

Chris-Craft Survey Results

Respondents: Members of Chris-Craft Antique Boat Club




Response Summary

Total Started Survey: 40
Total Completed Survey: 40 (100%)

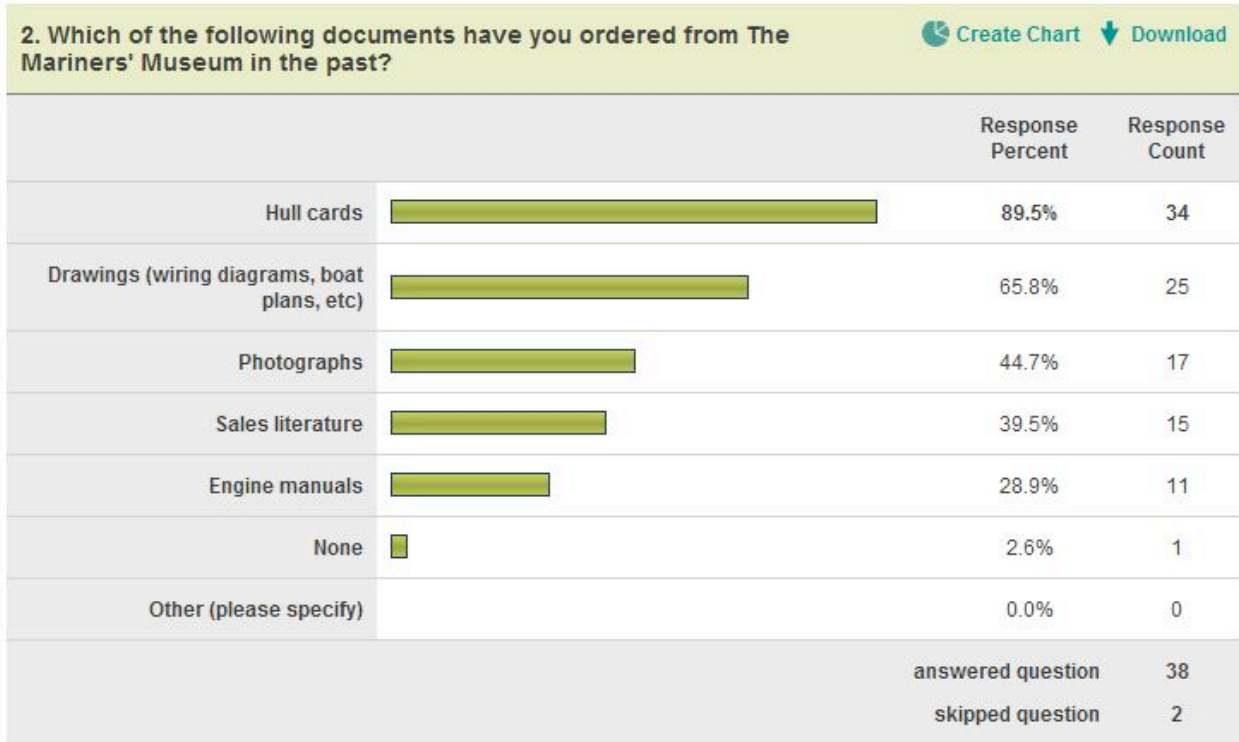
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1. Have you ever ordered any type of Chris-Craft document from The Mariners' Museum?

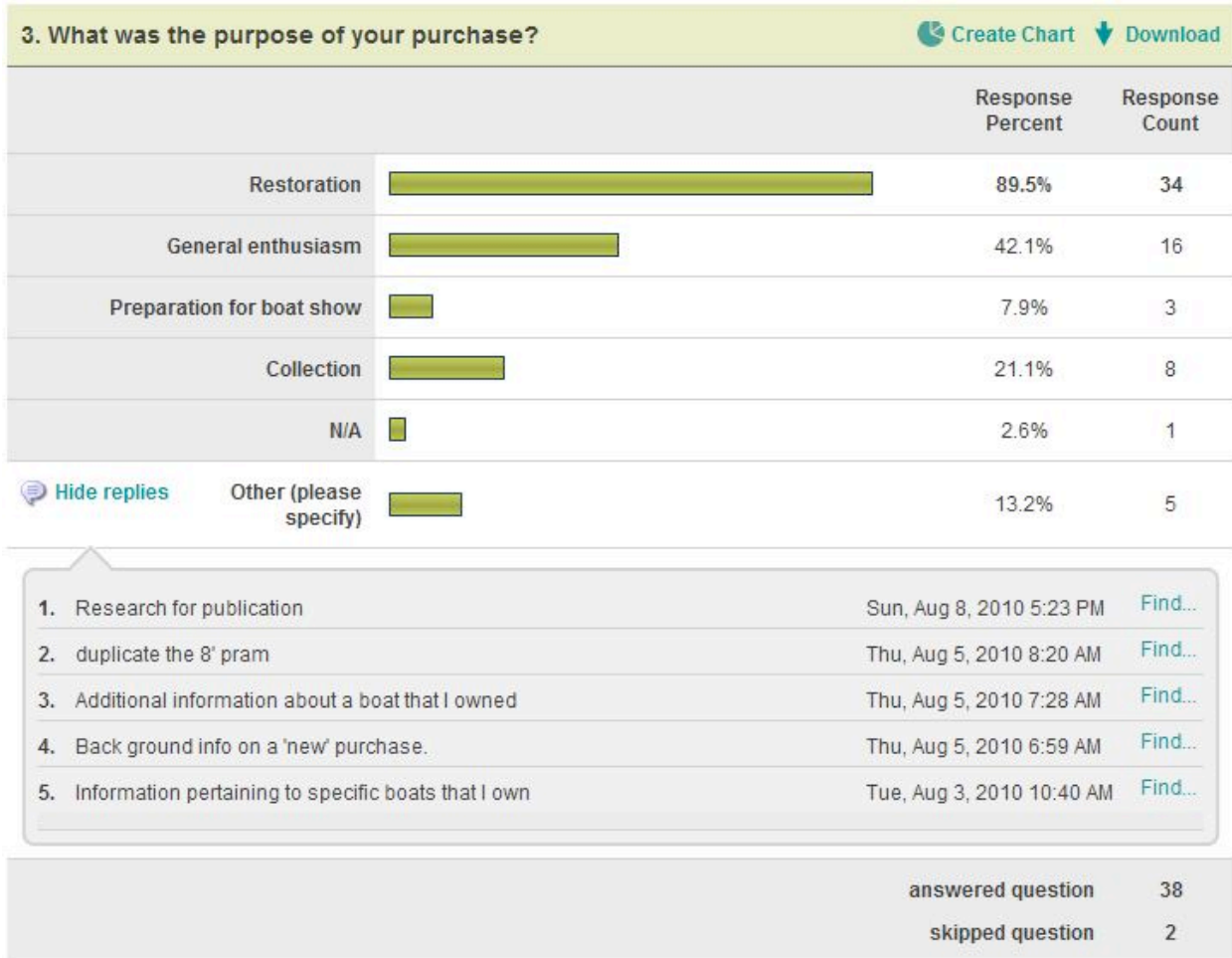
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		Response Percent	Response Count
Once		27.5%	11
More than once		65.0%	26
I am aware of the collection but have not ordered any document from The Mariners' Museum		7.5%	3
I am not aware of the collection at The Mariners' Museum		0.0%	0
		answered question	40
		skipped question	0

