

smithstreet.org evaluation survey

july 2005



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1. Background

Mid 2004 a group of volunteers, in collaboration with long time local web publisher and hosting outfit, c2o/Toy Satellite, created a web site for Smith Street, Collingwood, Victoria.

It had a dual purpose:

- a communication vehicle for residents concerned with over-development on Smith Street; and
- a broad-based community site centred on Smith Street: the place, the people, and its precinct.

SmithStreet.org was launched at Sonsa's on Smith Street in July 2004.

Initially the site was constructed to document issues about heritage, community and culture. We have allowed the site to slowly develop a life of its own.

1.1. Research objectives

The objectives of the current research project were considered to be to:

1. Gauge the *level of awareness* about smithstreet.org: of its existence and content to date.
2. Gauge what people see as the *site's most important values/goals*, and its ability to fulfill them: e.g. local geographical/historical information, community advocacy, cultural guide, business guide.
3. Gauge the level of interest in the potential audience in *supporting and developing the site*, and identify the *level and type of contribution* they might make.
4. Hear of *creative ideas* for smithstreet.org's development: What would people like to see developed on the site?
5. Identify *needs* among the population that smithstreet.org might, in some way, be able to satisfy: personal benefits, as well as to Smith Street as a whole.
6. Identify any *barriers* to using/being involved with the site, e.g. time, money, technology.
7. Gauge *intention* to use the site: as a passive visitor, active visitor, or contributor.

1.2. Research population:

These objectives were considered in relation to Smith Street's residents, business owners, and visitors.

2. Method

A questionnaire was developed on the basis of the above objectives. This consisted of 15 items, plus some supplementary questions.

The questionnaire was made available via the smithstreet.org website, and also, in paper form, at a number of Smith Street retail outlets.

It was considered that, given the exploratory nature of the research, that a convenience, open-ended sampling of the population would be relevant and resourceful.

54 persons completed the questionnaire.

3. Executive summary

Visiting the site: proportion, location, and triggers

- About 60% of respondents had visited the site, vs. 40% who had not.
- Most of the respondents who had visited the site were those who responded through the web.
- The results have, accordingly, been cross-tabulated in terms of Visitors and Non-visitors.
- About 2/3rd of Visitors had visited smithstreet.org from their homes.
- Work was the next most frequent location, from which came about a 1/5th of Visitors.
- 1/3rd of all respondents indicated they had visited the site on the basis of *Word-of-mouth*; this especially comprised Visitors.
- Visitors were next most likely to have visited the site on the basis of a *Poster*.
- Non-visitors were most likely to have visited the site on the basis of the *Survey*, followed by *Word-of-Mouth*.

Qualities and benefits

- Overall, the *History of the area* and *Community awareness* were the most frequently endorsed benefits, by about three-quarters of all respondents.
- Visitors were especially likely to see the site's benefit in terms of *Community Awareness*, with 91% of these respondents endorsing this benefit. The second most frequently endorsed benefit among Visitors was in terms of the *History of the area*.
- Non-visitors were most likely to perceive a benefit in terms of providing a *Traders' directory*, followed by *History* and *Arts/cultural activities*.
- Among descriptions of the outcomes, most referred to some form of political information and action at the local government or environmental level, and some referred to networking among traders.

Own web-site and link

- 50% of all respondents indicated that they had a website (largely equal between Visitors and Non-visitors).
- 70% of those with a website indicated that they would like to be linked with smithstreet.org: 52% of Visitors with a site, and 90% of Non-visitors with a site.

Personalised pages

- 33% of all respondents indicated that they would create personalised pages if smithstreet.org provided them: 24% of Visitors, and 48% of Non-visitors.

Paid advertising

- 33% of all respondents indicated that they would pay for premium advertising if it were available: 27% of Visitors, and 43% of Non-visitors.

Sponsorship

- 20% of all respondents indicated favour for being a sponsor: 18% of Visitors, and 24% of Non-visitors.

Content-contribution

- 61% of all respondents indicated they would contribute content: 70% of Visitors, and 48% of Non-visitors.

Factors influencing contribution

- For 60% of all respondents, contribution was dependent on *Knowing more about the concept*, equally among both Visitors and Non-visitors.
- Visitor-contributions were also highly likely to be dependent on *Having more time* (58%). This was also relatively common among Non-visitors (48%).
- 33% of Non-visitors indicated that *Cost* was also a factor.

Outcomes of contribution

- 57% of all respondents considered that *Smith Street in general* would benefit by their contribution (equally among Visitors and Non-visitors).
- 54% of all respondents indicated that contribution would be *Personally rewarding*.
- 22% of all respondents indicated that contribution would be good for *Business*.

Type of contribution

- 74% of all respondents indicated they would contribute *Sounds, stories, poems*: 64% of Visitors, and 90% of Non-visitors.
- 33% of all respondents indicated they would contribute *Images/photos*.
- Other options were endorsed by about 1/5th of respondents.

Intention to visit the site for information

- 57% of all respondents indicated they would be likely to visit the site for information: 55% of Visitors, and 62% of Non-visitors.

Intention to visit the site for marketing

- 39% of all respondents indicated they would be likely to visit the site for marketing: 36% of Visitors, and 43% of Non-visitors.

Importance of community

- 63% of all respondents indicated that community involvement and awareness was personally important for them: 64% of Visitors, and 62% of Non-visitors.

Additional comments

- 26% of all respondents provided additional comments, mostly reflecting interest in seeing the site developed in the interests of the Smith Street community.

4. Results in detail

The following sections present descriptive statistics, charts and tables, as well as verbatim comments, on the basis of all the collected data.

The section numbers are the same as the questions, as numbered in the original questionnaire (i.e. Section 4.1 refers to Question 1).

In each section, the question is given, and then a summary of the results.

4.1. Visiting the site: proportion, location, and triggers

The first question asked respondents to indicate if they had visited the site. If answering *yes*, they were asked, as a supplementary question, to indicate from where they had visited the site. Then, all respondents were asked how they had heard about the site.

4.1.1. *Proportion of respondents having visited the site*

Question 1.1:

Have you visited www.smithstreet.org?

- Yes
- No

Results:

The responses to this question have been cross-tabulated with the form of response (via the paper-based questionnaire, or via the website). As can be noted from **Table 1**:

- About 60% of respondents had visited the site, vs. 40% who had not.
- Most of the respondents who had visited the site were those who responded through the web; only a small proportion of paper respondents had visited the site.
- Paper respondents were about 5 times more likely to have *not* visited the site than visited it.

Table 1: Percentages of the sample visiting the site (x form of response):

	Visited the site		<i>Total</i>
	Yes	No	
Paper	5	26	31
Web	56	13	69
<i>Total</i>	61	39	100

As the split between those who replied by the web or by paper is largely accounted for by the split between those who had and had not visited the site, the following analyses are made in terms of visiting the site, considering this might be more meaningful than analyses in terms of type of response, while largely comprising the same respondents. In the following analyses, these two sub-groups are referred to as *Visitors* and *Non-visitors*.

4.1.2. Location from where the site was visited

Question 1.2:

If yes (to Question 1.1), where?

- In your shop
- At home
- Internet café
- Other (please describe)

(N.B. These were non-exclusive options: respondents could indicate more than one option.)

