

Toll-free Vanity 800 Numbers Vs. Numeric Phone Numbers & URLs in Advertising

Analysis of Consumer Recall & Dialing Preferences

*Research Report
Conducted by Infosur*

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Abstract

Year-after-year, consumers' actions and preferences continue to show that it is important for companies to provide a way for people to contact them for a live communication interaction, whether with sales or customer service departments.

Toll-free numbers remain a powerful tool in this regard, allowing for cost-free communication for the consumer, as well as providing a wealth of consumer data and tracking information for the advertising business.

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 website addresses (URLs).

The purpose of this research study is 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 toll-free numeric phone numbers and URLs when used in visual and broadcast advertisements.

To gather the market research data, an electronic survey was distributed to over one thousand opted-in respondents, executed by a third-party research company,

The study findings prove that companies can expect up to a 75% higher recall rate of vanity 800 numbers over numeric toll-free numbers, and a 57% average higher recall rate of vanity 800 numbers over URLs when these direct-response tools are featured in advertisements. The study also collected data on the consumer's recognition of the existing toll-free prefixes, including 800, 888, 877, 866 and the newly-released 855 prefix.

Study results suggest that companies will benefit from featuring a memorable toll-free number in their advertising campaigns to optimize lead-generation and provide consumers with the avenues they desire in order to make contact with the sales and customer service departments.

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

Executive Summary

Toll-free Numbers in 2011:

As of September 2009, there were over 25.5 million working toll-free numbers, including the toll-free prefixes of 800, 888, 877 and 866¹. In October of 2010, another 7+ million 855 numbers were introduced by the FCC², because of the growing demand for toll-free phone numbers by businesses and consumers.

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. And, after exhausting these toll-free codes, continued interest and investment by companies created the demand for the 855 code.

Despite the emerging presence of social media outlets to advertise and communicate, research has shown that 90% of people say they still want their inquiries handled by live representatives over the telephone³ as opposed to Twitter[®], Facebook[®], or other communication avenues. Online communication services do not always provide as much information as a live person, and cannot fix problems the way a call-center representative can. This is good news for businesses that use a phone number in their advertising campaigns as a response and lead-generation tool.

Furthermore, it is reported that 65% of businesses rate phone calls as their highest quality lead source⁴. With consumer reliance on toll-free numbers to contact businesses, and the fact that they prefer to have live communication with businesses, these consumer response tools will remain key components in advertising campaigns to reach consumers and generate response.

Finally, 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.

Findings for Recall of Vanity 800 Numbers, Numeric Phone Numbers & URLs

Consumers have a 75% Average Higher Recall Rate of Vanity 800 Numbers over Numeric Toll-free Phone Numbers

Chart 1 below shows the exact count of correct recall responses and the correct recall rates for each advertised vanity 800 phone number and numeric toll-free phone number.

75.4% Average Higher Recall Rate of Vanity 800 Numbers over Numeric Toll-free Numbers

- After viewing sample ads with one of these response tools, consumers have significantly higher recall of vanity 800 numbers versus 10-digit toll-free numbers.

Vanity 800 vs. Numeric Toll-free	# Correct Recall	% Correct Recall	% Vanity vs. Toll-free Correct Recall
800-NEW-SKILLS	870	83.9%	75.2%
877-378-8825	216	20.8%	
800-NEW-CARE	852	82.2%	75.7%
866-867-5479	207	20.0%	

Chart 1

Study data show that consumers have better recall of vanity 800 phone numbers than they do of numeric toll-free phone numbers

1,722 of 2,074 responses Correctly Recalled Vanity 800 Number = 83.0% Correct Recall
 423 of 2,074 responses Correctly Recalled Numeric Phone Number = 20.4% Correct Recall

Findings for Recall of Vanity 800 Numbers, Numeric Phone Numbers & URLs (cont.)

Consumers have a 57.6% Average Higher Recall Rate of Vanity 800 Numbers over URLs

Chart 2 below shows that respondents find it easier to recall a vanity 800 number over a URL after listening to ads featuring both response tools.

Vanity 800 vs. URL	# Correct Recall	% Correct Recall	% Vanity vs. URL Correct Recall
800-NEW-RIDE	666	64.2%	72.7%
www.millerautomotiveNE.com	182	17.6%	
800-ROOF-PRO	699	67.4%	49.1%
www.theroofingpros.com	356	34.3%	
800-NEW-PLAN	622	60.0%	30.7%
www.harborfinancial.com	431	41.6%	
800-NEW-LOOK	722	69.6%	78.0%
www.downtownaesthetics.com	159	15.3%	

Chart 2

Study data show that consumers have better recall of vanity 800 phone numbers than they do of URLs.

2,709 of 4,148 responses Correctly Recalled Vanity 800 Number = 65.3% Correct Recall
 1,128 of 4,148 responses Correctly Recalled URL = 27.2% Correct Recall

**Example: A sample radio ad for the fictitious company, Miller Automotive New England, featured 1-800-NEW-RIDE as the vanity number, and www.millerautomotiveNE.com as the URL address. Survey respondents had a 72.7% higher recall of the vanity number compared to the URL, despite the fact that the URL was an exact match to the company name. For complete set of survey questions, see Master Survey.*

Findings for Recall of Vanity 800 Numbers, Numeric Phone Numbers & URLs (cont.)

