

TallahasseeVoices White Pages 2009

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TallahasseeVoices is a pro bono internet survey panel sponsored by Kerr & Downs Research and the Tallahassee Democrat. Survey was conducted May 14-18, 2009. 308 of the 3,000 panel members responded. Results were weighted to reflect the demographics of the 90%+ local residents who have access to the internet at home, work, or school

Issue Covered: Your Local “White” Pages in the Telephone Directory

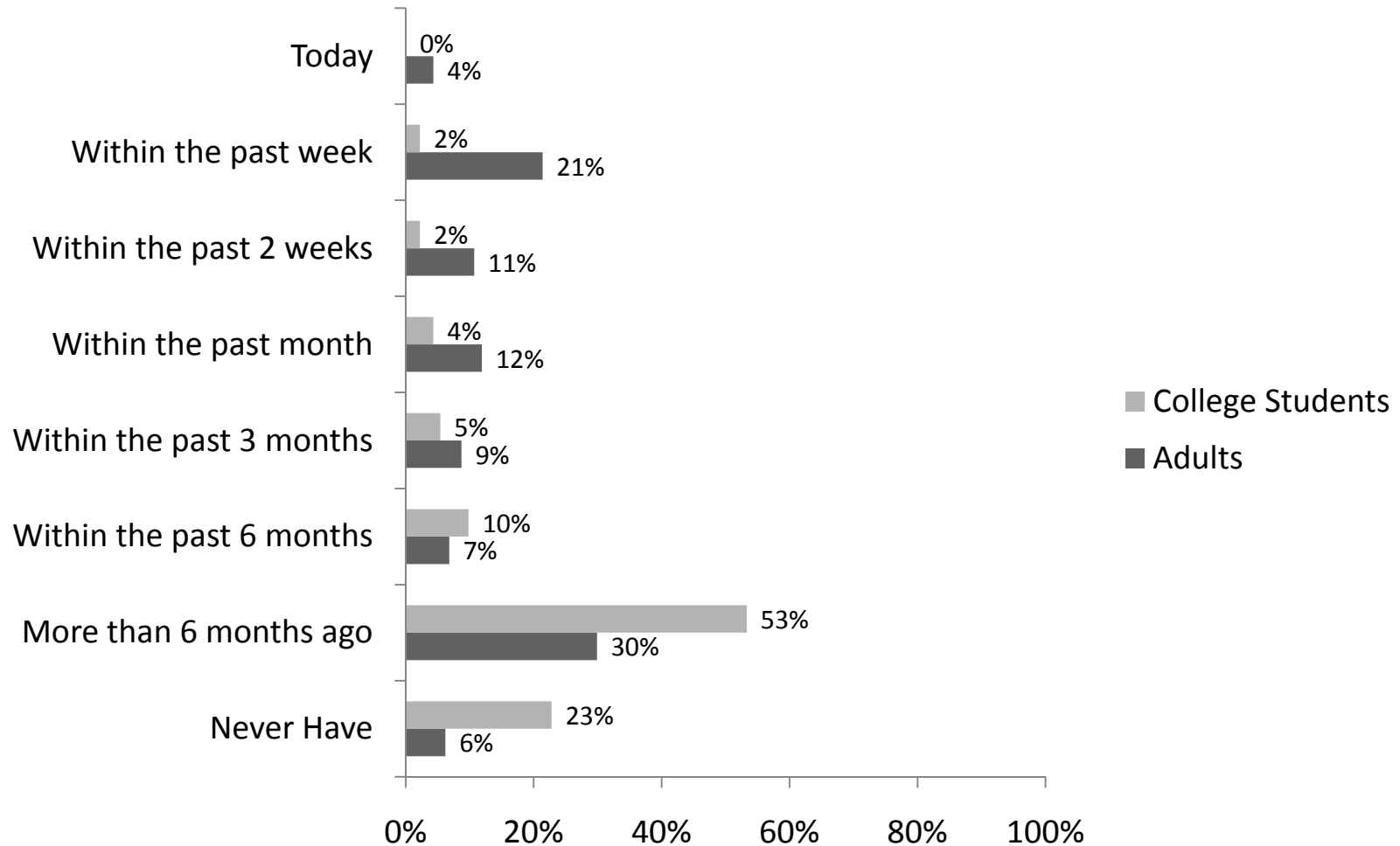


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Highlights

- 53% of college students rarely use the white pages to look up residential phone numbers while 21% of adults still do it on a weekly basis.
- By a 36% to 28% margin, adults have used the (hard copy) yellow pages within the past week to look up local business phone numbers as opposed to the internet.
- Though, 52% of college students used the internet to look up a local business phone number within the past week.
- A large 82% of college students said they would be willing to not receive the white pages anymore while the larger majority (49%) of adults would like to continue to have it.

