2014 ICMA Digital Use Survey Results

Survey Methodology

The electronic survey was send to 19,183 members and nonmembers who are employed by local government, have an email address, and have not opted out of electronic surveys. We received 603 responses.

Profile of respondents

Job title of respondents

- 47% are CAOs or Assistant CAOs
- 11% are department heads/directors
- 10% are clerks
- 27% are mid-level analysts
- 5% are assistants "to" or interns

Gender of respondents

- 28% are women
- 60% are men
- 12% unknown

Age group of respondents

- 18-24   1%
- 25-34   9%
- 35-54   49%
- 55+   33%
- Unknown   9%

Member status

- Member   57%
- Nonmember   43%

Smartphones

Do you use a smartphone?

Overall, 90% of respondents use a smartphone, with ICMA members showing a higher percentage than nonmembers.

In 2013, 84% reported smartphone use; there has been an increase of 6 percentage points.

		Smartphone				
		Total	Yes		No	
		Count	Count	Row N %	Count	Row N %
Record type	Total	599	566	94.5%	33	5.5%
	Member	341	332	97.4%	9	2.6%
	Nonmember	258	234	90.7%	24	9.3%
Age group	Total	545	515	94.5%	30	5.5%
	18-24	5	5	100.0%	0	0.0%
	25-34	54	52	96.3%	2	3.7%
	35-54	290	281	96.9%	9	3.1%
	55+	196	177	90.3%	19	9.7%

If you use a smartphone, which operating system (OS) do you use? (Check all applicable.)

The raw numbers makes it clear that the Apple iOS and the Android are by far the most often reported. Within each system, members show higher percentage reporting use as do respondents in the 35-54 age group.

- 58% use an Apple iOS.
- 37% use an Android.

These percentages are slightly higher than 2013, but we surveyed only local government employees this year.

	Record type			Age group			
	Total	Member	Nonmember	18-24	25-34	35-54	55+
	Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Apple iOS	347	62.0%	38.0%	.9%	11.6%	54.5%	32.9%
Android	226	52.7%	47.3%	1.0%	9.8%	58.3%	30.9%
Blackberry	11	54.5%	45.5%	0.0%	0.0%	62.5%	37.5%
Windows phone	17	47.1%	52.9%	0.0%	5.9%	35.3%	58.8%
Fire OS	2	50.0%	50.0%	0.0%	0.0%	0.0%	100.0%

If you do not use a smartphone, do you plan to use one in the next 12 months?

A majority report that they plan to use a smartphone or are not sure if they will use one in the next 12 months. Close to 40% indicate that they will not use one, but that is heavily influenced by the respondents in the 55+ age group.

| | | Smartphone next 12 months | | | |
| | | | Yes | No | Not sure |
		Total	Row N %	Row N %	Row N %
Record type	Total	33	33.3%	39.4%	27.3%
	Member	9	44.4%	22.2%	33.3%
	Nonmember	24	29.2%	45.8%	25.0%
Age group	Total	30	30.0%	40.0%	30.0%
	25-34	2	50.0%	50.0%	0.0%
	35-54	9	44.4%	33.3%	22.2%
	55+	19	21.1%	42.1%	36.8%

Preferred method of accessing content

Regardless of age group, respondents prefer to read articles and report electronically and magazines and books in print. Of interest is the shift from 2013.

- 15% prefer print for articles in 2014 (22% in 2013), showing a decrease in preference for print in 2014.
- 61% prefer print for magazines (66% in 2013), showing a decrease in preference for print in 2014.
- 29% prefer print for reports (33% in 2013), showing a decrease in preference for print in 2014.
- 71% preferred print for books (67% in 2013), showing an increase in preference for print in 2014.

| | | | Record type | | | Age group | | | |
| | | | Total | Member | Nonmember | 18-24 | 25-34 | 35-54 | 55+ |
		Count	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %	Column N %
Articles	Total	589	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	Print	86	14.6%	14.2%	15.1%	0.0%	7.4%	10.4%	22.2%
	Electronic	503	85.4%	85.8%	84.9%	100.0%	92.6%	89.6%	77.8%
Magazines	Total	591	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	Print	362	61.3%	61.1%	61.5%	100.0%	57.4%	56.4%	69.2%
	Electronic	229	38.7%	38.9%	38.5%	0.0%	42.6%	43.6%	30.8%
Reports	Total	591	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	Print	173	29.3%	29.1%	29.5%	40.0%	27.8%	27.7%	31.3%
	Electronic	418	70.7%	70.9%	70.5%	60.0%	72.2%	72.3%	68.7%
Books	Total	589	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	Print	417	70.8%	71.0%	70.5%	100.0%	73.6%	69.8%	71.8%
	Electronic	172	29.2%	29.0%	29.5%	0.0%	26.4%	30.2%	28.2%

Social networking/media

Which ICMA social networking communities do you participate in?

