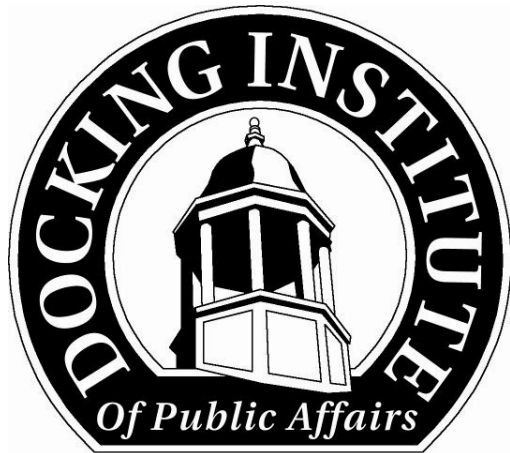# Reno County Resident Yellow Pages Usage Survey

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February 2008

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The staff of the **Docking Institute of Public Affairs** and its
University Center for Survey Research are dedicated to
serving the people of Kansas and surrounding states.

Please do not hesitate to contact our staff with questions, comments or for assistance.

Reno County Resident Yellow Pages Usage Survey

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Reno County Resident Yellow Pages Usage Survey

Executive Summary

The Docking Institute of Public Affairs at Fort Hays State University conducted a telephone survey of 422 residents in Reno County, Kansas from January 28 to February 4, 2008. The survey was designed to assess the yellow pages usage of residents living in Hutchinson and the surrounding area.

The Docking Institute's analysis finds:

- Almost 58% of respondents indicate that they use the AT&T directory most often (versus the Yellow Book, The Nex-Tech Directory or other).
- Twenty-four percent of respondents use the yellow pages frequently. Only 1.2% of respondents say that they never used the yellow pages.
- Over half (53.7%) of the respondents indicate that the last time they used the yellow pages was within the past week.
- About 62% of respondents use the yellow pages most often to find a number for a known business. About 25% indicate the main purpose is to select what business to use.
- About 14% of respondents indicate that a larger-sized advertisement makes them much more likely to call a business. About 30% indicate that a larger size makes them somewhat likely to call. About 46% indicate that the size of the advertisement has no influence at all.
- Respondents in different age groups provide significantly different answers to the question asking the directory used most often by respondents. More than 66% of respondents among the age groups older than 50 years indicate that they use the AT&T directory most often. Less than 55% of respondents among the age groups younger than 50 years indicate the same, with the youngest age group (18 to 29 years old) being the lowest (47.1%).
- The frequency of using the yellow pages differs significantly across age groups. About 41% of the respondents of the youngest age group (18 to 29 years old) frequently use the yellow pages. About 16% of the respondents who are 80 years old or older indicate that they frequently use the yellow pages.
- Respondents in different age groups provide significantly different answers to the question asking if a large-sized advertisement affect their calling decision. More than 55% of respondents in the age groups of 60 years old and older indicate that the size does not make them more likely to call a business. In the age groups younger than 60 years old, the percentages are all lower than 50%, with age group of 30 to 39 years old being the lowest (39.6%).

Research Method

The Docking Institute of Public Affairs at Fort Hays State University conducted a random digit dialed telephone survey for the Hutchison News beginning on January 28, 2008, and concluding on February 4, 2008. The survey was designed to assess the Yellow Pages usage of residents living in Hutchinson and the surrounding area.

A total of 649 randomly selected adults living in Reno County were contacted. Adults (at least 18 years or older) with the most recent birthday were selected to maximize random selection of respondents within each household. A total of 422 interviews were completed, resulting in a cooperation rate of 65%. At a 95% confidence level, the margin of error for the full sample of 422 is 4.77%, assuming no response bias. A margin of error of 4.77% means that there is a 95% probability that findings among the sample vary no more than +/- 4.77% from the value that would be found if the full population of interest could be studied, assuming no response bias.

Findings from Survey

The survey has five questions inquiring about the yellow pages usage (see Appendix 2: Telephone Survey Instrument. pp. 11-17). The survey started by inquiring about the type of yellow pages directory used by the respondent, followed by a question asking the frequency of yellow page usage. The third question asked the last time that the respondent used the yellow pages. The fourth question inquired about what the respondent use the yellow pages most often for, to find a number for a business they already know, or to select what business they will use. The last question asked whether a larger-sized advertisement makes the respondent more likely to call the business. These five questions were followed by two questions asking the respondent's age and income level. Lastly, the surveyors put in the respondent's gender. The demographic information is presented in Appendix 1. The main report presents the findings for questions addressing yellow pages usage.

