

Toll-free Vanity 800 Numbers & Web Site Addresses in Advertising:

Analysis of Consumer Recall & Response Behaviors

*Research Report
April 2009*

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Abstract

While Americans' use of the Internet continues to rise each year, it is important for companies to provide multiple avenues for their customers and prospects to contact them. To do this, it is essential that a business' advertising campaigns include both a phone number and a Web site address as contact options, leaving the choice to the consumer.

Toll-free numbers remain a fundamental element for businesses to achieve successful lead generation. These consumer response vehicles continue to be powerful marketing tools that have added benefits over a local line. Since their introduction in 1967, small and large businesses use these lead generating phone numbers to appeal to consumers, establish confidence with their customers, and take advantage of features like call tracking and recording that are not offered on most local lines.

Today, businesses of all sizes and industries maintain advertising campaigns using traditional media, and continue to use toll-free vanity 800 numbers to improve advertising return on investment and optimize lead generation. Numerous business case studies and market research surveys show that the effective use of vanity 800 numbers in advertising can substantially increase consumer response rates compared to numeric phone numbers and Web site addresses.

This is the first research study to evaluate consumer recall of vanity 800 numbers (mnemonic phone numbers that transpose into words on the telephone keypad, i.e. 1-800-GOT-JUNK? [®]) compared with recall rates of Web site addresses when used in visual (print, billboard) and broadcast (radio) advertisements. To gather the market research data, an electronic survey was distributed to one thousand opted-in respondents. An independent market research firm executed the survey, and all data was collected and delivered by the third party.

The study findings prove that companies can expect up to a 45% higher recall rate of vanity 800 numbers over Web site addresses when both direct-response tools are featured in advertising. The second part of the study looks at the consumers' behaviors once they are on an advertiser's Web site and their primary actions as they move on from that Web site.

Study results suggest that companies will benefit from featuring a memorable toll-free number in addition to listing a Web address in their advertising campaigns.

A final portion of the study surveyed consumers' preferences for dialing a numeric phone number or a vanity 800 toll-free number. A Yellow Pages [™] comparative in the study shows that when given a choice, the majority of consumers prefer to dial a toll-free vanity 800 number when calling a local business.

Executive Summary

Toll-free Numbers in the 21st Century:

As of December 2007 there were over 24.4 million telephone numbers assigned for toll-free service in the United States¹. Of the available toll-free exchanges, including 800, 866, 877 and 888, there are over 7.7 million working '800' toll-free numbers².

AT&T launched the concept of toll-free dialing in 1967 when they introduced the '800' calling code¹. Since the introduction of toll-free numbers, businesses have been using these tools to open the flow of communication between their sales and service departments and their consumers. The popularity of toll-free dialing exhausted the inventory of 800 toll-free prefixes, forcing the FCC to introduce the 888 prefix in 1996, followed by the 866 and 877 prefixes to meet the demand for toll-free dialing¹.

Consumers use toll-free phone numbers for a variety of reasons - to contact customer service centers, make purchases, and research future purchases. With consumer reliance on toll-free numbers to contact businesses, these consumer response tools will remain key components in advertising campaigns to reach consumers and generate response. Furthermore, the implementation of toll-free vanity 800 numbers into advertising campaigns has proven to increase consumer response rates, and improve consumer recall of an advertising company's phone number, year after year³.

Consumer Use of the Telephone vs. the Internet:

The telephone is proving to be a mainstay in the American household, with 95% of today's households subscribing to telephone service⁴, either landline or wireless. Today, 61.7% of American households subscribe to Internet service⁵. And, a recent Gallup Poll discovered that 48% of American adults use the Internet for more than one hour each day, compared to just 26% in 2002⁶. Although the use of the Internet has steadily increased, the poll shows that a significant number of Americans (18%) have never used the Internet.

A Look at Toll-free Vanity 800 Numbers & Web site Addresses in Consumer Advertising:

This study focuses on consumers and measures their recall rates of vanity 800 numbers compared to their recall rates of Web site addresses when both direct-response tools are featured in advertisements. The survey also identifies the consumers' preferred phone number type to dial when contacting a local business after seeing a Yellow PagesTM advertisement.

Findings for Recall of Vanity 800 Numbers & Web site Addresses

45% Higher Consumer Recall of Vanity 800 Numbers over Web Addresses

Chart 1 below shows the exact count of correct recall responses and the correct recall rates for each advertised phone number and Web address.