In Visual Media, Consumers have a 78% Average Higher Recall Rate of Vanity 800 Numbers over URLs

Chart 3 below shows that respondents find it easier to recall a vanity 800 number over a URL after seeing a print advertisement featuring both response tools.

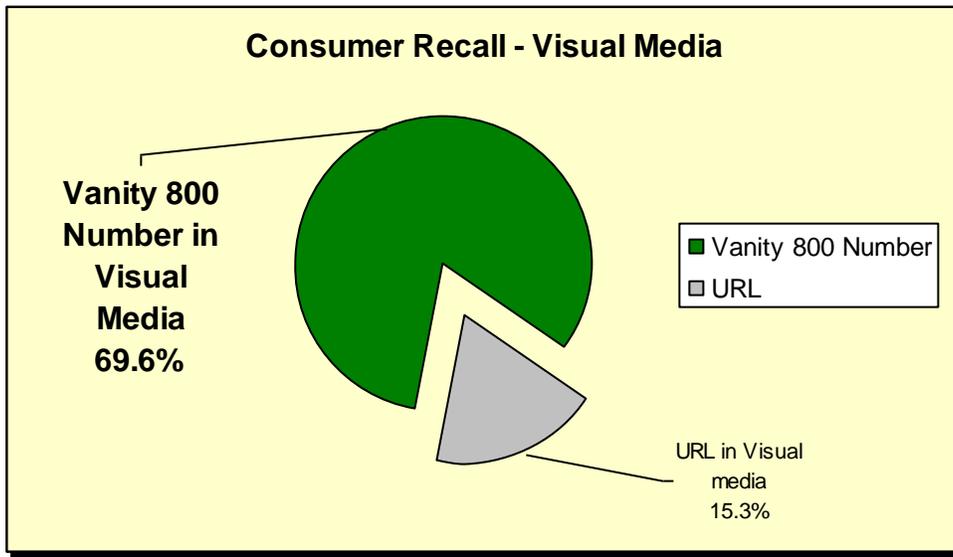


Chart 3

In Broadcast Media, Consumers have a 50.8% Average Higher Recall Rate of Vanity 800 Numbers over URLs

Chart 4 shows that respondents find it easier to recall a vanity 800 number over a URL after seeing a broadcast advertisement featuring both response tools.

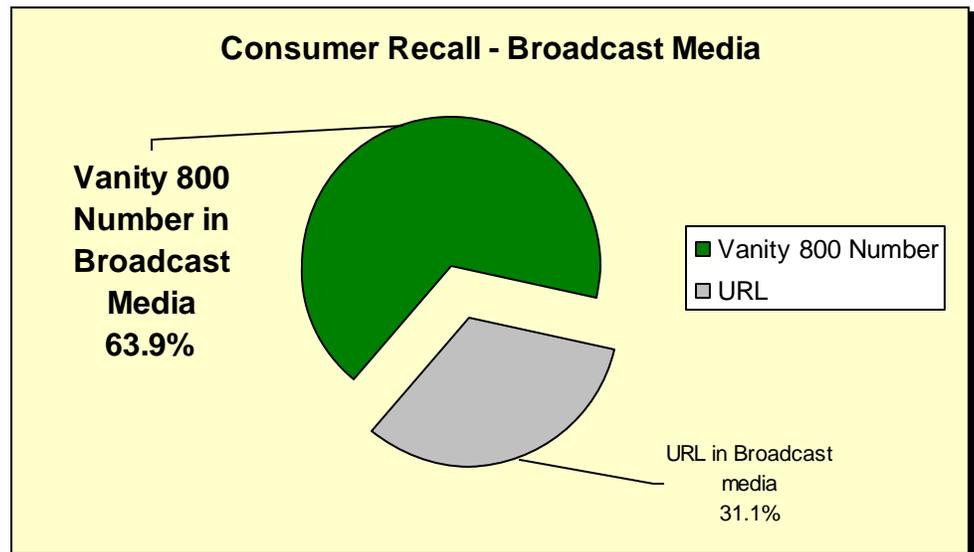


Chart 4

Findings for Consumer Recall by Age

The survey sample (1,037 respondents) was distributed across three age groups. The charts below show that regardless of age, consumers have significantly higher recall rates of vanity 800 phone numbers than they do of numeric toll-free phone numbers, and they have approximately twice the recall rate of vanity 800 numbers than they do of URLs.

