

### **Attitudes Toward Applying For/Receiving Financial Assistance**

Approximately three-in-four consumers believe there are not any or are not aware of any assistance programs available to them to get and keep their local telephone service (77%). Food Stamps was the support program cited most often (9%).

If available, 70% of the consumers would apply for financial help to get and keep their local telephone service.

#### ***Subgroup Differences***

- Urban residents are significantly more likely to apply for financial assistance than their rural counterparts (75% vs. 59%, respectively).
- Those with children (83%) and non-Whites (80%) are much more likely to apply for help than those without children (59%) and Whites (63%).
- Additionally, the likelihood of applying for financial assistance declines significantly with household income -- under \$5,000 (91%) vs. \$20,000+ (52%).

Consumers have a diversity of opinions regarding the application for financial help to get and keep LOCAL telephone service.

- Seventy percent feel they are "not good at understanding and filling out application forms" and 47% "do not want the hassle of applying."
- Nearly two-in-three (64%) believe "no amount of public assistance would help them get and keep local telephone service," 42% "do not want to receive public assistance," and 34% "do not believe they would be eligible for financial help."
  - The lowest income groups are, ironically, most likely to believe they would not be eligible for financial help.
- A majority (56%) believes "no amount of assistance would help them get and keep local telephone service," while 27% feel "getting telephone service is not as important as other things I want or need to do."

**Attitudes Toward Applying For/Receiving Financial Assistance**  
**(Cont.)**

- Approximately one-in-two consumers “don’t have anyway to contact anyone for help” (50%), “are afraid that they would give up their privacy to receive help” (48%) or “do not want to contact a company if they owe them money” (44%), yet only 15% say they “do not know who to contact to receive such help.”
  - Those who say they qualify for either USA Plan #1 or #2 tend to have even more resistance to receiving assistance and applying for financial help.

**Assistance Programs Available to Provide Financial Help**

	<b>Total %</b>	<b>Urban % a</b>	<b>Rural % b</b>
Food Stamps	9	12 b	1
SSI	4	6 b	-
Welfare Department	3	3	2
Department of Human Services	2	-	8 a
Phone company	2	#	6 a
Medicaid	1	1	1
HEAP	1	#	2
United Way	1	#	1
Salvation Army	1	#	1
Medical help	1	-	2 a
Disability	1	1	-
Church	1	#	1
Aid to Dependent Children	1	#	1
Other	3	3	4
Don't know	29	25	40 a
None	48	53 b	37
(Base)	(343)	(240)	(103)

Q24: If you wanted financial help to get and keep your local telephone service, what assistance programs are now available to you?

# Less than 1%

a/b: Significantly greater than the column indicated by the letter at the 95% confidence level

**Incidence of Applying for Financial Help to Get and Keep  
Local Phone Service**

	Total %	Urban % a	Rural % b
Yes - you would apply for that help	70	75 b	59
No - you don't want help	11	8	18 a
No - you don't need help	12	12	13
It depends	6	5	9
(Base)	(343)	(240)	(103)

Q25: If you knew that financial help was available to you to get and keep your local phone service, would you apply for that help?

a/b: Significantly greater than the column indicated by the letter at the 95% confidence level

**Incidence of Applying for Financial Help to Get and Keep  
Local Phone Service - Children In Household / Race**

	Total %	Children In Household		Race	
		Yes % g	No % h	White % k	Non-White % l
Yes - you would apply for that help	70	83 h	59	63	80 k
No - you don't want help	11	5	16 g	15 l	6
No - you don't need help	12	6	16 g	15 l	7
It depends	6	4	9	6	6
Base:	(343)	(148)	(185)	(201)	(142)

Q25: If you knew that financial help was available to you to get and keep your local phone service, would you apply for that help?

g/h/k/l: Significantly greater than the column indicated by the letter at the 95% confidence level

**Incidence of Applying for Financial Help to Get and Keep  
Local Phone Service - Income**

	Total %	<\$5000 % a	\$5000- \$9,999 % b	\$10,000- \$14,999 % c	\$15,000- \$19,999 % d	\$20,000+ % e
Yes - you would apply for that help	70	91 bcde	73 e	68	61	52
No - you don't want help	11	5	16 a	14	13	8
No - you don't need help	12	0	6 a	8 a	15 a	32 abcd
It depends	6	3	5	10	11	9
Base:	(343)	(77)	(62)	(63)	(46)	(66)

