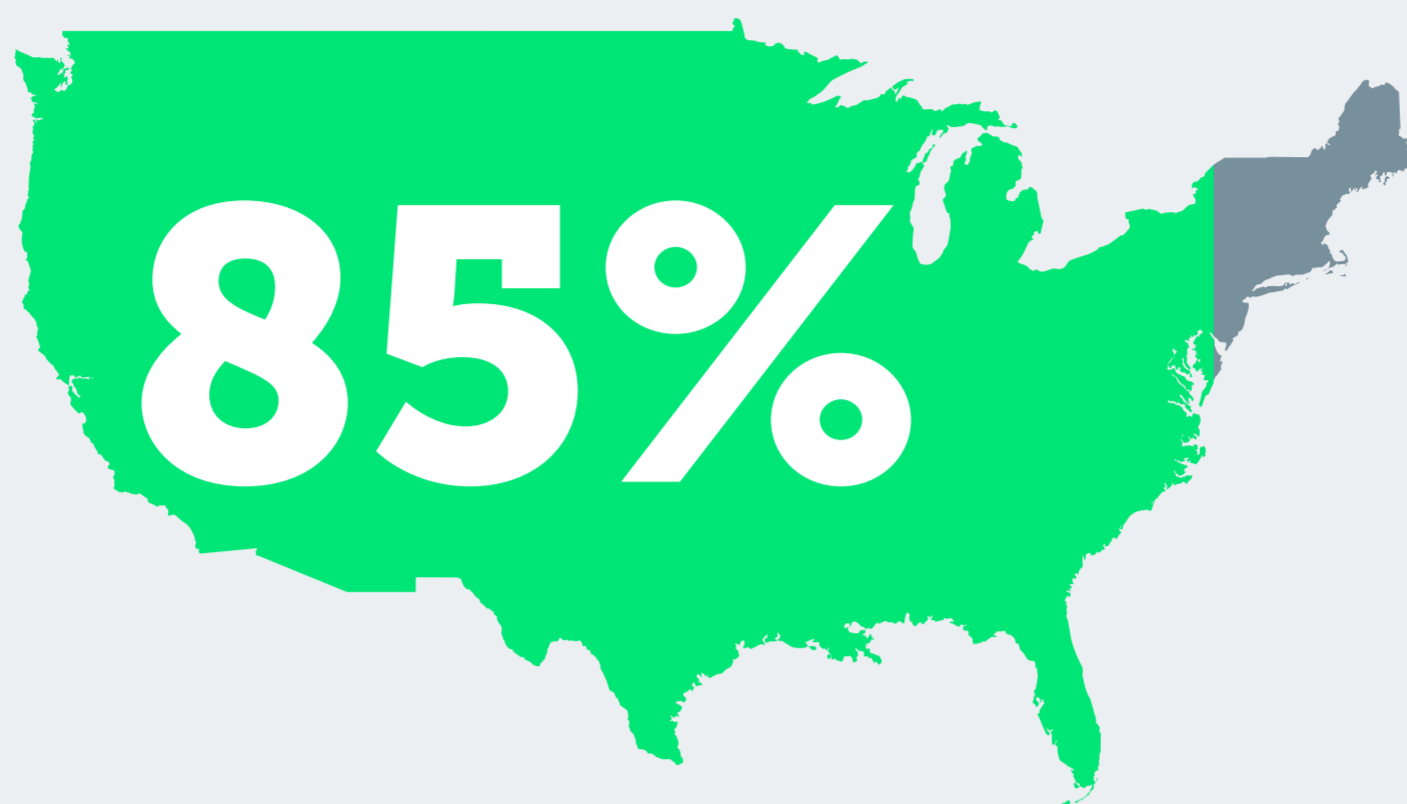


# WHAT CONSUMERS THINK ABOUT ONLINE REVIEWS



## Online Reviews are Good for the Bottom Line



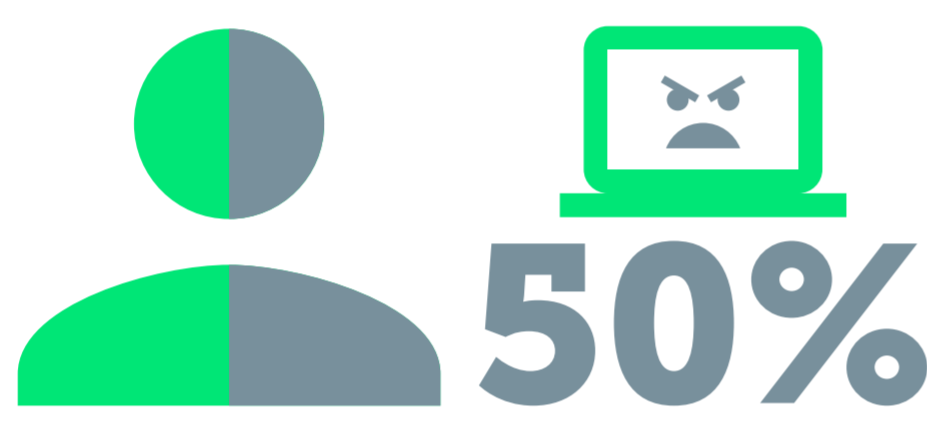
Majority of Americans (85%) report knowing that a business has positive reviews makes them more likely to purchase their products or services.

