

Your current long distance company offers...

Local, toll and long distance service for...

Same price as your current local telephone company on any lines that you switch and...

The telephone numbers change only on the lines that you decide to switch. If you decide to switch main/published numbers, they get an announcement with transfer for 2 years. (3)

[73:4]

3. HOW WILLING WOULD YOU BE TO SWITCH ANY OF THESE LINES TO THIS COMPANY?

	<u>Very</u>	<u>Somewhat</u>	<u>Not very</u>	<u>Not at all</u>		<u>What percent would you move?</u>	
Main/published lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[75]	_____ %	[78:80]
Other lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[76]	_____ %	[81:83]
DID numbers.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[77]	_____ %	[84:86]

A telecommunications company other than your current long distance or local telephone company offers...

Local, toll and long distance service for...

25% less than your current local telephone company on any lines that you switch and...

The telephone numbers change only on the lines that you decide to switch. If you decide to switch main/published numbers, they get an announcement with transfer for 1 year. (4)

[87:88]

4. HOW WILLING WOULD YOU BE TO SWITCH ANY OF THESE LINES TO THIS COMPANY?

	<u>Very</u>	<u>Somewhat</u>	<u>Not very</u>	<u>Not at all</u>		<u>What percent would you move?</u>	
Main/published lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[89]	_____ %	[92:94]
Other lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[90]	_____ %	[95:97]
DID numbers.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[91]	_____ %	[98:100]

A telecommunications company other than your current long distance or local telephone company offers...

Local and toll service for...

Same price as your current local telephone company on any lines that you switch and...

The telephone numbers change only on the lines that you decide to switch. If you decide to switch main/published numbers, they get an announcement with transfer for 2 years.

(5)
[101:02]

5. HOW WILLING WOULD YOU BE TO SWITCH ANY OF THESE LINES TO THIS COMPANY?

	<u>Very</u>	<u>Somewhat</u>	<u>Not very</u>	<u>Not at all</u>		<u>What percent would you move?</u>	
Main/published lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[103]	_____ %	[108:08]
Other lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[104]	_____ %	[108:11]
DID numbers.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[105]	_____ %	[112:14]

A telecommunications company other than your current long distance or local telephone company offers...

Local, toll and long distance service for...

Same price as your current local telephone company on any lines that you switch and...

The telephone numbers remain the same on any lines that you switch.

(6)
[115:14]

6. HOW WILLING WOULD YOU BE TO SWITCH ANY OF THESE LINES TO THIS COMPANY?

	<u>Very</u>	<u>Somewhat</u>	<u>Not very</u>	<u>Not at all</u>		<u>What percent would you move?</u>	
Main/published lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[117]	_____ %	[120:22]
Other lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[118]	_____ %	[123:25]
DID numbers.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[119]	_____ %	[126:28]

Your current long distance company offers...

Local, toll and long distance service for...

Same price as your current local telephone company on any lines that you switch and...

The telephone numbers change only on the lines that you decide to switch. If you decide to switch main/published numbers, they get an announcement with transfer for 1 year.

(7)

[129:30]

7. HOW WILLING WOULD YOU BE TO SWITCH ANY OF THESE LINES TO THIS COMPANY?

	<u>Very</u>	<u>Somewhat</u>	<u>Not very</u>	<u>Not at all</u>		What percent would <u>you move?</u>	
Main/published lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[131]	_____ %	[134:36]
Other lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[132]	_____ %	[137:39]
DID numbers.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[133]	_____ %	[140:42]

Your current long distance company offers...

Local, toll and long distance service for...

15% less than your current local telephone company on any lines that you switch and...

The telephone numbers change only on the lines that you decide to switch. If you decide to switch main/published numbers, they get an announcement with transfer for 1 year.

(8)

[143:44]

8. HOW WILLING WOULD YOU BE TO SWITCH ANY OF THESE LINES TO THIS COMPANY?

	<u>Very</u>	<u>Somewhat</u>	<u>Not very</u>	<u>Not at all</u>		What percent would <u>you move?</u>	
Main/published lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[145]	_____ %	[148:50]
Other lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[146]	_____ %	[151:53]
DID numbers.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[147]	_____ %	[154:56]

A telecommunications company other than your current long distance or local telephone company offers...

