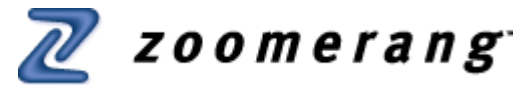


2009 Denim & Diamonds Survey

Results Overview



Date: 12/29/2009 6:25 PM PST
 Responses: Completes
 Filter: No filter applied

1. Did you attend this year's Denim & Diamonds event on Oct. 24, 2009?

[Actions](#) | ▼

| | | | |
|-------|--|-----|------|
| Yes | | 46 | 45% |
| No | | 57 | 55% |
| Total | | 103 | 100% |

2. If you did NOT attend this year's event, please check ALL that apply for the reason(s) you did not attend:

[Actions](#) | ▼

| | | | |
|--------------------------------|--|----|-----|
| Out of Town | | 24 | 42% |
| Work Obligation | | 4 | 7% |
| Family Obligation | | 16 | 28% |
| Sickness or Family Illness | | 5 | 9% |
| Schedule Conflict | | 20 | 35% |
| Not Interested | | 2 | 4% |
| Too Expensive/Save Money | | 5 | 9% |
| Bad Experience with Past Event | | 2 | 4% |
| Other, please specify | | 7 | 12% |

3. Have you ever attended a Denim & Diamonds event PRIOR to 2009?

[Actions](#) | ▼

| | | | |
|-------|--|-----|------|
| Yes | | 84 | 82% |
| No | | 19 | 18% |
| Total | | 103 | 100% |

4. On a scale of 1-5, rate how strongly you agree OR disagree with continuing our club's annual fundraising via the format of a "Denim & Diamonds" event?

[Actions](#) | ▼

| | | | |
|-------------------|--|-----|------|
| STRONGLY DISAGREE | | 5 | 5% |
| DISAGREE | | 18 | 17% |
| NO OPINION | | 18 | 17% |
| AGREE | | 45 | 44% |
| STRONGLY AGREE | | 17 | 17% |
| Total | | 103 | 100% |

On a scale of 1-10 where "10" is "Outstanding," rate different aspects of the 2009 Denim & Diamonds event:

7.

