

**TechSoup.org**



**SURVEY FINDINGS**

**MY TECHSOUP**

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## My TechSoup

The survey ran on TechSoup from March 6th 2006 till April 3rd 2006. There were a total of 841 respondents. The purpose of the survey was to get an understanding of our My TechSoup subscribers. In particular, we were interested in the following:

- Why people become My TechSoup subscribers.
- How often My TechSoup users visit and use TechSoup.
- Why people don't join.
- What new services would cause My TechSoup subscribers to visit more often and encourage non-My Techsoup subscribers to join.

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?

Respondents: 841

| Primary Position         | %     | Responses |
|--------------------------|-------|-----------|
| Executive Director       | 15%   | 126       |
| IT Manager               | 14.4% | 121       |
| CEO/CFO/President/COO    | 10.1% | 85        |
| Jack/Jill-of-all-trades  | 6.5%  | 55        |
| Fundraising/Outreach     | 5.2%  | 44        |
| Administrative assistant | 5.2%  | 44        |
| Tech Admin               | 5.2%  | 44        |
| Board Member             | 5%    | 42        |
| Assistant Director       | 3.7%  | 31        |
| Program officer          | 3.3%  | 28        |
| Consultant               | 2.7%  | 23        |
| Finance                  | 2.6%  | 22        |
| Operations               | 2.5%  | 21        |
| Volunteer                | 2.4%  | 20        |
| Teacher/Instructor       | 2%    | 17        |
| Marketing                | 1.5%  | 13        |
| Librarian                | 1.3%  | 11        |
| Other                    | 11.2% | 94        |

- Executive Directors, IT managers had the highest representation. This is similar to previous surveys. This held for both My TechSoup member and non- My TechSoup members.

Joined My TechSoup within the last 6 months  
 Respondents: 108

| Primary Position         | %     | Responses |
|--------------------------|-------|-----------|
| Executive Director       | 15.7% | 17        |
| CEO/CFO/President/COO    | 11.1% | 12        |
| Administrative assistant | 11.1% | 12        |
| Fundraising/Outreach     | 8.3%  | 9         |
| Jack/Jill-of-all-trades  | 7.4%  | 8         |
| Program officer          | 5.6%  | 6         |
| IT Manager               | 4.6%  | 5         |
| Tech Admin               | 4.6%  | 5         |
| Board Member             | 4.6%  | 5         |
| Consultant               | 4.6%  | 5         |
| Assistant Director       | 2.8%  | 3         |
| Finance                  | 1.9%  | 2         |
| Teacher/Instructor       | 1.9%  | 2         |
| Marketing                | 1.9%  | 2         |
| Operations               | .9%   | 1         |
| Volunteer                | .9%   | 1         |
| Librarian                | .9%   | 1         |
| Other                    | 11.1% | 12        |

My TechSoup subscribers for 2 or more years  
 Respondents: 302

| Primary Position         | %     | Responses |
|--------------------------|-------|-----------|
| IT Manager               | 21.5% | 65        |
| Executive Director       | 14.6% | 44        |
| CEO/CFO/President/COO    | 10.3% | 31        |
| Jack/Jill-of-all-trades  | 6%    | 18        |
| Assistant Director       | 5%    | 15        |
| Board Member             | 4.3%  | 13        |
| Tech Admin               | 4%    | 12        |
| Finance                  | 4%    | 12        |
| Fundraising/Outreach     | 3.6%  | 11        |
| Operations               | 3.6%  | 11        |
| Administrative assistant | 3.3%  | 10        |
| Program officer          | 2.6%  | 8         |
| Consultant               | 2.6%  | 8         |
| Marketing                | 1.3%  | 4         |
| Volunteer                | 1%    | 3         |
| Librarian                | 1%    | 3         |
| Teacher/Instructor       | .3%   | 1         |
| Other                    | 10.9% | 33        |

- My TechSoup subscribers may be changing. There are some differences between veteran My TechSoup subscribers and new My TechSoup subscribers (those that became members within the last 6 months).

- o Veteran subscribers have a larger percentage of IT managers than more recent subscribers.

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

All Respondents: 841

| Organizational budget   | %     | Responses |
|-------------------------|-------|-----------|
| None – all volunteer    | 5.9%  | 50        |
| Below \$100,000         | 16.4% | 138       |
| \$100,000 - \$250,000   | 13.3% | 112       |
| \$250,000 - \$500,000   | 12%   | 101       |
| \$500,000 - \$1 Million | 12.2% | 103       |
| \$1 – 2 Million         | 12.4% | 104       |
| \$2 – 5 Million         | 11.2% | 94        |
| \$5 – 10 million        | 5.1%  | 43        |
| +10 million             | 4.5%  | 38        |
| Don't know              | 6.9%  | 58        |

- o The largest grouping were organizations with budgets below \$100,000.
- o 59.8% of respondents had budgets below \$1 million. This is similar to previous surveys.
- o These proportions largely held for both My TechSoup members and non-My TechSoup members.

