



## CommunityNet Aotearoa

An internet resource for communities in New Zealand

# CommunityNet Aotearoa Survey 2007

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## 2 SUMMARY

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### Introduction

The CommunityNet Aotearoa online survey is an important way of monitoring success in reaching audiences with the information and resources they need. It informs planning and development and helps us to focus our efforts most effectively.

This year, to enable a time series data set to be developed, the survey questions used are largely the same as the 2005 survey. The survey was carried out by email and website in February and March 2007, with 51 responses received. This has enabled comparisons to be drawn, which are displayed as percentages, with the 2005 results in brackets and *italics* eg 2007% (2005%).

### Findings

#### *Summary comment*

The 2007 reader survey has found that the CommunityNet Aotearoa site is adapting sufficiently to meet and exceed the growing needs of the audience it serves. The survey shows that the current strategic direction of CommunityNet Aotearoa is in line with users' needs, and that all sections of the web site are useful and appreciated by users both individually and as representatives of community groups.

#### *Overall*

As shown below, the time series comparison allowed by the 2005 survey shows high and improved levels of reader satisfaction and appreciation in many facets.

- There is a good level of satisfaction with the website overall, with levels at 86% (69%) to 91% (79%) of maximum. 88% (79%) of respondents were 'somewhat' or 'very satisfied'.
- Visit frequency is up to 74% (70%) of respondents in the last month, with 14% (1%) visiting six or more times a month.
- Word of mouth/email 49% (43%), and web links 22% (31%) are the main ways people find the website, followed by search engines 12% (13%).
- The website design is well thought of with 71% (80%) of respondents 'agreeing' or 'strongly agreeing' that the website looks well designed. 14% (10%) of respondents disagreed with this statement, the highest level of 'disagreement' collected.
- The website is also thought easy to navigate with 79% (81%) of respondents 'agreeing' or 'strongly agreeing'.
- The majority of users thought web page display speed is 'fast enough' with 84% (83%) 'agreeing' or 'strongly agreeing', with 22% (13%) 'strongly agreeing'.
- Information on the website was thought to be:
  - easy to find, with 72% (73%) 'agreeing' or better 12% (7%) disagreed;
  - useful, with 90% (90%) 'agreeing' or better;
  - up-to-date, with 64% (66%) 'agreeing' or better; and
  - clearly written, with 86% (90%) 'agreeing' or better.

\*Importantly, although totals for information on the website remained similar to 2005, those who 'strongly agreed' were significantly up in all four.

Two new questions were added this year revealing that:

- the website is thought to be user friendly, with 75% of respondents 'agreeing' or 'strongly agreeing', 10% disagreed;
- 37% of website visitors were 'not sure' as to how accessible the site is to people with disabilities, with only 28% 'agreeing' or 'strongly agreeing', and only 1 respondent disagreeing.

\*Note further 2007 survey results are set out in Appendix 1.

### *Section specific*

To distil the 2007 survey results, the following summary gives a brief overview of the results, focusing on the five main sections of the site:

1. 'How-to' Guides;
2. Hot Topics;
3. Notice Board;
4. Links; and
5. Panui.

\*Note further 2007 survey results are set out in Appendix 1.

#### 1. 'How-to' Guides

Approximately 26% (28%) of those visiting the site did so to access the resources available in the 'How-to' Guides, such as the Community Resource Kit 4%.

| Usefulness Rating  | Of little or no use | Moderately useful | Very useful      | Don't know |
|--|---------------------|-------------------|------------------|------------|
| 'How-to' Guides (on Volunteering, Advocacy, Community Research, Funding, Governance etc) | 2% (4%)             | 14% (18%)         | <b>79% (70%)</b> | 5% (4%)    |

When asked what new topics could be added to the 'How-to' guides, 40% of respondents requested one related to Human Resources Management and Administration. A need that was often quoted in the associated benefit of this guide was that:

- organisations often respond to requests for such information;and
- "many organisations do not seem to know about their responsibilities when it comes to employing staff".

#### 2. Hot Topics

Approximately 15% (19%) of those visiting the site did so to access the Hot Topics section. Of those who did visit this section 80% were 'somewhat' to 'very satisfied' that it provided access to relevant, quality information. The majority of these were 'very satisfied' at 57%.

| Usefulness Rating   | Of little or no use | Moderately useful | Very useful      | Don't know |
|---|---------------------|-------------------|------------------|------------|
| Hot Topics (Information on current topics eg the Digital Strategy, Community Computing etc) | 2% (9%)             | 33% (30%)         | <b>56% (54%)</b> | 9% (5%)    |

### 3. Notice Board

Approximately 28% (53%) of those visiting the site did so to access the Notice Board section.

Although the table below shows that the majority of users find the Notice Board useful to find and publish news etc, one comment summed up the need for improved navigation "Could be more user friendly - easier to find your way around, as events and training are currently very limited..."

| Usefulness Rating  | Of little or no use | Moderately useful | Very useful      | Don't know |
|--|---------------------|-------------------|------------------|------------|
| Notice Board information (on News, Job vacancies, Events, Training courses, Resource directory and Panui)                      | 2% (6%)             | 28% (35%)         | <b>63% (51%)</b> | 7% (5%)    |
| *Publishing your News, and advertising your Job vacancies, Events, and Training courses on the Notice Board<br>(*New Question) | 10%                 | 21%               | <b>38%</b>       | 31%        |

### 4. Links Directory

Approximately 7% (6%) of those visiting the site did so to access the Links Directory.

Of those who visit the Links Directory 82% (85%) 'agreed' or 'strongly agreed' they were useful, and 76% (74%) 'agreed' or 'strongly agreed' that they 'work', showing that those who use this section value it highly.

| Usefulness Rating  | Of little or no use | Moderately useful | Very useful      | Don't know |
|--|---------------------|-------------------|------------------|------------|
| Links (to Community websites and resources by Subject, Location, Alphabetically etc) | 5% (7%)             | 23% (49%)         | <b>63% (30%)</b> | 9% (8%)    |

### 5. Panui

Approximately 7% (6%) of those visiting the site did so for the purpose of accessing the monthly Panui. This is backed up by a question on how the Panui is read, with only 7% reading it online.

The majority of respondents, 86%, stated that they read the Panui after being emailed it each month. Of the small number of respondents who did not read the Panui, 75% were not aware of it.

| Usefulness Rating                        | Of little or no use | Moderately useful | Very useful | Don't know |
|--|---------------------|-------------------|-------------|------------|
| Overall, how useful is the Panui to you? | 0% (2%)             | 55% (46%)         | 42% (50%)   | 3% (1%)    |

Readers liked the up to date information contained in the Panui, and used it to keep informed on events, training and vacancies “it highlights latest resources and events happening; simple format” was a common comment.

