

(When you are at home and you need to make a call out, do you tend to use your, your regular phone service or the PrimeCo ah?)

Oh, no, I use almost solely PrimeCo. If I'm home and I'm making a call, there's a good chance that my computer's on and on the Internet anyway, so I wouldn't be able to use that anyway. (Got it. Okay. Well, thank you very much Michael.)

No problem.

(We're done. Thank you.)

You have a good day.

(You, too.)

Bye.

END OF INTERVIEW.

Respondent #16 — Robert Decrevel — Page 1

Hello?

(Hi, can I speak to Robert -- I believe it's Deverel?)

Decrevel.

(Decrevel.)

Mmm mmm.

(Is this he?)

Yes.

(Hi, this is Jeff Walkowski with M/A/R/C Research calling for the follow-up interview regarding the Sprint PCS interview that you did a few days ago.)

Ah huh.

(I assume now is a good time.)

Um, actually, you just woke me up.

(Oh, I'm sorry. Should I call back a little later?)

How about tomorrow at 11:00?

(I don't have my schedule, well, actually, hold on a second. Maybe I do have my schedule for tomorrow. I only have my schedule for today. How about if we tentatively say 11:00, and if that doesn't work, somebody will call you to figure out a better time tomorrow. Am I going to be waking you up tomorrow at 11:00.)

No, no.

(Okay, very good then. We'll put this off until tomorrow. Now, it only takes about 10 minutes. Are you sure you don't want to do it now?)

Sure, let's go ahead and do it.

Respondent #16 — Robert Decrevel — Page 2

(Okay, very good. All I want to do is hear you talk a little bit more about your use of the Sprint PCS service. I am recording our conversation. I'm going to end up transcribing it, and we may or may not send you a copy of the transcript. If we do send it to you, all we'd ask you to do is just give it a read over to make sure that we accurately typed up what you told us, and then you can send it back to us in a postage paid envelope. okay?)

Okay.

(How long have you been using the Sprint PCS service?)

About 5 or 6 months.

(5, 6, months. And according to my notes, you use it exclusively for personal use, correct?)

Mmm mmm.

(Okay. Going back to 5, 6, or maybe even 7 or 8 months ago when you first began thinking about getting this kind of service, what was the reason for it?)

Um, they were becoming more accessible, more available, um, there's a number of ah, promotional ads out. They were dropping the prices of the phone and the packages, so that was the first draw.

(Is there something about your lifestyle or something that wanted you to really have that accessibility and mobility?)

Um, you mean as far as a status symbol or?

(Oh, anything. Anything.)

Um, actually, I was just getting tired of the answering machine voice mail system, always waiting until you got home to check your messages or calling in to check your voice mail. Um, I like the ability of having a cell phone with Caller ID with me so that when someone did call, I had the option of either taking the call or letting it go to voice mail.

(Okay. Have you, in fact, replaced your wire line service at home?)

No, I haven't.

(You have not. So tell me a little bit about how you use the wireline and the wireless service.)

Respondent #16 — Robert Decrevel — Page 3

Oh, I mean, I don't use my wire line at all.

(You don't? You have it, but you don't use it?)

Don't use it at all.

(Okay. I'm curious, why do you still have it then if you don't use it?)

Well, it's not -- you woke me up to do this.

(I'm sorry.)

I don't have a ah, inline phone anymore.

(You don't, okay.)

No, I disconnected it.

(You did disconnect it. Okay.)

Mmm mmm.

(And I'm curious about how quickly you disconnected it once you started the PCS service.)

Um, probably about a month after having it.

(Okay. Were you considering maybe that you would hold on to it, or did you know you were going to get rid of it?)

I knew I was going to get rid of it because I didn't want to pay two bills at once.

(Okay. And what other options did you consider besides the Sprint PCS service?)

Um, I was watching the paper, watching the ads, and really Sprint had the best deal it just seemed like all the other package deals were more like trying to hook someone in to getting them into a cell phone and then building their bill up over time. Sprint was offering a package of 500 minutes for \$50, and then they had an additional package -- packages -- the package I have right now is 1,000 minutes for \$100, and it's pretty much how much I use the phone anyhow.

