

Annual Survey Report

Planet 4 community **2023**

GREENPEACE

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Welcome to the **P4** Survey Report 2023

Dear reader,

You might be curious to see the main highlights of 2023 in Planet 4, right? But let me set the right expectations before the reading.

This report will include not only the highlights of 2023 but also the experience of the community with Planet 4, including expectations, satisfaction, knowledge, preferences, and much more. When we constructed the survey, we aimed to get the complete picture of the website's development through the community's eyes; this will help us set strategies and directions aligned with everyone's needs.

We finally have it ready to share the findings and insights from the community in 2023. Thank you to all the NROs who took the time to complete the survey and support us on this journey.

Enjoy the reading!

Júlia Torres - P4 community manager 



The **P4 Survey in 2023** collected the total of **23 responses**.
Representing **65%** of the community:

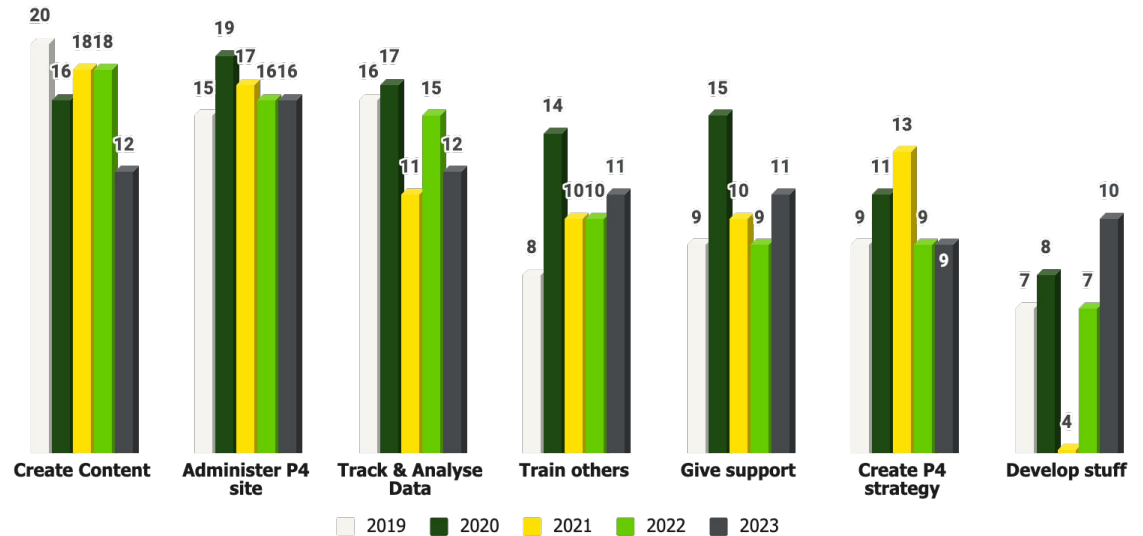
Australia	Greece	Luxembourg	Nordics
Belgium	India	Malaysia	Philippines
Brazil	Indonesia	MENA	Slovakia
CEE	Israel	Mexico	Thailand
Czech Republic	Italy	New Zealand	Prefer not to say
GPI [2]	Japan		

It has the same amount (**23 responses collected**) as the previous year; however, it increased representation by 18%. In the last five years, **the average number of responses has been 23**. The participation of the NROs in answering the survey is critical to support the P4 team and ensure strategies are aligned with everyone's needs.

What does the community usually DO with Planet 4?

Different from the other years, in 2023, 19.7% of the votes were for **Administer P4 site (s)**, the main reason to use Planet 4 by the NROs. Followed by **Create Content** and **Track & Analyse data** with 14.8%. In 2023, the P4 community has increased the usage of Planet 4 to **Give Support (22%)** and to **Develop Stuff (43%)** - the last one had the highest growth over the previous last five years.

The responses collected from this question in 2023 had very similar results to same question in 2020 survey in terms of % and ranking.



