

TechSoup.org



SURVEY FINDINGS

WEB USAGE

RESULTS COMPILED BY MALIN COLERIDGE

BUSINESS ANALYST

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Web Usage

The survey ran on TechSoup from October 3rd 2006 till November 7th 2006. There were a total of 1058 respondents. The purpose of the survey was to get an understanding of how you use the web.

Please note that the survey is of TechSoup users who voluntarily take the survey. These results are not necessarily representative of the larger population.

Baseline Questions

On every survey we ask these baseline questions. This gives us an understanding of who is taking our survey and provides us an opportunity to compare the respondent pool across surveys.

1. What is your primary position in your organization?

- As with previous surveys, Executive Director's and IT Manager's had the highest participation rates.
- However the demographics of My TechSoup members may be changing. Those that have been My TechSoup members for more than two years are Executive Directors and IT managers at higher rates. 18.7% of the respondents were IT managers 21.3% were Executive Directors.
- Of those My TechSoup members that have been members less than 6 months, 16.9% are Executive Directors and 6.9% are IT managers.
- This is a factor of budget sizes.

Respondents: 1058

Primary Position	%	Responses
Executive Director	16.7%	177
IT Manager	12.9%	137
Jack/Jill-of-all-trades	7.4%	78
Tech Admin	6.7%	71
CEO/CFO/President/COO/CIO	5.8%	61
Fundraising/Outreach	4.4%	47
Administrative assistant	4.3%	46
Board Member	4.2%	44
Director	4%	42
Office Manager	3.9%	41
Finance	2.8%	30
Program officer	2.6%	27
Web related services	2.5%	26
Marketing	2.4%	25
Consultant	1.8%	19
Teacher/Instructor/Trainer	1.8%	19
Volunteer management/training/support	1.3%	14
Volunteer/Intern	1.1%	12
Assistant Director	1%	11
Founder	1%	11
Operations	.9%	10
Librarian	.9%	9
Social Worker/Case Manager	.5%	5
HR	.4%	4
Other	8.7%	82

The percentages reflected in this table are based upon the responses of 1058 respondents that answered this question out of 1,058 total respondents.

My TechSoup members less than 6 months
 Respondents: 237

Primary Position	%	Responses
Executive Director	16.9%	40
CEO/CFO/President/COO/CIO	8.4%	20
Jack/Jill-of-all-trades	7.6%	18
IT Manager	6.8%	16
Tech Admin	5.9%	14
Director	5.9%	14
Fundraising/Outreach	5.5%	13
Administrative assistant	5.5%	13
Board Member	5.1%	12
Office Manager	3.8%	9
Marketing	3.8%	9
Program officer	3.4%	8
Finance	2.1%	5
Teacher/Instructor/Trainer	2.1%	5
Web related services	1.7%	4
Volunteer management/training/support	1.7%	4
Consultant	1.3%	3
Volunteer/Intern	.8%	2
Assistant Director	.8%	2
Founder	.4%	1
Operations	.4%	1
Librarian	.4%	1
Social Worker/Case Manager	.4%	1
HR	0%	0
Other	9.3%	22

The percentages reflected in this table are based upon the responses of 237 respondents that answered this question out of 1,058 total respondents.

My TechSoup members more than two years
 Respondents: 300

Primary Position	%	Responses
Executive Director	21.3%	64
IT Manager	18.7%	56
Jack/Jill-of-all-trades	8.7%	26
Tech Admin	7.7%	23
CEO/CFO/President/COO/CIO	6.7%	20
Director	3.7%	11
Office Manager	3.7%	11
Board Member	3.3%	10
Fundraising/Outreach	3%	9
Administrative assistant	2.7%	8
Finance	2.7%	8
Program officer	2.3%	7
Web related services	2%	6
Marketing	1.3%	4
Assistant Director	1.3%	4
Operations	1.3%	4
Consultant	1%	3
Volunteer management/training/support	1%	3
Librarian	1%	3
Teacher/Instructor/Trainer	.7%	2
Founder	.7%	2
Volunteer/Intern	.3%	1
Social Worker/Case Manager	.4%	1
HR	0%	0
Other	4.3%	13

The percentages reflected in this table are based upon the responses of 300 respondents that answered this question out of 1,058 total respondents.

