

# Mozilla Community Surveys

# Appendix

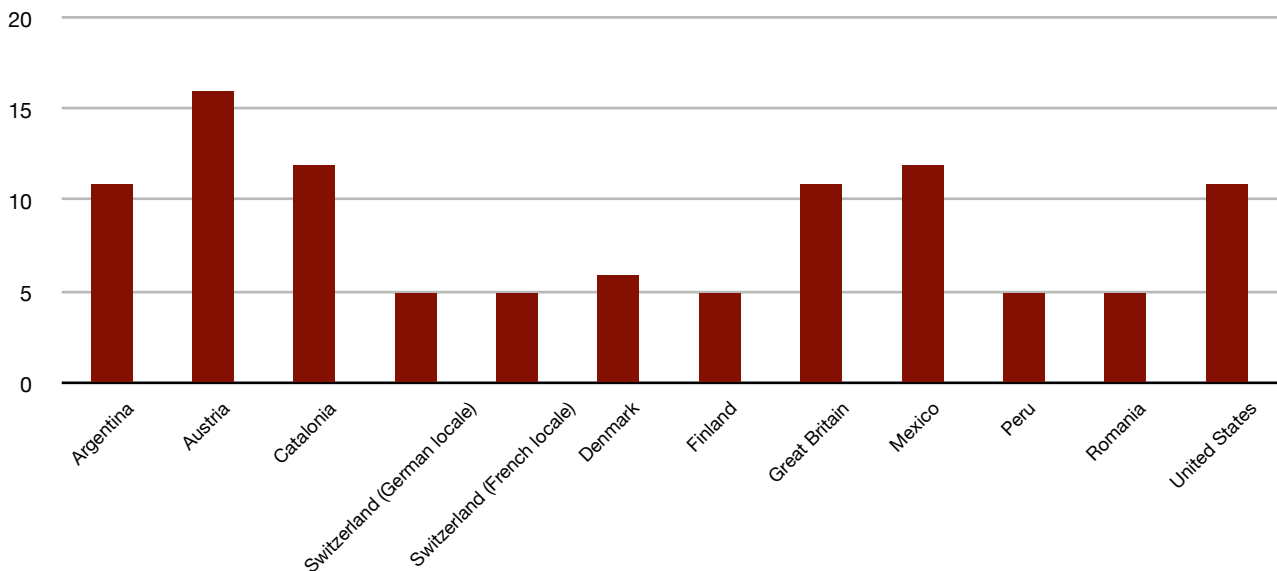
## to the First Community Survey Results Report

The first survey was an experiment and we did not have know what to expect once we released it to the public. With nearly 1,200 people taking it, we were pleasantly surprised by the response rate and the population size. Because of this, we had to take our time to interpret, creating a process to analyze the data and publish the results.

In the main part of the report we discussed the results from 7 countries because response rates were high enough for us to have significance in our statistical testing. This allowed us to extend the interpretation over the whole community, treating the responses that we got as samples. However, we had to exclude from the main analysis countries we were very curious about that didn't have enough responses. For this reason, lead by our curiosity (and yours!), we present this short appendix to the main part of the report. We will discuss the results for countries which had between 5 and 20 responses.

We will use a slightly more qualitative approach than we did in the main part of the report. It's actually just as if we conducted a couple of focus group interviews, asking the community members (5 to 15 from each community) about their thoughts on the communities.

The list of regions we will focus on in the appendix include: Argentina, Austria, Catalonia, Switzerland (German and French parts), Denmark, Finland, Great Britain, Mexico, Peru, Romania and the U.S. In the chart below you can see how many people from each of these regions took the survey.



In this appendix, we focus on communities which were very small in terms of sample size, only presenting the raw data (frequencies and percentages) for the responses we got.

In the charts that will follow we will use the same colors to present the responses. This "visual code" will hopefully help understanding the data at the first glance.

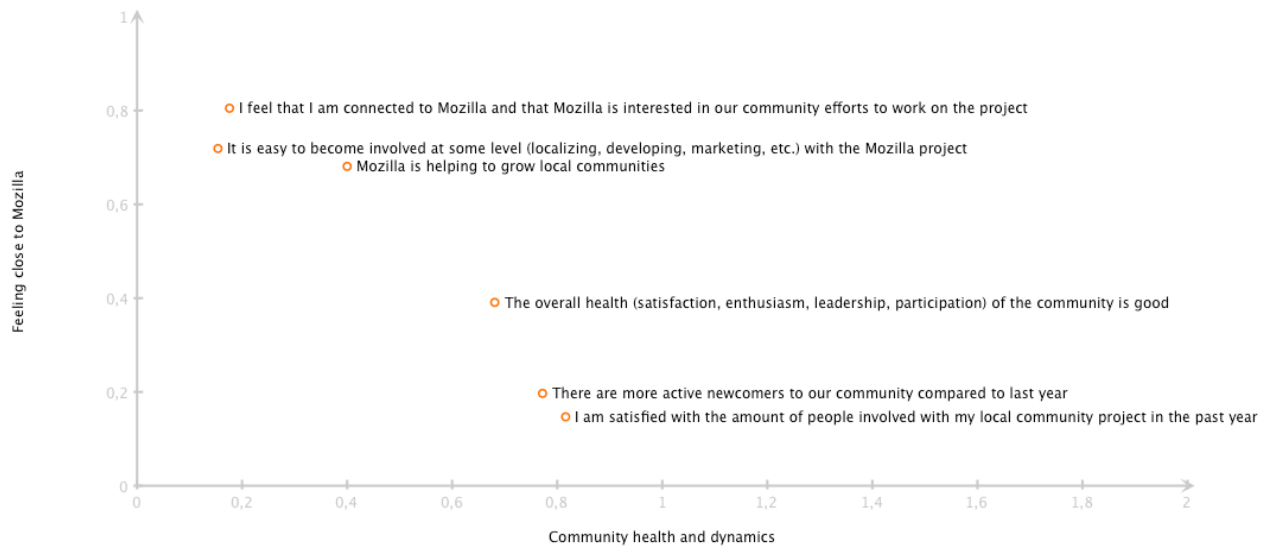
■ Strongly disagree  
 ■ Disagree  
 ■ Neutral  
 ■ Agree  
 ■ Strongly agree