(Okay.)

Respondent #16 — Robert Decrevel — Page 4

I don't go over 1,000.

(Do you take it with you everywhere?)

Yes.

(Okay. Do you ever use a wire line phone whether it's, well, we know it's not at home because you don't have one, but when you're out?)

Um, generally not, no.

(No? Okay. And what would you say are the, if you had to give me a quick list of the benefits of the service that you have now versus the wireline service that you used to have, what would that list consist of?)

The accessibility of always have a phone. You can screen your calls when people actually call you.

(What's the benefit of being able to screen when they actually call you?)

Ah, you can decide whether you want to take the call at that moment or not.

(Okay. Okay, any other thoughts on PCS service and why you decided to get it?)

Mmm, no, not right now.

(Okay. Well, I'm sorry to have woken you, but I'm glad we completed our interview.)

I hope it's a worthwhile interview.

({Laughs} It was. Thank you very much.)

Okay.

(Bye Robert.)

Bye-bye.

END OF INTERVIEW.

Respondent #17 — Sabrina Blair — Page 1

American Baggage?

(Hi, Sabrina?)

Yes.

(Hi, Jeff Walkowski again calling about the interview for PrimeCo.)

Hi.

(Hi. Is now a better time?)

Yeah, well, I got a call from a lady saying that you weren't going to be able to interview me.

(I was actually, and that was at -- I know what that's all about. I was out at another appointment, and it looked like I was not going to be able to make it back to my office to do this interview, and it turned out that I was, but that was at 10:30, and I've got time now if you've got the time.)

How long will it take?

(Probably, most of them are taking about 10 minutes, 15 minutes maximum.)

Okay.

(Okay, so what we're trying to do is just follow-up with the last interview you had done. You're going to be doing a lot more of the talking this time. It's more conversational in tone. What we'd like to do is just get a little more understanding about how you're using your PrimeCo phone service.)

Mmm mmm.

(Okay? Now, I am tape recording our conversation. All of these interviews are being transcribed. We may or may not send you a copy of the transcript. If we do, all we ask you to do is look it over to make sure that the transcriber understood you well and she typed accurately what you had said, and then just sign it and slip it in the postage paid envelope and send it back to us, okay?)

Okay.

(So it is PrimeCo service that you have. How long have you had that service?)

Respondent #17 — Sabrina Blair — Page 2

8 months.

(8 months, and I have from in my notes that you use it for both business and personal use, but it looks like it's used more for personal use than business. correct?)

Right.

(Okay. Tell me a little bit about why you decided to get this service.)

They offered a lot of minutes for the money, and I needed something because I'm always on the go. I'm never home to use my own phone, so I needed that basically because of me being out all the time.

(Did you have any other kind of wireless service prior to this?)

None at all.

(Okay. And according to my notes in your previous interview, you said that you were hoping, you were expecting to replace your residential wire line phone with this.)

Right.

(Have you actually done that?)

Actually, yeah. I have not -- I recently moved, and I have not installed a phone as of yet. I don't see a need for it actually.

(So how long ago was it that you moved?)

About a month, month and a half.

(So up to a month ago at your old place, you still had your regular phone?)

Right.

(Okay. Tell me about your usage of that regular phone when you were at the old address.)

Um, I didn't use it as much. I've never -- I was never there. I used the PrimeCo a lot.

(Okay, even when you were at home?)

Respondent #17 — Sabrina Blair — Page 3

When I was at home sometimes, not often. I didn't stay home as much as I would like to because I'm always gone somewhere.

(Okay.)

Only to sleep I was home. I didn't use any phone.

(Okay.)

That's about it for that.

(Okay, so it sounds like you use your PrimeCo phone for sending calls, for receiving calls?)

Right.

(When you're at home, when you're away from home, just all different situations?)

Right.

(Okay. What would you say are the -- well, actually, let me back up. When you were seeing the ads for the PrimeCo service, what other options were you considering at the time?)