2. What is your organization's yearly budget? (in U.S. Dollars)

All Respondents: 1058

- As with previous surveys, the vast majority of participants come from organizations with budgets below \$1 Million with 67.9% of participants falling into this category.
- However, My TechSoup members are trending to smaller organizations. 73.4% of organizations that joined in the last 6 months come from organizations of below \$1 million. This contrasts sharply with 51% of organizations of below \$1 million in My TechSoup subscribers for two or more years.

Organizational budget	%	Responses
None – all volunteer	5.5%	58
Below \$100,000	21.4%	226
\$100,000 - \$250,000	14.3%	151
\$250,000 - \$500,000	13%	138
\$500,000 - \$1 Million	13.7%	145
\$1 – 2 Million	12.6%	133
\$2 – 5 Million	9.6%	102
\$5 – 10 Million	5.2%	55
+10 Million	4.7%	50

The percentages reflected in this table are based upon the responses of 1,058 respondents that answered this question out of 1,058 total respondents.

My TechSoup Member less than 6 months

Respondents: 237

Organizational budget	%	Responses
None – all volunteer	8%	19
Below \$100,000	26.2%	62
\$100,000 - \$250,000	16.5%	39
\$250,000 - \$500,000	12.2%	29
\$500,000 - \$1 Million	10.5%	25
\$1 – 2 Million	10.5%	25
\$2 – 5 Million	7.6%	18
\$5 – 10 Million	3.8%	9
+10 Million	4.6%	11

The percentages reflected in this table are based upon the responses of 237 respondents that answered this question out of 1,058 total respondents.

My TechSoup Member more than two years
 Respondents: 300

Organizational budget	%	Responses
None – all volunteer	4.7%	14
Below \$100,000	13.7%	41
\$100,000 - \$250,000	12.3%	37
\$250,000 - \$500,000	13%	39
\$500,000 - \$1 Million	13.3%	40
\$1 – 2 Million	18.3%	55
\$2 – 5 Million	13.3%	40
\$5 – 10 Million	6%	18
+10 Million	5.3%	16

The percentages reflected in this table are based upon the responses of 300 respondents that answered this question out of 1,058 total respondents.

3. Choose the category that best describes the organization you work for?

- The top categories were Human Services, Education and Arts Culture and Humanities. This is consistent with previous surveys.

All Respondents: 1,055

Organization category	%	Responses
Human services – multipurpose and other	19.3%	204
Arts, culture and humanities	13.4%	141
Education	13.3%	140
Youth development	6.7%	71
Health	5.9%	62
Community improvement, capacity building	5.5%	58
Environmental quality, protection and beautification.	4.3%	45
Public society benefit – multipurpose and other	4%	42
Religion related, spiritual development	3.9%	41
Mental health, crisis intervention	3.5%	37
Housing, shelter	2.8%	30
Animal-related	2.6%	27
Civil rights, social action and advocacy	2.6%	27
Not applicable	2.1%	22
Mutual/membership benefit organizations, other	1.7%	18
Public safety	1.5%	16
Recreation, sports, leisure, athletics	1.5%	16
Philanthropy, voluntarism and grantmaking foundations.	1.1%	12
Employment, job-related	.9%	9
Food, agriculture, and nutrition	.9%	9
Diseases, disorders, medical disciplines	.8%	8
Crime, legal related	.7%	7
International, foreign affairs and national security.	.4%	4
Social science research institutes and services.	.3%	3
Unknown	.3%	3
Science and technology research institutes and services.	.2%	2
Medical Research	.1%	1

The percentages reflected in this table are based upon the responses of 1,055 respondents that answered this question out of 1,058 total respondents.

