

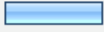
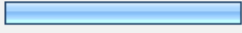

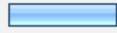
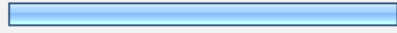


Here are the actual screen shots from Survey Money. Detailed, individual responses to applicable questions are available upon request.

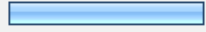
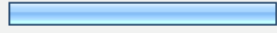
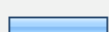
**Total Started Survey: 84**  
**Total Completed Survey: 84 (100%)**

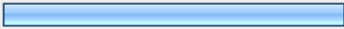


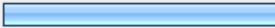


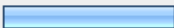
At the time of the survey, we had about 700-1000 downloads per day. We now average from 2500 to 6000 downloads per day from various sources.

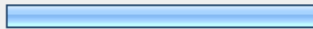


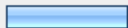
1. How long have you been watching Beach Walks?			Response Percent	Response Count
About 9-12 months			23.8%	20
About 6-9 months			15.5%	13
About 3-6 months			17.9%	15
<b>Less than 3 months</b>			<b>42.9%</b>	<b>36</b>
			<i>answered question</i>	<b>84</b>
			<i>skipped question</i>	<b>0</b>

2. How often do you watch Beach Walks?			Response Percent	Response Count
A few times a month			11.9%	10
A few times each week			19.1%	16
<b>Mostly every day</b>			<b>69.1%</b>	<b>58</b>
			<i>answered question</i>	<b>84</b>
			<i>skipped question</i>	<b>0</b>


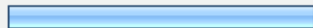
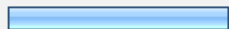
We have an incredibly loyal audience, of educated, caring, and competent people.

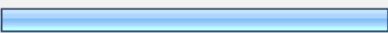

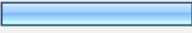
4. Do you subscribe to Beach Walks or do you come visit the site?			Response Percent	Response Count
I subscribe.			34.5%	29
<b>I watch it on the web site.</b>			<b>47.6%</b>	<b>40</b>
I subscribe and watch it on the web site sometimes.			17.9%	15
			<i>answered question</i>	<b>84</b>
			<i>skipped question</i>	<b>0</b>

6. What do you like about Beach Walks? Choose as many as you like.			
		Response Percent	Response Count
	Lexi 	60.7%	51
	Hawai'i scenery 	85.7%	72
	Hawai'i culture 	64.3%	54
	Interviews 	48.8%	41
	Rox's thoughts on life 	83.3%	70
	Other (please specify) 	31.0%	26
<i>answered question</i>			<b>84</b>
<i>skipped question</i>			<b>0</b>


7. Since watching Beach Walks, how has your desire to visit Hawai'i changed?			
		Response Percent	Response Count
	I have more desire to visit Hawai'i. 	54.8%	46
	I have less desire to visit Hawai'i.	0.0%	0
	I have the same desire to visit Hawai'i. 	23.8%	20
	I am not interested in visiting Hawai'i.	0.0%	0
		21.4%	18
<i>answered question</i>			<b>84</b>
<i>skipped question</i>			<b>0</b>

We left an open-ended item. All responses described how much people want to come to Hawai'i.

8. How often do you tell a friend about Beach Walks?			
		Response Percent	Response Count
	Never 	8.3%	7
	Occasionally 	53.6%	45
	Frequently 	38.1%	32
<i>answered question</i>			<b>84</b>
<i>skipped question</i>			<b>0</b>

9. What changes would you like to see at Beach Walks?			Response Percent	Response Count
No change; I like it the way it is.			67.9%	57
 view	I'd like it if:		33.3%	28
			<i>answered question</i>	84
			<i>skipped question</i>	0

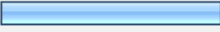
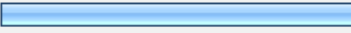
Our viewers have primarily two requests: more locations and more interviews. Both of those are time-consuming and potentially costly. Having sponsors would open up many opportunities for us.

10. Please tell us the companies and/or special offers that you would like to see advertised on Beach Walks.			Response Count
			 view
			45
			<i>answered question</i>
			45
			<i>skipped question</i>
			39

Our smart, mature audience understands the challenges and wants to support those who support us. They listed travel and lifestyle companies they think would benefit from a Beach Walks sponsorship.

11. If you would like to leave us a testimonial to use in contacting sponsors, please enter it here.			Response Count
			 view
			35
			<i>answered question</i>
			35
			<i>skipped question</i>
			49

People left us amazing testimonials! A few are provided for you in the Appendix.

12. What is your gender?			Response Percent	Response Count
Female			38.6%	32
Male			61.5%	51
			<i>answered question</i>	83
			<i>skipped question</i>	1

We get many private emails from people who use this show to unplug from the stresses of the day.

