“Buyers used the print Yellow Pages 7.4 billion times last year.”

David Goddard
“Consumers with the most to spend, use the Yellow Pages the most.”

David Goddard
“Calls to the Yellow Pages were up 18% last year.”

David Goddard
“85% of Yellow Pages users make a purchase.”

Dr. Dennis Fromholzer
“To advertisers, one call is worth 25 times more than a click.”

Dr. Dennis Fromholzer
“No one uses the Yellow Pages anymore.”

NOT TRUE!
“The Yellow Pages kill trees.”

NOT TRUE!
“Yellow Pages aren’t cost-effective anymore.”

NOT TRUE!
“Yellow Pages are harmful to the environment.”

NOT TRUE!
“Search is less expensive than the Yellow Pages.”

NOT TRUE!
“Only Baby Boomers and seniors use the Yellow Pages.”

NOT TRUE!
“Trees are cut to make lumber, not directory paper.”

Paul Gordon
“Yellow Pages are delivered once a year and are 100% recyclable.”

Paul Gordon
“76% of adult Americans used the Yellow Pages last year.”

Steve Sitton
“$6 out of every $10 spent at local businesses comes from a Yellow Pages search.”

Steve Sitton
Let Your Fingers Do the Walking