

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

1-4. Page 7 of the application states that “cellphones now serve over 90% of the voice market, while switched access lines serve only about 30%.” Provide a source to this statement and explain if these percentages are for South Dakota?

RESPONSE:

The “over 90%” statement was based on FCC data that in 2013 there were over 310 million cellphones in service in the U.S., compared to a total population of 316 million, including adults and children (98%)(http://transition.fcc.gov/Daily_Releases/Daily_Business/2015/db0219/DOC-329975A1.pdf (Fig. 1) and <https://www.census.gov/popest/data/national/totals/2013/index.html>.); plus the Pew Report that adult cell phone ownership was 90% as of early 2014 (<http://www.pewinternet.org/2014/02/27/the-web-at-25-in-the-u-s/>); and the Centers for Disease Control (“CDC”) Surveys showing landline only households under 10% (<http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201506.pdf>). These are national data. The most recent CDC state-specific survey, from 2011-2012, does not provide data for South Dakota (<http://www.cdc.gov/nchs/data/nhsr/nhsr070.pdf>).

The “about 30%” statement was based on CDC surveys showing about 42% of households are landline only (<http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201506.pdf>), with about 39% of those being VoIP lines, rather than traditional switched access lines, according to FCC data (Figure 4, http://transition.fcc.gov/Daily_Releases/Daily_Business/2015/db0219/DOC-329975A1.pdf). This is national data.

South Dakota percentages are likely consistent with, but not exactly the same as, the national averages. Differences are not material to the point of the discussion, which is the significant change in consumer usage and behaviors in telecommunications and their impact on directory usage and usefulness.