

Yellow Pages - their continuing use, importance to the local economy and their sustainability



Yellow Pages directories are much used by consumers to find local businesses and services

Yellow Pages directories continue to attract strong usage. They were used in the last year on average over 1.4 million times a day - that's 16 times a second¹, making it the UK's most used printed classified directory, 86 per cent of Yellow Pages users find the information they are looking for, and 66 per cent go on to contact a company¹.

From June 2010, following extensive research, the Yellow Pages directory was redesigned into a new handy-sized compact version and research shows that 85% of people would prefer to receive a compact rather than a standard A4 directory again². The new directory fits through letterboxes and has shown a 7% increase in usage compared to the A4 sized directory³.

16 times a second
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Yellow Pages and its publisher Yell support local jobs and your local economy

Yell offers quality business leads and marketing solutions to small and medium sized enterprises. In the UK, Yell's products and services (Yellow Pages, local business search engine Yell.com and the award winning directory enquiries service, 118 24 7) helped to generate almost £50 billion last year for businesses appearing within them, this is an average of almost £475 million generated in each Yellow Pages directory coverage area⁴. Every £1 spent on the Yellow Pages directory helps to generate on average over £25 worth of new business⁵.

Yellow Pages directories are a vital source of sales leads for small and medium-sized enterprises

More SMEs claim to advertise in the Yellow Pages directory than any other advertising media⁶.

Amongst those with paid-for advertising, when asked which one medium is most effective in generating relevant leads, the Yellow Pages directory (15%) was second behind local regional newspapers (17%) - above Google (8%), Thomson Local (2%) and BT Phone Book classified (2%)⁶.



£50 billion last year
Yell's products helped to generate almost £50 billion last year for businesses appearing in them⁴



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Yell understands and supports local business

The relative strengths of the Yellow Pages directory and Yell.com include *"it's good to go to first for information about businesses and services"* and *"expert at providing local information"* and also *"supports local business"*⁷.

Yell helps protect the consumer

Yell works very closely with trade associations on consumer protection initiatives, such as checking eligibility to display association logos in Yell advertising; supporting trade association events and helping safeguard association reputations.

Print works

Yell's range of products and services gives consumers a choice as to how they can contact local and national businesses and services. Consumers can make contact with a business either through Yellow Pages, Yell.com or on the phone on 118 24 7.

Not all consumers have internet access at home though and find it easier, or prefer to use a printed directory. Many people use multiple information sources to find what they are looking for. For instance:

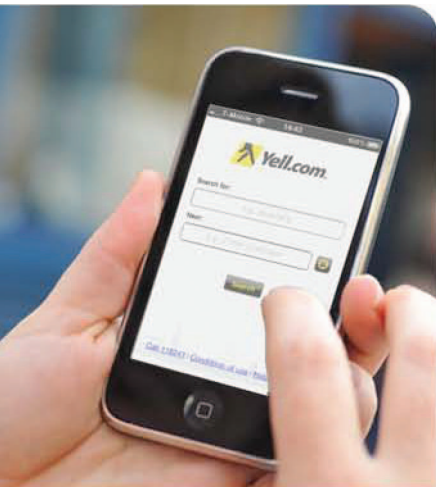
83% of recent* Yellow Pages directory users also use the internet⁸.

18% of internet users are also recent* Yellow Pages directory users⁸.

*used in last 4 weeks

Yell understands local businesses

Yellow Pages - *"it's good to go to first for information about business and services"*
Yell.com - *"expert at providing local information"*



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83% of recent Yellow Pages directory users also use the internet⁸



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Kerbside recycling
The vast majority of councils accept old Yellow Pages directories in their kerbside recycling schemes.

Growing local business sustainably

Yell has an excellent track record regarding sustainability and has been acclaimed as a UK leader for sustainable development by twice winning a Queen’s Award for Enterprise.

The process by which Yellow Pages directories are produced is one that is extremely mindful of the environment. The paper used in their production is a mixture of recycled paper and virgin paper sourced from sustainably managed forests.

Old Yellow Pages directories are 100% recyclable and most often recycled into newsprint, cardboard, insulation, egg boxes and animal bedding.

Yell worked alongside the directory publishers’ industry body, the Data Publishers’ Association and produced a ‘Sustainability Code of Practice’ which sets our precise minimum commitments regarding environmental performance.

For more information click [here](#).

It provides confidence to consumers and advertisers and the wider community that the positive social and economic benefits of directory publishing can continue to be delivered in a sustainable way.

100% recyclable
Old Yellow Pages directories are 100% recyclable and often recycled into newsprint, cardboard and insulation.

Yell works in partnership with local councils across the UK to help promote Yellow Pages directory recycling

The vast majority of councils accept old Yellow Pages directories in their kerbside recycling schemes.

Consumers can check where and how to recycle their old directory by logging onto www.yellgroup.com/recycling or by calling 0800 671 444.

Yell’s successful eco-educational initiative, the Yellow Woods Challenge, ran for a decade and helped nearly three million children to learn about the environment and sustainability. The project encouraged the recycling of old Yellow Pages directories and Yell donated more than £630,000 to the Woodland Trust - equivalent to the cost of planting 29 hectares of new woodland - enough to cover about 75 football pitches.

1. Saville Rossiter-Base 2010/11
2. Saville Rossiter-Base, August 2009. Based on respondents aware that they had a compact directory and expressing an opinion
3. Saville Rossiter-Base, 2007-2009. Based on interviews with 11,400 households in East London, Gatwick, Luton, Carlisle, Hereford and Harrow
4. Saville Rossiter-Base 2010/11 and Yell internal data 2010/11
5. Saville Rossiter-Base 2010/11, results are averages and may vary depending on size and type of advert and directory area
6. Critical Research 2010, SME businesses known to Yell
7. TNS 2010-11
8. Target Group Index BMRB international 2009

Results are based on past research and are no guarantee of future behaviour

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