Eastern Gardens Technology Survey Results and Analysis
August 2016

<u>Overarching query</u>: How does our population use technology?
Subsequent queries:

- What access does each member have?
- What technologies specifically do they use?
- What changes would members like to see with the company website?

<u>Statistical Analysis</u>

Statistically, slightly more than half of your constituency responded. This is an astounding response rate given the amount of time they had to fill out the survey. Internal surveys will generally receive a 30-40% response rate on average, compared to an average 10-15% response rate for external surveys. Your high number of respondents indicates a keen interest in this topic and their stake in it. Further to that, soft questions were answered with liberality, while hard questions were met with neutrality. This clearly indicates a dedication to technological advance, but without directed awareness of desired improvements. In other words, they want as much digital interaction as possible, but are uncertain as to how to achieve that. In the area of technology, this makes sense, as the vast majority of the general population, worldwide, depends on experts to streamline digital use. This is why webmasters, graphic designers, social media experts, and web companies are so heavily utilized.

What is even more pertinent, however, is the indications of having a 57/112 response rate. In order to successfully apply the standard deviation formula to a larger population, you need to have a minimum of 25 in a control group. You had more than double the quantity needed to calculate the indication of the extent of deviation for a group as a whole. (In other words, a study need only look at 25 people in order to figure out what the entire population of the targeted group is indicating.). In this case, your results are the following:

1. Mean = 84.5
2. Standard deviation = 38.89087
3. Variance (SD) = 1512.5
4. Population standard deviation = 27.5
5. Variance (PSD) = 756.25

A low standard deviation indicates that the data points tend to be close to the <u>mean</u> (also called the expected value) of the set, while a high standard deviation indicates that the data points are spread out over a wider range of values. Your number is low, meaning that the statistical value of your survey tally is high and true. In other words, your tally strongly indicates that the responses do not vary widely within your population. This would be your standard deviation of the sample. Since the mean of your measurements is not too far away from the prediction (with the distance measured in standard deviations), then the theory being tested probably does <u>not</u> need to be revised.

Application of statistical results after raw tally, then, indicate the following summations:
1. At least 71% of all households have a computer.
2. At least 72% of all households have a computer and at least one device.
   a. Future surveys might inquire into specific device use, as well as combinations if any.
3. At least 71% of members use the internet.
4. The majority of your members prefer flyers for correspondence, but this is not a significant preference over email and robocall (in descending order). Very few households would like to

receive correspondence via all options, indicating that the preferences stated for flyers, email and robocall are singular and true.

a. This means that without knowing who'd prefer what mode of communication, and without including other means of communication (website, in person, texts, etc.), your strongest method of communicating so as to reach your entire population would be to utilize all of the 3 modes: flyers, email and robocall.

5. An overwhelming majority of your members have never visited your website.

a. See #6, below.

6. This is an interesting question, in juxtaposition to question #5. The replies overwhelmingly indicate that the question doesn't apply to them, which could be coupled with the respondents in #5 who claim that they have never visited the site. However, an additional large number of respondents indicate they are Not Sure what the challenges are with the website. This is a common response when people have an interest in something, but do not have the skills or awareness to express why they fall back as users. In other words, they'd like to participate but can't put their finger on what is holding them back from doing so.

7. This ties in to #s 5 and 6. There are no favorite areas, which could indicate lack of use, or lack of functionality on the site's part.

8. In spite of the replies to #s 5, 6 and 7, 56% of your population wants a website with functionality, and 24% do not want to see a website with functionality.

9. 51% of your members do use the social media platforms you listed, while 49% of your members don't use the social media platforms you listed. 75% of your social media users prefer Facebook out of the ones they do use.

a. Since you did not list all existent social media platforms available to the general population, there is a good chance that more than 51% of your members use social media, but just not the major platforms you listed.

⇨ While it may not seem so at first glance, Question 8 is the strongest indicator of website interest and minimum potential usage.

SUMMARY OF FINDINGS AND RECOMMENDATIONS:

To directly answer the overarching query through survey results: Your population contains a substantial quantity of users, presumably through a variety of devices. The company website is not heavily depended upon, and responses indicate this is largely due to its lack of functionality. Facebook is frequently utilized.

To directly answer the subsequent queries: A large majority of your population has computer access. Technologies used include computers and devices on the hardware side, and social media and the company website on the internet side. There was no exploration in the survey of software use, since this was deemed irrelevant for the overarching query. Your population would like to see basic navigation improvements and timely, intermediate functionality with the company website.

Of special note is the disparity of replies around the company website. While all other questions landed with clear indications, the questions regarding the company website generated indications toward interest, yet also frustration and/or website lack of appeal. Without web analytics it is feasible to determine which features and functions are most desirable by your population with a user experience groupthink session. This would allow you to continue to do what the survey has already started doing, and match your customer, so to speak.

It's important to consider that the main reasons user analytics drop off with websites are that the site is 5 years old or more, and/or that the site is insecure, cookie-cutter, or slow. The indication is that your population would best start off with a revamped website which is modern, easy-to-edit and engage, with a good content management system that will easily support the sort of site load required for your population. The site should be sharable and include visitors, and revenue-generating ads should be kept to a minimum. You would need strategic vision before implementing tactics, best done by employing a website building company and/or graphic designer. Since you are a not-for-profit organization, you should try to find a company who is willing to restructure and renovate your website for $7500 or less, if possible.

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