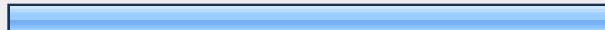

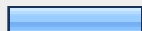
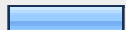
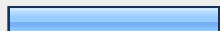



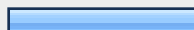

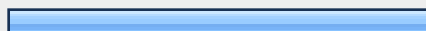

BWI 2009 Member Survey

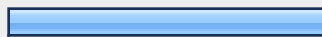








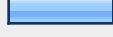
1. Are you:			
		Response Percent	Response Count
Male		71.5%	103
Female		28.5%	41
		<i>answered question</i>	144
		<i>skipped question</i>	1

2. How old were you on your last birthday?			
		Response Percent	Response Count
Under 20		0.0%	0
21-30		2.8%	4
31-40		7.6%	11
41-50		16.0%	23
51-60		37.5%	54
61-70		27.1%	39
Over 70		9.0%	13
		<i>answered question</i>	144
		<i>skipped question</i>	1

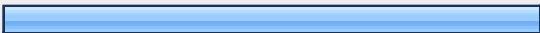
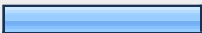
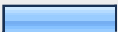
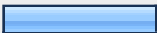
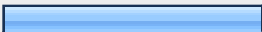
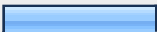

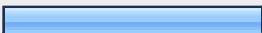






3. What best describes your BWI membership status?			
		Response Percent	Response Count
Active member of BWI		92.3%	131
Associate member of BWI		7.7%	11
		<i>answered question</i>	142
		<i>skipped question</i>	3

4. How long have you been a BWI member?			
		Response Percent	Response Count
Less than 3 years		20.3%	29
From 3 to 4 years		17.5%	25
From 5 to 9 years		32.2%	46
Over 10 years		30.1%	43
		<i>answered question</i>	143
		<i>skipped question</i>	2

5. Which best describes your employment in the marine industry:			
		Response Percent	Response Count
I work full time for a company		28.5%	41
I work part time for a company		4.9%	7
I am self employed (freelance)		64.6%	93
I am currently unemployed		2.1%	3
		<i>answered question</i>	144
		<i>skipped question</i>	1

6. Which best describes your primary employer or freelance client? (Choose one)			
		Response Percent	Response Count
Boating publication (boats under 80 feet)		48.2%	68
Boating publication (boats over 80 feet)		7.8%	11
Fishing publication		5.7%	8
Marine newspaper		0.0%	0
Marine Trade Publication		4.3%	6
Television or radio outlet		2.1%	3
Public relations firm		5.0%	7
Advertising firm		1.4%	2
Association		3.5%	5
Online publication		6.4%	9
Other (please specify)		15.6%	22
		answered question	141
		skipped question	4

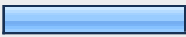

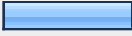






7. What work do you primarily perform in the marine industry (Choose all that apply):

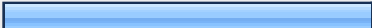






		Response Percent	Response Count
Magazine writing		82.5%	118
News writing		30.1%	43
Book writing		16.8%	24
Newsletter writing		23.1%	33
Editing		39.9%	57
Public relations		23.1%	33
Advertising		9.1%	13
Photography		39.9%	57
Videography		10.5%	15
Television		4.9%	7
Radio		3.5%	5
Blogging		10.5%	15
Website development or technology work		16.1%	23
Other (please specify)		11.9%	17
		answered question	143
		skipped question	2


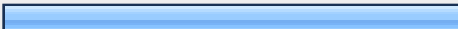

8. How much money did you make (gross) from this work in 2008?			Response Percent	Response Count
Less than \$10,000			17.8%	24
\$10,000 to \$19,999			16.3%	22
\$20,000 to \$29,999			13.3%	18
\$30,000 to \$39,999			8.1%	11
\$40,000 to \$49,999			8.9%	12
\$50,000 to \$59,999			8.1%	11
\$60,000 to \$69,999			5.9%	8
\$70,000 to \$79,999			4.4%	6
\$80,000 to \$89,999			3.0%	4
\$90,000 to \$99,999			2.2%	3
Over \$100,000			11.9%	16
	<i>answered question</i>			135
	<i>skipped question</i>			10

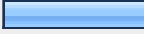


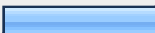
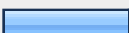




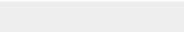

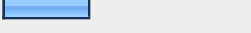
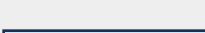

9. How did that differ from the previous year?			Response Percent	Response Count
More			28.8%	40
Less			30.9%	43
Same			40.3%	56
	<i>answered question</i>			139
	<i>skipped question</i>			6

10. If your answer to question 9 was MORE OR LESS, what percentage change? If you answered SAME, skip this question.

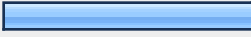

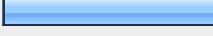
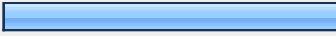
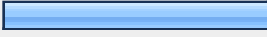


