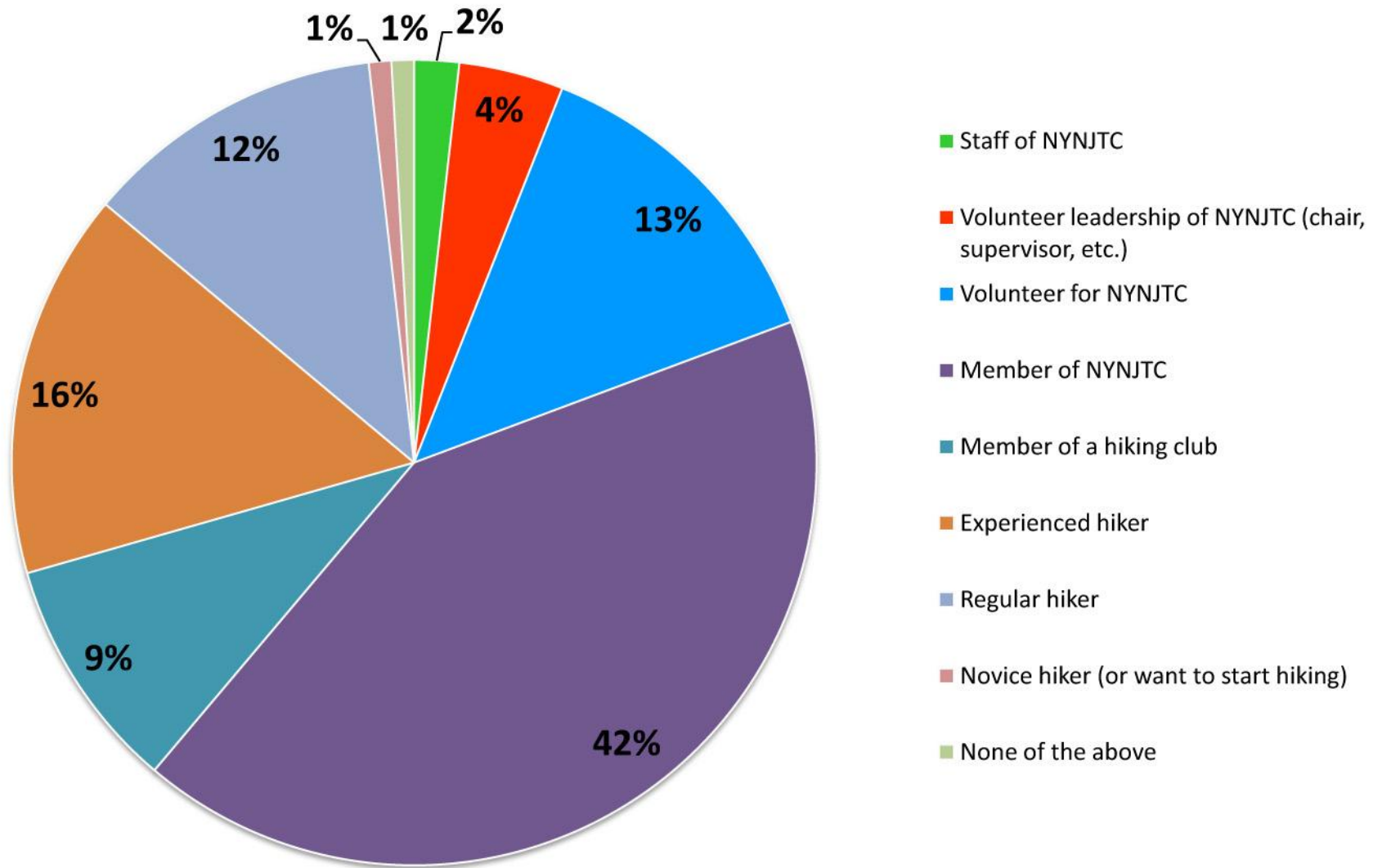




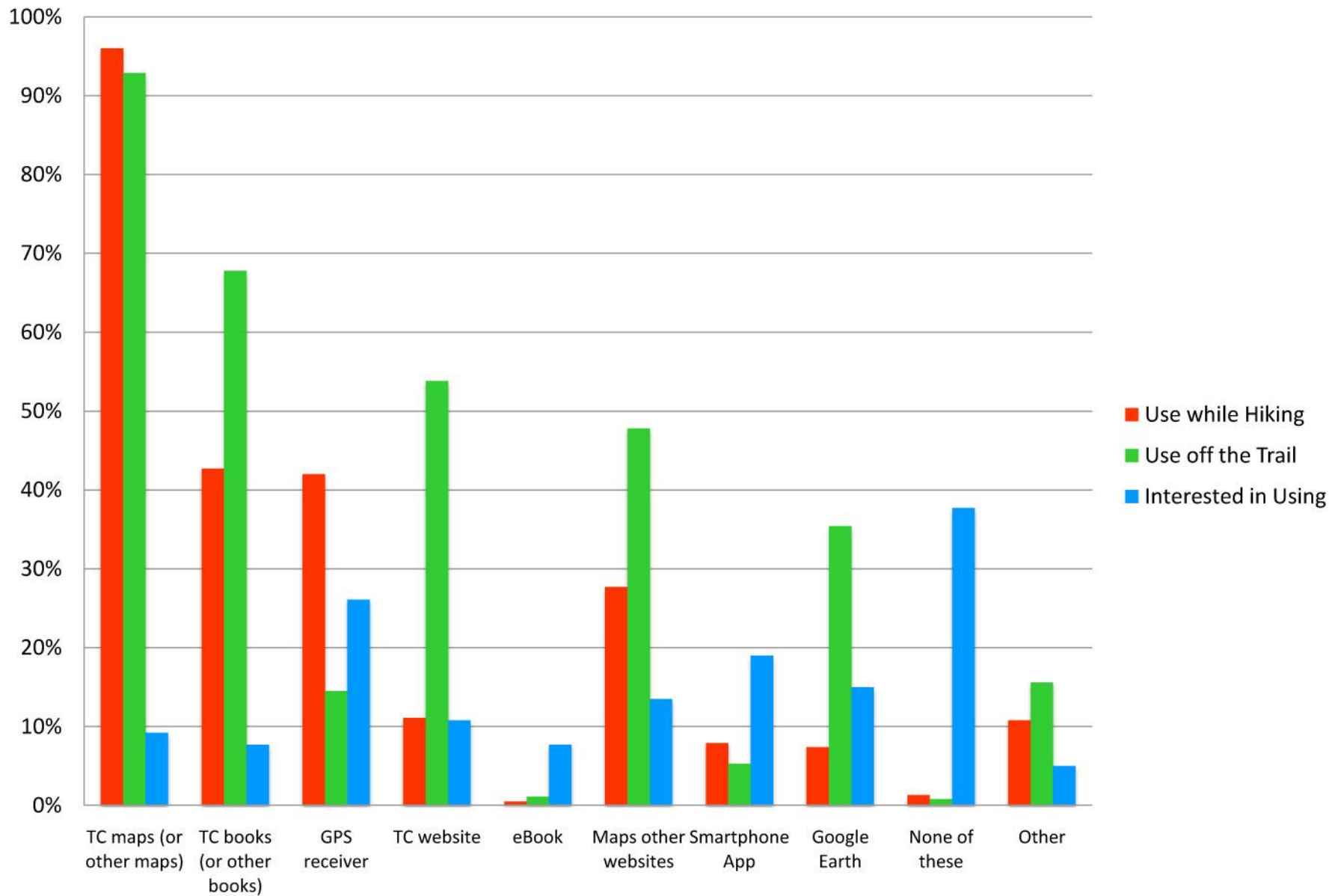
Trail Conference Publications in the Digital Age - Publications Survey

