2020 LOCAL MEDIA TRACKING STUDY

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

Localogy

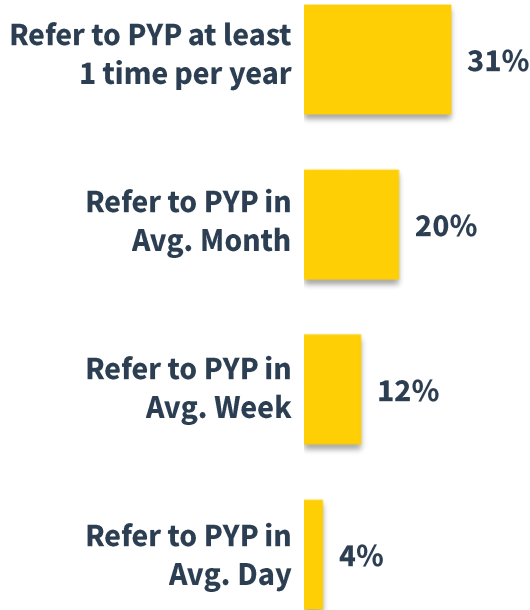# 2020 LOCAL MEDIA TRACKING STUDY

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2020 LOCAL MEDIA TRACKING STUDY

A. Overall PYP Usage Statistics

Refer to PYP at least 1 time per year — 31%

Refer to PYP in Avg. Month — 20%

Refer to PYP in Avg. Week — 12%

Refer to PYP in Avg. Day — 4%

Average Number of References Per Week *Among Past Week Users*	2.39
Average Number of References Per Week *Among Total US Adult Population*	0.29
Number of References Made in 2019 by US Adults	3.7 Billion

(0.29 x 52 wks x 250 million = 3.7 billion)
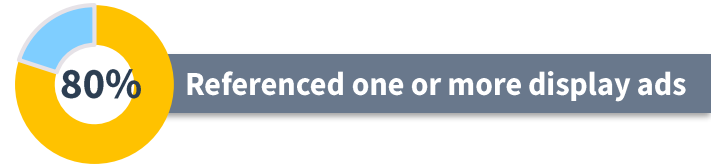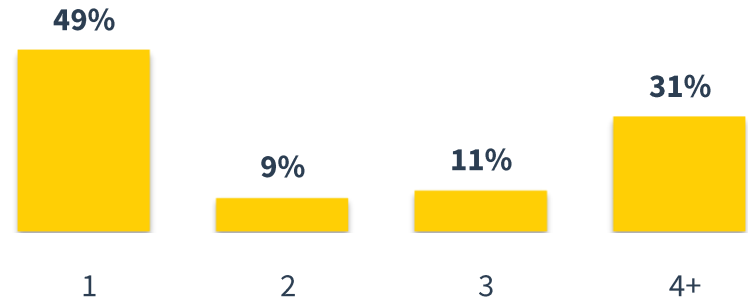
NOTE: Based on 4,160 interviews with a random sample of U.S. adults from all online reporting in 2019.

B. PYP Reference to Ads

80% Referenced one or more display ads

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

Number of ads looked at by *those referencing ads*

1	2	3	4+
49%	9%	11%	31%

NOTE: Based on the number of searches using PYP: 3,855 in 2019.

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2020 LOCAL MEDIA TRACKING STUDY

C. Media Source Comparison												

2018 Past Month Reach (%)

	PYP	IYP	SEARCH ENGINE	RATINGS/REVIEWS	SOCIAL NETWORK	ONLINE VIDEOS	PWP	NEWSPAPER	CIRCULAR/EMAIL/COUPON	DAILY DEALS	COMPANY SITE	FRIEND/FAMILY	MOBILE APP
	20	25	89	54	70	63	21	49	63	43	64	79	68
4 YR CAGR	-3.4%	-2.8%	1.2%	5.9%	7.7%	8.2%	0.0%	0.5%	-1.5%	1.2%	1.6%	3.4%	9.1%

NOTE: Based on 4,160 interviews with a random sample of U.S. adults from all online reporting in 2019.

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2020 LOCAL MEDIA TRACKING STUDY

D. Selection PYP Predisposition

Had One Name in Mind — **36%**

Had 2+ Names in Mind — **50%**

Had No Name in Mind — **14%**

64% had a decision to make at time of search
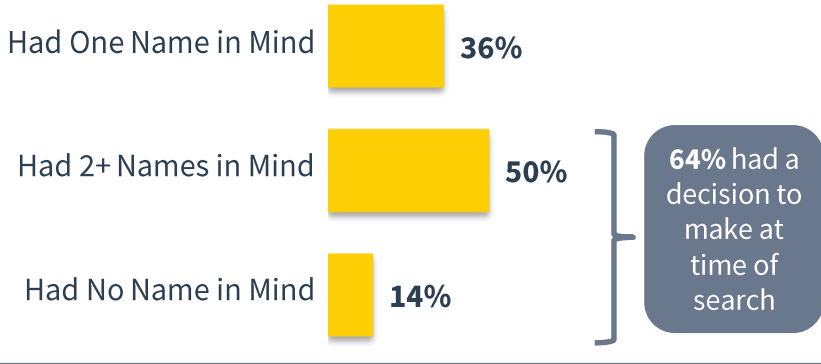
NOTE: Based on the number of searches using PYP: 3,855 in 2019.
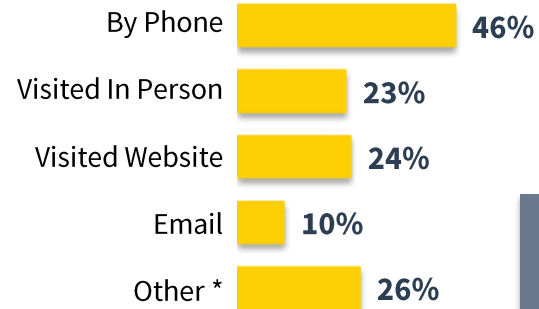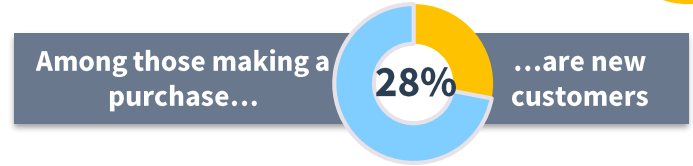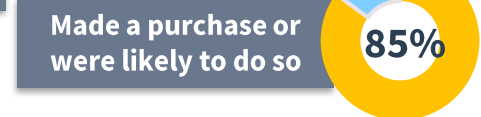
E. Action Taken After PYP Search

Timing of Contact

68% Made a contact the same day as the search

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

75% Made a contact, visit, or purchase after a search

Type of Contact

By Phone — **46%**

Visited In Person — **23%**

Visited Website — **24%**

Email — **10%**

Other * — **26%**

2.1 Avg. number of places contacted *among those making contact*

70% Made a purchase

85% Made a purchase or were likely to do so

Among those making a purchase… **28%** …are new customers

NOTE: Type of contact based on 2,891 PYP searches resulting in a contact.
Other includes postal mail, online chat, and other methods.

