Thorn Tree member survey results*
November/December 2013

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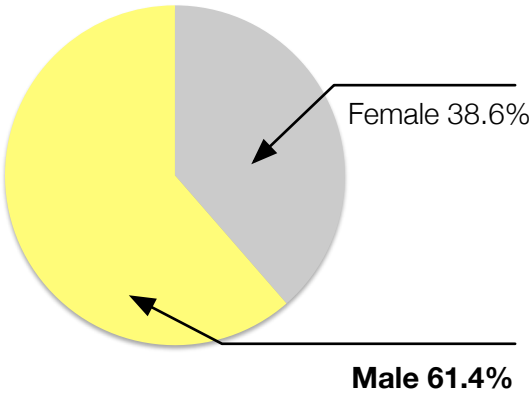
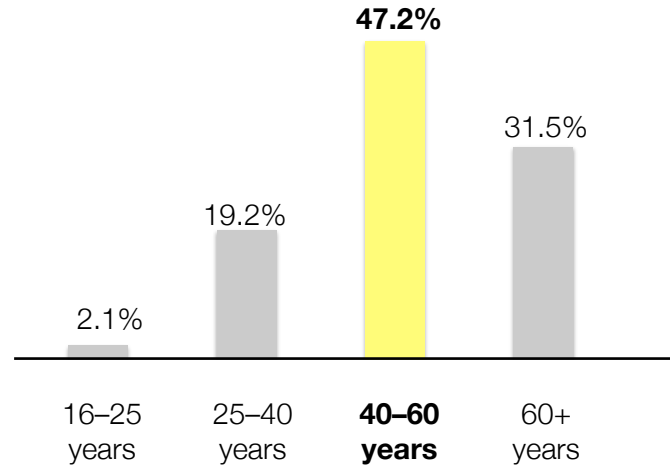
*Document shows statistical results only

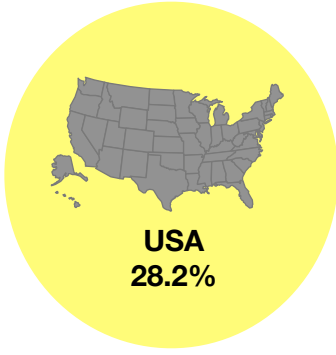
1. Who uses Thorn Tree?

1.1 Gender and age





1.2 Country of residence



Afghanistan 0.3%
Argentina 0.6%
Australia 12.9%
Austria 0.9%

Belgium 0.6%
Bolivia 0.3%

Chile 0.6%
Canada 12.9%

Denmark 1.2%

Finland 0.3%
France 2.1%

Gambia, The 0.3%
Germany 3.3%
Greece 0.6%
Guatemala 0.6%

Hong Kong 0.6%
Hungary 1.2%

India 1.5%
Indonesia 0.3%
Ireland 0.6%
Israel 0.3%
Italy 1.8%

Japan 0.9%
Jordan 0.6%

Macau 0.3%
Malta 0.3%
Mexico 0.9%

Netherlands 1.2%
New Zealand 0.9%
Norway 0.9%

Oman 0.3%

Philippines 0.9%

Romania 0.3%

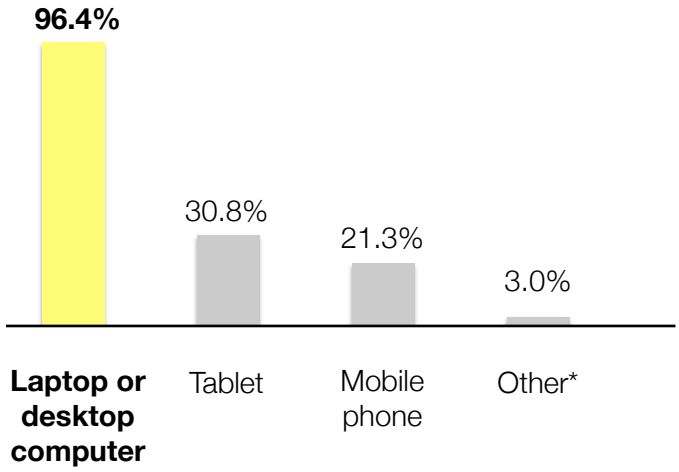
Senegal 0.3%
South Africa 0.3%
Spain 0.6%
Sweden 1.2%
Switzerland 0.9%

