

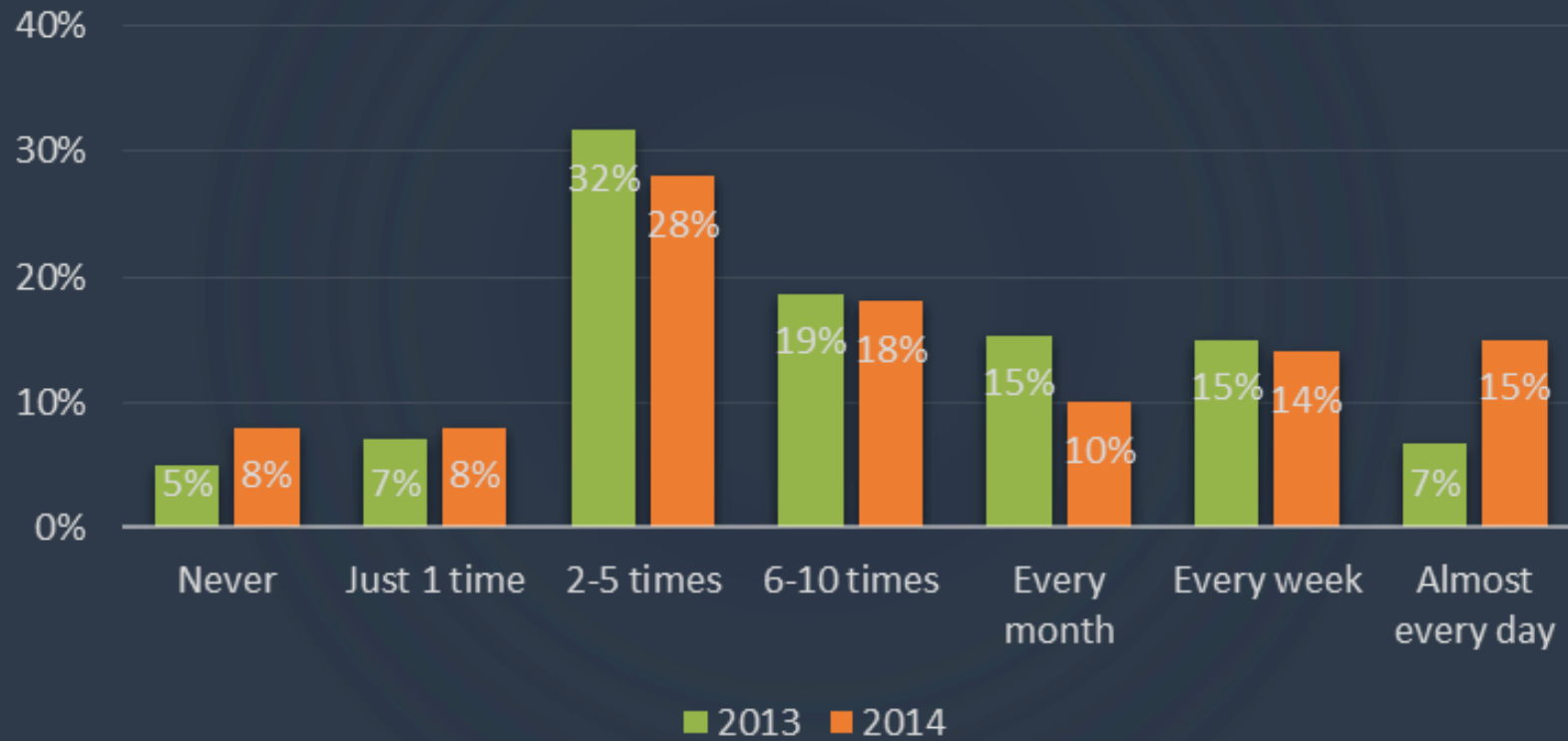
Local Consumer Review Survey

2014

BrightLocal

Consumption of Online Reviews

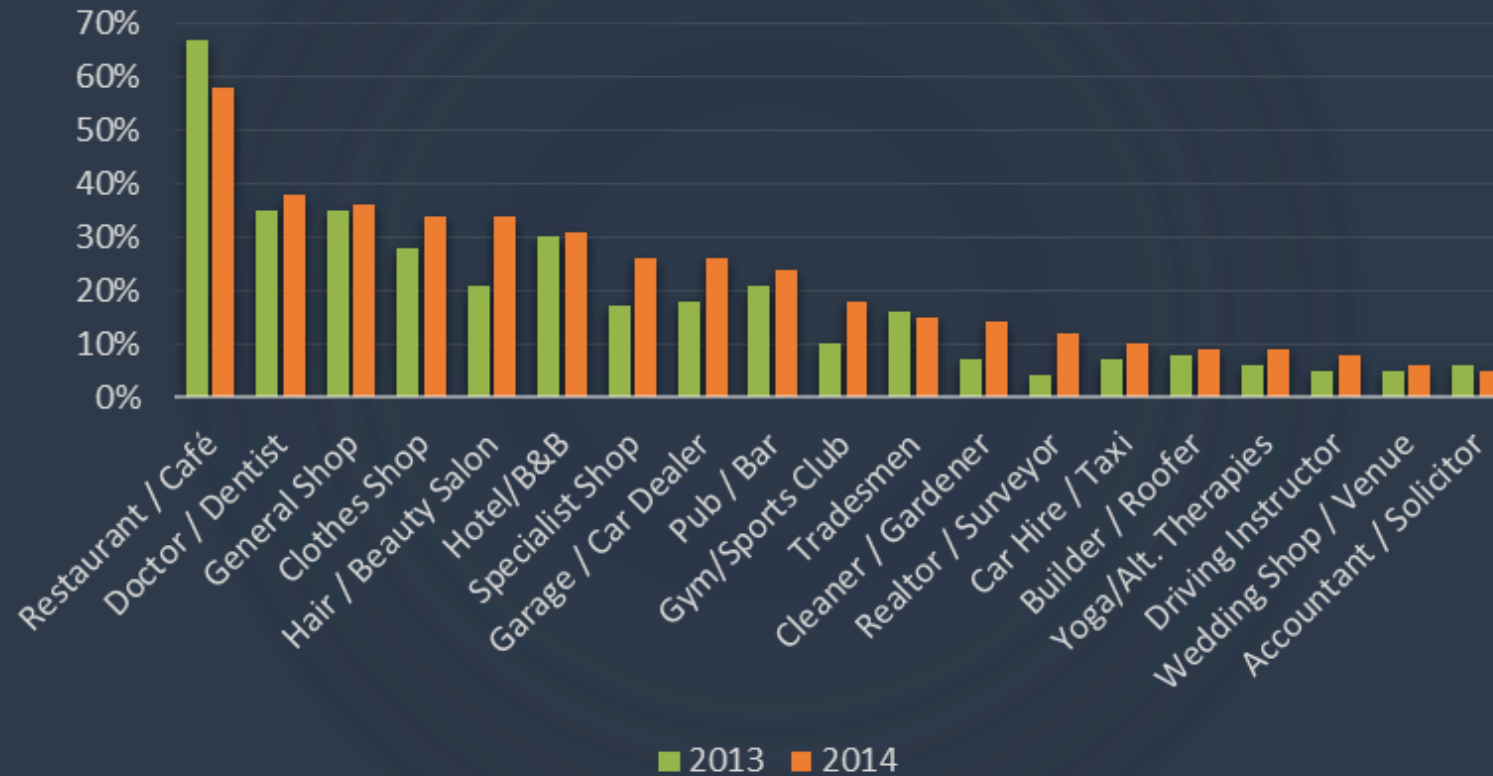
How many times have you used the internet to find a local business in the last 12 months?



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

