



Street SessionsSM On-the-Spot Qualitative Research Interviews **Results Summary** **Perceptions of Central Park & the Central Park Conservancy**

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Perceptions of Central Park

- For these New Yorkers, Central Park is an integral part of life in New York City - an oasis from the hustle and bustle of New York City life.
- Central Park offers New Yorkers a rich diversity of activities, events, and escapes:
 - Live events like concerts,
 - Events for kids,
 - Exercising,
 - Socializing,
 - People watching, and
 - Simply “getting lost” in the peacefulness of the park.

Perceptions of the Central Park Conservancy

- Many of these New Yorkers have an awareness of the Central Park Conservancy.
- Familiarity is primarily based on the Central Park Conservancy’s presence in the park – from signs and logos, to seeing Central Park Conservancy staff working throughout the park.

About *Street Sessions*SM

*Street Sessions*SM are brief, on-the-spot qualitative research interviews with consumers as they go about their everyday lives. Each *Street Sessions* interview has a set topic, a pre-designed question structure, a targeted audience, and occurs in an everyday, natural environment relevant to the interview topic.

Street Sessions interviews capture quick, spontaneous reactions to concepts, ideas, or consumer perceptions and attitudes.

- Respondents have less time to think than in traditional research interviews, and are more likely to give spontaneous top-of-mind impressions.
- Respondents have not been “recruited” for research prior to the interviews, and have no pre-conceived perceptions of the topics or questions.
- Because interview settings and locations will often be related to interview topics, respondents will be in a relevant mindset to respond to questions.
- Respondents are more likely to be open and candid about a given topic when approached and given “the spotlight” to share their thoughts.

CENTRAL PARK CONSERVANCY RESEARCH METHODOLOGY

- A total of 30 *Street Sessions* interviews were conducted in Central Park during the summer of 2011.
- Respondents were comprised of consumers that live and/or work in New York City.
- Respondents were approached in the park and asked open-ended questions about their perceptions of Central Park & the Central Park Conservancy.
- All interviews were professionally video recorded.
- Interviews lasted approximately 2-8 minutes.

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