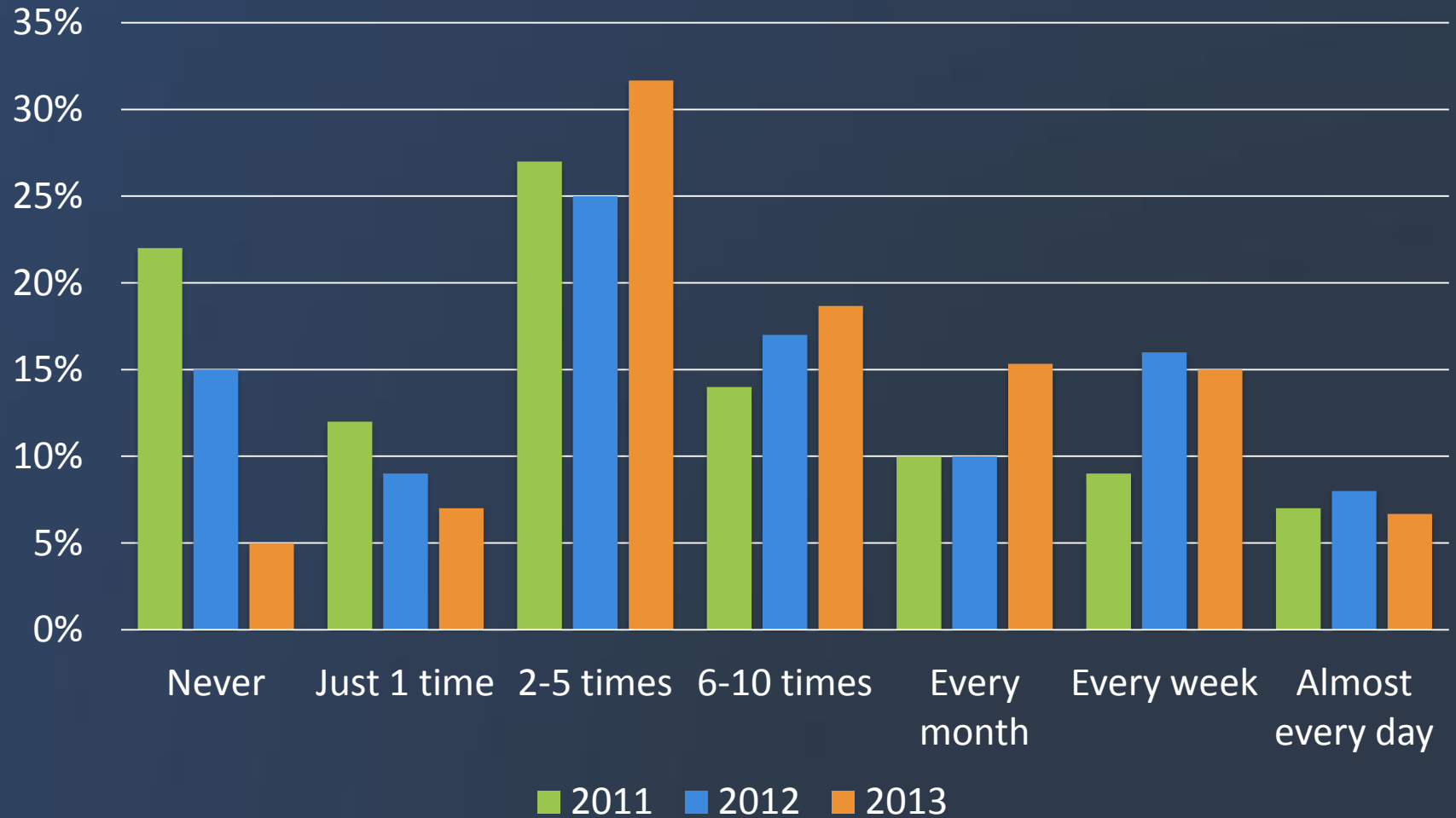


LOCAL CONSUMER
REVIEW SURVEY

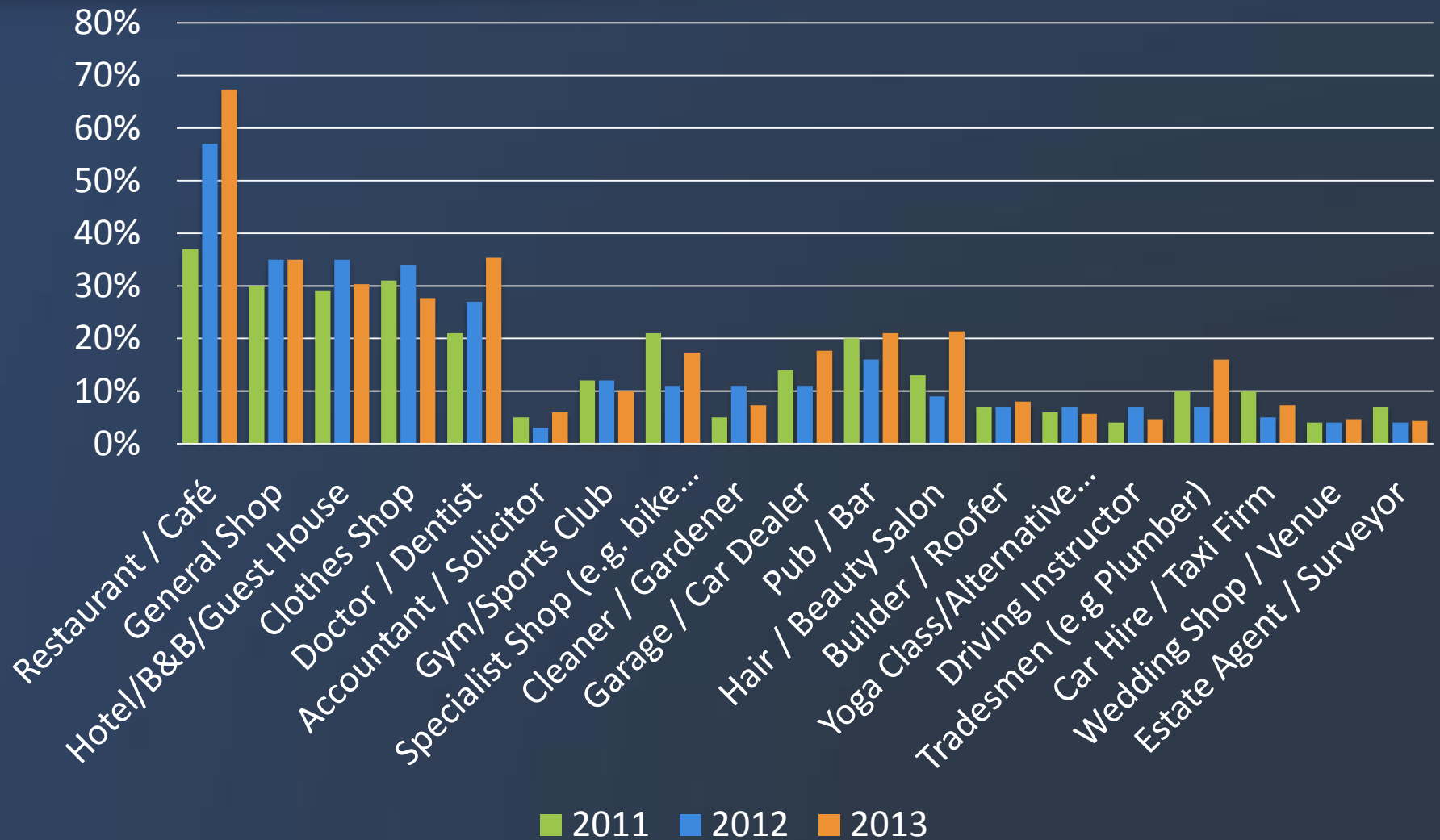
2013

CONSUMPTION OF ONLINE REVIEWS

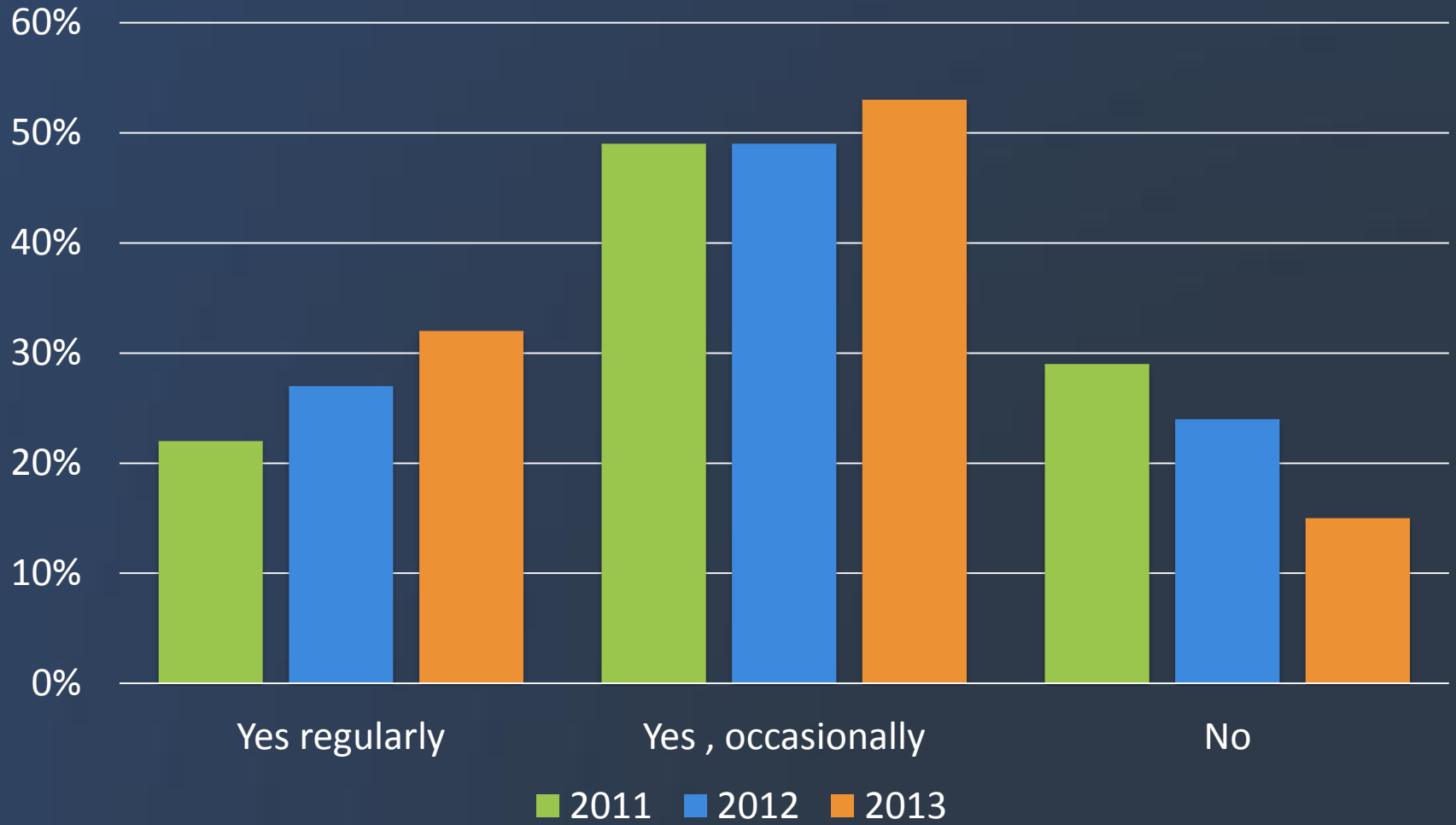
