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Issues:

Witness:

Harry M. Shooshan

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Direct Testimony

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Southwestern Bell Telephone, L.P. d/b/a SBC Missouri

Case No:

TO-2005-0035

Date Prepared:

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**Missouri Public  
Service Commission**

**SOUTHWESTERN BELL TELEPHONE, L.P. d/b/a SBC MISSOURI**

**CASE NO. TO-2005-0035**

**DIRECT TESTIMONY**

**OF**

**HARRY M. SHOOSHAN**

**St. Louis, MO  
October 29, 2004**

**EXHIBIT NO. 13**  
**Date Prepared Case No. TO-2005-0035**  
**Reporter**

BEFORE THE PUBLIC SERVICE COMMISSION  
OF THE STATE OF MISSOURI

In the Matter of the Second Investigation into the State of  
Competition in the Exchanges of Southwestern Bell ) Case No. TO-2005-0035  
Telephone, L.P., d/b/a/ SBC Missouri. )

AFFIDAVIT OF HARRY M. SHOOSHAN

STATE OF NEW HAMPSHIRE )  
TOWN OF BEDFORD ) SS

I, Harry M. Shooshan, of lawful age, being duly sworn, depose and state

- 1 My name is Harry M. Shooshan. I am presently President, Strategic Policy Research.
- 2 Attached hereto and made a part hereof for all purposes is my direct testimony.
- 3 I hereby swear and affirm that my answers contained in the attached testimony to the questions therein propounded are true and correct to the best of my knowledge and belief.

  
Harry M. Shooshan

Subscribed and sworn to before this 19<sup>TH</sup> day of October, 2004

  
Notary Public

My Commission Expires: 2 June 2009.

**MELANIE CYNTHIA STRINGER**  
Notary Public, State of New Hampshire  
My Commission Expires 2 June 2009.

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**CASE NO. TO-2005-0035**  
**SOUTHWESTERN BELL TELEPHONE, L.P.**  
**D/B/A SBC MISSOURI**  
**DIRECT TESTIMONY OF HARRY M. SHOOSHAN**

**1. BACKGROUND AND QUALIFICATIONS**

**Q. PLEASE STATE YOUR NAME AND BUSINESS ADDRESS.**

A. My name is Harry M. Shooshan. My business address is 7979 Old Georgetown Road, Bethesda, MD 20814.

**Q. BY WHOM ARE YOU EMPLOYED AND IN WHAT POSITION?**

A. I am a principal in, and co-founder of, Strategic Policy Research, Inc. ("SPR"), a public policy and economics consulting firm that specializes in telecommunications.

**Q. PLEASE BRIEFLY STATE YOUR QUALIFICATIONS.**

A. Before co-founding SPR, I served for eleven years on Capitol Hill. I was chief counsel and staff director of what is now the Subcommittee on Telecommunications and the Internet of the U.S. House of Representatives. As a consultant, I have specialized in communications public policy analysis, regulatory reform and the impact of new technology and competition. I have presented evidence of wireless competition and wireless substitution in competitive classification cases before five state commissions.

1 I have testified before several Congressional committees, before the Federal  
2 Communications Commission ("FCC"), before the Canadian Radio-television and  
3 Telecommunications Commission and over two dozen state commissions. My  
4 testimony before state commissions has been on topics related to price regulation,  
5 the introduction of competition and the reclassification of services. I also served  
6 as an advisor to the Iowa Utilities Board and to the staff of the Arizona  
7 Corporation Commission, where my work included the development of  
8 alternative regulation/price regulation plans and implementation of the  
9 Telecommunications Act of 1996.

10 I have also been involved in our firm's work with OFTEL (now OFCOMM), the  
11 telecommunications regulatory body in the United Kingdom, which adopted the  
12 first price regulation plan for an incumbent provider in 1983. The U.K. regulator  
13 has since gradually withdrawn from regulating retail prices as competition has  
14 developed.

15 I received a B.A. from Harvard University in Government and a J.D. from  
16 Georgetown University Law Center. From 1978 to 1991, I was an adjunct  
17 professor of law at Georgetown University Law Center, teaching regulation and  
18 communications law.

19 A copy of my curriculum vitae is contained in Shooshan—Schedule 1.

20 **2. PURPOSE OF TESTIMONY**

21 **Q. WHAT IS THE PURPOSE OF YOUR TESTIMONY?**

1 A. The purpose of my testimony is to support the Southwestern Bell Telephone, L.P.  
2 d/b/a/ SBC Missouri ("SBC Missouri") petition for competitive classification of  
3 its services. My testimony establishes the existence of effective competition from  
4 wireless providers in the St. Louis, Kansas City and Springfield metropolitan  
5 areas. I base my conclusion on Missouri-specific evidence—including surveys of  
6 both wireline and wireless customers—as well as my general expertise. This  
7 evidence of competition from numerous wireless providers is in addition to the  
8 evidence of competition from CLECs and other sources that SBC Missouri is  
9 citing in this proceeding.

10 **Q. WHAT ARE THE MAIN POINTS THE COMMISSION SHOULD TAKE**  
11 **FROM YOUR TESTIMONY?**

12 A. The Commission should take the following main points from my testimony:

- 13     ▪ Wireless services are available from at least seven different providers  
14         in the St. Louis, Kansas City and Springfield metropolitan areas and  
15         are widely used by residents in a substantial majority of Missouri  
16         households;
- 17     ▪ The wireless services being offered are substitutable at comparable  
18         rates, terms and conditions to basic local service offered by SBC  
19         Missouri and Missouri consumers indeed do see them as substitutes;  
20         and

- 1           ▪ The existence of these wireless alternatives will help ensure that  
2           consumers are charged reasonable rates by SBC Missouri in the  
3           absence of regulation because a majority of Missouri consumers  
4           believe that wireless service is a satisfactory alternative.

5   **Q. WILL YOU SUMMARIZE THE KEY FINDINGS OF THE SURVEYS OF**  
6   **MISSOURI CONSUMERS YOU RELY ON?**

7   **A.** Yes. The key findings are as follows:

- 8           ▪ 18 percent of wireless customers do not have traditional telephone  
9           service in their homes; furthermore, of the remainder that still use  
10          traditional telephone service:  
11           ○ 64 percent nevertheless frequently use their cell phones in their  
12           homes to make and receive calls; 16 percent use their cell phones  
13           as their primary home phone;  
14           ○ 72 percent believe that cellular service would be a satisfactory  
15           replacement for *all* the calls that they make or receive in their  
16           homes;  
17          ▪ There is a wireless user in 70 percent of households; in those  
18          households:  
19           ○ 56 percent frequently use their cell phones in their homes; 7  
20           percent use their cell phones as their primary home phone;

- 1           o Consumers use their cell phones in their homes to make and  
2           receive both local and long-distance calls, with about one in four  
3           using cell phones primarily to make and receive local calls;  
4           o 61 percent believe that cellular service would be a satisfactory  
5           replacement for *all* the calls that they make or receive in their  
6           homes; and  
7           o 26 percent have considered discontinuing traditional telephone  
8           service and relying entirely on their cell phones.

9           **3. EVIDENCE OF WIRELESS AVAILABILITY AND**  
10           **SUBSTITUTABILITY**

11  
12   **Q.   ON WHAT EVIDENCE DO YOU BASE YOUR CONCLUSION THAT**  
13   **WIRELESS SERVICES ARE AVAILABLE IN THE ST. LOUIS, KANSAS**  
14   **CITY AND SPRINGFIELD METROPOLITAN AREAS?**

15   **A.   I rely on a range of evidence. In the first place, I understand that SBC Missouri**  
16   currently has interconnection agreements with 14 wireless carriers in Missouri.  
17   The major wireless carriers currently serving Missouri are Verizon, Alltel,  
18   Cingular, AT&T, Sprint, T-Mobile, Nextel and U.S. Cellular.<sup>1</sup> Of these eight  
19   providers, all but two offer service in all three metropolitan areas.<sup>2</sup> Verizon

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<sup>1</sup> This does not include companies operating in Missouri, such as Virgin Mobile, which re-brand or resell the wireless services of these carriers. These firms provide additional competition, but I have chosen not to include them since their "service footprints" would be the same as the carrier whose services they were reselling. This also does not include other regional wireless carriers that operate in Missouri such as Mid-Missouri Cellular.

<sup>2</sup> Cingular is partly owned by SBC Missouri's parent company, SBC Communications. The merger of Cingular and AT&T Wireless has just been approved by the federal government. Even if these two firms



1 operates in St. Louis and Kansas City, but not in Springfield. Alltel offers service  
2 in Springfield, but not in the St. Louis and Kansas City metropolitan areas.

3 In addition, in an exhibit to this testimony, I have included printouts from the  
4 websites of these carriers demonstrating that they offer service in these  
5 metropolitan areas. In that same exhibit, I have also included some examples of  
6 the advertising for these wireless providers carried in local newspapers. See  
7 Shooshan—Schedule 2.

8 Finally, as I discuss in greater detail subsequently, we have surveyed consumers  
9 in all three metropolitan areas and have determined that they subscribe to wireless  
10 services provided by these carriers.

11 **Q. IN GENERAL TERMS, PLEASE DESCRIBE HOW WIRELESS SERVICE**  
12 **PROVIDES A SUBSTITUTE FOR WIRELINE BASIC LOCAL**  
13 **EXCHANGE SERVICE.**

14 **A.** Wireless service is a substitute for wireline basic local exchange service in two  
15 respects. In the first place, wireless service can provide a substitute for the  
16 wireline connection. As discussed in greater detail below, some consumers are  
17 actually disconnecting—or never connected in the first place—wireline phones in  
18 favor of wireless phones. This can be referred to as “line substitution.” For some  
19 time, this has been happening with second lines, but it is now also occurring with

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are not considered, there are at least five other wireless providers serving each of the three metropolitan areas.