- 318 completed surveys (379 started – 84%) as of 7-15-2010
- Distributed 18 days ago through e-mails, TC website, eWalker, online forums/lists

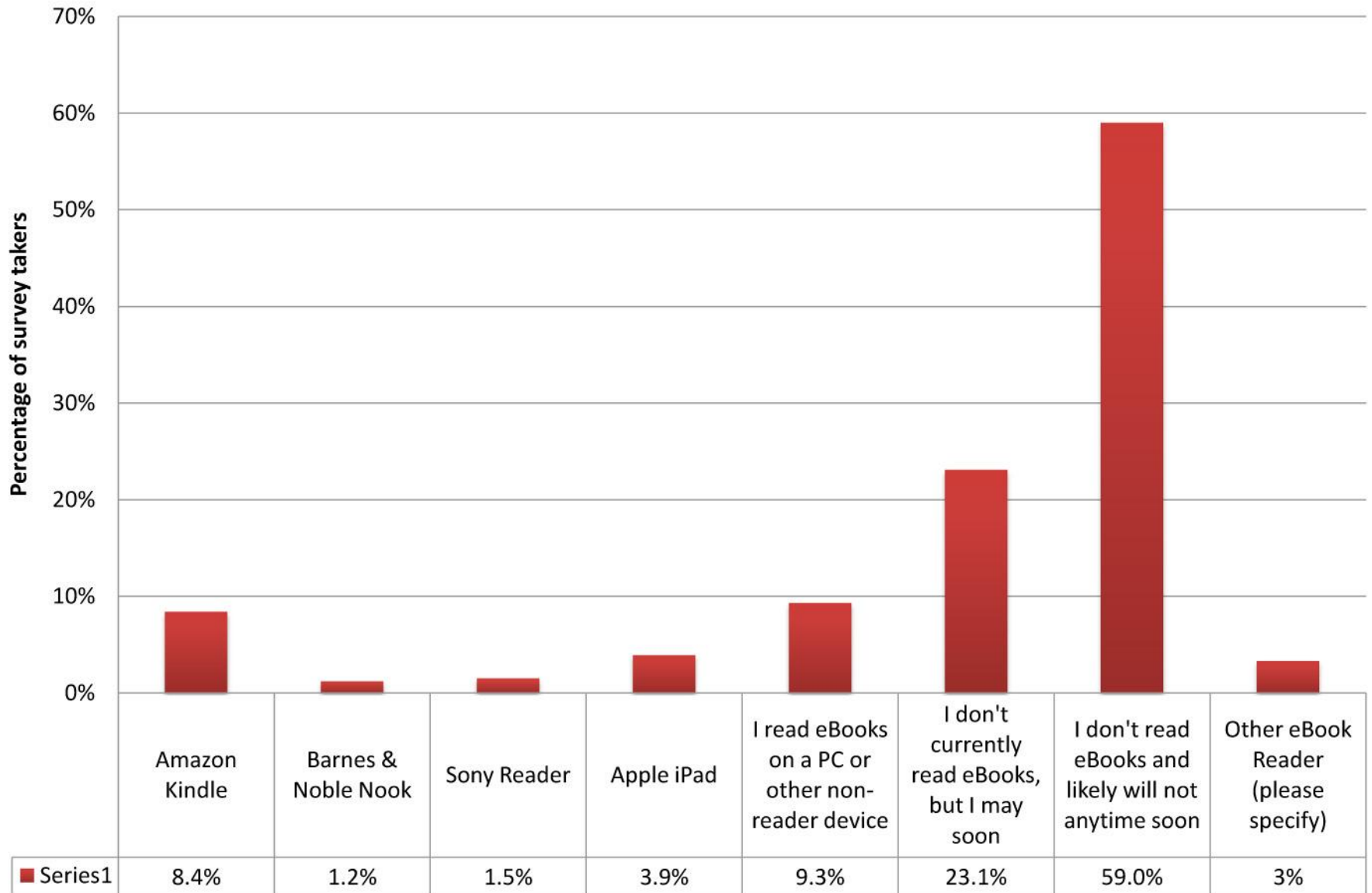
Which of the following best describes your connection to the NY-NJ Trail Conference?



