

## **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><u>69</u></b>	<b><u>68</u></b>	<b><u>70</u></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><u>17</u></b>	<b><u>17</u></b>	<b><u>17</u></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
<b>(Base = Neither Interested nor Disinterested or Not Interested in USA Plan #1)</b>	<b>(80)</b>	<b>(58)</b>	<b>(22)*</b>

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

### **Low Income Eligibility**

Three-in-four consumers (76%) are willing to show proof of their total annual income to the local telephone company in order for them to verify that they have a low income.

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

- **Urban residents are significantly more willing to share income information than rural residents (80% vs. 65%, respectively). Women (81%) and those with children (89%) are much more willing to share than men (71%) and those without children (66%).**

**Additionally, consumers under 55 (78%) and those with annual household incomes less than \$5,000 (94%) are much more willing to share income information than consumers under 55 (48%) and those with incomes greater than \$5,000 (70%).**

**Willingness of Providing Income Information to Verify Eligibility**

	<b>Total %</b>	<b>Urban % a</b>	<b>Rural % b</b>
Yes	76	80 b	65
No	13	10	19 a
Don't know	12	10	16
<b>(Base)</b>	<b>(343)</b>	<b>(240)</b>	<b>(103)</b>

**Q38:** Would you be willing to show proof of your total annual income to the local telephone company in order for them to verify that you have a low income?

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

**Willingness of Providing Income Information to Verify Eligibility  
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	76	94 bcde	77	71	67	62
No	13	5	16 a	6	15	21 ac
Don't know	12	1	6	22 ab	17 a	17 a
<b>Base:</b>	<b>(343)</b>	<b>(77)</b>	<b>(62)</b>	<b>(63)</b>	<b>(46)</b>	<b>(66)</b>

Q38: Would you be willing to show proof of your total annual income to the local telephone company in order for them to verify that you have a low income?

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

**Whom Consumers Would Contact  
To Apply For USA Plan #1/USA Plan #2**

By a wide margin, if interested in either USA Plan #1 or USA Plan #2, consumers are most likely to contact the local telephone company to apply for it (81%). None of the other sources is mentioned by more than one-in-five consumers:

- Home Energy assistance Programs 17%
- Ohio Works First 17%
- Food stamps office 16%

*Subgroup Differences*

- Women (87%) and those employed full-time (89%) are significantly more likely to contact the local telephone company than men (76%) and those who are not employed full-time (76%).
- The most affluent consumers, household incomes of \$15,000 or more, are more likely to contact the local telephone company consumers with incomes of less than \$5,000 (90% vs. 73%, respectively).

**Whom Consumers Would Contact to Apply for USA Plan #1 or #2  
(Assuming Interested In Programs)**

	<b>Total %</b>	<b>Urban % a</b>	<b>Rural % b</b>
Local telephone company	81	83	79
Home Energy Assistance Programs (HEAP & EHEAP)	17	16	17
Ohio Works First (OWF - formerly known as AFDC, ADC, and TANF)	17	15	24 a
Food Stamps office	16	18 b	10
Ohio Energy Credits Program (OECF)	10	12	7
Medicaid	9	6	16 a
Disability Assistance office	8	8	6
Supplemental Security Income (SSI)	8	8	7
Federal Public Housing/Section 8	7	7	8
City hall	5	5	4
Or, some other organization	2	2	3
Don't know	7	8	5
<b>(Base)</b>	<b>(343)</b>	<b>(240)</b>	<b>(103)</b>

Q39: Assuming you were interested in USA Plan #1 and/or USA Plan #2, which of the following do you think you would contact to apply for it?

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

**Best Ways To Inform Consumers  
About Local Telephone Service Plans**

The preferred way of informing consumers about local telephone service plans such as USA Plan #1 and USA Plan #2 is “through the mail” (42%). Consumers mention “television” (32%) next most often followed by “flyers delivered to the doorstep” (23%) and “in the daily/weekly newspaper” (23%).

Consumers cite the following five sources at the next highest levels:

- |   |     |
|---|-----|
| • At a social service agency such as the Salvation Army   | 20% |
| • At grocery stores                                       | 19% |
| • On the radio  | 19% |
| • At an assistance agency such as the unemployment office | 18% |
| • In a free weekly/monthly shopping guide                 | 14% |

*Subgroup Differences*

- All of the subgroups except those at the lowest income level (under \$5,000) feel the mail is the best way to reach them. The least affluent segment favors television.

**Best Ways to Inform Consumers About Local Telephone Service Plans**

	<b>Total %</b>	<b>Urban % a</b>	<b>Rural % b</b>
Through the mail	42	43	41
On television	32	38 b	18
Flyers delivered to your doorstep	23	24	19
In the daily/weekly local newspaper	23	21	26
As a social service agency such as the Salvation Army	20	16	29 a
At grocery stores	19	22 b	12
On the radio	19	18	21
At an assistance agency such as the unemployment office	18	15	25 a
In a free weekly/monthly shopping guide	14	15	12
At the post office	9	7	14
At church	6	7	6
At city hall	5	5	5
At the electric or water department	4	5	2
Or, any other way	1	1	2
Don't know	8	9	5
<b>(Base)</b>	<b>(343)</b>	<b>(240)</b>	<b>(103)</b>

Q40: Which of the following methods are the best ways to make you aware of local telephone service plans such as this? Choose no more than three from the following list.

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