

1 BY COMMISSIONER GAW: .

2 Q. All right. There on page 19, you have the
3 results from surveys that have been done March, April of
4 2003; is that right?

5 A. That's correct.

6 Q. And those surveys were for the 12 SBC states,
7 correct?

8 A. That's correct. I do not have
9 responsibilities for Connecticut, so it was for the 12
10 states.

11 Q. And it looks like that when you're doing your
12 market share, you say those are market share results when you
13 got those numbers following that, correct?

14 A. That's correct.

15 Q. And what I'm trying to understand is it says
16 before that, the survey screen for customers who had utilized
17 a phone source for an online source of directory assistance
18 within the last three months. That's your statement there,
19 right?

20 A. Yes, and it probably would help if I provided
21 a little background on why we conducted the survey to begin
22 with to understand what I wanted to screen on that criteria.

23 Q. It's not clear to me how that would give you a
24 market share number if you ask whether or not they utilized
25 one of those services, so maybe you could explain that, how

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1 that works a little.

2 A. The reason I initiated the study actually was
3 due to some of the significant volume declines that we've
4 been experiencing over the years for directory assistance.
5 So from a marketing perspective, I knew obviously in terms of
6 the competitors out there providing service who they were,
7 but I wanted to get a better understanding of who customers
8 were utilizing for service.

9 And then secondly, I wanted to go down a line
10 of questioning in a survey to understand why they use those
11 options, if they did or did not use 411 service, why was
12 that, and what might make them be more attractive to 411. So
13 based on that, I felt it was critical to screen on someone
14 that has used directory assistance, and our screening
15 criteria was that they used directory assistance service in
16 the last three months.

17 So actually those results, if you kind of
18 think about it, if I didn't disscreen on directory assistance
19 results, we actually probably the 411 market share, per se,
20 in this study actually would be lower, and somebody that, for
21 example, that didn't use 411 or online who probably are your
22 directory users, the directory would show a higher share.

23 So I do acknowledge based on this screening it
24 is altering the results, but actually it's resulting in a
25 very conservative estimate for 411 on a high side, where it

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1 likely would be lower if we had screened without it. Does
2 that make sense?

3 Q. Let me just see if I can follow what you were
4 asking here. First, let me ask, do you have the survey in
5 the -- attached to this?

6 A. It was one of the discovery questions where we
7 provided the full report from the research firm, the
8 questionnaire, and then some of the sampling errors.

9 Q. Is it attached to your testimony?

10 A. No, it is not.

11 Q. Is it in the record anywhere?

12 A. Yes, it's part of discovery request from the
13 PSC Staff, Request No. 9.

14 Q. I guess I'm asking the judge whether or not --
15 JUDGE RUTH: I don't think that the answers to
16 the discovery questions are part of the record. Did you want
17 to comment, Mr. Bub?

18 MR. BUB: I can clarify, Commissioner. It was
19 a discovery response we provided to Staff, and it is rather
20 large. We don't have any problem making it part of the
21 record, if you want to categorize it as highly confidential,
22 but it's not currently in the record. I think what we have
23 in there are the results. But if you want it in the record,
24 we don't have a problem with that.

25 COMMISSIONER GAW: Let me see if I can discern

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