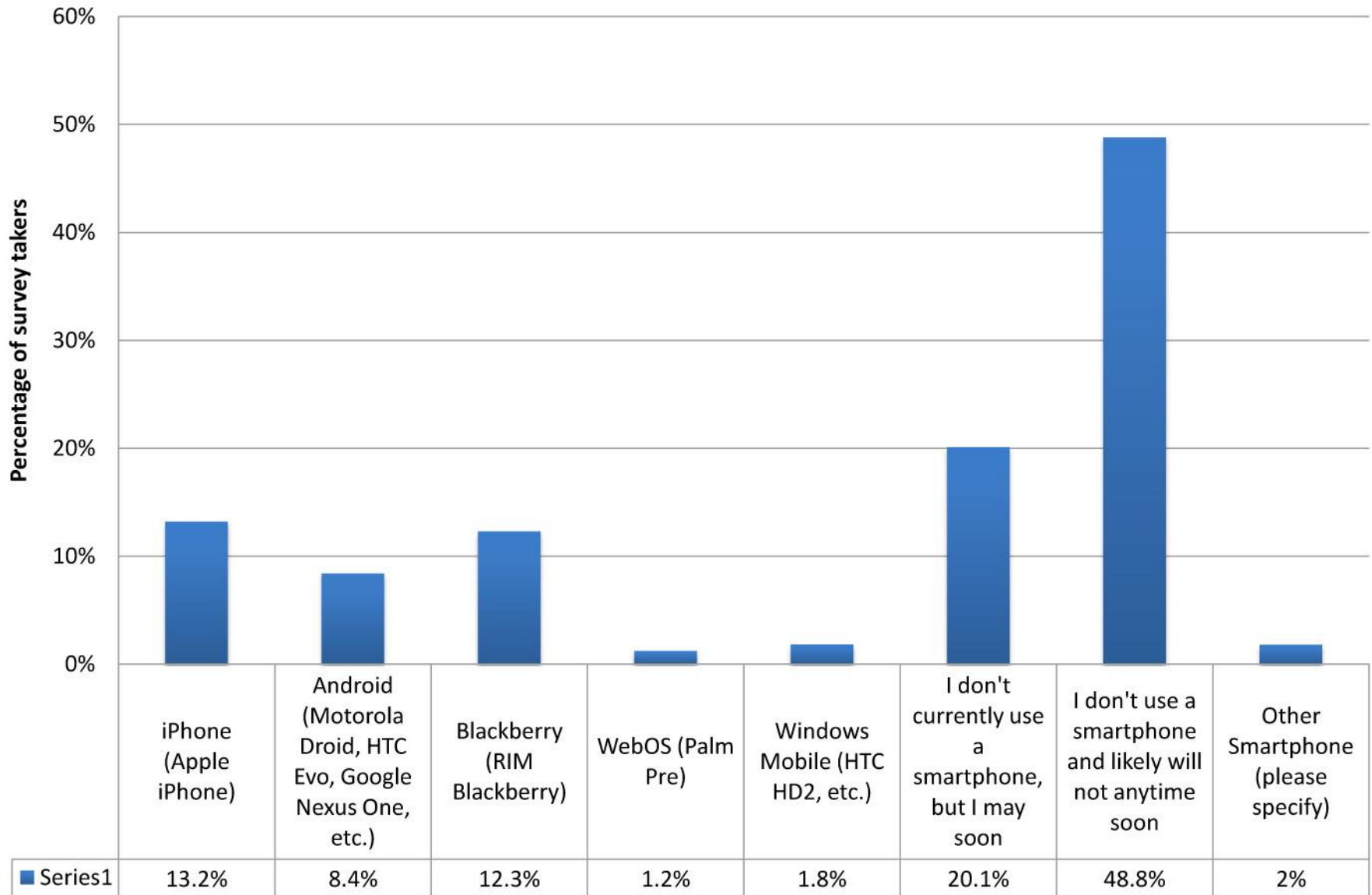
Which of the following do you use?



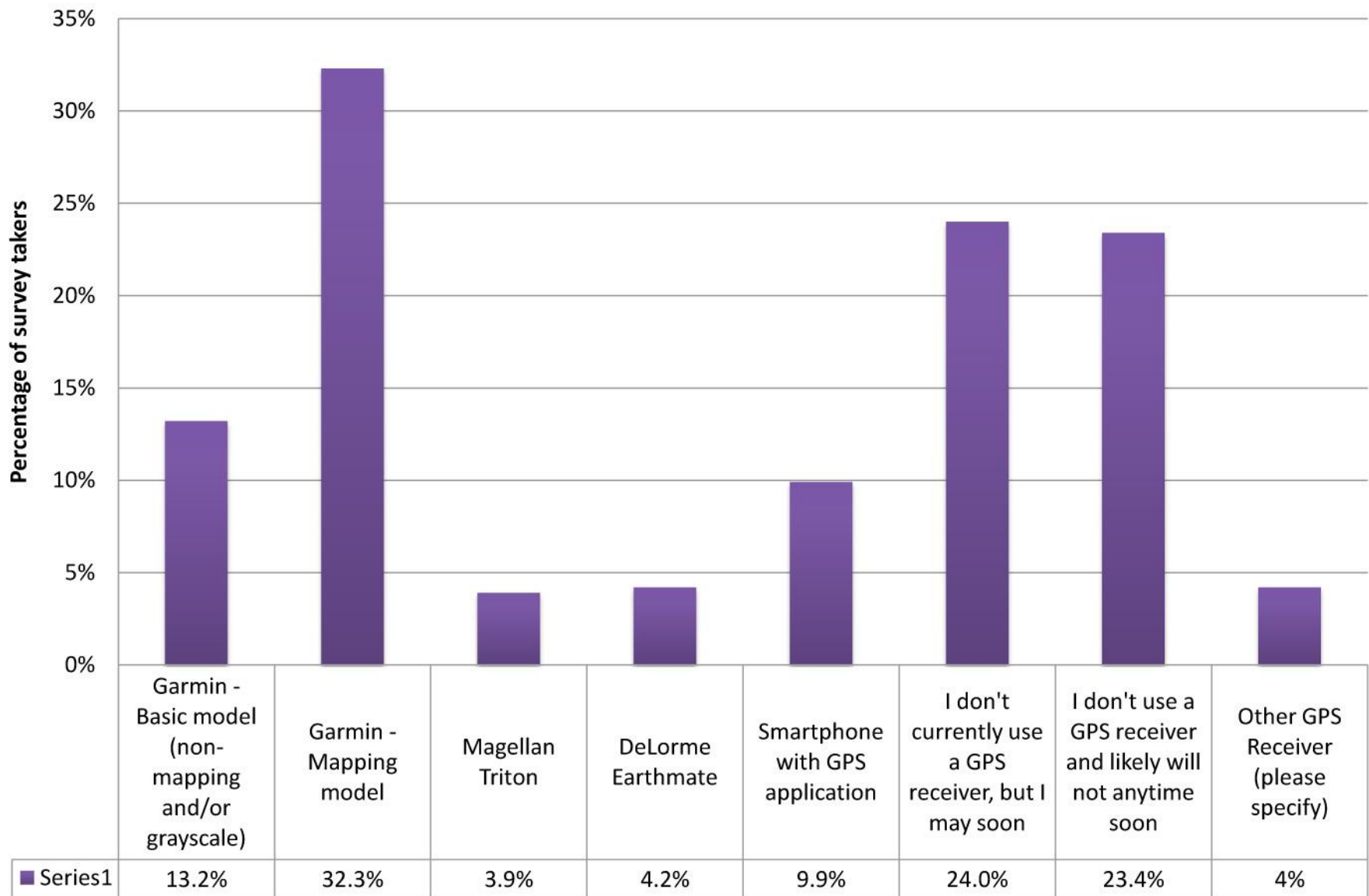
Which of the following eBook readers do you use? (choose any that apply)



