



## Online Industry Statistics

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- 73% of activity online is in one way or another “related to local content.”  
(Google)
- For every one dollar U.S. consumers spend online, another five or six are going to offline purchases that are influenced by online research.  
(MIT Technology Review, “E-Commerce Gets Smarter”)
- 97% of Internet users in the U.S. gather shopping information online, and of those consumers 51% explicitly characterize their behavior as “Shop Online, Purchase Offline.”  
(NPD Group)
- 70% of online searchers will use local search to find offline businesses. The TMPDM/comScore study shows 86% of online users will be searching for a local business at some point in time.  
(Kelsey Group)
- 54% of search users have substituted Internet search for the phone book.  
(comScore Networks)
- 35% of ALL searches are for local information.  
(DM News)
- In May 2010, there were over 20 million searches for funerals on Google.  
(Google)
- 90% of online commercial searches result in offline bricks and mortar purchases. (comScore Networks/Proprietary Research)
- 82% of local searchers follow up offline via an in-store visit, phone call or purchase.  
(TMP/comScore Networks)
- 80% of budgets are spent within 50 miles of the home.  
(DMA /Proprietary Research)
- 61% of local searches result in purchases.  
(TMP/comScore Networks)

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