

LikeTheDew.com - Site Questionnaire
Final Report - 10/29/09 - 102 Surveys

Q1A Rate your overall experience with LikeTheDew.com:

Excellent	69.7%
Good	27.3%
OK	2.0%
Lousy	1.0%
Failing	0.0%

Rank our story categories based on your interest:

Q2A Talk of the South	Favorite	55.6%	Q2H Shared	Favorite	13.2%
	Good	35.4%		Good	49.5%
	Sometimes	0.0%		Sometimes	29.7%
	No Interest	0.0%		No Interest	6.6%
	Drop It	0.0%		Drop It	1.1%

Q2B Politics	Favorite	29.3%	Q2I Dew Reviews	Favorite	16.3%
	Good	48.5%		Good	47.8%
	Sometimes	18.2%		Sometimes	31.5%
	No Interest	3.0%		No Interest	0.0%
	Drop It	1.0%		Drop It	1.1%

Q2C Arts	Favorite	21.6%	Q2J Dewings	Favorite	6.7%
	Good	50.5%		Good	48.3%
	Sometimes	27.8%		Sometimes	36.0%
	No Interest	0.0%		No Interest	7.9%
	Drop It	0.0%		Drop It	1.1%

Q2D Food Drink	Favorite	25.5%	Q2K Videos	Favorite	6.5%
	Good	42.6%		Good	26.1%
	Sometimes	29.8%		Sometimes	36.0%
	No Interest	2.1%		No Interest	7.9%
	Drop It	0.0%		Drop It	1.1%

Q2E Play	Favorite	10.6%	Q2M News & Opinion Feeds	Favorite	30.1%
	Good	39.4%		Good	45.2%
	Sometimes	45.7%		Sometimes	21.5%
	No Interest	3.2%		No Interest	2.2%
	Drop It	1.1%		Drop It	1.1%

Q2F Portraits	Favorite	31.6%	Q2L Recommended Reading	Favorite	25.8%
	Good	44.2%		Good	43.0%
	Sometimes	20.0%		Sometimes	25.8%
	No Interest	4.2%		No Interest	4.3%
	Drop It	0.0%		Drop It	1.1%

Q2G Scenes	Favorite	31.2%
	Good	40.9%
	Sometimes	24.7%
	No Interest	2.2%
	Drop It	1.1%

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What do you think about the LikeTheDew.com web site?

Q3A Overall design?	Excellent 56.4%	Confusing 1.1%
	Good 36.2%	Hate It 0.0%
	OK 6.4%	
Q3B Is it easy to find your way around?	Excellent 48.9%	Confusing 1.1%
	Good 37.8%	Hate It 0.0%
	OK 12.2%	
Q3C Is the type size too big?	Just Right 81.7%	
	OK 17.2%	
	Yes 0.0%	
Q3D Page loading speed?	Excellent 38.5%	Slow 7.7%
	Good 38.5%	Painfully Slow 3.3%
Q3E Ease of registration or login?	Excellent 48.9%	Confusing 0.0%
	Good 34.8%	Never Used It 2.2%
	OK 14.1%	
Q3F Videos on the site?	Excellent 17.8%	Confusing 0.0%
	Good 28.9%	Never Play 32.2%
	OK 18.9%	

Finding, sharing and participating:

Q4A How did you find us?	Search 6.9%	LinkedIn 1.0%
	Friend 62.4%	Site Link 2.0%
	Family 4.0%	Other 1.0%
	Dewsletter 6.9%	Beats Me 10.9%
	Facebook 5.0%	
Q4B Have you shared the Dew with a friend or colleague?	Yes 93.1%	No 6.9%
Q4C If Yes, did you use our sharing buttons?	Yes 39.4%	No 60.6%
Q4D Have you posted a comment on a story at the Dew?	Yes 63.3%	No 36.7%
Q4E Have you commented on a story at another site?	Yes 51.5%	No 48.5%
Q4F Have you submitted a story to LikeTheDew.com?	Yes 37.4%	No 53.5%
	Didn't Know I Could 9.1%	
Q4G Have you submitted a story to another site?	Yes 24.2%	No 75.8%

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Q4H Are you active with any of these sites?

Facebook	67.7%	Flixster	1.0%
My Space	7.1%	Yelp	1.0%
LinkedIn	29.3%	MyHeritage	0.0%
Twitter	12.1%	OneClimate	0.0%
Digg	2.0%	Plaxo	2.0%
Yahoo Buzz	2.0%	Ryse	0.0%
StumbleUpon	2.0%	SocialVibe	0.0%
Live Spaces	1.0%	Tumblr	0.0%
Del.icio	0.0%	Vimeo	1.0%
Classmates	2.0%	YouTube	25.3%
Newsvine	1.0%	Vox	1.0%
Reddit	0.0%	Plurk	0.0%
Buzznet	0.0%	Shutterfly	7.1%
Flickr	5.1%	Blip	0.0%

Q4I How do you read the Dew?

Computer at Home	89.2%
Computer at Work	21.6%
Cell Phone	3.9%
Kindle	1.0%
RSS Reader	0.0%

Q4J How often do you read the Dew?

Once A Week	2.0%
2-3 Times A Week	35.6%
Everyday	56.4%
Once A Month	1.0%
Only When Certain People Write	0.0%
This Is My First Time	2.0%
Only Read The Dewsletter	2.0%

Q4K About how much time (minutes) do you spend on the Dew site when you visit?

Less Than 5	7.1%	10+	49.5%
5+	29.3%	20+	14.1%

What do you think about the Dewsletter?