How many times have you used the internet to find a local business in the last 12 months?



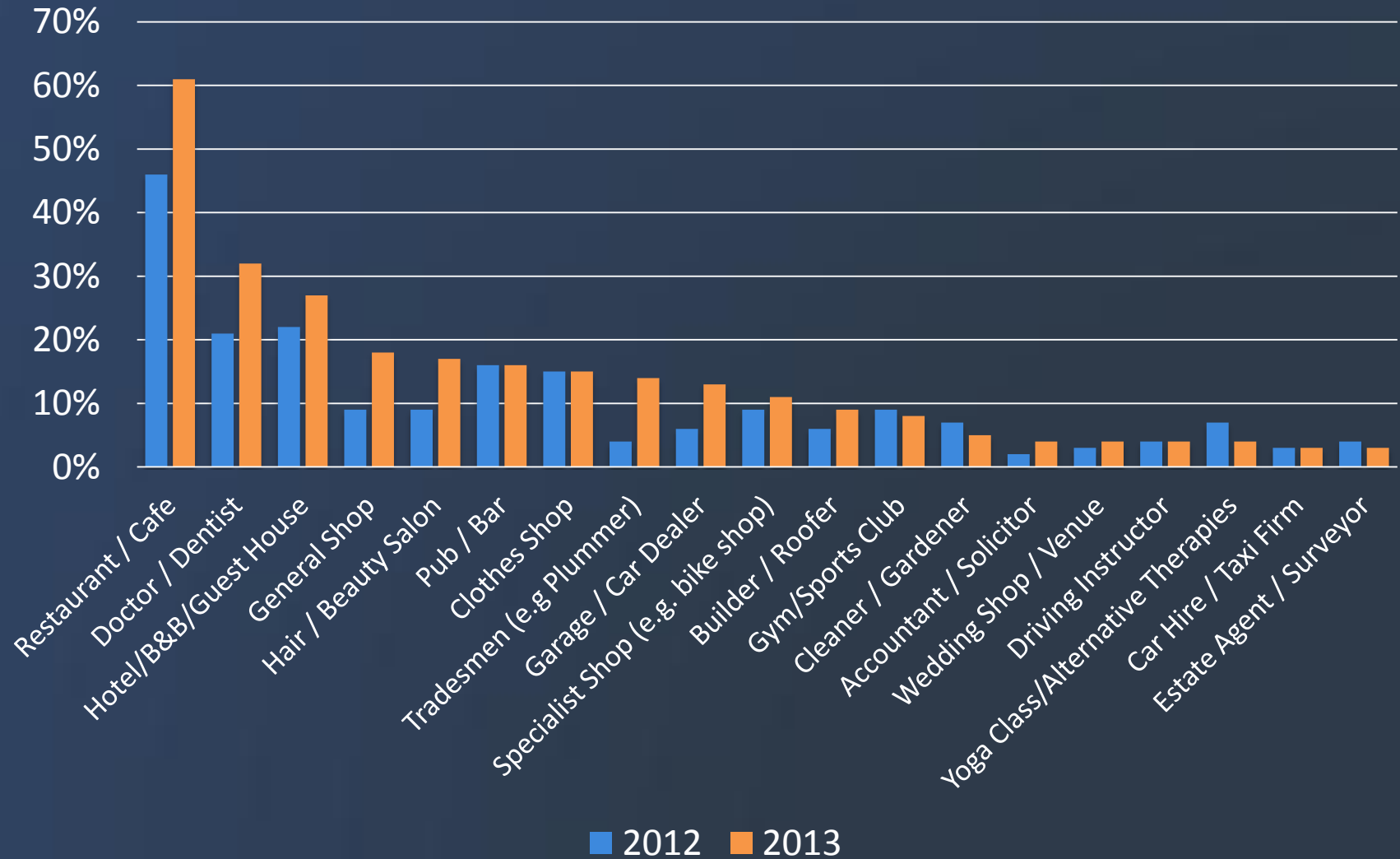
Select the business types you have searched for via the internet in the last 12 months?