- *Consumers in the 25 to 34 age group have a 74.8% average higher recall rate for the vanity 800 number presented in an advertisement, over the numeric toll-free number.*
- *Respondents ages 35 – 49 have a 76.8% average higher recall of the vanity 800 number.*
- *And, those 50 – 64 have a 74.6% average higher recall for the vanity 800 number, versus the numeric toll-free number.*

Age Group	Correct Vanity 800 Number Recall	Correct Toll-free Numeric Phone Number Recall
25 – 34 years	77.7%	19.6%
35 – 49 years	81.5%	18.9%
50 – 64 years	85.6%	21.7%

Chart 5

- *Consumers in the 25 to 34 age group have a 50.1% average higher recall rate for the vanity 800 number presented in an advertisement, over the URL.*
- *Respondents between the ages of 35 – 49 have a 49.2% average higher recall of the vanity 800 number.*
- *And, those 50 – 64 have a 47.2% average higher recall for the vanity 800 number, versus the URL.*

Age Group	Correct Vanity 800 Number Recall	Correct URL Recall
25 – 34 years	58.3%	27.9%
35 – 49 years	62.7%	31.1%
50 – 64 years	62.0%	32.0%

Chart 6

Findings for Consumer Dialing Preference

57% of Consumers Prefer Dialing a Vanity 800 Number to a Local Numeric Phone Number

The majority of consumers report that they would rather call a vanity 800 number after seeing a display ad, versus dialing a local numeric phone number.

After viewing images that simulated display advertisements, 57% of survey respondents chose the **vanity 800 number** as their preferred method to reach a local business, over the numeric phone number.

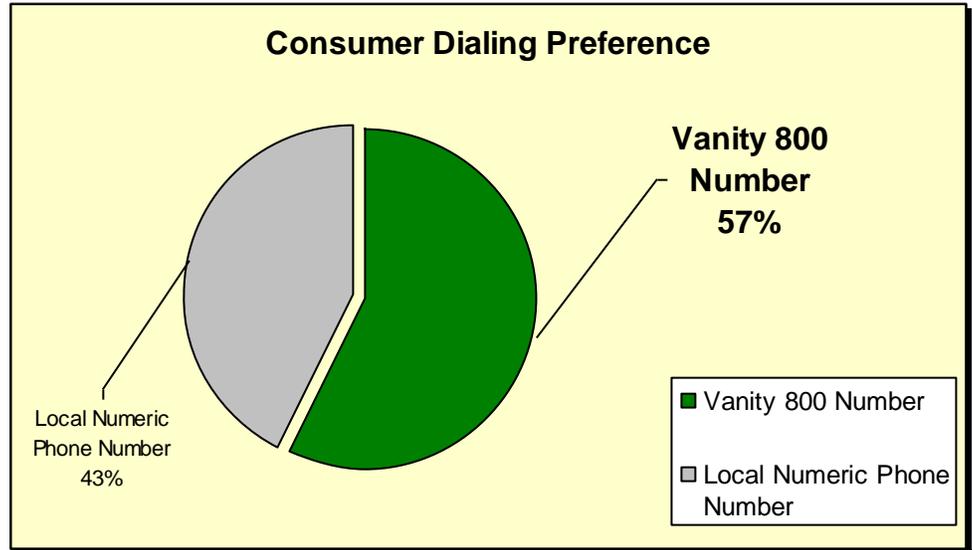


Chart 7

Reasons given by survey respondents on why they prefer to dial 1-800-NEW-RIDE include...

"I would prefer to dial [the vanity phone number] because it is easy to remember using the phrase "new ride". The other number is just a number, which is much harder to remember."

The vanity number *"is more professional looking."*

The ad with the vanity *"toll-free number seems like a more professional business."*

The vanity number *"is easier to remember, especially for moms like me. I have three boys and have hundreds of numbers soaring through my head at any given time. I don't have the patience to try and remember a random number but something catchy would be quite beneficial to someone like me."*

HERSON'S AUTO MALL

The Bay Area's #1 Dealer of
New and Certified Pre-Owned Auto Sales

We pride ourselves on superior customer service and satisfaction **GUARANTEED!**

Your local full service dealer

- Financing
- Leasing
- Service & Parts

1-800-NEW-RIDE
(1-800-639-7433)

Family Owned Since 1970

HERSON'S AUTO MALL

The Bay Area's #1 Dealer of
New and Certified Pre-Owned Auto Sales

We pride ourselves on superior customer service and satisfaction **GUARANTEED!**

Your local full service dealer

- Financing
- Leasing
- Service & Parts

518-542-8349

Family Owned Since 1970

"800-NEW RIDE looks exciting and catches my eye. It's also easier to remember when I'm dialing."

Findings for Toll-free Prefix Recognition

Consumers Have High Recognition of '800' Numbers as Being Toll-free

Survey data reveals that the 800 toll-free prefix is most widely known as being toll-free, where as 888, 877, 866 and 855 have much lower recognition rates.

