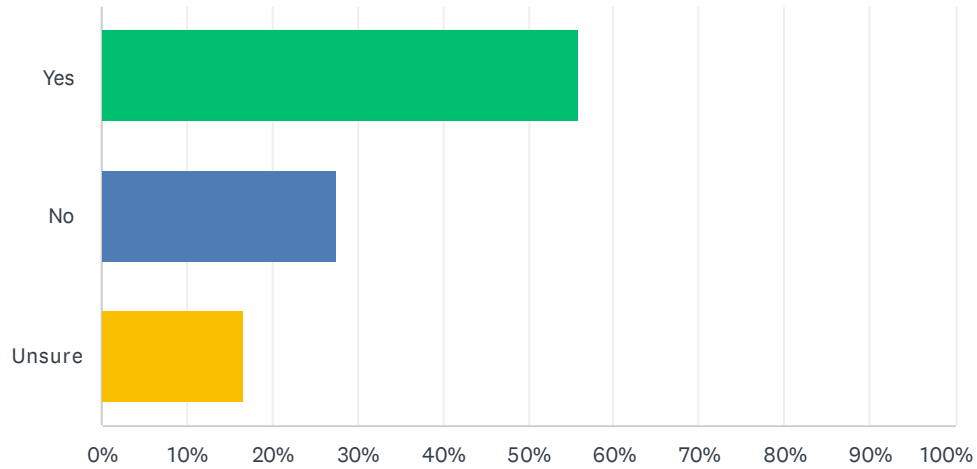


Q1 Do you think the current official Wapiti Nordic Ski Club logo needs to be refreshed (updated)?

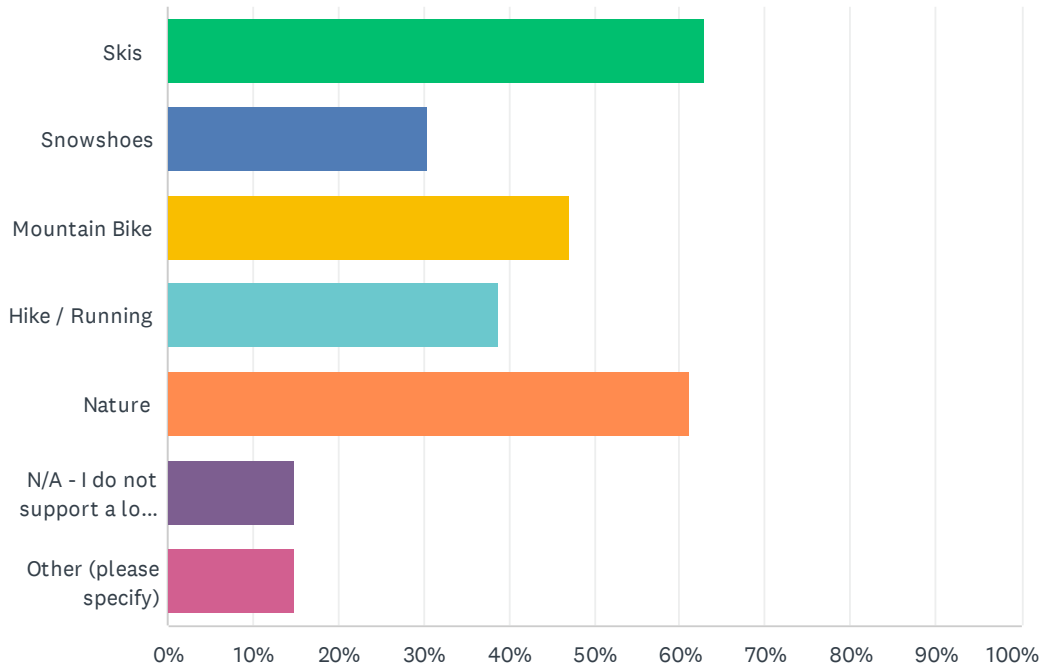
Answered: 127 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	55.91%	71
No	27.56%	35
Unsure	16.54%	21
TOTAL		127

Q2 If the logo is refreshed, what elements would you like to see included in the new design if possible? (check all that apply)