1 primary lines. Even consumers who choose not to drop their wireline connections  
2 know they have a choice.

3 Second, there is also growing evidence that even those consumers who elect to  
4 retain a wireline connection are using their wireless phone more and more for  
5 voice calling within their homes. This is what I refer to as "usage substitution."

6 **Q. CAN YOU RELATE THE TWO TYPES OF SUBSTITUTION YOU HAVE**  
7 **JUST DISCUSSED TO THE APPROACH THIS COMMISSION HAS**  
8 **TAKEN TO DETERMINE WHETHER SERVICES ARE SUBSTITUTES?**

9 A. Yes. This Commission has long recognized that services may be substitutes  
10 without being the "same" or "equivalent." See Case No. TO-93-116, Public  
11 Service Commission of the State of Missouri, 1992 Mo. PSC LEXIS 23 at 5  
12 ("Case No. TO-93-116"). This view is consistent with economic thinking. Two  
13 goods may be substitutes, even though one good may have certain features that  
14 the other one lacks and thus be preferred by some consumers.<sup>3</sup> Indeed, different  
15 features are expected to satisfy different preferences.<sup>4</sup>

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<sup>3</sup> Michael L. Katz and Harvey S. Rosen, *Microeconomics*, Second Edition (Boston: Richard Irwin Inc., 1994) at 32-33, 63, where the concepts of substitutes and complements, including "perfect" substitutes and complements, are discussed. Katz and Rosen broadly consider substitute pairs such as Toyota and Honda vehicles; coffee and tea; and air conditioners and fans (at 63) (hereinafter, Katz and Rosen).

<sup>4</sup> Many producers engage in product differentiation, recognizing that different features appeal to different consumers. In "vertical differentiation," producers' goods are unanimously perceived as distinguished by their quality differences, reflected in price differences. For example, a Mercedes Benz and a Hyundai would be examples of two products that are vertically differentiated. In "horizontal differentiation," producers place their products along a continuum based on differences in features that the relevant set of goods might have. Prices will likely vary among horizontally differentiated goods as well. A pickup truck and a passenger car would fit this model of differentiation, as would wireless and wireline services. See, for example, a brief explanation in Stephen Martin, *Advanced Industrial Economics* (Blackwell: 1993) at 261.

1        Consider an analogy to competition in the automobile industry. There are many  
2        models of vehicles offered by various manufacturers at a range of prices.  
3        However, these vehicles also differ in size, safety features, fuel consumption,  
4        frequency of repair and included options. Yet, in economic terms, it is clear that  
5        the largest SUV is a substitute for the smallest compact car in terms of their  
6        primary function—transportation. Some people value interior size and safety  
7        over fuel consumption and ease of parking. Thus, those consumers will pay a  
8        different price to get what they want than other consumers who have different  
9        preferences and/or needs. But in each case, consumers are purchasing a means of  
10       transportation.

11       Thus, even though wireline and wireless services differ in some characteristics,  
12       they are still substitutes and compete with each other for many of the same  
13       customers. Those differences may simply cause a customer to choose one over  
14       the other based on personal preferences. Further, a good may be broadly  
15       conceived of so as to include a wide range of products that could be considered  
16       substitutes. As Katz and Rosen state simply: “Intuitively, substitutes are goods  
17       that satisfy *about the same want*, so that, if one becomes more expensive, the  
18       consumer turns to the other” [emphasis added]. They also point out that goods  
19       need not be “perfect substitutes” (i.e., where one good is completely abandoned  
20       for the other good).<sup>5</sup>

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<sup>5</sup> Katz and Rosen at 63.

1        This Commission is also of the view—correctly, I believe—that there are a  
2        number of factors that go into determining whether or not two services are  
3        substitutes and that no one factor (e.g., market share) should be determinative.  
4        Case No. TO-93-116 at 5.

5        **Q.    HOW DOES SUBSTITUTABILITY FACTOR INTO THE FINDING THE**  
6        **COMMISSION MUST MAKE IN THIS PROCEEDING?**

7        A.    One of the factors enumerated in the statute for determining whether there is  
8        effective competition for a particular service is the extent to which the services of  
9        other providers are functionally equivalent *or substitutable* at comparable rates,  
10       terms and conditions. *See* Section 386.020(13).

11       **Q.    WHAT EVIDENCE CAN YOU POINT TO THAT WIRELESS IS A**  
12       **SUBSTITUTE FOR BASIC TELEPHONE SERVICE?**

13       A.    I begin by observing how wireless carriers are offering their services in Missouri.  
14       *See generally* Shooshan—Schedule 2. The design of many wireless calling plans,  
15       coupled with the functionality of the service, makes them effective substitutes for  
16       basic local exchange service. These plans typically include various-sized  
17       “buckets” of minutes that can be used for “any distance calling” (i.e., local and  
18       long distance) coupled with unlimited minutes for certain time periods (e.g.,  
19       nights and weekends). Wireless plans usually include numerous vertical features  
20       such as Caller ID and Call Waiting as part of the standard package. Wireless  
21       phones are now offered “free” with many plans and many carriers no longer

1           require long-term contracts. Others are offering pre-paid plans that are attractive  
2           for occasional users or those without an adequate credit history.

3           Nationally, I observe that the prices for wireless service have fallen rapidly in  
4           recent years, driven down by increased competition. The price differences one  
5           observes between wireline and wireless service offerings are, for the most part,  
6           superficial. When one makes a true "apples-to-apples" comparison, some  
7           existing wireless packages are priced comparably to popular wireline packages  
8           offered by SBC Missouri. If one takes into account all of the vertical features,  
9           larger local calling areas and, in some cases, long-distance calling allowances  
10          built into wireless plans, the price points are quite comparable. Also, in order to  
11          make an "apples-to-apples" comparison, one has to take into account the  
12          additional value from features such as portability and immediate activation  
13          inherent in wireless service.

14          For example, in Missouri, cell phone plans are available at prices as low as  
15          \$19.99 a month, with popular plans running \$39.95 a month. See Shooshan—  
16          Schedule 2. The T-Mobile Basic Plan (\$19.95) is aimed at "budget-conscious  
17          customers who need a phone for light daily use and emergencies."<sup>6</sup> This plan  
18          includes 60 "whenever minutes" and 500 "weekend minutes" that can be used for  
19          local and long-distance calls. It includes: Voicemail with Paging, Caller ID,  
20          Conference Calling, Call Waiting and Call Hold, Customer Care, Directory  
21          Assistance, Emergency Calls, and Detailed Billing. By comparison, the \$39.95

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<sup>6</sup> <http://www.t-mobile.com/plans/NationalRatePlanDetails.asp?PlanID=3182>.

1 plans provide for up to 400 "anytime minutes" and unlimited "in network"  
2 calling.

3 Not surprisingly, the increased value of wireless calling plans, coupled with the  
4 advantage of portability and the improvements in service quality that have come  
5 with new digital technology, has spurred substitution of wireless service for  
6 wireline service. Nationally, the number of wireless phones is approaching that  
7 of wireline phones. According to the International Telecommunications Union,  
8 wireless phones represent 43 percent of all phones in use in the United States, up  
9 from 37 percent in 2000.<sup>7</sup>

10 The FCC has recognized for some time the increasing substitution of wireless  
11 service for wireline service. In its 2002 report on the mobile wireless industry,  
12 the FCC noted studies that estimate that between 3 percent and 5 percent of  
13 wireless subscribers had disconnected their wireline phone.<sup>8</sup> Significantly, a year  
14 later the FCC found that there is "much evidence that consumers are substituting  
15 wireless service for traditional wireline communications."<sup>9</sup> Earlier this year, the

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<sup>7</sup> "Millions doing away with their landline phones," *USA TODAY* (8/4/03) at [www.usatoday.com/tech/news/2003=08=04-cell-only\\_x.htm](http://www.usatoday.com/tech/news/2003=08=04-cell-only_x.htm).

<sup>8</sup> FCC, In the Matter of Implementation of Section 6002(b) of the Omnibus Budget Reconciliation Act of 1993; *Annual Report and Analysis of Competitive Market Conditions With Respect to Commercial Mobile Services* (rel: July 3, 2002), FCC 02-179, at 32 ([www.wireless.fcc.gov/cmrs\\_crforum.html](http://www.wireless.fcc.gov/cmrs_crforum.html)).

<sup>9</sup> FCC, In the Matter of Implementation of Section 6002(b) of the Omnibus Budget Reconciliation Act of 1993; *Annual Report and Analysis of Competitive Market Conditions With Respect to Commercial Mobile Services* (rel: July 14, 2003), FCC 03-150, at ¶102 (8<sup>th</sup> CMRS Report) ([www.wireless.fcc.gov/cmrs\\_crforum.html](http://www.wireless.fcc.gov/cmrs_crforum.html)).