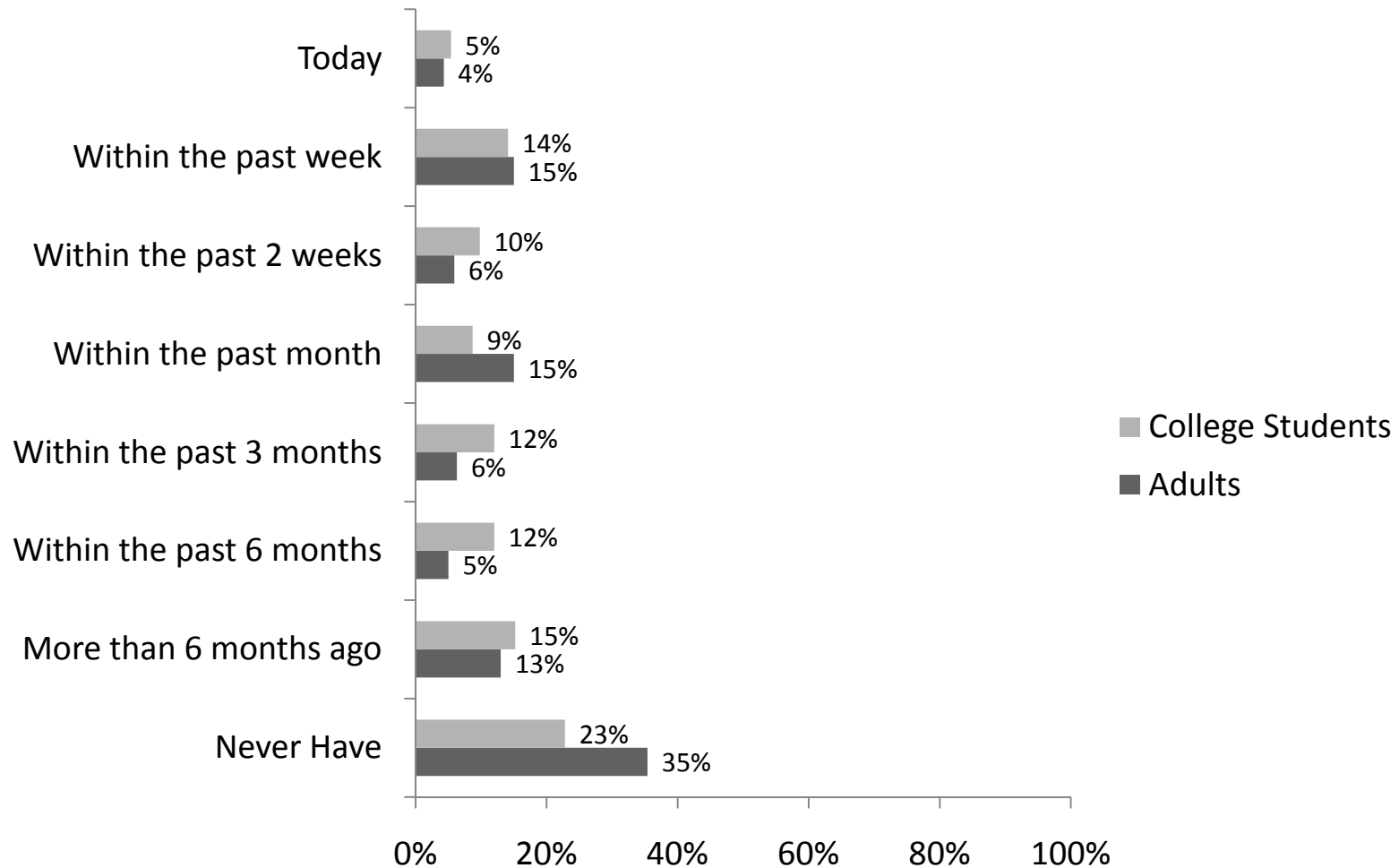
Last time you looked up a local residential phone number in printed “white” pages



*How long has it been since you looked up a local residential phone number in the “white” pages in the printed (hard copy) local telephone directory?

