

# Local Consumer Review Survey

# 2014

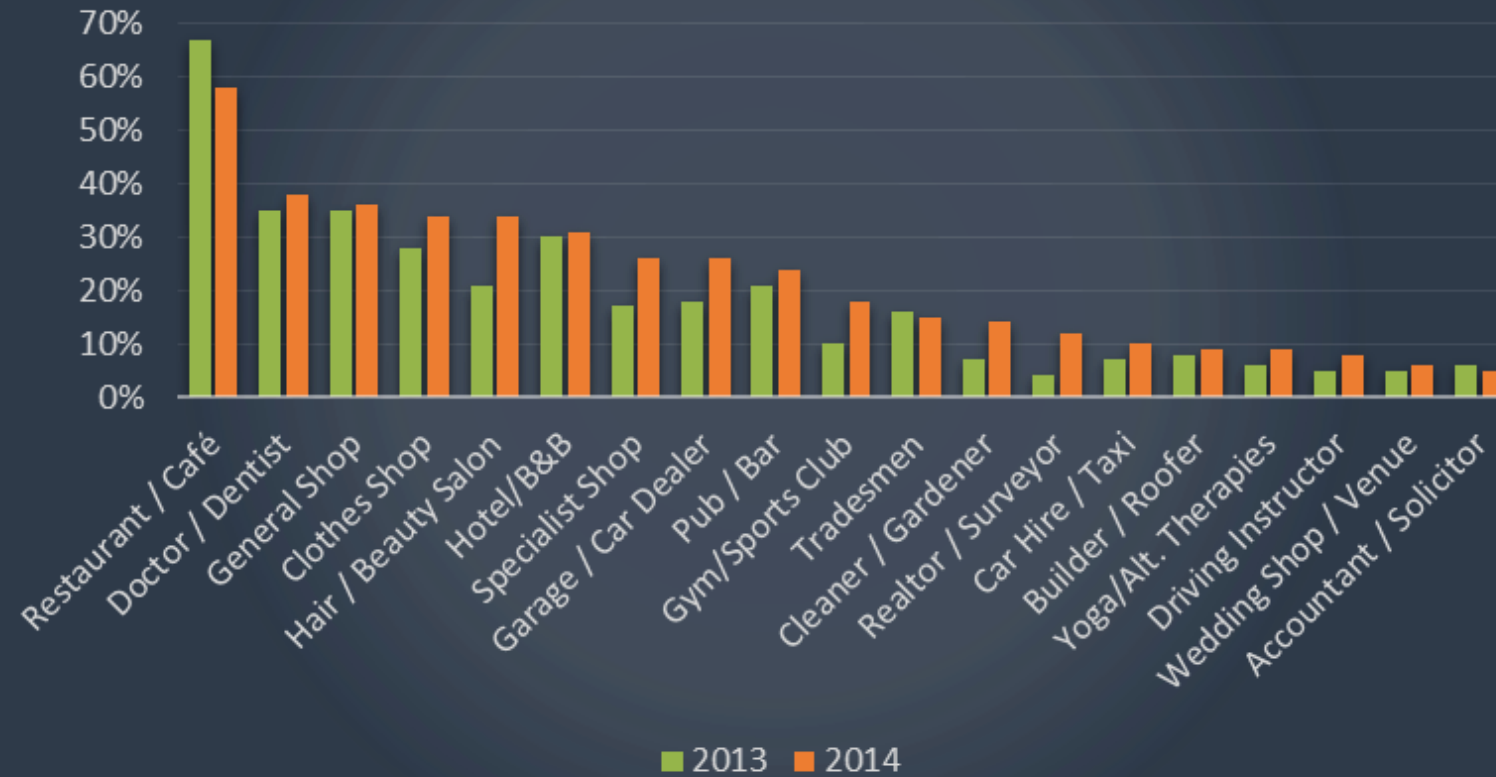


# Consumption of Online Reviews

