



COMMUNICATION PUBLISHING COMPANY LOWCOUNTRY/BEAUFORT, SC WEEK ENDING: 06/19/19

COMPLETED SURVEYS	391
OTHER RESOURCES TO Q. #1	90
HAS NO BOOKS/USES NO BOOKS TO Q. #1	404
INCOMPLETE SURVEYS	24
REFUSALS	308
INACCURATE NUMBERS	50
GRAND TOTAL	1267

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 2019 CPC Yellow Pages Lowcountry Phone Directory for Beaufort, Jasper & Hampton Counties	247	68.8 %
(B) 066082, The CenturyLink Directory for Beaufort Regional	41	11.4 %
(C) 102016, The Hargray Beaufort Phone Directory	62	17.3 %
(D) Other Directory	9	2.5 %
Subtotal of respondents with a preference	359	100.0 %
(E) Uses all books equally - no preference	32	
(O) Other resources	90	
(Z) Has no books/Uses no books	404	

2. Do you have the **2019 CPC Yellow Pages Lowcountry Phone Directory for Beaufort, Jasper & Hampton Counties** in your home? It's the book with a photo of The Parish Church of St. Helena in Downtown Beaufort on the cover.

	<u>Number</u>	<u>Percent</u>
YES	321	82.1 %
NO	70	17.9 %

3. And finally, do you use the **CPC Yellow Pages Lowcountry Phone Directory**?

	<u>Number</u>	<u>Percent</u>
YES	312	97.2 %
NO	9	2.8 %