

TechSoup.org



SURVEY FINDINGS

HOW YOU USE TECHSOUP

RESULTS COMPILED BY MALIN COLERIDGE

BUSINESS ANALYST

06/15/07

How You Use TechSoup

The survey ran on TechSoup from May 2nd 2007 till June 4th 2007. There were a total of 523 respondents. The purpose of the survey was to get an understanding of how our community uses TechSoup.

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

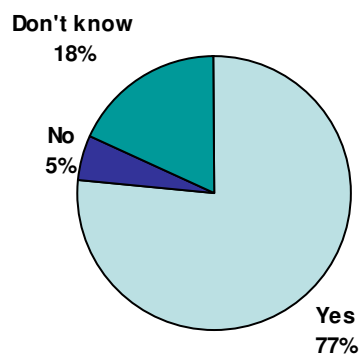
TechSoup routinely asks users a few background questions. The results have been largely the same since TechSoup started doing these surveys back in September 2005. Survey respondents come from smaller organizations with budgets of below \$1 Million. IT managers and Executive Directors take part in the survey at the highest rates. However, self-identified Jack/Jill-of-all trades are participating at higher and higher rates than in earlier surveys.

Survey Questions

1. Are you a My TechSoup member?

The majority of survey respondents are My TechSoup members. 77% of all survey respondents reported that they are My TechSoup members. More surprising, 18% of survey respondents reported that they don't know. This could be because that My TechSoup membership is not recognized with some users. It could also be due to the fact that the person who does the research is not the person who places the orders and is more aware of the meaning of this term.

Respondents: 520



The percentages reflected in this graph are based upon the responses of 520 respondents that answered this question out of 523 total respondents. In most cases these respondents were filtered out based upon their answer to a previous question. In other cases, people just skipped the question.

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

Half of respondents reported that they have been members for more than two years. This is a higher rate than previous surveys.

All Respondents: 404

How long a My TechSoup member?	%	Responses
Less than 6 months	13%	51
Between 6 months and a year	14%	57
Between 1 and 2 years	24%	97
More than 2 years.	50%	201

The percentages reflected in this table are based upon the responses of 400 respondents that answered this question out of 523 total respondents. In most cases these respondents were filtered out based upon their answer to a previous question. In other cases, people just skipped the question.

3. Why did you first register to become a My TechSoup member?

Making a product donation request was the prime driver for becoming a My TechSoup member. 54.5% of survey respondents reported that they became a My TechSoup member in order to make a product donation request. 30.8% of respondents that receiving By the Cup was the main draw for becoming a My TechSoup member. Nearly 30% of respondents reported that they joined My TechSoup in order to take advantage of all of the services TechSoup has to offer.

All respondents: 400

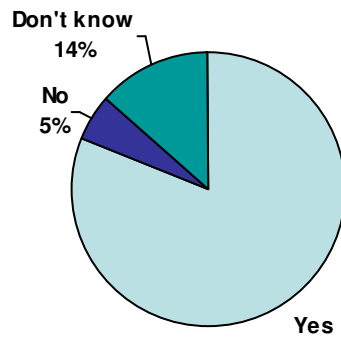
Why did you first register to become a My TechSoup member?	%	Responses
To make a product donation request	54.5%	216
To receive By the Cup	30.8%	123
All of the above	29.0%	116
To participate in the forums	5.5%	22

The percentages reflected in this table are based upon the responses of 400 respondents that answered this question out of 523 total respondents. In most cases these respondents were filtered out based upon their answer to a previous question. In other cases, people just skipped the question.

4. Is your organization registered with TechSoup Stock?

The majority of respondents are registered with TechSoup Stock. 81% of respondents reported that they are registered. Interestingly 14% of respondents said that they did not know whether or not they are registered. Again, this may be because users are not sure what registration means and/or they do not place the orders.

Total Respondents: 399

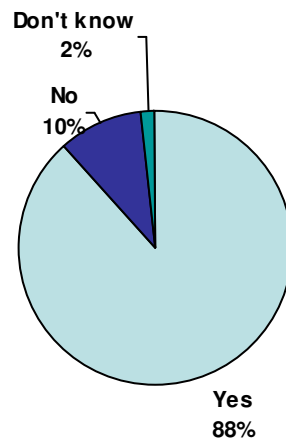


The percentages reflected in this table are based upon the responses of 399 respondents that answered this question out of 523 total respondents. In most cases these respondents were filtered out based upon their answer to a previous question. In other cases, people just skipped the question.

