

**2009–2010 WEST RIVER COUNTY
TELEPHONE DIRECTORY
Possession & Usage Study
July 2010**

Survey conducted by:
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TownTalk
Yellow Pages

Introduction

This telephone research study, conducted July 18–20, 2010, measured possession and usage of the following directories:

TOWNTALK YELLOW PAGES:

2009–2010 WEST RIVER COUNTY TELEPHONE DIRECTORY

BIG BUSINESS YELLOW PAGES:

JANUARY 2010 WEST RIVER COUNTY TELEPHONE DIRECTORY

Sample

A random, proportional sample of households having listed telephone numbers was chosen from the TOWNTALK YELLOW PAGES: 2009–2010 WEST RIVER COUNTY TELEPHONE DIRECTORY distribution area.

Source: Survey Sampling, Inc., Fairfield, CT.

Respondents who were unsure if their household received either directory (23) were disqualified from the survey.

A total of 400 interviews were validated for use in this analysis. The number of interviews by ZIP code and a final disposition of the calling are listed at the end of this report.

Interviewing

Interviews were conducted by telephone in the late afternoon and early evening hours. Up to four attempts were made to reach busy or unanswered numbers. Individual interviews took approximately four minutes to complete.

Margin of Error and Rounding

A sufficient number of interviews were completed to ensure a margin of error not to exceed 5.0%. Because totals have been rounded to the nearest tenth of a percent, rounding error may occur.



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TOWNTALK YELLOW PAGES 2009–2010 WEST RIVER COUNTY TELEPHONE DIRECTORY

July 2010

Survey Dates: July 18–20, 2010
 Market: West River County
 Interviews: 400

RESEARCH TOPIC	PERCENT OF RESPONDENTS
Possession:	
TownTalk Yellow Pages	96.0%
Big Business Yellow Pages	86.0%
Usage:	
TownTalk Yellow Pages	63.8%
Big Business Yellow Pages	63.0%
Average Monthly Usage (Among Users): TOWNTALK YELLOW PAGES	5.9 Times
Average Monthly Usage (Among Users): BIG BUSINESS YELLOW PAGES	6.3 Times
Preference Among Those Who Have Both Directories:	
TownTalk Yellow Pages	11.4%
Big Business Yellow Pages	17.1%
No Preference & Unsure	62.6%
Preference Among Those Who Use Both Directories:	
TownTalk Yellow Pages	9.2%
Big Business Yellow Pages	12.8%
No Preference & Unsure	77.9%

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Research Questions

- 1 Do you have the TOWNTALK YELLOW PAGES: 2009–2010 WEST RIVER COUNTY TELEPHONE DIRECTORY? The cover is red and black with a photo of boats on Clear River just outside of the River City Otters baseball stadium.
- 2 Do you have the BIG BUSINESS YELLOW PAGES: JANUARY 2010 WEST RIVER COUNTY TELEPHONE DIRECTORY? The front cover is black and yellow with a photo of downtown River City at dusk.
- 3 Do you use the TOWNTALK YELLOW PAGES directory? It's the red and yellow phone book.
- 4 How many times have you used or referred to this directory in the last 30 days?
- 5 Do you use the BIG BUSINESS YELLOW PAGES directory? It's the black and yellow phone book.
- 6 How many times have you used or referred to this directory in the last 30 days?
- 7 When using the yellow pages, which directory do you prefer to use? (Read list.)

Gender determined by interviewer.

