

# YouGov Survey Results

Sample Size: 2035  
Fieldwork: 17th - 19th October 2007

Twelve thirty eight Ltd All online GB Adults Unweighted Sample	Gender			Age					Social Grade		Region				
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 +	ABC1	C2DE	London	Rest of South	Midlands and Wales	North	Scotland
2035	977	1058	224	401	333	355	722	1099	936	427	407	488	529	183	
2035	994	1041	213	429	321	351	721	947	1088	374	493	443	539	186	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	

Now we would like you to imagine that you were making a purchase online...

Which, if any, of the following do you think would have an effect on your choice of product? [Please tick all that apply]

Advertising	12	13	11	16	19	11	8	9	13	11	17	9	10	12	15
Price comparison websites	71	70	71	62	72	72	69	73	72	69	71	69	69	72	73
Online reviews of products	60	62	57	58	62	64	56	58	63	55	64	60	57	57	63
Don't know	4	3	5	4	4	7	4	3	3	5	5	4	3	5	2
None of the above	8	9	7	10	7	6	8	9	8	8	6	8	10	6	9

Which, if any, of the following types of online review are likely to influence your decision making process? Please tick all that apply]

Online reviews by journalists	26	33	19	29	29	26	23	24	30	21	35	26	22	23	22
Online reviews hosted and managed on retailer's websites	14	16	11	20	14	13	10	14	13	14	16	17	9	12	21
Impartial online reviews from customers who have definitely bought the product	79	80	79	77	81	81	81	77	81	77	80	80	78	80	78
Don't know	5	4	7	8	5	7	6	3	3	8	6	5	5	6	4
None of the above	10	10	10	9	10	8	9	12	11	9	8	11	13	8	10

To what extent do you agree or disagree with the following statements?

It should be a regulatory requirement for all online customer reviews to be from customers who have genuinely bought a product

Strongly agree	50	48	51	43	51	45	51	53	51	49	52	50	49	49	48
Agree	30	30	30	33	29	33	29	28	28	32	25	31	30	30	36
Neither agree nor disagree	12	12	12	9	10	14	11	13	12	12	13	10	12	13	11
Disagree	4	5	3	4	5	3	4	4	4	3	5	5	3	3	2
Strongly disagree	2	4	1	2	3	2	2	1	3	1	3	2	2	1	1
Don't know	3	2	4	8	2	3	2	2	2	3	2	2	3	4	2

I would favour a kite mark or similar mechanic that made it clear that an online review was from a genuine purchaser and independent of the retailer

Strongly agree	48	45	51	37	45	44	48	55	49	47	52	48	46	48	44
Agree	36	39	34	39	36	40	36	34	34	39	30	36	41	36	39
Neither agree nor disagree	10	10	10	13	12	10	11	8	10	10	10	10	9	11	11
Disagree	2	3	0	1	3	3	1	1	2	1	3	2	1	1	2
Strongly disagree	1	1	0	2	1	0	1	1	1	1	2	1	0	0	0
Don't know	3	2	4	9	3	3	3	1	3	3	3	2	4	3	4

How trusting are you of customer reviews on retailers' websites and non-retail websites? On a scale of 5 to 1, where 5 is 'trust completely' and 1 is 'don't trust at all'

Retailers' websites															
5 - Trust completely	2	2	2	4	3	2	2	2	1	4	2	2	3	3	2
4	12	14	11	21	15	16	9	8	11	14	14	12	12	14	6
3	38	36	40	39	43	42	35	35	37	39	37	38	39	38	37
2	26	29	23	18	22	22	32	28	28	23	27	26	25	23	30
1 - Don't trust at all	10	11	10	4	7	10	10	15	12	8	8	10	14	10	11
Don't know	7	5	8	7	9	4	8	7	6	7	10	7	3	7	6
N/A - have never seen reviews like this before	4	2	6	8	2	3	4	6	4	5	3	4	4	5	7
Non-retail websites															
5 - Trust completely	3	3	4	6	3	3	2	3	2	4	2	4	4	2	4
4	27	33	22	26	34	30	28	22	30	25	33	27	24	28	24
3	37	36	39	38	36	41	37	37	39	36	36	37	43	34	36
2	15	14	16	11	12	14	16	17	14	16	13	15	14	17	16
1 - Don't trust at all	6	6	6	3	3	5	7	7	6	6	4	6	7	6	5
Don't know	7	6	8	8	9	4	8	7	6	8	10	8	4	7	7
N/A - have never seen reviews like this before	4	2	6	7	2	3	2	7	4	5	2	4	5	5	7

Which ONE of the following best represents your views of customer reviews on RETAILERS' websites?

I think they are a good idea but I am worried about their authenticity	36	33	39	34	37	33	37	38	37	35	38	37	37	35	33
I think they are a good guide and I am influenced by them	16	17	15	25	22	19	13	11	16	17	18	14	15	15	22
I have no confidence in them and ignore them	6	8	4	6	5	3	7	7	7	6	4	7	7	5	9
I am more likely to seek out reviews from genuinely independent sources	30	31	29	17	25	34	32	34	31	29	27	33	29	33	24
Other / None of the above	2	2	2	2	3	3	1	1	3	1	1	3	2	2	3
Don't know	6	5	6	10	6	6	6	4	3	8	7	3	6	6	7
Not applicable - have never seen reviews like this before	4	2	5	5	1	2	3	5	4	3	4	3	3	5	3