



80% Buy from a Store Whose Site They Previously Visited

By: Nielsen Online
July 23, 2008

"Media measurement company, Nielsen Online, conducted a survey to examine the relationship between online research and offline purchases. They found that 80% of participants who had recently bought consumer electronics from a brick and mortar store whose site they visited first.

- 🍏 *53% bought from the site where they spent the most time.*
 - 🍏 *58% would choose the Internet if they could only use one channel to conduct product research on consumer electronics. Only 25% chose the brick and mortar store."*
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How Local Retail Business Owners Can Use The Internet To Get More Local Business To Their Establishments And Increase Sales

By Christopher J. Sewell / Small Business Library
February 2, 2008

"Just because the Internet is global, doesn't mean it isn't local. In preparing your business to be online, you will need a website...If you want to keep your business local, your goal should be to make your business as efficient as possible by using the Internet"



Local Search Statistics

*73% of activity online is in one way or another “related to local content”
(Google 5/07)*

*For every one dollar U.S. consumers spend online, another five or six are going to offline purchases that are influenced by online research
(MIT Technology Review, April 2005, “E-Commerce Gets Smarter“)*

97% of Internet users in the U.S. gather shopping information online, and of those consumers 51% explicitly characterize their behavior as “Shop Online, Purchase Offline” (NPD Group).

New Research by The Kelsey Group and ConStat Indicates 70% of U.S. Households Now Use the Internet When Shopping Locally for Products and Services

Findings also suggest the Internet is poised to surpass newspapers as a local shopping information resource. 70 percent of online searchers will use local search to find offline businesses. (Research by Kelsey Group)

43% of search engine users are seeking a local merchant to buy something offline. 54% of search users have substituted Internet/search for the phone book. Source: comScore Networks
