



User Satisfaction Report

*What do users think about Hoplr,
the app experience and our core values?*

September 2025



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Management summary

Hoplr is a social enterprise from Ghent, founded in 2014 with a clear societal vision: to shift the focus from the individual to the local community. Our mission is to leverage the collective power of neighbourhoods to address modern challenges such as aging populations, social inclusion, and citizen participation. As the leading neighbourhood network in the Benelux area, Hoplr is currently active in over 250 cities and municipalities, serving more than 1,000,000 households. Crucially, the platform provides a private, ad-free, and secure environment (fully GDPR and ISO 27001 compliant) where residents can connect with confidence.

This user satisfaction report answers the following questions:

- Are Hoplr users satisfied with the app and the functionalities?
- Do Hoplr users recommend the app?
- What do users think about the core values of Hoplr?

This report offers a transparent analysis of our platform's performance, based on a long-term satisfaction survey, supplemented with app reviews, testimonials, three cross-sectional user surveys, and secondary data of the triennial *Gemeente- en stadsmonitor* survey administered by the Flemish government.

The user satisfaction survey is a short survey sent out to all new users, three months after signing up. Therein, they can indicate to what extent Hoplr meets their expectations, express how important Hoplr's core values are to them, to what extent they would recommend Hoplr to their friends and family, and give general feedback. Since 2021, the year we started this survey, more than 25000 Hoplr users have completed this survey (response rate of just under 4%). With the two cross-sectional surveys we asked random samples of users in 2021 and 2022 about the impact Hoplr has had on their (neighborly) lives. With these surveys we asked them about their local social relationships, their perceived social cohesion and local social support. 4368 users participated in 2021 (response rate = 7.8%), and 3186 in 2022 (response rate = 4.8%).

The findings confirm that users strongly value our mission and their experience.

- Approximately 74% of users are 'Satisfied' or 'Very satisfied' with Hoplr and rate the app highly in the app store (4.3) and play store (4.4).
- Hoplr's core values of privacy focused, advertisement free, and community first are highly valued, setting Hoplr apart from mainstream social media platforms
- These online connections are translating into real-world interactions, with 42% of users having met new neighbours through the platform.
- This positive engagement is reflected in a Net Promoter Score (NPS) of +26%, indicating that residents are not just users, but advocates for a more connected neighbourhood.

Neighbourhood Stories: The Tangible Impact of Hoplr

Beyond the data and satisfaction scores, the true measure of Hoplr's success is found in the daily interactions it facilitates between neighbours. The following stories, shared spontaneously by our users, illustrate the platform's real-world impact on social cohesion, mutual support, and the quality of life within a community.

Breaking the Cycle of Social Isolation

For many, the neighbourhood network serves as a vital link to the outside world, combating loneliness and isolation. Linda's story is a powerful example:

"I have already been helped a lot by joining Hoplr. Also for further follow-up. I had ended up in isolation because of my disability and was hardly able to leave. People from the OCMW [Public Centre for Social Welfare] have also contacted me. Thank you for bringing this about."

— Linda

Neighbourly Help in Action

Hoplr activates the social capital within a neighbourhood, making it easier for residents to ask for and offer help. This ranges from sharing tools to providing hands-on assistance, as André describes:

"Neighbours can help each other by giving away things that would otherwise be thrown away. Lending tools, such as stairs. I myself have already helped a neighbour to prepare her garden for the winter. She is 72 years old and really could not. This is how you help your neighbour. I couldn't have done that without Hoplr."