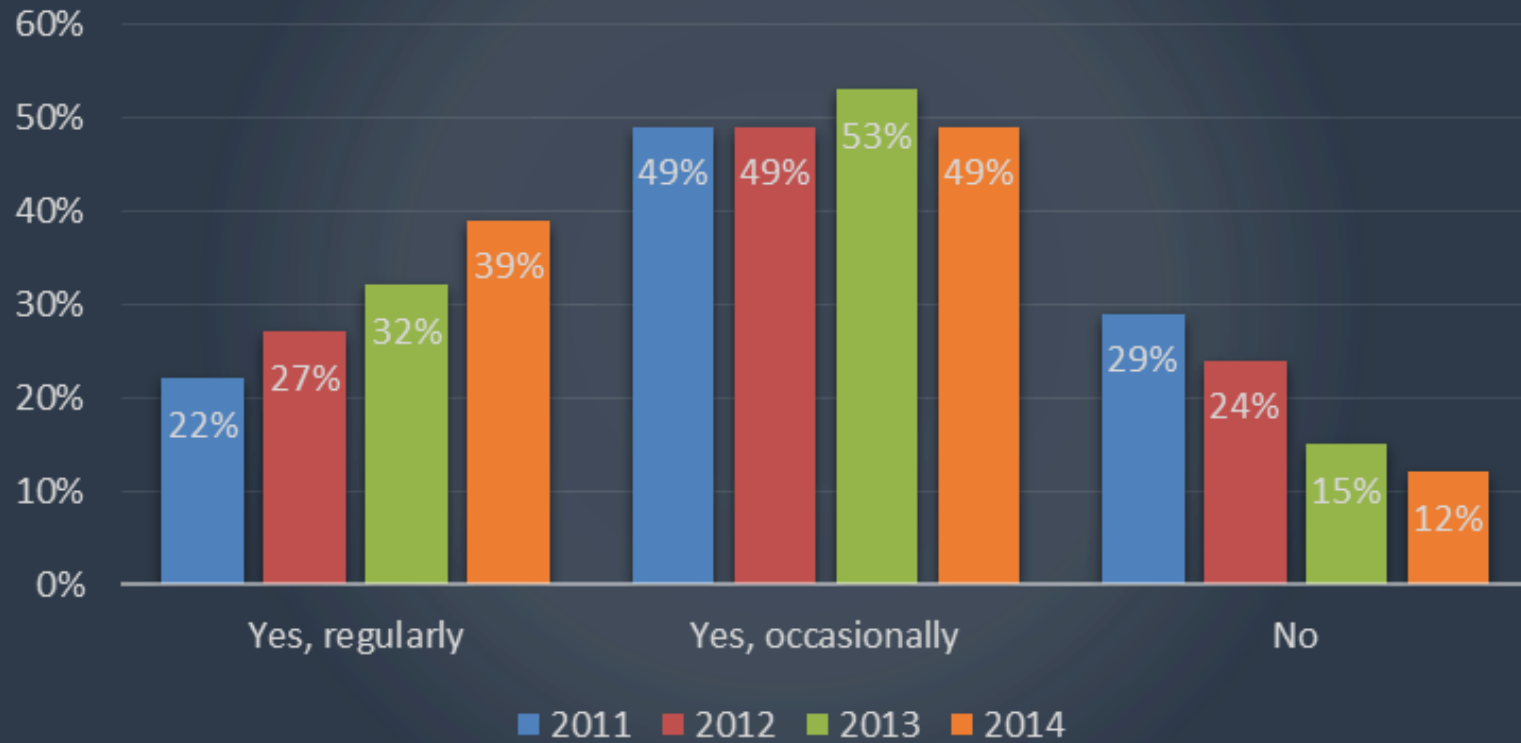
## How many times have you used the internet to find a local business in the last 12 months?



