

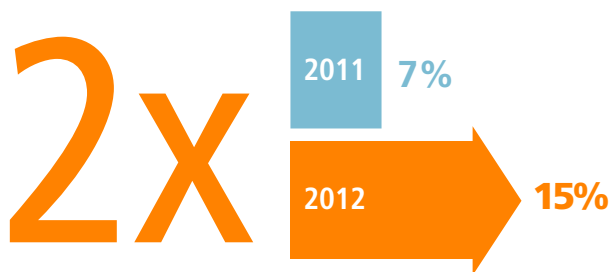


# Local Search *Goes Mobile*

As consumers leverage broader array of media offerings

As Americans increasingly turn to online sources for local business information, they are more frequently relying on mobile devices such as smartphones and tablets to conduct their searches than ever before. U.S. adults are also using a broader array of local media offerings to conduct searches for nearby products and services.

## LOCAL MOBILE SEARCH IS ON THE RISE



Share of web traffic originating from mobile devices more than doubled in 2012, from 7% in Dec. 2011 to **15% in Dec. 2012.**

Source: comScore

Mobile now accounts for **27%** of web traffic for **directory and resources searches** – **A SHARE THAT MORE THAN QUADRUPLED IN 2012 ALONE.**

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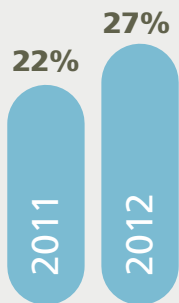
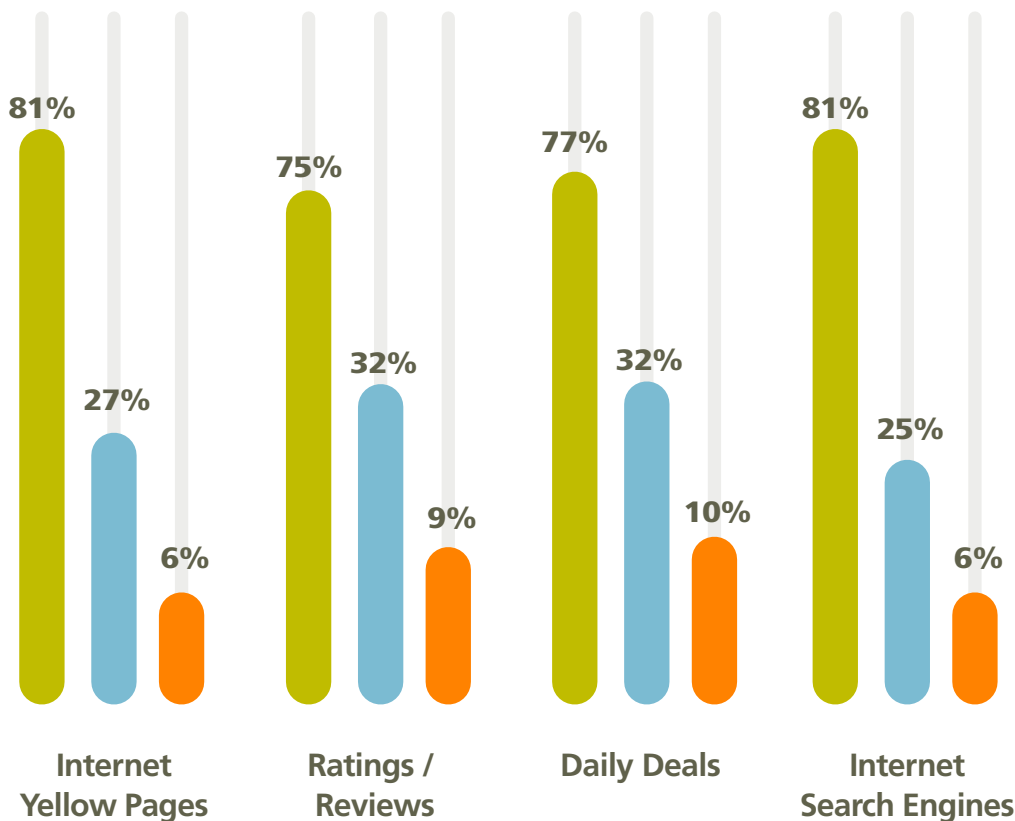
# 48%