Questions #1 – Possession: TOWNTALK YELLOW PAGES

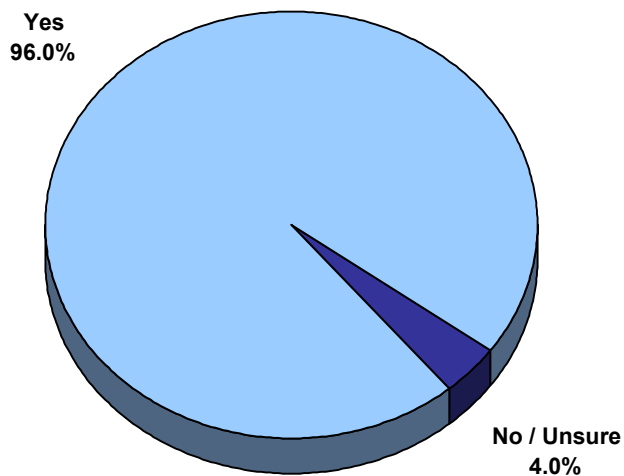
Do you have the TOWNTALK YELLOW PAGES: 2009–2010 WEST RIVER COUNTY TELEPHONE DIRECTORY? The cover is red and black with a photo of boats on Clear River just outside of the River City Otters baseball stadium.

This question was asked of all respondents: 400.

Response	Persons	Percent
Yes	384	96.0%
No / Unsure	16	4.0%
Total	400	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%.

Possession



96.0% of all respondents stated that they have the TOWNTALK YELLOW PAGES: 2009–2010 WEST RIVER COUNTY TELEPHONE DIRECTORY.

Questions #2 – Possession: BIG BUSINESS YELLOW PAGES

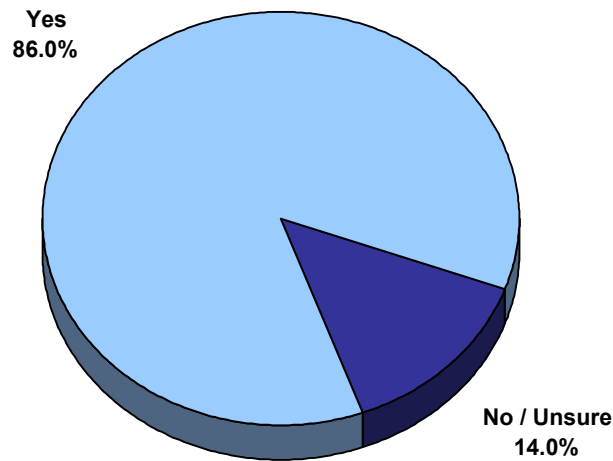
Do you have the BIG BUSINESS YELLOW PAGES: JANUARY 2010 WEST RIVER COUNTY TELEPHONE DIRECTORY? The front cover is black and yellow with a photo of downtown River City at dusk.

This question was asked of all respondents: 400.

Response	Persons	Percent
Yes	344	86.0%
No / Unsure	56	14.0%
Total	400	100.0%

Margin of error: $\pm 3.5\%$. This means that if the survey was repeated 100 times, 95 surveys would yield results within $\pm 3.5\%$.

Possession (Competitor)



86.0% of all respondents stated that they have the BIG BUSINESS YELLOW PAGES: JANUARY 2010 WEST RIVER COUNTY TELEPHONE DIRECTORY.

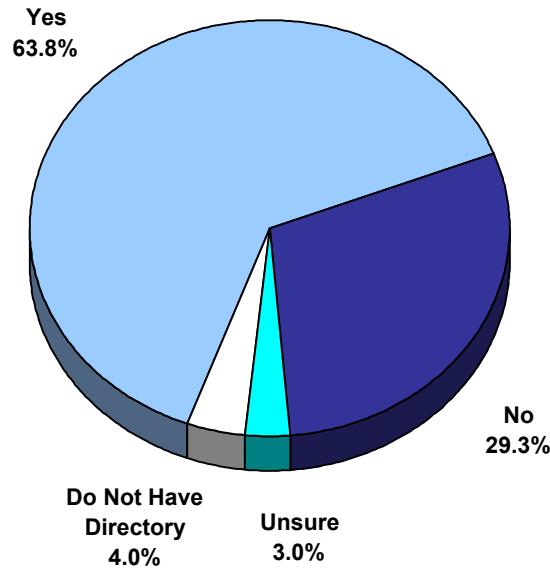
Question #3 – Usage: TOWNTALK YELLOW PAGES

Do you use the TOWNTALK YELLOW PAGES directory? It's the red and yellow phone book.

