

BESPOKE MARKET INTELLIGENCE

YELP Consumer Feedback
Readthroughs For Google, Food Delivery, etc.

January 2022

Survey of ~1,500+ Consumers in the US.

FINDINGS:

❑ **Mindshare – Google The Gatekeeper**

- ❑ Google is mindshare dominant when it comes to searching for restaurants, businesses, and food delivery. Food delivery is the most likely segment of those tested to have consumers go around Google and go directly to the site/app (ie, DoorDash, Uber Eats, Grubhub, etc).
- ❑ ~80% of respondents start their searches for restaurants, home improvement services, and food delivery on Google (the remainder starts their searches on specific sites/apps like Yelp or Home Advisor, for example). Focusing in specifically on commentary from Yelp users, a higher percentage expect to land on Yelp after a Google search compared to the percentage who expect to go directly to the Yelp app or site to search. IE – Google is a gatekeeper of traffic.

❑ **Yelp Users**

❑ **Sentiment and Recent Usage – Mixed But Generally Constructive**

- ❑ Users of Yelp are fairly split on how they've been changing their usage of the Yelp platform (those who say more vs. less are comparable). Yelp is middle-of-the-pack vs peers and gets a generally positive rating from users when it comes to overall opinion.

❑ **Use Cases – Top Reason is Restaurants, But Users Show a Willingness to Use it for Other Businesses As Well**

- ❑ Respondents are the most likely to say they use Yelp for restaurants. There is a cohort, however, that uses Yelp for "other businesses", "home services", or "auto services". Furthermore, there is a reasonably strong degree of willingness among recent Yelp users to go directly to Yelp in the next year when they need to search for "other businesses."

❑ **Request a Quote – Positive User Feedback**

- ❑ ~35% of recent Yelp users report having used the "request a quote" button at some point while using Yelp. Nearly half of those who have used it have used it more than once and sentiment toward the tool is positive / constructive.



Mindshare

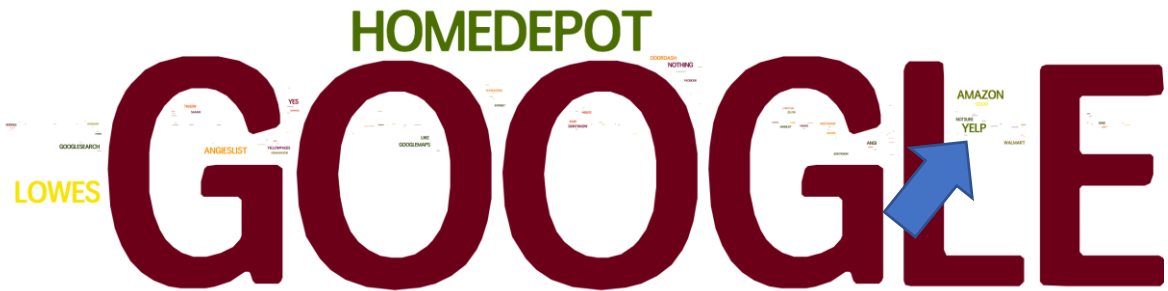
If you needed to find the following, what app/site would you go to first?

Posed to all respondents (N = 1,520)

Restaurants



Home Improvement Services



Food Delivery



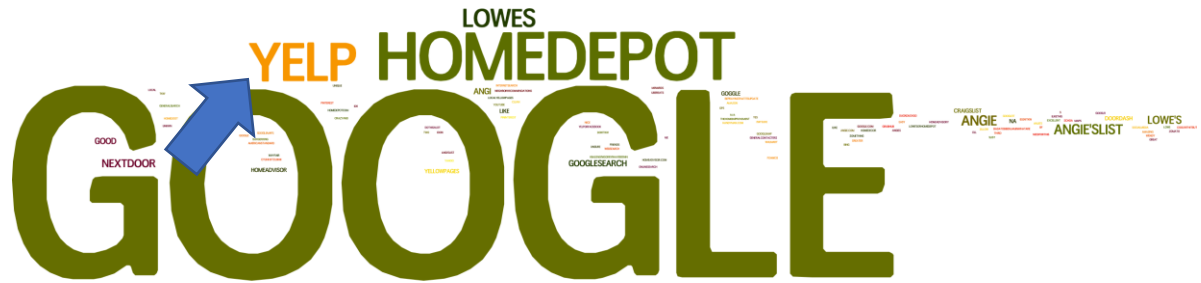
If you needed to find the following, what app/site would you go to first?

Cross-Tab: Respondents Who Used Yelp in the Past 3 Months (N = 284)