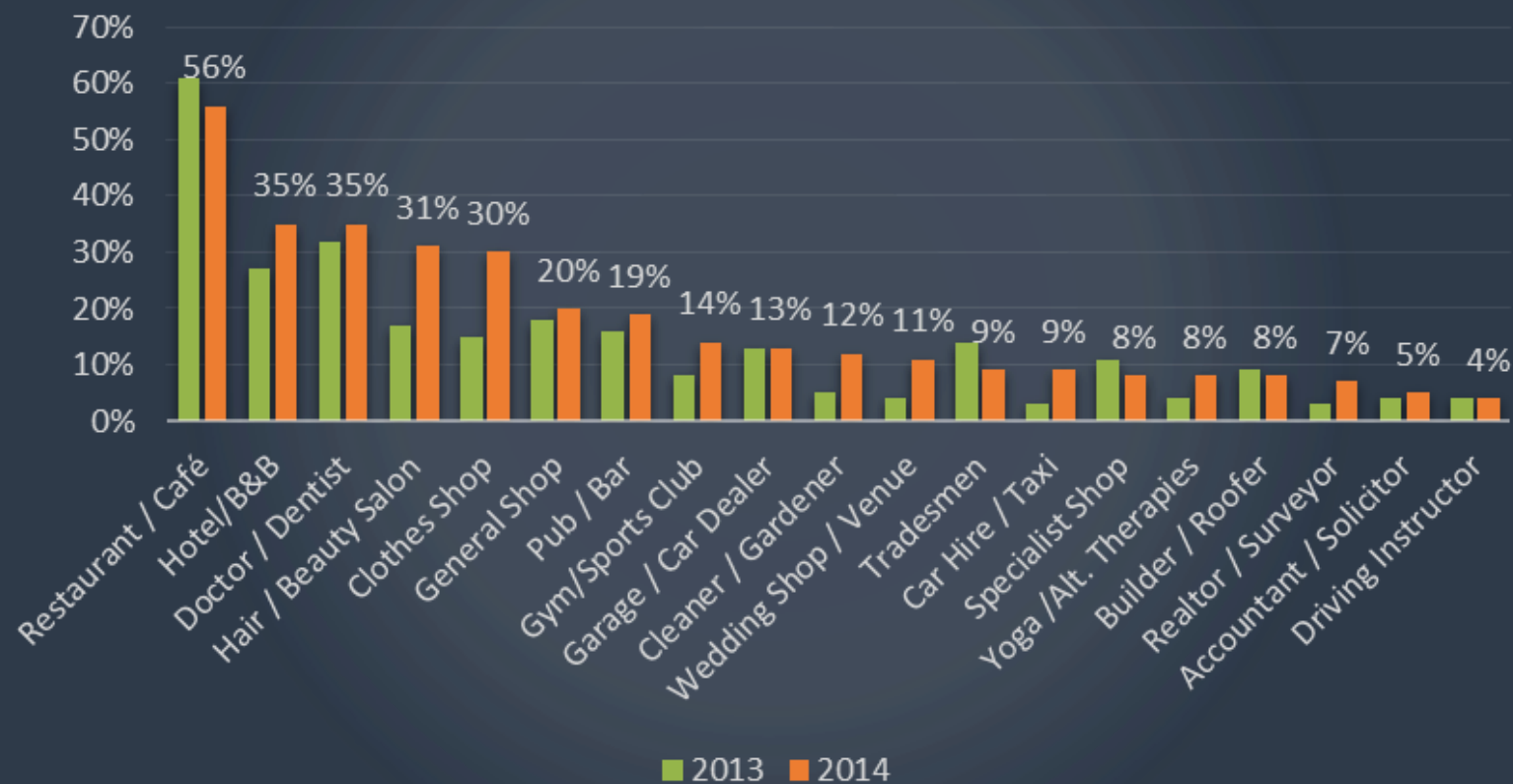
## Select the Business Types you have searched for via the internet in the last 12 months?



