



## **DRAFT: BALTIMORE BIRD CLUB Report on 2019 Survey** *Prepared by Joan Cwi June, 2019*

The Baltimore Bird Club (BBC) conducted a membership survey from April 14<sup>th</sup> to May 10<sup>th</sup>, 2019. The BBC goal is to better understand the composition of our membership and how they feel about BBC's programs to guide us in making decisions about our programs in the future. **BBC surveyed members previously in 2013, 2004 and 1992.**

BBC conducted this survey using Survey Monkey. Survey Monkey is a web-based survey was followed by an email reminder sent on May 2<sup>nd</sup>. Members not having email addresses or who asked to have their Chip Notes sent by USPS mail (29 total) were sent a hard copy version via first class mail on April 16<sup>th</sup>. They were required to return the survey using the enclosed stamped envelope. Reminders were also included in the May eNews

The contents of these deliveries is contained in **Appendix A**. The survey is 49 questions long. **Appendix B** contains both the electronic and hardcopy versions of the survey. The electronic version shows the screens as viewers saw it online; it does not show the skip patterns that were built into the program.

The hard copy version had the skip patterns notated at the end of each answer choice. Questions include both multiple choice and open-ended answers. All information is confidential. No identifiers were kept during the data collection process. The questions fall into the following categories:

- **BBC membership status (Q1)**
- **Questions for non-members (Q2-Q4)**
- **Membership information (Q5-Q11)**
- **BBC activities—overall performance (Q12—Q16)**
- **Lectures (Q17-Q23)**
- **Field trips (Q24-34)**
- **Chip Notes (Q35-39)**
- **eNews (Q30)**
- **Facebook (Q42-44)**
- **Website (Q45-47)**
- **Dues and suggestions for improvements (Q48-49)**

# Summary

**What were the major lessons learned?** Below is a brief summary of some of the more salient information that was learned from the survey. There is much more detail in the chapters below.

- BBC is doing good work across all its activities. There were many comments like *“I think you are doing very well; keep doing what you are doing.”*
- Age, whether young or old, is a major factor in what members find important. Our membership is aging, and that requires some special consideration to address their needs.
- There are some dramatic differences between the ages of responders since 2013. Basically we seem to have lost most of our younger members, and the older members are aging! Be aware, this refers only to responders since we do not have this data on all members.
- But age is not highly significant in whether a member participates in activities—non-participation is only slightly higher in with our most senior members than in younger members. It is clear the interest in bird-related topics is still there.
- Field trips, lectures, Lights Out Baltimore and conservation were ranked highest as our most important activities that we do well. Our youth birding program ranked very low.
- Electronic means of communication is becoming increasingly important. Since 2013 “several times a day” has gone up 8 percentage points while “never” has gone down 2 percentage points. This is good because it gives us both versatility and rapidity in communication in a cost-effective manner.
- With the advent of the digital age, BBC has been using online, as opposed to hardcopy mailout to most members (except those requesting hardcopy). In Q16 we offered members several options on how they might receive these materials and the results favored electronic only Program Booklet twice yearly with monthly eNews updates (38%) followed by annual hardcopy Program Booklet with monthly eNews updates (28%). The other two options got less than 19%. Concern about ramifications of hard copy versus electronic delivery of the Program Booklet and Chip Notes given the strong feelings of our members across age groups showed that many members want to hold on to hold onto hard copy because they either do not have access to electronic means of access, or they just prefer hard copy.

There were a number of new questions asked this time about issues that have arisen in the Board meeting so we could better understand the feeling of our membership regarding these. See Q16 (how get BBC activities info), Q18-Q21 (lectures), Q23 (social events), Q25-Q30, Q32-Q34 (field trips), and Q48 (dues) for the results of these new questions,

Comments, good and bad, have been shared with activity leaders to help guide them in developing their individual activities. **A full report is now available on the BBC website.**

## Response Rate

In total we received 106 surveys by the shutdown date of May 10<sup>th</sup>. These broke down as follows:

- 94 members for a completion rate of 40%, less than the 2013 completion rate of 48%.
  - 10 of these were hardcopy and entered by author, 83 entered online.

- 12 non-members responded.
- Ten (10) member surveys were mailed back and entered by the author. (Surveys were mailed to 29 members.) Although a good response rate, in reviewing answers one has to keep in mind that we did not hear from half our members, who may or may not think the same way. In fact, there are a couple of indications that we heard more from older members based on comments made, which is discussed below when relevant. An additional 3 came in after the deadline and are not included in the data reported here. They were all from members aged 76 or older who were no longer very active in club activities due to reduced physical capacity, and none had internet service. As a result the only thing they could report much about was Chip Notes, which they loved as it kept them informed about what was going on at BBC!

This report provides summaries of the frequencies of responses to all answers. We were unable to run cross-tabulations of the questions of interest because the additional cost was prohibitive. We also provide the answers to the open-ended questions. Commentary is provided interpreting the results. A few questions were asked in both the 2013 survey. When these data sets are comparable, the results of both are also presented.

## **ANALYSIS**

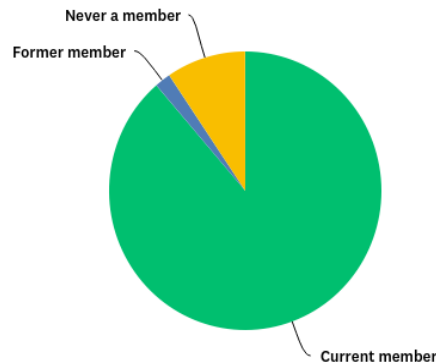
Frequencies show the number and percent of members' responding to each answer option in a question. Cross-tabulations compare one answer with another.

### **Demographics (Q1, Q5-Q7)**

Demographics refer to the population characteristics of our current members. The first seven questions ask the following demographic characteristics of our current members: membership status, zipcode, country of residence, years BBC member, gender, age, use of email and number of years a member of BBC. This demographic information is useful in understanding the composition of BBC membership. It is also useful in cross- comparison with activity questions to understand how different types of members responded to the same activity question. We also asked three questions of non-members (Q2-Q4) to better understand why they have not become members.

## BBC membership status (Q1)

Q1 What is your current BBC status?

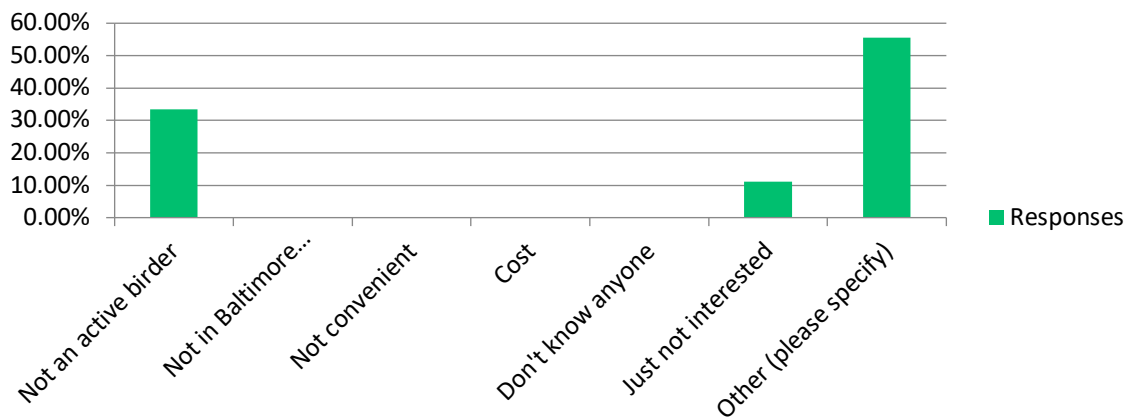


Answer Choices	Responses	Number
Current member	88.68%	94
Former member	1.89%	2
Never a member	9.43%	10
Answered		106
Skipped		0

Commentary. This year we invited non-members to respond to the survey if they wanted to, and asked them a limited number of additional question (Q2-Q4). As might be expected, most returns came from current members (N=94), while 12 non-members responded for a total of 106 responders.

## Questions for non-members (Q2-Q4)

Q2. If you are an active birder in Baltimore City or Baltimore County, is there a reason you haven't joined the BBC? Check all that apply.



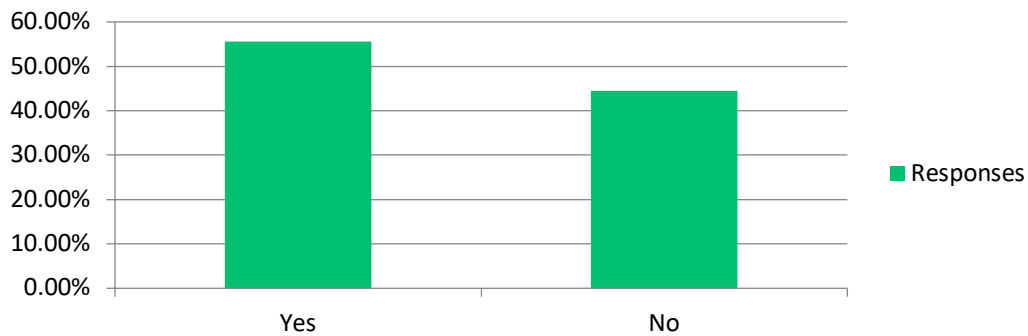
Answer Choices	Responses	
Not an active birder	33.33%	3
Not in Baltimore City or Baltimore County	0.00%	0
Not convenient	0.00%	0
Cost	0.00%	0
Don't know anyone	0.00%	0
Just not interested	11.11%	1
Other (please specify)	55.56%	5
Other (please specify)		5
<b>Answered</b>		<b>9</b>
<b>Skipped</b>		<b>97</b>

### Q3 Please specify (N=3)

- Just requested to join the Facebook group! Not sure if there are additional requirements.
- Member of another chapter (2 people)
- I don't know about this club membership. Is it the same as Patterson Park Audubon?

Commentary. Although not members, non-members often used BBC resources.

**Q4. In the past year did you help Lights Out Baltimore with morning walks to identify dead or injured birds, bird transport, and/or staffing exhibits?**



Answer Choices	Responses	Number
Yes	55.56%	5
No	44.44%	4
<b>Answered</b>		<b>9</b>
<b>Skipped</b>		<b>97</b>

**Commentary.** This is the last question asked of non-members. 5 of the 9 non-members were part of the Lights Out Baltimore (LOB) team. An additional 4 LOB members are also BBC members, as discussed in Q11.

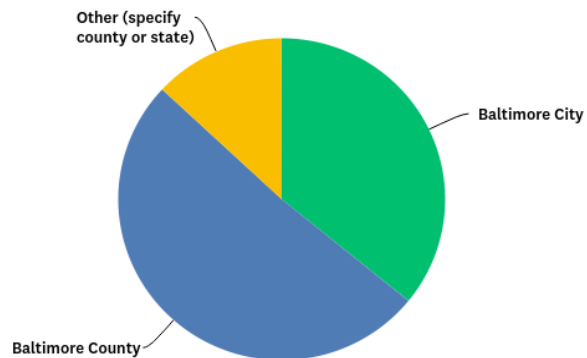
## Membership information (Q5-Q11)

Q5. What is your zipcode?

