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2021

Doesn't time fly when you're having fun? Here at Honeygain, we're amazed to see a year has already passed since we conducted our first User Experience and Awareness Survey – with so much stuff going on, we could barely afford a minute to glance at the calendar!

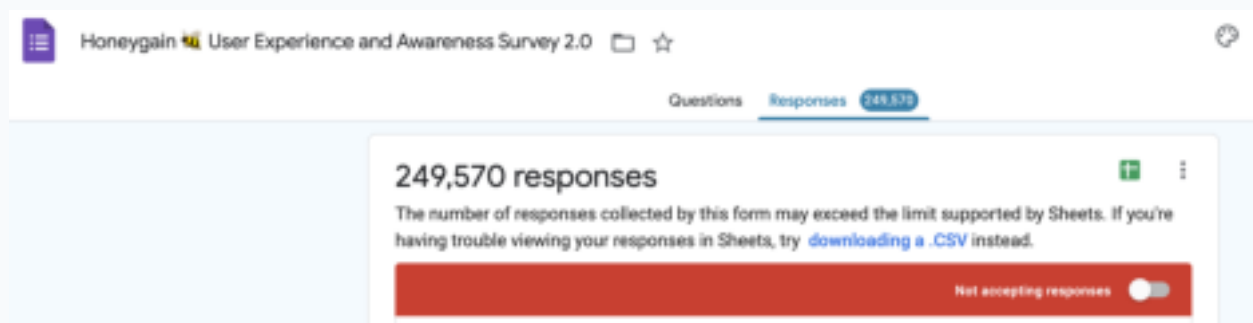
### In the last 12 months, our team:

-  Added **Bitcoin (BTC)** as a second payout method to serve the fans of crypto and potential users in countries not supported by PayPal!
-  Launched **Swarmbytes** – an opportunity for Internet service providers (ISPs) and IP managers to generate extra income by offering 10+ IPs to the Honeygain network!
-  Introduced **Two-Factor Authentication (2FA)** in our payouts to provide an extra layer of security to our users and their earnings!
-  Made the Content Delivery (CD) feature available in **14 more countries** – Austria, Brazil, China, Colombia, Czech Republic, Greece, Hungary, Ireland, Malaysia, Philippines, Poland, Russia, Taiwan, and Turkey!
-  Developed and released the Honeygain application for **Linux**!
-  Published **43 blog entries** to keep you informed about Honeygain-related news, share personal budgeting tips, introduce saving opportunities, and help you explore the peculiarities of the online world!
-  Was selected as a **Growth Team of the Year nominee** in the 2020 App Growth Awards!
-  Gained **152,881** new followers on social networks (12,898 > 165,779!) and started actively using **TikTok**!

Aside from all these milestones, there were a lot of updates, upgrades, follow-ups, and daily tasks along the way – all to make the user experience is as smooth as possible! To see whether we've succeeded in this, we conducted a comprehensive User Experience and Awareness Survey of 34 questions.

We asked our users to complete the survey in dashboard and app notifications, as well as social media posts, and added a little contest to make it more fun: 100 randomly chosen users were awarded 5,000 Honeygain credits each. The survey was accepting answers for two weeks, after which we found ourselves with a staggering amount of answers on our hands.

The final number almost reached **250,000** – nearly 16 times more than the year before (15,752)!



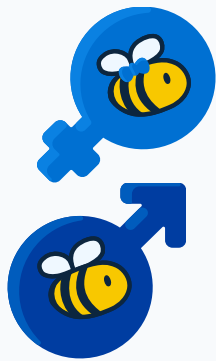
Our survey was intended to help us get to know Honeygainers better, understand their experience and concerns, see what could be improved in our application and dashboard, identify our strengths, weaknesses, opportunities, and threats.

Now, we'd like to share the results with all of you –  
**so let's get down to business!**



# Let's Get to Know You, Honeygainers!

To understand how our typical user thinks, we need to get to know them as well as possible. This includes general demographic information, as well as everyday behavior and typical Honeygain using habits.









The majority of Honeygainer users – 64.1% – turned out to be men, while women made up 31.94% of the community. The remaining few percent either picked the option 'Other' or chose not to disclose their gender information.