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2020 LOCAL MEDIA TRACKING STUDY

F. Top PYP Headings

Rank	Heading	2019 Usage Est. (Millions) out of 3.7 Billion Total
1	Restaurants	336.6
2	Grocers Retail (Supermarket)	97.4
3	Auto Dealer-New and Used	85.1
4	Beauty Salons	85.1
5	Auto Repairs & Service	77.6
6	Physician and Surgeons	74.4
7	Discount Stores	61.9
8	Plumbing Contractors	61.3
9	Dentists	53.1
10	Auto Parts - New and Used	50.1
11	General Merchandise-Retail	46.7
12	Pizza	43.0
13	Electronics (i.e. iPad, iPod, Kindle, etc.)	42.6
14	Pharmacies	41.1
15	Home Improvement/Remodeling	40.6
16	Furniture-Retail	40.0
17	Theaters	38.9
18	Banks/ Savings & Loan	38.3
19	Hotels	37.4
20	Tire Dealers	37.4
21	Appliance Dealers	35.2
22	Insurance	33.3
23	Department Stores	32.7
24	Shoes-Retail	32.7
25	Veterinarians/Veterinary Hospitals	31.6

F. Top PYP Headings (Cont'd)

Rank	Heading	2019 Usage Est. (Millions) out of 3.7 Billion Total
26	Pet Supplies and Foods-Retail	30.9
27	Shopping Centers	30.3
28	Computer Dealers/ Equipment/ Software	29.5
29	Pest Control Services	29.2
30	Sporting Goods - Retail	28.2
31	Retail Hardware	28.0
32	Attorneys/ Lawyers	24.7
33	Electrician/ Electrical Contractors	24.5
34	Clinics	24.3
35	Pet Grooming	23.4
36	Nail Salons	23.0
37	Coffee Houses (i.e. Starbucks, etc.)	20.6
38	Roofing Contractors	19.6
39	Lawn & Garden Maintenance	17.5
40	Landscape Contractors	16.8
41	Hospitals	15.9
42	Real Estate	15.9
43	Windows	15.1
44	Painting Contractors	14.4
45	Contractors-General	14.0
46	Tree Service	14.0
47	Massage	14.0
48	Movers & Full Service Storage	12.3
49	Carpet & Rug Cleaners	11.6
50	Doors/ Garage Doors	11.4

NOTE: **All Headings.** *2015-19 Sample = 19,788*

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2020 LOCAL MEDIA TRACKING STUDY

G. PYP Users by Demographics

Demographic	Sample	Usage	Index
Total	100%	100%	100
Gender			
Female	52%	54%	110
Male	48%	48%	100
Age			
18 – 24	11%	10%	99
25 – 34	19%	18%	95
35 – 44	24%	24%	100
45 – 54	16%	16%	101
55 – 64	16%	19%	115
65+	14%	23%	129
Education			
< H.S.	5%	5%	100
H.S Grad	25%	25%	100
Some College	26%	28%	106
College Grad +	44%	54%	123
Race			
Caucasian	72%	72%	100
African American	13%	13%	100
Hispanic	7%	8%	106
Other	8%	9%	101

Demographic	Sample	Usage	Index
Total	100%	100%	100
Annual Income			
<$10K	8%	6%	80
$10K - <$25K	14%	14%	98
$25K - <$40K	23%	24%	104
$40K - <$60K	20%	21%	105
$60K - <$100K	20%	20%	100
$100K +	15%	15%	103
Marital Status			
Married	52%	59%	114
Single	32%	35%	108
Divorced	10%	11%	111
Separated	2%	3%	132
Widowed	4%	1%	17
Residence			
Own	56%	68%	123
Rent	41%	31%	77
Area Live In			
Urban	28%	27%	95
Suburban	49%	51%	103
Rural	22%	23%	101

NOTE: Based on 2019.
NOTE: Percentages may not add to 100% due to rounding.

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2020 LOCAL MEDIA TRACKING STUDY

H. Overall IYP Usage Statistics

Refer to IYP at least 1 time per year — 44%

Refer to IYP in Avg. Month — 25%

Refer to IYP in Avg. Week — 14%

Refer to IYP in Avg. Day — 5%
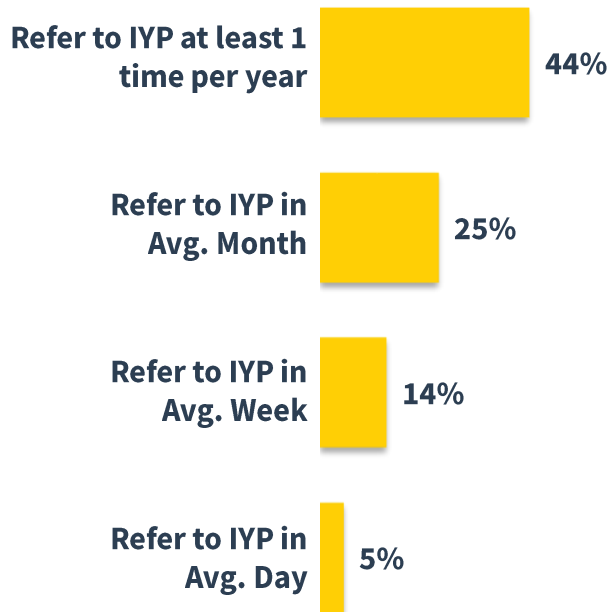
Average Number of References Per Week *Among Past Week Users*	2.13
Average Number of References Per Week *Among Total US Adult Population*	0.32
Number of References Made in 2019 by US Adults	4.2 Billion

(0.32 x 52 wks x 250 million = 4.2 billion)

NOTE: Based on 4,160 interviews with a random sample of U.S. adults from all online reporting in 2019.

I. IYP Reference to Ads
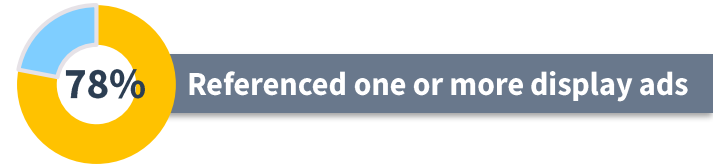
78% Referenced one or more display ads

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

Number of ads looked at *by those referencing ads*

1	2	3	4+
39%	18%	12%	31%

NOTE: Based on the number of searches using IYP: 4,930 in 2019.

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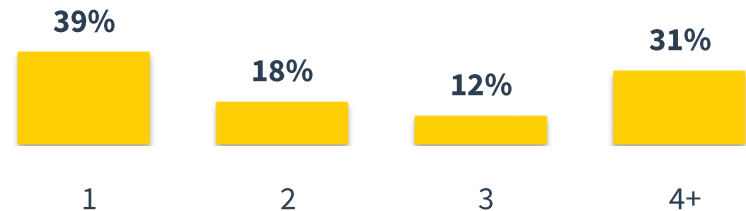
2020 LOCAL MEDIA TRACKING STUDY

J. Selection IYP Predisposition

Had One Name in Mind — **34%**

Had 2+ Names in Mind — **49%**

Had No Name in Mind — **17%**

66% had a decision to make at time of search
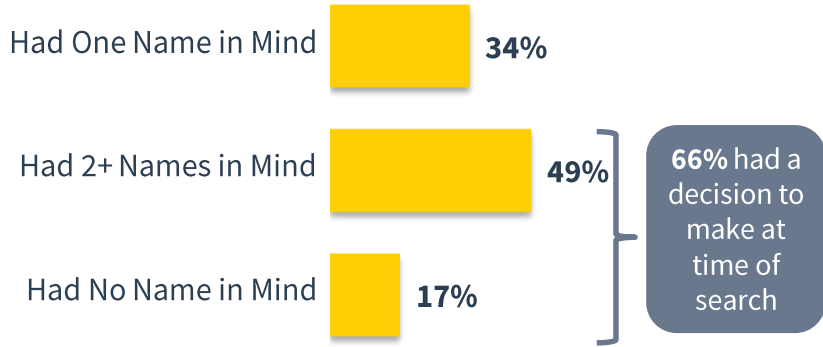
NOTE: Based on the number of searches using IYP: 4,930 in 2019.
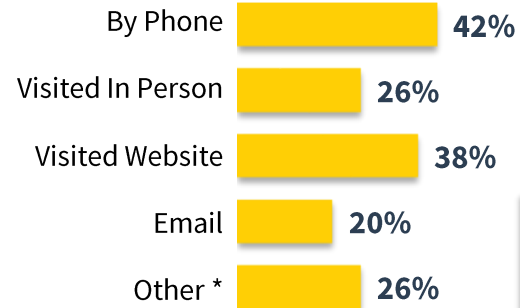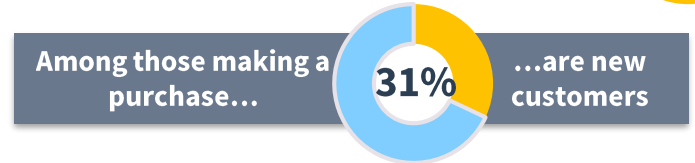
K. Action Taken After IYP Search

Timing of Contact

70% Made a contact the same day as the search

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

73% Made a contact, visit, or purchase after a search

Type of Contact

By Phone — **42%**

Visited In Person — **26%**

Visited Website — **38%**

Email — **20%**

Other * — **26%**

2.2 Avg. number of places contacted *among those making contact*

63% Made a purchase

83% Made a purchase or were likely to do so

Among those making a purchase… **31%** …are new customers

NOTE: Type of contact based on 3,598 IYP searches resulting in a contact.
*Other includes postal mail, online chat, and other methods.