Not surprisingly, ICMA members show significantly higher participation in ICMA communities than do non-members. The only difference is ICMA Pinterest, but only 16 reported overall.

In 2013 as in 2014, LinkedIn and Facebook are reported by the highest percentage.

|	Record type			Age group			
	Total	Member	Nonmember	18-24	25-34	35-54	55+
	Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
ICMA_Facebook	110	76.4%	23.6%	.9%	14.2%	50.9%	34.0%
ICMA_Twitter	72	88.9%	11.1%	1.4%	20.0%	58.6%	20.0%
ICMA_LinkedIn	247	70.9%	29.1%	.9%	11.2%	52.6%	35.3%
ICMA_Flickr	2	100.0%	0.0%	0.0%	50.0%	50.0%	0.0%
ICMA_YouTube	60	66.7%	33.3%	0.0%	5.5%	54.5%	40.0%
ICMA_Pinterest	16	25.0%	75.0%	0.0%	7.1%	64.3%	28.6%
ICMA_Facebook_LWR	37	83.8%	16.2%	2.9%	20.0%	45.7%	31.4%
ICMA_Twitter_LWR	32	90.6%	9.4%	0.0%	21.9%	50.0%	28.1%
ICMA_Instagram	9	66.7%	33.3%	0.0%	25.0%	37.5%	37.5%

Does your local government have a social media presence?

The majority in all categories report that their local government has a social media presence. In 2013, 84% reported that their local government had a social media presence.

		LG social media presence					
		Total		Yes		No	
		Count		Count	Row N %	Count	Row N %
Record type	Total	593		523	88.2%	70	11.8%
	Member	340		299	87.9%	41	12.1%
	Nonmember	253		224	88.5%	29	11.5%
Age group	Total	545		481	88.3%	64	11.7%
	18-24	5		5	100.0%	0	0.0%
	25-34	54		52	96.3%	2	3.7%
	35-54	290		261	90.0%	29	10.0%
	55+	196		163	83.2%	33	16.8%

If your local government has a social media presence, what commercial networks do you use?

Facebook and Twitter are reported by the highest percentage of respondents. The various Google options are minimally used. It may be that LinkedIn is used more by individual professionals than by local governments.
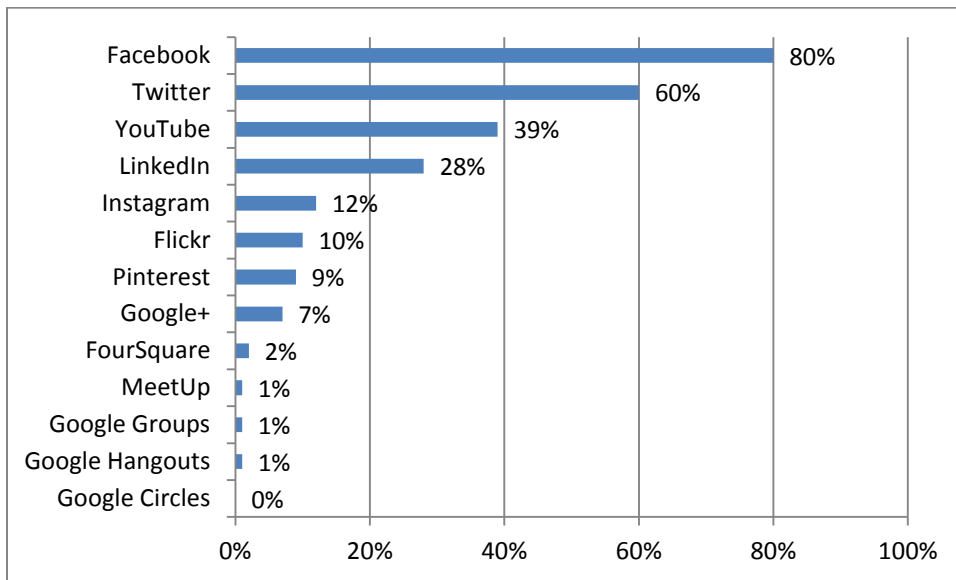
Electronic council agenda packet

Does your local government electronically transmit the council agenda packet using a software package specifically designed for agenda management?