Q25: If you knew that financial help was available to you to get and keep your local phone service, would you apply for that help?

a/b/c/d/e: Significantly greater than the column indicated by the letter at the 95% confidence level

**Attitudes Toward Applying for Financial Help to Get and Keep  
Local Telephone Service  
Top Two Box Summary**

	Total %	Urban % a	Rural % b
<u>I'm not good at understanding and filling out application forms</u> % Agree Strongly/Somewhat	70	71	69
<u>No amount of assistance would help me get and keep local telephone service</u> % Agree Strongly/Somewhat	64	62	68
<u>I don't want local telephone service in my home if it means getting financial help</u> % Agree Strongly/Somewhat	56	57	53
<u>I don't have any way to contact anyone for help</u> % Agree Strongly/Somewhat	50	46	59 a
<u>I'm afraid that I would give up my privacy to receive help</u> % Agree Strongly/Somewhat	48	47	51
<u>I don't want to deal with the hassle of applying</u> % Agree Strongly/Somewhat	47	44	52
<u>I don't want to contact a company if I owe them money</u> % Agree Strongly/Somewhat	44	43	48
<u>I don't want to receive public assistance</u> % Agree Strongly/Somewhat	42	42	42
(Base)	(343)	(240)	(103)

Q26a-k: Next, I'm going to read you feelings some people might have about applying for financial help to get and keep their local telephone service, if such help were available. Please tell me whether you AGREE STRONGLY, AGREE SOMEWHAT, NEITHER AGREE NOR DISAGREE, DISAGREE SOMEWHAT OR DISAGREE STRONGLY with each statement.

a/b: Significantly greater than the column indicated by the letter at the 95% confidence level

**Attitudes Toward Applying for Financial Help to Get and Keep  
Local Telephone Service  
Top Two Box Summary (Continued)**

	Total %	Urban % a	Rural % b
<u>I don't believe I would be eligible for financial help</u> % Agree Strongly/Somewhat	34	34	34
<u>Getting telephone service is not as important as other things I want or need to do</u> % Agree Strongly/Somewhat	27	24	35 a
<u>I don't know who to contact to receive such help</u> % Agree Strongly/Somewhat	15	13	21 a
(Base)	(343)	(240)	(103)

Q26a-k: Next, I'm going to read you feelings some people might have about applying for financial help to get and keep their local telephone service, if such help were available. Please tell me whether you AGREE STRONGLY, AGREE SOMEWHAT, NEITHER AGREE NOR DISAGREE, DISAGREE SOMEWHAT OR DISAGREE STRONGLY with each statement.

a/b: Significantly greater than the column indicated by the letter at the 95% confidence level

**Attitudes Toward Applying for Financial Help to Get and Keep  
Local Telephone Service**

	<b>Total %</b>	<b>Urban % a</b>	<b>Rural % b</b>
<b>I don't want to contact a company if I owe them money</b>			
<b><u>Agree (Net)</u></b>	<b><u>44</u></b>	<b><u>43</u></b>	<b><u>48</u></b>
Agree strongly	24	23	28
Agree somewhat	20	20	19
Neither Agree nor Disagree	18	19	17
<b><u>Disagree (Net)</u></b>	<b><u>34</u></b>	<b><u>35</u></b>	<b><u>33</u></b>
Disagree somewhat	22	23	20
Disagree strongly	13	13	13
<b>I don't believe I would be eligible for financial help</b>			
<b><u>Agree (Net)</u></b>	<b><u>34</u></b>	<b><u>34</u></b>	<b><u>34</u></b>
Agree strongly	20	20	22
Agree somewhat	13	14	12
Neither Agree nor Disagree	15	13	20
<b><u>Disagree (Net)</u></b>	<b><u>43</u></b>	<b><u>45</u></b>	<b><u>39</u></b>
Disagree somewhat	22	20	25
Disagree strongly	22	25 b	14
<b>I don't want to receive public assistance</b>			
<b><u>Agree (Net)</u></b>	<b><u>42</u></b>	<b><u>42</u></b>	<b><u>42</u></b>
Agree strongly	30	31	28
Agree somewhat	12	11	14
Neither Agree nor Disagree	15	16	14
<b><u>Disagree (Net)</u></b>	<b><u>40</u></b>	<b><u>38</u></b>	<b><u>44</u></b>
Disagree somewhat	14	13	16
Disagree strongly	26	25	28
<b>(Base)</b>	<b>(343)</b>	<b>(240)</b>	<b>(103)</b>