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2020 LOCAL MEDIA TRACKING STUDY

L. Top IYP Headings

Rank	Heading	2019 Usage Est. (Millions) out of 4.2 Billion Total
1	Restaurants	372.7
2	Auto Dealer-New and Used	113.9
3	Beauty Salons	106.9
4	Grocers Retail (Supermarket)	100.8
5	Physician and Surgeons	83.3
6	Auto Repairs & Service	75.1
7	Plumbing Contractors	66.9
8	Pizza	63.0
9	Dentists	60.9
10	Auto Parts - New and Used	52.0
11	Discount Stores	49.9
12	Home Improvement/Remodeling	48.7
13	General Merchandise-Retail	48.2
14	Insurance	45.7
15	Appliance Dealers	42.8
16	Furniture-Retail	42.0
17	Retail Hardware	42.0
18	Tire Dealers	42.0
19	Veterinarians/Veterinary Hospitals	42.0
20	Pet Supplies and Foods-Retail	37.8
21	Electronics (i.e. iPad, iPod, Kindle, etc.)	35.7
22	Pharmacies	35.4
23	Theaters	34.4
24	Banks/ Savings & Loan	28.2
25	Computer Dealers/ Equipment/ Software	25.6

L. Top IYP Headings (Cont'd)

Rank	Heading	2019 Usage Est. (Millions) out of 4.2 Billion Total
26	Pest Control Services	24.9
27	Shoes-Retail	24.9
28	Shopping Centers	24.9
29	Hotels	24.6
30	Electrician/ Electrical Contractors	23.6
31	Lawn & Garden Maintenance	23.0
32	Attorneys/ Lawyers	21.8
33	Pet Grooming	20.7
34	Sporting Goods - Retail	19.0
35	Clinics	18.4
36	Roofing Contractors	18.1
37	Department Stores	18.1
38	Nail Salons	17.7
39	Real Estate	17.1
40	Travel Agencies	16.8
41	Self Service Storage	14.7
42	Coffee Houses (i.e. Starbucks, etc.)	14.1
43	Pets	13.1
44	Hospitals	12.8
45	Landscape Contractors	12.8
46	Contractors-General	12.5
47	Tree Service	12.5
48	Movers & Full Service Storage	11.8
49	Massage	11.8
50	Painting Contractors	11.5

NOTE: **All Headings.** 2015-19 Sample = 20,912

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2020 LOCAL MEDIA TRACKING STUDY

M. IYP Users by Demographics

Demographic	Sample	Usage	Index
Total	100%	100%	100
Gender			
Female	52%	48%	92
Male	48%	52%	109
Age			
18 – 24	11%	12%	114
25 – 34	19%	25%	129
35 – 44	24%	30%	124
45 – 54	16%	15%	93
55 – 64	16%	9%	55
65+	14%	10%	68
Education			
< H.S.	5%	4%	74
H.S Grad	25%	23%	92
Some College	26%	28%	105
College Grad +	44%	53%	122
Race			
Caucasian	72%	64%	89
African American	13%	17%	139
Hispanic	7%	7%	101
Other	8%	11%	132

Demographic	Sample	Usage	Index
Total	100%	100%	100
Annual Income			
<$10K	8%	8%	100
$10K - <$25K	14%	15%	109
$25K - <$40K	23%	21%	91
$40K - <$60K	20%	23%	114
$60K - <$100K	20%	21%	103
$100K +	15%	16%	111
Marital Status			
Married	52%	54%	105
Single	32%	38%	118
Divorced	10%	5%	55
Separated	2%	1%	49
Widowed	4%	5%	117
Residence			
Own	56%	64%	115
Rent	41%	35%	85
Area Live In			
Urban	28%	36%	128
Suburban	49%	49%	100
Rural	22%	15%	66

NOTE: Based on 2019.
NOTE: Percentages may not add to 100% due to rounding.

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2020 LOCAL MEDIA TRACKING STUDY

SEARCH ENGINE

N. Overall Search Engine Usage Statistics

Refer to SE at least 1 time per year — 93%

Refer to SE in Avg. Month — 89%

Refer to SE in Avg. Week — 79%

Refer to SE in Avg. Day — 19%
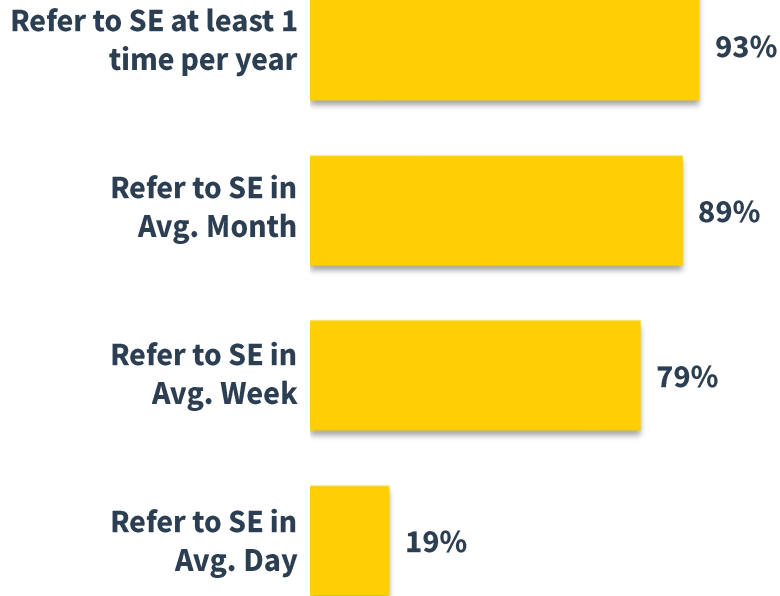
Average Number of References Per Week *Among Past Week Users*	5.39
Average Number of References Per Week *Among Total US Adult Population*	3.39
Number of References Made in 2019 by US Adults	44.1 Billion

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

NOTE: Based on 4,160 interviews with a random sample of U.S. adults from all online reporting in 2019.

O. Search Engine Reference to Ads
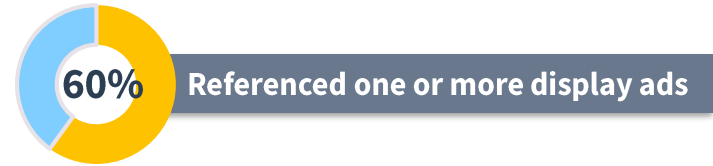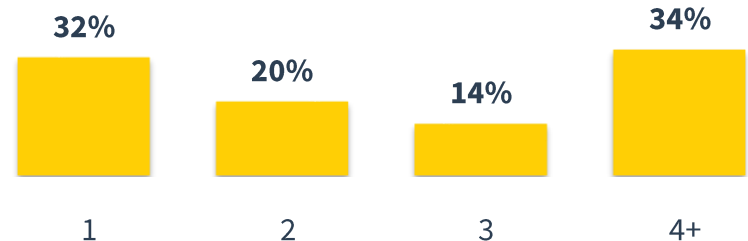
60% Referenced one or more display ads

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

Number of ads looked at by *those referencing ads*

1	2	3	4+
32%	20%	14%	34%

NOTE: Based on the number of searches using SE: 18,841 in 2019.

