



Names and Numbers [®] PUB 533

Usage

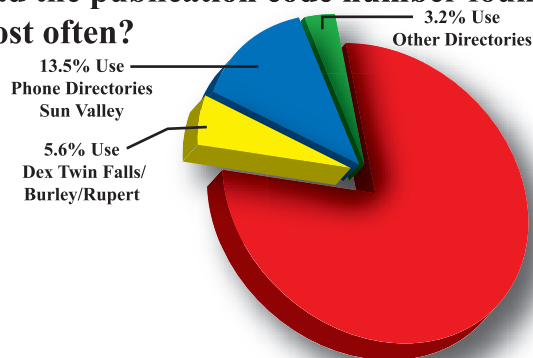
★★★★★ **STUDY**

Five Star Phone Books!

RESULTS FROM THE USAGE SURVEY FOR SUN VALLEY NAMES AND NUMBERS 017891

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:

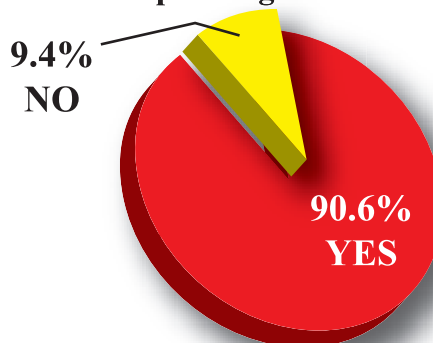
1. Could you please read the publication code number found on the spine of the telephone directory you use most often?



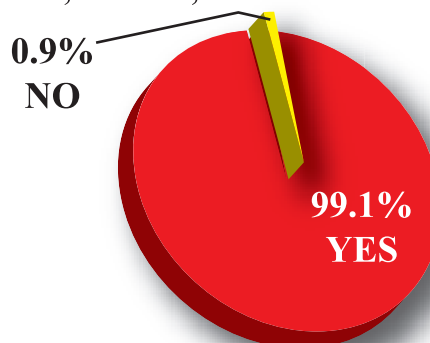
77.7% Primarily Use
The 2005



2. Do you use the 2005 Names and Numbers Sun Valley Telephone Directory in your home?
It's the gold and orange book with a painting of a woman holding skis on the cover.



3. Do you use the 2005 Names and Numbers Sun Valley 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 ending of February 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. www.namesandnumbers.com

