



...and the survey said...



I would like to thank all the members who have participated in our marketing survey this year. Because you took the time to fill out our questionnaire, we have retrieved some valuable information. It is this type of first hand information that enables us to provide just the right mix of offerings. Our goal is to advance your boating knowledge requirements, enhance your hands-on boating skills, keep you up to date with current squadron news, help ensure you are a safe boater, and provide social opportunities to make new friends while sharing your passion of boating with others.

The winner of our survey contest of one free squadron course is David E. Campbell. We extend our congratulations to him.

Again, on behalf of our squadron, we thank you, our members for taking the time to help us, help you. We will continue to provide challenging programming, interesting opportunities, and fun activities for your enjoyment. Here are the survey results for your perusal.

Regards,

John Hudson
Commander

SPPSS SURVEY SUMMARY

- ◆ 24% of SPPSS membership responded to the survey
- ◆ Education course preferences are in the following order:

1. Piloting
2. Fundamentals of Weather
3. Marine Electronics
4. Marine Maintenance
5. Finding Your Way with GPS
6. Seamanship Sail
7. Advanced Piloting
8. Celestial Navigation
9. Extended Cruising

◆ Social activity preferences are in the following order:

1. BBQ
2. Holiday Party
3. Guest Lectures
4. Swap Meet
5. Cruises
6. Dockside Wine & Cheese
7. Do-It-Yourself Forums
8. Fishing/Crab Tourney
9. Canoe/Kayak Rendezvous
10. Water Skiing/Snorkeling/Scuba Rendezvous
11. Navigational Boating Rally
12. Seafood Cook-Off

◆ How you heard about us:
37% from other members
30% from our website
27% Other
24% Word of Mouth
10% Advertising

◆ Bridge Officer: 21% are interested in serving as a bridge officer.

◆ Proctoring: 51% are interesting in proctoring/helping students or teaching voluntarily.

- ◆ The Beacon Newsletter: 67% of respondents want an electronic colour copy they can print out themselves. 33% of respondents want to receive a black and white hard copy mailed to their residences.