



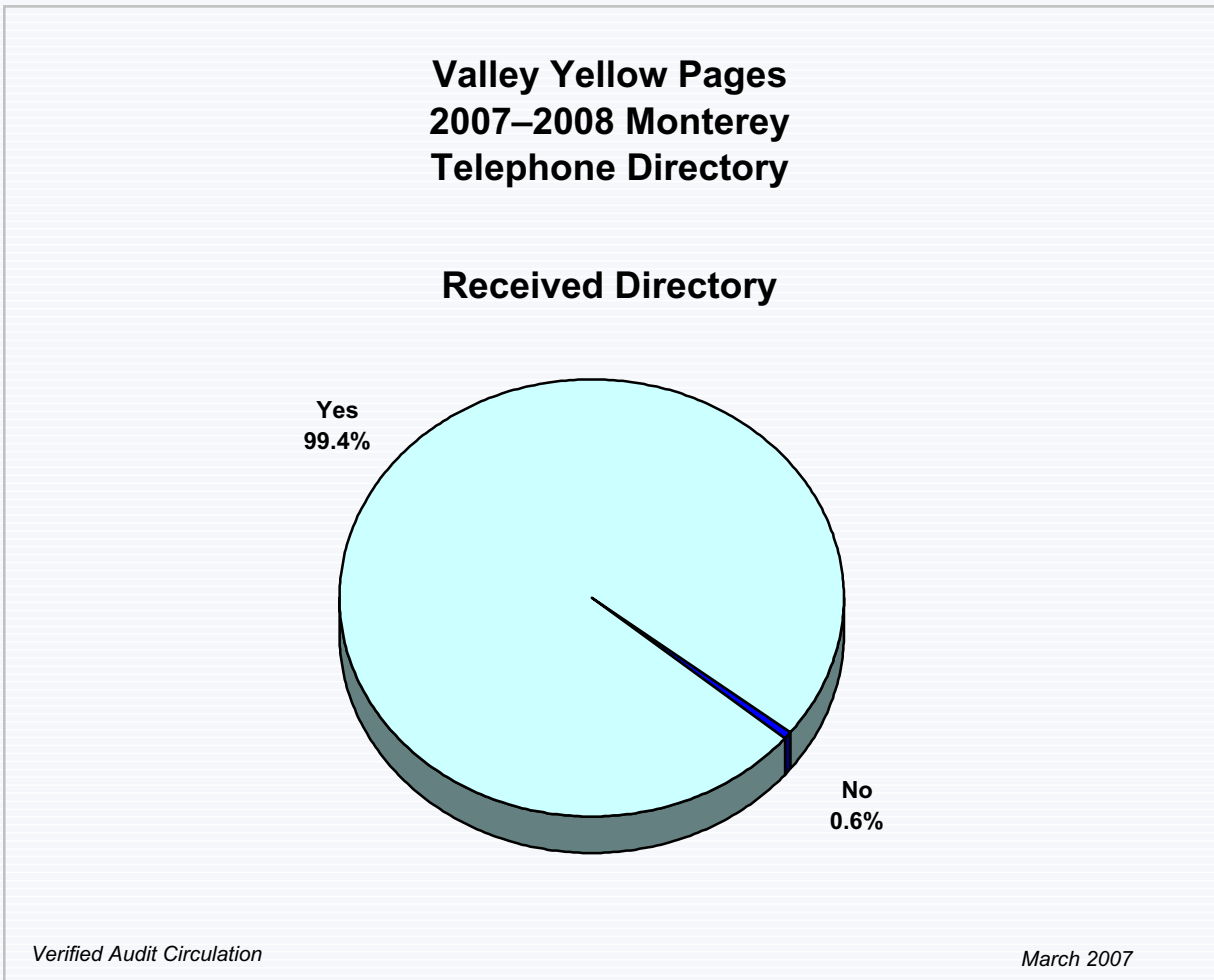
Monterey, Carmel, Salinas, & San Benito County

March 2007

Valley Yellow Pages  
2007–2008 Monterey, Carmel, Salinas, &  
San Benito County Telephone Directory

AGI Publishing Company  
1850 North Gateway Blvd  
Fresno, CA 93727  
(559) 251-8888  
(559) 251-5392 Fax

**SURVEY RESULTS**



**INTRODUCTION**

This study, conducted March 20–24, 2007, was designed to measure receipt of the Valley Yellow Pages: 2007–2008 Monterey, Carmel, Salinas, & San Benito 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 Monterey, Carmel, Salinas, & San Benito County Telephone Directory distribution area. A total of 311 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 Monterey, Carmel, Salinas, & San Benito 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>309</b>	<b>99.4%</b>
<b>No</b>	<b>2</b>	<b>0.6%</b>
<b>Total</b>	<b>311</b>	<b>100.0%</b>

Margin of error: ± 0.9%. This means that if the survey was repeated 100 times, 95 surveys would yield results within ± 0.9%.

**AFFIDAVIT**

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