		Response Percent	Response Count
Less than 10%		27.7%	23
11% to 20%		36.1%	30
21% to 30%		19.3%	16
31% to 40%		7.2%	6
41% to 50%		2.4%	2
51% to 60%		3.6%	3
61% to 70%		1.2%	1
71% to 80%		0.0%	0
81% to 90%		1.2%	1
91% to 100%		1.2%	1
More than 100%		0.0%	0
		<i>answered question</i>	83
		<i>skipped question</i>	62

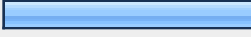

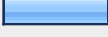


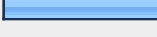

11. What is the primary reason you joined BWI? (Choose two)			
		Response Percent	Response Count
It's my professional association		56.7%	80
To participate in the writing contest		32.6%	46
To gain the information provided		12.8%	18
To participate in the organization		11.3%	16
To network with others in the industry		41.8%	59
To gain access to the membership card and directory		6.4%	9
Other (please specify)		3.5%	5
		answered question	141
		skipped question	4






12. How satisfied are you with BWI?			
		Response Percent	Response Count
Very satisfied		20.4%	29
Satisfied		70.4%	100
Less than satisfied		9.2%	13
Unsatisfied		0.0%	0
		answered question	142
		skipped question	3

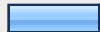

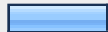


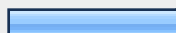


13. Which skills would you most like BWI to help you learn or improve? (Choose three)			
		Response Percent	Response Count
Writing for magazines		21.4%	27
Writing for online publications		22.2%	28
Writing books		12.7%	16
Selling articles to magazines		23.0%	29
Selling articles to online publications		19.0%	24
Editing		10.3%	13
Photography		7.1%	9
Videography		8.7%	11
Blogging		24.6%	31
Creating a personal or professional website		27.8%	35
Creating an electronic newsletter		12.7%	16
Understanding social networking and new technologies		38.1%	48
Understanding copyright laws and legal issues		31.0%	39
Other (please specify)		9.5%	12
		<i>answered question</i>	126
		<i>skipped question</i>	19

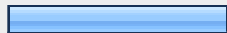

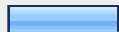


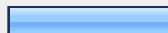
14. What services would you most like BWI to provide? (Choose three)			
		Response Percent	Response Count
Information on jobs and freelance opportunities		68.5%	98
News on the marine industry		26.6%	38
News on the marine publishing industry		44.1%	63
Networking opportunities with BWI members		36.4%	52
Networking opportunities with the marine industry		40.6%	58
Webinars on topics of interest that you could attend at home		40.6%	58
Reduced rates on consultation with a media attorney		14.0%	20
Form letters, primers and other legal resources		14.0%	20
Other (please specify)		9.8%	14
		answered question	143
		skipped question	2

15. If BWI offered webinars, what topics would you be most interested in? (Choose two)			
		Response Percent	Response Count
Creating a personal or professional website		38.2%	50
Creating a blog		23.7%	31
Understanding copyright laws and other legal issues		32.1%	42
Understanding new technologies		51.1%	67
Developing new freelance markets		40.5%	53
Photography		14.5%	19
Videography		5.3%	7
		answered question	131
		skipped question	14

16. How much would you pay to attend a BWI webinar?			
		Response Percent	Response Count
\$25 or less		38.1%	53
\$35 or less		14.4%	20
\$50 or less		15.8%	22
\$75 or less		2.2%	3
\$100 or less		0.7%	1
I would attend only if it were free		23.7%	33
I would not attend		5.0%	7
		answered question	139
		skipped question	6

17. If BWI provided the services of a media attorney at a reduced rate, would you be willing to:			
		Response Percent	Response Count
Pay up to \$50 above the \$35 annual membership fee		24.1%	32
Pay up to \$100 above the \$35 annual membership fee		9.0%	12
Pay up to \$150 above the \$35 annual membership fee		0.8%	1
Pay up to \$200 above the \$35 annual membership fee		0.0%	0
Pay more than \$200 above the \$35 annual membership fee		0.8%	1
I would not be willing to pay additional money.		65.4%	87
		<i>answered question</i>	133
		<i>skipped question</i>	12

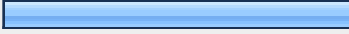

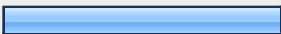

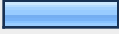

18. What legal issues interest you most? (Choose only one)			
		Response Percent	Response Count
Being sued over my articles		13.6%	19
Collecting on invoices		7.1%	10
Theft of copyrighted material		15.0%	21
Unfair labor practices		5.7%	8
Taxes for freelancers		5.7%	8
Contracts for writing or other work		25.7%	36
I am not interested in any legal issues		20.7%	29
Other (please specify)		6.4%	9
		<i>answered question</i>	140
		<i>skipped question</i>	5

