

Nordic Skiing Association of Anchorage

Survey Results

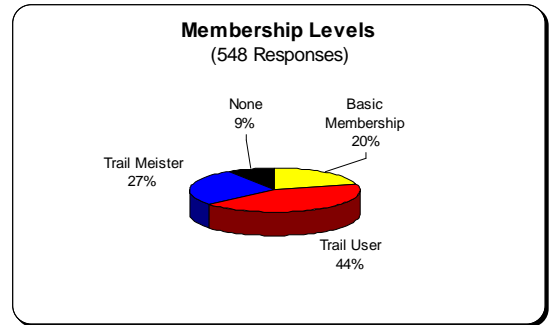
2009/2010



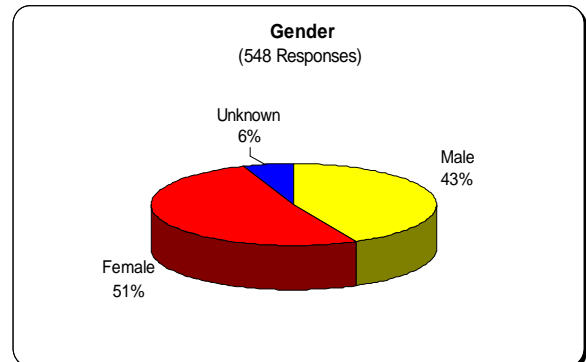
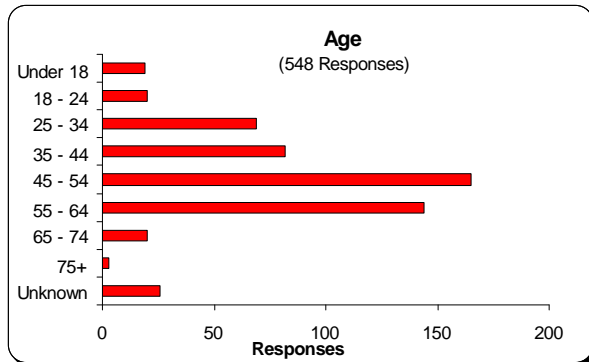
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Who Responded?

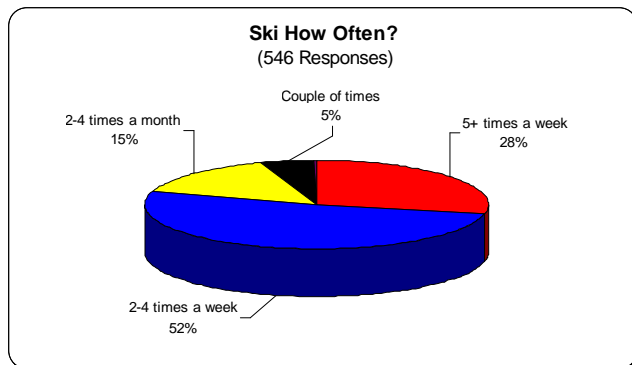
NSAA asked our membership and event participants to respond to an online survey. We received 548 replies - most from an email invite, but also 59 responded via a link on our webpage. As you can see from the graph on the right, most responses came from folks who contribute at the Trail User level, but our Trail Meisters share their opinions at a much higher percent. Most respondents were between 35 & 64 years old and a slight edge toward the ladies answering.



Membership Level	2009-2010 Memberships	2009-2010 Members	Survey Responses	% of Membership
None			49	
Basic Membership	631	1,409	111	18%
Trail User Level	1,054	2,282	149	14%
Trail Meister Level	358	830	239	67%
Total	2,043	4,521	548	27%



How Often Do We Ski?



