

OUR CITY OUR BUDGET OUR FUTURE

Everybody's business | **Understanding priorities** | Making choices that matter

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Understanding Values & Priorities Phase 2 Online Survey “Is the Website Meeting Your Needs” Answers provided between March 22nd to April 21st, 2011

Total Number of Opens: 131

Note: Not all respondents answered all questions. The response numbers ranged from 52 to 131.

1. Would you like to join the email list so that you can stay informed about the budget engagement project?

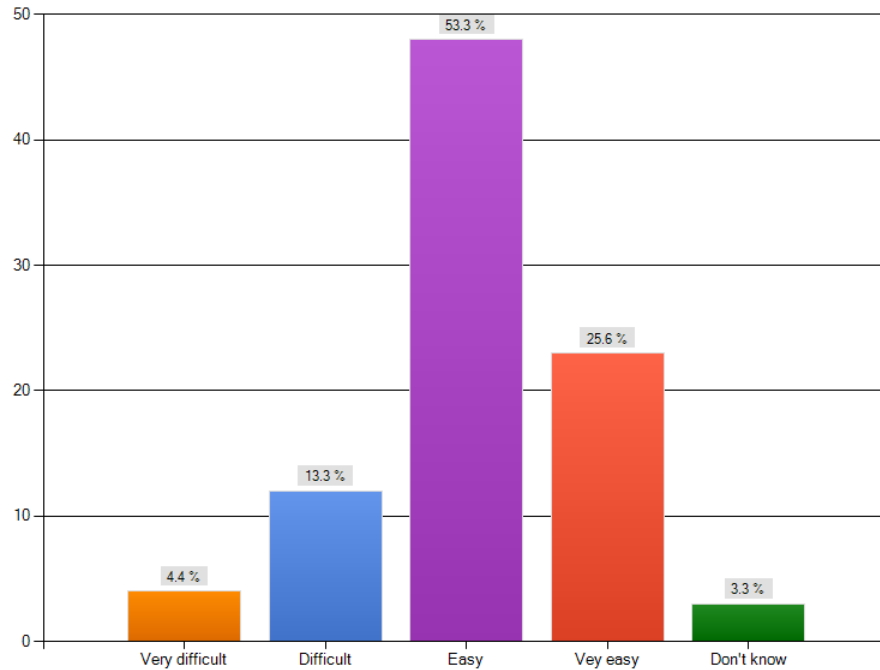
(131 respondents, required response to proceed)

Yes 56

56 participants provided their emails

No 75

2. How easy as it for you to find the project website? www.calgary.ca/ourfuture



Is there a way this could be easier?

Links from Calgary.ca website. I had to search and search again.

List as ad on to city website.

Highly visible link off Calgary homepage.

Have more clear links to survey.

Highlight in separate box on City webpage.

The link should include the word 'budget'.

More direct links.

Advertise it!!

I think many seniors would be unable to use this.

Searching google, website wasn't one of the hits.

3. Was the site easy to navigate and do the materials load quickly without broken links?

	Very Good	Good	Needs work	Much work needed	Unsure
Site loaded Quickly	39.8% (35)	52.3% (46)	3.4% (3)	0.0% (0)	4.5% (4)
Helpful navigation tabs	13.8% (12)	54.0% (47)	20.7% (18)	4.6% (4)	6.9% (6)
Easy to navigate	12.6% (11)	50.6% (44)	24.1% (21)	5.7% (5)	6.9% (6)
Landing page informative	14.1% (12)	49.4% (42)	20.0% (17)	5.9% (5)	10.6% (9)
Links work	30.7% (27)	55.7% (49)	3.4% (3)	2.3% (2)	8.0%(7)

Do you have a suggestion for a change you would like to see?

An online survey on the budget, tabulated results and actions that will be taken because of the survey.

Links to items reported in the news, for example, properties for sale was commented on in today's Herald - where are the properties on this site.

KISS principal - major issues, questionnaires and surveys all should be on first page.

I was looking for the link to the survey and it was the same size as everything else on the page - bigger and easier to find please!

More basic but still informative layout.

Very confused about where I should go to fill in online citizen guide.