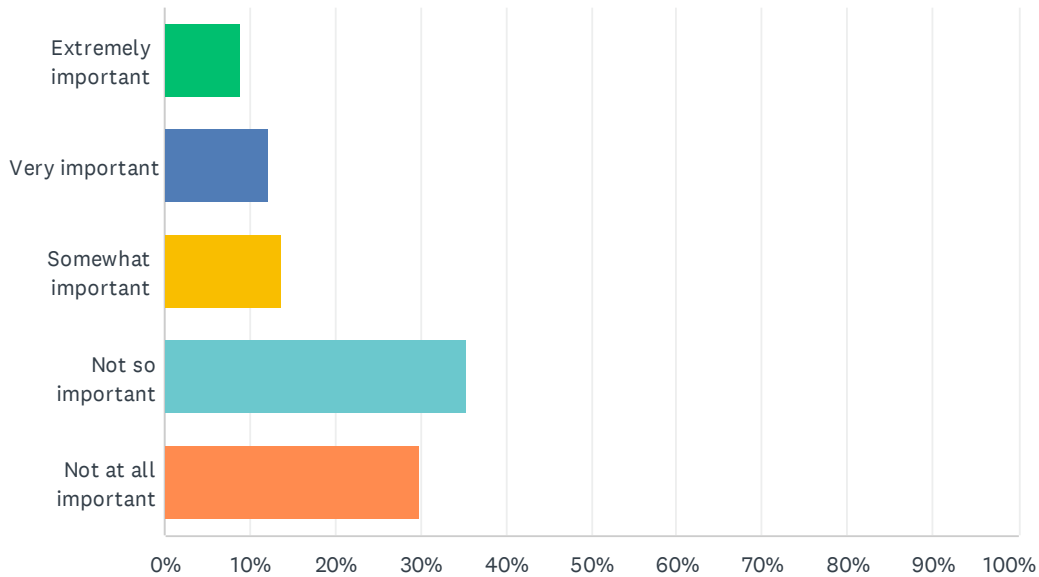
Answered: 121 Skipped: 6



ANSWER CHOICES	RESPONSES	
Skis	62.81%	76
Snowshoes	30.58%	37
Mountain Bike	47.11%	57
Hike / Running	38.84%	47
Nature	61.16%	74
N/A - I do not support a logo refresh	14.88%	18
Other (please specify)	14.88%	18
Total Respondents: 121		

Q3 To better align with some funding sources and grants, we are considering removing "Ski Club" from the signs and logo. The not-for-profit status of the Club would not change. How important to you is it that Wapiti Nordic continues to keep the words "Ski Club" in the logo?

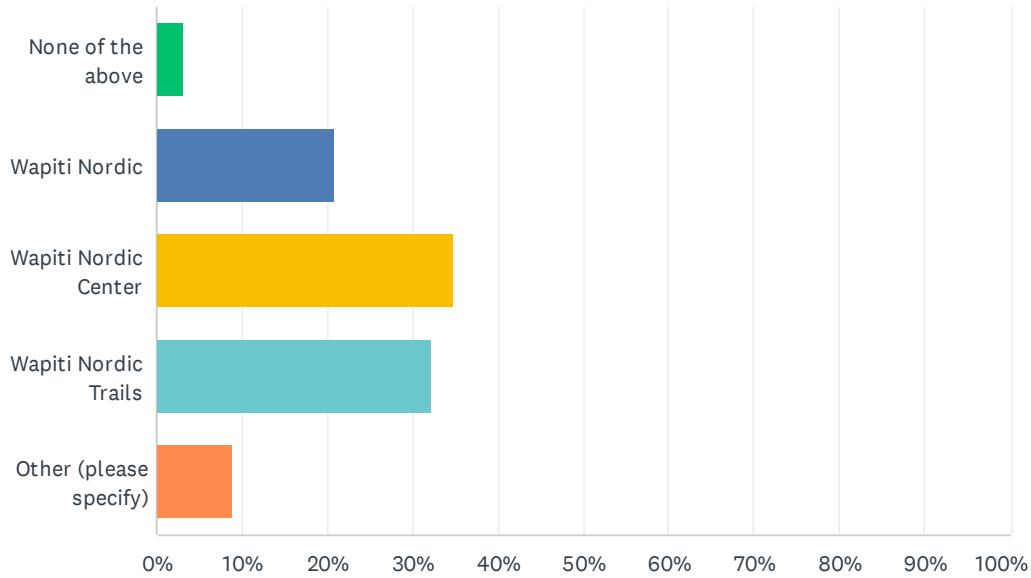
Answered: 124 Skipped: 3



ANSWER CHOICES	RESPONSES	
Extremely important	8.87%	11
Very important	12.10%	15
Somewhat important	13.71%	17
Not so important	35.48%	44
Not at all important	29.84%	37
TOTAL		124

Q4 If "Ski Club" is dropped, which of the following names do you prefer?

