

2021 LOCAL MEDIA TRACKING STUDY

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

2021 LOCAL MEDIA TRACKING STUDY

Table of Contents

A.	Overall PYP Usage Statistics	3	AA.	Social Network Reference to Ads	20
B.	PYP Reference to Ads	3	AB.	Selection SN Predisposition	21
C.	Media Source Comparison	4	AC.	Action Taken After SN Search	21
D.	Selection PYP Predisposition	5	AD.	Top Social Network Headings	22
E.	Action Taken After PYP Search	5	AE.	SN Users by Demographics	23
F.	Top PYP Headings	6	AF.	Overall Online Videos Usage Statistics	24
G.	PYP Users by Demographics	7	AG.	Online Videos Reference to Ads	24
H.	Overall IYP Usage Statistics	8	AH.	Selection Online Videos Predisposition	25
I.	IYP Reference to Ads	8	AI.	Action Taken After Online Videos Search	25
J.	Selection IYP Predisposition	9	AJ.	Top Online Videos Headings	26
K.	Action Taken After IYP Search	9	AK.	OV Users by Demographics	27
L.	Top IYP Headings	10	AL.	Devices Used To Access the Internet	28
M.	IYP Users by Demographics	11	AM.	Device Used 1st to Look Up Information Online	29
N.	Overall Search Engine Usage Statistics	12	AN.	Frequency of Using Mobile Device(s) to Help Make Purchase Decisions	30
O.	Search Engine Reference to Ads	12	AO.	Place Where Use Mobile Device(s) to Help Make Purchase Decisions	31
P.	Selection Search Engine Predisposition	13	AP.	Things That Influence Purchase Decisions	32
Q.	Action Taken After SE Search	13	AQ.	Information Shoppers Focus On When Using Ratings & Reviews	33
R.	Top Search Engine Headings	14	AR.	Minimum Star Ratings	34
S.	SE Users by Demographics	15	AS.	Adults That Purchase Products Online (at least weekly)	35
T.	Overall Ratings/ Reviews Site Usage Statistics	16	AT.	Average Amount Spent Online in The Last 3 Months	36
U.	Ratings/Reviews Sites Reference to Ads	16	AU.	Methodology	37
V.	Selection R/R Sites Predisposition	17			
W.	Action Taken After R/R Sites Search	17			
X.	Top Ratings/Reviews Sites Headings	18			
Y.	R/R Sites Usage by Demographics	19			
Z.	Overall Social Network Usage Statistics	20			

2021 LOCAL MEDIA TRACKING STUDY

A. Overall PYP Usage Statistics

Refer to PYP at least
1 time per year 27%

Refer to PYP in
Avg. Month 19%

Refer to PYP in
Avg. Week 11%

Refer to PYP in
Avg. Day 3%

Average Number of References Per Week Among Past Week Users	2.14
Average Number of References Per Week Among Total US Adult Population	0.25
Number of References Made in 2020 by US Adults	3.3 Billion

(0.25 x 52 wks x 250 million = 3.3 billion)

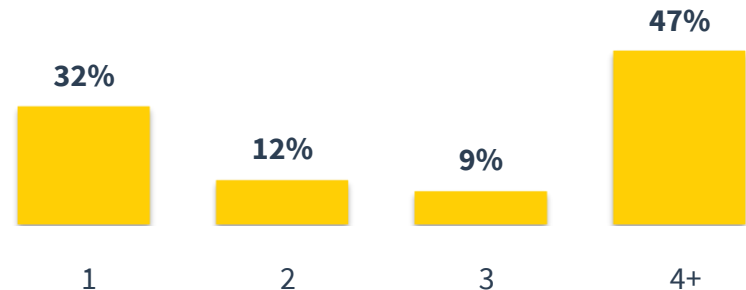
PYP



B. PYP Reference to Ads



Number of ads looked at by those referencing ads



NOTE: Based on 4,246 interviews with a random sample of U.S. adults from all online reporting in 2020.

NOTE: Based on the number of searches using PYP: 2,972 in 2020.

2021 LOCAL MEDIA TRACKING STUDY

C. Media Source Comparison

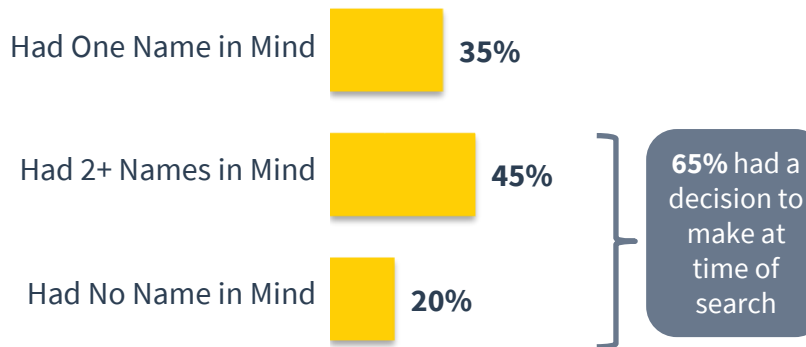
2020 Past Month Reach (%)

													
	19	25	84	51	73	66	19	41	66	38	65	78	70
5 YR CAGR	-3.7%	-2.2%	-0.2%	3.5%	7.0%	7.5%	-2.0%	-3.1%	-0.3%	-1.5%	1.6%	2.5%	7.8%

NOTE: Based on 4,246 interviews with a random sample of U.S. adults from all online reporting in 2020.

2021 LOCAL MEDIA TRACKING STUDY

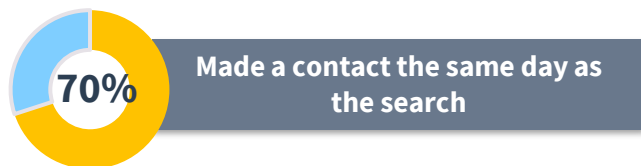
D. Selection PYP Predisposition



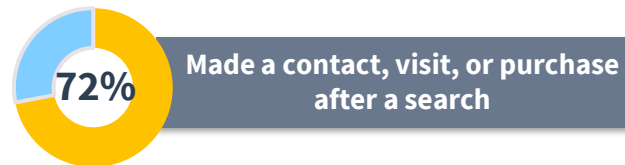
NOTE: Based on the number of searches using PYP: 2,972 in 2020.

E. Action Taken After PYP Search

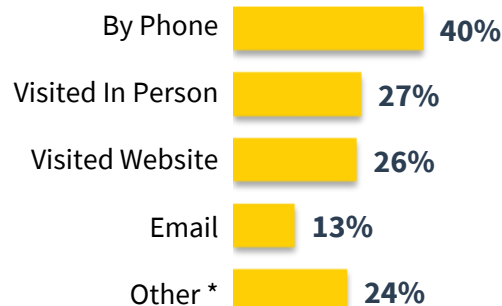
Timing of Contact



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

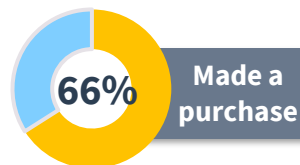


Type of Contact

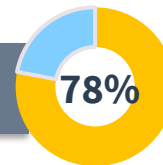


2.3

Avg. number of places contacted among those making contact



Made a purchase or were likely to do so



Among those making a purchase...



NOTE: Type of contact based on 2,140 PYP searches resulting in a contact.
*Other includes postal mail, online chat, and other methods.

2021 LOCAL MEDIA TRACKING STUDY

F. Top PYP Headings

Rank	Heading	2020 Usage Est. (Millions) out of 3.3 Billion Total
1	Restaurants	260.9
2	Grocers Retail (Supermarket)	100.4
3	Beauty Salons	75.2
4	Physician and Surgeons	73.5
5	Auto Dealer-New and Used	68.3
6	Auto Repairs & Service	58.6
7	Discount Stores	54.1
8	Dentists	53.2
9	Pharmacies	51.8
10	Plumbing Contractors	48.2
11	Auto Parts - New and Used	44.2
11	Pizza	44.2
13	Banks/ Savings & Loan	36.4
14	Furniture-Retail	35.2
15	Electronics (i.e. iPad, iPod, Kindle, etc.)	35.1
16	Insurance	33.1
17	Appliance Dealers	32.9
18	Hotels	32.6
19	Home Improvement/Remodeling	32.3
20	Tire Dealers	31.0
21	Shoes-Retail	30.8
22	Theaters	26.5
23	Clinics	25.9
23	Computer Dealers/ Equipment/ Software	25.9
23	Veterinarians/Veterinary Hospitals	25.9



F. Top PYP Headings (Cont'd)

Rank	Heading	2020 Usage Est. (Millions) out of 3.3 Billion Total
26	Coffee Houses (i.e. Starbucks, etc.)	24.2
26	Retail Hardware	24.2
28	Nail Salons	23.8
29	Pest Control Services	22.6
30	Department Stores	21.8
31	Sporting Goods - Retail	21.1
32	Pet Supplies and Foods-Retail	20.8
33	Attorneys/ Lawyers	19.7
33	Pet Grooming	19.7
35	Shopping Centers	19.2
36	Electrician/ Electrical Contractors	19.0
37	Roofing Contractors	17.4
38	Hospitals	15.9
39	Landscape Contractors	13.1
40	Air Conditioning Service & Repair	12.0
40	Real Estate	12.0
42	Tree Service	11.8
43	Car Washing and Polishing	10.6
44	Contractors-General	10.3
44	Painting Contractors	10.3
46	Carpet & Rug Cleaners	10.0
47	Pets	9.2
48	Doors/ Garage Doors	9.0
48	Windows	9.0
50	Movers & Full Service Storage	8.8

