

# The Sea Ranch Association Website Committee

## 2016 Website and Communication Survey

### Complete Survey Data

*Table 1: How Important is it to you personally to be informed of ongoing news and events at The Sea Ranch?*

Scale Item	Count	Percentage
<i>no response</i>	5	0.9
Definitely important	450	78.0
Not important	3	0.5
Somewhat important	119	20.6

*Table 2: How frequently do you read publications, seek out articles, follow email Info Alerts or listservs, or search for information about The Sea Ranch*

Scale Item	Count	Percentage
<i>no response</i>	9	1.6
daily or more	129	22.4
less than once a month	38	6.6
not daily, but at least once a week	251	43.5
not weekly, but at least once a month	150	26.0

*Table 3: Visiting or contacting The Sea Ranch Association Staff*

Scale Item	Count	Percentage
<i>no response</i>	6	1.0
Important Resource	288	49.9
Seldom or Never Use	106	18.4
Somewhat Important Resource	177	30.7

*Table 4: The monthly Bulletin on paper*

Scale Item	Count	Percentage
<i>no response</i>	25	4.3
Important Resource	344	59.6

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
Seldom or Never Use	53	9.2
Somewhat Important Resource	155	26.9

*Table 5: The monthly Bulletin hosted on www.stra.org*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	13	2.3
Important Resource	172	29.8
Seldom or Never Use	243	42.1
Somewhat Important Resource	149	25.8

*Table 6: The quarterly Soundings on paper*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	13	2.3
Important Resource	304	52.7
Seldom or Never Use	71	12.3
Somewhat Important Resource	189	32.8

*Table 7: The quarterly Soundings hosted on www.tsra.org*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	16	2.8
Important Resource	124	21.5
Seldom or Never Use	296	51.3
Somewhat Important Resource	141	24.4

*Table 8: Association email notifications (InfoAlerts@tsra.org)*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	14	2.4
Important Resource	436	75.6
Seldom or Never Use	23	4.0
Somewhat Important Resource	104	18.0

*Table 9: Attending membership meetings (e.g. Board of Directors, midwinter meeting, budget workshops)*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	10	1.7
Important Resource	101	17.5
Seldom or Never Use	301	52.2

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
Somewhat Important Resource	165	28.6

*Table 10: Reading email on a listserv unaffiliated with the Association (such as TSRAlist or Nextdoor.com)*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	15	2.6
Important Resource	152	26.3
Seldom or Never Use	305	52.9
Somewhat Important Resource	105	18.2

*Table 11: Visiting The Sea Ranch Association website (www.tsra.org)*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	16	2.8
Important Resource	250	43.3
Seldom or Never Use	107	18.5
Somewhat Important Resource	204	35.4

*Table 12: Do you have Internet access at your Sea Ranch home?*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	2	0.3
Cable, wireless or DSL access	245	42.5
Cable, wireless or DSL access, Mobile device(s) used to access the Internet	127	22.0
Cable, wireless or DSL access, My house is rented to 4/16	1	0.2
Cable, wireless or DSL access, Satellite access	3	0.5
Cable, wireless or DSL access, Satellite access, Mobile device(s) used to access the Internet	10	1.7
Cable, wireless or DSL access, my wife uses cable-nothing for me	1	0.2
Cable, wireless or DSL broadband access	1	0.2
Cvc	1	0.2
Dial-up access	8	1.4
Dial-up access, Cable, wireless or DSL access	2	0.3

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
Dial-up access, Cable, wireless or DSL access, Mobile device(s) used to access the Internet	1	0.2
Dial-up access, Mobile device(s) used to access the Internet	3	0.5
Home not built yet	1	0.2
I do not have Internet access at my Sea Ranch home	46	8.0
I have a lot	1	0.2
I own a lot - No home yet	1	0.2
I own only a lot.	1	0.2
Lot owner only	1	0.2
Mobile device(s) used to access the Internet	75	13.0
Mobile device(s) used to access the Internet, Dedicated LTE (Verizon)	1	0.2
Mobile device(s) used to access the Internet, I do not have Internet access at my Sea Ranch home	3	0.5
Mobile device(s) used to access the Internet, ORH & DMC	1	0.2
My home is in the planning stage	1	0.2
Not at this time	1	0.2
Own only a lot	1	0.2
Satellite access	29	5.0
Satellite access, Mobile device(s) used to access the Internet	5	0.9
VZ access	1	0.2
Verizon	1	0.2
no home	1	0.2
own land - no home built	1	0.2

