

A guide to the size of the difference needed to be significant at the 95% level of confidence when one is making comparisons between two groups is provided below:

**Difference Required Between Two Samples  
to be Significant at the 95% Level of Confidence**

<u>Base Size (N):</u>	<u>Percentage Division of Replies:</u>		
	<u>90/10</u>	<u>75/25</u>	<u>50/50</u>
2400 and 2400	1%	2%	2%
1400 and 1400	3%	4%	4%
1200 and 1200	3%	4%	4%
1000 and 1000	3%	4%	4%
400 and 400	4%	6%	7%
300 and 300	5%	7%	8%
200 and 200	6%	8%	10%
150 and 150	7%	10%	11%
100 and 100	8%	12%	14%
50 and 50	12%	17%	20%

Record Interviewer #

34 35 36

37- PE

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112-567
090393
Final
(WRITE)

PACIFIC BELL
NON-CUSTOMERS

Time Started: 8:30 AM / 40:41

1. First, please tell me why (your family does) (you do) NOT have telephone service here in your home? (PROBE:) Are there any other reasons why (your family does) (you do) NOT have a telephone here?

42-

43-

2. Does not having a telephone in your home cause you any inconvenience?

YES ..... 44- 1 (Ask Q.3)
NO ..... 2 (Skip to Q.4)

IF YES (Q.2):

3. Is not having a phone... (READ CATEGORIES)
Very inconvenient ..... 45- 1
Somewhat inconvenient, or ..... 2
Only slightly inconvenient ..... 3
DO NOT READ -> CAN'T SAY, NO OPINION ..... 0

4. What phone do you usually use to make your personal calls? Do NOT include calls you may make as an employee at work... just telephone calls that you make for personal reasons. (IF NECESSARY, READ LIST)

46-
Friend or neighbor's phone ..... 1
Relative's phone ..... 2
Phone at work ..... 3
Public pay or coin phone ..... 4
Other phone: ..... 5
(describe)
DON'T USE PHONE ..... 6

DO NOT READ ->

5. How close is the nearest phone in the event of an emergency... would it be... (READ CATEGORIES)

47-
Here in same building? ..... 1
Within 1 or 2 blocks? ..... 2
More than 2 blocks away? ..... 3
DON'T KNOW ..... 0

DO NOT READ ->

6. About how long would it take you to get to that phone if there were an emergency here?

\_\_\_\_\_ minutes 48:41

7. About how many personal telephone calls do you make in an average week? (Do NOT include calls you may make as an employee at work.)

\_\_\_\_\_ (If none, skip to Q.9) 50-52
(record number)

8. How many, if any, of those personal calls are from a coin or pay phone?

\_\_\_\_\_ 53-55
(record number)

9. Please give me your best estimate of what you spend on personal phone calls in an average month.

\_\_\_\_\_ 56:57 / 57:59
(record amount)

10. Are there other people living here who use a telephone to make calls for personal reasons?
- YES ..... 60- 1 (Ask Q.11)  
 NO ..... 2 }  
 NO OTHERS LIVE HERE ... 0 } (Go to Q.12)

IF YES (Q.10):

11. How many other people living here make telephone calls? \_\_\_\_\_ (record number) <sup>61/62</sup>

12. What phone do you usually use to receive calls? (IF NECESSARY, READ LIST)
- Friend or neighbor's phone ..... 63- 1  
 Relative's phone ..... 2  
 Phone at work ..... 3  
 Public pay or coin phone ..... 4  
 Other phone: \_\_\_\_\_ 5  
 (describe)
- DO NOT READ → DON'T USE PHONE ..... 6

13. Have you ever tried to contact Pacific Bell for any reason?
- YES ..... 64- 1 (Ask Q.14)  
 NO ..... 2 (Ask Q.20)

IF YES (Q.13):

14. How satisfied were you with how they responded... were you... (READ CATEGORIES)
- Very satisfied ..... 65- 1 (Go to Q.16)  
 Somewhat satisfied ... 2 }  
 Somewhat dissatisfied . 3 } (Ask Q.15)  
 Very dissatisfied ..... 4 }  
 DO NOT READ → CAN'T RECALL ..... 0 (Go to Q.16)

IF LESS THAN VERY SATISFIED (Q.14):

15. Why were you not entirely satisfied? PROBE: Was there anything else you were dissatisfied with?

\_\_\_\_\_ <sup>66-</sup>  
 \_\_\_\_\_ <sup>67-</sup>

16. In any contacts you have had with Pacific Bell, have you ever felt pressured into signing up for some type of service that you did not really feel you needed or wanted?
- YES ..... 68- 1 (Ask Q.17)  
 NO ..... 2 (Go to Q.20)

IF YES (Q.16):

17. How long ago was that?
- LESS THAN 3 MONTHS AGO ..... 69- 1  
 3 TO 6 MONTHS AGO ..... 2  
 6.1 TO 1 YEAR AGO ..... 3  
 1.1 TO 2.9 YEARS AGO ..... 4  
 3 TO 5 YEARS AGO ..... 5  
 5 OR MORE YEARS AGO ..... 6  
 DON'T KNOW ..... 0

18. Did you end up getting what you felt pressured into buying?
- YES ..... 70- 1 (Ask Q.19)  
 NO ..... 2 (Go to Q.20)

IF YES (Q.18):

19. Did you request it be stopped or removed from you bill?
- YES ..... 71- 1  
 NO ..... 2

**REASONS DON'T HAVE PHONE SERVICE**

20. I'm going to describe some reasons that some people give for not having telephone service. These may or may not apply to you. As I read each one, please tell me if this is a reason you do not have telephone service here or not.

