



Fittkau & Maaß Consulting

Internet Consulting & Research Services

2nd international openBC survey “Communication & Networking on the Internet”

Open Business Club GmbH
Hamburg, March 2006

The openBC survey “Communication & Networking”

Background and objectives

Objectives of the second openBC survey

- To investigate the communication and networking behavior of users of the networking platform openBC
- To produce an international comparison of openBC users
- To analyze developments in comparison with the first openBC survey

Object of investigation

- Survey of registered users on www.openbc.com
- Written questionnaire on www.openbc.com
(questionnaire in Chinese, German, English, French and Spanish)
- Random selection of users via Flash layer;
supported by hyperlinks in the openBC newsletter

24,511 users surveyed by openBC

Implementation of the openBC survey Multilingualism

Questionnaire in five languages

Language selection

Dear openBC user!

We are pleased to invite you to participate in the second international openBC study "Communication & Networking"! The aim of the study is to learn more about global B2B communications and networking methods. Win a prize for taking part. [Proceed to English questionnaire >>>](#)

Chère utilisatrice openBC, cher utilisateur openBC,

Nous sommes heureux de vous inviter à participer à la deuxième étude internationale d'openBC sur le thème "Communication & Networking"! Le but de cette étude est de mieux connaître le comportement des utilisateurs internationaux de la communication et du networking B2B. Vous pouvez également gagner quelque chose! [Venez le questionnaire français >>>](#)

Estimado/a usuario/a de openBC:

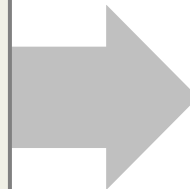
Nos complace invitarle a participar en el segundo estudio internacional de openBC "Comunicación & Networking". El objetivo del estudio es obtener más información acerca del área del networking y la comunicación B2B en todo el mundo. Usted también puede beneficiarse. [Ir al formulario en español >>>](#)

亲爱的openBC-用户!

我们真诚的邀请您参加第二届国际openBC-研讨会“交流 & 网络”! 此次研讨会的目标是让您更多的了解全球 B2B-交流与网络的运作情况。您还有可能中奖! [关于中文问卷 >>>](#)

Liebe openBC-Nutzerin, lieber openBC-Nutzer,

wir laden Sie herzlich ein, an der zweiten internationalen openBC-Studie "Kommunikation & Networking" teilzunehmen! Ziel der Studie ist es, mehr über das weltweite B2B-Kommunikations- und Networkingverhalten zu erfahren. Gewinnen können Sie auch! [Zum deutschsprachigen Fragebogen >>>](#)



The collage shows the questionnaire interface in five languages: English, German, French, Spanish, and Chinese. Each screenshot displays the same survey questions and options, demonstrating the multilingual capability of the survey tool.

Analysis of the openBC survey

Target groups in the charts

European users

- Average figures were calculated for different countries in Europe in order to be able to produce an international comparison. The European results of the survey are made up by openBC users in Belgium, Germany, Finland, France, the UK, Italy, the Netherlands, Austria, Sweden, Switzerland and Spain.
- Other European countries have not been taken into consideration here, due to the fact that 100 people or less took part in the survey in these countries.