Overall, the **satisfaction** of **3.9** out of 5.
the **Community with Planet 4** is



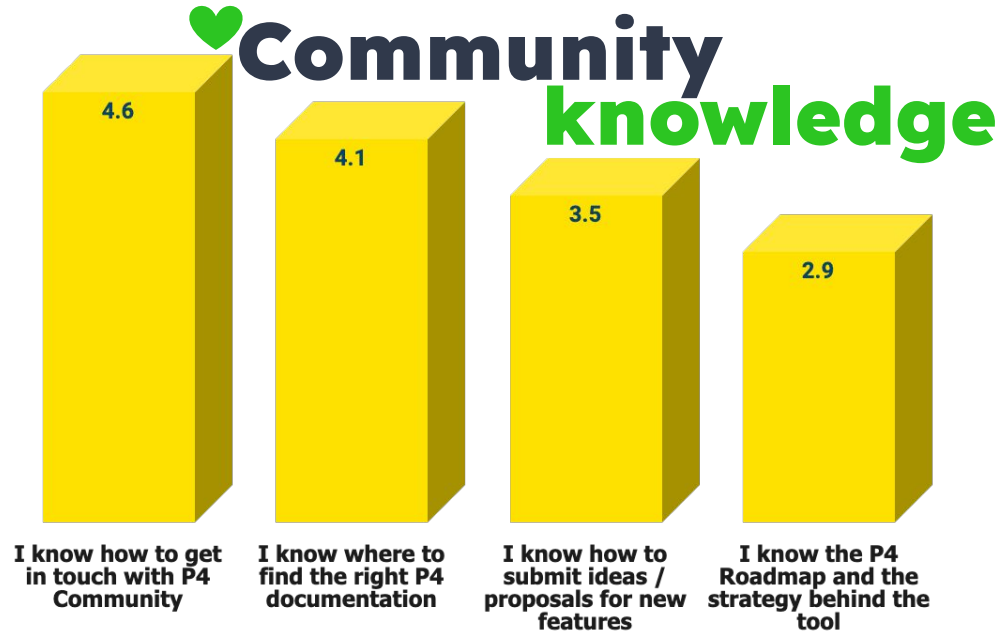
Satisfaction dropped by 7% compared with 2022. Planet 4's **performance** average rate was **3.9** out of 5. The site's speed and poor carbon score are some points to improve the score.

When asked about their satisfaction **with the support the P4 team provides**, the community rated the following:



Since 2019, the overall support the P4 team provides to the community has slight drop. The most significant decrease in 2023 was the support the P4 team provided related to **proposals for microsites/new sites**. After three years, **Analytics issues** have increased its satisfaction in 2023 by 10%.

Now talking about getting **updates**,  the community rated **4.1 out of 5** when asked about their satisfaction with  **P4 bi-weekly emails**. This number has **dropped by 0.3** compared to last year's survey (2022). Improvements were related to be monthly or prefer slack.



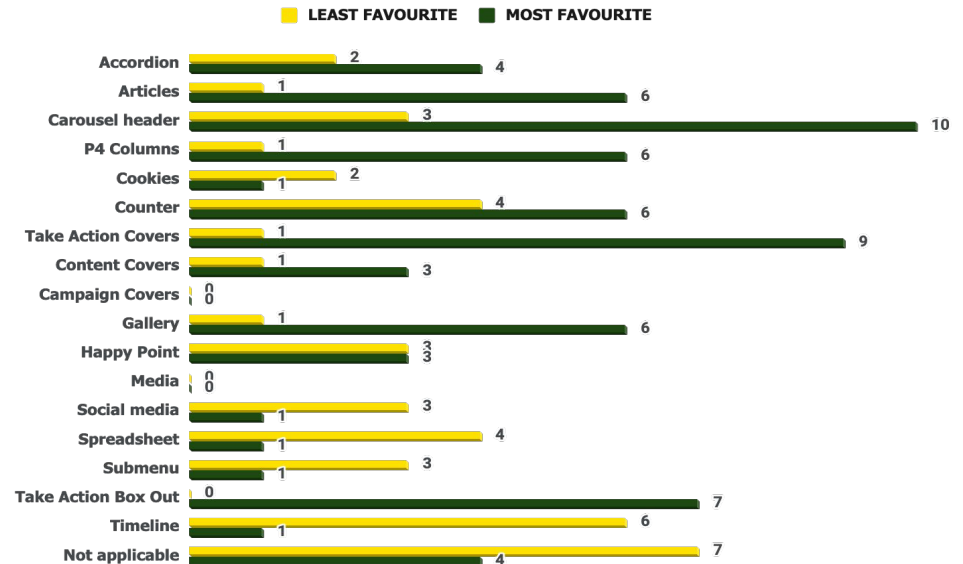
At least **47%** of the Community needs to be made **aware** of the P4 training in the **Greenpeace Academy (Study Tube)**. Based on the community responses, it results from a need for more documentation, training, and roadmap awareness. For 2024, the P4 team must include reminders and promotions on the internal channels (Slack, newsletter, community calls). It will permit the P4 community to drive in the same direction and increase awareness and understanding of P4 strategies and deliverables.

