

2022 LOCAL MEDIA TRACKING STUDY

A detailed look at how consumers find information when shopping for local products and services.



2022 LOCAL MEDIA TRACKING STUDY

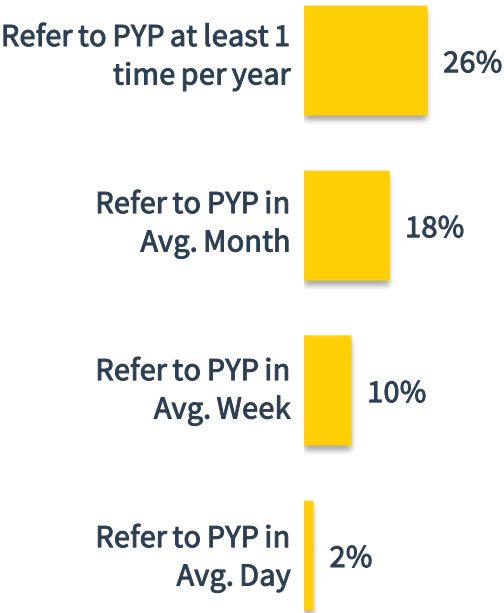
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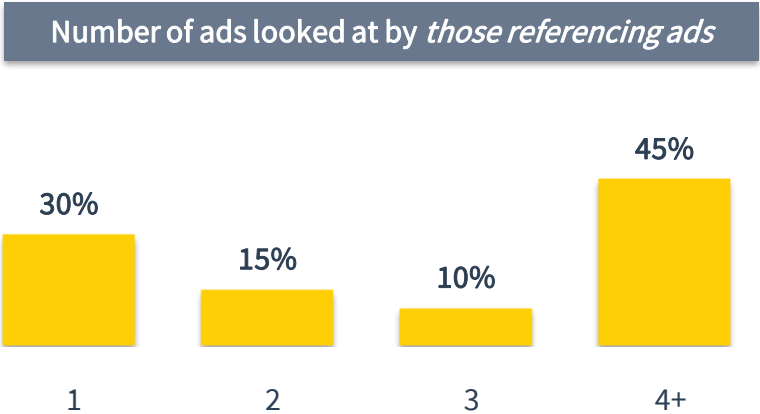
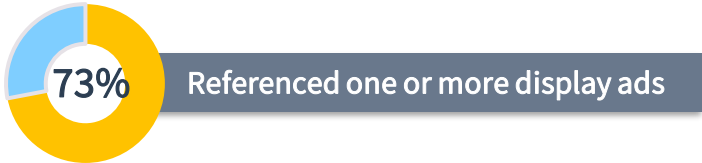
A. Overall PYP Usage Statistics



Average Number of References Per Week Among Past Week Users	2.0
Average Number of References Per Week Among Total US Adult Population	0.24
Number of References Made in 2021 by US Adults	3.1 Billion

(0.24 x 52 wks x 250 million = 3.1 billion)

B. PYP Reference to Ads



NOTE: Based on 4,125 interviews with a random sample of U.S. adults from all online reporting in 2021.

NOTE: Based on the number of searches using PYP: 2,100 in 2021.

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C. Media Source Comparison

2021 Past Month Reach (%)

													
	18	23	85	52	74	66	18	38	65	38	66	79	73
5 YR CAGR	-5.8%	-1.9%	0.4%	2.6%	4.7%	3.9%	-4.8%	-4.0%	-0.3%	0.4%	-0.5%	1.0%	6.5%

NOTE: Based on 4,125 interviews with a random sample of U.S. adults from all online reporting in 2021.

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D. Selection PYP Predisposition

Had One Name in Mind 38%

Had 2+ Names in Mind 44%

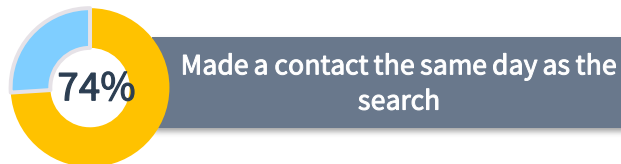
Had No Name in Mind 18%

62% had a decision to make at time of search

NOTE: Based on the number of searches using PYP: 2,100 in 2021.

E. Action Taken After PYP Search

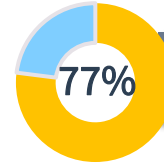
Timing of Contact



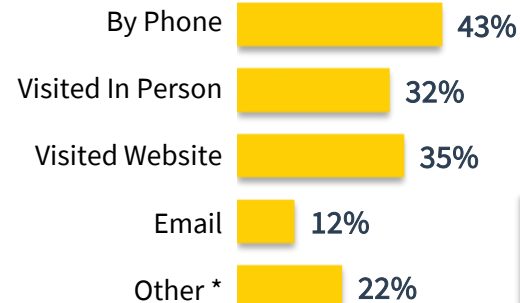
PYP



E. Action Taken After PYP Search (Cont'd)

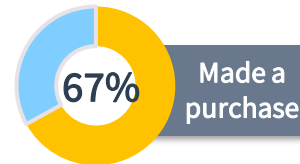


Type of Contact

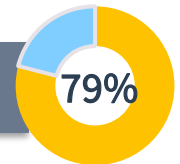


2.5

Avg. number of places contacted among those making contact



Made a purchase or were likely to do so



Among those making a purchase...



NOTE: Type of contact based on 1,617 PYP searches resulting in a contact. *Other includes postal mail, online chat, and other methods.

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F. Top PYP Headings

PYP



F. Top PYP Headings (Cont'd)

Rank	Heading	2021 Usage Est. (Millions) out of 3.1 Billion Total
1	Restaurants	240.7
2	Grocers Retail (Supermarket)	82.7
3	Beauty Salons	67.5
4	Physician and Surgeons	65.1
5	Auto Dealer-New and Used	63.2
6	Auto Repairs & Service	53.3
7	Discount Stores	47.4
8	Plumbing Contractors	45.6
9	Dentists	43.9
10	Pharmacies	41.0
11	Auto Parts - New and Used	38.3
12	Pizza	37.0
13	Electronics (i.e. iPad, iPod, Kindle, etc.)	31.7
14	Banks/ Savings & Loan	30.9
15	Furniture-Retail	30.7
16	Home Improvement/Remodeling	29.4
17	Insurance	29.1
18	Appliance Dealers	28.6
19	Hotels	27.7
20	Tire Dealers	27.2
21	Shoes-Retail	26.6
22	Theaters	25.5
23	Computer Dealers/ Equipment/ Software	23.0
24	Veterinarians/Veterinary Hospitals	22.9
25	Clinics	21.2

Rank	Heading	2021 Usage Est. (Millions) out of 3.1 Billion Total
26	Department Stores	20.9
27	Retail Hardware	20.8
28	Nail Salons	20.0
29	Pest Control Services	19.8
30	Coffee Houses (i.e. Starbucks, etc.)	19.5
31	Sporting Goods - Retail	18.5
32	Pet Supplies and Foods-Retail	18.1
33	Attorneys/ Lawyers	17.7
34	Pet Grooming	17.6
35	Shopping Centers	17.5
36	Electrician/ Electrical Contractors	17.0
37	Roofing Contractors	15.0
38	Hospitals	12.5
39	Landscape Contractors	11.8
40	Real Estate	11.3
41	Tree Service	10.4
42	Car Washing and Polishing	10.2
43	Air Conditioning Service & Repair	9.5
43	Contractors-General	9.5
45	Painting Contractors	9.3
46	Carpet & Rug Cleaners	9.0
47	Pets	8.4
48	Movers & Full Service Storage	8.4
49	Windows	8.3
50	Contractors-General: General Contractors	8.3

NOTE: All Headings. 2018-21 Sample = 15,708

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G. PYP Users by Demographics

Demographic	Sample	Usage	Index
Total	100%	100%	100
Gender			
Female	51%	53%	105
Male	49%	47%	95
Age			
18 – 24	12%	3%	25
25 – 34	19%	14%	74
35 – 44	22%	15%	68
45 – 54	16%	18%	113
55 – 64	15%	33%	220
65+	16%	17%	106
Education			
< H.S.	5%	4%	80
H.S Grad	23%	18%	78
Some College	25%	22%	88
College Grad +	47%	56%	119
Race			
Caucasian	72%	79%	109
African American	12%	9%	75
Hispanic	7%	6%	88
Other	9%	6%	67

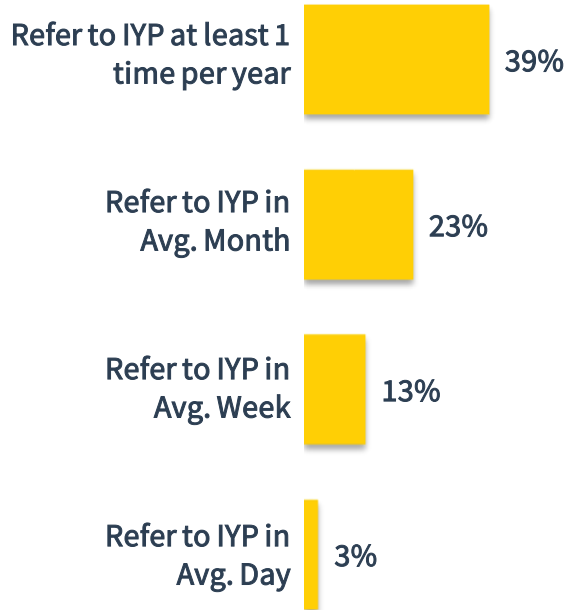
Demographic	Sample	Usage	Index
Total	100%	100%	100
Annual Income			
<\$10K	9%	7%	78
\$10K - <\$25K	14%	13%	93
\$25K - <\$40K	20%	23%	115
\$40K - <\$60K	20%	19%	95
\$60K - <\$100K	20%	20%	100
\$100K +	17%	19%	111
Marital Status			
Married	51%	59%	115
Single	32%	26%	81
Divorced	10%	7%	70
Separated	3%	3%	100
Widowed	4%	3%	75
Residence			
Own	57%	68%	119
Rent	43%	30%	70
Area Live In			
Urban	29%	33%	113
Suburban	49%	42%	85
Rural	22%	26%	118

NOTE: Based on 2021.