None.

(None?)

No other.

(Okay.)

I just happened to see that and thought that was good for me.

(Okay. What other options were available to you even if you didn't consider them?)

Um, actually, no other because I tried a, sorry, a cell phone, and the credit, you know, with my credit I just could not afford the cost that they wanted.

(Okay, so a regular cell phone would have been acceptable, but they wouldn't give it to you basically.)

Respondent #17 — Sabrina Blair — Page 4

Right.

(Okay. Okay. And if you needed to summarize for me what the advantages are of your PrimeCo service versus any other option that was available to you at the time, what would that list consist of?)

The other option that was available to me?

(Any other options.)

Well, actually, there were no other options available to me. The only thing -- what I really like about that is the access. I always have my phone with me. I can pick up the phone at any time and use it, and since I don't really take the phone out of town, ah, I only need it for in town use, but I like it. When I'm driving, I love to use my phone.

(Okay.)

Um, that wasn't available with ah, with the phone at home, you know? I need something when I'm in the car.

(Okay, if the PrimeCo service was never made available, where do you think, what do you think you'd be doing today?)

I probably would not have a phone. I would use a pager. That's what I was using before that, so I'd have to stop at a payphone, use the phone and that was getting really aggravating.

(How long had you had the pager?)

Three years.

(Three years, okay. And what was aggravating about it?)

Always having to get off the road to use it -- or out in the mall or something, and the pager's going off and you know, just stop what I'm doing just to go use the phone, a public phone.

(Okay. So you did have a beeper up until the time you got the PrimeCo service?)

Right, right.

(Okay. Okay, so you'd probably still be continuing with that.)

Respondent #17 — Sabrina Blair — Page 5

With my pager, yeah.

(Okay, so you got rid of your pager?)

Yes, I did.

(How long after you got the PrimeCo service did you stop?)

Right after. Right after.

(Okay. Any other thoughts on the PrimeCo service and why you decided to get it?)

Not really. I just, actually, I decided to get it because of the credit, I didn't need a credit check and everything like that. It just was easy access. Hold on just a second.

(Sure.)

Alright. I'm sorry about that.

(The question was -- are there any other thoughts on the PrimeCo service and why you decided to get it?)

No.

(Okay. Well, Sabrina, thank you very much. We are finished.)

Alrighty.

(Thank you very much for your time.)

Bye-bye.

(Bye.)

END OF INTERVIEW.

Respondent #15 — Bob Brandt — Page 1

*[Jeff, please check date - tape said March 4<sup>th</sup>, but I'm labeling it as April 4. Thank you.]*

Hello?

(Hi, can I speak to Bob Brandt please?)

Speaking.

(Hi Bob. My name is Jeff Walkowski. I'm with M/A/R/C Research. We have an interview scheduled for I believe 10:00. I was wondering if you were available now?)

Yeah.

(Okay, great. Basically, we just want to pick up where you left off with your previous interview, and I'll let you do a little bit more of the talking this time and have you tell me a little bit about why were you were interested in your wireless service, how you came to decide on Sprint PCS and how you're using the service. Okay? I do need, can you hear me?)

Wait. I'm getting some tea.

(Okay. Should I repeat any of that?)

No, uh uh.

(Okay. I do need to tell you that I'm tape recording our conversation. I'm going to have it transcribed, and we may or may not send you a copy of the transcript. If we do send it to you, all we ask you to do is read it over and make sure that our transcriber heard you correctly, and if she didn't -- just to make any corrections that you feel are necessary, sign it, and drop it in the stamped envelope that we'll send along with it.)

Alright.

(It is Sprint PCS service that you have correct?)

Yeah.

(And how long have you had that service?)

June of last year.

(Okay. Going on a year already.)

Respondent #15 — Bob Brandt — Page 2

Yeah.

(And do you use it for both business and personal? It looks like it's primarily business use, correct?)

Yeah, that's why I got it for my business.

(Okay, why don't you tell me a little bit about that.)