A majority does not use this type of software package, respondents wrote in comments that they transmit electronically but not through a special software package.

		Electronic council agenda packet				
		Total	Yes		No	
		Count	Count	Row N %	Count	Row N %
Record type	Total	549	241	43.9%	308	56.1%
	Member	326	152	46.6%	174	53.4%
	Nonmember	223	89	39.9%	134	60.1%
Age group	Total	537	237	44.1%	300	55.9%
	18-24	4	4	100.0%	0	0.0%
	25-34	52	23	44.2%	29	55.8%
	35-54	287	122	42.5%	165	57.5%
	55+	194	88	45.4%	106	54.6%

If your local government does not electronically transmit the council agenda using a software package specifically designed for agenda management, do you plan to do so in the next 12 months?

A small percentage plan to use a software package to transmit the agenda in the next year

		Electronic agenda next 12 months			
		Total	Yes	No	Not sure
		Count	Row N %	Row N %	Row N %
Record type	Total	313	15.0%	42.5%	42.5%
	Member	176	15.3%	50.6%	34.1%
	Nonmember	137	14.6%	32.1%	53.3%
Age group	Total	305	15.1%	42.3%	42.6%
	18-24	1	0.0%	0.0%	100.0%
	25-34	30	13.3%	40.0%	46.7%
	35-54	166	13.9%	43.4%	42.8%
	55+	108	17.6%	41.7%	40.7%

Level of satisfaction with ICMA website/Knowledge Network features

It's evident from both the "overall" table and the individual breakouts of respondents satisfaction with features that some features, such as the documents and articles, Q&A, premium content show higher percentages reporting that they are "very satisfied" and "satisfied." Members are using the features at a rate higher than nonmembers.

Overall

	Total	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Not applicable
	Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Documents/articles	544	30%	49%	11%	1%	1%	8%
Blogs	534	9%	24%	32%	1%	0%	33%
Q&A	532	13%	34%	28%	1%	0%	22%
Premium content	530	16%	34%	19%	1%	1%	28%
Directory	536	23%	34%	22%	1%	1%	21%
Topic groups	536	14%	39%	25%	1%	1%	21%

Documents/articles

		Documents articles						
		Total	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Not applicable
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Record type	Total	544	30.3%	49.3%	10.8%	.6%	.7%	8.3%
	Member	323	36.2%	53.3%	7.7%	.6%	.3%	1.9%
	Nonmember	221	21.7%	43.4%	15.4%	.5%	1.4%	17.6%
Age group	Total	535	30.8%	48.8%	10.7%	.6%	.7%	8.4%
	18-24	5	20.0%	40.0%	20.0%	0.0%	0.0%	20.0%
	25-34	54	29.6%	44.4%	16.7%	1.9%	0.0%	7.4%
	35-54	286	29.4%	52.1%	10.8%	.3%	.7%	6.6%
	55+	190	33.7%	45.3%	8.4%	.5%	1.1%	11.1%

Blogs

		Blogs						
		Total	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Not applicable
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Record type	Total	534	8.8%	24.2%	32.4%	1.3%	.2%	33.1%
	Member	314	12.1%	24.5%	33.1%	1.0%	0.0%	29.3%
	Nonmember	220	4.1%	23.6%	31.4%	1.8%	.5%	38.6%
Age group	Total	525	9.0%	24.0%	32.4%	1.3%	.2%	33.1%
	18-24	5	20.0%	40.0%	20.0%	0.0%	0.0%	20.0%
	25-34	54	11.1%	27.8%	40.7%	0.0%	0.0%	20.4%
	35-54	280	6.8%	25.4%	34.6%	1.4%	0.0%	31.8%
	55+	186	11.3%	20.4%	26.9%	1.6%	.5%	39.2%

Q&A

		Q&A						
		Total	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Not applicable
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Record type	Total	532	13.2%	34.4%	28.4%	1.3%	.4%	22.4%
	Member	315	16.8%	39.4%	27.6%	.6%	.3%	15.2%
	Nonmember	217	7.8%	27.2%	29.5%	2.3%	.5%	32.7%
Age group	Total	523	13.4%	34.4%	28.3%	1.3%	.4%	22.2%
	18-24	5	40.0%	20.0%	20.0%	0.0%	0.0%	20.0%
	25-34	54	16.7%	33.3%	29.6%	1.9%	0.0%	18.5%
	35-54	278	10.4%	34.2%	33.1%	1.8%	0.0%	20.5%
	55+	186	16.1%	35.5%	21.0%	.5%	1.1%	25.8%

Premium content

Nonmembers don't have access to premium content, but because we did not describe it as "member only content" in the survey, they may not have realized the distinction since some nonmembers show they are satisfied.