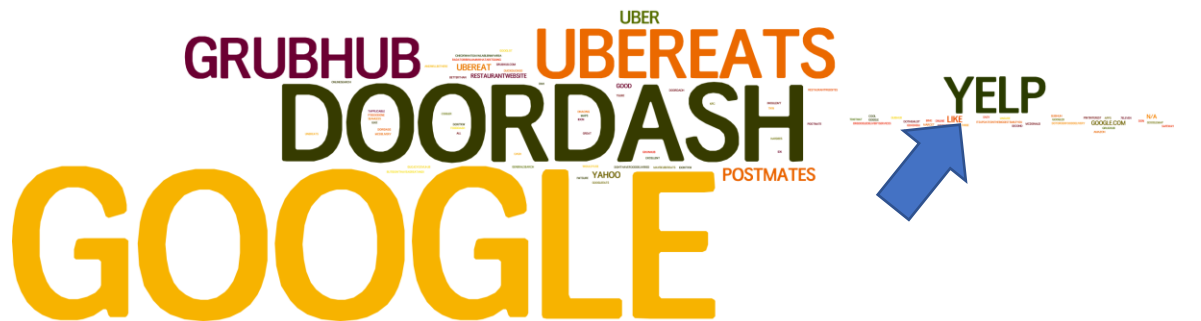
Restaurants



Home Improvement Services

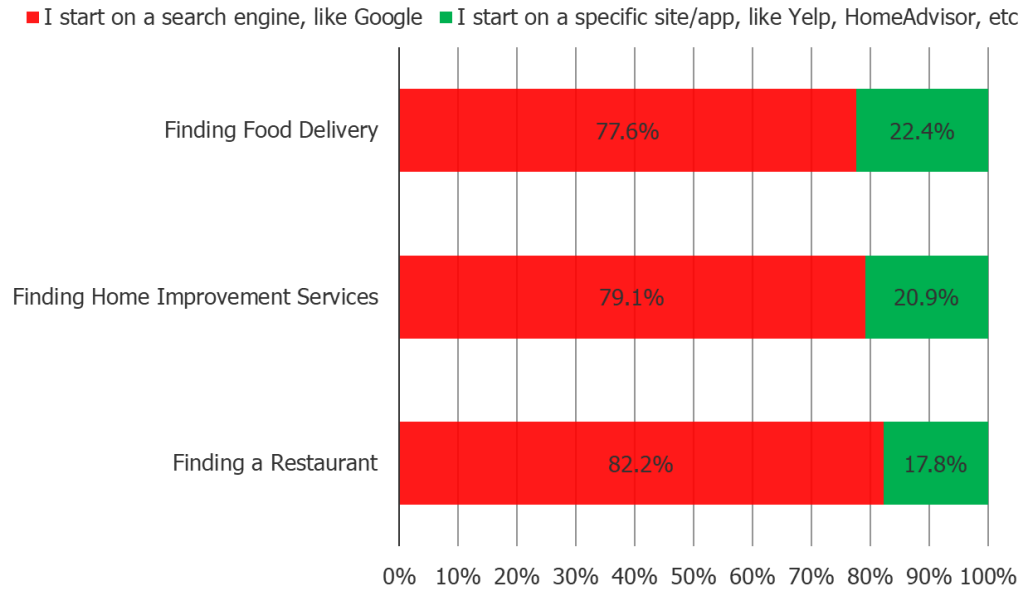


Food Delivery

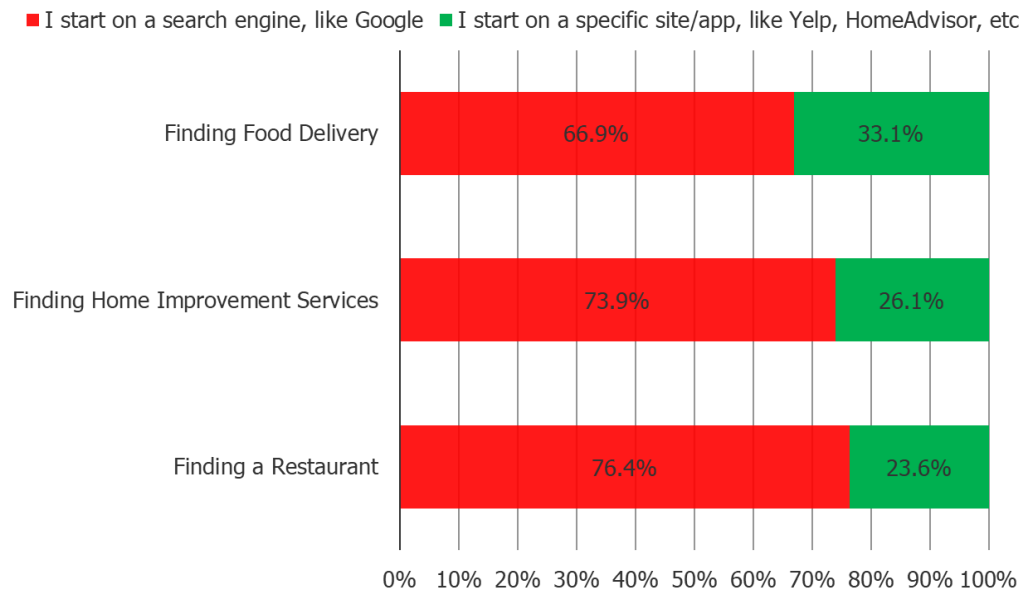


When you need to search for the following, how do you typically start your search?

Posed to all respondents (N = 1,520)



