



PARENT SURVEY



In order to be entered into the draw, please provide the following contact information. This will be strictly used for the gift package draw and will not be associated or connected with your survey answers.

NAME _____

ADDRESS _____

EMAIL _____

TELEPHONE NUMBER _____

YES, I want to be entered in the contest.

We appreciate your feedback about *Today's Parent KidSummer™* events. By completing this survey you will become eligible to **win a 2 night family getaway for at Delawana Inn Resort Georgian Bay, Honey Harbour Muskoka.** Valued at approximately \$1200, this getaway comes complete with half day at the spa for mom, kids programs, evening entertainment, water sports, spa facilities and golf learning academy pitch and putt! Your prize will also include a **FREE 1 year subscription to *Today's Parent Magazine*.**

For your convenience, you also have the option of completing this survey online at www.kidsummer.com
 You may also submit the completed survey to one of our KidSummer staff or mailing or fax it to *Today's Parent*:

Today's Parent KidSummer
1 Mount Pleasant Road, 8th Floor
Toronto, ON M4Y 2Y5
Fax #: 416-764-2801

Deadline for completion is September 5th, 2008.
 The draw will be held on September 8th, 2008 and the winner will be notified by telephone.

1. For how many years have you and your family attended the *Today's Parent KidSummer* program? *Please select one response only.*
 - This is our 1st year
 - 2-5 years
 - 6-9 years
 - 10+ years

2. How did you first hear about *Kidsummer*? *Please select one response only.*
 - Ad on the radio
 - Ad on television
 - Ad in a magazine
 - Ad or link from another website
 - Internet search engine
 - Friend or family member
 - Word of mouth
 - Other (please specify) _____

3. *Today's Parent* magazine publishes 12 issues a year. About how many of these do you read? *Please select one response only.*
 - All of them – I subscribe
 - More than half
 - About half
 - Less than half
 - Few or none

4. In the summer, about how often do you visit *kidsummer.com*? *Please select one response only.*
 - Every day
 - A few times a week
 - Once a week
 - A couple of times a month
 - Once a month
 - Less than once a month
 - Never

5. How many *Today's Parent KidSummer* 2007 events did you attend or plan on attending this year? *Please select one response only.*
 - 1 2 3 4 5 6+

6. Did you or will you use any of the coupons in the *Today's Parent KidSummer* 2007 bags? *Please select one response only.*
 - Have already used the coupon
 - Intend to use the coupon
 - Do not plan to use the coupon

7. On a scale of 1 to 5 please rate how satisfied you are **overall** with the *Today's Parent KidSummer* 2007 Bags. *Please select one response only.*

Very Dissatisfied					Very Satisfied	
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5		

8. On a scale of 1 to 5 please rate the **staff** at the *Today's Parent KidSummer* 2007 events. *Please select one response only.*

Poor					Excellent	
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5		

9. On a scale of 1 to 5 (where 1 is disagree strongly and 5 is agree strongly) please indicate the extent to which you agree with the following statements. *Please circle one response only.*

	Strongly Disagree			Strongly Agree		
It is important for corporations to sponsor community events	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	
I am more likely to purchase a product from a company who has sponsored a community event.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	

We would appreciate it if you help our sponsors who generously support this event by answering a few additional questions:

Ontario Tourism would like to know...

- 10. Did you visit the Ontario Tourism booth at the *KidSummer* event?
Please select one response only.
 - Yes
 - No (please skip to Q13)
- 11. How did your experience at *KidSummer* affect your impression of Ontario Tourism? *Please select one response only.*
 - Greatly enhanced my impression of Ontario Tourism
 - Somewhat enhanced my impression of Ontario Tourism
 - Did not change my impression of Ontario Tourism
 - Somewhat detracted from my impression of Ontario Tourism
 - Greatly detracted from my impression of Ontario Tourism
- 12. After seeing the Ontario Tourism booth, how likely are you to consider traveling in Ontario within the next 6 months?
Please select one response only.
 - Very likely
 - Somewhat likely
 - Not very likely
 - Not at all likely

Sony would like to know....