Answered	92
Skipped	14

Zipcode	Number	Percent	Zipcode	Number	Percent
20720	2	0.02%	21211	3	0,03%
20906	1	0.01%	21212	4	0.04%
21030	6	0.07%	21214	3	0,03%
21042	2	0.02%	21218	5	0.05%
21045	1	0.01%	21220	1	0.01%
21046	1	0.01%	21221	4	0.04%
21053	1	0.01%	21223	1	0.01%
21071	1	0.01%	21224	1	0.01%
21084	1	0.01%	21228	5	0.05%
21093	5	0.05%	21229	1	0.01%
21108	2	0.02%	21230	1	0.01%
21117	2	0.02%	21234	3	0,03%
21120	1	0.01%	21236	1	0.01%
21133	2	0.02%	21237	1	0.01%
21136	3	0,03%	21239	2	0.02%
21203	1	0.01%	21286	2	0.02%
21208	2	0.02%	21784	1	0.01%
21209	9	0.10%	26108	1	0.01%
21210	8	0.09%	59401	1	0.01%
			<b>Total</b>	92	

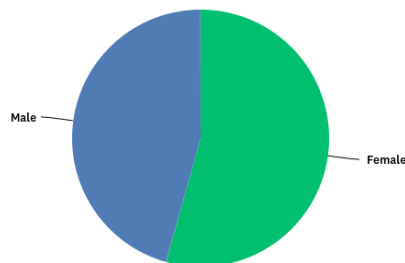
### Q6 Where do you live?



Answer Choices	Responses	
Baltimore City	35.87%	33
Baltimore County	51.09%	47
Other (specify county or state)	13.04%	12
Other (please specify county or state)		12
<b>Answered</b>		<b>92</b>
<b>Skipped</b>		<b>14</b>

Commentary. About half of our responders live in Baltimore County (as compared to 60% in 2013), and a third in Baltimore City (a similar amount as in 2013). The rest lived elsewhere, as follows: 4 from Howard County, 2 from Anne Arundel County, 2 from Prince George's County and 1 each in Carroll County and Harford County. One person reported being from Montana!.

### Q7 What is your gender?

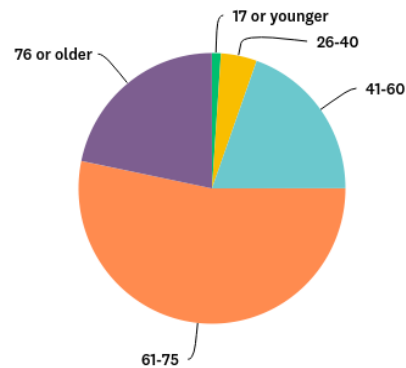




Answer Choices	Responses	
Female	54.35%	50
Male	45.65%	42
	<b>Answered</b>	<b>92</b>
	<b>Skipped</b>	<b>14</b>

Commentary. Female responders (54%) outnumbered male responders (46%). This was basically the same ratio found in the 2013 survey.

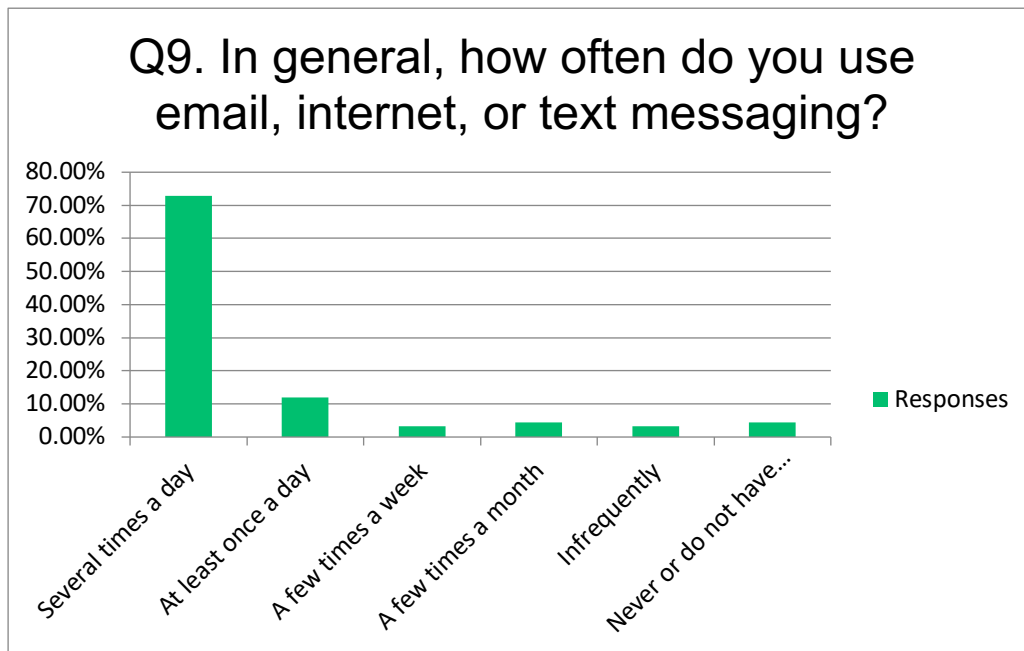
#### Q8 What is your age?



Answer Choices	Responses	Number
17 or younger	1.09%	1
18-25	0.00%	0
26-40	4.35%	4
41-60	19.57%	18
61-75	53.26%	49
76 or older	21.74%	20
	<b>Answered</b>	<b>92</b>
	<b>Skipped</b>	<b>14</b>

Commentary. There are some dramatic differences between the ages of responders since 2013. See graph below. Basically we seem to have lost most of our younger members, and the older members are aging! Be aware, this refers only to responders since we do not have this data on all members. See chart below for comparison between 2013 and 2019 results.

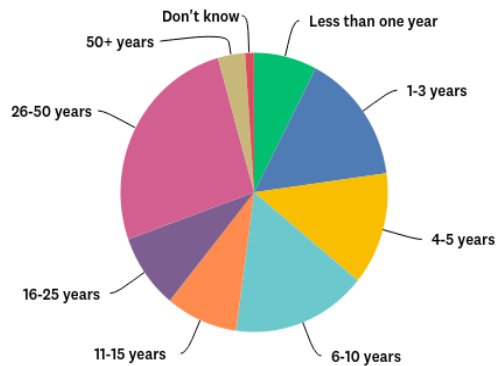
Age comparison between 2013 and 2019		
Age	2013 Results	2019 Results
	4%	1%
18-25	0%	0%
26-40	6%	4%
41-60	31%	20%
61-75	40%	53%
76 or older	19%	22%



Answer Choices	Responses	
Several times a day	72.83%	67
At least once a day	11.96%	11
A few times a week	3.26%	3
A few times a month	4.35%	4
Infrequently	3.26%	3
Never or do not have access to email or internet	4.35%	4
<b>Answered</b>		<b>92</b>
<b>Skipped</b>		<b>14</b>

Commentary. As might be expected, since 2013, our responders report using electronic communication devices more frequently. “Several times a day” has gone up 8 percentage points, while “never” has gone down 2 percentage points.

Q10 In total, how many years have you been a member of BBC?

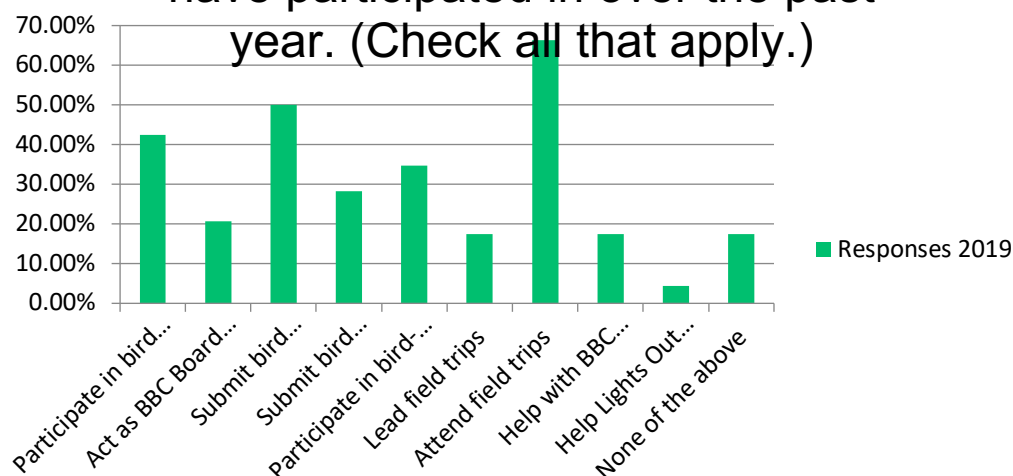


Answer Choices	Responses	
Less than one year	7.61%	7
1-3 years	15.22%	14
4-5 years	13.04%	12
6-10 years	16.30%	15
11-15 years	8.70%	8
16-25 years	8.70%	8
26-50 years	26.09%	24
50+ years	3.26%	3
Don't know	1.09%	1
Answered		92
Skipped		14

Commentary. Responders are reporting longer duration of membership compared to 2013. This backs up some of the assumptions regarding age. See chart below for comparison between 2013 and 2019 data.

Answer Choices	Responses 2013	Responses 2019
Less than one year	10.90%	7.61%
1-3 years	16.51%	15.22%
4-5 years	5.50%	13.04%
6-10 years	17.43%	16.30%
11-15 years	11.93%	8.70%
16-25 years	11.01%	8.70%
26-50 years	20.18%	26.09%
50+ years	2.75%	3.26%
Don't know	4.59%	1.09%

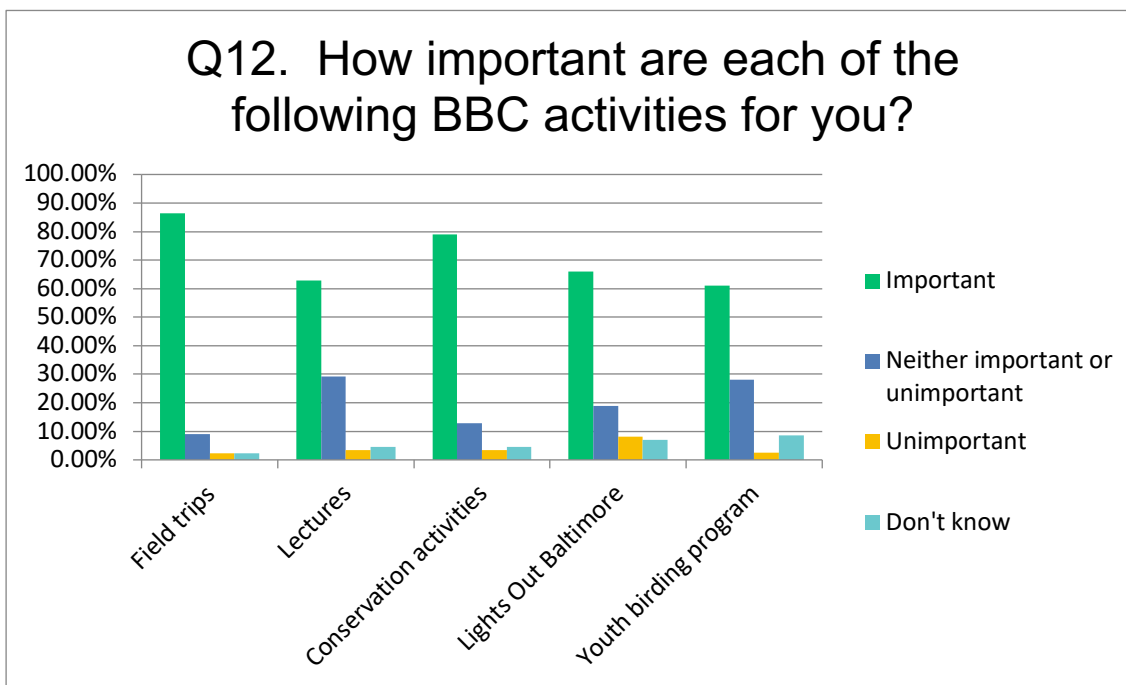
Q11. Here is a list of activities BBC supports. Please check all that you have participated in over the past year. (Check all that apply.)



