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Surveys : Overall Results

Jan 18 2010 Survey

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Results View:

120 Response(s) |
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Results URL: Available when results sharing is enabled.

Click a value under 'Number of Responses' to view those respondents and save them to a List. (For rating and ranking questions click on 'Show Details' first. Not available for open-ended text and collect personal information questions.)

Text Block:

I am requesting your help in upgrading our offerings to better serve you. If you fill out the survey, I will make you a free charter member of the new sailing club we are setting up. That's a \$235 value, plus, you will immediately qualify for up to 25% of your charter of additional savings.

1 How did you become a customer?

Answer	0%	100%	Number of Response(s)	Response Ratio
Searching the web	<input type="text"/>	<input type="text"/>	54	45.0%
Referral from friend, family or acquaintance	<input type="text"/>	<input type="text"/>	11	9.1%
Saw a print advertisement	<input type="text"/>	<input type="text"/>	2	1.6%
Met at Boat Show	<input type="text"/>	<input type="text"/>	37	30.8%
Wandering around Boat Yards	<input type="text"/>	<input type="text"/>	8	6.6%
Other (View all)	<input type="text"/>	<input type="text"/>	7	5.8%
No Response(s)			1	<1%
Totals			120	100%

2 We are designing a cruising club for you. Please rank the importance of each listed advantage to you.

1 = Least

Answer	1	2	3	4	5	6	7	8	9	10	Number of Response(s)	Ranking Score*
Express Check out/In. Get on and go in minutes. Leave when you want.	<input type="text" value="6.5"/>										112	6.5
An extra discount exclusive to club members.	<input type="text" value="7.2"/>										112	7.2
A free day or days tacked on to your charter (worth more than discoun)	<input type="text" value="7.2"/>										112	7.2
Loyalty discount with other participating charter companies	<input type="text" value="5.9"/>										112	5.9
Special rates for sailing courses or Flotillas	<input type="text" value="4.8"/>										112	4.8
Special events scheduled with per cabin charters (Share a boat)	<input type="text" value="3.6"/>										112	3.6
15% of each charter applied towards an eventual boat purchase	<input type="text" value="5.1"/>										112	5.1
Discount coupons for restaurants and marinas in the area of cruising.	<input type="text" value="5.4"/>										112	5.4
On-line operations manuals for previewing operations of the boat.	<input type="text" value="5.2"/>										112	5.2
Exclusive club members newsletter with inside, first out information.	<input type="text" value="4.1"/>										112	4.1

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

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3 What's important--comfort and convenience.

Answer	1	2	3	4	5	6	7	8	9	10	Number of Response(s)	Ranking Score*
Fresh linens provided	<input type="text" value="6.3"/>										111	6.3
A/C at the dock.	<input type="text" value="5.8"/>										111	5.8
A/C also away from dock (w/genset) costs slightly more.	<input type="text" value="4.8"/>										111	4.8
Ozone generator for no bilge or head smells.	<input type="text" value="4.3"/>										111	4.3
Water purifyer so you don't need to lug water bottles aboard.	<input type="text" value="5.0"/>										111	5.0
Flat screen TV(s) w/DVD player	<input type="text" value="3.5"/>										111	3.5
Dinghy w/outboard	<input type="text" value="7.5"/>										111	7.5
Full bimini/dodger/connect	<input type="text" value="7.8"/>										111	7.8

or for full sun/rain protection			
Ice Maker	<input type="text"/>	111	5.1
Microwave	<input type="text"/>	111	4.9

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

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4 **Why might you choose to cruise the Chesapeake. Among other things, we would like to use your input to schedule Flotilla cruises.**

1 = Least Important , 5 = Most Important

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Easy to get to cruising area	<input type="text"/>					116	4.2
Safe--soft bottom, gentle winds, no hurricanes.	<input type="text"/>					115	3.6
Lots of historic places to go to	<input type="text"/>					115	3.3
Variety of restaurants, golf courses and things to do.	<input type="text"/>					112	3.0
Seafood! Easy to get to restaurants and marinas	<input type="text"/>					114	3.5
Night life w/world famous sailor pubs and restaurants.	<input type="text"/>					116	2.8
Relatively short distances between interesting places.	<input type="text"/>					116	3.6
Comfortable, quiet, pastoral anchorages.	<input type="text"/>					115	4.1
Fishing. World famous crabbing, rockfish and bluefish.	<input type="text"/>					115	2.1
Ancillary activities: Historic sights, D.C. tours, Naval Academy, et	<input type="text"/>					114	2.3