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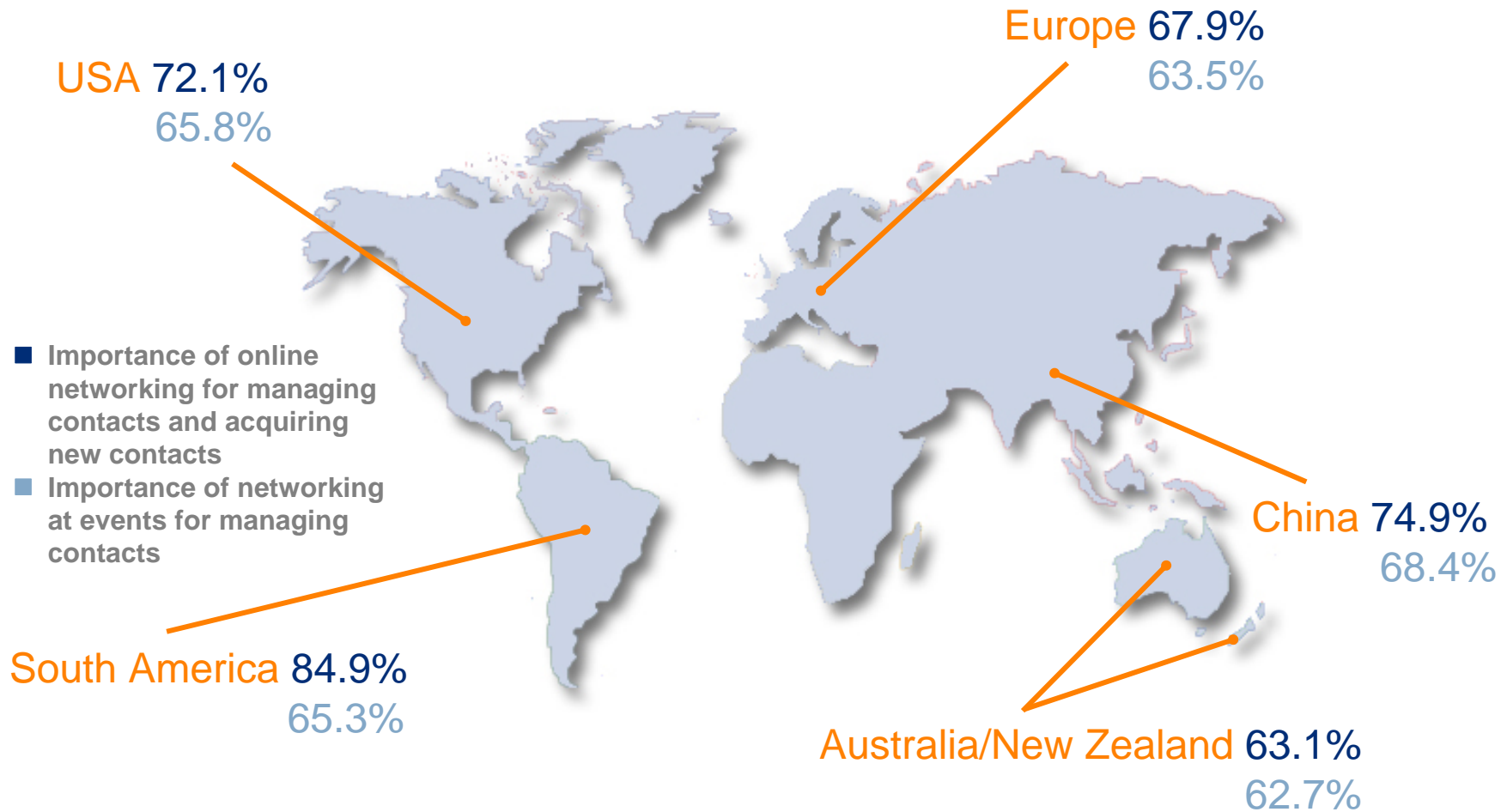


Results of the openBC survey

An international comparison of
communication & networking

Networking on the Internet

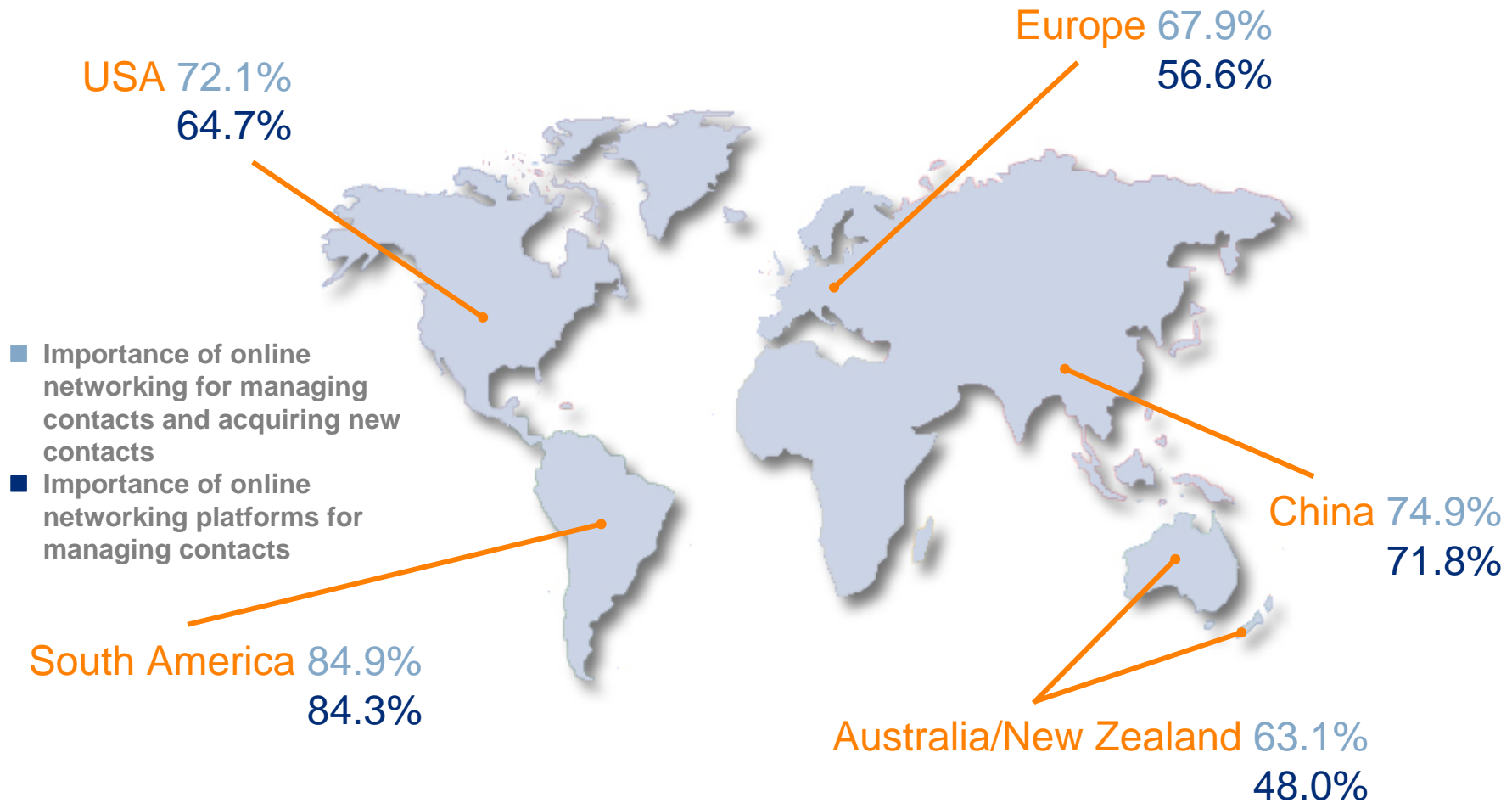
Comparison of networking online and at events



