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## Consumers who rely on the internet to shop

### Adults who shopped online for:

- Groceries, last 6 months  
**19.3% Reach | Index 174**
- Gourmet food/gift baskets, last month  
**19.0% Reach | Index 172**
- Non-prescription drugs/remedies, last month  
**18.8% Reach | Index 170**
- Cosmetics/beauty aids, last month  
**18.9% Reach | Index 170**

Office supplies online, last month  
**18.2% Reach | Index 164**

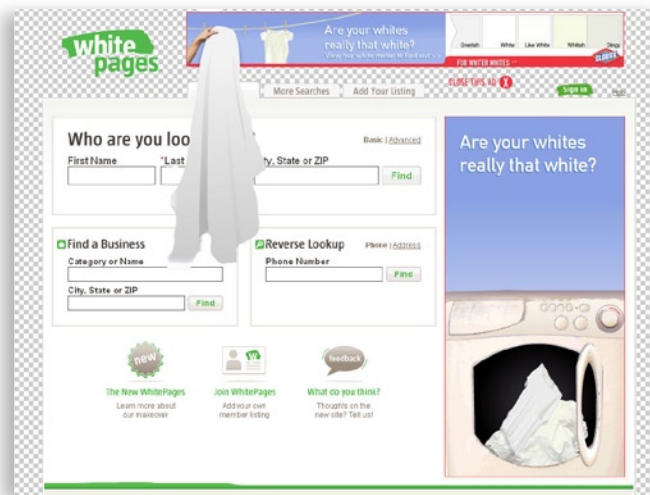
## Primary household shoppers

- Homemakers who shopped for groceries or drugs/remedies online, last 6 months  
**16.7% Reach | Index 151**
- Adults who entertained guests at home and shopped for gourmet food/gift baskets online, last month  
**19.1% Reach | Index 173**
- Adults who provide frequent advice on food and non-food household products  
**14.9% Reach | Index 135**
- Grocery decision makers who researched products to purchase for home online, last month  
**16.5% Reach | Index 149**

**Source:**  
Nielsen Netratings @plan, Spring 2009

# The Total Package

People trust WhitePages for accurate contact information—especially when they are balancing work, life events and running a household. With high reach and advanced targeting expertise, WhitePages helps you reach busy household decision makers.



## Tools to target household decision makers

- Behavioral**  
To visitors searching for grocery stores, drug stores, cosmetics, superstores, and much more
- Custom solutions**  
We help you develop eye-catching rich-media creative
- Home page takeovers**  
Be seen during peak traffic hours, days and seasons
- Demographic**  
By gender, age, HHI or house value for specific promotions or holidays

### Primary household shoppers who purchased groceries online, last month

Source: comScore Plan Metrix, Feb 2009

