

YouGov NY
Online Reviews

US_nat Sample: 5th - 8th May 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

Rev1. Which of the following statements best describes the amount of attention you pay to reviews of products / services before purchasing?

Unweighted base	1184	534	650	319	378	487	261	250	406	267	838	137	127	82
Base: All US Adults	1174	581	594	363	374	437	271	235	412	257	771	140	182	81
I always check reviews before purchasing a product / service	34%	36%	33%	40%	36%	28%	42%	27%	34%	34%	33%	37%	32%	46%
I sometimes check reviews before purchasing a product / service	48%	45%	50%	43%	49%	50%	41%	53%	51%	44%	50%	44%	42%	42%
I rarely check reviews before purchasing a product / service	12%	12%	11%	11%	7%	16%	13%	15%	8%	13%	11%	12%	17%	8%
I never check reviews before purchasing a product / service	6%	6%	6%	6%	7%	6%	4%	6%	6%	9%	6%	7%	9%	5%

Rev2. Do you tend to look for positive reviews of the product / service you are considering, negative reviews or do you look at a mixture?

Unweighted base	1114	502	612	303	355	456	251	237	380	246	790	129	116	79
Base: All US Adults who check reviews	1100	544	556	343	347	411	260	220	386	234	725	131	167	78
Positive reviews only	12%	13%	11%	18%	13%	6%	15%	8%	13%	11%	8%	14%	26%	10%
Negative reviews only	6%	7%	4%	12%	5%	1%	6%	5%	6%	6%	4%	7%	10%	7%
A mixture of reviews	82%	79%	85%	70%	82%	93%	79%	87%	81%	83%	87%	78%	65%	82%

Rev3. Which, if any, of the following websites / apps have you EVER visited / used? Please select all that apply.

Unweighted base	1184	534	650	319	378	487	261	250	406	267	838	137	127	82
Base: All US Adults	1174	581	594	363	374	437	271	235	412	257	771	140	182	81
Google	82%	83%	82%	80%	83%	84%	79%	88%	84%	78%	85%	84%	72%	84%
Yahoo	64%	64%	63%	58%	67%	66%	63%	69%	66%	57%	65%	70%	51%	72%
Yelp	34%	29%	39%	37%	38%	28%	30%	32%	31%	45%	35%	34%	28%	42%
Amazon	80%	78%	83%	75%	83%	82%	80%	83%	82%	76%	84%	78%	67%	80%
Seamless	3%	3%	3%	6%	3%	0%	7%	1%	1%	3%	2%	3%	3%	8%
TripAdvisor	33%	30%	35%	34%	31%	34%	34%	34%	32%	30%	35%	32%	20%	37%
Airbnb	12%	10%	15%	19%	11%	7%	11%	11%	12%	14%	13%	9%	11%	17%
Rotten Tomatoes	26%	26%	25%	35%	27%	17%	27%	25%	24%	29%	28%	16%	16%	39%
None of these	4%	3%	6%	2%	5%	6%	5%	4%	3%	5%	3%	5%	8%	4%

Rev4. On which, if any, of the following websites have you ever left a review? Please select all that apply.

Unweighted base	1184	534	650	319	378	487	261	250	406	267	838	137	127	82
Base: All US Adults	1174	581	594	363	374	437	271	235	412	257	771	140	182	81
Google	16%	20%	11%	22%	16%	10%	14%	15%	17%	15%	13%	21%	20%	18%
Yahoo	10%	14%	5%	14%	10%	6%	10%	8%	12%	8%	6%	14%	20%	12%
Yelp	11%	11%	12%	10%	15%	9%	11%	10%	8%	18%	12%	6%	8%	20%
Amazon	45%	43%	48%	48%	47%	42%	49%	42%	46%	44%	47%	47%	38%	43%
Seamless	2%	2%	1%	2%	3%	-	3%	1%	1%	2%	1%	3%	3%	1%
TripAdvisor	11%	11%	10%	11%	10%	10%	12%	9%	12%	9%	11%	13%	5%	15%
Airbnb	4%	5%	3%	6%	4%	2%	3%	2%	4%	6%	4%	2%	6%	3%
Rotten Tomatoes	2%	3%	1%	3%	2%	1%	2%	2%	1%	3%	2%	3%	1%	4%
YouGov	21%	26%	17%	22%	22%	20%	24%	20%	21%	18%	20%	31%	22%	16%
Other website	4%	4%	4%	4%	4%	5%	5%	3%	4%	4%	4%	3%	2%	5%
Not applicable – I have never left a review on a website	36%	34%	37%	30%	33%	43%	33%	41%	36%	33%	36%	34%	33%	39%

Rev5. And have you left... Please select all that apply.