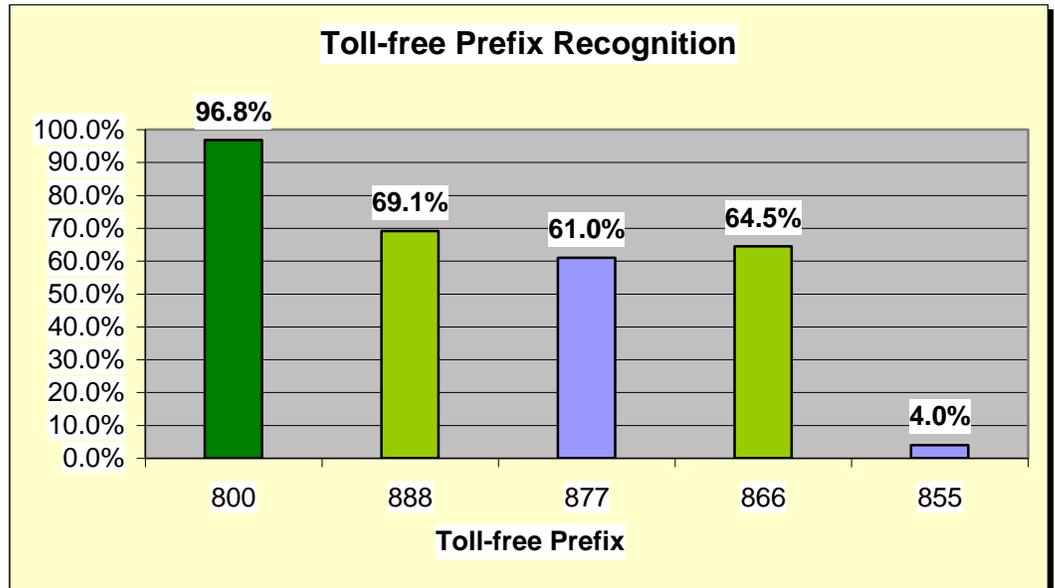


Chart 8

Findings for Media Consumption Trends

Consumers Continue to Rely on Traditional Media

Almost 100% of survey respondents watch television, and over 75% of consumers use all four forms of media.

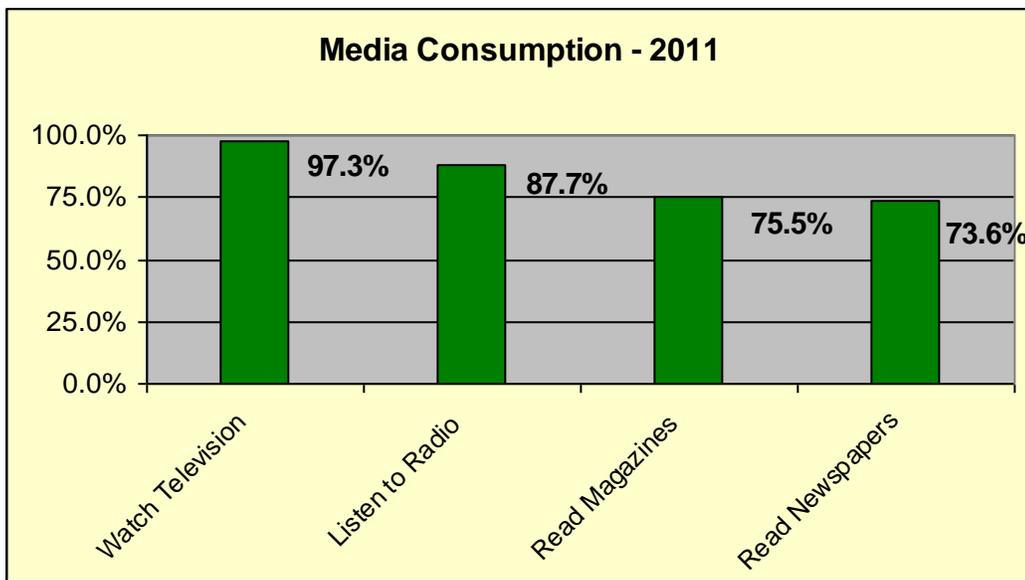


Chart 9

Findings for Media Consumption Trends (cont.)

Consumers Continue to Rely on Traditional Media

Charts 10 and 11 show that half of American consumers watch more than three hours of television each day, 29% listen to the radio 1 to 2 hours each day, and 45% of consumers still read the printed newspaper 1-5 days each week.

