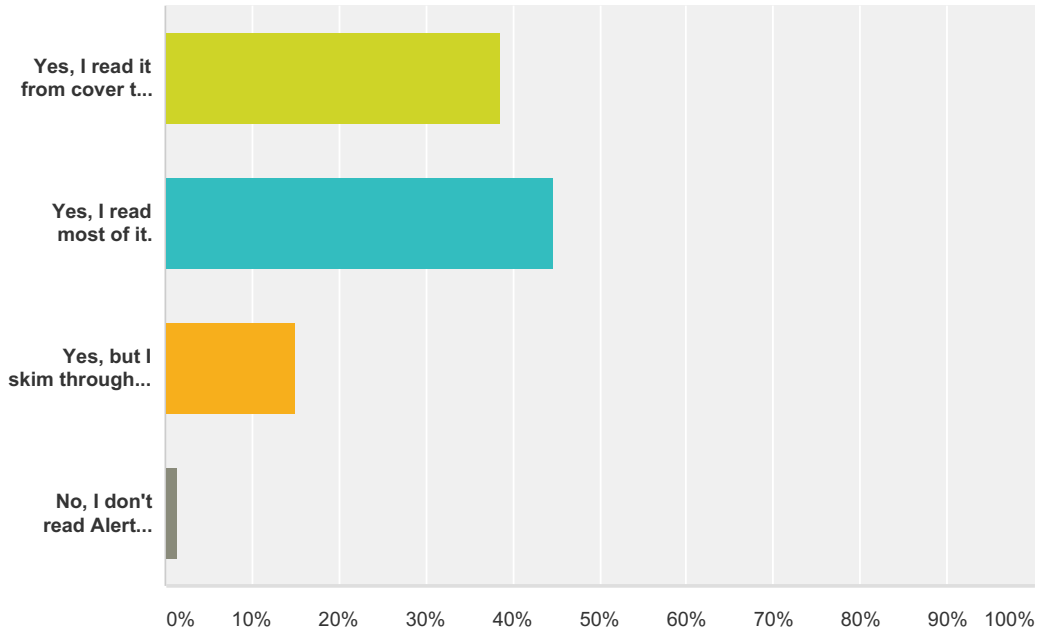


Q1 Do you read Alert Diver magazine?

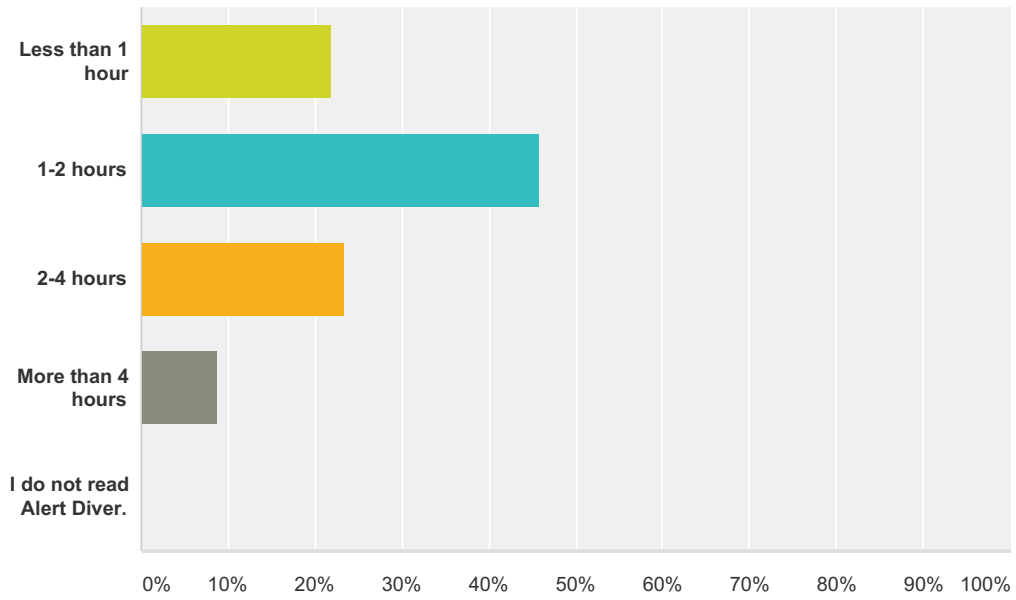
Answered: 1,925 Skipped: 15



Answer Choices	Responses
Yes, I read it from cover to cover.	38.70% 745
Yes, I read most of it.	44.78% 862
Yes, but I skim through it.	15.01% 289
No, I don't read Alert Diver.	1.51% 29
Total	1,925

Q2 How long on average do you spend reading an issue of Alert Diver?

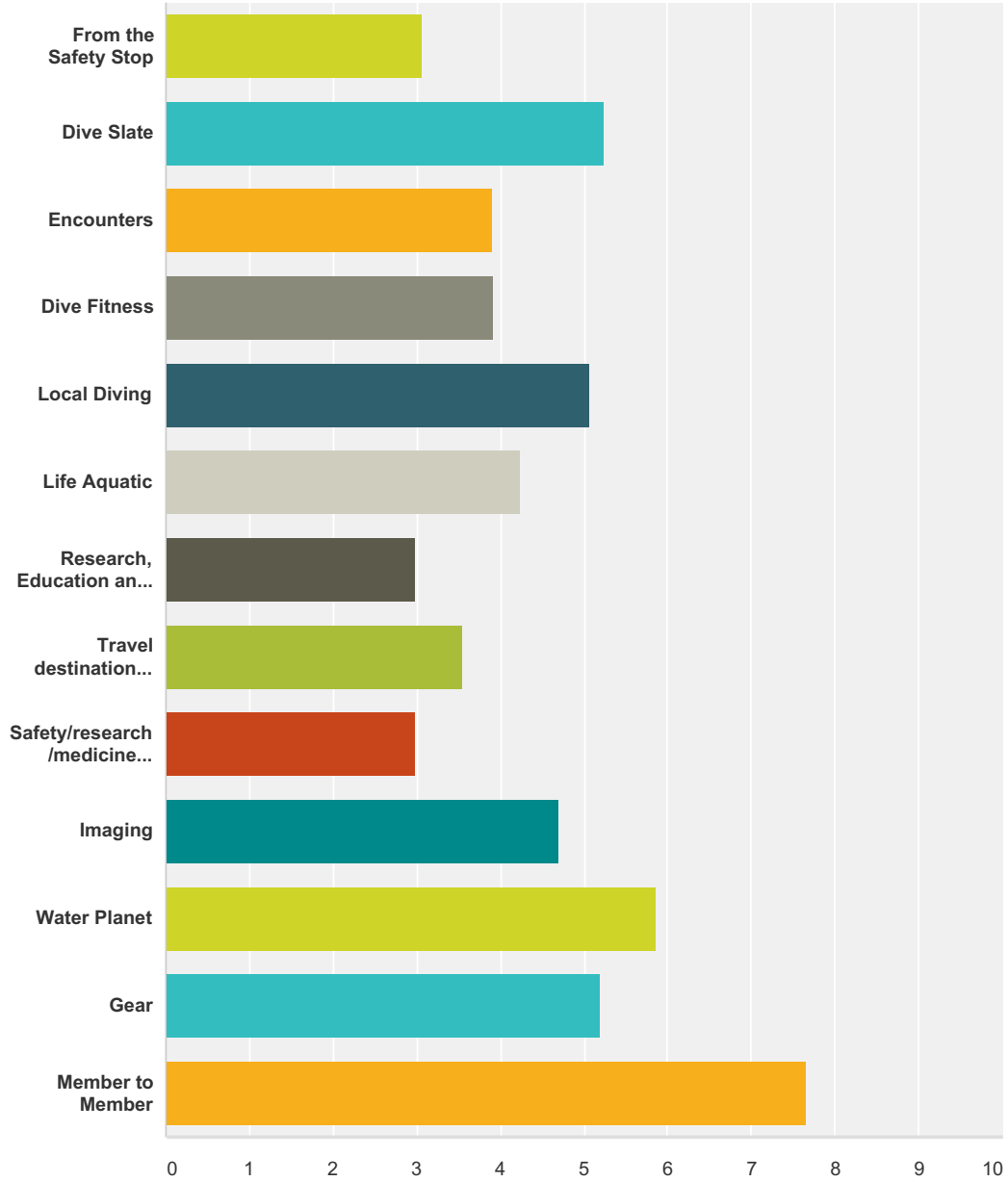
Answered: 1,674 Skipped: 266



Answer Choices	Responses	Count
Less than 1 hour	21.92%	367
1-2 hours	45.88%	768
2-4 hours	23.30%	390
More than 4 hours	8.78%	147
I do not read Alert Diver.	0.12%	2
Total		1,674

Q3 What 5 sections of Alert Diver interest you most? Please rank in order, with 1 being most interesting.