Well, we had just one line coming into the house, and I work out of my home, and of course, everybody was calling on that line, so we decided to go ahead and get a mobile phone instead of a pager.

(Why did you decide to do that?)

Well, Sprint came out with a real good deal -- \$50 a month for 500 minutes. I decided... until the year 2000. So I decided I'd jump on that, and then we'd make our home phone private, and all our business calls they'd call our mobile phone.

(And how is that working out?)

It's working out rather well.

(Okay. What kind of business are you in sir?)

I'm a computer consultant.

(Okay.)

You need a computer?

(Actually, I'm going to pick one up as soon as I'm done with these interviews. I got one that I ordered, and it's ready for me to pick up.)

Cancel it. I'll get you a better price.

{{Laughs} I'm sure. I need it NOW. Thanks.)

You're in Dallas aren't you?

(Actually, I'm in Minneapolis.)

Respondent #15 — Bob Brandt — Page 3

Oh, so you went to Gateway?

(No, actually I went through Dell.)

Dell?

(Yes, yes. Anyway, you are using it for personal use also, correct?)

Very, very, very, very little.

(Okay. And can you give me an idea of what instances you use it for personal use also?)

My wife might call me to get in touch with me or my dad who's 84 and he's partially crippled, so if he needed to get in touch with me.

(Oh, so mostly for personal. When your Sprint PCS phone is used for personal use, it's usually incoming calls, is that correct?)

Right.

(Okay. But all incoming and outgoing business calls are made on the Sprint PCS service, is that right?)

Right, ah huh.

(Any thoughts of maybe you know, replacing your regular phone service with another Sprint PCS line?)

No.

(Okay. And why is that?)

Um, well, currently, the reception is real good. It's very clear and everything, but it will cut me off sometimes, and sometimes it goes in and out because they're still putting a network together, an additional network -- putting up towers and all of that. It's not really, it's not really all there yet. So ah, you know, I'll be talking and all of a sudden, it's gone, but ah, I got a software upgrade on my phone last week, and it's working somewhat better now.

(Okay. Now, did you consider just getting another line into your home and letting that serve as your business line?)

Respondent #15 — Bob Brandt — Page 4

Ah, I had looked at a second line, but BellSouth wants an arm and a leg for a second line -- especially a business line. Plus, the fact that this phone here I can call any time, anywhere in the 504 area and it's a local call, and I remember I was going across Lake Ponchartrain, and my wife had had an accident, and she paged me. I'm halfway across the bridge, and I couldn't call her back. I had to wait until I got to the other side and got to a payphone, and a payphone, you know, if it's raining or if it's late at night you don't know if you're going to get mugged. You know, and then you might not, you know, you have to have money to put in the thing. You've got to stop, you've got to find one, so the mobile phone made it very advantageous to get that.

(So do you still have that pager?)

No.

(Okay.)

I don't have the service, but I still have the pager.

(Excuse me?)

I say, I'm not signed up on the paging service anymore.

(Okay, you were at one time though.)

Well, yeah, I carried a pager for about 4 years.

(Yes, and when did you get rid of it?)

June.

(Okay, when you got the Sprint PCS service?)

Right.

(Okay. So compared to adding a -- having added a second wire line into your home, what would you say are the advantages of this Sprint PCS wireless service? You started talking about them before, but if you can give me a laundry list of them now, that would be helpful.)

Okay. I can be reached anytime, anywhere.

Respondent #15 — Bob Brandt — Page 5

(Mmm mmm.)

I can call out anytime, anywhere. I don't have to stop and look for a payphone which is like going to an ATM machine, you know? You get mugged, it might be raining, real cold, you have to find a phone, you've got to have money to put in the phone, those are the reasons.

(Okay. Also, one of the things you mentioned is that it sounds like you've got a, you could call into some areas that otherwise would be a long distance call.)

Right.

(Okay.)

Yeah, I can call Baton Rouge if I want, and it's a local call.

(Mmm mmm. Okay. Any regrets about not having a wire line for your business?)

None.

