



ONLINE REVIEW LANDSCAPE SURVEY



KEY INSIGHTS

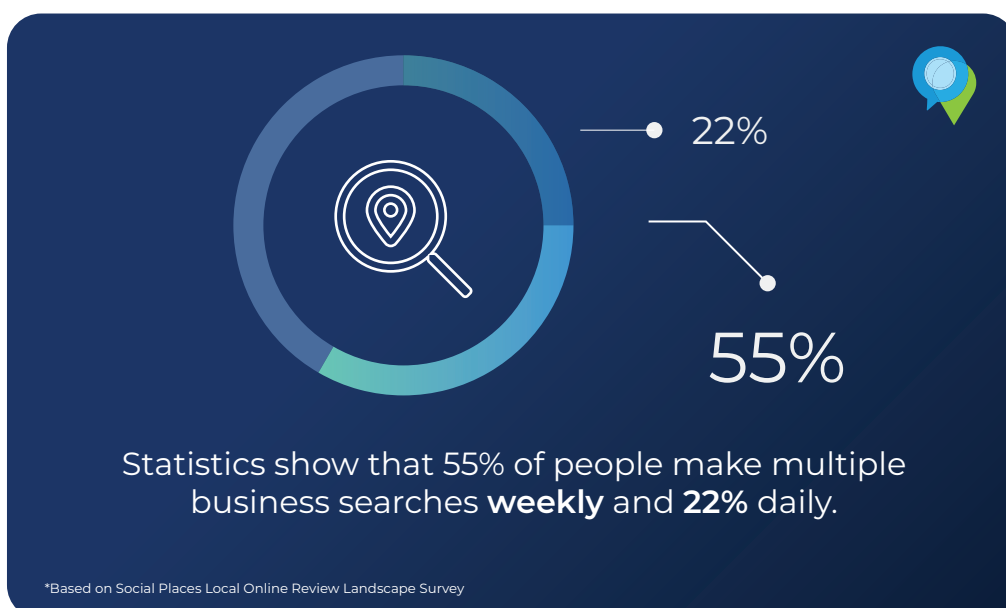
-  **87%** of consumers trust reviews as much as word of mouth or personal recommendations.
-  **75%** of consumers prefer to interact with local businesses rather than brand head offices.
-  **93%** of consumers are unlikely to choose a business with less than 3 stars, and over **49%** of consumers won't choose a business with less than 4 stars.
-  **92%** of consumers will read 5+ reviews before considering a business to be trustworthy.
-  **46%** of consumers will leave a review when prompted by a business.
-  **93%** of consumers have left a review, or plan to do so in future.
-  **93%** of consumers expect a response to their negative review, and **74%** expect a response within 24 hours.
-  **78%** of consumers expect a response to their positive review, and **64%** expect a response within 24 hours.
-  **78%** of consumers prefer to make a booking online vs on a telephone.

FINDINGS

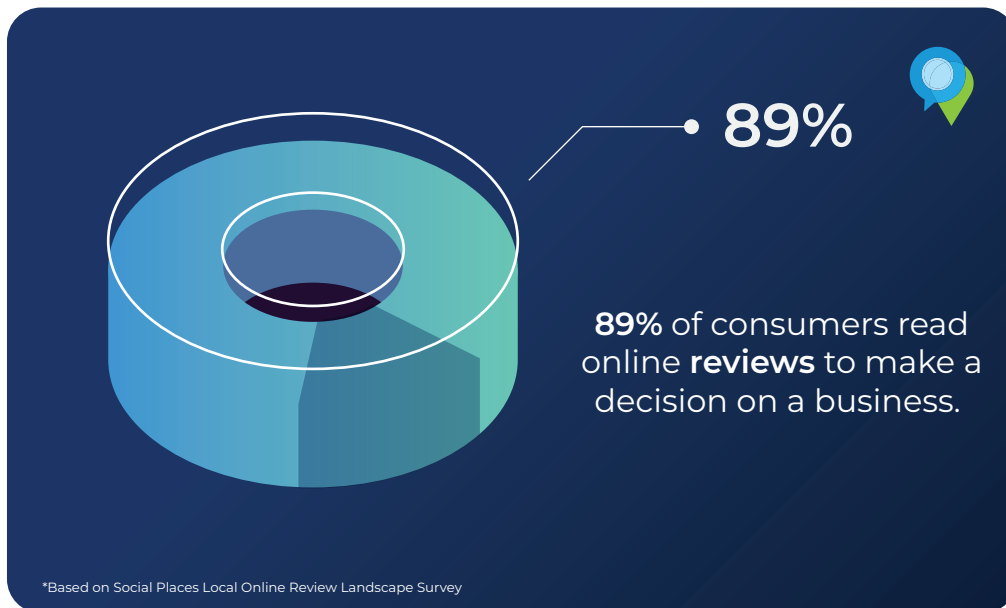
Which of the following are your preferred platform(s) to read online reviews?