## Americans Provide Both Positive and Negative Feedback



Of the Americans (51%) who have ever written online reviews for businesses, products or services, the vast majority (82%) wrote both negative and positive reviews.

## Despite This, Many Believe Online Review Sites are More Often Negative Than Positive

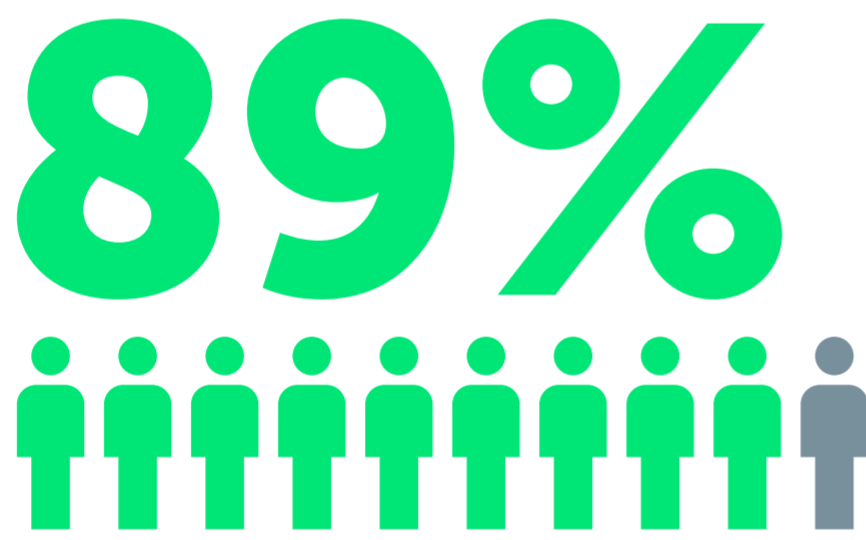


Half of Americans (50%) believe online review sites are more often negative, than they are positive.

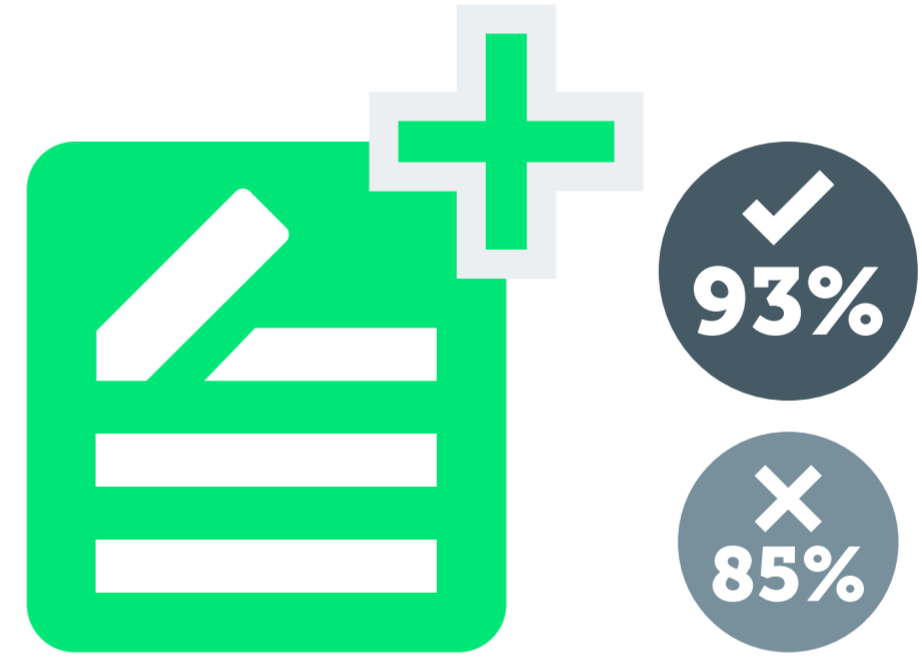


Americans who never wrote an online review are significantly more likely than those who ever did to report this (55%\* vs. 45%).