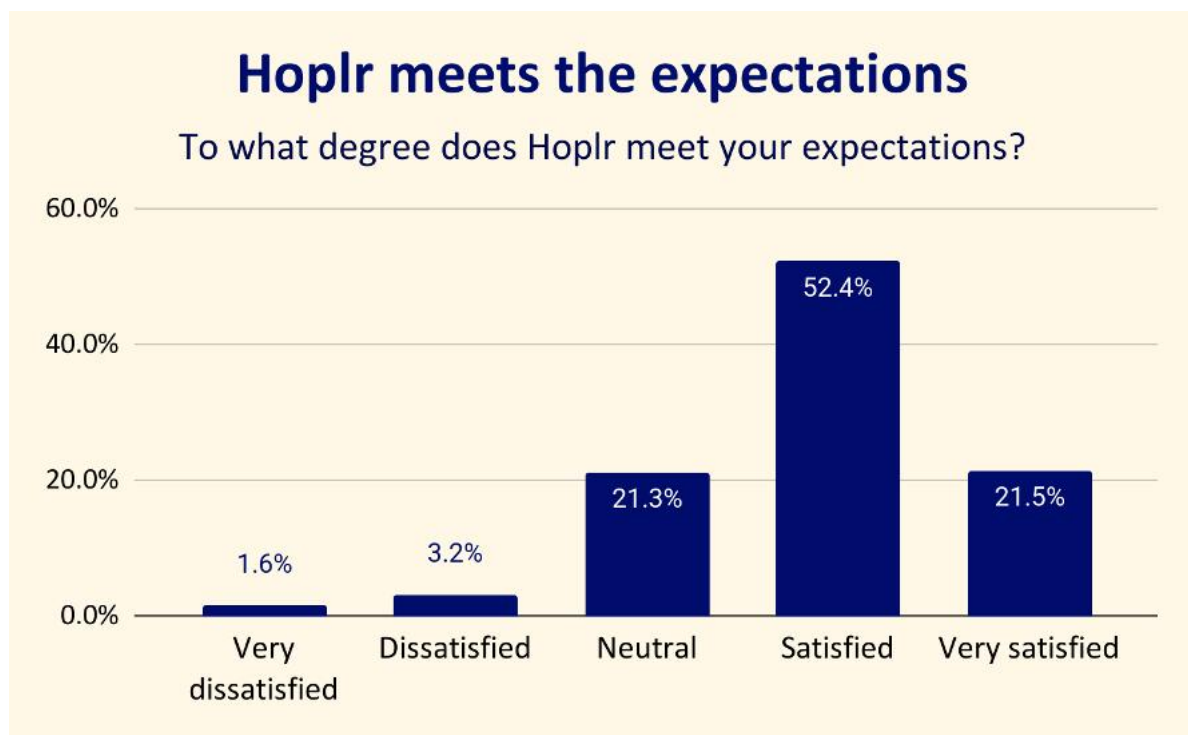
— André

A platform for and by residents

The success of any neighbourhood network is ultimately determined by the people who use it. For Hoplr to be effective, it must be more than just a tool; it needs to be a trusted and valued part of the community. Our data show a strong and clear endorsement from the residents themselves, confirming that Hoplr is a platform they willingly embrace.

High Levels of User Satisfaction

After three months of use, residents are surveyed about their experience. The results show a consistently positive reception. Approximately **74% of users indicate that they are 'Satisfied' or 'Very satisfied'** with how Hoplr meets their expectations. This high level of satisfaction, which is at least level with¹ or significantly above the industry standard for communications and media companies² depending on the source, is a strong indicator that the platform is user-friendly, relevant, and effectively serves the needs of the neighbourhood.



The satisfaction score remains constant across the years, varying between 71.5% and 76.5%.

This sentiment is echoed in the public app stores, where users spontaneously share their thoughts. One user aptly describes Hoplr as:

★★★★☆ Maartse buien - 22 juli 2025

Original: Een app die de verloren verbondenheid, in de huidige tijd, in je buurt kan stimuleren m.b.v. een veilige digitale omgeving. Ik raad het iedereen aan.

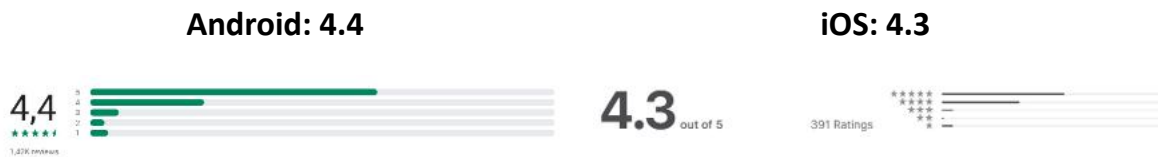
¹ <https://1flow.ai/blog/csat-benchmarks-industry>

