



# Free411 Market Profile Study

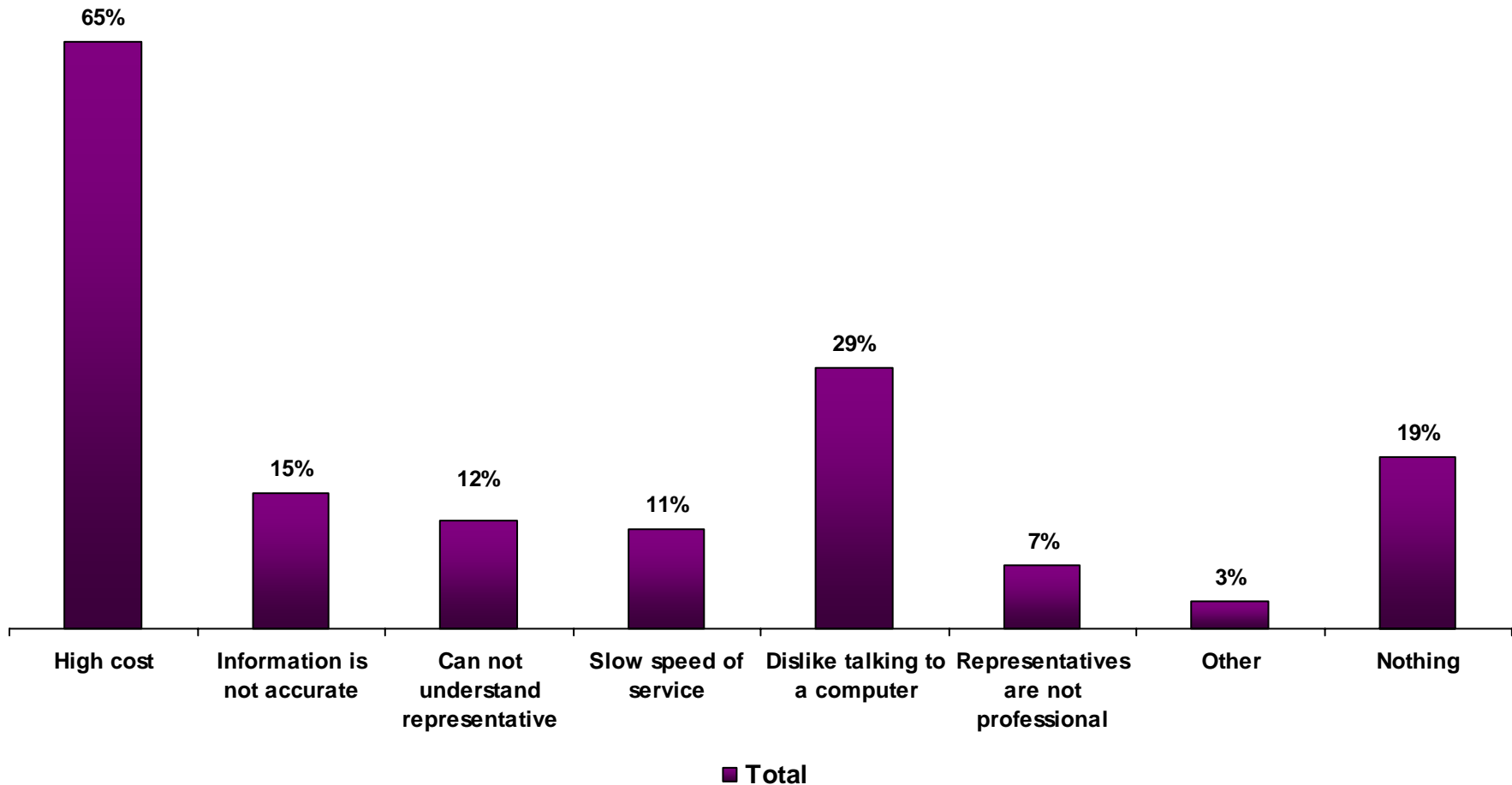
June 2006



*Unparalleled Insight Into Behavior and Attitudes™*

# Items Disliked about Currently Provided Directory Assistance Services

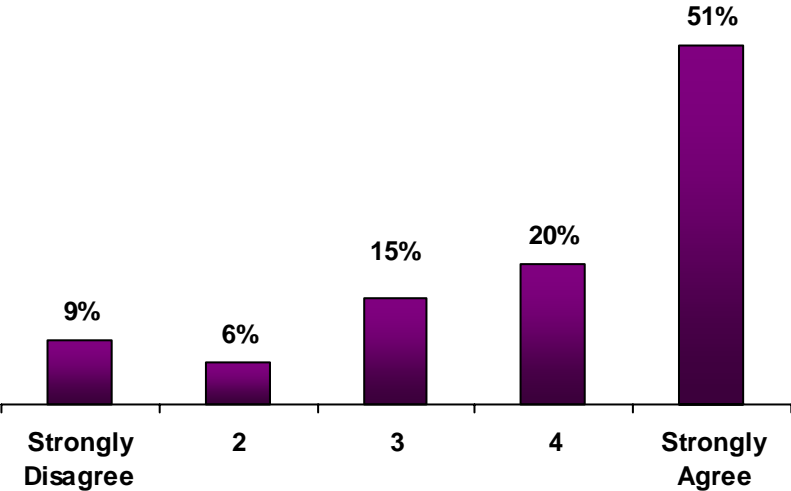
*What, if anything, do you dislike about the 411 directory assistance services that your telephone and cell phone companies currently provide?*