As you can see, colder colors mean "disagree" while warmer "agree", with red being the most positive answer. Also, we will use percentages instead of frequencies, so that we can compare questions and regions if necessary. Please keep in mind though, that because of the small sample sizes, even 20% may actually mean 1 response, and 100% may be a low as 5 responses.

We may still use the knowledge we learned in the main part of the report to structure the content of the appendix. Using the factor analysis in the main part of the report, we were able to discover some interesting correlations between the questions we asked. We noticed that some of the questions tend to "go together" – the respondents were likely to give similar responses to the questions in these groups. In the appendix, we use the same factor correlations.

## First question: overall situation in the community.

In the main report, the factor analysis that we conducted formed two natural groups, which we then assigned to two extracted factors. The chart below shows these two groups on a plane whose two axes are the two factors: "Community health and dynamics" and "Feeling close to Mozilla".

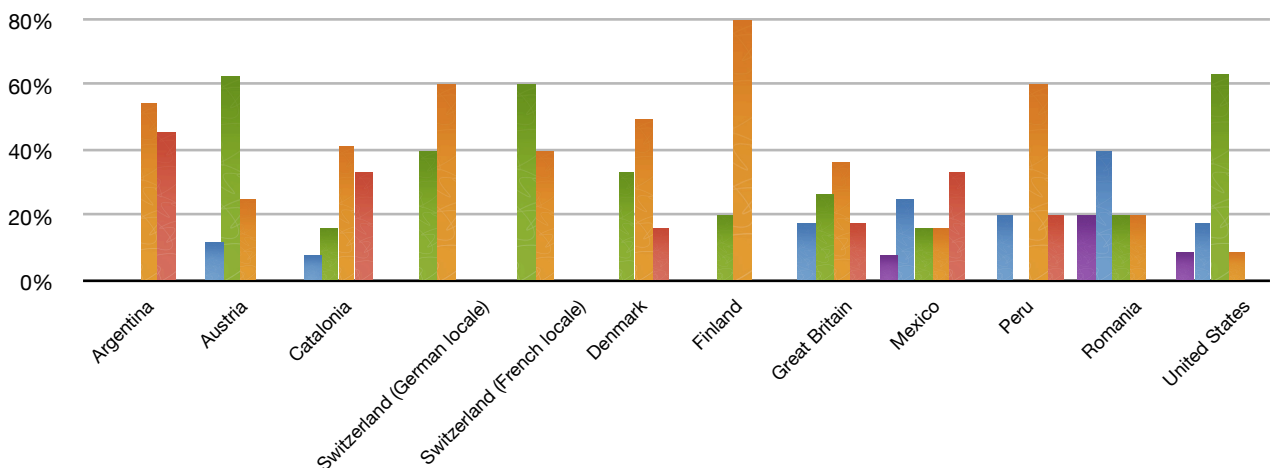


## Community health and dynamics

Let's take a look at the responses to the three questions we see grouped in the lower part of the chart above:

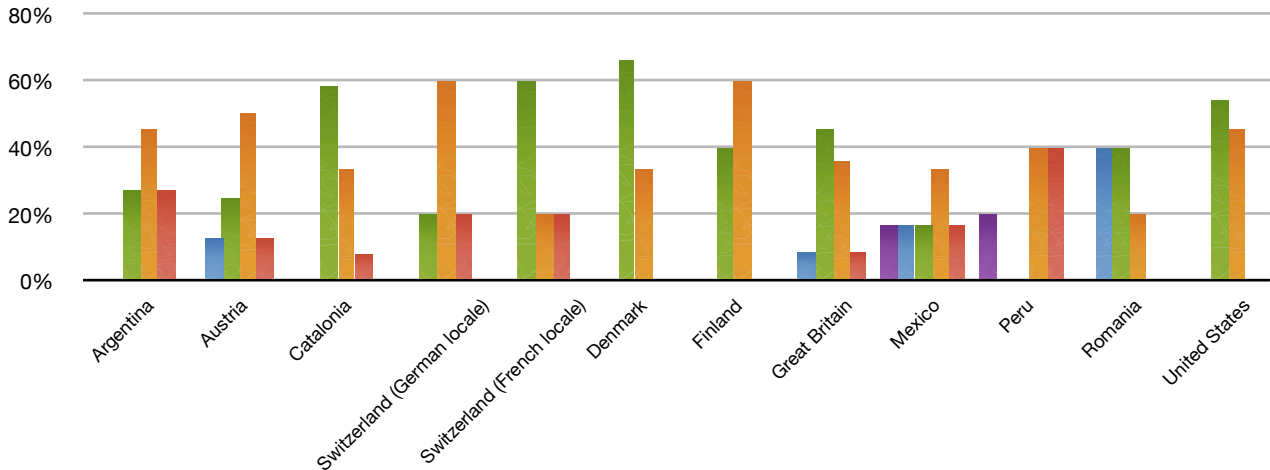
- The overall health (satisfaction, enthusiasm, leadership, participation) of the community is good.
- There are more active newcomers to our community compared to last year.
- I am satisfied with the amount of people involved with my local community project in the past year.

