



**PARTICIPATION REQUEST:**

We are conducting a mail survey that will explore some of the upcoming changes in the telecommunications industry. This study is very important; the changes being discussed will impact your telephone service. May send you the survey? (ONLY IF NECESSARY: The mail questionnaire will take about 10 minutes to complete.)

Yes.....1 (RECORD NAME AND MAILING ADDRESS)  
No.....2 (TRY AGAIN.)

**(2ND ATTEMPT):**

Your answers really are important. This research may be used to determine how the rules for telephone service providers should be structured. Could you please take part?

Yes.....1 (RECORD NAME AND MAILING ADDRESS)  
No.....2 (THANK AND TERMINATE) (CODE AS 60)

**VERIFY:**

You should receive the survey in the mail in the next few days. It will be in a large priority mail envelope. Please be sure to look for it and fill it out as soon as you receive it. Because of the important nature of this study, we will also be including a pre-paid two-day "priority mail" return envelope. May I please get your name and the address where I should send the survey?

(VERIFY/UPDATE NAME, COMPANY, ADDRESS AND ZIP CODE ON SPACE BELOW. BE SURE TO GET MR./MRS./MS. AND/OR FIRST NAME TO WHOM PACKET SHOULD BE SENT.)

WRITE LEGIBLY AND ASK FOR EXACT SPELLING.

NAME: MR./MRS./MS./MISS \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP : \_\_\_\_\_ (2226)

TELEPHONE #: (\_\_\_\_) \_\_\_\_\_

Thank you for participating in this study. There are a few more questions that I need to ask. (IF NECESSARY: So we can be sure to send you the correct version of the survey.

1) Is your telephone number a published or listed number? (27)

YES.....1  
NO.....2  
(ONLY IF MORE THAN ONE LINE ) BOTH.....3  
DK/NA.....X

2a) Do you or any other adult in your household perform any job-related or income producing work at home? (28)

YES.....1 | (ASK Q. 2b)  
NO.....2 | (SKIP TO Q. 3a)  
DK/NA.....X

2b) Which of the following best describes the work you do at home... (ROTATE. READ LIST AND RECORD ONE) (29)

( ) a. You operate a business from your home.....1  
( ) b. Telecommuting.....2  
( ) c. You work primarily outside of the home, but do some after hours work at home.....3  
(DO NOT READ) DK/NA.....X

2c) Do you have a separate telephone line at home that is used only for business or work purposes? (30)

YES.....1  
NO.....2  
DK/NA.....X

2d) What percent of all of your household's telephone usage is for business or work purposes? (1.23)

PERCENT BUSINESS..... %

- 3a) The three services we are studying are local phone service, long distance service and toll calls. Local phone service includes the local calls you make, for example across the street. It also includes the basic line charges that you pay per month for your telephone line. Which company do you currently use for local telephone service? (DO NOT READ. CIRCLE ONE RESPONSE UNDER 3a. IF PACIFIC BELL NOT MENTIONED, CLARIFY)
- 3b) Long distance service includes calls made across the state, for example from Los Angeles to San Francisco, out of California or out of the country. Which company do you currently use for long distance service? (DO NOT READ. CIRCLE ONE RESPONSE UNDER 3b)
- 3c) Toll calls, also know as "service area" or "local toll" calls, are 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.

**READ RESPONDENTS AN EXAMPLE OF TOLL CALLS BASED ON AREA CODE OF LOCATION.**

213/310/714/805/818/909:  
Just to clarify, calls between Anaheim and Los Angeles, for example, would be toll calls.

209: Just to clarify, calls between Stockton and Modesto, for example, would be toll calls.

408: Just to clarify, calls between San Jose and Santa Cruz, for example, would be toll calls.

415: Just to clarify, calls between San Francisco and San Ramon, for example, would be toll calls.

510: Just to clarify, calls between Oakland and Palo Alto, for example, would be toll calls.

619: Just to clarify, calls between San Diego and El Cajon, for example, would be toll calls.