- 57% have searched online for a local business more than 6 times / year
- 39% have searched online for local businesses at least 1 time per month
- 15% have searched online for a local business almost every day

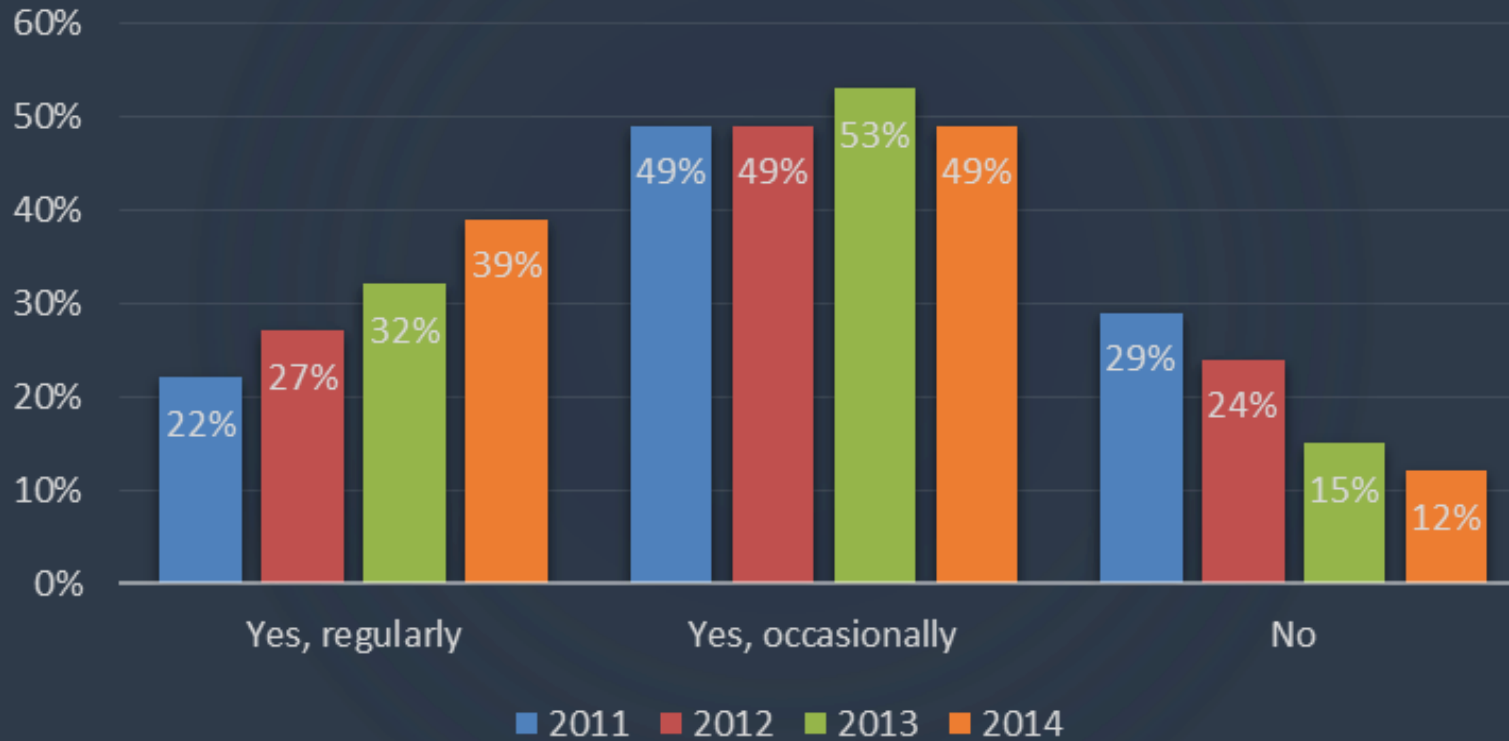
Select the Business Types you have searched for via the internet in the last 12 months?