Q5A Overall design?

Excellent	52.1%	Confusing	0.0%
Good	40.6%	Hate It	0.0%
OK	7.3%		

Q5B How often do you receive it?

Every Post	24.5%	Monthly	0.0%
Daily	60.8%	Don't Subscribe	5.9%
Weekly	0.0%		

Q5C Would you like the option to subscribe to only a specific category of stories or only stories by specific writers?

Yes	7.1%
No	37.8%
Not Important	55.1%

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About You:

Q6A Age?	Under 18	0.0%	35-49	14.9%
	18-24	0.0%	49-55	13.9%
	24-34	1.0%	55+	70.3%

Q6B Gender?	Male	45.1%	Female	54.9%
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Q6C Employment?	Student	1.0%	Self-Employed	27.7%
	Unemployed	5.9%	Retired	30.7%
	Employed	30.7%	Disbled	4.0%

Q6D Passions?	Reading	94.1%	Environment	27.5%
	Writing	57.8%	Community	29.4%
	Travel	51.0%	Religion	17.6%
	Food	56.9%	Shopping	11.8%
	Wine	26.5%	History	42.2%
	Sobriety	2.0%	Health/Exercise	29.4%
	Movies	34.3%	Education	15.7%
	Theater	21.6%	Sports	15.7%
	Music	39.2%	Pop Culture	22.5%
	Arts	47.1%	Television	22.5%
	Politics	51.0%	Family	30.4%
	Volunteerism/Cause	27.5%	Other	4.9%
	Beer	17.6%		

Q6E Do you consider yourself "Southern"?	Very	44.6%	Carpetbagging	4.0%
	Yes	31.7%	No	8.9%
	When It Suits	9.9%	Never	1.0%

Q6F Where are you politically?	Left	42.2%	Right	0.0%
	Left Leaning	21.6%	Non-Political	1.0%
	Moderate	19.6%	Apolitical	1.0%
	Right Leaning	2.9%	Not Into Labels	11.8%

Q6G Alternative political labels:	Democrat	51.0%	Green	11.8%
	Liberal	38.2%	Progressive	17.6%
	Neo-Liberal	1.0%	Populist	5.9%
	Ultra-Liberal	6.9%	Monarchist	0.0%
	Republican	2.9%	Capitalist	2.0%
	Reagan Republican	1.0%	Neo-Capitalist	0.0%
	Nixon Republican	0.0%	Anarchist	2.9%
	Neo-Conservative	0.0%	Communist	1.0%
	Conservative	1.0%	Socialist	3.9%
	Wingnut	0.0%	Facist	0.0%
	Independent	6.9%	Secessionist	1.0%
	Libertarian	3.9%	Other	2.0%
	Constitution	1.0%		

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Q6H Interested in writing?

Politics	27.5%	Arts	7.8%
Cause	10.8%	Southern Culture	33.3%
Food	13.7%	Books	17.6%
Travel	26.5%	Entertainment	5.9%
Business	4.9%	Obits	4.9%
Government	11.8%	Journalism	31.4%
News	11.8%	Humor	21.6%
Dining	4.9%	Satire	10.8%
Health	6.9%	Other	7.8%
Quirky Stuff	22.5%	No	26.5%

Q6I Interested in helping other ways?

Posting	16.7%	Mentoring	15.7%
Site Maintenance	4.9%	Promotions	2.0%
Social Marketing	10.8%	Accounting	1.0%
Research	10.8%	Legal	2.0%
Photography	0.0%	Advertising	2.0%
Video	12.7%	General Business	2.0%
Editing	15.7%	Sales	1.0%
Relationship Initiatives	4.9%	Other	2.0%
Writer Recruitment	11.8%	No	20.6%

Specifically for LikeTheDew.com writers:

Q7A How many stories do you plan to submit to the Dew this month?

1	70.3%
2-4	18.9%
5-10	8.1%
10+	0.0%

Q7B Would you like and participate in a private forum (online discussion) exclusive for writers?

Love The Idea	25.6%
Probably	39.5%
No	11.6%
Don't Know	23.3%

Q7C Would you like to receive story ideas?

Yes	73.2%
No	26.8%

Q7D Would you like telephone help in posting your stories directly on the site?

Yes	9.3%
No	51.2%
Don't Know	39.5%

Q7E Would you like your story pages to be customized for you?

My Own Local Ads	4.9%
My Own Google Ads	2.9%
Donation Button For Me	1.0%
Donation Button For My Causes	2.0%
My Own Amazon List	2.0%
My Favorite Links	2.9%
My Recommended Reading	5.9%
My Twitter Feed	0.0%
Automatically Post My Stories As My Tweets	2.9%

Q7G What's your motivation to write for the Dew?	Just A Hobby	3.9%
	It's Fun	11.8%
	To Be Heard & Make A Difference	13.7%
	Writing Is My Passion	19.6%
	To Be A Part Of This Community	19.6%
	To Entertain Others	8.8%
	To Give Publicity to An Even Or Cause	2.0%
	To Build A Following So I Can Make Money	5.9%
	To Share Information/Experiences	28.4%
	Cajoled Into It	2.9%

Q7H What should the Dew's business model be?

Keep It The Way It Is & Generate Money Only As Needed	80.0%
Go Non-Profit, Seek Grants & Contributions	93.3%
Operate As A Writer Co-op-Sell Ads & Sponsorships	93.3%
Raise Capital & Go For The Big Dough	46.7%
Merge With Other Sites	6.7%