*Table 13: Do you intend to add or upgrade internet access to your Sea Ranch home in the next two years?*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	16	2.8
Cable, wireless or DSL access	8	1.4
Cable, wireless or DSL access, Mobile device(s) used to access the Internet, Sea Ranch Connect fiber	2	0.3

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
access		
Cable, wireless or DSL access, Satellite access, Mobile device(s) used to access the Internet, Sea Ranch Connect fiber access	1	0.2
Cable, wireless or DSL access, Sea Ranch Connect fiber access	7	1.2
Dial-up access	1	0.2
Don't know	1	0.2
Fiberoptics	1	0.2
I do not plan to make any changes to my service in the next two years	63	10.9
I do not plan to make any changes to my service in the next two years, part timers-can't justify the expense of SRC	1	0.2
I have broadband access from Further Reach	1	0.2
I'm not sure	1	0.2
If I build on my lot yes	1	0.2
Lot only	1	0.2
Lot owner-no structure	1	0.2
Mobile device(s) used to access the Internet	1	0.2
Mobile device(s) used to access the Internet, Sea Ranch Connect fiber access	7	1.2
Not until it's built.	1	0.2
Satellite access	1	0.2
Satellite access, Sea Ranch Connect fiber access	2	0.3
Sea Ranch Connect fiber access	451	78.2
Sea Ranch Connect fiber access, I do not plan to make any changes to my service in the next two years	1	0.2
Sea Ranch Connect fiber access, If cost is competitive	1	0.2
don't have internet service	1	0.2
n/a	1	0.2
new fiber optic cable	1	0.2

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
no plans to build	1	0.2
not sure	1	0.2
unknown at this time	1	0.2

*Table 14: If you are a part time resident, do you have access to the Internet at another residence?*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	54	9.4
Cable, wireless or DSL access	196	34.0
Cable, wireless or DSL access, Fiber broadband access	1	0.2
Cable, wireless or DSL access, Fiber broadband access, Mobile device(s) used to access the Internet	5	0.9
Cable, wireless or DSL access, Mobile device(s) used to access the Internet	73	12.7
Cable, wireless or DSL access, Satellite access, Fiber broadband access	1	0.2
Cable, wireless or DSL access, Satellite access, Fiber broadband access, Mobile device(s) used to access the Internet	2	0.3
Cable, wireless or DSL access, Satellite access, Mobile device(s) used to access the Internet	6	1.0
Dial-up access	1	0.2
Dial-up access, Cable, wireless or DSL access, Mobile device(s) used to access the Internet	2	0.3
Does not apply	157	27.2
Fiber broadband access	24	4.2
Fiber broadband access, Mobile device(s) used to access the Internet	7	1.2
I do not have Internet access elsewhere	25	4.3
Mobile device(s) used to access the Internet	11	1.9
Satellite access	10	1.7
Satellite access, Fiber broadband access, Mobile device(s) used to access the Internet	1	0.2

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
Satellite access, Mobile device(s) used to access the Internet	1	0.2

*Table 15: How much time do you spend online on an average day using a home computer or laptop?*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	5	0.9
15 to 30 minutes	38	6.6
30 minutes to an hour	110	19.1
Less than 15 minutes	25	4.3
More than an hour	391	67.8
Not at all	8	1.4

*Table 16: How much time do you spend online on an average day using a smartphone?*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	12	2.1
15 to 30 minutes	100	17.3
30 minutes to an hour	117	20.3
Less than 15 minutes	95	16.5
More than an hour	138	23.9
Not at all	115	19.9

