

NWRA

ATTACHMENT A

1997 SURVEY OF WIRELESS RESELLERS

NWRA's annual survey of wireless resellers produces an objective measure of the state of the wireless resale industry and a profile of wireless resale companies. Survey results also may advance NWRA's efforts to improve the business climate for wireless resale by offering factual evidence to support our view of the wireless marketplace. We strongly encourage you to complete and fax the survey to NWRA headquarters. The fax number is listed below. Thank you very for your assistance.

(Please Use Reverse Side Should You Need Additional Space)

1. Years in Business: _____ 2. Employees: _____ 3. Subscribers: _____
4. Services offered: Cellular PCS Paging Long Distance Local Exchange SMR (spec. mobile radio)
5. Geographic Markets: 1 _____ 2 _____ 3 _____ 4 _____ 5 _____

6. Company has resale agreements with the following carriers:

- Cellular: 1 _____ 2 _____ 3 _____ 4 _____ 5 _____
- PCS: 1 _____ 2 _____ 3 _____ 4 _____ 5 _____
- SMR: 1 _____ 2 _____ 3 _____ 4 _____ 5 _____

7. During the past year, has company been denied a *cellular* resale agreement because the carrier either claimed it did not have a resale program or avoided negotiating an agreement? Yes No
9. Has a *PCS* carrier operating in company's market(s) at least 90 days failed to produce a resale agreement despite company's efforts to secure such an agreement? Yes No
10. During the past year, has a *cellular, PCS, or SMR* carrier offered specific bulk discounts for at least 90 days to similarly-sized or smaller retail customers but has not made the discounts available to the company? Yes No
11. If Federal law no longer required wireless carriers to provide service to resellers, generally speaking the company's underlying carriers would (please check one):
- Improve company's resale agreements Maintain company's resale agreements
- Degrade company's resale agreements Eliminate company's resale agreements

12. Average monthly retail cellular bill: Today \$ _____ One year ago \$ _____
13. Average wholesale/retail margin Today _____% One year ago _____%
14. Percentage of company's subscribers who are: Business consumers _____% Residential consumers _____%
15. Percentage of company's new subscribers who did not previously have wireless service: _____%

16. Percentage difference (+/-) between company's average cellular retail rates and retail rates offered by company's underlying carriers: _____% Below carrier rates Above carrier rates
17. Does company serve a particular market niche? Yes No If yes, please identify which one(s): _____
18. Which enhanced services does company offer cellular subscribers?:
- 1 _____ 2 _____ 3 _____ 4 _____ 5 _____
19. Does company offer enhanced services to cellular customers not offered by company's underlying carrier(s)? Yes No If yes, please identify: _____
20. Does company offer prepaid services? Yes No
- If yes, what % percentage of your new subscribers is prepaid customers: _____%

Thank you for your assistance. Please fax the completed survey to the *National Wireless*

1997 SURVEY OF WIRELESS RESELLERS

Average of Responses

| | |
|--|--------|
| Years In Business: | 6 |
| Number of Employees: | 51 |
| Number of Subscribers: | 14,652 |
| Monthly Bill, 1997: | \$65 |
| Monthly Bill, 1996: | \$78 |
| Wholesale/Retail Margin, 1997: | 27% |
| Wholesale/Retail Margin, 1996: | 31% |
| Percentage of Business Subscribers: | 42% |
| Percentage of Residential Subscribers: | 58% |
| Percentage of Subscribers Who Are New Wireless Users: | 43% |
| Difference Between Carrier Retail Rates: | -10.1% |

