

YELLOW PAGES MARKET REPORTERSM METHODOLOGY

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

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
 - Gender/age
 - Education
 - Household income
 - Number of moves (50+ miles) in past five years
 - Race
 - Country of origin
 - Spanish decent
 - Interview language
 - County size

• Extensive Report Information

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

Yellow Pages Market Reporter (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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