1 FCC noted that the *2004 Current Population Survey of the Census Bureau*  
2 estimates that 5 to 6 percent of households now only have wireless phones.<sup>10</sup>

3 The Yankee Group, which regularly conducts research on wireless  
4 communications markets, reported a year ago that 12 percent of 18-to-24-year-  
5 olds have gone "totally wireless" for their phone service and as many as 28  
6 percent more plan to do so over the next five years.<sup>11</sup> Nationally, one prediction  
7 is that nearly 30 percent of *all* wireless subscribers will not have a wireline phone  
8 by 2008.<sup>12</sup> These trends were supported by an article earlier this year in the  
9 *Kansas City Business Journal* which reported on Missourians who were "cutting  
10 the cord."<sup>13</sup>

11 The phenomenon of people "cutting the cord" is prevalent enough to have  
12 confounded public opinion pollsters in this important election year. One report  
13 stated that "...one of the hottest topics among pollsters is their inability to reach

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<sup>10</sup> FCC, *Annual Report and Analysis of Competitive Market Conditions With Respect to Commercial Mobile Services* (rel: September 28, 2004), FCC 04-111, at ¶212 (9th CMRS Report) ([http://hraunfoss.fcc.gov/edocs\\_public/attachmatch/FCC-04-216A1.pdf](http://hraunfoss.fcc.gov/edocs_public/attachmatch/FCC-04-216A1.pdf))

<sup>11</sup> Yankee Group News Release, "Twelve Percent of U.S. Young Adults Are Totally Wireless, According to the Yankee Group" (August 5, 2003). A senior analyst for the Yankee Group concludes that "[t]he mobile phone has become the essential means of communications, making the landline phone a supplemental and increasingly non-essential item, particularly among young adults and college students who are often not at home and who frequently change addresses."

<sup>12</sup> Josh Long, "Landline Displacement to Increase as More Wireless Subscribers Cut Cord", In-SatMDR Press Release (February 25, 2004) (<http://www.instat.com/press.asp?Sku=IN0401644MCM&ID=895>).

<sup>13</sup> Charlie Anderson, "Wireless Cuts Stranglehold of Local Carriers," *The Business Journal of Kansas City* (February 9, 2004) (<http://kansascity.bizjournals.com/kansascity/stories/2004/02/09/story2.html>).

1 cellular phone customers who are dropping their home phone lines in favor of  
2 going entirely wireless.”<sup>14</sup>

3 The FCC acknowledges claims by wireline telecommunications carriers that the  
4 numbers of access lines and of minutes of use on their networks have decreased  
5 as a result of increasing use of mobile services.<sup>15</sup> The FCC acknowledges an  
6 analyst’s report that “wireless cannibalization remains a key driver of [ILEC]  
7 access line erosion.” The FCC also recognizes that usage substitution is  
8 increasing, with 23 percent of voice minutes being carried by wireless providers,  
9 up from 7 percent in 2000.<sup>16</sup>

10 A 2004 study by J.D. Power and Associates found that wireless calling (along  
11 with email, Instant Messaging and VoIP) was displacing local telephony for a  
12 substantial portion of local calls; that is, these other “platforms” were being used  
13 for local communication that otherwise would have been made as voice calls on  
14 the telephone network.<sup>17</sup> For example, J.D. Power found that, for consumers  
15 between the ages of 25 and 34, wireless calling accounted for 21 percent of their  
16 local communications, with email and Instant Messaging accounting for another  
17 13 percent.

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<sup>14</sup> “Pollsters can’t connect with cell phone users,” *The Arizona Republic* (January 4, 2004) (found at *The Detroit News* website: <http://www.detnews.com/2004/politics/0401/04/a07-25519.htm>). This same story notes that the FCC restricts pollsters from using random dialing equipment to call cell phones. David Moore, senior editor for the Gallup poll, talked about the likely impact: “In the future, as more and more households drop their land-line phones and rely on cellular phones, we pollsters will indeed have to reevaluate our telephone methodology” (<http://www.zogby.com/Soundbites/ReadClips.dbm?ID=9590>).

<sup>15</sup> 8<sup>th</sup> CMRS Report at ¶103.

<sup>16</sup> 9<sup>th</sup> CMRS Report at ¶213.

<sup>17</sup> J.D. Power and Associates, *2004 Residential Wireline & ISP Study* (conducted late 1<sup>st</sup> quarter, 2004).



1 The trends in wireless substitution can be expected to accelerate now that number  
2 portability has been implemented. In November 2003, the FCC adopted a rule  
3 requiring wireline carriers to permit customers to transfer their wireline phone  
4 numbers to wireless carriers.<sup>18</sup> This is yet another indication that wireline and  
5 wireless service are considered substitutes.

6 The national trends are confirmed by the survey research on wireless usage that I  
7 have directed here in Missouri.

8 **4. SURVEY OF MISSOURI CONSUMERS: METHODOLOGY AND**  
9 **RESULTS**

10  
11 **Q. WOULD YOU PLEASE DESCRIBE THE METHODOLOGY YOU**  
12 **EMPLOYED FOR THE SURVEY?**

13 **A.** Yes. Two different questionnaires were used. One was administered to wireline  
14 customers, and the other, to wireless customers. The wireless survey was  
15 undertaken to ensure representation of the increasing number of wireless  
16 customers who no longer have (or never had) wireline telephone service in their  
17 homes.

18 Each of the questionnaires was administered by telephone during the months of  
19 September and October, 2004. Respondents were located in Missouri in the  
20 metropolitan areas of Kansas City, St. Louis and Springfield. For the purposes of  
21 these surveys, the metropolitan areas were defined as the same geographic  
22 coverage as the Metropolitan Calling Area ("MCA") plans.

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<sup>18</sup> FCC News Release, "FCC Clears Way for Local Number Portability Between Wireline and Wireless

1 The interviews were conducted by Knowledge Systems & Research ("KS&R"), a  
2 firm with extensive experience conducting surveys related to telecommunications.  
3 I directed the design of the questionnaires, in consultation with KS&R.

4 A simple random sample was selected in each of the three metropolitan areas  
5 (with additional screening questions, as described below) for both the wireline  
6 study and the wireless study. The sampling goal was to have at least 200 wireline  
7 and 200 wireless interviews in each metropolitan area, for a total of 1,200  
8 interviews. In actuality, a few extra interviews were administered and are  
9 included in the results. This large number of interviews ensures that the sampling  
10 error will be acceptably small. (Sampling errors for each question are given in  
11 Shooshan—Schedule 3.)

12 The wireline sample was selected for each metropolitan area from the list of  
13 NPA-NXXs shown in Table 3-1 in Shooshan—Schedule 3. I understand that the  
14 geographic areas served by these NPA-NXXs correspond to the MCA areas in  
15 Missouri.

16 The wireline study includes a screening question that inquires whether the  
17 household is served by SBC Missouri. If not, the interview is terminated and not  
18 included in the study. This screening question was included to ensure that the  
19 survey results apply to SBC Missouri customers, rather than to the population as a  
20 whole.

1 Both surveys included a screening question about the age of the respondent. If  
2 the respondent was less than 18 years old, the interview was terminated and not  
3 included in the study. The goal of this screening question was simply to ensure  
4 that the questions were answered by adults, not by children.

5 The wireless sample was selected for each metropolitan area from the list of  
6 NPA-NXXs shown in Table 3-2 in Shooshan—Schedule 3. Wireless carriers  
7 have been assigned these NPA-NXXs, and they have designated points of  
8 presence (“POPs”) for them in the three metropolitan areas.

9 Wireless customers do not, however, necessarily reside in the metropolitan area of  
10 the wireless carriers POP. For that reason, we included a screening question  
11 regarding the zip code of the respondent’s home. If the zip code is not on the list  
12 shown in Table 3-2 in Shooshan—Schedule 3, the interview was terminated and  
13 not included in the study. I understand that geographic areas spanned by these zip  
14 codes are approximately the same as those spanned by the NPA-NXXs in Table  
15 3-1. Thus, the geographic areas represented by the wireline and wireless surveys  
16 are approximately the same (and the same as the metropolitan areas as defined by  
17 the MCA plans).

18 **Q. HOW ARE THE SURVEY RESULTS REPORTED?**

19 **A.** Survey results are given below for both the wireline and wireless surveys.  
20 Results for each the two surveys are reported both in aggregate and separately for  
21 the three metropolitan areas. The numbers I present in this testimony are the  
22 aggregate numbers, but separate results for each of the three metropolitan areas

1           are reported in Shooshan—Schedule 3. The range of sampling errors is given for  
2           each question.

3   **Q.    WOULD YOU PLEASE SUMMARIZE THE RESULTS OF THE SURVEY**  
4   **PRESENTED IN SHOOSHAN—SCHEDULE 3?**

5   **A.**   The survey yielded a number of important results. First, 18 percent of wireless  
6           phone users said they did not have wireline service at their home (Q3). As  
7           another gauge of substitutability, 86 percent of the wireless respondents who did  
8           not have wireline service in their homes said that they would choose to have  
9           wireline service in their home if they did not have their wireless phone (Q13).

10          The survey of wireline customers was equally revealing. That survey showed that  
11          61 percent of wireline residence customers surveyed who also use cellular service  
12          say that cellular would be a satisfactory substitute for *all* the calls they make and  
13          receive in their home (Q11).

14          The survey of Missouri consumers also confirms the trends in the substitution of  
15          wireless usage for wireline usage. We asked both wireless and wireline  
16          respondents whether they made or received phone calls on their wireless phone in  
17          their homes. 16 percent of the wireless users surveyed who have retained a  
18          wireline connection said that they primarily use their cell phones when making  
19          calls from their homes (Q7). 70 percent of wireline respondents said a cellular  
20          phone is used by the household (Q3). 56 percent of those respondents indicated  
21          that they use either their cell phone—or their cell phones and their wireline phone  
22          interchangeably—for making and receiving calls at home (Q6). Clearly, these

1 consumers are substituting wireless calls for calls that otherwise would have been  
2 made from their traditional home phones.