Select the Business Types you have searched for via the internet in the last 12 months?
(select as many as you like)

- People are searching online for more types of businesses overall
- Restaurant / Cafe – 58% of consumers searched for restaurants (vs. 67% in 2013)
- Doctor / Dentist – 38% (vs. 35%)
- General shop – 36% (vs. 35%)
- Clothes Shop – 34% (vs. 28%)

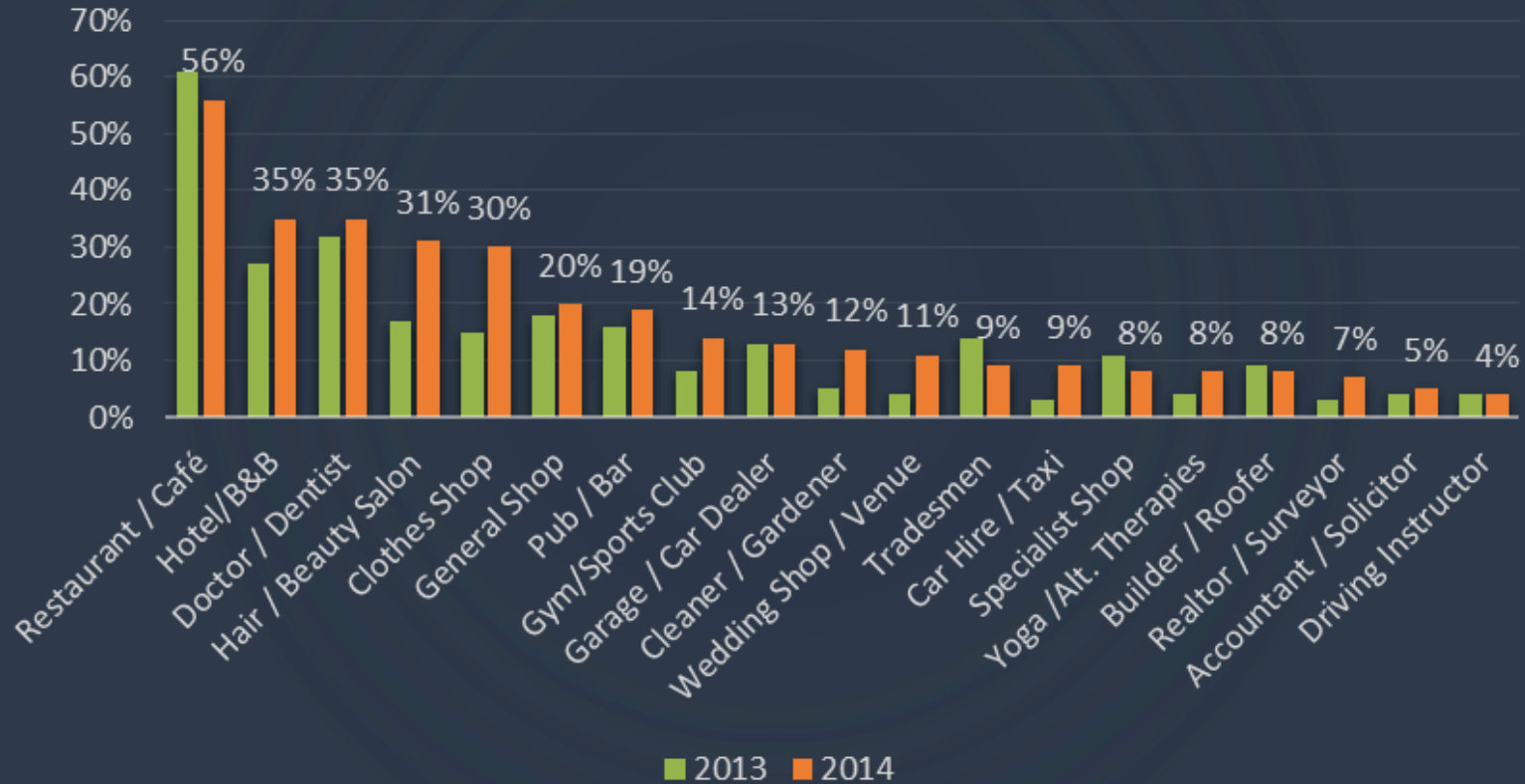
Do you read online customer reviews to determine whether a local business is a good business?



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

- 88% have read reviews to determine the quality of a local business (vs. 85% in 2013)
- 39% do so on a regular basis (vs. 32%)

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



How many different business types have consumers read reviews for?