**IF IS A REASON:**

21. Is that a big reason or only a small reason for why you don't have phone service?

**ASK IN ROTATED ORDER, STARTING WITH BOX CHECKED**

C2

	REASON?		HOW BIG?			
	YES	NO	BIG	ONLY SMALL		
<input type="checkbox"/> a. I can't afford to buy a telephone	8	1	2	1	2	9
<input type="checkbox"/> b. The monthly service costs too much	10	1	2	1	2	11
<input type="checkbox"/> c. We'd make too many calls if we had our own phone here	12	1	2	1	2	13
<input type="checkbox"/> d. Other people would use the phone	14	1	2	1	2	15
<input type="checkbox"/> e. It would be too convenient to order things by phone that we do not need	16	1	2	1	2	17
<input type="checkbox"/> f. I don't feel comfortable calling the phone company	18	1	2	1	2	19
<input type="checkbox"/> g. My income is too low to qualify for phone service	20	1	2	1	2	21
<input type="checkbox"/> h. I worry that my name, address and phone number would be reported to a governmental agency	22	1	2	1	2	23
<input type="checkbox"/> i. I don't make enough phone calls to make it worthwhile	24	1	2	1	2	25
<input type="checkbox"/> j. I get along fine without having a phone	26	1	2	1	2	27
<input type="checkbox"/> k. I can't afford the installation	28	1	2	1	2	29
<input type="checkbox"/> l. I can't afford a deposit	30	1	2	1	2	31
<input checked="" type="checkbox"/> m. I don't have enough people that want or need to call me	32	1	2	1	2	33
<input type="checkbox"/> n. I don't want to be bothered with a phone here	34	1	2	1	2	35
<input type="checkbox"/> o. I worry that others here would not pay their fair share of the cost	36	1	2	1	2	37
<input type="checkbox"/> p. I can't see or hear well enough to use the phone	38	1	2	1	2	39
<input type="checkbox"/> q. Very few of the people I know have phones	40	1	2	1	2	41

21b. As far as you know, are there any special requirements for getting phone service... for example... do you have to...

	YES	NO	DK	
a. Have a certain income level?	42	1	2	0
b. Have a good credit rating?	43	1	2	0
c. Have a bank account?	44	1	2	0
d. Have a California driver's license?	45	1	2	0
e. Have a Social Security card?	46	1	2	0
f. Be a citizen of the United States?	47	1	2	0
g. Have a job?	48	1	2	0

22. When you were a child ... did you usually have telephone service in your home? YES ..... 49- 1  
NO ..... 2
23. Since living on your own as an adult, have you ever had phone service in your home? YES ..... 50- 1 (Ask Q.24)  
NO ..... 2 Go to Q.35 (TAN)

**IF YES (Q.23):**

24. How long ago was that? (IF NECESSARY:) LESS THAN 3 MONTHS AGO ..... 51- 1  
Just your best estimate. 3 TO 6 MONTHS AGO ..... 2  
6.1 TO 1 YEAR AGO ..... 3  
1.1 TO 2.9 YEARS AGO ..... 4  
3 TO 5 YEARS AGO ..... 5  
5 OR MORE YEARS AGO ..... 6  
DON'T KNOW ..... 0
25. Was that in California? YES ..... 52- 1  
NO ..... 2
26. Was it the special reduced rate service available to lower income people? YES ..... 53- 1  
NO ..... 2  
DON'T KNOW ..... 0
27. Do you remember how much your total monthly phone bill was when you last had phone service? That's the total amount including all charges. 6  
(record amount)  
DON'T KNOW ..... 0 57  
54.55 / 56.57
28. Who decided to have the service stopped - was it you or the phone company? RESPONDENT ..... 58 1 (Ask Q.29)  
PHONE COMPANY ..... 2 } (Go to Q.30  
GOLD)  
BOTH ..... 3 }  
OTHER: \_\_\_\_\_ 4 } (Go to Q.41  
(explain) PINK)  
DON'T RECALL ..... 0

**IF RESPONDENT (Q.28):**

29. Why did you decide to stop getting phone service? Was it because... (ASK IN ROTATED ORDER, STARTING WITH CHECKED ITEM.) [ ] you no longer wanted phone service ..... 60 1  
[ / ] your bill was larger than you expected ..... 2  
[ / ] you did not understand the charges ..... 3  
[ ] you could not control the number of calls ..... 4  
[ ] too many other people were using the phone ... 5  
any other reason? \_\_\_\_\_ 6  
(write in)

Go on to Question 41 (PINK)

IF PHONE COMPANY OR BOTH (Q.28):

30. Before the phone company disconnected your service, did you contact the phone company to talk about your bill and what might be done about it?
- YES 1 (Go to Q.32)  
NO 2 (Ask Q.31)

IF NO (Q.30):

31. Why didn't you contact them?

32. Were you aware that you could have arranged to pay the amount you owed on an installment plan?
- YES 1  
NO 2
33. At the time the phone company stopped your telephone service, did you want to continue getting phone service or did you decide it was best to stop getting the service?
- WANTED TO CONTINUE 1 Go to Q.41 (PINK)  
DECIDED TO STOP 2 (Ask Q.34)

IF DECIDED TO STOP (Q.33):

34. Why did you decide to stop getting phone service? Was it because... (ASK IN ROTATED ORDER, STARTING WITH CHECKED ITEM.)
- you no longer wanted phone service 1  
 your bill was larger than you expected 2  
 you did not understand the charges 3  
 you could not control the number of calls 4  
 too many other people were using the phone 5  
 any other reason? \_\_\_\_\_ 6  
 (write in)

Go on to Q.41 (PINK)

IF HAVE NEVER HAD PHONE SERVICE (Q.23):

35. Have you ever tried to get telephone service from the phone company here in California?
- YES ..... 67- 1 Ask Q.36  
 NO ..... 2 Go to Q.41 (PINK)

IF YES (Q.35):