of mobile phone users access local content

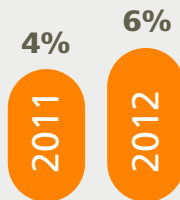
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When searching the Internet for products and services,  
**CONSUMERS ARE INCREASINGLY  
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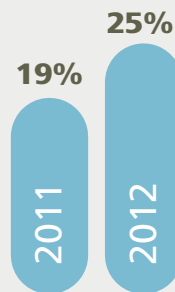
**DEVICE USED TO SEARCH INTERNET 2012**



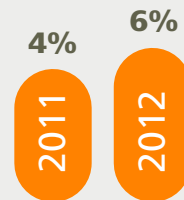
Mobile Phone/  
Smartphone



Netbook/  
Tablet

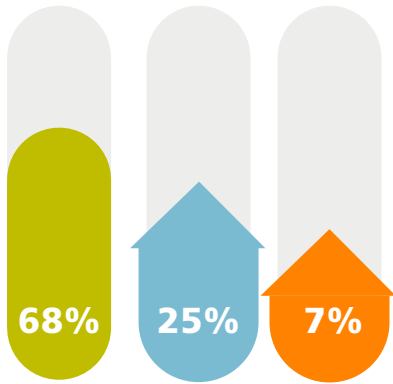
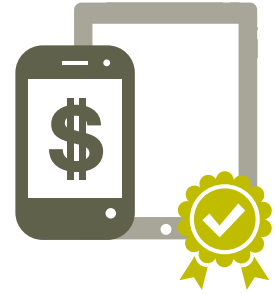


Mobile Phone/  
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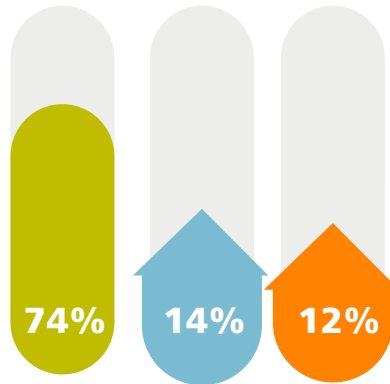


Netbook/  
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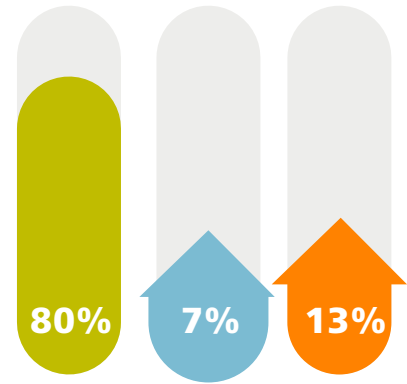
Mobile phones/smartphones and tablets are  
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DEVICE USED 1ST TO LOOK UP INFORMATION ONLINE



DEVICE PREFERRED WHEN LOOKING UP INFORMATION



DEVICE PREFERRED WHEN MAKING ONLINE PURCHASE

Source: Burke



**MOBILE WEBSITES ARE GENERALLY PREFERRED**

over mobile applications for both mobile phone/smartphone users and netbook/tablet users

PREFERRED PLATFORM WHEN USING MOBILE PHONE/SMARTPHONE



PREFERRED PLATFORM WHEN USING NETBOOK/TABLET



PREFERRED PLATFORM WHEN USING MOBILE PHONE/SMARTPHONE OR NETBOOK/TABLET



Source: Burke



# CONSUMERS TURN TO A BROADER ARRAY OF MEDIA OFFERINGS



When U.S. adults search for local business information, they most frequently reference search engines, print or Internet Yellow Pages, and store circulars/ email promotions/coupons.

