

# **2014 Printed Telephone Directory Survey**

## **UIS Telecoms Office**

In preparation for the production of the 2014 University of Cambridge printed Telephone Directory; we thought we would engage the users of the directory to gain valuable insight into how they would like the next version of the directory to be presented. After all, they are the ones that have to use it on a day-to-day basis.

The results are really quite interesting; with 43% of respondents stating that they do not want a printed directory any more. Although the majority still clearly prefer a good old-fashioned heavy book to peruse!

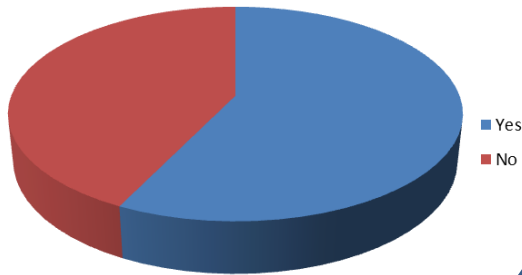
The general consensus would appear to be that a combined directory containing both institutional listings and a full A-Z of staff is the preferred layout for the new 2014 Directory, with 37% of respondents stating this would be their preference, although this was quite a close fight!

The sections containing the list of functions (section 2) and the list of University first aiders will be removed from the 2014 Directory after a huge majority stated that they no longer use these sections.

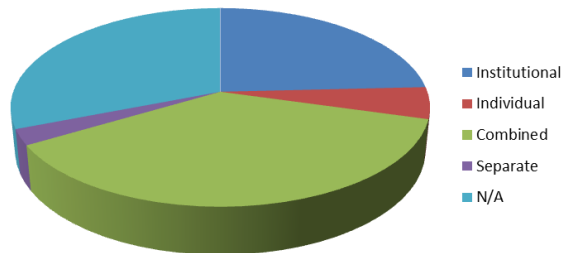
- 69% of respondents stated that they do not use section 2 of the current directory (List of Functions)
- A whopping 85% of respondents stated that they do not use the list of first aiders in the current Directory

# The Results

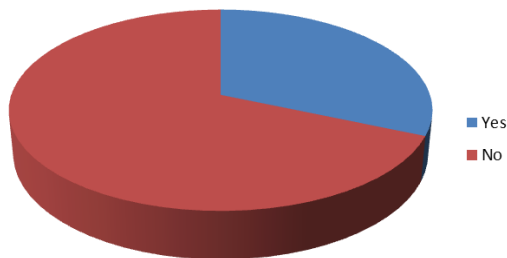
Q1. Would you still like a printed Telephone Directory to be published?



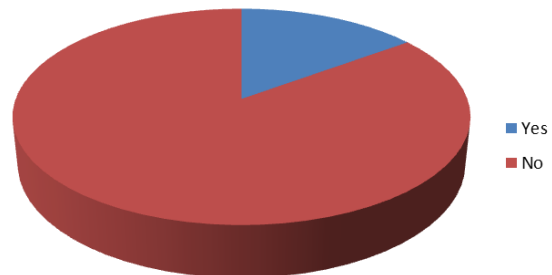
Q2. How would you like the new 2014 Telephone Directory to be presented?



Q3. Do you use Section 2 of the current printed Telephone Directory (List of Functions)?



Q4. Do you use the list of First Aiders present in the current printed Telephone Directory?



In total we received 194 responses to the survey