4. How old are you?

- The largest grouping of survey respondents are between 50 and 59.
- My TechSoup members are also trending younger. Over 40% of respondents that have been My TechSoup members for less than 6 months are under 40.
- This contrasts sharply with My TechSoup member respondents that have been members for two or more years where 22% of respondents are under 40.

Respondents: 1055

Age	%	Responses
18 – 29	13.1%	138
30 – 39	19.3%	204
40 – 49	27.1%	286
50 – 59	28.4%	300
60+	12%	127

The percentages reflected in this table are based upon the responses of 1,055 respondents that answered this question out of 1,058 total respondents.

My TechSoup members less than 6 months
Respondents: 235

Age	%	Responses
18 – 29	17.4%	41
30 – 39	23.8%	56
40 – 49	25.1%	59
50 – 59	24.7%	58
60+	8.9%	21

The percentages reflected in this table are based upon the responses of 235 respondents that answered this question out of 1,058 total respondents.

My TechSoup members 2 years or more
Respondents: 300

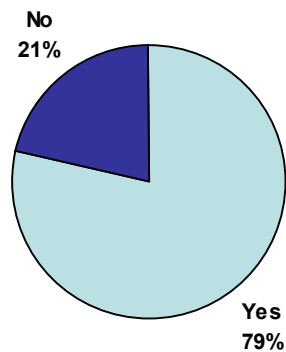
Age	%	Responses
18 – 29	6.3%	19
30 – 39	15.7%	47
40 – 49	25%	75
50 – 59	34%	102
60+	19%	57

The percentages reflected in this table are based upon the responses of 300 respondents that answered this question out of 1,058 total respondents.

5. Are you a My TechSoup member?

- 79% of all survey respondents are My TechSoup members.
- Over a third of My TechSoup members have been members for more than two years.
- Newer My TechSoup members seem to be younger. Over 50% of respondents under the age of 40 have been members for a year or less. This contrasts sharply with My TechSoup members over the age of 40. Over 60% of this age group have been My TechSoup members for over a year.

Respondents: 1058



6. You have indicated that you are a My TechSoup member. How long have you been a My TechSoup member?

All Respondents: 826

How long a My TechSoup member?	%	Responses
Less than 6 months	28.7%	237
Between 6 months and a year	16%	132
Between 1 and 2 years	19%	157
More than 2 years.	36.3%	300

The percentages reflected in this table are based upon the responses of 826 respondents that answered this question out of 1,058 total respondents.

Over 40
 Respondents: 569

How long a My TechSoup member?	%	Responses
Less than 6 months	24.3%	138
Between 6 months and a year	15.3%	87
Between 1 and 2 years	19.3%	110
More than 2 years.	41.1%	234

The percentages reflected in this table are based upon the responses of 352 respondents that answered this question out of 1,058 total respondents.

Under 40
 Respondents: 255

How long a My TechSoup member?	%	Responses
Less than 6 months	38%	97
Between 6 months and a year	17.4%	45
Between 1 and 2 years	18.4%	47
More than 2 years.	25.9%	66

The percentages reflected in this table are based upon the responses of 472 respondents that answered this question out of 1,058 total respondents.

7. Please select all of the activities that you do on a regular basis in your personal life (at least once a month)
- The most popular activities reported are: using search; researching a product or service; checking news sites; looking up a phone number or address. All of these activities had over 80% of respondents reporting doing this activity at least once a month. These are consistent for both new and old My TechSoup subscribers.
 - There does seem to be a difference between newer and older My TechSoup subscribers with regard to newer Web 2.0 technologies. For example, newer My TechSoup subscribers use online social or professional networking sites like Friendster, tag content, and work on their own blogs at higher rates. This is probably due to the fact that newer My TechSoup members are younger.