It's alright – here at Honeygain, **we love each and every bee just the same!**

Speaking of age, we did have respondents from various age groups (from 18 to 50+; 3.53% chose not to specify their age) - nevertheless, most of them were relatively young: 42.08% said they were 18-24, and 18.64% said they were 25-30.


This matches the data we got on their occupation, too – the majority of Honeygainers defined themselves as students. However, when we look at the entire spectrum, it's actually pretty wide:


-  **37.46%** of Honeygainers are students
-  **24.12%** work full-time
-  **9.94%** are freelancers (or self-employed)
-  **9.92%** are unemployed
-  **7.98%** work part-time
-  The rest are unable to work, belong to more than one of the groups specified, or choose not to disclose their work information.


Added up, this tells us that approximately 3 out of 4 Honeygainers might have either unstable or low earnings – which explains their interest in passive income apps. When asked about their reasons to initially join Honeygain, 57.49% stated a chance to generate extra income as the main one.


What about others, you ask? Well, most of them were interested in trying something new (19%), making the most of their idle devices (13%), or helping businesses (10.43%). Some also told us they wanted to help their friends earn more by getting more referrals – let's hope they soon joined the referral program and earned a recurring bonus themselves!


When asked to define Honeygain in 3 words, our users came up with a variety of phrases – however, some of the words tended to be used more often than others. Let us introduce you to the Top 5:

 **Easy – 32.16%**  
(most commonly used in phrases like 'easy to use' or 'easy money')

 **Money – 24.84%**  
(most commonly used in phrases like 'money-making app')

 **Best – 12.98%**  
(we're sure this one's pretty clear on itself!)

 **Passive – 7.92%**  
(most commonly used as 'passive income')

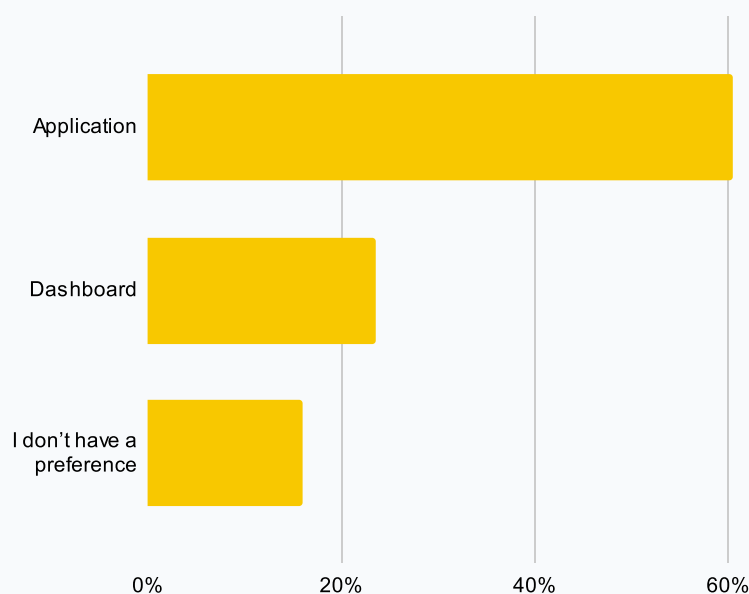
 **Nice – 5.21%**  
(Honeygain's really nice. There's no doubt about it.)

Interestingly enough, 4 out of 5 words Honeygainers used the most often matched the ones from the last year's top 5 – the only new entry was 'best', which replaced 'simple'. We must also add that 1.48% of the respondents made our hearts sing by using the word 'love'!

The absolute majority of survey respondents (77.91%) turned out to be pretty new to Honeygain (up to 6 months of usage) – which is to be expected, as the Honeygain network just turned 2 years old in May 2021 and has been growing rapidly in recent months. This correlates with the fact that only 5.46% (13,627) have already cashed out more than once.

Naturally, it took some time for potential users around the world to discover us, but we're more than happy to see new users joining Honeygain every day! On the other hand, 5.51% have used Honeygain for 1–2 years, and 2.49% have stayed with us for over two years already – talk about user loyalty!

Speaking of our typical user's operating system of choice, Android is the absolute leader: 62.05% use it exclusively, and 32.16% use both Android and Windows. It shouldn't come as a surprise: with smartphones and



tablets getting more powerful every day, the number of people worldwide opting out of using laptop devices to save on money and space keeps growing. In fact, ever since 2017, mobile makes up more than half of the global web traffic!