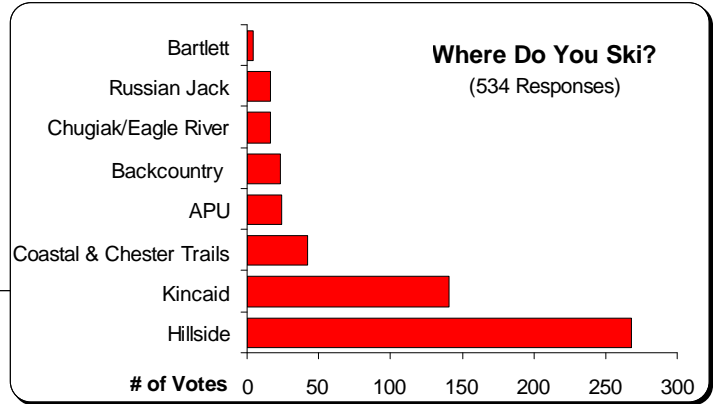
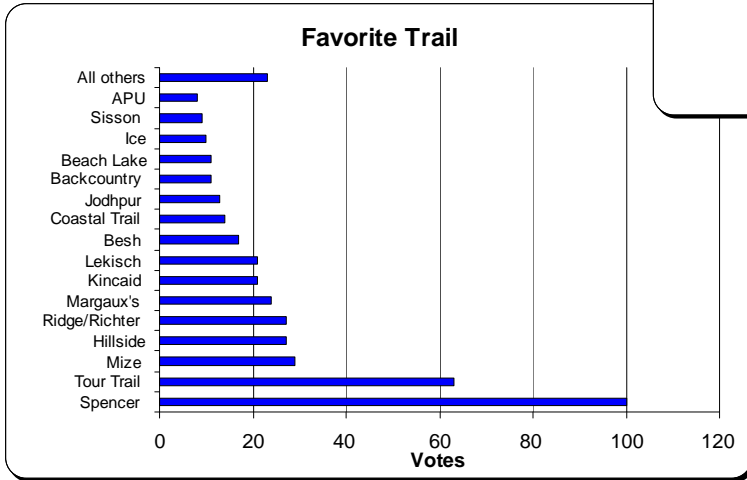
Would you believe 80% of our membership ski more than once a week!

How Often!



Our Favorite Places

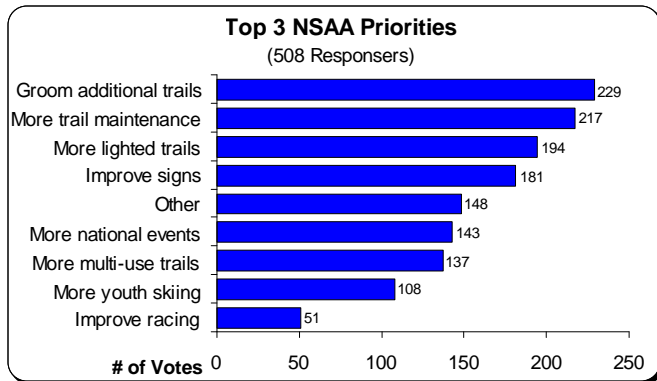
Some things never change; the Hillside Spencer Loop and Tour Trail remain Anchorage's favorite ski trail trails. Moving up the popularity scale from previous surveys are the Ridge and Richter classic only trails.



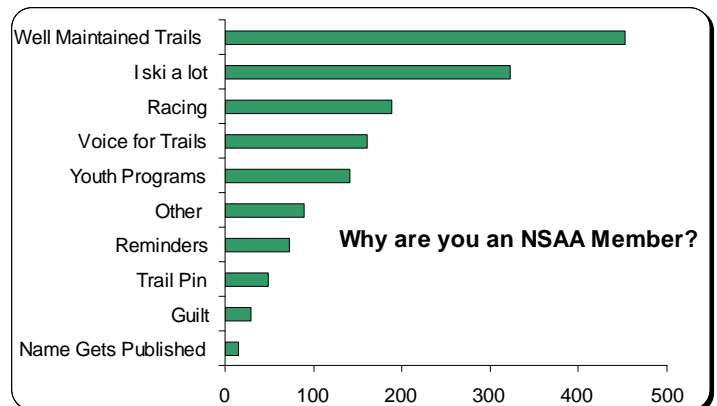
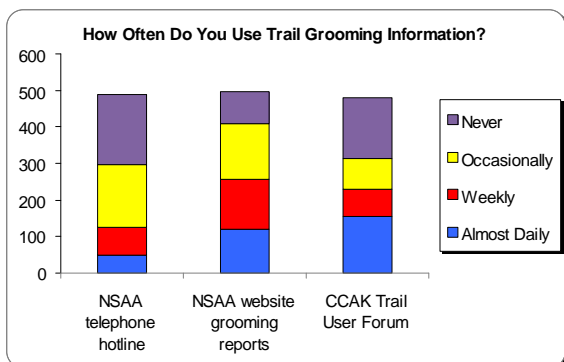
Have you noticed the Hillside trails are more crowded? More and more folks are skiing on the Hillside. Previous surveys showed an even split between Kincaid & Hillside.



What is Important?



