

Session Logs User Survey - A

| 1. In an average day how much time do you think you spend online? |                   |               |               |             |             |             |             |             |             |             |                |
|-------------------------------------------------------------------|-------------------|---------------|---------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|----------------|
|                                                                   | <1 hr             | 1-2 hrs       | 2-3 hrs       | 3-4 hrs     | 4-5 hrs     | 5-6 hrs     | 6-7 hrs     | 7-8 hrs     | 8-9 hrs     | 10+ hrs     | Rating Average |
| hours per day                                                     | 18.2%<br>(8)      | 29.5%<br>(13) | 29.5%<br>(13) | 6.8%<br>(3) | 2.3%<br>(1) | 2.3%<br>(1) | 4.5%<br>(2) | 2.3%<br>(1) | 2.3%<br>(1) | 2.3%<br>(1) | 3.11           |
|                                                                   | answered question |               |               |             |             |             |             |             |             |             |                |
|                                                                   | skipped question  |               |               |             |             |             |             |             |             |             |                |

| 2. Of the time you spend online how much do you think is in some way related to sporting or recreational activities? |                   |               |              |             |             |             |             |             |             |             |                |
|----------------------------------------------------------------------------------------------------------------------|-------------------|---------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|----------------|
|                                                                                                                      | <1 hr             | 1-2 hrs       | 2-3 hrs      | 3-4 hrs     | 5-6 hrs     | 6-7 hrs     | 7-8 hrs     | 8-9 hrs     | 9-10 hrs    | 10+ hrs     | Rating Average |
| hours per day                                                                                                        | 59.1%<br>(26)     | 27.3%<br>(12) | 11.4%<br>(5) | 0.0%<br>(0) | 2.3%<br>(1) | 0.0%<br>(0) | 0.0%<br>(0) | 0.0%<br>(0) | 0.0%<br>(0) | 0.0%<br>(0) | 1.59           |
|                                                                                                                      | answered question |               |              |             |             |             |             |             |             |             |                |
|                                                                                                                      | skipped question  |               |              |             |             |             |             |             |             |             |                |

| 3. Could you indicate how often you use any of the following web services. |                   |          |               |               |               |          |                |
|----------------------------------------------------------------------------|-------------------|----------|---------------|---------------|---------------|----------|----------------|
|                                                                            | Never n/a         | Yearly   | Monthly       | Weekly        | Daily         | Hourly   | Response Count |
| Myspace                                                                    | 91.4%<br>(32)     | 0.0% (0) | 5.7% (2)      | 2.9% (1)      | 0.0% (0)      | 0.0% (0) | 35             |
| Facebook                                                                   | 46.2%<br>(18)     | 7.7% (3) | 15.4% (6)     | 23.1% (9)     | 7.7% (3)      | 0.0% (0) | 39             |
| Linkedin                                                                   | 81.1%<br>(30)     | 8.1% (3) | 8.1% (3)      | 0.0% (0)      | 2.7% (1)      | 0.0% (0) | 37             |
| Blogger                                                                    | 83.3%<br>(30)     | 2.8% (1) | 5.6% (2)      | 2.8% (1)      | 5.6% (2)      | 0.0% (0) | 36             |
| Trademe                                                                    | 4.5% (2)          | 0.0% (0) | 20.5% (9)     | 36.4%<br>(16) | 36.4%<br>(16) | 2.3% (1) | 44             |
| MSN                                                                        | 76.3%<br>(29)     | 0.0% (0) | 5.3% (2)      | 5.3% (2)      | 13.2% (5)     | 0.0% (0) | 38             |
| Skype                                                                      | 47.4%<br>(18)     | 2.6% (1) | 26.3%<br>(10) | 7.9% (3)      | 15.8% (6)     | 0.0% (0) | 38             |
| Twitter                                                                    | 97.2%<br>(35)     | 0.0% (0) | 0.0% (0)      | 2.8% (1)      | 0.0% (0)      | 0.0% (0) | 36             |
| Youtube                                                                    | 0.0% (0)          | 7.1% (3) | 31.0%<br>(13) | 52.4%<br>(22) | 7.1% (3)      | 2.4% (1) | 42             |
| Flickr                                                                     | 75.0%<br>(27)     | 8.3% (3) | 13.9% (5)     | 0.0% (0)      | 0.0% (0)      | 2.8% (1) | 36             |
| Piccassa                                                                   | 58.3%<br>(21)     | 8.3% (3) | 25.0% (9)     | 8.3% (3)      | 0.0% (0)      | 0.0% (0) | 36             |
| Other (please specify)                                                     |                   |          |               |               |               |          | 4              |
|                                                                            | answered question |          |               |               |               |          | 44             |
|                                                                            | skipped question  |          |               |               |               |          | 0              |

