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7. About Us
In 2015, YP’s research found that consumers don’t follow a straight line when they search, but instead they zigzag, searching from home to work to anywhere in between, and on every device available.

The insights presented exciting opportunities for businesses to reach more customers, and it led to another question: Why? Why do certain consumers pivot in one direction while others move a different way? What is the motivation behind those decision points and how can we better predict that behavior to help small & medium sized businesses (SMBs) reach those consumers more effectively?

To find the answers, YP collaborated with Thrive Analytics and the Local Search Association to investigate consumers’ local search behavior and identify why they make the moves they make, and ultimately…why they buy. The study looked at everything from which information is considered valuable to consumers to reasons why they won’t even consider doing business with a company while they are looking for local products and services.

Some key highlights from the study are as follows:

CONSUMERS VALUE TWO TYPES OF INFORMATION TO HELP THEM MAKE BUYING DECISIONS:

Primary information is the key driver for basic shopping. Primary information, which consists of critical types of information like pricing, the availability of the product or service, the location of the business, and the availability of customer service, helps consumers know the basics about the businesses offering the product or service they need. For 52% of consumers, this was all the information they needed to make a buying decision.

Secondary information is a driver for more complex shopping. Secondary information provides more context around the product or service. It includes testimonials, coupons or deals, information about the business, and photos or videos of the product or service. These pieces of information satisfy additional questions/needs that consumers may have. Almost half (48%) of consumers stated they made their buying decision based on this information. What’s more important is that, regardless of the products or services the consumers were shopping for, those who made their buying decision based on secondary information spent twice as much (on average) than those relying just on primary information.
CONSUMERS SEEK INFORMATION EVERYWHERE THROUGH MULTIPLE DEVICES:

Majority of shopping occurs through multiple channels and devices. Seventy-six percent (76%) of the shopping begins in the home, with 57% of consumers using some form of mobile device throughout the process. Shopping isn’t confined to the home either. When shopping for a product or service, 22% of consumers searched both at home and away from home, while only 8% shopped “only away from home” and 70% shopped “only at home.” Top categories for mobile only device usage include Personal Care Services (37%), Entertainment (33%), and Automotive Services (30%).

Device usage is driven by convenience factors. While most of the shopping starts in the home, it’s conducted on multiple devices. Shoppers use mobile devices because they are convenient (66%) and fast (47%). Desktop/Laptop usage is driven by being at home (60%) and having larger screens to make it easier to see content (44%).

INFORMATION SOURCES USED BY CONSUMERS VARY BY SHOPPING CATEGORY:

Consumers use a number of information sources. Consumers consulted an average of 2.9 information sources during the shopping process to help them make buying decisions. Automotive Services and Entertainment were at the lower end with an average of 2.3 and 2.4 sources used, respectively. Moving & Storage Services was the highest with an average of 3.6 sources used.

Information sought dictates sources of information used. Depending on the shopping category, the sources of information used varied dramatically. For some, like Pet Care Services, ratings and reviews and the business’s Facebook page are important. For others like Legal, Financial or Insurance Services, reading online articles and industry websites are important. The use of these channels is driven primarily by the information they provide. This report provides detailed profiles for each shopping category.

Location plays a big role in the buying decision. While marketing service providers can’t control where a business is located, many buying decisions are influenced by the business location (39%). This is especially high for the Entertainment (50%), Automotive Services (48%), and Personal Care or Beauty Services (48%) categories. This opens the opportunity for location-based marketing activities for these segments.

CONSUMERS ARE SELECTIVE ABOUT WHO THEY CHOOSE TO DO BUSINESS WITH:

Inconsistencies turn off consumers. Consumers want to find consistent messages and content for businesses across all channels and devices. Top reasons consumers won’t consider, and therefore choose, a local business include high prices (62%), negative ratings & reviews (55%), inconsistent information from one place to the next (37%), website had inaccurate information listed (37%) and wrong contact information listed online (32%).

Nearly half (48%) of buying decisions are driven by secondary information. When asked about the top things that influence a decision to choose a business, price and location were at the top of the list with 43% and 39%, respectively. However, when asked what was the main reason for selecting the business they did, price and location were much lower at 18% and 13%, respectively. Nearly half (48%) of consumers stated their buying decision was based on other information—secondary information.
2. UNCOVERING INFORMATION CONSUMERS WANT

Advertising in the local space is very complex and fragmented.

Consumers are using a number of devices and channels to access information about local products and services. As YP’s previous research found, the traditional, linear path to purchase doesn’t exist anymore. Most shoppers exhibit a zigzag pattern where they bounce back and forth between devices, activities, locations and providers until they ultimately find the critical piece of information that drives them to make a purchase decision. Knowing exactly when, where, and how to reach these consumers with the right content and messages is extremely difficult for local marketers. Not only is this difficult, but failure to do so properly could mean losing potential customers.

To get a better understanding of what drives the selection of one business over another, we asked 5,418 U.S. adults about their shopping activities over a 90-day period. We explored the process they went through to find a business for a local product or service and asked why they ultimately selected, or didn’t select, a business for that product or service. Our focus was limited to eight business categories that consisted of 90+ subcategories.

