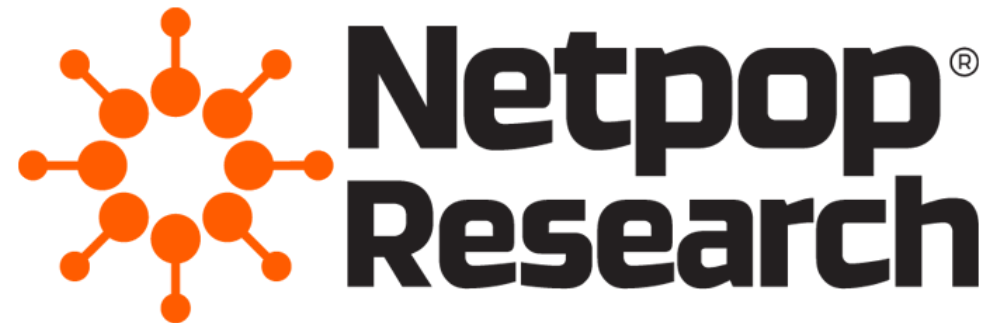


DISQUS

A Comparative Analysis of the Disqus User Audience
October 2013



Research Overview

Online survey research was conducted in September 2013 to better understand the attitudes, behaviors and demographic profile of the Disqus user audience. A split-sample method enabled us to compare Disqus audience (n=1136) with commenters from the general Internet population (n=440) and the U.S. Internet population at large (n=614). The findings presented in this report provide a detailed and statistically reliable look at how Disqus users compare to these other groups.

What did we learn about the Disqus audience?

They go deep and wide online

Spend more time online, seeking more news, information and social content across all areas of the Web - the smaller organic sites as well as the popular sites that most people go to daily

Producers as well as consumers of social content

Engage in social media more, sharing more types of social content – on more types of social platforms – more frequently.

True geeks – in the best sense

Devoted to their passions (past, present and future), always striving to engage, learn and share more

Eager (and qualified) to be part of the story

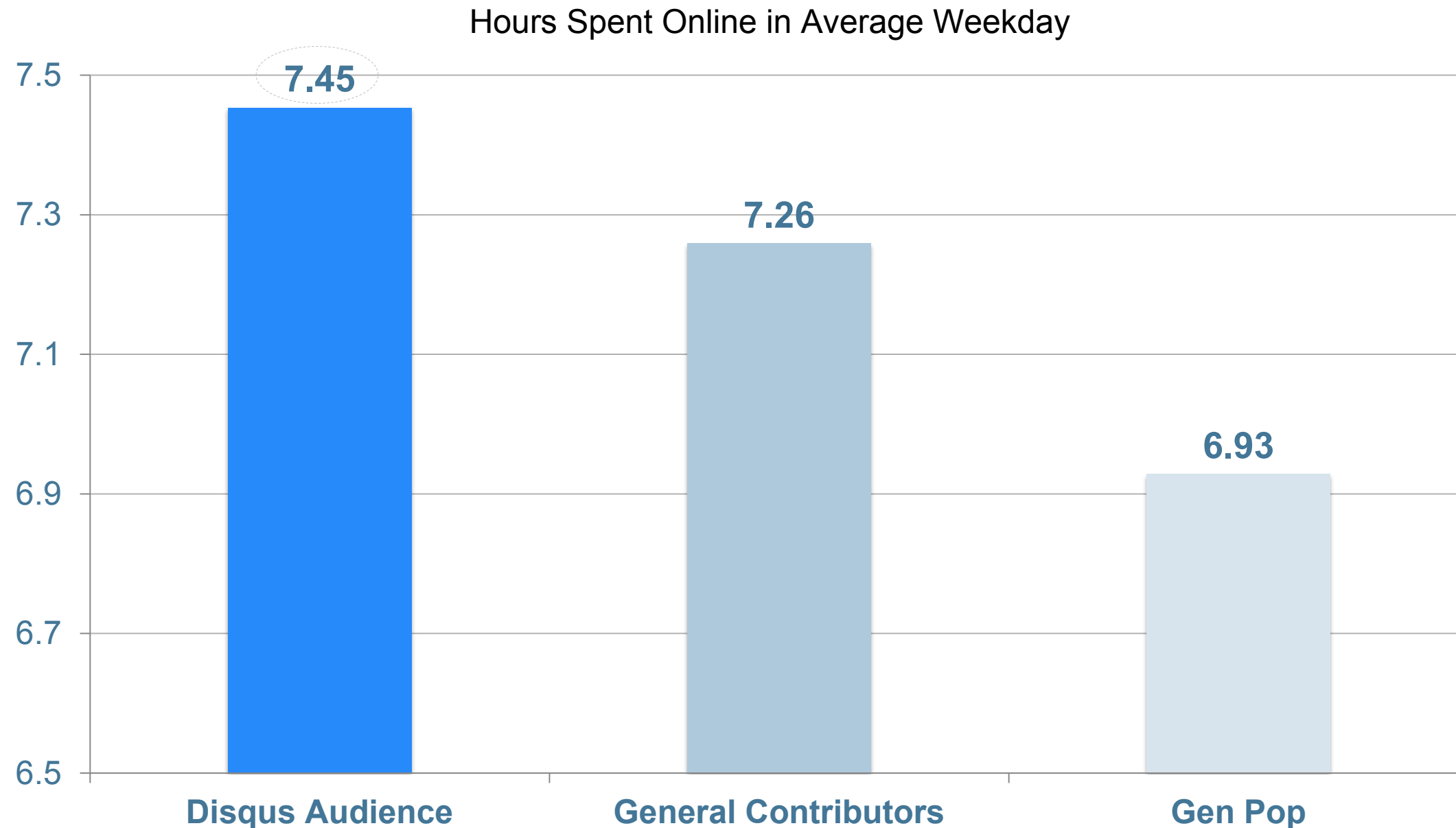
Influence and educate, often pointing-out the things that have been overlooked or misunderstood

Natural brand evangelists

Talking about brands/products in more ways and places online than regular Internet users

Disqus users go deep online

They spend more time online – over 7 hours (on average) per weekday

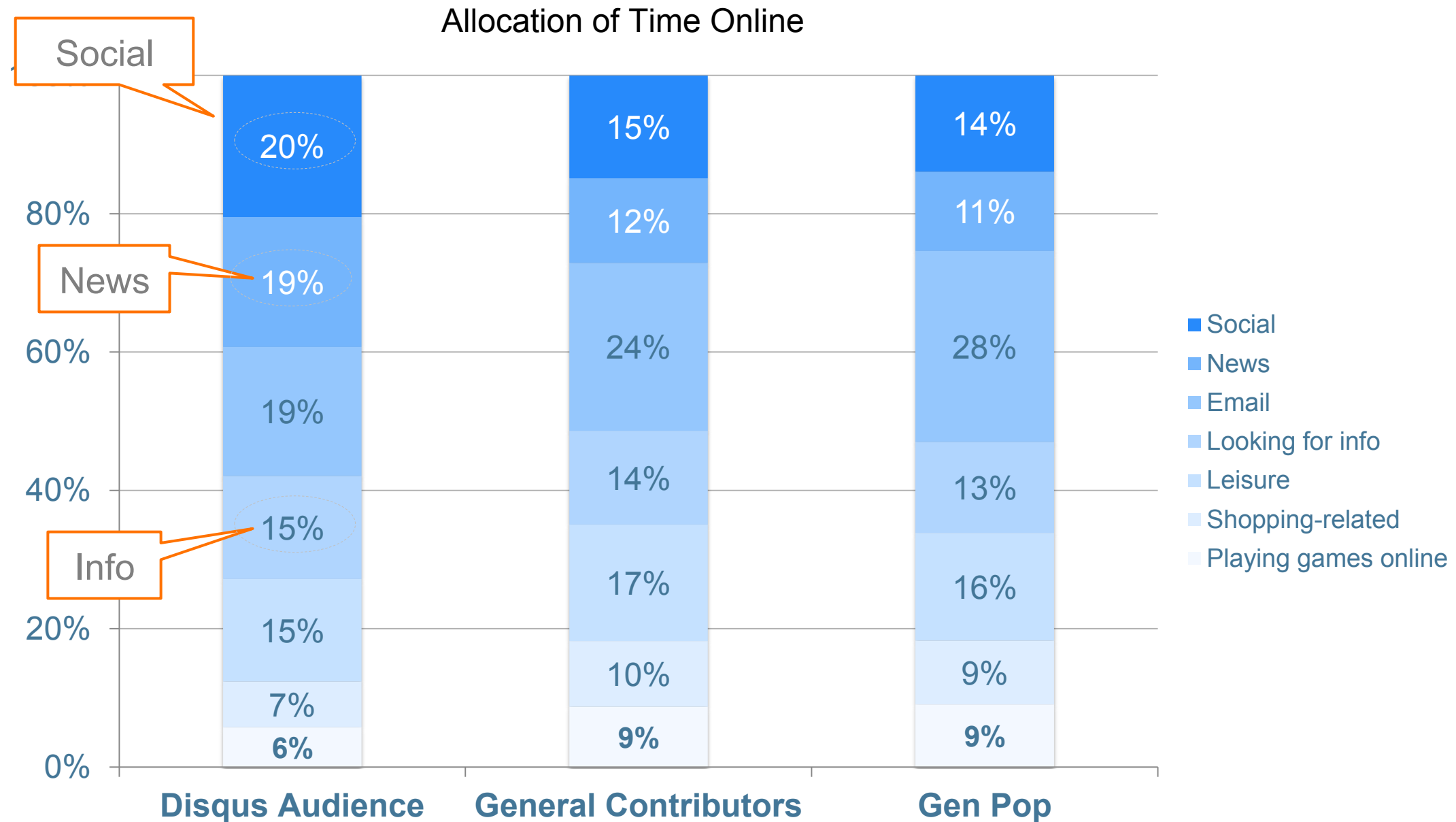


Dashed circle indicates difference between Disqus figure and one or both other groups is statistically significant at 95% confidence level

Disqus Audience, n=1136
General Contributors, n=440
Gen Pop, n=614
Base: All respondents

Q About how many hours, in a typical weekday, are you online, that is, using the Internet?

