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asks the right questions!



Consumers and the Mobile 411 Directory

A National Consumer Research Study to Assess Consumer Attitudes toward Adding Mobile Numbers to the Directory Assistance/Enquiry Database

This highly detailed consumer research report is the most extensive and complete directory assistance/enquiry (DA/DQ) consumer research ever carried out in the U.S. market. 1,500 mobile subscribers were surveyed to understand their wants and needs regarding a mobile directory as well as their perceptions of current and possible future, DA/DQ offerings.

This Report Features:

- 70 Charts and Tables (See Table of Charts & Figures)
- Provides detailed views of a broad range of market segments
- Provides insight into key changes in the market since July 2003
- Addresses privacy issues and solutions
- Addresses what enhanced services consumers want most
- Provides a comparative analysis of the responses from European countries where a similar survey was fielded earlier this year

Who Needs This Report?

- All Directory assistance/enquiry providers
- All Wireless carriers
- All Fixed line carriers
- Technology suppliers to the industry
- Venture capital firms and investors in the information services arena

Understand the market, understand the players, and leverage trends that will change how you do business.

The Pierz Group asks the right questions, you get the answers.

Price: \$4,500; EIDQ members receive a 15% discount

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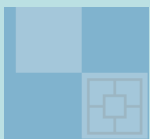
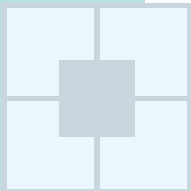
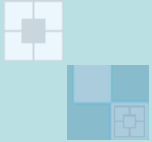


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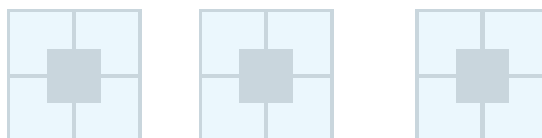
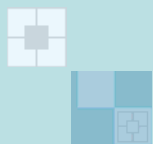
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Consumers and the Mobile 411 Directory

We Asked the Right Questions, You Get the Answers:

- ✓ How many consumers will list the cell phone number with no specific privacy protection?
- ✓ Why are five times as many consumers willing to list now versus just 12 months ago?
- ✓ Why do consumers have unlisted home phone numbers?
- ✓ What are consumers' biggest concerns regarding the addition of mobile numbers to the DA/DQ database?
- ✓ How often do consumers call DA/DQ services?
- ✓ How often do consumers use the Internet for directory look-ups?
- ✓ Which consumers are the biggest users of DA/DQ services?
- ✓ Who will be the biggest users of WDA services and why? How often will they use this new service?
- ✓ How many consumers know what they pay for a DA/DQ call from home? from the office? from their mobile phone?
- ✓ Who will be the first to list their mobile numbers and why? How many are there?
- ✓ Which consumer segments constitute the "second wave" of individuals who will list their mobile numbers? How many are there?
- ✓ What enhanced features do consumers want most?
- ✓ What are the key differences between what US consumers want concerning privacy vs. their European counterparts?

The Pierz Group

For more information on this and other topics pertaining to the greater directory assistance/enquiry market please contact The Pierz Group. The Pierz Group provides consulting services and high value reports on the key issues facing the greater information services market. We focus on providing detailed, actionable research and analysis as well as strategic consulting services. Regular reports cover the issues and trends most likely to influence the current operations as well as future planning of providers of Directory Assistance/Enquiry services and the vendor community worldwide.

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