The vast majority of adults shopped for a number of products or services over the 90-day period (Figure 1). Lower transaction dollar amount products/services and/or more frequently used services, such as Entertainment, led the way.

![Figure 1: Percent of U.S. Adults Who Shopped for These Services in the Past 90 Days](image-url)
at 72% followed closely by Personal Care or Beauty Services at 63%. Less frequently used and/or higher dollar amount products and services such as Legal, Financial, or Insurance Services or Moving and Storage Services were on the lower end at 35% and 30%, respectively (Figure 1).

Before we get into the specifics of the shopping process, we need to understand what information consumers are looking for in the first place. We asked each survey respondent to rate the importance of certain types of information when trying to make a decision about selecting a local business for a product or service. Then we asked them, after they selected a local business, what information influenced their decision and what was the primary reason for choosing the business as opposed to another one. Our analysis shows there are two groups of information that consumers value and they influence buying decisions in very different ways.

**Primary information**, which consists of critical types of information like pricing, the availability of the product or service, the location of the business, and the availability of customer service, helps shoppers understand the basics about the business they are considering. In some cases, this is the only information shoppers need to make a buying decision, but for many it’s just the starting point.

**Secondary information** provides more context around the product or service. It includes testimonials, coupons or deals, information about the business, and photos or videos of the business. These pieces of information satisfy additional questions/needs that shoppers may have.

Consumers typically obtain this secondary information later in the shopping process and it is the deciding factor for many consumers. When asked what the main reason was for choosing one business over another, nearly half (48%) stated it was due to secondary pieces of information that the consumer obtained on the business (Figure 3). For some categories like Legal, Financial, or Insurance Services, Moving and Storage Services, and Pet Care or Services, the secondary information accounted for over 50% of the decisions to choose buy from one business versus another.

<table>
<thead>
<tr>
<th>PRIMARY INFORMATION</th>
<th>SECONDARY INFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price 66%</td>
<td>Coupons/Offers 39%</td>
</tr>
<tr>
<td>Products/Services Offered 53%</td>
<td>Testimonials/Ratings &amp; Reviews 38%</td>
</tr>
<tr>
<td>Availability of Service 52%</td>
<td>Family/Friends Recommendations 37%</td>
</tr>
<tr>
<td>Customer Service 51%</td>
<td>“About Us” or “History” Details 26%</td>
</tr>
<tr>
<td>Location 43%</td>
<td>Photos/Videos of Business 23%</td>
</tr>
<tr>
<td></td>
<td>Familiar Business Logo/Slogan 22%</td>
</tr>
</tbody>
</table>


Q: On a scale of 1 to 10, where 1 is not important at all and 10 is very important, please rate how important the following information is when you are considering a business that offers local product or service? (Scores of 9 & 10)
To get a better understanding of which information was important for each business category, we analyzed the data and found that primary information is important to all consumers, with little to no change between categories. The importance of secondary information, however, does vary from one business category to the next (Figure 4).

For example, Home Improvement or Services shoppers value primary information for the basics but also value secondary information like testimonials, ratings & reviews, recommendations from friends/family, and being familiar with the business over others to help them make buying decisions.

Conversely, Personal Care or Beauty Services shoppers want coupons and deals, testimonials, ratings & reviews and photos or videos of the business to help them make buying decisions.

This data illustrates the complex nature of shopping today. Not only do businesses have to provide the basic information about a product or service, they also need to make available the secondary information that consumers weigh in making buying decisions. In many cases this secondary information is the key to tipping the scales in favor of a particular business.
3. WHERE CONSUMERS ARE FINDING INFORMATION

Consumers are finding information everywhere, across many devices and through different channels, for a variety of reasons.

While every shopping pattern is unique, there are several trends that can be highlighted from the study:

CONSUMERS SEEK INFORMATION EVERYWHERE ON MULTIPLE DEVICES

When asked about their past 90-day shopping activities, 76% of consumers stated they started the process at home. Shopping wasn’t confined to the home, however. When shopping for a product or service, 22% of consumers searched both at home and away from home, while only 8% shopped “only away from home” and 70% shopped “only at home.”

Over half of the consumers (57%) accessed information on some form of mobile device during the shopping process. This number rises to above 70% for many of the product and service categories as consumers use more sources of information to help make buying decisions (Figure 5).

In addition, some product and service categories showed high “mobile only” device usage. They include Personal Care Services (37%), Entertainment (33%), and Automotive Services (30%).

When asked why consumers used mobile devices, convenience (66%) and speed (47%) were the top reasons. For desktop/laptop usage, being at home (60%) and having larger screens to make it easier to see content (44%) were the main reasons cited.

CONSUMERS UTILIZE MULTIPLE SOURCES OF INFORMATION

Over half of all consumers (64%) consulted two or more sources of information with some using as many as 13 sources. The average number of sources of information used was 2.9. Automotive Services and Entertainment had the least number of sources used, with an average of 2.3 and 2.4, respectively. Moving and Storage Services had the most number of sources used with an average of 3.6.
3. WHERE CONSUMERS ARE FINDING INFORMATION

SOURCES USED VARY BY SHOPPING CATEGORY

As consumers went through the shopping process, they found information from a variety of sources (Figure 6). In many cases the information they stated they valued (Figure 4) aligned with the sources of information they used to help them make buying decisions.