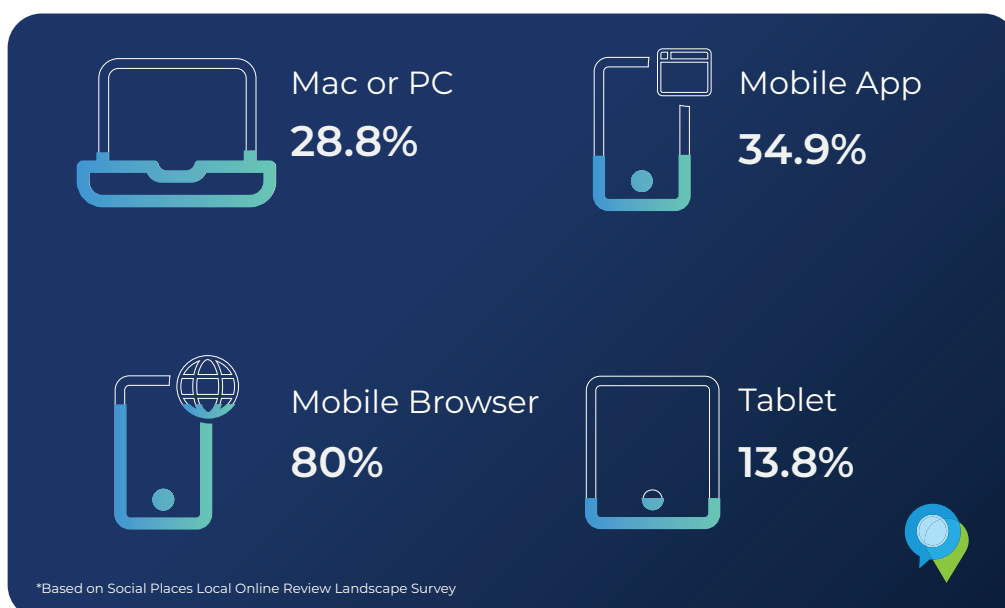
In the last year how many times have you used the internet to search for a local business?



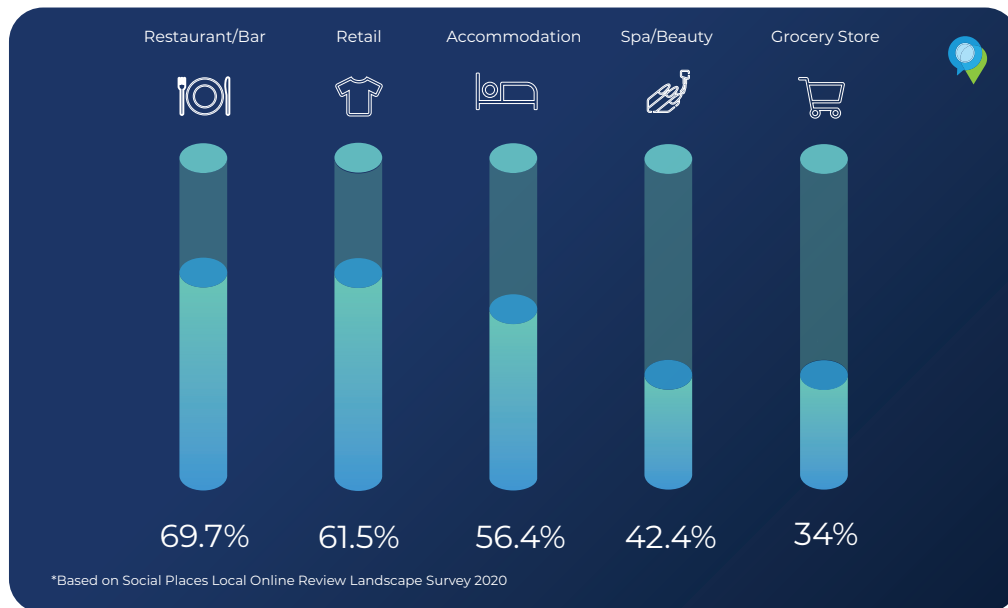
Do you ever read online reviews for businesses?



