



2020 COVID-19 PARENT SURVEY

PURPOSE OF SURVEY

This internally administered survey to the parents of BBYO members sought to:

- Understand the protocols that are important to them as in person programming resumes.
- Assess the financial impact of COVID-19 on Jewish families with teens and how that might impact their spending on Jewish activities.
- Understand their feelings about BBYO's response to the pandemic



KEY TAKEAWAYS

- Most parents (72%) are not ready for in-person programming to resume yet nor are they willing to host programs in their home because of COVID-19 concerns.
- This fall, most parents (70%) would only consider sending their teens to smaller local programs vs. larger events.
- Parent comments indicated a preference for programming to resume outdoors for now.
- 54% of families have been financially impacted by COVID-19 which could impact their willingness to invest in BBYO programs for their teens.
- Some answers varied depending on where families live in the U.S., while others didn't.



Parents trust BBYO to have the best interests of their children in mind. They believe we've made good decisions related to COVID-19 and communicated those decisions effectively. Parents trust we will appropriately determine when it is safe to resume in-person programming.

DEMOGRAPHICS OF RESPONDENTS

21,322 parents sent survey

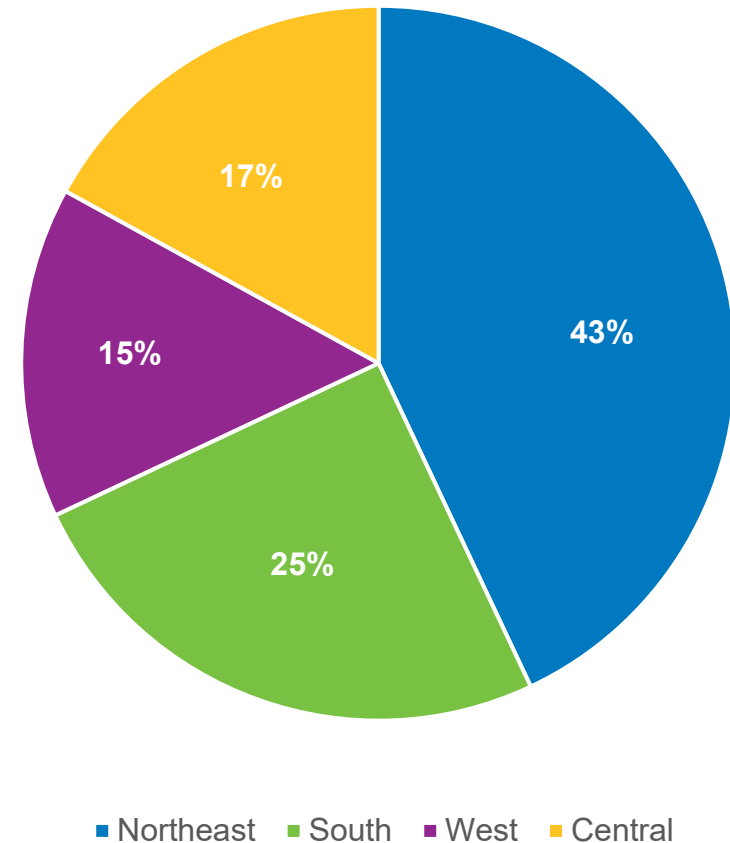
1,387 total responses

7% response rate

Response rate was distributed across geographic areas and is consistent with BBYO's membership in those areas. The survey was fielded between 5/27 and 6/7.