| 4. Could you indicate how often you might use any of the following sites in connection with your Windsurfing |                          |           |                   |                   |                   |          |                |
|--------------------------------------------------------------------------------------------------------------|--------------------------|-----------|-------------------|-------------------|-------------------|----------|----------------|
|                                                                                                              | Never n/a                | Yearly    | Monthly           | Weekly            | Daily             | Hourly   | Response Count |
| Windguru                                                                                                     | 12.8% (5)                | 5.1% (2)  | 5.1% (2)          | <b>41.0% (16)</b> | 35.9% (14)        | 0.0% (0) | 39             |
| Wind.co.nz                                                                                                   | <b>29.7% (11)</b>        | 5.4% (2)  | 21.6% (8)         | 27.0% (10)        | 16.2% (6)         | 0.0% (0) | 37             |
| deepfried.tv                                                                                                 | 0.0% (0)                 | 2.4% (1)  | 11.9% (5)         | 23.8% (10)        | <b>59.5% (25)</b> | 2.4% (1) | 42             |
| Windsurf.co.nz                                                                                               | 17.5% (7)                | 17.5% (7) | <b>37.5% (15)</b> | 20.0% (8)         | 5.0% (2)          | 2.5% (1) | 40             |
| Surf.co.nz                                                                                                   | <b>35.1% (13)</b>        | 13.5% (5) | 18.9% (7)         | 21.6% (8)         | 10.8% (4)         | 0.0% (0) | 37             |
| Surf2Surf                                                                                                    | <b>38.9% (14)</b>        | 8.3% (3)  | 11.1% (4)         | 19.4% (7)         | 22.2% (8)         | 0.0% (0) | 36             |
| Swellmap                                                                                                     | <b>45.7% (16)</b>        | 8.6% (3)  | 17.1% (6)         | 17.1% (6)         | 8.6% (3)          | 2.9% (1) | 35             |
| BouyWeather                                                                                                  | <b>60.0% (21)</b>        | 5.7% (2)  | 17.1% (6)         | 0.0% (0)          | 14.3% (5)         | 2.9% (1) | 35             |
| OceanWeather                                                                                                 | <b>81.8% (27)</b>        | 6.1% (2)  | 9.1% (3)          | 0.0% (0)          | 3.0% (1)          | 0.0% (0) | 33             |
| Metservice                                                                                                   | 2.4% (1)                 | 0.0% (0)  | 11.9% (5)         | 19.0% (8)         | <b>59.5% (25)</b> | 7.1% (3) | 42             |
| MetVUW                                                                                                       | <b>48.6% (18)</b>        | 5.4% (2)  | 8.1% (3)          | 16.2% (6)         | 18.9% (7)         | 2.7% (1) | 37             |
| Other (please specify)                                                                                       |                          |           |                   |                   |                   |          | 10             |
|                                                                                                              | <b>answered question</b> |           |                   |                   |                   |          | <b>43</b>      |
|                                                                                                              | <b>skipped question</b>  |           |                   |                   |                   |          | <b>1</b>       |

| 5. Before using the Session Logs site did you record your session information in any way? |                        |                  |                |
|-------------------------------------------------------------------------------------------|------------------------|------------------|----------------|
|                                                                                           |                        | Response Percent | Response Count |
| Yes                                                                                       | <div><div></div></div> | 18.2%            | 8              |
| No (skip question 6)                                                                      | <div><div></div></div> | 81.8%            | 36             |
| answered question                                                                         |                        |                  | 44             |
| skipped question                                                                          |                        |                  | 0              |

| 6. If you did record session information previously how did you do it? |                        |                  |                |
|------------------------------------------------------------------------|------------------------|------------------|----------------|
|                                                                        |                        | Response Percent | Response Count |
| Diary                                                                  | <div><div></div></div> | 25.0%            | 2              |
| Hand written                                                           | <div><div></div></div> | 12.5%            | 1              |
| Spread sheet                                                           | <div><div></div></div> | 25.0%            | 2              |
| Website or blog                                                        | <div><div></div></div> | 25.0%            | 2              |
| GPS data                                                               | <div><div></div></div> | 12.5%            | 1              |
| Other                                                                  | <div><div></div></div> | 12.5%            | 1              |
| For what reasons did you record this information?                      |                        |                  | 7              |
| answered question                                                      |                        |                  | 8              |
| skipped question                                                       |                        |                  | 36             |

| 7. Prior to using the Session Logs how connected did you feel to the Windsurf Community? |                    |            |          |          |           |           |           |           |          |                     |
|------------------------------------------------------------------------------------------|--------------------|------------|----------|----------|-----------|-----------|-----------|-----------|----------|---------------------|
|                                                                                          | Not Connected<br>1 | 2          | 3        | 4        | 5         | 6         | 7         | 8         | 9        | Very Connecte<br>10 |
| Connected Locally                                                                        | 2.3% (1)           | 7.0% (3)   | 4.7% (2) | 9.3% (4) | 16.3% (7) | 14.0% (6) | 16.3% (7) | 11.6% (5) | 7.0% (3) | 11.6% (5)           |
| Connected Nationally                                                                     | 24.4% (10)         | 29.3% (12) | 7.3% (3) | 7.3% (3) | 9.8% (4)  | 9.8% (4)  | 7.3% (3)  | 2.4% (1)  | 2.4% (1) | 0.0% (0)            |
| answered question                                                                        |                    |            |          |          |           |           |           |           |          |                     |
| skipped question                                                                         |                    |            |          |          |           |           |           |           |          |                     |

| 8. Before using the Session logs site, how would you rate your knowledge of Windsurf locations? |                   |           |           |           |           |          |           |           |           |                      |
|-------------------------------------------------------------------------------------------------|-------------------|-----------|-----------|-----------|-----------|----------|-----------|-----------|-----------|----------------------|
|                                                                                                 | No knowledge<br>1 | 2         | 3         | 4         | 5         | 6        | 7         | 8         | 9         | Good knowledge<br>10 |
| Local locations                                                                                 | 0.0% (0)          | 0.0% (0)  | 2.3% (1)  | 6.8% (3)  | 9.1% (4)  | 2.3% (1) | 13.6% (6) | 20.5% (9) | 18.2% (8) | 27.3% (10)           |
| National locations                                                                              | 9.5% (4)          | 21.4% (9) | 14.3% (6) | 11.9% (5) | 21.4% (9) | 7.1% (3) | 4.8% (2)  | 4.8% (2)  | 2.4% (1)  | 2.4% (1)             |
|                                                                                                 | answered          |           |           |           |           |          |           |           |           |                      |
|                                                                                                 | skipped           |           |           |           |           |          |           |           |           |                      |

