

# **Alpine Club of Canada: Centennial Year Member Survey**

**Final Report**

Prepared for  
Alpine Club of Canada

By

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## I. INTRODUCTION

The Alpine Club of Canada (ACC) is the country's premiere national mountaineering organization. The Alpine Club of Canada has been serving the needs of people interested in mountaineering in Canada since 1906. As a part of a larger Centennial Campaign, the Alpine Club of Canada contracted the Population Research Lab (PRL) to conduct a member satisfaction survey to gain information on the membership and to aid in planning the future direction of the club. The Population Research Lab conducted an online survey of ACC members during the period from October 1<sup>st</sup> to November 1<sup>st</sup> 2006. This report provides a summary of the results from the 2006 survey of Alpine Club members. In addition, the results from the current survey are compared to a 1998 membership survey conducted by the ACC, whenever possible.

## II. METHOD

*The respondents.* The membership survey was directed at current ACC members. At the onset of the project, the ACC provided the PRL with a membership database which included names and email addresses. This list included 6831 members, which, due to periodic nature of membership renewal, included some members who had not yet renewed their memberships. The database included 5062 members who had provided their email address to the ACC. Once the list was cleared of corrupt email addresses and duplicates (mostly due to family memberships), 4774 email addresses remained, which represents 70% of the original membership list. Those members who had valid email addresses were emailed an invitation to complete the survey. Some of the email addresses were either outdated or incorrect and were returned undelivered (N=277,

6% of those emailed). A complete list of incorrect email addresses was provided to the ACC in order for the ACC to update their email database.

Members without a valid email addresses in the master database were solicited through the ACC Gazette and directed to a survey link on the ACC website. A total of 1774 members completed the survey with 1580 originating from an email invitation and 194 through the web link. From this point forward, the 1774 members who completed this survey will be referred to as the respondents.

***Instrument.*** Respondents completed a short online survey that took approximately 10 minutes to complete. The survey instrument was initially developed in consultation with Alpine Club of Canada executives. Feedback from a small group of club members was used to further refine the survey instrument. The survey instrument featured questions concerning membership information, benefits used, satisfaction with member benefits, and section specific questions. The survey also had several open-ended questions which asked for general feedback and comments.

The survey invitation and introduction provided a brief description of the project, informed consent and contact names for further information. The instructions assured respondents that their participation was voluntary, and that all information collected would be used only for the indicated purpose in conformity with the Alberta Freedom of Information and Protection of Privacy (FOIPP) Act. Respondents were also assured that the Population Research Laboratory would keep all personal information confidential, and that survey results would be aggregated and would not identify individual responses. Substantive and technological concerns (i.e. computer help, security) on the survey were

directed toward the Research Analyst at the Population Research Laboratory. A complete copy of the survey instrument can be found in appendix B.

***Procedure.*** The online survey was initially launched on September 20<sup>th</sup>, 2006 but most members did not receive a survey invitation until September 27<sup>th</sup> due to a computer program error. Members without valid email addresses in the ACC database were able to complete the survey via an online link that was published on the web on October 1<sup>st</sup>. It is important to note that every mode of survey delivery is susceptible to bias, and web surveys have the tendency to be biased towards respondents who have knowledge of the internet and of computers. Although it is difficult to validate due to the lack of information regarding the sample population, it is reasonable to consider this sample representative due to the high response level found for this survey (see results section for greater detail).

The data collected were compiled using the features of the Survey9 system and then exported into the *SPSS for Windows* computer program. The data was checked for system-missing values, labels and inconsistencies before being aggregated for this report.

### **III. RESULTS**

Results are presented in five sections: Member Demographics, Frequent Activities, Satisfaction with Member Benefits, Future Direction of the ACC, and Section Specific Questions. It is important to note that not all respondents answered all questions so the total number of responses to each question varies.

## Member Demographics

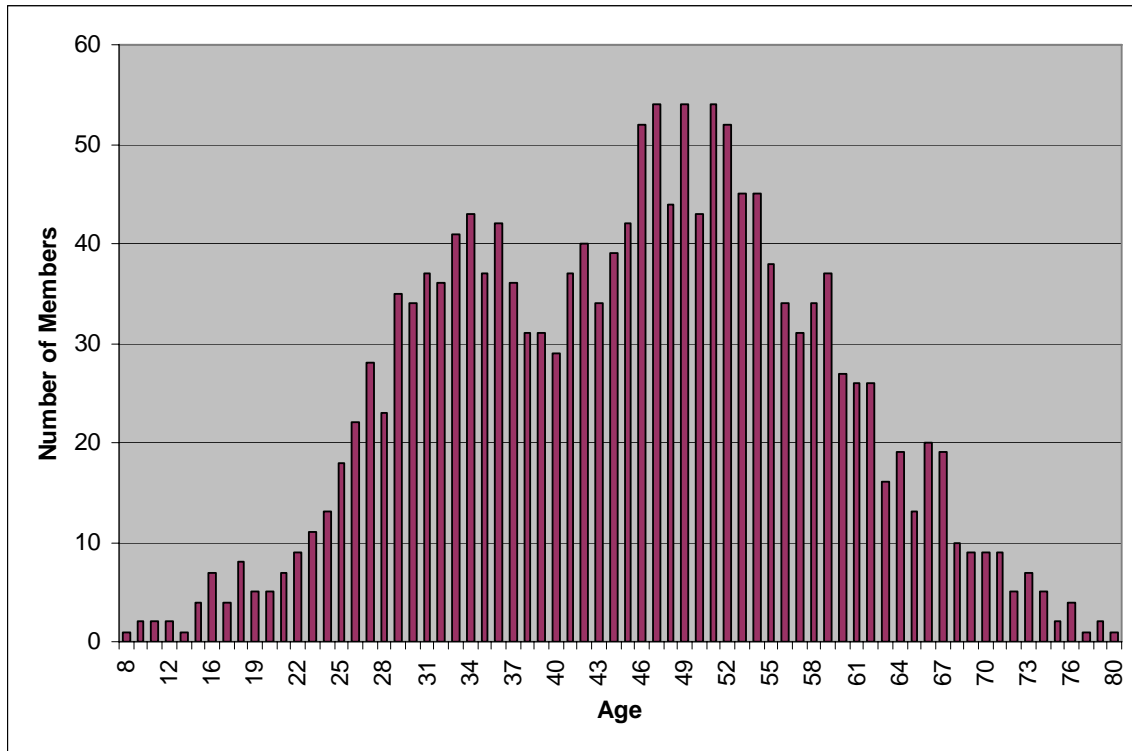
*Gender.* The majority of member who responded to the survey were male (N=1217, 69%) rather than female (N=550, 31%).

**Table 1: Gender of Respondents**

	Frequency	Percent
Male	1217	69%
Female	550	31%
Total	1767	100%

*Age.* Respondents range in age from 8 to 80 years. The median age of respondents surveyed was 45 years and the average age was also 45 years. Figure 1 provides a graphical display of the age breakdown of the respondents. This figure was provided to illustrate that the average (mean) age falls between two concentrations of member ages, the first centered around 33 years and the second centered around 49 years. Table 2 provides a comparison of the age breakdown between the 1998 and 2006 member surveys using the same categories that were provided in the 1998 report (more detailed information from 1998 was not available). There is some evidence that the overall membership has aged, but this difference is small.

**Figure 1: Age of Respondents**



**Table 2: Age of Respondents: 1998 and 2006**

	1998		2006	
	Frequency	Percent	Frequency	Percent
<18 years	9	1%	23	1%
18-25 years	41	4%	76	5%
26-35 years	215	21%	336	20%
36-50 years	443	43%	608	37%
>50 years	327	32%	600	37%
Total	1035	100%	1643	100%

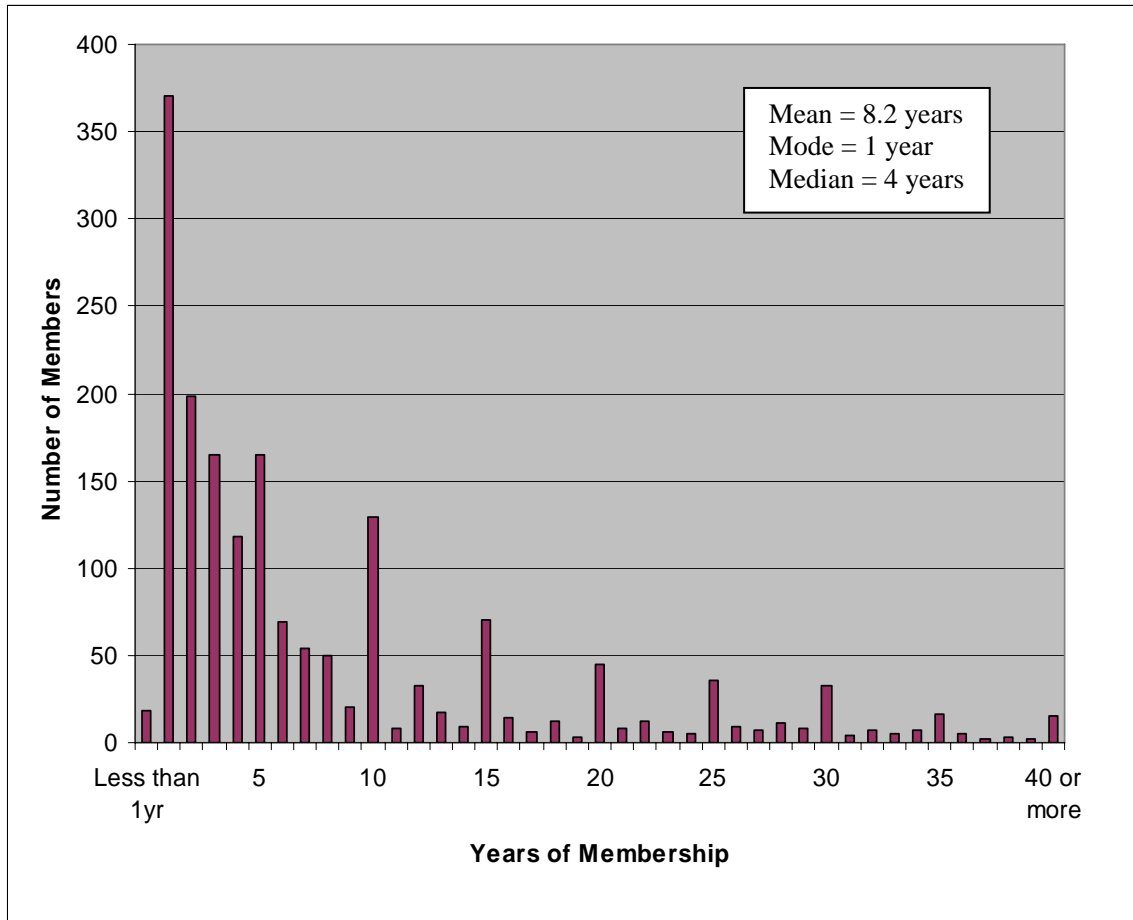
**Type of membership.** Table 3 provides a breakdown of the type of membership that respondents reported in 1998 and 2006. Single memberships are the most common type of membership (65%). The distribution of membership types remains unchanged from 1998.

**Table 3: Type of Membership**

	1998		2006	
	Frequency	Percent	Frequency	Percent
Single	707	68%	1161	65%
Family	283	27%	585	33%
Youth	4	0%	19	1%
Life member	42	4%	9	1%
Total	1036	100%	1774	100%

**Length of Membership.** Although the average length of membership is 8.2 years, the most frequently reported length of membership is 1 year (i.e., mode = 1 year). Asking respondents to recall how long they have been members resulted in the more senior respondents rounding to 5 year markers. This trend can be seen in Figure 2 where there are sharp spikes in membership lengths at each 5 year interval. Table 4 compares the length of membership reported in the 1998 and 2006 surveys. The categories for Table 4 were taken from the 1998 report which provided only this level of detail. A more detailed breakdown of the 2006 results can be found in Appendix A. There are more new members reported in the 2006 results, suggesting that the ACC has more new members than it did in 1998. These results, however, could be influenced by the difference in the type of survey that was conducted in 1998 (mail out) versus 2006 (online) so caution must be used in drawing conclusions.