Unweighted base	767	355	412	224	255	288	177	152	256	182	535	93	88	51
Base: All US Adults who have left a review	755	382	373	255	252	248	182	138	262	173	492	92	121	50
Good reviews	56%	58%	53%	55%	56%	55%	62%	58%	56%	47%	54%	62%	61%	42%
Bad reviews	19%	19%	20%	24%	20%	13%	18%	20%	19%	22%	18%	18%	25%	19%
Mixed reviews	48%	46%	51%	46%	48%	52%	47%	51%	46%	51%	52%	40%	33%	67%

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US_nat Sample: 5th - 8th May 2017



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

Rev1. Which of the following statements best describes the amount of attention you pay to reviews of products / services before purchasing?

Unweighted base	1184	442	396	220	126	589	15	110	57	376	37
Base: All US Adults	1174	493	371	198	111	549	15	101	57	416	37
I always check reviews before purchasing a product / service	34%	34%	33%	42%	29%	34%	27%	34%	33%	37%	27%
I sometimes check reviews before purchasing a product / service	48%	41%	52%	51%	57%	49%	34%	47%	42%	47%	44%
I rarely check reviews before purchasing a product / service	12%	16%	10%	5%	12%	11%	31%	12%	22%	9%	19%
I never check reviews before purchasing a product / service	6%	9%	6%	3%	1%	6%	8%	7%	3%	6%	10%

Rev2. Do you tend to look for positive reviews of the product / service you are considering, negative reviews or do you look at a mixture?

Unweighted base	1114	400	375	215	124	556	14	102	55	354	33
Base: All US Adults who check reviews	1100	448	350	193	110	516	14	93	55	390	33
Positive reviews only	12%	14%	11%	9%	12%	11%	26%	12%	9%	14%	11%
Negative reviews only	6%	6%	7%	3%	3%	4%	30%	2%	5%	9%	3%
A mixture of reviews	82%	79%	83%	88%	85%	86%	44%	86%	85%	78%	87%

Rev3. Which, if any, of the following websites / apps have you EVER visited / used? Please select all that apply.

Unweighted base	1184	442	396	220	126	589	15	110	57	376	37
Base: All US Adults	1174	493	371	198	111	549	15	101	57	416	37
Google	82%	79%	85%	83%	89%	85%	71%	78%	80%	81%	77%
Yahoo	64%	59%	66%	64%	77%	68%	51%	58%	57%	62%	59%
Yelp	34%	22%	40%	46%	48%	31%	17%	35%	18%	39%	48%
Amazon	80%	75%	83%	86%	89%	85%	49%	79%	69%	78%	78%
Seamless	3%	2%	3%	5%	2%	1%	8%	1%	-	6%	8%
TripAdvisor	33%	23%	33%	45%	52%	36%	29%	28%	23%	30%	34%
Airbnb	12%	4%	13%	25%	21%	10%	9%	9%	7%	16%	15%
Rotten Tomatoes	26%	16%	29%	32%	47%	22%	5%	18%	18%	33%	32%
None of these	4%	6%	4%	4%	1%	4%	8%	9%	9%	3%	9%

Rev4. On which, if any, of the following websites have you ever left a review? Please select all that apply.

Unweighted base	1184	442	396	220	126	589	15	110	57	376	37
Base: All US Adults	1174	493	371	198	111	549	15	101	57	416	37
Google	16%	15%	16%	16%	15%	16%	15%	11%	4%	18%	16%
Yahoo	10%	9%	12%	9%	9%	11%	15%	4%	3%	11%	9%
Yelp	11%	7%	13%	17%	16%	11%	-	16%	9%	11%	14%
Amazon	45%	40%	47%	52%	52%	47%	43%	45%	42%	44%	36%
Seamless	2%	2%	1%	2%	1%	1%	-	-	-	3%	-
TripAdvisor	11%	6%	12%	17%	17%	13%	24%	6%	7%	8%	7%
Airbnb	4%	2%	4%	8%	4%	2%	9%	3%	-	6%	13%
Rotten Tomatoes	2%	2%	2%	3%	1%	2%	-	2%	-	3%	4%
YouGov	21%	24%	20%	20%	15%	20%	37%	14%	21%	22%	31%
Other website	4%	3%	4%	4%	7%	4%	-	5%	6%	4%	2%
Not applicable – I have never left a review on a website	36%	40%	34%	30%	34%	37%	23%	37%	39%	32%	49%

Rev5. And have you left... Please select all that apply.

