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Market Research Report for the Boy Scouts of America

Aubrey Janzen
Crissi Farnworth
Michelle Mower
Elise Briggs

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Market Research Report for the Boy Scouts of America

By
Aubrey Janzen, Crissi Farnsworth, Michelle Mower, Elise Briggs, John Romankiw
Professor Jeff Larson
Marketing Research 442
December 12, 2007
of the marketing team. The instructions were to fill out the entire survey, with the implication that it was required in order to move on to shooting, and rewarded completion with doughnuts. These doughnuts were actually already provided by the BSA for all shooters there, but we used them to our benefit to appear as if they were the reward for filling out the survey. Because administration was done in this fashion there was a much better rate of response on the entire survey.

At the St. George Turkey Shoot, Bryan Pocock was the administrator of the surveys. Issues with volunteers administering the survey, and lack of a reward for survey completion resulted in a lower response rate. However, these surveys increased the variety of troops surveyed. Combined with the surveys from Alpine, the data resulted in significant results.

Once the surveys were gathered the responses were tabulated in an excel spreadsheet (see example spreadsheet to the right). Questions with choices varying with a scale were given numbers to indicate which choice on the scale was picked—the choices were numbered from left to right. Open ended questions were recorded word-for-word. Other questions that included neither a rating scale nor open-ended option were recorded using “dummy variables.” Dummy variables mean that on the excel spreadsheet the option(s) that were chosen were marked with a 1 and those that were not check marked were recorded with a 0 (See the example spreadsheet to the right, question 6 specifically). Because respondents could choose more than one answer, many surveys have multiple answers for questions such as number six, and each survey being different in what the respondent chose.

After the spreadsheets contained all valid survey responses, the data was imported into S+ analytics software and analyzed to evaluate correlations, positive/negative relationships, and logistical models. The analysis, recommendations, and outputs from S+ are explained in the following paragraphs.

Target Market

We found two main target markets. Our two target markets are leaders and youth that are actively involved in the Scouting program in Utah within the geographic reach of the Beaver High Adventure Base. We want to know who they are, if they are going to camp,
where they are going to camp, what they like about camp, what they want to do at camp and what drives them to come to camp. We want to know if the Scouts are too busy to come to camp, do not want to come to camp, or just are not aware of high adventure camps offered. We want to know about the Scoutmasters as well, what they look for as they are guiding their troop through the planning process for high adventure camps. We want to get inside the mind of the scouts and leaders and see which leaders and scouts want what Beaver High Adventure Base has to offer. The following analysis of the demographics and psychographics of these youth and leaders more narrowly defines the target market.

Demographics

The results of the final survey are based off of 60 leader respondents and 115 Scout respondents. Of the 115 Scout respondents, 65.2 percent were Varsity Scouts and 18.3 percent were Venture Scouts. The majority of the scouts surveyed are highly involved in scouting. Therefore, this provided an excellent analysis of those already involved, but not of those who are not involved. Sixty percent of these scouts reported past experience at a high adventure camp. Bear Lake and Beaver High Base Camp were most commonly attended by far, with 26 percent of respondents attending one of these camps. Other camps mentioned include Tomahawk, Scofield, Teton, Uinta, and Wind Rivers. The average age of the Scouts is 15 years old. The majority of respondents, 75 out of 115, were Varsity Scouts and 21 of the respondents were Venture Scouts.

Psychographics

The youth who are attending camp can be also be defined by what they choose to do with their time. Most commonly, the scouts spend a large portion of their time hanging out with friends, doing outdoor activities, playing video games, watching movies, and playing sports. They consider themselves to be ‘fairly busy’ and on average work part-time during the summer.

Fifty-nine percent of the scouts play a high school sport: 18 percent play football, 9.5 percent play basketball, the rest are a mixture of soccer, baseball, and other various sports. About 10 percent of scouts participate in more than one sport. Age does not correlate with how busy the scouts are or with their involvement in scouting (See Appendix A).

On average, Scouts said that scouting was ‘somewhat a part of my life’ and they are ‘good friends’ with their unit members. Leaders reported an average of 76 percent activity rate for the scouts.
Decision Makers

The decision making is concentrated in the Scouts and Scoutmasters. As far as planning the activities, more of the Scouts pointed to the adult leaders as the primary planners (58%), while more leaders identified the Scouts as being the ones to plan the camps (78%).

