



Study on Community Participants

Who is the typical community participant and what are the undiscovered potentials for recruitment?

September 2021





Communities

One in three respondents is a community participant, one in two is interested

Abstract

This study takes a close look at the group of people who are open and interested in (business) online communities. What attracted them to joining the community and what makes the respondents most happy? How do community-interested people live and how do they describe themselves? How much time are they willing to spend? But also: who is not yet reached by communities and why? Are incentives decisive for community registration or even the time participants spend in communities?

Information and participation are the drivers. The desire for news is the most frequently cited reason for joining a community. This is followed by an interest in testing new products. Being part of the community follows in third place. Incentives are only cited by about one in ten participants as a reason for community registration.

It is particularly interesting that the group of respondents who are already registered in a community and who stated incentives as a reason for participation is the most represented in percentage terms among those participants who spend a maximum of one hour per week in the community (25%). More time is spent in the community by respondents who said they wanted to be creative or to help a brand with their opinion (>2 hours per week). These intrinsically motivated participants are therefore particularly interesting because of their more extensive involvement with the community. Overall, mainly intrinsically motivated reasons for community registration were given (54.81%). The mere provision of exclusive news also appeals to a further 18.03%.

On average, community members and participants can be described as communicative and empathetic. Among other things, every second person says they are (very) likely to exchange thoughts and ideas with others (50.97%) and (very) likely listening to others (59.55%). Accordingly, the top answers on what they enjoy the most. One in four people interested in the community say they participate in surveys to share their own opinions (24.53%), followed by taking part in discussions (15.95%) and sharing their own experiences with the community (15.37%). However, the community concept also appeals to people who (tend) to describe themselves as shy and who prefer to work alone and (tend) not to enjoy large events. This makes it wonderfully suitable for capturing and depicting the opinions and views of rather shy input providers.

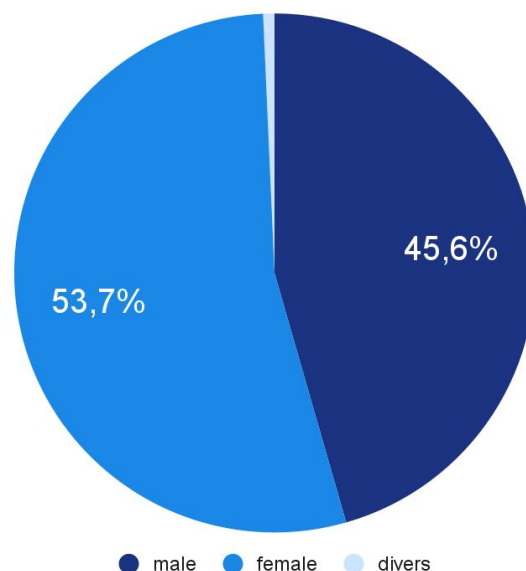
And why do communities not yet reach everyone? Every third respondent who is neither registered nor interested in (business) online communities states that they do not know the benefits of online communities. This is a certain group size that can be won over at a low threshold. Because even among the disinterested, news and new products are most often mentioned as possible reasons for participation. Incentives were given by only 7.83%. In general, 57.95% would join a community even if there were no incentives.



Every second respondent is interested, every third is already registered

1,139 respondents took part in the closed survey in September 2021. Among them, 53.74% were women, 45.56% men and 0.07% non-binary. Most participants live alone (25.07%), or in a 2-person household (29.29%). One in four (23.32%) reported living with 2 other persons, 15.66% in a 4-person household and at least with another 4 persons 6.68% of the respondents.

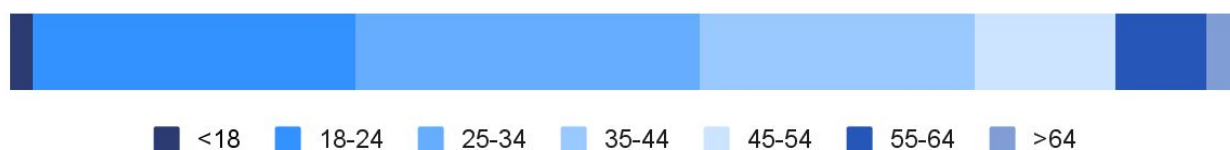
With 55.94%, more than half of the respondents said they were interested in a (business) online community; 29.90% said they were registered. Social networks are used by 86.28% of respondents, with WhatsApp being the most used (13.89%), followed by Facebook (13.05%) and YouTube (11.02%). The main reason for use, according to the survey participants, is to maintain friendships (18.50%). Half of the respondents spend up to 2 hours a day doing this (47.20%).