All Respondents: 1022

Online activities in personal life	%	Responses
Use a search engine to find information	96.4%	985
Research a product or service before buying it	86.3%	882
Check news sites	84.9%	868
Purchase a product	84.5%	864
Look up a phone number or address	83.3%	851
Watch a video clip or listen to an audio clip	71.9%	735
Pay bills online	70%	715
Download a computer program	69.5%	710
Look for information on a government Web site	67.4%	689
Manage financial information	61.9%	633
Look for health/medical information	56.8%	581
Share photos online	55.4%	566
Read an online journal or blog	47.2%	482
Listen to a live or recorded radio broadcast online such as a newscast, sporting event or radio show	40.4%	413
Participate in an online auction such as Ebay	39.9%	408
Listen to music online from a music Web site	38.9%	398
Send instant messages	38.6%	394
Take a virtual tour of a location online	36.8%	376
Participate in an online group	33.8%	345
Make a donation to a charity	33%	337
Download MP3s from a music Web site	30.6%	313
Participate in an online event	23%	235
Subscribe to a RSS feed	16.4%	168
Read RSS feeds from a RSS reader	15.2%	155
Create or work on your own online journal or blog	14.3%	146
Use online social or professional networking sites like Friendster or LinkedIn	13.5%	138
Tag content on a social bookmarking Web site	5.4%	55

The percentages reflected in this table are based upon the responses of 1,022 respondents that answered this question out of 1,058 total respondents.

My TechSoup less than 6 months
Respondents: 230

Online activities in personal life	%	Responses
Use a search engine to find information	97.4%	224
Research a product or service before buying it	87%	200
Purchase a product	85.2%	196
Look up a phone number or address	85.2%	196
Check news sites	80.9%	186
Watch a video clip or listen to an audio clip	72.2%	166
Pay bills online	67.8%	156
Download a computer program	66.5%	153
Look for information on a government Web site	64.3 %	148
Manage financial information	62.2%	143
Share photos online	56.5%	130
Look for health/medical information	51.7%	119
Read an online journal or blog	43%	99
Participate in an online auction such as Ebay	43%	99
Listen to a live or recorded radio broadcast online such as a newscast, sporting event or radio show	42.6%	98
Send instant messages	41.7%	96
Listen to music online from a music Web site	40.9%	94
Take a virtual tour of a location online	38.3%	88
Make a donation to a charity	33.9%	78
Participate in an online group	32.6%	75
Download MP3s from a music Web site	31.7%	73
Participate in an online event	26.1%	73
Read RSS feeds from a RSS reader	16.1%	37
Use online social or professional networking sites like Friendster or LinkedIn	16.1%	37
Subscribe to a RSS feed	15.7%	36
Create or work on your own online journal or blog	15.7%	36
Tag content on a social bookmarking Web site	7%	16

The percentages reflected in this table are based upon the responses of 230 respondents that answered this question out of 1,058 total respondents.

My TechSoup member 2 or more years
 Respondents: 293

Online activities in personal life	%	Responses
Use a search engine to find information	97.3%	285
Research a product or service before buying it	90.8%	266
Purchase a product	89.8%	263
Check news sites	85.7%	251
Look up a phone number or address	85%	249
Pay bills online	73.7%	216
Look for information on a government Web site	73.4 %	215
Watch a video clip or listen to an audio clip	72.2%	213
Download a computer program	72.7%	213
Manage financial information	61.1%	179
Look for health/medical information	61.1%	179
Share photos online	58.4%	171
Read an online journal or blog	50.9%	149
Participate in an online auction such as Ebay	40.6%	119
Take a virtual tour of a location online	40.6%	119
Listen to a live or recorded radio broadcast online such as a newscast, sporting event or radio show	38.9%	114
Make a donation to a charity	35.8%	105
Send instant messages	35.5%	104
Listen to music online from a music Web site	35.2%	103
Download MP3s from a music Web site	30.7%	90
Participate in an online group	24.9%	73
Participate in an online event	24.9%	73
Subscribe to a RSS feed	16%	47
Read RSS feeds from a RSS reader	13.7%	40
Create or work on your own online journal or blog	10.2%	30
Use online social or professional networking sites like Friendster or LinkedIn	9.9%	29
Tag content on a social bookmarking Web site	4.4%	13

The percentages reflected in this table are based upon the responses of 293 respondents that answered this question out of 1,058 total respondents.

