



For Immediate Release

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

BURLINGTON, Vt – March 24, 2009 - [800response](#), the leading provider of [vanity 800 numbers](#) and Web-based [call tracking](#), announced today new research showing that consumers of all ages have a higher recall rate of [vanity 800 phone numbers](#) than Web addresses. The independent research survey of 1,000 consumers tested **recall of vanity 800 numbers** and URLs in advertising. Survey results suggest that advertisers will benefit from featuring a memorable toll-free number in their advertising campaigns regardless of the age groups they target.

CONSUMER RECALL 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 61 percent 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%

“Looking at each data set, based on age group, the results show that using a memorable 800 number in advertising campaigns – no matter what age group they’re targeting – is a valid advertising strategy for companies,” says Laura Noonan, Vice President of Marketing at 800response.

The demographic data and recall results demonstrate that although there is a broad perception that the younger population tends to be more Internet focused, 61 percent of those ages 18 to 24 correctly recalled the vanity 800 number presented in an advertisement, while only 46 percent could correctly recall the URL.

“The data show that although the Internet is an increasingly popular method of conducting research and making some purchases, advertisers should consider this new research which shows consumers retain and recall vanity 800 numbers better than they do Web sites,” says Noonan.

Overall, each age group had a higher recall rate for the toll-free vanity phone numbers in advertisements, than they did for the advertisers’ Web site addresses. The highest average recall rate of 98 percent was among the 65 years and older age group. Consumers aged 50 to 64 also had a high average recall of vanity 800 numbers at 63 percent.

“Another interesting point to note is that the survey was deployed to a group of opted-in respondents who frequently participate in online surveys and are a Web-savvy group of people attuned to accessing Web addresses,” says Noonan.

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%

Study Methodology

[Infosurv, Inc.](#) conducted a market research study testing consumer recall and behaviors in response to advertisements featuring both URLs and toll-free vanity 800 numbers. The first portion of the survey included four sets of questions focusing on consumers’ recall of vanity 800 numbers and URLs in audio and visual advertisements. The images were displayed on the screen for seven seconds and followed by two open-ended recall

questions. The same test method was used to measure consumer recall of vanity numbers and URLs in radio advertisements.

About 800response

800response maintains the widest selection of vanity 800 numbers available today, and offers these dynamic advertising tools to increase response rates and improve ROI for businesses in North America. Services include a sophisticated Call Routing platform, Web-based real-time Call Tracking reports, and Call Monitoring services like Call Recording and Missed Call Monitor. For more information, visit

<http://www.800response.com/news/pressreleases/index.html> or call 1-800-NEW-SALES.

About Infosurv, Inc.

Since 1998, Infosurv has established itself as a recognized leader in the field of online survey research. Headquartered in Atlanta, Georgia, Infosurv partners with companies of all sizes and industries to design, administer and analyze market research, employee, and customer surveys. To learn more visit www.infosurv.com.

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