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## Key Survey Results: YA Survey: Referrals Top Reason Consumers Pick One Brand Over Another

**Q: Are you more likely to buy a product or service if it is recommended by someone you know?**

In the March 2016 survey of more than 1,000 Americans, 85 percent of respondents said they are more likely to buy a product or service if it is recommended by someone they know.

Yes	85%
No	15%

**Q: Are you more likely to choose one brand over another if it is recommended by someone you know?**

76 percent said a referral would cause them to choose one brand over another.

Yes	76%
No	24%

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**Q: When researching products and services, what information source do you trust the most?**

In addition, the greatest percentage (38 percent) said that when researching products and services, a referral from a friend is the source of information they trust the most, ahead of online reviews, advertising or news reports.

<b>Friend</b>	38%
<b>Online reviews</b>	26%
<b>Article</b>	18%
<b>News</b>	10%
<b>Advertising</b>	5%
<b>Other</b>	3%

**Q: How important is a friend, family or colleague referral to you when making a purchase?**

52 percent of consumers reported that referrals were very or extremely important when making a purchase.

Extremely important	16%
Very important	36%
Somewhat important	33%
Slightly important	8%
Not at all important	7%

**Q: Would you refer your friends to a product or service you like?**

Consumers are also very open to making referrals for products and services, with 91 percent of respondents indicating that they give referrals when they like the product.

<b>Yes</b>	<b>91%</b>
<b>No</b>	<b>9%</b>

**Q: Have you ever participated in a “refer a friend” promotion?**

However, only one quarter (22 percent) of survey respondents say they have participated in a formalized refer-a-friend program.

<b>Yes</b>	22%
<b>No</b>	78%



**Q: Why did you make the referral?**

According to the survey, 42 percent of respondents cited that they had made a referral when a friend requested information or expressed a need.

A friend requested information or expressed a need	42%
Just tried a product or service I liked	52%
Product or service offered me an incentive to refer my friends	6%

**Q: When would it be the best time to be asked to participate in a “refer-a-friend” promotion?**

However, consumers are most likely to participate in a referral program after good service (47 percent) or after buying the product (33 percent) according to respondents.

After you’ve had a good experience with a customer service agent	47%
On your service subscription anniversary	12%
Right after you buy a product or service	33%
Other	8%

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