### I am satisfied with the amount of people involved with my local community project in the past year.



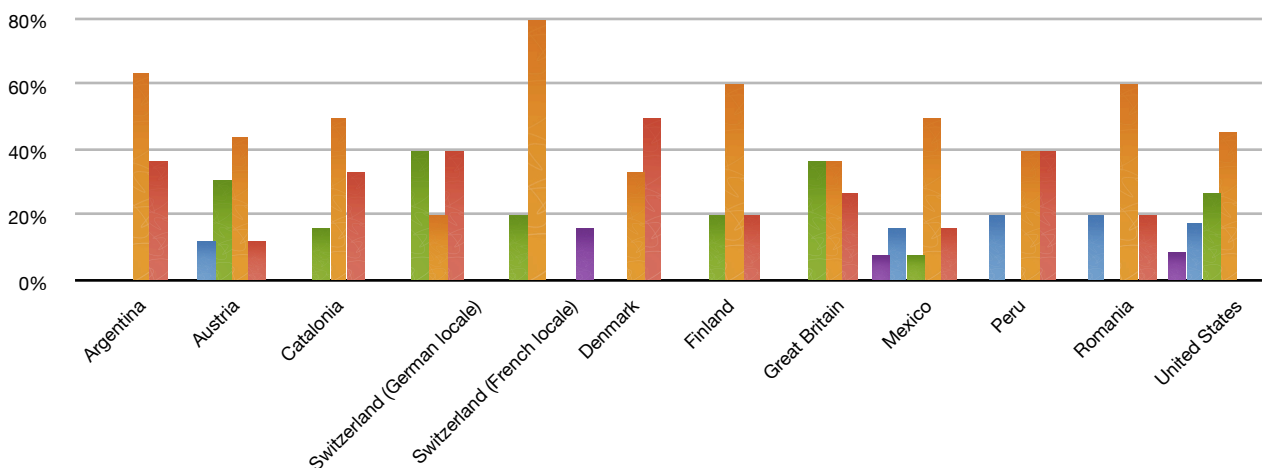
The first thing we notice is a high number of people who are satisfied with the amount of people involved with their local community. The numbers are really encouraging for Argentina, Catalonia, Denmark, Finland, Peru and Switzerland. We can see as well that the respondents coming from Great Britain, Mexico and Romania were slightly less consistent in judging this characteristic of their communities. Attention should be paid especially to Romania, where the majority of respondents pointed out that they weren't satisfied about the size of the Romanian community.

**There are more active newcomers to our community compared to last year.**



Here we see a lot of green ('Neutral') and orange ('Agree') bars meaning that the respondents were rather undecided about this question, or slightly leaning to agree with its statement. We easily notice high red bars for Argentina and Peru. We know that there is a new community in Argentina forming up, so our data seem to fit well to the reality.

**The overall health (satisfaction, enthusiasm, leadership, participation) of the community is good.**



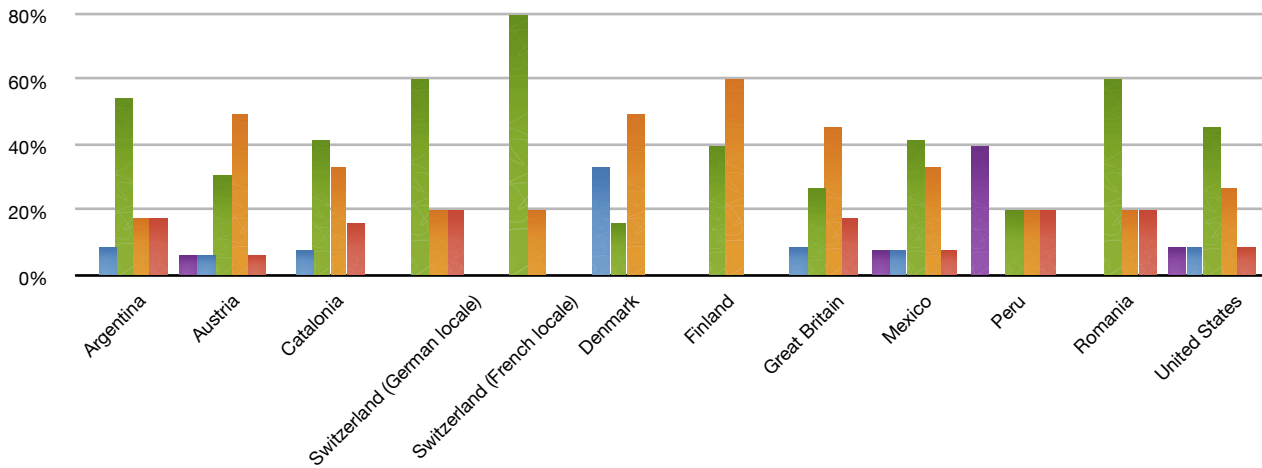
Just look at all the red and orange bars! From the overall color of the chart (very warm) we see that the respondents were consistent in saying that the health of their community is good or very good.

**Feeling close to Mozilla**

Next, let's look at the responses to the other 3 questions, which loaded into the second factor, Feeling close to Mozilla.

