



BALTIMORE BIRD CLUB

Report on 2013 Survey

*Prepared by Joan Cwi
February 3, 2014*

The Baltimore Bird Club (BBC) conducted a membership survey from November 10th to December 8th 2013. The BBC goal is to better understand the composition of our membership and how they feel about BBC's programs to guide us in making decisions about our programs in the future. **The last time BBC sent a survey to members was in 2004, the time before that was 1992.**

BBC conducted this survey using Survey Monkey. Survey Monkey is a web-based survey company that provides all the tools for individuals and companies to create, conduct, and analyze survey data. At the time of the survey, BBC had a total of 225 members. Members with email addresses received their first email on November 10th with a link to the online survey. This was followed on November 16th with a special notice for MAC users who were having trouble opening the survey, and a "Last Chance" reminder sent on December 6. The contents of these deliveries is contained in Appendix A. Members not having email addresses or who asked to have their Chip Notes sent by USPS mail (49 total) were sent a hard copy version via first class mail on November 12th. They were required to return the survey using the enclosed envelop, but needed to provide \$.66 in return postage. Reminders were also included in the December eNews and on the BBC Facebook.

The survey is 30 questions long. Appendix B contains both the electronic and hardcopy versions of the survey. The electronic version shows the screens as viewers saw it online; it does not show the skip patterns that were built into the program.

The hard copy version had the skip patterns notated at the end of each answer choice. Questions include both multiple choice and open-ended answers. All information is confidential. No identifiers were kept during the data collection process. The questions fall into the following categories:

- **Demographics (Q1-Q7)**
 - ~ Membership status
 - ~ Zipcode
 - ~ Residence (county)
 - ~ Years BBC member
 - ~ Gender
 - ~ Age
 - ~ Years BBC member
- **Member activity profile (Q8-Q11)**
 - ~ Use of email
 - ~ Member participation in BBC activities
 - ~ Importance of activities to member
 - ~ Rate BBC performance by activity and comment
- **Member opinion on BBC activities (Q12-Q28)**
 - ~ Lectures
 - ~ Field trips
 - ~ Chip Notes
 - ~ eNews
 - ~ Facebook
 - ~ Website
- **Overall performance (Q30)**

Summary

What were the major lessons learned? Below is a brief summary of some of the more salient information that was learned from the survey. There is much more detail in the chapters below.

- BBC is doing good work across all its activities. There were many comments like “*I think you are doing very well; keep doing what you are doing.*”
- Age, whether young or old, is a major factor in what members find important. Our membership is aging, and that requires some special consideration to address their needs.
- But age is not highly significant in whether a member participates in activities—non-participation is only slightly higher in with our most senior members than in younger members. It is clear the interest in bird-related topics is still there.
- Field trips, conservation, and Chip Notes were ranked highest as our most important activities and activities that we do well. This indicates an increasing interest in conservation by members of all ages since the 2004 survey.
- Electronic means of communication is becoming increasingly important. This is good because it gives us both versatility and rapidity in communication in a cost-effective manner.
- Concern about ramifications of hard copy versus electronic delivery of Chip Notes given the strong feelings of our members across age groups.

Comments, good and bad, have been shared with activity leaders to help guide them in developing their individual activities. A full report is now available on the BBC website.

Response Rate

In total we received 112 surveys. Ten (10) were mailed back and entered by the author. (Surveys were mailed to 49 members, but many of these members also had email addresses so there is no way to determine which mode they used to answer the survey.) Of the 102 surveys completed online, three (3) had to be deleted because only the first 2-3 questions were answered and the surveys were meaningless for analytic purposes. So the final return was 109 resulting in a 48.4% response rate. Although a good response rate, in reviewing answers one has to keep in mind that we did not hear from half our members, who may or may not think the same way. In fact, there are a couple of indications that we heard more from older members and youth (17 and younger), which is discussed below when relevant.

This report provides summaries of the frequencies of responses to all answers, as well as cross-tabulations of the questions of interest. We also provide the answers to the open-ended questions. Commentary is provided interpreting the results. A few questions were asked in both the 2004 and 2013 surveys. When these data sets are comparable, the results of both surveys are presented.

ANALYSIS

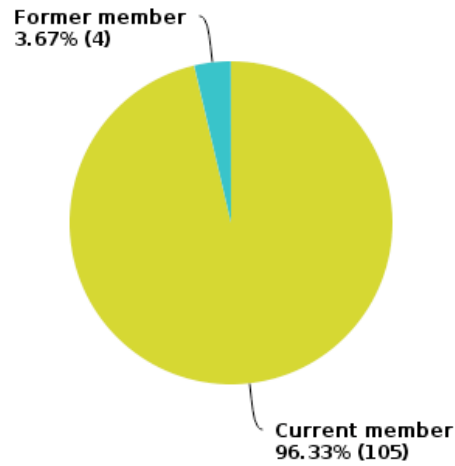
Frequencies show the number and percent of members' responding to each answer option in a question. Cross-tabulations compare one answer with another.

Demographics (Q1-Q7)

Demographics refer to the population characteristics of our members. The first seven questions ask the following demographic characteristics of our members: membership status, zipcode, country of residence, years BBC member, gender, age, use of email and number of years a member of BBC. This demographic information is useful in understanding the composition of BBC membership. It is also useful in cross-comparison with activity questions to understand how different types of members responded to the same activity question.

Q1 What is your current BBC status:

Answered: 109 Skipped: 0



Commentary: Most people filling out the survey consider themselves current members. Since this was only sent to “current” members, former members are probably people who are not renewing this year.

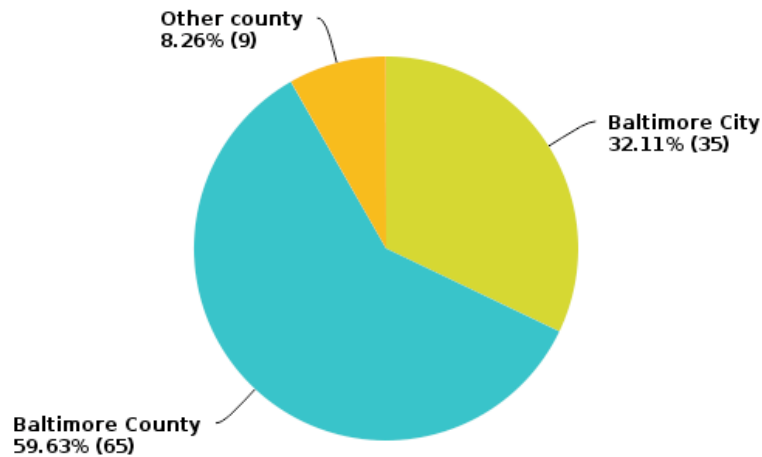
Q2 What is your zipcode?

Zipcode	Number	Zipcode	Number
14522	1	21211	2
20707	1	21212	6
20720	1	21214	1
21030	5	21215	1
21045	1	21216	2
21048	1	21217	1
21053	1	21218	2
21057	1	21221	2
21093	10	21224	2
21117	2	21228	3
21120	1	21229	2
21133	1	21230	1
21136	1	21231	3
21152	1	21232	7
21161	1	21236	3
21201	1	21237	2
21202	1	21239	3
21204	5	21244	2
21206	1	21286	4
21207	1	21738	1
21208	2	21784	1
21209	7	59401	1
21210	7	Error/Skip	3
TOTAL 109			

Commentary: This table shows the distribution of zipcodes where members live.

Q3 Where do you live?

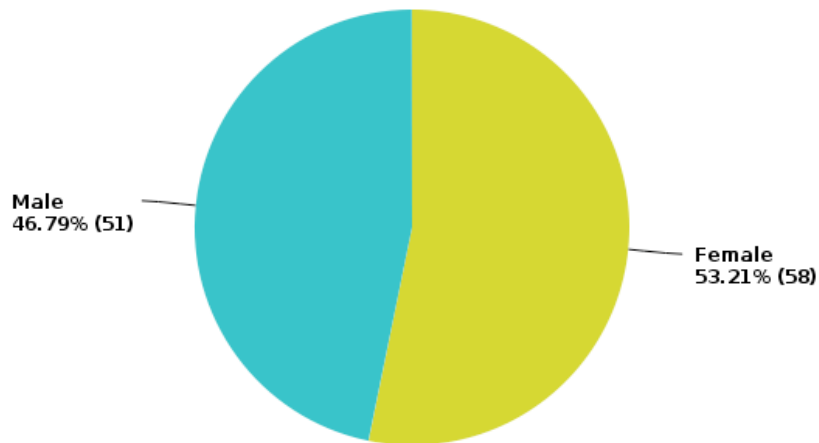
Answered: 109 Skipped: 0



Commentary: Almost 40 % of our membership report living in Baltimore County, 32% report living in the City and 8 percent living elsewhere. This information is difficult to get from zipcodes alone because zipcodes frequently cross City/County lines.