707: Just to clarify, calls between Santa Rosa and Eureka, for example, would be toll calls.

916: Just to clarify, calls between Sacramento and Redding, for example, would be toll calls.

This service is traditionally provided by local telephone companies such as Pacific Bell and GTE, but beginning in January of 1995, other companies, such as AT&T, MCI and Sprint will also be able to handle these calls. Which company do you currently use for toll service? (DO NOT READ. CIRCLE ONE RESPONSE UNDER 3c. IF PACIFIC BELL NOT MENTIONED, CLARIFY)

3a: Local service (34:35)	3b: LD/Int'l (36:37)	3c: Toll (38:39)	
PACIFIC BELL .....01	01	01	
GTE .....02	02	02	IF GTE, TERMINATE CODE 22
AT&T .....03	03	03	
MCI .....04	04	04	
SPRINT .....05	05	05	
OTHER (SPECIFY) .....99	99	99	
DK/NA .....XX	XX	XX	

**IF PACIFIC BELL NOT MENTIONED FOR LOCAL AND/OP TOLL, READ:**

Usually, a local telephone company such as Pacific Bell or GTE carries your local and toll telephone calls. Do you know if one of these companies carries your local/toll telephone service? (RECORD NEW RESPONSE)

4a. Overall, would you say you are very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with Pacific Bell?

4b. And how satisfied are you with (READ LONG DISTANCE COMPANY)?

	VERY SATISFIED	SOMEWHAT SATISFIED	NOT VERY SATISFIED	NOT AT ALL SATISFIED	DK	
PACIFIC BELL.....	4	3	2	1	X	(40)
LONG DISTANCE TELEPHONE COMPANY.....	4	3	2	1	X	(41)

5. On average, what are your total monthly telephone charges? (NO RANGE)

TOTAL TELEPHONE CHARGES .....\$ \_\_\_\_\_ .00 (42-45)

6. Approximately how much of that is for your ... (RECORD DOLLAR AMOUNT. MUST ADD TO Q.5)

a. Long distance service .....\$ \_\_\_\_\_ .00 (46-49)

b. Local calls and line charges.....\$ \_\_\_\_\_ .00 (50-53)

c. Toll calls .....\$ \_\_\_\_\_ .00 (54-57)

IF UNABLE TO SEPARATE LOCAL FROM TOLL, RECORD UNDER LOCAL. CIRCLE BELOW:

LOCAL INCLUDES TOLL.....1 (58)

7. In total, approximately how many calls does your household receive per day? (READ CATEGORIES IF NECESSARY. RECORD ONLY ONE) (59)

- Less than 1 call received per day.....1
- 2 - 3 calls .....2
- 4 - 5 calls .....3
- 6 - 9 calls .....4
- 10 - 24 calls .....5
- 25 - 49 calls .....6
- Over 50 calls .....7
- (DO NOT READ) DK/NA .....X

8. Approximately, what proportion of all of your household's telephone calling is inbound (that is, calls that you receive) versus outbound (calls that you make)? Is it... (READ CATEGORIES AND RECORD ONLY ONE) (60)

- Almost all inbound (e.g., over 90%).....1
- Mostly inbound.....2
- About even inbound and outbound.....3
- Mostly outbound .....4
- Almost all outbound (e.g., over 90%) .....5
- (DO NOT READ) DK/NA.....X

9. Which of the following custom calling features do you currently use? (READ LIST AND RECORD RESPONSE FOR EACH)

	YES	NO	DK	
Call Waiting.....	1	2	X	(61)
Call Forwarding.....	1	2	X	(62)
Three-Way Calling.....	1	2	X	(63)
Voice mail/Message Center.....	1	2	X	(64)
Any others? (SPECIFY).....	1	2	X	(65) (66-67) (68-69)

Thank you very much for your time. We will be sending you the mail survey via two-day priority mail. Please be sure to look for it and complete it as soon as possible. Because of the timing of this project, it is really important that we receive your completed survey right away. Also, it is important that you personally fill out the questionnaire. We look forward to receiving your completed survey and greatly appreciate your time and opinions.

