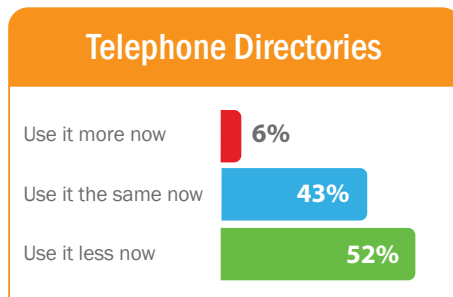
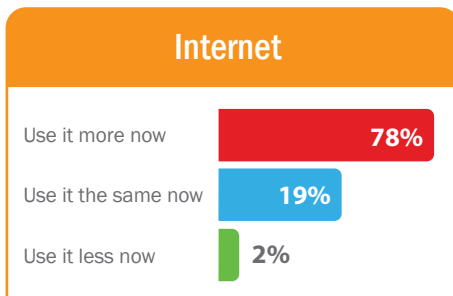


# Why search matters to local business

Data from Nielsen//NetRatings, 2007

## Traditional advertising loses ground as Internet use surges ahead.

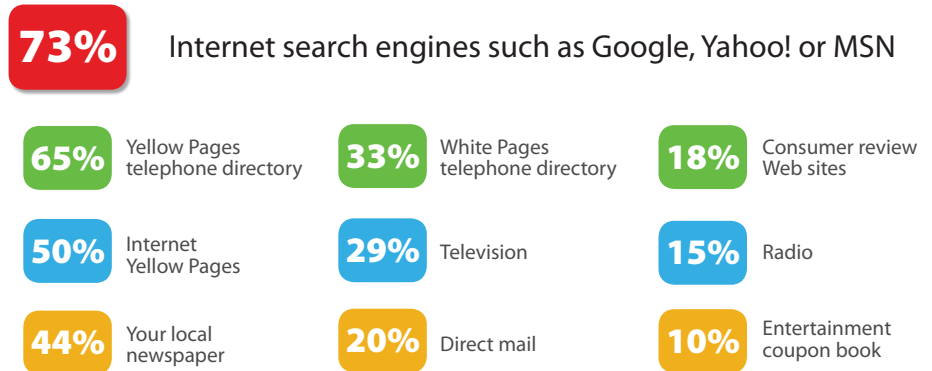
**When finding a local business today, how do you use the following sources compared to 2 years ago?**



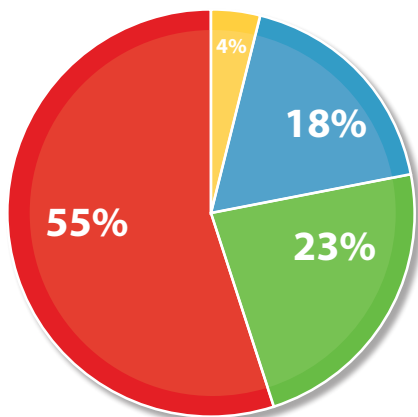
## Search engines are now the #1 resource used by consumers looking for products and services from local businesses.

Nearly 9 out of 10 people use search engines to find local businesses from which to shop - more than 1 billion local searches every month. Local business owners who market themselves on search engines are in the best position to sustain and grow their companies. An entire generation has now grown up in the Internet age, rarely considering traditional offline advertising resources for their local information needs. 85% of 18-24 year olds in this survey rely on search engines, and even 67% of those over the age of 65 look to search engines. **No matter the age of your business clientele, search engines are the primary resource used to find your business.**

**When shopping for a product or service, consumers say they use the following sources to find a local business from which to buy:**



## Consumers use the Web to research purchases and then buy from local businesses.



The Web isn't just for e-Commerce. 78% of consumers have researched a product or service online only to make the purchase offline from a local business.

- Somewhat Agree
- Strongly Agree
- Somewhat Disagree
- Strongly Disagree

Consumers use the Internet to research a product or service online...

Although Internet usage continues to increase, over 72% of survey participants prefer to stay within a 20-minute drive of their homes to reach a business.

- Will travel up to 20 minutes
- Will travel up to 30 minutes
- Will travel up to 25 minutes
- Will travel more than 30 minutes

then make the purchase offline by finding a business less than 20 minutes from home.