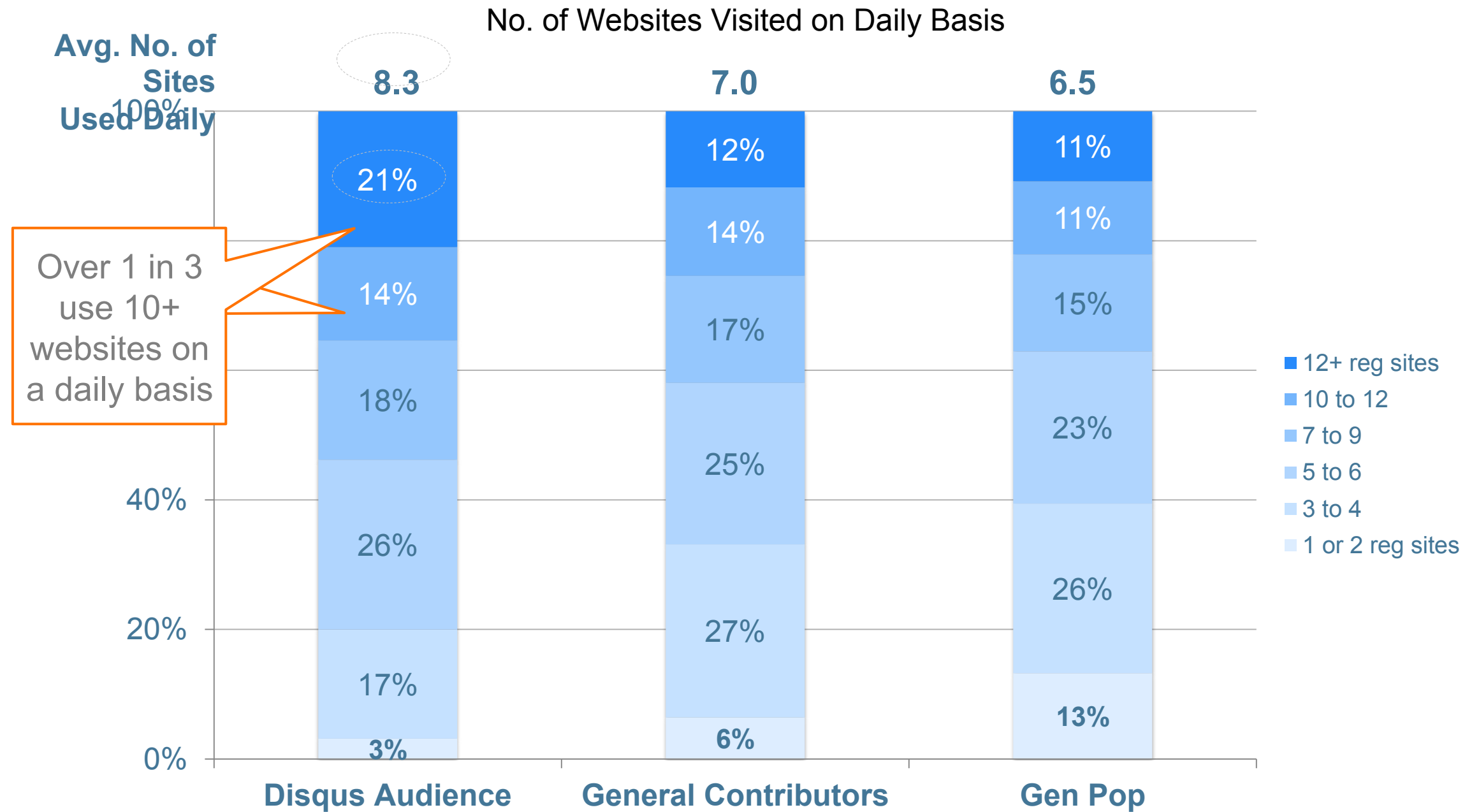
They are heavy seekers of online information, consuming all kinds of news and contributing to social media



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 Base: All respondents

Every day, they are visiting more sites than the average Internet user



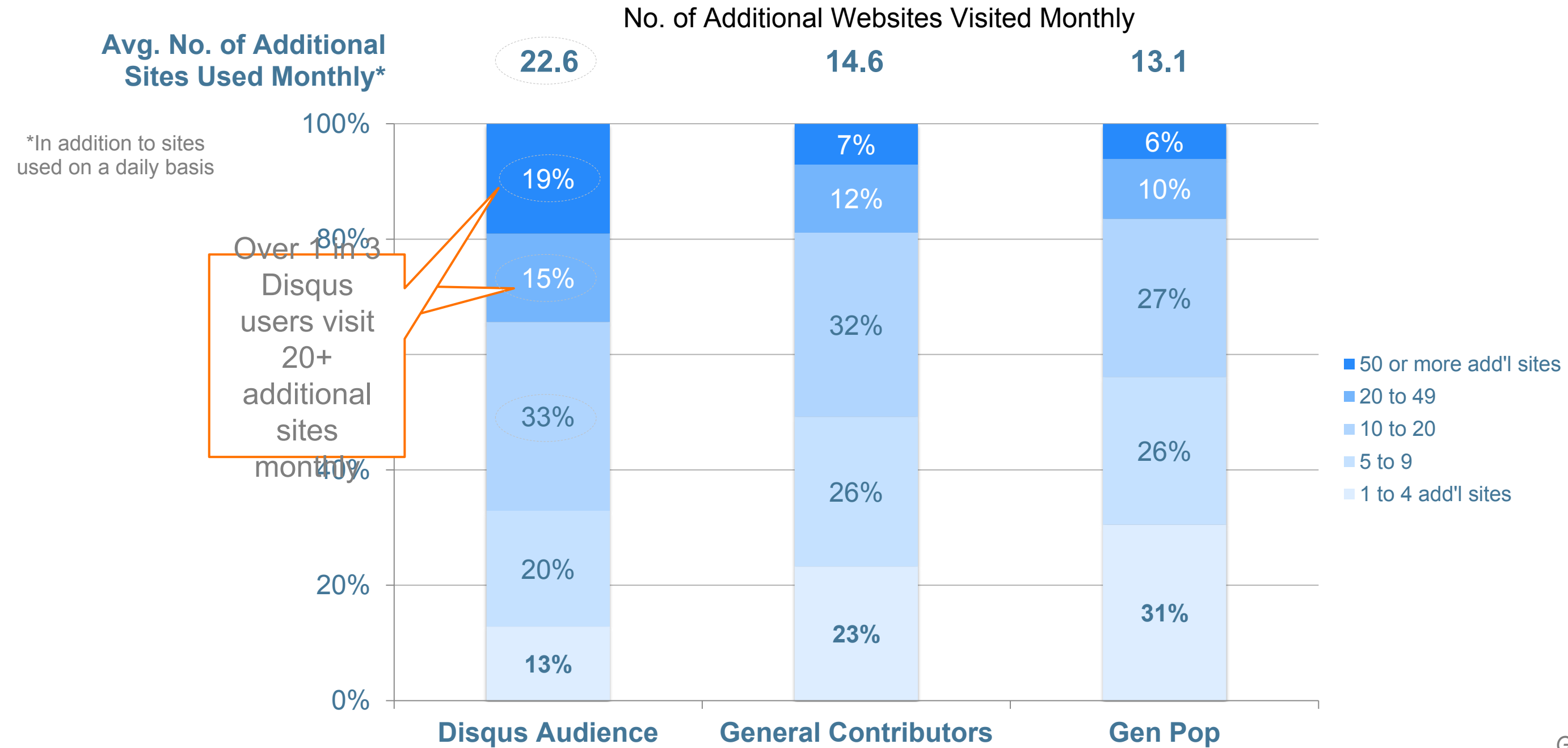
Dashed circle indicates difference between Disqus figure and one or both other groups is statistically significant at 95% confidence level

Disqus Audience, n=1136
 General Contributors, n=440
 Gen Pop, n=614
 Base: All respondents

Q About how many websites do you visit on a daily basis (every day)?