Local and toll service for...

15% less than your current local telephone company on any lines that you switch and...

The telephone numbers remain the same on any lines that you switch.

(9)

[157:58]

9. HOW WILLING WOULD YOU BE TO SWITCH ANY OF THESE LINES TO THIS COMPANY?

	<u>Very</u>	<u>Somewhat</u>	<u>Not very</u>	<u>Not at all</u>		What percent would <u>you move?</u>	
Main/published lines.....	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	[159]	_____ %	[162:84]
Other lines.....	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	[160]	_____ %	[163:167]
DID numbers.....	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	[161]	_____ %	[166:70]

A telecommunications company other than your current long distance or local telephone company offers...

Local, toll and long distance service for...

25% less than your current local telephone company on any lines that you switch and...

The telephone numbers change only on the lines that you decide to switch. If you decide to switch main/published numbers, they get an announcement with transfer for 2 years.

(10)

[171:72]

10. HOW WILLING WOULD YOU BE TO SWITCH ANY OF THESE LINES TO THIS COMPANY?

	<u>Very</u>	<u>Somewhat</u>	<u>Not very</u>	<u>Not at all</u>		What percent would <u>you move?</u>	
Main/published lines.....	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	[173]	_____ %	[176:78]
Other lines.....	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	[174]	_____ %	[179:81]
DID numbers.....	<input type="checkbox"/> ₄	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	[175]	_____ %	[182:84]

Your current long distance company offers...

Local, toll and long distance service for...

Same price as your current local telephone company on any lines that you switch and...

The telephone numbers change only on the lines that you decide to switch. If you decide to switch main/published numbers, they get an announcement for 2 years.

(11)

[185:86]

11. HOW WILLING WOULD YOU BE TO SWITCH ANY OF THESE LINES TO THIS COMPANY?

	<u>Very</u>	<u>Somewhat</u>	<u>Not very</u>	<u>Not at all</u>		What percent would <u>you move?</u>	
Main/published lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[187]	_____ %	[190:92]
Other lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[188]	_____ %	[193:95]
DID numbers.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[189]	_____ %	[196:98]

Your current long distance company offers...

Local, toll and long distance service for...

15% less than your current local telephone company on any lines that you switch and...

The telephone numbers change only on the lines that you decide to switch. If you decide to switch main/published numbers, they get an announcement with transfer for 2 years.

(12)

[199:200]

12. HOW WILLING WOULD YOU BE TO SWITCH ANY OF THESE LINES TO THIS COMPANY?

	<u>Very</u>	<u>Somewhat</u>	<u>Not very</u>	<u>Not at all</u>		What percent would <u>you move?</u>	
Main/published lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[201]	_____ %	[204:06]
Other lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[202]	_____ %	[207:09]
DID numbers.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[203]	_____ %	[210: 12]

Your current long distance company offers...
 Local, toll and long distance service for...
 5% less than your current local telephone company on any lines that you switch and...
 The telephone numbers change only on the lines that you decide to switch. If you decide to switch main/published numbers, they get an announcement for 1 year.

(13)
 [213:14]

13. HOW WILLING WOULD YOU BE TO SWITCH ANY OF THESE LINES TO THIS COMPANY?

	<u>Very</u>	<u>Somewhat</u>	<u>Not very</u>	<u>Not at all</u>		<u>What percent would you move?</u>	
Main/published lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[215]	_____ %	[218:20]
Other lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[216]	_____ %	[221:23]
DID numbers.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[217]	_____ %	[224:26]

Your current long distance company offers...
 Local, toll and long distance service for...
 25% less than your current local telephone company on any lines that you switch and...
 The telephone numbers change only on the lines that you decide to switch. If you decide to switch main/published numbers, they get an announcement for 1 year.

(14)
 [227:28]

14. HOW WILLING WOULD YOU BE TO SWITCH ANY OF THESE LINES TO THIS COMPANY?

	<u>Very</u>	<u>Somewhat</u>	<u>Not very</u>	<u>Not at all</u>		<u>What percent would you move?</u>	
Main/published lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[229]	_____ %	[232:34]
Other lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[230]	_____ %	[235:37]
DID numbers.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[231]	_____ %	[238:40]

A telecommunications company other than your current long distance or local telephone company offers...

