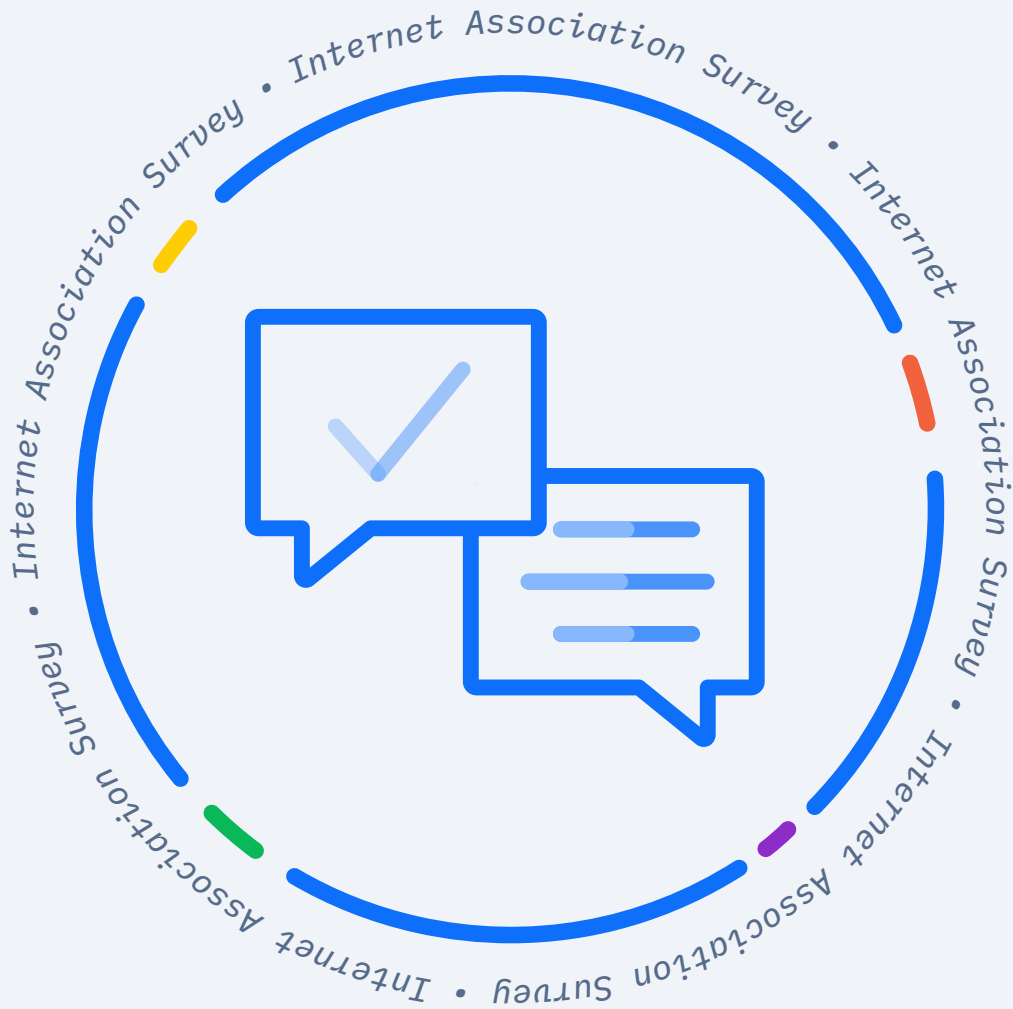




Internet Association



Best Of The Internet Survey

Internet Association

Survey

Q1. How often do you consult online reviews of products, services, restaurants, or other locations before visiting or making a purchase?

Answer Choices	Responses	
Every time	19.75%	484
Most of the time	47.57%	1166
Sometimes	29.74%	729
Never	2.94%	72
Answered		2451
Skipped		0

Q2. How Important would you say it is to you that a business or item have good online reviews before you go there or buy something?

Answer Choices	Responses	
Extremely Important	26.76%	656
Very Important	44.80%	1098
Somewhat Important	25.83%	633
Not at all Important	2.61%	64
Answered		2451
Skipped		0

Q3. On a scale of 1-10, with ten being the most and 1 being the least, how much would you say you trust online reviews to give you a good impression of a product, service, restaurant, or other location?

Answer Choices	Responses	
1	1.75%	43
2	2.12%	52
3	3.35%	82
4	3.88%	95
5	12.32%	302
6	11.63%	285
7	23.95%	587
8	27.25%	668
9	8.24%	202
10	5.51%	135
Answered		2451
Skipped		0

Q4. If a product you were considering buying had no online reviews, would that make you more likely or less likely to purchase that item?

Answer Choices	Responses	
More Likely	8.20%	201
Less Likely	62.22%	1525
No Difference	29.58%	725
Answered		2451
Skipped		0

Q5. If a restaurant you were considering eating at had no online reviews, would that make you more likely or less likely to go eat there?

Answer Choices	Responses	
More Likely	7.75%	190
Less Likely	45.53%	1116
No Difference	46.72%	1145
Answered		2451
Skipped		0

Q6. Have you ever not bought a product you thought you were interested in because the online reviews were poor?

Answer Choices	Responses	
Yes	81.11%	1988
No	18.89%	463
Answered		2451
Skipped		0

Q7. Have you ever bought a product you were undecided about because the online reviews were very good?