After viewing and listening to sample ads, survey participants demonstrated significantly higher recall of vanity 800 numbers versus Web addresses. One thousand consumers responded to seven separate recall tests.

Phone #/Web site	# Consumers with Correct Recall	% Correct
800-NEW-GLASS Triumphglass.com	674 520	67.4 52.0
800-NEW-AUTO Baysideautosales.com	526 346	52.6 34.6
800-NEW-SIDING Allseasonssiding.com	849 482	84.9 48.2
800-NEW-HOME Remodelinggenies.com	483 208	48.3 20.8
800-NEXT-JOB Sbtechschool.edu	589 442	58.9 44.2
800-NEW-EYES 2020eyesight.com	701 310	70.1 31.0
800-NEXT-CELL Bgcellular.com	280 522	28.0 52.2

Chart 1

In six out of seven advertisements (spanning five different industry categories), study data show that consumers have better recall of vanity 800 phone numbers than they do of Web addresses:

4,102 of 7,000 responses Correctly Recalled Vanity Number = 58.6% Correct Recall
 2,830 of 7,000 responses Correctly Recalled Web site Address = 40.4% Correct Recall

% Difference = 44.9% Higher Recall of Vanity Numbers over Web site Addresses

Findings for Recall of Vanity 800 Numbers & Web site Addresses

Chart 2 below shows the percentage of higher recall of vanity 800 number by industry category; in only one of the seven ad tests did consumers show higher recall of the Web Address.

Industry	Media Format	Consumer Recall Advantage	Toll-free Vanity 800	Web Site
Automotive	Print/Billboard	29.6%	√	
*Automotive	Radio	52.0%	√	
Home Improvement	Radio	76.1%	√	
Home Improvement	Print/Billboard	132.2%	√	
Education	Radio	33.2%	√	
Health Care	Print/Billboard	126.1%	√	
Wireless	Radio	86.4%		√

Chart 2

**Ex: A sample radio ad for the fictitious company, Bayside Auto Sales, featured 1-800-NEW-AUTO as the vanity number, and baysideautosales.com as the Web site address. Survey respondents had a 52% higher recall of the vanity number compared to the Web address, despite the fact that the Web site address was an exact match to the company name. For complete set of survey questions, see Master Survey, p.14.*

Findings of Consumer Online Research Behaviors

17-40% of Consumers First “Research the Competition” Once Leaving an Advertiser’s Web Site

Less than 10% of Consumers Would Contact the Advertiser as their First Step

An examination of multiple industries reveals that at least 90% of consumers are primarily in ‘research mode’ when on a company’s Web site. Of those who visit the Web, less than 10% would communicate with the advertiser as their first step.

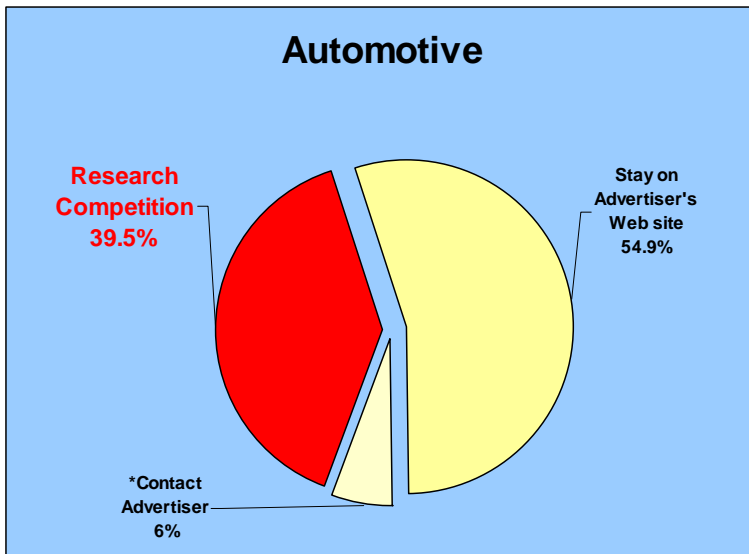


Chart 3

When presented with a radio advertisement for an auto dealership, 40% of survey respondents stated they would first “Research the Competition” once they moved on from the advertising company’s Web site.

Only 6% would find the phone number online and call the dealership, complete a contact form, or schedule an appointment on the dealer’s Web site.