Basis: openBC users from individual countries, “very important” and “important”

Networking on the Internet

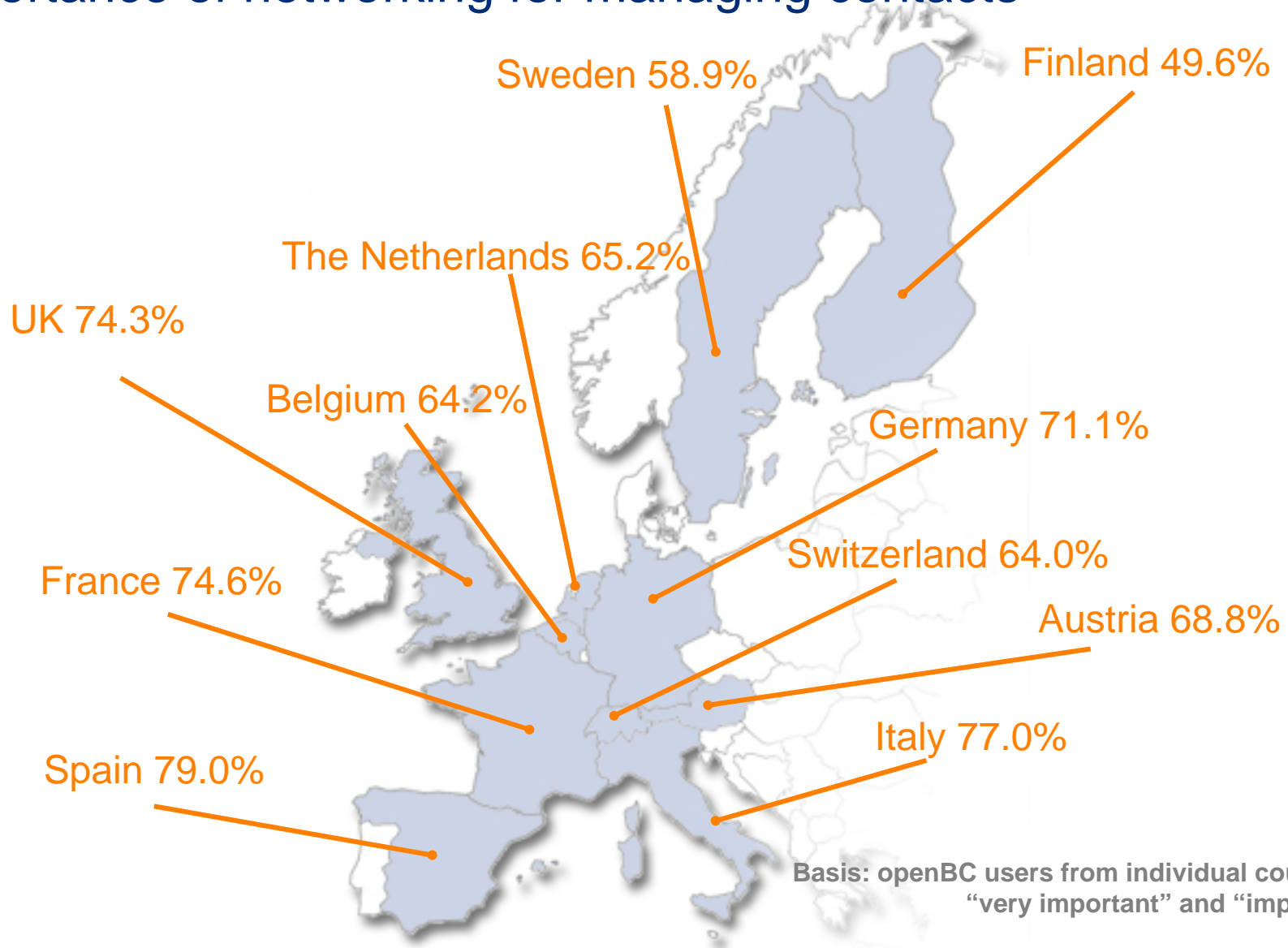
Importance of networking and networking platforms