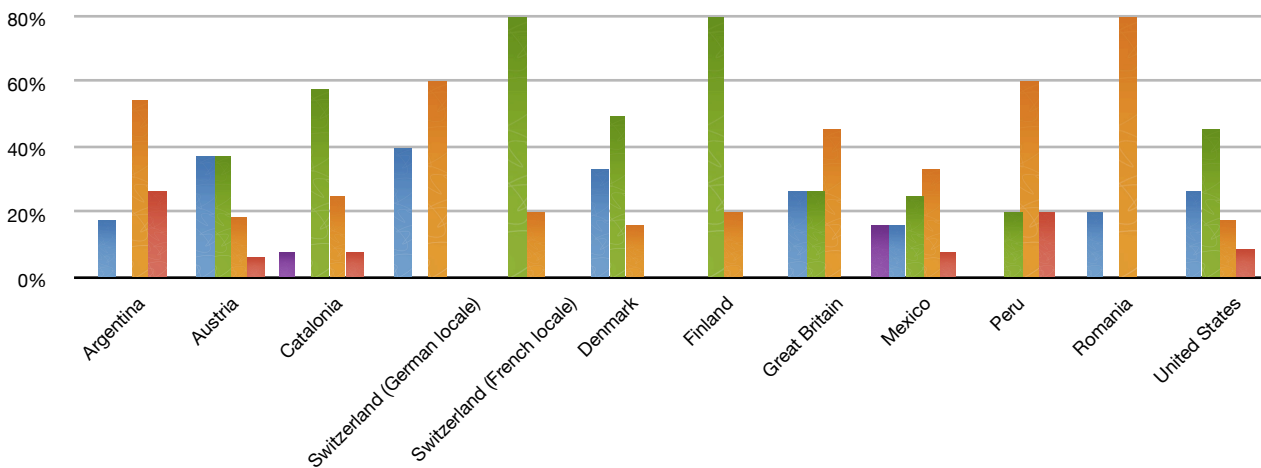
- I feel connected that I am connected to Mozilla and that Mozilla is interested in our community efforts to work on the project.
- It is easy to become involved at some level (localizing, developing, marketing, etc.) with the Mozilla project.
- Mozilla is helping to grow local communities.

**I feel that I am connected to Mozilla and that Mozilla is interested in our community efforts to work on the project.**



We see that the highest bars are the green and the orange ones. Also, Denmark, Finland and Great Britain have the highest percentage of positive responses. This can be related to good overall command of English in these countries, which makes it easier for the community to communicate with Mozilla.

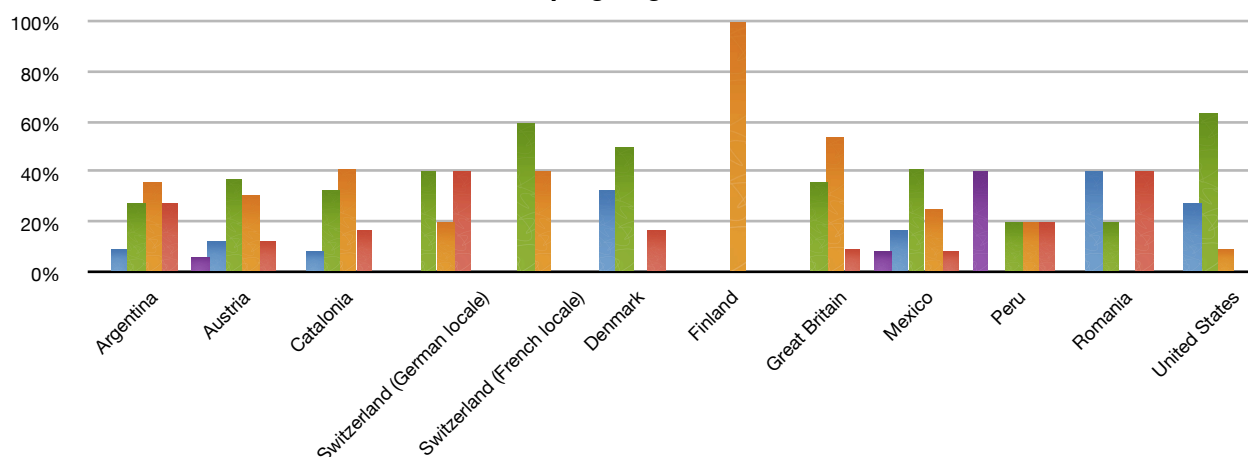
**It is easy to become involved at some level (localizing, developing, marketing, etc.) with the Mozilla project.**



Romania (with their active community) and Peru are doing well according to the majority of respondents from these countries in terms of lowering the entry barriers for newcomers to the community. Argentina's just behind, but this could be an opinion of the members of the newly-formed community over there.

We also see that ca. 35-40% of the respondents from Austria and German-speaking part of Switzerland think it is not easy to become involved. This is consistent with the results we got for Germany in the main part of the report: it would seem that for the German locale the barrier to entry for newcomers might be high.

### Mozilla is helping to grow local communities.



What we see here for most of the regions we focus on is very similar to so called "normal" distribution of responses, i.e. we see many responses in the middle range of possible answers (e.g. 'Neutral', the green bars) and fewer and fewer responses on both tails of the distribution. With mode often at 'Neutral' or 'Agree', we can conclude that the respondents simply didn't know too much about Mozilla's activity in that field.

