18%	17%	22%	19%
	8	18%	17%	22%	10%
	9	4%	8%	0%	0%
	10	4%	4%	11%	0%
	11	2%	4%	0%	0%
	12	0%	0%	0%	0%
	13	0%	0%	0%	0%
	14	0%	0%	0%	0%
	15	0%	0%	0%	0%
	16	0%	0%	0%	0%
	17	0%	0%	0%	0%
	Please enter the ages of your children between the ages of 4 and 17 below: -4th child	4	38%	22%	100%
5		31%	33%	0%	33%
6		8%	11%	0%	0%
7		15%	22%	0%	0%
8		8%	11%	0%	0%
9		0%	0%	0%	0%
10		0%	0%	0%	0%
11		0%	0%	0%	0%
12		0%	0%	0%	0%
13		0%	0%	0%	0%
14		0%	0%	0%	0%
15		0%	0%	0%	0%
16		0%	0%	0%	0%
Please enter the ages of your children between the ages of 4 and 17 below: -5th child	4	50%	0%	0%	100%
	5	50%	100%	0%	0%
	6	0%	0%	0%	0%
	7	0%	0%	0%	0%
	8	0%	0%	0%	0%
	9	0%	0%	0%	0%
	10	0%	0%	0%	0%
	11	0%	0%	0%	0%
	12	0%	0%	0%	0%
	13	0%	0%	0%	0%
14	0%	0%	0%	0%	

SUMMER CAMPS SERVING PHILADELPHIA		All Respondents N=540	Within the next three years, do you intend to send any of your children to a Jewish-sponsored <i>overnight</i> camp, that is, a camp run by a synagogue movement, Zionist group, JCC or other Jewish group?		
			Yes	No	Not sure
	15	0%	0%	0%	0%
	16	0%	0%	0%	0%
	17	0%	0%	0%	0%
Please enter the ages of your children between the ages of 4 and 17 below: -6th child	4	0%	0%	0%	0%
	5	0%	0%	0%	0%
	6	0%	0%	0%	0%
	7	0%	0%	0%	0%
	8	0%	0%	0%	0%
	9	0%	0%	0%	0%
	10	0%	0%	0%	0%
	11	0%	0%	0%	0%
	12	0%	0%	0%	0%
	13	0%	0%	0%	0%
	14	0%	0%	0%	0%
	15	0%	0%	0%	0%
	16	0%	0%	0%	0%
	17	0%	0%	0%	0%
Is your oldest child being raised...	Jewish?	95%	99%	91%	96%
	Jewish and something else?	4%	1%	7%	3%
	Not Jewish, but NOT in another religion right now?	1%	0%	2%	1%
	In another religion other than Judaism?	0%	0%	0%	1%
	Have not decided yet?	0%	0%	0%	0%
By the time your (oldest) child is 18 years old, what is the main type of Jewish schooling s/he will have received?	None	3%	0%	4%	4%
	Tutoring or other non-school option	4%	4%	6%	3%
	A Jewish school that meets for a few hours, one-day-a-week	19%	13%	19%	23%
	A Jewish school that meets for a few hours, two days a week	48%	43%	49%	51%

