



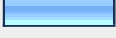
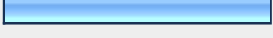


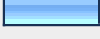



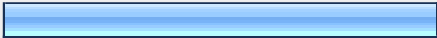
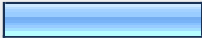






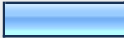


Social media

1. What is your organisation's main mission or service area?			Response Percent	Response Count
Arts/culture			5.2%	3
Sports/recreation			3.4%	2
Education/research			15.5%	9
Environment, animal protection			3.4%	2
Health			12.1%	7
Social services			29.3%	17
Community development, housing			8.6%	5
Employment, training			1.7%	1
Law, legal services			0.0%	0
Civic, advocacy, politics			10.3%	6
Grant-making, fund-raising, voluntarism promotion			1.7%	1
International activities			6.9%	4
Religion			1.7%	1
Business, unions, professional associations			0.0%	0
			Other (please specify)	14
			<i>answered question</i>	58
			<i>skipped question</i>	8

2. Where are you located?

		Response Percent	Response Count
Hamilton		47.8%	22
Waikato--but not Hamilton		21.7%	10
Bay of Plenty		8.7%	4
Coromandel		4.3%	2
King Country		4.3%	2
Hawkes Bay		2.2%	1
Taranaki		4.3%	2
Auckland area		10.9%	5
Northland		13.0%	6
Not listed here (please specify)			21
answered question			46
skipped question			20

3. What is your organisation's annual budget?

		Response Percent	Response Count
Less than \$10,000		17.2%	10
\$10,001 to \$99,999		24.1%	14
\$100,000 to \$499,999		36.2%	21
\$500,000 to \$999,999		6.9%	4
\$1,000,000 to \$9,999,999		13.8%	8
\$10,000,000 to \$19,999,999		0.0%	0
\$20,000,000 to \$29,999,999		1.7%	1
\$30 million to \$50 million		0.0%	0
More than \$50 million		0.0%	0
		answered question	58
		skipped question	8

4. How familiar are you with each of the following internet applications?

	Never heard of this	Vaguely familiar	Somewhat familiar	Familiar	Very familiar	Response Count
email	0.0% (0)	0.0% (0)	3.1% (2)	7.8% (5)	89.1% (57)	64
website	0.0% (0)	1.6% (1)	9.5% (6)	27.0% (17)	61.9% (39)	63
blog	4.8% (3)	41.9% (26)	27.4% (17)	14.5% (9)	11.3% (7)	62
wiki	37.1% (23)	24.2% (15)	24.2% (15)	9.7% (6)	4.8% (3)	62
social networking tools (eg, Bebo, MySpace, Facebook)	1.6% (1)	51.6% (32)	14.5% (9)	19.4% (12)	12.9% (8)	62
podcasts	27.9% (17)	45.9% (28)	14.8% (9)	9.8% (6)	1.6% (1)	61
vidcasts	37.1% (23)	45.2% (28)	14.5% (9)	1.6% (1)	1.6% (1)	62
Second Life	68.9% (42)	23.0% (14)	6.6% (4)	1.6% (1)	0.0% (0)	61
RSS feeds	67.7% (42)	25.8% (16)	3.2% (2)	0.0% (0)	3.2% (2)	62
online collaboration tools like Moodle or Basecamp	77.4% (48)	14.5% (9)	4.8% (3)	1.6% (1)	1.6% (1)	62
other	57.1% (4)	14.3% (1)	14.3% (1)	0.0% (0)	14.3% (1)	7
Other (please specify)						2
answered question						64
skipped question						2



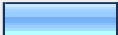
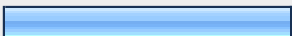

