



BRAND SURVEY

REPORT FOR FIC - FALL 2018

Compiled by: Cynthia Tina



SURVEY STATS

- **Survey sent to our:** Members, Donors, Magazine Subscribers
- **# of survey participants:** 125
- **Mean age of participants:** 59
- **Youngest 27, Oldest 79**

WHICH BEST DESCRIBES YOU?



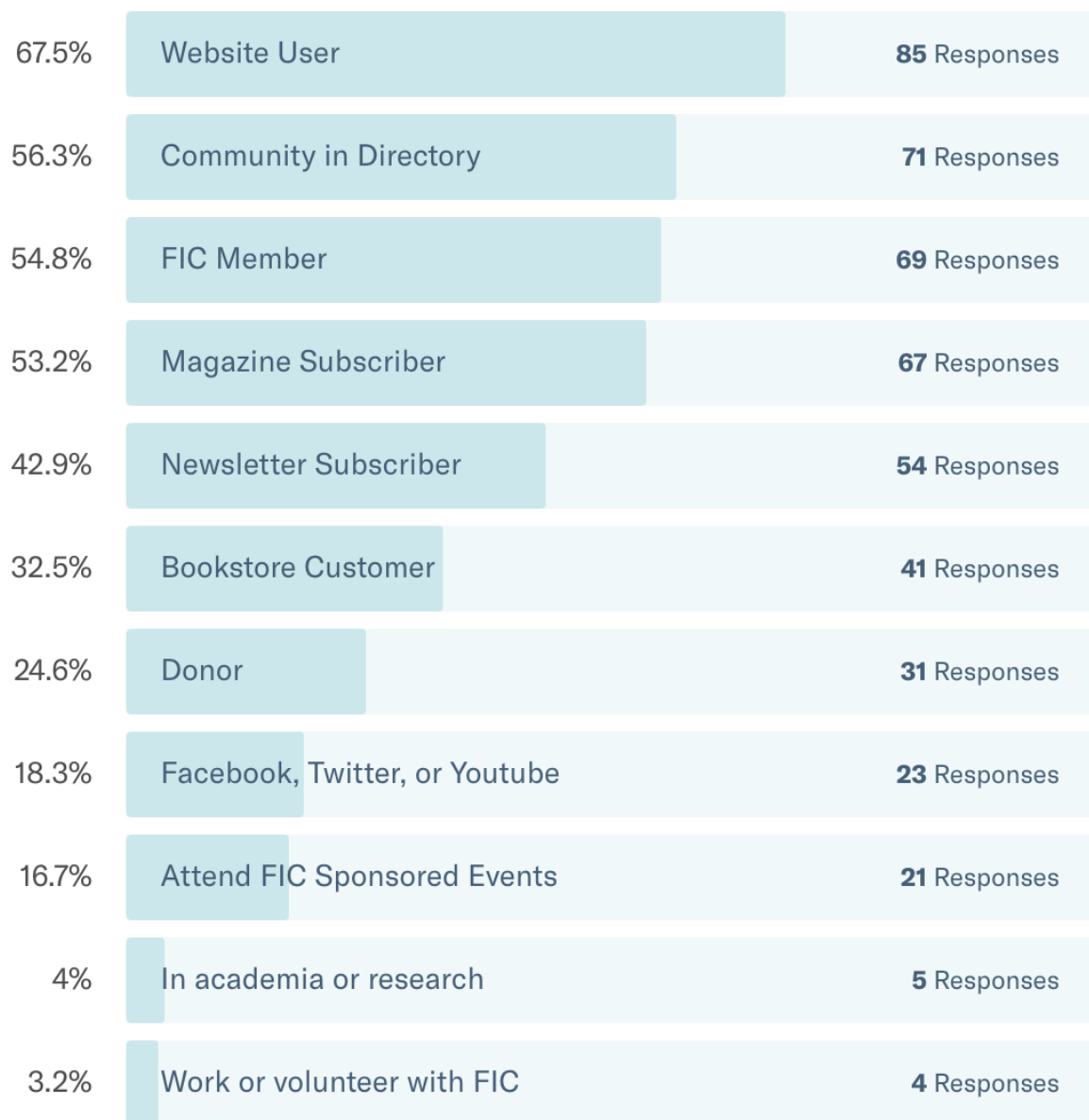
HOW DID YOU HEAR ABOUT FIC?

Some frequent answers...

- Friends
- Online search
- Living/visiting community
- Communities Conference
- Too long ago to remember!



WHICH WAYS DO YOU ENGAGE WITH FIC?



WHAT INSPIRES YOU TO CONTINUE TO ENGAGE WITH FIC?

Staying informed

Hope

Transforming society

Life purpose

Want to start a community

- Useful resources & largest directory
- Happy in community!
- Believe in the movement
- Connection with people & network
- Learning & trustworthy source

"You are the primary way to meet others who want to build community."





WHAT 5 WORDS DESCRIBE HOW YOU WOULD LIKE FIC TO BE PERCEIVED BY OTHERS?

BRIDGING SOCIAL AND CULTURAL DIVIDES

COMMUNITIE

Life in Cooperative Culture

Spring 2018 • Issue

**CLASS,
RACE, and
PRIVILEGE**

Barriers to Diversity

White Bias, Black Lives

Class-Harmony
Community

Confronting Cultural
Appropriation

Combating Racism,
Community
Time

**ARE THERE
SPECIFIC WAYS
YOU COULD SEE
OUR WEBSITE
AND OFFERINGS
IMPROVED?**

more research, **more organized**, improve website search, brand and website overhaul, **get rid of Fellowship**, too many words and colors, modernize, facilitate trading between communities, a better approach **going from simpler to deeper**, full width pictures, increase discoverability of articles, connecting to funding, easier to edit community listing, not fringe, **more diversity** of lifestyle, color, culture, age, connect to alternative living people, Youtube videos on how to do things, Ted talks on **changing culture**



**WHY OR WHY NOT WOULD YOU
RECOMMEND FIC TO YOUR
FRIENDS?**

QUOTE

“I'd recommend it for its wealth of information and connections to creating sustainable communities. I might be hesitant to recommend it to friends who are more "mainstream" or friends of color who don't see themselves strongly represented.”

QUOTE

“...many emails I have received from FIC have suggested the organization is not well run and not doing well financially. I can't wholeheartedly recommend to folks to engage with FIC unless they are deep in the intentional community space or I see more value from the organization”

QUOTES

“...Simply I find the website cumbersome to use and lacking ease of discovery of articles and ads.”

“Stop looking like a hippie commune”

Thank you for your feedback to help
improve FIC's visual presence.
Stay tuned for updates on the re-
branding process!

If you have any questions or comments, don't hesitate to write to us at connect@ic.org