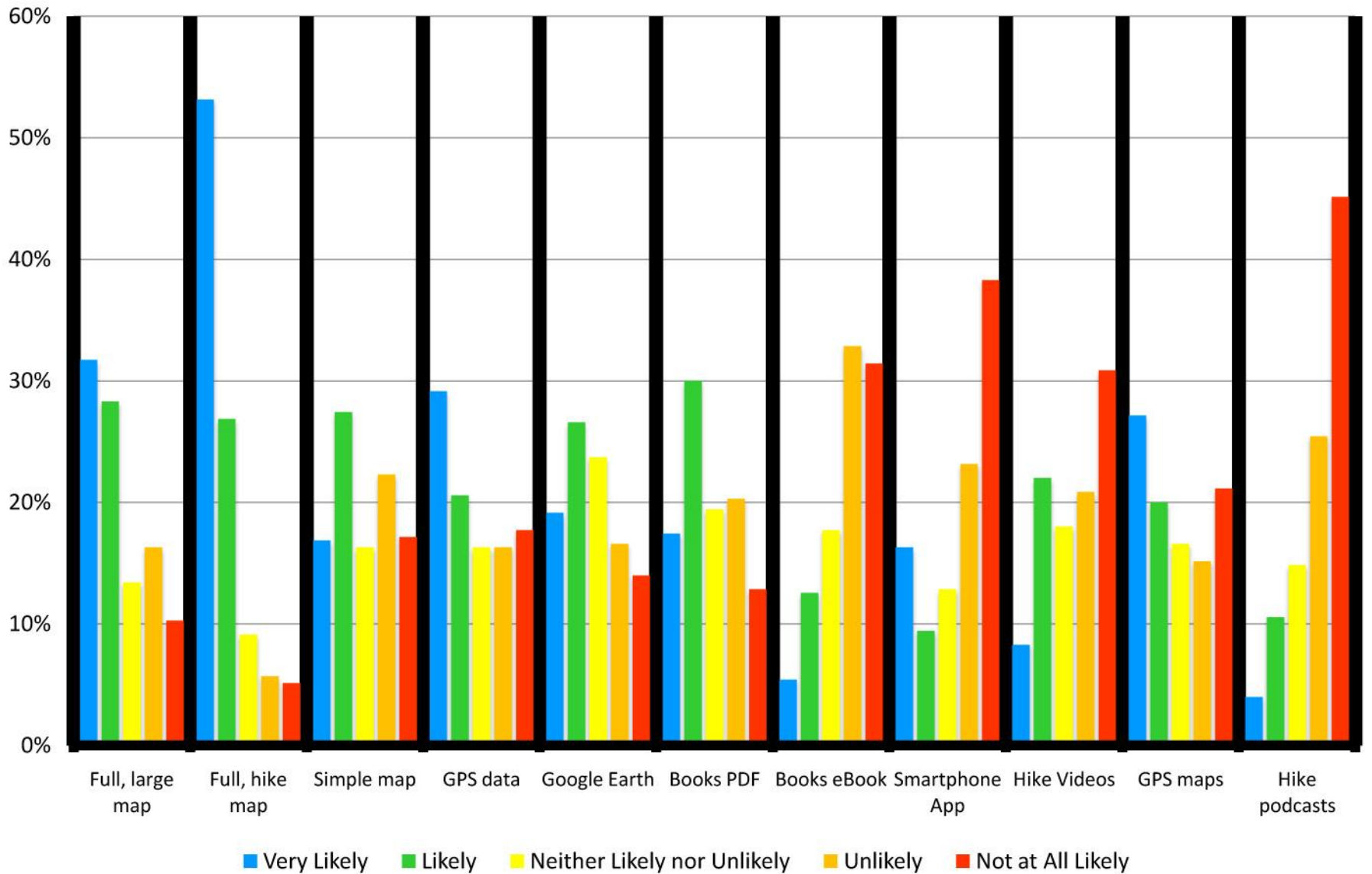
Which of the following smartphone platforms do you use? (choose any that apply)



Which of the following GPS receivers do you use? (choose any that apply)

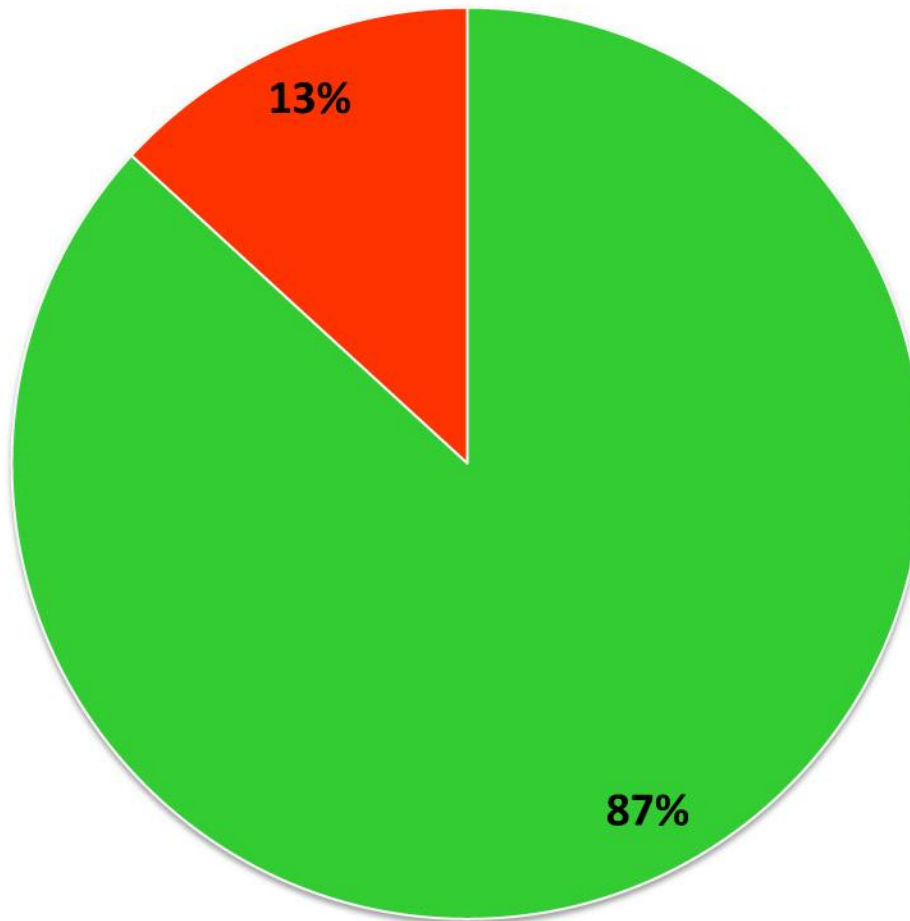


How likely are you to use any of the following materials if they were offered by the Trail Conference?



