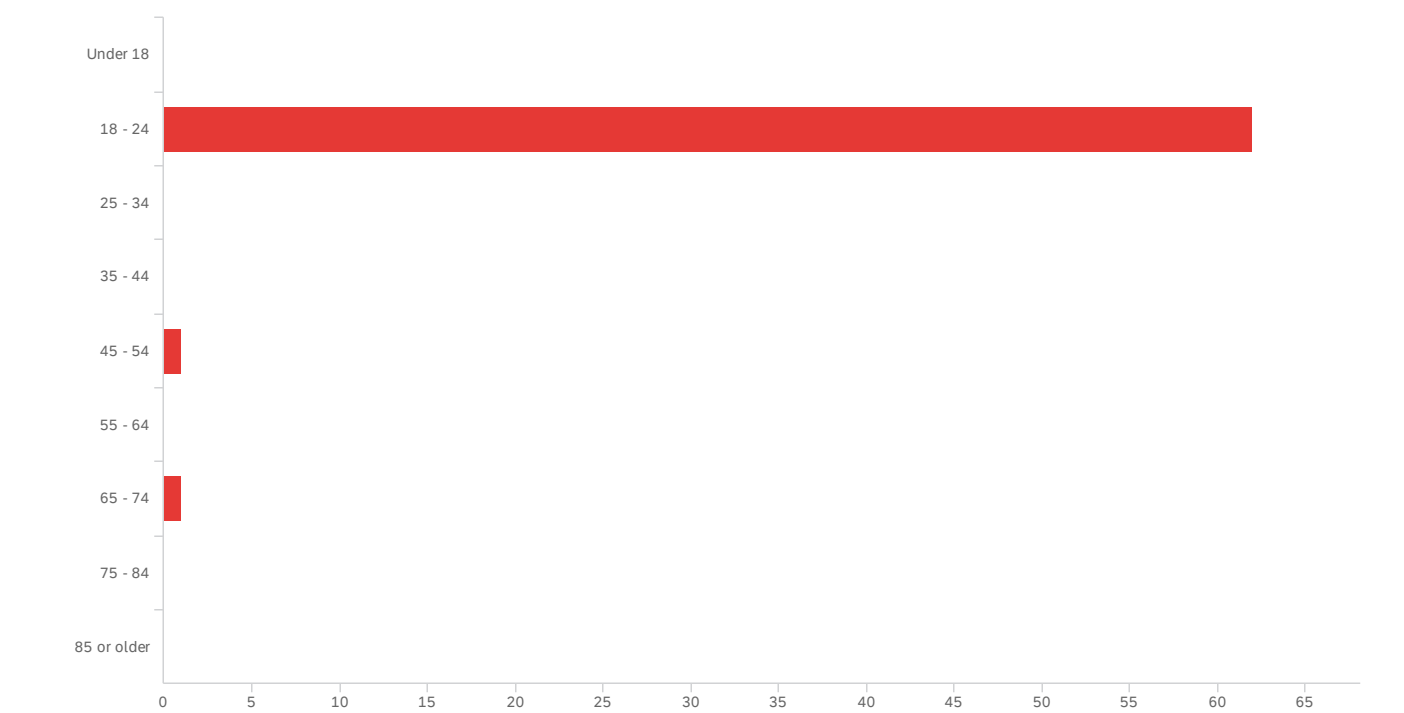


Default Report

Yelp User Survey

May 13, 2023 7:43 AM CDT

Intro - Age



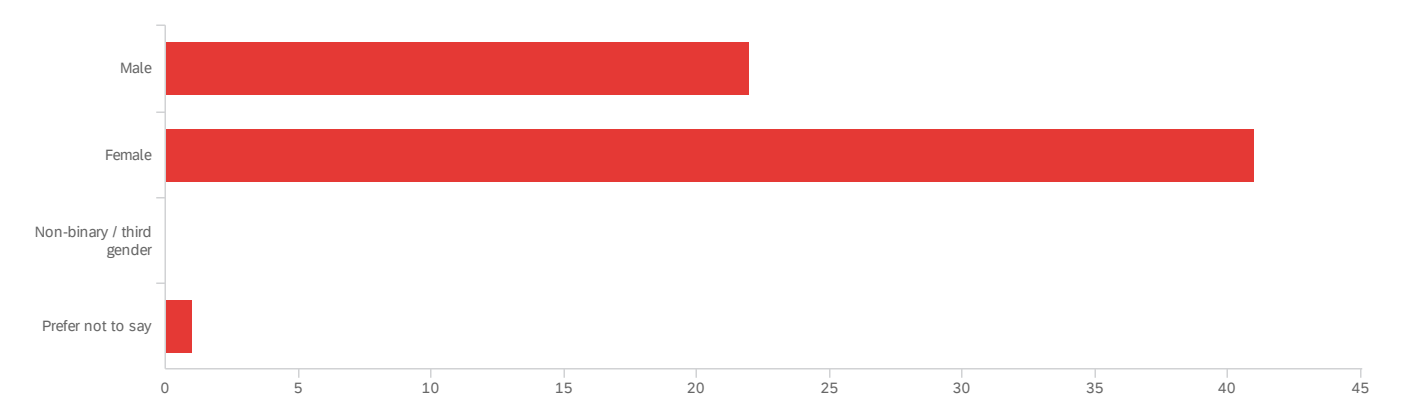
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Age	2.00	7.00	2.13	0.72	0.52	64

#	Field	Choice Count
1	Under 18	0.00% 0
2	18 - 24	96.88% 62
3	25 - 34	0.00% 0
4	35 - 44	0.00% 0
5	45 - 54	1.56% 1
6	55 - 64	0.00% 0
7	65 - 74	1.56% 1