Local Media Source	Used in the past month	Used in the past year
Search Engines	64%	74%
Yellow Pages (print & internet)	46%	73%
Store Circulars, Email Promotions, or Coupons	50%	68%
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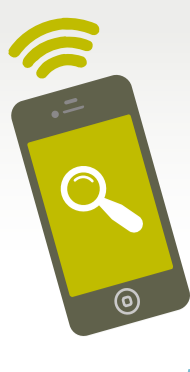
Source: Burke

The Local Search Association is the largest trade organization of print, digital, mobile and social media that help local businesses get found and selected by ready-to-buy consumers. For more information, visit [www.localsearchassociation.org](http://www.localsearchassociation.org).

## Methodology

"Local Media Tracking Study 2012," conducted by Burke, Inc. on behalf of the Local Search Association, measured the reach of various local media sources among U.S. adults in 2012. The study surveyed 8,009 U.S. adults age 18+ throughout 2012. The survey was conducted using an online panel (80% of respondents) and offline/telephone survey (20% of respondents).

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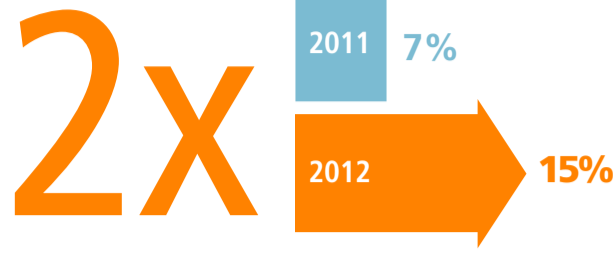


