

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

1-5. Provide a source to the statement on page 8 of the application, “with perhaps a third of households using VoIP in South Dakota and 40% or so being cord cutters.”

RESPONSE:

“Perhaps a third” was based on national data from FCC reports showing non-ILEC VoIP lines comprised over 39 percent of total U.S. residential landlines as of the end of 2013 (Figure 4, http://transition.fcc.gov/Daily_Releases/Daily_Business/2015/db0219/DOC-329975A1.pdf). While that report (Table 10) also shows fewer than one-third of South Dakota residential lines are VoIP, it also shows over half of the lines are provided by non-ILECs. Because non-ILECs have been transitioning their lines from circuit-switched to VoIP in many cases, one-third is a reasonable approximation, given that the FCC data is two years old. The “40% or so ... cord cutters” is based on the latest CDC national survey showing that 45.4% of households were “wireless only” as of December 2014 (<http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201506.pdf>). The imprecise language was used due to the lack of South Dakota-specific data.

The data available and used in the discussion, while approximate, support the point of the discussion, which was that use of residential white pages has declined substantially because the majority of numbers are no longer listed, through no fault of the directory publishers. Thus, for this reason and others, consumers no longer find residential white pages to be particularly useful.