

Market Research Survey Analysis

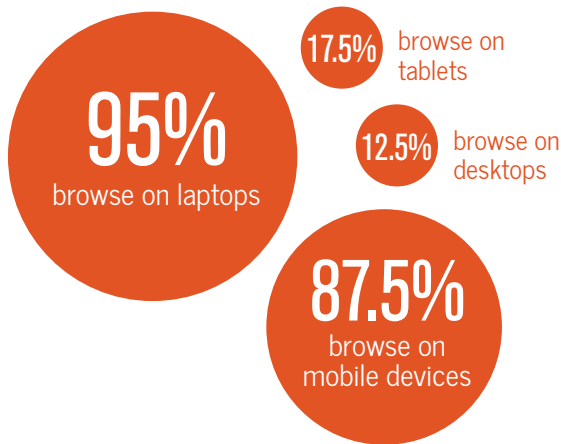
40 RESPONSES

18-34 YEARS OLD

LIVING IN URBAN CITIES ALL OVER THE WORLD

Devices & Browsing

Our market research shows the need to make our product accessible by any device, optimizing it for laptops and mobile devices.



Food Interest

The vast majority are looking for new food experiences.

90% reported that they enjoy trying new food places at least once in a while

46% consider themselves to be foodies and are constantly looking for new experiences

Food Finding

Most find new food options by both word of mouth and mobile apps equally. All answered that they use Yelp's app for it's reliable reviews, business information, menu, directions/map, and photos. At the same time, weeding out unhelpful reviews to make an accurate assessment is a lot of work. The next two most popular online sources were Instagram and Facebook, which provides a friend's stamp of approval.

Online Reservations

About half of our respondents occasionally make restaurant reservations online and 25% more actively make reservations online. The vast majority of those who do most often use OpenTable and occasionally book through restaurant websites.

Pop-Up Experiences

While only 25% of our respondents have attended a pop-up restaurant, 95% indicated that they would be interested in going to one. The top factors for respondents in deciding on a pop-up event were location, cuisine, price, and ratings.