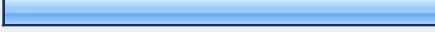
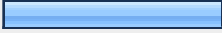
19. If BWI were to expand its annual writing contest, which new categories would you like to see? (Choose only one)			
		Response Percent	Response Count
Photography		33.6%	43
Illustrations		2.3%	3
Series of two or more articles		16.4%	21
Books		10.2%	13
Blog posts		13.3%	17
Websites		24.2%	31
		<i>answered question</i>	128
		<i>skipped question</i>	17

20. What would you like BWI to be doing for you beyond what the organization currently offers?		
		Response Count
		54
<i>answered question</i>		54
<i>skipped question</i>		91





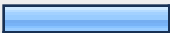
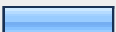
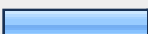
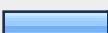
21. If enhancements to BWI services required an increase in annual dues, how much would you be willing to pay. The current Active member rate is \$35 a year.			
		Response Percent	Response Count
\$40		42.7%	56
\$45		16.8%	22
\$50		40.5%	53
<i>answered question</i>			131
<i>skipped question</i>			14


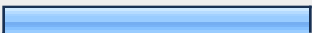
22. How would you rate the BWI website?			
		Response Percent	Response Count
Extremely informative and useful		8.5%	12
Somewhat informative and useful		61.3%	87
Less than informative and useful		13.4%	19
Not informative or useful		1.4%	2
I have never visited BWI's website		15.5%	22
<i>answered question</i>			142
<i>skipped question</i>			3

23. What new features would you most like to see on the BWI website? (Choose two)			
		Response Percent	Response Count
Forums to discuss issues		53.4%	70
Blogs offering information on topics of interest		25.2%	33
White papers and reports on topics of interest		42.7%	56
A lookup to help find news sources		42.0%	55
Features on BWI members		17.6%	23
Other (please specify)		6.9%	9
		<i>answered question</i>	131
		<i>skipped question</i>	14



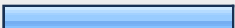


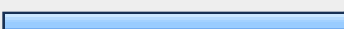
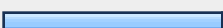



24. Please answer this question if your answer to question 23 included forums. If not, skip this question and question 25. If the BWI website added forums, should they be:			
		Response Percent	Response Count
Open to BWI members only		66.7%	52
Open to members and any BWI website reader		33.3%	26
		<i>answered question</i>	78
		<i>skipped question</i>	67

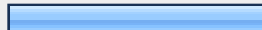

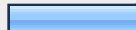
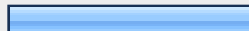

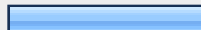
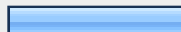
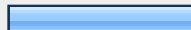
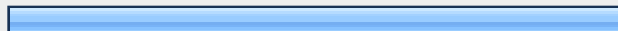


25. If the BWI website added forums, what would you most like to discuss? (Choose two)			
		Response Percent	Response Count
The market for freelance articles		52.3%	57
The market for full-time jobs		9.2%	10
Understanding new technologies		45.9%	50
Writing for online publications		38.5%	42
Copyright laws and other legal issues		28.4%	31
Other (please specify)		10.1%	11
		answered question	109
		skipped question	36

26. What content would you most like to see added to the BWI website? (Choose two)			
		Response Percent	Response Count
How to understand social networks and new technologies		34.6%	44
How to find new freelance clients		38.6%	49
How to create a personal or professional website		24.4%	31
How to create a blog		16.5%	21
How to manage digital photos and video		25.2%	32
Information on finding sources		16.5%	21
How to write for Internet publications		22.0%	28
How to address legal issues		15.7%	20
		answered question	127
		skipped question	18

27. Do you currently have a website or blog?			
		Response Percent	Response Count
Yes		52.8%	75
No		47.2%	67
		answered question	142
		skipped question	3

28. What online activities do you engage in regularly, meaning at least once a week? (Choose all that apply)

		Response Percent	Response Count
Posting to a blog		24.2%	29
Commenting on articles or blogs		25.8%	31
Posting on a forum		35.0%	42
Posting on a social network		40.0%	48
Answering online surveys		19.2%	23
Making a purchase		52.5%	63
Communicating via instant messaging		33.3%	40
Posting instant updates		14.2%	17
Sharing photos		45.8%	55
Sharing video		11.7%	14
		<i>answered question</i>	120
		<i>skipped question</i>	25

29. Which of the following websites, if any, do you regularly use? (Choose all that apply)				
			Response Percent	Response Count
Facebook		39.3%	53	
MySpace		3.7%	5	
Twitter		19.3%	26	
LinkedIn		37.0%	50	
Flickr		7.4%	10	
YouTube		29.6%	40	
eBay		26.7%	36	
PayPal		28.1%	38	
Google		94.8%	128	
Google Docs		4.4%	6	
Google Apps		8.1%	11	
			<i>answered question</i>	135
			<i>skipped question</i>	10

30. Name one website that you find helpful and easy to use (please exclude Google, your own website and the BWI site).		
		Response Count
		85
		<i>answered question</i>
		85
		<i>skipped question</i>
		60