

## Data Sources

-----

The statistics and data provided have come from multiple verifiable and reliable sources. We have provided a comprehensive list of research articles which confirm the statistics and data which [RemoveBadReviews.com](https://www.removebadreviews.com) has shared. Additional valuable information for your business regarding the power of reviews in today's marketplace can be found below.

1. <https://www.searchenginejournal.com/online-review-statistics/329701/#close>
2. <https://www.brightlocal.com/research/local-consumer-review-survey/>
3. <https://websitebuilder.org/blog/online-review-statistics/>
4. **The Power of Reviews:**  
<https://www.powerreviews.com/wp-content/uploads/2018/03/The-Growing-Power-of-Reviews.pdf>
5. **Spiegel Research Center** <https://spiegel.medill.northwestern.edu/online-reviews/>
6. **Bizarre Insights**  
<https://bizrateinsights.com/resources/shopper-survey-report-the-impact-reviews-have-on-consumers-purchase-decisions/>
7. **The Modern Day Agent**  
<https://themoderndayagent.com/technology/5-online-review-stats-real-estate-agents-need-to-know-in-2021>
8. **TrustYou**  
<https://www.trusty.com/press/study-reveals-travelers-prefer-summarized-review-content-full-text-reviews>
9. **EConsultancy**  
<https://econsultancy.com/e-commerce-consumer-reviews-why-you-need-them-and-how-to-use-them/>
10. **ReviewTrackers** <https://www.reviewtrackers.com/reports/online-reviews-survey/>
11. **Spiegel Research Center**  
[https://spiegel.medill.northwestern.edu/\\_pdf/Spiegel\\_Online%20Review\\_eBook\\_Jun2017\\_FINAL.pdf](https://spiegel.medill.northwestern.edu/_pdf/Spiegel_Online%20Review_eBook_Jun2017_FINAL.pdf)
12. **Locallogy** <https://www.locallogy.com/about-us/blog/246>
13. **Reputation X** <https://blog.reputationx.com/are-online-reviews-reliable>
14. **Marketing Land**  
<https://martech.org/study-finds-61-percent-of-electronics-reviews-on-amazon-are-fake/>
15. **PowerReviews**  
<https://www.powerreviews.com/blog/survey-confirms-the-value-of-reviews/#:~:text=Negative%20Reviews%20Earn%20Trust&text=In%20fact%2C%20negative%20reviews%20drive,the%20number%20jumps%20to%2086%25.>
16. **Inc. / best4businesses**  
<https://www.inc.com/craig-bloem/84-percent-of-people-trust-online-reviews-as-much-.html>
17. **Pew Research Center** <https://www.pewresearch.org/internet/2016/12/19/online-reviews/>
18. **Inc.**  
<https://www.inc.com/young-entrepreneur-council/why-customer-reviews-are-crucial-to-your-small-business.html>

19. **USA Today**

<https://www.usatoday.com/story/tech/news/2017/03/20/review-you-wrote-amazon-priceless/99332602/>