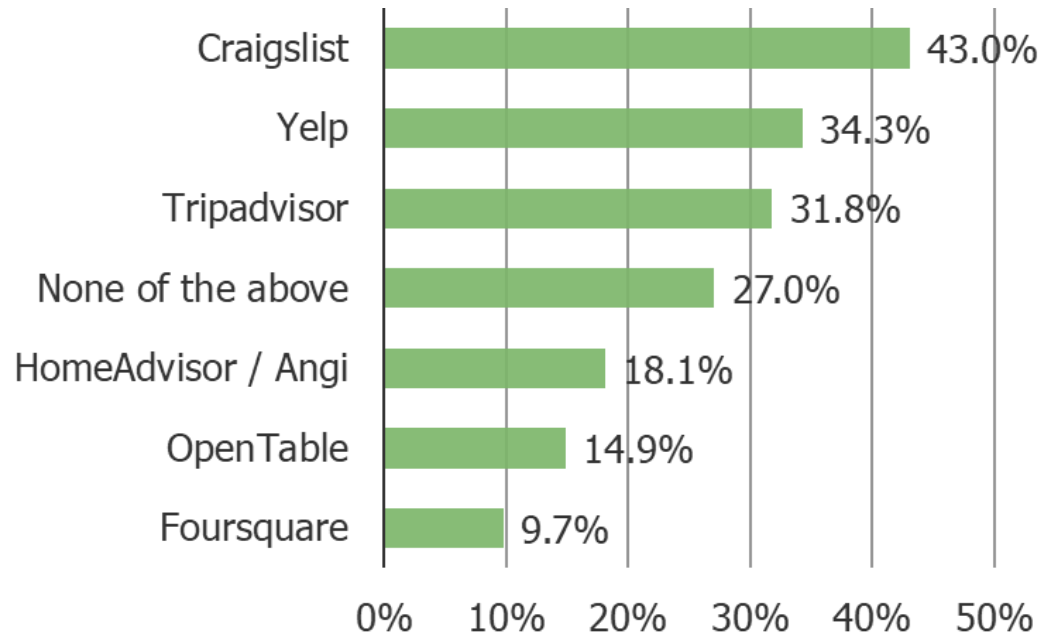
Cross-tab: Respondents who have visited Yelp in the past three months (N = 284)



Competitive Dynamics

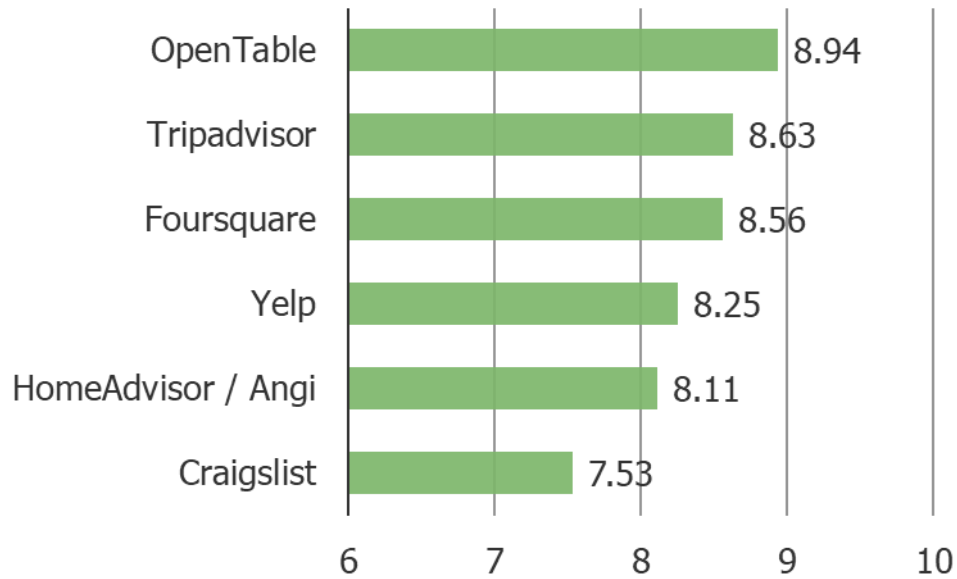
Have you ever used/visited any of the following apps/sites?

Posed to all respondents (N = 1,520)



What is your opinion of the following?

Posed to respondents who self-report having used each of the following:



Cross-tab analysis:

Isolating respondents who visited Yelp in the past three months, the opinion rating was 8.75 (n = 284)

Weighted Average Guide:

1 = 0, Very Negative

2

3

4

5

6

7

8

9

10

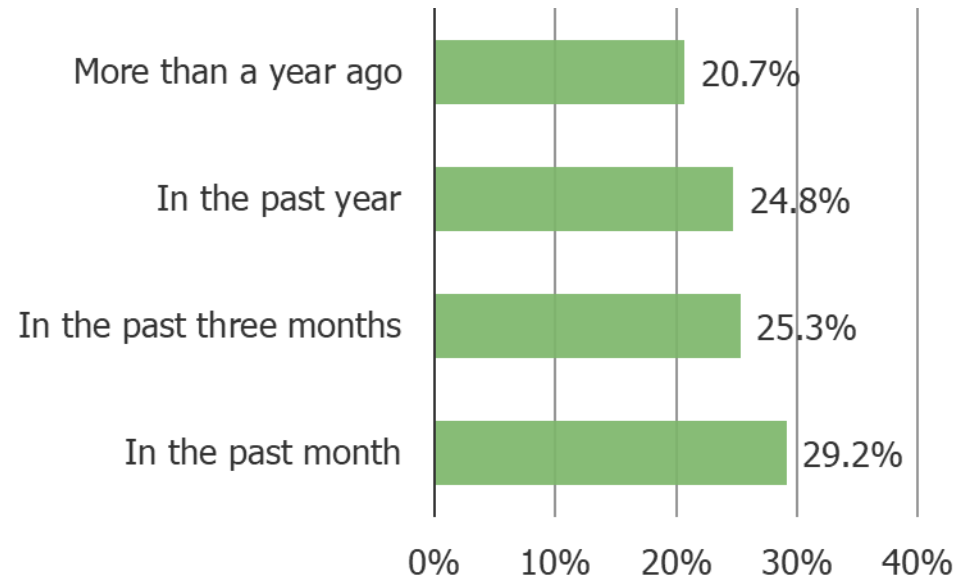
11 = 10, Very Positive

	N =
Craigslist	654
Yelp	521
Tripadvisor	483
HomeAdvisor / Angi	275
OpenTable	226
Foursquare	148

