

Printed Yellow Pages falling out of favour

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MORE than half of Australians would stop having the Yellow Pages delivered if given the choice, according to a survey.

And almost four in five Australians believe [Yellow Pages](#) should ask consumers if they wanted the printed telephone directory, research company CoreData says.

The company surveyed more than 1000 Australians in May this year, with results showing one-third of people aged under 29 never used the printed version of Yellow Pages.

The survey revealed 58 per cent of Australians would stop having the Yellow Pages delivered if given the choice, as 62 per cent believe it has a negative environmental impact.

Some 78 per cent of respondents said they should be asked if they wanted the Yellow Pages delivered.

CoreData's head of market intelligence, Craig Phillips, said the survey showed two million Yellow Pages were thrown straight into household recycling bins each year.