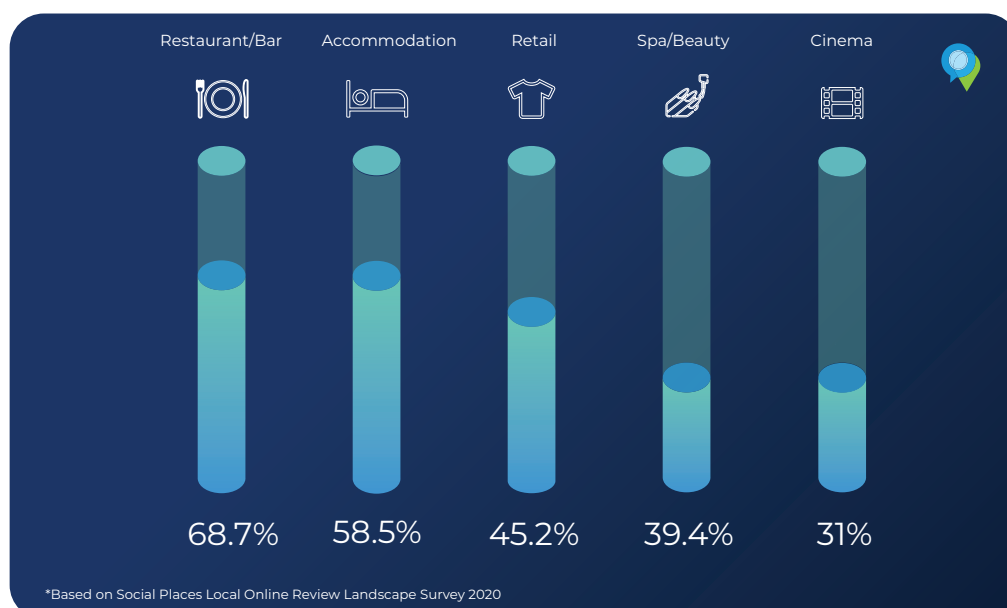
Which device do you usually use to read consumer reviews?



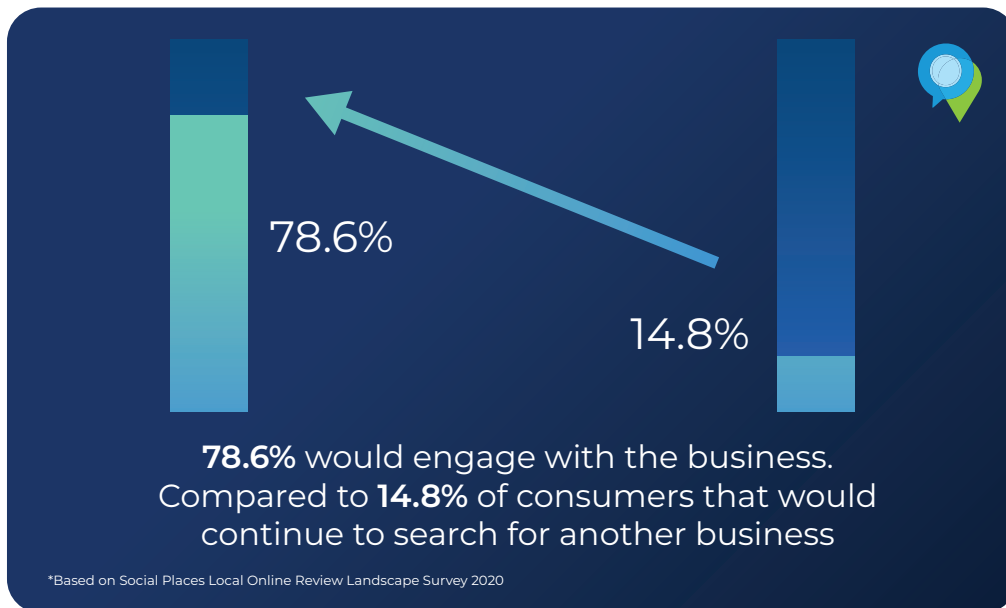
What type of business are you more likely to search for online?



