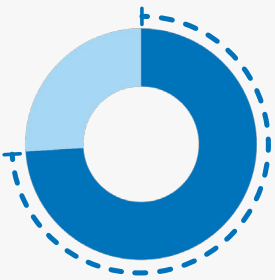


# YELP RANKS #1 FOR FINDING LOCAL BUSINESSES



**74%**  
of the consumers  
searching online for a  
**local business turn**  
to review sites



**Review sites drive  
higher conversion**  
than search engines or the  
leading social network

## Consumers rank Yelp as the #1 review site for finding local businesses



Most trusted



Most useful for making a  
final purchase decision

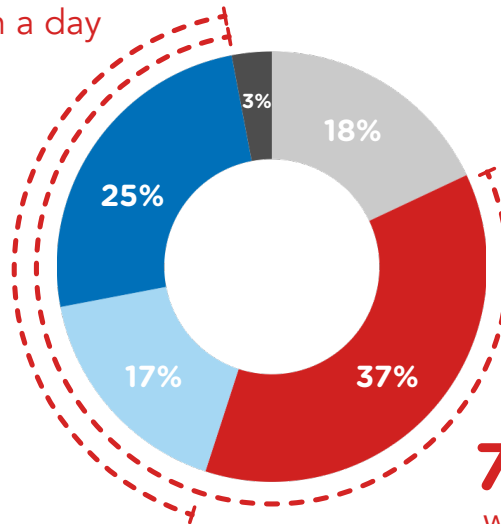


Most influential



**92%**  
of consumers make  
a **purchase after**  
visiting Yelp  
at least sometimes,  
frequently or almost  
always

**42%** purchase  
within a day



- within a few hours
- within a day
- within a week
- within a month
- longer than a month

**79%** purchase  
within a week



**79%**  
of Yelp users are looking  
for a business they can  
**visit multiple times**



**85%**  
of Yelp users  
**share the businesses**  
they find on Yelp with friends

### Methodology

Based on online consumer survey fielded by Nielsen for Yelp, 9/2016. Total sample 2,007 adults 18+ in the US who searched for a local business online between 8/2016-9/2016. Online Review Site User sample=745: Reported use of a dedicated online review site, excluding search engines and social media sites. Yelp User sample=587: Reported use of Yelp to find local business (6/2016-9/2016). Data weighted demographically to be representative of US online population.