

Constant Contact Survey Results

Survey Name: NWNA Communication/Social Media Survey

Response Status: Partial & Completed

Filter: None

Feb 24, 2017 10:24:16 AM

1. Would you like us to code the bulletins we distribute by importance? Example: Urgent bulletins that require immediate attention would be 'highlighted' in 'red' in the header. Important bulletins that require attention would be 'highlighted' in 'orange'. Read at your leisure bulletins would be 'highlighted' in 'green'.

	Number of Response(s)	Response Ratio
Yes	142	74.3%
No	44	23.0%
No Responses	5	2.6%
Total	191	100%

2. In general, how would you rate the amount of bulletins we distribute?

	Number of Response(s)	Response Ratio
Too many	2	1.0%
The right amount	172	90.0%
Not enough	16	8.3%
No Responses	1	<1%
Total	191	100%

3. What type of information would you like us to release in our bulletins? (Select all that apply)

	Number of Response(s)	Response Ratio
NWNA News	179	93.7%
NWNA Events	168	87.9%
City Government News & Activities	135	70.6%
Updates on Major City Initiatives (i.e. 7 Islands)	177	92.6%
News outside the NWNA (i.e. Annexation, local events)	109	57.0%
NWNA Meetings	164	85.8%
Lee County Activities	93	48.6%
Northwest Wire	113	59.1%
Other	10	5.2%
Total	191	100%

4. We are researching other social media to communicate with you. How frequently do you use each of the social media applications listed below?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Daily	A few times a week	Once a week	A few times a month	Once a Month	More frequently than once a month	Never
Facebook	67 37%	29 16%	8 4%	10 6%	2 1%	8 4%	56 31%
Google+	37 21%	23 13%	4 2%	11 6%	6 3%	11 6%	88 49%
Instagram	7 4%	5 3%	3 2%	3 2%	2 1%	7 4%	153 85%
Messaging/Texting	97 54%	23 13%	6 3%	8 4%	6 3%	5 3%	35 19%
NextDoor	9 5%	11 6%	11 6%	7 4%	4 2%	6 3%	132 73%
Twitter	4 2%	4 2%	4 2%	5 3%	8 4%	11 6%	144 80%
YouTube	6 3%	10 6%	13 7%	24 13%	19 11%	35 19%	73 41%
14 Comment(s)							

5. How important is social media to you?

	Number of Response(s)	Response Ratio
Very Important	31	16.2%
Somewhat Important	55	28.7%
Neither Important nor unimportant	48	25.1%
Somewhat Unimportant	14	7.3%
Very Unimportant	43	22.5%
No Responses	0	0.0%
Total	191	100%

6. Which do you value more about social media, the sending/sharing of information or receiving/viewing of information?

	Number of Response(s)	Response Ratio
Sending/Sharing	6	3.1%
Receiving/Viewing	79	41.3%

Value both equally	97	50.7%
No Responses	9	4.7%
Total	191	100%

7. Have you had any experience as an administrator of a social media site? If so, would you be willing to assist us with the setting up of a Social Media site?

	Number of Response(s)	Response Ratio
Yes	4	2.0%
No	181	94.7%
No Responses	6	3.1%
Total	191	100%

14 Comment(s)

8. Please rate your level of satisfaction with each of the following aspects of the NWNA website.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.

	Very dissatisfied	Somewhat dissatisfied	Neutral	Somewhat satisfied	Very satisfied
Quality of content	11 6%	4 2%	32 17%	41 22%	97 52%
Quantity of content	11 6%	5 3%	35 19%	44 24%	90 49%
Timeliness of content	11 6%	4 2%	37 20%	39 21%	94 51%
Layout/design	11 6%	7 4%	37 20%	46 25%	84 45%
Ease of finding what you wanted	10 5%	5 3%	44 24%	44 24%	82 44%
Organization of the site	11 6%	5 3%	40 22%	44 24%	85 46%
Visual appeal of the site	13 7%	5 3%	40 22%	42 23%	85 46%

9. Overall, how satisfied are you with the website?

	Number of Response(s)	Response Ratio
Very satisfied	107	56.0%
Somewhat satisfied	43	22.5%

Neutral	35	18.3%
Somewhat dissatisfied	3	1.5%
Very dissatisfied	0	0.0%
No Responses	3	1.5%
Total	191	100%

10. What suggestions do you have for improving our website to better meet your needs?

46 Response(s)