

## Overall Usage Statistics

Based on 12,016 interviews with a random sample of U.S. adults in 2000:

**99%** are familiar with the Yellow Pages

**15%** refer to the YP on the typical day

**90%** refer to the YP at least once a year

**1.4** is the average # of uses per week among all persons

**76%** refer to it in the average month

**14.9 Billion** is the 2000 annual population usage estimate of the references made by U.S. adult consumers

**56%** refer to it in the typical week

## An Easy and Effective Shopping Source

**94%** had no difficulty finding the section or heading

**91%** found the product/service for which they were looking

## Reference to Ads

Based on 3,640 yesterday users in 1999 and 2000, on the average reference:

**61%** referenced one or more ads

**5.2** is the average # of ads looked at by those referencing ads

# of Ads Referenced:	<b>One</b> 17%	<b>Two</b> 13%	<b>Three</b> 19%	<b>4-5</b> 27%	<b>6-9</b> 11%	<b>10+</b> 13%
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Attitudes on # of Ads:	<b>Just Right#</b> 68%	<b>Not Enough</b> 11%	<b>Too Many</b> 7%	<b>DK/Other</b> 14%
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**20%** said they would have liked the benefit of more information in these ads.

The nature of the information desired included:

More on prods/service	36%	Brands carried	6%
Store hours/days	30	Menu/type of food	4
Location/address	15	800#/fax#/service#	4
Prices/costs	13	Credentials/experience	2

Base of past week users in 1999-00 (871)

## Selection Predisposition

**50%** have a decision to make at the time of the reference, that is:

**33%** have no name in mind

**17%** have two or more names in mind

## Ads vs. Predisposition

	Total	No name in mind	2+ names in mind	One name in mind
Referenced ads	61%	76%	67%	48%
Ad Freq.	5.2	6.0	5.3	4.2

## Purpose and Location

**79%** of references are for home or personal reasons, and

**21%** of references are for business reasons

Distribution by:	Location				Purpose	
	Home	Work	Other	TTL	In Home	At Work
Personal	81%	15%	4%	100	93%	44%
Business	23	75	2	100	7	56
Total	69	27	4	100	100	100

## Actions Taken After Reference

**85%** make a contact by phone, in person, or by mail

	Phone Only	Phone + In Person	In Person Only
Type of Contacts	76%	16%	5%

**2.5** is the average number of places contacted.

# Places Contacted Frequency Distribution				Among Purchasers # Places Contacted vs. \$ Spent			
One	Two	Three	4+	<\$25	\$26-100	\$101-500	\$501+
58%	14%	12%	16%	1.8	1.7	3.1	4.2

**46%** made a purchase. Among those making a purchase:

**87%** purchased at place in YP

**43%** are new customers

### Dollars Spent on Purchase

\$10 or less	\$11-25	\$26-50	\$51-100	\$101-200	Over \$200
10%	18%	20%	16%	13%	22%

**87%** made a purchase or were likely to do so.

## Consumer Attitudes About Usage of the Yellow Pages

*YP saves you from having to shop around to get information.*

	1989-90	1994-95	1999-00
Agree	88%	89%	85%
Disagree	9	8	12
Don't Know	3	3	3

*YP important source of info in an urgent or emergency situation.*

	1989-90	1994-95	1999-00
Agree	80%	81%	79%
Disagree	15	15	17
Don't Know	5	4	4

*YP saves you time, money and energy.*

	1989-90	1994-95	1999-00
Agree	90%	91%	89%
Disagree	6	5	7
Don't Know	4	4	4

*The YP is a fast way to find what you're looking for.*

	1989-90	1994-95	1999-00
Agree	92%	91%	87%
Disagree	5	6	9
Don't Know	3	3	4

*The YP is an important source of shopping info when people move into a new town/city.*

	1989-90	1994-95	1999-00
Agree	90%	92%	90%
Disagree	4	4	5
Don't Know	6	4	5

*YP is helpful about learning more about products and services.*

	1989-90	1994-95	1999-00
Agree	83%	83%	78%
Disagree	12	12	16
Don't Know	5	5	6

## Consumer Attitudes About Yellow Pages Ads/Position

*YP ads often influence me to contact a business that I had not considered before looking in YP.*