#	Field	Choice Count
8	75 - 84	0.00% 0
9	85 or older	0.00% 0
		64

Showing rows 1 - 10 of 10

Intro - Gender



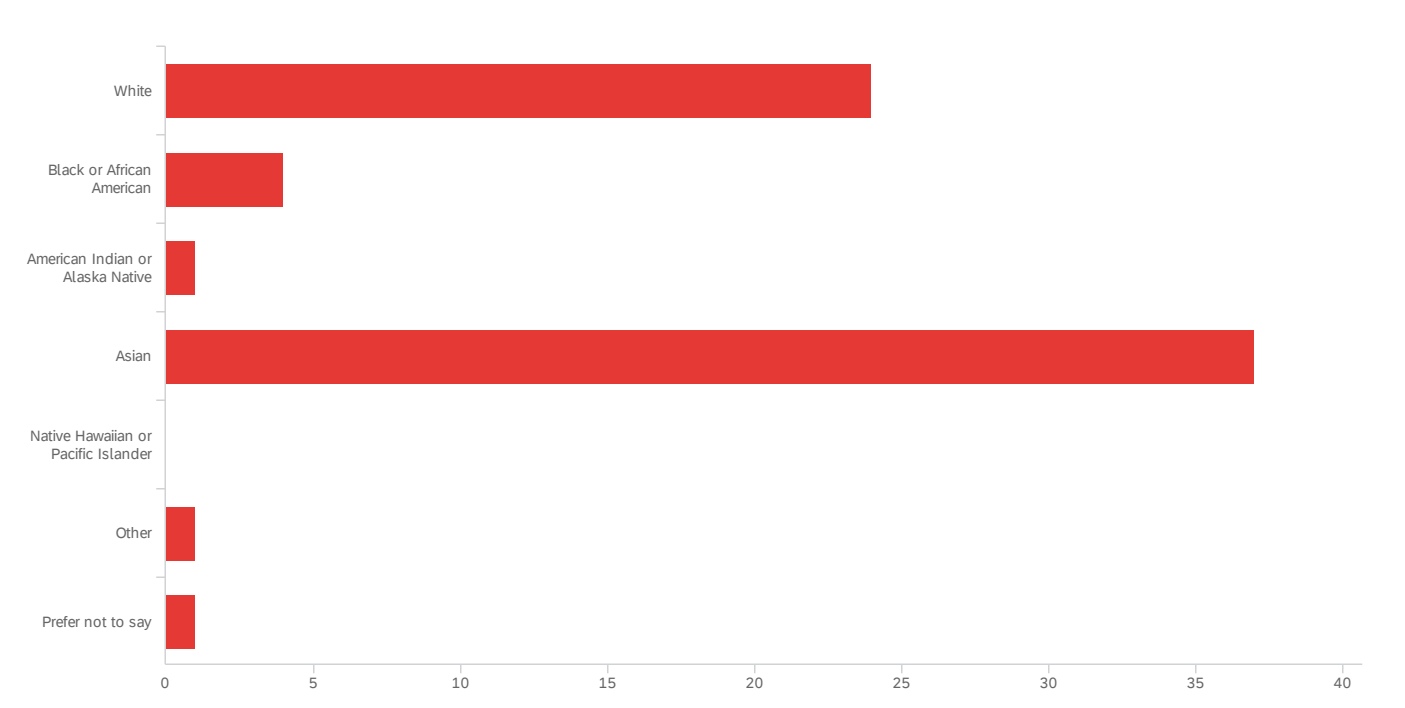
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Gender	1.00	4.00	1.69	0.56	0.31	64

#	Field	Choice Count
1	Male	34.38% 22
2	Female	64.06% 41
3	Non-binary / third gender	0.00% 0
4	Prefer not to say	1.56% 1

64

Showing rows 1 - 5 of 5

Intro - Race/Ethnicity



#	Field	Choice Count
1	White	35.29% 24
2	Black or African American	5.88% 4
3	American Indian or Alaska Native	1.47% 1
4	Asian	54.41% 37
5	Native Hawaiian or Pacific Islander	0.00% 0
6	Other	1.47% 1
7	Prefer not to say	1.47% 1
		68

Showing rows 1 - 8 of 8

Intro - Location (City, State, Country)

Location (City, State, Country)
Chicago, IL, USA
Chicago, IL, US
Chicago, IL, US
Chicago, IL, USA
Chicago, IL, USA
Chicago, IL, USA
Chicago, IL, USA
chicago, IL, USA
Chicago IL USA
Chicago, IL, USA
Chicago IL usa
Chicago, Illinois, United States
Chicago
Chicago, IL, United States
Chicago, Illinois
Chicago, IL, USA
Chicago,IL,USA
Chicago
Chicago, IL, America
Chicago,IL,USA
Chicago
Chicago, IL, USA

Location (City, State, Country)

Chicago, IL, US

Chicago, IL

Los Angeles, CA, US

Chicago, IL

Chicago

Chicago, IL, USA

Chicago, IL USA

Chicago, IL, USA

Chicago, IL, United States

Chicago, IL, 60637

chicago

Chicago, IL, USA

Chicago, Illinois, USA

Los Angeles, CA, USA

Chicago,IL, USA

Chicago, IL, USA

Chicago

Chicago, IL, US

Chicago, IL, USA

San Francisco, CA USA

Chicago, IL, US

Atlanta, GA

Richmond VA USA

Chicago

Location (City, State, Country)

Chicago, IL, USA

Chicago, IL, United States

Chicago, Illinois, USA

Chicago, IL, USA

Chicago, IL, USA

Chicago

Chicago, IL, USA

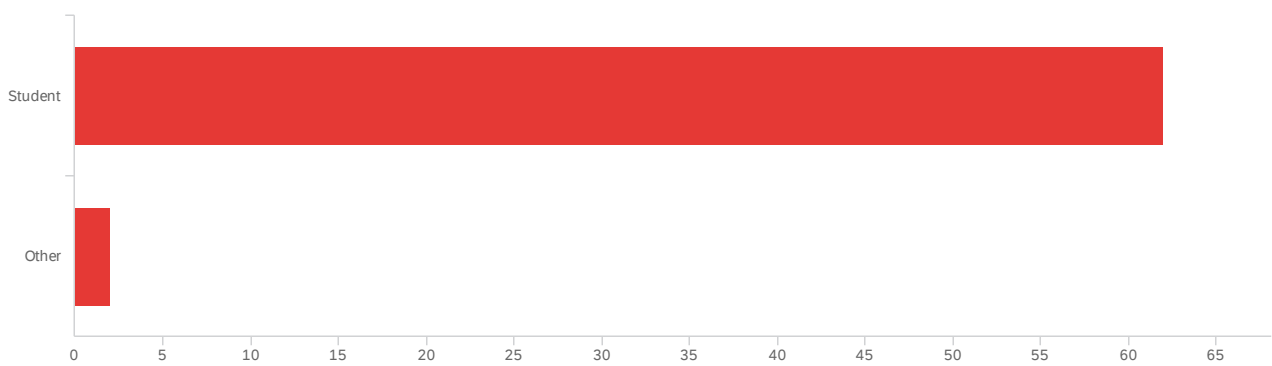
Chicago, IL, USA

Tucson, AZ, US

Chicago, Illinois, USA

Chicago, Illinois, USA

Intro - Occupation



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Occupation - Selected Choice	1.00	2.00	1.03	0.17	0.03	64