Results:

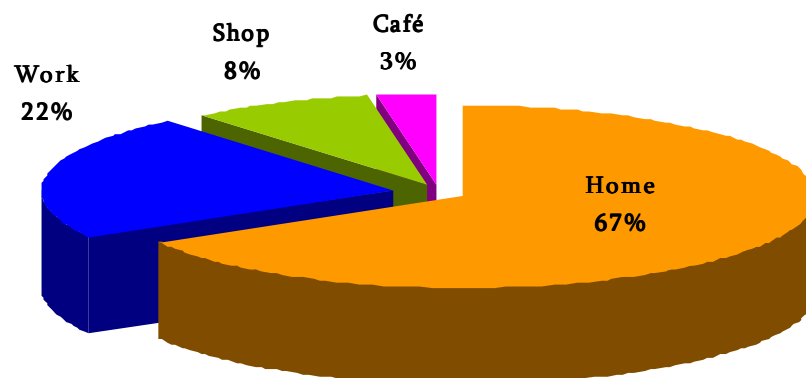
Most respondents who indicated the *Other* category described visitation via “work” or the “office”, and this category has been renamed to reflect that result. Otherwise, one web respondent used this category to indicate that they had visited the site via “a flyer in shop”; this response was included under the *Shop* option.

Only one respondent indicated more than one option: at home, and at a café.

As can be noted from **Figure 1**:

- About 2/3rd of Visitors had visited smithstreet.org from their homes.
- Work was the next most frequent location, from which came about a 1/5th of Visitors.
- Relatively few Visitors indicated that they had visited the site from their shop or an internet café.

Figure 1: Locations from where the site was visited:



4.1.3. *Triggers to visit the site*

Question 1.3:

How did you hear about it?

- Word-of-mouth
- Media
- Poster
- Other (please describe)

(N.B. These were non-exclusive options: respondents could indicate more than one option.)

Results:

Among the *Other* descriptions, most indicated that they had either received the survey or “flyer” in the mail, or had been alerted to the site by an email or electronic newsletter. These responses have been categorised as “survey” and “email”, respectively. Three other responses under the *Other* option indicated being informed about the site by having worked on it, via Google, and inclusion on the “LINK mailing list”.

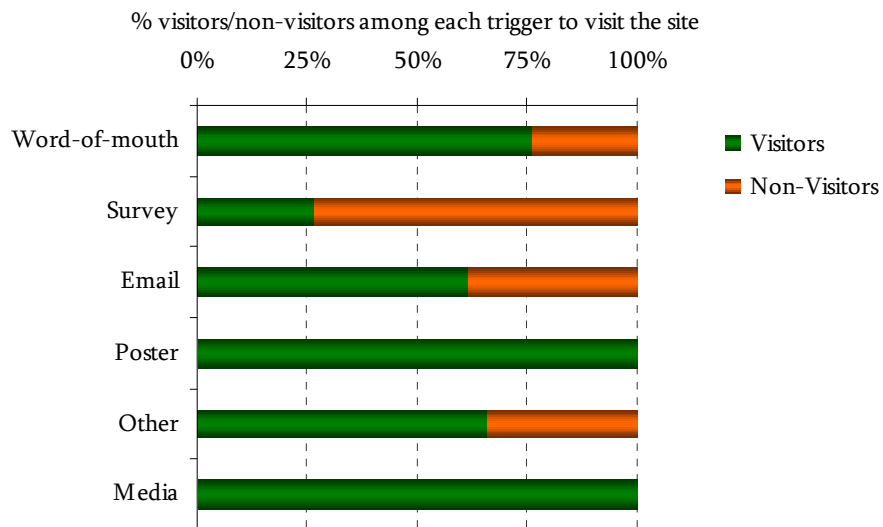
From the following table and chart, it can be noted that:

- 1/3rd of all respondents indicated they had visited the site on the basis of *Word-of-mouth*.
- Visitors were highly more likely to have visited the site on the basis of *Word-of-mouth*, or a *Poster*, than were Non-visitors.
- Non-visitors were slightly more likely than Visitors to have visited the site on the basis of the *Survey*; this was the most frequent trigger among this sub-group.

Table 2: Percentages of visitors/non-visitors among endorsers of each trigger to visit the site:

	Visitors	Non-visitors	All respondents
Word-of-mouth	45	14	33
Survey	12	33	20
Email	15	10	13
Poster	21	0	13
Other	9	5	7
Media	9	0	6

Figure 2: Percentages of visitors/non-visitors among endorsers of each trigger to visit the site:



4.2. Qualities and benefits

Participants were asked to indicate what *the most important qualities or potential benefits* were for the site. Six alternatives were listed, as well as an *Other* category. Respondents could indicate any number of alternatives. The results are presented in the charts and table below.

Question 2:

What do you think are smithstreet.org's most important qualities/potential benefits?

- Community awareness
- History of the area
- Traders' directory
- What's on
- Arts/cultural activities
- Local information for visitors
- Other (please describe)

(N.B. each specific option was each given a yes/no alternative.)

Results:

Those who provided a comment under *Other* often elaborated on and qualified their responses to the other options, rather than providing alternative ideas. For this reason, this category is not included in the analysis. Verbatim responses to this option, however, are provided below.

In **Table 3**, the "total" percentages refer to all respondents who endorsed a particular benefit. The other percentages refer to the percentage of each column. For example:

- 74% of all respondents endorsed *Community awareness*.
- Of the 33 respondents who had visited the site, 91% endorsed this as a benefit.
- Of the 21 respondents who had *not* visited the site, 48% endorsed it as a benefit.
- Hence 26% of the sample did *not* endorse *Community awareness* as a benefit, and this largely consisted of those who had not visited the site.

The items in the table are presented in the order in which they appeared in the questionnaire.

The following summarises the main findings that can be observed from the table.

All respondents

- Overall, the *History of the area* and *Community awareness* were the most frequently endorsed benefits, by about three-quarters of all respondents.

Visitors

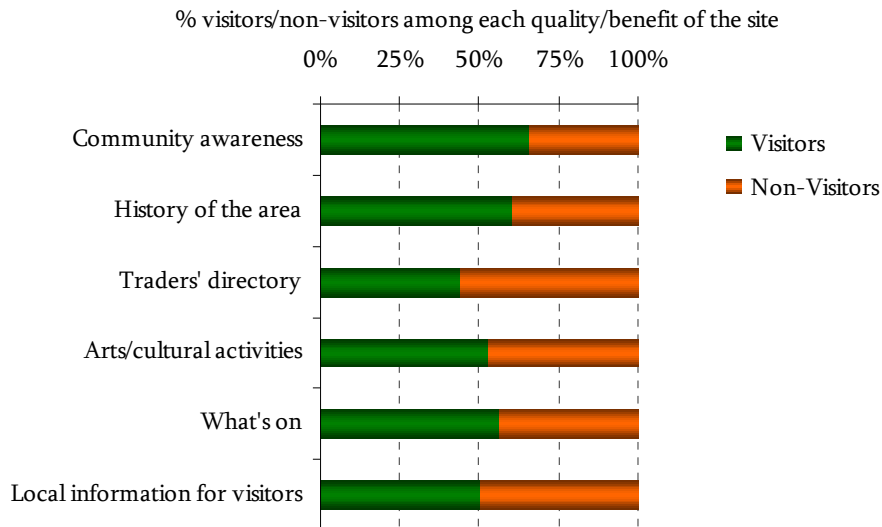
- Those who had visited the site were especially likely to see the site's benefit in terms of *Community Awareness*, with 91% of these respondents endorsing this benefit.
- The second most frequently endorsed benefit among those who had visited the site was in terms of the *History of the area*.
- *Traders' directory* and *Local information for visitors* were the least frequently endorsed benefits among those who had visited the site.

Non-visitors

- Those who had not visited the site were most likely to perceive a benefit in terms of providing a *Traders' directory*, followed by *History* and *Arts/cultural activities*.
- Slightly more than half of those who had not visited the site did *not* endorse the site's benefits in terms of *Community awareness*, *What's on* and *Local information for visitors*.

