

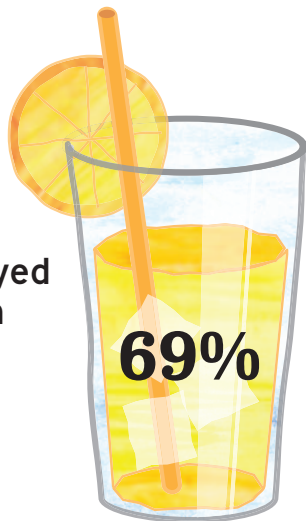
The Summer Fun Survey:

Preschooler Parents Share Their Thoughts in KinderCare® Learning Centers' Second Annual "Summer Fun" Survey!



KinderCare, the nation's largest private provider of early childhood education, asked 1,000 parents across the U.S. about plans for their preschooler's summer. Day camps earn a top place on families' must-do list, with parents of preschoolers confirming that they want kids' bodies and minds to stay active. Below, you'll see key findings from our 2011 survey.

Percent of surveyed parents who plan to use a summer day camp



Percent of surveyed parents who believe that summer should include both relaxed fun and continued learning

55%



Top two factors surveyed parents consider when choosing a summer activity

36%

Social Interaction

40%

Program Content

About the KinderCare® Learning Centers Summer Fun Survey

Commissioned by KinderCare Learning Centers, the survey was designed and analyzed by Ketchum Global Research Network and fielded by Braun Research. The survey reached a national sample of 1,008 parents of children ages 0 to five from April 5-8, 2011. The survey has a margin of error of +/- 3.1 percent.