- 13. If you currently own a camcorder, how frequently do you use it?
Please select one response only.
 - Daily
 - Weekly (2-3 times a week)
 - Monthly (2-3 times a month)
 - Annually (2-3 times a year)
 - Less than 2-3 times a year
 - I do not own a camcorder
- If you currently own a camcorder please skip to Q16.

- 14. If you do not own a camcorder, and are considering buying one within the next year, what are the top **three** factors that will influence your decision when shopping for your new camcorder?
Please select three responses only.
 - Price
 - Ease-of-use
 - Portability (ease of carrying the camera anywhere you go)
 - Video quality
 - Connectivity to PC (ease of uploading images to a computer)
 - Size and weight
 - Product design
 - Battery life
 - Resolution quality of digital still images
 - Brand name
 - Other (please specify): _____
 - I do not plan to buy a camcorder
- If you are considering buying a camcorder in the next year please skip to Q16.

- 15. If you are **not** planning to buy a camcorder, what is the reason?
Please select one response only.
 - Still Photos are good enough
 - Camcorders are too complicated to operate
 - Camcorder are too big to carry around
 - Editing videos it too difficult and time-consuming
 - I don't want to be the one recording movies while everyone is having fun
 - Other (please specify): _____

Clorox would like to know...

- 16. Do you purchase Clorox Disinfecting products? *Please select one response only.*
 - Yes
 - No (please skip to Q19)
- 17. Which Clorox Disinfecting products do you purchase? *Please select all that apply.*

- Clorox Disinfecting Wipes
- Clorox Disinfecting Kitchen Cleaner
- Clorox Disinfecting Bathroom Cleaner
- Clorox Disinfecting Manual Toilet Bowl Cleaner
- Clorox Disinfecting Automatic Toilet Bowl Cleaner
- Other (please specify): _____
- None of the above

- 18. How often do you purchase Clorox Disinfecting products?
Please select one response only.
 - Every 3 months
 - Every 6 months
 - Once a year
 - Less than once a year

Kumon would like to know...

- 19. Prior to today, had you ever heard of Kumon? *Please select one response only.*
 - Yes
 - No (please skip to Q21)
- 20. Do you currently have a child enrolled in Kumon? *Please select one response only.*
 - Yes (please skip to Q22)
 - No
- 21. Which of the following statements best describes you? Please select one response only.
 - I have a child enrolled in another supplemental education program.
 - I am not interested in enrolling my child in a supplemental education program.
 - My child does not have time for a supplemental education program.
 - I would be interested in getting more information on supplemental education programs.

Banana Boat would like to know...

- 22. Please **rank** the following from 1 to 10 (where 1 is "most important", and 10 is "least important") according to how important these attributes are when purchasing a sunscreen to protect **you**?

Attributes	Rank
Broad spectrum (UVA and UVB) protection	_____
Contains no alcohol	_____
Dermatologist tested	_____
Hypoallergenic (unlikely to cause an allergic reaction)	_____
Non-comedogenic (will not clog pores)	_____
Photostable (will not break down in the sun)	_____
Recommended by the Canadian Dermatology Association	_____
Sweatproof	_____
Waterproof	_____
Other _____	_____
- 23. Please rank the following attributes from 1 to 12 (where 1 is "most important" and 12 is least important) according to how important these attributes are when purchasing a sunscreen to protect **your child(ren)**?

Attributes	Rank
Broad spectrum (UVA and UVB) protection	_____
Contains no alcohol	_____
Dermatologist tested	_____
Hypoallergenic (unlikely to cause an allergic reaction)	_____
Mild/gentle formula	_____
Pediatrician tested	_____
Photostable (will not break down in the sun)	_____
Recommended by the Canadian Dermatology Association	_____
Sweatproof	_____
Tear-free	_____
Waterproof	_____
Other _____	_____

Tetra Pak would like to know....

24. Did you know that Tetra Pak cartons are recyclable? *Please select one response only.*
- Yes
 - No
25. How likely are you to consider purchasing Parmalat "L'il Milk" in Tetra Pak cartons as a healthy lunch box item for your kids? *Please select one response only.*
- Very likely
 - Somewhat likely
 - Not very likely
 - Not at all likely
26. Which of the following factors influence your decision to buy juices for your family? *Please select all that apply.*
- Healthy ingredients
 - Convenience
 - Packaging
 - Price
 - In-Store discounts
 - Flavours available
 - Recommendations from Friends
 - Children ask for it
 - Other (please specify): _____
 - Do not buy juices for family

Mazda would like to know....