| 9. As you were using the site, did you feel more connected within the Windsurf community? |                     |          |          |          |            |           |           |           |          |                      |
|-------------------------------------------------------------------------------------------|---------------------|----------|----------|----------|------------|-----------|-----------|-----------|----------|----------------------|
|                                                                                           | Less connected<br>1 | 2        | 3        | 4        | 5          | 6         | 7         | 8         | 9        | More connected<br>10 |
| Local connections                                                                         | 0.0% (0)            | 2.8% (1) | 5.6% (2) | 2.8% (1) | 25.0% (9)  | 16.7% (6) | 13.9% (5) | 13.9% (5) | 8.3% (3) | 11.1% (4)            |
| National connections                                                                      | 0.0% (0)            | 5.7% (2) | 2.9% (1) | 2.9% (1) | 31.4% (11) | 17.1% (6) | 14.3% (5) | 20.0% (7) | 0.0% (0) | 5.7% (2)             |
|                                                                                           | answered            |          |          |          |            |           |           |           |          |                      |
|                                                                                           | skipped             |          |          |          |            |           |           |           |          |                      |

| 10. Did using the Session Logs site encourage you to get out Windsurfing more often? |                       |          |          |          |           |           |          |           |          |                          |
|--------------------------------------------------------------------------------------|-----------------------|----------|----------|----------|-----------|-----------|----------|-----------|----------|--------------------------|
|                                                                                      | Didn't encourage<br>1 | 2        | 3        | 4        | 5         | 6         | 7        | 8         | 9        | Greatly encouraged<br>10 |
| More time on the water                                                               | 20.0% (7)             | 5.7% (2) | 2.9% (1) | 2.9% (1) | 20.0% (7) | 17.1% (6) | 8.6% (3) | 11.4% (4) | 0.0% (0) | 11.4% (4)                |
|                                                                                      | answered              |          |          |          |           |           |          |           |          |                          |
|                                                                                      | skipped               |          |          |          |           |           |          |           |          |                          |

| 11. After getting out for a session, how motivated were you to then add a Session Log? |                    |          |          |          |           |          |                  |           |          |                        |
|----------------------------------------------------------------------------------------|--------------------|----------|----------|----------|-----------|----------|------------------|-----------|----------|------------------------|
|                                                                                        | Not motivated<br>1 | 2        | 3        | 4        | 5         | 6        | 7                | 8         | 9        | Highly motivated<br>10 |
| Session Log motivation                                                                 | 17.1% (6)          | 5.7% (2) | 8.6% (3) | 2.9% (1) | 17.1% (6) | 5.7% (2) | <b>20.0% (7)</b> | 11.4% (4) | 5.7% (2) | 5.7% (2)               |
|                                                                                        | answered           |          |          |          |           |          |                  |           |          |                        |
|                                                                                        | skipped            |          |          |          |           |          |                  |           |          |                        |

| 12. After seeing that others had posted a Session Log, how motivated were you to do so yourself? |                    |          |           |          |          |                  |          |           |          |                        |
|--------------------------------------------------------------------------------------------------|--------------------|----------|-----------|----------|----------|------------------|----------|-----------|----------|------------------------|
|                                                                                                  | Not motivated<br>1 | 2        | 3         | 4        | 5        | 6                | 7        | 8         | 9        | Highly motivated<br>10 |
| Motivated to add Logs                                                                            | 8.8% (3)           | 5.9% (2) | 11.8% (4) | 2.9% (1) | 5.9% (2) | <b>20.6% (7)</b> | 8.8% (3) | 14.7% (5) | 5.9% (2) | 14.7% (5)              |
|                                                                                                  | answered           |          |           |          |          |                  |          |           |          |                        |
|                                                                                                  | skipped            |          |           |          |          |                  |          |           |          |                        |

| 13. As you added a Session Log, was being listed on the homepage any motivation to add more often? |                    |          |          |          |          |           |           |           |           |                       |
|----------------------------------------------------------------------------------------------------|--------------------|----------|----------|----------|----------|-----------|-----------|-----------|-----------|-----------------------|
|                                                                                                    | No motivation<br>1 | 2        | 3        | 4        | 5        | 6         | 7         | 8         | 9         | High motivation<br>10 |
| home page listing                                                                                  | <b>20.0% (6)</b>   | 6.7% (2) | 6.7% (2) | 3.3% (1) | 6.7% (2) | 16.7% (5) | 13.3% (4) | 10.0% (3) | 10.0% (3) | 6.7% (2)              |
|                                                                                                    | answere            |          |          |          |          |           |           |           |           |                       |
|                                                                                                    | skippe             |          |          |          |          |           |           |           |           |                       |

