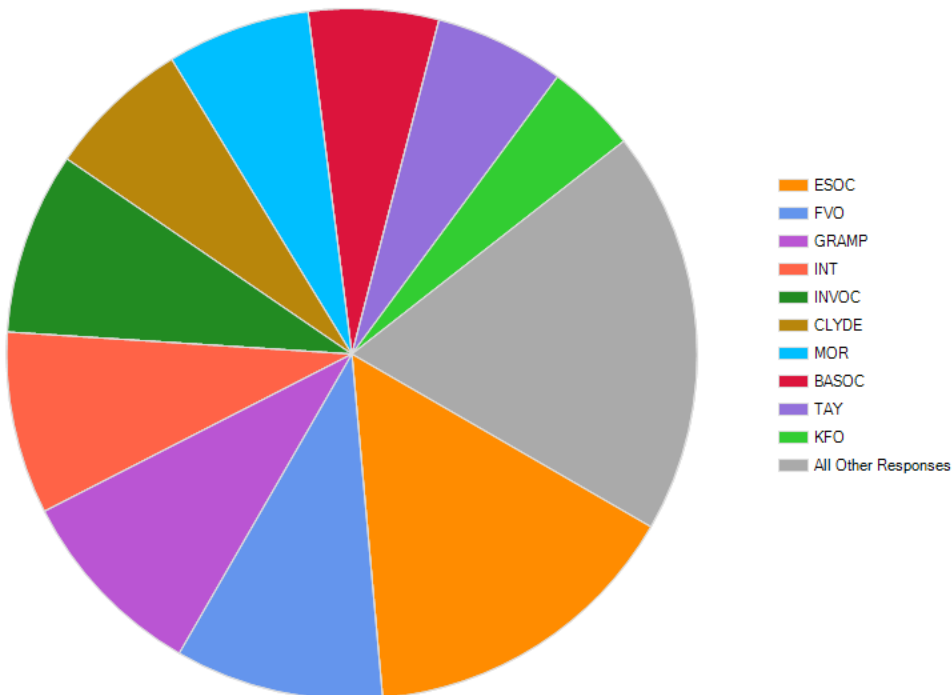


SOA Survey on future of SCORE Summer - 2013

Q1: Which Scottish Orienteering Club do you belong to?

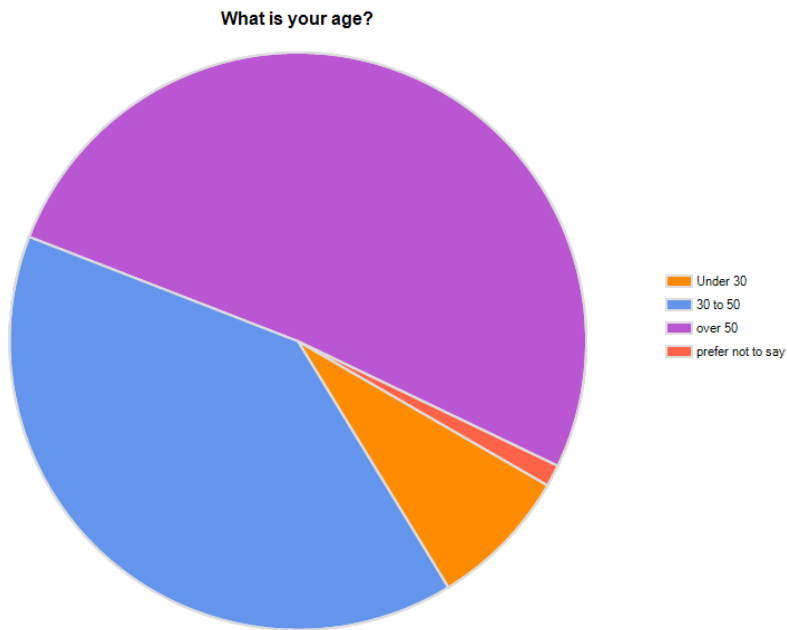
| Answer Options | Response Percent | Response Count |
|--|------------------|----------------|
| AROS | 1.2% | 2 |
| AYROC | 2.4% | 4 |
| BASOC | 6.1% | 10 |
| CLYDE | 6.7% | 11 |
| ELO | 1.8% | 3 |
| ESOC | 15.2% | 25 |
| EUOC | 0.6% | 1 |
| FVO | 9.8% | 16 |
| GRAMP | 9.1% | 15 |
| INT | 8.5% | 14 |
| INVOC | 8.5% | 14 |
| KFO | 4.3% | 7 |
| ECKO | 2.4% | 4 |
| MAROC | 3.7% | 6 |
| MOR | 6.7% | 11 |
| RR | 2.4% | 4 |
| SOLWAY | 1.2% | 2 |
| STAG | 1.8% | 3 |
| TAY | 6.1% | 10 |
| TINTO | 0.6% | 1 |
| Not currently a member of a Scottish Orienteering Club | 0.6% | 1 |