Q4 What is your gender?

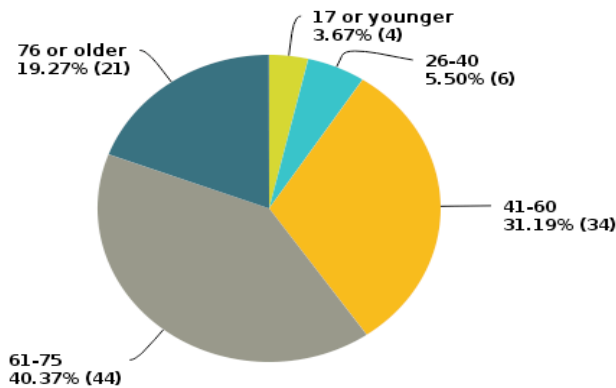
Answered: 109 Skipped: 0



Commentary: Club members are about equally split between males and females, with slightly more females than males.

Q5 What is your age?

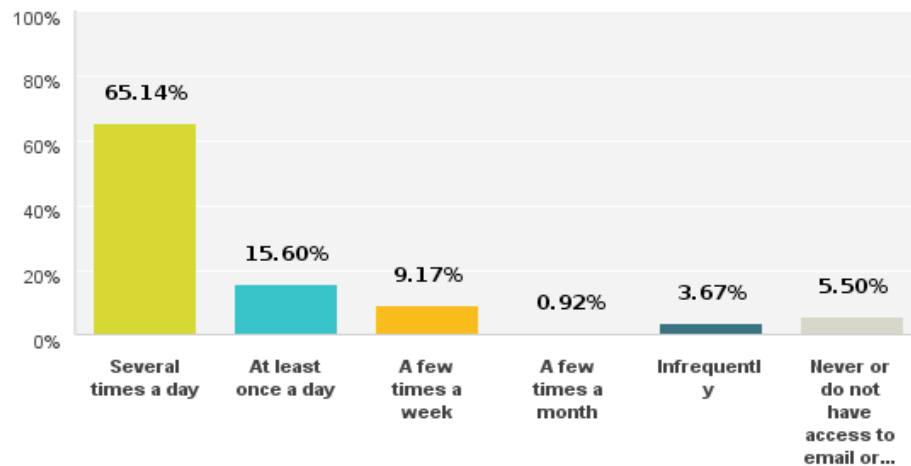
Answered: 109 Skipped: 0



Commentary: It is clear our membership trends toward older people, most of whom are between the ages of 61-75 (40%). Only four members (4%) reported being 17 or younger and six (6%) reported being between 26-40. It is interesting that no one reported being between the ages of 18-25! Of the remainder, 31% reported being between 41-60 and 19% 76 or older. In 2004 half of BBC members reported being 61 years or older (compared to almost 60% this time). At that time, there were no members 20 years or younger, although today we have a few. Age turned out to be a demographic characteristic that demonstrated differences in activity participation.

Q6 In general, how often do you use email and/or the internet?

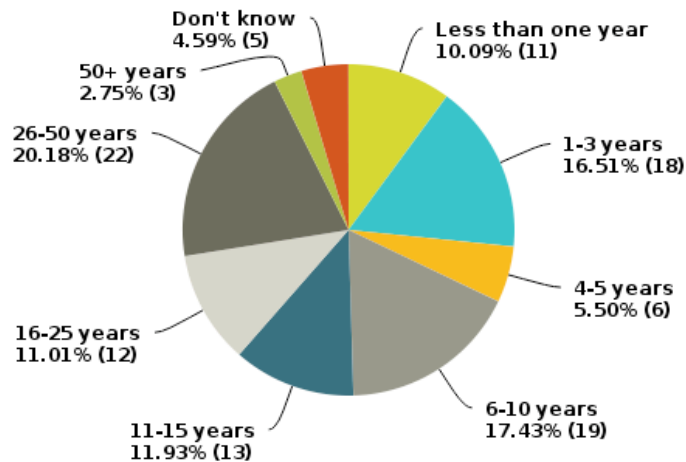
Answered: 109 Skipped: 0



Commentary: This question was asked to understand how often members use the internet. It is repeated in various formats throughout the survey. Overall, our members are frequent email/internet users. Only 9% (10 people) report infrequent usage or not having access.

Q7 In total, how many years have you been a member of BBC?

Answered: 109 Skipped: 0



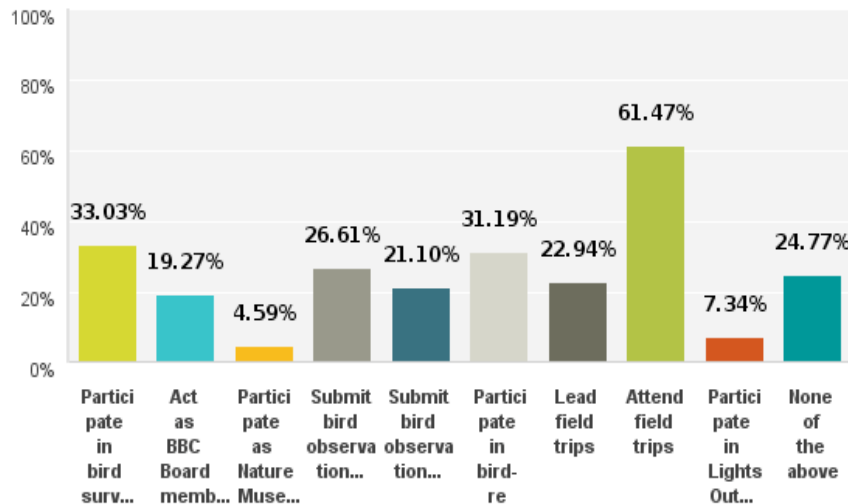
Commentary: This question shows a changing bird club since the 2004 survey. At that time, only 28% of members had been with the club for less than 10 years. Now 52% of our members are in that range. In contrast, in 2004 64% of the members had been in the club for 10 or more years; now that percentage is 34%. The good news is that we are attracting new members; the bad news is that we have fewer long-term members. This could be from mortality, moving out of area, or other unknown causes.

Member activity profile (Q8-Q11)

Three questions were asked about eleven of BBC's core activities and products and members participation in these activities, importance of the activities to the members, and ranking BBC's performance in these activities.

**Q8 Here is a list of activities BBC supports.
Please check all that you have participated
in over the past year. (Check all that apply.)**

Answered: 109 Skipped: 0



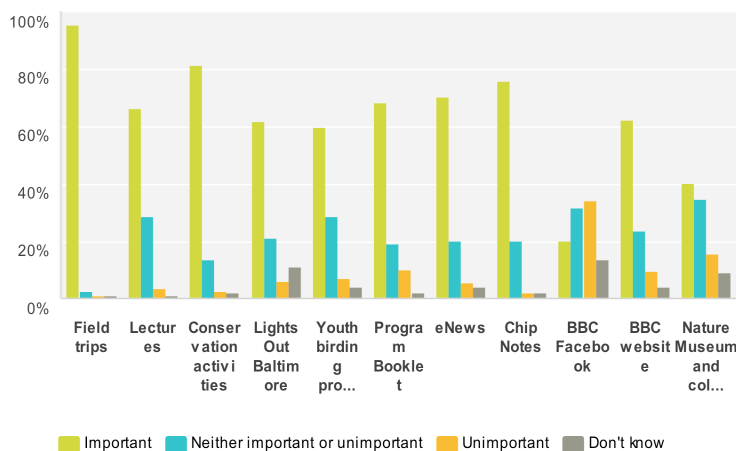
Commentary: This question is interesting because it asks which activities our members actually participate in. A quarter (25%) of responders did not participate in any of these activities. Of the three-quarters who did, field trips are clearly the activity that most (61%) take part in, and as will be seen in later questions, it is the activity that is most important to our members. A large number of members also participate in the following activities in descending order: bird surveys (33%), bird-related conservation activities (31%), submitting bird observations to eBird (27%), leading field trips (23%) submitting bird observations to MDbirding and/or BBC Facebook (21%), and acting as BBC Board members, Chairperson, or committee member (19%). Only a few participate in Lights Out Baltimore (7%) or act as a Nature Museum docent (5%).

When “none of the above” (or non-active members) was queried by age group, there was a slight decline in participation as members grew older--76 or older (37%), 61-75 (30%) and 47-20 (26%). So members who are not active participants cover the age ranges. This information is important when assessing the value of non-active products such as Chip Notes as a tool for reaching these members.