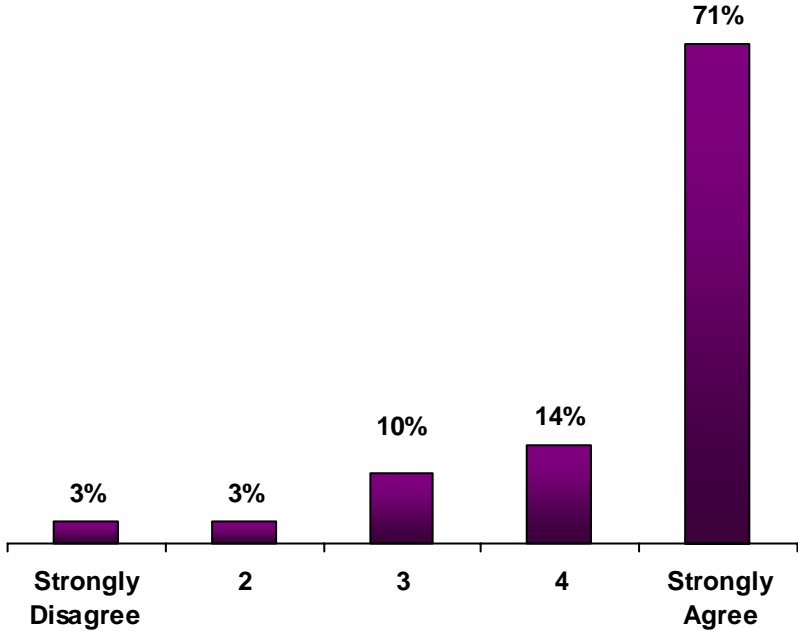
# Feelings about Paying for Directory Assistance

*How do you feel about having to pay for 411 every time you use it? Using the scale below, please tell us to what extent you agree or disagree with the following statements.*

It upsets me that I have to pay for 411 directory assistance.