#	Field	Choice Count
1	Student	96.88% 62
2	Other	3.13% 2

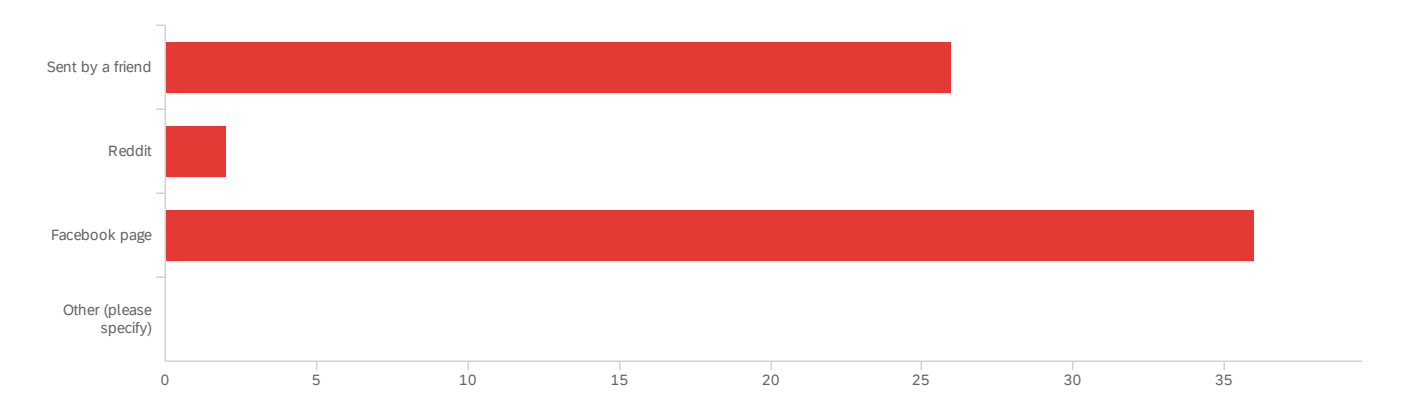
64

Showing rows 1 - 3 of 3

Intro_2_TEXT - Other

Other

Intro - Where did you find this form?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Where did you find this form? - Selected Choice	1.00	3.00	2.16	0.97	0.94	64

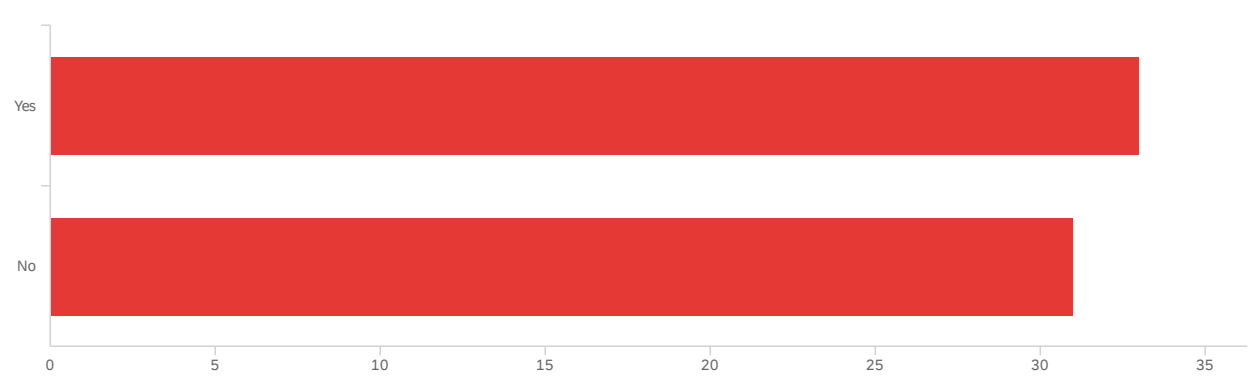
#	Field	Choice Count
1	Sent by a friend	40.63% 26
2	Reddit	3.13% 2
3	Facebook page	56.25% 36
4	Other (please specify)	0.00% 0
		64

Showing rows 1 - 5 of 5

Intro_4_TEXT - Other (please specify)

Other (please specify)

Intro - Are you a Yelp user?



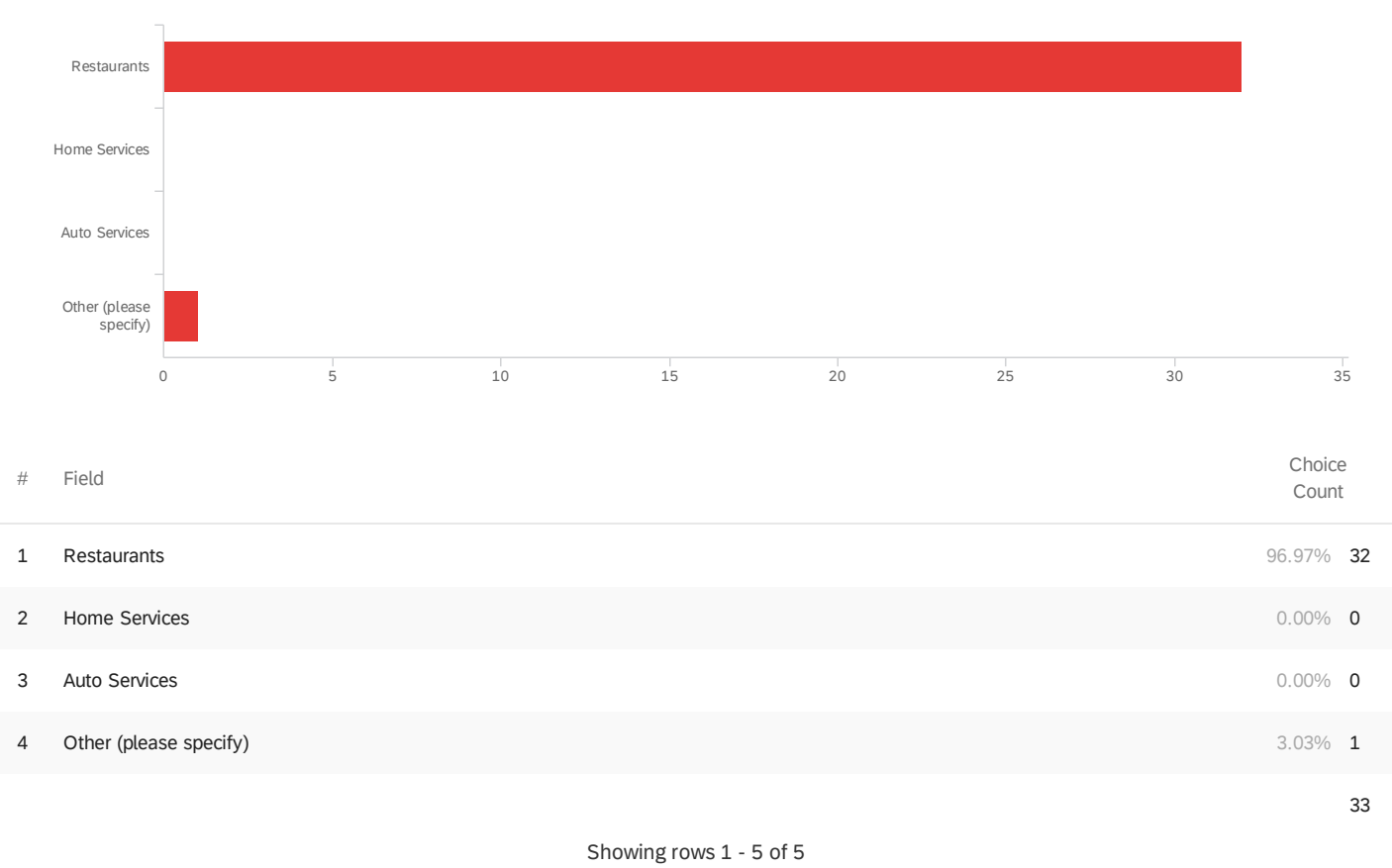
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Are you a Yelp user?	1.00	2.00	1.48	0.50	0.25	64

#	Field	Choice Count
1	Yes	51.56% 33
2	No	48.44% 31

64

Showing rows 1 - 3 of 3

Intro - What do you primarily use Yelp for?

