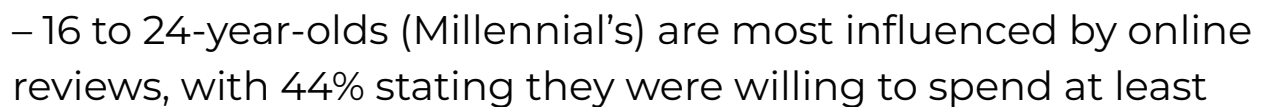


July 8, 2014



25% more money with a business that they had read a positive



review about.

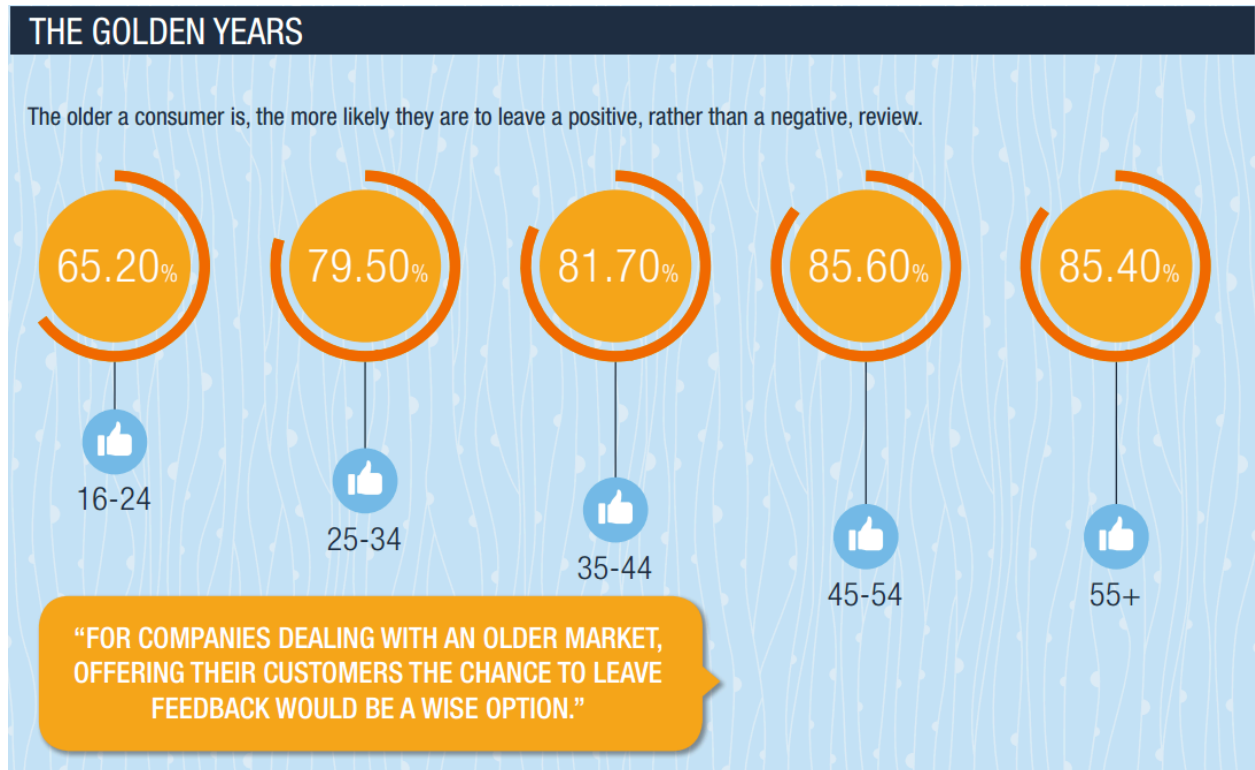
- This same age group is also most likely to write a negative review to ensure that “other people don’t get burned”.
- 29% of 16 to 24-year-olds are more likely to purchase from a company after reading a negative review that was successfully resolved by the affected company.



*Note: The younger your target audience, the higher potential rewards may be reaped from online reviews. But be aware that there is a greater chance of a backlash if you make a*

*mistake and don't seem to be making any attempts at resolving it.*

## The Golden Years

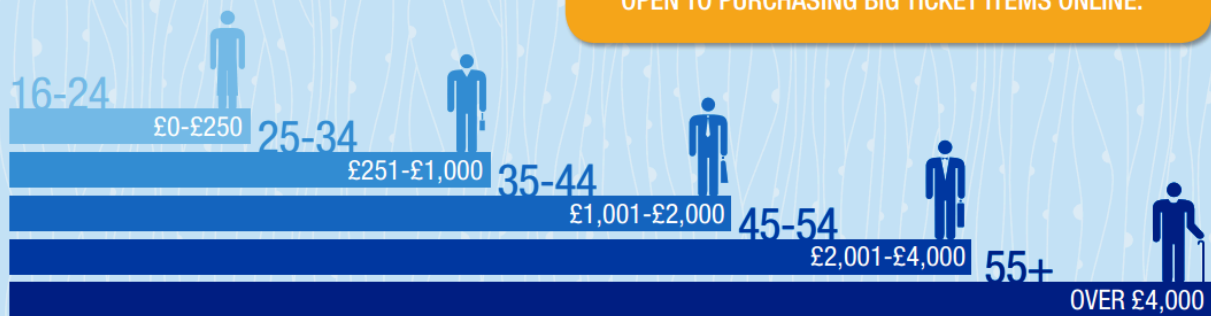


## Which Wallet?

## WHICH WALLET?

Looking to position the right product at the right price, all for the right market?

Here's a breakdown of how much each age group spends online per year:



## Power to the People

Online review communities' most vocal age group is:

16-24-year-olds, 66.70% of which have written an online review.

The second most prolific reviewers are:

55+, 61.40% of which have written an online review.

*Note: Never mind internet demographics – young or old, consumers are embracing the power of writing online reviews, so don't get left behind.*

According to a [study](#) we conducted back in May:

-The desire to give feedback for negative experiences is 17% higher than for positive experiences

-Customers prefer to give feedback privately by a factor of 3x more than writing a review on Yelp or Google

-18-34 year olds are twice more likely to write a review on Yelp or Google than older generations

Key Takeaways:

- Young markets may be the most swayed by online reviews – but they can also be among the most critical.
- The over 55s market presents a real opportunity for marketers; they're more likely to leave positive feedback and spend more money than other age groups.
- All age groups are embracing the power of online reviews – and so should businesses.

via TrustPilot.

[View full infographic here.](#)