| 14. Thinking back, how would you rate the following as reasons for adding a Session Log? |                   |              |              |             |              |              |              |              |              |              |            |
|------------------------------------------------------------------------------------------|-------------------|--------------|--------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|
|                                                                                          | Low 1             | 2            | 3            | 4           | 5            | 6            | 7            | 8            | 9            | High 10      | Unanswered |
| To record your personal stats                                                            | 22.6%<br>(7)      | 9.7%<br>(3)  | 6.5%<br>(2)  | 3.2%<br>(1) | 9.7%<br>(3)  | 19.4%<br>(6) | 3.2%<br>(1)  | 12.9%<br>(4) | 3.2%<br>(1)  | 9.7%<br>(3)  |            |
| To record location stats                                                                 | 6.5%<br>(2)       | 3.2%<br>(1)  | 6.5%<br>(2)  | 3.2%<br>(1) | 12.9%<br>(4) | 6.5%<br>(2)  | 19.4%<br>(6) | 25.8%<br>(8) | 9.7%<br>(3)  | 6.5%<br>(2)  |            |
| To be seen on the homepage                                                               | 26.7%<br>(8)      | 10.0%<br>(3) | 20.0%<br>(6) | 6.7%<br>(2) | 6.7%<br>(2)  | 6.7%<br>(2)  | 10.0%<br>(3) | 3.3%<br>(1)  | 6.7%<br>(2)  | 3.3%<br>(1)  |            |
| To increase the number of personal sessions                                              | 20.0%<br>(6)      | 6.7%<br>(2)  | 13.3%<br>(4) | 6.7%<br>(2) | 10.0%<br>(3) | 10.0%<br>(3) | 16.7%<br>(5) | 6.7%<br>(2)  | 3.3%<br>(1)  | 6.7%<br>(2)  |            |
| To increase the number of location sessions                                              | 13.3%<br>(4)      | 6.7%<br>(2)  | 13.3%<br>(4) | 3.3%<br>(1) | 23.3%<br>(7) | 6.7%<br>(2)  | 13.3%<br>(4) | 13.3%<br>(4) | 6.7%<br>(2)  | 0.0%<br>(0)  |            |
| To share information about a location                                                    | 3.2%<br>(1)       | 6.5%<br>(2)  | 3.2%<br>(1)  | 0.0%<br>(0) | 9.7%<br>(3)  | 12.9%<br>(4) | 29.0%<br>(9) | 12.9%<br>(4) | 9.7%<br>(3)  | 12.9%<br>(4) |            |
| To share your sessions                                                                   | 0.0%<br>(0)       | 7.1%<br>(2)  | 3.6%<br>(1)  | 7.1%<br>(2) | 17.9%<br>(5) | 21.4%<br>(6) | 17.9%<br>(5) | 7.1%<br>(2)  | 14.3%<br>(4) | 3.6%<br>(1)  |            |
| To encourage others to get out more often                                                | 3.3%<br>(1)       | 3.3%<br>(1)  | 0.0%<br>(0)  | 3.3%<br>(1) | 26.7%<br>(8) | 3.3%<br>(1)  | 10.0%<br>(3) | 30.0%<br>(9) | 3.3%<br>(1)  | 16.7%<br>(5) |            |
| To encourage others to add Session Logs too                                              | 13.3%<br>(4)      | 6.7%<br>(2)  | 3.3%<br>(1)  | 3.3%<br>(1) | 20.0%<br>(6) | 10.0%<br>(3) | 10.0%<br>(3) | 20.0%<br>(6) | 6.7%<br>(2)  | 6.7%<br>(2)  |            |
| To compete with others                                                                   | 23.3%<br>(7)      | 10.0%<br>(3) | 10.0%<br>(3) | 6.7%<br>(2) | 16.7%<br>(5) | 10.0%<br>(3) | 13.3%<br>(4) | 3.3%<br>(1)  | 6.7%<br>(2)  | 0.0%<br>(0)  |            |
| To help with the project                                                                 | 0.0%<br>(0)       | 6.7%<br>(2)  | 6.7%<br>(2)  | 6.7%<br>(2) | 13.3%<br>(4) | 3.3%<br>(1)  | 16.7%<br>(5) | 13.3%<br>(4) | 13.3%<br>(4) | 20.0%<br>(6) |            |
| Other (please specify)                                                                   |                   |              |              |             |              |              |              |              |              |              |            |
|                                                                                          | answered question |              |              |             |              |              |              |              |              |              |            |
|                                                                                          | skipped question  |              |              |             |              |              |              |              |              |              |            |

| 15. As you were using the site, did seeing other's photos and videos encourage you to take or add your own? |                     |          |          |          |           |           |                  |          |           |                       |
|-------------------------------------------------------------------------------------------------------------|---------------------|----------|----------|----------|-----------|-----------|------------------|----------|-----------|-----------------------|
|                                                                                                             | Not encouraged<br>1 | 2        | 3        | 4        | 5         | 6         | 7                | 8        | 9         | Very encouraged<br>10 |
| Take your own Photos                                                                                        | 15.6% (5)           | 0.0% (0) | 3.1% (1) | 0.0% (0) | 18.8% (6) | 15.6% (5) | <b>21.9% (7)</b> | 9.4% (3) | 12.5% (4) | 3.1% (1)              |
| Take your own Video                                                                                         | <b>34.4% (11)</b>   | 3.1% (1) | 3.1% (1) | 0.0% (0) | 12.5% (4) | 12.5% (4) | 15.6% (5)        | 9.4% (3) | 6.3% (2)  | 3.1% (1)              |
| Add your own Photos                                                                                         | 18.8% (6)           | 3.1% (1) | 6.3% (2) | 3.1% (1) | 6.3% (2)  | 15.6% (5) | <b>21.9% (7)</b> | 6.3% (2) | 15.6% (5) | 3.1% (1)              |
| Add your own Video                                                                                          | <b>31.3% (10)</b>   | 9.4% (3) | 6.3% (2) | 3.1% (1) | 6.3% (2)  | 9.4% (3)  | 15.6% (5)        | 6.3% (2) | 9.4% (3)  | 3.1% (1)              |
|                                                                                                             | answer              |          |          |          |           |           |                  |          |           |                       |
|                                                                                                             | skipped             |          |          |          |           |           |                  |          |           |                       |

| 16. As you used the site and read other peoples Session Logs, how motivated were you to: |                    |           |          |           |           |           |                  |          |           |                        |
|------------------------------------------------------------------------------------------|--------------------|-----------|----------|-----------|-----------|-----------|------------------|----------|-----------|------------------------|
|                                                                                          | Not motivated<br>1 | 2         | 3        | 4         | 5         | 6         | 7                | 8        | 9         | Highly motivated<br>10 |
| Rate the Log "Up" or "Down".                                                             | <b>36.7% (11)</b>  | 10.0% (3) | 0.0% (0) | 13.3% (4) | 16.7% (5) | 10.0% (3) | 0.0% (0)         | 3.3% (1) | 10.0% (3) | 0.0% (0)               |
| Add a comment to a Log                                                                   | 19.4% (6)          | 16.1% (5) | 6.5% (2) | 6.5% (2)  | 12.9% (4) | 6.5% (2)  | <b>22.6% (7)</b> | 3.2% (1) | 0.0% (0)  | 6.5% (2)               |
|                                                                                          | Could you          |           |          |           |           |           |                  |          |           |                        |
|                                                                                          | answer             |           |          |           |           |           |                  |          |           |                        |
|                                                                                          | skipped            |           |          |           |           |           |                  |          |           |                        |