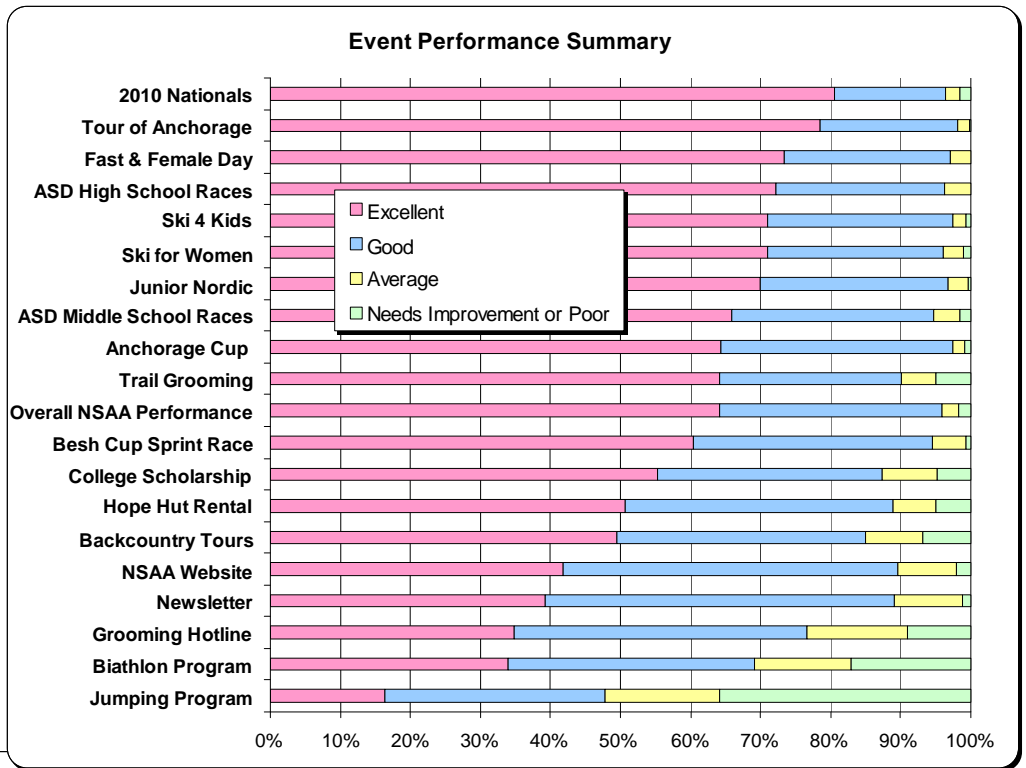
Trails, Trails, Trails. It's why we become members and it's our highest priorities for the organization.



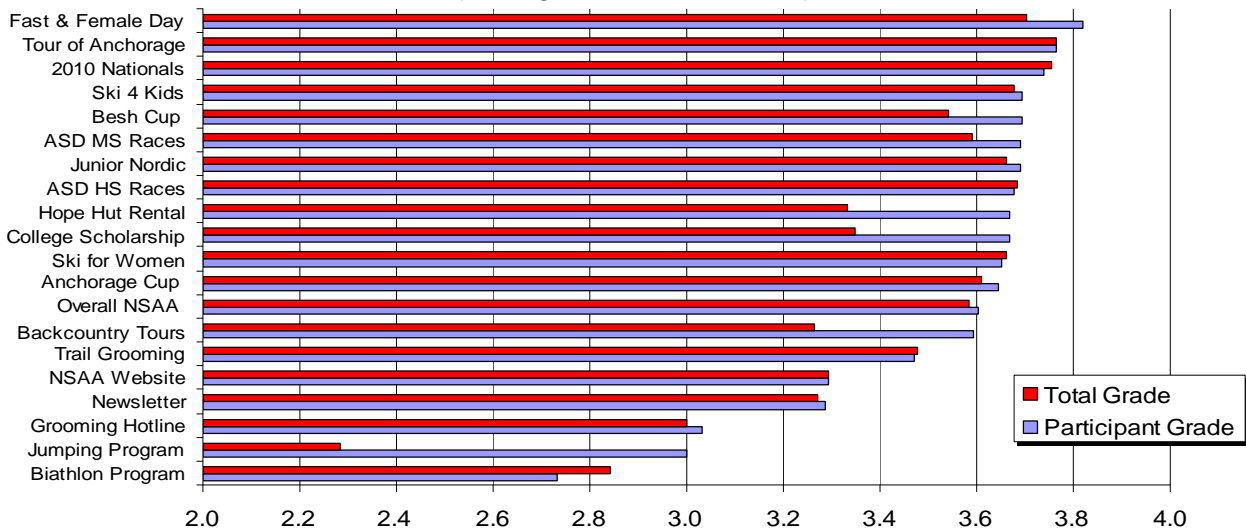
How Did We Do?