Basis: openBC users from individual countries, “very important” and “important”

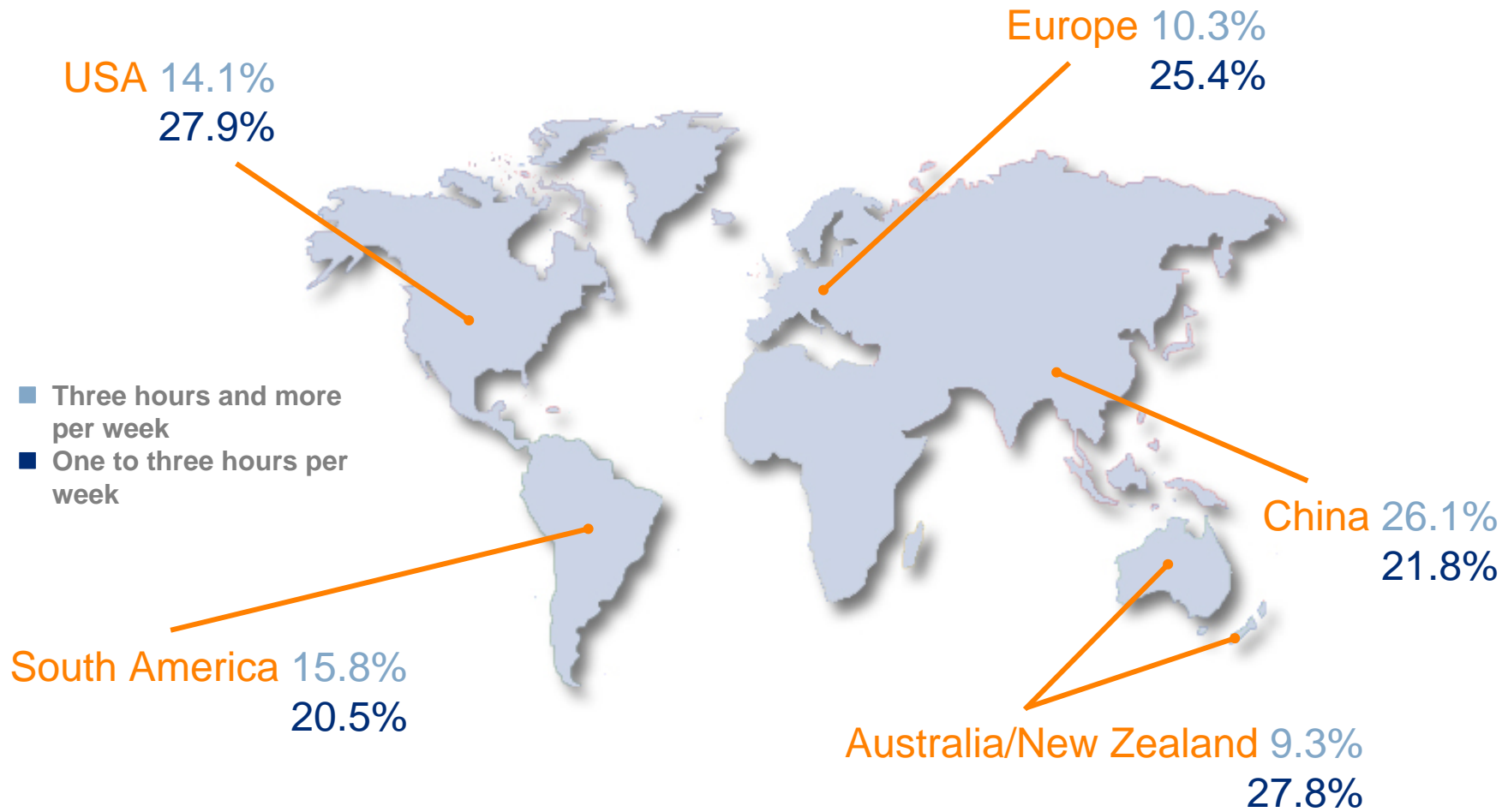
Networking on the Internet

Importance of networking for managing contacts