| 17. Have you tried out a new location as a result of using the Session Logs site? |  |  |                                                                                    |  |  |  |  |  |                  |                |           |
|-----------------------------------------------------------------------------------|--|--|------------------------------------------------------------------------------------|--|--|--|--|--|------------------|----------------|-----------|
|                                                                                   |  |  |                                                                                    |  |  |  |  |  | Response Percent | Response Count |           |
| Yes                                                                               |  |  |   |  |  |  |  |  | 3.0%             | 1              |           |
| No                                                                                |  |  |  |  |  |  |  |  | 97.0%            | 32             |           |
|                                                                                   |  |  | <b>answered question</b>                                                           |  |  |  |  |  |                  |                | <b>33</b> |
|                                                                                   |  |  | <b>skipped question</b>                                                            |  |  |  |  |  |                  |                | <b>11</b> |

| 18. While using the Session Logs site, have you used it for finding information about a location? |                          |              |             |             |                      |                      |              |             |             |                  |                   |
|---------------------------------------------------------------------------------------------------|--------------------------|--------------|-------------|-------------|----------------------|----------------------|--------------|-------------|-------------|------------------|-------------------|
|                                                                                                   | not often<br>1           | 2            | 3           | 4           | 5                    | 6                    | 7            | 8           | 9           | Very often<br>10 | Rating<br>Average |
| For best/optimal conditions                                                                       | <b>32.3%<br/>(10)</b>    | 12.9%<br>(4) | 3.2%<br>(1) | 3.2%<br>(1) | 16.1%<br>(5)         | 9.7%<br>(3)          | 19.4%<br>(6) | 3.2%<br>(1) | 0.0%<br>(0) | 0.0%<br>(0)      | 3.3               |
| For disciplines and type of windsurfing done                                                      | <b>34.4%<br/>(11)</b>    | 18.8%<br>(6) | 0.0%<br>(0) | 3.1%<br>(1) | 21.9%<br>(7)         | 6.3%<br>(2)          | 15.6%<br>(5) | 0.0%<br>(0) | 0.0%<br>(0) | 0.0%<br>(0)      | 3.3               |
| To find who the local windsurfers are                                                             | <b>22.6%<br/>(7)</b>     | 16.1%<br>(5) | 3.2%<br>(1) | 6.5%<br>(2) | <b>22.6%<br/>(7)</b> | 12.9%<br>(4)         | 6.5%<br>(2)  | 3.2%<br>(1) | 3.2%<br>(1) | 3.2%<br>(1)      | 4.3               |
| To see the quality of windsurfing done                                                            | 16.1%<br>(5)             | 9.7%<br>(3)  | 0.0%<br>(0) | 6.5%<br>(2) | 19.4%<br>(6)         | <b>22.6%<br/>(7)</b> | 12.9%<br>(4) | 0.0%<br>(0) | 9.7%<br>(3) | 3.2%<br>(1)      | 5.3               |
| Other reasons (please specify)                                                                    |                          |              |             |             |                      |                      |              |             |             |                  |                   |
|                                                                                                   | <b>answered question</b> |              |             |             |                      |                      |              |             |             |                  |                   |
|                                                                                                   | <b>skipped question</b>  |              |             |             |                      |                      |              |             |             |                  |                   |

| 19. Can you rate the following reasons for adding a new location to the Session Logs site? |                   |              |             |             |                      |              |              |                      |              |                      |         |
|--------------------------------------------------------------------------------------------|-------------------|--------------|-------------|-------------|----------------------|--------------|--------------|----------------------|--------------|----------------------|---------|
|                                                                                            | Low 1             | 2            | 3           | 4           | 5                    | 6            | 7            | 8                    | 9            | High 10              | R<br>Av |
| So you could add your session logs there                                                   | 6.7%<br>(2)       | 10.0%<br>(3) | 6.7%<br>(2) | 3.3%<br>(1) | 13.3%<br>(4)         | 10.0%<br>(3) | 10.0%<br>(3) | 13.3%<br>(4)         | 0.0%<br>(0)  | <b>26.7%<br/>(8)</b> |         |
| So you could have more people to windsurf with                                             | 10.0%<br>(3)      | 6.7%<br>(2)  | 3.3%<br>(1) | 3.3%<br>(1) | <b>23.3%<br/>(7)</b> | 13.3%<br>(4) | 6.7%<br>(2)  | 10.0%<br>(3)         | 10.0%<br>(3) | 13.3%<br>(4)         |         |
| So you can give people more places to windsurf                                             | 3.3%<br>(1)       | 6.7%<br>(2)  | 0.0%<br>(0) | 3.3%<br>(1) | <b>26.7%<br/>(8)</b> | 10.0%<br>(3) | 13.3%<br>(4) | 16.7%<br>(5)         | 13.3%<br>(4) | 6.7%<br>(2)          |         |
| To encourage exploration and adventure                                                     | 3.3%<br>(1)       | 6.7%<br>(2)  | 3.3%<br>(1) | 0.0%<br>(0) | 13.3%<br>(4)         | 3.3%<br>(1)  | 16.7%<br>(5) | <b>23.3%<br/>(7)</b> | 10.0%<br>(3) | 20.0%<br>(6)         |         |
| Other reasons (please specify)                                                             |                   |              |             |             |                      |              |              |                      |              |                      |         |
|                                                                                            | answered question |              |             |             |                      |              |              |                      |              |                      |         |
|                                                                                            | skipped question  |              |             |             |                      |              |              |                      |              |                      |         |

