



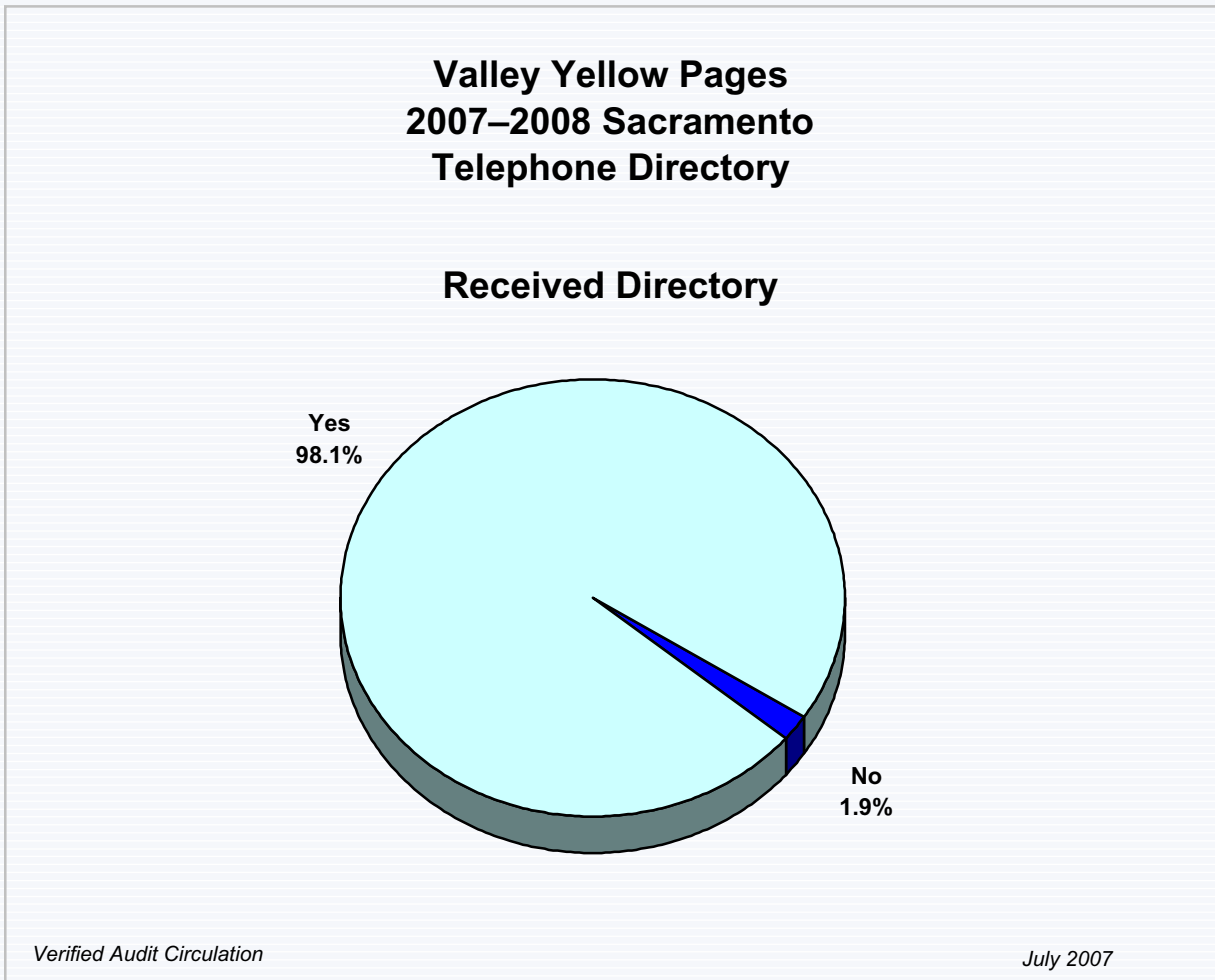
Sacramento

July 2007

Valley Yellow Pages  
2007–2008 Sacramento  
Telephone Directory

AGI Publishing Company  
1850 North Gateway Blvd  
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**SURVEY RESULTS**



## INTRODUCTION

This study, conducted June 30, July 2–3, 2007, was designed to measure receipt of the Valley Yellow Pages: 2007–2008 Sacramento 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 Sacramento Telephone Directory distribution area. A total of 312 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 Sacramento 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>306</b>	<b>98.1%</b>
<b>No</b>	<b>6</b>	<b>1.9%</b>
<b>Total</b>	<b>312</b>	<b>100.0%</b>

Margin of error:  $\pm 1.6\%$ . This means that if the survey was repeated 100 times, 95 surveys would yield results within  $\pm 1.6\%$ .

## AFFIDAVIT

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