NOTE: **All Headings.** 2015-20 Sample = 22,760

2021 LOCAL MEDIA TRACKING STUDY



G. PYP Users by Demographics

Demographic	Sample	Usage	Index
Total	100%	100%	100
Gender			
Female	49%	51%	103
Male	51%	49%	97
Age			
18 – 24	13%	10%	79
25 – 34	19%	15%	81
35 – 44	21%	22%	105
45 – 54	17%	18%	109
55 – 64	14%	16%	114
65+	16%	18%	112
Education			
< H.S.	3%	2%	72
H.S Grad	21%	18%	85
Some College	25%	25%	101
College Grad +	51%	55%	107
Race			
Caucasian	77%	79%	103
African American	9%	9%	96
Hispanic	5%	4%	83
Other	8%	8%	100

Demographic	Sample	Usage	Index
Total	100%	100%	100
Annual Income			
<\$10K	9%	7%	76
\$10K - <\$25K	16%	16%	100
\$25K - <\$40K	18%	17%	94
\$40K - <\$60K	18%	18%	100
\$60K - <\$100K	20%	22%	108
\$100K +	20%	21%	105
Marital Status			
Married	54%	56%	103
Single	23%	21%	91
Divorced	13%	14%	103
Separated	3%	3%	100
Widowed	6%	6%	100
Residence			
Own	63%	67%	106
Rent	34%	31%	91
Area Live In			
Urban	26%	25%	96
Suburban	50%	51%	103
Rural	22%	23%	103

NOTE: Based on 2020.

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

2021 LOCAL MEDIA TRACKING STUDY

H. Overall IYP Usage Statistics

Refer to IYP at least
1 time per year 40%

Refer to IYP in
Avg. Month 25%

Refer to IYP in
Avg. Week 14%

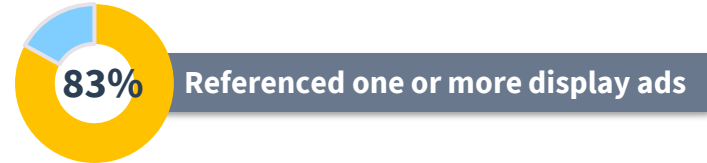
Refer to IYP in
Avg. Day 4%

Average Number of References Per Week Among Past Week Users	2.25
Average Number of References Per Week Among Total US Adult Population	0.34
Number of References Made in 2020 by US Adults	4.4 Billion

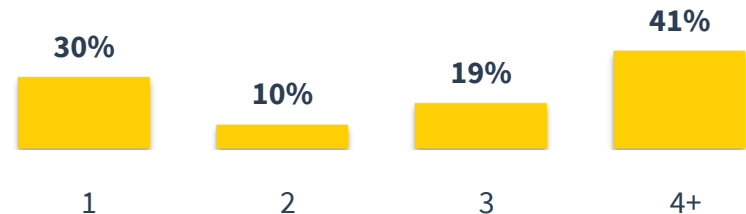
$(0.34 \times 52 \text{ wks} \times 250 \text{ million} = 4.4 \text{ billion})$

NOTE: Based on 4,246 interviews with a random sample of U.S. adults from all online reporting in 2020.

I. IYP Reference to Ads



Number of ads looked at by those referencing ads



NOTE: Based on the number of searches using IYP: 4,560 in 2020.

2021 LOCAL MEDIA TRACKING STUDY

J. Selection IYP Predisposition

Had One Name in Mind  **33%**

Had 2+ Names in Mind  **46%**

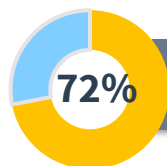
Had No Name in Mind  **21%**

67% had a decision to make at time of search

NOTE: Based on the number of searches using IYP: 4,560 in 2020.

K. Action Taken After IYP Search

Timing of Contact

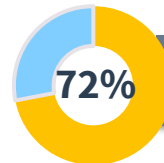


Made a contact the same day as the search

IYP



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



Made a contact, visit, or purchase after a search

Type of Contact

By Phone  **44%**

Visited In Person  **26%**

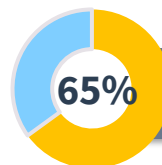
Visited Website  **40%**

Email  **12%**

Other *  **18%**

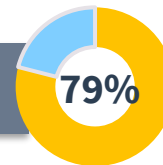
2.2

Avg. number of places contacted among those making contact

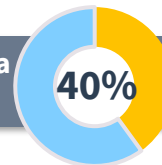


Made a purchase

Made a purchase or were likely to do so



Among those making a purchase...



...are new customers

NOTE: Type of contact based on 3,283 IYP searches resulting in a contact.

*Other includes postal mail, online chat, and other methods.

2021 LOCAL MEDIA TRACKING STUDY



L. Top IYP Headings

Rank	Heading	2020 Usage Est. (Millions) out of 4.4 Billion Total
1	Restaurants	346.8
2	Grocers Retail (Supermarket)	157.4
3	Beauty Salons	107.6
4	Auto Dealer-New and Used	99.7
5	Physician and Surgeons	96.0
6	Pizza	83.1
7	Auto Repairs & Service	80.9
8	Discount Stores	78.3
9	Dentists	73.4
10	Auto Parts - New and Used	69.9
11	Plumbing Contractors	61.2
12	Pharmacies	57.0
13	Electronics (i.e. iPad, iPod, Kindle, etc.)	53.3
14	Appliance Dealers	52.8
15	Furniture-Retail	52.4
16	Tire Dealers	52.0
17	Insurance	50.2
18	Banks/ Savings & Loan	48.9
19	Department Stores	48.4
20	Home Improvement/Remodeling	44.9
21	Shoes-Retail	44.1
22	Hotels	43.6
23	Pet Supplies and Foods-Retail	41.6
24	Computer Dealers/ Equipment/ Software	40.3
25	Veterinarians/Veterinary Hospitals	37.9

L. Top IYP Headings (Cont'd)

Rank	Heading	2020 Usage Est. (Millions) out of 4.4 Billion Total
26	Retail Hardware	37.5
27	Shopping Centers	36.4
28	Theaters	35.9
29	Coffee Houses (i.e. Starbucks, etc.)	32.7
30	Pest Control Services	32.0
31	Car Washing and Polishing	30.2
31	Pet Grooming	30.2
33	Clinics	28.1
33	Hospitals	28.1
35	Nail Salons	27.6
36	Sporting Goods - Retail	25.6
37	Roofing Contractors	23.9
38	Electrician/ Electrical Contractors	20.8
39	Attorneys/ Lawyers	20.6
40	Contractors-General	17.8
41	Landscape Contractors	16.7
42	Real Estate	16.4
43	Massage	16.0
44	Air Conditioning Service & Repair	15.6
44	Auto Body Repair	15.6
46	Travel Agencies	14.7
46	Tree Service	14.7
48	Carpet & Rug Cleaners	14.5
49	Movers & Full Service Storage	13.6
49	Pets	13.6

NOTE: All Headings. 2015-20 Sample = 25,472

2021 LOCAL MEDIA TRACKING STUDY



M. IYP Users by Demographics

Demographic	Sample	Usage	Index
Total	100%	100%	100
Gender			
Female	49%	61%	121
Male	51%	39%	79
Age			
18 – 24	13%	13%	103
25 – 34	19%	20%	105
35 – 44	21%	21%	104
45 – 54	17%	17%	100
55 – 64	14%	14%	100
65+	16%	15%	64
Education			
< H.S.	3%	3%	100
H.S Grad	21%	21%	101
Some College	25%	30%	121
College Grad +	51%	47%	91
Race			
Caucasian	77%	79%	103
African American	9%	10%	105
Hispanic	5%	5%	100
Other	8%	7%	96

Demographic	Sample	Usage	Index
Total	100%	100%	100
Annual Income			
<\$10K	9%	8%	99
\$10K - <\$25K	16%	11%	73
\$25K - <\$40K	18%	17%	95
\$40K - <\$60K	18%	19%	102
\$60K - <\$100K	20%	21%	107
\$100K +	20%	21%	107
Marital Status			
Married	54%	55%	105
Single	23%	24%	102
Divorced	13%	12%	92
Separated	3%	2%	93
Widowed	6%	7%	108
Residence			
Own	63%	66%	103
Rent	34%	32%	96
Area Live In			
Urban	26%	28%	104
Suburban	50%	46%	89
Rural	22%	27%	119

NOTE: Based on 2020.