(None. Okay. And can you elaborate on that just a bit?)

Well, the big reason is that my clients can reach me whether I'm home or not. And I don't need a wire telephone line at home because ... the mobile. The wired phone they charge you really good for a business line. I've considered getting a second line for my Internet, you can get that for about \$8 a month... But I'm not big on the phone company.

(Okay, and it sounds like it's the pricing for business services, that was the big obstacle there?)

Right. Plus, the fact that ... mobile.

(Right.)

Yeah, I'm out on the street all the time, so if the client needs me, and you know, I have a problem or something, I can ... right there.

(Mmm mmm. Okay, any other thoughts on PCS service itself or why you decided to get it?)

Price.

(Okay. Okay Bob. Well, thank you very much. I'm glad that you were able to do this interview a little bit earlier than scheduled.)

Respondent #15 — Bob Brandt — Page 6

Okay.

(Well, thanks again.)

Okay.

(Have a great weekend.)

You, too.

(Bye.)

Bye-bye.

END OF INTERVIEW.

Respondent #3 — Jay Westbrook — Page 1

Hello?

(Hi, can I speak to Jay Westbrook please?)

This is he.

(Hi Jay. My name is Jeff Walkowski. I'm calling from M/A/R/C. I believe we have a brief interview scheduled at this time.)

Yeah.

(Great. Um, well, basically, what we're trying to do is I want to get some more details from you about some of the things that you had told us in the interview earlier in the day.)

Oh, okay.

(Let me just verify a few things that you had told us earlier.)

Ah huh.

(You've got PCS, correct?)

Right.

(And Sprint is your provider?)

Yes.

(And you use it primarily for personal rather than business use?)

Yes, we do.

(Okay, and let's see, there was a question. Let me -- we asked when you first signed up which of 5 statements best described why you chose mobile service, and you had told us you wanted to add another line at home and decided to add mobile service instead of another wire line?)

Yes.

(Okay. Very good. So what I'd like to do is, well, how long have you had this service?)

Oh, about ah, about 8 months so.

Respondent #3 — Jay Westbrook — Page 2

(8 months.)

Yeah, back I believe it was September that we brought it in.

(Okay, and you said that you wanted, you added another line for your home service, and you decided not to go with wire line.)

Right.

(Tell me a little bit about that.)

Well, we ah, we have a ah, you know, a regular wire line hookup, and ah, we decided to ah, have a ah, a second line that um, would be more mobile that we could take with us in the car, or ah, take, take with us when we're out.

(Okay.)

So ah, the PCS ah, fills both bills, and we find ourselves using it quite a bit.

(Okay. Do you use it in the home also?)

Ah, yeah we do.

(Okay. I'm curious about that.)

Ah, well, actually what we do, ah, we screen calls for my wife's mother, so ah, she usually calls us on the PCS line, um, rather than on the home line.

(And why?)

Ah, it makes it more convenient. She ah, she likes to talk a lot.

(So I guess I don't understand. Oh, so you mean that frees up your wire line for other calls?)

It frees up, yeah, the regular line for the calls.

(Okay, and that's the way you do it?)

Right.

Respondent #3 — Jay Westbrook — Page 3

(Okay. Now ah, tell me a little bit about what you went through in terms of why not just get another wire line?)

Mmm, we like the ah, the option of having a phone we could take with us ah, in the car and um, this is the first mobile service we've had, first experiment with ah, anything other than just you know, inbound or wire lines.

(Did you consider cellular?)

Ah, we did. Ah, we looked at it. Actually, we bought it ah, because of ah, the advertisement in the paper. Ah, it seemed more attractive. We didn't really check cellular that much.

(Okay. What was attractive about this service?)

Oh, ah, I liked the ah, Sony phone. Ah, we ah, we went out and ah, just kind of bought it on impulse.

(Okay.)

Yeah.

(And what would you say are the key benefits or the key advantages over ah, of PCS um, over wire line? Let's just compare it to wire line service.)