Unweighted base	767	271	259	153	84	379	11	71	34	252	20
Base: All US Adults who have left a review	755	296	247	139	74	345	11	63	34	282	19
Good reviews	56%	57%	52%	57%	59%	59%	70%	46%	55%	53%	65%
Bad reviews	19%	14%	23%	23%	22%	21%	17%	14%	5%	21%	23%
Mixed reviews	48%	43%	52%	49%	58%	49%	10%	58%	51%	47%	54%

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US_nat Sample: 5th - 8th May 2017



Total	Children under the age of 18		Income				Social networks membership							
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram

Rev1. Which of the following statements best describes the amount of attention you pay to reviews of products / services before purchasing?

Unweighted base	1184	305	879	443	340	230	171	949	422	333	325	69	339	104	341
Base: All US Adults	1174	315	860	464	325	218	167	937	422	308	328	70	323	106	342
I always check reviews before purchasing a product / service	34%	38%	33%	34%	35%	36%	32%	36%	43%	38%	41%	40%	42%	45%	44%
I sometimes check reviews before purchasing a product / service	48%	45%	48%	42%	53%	49%	51%	49%	50%	54%	48%	50%	49%	49%	45%
I rarely check reviews before purchasing a product / service	12%	10%	12%	15%	9%	11%	10%	11%	6%	7%	7%	7%	6%	4%	8%
I never check reviews before purchasing a product / service	6%	7%	6%	9%	4%	3%	7%	5%	2%	1%	4%	2%	4%	2%	4%

Rev2. Do you tend to look for positive reviews of the product / service you are considering, negative reviews or do you look at a mixture?

Unweighted base	1114	285	829	406	328	222	158	903	415	329	315	67	327	102	328
Base: All US Adults who check reviews	1100	292	808	421	313	211	155	892	415	305	316	68	310	104	329
Positive reviews only	12%	18%	10%	11%	13%	12%	10%	12%	13%	9%	17%	19%	10%	12%	17%
Negative reviews only	6%	7%	5%	6%	4%	5%	9%	6%	4%	4%	6%	10%	5%	10%	5%
A mixture of reviews	82%	74%	85%	82%	83%	83%	81%	82%	83%	87%	76%	71%	85%	78%	78%

Rev3. Which, if any, of the following websites / apps have you EVER visited / used? Please select all that apply.

Unweighted base	1184	305	879	443	340	230	171	949	422	333	325	69	339	104	341
Base: All US Adults	1174	315	860	464	325	218	167	937	422	308	328	70	323	106	342
Google	82%	82%	83%	79%	85%	87%	80%	85%	90%	91%	91%	85%	91%	89%	87%
Yahoo	64%	66%	63%	62%	68%	67%	57%	66%	72%	72%	70%	73%	70%	80%	67%
Yelp	34%	36%	33%	27%	37%	47%	31%	36%	48%	53%	38%	48%	47%	59%	47%
Amazon	80%	78%	81%	73%	88%	88%	77%	82%	92%	90%	83%	82%	90%	88%	84%
Seamless	3%	3%	3%	3%	2%	4%	3%	3%	3%	4%	5%	8%	4%	9%	5%
TripAdvisor	33%	34%	32%	20%	42%	46%	31%	34%	39%	52%	37%	47%	41%	40%	40%
Airbnb	12%	13%	12%	7%	16%	16%	13%	13%	17%	23%	16%	21%	19%	23%	21%
Rotten Tomatoes	26%	25%	26%	19%	30%	32%	27%	26%	35%	36%	31%	34%	33%	51%	33%
None of these	4%	4%	4%	6%	3%	1%	5%	3%	2%	2%	1%	2%	1%	1%	2%

Rev4. On which, if any, of the following websites have you ever left a review? Please select all that apply.

