



*Street Sessions*SM

On-the-Spot Qualitative Research Interviews

Results Summary – Review Apps & Websites

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Key Findings

Young adults are very experienced using review apps and websites – Yelp, MenuPages, and Citysearch appear to be the most popular in NYC.

- Most of the young adults we spoke with say they have used multiple review apps and/or websites.

User-provided comments and reviews appear to be more important than site-provided content.

- When we asked young adults what they primarily look for on review apps and websites, most of them told us the user comments and reviews are most important.
- These *Street Sessions*SM respondents feel that user reviews are the best way to gauge whether a venue is worthwhile.

User-provided comments and reviews are seen as credible – if there are enough.

- Most of the young adults we spoke with say that for the most part, the user reviews they find on apps and websites tend to be believable, if there is a high enough volume.
- Many agree that it takes about 20-25 user reviews for them to form an opinion about a given venue.

Review apps and websites appear to be accessed mostly on-the-go.

- These young adults tell us that review apps and websites are accessed more spontaneously than for planning in advance.
- Many say they use review apps and websites on their way to a pre-determined location, or for spur of the moment decisions.
- However, some say that they do use online review sites to plan in advance for events such as work dinners.

“I don’t think I’ve seen any ads – I’ve definitely never clicked on any.”

- Most of the young adults we spoke with don’t have a strong recollection of advertising on review apps and websites, and seem averse to clicking on ads.

Young adult consumers are lukewarm to a pay review app.

- Reactions to a review app with a 1-time download fee are mixed.
- Some tell us that a review app would be worth paying a nominal fee for, if it had extra features and perks beyond what they are getting now.
- However, others do not see the need to pay for such an app, citing access to similar content for free.

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.

PROJECT METHODOLOGY

- A total of 31 *Street Sessions* interviews were conducted in New York City’s nightlife hotspot neighborhood “Meatpacking District” on Wednesday, July 21st, 2010.
- Respondents were comprised of a young adult consumer audience.
- Respondents were approached on the street and asked open-ended questions about online review apps and websites.
- All interviews were professionally video recorded.
- Interviews lasted approximately 2-8 minutes.

ABOUT CLARION RESEARCH

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As a relatively small firm, we enjoy strong relationships with our existing clients as a result of successful project performance. By providing superior research services, a significant portion of our annual revenue is from repeat business of existing clients – a true testament to the quality and value of our work.

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