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Q9 How important are each of the following BBC activities or products to you?

Answered: 103 Skipped: 6



	Important	Neither important or unimportant	Unimportant	Don't know	Total
Field trips	95.05% 96	2.97% 3	0.99% 1	0.99% 1	101
Lectures	66.34% 67	28.71% 29	3.96% 4	0.99% 1	101
Conservation activities	81.19% 82	13.86% 14	2.97% 3	1.98% 2	101
Lights Out Baltimore	61.62% 61	21.21% 21	6.06% 6	11.11% 11	99
Youth birding program	59.79% 58	28.87% 28	7.22% 7	4.12% 4	97
Program Booklet	68.37% 67	19.39% 19	10.20% 10	2.04% 2	98
eNews	70% 63	20% 18	5.56% 5	4.44% 4	90
Chip Notes	75.51% 74	20.41% 20	2.04% 2	2.04% 2	98
BBC Facebook	20.45% 18	31.82% 28	34.09% 30	13.64% 12	88
BBC website	62.37% 58	23.66% 22	9.68% 9	4.30% 4	93
Nature Museum and collections	40% 38	34.74% 33	15.79% 15	9.47% 9	95

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Commentary: Charts like this one are too large to include percentages on the chart, so statistical tables are included for reference. It is clear from these answers that field trips are by far ranked (95%) as the most important activity BBC conducts, followed closely by conservation, Chip Notes, and eNews (81%, 76%, and 70% respectively). The least

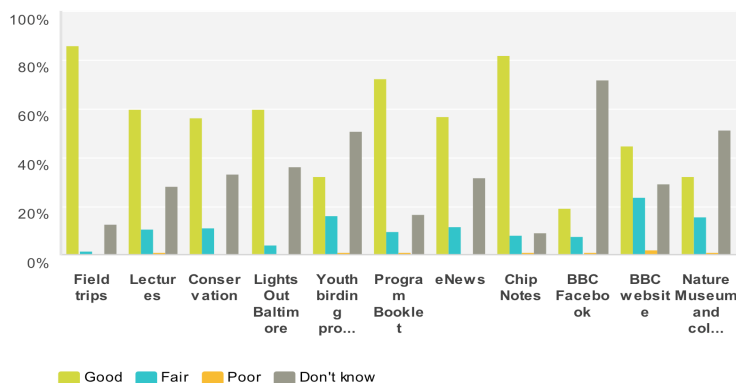
important activities are the Nature Museum and collections (40%) and BBC Facebook (20%). What is interesting in this chart are the activities selected as “unimportant,” headed by Facebook (34%), Nature Museum and collections (16%) and Program Booklet (10%), and BBC website (10%). The BBC Facebook page got the most variety in responses of all activities! There will be more discussion about this in future questions.

A similar question was asked in 2004 in which members were asked to check the three activities that were most important to them. Of the categories included in both, they ranked (from highest to lowest): field trips, Chip Notes, lectures, Program Booklet, and conservation. In the ensuing years it is interesting to note that in the eyes of our members *conservation has become a much more important activity* and the Program Booklet a much less important item. This may well be a sign of the times in which we are all becoming more sensitized to bird conservation issues. And with the addition of eNews, the Program Booklet has a substantial assist in informing us of our field trip and lecture schedule so the Booklet is not as needed as it once was.

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Q10 How well would you rate BBC's performance in each of these areas?

Answered: 104 Skipped: 5



	Good	Fair	Poor	Don't know	Total
Field trips	85.58% 89	1.92% 2	0% 0	12.50% 13	104
Lectures	59.80% 61	10.78% 11	0.98% 1	28.43% 29	102
Conservation	56.00% 56	11% 11	0% 0	33% 33	100
Lights Out Baltimore	59.79% 58	4.12% 4	0% 0	36.08% 35	97
Youth birding program	32.32% 32	16.16% 16	1.01% 1	50.51% 50	99
Program Booklet	72.28% 73	9.90% 10	0.99% 1	16.83% 17	101
eNews	56.52% 52	11.96% 11	0% 0	31.52% 29	92
Chip Notes	81.82% 81	8.08% 8	1.01% 1	9.09% 9	99
BBC Facebook	19.10% 17	7.87% 7	1.12% 1	71.91% 64	89
BBC website	44.57% 41	23.91% 22	2.17% 2	29.35% 27	92
Nature Museum and collections	32.29% 31	15.63% 15	1.04% 1	51.04% 49	96

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Commentary: This question distinguishes itself from Q9 in that it asks how well BBC performs in the same activities, versus the importance of those activities to the member. Note the large increase in “don’t know” answers (gray column), especially in activities such as youth birding, eNews, BBC Facebook and website, and Nature Museum and collections. In general, taking out the don’t knows, perceived quality of performance is high and pretty much parallels perceived importance of activity.

Q11 Please comment on how you would change/expand/modify any of the activities listed above.

Answered: 35 Skipped: 74

Q11 Response Text—How change activities	
New Member/Distant Member	<ul style="list-style-type: none"> • I am a new member who has not yet become active • I'm afraid I'm too new to BBC to express an opinion on these areas. • Since I've been living too far away to participate in BBC activities for the past 7 years, I'm basing my evaluation on my experiences when I lived in Baltimore and from my reading of newsletters.
Nature Museum	<ul style="list-style-type: none"> • We could participate more as docents for the museum but I am guilty of not participating. • Nature Museums could be promoted more.
Youth Birding	<ul style="list-style-type: none"> • I think youth birding is important but recognize the challenges of getting kids on trips. • I feel that the youth birding program should have at least one youth walk every month, if not more. • Do more for youth birding such as renewing Junior Nature Camp
General Positive	<ul style="list-style-type: none"> • I do not drive anymore but enjoy reading about all the activities • I THINK YOU ARE DOING VERY WELL! • Keep doing like you are doing
Other Miscellaneous	<ul style="list-style-type: none"> • BBC has regained a good reputation of friendliness with the Covered Dish Supper. This has giving us a better membership turn out and expanded the youth opportunities. • More active participation by additional members. • Get more people to attend. • Offer beginning birding classes for adults. • I think BBC should divest itself of most of the collections, quickly. • Would like to see more proactive support for bird conservation, particularly in opposition to bird and raptor killing turbine machines. • More public outreach. This is an organization growing ever smaller. • I would prefer to have all the family member e-mail addresses listed on the directory (and phones if there are multiple phones.) • I am unable to attend events generally due to time constraints. Some more family friendly is always welcome

Commentary: Members offered a variety of comments about additions or improvements to our activities. Response, in general, was positive.

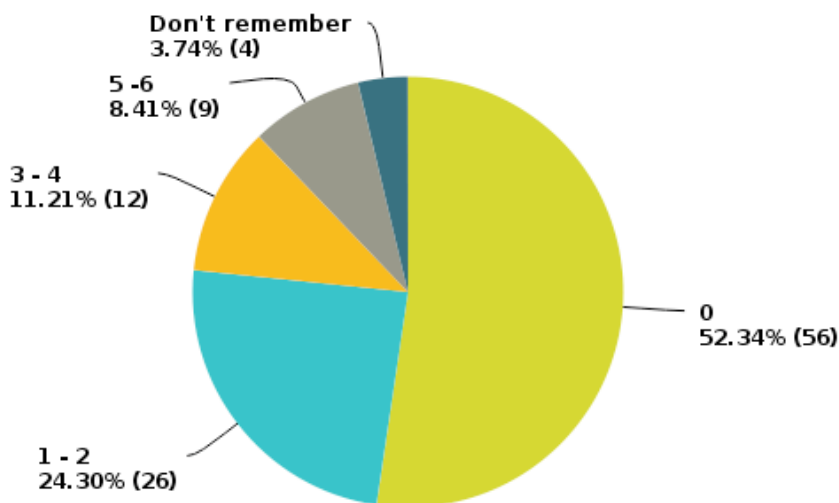
Member opinion on BBC activities (Q12-Q28)

The core part of the survey consisted of 17 question on the following six BBC activities: lectures, field trips, Chip Notes, eNews, Facebook and website.

Lectures (Q13-Q14)

Q12 In the past year, BBC sponsored six Tuesday evening lectures, not including the one at January's Covered Dish Dinner. How many times did you attend one of these Tuesday evening lectures?