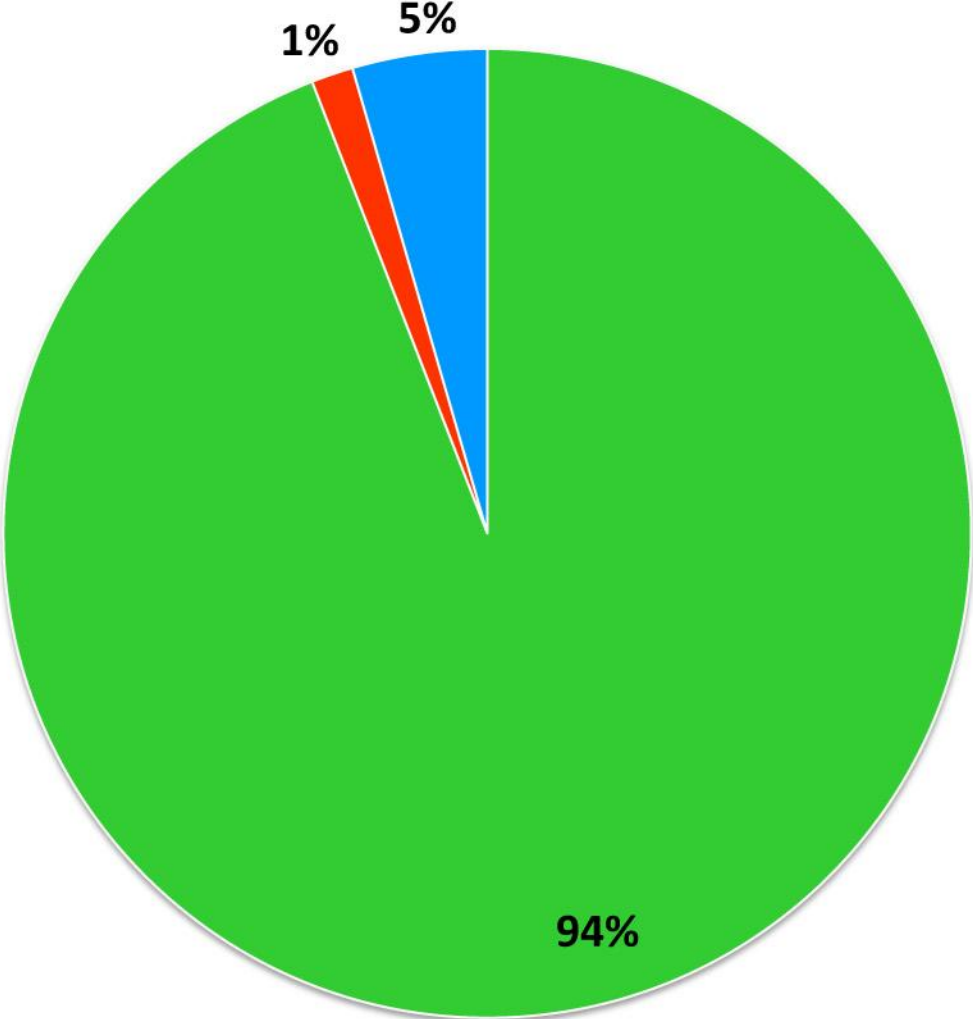
Would you be interested in downloading maps, books, or GPS data from our website?

■ Yes - I am interested. ■ No - I am not interested.



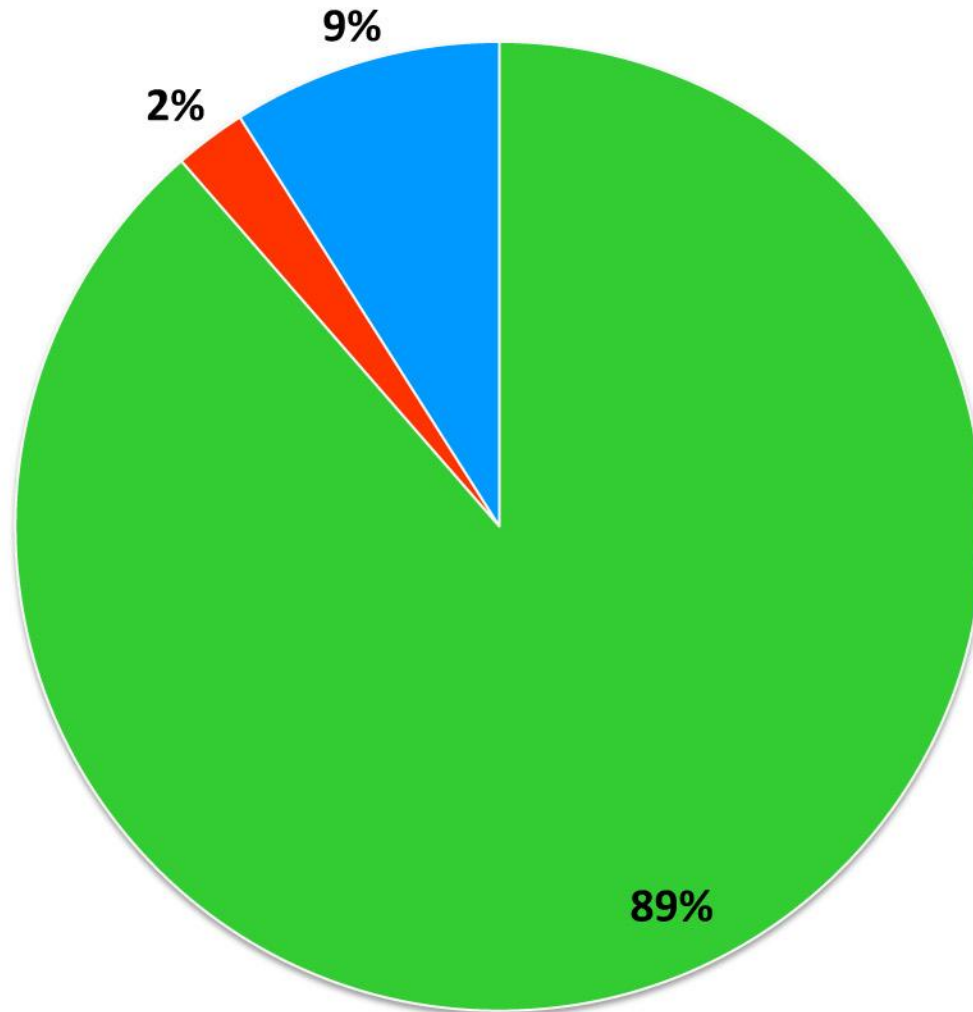
Downloads are free and available to everyone.