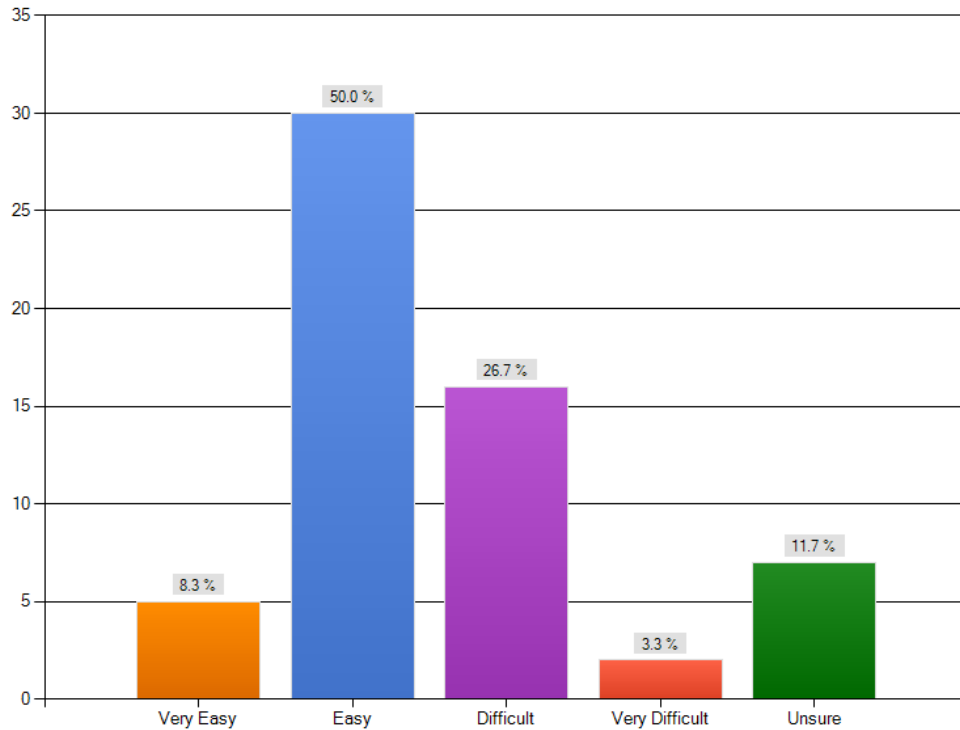
Too much clutter - you need to be much more concise with your information - walls of text are tedious to read - SIMPLIFY!

It seems like I can have a say, but there is too much text and its not clear enough what you are suppose to do in what order.

Think of people's time, make it simple and easy.

Notes on how to host discussion, more clarity employee vs citizen.

4. The website provides a range of information, from when the next events are happening to outlining the process and how you can be involved. Can you find the information you need on the website?



How could we make it easier?

Get rid of social media...just want a website with info.

It's good.

Higher profile on web site.

There was too much info on one page - spread it out more over a few pages.

Hard to find links to the topic.

Why would I go one place over any other, what is the difference, it reads like a big jumble of things, not like some kind of planned and purposeful attempt to gather input, the right hand green box is particularly unhelpful.

5. The website has a number of pages and a blog feature. How well does it support your information needs?

	Very Good	Good	Not so much	Not very well	Unsure
Information is where I expect	15.5% (9)	39.7% (23)	32.8% (19)	5.2% (3)	6.9% (4)
Site is well labeled	10.7% (6)	51.8% (29)	19.6% (11)	8.9% (5)	8.9% (5)
Information is well labeled	14.0% (8)	47.4% (27)	26.3% (15)	5.3% (3)	7.0% (4)
There is enough info to support my needs	14.3% (8)	39.3% (22)	30.4% (17)	5.4% (3)	10.7% (6)
Language and tone	19.3% (11)	54.4% (31)	15.8% (9)	3.5% (2)	7.0% (4)
Materials help me to participate	19.3% (11)	40.4% (23)	14.0% (8)	14.0% (8)	12.3% (7)

6. There is a blog feature on this site.

	Yes	No
Have you visited the blog?	35.1% (20)	64.9% (37)
Is it engaging?	28.6% (10)	71.4% (25)
Will you visit the blog in the future?	41.7% (20)	58.3% (28)
Do you usually read blogs?	37.3% (19)	62.7% (32)

How could we improve the Blog page?

I don't care what people are blogging. I want information.