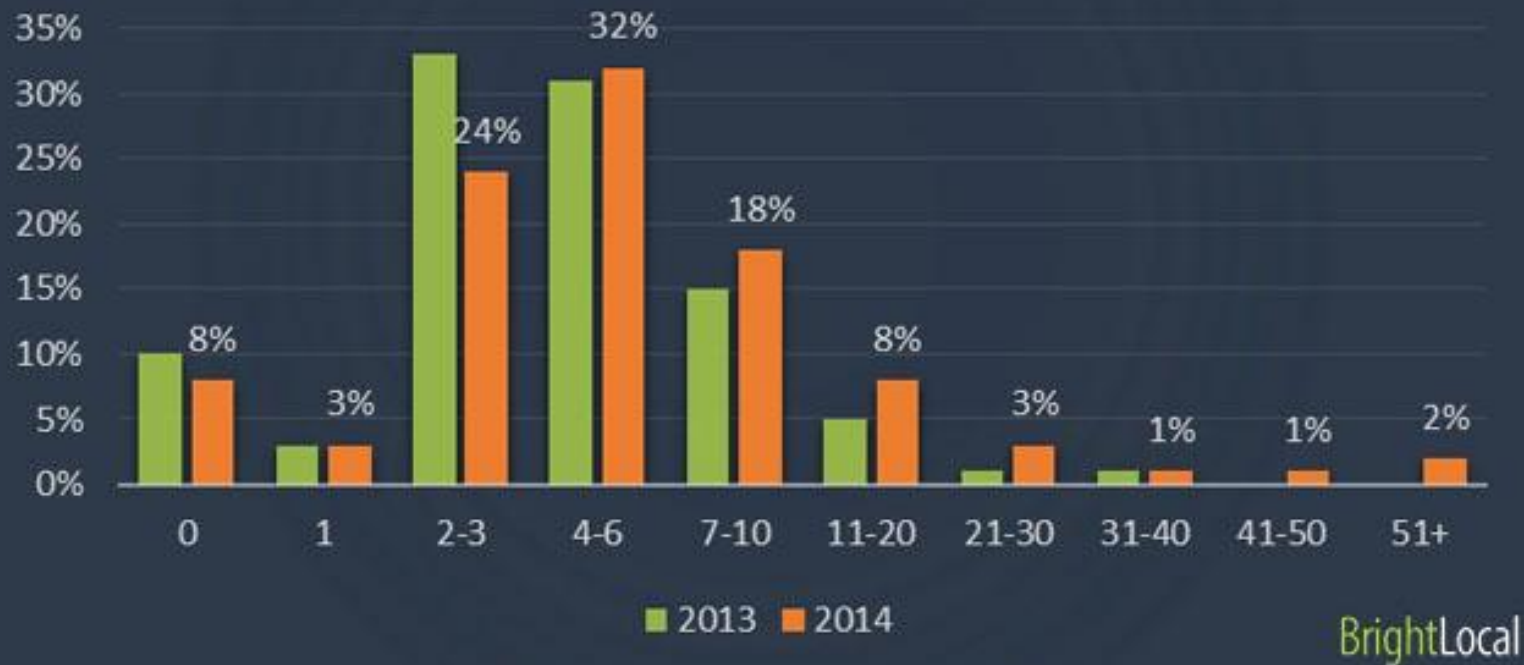


Which of these businesses types have you read online customer reviews for?
(select as many as you like)

- More consumers are reading online reviews for more types of local businesses
- Restaurant / Cafe – 56% (vs. 61%)
- Hotel / B&B – 35% (vs. 27%)
- Doctor / Dentist – 35% (vs. 32%)
- Hair / Beauty Salon – 31% (vs. 17%)

Trust & Influence

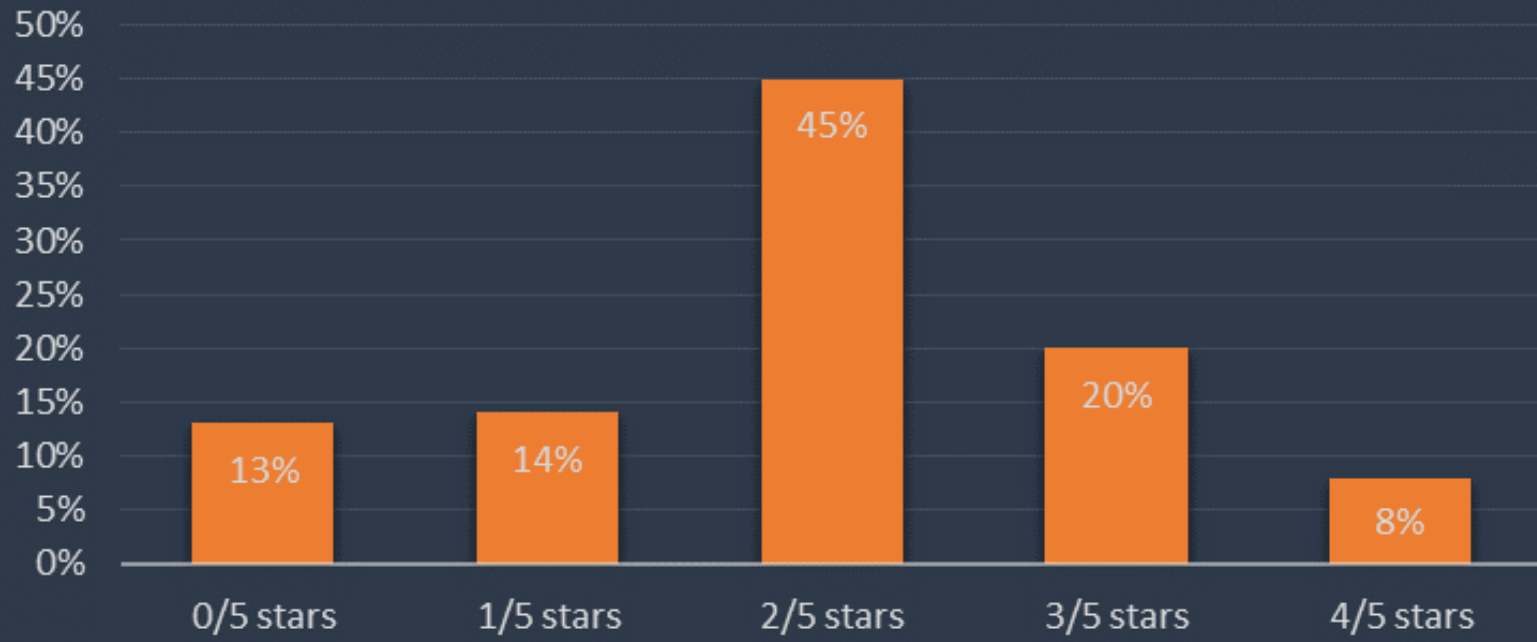
How many online reviews do you need to read before you feel that you can trust that business?