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

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5 **If you (or a friend) was to take a sailing course, or upgrade your skills--what's important.**

1 = Least Important , 5 = Most Important

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Live aboard, full immersion course-you don't need to get a hotel room.	<input type="text"/>					115	4.2
Sophisticated, well equipped, new boats.	<input type="text"/>					114	3.9
ASA certification	<input type="text"/>					114	4.0
Sail out of a location with lots to do (Annapolis).	<input type="text"/>					114	3.1

Learn on the kind of boat I would like to charter or own.	<input type="text"/>	114	3.9
All of the above at competitive rates to old fleet schools.	<input type="text"/>	109	4.3

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

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6 **If you were to use our sailing school, what one answer best describes your utilization?**

Answer	0%	100%	Number of Response(s)	Response Ratio
Basic sailing, small boat-under 32'.	<input type="text"/>		3	2.5%
Basic sailing on a boat like I would like to own or charter 36-50'	<input type="text"/>		19	15.8%
Earn a certificate so that I can charter with you or others.	<input type="text"/>		11	9.1%
Take multiple courses up to "Charter ready" over a season.	<input type="text"/>		6	5.0%
Skill enhancement courses: Docking, electronic navigation, etc.	<input type="text"/>		19	15.8%
Advanced or custom designed courses-generally	<input type="text"/>		7	5.8%
Coast-wise or offshore navigation courses	<input type="text"/>		21	17.5%
Become a captain or instructor.	<input type="text"/>		24	20.0%
Other (View all)	<input type="text"/>		5	4.1%
No Response(s)	<input type="text"/>		5	4.1%
Totals			120	100%

7 **Why might you choose Let's Go Cruising over the competition on the Chesapeake?**

1 = Least Important , 5 = Most Important							Number of Response(s)	Rating Score*
Answer	1	2	3	4	5			
Large choice of Monohulls 36-57'	<input type="text"/>					107	4.0	
Large choice of Catamarans 36-65'	<input type="text"/>					105	3.1	
Would like to eventually own a boat. Charters get credits if buy.	<input type="text"/>					109	2.9	
Location, centered in the heart of best cruising area on the bay.	<input type="text"/>					113	3.8	
Stability of company--38 year history with same owner.	<input type="text"/>					112	3.4	
Innovateive club program see question 2	<input type="text"/>					108	3.1	

Knowledgeable staff--same company equips and sells the boats.	<input type="text"/>	108	3.7
Located "On the harbor, Annapolis". Walk to Restaurants, activities!	<input type="text"/>	111	3.5

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

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8 **If you think you might charter on the Cheapeake, when most likely?**

Answer	0%	100%	Number of Response(s)	Response Ratio
April-May	<input type="text"/>		39	34.5%
Memorial day weekend	<input type="text"/>		13	11.5%
June-July	<input type="text"/>		55	48.6%
July 4th Weekend	<input type="text"/>		12	10.6%
Aug-Sept	<input type="text"/>		42	37.1%
Labor Day weekend	<input type="text"/>		15	13.2%
Boat show time period (Early Oct. 2010)	<input type="text"/>		15	13.2%
Oct. Other	<input type="text"/>		25	22.1%
Totals			113	100%

9 **If we offered a flotilla cruise where you could charter an entire boat, or on a per-cabin basis--what would appeal to you? (A captain would lead the group-reservations set up in advance.)**

Answer	0%	100%	Number of Response(s)	Response Ratio
Skill enhancement cruise	<input type="text"/>		86	81.1%
Gourmet, on-board Cooking and fitness on board	<input type="text"/>		21	19.8%
Golf n Cruise			1	<1%
Photography-with instructor aboard	<input type="text"/>		11	10.3%
Historic landmark cruise	<input type="text"/>		31	29.2%
Restaurant cruise (Visit best waterfront restaurants!)	<input type="text"/>		20	18.8%
Totals			106	100%

10 **Where else might you like to charter?**

Answer	0%	100%	Number of Response(s)	Response Ratio
Virgin Islands	<input type="text"/>		64	55.1%
Caribbean generally	<input type="text"/>		79	68.1%
Bahamas	<input type="text"/>		49	42.2%
Florida/Keys	<input type="text"/>		43	37.0%
New England	<input type="text"/>		40	34.4%