36. How long ago was that?
- LESS THAN 3 MONTHS AGO ..... 67- 1  
 3 TO 6 MONTHS AGO ..... 2  
 6.1 MONTHS TO 1 YEAR AGO ... 3  
 1.1 TO 2.9 YEARS AGO ..... 4  
 3 TO 5 YEARS AGO ..... 5  
 5 OR MORE YEARS AGO ..... 6  
 DON'T KNOW ..... 0

37. After you contacted the phone company, did you decide not to get it or was it the phone company that decided?
- RESPONDENT DECIDED ..... 67- 1 (Ask Q.38)  
 PHONE COMPANY DECIDED ..... 2 (Ask Q.40)  
 DON'T RECALL ..... 0 (Go to Q.41, PINK)

IF RESPONDENT DECIDED (Q.37):

38. Why did you decide not to get phone service... Was it because... (ASK IN ROTATED ORDER, STARTING WITH CHECKED ITEM.)
- you did not understand the different services ... 70- 1  
 you could not afford it ..... 2  
 you were concerned about being able to control use of the phone ..... 3  
 you felt confused about the services and costs ..... 4  
 some other reason? \_\_\_\_\_ 5  
 (describe)

IF COULD NOT AFFORD IT:

39. What made it hard for you to afford... Was it... (ASK IN ROTATED ORDER, STARTING WITH CHECKED ITEM.)
- the extra cost of calls within the U.S. .... 71- 1  
 the extra cost of calls outside the U.S. .... 2  
 the installation cost ..... 3  
 the deposit requirement ..... 4  
 The inability to give you a firm, fixed cost per month ..... 5  
 something else? \_\_\_\_\_ 6  
 (describe)

IF PHONE COMPANY WOULD NOT GIVE YOU SERVICE (Q.37):

40. Why did the phone company decide not to give you phone service... was it because... (ASK IN ROTATED ORDER, STARTING WITH CHECKED ITEM.)
- you had an outstanding, unpaid balance on a previous phone bill? ..... 72- 1  
 you did not have the required Social Security number, driver's license or other acceptable form of identification? ..... 2  
 you could not pay the required deposit ..... 3  
 some other reason? \_\_\_\_\_ 4  
 (describe)

ASK EVERYONE:

41. Are you planning to get telephone service in the future or not?

YES ..... 73- 1  
NO ..... 2  
DON'T KNOW ..... 0

42. How do you feel about contacting the phone company to ask about phone service... Is that... (READ LIST)

Very easy for you ..... 74- 1 } Go to Q.46  
Somewhat easy for you ..... 2 }  
Somewhat difficult for you ..... 3 } Ask Q.43  
Very difficult for you ..... 4 }

IF LESS THAN "VERY EASY" (Q.42):

43. What makes it difficult for you? PROBE: Is there anything else that makes it difficult for you to contact the phone company?

75-

44. What could the telephone company do to make it easier for you to get phone service? (DO NOT READ LIST)

MAKE IT CHEAPER / LOWER RATES .77 1  
OTHER \_\_\_\_\_ 0  
(describe)

76-

45. Aside from that, is there anything else they could do to make it easier for you to get phone service?

77

End Q2

46. As far as you know, does the phone company have service representatives who can speak...

	YES	NO	DONT KNOW
Spanish? ..... 8-	1	2	0
Chinese? ..... 9-	1	2	0
Vietnamese? ..... 10-	1	2	0
Korean? ..... 11-	1	2	0

C3

47. Do you think you could get phone service now if you applied for it?

YES ..... 12- 1 } (Go to Q.48) 50  
NO ..... 2 }  
DON'T KNOW ..... 0 } Ask Q.48

IF NO OR DON'T KNOW (Q.47):

48. Why do you think you could not get it? PROBE: Any other reasons why you think you could not get phone service if you wanted it?

13-

14-

50. Have you ever heard of Custom Calling Services like Call Waiting or Call Forwarding? YES ..... 16 1 (Ask Q.51)  
NO ..... 2 (Go to Q.52)

IF YES (Q.50):

51. Are you aware that the Custom Calling Services like Call Waiting and Call Forwarding cost extra each month and that you don't have to have them if you do not want them? YES, AWARE ..... 16 1  
NO, NOT AWARE ..... 2

52. What do you think it would cost to buy a phone? (IF NECESSARY:) Just your best estimate. \$ .....  
(record amount)  
DON'T KNOW ..... 0 21  
17.17 / 19.20

53. What would the phone company charge just to start service? (IF NECESSARY:) Just your best estimate. \$ .....  
(record amount)  
DON'T KNOW ..... 0 21  
22.23 / 24.25

54. Apart from what it costs to have service started, do you think you would have to put some money on deposit or not? YES, DEPOSIT REQUIRED ..... 27 1 Ask Q.55  
NO DEPOSIT REQUIRED ..... 2 Go to Q.56  
DON'T KNOW ..... 0

IF YES (Q.54):

55. How much do you think this deposit would be? (IF NECESSARY:) Just your best estimate. \$ .....  
(record amount)  
DON'T KNOW ..... 0 32  
29.29 / 30.31

56. After the phone line is turned on, thinking about how you would use the phone, what do you think your total monthly bill would be? (IF NECESSARY:) Just your best estimate. \$ .....  
(record amount)  
DON'T KNOW ..... 0 37  
33.34 / 35.36

57. Based on what you think it costs, do you feel telephone service for you would be... (READ CATEGORIES) Very easy to afford ..... 37 1  
Somewhat easy to afford ..... 2  
Somewhat difficult to afford, or ..... 3  
Very difficult to afford ..... 4  
CAN'T SAY ..... 5

DO NOT READ →

101. Have you ever heard of something called Universal Lifeline Telephone Service?

YES ..... 39- 1 Ask Q.102  
 NO ..... 2 (Go to top of next page)