NOTE: Percentages may not add to 100% due to rounding and “prefer not to respond” responses.

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H. Overall IYP Usage Statistics

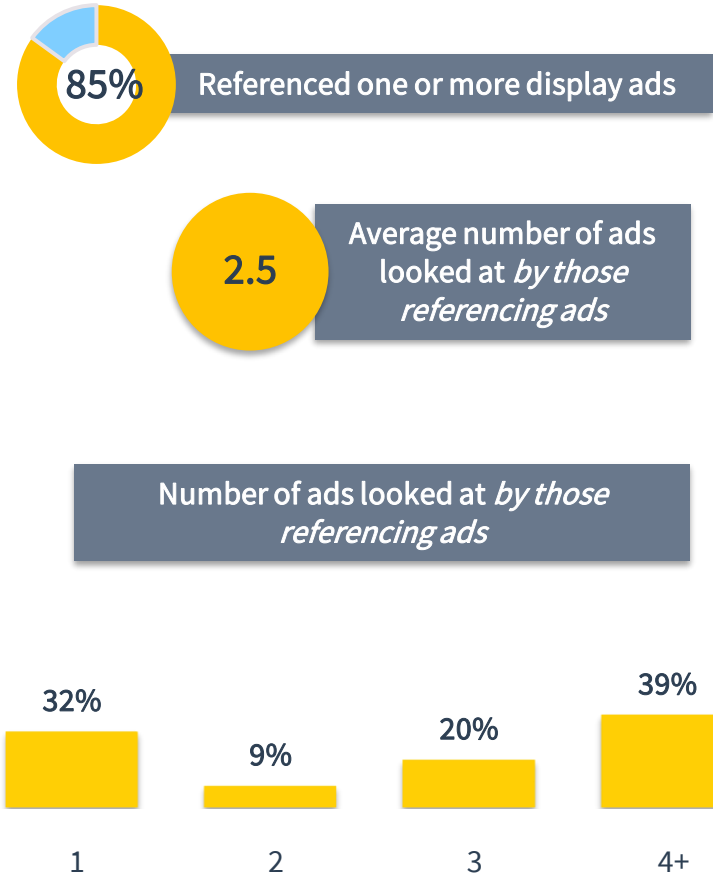


Average Number of References Per Week Among Past Week Users	2.18
Average Number of References Per Week Among Total US Adult Population	0.33
Number of References Made in 2021 by US Adults	4.3 Billion

(0.33 x 52 wks x 250 million = 4.3 billion)

NOTE: Based on 4,100 interviews with a random sample of U.S. adults from all online reporting in 2021.

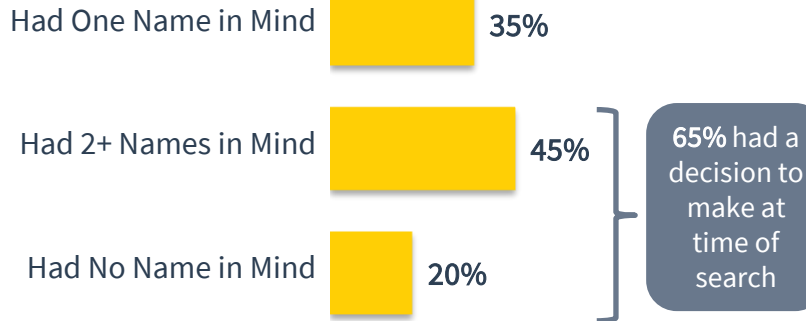
I. IYP Reference to Ads



NOTE: Based on the number of searches using IYP: 4,100 in 2021.

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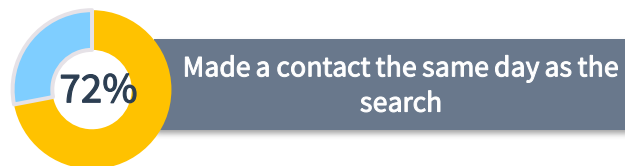
J. Selection IYP Predisposition



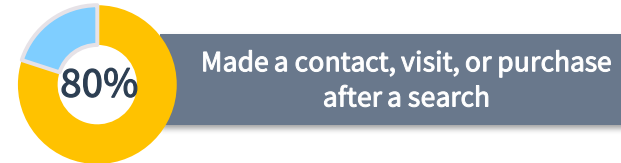
NOTE: Based on the number of searches using IYP: 4,100 in 2021.

K. Action Taken After IYP Search

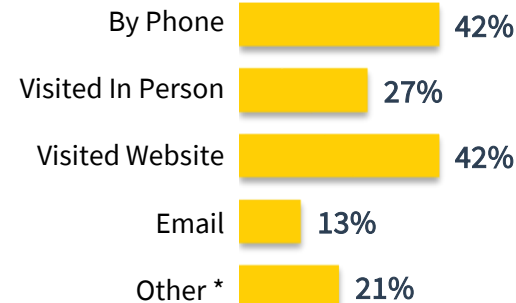
Timing of Contact



K. Action Taken After IYP Search (Cont'd)

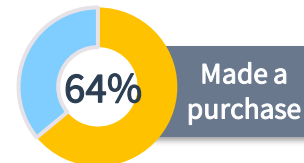


Type of Contact



2.3

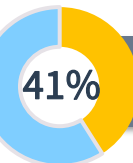
Avg. number of places contacted among those making contact



Made a purchase or were likely to do so

79%

Among those making a purchase...



...are new customers

NOTE: Type of contact based on 3,280 IYP searches resulting in a contact. *Other includes postal mail, online chat, and other methods.

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L. Top IYP Headings

Rank	Heading	2021 Usage Est. (Millions) out of 4.3 Billion Total
1	Restaurants	323.8
2	Grocers Retail (Supermarket)	132.0
3	Beauty Salons	96.6
4	Auto Dealer-New and Used	93.3
5	Physician and Surgeons	86.4
6	Auto Repairs & Service	74.7
7	Pizza	71.2
8	Discount Stores	69.6
9	Dentists	63.7
10	Auto Parts - New and Used	60.6
11	Plumbing Contractors	58.6
12	Electronics (i.e. iPad, iPod, Kindle, etc.)	48.9
13	Furniture-Retail	46.2
14	Appliance Dealers	46.2
15	Tire Dealers	46.0
16	Insurance	45.9
17	Pharmacies	45.6
18	Banks/ Savings & Loan	42.8
19	Home Improvement/Remodeling	41.6
20	Department Stores	38.9
21	Shoes-Retail	38.9
22	Pet Supplies and Foods-Retail	37.4
23	Computer Dealers/ Equipment/ Software	36.5
24	Theaters	35.3
25	Shopping Centers	34.6

L. Top IYP Headings (Cont'd)

Rank	Heading	2021 Usage Est. (Millions) out of 4.3 Billion Total
26	Hotels	34.3
27	Veterinarians/Veterinary Hospitals	33.6
28	Retail Hardware	33.5
29	Pest Control Services	29.0
30	Pet Grooming	26.3
31	Coffee Houses (i.e. Starbucks, etc.)	26.1
32	Clinics	23.4
33	Nail Salons	22.8
34	Car Washing and Polishing	22.7
35	Sporting Goods - Retail	22.2
36	Hospitals	21.5
37	Roofing Contractors	20.7
38	Attorneys/ Lawyers	20.0
38	Electrician/ Electrical Contractors	20.0
40	Contractors-General	16.1
41	Real Estate	15.4
42	Landscape Contractors	14.6
43	Travel Agencies	14.0
44	Massage	13.9
45	Tree Service	13.6
46	Air Conditioning Service & Repair	13.1
46	Auto Body Repair	13.1
48	Movers & Full Service Storage	13.0
49	Pets	12.9
50	Carpet & Rug Cleaners	12.4

NOTE: All Headings. 2018-21 Sample = 16,770

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M. IYP Users by Demographics

Demographic	Sample	Usage	Index
Total	100%	100%	100
Gender			
Female	51%	55%	108
Male	49%	45%	91
Age			
18 – 24	12%	22%	183
25 – 34	19%	22%	115
35 – 44	22%	20%	90
45 – 54	16%	19%	118
55 – 64	15%	9%	60
65+	16%	8%	50
Education			
< H.S.	5%	3%	60
H.S Grad	23%	21%	91
Some College	25%	25%	100
College Grad +	47%	51%	109
Race			
Caucasian	72%	74%	103
African American	12%	10%	83
Hispanic	7%	7%	100
Other	9%	9%	100

Demographic	Sample	Usage	Index
Total	100%	100%	100
Annual Income			
<\$10K	9%	7%	78
\$10K - <\$25K	14%	14%	100
\$25K - <\$40K	20%	23%	115
\$40K - <\$60K	20%	20%	100
\$60K - <\$100K	20%	19%	95
\$100K +	17%	18%	105
Marital Status			
Married	51%	57%	112
Single	32%	26%	81
Divorced	10%	10%	100
Separated	3%	2%	67
Widowed	4%	4%	100
Residence			
Own	57%	65%	114
Rent	43%	33%	77
Area Live In			
Urban	29%	30%	104
Suburban	49%	48%	95
Rural	22%	22%	100