Answered: 107 Skipped: 2



Q12 Comments on Lectures
Some of the lectures are too technical for me. I don't enjoy the lectures that are mainly graphs and statistics.
Lectures are hard for me to attend because of the night it's hard.
Some lectures/events during day time, as without a car, attending night activities is problematic using public transportation.
I did try to attend a lecture last year. The directions provided were in error; I ended up giving up in frustration. Please, if a lecture is offered, make sure the directions on how to find its location are up to date.
Different topics for lectures more conservation natural history less travel logs.
I don't know...we would like to attend interesting lectures.
I wanted to come to Bird of Paradise lecture, but do not know where it was given. Need

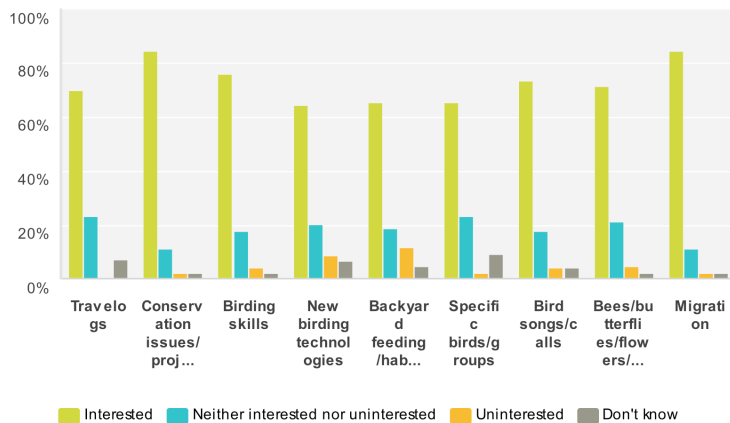
better directions!
All lectures are good.
I would love to come to the Tues evening lectures but my work schedule does not permit. Could the lectures be video-recorded for later viewing by members?
Enjoy lectures. Keep them coming.

Commentary: More than half of our members don't attend Tuesday evening lectures (52%), exactly the same as in 2004. About a quarter (24%) attend one or two, and 11% attend 3-4 lectures, which is a higher percentage than in 2004 (21%). Only a small percentage (8%) attend most of the lectures, a smaller proportion than in 2004 when 24% reported attending most lectures. Most of our members who attend lectures are aged 61-75 years, followed by those 76+. Members aged 41-60 are infrequent attenders. From the comments it is clear that it is difficult for some members to attend lectures on a Tuesday evening due to work or health. Perhaps we should consider offering some Sunday afternoon lectures to accommodate this audience.

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Q13 Please rate your interest in the following lecture topics.

Answered: 47 Skipped: 62



	Interested	Neither interested nor uninterested	Uninterested	Don't know	Total
Travelogs	69.77% 30	23.26% 10	0% 0	6.98% 3	43
Conservation issues/projects	84.44% 38	11.11% 5	2.22% 1	2.22% 1	45
Birding skills	75.56% 34	17.78% 8	4.44% 2	2.22% 1	45
New birding technologies	64.44% 29	20% 9	8.89% 4	6.67% 3	45
Backyard feeding/habitat	65.12% 28	18.60% 8	11.63% 5	4.65% 2	43
Specific birds/groups	65.12% 28	23.26% 10	2.33% 1	9.30% 4	43
Bird songs/calls	73.33% 33	17.78% 8	4.44% 2	4.44% 2	45
Bees/butterflies/flowers/trees	71.43% 30	21.43% 9	4.76% 2	2.38% 1	42
Migration	84.44% 38	11.11% 5	2.22% 1	2.22% 1	45

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Q13 "Other" Rate interest in activities

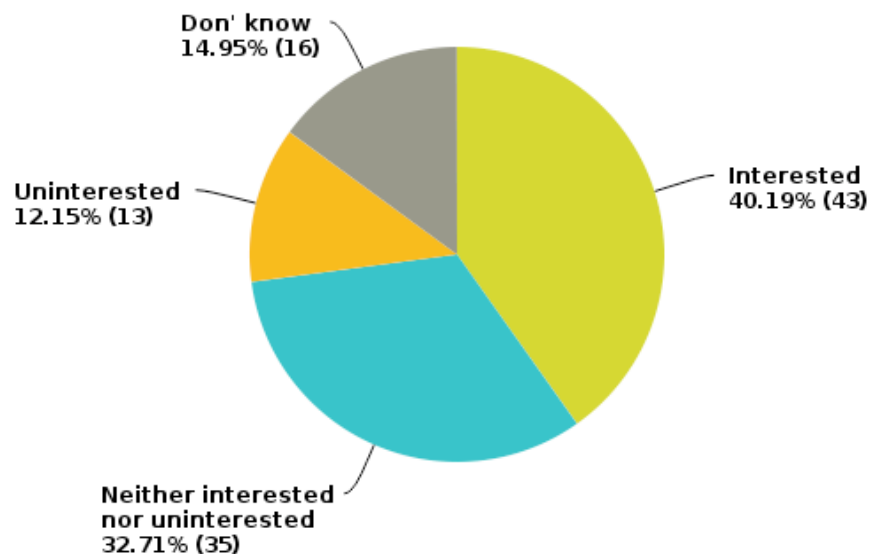
At 71, I tend to be a little more picky as to what I do. Try to attend Tuesday meetings. Enjoyed working with Carol S. in the Prettyboy Survey and reported same to National DAR, as I am chair of Conservation in that group. I go to Blackwater Refuge and Bombay Hook. I am interested in the whole nature scene.

Photography and all natural history information.
Local birding, birders; great birding spots; social "birding" events.

Commentary: Members are pretty much interested in all the topics addressed at the lectures, with conservation and migration leading the pack at 84%. The least popular topics are new birding technologies and backyard feeding/habitat, scoring highest in the combined "neither interested nor uninterested" and "uninterested" categories.

Q14 In past years we devoted one lecture to "Show and Tell" when members brought in pictures to discuss. How interested would you be in devoting one lecture a year like this?

Answered: 107 Skipped: 2

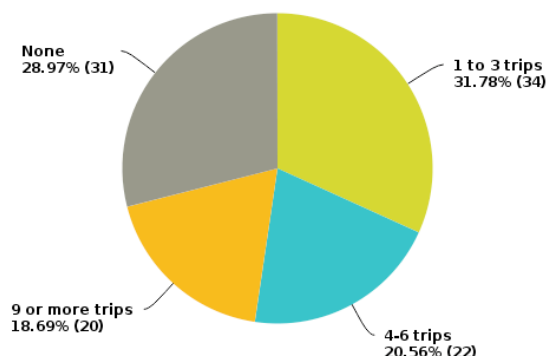


Commentary: Enthusiasm for this lecture topic is not overwhelming, split about 50/50 among members having an opinion.

Field Trips (Q15-Q16)

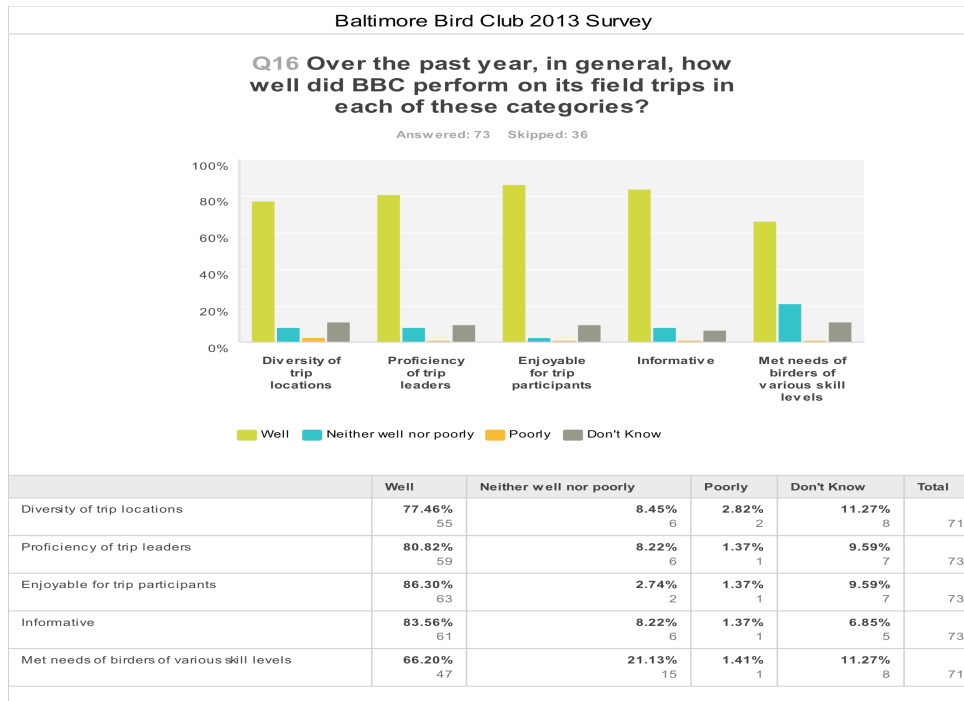
Q15 BBC sponsors more than 100 field trips a year. In the past year, about how many field trips did you attend?