56% of all respondents are interested in a community
30% are already registered

Who do online communities reach?

Among the respondents who are interested in (business) online communities or are even registered (n=675), more than half are aged 18-34 (18-24: 26.37%; 25-34: 27.85%). This is followed by those aged 35-44 (22.37%). As was the case throughout the survey, most community participants and interested parties live in a 2-person household (28.59%). 22.67% live in a single household. One in four live with two other people (25.48%), and somewhat as many (23.26%) respondents live with 3 or more people.



News as incentive No. 1 - The top reasons for joining the community

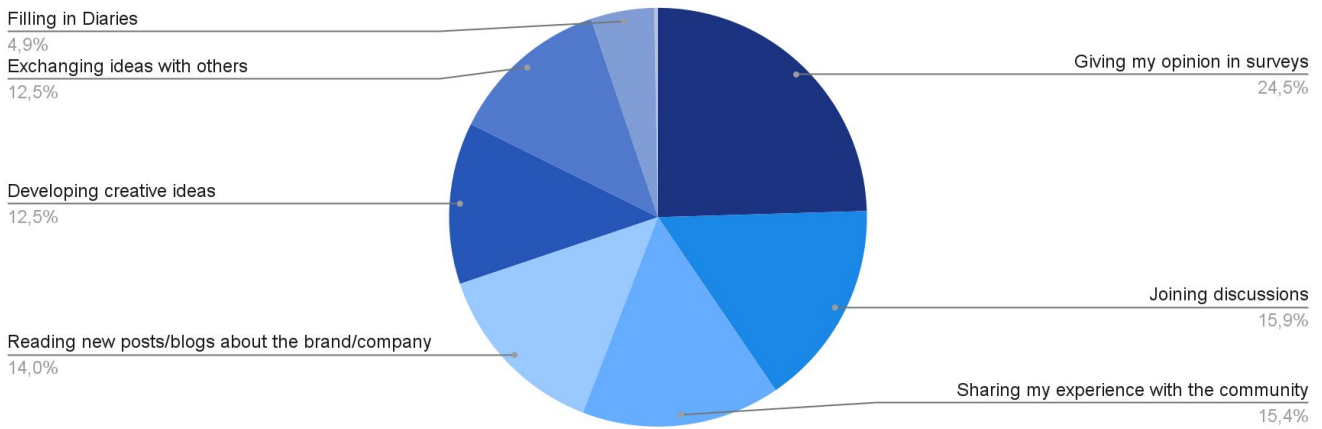
Every third respondent says that what attracted them to a (business) online community was to find out news before everyone else or to test new products. Being part of the community follows directly in third place. Incentives (e.g. in the form of vouchers) are given by only about every 10th participant as a reason for registering in a community.

Testing products that are not on the market yet.
Receiving news before there are even public.
Being a part of the community.



The most enjoyable thing for respondents is taking part in surveys in communities to share their own opinions. One in four respondents said this (24.53%), followed by participating in discussions (15.95%) and sharing their own experiences with the community (15.37%).

If you are or would be a member of a (business) online community: What would makes you the most fun?



Use of communities and social media

More than 90% of the community users and interested people surveyed use social networks (92.74%). WhatsApp (12.76%) and Facebook (12.04%) are particularly popular for maintaining friendships (16.3%) and participating in the lives of friends and acquaintances (9.92%). This is how the majority of respondents spend 1-2 hours a day (26.04%). Almost as many say they spend an average of 2-3 hours a day. Overall, 3 out of 4 survey participants say they spend at least 2 hours a day on social networks.

