Q1. When considering which local business to use, which of these statements about ‘local business websites’ applies most to you?
Q2. What information is most important on a local business website? (Select up to 3)
Most important info on a local business website

- List of products: 16%
- Price list: 12%
- Physical address: 10%
- Opening hours: 8%
- Attractive website: 4%

Age groups:
- 18-34: Blue bars
- 35-54: Red bars
- 55+: Green bars
Q3. Which factors make you want to use a local business the most?
Q4. Which factors are most likely to stop you from using a local business?