8. Below you will find a list of online activities. Please select the activities that you do on a regular basis in your professional life (at least once a month).
- When asked about online activities that respondents did in their professional life, the rates of doing these online activities dropped off compared to online activities that they did in their personal life. This was particularly true for newer technologies. For example, sending instant messages in private life was done regularly by 38.6% in private life but only 20.4% in professional life. And the number of respondents working on a blog was halved. This may suggest that a lot of online activities have not been translated into work environments. There is interest in these tools and people love to use them in their private life but these activities have not been translated into the world of work.
 - Respondents that have been members for more than two years are purchasing products online in their professional life at higher rates. These respondents make purchases online 10% higher than all respondents and 18% higher than more recent members.

All Respondents: 1022

Online activities in professional life	%	Responses
Use a search engine to find information	94.3%	964
Research a product or service before buying it	73.3%	749
Purchase a product	71.6%	732
Look for information on a government Web site	70.5%	720
Download a computer program	58.3%	596
Research for school or training information	53.7%	549
Participate in an online event/ and or training	39.5%	404
Watch a video clip or listen to an audio clip	38.9%	398
Manage financial information	31.2%	319
Participate in an online group	30.8%	315
Read an online journal or blog	27.4%	280
Share photos online	24.3%	248
Pay bills online	22.5%	230
Listen to a live or recorded radio broadcast online such as a newscast, sporting event or radio show	22%	225
Send instant messages	20.4%	208
Subscribe to a RSS feed	12.9%	132
Read RSS feeds from a RSS reader	12.5%	128
Use online social or professional networking sites like Friendster or LinkedIn	8.1%	83
Create or work on your own online journal or blog	7.2%	74
Tag content on a social bookmarking Web site	4.6%	47

The percentages reflected in this table are based upon the responses of 1,022 respondents that answered this question out of 1,058 total respondents.

6 months or less
 Respondents: 230

Online activities in professional life	%	Responses
Use a search engine to find information	94.8%	218
Research a product or service before buying it	71.7%	165
Purchase a product	69.6%	160
Look for information on a government Web site	66.1%	152
Download a computer program	57.4%	132
Research for school or training information	47%	108
Participate in an online event/ and or training	41.3%	95
Watch a video clip or listen to an audio clip	38.3%	88
Manage financial information	29.1%	67
Read an online journal or blog	28.7%	66
Participate in an online group	27%	62
Share photos online	25.7%	59
Send instant messages	23.5%	54
Listen to a live or recorded radio broadcast online such as a newscast, sporting event or radio show	22.6%	52
Pay bills online	21.7%	50
Subscribe to a RSS feed	14.8%	34
Read RSS feeds from a RSS reader	14.3%	33
Create or work on your own online journal or blog	10.4%	24
Use online social or professional networking sites like Friendster or LinkedIn	8.7%	20
Tag content on a social bookmarking Web site	6.1%	14

The percentages reflected in this table are based upon the responses of 230 respondents that answered this question out of 1,058 total respondents.