% Response Rate By Areas of the Country

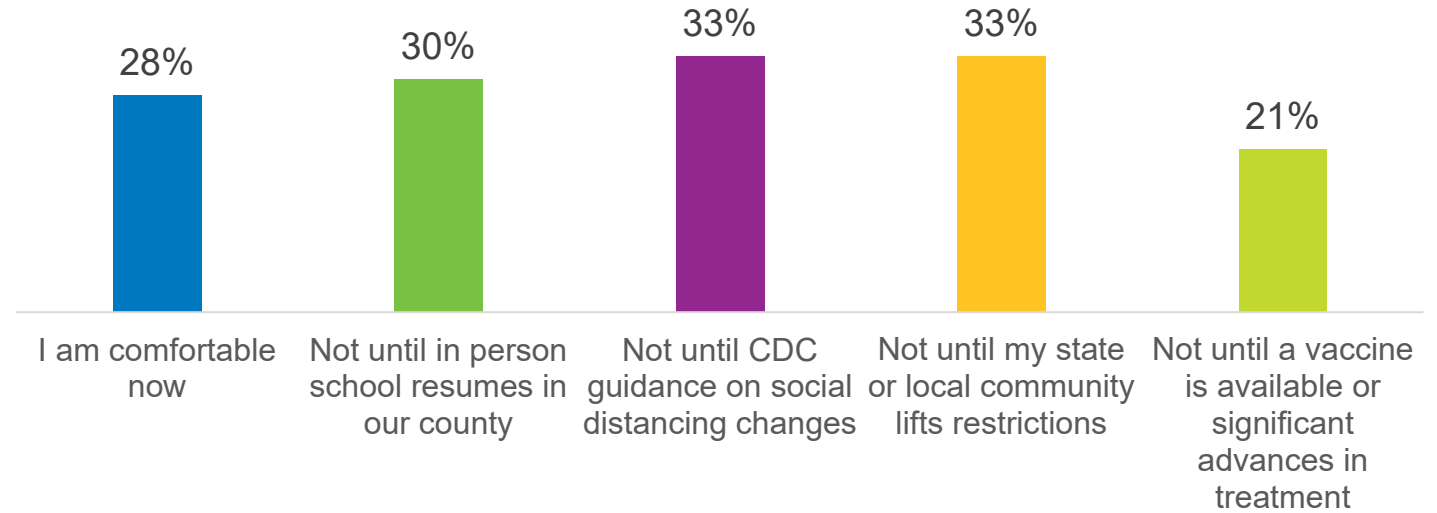


RETURN TO PROGRAMMING: TIMING

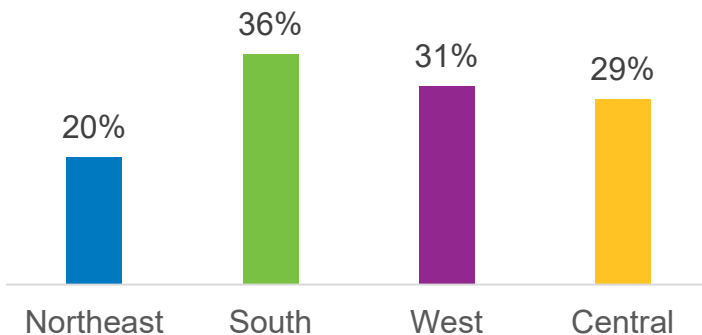
QUESTION: When will you be comfortable allowing your teen(s) to return to in-person programming?

Only **28%** of parents are currently ready to send their teens to in-person programming and there is not one clear point at which time a majority would feel comfortable.

102 parents submitted comments that they aren't sure when they will be ready.



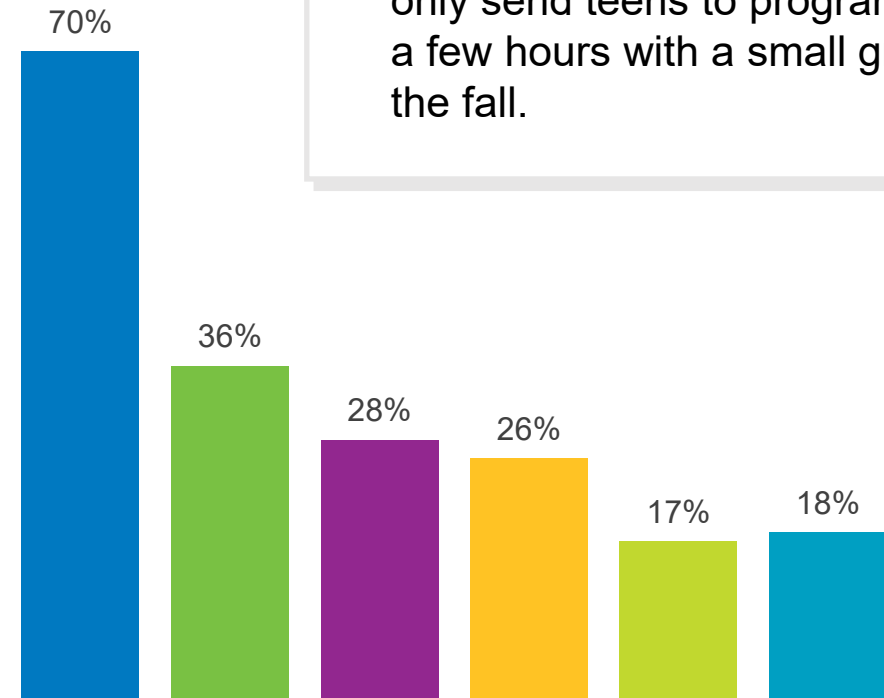
Those Ready to Send Teens to In-Person Programs Now