² <https://www.retently.com/blog/customer-satisfaction-score-csat/>

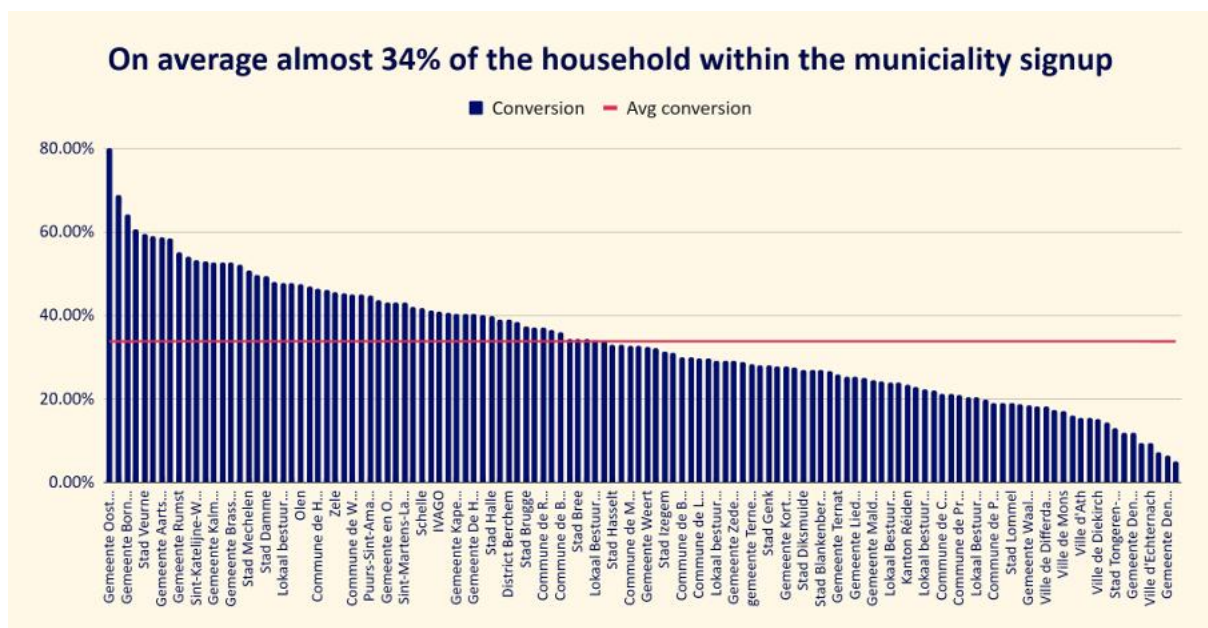
Translation: "Neighbourhood network. An app that can stimulate the lost connection in your neighbourhood, in this day and age, with the help of a safe digital environment. I recommend it to everyone."

High adoption rates and app ratings

This high user satisfaction score is underpinned by real world and behavioral data. First of all, the Hoplr apps are rated highly in the Google Play Store (4.4) and the Apple App Store (4.3)³.



More importantly, we see high adoption rates in the municipalities where we are launched, with on average 34% of the households signing up, but also with outliers of up to 81% (!).