How many online reviews do you need to read before you feel that you can trust that business?

- 64% of consumers say read up to 6 reviews (vs. 67% in 2013)
- 85% of consumers say they read up to 10 reviews
- 7% of consumers say they read 20+ reviews (vs. 2% in 2013)

What average star rating is too LOW for you to consider using a local business?



What average star rating is too LOW for you to consider using a local business?

- 8% of consumers will only consider using a local business if it has a 5 star rating.
- 92% of users will use a local business if it has a 4 star rating.
- 72% of consumers will use a local business if it has a 3 star rating.
- 27% of users will use a local business if it has a 2 star rating.
- 13% of users will use a local business if it has a 1 star rating.

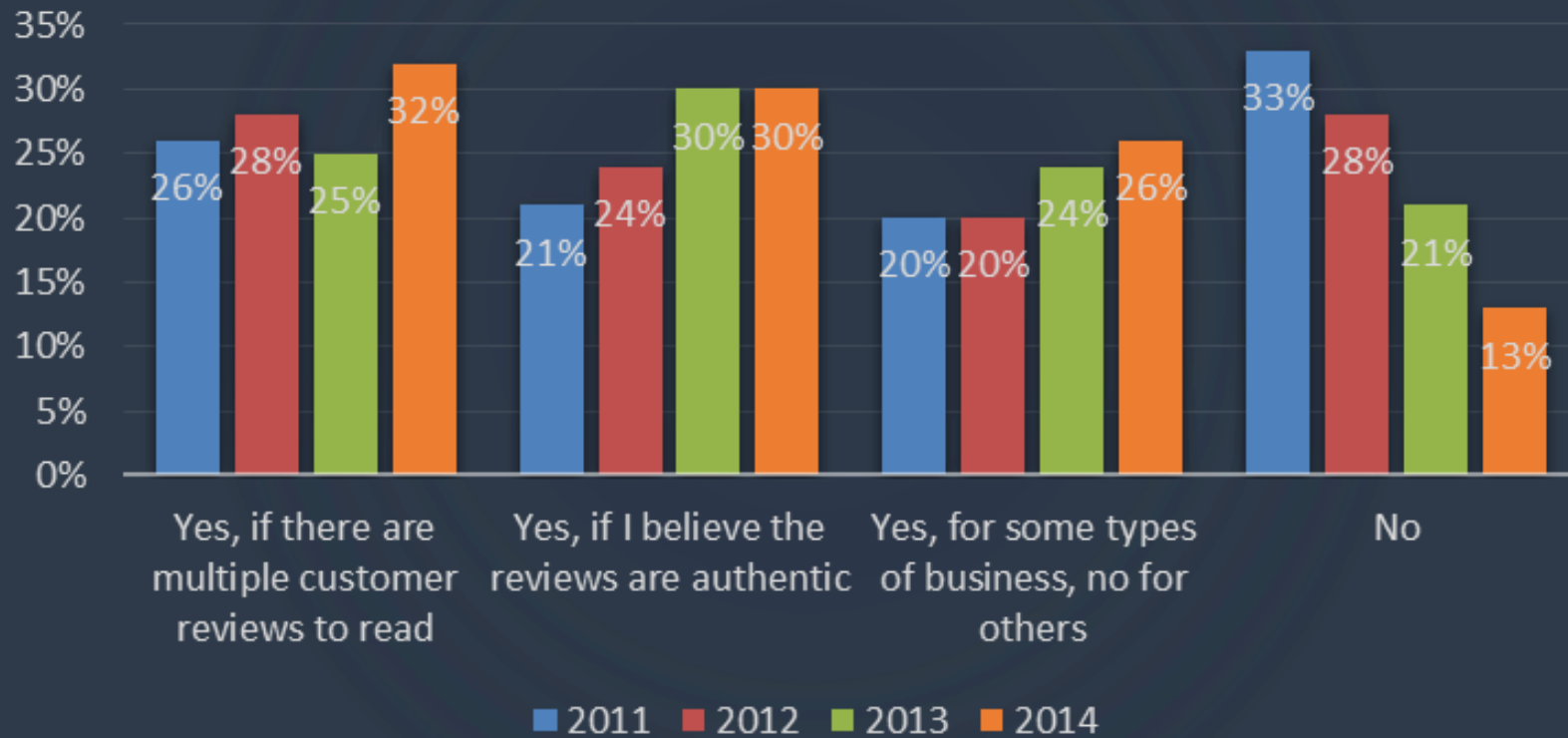
How do online customer reviews affect your opinion of a local business?



