

TechSoup.org



SURVEY FINDINGS

WEB USAGE

RESULTS COMPILED BY MALIN COLERIDGE

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Web Usage

The survey ran on TechSoup from October 1st 2007 till November 5th 2007. There were a total of 562 respondents. The purpose of the survey was to get an understanding of how TechSoup users are using 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.
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Respondents: 560

Primary Position	%	Responses
Executive Director	16.1%	90
IT Manager	9.5%	53
Jack/Jill-of-all-trades	9.3%	52
Board Member	4.2%	44
Director	4%	42
Office Manager	3.9%	41
Fundraising/Outreach	6.8%	38
CEO/CFO/President/COO/CIO	5.5%	31
Program officer	5.5%	31
Administrative assistant	3.6%	20
Tech Admin	3.4%	19
Web related services	3.2%	18
Finance	2.9%	16
Marketing	2.7%	15
Assistant Director	2.5%	14
Librarian	2.1%	12
Consultant	2.0%	11
Volunteer management/training/support	1.8%	10
Operations	1.8%	10
HR	1.3%	7
Teacher/Instructor/Trainer	.9%	5
Volunteer/Intern	.9%	5
Founder	.9%	5
Social Worker/Case Manager	.2%	1
Other	8.9%	50

The percentages reflected in this table are based upon the responses of 560 respondents that answered this question out of 562 total respondents.

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

All Respondents: 560

Organizational budget	%	Responses
None – all volunteer	3.2%	18
Below \$100,000	13.6%	76
\$100,000 - \$250,000	10.7%	60
\$250,000 - \$500,000	12.3%	69
\$500,000 - \$1 Million	17.3%	97
\$1 – 2 Million	16.1%	90
\$2 – 5 Million	15%	84
\$5 – 10 Million	6.8%	38
+10 Million	5%	28

The percentages reflected in this table are based upon the responses of 560 respondents that answered this question out of 562 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: 555

Organization category	%	Responses
Human services – multipurpose and other	22.5%	125
Arts, culture and humanities	9%	50
Education	12.1%	67
Youth development	4.9%	27
Health	7.8%	43
Community improvement, capacity building	8.5%	47
Environmental quality, protection and beautification.	4.5%	25
Public society benefit – multipurpose and other	4.7%	26
Religion related, spiritual development	3.8%	21
Mental health, crisis intervention	.7%	4
Housing, shelter	2.9%	16
Animal-related	2.0%	11
Civil rights, social action and advocacy	2.9%	16
Not applicable	2.1%	22
Mutual/membership benefit organizations, other	1.8%	10
Public safety	.5%	3
Recreation, sports, leisure, athletics	1.6%	9
Philanthropy, voluntarism and grantmaking foundations.	2.9%	16
Employment, job-related	.7%	4
Food, agriculture, and nutrition	.7%	4
Diseases, disorders, medical disciplines	1.1%	6
Crime, legal related	.9%	5
International, foreign affairs and national security.	.4%	2
Social science research institutes and services.	.7%	4
Unknown	0%	0
Science and technology research institutes and services.	.5%	3
Medical Research	0%	0

The percentages reflected in this table are based upon the responses of 555 respondents that answered this question out of 562 total respondents.

4. How old are you?

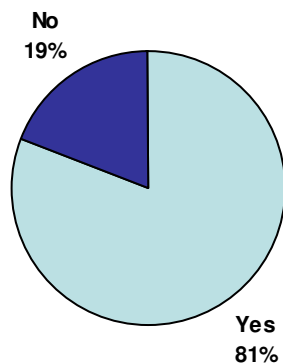
Respondents: 557

Age	%	Responses
18 – 29	11.5%	64
30 – 39	21%	117
40 – 49	25.3%	141
50 – 59	30.3%	169
60+	11.9%	66

The percentages reflected in this table are based upon the responses of 557 respondents that answered this question out of 562 total respondents.

