

Janet Brunson

From: Cindy Muir
Sent: Tuesday, September 14, 2010 8:46 AM
To: Janet Brunson
Cc: Bev DeMello
Subject: FW: White Pages Survey results

*Please file in docket.
file per Cindy Muir
- Ann Cole
9/14/10*

Hi Janet:

A hard copy needs to go to Ann Cole to become part of this docket file.

Thanks,
Cindy

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From: Cindy Muir
Sent: Monday, September 13, 2010 4:14 PM
To: Commissioners Advisors
Cc: Ann Cole; Tim Devlin; Beth Salak; Bev DeMello; Laura King
Subject: White Pages Survey results

Good Afternoon:

Below is a brief summary of the PSC's White Pages Outreach for Item #5, Docket No. 100327-TL, for tomorrow's Agenda Conference to share with your Commissioner.

Using a simple, five-question survey, we used three different outreach approaches:

- online survey access as a Hot Topic on the PSC Web site;
- mailed the survey to a statistical sample of landline customers who contacted the PSC's call center; and
- distributed the survey through PSC customer meetings, outreach events, and through partners (AARP, Florida's public libraries, Florida Telecommunications Relay Institute, Florida Association of Counties and Florida League of Cities).

An overview of survey results to date follows...

- Slightly more than half of the online respondents don't use the hard copy white pages (54%). The other two groups overwhelmingly responded that they use the White Pages (66%; 71%).
- Again, more than half of the online respondents would not request a free copy of the White Pages (56.2%). More than half of the respondents from the other two groups would request a free hard copy (65.6%; 70%).
- At least 74% of respondents from each outreach approach have internet access via some form of computer. (74.2%; 78%; 94%)
- About 75% of online respondents use computer white pages search engines. Less than half of respondents from the other two groups use online white pages. (45%; 38%)

Please let me know if you have any questions.

Thank you,
9/14/2010

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Cindy

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