**Figure 2: Length of Membership**



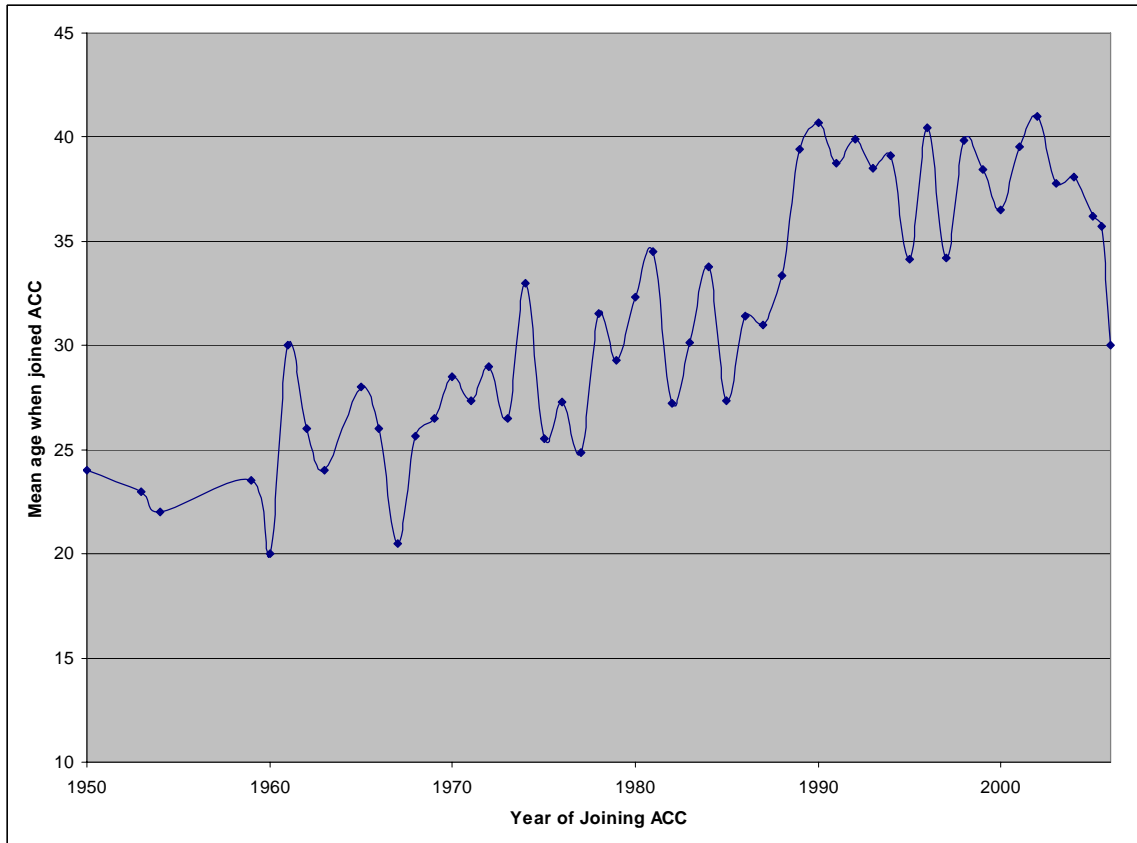
**Table 4: Length of Membership: 1998 and 2006**

	1998		2006	
	Frequency	Percent	Frequency	Percent
0-2 years	252	25%	586	33%
3-6 years	306	30%	517	29%
7-10 years	134	13%	253	14%
11 or more years	320	32%	418	24%
Total	1012	100%	1774	100%

*Average Age of New Members.* In order to examine whether or not the membership has become older, the age at joining the ACC was calculated for each respondent (Age-Years of Membership=Age at Joining). Then, for each of the past fifty years, a mean (average) age at joining was calculated (2006-years of membership=year at

joining). A plot of these results can be found in Figure 3 below, where a noticeable upward trend exists in average age at joining. Although other explanations are possible, this data is consistent with the hypothesis that the average age of new members has risen in the past fifty years.

**Figure 3: Average Age of New Members Has Risen**



**Educational Background.** Respondents are highly educated. Nearly all of the respondents have post-secondary education (92%) and a high number have advanced degrees (34% with Masters or PhD).

**Table 5: Educational Background**

	Frequency	Percent
Bachelor's degree	617	35%
Master's degree	376	21%
College or technical institute diploma	285	16%
Doctorate	224	13%
Some post-secondary education	121	7%
Other	61	3%
High school diploma	60	3%
Less than high school	21	1%
Total	1765	100%

**Province of Residence.** Table 6 provides a breakdown of the where respondents reside. The majority of respondents live in Alberta and British Columbia (64.3%).

**Table 6: Province of Residence**

	Frequency	Percent
Alberta	735	41.5%
British Columbia	405	22.9%
Ontario	209	11.8%
I live outside of Canada	187	10.6%
Quebec	144	8.1%
Manitoba	43	2.4%
Saskatchewan	38	2.1%
New Brunswick	3	0.2%
Newfoundland	3	0.2%
Yukon	2	0.1%
Nova Scotia	1	0.1%
Nunavut	1	0.1%
Prince Edward Island	1	0.1%
Total	1772	100.0%

***Section Affiliation.*** Respondents were asked to select the section or sections to which they were affiliated. This information is combined along with the total number of respondents affiliated with each section in Table 7 below. The table shows that most sections had a very high completion rate, with the Okanagan section having the highest (57%). It is noteworthy that the completion rate for the Thunder Bay section is much lower than the completion rates for the other sections. The Thunder Bay section, however, was not listed as an option on the web survey until the error was discovered ten days after the survey launch. This oversight is likely the main reason for this lower response rate, as potential Thunder Bay section respondents were unable to select their correct section and likely chose 'Don't know' instead. It is important to note that some respondents reported up to 3 different section affiliations and Table 7 displays all section affiliations. For this reason there are more section affiliations (1867) than there are respondents to the survey (1774).

**Table 7: Section Affiliation**

	<b>Total</b>	<b>Completed Survey</b>	<b>Percentage Completed</b>
Calgary	785	346	44%
Central Alberta	33	14	42%
Comp Climbing	145	8	6%
Edmonton	417	174	42%
Jasper/Hinton	82	29	35%
Manitoba	80	38	48%
Montreal	306	103	34%
Okanagan	83	47	57%
Ottawa	217	70	32%
Outaouais	103	44	43%
Prince George	67	34	51%
RMS	687	259	38%
Saint Boniface	52	12	23%
Saskatchewan	100	39	39%
Thunder Bay	142	13	9%
Toronto	287	93	32%
Unaffiliated	1601	270	17%
Vancouver	331	133	40%
Vancouver Island	193	64	33%
Whistler	94	25	27%
Don't Know	0	52	
<b>Total*</b>	<b>5805</b>	<b>1867</b>	<b>32%</b>

\*Total represents all of the section affiliations reported by respondents; with 3 section affiliations being the maximum number of section affiliations chosen by a respondent.

***Other Outdoor Club Memberships.*** Respondents were asked whether they were also members of other outdoor clubs. Most respondents reported that they do not have membership in any other outdoor clubs (N=1042, 69%). Respondents that do have memberships in other outdoor clubs are involved with a diverse selection of organizations, with no one club accounting for more than 2% of ACC respondents. A complete listing is provided in appendix C.

**Table 8: Other Outdoor Club Memberships**

	Frequency	Percent of Respondents
I don't belong to any other outdoor clubs	1042	69%
Other outdoor club (see appendix C)	340	22%
BC Mountain Club	35	2%
Calgary Mountain Club	32	2%
Rocky Mountain Ramblers	26	2%
Calgary Outdoor Club	21	1%
Sierra Club of Canada	16	1%
Grant McEwan Mountain Club	15	1%
Bruce Trail Club	13	1%
North Shore Hikers	11	1%
Edmonton Outdoor Club	5	0%
UBC Varsity Outdoor Club	5	0%
CORE	1	0%
Total	1562	

### **Frequent Activities**

**Level of Membership Usage.** Respondents were asked to rate their level of membership usage. Table 9 provides a breakdown of member responses from the 1998 and 2006 surveys. Overall, there are more respondents reporting less frequent membership usage in 2006 than in 1998. The difference between reported usage levels for 2006 and 1998 is small and could be due to the difference in survey delivery method (mail out versus online).

**Table 9: Level of Membership Usage**

	1998		2006	
	Frequency	Percent	Frequency	Percent
Infrequent	554	54%	983	59%
Average	384	38%	574	35%
Heavy	80	8%	102	6%
Total	1018	100%	1659	100%

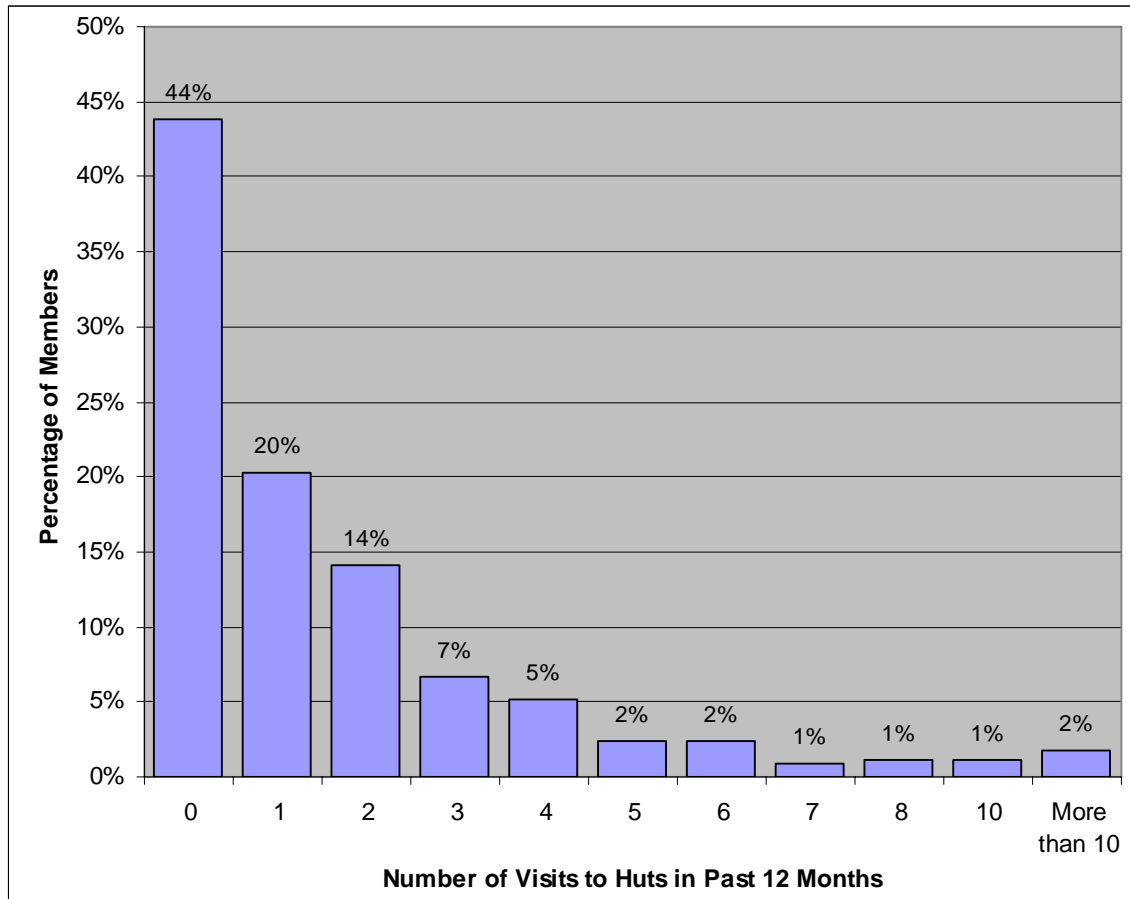
**Frequent Activities.** Respondents were asked to select the activities that they frequently (4 or more times per year) participate in. Table 10 displays the percentage of respondents who selected each activity. Not surprisingly, eighty-six percent of respondents reported to be frequent hikers (N=1522, 86%)!

**Table 10: Frequent Activities (Percent of Respondents who Frequently Enjoy... )**

Percent of Respondents who Frequently Enjoy...	Percent
Hiking	86%
Scrambling	55%
Backpacking	52%
Backcountry skiing	51%
Traditional Alpine climbing	42%
Nordic skiing	39%
Mountain biking	33%
Canoeing/Kayaking	33%
Sport climbing	33%
Ice climbing	22%
Other	10%
Orienteering	3%
Competition Climbing	2%
Competition Skiing	1%

**Visits to Huts.** Respondents were asked how many times they visited an ACC hut in the past year. Forty-nine percent of respondents surveyed reported taking between one and five trips to ACC huts in the past year (49%, N=839). The most frequent answer was zero times (44%) and the overall average was 1.7 trips (SD= 3.2). The highest answer reported was 40 trips. Figure 4 presents a graphical display of the number of trips respondents reporting taking to ACC huts in the past year.

**Figure 4: Number of Visits to Huts in the Past 12 Months**



**Member Benefits Usage.** Respondents were asked which club benefits they used in the past year. The most frequently reported benefit of the ACC was a stay at one of the national huts (N=730, 42%). It is interesting to note that forty-nine percent of respondents reported at least one hut stay in a previous question but only forty-two percent of respondents reported staying at a hut when asked in the context of benefits used. Twelve percent of respondents surveyed reported that they did not use any of the club benefits in the past year (N=210, 12%).

