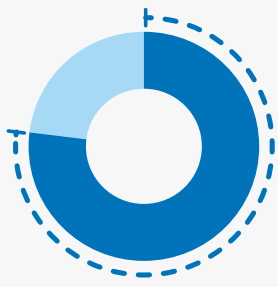


# YELP IS #1 FOR RESTAURANTS



**77%** of consumers searching online for Restaurants turn to review sites\*



**40%** of consumers rely on review sites at least weekly

**Yelp is the most frequently used review site for finding Restaurants:**



Most trusted

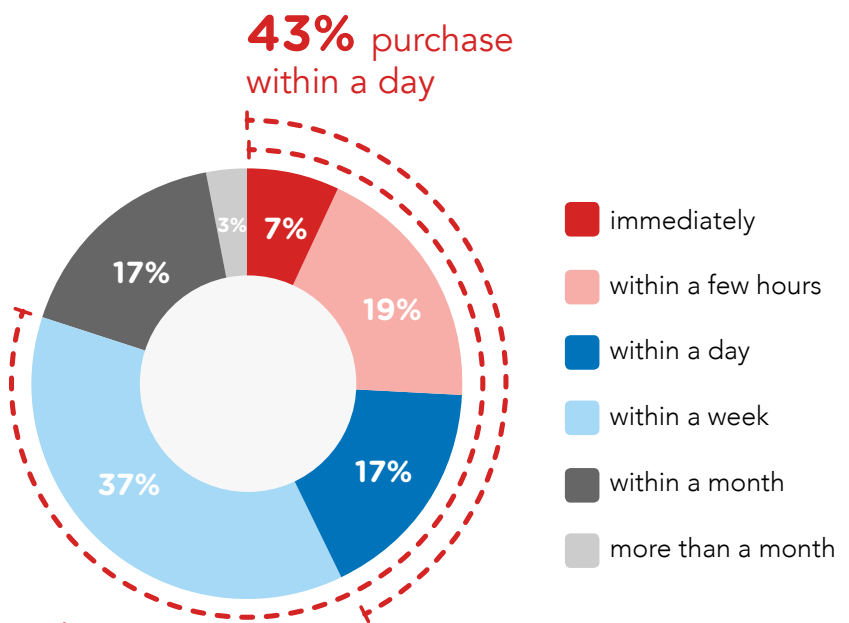


Most influential



**92%** of consumers searching Yelp for Restaurants make a purchase after using the platform

(Sometimes, Frequently, or Almost Always)



**80%** purchase within a week



**75%**

of consumers searching Yelp for Restaurants make a purchase after calling a business



**70%**

of consumers searching Yelp for Restaurants make a purchase after mapping directions to a business



**80%**

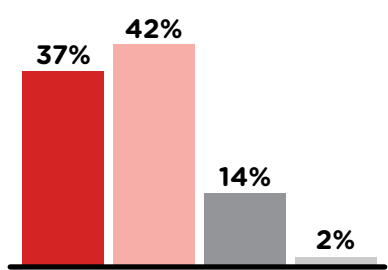
of Yelp users searching for Restaurants are looking for a business they can visit multiple times



**84%**

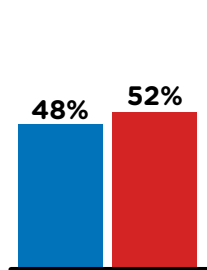
share the businesses they find on Yelp with friends

## Household Income



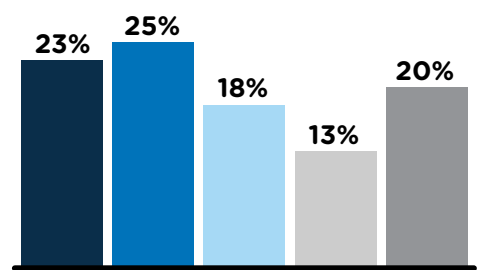
- <\$50,000
- \$50,000 – \$124,999
- \$125,000 – \$249,999
- \$250,000+

## Gender



- Male
- Female

## Age



- 18 – 29
- 30 – 39
- 40 – 49
- 50 – 59
- 60+

### 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.

\*US consumers who have searched online for Restaurants in the past 3 months.