Nordic Skiing Association offers many programs and events. Members graded NSAA an **A-** for both overall performance and trail grooming. An area of opportunity for us is the grooming hotline and we hope to go from good to great with our newsletter and website.

During the 2009/2010 Season
NSAA hosted
55 events and
programs
for
12,793 participants!



How do you grade NSAA Programs? (4.0 Highest Grade Possible)



How would you rate our performance?

	Excellent (4.0)	Good (3.0)	Average (2.0)	Needs Improvement (1.0)	Poor (0.0)	No Opinion	Rating	Letter	Response
							Average	Grade	Count
Tour of Anchorage	66.3% (333)	16.5% (83)	1.4% (7)	0.2% (1)	0.0% (0)	15.5% (78)	3.8	A	502
2010 US Cross Country Ski Championships	51.1% (249)	10.1% (49)	1.2% (6)	1.0% (5)	0.0% (0)	36.6% (178)	3.8	A	487
Anchorage Junior Nordic Program	34.9% (172)	13.4% (66)	1.4% (7)	0.2% (1)	0.0% (0)	50.1% (247)	3.7	A-	493
Fast & Female Day	20.4% (99)	6.6% (32)	0.8% (4)	0.0% (0)	0.0% (0)	72.2% (350)	3.7	A-	485
ASD High School Races	27.8% (135)	9.3% (45)	1.4% (7)	0.0% (0)	0.0% (0)	61.4% (298)	3.7	A-	485
Alaska Ski for Women	43.5% (213)	15.3% (75)	1.8% (9)	0.6% (3)	0.0% (0)	38.8% (190)	3.7	A-	490
Ski 4 Kids	22.6% (108)	8.4% (40)	0.6% (3)	0.2% (1)	0.0% (0)	68.1% (325)	3.7	A-	477
Overall NSAA Performance	62.3% (316)	30.8% (156)	2.4% (12)	1.6% (8)	0.0% (0)	3.0% (15)	3.6	A-	507
Anchorage Cup Race Series	31.4% (152)	16.1% (78)	0.8% (4)	0.4% (2)	0.0% (0)	51.2% (248)	3.6	A-	484
ASD Middle School Races	18.2% (87)	7.9% (38)	1.0% (5)	0.4% (2)	0.0% (0)	72.4% (347)	3.6	A-	479
Trail Grooming	63.6% (325)	25.6% (131)	4.9% (25)	3.1% (16)	1.8% (9)	1.0% (5)	3.5	A-	511
Besh Cup Sprint Race	20.8% (99)	11.7% (56)	1.7% (8)	0.2% (1)	0.0% (0)	65.6% (313)	3.5	A-	477
Backcountry Tours	9.1% (43)	6.5% (31)	1.5% (7)	1.1% (5)	0.2% (1)	81.6% (387)	3.3	B+	474
Hope Hut Rental	8.6% (41)	6.5% (31)	1.1% (5)	0.6% (3)	0.2% (1)	82.9% (394)	3.3	B+	475
College Scholarship	12.2% (57)	7.1% (33)	1.7% (8)	0.4% (2)	0.6% (3)	77.9% (364)	3.3	B+	467
Monthly Newsletter	32.6% (161)	41.3% (204)	8.1% (40)	1.0% (5)	0.0% (0)	17.0% (84)	3.3	B+	494
NSAA Website	37.1% (185)	42.5% (212)	7.4% (37)	1.8% (9)	0.0% (0)	11.2% (56)	3.3	B+	499
Grooming Hotline	26.0% (127)	31.1% (152)	10.7% (52)	4.9% (24)	1.8% (9)	25.4% (124)	3	B	488
Biathlon Program & Races	6.6% (32)	6.8% (33)	2.7% (13)	2.9% (14)	0.4% (2)	80.5% (388)	2.8	B-	482
Jumping & Nordic Combined Program	2.3% (11)	4.3% (21)	2.3% (11)	5.0% (24)	0.0% (0)	86.1% (416)	2.3	C+	483