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



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



## How many different business types have consumers read reviews for?

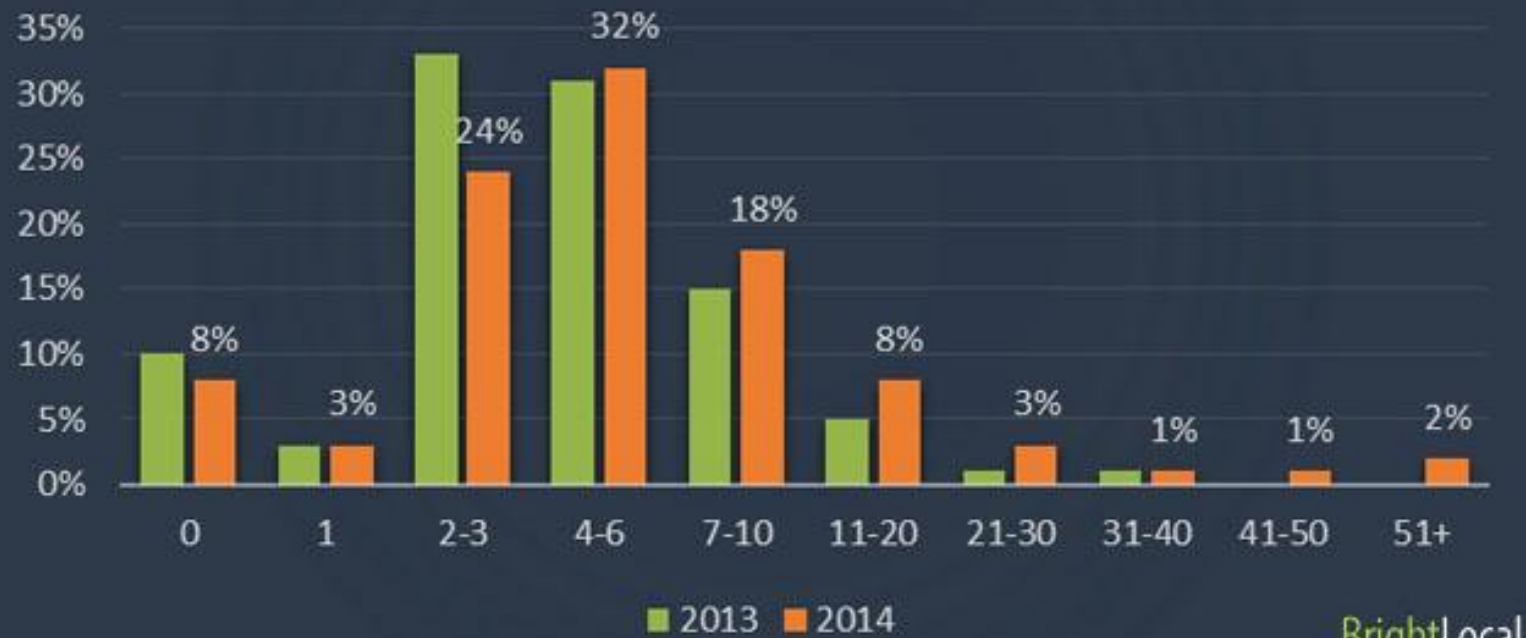


BrightLocal