*Table 17: If you are a part-time resident, where are you most likely to read about or seek information online about The Sea Ranch?*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	91	15.8
Mostly at my Sea Ranch home, but sometimes while elsewhere	81	14.0
Mostly away from Sea Ranch, but sometimes while at Sea Ranch	257	44.5
Never at my Sea Ranch home	25	4.3
Not applicable - I am a full-time resident	115	19.9
Only while at my Sea Ranch home	8	1.4

*Table 18: Home computer/laptop preferences*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	16	2.8

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
first choice	403	69.8
not at all	12	2.1
second choice	102	17.7
third choice	44	7.6

*Table 19: Tablet or e-reader preferences*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	86	14.9
first choice	106	18.4
not at all	155	26.9
second choice	152	26.3
third choice	78	13.5

*Table 20: Smartphone preferences*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	47	8.1
first choice	65	11.3
not at all	113	19.6
second choice	205	35.5
third choice	147	25.5

*Table 21: Prefer none*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	438	75.9
first choice	9	1.6
not at all	115	19.9
second choice	5	0.9
third choice	10	1.7

*Table 22: How would you prefer to hear about new content on THE Sea Ranch Association website?*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	10	1.7
A separate email list	1	0.2
Don't have a computer.	1	0.2



<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
From Sea Ranch publications ("Bulletin", "Soundings")	73	12.7
From Sea Ranch publications ("Bulletin", "Soundings"), At a Sea Ranch meeting or group	3	0.5
From Sea Ranch publications ("Bulletin", "Soundings"), At a Sea Ranch meeting or group, From the Home Page at www.tsra.org	2	0.3
From Sea Ranch publications ("Bulletin", "Soundings"), From the Home Page at www.tsra.org	16	2.8
From Sea Ranch publications ("Bulletin", "Soundings"), From the Home Page at www.tsra.org, push notification (e.g., RSS)	1	0.2
From Sea Ranch publications ("Bulletin", "Soundings"), Via Association email notifications (InfoAlerts@tsra.org)	122	21.1
From Sea Ranch publications ("Bulletin", "Soundings"), Via Association email notifications (InfoAlerts@tsra.org), At a Sea Ranch meeting or group	16	2.8
From Sea Ranch publications ("Bulletin", "Soundings"), Via Association email notifications (InfoAlerts@tsra.org), At a Sea Ranch meeting or group, From the Home Page at www.tsra.org	29	5.0
From Sea Ranch publications ("Bulletin", "Soundings"), Via Association email notifications (InfoAlerts@tsra.org), At a Sea Ranch meeting or group, From the Home Page at www.tsra.org, Fellow Sea Ranchers	1	0.2
From Sea Ranch publications ("Bulletin", "Soundings"), Via Association email notifications (InfoAlerts@tsra.org), At a Sea Ranch meeting or group, From the Home Page at www.tsra.org, listserv	1	0.2
From Sea Ranch publications ("Bulletin", "Soundings"), Via Association email notifications (InfoAlerts@tsra.org), From the Home Page at www.tsra.org	62	10.7

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
From Sea Ranch publications ("Bulletin", "Soundings"), Via Association email notifications (InfoAlerts@tsra.org), ICO paper	1	0.2
From Sea Ranch publications ("Bulletin", "Soundings"), Via Association email notifications (InfoAlerts@tsra.org), from a Sea Ranch listserv	1	0.2
From Sea Ranch publications (Bulletin, Soundings), Via email alert, From the Home Page at tsra.org	1	0.2
From the Home Page at www.tsra.org	18	3.1
Via Association email notifications (InfoAlerts@tsra.org)	179	31.0
Via Association email notifications (InfoAlerts@tsra.org), At a Sea Ranch meeting or group	1	0.2
Via Association email notifications (InfoAlerts@tsra.org), At a Sea Ranch meeting or group, From the Home Page at www.tsra.org	2	0.3
Via Association email notifications (InfoAlerts@tsra.org), From the Home Page at www.tsra.org	31	5.4
Via Association email notifications (InfoAlerts@tsra.org), Text messages	1	0.2
don't use it at all	2	0.3
email alert	1	0.2
pushed to my devices/apps	1	0.2