3 Finally, a significant portion of consumers give out *only* their wireless phone  
4 number to their contacts. Of wireless respondents who still subscribe to basic  
5 telephone service, 26 percent give out only their cell phone number while 45  
6 percent give out both (Q9). 12 percent of wireline households in which there is a  
7 wireless user give out only their wireless number while 37 percent give out both  
8 (Q8).

9 The point of all these observations is that, in addition to those Missouri  
10 consumers who have elected not to subscribe to or have disconnected basic  
11 telephone service, Missouri consumers are making and receiving calls on their  
12 wireless phones that they would otherwise have made and received on their  
13 wireline phones. These users see wireless calling as a *substitute* for wireline  
14 calling, not merely a *complement*. While these users typically make and receive  
15 some calls away from home, the fact is that they are additionally using their cell  
16 phones *at home* as a substitute for basic telephone service. This is further  
17 evidence consumers consider wireless service as a competitive alternative to SBC  
18 Missouri's basic telephone service.

19 **5. EFFECTIVE COMPETITION FROM WIRELESS SERVICES**

20 **Q. IN YOUR OPINION, HOW WILL THE PRESENCE OF THESE**  
21 **WIRELESS ALTERNATIVES AFFECT THE RATES THAT SBC**

1           **MISSOURI CAN CHARGE FOR BASIC SERVICE IN THE ABSENCE OF**  
2           **PRICE REGULATION?**

3    A.    Although it is not possible to quantify precisely, it is clear that SBC Missouri is  
4           losing lines to wireless providers. As I noted previously, nearly one in five  
5           wireless users in Missouri does not have traditional wireline telephone service in  
6           his or her home. In both surveys, of those customers who still have wireline  
7           service, one in four has considered dropping that service entirely. The fact that  
8           SBC Missouri subscribers *have* dropped—or chosen not to subscribe to—SBC  
9           Missouri's basic local service in favor of a wireless alternative and that they have  
10          considered substituting wireless for wireline service demonstrates, in my opinion,  
11          that the prices of wireless services can be expected to constrain the prices of SBC  
12          Missouri's basic local service in the absence of regulation.

13          Any changes SBC Missouri makes in its retail rates will have to take into account  
14          wireless competition and customers' ability to shift their voice calling to any one  
15          of several alternative providers, especially as prices for these wireless alternatives  
16          continue to decrease and their capabilities continue to expand.

17    **Q.    IS THIS TRUE EVEN THOUGH THERE ARE A SUBSTANTIAL**  
18          **NUMBER OF CONSUMERS WHO, ALTHOUGH THERE IS A CHOICE,**  
19          **MAY DECIDE TO RETAIN BASIC TELEPHONE SERVICE BASED ON**  
20          **THEIR PERSONAL PREFERENCES?**

21    A.    Yes. Wireless service need not be seen as a substitute by every consumer—or  
22          even a majority of consumers—in order for the prices of wireless service to

1 constrain SBC Missouri's pricing of basic telephone service. For a firm to  
2 exercise market power, it must be able to raise prices *profitably*.<sup>19</sup> If a substantial  
3 number of customers would substitute wireless service for basic telephone service  
4 should SBC Missouri increase the price of the latter, SBC Missouri cannot  
5 *profitably raise its prices*. Where, as is the case in Missouri, a large enough  
6 subset of consumers see wireless as a substitute, are using wireless phones for a  
7 significant portion of their calling from home today and have already considered  
8 disconnecting home wireline service, SBC Missouri knows that it will risk losing  
9 those consumers (and the considerable revenue they generate including access  
10 revenues, toll revenues and revenues from vertical features) to wireless providers  
11 if it raises basic telephone service prices. This likelihood serves to protect *all*  
12 consumers—even those who are *not* inclined to switch to wireless.

13 **6. CONCLUSION**

14 Q. WHAT CONCLUSION DO YOU REACH REGARDING WIRELESS AS  
15 EFFECTIVE COMPETITION FOR THE BASIC TELEPHONE  
16 OFFERINGS OF SBC MISSOURI?

17 A. I believe that the existence of no fewer than seven wireless providers in the St.  
18 Louis, Kansas City and Springfield metropolitan areas currently provides  
19 effective competition for the basic telephone offerings of SBC Missouri. Based  
20 on the surveys I have overseen of Missouri consumers, it is my opinion that a

<sup>19</sup> Katz and Rosen at 420.

1           substantial percentage of those consumers see wireless as a substitute for  
2           traditional telephone service. Coupled with the evidence of other competition  
3           presented by SBC Missouri, I conclude that consumers will be charged reasonable  
4           rates for basic telephone service by SBC Missouri if price regulation is  
5           withdrawn.

6    **Q.    DOES THIS CONCLUDE YOUR DIRECT TESTIMONY?**

7    **A.    Yes.**



## **HARRY M. (CHIP) SHOOSHAN III**

Received a B.A. *magna cum laude* from Harvard University in Government and a J.D. from Georgetown University Law Center.

Before co-founding Strategic Policy Research, Inc. ("SPR"), Mr. Shooshan served for eleven years on Capitol Hill. He was chief counsel and staff director of what is now the Subcommittee on Telecommunications and the Internet of the U.S. House of Representatives and was active in congressional efforts to reform the nation's communications laws.

Mr. Shooshan specializes in communications public policy analysis, regulatory reform and the impact of new technology and competition. He also advises on business strategies and market opportunities.

Mr. Shooshan is the author of numerous studies and articles dealing with various aspects of the video marketplace, including the transition to digital television and the impact of the Internet. He is one of the nation's leading authorities on telecommunications infrastructure and its relationship to economic development and to the global competitiveness of U.S. businesses.

Mr. Shooshan coordinates SPR's telecommunications and electronic mass media practice in Europe and has advised clients in the United Kingdom, Canada and the Caribbean.

Mr. Shooshan has testified before several congressional committees, before the Federal Communications Commission ("FCC") and numerous state commissions. He has also testified as an expert witness in litigation concerning broadcasting, cable and wireless cable, and in proceedings before the Copyright Arbitration Royalty Panel concerning satellite broadcasting.

From 1978 to 1991, he was an adjunct professor of law at Georgetown University Law Center, teaching regulation and communications law.

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## EDUCATION

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GEORGETOWN UNIVERSITY LAW CENTER  
J.D., Communications Law, 1975

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B.A., Government, *magna cum laude*, 1968

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## EMPLOYMENT

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1992-Present STRATEGIC POLICY RESEARCH, INC.—Bethesda, Maryland  
*Principal.* Telecommunications and public policy consulting services for a variety of clients in the telecommunications industry.

1989-1992 NATIONAL ECONOMIC RESEARCH ASSOCIATES, INC.—Washington, D.C.  
*Vice President.* Telecommunications and public policy consulting services for a variety of clients in the telecommunications industry.

1980-1989 SHOOSHAN & JACKSON INC—Washington, D.C.  
*Principal.* Telecommunications and public policy consulting services for a variety of clients in the telecommunications industry.

1975-1980 SUBCOMMITTEE ON COMMUNICATIONS, INTERSTATE AND FOREIGN COMMERCE COMMITTEE, U.S. HOUSE OF REPRESENTATIVES—Washington, D.C.  
*Chief Counsel/Staff Director.* Legislative, oversight and investigating activities relating to telecommunications.

1974-1975 SUBCOMMITTEE ON COMMUNICATIONS AND POWER, INTERSTATE AND FOREIGN COMMERCE COMMITTEE, U.S. HOUSE OF REPRESENTATIVES—Washington, D.C.  
*Staff Director.* Legislative, oversight and investigating activities relating to telecommunications and energy.

1969-1974 U.S. HOUSE OF REPRESENTATIVES—Washington, D.C.  
*Administrative Assistant to the Honorable Torbert H. Macdonald.* Legislative and political coordination and support.

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## PROFESSIONAL ACTIVITIES

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Member, Federal Communications Bar Association.

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## TESTIMONIES

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### **1.1. Calling Plan Summaries**

[Plans listed below typically include at no extra charge a wide range of vertical features such as: voicemail, caller ID, three-way calling, etc.]

#### **Alltel:**

- Operates in Springfield.

##### **Plans:**

- *Total Freedom*: \$39.95. 200 minutes, nationwide LD, 1,000 mobile-to-mobile home minutes, \$0.40 additional minutes (goes to 3,000 minutes for \$299.95, including LD, and night and weekend).
- *National Freedom*: \$35.00. 300 minutes, nationwide LD, unlimited mobile-to-mobile home minutes, \$0.45 additional minutes (goes to 3,800 minutes for \$200.00, including LD, and night and weekend).
- *Greater Freedom*: \$29.95. 300 minutes, nationwide LD, \$0.45 additional minutes (goes to 4,200 minutes for \$199.95, including LD, unlimited mobile-to-mobile, and night and weekend).

#### **AT&T:**

- Operates in all areas.

##### **Recommended plans**

- *Standard Local*: \$39.99. 600 Local minutes, LD, unlimited mobile-to-mobile, unlimited night and weekend, 200 extra anytime.
- *Premier Local*: \$59.99. 1050 local minutes, LD, mobile to mobile, night and weekend, 300 extra anytime.
- *Basic Local*: \$29.99. 250 local minutes, nationwide LD.
- *Preferred Local*: \$39.99. 600 local, nationwide LD, mobile to mobile, night and weekend, 200 extra anytime minutes.

