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# Connections

## MAGAZINE

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### Study Shows Growth in Toll-Free Numbers

A July 2005 research report by 800response revealed that the use of toll-free numbers in television advertising continues to grow. Key findings include:

- Thirty-five percent of TV ads include a phone number.
- Eighty-two percent of those phone numbers are toll-free.
- Sixty-four percent of those numbers are vanity numbers.

The report also shows how much the Internet has grown:

- In 1998, only 19% of television commercials included an Internet address.
- Today a URL is included in 51% of television commercials.
- Seventy-five percent of TV ads with toll free numbers also include a URL.

The most frequent users of vanity toll-free numbers are in the lodging, computer, and auto industries. Furthermore:

- All television commercials for the lodging industry that feature toll-free numbers use vanity toll-free numbers in TV ads.
- In the computer industry, 90% of phone numbers used in TV ads are vanity toll-free.
- The automotive industry features vanity toll-free numbers in 87% of TV ads with phone numbers.
- Telecom and hygiene industries both feature vanity toll-free numbers in 86% of TV ads with phone numbers.

The full report is available at:

[www.800response.com](http://www.800response.com)

# 800response

200 Church Street PO Box 1049 Burlington, VT 05402-1049  
1-800-NEW-SALES [www.800response.com](http://www.800response.com)