Answered: 1,612 Skipped: 328



Answer Choices	Average Number	Total Number	Responses
From the Safety Stop	3	3,217	1,046
Dive Slate	5	2,739	523
Encounters	4	3,427	878
Dive Fitness	4	3,553	906

Alert Diver readership 2014

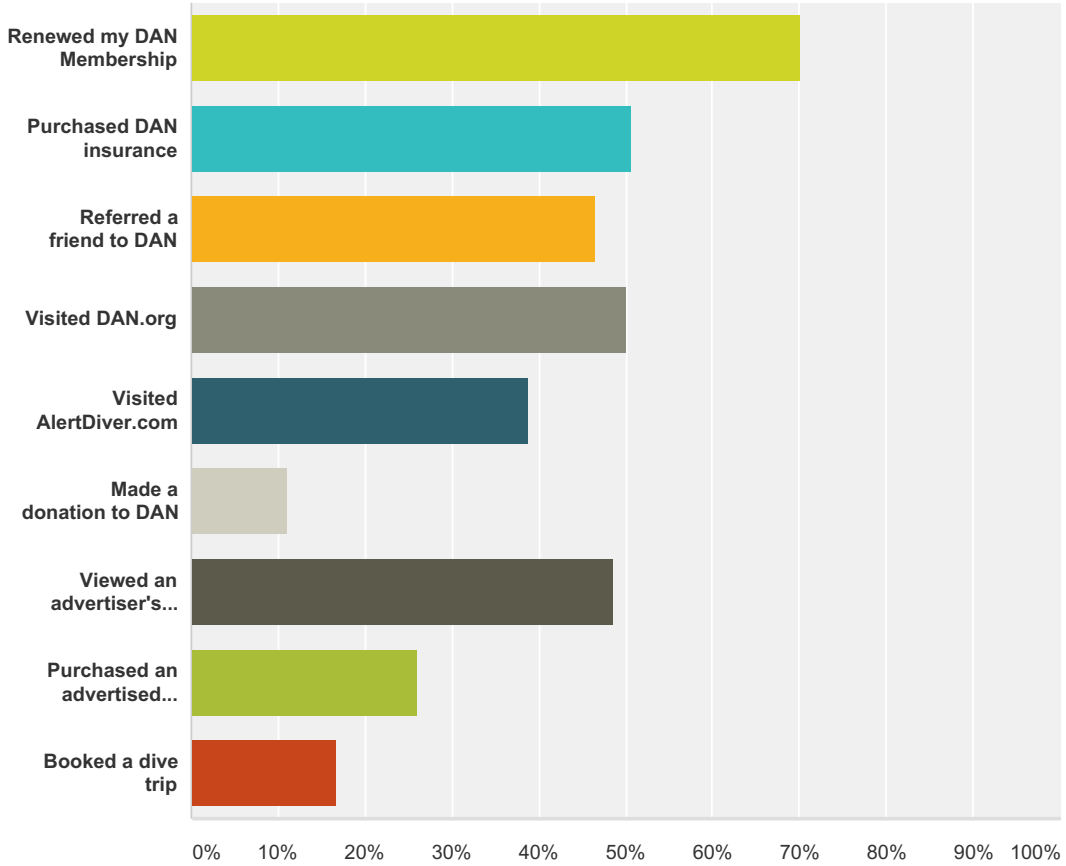
Local Diving	5	3,005	593
Life Aquatic	4	3,171	749
Research, Education and Medicine	3	3,371	1,129
Travel destination features	4	3,674	1,038
Safety/research/medicine features	3	3,580	1,195
Imaging	5	3,223	686
Water Planet	6	2,983	508
Gear	5	4,083	787
Member to Member	8	3,051	398
Total Respondents: 1,612			

Q4 How many times on average do you refer back to an article or ad that you saw in Alert Diver? (Please enter a number only.)

Answered: 1,586 Skipped: 354

Q5 What actions have you taken as a result of reading Alert Diver? (Select all that apply.)

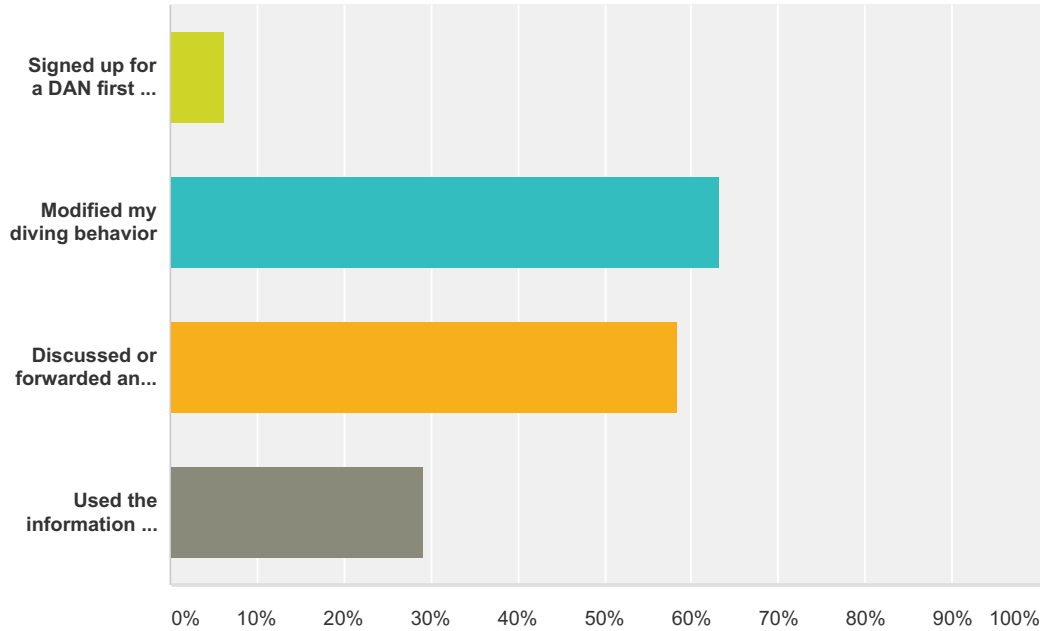
Answered: 1,559 Skipped: 381



Answer Choices	Responses	Count
Renewed my DAN Membership	70.17%	1,094
Purchased DAN insurance	50.67%	790
Referred a friend to DAN	46.50%	725
Visited DAN.org	50.10%	781
Visited AlertDiver.com	38.81%	605
Made a donation to DAN	11.16%	174
Viewed an advertiser's website	48.69%	759
Purchased an advertised product	26.11%	407
Booked a dive trip	16.68%	260
Total Respondents: 1,559		

Q6 What dive-safety-related action has Alert Diver prompted you to take? (Select all that apply.)

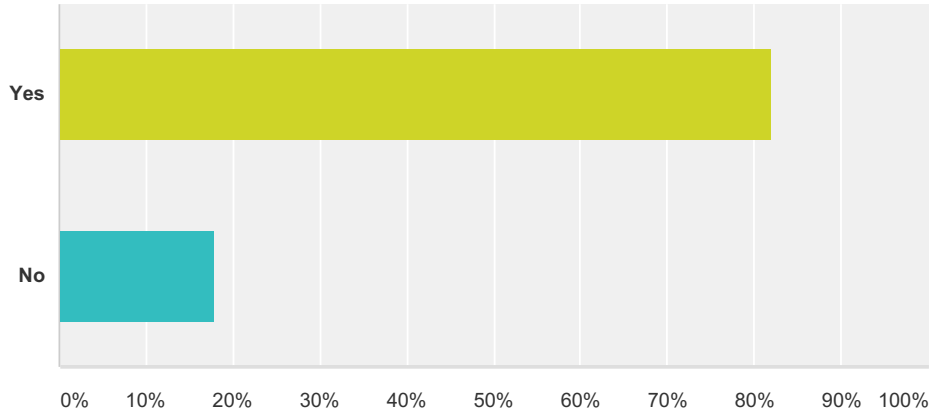
Answered: 1,484 Skipped: 456



Answer Choices	Responses
Signed up for a DAN first aid course	6.20% 92
Modified my diving behavior	63.34% 940
Discussed or forwarded an article or issue	58.36% 866
Used the information as a teaching reference	29.25% 434
Total Respondents: 1,484	

Q7 Do you consider editorial content a useful source of information in influencing your purchasing decisions for diving-related products, services and travel?

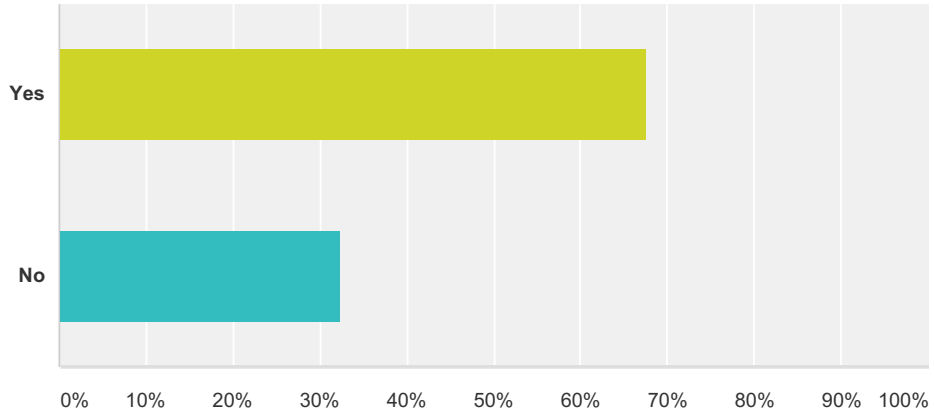
Answered: 1,630 Skipped: 310



Answer Choices	Responses
Yes	82.15% 1,339
No	17.85% 291
Total	1,630

Q8 Do you consider advertising a useful source of information in influencing your purchasing decisions for diving-related products, services and travel?

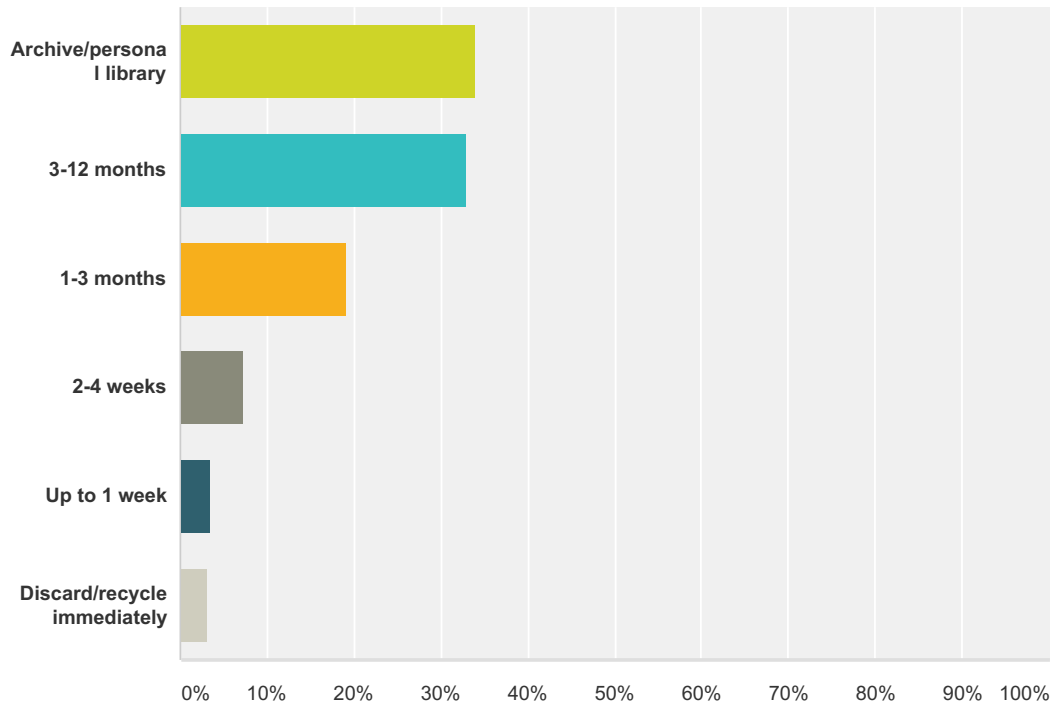
Answered: 1,627 Skipped: 313



Answer Choices	Responses
Yes	67.67% 1,101
No	32.33% 526
Total	1,627

Q9 How long do you typically keep an issue of Alert Diver?