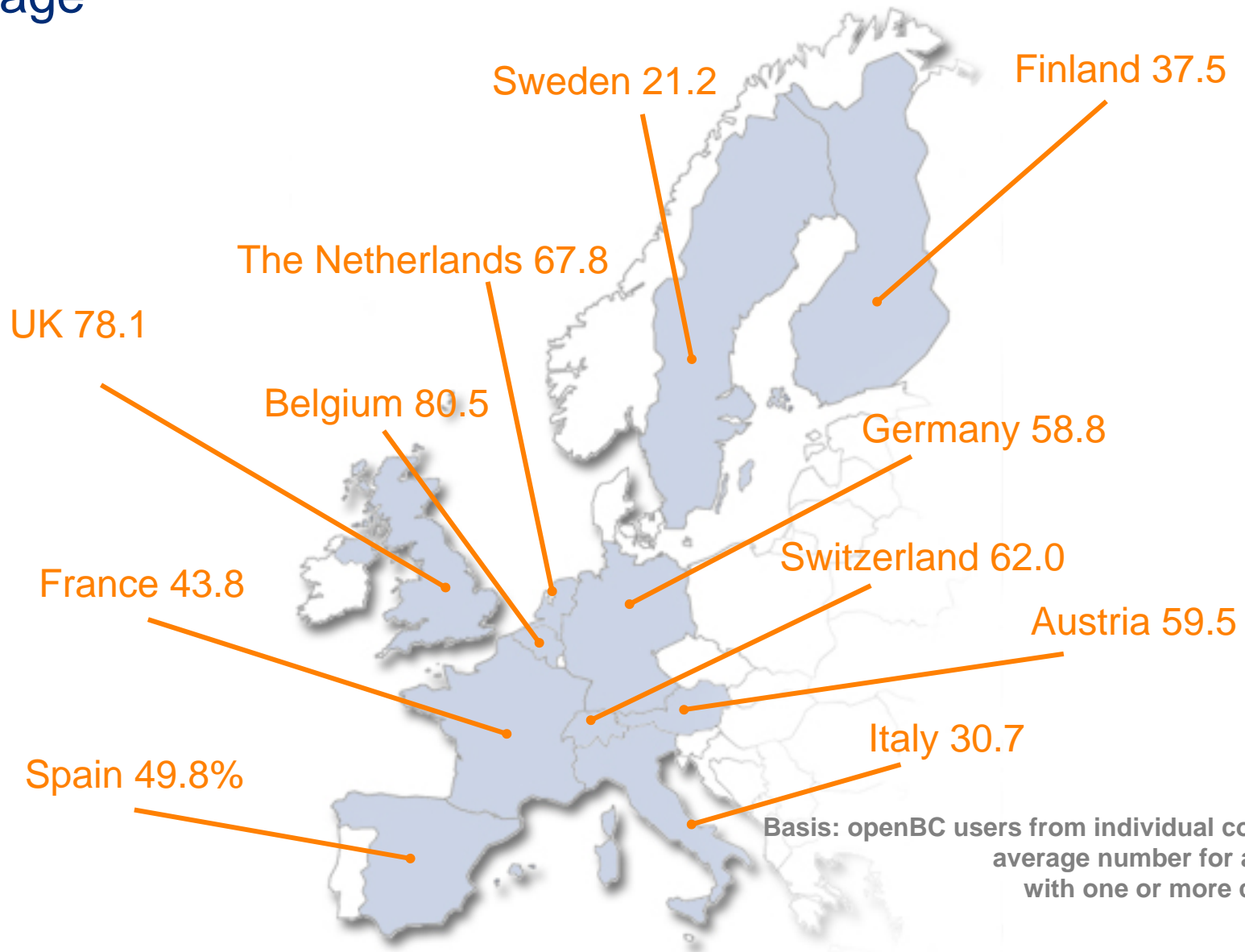
Networking on the Internet

Managing contacts on networking platforms



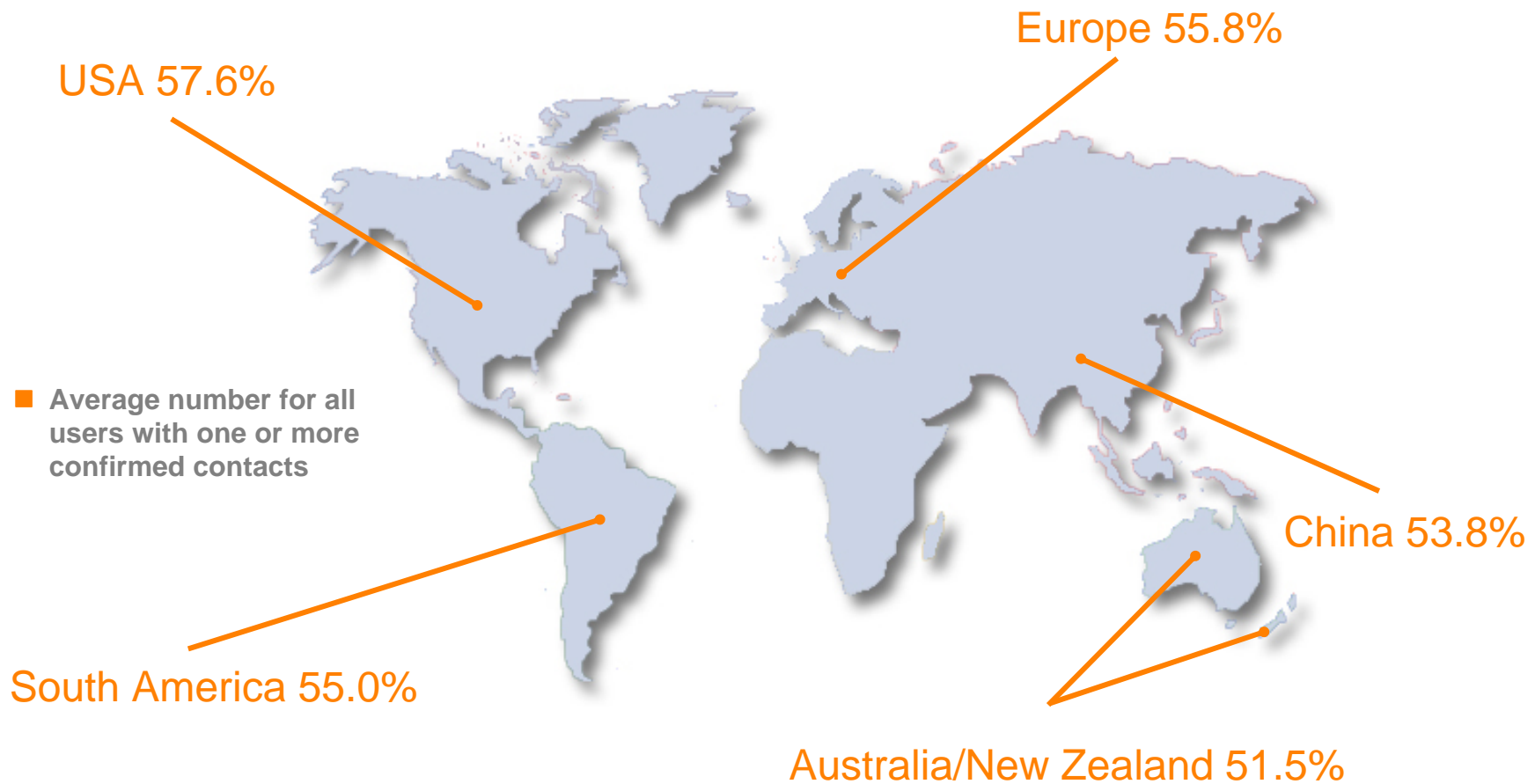
Number of confirmed contacts on openBC