See Master Survey for complete set of questions.

After viewing a print ad for a remodeling contractor, 26% of survey respondents stated they would first “Research the Competition,” once they moved on from the contractor’s Web site.

Only 6% would find the phone number online and call the contractor, complete a contact form, or schedule an appointment.

See Master Survey for complete set of questions.

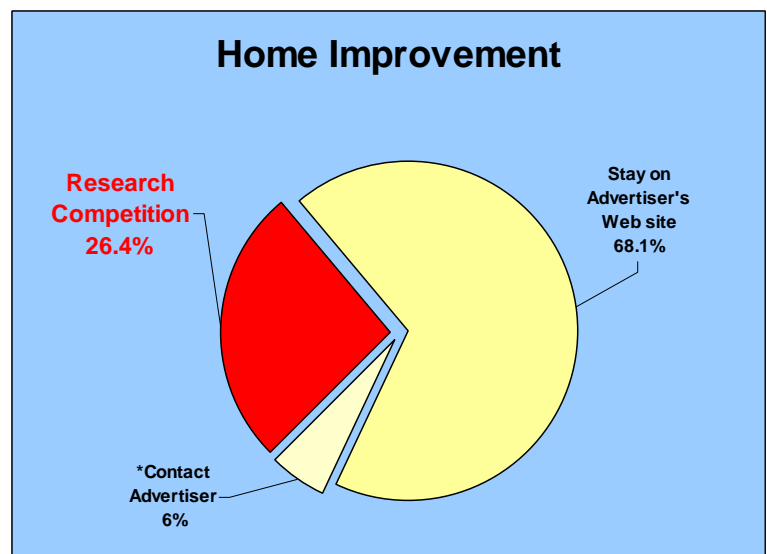


Chart 4

Findings of Consumer Online Research Behaviors (cont.)

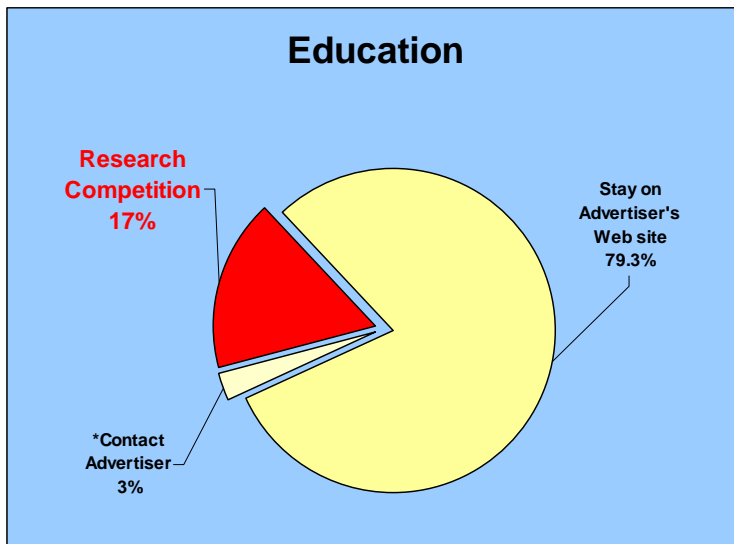


Chart 5

After listening to a radio ad for a technical college, 17% of respondents stated they would first "Research the Competition," once they moved on from the college's Web site.

Only 3% would find the phone number online and call the school, complete an online application, or contact form.

See Master Survey for complete set of questions.

After seeing a print ad for a laser eye surgery practice, almost 18% of respondents stated they would first "Research the Competition" once they moved on from the practice's Web site.

Only 5% would find the phone number online and call the practice, complete a contact form, or schedule an appointment online.

See Master Survey for complete set of questions.

