



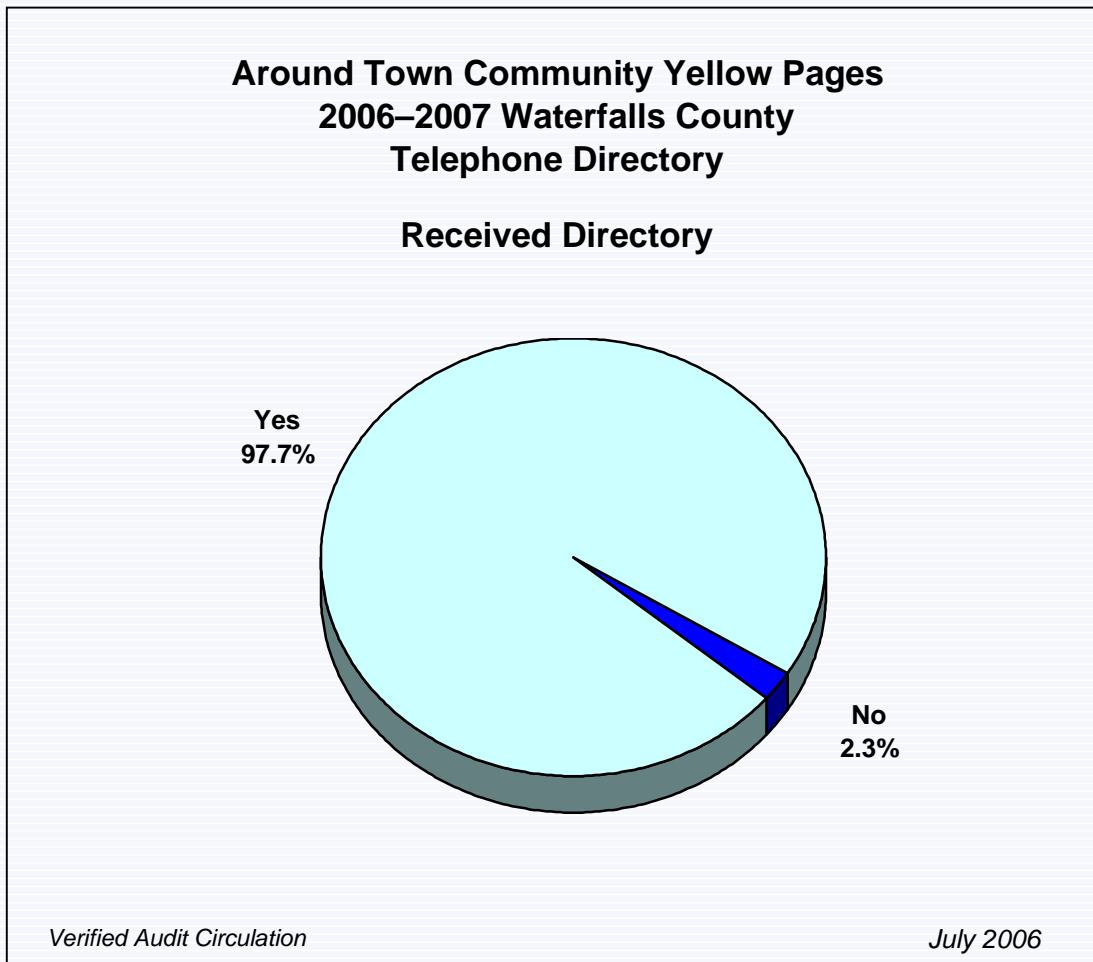
Waterfalls County Telephone Directory

July 2006 Study

*Around Town Community Yellow Pages
2006–2007 Waterfalls County
Telephone Directory*

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SURVEY RESULTS



Waterfalls County Telephone Directory

July 2006 STUDY

INTRODUCTION

This study, conducted July 10–11, 2006, was designed to measure receipt of the Around Town Community Yellow Pages: 2006–2007 Waterfalls County Telephone Directory.

SAMPLE

A random sample of recipient households having listed telephone numbers was selected from each ZIP code within the Around Town Community Yellow Pages: 2006–2007 Waterfalls County Telephone Directory distribution area. A total of 300 interviews were validated for use in this analysis.

INTERVIEWING

Interviews were conducted by telephone with an adult member of each household. Individual interviews took approximately one minute to complete. A sufficient number of interviews were completed to ensure a margin of error not to exceed 5.8%. Four attempts were made to reach numbers that were busy or unanswered. Calls were made in the late afternoon and early evening hours.

QUESTION

Did you recently receive the Around Town Community Yellow Pages: 2006–2007 Waterfalls County Telephone Directory? The cover is red and yellow with a picture of a man and a boy fly fishing in a river.

| <u>Receipt</u> | <u>Persons</u> | <u>Percent</u> |
|----------------|----------------|----------------|
| Yes | 293 | 97.7% |
| No | 7 | 2.3% |
| Total | 300 | 100.0% |

AFFIDAVIT

Verified Audit Circulation certifies the accuracy of all data in this report.

July 2006