Source: TallahasseeVoices

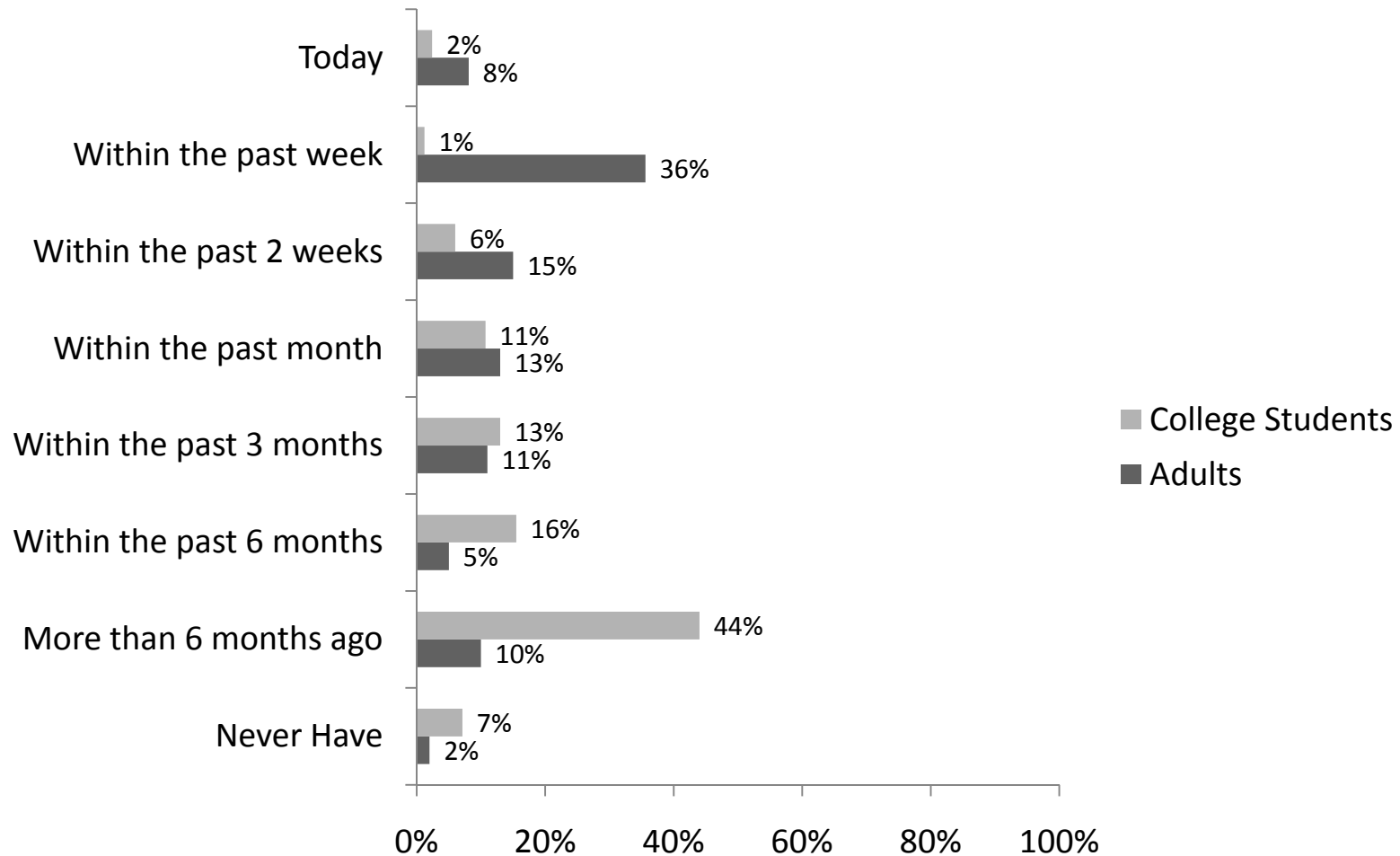
Last time you looked up a local residential phone number online



*How long has it been since you looked up a local residential telephone number online?