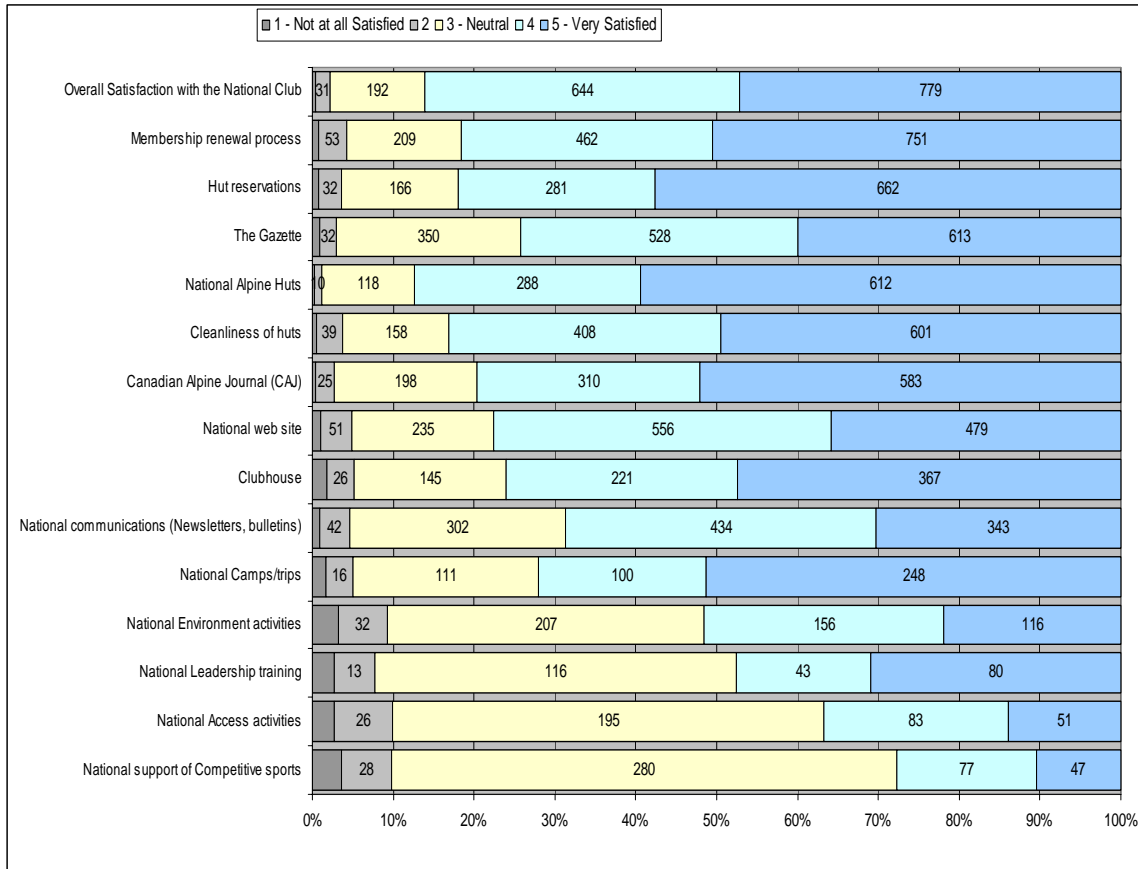
**Table 11: Member Benefits Used in the Past Year**

	Frequency	Percent
National Alpine Hut stay	730	42%
Canadian Alpine Journal (CAJ)	659	38%
Section trip	579	33%
Section meeting	426	25%
Club social event	396	23%
Clubhouse stay	369	21%
None of the above	210	12%
Section course	185	11%
National club camp/trip	161	9%
Other	88	5%
Safety Committee web site	48	3%
Competition climbing event	44	3%
National Leadership course	24	1%
Competition skiing event	6	0%

**Satisfaction with Member Benefits**

**Satisfaction with National Club Benefits.** Respondents were asked to rate their satisfaction with the national club benefits on a 5-point scale. The five point scale was anchored by ‘Not at all satisfied’ on one end and by ‘Very Satisfied’ on the other end. The mid-point of the scale was labeled ‘Neutral’ and there was one unlabelled level in-between each end anchor and the neutral point, representing more moderate levels of satisfaction and dissatisfaction. Figure 5 provides a graphical description of the levels of satisfaction for each of the national club benefits, with items receiving the highest satisfaction scores listed at the top. It is important to note that not all respondents gave a satisfaction score for each item so the number of people who responded to each item varies greatly. The number of people who gave each ranking is listed within each level on the bar chart.

**Figure 5: Satisfaction with National Club Benefits**



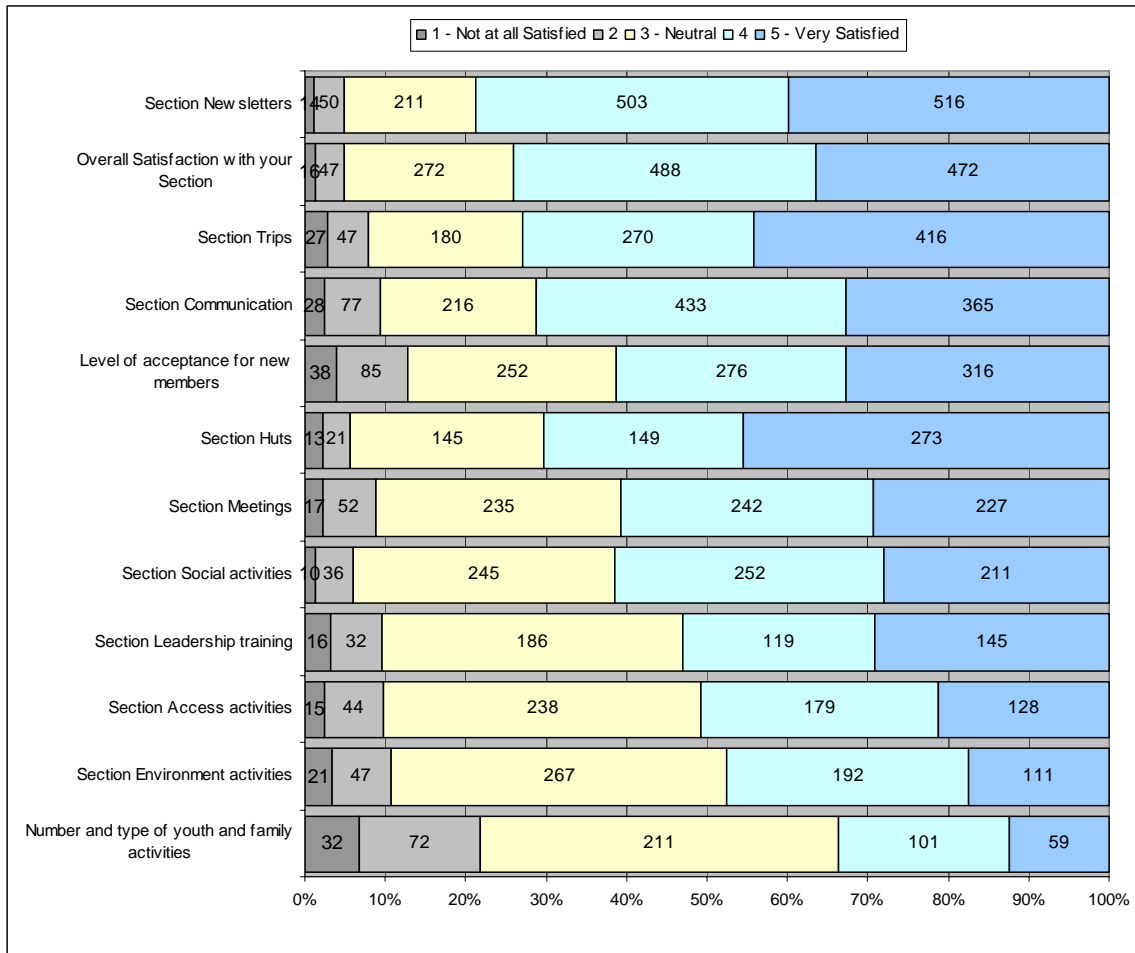
**Comments regarding National Club Benefits.** Respondents were prompted to add any comments that they might have regarding their satisfaction with the national club benefits. Twenty-four percent of respondents wrote comments which covered an extremely diverse set of topics (N=422, 24%). The comments were coded to provide a broad overview of the types of concerns that respondents wrote about. Table 12 provides a summary of the most frequently raised topics. By necessity this table is an overly simplistic representation of the wealth of information that exists in this type of open-ended comments. A complete listing of the comments can be found in appendix D and it is highly recommended to read these comments in depth.

**Table 12: Coded Comments Regarding National Club Benefits**

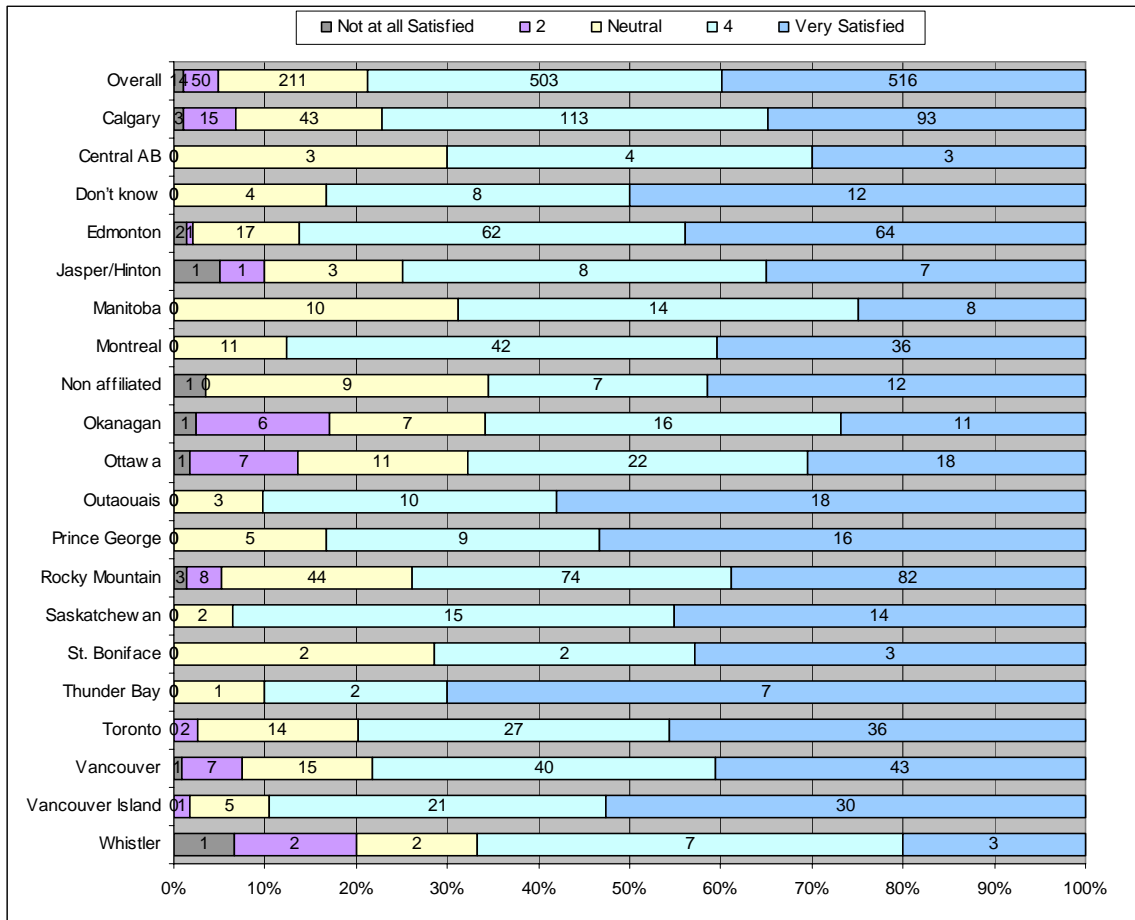
	Frequency	Percent
Overall satisfaction/no criticisms	139	8%
Reservation and section specific concerns	46	3%
General comments	43	2%
CAJ/Online information/utilities	41	2%
Staff and policies	25	1%
Events and activities	25	1%
Membership renewal/concerns	22	1%
Fees/price issues	21	1%
Hostel and intra-member issues	20	1%
Hut and facility utilities/cleanliness	17	1%
Mission statement/tradition/environment	12	1%
French translation	11	1%
Total	422	24%

**Satisfaction with Section Club Benefits.** Respondents were asked to rate their satisfaction with their section club benefits on the same 5-point satisfaction scale as was used in the national member satisfaction questions. Figure 6 provides a graphical description of the overall levels of satisfaction for each of the section club benefits, with items receiving the highest satisfaction scores listed at the top. Once again, it is important to note that not all respondents gave a satisfaction score for each item, so the number of people who responded to each item varies greatly. The number of people who gave each ranking is listed within each level on the bar chart. Figures 7 to 18 display the responses to each of the section satisfaction questions broken down by section. Within Figures 7 to 18 an aggregated satisfaction level is presented first, followed by responses from respondents from each section listed in alphabetical order.

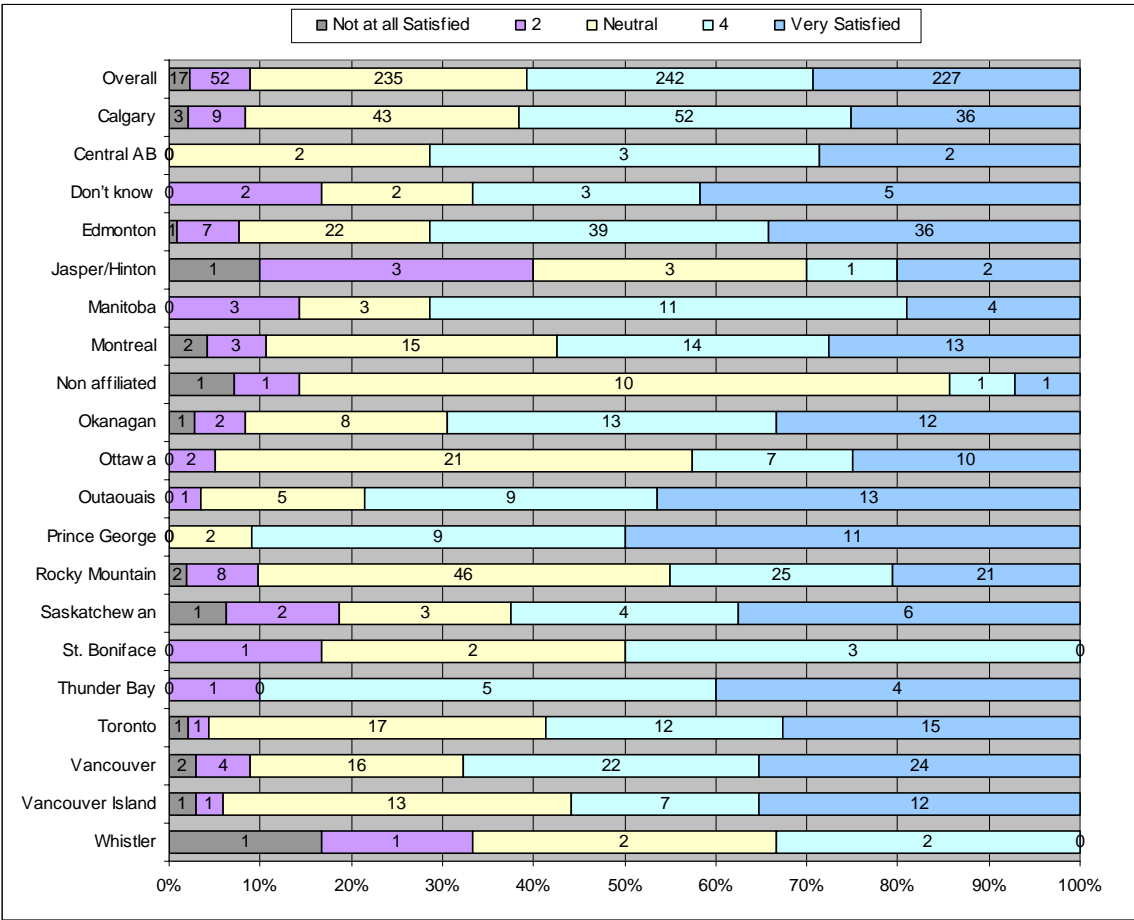
**Figure 6: Satisfaction with Section Club Benefits**