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2020 LOCAL MEDIA TRACKING STUDY

P. Selection Search Engine Predisposition

Had One Name in Mind — **31%**

Had 2+ Names in Mind — **46%**

Had No Name in Mind — **23%**

69% had a decision to make at time of search
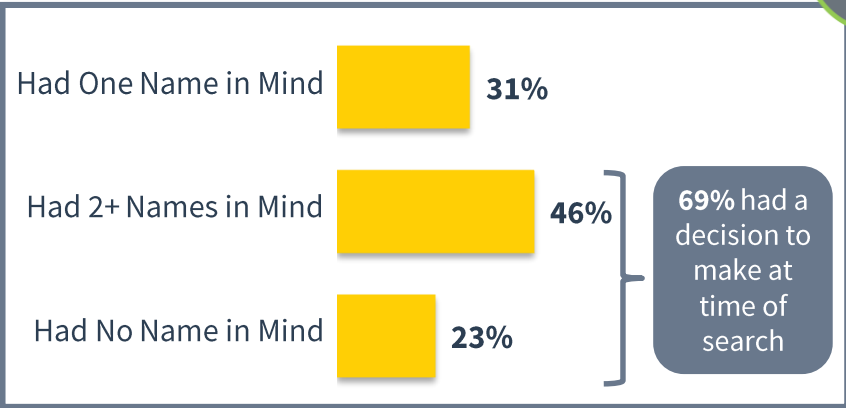
NOTE: Based on the number of searches using SE: 18,841 in 2019.

K. Action Taken After SE Search

Timing of Contact

64% Made a contact the same day as the search
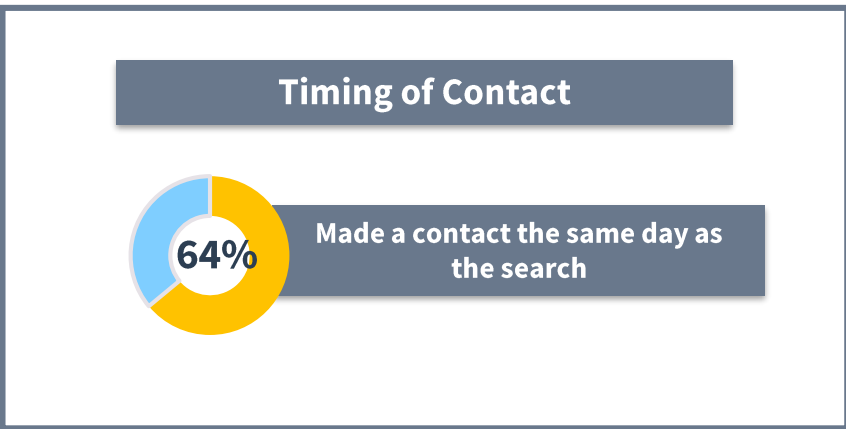
Q. Action Taken After SE Search (Cont'd)

70% Made a contact, visit, or purchase after a search

Type of Contact

By Phone — **40%**

Visited In Person — **28%**

Visited Website — **28%**

Email — **13%**

Other * — **20%**

2.0 Avg. number of places contacted *among those making contact*

66% Made a purchase

89% Made a purchase or were likely to do so

Among those making a purchase… **36%** …are new customers
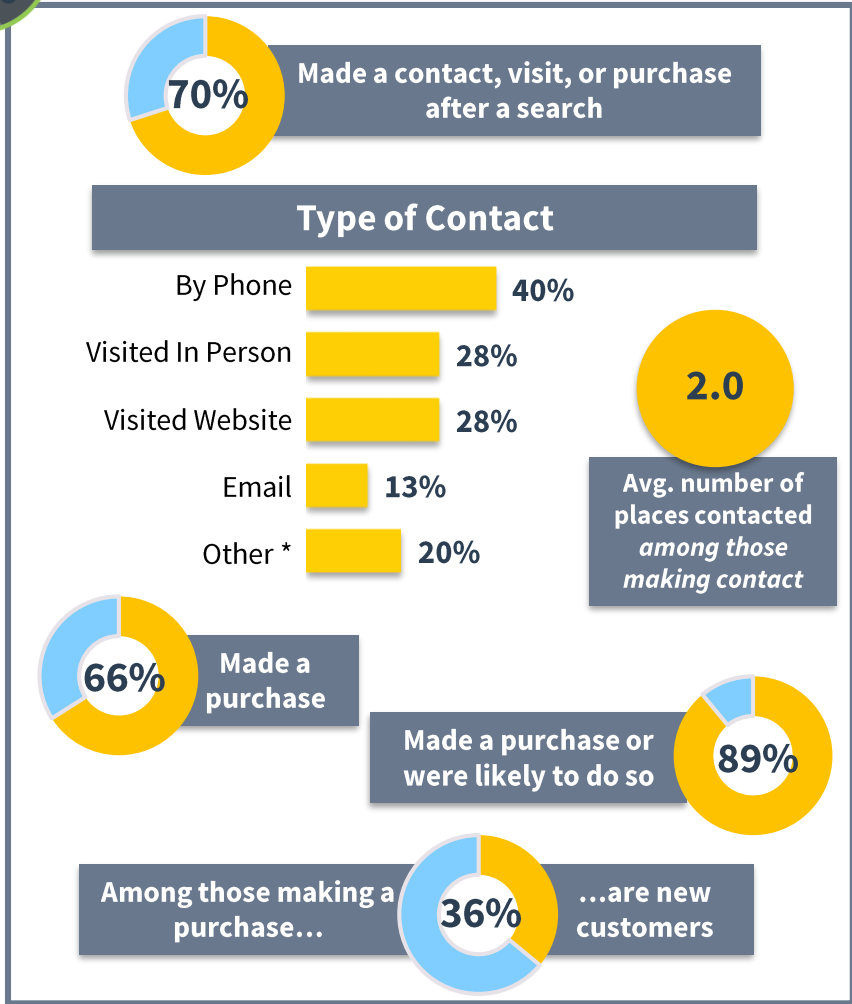
NOTE: Type of contact based on 13,188 SE searches resulting in a contact.
*Other includes postal mail, online chat, and other methods.

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2020 LOCAL MEDIA TRACKING STUDY

R. Top Search Engine Headings

Rank	Heading	2019 Usage Est. (Millions) out of 44.1 Billion Total
1	Restaurants	4,515.3
2	Grocers Retail (Supermarket)	1,375.6
3	Pizza	850.9
4	Beauty Salons	827.3
5	Auto Dealer-New and Used	745.2
6	Theaters	659.7
7	Hotels	657.1
8	Discount Stores	652.7
9	Physician and Surgeons	635.4
10	Pharmacies	589.2
11	Shoes-Retail	556.5
12	Department Stores	545.5
13	Auto Repairs & Service	522.8
14	Banks/ Savings & Loan	520.3
15	General Merchandise-Retail	484.4
16	Auto Parts - New and Used	466.5
17	Electronics (i.e. iPad, iPod, Kindle, etc.)	463.4
18	Shopping Centers	440.1
19	Pet Supplies and Foods-Retail	410.8
20	Furniture-Retail	404.2
21	Retail Hardware	391.3
22	Coffee Houses (i.e. Starbucks, etc.)	385.7
23	Sporting Goods - Retail	382.5
24	Home Improvement/Remodeling	379.1
25	Dentists	366.8

R. Top Search Engine Headings (Cont'd)

Rank	Heading	2019 Usage Est. (Millions) out of 44.1 Billion Total
26	Tire Dealers	364.6
27	Appliance Dealers	360.5
28	Computer Dealers/ Equipment/ Software	359.6
29	Insurance	354.5
30	Plumbing Contractors	289.1
31	Nail Salons	287.5
32	Veterinarians/Veterinary Hospitals	239.4
33	Clinics	226.2
34	Real Estate	214.9
35	Car Washing and Polishing	172.4
36	Hospitals	171.1
37	Pet Grooming	170.5
38	Pest Control Services	145.3
39	Tax Return Preparation	143.1
40	Travel Agencies	139.7
41	Electrician/ Electrical Contractors	139.0
42	Janitor Service	129.0
43	Attorneys/ Lawyers	127.4
44	Massage	127.4
45	Landscape Contractors	126.8
46	Air Conditioning Service & Repair	125.8
47	Lawn & Garden Maintenance	122.9
48	Pets	118.3
49	Roofing Contractors	115.8
50	Doors/ Garage Doors	114.5

NOTE: **All Headings.** 2015-19 Sample = 140,191

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2020 LOCAL MEDIA TRACKING STUDY