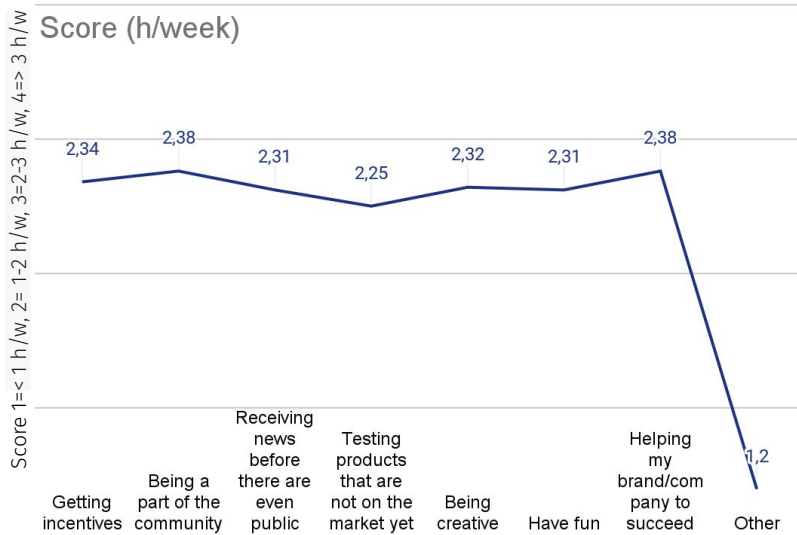
There is a weak linear correlation (0.35) between the willingness to exchange ideas in social networks and in (business) online communities. The potential for active participation in communities is therefore given.

Become part of a community - for those reasons that really matter

The group of respondents already registered in a community who stated incentives as a reason for participation is the most represented in percentage terms among those participants who spend a maximum of one hour per week in the community (25%). More time is spent in the community by respondents who said they wanted to be creative or help a brand with their opinion (>2h per week). 41.84% of the participants who are registered in a community say they spend 1-2 hours per week in it.

The top 3 reasons for this largest group are made up of those who want to receive news before anyone else (18.82%), try new products (17.42%), or feel part of this community (17.07)%.

People who feel part of a community or who want to help their own brand spend the most time in a community on average.

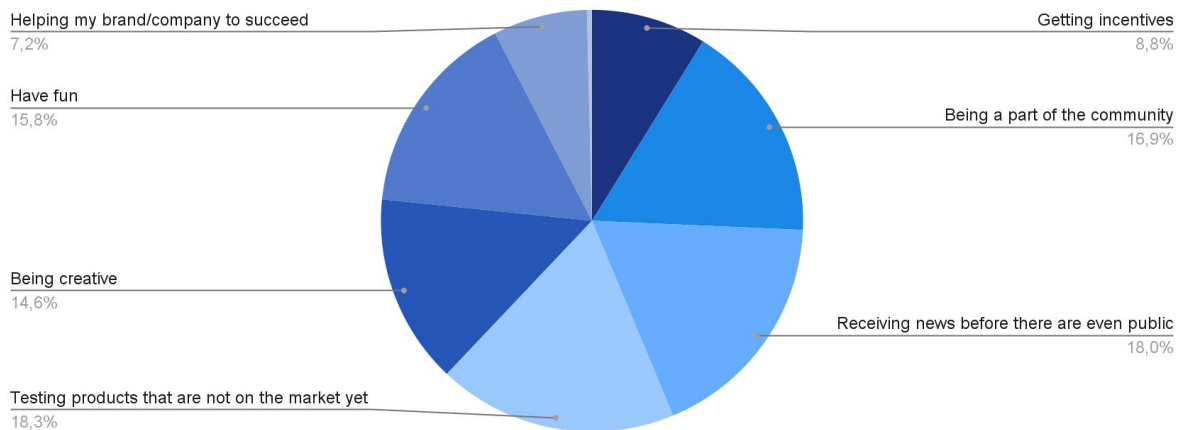


The exchange in communities is intensive and the willingness to use takes up 1-2 hours a week for more than a third of the respondents (37.63%). One in five participants in the survey even said they spent 2-3 hours (20.15%) and 1 in 10 more than 2 hours (11.56%). Almost one third (30.67%) are prepared to spend up to one hour a week in an online community to exchange information and to inform themselves or are already doing so.

Incentives - essential or not decisive after all?

Only 8.82% of respondents give incentives as a reason for (possible) community registration. 3 out of 4 (73.87%) would join a community even without incentives. The potential for attracting community members through community participation itself is great. Intrinsically motivated reasons for community registration were predominantly given (54.81%). The mere provision of news before it becomes known to a larger public also appeals to another 18.03%.

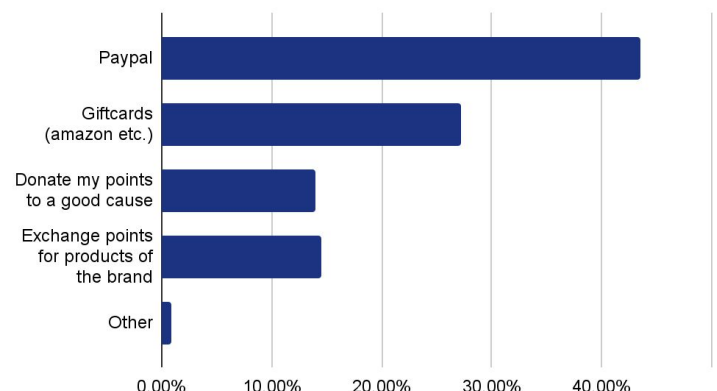
What is the reason why you have joined or would join a (business) online community?



