



RAPID RESEARCH SAMPLE – BUSINESS INFORMATION QUERY

Research request:

I need info on the total number of wireless subscribers and the wireless revenue growth. Info on the wireless subscribers demographics, by minutes of use, monthly bill. Any surveys?

Clarification sought from the client:

- We would like to know whether you need the information for the US geography or worldwide.
- We would also like to know the period for which the information is sought.
- In addition, it would be helpful in our research if you could let us know about the client end use of the information (optional)

Clarification provided by the client:

The information is required for the US market in 2001. The client is a wireless service provider and needs the information to better target the customers.



TO: XYZ
FROM: commNOW
DATE: December 23, 2002
RE: US wireless subscribers demographics

INQUIRY:

- Total number of wireless subscribers in the US
- Total wireless revenue and growth
- Wireless subscriber demographics

SCOPE: Wireless subscribers in the US in 2001

RESEARCH LOGIC:

- Various proprietary and free databases were used to search the necessary information. In addition, the website of the Cellular Telecommunication and Internet Association, yielded some useful information.
- 'The Strategis Group' databank was also used to cull out the necessary information and yielded relevant results.

RESULTS:

Number of wireless subscribers and revenue:

The number of wireless subscribers in the US was estimated to be 128.37 million at December 2001. This represented a growth of 17.2% over the previous year. The total wireless revenue in the US was estimated to be USD 65.3 billion in 2001 as against revenue of USD 45.3 billion in 2000.

Source: www.wow-com.com

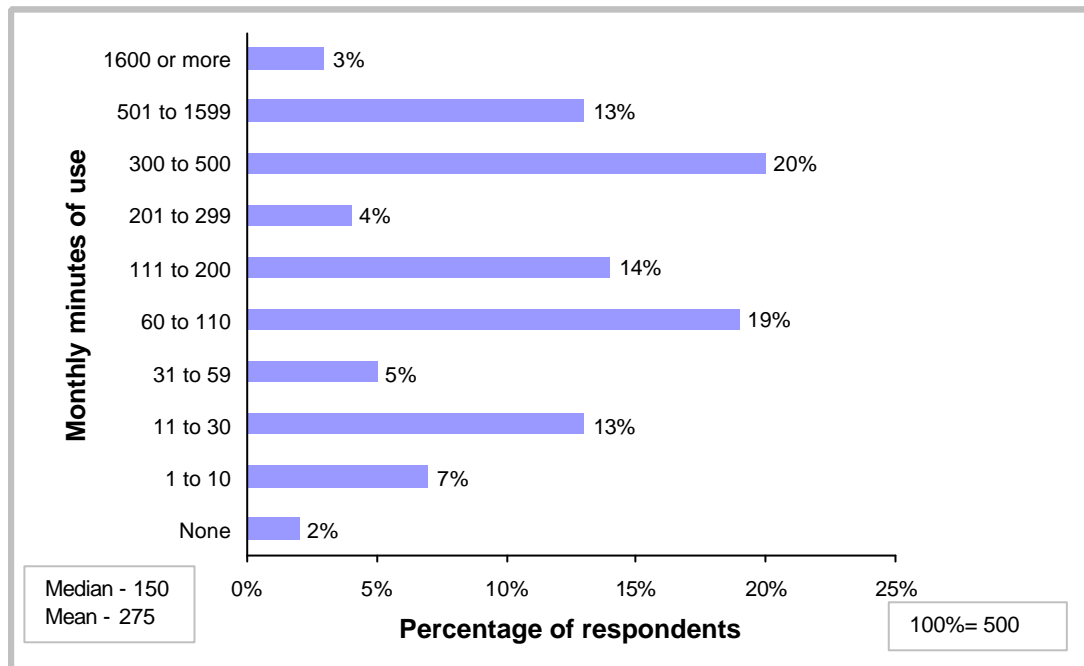
Wireless Subscriber Demographics:

- Wireless subscriber profile by monthly bill

Monthly Bill	All users (100%=500)	Age18-29	Use phones for personal use only	>50% use for Business
\$1-\$20	8%	7%	14%	2%
\$21-\$25	9%	4%	17%	2%
\$26-\$30	17%	20%	23%	9%
\$31-\$40	19%	20%	16%	14%
\$41-\$49	5%	7%	2%	5%
\$50-\$85	24%	26%	17%	26%
\$86-\$99	3%	1%	3%	7%
\$100 or more	15%	14%	7%	23%

Source: Strategis Group report

- Wireless subscribers profile by minutes of use.



Source: Strategis Group report

Trends:

- The wireless revenues grew by 44.2%, and outpaced the growth in the number of cellular subscribers, which grew by 17.2% in 2001. This meant that the ARPU increased from \$413.7 in 2000 to \$508.5 in 2001.
- The demographic data on the monthly spending, highlights the fact that those who use their cellular or PCS phone for strictly personal reasons tend to have much lower monthly bills than those who use their phone for business. Thirty-five percent of those who use their phone for business reasons more than 50% of the time have a monthly bill of over \$100, compared to only 7% who do not use their phone for business.
- While cellular user's average monthly minutes of use were 275, the median monthly minutes of use was only 150. Cellular operators therefore make a significant amount of their revenue from high-usage subscribers.

Additional reading:

- Report on 'US Wireless Consumer Trends- Surveys and Analysis 2001'
The Strategis group
- The Cellular Telecommunication and Internet Association statistics
<http://www.wow-com.com/industry/stats/>

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