S. SE Users by Demographics

Demographic	Sample	Usage	Index
Total	100%	100%	100
Gender			
Female	52%	52%	100
Male	48%	48%	100
Age			
18 – 24	11%	10%	96
25 – 34	19%	21%	111
35 – 44	24%	26%	109
45 – 54	16%	16%	101
55 – 64	16%	14%	91
65+	14%	12%	83
Education			
< H.S.	5%	4%	76
H.S Grad	25%	23%	91
Some College	26%	27%	102
College Grad +	44%	47%	107
Race			
Caucasian	72%	73%	102
African American	13%	12%	96
Hispanic	7%	7%	100
Other	8%	7%	87

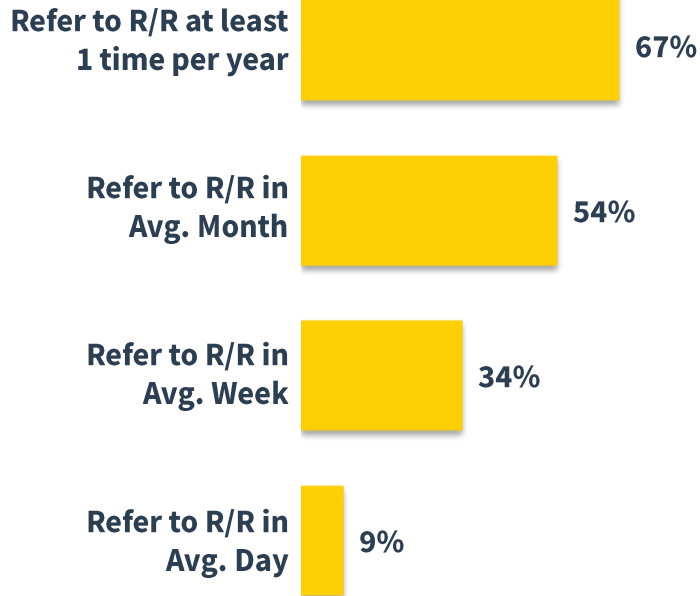| Demographic	Sample	Usage	Index
Total	100%	100%	100
Annual Income			
<$10K	8%	6%	75
$10K - <$25K	14%	13%	90
$25K - <$40K	23%	21%	92
$40K - <$60K	20%	22%	108
$60K - <$100K	20%	22%	107
$100K +	15%	17%	114
Marital Status			
Married	52%	53%	103
Single	32%	32%	100
Divorced	10%	9%	96
Separated	2%	2%	100
Widowed	4%	3%	82
Residence			
Own	56%	58%	105
Rent	41%	38%	93
Area Live In			
Urban	28%	28%	100
Suburban	49%	52%	105
Rural	22%	20%	90

NOTE: Based on 2019.
NOTE: Percentages may not add to 100% due to rounding.

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2018 LOCAL MEDIA TRACKING STUDY

T. Overall R/R Sites Usage Statistics

Refer to R/R at least 1 time per year — 67%

Refer to R/R in Avg. Month — 54%

Refer to R/R in Avg. Week — 34%

Refer to R/R in Avg. Day — 9%

Average Number of References Per Week *Among Past Week Users*	3.86
Average Number of References Per Week *Among Total US Adult Population*	0.56
Number of References Made in 2019 by US Adults	7.3 Billion

(0.56 x 52 wks x 250 million = 7.3 billion)

NOTE: Based on 4,160 interviews with a random sample of U.S. adults from all online reporting in 2019.

U. R/R Sites Reference to Ads
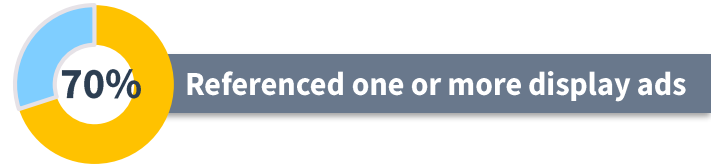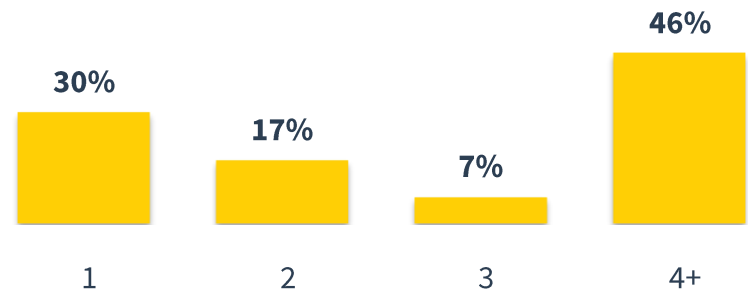
70% Referenced one or more display ads

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

Number of ads looked at by *those referencing ads*

- 1 — 30%
- 2 — 17%
- 3 — 7%
- 4+ — 46%

NOTE: Based on the number of searches using R/R: 4,964 in 2019.

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2020 LOCAL MEDIA TRACKING STUDY

V. Selection R/R Sites Predisposition

Had One Name in Mind — **27%**

Had 2+ Names in Mind — **51%**

Had No Name in Mind — **23%**

73% had a decision to make at time of search
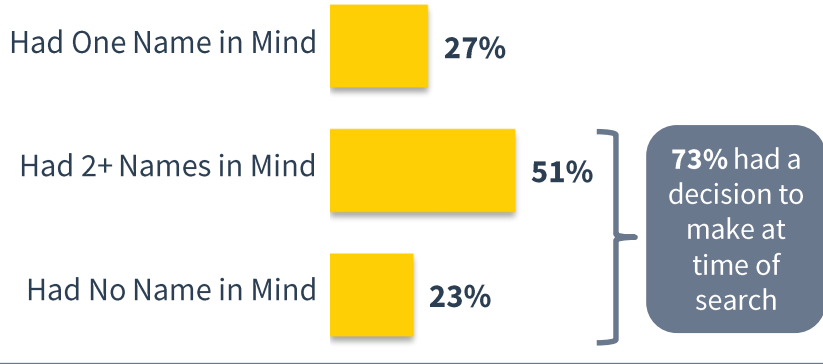
NOTE: Based on the number of searches using RR: 4,964 in 2019.
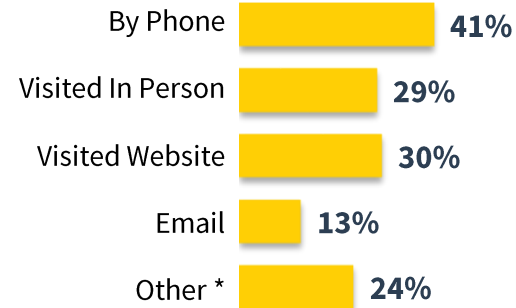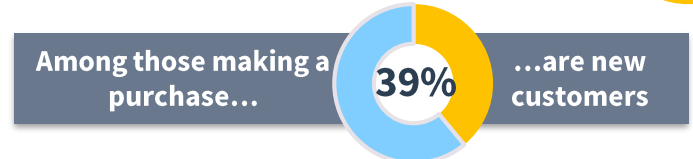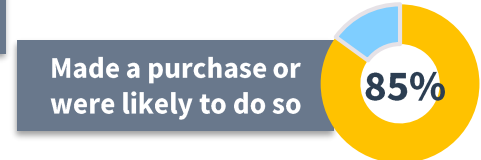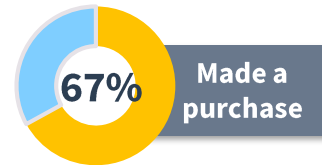
W. Action Taken After R/R Sites Search

Timing of Contact

60% Made a contact the same day as the search

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

72% Made a contact, visit, or purchase after a search

Type of Contact

By Phone — **41%**

Visited In Person — **29%**

Visited Website — **30%**

Email — **13%**

Other * — **24%**

2.2 Avg. number of places contacted *among those making contact*

67% Made a purchase

85% Made a purchase or were likely to do so

Among those making a purchase… **39%** …are new customers

NOTE: Type of contact based on 3,574 R/R searches resulting in a contact.
*Other includes postal mail, online chat, and other methods.

