

New Behavior Drives a Surge in Search Volume



There are now +16MM Queries on 'restaurant' and 'restaurants' alone each month.

What Are Diners Searching For?



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Restaurant Locations

68% of searches are for location  58% increase from 2007

Restaurant Menus

57% of searches are for food/menu  90% increase from 2007

Restaurant Coupons

45% of searches are for coupons and special offers

Online's Role For Restaurants Has Grown

90%

Of diners go online for information about restaurants



32% increase 2008-2009

80%

Use search as part of decision process



Half of all searches are made from a mobile device, 50% growth over last year

70%

Use the Internet to choose a restaurant

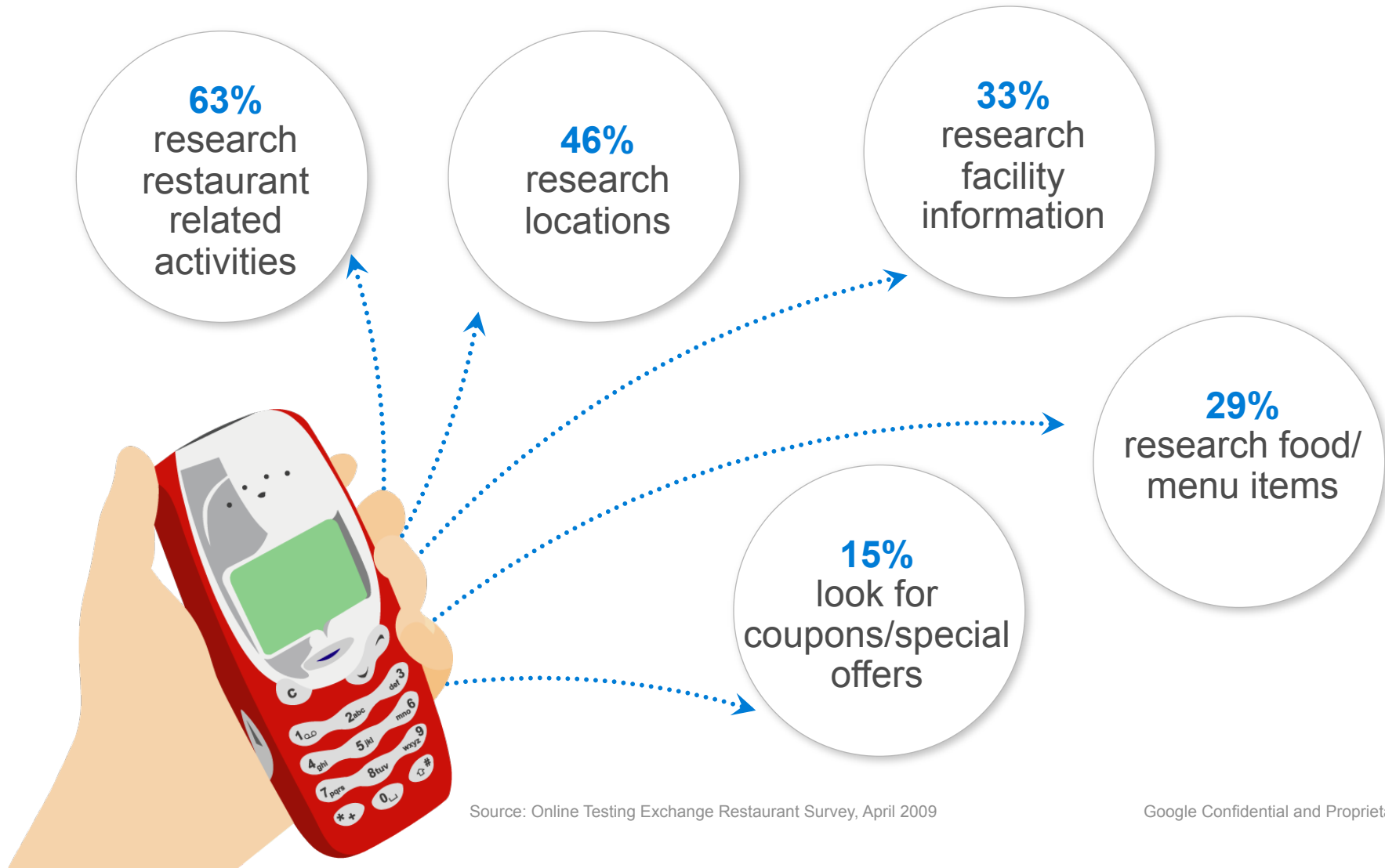


Source: Online Testing Exchange Restaurant Survey, April 2009

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Mobile Is A Developing Part Of Diner Research

Of People Who Go Online Via Their Mobile Device (37%):