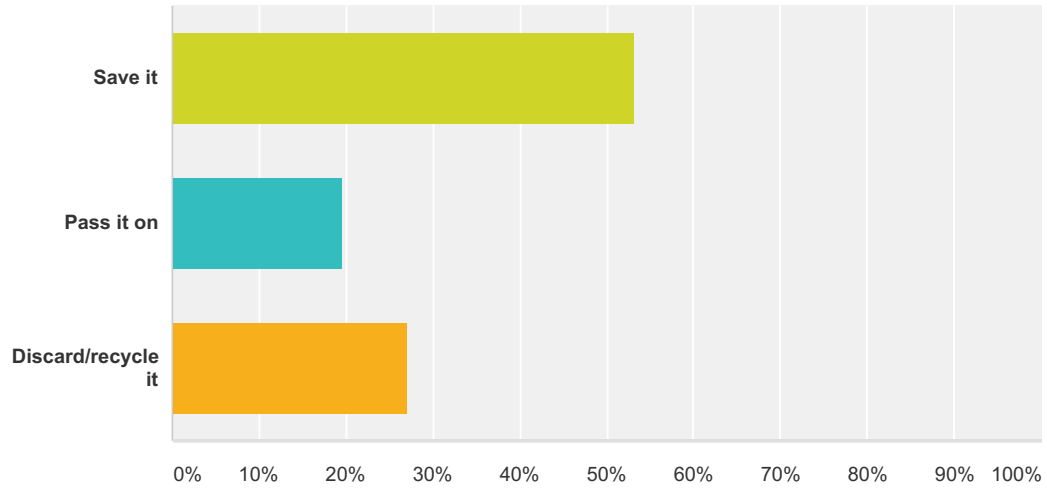
Answered: 1,642 Skipped: 298



Answer Choices	Responses
Archive/personal library	34.04% 559
3-12 months	32.89% 540
1-3 months	19.24% 316
2-4 weeks	7.25% 119
Up to 1 week	3.53% 58
Discard/recycle immediately	3.05% 50
Total	1,642

Q10 After reading Alert Diver, do you:

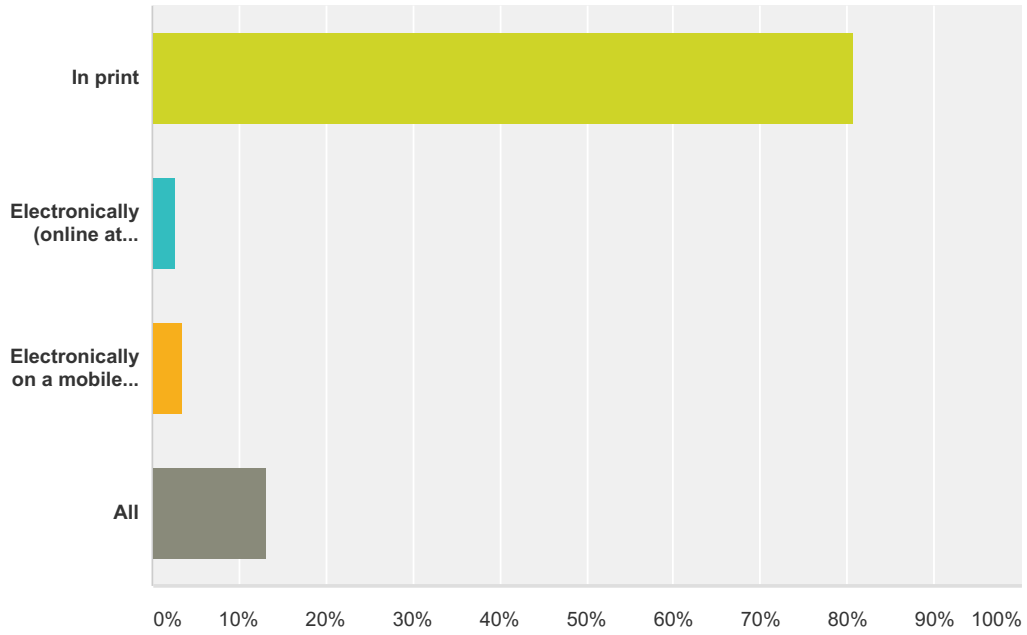
Answered: 1,635 Skipped: 305



Answer Choices	Responses	
Save it	53.15%	869
Pass it on	19.69%	322
Discard/recycle it	27.16%	444
Total		1,635

Q11 How do you prefer to read Alert Diver?

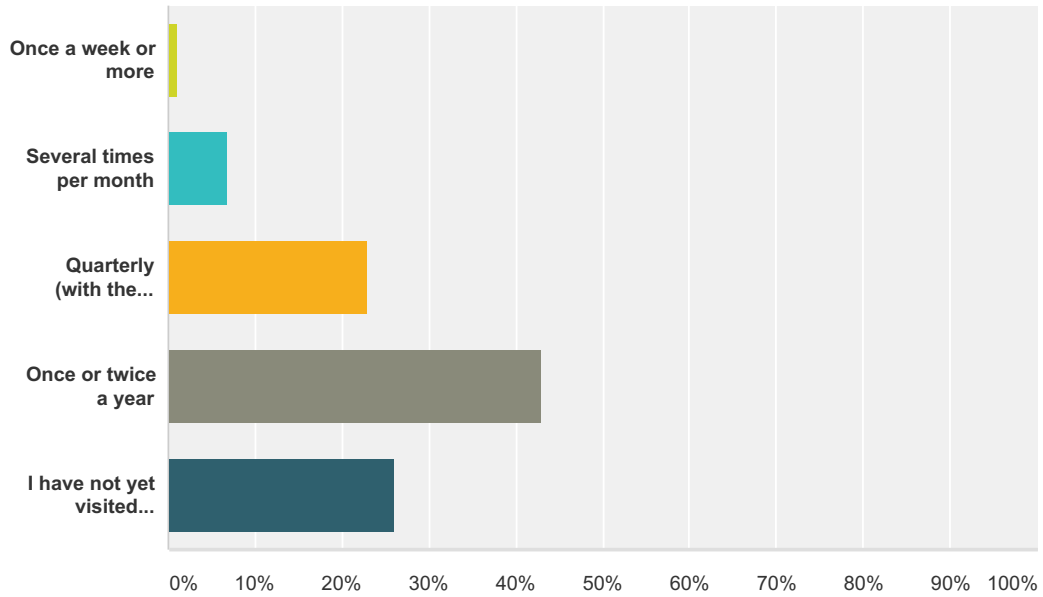
Answered: 1,634 Skipped: 306



Answer Choices	Responses
In print	80.72% 1,319
Electronically (online at AlertDiver.com)	2.69% 44
Electronically on a mobile device (phone or tablet)	3.49% 57
All	13.10% 214
Total	1,634

Q12 How often do you visit AlertDiver.com?

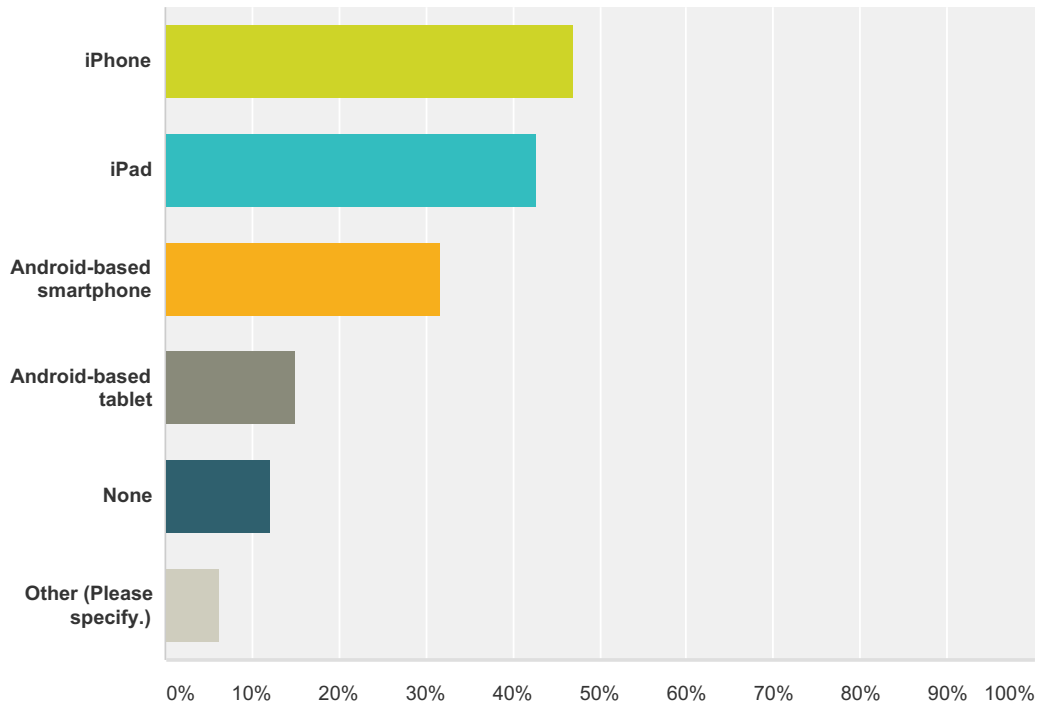
Answered: 1,662 Skipped: 278



Answer Choices	Responses
Once a week or more	1.02% 17
Several times per month	6.98% 116
Quarterly (with the release of each printed issue)	22.98% 382
Once or twice a year	43.02% 715
I have not yet visited AlertDiver.com.	25.99% 432
Total	1,662

Q13 Do you own/use a smartphone or tablet? (Select all that apply.)