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2020 LOCAL MEDIA TRACKING STUDY

X. Top Ratings/Reviews Sites Headings

Rank	Heading	2019 Usage Est. (Millions) out of 7.3 Billion Total
1	Restaurants	1,314.0
2	Grocers Retail (Supermarket)	288.4
3	Pizza	195.6
4	Beauty Salons	185.5
5	Hotels	171.0
6	Department Stores	132.4
7	Auto Repairs & Service	129.8
8	Physician and Surgeons	127.8
9	Coffee Houses (i.e. Starbucks, etc.)	127.2
10	Pharmacies	123.2
11	Discount Stores	111.6
12	Shopping Centers	111.0
13	Theaters	109.6
14	Banks/ Savings & Loan	107.5
15	Dentists	103.2
16	Shoes-Retail	101.7
17	Pet Supplies and Foods-Retail	101.1
18	Electronics (i.e. iPad, iPod, Kindle, etc.)	96.5
19	Nail Salons	94.5
20	Tire Dealers	92.5
21	Auto Dealer-New and Used	91.0
22	Auto Parts - New and Used	89.8
23	Furniture-Retail	86.4
24	Plumbing Contractors	79.1
25	Retail Hardware	75.4

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

Rank	Heading	2019 Usage Est. (Millions) out of 7.3 Billion Total
26	Sporting Goods - Retail	74.5
27	Computer Dealers/ Equipment/ Software	72.7
28	Home Improvement/Remodeling	71.9
29	Car Washing and Polishing	63.5
30	Clinics	63.2
31	Veterinarians/Veterinary Hospitals	62.9
32	Appliance Dealers	58.5
33	Hospitals	54.2
34	Pet Grooming	53.9
35	Landscape Contractors	49.8
36	Insurance	49.6
37	Massage	44.1
38	Pest Control Services	43.2
39	Janitor Service	42.0
40	Electrician/ Electrical Contractors	41.7
41	Tax Return Preparation	40.6
42	Painting Contractors	40.0
43	Travel Agencies	39.4
44	Real Estate	36.8
45	General Merchandise-Retail	36.3
46	Roofing Contractors	35.1
47	Attorneys/ Lawyers	33.9
48	Auto Body Repair	30.7
49	Contractors-General	30.4
50	Doors/ Garage Doors	28.1

*NOTE: **All Headings.** 2015-19 Sample = 25,188*

Localogy

2020 LOCAL MEDIA TRACKING STUDY

Y. R/R Sites Users by Demographics

Demographic	Sample	Usage	Index
Total	100%	100%	100
Gender			
Female	52%	55%	106
Male	48%	45%	94
Age			
18 – 24	11%	16%	154
25 – 34	19%	30%	154
35 – 44	24%	23%	94
45 – 54	16%	15%	92
55 – 64	16%	8%	49
65+	14%	9%	64
Education			
< H.S.	5%	5%	100
H.S Grad	25%	22%	88
Some College	26%	23%	88
College Grad +	44%	51%	115
Race			
Caucasian	72%	76%	105
African American	13%	11%	86
Hispanic	7%	6%	76
Other	8%	8%	100

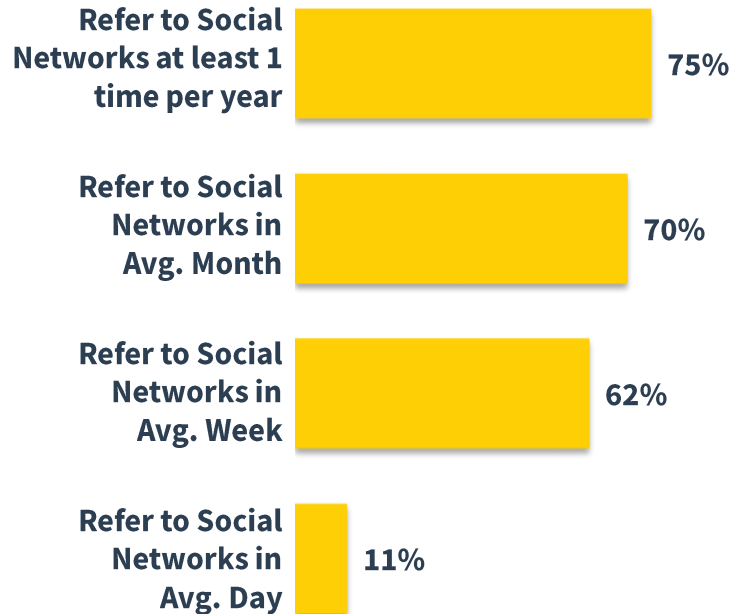| Demographic	Sample	Usage	Index
Total	100%	100%	100
Annual Income			
<$10K	8%	7%	84
$10K - <$25K	14%	10%	71
$25K - <$40K	23%	16%	68
$40K - <$60K	20%	24%	117
$60K - <$100K	20%	21%	101
$100K +	15%	23%	160
Marital Status			
Married	52%	59%	114
Single	32%	31%	95
Divorced	10%	7%	69
Separated	2%	3%	118
Widowed	4%	5%	115
Residence			
Own	56%	61%	109
Rent	41%	36%	88
Area Live In			
Urban	28%	25%	89
Suburban	49%	61%	123
Rural	22%	14%	64

NOTE: Based on 2019.
NOTE: Percentages may not add to 100% due to rounding.

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2020 LOCAL MEDIA TRACKING STUDY

Z. Overall Social Network Usage Statistics

Refer to Social Networks at least 1 time per year — 75%

Refer to Social Networks in Avg. Month — 70%

Refer to Social Networks in Avg. Week — 62%

Refer to Social Networks in Avg. Day — 11%

Average Number of References Per Week *Among Past Week Users*	2.52
Average Number of References Per Week *Among Total US Adult Population*	0.65
Number of References Made in 2019 by US Adults	8.4 Billion

(0.65 x 52 wks x 250 million = 8.4 billion)

NOTE: Based on 4,160 interviews with a random sample of U.S. adults from all online reporting in 2019.

AA. Social Network Reference to Ads
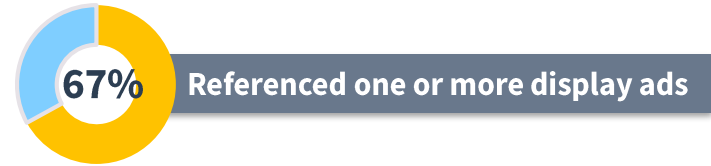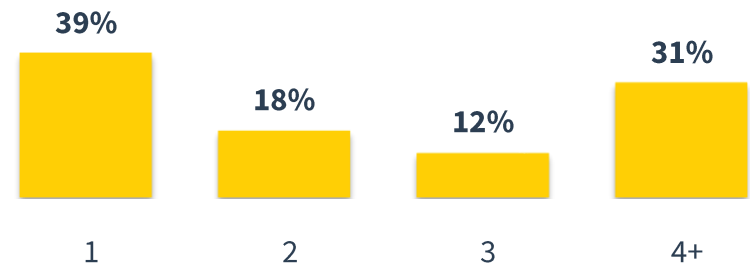
67% Referenced one or more display ads

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

Number of ads looked at by *those referencing ads*

- 1 — 39%
- 2 — 18%
- 3 — 12%
- 4+ — 31%

NOTE: Based on the number of searches using Social Networks: 8,080 in 2019.

Localogy

2020 LOCAL MEDIA TRACKING STUDY

AB. Selection SN Predisposition

Had One Name in Mind — **32%**

Had 2+ Names in Mind — **49%**

Had No Name in Mind — **20%**

68% had a decision to make at time of search
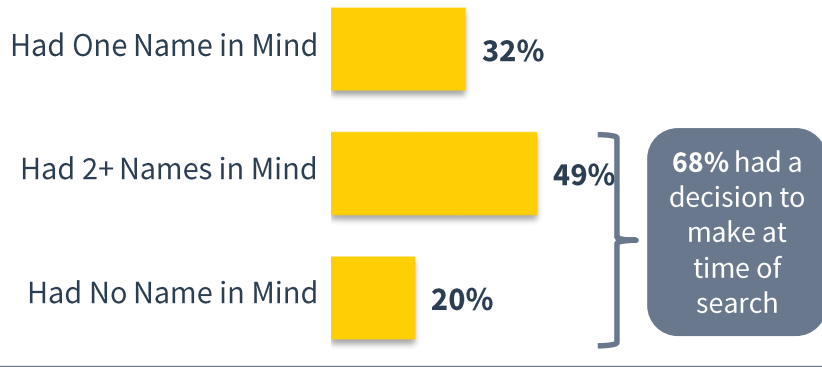
NOTE: Based on the number of searches using SN: 8,080 in 2019.
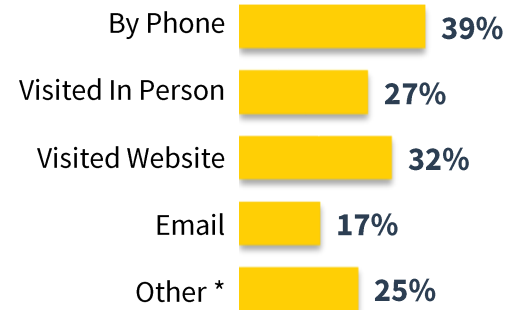
AC. Action Taken After SN Search