This question was asked of respondents who stated that they have the TOWNTALK YELLOW PAGES: 2009 - 2010 WEST RIVER COUNTY TELEPHONE DIRECTORY: 384.

Response	Persons	Percent	% of All Respondents
Yes	255	66.4%	63.8%
No	117	30.5%	29.3%
Unsure	12	3.1%	3.0%
Do Not Have Directory	(16)	N/A	4.0%
Total	384	100.0%	100.0%

Usage



63.8% of all respondents use the TOWNTALK YELLOW PAGES: 2009–2010 WEST RIVER COUNTY TELEPHONE DIRECTORY.

Question #4 – Monthly Usage: TOWNTALK YELLOW PAGES

How many times have you used or referred to this directory in the last 30 days?

This question was asked of respondents who stated that they have and use the TOWNTALK YELLOW PAGES: 2009–2010 WEST RIVER COUNTY TELEPHONE DIRECTORY: 255.

- 5.9 Times** – Average Monthly Usage Among Question Respondents (146)
- 2.1 Times** – Average Monthly Usage Among All Respondents (400)
- 3 Times** – Median Monthly Usage Among Question Respondents (146)
- 2 Times** – Mode Monthly Usage Among Question Respondents (146)

Usage in Last 30 Days	Users	Monthly Usage	% of Users	% of All Respondents
1 Time	17	17	11.6%	4.3%
2 Times	34	68	23.3%	8.5%
3 Times	25	75	17.1%	6.3%
4 Times	14	56	9.6%	3.5%
5 Times	12	60	8.2%	3.0%
6 Times	10	60	6.8%	2.5%
8 Times	2	16	1.4%	0.5%
10 Times	13	130	8.9%	3.3%
12 Times	3	36	2.1%	0.8%
13 Times	1	13	0.7%	0.3%
15 Times	6	90	4.1%	1.5%
16 Times	1	16	0.7%	0.3%
20 Times	3	60	2.1%	0.8%
25 Times	1	25	0.7%	0.3%
30 Times	3	90	2.1%	0.8%
45 Times	1	45	0.7%	0.3%
Total	146	857	100.0%	36.5%
Unsure	109	N/A	N/A	27.3%
Do Not Have Directory	16	N/A	N/A	4.0%
Do Not Use Directory	129	N/A	N/A	32.3%
All Respondents	400	N/A	N/A	100.0%

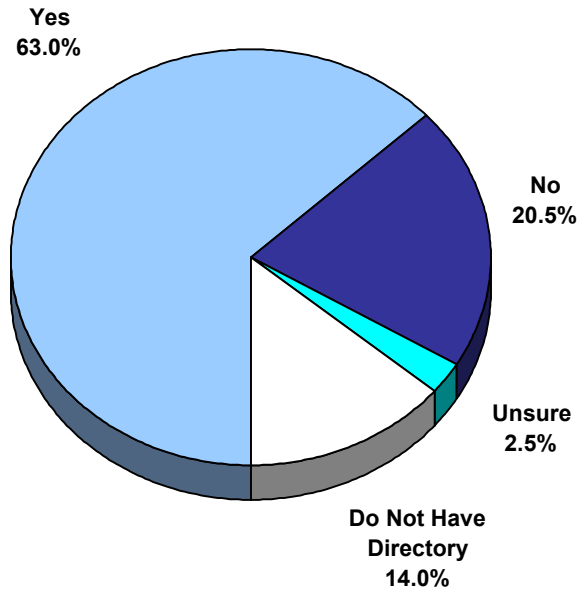
Question #5 – Usage: BIG BUSINESS YELLOW PAGES

Do you use the BIG BUSINESS YELLOW PAGES directory? It's the black and yellow phone book.

This question was asked of respondents who stated that they have the BIG BUSINESS YELLOW PAGES: JANUARY 2010 WEST RIVER COUNTY TELEPHONE DIRECTORY: 344.