Several things could contribute to this discrepancy. First, the leaders may have felt that the Scouts ought to be the ones planning the activities, and reported that instead of who actually makes the plans. Also, the Scouts may not be aware of their involvement—if only a few key Scouts assist in the planning, rather than all of the Scouts, they are more likely to say that the leaders are the main decision makers. While clearly there is a discrepancy, this indicates that the relative power of each group is unrecognized and each contributes somewhat to the troop’s activities.

What Do the Scout Troops Participate In?

Demand for High-Adventure Activities

Ideally, troops should have a high adventure outing every year, ideally at one of the BSA-sponsored camps. The data indicate that troops are going on high-adventure outings between a few times a year and once a year. However, it does not indicate whether these activities are at BSA-sponsored camps. Because we know that troops are going on high adventure camps yearly or more, there is a market for the high adventure camps that Beaver High Adventure Base can fill.

Figure 1.1 offers other information on what the troops are doing, this information may be useful to identify the niche for high-adventure base camps.

Comparison of Preferred Activities

From the data, we found which activities available at a BSA-sponsored high adventure base would interest Scouts and their leaders most. The survey did not ask the participants to rank the available activities, but just to mark all of the activities that they enjoy doing.
As participants answered this question, we gained a ranking of the activities that are most popular at the camps, as well as comparing the popularity of activities with leaders to Scouts.

The top seven rankings are as follows:

<table>
<thead>
<tr>
<th>Scouts</th>
<th>Leaders</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Shotgun Shooting</td>
<td>1. Shotgun Shooting</td>
</tr>
<tr>
<td>2. Handgun</td>
<td>2. Climbing/Rappelling</td>
</tr>
<tr>
<td>3. Action Archery</td>
<td>3. Whitewater Rafting</td>
</tr>
<tr>
<td>5. Climbing/Rappelling</td>
<td>5. Action Archery</td>
</tr>
<tr>
<td>7. Scuba</td>
<td>Scuba</td>
</tr>
<tr>
<td></td>
<td>Ropes Course</td>
</tr>
</tbody>
</table>

Action Archery, Black Powder, Scuba, and the C.O.P.E. Ropes Course were all equally popular for the leaders. By comparing these two lists, we see that the leaders and the Scouts like the same activities, with slight variance in the popularity. In marketing to both leaders and youth, these popular activities should be emphasized. (See Appendix F).

Activities that Scouts Might Enjoy
High adventure base camps offer opportunities for Scout activities other than high adventure. Not surprisingly, the option of a video game tournament was the most popular, however the option of a bike race came in at close second, and would be much more congruent with the opportunities at a high adventure base camp and the values of the Boy Scouts of America. Several of the options—bike races, bike treks, and GPS road rallies—were significantly approved of by the youth and will be great opportunities to show off the available amenities. See Appendix B for table and G for graph of these rankings.

What motivates the Scouts to come to camp?
The survey analysis suggests several different factors that contributed to motivating the Scouts to come to camp, with heavy emphasis on their own excitement about the experience.

Desire to Attend Camp
The survey results indicate that 51 percent of the Scouts said they went to camp because they wanted to go, 13 percent said their leaders convinced them to go, and the remaining 25 percent did not go to camp. This indicates that the marketing efforts should primarily be targeted at convincing the Scouts themselves to come to camp—what is known as a
pull marketing strategy—and secondarily focus on convincing the leaders of the benefits of high adventure camp attendance.

**Influencing Factors for Youth**

The survey asks several questions about the past experiences of the Scouts, which we correlated to what they got out of attending camp. From a logistic regression (see Appendix C), a good experience at camp was highly correlated with having fun doing the activities, learning outdoor skills, having spiritual experiences, and pushing themselves to their limit. The only factors that did not relate to rating a high experience were “I became more patriotic” and “I made new friends.” The factors with a high correlation are most likely what motivate the Scouts to come to camp. Thus, these should be highly advertised—that at Beaver High Adventure Base, scouts will have fun, learn outdoor skills, have spiritual experiences and push their limits.

Given certain criteria, Scouts rated the high adventure base they last visited. Of these factors, the majority loaded together: fun/entertaining, cool, a good chance to get away, enjoyable, character building, spiritually uplifting, a good chance to bond, and lots of things to do. The quality of food at camp loads least strongly, indicating that a good high-adventure experience is least affected by the quality of the food. Additionally, the expensiveness of the camp was completely independent of all other variables. See Appendix B for the factor analysis.