Joined My TechSoup within the last 6 months

Respondents: 108

| Organizational budget   | %     | Responses |
|-------------------------|-------|-----------|
| None – all volunteer    | 8.3%  | 9         |
| Below \$100,000         | 19.4% | 21        |
| \$100,000 - \$250,000   | 19.4% | 21        |
| \$250,000 - \$500,000   | 14.8% | 16        |
| \$500,000 - \$1 Million | 8.3%  | 9         |
| \$1 – 2 Million         | 9.3%  | 10        |
| \$2 – 5 Million         | 8.3%  | 9         |
| \$5 – 10 million        | .9%   | 1         |
| +10 million             | .9%   | 1         |
| Don't know              | 10.2% | 11        |

Joined My TechSoup two or more years ago

Respondents: 302

| Organizational budget   | %     | Responses |
|-------------------------|-------|-----------|
| None – all volunteer    | 3.6%  | 11        |
| Below \$100,000         | 10.9% | 33        |
| \$100,000 - \$250,000   | 9.6%  | 29        |
| \$250,000 - \$500,000   | 11.6% | 35        |
| \$500,000 - \$1 Million | 15.6% | 47        |
| \$1 – 2 Million         | 15.9% | 48        |
| \$2 – 5 Million         | 14.6% | 44        |
| \$5 – 10 million        | 8.6%  | 26        |
| +10 million             | 6.3%  | 19        |
| Don't know              | 3.3%  | 10        |

- Of survey respondents there seems to be a difference between veteran My TechSoup subscribers and new My TechSoup subscribers in terms of budget size.
- Veteran My TechSoup member respondents come from larger organizations. 45.4% of veteran respondents have budgets of over \$1 million. In contrast, only 19.4% of new My TechSoup subscribers have budgets over \$1 million.

3. Choose the category that best describes the organization you work for?  
All Respondents: 841

| Organization category                                    | %     | Responses |
|--|-------|-----------|
| Human services – multipurpose and other                  | 16.4% | 138       |
| Education  | 12.5% | 105       |
| Arts, culture and humanities                             | 9.9%  | 83        |
| Health   | 5.7%  | 48        |
| Youth development  | 5.6%  | 47        |
| Community improvement, capacity building                 | 4.6%  | 39        |
| Environmental quality, protection and beautification.    | 4.2%  | 35        |
| Religion related, spiritual development                  | 3.7%  | 31        |
| Housing, shelter   | 3.6%  | 30        |
| Civil rights, social action and advocacy                 | 3.1%  | 26        |
| Mental health, crisis intervention                       | 3%    | 25        |
| Animal-related   | 2.1%  | 18        |
| US Public Library 501(c) (3)                             | 1.9%  | 16        |
| Public society benefit – multipurpose and other          | 1.5%  | 13        |
| Mutual/membership benefit organizations, other           | 1.5%  | 13        |
| Diseases, disorders, medical disciplines                 | 1.4%  | 12        |
| Philanthropy, voluntarism and grantmaking foundations.   | 1.4%  | 12        |
| US Public Library non-501 (c) (3)                        | 1.2%  | 10        |
| Food, agriculture, and nutrition                         | 1%    | 8         |
| Social science research institutes and services.         | 1%    | 8         |
| Public safety  | .8%   | 7         |
| Recreation, sports, leisure, athletics                   | .4%   | 3         |
| Employment, job-related                                  | .2%   | 2         |
| International, foreign affairs and national security.    | .2%   | 2         |
| Not known  | .2%   | 2         |
| Crime, legal related                                     | .1%   | 1         |
| Science and technology research institutes and services. | .1%   | 1         |
| Medical Research   | .1%   | 1         |
| Other  | 12.5% | 105       |