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

2021 LOCAL MEDIA TRACKING STUDY

N. Overall Search Engine Usage Statistics



O. Search Engine Reference to Ads

Refer to SE at least 1 time per year 93%

Refer to SE in Avg. Month 84%

Refer to SE in Avg. Week 75%

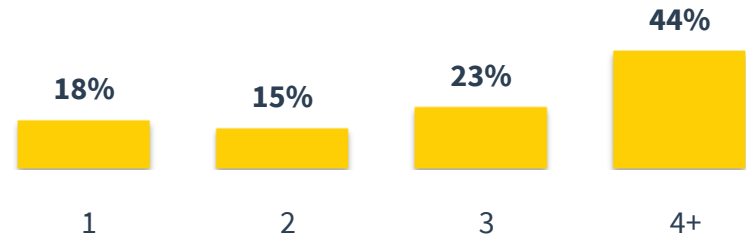
Refer to SE in Avg. Day 18%

Average Number of References Per Week Among Past Week Users	5.44
Average Number of References Per Week Among Total US Adult Population	3.44
Number of References Made in 2020 by US Adults	44.7 Billion

(3.44 x 52 wks x 250 million = 44.1 billion)



Number of ads looked at by those referencing ads

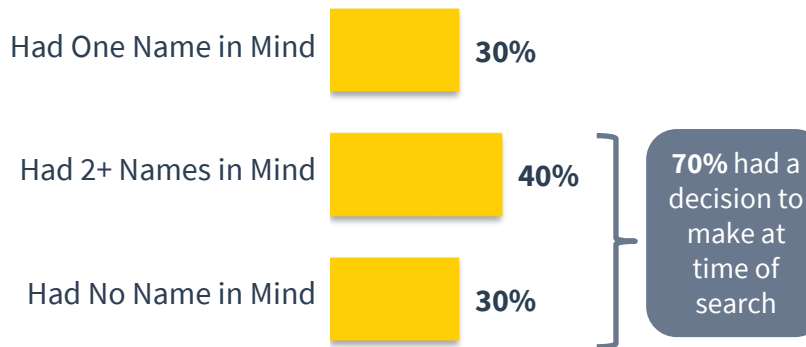


NOTE: Based on 4,246 interviews with a random sample of U.S. adults from all online reporting in 2020.

NOTE: Based on the number of searches using SE: 20,384 in 2020.

2021 LOCAL MEDIA TRACKING STUDY

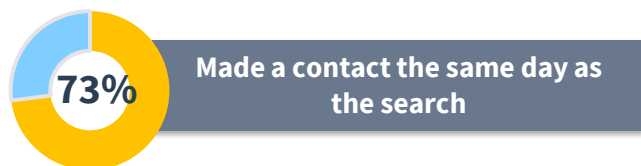
P. Selection Search Engine Predisposition



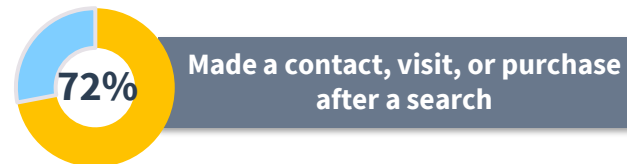
NOTE: Based on the number of searches using SE: 20,384 in 2020.

K. Action Taken After SE Search

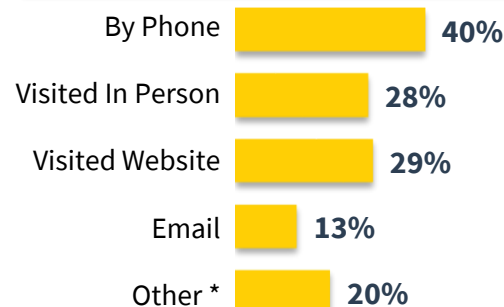
Timing of Contact



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

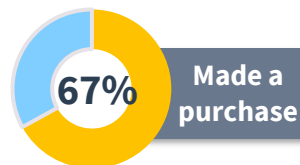


Type of Contact

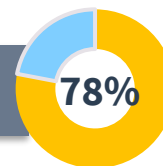


2.1

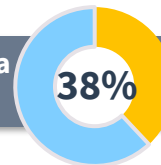
Avg. number of places contacted among those making contact



Made a purchase or were likely to do so



Among those making a purchase...



...are new customers

NOTE: Type of contact based on 14,676 SE searches resulting in a contact.
*Other includes postal mail, online chat, and other methods.

2021 LOCAL MEDIA TRACKING STUDY



R. Top Search Engine Headings

Rank	Heading	2020 Usage Est. (Millions) out of 44.7 Billion Total
1	Restaurants	4,496.2
2	Grocers Retail (Supermarket)	1,418.2
3	Beauty Salons	956.3
4	Pizza	816.8
5	Auto Dealer-New and Used	785.9
6	Pharmacies	696.9
7	Physician and Surgeons	677.6
8	Discount Stores	673.7
9	Theaters	586.0
10	Department Stores	581.8
11	Hotels	576.0
12	Auto Repairs & Service	509.8
13	Shoes-Retail	505.3
14	Banks/ Savings & Loan	487.6
15	Auto Parts - New and Used	478.0
16	Electronics (i.e. iPad, iPod, Kindle, etc.)	464.8
17	Retail Hardware	415.3
18	Pet Supplies and Foods-Retail	411.4
19	Dentists	410.1
20	Coffee Houses (i.e. Starbucks, etc.)	402.8
21	Furniture-Retail	401.5
22	Appliance Dealers	394.4
23	Home Improvement/Remodeling	370.6
24	Computer Dealers/ Equipment/ Software	367.4
25	Insurance	365.5

R. Top Search Engine Headings (Cont'd)

Rank	Heading	2020 Usage Est. (Millions) out of 44.7 Billion Total
26	Sporting Goods - Retail	357.4
27	Shopping Centers	335.9
28	Nail Salons	327.5
29	Tire Dealers	312.1
30	Plumbing Contractors	271.9
31	Veterinarians/Veterinary Hospitals	255.9
32	Clinics	237.5
33	Hospitals	219.9
34	Real Estate	204.1
35	Pet Grooming	163.6
36	Pest Control Services	163.3
37	Car Washing and Polishing	156.7
38	Electrician/ Electrical Contractors	138.5
39	Massage	132.1
40	Janitor Service	130.5
41	Air Conditioning Service & Repair	130.2
41	Attorneys/ Lawyers	130.2
43	Travel Agencies	127.0
44	Roofing Contractors	125.0
45	Tax Return Preparation	124.7
46	Landscape Contractors	118.9
47	Doors/ Garage Doors	115.4
48	Pets	113.1
49	Painting Contractors	112.8
50	Tree Service	105.4

NOTE: **All Headings.** 2015-20 Sample = 160,575

2021 LOCAL MEDIA TRACKING STUDY



S. SE Users by Demographics

Demographic	Sample	Usage	Index
Total	100%	100%	100
Gender			
Female	49%	50%	101
Male	51%	50%	99
Age			
18 – 24	13%	13%	99
25 – 34	19%	20%	104
35 – 44	21%	22%	105
45 – 54	17%	18%	104
55 – 64	14%	13%	95
65+	16%	15%	95
Education			
< H.S.	3%	3%	87
H.S Grad	21%	20%	95
Some College	25%	25%	102
College Grad +	51%	52%	102
Race			
Caucasian	77%	77%	100
African American	9%	10%	102
Hispanic	5%	5%	100
Other	8%	8%	100

Demographic	Sample	Usage	Index
Total	100%	100%	100
Annual Income			
<\$10K	9%	7%	87
\$10K - <\$25K	16%	15%	95
\$25K - <\$40K	18%	18%	100
\$40K - <\$60K	18%	19%	102
\$60K - <\$100K	20%	21%	103
\$100K +	20%	21%	103
Marital Status			
Married	54%	55%	101
Single	23%	23%	100
Divorced	13%	12%	97
Separated	3%	3%	100
Widowed	6%	5%	97
Residence			
Own	63%	64%	102
Rent	34%	34%	99
Area Live In			
Urban	26%	26%	100
Suburban	50%	53%	104
Rural	22%	21%	94

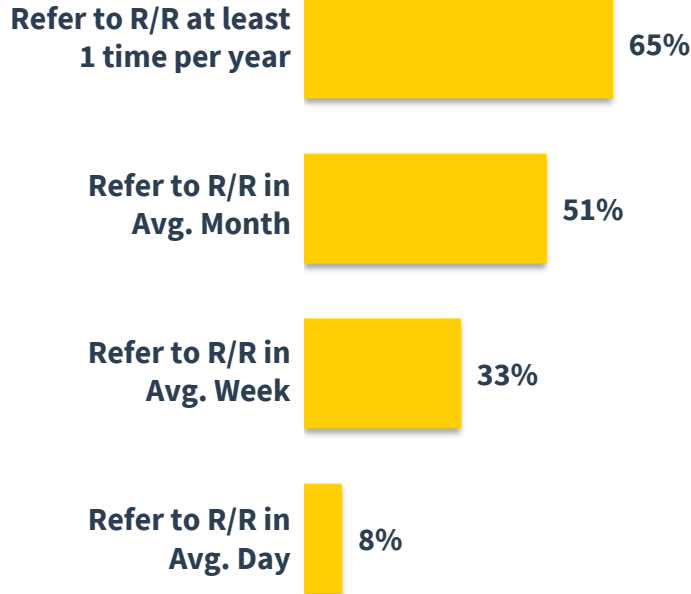
NOTE: Based on 2020.

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

2021 LOCAL MEDIA TRACKING STUDY



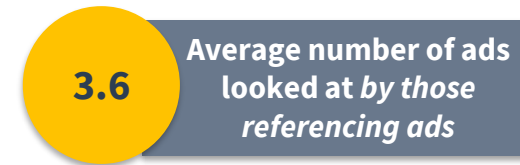
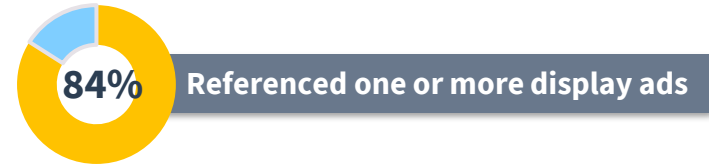
T. Overall R/R Sites Usage Statistics



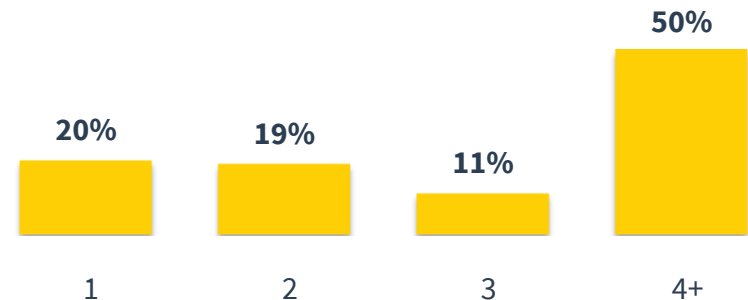
Average Number of References Per Week Among Past Week Users	3.30
Average Number of References Per Week Among Total US Adult Population	0.61
Number of References Made in 2020 by US Adults	7.9 Billion

(0.61 x 52 wks x 250 million = 7.9 billion)

U. R/R Sites Reference to Ads



Number of ads looked at by those referencing ads



NOTE: Based on 4,246 interviews with a random sample of U.S. adults from all online reporting in 2020.