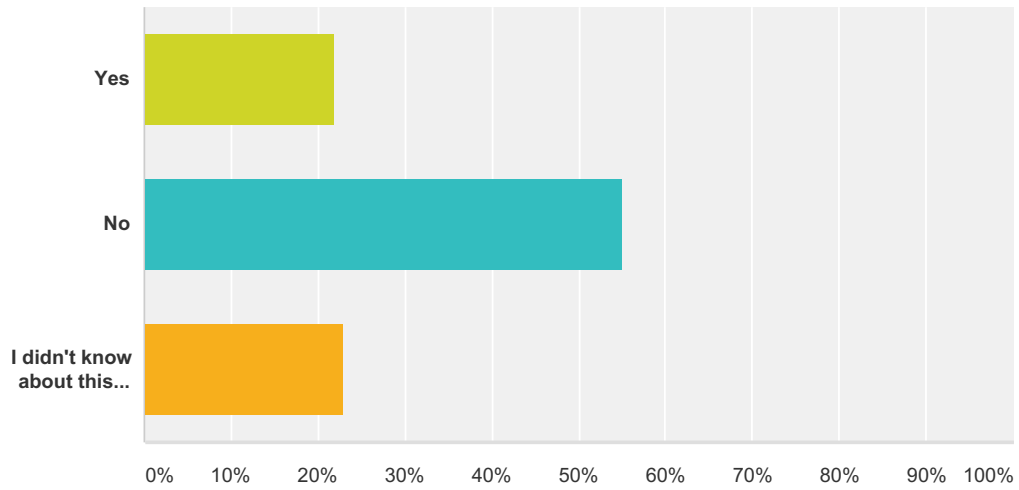
Answered: 1,673 Skipped: 267



Answer Choices	Responses
iPhone	46.92% 785
iPad	42.86% 717
Android-based smartphone	31.74% 531
Android-based tablet	15.12% 253
None	12.01% 201
Other (Please specify.)	6.28% 105
Total Respondents: 1,673	

Q14 If you have/use a smartphone or tablet, do you use it to access Alert Diver?

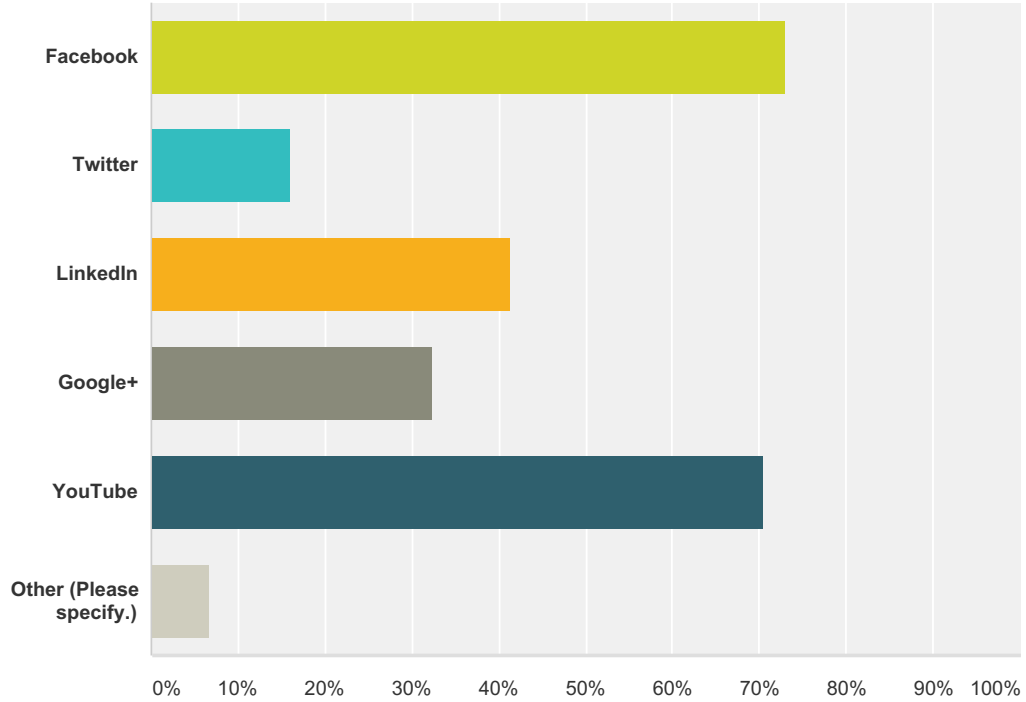
Answered: 1,561 Skipped: 379



Answer Choices	Responses
Yes	21.91% 342
No	55.16% 861
I didn't know about this member benefit.	22.93% 358
Total	1,561

**Q15 Which of these social networking sites have you visited in the past six months?
(Select all that apply.)**

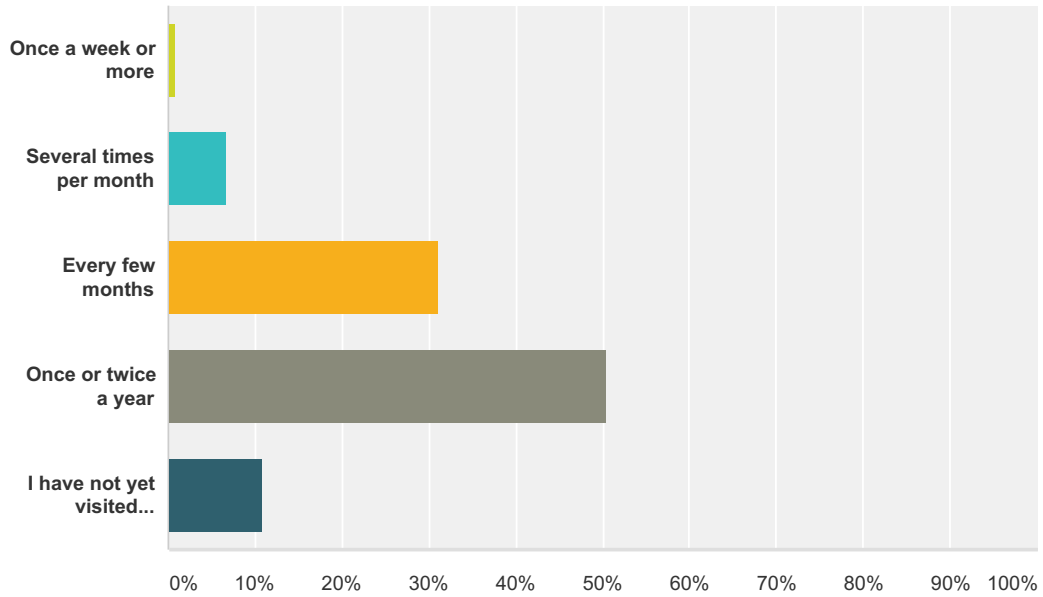
Answered: 1,497 Skipped: 443



Answer Choices	Responses	
Facebook	73.01%	1,093
Twitter	16.10%	241
LinkedIn	41.42%	620
Google+	32.40%	485
YouTube	70.54%	1,056
Other (Please specify.)	6.75%	101
Total Respondents: 1,497		

Q16 How often do you visit DAN.org?

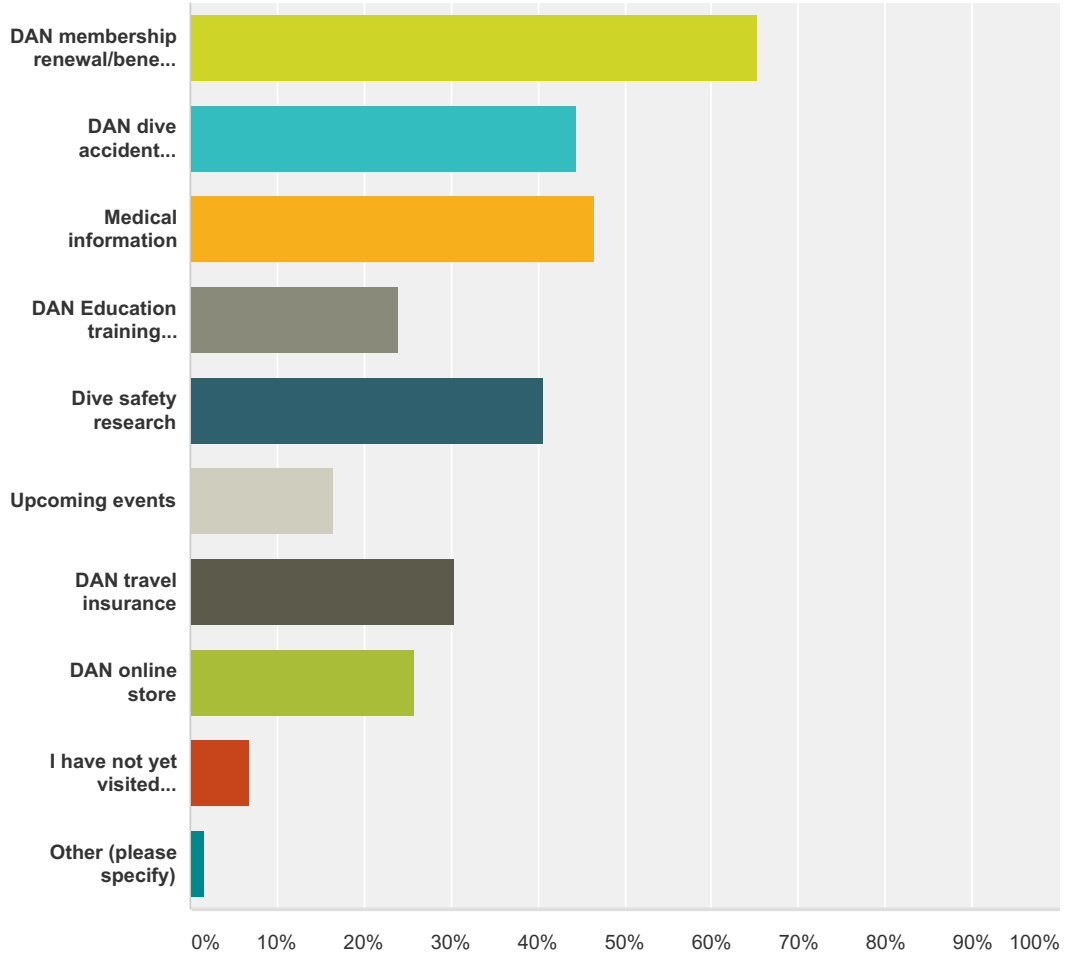
Answered: 1,657 Skipped: 283



Answer Choices	Responses
Once a week or more	0.91% 15
Several times per month	6.70% 111
Every few months	31.02% 514
Once or twice a year	50.51% 837
I have not yet visited DAN.org.	10.86% 180
Total	1,657

Q17 If you do visit DAN.org, what sections do you typically view? (Select all that apply.)

