



Shasta

November 2007

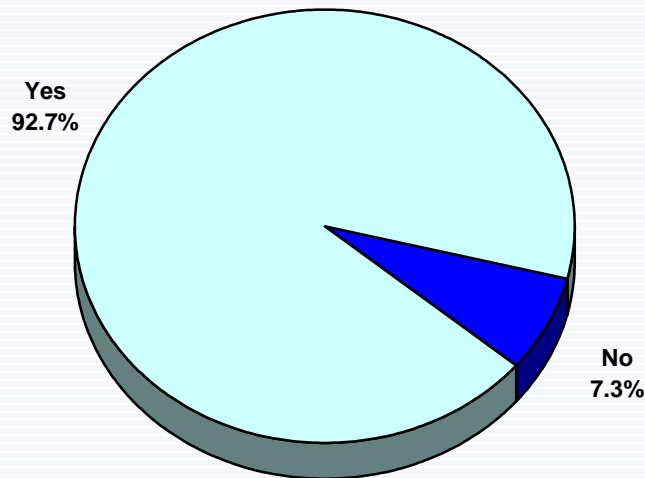
Valley Yellow Pages  
2007-2008 Shasta, Siskiyou, and Trinity  
Counties Telephone Directory

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**SURVEY RESULTS**

**Valley Yellow Pages  
2007-2008 Shasta, Siskiyou, and Trinity Counties  
Telephone Directory**

**Received Directory**



Verified Audit Circulation

November 2007

## INTRODUCTION

This study, conducted November 7, 9–10, 2007, was designed to measure receipt of the Valley Yellow Pages: 2007-2008 Shasta, Siskiyou, and Trinity Counties 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 Shasta, Siskiyou, and Trinity Counties Telephone Directory distribution area. A total of 315 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 5.6%. 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 Shasta, Siskiyou, and Trinity Counties 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
<b>Yes</b>	<b>292</b>	<b>92.7%</b>
<b>No</b>	<b>23</b>	<b>7.3%</b>
<b>Total</b>	<b>315</b>	<b>100.0%</b>

Margin of error:  $\pm 2.9\%$ . This means that if the survey was repeated 100 times, 95 surveys would yield results within  $\pm 2.9\%$ .

## AFFIDAVIT

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