1997 SURVEY OF WIRELESS RESELLERS

Attach C

| SERVICES OFFERED | | | | | | GEO MRKETS | | RESALE AGREEMENTS | | | | DENIED | | | IMPACT OF RULES REPEAL | | | | MARK/NICH | NON-CARR. SERVICES | PREPAID | | | | | | | | | | | | |
|-------------------------|-----|-----|----|-------|-----|------------|----|-------------------|-------|------|---|--------|------|-----|------------------------|-----|------|---|-----------------|----------------------------|-------------------------------|----|--|--|--|--|--|--|--|--|--|--|--|
| Cell | PCS | Pag | LD | Local | SMR | | | Cellular | PCS | SMR | Cellular | PCS | Bulk | Imp | Main | Deg | Elim | | | | | | | | | | | | | | | | |
| 1 | 0 | 1 | 0 | 0 | 0 | FL | | ATT | BS | | | | 0 | 1 | 1 | 0 | 0 | 1 | | | 10% | | | | | | | | | | | | |
| 1 | 0 | 1 | 0 | 0 | 0 | CA | | AIR | LAC | | | | 0 | 0 | 1 | 0 | 0 | 1 | | | | | | | | | | | | | | | |
| 1 | 0 | 1 | 1 | 0 | 1 | MI | | AIR | AMER | | | 1 | 1 | 0 | 0 | 0 | 0 | 1 | UPSCALE | | 1% | | | | | | | | | | | | |
| 1 | 0 | 1 | 1 | 0 | 0 | CA | | ATT | LAC | | | | 0 | 0 | 0 | 0 | 1 | 0 | COMMERCIAL | | 1% | | | | | | | | | | | | |
| 1 | 0 | 1 | 0 | 0 | 1 | CA | | AIR | LAC | GTE | ATT | | 1 | 1 | 1 | 0 | 0 | 0 | BUS/CONSTRU | | | | | | | | | | | | | | |
| 1 | 0 | 1 | 1 | 0 | 0 | CA | | GTE | LAC | AIR | ATT | | 1 | 1 | 1 | 0 | 0 | 0 | | | | | | | | | | | | | | | |
| 1 | 1 | 1 | 0 | 0 | 1 | FL | | ATT | BS | | PRIMECO | NEX | 1 | 0 | 1 | 0 | 1 | 1 | UPSCALE | LOANER PROGRAM | 50% | | | | | | | | | | | | |
| 1 | 0 | 0 | 1 | 1 | 0 | US | | BS | AIR | COMC | | | 1 | 0 | 1 | 0 | 0 | 0 | PREPAID | PREPAID | 100% | | | | | | | | | | | | |
| 1 | 1 | 1 | 0 | 0 | 0 | | | AIR | | | | | 0 | 0 | 0 | 0 | 0 | 0 | LOW END | (CANNOT DECIPHER) | | | | | | | | | | | | | |
| 1 | 0 | 1 | 1 | 0 | 0 | IL | | SBC | | | | | 0 | 1 | 1 | 0 | 0 | 1 | | | 20% | | | | | | | | | | | | |
| 1 | 0 | 1 | 1 | 0 | 0 | WI | | AMER | | | | | 1 | 1 | 1 | 0 | 0 | 1 | CRICHAL SBUS | | 20% | | | | | | | | | | | | |
| 1 | 0 | 0 | 0 | 0 | 0 | US | | GTE | BS | BANM | 360 | | 0 | 0 | 0 | 0 | 1 | 0 | PREPAID | PREPAID | 100% | | | | | | | | | | | | |
| 1 | 1 | 1 | 1 | 1 | 0 | FL | GA | ATT | BS | | | | 0 | 0 | 1 | 0 | 0 | 0 | SBUS-1PHONE | MULTI-PHONES SHARING MINS | 2% | | | | | | | | | | | | |
