

COMMUNICATION PUBLISHING CO.
BEAUFORT LOWCOUNTRY, SC
WEEK ENDING: 06/26/13

| | |
|-------------------------------------|------|
| COMPLETED SURVEYS | 389 |
| OTHER RESOURCES TO Q. #1 | 36 |
| HAS NO BOOKS/USES NO BOOKS TO Q. #1 | 159 |
| INCOMPLETE SURVEYS | 16 |
| REFUSALS | 253 |
| INACCURATE NUMBERS | 213 |
| GRAND TOTAL | 1066 |

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 2013-2014 Lowcountry Phone Directory for Beaufort, Jasper & Hampton Counties, published by CPC Yellow Pages | 183 | 52.9 % |
| B. 102016, The Hargray Beaufort Phone Directory | 51 | 14.7 % |
| C. 066082, The July 2012 CenturyLink Directory for Beaufort, published by Dex | 111 | 32.1 % |
| D. Other Directory | 1 | .3 % |
| Subtotal of respondents with a preference | 346 | 100.0 % |
| E. Uses all books equally - no preference | 43 | |
| O. Other resources | 36 | |
| Z. Has no books/Uses no books | 159 | |

2. Do you have the **2013-2014 Lowcountry Phone Directory for Beaufort, Jasper & Hampton Counties, published by CPC Yellow Pages**, in your home? It's the book with a painting of shrimp boats in the water on the cover.

| | <u>Number</u> | <u>Percent</u> |
|-----|---------------|----------------|
| YES | 283 | 72.8 % |
| NO | 106 | 27.2 % |

3. Do you use the **2013-2014 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 | 266 | 94.0 % |
| NO | 17 | 6.0 % |