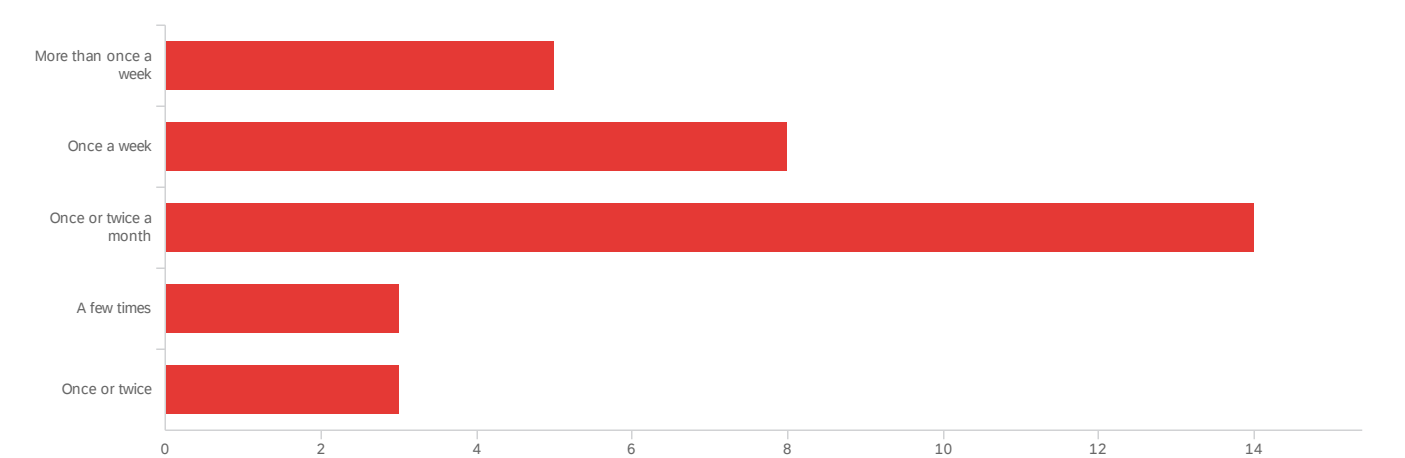


Intro_4_TEXT - Other (please specify)

Other (please specify)

Beauty services-Nail salon

Intro - How often did you use Yelp in the past 12 months?

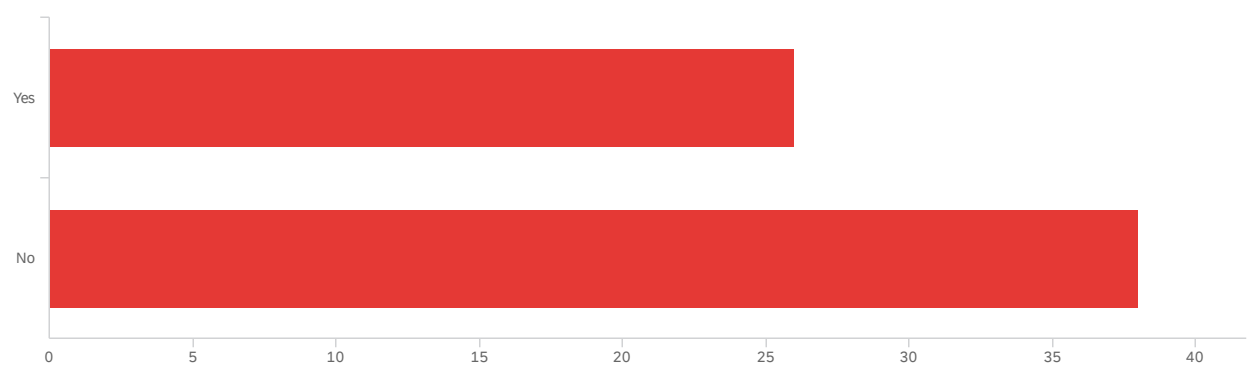


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How often did you use Yelp in the past 12 months?	1.00	5.00	2.73	1.11	1.23	33

#	Field	Choice Count
1	More than once a week	15.15% 5
2	Once a week	24.24% 8
3	Once or twice a month	42.42% 14
4	A few times	9.09% 3
5	Once or twice	9.09% 3
		33

Showing rows 1 - 6 of 6

Question 1 - Are you aware that Yelp collects data about you?



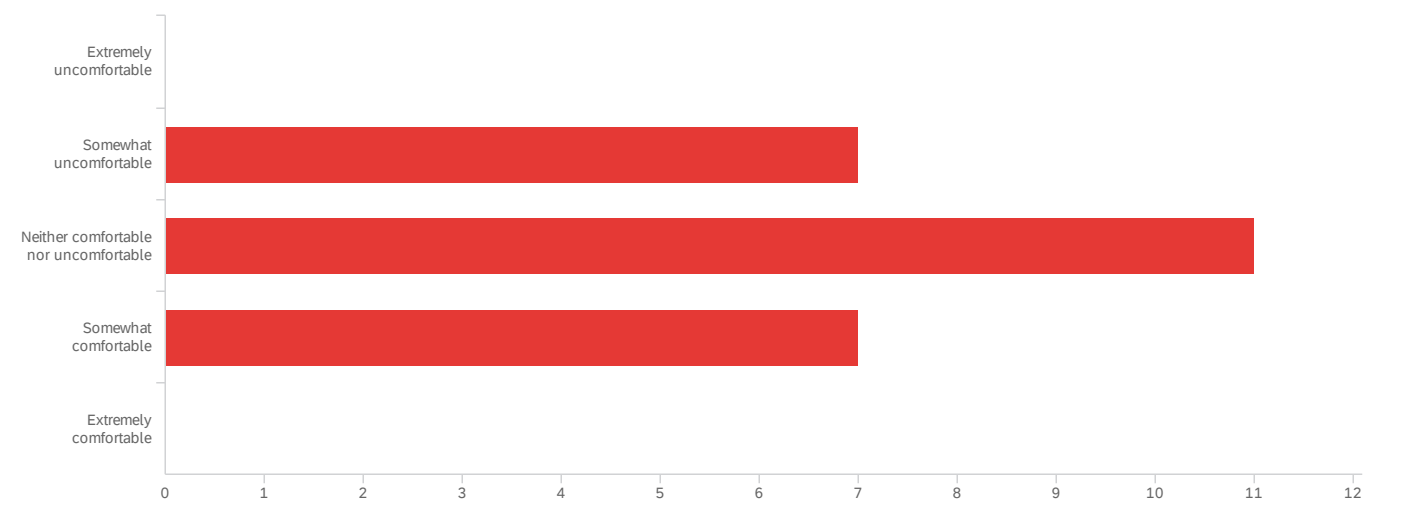
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Are you aware that Yelp collects data about you?	1.00	2.00	1.59	0.49	0.24	64