##### **Other Plans**

- Local plans go up to 6,300 local minutes at \$299.99.
- National plans go 5500 minutes at \$299.99.

#### **Cingular:**

- Operates in all areas.

##### **Plans:**

- *Nation 250*: \$29.99. 250 anytime, 1,000 nights and weekends. \$0.45 additional minutes.

- *Nation 450 w/rollover*: \$39.99. 450 anytime, 5000 nights and weekends. Unlimited mobile to mobile.
- *Nation 1000 w/rollover*: \$39.99. 1000 anytime, \$9.99 for mobile to mobile.
- *Nation 600 w/rollover*: \$49.99. 600 anytime, unlimited nights and weekend, unlimited mobile to mobile. \$0.40 additional minutes (goes up to 6000 anytime minutes for \$249.99; additional minutes go down to \$0.07).

**Nextel:**

- Operates in all areas.

**Plans:**

- *Nextel National 1000*: \$55.99. 1,000 anytime minutes, unlimited weekend, long distance included, unlimited direct connect.
- *Nextel National Free Incoming 300*: \$49.99. 300 anytime minutes, unlimited night and weekend, included long distance, unlimited direct connect. Can go as high as 1,200 anytime minutes for up to \$109.99.
- *Nextel National Power 500*: \$45.99. 500 anytime minutes, unlimited nights and weekends, long distance included, unlimited direct connect. Can go as high as 3,000 minutes for \$149.99.
- *Nextel National Team Share 400*: \$39.99. 2 phones, 400 anytime minutes, unlimited nights and weekends, long distance included, 250 direct connect minutes. Can go as high as 1,200 minutes for \$89.99.
- *Nextel Local Instant Connect UDC*: \$35.99. No anytime, unlimited nights and weekend, \$0.20/minute long distance, unlimited direct connect. Up to 1,250 anytime for \$65.99.
- *National Unlimited NDC Plus*: \$199.99. Everything unlimited.

**Sprint:**

- Operates in all areas.

**Plans:**

- *Sprint PCS Fair and Flexible*: starts at \$35.00 for 300 adjustable anytime minutes.
- *Sprint PCS Free and Clear*: \$35.00. 300 anytime minutes, nights and weekends, long distance (goes up to 2,500 anytime minutes for \$115.00).
- *Sprint PCS Free and Clear Area-wide*: \$45.00. 1,000 anytime, nights and weekends, nationwide long distance.
- Data plans are available.

**T-Mobile:**

- Operates in all areas.

**Plans:**

- *Basic*: \$19.99. 60 minutes, 500 weekend minutes.
- *Basic Plus*: \$29.99. 300 minutes, unlimited weekend.

- *Get more*: \$39.99. 600 anytime, unlimited night and weekend.
- *Get More 1000*: \$39.99. 1,000 anytime minutes.
- *FamilyTime Basic*: \$49.99. 400 anytime minutes, unlimited weekend, unlimited night.
- *FamilyTime*: \$69.99. 800 anytime minutes, unlimited night and weekend.
- Unlimited night and weekend plans go up to 5,000 anytime minutes for \$129.99.
  
- Data plans are available.

**Verizon:**

- Does not operate in Springfield.

**Plans:**

- *America's Choice*: \$39.99. 400 anytime minutes, unlimited IN calling, unlimited night and weekend. \$0.69/minute roaming.
- *America's Choice with Push to Talk*: \$69.99. 500 anytime minutes, unlimited push to talk, unlimited IN, unlimited night and weekend; \$0.69 per minute roaming.
- *National SingleRate*: \$55.00. 400 minutes nationwide.
- *DigitalChoice*: \$39.99. 500 anytime minutes, unlimited IN, unlimited night and weekend, \$0.20 per minute long distance, \$0.69 per minute roaming.
  
- Data plans are available.

**U.S. Cellular:**

- Operates in all areas.

**Plans:**

- *Advantage Spanamerica 200*: \$35.00. 200 minutes, nationwide LD, \$0.40 additional minutes (goes to 2,000 minutes for \$200.00).
- *Mid Central Regional 500*: \$35.00. 500 minutes, nationwide LD, \$0.40 additional minutes (goes to 3,300 minutes for \$200.00).
- *Mid Central Local 125*: \$25.00. 125 minutes, nationwide LD, \$0.40 additional minutes (goes to 3,600 minutes for \$200.00, including nationwide LD, and night and weekend).

## **1.2. Representative Webpages**



000000



- ☐ **ALLTEL Greater Freedom Coverage Area**
- ☐ **Nationwide Roaming at 59¢ per minute  
40¢ per minute long distance while roaming**
- ☐ **No Service Area**

#### Map Information

Maps are a general representation of coverage. They are for illustrative purposes only. Wireless service is subject to limitations and may vary based on system availability and capacity, customer's equipment, terrain, signal strength, buildings, weather and other conditions. Service outside of the ALLTEL Network, although depicted on our maps, is based on information from other carriers or publicly available information, and we cannot guarantee its accuracy. ALLTEL does not guarantee coverage or service availability.





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## Compare Plans

Whatever your wireless needs, ALLTEL has a plan that's perfect for you. And remember, you can share your minutes with our Family Freedom rate plan.

Upgrade your package, features or add services:

Going to the store? [Find a store near you](#)

**Purchase Now**

Call 1-866-ALLTEL7

Find a store near you

Total Freedom							
Gives you the nation from coast-to-coast, with no long-distance charges or roaming fees.							
Plans	\$39.95	\$49.95	\$69.95	\$99.95	\$149.95	\$199.95	\$299.95
Included Anytime Minutes	200	350	600	900	1500	2000	3000
Night and Weekend Home Minutes*	1000	1000	1000	1000	1000	1000	1000
Mobile-to-Mobile Home Minutes**	1000	1000	1000	1000	1000	1000	1000
Add'l Minute Rate	40c	35c	35c	25c	25c	25c	20c
<b>Included Features</b> (See service agreement for details.)	Basic Voice Mail, Caller ID, 3-Way Calling, No Answer Transfer, Call Forwarding, Call Waiting, Deferred Billing						
Upgrade your package of features							
<b>Share Your Total Freedom Minutes</b>	Add a line and share your minutes on any of the plans listed above for only \$20.00—up to 4 additional lines—and get 1000 Mobile-to-Mobile/Mobile-to-Home, so your Mobile-to-Mobile plan also includes your home plan.						
<b>Service Agreement</b>	One-year and two-year service agreements available						

\*Night minutes are Mon. - Thurs. 8:00 pm - 5:59 am. Weekend minutes are Fri. 8:00 pm - Mon. 5:59 am. Night and Weekend minutes available in the Total Freedom coverage area.

\*\*Mobile-to-Mobile Home minutes apply to calls made to & from ALLTEL wireless customers that originate & terminate within the Total Freedom coverage area. Call forwarding, 411 & voice mail calls excluded.

© 2004 Wireless Business Division

**National Freedom**  
 Links you to friends, families and associates in major cities, with extensive coverage at great rates.

Direct Testimony  
 Harry M. Shooshan  
 Case No. TO-2005-0035  
 Shooshan—Schedule 2  
 Page 7

Plans	\$35.00	\$45.00	\$55.00	\$75.00	\$100.00	\$150.00	\$200.00
Included Anytime Minutes	300	600	750	1100	2000	2760	3600
Night and Weekend Home Minutes*	unlimited	unlimited	unlimited	unlimited	unlimited	unlimited	unlimited
Mobile-to-Mobile Home Minutes**	unlimited	unlimited	unlimited	unlimited	unlimited	unlimited	unlimited
Add'l Minute Rate	45c	40c	40c	35c	25c	25c	20c
<b>Included Features</b> (See service agreement for details.)	Basic Voice Mail, Caller ID, 3-Way Calling, No Answer Transfer, Call Forwarding, Call Waiting, Detailed Billing						
Upgrade your package of features							
<b>Share Your National Freedom Minutes</b>	Add a line and share your minutes on any of the plans listed above for only \$20.00— up to 4 additional lines—and get unlimited Mobile-to-Mobile/Mobile-to-Home on select rate plans, so your Mobile-to-Mobile plan also includes your home plan.						
<b>Service Agreement</b>	One-year and two-year service agreements available.						

The ALLTEL National Freedom Network covers most U.S. cities. Coverage may not be available in all areas. National Freedom customers calling Puerto Rico coverage area may be subject to long-distance charges.

\* Night minutes are Mon. - Thurs. 9:00 pm - 5:59 am. Weekend minutes are Fri. 9:00 pm - Mon. 5:59 am. Minutes must be used each month and do not carry over.

\*\* Mobile-to-Mobile minutes apply to calls made to & from ALLTEL wireless customers that originate & terminate within the National Freedom Network coverage area. Call forwarding, 411 & voice mail calls excluded.

Explanation of Fees and Services

<b>Greater Freedom™</b>							
Perfect if your wireless needs remain close to home - with extended coverage too.							
Plans	\$29.95	\$39.95	\$49.95	\$69.95	\$99.95	\$149.95	\$199.95
Included Anytime Minutes	300	700	1000	1500	2200	3200	4200
Night and Weekend Home Minutes*	600	unlimited	unlimited	unlimited	unlimited	unlimited	unlimited
Mobile-to-Mobile Home Minutes**	-	unlimited	unlimited	unlimited	unlimited	unlimited	unlimited
Add'l Minute Rate	45c	40c	40c	35c	25c	25c	25c
<b>Included Features</b> (See service agreement for details.)	Basic Voice Mail, Caller ID, 3-Way Calling, No Answer Transfer, Call Forwarding, Call Waiting, Detailed Billing (On rate plans \$35 and higher including up to 4 additional shared lines. Features available on lower rate plans. See sales representative for details.)						
Upgrade your package of features							
<b>Share Your Greater Freedom Minutes</b>	Add a line and share your minutes on any of the plans listed above for only \$20.00— up to 4 additional lines—and get unlimited Mobile-to-Mobile/Mobile-to-Home on select rate plans, so your Mobile-to-Mobile plan also includes your home plan.						