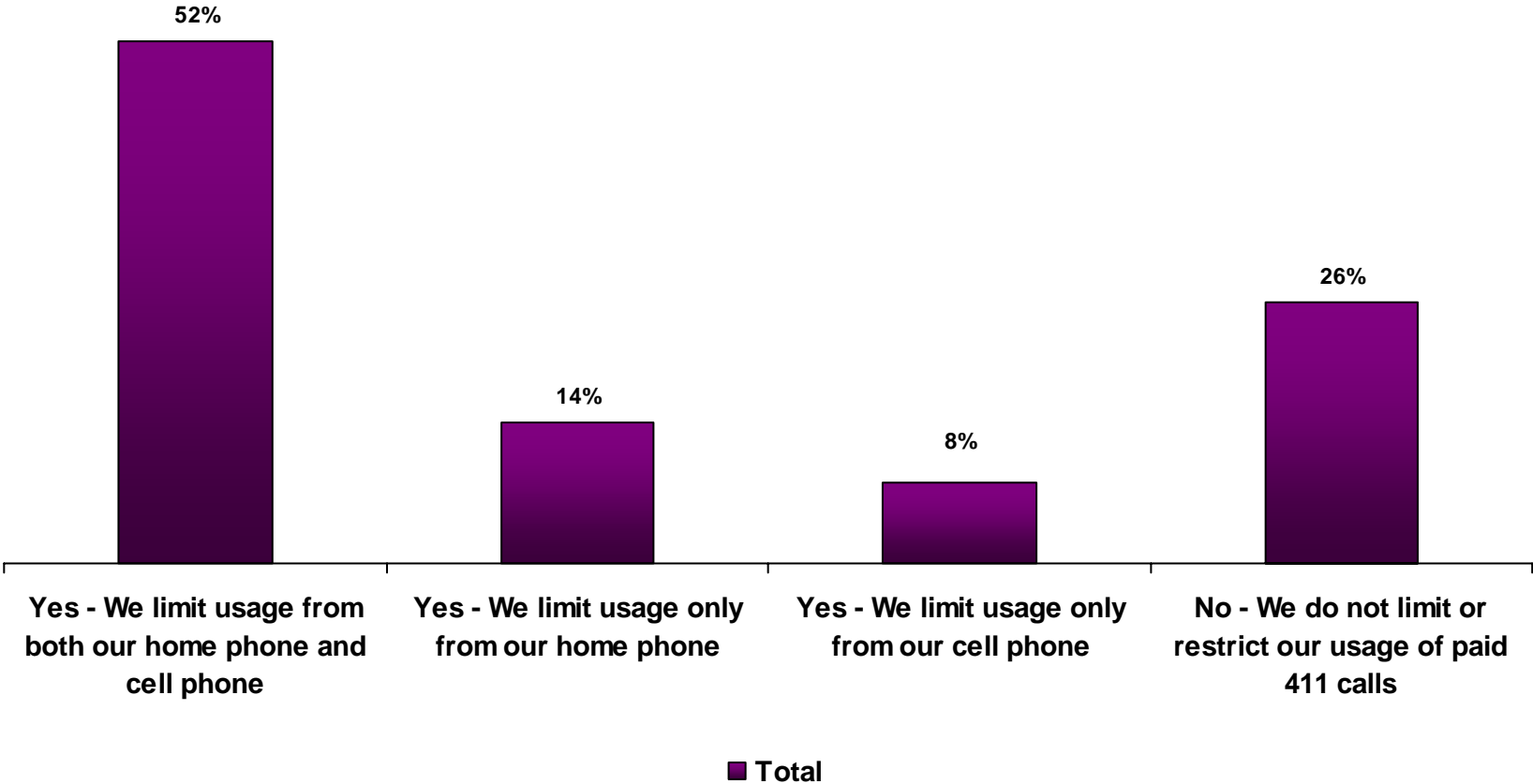
411 directory assistance should be free.



