# City of Austin Website Redesign
# Site Intercept Research Report &
# Customer Profiles Identification
# June 20, 2010

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# Executive Summary

## Introduction

The City of Austin's website, *Austin City Connection* (ACC), will be re-designed to provide current, accurate information and  easy, effective access to services. Prior to this major overhaul, the City of Austin partnered with SteelSMBology to conduct three phases of research. The overall objective of the research is to ensure the branding, content development, and navigation design of the new site is driven and substantiated by real data about end-users' needs, wants, and perspectives.

Phase I of the research consists of the results from a site intercept survey. The objectives of the site intercept are:

o   To identify the users visiting the website by purpose of visit.
o   To understand what kinds of people frequent the website.
o   To categorize website users into profiles that can then be used to direct the redesign.
o   Identify specific volunteers for the In-Depth Interviews (IDIs) for the Product Gap Analysis, that is, an analysis of hits and misses in website needs and satisfaction.

## Methodology

The Site-intercept survey was developed around two core concepts: purpose of visit, and role of website user. In addition the instrument incorporated Internet expertise and activities, as well as demographic and employment information about users. Using a layered invite pop-up methodology, the survey was served to every unique visitor from March 5 – 16, 2010. Responders to the invite were directed to the seven-minute survey in a separate web window, allowing them to simply close the survey window and continue with their site visit after completion of the survey. No incentive was offered.  A total of 1,228 site visitors responded, providing sufficient statistical power for analyses. The questionnaire can be found in the Appendix.  Note that the true population of users of the website is unknowable.  Rather, the results are based on the respondents to the "pop-up" survey.  This method of data collection has been shown to provide reasonable estimates on which meaningful action can be taken.

## Key Findings

The initial set of profiles focused on the role of the user while visiting the website.  From these roles four first-level profiles were developed:  Austin Residents, Austin Business, Government Employees, and Tourists.

Overview and First-Level Profiles
o   Residents are by far the largest group of site users (63%), followed by City and other government employees (8%), business users (6%), and tourists (4%).
o   Two of three users are women. Women are largely overrepresented among tourists. The two professional categories – Business and Government Employees – have a close to even split on gender.
o   Most users are reasonably adept with Internet technology, although tourists are somewhat less so, with 20% reporting themselves as novices, compared to 3-4% for the other groups.
o   The initial profiling of the respondents provided a logical clustering of four groups: Residents (71%), Business (7%), Government Employees (which includes City employees and a small number of non-

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City government employees) (17%), and Tourists (5%).
o    Residents use the site 1.5 times per week on average to explore educational resources, the library, to find family-related events, and to get information about City services and facilities. They use the website less frequently than the Government Employee and Business users.
o    Business users primarily visit to get information about the City government, boards and commissions (10% ), construction and development (20%), bidding opportunities (11%), and permits and licenses (7%).  They are the least satisfied users of the website.
o    Government Employees are the most frequent users of the website, with half visiting at least once per day. They use the website for almost every purpose except visitor information.
o    Tourists to Austin are most likely to be first-time users,  and obviously use the website to get information on things to do and how to get around. They are the most satisfied of the four user groups.

Second-Level Profiles
It was recognized that there were further distinctions among users; and so a second level of profiles emerged.  Residents are comprised of four second-level profiles:  Urban Tech-Savvy, Suburban Families, Older Urbanites, and Older Suburban/Rural.  Two second-level profiles exist for Businesses, based on frequency of visiting Austin City Connection:  Core Business and Occasional Business.
o    The Residents group was divided into four subgroups, or second-level profiles:  The Technological Savvy Urbanites (34%), Older Suburbanites/Rural (32%), Suburban Families (19%), and Older Urbanites (19%).
o    The Tech-Savvy Urbanites are younger, employed, and although they may be married, they don't have children. They mostly use the website to seek out information about entertainment.
o    The Older Suburban/Rural group tends to be on solid financial footing. Most from this group have children that are grown and out of the household. Thirty-four percent of this group are not married.
o    Suburban Families are homeowners, with children at home. They spend most visits to the site looking for information for their families and households specific to education, the library, and cultural activities.
o    Older Urbanites have the lowest per household income of these groups. They have no children at home and one in four is retired. They use the website to find information about benefits and city services.
o    The Business segment was divided into two subgroups: one for the Core users (53%) and one for the Occasional users (47%).
     o    The Core users visited the website most frequently (at least once per week) and were most focused on looking for information about construction, government information and boards, and permits. They consisted largely of real estate and construction industries.
     o    The Occasional users also had a sizable minority in real estate, but were scattered across other industries. Similarly, their reasons for visiting the website were also less focused. They visited the website less than once per week.

## Conclusions and Recommendations
Based on the analysis of the results found in the detailed findings, the following key conclusions and recommendations can be made:
o    Austin City Connection is a website that currently functions best for the Residents and Tourists. It works noticeably less well for those in the Business and Government Employee groups who use it for non-leisure purposes.
o    Women are overrepresented in this study. While women are more likely to answer surveys in

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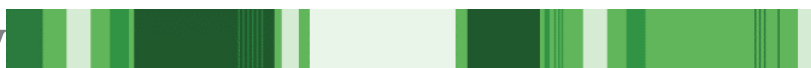
general, it can be concluded that women primarily handle the responsibilities of household management (requiring information about City services and facilities) and family activities (requiring information about cultural activities, education, and library use).

- City employees likely use the website as a common tool and resource for carrying out the tasks of their jobs.
- Improving the access to content and increasing the amount of content available will likely increase use by those who use the site less frequently, as well as increase user satisfaction among those who use it more. For example:
    - Business users could be assisted in their search for information to help grow their businesses.
    - Those from the younger Tech-Savvy Urban group could have more access to information about entertainment that is relevant for the 'no children' households.
    - Younger persons between the ages of 16-24 were underrepresented in this study relative to Austin demographics. This suggests that their needs are not fulfilled by the current website and/or that they have no perceived reasons to visit the site.
    - Create a resource for social action, community capacity enhancement
    - Open-ended comments revealed that a number of people are looking for career development and opportunities. Content for this area would also be beneficial to individuals as well as for regional economic development.
    - Tourist/Visitor-related content should be presented in a straightforward manner because Tourists tend to be older and less experienced with the Internet.
- The low proportion of Hispanic users relative to Austin demographics suggests that a Spanish translation should be prioritized, especially for Residents.
- Providing content for those considering relocating to Austin in terms of finding jobs, schools, neighborhoods, and homes emerges as another possible direction of content development.
- Because the site is used as a tool by City employees, improvements to the website will likely produce government efficiencies.

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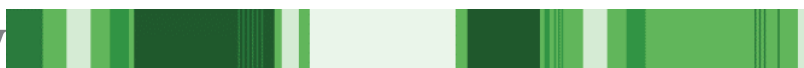
# Detailed Findings

The detailed findings of the site intercept data are presented in three parts so one can see the iterative process of uncovering increasingly insightful layers of the user profiles:

1.  Description of overall web users.
2.  Development of first-level profiles by role.
3.  Development of second-level profiles.
4.  Implications for the site redesign.

## Part 1: Description of Overall Web Users

The first noticeable result is that the majority of the users responding to this survey are residents (Figure 1). Because there are far more residents than businesses in a municipality, it is not surprising that the majority of the users are residents. The next largest user segment is City employees, at 13% of total users. This result suggests strong use by employees as they perform their job. Business users and Tourists are the next user groups in size, respectfully.

### Figure 1: User Role
Please select the answer that best completes the sentence, "I've come to the Austin City Connection website today as…."?
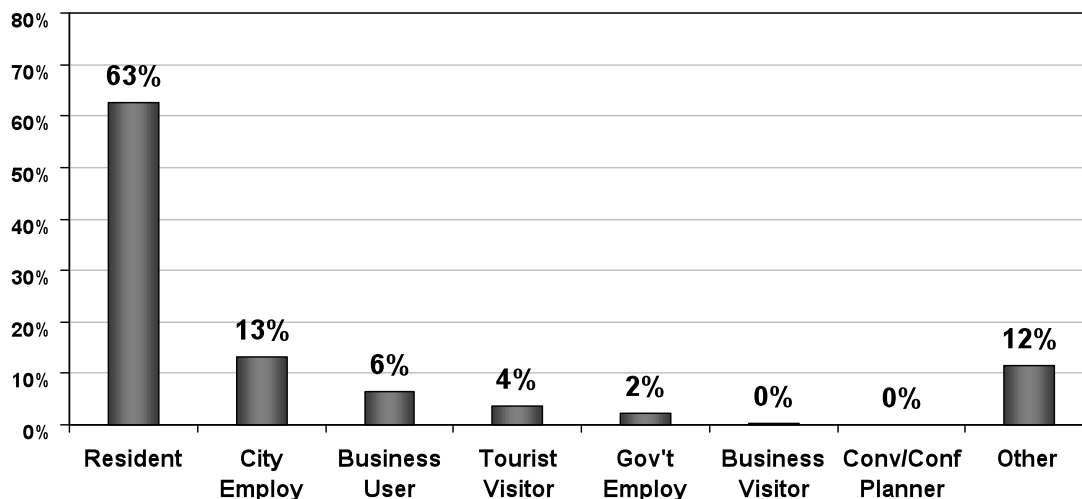


Nearly two-thirds of the respondents are women (Figure 2). This is to be expected because, in general, more women than men take surveys of any kind. It is also very likely – although we cannot know for certain given the unknowns of web intercept methodology – that simply more women than men visit the website. The majority (52%) of site users fall between the ages of 35-54 (Figure 3), where business, family, and tourist activities are all prominent. Compared to the age composition in Austin, it appears the City Connection site underrepresents the younger Austinite (16-34) and overrepresents the older Austinite (35+). The biggest gap in representation is in the 16-24 age range; 4% on the City Connection site compared to 16.7% in the Austin population.

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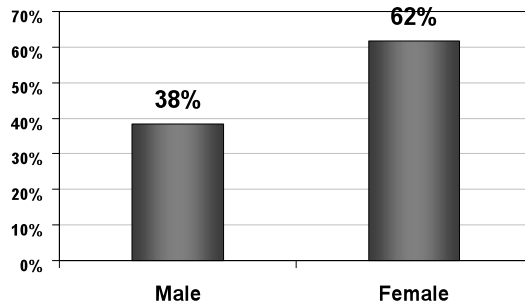**Figure 2: Gender Distribution of Website Users**



**Figure 3: Age Distribution of Website Users**
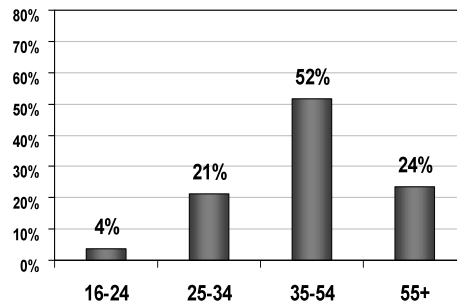


**Frequency of Visiting Austin City Connect**

Frequency of visits (Figure 4) is a key indicator of website use. Heavy users tend to be expert at Internet use and thus have more sophistication in taking advantage of website offers. As the most frequent users, they also represent an important group in terms of needing to satisfy their needs. Nearly half (47%) of all visitors visit at least weekly, and a quarter (22%) visit up to several times per month.