Table 23: Interest in: Association Reports (BOD meetings, financial statements, committee reports, department updates)

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	10	1.7
Highly interested in this topic	171	29.6
Not at all interested in this topic	47	8.1
Somewhat interested in this topic	349	60.5

Table 24: Interest in: Community groups, clubs and volunteer opportunities

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	16	2.8
Highly interested in this topic	136	23.6
Not at all interested in this topic	68	11.8
Somewhat interested in this topic	357	61.9

*Table 25: Interest in: Trails, hikes and walk information*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	20	3.5
Highly interested in this topic	266	46.1
Not at all interested in this topic	40	6.9
Somewhat interested in this topic	251	43.5

*Table 26: Interest in: Gardening and vegetation topics*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	16	2.8
Highly interested in this topic	171	29.6
Not at all interested in this topic	117	20.3
Somewhat interested in this topic	273	47.3

*Table 27: Interest in: Animals and wildlife at The Sea Ranch*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	16	2.8
Highly interested in this topic	314	54.4
Not at all interested in this topic	20	3.5
Somewhat interested in this topic	227	39.3

*Table 28: Interest in: People and personalities at The Sea Ranch*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	16	2.8
Highly interested in this topic	150	26.0
Not at all interested in this topic	90	15.6
Somewhat interested in this topic	321	55.6

*Table 29: Interest in: Events and activities at The Sea Ranch*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	17	2.9

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
Highly interested in this topic	334	57.9
Not at all interested in this topic	12	2.1
Somewhat interested in this topic	214	37.1

*Table 30: Interest in: Design, architecture and sustainability*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	17	2.9
Highly interested in this topic	266	46.1
Not at all interested in this topic	46	8.0
Somewhat interested in this topic	248	43.0

*Table 31: Interest in: Activities and lifestyle articles for families and children*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	15	2.6
Highly interested in this topic	71	12.3
Not at all interested in this topic	225	39.0
Somewhat interested in this topic	266	46.1

*Table 32: Interest in: Activities and lifestyle articles for seniors*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	17	2.9
Highly interested in this topic	155	26.9
Not at all interested in this topic	99	17.2
Somewhat interested in this topic	306	53.0

*Table 33: Interest in: health, well-being and aging topics*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	20	3.5
Highly interested in this topic	172	29.8
Not at all interested in this topic	105	18.2
Somewhat interested in this topic	280	48.5

*Table 34: Interest in: The community around The Sea Ranch: Sonoma and Mendocino Counties*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	10	1.7
Highly interested in this topic	271	47.0

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
Not at all interested in this topic	26	4.5
Somewhat interested in this topic	270	46.8

*Table 35: Interest in: Community services available near The Sea Ranch*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	10	1.7
Highly interested in this topic	262	45.4
Not at all interested in this topic	38	6.6
Somewhat interested in this topic	267	46.3

*Table 36: Interest in: Food, dining, and restaurants*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	14	2.4
Highly interested in this topic	311	53.9
Not at all interested in this topic	29	5.0
Somewhat interested in this topic	223	38.6

*Table 37: Interest in: Weather and tidal conditions*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	13	2.3
Highly interested in this topic	384	66.6
Not at all interested in this topic	21	3.6
Somewhat interested in this topic	159	27.6

*Table 38: How often do you visit the TSRA website on a home computer or laptop?*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	11	1.9
Daily or more	19	3.3
Less than once a month but at least once in the past year	230	39.9
Never	46	8.0
Not daily, but at least once a week	83	14.4
Not weekly, but at least once a month	188	32.6

*Table 39: How often do you visit the TSRA website on a table or e-reader?*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	25	4.3
Daily or more	6	1.0
Less than once a month but at least once in the past year	142	24.6
Never	287	49.7
Not daily, but at least once a week	29	5.0
Not weekly, but at least once a month	88	15.3