Non – My TechSoup Subscribers  
 Respondents: 140

| Organization category                                    | %     | Responses |
|--|-------|-----------|
| Education  | 13.6% | 19        |
| Human services – multipurpose and other                  | 10.7% | 15        |
| Religion related, spiritual development                  | 10.7% | 15        |
| Arts, culture and humanities                             | 9.3%  | 13        |
| Youth development  | 6.4%  | 9         |
| Health   | 5%    | 7         |
| Community improvement, capacity building                 | 5%    | 7         |
| Philanthropy, voluntarism and grantmaking foundations.   | 3.6%  | 5         |
| Civil rights, social action and advocacy                 | 2.9%  | 4         |
| Diseases, disorders, medical disciplines                 | 2.9%  | 4         |
| Social science research institutes and services.         | 2.1%  | 3         |
| Mental health, crisis intervention                       | 1.4%  | 2         |
| Public safety  | 1.4%  | 2         |
| Environmental quality, protection and beautification.    | 1.4%  | 2         |
| Public society benefit – multipurpose and other          | 1.4%  | 2         |
| Animal-related   | 1.4%  | 2         |
| Mutual/membership benefit organizations, other           | 1.4%  | 2         |
| Food, agriculture, and nutrition                         | .7%   | 1         |
| Employment, job-related                                  | .7%   | 1         |
| Crime, legal related                                     | .7%   | 1         |
| Recreation, sports, leisure, athletics                   | .7%   | 1         |
| Housing, shelter   | 0%    | 0         |
| Science and technology research institutes and services. | 0%    | 0         |
| International, foreign affairs and national security.    | 0%    | 0         |
| Medical Research   | 0%    | 0         |
| Not known  | .7%   | 1         |
| Other  | 10.7% | 15        |

- Top three categories for all respondents were Human Services, Education and Arts, Culture & Humanities which is consistent with previous surveys.
- Non- My TechSoup subscribers broke down slightly different. The top categories were education, human services and religion related services respectively.

4. How did you first find out about TechSoup?

All Respondents: 841

| How did first find out about TechSoup   | %     | Responses |
|---|-------|-----------|
| Through a colleague or business associate   | 34.2% | 288       |
| By following a link on another Web site   | 18.9% | 159       |
| Doing a search on the web for inexpensive software.                                 | 13%   | 109       |
| Through a friend  | 11.8% | 99        |
| Conference  | 6.4%  | 54        |
| TechSoup Stock Catalog  | 4.9%  | 41        |
| Searching the web for troubleshooting tips for a technical problem on the Internet. | 4%    | 34        |
| E-mail list   | 3.7%  | 31        |
| Newsletter  | 3.1%  | 26        |

- A full 46% of respondents found out about TechSoup through a colleague or friend.
- Nearly 19% of respondents found TechSoup through the link of another Web site.
- 13% found TechSoup by doing a search on the web for inexpensive software.
- These percentages largely held for both My TechSoup subscribers and non-My TechSoup subscribers.

### My TechSoup Survey Questions

5. Do you have a My TechSoup account?

All Respondents: 837

| Are you a My TechSoup member? | %     | Responses |
|-------------------------------|-------|-----------|
| Yes                           | 83.3% | 697       |
| No                            | 13.7% | 115       |
| What's My TechSoup?           | 3%    | 25        |

- The overwhelming majority of organizations are My TechSoup members.

### My TechSoup Subscribers

6. You have indicated that you are a My TechSoup member. When did you first register with My TechSoup?

All Respondents: 686

| When did you first register with My TechSoup? | %     | Responses |
|---|-------|-----------|
| Within the last 6 months                      | 15.7% | 108       |
| Within the last year                          | 11.1% | 76        |
| 1 – 2 years ago                               | 24.8% | 170       |
| More than 2 years ago                         | 44%   | 302       |
| I don't remember                              | 4.4%  | 30        |

- A full 44% of respondents have been subscribers for more than two years.
- 26.8% of respondents have joined within the last year.
- This suggests that we have a nice cross section of both new and old members.

7. What was the primary reason you became a My TechSoup member?  
All Respondents: 686

| Why did you become a My TechSoup member?                  | %     | Responses |
|---|-------|-----------|
| I wanted to participate in the discussion boards.         | 4.1%  | 28        |
| I wanted to order products from TechSoup Stock.           | 81.5% | 559       |
| I wanted to receive email updates on the latest articles. | 14.4% | 99        |

- The overwhelming impetus for becoming a My TechSoup subscriber was to order products.
- However 14.4% joined to receive email updates on the latest articles.