| 20. When you received a buddy log email notification, how motivated were you to: |                   |          |           |          |                  |           |                  |           |          |                    |  |
|----------------------------------------------------------------------------------|-------------------|----------|-----------|----------|------------------|-----------|------------------|-----------|----------|--------------------|--|
|                                                                                  | Low motivation 1  | 2        | 3         | 4        | 5                | 6         | 7                | 8         | 9        | High motivation 10 |  |
| Check out your buddies Session Log                                               | 3.0% (1)          | 3.0% (1) | 6.1% (2)  | 3.0% (1) | 6.1% (2)         | 15.2% (5) | 9.1% (3)         | 21.2% (7) | 9.1% (3) | <b>24.2% (8)</b>   |  |
| Get out on the water so you could add your own                                   | 6.5% (2)          | 6.5% (2) | 3.2% (1)  | 3.2% (1) | <b>19.4% (6)</b> | 9.7% (3)  | <b>19.4% (6)</b> | 12.9% (4) | 3.2% (1) | 16.1% (5)          |  |
| Add your own Session Log                                                         | 10.0% (3)         | 3.3% (1) | 13.3% (4) | 3.3% (1) | 10.0% (3)        | 10.0% (3) | <b>23.3% (7)</b> | 10.0% (3) | 3.3% (1) | 13.3% (4)          |  |
| Other (please specify)                                                           |                   |          |           |          |                  |           |                  |           |          |                    |  |
|                                                                                  | answered question |          |           |          |                  |           |                  |           |          |                    |  |
|                                                                                  | skipped question  |          |           |          |                  |           |                  |           |          |                    |  |

| 21. In your experience, how much did the leader board encourage you to: |                       |          |           |           |           |           |           |           |          |    |
|-------------------------------------------------------------------------|-----------------------|----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|----|
|                                                                         | No encouragement<br>1 | 2        | 3         | 4         | 5         | 6         | 7         | 8         | 9        | en |
| Add more session logs                                                   | 28.1% (9)             | 6.3% (2) | 12.5% (4) | 0.0% (0)  | 15.6% (5) | 9.4% (3)  | 6.3% (2)  | 12.5% (4) | 6.3% (2) |    |
| Increase your ranking                                                   | 34.4% (11)            | 9.4% (3) | 15.6% (5) | 3.1% (1)  | 9.4% (3)  | 6.3% (2)  | 3.1% (1)  | 6.3% (2)  | 9.4% (3) |    |
| Increase a location ranking                                             | 21.9% (7)             | 9.4% (3) | 6.3% (2)  | 15.6% (5) | 6.3% (2)  | 12.5% (4) | 9.4% (3)  | 15.6% (5) | 3.1% (1) |    |
| Compete with others                                                     | 34.4% (11)            | 9.4% (3) | 6.3% (2)  | 6.3% (2)  | 15.6% (5) | 9.4% (3)  | 6.3% (2)  | 6.3% (2)  | 3.1% (1) |    |
| Get out on the water more often                                         | 15.6% (5)             | 6.3% (2) | 0.0% (0)  | 6.3% (2)  | 3.1% (1)  | 9.4% (3)  | 21.9% (7) | 12.5% (4) | 6.3% (2) |    |
|                                                                         |                       |          |           |           |           |           |           |           |          |    |
|                                                                         |                       |          |           |           |           |           |           |           |          |    |
|                                                                         |                       |          |           |           |           |           |           |           |          |    |

| 22. Looking back, how would you rate your experience of using the Session Logs site |                    |          |          |          |          |          |           |           |           |                      |
|-------------------------------------------------------------------------------------|--------------------|----------|----------|----------|----------|----------|-----------|-----------|-----------|----------------------|
|                                                                                     | Not Enjoyable<br>1 | 2        | 3        | 4        | 5        | 6        | 7         | 8         | 9         | Very Enjoyable<br>10 |
| User experience                                                                     | 0.0% (0)           | 3.0% (1) | 0.0% (0) | 6.1% (2) | 3.0% (1) | 3.0% (1) | 27.3% (9) | 18.2% (6) | 21.2% (7) | 18.2% (6)            |
| How and why? (please specify if                                                     |                    |          |          |          |          |          |           |           |           |                      |
|                                                                                     | answered q         |          |          |          |          |          |           |           |           |                      |
|                                                                                     | skipped q          |          |          |          |          |          |           |           |           |                      |

| 23. How connected do you feel within the Windsurf community after using the Session Logs site? |                       |             |              |             |              |              |              |              |             |                         |
|------------------------------------------------------------------------------------------------|-----------------------|-------------|--------------|-------------|--------------|--------------|--------------|--------------|-------------|-------------------------|
|                                                                                                | Not<br>connected<br>1 | 2           | 3            | 4           | 5            | 6            | 7            | 8            | 9           | Very<br>connected<br>10 |
| Connected Locally                                                                              | 0.0% (0)              | 3.1%<br>(1) | 6.3%<br>(2)  | 9.4%<br>(3) | 3.1%<br>(1)  | 12.5%<br>(4) | 15.6%<br>(5) | 18.8%<br>(6) | 9.4%<br>(3) | 21.9% (7)               |
| Connected Nationally                                                                           | 0.0% (0)              | 9.7%<br>(3) | 16.1%<br>(5) | 9.7%<br>(3) | 12.9%<br>(4) | 12.9%<br>(4) | 19.4%<br>(6) | 12.9%<br>(4) | 0.0%<br>(0) | 6.5% (2)                |
|                                                                                                | answers               |             |              |             |              |              |              |              |             |                         |
|                                                                                                | skip                  |             |              |             |              |              |              |              |             |                         |