Q26a-k: Next, I'm going to read you feelings some people might have about applying for financial help to get and keep their local telephone service, if such help were available. Please tell me whether you AGREE STRONGLY, AGREE SOMEWHAT, NEITHER AGREE NOR DISAGREE, DISAGREE SOMEWHAT OR DISAGREE STRONGLY with each statement.

a/b: Significantly greater than the column indicated by the letter at the 95% confidence level

**Attitudes Toward Applying for Financial Help to Get and Keep  
Local Telephone Service (Continued)**

	<b>Total %</b>	<b>Urban % a</b>	<b>Rural % b</b>
I don't want local telephone service in my home if it means getting financial help			
<b><u>Agree (Net)</u></b>	<b><u>56</u></b>	<b><u>57</u></b>	<b><u>53</u></b>
Agree strongly	38	39	35
Agree somewhat	18	18	18
Neither Agree nor Disagree	18	19	16
<b><u>Disagree (Net)</u></b>	<b><u>23</u></b>	<b><u>21</u></b>	<b><u>27</u></b>
Disagree somewhat	8	9	8
Disagree strongly	15	13	19
I don't know who to contact to receive such help			
<b><u>Agree (Net)</u></b>	<b><u>15</u></b>	<b><u>13</u></b>	<b><u>21</u> a</b>
Agree strongly	10	8	16 a
Agree somewhat	6	5	6
Neither Agree nor Disagree	13	11	17
<b><u>Disagree (Net)</u></b>	<b><u>69</u></b>	<b><u>75</u> b</b>	<b><u>56</u></b>
Disagree somewhat	27	23	37 a
Disagree strongly	42	52 b	19
I don't have any way to contact anyone for help			
<b><u>Agree (Net)</u></b>	<b><u>50</u></b>	<b><u>46</u></b>	<b><u>59</u> a</b>
Agree strongly	29	29	29
Agree somewhat	21	17	30 a
Neither Agree nor Disagree	15	14	16
<b><u>Disagree (Net)</u></b>	<b><u>34</u></b>	<b><u>38</u> b</b>	<b><u>23</u></b>
Disagree somewhat	13	13	15
Disagree strongly	20	25 b	9
(Base)	(343)	(240)	(103)

Q26a-k: Next, I'm going to read you feelings some people might have about applying for financial help to get and keep their local telephone service, if such help were available. Please tell me whether you AGREE STRONGLY, AGREE SOMEWHAT, NEITHER AGREE NOR DISAGREE, DISAGREE SOMEWHAT OR DISAGREE STRONGLY with each statement.

a/b: Significantly greater than the column indicated by the letter at the 95% confidence level

**Attitudes Toward Applying for Financial Help to Get and Keep  
Local Telephone Service (Continued)**

	Total %	Urban % a	Rural % b
I'm afraid that I would give up my privacy to receive help			
<b><u>Agree (Net)</u></b>	<b><u>48</u></b>	<b><u>47</u></b>	<b><u>51</u></b>
Agree strongly	31	32	28
Agree somewhat	17	15	23
Neither Agree nor Disagree	19	20	15
<b><u>Disagree (Net)</u></b>	<b><u>30</u></b>	<b><u>30</u></b>	<b><u>30</u></b>
Disagree somewhat	17	15	22
Disagree strongly	13	15	8
I don't want to deal with the hassle of applying			
<b><u>Agree (Net)</u></b>	<b><u>47</u></b>	<b><u>44</u></b>	<b><u>52</u></b>
Agree strongly	31	30	33
Agree somewhat	15	14	19
Neither Agree nor Disagree	17	19	14
<b><u>Disagree (Net)</u></b>	<b><u>33</u></b>	<b><u>34</u></b>	<b><u>31</u></b>
Disagree somewhat	20	20	19
Disagree strongly	13	14	12
I'm not good at understanding and filling out application forms			
<b><u>Agree (Net)</u></b>	<b><u>70</u></b>	<b><u>71</u></b>	<b><u>69</u></b>
Agree strongly	52	54	49
Agree somewhat	18	17	20
Neither Agree nor Disagree	8	8	8
<b><u>Disagree (Net)</u></b>	<b><u>19</u></b>	<b><u>19</u></b>	<b><u>19</u></b>
Disagree somewhat	10	8	16 a
Disagree strongly	8	10 b	4
(Base)	(343)	(240)	(103)