		Premium content						
		Total	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Not applicable
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Record type	Total	530	16.4%	34.7%	19.4%	.6%	.6%	28.3%
	Member	318	24.2%	46.2%	17.9%	.3%	.3%	11.0%
	Nonmember	212	4.7%	17.5%	21.7%	.9%	.9%	54.2%
Age group	Total	521	16.7%	34.7%	19.2%	.6%	.6%	28.2%
	18-24	5	20.0%	40.0%	20.0%	0.0%	0.0%	20.0%
	25-34	54	18.5%	27.8%	33.3%	0.0%	0.0%	20.4%
	35-54	279	15.4%	36.2%	18.3%	.7%	.4%	29.0%
	55+	183	18.0%	34.4%	16.4%	.5%	1.1%	29.5%

Directory

		Directory						
		Total	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Not applicable
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Record type	Total	536	22.6%	34.1%	21.8%	.6%	.4%	20.5%
	Member	319	34.2%	40.1%	16.3%	.3%	.3%	8.8%
	Nonmember	217	5.5%	25.3%	30.0%	.9%	.5%	37.8%
Age group	Total	527	22.8%	34.0%	21.8%	.6%	.4%	20.5%
	18-24	5	20.0%	40.0%	20.0%	0.0%	0.0%	20.0%
	25-34	54	29.6%	22.2%	27.8%	0.0%	0.0%	20.4%
	35-54	284	20.1%	37.7%	22.2%	.7%	0.0%	19.4%
	55+	184	25.0%	31.5%	19.6%	.5%	1.1%	22.3%

Topic groups

		Topic groups						
		Total	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Not applicable
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Record type	Total	536	13.6%	38.6%	25.0%	1.3%	.6%	20.9%
	Member	318	17.3%	43.1%	24.8%	1.6%	.3%	12.9%
	Nonmember	218	8.3%	32.1%	25.2%	.9%	.9%	32.6%
Age group	Total	527	13.9%	38.9%	24.7%	1.3%	.6%	20.7%
	18-24	5	20.0%	40.0%	20.0%	0.0%	0.0%	20.0%
	25-34	54	13.0%	38.9%	29.6%	1.9%	0.0%	16.7%
	35-54	283	12.7%	38.2%	26.5%	1.8%	.4%	20.5%
	55+	185	15.7%	40.0%	20.5%	.5%	1.1%	22.2%

How frequently do you use the ICMA website/Knowledge Network features?

Documents/articles

		Documents/articles					
		Total	Daily	Weekly	Monthly	Rarely	Never
		Count	Row N %	Row N %	Row N %	Row N %	Row N %
Record type	Member	321	10.6%	30.2%	40.5%	16.8%	1.9%
	Nonmember	226	8.0%	15.9%	29.2%	27.9%	19.0%
Age group	18-24	5	40.0%	40.0%	0.0%	20.0%	0.0%
	25-34	54	5.6%	14.8%	53.7%	24.1%	1.9%
	35-54	286	9.4%	25.2%	34.3%	23.4%	7.7%
	55+	194	10.3%	25.3%	34.5%	16.5%	13.4%

Q & A

		Q&A					
		Total	Daily	Weekly	Monthly	Rarely	Never
		Count	Row N %	Row N %	Row N %	Row N %	Row N %
Record type	Member	318	2.2%	11.0%	29.2%	40.3%	17.3%
	Nonmember	219	0.0%	7.3%	18.3%	32.4%	42.0%
Age group	18-24	5	20.0%	20.0%	20.0%	20.0%	20.0%
	25-34	54	1.9%	3.7%	31.5%	37.0%	25.9%
	35-54	280	1.1%	5.7%	25.7%	40.7%	26.8%
	55+	191	1.0%	16.2%	22.5%	30.9%	29.3%