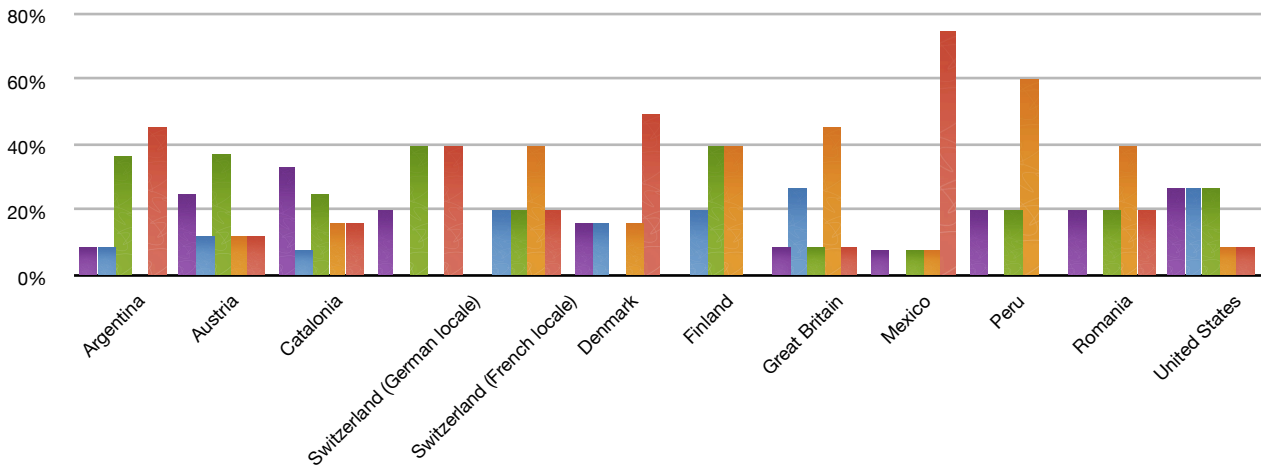
The very conspicuous exceptions are Finland, Peru and Romania. It seems that the Finnish are satisfied with Mozilla regarding this area, whereas Peru seems to feel left to its own. In case of Romania we see opposite responses, and we cannot conclude with a single statement. This is most likely due to the very small sample size.

## Second question: resources

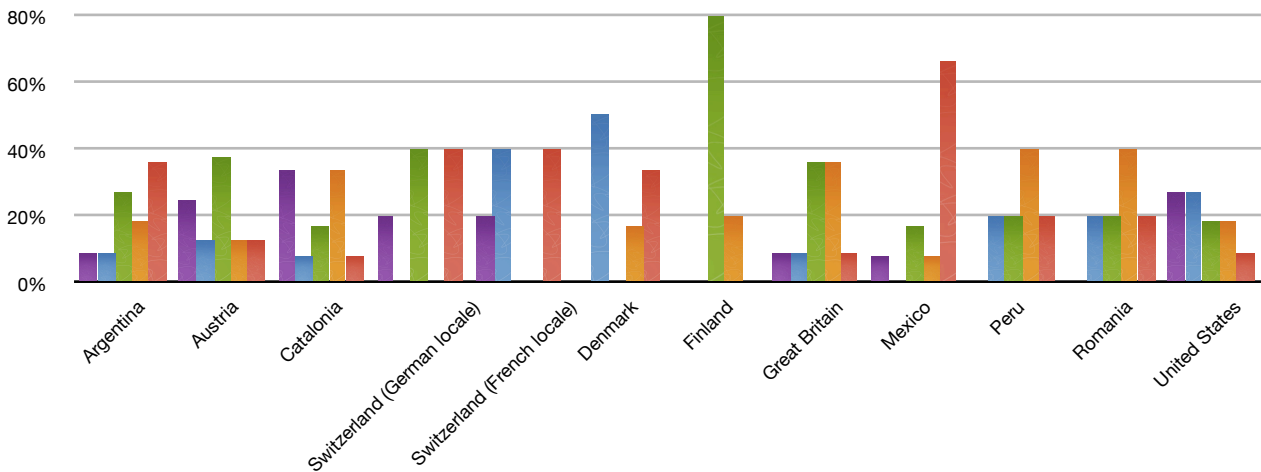
In the second question we asked about the resources that Mozilla could provide to the communities (or action that Mozilla could undertake) to help them develop, integrate its members and work more efficiently. We presented a following list of possible resources:

- web hosting,
- web storage,
- goodies (hardware, software, community-wide tools, marketing supplies, T-shirts, badges, etc.),
- helping to plan community meetings and events,
- financially supporting community meetings and events,
- helping the local community organize its members,
- helping establish a legal entity (e.g. a non-profit organization) if necessary,
- having a PR agency to help with press inquiries,
- a visit from Mozilla to the community members,
- providing a Mozilla website template for community websites in different locales.

