



# Names and Numbers<sup>®</sup> **PUB 533**

# Usage

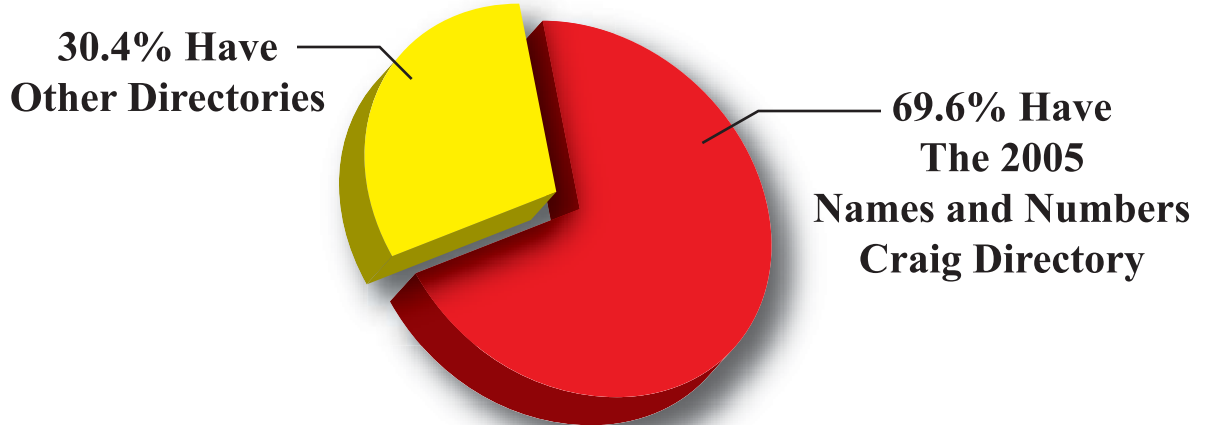
★★★★★ **STUDY**

Five Star Phone Books!

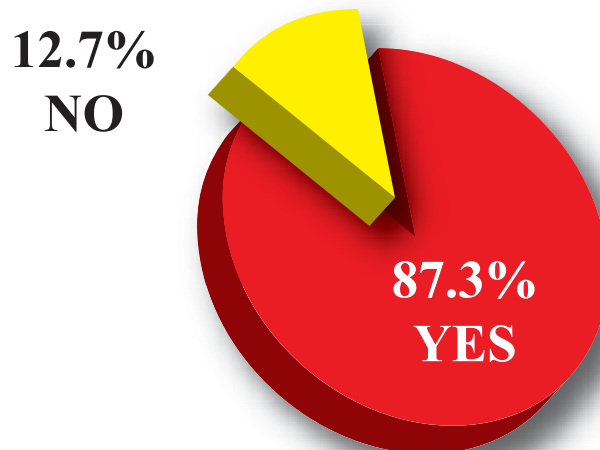
## **RESULTS FROM THE USAGE SURVEY FOR CRAIG NAMES AND NUMBERS 103053**

A recent \*survey of area residents and businesses demonstrates how much people depend on their Names and Numbers Phone Book in comparison to other books. The 385 people surveyed reported their usage of Names and Numbers as follows:

1. Do you have the 2005 Names and Numbers Craig Telephone Directory in your home?



2. Do you use the 2005 Names and Numbers Craig Telephone Directory, white or yellow pages, at home, at work, or in some other place for personal or at work needs?



\*This survey was conducted during the week of March 18, 2005.

Actual responses are on file and available for viewing by appointment during business hours at our corporate office in Pittsburg, Kansas (800) 592-7625.