Disqus Audience Study, October 2013

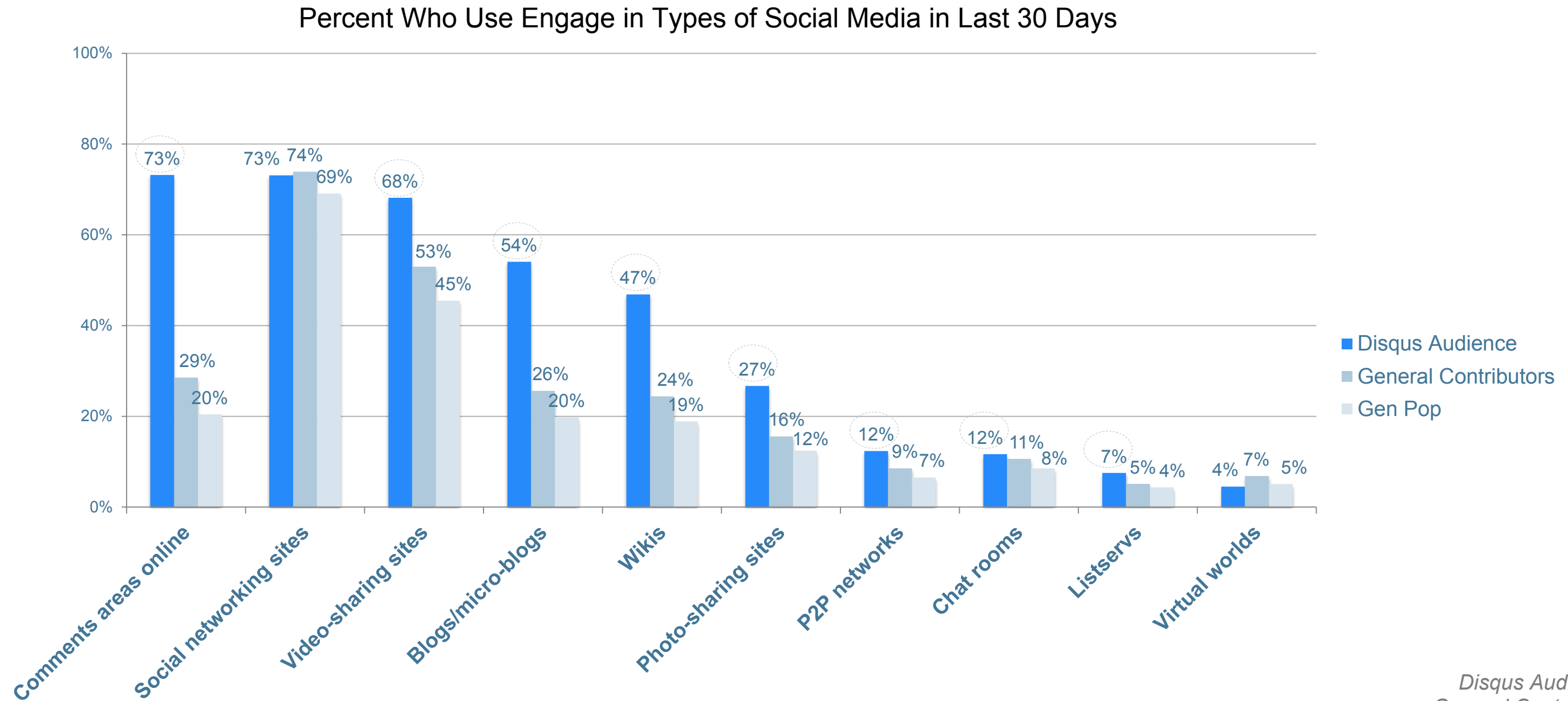
Disqus users visit many other sites (on top of the ones they visit daily)



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Disqus Audience, n=1136
 General Contributors, n=440
 Gen Pop, n=614
 Base: All respondents

They are more likely to engage in blogs, commenting communities, video and photo sharing sites



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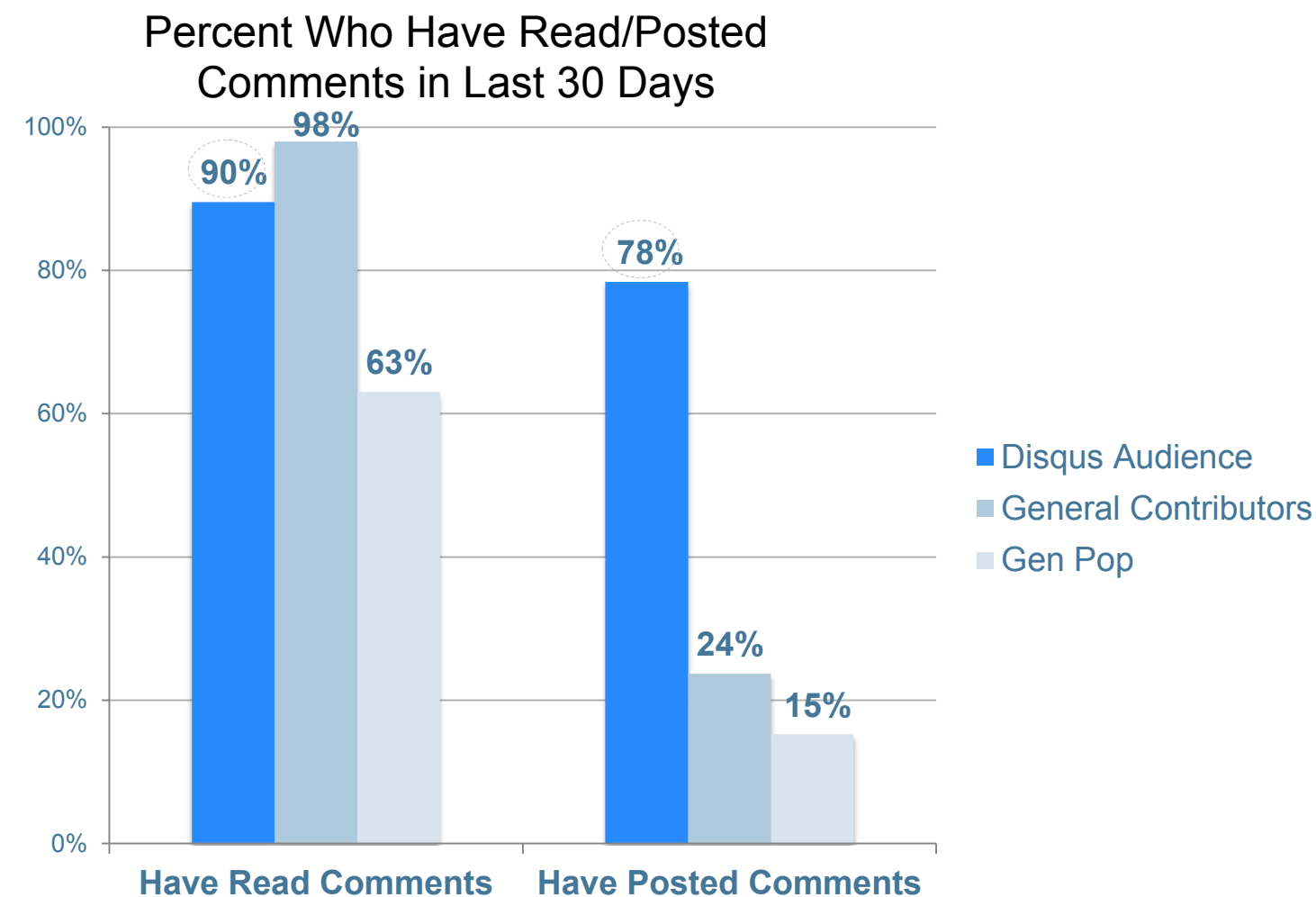
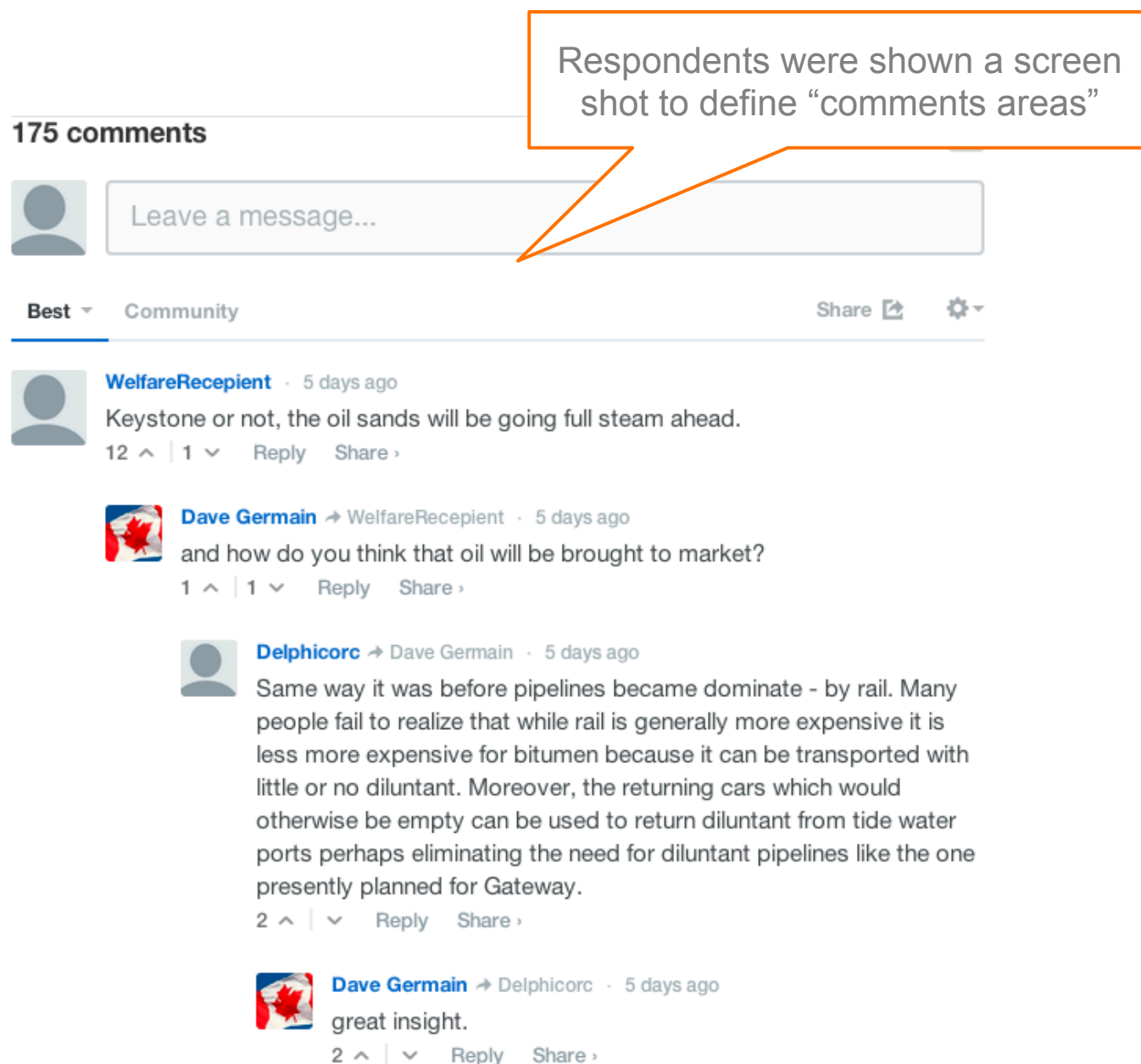
Q Which of the following types of social sites or sharing services have you visited in the last 30 days?