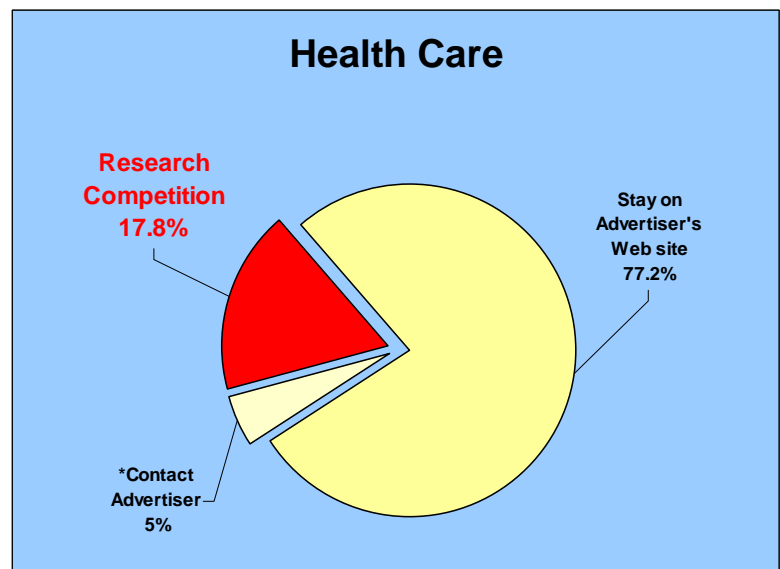


Chart 6

KEY: *"Contact Advertiser" category included three individual actions:

1. Find the phone number on Web site and call the advertiser.
2. Complete a contact form.
3. Make an appointment or purchase online.

Findings for Consumer Recall by Age

The survey sample (1,000 respondents) was evenly distributed across all age groups. The data show consumers, regardless of their age, have better recall of vanity 800 numbers compared to Web site addresses. Furthermore, the data show that consumers' ability to correctly recall Web addresses decreases significantly as they age (see Chart 7 below).

The chart below shows that while the correct recall rate of the vanity 800 numbers decreases slightly as consumers age, the correct recall rate of Web addresses decreases significantly for the older age groups:

61% of consumers in the 18 to 24 age group correctly recalled the vanity 800 number presented in an advertisement, while only 46% could correctly recall the Web address.

- *This 18-24 demographic segment has 33% higher recall of vanity numbers vs. Web site addresses.*

51% of consumers in the 65+ age group correctly recalled the vanity 800 number, while only 25.7% could correctly recall the Web address.

- *This 65+ demographic segment has 98% higher recall of vanity numbers vs. Web site addresses.*

AGE GROUP	CORRECT VANITY 800 NUMBER RECALL	CORRECT WEB SITE ADDRESS 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%

Chart 7

Findings for Yellow Pages™ Advertisement

60% of Consumers Prefer to Dial a Vanity 800 Number to Reach a Local Business

When shown a fictitious print directory advertisement and asked what type of phone number they prefer to dial, the majority of respondents chose the toll-free 800 number.

Question: If you were looking for a local business in your Yellow Pages™ and saw these two ads side-by-side, which company would you call first?

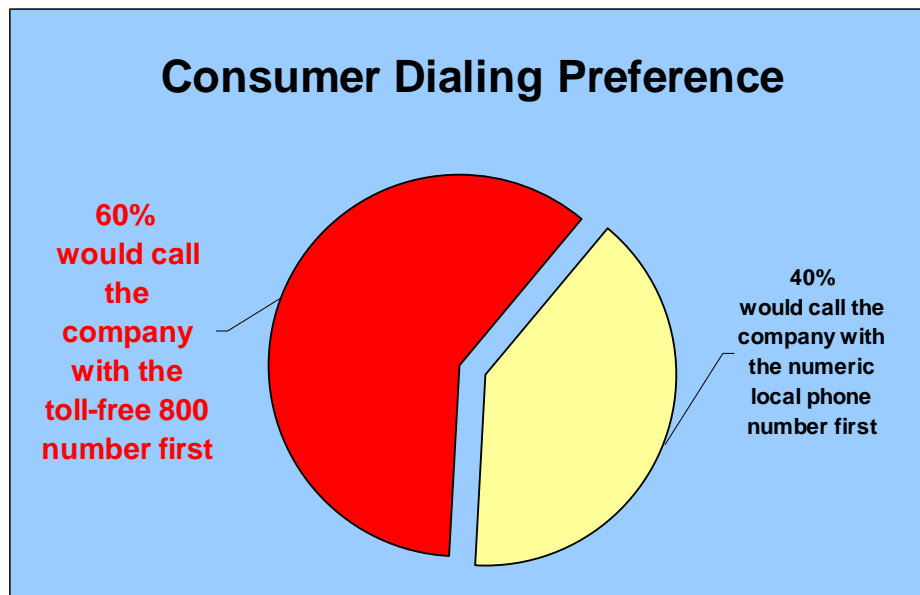


Chart 8

Findings Summary

Based on the 45% average higher recall rate of toll-free vanity 800 numbers, and consumers' online research behaviors, it is essential for companies to include a vanity phone number **in addition to** their Web site addresses in advertising campaigns for optimal lead generation.