For example, Pet Care or Services shoppers stated they value testimonials, ratings & reviews and photos or videos of the business to help them make buying decisions (Figure 4). These shoppers used Facebook and ratings and reviews as a source for this information (Figure 6).

Understanding these patterns by business category provides great insights for marketers and businesses. They can utilize this information to ensure their businesses are represented in all of the appropriate marketing channels.

**FIGURE 5- MOBILE DEVICE USAGE BY NUMBER OF INFORMATION SOURCES USED**
## 3. WHERE CONSUMERS ARE FINDING INFORMATION

### FIGURE 6- SOURCES OF INFORMATION USED BY SHOPPERS (% OF RESPONDENTS)

<table>
<thead>
<tr>
<th>Source of Information</th>
<th>Home Improvement or Services</th>
<th>Healthcare Services</th>
<th>Personal Care or Beauty Services</th>
<th>Pet Care or Services</th>
<th>Automotive Services</th>
<th>Entertainment</th>
<th>Moving &amp; Storage Services</th>
<th>Legal, Financial, or Insurance Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used Search Engine</td>
<td>📈</td>
<td>📈</td>
<td>📈</td>
<td>📈</td>
<td>📈</td>
<td>🌟</td>
<td>📈</td>
<td>📈</td>
</tr>
<tr>
<td>Used an Online Directory</td>
<td>📈</td>
<td>📈</td>
<td>📈</td>
<td>📈</td>
<td>📈</td>
<td>🌟</td>
<td>📈</td>
<td>📈</td>
</tr>
<tr>
<td>Used Print Yellow Pages</td>
<td>📈</td>
<td>📈</td>
<td>📈</td>
<td>📈</td>
<td>📈</td>
<td>🌟</td>
<td>📈</td>
<td>📈</td>
</tr>
<tr>
<td>Visited Industry Website</td>
<td>📈</td>
<td>📈</td>
<td>📈</td>
<td>📈</td>
<td>📈</td>
<td>🌟</td>
<td>📈</td>
<td>📈</td>
</tr>
<tr>
<td>Read Online Article</td>
<td>📈</td>
<td>📈</td>
<td>📈</td>
<td>📈</td>
<td>📈</td>
<td>🌟</td>
<td>📈</td>
<td>📈</td>
</tr>
<tr>
<td>Searched for Online Coupons</td>
<td>📈</td>
<td>📈</td>
<td>📈</td>
<td>📈</td>
<td>📈</td>
<td>🌟</td>
<td>📈</td>
<td>📈</td>
</tr>
<tr>
<td>Read Online Testimonials/ Ratings &amp; Reviews</td>
<td>📈</td>
<td>📈</td>
<td>📈</td>
<td>📈</td>
<td>📈</td>
<td>🌟</td>
<td>📈</td>
<td>📈</td>
</tr>
<tr>
<td>Used an Online Booking Tool</td>
<td>📈</td>
<td>📈</td>
<td>📈</td>
<td>📈</td>
<td>📈</td>
<td>🌟</td>
<td>📈</td>
<td>📈</td>
</tr>
<tr>
<td>Used an Online Mapping Tool</td>
<td>📈</td>
<td>📈</td>
<td>📈</td>
<td>📈</td>
<td>📈</td>
<td>🌟</td>
<td>📈</td>
<td>📈</td>
</tr>
<tr>
<td>Visited a Business’s Facebook Page</td>
<td>📈</td>
<td>📈</td>
<td>📈</td>
<td>📈</td>
<td>📈</td>
<td>🌟</td>
<td>📈</td>
<td>📈</td>
</tr>
<tr>
<td>Visited a Business’s Website</td>
<td>📈</td>
<td>📈</td>
<td>📈</td>
<td>📈</td>
<td>📈</td>
<td>🌟</td>
<td>📈</td>
<td>📈</td>
</tr>
<tr>
<td>Visited a Business’s Location</td>
<td>📈</td>
<td>📈</td>
<td>📈</td>
<td>📈</td>
<td>📈</td>
<td>🌟</td>
<td>📈</td>
<td>📈</td>
</tr>
<tr>
<td>Asked Friends/Family for a Recommendation</td>
<td>🌟</td>
<td>🌟</td>
<td>🌟</td>
<td>🌟</td>
<td>🌟</td>
<td>🌟</td>
<td>🌟</td>
<td>🌟</td>
</tr>
</tbody>
</table>

Note: Ratings are in comparison to the average value of all shoppers for each source.
3. WHERE CONSUMERS ARE FINDING INFORMATION

We have provided profiles for each shopping category at the end of this report. In addition, each category is defined in further detail in the methodology section. Below are some key highlights:

HOME IMPROVEMENT OR SERVICES
Shoppers in these categories tended to be at home using desktop/laptop devices more often than other consumers. Asking friends/family for recommendations, and testimonials, ratings & reviews are very important. Consumers want more detailed information on the product or service and to be aware of potential issues with a particular business.

