



**Tri-Valley**

**August 2007**

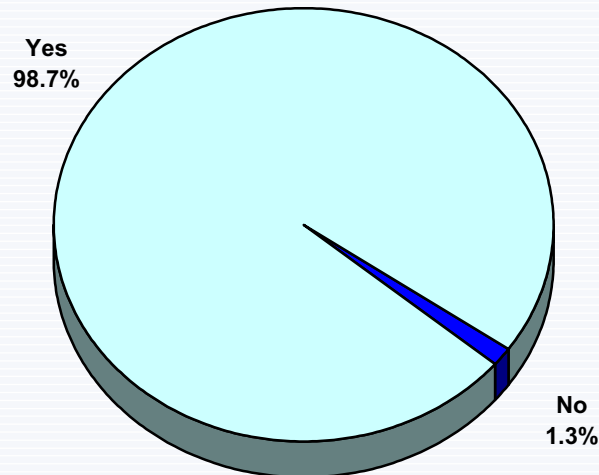
**Valley Yellow Pages  
2007–2008 Tri-Valley  
Telephone Directory**

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

**SURVEY RESULTS**

**Valley Yellow Pages  
2007–2008 Tri-Valley  
Telephone Directory**

**Received Directory**



*Verified Audit Circulation*

*August 2007*

## INTRODUCTION

This study, conducted August 11 and 13–15, 2007, was designed to measure receipt of the Valley Yellow Pages: 2007–2008 Tri-Valley 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 Tri-Valley 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 Tri-Valley 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	308	98.7%
No	4	1.3%
<b>Total</b>	<b>312</b>	<b>100.0%</b>

Margin of error:  $\pm 1.3\%$ . This means that if the survey was repeated 100 times, 95 surveys would yield results within  $\pm 1.3\%$ .

## AFFIDAVIT

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