

# SURVEY SAYS:

## Americans *Overwhelmingly* Utilize and Trust Small and Medium-Sized Internet Companies

Internet Works member companies are not considered “Big Tech,” but the services they provide are big and useful for millions of Americans. **Whether providing accurate reviews, enabling small businesses with digital storefronts to reach customers globally, connecting neighbors on hyperlocal, useful information, and more, Americans have come to expect and enjoy the services our member companies provide.** Most importantly, Americans trust our companies.

But, don't just take our word for it: in 2024, Public First conducted a nationally representative poll of more than 2,000 American adults to gauge their trust in and use of certain internet companies.

### CHECK OUT HIGHLIGHTS FROM THE SURVEY:



## 61%

Americans trust online marketplaces and websites to **protect their data** when making a transaction, such as debit or credit card information.



## NEARLY THREE IN FIVE

Americans trust companies to **protect their money** if something goes wrong when buying a product or service online.



## TWO-THIRDS

Americans trust that online marketplaces and websites **show authentic product and service reviews.**



## NEARLY SEVEN IN TEN

Americans said online marketplaces provide them with the ability to easily compare prices online and **make informed decisions** when purchasing a product or service.



## 44%

Americans said they used **user reviews** when planning a trip or vacation.\*

*\*Second only to personal recommendations from friends and family.*