Q26a-k: Next, I'm going to read you feelings some people might have about applying for financial help to get and keep their local telephone service, if such help were available. Please tell me whether you AGREE STRONGLY, AGREE SOMEWHAT, NEITHER AGREE NOR DISAGREE, DISAGREE SOMEWHAT OR DISAGREE STRONGLY with each statement.

a/b: Significantly greater than the column indicated by the letter at the 95% confidence level

**Attitudes Toward Applying for Financial Help to Get and Keep  
Local Telephone Service (Continued)**

	<b>Total %</b>	<b>Urban % a</b>	<b>Rural % b</b>
No amount of assistance would help me get and keep local telephone service			
<b><u>Agree (Net)</u></b>	<b><u>64</u></b>	<b><u>62</u></b>	<b><u>68</u></b>
Agree strongly	47	48	46
Agree somewhat	17	15	22
Neither Agree nor Disagree	14	15	13
<b><u>Disagree (Net)</u></b>	<b><u>18</u></b>	<b><u>20</u></b>	<b><u>14</u></b>
Disagree somewhat	10	12	8
Disagree strongly	7	8	6
Getting telephone service is not as important as other things I want or need to do			
<b><u>Agree (Net)</u></b>	<b><u>27</u></b>	<b><u>24</u></b>	<b><u>35</u> a</b>
Agree strongly	18	15	24 a
Agree somewhat	9	9	11
Neither Agree nor Disagree	15	15	17
<b><u>Disagree (Net)</u></b>	<b><u>53</u></b>	<b><u>57</u> b</b>	<b><u>43</u></b>
Disagree somewhat	24	24	23
Disagree strongly	29	33 b	19
(Base)	(343)	(240)	(103)

Q26a-k: Next, I'm going to read you feelings some people might have about applying for financial help to get and keep their local telephone service, if such help were available. Please tell me whether you AGREE STRONGLY, AGREE SOMEWHAT, NEITHER AGREE NOR DISAGREE, DISAGREE SOMEWHAT OR DISAGREE STRONGLY with each statement.

a/b: Significantly greater than the column indicated by the letter at the 95% confidence level

**Attitudes Toward Applying for Financial Help to Get and Keep  
Local Telephone Service  
Income**

	Total %	<\$5000 % a	\$5000- \$9,999 % b	\$10,000- \$14,999 % c	\$15,000- \$19,999 % d	\$20,000+ % e
I don't believe I would be eligible for financial help						
<b>Agree (Net)</b>	<b>34</b>	<b>52</b> cde	<b>39</b> ce	<b>22</b>	<b>24</b>	<b>21</b>
Agree strongly	20	38 bcde	19	16	13	9
Agree somewhat	13	14	19 c	6	11	12
Neither Agree nor Disagree	15	8	26 a	19	11	15
<b>Disagree (Net)</b>	<b>43</b>	<b>38</b>	<b>27</b>	<b>46</b> b	<b>63</b> ab	<b>56</b> ab
Disagree somewhat	22	25	13	27	26	24
Disagree strongly	22	13	15	19	37 abc	32 ab
Base:	(343)	(77)	(62)	(63)	(46)	(66)

Q26a-k: Next, I'm going to read you feelings some people might have about applying for financial help to get and keep their local telephone service, if such help were available. Please tell me whether you AGREE STRONGLY, AGREE SOMEWHAT, NEITHER AGREE NOR DISAGREE, DISAGREE SOMEWHAT OR DISAGREE STRONGLY with each statement.

