A Comparative Analysis of the Disqus User Audience
October 2013

DISQUS

Netpop Research
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

**Hours Spent Online in Average Weekday**

<table>
<thead>
<tr>
<th>Group</th>
<th>Average Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disqus Audience</td>
<td>7.45</td>
</tr>
<tr>
<td>General Contributors</td>
<td>7.26</td>
</tr>
<tr>
<td>Gen Pop</td>
<td>6.93</td>
</tr>
</tbody>
</table>

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

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

Disqus Audience Study, October 2013
They are heavy seekers of online information, consuming all kinds of news and contributing to social media.
No. of Websites Visited Daily

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

<table>
<thead>
<tr>
<th>Avg. No. of Sites Used Daily</th>
<th>No. of Websites Visited on Daily Basis</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.3</td>
<td>21%</td>
</tr>
<tr>
<td>7.0</td>
<td>12%</td>
</tr>
<tr>
<td>6.5</td>
<td>11%</td>
</tr>
</tbody>
</table>

Over 1 in 3 use 10+ websites on a daily basis

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

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

Disqus Audience Study, October 2013
No. of Additional Websites Visited Daily

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

Avg. No. of Additional Sites Used Monthly*

Disqus Audience: 22.6
General Contributors: 14.6
Gen Pop: 13.1

*In addition to sites used on a daily basis

Q: About how many additional websites do you visit in a typical month, aside from the ones you visit daily?

Disqus Audience, n=1136
General Contributors, n=440
Gen Pop, n=614

Base: All respondents

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

In addition to sites used on a daily basis
Use of Social Media

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

Percent Who Use Engage in Types of Social Media in Last 30 Days

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

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
Commenting Online

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

Respondents were shown a screen shot to define “comments areas”

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?

Disqus Audience Study, October 2013
They visit more discussion areas, spending nearly one-third of the time posting (two-thirds of the time reading).

**Allocation of Time Spent Posting vs. Reading Comments**

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 month as 100%, approximately what percent of time do you spend reading other people’s posts versus posting comments of your own?

*Disclaimer: Netpop Research*
Types of Content Read or Watched

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

Mean No. of Content Types Read/Watched

<table>
<thead>
<tr>
<th>Disqus Audience</th>
<th>General Contributors</th>
<th>Gen Pop</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.1</td>
<td>5.1</td>
<td>4.7</td>
</tr>
</tbody>
</table>

Percent Who Have Read/Watched Type of Content in Last 30 Days

- Comments/opinions: 95% (Disqus), 86% (General Contributors), 76% (Gen Pop)
- Videos: 70% (Disqus), 66% (General Contributors), 64% (Gen Pop)
- Photos: 58% (Disqus), 43% (General Contributors), 36% (Gen Pop)
- Facts/references: 66% (Disqus), 59% (General Contributors), 55% (Gen Pop)
- Links: 57% (Disqus), 46% (General Contributors), 39% (Gen Pop)
- Status updates: 59% (Disqus), 46% (General Contributors), 39% (Gen Pop)
- Rating/reviews: 66% (Disqus), 56% (General Contributors), 46% (Gen Pop)
- Tweets: 23% (Disqus), 20% (General Contributors), 18% (Gen Pop)
- Podcasts/audio files: 30% (Disqus), 25% (General Contributors), 26% (Gen Pop)
- Tags: 28% (Disqus), 28% (General Contributors), 24% (Gen Pop)
- Location updates: 20% (Disqus), 20% (General Contributors), 18% (Gen Pop)

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

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

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

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

Disqus Audience Study, October 2013
Types of Content Posted

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

<table>
<thead>
<tr>
<th>Types of Content Posted</th>
<th>Disqus Audience</th>
<th>General Contributors</th>
<th>Gen Pop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comments/opinions</td>
<td>87%</td>
<td>55%</td>
<td>53%</td>
</tr>
<tr>
<td>Photos</td>
<td>53%</td>
<td>50%</td>
<td>48%</td>
</tr>
<tr>
<td>Links</td>
<td>48%</td>
<td>48%</td>
<td>42%</td>
</tr>
<tr>
<td>Status updates</td>
<td>27%</td>
<td>23%</td>
<td>20%</td>
</tr>
<tr>
<td>Facts/ references</td>
<td>36%</td>
<td>34%</td>
<td>22%</td>
</tr>
<tr>
<td>Tweets</td>
<td>20%</td>
<td>16%</td>
<td>17%</td>
</tr>
<tr>
<td>Ratings/reviews</td>
<td>17%</td>
<td>14%</td>
<td>17%</td>
</tr>
<tr>
<td>Videos</td>
<td>35%</td>
<td>32%</td>
<td>32%</td>
</tr>
<tr>
<td>Tags</td>
<td>35%</td>
<td>22%</td>
<td>19%</td>
</tr>
<tr>
<td>Location updates</td>
<td>17%</td>
<td>21%</td>
<td>18%</td>
</tr>
<tr>
<td>Podcasts/audio files</td>
<td>9%</td>
<td>9%</td>
<td>7%</td>
</tr>
</tbody>
</table>

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

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

Disqus Audience Study, October 2013
They explore their passion points
Smaller/Niche Sites versus Popular Sites

Disqus users spend more time on smaller/organic sites

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

Base: Use at least one popular site

“Popular sites” were defined as the Top 30 websites based on Alexa Internet Archive data
They visit 15 sites to geek-out at – more of which are smaller/organic sites

Q: Have you visited any websites related to each of these topics in the last 30 days? If so, how many?

