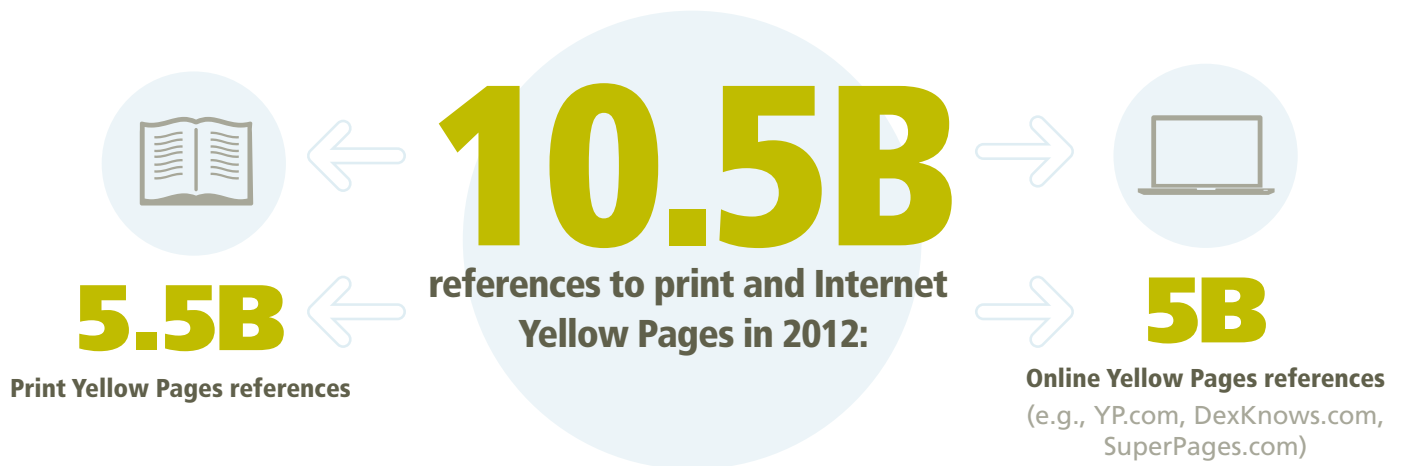


# Yellow Pages *Deliver High Volume* of quality leads for local business

A majority of U.S. adults rely on Yellow Pages offerings to find nearby products and services, generating a strong volume of quality leads for local businesses and extending the reach of both online and offline local advertising.



Yellow Pages attract  
**BILLIONS OF REFERENCES**



Percentages of U.S. adults who  
**referenced source within specific time period:**

Time Period	Print Yellow Pages	Internet Yellow Pages
PAST YEAR	60%	47%
PAST MONTH	35%	25%
PAST WEEK	21%	13%



Yellow Pages are a

# VALUABLE SOURCE OF QUALITY LEADS

Continuing a historical trend, consumers turn to print and Internet Yellow Pages when they were ready to contact a business and make a purchase:



## CONSUMERS ACTED QUICKLY FOLLOWING THEIR SEARCH.

79% of print or Internet Yellow Pages searches that resulted in a contact to a business occurred the same day as the search,

while 65% of searches that resulted in a purchase occurred the same day as the search.

61%

of **print Yellow Pages** searches resulted in a contact or visit to a business

74%

of **print Yellow Pages** searches resulted in a purchase or intent to purchase

WHILE

55%

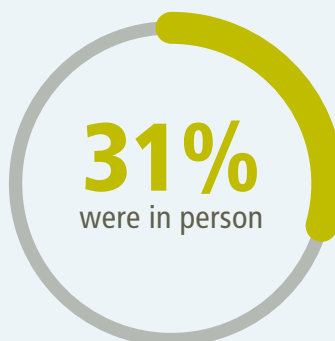
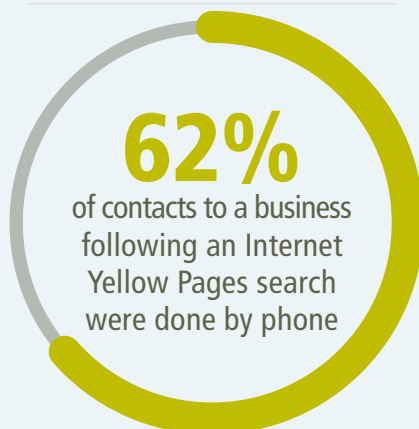
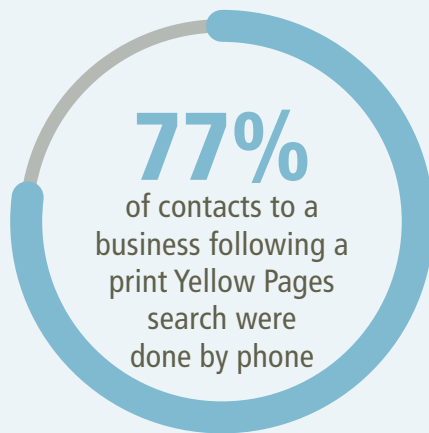
of **Internet Yellow Pages** searches did the same

WHILE

76%

of **Internet Yellow Pages** searches did the same

## CONSUMERS CONTACTED BUSINESSES IN DIFFERENT WAYS



## Yellow Pages

# BOOST BOTH OFFLINE AND ONLINE LOCAL ADVERTISING



Yellow Pages reach consumers that other local media do not. When Yellow Pages are combined with other local media, the monthly reach of each medium is extended.

Media Combinations	Net Monthly Reach for Combined Sources	Other Source Monthly Reach	Gain from Print Yellow Pages Monthly Reach
Print Yellow Pages + Social Networks	51%	25%	26%
Print Yellow Pages + Daily Deals	49%	23%	26%
Print Yellow Pages + Ratings & Review Sites	48%	21%	27%
Print Yellow Pages + Newspaper & Magazine	51%	33%	18%
Print Yellow Pages + Store Circulars, Email promos, or coupons	63%	50%	13%
Print Yellow Pages + Search Engines	77%	64%	13%
Media Combinations	Net Monthly Reach for Combined Sources	Other Source Monthly Reach	Gain from Internet Yellow Pages Monthly Reach
Internet Yellow Pages + Ratings & Review Sites	36%	21%	15%
Internet Yellow Pages + Daily Deals	38%	23%	15%
Internet Yellow Pages + Social Networks	39%	25%	14%
Internet Yellow Pages + Newspaper & Magazine	46%	33%	13%
Internet Yellow Pages + Store Circulars, Email promos, or coupons	58%	50%	8%
Internet Yellow Pages + Search Engines	67%	64%	3%

The Local Search Association is the largest trade organization of print, digital, mobile and social media that help local businesses get found and selected by ready-to-buy consumers. For more information, visit [www.localsearchassociation.org](http://www.localsearchassociation.org).

## Methodology

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"Local Media Tracking Study 2012," conducted by Burke, Inc. on behalf of the Local Search Association, measured the reach of various local media sources among U.S. adults in 2012. The study surveyed 8,009 U.S. adults age 18+ throughout 2012. The survey was conducted using an online panel (80% of respondents) and offline/telephone survey (20% of respondents).