Study data suggest that companies who use their Web sites as the exclusive consumer response tool risk losing potential customers right from the start, with 17% to 40% of consumers citing 'research the competition' as their first step.

The results also suggest that if companies do not include a phone number in their ads, they are losing the valuable direct communication with consumers who are already beyond the research phase and ready to buy. With fewer than 10% of survey respondents stating that they would "communicate with the advertiser" as their first step, this leaves a significant portion of consumers conducting further research online and not converting into a lead for the company.

Companies should also take notice of the Web site address recall rates as they relate to the different age groups. While it is not surprising that overall recall rates decline as consumers age, the older demographic segments clearly have a better chance of remembering vanity 800 numbers than they do Web site addresses. The 50 - 64 and 65+ age groups showed the lowest recall rates of Web addresses of all the age categories. Perhaps this is simply due to Web site addresses being less familiar than phone numbers for this older set of consumers. Whatever the reason, advertisers should consider their older prospects and customers when listing a contact method in their ads. Not only is the 50+ age group the largest, accounting for nearly 30% of the U.S. population, this generation is also important to target and accommodate because it represents the wealthiest generation in the U.S., with an estimated annual spending power of over \$2 trillion⁷.

Conclusion

Vanity 800 Numbers vs. Web Site Addresses:

This study presents findings relating to consumers' recall of toll-free vanity 800 numbers and Web site addresses in advertising. Not surprisingly, regardless of age group, consumers have higher recall rates of easy-to-remember vanity 800 numbers in both visual and audio media formats. When presented with advertisements featuring vanity 800 numbers and Web site addresses, consumers showed a 45% greater recall rate for the vanity 800 numbers over the Web addresses.

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% of those ages 18 to 24 correctly recalled the vanity 800 number presented in an advertisement, while only 46% could correctly recall the Web address. 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. Therefore, to make the most effective use of advertising budgets and lead generation tactics, advertisers should utilize both direct response tools.

Consumer tendency to research an advertiser's competition immediately once they move on from the advertiser's Web site further demonstrates that it is necessary for businesses to include a phone number,

like a toll-free vanity 800 number, in their advertising campaigns. Doing so will ensure that businesses are providing a direct line of communication between themselves and their customers, while also capturing the maximum number of leads.

The research data show that consumers more easily recall vanity 800 numbers, and that once they go to an advertiser's Web site as many as 40% of consumers research the competition. Advertisers can gain a business advantage by including a memorable phone number and their Web site addresses in advertisements.

Methodology

An online research survey was distributed to 1,000 opted-in respondents. The market research survey was executed through an online market research firm, and all survey data was compiled by the third party.

Research Conducted By:

Infosurv, Inc.: Infosurv, Inc. is a market research firm based in Atlanta, Georgia. Since its inception in 1998, Infosurv has established itself as a recognized leader in the field of online survey research and has provided research and survey services to 200+ Fortune 500 corporations, government agencies, national associations, small businesses, and non-profit organizations.

Analysis of the questions measuring recall and consumer preference is at a 95% confidence interval with a margin of error of +/- 3.02%.

Appendixes

Contact Information:

The market research study, *Toll-free Vanity 800 Numbers & Web Site Addresses in Advertising: Analysis of Consumer Recall & Response Behaviors* was conducted by Infosurv, Inc, and 800response. The technical elements of the study were developed, organized, and administered by Infosurv with questions developed by Laura Noonan, Vice President of Marketing and Corporate Communications (lnoonan@800response.com), and Jeanne Landau, Public Relations Specialist (jlandau@800response.com) at 800response.

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Reprints of the study are available free of charge to members of the press, professional organizations, and clients of **800response**. The study is available for online viewing and printing in PDF format at www.800response.com. Copies may also be obtained by contacting Jeanne Landau at 802-383-0645, or by email at jlandau@800response.com.

Details of Methodology:

The electronic survey was distributed to 1,000 opted-in respondents. The survey was executed through an independent market research firm, and all data was collected and delivered by the third party.