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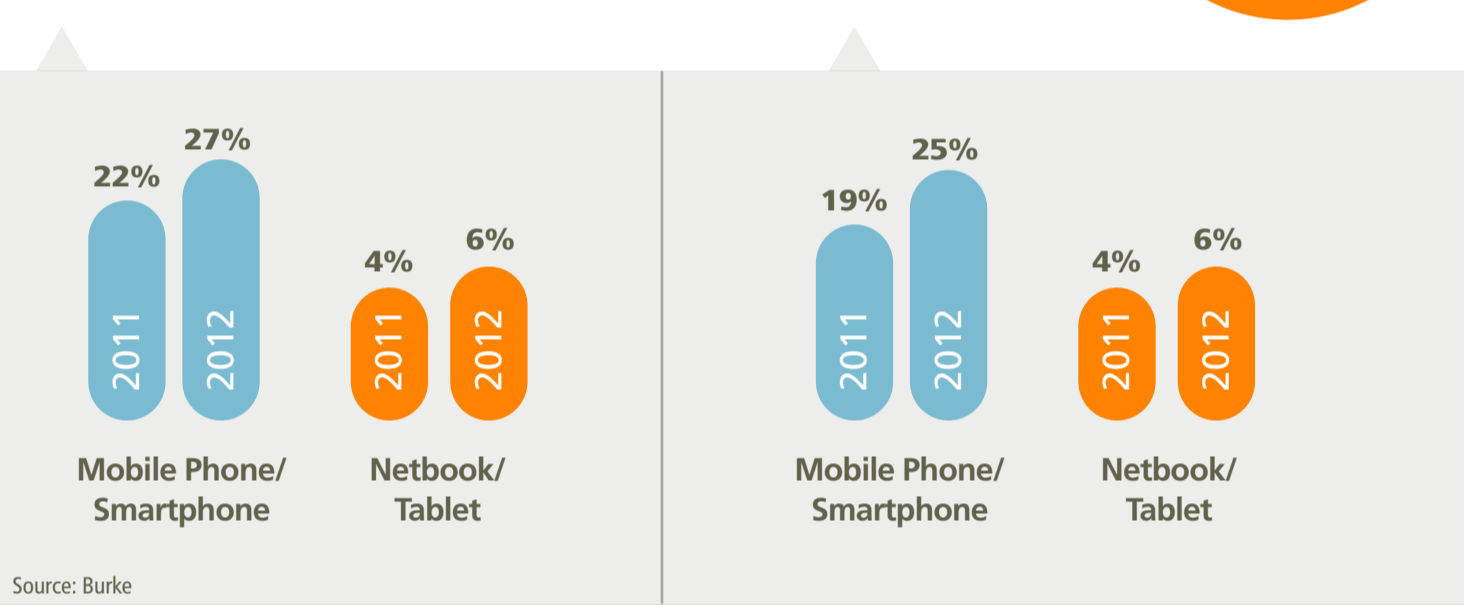
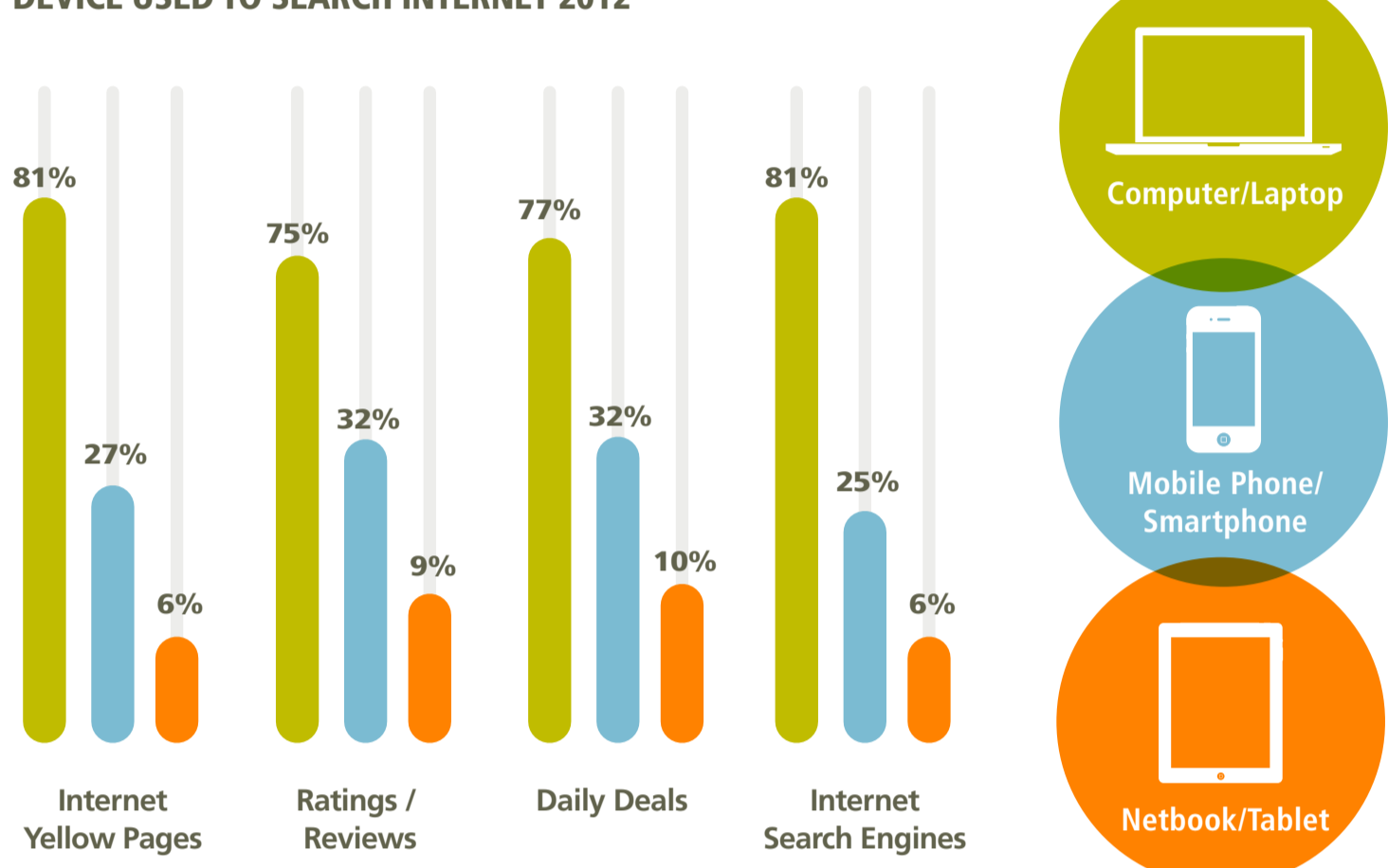


