

# 50 Stats

## You Need to Know About

# Online Reviews

<p><b>1</b></p> <p><b>92%</b></p> <p>92% of consumers now read online reviews</p>	<p><b>11</b></p> <p><b>29%</b></p> <p>29% have read reviews on a tablet</p>	<p><b>21</b></p> <p><b>94%</b></p> <p>94% of consumers would use a business with a four star rating</p>	<p><b>31</b></p> <p>On average, a consumer will look at over <b>10 information sources</b> before making a purchase</p>	<p><b>41</b></p> <p><b>4.6% ↑</b></p> <p>Reviews of <b>50 or more, per product</b> can mean a 4.6% increase in conversion rates</p>
<p><b>2</b></p> <p>40% of consumers form an opinion by reading <b>just one to three reviews</b></p> <p><b>40%</b></p>	<p><b>12</b></p> <p>33% believe all local businesses should have <b>websites designed for mobile</b></p> <p><b>33%</b></p>	<p><b>22</b></p> <p><b>51%</b></p> <p>51% of consumers will select a local business if it has positive reviews</p>	<p><b>32</b></p> <p><b>Over half</b> of young people aged <b>18 to 34</b> say they <b>trust online reviews more</b> than the opinions of friends and family</p> <p><b>18-34</b></p>	<p><b>42</b></p> <p>63% of customers are <b>more likely to make a purchase</b> from a site which has user reviews</p> <p><b>63%</b></p>
<p><b>3</b></p> <p>Star rating is the <b>#1</b> number one factor used by consumers to judge a business</p>	<p><b>13</b></p> <p><b>61%</b></p> <p>61% are more likely to contact a local business if they have a <b>mobile optimized site</b></p>	<p><b>23</b></p> <p><b>80%</b></p> <p>80% trust reviews as much as <b>personal recommendations</b></p>	<p><b>33</b></p> <p><b>88%</b></p> <p>88% of online shoppers <b>incorporate reviews</b> into their purchase decision</p>	<p><b>43</b></p> <p><b>105%</b></p> <p>105% customers are <b>more likely to purchase</b> while visiting, when site visitors <b>interact with both reviews and customer questions and answers</b>, and spend <b>11% more</b> than visitors who don't interact</p> <p><b>11% ↑ \$</b></p>
<p><b>4</b></p> <p>44% say a review must be written <b>within one month</b> to be relevant</p> <p><b>1</b></p>	<p><b>14</b></p> <p><b>40%</b></p> <p>40% of consumers form an opinion by reading one to <b>three reviews</b></p>	<p><b>24</b></p> <p><b>48%</b></p> <p>48% will visit a <b>company's website</b> after reading positive reviews</p>	<p><b>34</b></p> <p>Consumers who read reviews on a <b>smartphone</b> are <b>127% more likely to buy</b> than those who read reviews on desktops</p> <p><b>127%</b></p>	<p><b>44</b></p> <p>Reviews produce an average of 18% <b>uplift in sales</b></p> <p><b>18%</b></p>
<p><b>5</b></p> <p><b>68%</b></p> <p>68% say positive reviews make them <b>trust a local business more</b></p>	<p><b>15</b></p> <p><b>73%</b></p> <p>73% of consumers form an opinion by reading up to <b>six reviews</b></p>	<p><b>25</b></p> <p><b>23%</b></p> <p>23% will visit the <b>business premises</b> directly after reading positive reviews</p>	<p><b>35</b></p> <p>Reviews are especially important for <b>local searches</b> as they influence up to 10% of the ranking</p> <p><b>10%</b></p>	<p><b>45</b></p> <p>64% of consumers would read <b>online reviews</b> when purchasing <b>technology items</b></p> <p><b>64%</b></p>
<p>43% of consumers search a <b>business by reviews</b> at least one time per month</p> <p><b>43%</b></p>	<p><b>16</b></p> <p><b>88%</b></p> <p>88% of consumers form an opinion by reading up to <b>ten reviews</b></p>	<p><b>26</b></p> <p><b>9%</b></p> <p>9% of consumers will <b>phone a business</b> after reading positive reviews</p>	<p><b>36</b></p> <p><b>Only</b> reviews from friends and family are <b>trusted more</b> than online review. Reviews from <b>experts and celebrity endorsements</b> are less trusted than online reviews</p>	<p><b>46</b></p> <p>68% of consumers <b>trust reviews more</b> when they see <b>both good and bad scores</b></p> <p><b>68%</b></p>
<p><b>60%</b></p> <p>60% of consumers have <b>searched a business</b> at least six times per year</p>	<p><b>17</b></p> <p><b>12%</b></p> <p>Only 12% are prepared to read <b>more than 10 reviews</b></p>	<p><b>27</b></p> <p><b>95%</b></p> <p>95% of consumers <b>suspect censorship</b> or faked reviews when they don't see bad scores</p> <p><b>CENSORED</b></p>	<p><b>37</b></p> <p><b>30%</b></p> <p>30% of consumers <b>assume online reviews are fake</b> if there are <b>no negative reviews</b></p>	<p><b>47</b></p> <p>Between one and three <b>bad online reviews</b> would be enough to <b>deter 67% of shoppers</b> from purchasing a product or service</p> <p><b>67%</b></p>
<p><b>Only 9%</b> of consumers <b>never search</b> for a business online</p> <p><b>9%</b></p>	<p><b>18</b></p> <p><b>26%</b></p> <p>26% of consumers say it's <b>important</b> that a local business <b>responds</b> to its reviews</p>	<p><b>28</b></p> <p><b>27%</b></p> <p><b>21%</b></p> <p><b>18%</b></p> <p>Reliability (27%), expertise (21%) and professionalism (18%) remain the most important attributes to consumers</p>	<p><b>38</b></p> <p>The <b>three online platforms</b> dedicated to reviews with the <b>most global traffic</b> are: Yelp, Tripadvisor, and Foursquare</p> <p><b>yelp</b> <b>FOURSQUARE</b> <b>tripadvisor</b></p>	<p><b>48</b></p> <p>86% of people will <b>hesitate to purchase</b> from a business that has <b>negative online reviews</b></p> <p><b>86%</b></p>
<p><b>73%</b></p> <p>73% have read online reviews on a <b>desktop</b></p>	<p><b>19</b></p> <p><b>14%</b></p> <p>Only 14% of consumers would consider using a business with a <b>one or two star rating</b></p>	<p><b>29</b></p> <p>More consumers are interested in <b>"good value"</b> than before, while less are concerned about the <b>"expertise"</b> of a business</p>	<p><b>39</b></p> <p><b>58%</b></p> <p>58% of consumers said they have <b>recently</b> (within the past five years) began <b>leaving more and more online reviews</b> based upon customer service</p>	<p><b>49</b></p> <p>Number of <b>reviews posted every minute</b> by Yelp users is <b>26,380</b></p> <p><b>26,380</b></p>
<p><b>38%</b></p> <p>38% have read online reviews on <b>mobile internet</b> vs 24% on a mobile app</p> <p><b>38%</b></p>	<p><b>20</b></p> <p><b>57%</b></p> <p>57% of consumers would use a business with a <b>three star rating</b></p>	<p><b>30</b></p> <p><b>Word of mouth</b> is still the most popular method of recommendation for consumers despite a 2% drop year over year</p>	<p><b>100%</b></p> <p><b>100%</b> of customers who make over \$150,000 annually claim to <b>leave reviews</b> when it comes to a <b>poor customer service experience</b></p>	<p>If a business <b>resolves its issue quickly and efficiently</b>, 95% of <b>unhappy customers</b> return to your business</p> <p><b>95%</b></p>