Yellow Pages Directories Used

The first question in the survey asked what type of yellow pages directory the respondent uses most often. Figure 1 shows that the AT&T directory is most often used by respondents. Almost 58% of respondents indicate that they use the AT&T directory most often. Twenty-nine percent of respondents indicated they use the Yellow Book most often. No respondent indicated that the Nex-tech directory is most often used.

Figure1: Type of the Yellow Pages Directory Most Often Used by the Respondent (*N=421*)
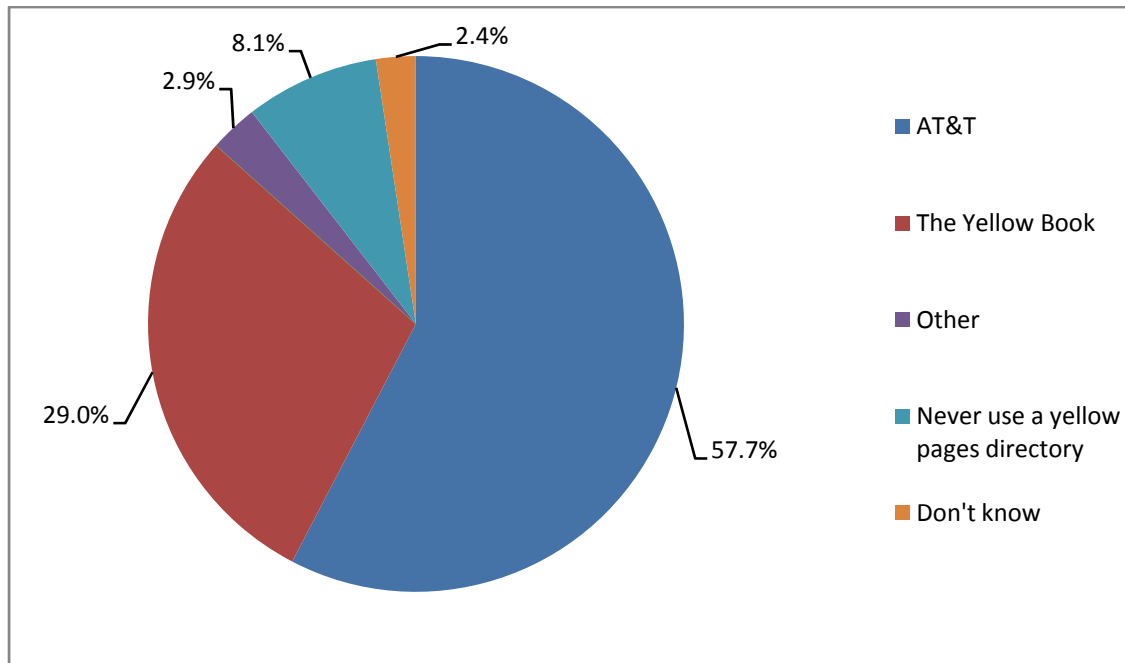
A Chi-Square test was conducted to examine if the choice of the most-often-used directories differs by age group. The test finds significant difference across seven age groups in their usage of directories. Table 1 shows that respondents over 50 years old tend to use the AT&T directory more than younger respondents. Less than 55% of respondents among the age groups younger than 50 years old indicate that they use the AT&T directory most often. More than 66% of respondents among the age groups older than 50 years old indicate the same, with the youngest age group (18 to 29 years old) being the lowest (47.1%). Two other Chi-Square tests were conducted to examine if the choice of directories differs by income level and gender. No significant difference was found.

Table 1: Directory Usage by Age Group (%)

Age Group	Type of Directory			Total
	Yellow Book	AT&T	Other	
18-29 *(N=17)*	47.1	47.1	5.9	100.0
30-39 *(N=46)*	45.7	50.0	4.3	100.0
40-49 *(N=50)*	46.0	52.0	2.0	100.0
50-59 *(N=84)*	33.3	66.7	0.0	100.0
60-69 *(N=71)*	28.2	67.6	4.2	100.0
70-79 *(N=58)*	19.0	79.3	1.7	100.0
80 and over *(N=40)*	25.0	67.5	7.5	100.0

Frequency of the Yellow Pages Usage

The second survey question asked how often the respondent uses the yellow pages. Figure 2 shows 24% of respondents use the yellow pages frequently. Only 1.2% of respondents say that they never have used the yellow pages. Chi-Square tests were also conducted to examine if the frequency of usage vary across different age groups, income levels or gender. The tests found significant differences across age groups. Table 2 shows that 41.2% of the respondents of the youngest age group (18 to 29 years old) frequently use the yellow pages, and that 23.5% rarely use the yellow pages. The trend goes the opposite in the oldest age group. About 16% of the respondents who are 80 years old or older indicate that they frequently use the yellow pages; 43.2% indicate they rarely use them.