Response	Persons	Percent	% of All Respondents
Yes	252	73.3%	63.0%
No	82	23.8%	20.5%
Unsure	10	2.9%	2.5%
Do Not Have Directory	(56)	N/A	14.0%
Total	344	100.0%	100.0%

Usage (Competitor)



63.0% of all respondents use the BIG BUSINESS YELLOW PAGES: JANUARY 2010 WEST RIVER COUNTY TELEPHONE DIRECTORY.

Question #6 – Monthly Usage: BIG BUSINESS YELLOW PAGES

How many times have you used or referred to this directory in the last 30 days?

This question was asked of respondents who stated that they have and use the BIG BUSINESS YELLOW PAGES: JANUARY 2010 WEST RIVER COUNTY TELEPHONE DIRECTORY: 252.

- 6.3 Times** – Average Monthly Usage Among Question Respondents (135)
- 2.1 Times** – Average Monthly Usage Among All Respondents (400)
- 3 Times** – Median Monthly Usage Among Question Respondents (135)
- 2 Times** – Mode Monthly Usage Among Question Respondents (135)

Usage in Last 30 Days	Users	Monthly Usage	% of Users	% of All Respondents
1 Time	18	18	13.3%	4.5%
2 Times	31	62	23.0%	7.8%
3 Times	27	81	20.0%	6.8%
4 Times	11	44	8.1%	2.8%
5 Times	10	50	7.4%	2.5%
6 Times	6	36	4.4%	1.5%
8 Times	4	32	3.0%	1.0%
10 Times	10	100	7.4%	2.5%
12 Times	1	12	0.7%	0.3%
15 Times	4	60	3.0%	1.0%
17 Times	2	34	1.5%	0.5%
20 Times	1	20	0.7%	0.3%
25 Times	2	50	1.5%	0.5%
30 Times	7	210	5.2%	1.8%
45 Times	1	45	0.7%	0.3%
Total	135	854	100.0%	33.8%
Unsure	117	N/A	N/A	29.3%
Do Not Have Directory	56	N/A	N/A	14.0%
Do Not Use Directory	92	N/A	N/A	23.0%
All Respondents	400	N/A	N/A	100.0%

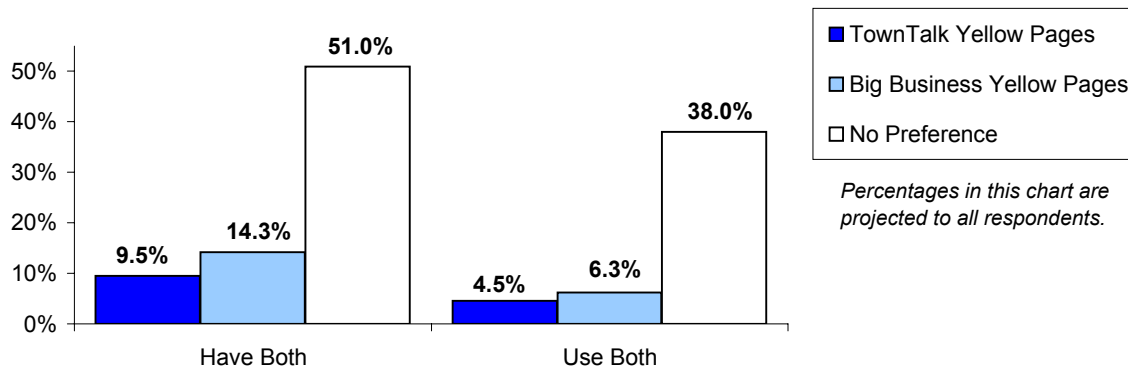
Question #7 – Yellow Pages Preference

When using the yellow pages, which directory do you prefer to use? (Read list.)

This question was asked of respondents who have both the TOWNTALK YELLOW PAGES and BIG BUSINESS YELLOW PAGES directories: 334.