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of mobile phone users access local content Source: comScore

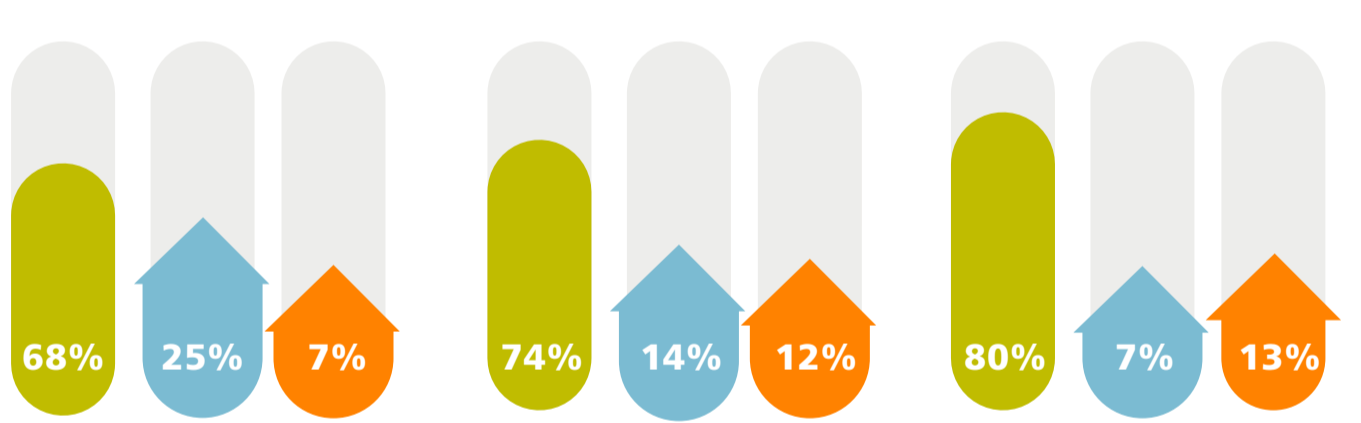
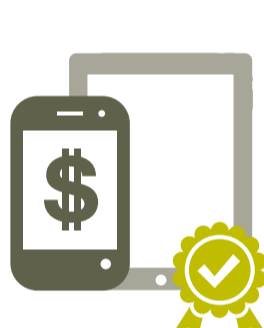
## When searching the Internet for products and services, CONSUMERS ARE INCREASINGLY TURNING TO MOBILE DEVICES

