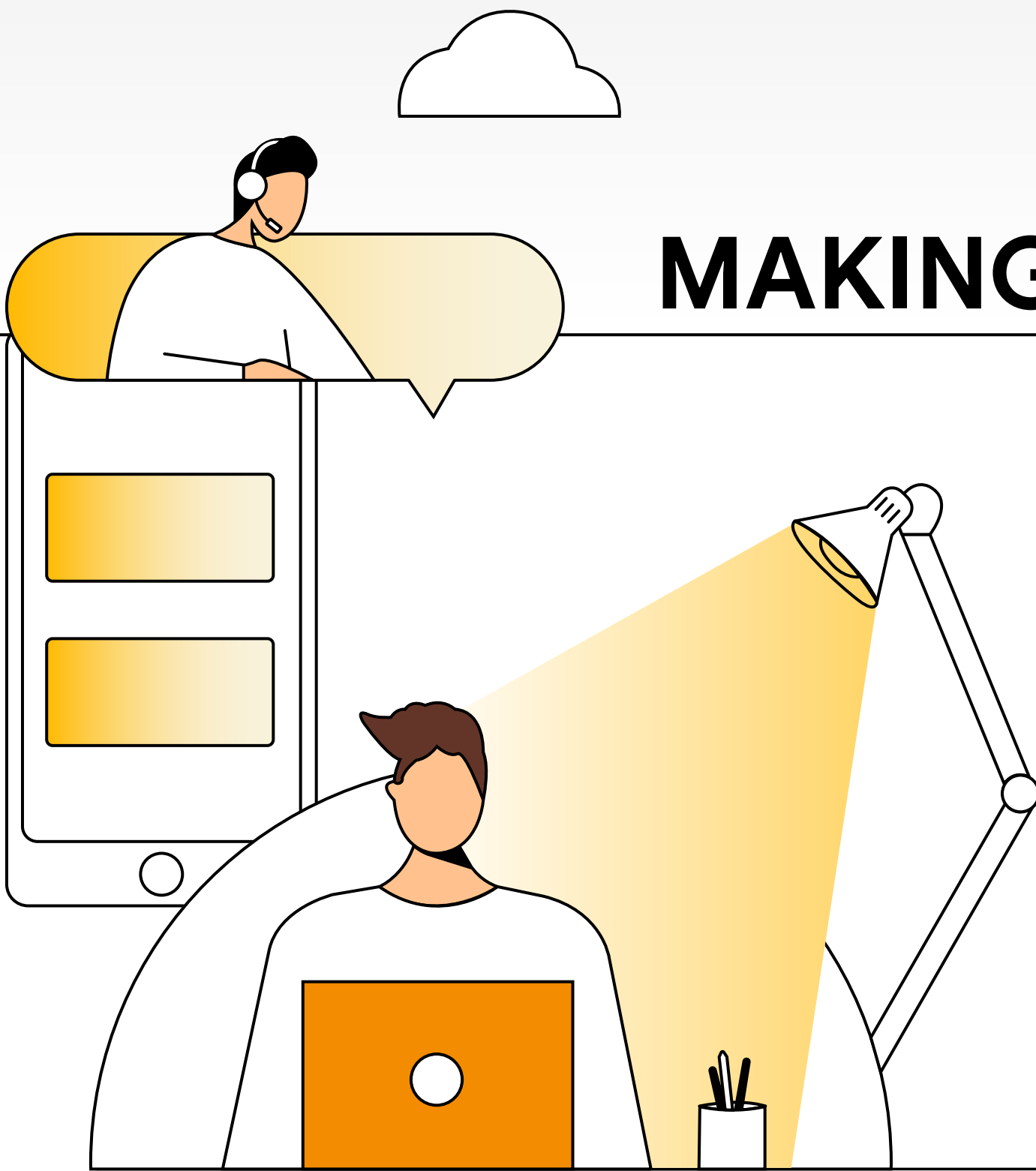


Finding Connections and Value in Community

Insights from the 2023 C2C Member Pulse



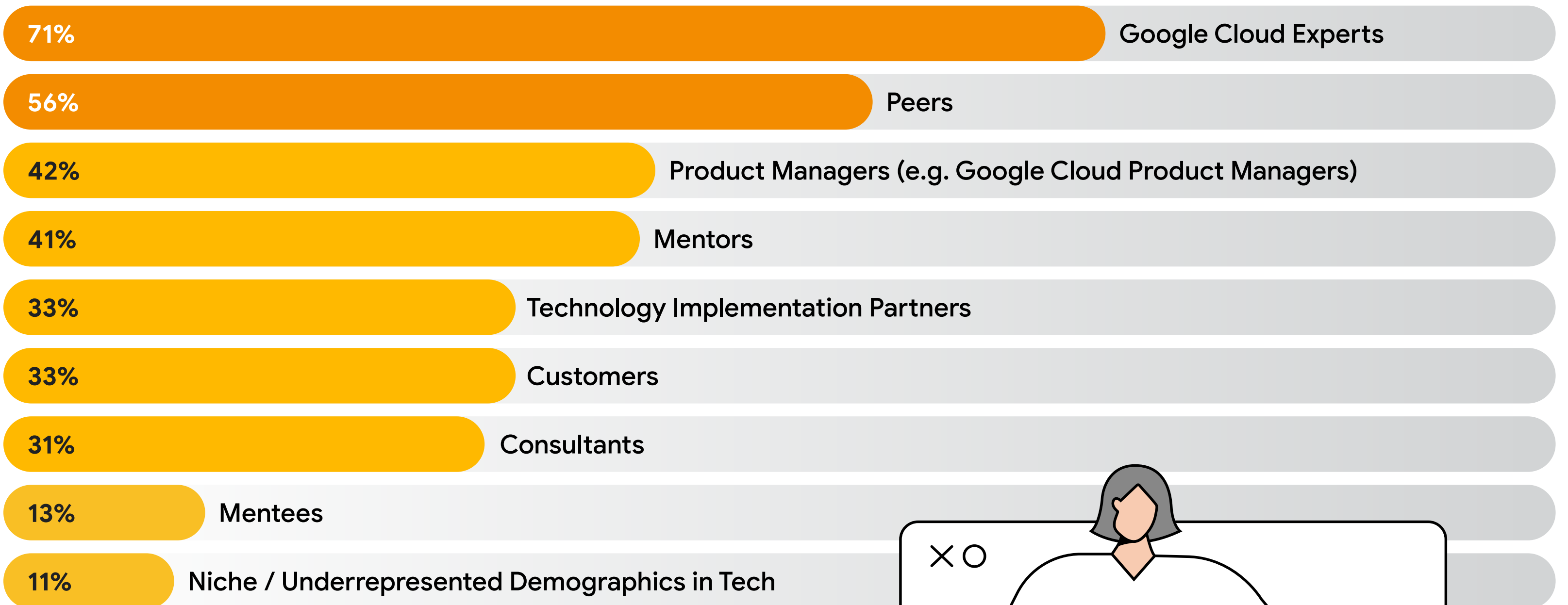
MAKING FRIENDS



Reasons to Join Communities



Who Members Want to Connect With



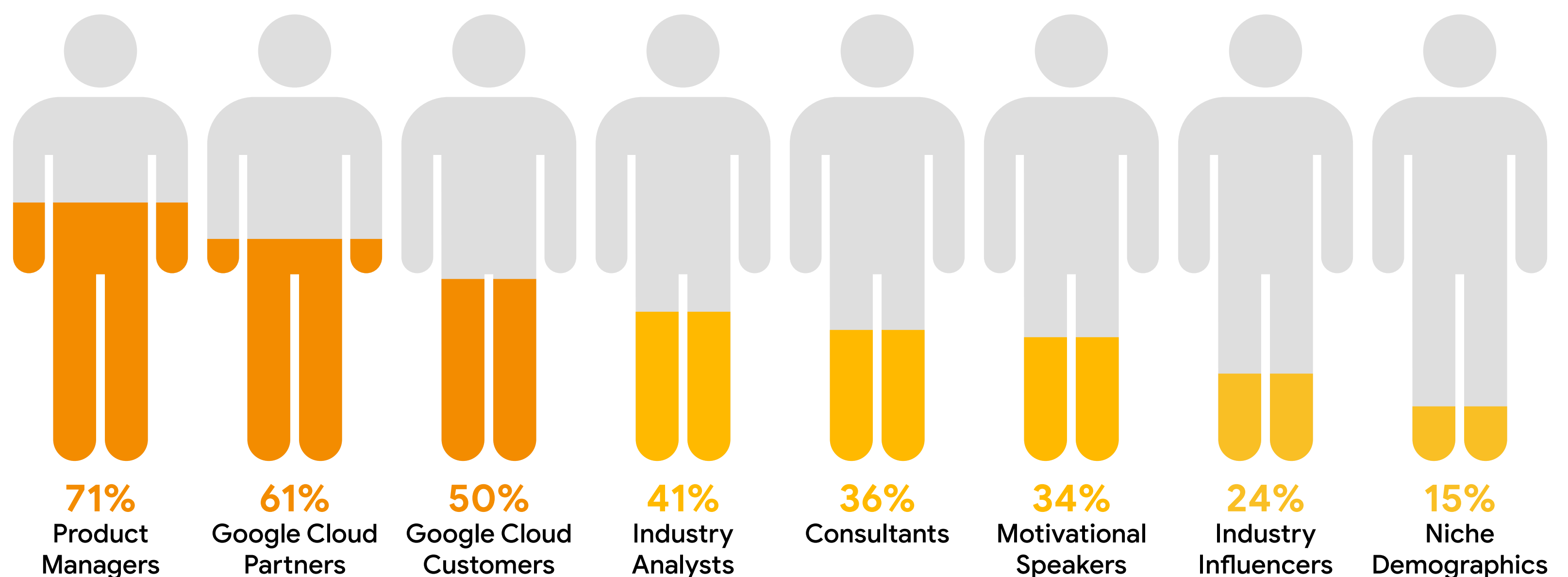
Q: WHAT ARE THE MAIN REASONS YOU ENGAGE WITH THIRD-PARTY COMMUNITIES IN THE CLOUD TECHNOLOGY SPACE AND/OR RELATED INDUSTRIES? PLEASE SELECT UP TO THREE OPTIONS. (N=461)
 Q: WHEN JOINING AND PARTICIPATING IN COMMUNITIES, WHAT TYPE(S) OF COMMUNITY MEMBER(S) ARE YOU HOPING TO CONNECT WITH? PLEASE SELECT ALL THAT APPLY. (N=431)