a/b/c/d/e: Significantly greater than the column indicated by the letter at the 95% confidence level

### Awareness Of/Qualification For/Interest In USA Plan #1

Consumers were given a written description of USA Plan #1 to review and then were asked a series of questions about it. Here are the plan and eligibility requirements:

#### *USA Plan #1*

- Monthly phone charge of about \$8.00 (which is a discount of \$10.20 from the regular monthly charge)
- No installation charges for the one phone line
- Only one phone line is allowed under the plan
- Features such as Caller ID, Call Waiting and Voicemail are not available
- You may block your ability to make long distance calls without paying a fee, but can still receive long distance calls. If long distance service is requested, a deposit may be required.
- Upon customer request, at no extra charge, calls to numbers with a 900 area code or a 976 prefix and collect/three way calls could be blocked
- Payment plans for past due local telephone charges may be spread over 6 months after paying a minimum down payment of \$25

In order to qualify for USA Plan #1, you must receive aid from at least one of the following programs:

- Disability Assistance
- Federal Public Housing/Section 8
- Food Stamps
- Home Energy Assistance Programs (HEAP & EHEAP)
- Medicaid
- Ohio Energy Credits Program (OECF)
- Ohio Works First (OWF – formerly known as AFDC, ADC and TANF)
- Supplemental Security Income (SSI)

**Awareness Of/Qualification For/Interest In USA Plan #1**  
**(Cont.)**

Prior to learning about it during the interview, one-in-seven consumers is aware of USA Plan #1 (14%).

*Subgroup Differences*

- Rural residents are much more likely to be aware of USA Plan #1 than urban residents (21% vs. 10%, respectively).
- Consumers with household incomes under \$5,000 (22%) or between \$5,000 and \$9,999 (23%) are significantly more likely to be aware of the plan than their more affluent counterparts (6%).

Nearly one-in-two consumers says they qualify for USA Plan #1, that is, they receive financial aid from a qualifying program (43%).

*Subgroup Differences*

- Rural residents are much more likely to qualify for the plan than urban residents (57% vs. 36%, respectively).
- Women (55%) and those with children (59%) are significantly more likely to qualify for the plan than men (29%) and those without children (28%).
- Additionally, as might be expected, the likelihood to qualify for USA Plan #1 declines considerably as household income rises – <\$5,000 (70%) and \$20,000+ (18%).

Regardless of whether or not they would qualify, about seven-in-ten consumers are interested in USA Plan #1 – 28% are “extremely interested” and “41% are “very interested.” Six percent are “neither interested nor disinterested,” while 17% are either “not very” or “not at all interested.”

*Subgroup Differences*

- Women (75%) and non-Caucasians (76%) are significantly more likely to be interested in the plan than men (62%) and Caucasians (64%).

**Awareness Of/Qualification For/Interest In USA Plan #1**  
**(Cont.)**

- Those ages 35 to 44 (78%), 45 to 54 (74%) and 25 to 34 (71%) are much more likely to be interested in the plan than their older counterparts (45%). Additionally, plan interest declines considerably as household income rises -- <\$5,000 (81%) vs. \$20,000+ (61%).
- Interest does not change significantly among those who say they qualify for USA Plan #1 -- 31% are "extremely interested" and 41% are "very interested."

The primary reason given for not being interested in USA Plan #1 is "I don't want/need a phone" (41%). Other reasons mentioned for not being interested in the plan include:

- |                                    |     |
|------------------------------------|-----|
| • Can't afford it/too expensive    | 14% |
| • Phone features are not available | 10% |
| • Plan is not appealing            | 8%  |
- Other things are more important/pay off other bills first 8%

**Awareness of USA Plan #1 (Prior to Interview)**

	<b>Total %</b>	<b>Urban % a</b>	<b>Rural % b</b>
Yes	14	10	21 a
No	83	88 b	73
Don't know	3	2	6 a
<b>(Base)</b>	<b>(343)</b>	<b>(240)</b>	<b>(103)</b>