Disqus Audience Study, October 2013

Disqus Audience, n=1136
 General Contributors, n=440
 Gen Pop, n=614
 Base: All respondents



The vast majority of Disqus users both read and post comments online



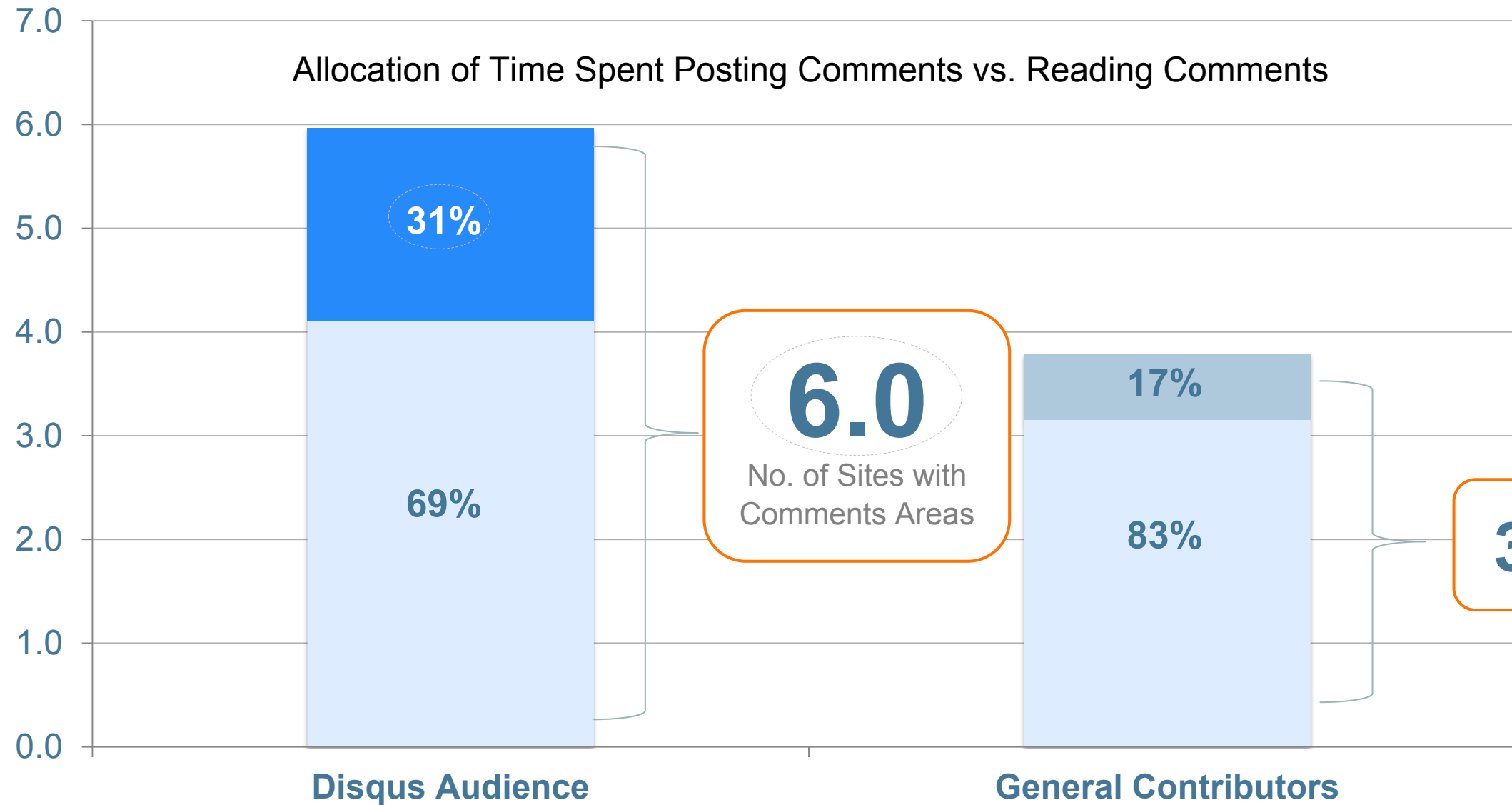
Dashed circle indicates difference between Disqus figure and one or both other groups is statistically significant at 95% confidence level

Disqus Audience, n=305
General Contributors, n=314
Gen Pop, n=489

Base: Who did not say visited "Comments areas online"

Q Here is an example of a comments area on an newspaper website. In the last month, have you taken any time to read comments online (in areas like these) and/or to post comments of your own?

They visit more discussion areas, spending nearly one-third of the time posting (two-thirds of the time reading)



Percent of Time Spent **Posting** Comments

Percent of Time Spent **Reading** Comments

Dashed circle indicates difference between Disqus figure and one or both other groups is statistically significant at 95% confidence level

Disqus Audience, n=1123
General Contributors, n=440

Base: Used comment/areas in last 30 days

Q How many different websites with comments areas have you spent time in, in total, in the last 30 days?

Q Thinking of all the time you spend in comments areas in a typical months as 100%, approximately what percent of time do you spend reading other people's posts versus posting comments of your own?

Disqus Audience Study, October 2013

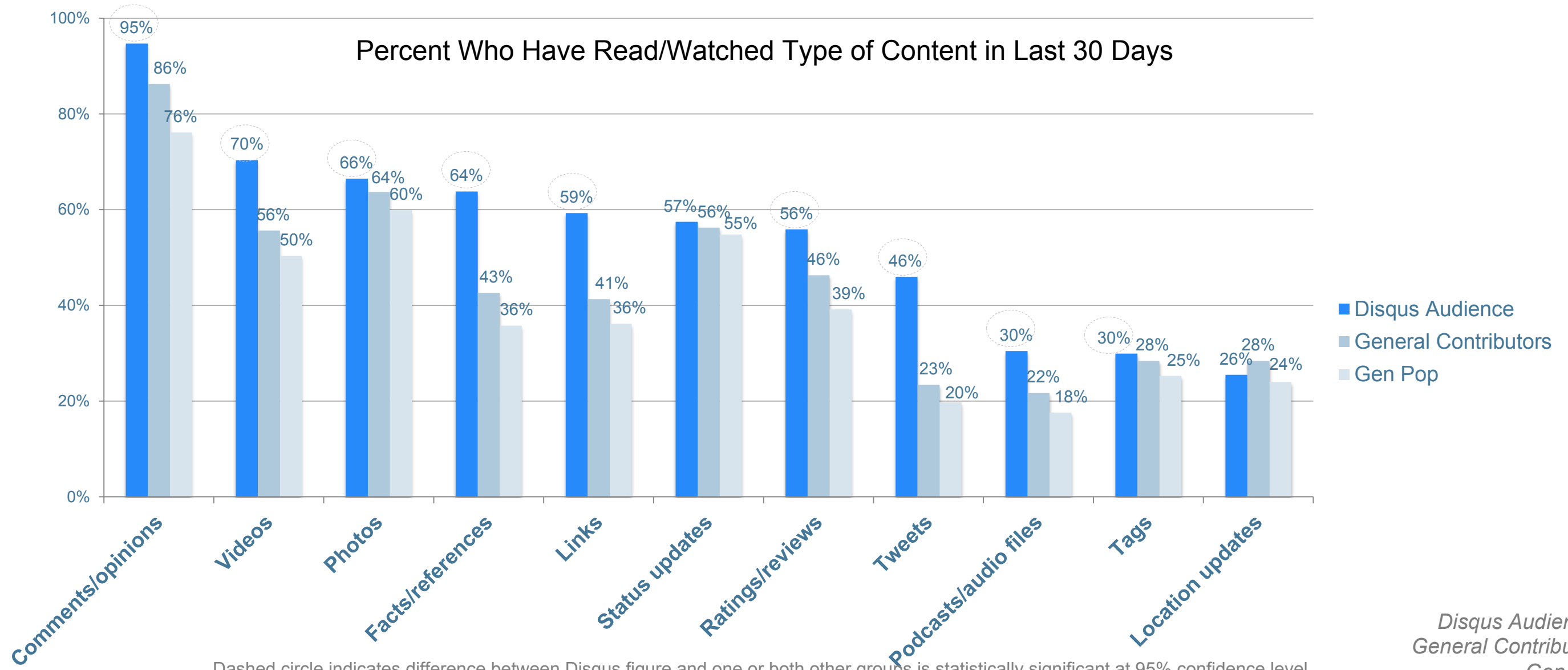
They're consuming more comments, tweets, videos, reviews, podcasts