In the mind of the Scouts, food and cost are separate constructs from all the other qualities that make up a high adventure camp. Thus, these should not be the focus of the advertising. The advertising, instead, should focus on the fun atmosphere, the bonding experiences, and the wide variety of activities.

**Influencing Factors for Leaders**

The factors that the leaders thought contributed most are listed in order of importance:

1. Perceived ‘fun factor’
2. Perceived benefits of the activity
3. How well the activity fits with the unit’s program
4. Cost factors
5. Logistical
6. Distance/time factors
7. Tradition/previous experience
8. Rules, regulations and risk factors

Interestingly enough, the most important factors that the leaders put are the same ones the Scouts marked (i.e. fun factor, benefit of activities, etc.). Thus, these factors should be highly emphasized in the advertising. Also, cost is a more important factor to the leaders than to the Scouts, likely because they are more aware of the value of money and the budget for the unit. As a result, any advertising material that is directed at the leaders should include pricing information, while scouting material does not need to include this information.
Weekly Schedule
The results of the survey suggest that the Scouts and their leaders have significant differences in preference for weekly schedule. Considering both the Scouts and the leaders are the decision makers, the camps should offer options for both a full week and a partial week to ensure that Beaver High Adventure Base is considered.

The Scouts preferred a full week camp by a large majority—47 percent. Leaders, on the other hand, showed a stronger preference for a partial week with a pre-planned program at 34 percent, while 30 percent prefer a full week, and 23 percent prefer a partial week where they can design their own program. Both Scouts and leaders leaned heavily toward a pre-planned program, and differed mostly on preferred length of stay at camp.

Additionally, a logistic regression was run between the Scouts level of busyness and their weekly schedule preference (See Appendix E). Although it seems logical that Scouts would be more inclined toward a shorter camp with increasing levels of other activities, our results did not show any significant relationship. According to the data, the level of busyness of the Scouts will not affect their camp preference—those Scouts who want to go will make time for camp. All they need is some stellar marketing to convey how much fun they will miss out on by not going to camp.

Pricing of Camp
Each survey had questions about pricing of the camps and the specific activities. This question has the lowest response rate from both Scouts and their leaders. The responses to the leader survey question, “How much would your unit be able/willing to pay per person to attend a high adventure base that offers the activity/activities you selected above?” are seen in the below table.

<table>
<thead>
<tr>
<th>Weekly Schedule Options</th>
<th>Average willingness to pay</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week long camp with a full agenda of all the activities.</td>
<td>$193</td>
</tr>
<tr>
<td>3 day program with a full agenda of all the activities.</td>
<td>$129</td>
</tr>
<tr>
<td>3 day program with open activity scheduling.</td>
<td>$99</td>
</tr>
<tr>
<td>Daily rate per activity.</td>
<td>$36</td>
</tr>
<tr>
<td>Meal plan per day.</td>
<td>$26</td>
</tr>
</tbody>
</table>

Beaver High Adventure Camp currently only offers a full week program, which includes the meals. The prices for this camp are seen in the following table.

<table>
<thead>
<tr>
<th>Full Week Long Camp</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth</td>
<td>$175.00</td>
</tr>
<tr>
<td>Youth (Out of Council)</td>
<td>$200.00</td>
</tr>
<tr>
<td>Leader</td>
<td>$110.00</td>
</tr>
<tr>
<td>Food Plan</td>
<td>Included</td>
</tr>
</tbody>
</table>
These results suggest that the leaders who answered the question are willing to pay more per scout for a week-long camp than is currently being charged. We assume they answered consistent with their individual budget constraints, and thus, Beaver High Adventure Base has room to increase its prices.

The scouts’ overall perception of price is that camp is relatively inexpensive. On a scale of 1 – 100 (1 being inexpensive and 100 being expensive) they marked 42 on average.

Overall, the marketing should focus any pricing information more at the leaders because they have a better understanding of price. The scouts don’t seem to perceive price as an important factor in their decision to go to camp.