Unweighted base	1184	305	879	443	340	230	171	949	422	333	325	69	339	104	341
Base: All US Adults	1174	315	860	464	325	218	167	937	422	308	328	70	323	106	342
Google	16%	23%	13%	17%	17%	13%	14%	17%	20%	18%	28%	24%	17%	22%	25%
Yahoo	10%	17%	7%	10%	11%	9%	9%	11%	12%	9%	18%	20%	10%	13%	13%
Yelp	11%	13%	11%	8%	13%	18%	10%	13%	18%	21%	17%	15%	17%	29%	17%
Amazon	45%	54%	42%	45%	49%	52%	31%	47%	53%	55%	53%	51%	55%	48%	53%
Seamless	2%	3%	1%	2%	2%	1%	1%	2%	2%	2%	4%	7%	2%	6%	3%
TripAdvisor	11%	13%	10%	5%	15%	16%	12%	11%	15%	17%	13%	14%	14%	12%	15%
Airbnb	4%	6%	3%	4%	6%	3%	2%	4%	5%	7%	8%	14%	5%	10%	8%
Rotten Tomatoes	2%	4%	1%	2%	3%	1%	2%	2%	3%	4%	3%	7%	2%	9%	4%
YouGov	21%	23%	20%	24%	21%	16%	20%	22%	24%	24%	28%	20%	19%	22%	24%
Other website	4%	3%	4%	4%	4%	5%	4%	4%	5%	5%	5%	2%	4%	6%	3%
Not applicable – I have never left a review on a website	36%	30%	38%	35%	34%	33%	44%	34%	28%	29%	25%	24%	29%	28%	28%

Rev5. And have you left... Please select all that apply.

Unweighted base	767	218	549	293	223	159	92	632	314	241	246	52	241	77	248
Base: All US Adults who have left a review	755	221	534	302	213	146	94	618	303	220	246	53	229	77	246
Good reviews	56%	56%	55%	58%	59%	56%	38%	57%	59%	61%	62%	59%	59%	57%	64%
Bad reviews	19%	26%	17%	18%	20%	20%	22%	20%	22%	26%	22%	29%	24%	28%	24%
Mixed reviews	48%	46%	49%	44%	50%	52%	56%	48%	53%	56%	46%	48%	52%	53%	45%

YouGov NY
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US_nat Sample: 5th - 8th May 2017



Total							Online Reviews			
	nosquare	Snapchat	Periscope	Other	Don't know	None	I always check reviews before purchasing a product / service	I sometimes check reviews before purchasing a product / service	I rarely check reviews before purchasing a product / service	I never check reviews before purchasing a product / service

Rev1. Which of the following statements best describes the amount of attention you pay to reviews of products / services before purchasing?

Unweighted base	1184	3	186	17	23	7	128	400	576	138	70
Base: All US Adults	1174	3	195	22	23	8	134	405	558	138	74
I always check reviews before purchasing a product / service	34%	-	42%	55%	55%	25%	26%	100%	-	-	-
I sometimes check reviews before purchasing a product / service	48%	71%	51%	45%	45%	24%	39%	-	100%	-	-
I rarely check reviews before purchasing a product / service	12%	29%	6%	-	-	-	16%	-	-	100%	-
I never check reviews before purchasing a product / service	6%	-	1%	-	-	52%	19%	-	-	-	100%

Rev2. Do you tend to look for positive reviews of the product / service you are considering, negative reviews or do you look at a mixture?

Unweighted base	1114	3	183	17	23	4	107	400	576	138	-
Base: All US Adults who check reviews	1100	3	193	22	23	4	109	405	558	138	-
Positive reviews only	12%	44%	12%	13%	-	27%	6%	18%	9%	5%	-
Negative reviews only	6%	-	6%	15%	-	-	3%	3%	7%	6%	-
A mixture of reviews	82%	56%	82%	72%	100%	73%	91%	79%	83%	88%	-

Rev3. Which, if any, of the following websites / apps have you EVER visited / used? Please select all that apply.

Unweighted base	1184	3	186	17	23	7	128	400	576	138	70
Base: All US Adults	1174	3	195	22	23	8	134	405	558	138	74
Google	82%	56%	88%	81%	83%	62%	76%	85%	85%	77%	60%
Yahoo	64%	29%	66%	68%	84%	49%	51%	68%	65%	54%	52%
Yelp	34%	-	48%	61%	55%	10%	19%	40%	35%	25%	12%
Amazon	80%	100%	88%	86%	91%	49%	71%	85%	84%	69%	51%
Seamless	3%	-	6%	15%	4%	-	1%	5%	2%	1%	5%
TripAdvisor	33%	29%	36%	54%	36%	-	23%	40%	34%	22%	4%
Airbnb	12%	-	26%	34%	4%	-	5%	15%	13%	5%	1%
Rotten Tomatoes	26%	27%	41%	41%	53%	-	14%	33%	26%	14%	8%
None of these	4%	-	0%	-	9%	38%	10%	3%	3%	5%	23%

Rev4. On which, if any, of the following websites have you ever left a review? Please select all that apply.