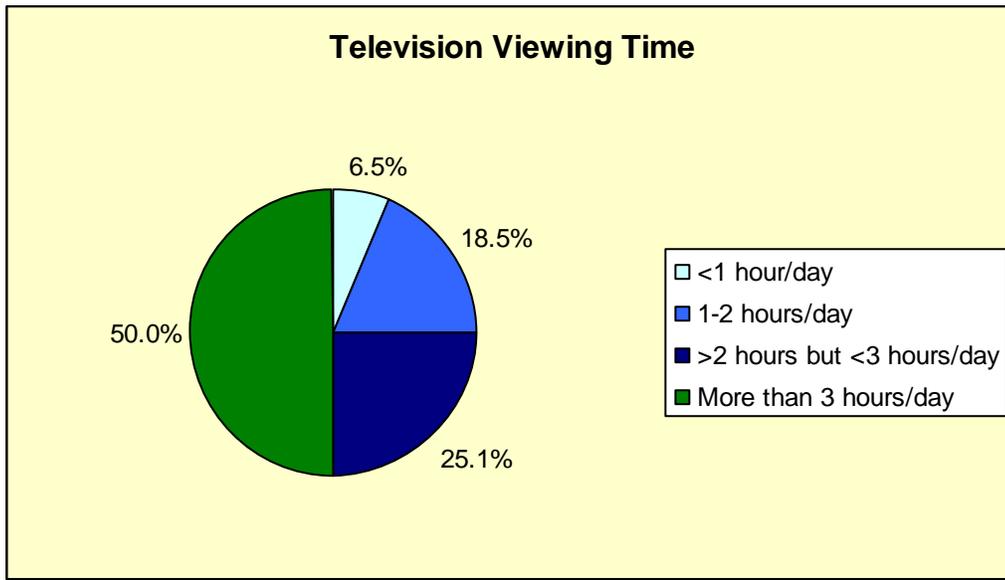


Chart 10

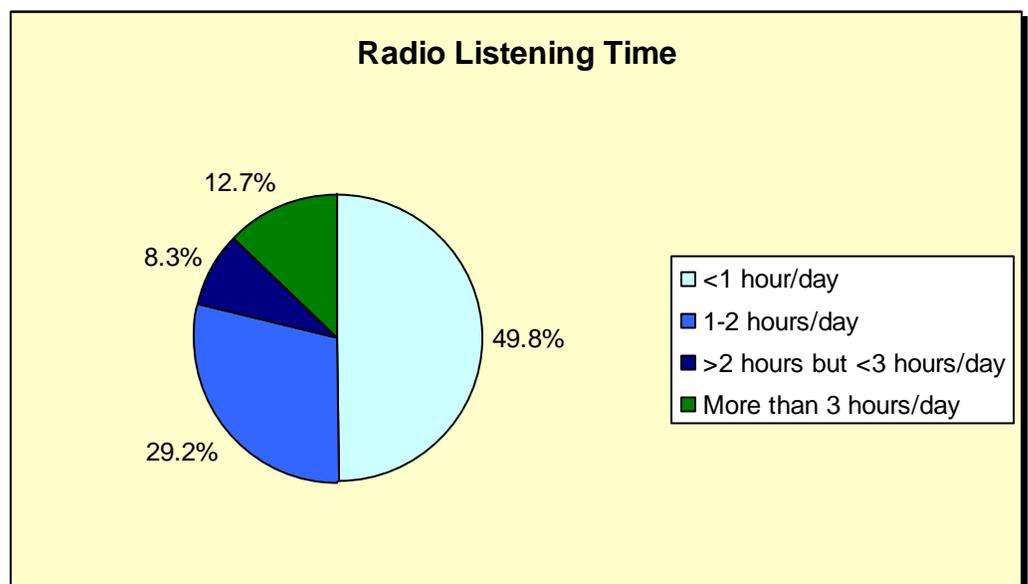


Chart 11

Findings for Media Consumption Trends (cont.)

Consumers Continue to Rely on Traditional Media

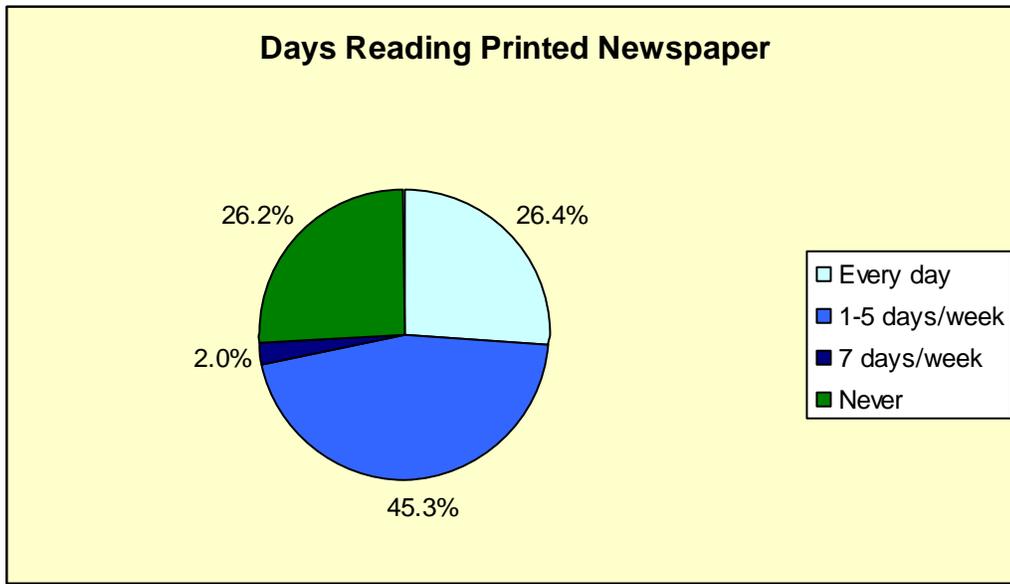


Chart 12

Findings Summary

Based on the 75.4% and 57.6% average higher recall rates of toll-free vanity 800 numbers over numeric phone numbers and URLs, respectively, it is essential for companies to include a vanity phone number in their advertising strategy for optimal lead generation.

Furthermore, with 57% of survey respondents reporting that they prefer to dial a vanity 800 number over a local numeric phone number, companies can ensure consumer satisfaction for the majority of the population their advertising reaches when they feature a vanity toll-free number as the response tool in their print advertisements.

Study data suggest that companies who drive traffic to their websites by only advertising a URL are missing a significant portion of the consumer population who better recall a phone number – vanity or otherwise – to communicate with an organization.