**Promoting the Camps**

The results from the data signify that previous experience, word of mouth, and the district round table are the most highly used methods of getting information—see table below. Thus, Beaver High Adventure Base should make sure to advertise at the district round tables. We also suggest considering incentives to past participants who convince other troops to attend the camp. This will encourage more word of mouth.

<table>
<thead>
<tr>
<th>Leaders’ Information Resources</th>
<th>National Scout Website</th>
<th>Council Website</th>
<th>District Website</th>
<th>District Newsletter</th>
<th>District Round Table</th>
<th>Word of Mouth</th>
<th>Previous Experience</th>
<th>Unit Commissioner</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Times Used on Average</td>
<td>1.6</td>
<td>1.9</td>
<td>1.5</td>
<td>1.6</td>
<td>2.5</td>
<td>3.7</td>
<td>4.1</td>
<td>1.8</td>
<td>.5</td>
</tr>
</tbody>
</table>

Following the district round table, the leaders referred mostly to the council website, then the national scout website, and finally the district website. The websites are underutilized as a source of information. By making the websites more effective sources, Beaver High Adventure Base can improve their image, increase awareness, and encourage Scouts and leaders to choose this site above others.

**Website Critique**

The strongest part of the website for the Beaver High Adventure Base is that it can be successfully found on the web. Being able Google the website and easily link to it being the first site listed is a big plus. Also being linked through the Council website is definitely beneficial.
We can get to the Beaver High Adventure site, but the site itself has room for improvement. Many of our suggestions from the data analysis can be implemented on the website. The site can be a great marketing tool when properly utilized, and a few cosmetic changes can make the site more user-friendly.

When organizing the site, the needs of those who are visiting the site need to be considered foremost, because frustration with a site can drive people to choose other places. For example, focus the homepage on the determining factors of camp attendance for the leaders as indicated by the data. Thus, the homepage of the Beaver High Adventure Base should emphasize fun activities and their benefits, as well as highlighting the variety offered at the camp through digital pictures and interactive videos. It would also be beneficial to have a larger font size, making it easier to read and more aesthetically pleasing. Although there is a lot of information that needs to be conveyed, not all of it needs to be on the main page. Things such as logistical considerations and regulations at the camp can be linked to the home page, as to not overload the site visitor.

The website is a prime place to tell potential customers what makes Beaver High Adventure Base a great choice. The site should make it easy to compare to different high adventure bases, and convey a willingness to coordinate with the troop to meet their needs. The site should be inviting and encourage those visiting the site to make contact and establish a relationship with this locale. Another great way to strengthen this relationship between the Beaver High Adventure Base and individual troops is to post troops’ digital photos of their experience at Beaver High Adventure Base. Allowing the ‘voice’ of other Scouts to recommend this camp through their pictures and comments can be a powerful marketing tool.

**Constraints of the Data**

Our data is a solid base from which marketing strategies can be successfully implemented. We captured the target market in Utah, with a variety of Scouts and their interests, with a majority of Scouts reporting positive prior experiences at various high adventure camps.

Because we got data from turkey shoots, the Scouts surveyed are more likely to be actively involved in their troop activities and leaders are more likely to be involved in the scouting activities. While this does not reach across the whole spectrum of Scouts or leaders, this data captures those that would most likely be interested in attending high adventure camp and that can be reached successfully.

Data collection points represented two different geographies, both northern and southern Utah. We had a variety of troops represented in our subject pool, with a total of 37 different troops and 15 different zip codes represented. We recognize that not all the troops that come to Beaver High Adventure Base are from Utah, and our data and forthcoming suggestions should be carefully applied to this target market. Our goal was
to assess the customers coming from Utah, and we feel that this data captured our target accurately.

Some constraints of our data include non-response and conflicting information on the surveys. For example, many people skipped questions or did not complete the whole survey, a majority due to the length of the survey. Also, many respondents could not remember which camp they had attended, or gave different reports, saying they enjoyed camp, yet they had never attended. Often this was a result of having the option of indicating that they did not go while other questions did not have that option. To maximize the data analysis, we included whatever data was accurately given and threw out data that was incomplete or inaccurate. The majority of the surveys were answered maturely and taken seriously enough to give an accurate portrayal of the Scouts and leaders.

Another constraint from the data was in survey administration. Ideally, all surveys would be administered identically. However, this was not logistically possible, and we believe that the surveys were administered fairly and no significant differences exist between the two data collection points. The surveys administered in St. George were formatted on an 11x17 paper folded in half, which decreased the frustration felt by those surveyed in Alpine with two 8.5x11 papers stapled together.