Local, toll and long distance service for...

5% less than your current local telephone company on any lines that you switch and...

The telephone numbers change only on the lines that you decide to switch. If you decide to switch main/published numbers, they get an announcement with transfer for 2 years. ⁽¹⁵⁾

[241:42]

15. HOW WILLING WOULD YOU BE TO SWITCH ANY OF THESE LINES TO THIS COMPANY?

	<u>Very</u>	<u>Somewhat</u>	<u>Not very</u>	<u>Not at all</u>		<u>What percent would you move?</u>	
Main/published lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[243]	_____ %	[246:48]
Other lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[244]	_____ %	[249:51]
DID numbers.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[245]	_____ %	[252:54]

A telecommunications company other than your current long distance or local telephone company offers...

Local, toll and long distance service for...

15% less than your current local telephone company on any lines that you switch and...

The telephone numbers change only on the lines that you decide to switch. If you decide to switch main/published numbers, they get an announcement for 1 year.

(16)

[255:56]

16. HOW WILLING WOULD YOU BE TO SWITCH ANY OF THESE LINES TO THIS COMPANY?

	<u>Very</u>	<u>Somewhat</u>	<u>Not very</u>	<u>Not at all</u>		<u>What percent would you move?</u>	
Main/published lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[257]	_____ %	[260:62]
Other lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[258]	_____ %	[263:65]
DID numbers.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[259]	_____ %	[266:68]

A telecommunications company other than your current long distance or local telephone company offers...

Local, toll and long distance service for...

Same price as your current local telephone company on any lines that you switch and...

The telephone numbers change only on the lines that you decide to switch. If you decide to switch main/published numbers, they get an announcement for 1 year.

(17)

[268:70]

17. HOW WILLING WOULD YOU BE TO SWITCH ANY OF THESE LINES TO THIS COMPANY?

	<u>Very</u>	<u>Somewhat</u>	<u>Not very</u>	<u>Not at all</u>		What percent would <u>you move?</u>	
Main/published lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[271]	_____ %	[274:75]
Other lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[272]	_____ %	[277:79]
DID numbers.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[273]	_____ %	[280:82]

A telecommunications company other than your current long distance or local telephone company offers...

Local, toll and long distance service for...

15% less than your current local telephone company on any lines that you switch and...

The telephone numbers change only on the lines that you decide to switch. If you decide to switch main/published numbers, they get an announcement for 2 years.

(18)

[283:84]

18. HOW WILLING WOULD YOU BE TO SWITCH ANY OF THESE LINES TO THIS COMPANY?

	<u>Very</u>	<u>Somewhat</u>	<u>Not very</u>	<u>Not at all</u>		What percent would <u>you move?</u>	
Main/published lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[285]	_____ %	[288:90]
Other lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[286]	_____ %	[291:93]
DID numbers.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[287]	_____ %	[294:95]

Your current long distance company offers...

Local, toll and long distance service for...

5% less than your current local telephone company on any lines that you switch and...

The telephone numbers change only on the lines that you decide to switch. If you decide to switch main/published numbers, they get an announcement for 2 years.

(19)

[297:98]

19. HOW WILLING WOULD YOU BE TO SWITCH ANY OF THESE LINES TO THIS COMPANY?

	<u>Very</u>	<u>Somewhat</u>	<u>Not very</u>	<u>Not at all</u>		What percent would <u>you move?</u>	
Main/published lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[299]	_____ %	[302:04]
Other lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[300]	_____ %	[305:07]
DID numbers.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[301]	_____ %	[308:310]

Your current long distance company offers...

Local, toll and long distance service for...

Same price as your current local telephone company on any lines that you switch and...

The telephone numbers remain the same on any lines that you switch.

(20)

[311:12]

20. HOW WILLING WOULD YOU BE TO SWITCH ANY OF THESE LINES TO THIS COMPANY?

	<u>Very</u>	<u>Somewhat</u>	<u>Not very</u>	<u>Not at all</u>		What percent would <u>you move?</u>	
Main/published lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[313]	_____ %	[316:18]
Other lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[314]	_____ %	[319:21]
DID numbers.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[315]	_____ %	[322:24]

A telecommunications company other than your current long distance or local telephone company offers...