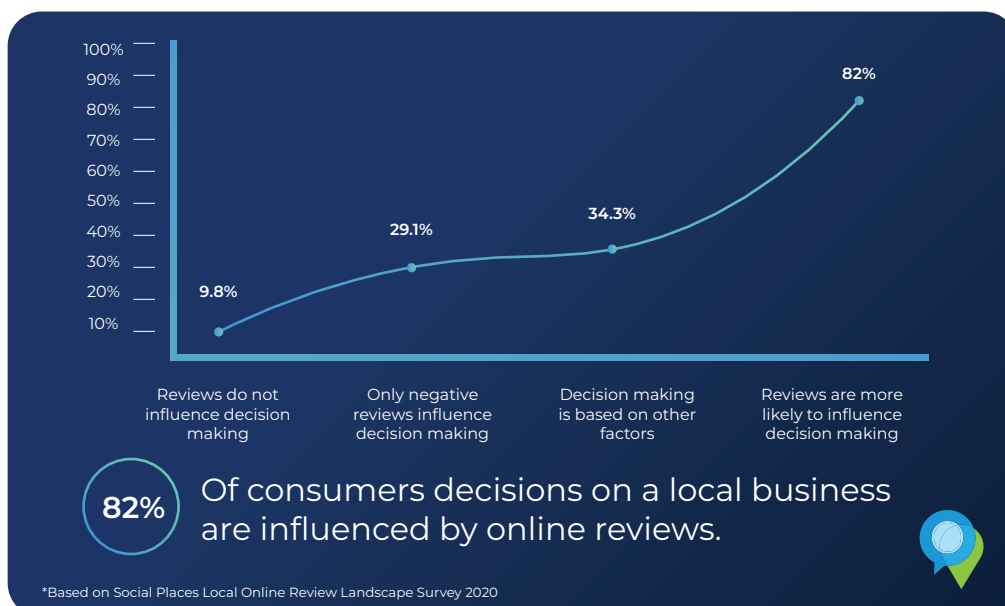
What type of business are you most likely to read online reviews for?



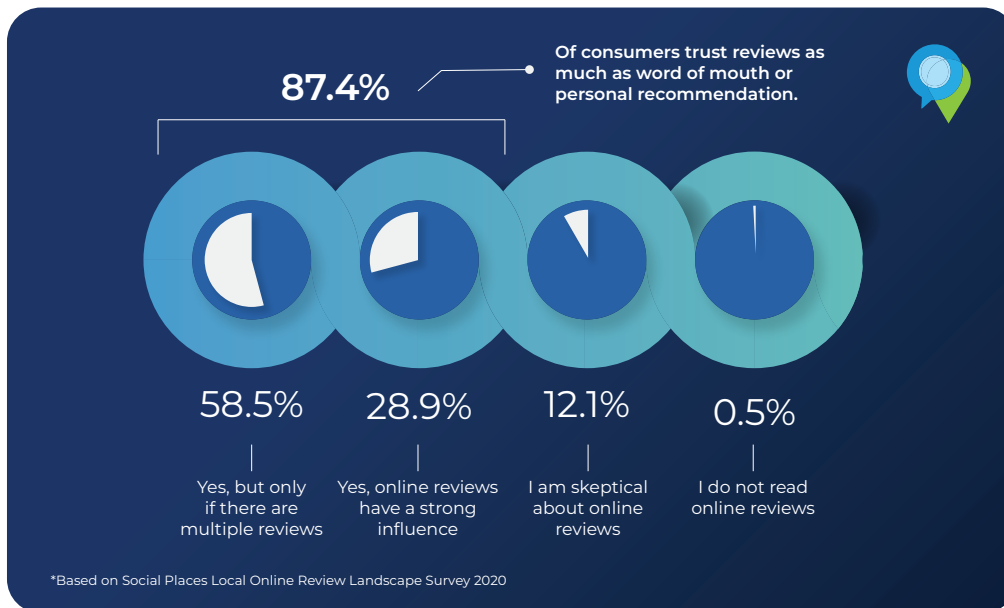
What do you normally do after reading a positive review?