Lessons Learned

Awareness increases desire to go and can go a long way toward making Scouts want to go. As we administered the surveys, leaders and Scouts would talk about their past experiences at high adventure base camps, such as where they have been, which increases the awareness of camps for next year. Gatherings such as turkey shoots that are in the off-season are a valuable opportunity to start the leaders and Scouts thinking about camp for the next summer. For example, having posters at the turkey shoots telling about Beaver High Adventure Camp would be a great way to increase awareness and get into the consideration set as they plan their high adventure activities.

Long surveys are boring—quality feedback comes from interaction with the respondents. They want to know that they are going to have a good time at the camp and really enjoy talking about having a good time and past experiences that were great. We think that focus groups could better get into the mind of the customer, and online surveys might provide a more anonymous atmosphere for the respondents. Boredom and short attention span are going to be what you are fighting against as you tell Scouts about this camp. Marketing in any form needs to be creative, inviting, and short. As we administered the surveys and collected the data, we realized that specific questions bored the respondents, and therefore we got fewer responses and fewer serious answers to these questions. If doing this survey again, we would know which questions would be disliked by respondents, we would have been able to make a shorter survey by omitting these questions.
Writing survey questions is a complicated process because the needs of those taking the survey, the requirements for the data analysis, and the goals of those requesting the survey must all be carefully balanced. Backwards marketing, or setting a specific goal for each question for the survey, would give opportunity for deeper analysis. However, we feel that we have been able to find interesting and informative information from the data gathered. One thing we might have changed would be to use the same scale to measure most of the questions, which would make the answers easier to compare and correlate.

**Recommendations**

Recommendations have been made throughout this paper, but in summary, Beaver High Adventure Base should do the following:

First, an increase in marketing efforts should be directed toward the Scouts and Scoutmasters who are already involved in other Scouting activities. These are the easiest to reach and the most likely to attend high adventure camps. These efforts should emphasize the factors that are most important to the audience—they want to know they are going to have a great time because there is a variety of activities offered that have been purposefully planned to benefit the Scouts. Just mention shooting something, and you have captivated this audience.

Second, the prices and activities offered in the past should be reconsidered. Beaver High Adventure Base should consider which additional activities would be feasible and recognize that these additional options will justify an increase in price. Continue to offer pre-planned programs, but consider increasing the flexibility of camp length.

Third, Beaver High Adventure Base should consider hosting a bike race. This would be a good chance to let the troops really experience Beaver High Adventure Base while increasing awareness and emphasizing the fun activities available.

Finally, some cosmetic changes need to be made to the website, including emphasis on fun and valuable activities as well as placing secondary information on linked pages. Also, marketing efforts should include an invitation to visit the website to better experience the Beaver High Adventure Base. Pictures are worth a thousand words, especially on the World Wide Web.

In conclusion, to increase the camp’s attendance, Beaver High Adventure Base should take the above-mentioned measures to better convey the exceptional experience it has to offer the troops.
APPENDIX A

Factor Analysis of Questions 2, 3, 4, 5, 23, 24, 25 on scout survey to determine loadings.

Loadings:

<table>
<thead>
<tr>
<th>Q</th>
<th>Factor 1</th>
<th>Factor 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>0.595</td>
<td>-0.188</td>
</tr>
<tr>
<td>3</td>
<td>0.741</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>0.889</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>0.716</td>
<td>0.175</td>
</tr>
<tr>
<td>23</td>
<td>0.181</td>
<td>0.723</td>
</tr>
<tr>
<td>24</td>
<td></td>
<td>0.473</td>
</tr>
<tr>
<td>25</td>
<td></td>
<td>0.231</td>
</tr>
</tbody>
</table>

Factor 1 measures involvement.
Factor 2 measures business of scouts.

We conclude that age does not correlate with how busy the scouts are or their involvement in scouting.