5. How much does your organisation use each of the following internet applications to do its work?

	Not at all	Very little	Somewhat	Extensively	Response Count
email	0.0% (0)	0.0% (0)	11.1% (7)	88.9% (56)	63
website	14.3% (9)	12.7% (8)	38.1% (24)	34.9% (22)	63
blog	82.0% (50)	9.8% (6)	4.9% (3)	3.3% (2)	61
wiki	85.0% (51)	13.3% (8)	0.0% (0)	1.7% (1)	60
social networking tools (eg, Bebo, MySpace, Facebook)	83.6% (51)	9.8% (6)	6.6% (4)	0.0% (0)	61
podcasts	91.8% (56)	6.6% (4)	1.6% (1)	0.0% (0)	61
vidcasts	96.7% (59)	3.3% (2)	0.0% (0)	0.0% (0)	61
Second Life	96.7% (59)	3.3% (2)	0.0% (0)	0.0% (0)	61
RSS feeds	90.2% (55)	8.2% (5)	0.0% (0)	1.6% (1)	61
online collaboration tools like Moodle or Basecamp	93.3% (56)	5.0% (3)	0.0% (0)	1.7% (1)	60
other	78.6% (11)	7.1% (1)	7.1% (1)	7.1% (1)	14
Other (please specify)					2
answered question					63
skipped question					3

6. How much does your organisation now use the internet for the following purposes?

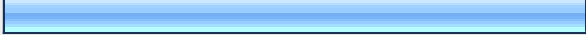



	Not at all	A little	Somewhat	Extensively	Response Count
Communicating with others within our organisation	10.3% (6)	12.1% (7)	22.4% (13)	55.2% (32)	58
Communicating with people outside our organisation	3.4% (2)	5.2% (3)	32.8% (19)	58.6% (34)	58
Promoting or publicising our organisation	8.6% (5)	22.4% (13)	31.0% (18)	37.9% (22)	58
Improving the image of our organisation	17.2% (10)	19.0% (11)	34.5% (20)	29.3% (17)	58
Researching useful information	1.8% (1)	10.7% (6)	28.6% (16)	58.9% (33)	56
Conducting advocacy campaigns	49.1% (27)	16.4% (9)	23.6% (13)	10.9% (6)	55
Collaborating with people within our organisation	21.4% (12)	17.9% (10)	32.1% (18)	28.6% (16)	56
Collaborating with people outside our organisation	12.5% (7)	21.4% (12)	32.1% (18)	33.9% (19)	56
Encouraging involvement in our programmes	17.5% (10)	26.3% (15)	33.3% (19)	22.8% (13)	57
Conducting fund-raising by accepting or soliciting online donations	78.6% (44)	16.1% (9)	3.6% (2)	1.8% (1)	56
Applying for funding	19.3% (11)	24.6% (14)	40.4% (23)	15.8% (9)	57
Purchasing products or services for our organisation	26.3% (15)	33.3% (19)	35.1% (20)	5.3% (3)	57
Selling our organisation's products or services	44.6% (25)	30.4% (17)	14.3% (8)	10.7% (6)	56
Delivering services to clients	38.2% (21)	20.0% (11)	27.3% (15)	14.5% (8)	55
Recruiting staff and volunteers	42.9% (24)	19.6% (11)	19.6% (11)	17.9% (10)	56
Creating records of what we do	43.6% (24)	12.7% (7)	16.4% (9)	27.3% (15)	55
Storing records of what we do	52.6% (30)	8.8% (5)	12.3% (7)	26.3% (15)	57
Other	80.0% (4)	20.0% (1)	0.0% (0)	0.0% (0)	5
Other (please specify)					1

	<i>answered question</i>	58
	<i>skipped question</i>	8

7. How likely will you use <i>MORE</i> internet-based tools in the next year?			
		Response Percent	Response Count
Very unlikely		1.8%	1
Somewhat unlikely		1.8%	1
Undecided		12.3%	7
Somewhat likely		31.6%	18
Very likely		52.6%	30
		<i>answered question</i>	57
		<i>skipped question</i>	9

8. What obstacles are preventing your organisation from using a wider range of internet applications in doing its work?				
	This is a major obstacle	This is a minor obstacle	This is not an obstacle	Response Count
We can't afford them	40.4% (23)	42.1% (24)	17.5% (10)	57
We lack a clear understanding of how they work	66.7% (38)	22.8% (13)	10.5% (6)	57
We're not sure they would be useful to our organization	38.6% (22)	38.6% (22)	22.8% (13)	57
The technology is too intimidating	15.8% (9)	50.9% (29)	33.3% (19)	57
We're too busy with core business to take time to learn	38.6% (22)	50.9% (29)	10.5% (6)	57
We don't have the staff to manage them	50.9% (29)	42.1% (24)	7.0% (4)	57
We lack the needed technical support	52.6% (30)	29.8% (17)	17.5% (10)	57
Reluctance from staff and volunteers to support technology	21.1% (12)	38.6% (22)	40.4% (23)	57
Concerns about the security and reliability of these tools	23.2% (13)	46.4% (26)	30.4% (17)	56