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Harry M. Shooshan  
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<b>FreeToRoam</b>	You may not travel often, but when you do you want to stay in touch without roaming or long-distance charges. With FreeToRoam minutes you can customize your calling plan by adding 100 nationwide minutes to select Greater Freedom plans for an additional \$10/month.
<b>Service Agreement</b>	One-year and two-year service agreements available.

Calls originating and terminating within the local coverage area use plan minutes and are toll free. Calls placed while in the local coverage area and terminating to anywhere outside the local coverage area will be charged 15¢ per minute long-distance. Some areas may offer options for toll-free calling to the US. Customers utilizing one of these options may not pay long distance charges but will still continue to use rate plan minutes. Airtime charges may still apply if rate plan minutes are unavailable. Activation fees will apply.

Maps are general representation of coverage. Coverage varies based on system buildout, system availability and capacity, customer's equipment, terrain, signal strength, weather and other conditions.

\*Night minutes are Mon - Thurs 9:00 pm - 6:59 am. Weekend minutes are Fri 9:00 pm - Mon 5:59 am. Minutes must be used each month and do not carry over.

\*\*Mobile-to-Mobile Minutes apply to calls made to and from ALLTEL wireless customers that originate and terminate only in customer's mobile-to-mobile local calling Area and do not apply nationwide. Call forwarding, 411 & voice mail calls excluded.

Excluded Services and Services:

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AT&T WIRELESS

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## Coverage Maps

GSM America National

GSM America Local

TDMA AT&T Wireless  
Digital One Rate

TDMA Local

EDGE/GPRS Data

BlackBerry Access

Flat Rate (TDMA)

mLife Local TDMA

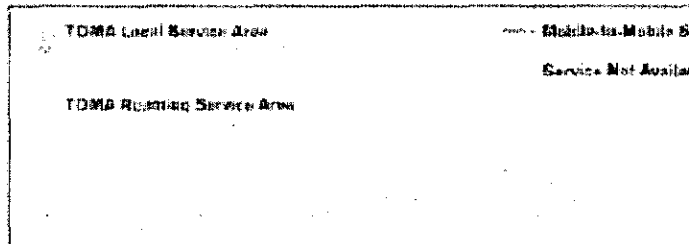
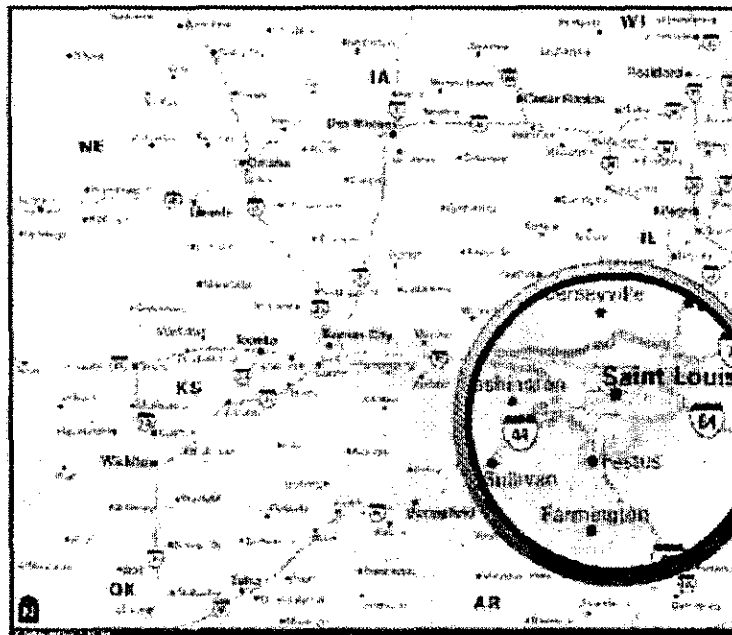
mLife Local GSM  
and mLife MultiBand

GoPhone Plan

## TDMA Local

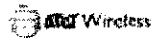
The maps shown here are only for our most current AT&T Wireless service plans which are available for sale on attwireless.com. If you previously signed up for service, please see that came with your service plan to view your coverage area.

Click and drag the magnifying glass to see a specific area



AT&T Wireless

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## Coverage Maps

GSM America National

GSM America Local

TDMA AT&T Wireless Digital One Rate

TDMA Local

EDGE/GPRS Data

BlackBerry Access

Flat Rate (TDMA)

mLife Local TDMA

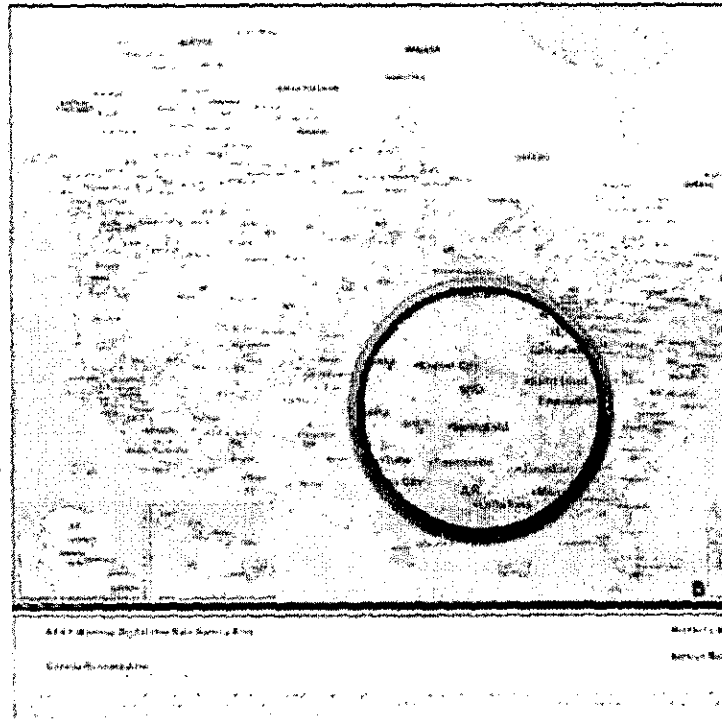
mLife Local GSM  
and mLife MultiBand

GoPhone Plan

## TDMA AT&T Wireless Digital One Rate

The maps shown here are only for our most current AT&T Wireless service plans which are available for sale on attwireless.com. If you previously signed up for service, please see that came with your service plan to view your coverage area.

Click and drag the magnifying glass to see a specific area





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New customer | [63045](#)

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Order today and get your plan

learn about plans:

Do something  
[Select Topic](#)

We've made it easy to explore the various plan pricing and promotions we offer. Use our [coverage checker](#) to determine whether a local or national calling plan is best for you.



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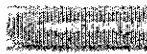

How many phones will share this plan?

Choose an agreement

☐ 1 [more info](#) [Add phone for \\$9.99](#)

☐ 2 year [more info](#)

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Monthly Charge	Anytime Minutes	Additional Minutes	Roaming	Current Promoti
<input type="radio"/> \$19.99	45	\$0.45 /min	\$0.79 /min	<b>MOST POPULAR</b> <b>GSM Ameri</b> <b>Local Plan</b> 
<input type="radio"/> \$29.99	250	\$0.45 /min	\$0.79 /min	
<input checked="" type="radio"/> \$39.99	600 <b>MOST POPULAR PLAN</b>	\$0.45 /min	\$0.79 /min	
<input type="radio"/> \$49.99	1000	\$0.45 /min	\$0.79 /min	
<input type="radio"/> \$49.99	650 <b>Save up to 10%</b>	\$0.45 /min	\$0.79 /min	<b>You get:</b> <b>Long Distance t</b> <b>stakes</b> <b>Unlimited Night</b> <b>&amp; Weekend Min</b> <b>Unlimited Local</b> <b>to Mobile Minut</b> <b>Plus, online or</b> <b>Up to \$50.00 On-</b> <b>FREE FedEx Shi</b>
<input type="radio"/> \$59.99	700 <b>Save up to 30%</b>	\$0.35 /min	\$0.79 /min	
<input type="radio"/> \$59.99	1250	\$0.35 /min	\$0.79 /min	
<input type="radio"/> \$74.99	1300	\$0.35 /min	\$0.79 /min	
<input type="radio"/> \$99.99	1800	\$0.35 /min	\$0.79 /min	<a href="#">View Plan Details</a> 
<input type="radio"/> \$149.99	2700	\$0.35 /min	\$0.79 /min	
<input type="radio"/> \$199.99	4200	\$0.35 /min	\$0.79 /min	
<input type="radio"/> \$299.99	6300	\$0.35 /min	\$0.79 /min	

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[Explanation of Rates & Charges](#)