#	Field	Choice Count
1	Yes	40.63% 26
2	No	59.38% 38

64

Showing rows 1 - 3 of 3

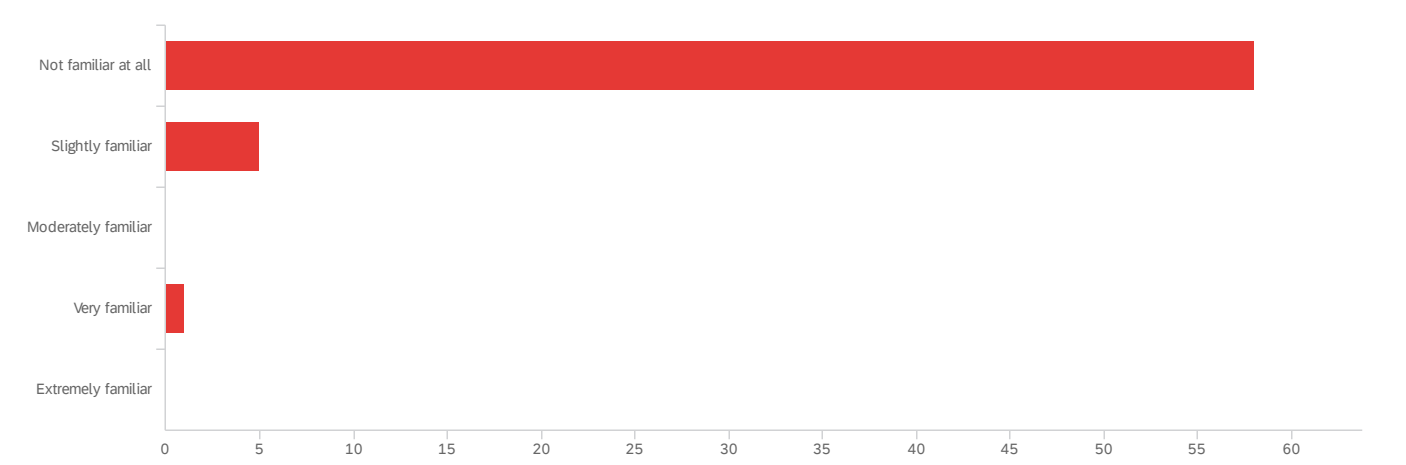
Question 1 - How comfortable are you with the fact that Yelp collects data about you?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How comfortable are you with the fact that Yelp collects data about you?	2.00	4.00	3.00	0.75	0.56	25

#	Field	Choice Count
1	Extremely uncomfortable	0.00% 0
2	Somewhat uncomfortable	28.00% 7
3	Neither comfortable nor uncomfortable	44.00% 11
4	Somewhat comfortable	28.00% 7
5	Extremely comfortable	0.00% 0
		25

Question 1 - How familiar are you with Yelp's Privacy Policy?

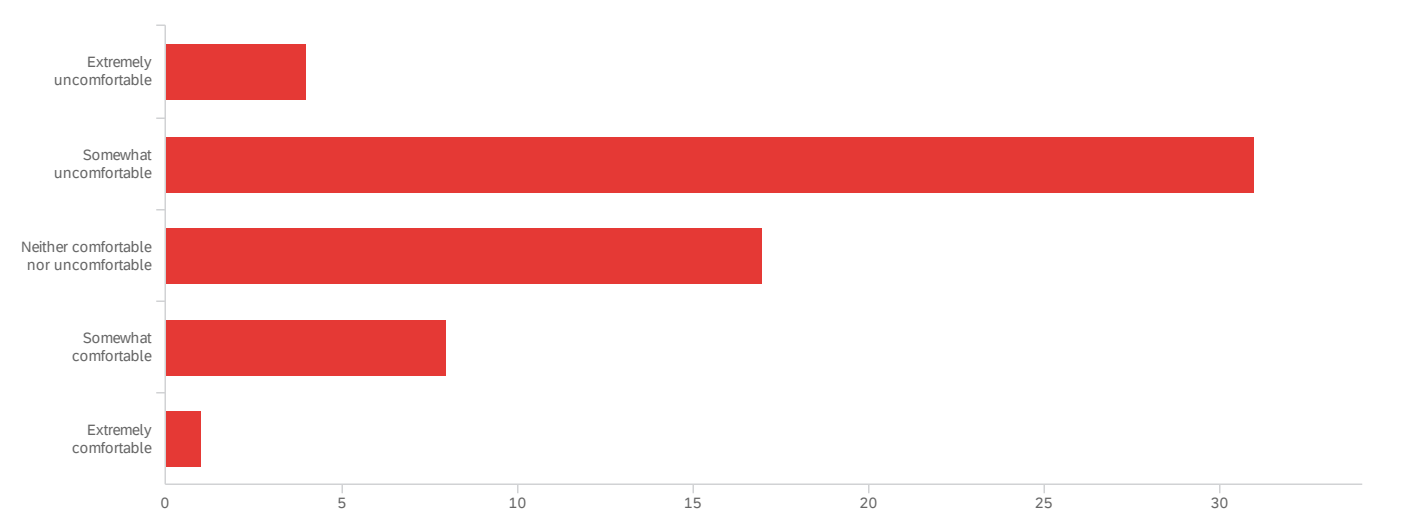


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How familiar are you with Yelp's Privacy Policy?	1.00	4.00	1.13	0.45	0.20	64

#	Field	Choice Count
1	Not familiar at all	90.63% 58
2	Slightly familiar	7.81% 5
3	Moderately familiar	0.00% 0
4	Very familiar	1.56% 1
5	Extremely familiar	0.00% 0
		64

