



Air Conditioning Contractors:

## Yellow Pages Heading Usage

### Air Conditioning Contractors

(37 Million references annually)

#### Selection Disposition:

No name in mind:	45%
One name in mind:	43%
Average number of ads viewed:	4.9
Reference for personal use:	72%
Contacted a business seen in YP:	85%
Contacted a business new to them:	44%
Make a purchase or likely to do so:	90%
Average purchase:	\$1323

#### People who use the heading tend to:

- be age 50 or more
- be widowed
- reside at their current residence for 10+ years
- own their current residence.

The heading of "Air Conditioning Contractors" ranked number 64 in the heading report.

Source: Knowledge Networks/SRI, May 2008