■ Male ■ Female ■ Total

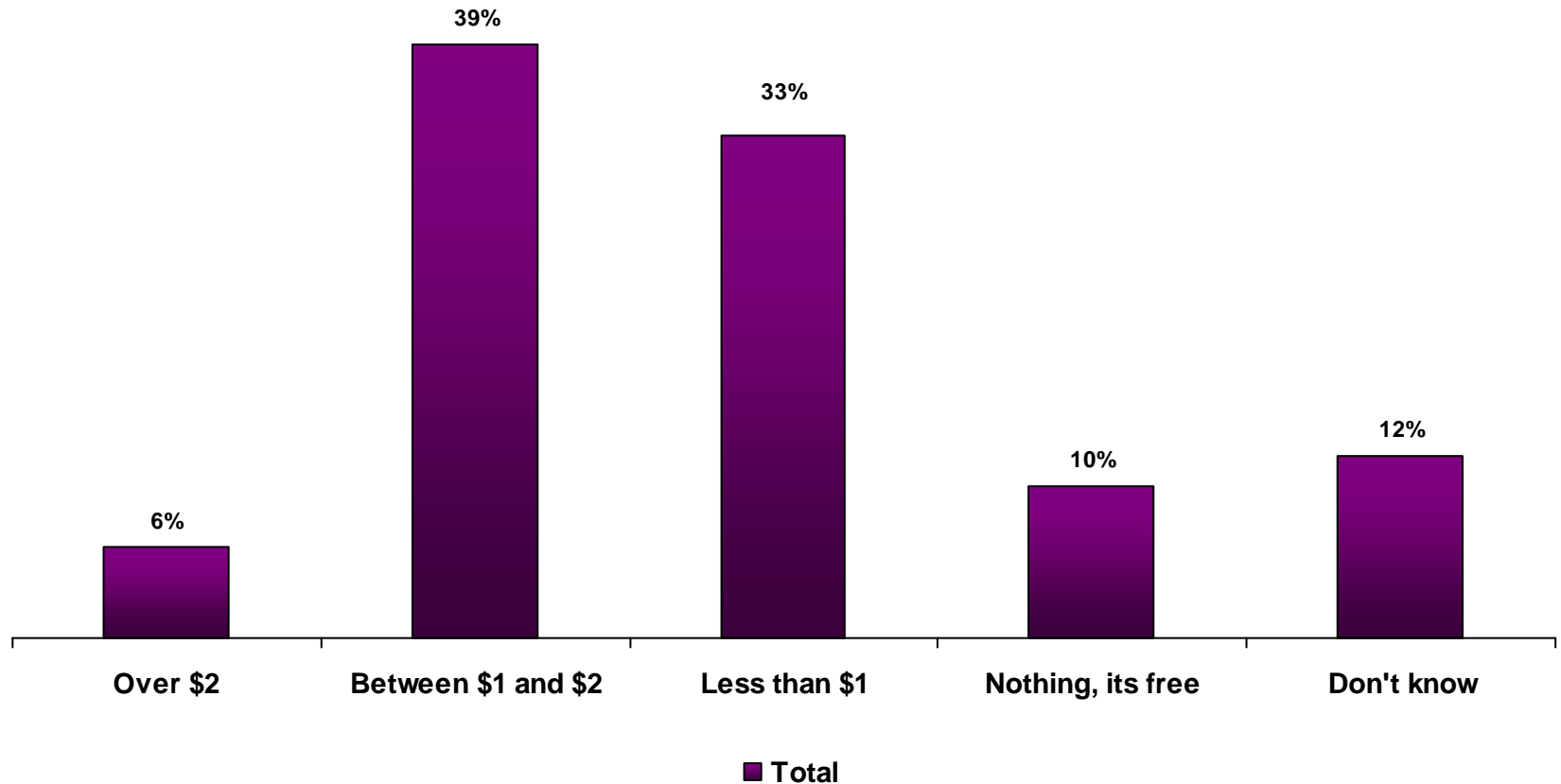
# Restriction / Controlled Use of Directory Assistance

*Do you and/or members of your household restrict or control the use of 411 directory assistance because of the cost?*