Q28: Have you heard about USA Plan #1 before I described it to you now?

a/b: Significantly greater than the column indicated by the letter at the 95% confidence level

**Awareness of USA Plan #1 (Prior to Interview)  
Income**

	Total %	<\$5000 % a	\$5000- \$9,999 % b	\$10,000- \$14,999 % c	\$15,000- \$19,999 % d	\$20,000+ % e
Yes	14	22 cde	23 cde	6	4	6
No	83	75	73	92 ab	89 b	92 ab
Don't know	3	3	5	2	7	2
Base:	(343)	(77)	(62)	(63)	(46)	(66)

Q28: Have you heard about USA Plan #1 before I described it to you now?

a/b/c/d/e Significantly greater than the column indicated by the letter at the 95% confidence level

**Qualify for USA Plan #1**

	<b>Total %</b>	<b>Urban % a</b>	<b>Rural % b</b>
Yes	43	36	57 a
No	50	54 b	40
Don't know	8	10 b	3
<b>(Base)</b>	<b>(343)</b>	<b>(240)</b>	<b>(103)</b>

**Q29:** Do you qualify for USA Plan #1? That is, do you receive aid from any of the programs listed above?

**a/b:** Significantly greater than the column indicated by the letter at the 95% confidence level

**Qualify for USA Plan #1  
Gender / Children in Household**

	Total %	Gender		Children in Household	
		Male % e	Female % f	Yes % g	No % h
Yes	43	29	55 e	59 h	28
No	50	57 f	41	38	61 g
Don't know	8	14 f	2	3	12 g
Base:	(343)	(170)	(170)	(148)	(185)

Q29: Do you qualify for USA Plan #1? That is, do you receive aid from any of the programs listed above?

e/f/g/h: Significantly greater than the column indicated by the letter at the 95% confidence level

**Qualify for USA Plan #1  
Income**

	<b>Total %</b>	<b>&lt;\$5000 % a</b>	<b>\$5000- \$9,999 % b</b>	<b>\$10,000- \$14,999 % c</b>	<b>\$15,000- \$19,999 % d</b>	<b>\$20,000+ % e</b>
Yes	43	70 cde	56 cde	37 e	26	18
No	50	16	37 a	60 ab	70 ab	80 abc
Don't know	8	14 ce	6	3	4	2
<b>Base:</b>	<b>(343)</b>	<b>(77)</b>	<b>(62)</b>	<b>(63)</b>	<b>(46)</b>	<b>(66)</b>

Q29: Do you qualify for USA Plan #1? That is, do you receive aid from any of the programs listed above?

a/b/c/d/e: Significantly greater than the column indicated by the letter at the 95% confidence level

**Interest in USA Plan #1**

	<b>Total %</b>	<b>Urban % a</b>	<b>Rural % b</b>
<b><u>Extremely/Very Interested (Net)</u></b>	<b>69</b>	<b>68</b>	<b>70</b>
Extremely interested	28	29	25
Very interested	41	40	45
Neither interested nor disinterested	6	7	4
<b><u>Not Very/Not at All (Net)</u></b>	<b>17</b>	<b>17</b>	<b>17</b>
Not very interested	5	5	6
Not at all interested	12	12	12
Don't know	8	8	9
<b>(Base)</b>	<b>(343)</b>	<b>(240)</b>	<b>(103)</b>

Q30: Regardless of whether or not you would qualify, how interested are you in USA Plan #1? Are you....

a/b: Significantly greater than the column indicated by the letter at the 95% confidence level

**Reasons for Being Neutral / Not Interested in USA Plan #1**

	<b>Total %</b>	<b>Urban % a</b>	<b>Rural % b</b>
I don't want/Need a phone	41	31	68
I can't afford it/Too expensive	14	14	14
No features are available	10	12	5
Doesn't appeal to me	8	10	-
Other things are more important/Pay off other ills first	8	9	5
Reasonably priced/Affordable	5	7	-
Sounds like a good plan	4	3	5
Have used it before	1	-	5
Too much paperwork	1	2	-
Phone service not available where currently live	1	-	5
Other	10	12	5
Don't know	5	5	5
(Base = Neither Interested nor Disinterested or Not Interested in USA Plan #1)	(80)	(58)	(22)*

Q31: Why are you (RESPONSE FROM Q.30) in USA Plan #1?