Unweighted base	1184	3	186	17	23	7	128	400	576	138	70
Base: All US Adults	1174	3	195	22	23	8	134	405	558	138	74
Google	16%	44%	23%	14%	21%	13%	4%	23%	14%	8%	4%
Yahoo	10%	44%	14%	9%	16%	13%	4%	13%	10%	6%	3%
Yelp	11%	44%	18%	9%	15%	10%	3%	16%	11%	4%	2%
Amazon	45%	27%	48%	30%	52%	13%	35%	58%	45%	27%	12%
Seamless	2%	-	3%	9%	-	-	1%	2%	2%	1%	-
TripAdvisor	11%	-	13%	21%	8%	13%	7%	17%	9%	1%	4%
Airbnb	4%	-	7%	9%	4%	-	0%	6%	3%	3%	-
Rotten Tomatoes	2%	-	5%	9%	-	-	1%	4%	1%	-	-
YouGov	21%	-	21%	19%	19%	28%	16%	25%	20%	18%	14%
Other website	4%	-	3%	9%	24%	10%	5%	5%	4%	3%	-
Not applicable – I have never left a review on a website	36%	29%	35%	56%	17%	48%	51%	25%	35%	53%	68%

Rev5. And have you left... Please select all that apply.

Unweighted base	767	2	126	9	20	4	64	302	376	66	23
Base: All US Adults who have left a review	755	2	127	10	19	4	66	305	361	64	24
Good reviews	56%	100%	63%	68%	57%	71%	50%	55%	56%	55%	48%
Bad reviews	19%	-	25%	31%	18%	26%	10%	18%	21%	19%	8%
Mixed reviews	48%	-	48%	63%	48%	26%	49%	55%	45%	49%	15%

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Total	Gender		Age			Region				Race				
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Neutral reviews	13%	12%	13%	16%	13%	8%	8%	15%	15%	12%	13%	17%	9%	12%

Rev6. Why have you left a bad review for something on a website or app? Please select all that apply.

Unweighted base	146	69	77	53	56	37	32	30	45	39	97	18	20	11
Base: All US Adults who have left a bad review	147	74	73	62	52	33	32	27	50	37	89	17	31	9
To warn other people of the product / service	87%	79%	95%	75%	93%	100%	94%	93%	77%	89%	95%	100%	56%	89%
In hopes of a refund / help of some kind from the company implicated	27%	34%	21%	42%	22%	8%	28%	18%	38%	19%	25%	29%	36%	21%
To feel less angry about the problem	23%	20%	25%	31%	19%	12%	32%	16%	22%	20%	26%	17%	16%	20%
Other	4%	2%	6%	9%	-	3%	2%	10%	5%	2%	5%	-	3%	11%
Don't know	1%	-	2%	-	2%	-	-	-	3%	-	-	-	4%	-

Rev7. Have you EVER reviewed a product or service that you haven't bought, used or tried?

Unweighted base	767	355	412	224	255	288	177	152	256	182	535	93	88	51
Base: All US Adults who have left reviews	755	382	373	255	252	248	182	138	262	173	492	92	121	50
Yes	24%	29%	19%	33%	23%	17%	29%	20%	27%	20%	20%	26%	45%	14%
No	76%	71%	81%	67%	77%	83%	71%	80%	73%	80%	80%	74%	55%	86%

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US_nat Sample: 5th - 8th May 2017



Total	Education				Marital Status						
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership	
Neutral reviews	13%	16%	10%	9%	14%	10%	20%	11%	7%	17%	9%

Rev6. Why have you left a bad review for something on a website or app? Please select all that apply.