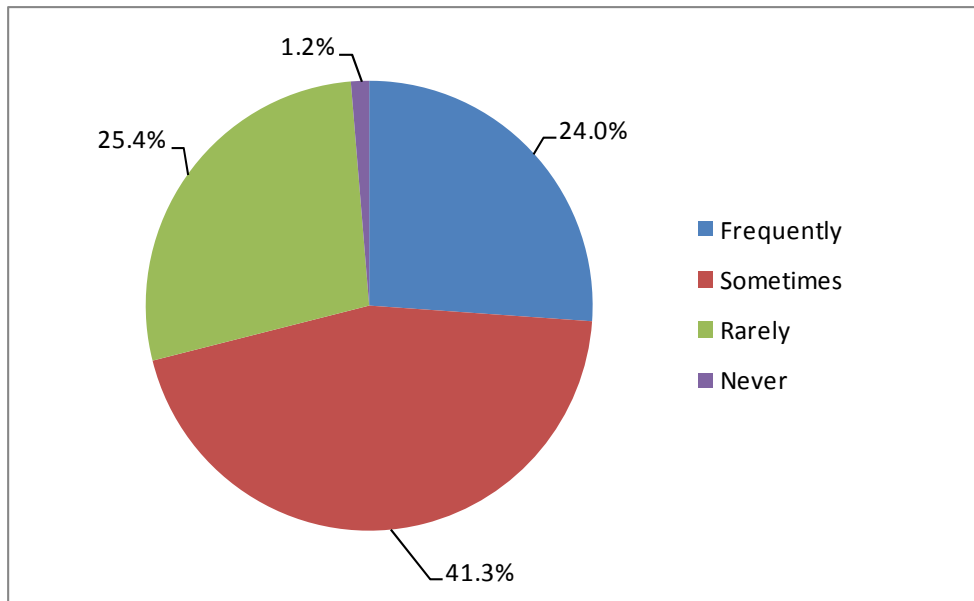**Figure 2: Frequency of the Yellow Pages Usage (N=387)**

Table 2: Frequency of the Yellow Pages Usage by Age Group (%)

Age Group	Frequency of Yellow Pages Usage				Total
	Frequently	Sometimes	Rarely	Never	
18-29 *(N=17)*	41.2	35.3	23.5	0.0	100.0
30-39 *(N=48)*	31.3	50.0	18.8	0.0	100.0
40-49 *(N=50)*	30.0	48.0	22.0	0.0	100.0
50-59 *(N=86)*	20.9	47.7	30.2	1.2	100.0
60-69 *(N=72)*	29.2	50.0	20.8	0.0	100.0
70-79 *(N=59)*	23.7	35.6	37.3	3.4	100.0
80 and over *(N=44)*	15.9	36.4	43.2	4.5	100.0

Most Recent Usage of The Yellow Pages

The third question in the survey asked the respondent when the last time they used the yellow pages was. Figure 3 shows the answers. Over half (53.7%) of the respondents indicate that their most recent usage of the yellow pages happened within the past week. About 17% indicate it happened within the past month. Chi-Square tests showed there were no significant differences among the answers of respondents from different age groups, income levels, or gender.