Answered: 1,562 Skipped: 378



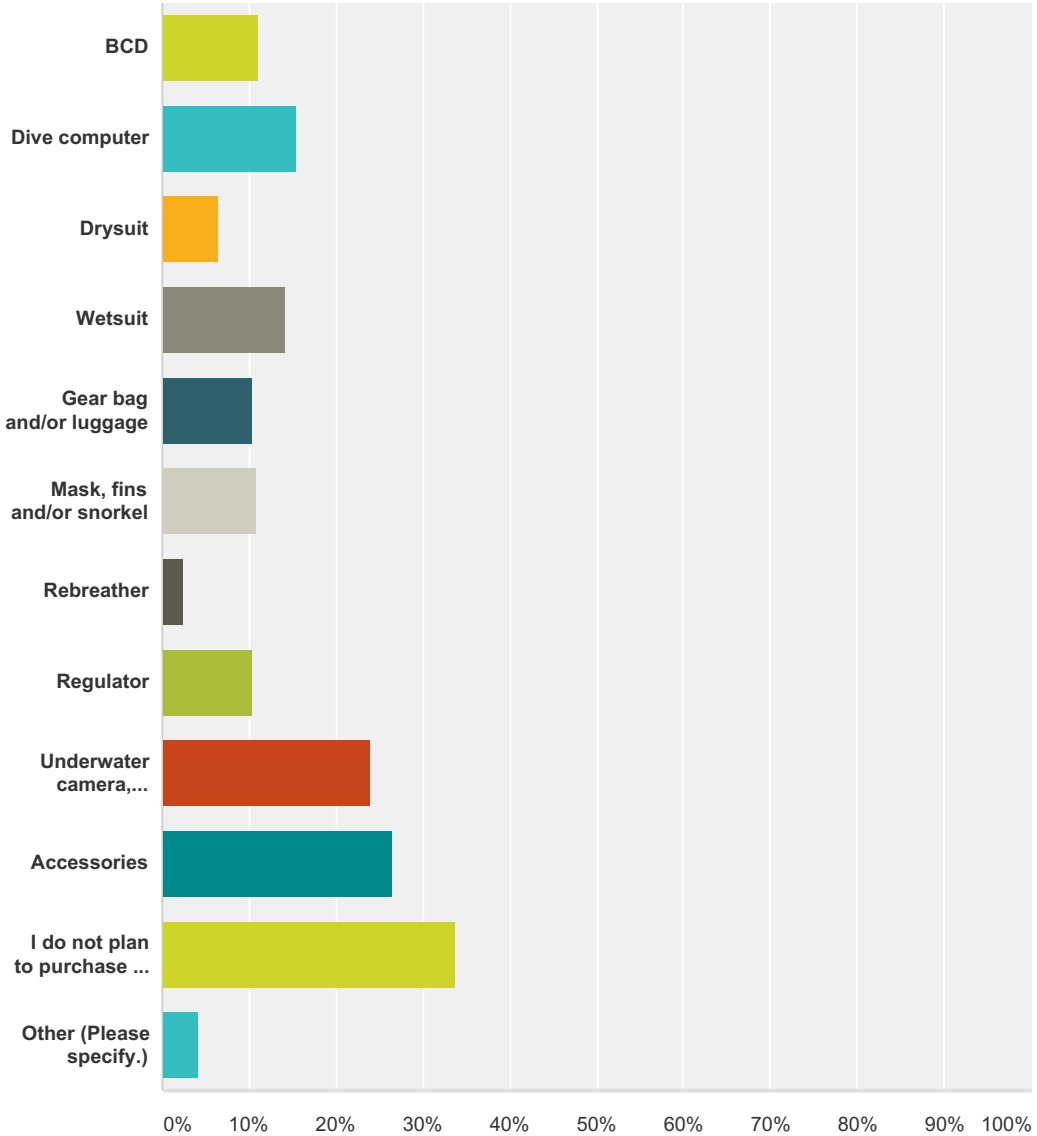
Answer Choices	Responses
DAN membership renewal/benefits	65.30% 1,020
DAN dive accident insurance purchase/inquiry	44.49% 695
Medical information	46.61% 728
DAN Education training programs	23.94% 374
Dive safety research	40.65% 635
Upcoming events	16.45% 257
DAN travel insurance	30.54% 477
DAN online store	25.86% 404
I have not yet visited DAN.org.	6.85% 107

Alert Diver readership 2014

Other (please specify)	1.73%	27
Total Respondents: 1,562		

Q18 What dive equipment do you plan to purchase in the next 12 months? (Select all that apply.)

Answered: 1,648 Skipped: 292



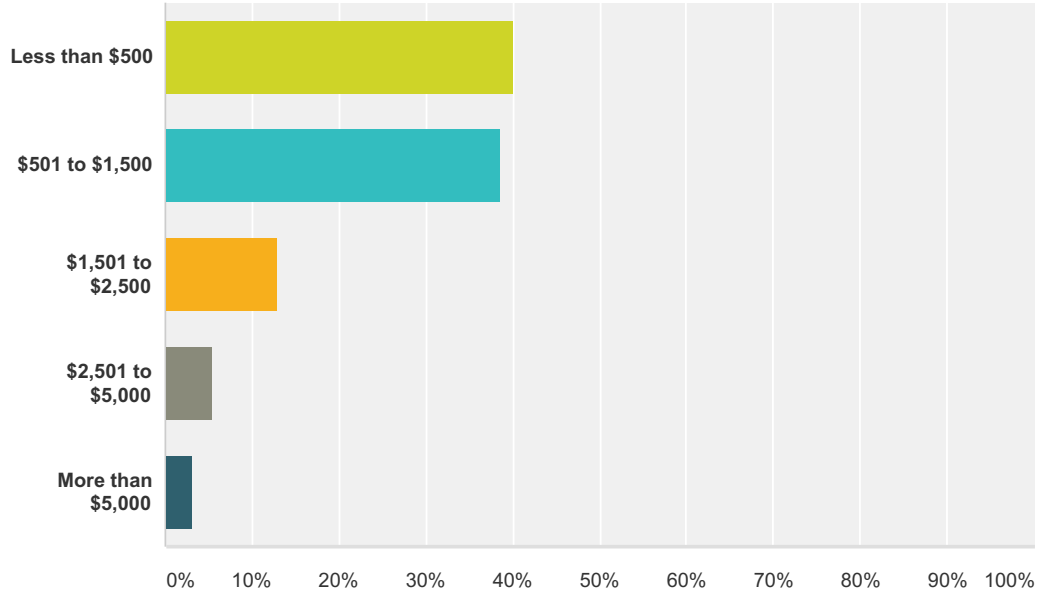
Answer Choices	Responses
BCD	11.17% 184
Dive computer	15.35% 253
Drysuit	6.49% 107
Wetsuit	14.14% 233
Gear bag and/or luggage	10.44% 172
Mask, fins and/or snorkel	10.92% 180

Alert Diver readership 2014

Rebreather	2.49%	41
Regulator	10.38%	171
Underwater camera, housing, strobes or accessories	24.03%	396
Accessories	26.46%	436
I do not plan to purchase any dive equipment in the next 12 months	33.86%	558
Other (Please specify.)	4.25%	70
Total Respondents: 1,648		

Q19 How much money does your household spend on dive equipment annually?

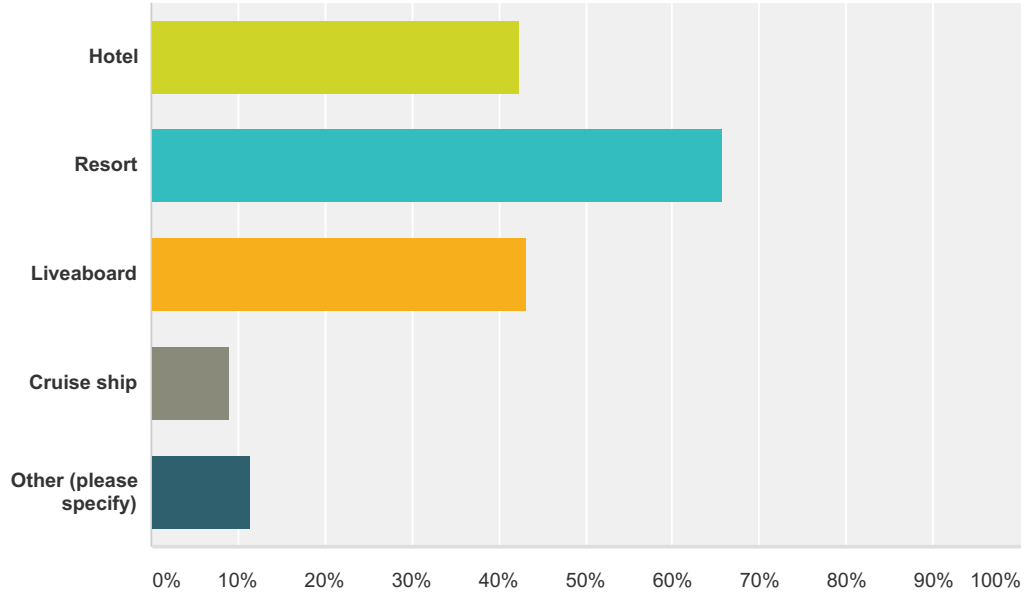
Answered: 1,604 Skipped: 336



Answer Choices	Responses	Count
Less than \$500	40.02%	642
\$501 to \$1,500	38.53%	618
\$1,501 to \$2,500	12.91%	207
\$2,501 to \$5,000	5.42%	87
More than \$5,000	3.12%	50
Total		1,604

Q20 What types of lodging do you prefer when traveling to a dive destination? (Select all that apply.)

