

## 10 STATS THAT SHOW HOW GOOGLE MAPS IS EVOLVING FOR LOCAL BUSINESSES



### Google Maps Is the Go-To Resource for Discovering Everything Local



**256**

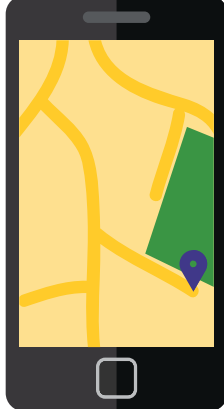
Countries and territories represented<sup>1</sup>



**1 Billion**

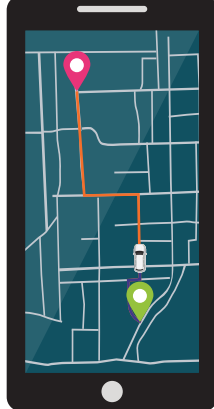
Monthly active users<sup>2</sup>

Since launching in 2005, Google Maps has shown no signs of slowing.



**67%**

Smartphone owners who prefer Maps as their navigation app<sup>3</sup>



**650 Million**

Average miles driven daily using Maps<sup>4</sup>

Of the **77%** of smartphone users who use navigation apps on a regular basis, two-thirds turn to Google Maps. This is six times more than the second-most popular app, Waze.<sup>3</sup>

The top use for **87%** of these users is driving directions, which amass hundreds of millions of miles each day.<sup>3</sup>

<sup>1</sup> Source: Google, 2018

<sup>2</sup> Source: Skift, 2019

<sup>3</sup> Source: The Manifest, 2018

<sup>4</sup> Source: Slingshot, 2019

### Search Trends Reveal the Basis for This Growth

Growth in Mobile Search Since 2017<sup>1</sup>

**+150%** "\_\_\_ near me now"

**+200%** "Open" + "now" + "near me"

**+500%** "can I buy," "to buy," or similar query

**+900%** "\_\_\_ near me today/tonight"

Through its Maps platform, Google has achieved a seamless digital transition between local search and local business. This has made maintaining accurate company listings critical for owners, particularly in an age of mobile, on-demand lifestyles.



**20 Million**

User reviews and ratings posted daily<sup>2</sup>



**#1**

Restaurants are the most-searched-for type of business each week<sup>3</sup>

The restaurant industry is a prime example of how local listings and online customer engagement are more important than ever. With **82%** of Americans eating out at least once a week<sup>4</sup> and **94%** of them influenced by online reviews,<sup>5</sup> restaurateurs can't afford to overlook Google Maps for their businesses.

<sup>1</sup> Source: Google, 2018

<sup>2</sup> Source: Slingshot, 2019

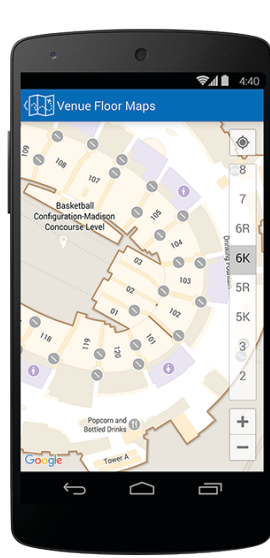
<sup>3</sup> Source: Local Search Association, 2018

<sup>4</sup> Source: Toast, 2017

<sup>5</sup> Source: TripAdvisor, 2018

### As Its Functionality Grows, So Too Will Its Footprint

In less than 15 years, Google Maps has evolved from a digital directions provider to an information hub for local business. Thanks to features such as Explore, developers across the consumer landscape from dining to retail to entertainment are rushing to take advantage of its power as a marketing platform.



**1,000**

Public and commercial mapping sources<sup>1</sup>



**5 Million**

Developers using Google mapping tools<sup>2</sup>



**110 Million**

Buildings drawn algorithmically by Maps from Jan-June 2018<sup>1</sup>

Nearly **25%** of shoppers go straight to their smartphones to begin their experience, and **90%** of them aren't sure what business they'll use before they begin searching.<sup>3</sup>

To make sure you are part of their consideration set, be sure to add your business to Google Maps by setting up your free Google My Business account at [google.com/business](https://www.google.com/business).

<sup>1</sup> Source: Skift, 2019

<sup>2</sup> Source: Bloomberg, 2019

<sup>3</sup> Source: Google/Ipsos, 2018