Preference (Have Both Directories)	Persons	Percent	% of All Respondents
TownTalk Yellow Pages	38	11.4%	9.5%
Big Business Yellow Pages	57	17.1%	14.3%
No Preference	204	61.1%	51.0%
Do Not Use Yellow Page Directories	30	9.0%	7.5%
Unsure	5	1.5%	1.3%
Do Not Have Both Books	(66)	N/A	16.5%
Total	334	100.0%	100.0%

Preference (Use Both Directories)	Persons	Percent	% of All Respondents
TownTalk Yellow Pages	18	9.2%	4.5%
Big Business Yellow Pages	25	12.8%	6.3%
No Preference	152	77.9%	38.0%
Do Not Use Yellow Page Directories	0	0.0%	0.0%
Unsure	0	0.0%	0.0%
Do Not Use Both Books	(205)	N/A	51.3%
Total	195	100.0%	100.0%

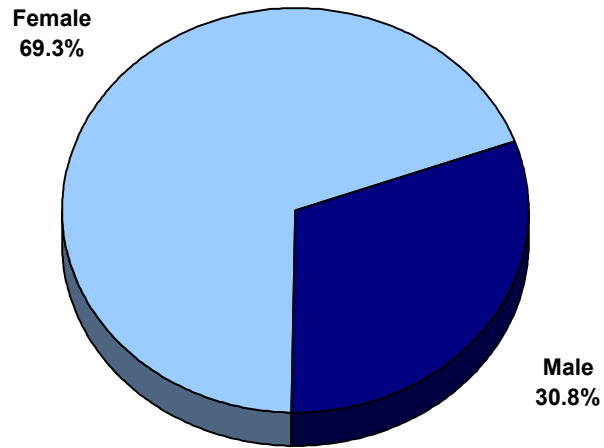


75.8% of all respondents HAVE both directories, and 68.0% of those who HAVE both books stated that they prefer the TOWNTALK YELLOW PAGES directory or have no preference. 39.0% of all respondents USE both directories, and 82.1% of those who USE both books stated that they prefer the TOWNTALK YELLOW PAGES directory or have no preference.

Gender (Determined by Interviewer)

Response	Persons	Percent
Male	123	30.8%
Female	277	69.3%
Total	400	100.0%

Gender



Interviews by ZIP Code

ZIP Code	Market	Interviews	Percent
96001	RIVER CITY, CA	61	15.3%
96002	RIVER CITY, CA	56	14.0%
96003	RIVER CITY, CA	76	19.0%
96007	RIVER CITY, CA	37	9.3%
96019	LOEFFEL, CA	17	4.3%
96022	WEST RIVER CITY, CA	34	8.5%
96025	FESKEVILLE, CA	10	2.5%
96044	ORANGE GROVE, CA	13	3.3%
96064	BENDER, CA	22	5.5%
96067	TOLEDO, CA	22	5.5%
96094	ZEPHYR, CA	19	4.8%
96097	JUANITA, CA	33	8.3%
		400	100.0%

The ZIP codes 96024, 96047, and 96052 were not included in the research study because they fell only partially within the Valley Yellow Pages distribution footprint. The ZIP codes 96070, 96079, 96095, and 96089 were not included because respectively they account for less than .2% of the population.

Sample Disposition

CONTACTED

Respondents Interviewed		400
Respondents Not Interviewed		265
Respondent Refused	234	
DQ - Unsure of Delivery	23	
DQ - Language Barrier	8	
Total		665

ESTABLISHED AS INELIGIBLE

Wrong Number	25	
Disconnected Number	227	
Total		252

ELIGIBILITY NOT ESTABLISHED

No Answer / Answering Machines	1,109	
Busy Lines (Four Attempts)	93	
Unable to Complete Four Attempts	51	
Uncalled Records	1,126	
Hang Up	104	
Total		2,483

TOTAL TELEPHONE NUMBERS ASSIGNED	3,400
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Questionnaire

(Introduction.) Hello, I am calling to conduct a short survey and get your input on the telephone directories serving your local area. This is not a sales call.

(If necessary.) My name is _____. I am calling from VAC, an independent research company. The Information you provide will help publishers produce directories more responsive to your daily needs. Thank you for your time.

(Rotate Q1 with Q2)

Q1 Do you have the TOWNTALK YELLOW PAGES: 2008–2009 WEST RIVER COUNTY TELEPHONE DIRECTORY? The cover is red and black with a photo of boats on Clear River just outside of the River City Otters baseball stadium.