Answered: 1,619 Skipped: 321

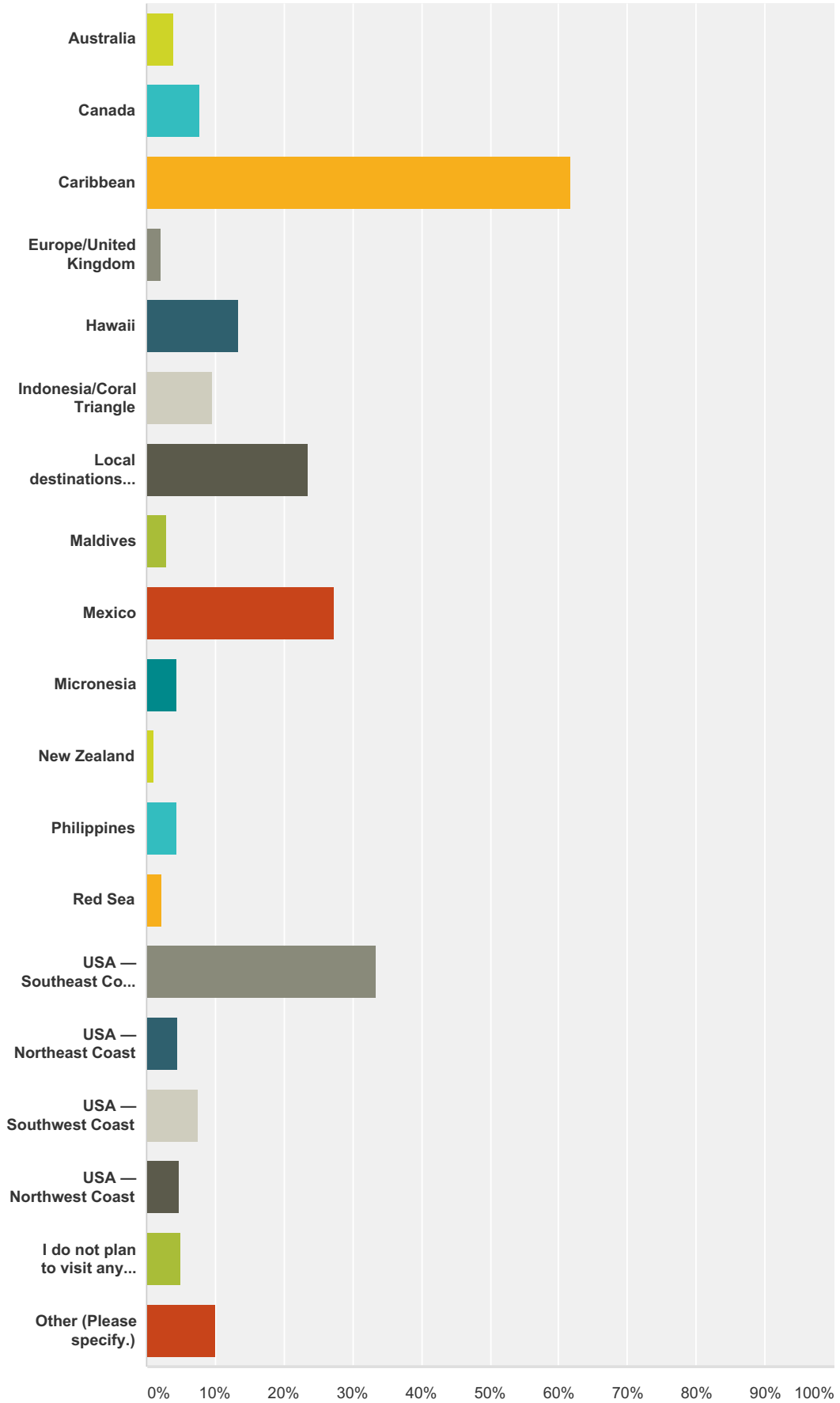


Answer Choices	Responses
Hotel	42.31% 685
Resort	65.72% 1,064
Liveaboard	43.11% 698
Cruise ship	8.96% 145
Other (please specify)	11.55% 187
Total Respondents: 1,619	

Q21 What dive destinations do you plan to visit in the next 12 months? (Select all that apply.)

Answered: 1,642 Skipped: 298

Alert Diver readership 2014

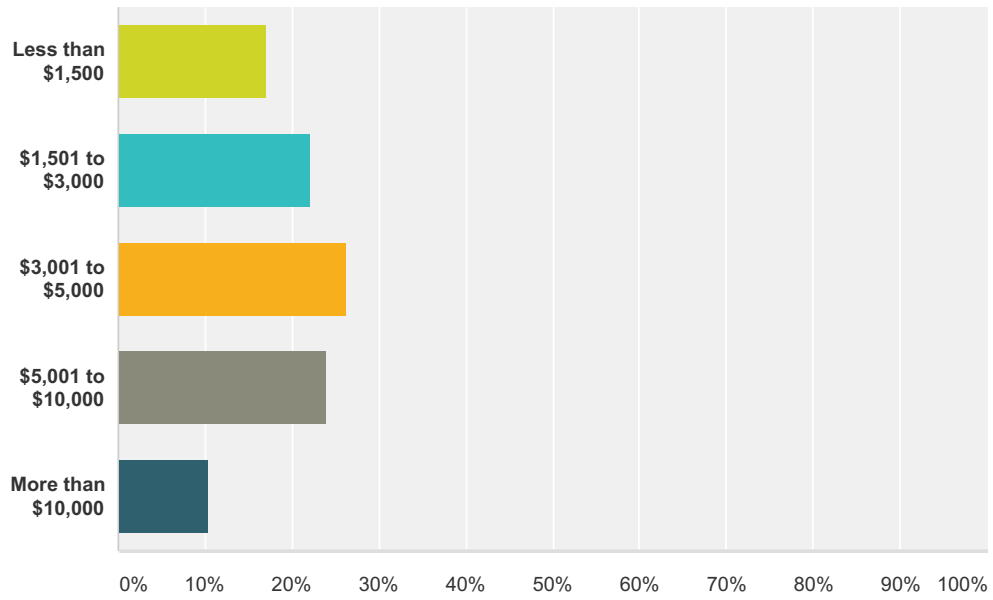


Alert Diver readership 2014

Answer Choices	Responses	
Australia	3.96%	65
Canada	7.67%	126
Caribbean	61.88%	1,016
Europe/United Kingdom	2.01%	33
Hawaii	13.46%	221
Indonesia/Coral Triangle	9.62%	158
Local destinations (within a 6-hour drive)	23.57%	387
Maldives	2.86%	47
Mexico	27.28%	448
Micronesia	4.32%	71
New Zealand	0.97%	16
Philippines	4.45%	73
Red Sea	2.19%	36
USA — Southeast Coast (including the Gulf of Mexico, North Carolina, Florida springs, and the Florida Keys)	33.43%	549
USA — Northeast Coast	4.69%	77
USA — Southwest Coast	7.49%	123
USA — Northwest Coast	4.87%	80
I do not plan to visit any dive destinations in the next 12 months.	4.93%	81
Other (Please specify.)	9.93%	163
Total Respondents: 1,642		

Q22 How much money does your household spend on dive travel annually?

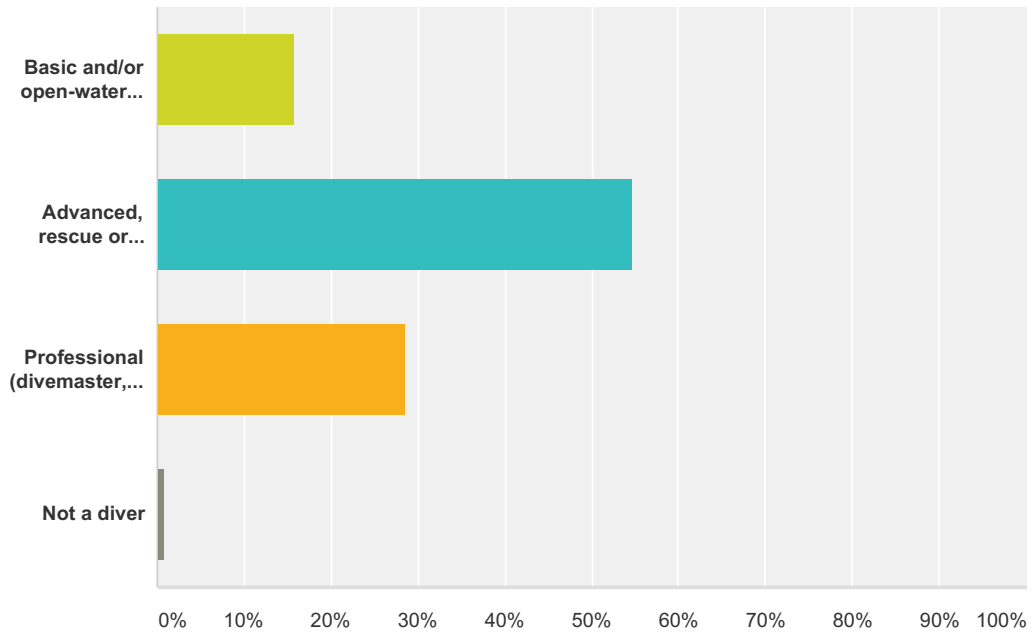
Answered: 1,589 Skipped: 351



Answer Choices	Responses
Less than \$1,500	17.12% 272
\$1,501 to \$3,000	22.03% 350
\$3,001 to \$5,000	26.31% 418
\$5,001 to \$10,000	24.04% 382
More than \$10,000	10.51% 167
Total	1,589

Q23 What is your current level of dive certification?

