

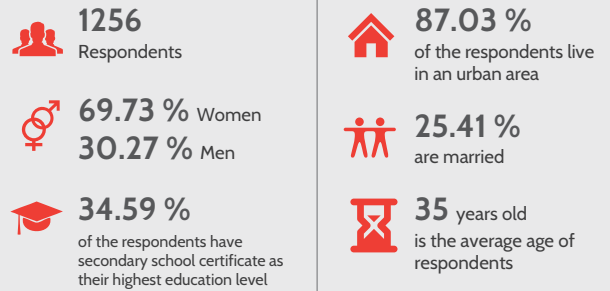
STUDY SUMMARY

In summer 2017 (June – July 2017), WMM conducted an online survey on the subject of „Smartphone-App-Rating“.

The majority of the respondents rated apps for themselves (59,57%) – usually to recommend the app to some else. 29,09% of the respondents indicated that they rated the app to address criticism or feedback to the app creator. It is also interesting, that 1/3 of respondents (38.30%) have never given a rating in the App Store.

For further information and/or to give us feedback please contact us by email at info@wmm.de.

DEMOGRAPHIC



USAGE | REASONS

iOS

OPERATING SYSTEM

56.99 %	Android
38.86 %	iOS
3.11 %	Windows
0 %	Black Berry
1.04 %	do not own a Smart phone



IN-APP RATING

59.57 %	yes (for myself)
2.13 %	yes (for others)
38.30 %	no



RATING METHOD

67.50 %	Stars/points + written assessment
32.50 %	only stars/points



REASON FOR RATING

When commenting for myself

75.45 %	to recommend an app or warn against it
39.09 %	to simply state my opinion
29.09 %	to address criticism or feedback to the creator
7.27 %	to get in-app-bonus-content
1.82 %	others

When commenting for others (ie. my child(ren))

100 %	to recommend an app or warn against it
50 %	to simply state my opinion
25 %	to get in-app bonus content



RATING FOR

25 %	others
75 %	my child(ren)



REASON FOR NOT RATING

Multiple answer possible

63.89 %	because I do not feel like it
29.17 %	because the whole process it too time-consuming (e.g. by constantly logging into the Apple App Store)
11.11 %	for data protection reasons
11.11 %	others
6.94 %	because I see no sense in it
0 %	because no one cares about my opinion

To recommend or forewarn (in criticism) others regarding the App are the biggest drivers to rate an app.



WHEN TO RATE

When commenting for myself

81.82 %	when I like it (especially) well
39.09 %	when I don't like it
12.73 %	actually always
7.27 %	others

When commenting for others (ie. my child(ren))

100 %	when she/he likes it well
75 %	when she/he doesn't like it

The motivation to give an app a good rating is much higher among participants than to express a negative criticism.

