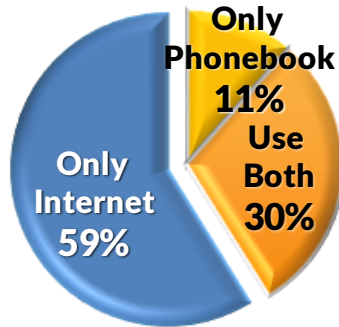
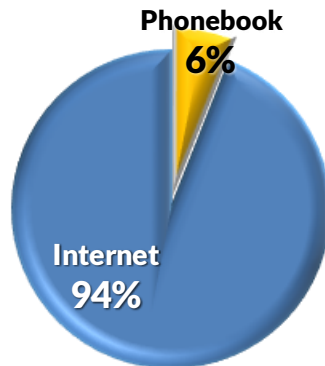


# US Large Metro Markets

## Overall Search Reality

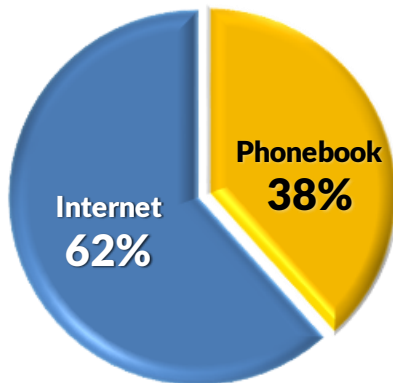


**41%** Consumers report using the phonebook some of the time.



## Overall Search Perception

**6%** People think that only 6% of people use the phonebook.



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

**38%** People over age 50 who prefer the phonebook.

# US Large Metro Markets

Directional Media Usage and Consumer Expenditure Patterns  
May 2016

Since 2010, Market Authority has tracked consumer behavior in US Markets and has conducted 81,368 live telephone interviews with consumers in 2015, including 8,443 interviews completed in 2016, in Large US Metro Markets, upon which the estimates in this report are based. At a confidence level of 95%, the margin of error is +/-3.1%. Results are weighted by age using local US Census data and adjustments are made to account for estimated variances associated with cell-phone-only households. Certain results in this study are based, in part, on Market Authority's extensive body of ongoing research in US markets.



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