## Most Believe Companies Should Leverage Both Negative and Positive Feedback

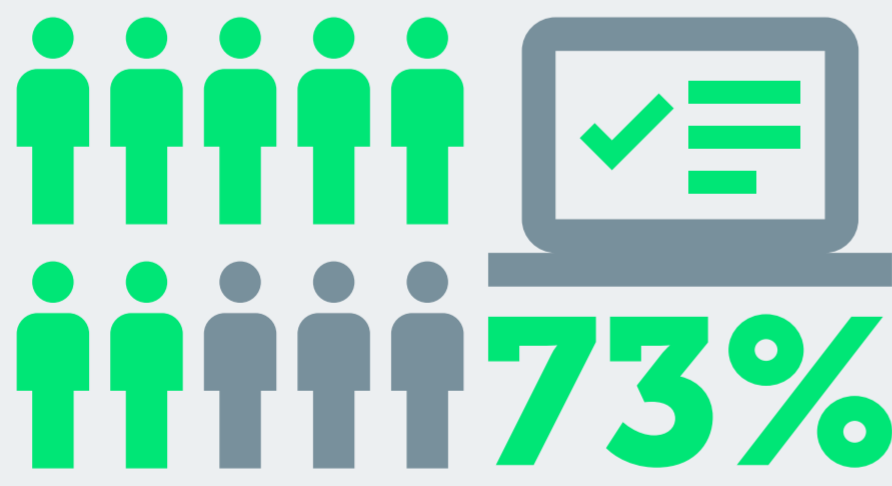


Nearly nine in ten Americans (89%) believe companies should regularly leverage both negative and positive customer feedback to optimize their products and services.

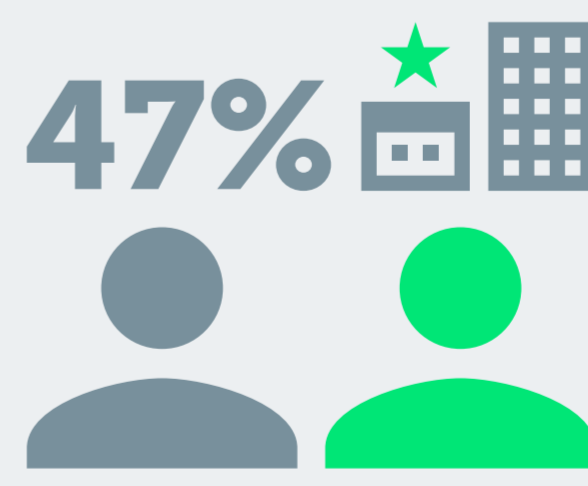


Americans who have ever written an online review are significantly more likely than those who have not to report this (93%\* vs. 85%).

## Online Reviews for Small Businesses Seen as Particularly Important

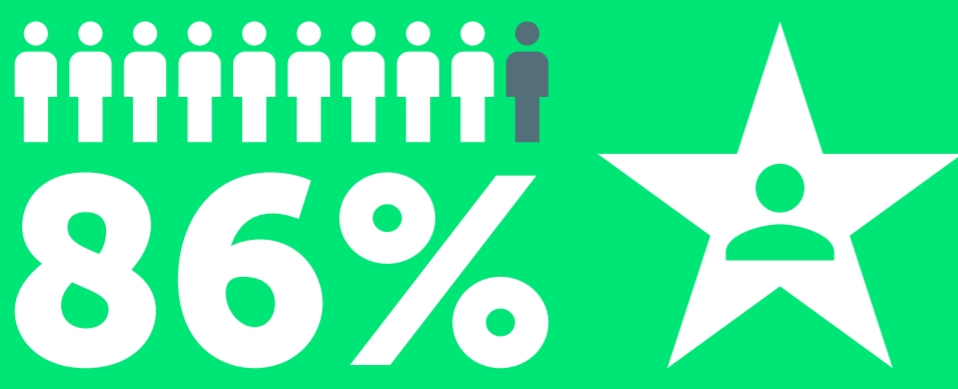


Seven in ten Americans (73%) believe it is important to write online reviews for local businesses.



Further, about one in two Americans (47%) rely more on online reviews for local businesses than for larger corporations.

## Recognizing Good Employees is also Top of Mind



Over eight in ten Americans (86%) believe companies should regularly do more to publicly acknowledge individual employees for good work.

## To Encourage Reviews, More Needs to Be Done to Ensure Ease of Use



About two in three Americans (64%) report they would be more likely to write an online review if it was less time consuming.

Source: <https://www.forrester.com/marketing/product/data/omnibus.html>  
[https://s3-us-west-2.amazonaws.com/uploads.goodsnitch.com/201505\\_survey](https://s3-us-west-2.amazonaws.com/uploads.goodsnitch.com/201505_survey)