Suggested areas for improvement were:

- the inclusion of more Te Reo Māori; and
- more information on events listed.

### General comments on the site

“Well done, keep up with the good work, I also find the Panui really useful”;

“I refer organisations to this website on a weekly basis for information”;

“Believe it would be stronger if passed over to community - with resourcing”;

“I have used the website for several years, through three job changes in different community sectors..., and always found what I needed from it”;

“Truly a resource heaven!!”; and

“I think its a really useful idea to have it...”.

### Areas for possible attention

- Increased promotion in other formats such as advertisements in community papers and relevant websites.
- Increased use or inclusion of Te Reo Māori.
- More information on events listed.
- Increased information on human resources issues.

### Recommendations

In general, the survey shows that the current strategic direction of CommunityNet Aotearoa is valid, that all sections of the website are useful, and that we should keep the current mix of static and frequently changing information.

There is a significant amount of useful feedback and specific suggestions for improvement. These are summarised in the following action list:

#### *Promotion*

- Add functionality that reinforces ‘viral’ or ‘word of mouth’ marketing, as this is key to the website;
- improve publicity material (distributed via infomediaries) and Search Engine marketing. Only 20% of respondents report finding CommunityNet via Search

Engine, publicity or media. As the site's information is especially useful to new organisations, it must be findable by them.

### *Design and navigation*

- Review font sizes used and accessibility for people with disabilities, especially the formats for printing.

### *Content*

- Continue to focus on 'How-to' guides, using survey results to prioritise new content, such as a Human Resources guide;
- continue to update and check information regularly
- investigate increased use of Te Reo Māori; and
- investigate a means of increasing information collected on specific events.

### *Functionality*

- Continue to add and showcase the use of new technology and if it is relevant and accessible to the community and voluntary sector, eg Blogs, Wiki, RSS feeds.

### *Panui*

- Further promotion of the Panui to reach those beginning in this sector would be useful.

## **Conclusion**

The 2007 reader survey has found that the CommunityNet Aotearoa site is currently adapting sufficiently to meet and in areas exceed the growing needs of the audience it serves.

However, work is continually required, to reach and connect with communities, such as: increased inclusion of Te Reo Māori; increased event information; and development of a Human Resources guide.

That said, the current strategic direction of CommunityNet Aotearoa was found to be in line with users' needs, and that all sections of the web site are currently useful and appreciated by users both individually and as representatives of community groups.

# APPENDIX 1

## 2007 SURVEY RESULTS AND COMMENT

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### Appendix Structure

- 1 Survey
  - 1.1 Purpose
  - 1.2 Survey objectives
  - 1.3 Previous surveys
  - 1.4 Methodology
  - 1.5 Historical trends
  
- 2 2007 Results
  - 2.1 Website related questions
  - 2.2 Panui related questions
  - 2.3 Demographic questions
  - 2.4 Other information
  - 2.5 Survey conclusions and recommendations

# 1 Survey

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## 2.1 Purpose

CommunityNet Aotearoa aims to help community organisations by providing:

- access to relevant, quality information;
- raising the profile of the community sector; and
- encouraging information-sharing between organisations.

The target audience is people working in and with community organisations, iwi, hapu and whanau. This includes:

- the staff, board and committee members of organisations;
- community development advisors and others working with these groups; and
- those wanting to set up community projects or organisations.

The survey is an important way of monitoring our success in providing audiences with appropriate help. As such, it informs planning and development of CommunityNet Aotearoa, in order to focus our efforts most effectively. Therefore, the website user satisfaction survey is part of the CommunityNet Aotearoa Long Term Plan.

## 2.2 Survey objectives

The survey collects information on customer satisfaction levels with the CommunityNet Aotearoa website and the associated email newsletter Panui. Customers were also asked for information on usage, how they heard about CommunityNet, general feedback, suggestions and complaints. Some demographic questions were asked in order to identify effectiveness in reaching and serving target audiences, and to allow the teasing out of correlations.

Specific aims were to identify:

- how they heard of the website and the Panui;
- how often they visited the website and for what purposes;
- any problem areas for attention on the website;
- what parts of the website were most useful;
- what new 'How-to' guides were needed; and
- how satisfied they were with the website.

## 2.3 Previous surveys

The first CommunityNet Aotearoa website surveys were held in 1999/2000 and 2001/2002. In 2005 an internet based survey was conducted and, in order to identify trends, sections of this were made compatible with the previous surveys. With the exception of a few time and technology relevant changes, the 2007 survey is the same as the 2005 survey, enabling trends to be identified.

## 2.4 Methodology

The survey was conducted using an internet survey tool, designed to both measure responses with closed questions and to gather ideas and feedback with open questions.

The main passive method promotion was through a front page advertisement on the website and a feature article in the February Panui (issue 59). The main active method of inviting response was by an email sent out to the 706 Panui subscribers. Approximately 90% (44) of the respondents say they read the Panui, making this a 6% response rate to the email.

These measures resulted in a total of 51 responses, which were all valid. Although this is approximately half of the previous highly promoted survey, it compares well to the 24 responses for the 2001/2002 survey.

A secondary benefit of promoting the survey was to raise awareness of the website, its contents, and of the Panui. There were 33 new Panui subscriptions in February 2007, and comments indicated increased awareness of the resources.

## **2.5 Historical trends**

Surveys were also run in 1999/2000 and 2001/2002, which allows mapping of some trends. In order to show trends, the satisfaction answers were converted to a numerical percentage with strongly dissatisfied = 0%, and strongly satisfied = 100%. The average for each aspect are shown for each survey.

