

# Response Summary Report

September 30, 2009

1. Tell us a bit about your access to IT resources where you live.

Item	YES	NO	Plan to get	Total
Windows desktop	72.9% 35	27.1% 13		48
Windows laptop	87.5% 42	10.4% 5	2.1% 1	48
Mac desktop	12.5% 6	85.4% 41	2.1% 1	48
Mac laptop	22.9% 11	66.7% 32	10.4% 5	48
Linux desktop	18.8% 9	77.1% 37	4.2% 2	48
Linux laptop	16.7% 8	77.1% 37	6.3% 3	48
A broadband connection (WiFi or cable)	87.5% 42	10.4% 5	2.1% 1	48
iPhone	25.0% 12	60.4% 29	14.6% 7	48
Another Internet ready mobile	60.4% 29	39.6% 19		48
Average %	44.9%	50.5%	4.6%	432.0

Total responses to this question: 48

## 2. I use the following social networking tools

Item	Regularly	Occasionally	Never	Plan to	Total
Facebook	50.0% 24	31.3% 15	16.7% 8	2.1% 1	48
LinkedIn	4.2% 2	16.7% 8	75.0% 36	4.2% 2	48
Twitter	8.3% 4	20.8% 10	62.5% 30	8.3% 4	48
My own blog	12.5% 6	8.3% 4	60.4% 29	18.8% 9	48
Average %	18.8%	19.3%	53.6%	8.3%	192.0

Total responses to this question: 48

## 3. My level of programming knowledge

Item	Very good	Some knowledge	Heard of it	No idea	Total
in Java	4.2% 2	77.1% 37	18.8% 9		48
in Visual Basic	12.5% 6	45.8% 22	41.7% 20		48
in JavaScript	4.2% 2	54.2% 26	37.5% 18	4.2% 2	48
in ActionScript	2.1% 1	10.4% 5	56.3% 27	31.3% 15	48
in Ruby		8.3% 4	58.3% 28	33.3% 16	48
in C or Obj-C	2.1% 1	22.9% 11	58.3% 28	16.7% 8	48
in PHP	4.2% 2	45.8% 22	39.6% 19	10.4% 5	48
in another language	4.2% 2	29.2% 14	25.0% 12	41.7% 20	48
Average %	4.2%	36.7%	41.9%	17.2%	384.0

Total responses to this question: 48

## 4. What is your current level of knowledge or experience for each of the following?

Item	Highly skilled	I'd give it a go	No idea	Not sure what this means	Total
Design a brochure website for a small business	45.8% 22	45.8% 22	8.3% 4		48
Design a working ecommerce store from scratch in Java, PHP or Ruby		39.6% 19	47.9% 23	12.5% 6	48
Design an ecommerce store using a commercial tool such as Actinic, Magento or Shopify	2.1% 1	29.2% 14	47.9% 23	20.8% 10	48
Advise a client on search engine strategies	10.4% 5	58.3% 28	20.8% 10	10.4% 5	48
Configure and run a web server such as IIS or Apache	8.3% 4	39.6% 19	43.8% 21	8.3% 4	48
Build a web front end in PHP to a SQL database such as MySQL	16.7% 8	43.8% 21	33.3% 16	6.3% 3	48
Create mashups	4.2% 2	33.3% 16	37.5% 18	25.0% 12	48
Produce a budget for an ecommerce project	12.5% 6	52.1% 25	27.1% 13	8.3% 4	48
Modify CSS for an existing website	31.3% 15	33.3% 16	27.1% 13	8.3% 4	48
Average %	14.6%	41.7%	32.6%	11.1%	432.0

Total responses to this question: 48

5. What do you want from this module? (Rate each)

Table 1 of 2	Item	Very much	Yes	A little	Not really
#0	Programming/ development skills	35.4% 17	33.3% 16	18.8% 9	10.4% 5
#1	Web design skills	58.3% 28	33.3% 16	2.1% 1	6.3% 3
#2	Business/consulting skills	68.8% 33	20.8% 10	8.3% 4	2.1% 1
#3	Mobile ecommerce skills	58.3% 28	25.0% 12	10.4% 5	4.2% 2
#4	Behind the scenes case studies	34.0% 16	36.2% 17	23.4% 11	4.3% 2
#5	Help starting my own business	45.8% 22	29.2% 14	18.8% 9	6.3% 3
#6	Search engine optimisation skills	45.8% 22	39.6% 19	10.4% 5	4.2% 2
#7	Mashup skills	35.4% 17	41.7% 20	6.3% 3	
#8	Analytics skills	45.8% 22	45.8% 22	8.3% 4	
#9	Being challenged and stretched	41.7% 20	47.9% 23	4.2% 2	2.1% 1
#10	Average %	47.0%	35.3%	11.1%	4.0%

Table 2 of 2	Don't know	Total
#0	2.1% 1	48
#1		48
#2		48
#3	2.1% 1	48
#4	2.1% 1	47
#5		48
#6		48
#7	16.7% 8	48
#8		48
#9	4.2% 2	48
#10	2.7%	479.0

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