Again, the flexibility of being able to take it out, take it in the car, have it for emergencies in the car. We make frequent trips out of town, and we, you know, it's nice to have it with us on the road.

(Mmm mmm.)

And there was -- oh, ah, the ah, the thing that I think ah, got ah, sold me on it, they had a special promotional going on, the ah 500 minutes for \$50 a month. That seemed attractive, so we bought into that.

(Okay. Okay.)

And my wife really liked the little Sony phone, so.

(The phone itself?)

Respondent #3 — Jay Westbrook — Page 4

Yeah, she thought it was real cute.

(Now, have you found your use of wire line service while at home, have you found that changing at all since you got this PCS?)

Mmm, we ah, actually, yeah. It's um, it's probably less than it had been in the past because we tend to ah, ah, take more incoming calls on our PCS, but again, mostly from ah, from my mother-in-law, so we ah, we take a lot of calls through the PCS system on that.

(And why is that?)

Ah, again, just to keep the ah, wire system open.

(Okay.)

And my mother-in-law is 81, and she's in a nursing home, so it's an easy number for her to remember. It's the one that she's accustomed to, so we tend to do that.

(But it was a new number for her to remember, correct?)

Right, yeah, yeah.

(Okay. So I'm just trying to.)

Ah huh.

(It sounds like, ah, I mean you're giving your PCS number to some people and not others. You're trying to balance it out in some way. What's going on there?)

We ah, yeah, we do tend to give the PCS number out because again, when we're out, the PCS phone is with us, so you know, if it's an important call that we want to take, we'll give the PCS number. If it's something we're not really interested in, we'll give them the wireless number and they can leave a message for us.

(If you are at home, if you are able to steer a caller to either your wire line phone or your PCS number, which one would you prefer? Again, you're at home.)

Ah, probably the um, well, again, it would depend on ah -- we have an upstairs and downstairs, and we um, hmm. That's interesting. Ah, it would depend on who it is, but ah, normally I'd say we'd probably use the wire system, yeah.

Respondent #3 — Jay Westbrook — Page 5

(Okay, so you're prefer the wire. Okay. Now, what would you, what would life be like today or for the past 8 months if you did not have your PCS system?)

Well, again, it's a measure of comfort, ah, when we're um, when we're out to have a phone in the car, um, we're, you know, in the, we live in the city, so if there's an emergency you want a means of ah, communication with you.

(Okay.)

Um, I guess we'd be going back to um, looking for pay phones when we needed to use one when we're out. So it's ah, convenience, ah.

(Out of curiosity, do you see a difference, is there a difference in your mind between regular cellular and PCS or are they one in the same?)

Ah, pretty close. I know the coverage area {can't understand one word here} \_\_\_ and I know the way, you know, the way that the coverage is spread out is, um, you know, the way they operate is a different system, but ah, you know, they're pretty much the same.

(Okay.)

Um, you know, from my view, you know, from my viewpoint of what's necessary for me, I guess other people need different things out of their systems.

(Okay. And I'm curious, what was the deciding factor that made you ah, get the PCS? I know you said that it was an impulse purchase, but.)

Yeah.

(Ah, what was going on at the time that tipped you over the edge?)

Oh, I think again, um, going up ah, to um, visit my daughter in school which is, ah, might be every other weekend. She's up above Jackson, and having a phone when we're on the phone doing that was you know, decisive.

(Okay.)

She just started up there back in September, so that pretty much swung us to getting something like this.

Respondent #3 — Jay Westbrook — Page 6

(Okay. Any other thoughts on PCS itself or why you decided to get it?)

I'm pretty happy with it. It um, you know, we -- for the money um, we don't usually go over the 500 minutes. I don't think we've done that yet, but ah, you know, for the convenience of it, ah, I'm pretty happy with it. I'm happy with the service, and -- it's funny, I was calling my brother the other night over in Slidell, and I'm still not really sure if that's in our coverage area or not, so I'm really not that knowledgeable about what actually we have for our money, but ah, so we called him on the regular wire system.

(You didn't try with the PCS?)

No.

(Ah huh.)