The online survey consisted of approximately 35 questions spanning a variety of topics outside of the toll-free arena. The first portion of the survey included four sets of questions focusing on consumers' recall of vanity 800 numbers and Web site addresses when presented in audio and visual advertisements. The visual elements of the survey included two sets of questions following two presentations of visual images to simulate outdoor or print advertisements. The visual images were displayed on the screen for seven seconds and followed by two open-ended recall questions, asking the respondent to enter 1) the vanity 800 number, and 2) the Web address, which were featured in the advertisement. The order of recall was transposed throughout the survey, asking for the vanity number first and then the Web address, and asking for the Web address first and then the vanity number.

The second portion of the survey included four series of questions focusing on consumer research behaviors after being presented with visual and audio advertisements. The survey asked respondents a series of questions pertaining to what they would do after the saw or heard an advertisement to identify consumer behavior.

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 in a variety of industries to design, administer and analyze market research, employee, and customer surveys. To learn more about Infosurv, visit www.infosurv.com.

Results Analysis:

800response consulted with Scott Stevens, an Associate Professor of Statistics and Mathematics in the Division of Information Technology & Sciences, and at the MBA program at Champlain College, to determine and verify statistical highlights from the raw data captured.

Dates of Survey:

October 2008 - December 2008

Endnotes:

1. Federal Communications Commission, "Trends in Telephone Service," Industry Analysis and Technology Division, Wireline Competition Bureau, August 2008, pg. 18-6
2. Federal Communications Commission, "Trends in Telephone Service," Industry Analysis and Technology Division, Wireline Competition Bureau, August 2008, pg. 18-7
3. 800 Response Marketing, LLC
4. Federal Communications Commission, "Trends in Telephone Service," Industry Analysis and Technology Division, Wireline Competition Bureau, August 2008, pg. 16-3
5. Federal Communications Commission, "Trends in Telephone Service," Industry Analysis and Technology Division, Wireline Competition Bureau, August 2008, pg. 2-12
6. Gallup Poll, December 4-7, 2008
7. Mintel International Group, Ltd, "Spending Power of Baby Boomers," February 1, 2007

Other Studies Conducted for 800response:

1. *Consumer Recall Rates of Phone Numbers in Advertising; Vanity 800 Numbers versus Numeric Toll-free numbers, 2007*
2. *Toll-free Numbers in Radio Advertising, 2006*
3. *Toll-free Numbers in Television Advertising, 2005*
4. *Direct Response Mechanisms in Billboard Advertising, 2003*
5. *Telephone Number Recall in Radio Advertising, 2002*
6. *Toll-free Vanity Numbers in Radio Advertising, 2000*

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/presskit/> or call 1-800-NEW-SALES.

800response

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Master Survey

Part I: Phone Number and Web Site Address Recall

The following questions measure recall of advertisements. You will be presented with a link to a visual image or an audio file. Please click on the link. You will then be asked a series of questions.

A. PLEASE CLICK TO SHOW VISUAL: (Show for 7 seconds)



1. What was the Web address featured in the ad?
2. What was the phone number displayed in the ad?

B. PLEASE CLICK TO PLAY THE AUDIO FILE:

Audio Script: *It's back to school time! And, it's the best time to get your kids set up with a new cell phone from Bluegrass Cellular Center. Call 1-800-NEXT-CELL today or visit www.BGcellular.com to activate a new Family Plan account for just \$10 a month for the first month, plus 10 free ring tones! We have the latest brands and styles of phones, and many affordable plans to choose from. Visit Bluegrass Cellular Center at www.BGcellular.com or call 1-800-NEXT-CELL today and get the entire family set up on the Family Plan today!*

3. What was the phone number announced in the ad?
4. What was the Web address announced in the ad?

C. PLEASE CLICK TO SHOW THE VISUAL: (Show for 7 seconds)



5. What was the Web address featured in the ad?
6. What was the phone number displayed in the ad?

D. PLEASE CLICK TO PLAY THE AUDIO FILE:

Audio Script: *All Seasons Siding is offering all residents of Washington County a 25% discount on new siding materials during the month of September. This is the chance to update your home or business to a more efficient and low-maintenance siding - which is better for the environment. And, right now, it's also better for your wallet! Call 1-800-NEW-SIDING today to speak with one of our siding experts and receive a free estimate, or go online to www.allseasonssiding.com to receive a free estimate. It only takes a minute and it can save you big money in September. Visit www.allseasonssiding.com or call us today at 1-800-NEW-SIDING!*

7. What was the phone number announced in the ad?
8. What was the Web address announced in the ad?

Part II: Consumer Behaviors

People respond to advertisements differently. The next series of questions is to learn more about what you do first after you see or hear an advertisement, and why. You will be presented with visual images and audio files, and then asked a series of questions.