Timing of Contact
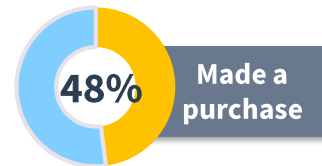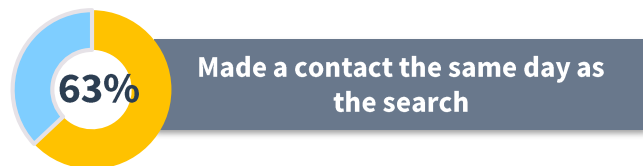
63% — Made a contact the same day as the search

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

62% — Made a contact, visit, or purchase after a search

Type of Contact

By Phone — **39%**

Visited In Person — **27%**

Visited Website — **32%**

Email — **17%**

Other * — **25%**

2.0 — Avg. number of places contacted *among those making contact*

48% — Made a purchase

63% — Made a purchase or were likely to do so
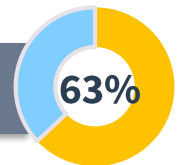
33% — Among those making a purchase… …are new customers

NOTE: Type of contact based on 5,009 SN searches resulting in a contact.
*Other includes postal mail, online chat, and other methods.

SOCIAL NETWORK

Localogy

2020 LOCAL MEDIA TRACKING STUDY

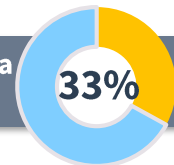## AD. Top Social Network Headings

Rank	Heading	2019 Usage Est. (Millions) out of 8.4 Billion Total
1	Restaurants	946.7
2	Grocers Retail (Supermarket)	321.6
3	Pizza	247.2
4	Beauty Salons	217.7
5	Hotels	180.5
6	Department Stores	170.9
7	Discount Stores	158.7
8	Shopping Centers	148.3
9	Pharmacies	143.7
10	Shoes-Retail	143.7
11	Banks/ Savings & Loan	139.5
12	Theaters	139.5
13	Coffee Houses (i.e. Starbucks, etc.)	126.1
14	Electronics (i.e. iPad, iPod, Kindle, etc.)	123.8
15	Auto Dealer-New and Used	110.8
16	Nail Salons	109.6
17	Pet Supplies and Foods-Retail	108.8
18	Auto Repairs & Service	108.1
19	Physician and Surgeons	107.7
20	Furniture-Retail	104.2
21	Dentists	101.9
22	Home Improvement/Remodeling	92.0
23	Auto Parts - New and Used	86.6
24	Sporting Goods - Retail	83.6
25	Computer Dealers/ Equipment/ Software	82.8

AD. Top Social Network Headings (Cont'd)

Rank	Heading	2019 Usage Est. (Millions) out of 8.4 Billion Total
26	Tire Dealers	80.9
27	Retail Hardware	80.1
28	Plumbing Contractors	74.7
29	General Merchandise-Retail	70.0
30	Veterinarians/Veterinary Hospitals	69.8
31	Appliance Dealers	68.2
32	Clinics	67.1
33	Car Washing and Polishing	62.5
34	Janitor Service	61.7
35	Pet Grooming	59.8
36	Hospitals	56.7
37	Insurance	54.0
38	Landscape Contractors	49.8
39	Tax Return Preparation	48.7
40	Electrician/ Electrical Contractors	42.2
41	Real Estate	40.2
42	Massage	40.2
43	Travel Agencies	38.3
44	Contractors-General	37.9
45	Pest Control Services	37.9
46	Air Conditioning Service & Repair	37.6
47	Attorneys/ Lawyers	36.4
48	Painting Contractors	36.0
49	Doors/ Garage Doors	33.3
50	Tree Service	31.4

NOTE: **All Headings.** 2015-19 Sample = 21,917

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2020 LOCAL MEDIA TRACKING STUDY

SOCIAL NETWORK

AE. Social Network Users by Demographics

Demographic	Sample	Usage	Index
Total	100%	100%	100
Gender			
Female	52%	56%	107
Male	48%	44%	92
Age			
18 – 24	11%	16%	154
25 – 34	19%	28%	147
35 – 44	24%	26%	107
45 – 54	16%	14%	91
55 – 64	16%	8%	52
65+	14%	7%	50
Education			
< H.S.	5%	3%	68
H.S Grad	25%	26%	106
Some College	26%	26%	100
College Grad +	44%	45%	102
Race			
Caucasian	72%	65%	90
African American	13%	16%	124
Hispanic	7%	9%	127
Other	8%	10%	124

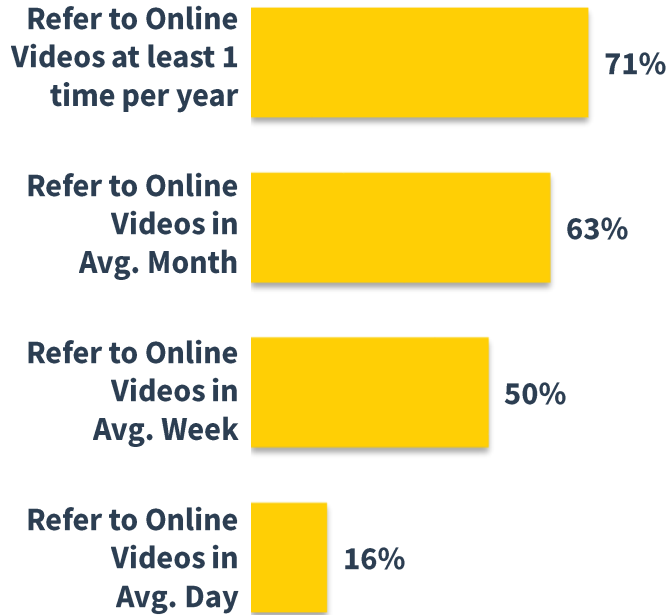| Demographic	Sample	Usage	Index
Total	100%	100%	100
Annual Income			
<$10K	8%	8%	100
$10K - <$25K	14%	12%	87
$25K - <$40K	23%	22%	98
$40K - <$60K	20%	20%	100
$60K - <$100K	20%	20%	100
$100K +	15%	16%	111
Marital Status			
Married	52%	51%	98
Single	32%	37%	114
Divorced	10%	8%	85
Separated	2%	2%	100
Widowed	4%	3%	62
Residence			
Own	56%	53%	95
Rent	41%	44%	108
Area Live In			
Urban	28%	32%	113
Suburban	49%	48%	97
Rural	22%	20%	90

NOTE: Based on 2019.
NOTE: Percentages may not add to 100% due to rounding.

Localogy

2020 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 — 63%

Refer to Online Videos in Avg. Week — 50%

Refer to Online Videos in Avg. Day — 16%
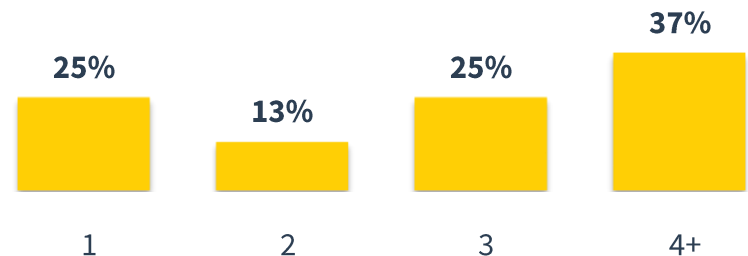
Average Number of References Per Week *Among Past Week Users*	2.89
Average Number of References Per Week *Among Total US Adult Population*	0.45
Number of References Made in 2019 by US Adults	5.8 Billion

(0.45 x 52 wks x 250 million = 5.8 billion)

NOTE: Based on 4,160 interviews with a random sample of U.S. adults from all online reporting in 2019.