*Table 40: How often do you visit the TSRA website on a smartphone*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	28	4.9
Daily or more	12	2.1
Less than once a month but at least once in the past year	145	25.1
Never	282	48.9
Not daily, but at least once a week	35	6.1
Not weekly, but at least once a month	75	13.0

*Table 41: How would you prefer to read publications such as the Bulletin or Soundings?*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	30	5.2
I like to read Sea Ranch publications both online and in print.	240	41.6
I would prefer to read these publications in print.	207	35.9
I would prefer to read these publications online.	100	17.3

*Table 42: How would you prefer to read publications such as the Bulletin or Soundings on an online device?*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	19	3.3
I don't like to read publications online	134	23.2
I'd like a browsing experience more like turning pages in the print edition.	85	14.7

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
I'd like a browsing experience more like turning pages in the print edition., I don't like to read publications online	3	0.5
I'd like a browsing experience more like turning pages in the print edition., I'd like to search for articles from past editions of publications.	26	4.5
I'd like a browsing experience more like turning pages in the print edition., I'd like to search for articles from past editions of publications., I don't like to read publications online	6	1.0
I'd like to browse articles via links similar to the rest of www.tsra.org.	82	14.2
I'd like to browse articles via links similar to the rest of www.tsra.org., I don't like to read publications online	2	0.3
I'd like to browse articles via links similar to the rest of www.tsra.org., I'd like a browsing experience more like turning pages in the print edition.	19	3.3
I'd like to browse articles via links similar to the rest of www.tsra.org., I'd like a browsing experience more like turning pages in the print edition., I don't like to read publications online	2	0.3
I'd like to browse articles via links similar to the rest of www.tsra.org., I'd like a browsing experience more like turning pages in the print edition., I'd like to search for articles from past editions of publications.	24	4.2
I'd like to browse articles via links similar to the rest of www.tsra.org., I'd like to download a PDF of the content to keep.	6	1.0
I'd like to browse articles via links similar to the rest of www.tsra.org., I'd like to download a PDF of the content to keep., I'd like a browsing experience more like turning pages in the print edition.	6	1.0
I'd like to browse articles via links	20	3.5

Scale Item	Count	Percentage
similar to the rest of www.tsra.org., I'd like to download a PDF of the content to keep., I'd like a browsing experience more like turning pages in the print edition., I'd like to search for articles from past editions of publications.		
I'd like to browse articles via links similar to the rest of www.tsra.org., I'd like to download a PDF of the content to keep., I'd like to search for articles from past editions of publications.	26	4.5
I'd like to browse articles via links similar to the rest of www.tsra.org., I'd like to download a PDF of the content to keep., I'd like to search for articles from past editions of publications., I don't like to read publications online	1	0.2
I'd like to browse articles via links similar to the rest of www.tsra.org., I'd like to search for articles from past editions of publications.	37	6.4
I'd like to browse articles via links similar to the rest of www.tsra.org., I'd like to search for articles from past editions of publications., I don't like to read publications online	2	0.3
I'd like to download a PDF of the content to keep.	26	4.5
I'd like to download a PDF of the content to keep., I'd like a browsing experience more like turning pages in the print edition.	8	1.4
I'd like to download a PDF of the content to keep., I'd like a browsing experience more like turning pages in the print edition., I'd like to search for articles from past editions of publications.	14	2.4
I'd like to download a PDF of the content to keep., I'd like to search for articles from past editions of publications.	12	2.1
I'd like to download a PDF of the content to keep., I'd like to search for articles from past editions of publications., I don't like to read publications online	4	0.7



<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
I'd like to search for articles from past editions of publications.	9	1.6
I'd like to search for articles from past editions of publications., I don't like to read publications online	4	0.7