Answer Choices	Responses 2019		Responses 2013
Participate in bird surveys or counts	42.39%	39	33.00%
Act as BBC Board member, Chairperson, or committee member	20.65%	19	19.27%
Submit bird observations to eBird	50.00%	46	26.61%
Submit bird observations to MDbirding and/or BBC Facebook	28.26%	26	21.10%
Participate in bird-related conservation activities	34.78%	32	31.19%
Lead field trips	17.39%	16	22.94%
Attend field trips	66.30%	61	61.47%
Help with BBC exhibition tables or lectures with other organizations	17.39%	16	--
Help Lights Out Baltimore on morning walks to collect dead or injured birds, bird transport or staffing exhibits	4.35%	4	7.34%
None of the above	17.39%	16	24.77%
Answered		92	
Skipped		14	

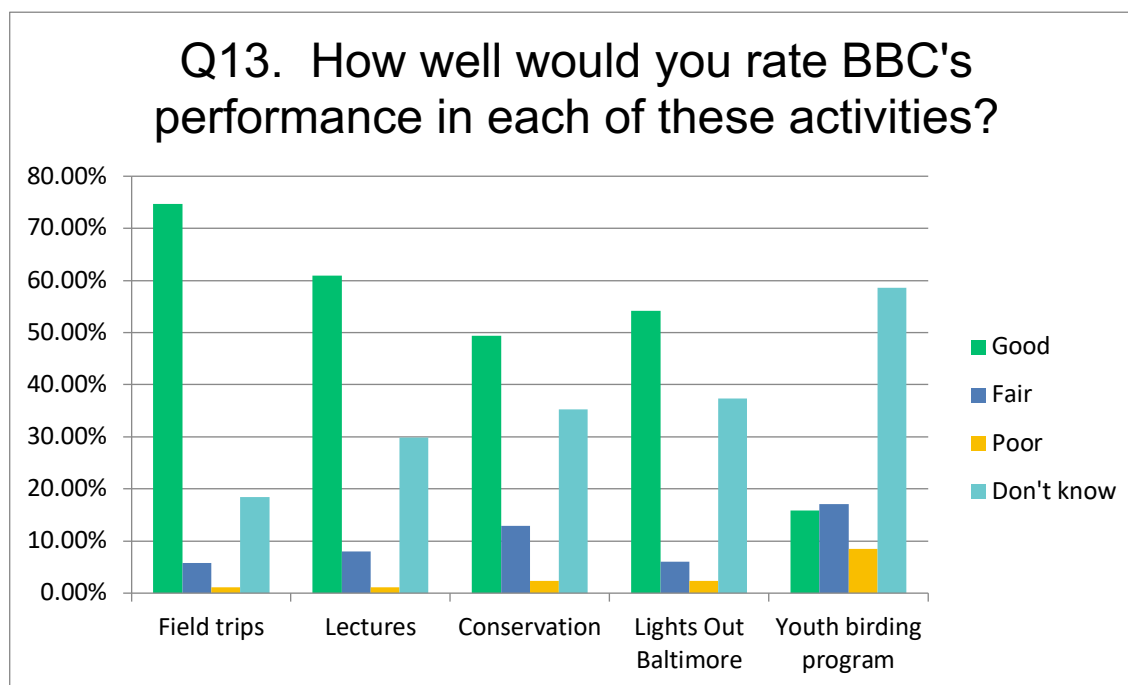
Commentary. This question is interesting because it asks which activities our members actually participate in. Seventeen percent (17%) of responders did not participate in any of these activities. Of the remainder, field trips are clearly the activity that most (66%) take part in, and as will be seen in later questions, it is the activity that is most important to our members. A large number of members also participate in the following activities in descending order: submitting bird observations to eBird (50%--almost double since 2013!); participate in bird surveys (42%--up 10% since 2013); bird-related conservation activities (34%); submitting bird observations to MDbirding and/or BBC Facebook (28%); and acting as BBC Board members, Chairperson or committee member (20%); help with BBC exhibition tables/lectures (17%); leading field trips (17%--down 6% since 2013);. Only a few members participate in Lights Our Baltimore (4%).

## BBC activities—overall performance (Q12—Q16)



Activity	Important		Neither important or unimportant		Unimportant		Don't know		Total
Field trips	86.36%	76	9.09%	8	2.27%	2	2.27%	2	88
Lectures	62.92%	56	29.21%	26	3.37%	3	4.49%	4	89
Conservation activities	79.07%	68	12.79%	11	3.49%	3	4.65%	4	86
Lights Out Baltimore	65.88%	56	18.82%	16	8.24%	7	7.06%	6	85
Youth birding program	60.98%	50	28.05%	23	2.44%	2	8.54%	7	82
Answered									89
Skipped									17

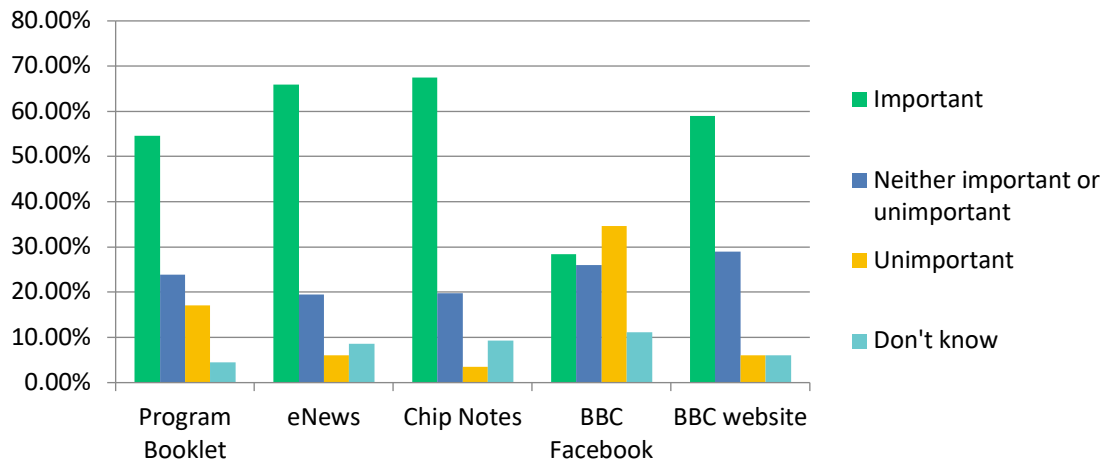
Commentary: It is clear from these answers that field trips are by far ranked as the most important activity BBC conducts (86%), followed closely by Conservation, Lights Out Baltimore, Lectures and Youth birding program. But all get high approval rates from members.



Activity	Good		Fair		Poor		Don't know		Total
Field trips	74.71%	65	5.75%	5	1.15%	1	18.39%	16	87
Lectures	60.92%	53	8.05%	7	1.15%	1	29.89%	26	87
Conservation	49.41%	42	12.94%	11	2.35%	2	35.29%	30	85
Lights Out Baltimore	54.22%	45	6.02%	5	2.41%	2	37.35%	31	83
Youth birding program	15.85%	13	17.07%	14	8.54%	7	58.54%	48	82
Answered									88
Skipped									18

Commentary: This question distinguishes itself from Q12 in that it asks how well BBC performs in the same activities, versus the importance of those activities to the member. Note the large increase in “don’t know” answers, especially in activities such as youth birding. In general, taking out the don’t knows, perceived quality of performance is high and pretty much parallels perceived importance of activity.

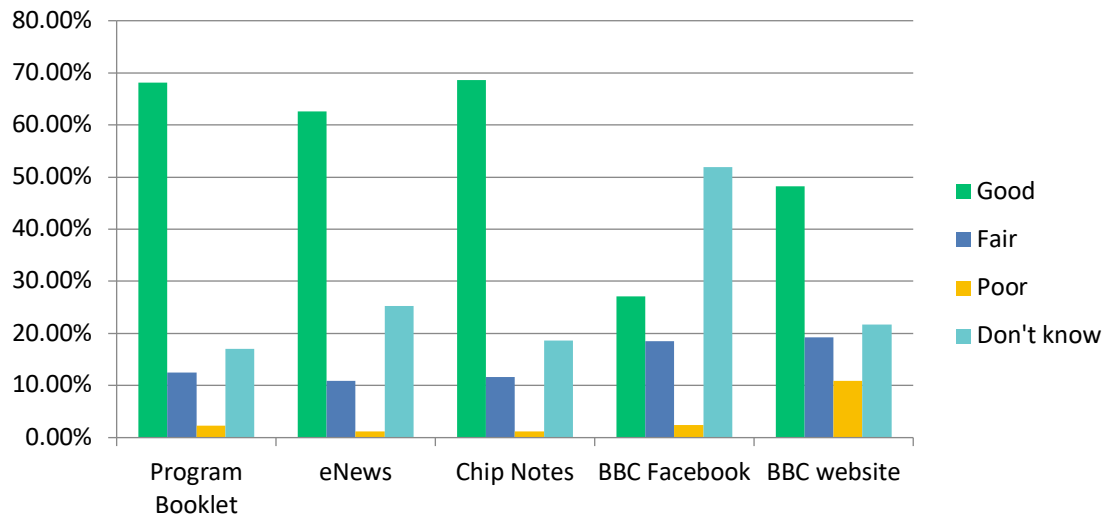
### Q14. How important are each of the following methods of communicating to you?



	Important		Neither important or unimportant		Unimportant		Don't know		Total
Program Booklet	54.55%	48	23.86%	21	17.05%	15	4.55%	4	88
eNews	65.85%	54	19.51%	16	6.10%	5	8.54%	7	82
Chip Notes	67.44%	58	19.77%	17	3.49%	3	9.30%	8	86
BBC Facebook	28.40%	23	25.93%	21	34.57%	28	11.11%	9	81
BBC website	59.04%	49	28.92%	24	6.02%	5	6.02%	5	83
Answered									89
Skipped									17

Commentary. This question is new this year. The results are surprising, as the most important methods of communicating, in descending order of importance are: Chip Notes (67%), eNews (66%), BBC website (59%), Program Booklet (54%) and BBC Facebook (28%).

### Q15. How well would you rate BBC's performance in each of these areas?



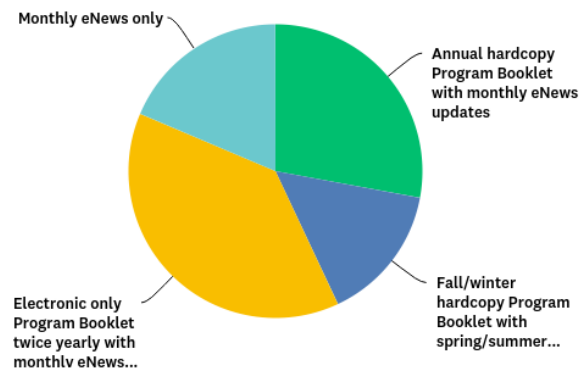
	Good		Fair		Poor		Don't know	Total
Program Booklet	68.18%	60	12.50%	11	2.27%	2	17.05%	88
eNews	62.65%	52	10.84%	9	1.20%	1	25.30%	83
Chip Notes	68.60%	59	11.63%	10	1.16%	1	18.60%	86
BBC Facebook	27.16%	22	18.52%	15	2.47%	2	51.85%	81
BBC website	48.19%	40	19.28%	16	10.84%	9	21.69%	83
<b>Answered</b>								<b>89</b>
<b>Skipped</b>								<b>17</b>

Commentary. This question distinguishes itself from Q14 in that it asks how well BBC performs in the same activities, versus the importance of those activities to the member. Note the large increase in “don’t know” answers, especially in activities such as BBC Facebook. It is interesting that since 2013 performance (as opposed to importance) for the Program Booklet increased by 13%, while the BBC website decreased by 11%.