5. Are you a My TechSoup member?

Respondents: 560



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

All Respondents: 449

How long a My TechSoup member?	%	Responses
Less than 6 months	19.2%	86
Between 6 months and a year	11.1%	50
Between 1 and 2 years	19.6%	88
More than 2 years.	50.1%	225

The percentages reflected in this table are based upon the responses of 49 respondents that answered this question out of 562 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)

All Respondents: 551

Online activities in personal life	%	Responses
Use a search engine to find information	97.8%	539
Research a product or service before buying it	89.8%	495
Check news sites	86%	474
Purchase a product	87.7%	483
Look up a phone number or address	84.4%	465
Watch a video clip or listen to an audio clip	80.2%	442
Pay bills online	72.6%	400
Download a computer program	62.5%	345
Look for information on a government Web site	65.9%	363
Manage financial information	67.3%	371
Look for health/medical information	63.7%	372
Share photos online	63.7%	351
Read an online journal or blog	55.4%	305
Listen to a live or recorded radio broadcast online such as a newscast, sporting event or radio show	46.5%	256
Participate in an online auction such as Ebay	36.7%	202
Listen to music online from a music Web site	43.6%	240
Send instant messages	35.8%	197
Take a virtual tour of a location online	41.6%	229
Participate in an online group	38.1%	210
Make a donation to a charity	33.8%	186
Download MP3s from a music Web site	30.6%	313
Participate in an online event	26%	143
Subscribe to a RSS feed	26.1%	144
Read RSS feeds from a RSS reader	23.2%	128
Create or work on your own online journal or blog	17.1%	94
Use online social or professional networking sites like Friendster or LinkedIn	26.3%	145
Tag content on a social bookmarking Web site	11.3%	62

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).

All Respondents: 555

Online activities in professional life	%	Responses
Use a search engine to find information	95.9%	532
Research a product or service before buying it	76.6%	425
Purchase a product	75.1%	417
Look for information on a government Web site	71.9%	399
Download a computer program	56.2%	312
Research for school or training information	58%	322
Participate in an online event/ and or training	50.1%	278
Watch a video clip or listen to an audio clip	49.2%	273
Manage financial information	30.6%	170
Participate in an online group	34.6%	192
Read an online journal or blog	40.4%	224
Share photos online	26%	144
Pay bills online	20.9%	116
Listen to a live or recorded radio broadcast online such as a newscast, sporting event or radio show	28.3%	157
Send instant messages	16.6%	92
Subscribe to a RSS feed	21.3%	118
Read RSS feeds from a RSS reader	20%	111
Use online social or professional networking sites like Friendster or LinkedIn	15.5%	86
Create or work on your own online journal or blog	9.7%	54
Tag content on a social bookmarking Web site	8.8%	49

The percentages reflected in this table are based upon the responses of 555 respondents that answered this question out of 567 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: 535

	Never	Every once in a while	Once a month	Once a week	At least once a day
News sites	2.6%	15.7%	6.5%	22.4%	52.7%
Online communities and Social Networking Sites (such as Yahoo! Groups, Tribe, My Space, Friendster)	28%	28.6%	10.3%	15.9%	17.2%
Photo/Video/Audio Sharing Web sites	16.3%	29.9%	19.3%	27.5%	7.1%
Blogs	27.9%	26.7%	9.5%	20.2%	15.7%
Personalized news aggregator sites	40.4%	17.9%	6.5%	12.1%	23%
Social bookmarking/tagging Web sites	68.4%	17.2%	4.5%	5.2%	4.7%
Collaborative News Aggregator Sites	69.9%	14.2%	7.1%	4.9%	3.9%
Online auction sites	27.3%	41.9%	17%	11.8%	2.1%
Bank Web sites	10.8%	11.4%	21.3%	45.8%	10.7%
Shopping Web sites	3.7%	24.5%	33.5%	33.6%	4.7%
Government Web sites	5.4%	40.7%	26.2%	21.1%	6.5%
Gaming Web sites	88.4%	7.9%	1.1%	2.2%	.4%

The percentages reflected in this table are based upon the responses of 535 respondents that answered this question out of 566 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: 535

