

Word-of-mouth statistics in the UK

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



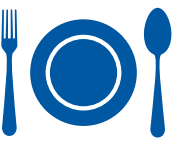
1. Booking a restaurant **48%**



2. Watching a new movie/play **46%**



3. Reading a new book **45%**



4. Trying a new food/drink **44%**



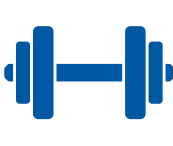
5. Hiring a tradesperson **38%**



6. Booking a hotel/holiday **24%**

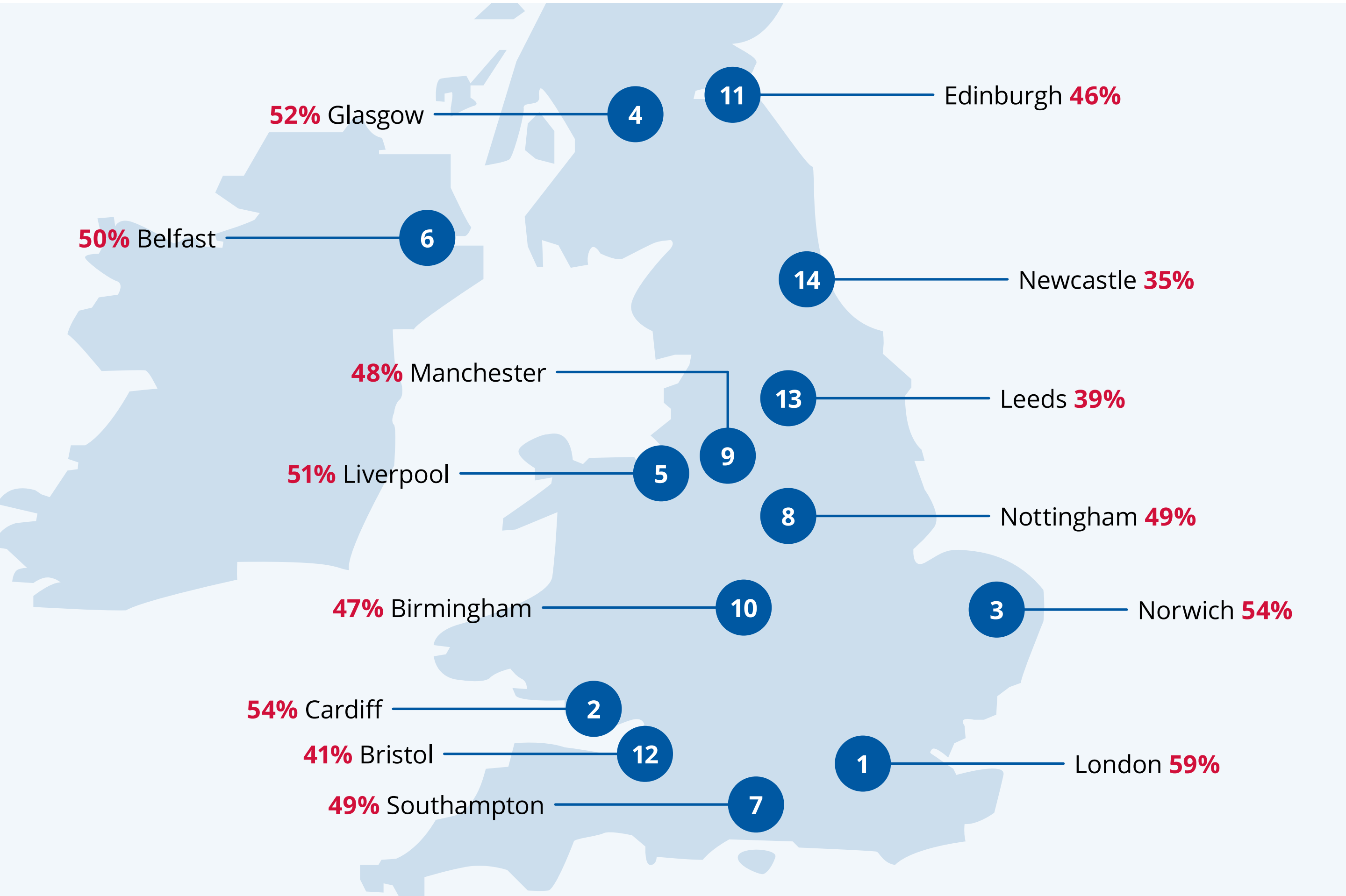


7. Getting a haircut **20%**



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%**



2. Hairdresser **9%**



3. Plumber **8%**



4. Painter/decorator **7%**



5. Electrician **6%**



6. Hotel recommendation **6%**



7. Roofer **5%**



8. Gardener/landscaper **5%**