\* Very small base size (under 30) ineligible for significance testing

a/b: Significantly greater than the column indicated by the letter at the 95% confidence level

### **Awareness Of/Qualification For/Interest In USA Plan #2**

Consumers were given a written description of USA Plan #2 to review and then were asked a series of questions about it. Generally, this plan is more expensive than the first plan, but offers more features and flexibility to the consumer. Here are the plan and eligibility requirements:

#### *USA Plan #2*

- Monthly phone charge of about \$13.00 (which is a discount of \$5.25 from the regular monthly charge)
- No installation charges for the one phone line, but there would be installation charges for each additional line after one
- More than one phone line is allowed, but at the regular charge
- Features such as Caller ID, Call Waiting and Voicemail are available at regular rates
- You may block your ability to make long distance calls without paying a fee, but can still receive long distance calls. If long distance service is requested, a deposit may be required.
- Upon customer request, at no extra charge, calls to numbers with a 900 area code or a 976 prefix and collect/three way calls could be blocked
- Payment plans for past due local telephone charges may be spread over 6 months after paying a minimum down payment of \$25

In order to qualify for USA Plan #2, you must receive aid from at least one of the following programs:

- Federal Public Housing/Section 8
- Food Stamps
- Home Energy Assistance Programs (HEAP & EHEAP)
- Medicaid
- Ohio Energy Credits Program (OECF)
- Supplemental Security Income (SSI)

Prior to learning about it during the interview, one-in-ten consumers is aware of USA Plan #2 (10%).

**Awareness Of/Qualification For/Interest In USA Plan #2**  
**(Cont.)**

*Subgroup Differences*

- Rural residents are much more likely to be aware of USA Plan #2 than urban residents (17% vs. 7%, respectively).
- Consumers with household incomes under \$5,000 (16%) or between \$5,000 and \$9,999 (16%) are significantly more likely to be aware of the plan than their counterparts with incomes of \$10,000 to \$14,999 (5%).

Approximately two-in-five consumers say they qualify for USA Plan #2, that is, they receive financial aid from a qualifying program (41%).

*Subgroup Differences*

- Rural residents are much more likely to qualify for the plan than urban residents (52% vs. 36%, respectively).
- Women (54%) and those with children (56%) are significantly more likely to qualify for the plan than men (28%) and those without children (27%).
- Additionally, as might be expected, the likelihood to qualify for USA Plan #2 declines considerably as household income rises – <\$5,000 (66%) and \$20,000+ (18%).

Regardless of whether or not they would qualify, nearly six-in-ten consumers are interested in USA Plan #2 – 11% are “extremely interested” and “ 44% are “very interested.” Ten percent are “neither interested nor disinterested,” while 25% are either “not very” or “not at all interested.”

*Subgroup Differences*

- Women (61%) are significantly more likely to be interested in the plan than men (50%).

**Awareness Of/Qualification For/Interest In USA Plan #2**  
**(Cont.)**

- Those who have been without phone service for less than six months are also much more likely to be interested in the plan those who have been without phone service for six months or more (70% vs. 52%, respectively).
- Interest does not change significantly among those who say they qualify for USA Plan #2 -- 15% are "extremely interested" and 37% are "very interested."

The primary reasons given for not being interested in USA Plan #2 are

- |   |     |
|---|-----|
| • Don't want/need a phone               | 22% |
| • Can't afford it/too expensive         | 22% |
| • USA Plan #1 is more affordable/better | 21% |
| • Don't want the extra features         | 15% |

**Awareness of USA Plan #2 (Prior to Interview)**

	<b>Total %</b>	<b>Urban % a</b>	<b>Rural % b</b>
Yes	10	7	17 a
No	89	93 b	81
Don't know	1	#	3 a
<b>(Base)</b>	<b>(343)</b>	<b>(240)</b>	<b>(103)</b>

Q33: Have you heard about USA Plan #2 before I described it to you now?