(Interviewer: Use full description as necessary.)

- | | |
|----------|-----------------------------------|
| 1 Yes | Go to Q2 (or Q3 if Q2 done prior) |
| 2 No | Go to Q1a |
| 3 Unsure | Go to Q1a |

Q1a Is it possible that someone else in your household received it?

- | | |
|----------|--------------|
| 1 Yes | Go to Q1b |
| 2 No | Go to Q1c |
| 3 Unsure | Replace call |

Q1b May we speak to that person?

- | | |
|-------|-------------------------------|
| 1 Yes | Go to Q1 |
| 2 No | Set Call Back or Replace Call |

Q1c Are you sure you don't have it? Would you mind taking a moment to check? The cover is red and black...

(Interviewer: Use full description as necessary.)

- | | |
|------------------------|-----------------------------------|
| 1 Yes, Have Book | Go to Q2 (or Q3 if Q2 done prior) |
| 2 No, Do Not Have Book | Go to Q1d |
| 3 Unsure | Replace Call |

Q1d Did you...

- | | |
|--------------------|--|
| 1 Never Receive It | All go to Q2 (or End if Q2 done prior) |
| 2 Discard It | |

(Rotate Q2 with Q1)

Q2 Do you have the BIG BUSINESS YELLOW PAGES: JANUARY 2009 WEST RIVER COUNTY TELEPHONE DIRECTORY? The front cover is black and yellow with a photo of downtown River City at dusk.

(Interviewer: Use full description as necessary.)

- | | |
|----------|-----------------------------|
| 1 Yes | Go to Q3 (if Q1 done prior) |
| 2 No | Go to Q2a |
| 3 Unsure | Go to Q2a |

Q2a Is it possible that someone else in your household received it?

- | | |
|----------|--------------|
| 1 Yes | Go to Q2b |
| 2 No | Go to Q2c |
| 3 Unsure | Replace Call |

Questionnaire

Q2b May we speak to that person?

- 1 Yes
- 2 No

Go to Q2
Set Call Back or Replace Call

Q2c Are you sure you don't have it? Would you mind taking a moment to check?*(Interviewer: Use description from Q2 as necessary.)*

- 1 Yes, Have Book
- 2 No, Do Not Have Book
- 3 Unsure

Go to Q3
Go to Q3
Replace Call

*(Ask Qs 3–6 only of those who **HAVE** the appropriate directory)*

Q3 Do you use the TOWNTALK YELLOW PAGES directory? It's the red and yellow phone book.

- 1 Yes
- 2 No
- 3 Unsure

Go to Q4
Go to Q5 if have BB, else End Interview
Go to Q5 if have BB, else End Interview

Q4 How many times have you used or referred to this directory in the last 30 days?

- 1 *(Write exact number – NO RANGES)*
- 2 Unsure

All go to Q5 if have BB, else End Interview

Q5 Do you use the BIG BUSINESS YELLOW PAGES directory? It's the black and yellow phone book.

- 1 Yes
- 2 No
- 3 Unsure

Go to Q6
Go to Q3 if not prior & if have TownTalk, else Q7
Go to Q3 if not prior & if have TownTalk, else Q7

Q6 How many times have you used or referred to this directory in the last 30 days?

- 1 *(Write exact number – NO RANGES)*
- 2 Unsure

All go to Q3 if not prior & if have TownTalk, else

*(Ask Q7 only of those who **HAVE BOTH** books)*

Q7 When using the **yellow pages**, which directory do you prefer to use?*(Read list.)*

(Rotate Answer 1 and 2)

- 1 The Red and Black Phone Book—TownTalk Yellow Pages
- 2 The Black and Yellow Phone Book—Big Business Yellow Pages
- 3 No Preference
- 4 Do Not Use Telephone Directories
- 5 Unsure

End Interview

Exit:

That's all the questions I have. Thank you for participating in our research.

Gender (noted by interviewer)

- 1 Male
- 2 Female