

Industry	Total GBP Actions Percent Change YoY	Total GBP Clicks Percent Change YoY	Total GBP Calls Percent Change YoY	Total GBP Directions Percent Change YoY	Total GBP Total Views Percent Change YoY	Total GBP Search Views Percent Change YoY	Total GBP Map Views Percent Change YoY	Total GBP Discovery Searches Percent Change YoY	Total GBP Direct Searches Percent Change YoY	Total GBP Branded Searches Percent Change YoY
Alcohol	28%	28%	10%	35%	36%	12%	47%	20%	43%	38%
Auto Repair	10%	4%	9%	19%	26%	9%	35%	13%	36%	19%
Auto Sales	30%	46%	29%	33%	43%	38%	53%	44%	75%	63%
<b>Energy</b>	<b>-59%</b>	-56%	-62%	-59%	-59%	-48%	-65%	-53%	-68%	-57%
Financial Services	18%	12%	6%	57%	55%	33%	72%	54%	59%	45%
Fitness	31%	12%	4%	86%	64%	38%	81%	57%	53%	88%
Gas Stations	45%	24%	15%	53%	108%	62%	112%	134%	63%	104%
Grocery Store	21%	2%	-3%	39%	78%	22%	90%	85%	76%	42%
Healthcare	39%	40%	30%	60%	71%	57%	73%	52%	94%	45%
<b>Home Services</b>	<b>-13%</b>	-17%	-14%	5%	15%	-1%	17%	-6%	25%	33%
Insurance	13%	15%	11%	42%	19%	32%	9%	4%	30%	26%
<b>Pharmacy</b>	<b>69%</b>	109%	52%	79%	94%	128%	77%	125%	64%	128%
<b>Post Office</b>	<b>-6%</b>	-33%	60%	7%	7%	-17%	19%	-22%	82%	-2%
Real Estate	2%	-2%	4%	31%	14%	9%	21%	16%	44%	-9%
<b>Restaurant</b>	<b>116%</b>	77%	35%	127%	98%	47%	103%	109%	156%	50%
<b>Retail</b>	<b>51%</b>	41%	38%	80%	74%	37%	112%	62%	128%	45%
Waste Management	11%	11%	7%	24%	52%	25%	77%	23%	110%	19%
<b>Average</b>	<b>24%</b>	<b>18%</b>	<b>14%</b>	<b>42%</b>	<b>47%</b>	<b>28%</b>	<b>55%</b>	<b>42%</b>	<b>63%</b>	<b>40%</b>