Which Scottish Orienteering Club do you belong to?



Q2: What is your age?

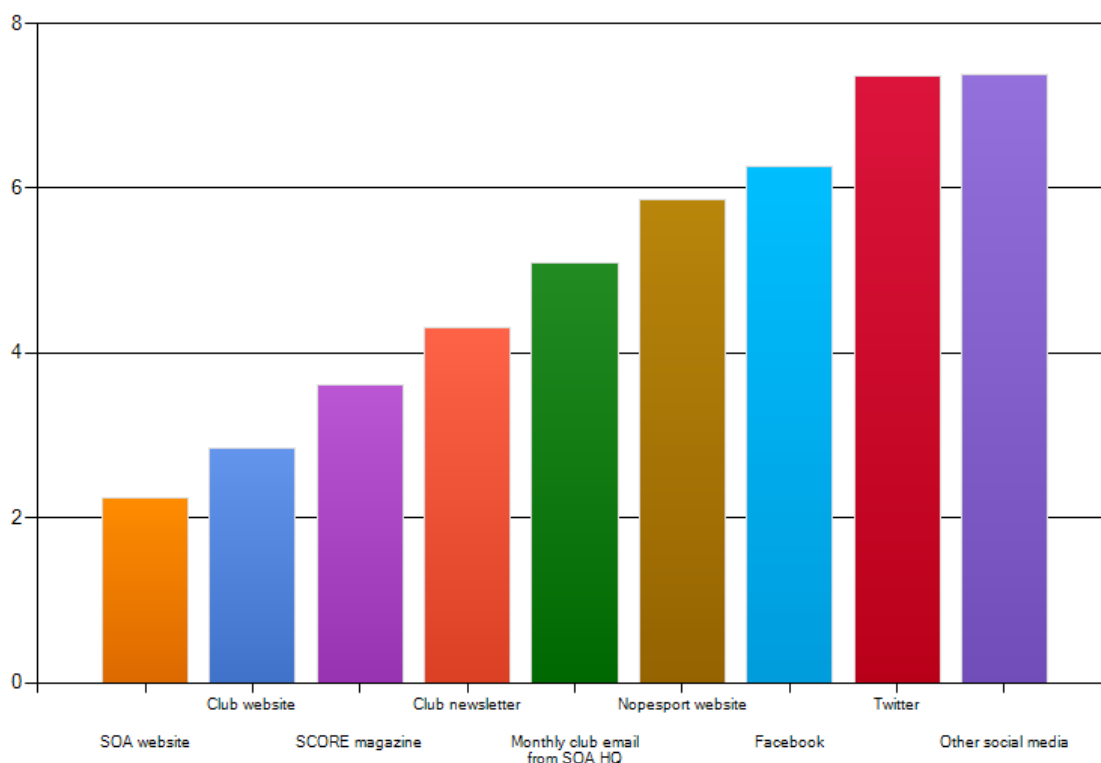
| Answer Options | Response Percent | Response Count |
|-------------------|------------------|----------------|
| Under 30 | 7.9% | 13 |
| 30 to 50 | 39.6% | 65 |
| over 50 | 51.2% | 84 |
| prefer not to say | 1.2% | 2 |



Q3: What communication methods do you currently use to get information about orienteering in Scotland? Please rank in order of importance to you as an individual member.

