

Alioune

Data Scientists and Associates

A STUDY ON THE WILLINGNESS OF INDIVIDUALS TO PAY TO BE PART OF A COMMUNITY WITH A COMMON GOAL

A Case for Community Economics

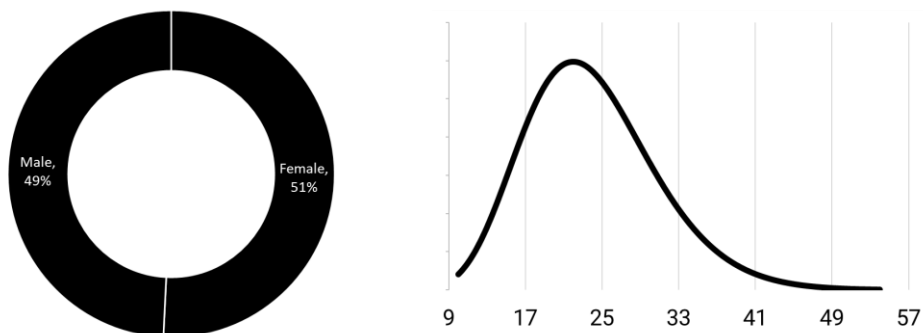


Introduction:

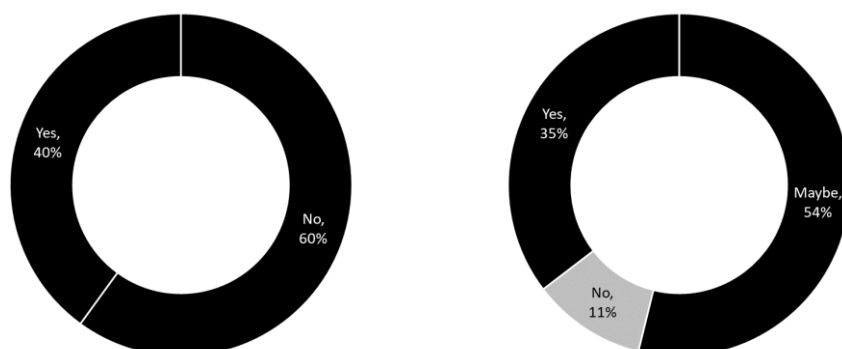
The purpose of this study was to investigate whether people would be willing to pay to be part of a community with a common goal. Being part of the community would guarantee a job, essential healthcare, and essential education. A survey was conducted with a total of 65 respondents to gather data on this topic.

Methods:

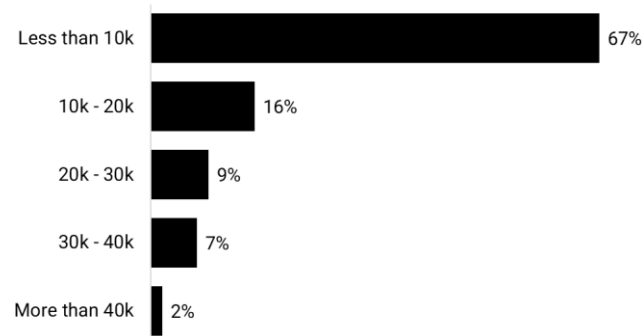
The survey was conducted online and targeted a diverse group of individuals with a minimum age of 18 and a maximum age of 54. The median age of the respondents was 22. 49% of the respondents were male and 51% were female.



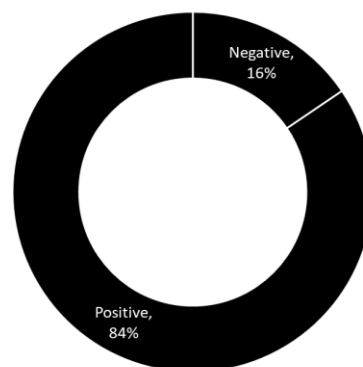
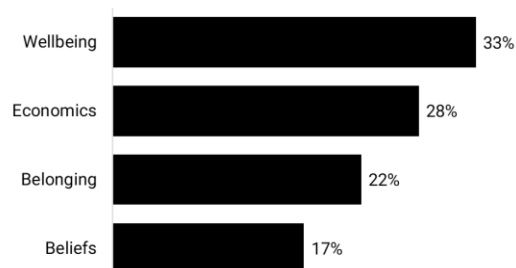
The survey asked respondents if they were currently employed, with 40% indicating that they were and 60% indicating that they were not. Respondents were then asked if they were interested in being part of the community being offered. 35% of respondents indicated that they were sold on the idea, while 54% said maybe and 11% said no.



The remaining 58 respondents were asked how much they would be willing to pay for this opportunity, with 67% indicating that they would pay less than R10,000, 16% indicating that they would pay between R10,000 and R20,000, 9% indicating that they would pay between R20,000 and R30,000, and only 2% indicating that they would pay more than R40,000.



An open-ended question was also included in the survey, and natural language processing was used to identify key themes in the responses. The themes identified were wellbeing (33%), economics (28%), belonging (22%), and beliefs (17%). Of these themes, the sentiments expressed were negative 16% of the time and positive 84% of the time.



Results:

The results of this study indicate that a significant number of respondents (35%) would be interested in being part of the community being offered, with an additional 54% expressing some level of interest. The majority of respondents (67%) indicated that they would be willing to pay less than R10,000 for this opportunity, while a smaller number (16%) were willing to pay between R10,000 and R20,000. Only 9% of respondents were willing to pay between R20,000 and R30,000, and only 2% were willing to pay more than R40,000.

The open-ended question revealed that the key themes identified by respondents were wellbeing, economics, belonging, and beliefs. The sentiments expressed in relation to these themes were largely positive, with 84% of responses being classified as positive and only 16% being classified as negative.

Discussion:

The results of this study suggest that there is some level of interest among the respondents in being part of a community with a common goal. The majority of respondents (67%) were willing to pay less than R10,000 for this opportunity, indicating that price may be a significant factor in their decision-making process. The open-ended question revealed that the key themes identified by respondents were wellbeing, economics, belonging, and beliefs, with positive sentiments being expressed in relation to these themes.

It is worth noting that the sample size for this study was relatively small, with only 65 respondents participating. Further research with a larger sample size may be necessary to draw more concrete conclusions about the willingness of individuals to pay to be part of a community with a common goal.

Conclusion:

Overall, the results of this study suggest that there is some level of interest among individuals in being part of a community with a common goal. While the price may be a significant factor in the decision.

Link to the [Questionnaire](#).