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Consumers & DA/DQ Pricing

This research-based paper reports on United States consumer awareness of directory assistance/enquiry (DA/DQ) pricing. It then examines in detail the awareness of pricing by type of phone, by carrier and by how each type of telephone is used. This research revealed a pronounced lack of price awareness. There is one carrier whose customers are much more aware of price than any other. Likewise, there are several carriers whose customers could not name the price they paid for a DA/DQ call. The segmentation seen within our sample closely parallels how consumers use their phones. Wireless subscribers who use their phone primarily for business purposes respond very differently than the total sample.

This Report Includes:

41 Charts and Tables:

- Key directory assistance/enquiry statistics; 1995 – 2008
- Detailed tariffs for DA/DQ calls by state
- Detailed information on reported DA/DQ price awareness by carrier
- Segmentation of consumers based on telephone usage

Who Needs This Report?

- Directory assistance/enquiry providers
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- Venture capital firms and investors in the information services arena

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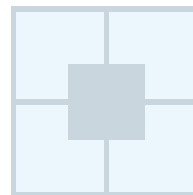
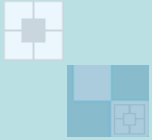


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Table of Contents

TABLE OF FIGURES	2
GLOSSARY	4
KEY FINDINGS	6
EXECUTIVE SUMMARY	7
DA/DQ USAGE	11
REPORTED USAGE OF DIRECTORY ASSISTANCE: A BASELINE	12
FIXED LINE PRICE AWARENESS	18
MARKET REALITY	18
Some Historical Perspective	23
CONSUMER PERCEPTIONS	25
SBC Communications Territory	27
Verizon Territory	30
Bell South Territory	32
Qwest Territory	34
Comparing RBOC Regions	37
MISMATCH IN CONSUMER PERCEPTIONS AND REALITY	37
WIRELESS PRICE AWARENESS	39
MARKET REALITY	39
CONSUMER PERCEPTIONS	40
Verizon Wireless Subscribers	43
Cingular Wireless	44
AT&T Wireless	45
Sprint PCS	46
T-Mobile	47
Nextel	48
AllTel Wireless	51
US Cellular	52
Virgin Mobile	53
HOW CONSUMERS USE THEIR MOBILE PHONES	55
PRICING PERIL	57
RELATIVE PRICE INELASTICITY	57
COMPETITION	58
DEREGULATION	59
SUMMARY & RECOMMENDATIONS	61
SUMMARY	61
RECOMMENDATIONS	61
RESEARCH STUDY BACKGROUND	66
THE SAMPLE	66
METHODOLOGY	68
THE QUESTIONNAIRE	69



Consumers & DA/DQ Pricing

Table of Charts & Figures

Figure 1: U.S. DA/DQ Call Volumes	11
Figure 2: U.S. DA/DQ Revenues	12
Figure 3: How Consumers Find Phone Numbers	13
Figure 4: Telephone Number Lookups: Alternatives	14
Figure 5: Reported Total DA/DQ Usage by Mobile Subscribers	15
Figure 6: Frequency of Use for DA/DQ Services (Total) by Age	16
Figure 7: Frequency of DA/DQ Usage from Home by Community Type	17
Figure 8: Current DA/DQ Tariffs by State and Carrier	20
Figure 9 Weighted Average Pricing by ILEC	22
Figure 10 Long Distance Provider DA/DQ Pricing	23
Figure 11: Price Consumers Believe They Pay for DA/DQ Call on a Fixed Line	26
Figure 12 Pricing by State for SBC Region	28
Figure 13: SBC Consumers' Price Perceptions	29
Figure 14 Pricing by State for Verizon Region	30
Figure 15: Verizon Customers' Price Perceptions	31
Figure 16 Pricing by State for Bell South Region	32
Figure 17: Bell South Consumers' Price Perceptions	33
Figure 18 Weighted Average Pricing by State for Qwest Region	35
Figure 19: Qwest Consumers' Price Perceptions	36
Figure 20: Comparison of RBOC Regions	37
Figure 21: Price for a DA/DQ Call from a Wireless Phone	39
Figure 22: Wireless Subscribers' Price Perceptions	42
Figure 23: Verizon Wireless Subscribers' Price Perceptions	43
Figure 24: Cingular Wireless Subscribers' Price Perceptions	44
Figure 25: AT&T Wireless Subscribers' Price Perceptions	45
Figure 26: Sprint PCS Subscribers' Price Perceptions	46
Figure 27 : T-Mobile Subscribers' Price Perceptions	47
Figure 28: Subscribers Who Use Their Mobile Phones for Business	48
Figure 29: Who Pays the Subscriber's Mobile Bill?	49
Figure 30: Nextel Subscribers' Price Perceptions	49
Figure 31: Heaviest Users of DA/DQ Services by Carrier	50
Figure 32: AllTel Wireless Subscribers' Price Perceptions	51
Figure 33: US Cellular Subscribers' Price Perceptions	52
Figure 34: Which Carrier Has the Youngest Subscriber Base?	53
Figure 35: Virgin Mobile Subscribers' Price Perceptions	54
Figure 36: Consumer Usage Patterns	55
Figure 37: Phone Usage Type by Carrier	56
Figure 38 Changes in Telephone Number Lookups 2001-2004	58
Figure 39: Sample Stratification by Gender	67
Figure 40: Sample Stratification by Age	67
Figure 41: Sample Stratification by Population Density	68



Related Research

"Consumers & Internet-based Telephone Number Lookups: A National Consumer Research Study" (*also available in Spanish*) By Kathleen Pierz, The Pierz Group, October 6, 2004,

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"Adding Mobile Numbers to the US Directory Assistance/Enquiry Database", (*also available in Spanish*) by Kathleen Pierz, The Pierz Group, June 20, 2004

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"Directory Assistance/Enquiry to Wireless Numbers: The European Opportunity", (*also available in Spanish*) by Kathleen Pierz, The Pierz Group, May 15, 2004

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"A Privacy Treatise," by Kathleen Pierz, Oct. 1, 2003
(available FREE at www.pierzgroup.com)

"Internet Alternatives to Directory Assistance/Enquiry"
by Kathleen Pierz April 10, 2002 (Special low price)

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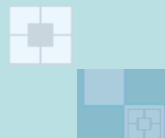
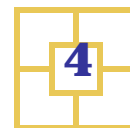
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