13. What is your age?			Response Percent	Response Count
Under 16			0.0%	0
16 - 25			6.0%	5
26 - 40			36.1%	30
41 - 59			47.0%	39
60+			10.8%	9
<b>answered question</b>				<b>83</b>
<b>skipped question</b>				<b>1</b>

14. What is the highest level of education you have completed?			Response Percent	Response Count
Middle School			0.0%	0
High School			4.8%	4
Some College			34.9%	29
<b>Bachelor's Degree</b>			<b>39.8%</b>	<b>33</b>
Master's Degree			14.5%	12
PhD or other advanced degree			6.0%	5
<b>answered question</b>				<b>83</b>
<b>skipped question</b>				<b>1</b>

Over 60% are college graduates. One smart, educated group of people!

15. Where do you live? (Country and State if applicable)			Response Count
			view 79
<b>answered question</b>			<b>79</b>
<b>skipped question</b>			<b>5</b>

Eastern USA:	25	32%	Europe:	13	16%
Western USA:	18	23%	Canada:	6	8%
Central USA:	12	15%	Asia:	1	1%
Hawaii:	4	5%			

16. Which category best describes your work?			
		Response Percent	Response Count
Domestic		1.2%	1
<b>Professional</b>		<b>36.1%</b>	<b>30</b>
Technical		20.5%	17
Executive		6.0%	5
Hourly		6.0%	5
Retired		7.2%	6
Don't Work		1.2%	1
view	Other (please specify)	21.7%	18
<i>answered question</i>			<b>83</b>
<i>skipped question</i>			<b>1</b>

Other Included: Military, Self-employed, Television/Media, Manufacturing, and Sales

17. If there's anything else you would like to tell us (or anything you think we forgot!), please add it here. Mahalo nui for your time and thoughtfulness.		Response Count
view		30
<i>answered question</i>		<b>30</b>
<i>skipped question</i>		<b>54</b>

Wow! Amazing comments - illustrating the energy our audience has even after 17 questions!

## Appendix: Selected individual responses

### Question 11: Testimonials (less than half are presented here as representative samples)

1. This is my favorite podcast; I watch it every morning at work in order to prepare myself for the day ahead. It helps me to keep stress at work in perspective.
2. I started watching beach walks about 3 months ago. It is a wonderful show with great scenery, very beautiful to look at, a pretty smart gal, a secret camera man, and a great dog. It is inspiring and addictive. Also the beauty and culture of Hawaii are made real not only by the photography, but we also get glimpses of neighborhoods, and Hawaiian culture. I have my little stash of Hawaiian words I am learning. We have also been introduced to Hawaiian products and the local music scene. I cannot praise Beachwalks with Rox enough. I am in frozen, snowy New England, and it is great to get a little bit of Hawaii every day.
3. The video on this site capture the true Hawaii atmosphere
4. easy way to learn english.
5. Beachwalks makes a smooth and natural cross-over between work/project-demands vs improving and enhancing personal well being. It demonstrates to us all how, by re-addressing our personal perspectives and outlooks in life, we can put ourselves in a state of mind, where we can not just be good at what we choose to do, but that we actually enjoy doing it.
6. I think it is a great advertisement for Hawai'i in general.
7. I love listening to Beach Walks and although I don't manage to catch it everyday, I try to catch up with missed episodes in the evening before I go to bed. It's a gentle, positive and relaxing way to end my day!
8. Rox, Lexi and secret cameraman have become everyday names in my household. My fiance and I watch the show everyday and just love to see the the ocean, hear the music and listen to what Rox or interviewee's have to say. We live in central Canada so it's not often we get to see waves and feel that tropical heat, however the show takes us there for 5 mins everyday and we really appreciate it. It truly brightens our day and has actually helped us to be more positive which has a lot of good things happening in our lives. Best of luck, and we really hope the show continues on for a very long time. Aloha From Canada, Joel and Laura jecostea@hotmail.com
9. This is the best way to start your day. Go out with fresh thinking and open heartedness. The world loves aloha!
10. This is a very fun site - esp. for those of us in bitter Winter on mainland USA. I plan to subscribe, since I am new to the site. My friends are looking at Rox's site, also.
11. The final phase of each of our future trips to Hawaii will be to check the latest episode of beachwalks.tv and create a list of the businesses and services we'll be patronizing when we arrive. Quality? Check, randomly, any five installments of the now 300+ beachwalks and you'll see the kind of quality and "customer" care we've grown accustomed to from Rox, Secret and Lexi. And we know that's what we can expect from anyone who sponsors them. We've only been to Hawaii about a dozen times in the past ten years but expect to be there more often in the future, now that we've retired.
12. In today's 16 hour business days, I ALWAYS find the 5 min to spend with "Beach Walks with Rox". As a CEO of 2 Successful Security consulting firms the podcast is my much needed break in day that seems to go on for ever. From a potential sponsors point of view, you should consider teaming up with podcast as a lucrative method to get you product or service out to savvy business and non-business people alike. I have personally taken a few min's to visit this shows sponsors to see what product and services I might find interest in.
13. Beachwalks is the place I come to unwind and relax. While viewing Beachwalks I imagine myself laying on the beach and using your products while on vacation in paradise...