| 1 | 0 | 0 | 0 | 0 | 0 | FL | | BS | | | | | 0 | 1 | 0 | 0 | 0 | 0 | | | 10% | | | | | | | | | | | | |
| 1 | 0 | 1 | 1 | 0 | 0 | WA | | AIR | ATT | | | | 1 | 1 | 0 | 0 | 0 | 1 | LOW END | | 2% | | | | | | | | | | | | |
| 1 | 1 | 1 | 1 | 0 | 0 | WI | | AMER | BS | | | | 0 | 1 | 1 | 0 | 0 | 1 | | 800 CALL CARDS; ALARM MON. | | | | | | | | | | | | | |
| 1 | 0 | 1 | 0 | 0 | 0 | WA | CO | ID | USW | ATT | | | 1 | 0 | 1 | 0 | 0 | 1 | | SPEC BILLING, LOANER PROG | | | | | | | | | | | | | |
| 1 | 0 | 0 | 0 | 0 | 0 | HI | | BS | | | | | 1 | 0 | 1 | 0 | 0 | 0 | | | | | | | | | | | | | | | |
| 1 | 0 | 1 | 0 | 0 | 0 | CA | | AIR | LAC | | | | 0 | 0 | 1 | 0 | 0 | 0 | SMALLBUS | | 1% | | | | | | | | | | | | |
| 1 | 0 | 1 | 1 | 0 | 0 | GA | AZ | AIR | | | | | 1 | 0 | 0 | 0 | 0 | 0 | SAFETY/SEC | | 3% | | | | | | | | | | | | |
| 1 | 1 | 0 | 1 | 1 | 0 | TX | | SBC | | | | | 1 | 1 | 0 | 0 | 0 | 1 | | | 35% | | | | | | | | | | | | |
| 1 | 0 | 1 | 1 | 0 | 0 | GA | | AIR | | | | | 0 | 0 | 1 | 0 | 0 | 0 | PREPAID | | 50% | | | | | | | | | | | | |
| 1 | 1 | 1 | 0 | 0 | 0 | WA | | ATT | | | ATT | | 0 | 0 | 0 | 0 | 0 | 0 | | | 10% | | | | | | | | | | | | |
| 1 | 0 | 1 | 0 | 0 | 0 | NY | | BANM | | | | | 0 | 0 | 1 | 0 | 0 | 0 | MINORITY MARKET | SPEC BILLING; CONVENIENCE | 1% | | | | | | | | | | | | |
| 1 | 0 | 1 | 1 | 0 | 0 | OH | | AIR | | | | NXTWV | 1 | 1 | 1 | 0 | 0 | 0 | 1 | ONE NUMBER | | | | | | | | | | | | | |
| 1 | 0 | 1 | 0 | 0 | 0 | FL | | GTE | | | | | 1 | 1 | 1 | 0 | 0 | 1 | 0 | | 35% | | | | | | | | | | | | |
| 1 | 0 | 1 | 1 | 0 | 0 | CA | | AIR | GTE | LAC | ATT | | 1 | 1 | 1 | 0 | 0 | 1 | BUS/PROF | CONSTANT TOUCH | 10% | | | | | | | | | | | | |
| 1 | 0 | 1 | 0 | 0 | 0 | WA | ID | AIR | ATT | | | | 1 | 1 | 1 | 0 | 0 | 0 | 1 | SMALLBUS | | | | | | | | | | | | | |
| 1 | 0 | 1 | 1 | 0 | 0 | AZ | WA | CO | AIR | ATT | BANM | | 1 | 1 | 1 | 0 | 0 | 1 | 0 | RESIDENTIAL | BILLING IN PHONE # SEQ | 5% | | | | | | | | | | | |
| 1 | 1 | 1 | 1 | 0 | 0 | FL | GA | AZ | ATT | BS | SBC | AIR | 1 | 1 | 1 | 0 | 0 | 1 | 0 | | CUSTOMER SERVICE | | | | | | | | | | | | |
| 1 | 1 | 0 | 1 | 0 | 0 | GA | | AIR | | | | | 0 | 0 | 1 | 0 | 1 | 0 | SEC/BIG BUS | BUNDLE PAGING & CELLULAR | | | | | | | | | | | | | |