Two or more years
Respondents: 293

Online activities in professional life	%	Responses
Use a search engine to find information	94.9%	278
Purchase a product	82.6%	242
Research a product or service before buying it	78.8%	231
Look for information on a government Web site	77.5%	227
Download a computer program	65.5%	192
Research for school or training information	53.9%	158
Participate in an online event/ and or training	42.7%	125
Watch a video clip or listen to an audio clip	41%	120
Participate in an online group	35.5%	104
Manage financial information	34.1%	100
Pay bills online	27.6%	81
Read an online journal or blog	27.3%	80
Share photos online	22.9%	67
Listen to a live or recorded radio broadcast online such as a newscast, sporting event or radio show	22.9%	67
Send instant messages	19.8%	58
Read RSS feeds from a RSS reader	12.6%	37
Subscribe to a RSS feed	12.3%	36
Use online social or professional networking sites like Friendster or LinkedIn	7.5%	22
Create or work on your own online journal or blog	6.1%	18
Tag content on a social bookmarking Web site	2.7%	8

The percentages reflected in this table are based upon the responses of 293 respondents that answered this question out of 1,058 total respondents.

9. Below you will find a list of types of Web sites. Please indicate how often you visit these types of Web sites?

The most popular types of Web sites are in rank order: News sites, Bank Web sites and Shopping Web sites. This ranking held for all types of users.

Total Respondents: 972

	Never	Every once in a while	Once a month	Once a week	At least once a day
News sites	5%	19%	8%	22%	46%
Online communities and Social Networking Sites (such as Yahoo! Groups, Tribe, My Space, Friendster)	38%	26%	6%	15%	14%
Photo/Video/Audio Sharing Web sites	30%	32%	12%	21%	5%
Blogs	39%	27%	10%	13%	12%
Personalized news aggregator sites	43%	21%	6%	9%	20%
Social bookmarking/tagging Web sites	79%	12%	4%	3%	2%
Collaborative News Aggregator Sites	73%	13%	5%	6%	4%
Online auction sites	27%	38%	17%	14%	4%
Bank Web sites	14%	11%	20%	43%	13%
Shopping Web sites	6%	25%	32%	32%	5%
Government Web sites	6%	40%	27%	20%	7%
Gaming Web sites	73%	16%	3%	4%	3%

The percentages reflected in this table are based upon the responses of 972 respondents that answered this question out of 1,058 total respondents.

10. Below you will find a list of online transactions. Please indicate how often you do the following transactions.

Survey respondents are very comfortable with making online transactions. The most common online transaction was purchasing a product or service with a credit card with over half of respondents reporting that they do this often.

Respondents: 972

	Never	Rarely	Once in a while	Often
Pay monthly bills from online	26%	7%	15%	53%
Purchase a product or service with a Paypal account	29%	24%	32%	15%
Purchase a product or service with a credit card	2%	7%	40%	51%
Make a reservation online	7%	15%	46%	32%

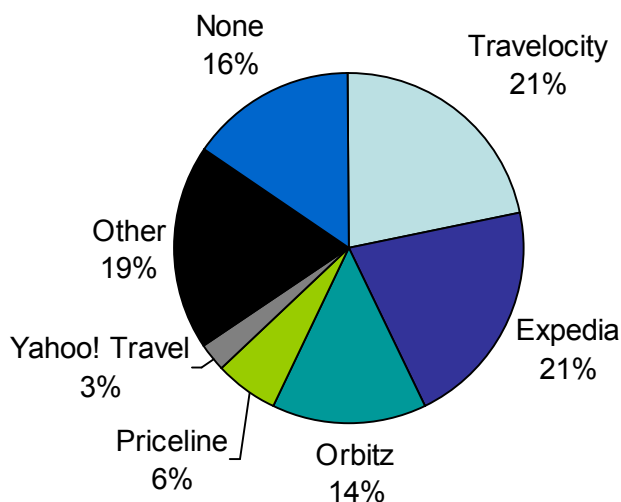
The percentages reflected in this table are based upon the responses of 972 respondents that answered this question out of 1,058 total respondents.

11. When you are looking to make reservations for hotels, airlines and/or rental cars, which of the following Web sites do you primarily use?

Survey respondents used Travelocity and Expedia. In the other category, many respondents reported that they have no preference and check all of the Web sites. Many reported that they also go directly to airline Web sites. Cheap Tickets was also frequently mentioned.