NOTE: Based on the number of searches using R/R: 2,209 in 2020.

2021 LOCAL MEDIA TRACKING STUDY

V. Selection R/R Sites Predisposition

Had One Name in Mind  30%

Had 2+ Names in Mind  43%

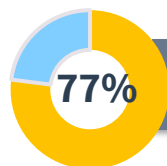
Had No Name in Mind  27%

70% had a decision to make at time of search

NOTE: Based on the number of searches using RR: 2,209 in 2020.

W. Action Taken After R/R Sites Search

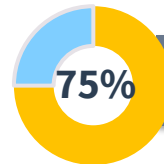
Timing of Contact



Made a contact the same day as the search



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



Made a contact, visit, or purchase after a search

Type of Contact

By Phone  48%

Visited In Person  28%

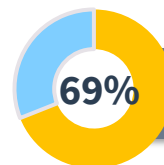
Visited Website  30%

Email  11%

Other *  23%

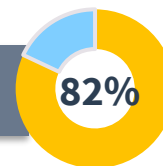
2.1

Avg. number of places contacted among those making contact

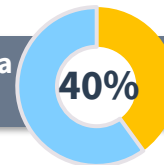


Made a purchase

Made a purchase or were likely to do so



Among those making a purchase...



...are new customers

NOTE: Type of contact based on 1,657 R/R searches resulting in a contact.

*Other includes postal mail, online chat, and other methods.

2021 LOCAL MEDIA TRACKING STUDY



X. Top Ratings/Reviews Sites Headings

Rank	Heading	2020 Usage Est. (Millions) out of 7.9 Billion Total
1	Restaurants	1,220.1
2	Grocers Retail (Supermarket)	334.6
3	Beauty Salons	231.1
4	Pizza	168.2
5	Physician and Surgeons	160.6
6	Pharmacies	159.2
7	Hotels	158.2
8	Department Stores	139.3
9	Auto Repairs & Service	134.8
10	Dentists	130.3
11	Discount Stores	118.6
12	Coffee Houses (i.e. Starbucks, etc.)	117.9
13	Banks/ Savings & Loan	107.6
14	Pet Supplies and Foods-Retail	106.3
15	Nail Salons	103.9
16	Auto Dealer-New and Used	103.5
17	Electronics (i.e. iPad, iPod, Kindle, etc.)	101.4
18	Auto Parts - New and Used	89.8
19	Furniture-Retail	89.1
20	Car Washing and Polishing	88.7
21	Shoes-Retail	88.4
22	Theaters	88.0
23	Shopping Centers	87.0
24	Computer Dealers/ Equipment/ Software	86.0
25	Appliance Dealers	85.6

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

Rank	Heading	2020 Usage Est. (Millions) out of 7.9 Billion Total
26	Home Improvement/Remodeling	82.5
27	Tire Dealers	81.2
28	Plumbing Contractors	77.0
29	Retail Hardware	76.3
30	Veterinarians/Veterinary Hospitals	71.9
31	Insurance	70.5
32	Sporting Goods - Retail	67.7
33	Clinics	65.0
34	Hospitals	60.2
35	Pet Grooming	53.3
36	Landscape Contractors	49.5
37	Pest Control Services	49.2
38	Painting Contractors	46.8
39	Electrician/ Electrical Contractors	43.7
40	Massage	39.2
41	Tax Return Preparation	37.5
42	Roofing Contractors	37.1
43	Contractors-General	36.1
44	Janitor Service	35.8
45	Auto Body Repair	35.1
46	Real Estate	34.4
47	Air Conditioning Service & Repair	33.0
48	Travel Agencies	30.3
49	Attorneys/ Lawyers	29.6
50	Doors/ Garage Doors	27.2

NOTE: All Headings. 2015-20 Sample = 27,397

2021 LOCAL MEDIA TRACKING STUDY



Y. R/R Sites Users by Demographics

Demographic	Sample	Usage	Index
Total	100%	100%	100
Gender			
Female	49%	55%	111
Male	51%	45%	90
Age			
18 – 24	13%	16%	127
25 – 34	19%	19%	99
35 – 44	21%	21%	103
45 – 54	17%	13%	80
55 – 64	14%	15%	102
65+	16%	16%	100
Education			
< H.S.	3%	3%	100
H.S Grad	21%	22%	104
Some College	25%	26%	108
College Grad +	51%	52%	101
Race			
Caucasian	77%	78%	101
African American	9%	9%	100
Hispanic	5%	6%	123
Other	8%	7%	83

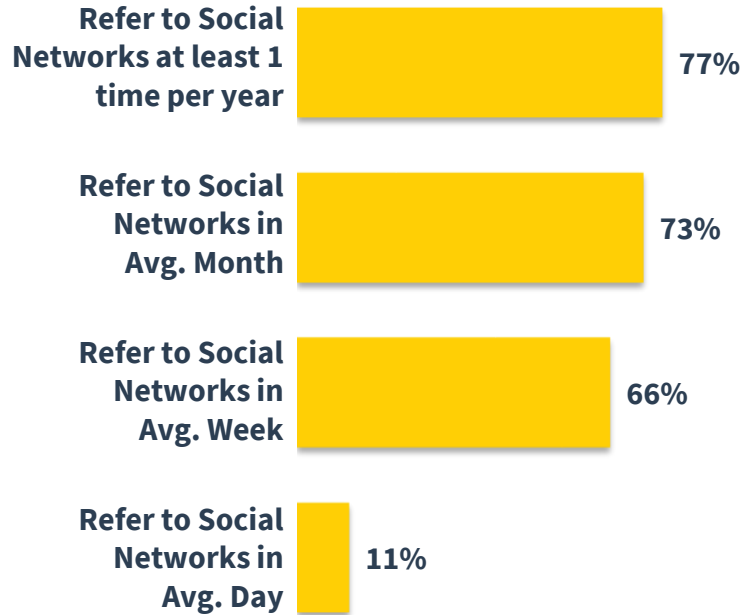
Demographic	Sample	Usage	Index
Total	100%	100%	100
Annual Income			
<\$10K	9%	6%	70
\$10K - <\$25K	16%	15%	99
\$25K - <\$40K	18%	17%	94
\$40K - <\$60K	18%	20%	112
\$60K - <\$100K	20%	21%	103
\$100K +	20%	21%	103
Marital Status			
Married	54%	58%	106
Single	23%	23%	100
Divorced	13%	11%	83
Separated	3%	3%	100
Widowed	6%	5%	96
Residence			
Own	63%	67%	107
Rent	34%	30%	89
Area Live In			
Urban	26%	26%	100
Suburban	50%	53%	104
Rural	22%	21%	92

NOTE: Based on 2020.

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

2021 LOCAL MEDIA TRACKING STUDY

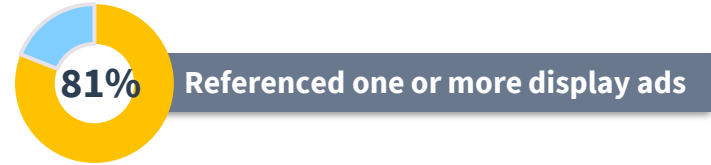
Z. Overall Social Network Usage Statistics



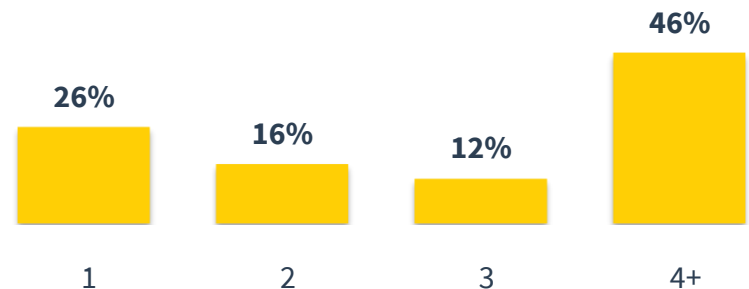
Average Number of References Per Week Among Past Week Users	2.40
Average Number of References Per Week Among Total US Adult Population	0.76
Number of References Made in 2020 by US Adults	9.8 Billion

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

AA. Social Network Reference to Ads



Number of ads looked at by those referencing ads



NOTE: Based on 4,246 interviews with a random sample of U.S. adults from all online reporting in 2020.

NOTE: Based on the number of searches using Social Networks: 4,161 in 2020.