HEALTHCARE SERVICES
Shoppers tend to seek information at home and away from home. Asking friends/family for recommendations, testimonials, ratings & reviews, industry websites and online mapping tools are very important. Location of the business is a key component in their buying decisions as well.

PET CARE OR SERVICES
Shoppers in this category really value other people’s opinions. Testimonials, ratings & reviews, and visiting a business's Facebook page are important to learn about potential issues and see pictures and videos.

AUTOMOTIVE SERVICES
Shoppers have heavy “mobile only” usage compared to other categories. Shoppers use the fewest number of sources. Price and location are key drivers in buying decisions. Visiting a business’s location and searching for coupons or deals are important.

ENTERTAINMENT
Shoppers have heavy “mobile only” usage compared to other categories. Shoppers use a limited number of sources. Price and location are key drivers in buying decisions. Using search engines, searching for coupons and using online booking tools are important.

MOVING & STORAGE SERVICES
Shoppers use the most sources of information with majority using mobile devices both at home and away from home. Using an online directory, visiting business websites and using online booking tools are important activities. Consumers in this category consider the most businesses before making a buying decision.

LEGAL, FINANCIAL, OR INSURANCE SERVICES
Shoppers have heavy “mobile only” usage compared to other categories. Shoppers use the business’s website, industry sites and read online articles to help make buying decisions. Consumers in this category consider a high number of businesses before making a buying decision.
4. CONSUMERS BUY OR DON’T BUY

Consumers have a lot of options when they are shopping for a local product or service. Understanding what the tipping point is for the selection of one business versus another is key for business owners. When asked about the top things that influence a decision to choose a business, price and location were at the top of the list with 43% and 39%, respectively. However, when asked what was the primary reason for selecting the business they did, price and location were much lower at 18% and 13%, respectively (Figure 8). Nearly half (48%) of consumers stated their buying decision was based on other information—secondary information.

What’s more interesting is the average transaction amount for consumers utilizing this information for buying decisions is more than double the amount for consumers relying only on primary information (Figure 7). This shows the value that those secondary sources can bring to a local business.

Conversely, top reasons for not considering a business for a local product or service included high pricing (62%), negative ratings and reviews (55%), inconsistent information from one place to the next (37%), inaccurate information on website (37%) and wrong contact information listed online (32%) (Figure 9).

FIGURE 7- AVERAGE SPEND BY PRIMARY/MAIN REASON FOR SELECTING THE BUSINESS

$2,755.00

$1,306.00

PRIMARY INFORMATION

SECONDARY INFORMATION

4. CONSUMERS BUY OR DON'T BUY

FIGURE 8 - PRIMARY REASON FOR SELECTING A BUSINESS VS. FACTORS THAT INFLUENCE BUYING DECISIONS

<table>
<thead>
<tr>
<th>Primary Reason for Selecting Business</th>
<th>Factors That Influence Buying Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Their prices</td>
<td>18%</td>
</tr>
<tr>
<td>Their location</td>
<td>13%</td>
</tr>
<tr>
<td>They offered products/services which met my needs</td>
<td>17%</td>
</tr>
<tr>
<td>A recommendation from friends/family</td>
<td>11%</td>
</tr>
<tr>
<td>They were easy to contact</td>
<td>4%</td>
</tr>
<tr>
<td>I was familiar with their brand</td>
<td>6%</td>
</tr>
<tr>
<td>They were responsive</td>
<td>5%</td>
</tr>
<tr>
<td>The testimonials, ratings or reviews for the business</td>
<td>7%</td>
</tr>
<tr>
<td>Their website</td>
<td>4%</td>
</tr>
<tr>
<td>The information was accurate/complete</td>
<td>4%</td>
</tr>
<tr>
<td>They offered a coupon or deal</td>
<td>4%</td>
</tr>
<tr>
<td>They let me make a reservation/appointment online</td>
<td>2%</td>
</tr>
<tr>
<td>They had a consistent message wherever I saw their brand</td>
<td>1%</td>
</tr>
<tr>
<td>The photos or videos I saw online</td>
<td>1%</td>
</tr>
<tr>
<td>Other (Please specify)</td>
<td>2%</td>
</tr>
</tbody>
</table>


FIGURE 9 - TOP REASONS CONSUMERS WILL NOT CONSIDER A BUSINESS FOR A PRODUCT OR SERVICE

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>High Prices</td>
<td>62%</td>
</tr>
<tr>
<td>Negative Ratings &amp; Reviews</td>
<td>55%</td>
</tr>
<tr>
<td>Inconsistent Information</td>
<td>37%</td>
</tr>
<tr>
<td>Inaccurate Information Listed</td>
<td>37%</td>
</tr>
<tr>
<td>Wrong Contact Information</td>
<td>32%</td>
</tr>
<tr>
<td>No Website</td>
<td>30%</td>
</tr>
<tr>
<td>No Testimonials/Ratings &amp; Reviews</td>
<td>27%</td>
</tr>
<tr>
<td>Website is Hard to Navigate</td>
<td>26%</td>
</tr>
<tr>
<td>Not Familiar with the Business</td>
<td>21%</td>
</tr>
<tr>
<td>No Photos/Videos of Business</td>
<td>17%</td>
</tr>
</tbody>
</table>

5. TAKING LOCAL MARKETING TO A NEW LEVEL

As consumers spend more time across a broader number of devices and channels, local businesses need to do several things to make sure their business stays relevant.