The Planet-4 community has different opinions about which **key improvement/feature** they need now. **Accessibility and Customization** was mentioned a few times. Still, it does not reflect the majority, and it is essential to remember the community requires a different approach to fulfill their needs.

We also asked the community which **P4 improvement they most liked** in 2023, and the **New Greenpeace Visual Identity** had the majority of the votes, representing **29.3%** of the community.

In 2023, we included a new question asking **the least/most favourite P4 custom blocks**.

- Carousel Header and Take Action Covers were among the most favourite.
- Timeline, Spreadsheet, and Counter were at the bottom of the list.
- The least favourites had 42 votes in total; it was 40% fewer votes received compared with the Most favourite (69 votes). It can represent the community being more satisfied with the P4 custom blocks implementation in 2023.



"When you don't know something about **Planet 4**, what is the **1st THING** you do?"

I check the Handbook!

30.4%

I ask someone in the office/NRO

17.4%

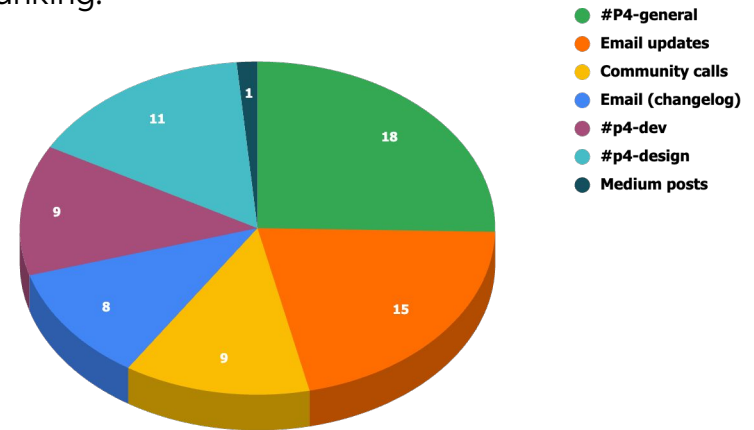
I ask in the P4 slack channels

17.4%

The results were pretty similar in 2022, **Handbook** as the first option representing **+30%**. However, **Ask someone in the office/NRO** dropped by **15%** compared to 2022. In compensation, **ask members of the P4 team directly and Check Gitbook** grew **+10%** compared with the previous year.

How do you prefer to be updated?

More than **78%** of the P4 community prefers to be updated through **#p4-general** on the slack channel; **Email updates** are also used a lot by the P4 community, representing **65%**. In this survey, Medium posts have been the lowest in the ranking.



Compared with the 2022 survey results, **#p4-design Slack** channel had the highest increase by 15% (+ 8 votes), recovering from the drop it had from 2021 to 2022.

43% of our P4 community uses **Global Google Analytics** (Global Property) to extract and analyse data.

Moreover, The Planet 4 community **satisfaction rate** with the current **tracking standards** used for the Global property is

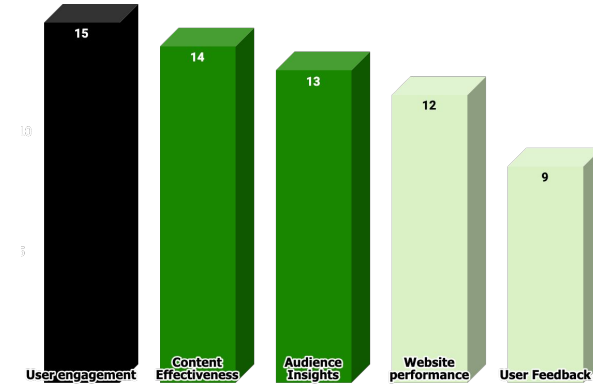
4.0 out of 5. It increased by 14% compared to 2022.

The **General Comments** regarding the satisfaction rate for the current tracking standards are pretty positive. An NRO also mentioned the possibility of mandatory tracking.

[Read the responses about the current tracking standards.](#)

Digital Trends

Planet 4 Community is interested in digital trends related to **SEO** as top 1 representing **24%**, followed by **Interactive Design** with **20%**. The last favourite was Video Backgrounds, headers, and sections, with zero votes, followed by Voice search integration (3%).