5. Has your organization ever received discounted and/or donated products from TechSoup Stock?

The majority, 88%, of TechSoup Stock registered organizations have received discounted and/or donated products from TechSoup Stock. Surprisingly, 10% of TechSoup Stock registered organizations have not ordered products. It could be that they are not eligible for products. Interestingly, despite that they are not making product donation requests from TechSoup Stock, they are still using the information that we provide on product.

Total Respondents: 322



The percentages reflected in this table are based upon the responses of 322 respondents that answered this question out of 521 total respondents. In most cases these respondents were filtered out based upon their answer to a previous question. In other cases, people just skipped the question.

6. What was your most recent donation request?

Respondents: 271

Top recent requests	%	Responses
Microsoft (Office, Server, Vista)	36.5%	99
Symantec (Norton 360, Antivirus)	14%	39
Adobe (Acrobat, Dreamweaver, Creative Suites)	14%	38
Grantstation	6%	17
Intuit Quickbooks	3%	9

The percentages reflected in this table are based upon the responses of 271 respondents that answered this question out of 523 total respondents. In most cases these respondents were filtered out based upon their answer to a previous question. In other cases, people just skipped the question.

7. What product, currently not offered by TechSoup Stock, would make a tremendous difference to your organization?

More Adobe products – Adobe was the most frequently cited.

Clearly there is some frustration among TechSoup users with this product. There is not enough of it and all of them are not eligible. I'm not sure what we can do here:

Products cited:

- Adobe Acrobat 7.0
- Adobe Audition
- Adobe CS2 and the like
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Premier Pro
- Adobe Professional
- Dreamweaver add-ons

Filemaker

Quark

Computers

More recycled offerings, hardware, keyboards

More Quickbooks

Second most cited product after Adobe. As with Adobe, respondents reported wanting more availability of it.

Products cited:

- QuickBooks
- QuickBooks Non-Profit version
- Quickbooks Pro Non-Profit version
- QuickBooks (latest editions)
- QuickBooks training

More anti-virus

- Sophos Antivirus
- Norton Ghost

Symantec anti spam
 Symantec BackUp Exec
 McAfee

Raiser's Edge

8. What types of TechSoup content do you use (select as many as apply)?

The top content used by respondents was product information with 86% of respondents reporting this answer. Learning Center articles were reported by 70% of survey respondents. A full third of respondents reported using the forums.

Total Respondents: 504

Content you use	%	Responses
Product Information about donated and discounted product	86%	449
Learning center articles	70%	369
Learning center toolkits such as the fundraising toolkit where you can find articles and resources on a series of topics	40%	207
The community forums	33%	171
Tech Glossary	27%	139
Event/Calendar Information	14%	74

The percentages reflected in this table are based upon the total responses that took this survey.

9. Why do you come to TechSoup? Select as many as apply.

Total respondents: 507

The primary reason the Community comes to TechSoup is to get discounted and/or donated products with 85% of respondents reporting this answer. To stay informed about the latest technological innovations was the second most reported answer with 62% of respondents reporting this answer.

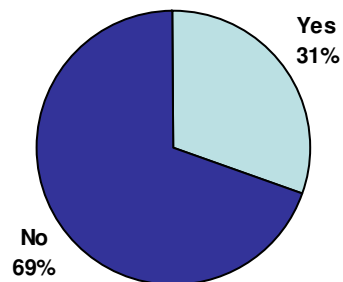
Why you come to TechSoup?	%	Responses
To get discounted and/or donated products	85%	446
To stay informed about the latest technological innovations	62%	322
To learn best practices from the stories of other nonprofits	55%	289
To learn more about different hardware products so I can make an informed purchase	43%	223
To learn how to do specific technical tasks	42%	221
To download training materials that I can use personally or distribute within my organization	37%	191
To find references to consulting and technology services that my organization needs	29%	150
To learn how to implement and or use products I've received from TechSoup Stocks	25%	133
To learn how to put together a long-term vision and technology strategy for my organization	25%	129
To learn how to manage technology projects and technical staff	24%	123
To ask a technical question in the community forums	14%	71
To find out about online events	11%	57
To connect with peers at other nonprofits	11%	55
Other	3%	17

The percentages reflected in this table are based upon all respondents.