8. As a My TechSoup member, how often do you do the following activities?

All respondents: 685

|   | Never | Less than once a month | Once a month | Two or three times a month | More than three times a month |
|---|-------|------------------------|--------------|----------------------------|-------------------------------|
| Log in to My TechSoup                               | 3%    | 36%                    | 29%          | 22%                        | 10%                           |
| Order products from TechSoup Stock                  | 17%   | 78%                    | 4%           | 1%                         | 1%                            |
| Read a forums posting                               | 16%   | 30%                    | 30%          | 16%                        | 7%                            |
| Post to a forum                                     | 76%   | 20%                    | 2%           | 1%                         | 1%                            |
| Send a private message to other My TechSoup members | 93%   | 6%                     | 0%           | 0%                         | 0%                            |
| Look for a consultant                               | 79%   | 18%                    | 2%           | 1%                         | 1%                            |
| Read By the Cup Newsletters                         | 5%    | 8%                     | 33%          | 30%                        | 24%                           |
| Read articles on TechSoup                           | 2%    | 16%                    | 33%          | 30%                        | 18%                           |
| Get a free download                                 | 37%   | 49%                    | 9%           | 4%                         | 1%                            |
| Research a topic on TechSoup                        | 12%   | 38%                    | 28%          | 16%                        | 6%                            |

- Respondents seem to have joined TechSoup for product but are using all of services available on TechSoup.
- 89% of respondents read By the Cup at least once a month. This is not surprising given that By the Cup is driving a significant amount of traffic to the surveys.
- 61% of respondents log in to My TechSoup at least once a month.
- 51% of respondents read a forums posting at least once a month.
- 50% of respondents research a topic on TechSoup at least once a month.

## Not a My TechSoup Subscriber

9. You have indicated that you are not a My TechSoup subscriber. Why not?  
Non-My TechSoup Member Respondents: 130

| Why have you not subscribed to My TechSoup?  | %     | Responses |
|--|-------|-----------|
| I am not interested in getting donated products from TechSoup Stock                      | 4.5%  | 6         |
| I am not interested in posting to TechSoup forums.                                       | 6.7%  | 9         |
| I am not familiar with My TechSoup   | 52.2% | 70        |
| I do not like to giving out personal information for registration services such as these | 5.2%  | 7         |
| Other  | 31.3% | 42        |

- The main reason for not registering was that they were not familiar with My TechSoup.
- Within the “Other” category, the majority respondents indicated that they are new to TechSoup so they have not had a chance to register yet.

10. How often do you do the following activities on TechSoup?  
Non-My TechSoup Subscriber Respondents: 130

|                              | Never | Less than once a month | Once a month | Two or three times a month | More than three times a month |
|------------------------------|-------|------------------------|--------------|----------------------------|-------------------------------|
| Read a forums posting        | 50%   | 24%                    | 12%          | 11%                        | 4%                            |
| Look for a consultant        | 78%   | 14%                    | 6%           | 1%                         | 1%                            |
| Read By the Cup Newsletters  | 44%   | 12%                    | 13%          | 19%                        | 12%                           |
| Read articles on TechSoup    | 33%   | 18%                    | 22%          | 16%                        | 12%                           |
| Get a free download          | 64%   | 24%                    | 4%           | 4%                         | 5%                            |
| Research a topic on TechSoup | 45%   | 28%                    | 12%          | 8%                         | 6%                            |

- Surprisingly, non-My TechSoup users are more engaged than one would think. They frequent TechSoup slightly less but they are still engaged.
- 44% of respondents read By the Cup at least once a month.
- 37% read a forums posting at least once a month.
- 50% read articles at least once a month.

## New enhancements – All Survey Respondents

11. TechSoup is considering enhancing its offerings with the My TechSoup account. How would the following enhancements affect your likelihood of joining and/or logging in to My TechSoup?

All Respondents: 794

|  | Less likely | Neither likely nor unlikely | More likely |
|--|-------------|-----------------------------|-------------|
| Your personalized My TechSoup home page with forums, how to article topics, news stories, worksheets and events that meet priorities or criteria you select. | 7%          | 42%                         | 52%         |
| A place to bookmark articles, news stories, worksheets and forums postings   | 5%          | 43%                         | 52%         |
| A personalized RSS feed with your interests flagged so that your RSS worksheets that you have indicated an interest in                                       | 11%         | 47%                         | 42%         |
| Ability to search for other My TechSoup members that share your interests, organizational mission and challenges etc   | 12%         | 49%                         | 39%         |
| Ability to contact or interact with other members that share your interests, organizational mission and challenges, etc                                      | 10%         | 49%                         | 41%         |
| Ability to contact or interact with other members that share similar interests.  | 11%         | 52%                         | 37%         |
| A place to blog  | 31%         | 59%                         | 9%          |
| A place to profile your organization and its work for visibility to the larger TechSoup community  | 11%         | 46%                         | 43%         |

- An ability to personalize TechSoup and bookmark articles and worksheets generated the most interest. This held for both My TechSoup subscribers and non-My TechSoup subscribers.
- There is also interest in personalized RSS feeds, ability to contact or interact with other members that share your interests and a place to profile your organizations also generated significant interest. Again this held for My TechSoup subscribers and non-My TechSoup subscribers alike.