Unweighted base	146	37	54	37	18	77	2	10	2	50	5
Base: All US Adults who have left a bad review	147	41	57	32	16	72	2	9	2	58	4
To warn other people of the product / service	87%	90%	80%	92%	94%	90%	100%	100%	100%	79%	100%
In hopes of a refund / help of some kind from the company implicated	27%	27%	32%	24%	18%	21%	100%	-	-	37%	39%
To feel less angry about the problem	23%	33%	6%	29%	45%	17%	-	39%	-	30%	19%
Other	4%	5%	1%	5%	15%	5%	-	-	-	4%	-
Don't know	1%	-	2%	-	-	2%	-	-	-	-	-

Rev7. Have you EVER reviewed a product or service that you haven't bought, used or tried?

Unweighted base	767	271	259	153	84	379	11	71	34	252	20
Base: All US Adults who have left reviews	755	296	247	139	74	345	11	63	34	282	19
Yes	24%	32%	23%	17%	15%	22%	27%	22%	18%	28%	24%
No	76%	68%	77%	83%	85%	78%	73%	78%	82%	72%	76%

YouGov NY
Online Reviews

US_nat Sample: 5th - 8th May 2017



Total	Children under the age of 18		Income				Social networks membership								
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	
Neutral reviews	13%	13%	12%	19%	9%	10%	5%	12%	15%	14%	14%	10%	15%	18%	13%

Rev6. Why have you left a bad review for something on a website or app? Please select all that apply.

Unweighted base	146	53	93	52	45	33	16	125	72	64	55	14	58	21	61
Base: All US Adults who have left a bad review	147	59	88	54	43	29	21	125	66	58	54	15	55	21	60
To warn other people of the product / service	87%	77%	94%	95%	92%	87%	54%	85%	93%	97%	87%	92%	100%	92%	91%
In hopes of a refund / help of some kind from the company implicated	27%	36%	22%	33%	22%	15%	41%	31%	27%	25%	35%	49%	31%	38%	32%
To feel less angry about the problem	23%	17%	27%	25%	33%	17%	3%	25%	29%	32%	42%	27%	30%	64%	33%
Other	4%	2%	6%	1%	4%	11%	4%	5%	3%	5%	3%	-	3%	10%	2%
Don't know	1%	2%	-	-	-	-	6%	1%	-	-	-	-	-	-	-

Rev7. Have you EVER reviewed a product or service that you haven't bought, used or tried?

Unweighted base	767	218	549	293	223	159	92	632	314	241	246	52	241	77	248
Base: All US Adults who have left reviews	755	221	534	302	213	146	94	618	303	220	246	53	229	77	246
Yes	24%	36%	20%	27%	23%	19%	29%	26%	23%	16%	30%	28%	23%	21%	32%
No	76%	64%	80%	73%	77%	81%	71%	74%	77%	84%	70%	72%	77%	79%	68%

YouGov NY
Online Reviews

US_nat Sample: 5th - 8th May 2017



Total							Online Reviews				
	nosquare	Snapchat	Periscope	Other	Don't know	None	I always check reviews before purchasing a product / service	I sometimes check reviews before purchasing a product / service	I rarely check reviews before purchasing a product / service	I never check reviews before purchasing a product / service	
Neutral reviews	13%	-	15%	31%	14%	54%	15%	14%	12%	4%	33%

Rev6. Why have you left a bad review for something on a website or app? Please select all that apply.

Unweighted base	146	-	31	2	4	1	7	59	73	12	2
Base: All US Adults who have left a bad review	147	-	32	3	3	1	6	55	77	12	2
To warn other people of the product / service	87%	-	95%	100%	100%	100%	100%	96%	79%	94%	100%
In hopes of a refund / help of some kind from the company implicated	27%	-	21%	67%	-	-	-	25%	33%	9%	-
To feel less angry about the problem	23%	-	36%	67%	25%	-	-	22%	25%	13%	-
Other	4%	-	9%	-	-	-	-	3%	6%	6%	-
Don't know	1%	-	-	-	-	-	-	2%	-	-	-

Rev7. Have you EVER reviewed a product or service that you haven't bought, used or tried?

Unweighted base	767	2	126	9	20	4	64	302	376	66	23
Base: All US Adults who have left reviews	755	2	127	10	19	4	66	305	361	64	24
Yes	24%	61%	33%	31%	9%	-	18%	25%	26%	20%	7%
No	76%	39%	67%	69%	91%	100%	82%	75%	74%	80%	93%

YouGov NY
Online Reviews

US_nat Sample: 5th - 8th May 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

Rev8. Why have you left a review for a product or service that you haven't bought, tried or use? Please select all that apply.