■ Yes - I would participate. ■ No - I wouldn't participate. ■ Maybe - I may or may not participate.



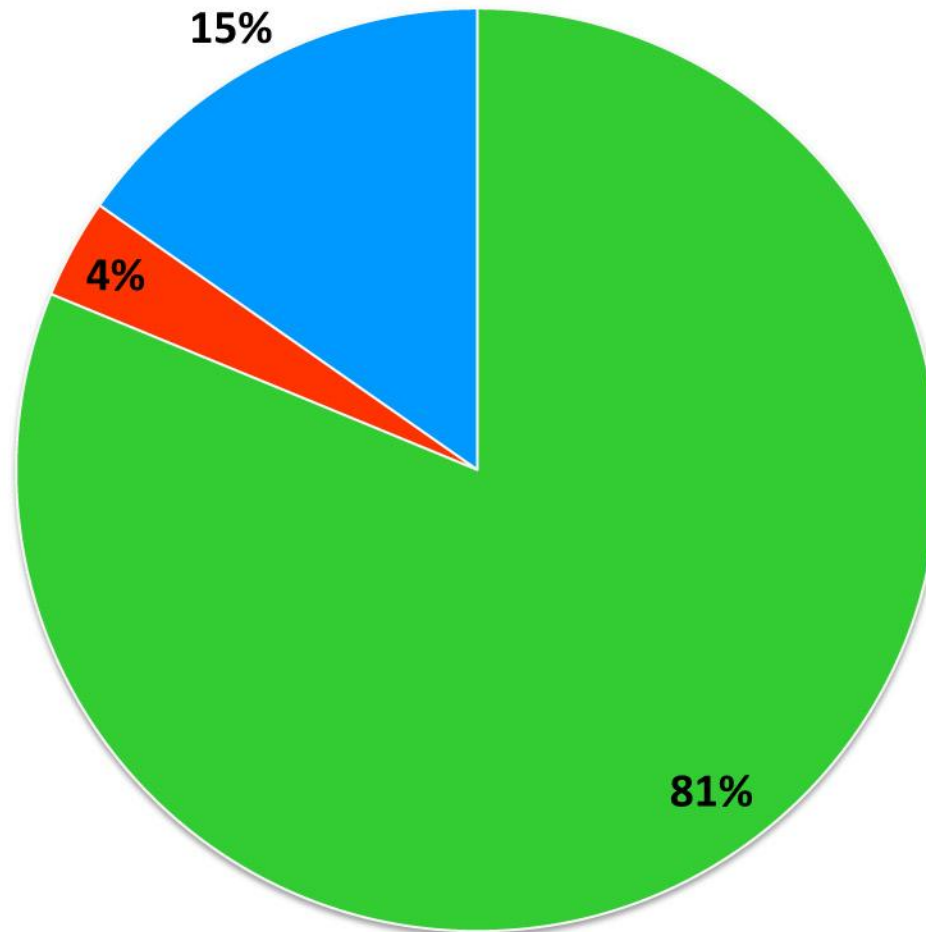
Downloads are free but only available to those with a free website account.

■ Yes - I would participate. ■ No - I wouldn't participate. ■ Maybe - I may or may not participate.



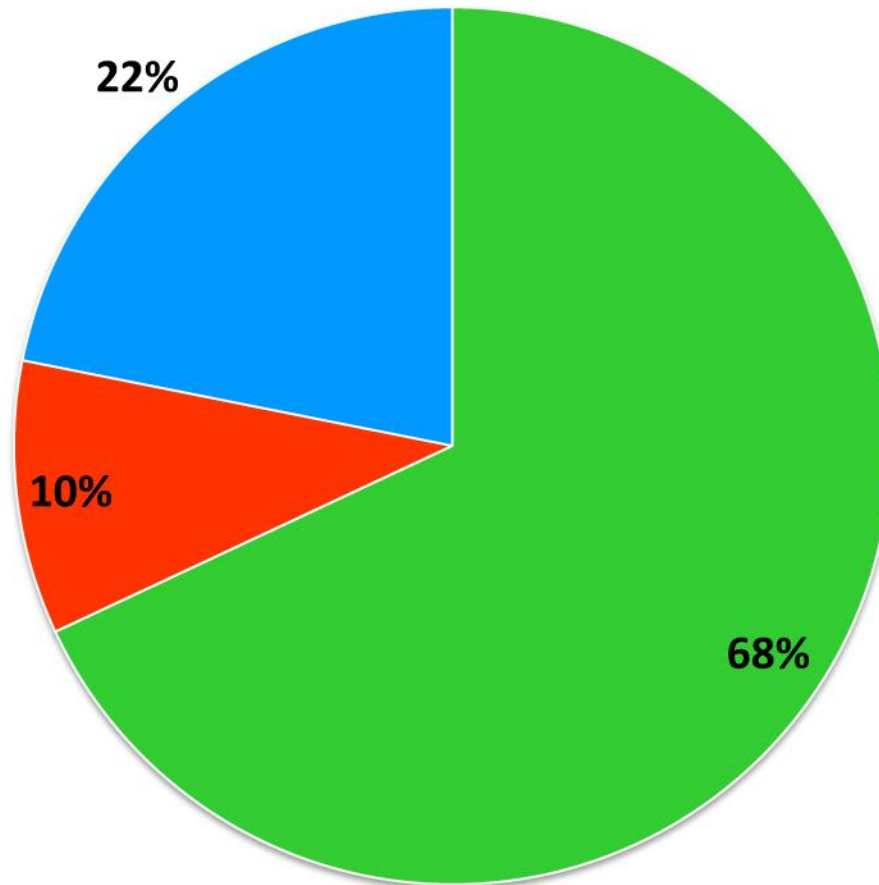
Downloads are free to Trail Conference members, but non-members must pay a fee.

■ Yes - I would participate. ■ No - I wouldn't participate. ■ Maybe - I may or may not participate.