2021 LOCAL MEDIA TRACKING STUDY



AB. Selection SN Predisposition

Had One Name in Mind **34%**

Had 2+ Names in Mind **42%**

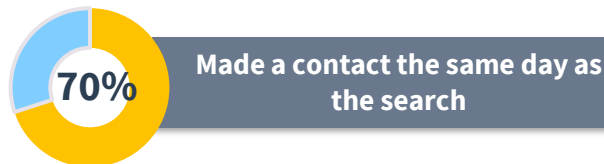
Had No Name in Mind **24%**

66% had a decision to make at time of search

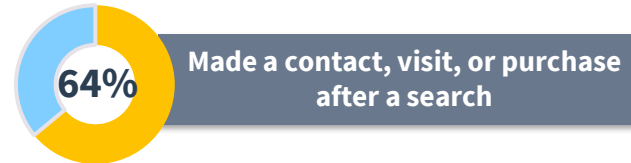
NOTE: Based on the number of searches using SN: 4,161 in 2019.

AC. Action Taken After SN Search

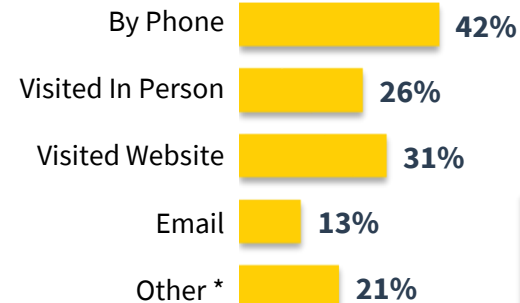
Timing of Contact



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



Type of Contact

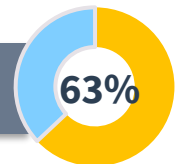


2.3

Avg. number of places contacted among those making contact



Made a purchase or were likely to do so



Among those making a purchase...



NOTE: Type of contact based on 2,663 SN searches resulting in a contact.

*Other includes postal mail, online chat, and other methods.

2021 LOCAL MEDIA TRACKING STUDY

AD. Top Social Network Headings



AD. Top Social Network Headings (Cont'd)

Rank	Heading	2020 Usage Est. (Millions) out of 9.8 Billion Total
1	Restaurants	1,003.7
2	Grocers Retail (Supermarket)	486.2
3	Beauty Salons	294.7
4	Pizza	288.9
5	Pharmacies	269.2
6	Department Stores	231.7
7	Discount Stores	213.5
8	Hotels	194.2
9	Banks/ Savings & Loan	174.4
10	Physician and Surgeons	171.0
11	Dentists	169.0
12	Coffee Houses (i.e. Starbucks, etc.)	168.6
13	Electronics (i.e. iPad, iPod, Kindle, etc.)	150.5
14	Auto Parts - New and Used	148.9
15	Shoes-Retail	147.4
16	Pet Supplies and Foods-Retail	136.9
17	Nail Salons	134.2
18	Furniture-Retail	129.6
19	Shopping Centers	127.6
20	Auto Dealer-New and Used	126.1
21	Auto Repairs & Service	124.5
21	Car Washing and Polishing	124.5
23	Theaters	123.8
24	Retail Hardware	111.0
25	Sporting Goods - Retail	106.4

Rank	Heading	2020 Usage Est. (Millions) out of 9.8 Billion Total
26	Computer Dealers/ Equipment/ Software	104.4
27	Tire Dealers	101.0
28	Hospitals	99.8
29	Veterinarians/Veterinary Hospitals	98.6
30	Appliance Dealers	98.2
31	Insurance	94.4
32	Home Improvement/Remodeling	90.9
33	Clinics	80.5
34	Plumbing Contractors	68.1
35	Janitor Service	62.7
36	Pest Control Services	62.3
37	Pet Grooming	59.2
38	Tax Return Preparation	54.5
39	Landscape Contractors	52.2
40	Air Conditioning Service & Repair	49.1
41	Roofing Contractors	46.8
42	Electrician/ Electrical Contractors	45.6
43	Massage	44.9
44	Carpet & Rug Cleaners	44.5
45	Doors/ Garage Doors	39.1
46	Real Estate	37.1
47	Contractors-General	36.7
48	Financial Services	36.4
48	Painting Contractors	36.4
50	Chiropractors	35.6

NOTE: All Headings. 2015-20 Sample = 26,078

2021 LOCAL MEDIA TRACKING STUDY



AE. Social Network Users by Demographics

Demographic	Sample	Usage	Index
Total	100%	100%	100
Gender			
Female	49%	53%	105
Male	51%	47%	94
Age			
18 – 24	13%	14%	127
25 – 34	19%	25%	147
35 – 44	21%	23%	107
45 – 54	17%	15%	88
55 – 64	14%	11%	74
65+	16%	12%	71
Education			
< H.S.	3%	3%	99
H.S Grad	21%	22%	105
Some College	25%	25%	100
College Grad +	51%	52%	102
Race			
Caucasian	77%	76%	98
African American	9%	9%	100
Hispanic	5%	6%	103
Other	8%	9%	105

Demographic	Sample	Usage	Index
Total	100%	100%	100
Annual Income			
<\$10K	9%	8%	90
\$10K - <\$25K	16%	15%	96
\$25K - <\$40K	18%	18%	100
\$40K - <\$60K	18%	20%	110
\$60K - <\$100K	20%	20%	100
\$100K +	20%	19%	99
Marital Status			
Married	54%	54%	100
Single	23%	23%	97
Divorced	13%	14%	105
Separated	3%	5%	165
Widowed	6%	4%	71
Residence			
Own	63%	65%	102
Rent	34%	33%	97
Area Live In			
Urban	26%	27%	103
Suburban	50%	49%	97
Rural	22%	22%	100

NOTE: Based on 2020.

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

2021 LOCAL MEDIA TRACKING STUDY



AF. Overall Online Videos Usage Statistics

Refer to Online Videos at least 1 time per year 71%

Refer to Online Videos in Avg. Month 66%

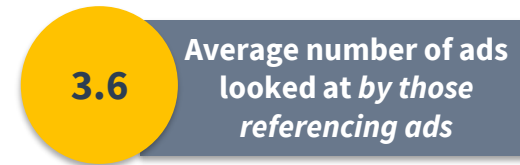
Refer to Online Videos in Avg. Week 52%

Refer to Online Videos in Avg. Day 14%

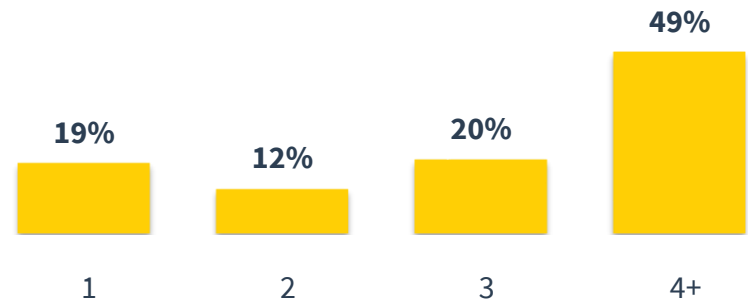
Average Number of References Per Week Among Past Week Users	4.5
Average Number of References Per Week Among Total US Adult Population	0.50
Number of References Made in 2020 by US Adults	6.5 Billion

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

AG. Online Videos Reference to Ads



Number of ads looked at by those referencing ads



NOTE: Based on 4,246 interviews with a random sample of U.S. adults from all online reporting in 2020.

NOTE: Based on the number of searches using Online Videos : 1,828 in 2020.

2021 LOCAL MEDIA TRACKING STUDY

AH. Selection Online Videos Predisposition



Had One Name in Mind **38%**

Had 2+ Names in Mind **46%**

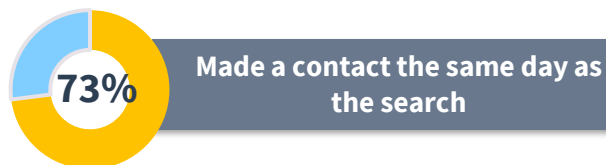
Had No Name in Mind **16%**

62% had a decision to make at time of search

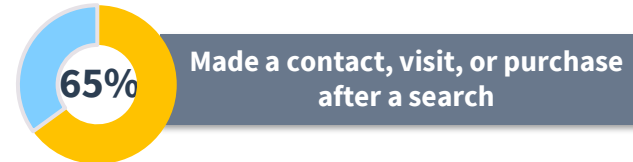
NOTE: Based on the number of searches using OV: 1,828 in 2020.

AI. Action Taken After OV Search

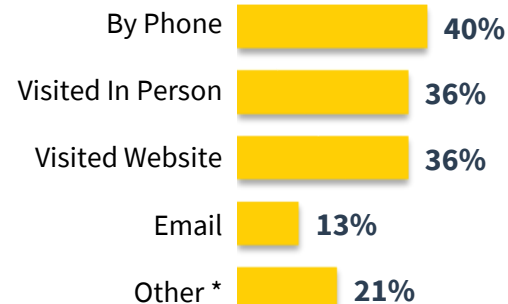
Timing of Contact



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



Type of Contact

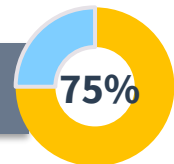


2.2

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 1,188 OV searches resulting in a contact.

*Other includes postal mail, online chat, and other methods.