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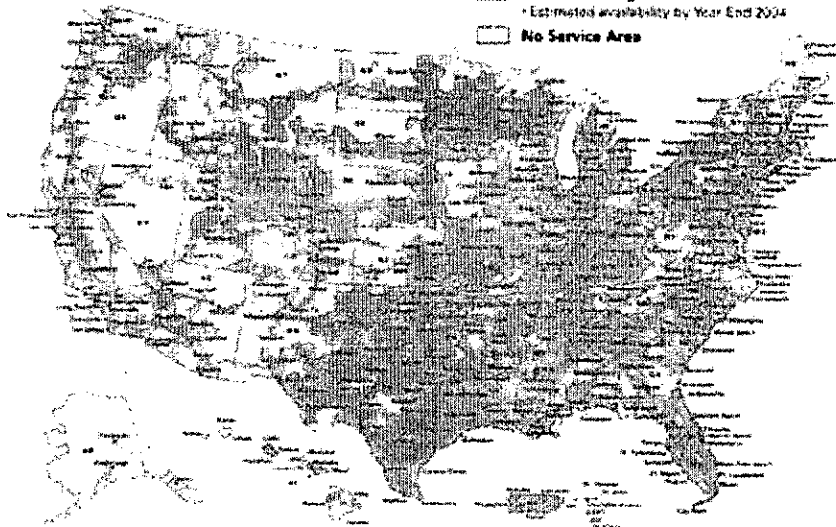
Cingular Template

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01.058

**CINGULAR NATION**  
No Roaming or Long Distance Charges Nationwide

-  **Cingular Nation (with a GSM handset)**
  - Anytime, Mobile to Mobile and
  - Night & Weekend Minutes apply
-  **Future Coverage**
  - Estimated availability by Year End 2004
-  **No Service Area**



**Cingular Wireless GSM handset required on Cingular Nation plans.**

Your present display does not reflect the rate you will be charged. Please check your coverage map for in or out of plan. Map depicts nationwide coverage. Map may include areas served by affiliated carriers and may depict their coverage area rather than an approximation of the coverage area they offer. Substantially from map graphics, and coverage may be affected by such things as terrain, building, foliage, buildings and other strength, customer use pattern and other factors. Cingular does not guarantee coverage. Charges will be based on the use of the add receiving and transmit portion of the subscriber. Future Coverage, if depicted above, is based on current planning assumptions but is subject to change and may not be added upon.

Updated September 2004



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**COVERAGE AREA:**

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Choose a plan category from the tabs below. Select  
Add to Cart next to the plan you want to order.

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[Nation](#) | [Region](#)

With Cingular Nation, never pay long distance or roaming charges! Plans  
\$49.99 and higher include Unlimited Nationwide Mobile to Mobile minutes,  
Unlimited Night & Weekend minutes, and include hundreds of Anytime Rollover  
Minutes.



[View Map](#)

**Compare**

PLAN NAME	MONTHLY COST	ANYTIME MINUTES	NIGHT & WEEKEND MINUTES	MOBILE TO MOBILE	ADDITIONAL MINUTES	
<input type="checkbox"/> Nation 250	\$29.99	250	1,000	-	\$0.45	<a href="#">Add to Cart</a>
<input type="checkbox"/> Nation 450 w/Rollover	\$39.99	450	5,000	Unlimited	\$0.45	<a href="#">Add to Cart</a>
<input type="checkbox"/> Unlimited Nights & Weekends Nation 1000 w/Rollover	\$39.99	1,000	-	\$9.99	\$0.45	<a href="#">Add to Cart</a>

[Nation 600](#)

[http://onlinestore.cingular.com/webapp/wcs/stores/servlet/BS\\_PROD\\_RATE.jsp?curTabName=Individual Plans&storeId=119...](http://onlinestore.cingular.com/webapp/wcs/stores/servlet/BS_PROD_RATE.jsp?curTabName=Individual Plans&storeId=119...) 10/20/2004

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<input type="checkbox"/>	w/Rollover	\$49.99	600	Unlimited	Unlimited	\$0.40	<a href="#">Add to Cart</a>
<input type="checkbox"/>	Nation 850 w/Rollover	\$59.99	850	Unlimited	Unlimited	\$0.35	<a href="#">Add to Cart</a>
<input type="checkbox"/>	Nation 1,250 w/Rollover	\$79.99	1,250	Unlimited	Unlimited	\$0.30	<a href="#">Add to Cart</a>
<input type="checkbox"/>	Nation 2,000 w/Rollover	\$99.99	2,000	Unlimited	Unlimited	\$0.25	<a href="#">Add to Cart</a>
<input type="checkbox"/>	Nation 3,000 w/Rollover	\$149.99	3,000	Unlimited	Unlimited	\$0.15	<a href="#">Add to Cart</a>
<input type="checkbox"/>	Nation 4,000 w/Rollover	\$199.99	4,000	Unlimited	Unlimited	\$0.10	<a href="#">Add to Cart</a>
<input type="checkbox"/>	Nation 6,000 w/Rollover	\$249.99	6,000	Unlimited	Unlimited	\$0.07	<a href="#">Add to Cart</a>

[Compare](#)

0 item selected to compare

[Other charges apply. Click for details.](#) [Return Policy](#) [Plan Terms](#) [Online Price Disclaimer](#)

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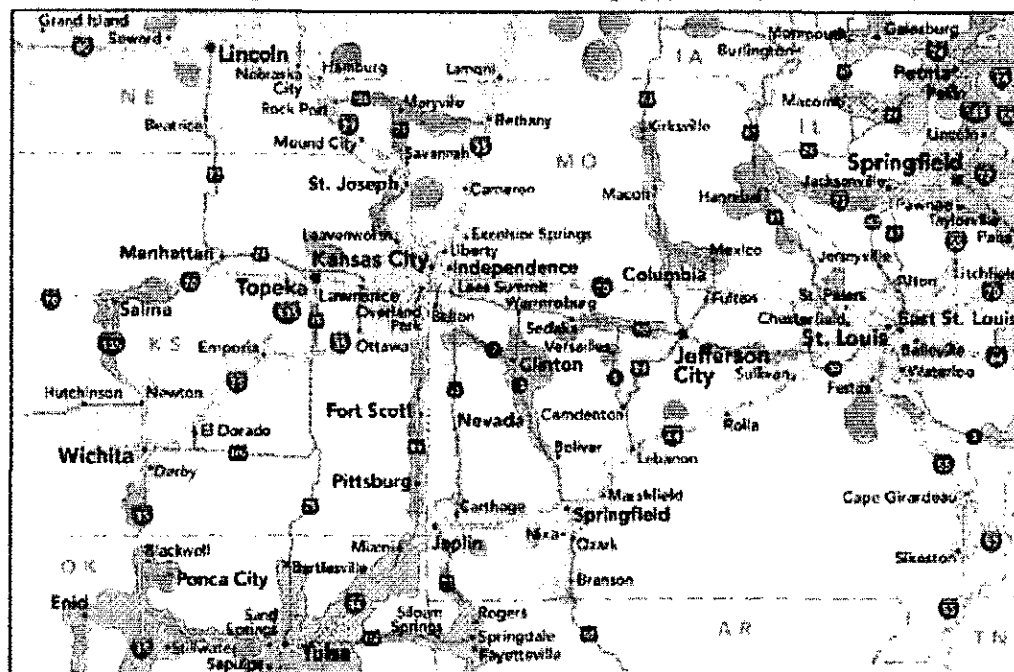
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St. Louis Area Coverage Map

Highlighted areas represent approximate Nextel coverage, which may not be the same as your local calling area. Long distance or Nationwide Direct Connect charges may apply.

Digital cellular coverage and Direct Connect coverage (approximate)

Digital cellular coverage and Nationwide Direct Connect coverage (approximate)



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Nextel - Rate Plans

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Your coverage area:  
Missouri ([View coverage map](#))



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## RATE PLANS

### How to Shop

Select Plan  
Select Services  
Select a Phone  
Checkout

### Cart Summary

Your cart is  
currently empty.

### Shipping Charges

**> GREAT WEB  
SAVINGS!**

Can I  
Bring My  
Number to  
Nextel?  
**> CHECK HERE  
BEFORE YOU BUY**

Select a rate plan. If you are purchasing more than one phone, you will have an opportunity to select additional rate plans (if desired, prior to Checkout).

### BEST SELLING RATE PLANS

- > Nextel National Power 500
- > Nextel National Free Incoming 300
- > Nextel National Free Incoming 500

### Special Rate Plans For Your Area

**Special Promotion!** - Unlimited Night & Weekend minutes + Unlimited Direct Connect<sup>SM</sup> minutes all in one plan - A Great Value!

#### CELLULAR MINUTES

Add to Cart	Plan	Monthly Fee	Anytime Minutes	Night & Weekend Minutes	Long Distance	Direct Connect
<a href="#">Add</a>	Nextel National 1000	\$55.99	1000	Unlimited	Included	Unlimited

Other monthly charges apply. See below.\*

### Rate Plans Available Nationwide

**Nextel National Free Incoming Plans** - Save up to \$400 with Free Incoming Minutes. Get Unlimited Direct Connect<sup>SM</sup>, Unlimited Night and Weekend minutes and Nationwide Long Distance along with no roaming charges.