Taiwan 0.3%
Thailand 3.3%
Turkey 0.3%

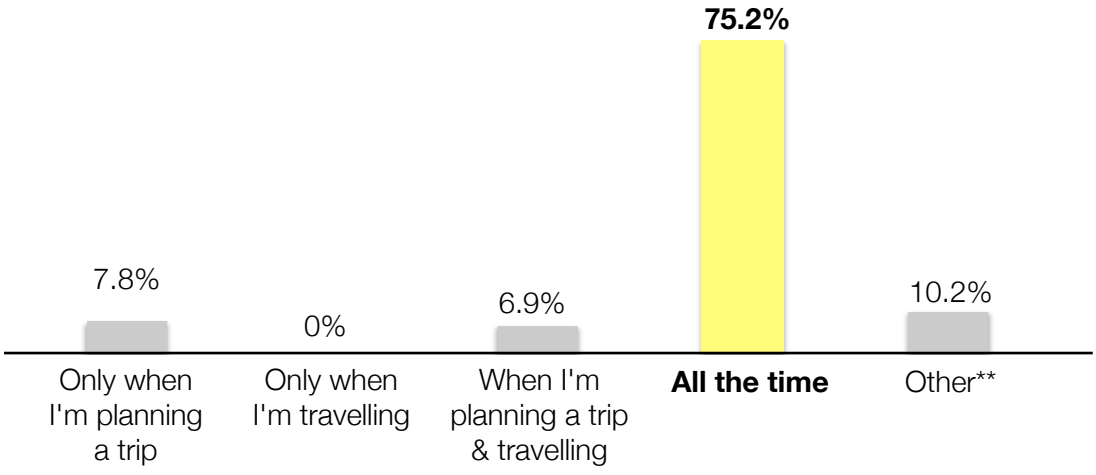
United Arab Emirates 0.3%
United Kingdom 12.3%

2. How do you use Thorn Tree?

2.1 What devices do you use to access Thorn Tree?



2.2 How would you describe your usage of Thorn Tree?



2.3 How often do you visit each section of Thorn Tree? (shown as percentage)

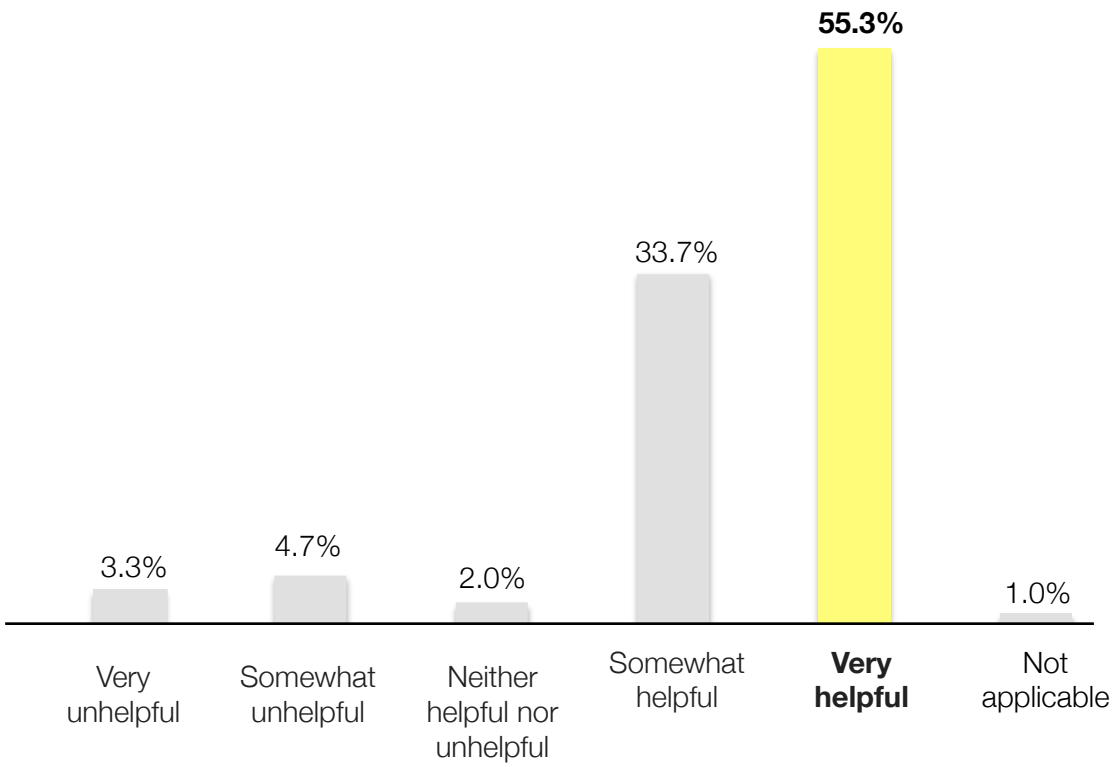
	Never	A few times per year	Monthly	Weekly	Every few days	Daily
Departure Lounge	4.2	10.8	7.5	9.6	31.1	**36.8**
The Lobby	23.7	**28.7**	13.8	11.7	13.2	9.0
Check in with Lonely Planet	**43.4**	39.5	10.5	3.6	2.4	0.6
Sell, Swap, Meet Up	**81.1**	15.6	1.5	0.6	0.6	0.6