**Figure 4: Usage Frequency**
*How often do you visit the Austin City Connection website?*
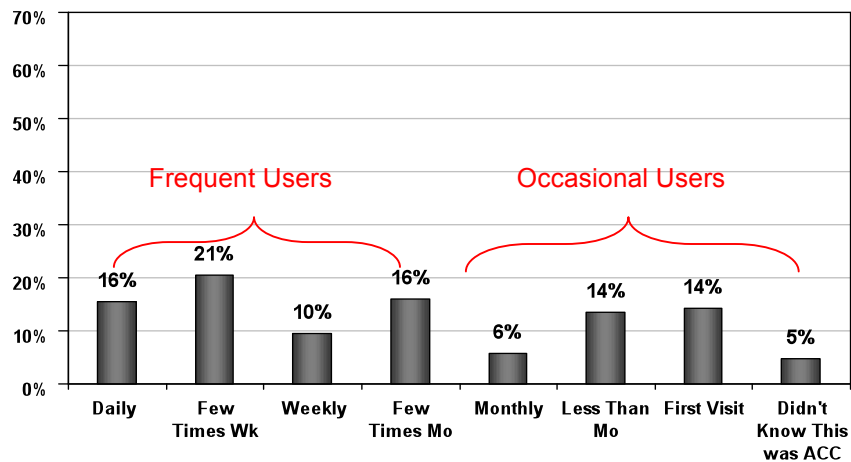


**Part 2: Development of the First-Level User Profiles**

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All of the self-identified groups were collapsed to form the first level of user profiles: Residents, Business, Government Employees, and Tourists. These group are distinguished in terms of purpose of visit and activities taken while on the website.  In this first section we present the aggregate sample description with commentary, and also this first order of profiles: the four user groups. In the next section we'll discuss the second layer of visitor profiles. Of the total 1,228 respondents, 1,087 or 89% fit into these four groups (Table 1).

**Table 1:  First-Level Four-Group Profiles**

| First-Level Profile Group | N | % of Defined |
|---|---|---|
| Residents | 769 | 71% |
| Business | 78 | 7% |
| City Employees | 189 | 17% |
| Tourists | 51 | 5% |
| **TOTAL** | **1,087** | **100%** |

Below are the summaries of the four first-level profile groups:

**Residents:**
Residents are those who indicated that they have 'come to the Austin City Connection website as an Austin resident user'.  Residents visit primarily to explore educational resources and the library. They also visit to find information on cultural and arts events, City services, and City facilities. Residents are the most satisfied with the current website, but opportunities exist for greater access using wireless applications of technology.

Supporting Resident User Data
o   Visit 1.5 times per week.
o   Among the most satisfied of all segments of users, with a  mean of 4.4 out of 5 and 30% being very satisfied.
o   65% are female (same as overall survey).
o   64% of residents own homes.

**Business:**
Respondents who indicated that they are 'coming to the website today as a Austin business user' comprise the business group.  Business users access the site to find out how to comply with City requirements, take advantage of City programs, and operate their business. Specific information sought is about legal issues, licenses, tax requirements, code regulations, bidding opportunities, and other City operations or news that may affect their business. It appears that often the Business users do not find what they need easily, due to the lowest satisfaction ratings than other segments.

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Supporting Business User Data
o   Visits 2.53 times per week.
o   Visit for information such as City Government/Boards and Commissions (10% of primary), construction or development (20%), bidding opportunities (11.5%), information regarding taxes, permits, and licenses (7%).
o   Second-to-least satisfied of all segments of users, with a mean of 3.6 out of 5 and 25.6% being very satisfied.
o   50% are female.
o   70% own homes.


**Government Employees:**
The Government employee segment is comprised of those indicating that they are using the website in the role of either Austin City government employee (86% of this group) or other government agency employee (14% of this group).  Government employees apparently use the website daily as a resource for their job , given their distinctive usage patterns from the other website visitors.  They are on most frequently, and use nearly all of the content areas with the exception of tourist activities.  This group is also the least satisfied and has perhaps the most to gain from a redesigned site.


Supporting Government Employee User Data
o   Visits 5.09 times per week on average.
o   56% visit once or more per day.
o    Use the website as a tool, and use every purpose except tourist information.
o   The average of business purposes selected for regular website use is 7.5 (including 'both business and personal').  The Government Employees select more 'business only' reasons on average than do the business segments, that is, 3.4 reasons compared to 3.2.
o   Seek information about jobs.  This is  one of their primary purposes (12.7%), and likely reflects interest in benefits available to them as employees.
o   Least satisfied of all the segments of users, with a mean of 3.5 out of 5 and 24.9% being very satisfied
o   55% are female.
o   72% own homes.


**Tourists:**
Tourists include both leisure and business visitors to Austin.  Tourists have very focused and limited reasons to use the site. For the most part, this group needs information about travel and things to do when visiting. This segment wants easy access to their information since what they are looking for has such a narrow focus. Their goal is to figure out how and why to visit the City of Austin.


Supporting Tourist User Data
o   50%  of tourists that completed the survey were coming to the site for the first time.
o   Most satisfied of all user groups, with a  mean of 4.2 out of 5 and 35.3% being very satisfied.
o   69% are female.
o   11% checked 'other' in the home ownership category, suggesting students living at home.

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**First-Level User Profile Demographics**

Residential users and tourists were the two groups most dominated by women: it is very likely that women, who handle more household decisions and child-care activities – are indeed more likely to visit the website in both groups (see Figure 5).

**Figure 5: First-Level Profiles - Gender**
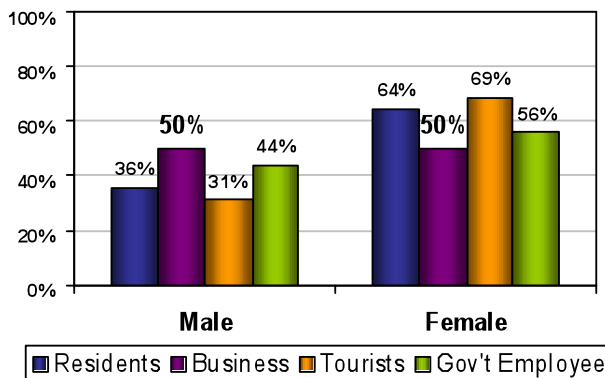


The user category most prominent in the 16-24 year old age range is tourists to Austin, indicating the possibility of young people exploring the City's website and Austin. Most users in all categories are in the prime years of careers and family life (Figure 6).

**Figure 6: First-Level Profiles - Age**
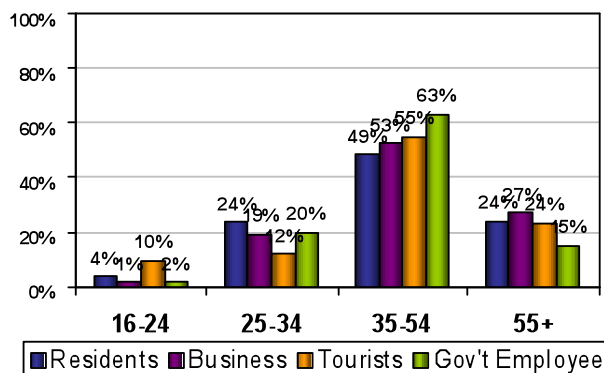


**First-Level Profile Visiting Frequency to Austin City Connection**

The most frequent users are the Government employees (Figure 7, below), indicating that they are using the website as part of their work process, as discussed above. The majority (85%) of this group are Austin City employees. In contrast, by far the most 'first timers' are tourists to the city. Forty percent of Residents visit at least weekly, and in the Business group, nearly 2 of 3 of them visit at least weekly, making them the second-most frequent user group, again, suggesting that they use it for work. A picture emerges: the residents outnumber all other user groups.

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**Figure 7: User Frequency by User Group**
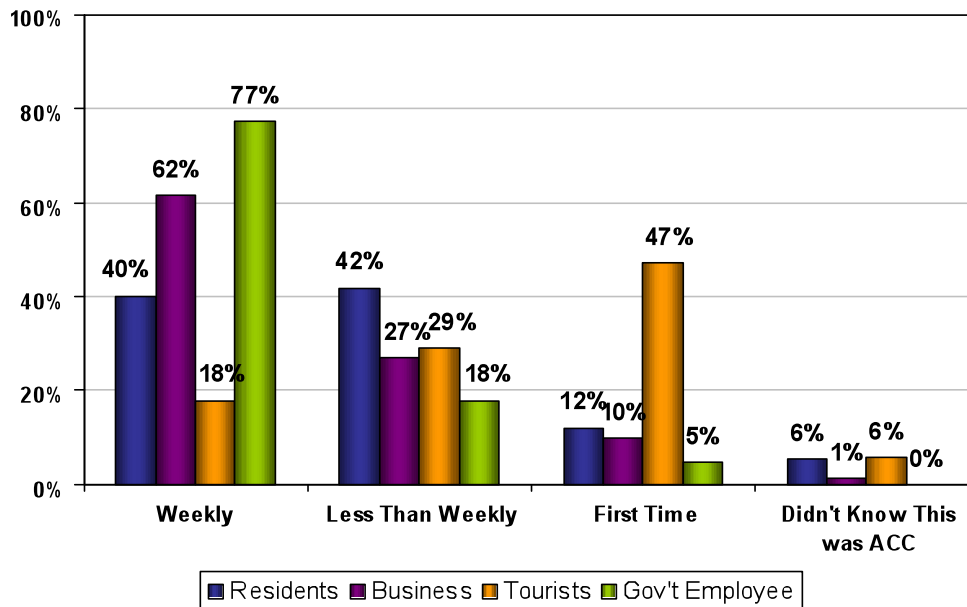


**Reasons for Visiting Austin City Connection**

Because the role of visitors to the website determined the first-level profiles, it is therefore likely that reasons for visiting correlate with that role. Reasons for visiting (Figure 8) were many but the most common overall were seeking information about education and the library (26%), city services (9%) and job benefits or searches (8%), followed by City News, information about construction and development

**Figure 8: Primary Reasons Users Visit the Site**
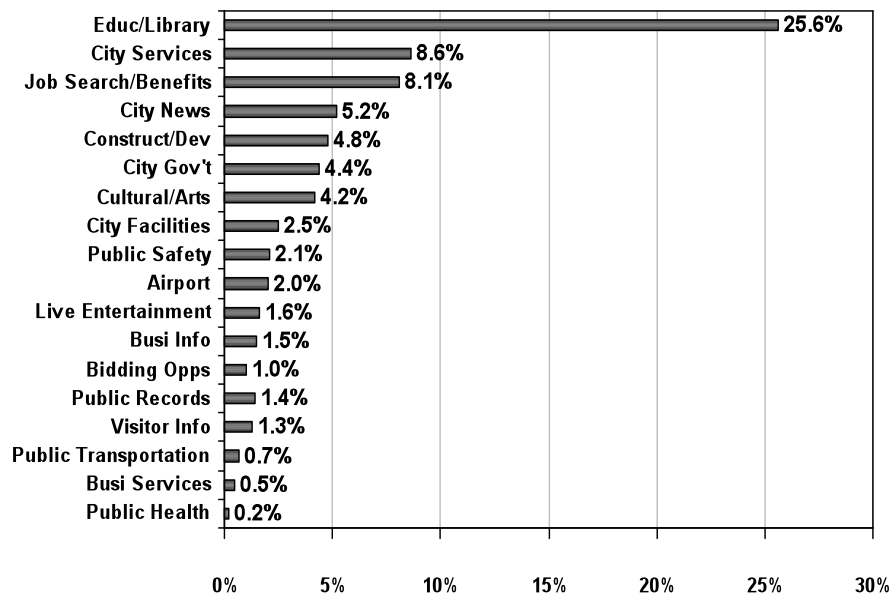
and cultural arts (each at about 4%).

