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Sanger **September 2007**

Valley Yellow Pages
2007–2008 Sanger
Telephone Directory

AGI Publishing Company
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Fresno, CA 93727
(559) 251-8888
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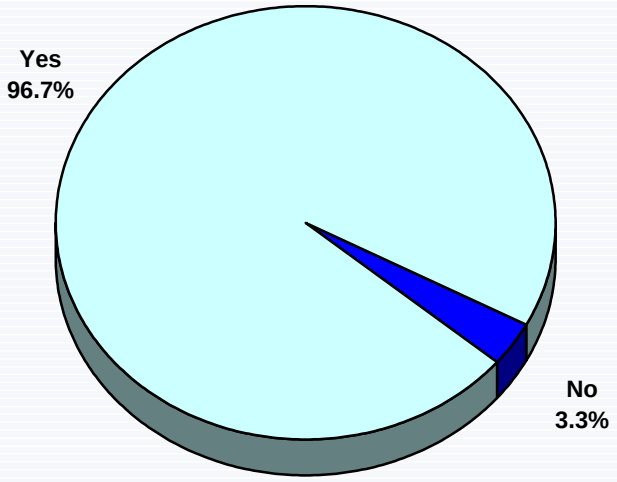
SURVEY RESULTS

Valley Yellow Pages
2007–2008 Sanger
Telephone Directory

Received Directory



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INTRODUCTION

This study, conducted September 10–11 and 13, 2007, was designed to measure receipt of the Valley Yellow Pages: 2007–2008 Sanger 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 Sanger Telephone Directory distribution area. A total of 305 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 Sanger Telephone Directory? The cover is red and yellow, and it has the web address M-Y-Y-P dot-com beneath a photo of various professionals standing together in a 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	**295**	**96.7%**
No	**10**	**3.3%**
Total	**305**	**100.0%**

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

AFFIDAVIT

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

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