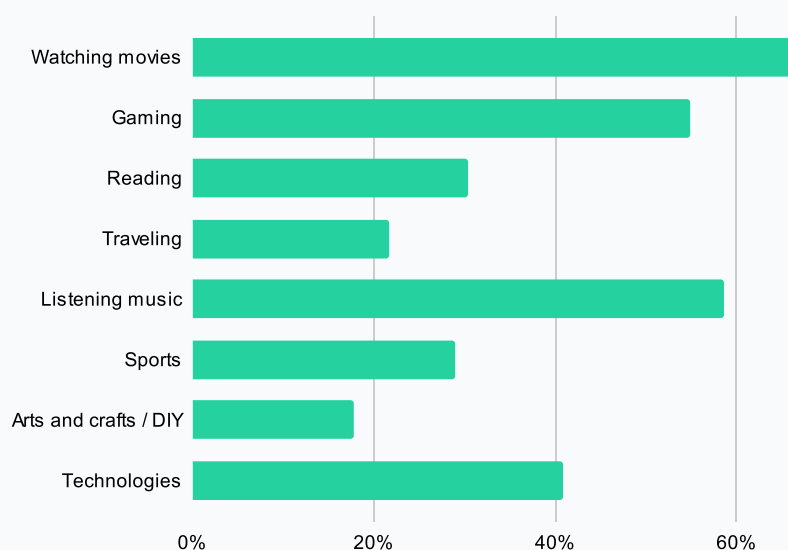
This also correlates with the fact that more users (60.54%) prefer checking their Honeygain applications rather than dashboards (23.48%; 15.98% said they don't have a preference). A whopping 91.02% of users also stated they check their app/dashboard every day.

We're thrilled to see this incredible activity... and know you're not skipping your chances to get extra credits by participating in the **daily Lucky Pot lottery!**

## While You're Earning Effortlessly With Honeygain...

Earning effortlessly with Honeygain means you don't have to lift a finger: once you download and install the application on your desktop or mobile device, it takes care of all the work. But what do Honeygainers do in their spare time while their devices are generating passive income for them? We asked, and you answered!

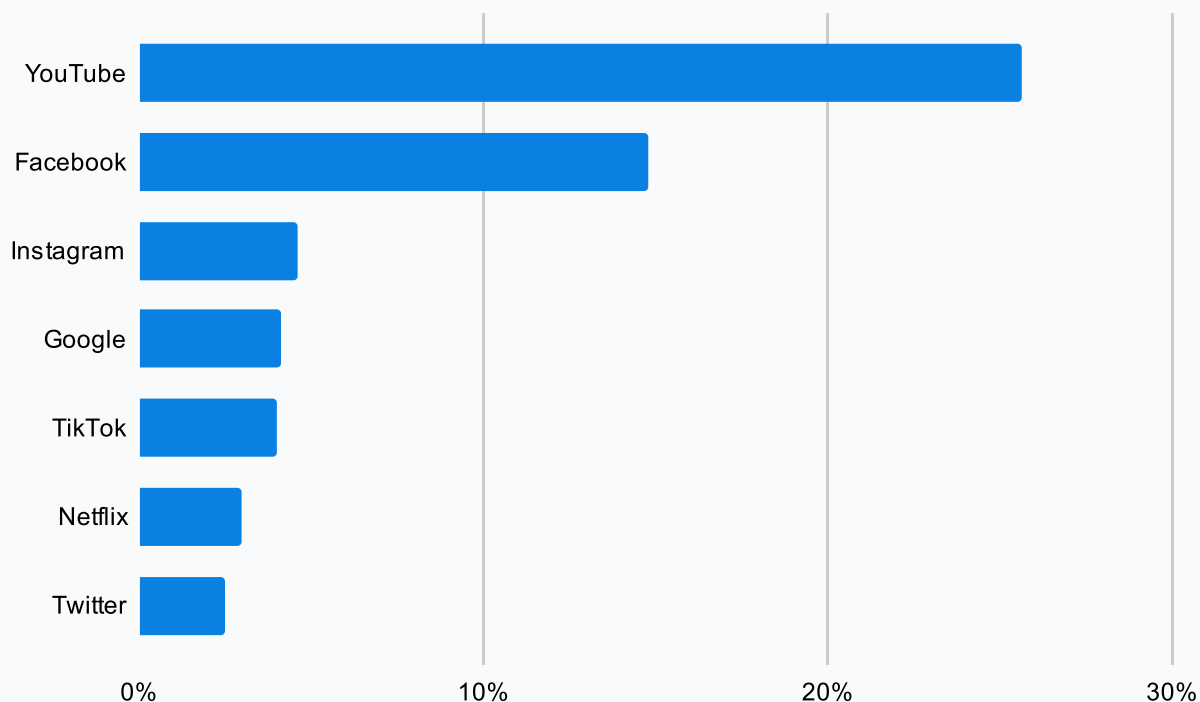
It turns out that Honeygainers are pretty active people and have multiple favorite activities: each respondent specified 3.2 hobbies on average. Movies and TV series were the absolute leader (66.24% of users), followed closely by music (58.60%), computer games (54.93%), and technologies overall (40.81%). Honeygainers also enjoyed reading books (30.35%), doing sports (29.08%), traveling (21.72%), and working on arts and crafts (17.87%).