Figure 8 reports the *primary* reason for visiting, but respondents were also asked what *other* purposes exist for their visits to the website in order to capture the scope of interests held by those users. For that reason, we include total site users reported in Figure 9. The same order of frequency appears as in Figure 8, but now the extent of user interests is apparent. For the total sample, over half seek out information about schools and libraries, city services, culture and arts and city facilities. Over one-third look for information about news, entertainment, job search and benefits, government, publ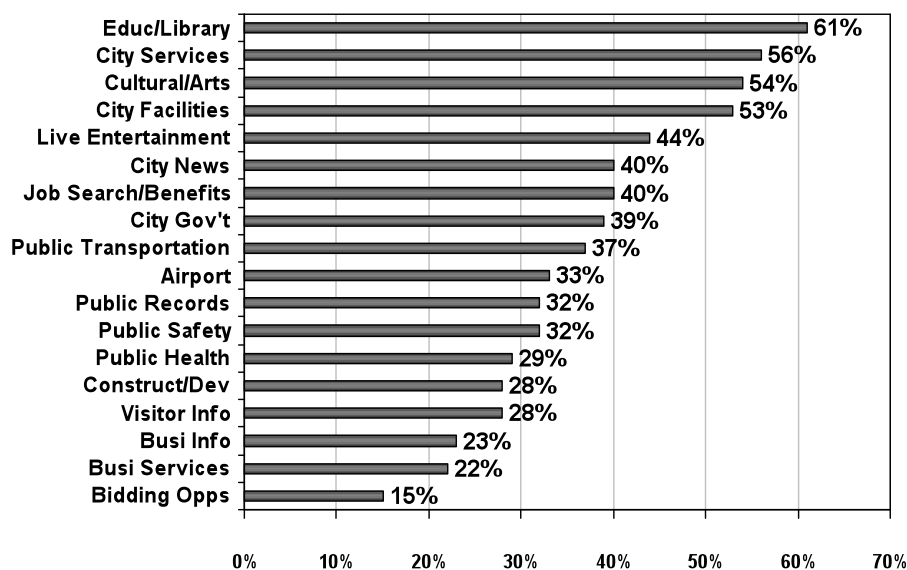ic transportation and the airport. These areas are core to residents. Further, the least common areas reported – business information, business services, and bidding opportunities – are reported by fewer than one in four users. However, these business-related website destinations are frequented by business users.
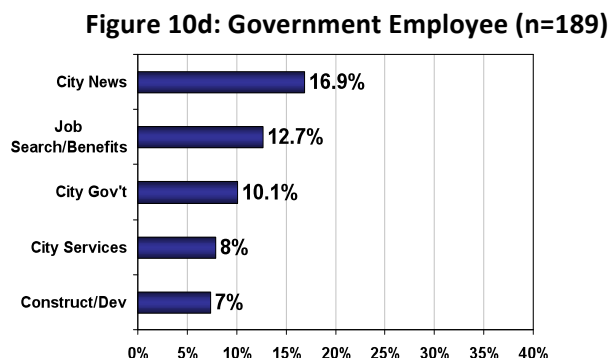
**Figure 9: Total Site Uses Reported**

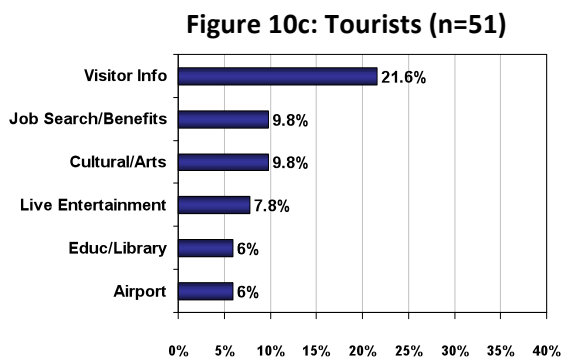| Category | Percentage |
|---|---|
| Educ/Library | 61% |
| City Services | 56% |
| Cultural/Arts | 54% |
| City Facilities | 53% |
| Live Entertainment | 44% |
| City News | 40% |
| Job Search/Benefits | 40% |
| City Gov't | 39% |
| Public Transportation | 37% |
| Airport | 33% |
| Public Records | 32% |
| Public Safety | 32% |
| Public Health | 29% |
| Construct/Dev | 28% |
| Visitor Info | 28% |
| Busi Info | 23% |
| Busi Services | 22% |
| Bidding Opps | 15% |

**Reason for Visit by User Group**

In order to see what is most important to each profile, it will be necessary to separate out site visit reasons by profile. The purposes of the visit and content area visited were indeed distinctive (see Figures 10a-10d, below). Residents sought information about libraries, schools, city services, job searches and cultural arts. In other words, these are kinds of activities related to living and learning. Business users, in contrast and as to be expected, looked for information about construction and development, real estate, city information regarding boards, business licenses, permits, and city facilities. Tourists sought out information about lodging, dining, visitors bureau, culture and entertainment, airport, and libraries. Nearly 10% reported interest in jobs.

One of the particularly interesting usage patterns is for Government Employees. They utilize the website frequently for information about city news, benefits, government operations, city services and construction/ development. We conclude that employees use the website as a tool in order to do their work. Given that, it is important that the website function well for them in order to be the most effective with their time and thus cost-effective with the City budget.

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**Figure 10: Reason for Site Visit by First-level Profile**

**Figure 10a: Resident (n=769)**

| | |
|---|---|
| Educ/Library | 37.2% |
| City Services | 11.2% |
| Job Search | 6% |
| Cultural/Arts | 4.7% |
| City News | 3% |

0%   5%  10%  15%  20%  25%  30%  35%  40%

**Figure 10b: Business User (n=78)**

| | |
|---|---|
| Construct/Dev | 28.2% |
| Bidding Opps | 11.5% |
| City Gov't | 10.3% |
| Busi Info | 6% |
| City Facilities | 5% |

0%   5%  10%  15%  20%  25%  30%  35%  40%

**Figure 10c: Tourists (n=51)**

| | |
|---|---|
| Visitor Info | 21.6% |
| Job Search/Benefits | 9.8% |
| Cultural/Arts | 9.8% |
| Live Entertainment | 7.8% |
| Educ/Library | 6% |
| Airport | 6% |

0%   5%  10%  15%  20%  25%  30%  35%  40%

**Figure 10d: Government Employee (n=189)**

| | |
|---|---|
| City News | 16.9% |
| Job Search/Benefits | 12.7% |
| City Gov't | 10.1% |
| City Services | 8% |
| Construct/Dev | 7% |

0%   5%  10%  15%  20%  25%  30%  35%  40%

**Satisfaction with Website**

The need to redesign the website motivated this study, so it is not surprising that 13% of respondents are less than satisfied, (Figure 11) with 62% rating their satisfaction as "satisfied" and "very satisfied." Ideally in a five-point scale, 60% and above should be in the very satisfied category, so this proportion is low.  Residents are the most pleased (Figure 12), and indeed, the least satisfied groups are those who use it for professional reasons: the business users and the government employees. Many Tourists, not surprisingly, do not have enough experience to rate the site.

**Figure 11: Total Sample Website Satisfaction**
Overall, how satisfied or dissatisfied are you with the Austin City Connection website?

| | |
|---|---|
| Top 2 Box | 62% |
| Neutral | 12% |
| Bottom 2 Box | 13% |
| Cannot Rate | 13% |
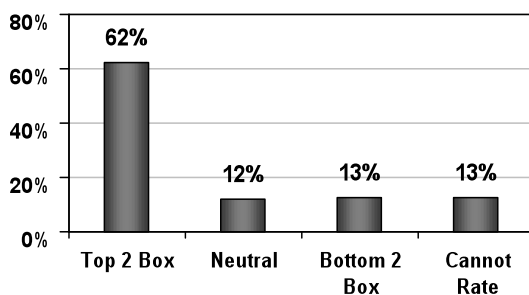
Note: "Top 2 Box" is the sum of those answering 'satisfied' and 'very satisfied'. 'Bottom 2 Box' is the sum of those answering 'not satisfied' and 'not at all satisfied.'

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**Figure 12: Website Satisfaction by Group**
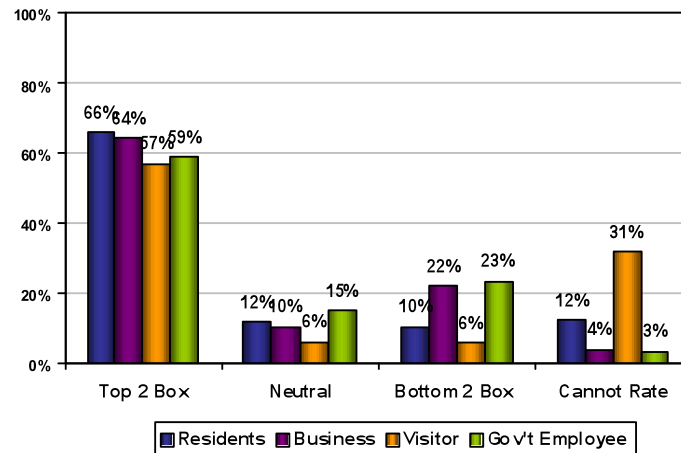


In order to gauge satisfaction, respondents were asked an open-ended question about what they liked and disliked about the Austin City Connection website. The Government and Business users once again were the least satisfied in terms of ease of use, and with the site being a good source of information (Figure 13). The most-pleased users were visitors, indicating that the site was a good source of information.

**Figure 13: Website Ratings**

What do you like about the Austin City Connection website?
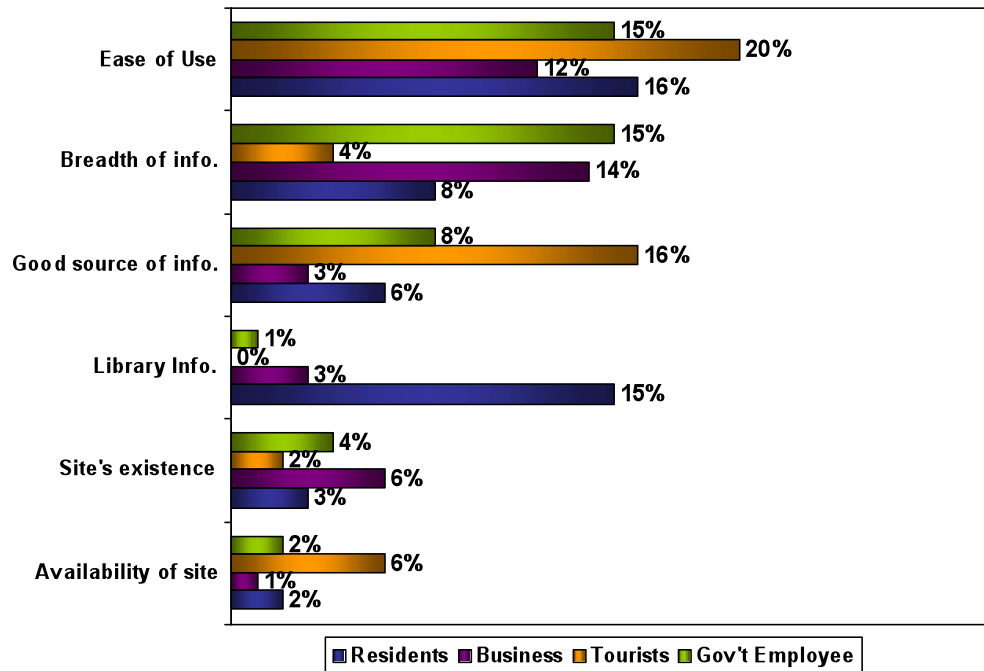
**Internet Expertise**

In 2010, visitors to websites are generally experienced enough to seek out information via the Web rather than calling or stopping by in person. Only 4% of the total users are novices (Figure 14), but that increases to 20% for the Tourist group (Figure 15). This is most likely because one in four of the Tourist group are older than 55 years of age. This group typically has disposable income that allows for travel and may be less likely to have been in environments during their lives where the Internet played a dominant role. While features may be added to the website for the younger Internet-knowledgeable users, there must also be sensitivity to those who are not advanced Internet users.