Answer Choices	Responses	
Yes	78.82%	1932
No	21.18%	519
Answered		2451
Skipped		0

Q8. When you're thinking about purchasing an item online, which of these do you tend to check most frequently:

Answer Choices	Responses	
Online user reviews	52.06%	1276
Experience of friends and family	28.80%	706

Reviews from experts	19.14%	469
	Answered	2451
	Skipped	0

Q9. Still thinking about purchasing products online, please tell us for each of the following whether they are “Extremely Important”, “Very Important”, “Somewhat Important” or “Not Important At All” in your decision to purchase a product online:

	Extremely Important		Very Important		Somewhat Important		Not Important At All		(no label)		Total
Price	48.98%	1195	36.52%	891	12.91%	315	1.31%	32	0.29%	7	2440
Customer Reviews	28.28%	690	43.28%	1056	25.20%	615	2.87%	70	0.37%	9	2440
Official Product Description	32.34%	791	41.29%	1010	22.81%	558	3.23%	79	0.33%	8	2446
Shipping Time	20.75%	506	34.29%	836	37.00%	902	7.55%	184	0.41%	10	2438
Reviews from Experts	19.13%	467	37.40%	913	37.36%	912	5.65%	138	0.45%	11	2441
Recommendations from friends	24.02%	587	37.40%	914	32.12%	785	5.85%	143	0.61%	15	2444

Q10. Have you ever used a ridesharing service, such as Uber, Lyft, Via, or other?

Answer Choices	Responses	
Yes	61.40%	1503
No	38.60%	945
	Answered	2448
	Skipped	3

Q11. Does having a rating of your driver built into the app make you feel more safe or less safe about using those online ridesharing services?

Answer Choices	Responses	
More Safe	73.84%	1114
Less Safe	5.29%	79
No Difference	20.15%	301
	Answered	1494
	Skipped	957

Q12. Would you still use those ridesharing services if there were no user reviews allowed or provided?

Answer Choices	Responses	
Yes	57.01%	853
No	42.90%	641
	Answered	1494
	Skipped	957

Q13. Have you ever used a short term rental service, such as Airbnb, HomeAway, VRBO, or other?

Answer Choices	Responses	
Yes	40.25%	979
No	59.75%	1453
Answered		2432
Skipped		19

Q14. Does having a rating of your rental built into the app make you feel more safe or less safe about using those online short term rental services?

Answer Choices	Responses	
More Safe	81.66%	797
Less Safe	7.27%	71
No Difference	11.07%	108
Answered		976
Skipped		1475

Q15. Would you still use those short term rental services if there were no user reviews allowed or provided?

Answer Choices	Responses	
Yes	43.65%	426
No	56.35%	550
Answered		976
Skipped		1475

Q16. Have you ever used an online marketplace for cleaners, handymen, personal trainers, etc such as Handy, TaskRabbit, Thumbtack, or other?

Answer Choices	Responses	
Yes	23.83%	577
No	76.17%	1844
Answered		2421
Skipped		30

Q17. Does having a rating of your cleaner, handyman, trainer, etc built into the app make you feel more safe or less safe about using these services?

Answer Choices	Responses	
More Safe	71.01%	432
Less Safe	11.57%	73
No Difference	17.42%	70

Answered 575
Skipped 1876

Q18. Would you still use those services if there were no user reviews allowed or provided?

Answer Choices	Responses	
Yes	51.30%	295
No	48.70%	280
Answered		575
Skipped		1876

Q19. Thinking about websites where you can purchase products online -- if a company did not have any user reviews of their products online, would that make you more likely or less likely to purchase products from that company?

Answer Choices	Responses	
More Likely	10.39%	250
Less Likely	62.88%	1513
No Difference	26.72%	643
Answered		2406
Skipped		45

Q20. Do you agree or disagree with the following statement: User reviews are an integral part of buying products and services online, and without them I would be less likely to buy things online

Answer Choices	Responses	
Strongly Agree	39.73%	956
Somewhat Agree	44.80%	1078
Somewhat Disagree	12.64%	304
Strongly Disagree	2.83%	68
Answered		2406
Skipped		45

Q21. Age

Answer Choices	Responses	
< 18	0.00%	0
18-29	26.63%	640
30-44	21.72%	522
45-60	32.88%	790
> 60	18.77%	451
Answered		2403
Skipped		48

Q22. Gender

Answer Choices	Responses	
Male	46.69%	1122
Female	53.31%	1281
	Answered	2403
	Skipped	48

Q23. Household Income

Answer Choices	Responses	
\$0-\$9,999	7.53%	181
\$10,000-\$24,999	13.11%	315
\$25,000-\$49,999	22.60%	543
\$50,000-\$74,999	17.15%	412
\$75,000-\$99,999	11.19%	269
\$100,000-\$124,999	8.91%	214
\$125,000-\$149,999	4.16%	100
\$150,000-\$174,999	2.25%	54
\$175,000-\$199,999	1.00%	24
\$200,000+	2.75%	66
Prefer not to answer	9.36%	225
	Answered	2403
	Skipped	48

Q24. Region

Answer Choices	Responses	
New England	4.44%	106
Middle Atlantic	11.22%	268
East North Central	16.04%	383
West North Central	6.87%	164
South Atlantic	17.13%	409
East South Central	5.03%	120
West South Central	9.88%	236
Mountain	9.09%	217
Pacific	20.31%	485
	Answered	2388
	Skipped	63

Q25. Device Type

Answer Choices	Responses	
iOS Phone / Tablet	46.57%	1119
Android Phone / Tablet	41.49%	997

Other Phone / Tablet	0.00%	0
Windows Desktop / Laptop	9.74%	234
MacOS Desktop / Laptop	1.83%	44
Other	0.37%	9
Answered		2403
Skipped		48