**IF YES (Q.101):**

102. What do you think that is? (PROBE:) Who do you think it is for? (DO NOT READ LIST)	FOR LOW INCOME PEOPLE ..... 40- 1	} Go to Q.104
	REDUCED / LOWER RATES ..... 2	
	LIMITED CALLING ..... 3	
	OTHER _____ ..... X	
	DON'T KNOW ..... 0	

103. Are you aware that the phone company offers a special type of phone service for lower-income people?

YES ..... 41- 1 (Ask Q.104)  
 NO ..... 2 (Go to Q.108)  
 NOT SURE / DON'T KNOW ..... 0 (Ask Q.104)

**IF YES (Q.103):**

104. Have you ever tried to get this service?	YES ..... 42- 1 (Ask Q.105)
	NO ..... 2 (Go to Q.106)

**IF YES (Q.104):**

105. Why don't you have it... Was it because... (ASK IN ROTATED ORDER, STARTING WITH CHECKED ITEM.)	<input checked="" type="checkbox"/> You decided you did not want it ..... 43- 1
	<input type="checkbox"/> You did not meet the qualifications ..... 2
	<input type="checkbox"/> You had an outstanding balance from a previous service ..... 3
	Some other reason? _____ 4
	(describe)
DO NOT READ →	WAS ABLE TO GET IT / HAD THE SERVICE BUT DISCONTINUED ..... 5

Go on to next page →

**IF NO (Q.104):**

106. Why have you not tried to get this service?	44-
107. Is there any other reason why you have not tried to get this service?	45-

Go on to next page →

It happens that the phone company does offer a special type of phone service for lower income persons. This card describes who qualifies for it.

**INTERVIEWER: HAND CARD A (IVORY). REVIEW THE INCOME QUALIFICATIONS WITH RESPONDENT.**

108. Do you think you would qualify for this service?
- |                            |    |   |
|----------------------------|----|---|
| YES, THINK SO, MAYBE ..... | 46 | 1 |
| NO, WOULD NOT .....        |    | 2 |
| NOT SURE .....             |    | 3 |

Well, let's assume that you would qualify... this card describes the service... what it costs and how it works.

**INTERVIEWER: HAND CARD B (WHITE). REVIEW THE SERVICE WITH RESPONDENT.**

I'd like to get your reactions to various parts of this service...

09. First, let's look at the installation charge: That's \$17.38. You pay that just once when you set up service. And, if you prefer, you can pay that in 3 installments.

- Do you feel you could afford to pay that?
- |                          |    |   |
|--------------------------|----|---|
| YES .....                | 47 | 1 |
| NO .....                 |    | 2 |
| NOT SURE / DEPENDS ..... |    | 0 |

110. Is the installation cost more, the same or less than you thought it would be?
- |               |    |   |
|---------------|----|---|
| MORE .....    | 48 | 1 |
| SAME .....    |    | 2 |
| LESS .....    |    | 3 |
| NO IDEA ..... |    | 4 |

111. What about the deposit requirement... As shown there, that depends on whether you ever had phone service disconnected because of non-payment. Has that happened to you?
- |           |    |               |
|-----------|----|---------------|
| YES ..... | 49 | 1 (Ask Q.112) |
| NO .....  |    | 2 (Ask Q.113) |

**IF YES (Q.111):**

112. Well, in that case, you would ordinarily have to pay a deposit to get service started. However, if you qualify for this Lifeline service, you can arrange to spread the payments out over a period of time.

Were you aware you could spread the payments out?

YES, AWARE .....	50	1
NO, NOT AWARE .....		2

*Go on to next page*

**IF NO (Q.111):**

113. Were you aware that you could get phone service without having to pay a deposit?

YES, AWARE .....	51	1
NO, NOT AWARE .....		2

*Go on to next page*

Now let's look at the two types of services... the MEASURED rate for \$1.23 per month and FLAT rate for \$3.18 per month.

The way these services work, if you make NO calls to areas that are more than 12 miles from here, it would cost you either \$1.23 or \$3.18 a month for phone service once you get the service started. However, if you or others make calls to people that live more than 12 miles away, it is going to cost you more than that and it could cost a lot more, depending on how many calls you make, how long you talk and where you call.

114. First, how easy or difficult would it be for you to limit your calling to areas that are within 12 miles of your home... would you find that...
- Very easy to do ..... 1 } Ask Q.116
  - Fairly easy to do ..... 2 }
  - Fairly difficult to do ..... 3 } Ask Q.115
  - Very difficult to do ..... 4 }
- DO NOT READ → NOT SURE, DON'T KNOW . . 0

**IF DIFFICULT OR NOT SURE (Q.114):**

<p>115. What makes that (difficult) (hard to say)... Is it because... (ASK IN ROTATED ORDER, STARTING WITH CHECKED ITEM.)</p>	<p><input checked="" type="checkbox"/> you aren't sure what would be within 12 miles . 1</p> <p><input type="checkbox"/> you can't control others who may use the phone . 2</p> <p><input type="checkbox"/> you would want to call people who live farther away ..... 3</p> <p>some other reason? _____ 0 (describe)</p>
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116. If you had this type of phone service, do you think you and others here could limit your calls to within 12 miles of here or would you be likely to end up making calls to areas that are more than 12 miles away?
- Only make calls to people within 12 miles ..... 1
  - Make calls to areas more than 12 miles away ..... 2
  - Not sure, depends ..... 3

Well, if you do make calls more than 12 miles away, it will cost you more than \$1.23 or \$3.18 a month because you have to pay extra for those calls.

117. Let's look at what it costs to make calls that are more than 12 miles away. First, let's look at the toll calls... these are calls that are more than 12 miles away but still pretty much within this general part of California... The average 5 minute call to these areas is about 35 cents to \$1.50. If you tend to talk longer than 5 minutes, the cost will be more.

