

2014 WBCCI Survey Results

In October 2014 a survey of WBCCI members was sent to 5028 members with email addresses on file at the Corporate Office and also published in the Blue Beret. 1456 members responded to the survey online and 90 members responded to the BB version in print format . The ECC wishes to thank Hazel Knopp for compiling the printed responses.

These results represent the opinions shared in both survey versions.

1. What is your age range?

	Response Ratio
Under 50	6%
50s	14%
60s	39%
70s+	41%
No Responses	<1%
Total	100%

2. How long have you been a member of WBCCI?

	Response Ratio
0-2 years	24%
3-5 years	18%
6-10 years	22%
11-20 years	21%
over 20 years	16%
Total	100%

3. What is your employment status?

	Response Ratio
Employed Full Time	21%
Employed Part-Time	7%
Retired	68%
Other	3%
Total	100%

4. Why did you join WBCCI? (Check all that apply.)

	Response Ratio
For camping and travel opportunities	32%
Because you purchased an Airstream	35%
Because a WBCCI member encouraged	22%
WBCCI literature convinced you to join	4%
Other	8%
Total	100%

5. Which of the following influenced you to join your present unit? (Check all that apply.)

	Response Ratio
Geographical Location of Unit	58%
Friends in the unit	23%
Information about the unit on a website	6%
Member at Large - Do not belong to a unit	4%
Other	10%
Total	100%

6. At what levels of WBCCI do you participate regularly? (Check all that apply)

	Response Ratio
Unit	48%
Region	23%
International	14%
None	15%
Total	100%

7. Have you ever been an officer in WBCCI? (Check all levels at which you have held an office.)

	Response Ratio
Unit	40%
Region	6%
International	3%
None	51%
Total	100%

8. What types of WBCCI rallies have you attended in the past? (Check all that apply)

	Response Ratio
Unit	33%
Region	25%
National / Special Events	16%
International	19%
None	7%
Total	100%

9. What types of rally schedules do you prefer?

	Response Ratio
A full schedule of daily activities	4%
Loosely scheduled activities	19%
A mixture of scheduled activities and free	73%
No Responses	4%
Total	100%

10. What caravans have you been on? (Check all that apply)

	Response Ratio
Unit	31%
Region	15%
National	28%
None	50%
Total	123%

11. Are you planning to join a caravan in the future?

	Response Ratio
Yes	40%
No	20%
Maybe	40%
No Responses	<1%
Total	100%

12. If you anticipate joining a caravan, what length of caravan would you prefer?

	Response Ratio
4-7 days	30%
8-14 days	35%
15-28 days	22%
29+ days	13%
Total	100%

13. Have you ever attended a WBCCI International Rally in the past?

	Response Ratio
Yes	49%
No If not, please explain the reason(s).	50%
No Responses	<1%
Total	100%

14. Do you plan to attend an International Rally in the future?

	Response Ratio
Yes	35%
No. If not, please explain the reason(s) in	24%
Maybe	42%
No Responses	0%
Total	100%

15. If you plan to attend an International Rally, what length of Rally would you prefer? (Check all that apply)

	Response Ratio
Fewer than 5 days	25%
5-7 days	46%
7-10 days	12%
No Responses	46%
Total	100%

16. What types of International Rally seminars would interest you? (Check all that apply.)

	Response Ratio
Airstream Maintenance and Technical	43%
Club Leadership	8%
Hobbies / Craft	20%

Computer/Smart Phone/Tablet Technology	21%
Other	8%
Total	100%

17. Which club communication tools do you use / read? (Please tell us how often you use each tool.)

	Never	Rarely	Sometimes	Often
Blue Beret, print version	2%	5%	18%	75%
Blue Beret, online version	21%	3%	42%	34%
News & Views	15%	10%	34%	40%
Unit/Region Newsletters, print version	28%	11%	16%	45%
Unit Region Newsletters, online version	10%	9%	21%	60%
WBCCI websites (unit, region, or main club)	9%	18%	41%	31%
Social Media (WBCCI Facebook Pages and/or	53%	13%	16%	18%

18. How comfortable are you in expressing your opinion or asking questions regarding club operations?

	Not at all comfortable	Fairly comfortable	Very comfortable
At the Unit Level	7%	28%	64%
At the Region Level	19%	39%	41%
At the International Level	33%	39%	41%

19. Do you participate in Internet Forums such as AirForums, RV.Net or Escapees Forums?

	Response Ratio
Yes	49%
No	49%
No Responses	1.7%
Total	100%

20. Please share your opinion of how much time the club spends on club business:

	Too much	A little too much	About the right amount	Not enough
	17%	18%	62%	4%

21. From only your personal experience and preference, do you feel the international club is:

	Response Ratio
Too Formal	52%
Too casual	2%
About the right level of formality	30%
No Responses	16%
Total	100%