As you can see, our users are a pretty diverse bunch. We love the thought of Honeygain appealing to all kinds of people – after all, who doesn't love having some extra money in their pocket?

Honeygainers spend a lot of time online - and why shouldn't they? After all, the **Honeygain application doesn't have any effect on their browsing speed or experience: they can continue using their device as they normally would!**

When we asked Honeygainers what websites they visit the most often, YouTube turned out to be the absolute leader: 25.64% of the respondents selected it as one of their favorites. Next in line were Facebook (14.81%), Instagram (4.58%), Google (4.11%), TikTok, Netflix, and Twitter.



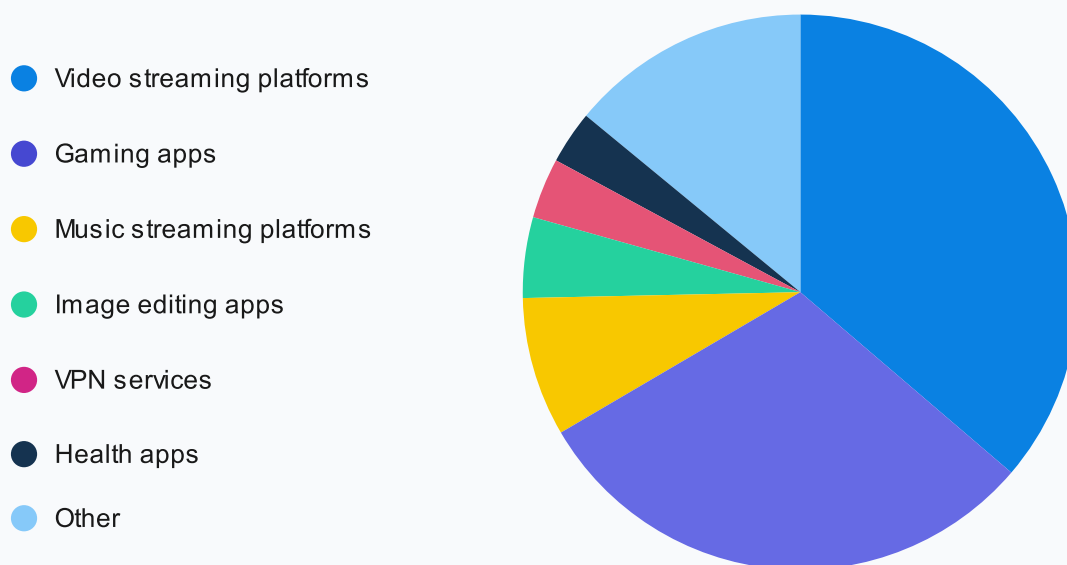
As you can see, Honeygainers love spending time on social media (only 9.33% of them claimed not to use it at all). We do too! As of now, Honeygain is active on Facebook, Twitter, Instagram, and TikTok – moreover, we are proud to have active user communities on Reddit and Discord.

Checking the survey results, we found out that 6.28% of Honeygainers follow us on more than one platform – which, if you ask us, is a great tactic for anyone who wants to hear all our hottest news first and get a chance to win extra Honeygain credits in the contests we hold regularly!