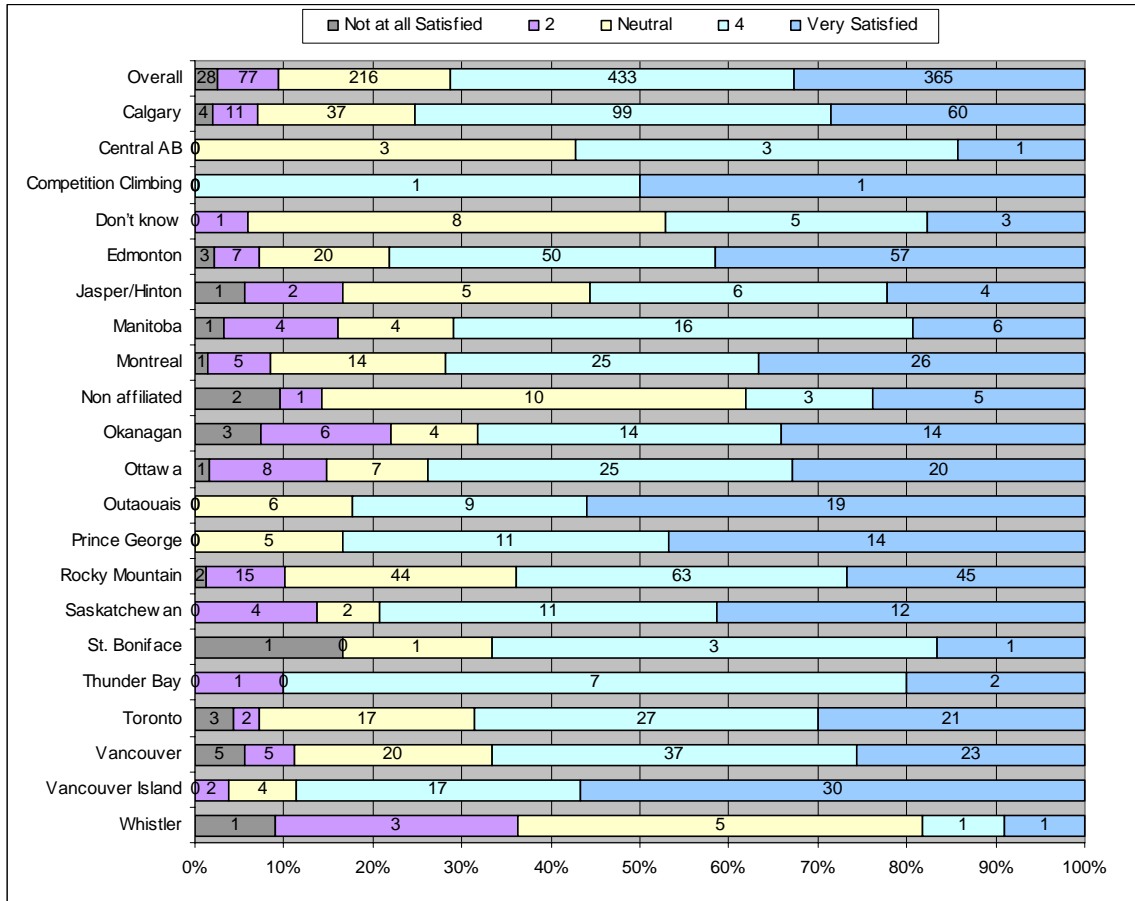
**Figure 7: Satisfaction with Section Newsletters**



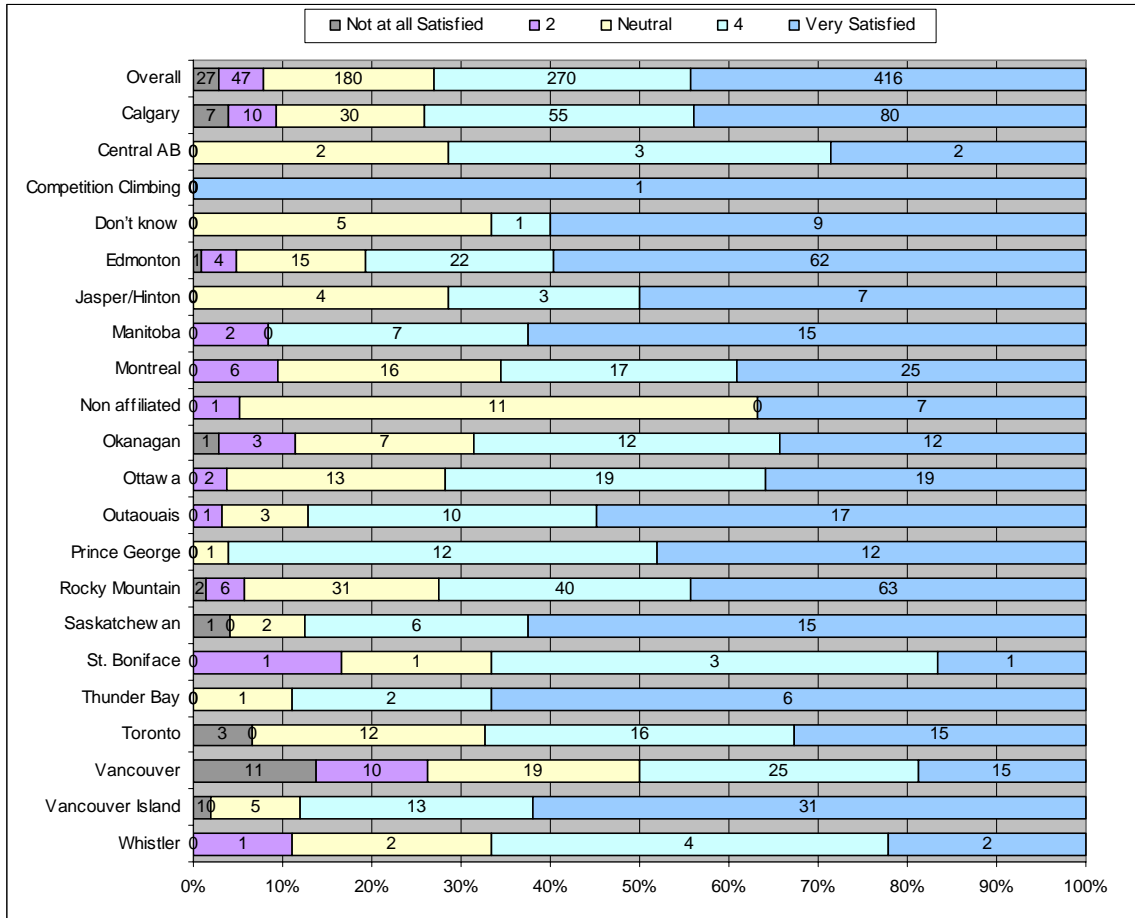
**Figure 8: Satisfaction with Section Meetings**



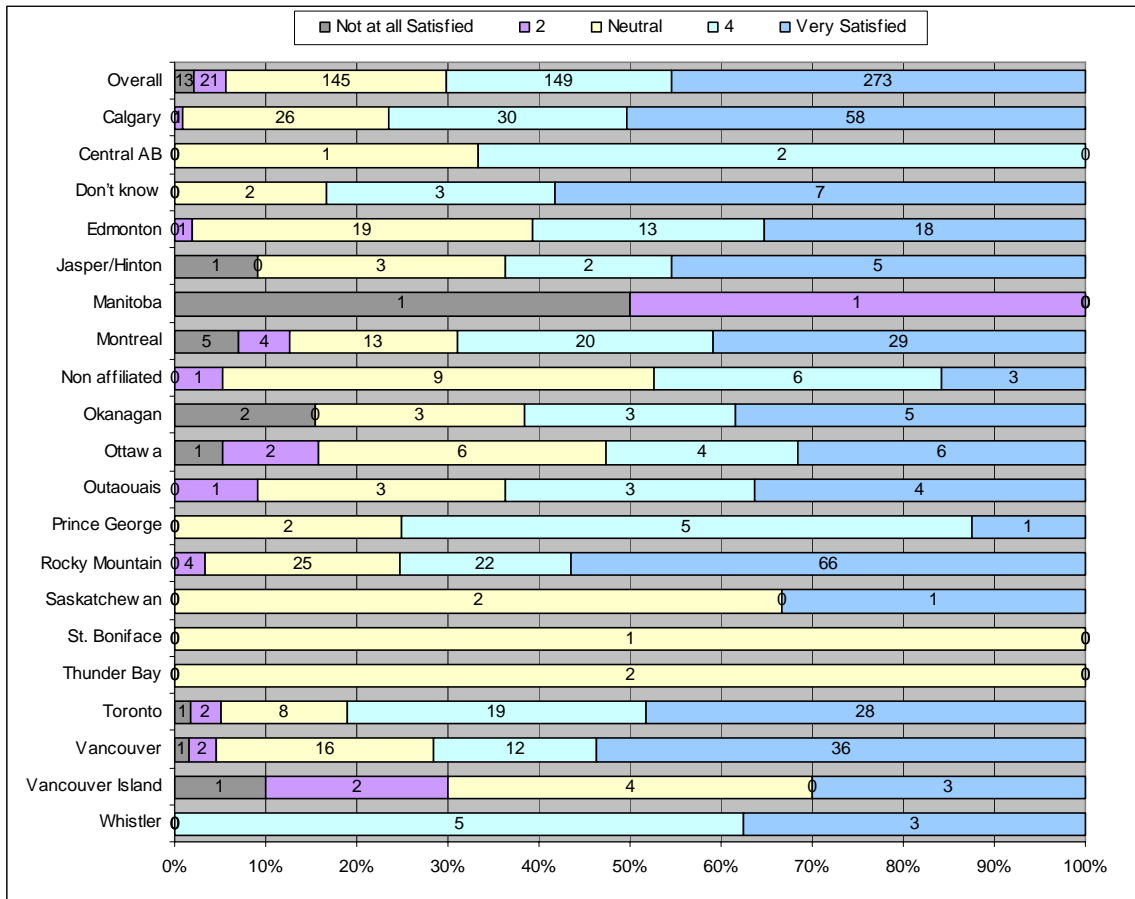
**Figure 9: Satisfaction with Section Communication**



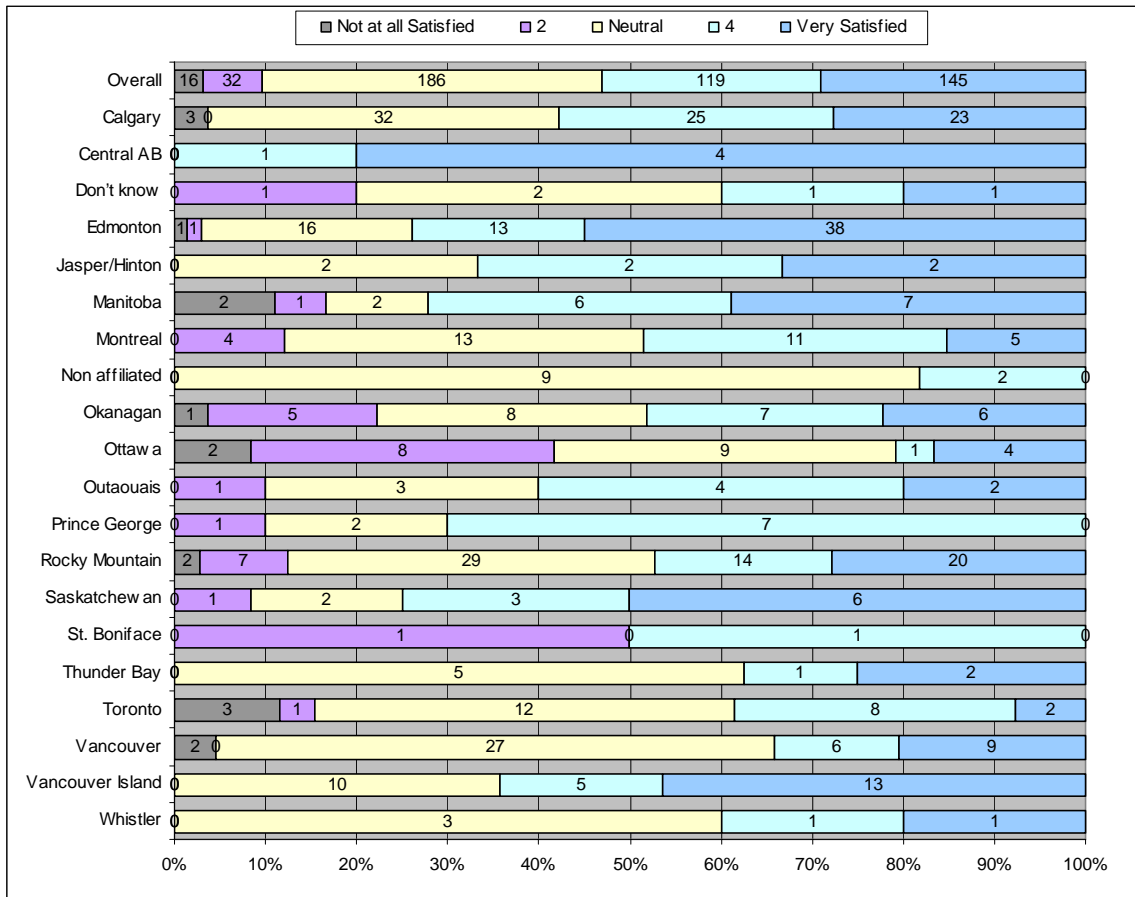
**Figure 10: Satisfaction with Section Trips**