Mean No. of Content Types Read/Watched

6.1

5.1

4.7



Dashed circle indicates difference between Disqus figure and one or both other groups is statistically significant at 95% confidence level

Disqus Audience, n=1133
 General Contributors, n=440
 Gen Pop, n=554

Base: Visited social site or content sharing services in the last 30 days

Q What kinds of things have you viewed in the last 30 days?

Disqus Audience Study, October 2013

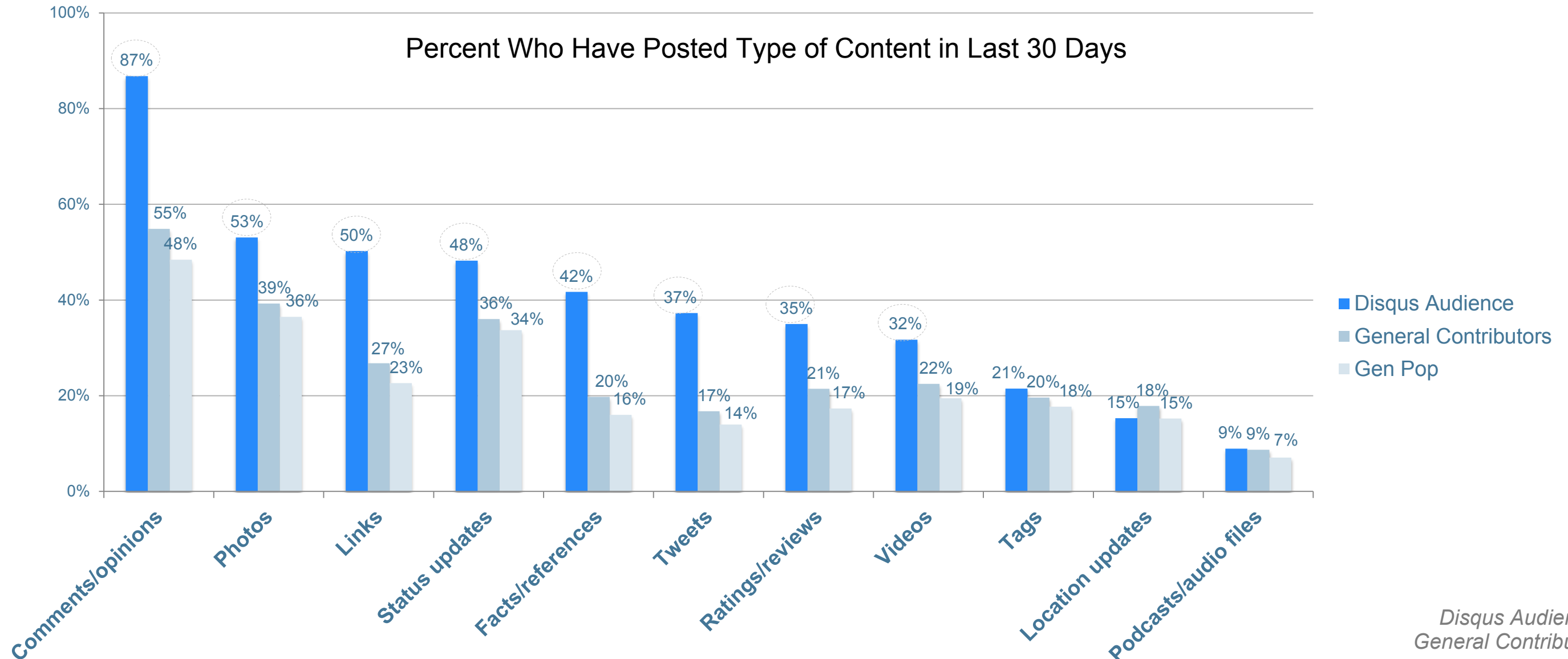
They're also producing more comments, tweets, videos, reviews, podcasts

Mean No. of Content Types Shared/Posted

4.4

3.6

3.4



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Disqus Audience, n=1133
General Contributors, n=440
Gen Pop, n=554

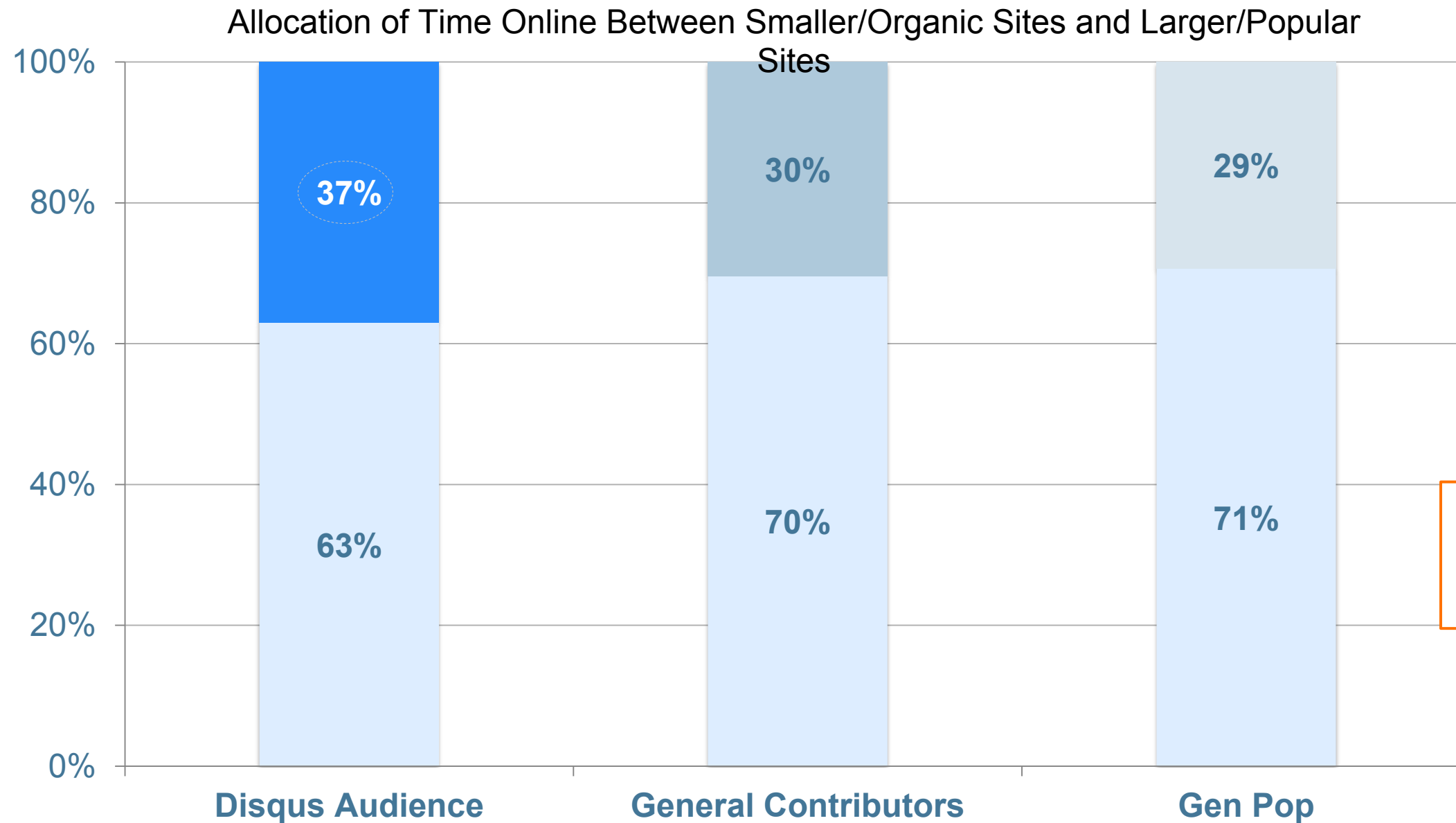
Base: Visited social site or content sharing services in the last 30 days

Q What kinds of things have you posted in the last 30 days?

