

YELLOW PAGES MARKET REPORTERSM

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

Yellow Pages Market ReporterSM (YPMR) is the syndicated measure of local area YP directory usage shares supported by several publishers including AT&T, Yellow Book, Verizon, White Directory, and RH Donnelley. YPMR is the gold standard, local market directory service, generating statistically reliable data based on proven procedures developed from Knowledge Networks/SRI's 25 years of measuring television, cable and radio audiences.

YPMR shares are accurate!

KN/SRI is experienced in measuring thousands of local directory areas, from small towns like Hays, KS to Manchester, VT, and in major urban centers from Manhattan to San Francisco.

YPMR is designed to help you, the local merchant, answer questions!

- Do people in my town/area use the Yellow Pages?
- Are they just looking for a phone number, or can my ad influence consumers to visit or call my business?
- Do YP users look at ads, or would my ad get lost?
- In which specific directory should I place my ad?
- Do I need to put my ad in more than one directory?



YPMR's method is proven and reliable!

- Usage measurement is under the guidance of KN/SRI as an unbiased third party and based on principles used in usage measurement for television, cable and radio.
- Respondents from a random sample of telephone numbers deliver YP information from households dispersed throughout all zip codes in a circulation area proportionate to population.
- One adult in a household is randomly selected for the interview.
- When asked about the time they last used the YP, consumers must volunteer themselves as "yesterday" users, "past seven day" users, etc.
- Ask people about the directory used on that last reference e.g., for a plumber, etc.
- Respondent brings the directory last used to the phone to confirm the title, town coverage, month and year of the directory, the six place directory spine code and, if not already volunteered, the name of the publisher.
- Since specific directory usage varies by time of delivery, interviews are evenly spread throughout the year and also evenly across all days of the week (because the purpose of usage varies on weekdays versus the weekend).

For additional information please contact Jane Dennison-Bauer, Senior Vice President, Custom Research at jbauer@knowledgenetworks.com or 908.497.8095.

