

## When It Comes to Mobile Search, Holiday Shoppers are Still Looking for Wal-Mart and Target

TAGS [mobile search](#)

TOOLS [Email](#) [Print](#) [Comment](#) [Contact Author](#)

Even though Target's giant red bull's-eye lights up city skylines by the numbers and it can be hard to miss giant big-box warehouse complexes, American holiday shoppers still need assistance finding local Wal-Mart and Target stores.

Data gathered by V-ENABLE shows that holiday shopping directory assistance searches for retail businesses tend to be mostly for big-named, large-numbered retail giants. Other popular retail searches were pharmacies, electronics stores and gaming businesses. Following retail chains, restaurants and gas stations were popular search categories. This exclusive data offers a window into Americans' shopping habits, particularly during the holiday shopping season.

Data was gathered from November 23rd, Black Friday, to Dec. 7th from millions of searches conducted by customers of several V-ENABLE partners including major national carriers such as Alltel and MetroPCS. The top ten retail business searches in major metropolitan areas were:

Top Retail Searches:

1. Wal-Mart
2. Target
3. Game Stop
4. Best Buy
5. Walgreens
6. Publix
7. AutoZone
8. KMart
9. Toys R Us
10. Blockbuster Video

"There's an assumption that everyone knows where their local Wal-Mart is - it's interesting to see so many searches for major chain store locations from our customers," said Craig Hagopian, Executive Vice President and Chief Marketing Officer of V-ENABLE. "Holiday shopping season can be hectic and stressful. Spontaneous mobile services like V-ENABLE's make it convenient and easy to find businesses both big and small as you're out checking off your gift lists."

MORE STORIES ABOUT [mobile search](#)

SHARE & SAVE

[Digg](#) [Del.icio.us](#) [Google](#)  
[Reddit](#) [Yahoo](#) [Newsvine](#)

### RELATED STORIES

ALSO NOTED: [Meraki funding](#); [Human-powered mobile search](#); and [much more...](#)

[Nokia to buy Navteq for \\$8.1B](#)

[Google launches AdSense for Mobile](#)

[Google officially launches AdSense for Mobile](#)

[Google's latest moves show preparation for the gPhone launch](#)

[Google now running Adwords on mobile](#)

[SPOTLIGHT: A gPhone drilldown](#)

[Google gets serious about mobile search](#)

[3GSM: Content & apps](#)

[Editor's Corner](#)

### SPONSORED LINKS

#### On Demand Support

Service more customers w/out increasing staff. Let OnForce show you how. Downloa...

**Complete IP Telephony eBook for Businesses**

Free 96 page Business IP Telephony eBook. 11 Chapters covering Decision to Deplo...

**See how easy remote support can be. Try WebEx free...**

Deliver efficient and effective support. Remotely control applications. Leap sec...

**New Webcast: How to Profit with Remote Support**

Discover how remote support can fuel your IT business in ways you've never thoug...

**PowerBookMedic will fix any Powerbook, iBook, iPod**

We offer Parts, Hard Drives, Superdrives, Ram Upgrades & Repairs all backed up w...

*[Buy a Link Now](#)*