

4. Percent of Leads/Jobs Attributed to Key Marketing Media

	% of Dealers Spending Marketing Dollars	% of Dealers Attributing Leads to that Source	% of Dealers Attributing Jobs to that Source
Web site (design, development, updates)	44.8%	30.9%	28.0%
<i>Yellow Pages</i>	41.7%	39.2%	31.4%
Referrals	36.8%	67.2%	67.6%
Newspapers	30.4%	27.9%	20.6%
Magazines	28.4%	27.5%	22.5%
Internet Marketing (Google, banners)	26.0%	20.1%	12.7%
Direct Mail	25.0%	18.6%	18.1%
Radio	13.7%	12.7%	7.8%
Cable TV	8.3%	6.4%	5.4%
Other	8.3%	9.3%	6.9%
Outdoor (billboards, bus signage)	4.9%	4.4%	2.9%
Network TV (local channels)	3.5%	4.5%	4.9%