Average



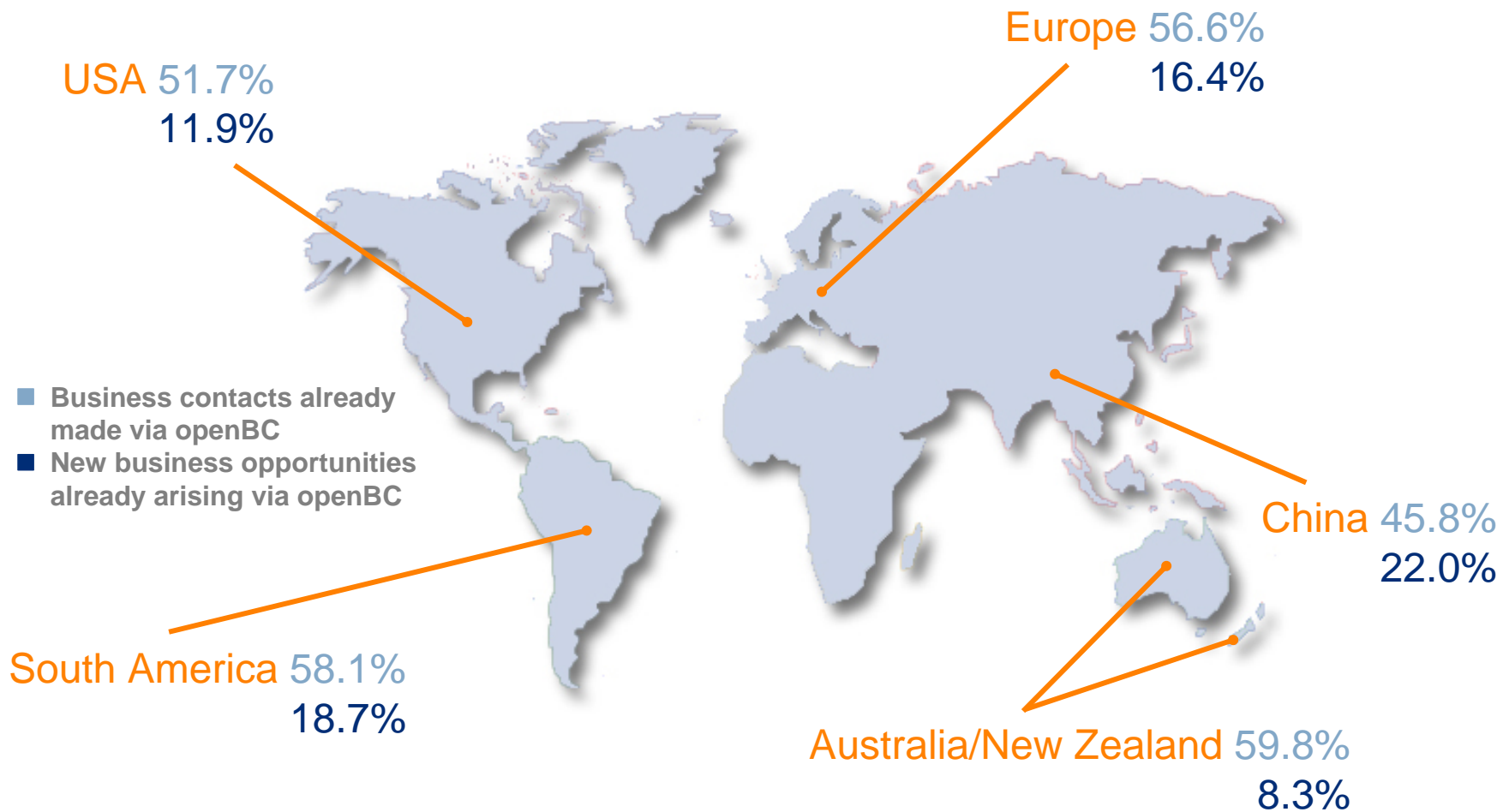
Number of confirmed contacts on openBC

Average proportion of contacts classified as business-related



Expectations of and experience with openBC