Performance Rating Good	2013	2019
Program Booklet	85.58%	68.18%
eNews	72.28%	62.65%
Chip Notes	81.82%	68.60%
BBC Facebook	19.10%	27.16%
BBC website	44.57%	48.19%



Q16 There are many ways we can get information regarding BBC activities to members. Of the following options, which would you prefer in the future? Select only one and let us know why you made that choice.

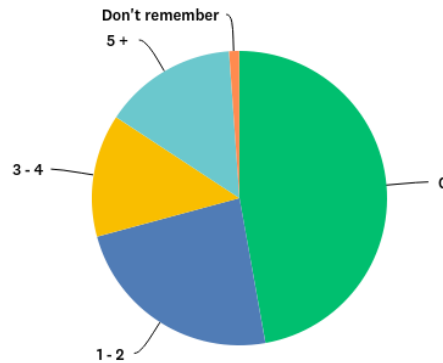


Answer Choices	Responses	
Annual hardcopy Program Booklet with monthly eNews updates	27.91%	24
Fall/winter hardcopy Program Booklet with spring/summer electronic update as well as monthly eNews updates	15.12%	13
Electronic only Program Booklet twice yearly with monthly eNews updates	38.37%	33
Monthly eNews only	18.60%	16
Why did you make this choice?		72
<b>Answered</b>		<b>86</b>
<b>Skipped</b>		<b>20</b>

Commentary. With the advent of the digital age, BBC has been using online, as opposed to hardcopy mailout (except for a small minority who request it), sources to publicize our field trips and other events. We asked this question to better understand what our members would prefer in the future. Clearly people were pretty divided about how they would like to receive the Program Booklet information in the future.

## Lectures (Q17-Q23)

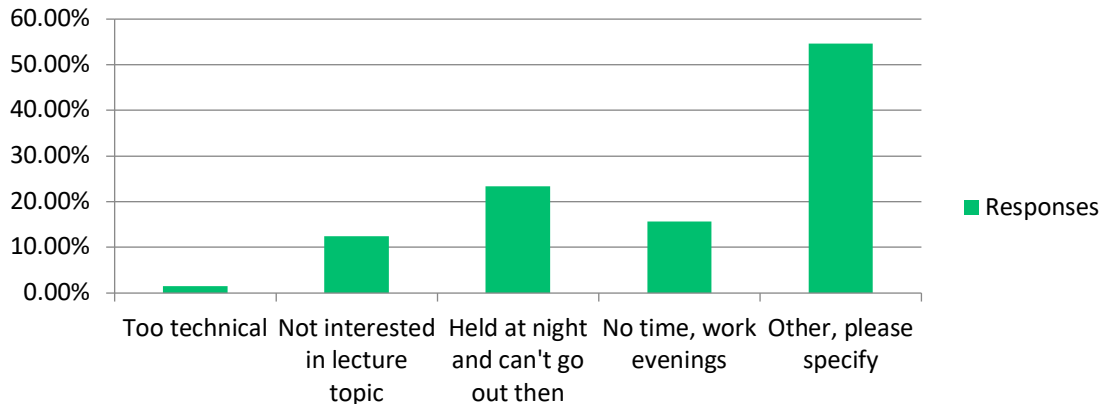
Q17 In the past year, BBC sponsored six Tuesday evening lectures, not including the one at January's Covered Dish Dinner. These have been held at Cylburn Arboretum. How many times did you attend one of these Tuesday evening lectures?



Answer Choices	Responses	
0	47.19%	42
1 – 2	23.60%	21
3 - 4	13.48%	12
5 +	14.61%	13
Don't remember	1.12%	1
<b>Answered</b>		<b>89</b>
<b>Skipped</b>		<b>17</b>

Commentary. BBC lectures typically have an attendance of 20-35 people, depending on lecturer, topic and weather. We are interested finding out what our members expect at these lectures, and how often they attend. As this illustrates, about half our members do not attend at all, and only about 15% attend most lectures. The answers may lie in the following questions.

**Q18. Is there any particular reason you didn't attend any lectures or more lectures in the past year?  
(Check all that apply.)**



Answer Choices	Responses	
Too technical	1.56%	1
Not interested in lecture topic	12.50%	8
Held at night and can't go out then	23.44%	15
No time, work evenings	15.63%	10
Other, please specify	54.69%	35
<b>Answered</b>		<b>64</b>
<b>Skipped</b>		<b>42</b>

**Q18 Other, please specify (N=51)**

**Distance/inconvenience of Cylburn (N=15)**

- Cylburn is too far, especially at night
- Cylburn isn't very convenient from where I live
- Too far to travel
- Live too far away
- Live on southern side of the county...too far to drive at night
- Live in Bowie, Prince George's County
- I currently live in Montana
- Distance and traffic
- We live too far away to attend regularly, especially considering the traffic
- Scary neighborhood
- Out of town
- Too far a trip and conflicting schedule
- Sometimes I don't attend if I don't have a ride
- Distance
- Long drive from east side

**Other commitments/priorities (N=22)**

- My work schedule and the distance that I commute
- I have been out of town
- Am very busy and a little too far to travel.
- Priorities
- Out of town
- Too many family obligations at the moment
- Out of town
- work related travel issues, conflicts
- Sometimes I don't attend if I don't have a ride
- It got by me for various reasons or weather related
- Had other activities planned
- Held on evenings I have other commitments
- Sometimes, conflicts arise, like travel
- I have another commitment the second Tuesday of each month
- Work and family commitments
- Conflicts with something else.
- Either conflicting or getting tired at night
- Out of town
- Often out of town
- Conflict with dates
- Had other activities planned
- Not available at time of lecture

**Prefer other time/day. (N=2)**

- AM events are better for me.
- Other commitments on Tuesday—could it be changed to Wednesday?

**Health/aging/trouble driving (N=8)**

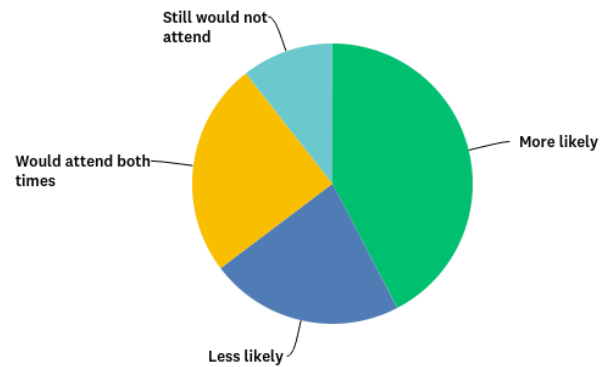
- Too tired after work each day
- I don't like to drive a vehicle unless it's really necessary
- Retired and I'm sometimes too tired.
- Too old. Do not drive
- Over thirty miles and 76 years old - I get picky- still support all !
- Illness makes getting out in the evening difficult
- Health
- Homebound

**Miscellaneous. (N=4)**

- I THINK I WAS AT ALL THE LECTURES!
- Too lazy
- Sometimes I don't attend if I don't have a ride
- Here's a thought: could BBC arrange to Live-stream the lectures? I would love to tune in

Commentary. See the answers to the “Other, please specify” below. As correlates with the answers above, the three most prevalent reasons for not attending lectures were the distance/inconvenience of Cylburn, other commitments/priorities, and aging/health. A few requested a change in time/day. Perhaps the most intriguing suggestion came from someone who noted “Here’s a thought: could BBC arrange to Live-stream the lectures? I would love to tune in.” That could resolve some of the other issues!!

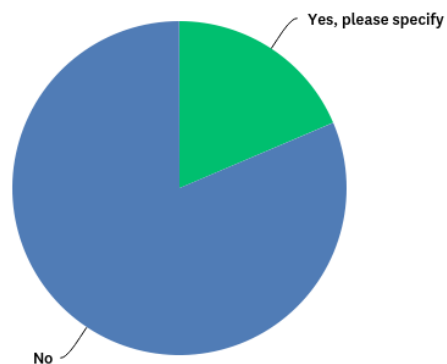
Q19 BBC is considering holding one or two lectures on a weekend during the day this coming year. Would you be more or less likely to attend a daytime weekend lecture?



Answer Choices	Responses	
More likely	42.35%	36
Less likely	22.35%	19
Would attend both times	24.71%	21
Still would not attend	10.59%	9
<b>Answered</b>		<b>85</b>
<b>Skipped</b>		<b>21</b>

Commentary. From the survey results, it looks like members would enjoy have an occasional weekend (rather than evening) lecture.

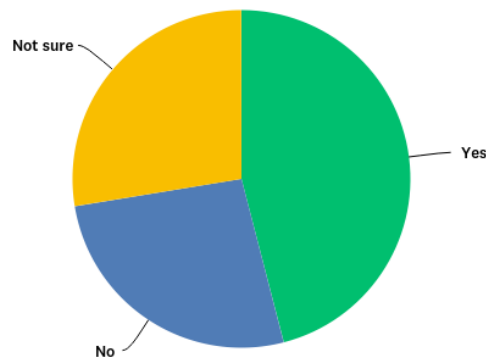
Q20 Is there any reason you would not attend an evening lecture just because it was held at Cylburn?



Answer Choices	Responses	
Yes, please specify	18.60%	16
No	81.40%	70
Yes (please specify)		19
<b>Answered</b>		<b>86</b>
<b>Skipped</b>		<b>20</b>

Commentary. Nineteen (19) people gave an open-ended answer to this question. Most were not relevant to having a lecture held at Cylburn, but rather why they did not attend lectures as asked in Q18. Those 4 members directly answering this question cited scary neighborhood, too far to travel at night, 695 traffic, city roads are terrible. Others preferred Cylburn. One answer had some merit—"Kind of a boring venue though. Why not a brewery or wine bar?"

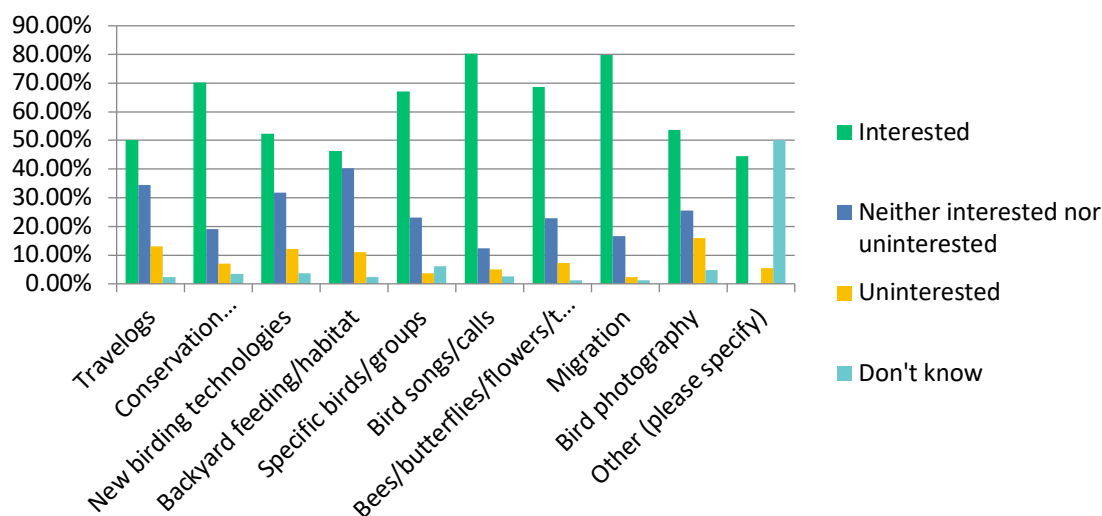
Q21 Would you attend a bird identification workshop consisting of classroom training and bird walks if BBC offered one?