SUMMER CAMPS SERVING PHILADELPHIA		All Respondents N=540	Within the next three years, do you intend to send any of your children to a Jewish-sponsored <i>overnight</i> camp, that is, a camp run by a synagogue movement, Zionist group, JCC or other Jewish group?		
			Yes	No	Not sure
	A Jewish school that meets for a few hours, three days a week	6%	2%	7%	7%
	Jewish day school (one that meets full-time, all week)	20%	38%	15%	12%
Did (any of) your child(ren) ever attend...-A pre-school sponsored by a Jewish group (synagogue, Chabad, JCC, etc.)?	Yes	74%	84%	72%	68%
	No	26%	16%	28%	32%
Did (any of) your child(ren) ever attend...-A pre-school, but NOT sponsored by a Jewish group?	Yes	51%	50%	53%	52%
	No	49%	50%	47%	48%
How important to you is it that your child(ren)...-Acquire a foundation of Jewish knowledge and tradition?	Not at all important	0%	0%	0%	0%
	A little important	1%	0%	1%	1%
	Somewhat important	8%	5%	12%	6%
	Very important	91%	95%	87%	93%
Receive an intensive Jewish education?	Not at all important	16%	7%	24%	15%
	A little important	17%	11%	20%	20%
	Somewhat important	35%	36%	33%	36%
	Very important	32%	47%	23%	30%
Make friends with other Jewish kids?	Not at all important	1%	1%	1%	0%
	A little important	3%	0%	6%	3%
	Somewhat important	16%	14%	18%	15%
	Very important	80%	85%	76%	82%
Make friends with non-Jewish kids?	Not at all important	6%	12%	5%	2%
	A little important	11%	14%	12%	7%
	Somewhat important	28%	29%	33%	24%
	Very important	56%	45%	50%	67%
Celebrate Jewish holidays as an adult?	Not at all important	0%	0%	0%	1%

SUMMER CAMPS SERVING PHILADELPHIA		All Respondents N=540	Within the next three years, do you intend to send any of your children to a Jewish-sponsored <i>overnight</i> camp, that is, a camp run by a synagogue movement, Zionist group, JCC or other Jewish group?		
			Yes	No	Not sure
	A little important	2%	0%	3%	3%
	Somewhat important	14%	11%	18%	12%
	Very important	84%	89%	79%	84%
Learn some Hebrew?	Not at all important	2%	1%	1%	3%
	A little important	7%	3%	10%	7%
	Somewhat important	25%	20%	28%	25%
	Very important	66%	76%	60%	65%
Feel part of a Jewish community?	Not at all important	1%	0%	2%	0%
	A little important	2%	0%	3%	1%
	Somewhat important	11%	9%	14%	10%
	Very important	86%	91%	81%	88%
Feel emotionally attached to Israel?	Not at all important	8%	3%	13%	6%
	A little important	16%	8%	19%	18%
	Somewhat important	28%	24%	24%	33%
	Very important	49%	65%	44%	43%
SUMMER CAMPS AND YOUR CHILDREN					
Have any of your children ever attended (or are attending this summer)....-An overnight camp sponsored by a Jewish group (e.g., synagogue movement, Zionist group, JCC, etc.)?	Yes, in the past, but not in 2012	3%	4%	2%	2%
	Yes, in 2012	15%	51%	2%	5%
	Never	82%	45%	96%	93%
An overnight camp, NOT Jewish-sponsored?	Yes, in the past, but not in 2012	1%	4%	1%	0%
	Yes, in 2012	7%	7%	8%	5%
	Never	92%	89%	91%	95%
A Jewish-sponsored day camp (run by a synagogue, Chabad, JCC, or other Jewish group)?	Yes, in the past, but not in 2012	23%	27%	24%	18%
	Yes, in 2012	37%	51%	34%	32%
	Never	40%	22%	42%	50%
A day camp, NOT Jewish-sponsored?	Yes, in the past, but not in 2012	11%	14%	10%	9%

