



New Study Shows Consumers of all Ages have a Higher Recall Rate of Toll-free Vanity 800 Numbers Compared to Web Addresses

CONSUMER RECALL of VANITY 800 NUMBERS & URLS by AGE:

The [research data](#) demonstrate that consumers of all ages have a higher recall of vanity 800 numbers over URLs when both response tools are featured in the same ads. Results showing correct recall for the vanity 800 numbers in visual and audio media ranges from 50 percent recall to 61percent recall, spanning the various age groups, while correct recall for the URLs ranges from 26 percent to 46 percent.

| AGE GROUP | CORRECT VANITY 800 NUMBER RECALL | CORRECT URL RECALL | AVERAGE HIGHER RECALL FOR VANITY 800 NUMBERS |
|---------------|----------------------------------|--------------------|--|
| 18 – 24 years | 60.7% | 45.9% | 32.2% |
| 25 – 34 years | 60.4% | 46.0% | 31.4% |
| 35 – 49 years | 61.3% | 42.2% | 45.2% |
| 50 – 64 years | 56.5% | 34.8% | 62.5% |
| 65+ years | 50.9% | 25.7% | 98.2% |

Five age groups spanning 18 to 65 years old and over were tested for recall of vanity 800 numbers and URLs in visual and audio media formats. The data represent an equal distribution among the age groups:

| AGE GROUP | # of SURVEY RESPONDENTS | % of SURVEY RESPONDENTS |
|---------------|-------------------------|-------------------------|
| 18 – 24 years | 179 | 17.9% |
| 25 – 34 years | 199 | 19.9% |
| 35 – 49 years | 233 | 23.3% |
| 50 – 64 years | 207 | 20.7% |
| 65+ years | 182 | 18.2% |