Answer Choices	Responses	
Yes	45.98%	40
No	26.44%	23
Not sure	27.59%	24
<b>Answered</b>		<b>87</b>
<b>Skipped</b>		<b>19</b>

Commentary. A little less than half our responders would attend an identification workshop if offered.

## Q22. Please rate your interest in the following lecture topics.



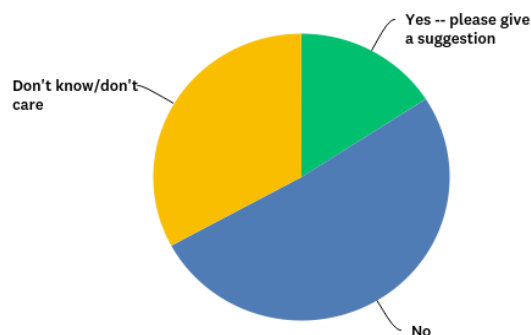
	Interested		Neither interested nor uninterested		Uninterested		Don't know		Total
Travelogs	50.00%	42	34.52%	29	13.10%	11	2.38%	2	84
Conservation issues/projects	70.24%	59	19.05%	16	7.14%	6	3.57%	3	84
New birding technologies	52.44%	43	31.71%	26	12.20%	10	3.66%	3	82
Backyard feeding/habitat	46.34%	38	40.24%	33	10.98%	9	2.44%	2	82
Specific birds/groups	67.07%	55	23.17%	19	3.66%	3	6.10%	5	82
Bird songs/calls	80.25%	65	12.35%	10	4.94%	4	2.47%	2	81
Bees/butterflies/flowers/trees	68.67%	57	22.89%	19	7.23%	6	1.20%	1	83
Migration	79.76%	67	16.67%	14	2.38%	2	1.19%	1	84
Bird photography	53.66%	44	25.61%	21	15.85%	13	4.88%	4	82
Other (please specify)	44.44%	8	0.00%	0	5.56%	1	50.00%	9	18
Other (please specify)									10
Answered									87
Skipped									19

## Q22 Other, please specify (N=10)

- Trips to other countries such as Costa Rica
- Best birding locations in (state/county) with habitats and liely species (by year/season)
- Almost connected with nature and photography
- Bird technology and other apps!!!!
- General bird natural history or evolution
- Local birding locations and what you'll find and when
- Urban birding
- Info on how to improve the birding experience would be nice
- Bird banding activities
- Scientific studies—taxonomy

Commentary. Most topics appeal to at least half our members. This highest ranking include bird songs/calls (80%), migration (80%), conservation issues/projects (70%). The lease popular at 46% is backyard feeding/habitat. In their open-ended responses, members also gave additioan subjects they would be interested in hearing about in their open-ended responses.

Q23 Currently BBC holds two social events a year--the Covered Dish Dinner in winter and a picnic in warm weather. Would you like us to sponsor more social events?



Answer Choices	Responses	
Yes -- please give a suggestion	15.85%	13
No	51.22%	42
Don't know/don't care	32.93%	27
Any suggestions:		17
<b>Answered</b>		<b>82</b>
<b>Skipped</b>		<b>24</b>



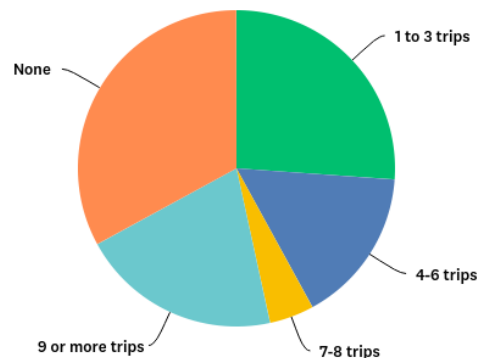
### Q23 Any suggestions (N=15)

- Periodic luncheons.
- Luncheons/brunches/coffee meetups accompanied by talks, like the lunch that was held in March
- I am happy with what we do now
- Cannot comment
- I need to think about it
- Counts were fun when there was a social round up at the end of the day
- Happy hour at an enviro-friendly venue near water
- I'm usually sick during the winter and miss the CDD. I wish it was at a different time of the year
- Birding and lunch outings may be nice
- Why always on a Sunday
- Not sure because I have not been to dinner or picnic
- Evening dinner in winter makes no sense—should be mid-day. Don't find picnic very "sociable."
- The lunch at Island View is a good model
- Annual dinner before each lecture
- Covered dish and picnic both are well received events to welcome members

Commentary. Evidently our responders are happy with the number of social events we already have. Clearly the Island View event was a big hit.

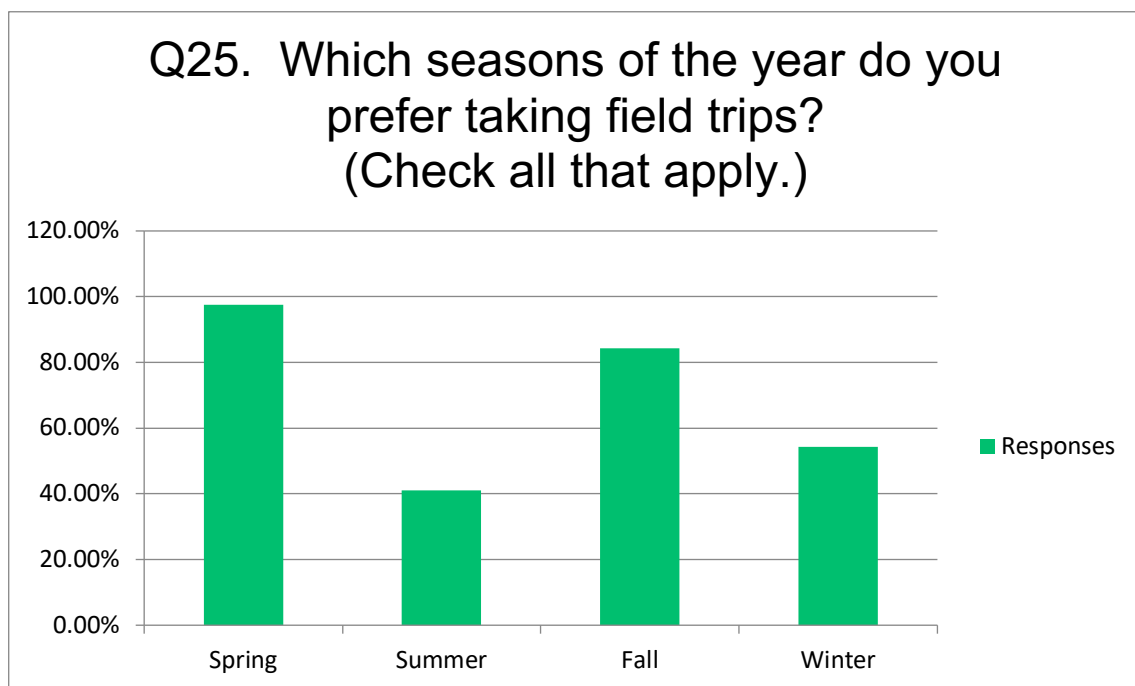
## Field trips (Q24-34)

Q24 The next few questions refer to BBC sponsored field trips. BBC sponsors more than 100 field trips a year. In the past year, about how many field trips did you attend?



Answer Choices	Responses	
1 to 3 trips	26.14%	23
4-6 trips	15.91%	14
7-8 trips	4.55%	4
9 or more trips	20.45%	18
None	32.95%	29
<b>Answered</b>		<b>88</b>
<b>Skipped</b>		<b>18</b>

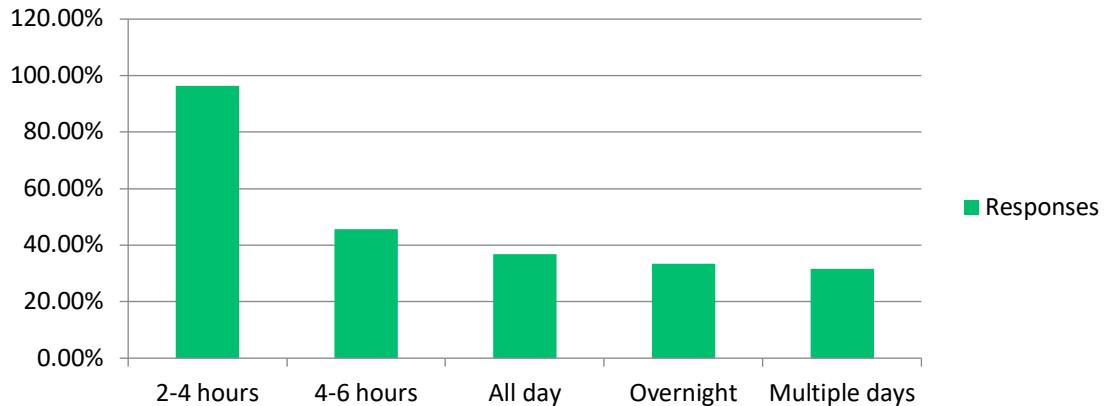
Commentary. About one-third of our members attended no field trips in the last year, very similar to 2013 and less than 2004 when almost half (46%) of members did not attend a field trip. Another quarter attended 1-3 trips, 16% attended 4-6 trips, 5% attended 7-8 trips, and 20% 9 or more trips.



Answer Choices	Responses	
Spring	97.59%	81
Summer	40.96%	34
Fall	84.34%	70
Winter	54.22%	45
<b>Answered</b>		<b>83</b>
<b>Skipped</b>		<b>23</b>

Commentary. Spring and fall are the favorites, followed by winter with summer being the least favorite.

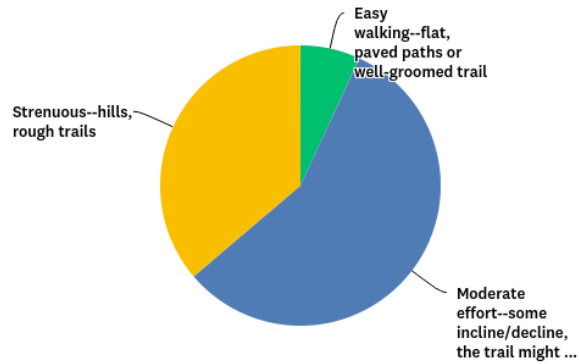
**Q26. Field trips can vary in duration of time. Which of the following would you consider for yourself?  
(Check all that apply.)**



Answer Choices	Responses	
2-4 hours	96.49%	55
4-6 hours	45.61%	26
All day	36.84%	21
Overnight	33.33%	19
Multiple days	31.58%	18
Answered		57
Skipped		49

**Commentary.** Almost all responders would go on short, 2-4 hour field trips. As expected, the numbers get lower with each grade of difficulty.

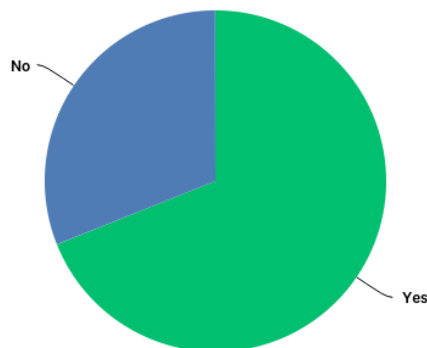
Q27 What is the most difficult terrain you would consider for a field trip for yourself? (Check the most difficult.)



Answer Choices	Responses	
Easy walking--flat, paved paths or well-groomed trail	6.90%	4
Moderate effort--some incline/decline, the trail might not be well groomed	56.90%	33
Strenuous--hills, rough trails	36.21%	21
<b>Answered</b>		<b>58</b>
<b>Skipped</b>		<b>48</b>

Commentary. A pretty tough crew—most being able to do moderately to very difficult trails.