2021 LOCAL MEDIA TRACKING STUDY



AJ. Top Online Videos Headings

Rank	Heading	2020 Usage Est. (Millions) out of 6.5 Billion Total
1	Restaurants	411.1
2	Grocers Retail (Supermarket)	267.2
3	Beauty Salons	135.9
4	Department Stores	128.5
5	Electronics (i.e. iPad, iPod, Kindle, etc.)	125.2
6	Pizza	123.8
7	Pharmacies	119.2
8	Auto Dealer-New and Used	118.2
9	Discount Stores	117.8
10	Auto Parts - New and Used	110.8
11	Theaters	99.6
12	Physician and Surgeons	95.0
13	Auto Repairs & Service	93.6
14	Retail Hardware	92.2
15	Hotels	88.0
16	Home Improvement/Remodeling	83.8
17	Shoes-Retail	83.3
18	Pet Supplies and Foods-Retail	81.9
19	Coffee Houses (i.e. Starbucks, etc.)	80.1
20	Appliance Dealers	79.1
21	Dentists	77.7
22	Furniture-Retail	77.3
22	Sporting Goods - Retail	77.3
24	Tire Dealers	73.1
25	Computer Dealers/ Equipment/ Software	68.0

AJ. Top Online Videos Headings (Cont'd)

Rank	Heading	2020 Usage Est. (Millions) out of 6.5 Billion Total
26	Shopping Centers	61.4
27	Car Washing and Polishing	61.0
28	Insurance	55.9
29	Nail Salons	48.9
30	Clinics	45.2
30	Plumbing Contractors	45.2
32	Hospitals	33.1
33	Pest Control Services	32.6
34	Janitor Service	28.4
35	Travel Agencies	27.9
36	Painting Contractors	26.1
37	Tax Return Preparation	25.6
38	Landscape Contractors	24.7
38	Real Estate	24.7
40	Electrician/ Electrical Contractors	23.7
41	Pet Grooming	21.9
42	Banks/ Savings & Loan	21.0
43	Financial Services	20.5
44	Doors/ Garage Doors	18.6
44	New Carpet & Rug Dealers	18.6
44	Massage	18.6
47	Carpet & Rug Cleaners	17.7
48	Contractors-General	17.2
49	Veterinarians/Veterinary Hospitals	17.1
50	Auto Body Repair	13.5

NOTE: All Headings. 2015-20 Sample = 15,137

2021 LOCAL MEDIA TRACKING STUDY



AK. Online Videos Users by Demographics

Demographic	Sample	Usage	Index
Total	100%	100%	100
Gender			
Female	49%	54%	108
Male	51%	46%	94
Age			
18 – 24	13%	13%	100
25 – 34	19%	23%	123
35 – 44	21%	21%	100
45 – 54	17%	17%	100
55 – 64	14%	9%	65
65+	16%	16%	97
Education			
< H.S.	3%	4%	111
H.S Grad	21%	21%	100
Some College	25%	28%	113
College Grad +	51%	47%	96
Race			
Caucasian	77%	80%	103
African American	9%	10%	105
Hispanic	5%	7%	130
Other	8%	3%	70

Demographic	Sample	Usage	Index
Total	100%	100%	100
Annual Income			
<\$10K	9%	5%	62
\$10K - <\$25K	16%	10%	62
\$25K - <\$40K	18%	19%	107
\$40K - <\$60K	18%	20%	110
\$60K - <\$100K	20%	27%	133
\$100K +	20%	19%	98
Marital Status			
Married	54%	54%	100
Single	23%	21%	91
Divorced	13%	15%	117
Separated	3%	5%	152
Widowed	6%	2%	43
Residence			
Own	63%	68%	107
Rent	34%	32%	93
Area Live In			
Urban	26%	26%	100
Suburban	50%	52%	112
Rural	22%	22%	96

NOTE: Based on 2020.

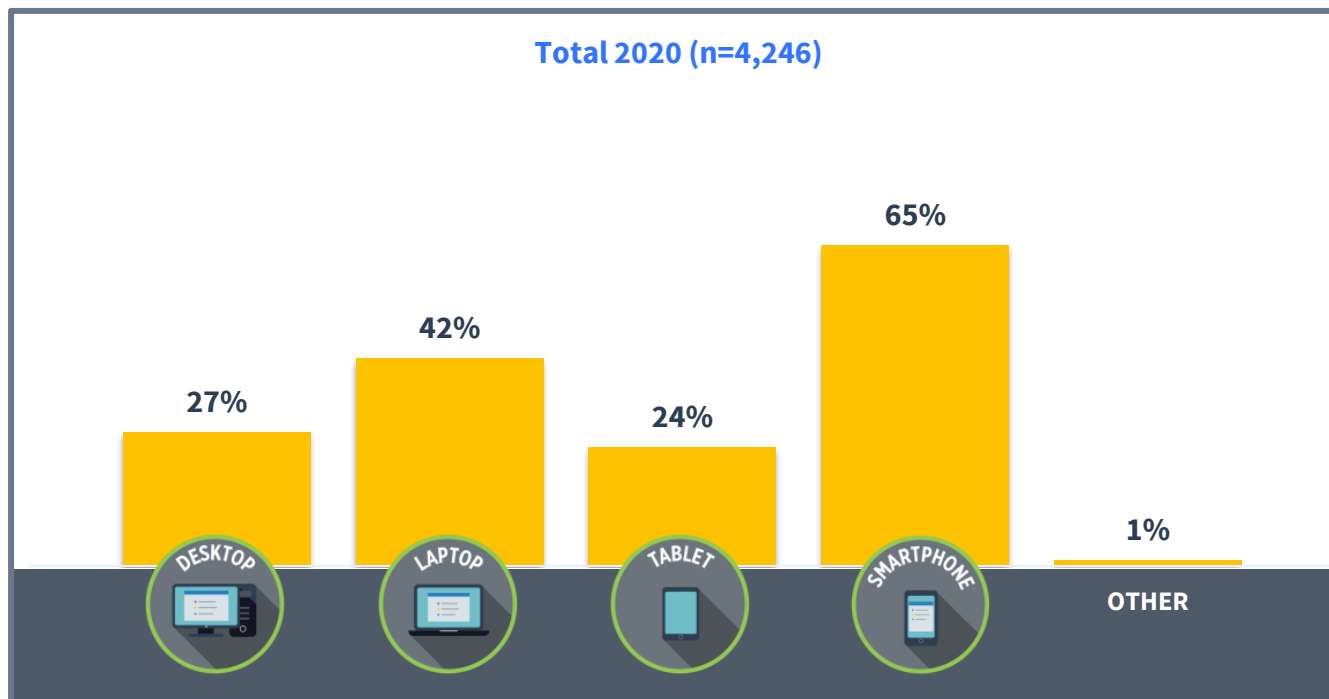
NOTE: Percentages may not add to 100% due to rounding and "prefer not to respond" responses.

2021 LOCAL MEDIA TRACKING STUDY



AL. Devices Used To Access the Internet

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

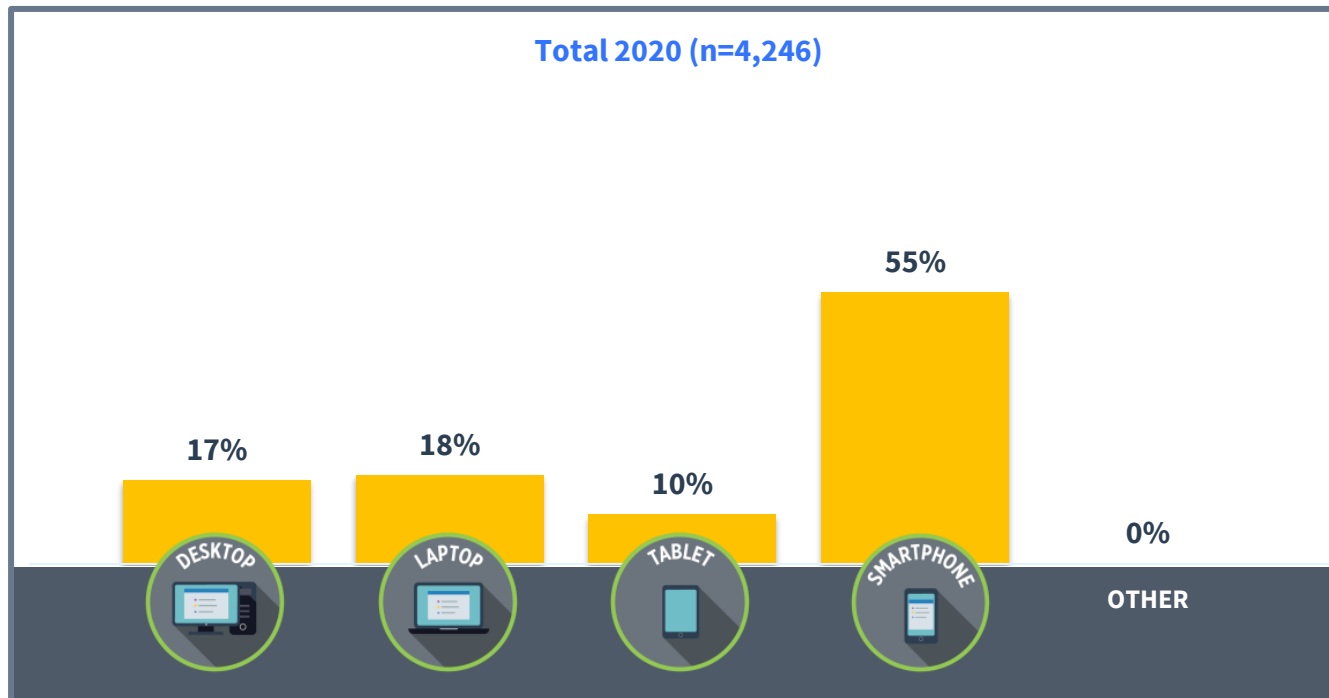


2021 LOCAL MEDIA TRACKING STUDY



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?