APPENDIX B

Suggested Activities Average Ratings

Scale of 1 (little to no interest) to 6 (great deal of interest)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video Game Tournament</td>
<td>4.2</td>
</tr>
<tr>
<td>Bike Race</td>
<td>3.9</td>
</tr>
<tr>
<td>Soap-Box Derby</td>
<td>3.7</td>
</tr>
<tr>
<td>Co-ed Dances &amp; Socials</td>
<td>3.6</td>
</tr>
<tr>
<td>Bike Trek</td>
<td>3.6</td>
</tr>
<tr>
<td>GPS Road Rally</td>
<td>3.5</td>
</tr>
<tr>
<td>Career Exploration</td>
<td>3.2</td>
</tr>
</tbody>
</table>

APPENDIX C

I did a logistic regression between question 9 (rate your experience) and all the different parts of question 13 (What did you get out of the high adventure camp?).

9 and 13a (I had fun doing the activities). The results show that if the scouts rated their experience high then they were likely to say they had fun doing the activities.

Coefficients:

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>Std. Error</th>
<th>t value</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Intercept)</td>
<td>-1.8155</td>
<td>0.8374</td>
<td>-2.1678</td>
</tr>
<tr>
<td>X9.Rate.Experience</td>
<td>0.6056</td>
<td>0.1921</td>
<td>3.1514</td>
</tr>
</tbody>
</table>

(Dispersion Parameter for Binomial family taken to be 1)
Null Deviance: 102.4415 on 81 degrees of freedom
Residual Deviance: 90.75636 on 80 degrees of freedom
33 observations deleted due to missing values
Number of Fisher Scoring Iterations: 2

9 and 13b (I had spiritual experiences) There is a correlation!
Coefficients:

<table>
<thead>
<tr>
<th>Value</th>
<th>Std. Error</th>
<th>t value</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Intercept)</td>
<td>-2.7014716</td>
<td>-2.850954</td>
</tr>
<tr>
<td>X9..Rate.Experience.</td>
<td>0.5071784</td>
<td>2.589687</td>
</tr>
</tbody>
</table>

(Dispersion Parameter for Binomial family taken to be 1 )

Null Deviance: 110.5341 on 81 degrees of freedom
Residual Deviance: 102.4963 on 80 degrees of freedom
33 observations deleted due to missing values
Number of Fisher Scoring Iterations: 2

9 and 13c (I became more patriotic) There is not a correlation!
Coefficients:

<table>
<thead>
<tr>
<th>Value</th>
<th>Std. Error</th>
<th>t value</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Intercept)</td>
<td>-1.5921006</td>
<td>-1.909317</td>
</tr>
<tr>
<td>X9..Rate.Experience.</td>
<td>0.2246528</td>
<td>1.279466</td>
</tr>
</tbody>
</table>

(Dispersion Parameter for Binomial family taken to be 1 )

Null Deviance: 105.6683 on 80 degrees of freedom
Residual Deviance: 103.9466 on 79 degrees of freedom
34 observations deleted due to missing values
Number of Fisher Scoring Iterations: 3

9 and 13d (I bonded with my friends) There is a correlation!
Coefficients:

<table>
<thead>
<tr>
<th>Value</th>
<th>Std. Error</th>
<th>t value</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Intercept)</td>
<td>-1.3181686</td>
<td>-1.747050</td>
</tr>
<tr>
<td>X9..Rate.Experience.</td>
<td>0.4132615</td>
<td>2.466592</td>
</tr>
</tbody>
</table>

(Dispersion Parameter for Binomial family taken to be 1 )

Null Deviance: 110.6742 on 82 degrees of freedom
Residual Deviance: 104.0736 on 81 degrees of freedom
32 observations deleted due to missing values
Number of Fisher Scoring Iterations: 3

9 and 13e (I bonded with my leaders) There is a correlation!
Coefficients:

<table>
<thead>
<tr>
<th>Value</th>
<th>Std. Error</th>
<th>t value</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Intercept)</td>
<td>-2.0887244</td>
<td>-2.543819</td>
</tr>
<tr>
<td>X9..Rate.Experience.</td>
<td>0.4665589</td>
<td>2.657172</td>
</tr>
</tbody>
</table>
(Dispersion Parameter for Binomial family taken to be 1)

Null Deviance: 115.0504 on 82 degrees of freedom
Residual Deviance: 106.962 on 81 degrees of freedom
32 observations deleted due to missing values
Number of Fisher Scoring Iterations: 3

9 and 13f (I learned outdoor skills) There is a correlation!
Coefficients:

