

Docket Number: TC15-069
Subject Matter: First Data Request
Request to: Qwest Corporation dba CenturyLink QC and Dex Media, Inc.
Request from: South Dakota Public Utilities Commission Staff
Date of Request: November 24, 2015
Responses Due: December 11, 2015

1-3. Refer to footnote 3, page 6 of the application:

- a. The company, citing the U.S. Census Bureau 2013 report "Computer and Internet Use in the United States," states that "over 76% [of South Dakota households] used high-speed Internet access." Staff has found upon review that the document indicates that the percentage is not over 76%. Instead, the estimate is 76%, with a 90 percent confidence interval of 75% to 77%. Please explain the misrepresentation.
- b. The company says that, according to the U.S. Census Bureau, that the percentage of individuals who live in a household with a computer and that the percentage of individuals who live in a household with high-speed Internet use are both "close to the national averages." Upon staff review of the article, it was found that this statement is not supported by the source. For example
 - i. According to the U.S. Census Bureau article, South Dakota has an estimate percentage "statistically lower than the national average" for both categories (10). Explain the discrepancy.
 - ii. Additionally, in the Figure 5 map on page 11 of the U.S. Census Bureau article, South Dakota is shown to be statistically lower for both categories while all of South Dakota's surrounding states are statistically higher for both categories (ND, MN, IA, WY) or have no statistically significant difference from the national average for both (MT, NE). Explain the discrepancy.

RESPONSE:

a. The initial draft petition for South Dakota was copied from a draft petition for another state in which the rounded number for the state was less than the actual number. In revising the draft for South Dakota, the word "over" was inadvertently not deleted to be consistent with the actual South Dakota reported number. The error was an unintentional oversight.

b. i. Dex Media does not perceive a discrepancy. The petition said that South Dakota data is "close" to the national averages, not at or above those averages. In each case the South Dakota data is within a few points of the national average and much closer to the national average than it is to the percentages at the bottom of the lists. Thus, the term "close" is consistent with the data.

Computer and Internet access in South Dakota, while not at the top of the states, are high in absolute terms and more than sufficient to have a significant impact on the consumer usage of, and reliance on, traditional paper directories.

ii. Dex Media has no knowledge of why Internet usage and high speed access percentages are higher in South Dakota's neighboring states. However, the statistical differences from neighboring states (and national averages), while perhaps important to the South Dakota's Internet policies, are not material to either the factual or legal bases for Dex Media's petition.