*Table 43: How did you first become aware of The Sea Ranch Association website?*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	44	7.6
At a Sea Ranch meeting or group	25	4.3
From The Sea Ranch publications ("Bulletin", "Soundings")	198	34.3
From a real estate agent or rental agency	13	2.3
From neighbors or word-of-mouth	49	8.5
From the Staff at The Sea Ranch Association office	33	5.7
Online search of the Internet	42	7.3
When receiving my new member packet from the Association	173	30.0

*Table 44: Which of the following is a barrier to visiting The Sea Ranch Association website more often?*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	152	26.3
Difficulty logging in (forgotten password or login)	75	13.0
Difficulty logging in (forgotten password or login), Difficulty navigating to find what I want	12	2.1
Difficulty logging in (forgotten password or login), Difficulty navigating to find what I want, Difficulty reading on a mobile device or tablet	1	0.2
Difficulty logging in (forgotten password or login), Difficulty navigating to find what I want, Difficulty searching on the website	9	1.6

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
Difficulty logging in (forgotten password or login), Difficulty navigating to find what I want, Difficulty searching on the website, Difficulty reading on a mobile device or tablet	1	0.2
Difficulty logging in (forgotten password or login), Difficulty navigating to find what I want, Difficulty searching on the website, Difficulty reading on a mobile device or tablet, I don't like the design of the website	2	0.3
Difficulty logging in (forgotten password or login), Difficulty navigating to find what I want, Difficulty searching on the website, I don't like the design of the website	13	2.3
Difficulty logging in (forgotten password or login), Difficulty navigating to find what I want, Difficulty searching on the website, Would prefer more photos and images	1	0.2
Difficulty logging in (forgotten password or login), Difficulty navigating to find what I want, Difficulty searching on the website, Would prefer more photos and images, I don't like the design of the website	1	0.2
Difficulty logging in (forgotten password or login), Difficulty navigating to find what I want, I don't like the design of the website	4	0.7
Difficulty logging in (forgotten password or login), Difficulty navigating to find what I want, Would prefer more photos and images	2	0.3
Difficulty logging in (forgotten password or login), Difficulty reading on a mobile device or tablet	2	0.3
Difficulty logging in (forgotten password or login), Difficulty searching on the website	4	0.7
Difficulty logging in (forgotten password or login), Difficulty searching on the website, Difficulty reading on a mobile device or tablet	2	0.3

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
Difficulty logging in (forgotten password or login), Difficulty searching on the website, I don't like the design of the website	3	0.5
Difficulty logging in (forgotten password or login), Difficulty searching on the website, Would prefer more photos and images	1	0.2
Difficulty logging in (forgotten password or login), Dislike reading articles online	13	2.3
Difficulty logging in (forgotten password or login), Dislike reading articles online, Difficulty navigating to find what I want	5	0.9
Difficulty logging in (forgotten password or login), Dislike reading articles online, Difficulty navigating to find what I want, Difficulty searching on the website	4	0.7
Difficulty logging in (forgotten password or login), Dislike reading articles online, Difficulty navigating to find what I want, Difficulty searching on the website, Difficulty reading on a mobile device or tablet	1	0.2
Difficulty logging in (forgotten password or login), Dislike reading articles online, Difficulty navigating to find what I want, Difficulty searching on the website, I don't like the design of the website	1	0.2
Difficulty logging in (forgotten password or login), Dislike reading articles online, Difficulty navigating to find what I want, I don't like the design of the website	1	0.2
Difficulty logging in (forgotten password or login), Dislike reading articles online, Difficulty reading on a mobile device or tablet	1	0.2
Difficulty logging in (forgotten password or login), Dislike reading articles online, Difficulty searching on the website, Difficulty reading on a mobile device or tablet	1	0.2