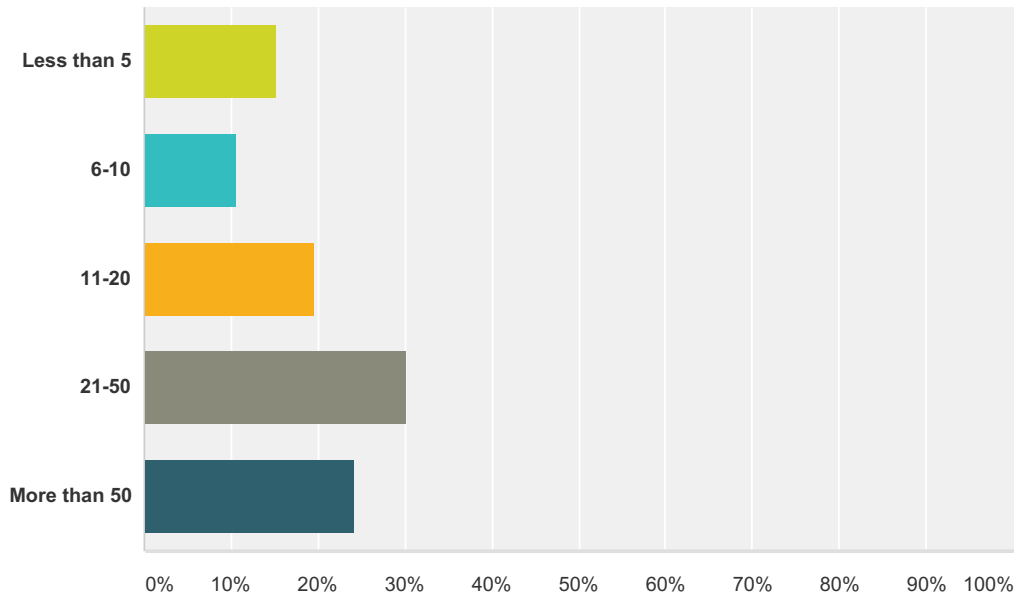
Answered: 1,640 Skipped: 300



Answer Choices	Responses	
Basic and/or open-water diver	15.85%	260
Advanced, rescue or specialty certification(s)	54.70%	897
Professional (divemaster, instructor or higher)	28.60%	469
Not a diver	0.85%	14
Total		1,640

Q24 How many dives did you complete during the past 12 months?

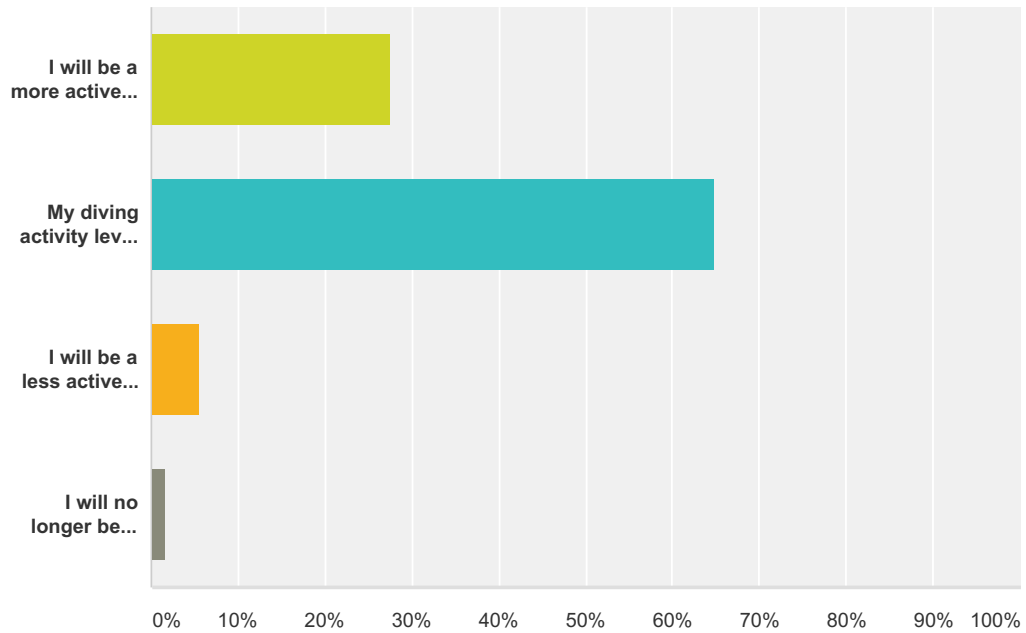
Answered: 1,631 Skipped: 309



Answer Choices	Responses	
Less than 5	15.21%	248
6-10	10.73%	175
11-20	19.62%	320
21-50	30.23%	493
More than 50	24.22%	395
Total		1,631

Q25 In the next two years, how do you see your diving activity level changing?

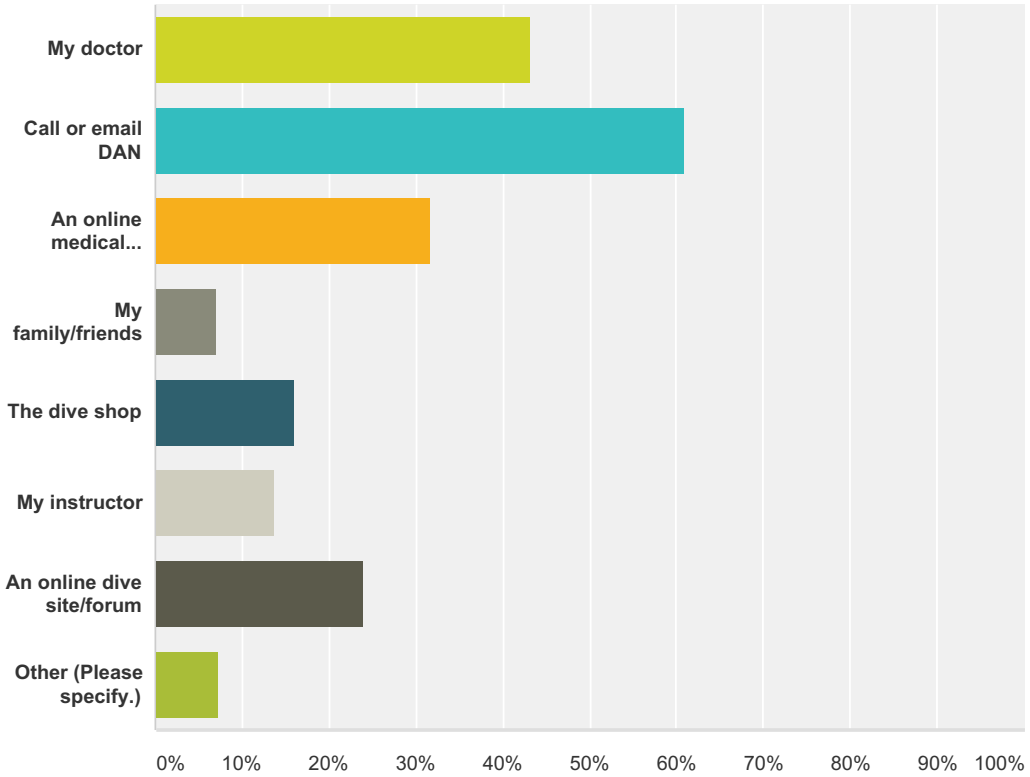
Answered: 1,632 Skipped: 308



Answer Choices	Responses	
I will be a more active diver.	27.57%	450
My diving activity level will remain about the same as it is now.	65.01%	1,061
I will be a less active diver.	5.70%	93
I will no longer be diving.	1.72%	28
Total		1,632

**Q26 When you have a dive-related health question, where do you go for the answer?
(Select all that apply.)**

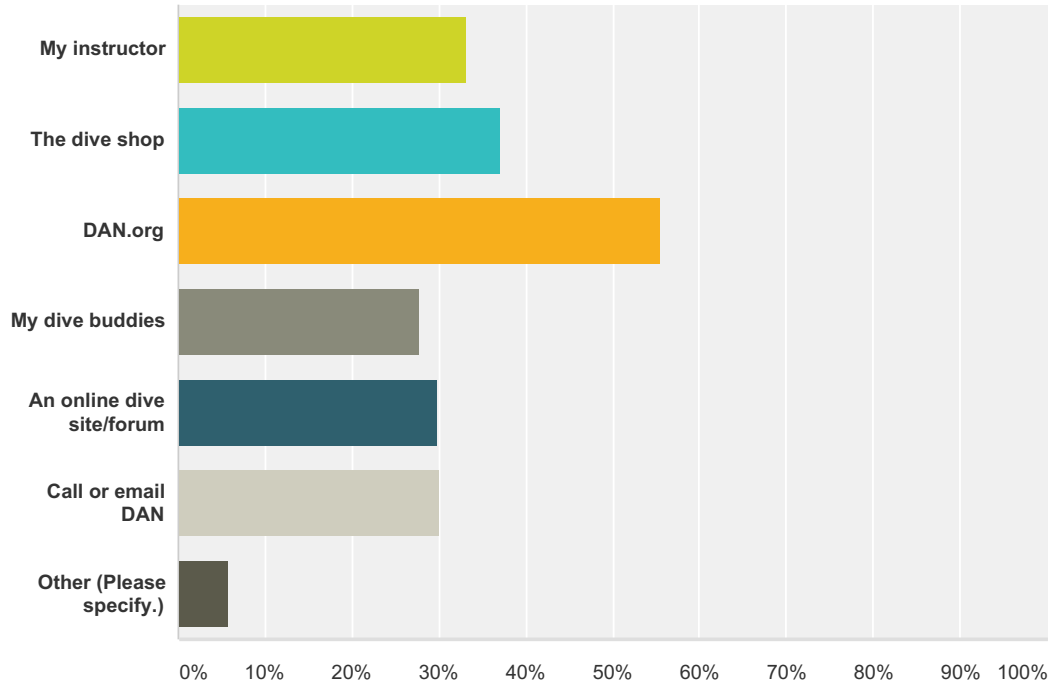
Answered: 1,596 Skipped: 344



Answer Choices	Responses	Count
My doctor	43.17%	689
Call or email DAN	61.03%	974
An online medical site/forum	31.70%	506
My family/friends	7.02%	112
The dive shop	16.17%	258
My instructor	13.85%	221
An online dive site/forum	24.06%	384
Other (Please specify.)	7.33%	117
Total Respondents: 1,596		

Q27 When you have a dive-safety question, where do you go for the answer? (Select all that apply.)