### DEVICE USED TO SEARCH INTERNET 2012



Source: Burke

## Mobile phones/smartphones and tablets are INCREASINGLY PREFERRED WHEN LOOKING FOR AND MAKING A LOCAL PURCHASE

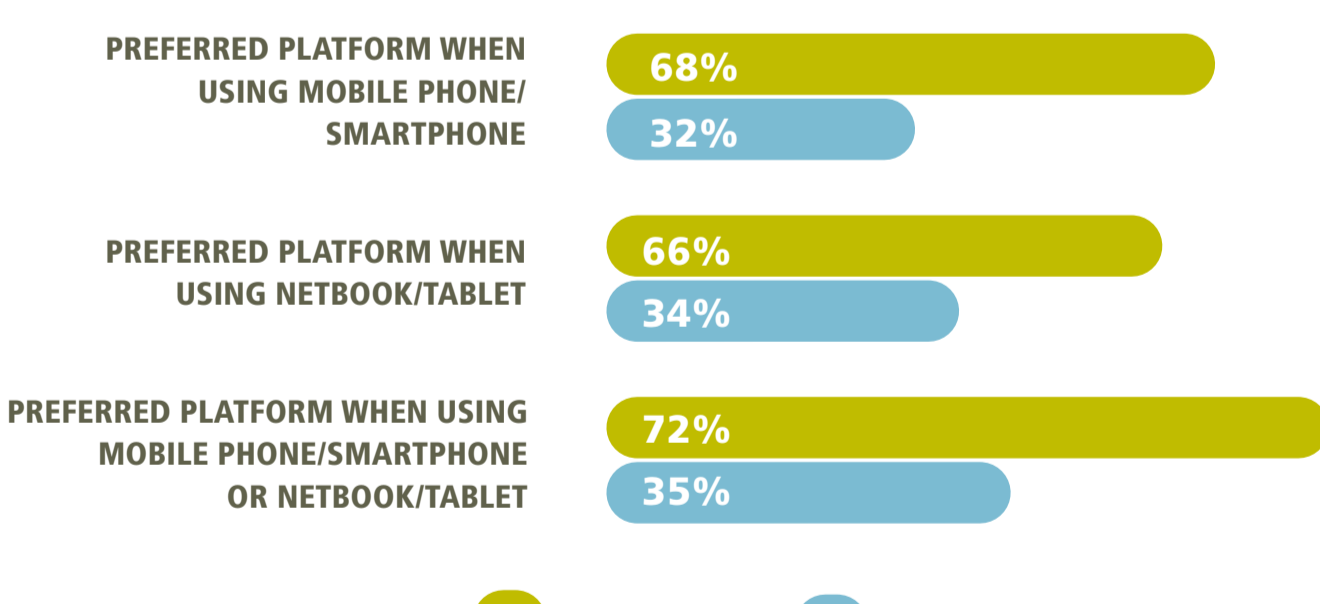


Source: Burke

● Computer/Laptop ● Mobile Phone/Smartphone ● Netbook/Tablet

## MOBILE WEBSITES ARE GENERALLY PREFERRED

over mobile applications for both mobile phone/smartphone users and netbook/tablet users