| What communication methods do you currently use to get information about orienteering in Scotland? Please rank in order of importance to you as an individual member | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|----------------|----------------|
| Answer Options | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Rating Average | Response Count |
| SOA website | 72 | 31 | 16 | 17 | 13 | 1 | 1 | 1 | 1 | 2.25 | 153 |
| SCORE magazine | 18 | 28 | 31 | 31 | 24 | 11 | 6 | 1 | 3 | 3.62 | 153 |
| Facebook | 2 | 10 | 6 | 9 | 17 | 27 | 33 | 35 | 14 | 6.27 | 153 |
| Twitter | 4 | 0 | 6 | 3 | 6 | 15 | 30 | 39 | 50 | 7.36 | 153 |
| Other social media | 1 | 2 | 2 | 5 | 4 | 24 | 35 | 31 | 49 | 7.38 | 153 |
| Nopesport website | 2 | 7 | 17 | 16 | 13 | 34 | 27 | 25 | 12 | 5.86 | 153 |
| Monthly club email from SOA HQ | 4 | 7 | 23 | 25 | 42 | 17 | 12 | 11 | 12 | 5.09 | 153 |
| Club website | 34 | 50 | 20 | 26 | 12 | 4 | 3 | 3 | 1 | 2.85 | 153 |
| Club newsletter | 16 | 18 | 32 | 21 | 22 | 20 | 6 | 7 | 11 | 4.31 | 153 |
| answered question | | | | | | | | | | | 153 |
| skipped question | | | | | | | | | | | 11 |

What communication methods do you currently use to get information about orienteering in Scotland? Please rank in order of importance to you as an individual member

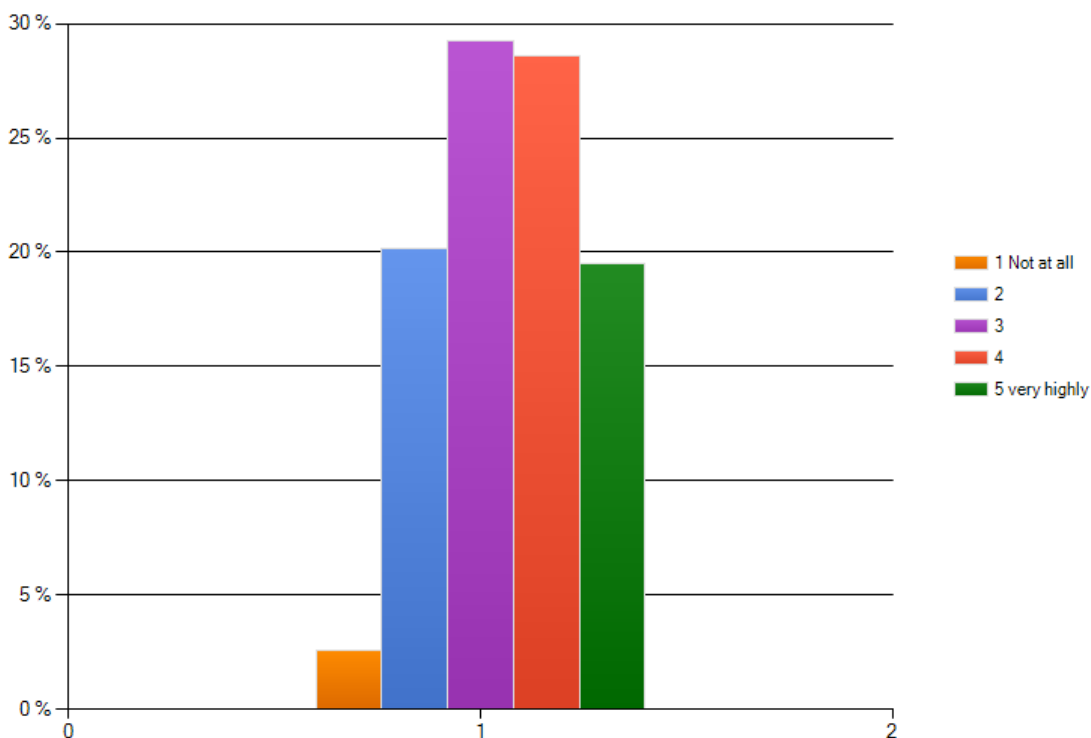


Q4: How much do you value SCORE? SCORE is the quarterly members magazine of the Scottish Orienteering Association. Please rate the value you place on SCORE on a scale from 1 to 5 with 1 being not at all and 5 being very highly.