Chris-Craft Digitization Project – Implementation report



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4. How would you rate the value of document against the price you paid?

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		Response Percent	Response Count
Very Expensive		2.7%	1
Fairly expensive		8.1%	3
Neutral		24.3%	9
Value for money		40.5%	15
High value for money		24.3%	9
answered question			37
skipped question			3

5. Please select your interest in acquiring each of the below document for your boat

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	Very interested	Interested	Moderately	Not that interested	Not interested at all	Response Count
Hull card	84.2% (32)	5.3% (2)	5.3% (2)	0.0% (0)	5.3% (2)	38
Drawings (wiring diagrams, boat plans, etc)	82.5% (33)	10.0% (4)	2.5% (1)	2.5% (1)	2.5% (1)	40
Photographs	66.7% (24)	22.2% (8)	8.3% (3)	0.0% (0)	2.8% (1)	36
Sales literature	43.8% (14)	28.1% (9)	21.9% (7)	3.1% (1)	3.1% (1)	32
Engine manuals	48.6% (17)	17.1% (6)	22.9% (8)	5.7% (2)	5.7% (2)	35
Other	33.3% (5)	33.3% (5)	20.0% (3)	0.0% (0)	13.3% (2)	15
answered question						40
skipped question						0

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6. Approximately how much do you spend annually on the following categories?							Create Chart Download
	Less than \$100	101-200	201-1000	1001-5000	5001-10000	More than \$10000	Response Count
Restoration	2.5% (1)	0.0% (0)	32.5% (13)	35.0% (14)	12.5% (5)	17.5% (7)	40
Accessories	13.9% (5)	19.4% (7)	44.4% (16)	16.7% (6)	2.8% (1)	2.8% (1)	36
Parts	2.6% (1)	15.4% (6)	51.3% (20)	15.4% (6)	12.8% (5)	2.6% (1)	39
Chris Craft documents	65.8% (25)	23.7% (9)	7.9% (3)	0.0% (0)	0.0% (0)	2.6% (1)	38
answered question							40
skipped question							0

7. What is your preferred mode of ordering documents from The Mariners' Museum?			Create Chart Download
		Response Percent	Response Count
Web form	<div></div>	52.5%	21
Phone	<div></div>	20.0%	8
Mail	<div></div>	2.5%	1
Fax	<div></div>	2.5%	1
E-mail	<div></div>	15.0%	6
In person	<div></div>	2.5%	1
N/A	<div></div>	5.0%	2
answered question			40
skipped question			0

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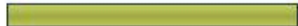
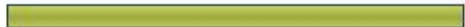


8. How interested are you in having completely searchable online site of an entire Chris-Craft collection?

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		Response Percent	Response Count
Very interested		97.5%	39
Interested		2.5%	1
Moderately		0.0%	0
Not that interested		0.0%	0
Not interested at all		0.0%	0
		answered question	40
		skipped question	0

9. What is the added value for you to have a comprehensive, searchable online research site for an entire Chris-Craft collection?

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		Response Percent	Response Count
Gives me more choice of collection		52.5%	21
I can choose to instantly see all the documents available for my boat		82.5%	33
Makes the order faster		25.0%	10
Hide replies Other (please specify)		12.5%	5

1. opportunity to explore other projects Thu, Aug 5, 2010 8:20 AM [Find...](#)
2. As a restorer committed to accurate work, online access would offer me the instant resource for a historically correct restoration. Wed, Aug 4, 2010 8:19 AM [Find...](#)
3. Like a kid in a candy store! Wed, Aug 4, 2010 3:41 AM [Find...](#)
4. Research my next "investment". Tue, Aug 3, 2010 6:03 PM [Find...](#)
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