| 24. Thinking back, what elements attracted you back to the Session Logs site? |                        |             |              |              |              |              |              |              |              |                          |
|-------------------------------------------------------------------------------|------------------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------------------|
|                                                                               | Low<br>attraction<br>1 | 2           | 3            | 4            | 5            | 6            | 7            | 8            | 9            | High<br>attraction<br>10 |
| Adding new session logs                                                       | 12.9% (4)              | 6.5%<br>(2) | 6.5%<br>(2)  | 3.2%<br>(1)  | 6.5%<br>(2)  | 6.5%<br>(2)  | 22.6%<br>(7) | 12.9%<br>(4) | 6.5%<br>(2)  | 16.1%                    |
| Adding new locations                                                          | 9.7% (3)               | 6.5%<br>(2) | 6.5%<br>(2)  | 9.7%<br>(3)  | 16.1%<br>(5) | 9.7%<br>(3)  | 16.1%<br>(5) | 16.1%<br>(5) | 6.5%<br>(2)  | 3.2% (1)                 |
| Adding new images                                                             | 23.3% (7)              | 3.3%<br>(1) | 0.0%<br>(0)  | 13.3%<br>(4) | 20.0%<br>(6) | 6.7%<br>(2)  | 13.3%<br>(4) | 10.0%<br>(3) | 6.7%<br>(2)  | 3.3% (1)                 |
| Adding comments                                                               | 26.7% (8)              | 6.7%<br>(2) | 10.0%<br>(3) | 6.7%<br>(2)  | 10.0%<br>(3) | 10.0%<br>(3) | 13.3%<br>(4) | 6.7%<br>(2)  | 3.3%<br>(1)  | 6.7% (2)                 |
| Reading sessions logs                                                         | 3.3% (1)               | 0.0%<br>(0) | 0.0%<br>(0)  | 3.3%<br>(1)  | 13.3%<br>(4) | 10.0%<br>(3) | 30.0%<br>(9) | 13.3%<br>(4) | 10.0%<br>(3) | 16.7%                    |
| Browsing locations                                                            | 3.1% (1)               | 3.1%<br>(1) | 9.4%<br>(3)  | 3.1%<br>(1)  | 6.3%<br>(2)  | 6.3%<br>(2)  | 28.1%<br>(9) | 18.8%<br>(6) | 9.4%<br>(3)  | 12.5%                    |
| Seeing who has been out                                                       | 3.2% (1)               | 3.2%<br>(1) | 9.7%<br>(3)  | 6.5%<br>(2)  | 9.7%<br>(3)  | 6.5%<br>(2)  | 12.9%<br>(4) | 22.6%<br>(7) | 6.5%<br>(2)  | 19.4%                    |
| Seeing what locations are active                                              | 6.5% (2)               | 3.2%<br>(1) | 0.0%<br>(0)  | 3.2%<br>(1)  | 9.7%<br>(3)  | 9.7%<br>(3)  | 19.4%<br>(6) | 25.8%<br>(8) | 9.7%<br>(3)  | 12.9%                    |
|                                                                               | Other (1)              |             |              |              |              |              |              |              |              |                          |
|                                                                               | answers                |             |              |              |              |              |              |              |              |                          |
|                                                                               | skip                   |             |              |              |              |              |              |              |              |                          |

| 25. How useful did you find the locations map?       |                          |             |             |             |              |              |             |                      |              |                      |                   |
|------------------------------------------------------|--------------------------|-------------|-------------|-------------|--------------|--------------|-------------|----------------------|--------------|----------------------|-------------------|
|                                                      | Not<br>at all<br>1       | 2           | 3           | 4           | 5            | 6            | 7           | 8                    | 9            | Very<br>useful<br>10 | Rating<br>Average |
| For finding new locations                            | 9.7%<br>(3)              | 0.0%<br>(0) | 9.7%<br>(3) | 6.5%<br>(2) | 12.9%<br>(4) | 12.9%<br>(4) | 6.5%<br>(2) | <b>16.1%<br/>(5)</b> | 9.7%<br>(3)  | <b>16.1%<br/>(5)</b> | 6.2               |
| For finding known locations                          | 6.5%<br>(2)              | 0.0%<br>(0) | 6.5%<br>(2) | 3.2%<br>(1) | 19.4%<br>(6) | 9.7%<br>(3)  | 3.2%<br>(1) | <b>29.0%<br/>(9)</b> | 6.5%<br>(2)  | 16.1%<br>(5)         | 6.6               |
| As a way to navigate around<br>locations on the site | 9.7%<br>(3)              | 0.0%<br>(0) | 6.5%<br>(2) | 3.2%<br>(1) | 16.1%<br>(5) | 9.7%<br>(3)  | 6.5%<br>(2) | <b>22.6%<br/>(7)</b> | 12.9%<br>(4) | 12.9%<br>(4)         | 6.5               |
| Other (please specify)                               |                          |             |             |             |              |              |             |                      |              |                      |                   |
|                                                      | <i>answered question</i> |             |             |             |              |              |             |                      |              |                      |                   |
|                                                      | <i>skipped question</i>  |             |             |             |              |              |             |                      |              |                      |                   |

| 26. Do you believe your windsurfing activity has changed since using the Session Logs site? |                          |       |                     |
|---------------------------------------------------------------------------------------------|--------------------------|-------|---------------------|
|                                                                                             |                          |       |                     |
|                                                                                             |                          |       | Response<br>Percent |
|                                                                                             |                          |       | Response<br>Count   |
| Yes                                                                                         | <div></div>              | 25.0% | 8                   |
| No                                                                                          | <div></div>              | 75.0% | 24                  |
| How (please specify if you can)                                                             |                          |       | 16                  |
|                                                                                             | <i>answered question</i> |       | 32                  |
|                                                                                             | <i>skipped question</i>  |       | 12                  |