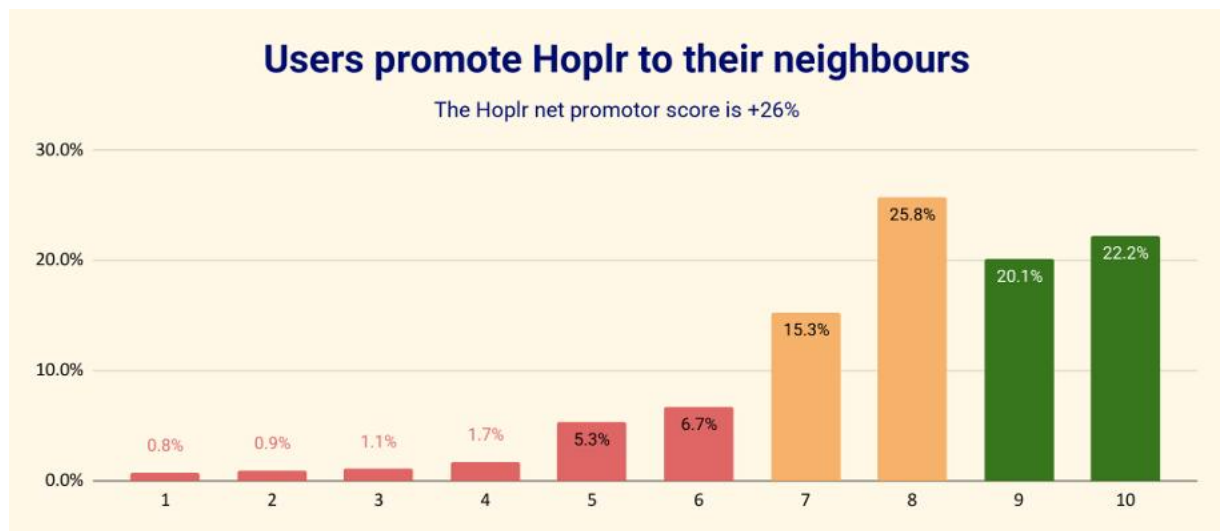


³ Scores are obtained from the Belgian Google Play Store and the Belgian Apple App store.

From Satisfied Users to Active Ambassadors

Beyond personal satisfaction, we measure how likely users are to recommend Hoplr to their neighbours, friends, and family. This is calculated using the Net Promoter Score (NPS), a global standard for measuring customer loyalty.

Hoplr has a **Net Promoter Score of +26%**. A positive score indicates that there are significantly more 'Promoters'—residents who actively recommend the platform—than 'Detractors'. This turns satisfied users into active ambassadors who help the neighbourhood network grow organically and sustainably.



NPS scores between 0 and 30 are considered a good score⁴. Hoplr's NPS score is level with the industry average for social media companies (25.3)⁵, communication and media (30)⁶.

This willingness to champion the platform is often rooted in the tangible help and connection it provides, as one user noted in a review:

★★★★★ Corrie Kleindijk - 5 augustus 2025

Original: Ik heb al geregeld hulp kunnen bieden en ontvangen. Daarnaast is het een prettig medium om op de hoogte te blijven van dingen die spelen in de buurt.

Translation: "I have regularly been able to offer and receive help. In addition, it is a pleasant medium to stay informed about things that are happening in the neighborhood."

⁴ <https://www.retently.com/blog/good-net-promoter-score/>

⁵ <https://trustmary.com/nps-net-promoter-score/nps-by-industry/>

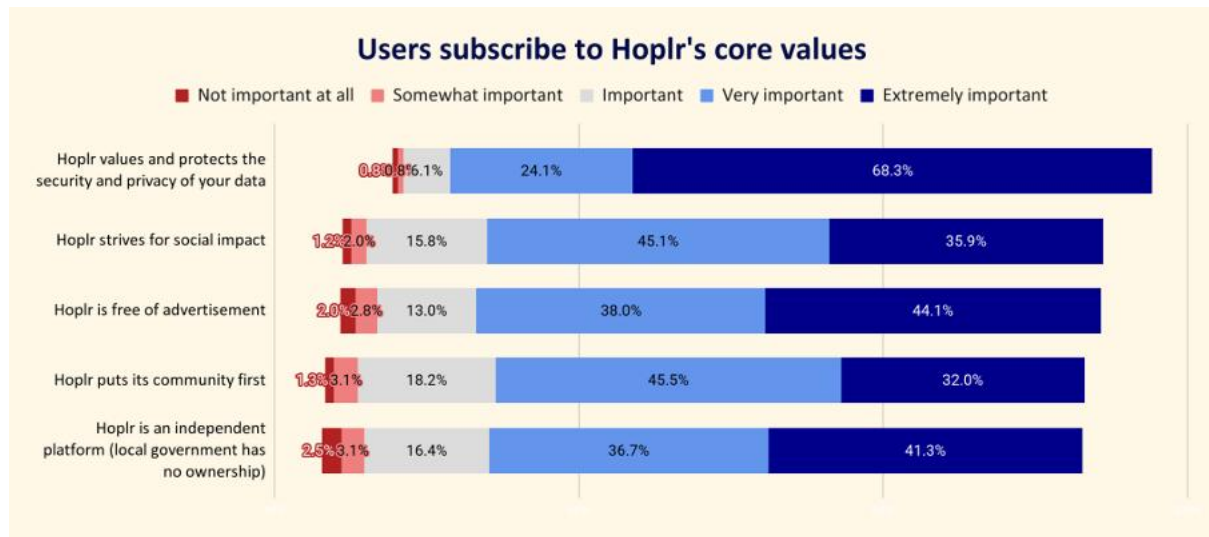
⁶ <https://www.retently.com/blog/good-net-promoter-score/>

Safety and Trust as the Foundation

A thriving online community can only exist when its members feel safe. Unlike commercial social media platforms that are often driven by advertising and data monetization, Hoplr was built on a foundation of trust, privacy, and security. This focus is not just a policy but a core value that is deeply shared and appreciated by our users.