Do you read online customer reviews to determine whether a local business is a good business?

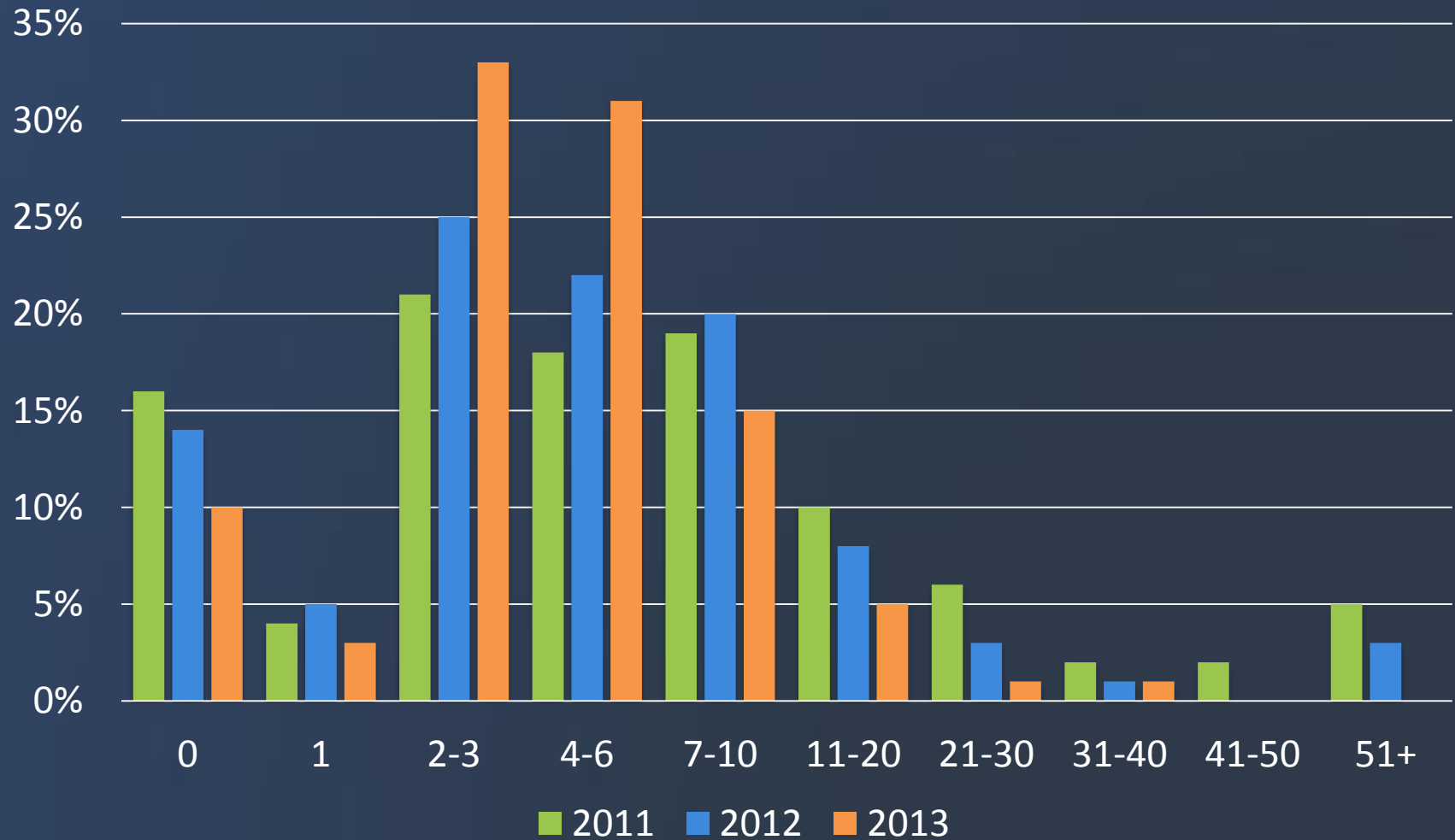


Which of these business types have you read online customer reviews for?

