

VER-A-FAST

CORPORATION

1-800-327-8463

COMMUNICATION PUBLISHING CO.

LOWCOUNTRY – BEAUFORT, SC

WEEK ENDING: 06/02/10

COMPLETED SURVEYS	397
OTHER RESOURCES TO Q. #1	17
HAS NO BOOKS/USES NO BOOKS TO Q. #1	113
INCOMPLETE SURVEYS	12
REFUSALS	189
INACCURATE NUMBERS	130
GRAND TOTAL	858

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 2010 Lowcountry Phone Directory for Beaufort, Jasper & Hampton Counties, published locally by Communication Publishing Co., LLC	194	55.1 %
B. 102016, The Hargray Beaufort Regional Phone Directory	57	16.1 %
C. 66082, The July 2009 Embarq Directory for Beaufort, published by Dex	98	27.8 %
D. Other Directory	3	1.0 %
Subtotal of respondents with a preference	352	100.0 %
E. Uses all books equally - no preference	45	
F. Other resources	17	
G. Has no books/Uses no books	113	

2. Do you have the **2010 Lowcountry Phone Directory for Beaufort, Jasper & Hampton Counties, published locally by Communication Publishing Co., LLC** in your home? It's the book with a watercolor painting of a golf course with the ocean in the background on the cover.

	<u>Number</u>	<u>Percent</u>
YES	310	78.1 %
NO	87	21.9 %

3. Do you use the **2010 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	289	93.2 %
NO	21	6.8 %