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

- 72% of those say that positive reviews made them trust a local business more (vs. 73% in 2013)
- 10% of consumers don't take any notice of online reviews (vs. 12% in 2013)

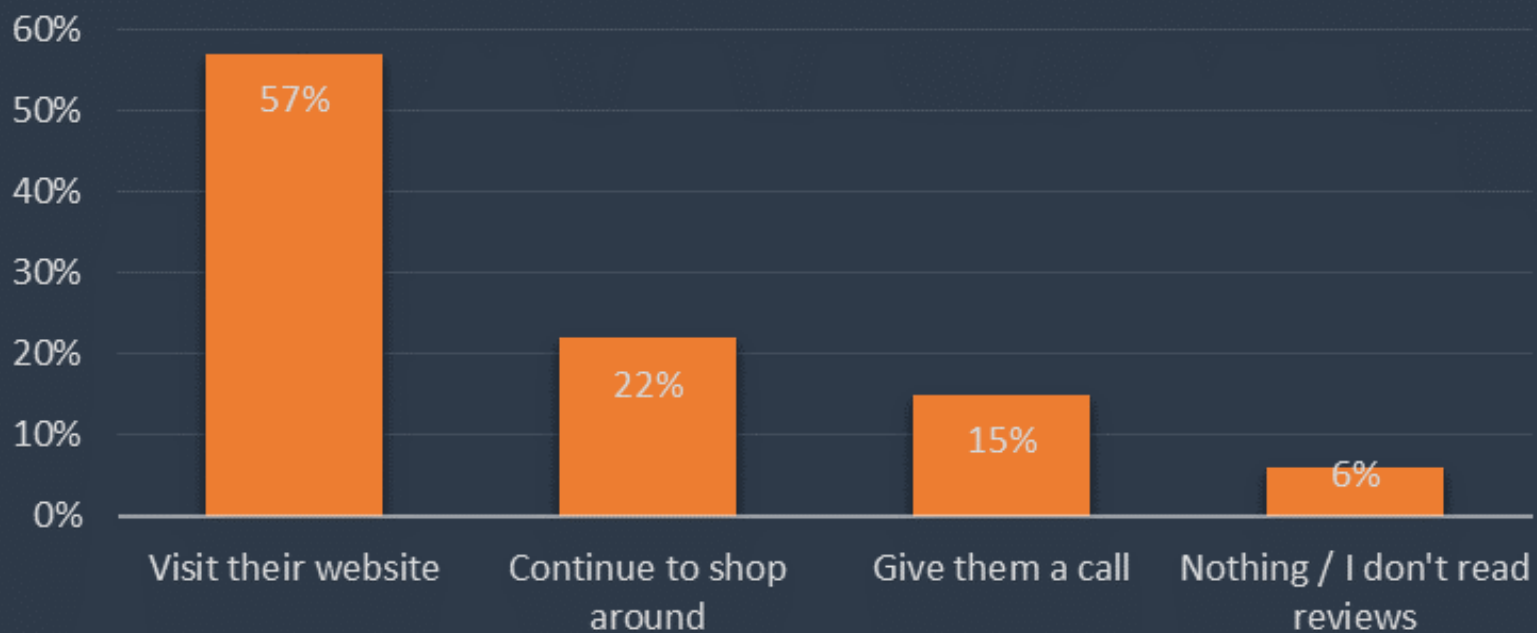
Do you trust online customer reviews as much as personal recommendations?



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

- 88% of consumers say they trust online reviews as much as personal recommendations (vs. in 2013)
- Only 13% said they do not trust reviews as much as personal recommendations (vs. 21% in 2013)

When you read positive reviews of a business, what is the next step you generally take?