Source: TallahasseeVoices

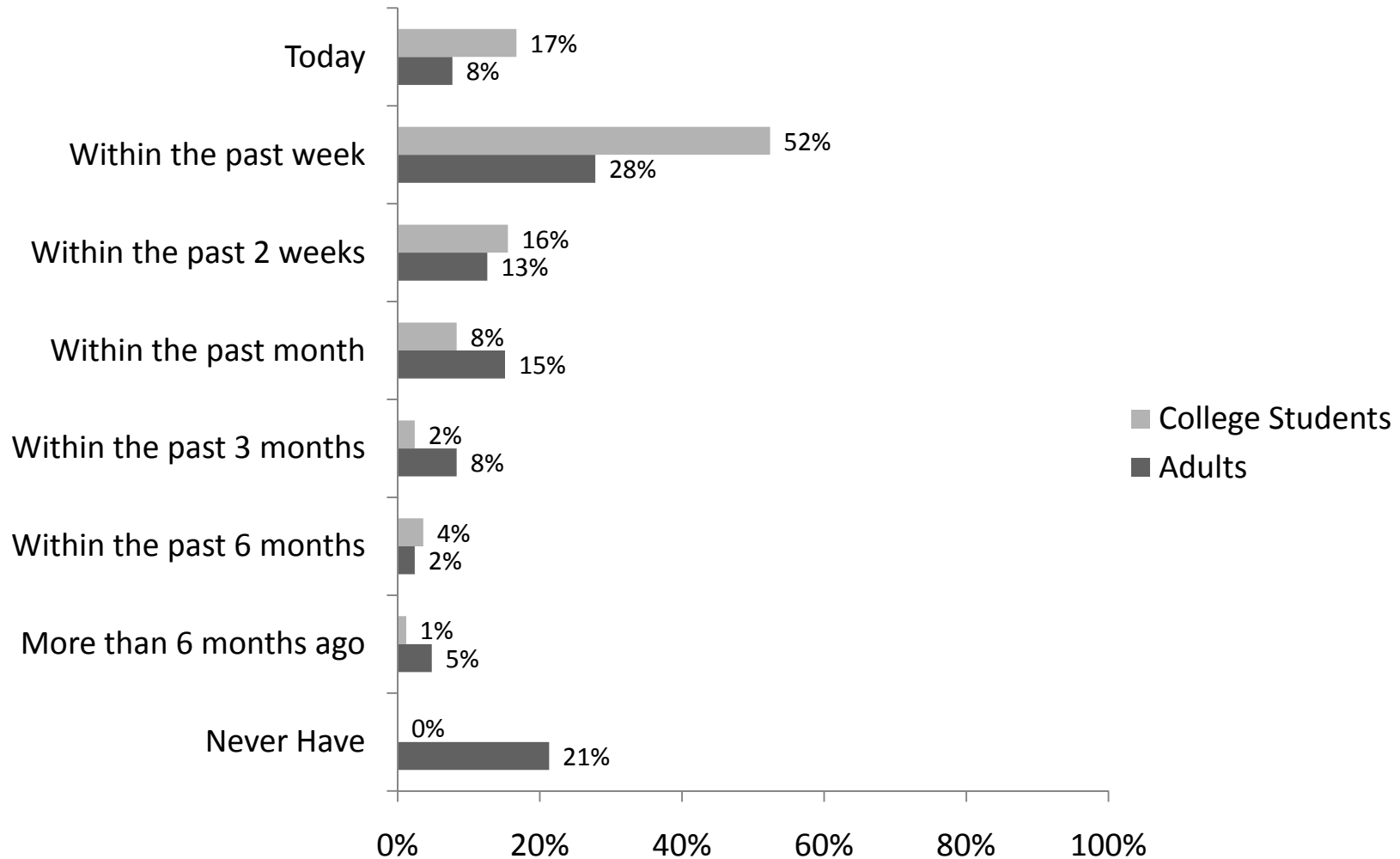
Last time you looked up a local business phone number in the "yellow" pages



* How long has it been since you looked up a local business telephone number in the "yellow" pages in the printed local telephone directory?