Judging the platforms individually, **Facebook was the overall leader: 28.08% of the respondents claimed they follow us there.**



People do hundreds of things online – however, they usually only pay for the ones they value the most and can't imagine their lives without. What types of paid subscriptions do Honeygainers have? Actually, there are two strong leaders: video streaming platforms (36.73%) and gaming apps (30.7%). Aside from them, our users mentioned music streaming platforms (8.21%), image editing apps (4.76%), VPN services, and health apps.

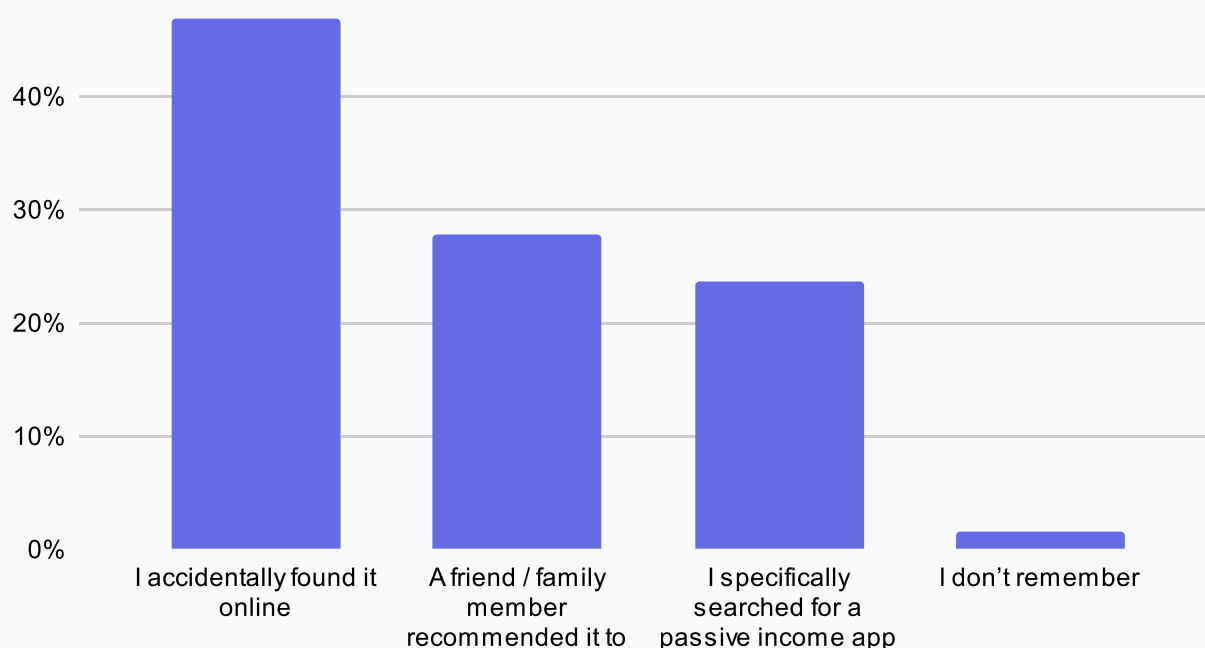


**Understanding the hobbies and preferences of Honeygainers allows us to tailor our content according to their needs:** we can make better choices when planning our future blog articles, preparing social media communication, and thinking of new ways to improve your user experience as much as possible.

## Your Honeygaining Journeys In Detail

In our survey, we also wanted to hear about your first encounter with Honeygain. Luckily, most of our respondents were pretty new to Honeygain, so they remember it like it was yesterday – only 1.59% of respondents said they don't remember where they first heard about the app! 46.96% claim it happened online accidentally, while 27.85% got interested after hearing their friends' or family members' recommendations.