SUMMER CAMPS SERVING PHILADELPHIA		All Respondents N=540	Within the next three years, do you intend to send any of your children to a Jewish-sponsored <i>overnight</i> camp, that is, a camp run by a synagogue movement, Zionist group, JCC or other Jewish group?		
			Yes	No	Not sure
	Yes, in 2012	50%	47%	48%	55%
	Never	39%	39%	42%	36%
With respect to the last day camp your child(ren) attended, including this summer, about how long did it, or will it, take for him/her to get from your home to the day camp?	Less than 10 minutes	38%	27%	44%	38%
	10-20 minutes	33%	32%	34%	34%
	20-30 minutes	14%	21%	11%	12%
	30-45 minutes	9%	11%	6%	9%
	45 minutes or more	6%	8%	5%	6%
Following is a list of overnight camps. In each case, have any of your children attended this camp?-B'nai B'rith Perlman Camp	Yes	0%	0%	0%	0%
	No	100%	100%	100%	100%
Bauercrest	Yes	0%	0%	0%	0%
	No	100%	100%	100%	100%
Camp Bryn Mawr	Yes	4%	0%	13%	0%
	No	96%	100%	87%	100%
Camp Dora Golding	Yes	2%	4%	0%	0%
	No	98%	96%	100%	100%
Camp Galil	Yes	13%	19%	7%	8%
	No	88%	81%	93%	92%
Camp JRF	Yes	4%	8%	0%	0%
	No	96%	92%	100%	100%
Camp Green Lane	Yes	4%	0%	7%	8%
	No	96%	100%	93%	92%
Camp Modin – Maine	Yes	4%	9%	0%	0%
	No	96%	91%	100%	100%
Camp Morasha	Yes	0%	0%	0%	0%
	No	100%	100%	100%	100%
Camp Moshava	Yes	6%	13%	0%	0%
	No	94%	88%	100%	100%
Camp Ramah in the Poconos	Yes	21%	32%	0%	23%
	No	79%	68%	100%	77%
Camp Young Judaea Sprout Lake	Yes	0%	0%	0%	0%
	No	100%	100%	100%	100%
Camp Starlight	Yes	0%	0%	0%	0%
	No	100%	100%	100%	100%

SUMMER CAMPS SERVING PHILADELPHIA		All Respondents N=540	Within the next three years, do you intend to send any of your children to a Jewish-sponsored <i>overnight</i> camp, that is, a camp run by a synagogue movement, Zionist group, JCC or other Jewish group?		
			Yes	No	Not sure
Camp Tel Yehudah – Young Judaea	Yes	0%	0%	0%	0%
	No	100%	100%	100%	100%
Camp Weequahic	Yes	0%	0%	0%	0%
	No	100%	100%	100%	100%
Cohen Camps	Yes	0%	0%	0%	0%
	No	100%	100%	100%	100%
Equinock Blue Ridge	Yes	0%	0%	0%	0%
	No	100%	100%	100%	100%
Golden Slipper Camp	Yes	4%	4%	6%	0%
	No	96%	96%	94%	100%
Julian Krinsky Camps	Yes	0%	0%	0%	0%
	No	100%	100%	100%	100%
NJ YM-YWHA Camps (Nah-Jee-Wah, Ceder Lake, Round Lake and Nesher)	Yes	5%	12%	0%	0%
	No	95%	88%	100%	100%
Pine Forest	Yes	2%	0%	7%	0%
	No	98%	100%	93%	100%
Pinemere Camp	Yes	11%	23%	0%	0%
	No	89%	77%	100%	100%
URJ-Camp Harlam	Yes	14%	28%	0%	0%
	No	86%	72%	100%	100%
Other camps your child(ren) 4-17 have attended:	Yes	56%	62%	38%	67%
	No	44%	38%	62%	33%
Within the next three years, do you intend to send any of your children to a Jewish-sponsored overnight camp, that is, a camp run by a synagogue movement, Zionist group, JCC or other Jewish group?	Yes	25%	100%	0%	0%
	No	37%	0%	100%	0%
	Not sure	37%	0%	0%	100%
Within the next three years, do you intend to send any of your children to a Jewish-sponsored day camp, that is, a day camp run by a synagogue, Chabad, JCC or other Jewish group?	Yes	40%	52%	38%	34%
	No	26%	28%	34%	18%
	Not sure	34%	20%	28%	49%
OVERNIGHT CAMPS: DESIRED FEATURES					
In thinking about	Undesirable	5%	7%	4%	4%