### Web hosting

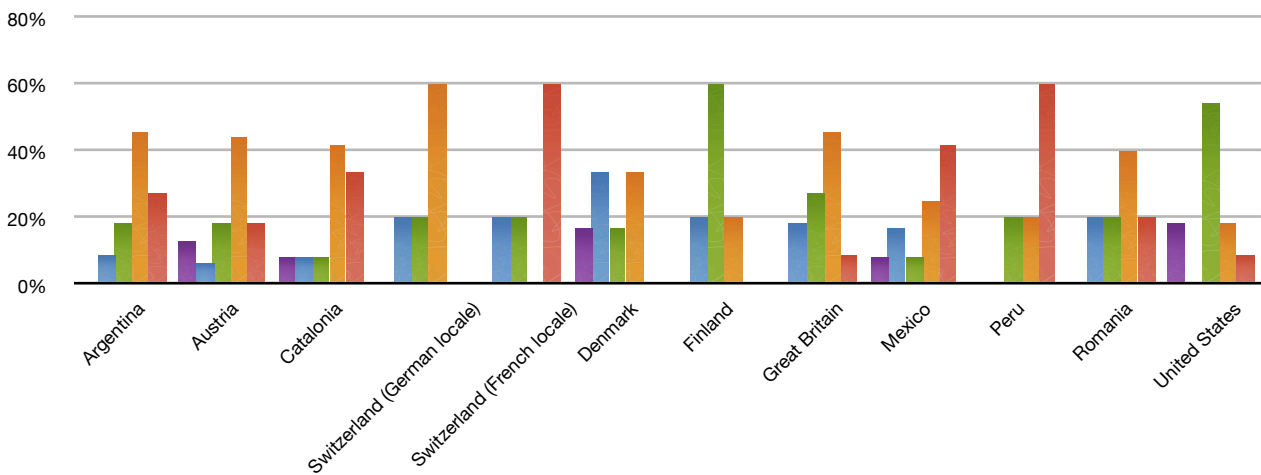


### Web storage



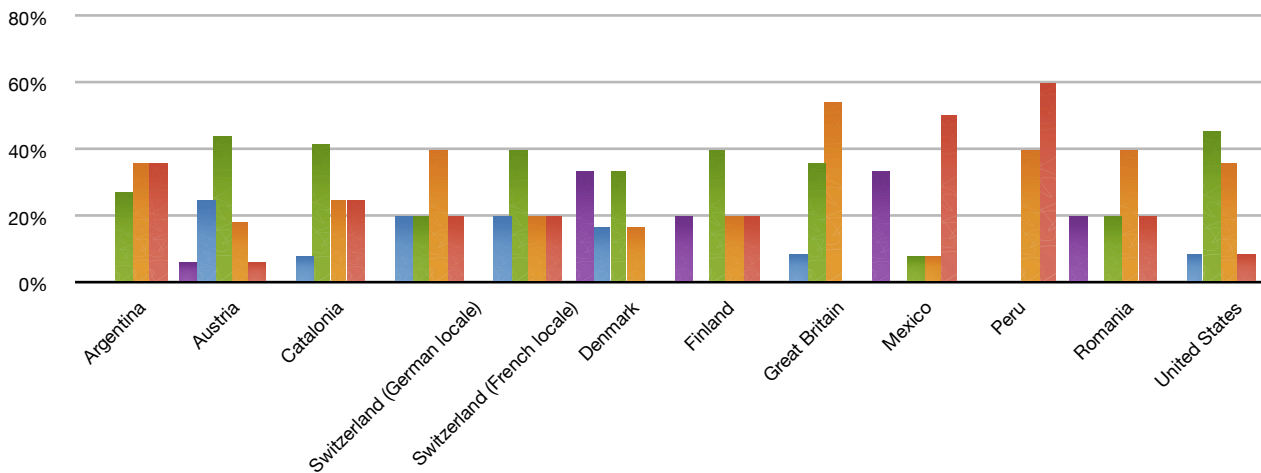
Let's look these two charts above in the same time. We can clearly notice a very significant need of web hosting and storage in Mexico, where the community is currently using the Spanish forums. Other communities that could benefit from this kind of support from Mozilla are located in Argentina, Denmark and Switzerland.

### More goodies

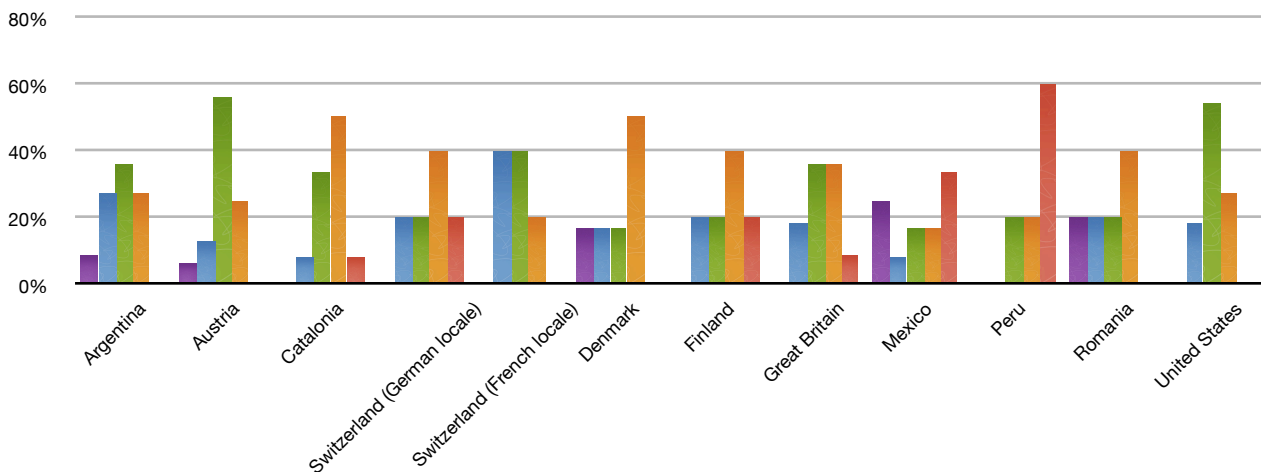


Goodies are welcome in all communities, maybe slightly less in Scandinavia.