Answered: 107 Skipped: 2



Q15 Comments on Field Trips
Sometimes multiple field trips compete on the on the same day, which may not be ideal.
I really enjoy field trips and would even participate in overnight trips if offered.
I would like to see more BBC walks in the city - Druid Hill Park or Wyman Park.
Better field trips...different leaders....new spots for field trips...more interaction on field trips...make it more fun, and a want to go to event..
Continue the bird walks at Quarry Lake. There was a good turnout in the Spring, but no walks were offered in the Fall. Also, the May Count has completely disappeared as a Club activity. There hasn't been an article about the results in at least 6 years. The results of the Count apparently disappear into a black hole.
Start field trips at 8:30 to avoid school traffic.
More field trips to different locations.
I love the field trips and try to go when I can. The leaders are always extremely knowledgeable but, occasionally, they seem to forget that there are people on the trip who need a little more help locating a bird.
Trips are same year after year and not sociable. Only interested in listing.
Restart trips to Cylburn. They are easy for me to attend. I don't know why it is important to have a large number of people on a bird trip. More than one trip on a day may get different people with different levels of participation on the trips. Also with smaller groups, more people get to see the same birds.
There were some interesting articles about Quarry Lake, but then the Club apparently pulled the plug on the bird walks there. Hard to understand because the Spring walks were well-attended and informative.
I am a new member. Someone I met at Wild Bird Unlimited suggested I would find things interesting. You might have over 100 field trips but most of them are during the week and I am not retired so I cannot attend. I will most likely not renew my membership.
I really appreciate your walk diversity.

Commentary: About one-third of our members attended no field trips in the last year compared to 2004 when almost half (46%) of members did not attend a field trip. Another third attended 1-3 trips, 20% attended 4-6 trips and 20% 9 or more trips. (NOTE—THERE IS AN ERROR IN THE ANSWER CATEGORIES SINCE THERE IS NO OPTION FOR ATTENDING 7-8 TRIPS! Those members probably categorized themselves in 9+ trip category.)



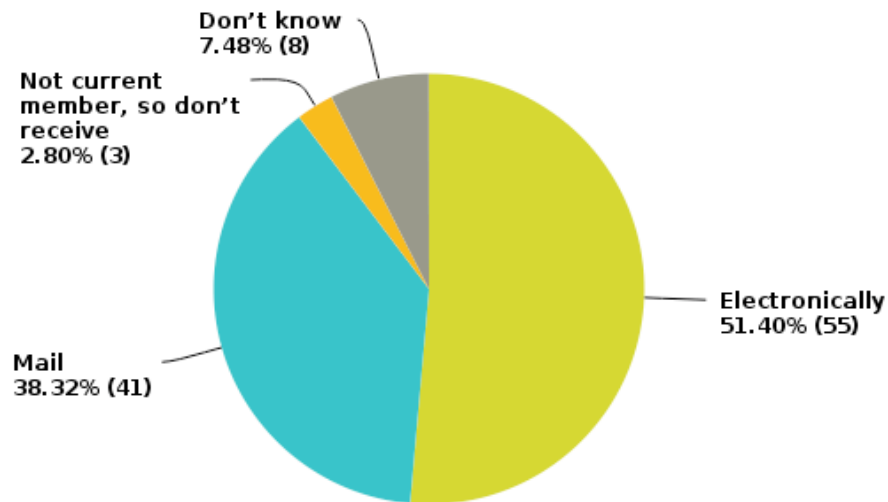
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Commentary: Overall, BBC did reasonably well in meeting the needs of our members on field trips. The two areas requiring most attention are “meeting the needs of various skill levels” and “diversity of trip locations.” Some good suggestions were made about expanding sites.

Chip Notes (Q17-Q20)

Q17 Chip Notes is published quarterly. Do you receive Chip Notes electronically or by USPS mail?

Answered: 107 Skipped: 2



The questions about **Chip Notes** revealed some interesting observations, especially when cross-tabulated with some of the demographic answers. It is one of the few answers that can be compared with “real” figures in our membership database and the comparison is interesting. In the survey, for members who either get, or remember how they get Chip Notes, 55 members reported receiving it electronically (email) and 41 members by USPS mail. Compared to known numbers in our membership database, most members getting Chip Notes by mail (41 of 49 or 84%) completed the survey, whereas only 31% of those getting it electronically did.

Receive Chip Notes by	Membership Record	Survey Report (% of membership)
Email	176	55 (31%)
USPS mail	49	41 (84%)
TOTAL	225	96

Members receiving Chip Notes by mail were, therefore, more likely to respond to the survey than those who received it electronically. In addition, they were also slightly more likely to be male, and in general took less part in BBC activities (as reported in Q8). On

the other hand, responders reporting getting Chip Notes by email were slightly more likely to be female and participated significantly more in BBC activities. Age alone was not a factor in either of the above comparisons, but the age distribution was interesting. Of the 41 members getting Chip Notes by mail, all 4 members aged 26-40 reported getting hard copy! By age 61-75, the split was fairly even, and by age 76+, about two-thirds of members asked for hard copy delivery.

There was another significant finding. Hardcopy recipients read Chip Notes much more thoroughly than electronic recipients (Q19). Seventy-eight percent (78%) of hardcopy recipients reported reading most of it and 22% reported scanning it and reading sections of interest. Compare this to only 49% of email recipients who read most of it, 42% scanning and reading items of interest and 7% who skimmed it but didn't read much.

Chip Notes is evidently a pivotal product of great importance to less-active members. For those who do not want to or cannot participate in our activities but still support our causes, Chip Notes keeps them informed of what is happening. From the written comments received from the group, it is clear how important receiving hardcopy is—either because they cannot get it electronically or would not read it if that was the only way to get it.

Due to the cost of producing and mailing hard copy Chip Notes, we wanted to understand why members chose their delivery method. The answers to these questions will help us make decisions about how we handle this issue in the future.

Q18 Why do you prefer to get Chip Notes by mail rather than electronically?

Answered: 40 Skipped: 69

Q 18 Response Text--Why Chip Notes electronically	
No or difficult computer/access to internet	
<ul style="list-style-type: none"> • No computer. • Don't have electronic equipment. • I have dial-up email & internet. My printer died two months ago. My computer needs a new battery. • Do not have computer or internet. • Do not use computer. • Don't like reading things on the computer. Many times my computer won't open an attachment or won't print it because the format is wrong. • I would never look at it electronically. 	
Too much email already!	
<ul style="list-style-type: none"> • I get so many emails it is hard to field what's relevant and what's junk. • No special reason other than I get a lot of email already. • I get too much email as it is. • I have too many emails already and I can take my time perusing the print copy. • Too much email - any more gets lost. Electronic notes are fun to pull out when a moment presents itself. 	

Just prefer hardcopy

- Old fashioned, I guess.
- Easier to read.
- I like "good mail." I like the "big" format (not in a computer or iPhone screen).
- I like a paper booklet when available.
- Easier to read and refer back to, permanent record.
- Enjoy reading hard copy when convenient.
- Old--like to hold reading material.
- Yes, by mail.
- Nice to have next to chair.
- Much easier to read in print format.
- I like paper.
- Computer print out of chip notes is poor. Like hard copy.
- PROBABLY BECAUSE IT IS HABIT FORMING, AND WHEN AN ARTICLE IS RELEVANT, AND INTERESTING, EXAMPLE THE HISTORY OF THE "QUARRY".I GAVE IT TO SEVERAL 'NON BIRDERS'!
- Easier to read.
- I enjoying reading them while relaxing on my recliner chair. Bad for your eyes on computer.
- At my age, I am simply more comfortable with hard copy. Also, I can usually remember where I put it. Not too adept at retrieving electronically.
- Being of the older generation, I prefer holding the newsletter in my hand,. It's a habit. I like to read real books.
- I keep it by my chair for reference.
- I could get it electronically, but like the paper copy is how I prefer to read.
- Hard copies are easier to read than electronic copies.
- More likely to read print publications. I also save all my old Chip Notes.
- I would prefer to get Chip Notes hard copy.
- I need a paper copy. 1) Do not read online text easily. 2) Often Xerox/ copy excerpts for others, as PR. Note: willing to pay for a paper copy of Chip Notes.
- NO REASON.
- Keep the print edition.