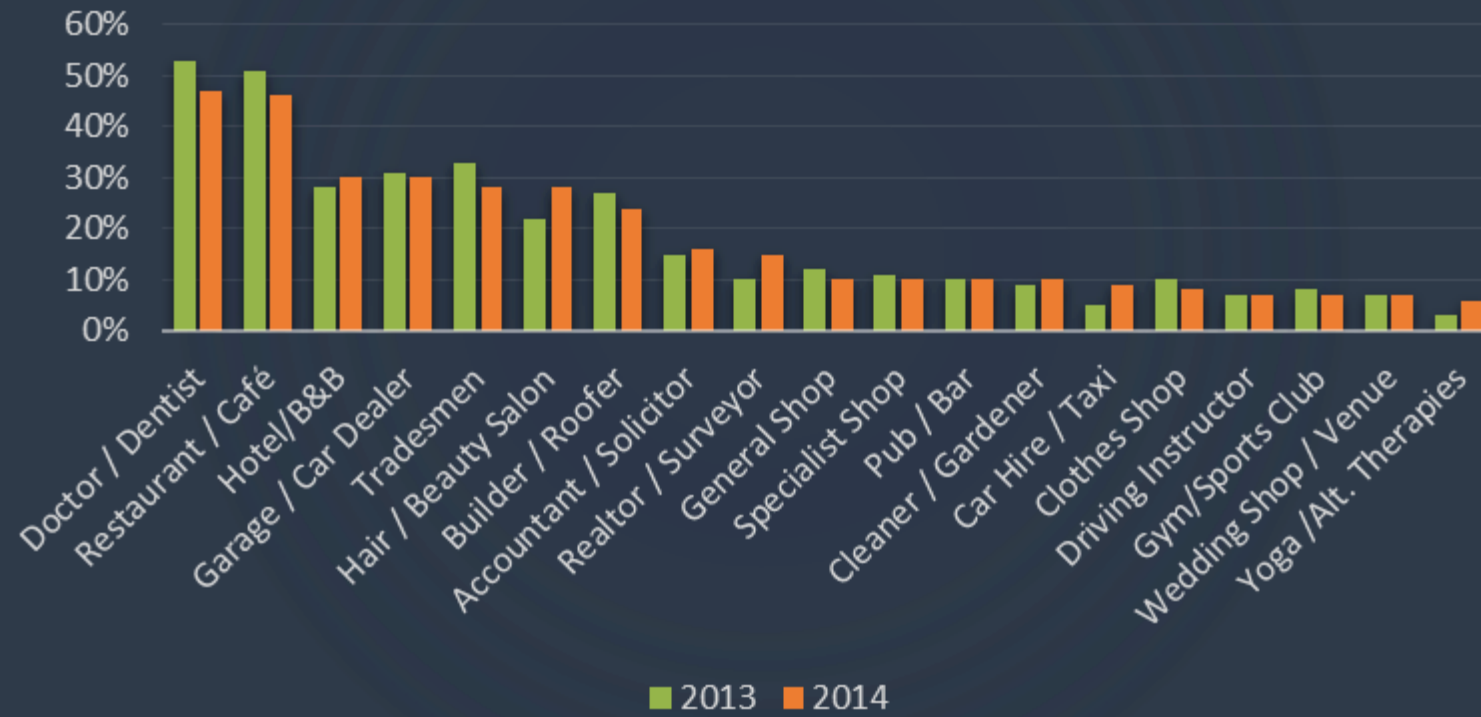


When you read positive reviews of a business, what is the next step you generally take?

- 57% of consumers will visit a local business website after reading a positive review
- 72% of consumers will take some sort of action after reading a positive review

Reputation Traits

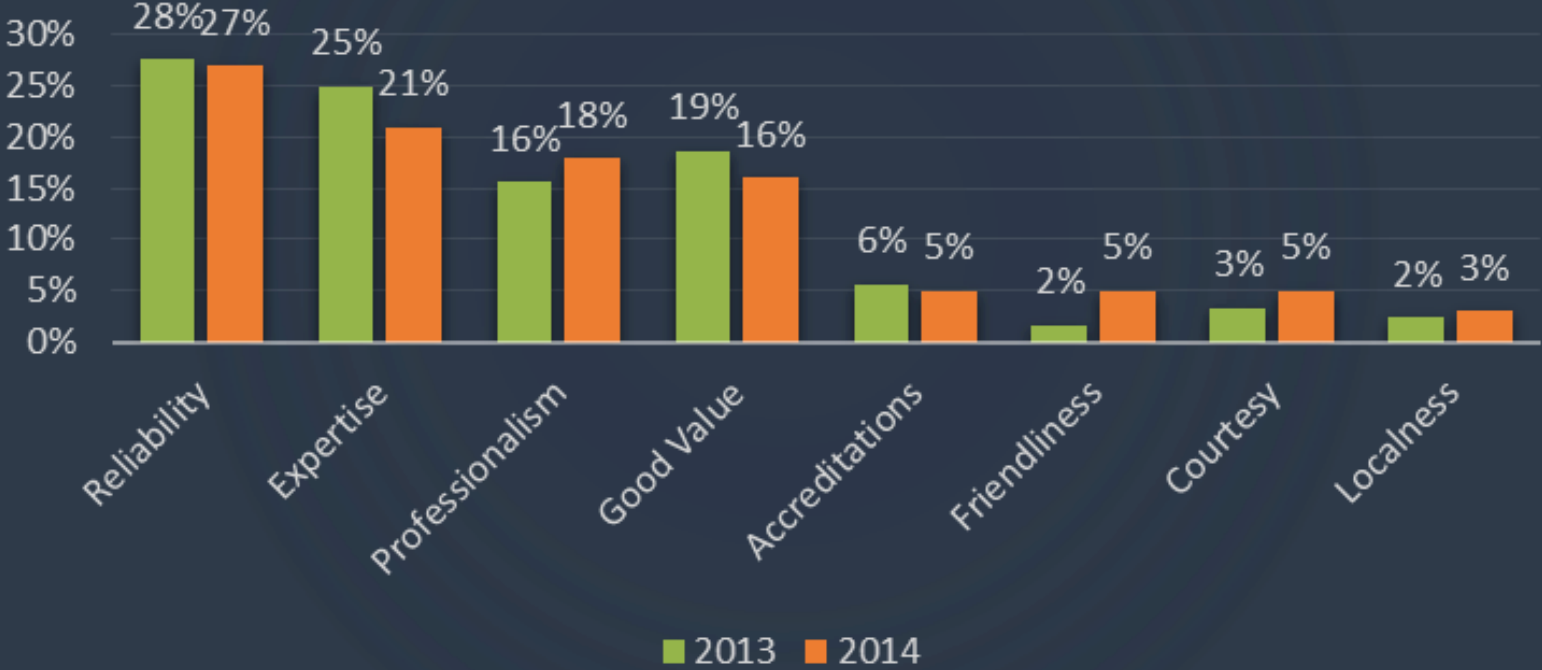
For which of these local business types does 'Reputation' matter the most when choosing a business?



