

Here's What They Said...



Local residents in the Lake Of The Ozarks area & surrounding towns were contacted for an in-depth study of their shopping habits and patterns. Below is a summarization of the responses!

99%

of the respondents surveyed received the Impact Lake of the Ozarks Area Wide Directory

96%

of the respondents surveyed used the Impact Lake of the Ozarks Area Wide Directory at home or office

86%

of the respondents surveyed stated that they prefer the Impact Lake of the Ozarks Area Wide Directory over all other books that they receive

81%

of the respondents surveyed used the Impact Lake of the Ozarks Area Wide Directory within the last 2 weeks to find a phone number

21%

of the respondents surveyed have internet service available at home or office

18%

of the respondents surveyed that have internet service available, would look up businesses or people online and use an online phonebook

When shopping outside of the immediate area,

38%
in Jefferson City

of the respondents
shopped

25%
in Lebanon



The most common reasons when asked why residents liked & used the Lake of the Ozarks Area Wide Directory are:

1 EASY TO
READ PRINT

2 CROSS
REFERENCE

3 STREET
GUIDE