

Data Substantiation for Television/Radio Statements

Dennis Fromholzer, PhD., President, CRM Associates

Dr. Fromholzer's annual Metered Ad Study analyzes call-tracking results for nearly 27,000 advertisers and 300,000 individual ads placed in 1,734 Yellow Pages directories across the country. His conclusions as presented are based on the facts inherent in this objective, third-party data. For example, his data reveals that 8 to 9 people out of 10 who go to the Yellow Pages eventually make a purchase. Likewise, he is able to calculate from his data the conversion rate of calls from Yellow Pages directories to sales and correspondingly, by comparing his findings to accepted data relative to conversion rates from search engines, formulate his conclusion that a call is worth up to 25 times more to an advertiser than is a click-through on a search engine. Though unstated, his data also shows that the number of calls measured by the studies' metered ads has increased for three consecutive years, including a highly significant 18% in 2011.

David Goddard, Executive Vice President, IMS Local Search Authority

Mr. Goddard, editor of *The Goddard Report*, has been a Yellow Pages industry analyst for 25 years. His statements as presented are supported by the following data sources. CRM Associates' research demonstrates that baby boomers and matures, who control 80% of wealth and 50% of spendable assets in the country, are the heaviest users of print Yellow Pages, illustrating again that it doesn't matter which media people use the most if they don't have money to spend on advertisers' products and services. The 7.4 billion figure for references to print Yellow Pages comes from Burke's *Local Media Tracking Study*. As noted above, the cited 18% increase in calls from print Yellow Pages is based on data from CRM Associates.

Paul Gordon, Vice President, Catalyst Paper USA

Mr. Gordon first presents the accepted fact that trees are harvested virtually exclusively for the making of lumber. Claims that directory publishers "kill trees" are simply untruthful. Directory paper is made from post-consumer recycled fiber and the wood waste of making square boards out of round trees. Only when neither of these sources are available are harvested trees utilized,

and then usually only those trees that are inferior for lumber production. Directory inks are 100% soy- or vegetable-oil based and biodegradable. Adhesives used are non-toxic. Directories are fully and easily recyclable. E-waste, by contrast, contributes about 80 times more to U.S. landfills than do directories – and 70% of that waste is toxic! Claims that the Yellow Pages are harmful to the environment are again simply untruthful.

Steve Sitton, President, Market Authority

Mr. Sitton, mining data from his more than a quarter of a million live interviews with phonebook recipients on their usage patterns, reports that 76% (with a 95% confidence level) of interviewees used the print Yellow Pages in the last year. This general range of usage is corroborated by CRM Associates' usage research. By merging U.S. Bureau of Labor Statistics spending data with his own Market Authority research findings, he is able to extrapolate that an estimated \$6 out of every \$10 dollars spent with local businesses listed in product and service categories typically found in Yellow Pages directories are the direct result of searches in the local phonebook.