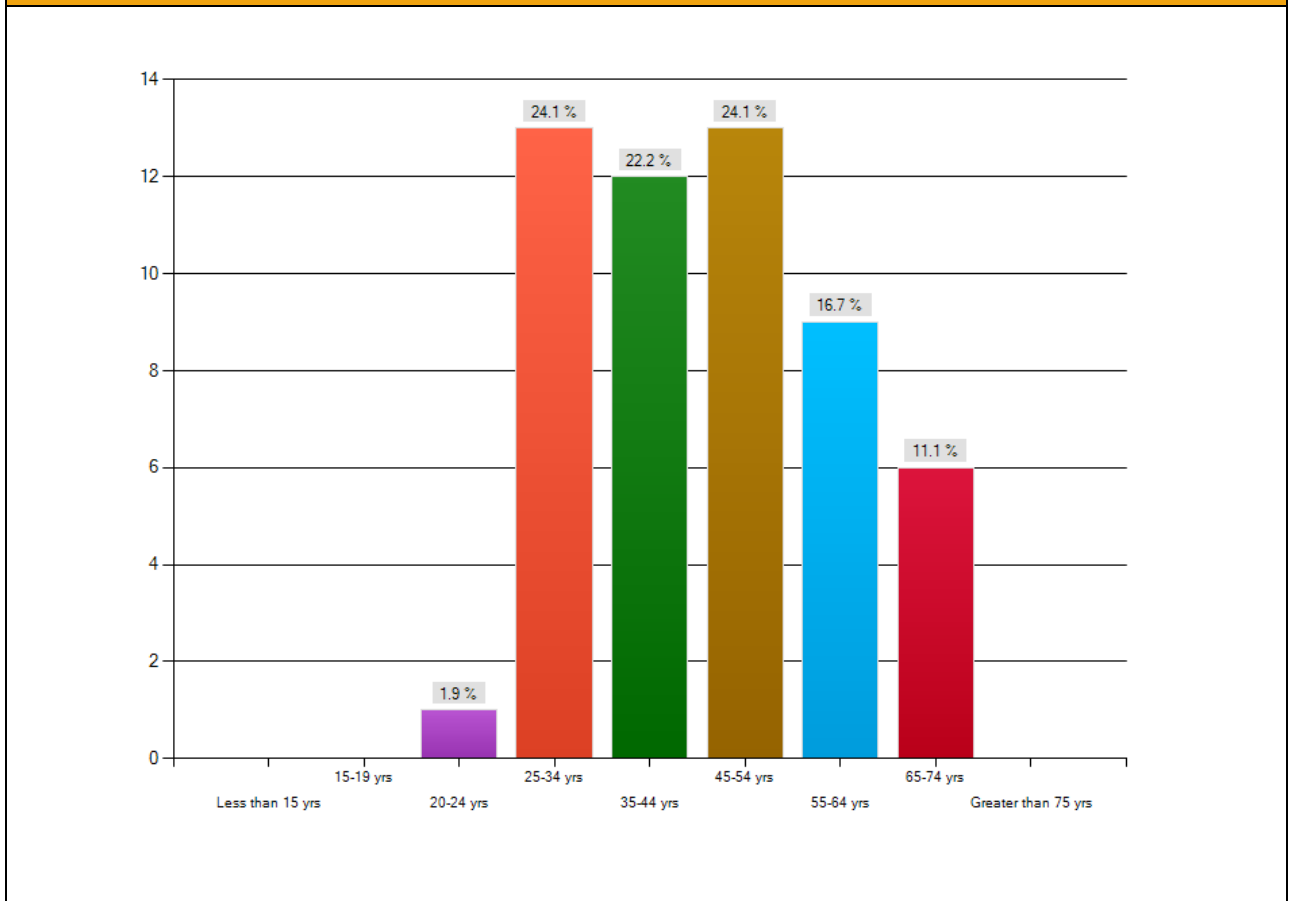
The site is fine to navigate, but the survey to provide feedback is extremely manipulative. "Which is more important to you" of 2 totally unrelated ideas. How do you know either are important to the respondent? The options for providing feedback on spending priorities should be more open. Where can I say spend within your means for the love of God and keep the tax rate as low as possible. The arrogance of some council members in spending taxpayer's money for their pet projects is astounding.

This survey is getting somewhat confusing. Budget info vs web site layout - which is it?