Showing rows 1 - 6 of 6

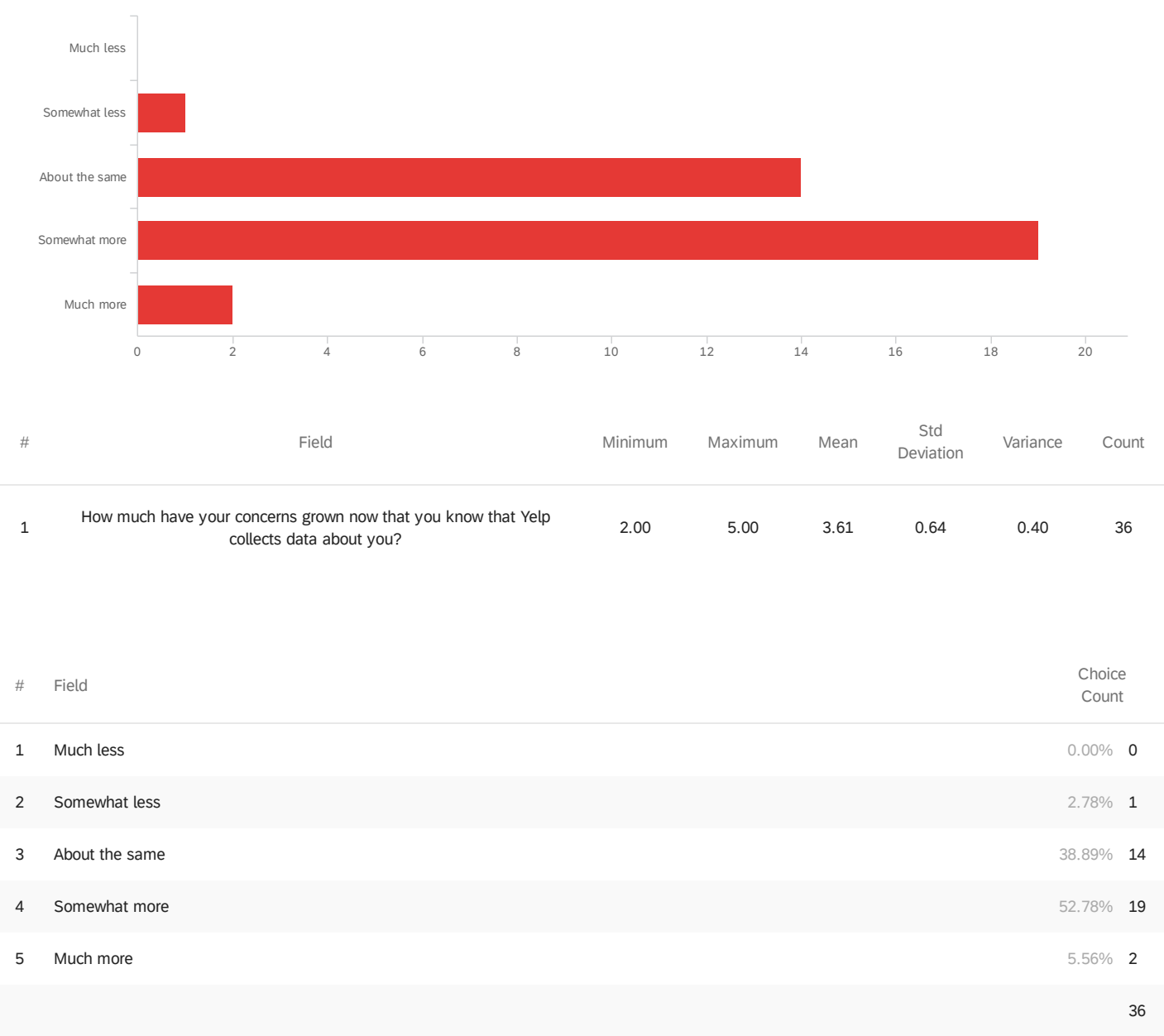
Question 2 - How comfortable are you with Yelp's privacy policy?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How comfortable are you with Yelp's privacy policy?	1.00	5.00	2.52	0.86	0.74	61

#	Field	Choice Count
1	Extremely uncomfortable	6.56% 4
2	Somewhat uncomfortable	50.82% 31
3	Neither comfortable nor uncomfortable	27.87% 17
4	Somewhat comfortable	13.11% 8
5	Extremely comfortable	1.64% 1
		61

Question 3 - How much have your concerns grown now that you know that Yelp collects data about you?



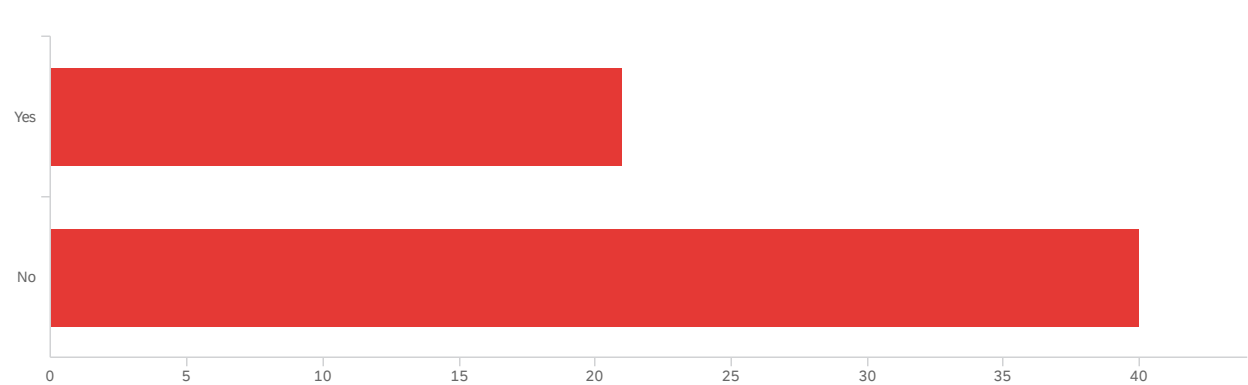
Showing rows 1 - 6 of 6

Question 3 - How much did your concerns grow when you learned that Yelp collects data about you?



Showing rows 1 - 6 of 6

Question 4 - Are you aware of the type of data that Yelp collects about you?



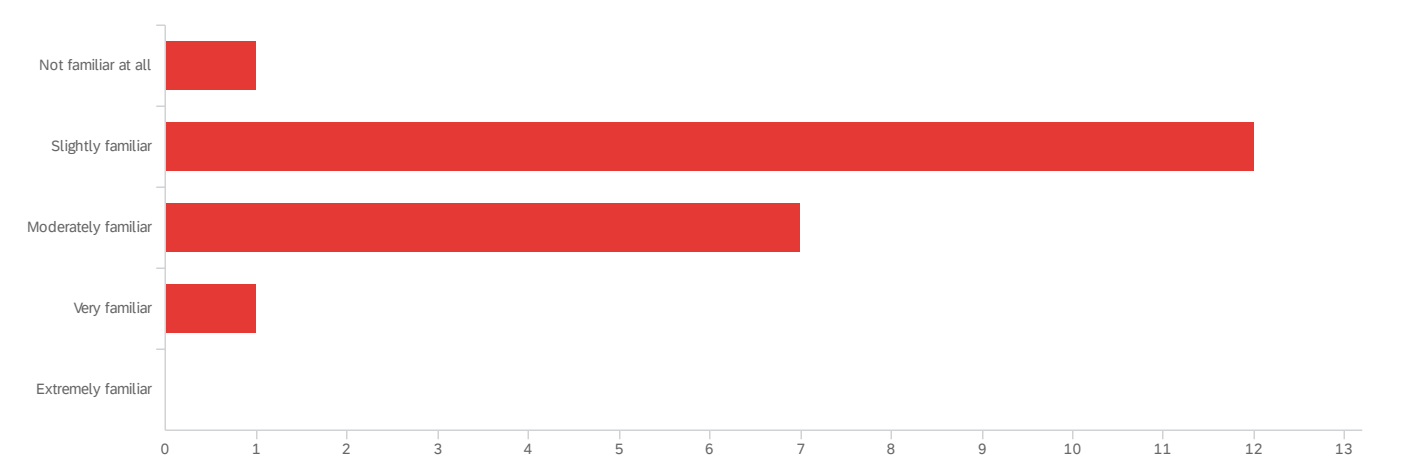
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Are you aware of the type of data that Yelp collects about you?	1.00	2.00	1.66	0.48	0.23	61

#	Field	Choice Count
1	Yes	34.43% 21
2	No	65.57% 40

61

Showing rows 1 - 3 of 3

Question 4 - How familiar are you with the type of data that Yelp collects about you?