YELP Specific Questions

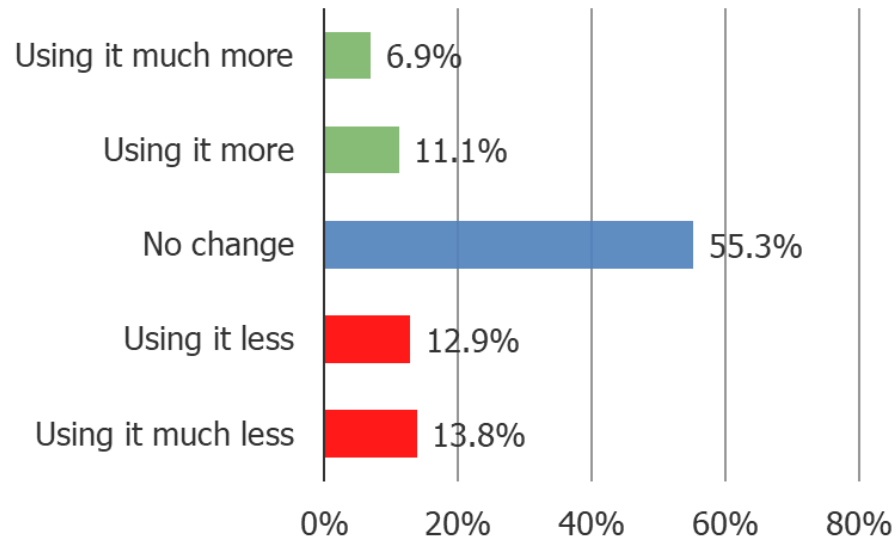
When did you most recently visit Yelp?

Posed to respondents who said they have used or visited Yelp (N = 521)

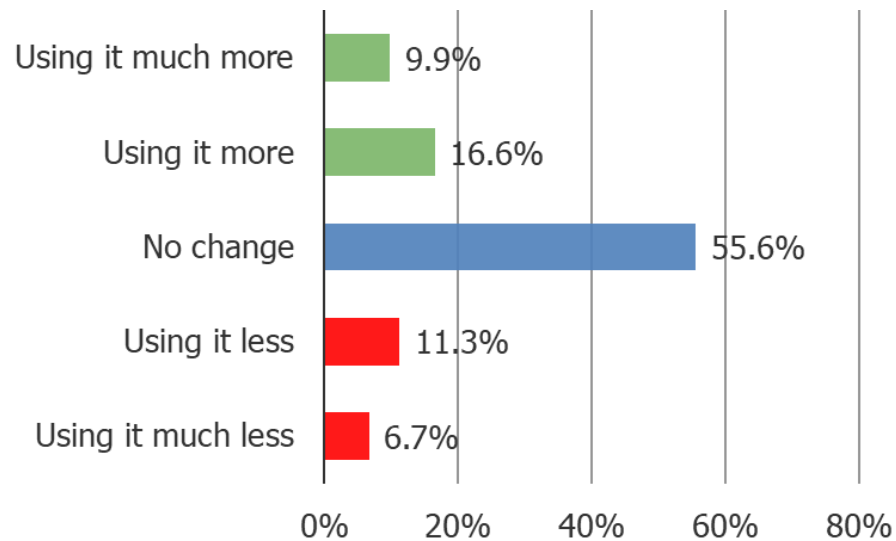


Have you changed how much you use Yelp during the past year?

Posed to respondents who said they have used or visited Yelp (N = 521)