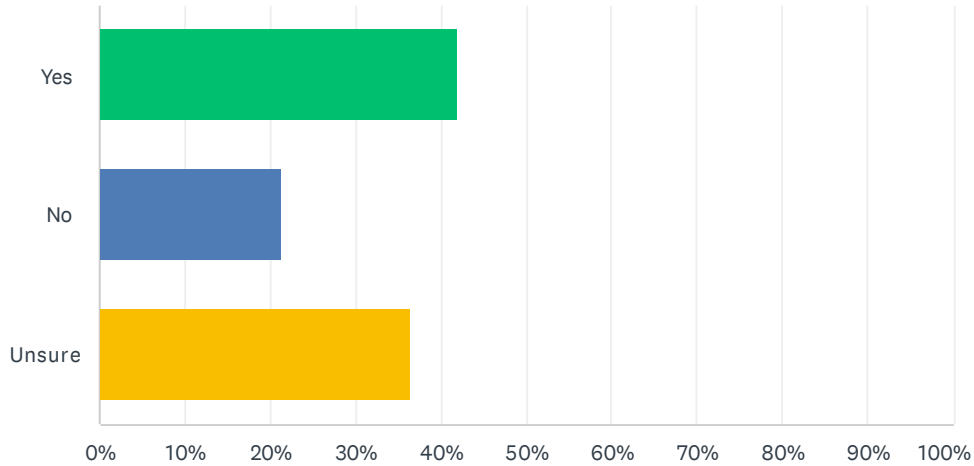
Answered: 124 Skipped: 3



ANSWER CHOICES	RESPONSES	
None of the above	3.23%	4
Wapiti Nordic	20.97%	26
Wapiti Nordic Center	34.68%	43
Wapiti Nordic Trails	32.26%	40
Other (please specify)	8.87%	11
TOTAL		124

Q5 In the past, the Club has been challenged to sell Wapiti Nordic merchandise with the current logo. When the Club used a refreshed logo, we easily sold products. If the logo is refreshed, would you be more likely to purchase Wapiti Nordic products via an online store?

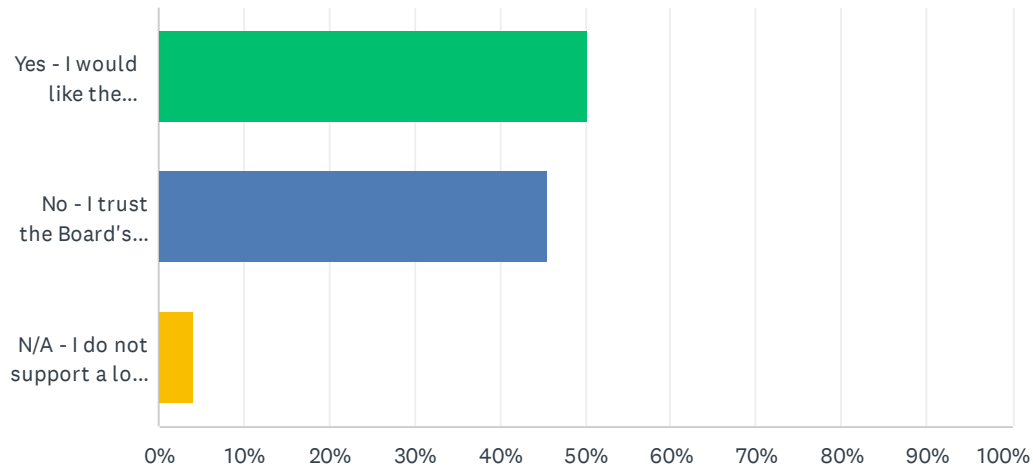
Answered: 126 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	42.06%	53
No	21.43%	27
Unsure	36.51%	46
TOTAL		126

Q6 If the Board decides to proceed with refreshing the logo based on feedback received in this survey, would you like the option to provide additional feedback?

Answered: 125 Skipped: 2



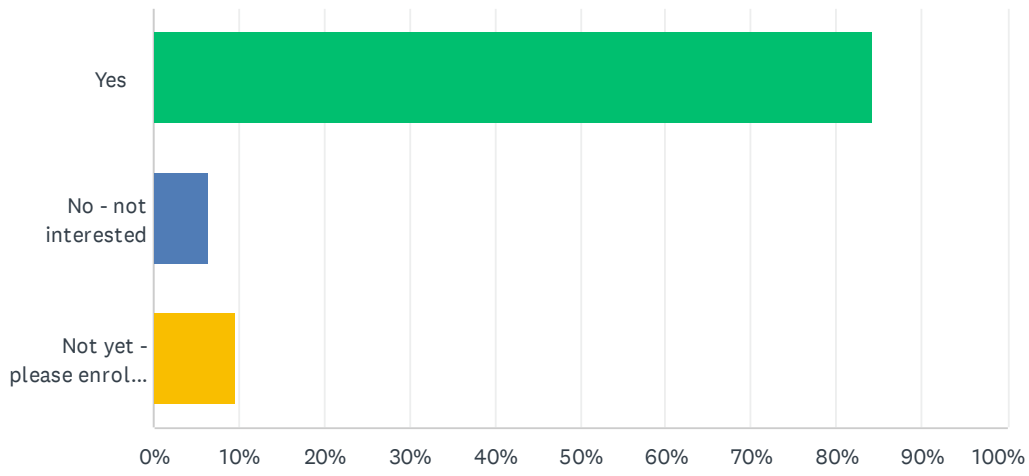
ANSWER CHOICES	RESPONSES	
Yes - I would like the opportunity to provide further input on this topic	50.40%	63
No - I trust the Board's decisions going forward	45.60%	57
N/A - I do not support a logo refresh	4.00%	5
TOTAL		125

Q7 Do you have any additional comments or suggestions regarding a logo refresh?

Answered: 26 Skipped: 101

Q8 Do you currently receive Wapiti Nordic's electronic newsletter?

Answered: 126 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	84.13%	106
No - not interested	6.35%	8
Not yet - please enroll me at this email address:	9.52%	12
TOTAL		126