**Figure 14: Internet Expertise – All Respondents**
Please select the word that best describes your level of Internet expertise
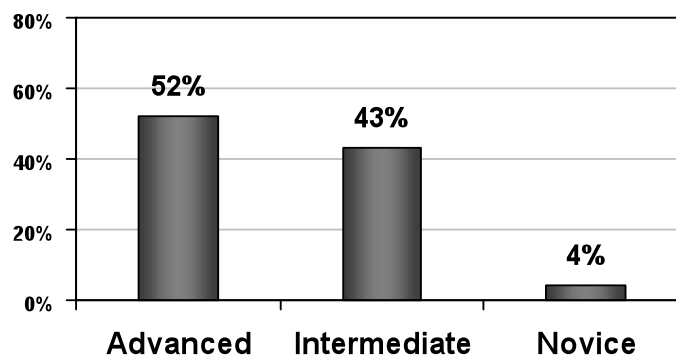


**Figure 15: Internet Expertise by User Group**
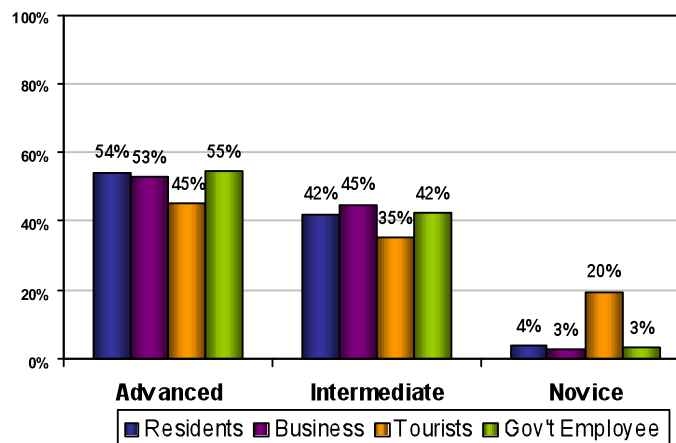


**Tech Use – Mobile Users**

Using one's mobile phone for the Internet is still a fairly new technology. Mobile use is more common among younger persons in these findings, as well as in the US as a whole. In this sample of website users, nearly half have never used their mobile phone for the Internet, and less than one-third  do so

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frequently (Figure 16). While there are few differences of mobile usage by user profile (Figure 17), there is a sub-segment of residential users that are wireless and technologically knowledgeable. This group will be addressed later in this report.

**Figure 16:  Internet Use on Mobile Device**

Do you use a mobile device to access the Internet?



**Figure 17:  Internet Use on Mobile Device by Profile**



**Figure 18:  Internet Use on Mobile Device by Age Group**

**Part 3: Digging Deeper: Developing Profiles Within Role**

The first level of profiles is logical and well supported by the data: each group has a certain role, and that role dictates the kind of content they seek. Yet, the nature of profiles is an iterative process of development, reflection, and refinement. For example, the evidence of a younger, urban, technologically savvy group among the residents required the distinguishi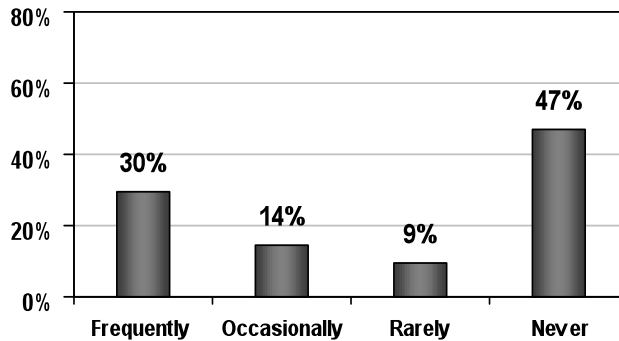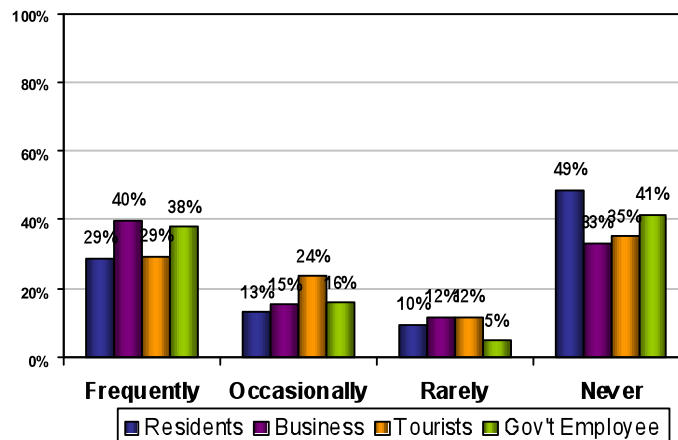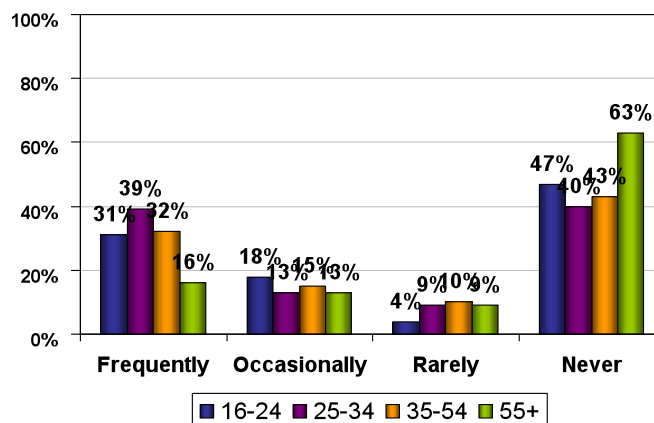ng of those members as a separate cluster. This then lead to looking at *other* clusters within the Residential group in terms of age, residence, and tech-savviness.

In addition, officials within the City of Austin have reason to believe that the sub-group of businesses involved in construction and development are more frequent and heavier users of the website than others in the Business group.

Accordingly, these sub-groups, or "clusters," were explored and second orders of groups derived. These clusters are summarized below.

**A. Residential Second-Level Profiles**

In this section we discuss the second-level residential profiles (see Figure 19), which we shall refer to as either clusters or sub-groups.

**Resident Cluster #1: Urban Tech Savvy**
These Residents are largely urbanites, single (49%) or married with no kids, and very net savvy. They are slightly more likely compared to other Residents to seek out live entertainment. As with all Resident clusters, 58% are 44 years old or younger, and, 11% are  students. All are experts in the Internet.

**Resident Cluster #2: Older Suburban Rural**
This cluster is generally on solid financial footing and on the way from actively working to vying retirement. Their use of online library and education resources is frequent but less than others in the Resident subgroup because their kids are largely grown, with just under half having kids in the household. The majority of this cluster are over 44 years of age and tend to live in suburbs or rural areas. This cluster is disproportionately female (expected given the older age), 34% are not married, 16% have an impairment, and 38% are interested in job opportunities.

**Resident Cluster #3: Suburban Families**
Users in this cluster are settled homeowners raising their children. They are financially strong and active in their careers. This cluster visits Austin City Connection for a wider variety of reasons and topics than others in the Residential group. Most are likely to seek out educational and library information online, particularly for kids' programs.  Many (27%) visit the site to access airport information. Those from this cluster are all Internet experts and use social networking applications. Fourteen percent are not married, but all have children.

**Resident Cluster #4: Older Urban**
Older urbanites comprise the residential segment struggling the most financially. They are Internet indermediates and use the site primarily to find out about City resources. Twenty-three percent are retired, 66% are 45 or older, 64% are not married, and no households have kids. This group is disproportionately female (expected given older age). Only 54% own homes, compared to 71% of the

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other older Resident cluster. Perhaps because they are the least financially stable, nearly one-third go to the website about job opportunities and benefits. Sixteen percent have an impairment, primarily with their vision.

**Figure 19:  Second-Level Residential Profiles**
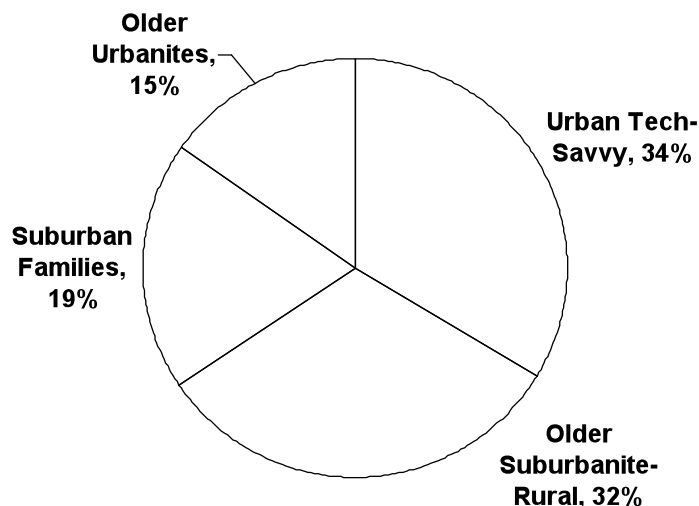


In addition to the four identified above, two other possible Resident clusters were suggested by the research:  Socially Conscious, Civically Minded and Hispanic Families. While these clusters cannot be statistically confirmed by the data, strong arguments can be made that these groups must be addressed in the redesign process.

**Suggested Residential Sub-cluster #1: Socially Conscious, Civically Minded**
This group is comprised of the "heavy users" of City government in general and of the website for government-specific news and information. They participate regularly in City legislative and advisory meetings and are very active in City programs and their neighborhoods.

**Suggested Residential Sub-cluster #2: Hispanic Families**
This group is made up of middle-aged adults (first or second generation immigrants) and their children. They are families with school age children. Most households are bilingual but mostly speak Spanish at home. This group was identified based on their absence in the current data as compared to the make-up of Austin demographically.

**Background on Residential Second-Level Profiles**

"Urban" versus "Suburban" implies lifestyles that help describe the kinds of personal or household needs one would have for the City of Austin website. These lifestyle characteristics include having children, disposable income, and a spouse, and owning a home. Those in this cluster need to know about City services (e.g., garbage collection), activities and education for children (e.g., libraries, zoos, schools), and issues concerning their investment in the community (e.g., City government decisions or City development that may impact them).

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Those in the Urban Tech-Savvy cluster have no kids, half are married, and half are homeowners (Figure 20). In contrast, the Older Urbanites also have no kids, but only one-third are married. Suburbanites are almost all married (88%), nearly 80% are homeowners, and half have children living at home. The Older Suburban Rural cluster is less likely to be married and have children at home compared to the Suburbanites. All four subgroups of users sought out information about activities and to some extent city services.

**Figure 20:  Characteristics of the Second-Level Residential Profiles - At Home**
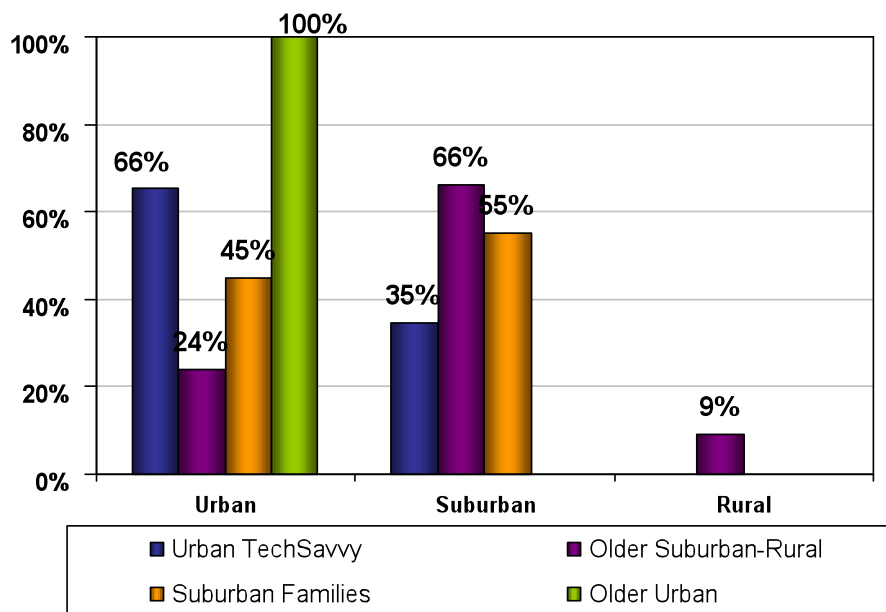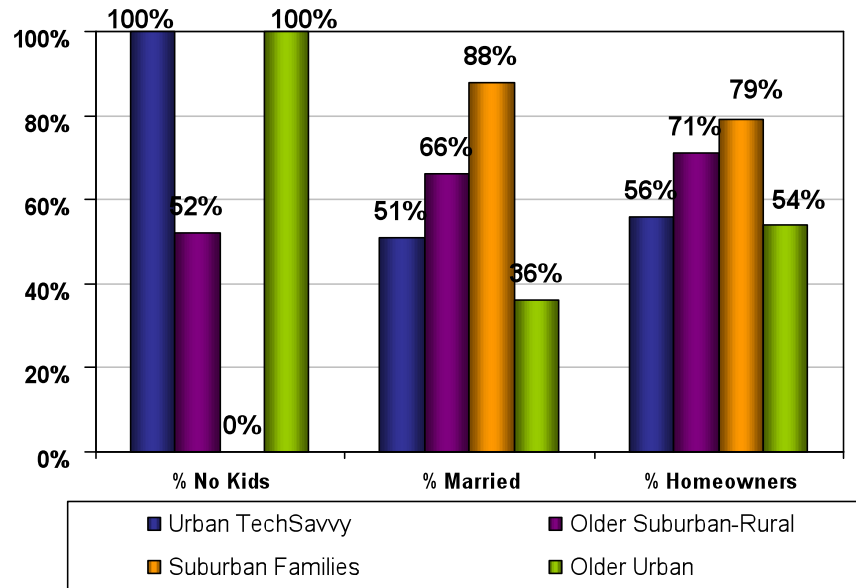
Not surprisingly, the Urban Tech Savvy users are young, while the Suburbanites tend to be middle-aged and the other two groups are older (Figure 21). The young Urbanites identify themselves as expert Internet users. Thirty-seven percent of these users are comfortable using their wireless phone for Internet access, compared to only 15% of the older Urbanites.