(Intercept)           Value     Std. Error     t value
-2.3519400          0.8450063     -2.783341
X9..Rate.Experience. 0.587219     0.1839537      3.192211

(Dispersion Parameter for Binomial family taken to be 1)

Null Deviance: 114.0846 on 82 degrees of freedom
Residual Deviance: 101.8056 on 81 degrees of freedom
32 observations deleted due to missing values
Number of Fisher Scoring Iterations: 3

9 and 13g (I made new friends) There is not a correlation!
Coefficients:

(Intercept)          Value     Std. Error     t value
-1.6342089           0.2441851     -2.020498
X9..Rate.Experience. 0.2441851     0.1715013      1.423809

(Dispersion Parameter for Binomial family taken to be 1)

Null Deviance: 107.7008 on 81 degrees of freedom
Residual Deviance: 105.5501 on 80 degrees of freedom
33 observations deleted due to missing values
Number of Fisher Scoring Iterations: 3

9 and 13h (I communed with nature) There is a correlation!
Coefficients:

(Intercept)          Value     Std. Error     t value
-2.7790628           0.9498563     -2.925772
X9..Rate.Experience. 0.4743298     0.1950778      2.431490

(Dispersion Parameter for Binomial family taken to be 1)

Null Deviance: 107.4141 on 82 degrees of freedom
Residual Deviance: 100.4077 on 81 degrees of freedom
32 observations deleted due to missing values
Number of Fisher Scoring Iterations: 3

9 and 13i (I pushed myself to my limits) There is a correlation!
Coefficients:

(Intercept)          Value     Std. Error     t value
-2.8723678           0.9635025     -2.981173
X9..Rate.Experience. 0.5006237     0.1984534      2.522626
(Dispersion Parameter for Binomial family taken to be 1)

Null Deviance: 106.5479 on 81 degrees of freedom

Residual Deviance: 98.9201 on 80 degrees of freedom
33 observations deleted due to missing values

Number of Fisher Scoring Iterations: 3

9 and 13j (I didn’t get anything out of the experience) There is not a correlation!

Coefficients:

<table>
<thead>
<tr>
<th>Value</th>
<th>Std. Error</th>
<th>t value</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Intercept)</td>
<td>-0.7471631</td>
<td>-0.8473312</td>
</tr>
<tr>
<td>X9..Rate.Experience.</td>
<td>-0.2390023</td>
<td>-1.1661294</td>
</tr>
</tbody>
</table>

(Dispersion Parameter for Binomial family taken to be 1)

Null Deviance: 67.95631 on 80 degrees of freedom

Residual Deviance: 66.63183 on 79 degrees of freedom
34 observations deleted due to missing values

Number of Fisher Scoring Iterations: 3

Overall, if the scouts ranked their experience as high then they were likely to mark all of the responses in question 13 except for “I became more patriotic” and “I made new friends.” Thus, they should advertise the other things. Also, the ones that the scouts were most likely to mark were: “I had fun doing the activities (slope .606)”, “I learned outdoor skills (slope .587)”, “I had spiritual experiences (slope .507)”, and “I pushed myself to my limits (.501)”.

APPENDIX D

I did a factor analysis of question #21. It appears that everything correlates except for the “inexpensive vs. too expensive” and the “bad food vs. good food”. Thus, these two factors probably aren’t what the boys focus on when rating the camp. Food and expenses are considered separately. Food is fairly independent and the expenses are completely independent.

Loadings:

<table>
<thead>
<tr>
<th>Factor1</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>X21j..Few.thing.to.do...Lots.of.things.to.do.</td>
<td>0.917</td>
</tr>
<tr>
<td>X21a..Inexpensive...Too.expensive</td>
<td>0.337</td>
</tr>
<tr>
<td>X21b..boring...Fun.entertaining.</td>
<td>0.900</td>
</tr>
<tr>
<td>X21c..Dumb...Cool.</td>
<td>0.834</td>
</tr>
<tr>
<td>X21d..Too.far.away...A.good.chance.to.get.away.</td>
<td>0.708</td>
</tr>
<tr>
<td>X21e..Painful...Enjoyable.</td>
<td>0.931</td>
</tr>
<tr>
<td>X21f..Bad.food...good.food.</td>
<td>0.652</td>
</tr>
<tr>
<td>X21g..Not.character.building...Character.building.</td>
<td>0.776</td>
</tr>
<tr>
<td>X21h..Not.spiritually.uplifting...Spiritually.uplifting.</td>
<td>0.787</td>
</tr>
<tr>
<td>X21i..Not.conducive.to.bonding...Good.chance.to.bond.</td>
<td>0.781</td>
</tr>
</tbody>
</table>
APPENDIX E

We did a logistic regression between those who prefer a full week and their level of busyness. (Questions 14a and 23). The results showed that there was no correlation between business and preferring a 5-day camp.