Disqus Audience Study, October 2013

They explore their passion points

Disqus users spend more time on smaller/organic sites



“Popular sites” were defined as the Top 30 websites based on Alexa Internet Archive data

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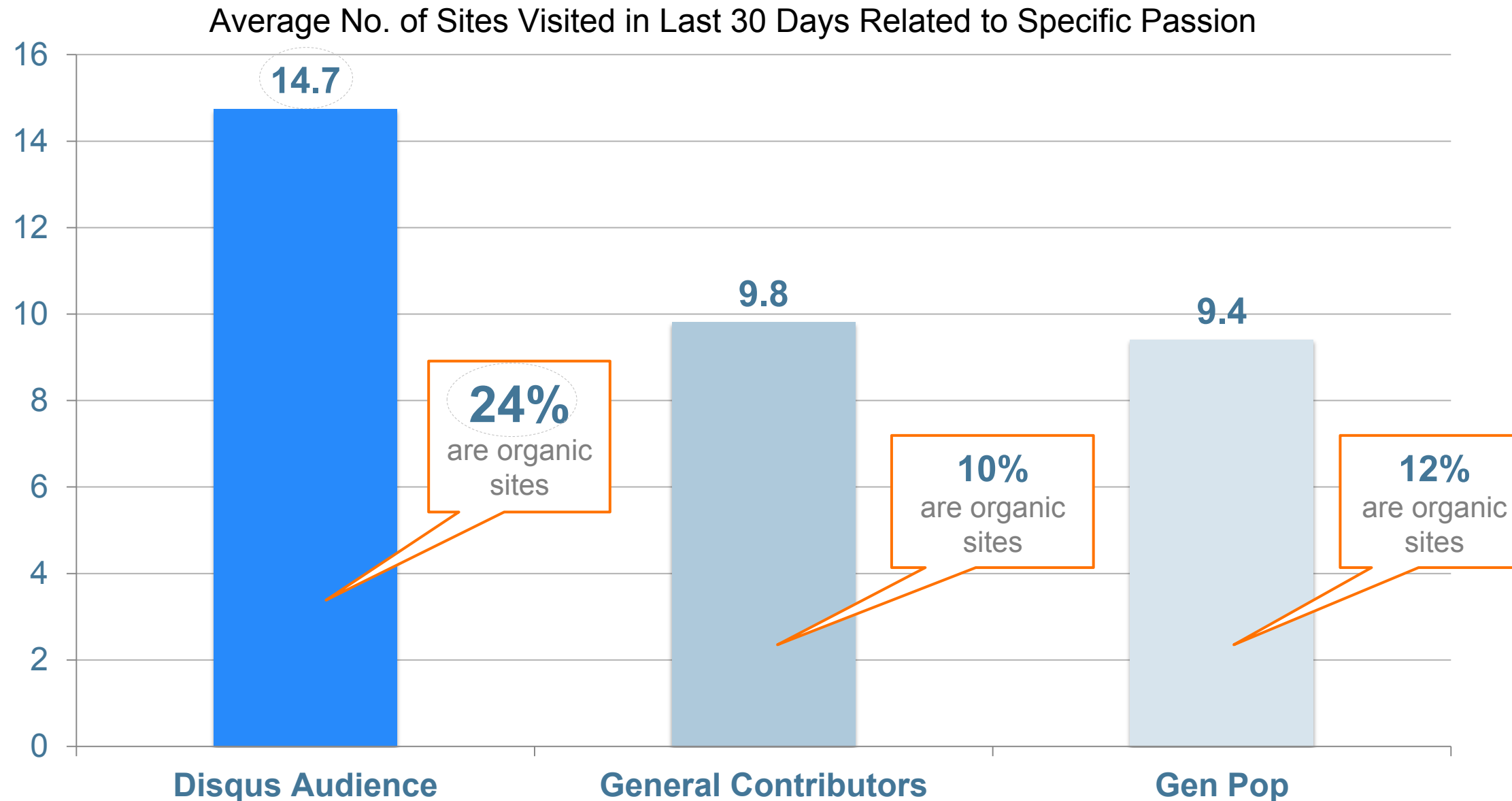
Disqus Audience, n=1129
General Contributors, n=440
Gen Pop, n=612

Base: Use at least one popular site

Q Think about all the time you spend online as 100%. Approximately what percent of time do you spend on these popular sites compare to smaller sites?

Disqus Audience Study, October 2013

They visit 15 sites to geek-out at – more of which are smaller/organic sites



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Disqus Audience, n=917

General Contributors, n=290

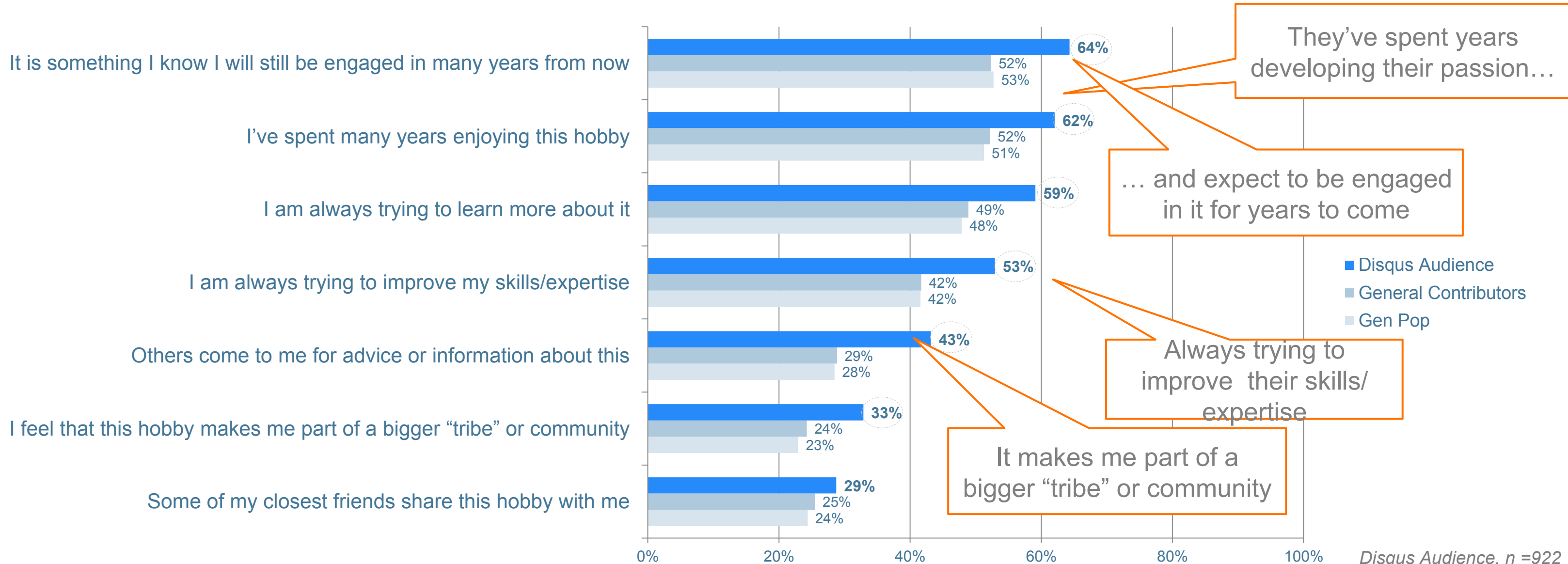
Gen Pop, n=366

Base: Have at least one passion area

True geeks in the best sense

They are ultra-passionate about their passions – expressing a greater interest in engaging, learning and sharing more

Percent Who “Strongly Agree” with Statement*



*Top Box rating on 7-point “agree” scale

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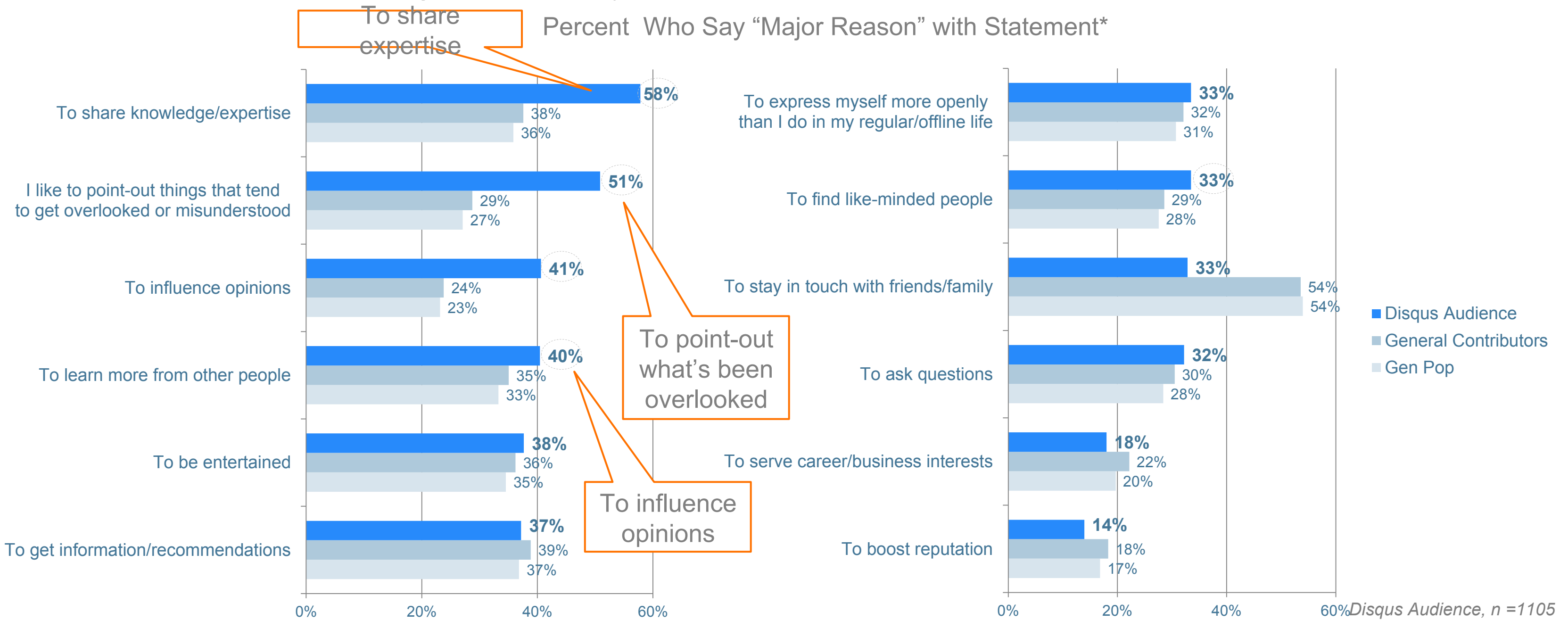
Disqus Audience, n =922
 General Contributors, n=304
 Gen Pop, n=390