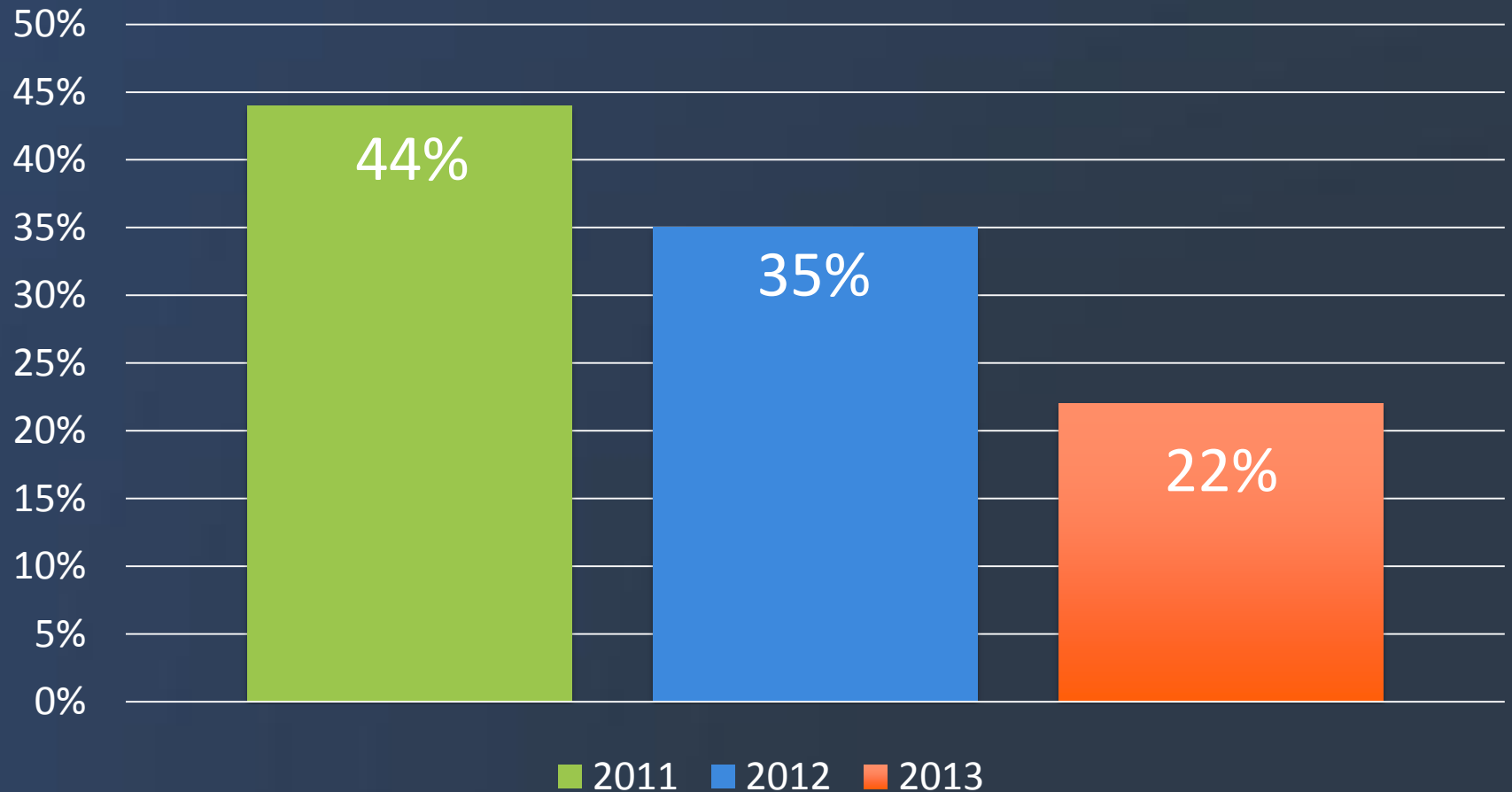


TRUST & INFLUENCE

How many online reviews do you read before you can form an opinion about a business?



% of consumers reading more than 7 reviews before they form an opinion about a business



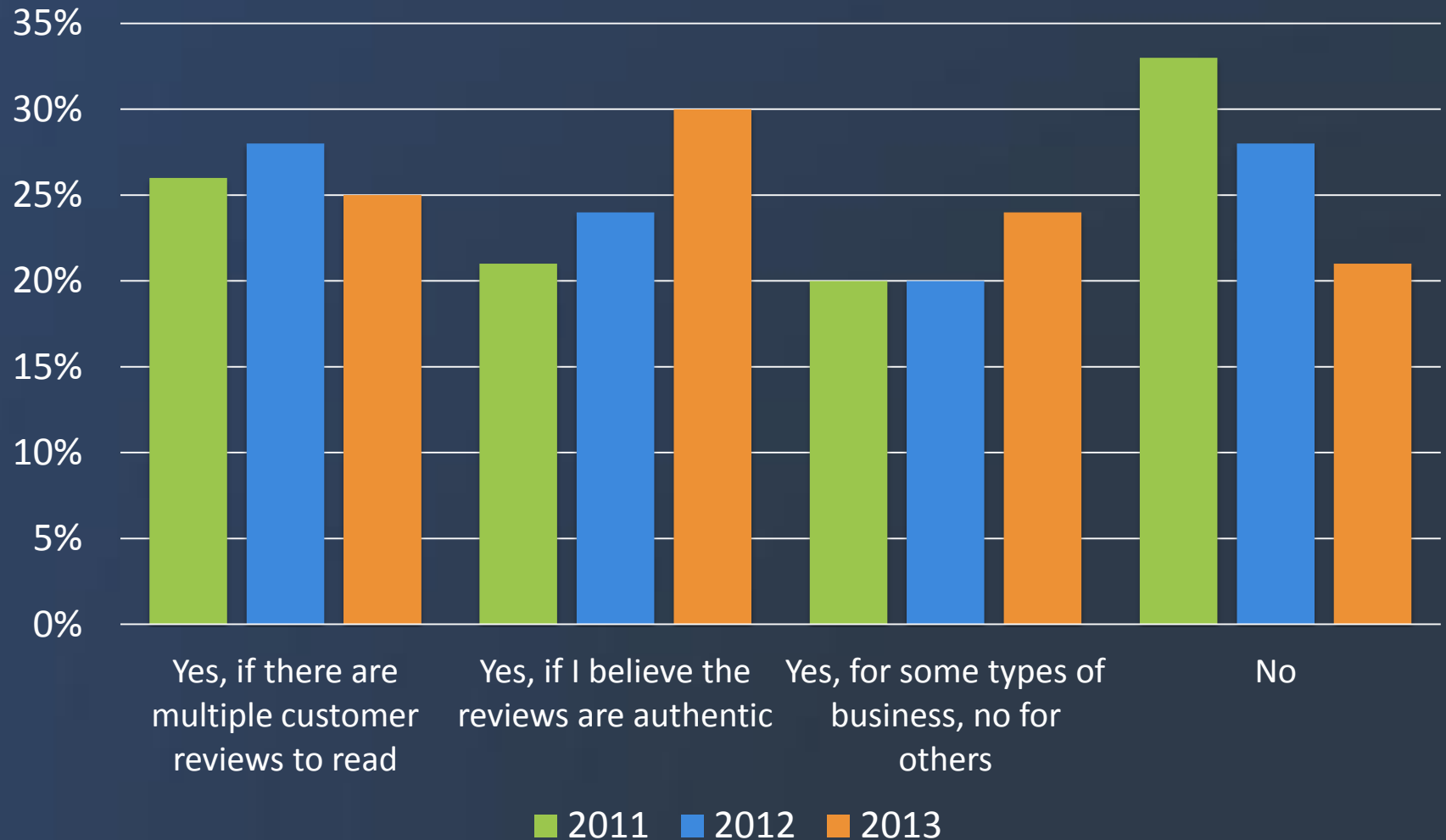
How do online customer reviews affect your opinion of a local business?



