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

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

[Diagram showing consumer search behavior:]

- Home: Smartphone 53%, Computer/Tablet 76%
- On the go (car, bus, etc.): Smartphone 51%, Computer/Tablet 16%
- In-store: Smartphone 41%, Computer/Tablet 15%
- Workplace: Smartphone 33%, Computer/Tablet 24%
- Restaurant/Bar: Smartphone 33%, Computer/Tablet 12%

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

50% of consumers who visit a store within a day of their local search:
- Smartphone
- Computer/Tablet

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:
- Feature your address and directions in your ads across smartphone and computer/tablet.
- Tailor your ad copy for the variety of locations and contexts in which your consumers are searching.
- Use radius bidding to reach consumers near stores and build an attribution model for local searches.
- 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.