First, multichannel marketing is critical to reach on-the-go shoppers. This includes having a presence in many different areas. This study shows that one or two channels just won’t cut it anymore. The average shopper is visiting or using at least 2.9 sources of information while shopping. Depending on the business category, the business may need a print ad, an online directory listing, a website, a Facebook page, etc. These channels shouldn’t be viewed as different approaches but rather as a holistic way to reach the consumer wherever they decide to go to find information. The risk of not taking this holistic approach to reaching consumers is simple: if a shopper can’t find you, they can’t buy from you.

Second, the messaging and content among these channels needs to be consistent and as relevant as possible, regardless of device being used or the location the consumers are in when shopping. Consumers need those secondary pieces of information to help them make the right decision. However, this study revealed that it's not enough to have the information available. If inconsistencies exist, many will not even consider doing business with a company.

Third, mobile optimization is critical. There is nothing worse for a consumer searching for information than using a mobile device and not being able to access the content they need. This study shows that consumers are going between devices to find information. Not having the right information will lead consumers to select other businesses for a local product or service.

Finally, leveraging the business’s location can make a business more appealing to consumers. Thirty-nine percent of shopper decisions are influenced by the business’s location. Local businesses can use this to their advantage by serving up geo-targeted campaigns that reach the on-the-go shopper.

Failure to do these things will result in a poor customer experience and will likely lead the consumer to select another business for the product or service of which they are shopping.

As we saw through this study, sometimes the entire shopping process, and the decision to buy from one business over another, occurs without the business owner even being aware they are being considered. It’s more important than ever for small and medium businesses to have a strong local presence across a variety of devices and sites, with as much basic (primary) and detailed (secondary) information available as possible.
Commissioned by YP℠, from July 29th–August 10th 2016, Thrive Analytics surveyed 5,418 U.S. adults on their past 90-day local shopping activities.

The study focused on the sources of information adults used while shopping for local products or services, their reasons for using those sources, and post-shopping related activities. It targeted shopping behaviors and activities for 8 business categories and 90+ subcategories. The business categories included the following:

**Home Improvement or Services** (General Contracting, Roofing, Siding, Plumbing, HVAC, Pest Control, Carpentry, Windows, Tree Service, Electrician, Carpet Sales, Garage Doors & Openers, Landscaping or Lawn Service, Carpet Cleaning, House Cleaning, Painting, Locksmith Services, etc.)

**Healthcare Services** (Dentist or Dental Services, Dermatologist, Physician or Surgeon, Psychiatric or Counseling Services, Urgent Care or Clinic, Chiropractor, Optometrists, Hospitals, etc.)

**Personal Care or Beauty Services** (Beauty Salon or Barber, Nail Salon, Day Spa, Massage Services, etc.)

**Automotive Services** (New or Used Car Dealers, Car Wash, Towing, Auto Repair or Service, Auto Parts, etc.)

**Legal, Financial or Insurance Services** (An Attorney, an Accountant, Tax Services, Financial Planning, Banking, Insurance, etc.)

**Legal, Financial or Insurance Services** (An Attorney, an Accountant, Tax Services, Financial Planning, Banking, Insurance, etc.)

**Entertainment** (Theaters, Movie Theaters, Concert Halls, Sports & Entertainment Centers, Comedy Clubs, DJs, Bowling, etc.)

**Pet Care or Services** (Veterinarian, Pet Boarding & Kennel, Dog Grooming, Dog Training, Dog Day Care, etc.)

**Moving & Storage Services** (Full-Service Moving & Storage, Moving Labor & Materials only, Packing Services only, Self-Storage Units, Portable Storage Units, Warehouse Storage, Boat Storage, etc.)

The results of the study were representative of the online U.S. adult population in terms of age, gender and census regions. Quotas were utilized to get a representative sample size for each business category.
SHOPTER TRENDS FOR ALL CATEGORIES

DEVICE USAGE LOCATION

- 43% Desktop/Laptop Only
- 27% Mobile Only
- 30% Both

60% I was at home when searching.
44% The larger screen made it easier to see content.
44% It was easy to navigate to sites.

70% At Home Only
30% Home & Away From Home

66% It was convenient.
47% It allowed me to access information quickly.
25% I did not have access to a Desktop/Laptop computer.

TOP 5 THINGS THAT MATTER MOST WHEN CONSIDERING A BUSINESS

- 66% Pricing
- 53% Products/Brands & Services Offered
- 52% How quickly service is available
- 51% Availability of customer service
- 49% Easy to find contact information

NUMBER OF SOURCES USED

- 45% 2-4 Sources
- 36% 1 Source
- 19% 5+ Sources

2.9 Avg. Sources of Information Used

10% Visited a Business’s Website
- 62% See product and service details
- 52% Get business hours
- 42% Find business’s location

3% Searched for Online Coupons
- 73% Always look for a deal
- 42% Wanted to compare prices
- 36% Deals help me choose a business

47% Used Search Engine
- 71% It was easy to use
- 57% It was free
- 48% It provided comprehensive list of businesses

