

60% of Consumers Choose to Call Businesses with Vanity 800 Numbers

Study Results – January 2009

Majority of Consumers Prefer to Dial a Vanity 800 Number to Reach a Local Business

After viewing an image that simulated a Yellow Pages™ advertisement, survey data shows that almost 60% of 1,000 respondents chose a vanity 800 number as the preferred method to reach a local business.

SURVEY QUESTION:

If you were looking for a local business in your regional Yellow Pages and saw these two ads side-by-side, which phone number would you call first?

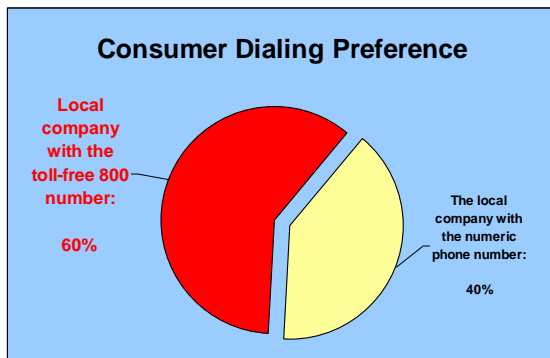
CHOOSE ONE:

- A) The advertiser with the local toll phone number
- B) The advertiser with the toll-free phone number

ALPHA AUTO SALES
Your local full service dealer
Parts Financing Leasing
542-8349
New and Certified Pre-Owned Auto Sales
We pride ourselves on superior customer service and satisfaction **GUARANTEED!**
Conveniently located on Route 6 off I-87, exit 12

ALPHA AUTO SALES
Your local full service dealer
Parts Financing Leasing
1-800-NEW-CARS
(1-800-639-2277)
New and Certified Pre-Owned Auto Sales
We pride ourselves on superior customer service and satisfaction **GUARANTEED!**
Conveniently located on Route 6 off I-87, exit 12

CONSUMER RESPONSE: B) The advertiser with the toll-free phone number.



60% of survey respondents stated that they would prefer to call the advertiser with the toll-free phone over the advertiser with the local numeric phone number.

If you would like a complete copy of the *Toll-free Vanity 800 Numbers & URLs: Analysis of Consumer Recall and Response Behaviors* study, email your request to jlandau@800response.com.

* The survey was executed by Infosurv, Inc. All data was collected and delivered by the third party.