



Yellow Pages Association Report Card: Back-to-School Puts ‘Child/Day Care’ Heading to the Test

The \$35 Billion Child Care Industry Sees Peak Local Search Usage in September

BERKELEY HEIGHTS, N.J., September 2, 2009 – As the nation heads back to school, parents of newborns, toddlers and younger siblings are learning a valuable lesson: The expense of full-time child care can cost twice the national average for in-state college tuition at a public university, estimated at \$6,585 per year by [Trends in College Pricing, 2008](#). And finding the *right* child care can be well worth the effort, not just the expense.

Research on the brain concludes the first years of life are crucial for intellectual, social and general development, with 80 percent of brain development occurring between birth and age three.

According to the Yellow Pages Association, the “Child/Day Care” heading, receives 51 million annual references¹. The heading receives the most usage in September by 18-to-34 year-old women who have lived at their current address for less than five years¹. The majority of heading users (71 percent) are “first time purchasers” or new to the facility that they choose¹.

“Sixty-seven percent of parents are in a search mode when they utilize the heading, meaning that they have not yet made up their mind on a child care facility,” said Larry Small, director of research, Yellow Pages Association. “Research also tells us that 92 percent of users with a decision to make, and no name in mind, consider 6.6 ads² on average.”

With more than 8.4 million child care purchases/investments made each year, and local display ads in the “Child Care” heading generating an 18:1 return on investment, advertisers realize that Yellow Pages provide a very lucrative investment.

More than 12 million children under the age of 6 in the United States are in some type of child care arrangement every week while their parents work, according to The National Association of Child Care Resource and Referral Agencies ([NACCRRA](#)). The organization reports that, on average, children of working mother’s spend 36 hours every week in child care.

By 2010, the [National Child Care Association](#) predicts that the U.S. will add another 1.2 million children aged four and under, a 6 percent increase.

For more information on Yellow Pages headings, visit <http://www.ypassociation.org/>.

¹ Knowledge Networks/SRI, May 2008

² CRM Associates 2008

About The Yellow Pages Association

The Yellow Pages Association (YPA) (<http://www.ypassociation.org>) is the largest trade organization of a print and digital media industry valued at more than \$31 billion worldwide (\$14 billion in the U.S.). Association members include Yellow Pages publishers, certified marketing representatives (CMRs) and associate members (a group of industry stakeholders that include Yellow Pages advertisers, vendors, and suppliers).

MEDIA CONTACT

Ali Karsch

Fleishman-Hillard Inc.

314-982-1742

Alison.Karsch@fleishman.com