Unweighted base	164	90	74	65	51	48	42	28	61	33	97	23	37	7
Base: All US Adults who have reviewed a product or service they haven't bought	184	112	73	84	58	42	52	27	71	34	99	24	55	7
For humor (e.g., spoof Amazon reviews)	20%	28%	8%	28%	22%	2%	29%	7%	16%	24%	17%	21%	26%	17%
Because I didn't like the idea of the product	20%	24%	14%	14%	31%	17%	20%	13%	22%	23%	18%	32%	16%	41%
Because I didn't like the manufacturer / service provider	18%	19%	16%	20%	15%	15%	23%	14%	15%	17%	24%	21%	5%	12%
The review was on behalf of someone else	29%	29%	30%	34%	30%	20%	27%	41%	29%	25%	33%	24%	25%	40%
Just felt like it	30%	33%	26%	33%	31%	23%	22%	23%	36%	36%	23%	28%	42%	48%
Other	7%	2%	14%	4%	6%	14%	5%	13%	5%	7%	12%	3%	-	-
Don't know	11%	8%	15%	6%	10%	23%	11%	6%	15%	5%	9%	16%	13%	-

Rev9. Why have you never left a bad review of a product / service? Please select all that apply.

Unweighted base	742	342	400	214	244	284	171	147	251	173	518	92	82	50
Base: All US Adults who have never left a bad comment	725	363	362	238	243	244	176	133	251	165	476	91	109	49
I've never had a bad enough experience	43%	40%	46%	40%	40%	49%	50%	40%	41%	42%	42%	42%	54%	31%
I'd be concerned about retribution	10%	13%	6%	14%	11%	4%	9%	10%	12%	8%	9%	9%	14%	6%
I don't like talking badly of things	17%	20%	13%	22%	18%	10%	17%	21%	17%	13%	14%	23%	19%	24%
Other	15%	12%	17%	11%	13%	20%	11%	17%	13%	19%	17%	12%	3%	24%
Don't know	20%	19%	21%	18%	21%	20%	17%	17%	22%	22%	20%	23%	15%	19%

Cell Contents (Column Percentages)

YouGov NY
Online Reviews

US_nat Sample: 5th - 8th May 2017



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

Rev8. Why have you left a review for a product or service that you haven't bought, tried or use? Please select all that apply.

	Unweighted base										
	164	77	51	23	13	81	3	15	2	59	4
Base: All US Adults who have reviewed a product or service they haven't bought	184	94	56	23	11	77	3	14	6	80	4
For humor (e.g., spoof Amazon reviews)	20%	25%	10%	21%	26%	14%	71%	-	73%	25%	-
Because I didn't like the idea of the product	20%	21%	18%	12%	42%	28%	-	6%	-	19%	-
Because I didn't like the manufacturer / service provider	18%	16%	14%	22%	33%	17%	-	6%	-	22%	37%
The review was on behalf of someone else	29%	35%	25%	23%	18%	22%	-	26%	-	40%	44%
Just felt like it	30%	25%	42%	33%	7%	33%	-	31%	-	32%	-
Other	7%	7%	9%	-	7%	4%	-	36%	-	5%	-
Don't know	11%	7%	14%	18%	8%	14%	29%	7%	27%	7%	19%

Rev9. Why have you never left a bad review of a product / service? Please select all that apply.

	Unweighted base										
	742	267	248	145	82	368	10	69	34	241	20
Base: All US Adults who have never left a bad comment	725	291	230	132	72	335	10	62	34	264	19
I've never had a bad enough experience	43%	46%	40%	44%	40%	43%	59%	37%	49%	44%	32%
I'd be concerned about retribution	10%	13%	10%	6%	6%	9%	8%	6%	7%	12%	-
I don't like talking badly of things	17%	21%	13%	13%	17%	14%	13%	14%	22%	19%	28%
Other	15%	9%	20%	17%	19%	15%	-	24%	12%	12%	32%
Don't know	20%	16%	22%	23%	23%	21%	20%	22%	10%	19%	8%

Cell Contents (C)

YouGov NY
Online Reviews

US_nat Sample: 5th - 8th May 2017



Total	Children under the age of 18		Income				Social networks membership							
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram

Rev8. Why have you left a review for a product or service that you haven't bought, tried or use? Please select all that apply.

