



Bakersfield-Kern County

June 2007

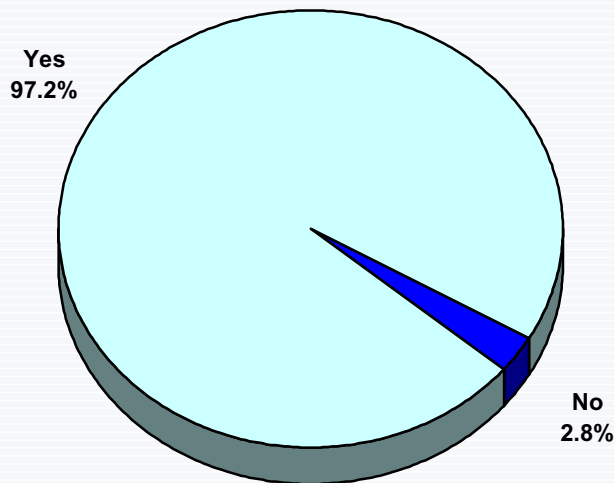
**Valley Yellow Pages
2007–2008 Bakersfield-Kern County
Telephone Directory**

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SURVEY RESULTS

**Valley Yellow Pages
2007–2008 Bakersfield-Kern County
Telephone Directory**

Received Directory



Verified Audit Circulation

June 2007

INTRODUCTION

This study, conducted June 28–30, 2007, was designed to measure receipt of the Valley Yellow Pages: 2007–2008 Bakersfield-Kern 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: 2007–2008 Bakersfield-Kern County Telephone Directory distribution area. A total of 317 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 Valley Yellow Pages: 2007–2008 Bakersfield-Kern County Telephone Directory? The cover is red and yellow with a picture of various professionals standing together in a single row. There is a mechanic holding a tire, a clown, a doctor, an architect, a plumber, a pizza deliveryman, a nurse, a florist, a lawyer, a mechanic holding a wrench, and a grocer.

Receipt	Persons	Percent
Yes	308	97.2%
No	9	2.8%
Total	317	100.0%

Margin of error: $\pm 1.9\%$. This means that if the survey was repeated 100 times, 95 surveys would yield results within $\pm 1.9\%$.

AFFIDAVIT

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