**Figure 21: Characteristics of the Residential Clusters:  Age**
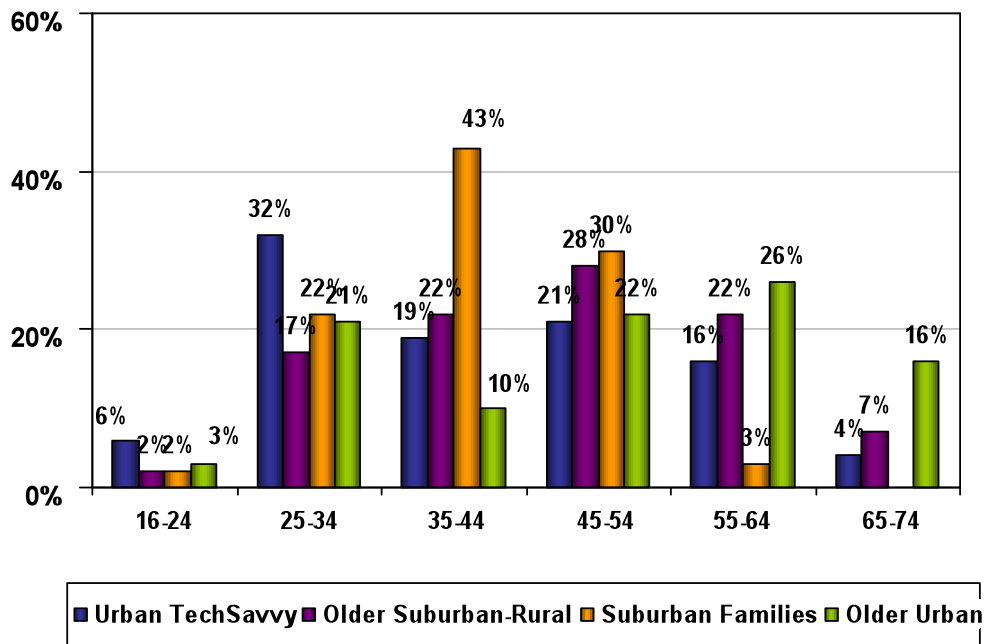


**Figure 22: Characteristics of the Residential Clusters: Internet Use**



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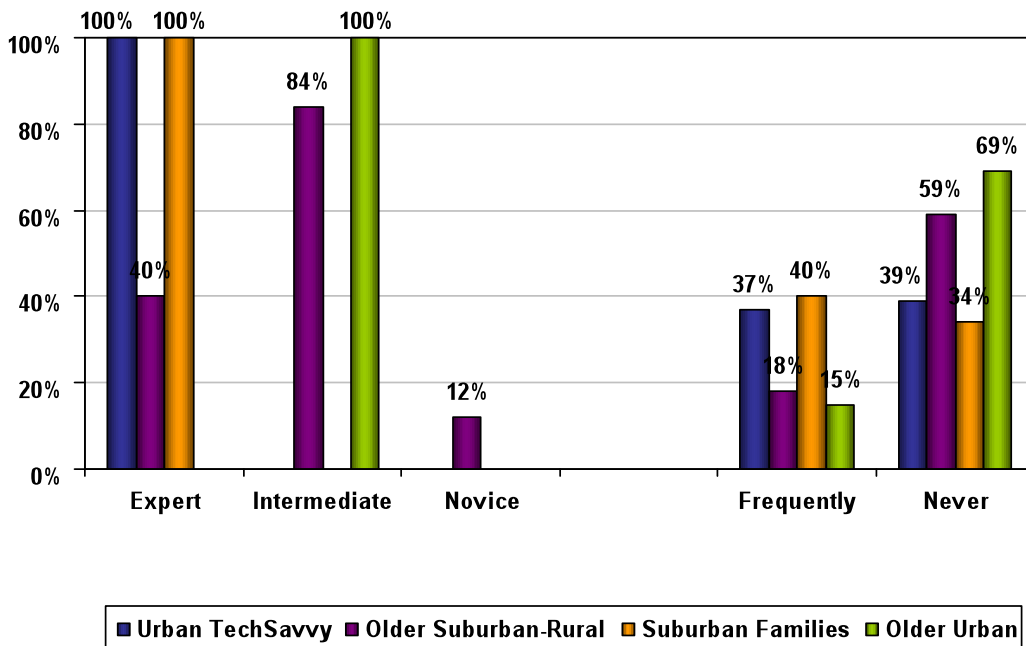
The variations in age, Internet expertise, and lifestyle characteristics across these four clusters help determine reasons for visiting the website (Figure 23). The Suburban Families visit for education/library reasons more than any other reason, and do so at a higher rate than any other cluster. After educational resources, the Urban Tech Savvy and Suburban Families focus on City services (14%). Suburban Families are more than twice as likely as the Urban Tech Savvy to look for arts and recreation. This result suggests that better entertainment information can be found elsewhere, and that the information that is available on the City site is better suited for family-oriented entertainment than evenings out on the town.

**Figure 23  Characteristics of the Residential Clusters:  Reasons for Visiting**
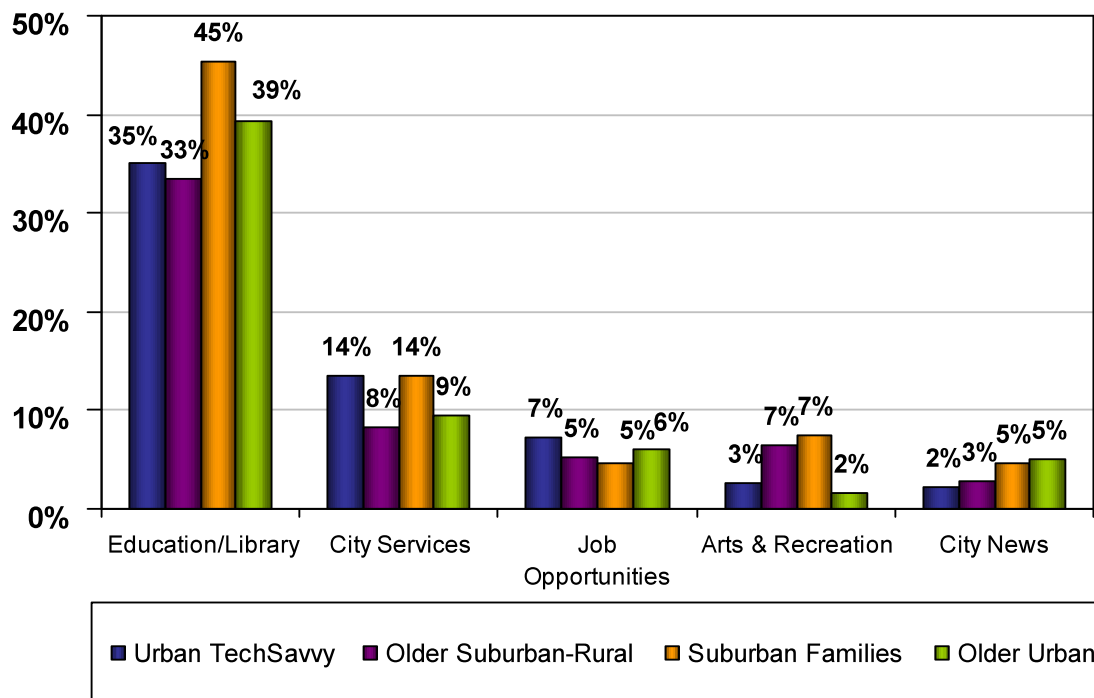


## B. Business Second-Level Profiles

Just as the Residents group could be subdivided, the research suggested the possibility of differentiation within the Business group:  real estate and construction industry businesspersons who use the website frequently compared to those in other industries. Simply distinguishing between frequent users (at least once/week) and those who used the website less often was sufficient to notice distinctive features between two groups.  These groups hall be referred to here as the 'Core users' and the 'Occasional users' (see  Figure 24).

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**Figure 24:  Second-Level Business Profiles**
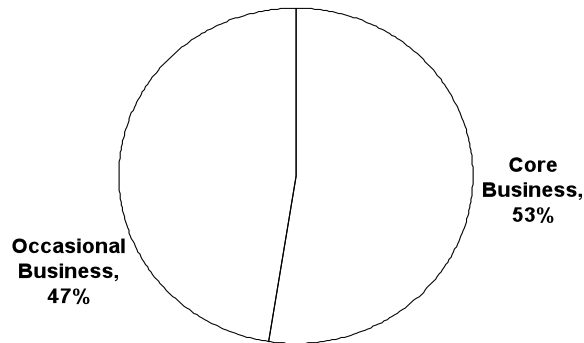


Accordingly, note that the Core users are indeed the frequent users.  Moreover, they are more likely to be expert users compared to the Occasional business users of the website (see Figure 25).

**Figure 25  Characteristics of the Business Clusters: Frequency of Visits**



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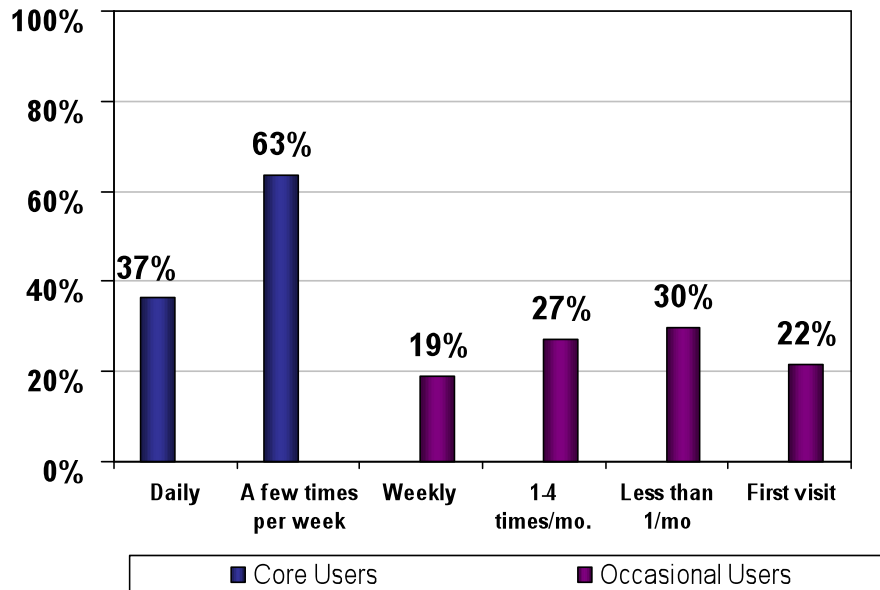
## Background on Business Second-Level Profiles

**Business Cluster #1:  Construction/Real Estate/Development**
These high volume users include all businesses and trades associated with residential and commercial
building, including architects, contractors, and developers.  They use the ACC website frequently and
seem to know what City resources are available and what requirements they have to fulfill (74% visit for
licenses, permits).  Sixty-three percent consider themselves advanced Internet users (see Figure 26).

