Every day, people search for things nearby by conducting local searches—these are searches for products or services near where they happen to be. Research on U.S. smartphone users shows that local searches happen everywhere, on every device, and present unique opportunities for Google advertisers to reach consumers.*

4 in 5 consumers use search engines to find local information.

88% search on smartphone
84% search on computer/tablet

On smartphones:
54% search for business hours
53% search for directions to a local store
50% search for local store address

Advertiser Implication
Feature your address and directions in your ads across smartphone and computer/tablet.

Consumers search for local information from a variety of places, including:

<table>
<thead>
<tr>
<th>Place</th>
<th>Smartphone</th>
<th>Computer/Tablet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home</td>
<td>53%</td>
<td>76%</td>
</tr>
<tr>
<td>On the go (car, bus, etc.)</td>
<td>51%</td>
<td>16%</td>
</tr>
<tr>
<td>In-Store</td>
<td>41%</td>
<td>15%</td>
</tr>
<tr>
<td>Workplace</td>
<td>33%</td>
<td>24%</td>
</tr>
<tr>
<td>Restaurant/Bar</td>
<td>33%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Advertiser Implication
Tailor your ad copy for the variety of locations and contexts in which your consumers are searching.

% of consumers who visit a store within a day of their local search:

50% smartphone
34% computer/tablet

18% of local smartphone searches led to a purchase within a day.

Advertiser Implication
Use radius bidding to reach consumers near stores and build an attribution model for local searches.

4 in 5 consumers want ads customized to their city, zip code, or immediate surroundings.

>70% say it’s important to have directions and a call button in ads.

Advertiser Implication
Use location bid adjustments to fine-tune bids for specific areas, likes cities or zip codes.

*Source: Google/Ipsos MediaCT/Purchased, Research: Understanding Consumers’ Local Search Behavior, May 2014. Respondents were screened on smartphone usage and purchase behavior.