Users Value Privacy and an Ad-Free Experience

Our survey data provides clear evidence that users prioritize a secure and non-commercial environment. When asked about Hoplr's core values, the response is overwhelming. An exceptional **92.4% of users rate the protection of their security and privacy as 'Important' to 'Extremely important'**. This confirms that a trusted environment is the primary expectation for a neighbourhood platform. Similarly, the ad-free nature of Hoplr is highly valued, reinforcing the platform's focus on community over commerce.



Since the start of our survey, we see that the appreciation of these core values remain constant over the years, with scores varying about $\pm 3\%$ per year.

This commitment to creating a secure space is a key reason why users feel comfortable engaging with their neighbours. As one user states, it's about creating real connection within a safe context:

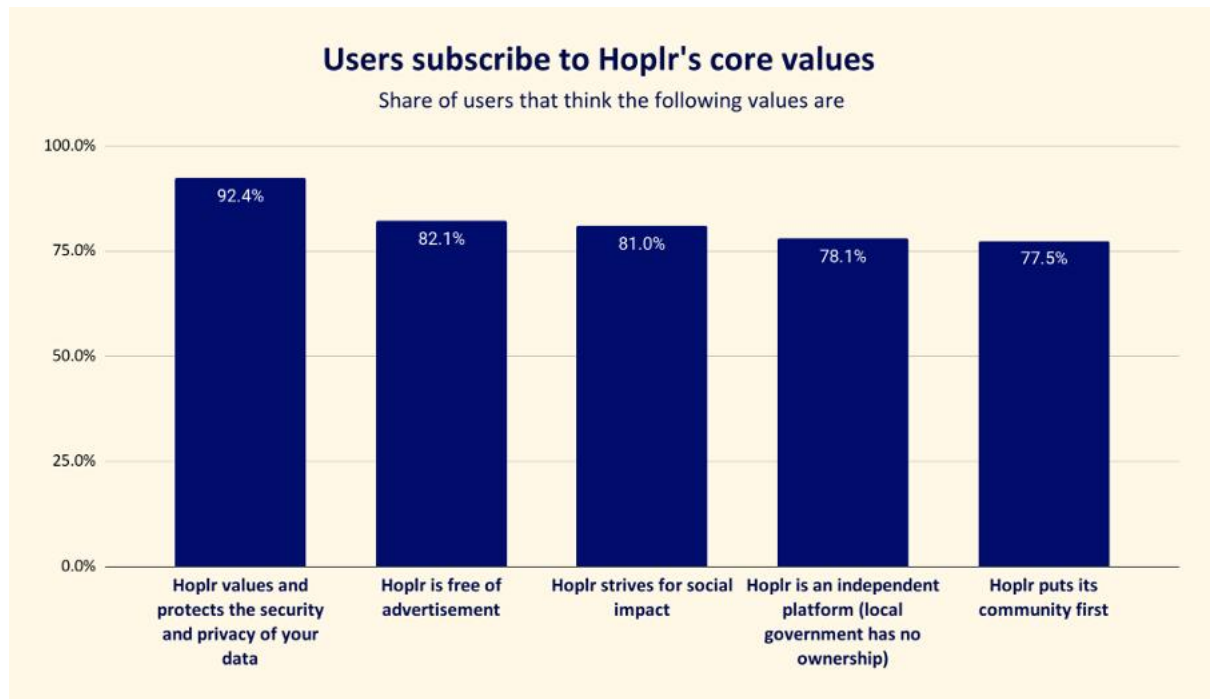
★★★★☆ Z3R0C00I1500 - 14 juli 2025

Original: Super! Pratique! Potentiel d'amélioration! Je ne suis pas un fan de réseaux sociaux en général, mais la dimension de quartier ici est magnifique. N'étant pas sur Facebook, j'apprécierais un effort côté, gestion des événements, comme par exemple que les événements auxquels je suis intéressé apparaissent dans mon calendrier du téléphone. Merci et continuer d'améliorer!