How much do you value SCORE? SCORE is the quarterly members magazine of the Scottish Orienteering Association. Please rate the value you place on SCORE on a scale from 1 to 5 with 1 being not at all and 5 being very highly.

| Answer Options | 1 Not at all | 2 | 3 | 4 | 5 very highly | Rating Average | Response Count |
|----------------|--------------|----|----|----|---------------|--------------------------|----------------|
| | 4 | 31 | 45 | 44 | 30 | 3.42 | 154 |
| Comment | | | | | | | 45 |
| | | | | | | <i>answered question</i> | 154 |
| | | | | | | <i>skipped question</i> | 10 |

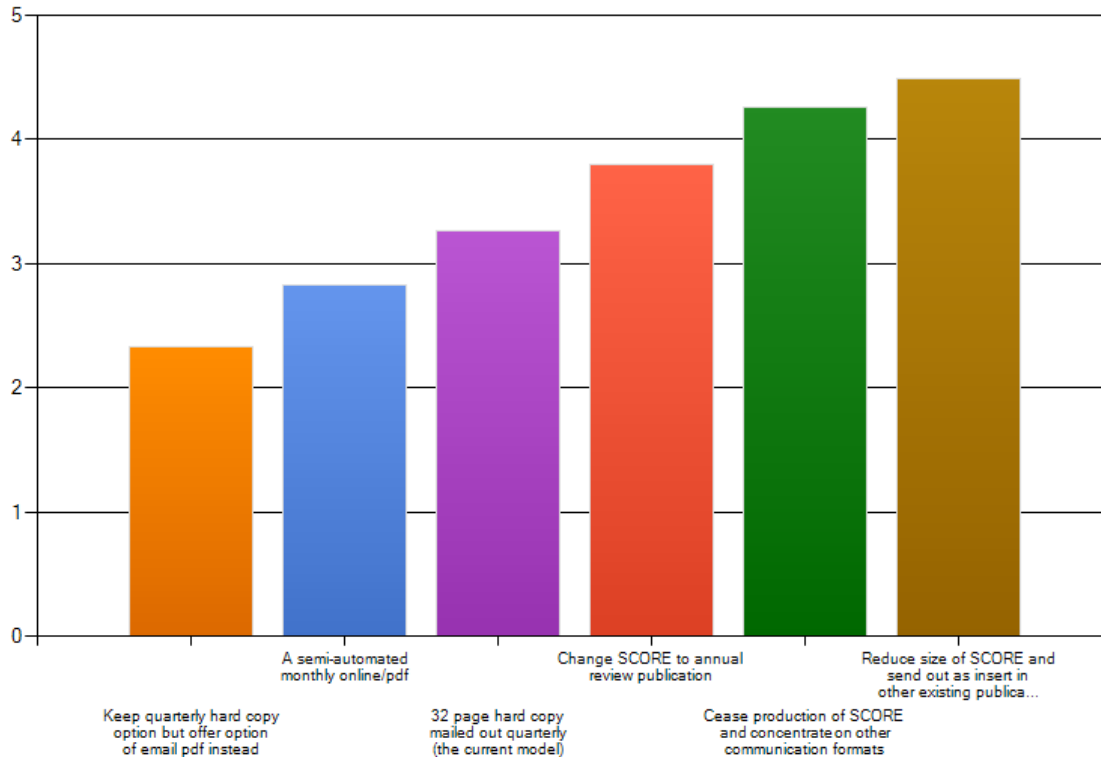
How much do you value SCORE? SCORE is the quarterly members magazine of the Scottish Orienteering Association. Please rate the value you place on SCORE on a scale from 1 to 5 with 1 being not at all and 5 being very highly.



Q5: The following suggestions for the format and frequency of SCORE in future have been suggested. Please rank in order of preference.

| Answer Options | 1 | 2 | 3 | 4 | 5 | 6 | Rating Average | Response Count |
|---|----|----|----|----|----|----|----------------|----------------|
| 32 page hard copy mailed out quarterly (the current model) | 32 | 25 | 30 | 22 | 24 | 20 | 3.27 | 153 |
| A semi-automated monthly online/pdf | 32 | 37 | 41 | 19 | 16 | 8 | 2.83 | 153 |
| Keep quarterly hard copy option but offer option of email pdf instead | 49 | 52 | 23 | 14 | 11 | 4 | 2.33 | 153 |
| Change SCORE to annual review publication | 17 | 15 | 25 | 40 | 34 | 21 | 3.80 | 152 |
| Reduce size of SCORE and send out as insert in other existing publication (eg Scottish Running Guide) | 3 | 11 | 20 | 37 | 38 | 44 | 4.49 | 153 |
| Cease production of SCORE and concentrate on other communication formats | 20 | 13 | 14 | 21 | 30 | 55 | 4.26 | 153 |

The following suggestions for the format and frequency of SCORE in future have been suggested. Please rank in order of preference.