PLEASE CLICK TO PLAY THE AUDIO FILE

Audio Script: *Labor Day is just around the corner and Bayside Auto Sales is stocking up our lots! You need to call 1-800-NEW-AUTO today or go online to www.BaysideAutoSales.com to check out our selection of new and used cars. We've got a huge inventory of new and certified pre-owned cars - all at low-low prices to celebrate the end of summer. Get a compact car with the best MPG, or a hybrid to cut your fuel costs. Bayside Auto will help you find the right car at the right price. And, if you visit our Web site or call the toll-free number today, you'll get a \$500 service credit, good for two years. Go online to www.BaysideAutoSales.com or call 1-800-NEW-AUTO to take advantage of our Labor Day sale and get a \$500 credit towards service today!*

9. Assume that you are planning to purchase a new car. When you hear an advertisement for a new car, which do you prefer to do next:
 - a. Visit the Web site. *(skip to #'s 14 and 15)*
 - b. Call the phone number. *(skip to # 16)*

10. Using the choices below, please rank in order why you prefer to “visit the Web site” after seeing an advertisement for a new car:
 - a. I like to learn more about the company or dealership before I decide to make a purchase.
 - b. I like to fill out a contact form and have the company or dealership contact me.
 - c. I like to shop for a new car online.
 - d. I like to get a quote for a new car online.
 - e. I want to learn more about the cars offered before I decide to make a purchase.

11. Please rank the options below from 1-5, with 1 being the first thing you'd do and 5 being the last thing you'd do once you are on the Web site:
 - a. Complete a contact form.
 - b. Make a purchase online.
 - c. Conduct additional online research on the company or dealership and their services.
 - d. Conduct additional online research on other companies or dealerships that offer similar cars.
 - e. Find the phone number and call the company or dealership directly.

12. Using the choices below, please rank in order why you prefer to “call the phone number” after seeing an advertisement for a new car:
 - a. I prefer to speak with a salesperson immediately.
 - b. I like to assess a company's credibility through a personal interaction.
 - c. I need to build a comfort level with a salesperson before I make a decision to buy.
 - d. I prefer to shop for a new car by telephone.
 - e. I am not comfortable making a new car purchase online.
 - f. I like to confirm what is available on the lot/schedule a test-drive.

13. What was the Web site announced in the ad?

14. What was the phone number in the featured in the ad?

Please view or listen to the advertisement below by clicking on the link. You will be asked a series of questions on the next page pertaining to the ad.

PLEASE CLICK TO SHOW THE VISUAL: (Show for 7 seconds)



15. Assume that you are making improvements to your home. When presented with an advertisement for home remodeling services, do you prefer to:
 - a. Visit the company's Web site. (skip to #'s 20 and 21)
 - b. Call the company's phone number. (skip to # 22)
16. Using the options below, please rank in order why you prefer to "visit the Web site" after seeing an advertisement for home remodeling services:
 - a. I like to fill out a contact form and have the company contact me.
 - b. I like to get an estimate for remodeling services online.
 - c. I like to learn more about the company before I decide to make a purchase.
 - d. I like to shop for remodeling services online.
 - e. I want to learn more about the available services before I decide to make a purchase.
17. Please rank the options below from 1-5, with 1 being the first thing you'd do and 5 being the last thing you'd do once you are on the company's Web site:
 - a. Complete a contact form.
 - b. Conduct additional online research on other remodeling contractors that offer similar services.
 - c. Conduct additional online research on the remodeling company and their services.
 - d. Find the phone number and call the company directly.
 - e. Make a purchase or schedule an appointment.
18. Using the options below, please rank in order why you prefer to "call the phone number" after seeing an advertisement for home remodeling services:
 - a. I am not comfortable scheduling an appointment of this nature online.
 - b. I need to have a conversation and establish a comfort level with a contractor before I have them come into my home.
 - c. I like to have a personal interaction to assess a contractor's credibility.
 - d. I prefer to shop for remodeling services over the telephone.
 - e. I prefer to speak with a contractor immediately.
19. What was the phone number shown in the ad?
20. What was the Web address displayed in the ad?