Translation: "Super! Practical! Potential for improvement! I am not a fan of social networks in general, but the neighbourhood dimension here is wonderful. Not being on Facebook, I would appreciate an effort on the event management side, for example, that events I am interested in appear in my phone's calendar. Thank you and keep improving!"

A Trusted Alternative to Mainstream Social Media

The high support for our core values show that many residents are looking for meaningful local connections without the intrusions often associated with other social networks. Hoplr is designed to be that trusted alternative. The focus is exclusively on the neighbourhood, ensuring that discussions are relevant and interactions are genuine.



This intentional design is praised by users who are otherwise wary of social media, and who value the ability to connect with neighbours without compromising their privacy:

★★★★★ Catheren65 - 28 november 2024

Original: Top. Vraiment chouette, appli très pratique pour vous connecter à vos voisins, sans intrusion, juste des bonnes info, des choses à donner et annonces en tous genres. J'apprécie.

Translation: "Top. Really nice, a very practical app to connect with your neighbours, without intrusion, just good info, things to give away, and all sorts of announcements. I appreciate it."

The Engine of Social Cohesion and Mutual Support

Hoplr's ultimate goal is to bridge the gap between online interaction and offline connection. A digital neighbourhood network is only truly successful when it strengthens the social fabric of the community in the real world. Based on our cross-sectional impact assessments, we found that Hoplr is a powerful engine for this transformation, enabling residents to build meaningful relationships and support one another.

From Digital Handshakes to Real-World Encounters

The most direct measure of our success in fostering offline connections is a simple but powerful statistic: **42% of users have met new neighbours through the platform**. This indicates that nearly half of the active households are expanding their local social network, turning digital acquaintances into familiar faces in the street.

This is often a deliberate and positive process, where residents become active builders of their own community, as Roland describes:

"Yes, everything goes according to plan and via Hoplr I learn what is happening in the neighbourhood. In addition, I made publicity for a neighbour last Friday for Hoplr and she has since joined the network. Commendable initiative."

— Roland

In addition, **80% greets more than 6 neighbours** when they meet in the neighbourhood (more than half greets more than 10), and about **70% has conversations with their neighbours on a weekly base**.

Activating Neighbourly Help

Beyond social encounters, Hoplr facilitates a culture of mutual support by making it easy to ask for and offer help. The platform activates the neighbourhood's "social capital"—the collective skills, knowledge, and resources available—to solve everyday problems.

Friedl's experience is a perfect illustration of how the platform empowers residents to support their neighbours:

"We sought access to the platform because we heard through others that a message had appeared on Hoplr about our youngest son's stuffed toy. He had lost it. Through Hoplr, we found it. Thank you so much for this. I started with no expectations but immediately had a very positive experience. I hope that Hoplr can contribute to a warm neighbourhood where you feel at home. I am happy to help with that."