Table 3: Percentages of visitors/non-visitors among endorsers of each quality/benefit:

	Visitors	Non-visitors	All respondents
Community awareness	91	48	74
History of the area	88	57	76
Traders' directory	49	62	54
What's on	61	48	56
Arts/cultural activities	64	57	61
Local information for visitors	49	48	48

Figure 3: Percentages of visitors/non-visitors among endorsers of each quality/benefit:

Other comments

Among new ideas, it can be noted that:

- Most referred to some form of political information and action at the local government or environmental level.
- An emphasis on networking among traders was also noted by a few respondents.

"Traders solidarity."

"More trees - nice big ones on corners!!! WD40 tram tracks on corner!!!"

"No idea?"

"Provided the information is easy to access and intuitive. Uncluttered as much as possible."

"Current issues such as planning."

"As an organisational hub, it could help develop civil society advocacy (on and off line) ranging from local initiatives to federal election community group organisation <maybe??:->"

"Potential to mobilise political action."

"Awareness of the proposed smith st development by banco."

"Direct action to save heritage."

"It's unique ambience and mix of small business."

"Proposed planning information."

"There is no traders directory on the current site."

4.3. Own web-site and link

4.3.1. Having a website

Question 3.1:

Do you have your own website?

- Yes
- No

Results:

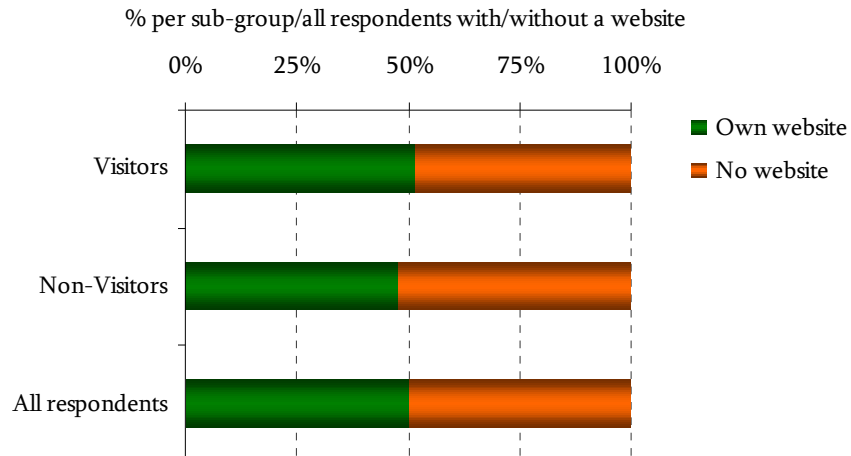
In **Table 4**, the “total” percentages refer to all respondents who endorsed a particular benefit. The other percentages refer to the percentage of each column. **Figure 4** presents the same data as in the table. It can be noted that:

- 50% of all respondents indicated that they had a website (27 of the 54).
- Of the 33 Visitors, 52% indicated that they had a website.
- Of the 21 Non-visitors, 48% had a website.

Table 4: Percentages of those visiting the site, and of all respondents, with/without a website:

	Visitors	Non-visitors	All respondents
Own website	52	48	50
No website	48	52	50

Figure 4: Percentages of those with/without a website, per sub-group:



4.3.2. *Link to smithstreet.org*

Question 3.2:

If yes (to Question 3.1), would you be interested in having your site linked to smithstreet.org?

- Yes
- No

Results:

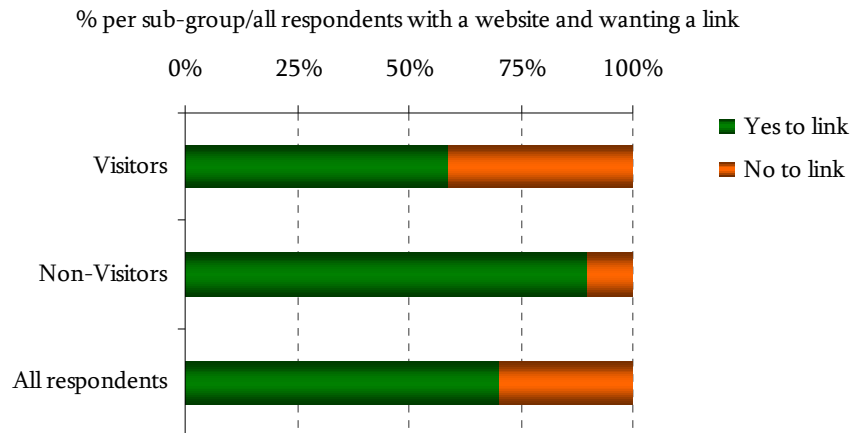
Note that these results are based on the sub-sample of 27 that had a website. From the following table and figure, it can be noted that:

- Slightly more than 2/3rd of those with a website indicated that they would like to be linked with smithstreet.org.
- Of the 52% of Visitors with a website, the majority – 59% - indicated that they would like a link.
- Of the 48% of Non-visitors with a website, almost all – 90% – of these indicated that they would like a link.
- Those with a website who did not want a link were mostly to be found among a minority of Visitors.

Table 5: Percentages of those with a website and endorsing a link:

	Visitors	Non-visitors	All respondents
Yes to link	59	90	70
No to link	41	10	30

Figure 5: Percentages of those with a website and endorsing a link:



4.4. Personalised pages

Question 4:

If smithstreet.org provided personalised pages, would you create one?

- Yes
- No

Results:

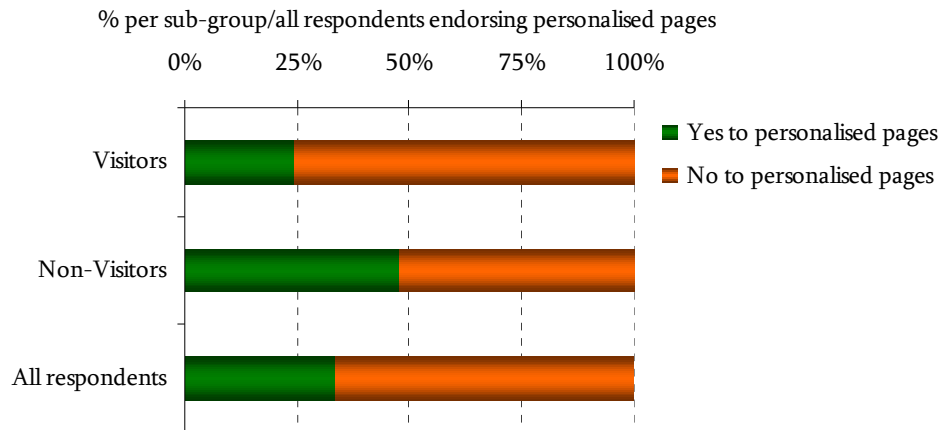
Three paper respondents indicated *maybe* to this question. As this option was not available to the web respondents, this answer has been transformed into a *yes*. One of these respondents indicated that “more info” was required.

- 1/3rd of all respondents (18 of the 54) indicated that they would create personalised pages if smithstreet.org provided them.
- This was most frequently the case among Non-visitors: about half of these respondents indicated they would create a page, compared to only about a quarter of Visitors.

Table 6: Percentages per sub-group/all respondents endorsing personalised pages:

	Visitors	Non-visitors	All respondents
Yes to personalised pages	24	48	33
No to personalised pages	76	52	67

Figure 6: Percentages per sub-group/all respondents endorsing personalised pages:



4.5. Paid advertising

Question 5:

Smithstreet.org could provide free events listings and classifieds. If there was premium advertising available, would you pay for it?