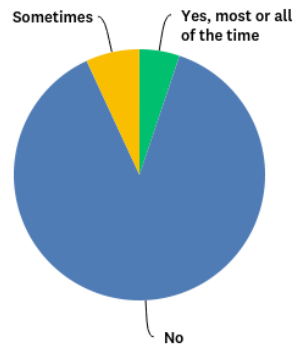
Q28 Would you participate in carpooling?



Answer Choices	Responses	
Yes	68.97%	40
No	31.03%	18
<b>Answered</b>		<b>58</b>
<b>Skipped</b>		<b>48</b>

Commentary. Most members (69%) would be willing to carpool, if required.

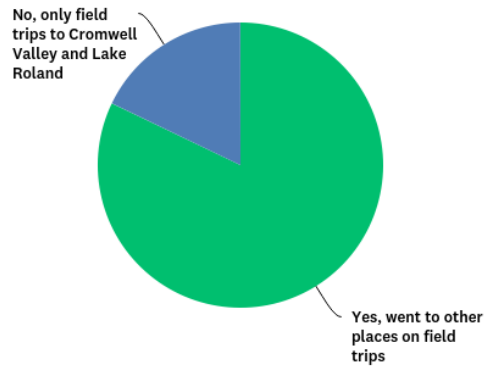
Q29 Do you need public transportation or a ride to get to a field trip?



Answer Choices	Responses	
Yes, most or all of the time	5.17%	3
No	87.93%	51
Sometimes	6.90%	4
<b>Answered</b>		<b>58</b>
<b>Skipped</b>		<b>48</b>

Commentary. Only a few members require public transportation either most of the time (5%) or sometimes (7%).

Q30 Other than the Tuesday morning trips to Cromwell Valley or Lake Roland, in the past year did you take part in any other field trips ?

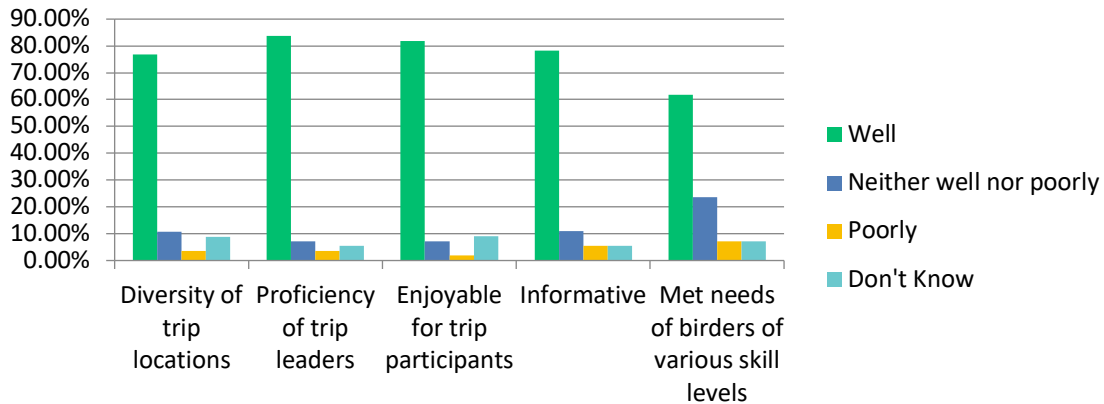


Answer Choices	Responses	
Yes, went to other places on field trips	82.14%	46
No, only field trips to Cromwell Valley and Lake Roland	17.86%	10
<b>Answered</b>		<b>56</b>
<b>Skipped</b>		<b>50</b>

Commentary. There was concern among our field trip planners that most of our members only attended the Tuesday walks at Cromwell Valley and Lake Roland. Evidently that is not true among responders, 82% of whom report going to other places on field trips also.

### Q31.

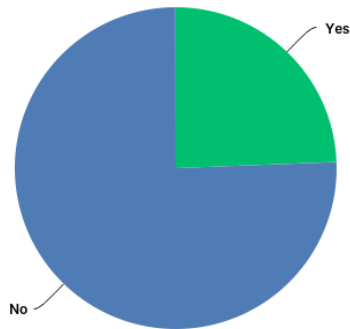
Over the past year, in general, how well did BBC perform on its field trips in each of these categories?



	Well		Neither well nor poorly		Poorly		Don't Know		Total
Diversity of trip locations	76.79%	43	10.71%	6	3.57%	2	8.93%	5	56
Proficiency of trip leaders	83.64%	46	7.27%	4	3.64%	2	5.45%	3	55
Enjoyable for trip participants	81.82%	45	7.27%	4	1.82%	1	9.09%	5	55
Informative	78.18%	43	10.91%	6	5.45%	3	5.45%	3	55
Met needs of birders of various skill levels	61.82%	34	23.64%	13	7.27%	4	7.27%	4	55
Answered									56
Skipped									50

Commentary. Overall, BBC did reasonably well in meeting the needs of our members on field trips. The area requiring most attention is “meeting the needs of various skill levels.”

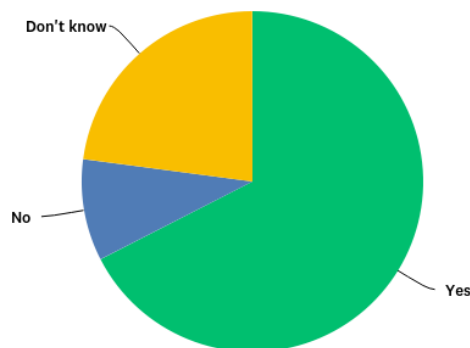
Q32 Would you like to attend a field trip dedicated to youth?



Answer Choices	Responses	
Yes	24.39%	20
No	75.61%	62
<b>Answered</b>		<b>82</b>
<b>Skipped</b>		<b>24</b>

Commentary. Only about a quarter (24%) of responders would attend a field trip dedicated to youth,

Q33 Would you like to participate in a field trip focused on environmental conservation and birds?



Answer Choices	Responses	
Yes	67.47%	56
No	9.64%	8
Don't know	22.89%	19
<b>Answered</b>		<b>83</b>
<b>Skipped</b>		<b>23</b>



Commentary. On the other hand, a large percentage (68%) of members would like a field trip focused on environmental conservation and birds.

Q34. Do you have any suggestion for new field trip procedures? If so, please answer below.

**Answered 24**

**Skipped 82**

#### **Q34 Responses (N=24)**

##### **Location, location, location N=12)**

- The Costa Rica trip in April was a big success. Would like to see more Central America trips
- I was sad there is no longer a trip to Milford mill - it was one of the few trips in SW Baltimore
- Many different locations
- Poplar Island if not done already
- A trip to every birding area during the year would be good.
- Mix up the Spring and Fall walk locations, and add more locations
- Need more varied trips close to home-- different habitats, different target birds
- More directions to locations
- Although I work and can't attend the weekday field trips (I'm disappointed to miss the spring and fall weekly surveys), there are always good options
- It is hard to get a new trip in the book. I have tried.
- It helps to provide and estimate time frame for each field trip
- Not geared to share/point out birds to all. Always scrambling for rare birds. Obsessed with counting #s. No difference in seeing 10 or 15.

##### **Leadership N=3)**

- Keep asking people tolled (?) trips—need new blood
- Good leadership
- At the outset, ask people to introduce themselves. First and last name. Ask skill levels, looking for new birders so we can better meet their needs.

##### **Problems getting to field trips (N=3)**

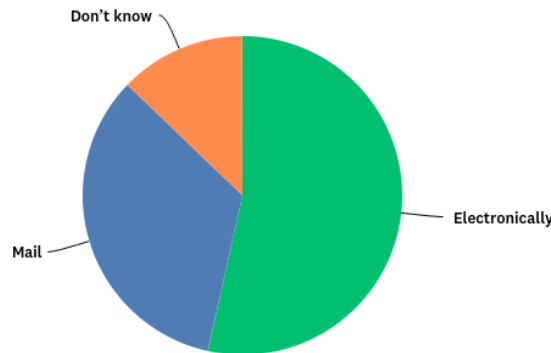
- My "unresponsiveness" on trips & related subjects is basically age-induced and not really meaningful
- Available on weekends. I wish I could attend more trips, but this year has been difficult for having personal time for hobbies and I am hopeful to begin attending again soon.
- Almost never can attend due to timing during workday or venue too far outside of Baltimore City

##### **Miscellaneous (=3)**

- Combine Birding with clean up - bring trash bags to polluted places
- No
- The next generation is so important, for them to see and learn. This will support BBC for the future. Thanks to all that have worked to build this club.

## Chip Notes (Q35-39)

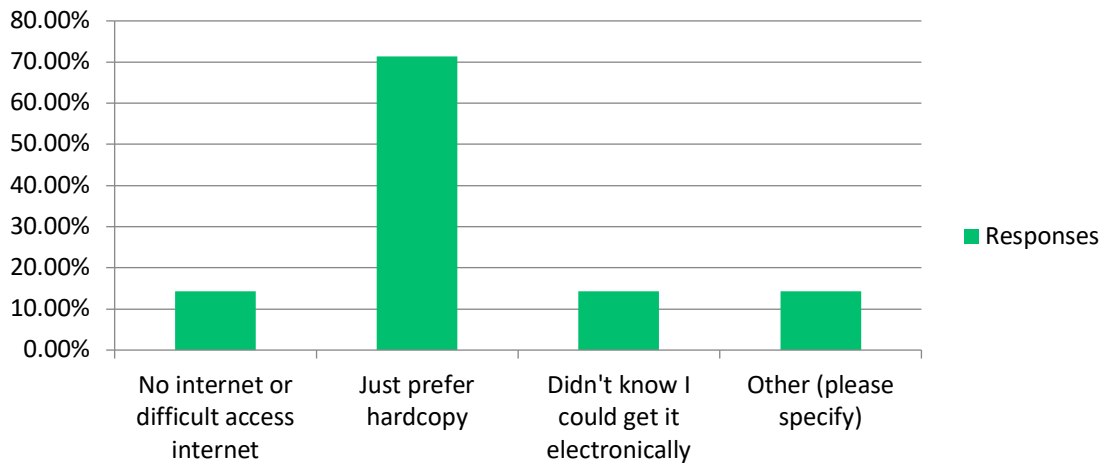
Q35 Chip Notes is published quarterly. Do you receive Chip Notes electronically or by USPS mail?



Answer Choices	Responses	
Electronically	53.49%	46
Mail	33.72%	29
Not current member, don't get Chip Notes	0.00%	0
Not current member, so don't receive (Skip to	0.00%	0
Don't know	12.79%	11
<b>Answered</b>		<b>86</b>
<b>Skipped</b>		<b>20</b>

Commentary. The questions about Chip Notes revealed some interesting observations. It is one of the few answers that can be compared with “real” figures in our membership database and the comparison is interesting. In the survey, for members who either get, or remember how they get Chip Notes, 46 members reported receiving it electronically (email) and 29 members by USPS mail. Note that 29 of the 31 members who get Chip Notes by mail responded to the survey!! Compared to known numbers in our membership database, *most* members getting Chip Notes by mail (29 of 31 or 94%) completed the survey, whereas only 23% of those getting it electronically did. This seems to say something about hard-copy delivery!

