

Consumer Corner

High Gas Prices Getting You Down? “Think Local”

(NAPSA)—With today’s high gas prices, it may pay to search online for local stores and businesses before you head out the door. As the rising cost of fuel affects the way we live, shop, vacation and spend our hard-earned dollars, consumers are conserving more, traveling less and thinking outside the box to find new ways to cut costs and save money.

A great option is to do an online local search, using a site like www.local.com, before you even get in the car. Local search delivers geographically desirable search results—connecting you with local businesses, retail stores and vendors in your neighborhood so you don’t have to waste time and money driving in search of what you’re looking for. Or if you are already in the car or on the road, you can use Local.com’s Local Mobile™ platform, by visiting <http://m.local.com> from your Web-enabled mobile phone or device.

According to global Internet information provider comScore, Inc., 47 percent of local searchers visited a local merchant as a result of going online.

And BIGresearch says 89 percent of consumers making in-store purchases in key retail categories have conducted online research prior to making a purchase.

How local are consumers’ purchases? Industry experts report that approximately 80 percent of an individual’s income is spent within about 50 miles of home.

At www.local.com you’ll find a top local search site and network

New Ways To Cut Costs

Consumer shopping habits have changed thanks to online local searches. Consider these facts:

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that attracts approximately 17 million visitors each month seeking information on local businesses, products and services. The site lets consumers search by product or service, by location, including ZIP codes and area codes, and can even give you driving directions. There are ratings and reviews, a weather report (so you know what to wear when you do go out shopping) and much more.

Many local stores have enhanced listings, which give lots of information about their business including a detailed description, a logo, photos of the business, their Web site and special offers.

So the next time you’re looking for that new hair salon or need to find a car repair service fast, head to your computer or mobile device and take the shortcut using local search.

For more information, visit www.local.com.