Coefficients:

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>Std. Error</th>
<th>t value</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Intercept)</td>
<td>-0.339928216</td>
<td>0.007899439</td>
<td>-0.66845907</td>
</tr>
<tr>
<td>X24.How many hours do you spend working.</td>
<td>0.007899439</td>
<td>0.1304779</td>
<td>0.06054236</td>
</tr>
</tbody>
</table>

We did a logistic regression between those who prefer a partial week with a pre-planned program and their level of busyness. (Question 14b and 23). The results show there is no correlation.

Coefficients:

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>Std. Error</th>
<th>t value</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Intercept)</td>
<td>-3.5702757</td>
<td>0.5920055</td>
<td>-2.693332</td>
</tr>
<tr>
<td>X23.How busy are you during the summer.</td>
<td>0.5920055</td>
<td>0.3937334</td>
<td>1.503569</td>
</tr>
</tbody>
</table>

(Dispersion Parameter for Binomial family taken to be 1)

Null Deviance: 83.55047 on 96 degrees of freedom
Residual Deviance: 80.94943 on 95 degrees of freedom
20 observations deleted due to missing values
Number of Fisher Scoring Iterations: 4

We did a logistic regression between those who prefer a partial week where they can choose their activities and their level of busyness. (Questions 14c and 23). The results show there is no correlation.

Coefficients:

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>Std. Error</th>
<th>t value</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Intercept)</td>
<td>-0.9562212</td>
<td>0.9269986</td>
<td>-1.0315239</td>
</tr>
<tr>
<td>X23.How busy are you during the summer.</td>
<td>0.09245459</td>
<td>0.3045330</td>
<td>-0.7373451</td>
</tr>
</tbody>
</table>

(Dispersion Parameter for Binomial family taken to be 1)

Null Deviance: 86.87033 on 96 degrees of freedom
Residual Deviance: 86.33989 on 95 degrees of freedom
20 observations deleted due to missing values
Number of Fisher Scoring Iterations: 3

We did a logistic regression between those who prefer an open schedule and their level of busyness (Questions 14d and 23). The results show there is no correlation.

Coefficients:

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>Std. Error</th>
<th>t value</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Intercept)</td>
<td>-3.9534369</td>
<td>1.7586154</td>
<td>-2.2480395</td>
</tr>
</tbody>
</table>
We did a logistic regression between those who are not likely to attend any of the schedules and their level of busyness (question 14e and 23). The results show no correlation.

Coefficients:

<table>
<thead>
<tr>
<th>Coefficient</th>
<th>Value</th>
<th>Std. Error</th>
<th>t value</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Intercept)</td>
<td>1.4100132</td>
<td>1.4149017</td>
<td>-0.996545</td>
</tr>
<tr>
<td>X23. How busy are you during the summer.</td>
<td>-0.6230922</td>
<td>0.5193494</td>
<td>-1.199755</td>
</tr>
</tbody>
</table>

(Dispersion Parameter for Binomial family taken to be 1)

Null Deviance: 33.34007 on 96 degrees of freedom
Residual Deviance: 31.98545 on 95 degrees of freedom
20 observations deleted due to missing values
Number of Fisher Scoring Iterations: 5

Overall, there is no correlation between what type of camp the scouts prefer and their level of busyness.

**APPENDIX F**

![Graph showing data](image-url)
APPENDIX G

The diagram shows the average ratings for different activities. The activities are listed as follows:

- 20a Career exploration and career events
- 20b Co-ed dances and socials
- 20c Soap-box derby
- 20d Video Game Tournament
- 20e Bike race
- 20f Bike trek
- 20g GPS road rally
- 20h Other activities

The y-axis represents the ratings ranging from 0 to 4.5, with increments of 0.5. The x-axis lists the activities, and the bars indicate the average ratings for each activity.