| 27. How did receiving the following email notifications influence you in returning to the site? |                       |             |             |              |              |             |                      |              |              |                         |
|-------------------------------------------------------------------------------------------------|-----------------------|-------------|-------------|--------------|--------------|-------------|----------------------|--------------|--------------|-------------------------|
|                                                                                                 | Low<br>influence<br>1 | 2           | 3           | 4            | 5            | 6           | 7                    | 8            | 9            | High<br>influence<br>10 |
| Buddy request emails                                                                            | 13.3%<br>(4)          | 6.7%<br>(2) | 3.3%<br>(1) | 10.0%<br>(3) | 6.7%<br>(2)  | 6.7%<br>(2) | 13.3%<br>(4)         | 13.3%<br>(4) | 10.0%<br>(3) | <b>16.7% (5)</b>        |
| Session Log notification emails                                                                 | 3.2% (1)              | 0.0%<br>(0) | 6.5%<br>(2) | 6.5%<br>(2)  | 9.7%<br>(3)  | 3.2%<br>(1) | <b>19.4%<br/>(6)</b> | 16.1%<br>(5) | 16.1%<br>(5) | <b>19.4% (6)</b>        |
| Comment notification emails                                                                     | <b>30.0% (9)</b>      | 3.3%<br>(1) | 3.3%<br>(1) | 3.3%<br>(1)  | 10.0%<br>(3) | 0.0%<br>(0) | 13.3%<br>(4)         | 10.0%<br>(3) | 6.7%<br>(2)  | 20.0%<br>(6)            |
|                                                                                                 | answered              |             |             |              |              |             |                      |              |              |                         |
|                                                                                                 | skipped               |             |             |              |              |             |                      |              |              |                         |

| 28. Reflecting on your use of the site, please rate the following in terms of attracting you back to the site to add a Session Log. |                        |              |              |                      |                      |              |                      |             |              |                          |
|-------------------------------------------------------------------------------------------------------------------------------------|------------------------|--------------|--------------|----------------------|----------------------|--------------|----------------------|-------------|--------------|--------------------------|
|                                                                                                                                     | Low<br>attraction<br>1 | 2            | 3            | 4                    | 5                    | 6            | 7                    | 8           | 9            | High<br>attraction<br>10 |
| Top Loggers Leader Board                                                                                                            | <b>17.9% (5)</b>       | 14.3%<br>(4) | 14.3%<br>(4) | <b>17.9%<br/>(5)</b> | 10.7%<br>(3)         | 3.6%<br>(1)  | 10.7%<br>(3)         | 0.0%<br>(0) | 3.6%<br>(1)  | 7.1% (1)                 |
| Top Spots Leader Board                                                                                                              | 14.3% (4)              | 10.7%<br>(3) | 14.3%<br>(4) | 10.7%<br>(3)         | <b>17.9%<br/>(5)</b> | 10.7%<br>(3) | 10.7%<br>(3)         | 3.6%<br>(1) | 3.6%<br>(1)  | 3.6% (1)                 |
| Number of buddies that logged sessions on Home Page Location cards                                                                  | <b>14.3% (4)</b>       | 10.7%<br>(3) | 7.1%<br>(2)  | 10.7%<br>(3)         | 10.7%<br>(3)         | 10.7%<br>(3) | <b>14.3%<br/>(4)</b> | 7.1%<br>(2) | 10.7%<br>(3) | 3.6% (1)                 |
| Session Shout Box                                                                                                                   | <b>25.9% (7)</b>       | 14.8%<br>(4) | 7.4%<br>(2)  | 18.5%<br>(5)         | 14.8%<br>(4)         | 7.4%<br>(2)  | 0.0%<br>(0)          | 3.7%<br>(1) | 3.7%<br>(1)  | 3.7% (1)                 |
| Session bars under your icon                                                                                                        | <b>22.2% (6)</b>       | 7.4%<br>(2)  | 14.8%<br>(4) | 14.8%<br>(4)         | 18.5%<br>(5)         | 3.7%<br>(1)  | 0.0%<br>(0)          | 7.4%<br>(2) | 7.4%<br>(2)  | 3.7% (1)                 |
|                                                                                                                                     | Other (please specify) |              |              |                      |                      |              |                      |             |              |                          |
|                                                                                                                                     | answered               |              |              |                      |                      |              |                      |             |              |                          |
|                                                                                                                                     | skipped                |              |              |                      |                      |              |                      |             |              |                          |

| 29. As time went on, did your motivation to add a Session Log change? |                   |                   |                 |           |                 |                   |               |                |
|-----------------------------------------------------------------------|-------------------|-------------------|-----------------|-----------|-----------------|-------------------|---------------|----------------|
|                                                                       | High decrease     | Moderate decrease | Slight decrease | No change | Slight increase | Moderate increase | High increase | Rating Average |
| Change in motivation                                                  | 0.0% (0)          | 16.7% (5)         | 0.0% (0)        | 30.0% (9) | 30.0% (9)       | 16.7% (5)         | 6.7% (2)      | 4.50           |
| Reason you feel the change happened?                                  |                   |                   |                 |           |                 |                   |               |                |
|                                                                       | answered question |                   |                 |           |                 |                   |               |                |
|                                                                       | skipped question  |                   |                 |           |                 |                   |               |                |

| 30. Can you think of any areas currently within the site that could be improved or made easier to use. |                   |       |                |
|--------------------------------------------------------------------------------------------------------|-------------------|-------|----------------|
|                                                                                                        |                   |       | Response Count |
| Yes                                                                                                    | <div></div>       | 36.7% | 11             |
| No                                                                                                     | <div></div>       | 63.3% | 19             |
| Could you tell me which parts, and how they could be improved for you?                                 |                   |       | 12             |
|                                                                                                        | answered question |       | 30             |
|                                                                                                        | skipped question  |       | 14             |

| 31. Are there any new features that you think are missing or would improve your experience of the Session Logs site? |                   |                |
|----------------------------------------------------------------------------------------------------------------------|-------------------|----------------|
|                                                                                                                      |                   | Response Count |
|                                                                                                                      |                   | 9              |
|                                                                                                                      | answered question | 9              |
|                                                                                                                      | skipped question  | 35             |

| 32. At any stage did you completely stop using the Session Logs site? |                        |                  |                |
|-----------------------------------------------------------------------|------------------------|------------------|----------------|
|                                                                       |                        | Response Percent | Response Count |
| Yes                                                                   | <div><div></div></div> | 36.4%            | 12             |
| No                                                                    | <div><div></div></div> | 63.6%            | 21             |
| Can you tell me why?                                                  |                        |                  | 15             |
|                                                                       | answered question      |                  | 33             |
|                                                                       | skipped question       |                  | 11             |