	Never	Rarely	Once in a while	Often
Pay monthly bills from online	22.4%	5.8%	12.1%	59.6%
Purchase a product or service with a Paypal account	27.7%	23.9%	31.8%	16.6%
Purchase a product or service with a credit card	2.2%	4.5%	33.5%	59.8%
Make a reservation online	3.7%	13.3%	45%	37.9%

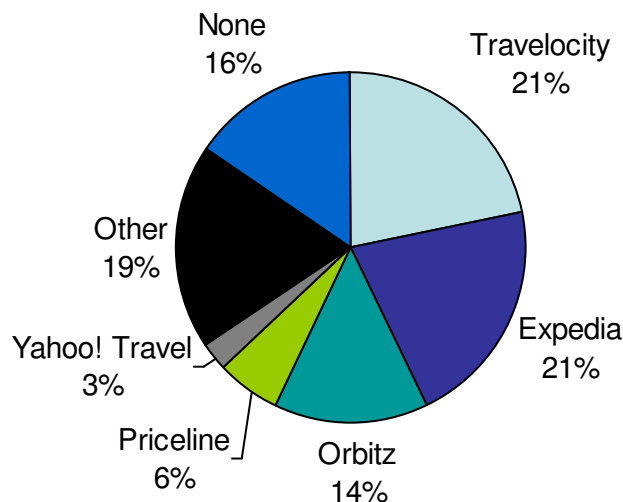
The percentages reflected in this table are based upon the responses of 535 respondents that answered this question out of 566 total respondents.

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.

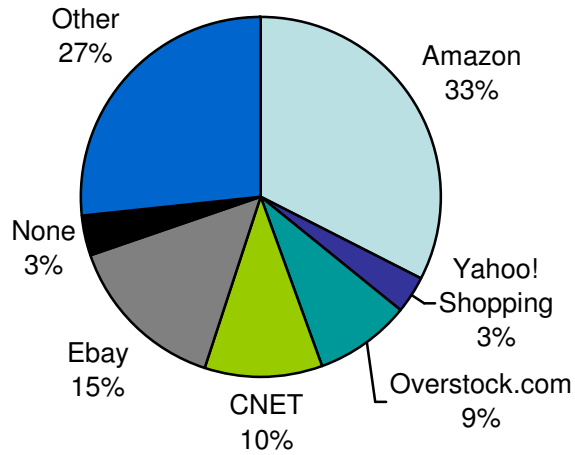
Total Respondents: 975



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

Total Respondents: 535



The percentages reflected in this table are based upon the responses of 535 respondents that answered this question out of 566 total respondents.

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

Total respondents: 505

News Sites	%	Responses
CNN	38.6%	195
MSNBC	33.1%	167
The New York Times	40.6%	205
Google News	31.3%	158
Yahoo! News	28.3%	143
BBC news	23.8%	120
Fox News	12.1%	61
The Washington Post	16%	81
AOL News	9.5%	48
The Wall Street Journal	9.1%	46
Slate	9.3%	47
The LA Times	6.7%	34
Salon	8.5%	43
Other	33.1%	167

The percentages reflected in this table are based upon the responses of 505 respondents that answered this question out of 566 total respondents.

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

All Respondents: 505

Technology News Sites	%	Responses
CNET News	38.6%	195
PC Magazine	24.4%	123
PC World	24.4%	123
Google Tech News	18.8%	95
Wired	17%	86
Yahoo! Tech News	12.9%	65
Infoworld	8.1%	41
Digg	5.5%	28
Other	33.9%	171

The percentages reflected in this table are based upon the responses of 505 respondents that answered this question out of 566 total respondents.

15. What are your top 3 favorite Web sites?

Total respondents: 505

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?

Total respondents: 505

How you find the information you are looking for on a Web site?	%	Responses
Use the Web sites search tool	35.5%	179
Navigate through the site using the links	42.2%	213
Primarily look at the latest information that is featured on the home page	19%	96
Use an RSS reader and link through to the Web site when there is content that I am interested in.	3.6%	18

The percentages reflected in this table are based upon the responses of 505 respondents that answered this question out of 566 total respondents.

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

Total respondents: 734

1. TechSoup
2. Guidestar
3. Foundation Center