Local and toll service for...

5% less than your current local telephone company on any lines that you switch and...

The telephone numbers change only on the lines that you decide to switch. If you decide to switch main/published numbers, they get an announcement with transfer for 1 year. (21)

[325:21]

21. HOW WILLING WOULD YOU BE TO SWITCH ANY OF THESE LINES TO THIS COMPANY?

	<u>Very</u>	<u>Somewhat</u>	<u>Not very</u>	<u>Not at all</u>		<u>What percent would you move?</u>	
Main/published lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[327]	_____ %	[330:32]
Other lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[328]	_____ %	[333:35]
DID numbers.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[328]	_____ %	[336:38]

A telecommunications company other than your current long distance or local telephone company offers...

Local, toll and long distance service for...

Same price as your current local telephone company on any lines that you switch and...

The telephone numbers change only on the lines that you decide to switch. If you decide to switch main/published numbers, they get an announcement for 2 years.

(22)

[336:40]

22. HOW WILLING WOULD YOU BE TO SWITCH ANY OF THESE LINES TO THIS COMPANY?

	<u>Very</u>	<u>Somewhat</u>	<u>Not very</u>	<u>Not at all</u>		<u>What percent would you move?</u>	
Main/published lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[341]	_____ %	[344:346]
Other lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[342]	_____ %	[347:49]
DID numbers.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[343]	_____ %	[350:52]

A telecommunications company other than your current long distance or local telephone company offers...

Local, toll and long distance service for...

5% less than your current local telephone company on any lines that you switch and...

The telephone numbers remain the same on any lines that you switch.

(23)

[353:54]

23. HOW WILLING WOULD YOU BE TO SWITCH ANY OF THESE LINES TO THIS COMPANY?

	<u>Very</u>	<u>Somewhat</u>	<u>Not very</u>	<u>Not at all</u>		What percent would <u>you move?</u>	
Main/published lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[355]	_____ %	[355:50]
Other lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[356]	_____ %	[356:53]
DID numbers.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[357]	_____ %	[357:55]

Your current long distance company offers...

Local, toll and long distance service for...

25% less than your current local telephone company on any lines that you switch and...

The telephone numbers remain the same on any lines that you switch.

(24)

[367:58]

24. HOW WILLING WOULD YOU BE TO SWITCH ANY OF THESE LINES TO THIS COMPANY?

	<u>Very</u>	<u>Somewhat</u>	<u>Not very</u>	<u>Not at all</u>		What percent would <u>you move?</u>	
Main/published lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[369]	_____ %	[372:74]
Other lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[370]	_____ %	[375:77]
DID numbers.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[371]	_____ %	[378:80]

A telecommunications company other than your current long distance or local telephone company offers...

Local and toll service for...

Same price as your current local telephone company on any lines that you switch and...

The telephone numbers change only on the lines that you decide to switch. If you decide to switch main/published numbers, they get an announcement for 1 year.

(25)

[381:82]

25. HOW WILLING WOULD YOU BE TO SWITCH ANY OF THESE LINES TO THIS COMPANY?

	<u>Very</u>	<u>Somewhat</u>	<u>Not very</u>	<u>Not at all</u>		<u>What percent would you move?</u>	
Main/published lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[383]	_____ %	[386:88]
Other lines.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[384]	_____ %	[389:91]
DID numbers.....	<input type="checkbox"/> 4	<input type="checkbox"/> 3	<input type="checkbox"/> 2	<input type="checkbox"/> 1	[385]	_____ %	[392:94]

26. Assuming that you were planning to switch any of your local and toll telephone service to another company and all companies were making basically the same offer, which company would you choose? (CHECK ONLY ONE COMPANY)