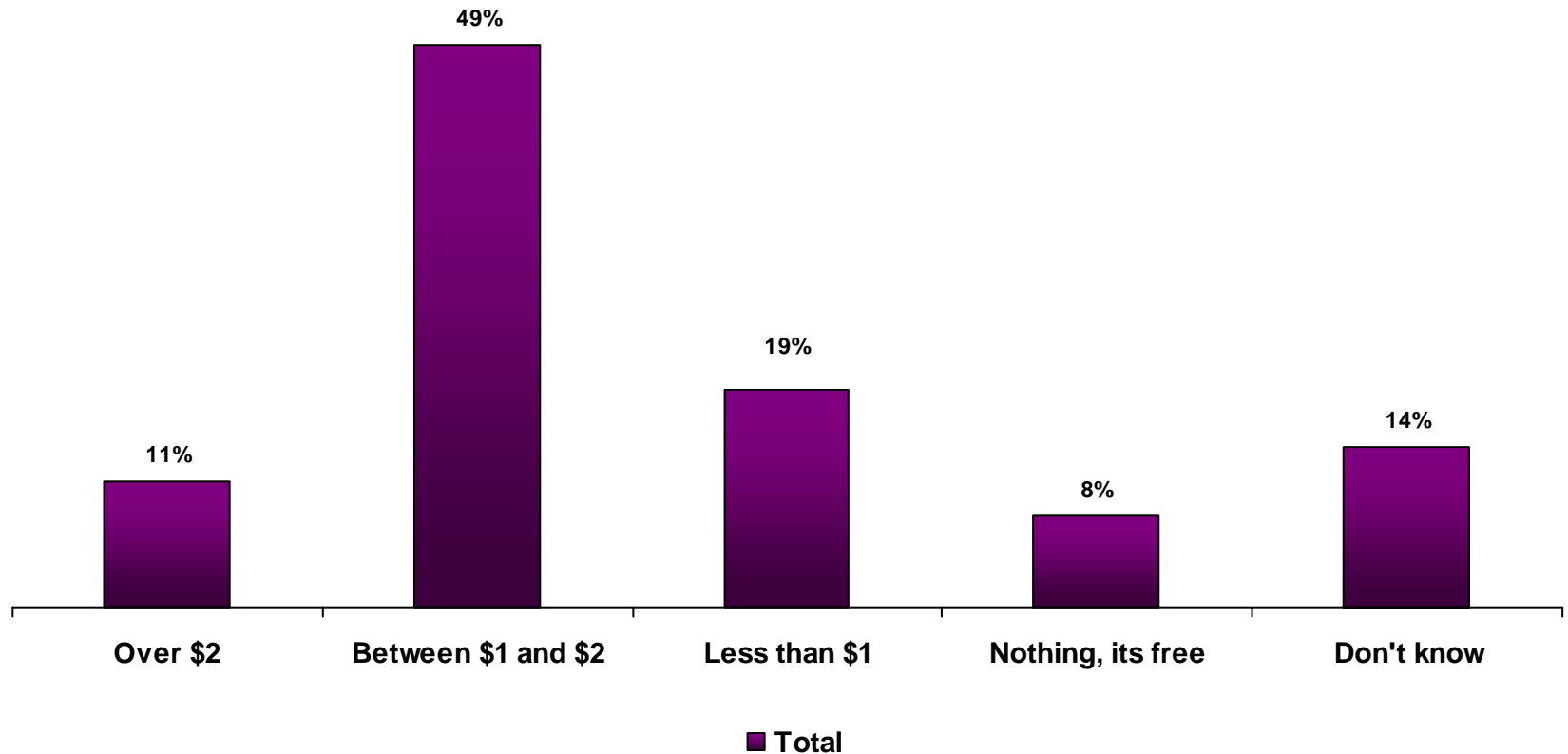
# Perceived Amount Paid when Using Directory Assistance from Home Phone

*Please select the amount that you believe you pay each time you use 411 directory assistance from your home phone.*