Please view or listen to the advertisement below by clicking on the link. You will be asked a series of questions on the next page pertaining to the ad.

PLEASE CLICK TO PLAY THE AUDIO FILE

Audio Script: *Choosing a career path can be one of the most important life decisions that you'll ever make, both professionally and financially. At Smith-Brown Technical College, we understand that. This is why we're offering reduced enrollment fees during the month of August. For more information on how you can take advantage of this limited offer visit www.sbtechschool.edu or call 1-800-NEXT-JOB today. A registration specialist will walk you through the course offerings and help you find the best career path to match your personal and professional goals. Call 1-800-NEXT-JOB today or go to www.sbtechschool.edu for more information on the limited enrollment offer.*

21. Assume that you are going to enroll for a college course. When presented with an advertisement for an educational institution, do you prefer to:
 - a. Visit the school's Web site. *(skip to #'s 26 and 27)*
 - b. Call the school's phone number. *(skip to # 28)*

22. Using the options below, please rank why you prefer to "visit the Web site" after seeing an advertisement for an educational institution:
 - a. I want to learn more about the course offerings before I decide to enroll.
 - b. I like to learn more about the school before I start the application process.
 - c. I like to fill out a contact form and have the school contact me.
 - d. I like to complete applications online.

23. Please rank the options below from 1-5, with 1 being the first thing you'd do and 5 being the last thing you'd do once you are on the school's Web site:
 - a. Find the phone number and call the school directly.
 - b. Conduct additional online research on the school and the available courses.
 - c. Conduct additional online research on other educational institutions that offer similar programs of study.
 - d. Complete an application.
 - e. Complete a contact form.

24. Using the options below, please rank why you prefer to "call the phone number" after seeing an advertisement for an educational institution:
 - a. I prefer to speak with an admissions specialist immediately.
 - b. I prefer to conduct research for an educational institution over the telephone.
 - c. I need to have a personal interaction with a school to assess their credibility before I enroll.
 - d. I am not comfortable making decisions of this nature online.

25. What was the Web address announced in the ad?

26. What was the phone number announced in the ad?

Please view or listen to the advertisement below by clicking on the link. You will be asked a series of questions on the next page pertaining to the ad.

PLEASE CLICK TO SHOW THE VISUAL - (Show for 7 seconds)



27. Assume that you are seeking information on vision correction procedures. When presented with an advertisement for a vision correction practice, do you prefer to:
- Visit the practice's Web site. (skip to #'s 32 and 33)
 - Call the practice's phone number. (skip to # 34)
28. Using the options below, please rank why you prefer to "visit the Web site" after seeing an advertisement for vision correction practice:
- I like to learn more about the vision correction practice before I decide to make an appointment.
 - I like to fill out a contact form and have the vision correction practice contact me.
 - I like to schedule my medical appointments online.
 - I want to learn more about the vision correction practice and the available procedures before I decide to make an appointment.
29. Please rank the options below from 1-5, with 1 being the first thing you'd do and 5 being the last thing you'd do once you are on the practice's Web site:
- Complete a contact form.
 - Schedule an appointment online.
 - Conduct additional online research on the vision correction practice and their services.
 - Conduct additional online research on competing vision correction practices that offer similar services.
 - Find the phone number and call the vision correction practice directly.
30. Using the options below, please rank why you prefer to "call the phone number" after seeing an advertisement for vision correction practice:
- I prefer to speak with a vision correction specialist immediately.
 - I like to have a personal interaction to assess a practice's credibility.
 - I need to establish a comfort level with a specialist before I schedule a procedure.
 - I prefer to conduct research for a vision correction practice by telephone.
 - I am not comfortable making decisions of this nature online.
31. What was the phone number in the visual ad?
32. What was the Web address shown in the visual ad?

Part III: Consumer Dialing Preference

PLEASE CLICK TO SHOW VISUAL

33. 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?
- a. The advertiser with the local toll phone number
 - b. The advertiser with the toll-free phone number

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Your local full service dealer
Parts Financing Leasing

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(1-800-639-2277)

New and Certified Pre-Owned
Auto Sales

We pride ourselves
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service and satisfaction
GUARANTEED!

Conveniently located on Route 6
off 1-87, exit 12



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 1-87, exit 12

