

## Analysis of 1<sup>st</sup> Geograph user survey [Feb 2017]

### Summary

Most of the people who visit Geograph are from the UK. They use the site to explore where they live or areas they might visit. They are particularly interested in history, maps / geography and the environment [built and natural]. Almost all would recommend Geograph to other people.

Most people are not students, nor are they using Geograph for work. Most don't want to upload a photo and do not use the site regularly.

### Methodology

The survey was placed on the site for 30 days, from 2<sup>nd</sup> February 2017. It was positioned to catch the attention of unregistered, not registered, users. It attracted 3,765 responses [mostly full, some partial]. The least-answered question had 3,114 responses. We calculate about 4% of the total site users completed all or part of the survey.

### Detailed data:

1. 16% of surveyed users can be classed as regular [at least once a month], 35% as occasional [visited at least once before] and 46% are first-timers.

2. 86% of surveyed users do not intend to upload a photo.

2a. 53% of the people who are going to upload a photo have done so before, 47% have not.

3.4.5. 46% of surveyed users used Geograph to explore the area they live in, 61% use it to explore an area they hope to visit, and 19% use it for work.

5a. Of those who use Geograph for work, 28% are working in education, 13% are in conservation, 11% in publicity, 7% in planning, 3% in redevelopment and 39% in 'other'.

### 6. Interests of surveyed users:

Heritage 55%, Buildings 53%, Natural environment 49%

Maps 43%, Geography 41%, Photography 37%

Family history 29%, Transport 26%, Geology 24%, Attractive images 21%

First & Second World Wars 13%, Other 11%, None 7%

This can be broadly grouped as follows:

Heritage: score 185 [Heritage + half of buildings + half of natural environment + family history + geology + half of transport + Wars]

Geography: score 133 [half of natural environment + Maps + Geography + Geology]

Environment: score 102 [natural + buildings]

Photography: score 58 [photography + attractive images]

7. 7a. 83% of the surveyed users live in the UK, just over 1% in Ireland. Looking at the IP addresses of surveyed users, 82% are from the UK, 7% are from the USA & Canada, another 7% from Europe [including Ireland, Russia & Turkey and excluding the UK], and less than 1% each from Asia [including the Middle East], Australia & New Zealand, South & Central America [including the Caribbean] and Africa. [2% are unknown]

8. 8% of the surveyed users are students.

9. 94% of the surveyed users would recommend the site to other people.

Other information:

Looking at the browsers of surveyed users, 37% use Chrome, 19% use Trident, 18% use Firefox, 10% use iPad, 7% use Android, 5% use Safari, 2% use MSIE and 0.1% use Mobile, Opera or 'other'.

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