7. Please tell us your Postal Code. This is the only information we ask for.

3 T1Y	1 T2K	4 T2T	1 T3B
1 T2A	1 T2L	2 T2V	1 T3C
1 T2C	3 T2M	1 T2W	5 T3E
2 T2E	3 T2N	1 T2X	3 T3G
1 T2G	5 T2P	4 T2Y	1 T3H
2 T2J	2 T2S	4 T2Z	5 T3K
		2 T3A	1 ZZZ

8. What age group best describes you?

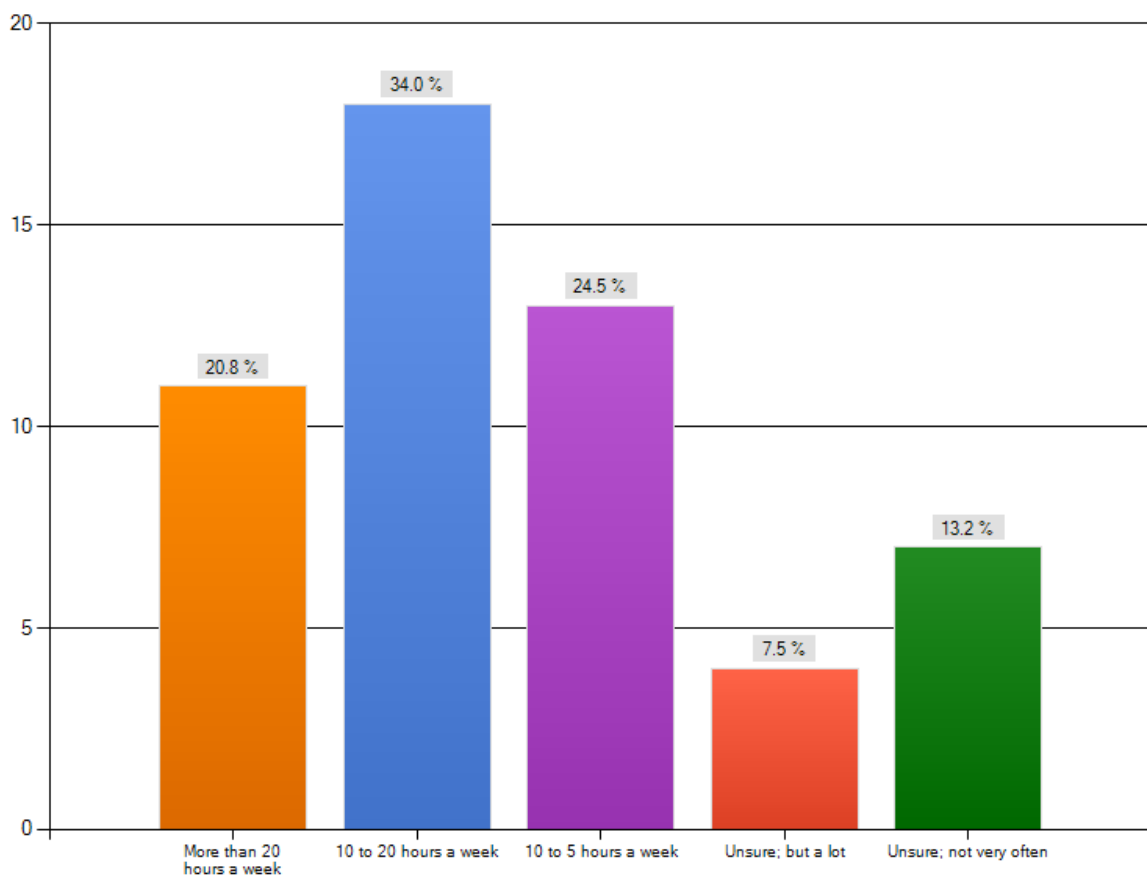


9. What is your gender?

Female 27

Male 25

10. How much time do you spend surfing the web (being online) a week?



11. Tell us a little bit about your familiarity with technology.

	Yes	No	Unsure
I use social media	66.0% (35)	32.1% (17)	1.9% (1)
I write a blog	18.9% (10)	79.2% (42)	1.9% (1)
I read blogs and comment	42.3% (22)	57.7% (30)	0.0% (0)
I am part of an online community	58.5% (31)	39.6% (21)	1.9% (1)
I use my smart phone to go online	48.1% (25)	51.9% (27)	0.0% (0)
I run/support websites	32.7% (17)	63.5% (33)	3.8% (2)