



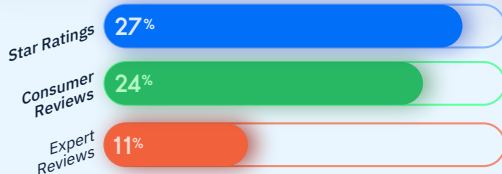
Consumers Rely On Section 230 For Holiday Shopping

Section 230, at its very core, is a law that enables websites to host user generated content – that includes things like ratings, reviews, and feedback that are integral to the online shopping experience. Imagine shopping online without these things. When IA recently asked 1,586 U.S. adults in a recent poll, most respondents told us they can't.



Consumer Reviews And Star Ratings Enabled By Section 230 Are More Valuable To Consumers Than Expert Reviews

We Asked: Which review feature is most important to you when deciding what to buy?



76%

Three quarters of Americans will be doing almost all their shopping online this holiday season...

In a year when in-person transactions are difficult due to COVID-19, the internet is a supporting partner to local small businesses this holiday season. In fact – 76% of respondents expect to do most or all of their holiday shopping online this year.



79%

of respondents say they **often or always** read reviews of products online before purchasing them.

Add To Cart

...the core online shopping experience is dependent on user generated content– and that content is made possible by Section 230.



About Internet Association

Internet Association represents over 40 of the world's leading internet companies. IA's mission is to foster innovation, promote economic growth, and empower people through the free and open internet. For more information, visit www.internetassociation.org