



**Marin County**

**February 2007**

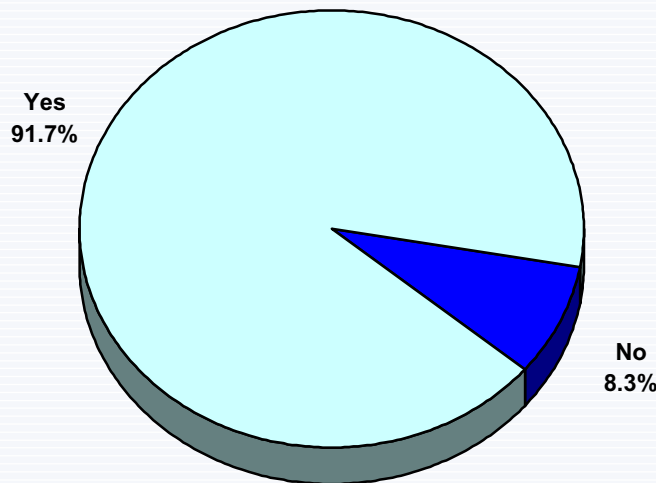
**Valley Yellow Pages  
2007–2008 Marin County  
Telephone Directory**

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**SURVEY RESULTS**

**Valley Yellow Pages  
2007–2008 Marin County  
Telephone Directory**

**Received Directory**



*Verified Audit Circulation*

*February 2007*

## INTRODUCTION

This study, conducted February 26–28, 2007, was designed to measure receipt of the Valley Yellow Pages: 2007–2008 Marin 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 Marin County Telephone Directory distribution area. A total of 303 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 Marin 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.

| <b>Receipt</b> | <b>Persons</b> | <b>Percent</b> |
|----------------|----------------|----------------|
| <b>Yes</b>     | <b>278</b>     | <b>91.7%</b>   |
| <b>No</b>      | <b>25</b>      | <b>8.3%</b>    |
| <b>Total</b>   | <b>303</b>     | <b>100.0%</b>  |

Margin of error:  $\pm 3.2\%$ . This means that if the survey was repeated 100 times, 95 surveys would yield results within  $\pm 3.2\%$ .

## AFFIDAVIT

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