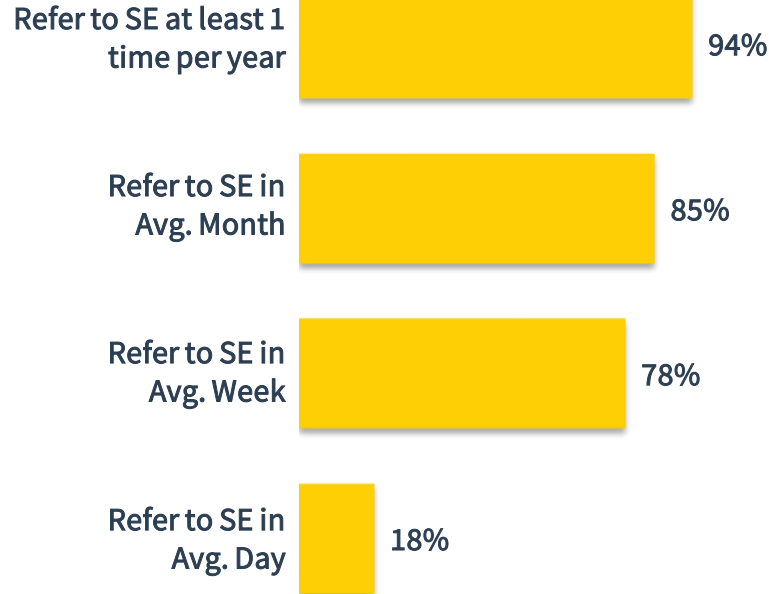
NOTE: Based on 2021.

NOTE: Percentages may not add to 100% due to rounding and “prefer not to respond” responses.

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N. Overall Search Engine Usage Statistics

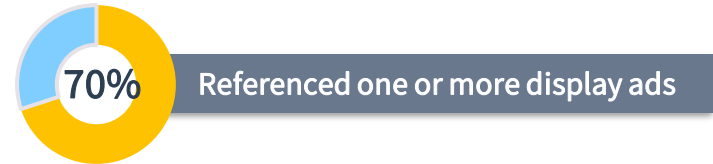


Average Number of References Per Week Among Past Week Users	5.60
Average Number of References Per Week Among Total US Adult Population	3.55
Number of References Made in 2021 by US Adults	46.1 Billion

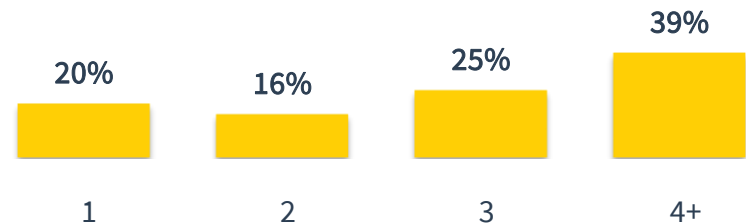
(3.55 x 52 wks x 250 million = 46.1 billion)

NOTE: Based on 4,100 interviews with a random sample of U.S. adults from all online reporting in 2021.

O. Search Engine Reference to Ads



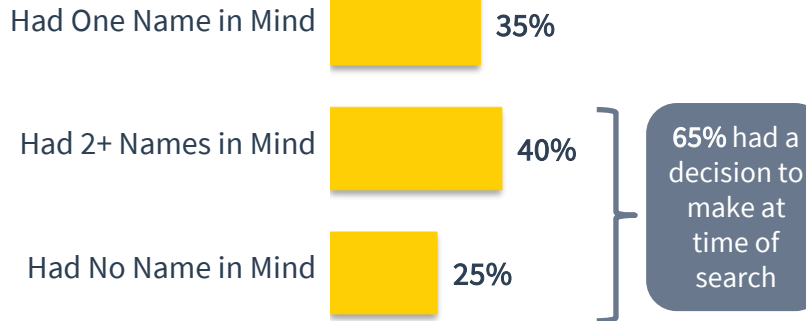
Number of ads looked at by *those referencing ads*



NOTE: Based on the number of searches using SE: 22,450 in 2021.

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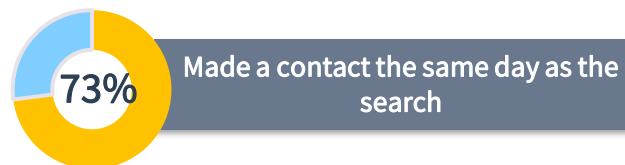
P. Selection Search Engine Predisposition



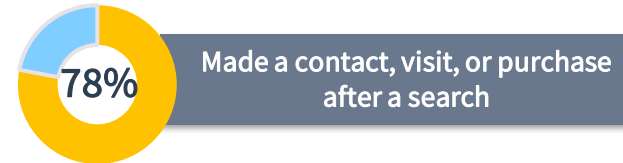
NOTE: Based on the number of searches using SE: 22,450 in 2021.

K. Action Taken After SE Search

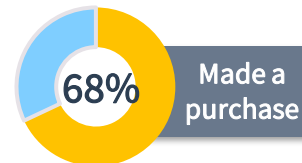
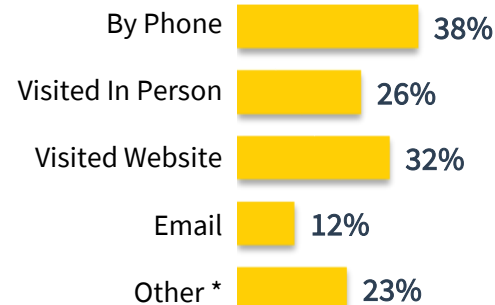
Timing of Contact



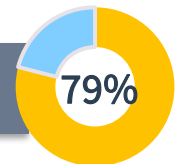
Q. Action Taken After SE Search (Cont'd)



Type of Contact



Made a purchase or were likely to do so



Among those making a purchase...



NOTE: Type of contact based on 17,511 SE searches resulting in a contact. *Other includes postal mail, online chat, and other methods.

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R. Top Search Engine Headings

Rank	Heading	2021 Usage Est. (Millions) out of 46.1 Billion Total
1	Restaurants	4,532.3
2	Grocers Retail (Supermarket)	1322.9
3	Beauty Salons	924.5
4	Auto Dealer-New and Used	781.4
5	Pizza	773.1
6	Physician and Surgeons	650.5
7	Discount Stores	641.5
8	Pharmacies	632.9
9	Theaters	597.3
10	Hotels	548.7
11	Department Stores	534.4
12	Shoes-Retail	494.5
13	Auto Repairs & Service	491.7
14	Banks/ Savings & Loan	452.4
15	Electronics (i.e. iPad, iPod, Kindle, etc.)	447.0
16	Auto Parts - New and Used	441.5
17	Retail Hardware	392.8
18	Pet Supplies and Foods-Retail	388.2
19	Furniture-Retail	383.6
20	Appliance Dealers	376.0
21	Coffee Houses (i.e. Starbucks, etc.)	371.7
22	Dentists	365.6
23	Home Improvement/Remodeling	362.4
24	Computer Dealers/ Equipment/ Software	356.4
25	Insurance	350.3

R. Top Search Engine Headings (Cont'd)

Rank	Heading	2021 Usage Est. (Millions) out of 46.1 Billion Total
26	Sporting Goods - Retail	345.3
27	Shopping Centers	332.9
28	Nail Salons	307.2
29	Tire Dealers	297.7
30	Plumbing Contractors	266.8
31	Veterinarians/Veterinary Hospitals	233.8
32	Clinics	212.3
33	Real Estate	206.1
34	Hospitals	188.7
35	Car Washing and Polishing	161.3
36	Pest Control Services	151.3
37	Pet Grooming	150.0
38	Electrician/ Electrical Contractors	129.5
39	Travel Agencies	125.7
40	Massage	125.1
41	Janitor Service	123.8
42	Attorneys/ Lawyers	121.9
43	Tax Return Preparation	120.4
44	Air Conditioning Service & Repair	118.8
45	Roofing Contractors	118.7
46	Pets	114.3
47	Doors/ Garage Doors	110.8
48	Landscape Contractors	110.4
49	Painting Contractors	109.4
50	Tree Service	97.0

NOTE: All Headings. 2018-21 Sample = 83,338

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S. SE Users by Demographics

Demographic	Sample	Usage	Index
Total	100%	100%	100
Gender			
Female	51%	50%	99
Male	49%	50%	101
Age			
18 – 24	12%	13%	108
25 – 34	19%	21%	110
35 – 44	22%	23%	105
45 – 54	16%	17%	106
55 – 64	15%	16%	106
65+	16%	10%	63
Education			
< H.S.	5%	3%	60
H.S Grad	23%	21%	91
Some College	25%	25%	100
College Grad +	47%	51%	109
Race			
Caucasian	72%	78%	108
African American	12%	10%	83
Hispanic	7%	5%	71
Other	9%	7%	78

Demographic	Sample	Usage	Index
Total	100%	100%	100
Annual Income			
<\$10K	9%	7%	78
\$10K - <\$25K	14%	14%	100
\$25K - <\$40K	20%	20%	100
\$40K - <\$60K	20%	20%	100
\$60K - <\$100K	20%	22%	110
\$100K +	17%	18%	106
Marital Status			
Married	51%	55%	108
Single	32%	25%	78
Divorced	10%	12%	120
Separated	3%	3%	100
Widowed	4%	5%	125
Residence			
Own	57%	64%	112
Rent	43%	34%	79
Area Live In			
Urban	29%	25%	86
Suburban	49%	53%	108
Rural	22%	21%	95

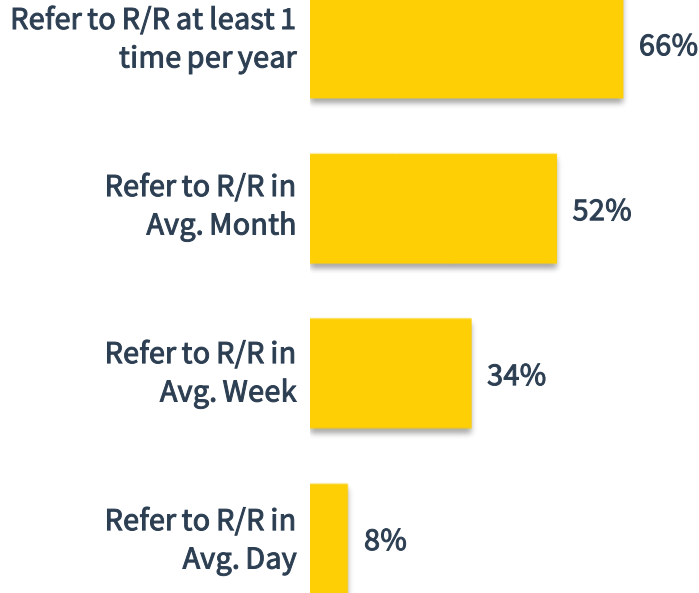
NOTE: Based on 2021.