SUMMER CAMPS SERVING PHILADELPHIA		All Respondents N=540	Within the next three years, do you intend to send any of your children to a Jewish-sponsored <i>overnight</i> camp, that is, a camp run by a synagogue movement, Zionist group, JCC or other Jewish group?		
			Yes	No	Not sure
characteristics of an overnight summer camp for your child, how important are each...-A lot of my kids' friends go there	Doesn't matter much	34%	35%	31%	35%
	Desirable	51%	50%	50%	53%
	Essential	11%	9%	15%	8%
Located within 2 or so hours of where we live	Undesirable	1%	0%	2%	1%
	Doesn't matter much	26%	37%	18%	26%
	Desirable	49%	48%	53%	46%
	Essential	25%	15%	27%	28%
Excellent trips and excursions	Undesirable	1%	0%	1%	1%
	Doesn't matter much	31%	42%	30%	26%
	Desirable	49%	42%	48%	54%
	Essential	19%	16%	22%	19%
Excellent sports facilities	Undesirable	1%	0%	1%	1%
	Doesn't matter much	26%	35%	28%	19%
	Desirable	50%	46%	47%	57%
	Essential	23%	20%	24%	23%
It has a sports specialty	Undesirable	8%	7%	9%	7%
	Doesn't matter much	57%	63%	57%	53%
	Desirable	26%	22%	23%	32%
	Essential	9%	9%	10%	9%
It has a specialty in the arts or theater	Undesirable	3%	1%	4%	2%
	Doesn't matter much	49%	57%	50%	42%
	Desirable	40%	35%	35%	47%
	Essential	9%	7%	10%	9%
Bathrooms in the cabins (vs. an outhouse)	Undesirable	0%	0%	0%	0%
	Doesn't matter much	17%	18%	19%	15%
	Desirable	39%	39%	34%	45%
	Essential	43%	42%	47%	40%
Offers scholarships	Undesirable	1%	0%	2%	1%
	Doesn't matter much	25%	25%	28%	23%
	Desirable	38%	35%	38%	39%
	Essential	36%	40%	33%	36%
Serves families who are financially comfortable	Undesirable	5%	5%	8%	1%
	Doesn't matter much	67%	76%	63%	65%
	Desirable	22%	13%	22%	27%
	Essential	7%	5%	6%	7%
Has a session lasting 2 weeks	Undesirable	10%	10%	10%	10%
	Doesn't matter much	29%	39%	33%	20%

SUMMER CAMPS SERVING PHILADELPHIA		All Respondents N=540	Within the next three years, do you intend to send any of your children to a Jewish-sponsored <i>overnight</i> camp, that is, a camp run by a synagogue movement, Zionist group, JCC or other Jewish group?		
			Yes	No	Not sure
	Desirable	44%	32%	47%	50%
	Essential	16%	19%	11%	20%
Has a session lasting 3-4 weeks	Undesirable	7%	1%	10%	7%
	Doesn't matter much	24%	10%	31%	28%
	Desirable	53%	59%	53%	49%
	Essential	16%	30%	7%	16%
Has a session lasting 6-8 weeks	Undesirable	8%	9%	6%	11%
	Doesn't matter much	35%	35%	40%	32%
	Desirable	41%	38%	43%	42%
	Essential	15%	17%	12%	16%
In thinking about sending your child to an overnight camp, is the cost	Not sure	1%	1%	2%	1%
	Completely irrelevant to the decision	3%	4%	2%	2%
	A minor factor	5%	5%	7%	3%
	An important factor, but not the most important	71%	78%	71%	65%
	The most important factor	20%	11%	18%	29%
In choosing an overnight camp for your child, which of the following do you most prefer?	Wouldn't matter	15%	9%	22%	12%
	Hardly any Jewish campers	0%	0%	0%	0%
	Some Jewish campers	16%	3%	20%	20%
	Mostly Jewish campers	39%	33%	36%	46%
	All campers are Jewish	30%	55%	21%	22%
JEWISH OVERNIGHT CAMPS					
How persuasive do you find each of the following reasons for sending your child to a JOC? My child would grow as a person	Not persuasive	5%	2%	10%	4%
	A little persuasive	5%	3%	5%	5%
	Somewhat persuasive	27%	12%	34%	29%
	Very persuasive	63%	83%	51%	62%
The sports facilities would be first-rate	Not persuasive	29%	30%	35%	23%
	A little persuasive	27%	29%	25%	28%
	Somewhat persuasive	32%	33%	29%	35%
	Very persuasive	12%	8%	11%	15%
He/she would learn a lot about being Jewish	Not persuasive	3%	1%	7%	1%
	A little persuasive	13%	4%	17%	15%
	Somewhat persuasive	37%	38%	37%	37%
	Very persuasive	46%	57%	39%	46%
Would strengthen his/her pride in being Jewish	Not persuasive	3%	1%	6%	1%
	A little persuasive	8%	3%	12%	8%