Is this more, the same or less than what you thought a 5 minute call would cost to these areas?

MORE .....	55	1
THE SAME .....		2
LESS .....		3

118. Now what about long distance calls... first, let's take the kind of long distance calls that are to other parts of California or to other states... as you can see, the average cost for a 5 minute call to other cities in California or to other states is about 50 cents to \$1.25. If you talk more than 5 minutes, the cost will be higher.

Is this more, the same or less than what you thought a 5 minute call would cost to other cities in California or to other states?

MORE .....	56	1
THE SAME .....		2
LESS .....		3

119. What about the costs shown there to call Mexico... is that more, the same or less than you thought it would cost?

MORE .....	57	1
THE SAME .....		2
LESS .....		3

120. And finally, what about the costs shown there to call an Asian city like Hong Kong... is that more, the same or less than you thought it would cost?

MORE .....	58	1
THE SAME .....		2
LESS .....		3

121. Looking at the extra costs for calls that are more than 12 miles away and thinking of how you and others would use a phone if you had one, do you think your monthly bill would be close to the \$1.23 or \$3.18 per month or do you think it would be higher than that because of extra calls?

CLOSE TO \$1.23 / \$3.18 .....	59	1	(Go to Q.123)
HIGHER THAN THAT .....		2	(Ask Q.122)

**IF HIGHER THAN THAT (Q.121):**

122. Would it be a lot higher or just a little higher?	A LOT HIGHER .....	60	1	
	JUST A LITTLE HIGHER .....		2	

123. Considering that the basic cost of service would be \$1.23 or \$3.18 and that you would then have to pay extra for all calls outside the 12 mile area, how much do you think it would end up costing you per month if you had this service... just your best estimate of what you think it would end up costing you given the number and kind of calls you and others in your (family) (household) would be likely to make?

\$ 6.62/63.64 per month

124. Considering what you think your total monthly bill would be with this service, would that be... (READ CATEGORIES) (IF NECESSARY, refer to amount in Q.123)

Very easy for you to afford ..... 1 } Ask Q.125  
 Somewhat easy for you to afford .. 2 }  
 Somewhat difficult for you to afford 3 } Go to Q.127  
 Very difficult for you to afford .... 4 }

125. What if it were \$10 more than that... would that be... READ CATEGORIES (IF NECESSARY, refer to amount in Q.123)

Very easy for you to afford ..... 1 } Ask Q.126  
 Somewhat easy for you to afford .. 2 }  
 Somewhat difficult for you to afford 3 } Go to Q.127  
 Very difficult for you to afford .... 4 }

126. What if it were \$20 more than that .. would that be... READ CATEGORIES

Very easy for you to afford ..... 1 }  
 Somewhat easy for you to afford .. 2 }  
 Somewhat difficult for you to afford 3 }  
 Very difficult for you to afford .... 4 }

127. Assuming you are eligible for this special phone service, do you think you will get in touch with the phone company to sign up for it or will you continue doing what you do now?

Sign up ..... 1  
 Continue doing what do now ..... 2

IF CODE "2," "3," OR "4," IN Q.124, ASK:

128. I'm going to read a list of things that may or may not make phone service hard for you to afford... as I read each, please tell me if this makes phone service hard for you to afford or not. (READ ITEM) FOR EACH YES, ASK: Is that a big or small part of what makes phone service hard for you to afford? (ASK IN ROTATED ORDER, STARTING WITH CHECKED ITEM.)

	YES	NO	BIG PART	SMALL PART	
<input checked="" type="checkbox"/> the basic monthly cost of \$1.23 or \$3.18	1	X	1	2	70
<input type="checkbox"/> the extra cost of calls <u>within</u> the US	2	X	1	2	71
<input type="checkbox"/> the extra cost of calls <u>outside</u> the US	3	X	1	2	72
<input type="checkbox"/> the inability to control the <u>number</u> of calls	4	X	1	2	73
<input type="checkbox"/> the inability to control <u>who uses</u> the phone	5	X	1	2	74
<input type="checkbox"/> the tendency to talk on the phone for a long time	6	X	1	2	75
<input type="checkbox"/> calls to 900 numbers	7	X	1	2	76
anything else that makes phone service hard to afford? _____	8	X	1	2	77

(write in)

ASK ALL:

129. What if there were some way for you to control the calls that cost extra. For example, the phone company could set some limit on those calls so you would not go over that limit... Would you be interested in this type of service or not?

YES ..... 1  
 NO ..... 2

End C3

901. Do you speak any languages, other than English?

YES ..... 1 (Ask Q.902a)  
 NO ..... 2 (Skip to Q.906a, next page)

29

**IF YES, (Q.901):**

902a. What are all the languages you speak at home including English? (DO NOT READ LIST) (PROBE:) Any others? (Record below under Q.902, SPEAK AT HOME)

902b. (IF ENGLISH NOT MENTIONED, ASK:) Do you use English at home?

**IF MORE THAN ONE, ASK:**

903. Which one is used most often, at home? (Record below under Q.903 MOST OFTEN)

	Q.902 SPEAK AT HOME	Q.903 MOST OFTEN
ENGLISH .....	9- 1	U- 1
SPANISH .....	2	2
FRENCH .....	3	3
ARABIC .....	4	4
CHINESE .....	5	5
CHINESE .....	6	6
CHINESE (OTHER) .....	7	7
KOREAN .....	8	8
VIETNAMESE .....	9	9
JAPANESE .....	0	0
TAGALOG .....	10- 1	11- 1
HMONG .....	2	2
LAOTIAN .....	3	3
OTHER _____ (specify)	4	4

**IF USE SPANISH, CHINESE, KOREAN OR VIETNAMESE AT HOME:**

904. If you wanted to call the phone company to talk about phone service, which would you prefer to use — (LANGUAGE), English or does it make no difference to you?