2021 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?

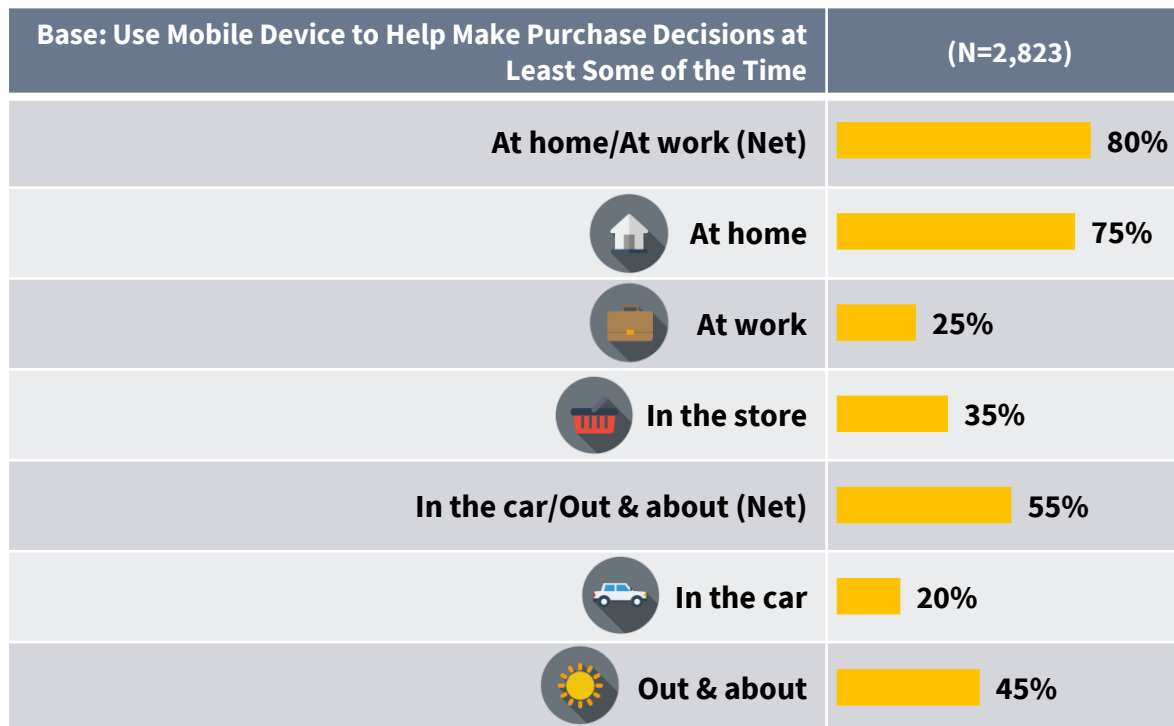
Base: Use a Smartphone/Tablet to Access the Internet	(N=2,972)
Daily (at least once a day)	 50%
Weekly (at least once a week net)	 60%
Monthly (at least once a month net)	 85%
Yearly (at least once a year net)	 95%
Less than once a year	 10%
Never	 10%

2021 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?

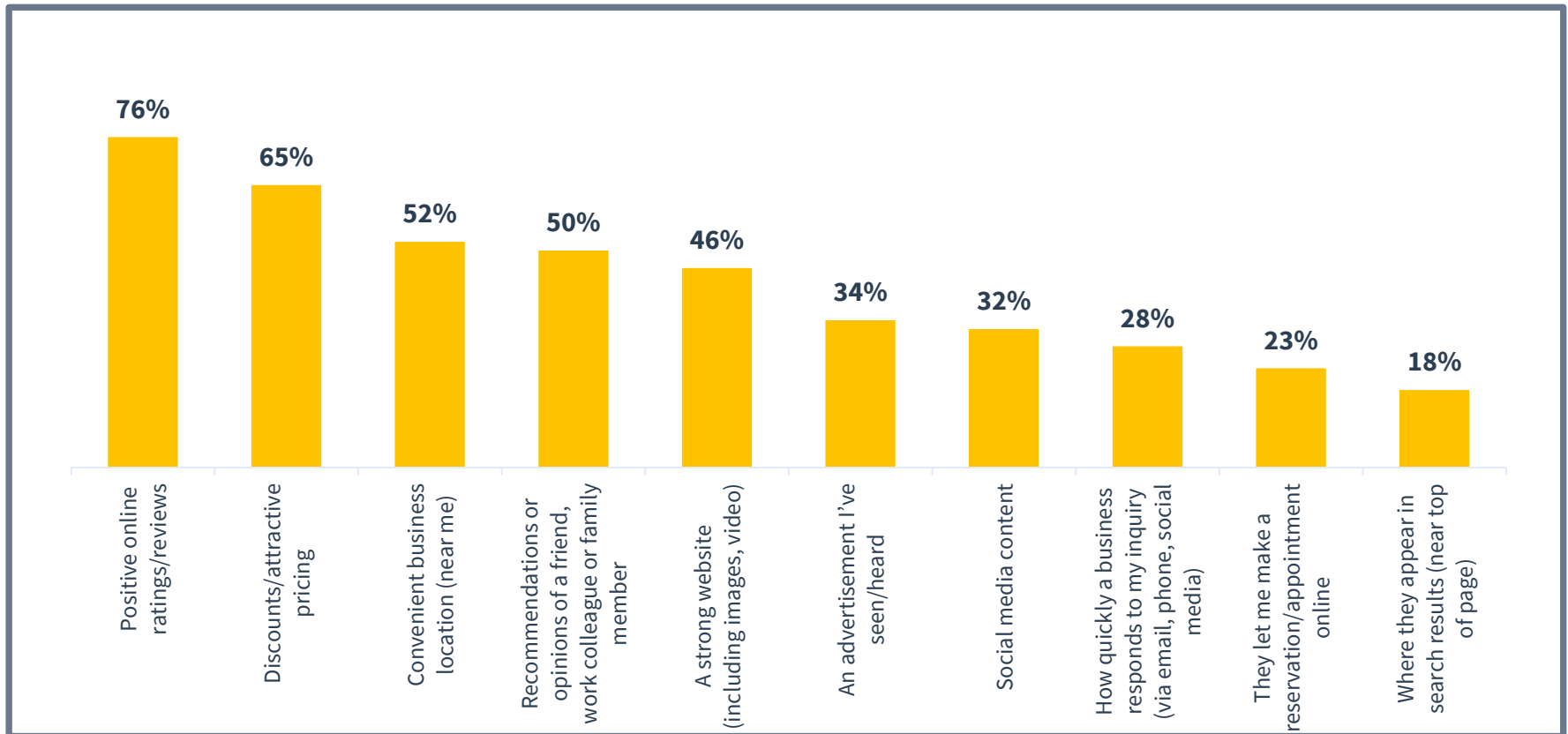


2021 LOCAL MEDIA TRACKING STUDY



AP. Things That Influence Purchase Decisions

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



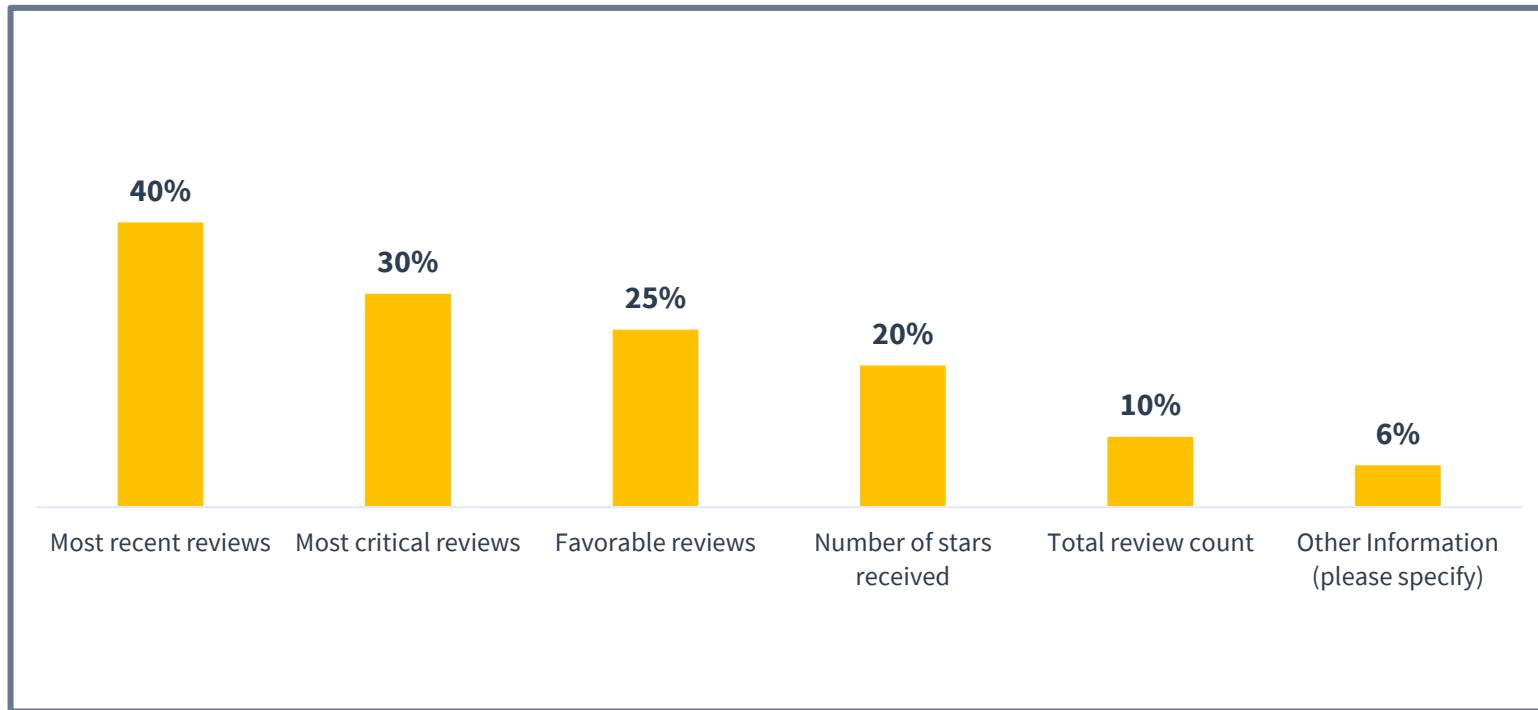
NOTE: Based on 4,246 interviews with a random sample of U.S. adults from all online reporting in 2020.