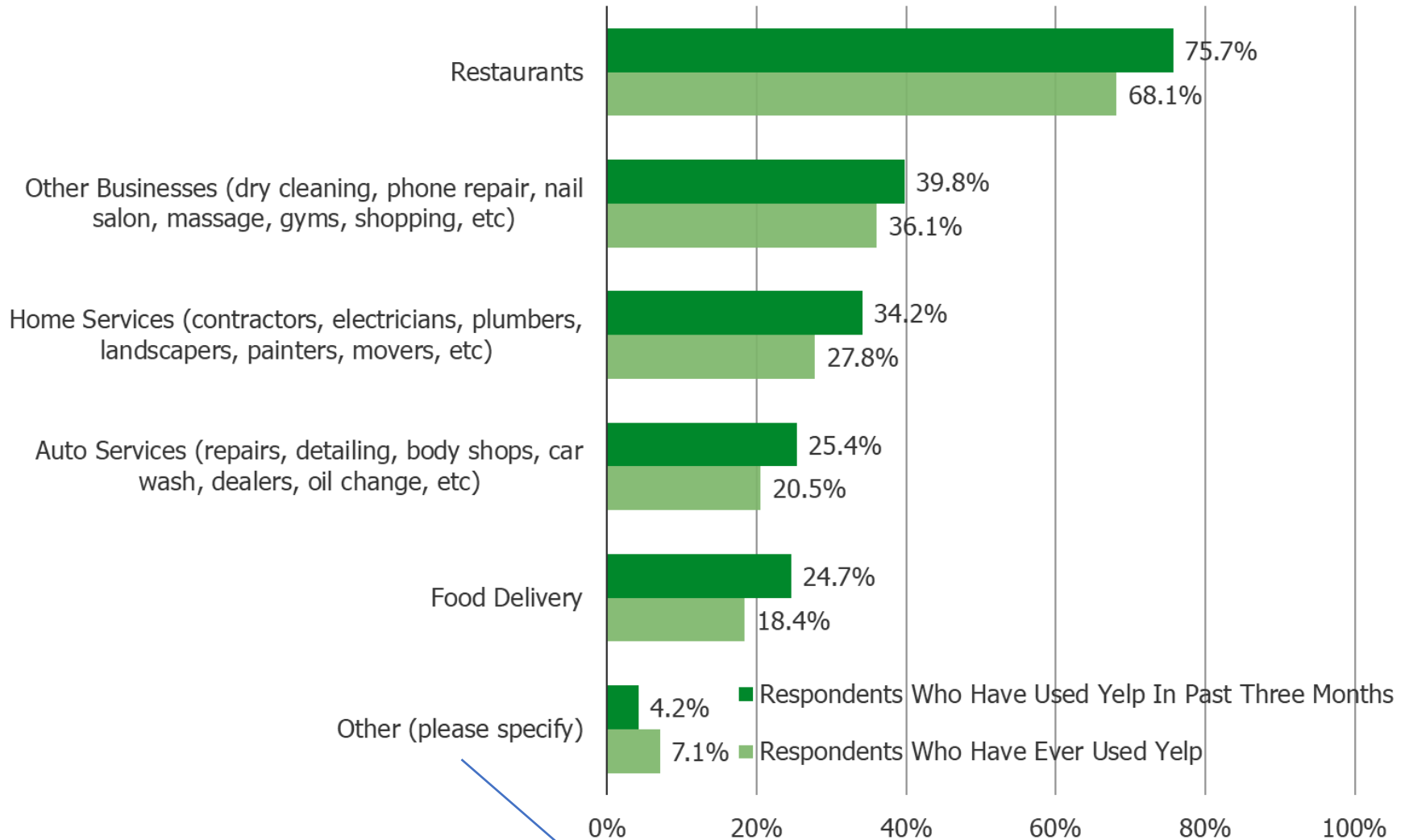


Cross-tab: Respondents who have visited Yelp in the past three months (N = 284)



What do you typically use Yelp for?

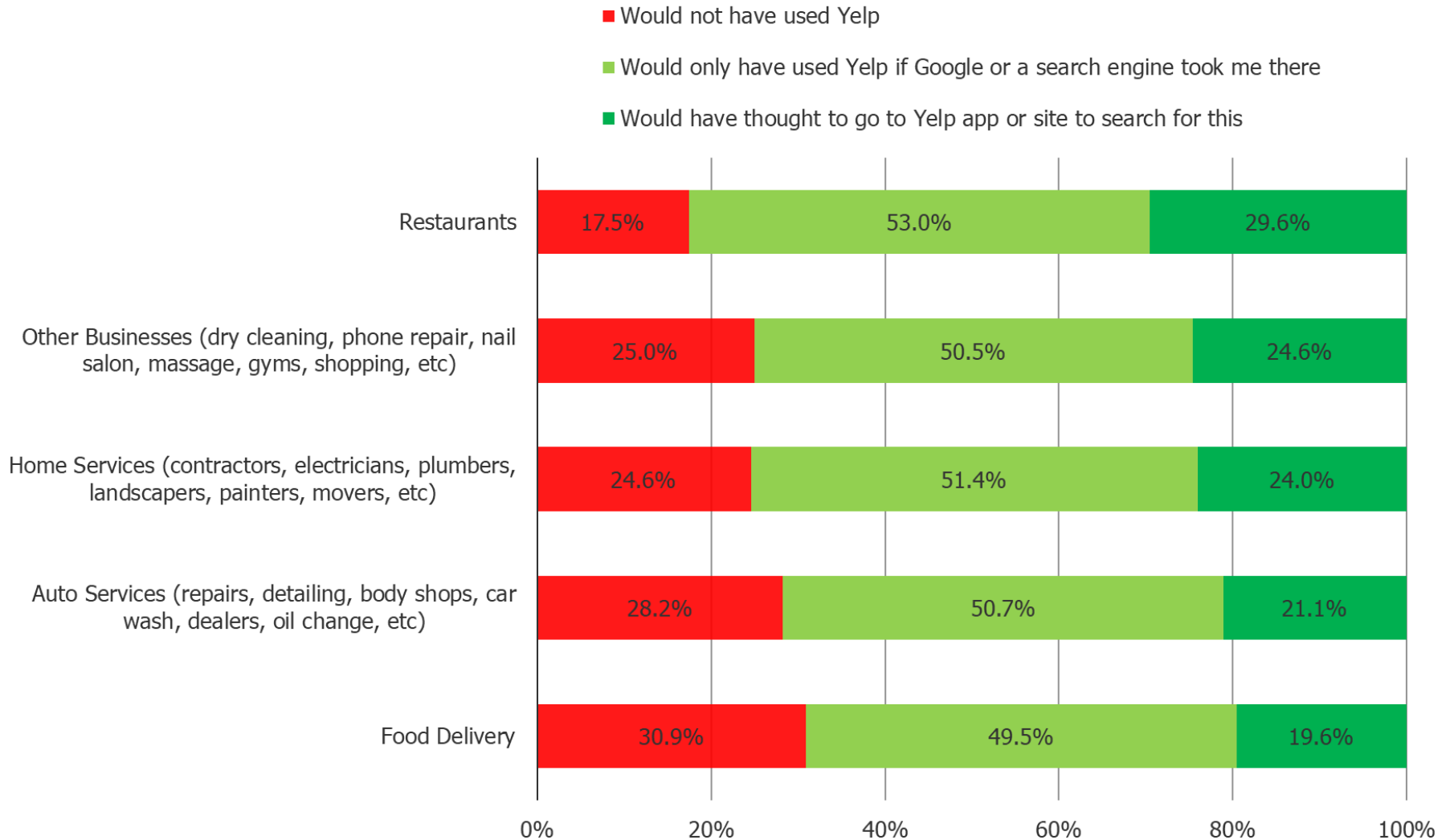
Posed to respondents who said they have used or visited Yelp (N = 521)



Most respondents who said "other" filled in "reviews."

