

# YELLOW PAGES MARKET REPORTER<sup>SM</sup>

The Only Statistically Reliable Syndicated Audience Measurement for the Yellow Pages Industry

Yellow Pages Market Reporter<sup>SM</sup> (YPMR) offers the only directory share ratings you can count on for making accurate choices in YP advertising buys, providing information that is credible and comparable to metrics used for TV, radio, and other mass media. The YPMR measurement is conducted by Knowledge Networks/SRI, which has been acknowledged as the gold-standard researcher in YP usage for over 25 years.

YPMR's syndicated market measurement delivers specific Yellow Page directory usage of adult consumers. Based on a projectable probability sample of adult respondents who live in telephone households, YPMR is grounded in sound survey research methods and adheres to the ARF guidelines for audience measurement. Individual market reports are available and based on a sample of adult consumers located in the targeted Yellow Pages directory distribution areas.

With YPMR's accurate measurement at the DDA level you can deliver the best buy for your client by:

- Understanding geographic and directory configurations
- Analyzing directory usage and demographics
- Determining specific directory shares

YPMR's DDA level measurement enables an assessment of the value of the Yellow Pages in today's media environment, answering questions such as:

- Do people use the Yellow Pages in my area and how often?
- Are consumers just looking for a telephone number or do they have a decision to make?
- Do users look at ads?
- In which directory or directories should the advertiser purchase ads?

## Methodology

### Highest Quality Sampling

- Up-to-date DDA definitions based on distribution ZIP codes provided by publishers
- Projectable random telephone number sample of telephone households within ZIP code areas
- Random selection of one adult in each telephone household

### Comprehensive Data Collection

- Usage data collected evenly over 12 months a year
- Interviews conducted evenly over seven days a week
- Questions include
  - Familiarity with and last occasion to use the Yellow Pages
  - Product/service sought and heading referenced
  - Personal, home or business related use
  - Whether they had a business name in mind
  - Experience in locating the heading
  - Experience with ads under referenced heading
  - Exact identification of referenced directory by title, town coverage, pub, month and year, spine code and publisher in connection with a specific reference
  - Demographic information



- Extensive Report Information
  - Usage overall and within specific Yellow Pages directory distribution areas
  - Recall of any advertising for the Yellow Pages
  - Adult population use, incidence, and frequency
  - Specific directory usage shares based on respondents bringing directory to the phone
  - Predisposition to one or more business names
  - Personal or business purpose
  - Location of usage—home, work, or elsewhere
  - Experience in locating the heading
  - Experience with ads under referenced heading
  - Demographic characteristics



Yellow Pages Market Reporter<sup>SM</sup> (YPMR) is a result of a collaborative effort by the Yellow Pages industry: national advertisers, independent and utility publishers, CMRs and associations (American Association of Advertising Agencies; Association of Directory Marketing; Association of Directory Publishers; Association of National Advertisers and Yellow Pages Association). YPMR research standards meet or exceed “Guidelines for Yellow Pages Usage Research” issued by the Advertising Research Foundation and approved by their Board.

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