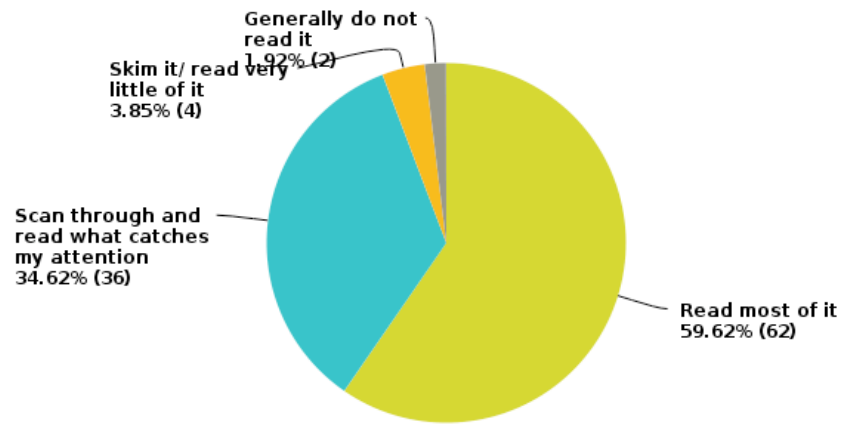
Other Comments

- I don't. When it is time to renew I'll look for a box to check to indicate that email is fine.
- I would actually prefer online.
- Didn't know I could choose. To save money all should be sent electronically with very few exceptions.
- Obtainable if dues paid.

Commentary: These answers fall into four categories: those who do not have access to the internet; those who really dislike email; those who could but just prefer to get hard copy either from habit, comfort, less bother, etc.; and those who didn't realize they could get it electronically. See discussion under Q17.

Q19 When you receive Chip Notes, which statement best reflects what you do with it?

Answered: 104 Skipped: 5

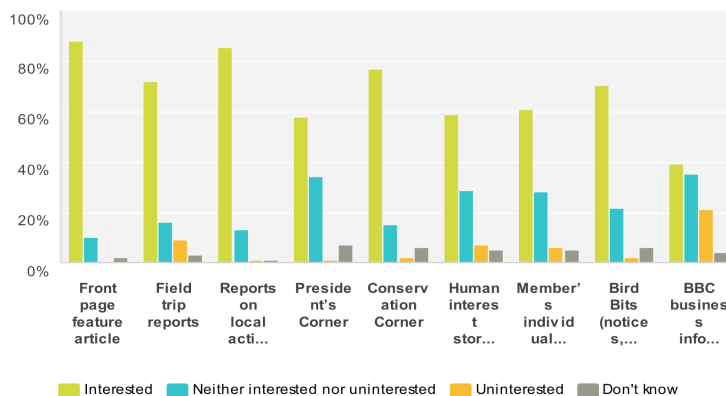


Commentary: Most members read most of Chip Notes (60%), while 35% scan it and read what catches their attention. Only a few members skim it or don't read it (6%). See discussion under Q17.

Baltimore Bird Club 2013 Survey

Q20 How interested are you in each type of article found in Chip Notes?

Answered: 100 Skipped: 9



	Interested	Neither interested nor uninterested	Uninterested	Don't know	Total
Front page feature article	87.88% 87	10.10% 10	0% 0	2.02% 2	99
Field trip reports	71.72% 71	16.16% 16	9.09% 9	3.03% 3	99
Reports on local activities (like Hawk Migration)	85% 85	13% 13	1% 1	1% 1	100
President's Corner	57.73% 56	34.02% 33	1.03% 1	7.22% 7	97
Conservation Corner	76.77% 76	15.15% 15	2.02% 2	6.06% 6	99
Human interest stories (like Memoires of a Bird Nerd)	58.76% 57	28.87% 28	7.22% 7	5.15% 5	97
Member's individual travel reports	60.61% 60	28.28% 28	6.06% 6	5.05% 5	99
Bird Bits (notices, information)	70.10% 68	21.65% 21	2.06% 2	6.19% 6	97
BBC business information (like bylaws, grants awarded)	39.36% 37	35.11% 33	21.28% 20	4.26% 4	94

Commentary: Overall, members are interested in most of the sections of Chip Notes. Most popular are the front page stories, conservation corner, field trip reports, and the chatty “bird bits.” Articles with least interest have to do with business matters (39% “interested” and definite 21% “uninterested!”)

Q21 What changes or additions would you make to Chip Notes?

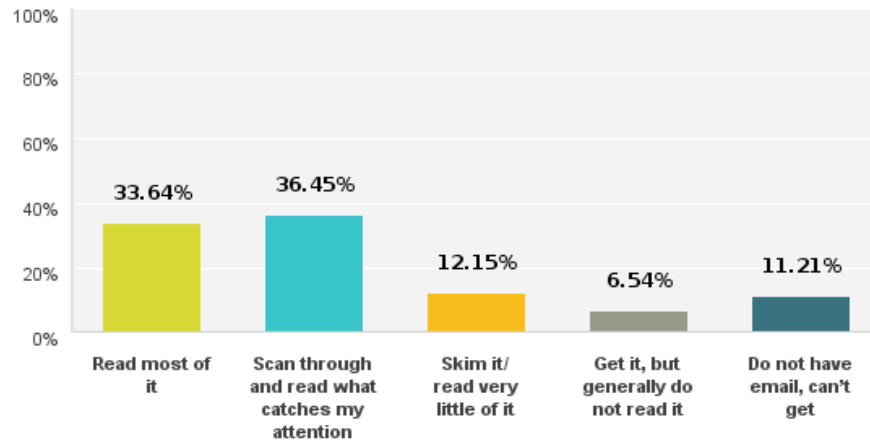
Answered: 26 Skipped: 83

Q21 Response Text—Changes to Chip Notes	
No Changes	<ul style="list-style-type: none">• None—11 responses with following additional comments<ul style="list-style-type: none">○ I like it, think the editor & writers are doing fine work.○ I think it is excellent○ I think it is well done!
General Positive Comments	<ul style="list-style-type: none">• I am very pleased at the work that is being done at BBC. The more members the more news to share.• Chip Notes has excellent information and articles. Too old now for field trips and lectures but do miss them. Birders are a special breed and friendly people. Keep up the good work and interesting programs. Don't get disheartened with small groups. They are the heart of the organization.• Chip Notes--I really enjoy--the current incarnation! Maybe make known needs of Nature Museum & Collections in Chip Notes with specific details of needs (times, days, what's needed). Repetition is good (with a little variation). Think ADVERTISING! (in Chip Notes).• Due to aging and illness, I have not participated for some time in the various activities. However, I enjoy reading about all the activities in the Chip Notes.
Topics of Interest	<ul style="list-style-type: none">• Article about a "Featured Bird" ? Local favorites, interesting migrants & local migration info? Products for birds & birders? (reviews)• WOULD DO MORE FEATURES ON INDIVIDUAL MEMBERS.• Field trip reports should add a little something to make it sound like fun, not just a listing of the # of birds seen.• More individual travel reports, fewer long articles about things like Lights Out which don't really tell you very much.• There should be an article every year about the results of the May Count.• Ideas for pulling members together more.• Change format. Format is a little cluttered in electronic form.• More articles on projects that have severe impacts on bird populations. i.e. industrial wind turbines on the Appalachian Ridges.
Other	<ul style="list-style-type: none">• Obtainable if dues paid.• Keep the print edition.• To save money all should be sent electronically with very few exceptions.

Commentary: The open-ended comments reflect the scores given in the lead question, mainly that members like Chip Notes. A few suggestions for additional articles include bird migration, feature articles on individual members, travel reports, and more on conservation issues severely impacting birds.

**Q22 eNews is delivered to members by email on a monthly basis.
Which statement best reflects what you do with it.**

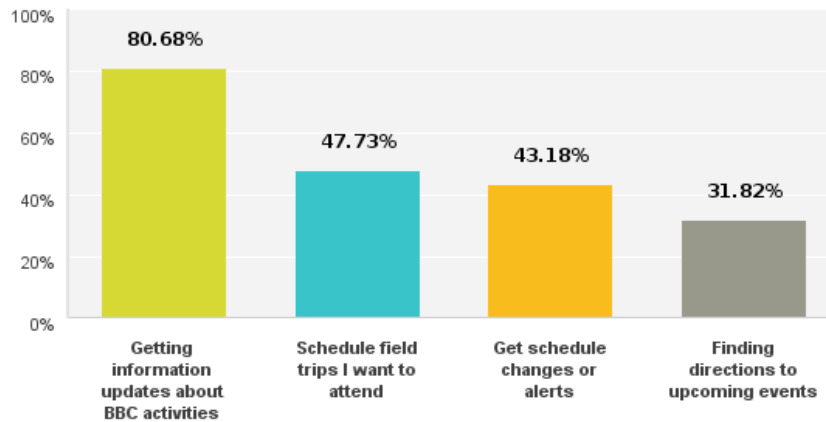
Answered: 107 Skipped: 2



Commentary: About 70% of our members utilize eNews consistently. The remainder either do not get it because they do not have email, or don't use it.