TIME INTERVIEW COMPLETE: \_\_\_\_\_

TOTAL TIME: \_\_\_\_\_ (70-71)

**December, 1994**

**Dear Participant:**

**Thank you very much for agreeing to participate in this mail survey. As we mentioned on the telephone, we are conducting research on impending changes in the telecommunications industry that will affect your local telephone service, specifically competition for local telephone services.**

**To help us truly understand how the issues involved with the upcoming competition for local telephone services will affect consumers, we are very interested in your opinions, *whether you are interested in changing services or not*. Your opinions will represent other consumers like you. Therefore, your assistance is extremely important. To ensure the validity of the research results, it is important that *you* complete this questionnaire, that is, the same person who agreed to on the telephone.**

**Enclosed you will find the survey booklet called "Telecommunications 1995 and Beyond," and a separate "Dictionary of Terms." To complete the study, please:**

- **Start the "Telecommunications 1995 and Beyond" survey booklet, and read through the instructions carefully in Section I.**
- **In Section I, you are asked to evaluate a number of different offers. Although these offers may appear to be quite similar, it is very important that you respond to each offer so that we can conduct the appropriate analysis.**
- **Before evaluating the offers, please read the descriptions in the "Dictionary of Terms."**

**When you have completed the entire survey booklet, it is critical that we have it returned to us as quickly as possible. We understand that this may be a busy time of year, but because of the timing on this project we need your completed survey right away. As soon as you have completed your survey booklet, please put it in the enclosed postage-paid return envelope stamped "Priority Mail" and drop it in the mail.**

**We have included \$5.00 in appreciation of your help with this study. Once again, thank you very much for participating. We sincerely appreciate your help during this busy holiday season.**

**Sincerely,**

**Chris Schmidt  
Project Director**

# **TELECOMMUNICATIONS 1995 AND BEYOND**

## **National Research Survey**

**- California Edition -**

**v. 3B**

**Conducted by:**

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

## SECTION 1 - COMPETITION IN LOCAL TELEPHONE SERVICE

This survey will require you to distinguish between the three different types of basic telephone 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 currently provided by local telephone companies, such as Pacific Bell or 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 currently provided by local telephone companies, such as Pacific Bell or GTE.

You may already be aware of some changes in the telecommunications industry, specifically the advent of competition for toll services. In California, these changes will become official in January 1995.

Most industry experts predict that, sometime after competition for toll service occurs, competition for local phone service will also be allowed.

When this happens, a different company (other than your current local telephone company) could provide your local and toll telephone service.

The companies that might offer local service include most long distance companies (e.g., AT&T, MCI, Sprint) as well as other telecommunications companies and cable television companies.

**If you switched your local and toll telephone service to a different local telephone company...**

- The new company would ...
    - Provide your local and toll service, including line charges and local and toll call charges.
    - Provide any other local or line services that you are currently receiving from your current local telephone company, including features such as call waiting or calling cards.
    - Provide any new lines you need or make any changes in your service.
    - Handle any problems or repairs, including wiring currently handled by your current local telephone company.
  - No additional equipment would be necessary.
  - You would not incur any costs for switching your telephone service.
  - If desired, your telephone number would still be listed in the White Pages or with Directory Assistance (411).
  - Your long distance service would not be affected.
- 

1. When competition for local and toll service occurs, how likely would you be to consider switching your telephone service from your current local telephone company if there was a 10% savings on your local and toll service, assuming there would be no costs for switching or changes to your telephone line?

- Very likely to consider switching.....  4 (05)
- Somewhat likely to consider switching.....  3
- Not very likely to consider switching .....  2
- Not at all likely to consider switching .....  1

If you have only one telephone line in your household, please go to the next page.

If you have more than one telephone line, please answer the following question.

2. If you were to consider switching your local and toll telephone service to a different company, how likely would you be to consider switching all of your telephone lines?

