

CARAVAN Telephone Sampling Methodology

Opinion Research Corporation's national probability telephone sample is an efficient form of random-digit-dialing. The sample is designed to be a simple random sample of telephone households. Unlike published directories, Opinion Research Corporation's national probability telephone sample includes both unlisted numbers and numbers issued after publication of the directories. The following procedure was used to create the sample:

- o Opinion Research Corporation has an annual license for GENESYS, a custom RDD sample generation system developed by Marketing Systems Groups.
- o The methodology for generating random digit dialing (RDD) telephone samples in the GENESYS system provides for a single stage, EPSEM (Equal Probability of Selection Method) sample of residential telephone numbers. It is updated twice a year.
- o When a national probability sample is needed, a random selection is made from approximately 40,000 exchanges in two million working banks.
- o Each telephone number is transferred to a separate call record. The record shows the computer-generated telephone number to be called, as well as the county, state, MSA (if applicable), band and time zone into which the telephone number falls. Our computerized interviewing system (CATI) uses this information to keep track of regional quotas. The CATI interviewing program also keeps track of the disposition categories for each call attempt.

Reliability Of Survey Percentages

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results.

The table below shows the possible sample variation that applies to percentage results reported from Opinion Research Corporation's CARAVAN sample. The chances are 95 in 100 that a CARAVAN survey result does not vary, plus or minus, by more than the indicated number of percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

Size of Sample on Which Survey Results Is Based	Approximate Sampling Tolerances Applicable to Percentages At or Near These Levels				
	<u>10% or 90%</u>	<u>20% or 80%</u>	<u>30% or 70%</u>	<u>40% or 60%</u>	<u>50%</u>
1,000 interviews	2%	2%	3%	3%	3%
500 interviews	3%	4%	4%	4%	4%
250 interviews	4%	5%	6%	6%	6%
100 interviews	6%	8%	9%	10%	10%

Additional Sampling Tolerances for Samples of 1,000 Interviews

<u>9% or 91%</u> 2%	<u>8% or 92%</u> 2%	<u>7% or 93%</u> 2%	<u>6% or 94%</u> 1%	<u>5% or 95%</u> 1%
<u>4% or 96%</u> 1%	<u>3% or 97%</u> 1%	<u>2% or 98%</u> 1%	<u>1% or 99%</u> .2%	

Sampling Tolerances When Comparing Two Samples

Tolerances are also involved in the comparison of results from independent parts of any one Opinion Research Corporation's CARAVAN sample and in the comparison of results between two independent CARAVAN samples. A difference, in other words, must be of at least a certain number of percentage points to be considered statistically significant. The table below is a guide to the sampling tolerances in percentage points applicable to such comparisons, based on a 95% confidence level.

Size of Samples Compared	Differences Required for Significance At or Near These Percentage Levels				
	<u>10% or 90%</u>	<u>20% or 80%</u>	<u>30% or 70%</u>	<u>40% or 60%</u>	<u>50%</u>
1,000 and 1,000	3%	4%	4%	4%	4%
1,000 and 500	3%	4%	5%	5%	5%
1,000 and 250	4%	6%	6%	7%	7%
1,000 and 100	6%	8%	9%	10%	10%
500 and 500	4%	5%	6%	6%	6%
500 and 250	5%	6%	7%	7%	8%
500 and 100	6%	9%	10%	11%	11%
250 and 250	5%	7%	8%	9%	9%
250 and 100	7%	9%	11%	11%	12%
100 and 100	8%	11%	13%	14%	14%

Telephone Customer Information Uses And Privacy

A National Public Opinion Survey Conducted by OPINION RESEARCH CORPORATION and Dr. Alan F. Westin, November, 1996*

1. Does your household currently have any of the following telephone services? (RECORD AS MANY AS APPLY).

Any listed service asked about _____	68%
Voice mail _____	12%
Caller ID _____	19%
Call waiting _____	48%
Call forwarding _____	12%
Cellular phone service _____	25%
Internet access _____	17%
Personal 800 number service _____	6%
DON'T KNOW; NONE OF THESE _____	32%

2. I will read you a short list of organizations which collect and use information about consumers. On a scale of 1 to 10, HOW MUCH DO YOU TRUST THEM to collect and use information about people like you in a responsible way and protecting its confidentiality. Answering "1" means you do not trust them at all and "10" means you have complete trust in them.