NOTE: Percentages may not add to 100% due to rounding and “prefer not to respond” responses.

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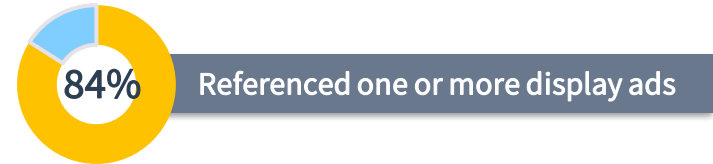
T. Overall R/R Sites Usage Statistics



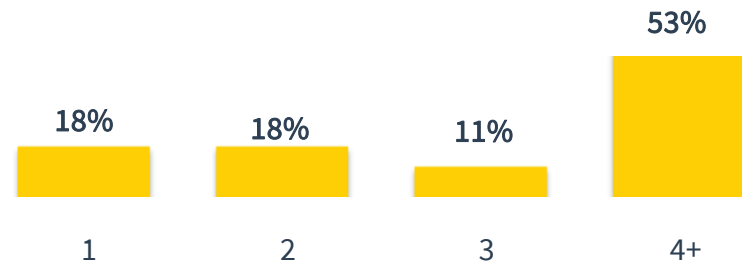
Average Number of References Per Week <i>Among Past Week Users</i>	3.90
Average Number of References Per Week <i>Among Total US Adult Population</i>	0.72
Number of References Made in 2021 by US Adults	9.4 Billion

(0.72 x 52 wks x 250 million = 9.4 billion)

U. R/R Sites Reference to Ads



Number of ads looked at by *those referencing ads*



NOTE: Based on 4,125 interviews with a random sample of U.S. adults from all online reporting in 2021.

NOTE: Based on the number of searches using R/R: 7,210 in 2021.

2022 LOCAL MEDIA TRACKING STUDY

V. Selection R/R Sites Predisposition

Had One Name in Mind 32%

Had 2+ Names in Mind 44%

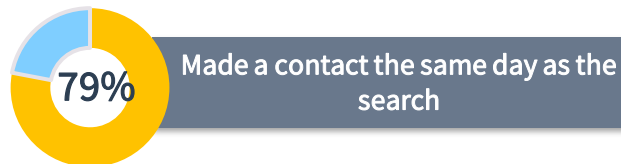
Had No Name in Mind 24%

68% had a decision to make at time of search

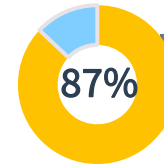
NOTE: Based on the number of searches using RR: 7,210 in 2021.

W. Action Taken After R/R Sites Search

Timing of Contact



W. Action Taken After R/R Sites Search (Cont'd)



Made a contact, visit, or purchase after a search

Type of Contact

By Phone 52%

Visited In Person 30%

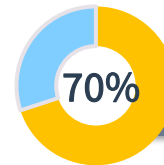
Visited Website 34%

Email 11%

Other * 26%

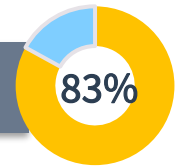
2.4

Avg. number of places contacted among those making contact

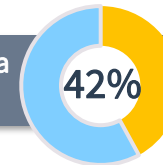


Made a purchase

Made a purchase or were likely to do so



Among those making a purchase...



...are new customers

NOTE: Type of contact based on 6,273 R/R searches resulting in a contact. *Other includes postal mail, online chat, and other methods.

2022 LOCAL MEDIA TRACKING STUDY

X. Top Ratings/Reviews Sites Headings



X. Top Ratings/Reviews Sites Headings (Cont'd)

Rank	Heading	2021 Usage Est. (Millions) out of 9.4 Billion Total
1	Restaurants	1,407.9
2	Grocers Retail (Supermarket)	337.6
3	Beauty Salons	251.7
4	Pizza	178.7
5	Hotels	172.2
6	Physician and Surgeons	168.5
7	Pharmacies	154.3
8	Auto Repairs & Service	147.4
9	Department Stores	142.9
10	Dentists	130.0
11	Coffee Houses (i.e. Starbucks, etc.)	124.1
12	Discount Stores	120.7
13	Auto Dealer-New and Used	114.3
14	Nail Salons	112.3
15	Pet Supplies and Foods-Retail	110.8
16	Banks/ Savings & Loan	110.4
17	Electronics (i.e. iPad, iPod, Kindle, etc.)	105.9
18	Shopping Centers	96.9
19	Furniture-Retail	93.9
20	Auto Parts - New and Used	93.5
21	Shoes-Retail	92.8
22	Computer Dealers/ Equipment/ Software	90.9
23	Home Improvement/Remodeling	89.7
24	Plumbing Contractors	88.6
25	Appliance Dealers	86.8

Rank	Heading	2021 Usage Est. (Millions) out of 9.4 Billion Total
26	Car Washing and Polishing	86.3
27	Tire Dealers	84.5
28	Retail Hardware	77.6
29	Veterinarians/Veterinary Hospitals	73.0
30	Sporting Goods - Retail	71.5
31	Insurance	71.3
32	Clinics	63.3
33	Hospitals	57.7
34	Pet Grooming	55.7
35	Landscape Contractors	52.4
36	Pest Control Services	52.2
37	Painting Contractors	52.0
38	Electrician/ Electrical Contractors	47.1
39	Massage	42.3
40	Tax Return Preparation	40.0
41	Real Estate	39.7
42	Roofing Contractors	39.1
43	Contractors-General	37.8
44	Janitor Service	37.3
45	Auto Body Repair	36.8
46	Travel Agencies	34.8
47	Air Conditioning Service & Repair	32.9
48	Attorneys/ Lawyers	30.3
49	Doors/ Garage Doors	29.0
49	Tree Service	29.0

NOTE: All Headings. 2018-21 Sample = 23,107

2022 LOCAL MEDIA TRACKING STUDY



Y. R/R Sites Users by Demographics

Demographic	Sample	Usage	Index
Total	100%	100%	100
Gender			
Female	51%	51%	111
Male	49%	49%	90
Age			
18 – 24	12%	15%	125
25 – 34	19%	23%	121
35 – 44	22%	23%	104
45 – 54	16%	16%	100
55 – 64	15%	14%	93
65+	16%	9%	56
Education			
< H.S.	5%	4%	80
H.S Grad	23%	17%	74
Some College	25%	24%	96
College Grad +	47%	54%	115
Race			
Caucasian	72%	79%	110
African American	12%	9%	75
Hispanic	7%	5%	72
Other	9%	7%	78

Demographic	Sample	Usage	Index
Total	100%	100%	100
Annual Income			
<\$10K	9%	5%	56
\$10K - <\$25K	14%	14%	100
\$25K - <\$40K	20%	20%	100
\$40K - <\$60K	20%	21%	105
\$60K - <\$100K	20%	19%	95
\$100K +	17%	20%	119
Marital Status			
Married	51%	60%	116
Single	32%	23%	73
Divorced	10%	10%	100
Separated	3%	3%	100
Widowed	4%	4%	100
Residence			
Own	57%	67%	117
Rent	43%	33%	77
Area Live In			
Urban	29%	25%	86
Suburban	49%	57%	116
Rural	22%	18%	81

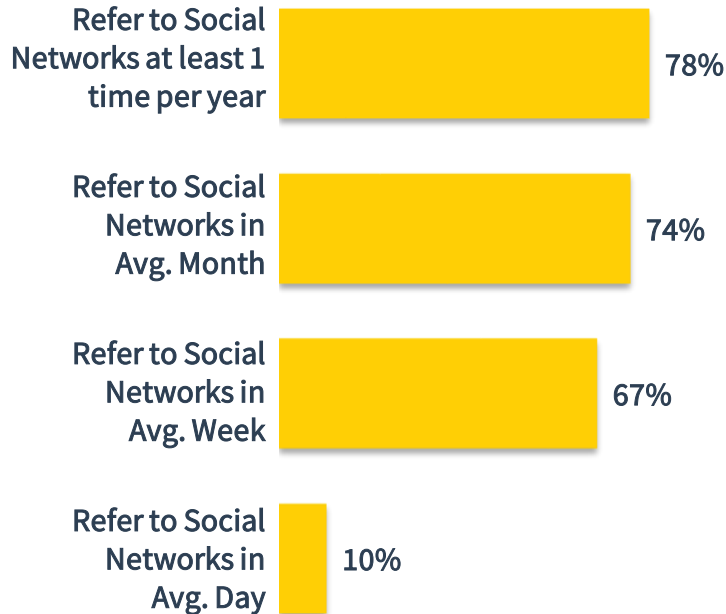
NOTE: Based on 2021.