**Q36. Why do you prefer to get Chip Notes by mail rather than electronically?  
(Check all that apply.)**



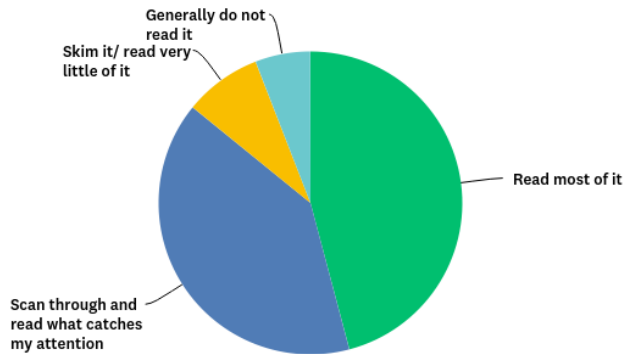
Answer Choices	Responses	
No internet or difficult access internet	14.29%	4
Just prefer hardcopy	71.43%	20
Didn't know I could get it electronically	14.29%	4
Other (please specify)	14.29%	4
Please specify		9
Answered		28
Skipped		78

**Q36 Please specify N=9)**

- Like to keep it on the coffee table
- Many times electronic copy does not print out well
- It's just always come by mail
- Use internet as back-up
- It's nice to be able to read without relying on internet
- Electronic version may not print right based on computer used
- Paper good
- Enjoyed reading them
- Old school- love to hold and read

Commentary. Most hard-copy members (71%) just prefer hardcopy, although 14% did not have access to the internet.

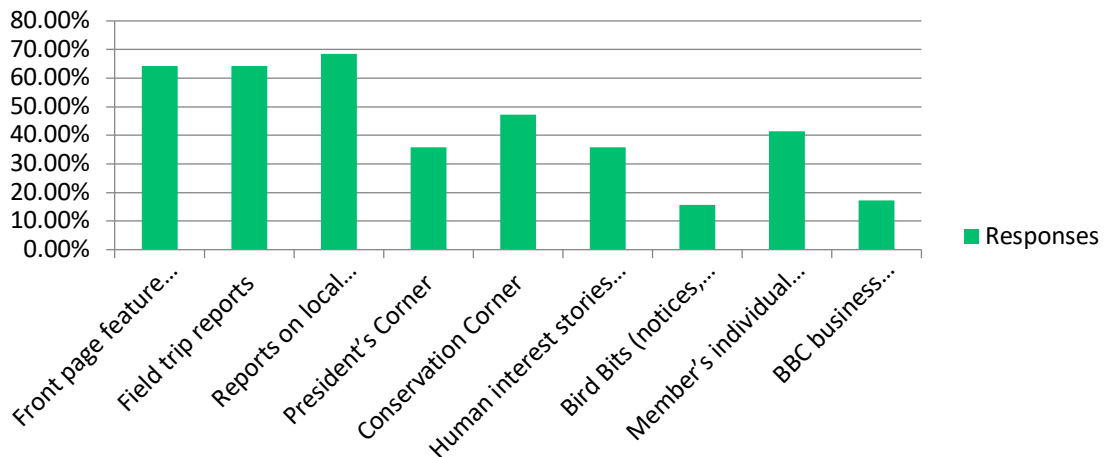
Q37 When you receive Chip Notes, which statement best reflects what you do with it?



Answer Choices	Responses	
Read most of it	45.88%	39
Scan through and read what catches my attention	40.00%	34
Skim it/ read very little of it	8.24%	7
Generally do not read it	5.88%	5
Answered		85
Skipped		21

Commentary. Most members read most of Chip Notes (46%), while an additional 40% scan it and read what catches their attention. Only a few members skim it or don't read it (14%).

**Q38. What are the types of articles you found most interesting in Chip Notes?  
Please check the four you like best.**



Answer Choices	Responses	
Front page feature article	64.29%	45
Field trip reports	64.29%	45
Reports on local activities (like Hawk Migration)	68.57%	48
President's Corner	35.71%	25
Conservation Corner	47.14%	33
Human interest stories (like Memoires of a Bird Nerd)	35.71%	25
Bird Bits (notices, chatty, cartoon)	15.71%	11
Member's individual travel reports	41.43%	29
BBC business information (like bylaws, grants awarded)	17.14%	12
<b>Answered</b>		<b>70</b>
<b>Skipped</b>		<b>36</b>

Commentary. Note that responders were asked to check the four sections they liked best. Overall, members are interested in most of the sections of Chip Notes. The three most popular sections in descending order are reports on local activities, like hawk migration followed closely by the front page feature article and field trip reports, all ranking in the sixty percentile. These were followed by conservation corner, member's individual travel reports, and president's corner and human interest stories. Least popular were BBC business information and bird bits.

Q39. What changes or additions would you make to Chip Notes?

**Answered 16**

**Skipped 90**

#### **Q39 Responses (N=16)**

##### **No changes, fine as is (N=7)**

##### **Specific Suggestions Miscellaneous (N=10)**

- Like the idea of allowing people to write short articles on their trips.
- Re-design
- Some birding fieldcraft notes
- Update material is always of interest, tho' a set format isn't always indicated nor possible
- A little something for everyone is a good thing to strive for and obviously, any birding related activities are fair game, which calls for a certain flexibility
- Upgrade to a more professional, e-zine format (such as produced by the free program, issuu, found at <https://issuu.com/>)
- Include event listings from and links to other, nearby birding clubs' newsletters (Virginia, West Va, Penna, Delaware?)
- Feature younger, more diverse birders

##### **Include field trips/special events (N=2)**

- Field trips/special events needed on chip notes
- a solid calendar of events is a must for reference

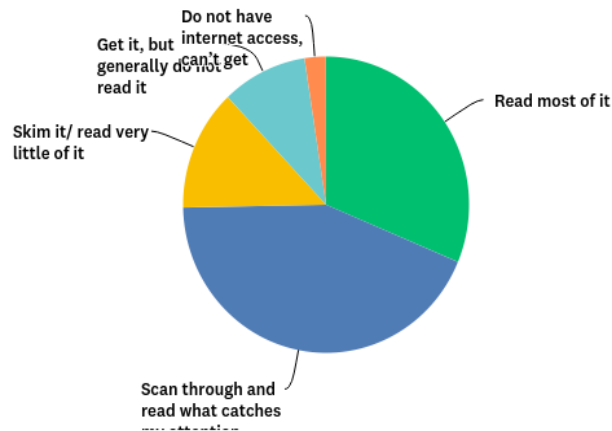
##### **Other (N=1)**

- As far as I know I haven't received Chip Notes

Commentary. Suggestions for change range all over the place. Two people suggested adding a calendar of events to Chip Notes.

## eNews (Q40-Q41)

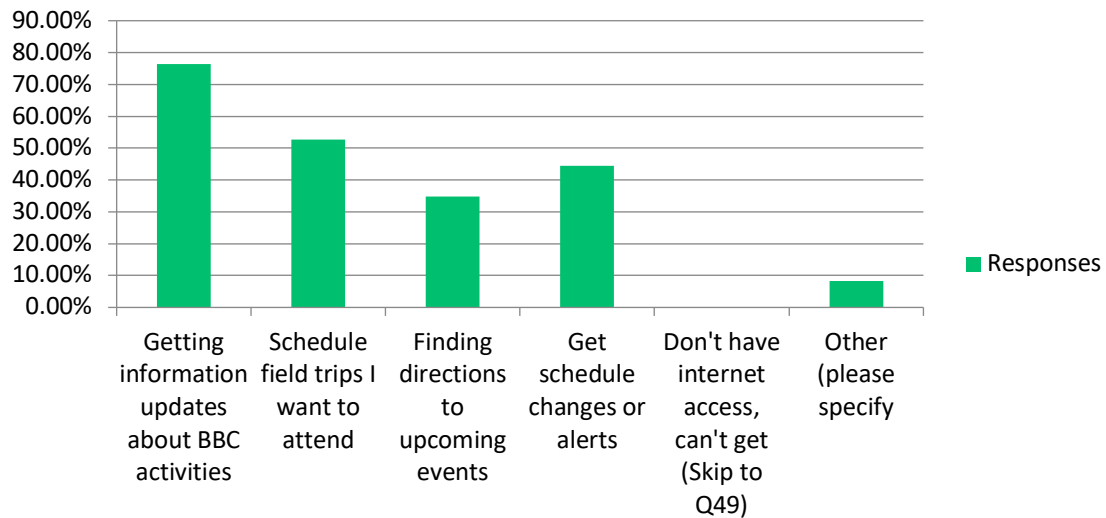
Q40 eNews is delivered to members by email on a monthly basis. Which statement best reflects what you do with it.



Answer Choices	Responses	
Read most of it	31.33%	26
Scan through and read what catches my attention	43.37%	36
Skim it/ read very little of it	13.25%	11
Get it, but generally do not read it	9.64%	8
Do not have internet access, can't get	2.41%	2
	<b>Answered</b>	<b>83</b>
	<b>Skipped</b>	<b>23</b>

Commentary. About 88% of responders utilize eNews, although the degree of attention given it varies widely. The remainder either do not get it because they do not have email, or don't use it. So it remains a well-used, timely approach to reach out to members.

### Q41. How do you use eNews? (Check all that apply.)



Answer Choices	Responses	
Getting information updates about BBC activities	76.39%	55
Schedule field trips I want to attend	52.78%	38
Finding directions to upcoming events	34.72%	25
Get schedule changes or alerts	44.44%	32
Don't have internet access, can't get (Skip to Q49)	0.00%	0
Other (please specify)	8.33%	6
Other (please specify)		2
<b>Answered</b>		<b>72</b>
<b>Skipped</b>		<b>34</b>

#### Other (please specify)

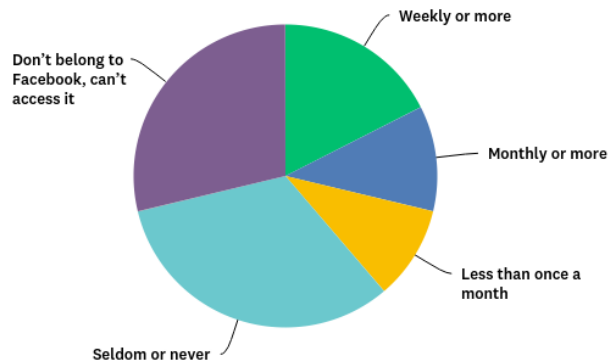
- Keeping in touch with what's going on in Maryland, while I live in Montana for my job
- Save for backup reference to printed information.

Commentary. eNews is clearly used by members to update them on BBC activities for the upcoming month. It is clear members utilize it in other ways to stay abreast of current BBC activities.



## Facebook (Q42-44)

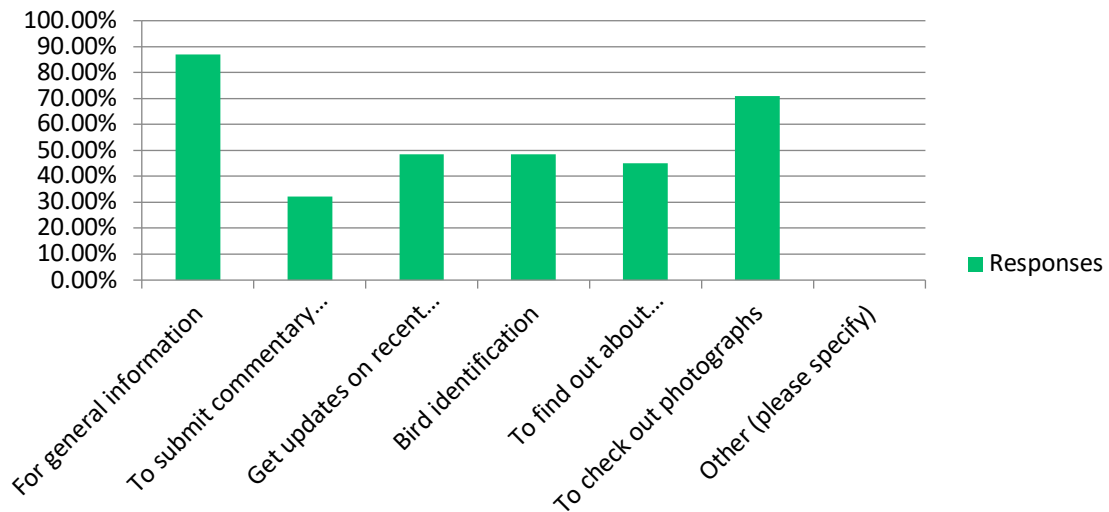
Q42 In the past year, how often did you access BBC's Facebook page?