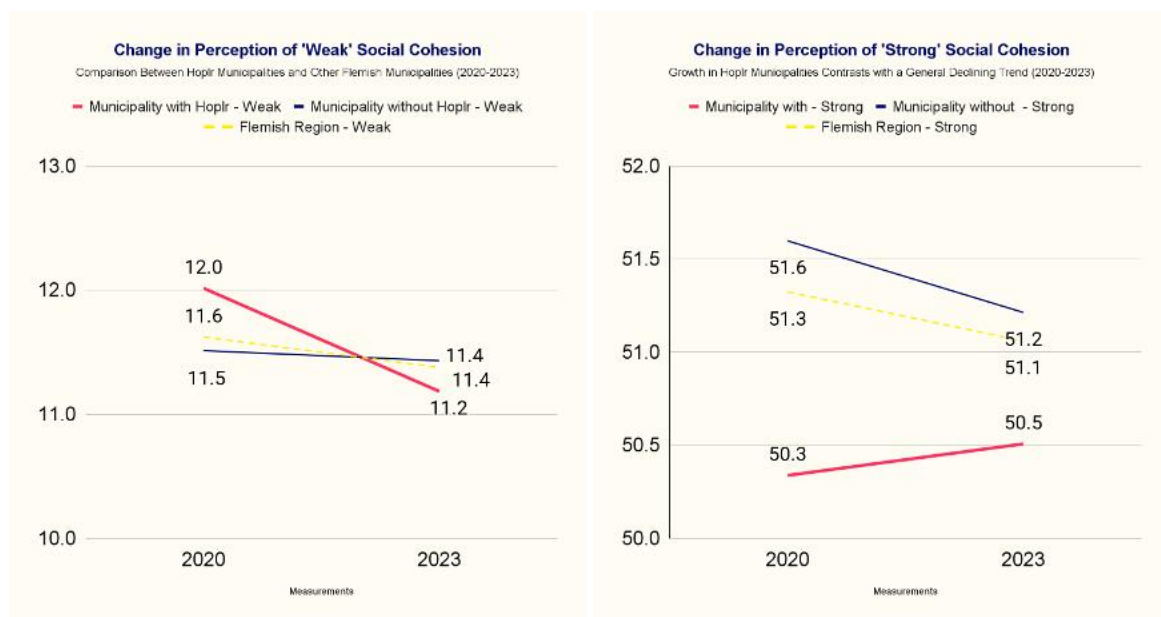
— Friedl

Further, our survey data shows that 50% of the Hoplr users (strongly) agree with the statement that they feel a responsibility towards their neighbourhood. More than $\frac{1}{3}$ believe they have to make a difference and 80% believes it is important to be aware of neighbourhood issues

Strengthening the Social Fabric at the Municipal Level

Beyond the direct experiences of our users, we can see a measurable, positive impact on the social fabric at the municipal level. By analyzing public data from representative surveys conducted across Flanders in 2020 and 2023⁷, we can compare the evolution of social cohesion in municipalities that partner with Hoplr versus those that do not.

While the overall perception of social cohesion remained stable across Flanders during this period, a significant trend emerged: **In municipalities that use Hoplr, the percentage of residents who perceive the social cohesion in their neighbourhood as 'weak' has significantly decreased.**



When we examine the individual indicators of social cohesion, this trend becomes even clearer. The data shows that the group of residents who do not feel at home with their neighbours, and the group who feel there is little contact in their neighbourhood, have both shrunk significantly in municipalities working with Hoplr.

In summary, these figures indicate that the perception of the social fabric in municipalities with Hoplr is improving, particularly among the groups who previously considered it weakest. In municipalities without Hoplr, by contrast, the assessment of the social fabric appears to be in a slight decline. This suggests that partnering with Hoplr can be part of a successful formula for tackling social cohesion and strengthening neighbourhoods across a municipality.

⁷ Based on the triennial *Gemeente- en stadsmonitor* survey administered by the Flemish Government. Because of the high penetration rate in the Flemish market (30% of the municipalities), being our home market, and the mere data availability, we are limited to Flanders for these kinds of analyses.

A Strategic Partner for Your Municipality

The data and stories in this report lead to a clear conclusion: Hoplr is more than a platform; it is a strategic partner for municipalities aiming to build stronger, more resilient, and more connected communities. Throughout this analysis, we have demonstrated a measurable impact across crucial domains for local governance:

- **Strengthened Social Cohesion:** By turning online interactions into offline encounters, Hoplr increases social contact. 42% of users have met new neighbours through the platform. On a municipal level, this translates into a significant decrease in the number of residents who perceive social cohesion as 'weak' in municipalities that partner with Hoplr.
- **Enhanced Engagement:** The Net Promoter Score of +26% shows that residents are not just users, but ambassadors for a more connected neighbourhood. The stories of Linda, André, and Friedl illustrate how the platform stimulates a culture of active neighbourly help and civic spirit.
- **A Trusted and Safe Environment:** In an era of data commercialisation, Hoplr offers a foundation of trust. An exceptional 92.4% of users rate the protection of their privacy and security as 'Important' to 'Extremely important'. This makes Hoplr a valued and reliable communication channel, free of advertising and unwanted distractions.

An Investment in Your Social Infrastructure

The data in this report shows that an investment in Hoplr is not a cost, but an investment in the social infrastructure of your municipality. The positive impact on well-being, safety, and engagement is a direct return on your public funds.

Discover the Impact for Your Municipality

We invite you to take the next step and see for yourself what a dedicated neighbourhood network can mean for your residents.

Contact us for a demo and discover what Hoplr can do for your municipality.