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 looking for live contact.

Finally, data reveals that, when possible, it is more beneficial for companies to obtain and use a true '800' prefix toll-free number, as it is recognized by over 90% of consumers as toll-free, whereas the recognition of alternate prefixes as toll-free falls significantly.

Conclusion

Vanity 800 Numbers vs. Numeric Toll-free Numbers vs. URLs:

This study presents findings related to consumers' recall of toll-free vanity 800 numbers, numeric toll-free phone numbers, and website addresses in select advertising mediums.

Consumers were found to have higher recall rates of the easy-to-remember vanity 800 numbers in both visual and audio media formats. When presented with advertisements featuring vanity 800 numbers, numeric toll-free numbers, and URLs, consumers showed a 75.4% and 57.6% greater recall rate for the vanity 800 numbers over the numeric phone numbers and URLs, respectively. When broken down by media type, vanity 800 numbers have average higher recall rates in both visual and audio media formats, 78% higher in print media, and 50.8% higher in broadcast media, compared to recall of URLs.

The demographic data and recall results demonstrate that although there is a broad perception that the younger population tends to be more online focused, 77.7% of those ranging in age from 25 to 34 correctly recalled the vanity 800 number presented in an advertisement, while only 27.9% correctly recalled the URL, and only 19.6% could correctly recall the numeric phone number.

Overall, each age group had a higher recall rate for the toll-free vanity phone numbers in advertisements, than they did for the advertisers' numeric phone numbers or website addresses. Therefore, to make the most effective use of advertising budgets and lead-generation tactics, advertisers should use both a vanity 800 number and a URL as the direct response tools. Using both tools will ensure that consumers have the means with which they prefer to make contact with a company, as well as a better ability to recall the vanity phone number for future calls.

Consumer preferences of dialing a vanity 800 number over a local numeric phone number, along with higher recall rates over URLs, along with consumer preference for live interactions with companies, demonstrates that it is prudent for businesses to include a phone number like a vanity 800 number in their advertising campaigns. Doing so ensures customer satisfaction, higher customer recall, as well as improved lead generation and the capture of powerful consumer data through tracking reports.

Advertising companies will gain a business advantage by including a phone number, preferably a vanity toll-free number, in their advertising strategies.

Finally, media consumption data shows that although there is an inherent focus on online communications and social media presence, consumers continue to spend significant quantities of time watching traditional television, listening to the radio, and reading the print edition of newspapers. This data set suggests that traditional media formats will continue to be used by advertising companies to reach their target customers.

Methodology

An online research survey was distributed to 1,037 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 versus Numeric Phone Numbers & URLs in Advertising: Analysis of Consumer Recall, Preferences & Media Consumption** 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.

All inquiries regarding this report may be directed to:

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4. A copy of any materials citing this document must be forwarded to 800response.

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 1,037 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 38 questions spanning a variety of topics. The first portion of the survey asked for consumer preference of the phone number they would dial after viewing simulated display ads; one featuring a vanity 800 number, and the other featuring a local numeric phone number.

The second portion of the survey included questions focusing on consumers' recall of vanity 800 numbers, numeric toll-free phone numbers, and website addresses when presented in audio and visual advertisements. 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, 2) the website, and/or 3) the numeric toll-free phone number which were featured in the advertisements.

The third portion of the survey included two series of questions focusing on consumer research behaviors after being presented with a visual and an audio advertisement. The questions were designed to determine research and purchase behaviors after seeing an advertisement for a product or service.

The final portion of the survey polled respondents about their consumption of media, including television, radio, print, and outdoor, with a final question used to gauge consumer knowledge about the current and valid toll-free prefixes.

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.

Dates of Survey:

April – May 2011

Endnotes:

1. Federal Communications Commission, "Trends in Telephone Service," Industry Analysis and Technology Division, Wireline Competition Bureau, September 2010, pg. 154-158
2. Federal Communications Commission, www.fcc.gov
3. The Wall Street Journal, Business, "With Customer Service, Real Person Trumps Text", April 25, 2011
4. BIA/Kelsey & Constat Local Commerce Monitor Wave, 2009

Other Studies Conducted for 800response:

1. *Toll-free Vanity 800 Numbers & URLs in Advertising - Analysis of Consumer Recall and Response Behaviors, 2009*
2. *Consumer Recall Rates of Phone Numbers in Advertising; Vanity 800 Numbers versus Numeric Toll-free numbers, 2007*
3. *Toll-free Numbers in Radio Advertising, 2006*
4. *Toll-free Numbers in Television Advertising, 2005*
5. *Direct Response Mechanisms in Billboard Advertising, 2003*
6. *Telephone Number Recall in Radio Advertising, 2002*
7. *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> or call 1-800-NEW-SALES.

800response

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Phone: 802-860-0378

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www.800response.com

www.800response.com/tollfree-vanity800blog/

twitter.com/800response

Master Survey

Section I. Qualifying:

Infosurv will provide the lead-in wording for demographic information collection.