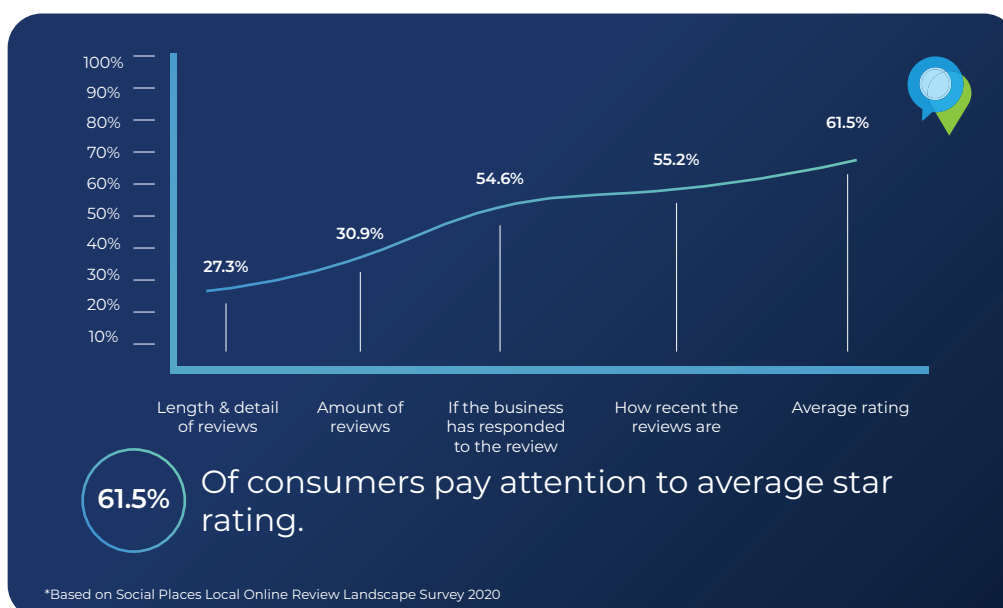
How do online reviews influence your decision to use a local business?



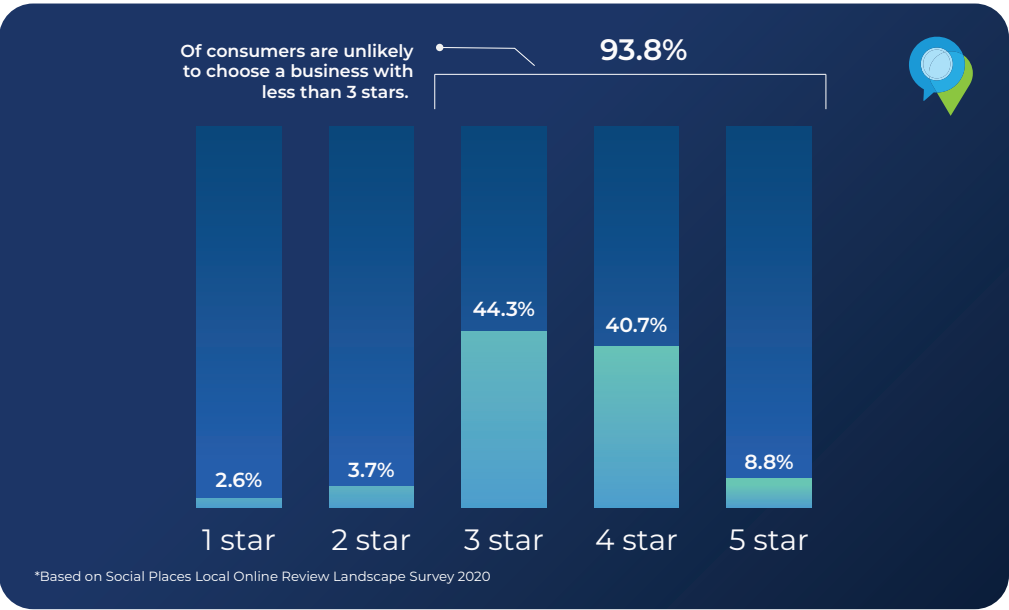
Do you trust online reviews as much as personal recommendations or word of mouth?



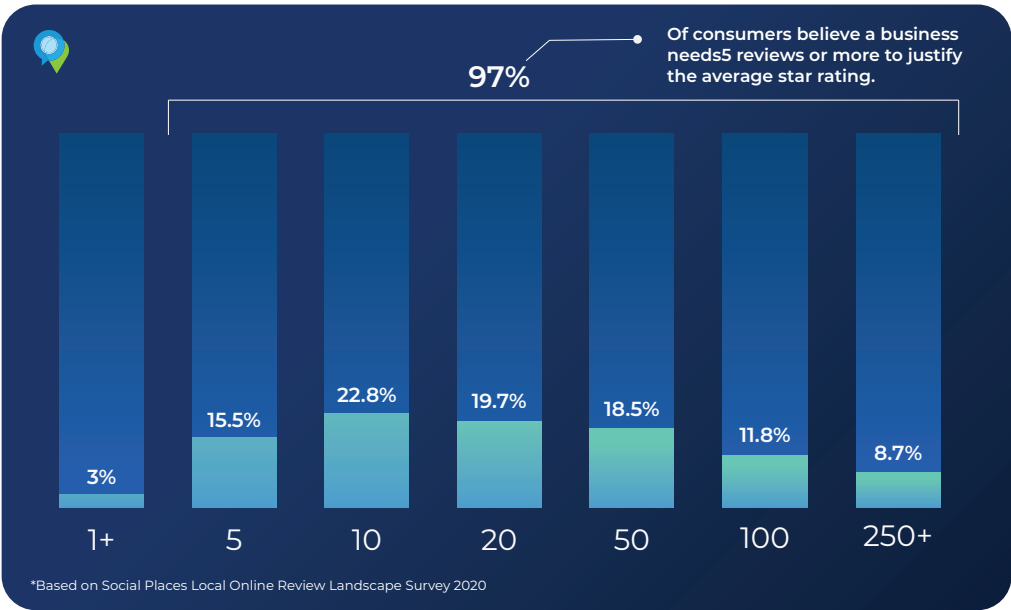
When judging a local business based on their reviews, what do you pay attention to?