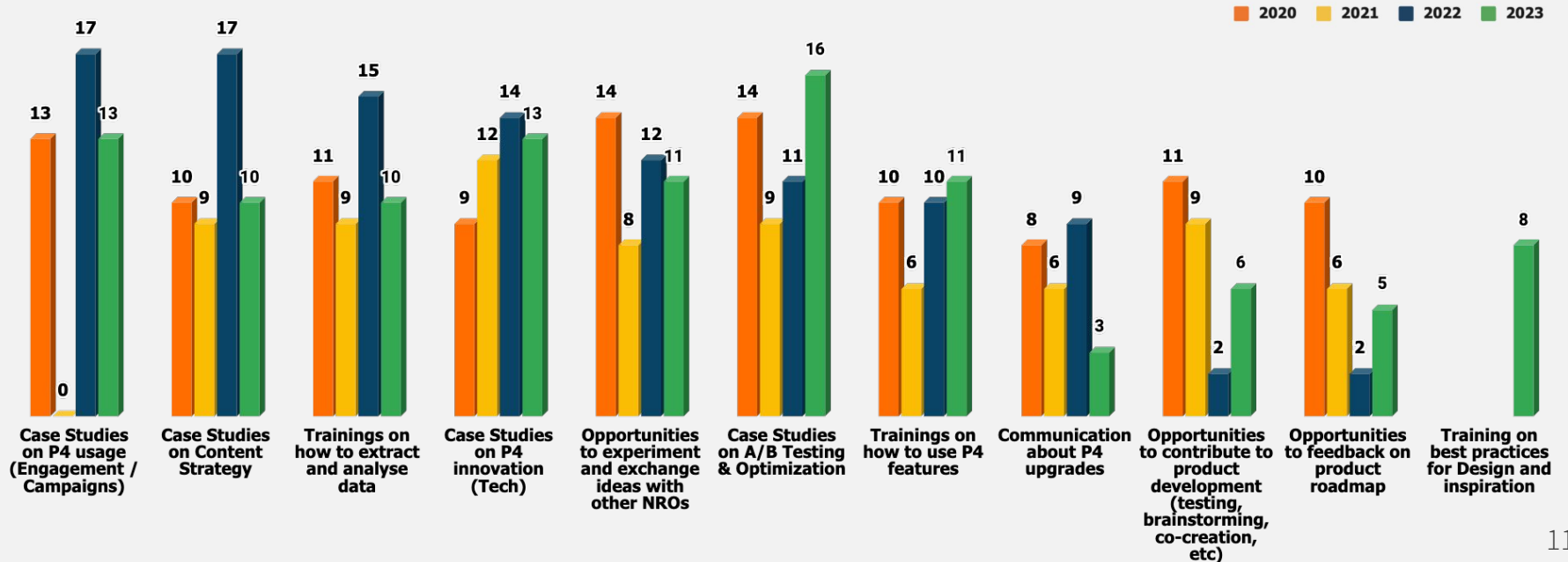


24% of the Planet 4 community is interested in **running insights or experiments** related to **User Engagement**.

In general, the votes were well distributed among the options, there was not a significant discrepancy. **User feedback** was the last favourite, representing 14% of the votes.



In 2024, most Planet 4 Community is looking **to LEARN** more from **Case Studies** on **A/B testing & Optimization usage**. It had a 45% growth compared to 2022. Cases studies on P4 usage (Engagement / Campaigns) and P4 innovation are in the top 3. Opportunities to contribute to product development and product roadmap feedback grew compared to last year. The most significant drop was in Case studies on Content Strategy, dropping more than 40%, with the same result as in 2020. In 2024, the P4 team will ensure more case studies will be created and co-created with the community, as well as more strategies and spaces to train on extracting and analysing data in Planet 4.



Important Links

- **P4 Survey data 2019**
<https://app.asana.com/0/0/1204125716002802/f>
- **P4 Survey data 2020**
<https://app.asana.com/0/0/1204125716002800/f>
- **P4 Survey data 2021**
<https://app.asana.com/0/0/1203817639506470/f>
- **P4 Survey data 2022**
<https://app.asana.com/0/0/1203817639506472/f>
- **P4 Survey data 2023**
<https://app.asana.com/0/0/1205816742901001/f>

obrigado!

धन्यवाद!

merci!

ขอบคุณครับ!

شكرا!

grazie!

igracias!

ευχαριστώ!

благодаря!

ありがとう!

asante!

**THANK
YOU!**



dêkuji!

köszönöm!

tack! *danke!*

谢谢!

kiitos!

salamat po!

ಧನ್ಯವಾದಗಳು!

고맙습니다!

תודה!

terima kasih!