NOTE: Percentages may not add to 100% due to rounding and “prefer not to respond” responses.

2022 LOCAL MEDIA TRACKING STUDY



Z. Overall Social Network Usage Statistics

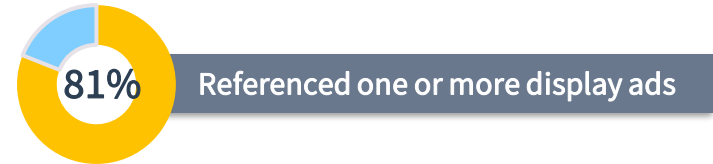


Average Number of References Per Week Among Past Week Users	3.20
Average Number of References Per Week Among Total US Adult Population	1.01
Number of References Made in 2021 by US Adults	13.1 Billion

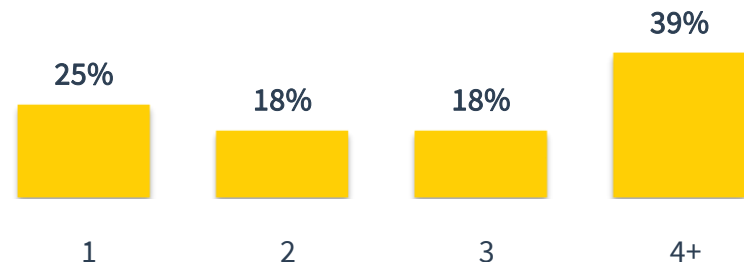
(1.01 x 52 wks x 250 million = 9.8 billion)

NOTE: Based on 4,125 interviews with a random sample of U.S. adults from all online reporting in 2021.

AA. Social Network Reference to Ads



Number of ads looked at by *those referencing ads*

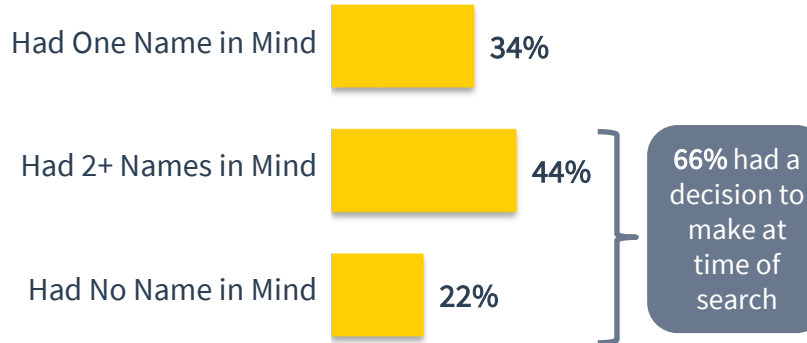


NOTE: Based on the number of searches using Social Networks: 4,975 in 2021.

2022 LOCAL MEDIA TRACKING STUDY



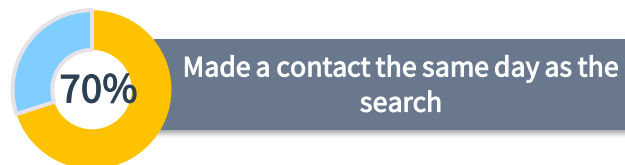
AB. Selection SN Predisposition



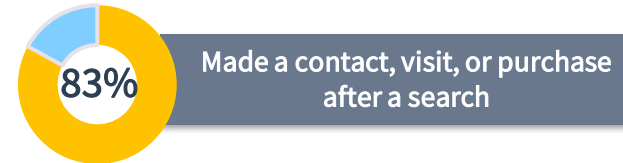
NOTE: Based on the number of searches using SN: 4,975 in 2021.

AC. Action Taken After SN Search

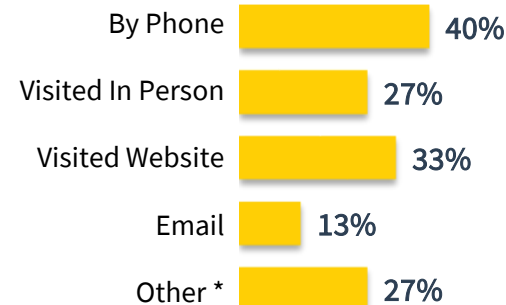
Timing of Contact



AC. Action Taken After SN Search (Cont'd)



Type of Contact

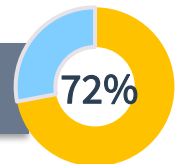


2.1

Avg. number of places contacted among those making contact



Made a purchase or were likely to do so



Among those making a purchase...



NOTE: Type of contact based on 4,129 SN searches resulting in a contact. *Other includes postal mail, online chat, and other methods.

2022 LOCAL MEDIA TRACKING STUDY

AD. Top Social Network Headings



AD. Top Social Network Headings (Cont'd)

Rank	Heading	2021 Usage Est. (Millions) out of 13.1 Billion Total
1	Restaurants	1261.1
2	Grocers Retail (Supermarket)	536.0
3	Beauty Salons	346.1
4	Pizza	331.8
5	Pharmacies	286.4
6	Department Stores	261.3
7	Discount Stores	246.0
8	Hotels	221.6
9	Banks/ Savings & Loan	194.8
10	Coffee Houses (i.e. Starbucks, etc.)	189.1
11	Physician and Surgeons	186.0
12	Dentists	178.8
13	Shoes-Retail	174.5
14	Electronics (i.e. iPad, iPod, Kindle, etc.)	172.6
15	Shopping Centers	161.9
16	Theaters	160.9
17	Auto Parts - New and Used	156.8
17	Nail Salons	156.8
19	Pet Supplies and Foods-Retail	155.2
20	Auto Dealer-New and Used	152.5
21	Furniture-Retail	148.7
22	Auto Repairs & Service	141.7
23	Car Washing and Polishing	126.5
24	Computer Dealers/ Equipment/ Software	124.3
25	Retail Hardware	123.1

Rank	Heading	2021 Usage Est. (Millions) out of 13.1 Billion Total
26	Sporting Goods - Retail	120.2
27	Tire Dealers	112.6
28	Veterinarians/Veterinary Hospitals	108.3
29	Home Improvement/Remodeling	108.0
30	Appliance Dealers	107.6
31	Hospitals	104.5
32	Insurance	100.9
33	Clinics	84.8
34	Plumbing Contractors	83.0
35	Janitor Service	76.7
36	Pet Grooming	70.1
37	Pest Control Services	68.9
38	Tax Return Preparation	62.4
39	Landscape Contractors	59.8
40	Massage	53.6
41	Air Conditioning Service & Repair	52.8
42	Electrician/ Electrical Contractors	52.1
43	Roofing Contractors	50.5
44	Carpet & Rug Cleaners	50.2
45	Real Estate	47.1
46	Doors/ Garage Doors	46.4
46	Travel Agencies	46.4
48	Painting Contractors	45.6
49	Contractors-General	42.6
50	Windows	42.3

NOTE: All Headings. 2018-21 Sample = 20,483

2022 LOCAL MEDIA TRACKING STUDY



AE. Social Network Users by Demographics

Demographic	Sample	Usage	Index
Total	100%	100%	100
Gender			
Female	51%	51%	100
Male	49%	49%	100
Age			
18 – 24	12%	16%	133
25 – 34	19%	24%	126
35 – 44	22%	20%	90
45 – 54	16%	14%	88
55 – 64	15%	11%	74
65+	16%	15%	94
Education			
< H.S.	5%	6%	120
H.S Grad	23%	20%	87
Some College	25%	25%	100
College Grad +	47%	50%	106
Race			
Caucasian	72%	73%	102
African American	12%	12%	100
Hispanic	7%	7%	100
Other	9%	8%	89

Demographic	Sample	Usage	Index
Total	100%	100%	100
Annual Income			
<\$10K	9%	8%	89
\$10K - <\$25K	14%	12%	87
\$25K - <\$40K	20%	20%	100
\$40K - <\$60K	20%	22%	111
\$60K - <\$100K	20%	18%	90
\$100K +	17%	20%	118
Marital Status			
Married	51%	55%	108
Single	32%	32%	100
Divorced	10%	7%	72
Separated	3%	3%	100
Widowed	4%	3%	75
Residence			
Own	57%	61%	107
Rent	43%	39%	91
Area Live In			
Urban	29%	28%	96
Suburban	49%	55%	111
Rural	22%	17%	80

NOTE: Based on 2021.

NOTE: Percentages may not add to 100% due to rounding and “prefer not to respond” responses.

2022 LOCAL MEDIA TRACKING STUDY



AF. Overall Online Videos Usage Statistics

Refer to Online Videos
at least 1 time per
year 75%

Refer to Online Videos
in
Avg. Month 66%

Refer to Online Videos
in
Avg. Week 53%

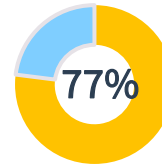
Refer to Online Videos
in
Avg. Day 15%

Average Number of References Per Week <i>Among Past Week Users</i>	4.8
Average Number of References Per Week <i>Among Total US Adult Population</i>	0.54
Number of References Made in 2021 by US Adults	7.0 Billion

(0.54 x 52 wks x 250 million = 6.5 billion)

NOTE: Based on 4,125 interviews with a random sample of U.S. adults from all online reporting in 2021.