As anticipated, based on how fast states are reopening, parents in the **south** were most eager to return to programming while those in the **Northeast** were most reluctant.

RETURN TO PROGRAMMING: SCOPE

QUESTION: If in-person programming resumes in the fall, how likely are you to allow you teen(s) to attend the following programs?

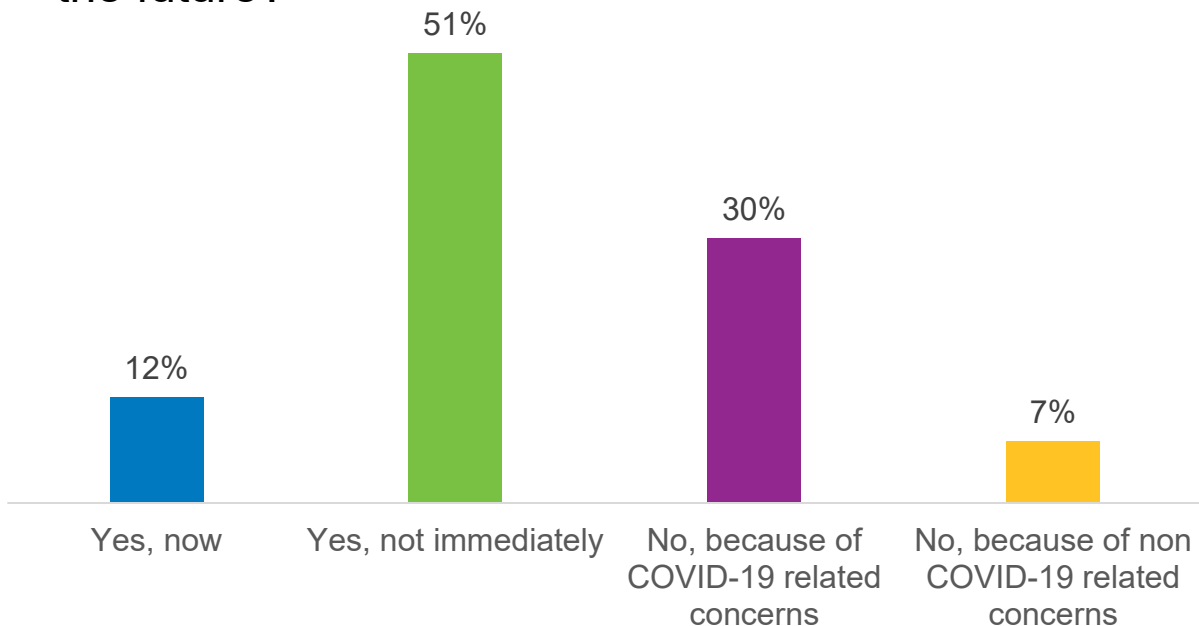


Most parents (70%) say they would only send teens to programs lasting a few hours with a small group in the fall.

- Programs lasting a few hours with a small group (~20 Participants)
- Programs lasting a few hours with a large group (~50 participants)
- Programs lasting multiple days where teens sleep at a hotel
- Programs lasting multiple days where teens sleep at a camp
- Programs that would require travel by plane
- No in person programming

HOME HOSTED PROGRAMMING

QUESTION: If you have previously hosted a BBYO program at your home, would you be willing to do so in the future?



Parents want to **send their teens to chapter programs but are not comfortable hosting them.**

44% of parents who would send their kids to programming now, would not host the events because of Covid-19 related reasons

Those who have hosted a program N= 722

SAFETY MEASURES NEEDED

QUESTION: What safety measures would need to be in place to allow your teen(s) to attend in-person programming?