Actions ▼


| Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option. | Awful | 2 | Poor | 4 | OK | 6 | Good | 8 | 9 | Outstanding | N/A |
|---|---------|---------|-----------|----------|-----------|----------|-----------|-----------|-----------|-------------|-----------|
| Event Facility (Vets Memorial Auditorium) | 0 0% | 2 3% | 3 4% | 1 1% | 8 10% | 2 3% | 9 12% | 17 22% | 6 8% | 8 10% | 22 28% |
| Event Setup & Cleanup | 0 0% | 0 0% | 0 0% | 2 3% | 9 12% | 1 1% | 8 10% | 11 14% | 9 12% | 4 5% | 33 43% |
| Pre-Dinner Music | 1 1% | 1 1% | 3 4% | 2 3% | 7 9% | 6 8% | 8 11% | 9 12% | 6 8% | 5 7% | 27 36% |
| After-Dinner Band/Dancing | 3 4% | 0 0% | 1 1% | 3 4% | 7 9% | 4 5% | 9 12% | 8 11% | 8 11% | 4 5% | 29 38% |
| Bar & Beverages | 0 0% | 1 1% | 0 0% | 0 0% | 3 4% | 2 3% | 7 9% | 7 9% | 14 18% | 17 22% | 28 35% |
| Food (by Sally Tomatoes) | 3 4% | 3 4% | 3 4% | 5 7% | 9 12% | 9 12% | 6 8% | 4 5% | 5 7% | 1 1% | 26 35% |
| Food Service (by Boy Scouts) | 0 0% | 3 4% | 1 1% | 1 1% | 5 6% | 2 3% | 9 12% | 14 18% | 6 8% | 7 9% | 29 38% |
| Decorations | 0 0% | 0 0% | 0 0% | 0 0% | 3 4% | 1 1% | 9 11% | 13 16% | 14 18% | 12 15% | 28 35% |
| Ticket Sales | 1 1% | 4 5% | 6 8% | 9 11% | 13 16% | 5 6% | 11 14% | 7 9% | 4 5% | 1 1% | 18 23% |
| Registration | 0 0% | 0 0% | 0 0% | 0 0% | 4 5% | 3 4% | 10 12% | 18 22% | 10 12% | 7 9% | 28 35% |
| Corporate Sponsorships | 0 0% | 0 0% | 3 4% | 2 3% | 9 12% | 7 9% | 14 18% | 8 11% | 3 4% | 5 7% | 25 33% |
| Event Marketing & Promotion | 1 1% | 4 5% | 13 16% | 9 11% | 13 16% | 5 6% | 9 11% | 5 6% | 3 4% | 1 1% | 16 20% |
| Silent Auction Items | 0 0% | 1 1% | 1 1% | 4 5% | 11 14% | 5 6% | 16 20% | 16 20% | 3 4% | 2 2% | 22 27% |
| Live Auction Items | 0 0% | 0 0% | 0 0% | 2 3% | 5 6% | 4 5% | 15 19% | 17 22% | 7 9% | 5 6% | 24 30% |
| Auctioneer | 0 0% | 1 1% | 1 1% | 0 0% | 7 9% | 3 4% | 8 10% | 12 15% | 10 13% | 10 13% | 27 34% |
| Catalogue/Auction Booklet | 0 0% | 0 0% | 1 1% | 0 0% | 6 8% | 1 1% | 12 15% | 17 22% | 10 13% | 7 9% | 24 31% |
| Raffle | 1 1% | 0 0% | 0 0% | 2 2% | 8 10% | 7 8% | 19 23% | 11 13% | 4 5% | 1 1% | 30 36% |
| Check-Out | 0 0% | 0 0% | 2 3% | 1 1% | 4 5% | 2 3% | 8 11% | 14 19% | 6 8% | 3 4% | 35 47% |

55 Responses

8.

On a scale of 1-10 where "10" is "Outstanding," provide your OVERALL ASSESSMENT for the quality and effectiveness of the 2009 Denim & Diamonds event:

Actions ▼

| | | | |
|-------|---|---|----|
| Awful | | 0 | 0% |
| | | 0 | 0% |
| Poor |  | 2 | 3% |
| |  | 3 | 4% |

| | | | |
|-------------|--|----|------|
| OK | | 16 | 23% |
| | | 7 | 10% |
| Good | | 28 | 41% |
| | | 10 | 14% |
| | | 3 | 4% |
| Outstanding | | 0 | 0% |
| Total | | 69 | 100% |

9. Next year's Denim & Diamonds event will be on Saturday, October 23, 2010. Please check the ONE answer that best describes the likelihood of your attending:

[Actions](#) | ▼

| | | | |
|-----------------------------------|--|----|-----|
| YES, I will definitely attend. | | 35 | 34% |
| I hope to attend. | | 43 | 42% |
| I may or may not attend. | | 11 | 11% |
| I probably won't attend. | | 12 | 12% |
| NO, I definitely will NOT attend. | | 2 | 2% |

11. How many years have you been a Rotarian?

[Actions](#) | ▼

| | | | |
|----------------|--|----|-----|
| <3 year | | 21 | 20% |
| 3 to <10 years | | 23 | 22% |
| 10+ years | | 59 | 57% |

12. What's your age bracket?

[Actions](#) | ▼

| | | | |
|--------------------|--|----|-----|
| < 40 years old | | 10 | 10% |
| 40 to 49 years old | | 14 | 14% |
| 50 to 59 years old | | 29 | 28% |
| 60 to 69 years old | | 35 | 34% |
| 70 to 79 years old | | 10 | 10% |
| 80+ years old | | 5 | 5% |

13. What's your gender?

[Actions](#) | ▼

| | | | |
|--------|--|----|-----|
| Male | | 74 | 72% |
| Female | | 29 | 28% |