2 A

Health insurance companies

Do not trust them at all _____	18%
_____	6%
_____	7%
_____	6%
_____	23%
_____	9%
_____	9%
_____	9%
_____	3%
Have complete trust in them _____	7%
DON'T KNOW _____	3%

* Sponsored by Pacific Telesis

2 B

Life insurance companies

Do not trust them at all _____	19%
_____	7%
_____	7%
_____	6%
_____	21%
_____	8%
_____	10%
_____	8%
_____	3%
Have complete trust in them _____	8%
DON'T KNOW _____	3%

2 C

Local telephone companies, like Pacific Bell, Southwestern Bell, Bell Atlantic and Bell South

Do not trust them at all _____	10%
_____	4%
_____	5%
_____	5%
_____	26%
_____	8%
_____	10%
_____	13%
_____	5%
Have complete trust in them _____	10%
DON'T KNOW _____	4%

2 D

Long distance telephone companies, like AT&T, MCI, and Sprint

Do not trust them at all _____	15%
_____	6%

_____	6%
_____	7%
_____	22%
_____	8%
_____	10%
_____	11%
_____	3%
Have complete trust in them _____	11%
DON'T KNOW _____	2%

2 E

Employers

Do not trust them at all _____	10%
_____	3%
_____	4%
_____	5%
_____	19%
_____	7%
_____	13%
_____	14%
_____	7%
Have complete trust in them _____	13%
DON'T KNOW _____	4%

2 F

Credit bureaus, like Equifax, TRW, or TransUnion

Do not trust them at all _____	26%
_____	7%
_____	9%
_____	4%
_____	18%
_____	6%
_____	7%
_____	6%
_____	1%

Have complete trust in them _____	4%
DON'T KNOW _____	11%

2 G

Companies that sell to consumers at homes by direct mail

Do not trust them at all _____	36%
_____	12%
_____	10%
_____	6%
_____	18%
_____	4%
_____	4%
_____	4%
_____	1%
Have complete trust in them _____	3%
DON'T KNOW _____	2%

2 H

Hospitals

Do not trust them at all _____	10%
_____	4%
_____	5%
_____	6%
_____	19%
_____	7%
_____	12%
_____	15%
_____	8%
Have complete trust in them _____	13%
DON'T KNOW _____	2%

2 I

Credit card companies like Visa, MasterCard, or American Express

Do not trust them at all _____	19%
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_____	7%
_____	7%
_____	6%
_____	18%
_____	8%
_____	8%
_____	12%
_____	4%
Have complete trust in them _____	8%
DON'T KNOW _____	3%

2 J

Banks offering consumer checking and savings accounts

Do not trust them at all _____	11%
_____	4%
_____	6%
_____	5%
_____	19%
_____	8%
_____	12%
_____	14%
_____	7%
Have complete trust in them _____	13%
DON'T KNOW _____	1%

2 K

Cable television companies

Do not trust them at all _____	15%
_____	6%
_____	7%
_____	6%
_____	26%
_____	6%
_____	9%

_____	8%
_____	4%
Have complete trust in them _____	7%
DON'T KNOW _____	6%

2 L

Private investigators

Do not trust them at all _____	28%
_____	7%
_____	7%
_____	5%
_____	18%
_____	4%
_____	5%
_____	5%
_____	2%
Have complete trust in them _____	4%
DON'T KNOW _____	15%

3 Have you ever had the company you use for local telephone service release the personal information they had about you in a way you thought was not proper?

YES _____	9%
NO _____	82%
DON'T KNOW _____	9%

4 In the past year, have you or a member of your household bought something from a mailing such as a catalog or brochure that was sent to your residence or workplace, or not?

YES _____	72%
NO _____	27%
DON'T KNOW _____	1%

5 Have you ever received a notice from a business you used, such as a credit card company, catalog firm, publication, or non-profit organization giving you the opportunity to "opt out" or decline having them give your name and address to other organizations that wanted to send you offers by mail for related products or services?