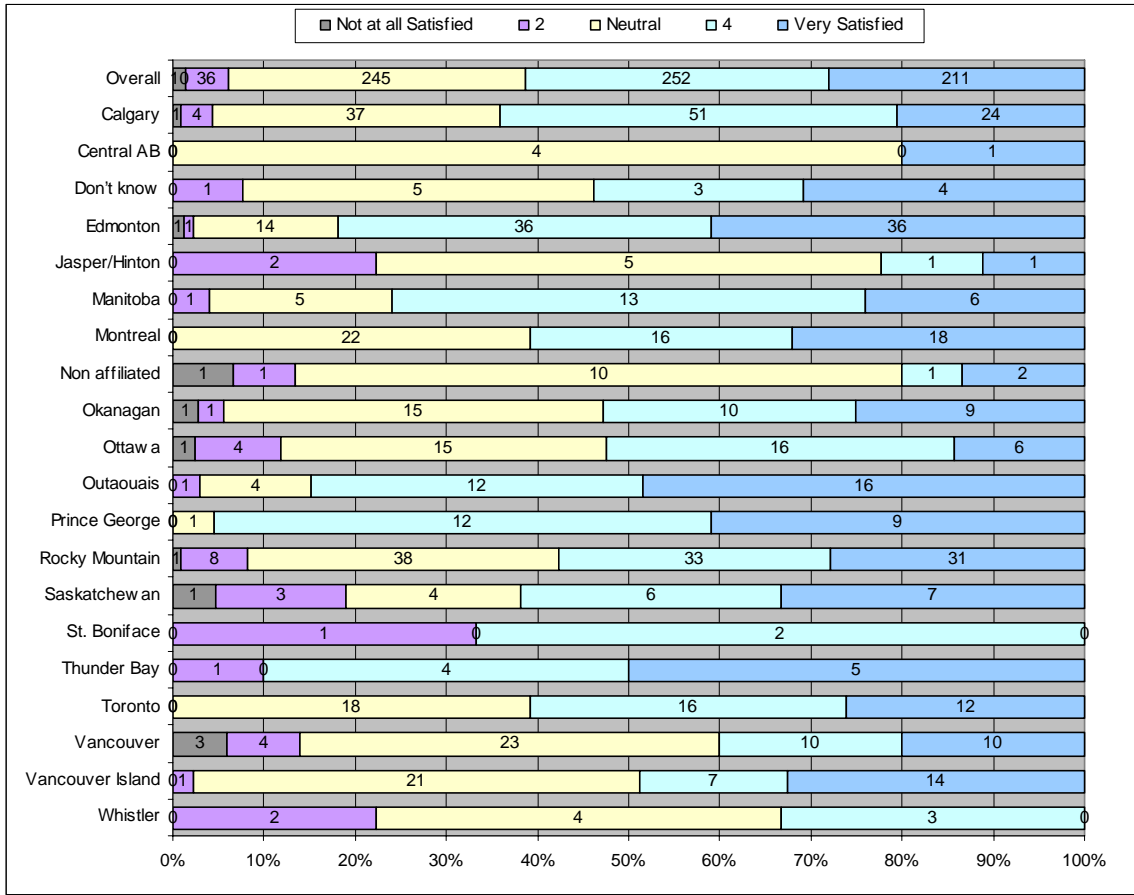
**Figure 11: Satisfaction with Section Huts**



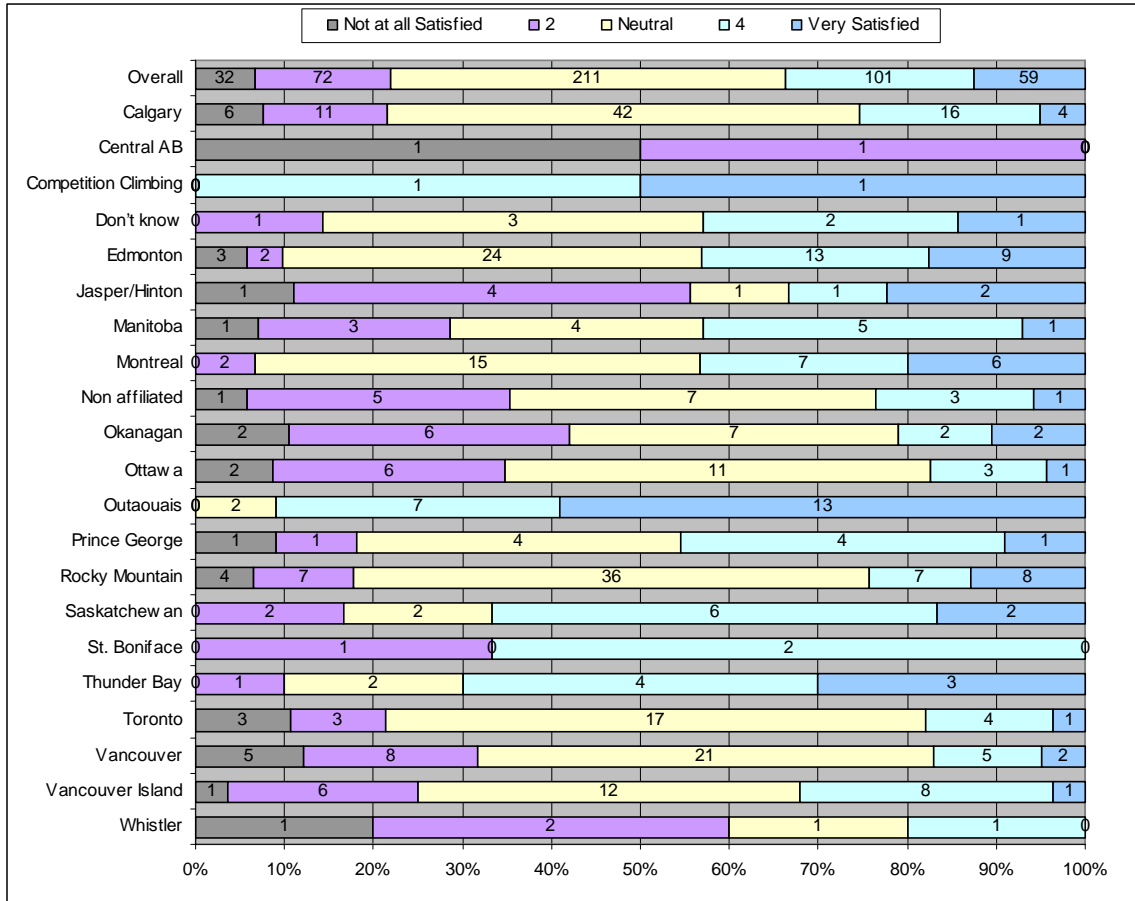
**Figure 12: Satisfaction with Section Leadership training**



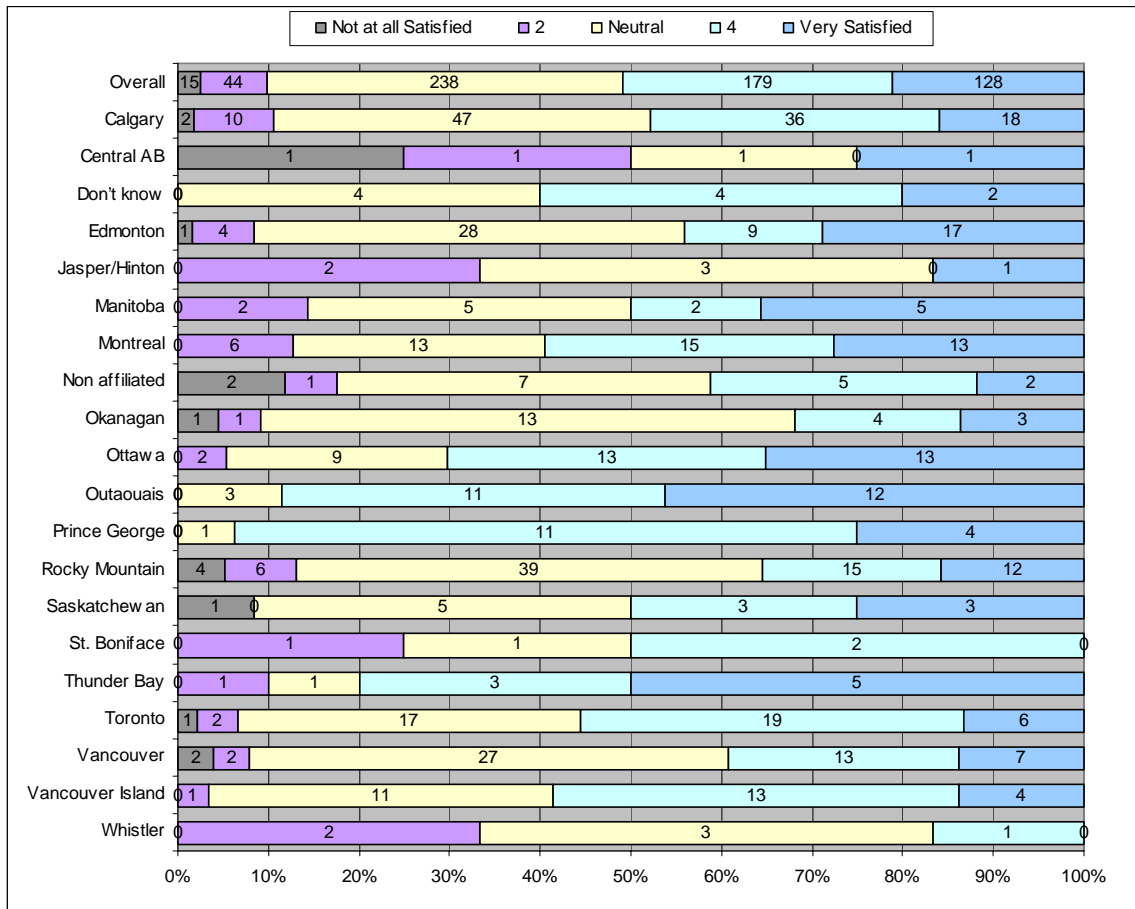
**Figure 13: Satisfaction with Section Social activities**



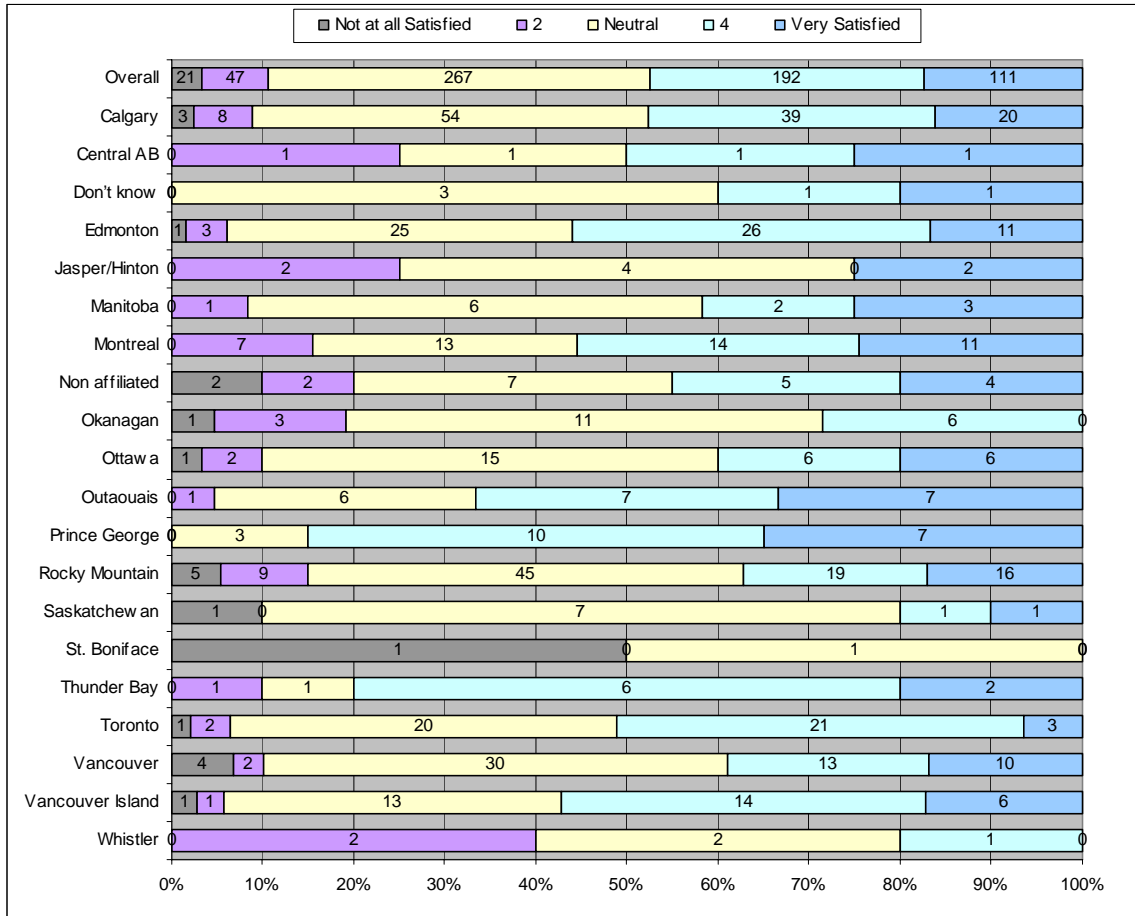
**Figure 14: Satisfaction with the Number and Type of Youth and Family Activities (within Section)**