27. What are the top **three** factors that influence your decision when purchasing a family vehicle? *Please select three responses only.*
- Safety
 - Fuel economy
 - Trunk space
 - Entertainment options – DVD player, MP3 capabilities
 - Quality rating / Dependability
 - Vehicle styling (how it looks)
 - Sliding doors
 - Cost
 - Seating capacity (seating for more than 5)
 - Make of vehicle
 - Other (please specify): _____
28. Which of the following factors influence your decisions to buy a family vehicle for your family? *Please select all that apply.*
- Sticker Price
 - Finance offers
 - Lease offers
 - Incentives (eg., gas cards)
 - Service offer
 - Recommendations from Friends
 - Other (please specify): _____
29. When you do plan on purchasing a family vehicle, which brand are you most likely to purchase? *Please select one response only.*
- Mazda5
 - Toyota Matrix
 - Honda CRV
 - Kia Rondo
 - Dodge Caravan
 - Other

President's Choice Financial would like to know....

30. Prior to attending a *KidSummer* event, had you heard of President's Choice Financial or any products or services that they offer? *Please select one response only.*
- Yes, I have a President's Choice Financial product or service
 - Yes, I used to have a President's Choice Financial product or service
 - Yes, I have heard of President's Choice Financial but I do not currently have any of their products or services (please skip to Q32)

- No, the first time I heard of President's Choice Financial was at a *KidSummer* event (please skip to Q32)
 - No, I have never heard of President's Choice Financial (please skip to Q33)
31. If you currently have or used to have a President's Choice Financial product/service, which President's Choice Financial product(s) or service(s) do/did you have? *Please select all that apply.*
- PC MasterCard
 - PC banking (no fee bank accounts, mortgages, savings & investments, loans)
 - PC insurance (auto, home, pet, travel)
32. What do you think is the **most** appealing feature or benefit of the PC MasterCard? *Please select one response only.*
- No annual fee
 - You can earn PC points which can be redeemed for free groceries and more
 - The card has *PayPass* which makes shopping quicker and easier
 - The President's Choice brand is well-known and trusted
 - None of the above.
33. If you currently do not have a PC MasterCard, would you be interested in getting the card, and if not, please indicate any barriers to you getting the card. *Please select one response only.*
- Yes, I would be interested in getting a card
 - No, I already have a credit card and do not need any more
 - No, I prefer to get my credit card from the same company where I do my banking
 - No, I believe there are other credit cards available that better suit my needs
 - I already have a PC MasterCard
34. Which of the following stores, if any, do you shop at? *Please select all that apply.*
- Loblaws or Fortinos
 - Real Canadian Superstore
 - No Frills or ValuMart
 - Zehrs, Your Independent Grocer, Cash & Carry
 - I do not shop at any of these stores

About you....

35. You are... Female Male
36. In which age group do you fall?
- Under 18
 - 18-24
 - 25-34
 - 35-49
 - 50-54
 - 55 or over
37. How many children do you have in each age group? *Please circle all relevant numbers.*
- | | Number of children in this age group | | | |
|---|--------------------------------------|---|---|----|
| <input type="checkbox"/> I am currently pregnant | | | | |
| <input type="checkbox"/> Under 2 years | 0 | 1 | 2 | 3+ |
| <input type="checkbox"/> 3 to 5 years | 0 | 1 | 2 | 3+ |
| <input type="checkbox"/> 6 to 8 years | 0 | 1 | 2 | 3+ |
| <input type="checkbox"/> 9 to 11 years | 0 | 1 | 2 | 3+ |
| <input type="checkbox"/> 12 years or older | 0 | 1 | 2 | 3+ |
| <input type="checkbox"/> Do not have any children | | | | |
38. What is your total annual household income? *Please select one response only.*
- Under \$30,000
 - \$30,000-\$49,000
 - \$50,000-\$74,999
 - \$75,000-\$99,999
 - \$100,000 - \$200,000
 - More than \$200,000
 - Decline to identify