PREFER (LANGUAGE) ..... 13- 1  
 PREFER ENGLISH ..... 2  
 MAKES NO DIFFERENCE ..... 3

14/15 SKIP



914. How would you describe your marital status?  
Are you ... (READ CATEGORIES)
- Married ..... 37- 1  
 Separated ..... 2  
 Divorced ..... 3  
 Widowed ..... 4  
 Single (Never married) ..... 5
915. Is this a house, apartment or flat,  
condominium, mobile home or some other type  
of dwelling?
- HOUSE ..... 37- 1  
 APARTMENT / FLAT ..... 2  
 CONDOMINIUM ..... 3  
 SINGLE HOTEL ROOM ..... 4  
 ROOM WITHIN AN APARTMENT / HOUSE ..... 5  
 MOBILE HOME ..... 6  
 OTHER: \_\_\_\_\_ 7  
 (describe)
916. Do you own or rent?
- OWN ..... 39- 1  
 RENT ..... 2
917. Do you pay your own ... (READ LIST)

FOR EACH YES:

918. Do you pay by mail or in person?

	YES	NO
Water bills? ..... 40- 1	1	X
Electricity bills? ..... 2	2	X
Natural gas bills? ..... 3	3	X
Cable TV bill? ..... 4	4	X

PAY BY...

	IN		OTHER	DK
	MAIL	PERSON		
41- 1	1	2	_____	0
42- 1	1	2	_____	0
43- 1	1	2	_____	0
44 1	1	2	_____	0

45-50-51

919. May I please ask your age?
- \_\_\_\_\_ 46/47  
 YEARS
920. What is the highest level of education you  
completed?
- ELEMENTARY OR NONE ..... 49- 1  
 SOME HIGH SCHOOL ..... 2  
 COMPLETED HIGH SCHOOL (4 YRS) ..... 3  
 SOME COLLEGE (1-3 YRS), TECHNICAL  
 SCHOOL / ASSOCIATE DEGREE (2 YEARS) ..... 4  
 COMPLETED COLLEGE (4 YEARS) ..... 5  
 POST GRADUATE (OVER 4 YEARS) ..... 6  
 REFUSED ..... 7
921. Are you currently employed either part-time or  
full-time? (IF NOT EMPLOYED, CIRCLE  
APPROPRIATE CODE)
- EMPLOYED FULL-TIME ..... 49- 1  
 EMPLOYED PART-TIME ..... 2  
 TEMPORARILY UNEMPLOYED ..... 3  
 HOMEMAKER FULL-TIME ..... 4  
 STUDENT ..... 5  
 RETIRED ..... 6  
 OTHER \_\_\_\_\_ 7  
 (specify)
- REFUSED ..... 8

922. Would you describe your racial or ethnic background as...(READ CATEGORIES)

- White ..... 50- 7
- Black or African American ..... 2
- Spanish / Mexican or other Hispanic descent ..... 3
- American Indian ..... 4
- Asian, or ..... 5
- Some other group \_\_\_\_\_ 6
- (specify)
- REFUSED ..... 7
- DON'T KNOW ..... 8

DO NOT READ {

IF "ASIAN" (Q.922):

923. Which Asian group is that?	<ul style="list-style-type: none"> <li>CHINESE ..... 57- 1</li> <li>KOREAN ..... 2</li> <li>VIETNAMESE ..... 3</li> <li>FILIPINO ..... 4</li> <li>JAPANESE ..... 5</li> <li>HMONG ..... 6</li> <li>LAOTIAN ..... 7</li> <li>OTHER _____ 8</li> <li style="text-align: center;">(specify)</li> </ul>
---------------------------------	---

**INTERVIEWER: HAND CARD C (GRAY)**

924. And finally, which of the categories on this card best describes your total annual household income? You can just read me the letter that applies.

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>A. \$15,300 OR LESS ..... 52- 1</li> <li>B. BETWEEN \$15,301 AND \$17,900 ..... 2</li> <li>C. BETWEEN \$17,901 AND \$21,500 ..... 3</li> <li>D. BETWEEN \$21,501 AND \$25,100 ..... 4</li> <li>E. BETWEEN \$25,101 AND \$28,700 ..... 5</li> <li>F. BETWEEN \$28,701 AND \$32,300 ..... 6</li> <li>G. BETWEEN \$32,301 AND \$35,900 ..... 7</li> </ul> | <ul style="list-style-type: none"> <li>H. BETWEEN \$35,901 AND \$39,500 ..... 53- 1</li> <li>I. BETWEEN \$39,501 AND \$50,000 ..... 2</li> <li>J. BETWEEN \$50,001 AND \$75,000 ..... 3</li> <li>K. \$75,001 OR MORE ..... 4</li> <li>REFUSED ..... 5</li> <li>DON'T KNOW ..... 6</li> </ul> |
|---|--|

925. How many people in your household, in total, including yourself, depend on that income?

\_\_\_\_\_ (record number) 51/55

926. How many people contribute to that income?

\_\_\_\_\_ (record number) 56/57

927. Is your home equipped with a jack where you can plug in a phone?

- YES, HAS JACK ..... 58- 1
- NO, DOES NOT ..... 2
- DON'T KNOW ..... 0

928. RECORD SEX:

- MALE ..... 59- 1
- FEMALE ..... 2

Those are all the questions I have. May I have your name and address just in case my supervisor needs to verify this interview?