7% Read Online Testimonials or Ratings & Reviews
- 65% Make me aware of potential issues
- 58% Help me decide between businesses
- 57% Obtain meaningful information on business

BUSINESSES CONSIDERED

2.5 Businesses Considered
1.6 Businesses Contacted

CONTACT METHODS

- 72% Phone Call
- 24% In Person
- 19% Email
- 11% Form Fill

TOP 5 REASONS FOR SELECTING A BUSINESS

- 43% Their pricing
- 39% Their location
- 37% Products offered met my needs
- 28% Recommendations from friends/family
- 24% I was familiar with their brand


Please note: Top activities exclude previous top activities in analysis.
HOME IMPROVEMENT OR SERVICES SHOPPER TRENDS

DEVICE USAGE LOCATION

- Desktop/Laptop Only: 24%
- Mobile Only: 24%
- Both: 52%

- 60% I was at home when searching.
- 47% It was easy to navigate to sites.
- 46% The larger screen made it easier to see content.

- 63% It was convenient.
- 46% It allowed me to access information quickly.
- 26% I could see businesses close to my location.

- 76% At Home Only
- 24% Home & Away From Home

TOP 5 THINGS THAT MATTER MOST WHEN CONSIDERING A BUSINESS

- 28% Products/Brands & Services Offered
- 27% How quickly service is available
- 27% Easy to find contact information
- 27% Availability of customer service
- 26% Easy to find contact information

NUMBER OF SOURCES USED

- Avg. Sources of Information Used: 2.7
  - 46% 1 Source
  - 39% 2-4 Sources
  - 15% 5+ Sources

- 10% Visited a Business’s Website
- 10% Visited an Industry Website
- 63% It provided details on product/service
- 40% It provided information on multiple service providers
- 45% It provided expert reviews
- 42% Used Search Engine
- 76% It was easy to use
- 62% It was free
- 55% It provided comprehensive list of businesses
- 10% Read Online Testimonials or Ratings & Reviews
- 74% Make me aware of potential issues
- 66% Help me decide between businesses

BUSINESSES CONSIDERED

- 2.6 Businesses Considered
- 1.9 Businesses Contacted

CONTACT METHODS

- 81% Phone Call
- 20% In Person
- 14% Email
- 5% Form Fill

TOP 5 REASONS FOR SELECTING A BUSINESS

- 25% Their pricing
- 25% Products offered met my needs
- 12% Recommendation from friends/family
- 8% They were responsive
- 8% Information was accurate/complete


Please note: Top activities exclude previous top activities in analysis.
HEALTHCARE SERVICES
SHOPPER TRENDS

DEVICE USAGE LOCATION

- Desktop/Laptop Only: 32%
- Mobile Only: 23%
- Both: 45%

62% I was at home when searching. 46% It was easy to navigate to sites. 42% The larger screen made it easier to see content.

67% At Home Only
33% Home & Away From Home

63% It was convenient. 52% It allowed me to access information quickly. 28% I could see a business close to my location.

TOP 5 REASONS FOR SELECTING A BUSINESS

- 43% Pricing
- 31% Products/Brands & Services Offered
- 31% How quickly service is available
- 31% Availability of customer service
- 29% Easy to find contact information

NUMBER OF SOURCES USED

- 1 Source: 45%
- 2-4 Sources: 36%
- 5+ Sources: 19%

3.0 Avg. Sources of Information Used

- 10% Visited a Business’s Website
  - 61% Find business’s location
  - 57% Get general info on business
  - 55% Get business hours

- 41% Used Search Engine
  - 72% It was easy to use
  - 63% It was free
  - 47% It provided relevant business info

- 4% Used Online Mapping Tool
  - 68% For directions
  - 63% To see business’s location

- 6% Read Online Testimonials or Ratings & Reviews
  - 67% Help me decide between businesses
  - 64% Make me aware of potential issues
  - 58% Obtain meaningful information on business

BUSINESSES CONSIDERED

- 2.6 Businesses Considered
- 1.7 Businesses Contacted

CONTACT METHODS

- 86% Phone Call
- 21% In Person
- 16% Email
- 6% Form Fill

TOP 5 REASONS FOR SELECTING A BUSINESS

- 18% Products offered met my needs
- 16% Their location
- 11% Recommendation from friends/family
- 11% Their pricing
- 7% Testimonials, ratings or reviews


Please note: Top activities exclude previous top activities in analysis.
PERSONAL CARE OR BEAUTY SERVICES SHOPPER TRENDS

DEVICE USAGE LOCATION

- 59% I was at home when searching.
- 40% It was easy to navigate to sites.
- 40% The larger screen made it easier to see content.
- 72% At Home Only
- 28% Home & Away From Home

66% It was convenient.
53% It allowed me to access information quickly.
27% The navigation capability helped me find a business’s location.