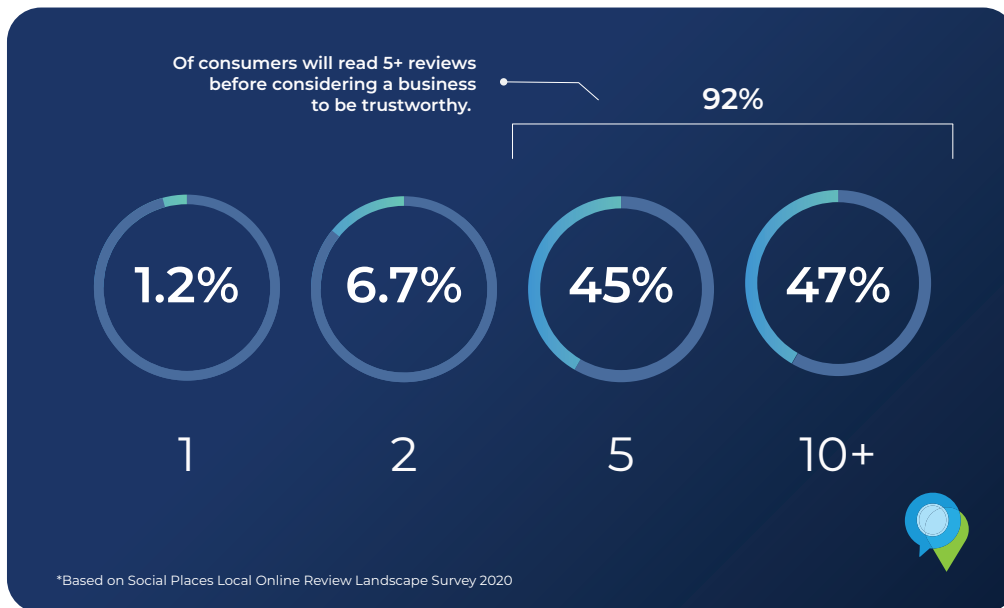
What is the preferred minimum star rating a business must have for you to use them?



How many reviews does a business need before you believe it's average star rating?



How many reviews do you read before you consider a business to be trustworthy?



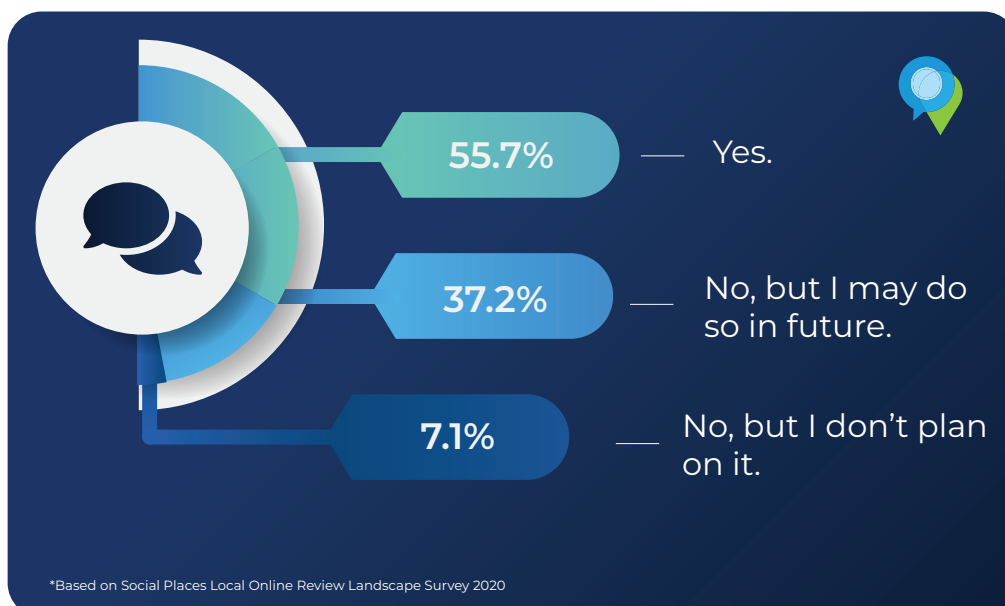
How recent does an online review need to be to impact your purchase decision?



