



Consumer Omnibus Survey Results

May 2015

SURVEY BACKGROUND

An online omnibus survey was fielded to better understand Americans’ perceptions of online reviews for businesses, products or services. The survey was conducted using the online omnibus field services of TNS among a nationally representative sample of 2,500 Americans 18 years of age and over. The margin of error for Americans is ±1.9% at the 95% confidence level. This means that if we were to replicate the study, we would expect to get the same results (within 1.9 percentage points) 95 times out of 100.

Audience	N=	Field Period
Total Americans, 18+	2,500	May 7-11, 2015

Data has been rounded, so ‘select one’ questions = 100%, whereas, ‘select all that apply’ questions will add to over 100%.

In the tables, significant findings are shown for Americans who ever wrote an online review versus those who never did. Gender and generational differences are highlighted in the media highlights section. When an audience is significantly higher than the corresponding group, the number is denoted with an asterisk (*).

A (NET) is an unduplicated view at the number of respondents that selected designated attributes [e.g., Ever Wrote Negative Online Review (NET)]. Attributes as part of a (NET) are specified below a table.

HIGHLIGHTS - General Population

Online Reviews are Good for the Bottom Line

- Majority of Americans (85%) report knowing that a business has positive reviews makes them more likely to purchase their products or services.

Americans Provide Both Positive and Negative Feedback

- Of the Americans (51%) who have ever written online reviews for businesses, products or services, the vast majority (82%) wrote both negative and positive reviews.
- Just 1% of Americans have written only negative online reviews for businesses, products or services.

Despite This, Many Believe Online Review Sites are More Often Negative Than Positive

- Half of Americans (50%) believe online review sites are more often negative, than they are positive.
- Americans who never wrote an online review are significantly more likely than those who ever did to report this (55%* vs. 45%).

Most Believe Companies Should Leverage Both Negative and Positive Feedback

- Nearly nine in ten Americans (89%) believe companies should regularly leverage both negative and positive customer feedback to optimize their products and services.
- Americans who have ever written an online review are significantly more likely than those who have not to report this (93%* vs. 85%).

Online Reviews for Small Businesses Seen as Particularly Important

- Seven in ten Americans (73%) believe it is important to write online reviews for local businesses.
- Further, about one in two Americans (47%) rely more on online reviews for local businesses than for larger corporations.

Recognizing Good Employees is also Top of Mind

- Over eight in ten Americans (86%) believe companies should regularly do more to publicly acknowledge individual employees for good work.

To Encourage Reviews, More Needs to Be Done to Ensure Ease of Use

About two in three Americans (64%) report they would be more likely to write an online review if it was less time consuming.

HIGHLIGHTS - Key Gender and Generational Differences

Men and Millennials More Likely to Write Online Reviews After Negative Experiences

- Men are significantly more likely than women to write online reviews after they had negative experiences (48%* vs. 43%)
- Millennials are significantly more likely than other generations to write online reviews after they had negative experiences (Millennials, 57%*; Gen X, 48%; Baby Boomers, 40%; Silent Generation, 43%)

Women More Likely to Be Influenced by Positive Reviews

- Women are significantly more likely than men to report that knowing a business has positive reviews makes them more likely to purchase their products or services (90%* vs. 81%)

Women and Millennials Want Ease of Use

- Women are significantly more likely than men to report they would be more likely to write an online review if it was less time consuming (67%* vs. 61%)
- Millennials are significantly more likely than other generations to report they would be more likely to write an online review if it was less time consuming (Millennials, 77%*; Gen X, 65%; Baby Boomers, 60%; Silent Generation, 57%)

Generations: Millennials (ages 18-33), Generation X (ages 34-49), Baby Boomers (ages 50-68), Silent Generation (ages 69-86)

DETAILED FINDINGS

Q1. Which of the following best describes you? (*Select one*)

	Total Americans	Ever Wrote an Online Review	Never Wrote an Online Review
n=	2,500	1,263	1,237
Ever Wrote Online Review NET	51%	100%	--
Ever Wrote Positive Review NET	50%	98%	--
Ever Wrote Negative Review NET	43%	84%	--
I have never written an online review for businesses, products or services	49%	--	100%
I have written both negative and positive online reviews for businesses, products or services	42%	82%	--
I have written only positive online reviews for businesses, products or services	8%	16%	--
I have written only negative online reviews for businesses, products or services	1%	2%	--

Ever Written Online Review NET includes: All responses except, I have never written an online review for businesses, products or services.

Ever Written Positive Review NET includes: I have written both negative and positive online reviews for businesses, products, or services; I have written only positive online reviews for businesses, products or services.

Ever Written Negative Review NET includes: I have written both negative and positive online reviews for businesses, products, or services; I have written only negative online reviews for businesses, products or services

Q2. How much do you agree/disagree with these statements? (Select one response per statement)

Top 2 Box Agree [Strongly/Somewhat]	Total Americans	Ever Wrote an Online Review	Never Wrote an Online Review
n=	2,500	1,263	1,237
Companies should regularly leverage both negative and positive customer feedback to optimize their products and services.	89%	93%*	85%
Companies should do more to publicly acknowledge individual employees for good work.	86%	89%*	83%
I would be more likely to write an online review if it was less time consuming.	64%	72%*	56%
Online review sites are more often negative, than they are positive.	50%	45%	55%*

Q3. How much do you agree/disagree with these statements? (Select one response per statement)

Top 2 Box Agree [Strongly/Somewhat]	Total Americans	Ever Wrote an Online Review	Never Wrote an Online Review
n=	2,500	1,263	1,237
Knowing a business has positive reviews makes me more likely to purchase their products or services.	85%	94%*	77%
It is important to write online reviews for local businesses.	73%	89%*	57%
I rely more on online reviews for local businesses than I do for larger corporations.	47%	55%*	38%
I am more likely to write online reviews when I've had negative experiences.	46%	45%	46%

About Goodsnitch

Goodsnitch is a San Diego based technology company that believes doing good is great for business. Founded in 2012 by Rob Pace, a former Goldman Sachs Partner and National Advisory Board Chairman of the Salvation Army, Goodsnitch provides feedback and recognition applications for desktop and mobile devices. Goodsnitch also provides enterprise level feedback and recognition diagnostic solutions for a diverse set of clients such as the Dallas Cowboys, Robert Half Intl, Tennessee Oncology, the Nashville Predators, and many other major brands. Goodsnitch Express Feedback® implementations for enterprise are highly customizable and can be integrated into existing apps, websites, or as stand-alone solutions.

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