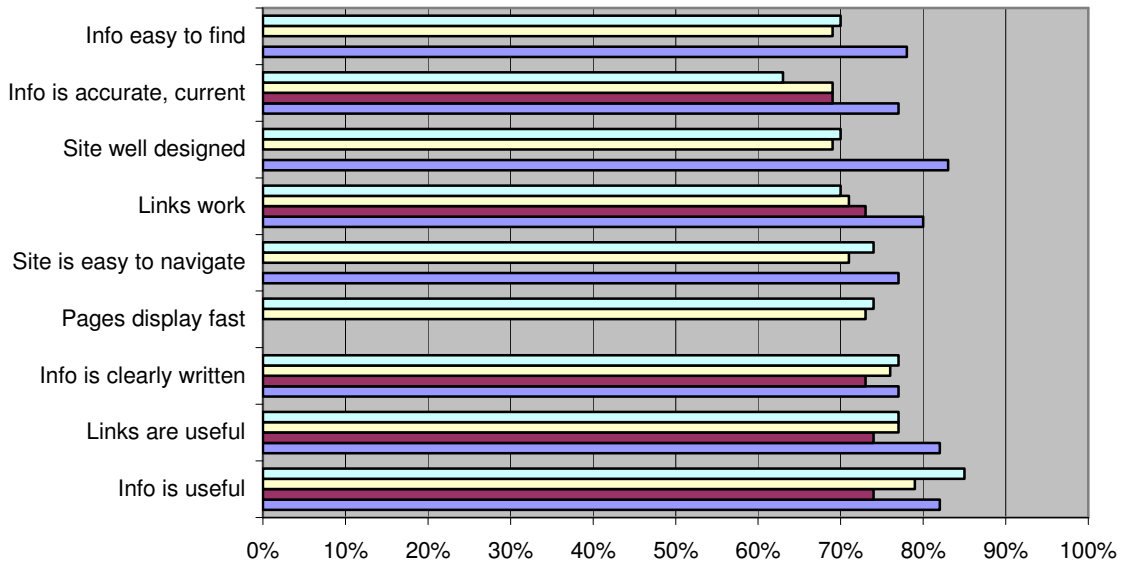
Such comparisons need to be interpreted with caution as:

- the first two surveys only had 24 respondents each;
- there have been changes of questions and wording;
- not all questions were asked in all surveys;
- the Likert scales used were changed in 2005 from 1-9 to 1-5; and
- expectations often rise as readers become accustomed to the level of service.

Generally, customers had high levels of satisfaction in 1999-2000 when the site was relatively new, their satisfaction levels dipped in 2001/2002, probably as the novelty wore off and expectations rose, and by most measures their satisfaction rose somewhat in the 2005 survey, though generally not back to initial levels.

The 2007 survey shows a similar pattern to 2005, with a similar overall average satisfaction score using historical measures 73% (73%). Differences to note are somewhat divergent, with a 6% increase in the 'usefulness of information' view and a 6% decrease in the view that the information is 'current and accurate'.

### Historical Satisfaction Levels



|      | Info is useful | Links are useful | Info is clearly written | Pages display fast | Site is easy to navigate | Links work | Site well designed | Info is accurate, current | Info easy to find |
|------|----------------|------------------|-------------------------|--------------------|--------------------------|------------|--------------------|---------------------------|-------------------|
| 2007 | 85%            | 77%              | 77%                     | 74%                | 74%                      | 70%        | 70%                | 63%                       | 70%               |
| 2005 | 79%            | 77%              | 76%                     | 73%                | 71%                      | 71%        | 69%                | 69%                       | 69%               |
| 2002 | 74%            | 74%              | 73%                     |                    |                          | 73%        |                    | 69%                       |                   |
| 2000 | 82%            | 82%              | 77%                     |                    | 77%                      | 80%        | 83%                | 77%                       | 78%               |

## 2 2007 Results

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### Notes on presentation and interpretation

Question numbers are as in the questionnaire.

The tables show the actual count of 2007 responses to that question, with percentages in brackets (%). Where multiple answers are possible, the percentages may add up to more than 100%.

\*Note; as with the summary, the 2005 results are shown in *italics* and brackets in the commentary text (eg *2005%*), to give comparison.

### 2.1 Website related questions

#### 1: Frequency of visits to CommunityNet

Visit frequency is up to 74% (*70%*) of respondents in the last month, with 14% (*1%*) visiting six or more times.

| How many times have you visited the CommunityNet Aotearoa website in the last month? |                 |
|--|-----------------|
| Haven't visited it in the last month   | 13 (26%)        |
| About 1-2 times  | <b>27 (54%)</b> |
| About 3-5 times  | 3 (6%)          |
| 6 or more times  | 7 (14%)         |
| Total  | 50 (100%)       |

#### 2: For what purpose did you last visit CommunityNet Aotearoa?

Answers to this open-ended qualitative text question were coded into 'General Information' and the five main sections of the website.

When the data is compared to the 2005 survey, the only significant change was a 25% decrease recorded in those who visited the site to specifically view the 'Notice Board'.

This decrease may be explained by different coding applied to responses in 2005, as when the responses for the 'Notice Board' and 'General Information' are combined they are still the main reasons for visiting the site 52%.

| <b>Purpose of visit</b> |                 |
|-------------------------|-----------------|
| 'How-to' Guides         | 12 (26%)        |
| Notice Board            | <b>13 (28%)</b> |
| General Information     | 11 (24%)        |
| Hot Topics              | 7 (15%)         |
| Panui                   | 3 (7%)          |
| Links Directory         | 3 (7%)          |
| Total*                  | 49 (107%)       |

\*This was an open question with multiple answers possible.

### *3: How did you find out about the CommunityNet Aotearoa website?*

As expected, word of mouth/email was the most potent reason, given by respondents 48% (43%). A low number said they found the site via a search engine 12% (12%). Industry averages are much higher.

| <b>How did you find out about the CommunityNet Aotearoa website?</b> |                 |
|--|-----------------|
| From word of mouth/email   | <b>24 (48%)</b> |
| Following a link from another website                                | 11 (22%)        |
| From publicity material (eg poster, brochure)                        | 4 (8%)          |
| From a newspaper article or other media coverage                     | 0 (0%)          |
| By use of a search engine (eg Google, MSN, Yahoo)                    | 6 (12%)         |
| Don't know or can't remember   | 10 (20%)        |
| Other (please give details)  | 5 (10%)         |
| Total*   | 60 (120%)       |

\*This was a multiple answer question

#### 4: Satisfaction with aspects of CommunityNet Aotearoa

Respondents were asked how much they agreed with various qualitative statements about the website, on a scale from 'strongly agree' (100%), through 'not sure' (50%) to 'strongly disagree' (0%).