### Helping to plan community meetings and events

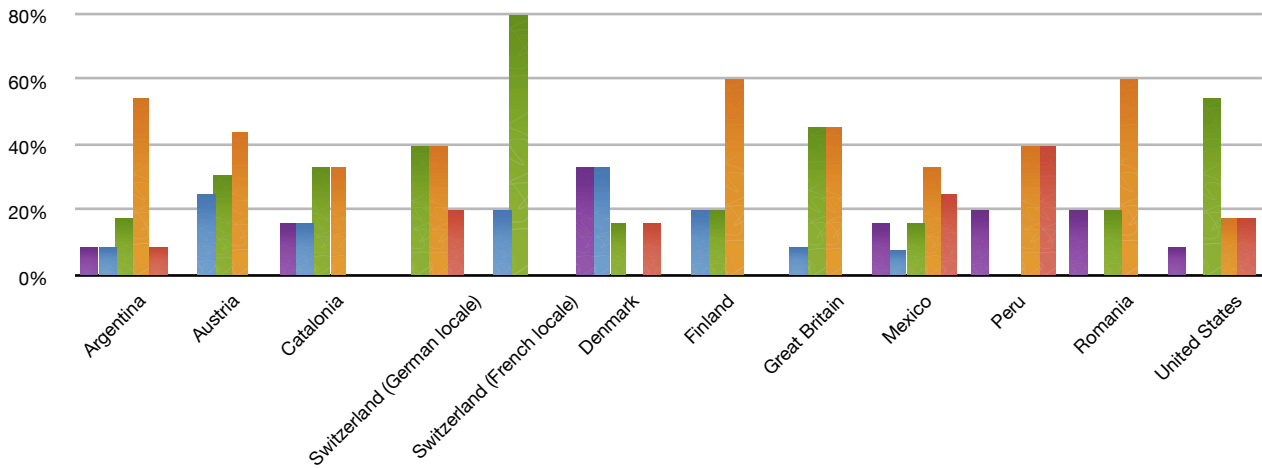


### Financially supporting community meetings and events



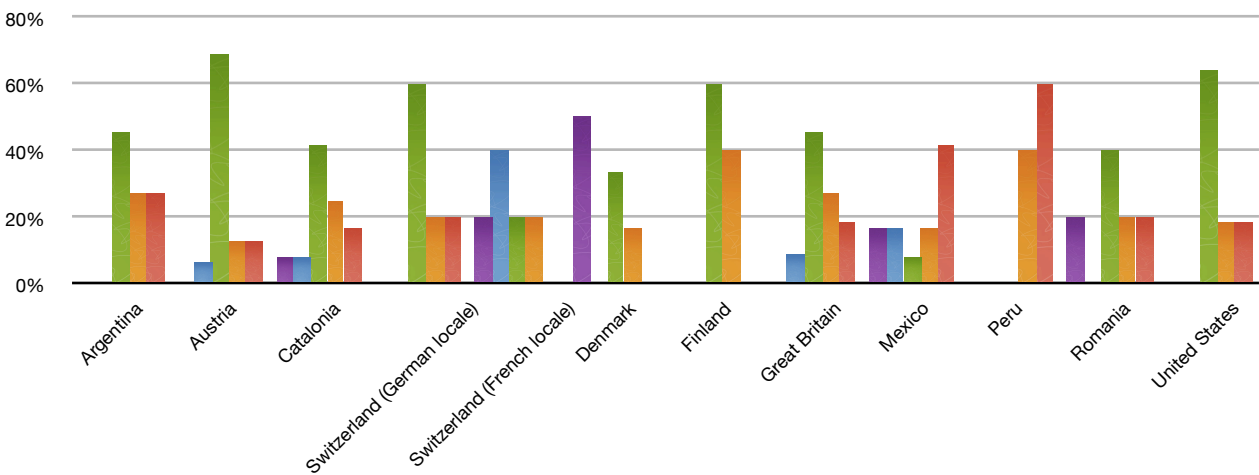
The responses are positive in these two questions, but there are few communities that would find this kind of support urgent or extremely important. We notice that the communities from South America wish that Mozilla helps them in organizing and financing community meetings and events. We can also see that in general, the communities require more organizational help (we think that examples can include: finding a place to meet and to stay, inviting guests, preparing an agenda etc.) than financial.

### Helping the local community organize its members



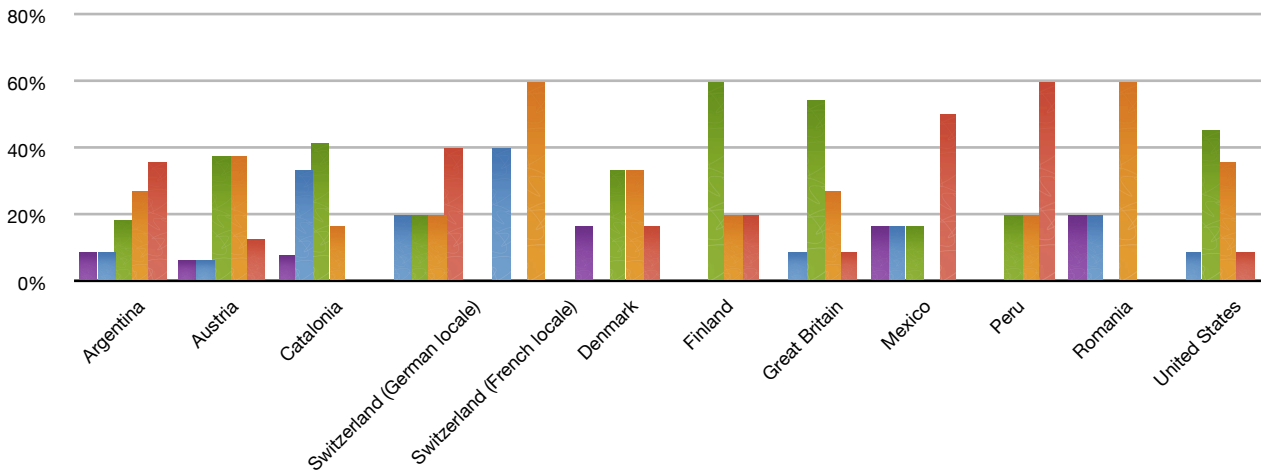
We see rather moderate responses to this question.

