Google Maps is the Go-To Resource for Discovering Everything Local

- 256 countries and territories represented
- 1 Billion monthly active users
- 67% smartphone owners who use Maps on their navigation app
- 650 Million average miles driven daily using Maps

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. The top use for 87% of these users is driving directions, which amass hundreds of millions of miles each day.

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

- 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 and 94% of them influenced by online reviews, restaurateurs can't afford to overlook Google Maps for their businesses.

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- 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.

- 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. 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.

- Search Trends Reveal the Basis for This Growth

  - +150% “open now”
  - +200% “near me”
  - +500% “can I buy,” “to buy,” or similar query
  - +900% “___ near me today/tonight”

- As Its Functionality Grows, So Too Will Its Footprint

  - +150% “___ near me now”
  - +200% “Open” + “now” + “near me”
  - +500% “can I buy,” “to buy,” or similar query
  - +900% “___ near me today/tonight”

- 20 Million User reviews and ratings posted daily
- #1 Restaurants are the most-searched-for type of business each week
- 1,000 Public and commercial mapping sources
- 5 Million Developers using Google mapping tools
- 110 Million Buildings drawn algorithmically by Maps from Jan-June 2018
- www.binaryfountain.com 800.549.9552

1 Source: Skift, 2019
2 Source: Bloomberg, 2019
3 Source: Google/Ipsos, 2018
4 Source: Toast, 2017
5 Source: TripAdvisor, 2018