

Your current long distance company offers...

Local, toll and long distance service.

You get local and toll service for the same price that you currently pay and...

Your telephone number remains the same.

(18)

[25:28]

7. HOW LIKELY WOULD YOU BE TO CONSIDER SWITCHING TO THIS COMPANY?

Very likely..... 4

[27]

Somewhat likely..... 3

Not very likely 2

Not at all likely 1

Your current long distance company offers...

Local, toll and long distance service.

You get local and toll service for the same price that you currently pay and...

Your telephone number changes and you get a referral announcement on your old number for 1 year.

(18)

[28:29]

8. HOW LIKELY WOULD YOU BE TO CONSIDER SWITCHING TO THIS COMPANY?

Very likely..... 4

[30]

Somewhat likely..... 3

Not very likely 2

Not at all likely 1

Your current long distance company offers...

Local, toll and long distance service.

You get local and toll service for 25% off what you currently pay and...

Your telephone number changes and you get a referral announcement on your old number for 6 months.

(17)

[31:32]

9. HOW LIKELY WOULD YOU BE TO CONSIDER SWITCHING TO THIS COMPANY?

Very likely..... 4

[33]

Somewhat likely..... 3

Not very likely..... 2

Not at all likely..... 1

A cable television company offers...

Local and toll service only.

You get local and toll service for the same price that you currently pay and...

Your telephone number changes and you get a referral announcement with transfer on your old number for 6 months.

(18)

[34:35]

10. HOW LIKELY WOULD YOU BE TO CONSIDER SWITCHING TO THIS COMPANY?

Very likely..... 4

[36]

Somewhat likely..... 3

Not very likely..... 2

Not at all likely..... 1

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

Local, toll and long distance service.

You get local and toll service for the same price that you currently pay and...

Your telephone number changes and you get a referral announcement with transfer on your old number for 1 year.

(15)

[37:38]

11. HOW LIKELY WOULD YOU BE TO CONSIDER SWITCHING TO THIS COMPANY?

Very likely..... 4

[39]

Somewhat likely..... 3

Not very likely..... 2

Not at all likely..... 1

A cable television company offers...

Local and toll service only.

You get local and toll service for 15% off what you currently pay and...

Your telephone number changes and you get a referral announcement on your old number for 1 year.

(14)

[40:41]

12. HOW LIKELY WOULD YOU BE TO CONSIDER SWITCHING TO THIS COMPANY?

Very likely..... 4

[42]

Somewhat likely..... 3

Not very likely..... 2

Not at all likely..... 1

A cable television company offers...

Local and toll service only.

You get local and toll service for 5% off what you currently pay and...

Your telephone number changes and you get a referral announcement on your old number for 6 months.

(13)

[43:44]

13. HOW LIKELY WOULD YOU BE TO CONSIDER SWITCHING TO THIS COMPANY?

Very likely..... 4

[45]

Somewhat likely..... 3

Not very likely 2

Not at all likely 1

A cable television company offers...

Local, toll and long distance service.

You get local and toll service for the same price that you currently pay and...

Your telephone number changes and you get a referral announcement on your old number for 1 year.

(12)

[46:47]

14. HOW LIKELY WOULD YOU BE TO CONSIDER SWITCHING TO THIS COMPANY?

Very likely..... 4

[48]

Somewhat likely..... 3

Not very likely 2

Not at all likely 1

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

Local and toll service only.

You get local and toll service for 25% off what you currently pay and...

Your telephone number changes and you get a referral announcement on your old number for 1 year.

(11)

[40-50]

15. HOW LIKELY WOULD YOU BE TO CONSIDER SWITCHING TO THIS COMPANY?

Very likely..... 4

[51]

Somewhat likely..... 3

Not very likely 2

Not at all likely 1

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

Local, toll and long distance service.

You get local and toll service for 25% off what you currently pay and...

Your telephone number changes and you get a referral announcement with transfer on your old number for 6 months.

(10)

[52-53]

16. HOW LIKELY WOULD YOU BE TO CONSIDER SWITCHING TO THIS COMPANY?

Very likely..... 4

[54]

Somewhat likely..... 3

Not very likely 2

Not at all likely 1

A cable television company offers...

Local and toll service only.

You get local and toll service for 25% off what you currently pay and...

Your telephone number remains the same.

(08)

[58:56]

17. HOW LIKELY WOULD YOU BE TO CONSIDER SWITCHING TO THIS COMPANY?

Very likely..... 4

[57]

Somewhat likely..... 3

Not very likely 2

Not at all likely 1

A cable television company offers...

Local, toll and long distance service.

You get local and toll service for 25% off what you currently pay and...

Your telephone number changes and you get a referral announcement with transfer on your old number for 1 year.

(08)

[58:59]

18. HOW LIKELY WOULD YOU BE TO CONSIDER SWITCHING TO THIS COMPANY?

Very likely..... 4

[60]

Somewhat likely..... 3

Not very likely 2

Not at all likely 1

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

Local and toll service only.