Figure 3: Most Recent Usage of the Yellow Pages (N=380)
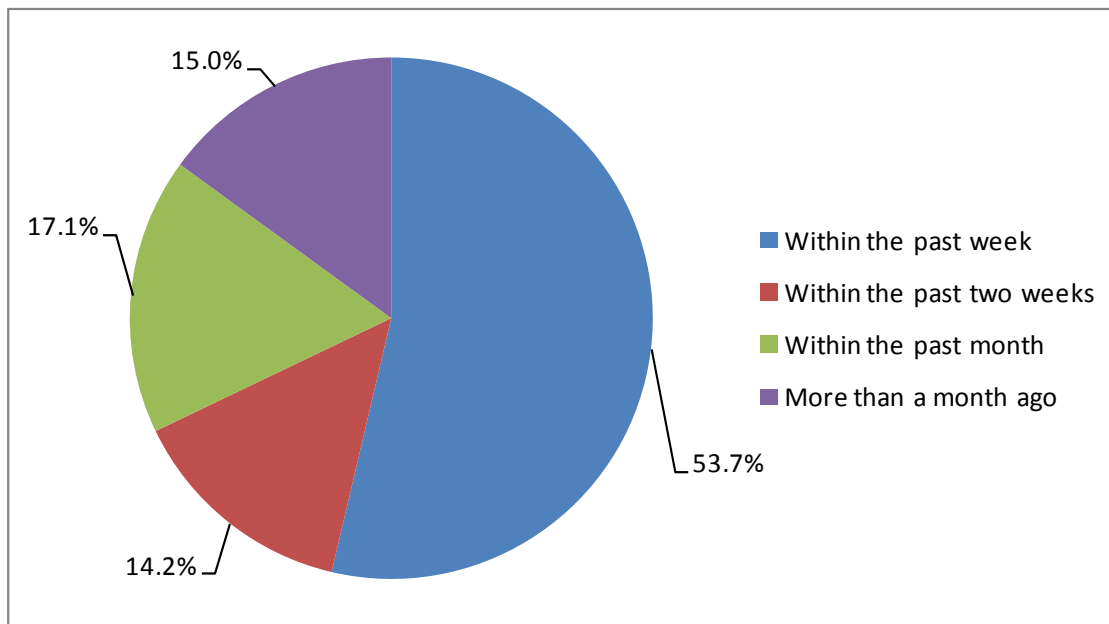
Main Purpose of Using the Yellow Pages

The fourth question asked respondents whether they use the yellow pages most often to find a number for a business they already know, or to help them select what business they will use. Figure 4 shows 62.2% of respondents use the yellow pages most often to find a number for a know business. About 25% indicate the main purpose is to select what business to use. Chi-Square tests were also conducted. No significant differences were found among the answers of respondents from different age groups, income levels, or gender.

Figure 4: Main Purpose of Using the Yellow Pages (N=382)
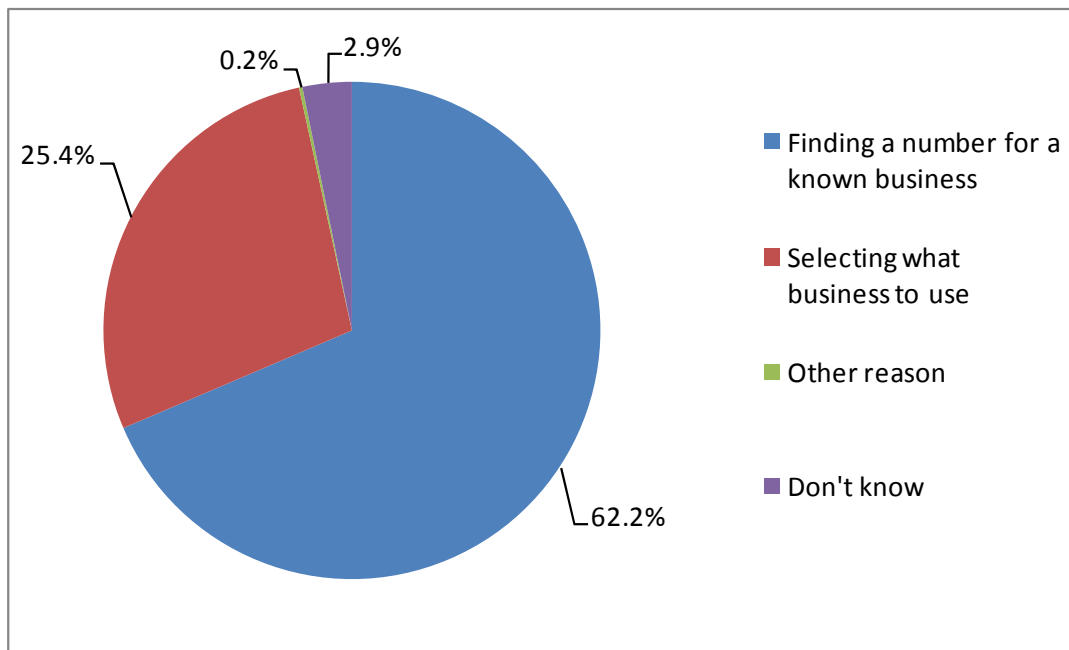
Impact of Large-Sized Advertisements

The fifth question asked respondents whether a larger-sized advertisement makes them more likely to call a business. The answers are shown in Figure 5. About 14% of respondents indicate that a larger-sized advertisement makes them much more likely to call a business. About 46% indicate that the size of the advertisement has no influence at all. Chi-Square tests were conducted to see if the answers of respondents differ across different age groups, income levels, or gender. Significant differences were found across different age groups. Table 3 shows that the advertisement size tends to have less influence on the senior respondents. More than 55% of respondents in the age groups of 60 years old and older indicate that the size has no influence at all on their calling behavior. In the age groups younger than 60 years old, the percentages are all lower than 50, with age group of 30 to 39 years old being the lowest (39.6%). The youngest age group (18-29 years old) has the highest percentage of "much more likely to call".