1. Please select your age range.
 - a. 17 and younger
 - b. 18-24
 - c. 25-34
 - d. 35-49
 - e. 50-64
 - f. 65 and older

2. Do you own any of the following? Please select all that apply.
 - a. Cell phone.
 - b. Land line phone.
 - c. VOIP (voice over internet phone line).
 - d. Smart Phone
 - e. I do not own any of the above

3. Can you play audio files over your computer?
 - a. Yes.
 - b. No.

4. Do you do any of the following? Please check all that apply.
 - a. Read the newspaper
 - b. Read magazines
 - c. Listen to the radio
 - d. Watch TV
 - e. Commute to work by car or public transportation
 - f. None of the above

Section II. Consumer Preference

5. Please rank what is important to you when you are looking to hire a service or make a purchase in your area? (Rank in order of most (1) to least (5) important)
 - a. Working with a locally owned company
 - b. Credibility of the business I am going to hire or purchase from
 - c. Sales service
 - d. Customer service availability
 - e. Advertising I have seen

PLEASE CLICK TO SHOW VISUAL –

6. If you were looking for a local business and saw these two ads side-by-side, which ad's phone number would you call first A or B?



HERSON'S AUTO MALL

The Bay Area's #1 Dealer of
New and Certified Pre-Owned Auto Sales

We pride ourselves on superior customer
service and satisfaction **GUARANTEED!**



Your local full service dealer

- 🚗 Financing
- 🚗 Leasing
- 🚗 Service & Parts

1-800-NEW-RIDE
(1-800-639-7433)

Family Owned Since 1970



HERSON'S AUTO MALL

The Bay Area's #1 Dealer of
New and Certified Pre-Owned Auto Sales

We pride ourselves on superior customer
service and satisfaction **GUARANTEED!**



Your local full service dealer

- 🚗 Financing
- 🚗 Leasing
- 🚗 Service & Parts

518-542-8349

Family Owned Since 1970

7. Why would you prefer to dial that phone number?

Section III. Memory Gauge:

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.

PLEASE CLICK TO SHOW VISUAL:

8. What was the web address featured in the ad?
9. What was the phone number displayed in the ad?
10. What would you do first after seeing this ad?
 - a. Call the advertising company for more information
 - b. Visit their website for more information

PLEASE CLICK TO PLAY THE AUDIO FILE:

Audio Script: *It's our biggest sales event of the year at Miller Automotive New England with the lowest prices ever offered on every 2011 model. Call **1-800-NEW-RIDE** today to speak with our expert sales staff, or visit www.millerautomotiveNE.com. At Miller Automotive, you get the best deals and the best service that has made us #1 for 15 years. Call **1-800-NEW-RIDE** today, or check us out online at millerautomotiveNE.com for more about the 2011 deals we have on the lot! The best selection, price, and service are waiting for you. Visit millerautomotiveNE.com or call **1-800-NEW-RIDE** today!*

11. What was the phone number announced in the ad?
12. What was the web address announced in the ad?
13. What would you do first after hearing this ad?
 - a. Call the advertising company for more information
 - b. Visit their website for more information

PLEASE CLICK TO SHOW THE VISUAL:



1-800-NEW-SKILLS
**Williamstown
Technical College**
Online Classes are forming now!

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

PLEASE CLICK TO SHOW THE VISUAL:



1-877-378-8825
Palm Meadows
Senior Living
Call Us Today and Take A New
Approach to Retirement!

What was the phone number displayed in the ad?

PLEASE CLICK TO SHOW THE VISUAL:

AmeriCare Senior Services

Call **1-800-NEW-CARE** today
and find out how we can help.

We provide comprehensive, personalized, in-home care
for your family members. Services include:

- Physical Therapy and Rehabilitation
- Skilled Nursing
- Meal Preparation
- Medication Reminders

"Caring for your loved one like family"

15. What was the phone number displayed in the ad?

PLEASE CLICK TO SHOW THE VISUAL:



Call **1-866-867-5479**

Bright, Fox & Sperry

Your first consultation is free!

Specializing in Estate Planning & Corporate Law

16. What was the phone number displayed in the ad?

PLEASE CLICK TO PLAY THE AUDIO FILE:

Audio Script: *It's that time of year; you start to notice the winter wear and tear on your roof. When you need a new roof, make sure you hire The Roofing Professionals – visit us at www.theroofingpros.com or call us today at 1-800-ROOF-PRO to schedule an appointment for a free estimate. We have over 20 years of experience and work with the best roofing contractors in the area. We work on homes and commercial buildings of all sizes. Speak with one of our expert contractors to schedule a free estimate – call today and get 10% off your roof repairs. 1-800-ROOF-PRO or visit www.theroofingpros.com.*

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

18. What was the web address announced in the ad?

Section IV. Phone vs. Website:

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 assume that you are in the market to purchase the following advertised products.