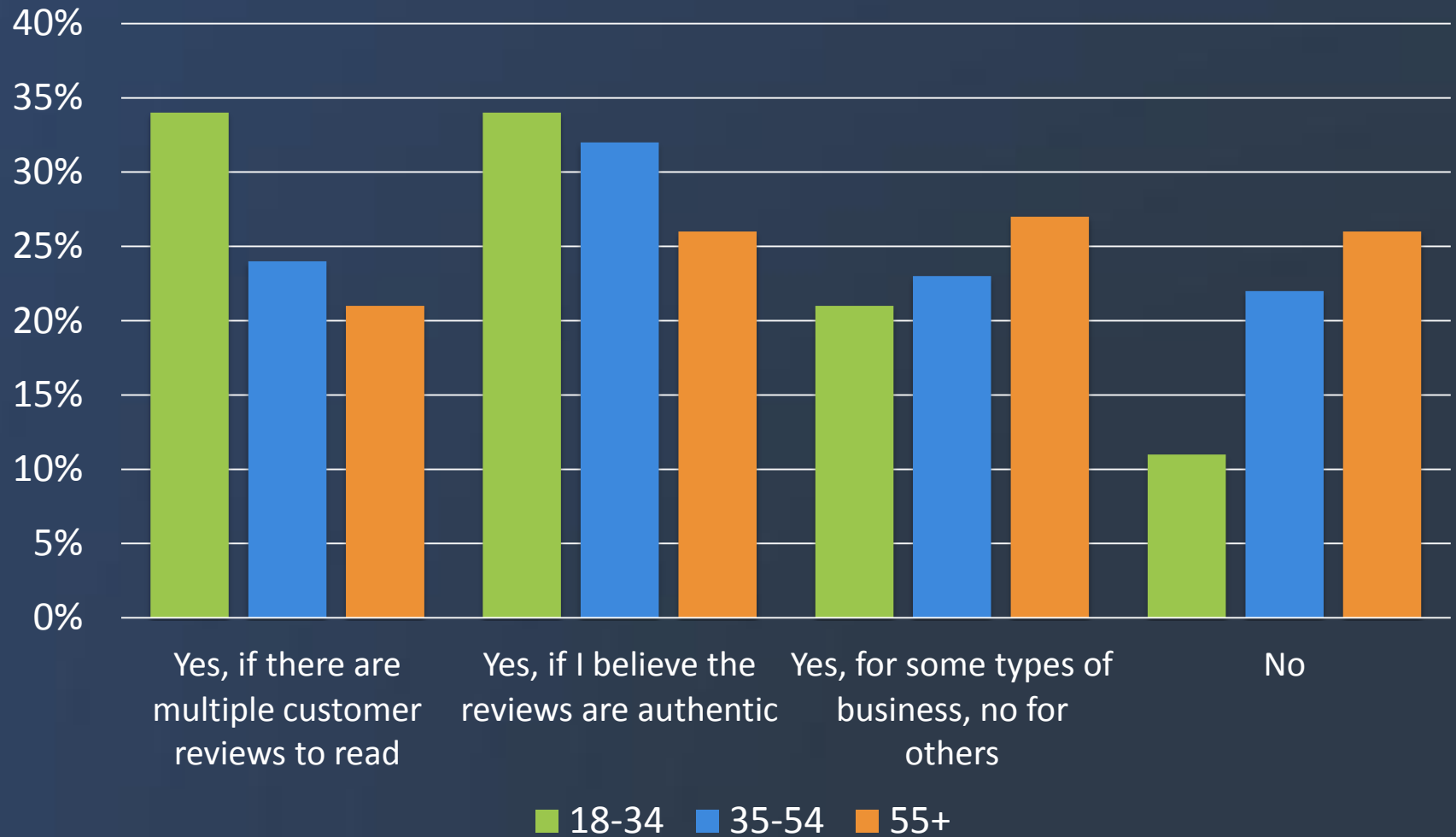
How do online customer reviews influence your decision to use a local business?



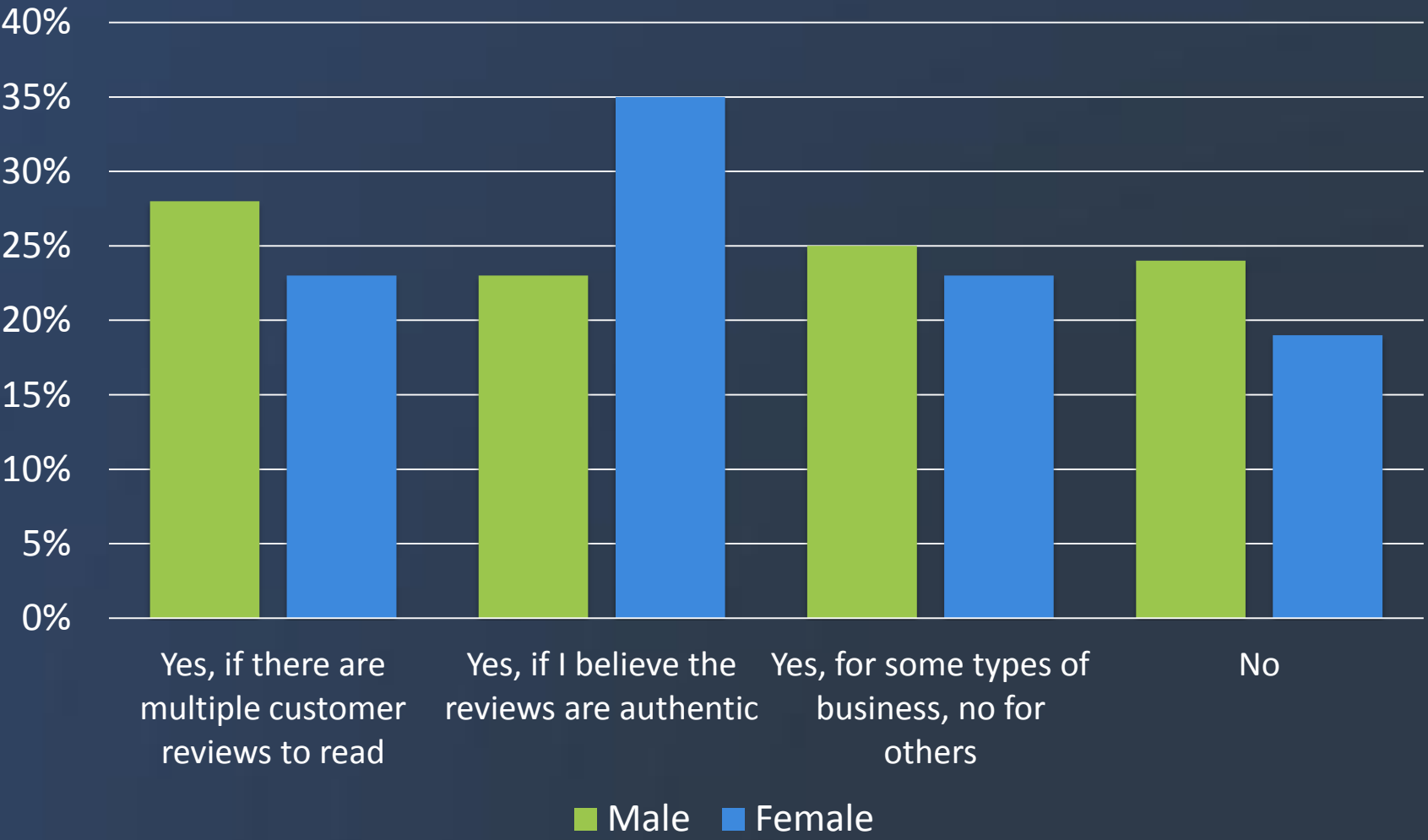
Do you trust online customer reviews as much as personal recommendations?