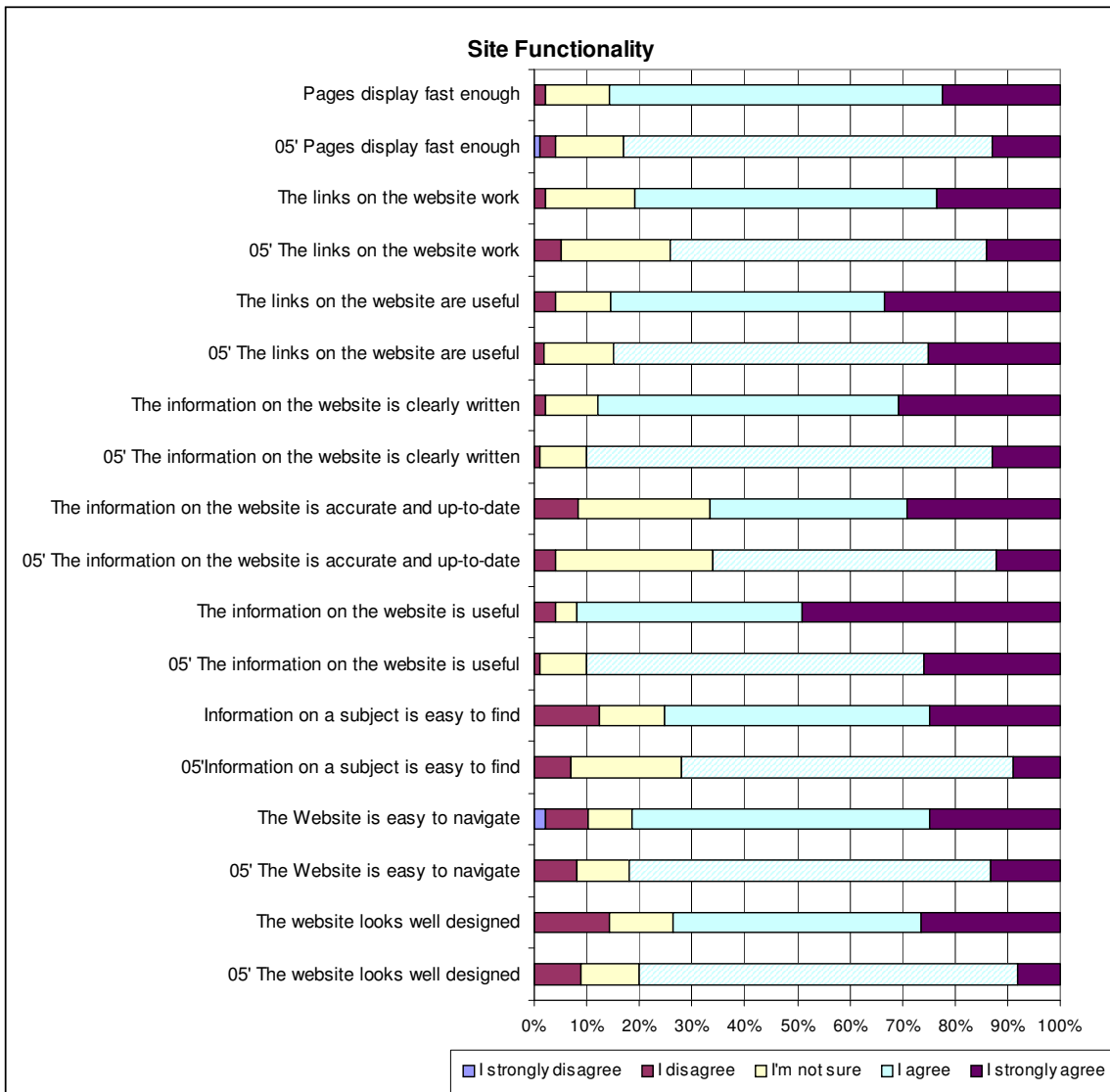
There is a very high level of satisfaction with the core content values of usefulness and clarity of the information, with only one or two disagreeing, and then not strongly.

Looking at the spread of answers, with maroon (on the left; = being dissatisfied) and purple (on the right; = being satisfied) we see:

- the majority of users thought web page display speed was 'fast enough' with 84% (83%) 'agreeing' or 'strongly agreeing', with 22% (13%) 'strongly agreeing';
- of those who visit the Links section 76% (74%) 'agreed' or 'strongly agreed' that they 'work', showing that those who use this section value it highly;
- 82% (85%) 'agreed' or 'strongly agreed' that the links section was useful;
- information on the website was thought to be:
  - clearly written, with 86% (90%) 'agreeing' or better;
  - up-to-date, with 64% (66%) 'agreeing' or better;
  - useful, with 90% (90%) 'agreeing' or better; and
  - easy to find, with 72% (73%) 'agreeing' or better 12% (7%) disagreed.

\*Importantly, although totals for information on the website remained similar to 2005, those who 'strongly agreed' were significantly up in all four.

- the website is also thought easy to navigate with 79% (81%) of respondents 'agreeing' or 'strongly agreeing';
- the website design is well thought of with 71% (80%) of respondents 'agreeing' or 'strongly agreeing' that the website looks well designed. 14% (10%) of respondents disagreed with this statement, the highest level of 'disagreement' collected; and
- there is a good level of satisfaction with the website overall, with levels at 86% (69%) to 91% (79%) of maximum. 88% (79%) of respondents were 'somewhat' or 'very satisfied'.



In summary, there is a good level of satisfaction with the website overall, with levels at 86% (69%) to 91% (79%) of maximum. Respondents were 88% (79%) 'somewhat' or 'very satisfied'.

## 5: Overall satisfaction

On average 88% (79%) of respondents were 'somewhat satisfied' or 'very satisfied' overall, with only 2% (6%) being 'somewhat dissatisfied' and none 'very dissatisfied'. This, and the comments reported later, show that CommunityNet is doing a good job overall, with potential remaining for improvement.

| How satisfied   | Very dissatisfied | Somewhat dissatisfied | Neutral | Somewhat satisfied | Very satisfied  | Don't know |
|---|-------------------|-----------------------|---------|--------------------|-----------------|------------|
| Providing access to relevant, quality information         | 0% (0)            | 2% (1)                | 2% (1)  | 34% (15)           | <b>57% (25)</b> | 2% (1)     |
| Raising the profile of the community and voluntary sector | 0% (0)            | 2% (1)                | 2% (1)  | 43% (19)           | <b>45% (20)</b> | 5% (2)     |
| Encouraging information-sharing between organisations     | 0% (0)            | 2% (1)                | 7% (3)  | <b>45% (20)</b>    | 41% (18)        | 2% (1)     |

### 5a: If dissatisfied please explain why.

Unfortunately, only a few comments were received elaborating on any dissatisfaction, they are detailed below;

- *ongoing higher profiling is needed in other formats - advertisements in community papers and on other relevant websites;*
- *postcards and posters issued several years ago were good – these need to be continually available at community meetings and venues;*
- *its focus seems to be on 'everything to everyone', and now it has too much information. It is time CommunityNet look closely at breaking itself into 'bite size' chunks that we community people can use more effectively, or cut back on the scale and the volume of additions.*

CommunityNet advisors and analysts will be looking closely at these comments and the context of the results above, to identify key themes and ways to improve the site.