AG. Online Videos Reference to Ads



77%

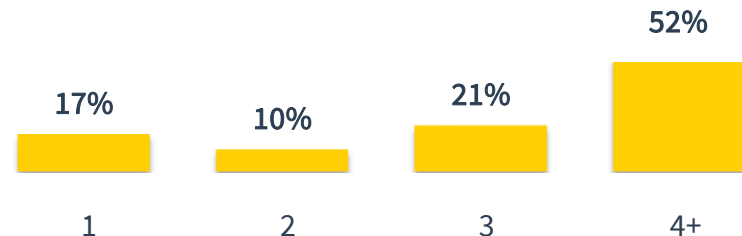
Referenced one or more display ads



3.8

Average number of ads
looked at *by those*
referencing ads

Number of ads looked at by *those referencing ads*

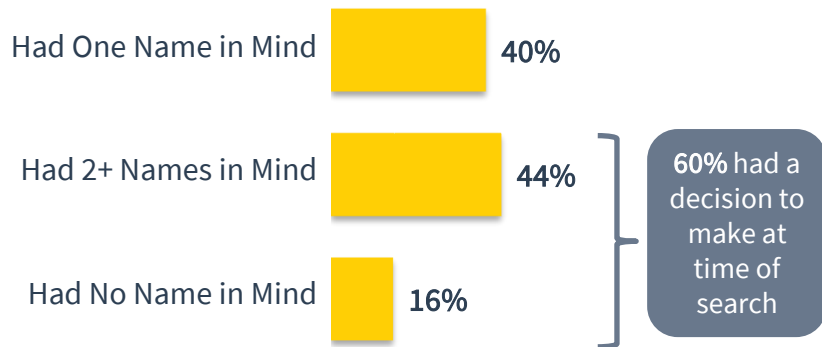


NOTE: Based on the number of searches using Online Videos : 2,850 in 2021.

2022 LOCAL MEDIA TRACKING STUDY



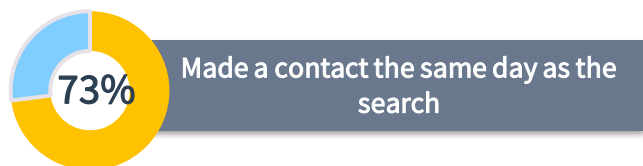
AH. Selection Online Videos Predisposition



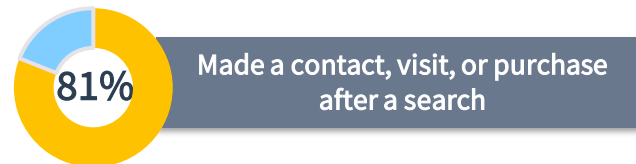
NOTE: Based on the number of searches using OV: 2,850 in 2021.

AI. Action Taken After OV Search

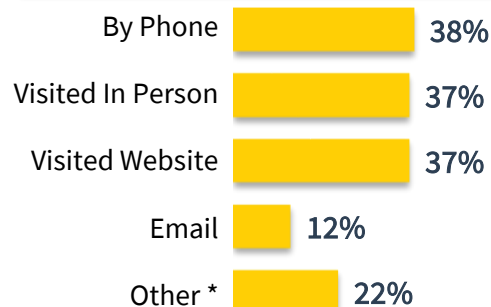
Timing of Contact



AI. Action Taken After OV Search (Cont'd)



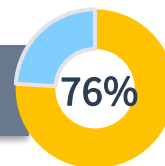
Type of Contact



Avg. number of places contacted among those making contact



Made a purchase or were likely to do so



Among those making a purchase...



NOTE: Type of contact based on 2,309 OV searches resulting in a contact. *Other includes postal mail, online chat, and other methods.

2022 LOCAL MEDIA TRACKING STUDY



AJ. Top Online Videos Headings

Rank	Heading	2021 Usage Est. (Millions) out of 7.0 Billion Total
1	Restaurants	408.9
2	Grocers Retail (Supermarket)	240.5
3	Beauty Salons	129.6
4	Electronics (i.e. iPad, iPod, Kindle, etc.)	125.3
5	Auto Dealer-New and Used	119.8
6	Department Stores	115.9
7	Discount Stores	113.4
8	Pizza	112.2
9	Auto Parts - New and Used	106.8
10	Pharmacies	104.8
11	Theaters	104.5
12	Auto Repairs & Service	90.7
13	Retail Hardware	85.7
14	Physician and Surgeons	85.2
15	Home Improvement/Remodeling	82.8
16	Hotels	80.0
17	Shoes-Retail	79.5
18	Pet Supplies and Foods-Retail	77.0
19	Appliance Dealers	76.6
20	Sporting Goods - Retail	75.6
21	Coffee Houses (i.e. Starbucks, etc.)	73.3
22	Furniture-Retail	70.4
23	Tire Dealers	68.4
24	Computer Dealers/ Equipment/ Software	67.5
25	Dentists	64.7

AJ. Top Online Videos Headings (Cont'd)

Rank	Heading	2021 Usage Est. (Millions) out of 7.0 Billion Total
26	Shopping Centers	61.2
27	Car Washing and Polishing	52.1
28	Insurance	48.3
29	Plumbing Contractors	46.8
30	Nail Salons	43.0
31	Clinics	38.9
32	Pest Control Services	31.5
33	Travel Agencies	28.8
34	Janitor Service	27.8
35	Hospitals	26.8
36	Painting Contractors	26.3
37	Real Estate	25.3
38	Tax Return Preparation	24.8
39	Electrician/ Electrical Contractors	24.7
39	Landscape Contractors	24.7
41	Banks/ Savings & Loan	22.4
42	Pet Grooming	20.4
43	Financial Services	18.9
44	New Carpet & Rug Dealers	18.4
45	Veterinarians/Veterinary Hospitals	18.2
46	Doors/ Garage Doors	18.2
47	Massage	17.7
48	Carpet & Rug Cleaners	17.2
49	Contractors-General	15.9
50	Tree Service	13.8

NOTE: All Headings. 2018-21 Sample = 10,137

2022 LOCAL MEDIA TRACKING STUDY



AK. Online Videos Users by Demographics

Demographic	Sample	Usage	Index
Total	100%	100%	100
Gender			
Female	51%	53%	104
Male	49%	47%	96
Age			
18 – 24	12%	15%	125
25 – 34	19%	23%	121
35 – 44	22%	25%	114
45 – 54	16%	15%	94
55 – 64	15%	11%	73
65+	16%	11%	69
Education			
< H.S.	5%	4%	80
H.S Grad	23%	19%	83
Some College	25%	25%	100
College Grad +	47%	52%	111
Race			
Caucasian	72%	72%	100
African American	12%	13%	108
Hispanic	7%	8%	114
Other	9%	8%	90

Demographic	Sample	Usage	Index
Total	100%	100%	100
Annual Income			
<\$10K	9%	7%	78
\$10K - <\$25K	14%	11%	79
\$25K - <\$40K	20%	21%	105
\$40K - <\$60K	20%	20%	100
\$60K - <\$100K	20%	24%	120
\$100K +	17%	18%	106
Marital Status			
Married	51%	55%	108
Single	32%	26%	83
Divorced	10%	11%	110
Separated	3%	4%	134
Widowed	4%	3%	75
Residence			
Own	57%	61%	107
Rent	43%	39%	91
Area Live In			
Urban	29%	26%	90
Suburban	49%	53%	108
Rural	22%	21%	96

NOTE: Based on 2021.

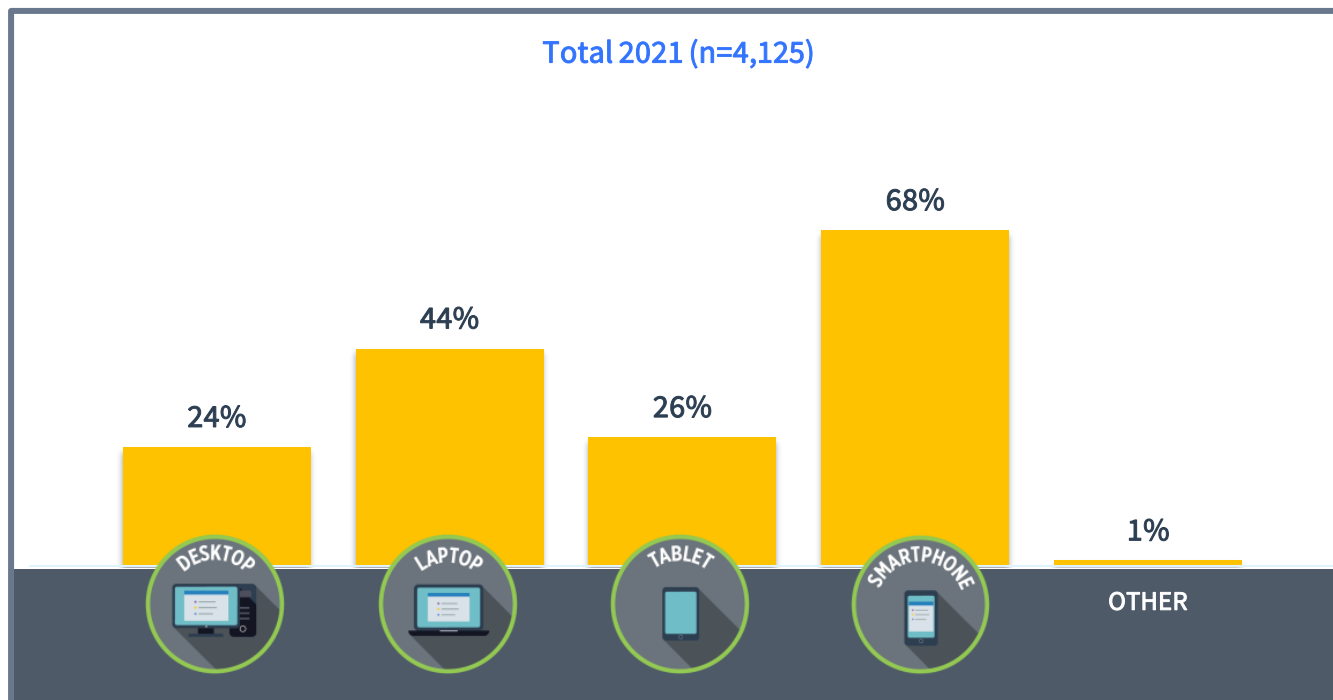
NOTE: Percentages may not add to 100% due to rounding and “prefer not to respond” responses.