*Other devices were Kindle and iPod Touch
**Other usages included looking for advice, giving advice and catching up on news

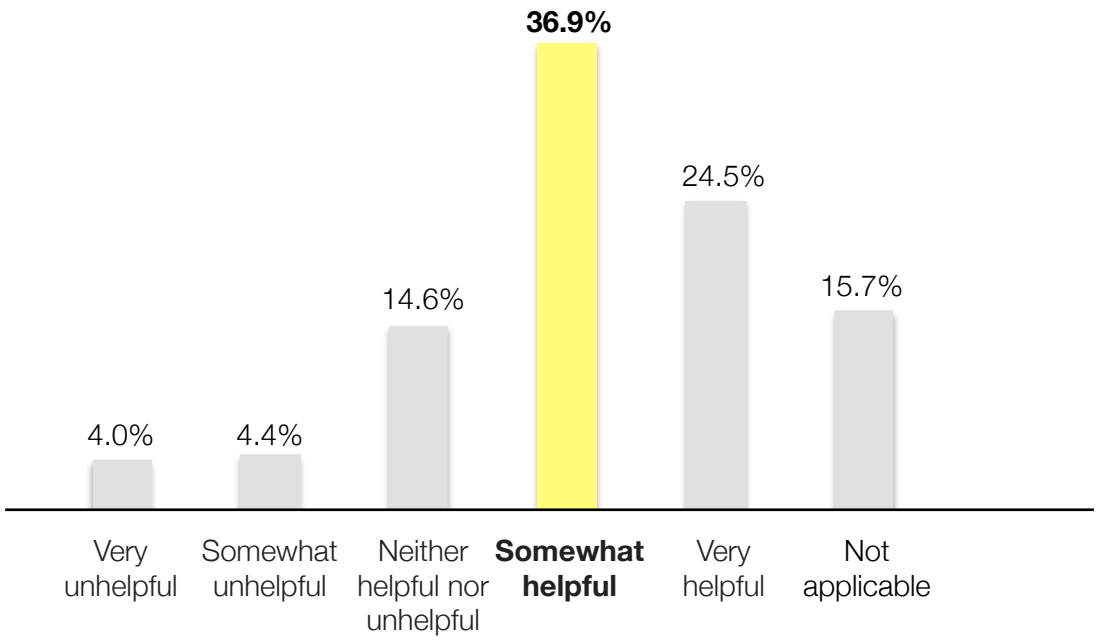
2.4 How satisfied are you with the current Thorn Tree features? (shown as percentage)

	Very dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Very satisfied	I don't use it
Posting and replying to threads	5.1	10.2	17.4	**34.1**	31.7	1.5
Notification "watch" emails	4.2	6.0	18.6	8.1	9.0	**54.2**
"Your Recent Threads" feed	16.5	**19.2**	17.1	**19.2**	17.7	10.5
Thorn Tree search	14.1	**31.4**	18.9	20.7	8.1	6.9
"Who's On" page	4.5	4.8	21.9	5.1	3.6	**60.1**
Contacting a moderator	9.9	8.1	24.0	7.2	6.0	**44.9**
Member profile pages	15.3	21.6	**29.6**	12.9	4.2	16.5

