

# 50 Stats

## You Need to Know About

# Online Reviews

1 **92%**  
92% of consumers now read online reviews

11 **29%**  
29% have read reviews on a tablet

21 **94%**  
94% of consumers would use a business with a four star rating

31 On average, a consumer will look at over 10 information sources before making a purchase

41 **4.6% ↑**  
Reviews of 50 or more, per product can mean a 4.6% increase in conversion rates

2 **40%**  
40% of consumers form an opinion by reading just one to three reviews

12 **33%**  
33% believe all local businesses should have websites designed for mobile

22 **51%**  
51% of consumers will select a local business if it has positive reviews

32 **18-34**  
Over half of young people aged 18 to 34 say they trust online reviews more than the opinions of friends and family

42 **63%**  
63% of customers are more likely to make a purchase from a site which has user reviews

3 **#1**  
Star rating is the number one factor used by consumers to judge a business

13 **61%**  
61% are more likely to contact a local business if they have a mobile optimized site

23 **80%**  
80% trust reviews as much as personal recommendations

33 **88%**  
88% of online shoppers incorporate reviews into their purchase decision

43 **105%**  
**11% ↑ \$**  
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

4 **44%**  
44% say a review must be written within one month to be relevant

14 **40%**  
40% of consumers form an opinion by reading one to three reviews

24 **48%**  
48% will visit a company's website after reading positive reviews

34 **127%**  
Consumers who read reviews on a smartphone are 127% more likely to buy than those who read reviews on desktops

44 **18%**  
Reviews produce an average of 18% uplift in sales

5 **68%**  
68% say positive reviews make them trust a local business more

15 **73%**  
73% of consumers form an opinion by reading up to six reviews

25 **23%**  
23% will visit the business premises directly after reading positive reviews

35 **10%**  
Reviews are especially important for local searches as they influence up to 10% of the ranking

45 **64%**  
64% of consumers would read online reviews when purchasing technology items

6 **43%**  
43% of consumers search a business by reviews at least one time per month

16 **88%**  
88% of consumers form an opinion by reading up to ten reviews

26 **9%**  
9% of consumers will phone a business after reading positive reviews

36 **68%**  
Only reviews from friends and family are trusted more than online review. Reviews from experts and celebrity endorsements are less trusted than online reviews

46 **68%**  
68% of consumers trust reviews more when they see both good and bad scores

7 **60%**  
60% of consumers have searched a business at least six times per year

17 **12%**  
Only 12% are prepared to read more than 10 reviews

27 **95%**  
95% of consumers suspect censorship or faked reviews when they don't see bad scores

37 **30%**  
30% of consumers assume online reviews are fake if there are no negative reviews

47 **67%**  
Between one and three bad online reviews would be enough to deter 67% of shoppers from purchasing a product or service

8 **9%**  
Only 9% of consumers never search for a business online

18 **26%**  
26% of consumers say it's important that a local business responds to its reviews

28 **27%**  
**21%**  
**18%**  
Reliability (27%), expertise (21%) and professionalism (18%) remain the most important attributes to consumers

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

48 **86%**  
86% of people will hesitate to purchase from a business that has negative online reviews

9 **73%**  
73% have read online reviews on a desktop

19 **14%**  
Only 14% of consumers would consider using a business with a one or two star rating

29 **27%**  
More consumers are interested in "good value" than before, while less are concerned about the "expertise" of a business

39 **58%**  
58% of consumers said they have recently (within the past five years) began leaving more and more online reviews based upon customer service

49 **26,380**  
Number of reviews posted every minute by Yelp users is 26,380

10 **38%**  
38% have read online reviews on mobile internet vs 24% on a mobile app

20 **57%**  
57% of consumers would use a business with a three star rating

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

40 **100%**  
100% of customers who make over \$150,000 annually claim to leave reviews when it comes to a poor customer service experience

50 **95%**  
If a business resolves its issue quickly and efficiently, 95% of unhappy customers return to your business



Learn How To Improve Your Online Reviews:  
Melbourne Online Marketing  
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