



San Luis Obispo County

March 2008

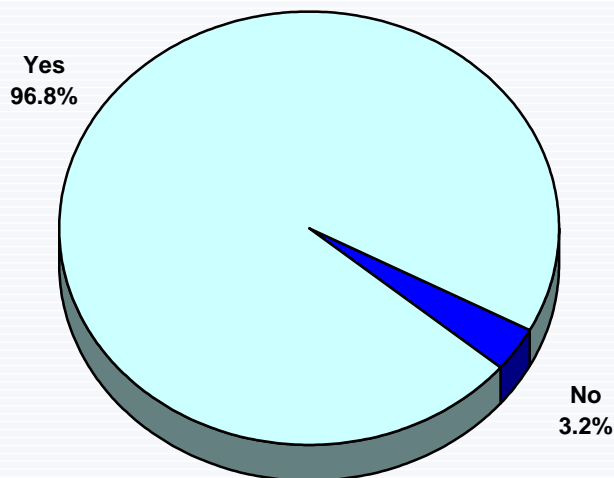
Valley Yellow Pages  
2008–2009 San Luis Obispo County  
Telephone Directory

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**SURVEY RESULTS**

**Valley Yellow Pages  
2008–2009 San Luis Obispo County  
Telephone Directory**

**Received Directory**



Verified Audit Circulation

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## INTRODUCTION

This study, conducted March 4–8, 2008, was designed to measure receipt of the Valley Yellow Pages: 2008–2009 San Luis Obispo County Telephone Directory.

## SAMPLE

A random sample of recipient households having listed telephone numbers was selected from each ZIP code within the Valley Yellow Pages: 2008–2009 San Luis Obispo County Telephone Directory distribution area. A total of 309 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 5.7%. 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 Valley Yellow Pages 2008–2009 San Luis Obispo County Telephone Directory ? [Interviewer use the following description as necessary.] The cover is red and yellow, and it has the web address M-Y-Y-P dot-com beneath the title. It also says “Mustangs” and has the Cal Poly Mustangs’ logo.

<b>Receipt</b>	<b>Persons</b>	<b>Percent</b>
<b>Yes</b>	<b>299</b>	<b>96.8%</b>
<b>No</b>	<b>10</b>	<b>3.2%</b>
<b>Total</b>	<b>309</b>	<b>100.0%</b>

Margin of error:  $\pm 2.0\%$ . This means that if the survey was repeated 100 times, 95 surveys would yield results within  $\pm 2.0\%$ .

## AFFIDAVIT

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