82% Hand sanitizer must be available



62% Require everyone to use their own masks at programs



57% Require temperature checks at programs



51% Strict social distancing (6 feet apart)

Northeast: **51%**

West: **53%**

South: **43%**

Central: **62%**

These were the safety measures most requested by at least 50% of the parents who took the survey. There was very little difference between the options by region of the country, except around social distancing guidelines.

Write-In Comments:

65 shared that it's too soon to know or depends on cases in their area.

24 said they want outdoor programming (a theme that came up many times throughout the survey).

FINANCIAL IMPACT OF COVID-19

QUESTION: Has your household income/ employment been impacted by COVID-19?

46%
No Impact

41%
Still working,
less income

13%
Someone laid
off/furloughed

More than **half** of our families have been **impacted financially** by COVID-19. This may affect their ability to pay for programming in the future.

FINANCIAL IMPACT

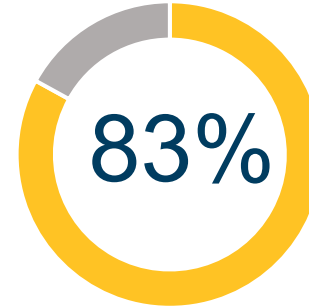
QUESTION: How likely will your financial situation affect the following extracurricular activities in which your teen(s) participates?

INCOME IMPACTED	NOT AT ALL LIKELY	NOT LIKELY	NEITHER LIKELY NOR UNLIKELY	LIKELY	VERY LIKELY
MULTI-WEEK SUMMER EXPERIENCE (~\$5,000)	16%	15%	22%	24%	22%
TWO WEEK CONFERENCE OR TRAINING (~\$2,000)	18%	20%	25%	19%	19%
ON GOING ACTIVITIES LIKE SCHOOL SPORTS, BAND, ETC (~\$500)	27%	33%	21%	13%	7%
WEEKEND RETREATS (~\$250)	29%	31%	21%	13%	6%
ONE DAY ACTIVITIES LIKE AN AMUSEMENT PARK OR CONCERT (~\$100)	34%	32%	18%	11%	5%
SHORT ACTIVITIES LIKE A MOVIE OR BOWLING (~\$20)	43%	32%	14%	8%	3%

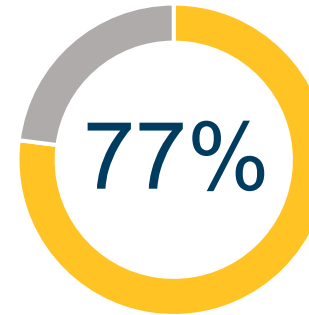
INCOME NOT IMPACTED	NOT AT ALL LIKELY	NOT LIKELY	NEITHER LIKELY NOR UNLIKELY	LIKELY	VERY LIKELY
MULTI-WEEK SUMMER EXPERIENCE (~\$5,000)	40%	19%	22%	9%	10%
TWO WEEK CONFERENCE OR TRAINING (~\$2,000)	43%	21%	21%	10%	6%
ON GOING ACTIVITIES LIKE SCHOOL SPORTS, BAND, ETC (~\$500)	51%	24%	18%	5%	2%
WEEKEND RETREATS (~\$250)	55%	23%	15%	5%	2%
ONE DAY ACTIVITIES LIKE AN AMUSEMENT PARK OR CONCERT (~\$100)	58%	23%	13%	4%	2%
SHORT ACTIVITIES LIKE A MOVIE OR BOWLING (~\$20)	63%	20%	12%	3%	2%

HOW IS BBYO DOING?

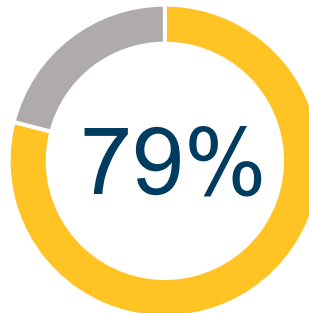
Overall parents are happy with the way BBYO has handled COVID-19 to date and believe BBYO will make the right decisions about returning to in-person programming.



Agree or strongly agree that BBYO has taken appropriate action in response to COVID-19.



Agree or strongly agree that BBYO provides clear, effective communication regarding the impact of COVID-19 on programs.



Agree or strongly agree that BBYO will appropriately determine when in-person gatherings should occur and will provide a safe environment.