When searching for a local business, do you read a business' response to their customers?



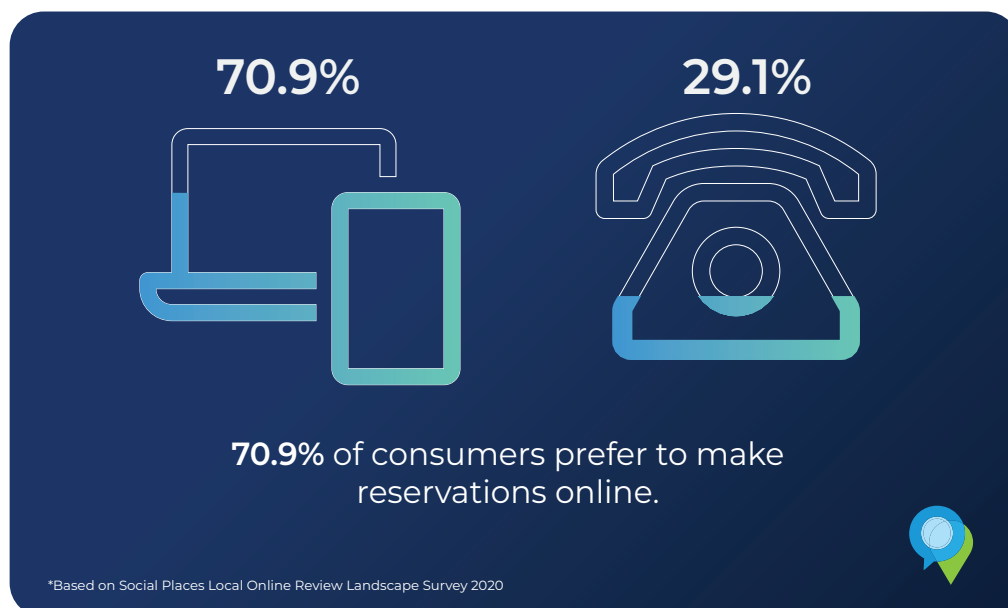
Have you ever left an online review for a local business?



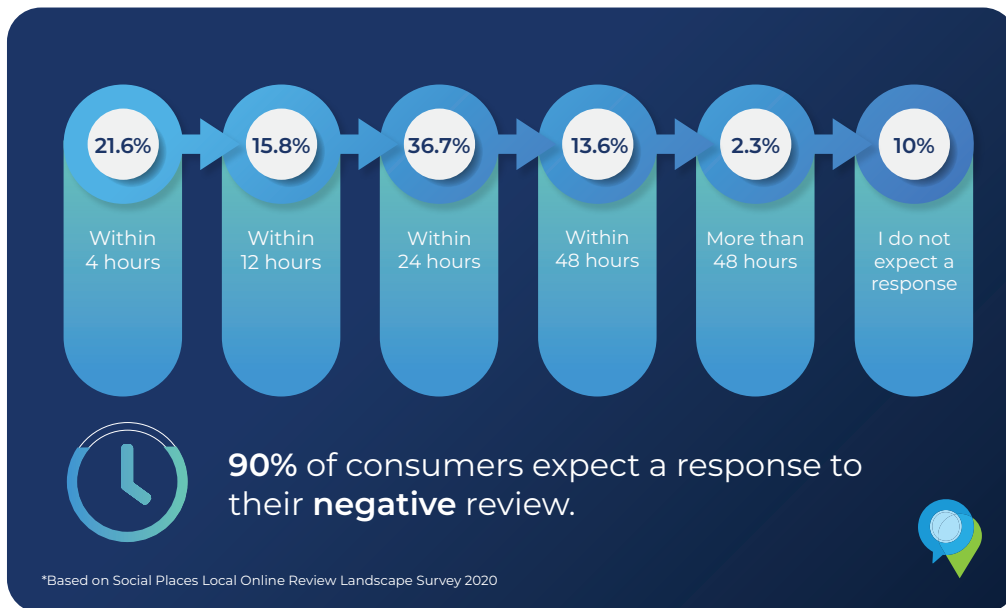
Have you ever been asked (by a business or employee of the business) to leave an online review?