## 6: Usefulness of different sections of the website

This section asked respondents to rate how useful they found the different parts of the website, and hence the different types of information.

As expected from the website visit statistics, 'How-to' guides, Links and the Notice Board rated highly.

Although the majority of users found the Notice Board useful to find and publish news etc, one comment summed up the need for improved navigation "...could be more user friendly - easier to find your way around, as events and training are currently very limited...".

| Usefulness Rating   | Of little or no use | Moderately useful | Very useful     | Don't know |
|---|---------------------|-------------------|-----------------|------------|
| Reading Notice Board information (on News, Job vacancies, Events, Training courses, Resource directory and Panui) | 2% (1)              | 28% (12)          | <b>63% (27)</b> | 7% (3)     |
| Publishing your News, and advertising your Job vacancies, Events, and Training courses on the Notice Board        | 10% (4)             | 21% (9)           | <b>38% (16)</b> | 31% (13)   |
| Case Studies (of community projects)  | 5% (2)              | <b>47% (20)</b>   | 30% (13)        | 19% (8)    |
| 'How-to' Guides (on Volunteering, Advocacy, Community Research, Funding, Governance etc)                          | 2% (1)              | 14% (6)           | <b>79% (34)</b> | 5% (2)     |
| Links (to Community websites and resources by Subject, Location, Alphabetically etc)                              | 5% (2)              | 23% (10)          | <b>63% (27)</b> | 9% (4)     |
| About Us (information on CommunityNet Contacts, Advisory group, History, Help, Search etc)                        | 5% (2)              | <b>56% (24)</b>   | 28% (12)        | 12% (5)    |
| Hot Topics (Information on current topics eg the Digital Strategy, Community Computing etc)                       | 2% (1)              | 33% (14)          | <b>56% (24)</b> | 9% (4)     |

### 7: New 'How-to' Guides

This was an open-ended question seeking the communities' views on what the next 'How-to' guides should be. As seen below there was a strong push for a 'Human Resources' related guide:

- *managing healthy staff - tips for governance boards;*
- *policies, HR practices;*
- *employment; and*
- *developing employment contracts.*

The benefits of a new 'Human Resources' related guide was seen as:

- *it would benefit the community organisation I am working with as it is a reoccurring need;*
- *we are an umbrella group and respond to requests for such information;*
- *many organisations do not seem to know about their responsibilities when it comes to employing staff; and*
- *wouldn't personally however, I often get asked how by community groups [would assist organisation].*

This is consistent with the 2005 survey, where six new 'How-to' guide topics were identified, and most have subsequently been actioned in some form. However, 'Human Resources', which represented 9% of the 2005 requests, has not yet been fully actioned. From this feedback it is clear that one is now required.

Other guide topics sought were:

- *support for adult students in sector; and*
- *assistance in the community for those who have been in supported accommodation and now are moving into independent living, - how would these benefit you.*

The benefits of these new guides were seen as:

- *support when studying ie ... diplomas; and*
- *able to pass onto service users.*

8: *What, if any, improvements would you like to see made to CommunityNet Aotearoa?*

Only 20% (10) of respondents made comments. Their comments are quoted in related groups below.

Half of the suggestions were to do with the design and appearance, followed by four comments on content and one on technology. Comments were:

Presentation:

- *presentation of site could be improved;*
- *could be more user friendly - easier to find your way around Events and training are very limited - by those who put up items. If going to do this, needs to be broader based;*
- *I find sometimes that information is a bit hidden amongst techno-speak. ...sometimes I don't know things are there because of the way they're put!*
- *more professional; and*
- *better indexing of Notice Board items.*

Content:

- *...having the information updated regularly is particularly useful;*
- *perhaps more funding information about where to access funding;*
- *more Te Reo Māori; and*
- *mention of caregiver support in the community.*

Technology:

- *would be good to have some way of flagging, in the RSS emails, where the courses etc are [geographically].*

9: *Any other comments about the website?*

Many respondents used this as an opportunity to express appreciation. Of the nine comments, seven said how valuable the website was or expressed appreciation of specific aspects:

- *truly a resource heaven!!;*
- *keep up the great work!;*
- *keep up the good work;*
- *I refer organisations to this website on a weekly basis for information;*
- *well done, keep up with the good work and also find the Panui really useful;*
- *I have used the website for several years, through three job changes in different community sectors (health promotion, disability service, community advice and assistance/funding, and always found what I needed from it; and*
- *I think it's a really useful idea to have it, and I'm getting used to using it;*

Two readers sought to comment on the management and focus of the site:

- *believe it would be stronger if passed over to community - with resourcing; and*
- *big is not always beautiful.*

## 2.2 Panui related questions

*10: Do you read CommunityNet Aotearoa's free monthly email newsletter Panui?*

Nearly all, 89% (84%) of survey respondents read the Panui. This high figure reflects the use of the Panui mailing list to promote the survey.

The majority of people who read the Panui receive it by email. To date there has been little pickup of the RSS feed Panui, reflecting the relatively low usage of this new technology.

| Do you read CommunityNet's free monthly email newsletter Panui? |                 |
|---|-----------------|
| No  | 5 (11%)         |
| Yes – I get it sent to me by the Panui email list               | <b>38 (86%)</b> |
| Yes – I get it by RSS feed                                      | 1 (2%)          |
| Yes – I read it on www.community.net.nz                         | 3 (7%)          |
| Yes – it is forwarded to me by a friend or colleague            | 1 (2%)          |
| Yes - From another source (please give details)                 | 1 (2%)          |
| Total   | 49 (111%)       |