- Yes
- No

Results:

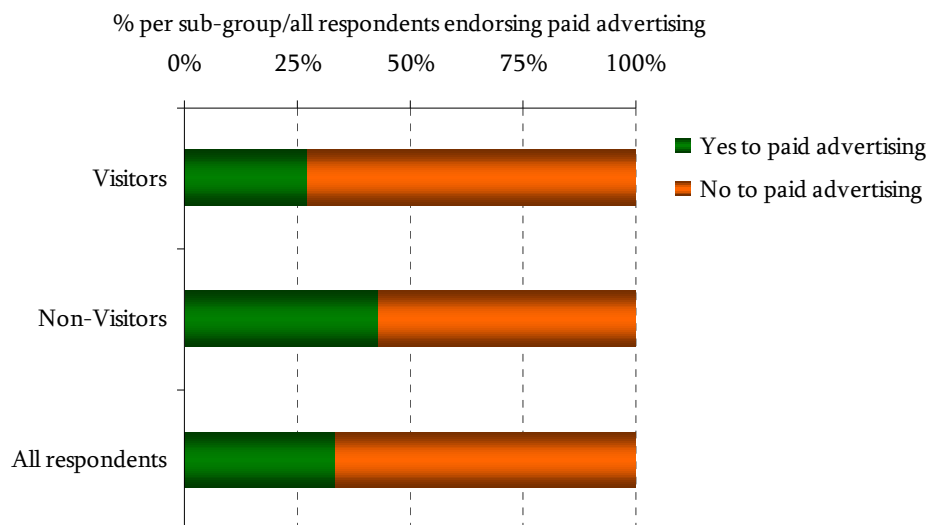
Two paper respondents indicated *maybe* to this question. As this option was not available to the web respondents, this answer has been transformed into a *yes*. As can be noted in the following table and figure:

- 1/3rd of all respondents indicated that they would pay for premium advertising if it were available.
- Most of the Visitors indicated they would not pay for advertising.
- Non-visitors tended to be more likely to indicate favour for the idea, although for some it was clearly a case of *maybe*.

Table 7: Percentages per sub-group/all respondents endorsing paid advertising:

	Visitors	Non-visitors	All respondents
Yes to paid advertising	27	43	33
No to paid advertising	73	57	67

Figure 7: Percentages per sub-group/all respondents endorsing paid advertising:



4.6. Sponsorship

Question 6:

Would you like to be a sponsor (e.g. sponsor special features of the site)?

- Yes
- No

Results:

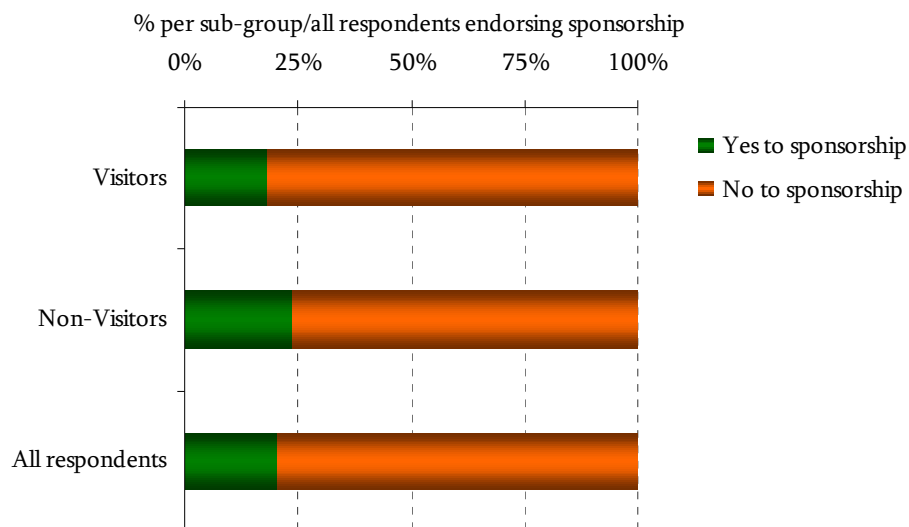
Three paper respondents indicated *maybe* to this question. As this option was not available to the web respondents, this answer has been transformed into a *yes*. These respondents indicated that it would “depend on feature”. From the table and chart, it can be noted that:

- A fifth of the respondents indicated favour for being a sponsor, and this proportion was largely consistent among both Visitors and Non-visitors.

Table 8: Percentages per sub-group/all respondents endorsing sponsorship:

	Visitors	Non-visitors	All respondents
Yes to sponsorship	18	24	20
No to sponsorship	82	76	80

Figure 8: Percentages per sub-group/all respondents endorsing sponsorship:



4.7. Content-contribution

Question 7:

The site will always need contributors, especially locals. Would you be willing to contribute content?

- Yes
- No

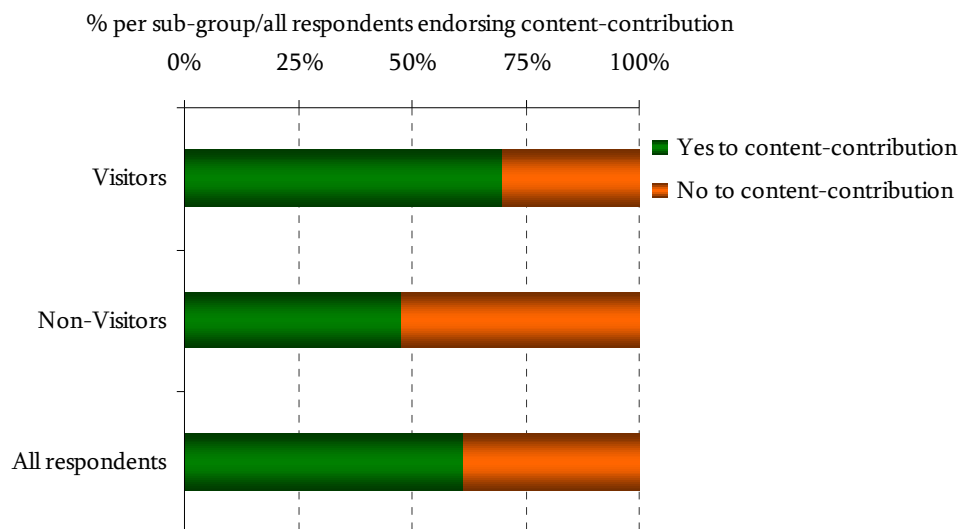
Results:

- Almost 2/3rd of all respondents indicated they would contribute content.
- Visitors strongly indicated they would contribute content, with only less than a third of Visitors indicating they would not.
- Non-visitors were equally likely to indicate they would or would not contribute content.

Table 9: Percentages per sub-group/all respondents endorsing content-contribution:

	Visitors	Non-visitors	All respondents
Yes to content-contribution	70	48	61
No to content-contribution	30	52	39

Figure 9: Percentages per sub-group/all respondents endorsing content-contribution:



4.8. Factors influencing contribution

Question 8:

Contributing to smithstreet.org is a matter of:

- Knowing more about the concept, what its goals are, etc.
- Knowledge of the web and related technologies
- Having more time
- The cost of contributing
- If I can see that others are contributing and gaining something out of it
- Other (please describe)

[N.B. Respondents could select any number of options.]