# Less than 1%

a/b: Significantly greater than the column indicated by the letter at the 95% confidence level

**Quality for USA Plan #2**

	<b>Total %</b>	<b>Urban % a</b>	<b>Rural % b</b>
Yes	41	36	52 a
No	50	53	45
Don't know	9	11 b	3
<b>(Base)</b>	<b>(343)</b>	<b>(240)</b>	<b>(103)</b>

**Q34:** Do you qualify for USA Plan #2? That is, do you receive aid from any of the programs listed above?

**a/b:** Significantly greater than the column indicated by the letter at the 95% confidence level

**Interest in USA Plan #2**

	<b>Total %</b>	<b>Urban % a</b>	<b>Rural % b</b>
<b><u>Extremely/Very Interested (Net)</u></b>	<b><u>55</u></b>	<b><u>55</u></b>	<b><u>55</u></b>
Extremely interested	11	13	8
Very interested	44	43	48
Neither interested nor disinterested	10	10	9
<b><u>Not Very/Not at All (Net)</u></b>	<b><u>25</u></b>	<b><u>25</u></b>	<b><u>24</u></b>
Not very interested	9	8	11
Not at all interested	16	18	14
Don't know	10	9	12
<b>(Base)</b>	<b>(343)</b>	<b>(240)</b>	<b>(103)</b>

Q35: Regardless of whether or not you would qualify, how interested are you in USA Plan #2? Are you...

a/b: Significantly greater than the column indicated by the letter at the 95% confidence level

**Reasons for Being Neutral / Not Interested in USA Plan #2**

	<b>Total %</b>	<b>Urban % a</b>	<b>Rural % b</b>
I don't want/Need a phone	22	19	29
It's too expensive	22	26	12
Plan #1 is more affordable/better	21	21	21
Don't want the extra features	15	10	26 a
Other things are more important/Pay off other bills first	4	3	6
The monthly plan sounds good	3	3	-
Like Plan #2 better	3	3	-
More services are offered	3	3	-
Not appealing to me	3	1	6
I would be able to afford it	2	2	-
Other	8	8	9
Don't know	3	3	3
(Base = Neither Interested nor Disinterested or Not Interested in USA Plan #2)	(120)	(86)	(34)

Q36: Why are you (RESPONSE FROM Q.35) in USA Plan #2?

a/b: Significantly greater than the column indicated by the letter at the 95% confidence level

**Interest in USA Plan #1 or USA Plan #2**  
**(If Eligible Based On Low Income)**

Seven-in-ten consumers are interested in signing up for either USA Plan #1 or USA Plan #2 if they were eligible based on a low-income requirement -- 29% are "extremely interested" and "41% are "very interested."

Additional analyses revealed that there is high overlap in interest among the sample members in the two plans.

*Subgroup Differences*

- Women (78%) and non-Caucasians (76%) are significantly more likely to be interested in either plan if eligible than men (61%) and Caucasians (65%).
- Consumers 25 to 54 are much more likely to be interested in either plan than their older counterparts (74% vs. 48%). Additionally, consumers in the lowest income group (<\$5,000) are significantly more likely to be interested in either USA Plan #1 or USA Plan #2 if eligible based on a low-income requirement than the most affluent income group (\$20,000+) -- 78% vs. 59%.

**Interest In Signing Up for USA Plan #1 or #2  
(If Eligible Based on Income)**

	<b>Total %</b>	<b>Urban % a</b>	<b>Rural % b</b>
<b><u>Extremely/Very Interested (Net)</u></b>	<b><u>70</u></b>	<b><u>68</u></b>	<b><u>73</u></b>
Extremely interested	29	29	28
Very interested	41	40	45
Neither interested nor disinterested	9	9	8
<b><u>Not Very/Not at All (Net)</u></b>	<b><u>17</u></b>	<b><u>18</u></b>	<b><u>17</u></b>
Not very interested	5	5	3
Not at all interested	13	12	14
Don't know	4	5	3
<b>(Base)</b>	<b>(343)</b>	<b>(240)</b>	<b>(103)</b>

Q37: How interested would you be in signing up for either USA Plan #1 or USA Plan #2 if you were eligible based on low income? Would you say...

a/b: Significantly greater than the column indicated by the letter at the 95% confidence level