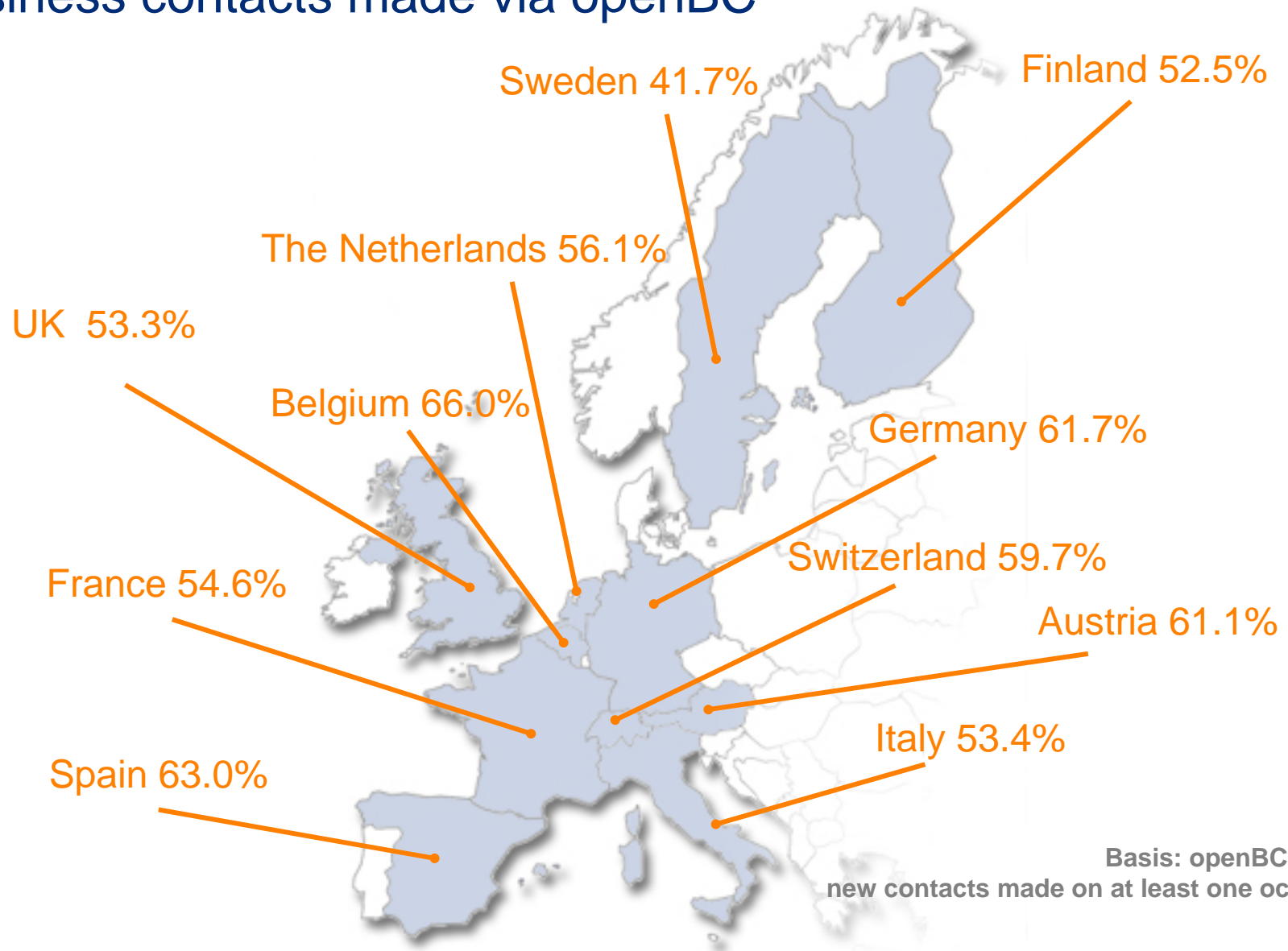
Business contacts and new business



Basis: openBC users,
new contacts made on at least one occasion

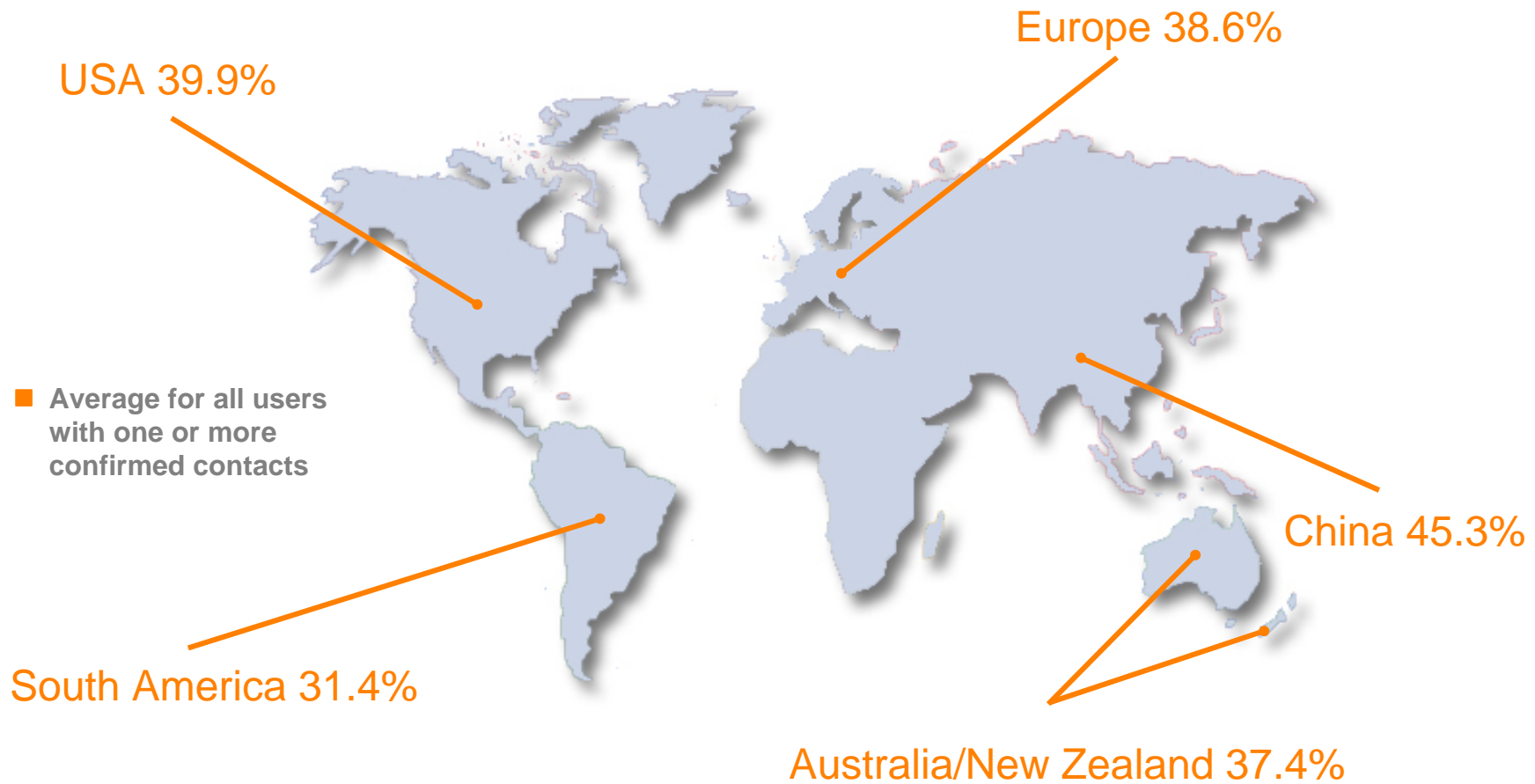
Expectations of and experience with openBC

Business contacts made via openBC



Online communication with confirmed contacts

Average



Forms of Internet communication

Blog readers / Bloggers