Disqus Audience Study, October 2013
True geeks in the best sense
Attitudes Towards Their Passions

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

They’ve spent years developing their passion…

… and expect to be engaged in it for years to come

Always trying to improve their skills/ expertise

It makes me part of a bigger “tribe” or community

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

Disqus Audience Study, October 2013
Why They Post

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

- **To share knowledge/expertise**: 58%
- **To express myself more openly than I do in my regular/offline life**: 32%
- **To find like-minded people**: 33%
- **To stay in touch with friends/family**: 54%
- **To ask questions**: 32%
- **To serve career/business interests**: 18%
- **To boost reputation**: 17%
- **To express myself more openly than I do in my regular/offline life**: 31%
- **To find like-minded people**: 28%
- **To stay in touch with friends/family**: 54%
- **To ask questions**: 28%
- **To serve career/business interests**: 22%
- **To boost reputation**: 17%

**Q** Why do you post or share your opinions online?

**Disqus Audience Study, October 2013**

*Top 2 Box rating on 7-point scale

Dashed circle indicates difference between Disqus figure and one or both other groups is statistically significant at 95% confidence level.
People see them as go-to resources, influencers who have a large number of followers

Types of Content Posted

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?

Base: Have at least some friends/followers

Disqus Audience Study, October 2013

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

Have more general acquaintances as friends/followers

Have more friends/followers among people they do not even know

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

Percent Who Say Type of People are in Social Network

Mean No. of Friends

345 232 232

Regular friends
Close friends
General acquaintances
Relatives
People I do not know at all
Co-workers/colleagues
Spouse/partner/significant other

0% 20% 40% 60% 80% 100%

Disqus Audience
General Contributors
Gen Pop
They are your future brand advocates
They are more likely to do all brand/product-related actions

**Brand-Related Activities**

**Brand/Product-Related Activities in Last 30 Days**

- Read review of it posted by others: 51%
- Reviewed it: 33%
- Shared a link about it: 33%
- Endorsed it: 33%
- Watched its videos posted by others: 40%
- Looked at its pictures posted by others: 46%
- Learned about it in article, blog post, etc.: 50%
- "Followed" it on Twitter: 9%
- Posted status message about it on my own page: 12%
-Posted comments about it on someone’s page: 14%
-Posted link to news articles/promotions for it: 24%
-Posted a comment on its page: 31%
- Emailed/sent a message about it: 13%
- Posted link to news articles/promotions for it: 28%
- Shared a link about it: 33%
- Endorsed a brand/product: 33%
- "Followed" it on Twitter: 11%
- Posted status message about it on my own page: 13%
- Posted comments about it on someone’s page: 14%
- Posted link to news articles/promotions for it: 24%
- Posted a comment on its page: 31%
- Emailed/sent a message about it: 13%

**Mean No. of Brand/Product Activities**

- Disqus Audience: 5.9
- General Contributors: 4.1
- Gen Pop: 3.8

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

Disqus Audience Study, October 2013

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

Base: Have at least some friends/followers

<table>
<thead>
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<th>Activity</th>
<th>Disqus Audience</th>
<th>General Contributors</th>
<th>Gen Pop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Read review of it posted by others</td>
<td>51%</td>
<td>28%</td>
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<tr>
<td>Reviewed it</td>
<td>33%</td>
<td>21%</td>
<td>16%</td>
</tr>
<tr>
<td>Shared a link about it</td>
<td>33%</td>
<td>24%</td>
<td>17%</td>
</tr>
<tr>
<td>Endorsed it</td>
<td>33%</td>
<td>21%</td>
<td>17%</td>
</tr>
<tr>
<td>Watched its videos posted by others</td>
<td>40%</td>
<td>30%</td>
<td>20%</td>
</tr>
<tr>
<td>Looked at its pictures posted by others</td>
<td>46%</td>
<td>33%</td>
<td>22%</td>
</tr>
<tr>
<td>Learned about it in article, blog post, etc.</td>
<td>50%</td>
<td>36%</td>
<td>25%</td>
</tr>
<tr>
<td>&quot;Followed&quot; it on Twitter</td>
<td>9%</td>
<td>12%</td>
<td>8%</td>
</tr>
<tr>
<td>Posted status message about it on my own page</td>
<td>13%</td>
<td>14%</td>
<td>11%</td>
</tr>
<tr>
<td>Posted comments about it on someone’s page</td>
<td>14%</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>Posted link to news articles/promotions for it</td>
<td>24%</td>
<td>13%</td>
<td>10%</td>
</tr>
<tr>
<td>Emailed/sent a message about it</td>
<td>13%</td>
<td>13%</td>
<td>11%</td>
</tr>
<tr>
<td>Posted a comment on its page</td>
<td>31%</td>
<td>17%</td>
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<td>13%</td>
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Disqus Audience, n =922
General Contributors, n=304
Gen Pop, n=390
Types of Content Posted

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

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.
## Demographics

The Disqus audience is an attractive target for advertisers

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

### Notes

- **One-third age 18-34**
- **Better educated**
- **More disposable income**

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Questions?

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