Results:

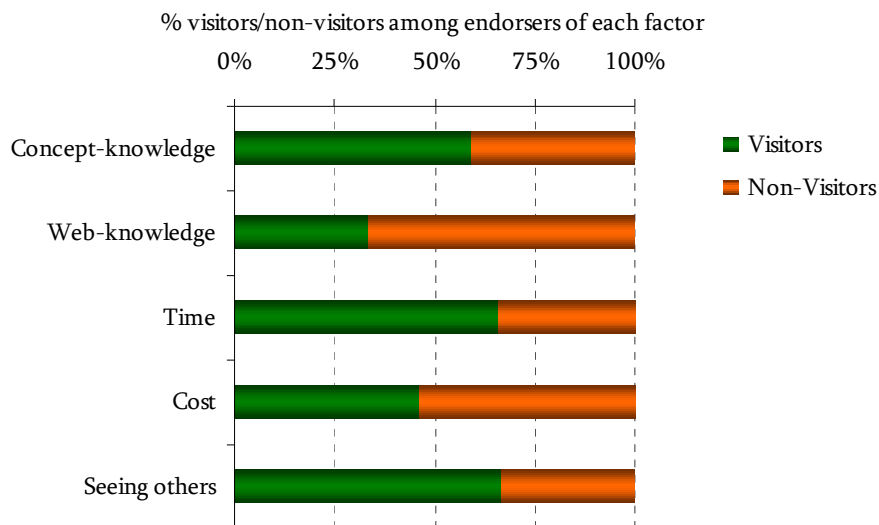
Four respondents who indicated the *Other* option described “time” as their limitation, and these answers have been included under a category with that name. One qualified this statement by referring to “time to write interesting content”, and another added “effective time management skills”. The remaining *Other* responses are listed below, and are not otherwise included in the analysis.

Note that as respondents could indicate more than one option, the column-values do not add to 100, and the chart represents the break-down of Visitors/Non-visitors among endorsers of each factor (rather than the percentage endorsing/not endorsing within each group). From these data, it can be noted that:

- *Knowing more about the concept* was the main factor on which contribution depended, among both Visitors and Non-visitors (about 60% within each group).
- Visitor-contributions were also highly likely to be dependent on *Having more time* (also almost 60%). This was also relatively common among Non-visitors, with almost a half of these respondents checking this option.
- *Cost* was a relatively frequent factor among Non-visitors, with 1/3rd checking this option.
- The other factors were endorsed by less than 1/5th of respondents.
- There was a tendency among these “lesser” factors for *Web-related knowledge* to be more of a factor among Non-visitors than Visitors.

Table 10: Percentages per sub-group/all respondents endorsing each factor:

	Visitors	Non-visitors	All respondents
Knowing more about the concept	58	62	59
Knowledge of the web	3	10	6
Having more time	58	48	54
The cost of contributing	18	33	24
Seeing others contributing	18	14	17

Figure 10: Percentages of visitors/non-visitors among endorsers of each factor:***Other comments***

“Alignment to business needs.”

“Don’t know. Infrequent erratic rambling opinion pieces would be about it.”

“Getting connected with other users that share my interests/values.”

“Just doing it.”

4.9. Outcomes of contribution

Question 9:

For me to contribute to SmithStreet.org could be:

- Personally rewarding
- Good for my business
- Good for Smith Street in general
- Can't see the benefit
- Other (please describe)

Results:

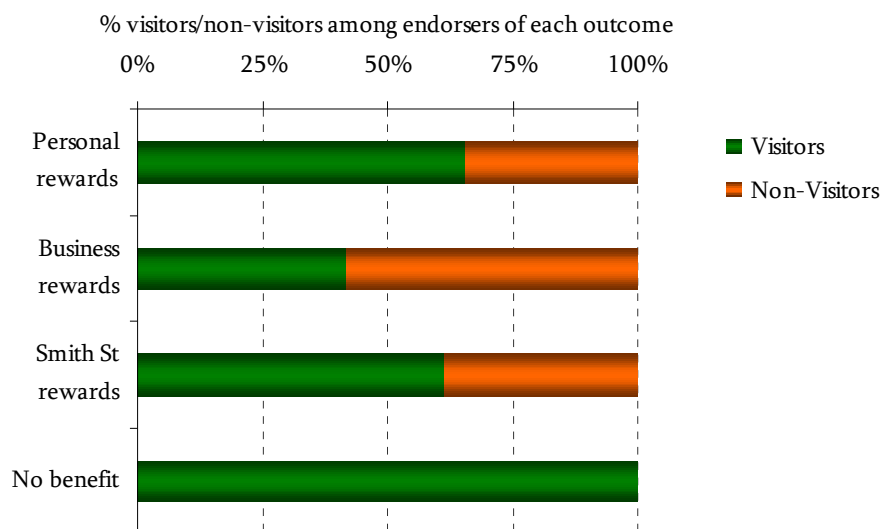
Among *Other* answers, one qualified their indication of a personal benefit with “maybe”, and another indicated they were “not sure”, and these responses were not included in the analysis. Otherwise, these answers largely reflected community benefits, and are cited below.

Note that as respondents could indicate more than one option, the column-values do not add to 100, and the chart represents the break-down of visitors/non-visitors among endorsers of each outcome (rather than the percentage endorsing/not endorsing within each group). From these data, it can be noted that:

- A positive outcome for *Smith Street in general* was the most frequently indicated outcome among both Visitors and Non-visitors (almost 60% within each group).
- This was strongly followed (especially among Visitors) by contribution being seen as *Personally rewarding*.
- A positive outcome for *Business* was noted by 1/3rd of all Non-visitors.
- Only a very small proportion (1 respondent) indicated that *No benefit* could be seen.

Table 11: Percentages per sub-group/all respondents endorsing each outcome:

	Visitors	Non-visitors	All respondents
Personally rewarding	58	48	54
Good for my business	15	33	22
Good for Smith Street in general	58	57	57
Can't see the benefit	3	0	2

Figure 11: Percentages of visitors/non-visitors among endorsers of each outcome:***Other comments***

"No one else is doing it effectively."

"Good for community building."

"Good to promote community activities."

"Members of my family live nearby."

4.10. Type of contribution

Question 10:

I would contribute:

- A regular column
- Additions to events listings
- Classifieds listings
- Images/photos
- Sounds, stories, poetry

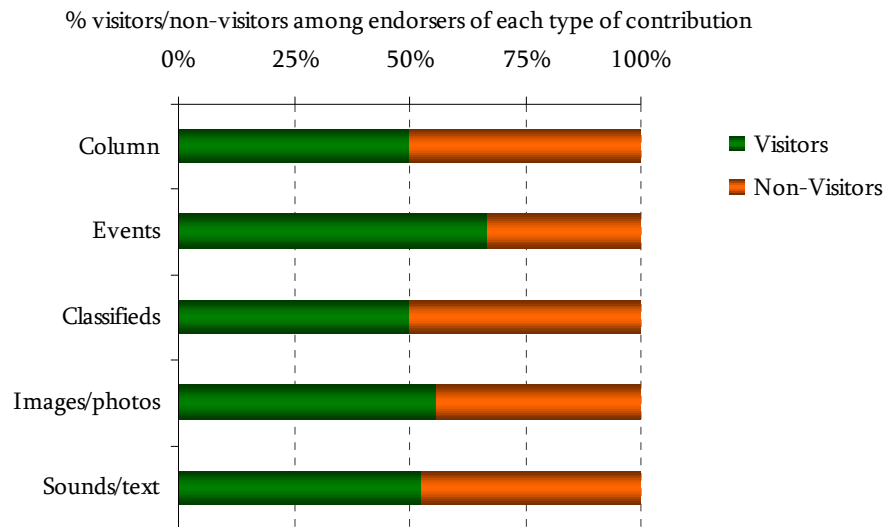
Results:

Note that as respondents could indicate more than one option, the column-values do not add to 100, and the chart represents the break-down of visitors/non-visitors among endorsers of each type of contribution (rather than the percentage endorsing/not endorsing within each group). From these data, it can be noted that:

- *Sounds, stories, poems* were the most frequently indicated type of contribution – by $\frac{3}{4}$ of all respondents, including nearly all of the Non-visitors.
- *Images/photos* was the next most likely type of contribution to be endorsed – by $\frac{1}{3}$ rd of all respondents.
- The other options were endorsed by about $\frac{1}{5}$ th of all respondents.
- There were no substantial differences between Visitors and Non-visitors in the type of contribution they indicated, apart from Non-visitors being somewhat more likely to endorse contributing *Sounds, stories, poems* than were Visitors.