SUMMER CAMPS SERVING PHILADELPHIA		All Respondents N=540	Within the next three years, do you intend to send any of your children to a Jewish-sponsored <i>overnight</i> camp, that is, a camp run by a synagogue movement, Zionist group, JCC or other Jewish group?		
			Yes	No	Not sure
	Somewhat persuasive	31%	20%	38%	32%
	Very persuasive	58%	76%	44%	59%
Would build friendships with other Jewish kids	Not persuasive	3%	0%	6%	3%
	A little persuasive	5%	1%	10%	4%
	Somewhat persuasive	27%	22%	32%	25%
	Very persuasive	65%	77%	53%	68%
It would show him/her that being Jewish can be fun	Not persuasive	5%	2%	9%	3%
	A little persuasive	7%	5%	9%	6%
	Somewhat persuasive	27%	25%	29%	26%
	Very persuasive	62%	67%	53%	65%
The counselors will be Jewish role models	Not persuasive	6%	0%	11%	4%
	A little persuasive	11%	4%	15%	12%
	Somewhat persuasive	31%	30%	32%	30%
	Very persuasive	53%	66%	42%	53%
How persuasive do you find each of the following reasons for NOT sending your child to Jewish overni...-Not enough quality sports and outdoor activities	Not persuasive	36%	42%	40%	29%
	A little persuasive	18%	18%	19%	17%
	Somewhat persuasive	25%	27%	20%	29%
	Very persuasive	20%	13%	21%	25%
Not enough fun	Not persuasive	26%	24%	28%	25%
	A little persuasive	12%	16%	9%	12%
	Somewhat persuasive	20%	20%	21%	20%
	Very persuasive	42%	40%	42%	42%
My child should be exposed to all kinds of kids, not just Jews	Not persuasive	43%	58%	38%	37%
	A little persuasive	23%	20%	21%	27%
	Somewhat persuasive	22%	13%	26%	24%
	Very persuasive	12%	8%	16%	12%
It's "too Jewish" for my child	Not persuasive	49%	64%	47%	42%
	A little persuasive	18%	17%	18%	20%
	Somewhat persuasive	21%	15%	22%	24%
	Very persuasive	11%	4%	13%	14%
It's too much like Hebrew school	Not persuasive	47%	52%	45%	45%
	A little persuasive	15%	18%	12%	15%
	Somewhat persuasive	23%	17%	27%	23%
	Very persuasive	15%	13%	16%	17%
My child would feel different from the other kids	Not persuasive	52%	61%	55%	43%
	A little persuasive	19%	18%	14%	24%

