



**Find.**  
1301 5th Ave, Ste 1600  
Seattle, WA 98101

**Connect.**  
WhitePages.com  
206.973.5100



### Adults on the move

Buying their 1st home, last/next year and shopped for mortgages online, past 6 months  
**13.3% Reach | Index 120**

Definitely will move next year and shopped for real estate online, past 6 months  
**14.7% Reach | Index 133**

Buying their 1st home, last/next year and researched products for home online, yesterday  
**17.6% Reach | Index 158**

Shopped for real estate online, last month  
**16.5% Reach | Index 149**

Shopped for home insurance online, last month  
**20.1% Reach | Index 182**

### Home improvement

Adults performing home renovations next year, who shopped online last month for:

Home improvement  
**19.2% Reach | Index 174**

Appliances/housewares  
**21.0% Reach | Index 189**

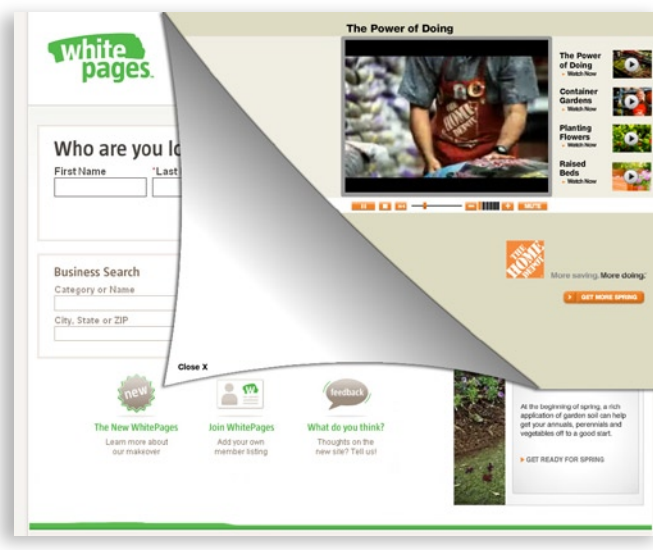
Furniture/home accessories  
**18.8% Reach | Index 169**

Gardening tools/supplies  
**16.1% Reach | Index 145**

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

# Make a Move in the Right Direction

As the leading online destination for contact information, WhitePages attracts many people who are moving or tackling home-improvement projects. People use WhitePages when they move to update their contact info, meet new neighbors and organize parties in their new or improved homes. We help advertisers reach people in this prime life stage, that's why consumer electronics, telecommunications, utilities, home-improvement stores and lending institutions are among our top-performing partners.



## Tools to target movers and home improvers

- **Behavioral**  
To visitors searching for home improvement, furniture stores, mortgage brokers, real estate agents, moving services, and more
- **Custom solutions**  
We help you develop eye-catching rich-media creative

- **Geo**  
High reach in your select markets

- **Demographic**  
By gender, age, HHI or house value

Adults who sold or changed their primary residence or bought their 1st house, past 6 months

Source: comScore Plan Metrix, Apr 2009