TOP 5 THINGS THAT MATTER MOST WHEN CONSIDERING A BUSINESS

- 42% Pricing
- 29% Products/Brands & Services Offered
- 29% Availability of customer service
- 28% How quickly service is available
- 24% Easy to find contact information

NUMBER OF SOURCES USED

- 7% Used an Online Directory
  - 53% It was easy to use
  - 47% It was free
  - 46% It was convenient
- 40% Used Search Engine
  - 69% It was easy to use
  - 57% It was free
  - 47% It provided relevant business info
- 6% Read Online Testimonials or Ratings & Reviews
  - 68% Obtain meaningful info on business
  - 66% Make me aware of potential issues
  - 58% Help me decide between businesses
- 3% Searched for Online Coupons
  - 83% Always look for a deal
  - 43% Deals help me choose a business

BUSINESSES CONSIDERED

- 2.4 Businesses Considered
- 1.2 Businesses Contacted

CONTACT METHODS

- 70% Phone Call
- 29% In Person
- 9% Email
- 7% Form Fill

TOP 5 REASONS FOR SELECTING A BUSINESS

- 20% Their pricing
- 16% Their location
- 12% Products offered met my needs
- 8% Testimonials, ratings or reviews
- 7% I am familiar with their brand


Please note: Top activities exclude previous top activities in analysis.

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PET CARE OR SERVICES SHOPPER TRENDS

DEVICE USAGE LOCATION

- 48% Desktop/Laptop Only
- 28% Mobile Only
- 24% Both

- 61% I was at home when searching.
- 47% The larger screen made it easier to see content.
- 44% It was easy to navigate to sites.

- 68% It was convenient.
- 49% It allowed me to access information quickly.
- 26% The navigation capability helped me find a business’s location.

- 70% At Home Only
- 30% Home & Away From Home

NUMBER OF SOURCES USED

- 48% Avg. Sources of Information Used

- 31% 1 Source
- 21% 2-4 Sources
- 8% 5+ Sources

- 11% Visited a Business’s Website
  - 63% See product and service details
  - 61% Get business hours
  - 55% Get general info on business

- 4% Visited a Business’s Facebook Page
  - 68% See customer reviews
  - 52% Look at pictures or watch videos
  - 50% Get the most up to date info

- 47% Used Search Engine
  - 70% It was easy to use
  - 59% It was free
  - 49% It provided relevant business info

- 10% Read Online Testimonials or Ratings & Reviews
  - 65% Make me aware of potential issues
  - 61% Obtain meaningful info on business
  - 56% Help me decide between businesses

BUSINESSES CONSIDERED

- 2.5 Businesses Considered
- 1.6 Businesses Contacted

CONTACT METHODS

- 82% Phone Call
- 22% In Person
- 16% Email
- 7% Form Fill

TOP 5 REASONS FOR SELECTING A BUSINESS

- 17% Products offered met my needs
- 16% Recommendation from friends/family
- 15% Their pricing
- 11% Testimonials, ratings or reviews
- 11% Their location


Please note- Top activities exclude previous top activities in analysis.
AUTOMOTIVE SERVICES
SHopper Trends

DEVICE USAGE LOCATION

- 74% At Home Only
- 26% Home & Away From Home

The top 5 reasons that matter most when considering a business are:

- 47% Pricing
- 31% Products/Brands & Services Offered
- 27% Easy to find contact information
- 26% How quickly service is available
- 25% Availability of customer service

NUMBER OF SOURCES USED

- 11% Visited a Business’s Website
- 73% Buy the product
- 33% Ask questions about the product

- 40% Used Search Engine
- 76% It was easy to use
- 64% It was free
- 55% It provided relevant business info

- 5% Searched for Online Coupons
- 77% Always look for a deal
- 33% Wanted to compare prices

BUSINESSES CONSIDERED

- 2.3
- 1.3

CONTACT METHODS

- 60% Phone Call
- 37% In Person
- 11% Email
- 11% Form Fill

TOP 5 REASONS FOR SELECTING A BUSINESS

- 23% Their pricing
- 16% Their location
- 18% Products offered met my needs
- 11% I was familiar with their brand
- 8% They offered a coupon or deal


Please note: Top activities exclude previous top activities in analysis.
ENTERTAINMENT SHOPPER TRENDS

DEVICE USAGE LOCATION

- 63% I was at home when searching.
- 47% It was easy to navigate to sites.
- 47% The larger screen made it easier to see content.

- 79% It was convenient.
- 50% It allowed me to access information quickly.
- 27% I did not have access to a Desktop/Laptop computer.

- 79% At Home Only
- 21% Home & Away From Home

TOP 5 THINGS THAT MATTER MOST WHEN CONSIDERING A BUSINESS

- 46% Pricing
- 31% Easy to find contact information
- 30% Products/Brands & Services Offered
- 28% Availability of customer service
- 27% How quickly product or service can be available

NUMBER OF SOURCES USED

- 1 Source
- 2-4 Sources
- 5+ Sources

- 46% Used Search Engine
  - 71% It was easy to use
  - 60% It was free
  - 45% It provided comprehensive list of businesses

- 11% Visited a Business’s Website
  - 61% See product and service details
  - 51% Get business hours
  - 29% Find business’s location

- 2% Used an Online Booking Tool
  - 87% It was convenient
  - 62% I could see all the time slots

- 5% Searched for Online Coupons
  - 85% Always look for a deal
  - 28% Deals help me choose a business