Table 12: Percentages per sub-group/all respondents endorsing each type of contribution:

	Visitors	Non-visitors	All respondents
A regular column	15	24	19
Additions to events listings	24	19	22
Classified listings	12	19	15
Images/photos	30	38	33
Sounds, stories, poetry	64	90	74

Figure 12: Percentages of visitors/non-visitors among endorsers of each type of contribution:

4.11. Intention to visit the site for information

Question 11:

The next time I need to know about what's happening on Smith St, I'll go to smithstreet.org:

- Likely
- Can't say
- Unlikely

Results:

One paper respondent indicated “likely” and also “can’t say” – the first answer was used in this case.

One web respondent failed to provide a response, and this was treated as a “can’t say” response.

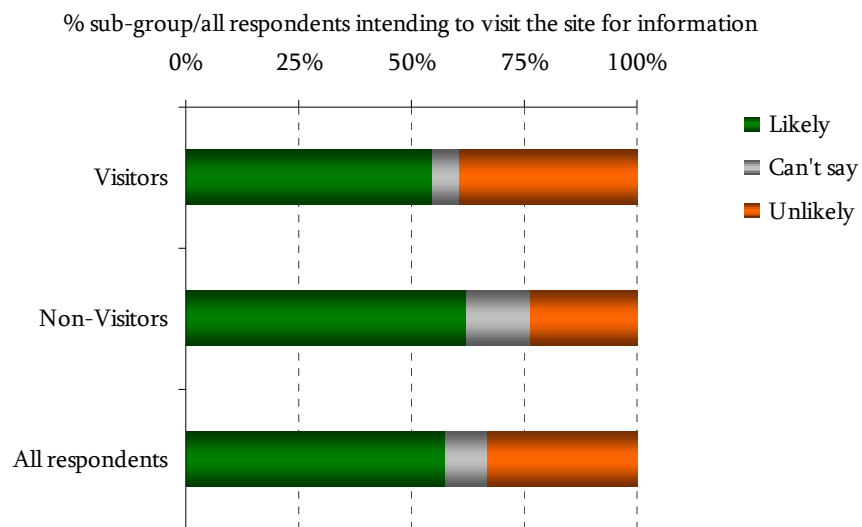
From the following table and chart:

- Almost 60% of all respondents indicated that they were likely to visit the site when needing to know about what’s happening on Smith Street. This was largely consistent among both Visitors and Non-visitors.
- About 1/3rd indicated they were not likely to visit the site for this reason.
- About 15% of Non-visitors were unsure about whether or not they would visit the site for this reason.

Table 13: Percentages per sub-group/all respondents intending to visit the site for information

	Visitors	Non-visitors	All respondents
Likely to visit	55	62	57
Can't say	6	14	9
Unlikely to visit	39	24	33

Figure 13: Percentages per sub-group/all respondents intending to visit the site for information



4.12. Intention to visit the site for marketing

Question 12:

The next time I need to think about how to market my message/business/artwork/etc to my community, I'll think about using smithstreet.org:

- Likely
- Can't say
- Unlikely

Results:

Two web respondents failed to provide a response, and this was treated as a “can’t say” response.

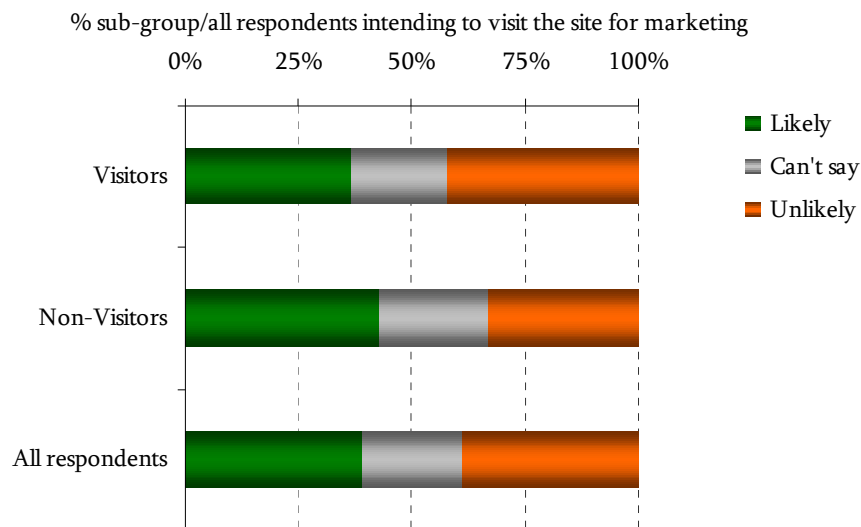
From the following table and chart, it can be noted that:

- Almost 40% of all respondents indicated they would think about using smithstreet.org when next planning for a marketing need.
- About 40% of all respondents also indicated they would not visit smithstreet.org for this reason.
- There were no substantial differences between Visitors and Non-visitors in the proportions endorsing the different options for this item.

Table 14: Percentages per sub-group/all respondents intending to visit the site for marketing:

	Visitors	Non-visitors	All respondents
Likely to visit	36	43	39
Can't say	21	24	22
Unlikely to visit	42	33	39

Figure 14: Percentages per sub-group/all respondents intending to visit the site for marketing:



4.13. Importance of community

Question 13:

Being involved with my community and aware of what's happening within it is important in how I see my message/business/art/self/etc.:

- Likely
- Can't say
- Unlikely

Results:

Five web respondents failed to provide a response, and this was treated as a “can’t say” response.

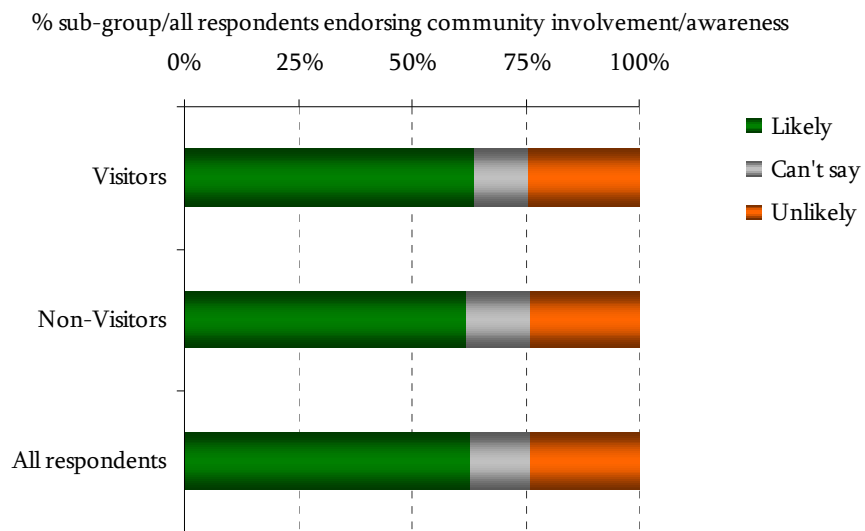
From the following table and chart, it can be noted that:

- Almost 2/3rd of all respondents indicated that community involvement and awareness were likely to be important to them.
- About ¼ of all respondents indicated that the community was not likely to be important to them in these ways.
- There were no differences between Visitors and Non-visitors in answering this item.

Table 15: Percentages per sub-group/all respondents endorsing community involvement and awareness:

	Visitors	Non-visitors	All respondents
Community likely to be important	64	62	63
Can't say	12	14	13
Community unlikely to be important	24	24	24

Figure 15: Percentages per sub-group/all respondents endorsing community involvement and awareness:



4.14. Additional comments

Question 14:

Anything else?

