

Multimedia Appendix 2: Awareness and use of rating websites

Type of Rating Website	Were you already aware that there are websites that allow people to rate the following products or services?	Among those who answered “Yes” for awareness: Have you ever used rating websites for any of the following products or services?	Among those who answered “Yes” for using rating websites: How often have you personally rated the following products or services?		
			Never (%)	1-5 (%)	6 or more (%)
	Yes (%)	Yes (%)	Never (%)	1-5 (%)	6 or more (%)
Physicians	200/276 (72.5)	86/197 (43.6)	64/83 (77)	17/83 (21)	2/83 (2)
Hotels and restaurants	262/279 (93.9)	198/262 (75.6)	97/191 (50.8)	74/191 (38.7)	20/191 (10.5)
Hospitals	148/273 (54.2)	39/146 (26.7)	25/36 (69)	9/36 (25)	2/36 (6)
Media	234/274 (85.4)	137/229 (59.8)	92/136 (67.6)	37/136 (27.2)	7/136 (5.1)
Technical products	248/275 (90.2)	168/245 (68.6)	109/165 (66.1)	45/165 (27.2)	11/165 (6.6)