\*This was a multiple answer question

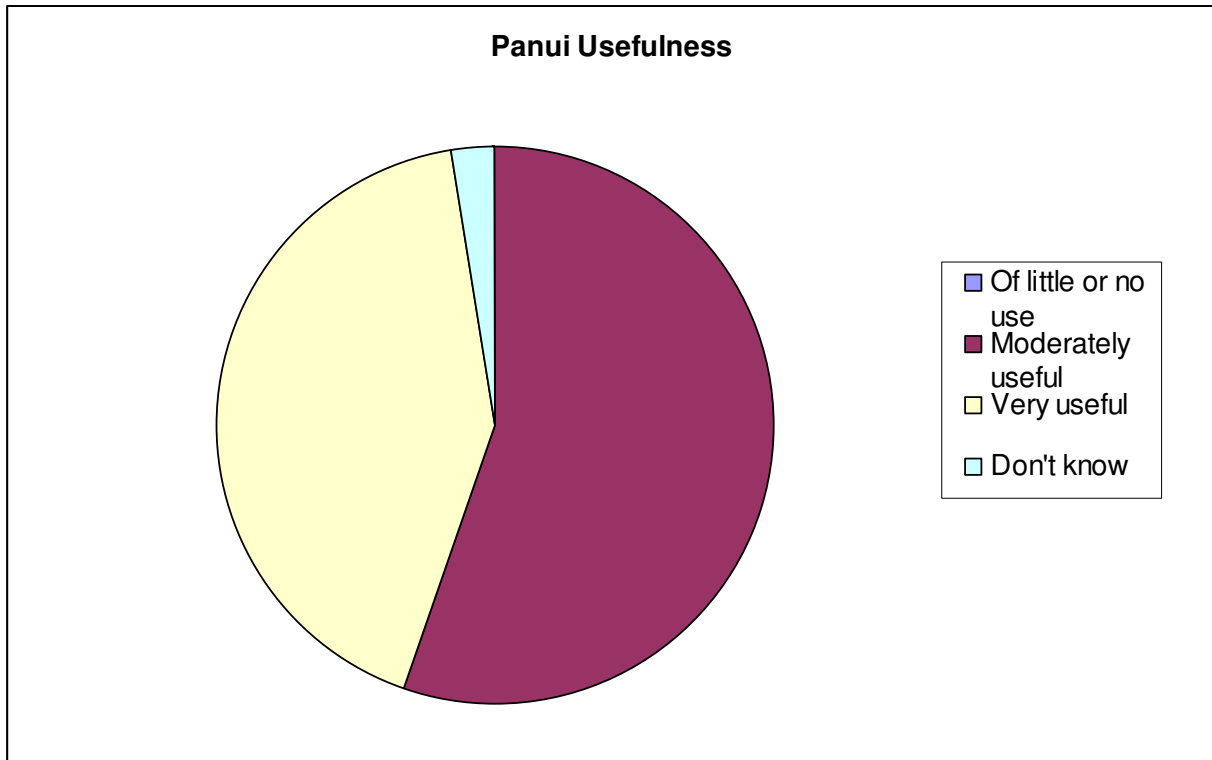
*11: What is your main reason for not reading Panui?*

(This was an alternative question to 11a, 11b and 11c, which follow.)

Of the four respondents who did not read the Panui, 75% were not aware of it and one 'don't find it interesting or useful'. This is similar to the 2005 survey where 88% of respondents were not aware of it, and only one respondent 'Don't find it interesting or useful'.

*11a: Overall, how useful is the Panui to you?*

People were asked to rate Panui on a three-point scale. Over half find it 'moderately useful', and the rest find it 'very useful'. In conjunction with increasing subscription levels, this shows that Panui is well liked.



*11b: What do you like best about Panui?*

48% of the Panui readers answered this question, with comments typically falling into two themes; Update, and Info and Events. The comments received are below:

Update and Info;

- *reminder about visiting the website;*
- *keeping up to date on new initiatives etc;*
- *keeping up to date with what's happening;*
- *keeping up to date on what is happening and what is coming up in the future with reminders;*
- *a short scan allows me to choose subjects of interest to me only. I copy and send the Panui email to around an additional 100 Community Development practitioners in the Manukau area;*
- *its short, to the point, I like the bullet point way in which the information is presented then I can follow it up if necessary;*
- *it has little morsels, which I can read;*
- *it's interesting and helps me when I have time to read it!;*
- *information;*
- *new information;*
- *I can get a lot of information from the one website;*
- *great news and articles also good links;*
- *content - relevant and useful;*
- *keeping everything focused and for everyone;*
- *the wide range of info relevant to community development;*
- *I always know its there - like having a 'Super-CAB'/advisory service on-line anytime of day or night; and*
- *its briefness.*

#### Events:

- *events, training and job notices;*
- *up to date information on recent events, events coming up, funding information - and also the leading article comment. Keeps me up to date;*
- *hearing of training and seminars;*
- *highlights latest resources and events happening; simple format; and*
- *the wide ranging number of events from across the nation, getting email updates when new events have been added.*

#### Other:

- *quick check about new material and reminder to use CommunityNet; and*
- *website tips.*

#### *11c: What do you dislike most about Panui?*

17 people answered this question, although 10 only did so to say there was nothing they disliked.

Of the other seven replies, three of them said it was too broad:

- *the way things are laid out. A bit bitty;*
- *it also suffers from trying to be 'everything to everyone'; and*
- *the length of it.*

Other comments related to content such as events and use of Te Reo:

- *it does not use Te Reo Māori enough. Perhaps adding a bilingual version like mahi.co.nz?;*
- *finding the Panui (via scrolling down the page) to get the details. Some events do not have all the required information: 1. Date 2. Time 3. Venue and Address 4. Description of event 5. Contact person (email, phone, fax, postal, physical);*
- *not enough relevant content; and*
- *it is in plain text.*

#### **Recommendations on the Panui**

Overall, the current Panui is well liked and appreciated. It must be kept short, community focussed, and easily read, as respondents mention these attributes positively.

Further promotion of the Panui is required to reach those beginning in this sector.