| 2 | 1 | 0 | 1 | 1 | 1 | CT | MA | RI | SNET | BANM | | | 1 | 0 | 0 | 0 | 0 | 1 | 0 | | | | | | | | | | | | | | |
| 3 | 1 | 0 | 0 | 0 | 0 | NC | | GTE | 360 | | | | 1 | 1 | 1 | 0 | 0 | 1 | 1 | UNIVERSITIES | | | | | | | | | | | | | |
| 4 | 1 | 0 | 1 | 0 | 0 | WA | | ATT | | | | | 1 | 0 | 1 | 0 | 0 | 0 | 1 | | 1% | | | | | | | | | | | | |
| 5 | 0 | 1 | 0 | 0 | 0 | US | | | | | | NXTWV | 0 | 1 | 0 | 0 | 1 | 0 | 0 | CORPORATE | | | | | | | | | | | | | |
| 6 | 1 | 0 | 1 | 1 | 0 | CA | | GTE | CMT | | | | 1 | 1 | 1 | 0 | 0 | 0 | 1 | SMALL BUSINESS | BUNDLED BILLING | | | | | | | | | | | | |
| 7 | 1 | 0 | 1 | 0 | 0 | PR | | PRTEL | | | | | 0 | 1 | 1 | 0 | 0 | 1 | 0 | | 1% | | | | | | | | | | | | |
| 8 | 1 | 1 | 1 | 0 | 0 | WA | OR | ID | ATT | AIR | | | 0 | 1 | 1 | 0 | 0 | 0 | 1 | QUASI-GOVT AGS | | | | | | | | | | | | | |
| 9 | 1 | 1 | 1 | 1 | 0 | NV | | ATT | 360 | | | | 1 | 1 | 1 | 0 | 0 | 0 | 1 | | PERSONAL CUSTOMER SERVICE | | | | | | | | | | | | |
| 0 | 1 | 1 | 1 | 1 | 0 | MN | | AIR | ATT | | | | 0 | 1 | 1 | 0 | 0 | 1 | 0 | SMALLBUS/INDIVIDIOS | LOANER; BILL ANAL; PLAN CHNGE | | | | | | | | | | | | |
| 1 | 1 | 1 | 1 | 1 | 1 | NY | MA | | FRON | | | SPRINT | 0 | 0 | 0 | 0 | 0 | 1 | 0 | MED BUSINESS | | | | | | | | | | | | | |
| 2 | 1 | 1 | 1 | 1 | 1 | MN | CO | ND | AIR | ATT | | | 0 | 1 | 1 | 0 | 0 | 0 | 1 | | PREPAID | | | | | | | | | | | | |
| 13 | 1 | 0 | 1 | 1 | 0 | MI | OH | | AMER | AIR | CENT | | NEX | 0 | 1 | 1 | 0 | 0 | 1 | 1 | PHONE PROTECTION PLAN | | | | | | | | | | | | |
| 14 | 1 | 0 | 0 | 0 | 0 | IL | WI | MO | AMER | | | | | 0 | 1 | 0 | 0 | 0 | 1 | CRIC/CHALLENGED | PREPAID | | | | | | | | | | | | |
| 15 | 1 | 0 | 1 | 0 | 0 | US | | GTE | AIR | AMER | | | 1 | 1 | 1 | 0 | 0 | 1 | 1 | MASS RETAIL | PAGING | | | | | | | | | | | | |
| 16 | 1 | 0 | 1 | 1 | 1 | NY | PA | MD | BANMS | ATT | SBC | | 1 | 1 | 1 | 0 | 0 | 1 | 1 | | BUNDLED BILLINGS | | | | | | | | | | | | |
| 98% 28% 83% 52% 15% 13% | | | | | | | | | | | % OF RESELLERS WITH FOLLOWING AGREEMENTS: | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | CELL: 98% | | | | | | | | | | PCS: 10.8% | | | | | | | | | | | | |
| | | | | | | | | | | | SMR: 4.3% | | | | | | | | | | PCS (EXC. OF NXTWV): 8.5% | | | | | | | | | | | | |