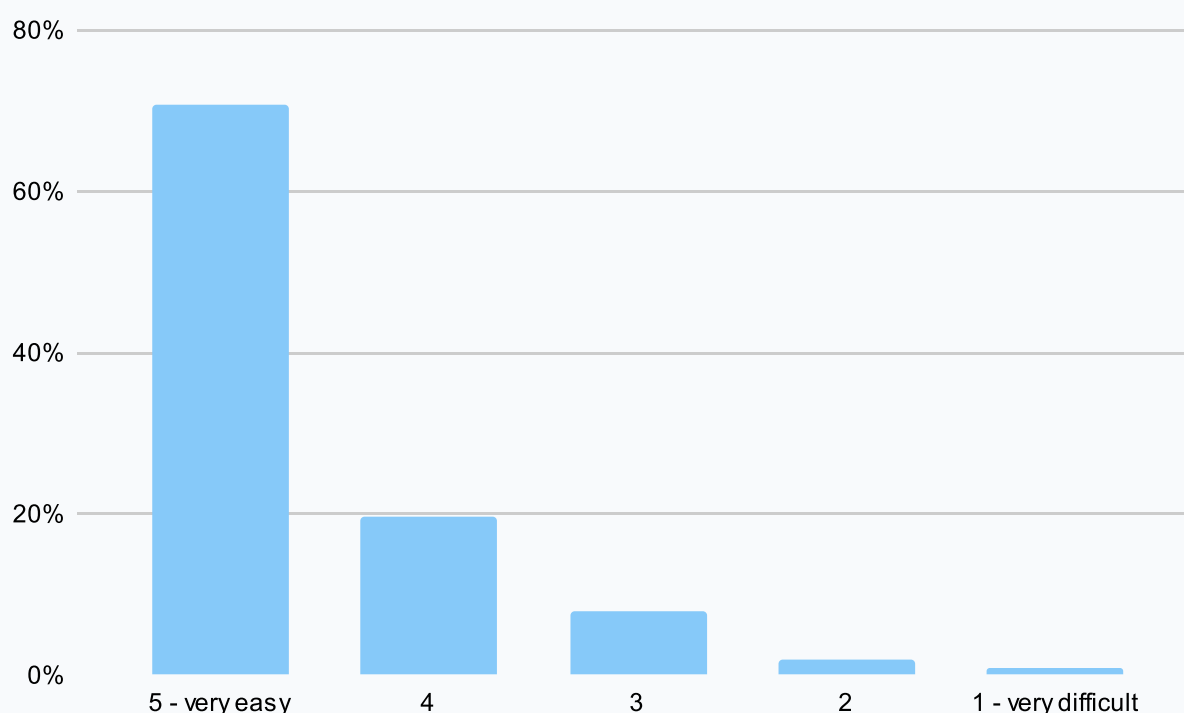
The remaining 23.6% were specifically looking for passive income apps. Some even mentioned learning about the importance of extra income sources on online courses about personal finance – needless to say, they couldn't go without trying the most effortless option!



Speaking of websites and online platforms where people hear about Honeygain the most often, YouTube (57.99%) and social media networks (25.37%) are absolute leaders. They're followed (not very closely, though!) by various blog posts, articles, press releases, forums, and discussion boards.

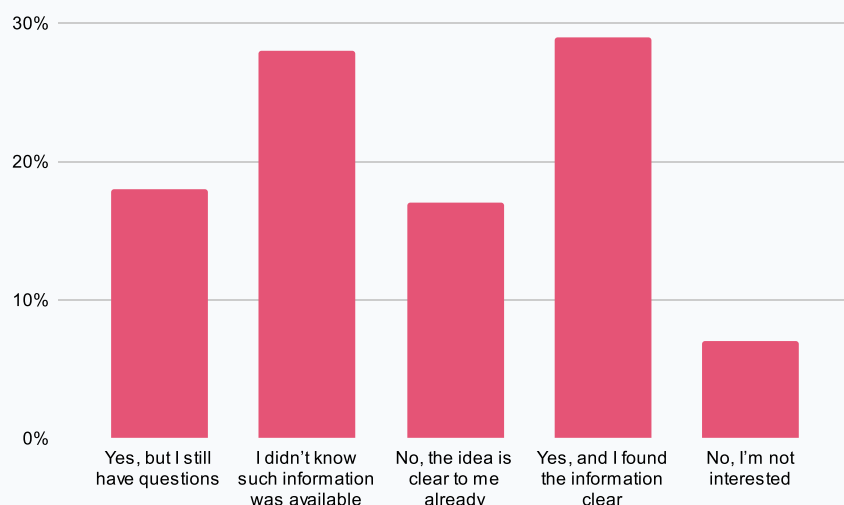
Next, we were interested to hear about the ways Honeygainers use our network: what features they have tried, which ones they use regularly, what type of content they find insightful, and how they feel about Honeygain in general. Here's what we learned!