Q23 How do you use eNews? (Check all that apply.)

Answered: 88 Skipped: 21



Q23 Response Text—How use eNews

Do not use eNews.
I am new. I don't think I am getting it.
Print it out to give to newcomers.
If I can't make field trip I use idea to fit my schedule.

Also alert others, who might be interested in field trips but are not members. I'm often promoting BBC activities.

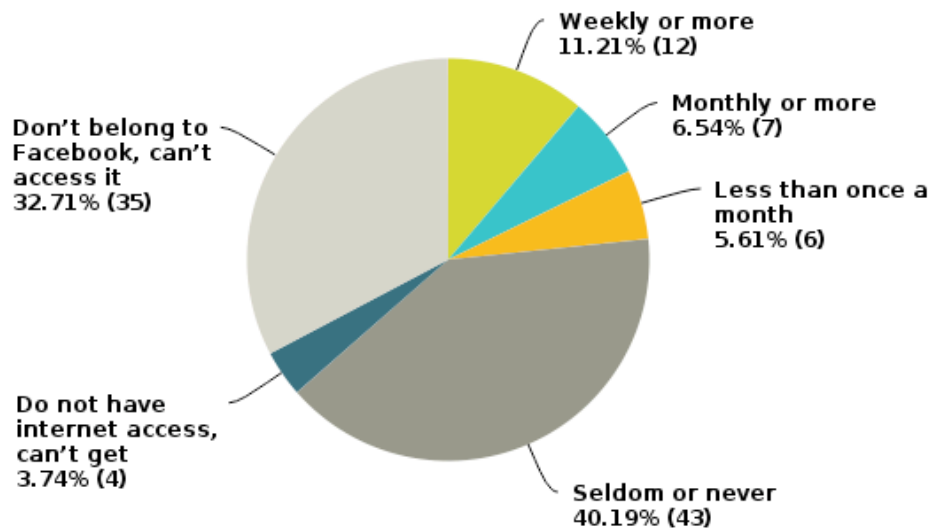
General information.

Has not been very useful.

Commentary: eNews is clearly used by members to update them on BBC activities for the upcoming month. One of the more interesting commentaries about eNews is that members often share it with others to promote BBC's activities.

Q24 In the past year, how often did you access BBC's Facebook page?

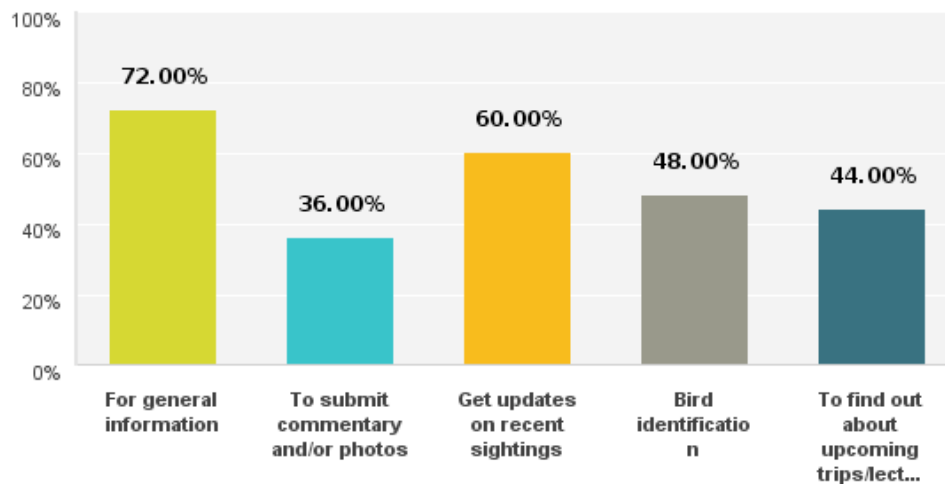
Answered: 107 Skipped: 2



Commentary: Only 22% of our members access BBC's Facebook page on a regular basis (monthly or more). The remainder seldom access it or do not have access to Facebook. Among our members, the demographics of regular users was a bit surprising—they were mostly female, surprisingly middle-aged, heavy internet users, and quite active in club activities! BBC Facebook is a relatively new addition to our offerings used mostly as a chatty forum for sharing local birding experiences. Many BBC Facebook members (now up to 256) are not even BBC members--only 25 members reported using Facebook in the survey. So the real significance of Facebook is probably not its impact on members but with the community at large.

Q25 How do you use BBC Facebook? (Check all that apply.)

Answered: 25 Skipped: 84



Q25 Other Response Text—How use Facebook

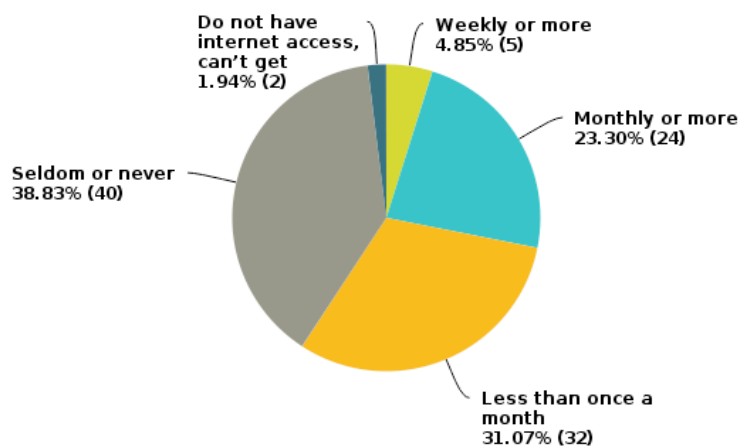
I just cannot abide with Facebook.

I stopped using it because the information presented seem to be not realistic.

Commentary: Users of the BBC Facebook use if for a variety of reasons, mostly for general information and to get updates on recent sightings.

Q26 In the past year, how many times did you access the BBC Website?

Answered: 103 Skipped: 6

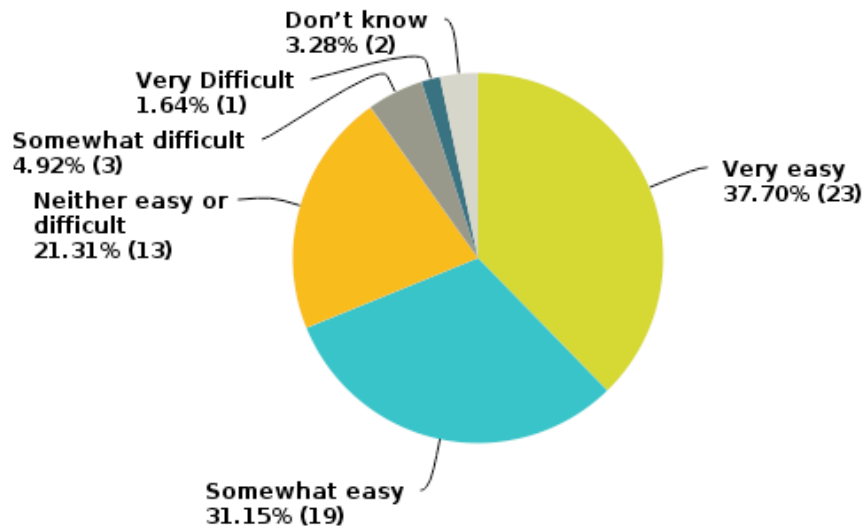


Commentary: Most members (72%) access the BBC website infrequently (less than once a month) or never. As might be anticipated, those who access it monthly or more (28%), are very active in all the club activities as reported in Q8, whereas infrequent users are considerably less active.