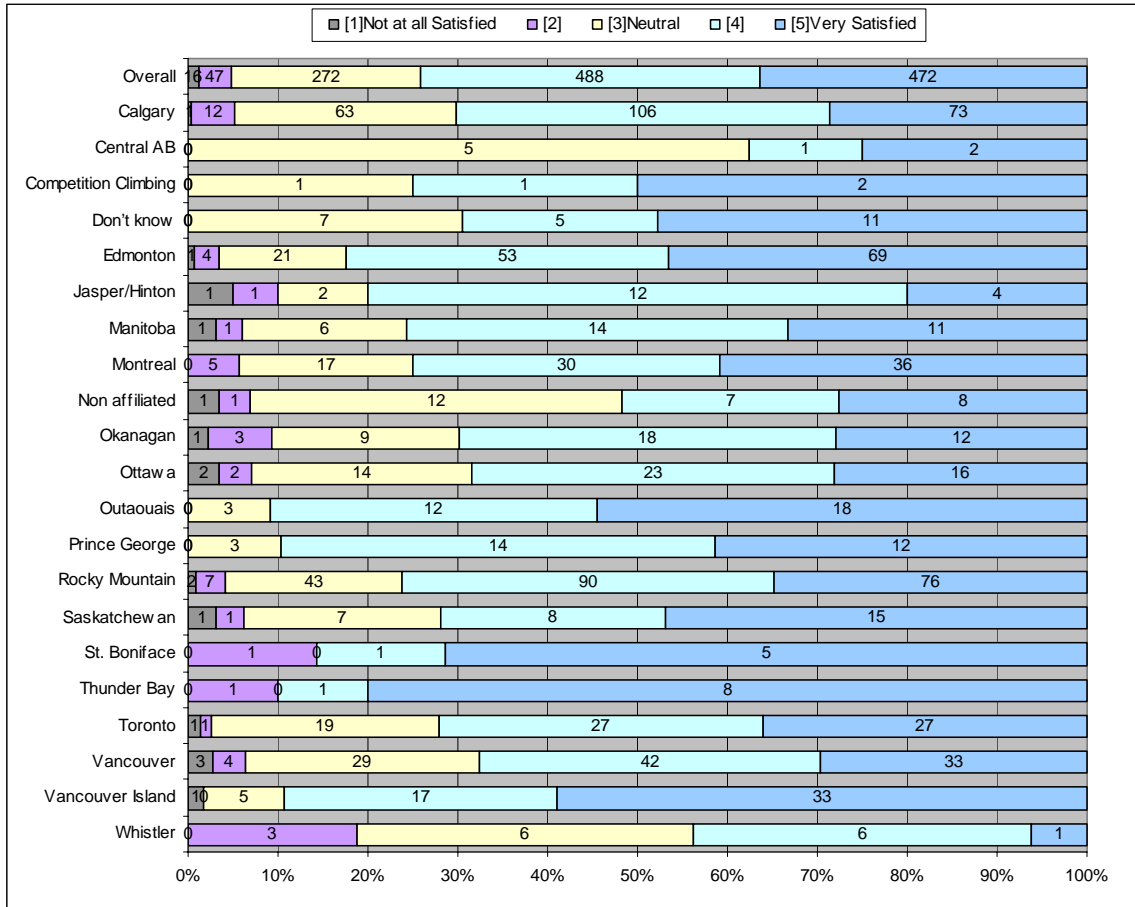
**Figure 15: Satisfaction with Section Access activities**



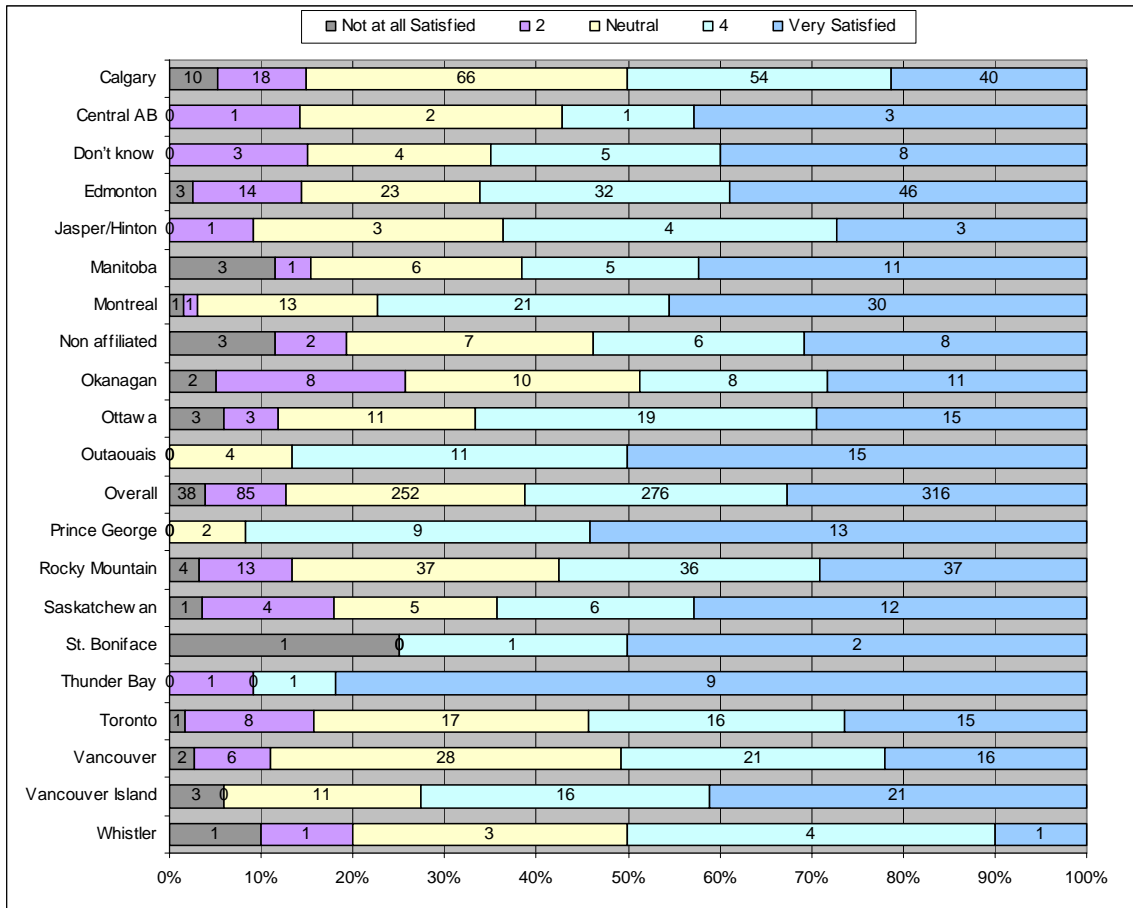
**Figure 16: Satisfaction with Section Environment activities**



**Figure 17: Overall Satisfaction with Section**



**Figure 18: Satisfaction with Level of Acceptance  
for New Members in Section**



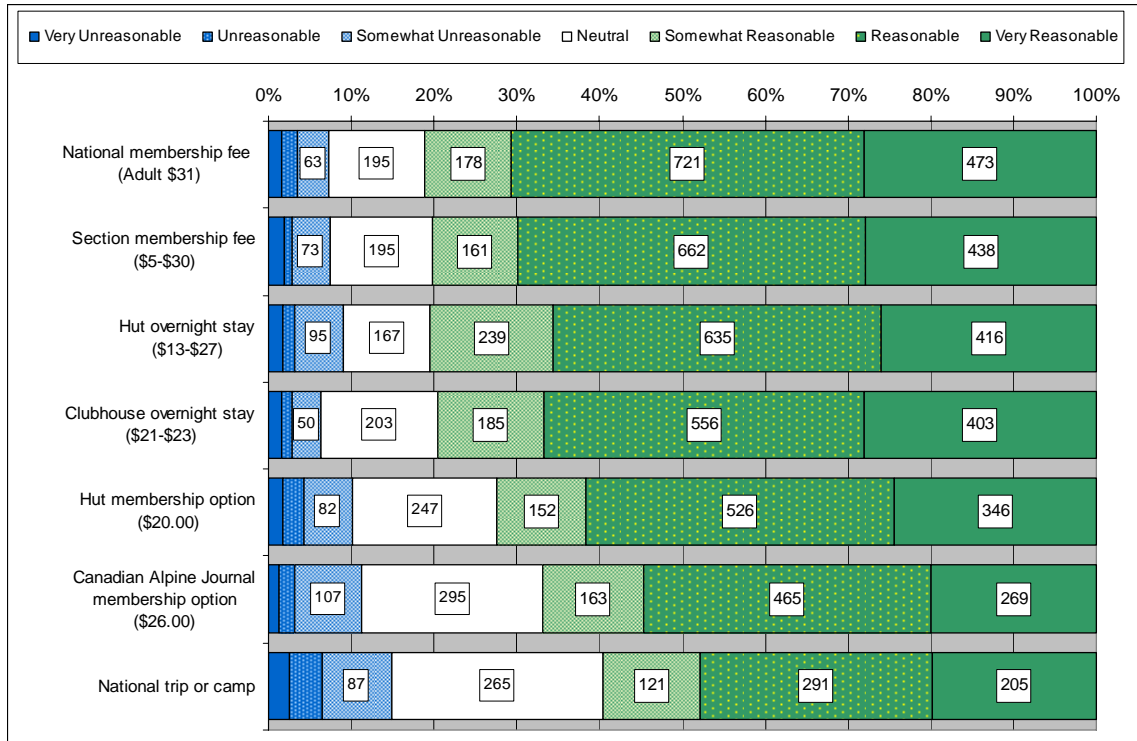
**Comments regarding Section Club Benefits.** Respondents were prompted to add any comments that they might have regarding their satisfaction with section benefits. Seventeen percent of respondents provided a comment regarding section club benefits (N=304, 17%). Table 13 provides a summary of the most frequently raised topics. By necessity this table is an overly simplistic representation of the diversity of information that exists in this type of open-ended comments. A complete listing of the comments can be found in appendix E and it is highly recommended to read these comments in depth.

**Table 13: Coded Comments Regarding Section Club Benefits**

	Frequency	Percent
Not participated in Section/No Comment	99	6%
General satisfaction	61	3%
New members and event opportunities	59	3%
Non-newsletter communication	27	2%
Volunteers, leaders, and training/cliques	26	1%
Newsletter/website	17	1%
Policies	5	0%
Maintenance/availability of huts	5	0%
Fees	4	0%
French	1	0%
Total	304	17%

**Perceptions of Membership Fees.** In order to assess the perceived value of various membership fees, respondents were asked to rate specific components of their membership fees on a 7-point scale ranging from ‘Very Reasonable’ to ‘Very Unreasonable’. Figure 19 (below) provides a graphical display of how respondents rated the membership fees. The leftmost sections (green sections) represent the number of respondents who gave ‘Very Reasonable’, ‘Reasonable’, or ‘Somewhat Reasonable’ rankings. The rightmost sections (blue sections) represent the number of respondents who gave ‘Very Unreasonable’, ‘Unreasonable’, or ‘Somewhat Unreasonable’ rankings. Each bar also displays the number of respondents who gave that rating (space permitting). The fees are displayed top to bottom from the most reasonable to the least reasonable. The national and section membership fees are perceived to be the most reasonable while the national trips and camps are perceived to be the least reasonable.

**Figure 19: Perception of Membership Fees**



**Difficulty of National Club Trips.** Respondents were asked their opinion regarding the difficulty of the national club trips. Most respondents did not provide an opinion on the difficulty of national trips (N=1264, 71%) so results are presented with and without (valid percent) considering those who didn't report an opinion (Table 14). Seventy percent of those who gave an opinion reported that the trips were 'just the right challenge'. Only a small number of respondents reported the trips to be too difficult (N=33, 7%)

**Table 14: Difficulty of National Club Trips**

		Frequency	Percent	Valid Percent
Valid	Too easy (physically and technically)	38	2%	7%
	Too easy physically but just right technically	11	1%	2%
	Just right physically but too easy technically	70	4%	14%
	Just the right challenge	358	20%	70%
	Too challenging physically but just right technically	5	0%	1%
	Just right physically but too challenging technically	14	1%	3%
	Too challenging (physically and technically)	14	1%	3%
	Total	510	29%	100%
	Missing	Not sure/Not applicable	1182	67%
No Answer		82	5%	
Total		1264	71%	
Total		1774	100%	

**Suggestions for Improving National Club Trips.** Survey respondents were given the opportunity to make suggestions for improving the national club trips. Thirteen percent of respondents provided a suggestion (N=237, 13%). Responses were coded into categories in order to obtain an overview of the types of topics that were discussed. Table 15 provides a breakdown of the coded responses with percent of respondents who wrote a comment in each category. A complete listing of the comments can be found in Appendix F.

**Table 15: Coded Suggestions for Improving National Club Trips**

	Frequency	Percent
Area suggestions	64	4%
Other	60	3%
Price and cost	27	2%
Family/seniors	25	1%
Beginner activities/less technical	14	1%
Experienced activities/more technical/independent	14	1%
General activity ideas	12	1%
Staff	10	1%
Information	6	0%
International	5	0%
Total	237	13%

**Future Direction of the ACC**

**Intention to Renew Membership.** Most of the respondents surveyed plan on renewing their membership (N=1522, 86%). Only two percent of respondents reported that they do not plan on renewing their membership (N=34, 2%) while twelve percent reported that they are not sure if they will renew (N=218, 12%).

**Table 16: Intention to Renew Membership**

	Frequency	Percent
Yes (Renew)	1522	86%
No (Won't Renew)	34	2%
Don't know	218	12%
Total	1774	100%

**Reasons for Choosing Not to Renew Membership.** Those who marked that they did not intend on renewing their membership and those who selected that they were unsure of whether or not they would renew their membership were asked for a further explanation. These answers were coded into nine categories and summarized in Table 17.