SUMMER CAMPS SERVING PHILADELPHIA		All Respondents N=540	Within the next three years, do you intend to send any of your children to a Jewish-sponsored <i>overnight</i> camp, that is, a camp run by a synagogue movement, Zionist group, JCC or other Jewish group?		
			Yes	No	Not sure
	Somewhat persuasive	19%	13%	20%	22%
	Very persuasive	10%	8%	10%	11%
It costs too much	Not persuasive	15%	18%	15%	13%
	A little persuasive	12%	15%	12%	9%
	Somewhat persuasive	26%	30%	25%	24%
	Very persuasive	47%	37%	47%	54%
Jewish overnight summer camps charge about \$4,000 for four weeks. To what extent would you find it difficult to justify that sort of expenditure	Not sure	4%	3%	5%	3%
	Not at all difficult	13%	24%	11%	9%
	Somewhat difficult	38%	43%	39%	35%
	Very difficult	44%	29%	45%	53%
Most non-profit Jewish camps offer scholarships. If you were sending your child to a JOC, would you apply for a scholarship?	Yes	65%	75%	56%	68%
	No	11%	10%	14%	9%
	Not sure	24%	15%	29%	23%
YOUR INVOLVEMENT IN JEWISH LIFE					
Do you and your spouse/partner (if applicable) identify as:-You	Non-Jewish	3%	0%	4%	3%
	A Jew by choice or convert	6%	9%	4%	8%
	A Jew by birth	90%	91%	92%	89%
Do you and your spouse/partner (if applicable) identify as:-Your spouse/partner (if applicable)	Non-Jewish	16%	8%	22%	18%
	A Jew by choice or convert	9%	13%	9%	7%
	A Jew by birth	75%	79%	69%	75%
How important is being Jewish in your life?	Not at all important	0%	0%	0%	0%
	A little important	4%	2%	5%	2%
	Somewhat important	23%	12%	27%	28%
	Very important	74%	86%	69%	69%
This past year, were you or anyone in your household a dues paying member of a synagogue?	Yes	69%	92%	63%	77%
	No	31%	8%	37%	23%
With which Jewish denomination do you identify, if any?	Orthodox	7%	14%	8%	1%
	Conservative	40%	43%	38%	41%
	Reform	30%	24%	29%	29%
	Reconstructionist	9%	8%	12%	12%
	Just Jewish	10%	8%	11%	9%
	Other	4%	3%	1%	7%
During the past year, how often did you personally go to Jewish worship services?	Never, or just for Bar/Bat Mitzvahs	10%	3%	12%	8%
	Just for High Holidays	15%	4%	12%	15%

SUMMER CAMPS SERVING PHILADELPHIA		All Respondents N=540	Within the next three years, do you intend to send any of your children to a Jewish-sponsored <i>overnight</i> camp, that is, a camp run by a synagogue movement, Zionist group, JCC or other Jewish group?		
	Yes		No	Not sure	
	A few times during the year	32%	18%	37%	36%
	About once a month	17%	23%	17%	18%
	2-3 times a month	16%	32%	15%	15%
	About once a week or more	10%	19%	8%	7%
How many of your closest friends are Jewish?	None	3%	3%	4%	4%
	Some	21%	10%	24%	21%
	Half	23%	18%	27%	26%
	Most	33%	39%	27%	36%
	All or almost all	20%	30%	19%	13%
As a child, did you ever attend or participate in...-A Jewish day school	Yes	26%	31%	19%	22%
	No	74%	67%	81%	77%
	Not sure	0%	1%	0%	1%
A yeshiva	Yes	5%	7%	7%	2%
	No	94%	93%	92%	97%
	Not sure	1%	0%	1%	1%
A JDC	Yes	39%	44%	35%	37%
	No	60%	56%	64%	62%
	Not sure	1%	0%	1%	1%
JOC	Yes	47%	59%	38%	45%
	No	52%	41%	62%	53%
	Not sure	0%	0%	0%	2%
Overnight camp not under Jewish sponsorship, but with mostly Jewish campers	Yes	22%	15%	24%	23%
	No	76%	81%	74%	75%
	Not sure	2%	3%	2%	2%
Overnight camp with many non-Jewish campers	Yes	21%	24%	26%	17%
	No	77%	72%	72%	80%
	Not sure	2%	5%	2%	2%
BACKGROUND CHARACTERISTICS					
Are you...	Male	13%	20%	13%	7%
	Female	87%	80%	87%	93%
Your age	55+	4%	0%	1%	2%
	45-54	14%	24%	13%	17%
	35-44	58%	69%	60%	73%
	Under 35	24%	8%	26%	8%
Are you currently...	Not living with someone and not married	5%	3%	4%	7%
	Living with someone	0%	0%	0%	0%

