

# Alexa, Where's the Nearest Restaurant?

And what time does it close?

## ARTICLE |

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**C**onsumers aren't just asking Alexa or Siri about the weather or to play a certain song. They're also inquiring about stores and restaurants in their area, according to an August 2018 [Chatmeter](#) survey conducted by [Sapio Research](#).

In the survey of 1,000 US voice assistant users, local search marketing firm Chatmeter found that a good number of respondents use their voice assistants often to find nearby shops, restaurants and businesses.

For the most part, they're asking common questions. More than four in 10 (42%) said they ask for directions and an address, while roughly one-third (31%) of respondents inquire about business hours. There are also those (13%) who just want to know if a store or restaurant carries a specific item, before they head over to check it out.

## What Are US Voice Tech Users\* Most Likely to Ask About Local Businesses via Voice Search?

% of respondents, Aug 2018

	Directions and address	Business hours	If they carry a specific item	Call the store	Other
<b>Gender</b>					
Male	41%	30%	14%	14%	1%
Female	43%	32%	12%	12%	1%
<b>Age</b>					
18-24	53%	27%	8%	11%	1%
25-34	34%	35%	17%	14%	-
35-44	42%	32%	11%	15%	0%
45-54	44%	31%	12%	13%	1%
55-65	43%	29%	14%	13%	1%
66+	51%	22%	15%	8%	3%
<b>Total</b>	<b>42%</b>	<b>31%</b>	<b>13%</b>	<b>13%</b>	<b>1%</b>

Note: \*use voice assistant on phone or own a smart speaker; numbers may not add up to 100% due to rounding

Source: Chatmeter, "Voice Engine Optimization: The Key to Driving Local Sales and Online Traffic" conducted by Sapio Research, Oct 24, 2018

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According to an April 2018 survey from [BrightLocal](#), the top three types of businesses US internet users would consider using voice search to find more information about are grocery stores, food delivery services and restaurants and cafes.

"Voice searches tend to be more location-focused," said eMarketer principal analysis Victoria Petrock in her report, *Marketing Beyond the Screen*. "In contrast to text, voice searches are often in the form of longer, more conversational questions that may provide linguistic clues to intent or position in the purchase funnel."

The "Marketing Beyond the Screen" report examines the implications of voice control and the hurdles to adoption for both consumers and marketers. eMarketer PRO subscribers can access [the full report now](#).

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