Incentivisation can have many faces

When asked about the preferred type of incentive, four out of 10 survey participants said Paypal. One in four opted for vouchers (amazon, Starbucks, etc.). 14.48% find the possibility of exchanging the points received for products of the company brand interesting, 13.93% would like to be able to donate the points to a good cause.

Which kind of incentives are interesting for you?



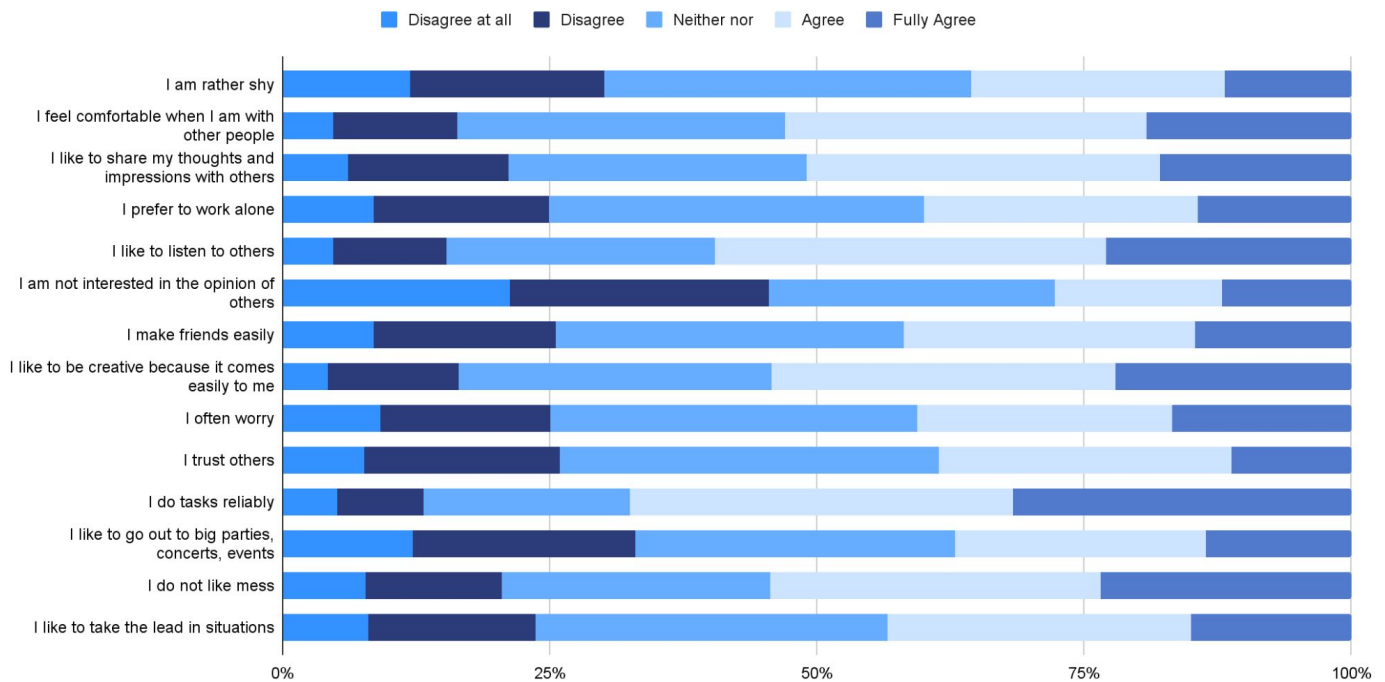


The communicative empath and the introvert

Among those interested in communities or already registered, one in two respondents say they feel (very) comfortable in the company of others (53.04%), like the exchange of thoughts and ideas with others (very) much (50.97%) and like listening to others (very) much (59.55%). Also, every second person describes themselves as (very) creative (54.22%). 67.55% describe themselves as (rather) reliable in accomplishing tasks.

However, one in three respondents also describes themselves as a (rather) shy person (35.55%) who does not enjoy social events (parties, concerts, events) (33.04%). 40% (rather) prefer to work alone.