**For which of these local business types does 'Reputation' matter the most when choosing a business?
(select up to 3)**

- Doctor / Dentist – 47% (vs. 54%)
- Restaurants / Cafe – 46% (vs. 51%)
- Hotel / B&B – 30% (vs. 28%)
- Garage / Car Dealer – 30% (vs. 31%)

Which of the following 'Reputation-traits' is MOST important to you when selecting a local business to use?

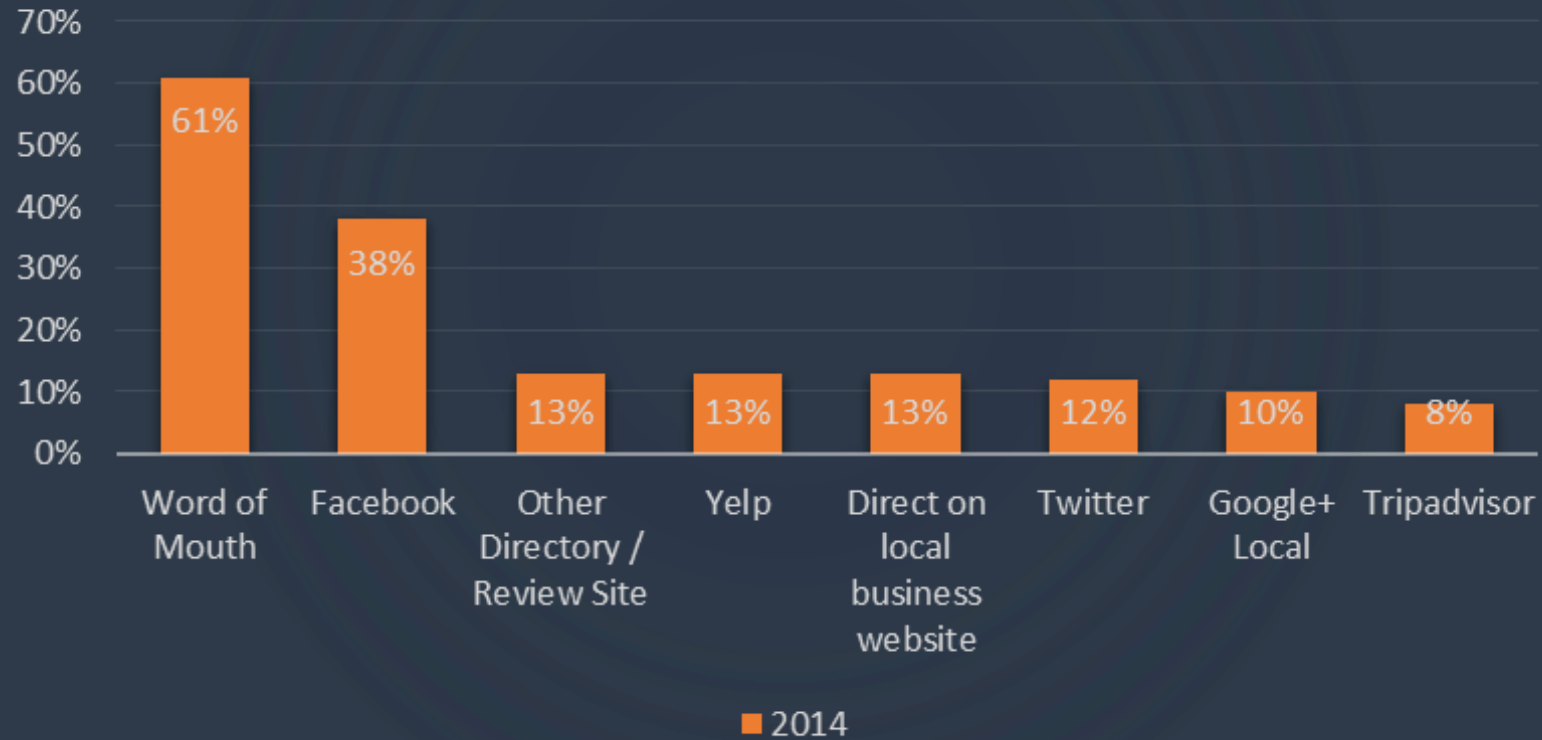


Which of the following 'Reputation-traits' is MOST important to you when selecting a local business to use?
(select 1 answer)

- 27% say reliability is the most important reputation trait for a local business (vs. 28%)
- Expertise (21%) & professionalism (18%) are also important factors

Incentive to
Recommend

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



In the last 12 months have you recommended a local business to people you know by any of the following methods?
(select as many answers as you want)

- 61% have recommended a local business to someone they know by word of mouth (vs. 72%)
- On social media, 37% have used Facebook, 12% Twitter & 10% Google+ to make local business recommendations

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



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

- 68% say that they would be more likely to recommend a local business if it was reliable & professional (vs. 68%)
- 44% said that being 'friendly' & 'welcoming' was important (vs. 46%)
- A further 9% of consumers would recommend a local business if requested to (vs. 12%)