

WHO'S LOOKING FOR YOUR BUSINESS IN WHITE PAGES®

We'd like to introduce you to some typical White Pages® users. These people are real and come from different walks of life. But they all have one thing in common – they have all used White Pages® in the past to find contact details for friends, family and businesses.



MEET ERIN

Erin used White Pages® on her mobile.

What she thinks of White Pages®

In the past, Erin has used White Pages® on her mobile a couple of times a week. Erin likes it because it has the phone number, the website and email address she needs.



MEET GRAHAM

Graham set up a shortcut to White Pages® Online on his computer.

What he thinks of White Pages®

In the past, Graham has used White Pages® Online once a week. Graham once had to find a company to tow his car. He knew the company he was looking for, but didn't have the contact number. By using White Pages® Online, Graham was able to find the company's contact details and even get a map.



MEET REBECCA

Rebecca used White Pages® Online to organise a family reunion in 2009.

What she thinks of White Pages®

Rebecca has used White Pages® Online. She likes the fact that White Pages® provides a link to businesses' websites – that way, she can find out a bit about the business before going there.



MEET JOHN

John has used the White Pages® Book at work to look up new companies, supplier details and to keep up to date with businesses that have moved.

What he thinks of White Pages®

In the past, John has used the White Pages® Book to find businesses as many as a dozen times a month. John once looked up a wine shop that he'd been trying to locate, only to find out that he'd been past it many times, but never seen it.



MEET SHARYN

Sharyn used White Pages® Online and the White Pages® Book to look up businesses, family and friends.

What she thinks of White Pages®

In the past, Sharyn has used the White Pages® six to twelve times a week. She particularly liked having the book at home because she could get it out and quickly find what she wanted.



MEET OSCAR

Oscar used White Pages® Online and particularly liked the extra services, such as world time and international dialling codes.

What he thinks of White Pages®

Oscar has mainly used White Pages® Online to search for businesses. He once used the site to look up his local government number so that he could pay off his dog's registration fee.

YOU CAN RELY ON WHITE PAGES® TO REACH YOUR MARKET

You've seen the faces, now see the stats. The following figures give you a clear insight into just who is using the White Pages® and how effectively it can help you reach your market.

	White Pages® Book users	White Pages® Online users	White Pages® Network* users
Age			
14-24	11%	5%	16%
25-34	13%	11%	26%
35-49	21%	13%	34%
50-64	28%	13%	38%
65 and over	33%	5%	38%
Income			
Under \$25,000	21%	6%	28%
\$25,000 – \$39,999	24%	10%	34%
\$40,000 – \$59,999	22%	13%	33%
\$60,000 – \$79,999	21%	15%	35%
\$80,000 – \$99,999	20%	16%	32%
Over \$100,000	16%	16%	32%
Employment			
Professional/Manager	15%	18%	30%
White collar workers	23%	17%	37%
Skilled workers	20%	8%	29%
Others (incl. semi/unskilled)	20%	6%	28%
Home duties	22%	7%	33%
Retired	31%	5%	37%
Students – not in employment	8%	3%	12%
Living arrangements			
Live alone	25%	8%	33%
Partner and no children	27%	10%	36%
Partner and children	21%	12%	34%
Single parent	24%	11%	36%
With parents	11%	6%	17%
Shared household	17%	8%	25%
Gender			
Male	45%	45%	45%
Female	55%	55%	55%
Home ownership			
Own home	46%	31%	41%
Paying off home	30%	43%	33%
Renting	22%	24%	25%
Other/not stated	2%	1%	2%

To find out how to connect with more customers:

- contact your account executive
- call 1800 810 211
- visit whywhitepages.com.au



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*White Pages® Network includes White Pages® Book, White Pages® Online, White Pages® Mobile, sensis.com.au, Sensis Search, Telstra Directory Assistance, Call Connect (12456) and 1234. Call Connect (12456) is available to most Telstra customers. 1234 is available to most Telstra customers except where preselected to another carrier for long distance calls. All statistics in this brochure are taken from Roy Morgan Single Source Australia, 14 years and above, last 7 day average, January 2009 – December 2010. © Registered trademark of Telstra Corporation Limited (ABN 33 051 775 556). Sensis Pty Ltd (ABN 30 007 423 912) has responsibility for production of Yellow Pages® and White Pages® directories and related products on behalf of Telstra Corporation Limited. © Telstra Corporation Limited 2011. SEN1599 June 2011.