



Ripple Creek County

September 2010

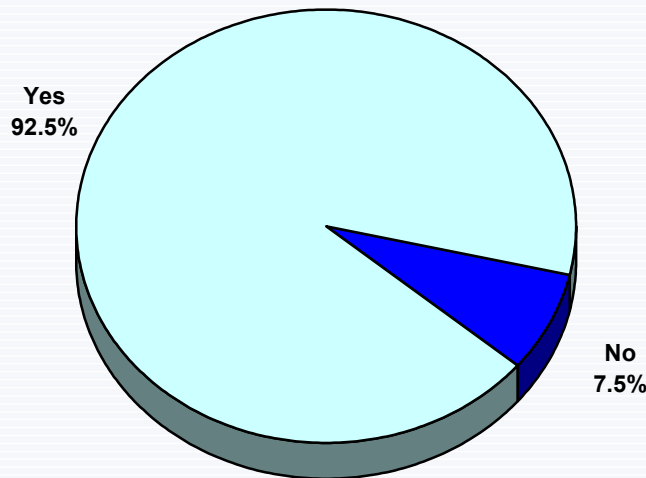
Around Town Community Yellow Pages  
2009–2010 Ripple Creek County  
Telephone Directory

ATC Publishing  
1850 N. 3rd Street  
Ripple Creek, CA 93309  
(661) 251-8834  
(661) 251-5122 Fax

**SURVEY RESULTS**

**Around Town Community Yellow Pages  
2008–2009 Ripple Creek County  
Telephone Directory**

**Received Directory**



Verified Audit Circulation

September 2010

## INTRODUCTION

This study, conducted September 8–10, 2010, was designed to measure receipt of the Around Town Community Yellow Pages' 2009–2010 Ripple Creek County Telephone Directory.

## SAMPLE

A random sample of recipient households having listed telephone numbers was selected from each ZIP code within ATC Publishing's 2009–2010 Ripple Creek County Telephone Directory distribution area. A total of 401 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 5.7%. 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 Around Town Community Yellow Pages' 2009–2010 Ripple Creek County Telephone Directory? The cover is red and yellow with a picture of a man and a boy fly fishing in a river.

<b>Receipt</b>	<b>Persons</b>	<b>Percent</b>
<b>Yes</b>	<b>371</b>	<b>92.5%</b>
<b>No</b>	<b>30</b>	<b>7.5%</b>
<b>Total</b>	<b>401</b>	<b>100.0%</b>

Margin of error:  $\pm 2.6\%$ . This means that if the survey was repeated 100 times, 95 surveys would yield results within  $\pm 2.6\%$ .

## AFFIDAVIT

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