How much do you agree with the following statements?



Communities thus primarily reach communicative types of people. However, more introverted types who describe themselves as (rather) shy also successfully find a platform for exchange and sharing in communities.

Among all the more introverted respondents (those who describe themselves as (rather) shy and who (rather) like to work alone), more than half (56.33%) said they were interested in a (business) online community. Every third person (31.02%) is even already registered according to their own information. ¾ of them state that they want to or spend up to 2 hours a week on it (>1h: 49.80%, 1-2: 24.08%).

If we look at those respondents who are interested in the community or already registered, who state as reasons for participation those that can be described as intrinsic, we see the group that is approached by communities without any major expenditure (incentives or making it possible to test new products).

This group is between 18 and 34 years old (57.03%), lives alone (21.76%) or in a 2-person household (28.37%) and spends 1-2h per week in communities (or would be willing to do so) (41.87%). On social networks, 94.77% of this group are on social networks, with most of them spending 2-3h a day there (29.36%).

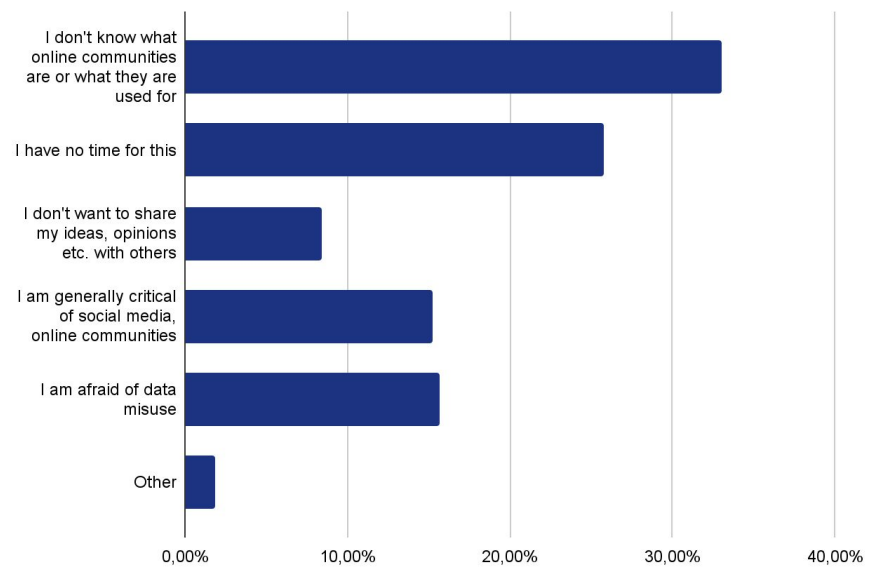


On average, this group is in a community for a brand they already know (60.74%) and has the most fun participating in surveys to share their opinion (23.63%). Reasons for joining are to learn news before anyone else (19.79%), to be part of a community (18.41%) and to have fun (16.30%). If incentives are offered, Paypal is the most popular (43.04%). This group is (more) comfortable in the company of others (57.02%), (more) enjoys sharing thoughts and impressions (56.20%) and is interested in the opinions of others (50.13%). On average, this group also describes itself as (rather) creative (57.58%), (rather) reliable in completing tasks (72.18%) and (rather) accurate (55.10%).

Who are communities not (yet) reaching?

Every third respondent who is neither registered nor interested in (business) online communities states that they do not know the benefits of online communities. One in four survey participants cites lack of time as the reason for their disinterest in a community. Uncertainty about data security (15.70%) is the third most frequently cited reason.

Why are you not interested in (business) online communities?



8 out of 10 of the disinterested use social networks and this also primarily to maintain friendships (19.69%) and to participate in the lives of friends and acquaintances (10.96%). More than half spend up to 2 hours a day on social networking (52.52%).

Asked about reasons that would speak in their favour for participating in communities, one in five community disinterested people cite testing new products. Learning about news (17.87%) and having fun (17.14%) follow directly behind. Incentives were given by only 7.83%. In general, 57.95% would join a community even if there were no incentives. They say sharing their opinion on surveys makes them the most happy (25.74%), followed by reading new posts/blogs about the brand (15.79%) and sharing experiences with the community (14.99%). Thus, based on these associations, these intrinsic and low-threshold aspects seem quite interesting for those respondents who are not registered or generally interested.



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No Limit with Communities

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