Base: Have one thing they are “most expert in”

Q How much do you agree or disagree with each of the following statements about ?

Disqus Audience Study, October 2013

It's about participating in a topic they know and care about – not about building a reputation or benefiting personally



Dashed circle indicates difference between Disqus figure and one or both other groups is statistically significant at 95% confidence level

Base: Posted/shared social content online

People see them as go-to resources, influencers who have a large number of followers

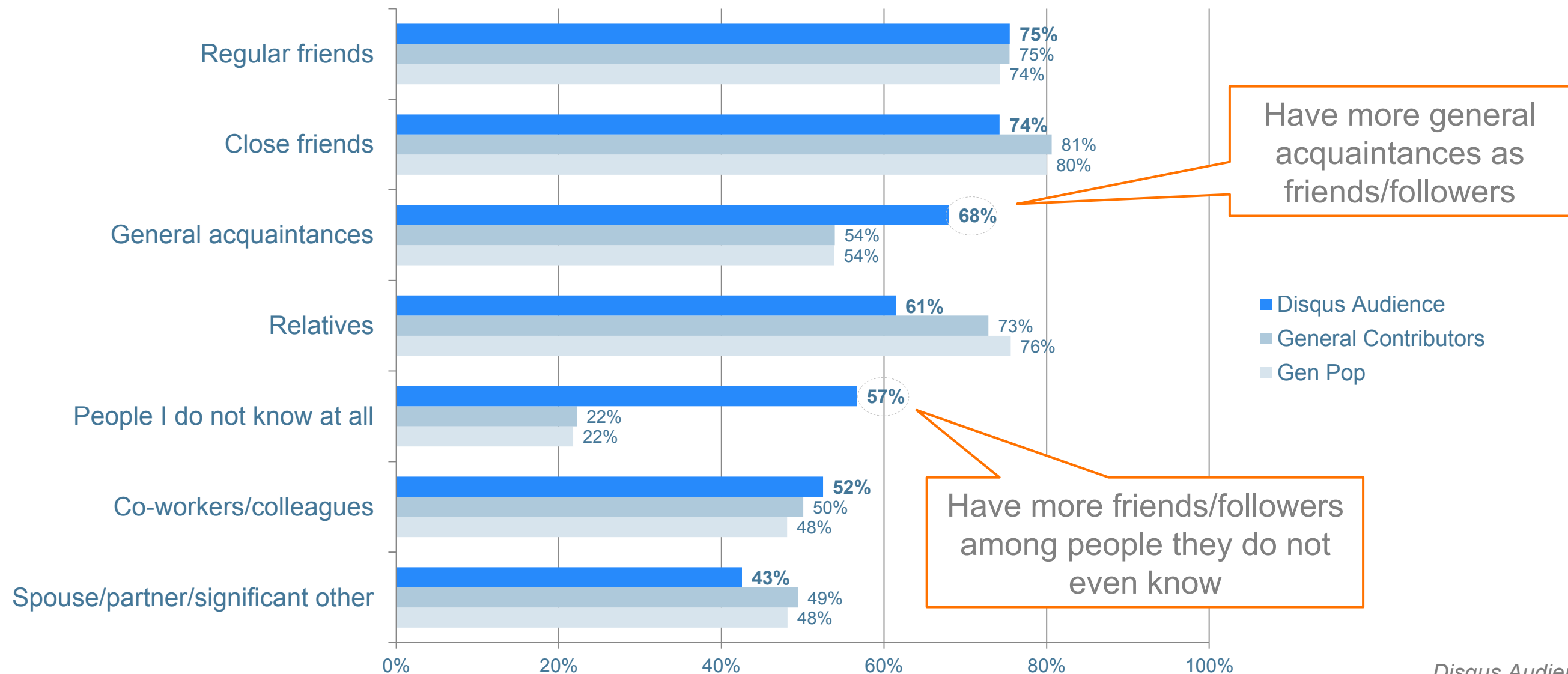
Mean No. of Friends

345

232

232

Percent Who Say Type of People are in Social Network



Dashed circle indicates difference between Disqus figure and one or both other groups is statistically significant at 95% confidence level

Disqus Audience, n =922
 General Contributors, n=304
 Gen Pop, n=390

Base: Have at least some friends/followers

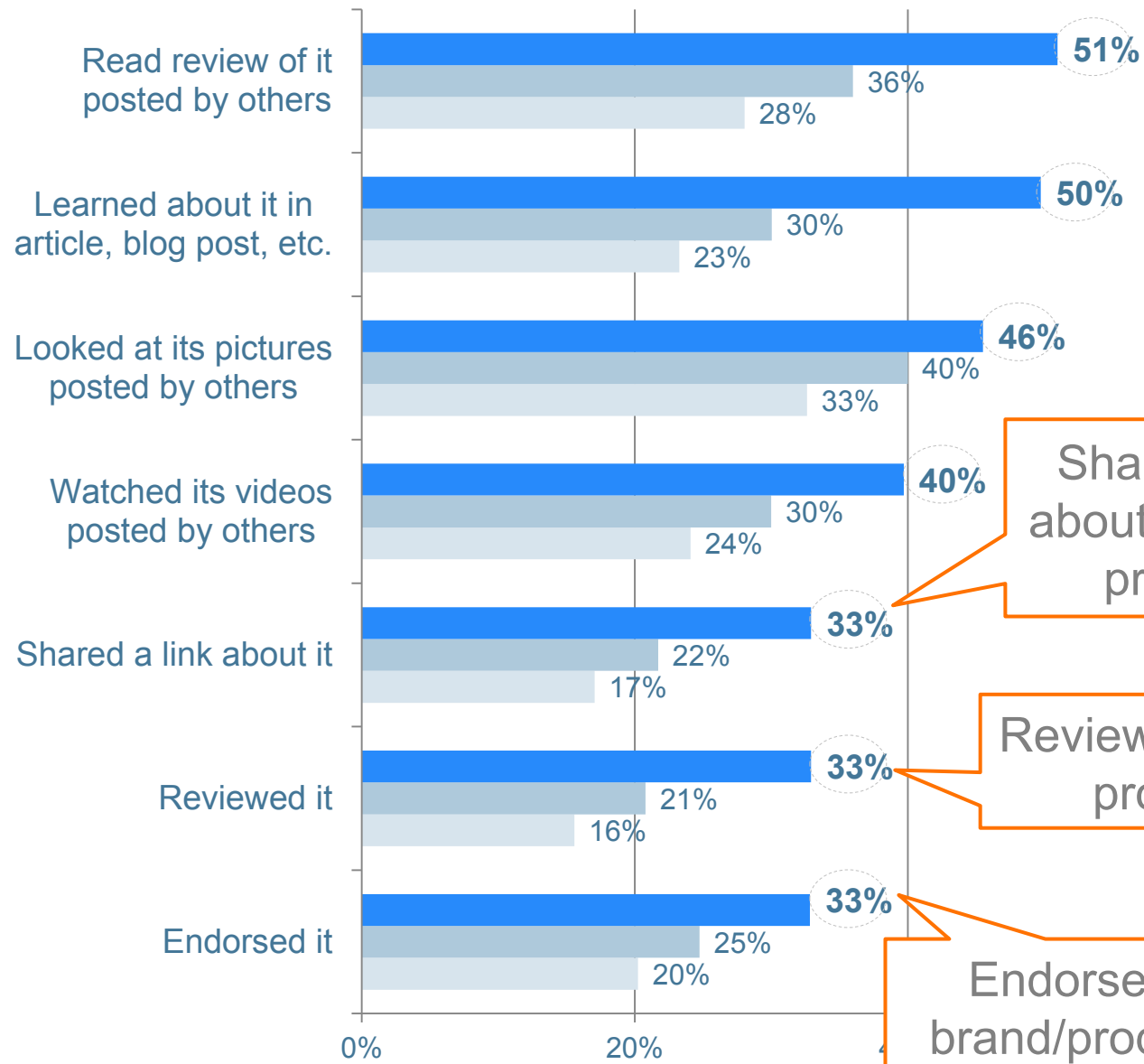
Q About how many friends/followers do you have across all the social sites and content areas you use?
 Q Who are your friends/followers?