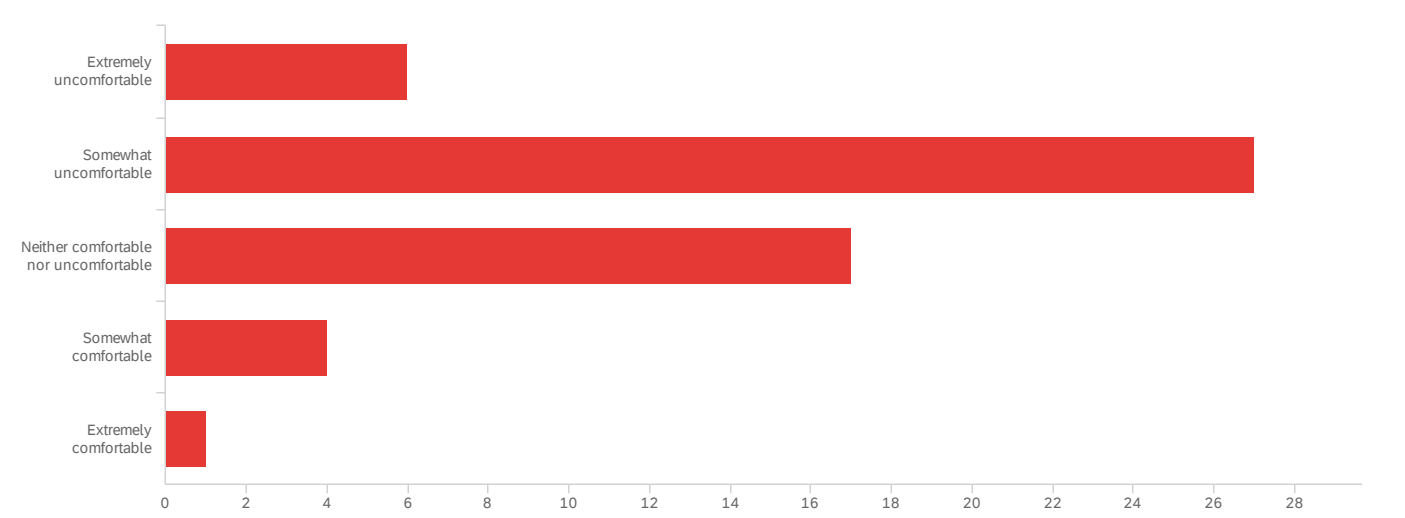


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How familiar are you with the type of data that Yelp collects about you?	1.00	4.00	2.38	0.65	0.43	21

#	Field	Choice Count
1	Not familiar at all	4.76% 1
2	Slightly familiar	57.14% 12
3	Moderately familiar	33.33% 7
4	Very familiar	4.76% 1
5	Extremely familiar	0.00% 0
		21

Showing rows 1 - 6 of 6

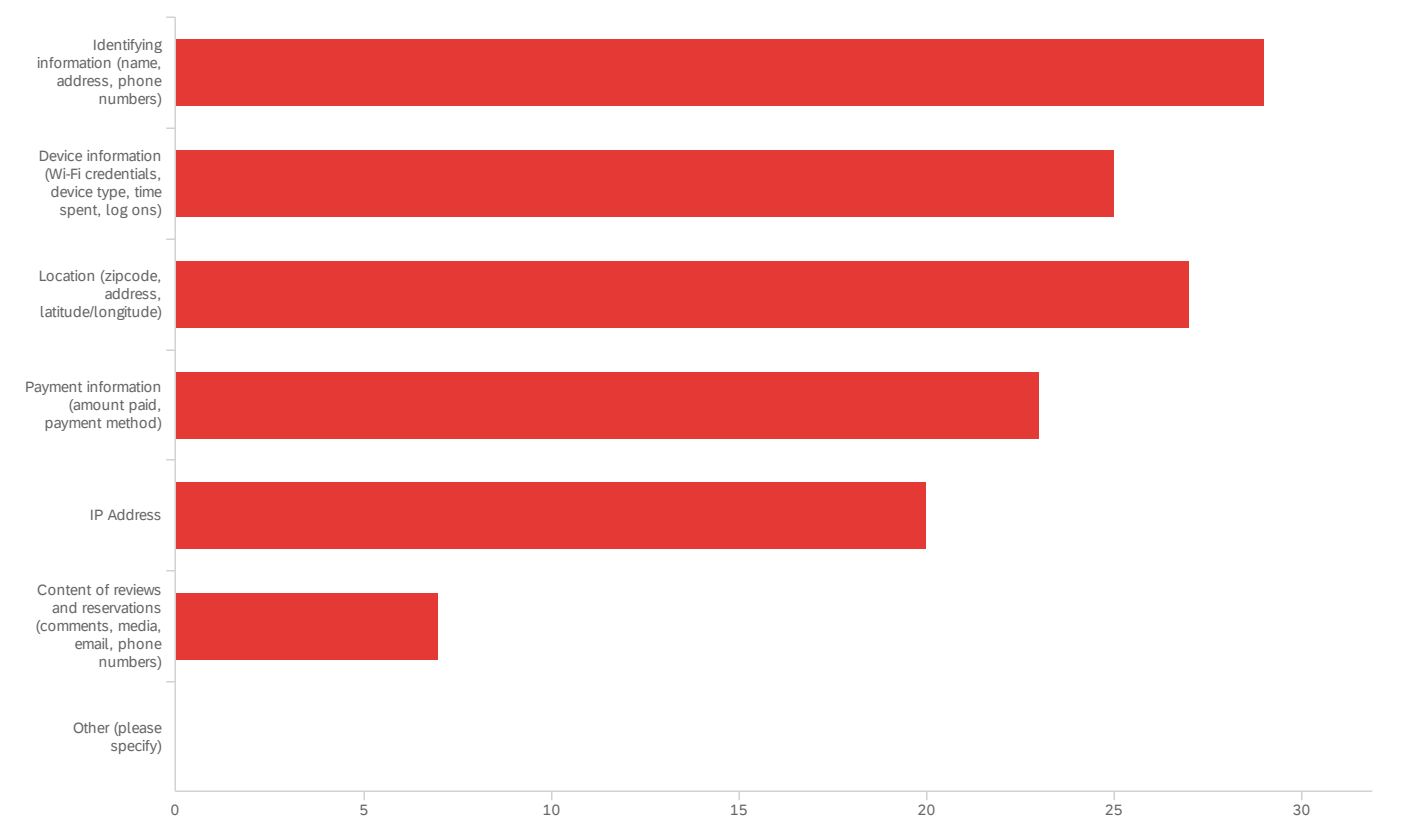
Question 5 - How comfortable are you with the data being collected about you?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How comfortable are you with the data being collected about you?	1.00	5.00	2.40	0.84	0.71	55

#	Field	Choice Count
1	Extremely uncomfortable	10.91% 6
2	Somewhat uncomfortable	49.09% 27
3	Neither comfortable nor uncomfortable	30.91% 17
4	Somewhat comfortable	7.27% 4
5	Extremely comfortable	1.82% 1
		55

Question 5 - Which of the following areas of information collected by Yelp are the most concerning to you? (select all that apply)