[Additional comments invited.]

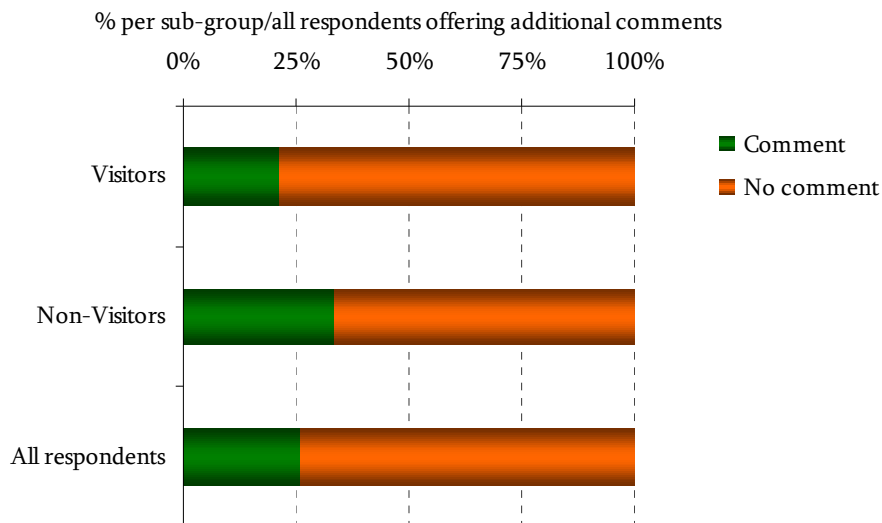
Results:

- About ¼ of all respondents provided additional comments, with slightly more Non-visitors than Visitors doing so. These comments are listed on the following page.
- Comments mostly reflected interest in development of the site, and in Smith Street in general.

Table 16: Percentages per sub-group/all respondents offering additional comments:

	Visitors	Non-visitors	All respondents
Comment	21	33	26
No comment	79	67	74

Figure 16: Percentages per sub-group/all respondents offering additional comments:



Comments

- "Never heard of Smith st.org website. Obviously need a good marketing campaign!"*
- "Make it intelligent."*
- "I believe that a dot com address would attract more hits. Smith st could be promoted as the home of factory outlets. No mention or listing of local businesses."*
- "This survey needs better Question Design."*
- "Smith St needs to lobby Council on up grade of street, eg. Cleanliness, trees would be good, toilet block, what's happened to that. V."*
- "The revamped site looks really good! I support the idea of evolving the site. Look forward to being part of it ..."*
- "Never been to this site before - just got invited by fibreculture to do the survey. Will definitely check it out more now that I know it's there."*
- "I think it can also be used as a platform to be able to improve Smith Street and the whole community at large. Smith Street has so much to offer in ever sector and people need to become more aware of this. I feel that Smith Street does have some negative connotations associated with it i.e. rubbish on the streets, junkies etc which become the focus for alot of people and its something that needs to be address and improved with sites such as this."*
- "I'd like to see e-democracy functions added (GroupServer.org style perhaps?) in order to foster an active action/communication oriented community centred around issues it values."*
- "THIS SURVEY A BIT IRRELEVANT UNLESS I OWN A BUSINESS IN THE AREA WHICH I DONT. I AM A PASSIONATE RESIDENT WHO USES ALL THE BUSINESSES THOUGH. I WANT TO PROTECT THE PEOPLE THAT SERVICE THE AREA ..."*
- "Would be nice to see similar sites for other parts of the city, say High St Northcote or Sydney Rd."*
- "Are you addressing [incomplete]."*
- "The site design/colours don't really reflect the weirdness of smith st. it looks more like a historical facts site. smith st is vibrant and everchanging and multifaceted and interesting and friendly."*
- "Smith Street is the centre of a larger area. What happens to it will affect many of those living near Smith Street. This message needs to get across."*

4.15. Mailing list

Question 15:

Would you like to be added to our mailing list and receive updates about progress?

- Yes
- No

Results:

Ten respondents provided invalid responses, and have been excluded from analysis. These were:

- Three paper respondents, and two web respondents, who failed to provide an answer to this question, and also did not provide any contact details.
- Three web respondents who replied with *yes* but did not provide any contact details.
- Two paper respondents who failed to provide an answer, yet provided contact details.

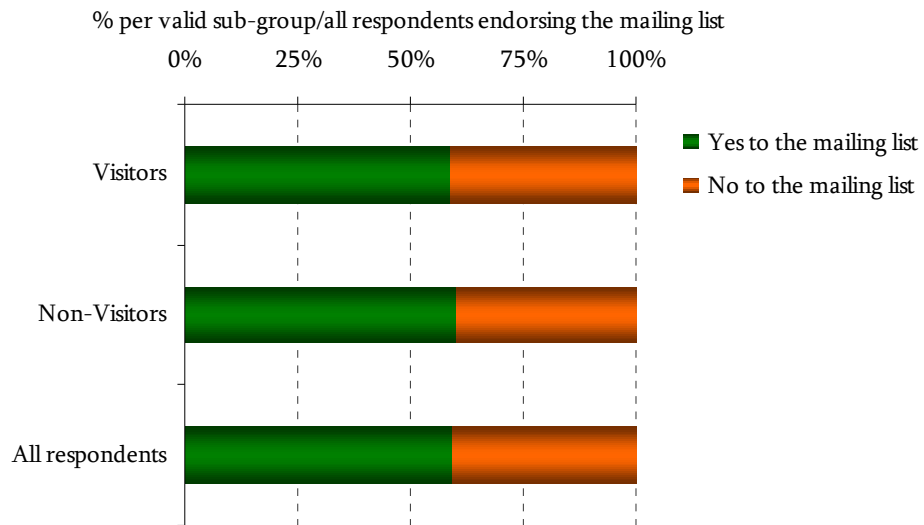
Table 17 and **Figure 17** present the data for the 44 valid respondents (29 Visitors and 15 Non-visitors). From these data, it can be noted that:

- About 60% of all valid respondents indicated they would like to be added to the mailing list to receive updates.
- These proportions were generally equal between Visitors and Non-visitors.

Table 17: Percentages per valid sub-group/all respondents endorsing the mailing list:

	Visitors	Non-visitors	All respondents
Yes to the mailing list	59	60	59
No to the mailing list	41	40	41

Figure 17: Percentages per valid sub-group/all respondents endorsing the mailing list:



4.16. Predicting intention

What predicts intention to visit the site for information?

57% of the sample indicated that they would be likely to visit the site in the future for information (**Table 13**, p. 30). As this was a relatively likely outcome, a test was made of how well the data could predict the likelihood of visiting the site for information in the future. Tested predictors were those that appeared to be of note among other results, and that were among the main research objectives. These were the results for:

- Past visitation (Q. 1)
- Endorsing an outcome in community awareness (Q. 2)
- Contributing content (Q. 7)
- Knowing more about the concept (Q. 8)
- Endorsing community involvement and awareness as personally important (Q. 13).

The results of the predictive analysis¹ revealed that:

- Knowing more about the concept, and the community being personally important, were significant predictors of likelihood to visit the site in the future.
- In contrast, past visitation, making a content-contribution, and endorsing an outcome of the site in terms of community awareness, were not significant predictors of visiting the site in the future.

¹ Statistical details: A regression analysis was used, with intention regressed on the predictors in one step. The multiple correlation was .56, accounting for 31% of the variation in Intention.