2022 LOCAL MEDIA TRACKING STUDY



AL. Devices Used To Access the Internet

Q. Which types of devices do you use to access the Internet?

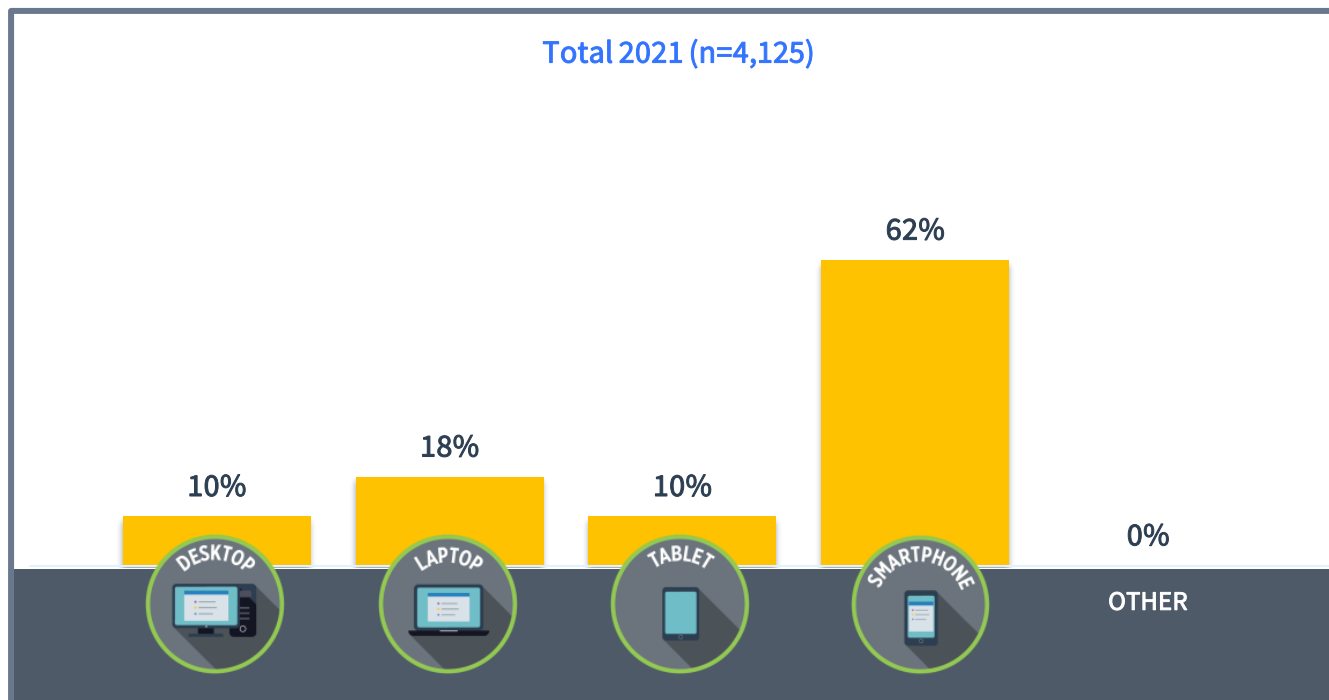


2022 LOCAL MEDIA TRACKING STUDY



AM. Device Used 1st to Look Up Information Online

Q. Which one of these do you go to first to look up information online for products or services?



2022 LOCAL MEDIA TRACKING STUDY



AN. Frequency of Using Mobile Device(s) to Help Make Purchase Decisions

Q. How often do you use your mobile device(s) to help you make purchase decisions?

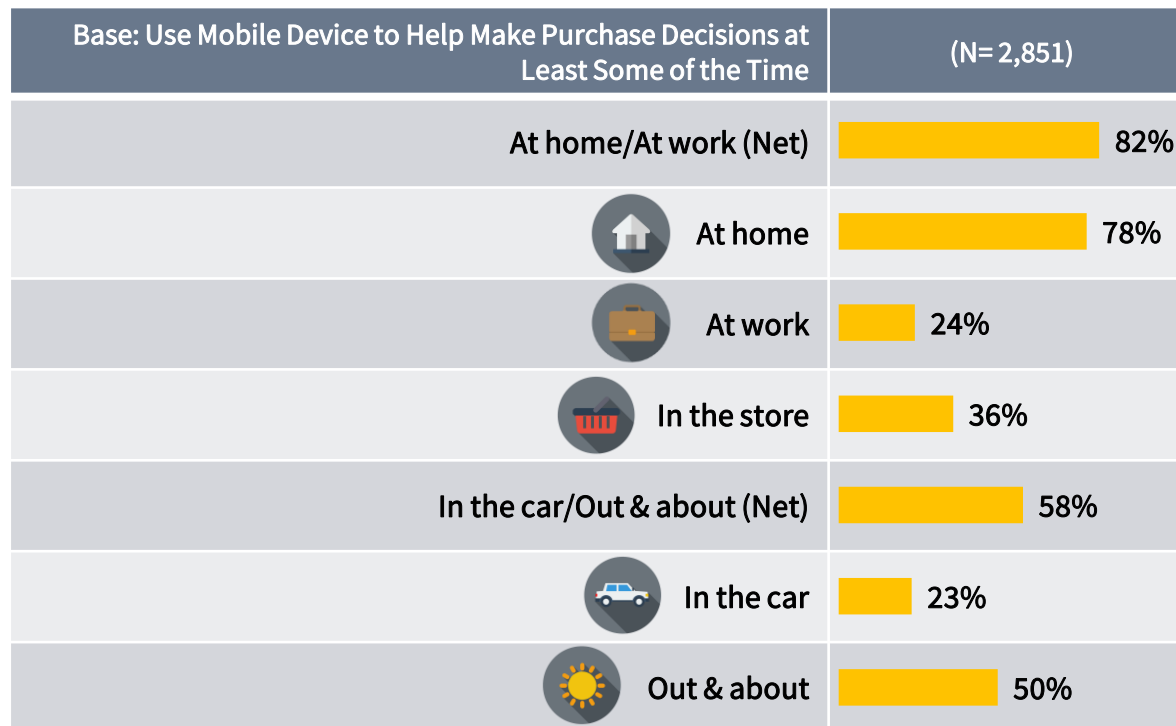
Base: Use a Smartphone/Tablet to Access the Internet	(N= 2,970)
Daily (at least once a day)	 52%
Weekly (at least once a week net)	 61%
Monthly (at least once a month net)	 85%
Yearly (at least once a year net)	 96%
Less than once a year	 10%
Never	 9%