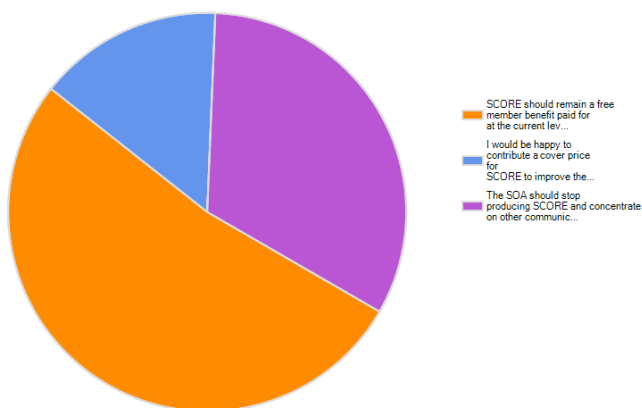
Q6: SCORE is currently a free magazine for SOA members. Each issue costs the SOA approx £1 to print and send out to you. The overall quality could be improved if there was an additional cost attached to receiving it. Alternatively the SOA could utilise the funds for other communication or development options. Please check one of the following options.

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| Answer Options | Response Percent | Response Count |
|---|------------------|----------------|
| SCORE should remain a free member benefit paid for at the current level of £1 per copy from SOA funds | 52.3% | 80 |
| I would be happy to contribute a cover price for SCORE to improve the quality (state amount below) | 15.0% | 23 |
| The SOA should stop producing SCORE and concentrate on other communications methods | 32.7% | 50 |
| Comment | | 40 |
| answered question | | 153 |
| skipped question | | 11 |

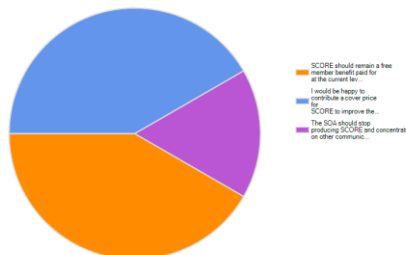
All ages

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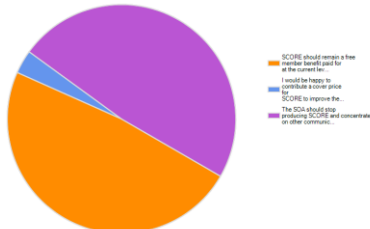
Under 30 age group

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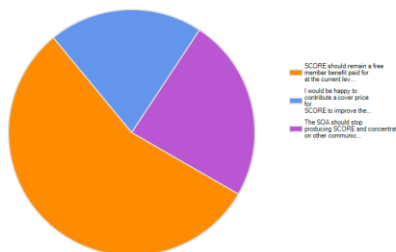
30-50 age group

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Over 50 age group

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Q7: What content would you like to see in SCORE in future? (please check a maximum of 5 boxes)

| Answer Options | Response Percent | Response Count |
|-------------------------------------|------------------|----------------|
| News | 78.7% | 118 |
| Fixtures | 56.0% | 84 |
| Interviews | 46.7% | 70 |
| Event reports (UK) | 23.3% | 35 |
| Event reports (Scotland) | 60.0% | 90 |
| Event reports (worldwide) | 18.0% | 27 |
| Articles about other sports | 4.7% | 7 |
| Orienteering articles | 82.0% | 123 |
| Results | 14.7% | 22 |
| Technical advice eg coaching/physio | 67.3% | 101 |
| Junior section | 40.0% | 60 |
| Elite section | 29.3% | 44 |
| Other (please specify) | | 14 |
| answered question | | 150 |
| skipped question | | 14 |

What content would you like to see in SCORE in future?(please check a maximum of 5 boxes)