- 2% Visited Social Media
  - 84% Viewed the business’s social media

- 11% Visited a Business’s Blog

BUSINESSES CONSIDERED

- 2.0 Businesses Considered
- 1.0 Businesses Contacted

CONTACT METHODS

- 45% Phone Call
- 26% In Person
- 16% Email
- 20% Form Fill

TOP 5 REASONS FOR SELECTING A BUSINESS

- 25% Their location
- 19% Their pricing
- 19% Products offered met my needs
- 5% The information was accurate/complete
- 5% I was familiar with their brand


Please note - Top activities exclude previous top activities in analysis.
MOVING & STORAGE SERVICES SHOPPER TRENDS

DEVICE USAGE LOCATION
- Desktop/Laptop Only: 33%
- Mobile Only: 23%
- Both: 44%

50% I was at home when searching.
44% The larger screen made it easier to see content.
44% It was easy to navigate to sites.
64% At Home Only
36% Home & Away From Home

55% It was convenient.
44% It allowed me to access information quickly.
35% I could see businesses close to my location.

56% It was convenient.
44% It allowed me to access information quickly.
35% I could see businesses close to my location.

TOP 5 THINGS THAT MATTER MOST WHEN CONSIDERING A BUSINESS
- 43% Pricing
- 34% How quickly a service is available
- 34% Easy to find contact information
- 32% Availability of customer service
- 31% Products/Brands & Services Offered

NUMBER OF SOURCES USED
- 3.6 Avg. Sources of Information Used
- 45% 1 Source
- 26% 2-4 Sources
- 29% 5+ Sources

74% Used Search Engine
- 71% It was easy to use
- 69% It provided comprehensive list of businesses
- 47% It showed a map with places close to me

13% Used an Online Directory
- 51% It was easy to use
- 48% It was convenient
- 47% It was free

7% Read Online Testimonials or Ratings & Reviews
- 69% Make me aware of potential issues
- 59% Help me decide between businesses
- 53% Obtain meaningful info on business

6% Visited an Industry Website
- 66% It provided details on product/service
- 57% It provided price comparisons
- 49% It provided expert reviews

13% Used an Online Directory
- 51% It was easy to use
- 48% It was convenient
- 47% It was free

BUSINESSES CONSIDERED
- 3.1 Businesses Considered
- 2.5 Businesses Contacted

CONTACT METHODS
- 77% Phone Call
- 22% In Person
- 24% Email
- 17% Form Fill

TOP 5 REASONS FOR SELECTING A BUSINESS
- 23% Recommendation from friends/family
- 16% Their pricing
- 12% Their website
- 10% Testimonials, ratings or reviews
- 7% Their location

LEGAL, FINANCIAL, OR INSURANCE SERVICES
SHOPPER TRENDS

### TOP 5 THINGS THAT MATTER MOST WHEN CONSIDERING A BUSINESS

- **40%** Pricing
- **34%** Easy to find contact information
- **33%** Availability of customer service
- **32%** Products/Brands & Services Offered
- **31%** How quickly a service is available

![Device Usage Location](image)

- **56%** I was at home when searching.
- **45%** It was easy to navigate to sites.
- **41%** The larger screen made it easier to see content.

- **60%** At Home Only
- **40%** Home & Away From Home

![Number of Sources Used](image)

1. **46%** Avg. Sources of Information Used
2. **31%** 1 Source
3. **23%** 2-4 Sources
4. **31%** 5+ Sources

![Businesses Considered](image)

- **3.0** Businesses Considered
- **2.0** Businesses Contacted

![Contact Methods](image)

- **78%** Phone Call
- **20%** In Person
- **28%** Email
- **11%** Form Fill

### TOP 5 REASONS FOR SELECTING A BUSINESS

- **21%** Products offered met my needs
- **16%** Their pricing
- **9%** Information was accurate/complete
- **9%** I was familiar with their brand
- **9%** Recommendation from friends/family


Please note: Top activities exclude previous top activities in analysis.

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Research conducted for YP by Thrive Analytics and LSA (Local Search Association).

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YP℠ is a leading local marketing solutions provider in the U.S., dedicated to helping local businesses and communities grow. YP’s flagship consumer brands include the popular YP℠ app and yp.com, which are used by nearly 60 million visitors each month in the U.S. (Internal Data, April 2016). YP solutions include online presence, local search, display advertising, direct marketing and print directory advertising. YP solutions and services are backed by thousands of marketing consultants and customer service professionals in local markets across the U.S. with relationships spanning nearly half a million advertisers.

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Thrive Analytics is a leading digital marketing research and customer engagement consulting firm. With clients spanning leading national brands as well as publishers and agencies serving the small business community, they pair proprietary market research services and data analytical tools with time-tested business insights and methodologies to help organizations measurably improve customer experience, loyalty and sales results.

To have a deeper conversation about this report or how our services can help your organization, please contact: Jason Peaslee, Managing Partner 937.212.4355, jason.peaslee@thriveanalytics.com

Local Search Association

The Local Search Association (LSA) is a not-for-profit industry association of media companies, agencies and technology providers who help businesses market to local consumers. LSA has about 300 members in 20 countries and the Association helps these members realize the power of local marketing and commerce through conferences, consulting, insights, advocacy and more.