No, because it was a question -- well, is this a free call on the PCS, is it in our system, is that in our coverage or not? So I really haven't read up much about it. It's just ah, you know, something else to add to the arsenal.

(Okay. Okay, well, I think we're finished. Ah, I just wanted to remind you that you may or may not hear from us again in terms of we may send you a copy of a transcript of our interview.)

Okay.

(And what we'd ask you to do if we do send it to you is just to look it over and make sure it represents what we said. You never know. The transcriber might hear something differently, and then just sign that and send it back.)

That's just for auditing purposes?

(Excuse me?)

That's just for audits or?

(Yes, exactly. But again, you may not receive that.)

Okay.

(Okay?)

Respondent #3 — Jay Westbrook — Page 7

Okay Jeff, ah, have they said they're going to send us a check out?

(Yes, now, this is the first day of maybe 3 or 4 weeks of these interviews, and I know they'd rather do it all at once, so it may be several weeks before you receive it.)

Oh, okay.

(Just hold tight. But you have the 800 number that you originally called, correct?)

Yes, I do.

(Just hold on to that, and if you get a little frustrated after a month or so.)

Okay.

(Then give them a call.)

Okay, Jeff. Well, you have a great day, a great weekend.

(You, too. Thank you very much, Jay.)

Alright. Bye-bye.

(Bye.)

END OF INTERVIEW.

Respondent #10 — Chad Chatagnier — Page 1

Hello?

(How are you Chad?)

Oh, pretty good, and yourself?

(Good, good. I'm glad you called back.)

Yeah, sorry I, I missed you. Actually, um, I have my, my regular home telephone that it forwards over to my ah, my PrimeCo phone whenever my line is busy. Um, and I was on my computer. I had the, I had the phone in the other room so I didn't hear it ringing.

(So I'm on your home phone right now?)

Yeah, right.

(Okay, okay. Well, what we want to do is just ah, I'd like to get a little better understanding of your use of the PrimeCo phone and what led you to get it and that kind of thing, that kind of thing. You're going to be doing a lot more of the talking in this interview.)

Okay.

(Than you had in the previous one.)

Okay.

(Now, I'm tape recording our interview right now. After which, I will have it transcribed. You may or may not receive a copy of the transcribed interview in the mail. If we do send it to you, all we'll ask you to do is look it over and make sure it's an accurate transcription.)

Okay.

(And just sign off on it and send it back to us in the ah, postage paid envelope.)

Okay.

(Okay? Ah, just a couple things um, to refresh my memory based on the information our interviewers have provided to me. It is PrimeCo that you've got the service with, correct?)

Right.

Respondent #10 — Chad Chatagnier — Page 2

(How long have you had their service?)

Ah, just under 6 months, right about 6 months.

(Okay, and ah, according to the numbers from your interview, you use it for both business and personal use, but it looks like it's, it leans more toward personal use.)

Yeah.

(Okay. So um, to get you to start talking, if you'll think back to 6 or 7 months ago when you first started thinking about getting a service like this, tell me about what was going on and what led you to even consider this.)

Well, when PrimeCo first opened over here in the New Orleans area, um, I looked at them, but their service area was very, very small. I mean just maybe a 15 mile stretch at best.

(Okay.)

Um, so.

(And when was that?)

That, oh, let's see. It's a little over a year ago. Maybe a year, maybe about a year and a half ago almost I guess. I'm not sure.

(Okay, that's fine.)

Um, so you know, I made a phone call on it. The clarity was outstanding. Ah, the features were great. The pricing was fair. Ah, it was nothing outstanding at the time, and but the, the thing that turned me off was the coverage. You know, it just really was not there.

(Why were you even considering, why did you even look into it? Tell me about that.)

Um, okay. Well, ah, I saw the commercials, you know, and heard a couple people talking about how clear the calls were, and you know, I ah, I knew how PCS is going to eventually ah, replace, you know, the regular analog cellular, so that's why, you know, brand new, fresh on the market, I wanted to go take a look at it.

(Okay.)