- | | | | |
|------------------------|-----------------------------|--|-----------------------------|
| Access America..... | <input type="checkbox"/> 01 | ExpressTel..... | <input type="checkbox"/> 12 |
| Allnet..... | <input type="checkbox"/> 02 | MCI..... | <input type="checkbox"/> 13 |
| AT&T..... | <input type="checkbox"/> 03 | Metromedia..... | <input type="checkbox"/> 14 |
| Bay Area Teleport..... | <input type="checkbox"/> 04 | Metropolitan Fiber System (MFS)..... | <input type="checkbox"/> 15 |
| Bittell..... | <input type="checkbox"/> 05 | Phoenix..... | <input type="checkbox"/> 16 |
| Cable & Wireless..... | <input type="checkbox"/> 06 | Sprint..... | <input type="checkbox"/> 17 |
| Call America..... | <input type="checkbox"/> 07 | Teleport Communications Group (TCG)..... | <input type="checkbox"/> 18 |
| Centex..... | <input type="checkbox"/> 08 | ThriftyTel..... | <input type="checkbox"/> 19 |
| Comm Systems..... | <input type="checkbox"/> 09 | WITel..... | <input type="checkbox"/> 20 |
| Dialnet..... | <input type="checkbox"/> 10 | Working Assets..... | <input type="checkbox"/> 21 |
| Execuline..... | <input type="checkbox"/> 11 | Another company (PLEASE WRITE IN) | |

[395:96]

27. Assuming that you had to change your telephone numbers if you switched service, how much would each of the following influence your likelihood to switch your local and toll telephone service to another company? For each one, please indicate whether it would make you much more likely to consider switching, somewhat more likely to consider switching or have no affect on your likelihood to consider switching.

MUCH MORE LIKELY SOMEWHAT MORE LIKELY HAVE NO AFFECT

The company reimburses you for \$1,000 towards reprinting your business stationary..... ₃ ₂ ₁ [397]

You could customize the announcement people hear when they call your old number (e.g., "Thank you for calling ABC Rentals. Although our number has changed to 555-2222, our quality service remains the same")..... ₃ ₂ ₁ [398]

Your company is planning to move or relocate..... ₃ ₂ ₁ [399]

A new Yellow Pages Directory is just about to be published..... ₃ ₂ ₁ [400]

28. Assuming that you would switch your local and toll service under any of the offers presented, would there be a trial period during which you tested the new company's services by only switching some lines to the new company, or would you switch all of your lines at once? [401]

Would test services first and only switch some lines..... ₁
 Would not test services..... ₂

28b. How many lines would you switch initially?
 LINES TESTED: _____ [402:05]

28c. If the services tested were satisfactory, how many lines would you eventually switch?
 LINES SWITCHED: _____ [406:09]

SECTION III - MARKETING AND TELECOMMUNICATIONS

- 1a. Which of the following advertising or sales avenues does your company use?
- 1b. Which of these have your phone number displayed or announced?
- 1c. Which is your primary source of business?

	Q. 1a <u>USE</u>	Q. 1b <u>HAS PHONE NUMBER</u>	Q.1c <u>PRIMARY SOURCE</u>
Yellow Pages advertising.....	<input type="checkbox"/> 01 (410-11)	<input type="checkbox"/> 01 (430-31)	<input type="checkbox"/> 01 (450-51)
Television advertising	<input type="checkbox"/> 02 (412-13)	<input type="checkbox"/> 02 (432-33)	<input type="checkbox"/> 02 (452-53)
Radio advertising.....	<input type="checkbox"/> 03 (414-15)	<input type="checkbox"/> 03 (434-35)	<input type="checkbox"/> 03 (454-55)
Newspaper/magazine advertising	<input type="checkbox"/> 04 (416-17)	<input type="checkbox"/> 04 (436-37)	<input type="checkbox"/> 04 (456-57)
Outdoor advertising/billboards/trucks.....	<input type="checkbox"/> 05 (418-19)	<input type="checkbox"/> 05 (438-39)	<input type="checkbox"/> 05 (458-59)
Flyers or direct mail	<input type="checkbox"/> 06 (420-21)	<input type="checkbox"/> 06 (440-41)	<input type="checkbox"/> 06 (460-61)
Business cards.....	<input type="checkbox"/> 07 (422-23)	<input type="checkbox"/> 07 (442-43)	<input type="checkbox"/> 07 (462-63)
Trade directories or publications	<input type="checkbox"/> 08 (424-25)	<input type="checkbox"/> 08 (444-45)	<input type="checkbox"/> 08 (464-65)
Storefront/drop-in.....	<input type="checkbox"/> 09 (426-27)	<input type="checkbox"/> 09 (446-47)	<input type="checkbox"/> 09 (466-67)
Word-of-mouth/referral.....	<input type="checkbox"/> 10 (428-29)	<input type="checkbox"/> 10 (448-49)	<input type="checkbox"/> 10 (468-69)
Any other source? (WRITE IN BELOW)			
_____	<input type="checkbox"/> 99	<input type="checkbox"/> 99	<input type="checkbox"/> 99