PLEASE CLICK TO PLAY THE AUDIO FILE –

Audio Script: *Concerned that your retirement income won't meet your financial needs? Get the answers to all of your retirement and investment questions by calling Harbor Home Financial at 1-800-NEW-PLAN and make an appointment today. Read more about all of our services and experts at www.harborfinancial.com. Harbor Home Financial has the answers you need to make life-planning decisions. Call us at 1-800-NEW-PLAN to secure your future with Harbor Home Financial, or visit www.harborfinancial.com.*

19. When you hear an advertisement for financial services, which do you prefer to do next:

- a. Visit the website. (skip to #'s 22 and 23, skip 24)
- b. Call the phone number. (skip to # 24)

20. Using the choices below, please rank in order why you prefer to “visit the website” after hearing an advertisement for financial services:

- a. I need to learn more about the company before I decide to make a commitment.
- b. I want to fill out a contact form and have the company contact me.
- c. I like to shop for financial services online.
- d. I want to get a quote for financial services online.
- e. I choose to learn more about the services offered before I decide to make a commitment.

21. 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 website:

- a. Complete a contact form.
- b. Conduct additional online research on the company and their services.
- c. Perform additional online research on other companies that offer similar services.
- d. Find the phone number and call the company directly.
- e. Other – please specify (provide text box for answer).

22. Using the choices below, please rank in order why you prefer to “call the phone number” after seeing an advertisement for financial services:

- a. I prefer to speak with an advisor immediately.
- b. I like to assess a company's credibility through a personal interaction.
- c. I need to build a comfort level with an advisor before I make a decision to buy.
- d. I prefer to shop for financial services by telephone.
- e. I am not comfortable making decisions on financial services online.
- f. I like to know more about the available financial services for me.

23. What was the website announced in the ad?

24. 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:

The advertisement for Downtown Aesthetics features a woman's face in the background. At the top, there is a red tree logo above the text "Downtown Aesthetics". Below this, a dark red banner contains the text "Call 1-800-NEW-LOOK" and "Visit www.downtownaesthetics.com". The main text of the ad reads: "Wish you could afford the latest cosmetic treatments? Now you can!". This is followed by three bullet points, each with an eye icon: "Free Consultation", "Board Certified Surgeons", and "State-of-the-art Equipment". Below the bullet points, it says "Schedule an appointment today!". At the bottom, a small italicized line reads: "At Downtown Aesthetics we provide the personal and professional care that you deserve."

25. When presented with an advertisement for cosmetic services, do you prefer to:
- Visit the company's website. (skip to #'s 28 and 29, skip 30)
 - Call the company's phone number. (skip to #30)
26. Using the options below, please rank in order why you prefer to "visit the website" after seeing an advertisement for cosmetic services:
- I want to fill out a contact form and have the company contact me.
 - I like to get an estimate for cosmetic services online.
 - I choose to learn more about the company before I decide to make a purchase.
 - I like to shop for cosmetic services online.
 - I need to learn more about the available services before I decide to make a purchase.
27. 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 website:
- Complete a contact form.
 - Conduct additional online research on other cosmetic practices that offer similar services.
 - Conduct additional online research on the cosmetic practice and surgeon, and their services.
 - Find the phone number and call the company directly.
 - Make a purchase or schedule an appointment.
28. Using the options below, please rank in order why you prefer to "call the phone number" after seeing an advertisement for cosmetic services:
- 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 cosmetic practice before I schedule an appointment.
- c. I like to have a personal interaction to assess the credibility of a practice.
- d. I prefer to research cosmetic surgery services over the telephone.
- e. I prefer to speak with a cosmetic practice immediately.

29. What was the phone number shown in the ad?

30. What was the web address displayed in the ad?

Section V. General Questions about Media:

31. How often do you watch television?

- a. less than 1 hour each day
- b. 1-2 hours each day
- c. greater than 2 and less than 3 hours each day
- d. More than 3 hours each day

32. How often do you listen to the radio

- a. less than 1 hour each day
- b. 1-2 hours each day
- c. greater than 2 and less than 3 hours each day
- d. More than 3 hours each day

33. How often do you read the printed newspaper

- a. Every day
- b. 1-5 days a week
- c. 7 days a week
- d. Never

34. Do you commute to work?

- a. Yes
- b. No (if no, skip to next section)

35. How long is your commute?

- a. 15 minutes or less
- b. 16-30 minutes
- c. 31-45 minutes
- d. 46-60 minutes
- e. 1-2 hours
- f. More than 2 hours

36. Do you notice billboard or other outdoor advertising during your commute to work? Other outdoor advertisements would include ads on the subway, bus stops, sides of buses, etc.

- a. Yes
- b. No

37. Which of the following prefixes are toll-free? Choose all that apply:

- a. 855
- b. 811
- c. 525
- d. 866
- e. 877
- f. 900

- g. 800
- h. 888
- i. 723
- j. 646
- k. All
- l. None
- m. Don't know

Section VI. : Final Section

D1. What is your total household income? (Select one.)

- Less than \$50,000
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 +
- No Answer

D2. What is the highest degree or level of school you have completed? (Select one.)

- Less than high school graduate (K-11)
- High school graduate or GED
- Some college credit but no degree
- Bachelor's degree or Technical degree
- Master's degree or higher

D3. What part of the U.S. do you live in? (Select one.)

- Western (AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WV)
- Middle Western (IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI)
- Eastern (CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VA, VT, WV)
- Southern (AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX)

D4. How would you classify yourself? (Select one.)

- Asian/Pacific Islander
- Black/African American
- Caucasian/White
- Hispanic or Latino
- Other