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
Difficulty logging in (forgotten password or login), Dislike reading articles online, Difficulty searching on the website, Would prefer more photos and images	1	0.2
Difficulty logging in (forgotten password or login), Dislike reading articles online, Difficulty searching on the website, Would prefer more photos and images, I don't like the design of the website	1	0.2
Difficulty logging in (forgotten password or login), Dislike reading articles online, I don't like the design of the website	1	0.2
Difficulty logging in (forgotten password or login), I don't like the design of the website	2	0.3
Difficulty logging in (forgotten password or login), Lack of or poor quality Internet access	8	1.4
Difficulty logging in (forgotten password or login), Lack of or poor quality Internet access, Difficulty navigating to find what I want	1	0.2
Difficulty logging in (forgotten password or login), Lack of or poor quality Internet access, Difficulty navigating to find what I want, Difficulty reading on a mobile device or tablet, I don't like the design of the website	1	0.2
Difficulty logging in (forgotten password or login), Lack of or poor quality Internet access, Difficulty navigating to find what I want, Difficulty searching on the website	1	0.2
Difficulty logging in (forgotten password or login), Lack of or poor quality Internet access, Difficulty navigating to find what I want, Difficulty searching on the website, Difficulty reading on a mobile device or tablet	2	0.3

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
Difficulty logging in (forgotten password or login), Lack of or poor quality Internet access, Difficulty navigating to find what I want, Difficulty searching on the website, Difficulty reading on a mobile device or tablet, Would prefer more photos and images, I don't like the design of the website	2	0.3
Difficulty logging in (forgotten password or login), Lack of or poor quality Internet access, Difficulty navigating to find what I want, Difficulty searching on the website, Would prefer more photos and images	1	0.2
Difficulty logging in (forgotten password or login), Lack of or poor quality Internet access, Difficulty reading on a mobile device or tablet	2	0.3
Difficulty logging in (forgotten password or login), Lack of or poor quality Internet access, Dislike reading articles online	4	0.7
Difficulty logging in (forgotten password or login), Lack of or poor quality Internet access, Dislike reading articles online, Difficulty navigating to find what I want	2	0.3
Difficulty logging in (forgotten password or login), Lack of or poor quality Internet access, Dislike reading articles online, Difficulty navigating to find what I want, Difficulty searching on the website	1	0.2
Difficulty logging in (forgotten password or login), Lack of or poor quality Internet access, Dislike reading articles online, Difficulty reading on a mobile device or tablet	1	0.2
Difficulty logging in (forgotten password or login), Lack of or poor quality Internet access, Dislike reading articles online, Difficulty searching on the website	1	0.2
Difficulty logging in (forgotten password or login), Lack of or poor quality Internet access, I don't like the design of the website	3	0.5

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
Difficulty logging in (forgotten password or login), Lack of or poor quality Internet access, Would prefer more photos and images	1	0.2
Difficulty logging in (forgotten password or login), Would prefer more photos and images	2	0.3
Difficulty logging in (forgotten password or login), Would prefer more photos and images, I don't like the design of the website	1	0.2
Difficulty login in (forgotten password or login), Difficulty searching on the website	1	0.2
Difficulty navigating to find what I want	24	4.2
Difficulty navigating to find what I want, Difficulty reading on a mobile device or tablet	2	0.3
Difficulty navigating to find what I want, Difficulty reading on a mobile device or tablet, I don't like the design of the website	2	0.3
Difficulty navigating to find what I want, Difficulty searching on the website	27	4.7
Difficulty navigating to find what I want, Difficulty searching on the website, Difficulty reading on a mobile device or tablet	3	0.5
Difficulty navigating to find what I want, Difficulty searching on the website, Difficulty reading on a mobile device or tablet, I don't like the design of the website	1	0.2
Difficulty navigating to find what I want, Difficulty searching on the website, Difficulty reading on a mobile device or tablet, Would prefer more photos and images	1	0.2
Difficulty navigating to find what I want, Difficulty searching on the website, I don't like the design of the website	7	1.2
Difficulty navigating to find what I want, Difficulty searching on the website, Would prefer more photos and images	1	0.2