The most frequently reported reason for choosing not to renew an ACC membership was due to ‘Lack of use’ (N=98, 44%).

**Table 17: Reasons for Choosing Not to Renew Membership**

	Frequency	Percent
Lack of use due to personal reasons	98	44%
Out of country/moving	37	17%
Value for money	34	15%
Lack of use due to section reasons	13	6%
Conflict of priorities	12	5%
Don't know/not specified	12	5%
Dissatisfied with experience	12	5%
Life member	2	1%
French language issues	2	1%
Total	222	100%

**Hiring a Hut Custodian.** Respondents were asked if they would be willing to pay an extra \$3.00 per night to have the services of a hut custodian made available. Responses were nearly evenly split between ‘Yes’, ‘No’, and ‘Not Sure’.

**Table 18: Should the ACC Hire a Paid Custodian?**

	Frequency	Percent
Yes	512	29%
No	584	33%
Not sure / No opinion	667	38%
Total	1763	100%

**Additional Training for Trip Leaders.** Forty-five percent of respondents surveyed said that the ACC should provide more resources towards training trip leaders, even if it adds \$2.00 to the cost of an annual membership.

**Table 19: Should the ACC provide Additional Training?**

	Frequency	Percent
Yes	785	45%
No	351	20%
Not Sure	616	35%
Total	1752	100%

**Awareness of the Access and Environment Committee.** Over half of respondents surveyed had ‘never heard’ of the access and environment committee (N=935, 53%). Only five percent said that they were ‘very familiar’ with the access and environment committee, while forty-two percent said that they were ‘somewhat familiar’.

**Table 20: Familiarity with Access and Environment Committee**

	Frequency	Percent
Very familiar	81	5%
Somewhat familiar	746	42%
Never heard of this committee	935	53%
Total	1762	100%

**Activity Level for Access and Environment.** Respondents were asked to provide separate ratings for whether or not they felt the ACC should be increasing efforts in the areas of *access* and the *environment*. In addition, respondents were asked whether or not those increases should be at the national or section level. Overall, respondents gave higher agreement levels for increasing effort in the area of the environment than for increasing efforts in the area of access (see table 21). Respondents felt more strongly

about increasing efforts at the national level than at the section level (see table 21). Very few people rated that they would not like to increase access and environment efforts.

**Table 21: Should the ACC increase efforts for the Access and Environment Committees?**

	National				Section			
	Access		Environment		Access		Environment	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Yes	839	<b>48%</b>	1141	<b>65%</b>	782	<b>46%</b>	985	<b>58%</b>
No	163	9%	144	8%	183	11%	164	10%
Not sure / No opinion	760	43%	478	27%	736	43%	547	32%
Total	1762	100%	1763	100%	1701	100%	1696	100%

**Suggested Improvements to the Canadian Alpine Journal (CAJ).** Sixteen percent of respondents provided suggestions on how to improve the Canadian Alpine Journal (N=388, 16%). A breakdown of the coded responses is provided in Table 22 and a complete listing of all comments is provided in appendix G.

**Table 22: Suggested Improvements for CAJ**

	Frequency	Percent
None/no subscription	110	28%
Article variety	88	23%
Photos/Aesthetics/Language	73	19%
Great job/keep it up	62	16%
Distribution/accessibility	25	6%
Cost/necessity	19	5%
Environmental/alternate topics	11	3%
Total	388	100%

**Making the Canadian Alpine Journal (CAJ) Mandatory.** Most of the respondents surveyed do not want to make the Canadian Alpine Journal (CAJ) a mandatory component of the ACC membership fee at a cost of \$10 per membership (N=1123, 64%). Nineteen percent, however, do want to make the CAJ mandatory (N=330, 19%).

**Table 23: Should the CAJ be Mandatory with All ACC Memberships?**

	Frequency	Percent
Yes	330	19%
No	1123	64%
Not Sure	303	17%
Total	1756	100%

**Preferred Method of Receiving the Gazette.** Although there is a preference for receiving the gazette in hard copy (N=822, 47%), there are also a large number of respondents who would prefer the gazette in electronic form (N=661, 38%).

**Table 24: Preferred Method of Receiving the Gazette**

	Frequency	Percent
Prefer electronic copy	661	38%
Prefer hard copy	822	47%
No preference	277	16%
Total	1760	100%

**Open Ended Comments.** At the end of the survey, respondents were asked to provide any additional comments that they felt would help the ACC understand their survey answers. Although the responses were very diverse, each comment was given one code in order to provide a broad overview of the topics that were raised. Twenty-six percent of respondents provided a comment (N=463, 26%), and many of the comments

covered several topics and came close to the 1500 character limit. A complete listing of these comments can be found in appendix H.

**Table 25: Coded Open-Ended Comments**

	Frequency	Percent
Limited exposure/general comments	144	31%
CAJ/communication/information/questionnaire	53	11%
Hut comments/section or area attention	48	10%
Other	44	10%
Staff/volunteers	43	9%
Membership/members	40	9%
Activities/camps/activity costs	39	8%
Environmental issues	27	6%
Vision/policy/management of club	25	5%
Total	463	100%

### Section Specific Questions

**Toronto Members – Section Benefits Usage.** Toronto section respondents were asked which activities they participate in. Seventy-six percent of Toronto section respondents said they used the huts, which was the most frequently selected activity (N=47, 76%).

**Table 26: Toronto Respondents – Section Benefits Usage**

	Frequency	Percent
Huts	47	76%
Trips/camps	42	68%
Social activities	33	53%
Meetings	28	45%
Access and Environment activities	19	31%
Training	13	21%
Other	3	5%

**Toronto Respondents – Suggestions for Improvements.** Toronto respondents gave suggestions on how the ACC could be improved. A complete listing of those comments can be found in appendix I.

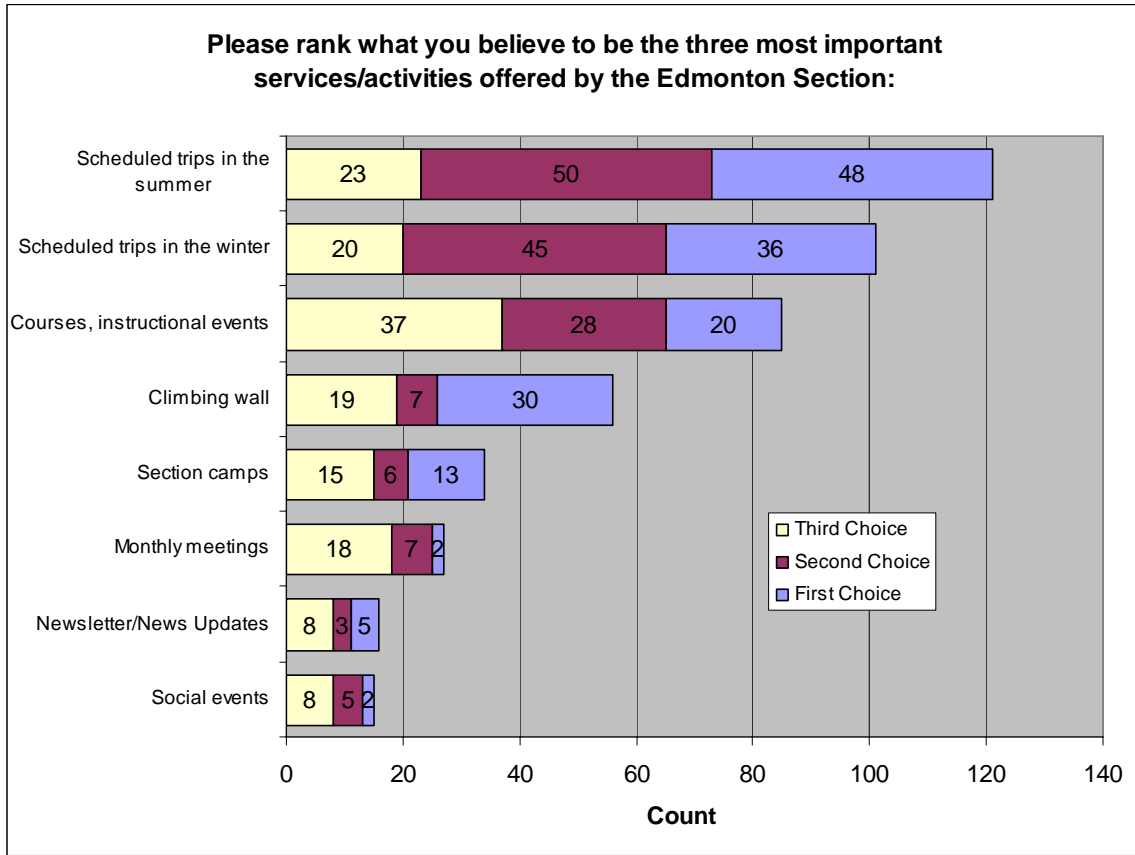
**Edmonton Members – Section Benefits Usage.** Edmonton respondents were asked to indicate which member benefits that they actually used in the past 12 months. Table 27 provides a breakdown of the responses. The climbing wall was the most frequently selected option (N=71, 42%) and the section camps was the least frequently selected option (N=22, 13%).

**Table 27: Edmonton Respondents – Section Benefits Usage**

	Frequency	Percent
Climbing wall	71	42%
Scheduled trips in the summer	65	39%
Monthly meetings	62	37%
Social events	57	34%
Scheduled trips in the winter	56	33%
Courses, instructional events	36	21%
None, I joined the club mainly for the services offered by the National organization	31	18%
Section camps	22	13%
Other (please specify)	18	11%

**Edmonton Respondents – Ranking of Member Benefits.** Edmonton section respondents were asked to select their top 3 member benefits. Figure 20 is a graphical display of the ranking results, with the activities presented from highest to lowest overall ranking. As figure 7 shows, ‘Scheduled trips in the summer’ is the number 1 overall benefit of the ACC for Edmonton section respondents. ‘Scheduled trips in the summer’ received the greatest number of top 3 rankings (the total horizontal length of the bar) and the most first place rankings (largest blue section).

**Figure 20: Edmonton Respondents Benefits Rankings**



**Calgary Members – Awareness of National Club Benefits.** Calgary section respondents were asked about their awareness of how the national club benefits the Calgary section on a three point scale. A small number report being ‘very aware’ (N=43, 13%), and the most frequently selected option was ‘somewhat aware’ (N=146, 43%).

**Table 28: Calgary Respondents Awareness of National Club Benefits**

	Frequency	Percent
Yes, I am <b>very aware</b> of how the national club benefits the Calgary section	43	13%
Yes, I am <b>somewhat aware</b> of how the national club benefits the Calgary section	146	43%
No, I am <b>not aware</b> of how the national club benefits the Calgary section	125	36%
Don't know	29	8%
Total	343	100%

**Calgary Respondents – Alpine Club Experience.** Calgary section respondents were asked how well the Alpine Club enhanced their experience within the Calgary section. Most respondents were unsure (N=151, 44%) but those that gave an opinion tended to give answers close to the ‘excellent’ category. Only eleven percent gave a rating on the ‘poor’ side of the scale (N=37, 11%, categories 1 & 2 combined).

**Table 29: How good a job does the Alpine Club do to enhance your experience within the Calgary Section?**

	Frequency	Percent
1 - Poor	14	4%
2	23	7%
3	66	19%
4	70	20%
5 - Excellent	20	6%
Not sure	151	44%
Total	344	100%

**Calgary Respondents – Organizing National Trips.** Calgary respondents were asked ‘Should the Alpine Club organize national trips/camps (excluding Section trips/camps and the General Mountaineering Camp (GMC))?’ Most Calgary respondents surveyed said ‘Yes’ (N=175, 52%) while only nine percent said ‘No’ (N=30, 9%). Forty percent of respondents surveyed were not sure (N=134, 40%)

**Table 30: Should the Alpine Club organize national trips/camps (excluding Section trips/camps and the General Mountaineering Camp (GMC))?**

	Frequency	Percent
Yes	175	52%
No	30	9%
Not sure	134	40%
Total	339	100%

#### **IV. SUMMARY**

As a part of a larger Centennial Campaign, the Alpine Club of Canada (ACC) contracted the Population Research Lab (PRL) to conduct a member satisfaction survey to gain information on the membership and to aid in planning the future direction of the club. Participants completed a short online survey that took approximately 10 minutes to complete. A total of 1774 respondents completed the survey with 1580 originating from an email invitation and 194 through a link on the ACC website. Through the survey, respondents provided information on activities they participate in, satisfaction with member benefits, opinions regarding the future direction of the ACC, and member demographics.

**Appendix A - Extra detail on years of membership**

Years of Membership	Frequency	Percent
0	7	0.4%
0.5	11	0.6%
1	370	20.9%
2	198	11.2%
3	165	9.3%
4	118	6.7%
5	165	9.3%
6	69	3.9%
7	54	3.0%
8	50	2.8%
9	20	1.1%
10	129	7.3%
11	8	0.5%
12	33	1.9%
13	17	1.0%
14	9	0.5%
15	70	3.9%
16	14	0.8%
17	6	0.3%
18	12	0.7%
19	3	0.2%
20	45	2.5%
21	8	0.5%
22	12	0.7%
23	6	0.3%
24	5	0.3%
25	36	2.0%
26	9	0.5%
27	7	0.4%
28	11	0.6%
29	8	0.5%
30	33	1.9%
31	4	0.2%
32	7	0.4%
33	5	0.3%
34	7	0.4%
35	16	0.9%
36	5	0.3%
37	2	0.1%
38	3	0.2%
39	2	0.1%
40	2	0.1%
41	1	0.1%
43	1	0.1%
44	1	0.1%
45	3	0.2%
46	1	0.1%
47	2	0.1%
50 and over	4	0.3%
Total	1774	100.0%

## Appendix B – Survey Instrument

### Welcome to the 2006 Alpine Club of Canada's Online Member Survey!

This short survey should only take between five and ten minutes to complete and is your chance to help direct the future of the Alpine Club of Canada. As a token of our appreciation for your time, we would like to enter your name into a draw for a one-year membership renewal (a total of five prizes will be awarded). More information regarding the draw, including an opt-out process, is available at the end of the survey.