WELCOME TO THE STAGE

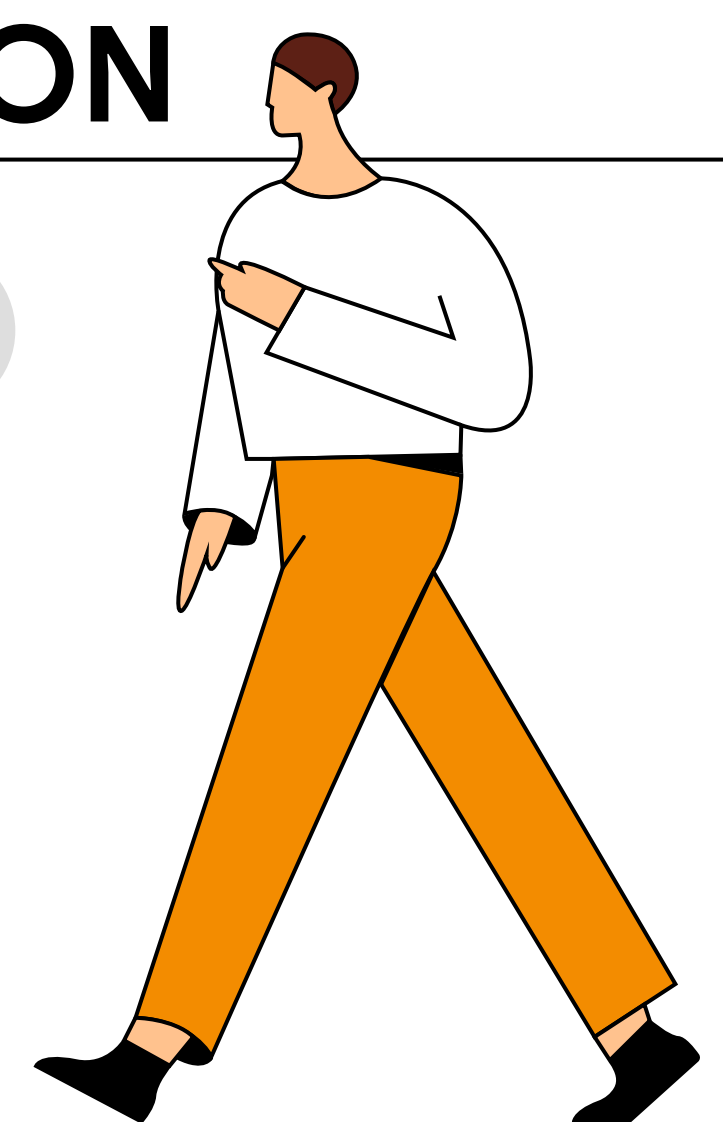
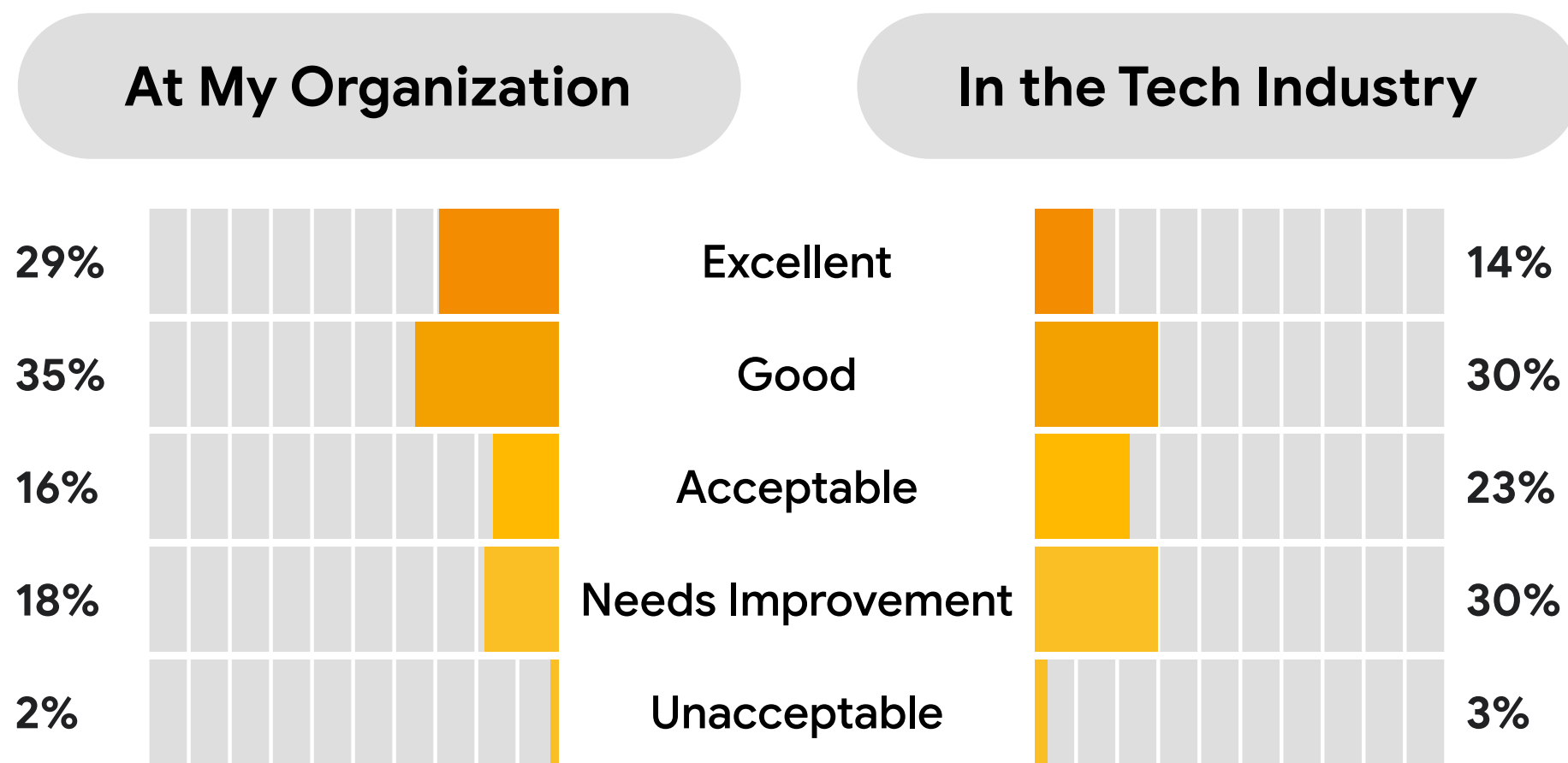


While networking is the driving force for joining a community, when it comes to community events—whether in person or virtual—the “content and agenda topics” is the #1 factor for respondents’ decision to attend.



Q: WHO DO YOU WANT TO HEAR FROM AT EVENTS? PLEASE SELECT ALL THAT APPLY. (N=451)

DIVERSITY, EQUITY, AND INCLUSION



Q: OVERALL, HOW WOULD YOU RATE DIVERSITY, EQUITY, AND INCLUSION ...IN THE TECHNOLOGY INDUSTRY (N=432) ...AT YOUR ORGANIZATION (N=438)
 SAMPLE SIZE AND DATA ADJUSTED TO EXCLUDE RESPONDENTS WHO SELECTED 'DON'T KNOW/NOT SURE' OR 'PREFER NOT TO SAY'



The Google Cloud
Customer Community

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