2. Approximately how many different customers or clients does your company have?

Less than 100	<input type="checkbox"/> 1
100 - 499	<input type="checkbox"/> 2
500 - 999	<input type="checkbox"/> 3
1,000 - 4,999	<input type="checkbox"/> 4
Over 5,000	<input type="checkbox"/> 5

[470]

3. What proportion of all of your sales is repeat business from past customers?

PERCENT REPEAT BUSINESS: _____ %

[471:73]

4. Which of the following methods, if any, does your company use in its sales efforts? If you use more than one, please indicate which one is used most.

	<u>USE</u>	<u>USE MOST</u>
Inbound sales on regular phone number	<input type="checkbox"/> 1 (474)	<input type="checkbox"/> 1 (478)
Inbound sales on 800 number	<input type="checkbox"/> 2 (475)	<input type="checkbox"/> 2
Outbound telephone sales	<input type="checkbox"/> 3 (476)	<input type="checkbox"/> 3
In-person sales/walk-in	<input type="checkbox"/> 4 (477)	<input type="checkbox"/> 4
None of these	<input type="checkbox"/> 5	

5. How frequently does your company reprint its...

	<u>BUSINESS STATIONERY AND LETTERHEAD</u>	<u>BUSINESS CARDS</u>
At least every 6 months	<input type="checkbox"/> 1	<input type="checkbox"/> 1
Every 6 months to 1 year.....	<input type="checkbox"/> 2	<input type="checkbox"/> 2
Every 1 year to 2 years	<input type="checkbox"/> 3	<input type="checkbox"/> 3
Every 2 years to 3 years.....	<input type="checkbox"/> 4	<input type="checkbox"/> 4
Every 3 years or more.....	<input type="checkbox"/> 5	<input type="checkbox"/> 5
	[479]	[480]

6. How likely is your company to move locations within the next 2 years?

Very likely	<input type="checkbox"/> 1	[481]
Somewhat likely.....	<input type="checkbox"/> 2	
Not very likely	<input type="checkbox"/> 3	
Not at all likely	<input type="checkbox"/> 4	

7a. Has your company ever changed its main, published telephone number?

[482]

- YES ₁ PLEASE ANSWER QUESTIONS 7b AND 7c
- NO ₂ PLEASE GO TO QUESTION 8a

7b. Why did your number change?

- Moved locations ₁ [483]
 - Area code split..... ₂
 - Changed telephone companies ₃
 - Changed telephone systems ₄
 - Any other reason? (PLEASE WRITE IN)
-

7c. When did your number change?

- Within the past 6 months ₁ [484]
- 6 months to 1 year ago..... ₂
- 1 year to 2 years ago ₃
- 2 years to 3 years ago..... ₄
- 3 years ago or more..... ₅

8a. Does your company currently use Remote Call Forwarding or a Number Retention service that enables you to keep an old telephone number?

- YES ₁ PLEASE ANSWER QUESTION 8b [485]
- NO..... ₂ PLEASE GO TO END

8b. Does your company plan to keep this service indefinitely, or will you stop the service eventually and use your new number? If you will stop eventually, how long do you plan to use this service?

- Will always keep service ₁ [486]
- Will stop service after one year..... ₂
- Will stop service after two years..... ₃
- Will stop service after three years ₄
- Will stop service after more than three years.... ₅

Thank you for participating in this survey! Please be sure that you have answered all of the questions put it in the enclosed, self-addressed return envelop and drop it in the mail. We would like to have all surveys back within the next week.

