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**Online Feedback Significantly Influences Consumer Purchasing Decisions,
Opinion Research Corporation Study Finds**

PRINCETON, NJ – April 15, 2009 — While the internet opens doors for retailers around the world, online customer reviews can quickly close them, according to the latest survey from Opinion Research Corporation, an *infoGroup* company (NASDAQ: IUSA). Interestingly, while 84 percent of Americans say online customer evaluations have an influence on their decision to purchase a product or service, only 28 percent of respondents say they have posted their own feedback on the web. These facts are nearly identical to those published in 2008.

“Our findings suggest that a very vocal minority may have an oversized influence on buyer behavior,” said Linda Shea, SVP and Global Managing Director of Opinion Research Corporation’s Customer Strategies Practice. “Nevertheless, when negative customer feedback is served up in a very public forum, it has great potential to tarnish the reputation of a brand and therefore any future revenue stream.”

Two-thirds (66 percent) of respondents, virtually identical to the proportion in 2008, checked some type of online review forum when looking to purchase a particular brand of product or service. Interestingly, a sizeable number of respondents (50 percent) relied on online reviews in the first stage of their buying cycle. “This is critical for companies to understand as they fight to work their way into the consideration set of consumers and look for ways to be ever-present through a variety of channels and media outlets,” Shea continued. “Taking a more proactive approach to participating in, monitoring and controlling online reviews may very well be one of the many ways organizations can influence both consumer consideration, and, ultimately, the buying decision.”

The most popular types of products or services investigated online were:

	<u>2008 Results</u>	<u>2009 Results</u>	<u>Trend</u>
Travel, recreation or leisure	82%	80%	-2%
Electronic goods	80%	78%	-2%
Household products and services	66%	70%	+4%
Clothing	55%	60%	+5%
Automotive	55%	56%	+1%
Personal Care	40%	45%	+5%
Food	24%	36%	+12%

“In a challenging economy, it is no surprise to see online investigations of products and services increase in categories that represent the basics of consumer spending (Food, Personal Care, Clothing, Household Products and Services). Companies who offer products and services in those categories should find ways to get involved in and leverage these forums to their advantage,” said Shea.

Commonly checked online forums included company websites (71 percent); online rating systems (57 percent) and government/consumer advocacy sites (54 percent).

About Opinion Research Corporation

Opinion Research Corporation, an *info*Group company, is a full-service, global market research firm offering action-oriented advice and intelligence to clients worldwide in the areas of Customer Strategies, Corporate Branding and Reputation, Employee Engagement and Market Planning and Development. ORC is also a partner of CNN on the CNN/Opinion Research Corporation poll, conducting national, speech reaction, state and flash/overnight polls for the most trusted name in news since April 2006. To learn more, visit www.opinionresearch.com.

About *info*GROUP

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