Other	66.7% (2)	33.3% (1)	0.0% (0)	3
Other (please specify)				1
answered question				57
skipped question				9

9. How interested would you (or another representative from your organisation) be in attending the conference?				
			Response Percent	Response Count
Very interested			64.3%	36
Somewhat interested			10.7%	6
Undecided			16.1%	9
Somewhat uninterested			0.0%	0
Very uninterested			8.9%	5
answered question				56
skipped question				10

10. How valuable would each of the following possible conference topics be to you?

	Not at all valuable	Not very valuable	Undecided	Somewhat valuable	Very valuable	Response Count
Learning how specific community groups are using internet tools successfully	1.8% (1)	1.8% (1)	5.4% (3)	30.4% (17)	60.7% (34)	56
Skills/knowledge for developing a simple website	14.5% (8)	10.9% (6)	0.0% (0)	40.0% (22)	34.5% (19)	55
Actually developing a usable website at the conference	18.2% (10)	12.7% (7)	5.5% (3)	32.7% (18)	30.9% (17)	55
Skills/knowledge for developing and using a virtual office for collaborating	3.6% (2)	3.6% (2)	14.5% (8)	29.1% (16)	49.1% (27)	55
Skills/knowledge for using the internet for fundraising	3.6% (2)	3.6% (2)	5.5% (3)	23.6% (13)	63.6% (35)	55
Skills/knowledge for using the internet to collaborate with stakeholders	0.0% (0)	5.7% (3)	5.7% (3)	34.0% (18)	54.7% (29)	53
Skills/knowledge for using the internet to cut costs	0.0% (0)	3.6% (2)	7.1% (4)	16.1% (9)	73.2% (41)	56
Skills/knowledge for using the internet to manage organisational knowledge	0.0% (0)	1.8% (1)	5.5% (3)	29.1% (16)	63.6% (35)	55
Skills/knowledge for using the internet for advocacy campaigns	1.8% (1)	5.5% (3)	10.9% (6)	18.2% (10)	63.6% (35)	55
Skills/knowledge for using the internet to attract and manage volunteers	0.0% (0)	12.7% (7)	16.4% (9)	27.3% (15)	43.6% (24)	55
Skills/knowledge for using the internet to provide valued services to stakeholders	1.8% (1)	3.6% (2)	9.1% (5)	21.8% (12)	63.6% (35)	55
Skills/knowledge for using the internet to sell products and services	12.7% (7)	9.1% (5)	7.3% (4)	25.5% (14)	45.5% (25)	55
Learning more about specific tools (eg, blogs or wikis)	3.6% (2)	1.8% (1)	7.1% (4)	23.2% (13)	64.3% (36)	56
Other	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	100.0% (5)	5
Other (please describe)						3

	<i>answered question</i>	56
	<i>skipped question</i>	10

11. What topics or speakers would be of most interest to you?		
		Response Count
		44
	<i>answered question</i>	44
	<i>skipped question</i>	22

12. What would be most likely to attract you to attend the conference?		
		Response Count
		45
	<i>answered question</i>	45
	<i>skipped question</i>	21

13. How much would you be willing to pay to attend this conference if it included the topics above that you consider most valuable?

		Response Percent	Response Count
I would not attend even if it is free		0.0%	0
I would only attend if it is free		16.7%	9
\$25		5.6%	3
\$50		22.2%	12
\$75		22.2%	12
\$100		31.5%	17
\$200		1.9%	1
Other (please specify)			7
		answered question	54
		skipped question	12

14. Would you like to have your name put in the draw for one of two \$50 Farmers vouchers?

		Response Percent	Response Count
Yes		94.6%	53
No		5.4%	3
		answered question	56
		skipped question	10

15. If you are willing to be contacted, OR if you would like to have your name in the draw for the Farmers vouchers, please provide your name and contact details. This information is OPTIONAL and if provided, we will treat it confidentially.

		Response Count
		54
		answered question
		54
		skipped question
		12