1. I tune into beachwalks most every morning, and it's become a regular part of my day. It's a little aloha for a lot of people!
2. Beach Walks brings a wonderful, thoughtful daily respite. The sound of the ocean is a soothing backdrop for the well-balanced themes of life Rox brings to the shore.
3. Beach Walks is a small enterprise with a large reach. I feel included. I watch it on my own time (technical virtue). Rox presents information and ideas, not advertising or sensationalism.
4. Beachwalks is outstanding! Rox is engaging, clear, and thoughtful, not to mention easy to look at. ;\*) The beachwalks production is always very professional and well edited, with tasteful use of graphics and effects. Most enjoyable!
5. I absolutely love Beach Walks and watch it every morning. It starts my day off in such a positive mood. Rox, Secret Camera Man and Lexi feel like part of my extended internet family. The show is real and is always thought provoking.
6. I watch BWWR each night and sometimes other times when I can sneak it in. It refreshes me and restores my sense of self. It's a highly cherished part of my day.

## Question 17: Any other comments? (a few representative samples)

1. Rox, I really look forward to your podcasts. I watch while I'm working and you really allow me to mentally escape to Hawaii. You are very natural and I love your positive views on life. Funny thing is, I've always wondered how you be if you were MAD or really ticked off!! BTW, you look FABULOUS in a bikini and you have a beautiful body! My hubby thinks so too! Lots of love and well wishes...keep up the great work...you make my day more tolerable.
2. I really admire Rox and I just love Lexi. Thank you so much for making this podcast available. I think you're doing your audience a fantastic service.
3. I can't believe you've been doing this nearly a year, everyday and it's as good as the first show... better. Your words have often amazing synchronicity and I find myself frequently watching shows that are directly relevant to things going on in my mind! Thanks to all of you for your words and your daily effort to put a show out there.
4. Rox has a natural way for inspiring others to live healthier. She is a gifted teacher and speaker. This show is a great vehicle for encouraging others to live a full life. Rox offers a refreshing perspective about life's little jolts and how to handle larger ones. Rox offers a gentle whisper in a tornadic world. Internal chaos is often self-induced. Rox speaks of this often.
5. I'd just like to remind you Rox that you are what's great-sure the beach is wonderful and I do love seeing the surf in particular, but it's your personable nature/soul that comes across. You love and respect people and I feel that. When I visit your site it's as if I'm having a visit with a friend I really like. It all comes down to how you make your viewer feel.
6. I love your podcast so much. I find it inspiring and thoughtful! Thanks for making my day, everyday!
7. One mo time: Thanks for making every day a better day for all of us.
8. First of all, please know that I rarely offer this kind of feedback but I think very highly of your work. I think it's safe to say that you both are sitting on brink of what amounts to be something substantial. Your technical presentation is excellent, the location is second to none and the host is smart and a pleasure to listen to. The format is perfect, I feel it could be lengthened to 10 min a day without it getting stale. "Content is key", it's good that you branch out a little by doing the interviews. It keeps the show fresh and offers a moving spotlight. Careful however not to move too far away from your roots after all, it's all about a walk on the beach and it's nice to feel the sand between your toes :-) Thanks and keep Walking Kriss

9. Rox and SCM thank you for your daily videos. Believe it or not one person DOES make a difference. Watching your videos makes me feel better when I am feeling the daily grind of life and work catching up with me... This is Bill A. :-) Aloha!!! (wta1993@hotmail.com)
10. The Beach Walks crew is the hardest working, dedicated group of videocasters I've seen. Lexi diving into the waves and retrieving her ball so enthusiastically epitomizes the Beach Walks spirit.
11. I am a 50 something surfer, artist, mom. I rarely watch TV anymore. I do not have cable and do not subscribe to many magazines. For entertainment and information, I use the internet. I particularly like itunes and a number of surf sites with clips, especially if they feature women. I use a dual core intel imac to create, communicate and market my artwork and my husband's. We have iweb sites. I have a video ipod. I am the credit card behind my family purchases.
12. I am a Director of a vocational workshop for the handicapped. While very rewarding work, it is often stressful. Watching Beach Walks provides me with a much needed serene break from my hectic life. It helps me get re-centered.