YES _____	41%
NO _____	57%

DON'T KNOW _____	1%
6. Have you ever checked such an "opt out" yourself, and declined to have such use made of your name and address? (412)	
YES _____	62%
NO _____	37%
DON'T KNOW _____	1%
7. When you are a customer of a business--such as a bank, a department store, an insurance company, or a local telephone service--do you consider it acceptable for this business to communicate with you from time to time about new products or services, or special discounts they are offering to their customers that they think may be of interest or benefit to you? Is this... (READ LIST)	
Acceptable (very plus somewhat) _____	88%
Very acceptable _____	36%
Somewhat acceptable _____	52%
Not very acceptable _____	5%
Not at all acceptable _____	6%
DON'T KNOW _____	1%
8. Would it become acceptable to you if this company offered you the opportunity to "opt out" or decline to receive information about new products or services, or special discounts and contacted those customers who did NOT "opt out." Would providing such notice and "opt out" make this ...? (READ LIST) (117)	
Acceptable (very plus somewhat) _____	42%
Very acceptable _____	21%
Somewhat acceptable _____	21%
Not very acceptable _____	18%
Not at all acceptable _____	36%
DON'T KNOW _____	3%
9. Many new consumer services are being developed by local telephone companies today. These include voice mail, long distance calling plans, cellular telephone service, expanded cable television or home interactive video services. How interested would you be in having your local telephone company inform you about such new services from time to time? Would you say you are... (READ LIST)	
Interested (very plus somewhat) _____	64%
Very interested _____	16%
Somewhat interested _____	48%
Not very interested _____	19%

- | | |
|-----------------------------|-----|
| Not at all interested _____ | 17% |
| DON'T KNOW _____ | 0% |
- 10 When you call your local telephone company to discuss your services, the customer service representative that you speak with normally looks up your billing and account service record. As a result of talking with you and seeing the services you already have, the representative may also want to offer you new services. On that call, do you consider it acceptable for the representative to offer you new services? Would that be...(READ LIST)
- | | |
|---------------------------------------|-----|
| Acceptable (very plus somewhat) _____ | 69% |
| Very acceptable _____ | 20% |
| Somewhat acceptable _____ | 48% |
| Not very acceptable _____ | 16% |
| Not at all acceptable _____ | 15% |
| DON'T KNOW _____ | 1% |
- 11 Your local telephone company may also look at its customer records to see which of its current customers it thinks would be most interested in, or benefit from hearing about new services. Do you consider it acceptable for your local telephone company to look over customer records for this purpose? Would that be... (READ LIST)
- | | |
|---------------------------------------|-----|
| Acceptable (very plus somewhat) _____ | 64% |
| Very acceptable _____ | 15% |
| Somewhat acceptable _____ | 48% |
| Not very acceptable _____ | 19% |
| Not at all acceptable _____ | 17% |
| DON'T KNOW _____ | 1% |
- 12 Would it become acceptable to you if your local telephone company offered you the opportunity to "opt out" or decline to have your customer information used to describe new services to you, and then communicated such new services to customers who did not choose to "opt out"? Would that become...(READ LIST) (358)
- | | |
|---------------------------------------|-----|
| Acceptable (very plus somewhat) _____ | 45% |
| Very acceptable _____ | 19% |
| Somewhat acceptable _____ | 25% |
| Not very acceptable _____ | 19% |
| Not at all acceptable _____ | 35% |
| DON'T KNOW _____ | 1% |
- 13 If your local telephone company provides you with an opportunity to "opt out" or decline to have your customer information used in this way, would you prefer receiving such a notice and "opt out" opportunity in your monthly telephone bill or in a separate mailing to you?
- | | |
|--------------------|-----|
| Monthly bill _____ | 46% |
|--------------------|-----|

Separate mailing _____	51%
DON'T KNOW _____	4%

14 How concerned are you about threats to your personal privacy in America today -- are you very concerned, somewhat concerned, not very concerned, or not concerned at all?

Concerned (very plus somewhat) _____	89%
Very concerned _____	55%
Somewhat concerned _____	13%
Not very concerned _____	8%
Not concerned at all _____	3%
Don't know _____	0%

15. Do you agree or disagree with each of the following statements? Please tell me if you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with each statement.