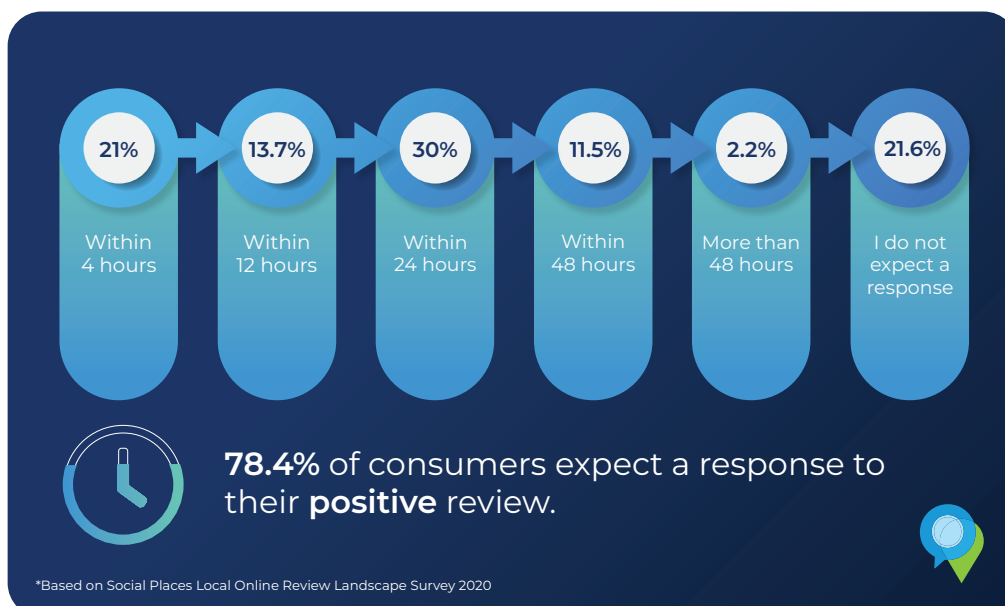
What is your preferred method of making a booking or reservation?



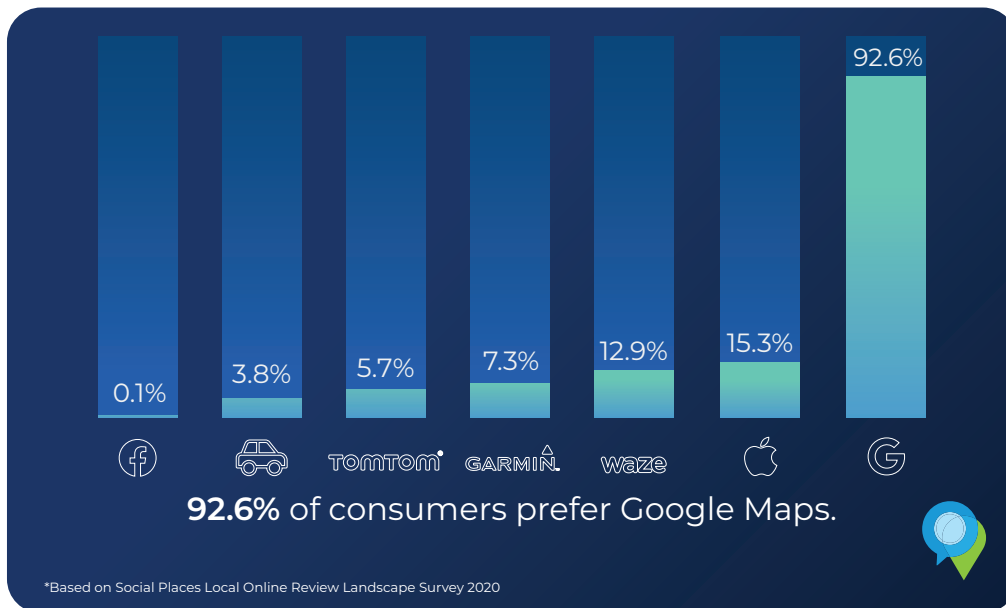
When leaving a negative review online, how soon do you expect a response from the business?



When leaving a positive review online, how soon do you expect a response from the business?



What is your preferred navigational app or device?



Do you prefer to interact online with local businesses or brand head offices?

