Local Consumer Review Survey 2014
Consumption of Online Reviews
How many times have you used the internet to find a local business in the last 12 months?

Source: Local Consumer Review Survey 2014
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

Source: Local Consumer Review Survey 2014
Select the Business Types you have searched for via the internet in the last 12 months?

Source: Local Consumer Review Survey 2014
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%)

Source: Local Consumer Review Survey 2014
Do you read online customer reviews to determine whether a local business is a good business?

Source: Local Consumer Review Survey 2014
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%)

Source: Local Consumer Review Survey 2014
Which of these business types have you read online customer reviews for?

Source: Local Consumer Review Survey 2014
How many different business types have consumers read reviews for?

Source: Local Consumer Review Survey 2014
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%)

Source: Local Consumer Review Survey 2014
Trust & Influence
How many online reviews do you need to read before you feel that you can trust that business?

Source: Local Consumer Review Survey 2014
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)

Source: Local Consumer Review Survey 2014
What average star rating is too LOW for you to consider using a local business?

- 0/5 stars: 13%
- 1/5 stars: 14%
- 2/5 stars: 45%
- 3/5 stars: 20%
- 4/5 stars: 8%

Source: Local Consumer Review Survey 2014
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.

Source: Local Consumer Review Survey 2014
How do online customer reviews affect your opinion of a local business?

- Positive customer reviews make me trust a business more:
  - 2011: 55%
  - 2012: 58%
  - 2013: 73%
  - 2014: 72%

- I read the reviews but they don't influence my decision on which business to use:
  - 2011: 19%
  - 2012: 25%
  - 2013: 15%
  - 2014: 18%

- I don't take notice of online customer reviews:
  - 2011: 26%
  - 2012: 17%
  - 2013: 12%
  - 2014: 10%

Source: Local Consumer Review Survey 2014
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)

Source: Local Consumer Review Survey 2014
Do you trust online customer reviews as much as personal recommendations?

Source: Local Consumer Review Survey 2014
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)

Source: Local Consumer Review Survey 2014
When you read positive reviews of a business, what is the next step you generally take?

- Visit their website: 57%
- Continue to shop around: 22%
- Give them a call: 15%
- Nothing / I don't read reviews: 6%

Source: Local Consumer Review Survey 2014
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

Source: Local Consumer Review Survey 2014
Reputation Traits
For which of these local business types does ‘Reputation’ matter the most when choosing a business?

Source: Local Consumer Review Survey 2014
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%)

Source: Local Consumer Review Survey 2014
Which of the following ‘Reputation-traits’ is MOST important to you when selecting a local business to use?

![Bar chart showing percentage of responses for each trait.

- Reliability: 28% in 2013, 27% in 2014
- Expertise: 25% in 2013, 21% in 2014
- Professionalism: 16% in 2013, 18% in 2014
- Good Value: 19% in 2013, 16% in 2014
- Accreditations: 6% in 2013, 5% in 2014
- Friendliness: 2% in 2013, 5% in 2014
- Courtesy: 3% in 2013, 5% in 2014
- Localness: 2% in 2013, 3% in 2014

Source: Local Consumer Review Survey 2014
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

Source: Local Consumer Review Survey 2014
Incentive to Recommend
In the last 12 months have you recommended a local business to people you know by any of the following methods?

- Word of Mouth: 61%
- Facebook: 38%
- Other Directory / Review Site: 13%
- Yelp: 13%
- Direct on local business website: 13%
- Twitter: 12%
- Google+ Local: 10%
- Tripadvisor: 8%

Source: Local Consumer Review Survey 2014
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.

Source: Local Consumer Review Survey 2014
Which of these factors would make you more likely to recommend a local business to people you know?

Source: Local Consumer Review Survey 2014
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%)

Source: Local Consumer Review Survey 2014