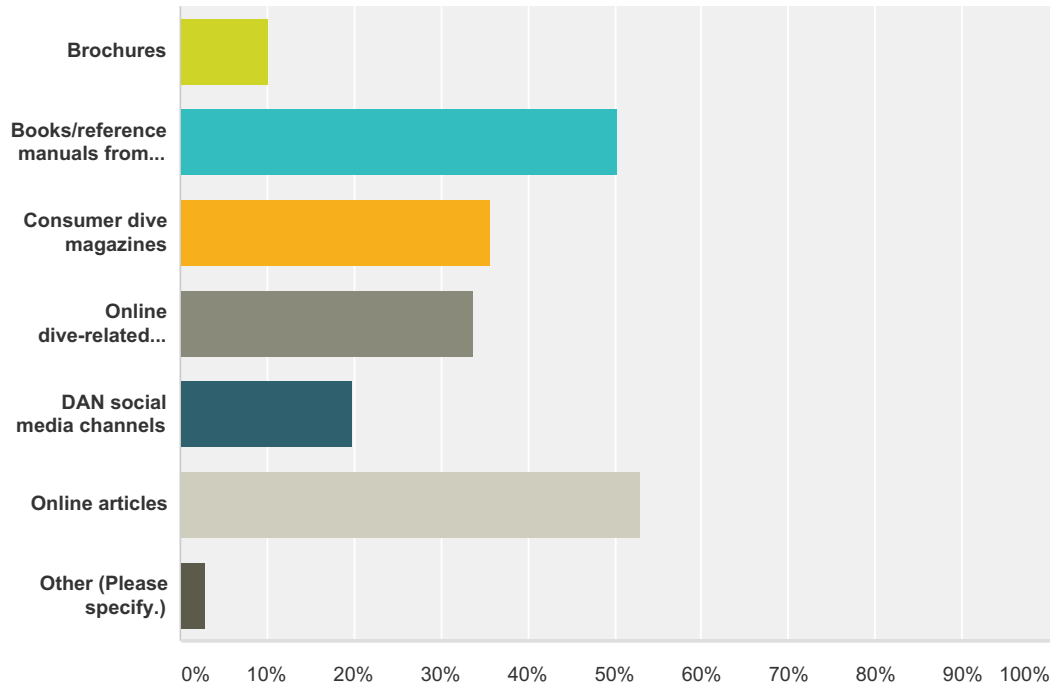
Answered: 1,604 Skipped: 336



Answer Choices	Responses	Count
My instructor	33.23%	533
The dive shop	37.16%	596
DAN.org	55.55%	891
My dive buddies	27.81%	446
An online dive site/forum	29.93%	480
Call or email DAN	30.11%	483
Other (Please specify.)	5.80%	93
Total Respondents: 1,604		

Q28 When searching for and consuming dive-related health and safety information, which format(s) do you prefer? (Select all that apply.)

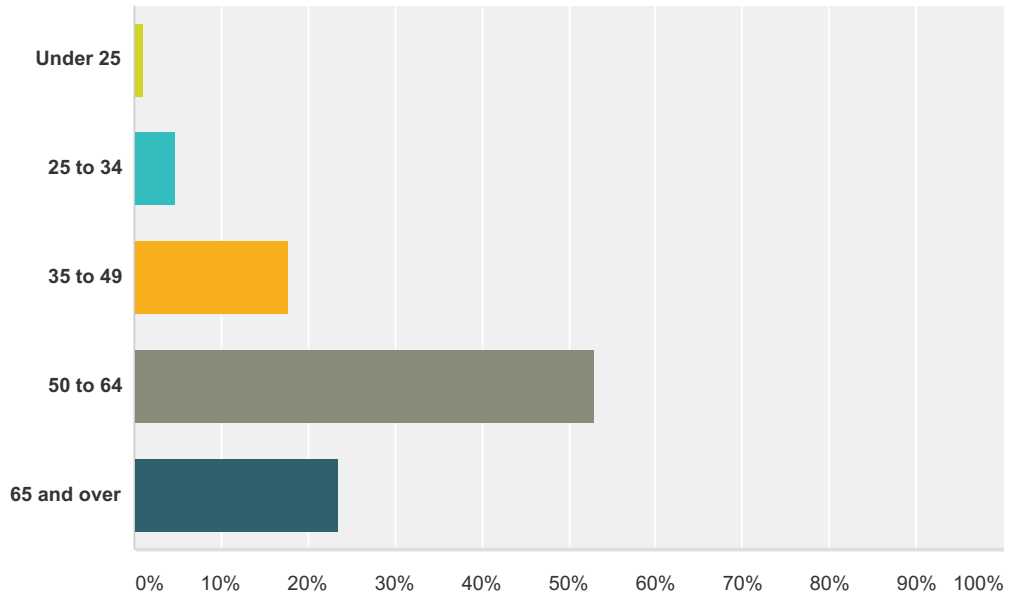
Answered: 1,589 Skipped: 351



Answer Choices	Responses
Brochures	10.32% 164
Books/reference manuals from an expert source	50.41% 801
Consumer dive magazines	35.68% 567
Online dive-related social media sites or forums	33.79% 537
DAN social media channels	19.82% 315
Online articles	52.93% 841
Other (Please specify.)	2.96% 47
Total Respondents: 1,589	

Q29 What is your age range?

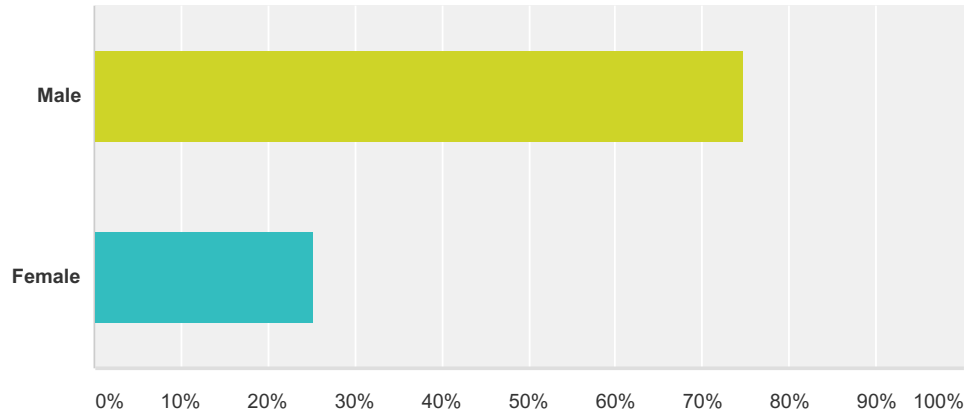
Answered: 1,639 Skipped: 301



Answer Choices	Responses	
Under 25	0.98%	16
25 to 34	4.70%	77
35 to 49	17.82%	292
50 to 64	53.02%	869
65 and over	23.49%	385
Total		1,639

Q30 What is your gender?

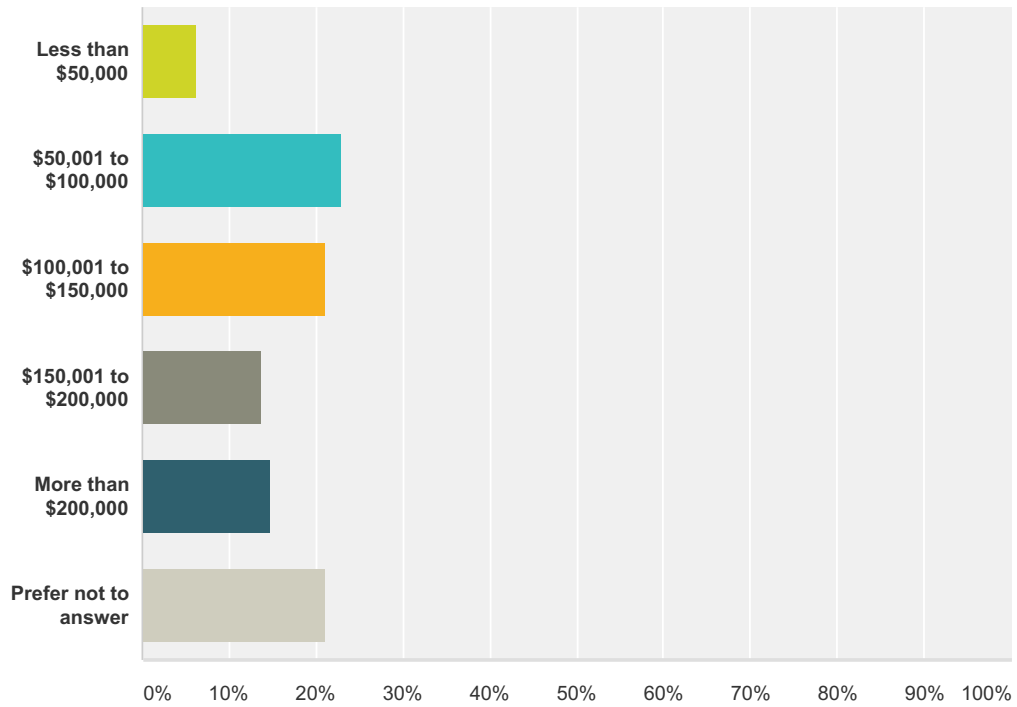
Answered: 1,617 Skipped: 323



Answer Choices	Responses
Male	74.64% 1,207
Female	25.36% 410
Total	1,617

Q31 What best represents your total household income before taxes?

Answered: 1,601 Skipped: 339



Answer Choices	Responses
Less than \$50,000	6.18% 99
\$50,001 to \$100,000	23.05% 369
\$100,001 to \$150,000	20.99% 336
\$150,001 to \$200,000	13.87% 222
More than \$200,000	14.80% 237
Prefer not to answer	21.11% 338
Total	1,601

Q32 Do you have any comments or suggestions about Alert Diver?

Answered: 424 Skipped: 1,516