Source: TallahasseeVoices

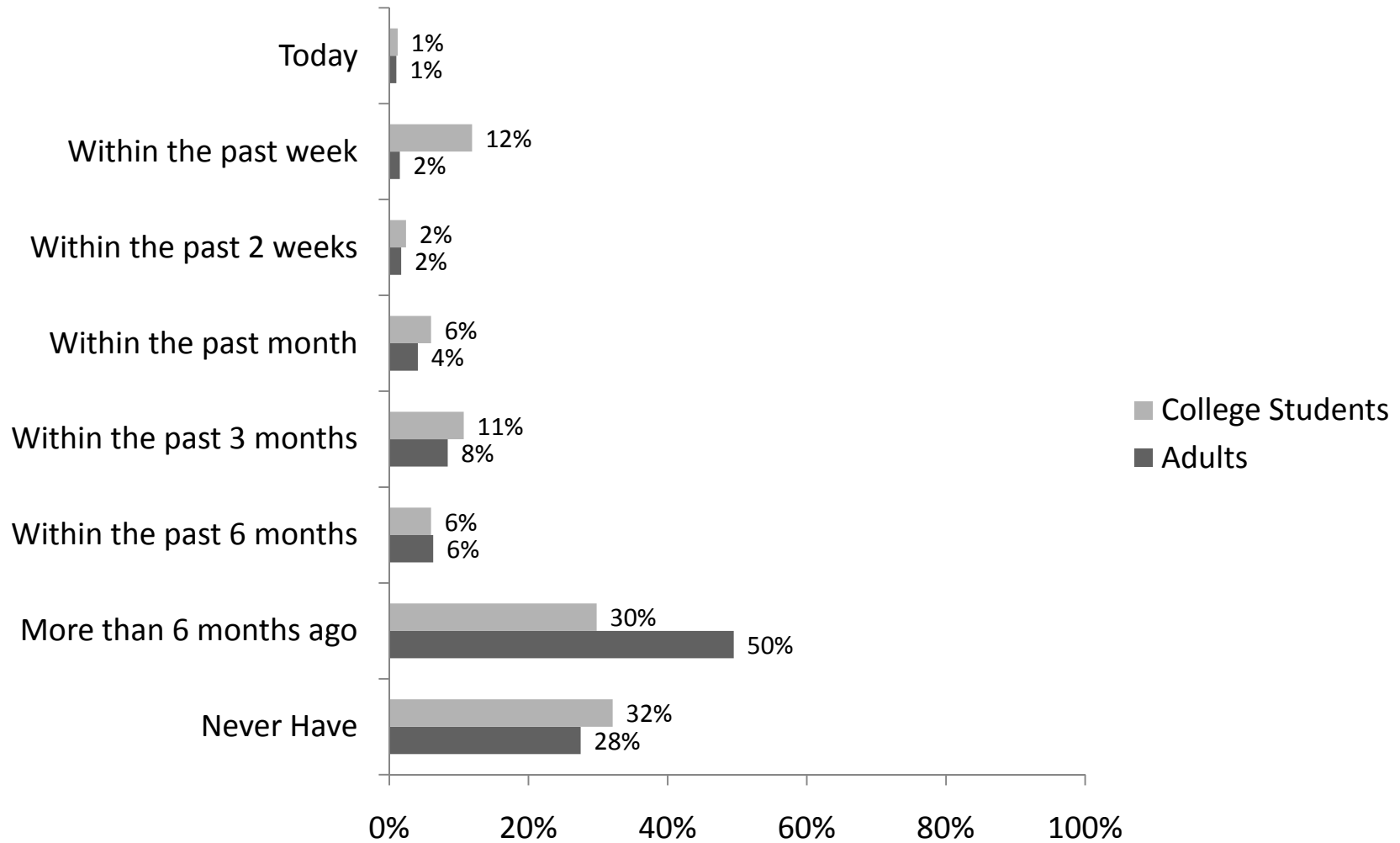
Last time you looked up a local business phone number online



* How long has it been since you looked up a local business telephone number online?