SUMMER CAMPS SERVING PHILADELPHIA		All Respondents N=540	Within the next three years, do you intend to send any of your children to a Jewish-sponsored <i>overnight</i> camp, that is, a camp run by a synagogue movement, Zionist group, JCC or other Jewish group?		
			Yes	No	Not sure
	Married or partnered	95%	97%	96%	93%
What is the highest level of education you have attained?	High school graduate or less	1%	2%	1%	0%
	BA, BS, or equivalent	28%	20%	30%	32%
	Master's degree	44%	49%	43%	43%
	Ph.D., MD, JD or equivalent	26%	28%	25%	25%
	Other	1%	1%	2%	0%
In what country were you born and, if you are married or partnered, in what country was your spouse/...-You	U.S. Canada	94%	89%	97%	93%
	The Former Soviet Union	2%	4%	1%	2%
	Israel	1%	2%	1%	1%
	Elsewhere	3%	4%	2%	4%
Spouse/Partner (f applicable)	U.S. Canada	91%	86%	91%	90%
	The Former Soviet Union	3%	6%	2%	3%
	Israel	2%	2%	5%	2%
	Elsewhere	4%	7%	2%	5%
For statistical purposes only- Which of the following categories best describe your annual household income last year?	Less than \$25,000	3%	2%	1%	3%
	\$25,000-49,999	5%	5%	6%	4%
	\$50,000-74,999	12%	14%	6%	16%
	\$75,000-99,999	16%	14%	21%	17%
	\$100,000-149,999	26%	15%	31%	28%
	\$150,000-199,999	18%	15%	18%	14%
	\$200,000-399,999	14%	19%	14%	13%
	\$400,000 or more	6%	14%	4%	5%

Appendix 3: Parent Interview Guide

The interviews are “semi-structured;” that is, while the interviewer uses a script, the interviewer will deviate from the script when advisable. The interview covers several areas. Within each area, the interviewer may ask a number of questions that seek to engage the interviewee in an open conversation. The specific questions in the interview guide (see below) are intended as conversation-starters to build on and follow conversation lines that have already been developed over the course of the interview.

Topic	Areas of interest	Possible questions
Introduction		<p>Introduce research</p> <ul style="list-style-type: none"> • Sponsored by the Foundation for Jewish Camp and the Philadelphia Jewish Federation • The goal is to understand how best to make Jewish camping – overnight camps sponsored by Jewish organizations—appealing to the broadest possible population. • We approached you for an interview, because we are trying to reach a wide range of people from the survey, including those with hesitations about sending their children to Jewish overnight summer camp. • I’d like to think through with you your thinking about sending your child to a JOC.
Family background	Basic details	<ul style="list-style-type: none"> • First, I’d just like to learn a little bit about your family. <ul style="list-style-type: none"> ▪ Marital status? ▪ Number of children and ages? ▪ Profession / partner’s profession ▪ Are all in the household Jewish or are some non-Jewish?
	Jewish education	<ul style="list-style-type: none"> • Do your children (child) attend any type of Jewish schooling – or will they when they get older? If so, what kind? (e.g., day, afternoon)? • What would you say are the important Jewish influences or experiences in your children’s lives, if any?
	Your past in summer camps	<ul style="list-style-type: none"> • Did you attend summer camps as a child? • Were any of them Jewish? What were the names of the camps? • Did your spouse/partner attend Jewish summer camp? Which one(s)?
Considerations in sending child to a Jewish summer camp	General	<ul style="list-style-type: none"> • Do you intend to send your child to any overnight summer camp, in the next three years? <ul style="list-style-type: none"> ▪ If so, what camp? Is it a thematic (e.g., sports, music)? ▪ Why there? ▪ What other camps did you think about? Why did you decide against them and for the one you chose? • What about overnight Jewish summer camps do you find appealing, if anything? What do you find unappealing?