Younger consumers more willing to trust online reviews



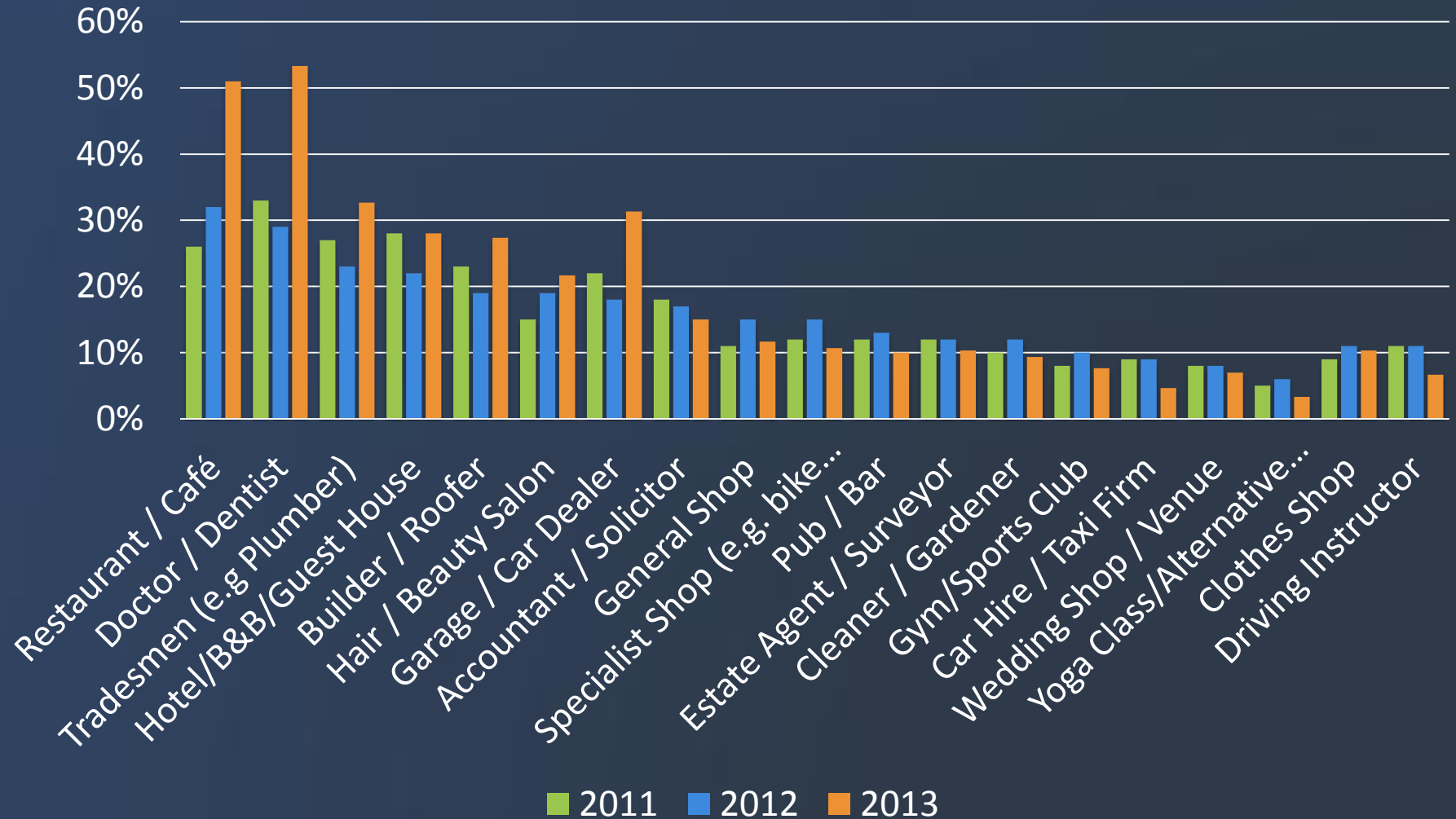
Female consumers more trusting of online reviews



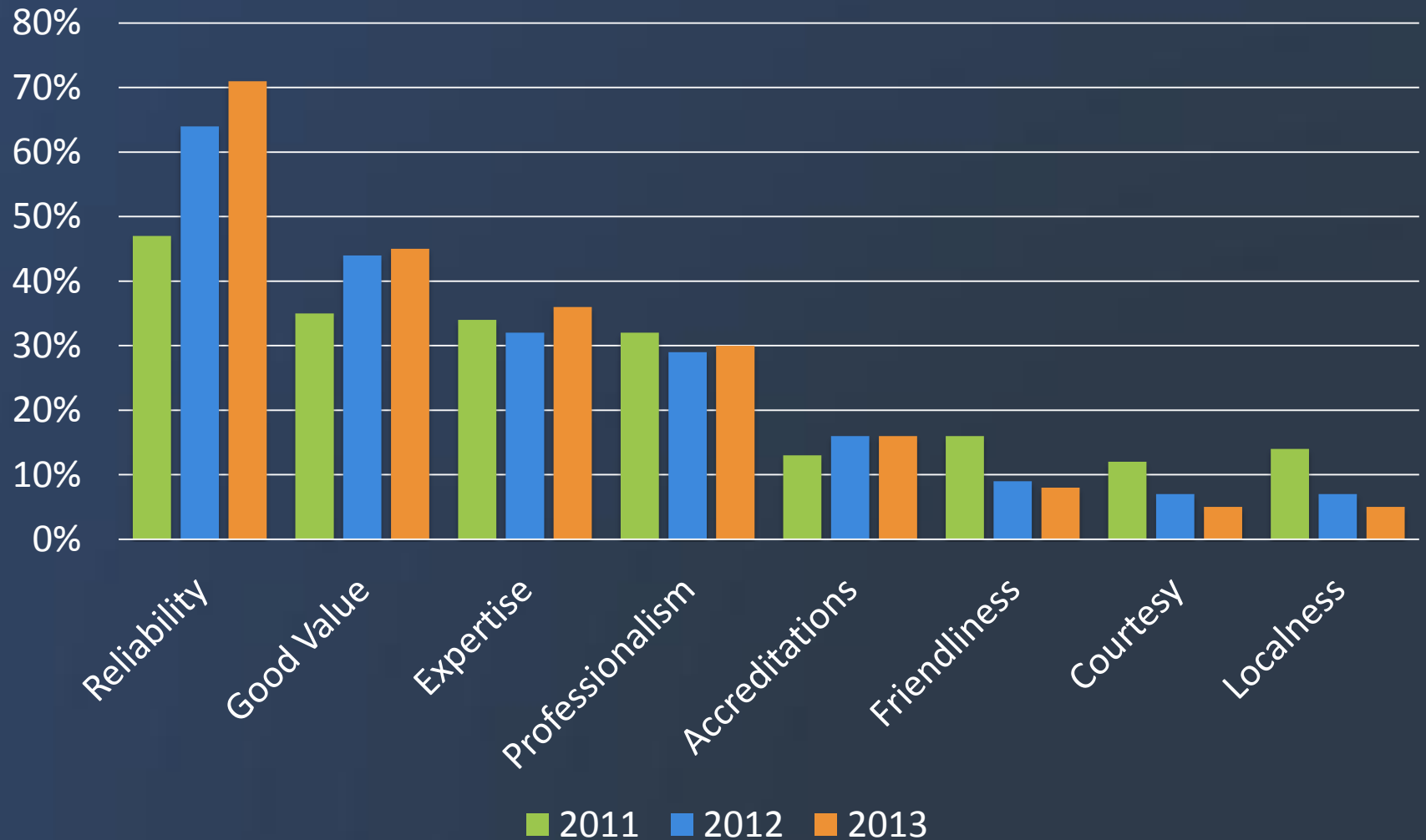
Source: Local Consumer Review Survey 2013