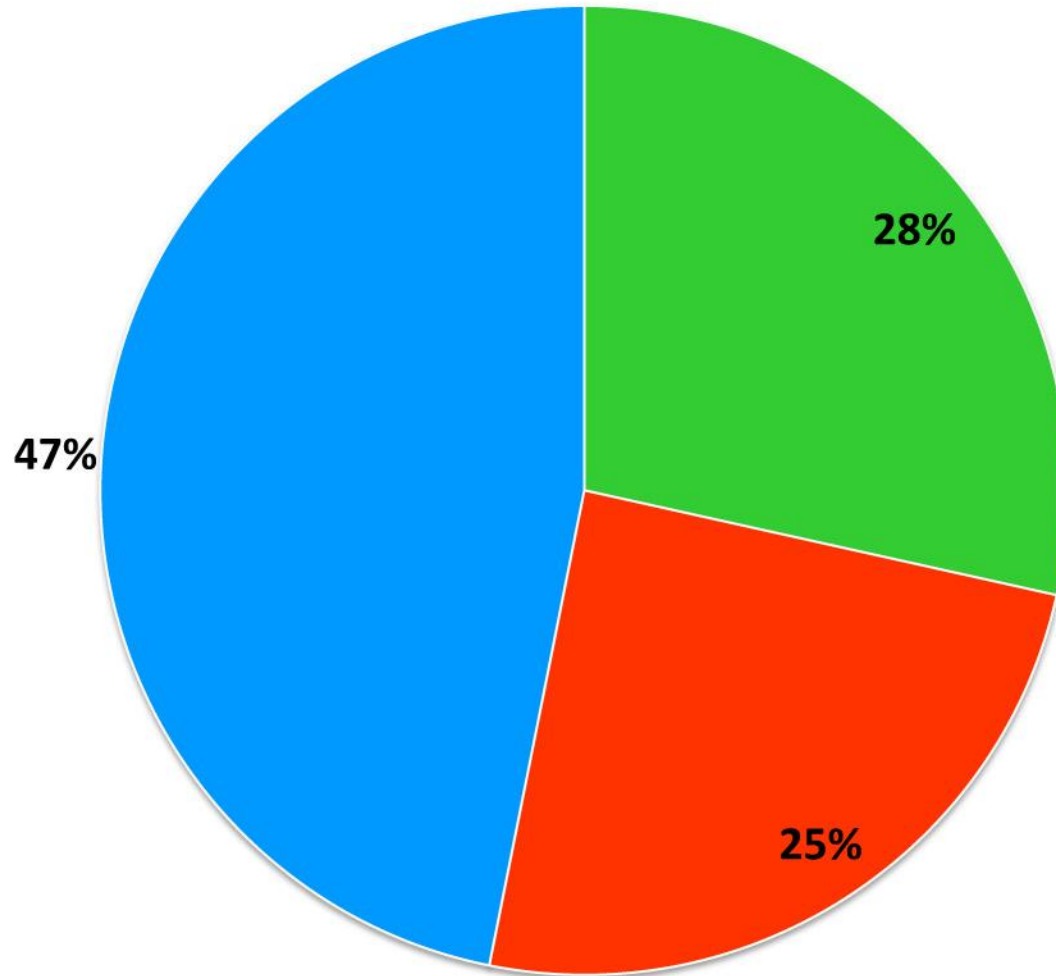
Downloads for a map/book are free to anyone that purchases that publication (for instance, if someone purchases the Catskill Trails map set, they can download the maps and/or GPS data for free), but everyone else must pay a fee.

■ Yes - I would participate. ■ No - I wouldn't participate. ■ Maybe - I may or may not participate.



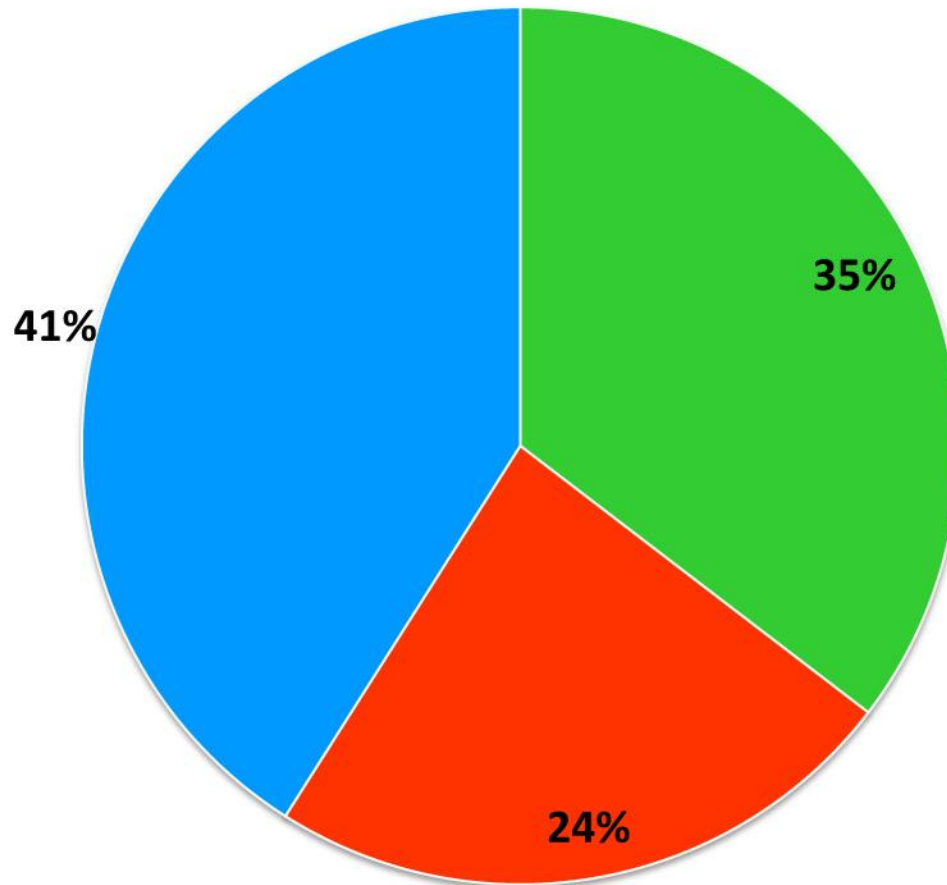
Downloads are available to everyone, but everyone must pay a fee.

■ Yes - I would participate. ■ No - I wouldn't participate. ■ Maybe - I may or may not participate.