You get local and toll service for 15% off what you currently pay and...

Your telephone number changes and you get a referral announcement on your old number for 6 months.

(07)

[61:62]

19. HOW LIKELY WOULD YOU BE TO CONSIDER SWITCHING TO THIS COMPANY?

Very likely..... 4

[63]

Somewhat likely..... 3

Not very likely 2

Not at all likely 1

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

Local and toll service only.

You get local and toll service for the same price that you currently pay and...

Your telephone number remains the same.

(08)

[64:65]

20. HOW LIKELY WOULD YOU BE TO CONSIDER SWITCHING TO THIS COMPANY?

Very likely..... 4

[66]

Somewhat likely..... 3

Not very likely 2

Not at all likely 1

A cable television company offers...

Local, toll and long distance service.

You get local and toll service for 15% off what you currently pay and...

Your telephone number changes and you get a referral announcement with transfer on your old number for 6 months.

(05)

[67:66]

21. HOW LIKELY WOULD YOU BE TO CONSIDER SWITCHING TO THIS COMPANY?

Very likely..... 4

[69]

Somewhat likely..... 3

Not very likely 2

Not at all likely 1

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

Local and toll service only.

You get local and toll service for the same price that you currently pay and...

Your telephone number changes and you get a referral announcement with transfer on your old number for 6 months.

(04)

[70:71]

22. HOW LIKELY WOULD YOU BE TO CONSIDER SWITCHING TO THIS COMPANY?

Very likely..... 4

[72]

Somewhat likely..... 3

Not very likely 2

Not at all likely 1

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

Local, toll and long distance service.

You get local and toll service for 15% off what you currently pay and...

Your telephone number remains the same.

(08)

[73:74]

23. HOW LIKELY WOULD YOU BE TO CONSIDER SWITCHING TO THIS COMPANY?

Very likely..... 4

[75]

Somewhat likely..... 3

Not very likely 2

Not at all likely 1

Your current long distance company offers...

Local, toll and long distance service.

You get local and toll service for 5% off what you currently pay and...

Your telephone number changes and you get a referral announcement with transfer on your old number for 6 months.

(02)

[76:77]

24. HOW LIKELY WOULD YOU BE TO CONSIDER SWITCHING TO THIS COMPANY?

Very likely..... 4

[78]

Somewhat likely..... 3

Not very likely 2

Not at all likely 1

Your current long distance company offers ...

Local, toll and long distance service.

You get local and toll service for 15% off what you currently pay and...

Your telephone number changes and you get a referral announcement with transfer on your old number for 1 year.

[07]

[306:06]

25. HOW LIKELY WOULD YOU BE TO CONSIDER SWITCHING TO THIS COMPANY?

Very likely..... 4

[07]

Somewhat likely..... 3

Not very likely 2

Not at all likely 1

26. Assuming that you were planning to switch 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..... 01
- Allnet..... 02
- AT&T..... 03
- Bay Area Teleport..... 04
- Bittel..... 05
- Cable & Wireless..... 06
- Cablevision 07
- Call America..... 08
- Comcast..... 09
- Comm Systems 10
- Cox Cable 11
- Dialnet 12
- Execuline..... 13
- Express Tel..... 14
- MCI..... 15

- Metromedia..... 16
- Metropolitan Fiber System (MFS)..... 17
- Multivision..... 18
- Paragon..... 19
- Phoenix Communications 20
- Sprint 21
- South Bay Cable..... 22
- Southwestern 23
- TCI..... 24
- Teleport Communications Group (TCG).... 25
- ThriftyTel..... 26
- Time Warner..... 27
- Viacom..... 28
- WifTel..... 29
- Working Assets 30

Another company (PLEASE WRITE IN)

[308:09]

27. Assuming that you had to change your telephone number 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.

	<u>MUCH MORE LIKELY</u>	<u>SOMEWHAT MORE LIKELY</u>	<u>HAVE NO AFFECT</u>	
Free Call Waiting for 1 year.....	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	[310]
A \$35 check you receive in the mail	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	[11]
Free basic cable television service for 3 months.....	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	[12]
A free telephone set.....	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	[13]
10% discount on your long distance bill.....	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	[14]
One free premium cable television channel (e.g., HBO, Disney Channel, or The Movie Channel) for 3 months.....	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	[15]
A free voice mail box for your home for 3 months.....	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	[16]
You could customize the announcement people hear when they call your old number (e.g., "Thank you for calling the Smith residence. Our number has been changed to 555-2222").....	<input type="checkbox"/> ₃	<input type="checkbox"/> ₂	<input type="checkbox"/> ₁	[17]

28. Assuming you had to change your telephone number to switch to another company for your local and toll service, how much, if any, would you be willing to pay per month to keep your telephone number instead of getting a referral announcement?