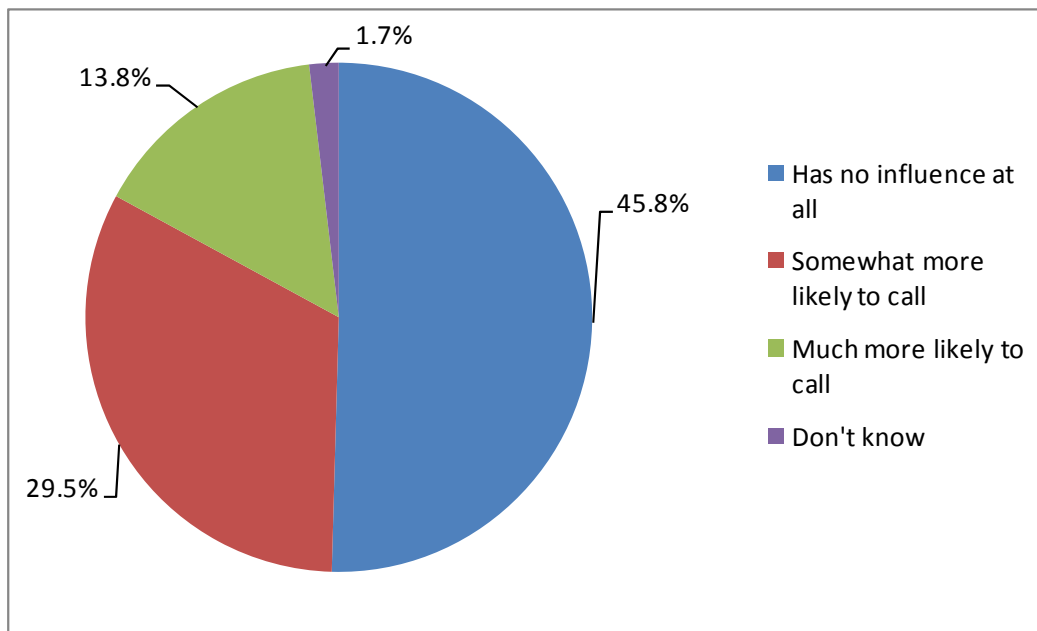**Figure 5: Impact of Larger-Sized Advertisement on Calling Behavior**

Table 3: Impact of Larger-Sized Advertisement on Calling Behavior by Age Group (%)

Age Group	Likelihood to Call due to A Larger Advertisement			Total
	Much more likely	Somewhat likely	No Influence	Total
18-29 *(N=17)*	23.5	35.3	41.2	100.0
30-39 *(N=48)*	14.6	45.8	39.6	100.0
40-49 *(N=50)*	18.0	34.0	48.0	100.0
50-59 *(N=85)*	11.8	42.4	45.9	100.0
60-69 *(N=68)*	13.2	30.9	55.9	100.0
70-79 *(N=56)*	19.6	19.6	60.7	100.0
80 and over *(N=40)*	12.5	25.0	62.5	100.0

Appendix 1: Demographic Characteristics of the Sample

Social Indicators		Survey Sample
Gender		**(N=421)**
	Male	47.0%
	Female	53.0%
Household Income		**(N=326)**
	Less than $10,000	4.0%
	$10,000 to $19,999	9.5%
	$20,000 to $29,999	15.0%
	$30,000 to $39,999	10.7%
	$40,000 to $49,999	16.3%
	$50,000 to $59,999	11.3%
	$60,000 or more	10.4%
	$60,000 and over	22.7%
Age		**(N=404)**
	18 to 29 years old	4.0%
	30 to 39 years old	11.6%
	40 to 49 years old	12.1%
	50 to 59 years old	20.9%
	60 to 69 years old	18.3%
	70 to 79 years old	16.2%
	80 years old and over	12.8%

Appendix 2: Telephone Survey Instrument

Q: INTRO

T: 1 5

Hi. I'm calling from Fort Hays State University. We're asking a few questions about how people in your area use the local yellow pages. It will take less than 2 minutes. In order to ensure a random sample, I need to speak with the adult in the household at least 18 years old with the most recent birthday. Is that you?