2022 LOCAL MEDIA TRACKING STUDY



AO. Place Where Use Mobile Device(s) to Help Make Purchase Decisions

Q. Where do you use your mobile device(s) to help you make purchase decisions?

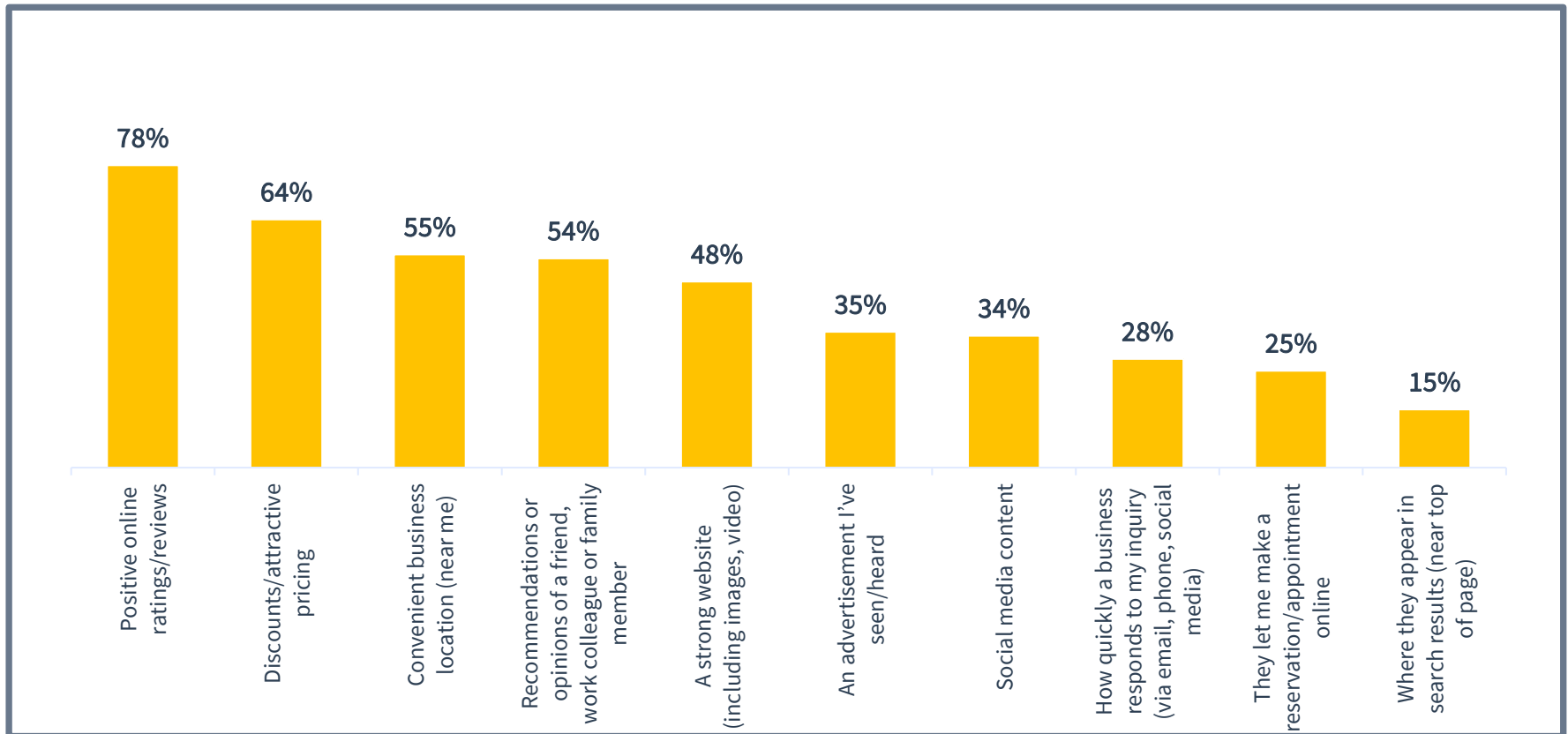


2022 LOCAL MEDIA TRACKING STUDY



AP. Things That Influence Purchase Decisions

Q. Which of the following things would influence your decision to purchase a product or service?



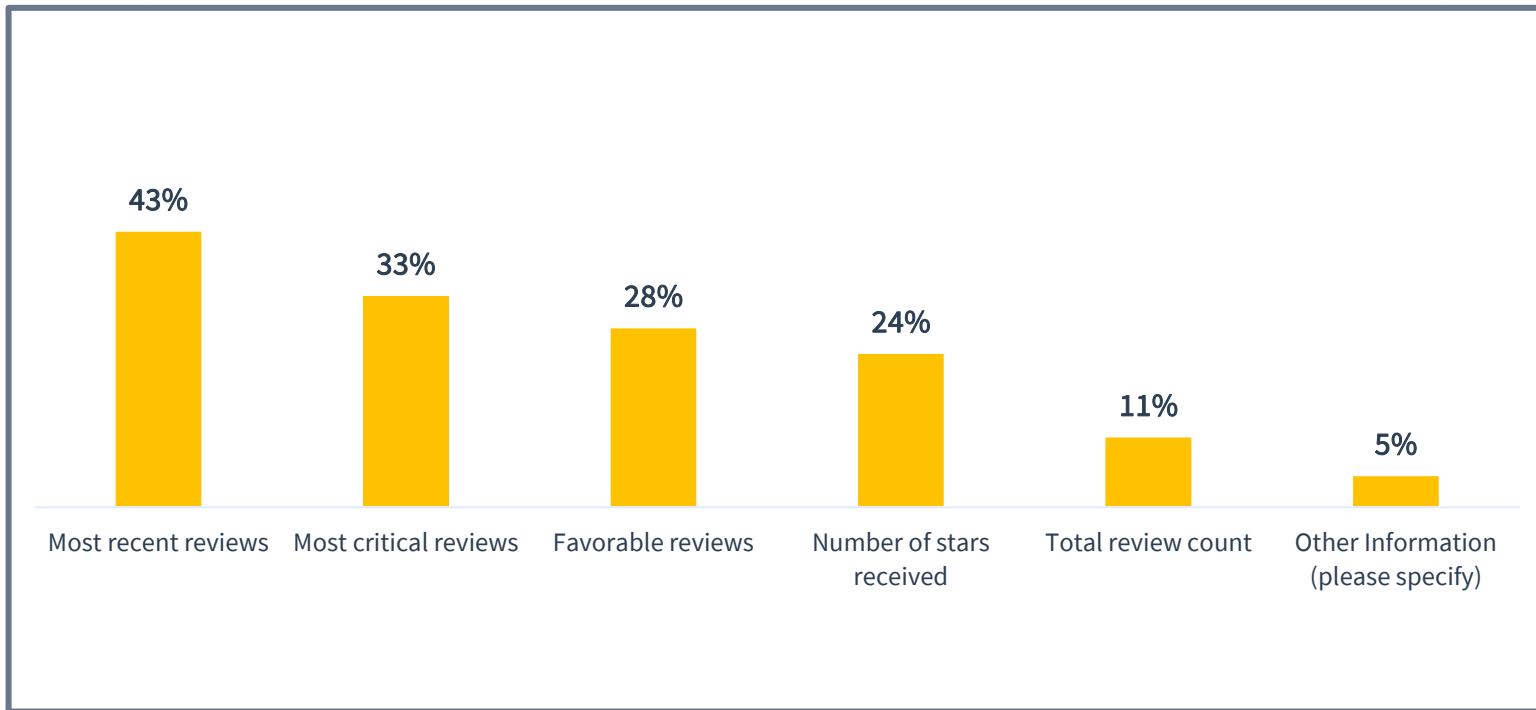
NOTE: Based on 4,125 interviews with a random sample of U.S. adults from all online reporting in 2021.

2022 LOCAL MEDIA TRACKING STUDY



AQ. Information Shoppers Focus On When Using Ratings & Reviews

Q. In considering online reviews before buying, which of the following do you focus most on:

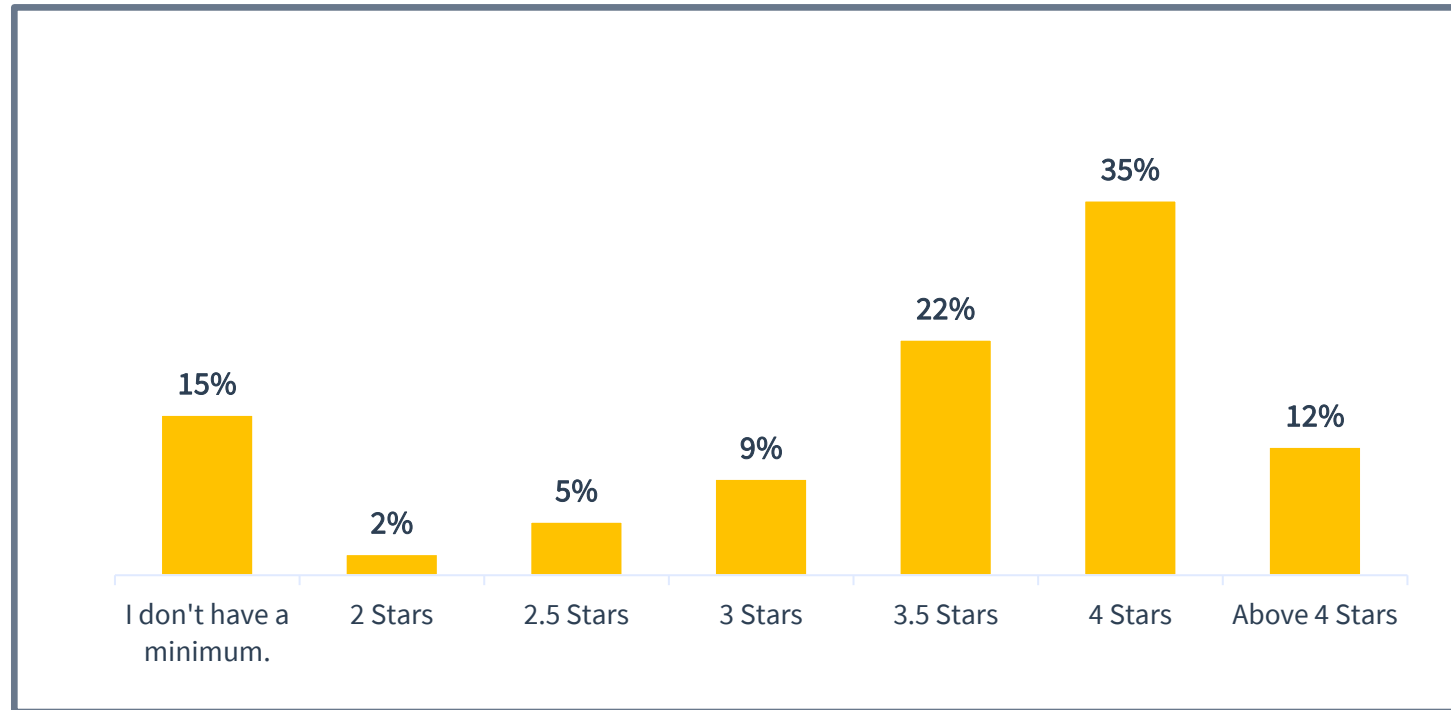


2022 LOCAL MEDIA TRACKING STUDY



AR. Minimum Star Ratings

Q. What is the minimum number of stars (review ratings) a business has to have before you would consider doing business with them?



2022 LOCAL MEDIA TRACKING STUDY

AS. Methodology

Objective: To obtain and track media usage for product/service searching. This information will be used internally for LSA as well as for press releases and/or sales material for its members.

Method: This report contains data collected throughout 2021 for the Local Media Tracking Study. For all waves in this report, 100% of data collection was conducted online (via an online panel) among US adults.

Sample: A balanced-screening method was used to match the national population, as closely as possible using online only data. This screening method was used to achieve a general population sample; this assures the survey sample is screened in proportion to how it exists in the actual population.

- Interviewing is spread across all days of the week to fairly represent weekly usage.

Quota and Questionnaire:

- The goal is 4000 interviews collected over a 12 month period (January 1, 2021 through December 31, 2021). 4,125 interviews were conducted in 2021.
- The survey takes about 14 minutes, on average, to complete.
- Interviews were made available in English.

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