Source: TallahasseeVoices

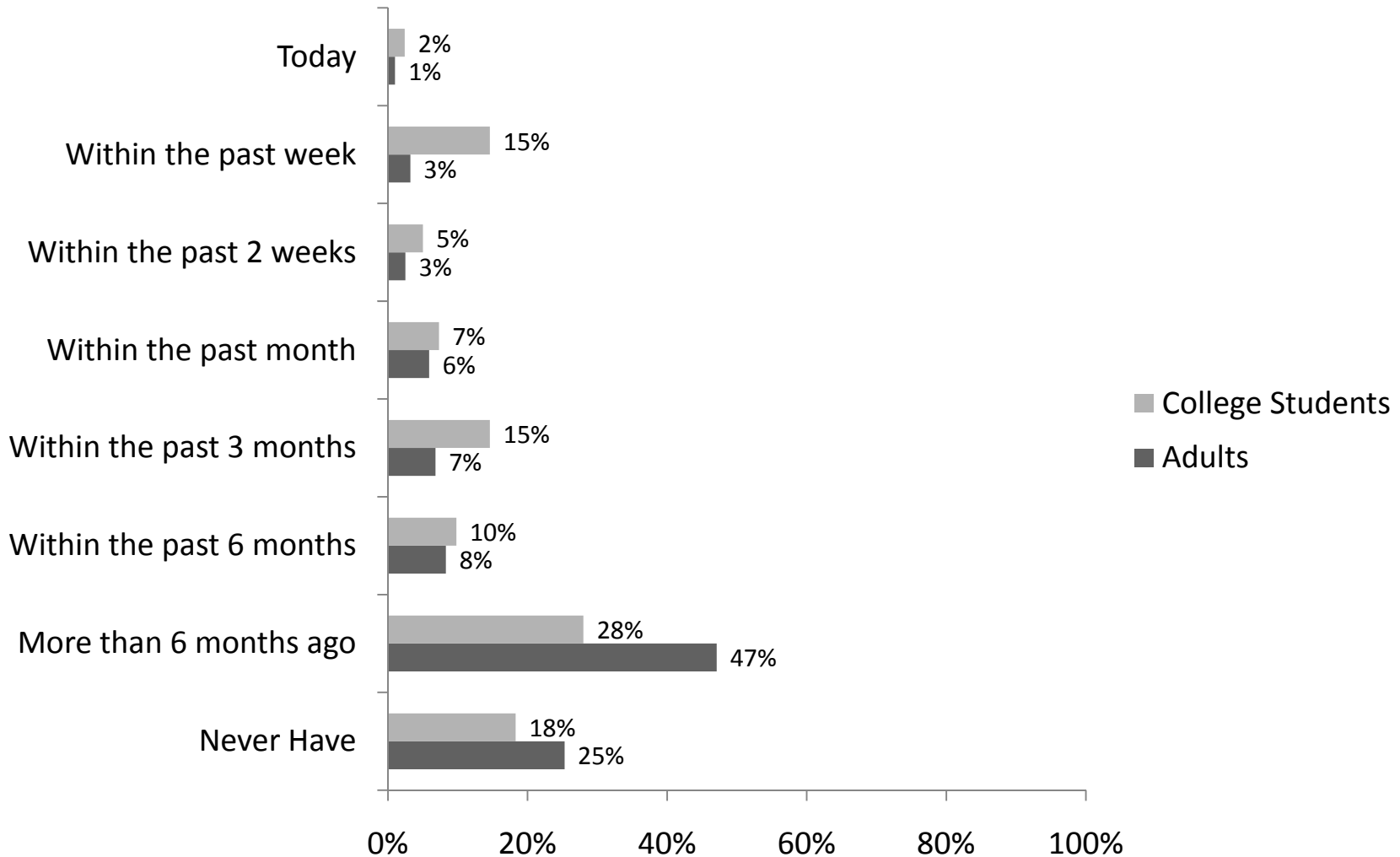
Last time you used 411 to get a residential telephone number



*How long has it been since you dialed 411 to look up a local residential telephone number?