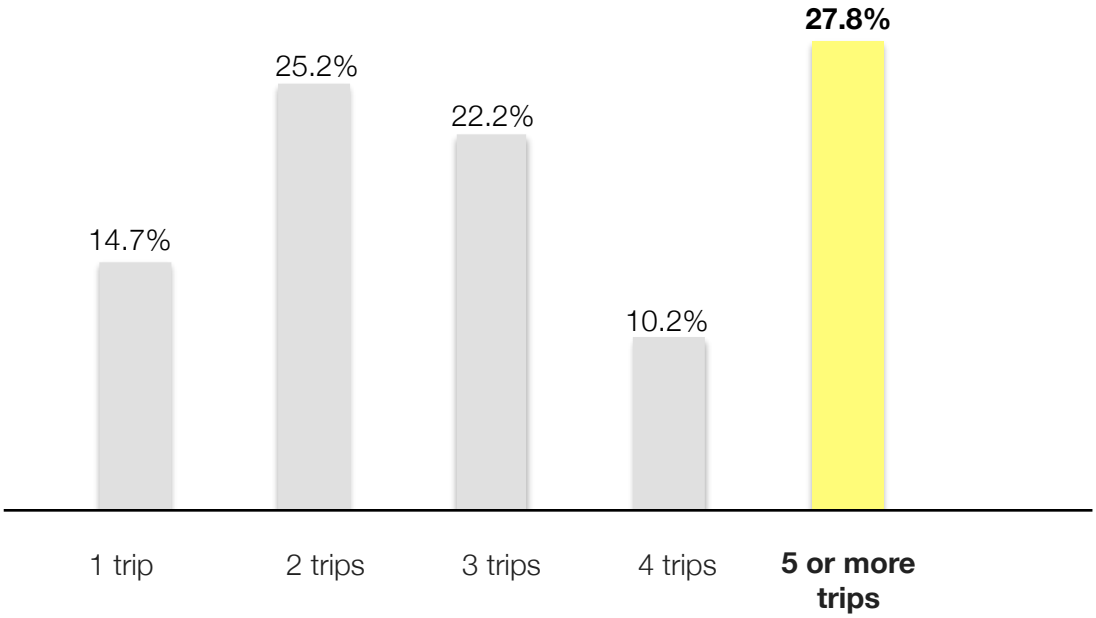
2.5 How helpful do you find Thorn Tree when planning travel?

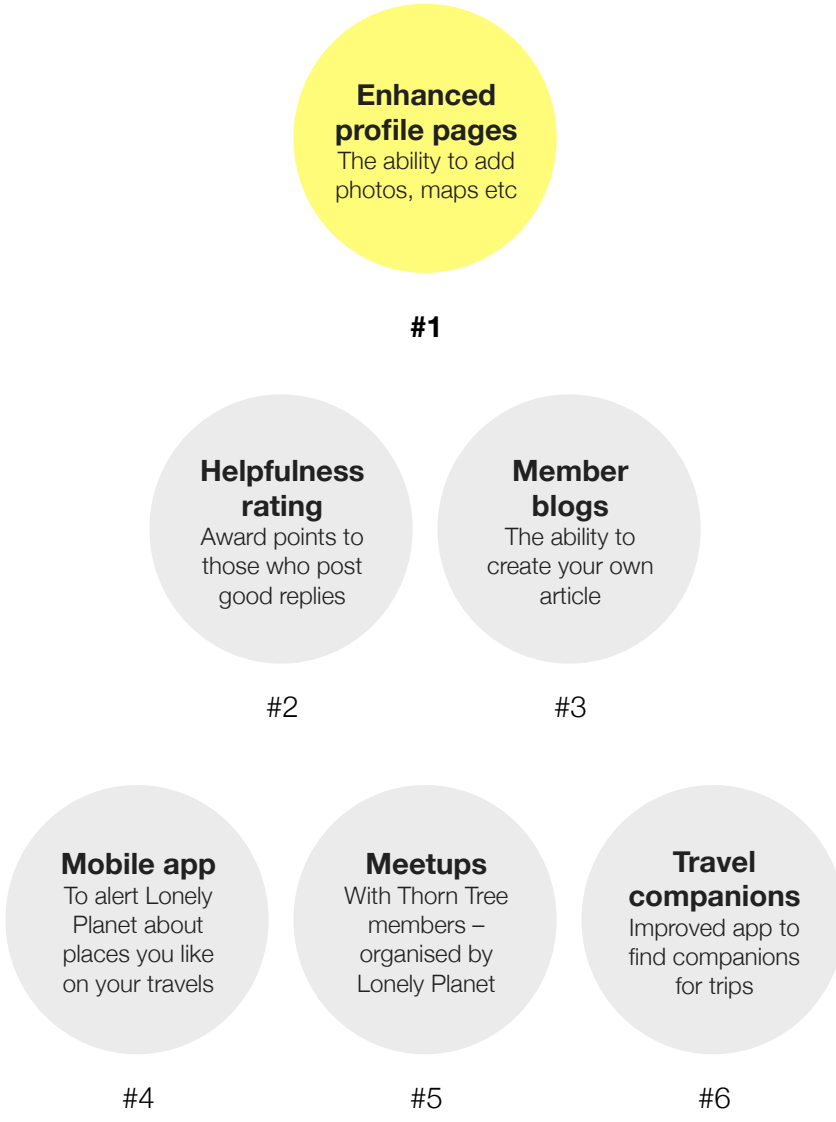


2.6 How helpful do you find Thorn Tree when travelling?



2.7 How many trips do you go on per year?



3. How would you improve Thorn Tree?

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