

HeliExpo2010

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HeliExpo2010

Survey Status: Closed Launched: 2/23/2010 9:51 AM Closed: 3/1/2010 6:58 AM

Email Invites: 0	Visits: 270	Partials: 0	Screen Outs: 0	Over Quota: 0	Completes: 14 (Does not include blank responses)
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1. Did you attend Heli-Expo in person?

Yes		7	58%
No		5	42%
Total		12	100%

2. From which of the following show and press Twitter accounts did you read posts and how usefull did you find them?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Not Usefull	Mostly fluff	Interesting	Very Usefull	Great	Not Read
#HE10	0 0%	0 0%	3 21%	5 36%	4 29%	2 14%
@Heli_Expo	0 0%	0 0%	3 21%	4 29%	3 21%	4 29%
@HAlmandy	0 0%	1 7%	1 7%	5 36%	2 14%	5 36%
@FlightGlobal or @FG_Helicopters	0 0%	1 7%	2 14%	2 14%	0 0%	9 64%
@rotorandwing	0 0%	0 0%	7 50%	0 0%	0 0%	7 50%
@verticalmag or @verticalmagau	0 0%	0 0%	3 21%	3 21%	0 0%	8 57%
@AINonline	0 0%	0 0%	3 21%	3 21%	3 21%	5 36%
@AviationWeek or @AvWeekBennett	0 0%	0 0%	5 36%	1 7%	2 14%	6 43%

3. From which of the following 8 most active exhibitor Twitter accounts did you read posts and how usefull did you find them?








Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Not Usefull	Mostly Fluff	Interesting	Very Usefull	Great	Not Read
@SikorskyAircrft	0 0%	0 0%	5 36%	3 21%	0 0%	6 43%
@EuroCopter_EADS	1 7%	1 7%	0 0%	2 14%	1 7%	9 64%
@One_Bell (Bell Helicopters)	2 14%	0 0%	3 21%	2 14%	0 0%	7 50%

@HON_Carrie or @HON_KC (Honeywell)	0 0%	0 0%	3 21%	4 29%	2 14%	5 36%
@EmbryRiddle	0 0%	0 0%	5 36%	2 14%	0 0%	7 50%
@FSIRivets	0 0%	2 14%	3 21%	0 0%	1 7%	8 57%
@DakotaAirparts	0 0%	0 0%	3 21%	0 0%	0 0%	11 79%
@GPS4Aircraft	0 0%	0 0%	3 21%	2 14%	0 0%	9 64%





4. What information did you get from the Twitter posts you read and what was useful to you?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Little or No Use	Interesting	Most Important
Articles from News Organizations	2 17%	2 17%	8 67%
Direct Information from Exhibitors	2 17%	7 58%	3 25%
Show Pictures	1 8%	7 58%	4 33%
Show Videos	1 8%	9 75%	2 17%
Networking Opportunities with Exhibitors or Attendees	1 8%	7 58%	4 33%
Event Logistics Info	4 33%	7 58%	1 8%

5. Did you post on Twitter during the show? Select all that apply:

From my personal account		5	45%
From my corporate account		10	91%
Posted a picture or video		5	45%
Use the #HE10 tag in my post		10	91%
Re-Tweeted another post		9	82%
Responded to a post		8	73%
Direct Messaged a contributor		4	36%

6. Finally, which of the following best describe your professional function:

Sales		0	0%
Marketing		6	43%
Communication or PR		6	43%
Business Development		0	0%
Sourcing or Procurement		0	0%
Maintenance or Engineering		1	7%
Executive Management or Business Owner		1	7%
Pilot		0	0%
Total		14	100%

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