Generally speaking, the survey respondents find Honeygain easy to use (the average score was 4.32/5; 70.86% of the responders picked the highest available mark – 5/5) and feel good about sharing their Internet connection with Honeygain's crowdsourced web intelligence network. They value their comfort by 4.15/5 on average (a noticeable rise since our previous survey, where the results were 4.11/5!), and 60.06% even pick the top mark (5/5).



Even though these are already incredible results, they also leave some room for improvement – **but you can rest assured our team works hard to ensure top-level security and smooth user experience!**

We also try to raise awareness and make sure our users understand the way their Internet connection is used by explaining our typical user cases on our website.

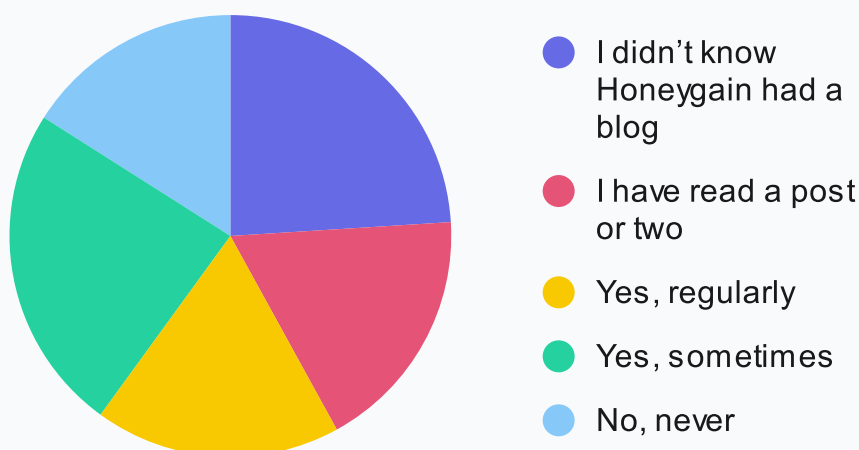


We were happy to hear the majority of Honeygainers (29.46%) have read and understood them, and 16.73% found the idea clear without any detailed explanations.

This correlates with the fact that when asked how well they think they understand what Honeygain does, our users defined their answer as 3.65/5 on average (38.45% of the respondents picked the highest mark - 5/5!) – which is a pretty good result. However, we're not sleeping on laurels!

The team shares a lot of valuable information on our blog, where they discuss not only Honeygain and its features but also personal budgeting techniques, smart saving tips, industry knowledge, and other insights.

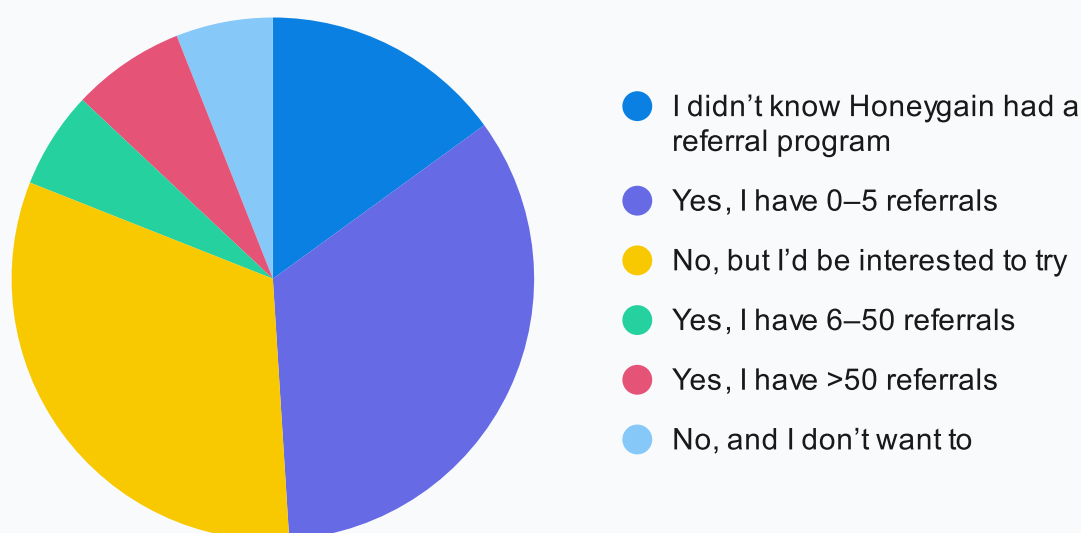
A whopping 60.08% of Honeygainers said they have read at least one of our articles, and 17.61% read it regularly – which is a great result!



