

1. What is drumbeat.org doing that we should definitely keep doing?

	Response Count
	154
answered question	154
skipped question	39









2. What should we be doing that we aren't doing?

	Response Count
	148
answered question	148
skipped question	45










3. What should we definitely NOT try to do?

	Response Count
	126
answered question	126
skipped question	67










4. What originally motivated you to sign up to drumbeat.org? (pick one)

		Response Percent	Response Count
Finding collaborators and people to work with		12.1%	20
Participating in a design challenge like MoJo		3.0%	5
Getting involved in a specific Mozilla Drumbeat project		19.4%	32
Voting on the Mozilla Journalism Challenge		3.0%	5
Promoting my open web project		10.3%	17
Signing up for a Mozilla event		6.1%	10
Finding ways to get involved in Mozilla		23.0%	38
Was just curious		23.0%	38
	Other (please specify)		21
answered question			165
skipped question			28



5. How have you used drumbeat.org since signing up? (pick all that apply)

		Response Percent	Response Count
Volunteering on a Mozilla Drumbeat project		17.4%	27
Participating in a design challenge like MoJo		7.7%	12
Keeping informed about a Mozilla Drumbeat project		40.0%	62
Finding collaborators and people to work with		19.4%	30
Attending or finding out about Mozilla events		18.1%	28
Promoting my open web project		15.5%	24
Voting on Mozilla Journalism Challenge		7.7%	12
Finding ways to get involved in Mozilla		32.3%	50
Just lurking, waiting for something exciting to happen		56.1%	87
	Other (please specify)		22
		answered question	155
		skipped question	38

6. As we evolve, we want to focus even more on community participation. What are the three most important things to include on our site going forward? (check three)

		Response Percent	Response Count
Local meetups and hackfests		38.8%	62
Online design challenges and jams		25.0%	40
Projects I can work on locally with others		41.3%	66
General info about Mozilla's innovation efforts		28.1%	45
Small, easy to pick up ways for me to pitch in		50.6%	81
Demos of cool new software and online media		38.8%	62
Info and blogs about specific Mozilla Drumbeat projects		30.0%	48
Volunteer opportunities on Mozilla Drumbeat projects		40.0%	64
Ability to post my own Drumbeat project		20.0%	32
	Other (please specify)		17
answered question			160
skipped question			33



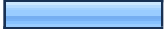



7. Have you met new people or started working on new projects a result of Drumbeat.org or Drumbeat events?

		Response Percent	Response Count
Yes		27.5%	47
No		72.5%	124
answered question			171
skipped question			22



8. If yes, please add a few words to describe.

	Response Count
	37
answered question	37
skipped question	156





9. When did you last login to drumbeat.org?

		Response Percent	Response Count
Yesterday		2.3%	4
Within the last week		8.2%	14
Within the last month		23.4%	40
Within the last three months		14.0%	24
A long time ago		24.6%	42
I can't remember		27.5%	47
answered question			171
skipped question			22



10. Have you posted a project to drumbeat.org?

		Response Percent	Response Count
Yes		17.0%	29
No		83.0%	142
answered question			171
skipped question			22

11. Why did you originally post your project to drumbeat.org? (check all that apply)

		Response Percent	Response Count
Recruit contributors for project		60.0%	15
Promote my project to new people		64.0%	16
Get Mozilla to pay attention to my project		40.0%	10
Just needed a web page to describe my project		32.0%	8
Other (please specify)			8
answered question			25
skipped question			168

12. Did drumbeat.org help you meet any of these needs?

		Response Percent	Response Count
Yes		41.4%	12
No		58.6%	17
answered question			29
skipped question			164




13. Please describe how we were helpful, or how we weren't.

		Response Count
		23
answered question		23
skipped question		170

14. Overall, how helpful has the drumbeat.org site to your project?

	Not at all helpful	Incredibly helpful	Rating Average	Response Count
Helpfulness:	27.6% (8)	37.9% (11)	2.21	29
answered question				29
skipped question				164







15. Should Mozilla continue to let anyone create projects in the site?

		Response Percent	Response Count
Yes, absolutely		31.0%	9
Yes, but only if you can improve this service dramatically		13.8%	4
Maybe, but it's not the most important thing Mozilla could be doing		31.0%	9
No, but please find other ways to work with projects like mine		10.3%	3
No, just focus on a few core projects and make them succeed		13.8%	4
answered question			29
skipped question			164






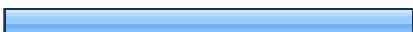
16. Which of Mozilla's other community innovation efforts are you aware of, and which have you personally used? Have heard of this Have visited this site

	Heard of this	Have visited the site	Am involved with this	Response Count
Mozilla Labs	31.5% (39)	56.5% (70)	12.1% (15)	124
Concept Series	52.5% (31)	42.4% (25)	5.1% (3)	59
Dev Derby	65.6% (42)	29.7% (19)	4.7% (3)	64
Design Jams	65.6% (42)	25.0% (16)	9.4% (6)	64
Game On HTML5 Game contest	54.9% (45)	39.0% (32)	6.1% (5)	82
			Other (please specify)	15
answered question				133
skipped question				60

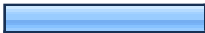





17. What is the right name or umbrella for Mozilla's community innovation efforts?

		Response Percent	Response Count
next.mozilla.org		6.4%	9
labs.mozilla.org		18.4%	26
make.mozilla.org		7.8%	11
innovation.mozilla.org		12.1%	17
I like drumbeat.org, keep that		39.0%	55
Just call it 'Mozilla', you don't need a fancy name		16.3%	23
	Other (please specify)		29
answered question			141
skipped question			52

18. What areas should Mozilla's community innovation efforts focus on? (check all that apply)

		Response Percent	Response Count
Core web platform		52.0%	79
Education		73.0%	111
Online identity		46.1%	70
Media		44.7%	68
Social web		53.9%	82
Web apps		61.2%	93
	Other (please specify)		19
		answered question	152
		skipped question	41

19. What is the most important area for Mozilla to focus on? (check one)

		Response Percent	Response Count
Core web platform		30.0%	45
Education		31.3%	47
Online identity		5.3%	8
Media		4.0%	6
Social web		11.3%	17
Web apps		18.0%	27
	Other (please specify)		14
answered question			150
skipped question			43

20. Is there any other advice or feedback that you'd like to offer?

	Response Count
	83
answered question	83
skipped question	110