Rest assured that your responses will remain confidential, and your name will not appear on the questionnaire or be associated with your responses in any way. Only researchers at the Population Research Laboratory at the University of Alberta will have access to the questionnaires. No individual results will be released; only grouped (aggregate) data will be presented to the Alpine Club of Canada. The information you provide will be used only for the indicated purposes in conformity with the Alberta Freedom of Information and Protection of Privacy (FOIPP) Act.

If you have any questions or comments on the study, or if you wish a clarification of rights as a research participant, you can contact Jeremy Coughlin, Research Coordinator, at the Population Research Laboratory at [jeremy.coughlin@ualberta.ca](mailto:jeremy.coughlin@ualberta.ca) or 780-492-4659 ext 225.

Please click on the 'continue' button to begin the survey!

What type of membership do you have?

- 1 Single
- 2 Family
- 3 Youth
- 4 Life member

How long have you been a member of the Alpine Club of Canada?  
Please use your best guess if you are uncertain.

I have been a member for \_\_\_ years

What is your year of birth?

\_\_\_\_\_

Your gender is:

- 1 Male
- 2 Female

What is your highest level of education?

- 01 Less than high school
  - 02 High school diploma
  - 03 Some post-secondary education
  - 04 College or technical institute diploma
  - 05 Bachelor's degree
  - 06 Master's degree
  - 07 Doctorate
  - 08 Other (specify)
- 

In which Province do you reside?

- 01 Alberta
- 02 British Columbia
- 03 Manitoba
- 04 New Brunswick
- 05 Newfoundland and Labrador
- 06 Northwest Territories
- 07 Nova Scotia
- 08 Nunavut
- 09 Ontario
- 10 Prince Edward Island
- 11 Quebec
- 12 Saskatchewan
- 13 Yukon
- 14 I live outside of Canada

What Section do you belong to?

- 01 Vancouver Island
- 02 Vancouver
- 03 Whistler
- 04 Okanagan
- 05 Prince George
- 06 Rocky Mountain
- 07 Calgary
- 08 Edmonton
- 09 Central AB
- 10 Jasper/Hinton
- 11 Saskatchewan
- 12 Manitoba
- 13 St. Boniface
- 14 Toronto
- 15 Ottawa
- 16 Outaouais
- 17 Montreal
- 18 Competition Climbing
- 19 Non affiliated

20 Don't know

Please select the activities that you do frequently (four or more times per year):

- 01 Hiking
  - 02 Backpacking
  - 03 Scrambling
  - 04 Traditional Alpine climbing
  - 05 Sport climbing
  - 06 Ice climbing
  - 07 Nordic skier
  - 08 Backcountry skier
  - 09 Competition Climb
  - 10 Competition Skiing
  - 11 Mountain biking
  - 12 Canoeing/Kayaking
  - 13 Orienteering
  - 14 Other (Please Specify)
- 

How many visits did you make to a national backcountry hut in the past 12 months?

Number visits \_\_\_\_\_

Please indicate which membership benefits you have used in the last 12 months:

- 01 Clubhouse stay
  - 02 National Alpine Hut stay
  - 03 Section meeting
  - 04 Section trip
  - 05 National club camp/trip
  - 06 Section course
  - 07 Canadian Alpine Journal (CAJ)
  - 08 National Leadership course
  - 09 Safety Committee web site
  - 10 Competition climbing event
  - 11 Competition skiing event
  - 12 Club social event
  - 13 None of the above
  - 14 Other (Please specify)
-

Please rate your satisfaction level with the following **National** Alpine Club of Canada benefits:

	Not at all Satisfied				Very Satisfied	Not Applicable
The Gazette	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04	<input type="checkbox"/> 05	<input type="checkbox"/> 06
Canadian Alpine Journal (CAJ)	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04	<input type="checkbox"/> 05	<input type="checkbox"/> 06
Hut reservations	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04	<input type="checkbox"/> 05	<input type="checkbox"/> 06
Cleanliness of huts	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04	<input type="checkbox"/> 05	<input type="checkbox"/> 06
Clubhouse	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04	<input type="checkbox"/> 05	<input type="checkbox"/> 06
National Alpine Huts	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04	<input type="checkbox"/> 05	<input type="checkbox"/> 06
National Camps/trips	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04	<input type="checkbox"/> 05	<input type="checkbox"/> 06
National Leadership training	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04	<input type="checkbox"/> 05	<input type="checkbox"/> 06
National Access activities	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04	<input type="checkbox"/> 05	<input type="checkbox"/> 06
National Environment activities	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04	<input type="checkbox"/> 05	<input type="checkbox"/> 06
National communications (Newsletters, bulletins)	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04	<input type="checkbox"/> 05	<input type="checkbox"/> 06
National support of Competitive sports	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04	<input type="checkbox"/> 05	<input type="checkbox"/> 06
National web site	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04	<input type="checkbox"/> 05	<input type="checkbox"/> 06
Membership renewal process	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04	<input type="checkbox"/> 05	<input type="checkbox"/> 06
Overall Satisfaction with the National Club	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04	<input type="checkbox"/> 05	<input type="checkbox"/> 06

Please enter any comments you have about your satisfaction with National Alpine Club of Canada benefits:

---

Please rate your satisfaction level with the following Alpine Club of Canada **Section** benefits:

	Not at all Satisfied				Very Satisfied	Not Applicable
Section Newsletters	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04	<input type="checkbox"/> 05	<input type="checkbox"/> 06
Section Meetings	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04	<input type="checkbox"/> 05	<input type="checkbox"/> 06
Section Communication	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04	<input type="checkbox"/> 05	<input type="checkbox"/> 06
Section Trips	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04	<input type="checkbox"/> 05	<input type="checkbox"/> 06
Section Huts	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04	<input type="checkbox"/> 05	<input type="checkbox"/> 06
Section Leadership training	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04	<input type="checkbox"/> 05	<input type="checkbox"/> 06
Section Social activities	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04	<input type="checkbox"/> 05	<input type="checkbox"/> 06
Number and type of youth and family activities	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04	<input type="checkbox"/> 05	<input type="checkbox"/> 06
Section Access activities	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04	<input type="checkbox"/> 05	<input type="checkbox"/> 06
Section Environment activities	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04	<input type="checkbox"/> 05	<input type="checkbox"/> 06
Level of acceptance for new members	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04	<input type="checkbox"/> 05	<input type="checkbox"/> 06
Overall Satisfaction with your Section	<input type="checkbox"/> 01	<input type="checkbox"/> 02	<input type="checkbox"/> 03	<input type="checkbox"/> 04	<input type="checkbox"/> 05	<input type="checkbox"/> 06

Please enter any comments you have about your satisfaction with your Alpine Club of Canada Section:

---

How would you describe your use of your Alpine Club of Canada membership?

- 1 Heavy
- 2 Average
- 3 Infrequent

Please rate the value of the following fees/costs:

	Very Unreasonable	Unreasonable	Somewhat Unreasonable	Neutral	Somewhat Reasonable	Reasonable	Very Reasonable	Not Sure
National membership fee (Adult \$31)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Section membership fee (\$5-\$30)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Hut overnight stay (\$13-\$27)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Clubhouse overnight stay (\$21-\$23)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
National trip or camp	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Canadian Alpine Journal membership option (\$26.00)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Hut membership option (\$20.00)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8

Do you plan to renew your membership?

- 1 Yes
- 2 No
- 3 Don't know

Why are you considering discontinuing your membership?

\_\_\_\_\_

Generally speaking national club trips are:

- 01 Too easy (physically and technically)
- 02 Too easy physically but just right technically
- 03 Just right physically but too easy technically
- 04 Just the right challenge
- 05 Too challenging physically but just right technically
- 06 Just right physically but too challenging technically
- 07 Too challenging (physically and technically)
- 08 Not sure/Not applicable

Do you have any suggestions for National camp locations, or are there particular types of trips you would like to see in the national camp brochure?

---

Would you be willing to pay an extra \$3.00 per night to have the services of a paid custodian made available?

- <sub>01</sub> Yes
- <sub>02</sub> No
- <sub>03</sub> Not sure / No opinion

Should the club provide more resources towards training our trip leaders, even if it adds \$2.00 to the cost of an annual membership?

- <sub>01</sub> Yes
- <sub>02</sub> No
- <sub>03</sub> Not Sure

How familiar are you with the activities of the Section Access and Environment committee?

- <sub>1</sub> Very familiar
- <sub>2</sub> Somewhat familiar
- <sub>3</sub> Never heard of this committee

Should the **national** club increase efforts in the area of access?

- <sub>1</sub> Yes
- <sub>2</sub> No
- <sub>3</sub> Not sure / No opinion

Should the **national** club increase efforts in the area of the environment?

- <sub>1</sub> Yes
- <sub>2</sub> No
- <sub>3</sub> Not sure / No opinion

Should the **section** club increase efforts in the area of access?

- <sub>1</sub> Yes
- <sub>2</sub> No
- <sub>3</sub> Not sure / No opinion

Should the **section** club increase efforts in the area of the environment?

- <sub>1</sub> Yes
- <sub>2</sub> No

- 3 Not sure / No opinion

What improvements would you like to see in the Canadian Alpine Journal (CAJ)?

---

Should the Canadian Alpine Journal (CAJ) become a mandatory component of an annual Alpine Club of Canada membership (note: this would add approximately \$10 to the cost of membership)?

- 1 Yes  
 2 No  
 3 Not Sure

Would you prefer to receive your Gazette electronically or in hard copy?

- 1 Prefer electronic copy  
 2 Prefer hard copy  
 3 No preference

Would you like to be added to the Alpine Club of Canada's Newsnet electronic news bulletin?  
(The Alpine Club of Canada's e-mail NewsNet keeps you up to date on information and the goings-on at the Alpine Club of Canada. The NewsNet information includes bulletins relevant to Alpine Club of Canada's members, national current events, new publications, outings/trips, hut news, national meetings, press releases and more).

- 1 Yes  
 2 No  
 3 Already subscribed

Please enter your email address for the Alpine Club of Canada's Newsnet bulletin:

---

### **Toronto Section member's questions**

What Section benefits/events do you take advantage of?

- 1 Trips/camps  
 2 Meetings  
 3 Huts  
 4 Training  
 5 Social activities  
 6 Access and Environment activities  
 7 Other (Please Specify)
-

What benefits would you like to get from your membership that you are not getting now?

\_\_\_\_\_

What would you change about the Alpine Club of Canada to make it more relevant to you?

\_\_\_\_\_

**Edmonton Section member's questions**

In the last twelve months, what activities of the Edmonton Section did you participate in?  
(Check all that apply)

- 1 Climbing wall
- 2 Scheduled trips in the summer
- 3 Scheduled trips in the winter
- 4 Courses, instructional events
- 5 Section camps
- 6 Monthly meetings
- 7 Social events
- 8 None, I joined the club mainly for the services offered by the National organization
- 9 Other (please specify)

\_\_\_\_\_

Please rank what you believe to be the three most important services/activities offered by the Edmonton Section.

Enter a '1' for the most important, '2' for second most important, and a '3' for third most important. All other fields can be left blank or with a '0'.

- Climbing wall ..... —
- Scheduled trips in the summer ..... —
- Scheduled trips in the winter ..... —
- Courses, instructional events ..... —
- Section camps ..... —
- Monthly meetings ..... —
- Social events ..... —
- Newsletter/News Updates (web and e-mail) ... —
- Other ..... —

**Calgary Section member's questions:**

Are you aware of how the national club activities and programs benefit the Calgary section?

Examples of national activities would be Access and Environment, Trips and Camps, Huts, Insurance, Leadership development, Training, Membership services, Section support, Mountain Culture and Competition Sports.

- 1 Yes, I am very aware of how the national club benefits the Calgary section
- 2 Yes, I am somewhat aware of how the national club benefits the Calgary section
- 3 No, I am not aware of how the national club benefits the Calgary section
- 4 Don't know

How good a job does the Alpine Club do to enhance your experience within the Calgary Section?

- 1 1 - Poor
- 2 2
- 3 3
- 4 4
- 5 5 - Excellent
- 6 Not sure

Should the Alpine Club organize national trips/camps (excluding Section trips/camps and the General Mountaineering Camp (GMC))?

- 1 Yes
- 2 No
- 3 Not sure

What other outdoor clubs do you belong to? (Please select all that apply)

- 01 I don't belong to any other outdoor clubs
- 02 BC Mountain Club
- 03 Bruce Trail Club
- 04 Calgary Mountain Club
- 05 Calgary Outdoor Club
- 06 CORE
- 07 Edmonton Outdoor Club
- 08 Grant McEwan Mountain Club
- 09 North Shore Hikers
- 10 Rocky Mountain Ramblers
- 11 Sierra Club of Canada
- 12 UBC Varsity Outdoor Club
- 13 Other outdoor club (please specify)

\_\_\_\_\_

Do you have any other comments you would like to add that would help us understand your responses to this survey? (maximum 1500 characters)

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Thank you for completing the Alpine Club of Canada's online survey. Your feedback is very valuable to the Alpine club and will be used it to improve the services provided to club members. As a token of our appreciation for your time, we would like to enter your name into a draw for a one-year membership renewal (a total of five prizes will be awarded). If you choose to be entered into the draw, please provide your email address so that we may contact you in the event that you are a draw winner.

Please select your preference:

- 1 I would like to be entered into the draw
- 2 Please do not enter me into the draw

Email address:

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