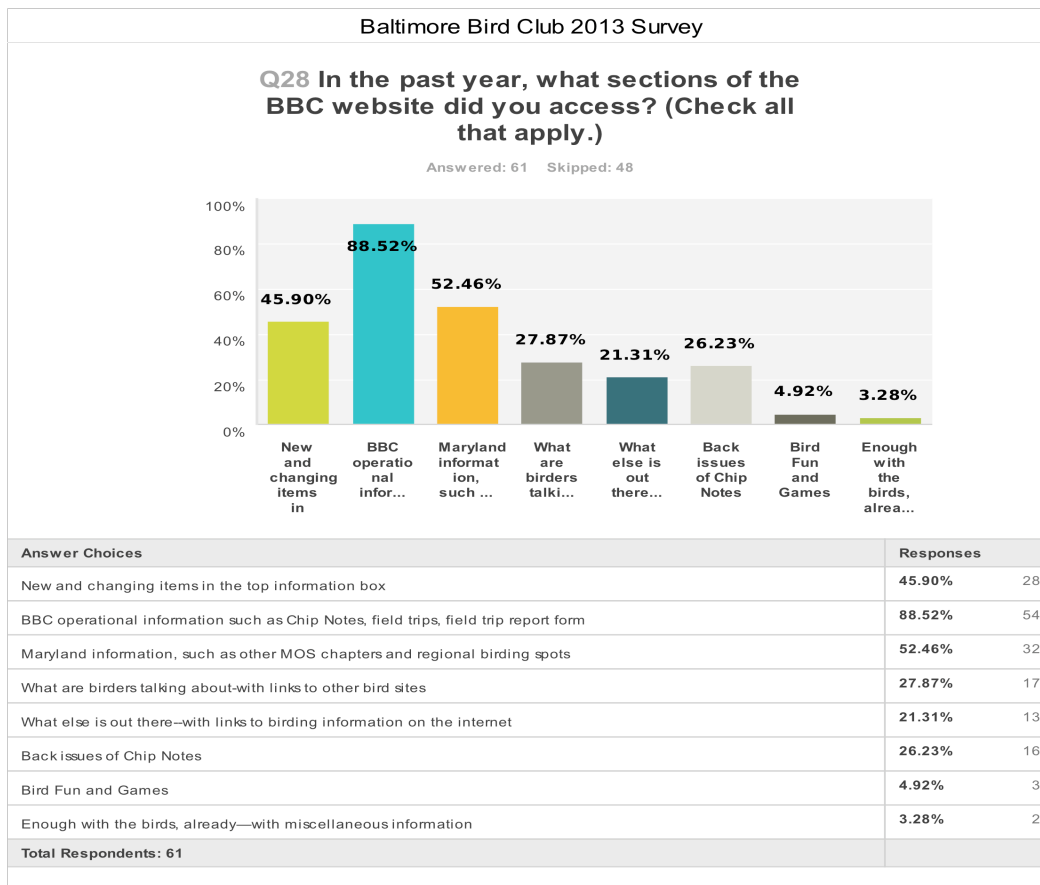
A similar question was asked in 2004, but the answer categories are different so a direct comparison is not possible. But in both surveys, more than 40% of members basically never used the website.

Q27 How easy is it to find things in our current BBC website?

Answered: 61 Skipped: 48



Commentary: We are aware that the BBC website is not as “modern” looking as many, and were curious to know what our members thought about it. Most members (69%) felt it was easy or somewhat easy to use. The remainder found it more difficult. See commentary for Q29 about suggestions for change.



1 / 1

Q 28 Response Text—How access Website

Looked at website to see what was in it. Did not read much.

Introductory = 1visit = GREAT.

Rules, membership forms.

Don't remember going to the BBC website in the past year.

Commentary: Most members (88%) used the website to access operational information such as Chip Notes, field trips, or the field trip report form. About half used the new and changing information in the opening box and information on Maryland birding spots and MOS.

Q29 Do you have any suggestions for improvements or additions to the current BBC website?

Answered: 9 Skipped: 100

Q29 Response Text—How improve website
NO—presumably means no ideas on how to improve <ul style="list-style-type: none"> • Not qualified--digitally challenged! • 3 plain No's.
Suggestions for improvement <ul style="list-style-type: none"> • Format has not changed in years, not very modern. • Much less text on the main page... should be more graphical and intuitive. • Need new site real bad. Old ones looks ugly. • Post results of seasonal bird counts?
Other <ul style="list-style-type: none"> • Regarding website--too many other things have higher priority; i.e., no spare time.

Commentary: A few members suggested we “moderize” the look and make it more intuitive to use. There was also a suggestion on posting the results of seasonal bird counts (like the Christmas Count).

Overall performance (Q30)

Q30 Finally, we would appreciate suggestions you may have for improvement to our current offerings or new initiatives BBC can undertake.

Answered: 27 Skipped: 82

Q30 Response Text—Suggestions for improvement
Positive comments about BBC <ul style="list-style-type: none"> • At 88 I am gratefully for all my BBC experiences and have no suggestions. • Can't think of anything right now. BBC offers a lot as it is. We need more of those BBC patches & T-shirts. I've had several people comment on the patch (have on my purse/backpack--most are a bit surprised there is a "BALTIMORE BIRD CLUB"! Bumper stickers anyone?? • Going in the right direction with the next generation of people, will hopefully get new members. • No I keep meaning to do the dinners or the walks and never get to it. I am delighted you are there and happy to support you. • No suggestions—3. • What you're already doing meets my needs pretty well. I am at disadvantage in not having a car, so I attend fewer of your events that I would like to, because of public transportation difficulties. • You are doing a very good job. • The only thing I've been missing is time, and I hope to get more of that in 2014 to participate in more activities.

Specific Suggestions

- Be friendlier with other chapters and within our own.
- Friendly growth.
- It would be great if the youth birders tapped into youth birding opportunities with Audubon in Patterson Park.
- A Bird club should be that, Bird related activities in a social setting, so that you can relate not only to the bird, but with other like minded folks.
- I think youth birding is important. I would suggest combining a birding trip with other naturalist endeavors, amphibians, plants, trees, insects, weather, etc.
- Discussion of how well intended but often not well thought out renewable energy initiatives effect bird mortality, migration and fragmentation of habitat.
- Reinstate Junior Nature Camp / Use sanctuaries more / Continue the excellent lecture series.
- There is a question you did not ask. BBC is not my primary MOS chapter. I am an affiliate member of BBC with primary membership in Patuxent. Also an affiliate of one other chapter. Also you did not ask about participation in statewide activities such as the annual conference. I always go to those.

Commentary: Suggestions for improvement were pretty diverse. Many complimented us on our current performance. Three mentioned ways to improve the Youth program, including coordinating with Audubon in Patterson Park, providing youth walks with other naturalist endeavors such as amphibians, plants, etc., and restarting the Junior Nature Camp.

A couple of interesting suggestions included offering some night walks, and more weekend walks for people who work. One member would like to see BBC patches, T-shirts and bumper stickers for sale! And another would like to see more information/activism on how renewable energy initiatives effect bird mortality, migration and fragmentation of habitat.

APPENDIX A

First email notice November 10



BBC Members--give us a hand!!

For the first time since 2004 we are surveying our members to find out who you are and how you feel about BBC's programs. This will only take about 10 minutes of your time. Just click on the link below and begin!

<https://www.surveymonkey.com/s/RB396BW>

Please complete by **December 8th**. Then join us at our annual Covered Dish Dinner (Sunday January 12th) to hear the results. We will also post them on the BBC website.

Results from the survey are confidential—we will not know who replied. If you have a household membership, all household members are welcome to participate.

**Please respond—
results will not be meaningful unless we hear from most of you!**

MAC correction, November 16: Can't open BBC Survey?

Some users, mostly our Mac friends, have been having problems opening the link by clicking on it.

If you can't open the survey by clicking on address below, try clicking on it here:

<https://www.surveymonkey.com/s/RB396BW>

Last Chance Reminder, December 6th

The **2013 BBC SURVEY** will shut down on Monday, December 9. If you haven't completed it yet, please go online and take it now.

<https://www.surveymonkey.com/s/RB396BW>

APPENDIX B

Electronic Version of Survey

Hardcopy Version of Survey

Full version available at www.baltimorebirdclub.org/

Baltimore Bird Club 2013 Survey

Baltimore Bird Club members—don't miss this important chance to let us know how you feel about BBC's programs!

Here's your chance to tell us what you think about our club and help us to improve the services we provide you! Please take about 10 minutes of your time to answer the questions in this survey by DECEMBER 8th.

Then join us at our annual Covered Dish Dinner (Sunday January 12th) to hear about the results! We will also post them on the BBC website.

Results from the survey will be confidential and presented only as statistics. If you have a household membership, all household members are welcome to participate.

Please answer survey questions about your experience with BBC over the past year, that is, over the past twelve months.

The first few questions are about you and your relationship to bird watching/birding.

1. What is your current BBC status:

- ☐ Current member
- ☐ Former member

2. What is your zipcode?

ZIP:

3. Where do you live?

- ☐ Baltimore City
- ☐ Baltimore County
- ☐ Other county

Other (please specify county)

4. What is your gender?

- ☐ Female
- ☐ Male