Michigan, Lake Michigan-Traverse City area.	<input type="checkbox"/>	5	4.3%
The Med	<input type="checkbox"/>	49	42.2%
Other (View all)	<input type="checkbox"/>	14	12.0%
Totals		116	100%

11 Who have you chartered from, or taken a course with in the past?

Answer	0%	100%	Number of Response(s)	Response Ratio
The Moorings	<input type="checkbox"/>	<input type="checkbox"/>	44	54.3%
Sunsail	<input type="checkbox"/>	<input type="checkbox"/>	26	32.0%
CYOA-St. Thomas	<input type="checkbox"/>	<input type="checkbox"/>	9	11.1%
TMM-BVI, Grenadines, Belize	<input type="checkbox"/>	<input type="checkbox"/>	13	16.0%
LGC-"Let's Go Cruising" (us!) Chesapeake	<input type="checkbox"/>	<input type="checkbox"/>	32	39.5%
Florida Yacht Charters	<input type="checkbox"/>	<input type="checkbox"/>	6	7.4%
ABC, (Annapolis Bay Charters) Chesapeake	<input type="checkbox"/>	<input type="checkbox"/>	13	16.0%
Horizon-Caribbean	<input type="checkbox"/>	<input type="checkbox"/>	5	6.1%
Footloose	<input type="checkbox"/>	<input type="checkbox"/>	5	6.1%
Newport Bareboat Sailing Charters	<input type="checkbox"/>	<input type="checkbox"/>	4	4.9%
Annapolis Sailing School	<input type="checkbox"/>	<input type="checkbox"/>	16	19.7%
Abaco Bahama Charters	<input type="checkbox"/>	<input type="checkbox"/>	3	3.7%
Bluewater Sailing School-Multi Lopcations			0	0.0%
Chesapeake Sailing School, Annapolis	<input type="checkbox"/>	<input type="checkbox"/>	5	6.1%
BaySail Sailing School-Chesapeake	<input type="checkbox"/>	<input type="checkbox"/>	4	4.9%
Bay Breeze Yacht Charters-Lake Michigan-Traverse City area			0	0.0%
Totals			81	100%

12 Do you have a boat now? If yes, please enter Make/Model/Year and whether you're interested in selling or trading.

View Text Answers	Number of Response(s)
	71

13 Would you consider owning a boat if you could get tax advantages and income to pay for it? (We would do the maintenance and work, you enjoy and build equity--taxes you are already paying--the advantages are huge--would instead, go into equity. If yes--when?

Answer	0%	100%	Number of Response(s)	Response Ratio
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ASAP	<input type="text"/>	5	4.1%
For next season	<input type="text"/>	5	4.1%
6-12 months	<input type="text"/>	17	14.1%
1-2 years	<input type="text"/>	36	30.0%
When I win the lottery!	<input type="text"/>	40	33.3%
No Response(s)	<input type="text"/>	17	14.1%
Totals		120	100%

14 **If you're interested in owning--what?**

Answer	0%	100%	Number of Response(s)	Response Ratio
Monohull 33-42'	<input type="text"/>		25	20.8%
Monohull 43-50'	<input type="text"/>		32	26.6%
Monohull 51-57'	<input type="text"/>		4	3.3%
Catamaran 36-41'	<input type="text"/>		17	14.1%
Catamaran 42-48'	<input type="text"/>		14	11.6%
Catamaran 49-65'	<input type="text"/>		4	3.3%
Power Cat 35-55'	<input type="text"/>		2	1.6%
Other (View all)	<input type="text"/>		8	6.6%
No Response(s)	<input type="text"/>		15	12.5%
Totals			120	100%

15 **Is there anything else you would like to share with us?**

Number of Response(s)
View Text Answers 35

16 **If you would like us to contact you about a charter or course at special rates--Please enter the information indicated below. (Include only the phone or email that you would like us to use) All information is strictly confidential.**

Remember, you can import these responses into your Contacts. [View the answers](#) to do this.

Answer	Number of Response(s)
First Name	77
Last Name	77
Work Phone	37
Home Phone	46
Email Address	76
Address 1	58
Address 2	5
City	61
State/Province (US/Canada)	67
Postal Code	62

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