REPUTATION TRAITS

For which of these local business types does 'Reputation' matter the most when choosing a business?

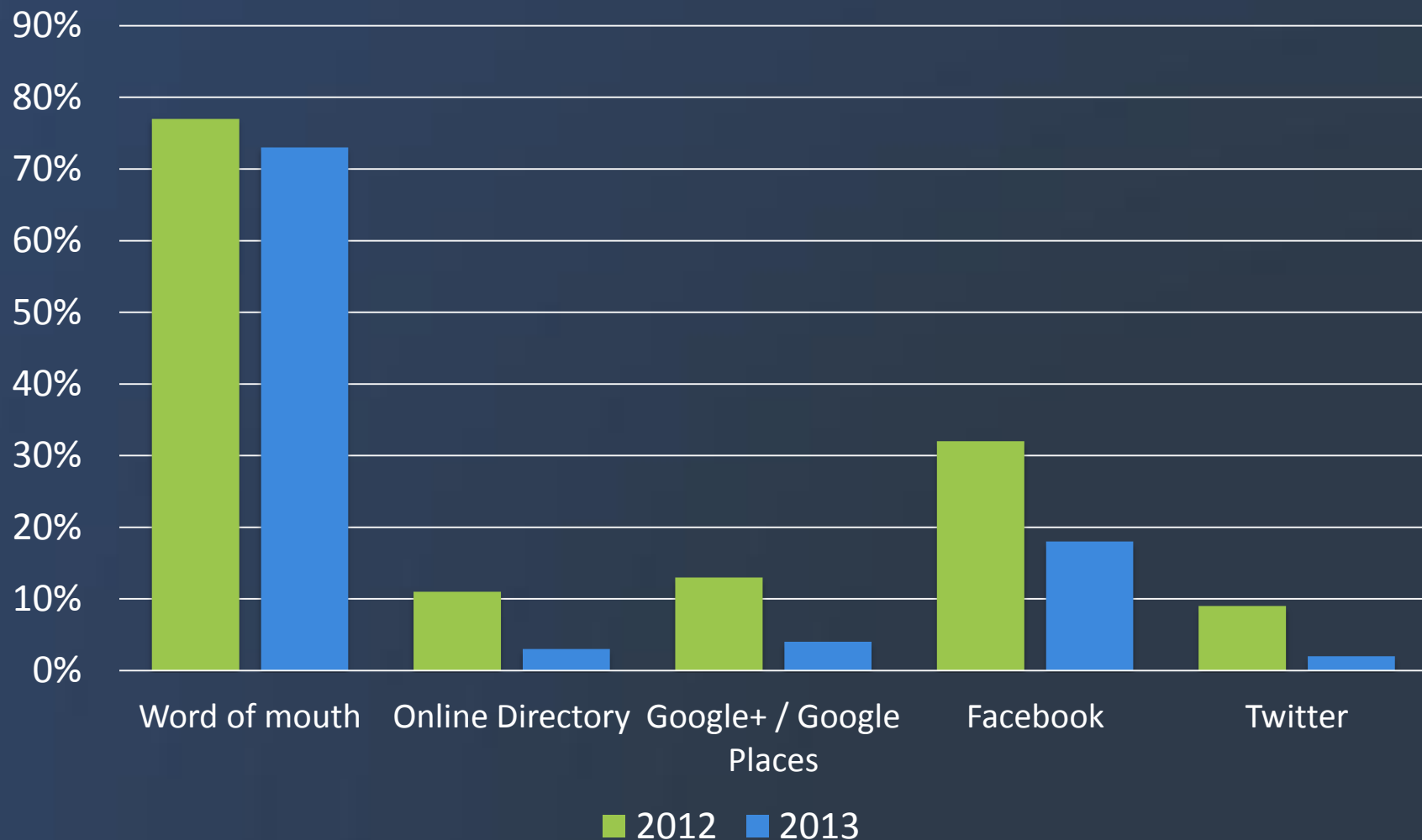


Which of the following 'Reputation Traits' is most important to you when selecting a local business to use?