10. Have you used TechSoup information to help your organization develop a technology plan?

Nearly 1/3 of respondents reported using TechSoup information for technology planning. This is a great victory for the organization as we have been trying to get nonprofits to think about technology planning. If a third of these organizations are using TechSoup for this purpose, clearly we have gotten through.

Respondents: 509

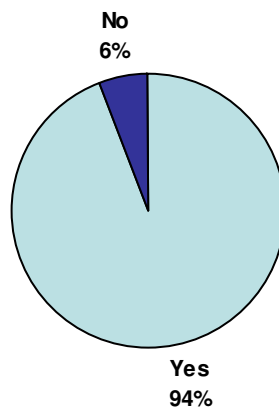


The percentages reflected in this table are based upon all responses

11. You have indicated that you have used TechSoup to help your organization develop a technology plan. Was the information adequate for your needs?

Respondents who took advantage of the technology plan resources found the information overwhelmingly helpful with 94% of respondents reporting this answer.

Total respondents: 157



The percentages reflected in this table are based upon the responses of 157 respondents that answered this question out of 523 total respondents. In most cases these respondents were filtered out based upon their answer to a previous question. In other cases, people just skipped the question.

12. What additional information do you think would be more helpful to you in making a technology plan?

For respondents that do use TechSoup in making technology plan, the additional information that would be most helpful is: Research into Best Practices for solving my technology problem, Charts and Articles comparing prices and features of multiple products in a category and An “Ask TechSoup” Column where they can ask an expert with over 24% of respondents reporting that this information would be helpful or very helpful.

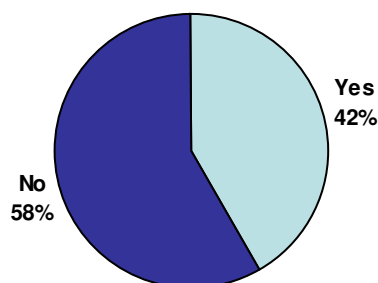
Total respondents: 159

What additional information would be helpful?	Not very helpful	Somewhat helpful	Helpful	Very Helpful
Charts and articles comparing the prices and features of multiple products in a category	5	18	56	79
Forums where I can discuss with different NPOs their experience with particular products	17	46	45	48
An “Ask TechSoup” column where	5	21	45	83
A database of consulting services that will help me select and purchase a product	30	37	52	35
Vendor-written white papers	22	55	53	21
Research into best practices for solving my technology problem	2	12	66	72
Worksheets that help me calculate the total cost of ownership for a particular technology solution	10	23	46	73
Articles about the latest trends and technologies relating to hardware	4	28	53	65
Articles about implementing and configuring hardware once you’ve acquired it.	18	22	41	68
Case studies about how other organization have acquired and used hardware products available via TechSoup Stock	12	29	56	53

13. Have you used TechSoup information to help your organization investigate hardware purchases?

Slightly less than half, 42%, of survey respondents reported using TechSoup to investigate hardware purchases.

Total respondents: 509

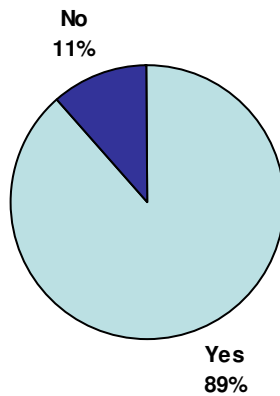


The percentages reflected in this table are based upon all 523 respondents.

14. You have indicated that you have used TechSoup information to help your organization investigate a hardware purchase. Was the information adequate for your needs?

Total respondents: 24

Of those users that do use TechSoup for investigating hardware purchases, the vast majority were satisfied with 89% reporting this answer.



The percentages reflected in this table are based upon the responses of 210 respondents that answered this question out of 523 total respondents. In most cases these respondents were filtered out based upon their answer to a previous question. In other cases, people just skipped the question.

15. What additional information do you think would be more helpful to you in making hardware purchases.

Charts and articles comparing the prices and features of multiple products in a category was considered helpful or very helpful by 83% of respondents to this particular question which represents 35% of all respondents.

