

Results of the oxfam.ca 2006 Web Survey

Survey Announced: May 4, 2006

Results As Of: May 20, 2006

No. of Respondents: 274 (survey sent to 3200 Oxnet e-community subscribers)

Note: For most questions, the first bullet summarizes the results and remaining bullets provide analysis.

A. Demographics

1. How active are you with Oxfam Canada?

- Just under half are members and half are volunteers. A third are donors. 3% are staff.

2. Where do you live?

- 47% are in Ontario, 21% are in BC, and the other provinces have 6% or less each. Three percent are out-of-country.

3. Gender

- Two thirds are female, one third is male.

4. How old are you?

- A third are 20-30, the remaining two thirds are evenly spread among other ages.

5. What kind of connection do you usually use to access the internet?

- 84% have high speed access (and 10% don't know, so it may be more than 84%)
- This tells us that the vast majority of our readers will have no trouble with high resolution graphics, video, and downloads.

B. A Few Things About You and www.oxfam.ca

6. Is it easy to find the information you are looking for on Oxfam Canada's website?

- 60% said somewhat easy, and 23% said very easy. Only 8% said 'difficult', and the rest just haven't used the site much.
- From this, we can conclude that the current site has been quite accessible.
- Comment: *"I think the information on the website is easy to access. I do however often wish there was more information on the website, links to publications, news updates more often, more actions Canadians can take. I quite like the layout of Oxfam International and Oxfam UK. Oxnet to me is somewhat confusing. It seems like a great tool but could use a different format".*

7. How important are different kinds of information or sections of our current website to you?

- Only "Information about job opportunities" had over 20% 'Not important', getting 34%. That's not what many people go to the site for.
- Three items got over 70% 'very important': Programs, Humanitarian Disasters, and Campaigns. Next came general Oxfam info and Volunteering, each getting 55% 'very important'. Donations/fundraising and publications/educational resources had 81% and 91% respectively when we total 'very important' and 'somewhat important'.

8. Are there other kinds of information that are very important to you?

- 83 respondents replied, mostly identifying subsets of the categories in question 7.
- Some that stand out or occurred more than once:
 - links to other development sites
 - calendar of local events across the country
 - first-hand accounts/blogs from overseas
 - where to purchase fair trade and/or Oxfam products

9. Which of the following features would you personally use or be interested in seeing on a redesigned Oxfam Canada website?

- All seven features got at least 25% 'yes', with the top 3 getting about 50% each: video stories, features for specific groups, and Oxfam merchandise. So I'd recommend we consider all seven, especially those top 3.
- 30 respondents made suggestions. Notables include:
 - success stories, and reports on campaign outcomes
 - child-friendly material
 - discussion forums

C: Oxnet.org (Oxfam Canada's interactive site for volunteers and members)

10. Are you currently a registered Oxnet user?

- A third = yes, two thirds = no. (Note: many Oxnet users are readers only, for which you don't need to register).

11. If you have visited Oxnet.org, what information on the site and/or site features have you found most useful and interesting?

- There were 44 responses. Notables include:
 - calendar of local events (8 responses)
 - educational resources/activities (6 responses)
 - volunteer postings (5 responses)

12. If you want to make a few comments about the information on Oxnet, list your points here.

- 28 responses. Notables include:
 - boring; clunky; full of bugs; difficult to access; not user friendly; dead ends (6 responses)
 - good; excellent; thanks (3 responses)
 - should be merged with Oxfam.ca (2 responses)
 - outdated info; underused; needs more promoting/awareness (4)

13. If you are a visitor to oxnet.org, how easy it is to find the information you are trying to find?

- Only 9% said very easy, and 70% said somewhat easy. 21% said difficult.

14. If you actively use Oxnet.org features such as discussion boards, calendars or you create content for the site, how easy or difficult do you find the current Oxnet system to use?

- 27 responses. Notables include:
 - difficult (3 responses)
 - easy (10 responses)
 - needs more updating/responses
 - some prefer list-serves that send email to your own email tool (e.g., yahoogroups)

D. Building a new home for Oxfam Canada's online community

15. Rate the following features according to how likely you personally would be to use them in a redesigned Oxfam Canada website.

- The top 3 for 'very likely' are local event calendars, customized event alerts based on your interests, and web portals for local volunteers.
- The top 4 for 'not likely' are chat rooms (76%), personalized user profiles and 'my page' spaces, interactive discussion forums, and online (secure) updating to personal donor and member profiles.

16. If you have the time, we would like to know if there are websites you especially like because of the way they display content, the way they function or because of a special feature you think is great.

- 48 responses. Only two sites had three recommendations: the BBC and Oxfam GB's Cool Planet for kids; only two others had two recommendations: the CBC and makepovertyhistory.org.
 - Several responses indicated that what they liked in the other sites were the visual appeal (graphics, photos, animation, brighter colors).
 - A few indicated that what they liked in the other sites was easy access to interesting info.