Source: Burke

● Mobile Web ● Mobile App

## CONSUMERS TURN TO A BROADER ARRAY OF MEDIA OFFERINGS



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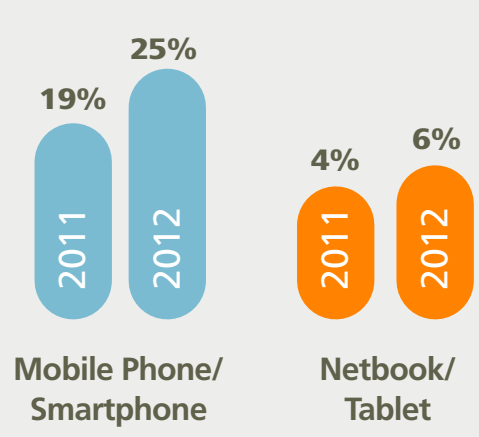
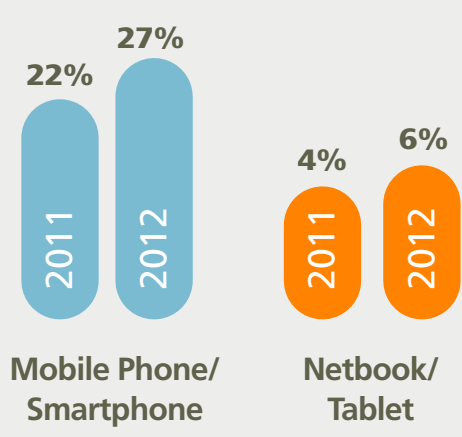
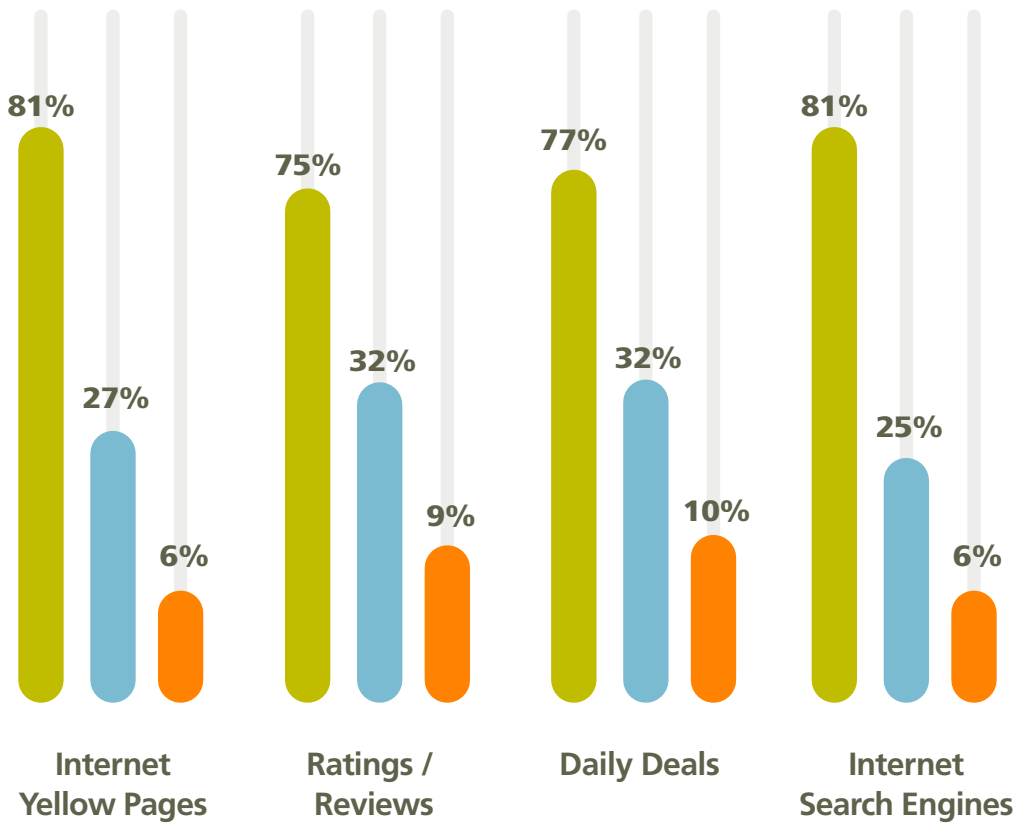
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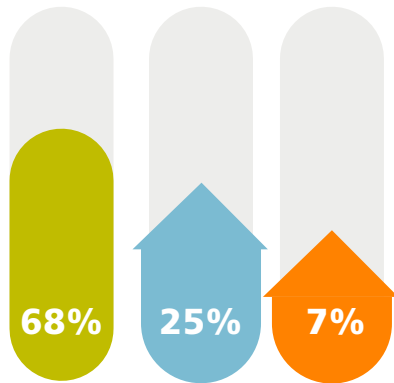
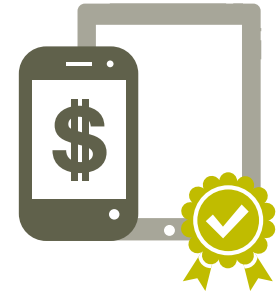
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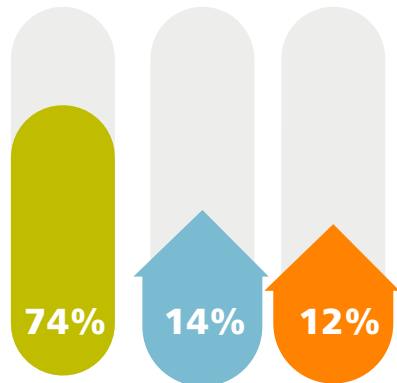
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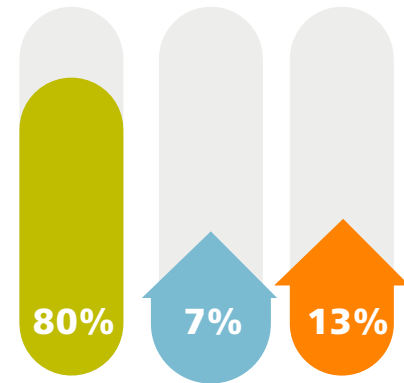
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**DEVICE PREFERRED WHEN  
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**DEVICE PREFERRED WHEN  
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Computer/Laptop