Source: TallahasseeVoices

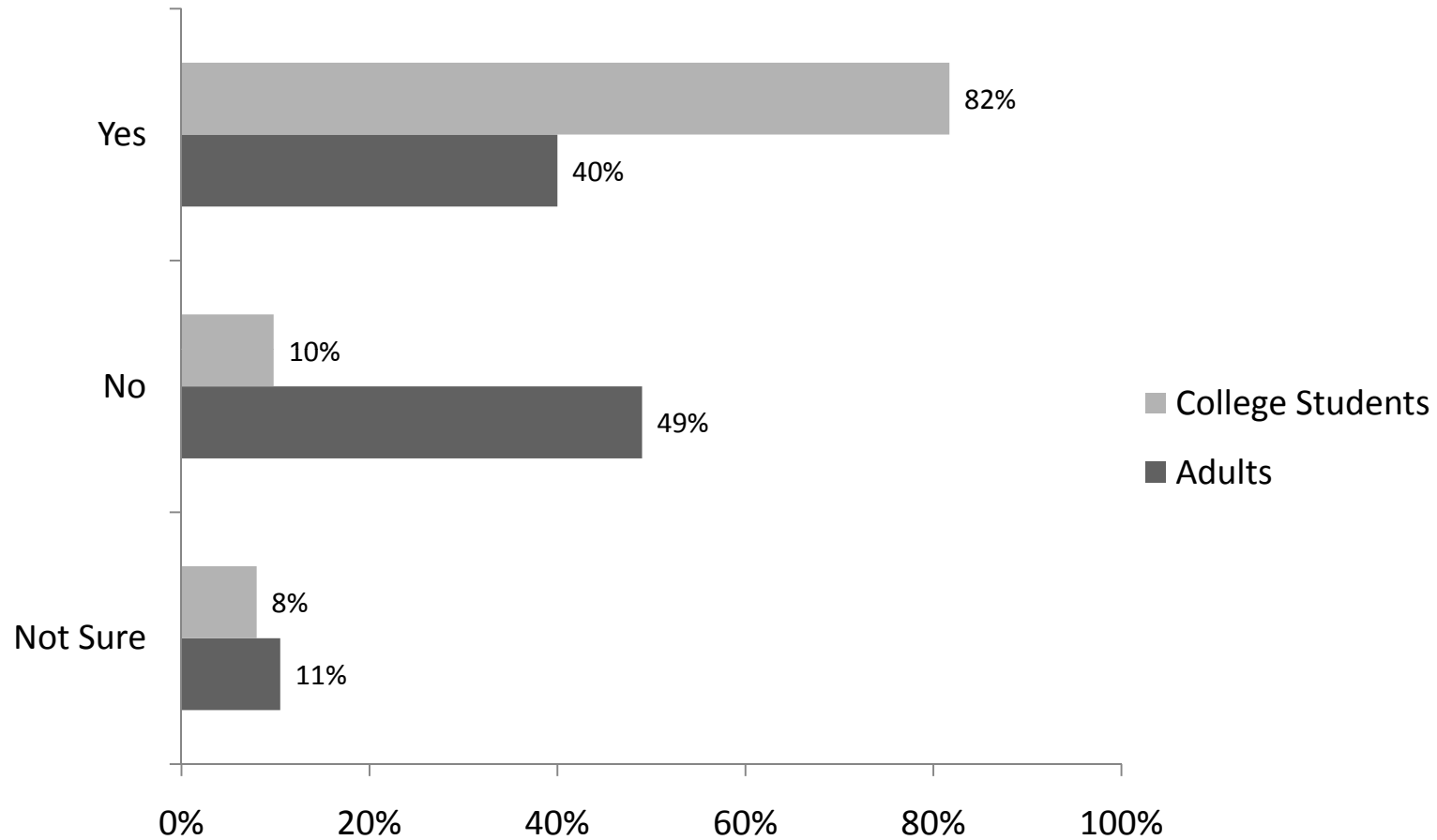
Last time you used 411 to get a business telephone number



*How long has it been since you dialed 411 to look up a local business telephone number?

Source: TallahasseeVoices

Willingness to not have the "white" pages distributed



*There are 4 test cities in Florida where the local telephone carrier will stop distributing printed versions for the "white" (residential listings) pages unless a person specifically requests one. Leon County is NOT one of these test cities.

Would you be willing to not have the white pages of the telephone directory distributed to you?

Source: TallahasseeVoices