DICTIONARY OF TERMS

INFORMATION BOOKLET

Conducted by:

CONSTAT, INC.
450 Sansome Street, Suite 1100
San Francisco, CA 94111

THE THREE TYPES OF BASIC TELEPHONE SERVICE

This survey will require you to distinguish between the three different types of basic telephone service: long distance, toll and local service.

Local phone service.....= The local calls your company makes, for example across the street. It also includes the line charges that you pay per month per telephone line. This service is generally provided by local phone companies like Pacific Bell and GTE.

Long distance service.....= Calls made across the state, for example from Los Angeles to San Francisco, out of California or out of the country. These calls usually are provided by companies like AT&T, MCI and Sprint.

Toll calls= Also called "service area" or "local long distance" calls. Calls within California which are further away than local calls but not as far away as long distance calls, and usually include a per minute charge. This service is traditionally provided by local telephone companies such as Pacific Bell and GTE.

Beginning in January 1995, telecommunications companies like AT&T, MCI and Sprint will also be able to carry these calls.

THE COMPANY

This is the company that would provide your local and toll service. When competition occurs, many different companies will offer these services. For this study, there are two different types of companies:

Your current long distance company.....= The company who currently provides your long distance service

A telecommunications company other= An existing or new telecommunications company that you do not currently use for long distance service. This could be a major long distance company or another company (e.g., a toll company or telemanagement company).

THE SERVICES PROVIDED

Different companies would be able to provide different types of service. These services would be:

Local and toll service= The company would provide all of the services you currently get from your current local telephone company – telephone lines, local calls, toll calls, Centrex, call waiting, etc. It does not include long distance, 800 numbers, Yellow Pages ads or special data lines or services.

Local, toll and long distance service.....= The company would provide all of the services you currently get from your current local telephone company, as well as your long distance service.

THE COST OF LOCAL AND TOLL SERVICE

This cost includes all of the services you currently get from your current local telephone company – telephone lines, local calls, toll calls, Centrex, call waiting, etc. It does not include long distance, 800 numbers, Yellow Pages ads or special data lines or services.

Same as your current local= The company's rates for local and toll service would always be the same as your current local telephone company's. If your current local telephone company dropped its prices, the company would always match that price.

5% less= The company's rates for local and toll service would always be 5% (or 15% or 25%) less than your current local telephone company's. If your current local telephone company dropped its prices, the company's prices would also drop.

15% less

25% less

THE IMPACT ON YOUR TELEPHONE SYSTEM

If you switched companies, your telephone lines and their telephone numbers might be affected . The possible impacts are as follows:

The telephone numbers remain the same= You keep your numbers if you choose to switch to on any lines that you switch. a new company.

OR

The telephone numbers change on any= If you switch lines to a different company, those lines that you switch. Main/published telephone numbers change. If you decide to switch numbers get an announcement for 1 year. your main or published numbers, when someone calls your old published number, they hear a standard referral message. The announcement lasts for one year. After that time, you can extend it for \$15.00 per month per number.

OR

The telephone numbers change on any= Same as above, only the announcement lasts for lines that you switch. Main/published two years. After that time, you can extend it for numbers get an announcement for 2 years. \$15.00 per month per number.

OR

The telephone numbers change on any= If you switch lines to a different company, those lines that you switch. Main/published telephone numbers change. If you decide to switch numbers get an announcement with transfer for 1 year. your main/published numbers, when someone calls the old number, they hear a standard referral message and are automatically transferred to your new number. The transfer and announcement lasts for one year. After that time, you can extend it for \$18.00 per month per number.

OR

The telephone numbers change on any= Same as above, only the announcement and lines that you switch. Main/published transfer lasts for two years. After that time, you can numbers get an announcement with transfer for 2 years. extend it for \$18.00 per month per number.



Pacific Bell

**Analysis of Potential Local
Access Competition and
Interconnection Issues**

– Residence Market –

Final Report

Prepared for:
Pacific Bell
San Ramon, CA

Prepared by:
ConStat, Inc
San Francisco, CA

May, 1995



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Background

Over the past several years, many changes and developments have been occurring in the telecommunications industry, from technological advances to regulatory changes. One of the most significant regulatory changes facing Pacific Bell is the advent of intraLATA and local competition. Although Pacific Bell has been the sole provider of local exchange telephone service in California since divestiture in the early 1980's, new regulations will soon allow other companies to provide intraLATA and local service to customers. The California Public Utilities Commission (CPUC) is currently drafting and reviewing several decisions on the regulatory structure required to enable open competition within the service area.