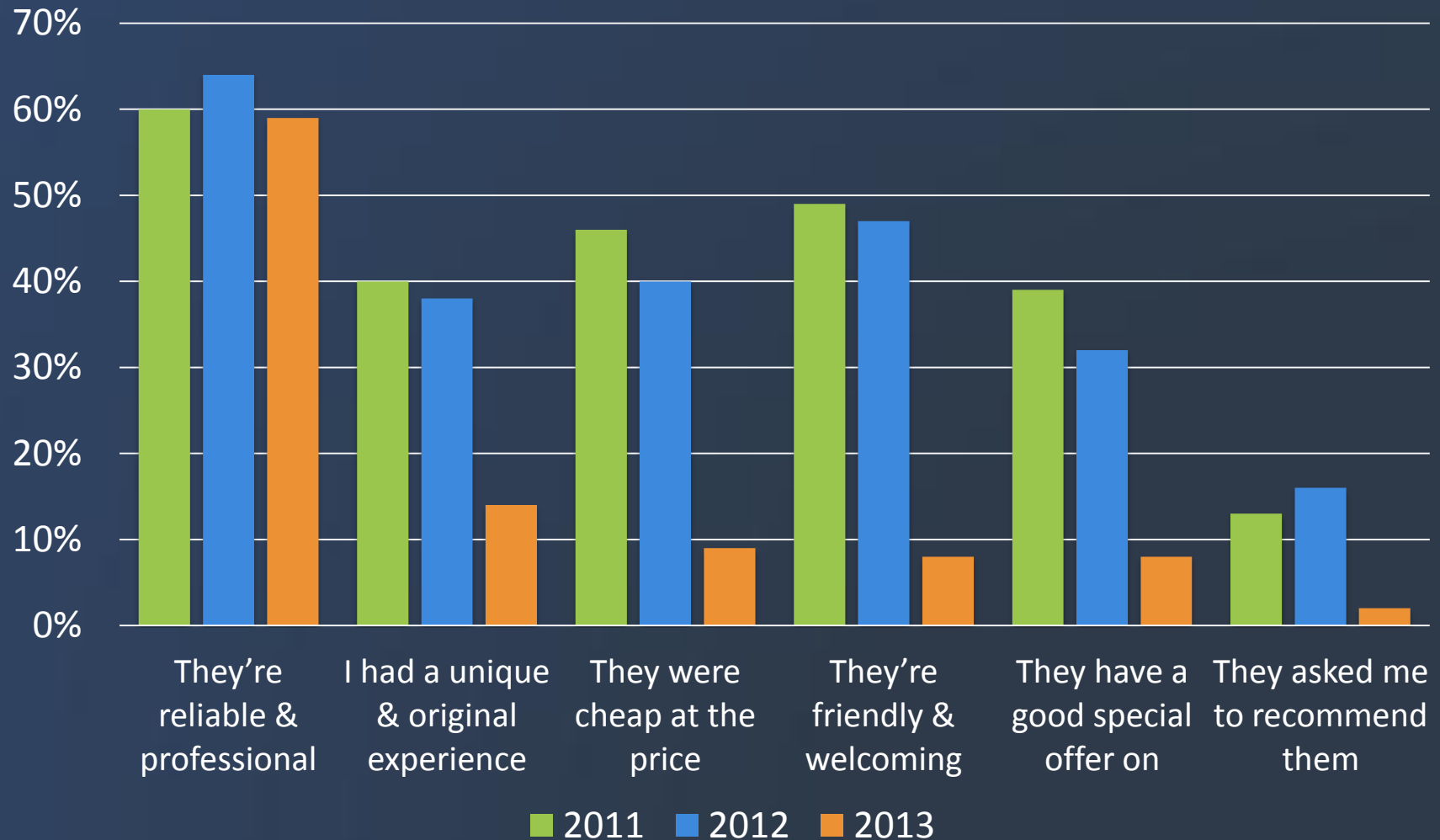


INCENTIVE TO
RECOMMEND

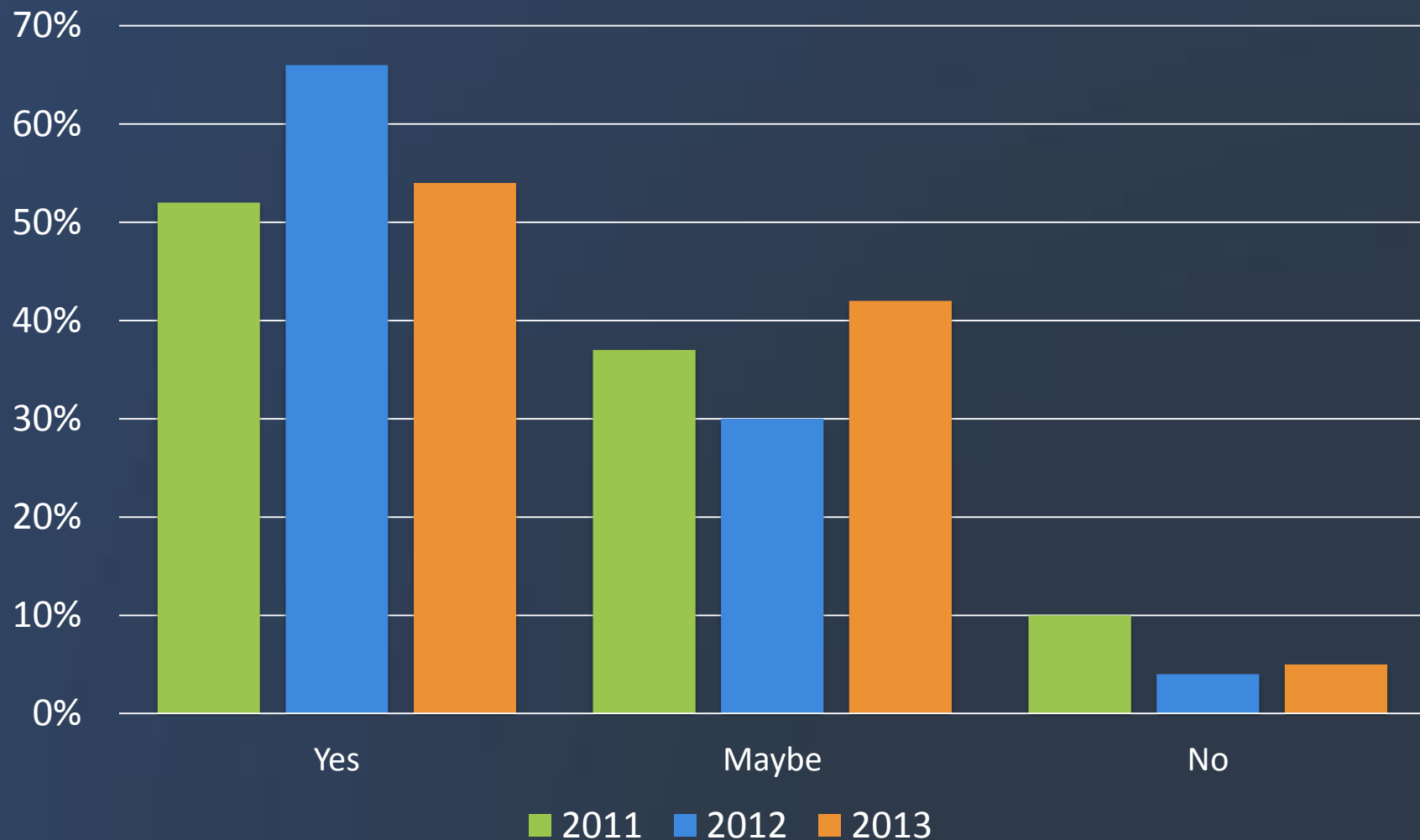
In the last 12 months have you recommended a local business to people you know by any of the following methods?



Which of these factors would make you more likely to recommend a local business to people you know?



Would you be more likely to recommend a local business to people you know if they had a good value offer or discount?



Would you be more likely to recommend a local business to people you know if you could benefit personally from doing so?

