



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?



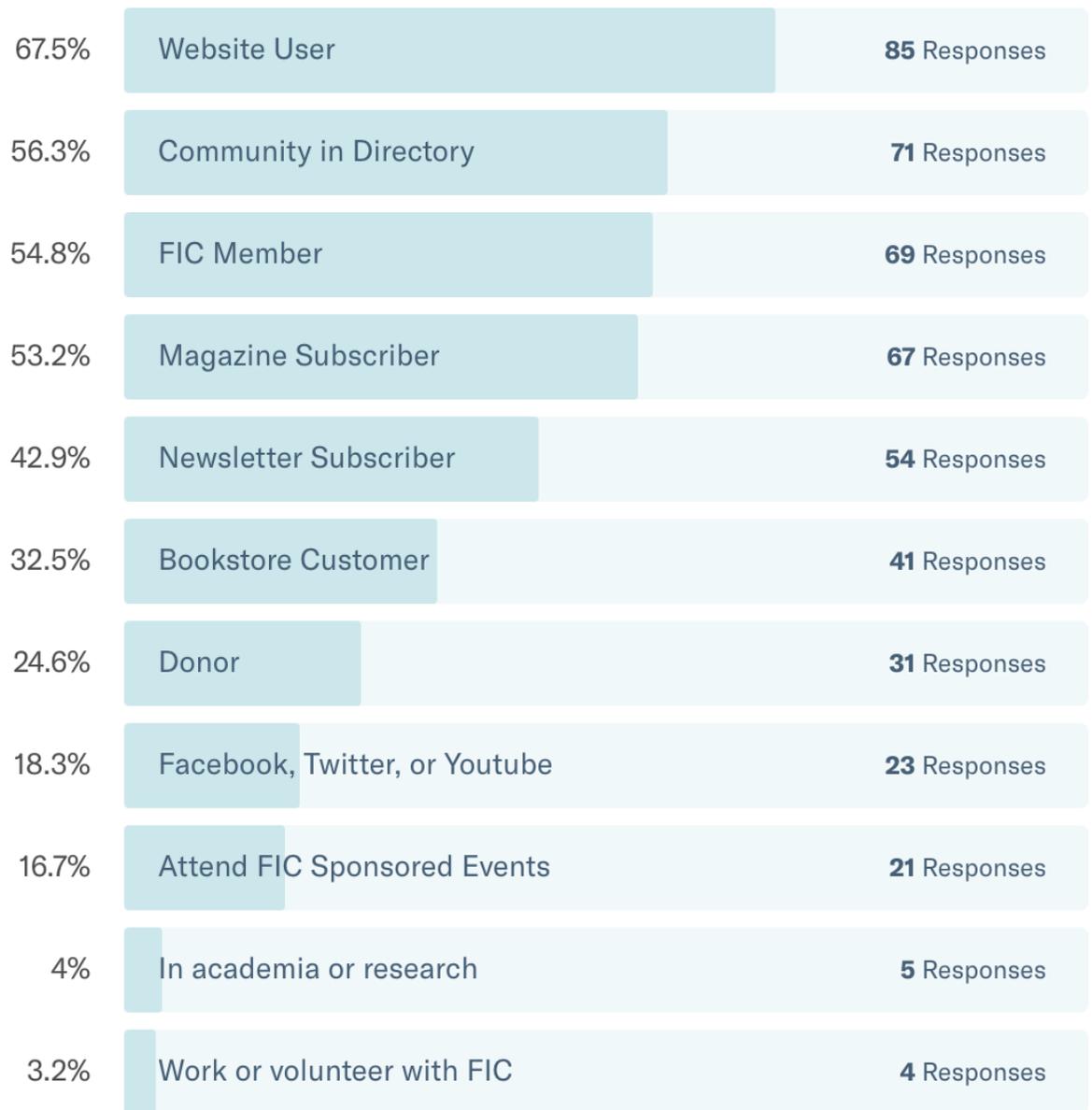
HOW DID YOU HEAR ABOUT FIC?

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?

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

Staying informed

Hope

Transforming society

Life purpose

Want to start a community

"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

COMMUNITIES

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