

# Yellow Pages Goes Green Survey Results Cement Fact; Consumers Prefer Digital Over Print

*Latest results of survey asking consumers if they prefer using print or online Yellow Page directories shows definite – and permanent – shift in public opinion.*



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24, 2018 /EINPresswire.com/ -- YellowPagesGoesGreen.org ("YPGG"), a telephone directory at the forefront of the environmentally-conscious "Green" movement, has revealed the latest results of their [ongoing homepage survey](#) that asks just one very simple question-do consumers prefer using print or online Yellow Page directories in order to find the purveyors of the goods and services that they want and need? And yet again, by an overwhelming margin, the online option won out, showing a very definite – and permanent – shift in the public's opinion on their Yellow Page use, and it's the convenient and high-tech option that safeguards the Earth's environment at the same time.

An innovator in digital business and telephone directory listings and an advocate for staunch environmentalism, YellowPagesGoesGreen.org is a cutting-edge website that delivers over 28.5 million up-to-the-minute Yellow Page listings and over 200 million White page listings throughout the United States. In addition, YPGG is a pioneer in the national phone book "opt-out" movement that seeks to abolish obsolete print telephone directories that are not only out-of-date by the time they land on doorsteps, but find themselves clogging landfills by the millions shortly thereafter.

YPGG conducts a regular survey on their homepage that asks site users to a question that on the surface may be very simple, yet one that also carries with it serious consequences for the planet's future- which version of Yellow Pages do you use most? Online or print? The survey is strictly moderated via each user's unique IP address to ensure that participants are only allowed to vote once, ensuring results that are both fair and completely objective. And those results speak volumes about what the modern consumer looks for when it comes to how they obtain information in this day and age.

The results of YPGG's online vs. print survey speak for themselves- 65 percent of people indicated a strong preference for online Yellow Pages, representing 2036 individual votes. Meanwhile, the print option managed to only capture a mere 35 percent, with 1118 votes. This not only signifies a staggering win for digitally-delivered business directory options in this particular survey, but also an increase in preference for online Yellow Pages over YPGG's previous survey. In fact, since the inception of the site's homepage online vs. print survey, online has won out each and every time, and by an ever-widening margin. Clearly, consumers are turning more and more to easy, reliable, and technologically-savvy solutions to satisfy their informational needs, forsaking print to a greater degree than ever before.

The main reasons people appear to be flocking to digital Yellow Page options are rooted in convenience, comprehensiveness, and staunch environmentalism. YPGG's listings are also cutting-edge accurate and up-to-date by the second, whereas a print directory is often out-of-

date the second it plunks down on your doorstep. In addition, online directories are easily-accessible in an instant by any commonly-available digital device, be it a smartphone, tablet, or laptop computer; in contrast, who is going to lug around a big, heavy phone book? And finally – and most importantly – are the environmental considerations to using online Yellow Page options over print.

Print yellow page directories eat up valuable natural resources by their creation, and damage the environment when their useful lifespan – which is growing shorter and shorter by the day – comes to an abrupt end. [WebPT reports that paper accounts](#) for 25% of landfill waste, and one third of municipal landfill waste; [Statspotting adds that paper waste accounts](#) for up to 40% of total waste produced in the United States each year, which adds up to 71.6 million tons of paper waste per year in the United States alone. That's paper that typically ends up rotting in landfills and poisoning the delicate balance of nature for years and decades to come.

Compare that to using a smartphone to look up a business listing...a device that fits in your palm or your pocket, whose tech remains relevant for years, and whose use generates ZERO negative environmental impact.

Once again, the YPGG online vs. print survey illustrates the undeniable fact that print Yellow Page directories are indeed on their last legs; with such a wide margin in the results – a margin that is ever-widening each and every year – the YPGG survey uncovers more and more of the truth each and every time it runs; that online Yellow Pages are not only the future, but they are the here-and-now as well, relegating print directors to the past- where they belong.

Yellow Pages Directory Inc., owner of both [YellowPagesGoesGreen.org](http://YellowPagesGoesGreen.org) and [PaperlessPetition.org](http://PaperlessPetition.org), offers an environmentally-friendly Web-based alternative to paper telephone directories while providing a simple and convenient mechanism for customers to opt out from the receipt of printed yellow books. Both web sites have been instrumental in promoting opt-out awareness across the United States over the past several years, and allowing users to reduce their own environmental footprints in the process. Yellow Pages Directory Inc. has also taken steps to reduce its own impact on the environment through the use of the most up-to-date and energy-efficient web-hosting services available.

For more information please visit <http://www.YellowPagesGoesGreen.org>.

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