#### *12: Usefulness of CommunityNet Aotearoa to your organisation*

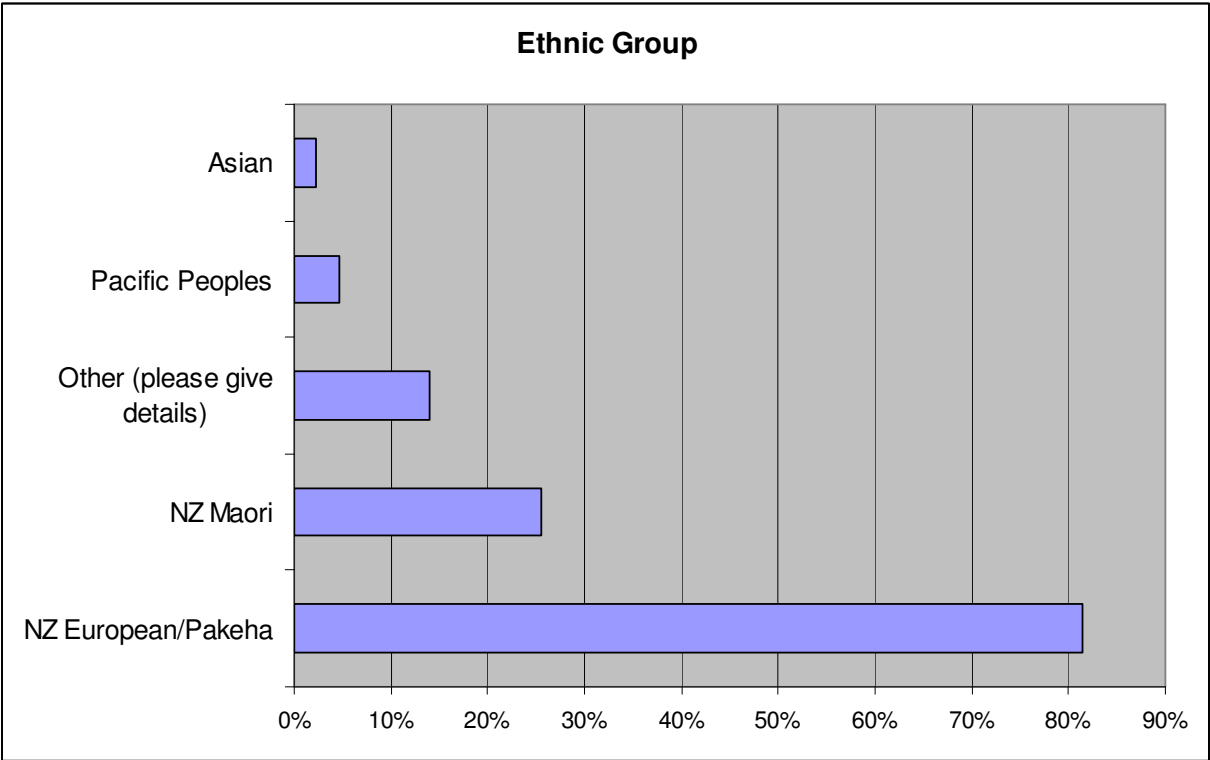
Unfortunately, there were no responses to this question.

### 2.3 Demographic questions

*13: Which ethnic group do you belong to or work for?*

This year respondents who identified themselves as of Māori ethnicity were significantly higher than the general population at 26% (36%) compared with 14.6% in the 2006 census. Respondents who identified themselves as of Pacific Island ethnicity were slightly lower than the general population at 4.8% (10%) compared with 6.9% in the 2006 census. In the 'Other' category, several respondents put New Zealander.

This indicates that, although down on the 2005 survey, CommunityNet is reaching people in those communities, despite the website being written predominantly in English.

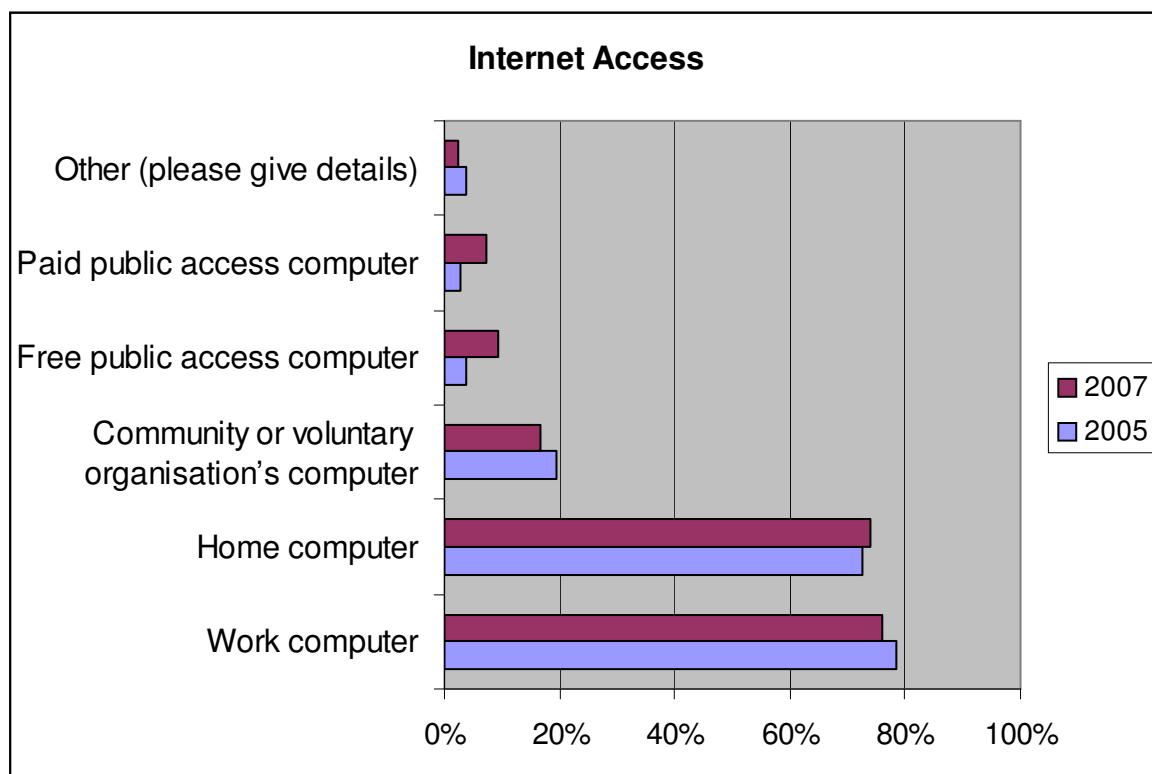


*14: Is English your first language, or the language you usually speak at home?*

Of the 43 respondents, all had English as their first or customary language.

15: How do you access the internet?

Most people accessed the internet from several places. Work and home computers were highly significant in access to the internet. Few people used either a free or paid public access computer.