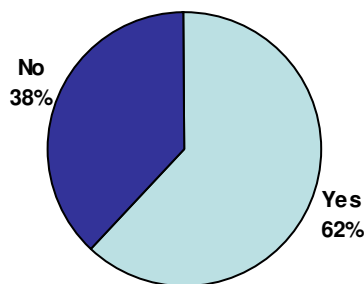
Total respondents: 218

What additional information would be helpful?	Not very helpful	Somewhat helpful	Helpful	Very Helpful
Charts and articles comparing the prices and features of multiple products in a category	3	28	87	95
Forums where I can discuss with different NPOs their experience with particular products	26	86	82	33
An "Ask TechSoup" column where	7	34	90	83
A database of consulting services that will help me select and purchase a product	33	68	69	35
Vendor-written white papers	38	92	59	12
Research into best practices for solving my technology problem	8	42	106	54
Worksheets that help me calculate the total cost of ownership for a particular technology solution	12	39	85	72

16. Have you used TechSoup information to help your organization make decisions about software purchases?

The majority of respondents reported that they do use TechSoup to help them make decisions about software purchases with 62% of respondents reporting this answer.

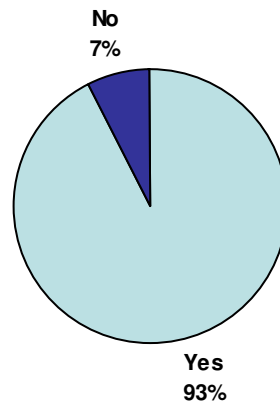
Total respondents: 432



The percentages reflected in this table are based upon the responses of all respondents who took the survey.

17. You have indicated that you have used TechSoup information help your organization make decisions about software purchases. Was the information adequate for your needs?

Total Respondents: 291



The percentages reflected in this table are based upon the responses of 291 respondents that answered this question out of 523 total respondents. In most cases these respondents were filtered out based upon their answer to a previous question. In other cases, people just skipped the question.

18. What additional information do you think would be more helpful to you in making software selections?

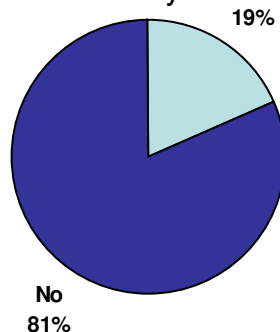
Total respondents: 325

Respondents reported the most interest in charts and articles comparing the prices and features of multiple products in a category relating to software with 54.4% of all respondents reporting this answer. Other areas of interest were: An “Ask TechSoup” column where I can ask an expert a specific question and Information about the latest trends and technologies relating to software with 46% of all respondents reporting this answer.

What additional information would be helpful?	Not very helpful	Somewhat helpful	Helpful	Very Helpful
Charts and articles comparing the prices and features of multiple products in a category	4	32	127	158
Forums where I can discuss with different NPOs their experience with particular products	24	105	114	61
An “Ask TechSoup” column where I can ask an expert a question.	16	54	127	115
A database of consulting services that will help me select and purchase a product	73	96	92	38
Vendor-written white papers	68	141	78	13
Research into best practices for solving my technology problem	13	62	153	73
Worksheets that help me calculate the total cost of ownership for a particular technology solution	28	72	110	93
Information about implementing and configuring software once you’ve acquired it.	11	46	140	116
Case studies about how other organization have acquired and used hardware products available via TechSoup Stock	17	103	131	55
Information about the latest trends and technologies relating to software	7	60	162	80

19. Have you used TechSoup information to help your organization with software implementation?

The Community does not report using TechSoup to help them with software implementation. Only 19% of respondents reported that they use TechSoup for this purpose.



The percentages reflected in this table are based upon the responses of all respondents who took the survey.

20. In your software implementation process, what type of information would be the most important to you?

In terms of the software implementation process, respondents are mostly interested in a step by step implementation guide and trouble shooting tips and workarounds for common implementation challenges with 16% reporting interest in these two categories.

Total Respondents: 97

What additional information would be important to you?	Not very important	Somewhat important	Important	Very important
Trouble shooting tips and workarounds for common implementation challenges	2	11	34	48
Forums where I can discuss with different NPOs their experiences with particular products.	7	42	27	12
An "Ask TechSoup" column where I can ask an expert a specific question.	6	9	45	35
A step by step implementation guide	3	9	29	54