



Yellow Pages Heading Usage

Heating Contractors

(54 Million references annually)

Annual References to Heading:	54 million
Selection Disposition:	
No name in mind:	40%
One name in mind:	47%
Average number of ads viewed:	4.9
Reference for personal use:	78%
Contacted the business:	81%
Make a purchase or likely to do so:	92%
Make a purchase at business new to them:	52%
Average purchase:	\$818

People who use the heading tend to:

- be male
- be age 35 to 49
- have a post graduate education
- have an income of \$60,000 or more
- reside at their current address for 1 to 3 years
- own their own residence.

The heading of "Heating Contractors" ranked number 40 in the heading report.

Source: Knowledge Networks/SRI, May 2008