Blogs

		Blogs					
		Total	Daily	Weekly	Monthly	Rarely	Never
		Count	Row N %	Row N %	Row N %	Row N %	Row N %
Record type	Member	318	1.9%	10.4%	15.4%	36.5%	35.8%
	Nonmember	220	.9%	6.4%	11.4%	35.9%	45.5%
Age group	18-24	5	0.0%	20.0%	20.0%	20.0%	40.0%
	25-34	54	0.0%	9.3%	25.9%	37.0%	27.8%
	35-54	282	1.4%	7.4%	14.2%	35.8%	41.1%
	55+	190	2.1%	10.0%	8.9%	37.4%	41.6%

Topic groups

		Topic groups					
		Total		Daily	Weekly	Monthly	Rarely	Never
		Count		Row N %	Row N %	Row N %	Row N %	Row N %
Record type	Member	320		.9%	13.8%	30.6%	39.7%	15.0%
	Nonmember	220		.9%	8.2%	20.5%	31.4%	39.1%
Age group	18-24	5		0.0%	0.0%	40.0%	20.0%	40.0%
	25-34	53		0.0%	3.8%	45.3%	30.2%	20.8%
	35-54	285		.4%	10.2%	28.1%	36.8%	24.6%
	55+	190		2.1%	15.8%	19.5%	36.8%	25.8%

Directory

		Directory					
		Total	Daily	Weekly	Monthly	Rarely	Never
		Count	Row N %	Row N %	Row N %	Row N %	Row N %
Record type	Member	319	.9%	10.7%	31.0%	45.8%	11.6%
	Nonmember	219	.5%	3.2%	8.2%	37.0%	51.1%
Age group	18-24	5	20.0%	0.0%	0.0%	60.0%	20.0%
	25-34	52	0.0%	9.6%	23.1%	38.5%	28.8%
	35-54	285	.4%	6.3%	21.8%	44.6%	27.0%
	55+	188	1.1%	9.0%	22.3%	38.8%	28.7%

Premium content

		Premium content					
		Total	Daily	Weekly	Monthly	Rarely	Never
		Count	Row N %	Row N %	Row N %	Row N %	Row N %
Record type	Member	318	1.9%	17.9%	44.3%	23.6%	12.3%
	Nonmember	215	0.0%	3.7%	8.4%	22.8%	65.1%
Age group	18-24	5	20.0%	0.0%	20.0%	40.0%	20.0%
	25-34	53	1.9%	15.1%	28.3%	28.3%	26.4%
	35-54	281	.4%	11.7%	31.0%	22.8%	34.2%
	55+	187	1.6%	12.3%	29.4%	21.9%	34.8%

Website/Knowledge Network Experience

These responses are quite positive. With the exception of nonmembers, a majority in each category reports they "often find what I'm looking for." Combined with "Always find what I'm looking for," the percentages are 60%+.

		Total	Website Knowledge Network Experience					
			Always find what I'm looking for	Often find what I'm looking for	Sometimes find what I'm looking for	Occasionally find what I'm looking for	Rarely find what I'm looking for	Never find what I'm looking for
		Count	Row N %	Row N %	Row N %	Row N %	Row N %	Row N %
Record type	Member	316	7.6%	60.1%	23.7%	6.6%	1.6%	.3%
	Nonmember	187	6.4%	42.2%	32.1%	9.1%	4.3%	5.9%
Age group	18-24	5	0.0%	60.0%	20.0%	0.0%	20.0%	0.0%
	25-34	54	3.7%	53.7%	25.9%	9.3%	3.7%	3.7%
	35-54	265	6.4%	53.6%	27.9%	6.8%	3.0%	2.3%
	55+	172	9.9%	53.5%	25.6%	7.6%	1.2%	2.3%

If ICMA develops an Instant Messaging feature on the website/KN, would you use it?

The majority of respondents indicated that they would not use an instant messaging feature.

		Use Instant Messaging				
		Total	Yes		No	
		Count	Count	Row N %	Count	Row N %
Record type	Total	542	173	31.9%	369	68.1%
	Member	320	122	38.1%	198	61.9%
	Nonmember	222	51	23.0%	171	77.0%
Age group	Total	535	172	32.1%	363	67.9%
	18-24	5	3	60.0%	2	40.0%
	25-34	54	23	42.6%	31	57.4%
	35-54	282	88	31.2%	194	68.8%
	55+	194	58	29.9%	136	70.1%