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip code: \_\_\_\_\_

ALSO RECORD: \_\_\_\_\_

Interviewer name: \_\_\_\_\_

Date of interview:   /  /  

Block Cluster #: 

60	61	62	63	64

65	66	67	68

69	70	71

Address Line #: 

72	73

 Interview Length: \_\_\_\_\_

Time End: \_\_\_\_\_ ; \_\_\_\_\_

(HR)	(MIN)
74/75	76/77

Field Research Corporation  
550 Kearny Street, Suite 900  
San Francisco, California 94108

112-567  
090393  
Final  
(GREEN)

**PACIFIC BELL  
CUSTOMER FORM**

**Record Following:**

Address: \_\_\_\_\_

Block Cluster #: 

20	21	22	23	24

25	26	27	28

29	30	31

City: \_\_\_\_\_

Address Line #: 

32	33

Date: \_\_\_\_\_ Time: \_\_\_\_\_

Record Interviewer #

24 35 36

37- PB

Field Research Corporation
550 Kearny Street, Suite 900
San Francisco, California 94108

112-567
090393
Final
(GREEN)

PACIFIC BELL
CUSTOMER QUESTIONNAIRE

Time Started:
HR 3 MW
38-39 / 40-41

These first few questions are about your telephone service.

- 1. Is there just one telephone number for everyone living here at this address or is there more than one telephone number?
JUST ONE NUMBER ... 1 (Go to Q.6)
MORE THAN ONE ..... 2 (Ask Q.2)

IF MORE THAN ONE (Q.1):

2. How many different telephone numbers are there for this address? (record number) 43/44
3. How many, if any, of these are business lines? (record number) 45/46
4. Do you pay the bills for (all) (both) of these phone numbers? YES ..... 1 (Go to Q.6) NO ..... 2 (Ask Q.5)
IF NO (Q.4):
5. Who pays the bills for these (this) other number(s)? TEENAGER/CHILD OF RESPONDENT ..... 1 ADULT RELATED TO RESPONDENT ..... 2 NON-RELATED ADULT ..... 3 OTHER: ..... 4 (describe)

- 6. How do you prefer to pay your phone bill... (READ CATEGORIES) by mail ..... 1 by going to the phone company in person ..... 2 some other way ..... 0 (describe)

- 7. Would you prefer to pay... (READ CATEGORIES) by phone ..... 1 by check ..... 2 in cash ..... 3 by money order ..... 4 with a credit card ..... 5 other ..... 0 (describe)

- 8. Do you know which company provides your long distance service? IF NECESSARY: Is it...(READ LIST) AT&T ..... 1 MCI ..... 2 Sprint ..... 3 Other: ..... 4 (describe)

- DO NOT READ -> { GTE/General Telephone ..... 5 Pacific Bell ..... 6 Don't know ..... 0

9. Do you get a separate monthly bill for your long distance calls or are your long distance calls included in your monthly Pacific Bell bill?

SEPARATE BILL ..... 1 (Ask Q.10)  
INCLUDED IN PB BILL ... 2 (Go to Q.12)

IF SEPARATE BILL (Q.9):

10. How much is your average long distance bill each month? (IF NECESSARY): Just your best estimate.

\$ 0 (record amount)  
53.54 / 55.56

11. How much is your average bill from Pacific Bell each month - that's the total you pay to Pacific Bell each month, including all the different charges?

\$ 0 Go to Q.13  
(record amount)  
51.58 / 54.60

IF LONG DISTANCE INCLUDED IN PACIFIC BELL BILL (Q.9):

12. In total, how much is your average telephone bill each month - that's the total you pay each month including all the different Pacific Bell charges as well as the long distance charges. (IF NECESSARY): Just your best estimate.

\$ 0 (record amount) Go to Q.13 2  
51.58 / 54.60

13. Thinking about the times you have contacted Pacific Bell, how satisfied were you with how they responded... were you... READ CATEGORIES

DO NOT READ ->

Very satisfied ..... 1 (Go to Q.10) 15  
Somewhat satisfied ..... 2 } (Ask Q.14)  
Somewhat dissatisfied .. 3  
Very dissatisfied ..... 4  
CAN'T RECALL ..... 0 (Go to Q.10) 15

IF LESS THAN VERY SATISFIED (Q.13):

14. Why were you not entirely satisfied? (PROBE:) Was there anything else you were dissatisfied with? 66-

ASK ALL:

15. In any contacts you have had with Pacific Bell, have you ever felt pressured into signing up for some type of service that you did not really feel you needed or wanted? 67-

YES ..... 1 (Ask Q.16)  
NO ..... 2 (Go to Q.19)

IF YES (Q.15):

16. How long ago was that?

LESS THAN 3 MONTHS AGO ..... 1 69-  
3 TO 6 MONTHS AGO ..... 2  
6.1 MONTHS TO 1 YEAR AGO ..... 3  
1.1 TO 2.9 YEARS AGO ..... 4  
3 TO 5 YEARS AGO ..... 5  
5 OR MORE YEARS AGO ..... 6  
DON'T KNOW ..... 0

17. Did you end up getting what you felt pressured into buying?

YES ..... 1 (Ask Q.18)  
NO ..... 2 (Go to Q.19)

IF YES (Q.17):

18. Did you request it be stopped or removed from your bill?

YES ..... 1 70-  
NO ..... 2

C2

19. Since living on your own as an adult, have you usually had phone service in your home? YES ..... 8- 1  
NO ..... 2
20. What about when you were a child ... did you usually have telephone service in your home? YES ..... 9- 1  
NO ..... 2
21. Have you ever had your phone service stopped by the phone company? YES ..... 10- 1 (Ask Q.22)  
NO ..... 2 (Go to Q.27)

IF YES (Q.21):

22. Before the phone company disconnected your service, did you contact the phone company to talk about your bill and what might be done about it? YES ..... 11- 1 (Go to Q.24)  
NO ..... 2 (Ask Q.23)

IF NO (Q.22):

23. Why didn't you contact them? 12-  
13-

24. Were you aware that you could have arranged to pay the amount you owed on an installment plan? YES ..... 14- 1  
NO ..... 2
25. At the time the phone company stopped your telephone service, did you want to continue getting phone service or did you decide it was best to stop getting the service? WANTED TO CONTINUE ..... 15- 1 (Go to Q.27)  
DECIDED TO STOP ..... 2 (Ask Q.26)