		<ul style="list-style-type: none"> ▪ Role of cost? ▪ What type of mix of Jewish and non-Jewish kids would you want in a camp? • How would you like your child to spend the summer? What does your child want? • Explore the day camp issue, to the extent that it's interesting.
	Too Jewish?	<ul style="list-style-type: none"> • Some people have a sense that Jewish summer camps are "too Jewish." Would you agree with that sentiment? • If so, does it worry you that... <ul style="list-style-type: none"> ▪ your child won't feel comfortable in such an environment? ▪ your child will be indoctrinated by it? ▪ the other campers might be nerdy or materialistic? ▪ the general camp experience (i.e., sports, crafts) will be below par in comparison to other camps? ▪ your child gets enough Jewish stuff during the year and it's time for fun and/or time with non-Jews
What would lead you to send your child to a Jewish summer camp	<ul style="list-style-type: none"> • Here are the factors that I've heard you state for and against sending your child to a Jewish summer camp, what would need to change for you to decide to send your child? • If an issue: How might the feeling of "too Jewish" be overcome to inspire you to send your child to a Jewish camp? [Want specifics here] 	
Final words	<ul style="list-style-type: none"> • Is there anything else you would like to add that I didn't ask but that you think might help us in trying to get a sense of why people choose not to send their children to Jewish summer camps? 	

Thank you for your time!

Appendix 4: Jewish Involvements of Jewish Camp Families

Additional data not included exhibit 21.

		Jewish Camp Families	N	Has sent child to JDC, or will	N	Sent a child to a JOC	N	Sent a child to a JDC	N	Sent child to Jewish preschool	N
In-married	Yes	48%	163	69%	293	19%	293	61%	293	78%	283
	No	28%	29	47%	58	9%	58	43%	58	54%	57
Importance of being Jewish in your life	Very important	50%	148	73%	259	20%	259	63%	259	80%	251
	Not very important	29%	45	43%	93	11%	93	43%	93	54%	90
Friends who are Jewish	All, almost all	60%	40	75%	71	24%	71	66%	71	87%	69
	Most	49%	75	80%	121	23%	121	74%	121	86%	119
	Half or less	32%	82	49%	171	11%	171	42%	171	59%	164
Denomin- ation	Orthodox	73%	11	92%	26	23%	26	85%	26	96%	24
	Conservative	49%	85	71%	146	21%	146	62%	146	83%	143
	Reform	36%	55	56%	100	13%	100	49%	100	68%	95
	Other	37%	43	55%	87	14%	87	51%	87	55%	86
Synagogue Member	Yes	48%	166	68%	275	21%	275	60%	275	79%	267
	No	23%	31	52%	87	6%	87	48%	87	56%	84
Service attendance	Monthly+	57%	114	71%	176	29%	176	65%	176	80%	172
	Less often	27%	82	59%	186	6%	186	51%	186	67%	179
Jewish Education of Child	Day School	79%	38	91%	74	32%	74	86%	74	92%	72
	Other	35%	164	59%	297	13%	297	52%	297	69%	288

Appendix 5: Age and Camp Attendance

Additional data not included in exhibit 27.

Age of oldest child	Jewish Camp Families: or will	N	Has sent child to JDC, or will	N	Sent a child to a JOC	N	Sent a child to a JDC	N	Sent child to Jewish preschool	N
14-17	60%	30	60%	30	57%	30	57%	30	87%	30
11-13	56%	50	64%	50	50%	50	64%	50	76%	49
9-10	45%	42	60%	42	29%	42	55%	42	79%	41
7-8	28%	82	66%	82	6%	82	61%	82	68%	80
4-6	NA	NA	68%	172	3%	172	58%	172	73%	166

Appendix 6: JOC, Day Camp and Pre-School Attendance by Household Income

Additional data not included in exhibit 31.

	Jewish Camp Families	Has sent child to JDC, or will	Sent a child to a JOC	Sent a child to a JDC	Sent child to Jewish preschool
Income \$200K+	62%	64%	26%	54%	76%
N =	42	70	70	70	67
\$150-200K	50%	62%	20%	52%	74%
N =	26	50	50	50	50
Under \$150K	38%	64%	14%	58%	70%
N =	103	199	199	199	192