Disqus Audience Study, October 2013

**They are your future
brand advocates**

They are more likely to do all brand/product-related actions

Brand/Product-Related Activities in Last 30 Days

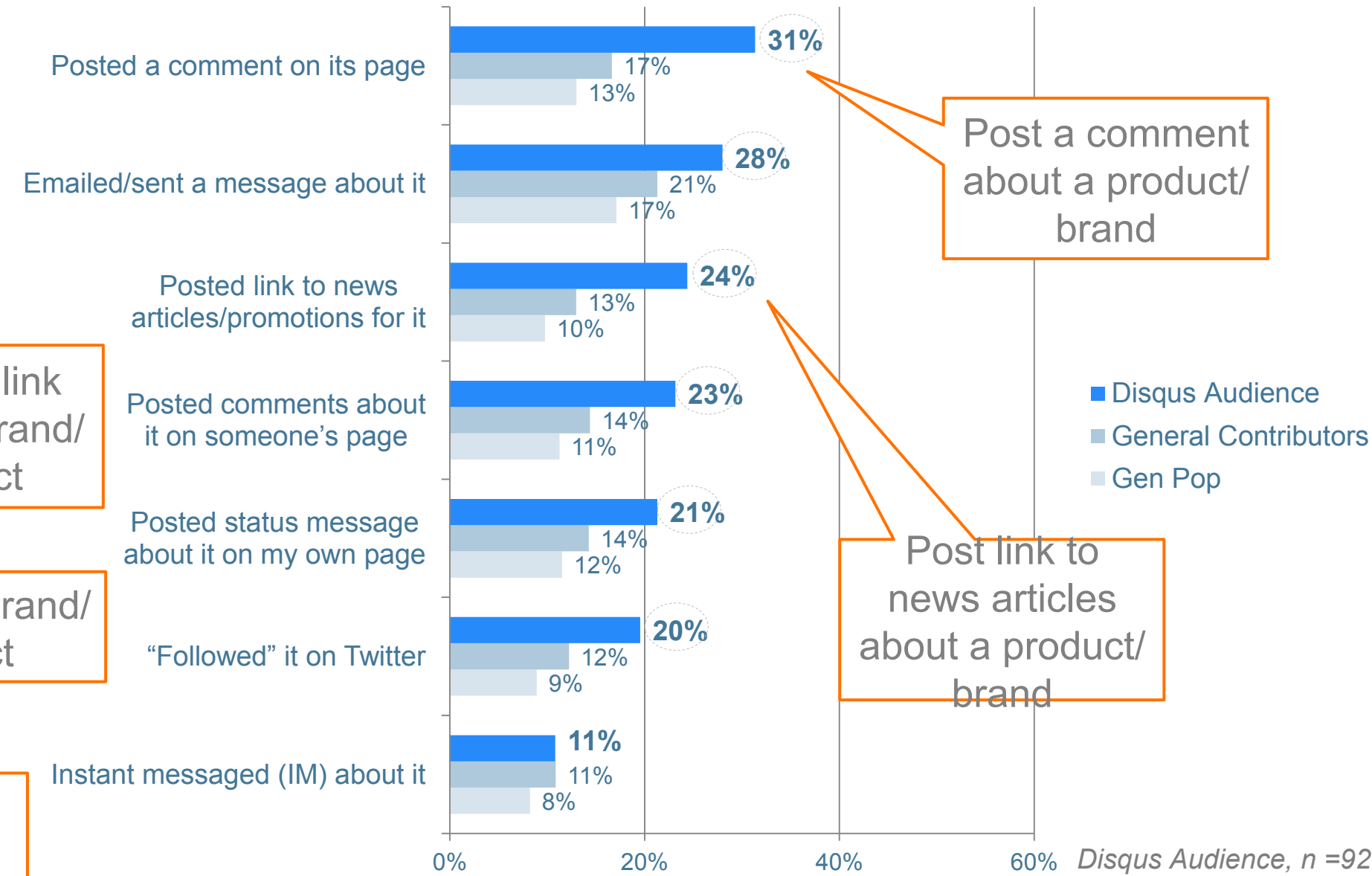
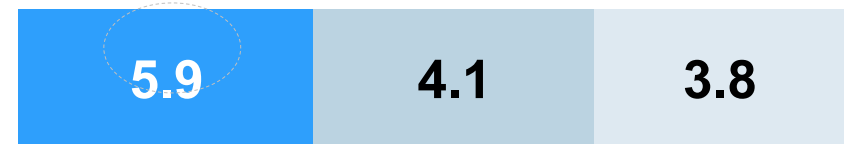


Share a link about a brand/product

Review a brand/product

Endorse a brand/product

Mean No. of Brand/Product Activities



Post a comment about a product/brand

Post link to news articles about a product/brand

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Disqus Audience, n =922
General Contributors, n=304
Gen Pop, n=390

Base: Have at least some friends/followers

Q Which, if any, of these brand or product-related activities have you done on social sites in the last month?

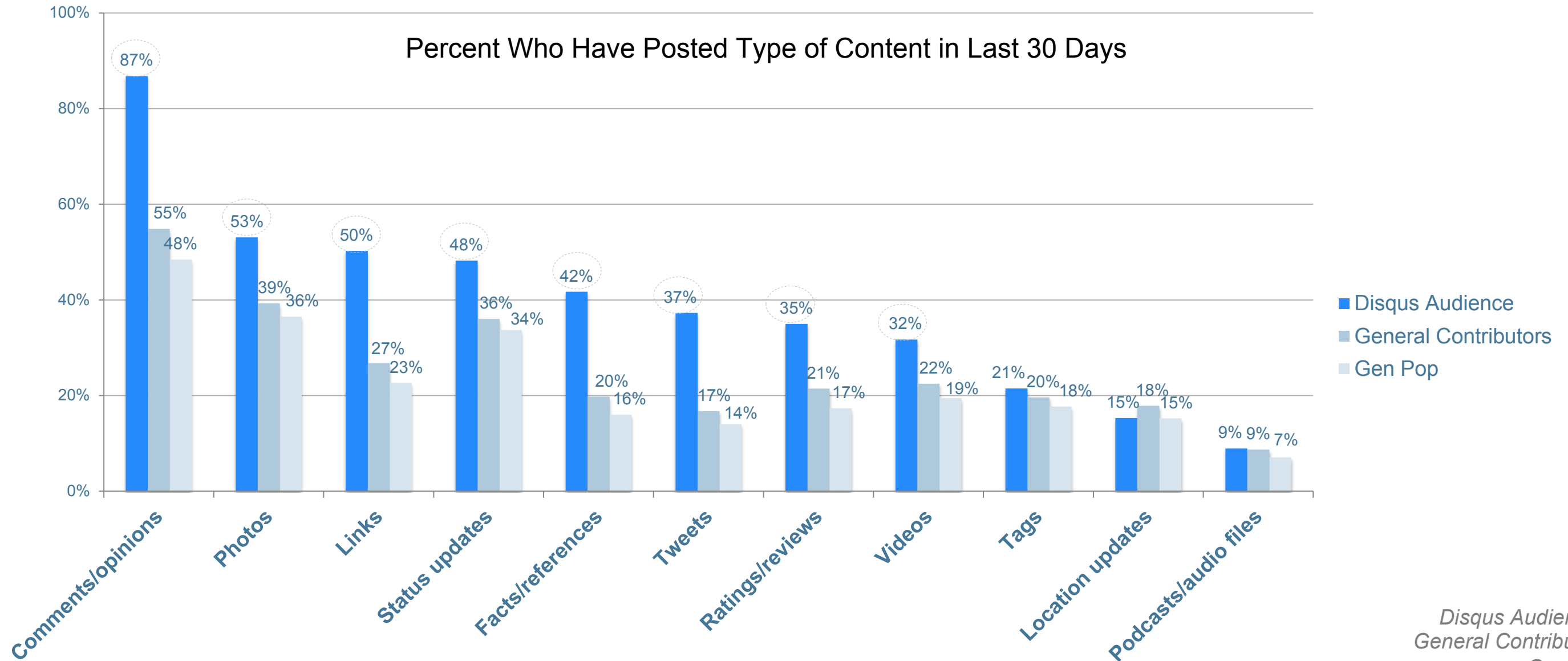
Plus they produce more comments, tweets, videos, reviews, podcasts

Mean No. of Content Types Shared/Posted

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Disqus Audience, n=1133
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Base: Visited social site or content sharing services in the last 30 days

Q What kinds of things have you posted in the last 30 days?

Disqus Audience Study, October 2013

**The Disqus audience is, in many
Ways, the Internet audience**

The Disqus audience is an attractive target for advertisers

		Disqus Audience	General Contributors	Gen Pop
Age	18 to 34	36%	39%	35%
	35 to 49	24%	31%	30%
	50+	40%	30%	35%
Gender	Male	68%	52%	48%
Education	College+	64%	52%	49%
Income	Avg. Income	\$63.5K	\$64.0K	\$61.6K
Family Member	No Children	75%	59%	63%

One-third age 18-34

Better educated

More disposable income

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 Base: All respondents

Questions?

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