**Business Cluster #2:  Self-Employed**
In addition to people that are self-employed, this group also includes small business owners.  This
cluster makes up half of the Business users. While not the power users with frequent visits, they do look
to the City for resources and information and news that affect their business.  They use social media
tools like LinkedIn and Yelp for networking and generating business.

**Figure 26  Characteristics of the Business Clusters:  Internet Expertise and Mobile Use**
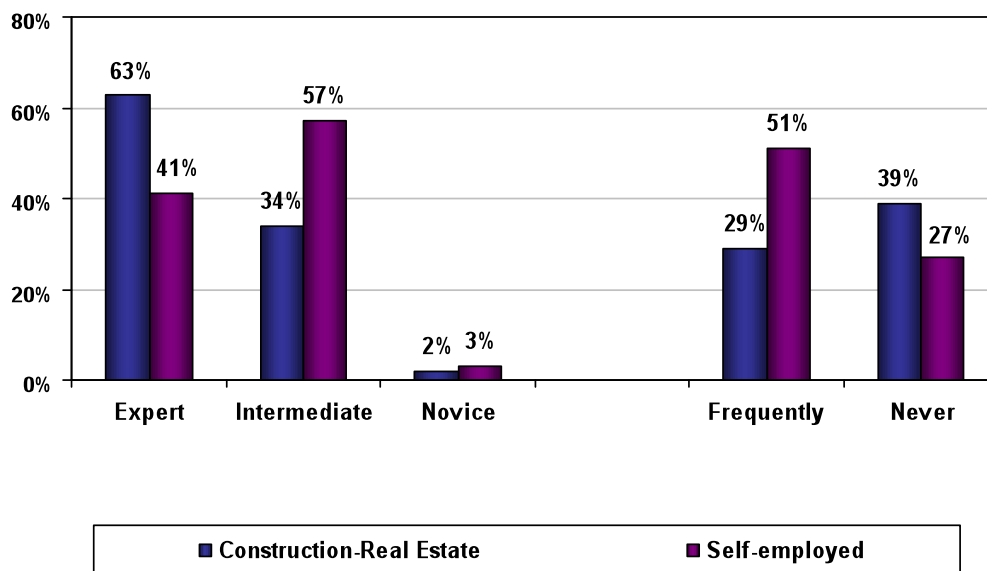


Business users characterize themselves as expert or intermediate Internet users.  While this is similar to
younger residential urbanites and suburban families, it is unlike older users who are more likely to be
intermediate to novice.  The Core group consists of the most active members of both the community
and the City website, and thus need the website to function well for their business goals.  Furthermore,
this dichotomy in the Business group also includes the majority of the construction and real estate
business users (see Figure 27).  Half of the Core users are comprised of these two industries.  Nearly four
times as many users in the Core group are construction compared to the Occasional group.  A larger
proportion of Core compared to Occasional Business users are in industries that would include the more
technologically savvy:  consulting, education and business services.  The Occasional users, on the other
hand, are typified by no industry in particular, although the largest group (14%) is involved in real estate.

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**Figure 27: Characteristics of the Business Clusters: Type of Business**



| | Core Business | Occasional Users |
|---|---|---|
| Construction | 30% | 8% |
| Real Estate | 20% | 14% |
| Consulting | 10% | 8% |
| Business Services | 8% | 6% |
| Education | 8% | |
| Advertising | 3% | 6% |
| Government | 3% | |
| Healthcare | | 6% |
| Utilities | | 6% |
| Insurance | | 6% |
| Other | 18% | 14% |

■ Occasional Users  ■ Core Business
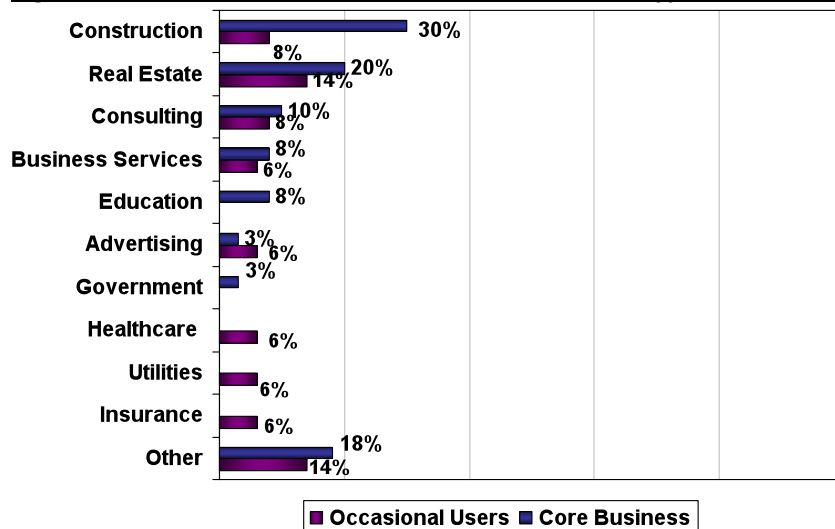
The reason for the visit at the time of the survey is the next area of distinction for these groups (Figure 28). As one would expect, the Core user group visits primarily for information related to construction. This group mentions this twice as often as do the Occasional users (37% compared to 19%). The next largest area is boards and commissions for the Core group (12%), followed by City information regarding the City government, City facilities, and then public records.

The Occasional users, in contrast, are much less focused in their use of the website. They look to the City website for a variety of information, with 14% seeking bidding and vendor registration information, followed by City services and business services (both at 3%).

**Figure 28: Characteristics of the Business Clusters: Reasons for visiting**



| | Core Users | Occasional Users |
|---|---|---|
| Construction | 37% | 19% |
| Boards & Commissions | 12% | 8% |
| Bidding & Reg | 10% | 14% |
| Information | 10% | 3% |
| City Facilities | 5% | 5% |
| Education/Library | 2% | 5% |
| Public Record | 2% | 3% |
| Live Entertainment | 2% | |
| Arts & Rec | 2% | |
| City News | | 8% |
| A-B Airport Info | | 5% |
| City Services | | 3% |
| Visitor Info | | 3% |
| Public Health info | | 3% |
| Business support | | 3% |
| Other | 15% | 24% |

■ Occasional Users  ■ Core Users

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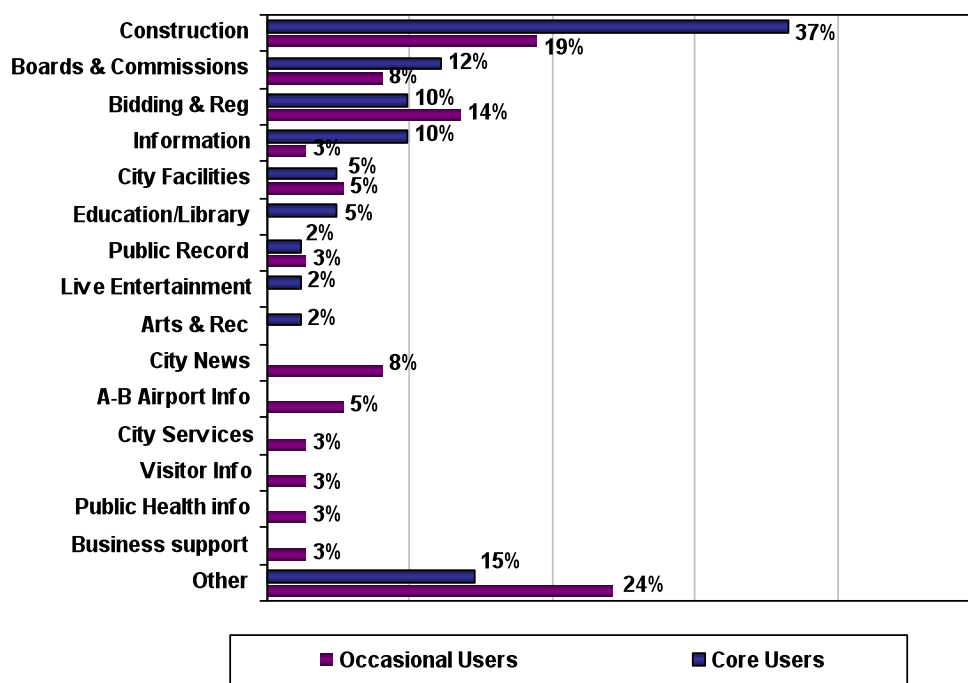
The heaviest users of the website are those that are full-time workers (Figure 29), whether self-employed or working as an employee of a business. We conclude that these users see the Austin City Connection website as an integral way to be informed about how to function as a business in the city and also to see it as a valuable resource for their business success.

**Figure 29:  Employment Status of the Business Groups**
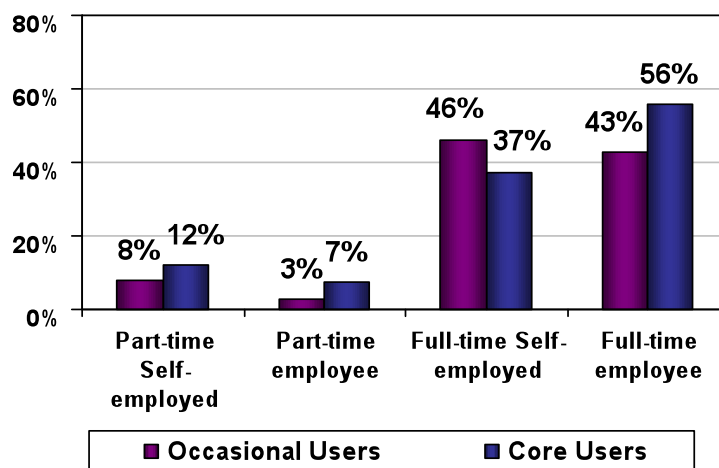


The Core users are more satisfied than are the Occasional users (Figure 30). This result suggests that either the frequent users have enough experience to use the site effectively, or alternatively, that the information they need is in fact more available on the website than the kind sought by the Occasional users. It is possible that if the Occasional users were able to find what they wanted they would visit more frequently.

**Figure 30:  Business User Groups' Satisfaction with the Website**



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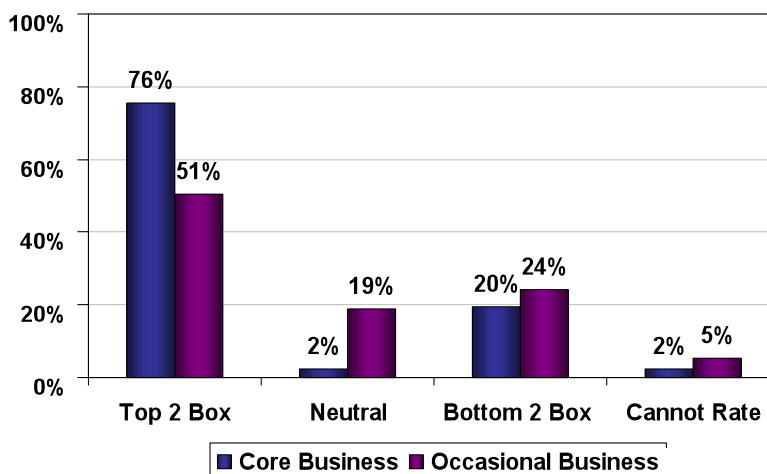
The types of position held by the business users within their organization are not significantly different for either group (Figure 31), but given that Executives and Professionals are most common among these respondents, content should be oriented to those with decision-making authority in their businesses.

