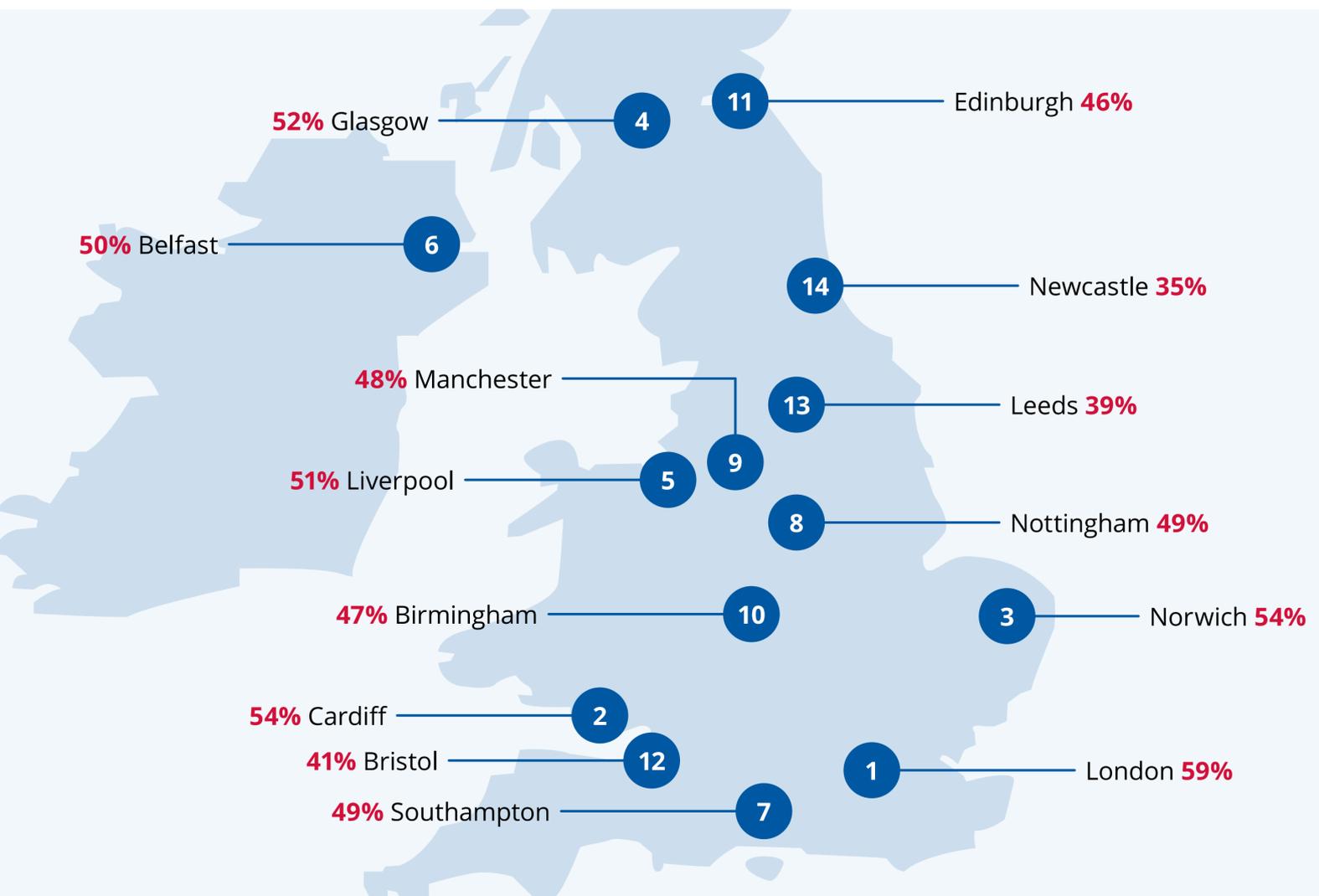


Word-of-mouth statistics in the UK

Most popular services Brits receive word-of-mouth recommendations for:

- | | |
|---|--|
|  1. Booking a restaurant 48% |  5. Hiring a tradesperson 38% |
|  2. Watching a new movie/play 46% |  6. Booking a hotel/holiday 24% |
|  3. Reading a new book 45% |  7. Getting a haircut 20% |
|  4. Trying a new food/drink 44% |  8. Trialling a new gym 9% |

Percentage of people per city who have been disappointed by a word-of-mouth recommendation:



London 59%	Liverpool 51%	Manchester 48%	Bristol 41%
Cardiff 54%	Belfast 50%	Birmingham 47%	Leeds 39%
Norwich 54%	Southampton 49%	Edinburgh 46%	Newcastle 35%
Glasgow 52%	Nottingham 49%		

Top services when word-of-mouth recommendations have gone wrong the most:

- | | |
|---|--|
|  1. Restaurant recommendation 13% |  5. Electrician 6% |
|  2. Hairdresser 9% |  6. Hotel recommendation 6% |
|  3. Plumber 8% |  7. Roofer 5% |
|  4. Painter/decorator 7% |  8. Gardener/landscaper 5% |