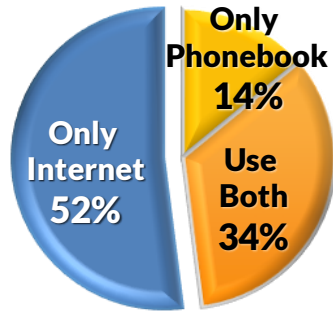


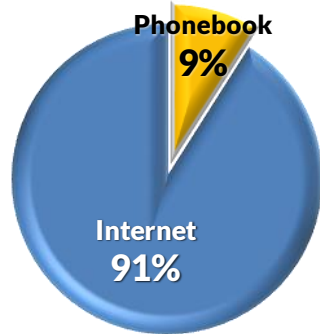
US Medium Markets

Overall Search Reality



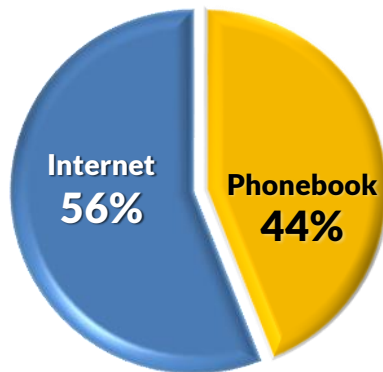
48% Consumers report using the phonebook some of the time.

Overall Search Perception



9% People think that only 9% of people use the phonebook.

First Preference - Age 50 & Up (Baby Boomers and Seniors)



44% People over age 50 who prefer the phonebook.

Since 2010 Market Authority has tracked consumer behavior in US Medium Markets, and has conducted 138,922 live telephone interviews with consumers. The estimates in this report are based on 25664 interviews completed in US Medium Markets in December of 2016. Certain results in this study are based, in part, on Market Authority's extensive body of ongoing research in U.S. markets.

US Medium Markets

Directional Media Usage and Consumer Expenditure Patterns December 2016

Since 2010 Market Authority has tracked consumer behavior in US Medium Markets, and has conducted 138,922 live telephone interviews with consumers. The estimates in this report are based on 25664 interviews completed in US Medium Markets in December of 2016. Certain results in this study are based, in part, on Market Authority's extensive body of ongoing research in U.S. markets. At a confidence level of 95%, the margin of error is +/-0.6%. Results are weighted by age using local U.S. Census data, and adjustments are made to account for estimated variances associated with cell-phone-only households.

