

1 what I want by my questions here, and I'm really just  
2 interested in the portion that deals with these numbers, so I  
3 don't know how -- but not knowing what else is in that  
4 survey, those who have looked at it would have to decide how  
5 much of it they thought would be relevant beyond that, if  
6 that part would come in, and leave that to everyone else to  
7 figure out, but right now, let me ask these -- a few of these  
8 questions and see how far I can get with this.

9 BY COMMISSIONER GAW:

10 Q. If I were answering this survey, and I had  
11 utilized the telephone directory within the last couple --  
12 two months --

13 A. Uh-huh.

14 Q. -- and I had also utilized the Internet and I  
15 had used wireless, for instance, would I show up in each one  
16 of those statistics?

17 A. Yes, you would.

18 Q. Okay. So this isn't -- this isn't broken down  
19 in such a way that would be providing me with information  
20 about whether or not I used one of these exclusively?

21 A. How this survey actually calculated the market  
22 share, it started off with an open question and asked  
23 basically consumers how they obtain information to kind of  
24 get their first thoughts in obtaining it, and then it went  
25 through in another question a series of for each of these

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1 options in a given month, how many times do you use each of  
2 these options.

3 Q. It does say that?

4 A. Uh-huh.

5 Q. You don't have that part in your testimony,  
6 right?

7 A. No, it was, again, provided as the discovery  
8 request, not part of the record currently, but we can provide  
9 it.

10 Q. Okay. That might be helpful. In regard to --  
11 to the numbers that you have there, had you done survey in  
12 past years of a similar kind, do you know?

13 A. I personally did not. Elsewhere in the  
14 marketing organization, there was one done a couple years  
15 prior to that, and the survey results compare it, but that  
16 survey did not screen on someone that used online or  
17 directory assistance in the last 90 days, so it's difficult  
18 to do an apples to apples comparison based on that previous  
19 study.

20 Q. Did the study ask a similar question in regard  
21 to using White and Yellow Pages and the 411 and 555-1212?

22 A. Yes, it did.

23 Q. All right. Can you tell me how those numbers  
24 compared?

25 A. Well, again, based on the screening criteria,

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1 it's difficult, because the one study screened out for  
2 directory-only users and the other study did not, so we  
3 really didn't put -- we didn't spend very much time at all to  
4 comparing the two survey results.

5 Q. You don't know if those numbers changed from  
6 one survey to another then?

7 A. Slightly, again, based on the screening. And  
8 slightly because of the screening, but then also there were  
9 certain areas where you did see growth, and that growth was  
10 primarily in the Internet and wireless arena.

11 Q. So you did make -- ask those questions about  
12 Internet and wireless in the previous survey?

13 A. Yes.

14 Q. Okay. But you didn't know show much change in  
15 regard to decrease in usage of White pages, Yellow pages,  
16 directories, or 411, 555-1212?

17 A. I would have to find, I don't have it  
18 memorized. There is one page in the readout that does the  
19 comparison, and I would have to find that, because again, the  
20 difference in screening, I really focused on the results of  
21 the 2003 study.

22 Q. Does that include in the information that was  
23 shared in the data request, that previous survey result?

24 A. Yes, there was one page that compared the  
25 results of the previous study to the current.

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