2021 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:

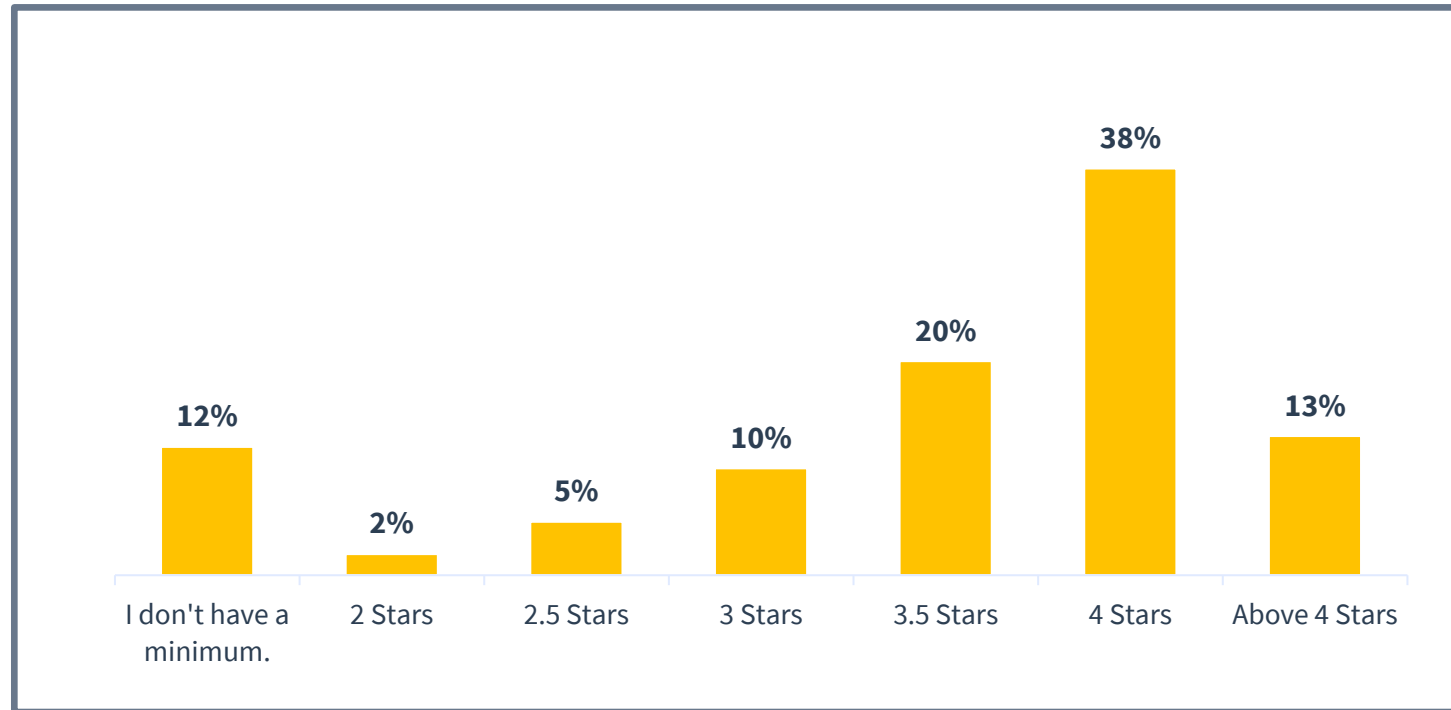


2021 LOCAL MEDIA TRACKING STUDY



AR. Minimum Star Ratings

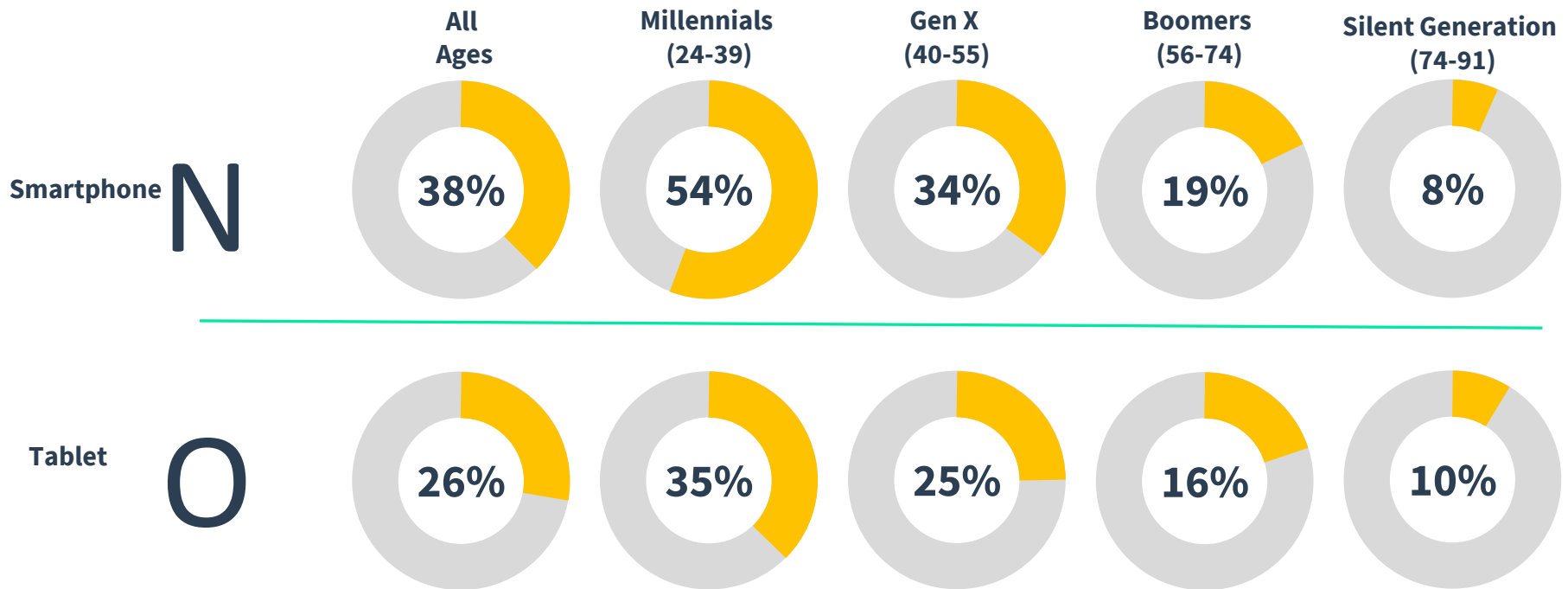
Q. What is the minimum number of stars (review ratings) a business has to have before you would consider doing business with them?



2021 LOCAL MEDIA TRACKING STUDY



AS. Adults That Purchase Products Online (at least weekly)



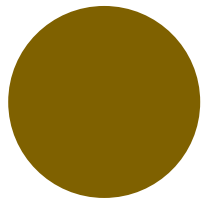
NOTE: Based on 4,246 interviews with a random sample of U.S. adults from all online reporting in 2020.

2021 LOCAL MEDIA TRACKING STUDY



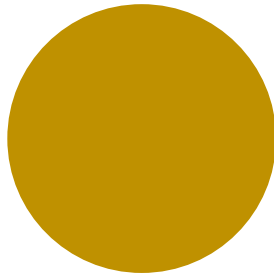
AT. Average Amount Spent Online in The Last 3 Months

\$640



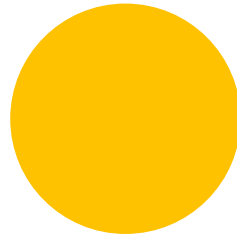
Total

\$946



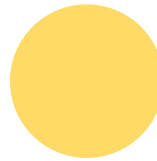
Millennials
(24-39)

\$745



Gen X
(40-55)

\$585



Boomers
(56-74)

\$400



Silent Generation
(74-91)

85% ²
of all US online adults
purchased products or
services online in the past 3
months.

2021 LOCAL MEDIA TRACKING STUDY

AU. 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 2020 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, 2020 through December 31, 2020). 4,246 interviews were conducted in 2020.
- The survey takes about 13 minutes, on average, to complete.
- Interviews were made available in English.

For additional information or more details: Lizzie Danner at Lizzie@Localogy.com



**ACHIEVE YOUR OBJECTIVES AND
RESPOND TO MARKET AND
CUSTOMER DYNAMICS WITH OUR
CUSTOM RESEARCH SERVICES.**



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