AG. Online Videos Reference to Ads
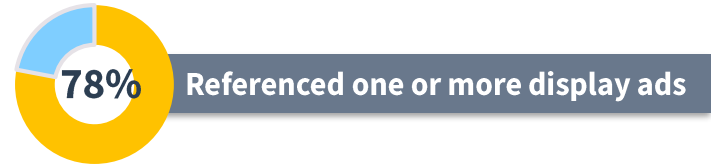
78% Referenced one or more display ads

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

Number of ads looked at by *those referencing ads*

1	2	3	4+
25%	13%	25%	37%

NOTE: Based on the number of searches using Online Videos : 2,505 in 2019.

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2020 LOCAL MEDIA TRACKING STUDY

ONLINE VIDEOS

AH. Selection Online Videos Predisposition

Had One Name in Mind — **38%**

Had 2+ Names in Mind — **48%**

Had No Name in Mind — **14%**

> **62%** had a decision to make at time of search
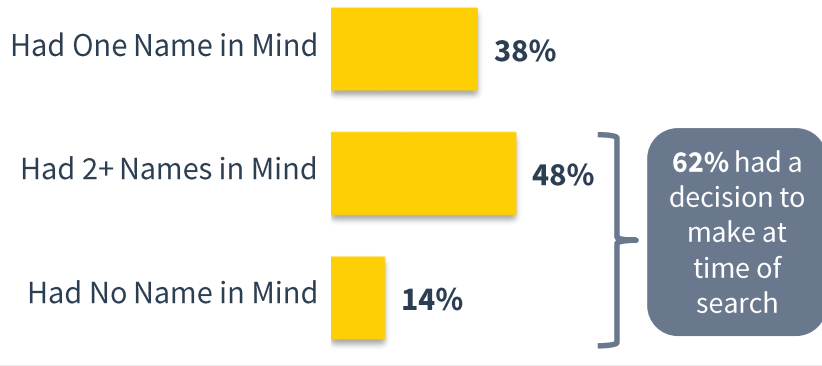
NOTE: Based on the number of searches using OV: 2,505 in 2019.
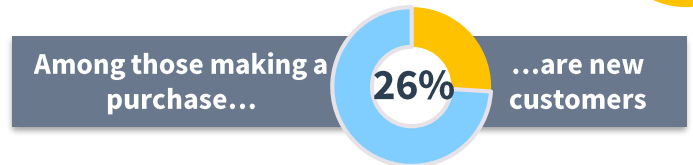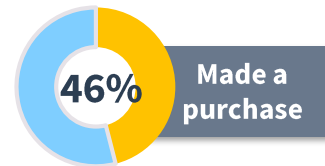
AI. Action Taken After OV Search

Timing of Contact

61% — Made a contact the same day as the search
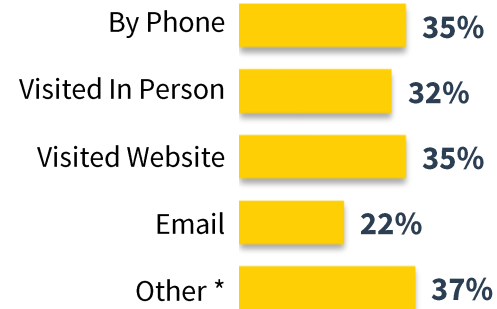
AI. Action Taken After OV Search (Cont'd)

63% — Made a contact, visit, or purchase after a search

Type of Contact

By Phone — **35%**

Visited In Person — **32%**

Visited Website — **35%**

Email — **22%**

Other * — **37%**

2.1 — Avg. number of places contacted *among those making contact*

46% — Made a purchase

60% — Made a purchase or were likely to do so

26% — Among those making a purchase… …are new customers

NOTE: Type of contact based on 1,578 OV searches resulting in a contact.
Other includes postal mail, online chat, and other methods.

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2020 LOCAL MEDIA TRACKING STUDY

AJ. Top Online Videos Headings

Rank	Heading	2019 Usage Est. (Millions) out of 5.8 Billion Total
1	Restaurants	354.3
2	Grocers Retail (Supermarket)	185.6
3	Electronics (i.e. iPad, iPod, Kindle, etc.)	120.3
4	Pizza	115.0
5	Discount Stores	109.4
6	Auto Dealer-New and Used	108.5
7	Theaters	107.2
8	Beauty Salons	104.6
9	Department Stores	99.8
10	Auto Parts - New and Used	92.4
11	Shoes-Retail	85.9
12	Auto Repairs & Service	85.4
13	Pharmacies	74.1
14	Shopping Centers	74.1
15	Hotels	73.2
16	Coffee Houses (i.e. Starbucks, etc.)	71.9
17	Retail Hardware	71.5
18	Home Improvement/Remodeling	70.2
19	Sporting Goods - Retail	69.7
20	Appliance Dealers	65.8
21	Pet Supplies and Foods-Retail	65.4
22	Computer Dealers/ Equipment/ Software	62.8
23	Physician and Surgeons	59.3
24	Tire Dealers	58.0
25	Furniture-Retail	55.3

AJ. Top Online Videos Headings (Cont'd)

Rank	Heading	2019 Usage Est. (Millions) out of 5.8 Billion Total
26	Plumbing Contractors	49.7
27	Banks/ Savings & Loan	44.5
28	Dentists	38.3
29	General Merchandise-Retail	38.3
30	Car Washing and Polishing	35.7
31	Tax Return Preparation	35.3
32	Clinics	34.0
33	Nail Salons	32.7
34	Hospitals	31.8
35	Janitor Service	30.5
36	Pest Control Services	30.5
37	Insurance	29.6
38	Travel Agencies	29.6
39	Landscape Contractors	27.9
40	Electrician/ Electrical Contractors	27.5
41	Painting Contractors	26.1
42	Pet Grooming	24.4
43	Real Estate	23.1
44	Veterinarians/Veterinary Hospitals	22.2
45	Massage	19.6
46	Roofing Contractors	18.7
47	Financial Services	17.4
48	Doors/ Garage Doors	17.0
49	New Carpet & Rug Dealers	16.6
50	Contractors-General	16.1

*NOTE: **All Headings.** 2015-19 Sample = 13,309*

Localogy

2020 LOCAL MEDIA TRACKING STUDY

AK. Online Videos Users by Demographics

Demographic	Sample	Usage	Index
Total	100%	100%	100
Gender			
Female	52%	48%	92
Male	48%	52%	108
Age			
18 – 24	11%	23%	216
25 – 34	19%	30%	158
35 – 44	24%	26%	107
45 – 54	16%	11%	72
55 – 64	16%	5%	34
65+	14%	5%	31
Education			
< H.S.	5%	8%	163
H.S Grad	25%	28%	112
Some College	26%	22%	84
College Grad +	44%	42%	96
Race			
Caucasian	72%	58%	80
African American	13%	24%	189
Hispanic	7%	10%	133
Other	8%	9%	106

Demographic	Sample	Usage	Index
Total	100%	100%	100
Annual Income			
<$10K	8%	11%	136
$10K - <$25K	14%	11%	79
$25K - <$40K	23%	23%	100
$40K - <$60K	20%	24%	115
$60K - <$100K	20%	18%	87
$100K +	15%	14%	98
Marital Status			
Married	52%	49%	95
Single	32%	44%	137
Divorced	10%	11%	110
Separated	2%	2%	100
Widowed	4%	4%	100
Residence			
Own	56%	49%	88
Rent	41%	46%	114
Area Live In			
Urban	28%	36%	127
Suburban	49%	47%	96
Rural	22%	17%	76

NOTE: Based on 2019.
NOTE: Percentages may not add to 100% due to rounding.

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2020 LOCAL MEDIA TRACKING STUDY

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 2019 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, 2019 through December 31, 2019). 4,160 interviews were conducted in 2019.
- The survey takes about 12 minutes, on average, to complete.
- Interviews were made available in English.

Contact: Jason Peaslee at Localogy, 937.212.4355, for more details.

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