Table 18 presents the intercorrelations of these items. These values have a possible range from -1.0 to +1.0. The greater the value (from zero in any direction), the more strongly the results for the two items are correlated with each other. The significant correlations – those not likely to be due to chance – are asterisked. From the table, it can be noted that:

1. Intention was significantly related to knowing more about the concept, and a self-concept of being aware/involved with the community, i.e. the more respondents wanted to know about the concept, and the more they saw themselves as community-minded, the more likely they were to intend to visit the site.
2. On the other hand, whether or not they had been visitors in the past, the intention to contribute content, and seeing that the site promoted community awareness, were not related to intention to visit the site in the future.
3. Knowing more about the concept was, however, in turn, related to contributing content to the site, and this, then, was related to past visitation.
4. Having the visited the site in the past, respondents were more likely to want to contribute content to the site.
5. The more they wanted to contribute content, the more they wanted to know about the concept of the site.
6. The more they wanted to know about the concept of site, the more they were inclined to visit the site in the future.

Table 18: Correlation of selected items

	Past visitation	Contributing content	Promoting community awareness	Knowing more about the concept	Being aware/involved with the community
Intention to visit the site	-.12	.09	-.03	.46**	.26*
Past visitation		.22*	.48**	-.04	.01
Contributing content			.22*	.27*	.05
Promoting community awareness				.11	.12
Knowing more about the concept					-.06

* $p \leq .05$ ** $p < .01$

5. Conclusions

The data can be cautiously taken as a fair representation of Visitor and Non-visitor sentiment as they might exist in the population beyond those sampled. This position is informed by the response-rate, which is appreciable for studies of this kind. That the targeted research market of local traders among Non-visitors was adequately sampled can be noted, additionally, from the representation of traders' views in the data. Recognising the limitations of the convenience sampling used, however, no generalisations can be made beyond a cautious characterisation of Visitor and Non-visitor attitudes. Of course, the proportions of Visitors/Non-visitors in the sample (.60, .40) do not reflect the population levels of this factor.

On the basis of the results, and considering the exploratory nature of the study, the following points can be noted in conclusion. The points are numbered according to the seven stated objectives of the study (Section 1.1, p. 3).

1. Level of awareness of smithstreet.org

About a third (29%) of the Non-visitors indicated that they had heard about the site through means other than the survey itself (**Table 2**, p. 12); i.e. about 70% of the Non-visitors were not, prior to the survey, aware of the site. Also, 12% of Visitors had only visited the site on the basis of the survey, suggesting some divergent levels of awareness of the site among this group. What do the data tell us about how this level of awareness might be best increased – in terms of turning awareness into visitation?

Word-of-mouth, and, to a lesser extent, the poster about the site, appeared to be key in turning awareness of the site into visiting the site. Email, on the other hand, appeared to have been almost as effective in informing Non-visitors about the site as it was for Visitors. This suggests that a variety of strategies are useful in order to reach potential visitors, but that word-of-mouth will – at the present stage of the site's development – be key to best increasing level of awareness.

Strategies to encourage word-of-mouth communication about the site could, then, be recommended. This might, for instance, take the form of personal emails, where the site might facilitate present visitors to "send an email" to encourage colleagues to visit the site, with information about the site included in the body of the email.

2. The site's most important values/goals

Some substantial differences were yielded between Visitors and Non-visitors in terms of the benefits or outcomes they considered were valuable and realisable through the site (**Table 3**, p. 15). Community awareness and local history were key for Visitors, while Non-visitors appreciated a more varied range of outcomes, with no particular outcome clearly dominating.

These differences no doubt reflect differences in familiarity with the site between Visitors and Non-visitors. It could also, however, reflect different needs and priorities between those who already patronised the site, and the potential audience. The potential market for the site could be seen as having more varied concerns than present Visitors. The data suggest that, compared to Visitors, the potential audience is less concerned about the role the site could play in community awareness and local history, and are slightly more interested in the benefits the site could offer to local traders.

This suggests that marketing the site, and packaging and development of its content, could be usefully developed in terms of these varied interests. Marketing messages that promote the site's role in community awareness (over other possible outcomes) would not appear to be the most productive strategy. Ready navigation of the site to content that satisfies interests in community, arts, and trade information could be usefully explored.

3. Level of interest in the potential audience, and the contribution they might make

The suggested interactions of linking the site with respondents' own websites, personal pages, and paid advertising each had at least a moderate level of support among both Visitors and Non-visitors.

Paid advertising was somewhat more popular among Non-visitors than Visitors (**Table 7**, p. 20), suggesting a clear advantage in increasing awareness and visitation of the site.

Sponsorship of content was relatively under-supported among both Visitors and Non-visitors, suggesting that this option would require some particular marketing development, such as in communicating its perceived benefits, and likely cost.

Contributing content to the site was also popular, and then mostly in the form of text (**Table 12**, p. 28). This did not, however, predict intention to visit the site. It appeared that simply visiting the site in the past was related to an interest in contributing content.

A mix of personal and altruistic motivations appeared to guide these means of being involved with the site (**Table 11**, p. 26). Respondents tended to indicate that making contributions would be both personally rewarding, and good for Smith Street in general. When adding outcomes for a personal business, about $\frac{3}{4}$ of respondents indicated some form of personal benefit.

Clearly, then, there are a variety of workable options for encouraging involvement with the site, in both financial and content-related terms. Personal benefits in making these contributions were indicated as important to promote, together with benefits to Smith Street in general.

4. Creative ideas; 5. Desired development of the site

The site had multiple values for respondents, spanning community, business, arts, political and historical interests. The desired developments of the site were, accordingly, diverse. This ranged from a relatively simple suggestion to better reflect Smith Street's vibrancy in the design of the site, to developing some form of network among local traders.

As visitor-numbers grow, therefore, it can be expected that a rather exponential increase in the diversity of interests – and disinterests – will occur. It is, accordingly, suggested by the data that the site should remain dynamic in objectives and content, planning for multiple interests, maintaining flexibility, and performing multiple functions.

6. Barriers to using the site

The most significant factor in becoming involved appeared to be knowing about the concept behind the site (**Table 10**, p. 24). Time was nevertheless a relatively strong factor, and cost and mutual involvement were not negligible.

In developing communication strategies to increase awareness of, and visitation and contribution to, the site, it was, therefore, indicated to be important to raise information content about the concept behind the site. The degree of endorsement of this interest indicates that it was not adequately satisfied by current communications. In promotional material, in word-of-mouth communications, and homepage content, for instance, it appears to be important to further outline the site's objectives, achievements, and target audiences. The challenge here is to succinctly communicate the site's objectives, while also being able to appeal to diverse interests among potential and current visitors.

7. Intention to visit and be involved with the site

Visitors were somewhat more likely to indicate that they would be *unlikely* to visit the site for information than were those who had not visited the site (39% vs. 24%). This suggests that, among the Visitors, were a sizeable proportion who had not visited the site in the past, i.e. prior to undertaking the survey. This is also indicated by the difference between Visitors and Non-visitors here being about the same proportion as those Visitors who had heard about the site only on the basis of the survey itself (12%) (**Table 2**, p. 12).

However, this finding, together with that of past visitation not predicting future visitation, suggests that it is important to develop strategies to maintain interest in the site. Promoting awareness of the site in order to encourage visitation did not appear to secure a long-term interest in the site. Offering means to contribute to the site also did not appear to be directly relevant to maintaining interest. It was more important, it seems, to clearly articulate the objectives of the site. While appeals to those who saw themselves as community-minded was key to reaching those with a potential long-term interest in visiting the site, it also appeared that this was an heterogeneous group with a variety of needs. In this sense, promoting the site might be profitably restricted in focus to those for whom community-mindedness is important, but the content being delivered, and the means of delivery, clearly had to efficiently satisfy multiple interests and styles.

