

50 STATS YOU NEED TO KNOW ABOUT ONLINE REVIEWS



92% of consumers now read online reviews



29% have read reviews on a tablet



94% of consumers would use a business with a four star rating



1 ON AVERAGE, a consumer will look at over 10 information sources before making a purchase



Reviews of **50 MORE** or more, per product can mean a 4.6% increase in conversion rates



40% of consumers form an opinion by reading just one to **THREE REVIEWS**



33% believe all local businesses should have websites designed for mobile



51% of consumers will select a local business if it has positive reviews



OVER HALF OF young people aged 18 to 24 say they trust online reviews more than opinions of friends and family



63% of consumers are more likely to make a purchase from a site which has user review.



STAR RATING is the number one factor used by consumers to judge a business



61% are more likely to contact a local business if they have a mobile optimized site



80% trust reviews as much as personal recommendations



88% of online shoppers incorporate review into their purchase decision



105% customers are more likely to purchase while visiting, when site visitors interact with both reviews and customer questions and answers, and spend 11% more than visitors who don't interact



44% say a review must be written within one month 1 to be relevant



40% of consumers form an opinion by reading one to **THREE REVIEWS**



48% will visit a company's website after reading positive reviews



consumers who read reviews on a smartphone are 127% more likely to buy the those who read reviews on desktops.



Review produces an average of **18%** uplift in sales



68% say positive reviews make them trust a local business more



73% of consumers form an opinion by reading up to **SIX REVIEWS**



23% will visit the business premises directly after reading positive reviews



reviews are especially important for local searches as they influence up to 100% of the ranking



only reviews from friends and family are trusted more than online review. Reviews from experts and celebrity endorsements are less trusted than online reviews



43% of consumers search a business by reviews at least one time per month



88% of consumers form an opinion by reading up to **TEN REVIEWS**



9% of consumers will phone a business after reading positive reviews



64% of consumers would read online reviews when purchasing technology items



9% of consumers trust reviews more when they see both good and bad scores



60% of consumers have searched a business at least six times per year



ONLY 12% are prepared to read more than 10 reviews



95% of consumers suspect censorship of faked reviews when they don't see bad scores



30% of consumers assume online reviews are fake if they're no negative reviews



Between one and three bad online reviews would be enough to deter 67% of shoppers from purchasing a product or service



ONLY 9% of consumers never search a business online



26% of consumers say it's important that a local business responds to its reviews



Reliability (27%), expertise (21%), and professionalism (18%) remain the most important attributes to consumers



The three online platforms dedicated to reviews with the most global traffic are Yelp, Tripadvisor and Foursquare



86% of people will hesitate to purchase businesses that has negative online reviews



73% have read online reviews on a desktop



ONLY 14% of consumers would consider using a business with a one or two star rating



More consumers are interested in "global value" than before, while less are concerned about the "expertise" of a business



58% of consumers said they recently (within the past five years) began leaving more and more online reviews based upon customer service



Number of reviews posted every minute by Yelp users is **26,380**



38% have read online reviews on mobile Internet vs. 24% on a mobile app



57% of consumers would use a business with a three star rating



Word of mouth is still the most popular method of recommendation for consumers despite a 2% drop year over year