- Very likely to consider switching all lines .....  4 (06)
- Somewhat likely .....  3
- Not very likely .....  2
- Not at all likely .....  1

The following section of this survey contains a series of offers that companies may present to get you to switch your local and toll telephone service. Each offer will vary on the following:

### **COMPANY MAKING THE OFFER:**

- The possibilities are:
- Your current long distance company.
  - A telecommunications company other than your current long distance or local telephone company.
  - A cable television company.

### **WHAT THE COMPANY WILL PROVIDE:**

- The possibilities are:
- **Local and toll service only.** The company would provide all of the services you get from your current local telephone company-- telephone lines, local calls, toll calls, features such as call waiting, etc. This company would not provide long distance service. 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.

### **COST OF LOCAL AND TOLL SERVICE:**

The offer may include a discount on local and toll service (from 0% to 25% off). If a discount is offered, the **discount is for your local and toll charges only**, which includes all of the services you currently get from your current local telephone company—telephone lines, local calls, toll calls, features such as call waiting, etc. This discount does not apply to your long distance service.

### **IMPACT ON YOUR TELEPHONE:**

- The possibilities are:
- Your number remains the same.
  - Your telephone number changes and you get a referral announcement on your old number. When someone calls your old number, they hear, "*The number you have reached ...555-3245 ...has been changed. The new number is 555-7685.*" The amount of time this announcement is provided at no cost may be 6 months or 1 year.
  - Your telephone number changes and you get a referral announcement with transfer on your old number. When someone calls your old number, they hear "*The number you have reached ...555-3245 ... has been changed. The new number is 555-7685. Please hold while your call is connected.*" Then the caller is automatically transferred to your new number. The amount of time this announcement is provided at no cost may be 6 months or 1 year.

For a detailed explanation of any of these terms, please refer to the Dictionary of Terms.

**TO COMPLETE THE NEXT SECTION OF THE SURVEY, PLEASE:**

- 1. Review each different offer individually and carefully.**  
Begin with the first offer (on the next page), then evaluate each one as if it is the first offer made to you.
  
- 2. Indicate how willing you would be to switch your local and toll telephone service.** Each offer asks only if you would consider switching your local and toll telephone service. It is not asking you to commit to actually switching, just whether you would be willing to consider the offer.

**If you have any questions about the terms used in this survey,  
please refer to the Dictionary of Terms.**

**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 on your old number for 6 months.**

(25)

[07:08]

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

Very likely.....  4

[09]

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 5% off what you currently pay and...**

**Your telephone number remains the same.**

(24)

[10:11]

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

Very likely.....  4

[12]

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 5% 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.**

(23)

[13:14]

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

Very likely.....  4

[15]

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 5% off what you currently pay and...**

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

(22)

[16:17]

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

Very likely.....  4

[18]

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 1 year.**

(21)

[19:20]

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

Very likely.....  4

[21]

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 6 months.**

(20)

[22:23]

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

Very likely.....  4

[24]

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 remains the same.**

(19)

[25:26]

**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)

[49:50]

**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.**

(09)

[55:56]

**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.**

(06)

[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)

[67:68]

**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.**

(03)

[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.

(01)

[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
- WiTel.....  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"/> <sub>3</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>1</sub>	[310]
A \$35 check you receive in the mail .....	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>1</sub>	[11]
Free basic cable television service for 3 months.....	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>1</sub>	[12]
A free telephone set.....	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>1</sub>	[13]
10% discount on your long distance bill.....	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>1</sub>	[14]
One free premium cable television channel (e.g., HBO, Disney Channel, or The Movie Channel) for 3 months.....	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>1</sub>	[15]
A free voice mail box for your home for 3 months.....	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>1</sub>	[16]
You could customize the announcement people hear when they call your old number (e.g., <i>"Thank you for calling the Smith residence. Our number has been changed to 555-2222"</i> ).....	<input type="checkbox"/> <sub>3</sub>	<input type="checkbox"/> <sub>2</sub>	<input type="checkbox"/> <sub>1</sub>	[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..... <sub>0</sub>

## 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