

VER-A-FAST

CORPORATION

1-800-327-8463

COMMUNICATION PUBLISHING CO.

BEAUFORT LOWCOUNTRY, SC

WEEK ENDING: 05/28/14

COMPLETED SURVEYS	385
OTHER RESOURCES TO Q. #1	25
HAS NO BOOKS/USES NO BOOKS TO Q. #1	192
INCOMPLETE SURVEYS	20
REFUSALS	368
INACCURATE NUMBERS	142
GRAND TOTAL	1132

1. Could you please describe the cover or read me the 5- or 6-digit number found on the spine of the telephone directory you use most often?

	<u>Number</u>	<u>Percent</u>
A. 066088, The 2014 Lowcountry Phone Directory for Beaufort, Jasper & Hampton Counties, published by CPC Yellow Pages	183	51.8 %
B. 102016, The Hargray Beaufort Phone Directory	62	17.6 %
C. 066082, The July 2013 CenturyLink Directory for Beaufort, published by Dex	99	28.0 %
D. Other Directory	9	2.6 %
Subtotal of respondents with a preference	353	100.0 %
E. Uses all books equally - no preference	32	
O. Other resources	25	
Z. Has no books/Uses no books	192	

2. Do you have the **2014 Lowcountry Phone Directory for Beaufort, Jasper & Hampton Counties, published by CPC Yellow Pages**, in your home? It's the book with a photo of an eagle on the cover.

	<u>Number</u>	<u>Percent</u>
YES	282	73.2 %
NO	103	26.8 %

3. Do you use the **2014 Lowcountry Phone Directory for Beaufort, Jasper & Hampton Counties** at home or at work for personal or work needs?

	<u>Number</u>	<u>Percent</u>
YES	264	93.6 %
NO	18	6.4 %