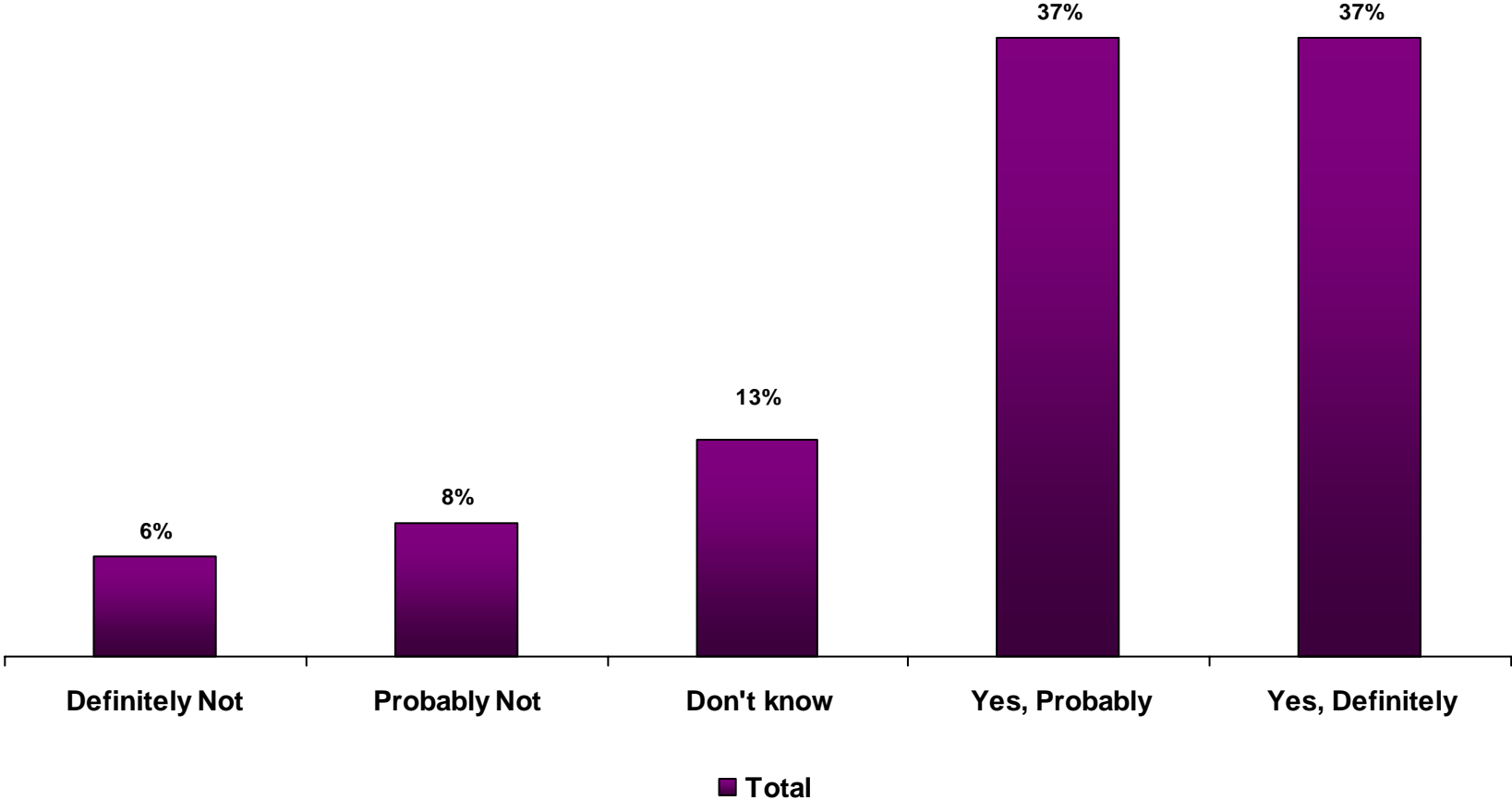
# Perceived Amount Paid when Using Directory Assistance from Cell Phone

*Please select the amount that you believe you pay each time you use 411 directory assistance from your cell phone.*



# Preference to Use Free 411 Service Over Carrier's Paid Service

*Suppose there was a free 411 service which was paid for by advertisers -- you would need to listen to a 10-20 second ad each time you called in order to get the service for free, but otherwise it would be the same service that you pay for today. The ads would relate to your lookup request – presenting valuable offers that would likely interest you. Would you prefer to use such a free 411 service, rather than your carrier's paid service?*



# Free 411 Service Used More Often than Paid 411 Service

*You mentioned you would be likely to use a free 411 service, if it were available. Do you think you would use the free 411 service more often than you use your paid 411 service?*