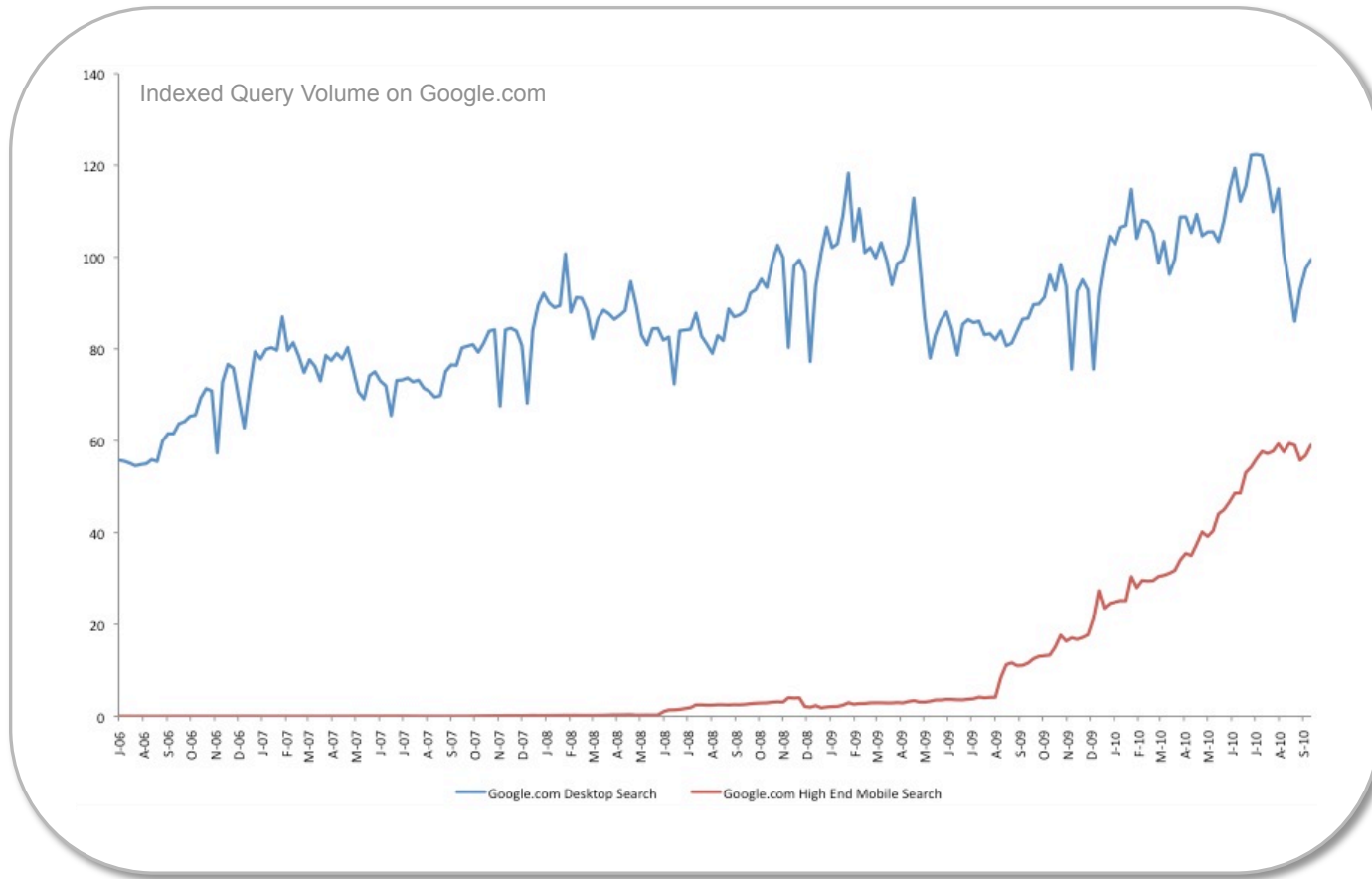


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Mobile: Restaurant Query Growth

Mobile search is **5X** higher now compared to last year

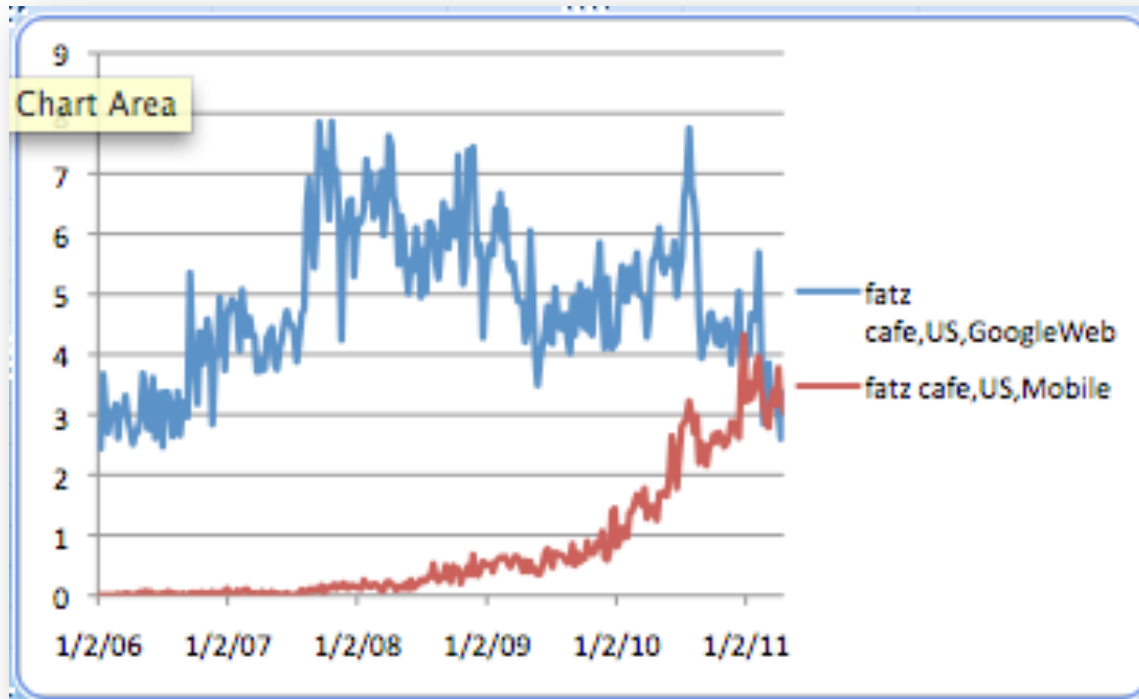


At this rate, high end mobile devices will exceed desktop **next year**.

* Based on a basket of 10,000 keywords within the restaurant category
Source: Google Internal Data

Mobile vs. Desktop Search Volume - Branded

Indexed Query Volume on Google.com



Searches on both Mobile and Desktop for Fatz Café are on the rise, in line with other trends we are observing in the space.

Know What Diners are Searching For



Reach diners at the moment of intent. Reach diners making relevant searches.