AMOUNT PER MONTH TO KEEP
TELEPHONE NUMBER:..... \$ _____ [18:21]

Nothing/ Would get referral announcement..... ₀

SECTION II - YOUR HOME TELEPHONE SERVICE

29. How many times have you moved in the past 5 years?

- None 0 [22]
One 1
Two 2
Three..... 3
Four 4
Five or more times..... 5

30. How likely are you to move within the next 2 years?

- Very likely 4 [23]
Somewhat likely..... 3
Not very likely 2
Not at all likely 1

31. How many years have you had your current home telephone number?

- Less than 1 year 1 [24]
1 to 3 years..... 2
3 to 5 years..... 3
5 to 10 years..... 4
More than 10 years 5

32a. Has your telephone number ever changed?

[25]

YES..... 1 PLEASE ANSWER QUESTIONS 32b AND 32c

NO..... 2 PLEASE GO TO QUESTION 33

32b. Why did your telephone number change?

You moved 1

[26]

Your area code changed 2

You had a problem with your bill 3

Some other reason? (PLEASE WRITE IN)

32c. When was the last time your telephone number changed?

Within the past 6 months 1

[27]

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

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

YES..... 1

[28]

NO..... 2

34a. Have you ever changed your long distance company for your home telephone service?

[29]

- YES 1 PLEASE ANSWER QUESTIONS 34b and 34c
 NO 2 PLEASE GO TO QUESTION 35a

34b. How many times have you changed long distance companies since living at your current home address?

- One 1 [30]
 Two 2
 Three 3
 Four or more times 4

34c. When was the most recent time?

- Within the past 6 months 1 [31]
 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

35a. Does your household currently have cable television service?

- YES 1 PLEASE ANSWER QUESTION 35b [32]
 NO 2 GO TO QUESTION 36

35b. Which company do you have cable television service with?

[33:35]

36. Do you own or rent your current home?

- YES 1 [36]
 NO 2

37. When you call a business and you hear a referral announcement – "The number you have called, 555-2222, has been changed. The new number is 555-4321" – what percent of the time do you hang up and immediately redial the new telephone number?

- 100% (All of the time) 1
- 75% - 99% of the time 2
- 50% - 74% of the time 3
- 25% - 49% of the time 4
- 1% - 24% of the time 5
- 0% (Never) 6

[37]

38. When you call a residence and you hear a referral announcement – "The number you have called, 555-7887, has been changed. The new number is 555-4321" – what percent of the time do you hang up and immediately redial the new telephone number?

- 100% (All of the time) 1
- 75% - 99% of the time 2
- 50% - 74% of the time 3
- 25% - 49% of the time 4
- 1% - 24% of the time 5
- 0% (Never) 5

[38]

Thank you very much for participating in this survey! Please be sure that you have answered all of the questions, then put your completed survey in the enclosed, self-addressed return envelop and drop it in the mail.

Please mail this survey immediately! It is critical that we receive the results within the next week. And again, thank you!

DICTIONARY OF TERMS

INFORMATION BOOKLET

Conducted by:

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

THE THREE BASIC 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 you make, for example across the street. It also includes the line charges that you pay per month for your telephone number and any other services or features, such as call waiting. 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 toll" 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 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 MAKING THE OFFER

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 three 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).
- A cable television company= A company who provides cable television service in your area.

WHAT SERVICES THE COMPANY WILL PROVIDE

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

- Local and toll service= The company would provide the services you get from your current local telephone company – telephone lines, local calls, toll calls, and features such as call waiting, etc. Your long distance service would remain the same as it is now.
- Local, toll and long distance service.....= The company would provide all of your telephone services, including the services you 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, call waiting, etc. It does not include long distance.

- Local and toll service for the same price as ...= 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.
- Local and toll service for 5% less than what...= The company's rates for local and toll service would always be 5% (or 15% or 25%) less than your you currently pay (15% less, 25% less) current local telephone company's. If your current local telephone company dropped its prices, the company's prices would also drop.

THE IMPACT ON YOUR TELEPHONE NUMBER

If you switched companies, your telephone number might be affected. The possible impacts are as follows:

Your telephone number remains the same= You keep your number if you choose to switch to a new company.

OR

Your telephone number changes and you get a referral announcement on your old number for 6 months.= If you switch to a different company, your telephone number changes. When someone calls your old number, they hear a standard referral announcement. The announcement lasts for 6 months. After that time, you can extend it for \$12.50 for each three month period.

OR

Your telephone number changes and you get a referral announcement on your old number for 1 year.= Same as above, only the referral announcement lasts for one year. After that time, you can extend it for \$12.50 for each three month period.

OR

Your telephone number changes and you get a referral announcement with transfer on your old number for 6 months.= If you switch to a different company, your telephone number changes. When someone calls your old number, they hear a standard referral announcement and are automatically transferred to your new number. The transfer and announcement lasts for 6 months. After that time, you can extend it for \$20.00 per month.

OR

Your telephone number changes and you get a referral announcement with transfer on your old number for 1 year.= Same as above, only the referral announcement and transfer lasts for 1 year. After that time, you can extend it for \$20.00 per month.