	Unweighted base	164	67	97	70	46	27	21	139	67	35	65	15	49	14	71
Base: All US Adults who have reviewed a product or service they haven't bought	184	79	105	80	49	28	27	161	70	35	74	15	54	16	78	
For humor (e.g., spoof Amazon reviews)	20%	27%	15%	21%	24%	26%	3%	17%	21%	14%	37%	28%	10%	41%	25%	
Because I didn't like the idea of the product	20%	21%	20%	22%	22%	16%	13%	20%	26%	27%	23%	32%	26%	34%	20%	
Because I didn't like the manufacturer / service provider	18%	17%	18%	20%	12%	28%	10%	17%	21%	21%	25%	38%	21%	46%	28%	
The review was on behalf of someone else	29%	22%	35%	37%	32%	15%	18%	31%	23%	30%	38%	32%	29%	42%	31%	
Just felt like it	30%	38%	24%	28%	33%	19%	39%	31%	29%	26%	26%	19%	27%	22%	34%	
Other	7%	7%	7%	6%	4%	13%	7%	6%	7%	11%	4%	5%	8%	11%	4%	
Don't know	11%	11%	11%	13%	7%	6%	15%	11%	15%	17%	14%	18%	16%	9%	11%	

Rev9. Why have you never left a bad review of a product / service? Please select all that apply.

	Unweighted base	742	205	537	285	215	155	87	612	308	235	238	48	238	74	241
Base: All US Adults who have never left a bad comment	725	203	522	293	207	143	82	594	298	216	238	48	227	73	240	
I've never had a bad enough experience	43%	36%	46%	45%	45%	40%	40%	42%	40%	41%	47%	58%	44%	43%	37%	
I'd be concerned about retribution	10%	18%	7%	12%	10%	6%	6%	11%	12%	8%	12%	16%	9%	11%	15%	
I don't like talking badly of things	17%	20%	15%	19%	15%	19%	7%	16%	17%	12%	19%	13%	16%	20%	20%	
Other	15%	10%	17%	12%	15%	19%	16%	15%	14%	20%	12%	5%	15%	14%	13%	
Don't know	20%	23%	19%	18%	20%	18%	32%	20%	22%	22%	18%	14%	21%	23%	24%	

Cell Contents (C)

YouGov NY
Online Reviews

US_nat Sample: 5th - 8th May 2017



Total							Online Reviews			
	nosquare	Snapchat	Periscope	Other	Don't know	None	I always check reviews before purchasing a product / service	I sometimes check reviews before purchasing a product / service	I rarely check reviews before purchasing a product / service	I never check reviews before purchasing a product / service

Rev8. Why have you left a review for a product or service that you haven't bought, tried or use? Please select all that apply.

Unweighted base	164	1	38	2	2	-	10	65	86	11	2
Base: All US Adults who have reviewed a product or service they haven't bought	184	1	42	3	2	-	12	76	94	13	2
For humor (e.g., spoof Amazon reviews)	20%	-	19%	67%	-	-	38%	25%	16%	22%	-
Because I didn't like the idea of the product	20%	-	24%	67%	50%	-	-	24%	17%	19%	-
Because I didn't like the manufacturer / service provider	18%	-	23%	67%	-	-	5%	15%	22%	7%	-
The review was on behalf of someone else	29%	100%	24%	67%	-	-	14%	33%	27%	32%	-
Just felt like it	30%	-	39%	67%	50%	-	19%	25%	37%	7%	50%
Other	7%	-	5%	33%	-	-	29%	4%	9%	-	50%
Don't know	11%	-	16%	-	-	-	6%	13%	9%	13%	-

Rev9. Why have you never left a bad review of a product / service? Please select all that apply.

Unweighted base	742	2	122	9	19	4	63	298	362	61	21
Base: All US Adults who have never left a bad comment	725	2	123	10	18	4	65	302	341	60	22
I've never had a bad enough experience	43%	-	43%	39%	41%	-	48%	39%	47%	39%	48%
I'd be concerned about retribution	10%	-	12%	30%	-	25%	4%	10%	11%	7%	-
I don't like talking badly of things	17%	61%	18%	23%	20%	25%	15%	20%	13%	20%	26%
Other	15%	39%	9%	28%	26%	46%	14%	14%	16%	16%	5%
Don't know	20%	-	24%	-	18%	29%	20%	22%	18%	20%	21%

Cell Contents (C)