**Figure 31: Characteristics of the Business Subgroups:  Type of Position**
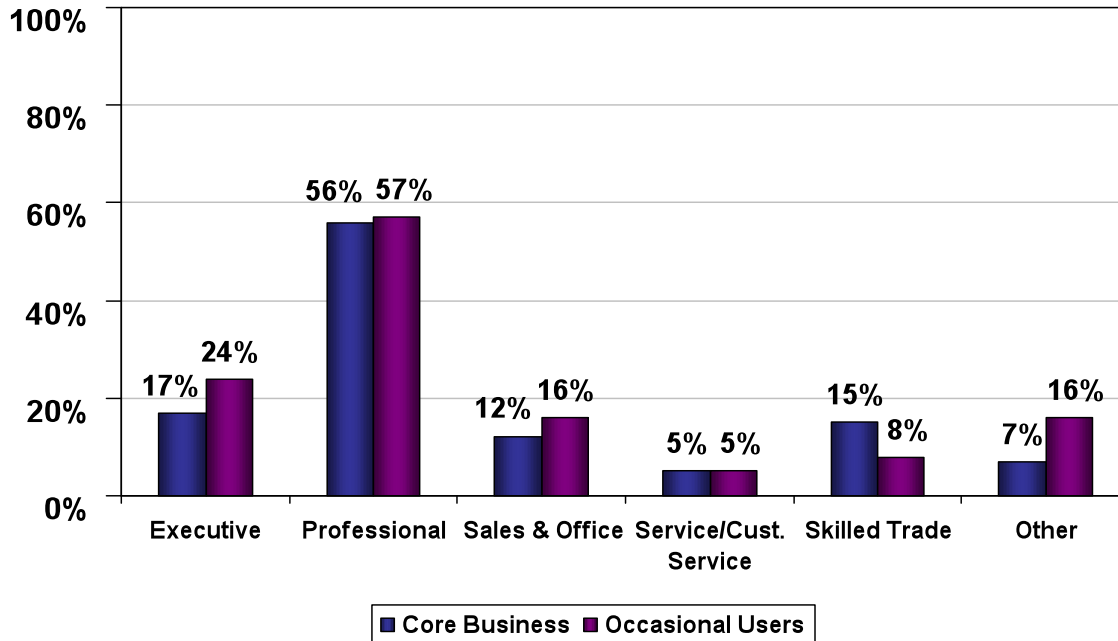


In sum, the business second-level profiles allow us to identify  that the current strength of the website is in meeting the needs of the power users. However, it does so perhaps at the expense of not meeting the needs of the less established businesses or those in the business services and retail industries.  These latter businesses do not find what they need on the website, and/or have no reason to visit.

**Part 4: Conclusions and Recommendations**

The results of this study will be used to provide a redesign of the Austin City Connection website. Certain salient points about the website are of primary interest. First, Austin City Connection is a website that currently functions best for the Residents and Visitors. It works noticeably less well for those in the Business and Government Employee groups who use it for non-leisure purposes. And while serving the residents of the City is extremely important, at the same time, the Business and City Employees represent those for whom the information is directly related to their work, and the costs of providing their respective services. In this section we address the kinds of modifications that can be made to the website to address its current shortcomings, and also to anticipate future needs. Improving the access to content and increasing the amount of content available will likely increase use by those who use the site less frequently, as well as increase user satisfaction among those who use it more.

First, City employees likely use the website as a common tool and resource for carrying out the tasks of their jobs. Their usage is greater for nearly all the topics, and they answered the survey indicating that they were on the site in the capacity of their employment. Their input is therefore very important in the future focus groups to make sure they can quickly get to the information they need and in the way they need it. Doing so will allow the city to function more effectively in terms of providing the service and in terms of cost.

Second, Business users could be assisted in their search for information to help grow their businesses, and operate legally within Austin, and take advantage of opportunities. Organize it clearly by the ways people do business. Use the language that a business person might use. For example, someone wanting a business license would currently have no idea about where to go.

Third, there is an up-and-coming user group in those with mobile device access to the Internet. Currently this technology is most used by the younger and more established users of the website. Design features should make it easy to work on Blackberries, iPhone and other similar devices.

There are several groups that are underrepresented and need to have more access.
- One is the Spanish language. While many languages are spoken in Austin, 35% of residents have Hispanic ethnicity, suggesting that Spanish should be a high priority in the redesign.
- Another underrepresented is younger people who seek out a certain kind of entertainment that is not the same as family fun.
- There is also evidence of social action groups that seek helpful resources. Facilitating social networking is another tool that can be developed for better intra- and inter-community connection.
- People considering relocating to Austin need help about neighborhoods, schools, and other relocation resources. And while we didn't see this clearly in the results, it makes sense that Austin may want to provide information to entice businesses to 'settle' in the city as well.

In today's economy it's not surprising that jobs is mentioned frequently in the open-ended statements for a reason to visit the Austin website. Not only is there a need to find out about employment within the city, there is a need for resources to be prepared for the economy when it picks up again, and it won't likely be where it left off. Retraining and retooling will help the economy pick up.

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## Profiles to Create

Based on the findings in this report, the following Customer Profiles will be created as target audiences for the website redesign. The personas created will detail the demographics and psychographics of targets in the Resident groups, as the largest, and in Business. The Tourist group is currently being served best by the CVB website, therefore we recommend linking to that site so that when a Tourist comes to the City of Austin website they will be "served" well and directed to the information they seek. City/Government workers should be addressed on the new website, as a role, however creating a persona based on demographics and psychographics will not provide the appropriate information for reaching this target.  This role will be best served on the website with a role-based "portal" with most-used content highlighted and organized for easier use.

Target Profiles for the City of Austin website redesign:
Residents
Urban Tech Savvy
Suburban Family
Older Urban
Hispanic Bilingual Mother

Business
Small Business Owner
Construction/Real Estate/Development

**APPENDICES**

**1. Sample Demographic & Socioeconomic Characteristics**

**Table A1: Sample demographic and Selected Socioeconomic Status Statistics by Segment**

| Characteristic | Residents | Business | Tourists | Gov't Employees |
|---|---|---|---|---|
| Base: | 769 | 78 | 51 | 189 |
| **Gender** | | | | |
| Male | 36% | 50% | 31% | 44% |
| Female | 64% | 50% | 69% | 56% |
| **Age** | | | | |
| 16-24 | 4% | 1% | 10% | 2% |
| 25-34 | 24% | 19% | 12% | 20% |
| 35-44 | 49% | 53% | 55% | 63% |
| 55+ | 24% | 27% | 24% | 15% |
| **Ethnicity** | | | | |
| Caucasian | 73% | 65% | 65% | 57% |
| African American | 4% | 4% | 6% | 11% |
| Hispanic | 11% | 12% | 16% | 20% |
| Asian | 4% | 3% | 0% | 4% |
| Other | 8% | 16% | 13% | 8% |
| **Marital Status** | | | | |
| Married/Living Together | 60% | 71% | 67% | 57% |
| Single | 40% | 30% | 33% | 43% |
| **Children at Home** | | | | |
| Yes | 34% | 36% | 39% | 38% |
| No | 66% | 64% | 61% | 62% |
| **Home Ownership** | | | | |
| Own | 65% | 71% | 59% | 72% |
| Rent | 32% | 27% | 29% | 25% |
| Other | 4% | 3% | 12% | 3% |
| **Residential Location** | | | | |
| Urban | 53% | 46% | 33% | 42% |
| Suburban | 44% | 46% | 39% | 47% |
| Rural | 3% | 8% | 28% | 11% |
| **Avg. Household Income** | $ 71,300 | $ 85,800 | $ 72,200 | $ 67,700 |

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**Table A2:  Statistics about Employment and Profession by Segment**

| Characteristic | Residents | Business | Tourists | Gov't Employees |
|---|---|---|---|---|
| **Base:** | **769** | **78** | **51** | **189** |
| **Employed** | | | | |
| Yes | 71% | 100% | 73% | 100% |
| No | 29% | 0% | 27% | 0% |
| **Career Position** | | | | |
| Executive/Owners | 4% | 21% | 4% | 3% |
| Professional | 44% | 56% | 35% | 67% |
| Sales & Office Support | 7% | 14% | 6% | 5% |
| Service | 10% | 5% | 18% | 15% |
| Skilled Trade | 5% | 12% | 4% | 5% |
| Other | 6% | 12% | 8% | 7% |
| **Organizational Focus** | | | | |
| Adv, PR, Mkt, Research | 2% | 4% | 6% | 1% |
| Agriculture | 1% | 1% | | |
| Arts & Entertainment | 4% | 3% | 8% | 3% |
| Banking | 3% | 1% | 3% | 1% |
| Business Services | 2% | 7% | | 1% |
| Computer Retailer | 1% | 1% | | |
| Computer Manufacturer | 9% | 1% | | |
| Consulting | 5% | 9% | 3% | |
| Construct, Architecture, Engineering | 4% | 20% | 3% | 4% |
| Education | 18% | 4% | 8% | 4% |
| Government, Military | 11% | 1% | 14% | 57% |
| Healthcare, Medical | 8% | 3% | 22% | 3% |
| Insurance, Legal | 5% | 3% | 3% | |
| Media | 2% | 1% | | 1% |
| Non-computer Manuf. | 0% | | | |
| Non-computer Retail | 1% | | 3% | |
| Telecommunications | 2% | | 3% | 11% |
| Transportation | 2% | 4% | | 5% |
| Travel & Recreation | 1% | 1% | 3% | 1% |
| Real Estate | 2% | 17% | | |
| Utilities, Energy | 2% | 3% | 3% | 10% |
| Other | 16% | 16% | 19% | 10% |

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**Table A3:  Household Income**

| Mean Household Income | |
|---|---|
| Total Survey | $71,419 |
| Resident | $71,314 |
| Business | $85,817 |
| Tourists | $67,676 |
| Government Employ | $72,207 |
| Young Urbanite | $69,962 |
| Older Suburban | $62,857 |
| Suburban Families | $96,588 |
| Older Urban | $55,232 |
| Frequent Business | $85,033 |
| Occasional Business | $86,600 |
| Interest - Environment | $72,288 |
| Interest - Animals | $65,500 |
| Interest - Neighborhood | $71,119 |
| Interest - City Council | $90,000 |

**Table A4:  Survey versus Austin City Demographics**

| Populations | | |
|---|---|---|
| | User Survey | Austin City |
| Women (Percent) | 68% | 48% |
| Mean Household Income | $71, 419 | $72,857 |
| Age | | |
| 16-24 yrs | 4% | 17% |
| 25-34 yrs | 21% | 20% |
| 35-44 yrs | 23% | 16% |
| 45-54 yrs | 29% | 13% |
| 55-64 yrs | 18% | 5% |
| 65-74 yrs | 5% | 3% |
| Ethnicity | | |
| White | 67% | 66% |
| Black/African-American | 6% | 9% |
| Hispanic | 12% | 35% |
| Asian | 4% | 6% |
| Native American | 2% | 1% |
| Homeowner | 66% | 47% |

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**Table A5: Disabilities for First-Level Profiles**

| Disabilities | | | | | |
|---|---|---|---|---|---|
| | **Total** | **Resident** | **Business** | **Tourists** | **Government** |
| None | 88.0% | 89.2% | 85.9% | 82.4% | 91.0% |
| Vision | 3.3% | 3.0% | 3.8% | 5.9% | 3.2% |
| Motor | 3.3% | 3.4% | 3.8% | 2.0% | 0% |
| Hearing | 1.9% | 1.6% | 1.3% | 5.9% | 1.6% |
| Cognitive | 0.9% | 0.5% | 0% | 3.9% | 0% |
| Prefer not to answer | 3.7% | 2.9% | 6.4% | 3.9% | 4.2% |

**Table A6: Disabilities for Second-Level Profiles**

| Disabilities | | | | | |
|---|---|---|---|---|---|
| | **Young Urban** | **Older Suburban** | **Suburban Families** | **Older Urban** | **Core Business** | **Occasional Business** |
| None | 93.8% | 83.7% | 94.6% | 83.8% | 82.9% | 89.2% |
| Vision | 1.9% | 3.7% | 0% | 7.7% | 7.3% | 0% |
| Motor | 1.9% | 4.9% | 2.0% | 5.1% | 2.4% | 5.4% |
| Hearing | 0.8% | 1.2% | 2.0% | 3.4% | 2.4% | 0% |
| Cognitive | 0% | 0.8% | 0.7% | 0.9% | 0% | 0% |
| Prefer not to answer | 1.5% | 6.1% | 0.7% | 1.7% | 7.3% | 5.4% |