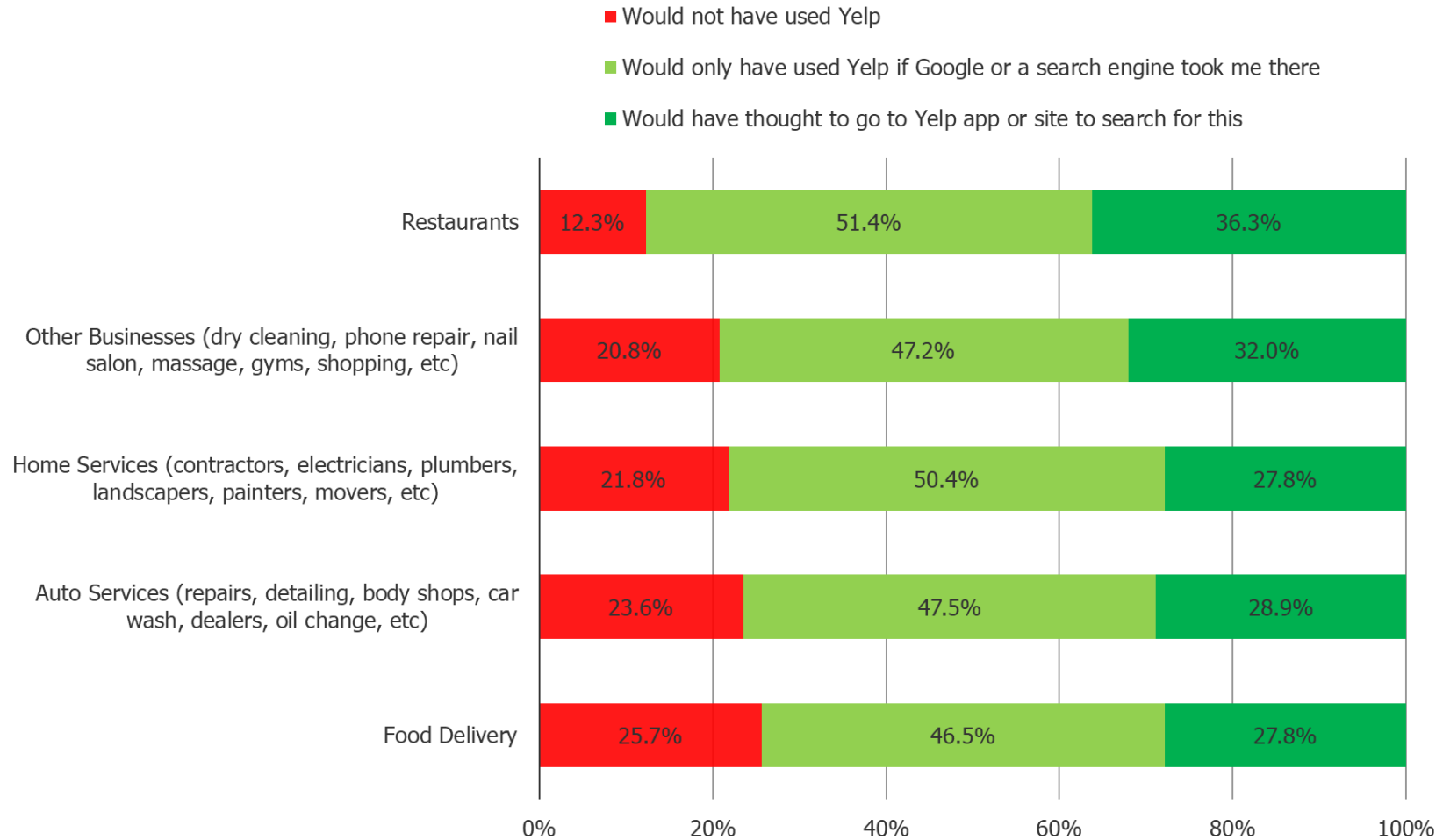
If you needed to search for the following in the next year, do you think you would have thought of using Yelp to search for it?

Posed to respondents who said they have used or visited Yelp (N = 521)



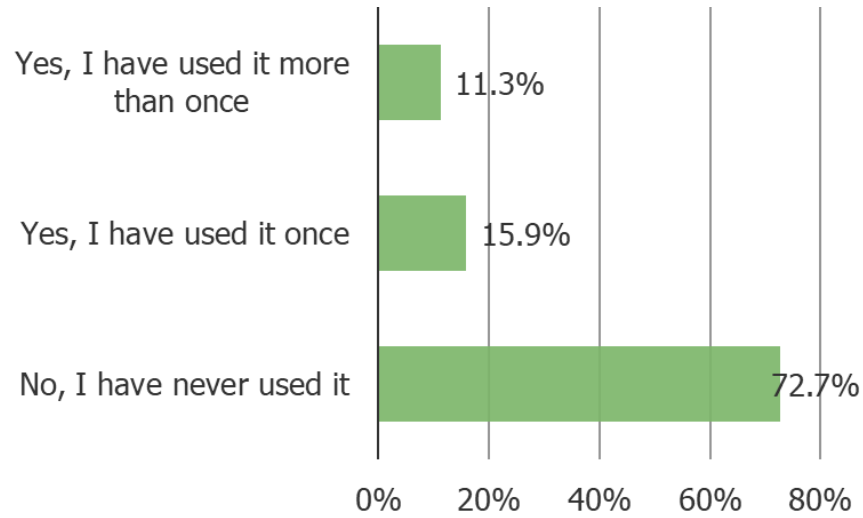
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Cross-Tab: Respondents who said they have used or visited Yelp in the past three months (N = 284)