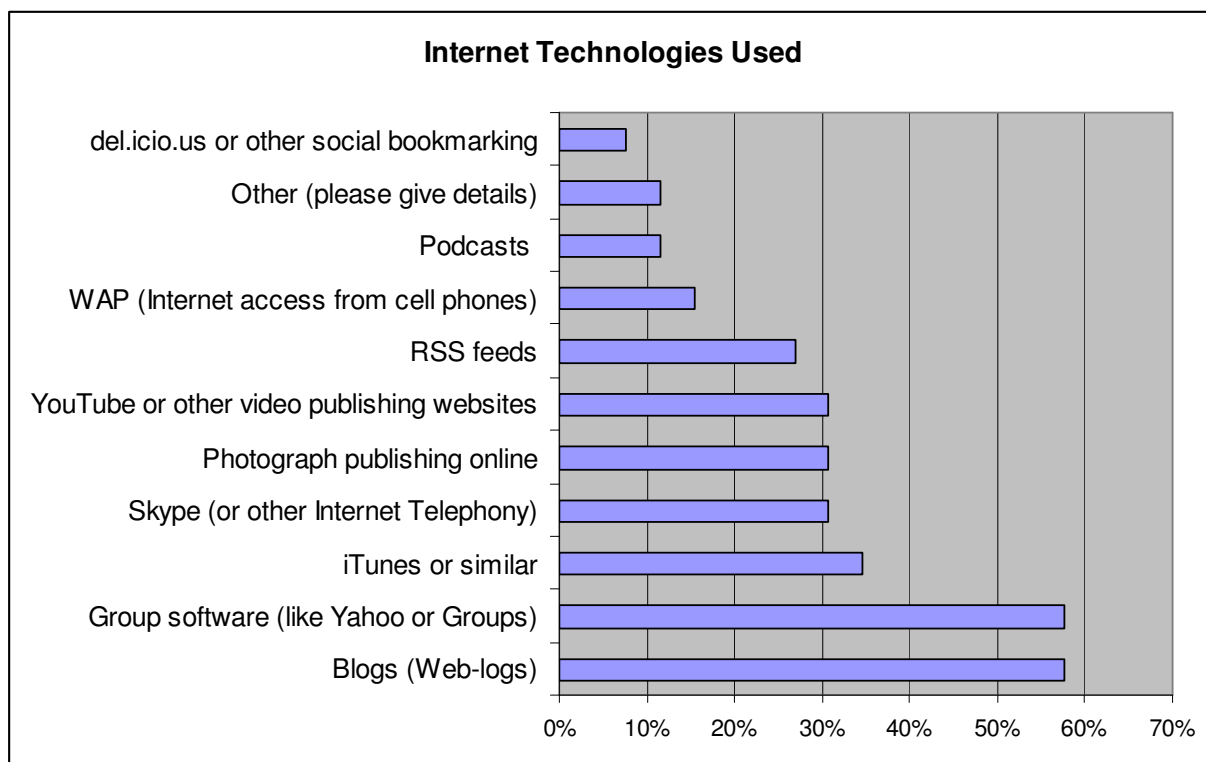


\*This was a multiple answer question

### 16: Other internet technologies

A higher usage of 'other technologies' was recorded compared to 2005, but it should be noted that these are still fairly low. Most, 58% (16%) have now used Blogs, 15% (9%) have accessed the internet from cell-phones but only 27% (4%) have used RSS feeds.

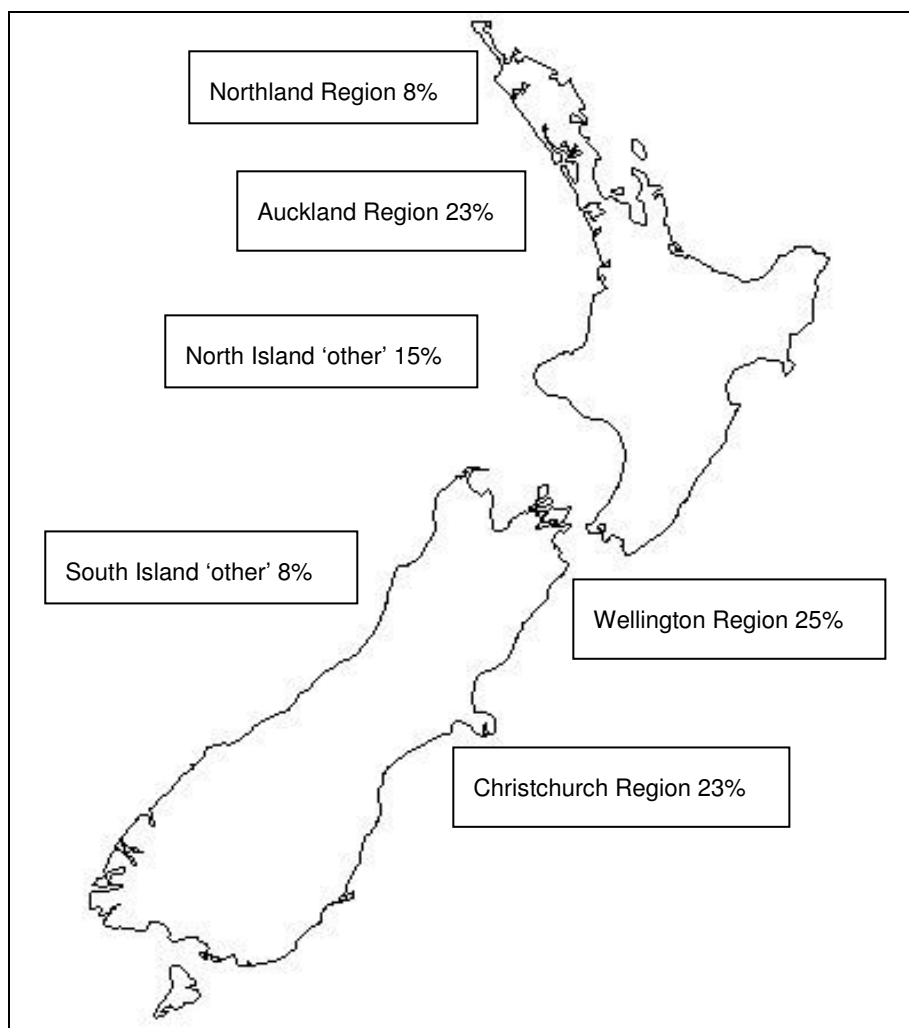
This low usage indicates that, as expected, the community and voluntary sector does not move quickly to these new technologies. This reinforces the value of the CommunityNet Aotearoa policy of trialing, raising awareness of, and demonstrating relevant new technologies.



*17: What is the name of town or area where you normally reside?*

The 40 replies to this question show a good distribution over New Zealand, from Northland to Otago and Taranaki to Canterbury. As with the 2005 survey, the majority 70% (54%) of respondents came from the main centres.

This indicates that CommunityNet's promotion methods reach people from all regions of New Zealand.



## 2.4 Other information

Analysing the 19 email addresses supplied (for sending a summary of the results), 22% were from local and central government (.govt.nz), 17% from community and voluntary organisations with their own internet address (.org.nz or .org) and the remainder were from individuals, organisations without their own internet address or commercial companies (.co, .com, .net).

This indicates that CommunityNet is reaching a mix of audiences, as intended.

## 2.5 Survey recommendations and conclusions

Please see the Management Summary.