IF DECIDED TO STOP (Q.25):

26. Why did you decide to stop getting phone service? Was it because ... [ ] you no longer wanted phone service ..... 16- 1  
[ ] your bill was larger than you expected ..... 2  
(ASK IN ROTATED ORDER, [ ] you did not understand the charges ..... 3  
STARTING WITH CHECKED ITEM.) [x] you could not control the number of calls ..... 4  
[ ] too many other people were using the phone .. 5
- any other reason? \_\_\_\_\_ . 6  
(write in)

Go on to Q.27

27. How do you feel about contacting the phone company about your telephone service ... is that ... (READ CATEGORIES)

Very easy for you	..... 1	} (Go to Q.29) (Ask Q.28)
Somewhat easy for you	..... 2	
Somewhat difficult for you, or	..... 3	
Very difficult for you?	..... 4	

**IF LESS THAN "VERY EASY" (Q.27):**

28. What makes it difficult for you? (PROBE:) Is there anything else that makes it difficult for you to contact the phone company?

18-

19-

29. As far as you know, does the phone company have service representatives who can speak ...

	YES	NO	DON'T KNOW
Spanish?	..... 20- 1	..... 2	..... 0
Chinese?	..... 21- 1	..... 2	..... 0
Vietnamese?	..... 22- 1	..... 2	..... 0
Korean?	..... 23- 1	..... 2	..... 0

30. As far as you know, are there any special requirements for getting phone service...for example...do you have to...

	YES	NO	DK
a. Have a certain income level?	..... 24- 1	..... 2	..... 0
b. Have a good credit rating?	..... 25- 1	..... 2	..... 0
c. Have a bank account?	..... 26- 1	..... 2	..... 0
d. Have a California driver's license?	..... 27- 1	..... 2	..... 0
e. Have a Social Security card?	..... 28- 1	..... 2	..... 0
f. Be a citizen of the United States?	..... 29- 1	..... 2	..... 0
g. Have a job?	..... 30- 1	..... 2	..... 0

31. Have you ever tried to get telephone service from the phone company here in California and not been able to get it?

YES	..... 31- 1	(Ask Q.32)
NO	..... 2	(Go to Q.34)

**IF YES (Q.31):**

32. How long ago was that?

LESS THAN 3 MONTHS AGO	..... 32- 1
3 TO 6 MONTHS AGO	..... 2
6.1 MONTHS TO 1 YEAR AGO	..... 3
1.1 TO 2.9 YEARS AGO	..... 4
3 TO 5 YEARS AGO	..... 5
5 OR MORE YEARS AGO	..... 6
DON'T KNOW	..... 0

33. Why were you unable to get phone service... was it because ... (ASK IN ROTATED ORDER, STARTING WITH CHECKED ITEM.)

<input checked="" type="checkbox"/> you had an outstanding, unpaid balance on a previous phone bill?	..... 33- 1
<input type="checkbox"/> you did not have the required Social Security number, driver's license or other acceptable form of identification?	..... 2
<input type="checkbox"/> you could not pay the required deposit	..... 3
some other reason? _____	..... 4

(describe)

34. Have you ever heard of Custom Calling Services like Call Waiting or Call Forwarding? YES .....<sup>34-</sup> 1 (Ask Q.35)  
NO ..... 2 (Ask Q.37)

IF YES (Q.34):

35. Do you have Call Waiting, Call Forwarding or any other Custom Calling Service? YES .....<sup>35-</sup> 1  
NO ..... 2
36. Are you aware that these Custom Calling Services like Call Waiting and Call Forwarding cost extra each month and that you don't have to have them if you do not want them? YES, AWARE .....<sup>36-</sup> 1  
NO, NOT AWARE ..... 2

37. Is telephone service... (READ CATEGORIES) Very easy for you to afford .....<sup>37-</sup> 1 (Go to Q.101)  
Somewhat easy for you to afford .. 2  
Somewhat difficult for you to afford, or ..... 3 } (Ask Q.38)  
Very difficult for you to afford .... 4

IF LESS THAN "VERY EASY" (Q.37):

38. What makes phone service hard for you to afford... Is it... (READ LIST) FOR EACH "YES" ASK: Is that a big part of the problem or only a small part of the problem for you? (ASK IN ROTATED ORDER, STARTING WITH CHECKED ITEM.)

	YES	NO	BIG PART	SMALL PART	
[ ] the extra cost of calls <u>within</u> the US ..... <sup>38-</sup> 1	..... X		1	..... 2	39
[ ] the extra cost of calls <u>outside</u> the US ..... 2	..... X		1	..... 2	40
[ ] the inability to control the <u>number</u> of calls .... 3	..... X		1	..... 2	41
[ ] the inability to control <u>who uses</u> the phone .... 4	..... X		1	..... 2	42
[ ] the tendency to talk on the phone for a long time ..... 5	..... X		1	..... 2	43
<input checked="" type="checkbox"/> what you have to pay for the basic monthly service, not including extra calls .. 6	..... X		1	..... 2	44
[ ] the added cost of services like Call Waiting ... 7	..... X		1	..... 2	45
[ ] calls to 900 numbers ..... 8	..... X		1	..... 2	46
Something else? _____ ..... 0	..... X		1	..... 2	47

(specify)

39. Do you ever have any financial difficulty paying your monthly phone bill? YES .....<sup>41-</sup> 1 (Ask Q.40)  
NO ..... 2 (Go to Q.101)

IF YES (Q.39):

40. How often do you have difficulty doing so? Is it...(READ CATEGORIES) Very often .....<sup>41-</sup> 1  
Somewhat often, or ..... 2  
Not too often ..... 3