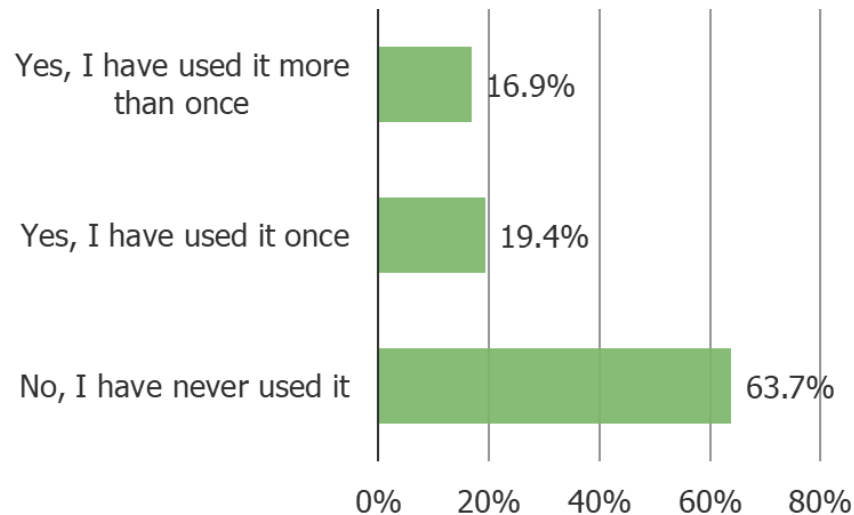


Have you used the "request a quote" button on the Yelp site/app?

Posed to respondents who said they have used or visited Yelp (N = 521)

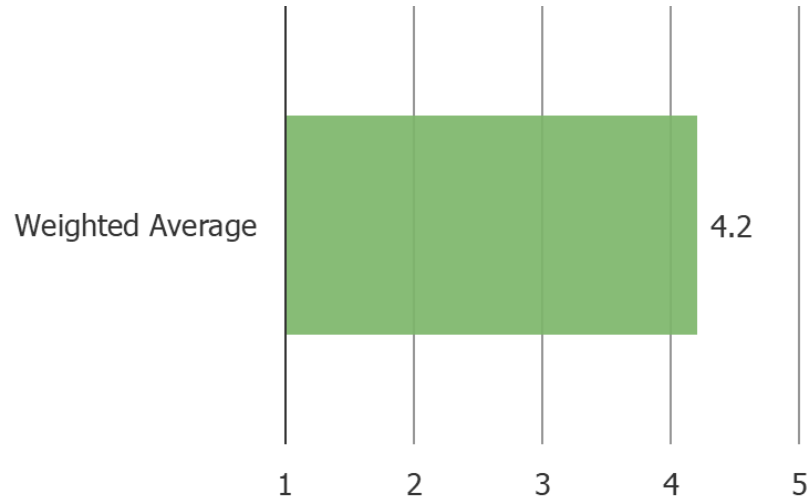


Cross-tab: Respondents who have visited Yelp in the past three months (N = 284)



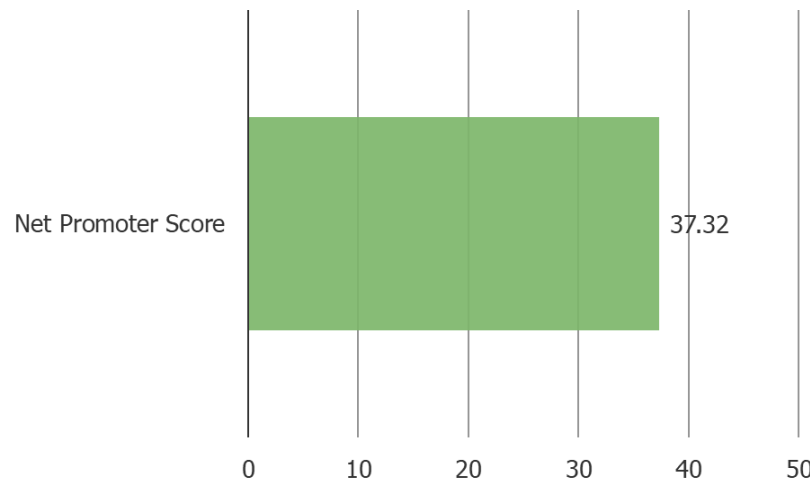
How would you rate the experience of using Yelp's "request a quote" tool?