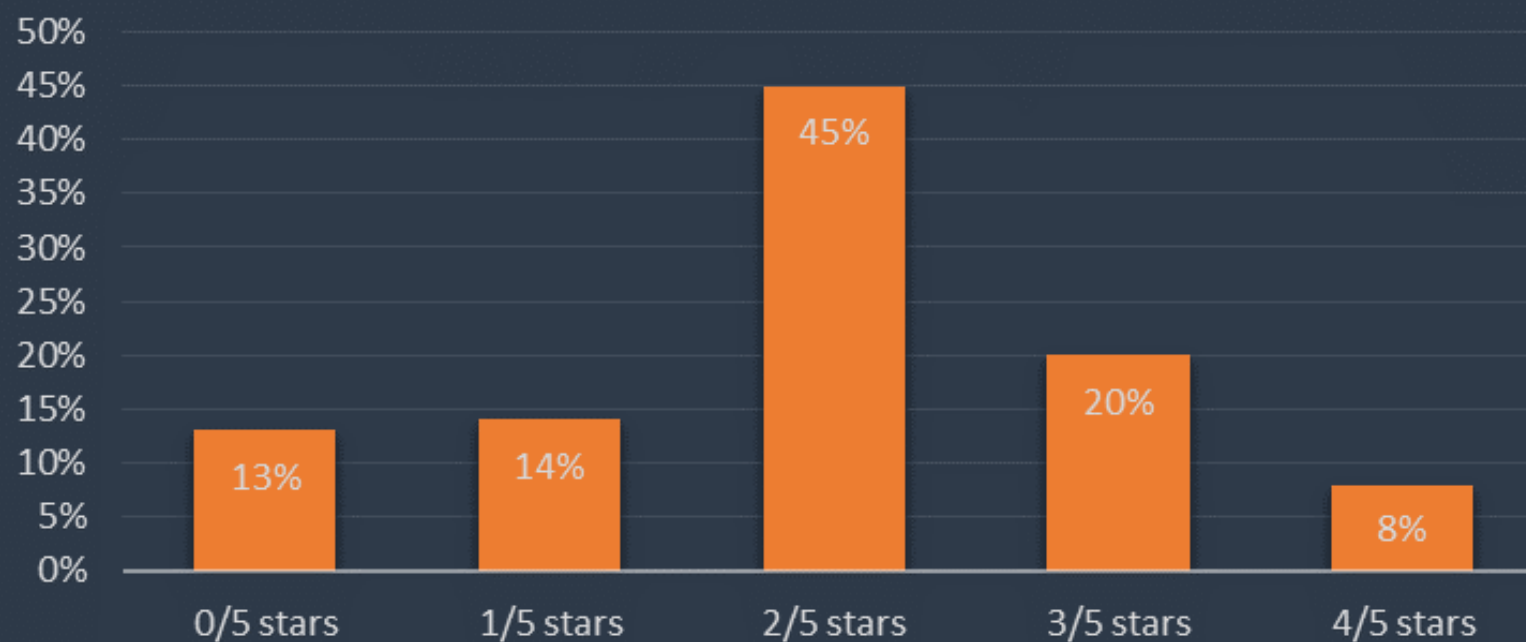
# Trust & Influence



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



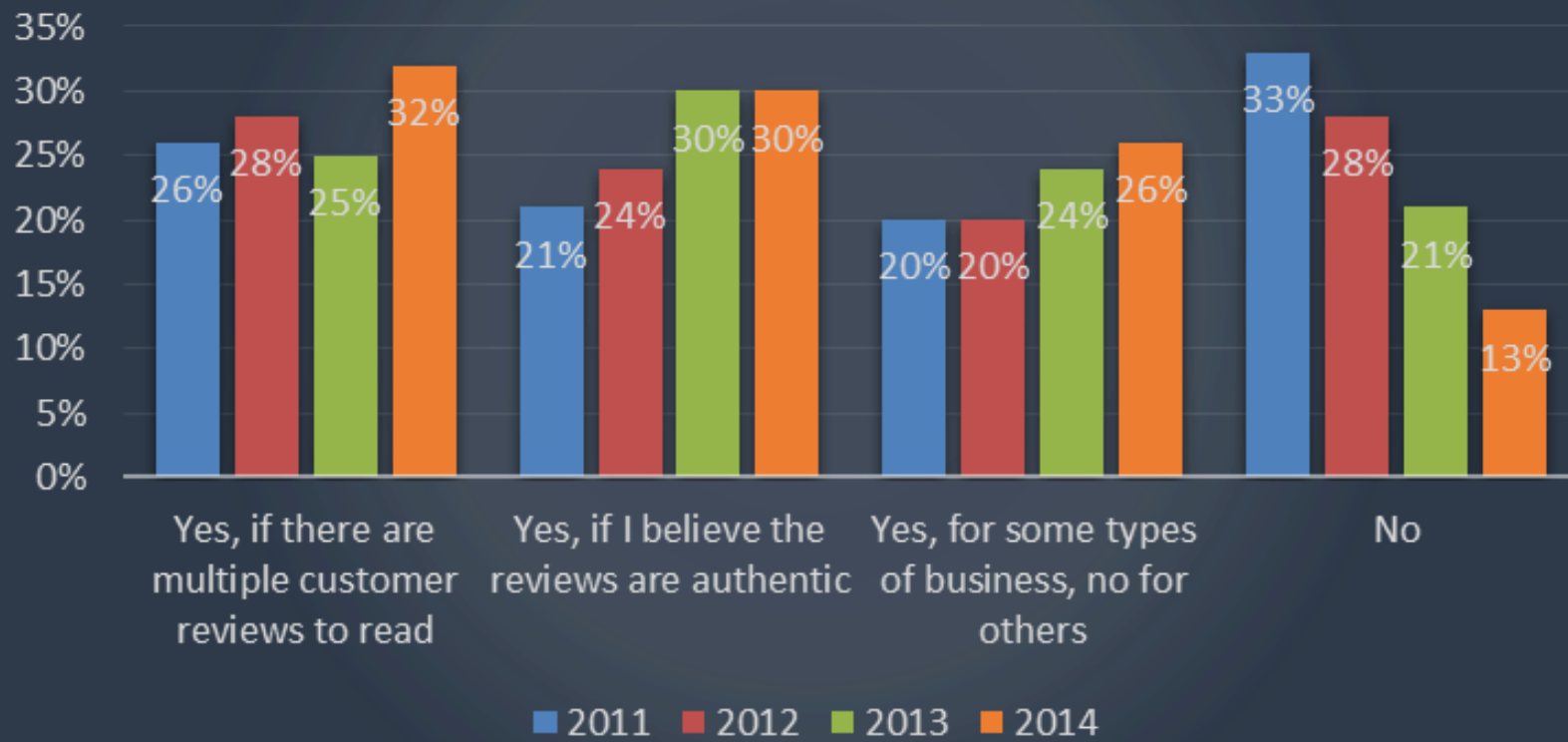
### What average star rating is too LOW for you to consider using a local business?