	1989-90	1994-95	1999-00
Agree	76%	76%	73%
Disagree	16	20	21
Don't Know	8	4	6

*I usually look at the bigger ads when I am not sure where to make the purchase.*

	1989-90	1994-95	1999-00
Agree	68%	70%	70%
Disagree	25	25	24
Don't Know	7	5	6

*YP ads are often more important because they provide info at time of purchase.*

	1989-90	1994-95	1999-00
Agree	79%	78%	73%
Disagree	16	17	22
Don't Know	5	5	5

*Ads in the YP are a waste of money, I could live with just the listing.*

	1989-90	1994-95	1999-00
Agree	22%	20%	22%
Disagree	72	73	74
Don't Know	6	7	4

*Businesses with larger ads in the YP usually have established reputations.*

	1989-90	1994-95	1999-00
Agree	66%	66%	66%
Disagree	26	25	26
Don't Know	8	9	8

*I usually start at the beginning of a heading when not sure where to purchase.*

	1989-90	1994-95	1999-00
Agree	83%	81%	84%
Disagree	10	13	10
Don't Know	7	6	6

## Consumer Attitudes Relevant to National Advertisers/Local Franchises

*I have more confidence in businesses which feature well known brands in their ads.*

	1989-90	1994-95	1999-00
Agree	75%	74%	74%
Disagree	18	21	21
Don't Know	7	5	5

*When I know the brand I'm going to purchase, YP helps in locating nearest dealer.*

	1989-90	1994-95	1999-00
Agree	85%	85%	84%
Disagree	9	11	12
Don't Know	6	4	4

*When brand in mind, look for ad where authorized dealers listed under brand/logo.*

	1989-90	1994-95	1999-00
Agree	79%	77%	78%
Disagree	14	17	17
Don't Know	7	6	5

## Weekly Reach, Frequency & Usage Index by Demographics: 1999-00

Characteristic	% Reach	Weekly Freq.	% Usage	% Pop	Usage Index
Total	56	1.4	100	100	100
<b>Gender</b>					
Males	55	1.4	46	48	96
Females	57	1.5	54	52	104
<b>Age</b>					
18-24	59	1.7	15	13	115
25-34	63	1.8	23	19	121
35-49	63	1.7	36	32	113
50-64	58	1.4	18	20	90
65+	40	0.7	8	16	50

Characteristic	% Reach	Weekly Freq.	% Usage	% Pop	Usage Index
< \$10,000	40	1.1	5	8	63
\$10 < 25,000	51	1.2	15	19	79
\$25 < 40,000	60	1.6	24	23	104
\$40 < 60,000	64	1.7	24	22	119
\$60,000 +	65	1.7	32	28	114
<b>County Size</b>					
A	52	1.2	34	41	83
B	61	1.7	34	30	113
C	63	1.8	18	14	129
D	53	1.3	14	15	93

Education	% Reach	Weekly Freq.	% Usage	% Pop	Usage Index
< HS	37	0.9	7	12	58
HS Grad	53	1.3	33	37	89
Some Coll.	63	1.7	28	23	122
Coll. Grad +	64	1.6	32	28	114

Census Region	% Reach	Weekly Freq.	% Usage	% Pop	Usage Index
Northeast	52	1.2	17	20	85
Midwest	58	1.4	23	23	100
South	57	1.5	37	35	106
West	59	1.6	23	22	105

## Analysis of Non Past Year Users: 1999-2000

Age	18-24	25-34	35-49	50-64	65+
% of nonusers	6	11	18	19	46
Index	67	61	58	86	230
<b>Education</b>					
<HS	HS Grad	S. Coll.	Coll Grad+	Grad Work+	
% of nonusers	33	37	14	11	5
Index	300	106	61	52	50

Unaided Selected Reasons for Nonusage	Age (1999-2000)				
	18-24	25-34	35-49	50-64	65+
No need	45%	30%	38%	43%	52%
Have all #s need	14	10	14	14	13
Call 411/Info	20	17	14	7	1
Prefer White Pages	3	5	5	2	2
Use Internet	2	10	5	1	<1