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
Difficulty navigating to find what I want, I don't like the design of the website	2	0.3
Difficulty navigating to find what I want, Would prefer more photos and images	2	0.3
Difficulty reading on a mobile device or tablet	5	0.9
Difficulty reading on a mobile device or tablet, Would prefer more photos and images	1	0.2
Difficulty searching on the website	9	1.6
Difficulty searching on the website, I don't like the design of the website	1	0.2
Dislike reading articles online	62	10.7
Dislike reading articles online, Difficulty navigating to find what I want	4	0.7
Dislike reading articles online, Difficulty navigating to find what I want, Difficulty reading on a mobile device or tablet	1	0.2
Dislike reading articles online, Difficulty navigating to find what I want, Difficulty searching on the website	1	0.2
Dislike reading articles online, Difficulty navigating to find what I want, Difficulty searching on the website, Difficulty reading on a mobile device or tablet	1	0.2
Dislike reading articles online, Difficulty reading on a mobile device or tablet	4	0.7
Dislike reading articles online, Difficulty searching on the website	1	0.2
Dislike reading articles online, Difficulty searching on the website, Difficulty reading on a mobile device or tablet	1	0.2
Dislike reading articles online, Difficulty searching on the website, Would prefer more photos and images	1	0.2

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
Dislike reading articles online, Would prefer more photos and images	4	0.7
I don't like the design of the website	9	1.6
Lack of or poor quality Internet access	18	3.1
Lack of or poor quality Internet access, Difficulty navigating to find what I want, Difficulty reading on a mobile device or tablet	2	0.3
Lack of or poor quality Internet access, Difficulty navigating to find what I want, Difficulty searching on the website	4	0.7
Lack of or poor quality Internet access, Difficulty navigating to find what I want, Difficulty searching on the website, Difficulty reading on a mobile device or tablet, I don't like the design of the website	1	0.2
Lack of or poor quality Internet access, Difficulty reading on a mobile device or tablet	1	0.2
Lack of or poor quality Internet access, Difficulty searching on the website	6	1.0
Lack of or poor quality Internet access, Difficulty searching on the website, Would prefer more photos and images	1	0.2
Lack of or poor quality Internet access, Dislike reading articles online	2	0.3
Lack of or poor quality Internet access, Dislike reading articles online, Difficulty navigating to find what I want, Difficulty searching on the website	2	0.3
Lack of or poor quality Internet access, Dislike reading articles online, Difficulty searching on the website, Difficulty reading on a mobile device or tablet	1	0.2
Lack of or poor quality Internet access, Would prefer more photos and images	2	0.3
Would prefer more photos and images	7	1.2



<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
Would prefer more photos and images, I don't like the design of the website	1	0.2

*Table 45: How satisfied are you with The Sea Ranch Association website (1 to 5)*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	55	9.5
1	19	3.3
2	48	8.3
3	186	32.2
4	202	35.0
5	67	11.6

*Table 46: How long have you lived at The Sea Ranch?*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	8	1.4
1 - 5 years	107	18.5
11-25 years	187	32.4
26 years or more	78	13.5
6 -10 years	86	14.9
Don't live here yet	67	11.6
Less than 1 year	44	7.6

*Table 47: What category best describes your current residence at The Sea Ranch?*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	9	1.6
Full-time resident, owner	185	32.1
Full-time resident, renter	3	0.5
Non-resident, homeowner	17	2.9
Non-resident, lot owner	16	2.8
Not applicable	3	0.5
Part-time resident, home also rented to others	89	15.4
Part-time resident, home not rented to others	255	44.2

*Table 48: If you are a part-time resident, what percentage of your time do you currently spend at The Sea Ranch?*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	109	18.9
30 days or less per year	100	17.3
Less than half a year but more than 30 days per year	221	38.3
More than half a year	39	6.8
Not Applicable	108	18.7

*Table 49: Please indicate you age bracket*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
<i>no response</i>	43	7.5
40 and under	1	0.2
41 - 50	20	3.5
51 - 60	114	19.8
61 - 70	199	34.5
71 - 80	154	26.7
81-90	38	6.6
91 and over	3	0.5
prefer not to answer	5	0.9

*Table 50: How was this form completed?*

<b>Scale Item</b>	<b>Count</b>	<b>Percentage</b>
hardcopy	47	8.1
online	530	91.9