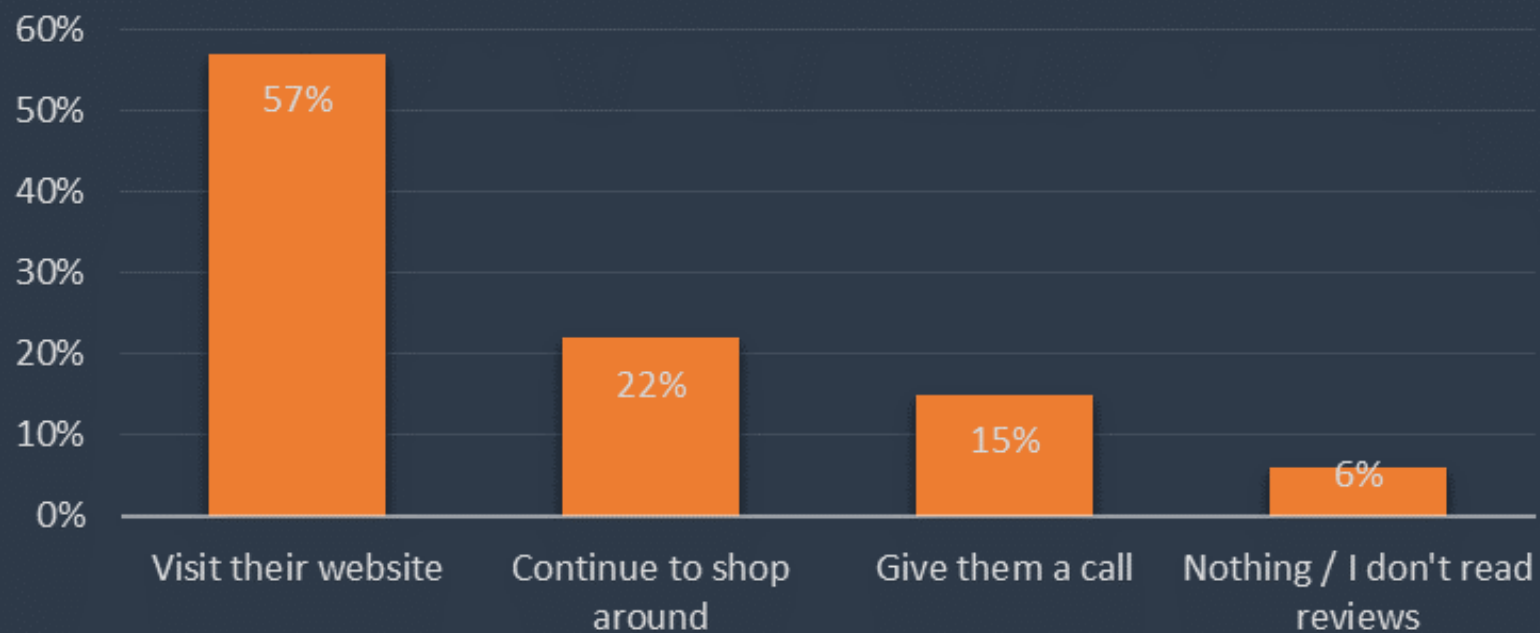
## How do online customer reviews affect your opinion of a local business?