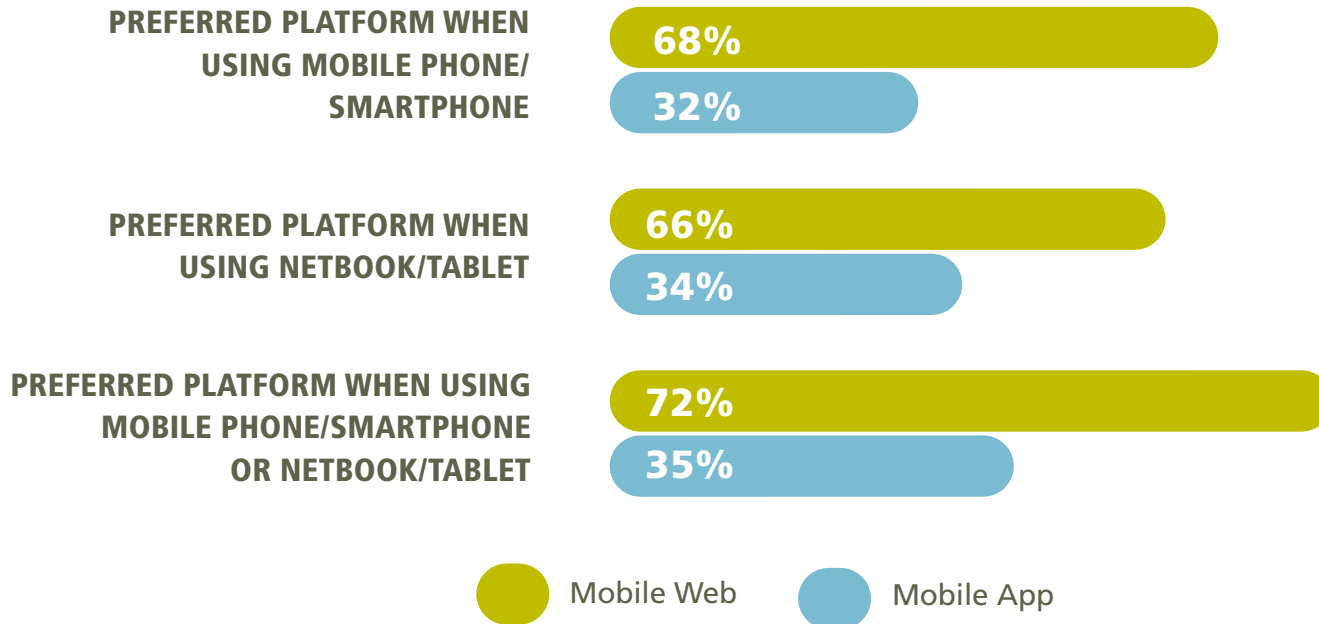
Mobile Phone/Smartphone



Netbook/Tablet

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Media Combinations	Net Monthly Reach for Combined Sources	Other Source Monthly Reach	Gain from Internet Yellow Pages Monthly Reach
Internet Yellow Pages + Ratings & Review Sites	36%	21%	15%
Internet Yellow Pages + Daily Deals	38%	23%	15%
Internet Yellow Pages + Social Networks	39%	25%	14%
Internet Yellow Pages + Newspaper & Magazine	46%	33%	13%
Internet Yellow Pages + Store Circulars, Email promos, or coupons	58%	50%	8%
Internet Yellow Pages + Search Engines	67%	64%	3%

Source: Local Media Tracking Study 2012

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Search Engines	<b>64%</b>	<b>74%</b>
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Source: Local Media Tracking Study 2012

# 55%

of **Internet Yellow Pages** searches resulted in a contact or visit to a business

# 76%

of **Internet Yellow Pages** searches resulted in a purchase or intent to purchase

**79%** of Internet Yellow Pages searches that resulted in a contact to a local business occurred the same day as the search, **while 65%** of searches that resulted in a purchase occurred the same day as the search.

