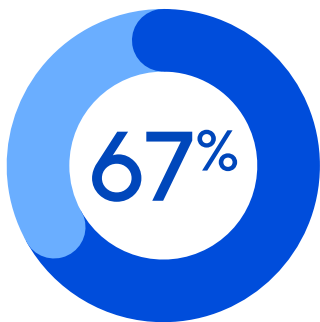




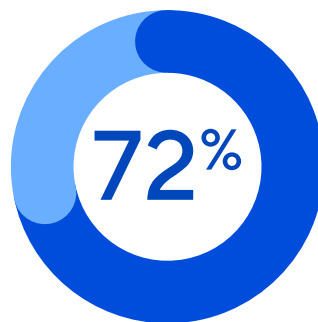
Best Of The Internet: Consumers Rely On User-Generated Content

In a poll of 2,451 U.S. adults, IA asked Americans what features and services were most important to them when making purchasing decisions online. The results overwhelmingly showed that the features and services enabled by CDA 230 were the ones that mattered most to consumers. CDA 230 is the law that allows online platforms to host user-generated content like online reviews by holding users – not platforms – liable for the things they post.

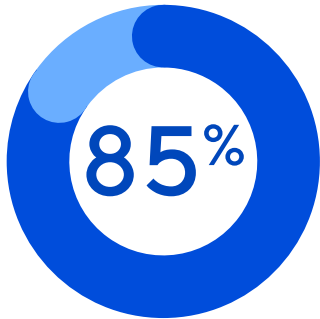
MOST AMERICANS USE ONLINE REVIEWS – AND THEY MATTER IN DECISION-MAKING



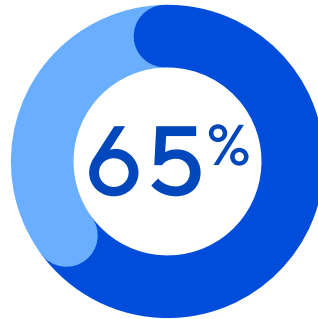
of respondents say they **check online reviews before buying products or going to restaurants** either “every time” or “most of the time”



of respondents say that it is “Extremely” or “Very” **important for a business to have good online reviews** before they patronize them



of respondents either strongly or somewhat agree that they “**would be less likely to buy things online**” without online reviews

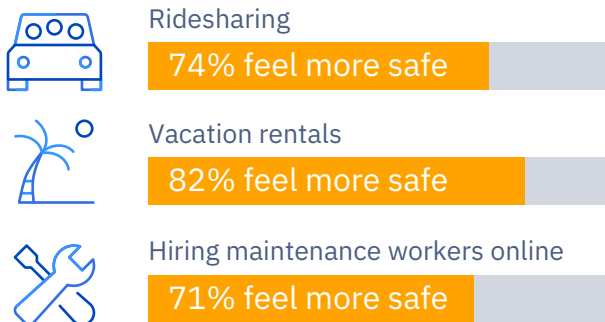


of respondents answered 7 or higher on scale of 1-10 when asked **how much they trust online reviews** to give a good impression of a product, service, or restaurant

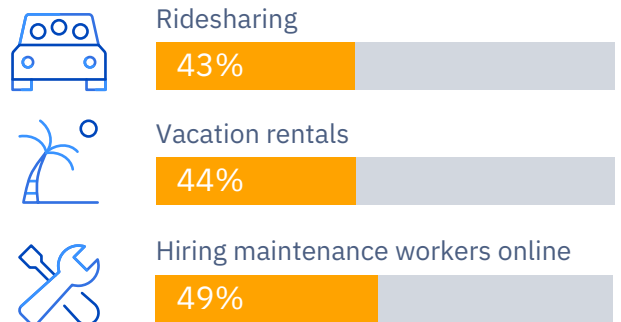
SHARING ECONOMY

User reviews offer a sense of safety to sharing economy customers.

Does having a rating of your [online service] built into the app make you feel more safe or less safe about using these services?



At least 40% of sharing economy customers wouldn't use the services without user reviews.





ONLINE SHOPPING

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



- Online user reviews
- Experience of friends and family
- Reviews from experts

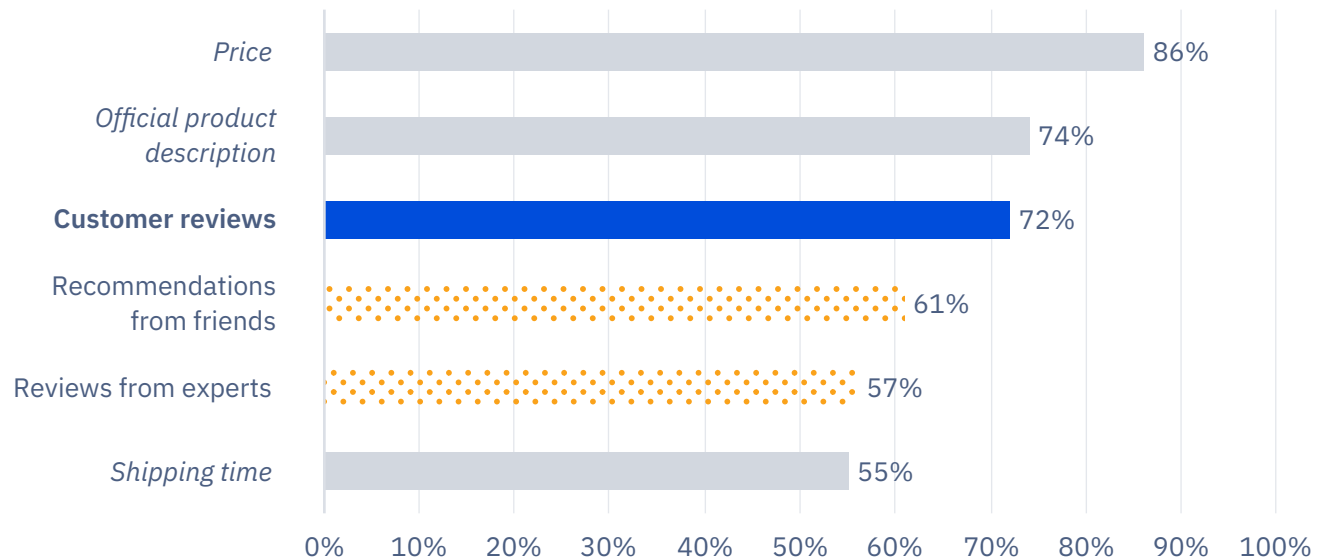
62% say they would be **less likely to purchase a product with no online reviews**

81% say they've **not bought a product** they thought they were interested in **because the reviews were bad**

79% say they've **bought a product** they were undecided about **because the online reviews were very good**

User Reviews Are The Most Trusted Type Of Online Review

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:



Percentage Of Respondants Who Chose "Extremely" Or "Very" Important

ABOUT INTERNET ASSOCIATION

Internet Association represents over 40 of the world's leading internet companies. IA's mission is to foster innovation, promote economic growth, and empower people through the free and open internet. For more information, visit www.internetassociation.org.