A surprising 16% reported not using travel Web sites. It is unclear whether this means that they go directly to airlines or if they use a travel Web site.

Total Respondents: 975

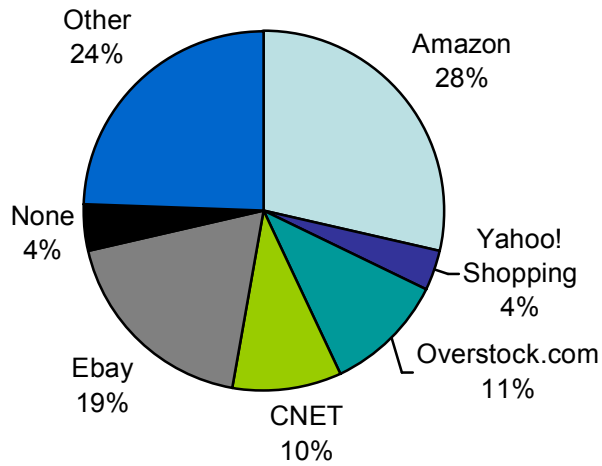


The percentages reflected in this table are based upon the responses of 972 respondents that answered this question out of 1,058 total respondents.

12. Which of the following online shopping Web sites do you use for technology purchases? Select as many as apply

For technology purchases, Amazon, Ebay and CNET were rated the most popular category. The other category also received a lot of responses. Within this category the most often cited technology providers in rank order were TechSoup Stock, Dell and TigerDirect.

Total Respondents: 973



The percentages reflected in this table are based upon the responses of 973 respondents that answered this question out of 1,058 total respondents.

13. Which of the following news sites do you use regularly? Select as many as apply.

The most popular news sites were CNN, MSNBC and the New York Times. In the “other” category, the largest number of respondents indicated that they read local news sites. CBC (Canadian Broadcasting Company) and NPR were also mentioned.

Total respondents: 895

News Sites	%	Responses
CNN	36%	377
MSNBC	27.5%	292
The New York Times	22.9%	246
Google News	22.9%	242
Yahoo! News	22.7%	240
BBC news	17.8%	188
Fox News	15.2%	161
The Washington Post	12.2%	109
AOL News	5.9%	63
The Wall Street Journal	5.9%	62
Slate	5%	53
The LA Times	4%	42
Salon	3.8%	40
Other	24.6%	260

14. Which of the following Technology news sites do you use regularly? Select as many as apply.

The most popular Technology news sites were CNET News, PC Magazine and PC World. In the other category there were several different technology news sites mentioned. The most often mentioned was TechSoup.

All Respondents: 895

Technology News Sites	%	Responses
CNET News	31.9%	338
PC Magazine	25.4%	269
PC World	25%	266
Google Tech News	16%	171
Wired	11.2%	119
Yahoo! Tech News	10.8%	114
Infoworld	6.5%	69
Digg	2.3%	24
None	11.3%	120
Other	12.2%	129

The percentages reflected in this table are based upon the responses of 895 respondents that answered this question out of 1,058 total respondents.

15. What are your top 3 favorite Web sites?

Total respondents: 1050

1. Google
2. Yahoo
3. Amazon

16. When you visit your favorite Web sites, how do you typically find the information you are looking for on the Web site?

- Interestingly, people use search as much as the Site navigation

Total respondents: 895

How you find the information you are looking for on a Web site?	%	Responses
Use the Web sites search tool	34.5%	365
Navigate through the site using the links	34.2%	362
Primarily look at the latest information that is featured on the home page	14.3%	151
Use an RSS reader and link through to the Web site when there is content that I am interested in.	1.6%	17

The percentages reflected in this table are based upon the responses of 895 respondents that answered this question out of 1,058 total respondents.

17. What are your top 3 favorite nonprofit Web sites?

Total respondents: 734

1. TechSoup
2. United Way
3. Idealist