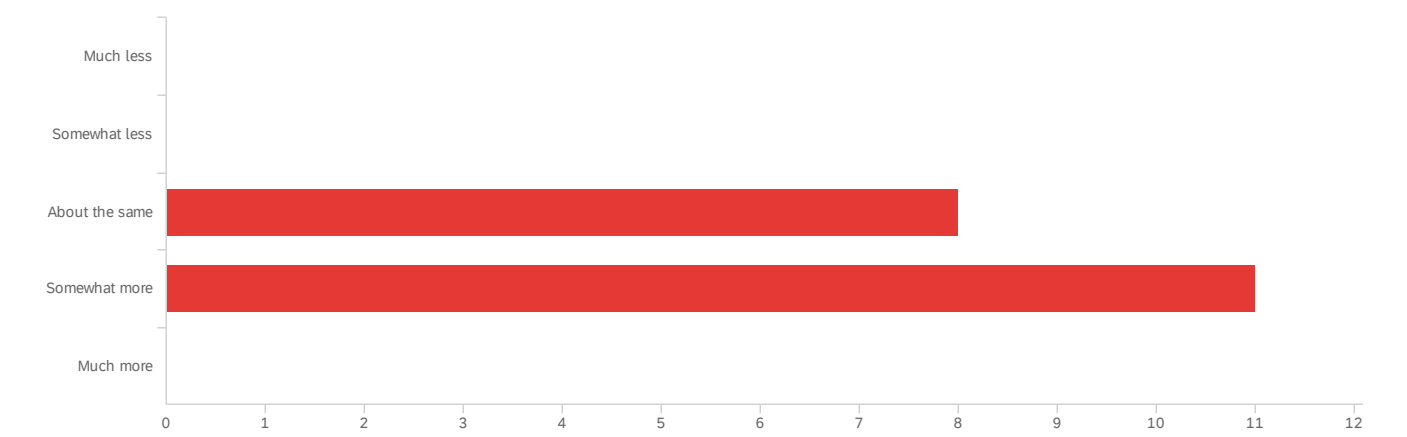
#	Field	Choice Count
1	Identifying information (name, address, phone numbers)	22.14% 29
2	Device information (Wi-Fi credentials, device type, time spent, log ons)	19.08% 25
3	Location (zipcode, address, latitude/longitude)	20.61% 27
4	Payment information (amount paid, payment method)	17.56% 23
5	IP Address	15.27% 20
6	Content of reviews and reservations (comments, media, email, phone numbers)	5.34% 7
7	Other (please specify)	0.00% 0
		131

Showing rows 1 - 8 of 8

Question 5_7_TEXT - Other (please specify)

Other (please specify)

Question 5 - Now that you are aware of the type of data collected about you: how much have your privacy concerns grown?



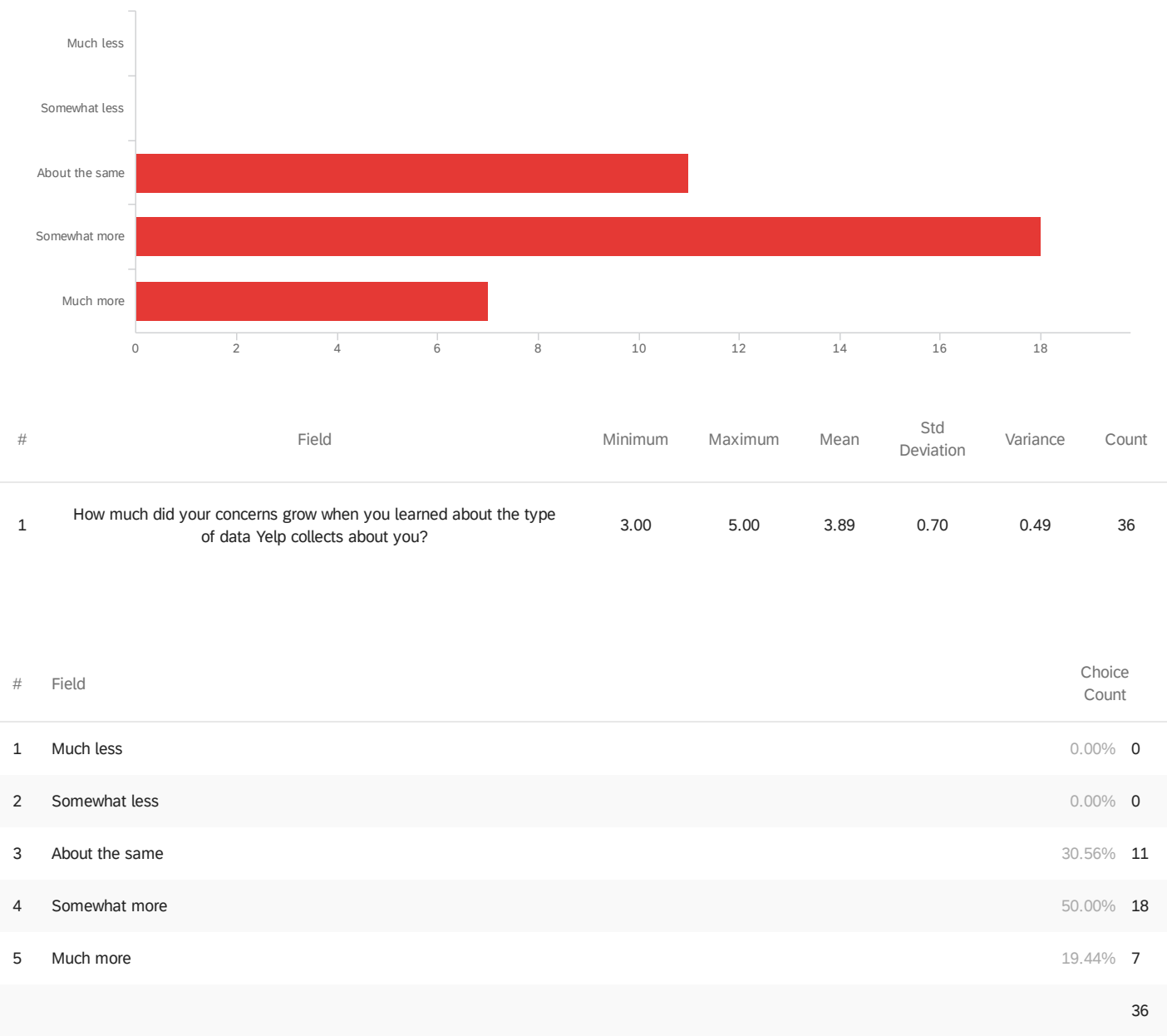
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Now that you are aware of the type of data collected about you: how much have your privacy concerns grown?	3.00	4.00	3.58	0.49	0.24	19

#	Field	Choice Count
1	Much less	0.00% 0
2	Somewhat less	0.00% 0
3	About the same	42.11% 8
4	Somewhat more	57.89% 11
5	Much more	0.00% 0
		19

Showing rows 1 - 6 of 6

Question 5 - How much did your concerns grow when you learned about the type of data

Yelp collects about you?



Showing rows 1 - 6 of 6

End of Report