[ONCE RESP IS REACHED]

Your answers will remain completely confidential. May I ask you a few questions?

[ENTER 1 TO CONTINUE. CTRL END TO TERMINATE.]

Hi. I'm calling from Fort Hays State University. We started a survey awhile back about your use of the yellow pages. Is this a good time to complete the survey?

[ENTER 1 TO CONTINUE. CTRL END TO TERMINATE.]

I:
KEY 1 1
QAL Q10

Q: Q1

T: 8 5

Which yellow page directory do you use most often in your home?

[DO NOT READ. WAIT FOR RESPONSE AND CODE AS APPROPRIATE BELOW.]

1 The Yellow Book (FEIST - AREAWIDE DIRECTORY - THE BIG BOOOK)
2 A T & T (SWBELL - HUTCHINSON ONLY - THE SMALL ONE)
3 Nex-tech
4 Other

7 I NEVER USE A YELLOW PAGES DIRECTORY
8 DON'T KNOW
9 REFUSED

I:
KEY 1-4, 7-9
IF (ANS = 7) SKP Q6

Q: Q2

T: 8 5

In general, how often would you say that you use the yellow pages
[ALL DIRECTORIES INCLUDED]: frequently, sometimes, rarely, or never?

1 Frequently
2 Sometimes
3 Rarely
4 Never

8 DON'T KNOW
9 REFUSED

I:

KEY 1-4, 8-9
if (ans = 4) skp q6

Q: Q3

T: 8 5

About when was the last time that you used the yellow pages
[ALL DIRECTORIES INCLUDED]?

1 Within the past week
2 Within the past two weeks
3 Within the past month
4 Or was it more than a month ago

8 DON'T KNOW
9 REFUSED

I:
KEY 1-4, 8-9

Q: Q4

T: 8 5

How do you use the yellow pages most often - to find a number for a
business you already know, or to help you select what business you
will use?

[IF SAY BOTH, ASK WHICH ONE IS DONE A LITTLE MORE OFTEN]

1 Finding a number for a known business
2 Selecting what business to use

7 SOME OTHER REASON (SILENT-NOT OFFERED)
8 DON'T KNOW
9 REFUSED

I:
KEY 1-2, 7-9

Q: Q5

T: 8 5

There are many factors that help people choose a business from a yellow
pages directory. Thinking of ad size, would you say that a larger-sized
ad makes you MUCH MORE LIKELY to call the business, SOMEWHAT more
likely to call, or does ad size have NO INFLUENCE AT ALL on your likelihood
of calling a business?

1 Much more likely to call
2 Somewhat more likely to call
3 Has no influence at all

8 DON'T KNOW
9 REFUSED

I:
KEY 1-3, 8-9

Q: Q6

T: 8 5

Now I have just a few questions to help us analyze the results of
the survey. What year were you born?

8888 DON'T KNOW
9999 REFUSED

I:
NUM 1888 9999
IF (ANS > 1990 & ANS < 8888) REASK
IF (ANS > 8888 & ANS < 9999) REASK
IF (ANS > 9999) REASK

Q: Q7

T: 8 5

Was your total family income for the last year above or below $40,000?

[IF BELOW $40,000 READ THE FOLLOWING RESPONSES]
1 Was it less than $10,000,
2 between $10,000 and $20,000,
3 between $20,000 and $30,000?
4 or between $30,000 and $40,000?

[IF ABOVE $40,000 READ THE FOLLOWING RESPONSES]
5 Was it between $40,000 and $50,000,
6 between $50,000 and $60,000,
7 between $60,000 and $70,000,
8 or was it over $70,000?

88 DON'T KNOW
99 REFUSED

I:
NUM 1 99
IF (ANS > 8 & ANS < 88) REASK
IF (ANS > 88 & ANS < 99) REASK
IF (ANS > 99) REASK

Q: Q8

T: 8 5

That's all that I have. Thank you for your time and have a nice _____.

[SURVEYORS: SILENTLY INDICATE GENDER]

1 Female
2 Male

3 Not sure

I:
KEY 1-3

Q: Q9

T: 8 5

WHAT STATION IS THIS?

I:
NUM

Q: Q10

T: 8 5

WHAT SHIFT IS THIS?

1 Morning
2 Afternoon
3 Evening