

YellowPagesGoesGreen.org Reveals Results of One-Year Survey: Paper Or Online

YPPG puts question to the public with online survey to measure which version of Yellow Pages consumers use most.

(Northport, NY) ([PRWEB](#)) June 07, 2013 -- [YellowPagesGoesGreen.org](#), an online business directory at the forefront of the environmentally-conscious "Green" movement, is proud to announce the results of its one-year survey to discover the choices consumers are making when they need information.

"This impartial survey was conducted by YellowPagesGoesGreen (YPPG), with results that represent a clear shift in how consumers chooses to acquire Yellow Page business listings" said Michael Keegan, President of Yellow Pages Directory Inc.

The survey was conducted over one year via the homepage of the YPPG website by users who could vote just once per IP address. Of those who chose to participate in the survey, 40 percent polled stated they still use paper directories to look up Yellow Page listings, whereas 60 percent said they choose online resources to find the business listings that they need.

As stated in [several published reports](#), the search term "yellow pages" was listed in the top five highest revenue generators of all search terms in Google's AdWords program in 2010. In addition, in January of 2011 "yellow pages" was one of the top 50 search terms imputed by users across all available internet search engines such as Google, Bing, and Yahoo.

For yet another concrete viewpoint, [Forbes states that](#), according to numerous studies conducted by various parties, consumers turn to online directory sources 80 percent of the time whenever they need contact information for a new service or product, with print options coming into play only in second or even third place approximately 50 percent of the time.

[Marcus Sheridan article](#) on the Sales Lion's website states that, in this day and age, the modern consumer turns to the internet for any other available option; this fact has also lead to a dramatic decrease in the amount of print advertising being purchased by businesses in print Yellow Pages in favor of [high-exposure online advertising](#).

"Their first step towards making a purchase is essentially the first keys they hit on their computers at work or at home to begin the information gathering process," Sheridan said. "It's safe to say that Yellow Pages, at least the 'book' form, won't be around in a few more years as businesses get smarter and smarter with their advertising dollars. Since my company stopped advertising in the Yellow Pages last year (other than our name, number, and website listing) we have saved an average of \$2,000 per month. For all math gurus, that \$24,000 a year. Do you know how much killer web marketing can be done with \$24,000 a year?"

More and more users are turning to websites such as YellowPagesGoesGreen.org, who can provide business listings that are updated to-the-minute, as opposed to print directories that are often behind the moment they land on your doorstep; and YPPG does this without adding to the growing environmental pollution problems plaguing our country. Print-based business directories waste tons of paper every single year, resulting in phone books rotting in landfills, harmful irritants released into the atmosphere, deforestation, and overall environmental decimation to our fragile planet.



[According to the University of Colorado's Environmental Center](#), it takes 75,000 trees to print a Sunday Edition of the New York Times; after doing the math, it's easy to see how much paper, and by proxy, how many trees, are used to create nationally-distributed print directories.

Clearly, the winds of change are blowing, and their destination is clear- the internet. More and more people every year are abandoning the costly, out-of-date, and environmentally unsound option of print Yellow Page directories in favor of clean, up-to-date sources such as the one provided by [YellowPagesGoesGreen.org](#). And as time goes on, more and more people will only serve to tip the scales in the favor of digital information distribution even further.

An innovator in digital business information delivery, [YellowPagesGoesGreen.org](#) is a cutting-edge website that delivers over 28.5 million up-to-the-minute listings of businesses throughout the United States. Users can quickly, easily, and conveniently access the information they need to find the goods and services that they want.

For more information please visit [YellowPagesGoesGreen.org](#).



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Online Web 2.0 Version

You can read the online version of this press release [here](#).