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**Table A7:  Social Networking for First-Level Profiles**

| | Social Networking | | | | |
|---|---|---|---|---|---|
| | **Total** | **Resident** | **Business** | **Tourists** | **Government** |
| Social Networking – Facebook, LinkedIn | 62.0% | 63.2% | 64.1% | 56.9% | 61.9% |
| File Sharing – YouTube, ITunes | 60.0% | 64.0% | 47.4% | 62.7% | 55.6% |
| Wikipedia, PBworks | 48.0% | 52.3% | 43.6% | 39.2% | 43.9% |
| Texting or MMS | 47.6% | 48.0% | 53.8% | 45.1% | 51.9% |
| Photo Sharing - Flickr, Picasa | 45.5% | 47.2% | 46.2% | 31.4% | 46.0% |
| Events -  evite.com, meetup.com | 43.8% | 45.9% | 44.9% | 29.4% | 48.1% |
| Comm Msg Boards – e.g. Yahoo answers | 35.8% | 38.0% | 28.2% | 41.2% | 33.3% |
| Prod or Bus Reviews – Yelp, epinion | 35.7% | 36.9% | 46.2% | 27.5% | 34.4% |
| Blogs, Micoblogs  - Twitter | 32.8% | 38.0% | 29.5% | 17.6% | 25.9% |
| Social News –  dig, reddit | 14.5% | 13.8% | 17.9% | 15.7% | 16.4% |
| Social Bookmarking - e.g. del.icios.us | 10.3% | 10.4% | 11.5% | 11.8% | 9.5% |
| Other | 8.4% | 7.0% | 14.1% | 7.8% | 7.9% |

**Table A8:  Social Networking for Second-Level Profiles**

| Social Networking | | | | | |
|---|---|---|---|---|---|
| | **Young Urbanites** | **Older Suburban** | **Suburban Families** | **Older Urbanites** | **Core Business** | **Occasional Business** |
| File Sharing – YouTube, ITunes | 75.3% | 47.3% | 79.7% | 53.8% | 58.5% | 35.1% |
| Social Networking – Facebook, LinkedIn | 74.1% | 49.4% | 76.4% | 51.3% | 58.5% | 70.3% |
| Wikipedia, PBworks | 68.0% | 34.3% | 60.1% | 45.3% | 36.6% | 51.4% |
| Photo Sharing - Flickr, Picasa | 62.9% | 30.2% | 59.5% | 32.5% | 51.2% | 40.5% |
| Texting or MMS | 57.1% | 35.1% | 61.5% | 37.6% | 48.8% | 59.5% |
| Events - evite.com, meetup.com | 56.8% | 34.3% | 53.4% | 36.8% | 43.9% | 45.9% |
| Blogs, Micoblogs  - Twitter | 54.8% | 19.6% | 50.7% | 23.1% | 34.1% | 24.3% |
| Prod or Bus Reviews – Yelp, epinion | 51.0% | 22.0% | 45.3% | 26.5% | 41.5% | 51.4% |
| Comm Msg Boards – e.g. Yahoo answers | 45.9% | 24.5% | 52.7% | 29.9% | 29.3% | 27.0% |
| Social News –  dig, reddit | 19.3% | 8.2% | 16.2% | 10.3% | 14.6% | 21.6% |
| Social Bookmarking -e.g. del.icios.us | 17.4% | 3.7% | 11.5% | 7.7% | 12.2% | 10.8% |
| Other | 7.7% | 8.6% | 4.1% | 6.0% | 19.5% | 8.1% |

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## 2. Questionnaire

# City of Austin Site Intercept
Version 10: 03-05-10

**Objective:** To identify profiles of current visitors, determine primary uses of the site, and capture benchmark rating for satisfaction with the site content and usability.

**Sample:** n=1,000+

**Quotas:** None

**Invite Placement:**
In the header of every page; floats across and stays live until clicked on or until time out occurs after 90 seconds. Re-invite rule is to present the invitation again (to the same visitor) only once per day until they attempt the survey (complete or not) or until the field time expires.

**Invite Copy:**
**Austin needs your input!  Please help us make the most of this site by giving us your feedback in a 5 min. survey.**

**Survey**
Intro:  Thank you for participating in today's short survey. We value your privacy. Your responses and information will be anonymous and private. This survey has been approved by the City of Austin. (URL to be provided for user to click to see official statement that the City approves this survey)

Q1. How often do you visit the Austin City Connection website?
1. Daily
2. A few times a week
3. Weekly
4. A few times a month
5. Monthly
6. Less than monthly
7. This is my first visit
8. I didn't know I was visiting the Austin City Connection website

Q2. What is your age?

Under 16.................................................................. 1
16-24 ..................................................................... 2
25-34 ..................................................................... 3
35-44 ..................................................................... 4
45-54 ..................................................................... 5
55-64 ..................................................................... 6
65-74 ..................................................................... 7
Age 75 or over......................................................... 8
Prefer not to answer ............................................... 9

**[IF Q2=1,9, TERMINATE]**

**SteelSMBology**

D7. Do you have any physical disability or impairment?
*Select all that apply*
1. No physical disability
2. Vision disability
3. Hearing disability
4. Motor disability
5. Cognitive disability
6. Prefer not to answer

Q3. Please select the answer that best completes this sentence…
"I've come to the Austin City Connection website today as ….."

1. An Austin resident user
2. An Austin business user
3. A tourist/visitor of Austin
4. A business visitor of Austin
5. A convention/conference planner
6. A City of Austin employee
7. A government agency employee, *not* employed by the City of Austin
8. Other (Specify) _____

Q4a. What is your primary reason for visiting the Austin City Connection website today?

1. Austin-Bergstrom Airport information
2. City news (e.g. breaking news, announcements)
3. City government/Boards & Commissions
4. Locate City facilities (Municipal Court, Animal Shelter)
5. City services (e.g. garbage and recycling, 311, Utilities)
6. Construction or development
7. Bidding opportunities and/or register to do business with the City of Austin
8. Cultural arts, or recreation information
9. Live entertainment or special events information
10. Find out more about business support services
11. Information I need for my business (Taxes, Permits, Licenses)
12. Education and/or library information
13. Public health information
14. Public transportation
15. Public records/conduct legal research
16. Public safety information (police, fire department)
17. Search career opportunities and benefits
18. Visitor information (lodging, dining, visitors bureau)
19. Other (Specify) _____

SteelSMBology

**[SKIP IF D7=2]**

Q5. Please mark all of the reasons why you <u>typically</u> use the Austin City Connection website. *Select all that apply*

*GRID: Business, Personal, Both, Do not use*

1. Austin-Bergstrom Airport information
2. City news (e.g. breaking news, announcements)
3. City government/Boards & Commissions
4. Locate City facilities (Municipal Court, Animal Shelter)
5. City services (e.g. garbage and recycling, 311, Utilities)
6. Construction or development
7. Bidding opportunities and/or register to do business with the City of Austin
8. Cultural arts, or recreation information
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13. Public health information
14. Public transportation
15. Public records/conduct legal research
16. Public safety information (police, fire department)
17. Search career opportunities and benefits
18. Visitor information (lodging, dining, visitors bureau)
19. Other (Specify) _____

Q6. Overall, how satisfied or dissatisfied are you with the Austin City Connection website?

5. Very satisfied
4. Somewhat satisfied
3. Neither satisfied nor dissatisfied
2. Somewhat dissatisfied
1. Very dissatisfied
0. Do not have enough experience with the site to rate it

Q7a. What do you like about the Austin City Connection website?
   [_____]

Q7b. What do you NOT like about the Austin City Connection website?
   [_____]

Q8. Please select the word that best describes your level of Internet expertise.

1. Advanced
2. Intermediate
3. Novice

**Steel**SMB**ology**

Q9. Now, which of the following activities to do you participate in on a regular basis?  By participate we mean read and/or write, download or share. *Select all that apply*
1. Blogs and/or micro-blogging (e.g. public blog, Twitter)
2. Social networking – personal and/or professional (e.g. Facebook, LinkedIn)
3. Watch/listen, post, share, or download videos or audio files (e.g. YouTube, iTunes)
4. Post, share, or download photos and images (e.g. Flickr, Picasa)
5. Texting or MMS
6. Wiki (e.g. Wikipedia, PBworks)
7. Social news (e.g. digg, reddit)
8. Social bookmarking (e.g. **Error! Hyperlink reference not valid.**, stumble upon)
9. Event communication (e.g. evite.com, meetup.com)
10. Product or business reviews and opinions (e.g. yelp.com, epinion.com)
11. Community message boards (e.g. Yahoo! Answers, Askville)
12. Other (Specify) _____
13. None of the above

Q10. Do you use a mobile device to access the Internet?

1. Yes, frequently
2. Yes, occasionally
3. Yes, rarely
4. No

D1. And just for classification purposes,

Are you…
Male .................................................................. 1
Female .................................................................. 2

D2. What is your current residential ZIP code?
[_____]

D3a. Do you own or rent your home?
1. Own
2. Rent
3. Other

D3b. And which of the following best describes your residential location?
1. Urban
2. Suburban
3. Rural

D4. What is your current marital status?
1. Single (unmarried, widowed, divorced/separated)
2. Married/Living together

**Steel**SMBology

D5. How many children are in the household, under the age of 18?
1.   One
2.   Two
3.   Three
4.   Four or more
5.   None

D6a. Which of the following best describes your current employment status?
   *Select all that apply*

1.   Full-time employee
2.   Full-time self employed
3.   Part-time employee
4.   Part-time self employed
5.   Homemaker
6.   Unemployed
7.   Student
8.   Retired

**[ASK IF Q6A=1:4, OTHERWISE SKIP TO QD7]**
D6b. Which of the following best describes the kind of work you do?
   *Select all that apply*
1.   Executive
2.   Professional
3.   Sales & Office Support
4.   Service/Customer Service
5.   Skilled Trade
6.   Farming
7.   Other (Specify)

D6c.  Which of the following best describes the primary focus of your organization?
1.   Advertising, PR, marketing, research
2.   Agriculture
3.   Arts & Entertainment
4.   Banking, insurance, financial services
5.   Business services
6.   Computer retailer/reseller
7.   Computer hardware/software manufacturing
8.   Consulting
9.   Construction, architecture, engineering
10.   Education
11.   Government, military
12.   Healthcare/medical
13.   Insurance/legal
14.   Media: TV, cable, radio, print
15.   Non-computer manufacturing
16.   Non-computer retailer
17.   Telecommunications
18.   Transportation
19.   Travel and recreation
20.   Real estate
21.   Utilities, energy
22.   Other

**Steel**SMBology
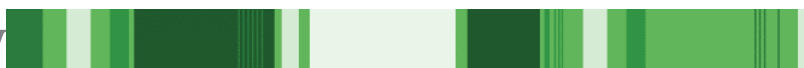
D8. What is your race or ethnicity?
*Select all that apply*

1. White/Caucasian
2. Black/African American
3. Asian/Asian American
4. Native American
5. Hispanic/Latino
6. Other (Specify)
7. Prefer not to answer

D9. What is your current annual household income, before taxes?

1. Below $20,000
2. $20,000 - $39,999
3. $40,000 - $59,999
4. $60,000 - $79,999
5. $80,000 - $99,999
6. $100,000 - $150,000
7. More than $150,000
8. Prefer not to answer

D10. And finally, would you like to participate in additional research regarding the Austin City Connection website?

1. Yes
2. No

**[IF QD10=2, SKIP TO END]**
D11. That's great!  So we can reach you in the event additional research regarding the Austin City Connection website is conducted, please provide us with your contact information below.

Name: _____
Email:  _____
Phone Number: _____

Note:  You will only be contacted to participate in an additional research study related to improvements to the Austin City Connection website. Your contact information will not be used for any other purpose, period. No sales offers, no political campaigning, no bogus free vacation scams, etc. We only want your feedback to improve city services.

D12. That's all the questions we have today, thank you so much for your time. Enjoy the rest of your site visit!