



Creative Survey – Report

May 2016

Introduction

The Creative survey was open from late March 2016 to the end of April 2016. The survey sought the views, opinions and thoughts of network users (from the six network sites) covering usage of the current site, potential online habits and future developments.

The survey was hosted by Torbay Council and widely shared by partner sites on their network sites, associated social media and by partners.

It was hoped the responses would, in part, drive the future development of the network.

To encourage participation in the survey each network area offered one respondent a prize gift, the winner in each area was drawn at random by the consultation team at Torbay Council.

Responses

A total of 466 people responded to the survey. They were made up of Profile owners, users who received a newsletter and casual visitors to the site(s)

This report lays out the headline findings and comments on them. Further work will be done to compare and contrast responses made by members of different networks and different types of users.

NOTES:

- Not all responses will add up to the total the reader may expect, where this occurs it is because respondents have not chosen to answer a question.
- Where percentages have been used they may not always add up to 100% as not all answers will have been counted (where the response for a particular answer was low for instance) or/and we have not rounded %'s up or down to the nearest whole.

1. 143 respondents have profiles on the network, of these:

38% update their profile regularly

- Of these 143 – 58% agree with the statement 'If your event is featured in the weekly newsletter, does it assist in driving footfall to the event?'
- Only 11% agree with the statement 'My creative network profile sends lots of traffic to my home website' and 10% that 'I use my network profile as the main web presence for my business'

We asked respondents to tell us (in a text box) how the site(s) help them as practitioners (see appendices)

2. 81% of users 'look forward to receiving the weekly newsletter' (total of 326 respondents – profile owners and newsletter subscribers)
3. 57% of respondents agreed that 'The newsletter has prompted me to attend something new'
 - ***We asked respondents (text box) for more information see appendix 1***
4. 43 Users have been contacted by a visitor to the site with a view to working together
 - ***We asked for more information (text box) see appendix 1***

5. 23% of respondents have used the mobile/tablet versions of the network (68% of whom think it was good or very good)
6. 77% of respondents who have used the mobile/tablet version would recommend it to a friend
7. 46% (462 respondents) have shared content on their social media etc
8. 48% of respondents have Twitter accounts – 79% have Facebook accounts
9. Facebook was by far the most popular way users shared content (36%) followed by Email (32%) and Twitter (21%) ‘Word of mouth’ scored highest in the ‘other’ category.

10. User were asked to rate different areas of the site/network

Please tell us what you think of these aspects of the {Q1} site	Very bad	Bad	Neither	Good	Very Good	Total Respondents
Jobs and Opportunities	2	9	83	195	65	354
Profiles	4	12	104	195	43	358
News	2	10	83	230	84	409
Media	4	12	25	145	31	217
Events	4	7	47	231	132	421
Spaces	1	17	104	174	50	346

11. User were asked if they agreed etc with the following statements

Please tell us if you agree or disagree with the following statements about the site(s).	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree	Don't Know
The site is my primary source of news about arts and culture in my area	60	129	120	92	39	22
The site is a very important resource for me to access	29	141	152	51	29	24
The site represents/showcases the local area in a good light	103	244	66	6	9	32
The site is a great resource for residents	81	277	83	23	8	39

The site is a great resource for tourists	62	146	124	55	12	62
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- 59% of user thought it was a good idea that we include listings of places to stay on the network

12. Users were asked how they found out about Arts and Culture events in their area.

**Where do you usually find out about local events you may wish to attend?
(Please tick all that apply)**

Home* Creative Website (*Home being the website in our network they use)	166
Home Creative Newsletter	226
Local Newspaper	205
Local Newspaper Website	82
Local Council Website	83
Tourism Website	74
Poster/Leaflets	282
Local radio	74
Local TV	40
Friend/Word of Mouth	359
OTHER	150

OTHER - most mentioned Facebook

13. 88% of respondents live in the Geographical area covered by their local network site

14. 89% liked the fact that their site covered events outside as well as inside their geographical area

15. 15% have attended an event outside their Geographical area after seeing it on the site

- We asked user if they had visited 'other' sites in the network away from their 'home' site. Results were limited, only 40 people had. *The reason why can be found in appendix 1*

The Future

- We asked the question 'The network is constantly evolving and trying to keep up with online developments. Is there anything new you would like to see incorporated on the site?'
There were 463 responses – *these are listed in the appendix*
- Furthermore we asked 'Is there anything currently on the site you would like to change?'
The responses are *listed in the appendix*
- We asked respondents if they owned or managed any websites. 217 respondents said yes.
- We then asked this group of 217 respondents if they would consider inserting the networks events iframe on their site. 36 responded 'Yes' and 71 'Maybe' these will be followed up by network managers in each relevant area.

1. We asked the question;

'We are considering the option of working with promotional partners who may wish to interact with you, our

valued users. We would never host adverts or links which don't have synergy with arts and culture, but may seek to generate income by offering promotional partners space to seek your opinions or build relationships with you and us.'

46% (of 456 respondents) thought this was something we should consider

23% thought it wasn't

30% didn't know

We asked respondents why they responded the way they did. The responses are in a text box and are listed in appendices 1.

2. Online Habits: We asked respondents about their online habits:

- 63% use price comparison websites
- 54% have changed suppliers after using online comparison websites
- 96% shop online
- 74% have completed online surveys
- 93% have read online reviews of products/services before purchasing
- 10% have launched a crowd funding appeal
- Of the 10% who have used crowd funding 82% were successful in their appeal
- 27% of appropriate respondents (those who had something to donate) would donate a gift to our crown funding appeal if we ran one

ABOUT YOU

We asked respondents to tell us a little about them:

ABOUT YOU

	Male	Female
%	120	336
	26%	74%
AGE		
0-15	1	
16-24	12	2%
25-34	58	12%
35-44	90	19%
45-54	129	28%
55-64	106	23%
65-74	53	11%
75+	9	2%

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Torbay Council – May 2016