Answer Choices	Responses	
Weekly or more	17.50%	14
Monthly or more	11.25%	9
Less than once a month	10.00%	8
Seldom or never	32.50%	26
Do not have internet access, can't get (Skip to Q44)	0.00%	0
Don't belong to Facebook, can't access it	28.75%	23
<b>Answered</b>		<b>80</b>
<b>Skipped</b>		<b>26</b>

Commentary: Only 29% of our members access BBC's Facebook page on a regular basis (monthly or more). The remainder seldom access it or do not have access to Facebook.

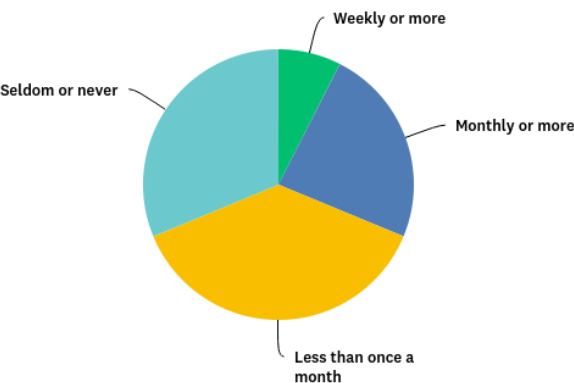
### Q43. How do you use BBC Facebook? (Check all that apply.)



Answer Choices	Responses	
For general information	87.10%	27
To submit commentary and/or photos	32.26%	10
Get updates on recent sightings	48.39%	15
Bird identification	48.39%	15
To find out about upcoming trips/lectures	45.16%	14
To check out photographs	70.97%	22
Other (please specify)	0.00%	0
Other (please specify)		0
<b>Answered</b>		<b>31</b>
<b>Skipped</b>		<b>75</b>

Commentary. Users of the BBC Facebook use it for a variety of reasons, mostly for general information, but increasingly for photographs and bird identification and sightings.

Q44 In the past year, how many times did you access the BBC Website?

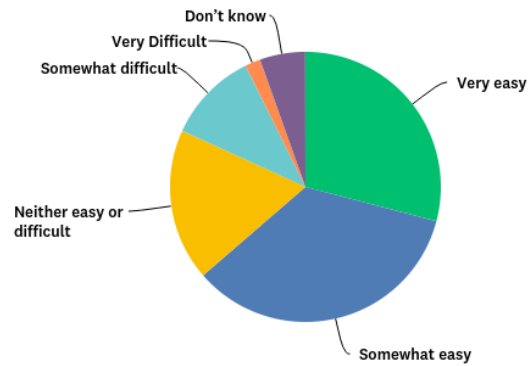


Answer Choices	Responses	
Weekly or more	7.50%	6
Monthly or more	23.75%	19
Less than once a month	37.50%	30
Seldom or never	31.25%	25
Do not have internet access, can't get	0.00%	0
Answered		80
Skipped		26

Commentary: Most members (69%) access the BBC website infrequently (less than once a month) or never. About 31% of members seldom or never use our website. Compared to the past, in 2013 about 40% of responders with access to the internet basically never used the internet, compared wo 31% in 2019.

## Website (Q45-47)

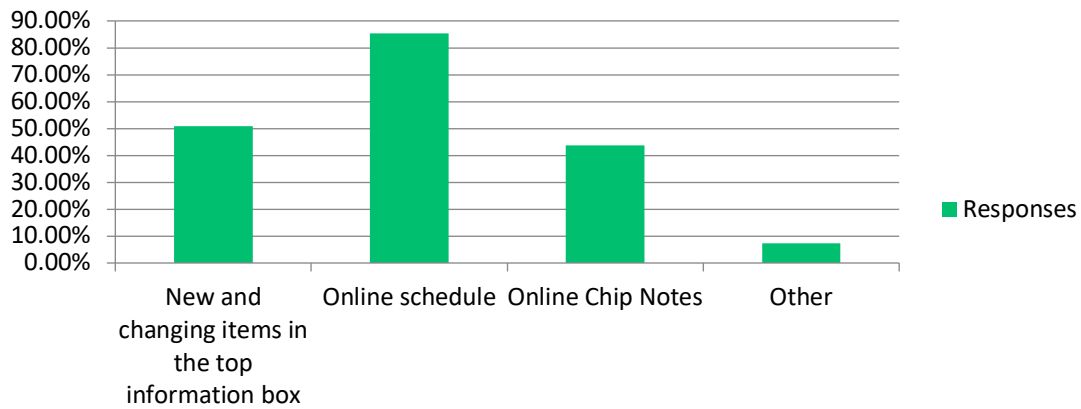
Q45 How easy is it to find things in our current BBC website?



Answer Choices	Responses	
Very easy	29.09%	16
Somewhat easy	34.55%	19
Neither easy or difficult	18.18%	10
Somewhat difficult	10.91%	6
Very Difficult	1.82%	1
Don't know	5.45%	3
Answered		55
Skipped		51

Commentary. Among website users, opinions varied about ease of use, with 29% saying very easy and 35% saying somewhat easy.

**Q46. In the past year, what sections of the BBC website did you access?  
(Check all that apply.)**



Answer Choices	Responses	
New and changing items in the top information box	50.91%	28
Online schedule	85.45%	47
Online Chip Notes	43.64%	24
Other	7.27%	4
Other (please specify)		5
<b>Answered</b>		<b>55</b>
<b>Skipped</b>		<b>51</b>

**Other (please specify) (N=5)**

- I don't recall.
- Pete Webb on optics
- Remind myself of meeting topics and details in case I can attend
- General information, like the names of groups of birds
- History of BBC

Commentary. Most members (86%) used the BBC website to access online schedule of events. The other popular used was to see the new and changing items in the top information box (51%) and obtaining Chip Notes online (44%).

Q47. Do you have any suggestions for improvements or additions to the current BBC website?

**Answered** 23

**Skipped** 83

**Q47 Responses (N=22)**

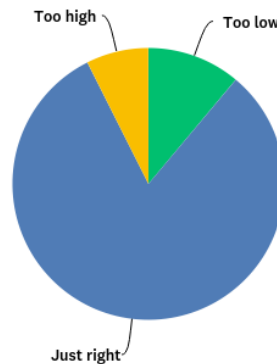
**No, none, doing a good job (N=8)**

**Yes, needs update (N=14)**

- Update and clearer navigation
- I think the site should have a more modern look. It currently looks almost like something that was typed on an old typewriter.
- Yes . Things such as this survey should be pinned to the top of the page so that it can be seen and found easily. I had to go through quite a lot of postings to find it. It should not be that hard to find, if you want folks to complete it!
- Needs an update, kind of sad
- No disrespect intended, but it's awfully old school and utilitarian. Few would happen upon it or want to browse it. It needs a serious revamp and update to a more contemporary and inviting public-facing page. I know it's very tough with all-volunteer efforts. But there are free Web site templates out there, easy to access and use.
- Have a special page with all the other web sites and special links or sections on current BBC activities.
- A user friendly format as opposed to a list format. It is outdated.
- No Instagram?
- I would like to see more links to reference material and maybe have an updated look such as MOS website.
- Probably needs a redo, although it works!
- The whole thing needs to be re-done from the bottom up with a modern design and up-to-date software. Needs better esthetics and better navigation.
- Just needs to be updated to the appeal of other chapters websites and something added to be eye-catching.
- Yes, need a new website, seriously!!
- Should be more visual—more pictures and graphics.

## Dues and suggestions for improvements (Q48-49)

Q48 An individual membership to MOS/BBC is currently \$35 per year, of which \$20 goes to MOS and \$15 to BBC. Do you think that BBC/MOS membership fees are:



Answer Choices	Responses	
Too low	11.11%	9
Just right	81.48%	66
Too high	7.41%	6
Answered		81
Skipped		25

Commentary. Most responders felt the amount we charge for BBC dues is “just right” (82%). A few (11%) felt they were too low, and 7% felt they were too high.

Q49. Finally, we would appreciate suggestions you may have for improvement to our current offerings or new initiatives BBC can undertake.

**Answered 24**

**Skipped 82**

**Q49 Responses (N=24)**

**Good job/no suggestions N=9)**

- And thank you for doing this important survey.
- Doing a good job.
- I am satisfied with how things are.
- I appreciate BBC! I wish I could attend more events.
- I think you do a good job.
- None. (4)

**Field trip suggestions (N=6)**

- On field trips, I think many leaders are \*not\* interested in helping poorer birders locate and see the bird; my feeling is that the emphasis is on finding (or hearing) as many birds as possible - the bird as much as finding it. which doesn't interest me. I like leaders who take the time to explain how to find the bird.
- Prefer to bird alone less structured and flexible yet can see more birds with group.
- I would like the field trip leaders to give more information about birds during the walk. In general, when new people show up, perhaps be more welcoming.
- I'm only making this suggestion because I am shy, but I know that I would benefit from a "birding buddy", someone who would be willing to accompany me on a birding trip and "coach" me. Once the ice is broken with a group, I can do things on my own.
- More attention to new members and beginning birders.
- More unusual, interesting trips to places outside the Baltimore metro area, like Bombay Hook, Poplar Island, for example, or to popular areas visited by other MOS clubs, like Howard Co., Anne Arundel County, places to see shore birds or ducks, wading birds.
- Personally I would like to know about share riding to various field trips. As an 80 year old teenage being new to the area I am not comfortable driving and going to various places alone.

**Youth (N=2)**

- More youth .
- Try to get more young people and families with young children involved.

**Outreach suggestions (N=4)**

- Coordinate more with other bird clubs. Make the lectures social as well as informative events.
- Great day at Island Café in Essex several weeks ago--hope we have it again next year. Casual setting and fun to share time with others.



- Some really fun birding events such as a Big Day, Big Sit, or even a fundraiser/annual Birdathon. Also, let's table at big, popular local fairs and festivals for the general public - not those persons already converted - bringing educational birds and cool BBC gear such as ballcaps, tees, bumper stickers, bird-friendly coffee, and more (to sell). We are nearly invisible in Baltimore and could be so much more - which matters because that would increase bird awareness and conservation. Also, we truly need to diversify our membership in age, race, and economic status. PS: Let's we establish a "birding sister city" in another country!
- Working with veterans with PTSD, using nature as a form of therapy. There is a local organization that runs some programs for veterans, and I'm trying to learn more about it. If I can come up with some ideas, I will bring it to the board.

#### **Other suggestions (N=5)**

- Glad to see my count was received last year. Would like to see another Central America trip.
- In my opinion, KM took this club to far left for a mixed group of folks to participate with ease.
- Make it clear that Facebook access is not membership in BBC. Include info on membership benefits on facebook.
- Not interested in chipnote chatter or travel logs unless I need info for my upcoming trips would like more facts and less fluff.
- Planting for birds, either in classes or field trips to bird planted areas. Other interests come to mind, but I would not be able to support them.

Commentary. Suggestions for improvement were pretty diverse. Many complimented us on our current performance. There were several suggestions on how to make field trips better. Two responders mention improving the Youth program. There was quite a bit of discussion on outreach—ways to make the public more aware of BBC and potentially get new members. And then there were the miscellaneous other suggestions on diverse topics, many of them mentioned in previous open-ended responses.