### Helping establish a legal entity

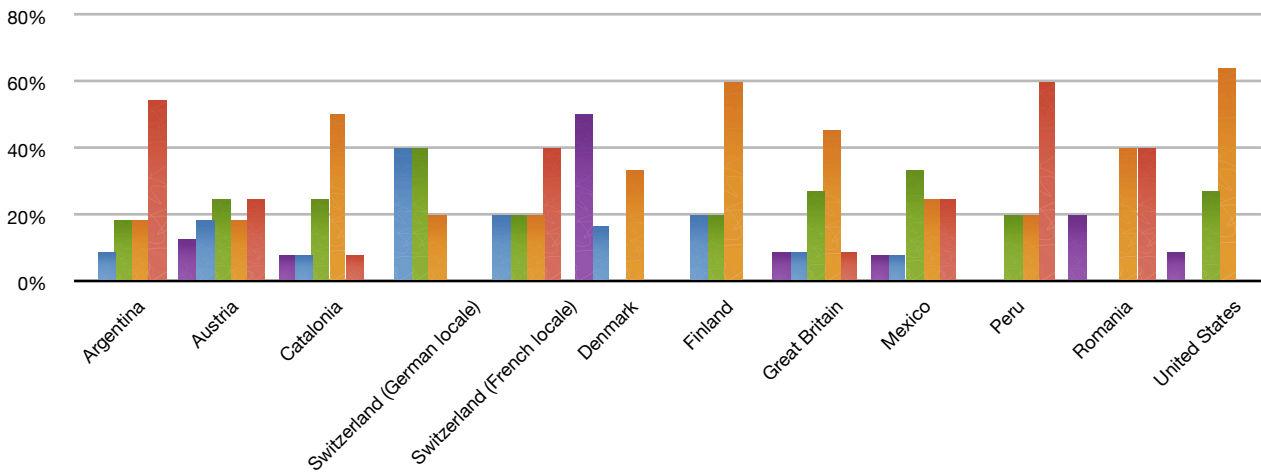


It seems that the South American communities would like to see Mozilla helping them establish legal entities representing these communities. In Europe, this need is less significant (numerous 'Neutral' responses) – we may speculate that European communities are slightly older and that those that wanted to formalize their activity this way, have probably already done so.

### Having a PR agency to help with press inquiries

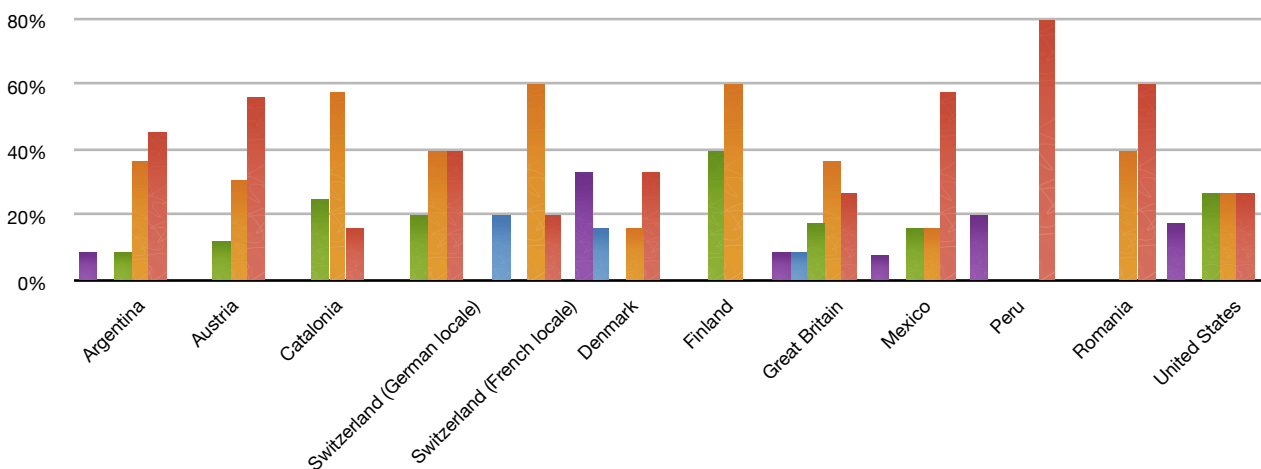


### A visit from Mozilla to the community members



The fast-developing communities of Argentina, Peru and Romania would like someone from Mozilla to visit them.

### Providing a Mozilla website template for community websites in different locales



Our last question turned out to be the hit in the main part of the report (highest mean). We can see that also for other regions and communities, providing an officially branded website template is a top need.

## Conclusions

- Website template is a top need among all Mozilla communities
- The health of all communities is good
- South American communities would like Mozilla to help them develop (providing web hosting and events organization support)
- The same for Romania
- Small communities can encounter problems with too high entry barriers for the newcomers

Going forward, we have a better understanding of what to expect as far as number of responses, what to ask, what tests to run, and how to interpret (and then describe) what we learn from the information we gathered. We will do our best to have a tighter turn around in the production of our community survey reports.