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

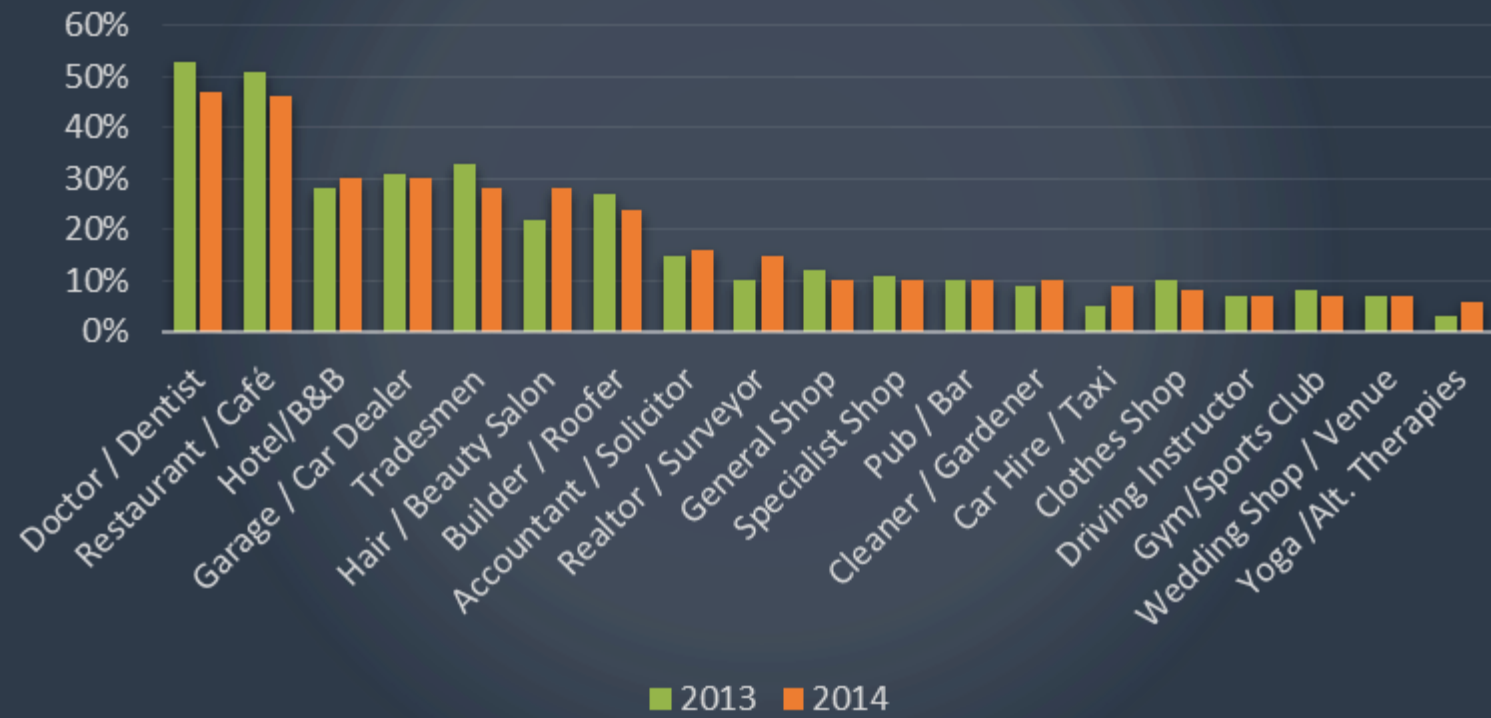


When you read positive reviews of a business,  
what is the next step you generally take?