Posed to respondents who said they have used or visited Yelp and have used Yelp's "request a quote" tool (N = 142)



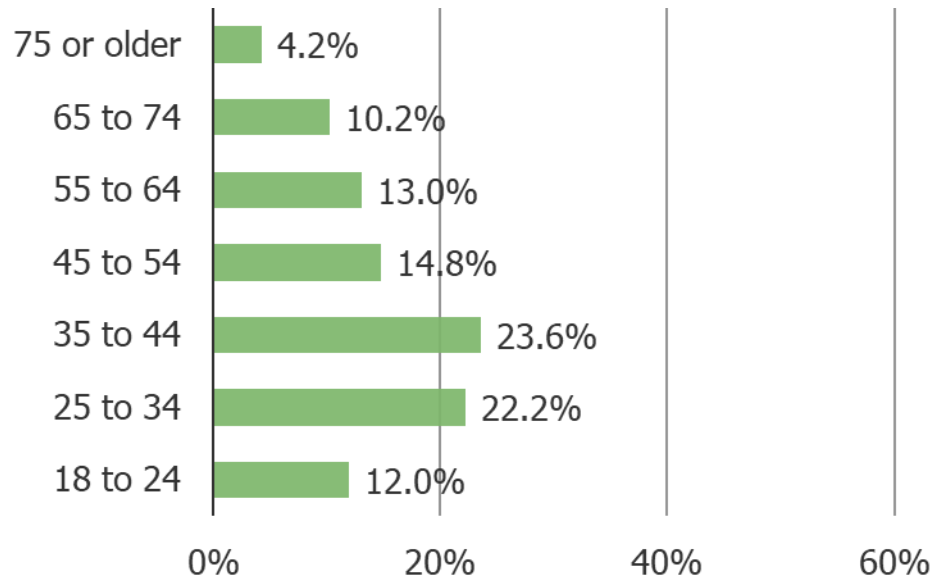
How would you rate the experience of using Yelp's "request a quote" tool?

Posed to respondents who said they have used or visited Yelp and have used Yelp's "request a quote" tool (N = 142)

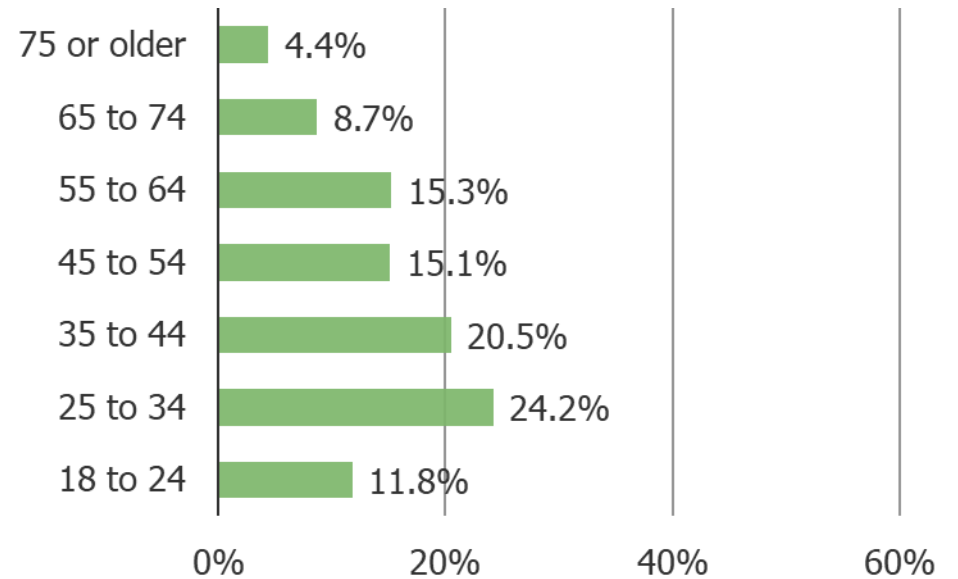


What is your age?

Used Yelp In Past Three Months (N = 284)

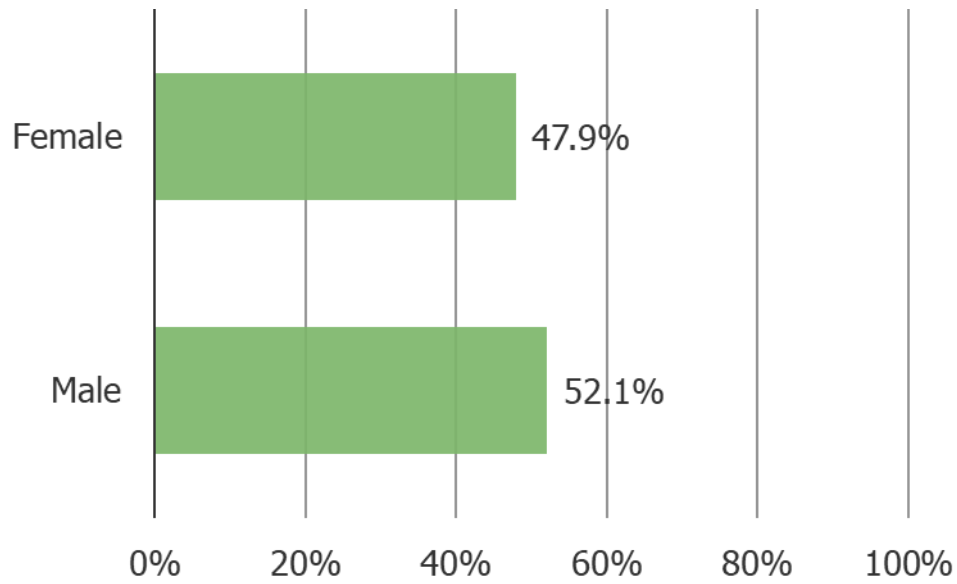


All Respondents (N = 1520)



What is your gender?

Used Yelp In Past Three Months (N = 284)



All Respondents (N = 1520)