15A

Consumers have lost all control over HOW personal information about them is circulated and used by companies

Agree (strongly plus somewhat) _____	82%
Agree strongly _____	50%
Agree somewhat _____	32%
Disagree somewhat _____	12%
Disagree strongly _____	5%
DON'T KNOW _____	1%

15 B

Your rights to privacy as a consumer are adequately protected today by law or business practice

Agree (strongly plus somewhat) _____	47%
Agree strongly _____	14%
Agree somewhat _____	33%
Disagree somewhat _____	26%
Disagree strongly _____	26%
DON'T KNOW _____	1%

Public Attitudes Toward Local Telephone Company Use of CPNI

**Report of a National Opinion Survey Conducted November 14-17, 1996
By Opinion Research Corporation, Princeton, N.J.
and Prof. Alan F. Westin, Columbia University**

Sponsored by Pacific Telesis Group

**Telecommunications Act of 1996
Customer Proprietary Network Information
FCC Docket 96-115**

December 11, 1996

Background of the Study

- Telephone survey of 1,011 adults, in private households in continental US
- Fieldwork conducted November 14 - 17, 1996, by Opinion Research Corporation, Princeton, N.J., a leading international survey firm with business, government, and non-profit clients
- Report by Dr. Alan F. Westin, Professor of Public Law and Gov't., Columbia University, expert on privacy and advisor on 22 national surveys on privacy since 1978

1. The Public Is Concerned About Maintaining Personal Privacy

- 89% of the public is concerned about “threats to their personal privacy today;” this is up from 82% in 1995
- 55.5% say they are very concerned; this is up from 47% in 1995
- This is an 8.5% rise in “very concerned” in only one year

2. The Public is Also Concerned About Uses of Consumer Information by Businesses

- 83% agree “consumers have lost all control over how personal information about them is circulated and used by companies.” This is up from 80% in 1995
- 72% agree “if privacy is to be preserved, the use of computers must be sharply restricted in the future”
- 52% disagree that their rights to privacy are adequately protected today by law or business practices

3. Very Large Public Majorities Favor Businesses Being Able to Inform Their Customers About New Services

- 88% of the public says it is acceptable for businesses they are a customer of -- “such as a bank, a department store, or a local telephone service provider” -- to “communicate with them from time to time about new products or services, or special discounts they are offering to customers” that the business thinks may be of interest or benefit to the customer

4. An Opt Out Procedure Raises Public Acceptance of Business Communications to Customers to 93%

- The 12% who originally did not find such offers acceptable were asked if providing an opt out procedure would make such offers acceptable
- 41% said yes
- Adding these respondents to those initially supporting such business communications to customers produced 93% total acceptability

5. Local Telephone Companies Are Among the Business Organizations Most Trusted by the Public to Use Customer Information Responsibly and to Protect Its Confidentiality

- Respondents were given list of 12 business organizations and asked to rate (1-10) how much they trust them “to collect and use information about people like you in a responsible way and protecting its confidentiality.”
- Local telephone companies received a 78% High and Medium Trust level
- They were in same high group as hospitals, banks, and employers, and slightly ahead of long distance telephone companies
- This was much higher trust than was given to the seven other industries tested, such as insurance companies, credit bureaus, cable television companies, and direct marketers

6. Less than 10% of the Public Say Their Local Telephone Company Has Ever Released Their Personal Telephone Information Improperly

- 82% say this has never happened
- 9% say it has
- 9% say don't know
- By contrast, 25% of the public say that organizations holding their medical information have released this improperly

7. Majorities Say They Would be Interested in Learning From Their Local Telephone Company About New Telephone Services

- 64% say they would be interested in hearing from the local telephone company from time to time about new telephone services such as “voice mail, long distance calling plans, cellular telephone services, and expanded cable television or home interactive video services.”

8. Positive Views Toward Local Telephone Company Use of Customer Information Are Held by Majorities of All Demographic Groups

- Groups that are higher than the public's 64% in their interest in having the local telephone company inform them of new telephone services include:
 - Hispanics 79%
 - African-Americans 72
 - Women 69
 - 18 - 24 year olds 76
 - Persons who have used an opt out 72
 - Persons who order many additional telephone services 83

9. Majorities Also Say it is Acceptable for Their Local Telephone Company to Look Up Their Records and Offer Them Additional Services

- 64% say it's acceptable for the local telephone company "to look at its customer records to see which of its current customers it thinks would be most interested in or benefit from hearing about new services."
- With notice and an opt out, this acceptance level rises to 80%

9. Majorities Also Accept the Local Telephone Company Checking Customer Records and Offering New Services During Service Calls

- 69% say that when a customer calls the local telephone company to discuss his or her services, it is acceptable for the customer service representative to “look up the caller's billing and account service records” and offer new services based on the records and the conversation.