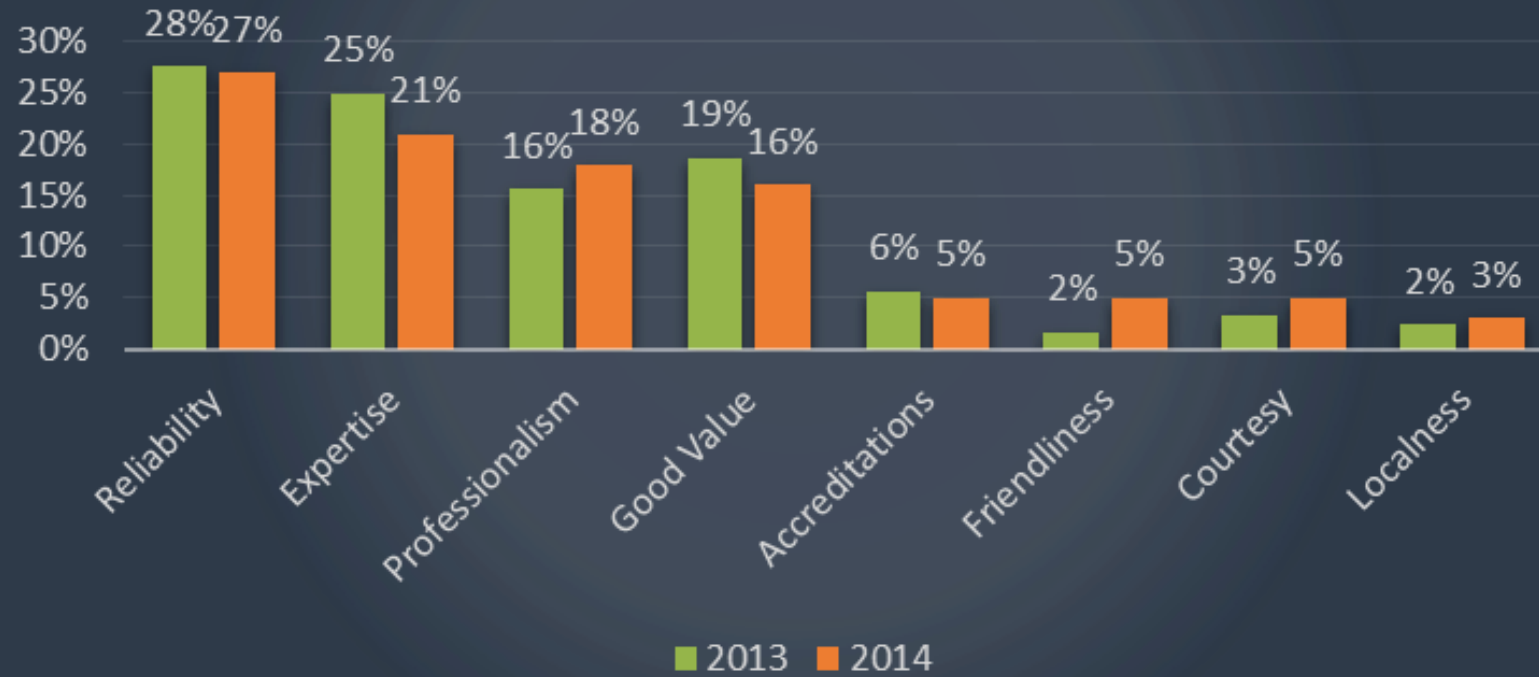


# Reputation Traits

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



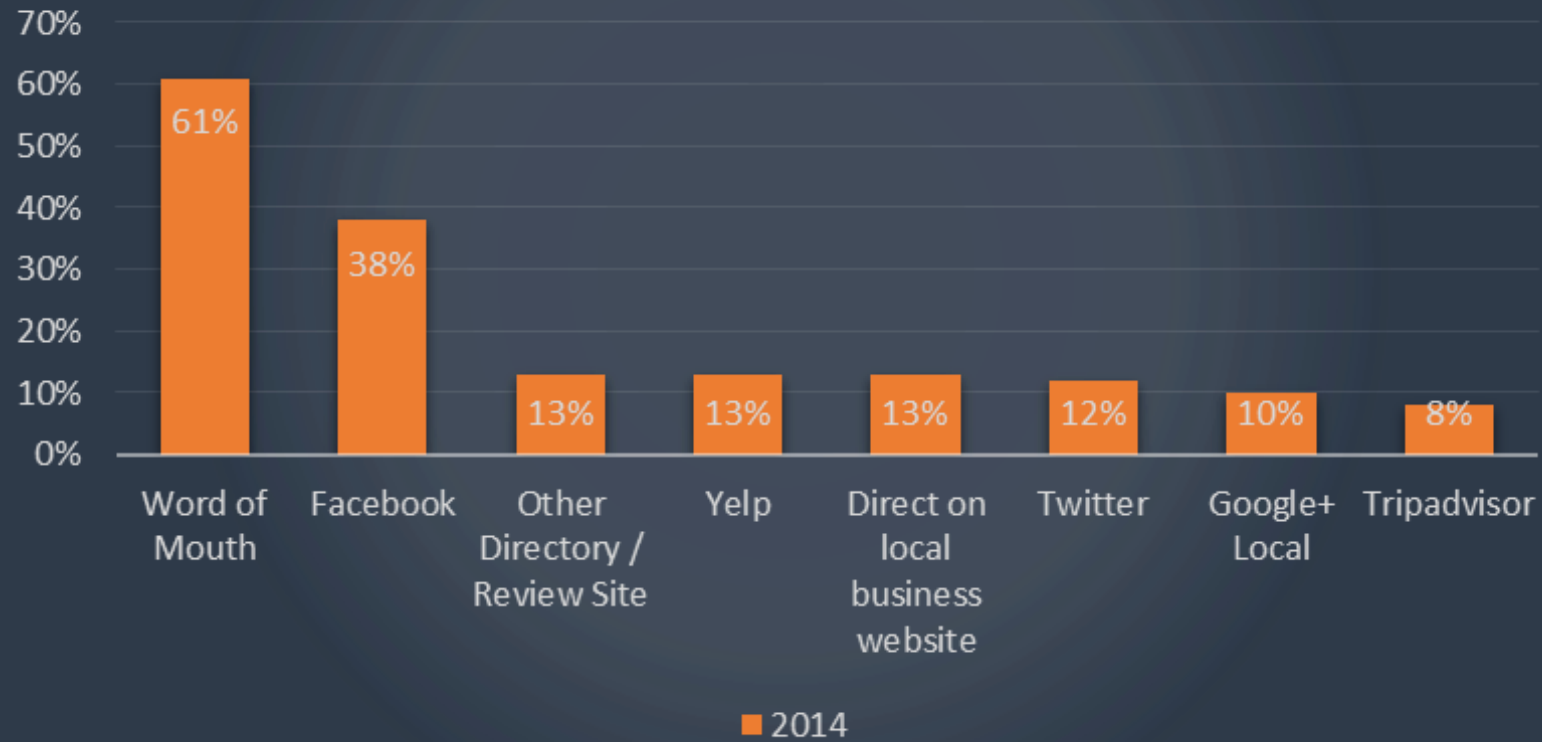
Which of the following 'Reputation-traits' is MOST important to you when selecting a local business to use?





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?