Somewhat surprisingly, 24.26% said they didn't know Honeygain had a blog. **Well, now they do know – and we hope they'll find a ton of interesting articles in there!**

Only 31.38% of Honeygainers said they have used the Content Delivery (CD) feature, which allows them to earn more by sharing their connection for loading more bandwidth-intensive content. This can be partially explained by the fact that CD is not yet available in all areas: as of June 2021, it works in 38 countries. Don't worry – Honeygain is constantly introducing CD in new countries, so it's only a matter of time when it will be available to everyone.

46.89% of the respondents stated they participate in Honeygain's referral program – and 6.99% have over 50 active referrals! Another 31.59% said they have never tried it but would be interested – which is a sign for us to focus on producing some more introductory content on this topic.



You'll see – **it's just as effortless as other ways to earn with Honeygain!**

Honeygain also has a terrific Customer Support team that curates the Help page and addresses the concerns and issues individual users have. It's crucial for us that our customers know how to contact them in their hour of need – hence, we asked them about it in our survey.

The absolute majority of Honeygainers (48.53%) said they never contacted our Customer Support, but they do know how to do it, and 26.14% said they have already contacted the team at least once. We were thrilled to see 96.88% of the respondents stating they have never encountered any difficulties when using Honeygain. This also lets us assume most of the issues they contacted the Customer Support team about were minor and quick to solve!

Finally, we need to talk about recommendations. Word of mouth is not just the oldest but also the most powerful advertising tool: the marketing research company Nielsen states that a whopping 92% of consumers worldwide trust recommendations their friends and family members share with them more than any other type of promotion.

Needless to say, we were over the moon when we asked our survey respondents how likely they'd be to recommend Honeygain to their friends and family, and **73.15% chose 5/5** (18.17% went with 4/5, and 7.45% with 3/5). This shows a massive improvement from our previous survey where only 63.3% picked the highest possible mark!





The average of all the answers was **4.37/5** – which we consider to be a great achievement and a boost of encouragement for the entire team. **Your willingness to put in a good word for Honeygain means the world to us!**



## We Might Not Be Fairy Godmothers, But...

It's great to know that you enjoy the features and content we present! Nevertheless, we always strive to go that extra mile and guarantee that you're getting the best user experience possible – and then some. Because of that, we added a few questions to our survey that focused on the things you'd like to see on Honeygain in the future.

We defined four potential updates that our team has thought of, discussed, or even started working on already, and asked which one would make you the happiest. The results were as follows:

-  61.79% of the respondents would love to see **more payment options**. Honeygain currently offers two (PayPal and Bitcoin), but we're already looking for ways to add some new options to the selection!
-  16.55% would like to see the **Honeygain dashboard redesigned**. This one's actually already in the works – just wait and see what our talented designers and developers introduce!
-  14.4% say they would enjoy seeing **more informational content**. This is something we're creating and adding constantly – make sure you follow us on social media and frequent our blog!
-  Up until now, we had apps for Windows, macOS, Linux, and Android – but in the survey, 7.25% of Honeygainers told us they would love an **iOS application**. Well, we've got some exciting news for them: Honeygain iOS entered its Closed Beta testing stage in July and will soon be available to the entire community!

Our team is incredibly capable and professional – however, just like everyone else, we only have 24 hours on any given day. Understanding your needs and preferences helps us pick the right priorities, organize our daily tasks in a way that ensures maximum user satisfaction, and not waste our valuable time on irrelevant details!

## Before You Go

Honeygain has grown exponentially since the last time we issued a questionnaire (and keeps growing still!), and by now, it's impossible to personally answer every message, reply to every comment, and encourage every Honeygainer. Luckily, conducting regular User Experience and Awareness Surveys is a great way to hear hundreds of thousands of users out at once, get to know them better, and learn to match their needs a lot more closely!

Our team is especially thrilled to notice how some of the numbers grew since the previous year: you are now more comfortable with sharing your Internet connection with Honeygain and more willing to recommend it to your friends and family. This means we have heard you right and made the best choices possible to improve our app, our content, our communication, and our user experience.

We hope we can boost them even further by the time it's time to do another questionnaire –  
**just wait and see!**