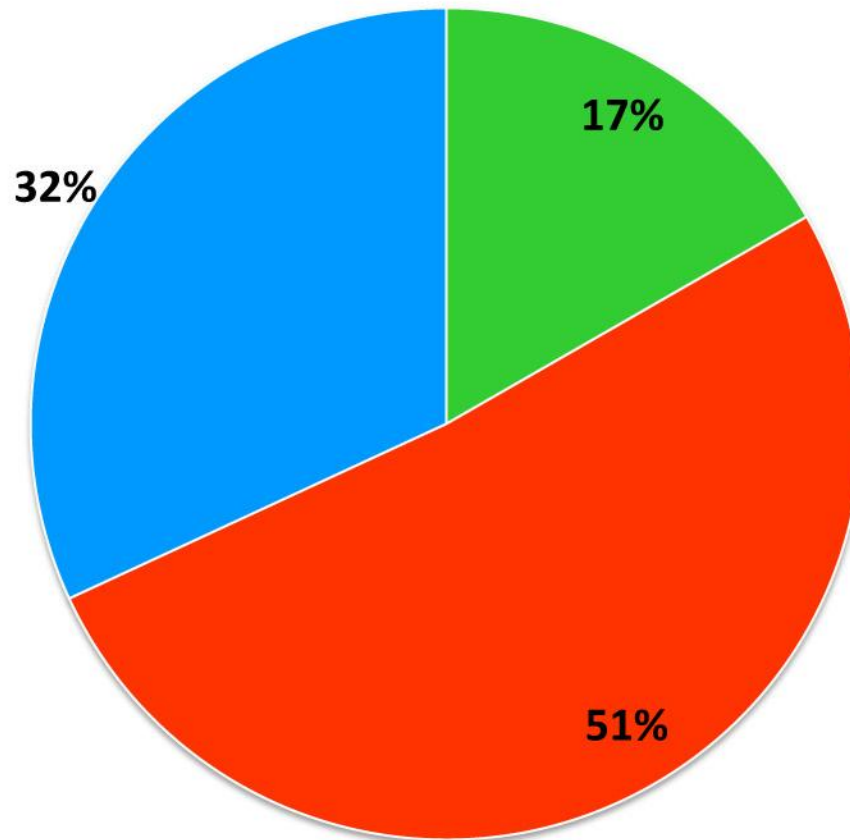
Downloads for a map/book are available for a reduced price to anyone that purchases that publication (for instance, if someone purchases the Catskill Trails map set, they can download the maps and/or GPS data for a reduced fee).

■ Yes - I would participate. ■ No - I wouldn't participate. ■ Maybe - I may or may not participate.



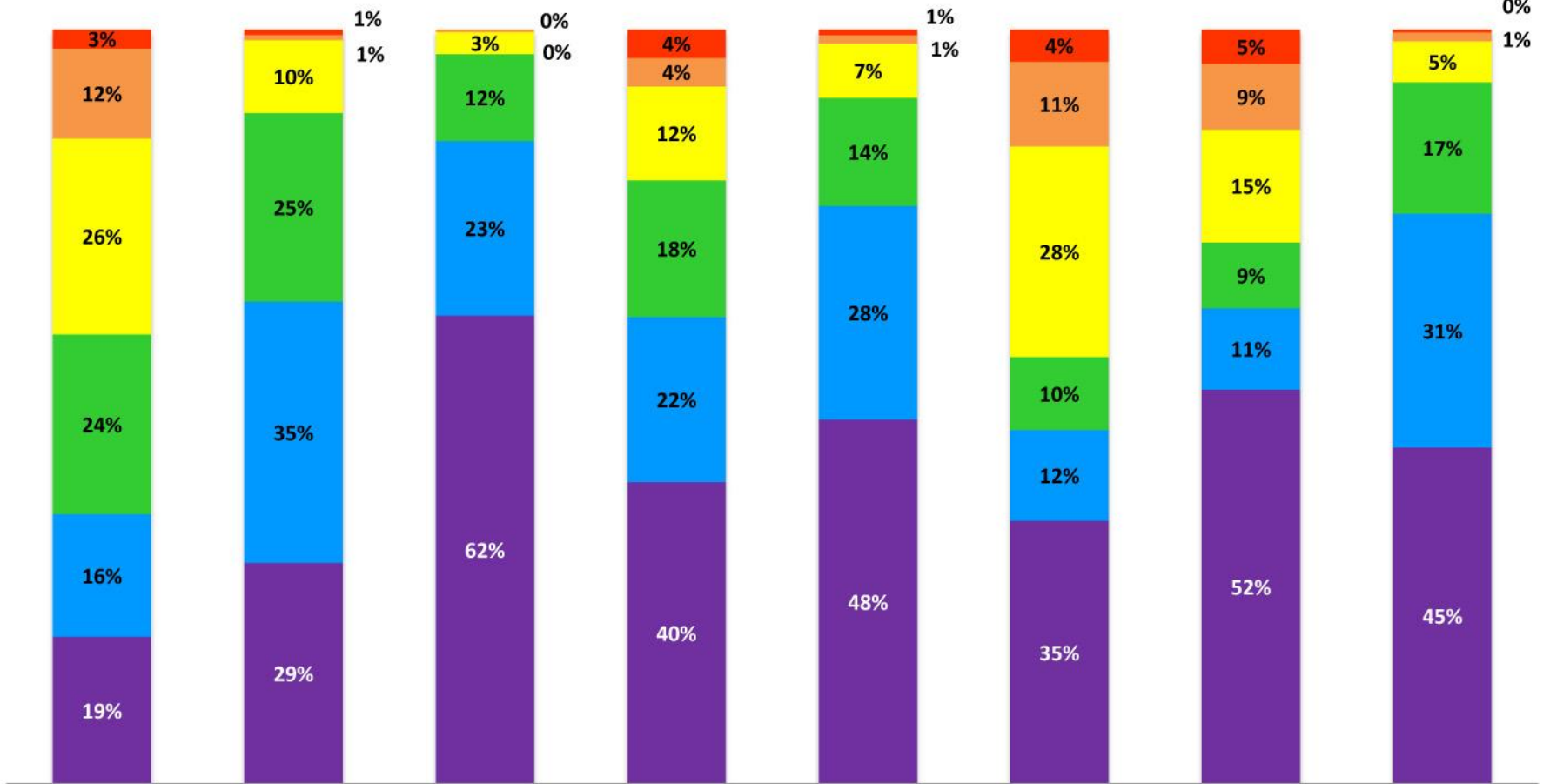
Downloads are available to everyone for a fee, and users must purchase a minimum number of 'credits' from which individual downloads can be charged from (for instance, a user may have to pay \$20 for 20 credits that can then be used to download maps for 2 credits each, GPS data for 1 credit each, etc.).

■ Yes - I would participate. ■ No - I wouldn't participate. ■ Maybe - I may or may not participate.



How much would you spend for the following digital publications?

■ \$0 (Free)
 ■ \$1
 ■ \$3
 ■ \$5
 ■ \$10
 ■ More than \$10



Full-featured map with large coverage area (digital copy of printed Tyvek map)
 Full-featured map of a single hike (snippet of printed Tyvek map)
 Simplified map of a single hike
 Map for use on GPS receiver
 GPS data for a hike
 Book in PDF format
 Book in eBook format
 Book chapter in PDF format