Pacific Bell's new competitors are likely to consist of Competitive Access Providers (CAPs), Interexchange Carriers (IECs), cable companies and other communications providers. However, these potential competitors have voiced concerns to the CPUC that Pacific Bell, as the current exclusive provider of local exchanges services, will have unfair advantages in this arena.

With the existing technology, customers will be required to change their telephone number if they choose to use a different provider for local exchange services. Given this, the new competitors claim that Pacific Bell will be able to retain an unfair portion of the market because customers will not want to change their telephone numbers. Although number portability (the ability to retain a telephone number regardless of the provider) would eliminate this problem, the technology is not as yet developed. However, there are several interim solutions that may allow customers to retain the same telephone number with a new service provider.

To better understand the issues involved with providing number portability, Pacific Bell wanted to explore the value of number retention (versus the ability to choose a preferred provider and specific incentives to switch providers) and determine the effectiveness of the interim number portability solutions among residence customers. The Marketing Research Group at Pacific Bell asked ConStat, Inc. to develop a research study that would fully investigate the issues involved. The following report reviews the results of this study among Pacific Bell's residence customers.

Purpose and Objectives

There were three major elements of this project that, of themselves, are individual areas of study with unique issues for exploration. These areas are: (1) the value of an existing telephone number to incumbent customers, (2) the relative influence of possible incentives to switch to a different provider relative to maintaining an existing telephone number, and (3) the effectiveness of different technological solutions to number portability. Although some of the specific objectives of this study were pertinent to Pacific Bell's market position if local telephone competition were to occur, this study was not designed to be a competitive analysis of the local telephone market after other access providers are allowed.

The specific objectives of this research, as they relate to the major areas of study, were as follows:

Value of Telephone Numbers:

- Determine the value residences place on their telephone number(s) and identify the factors which create that value;
- Explore the problems and concerns that are perceived to be related to changing telephone numbers and how these problems contribute to the value of the number;
- Determine how "telephone number value" differs based on certain residence characteristics.

Incentives to Switch to a Different Provider:

- Assess the likelihood of switching to a different provider given the current "playing field";
- Develop an inventory of incentives that are likely to influence residence customers when deciding whether to switch local exchange services;
- Investigate the strength and influence of the specific incentives that might be offered by Pacific Bell or competing carriers;
- Determine whether these incentives, of themselves, outweigh the problems associated with changing telephone numbers.



Purpose and Objectives

Different Technological Solutions to Number Portability:

- Explore customer suggestions for solutions to changing a number;
- Assess what characteristics the solutions must have and identify the "least common denominator" among the solutions;
- Evaluate reactions to the specific interim solutions to number portability;
- Determine the benefits and limitations of each solution and gauge its effectiveness in overcoming the problems associated with changing numbers.

Interrelationships between these Elements:

- Evaluate what incentives and/or solutions are necessary to overcome the cost of changing a telephone number;
- Determine to what extent different incentive/solution scenarios will encourage customers to change service providers;
- Explore how the likelihood of switching providers and telephone number varies by different residence characteristics;
- Identify best and worst case scenarios, plus the impact of alternative strategies available to Pacific Bell.



Methodology - Overview

This research study was conducted in two phases, a qualitative phase in the form of focus groups, followed by a quantitative phase.

The initial focus groups provided an arena to examine the issues surrounding the study's objectives in depth (e.g., the concerns that are perceived to be related to changing telephone numbers). The qualitative phase also provided an opportunity to "flush out" the main issues related to switching a telephone number and to learn the terminology residence customers use to describe telecommunications services.

The findings from the qualitative phase provided additional direction for the quantitative research. Specifically, the qualitative results were used to refine the survey design and ensure the research instrument addressed all issues salient to respondents in a language they would understand.

The specific methodologies for each phase are outlined on the following pages.