#### CELLULAR MINUTES

Add to Cart	Plan	Monthly Fee	Anytime Minutes	Night & Weekend Minutes	Long Distance	Direct Connect
<a href="#">Add</a>	Nextel National Free Incoming 300	\$49.99	300	Unlimited	Included	Unlimited
<a href="#">Add</a>	Nextel National Free Incoming 500	\$55.99	500	Unlimited	Included	Unlimited
<a href="#">Add</a>	Nextel National Free Incoming 800	\$79.99	800	Unlimited	Included	Unlimited
<a href="#">Add</a>	Nextel National Free Incoming 1,200	\$109.99	1,200	Unlimited	Included	Unlimited

NEXTEL - Rate Plans

Page 2 of 3

Other monthly charges apply. See below. \*\*

**Nextel National Power Plans -**

**CELLULAR MINUTES**

Add to Cart	Plan	Monthly Fee	Anytime Minutes	Night & Weekend Minutes	Long Distance	Direct Connect
<b>Add</b>	Nextel National Power 500	\$45.99	500	Unlimited	Included	Unlimited
<b>Add</b>	Nextel National Power 800	\$55.99	800	Unlimited	Included	Unlimited
<b>Add</b>	Nextel National Power 1,200	\$69.99	1,200	Unlimited	Included	Unlimited
<b>Add</b>	Nextel National Power 1,400	\$85.99	1,400	Unlimited	Included	Unlimited
<b>Add</b>	Nextel National Power 2,000	\$99.99	2,000	Unlimited	Included	Unlimited
<b>Add</b>	Nextel National Power 3,000	\$149.99	3,000	Unlimited	Included	Unlimited

Other monthly charges apply. See below. \*\*

**Nextel National Team Share Plans -** To get the best value, we recommend purchasing 2 phones and 2 Nextel National Team Share rate plans. Share cellular and Direct Connect<sup>SM</sup> minutes from one account! Select 2 rate plans from the chart below, add 2 phones, and you're ready to go! Perfect for the family. **EXAMPLE**

**CELLULAR MINUTES**

Add to Cart	Plan	Monthly Fee	Anytime Minutes	Night & Weekend Minutes	Long Distance	Direct Connect
<b>Add</b>	Nextel National Team Share Addition	\$15.00	0	Unlimited	Included	250
<b>Add</b>	Nextel National Team Share 400	\$39.99	400	Unlimited	Included	250
<b>Add</b>	Nextel National Team Share 600	\$49.99	600	Unlimited	Included	250
<b>Add</b>	Nextel National Team Share 900	\$69.99	900	Unlimited	Included	250
<b>Add</b>	Nextel National Team Share 1,200	\$89.99	1,200	Unlimited	Included	250

Other monthly charges apply. See below. \*\*

**Nextel Local Instant Connect Plans -** Instantly connect to other Nextel subscribers with Unlimited Direct Connect<sup>SM</sup> minutes. In addition, get Unlimited Night and Weekend minutes along with no roaming charges.

**CELLULAR MINUTES**

Add to	Monthly	Anytime	Night &	Long	Direct
--------	---------	---------	---------	------	--------

Nextel - Rate Plans

Page 3 of 3

Cart	Plan	Fee	Minutes	Weekend Minutes	Distance	Connect
<b>Add</b>	Nextel Local Instant Connect UDC	\$35.99	0	Unlimited	\$0.20/minute	Unlimited
<b>Add</b>	Nextel Local Instant Connect 500	\$39.99	500	Unlimited	\$0.20/minute	Unlimited
<b>Add</b>	Nextel Local Instant Connect 700	\$49.99	700	Unlimited	\$0.20/minute	Unlimited
<b>Add</b>	Nextel Local Instant Connect 1,250	\$65.99	1,250	Unlimited	\$0.20/minute	Unlimited

Other monthly charges apply. See below.\*\*

**Nextel National Unlimited NDC Plus Plan** - Everything is unlimited including Nationwide Direct Connect<sup>SM</sup>. Includes unlimited incoming, outgoing, Domestic Long Distance, Direct Connect<sup>SM</sup> and Nationwide Direct Connect<sup>SM</sup> calls. Also includes unlimited AOL<sup>TM</sup> Instant Messenger, unlimited Two-Way Messaging and Mobile Email with the Nextel Full Service Package.

CELLULAR MINUTES

Add to Cart	Plan	Monthly Fee	Anytime Minutes	Night & Weekend Minutes	Long Distance	Direct Connect
<b>Add</b>	National Unlimited NDC Plus	\$199.99	Unlimited	Unlimited	Included	Unlimited

Other monthly charges apply. See below.\*\*

\*\*Nextel also imposes a Federal Programs Cost Recovery (FPCR) fee of \$1.55 or \$2.82. The FPCR is not a tax or government required charge. The fee is charged for one or more of the following: E911, number pooling and wireless number portability.

\*Prices are subject to change without notification.

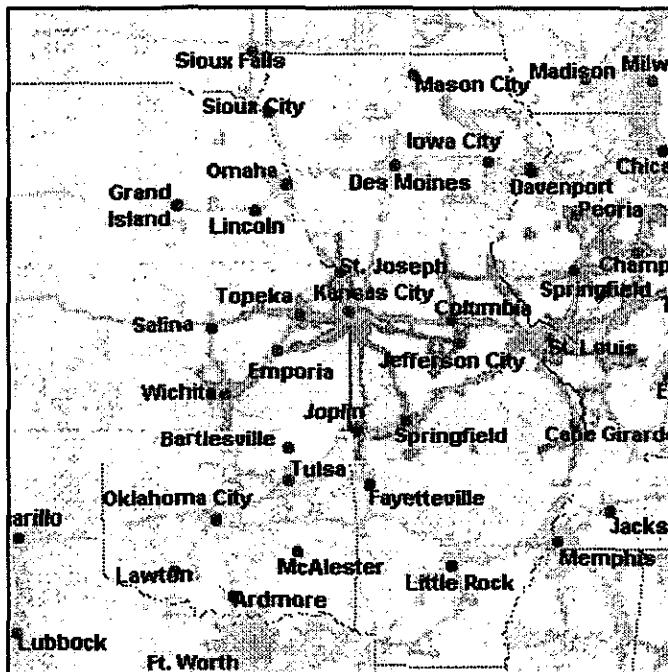
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Your local calling area covers the states of Kansas and Missouri; south of Peoria, Illinois.



- |                               |                             |
|-------------------------------|-----------------------------|
| Local Calling Area            | Off-Network Service Roaming |
| Sprint Nationwide PCS Network | Additional PCS Service      |

**Local Calling Area** — The area in which you can make calls and get nationwide long distance and unlimited Night & Weekend Minutes on a PCS Free & Clear Area-wide Plan.

**Sprint Nationwide PCS Network** — Only Sprint built the largest all-digital, all-PCS nationwide network with advanced multimedia services reaching more than 230 million people for clarity you can see and hear. Now with PCS Vision<sup>SM</sup>, you get rich color visuals and advanced multimedia services on the enhanced Sprint Nationwide PCS Network for clarity you can see and hear.

**Off-Network Service Roaming** — Sprint also provides off-network service-known as roaming-on other wireless networks for those occasions when you need to make a call and you're not in a PCS Service Area. While you're roaming, some features may not be available, and you may incur additional per-minute charges.

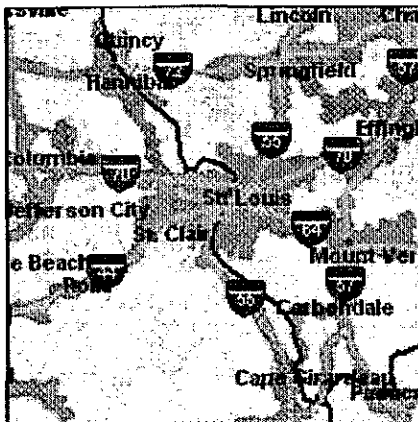
**Additional PCS Service** — As always, you can get crystal-clear calls in these areas as well as on the Sprint Nationwide PCS Network. In these areas, however, PCS Vision™ is not available.

Service area maps approximate our service areas based on computer-generated radio-frequency coverage projections and information provided by third parties, but are not a guarantee of service availability. Actual coverage, quality and availability of coverage may vary based on network capacity, problems, signal strength, your equipment, terrain, weather and other limitations or conditions. Planned service areas are subject to change. Local service in some areas is managed and provided under contract with Sprint by independent affiliates.



- **Plans & Coverage**
  - Coverage Information
  - Network & Roaming
  - PCS Service Plans

This map shows coverage in the St. Louis, MO (63113) area.




[Click to enlarge](#)

Sprint PCS® Phones with dual-band capability allow you to make and receive calls in covered locations off our network. Single-band Sprint PCS Phones must be on the Sprint Nationwide PCS Network to make or receive calls.

- ☒ Sprint Nationwide PCS Network
- ☐ Additional PCS Service
- ☐ Off-Network Roaming-Analog
- ☐ Planned Future Service

**Sprint PCS Service Plans**

**Sprint offers a wide variety of plans. Find the best fit for you!**



**Sprint PCS Free & Clear™**

**Stop how it works**

- Plans starting at \$70 for 800 adjustable Anytime Minutes.
- Unlimited Sprint PCS to PCS Calling™ included.
- We automatically add low-cost minutes to your plan when your family needs them.
- Share your minutes between two Sprint PCS Phones.
- We automatically add low-cost minutes to your plan when your family needs them.

**Sprint PCS Fair & Flexible™ for Families**

**Stop how it works**

- Plans starting at \$35 for 300 adjustable Anytime Minutes.
- We automatically add low-cost minutes to your plan when you need them.
- No more unfair overages. No more wasting a lot of minutes.

**Sprint PCS Fair & Flexible™**

**Nationwide Plans**

- Minutes starting at 8 p.m.
- Can be customized to include expanded voice coverage with no roaming charges and nights starting at 7 p.m.
- Include Nationwide Long Distance and Unlimited Night & Weekend
- All plans other than Laptop & PDA.

**Instant Scan** Scan your mobile device, download to Sprint? If so, browse around, then call us at 1-888-252-1315 or find a Sprint Store to make your purchase

**Your Coverage Area**

St. Louis, MO (63113)

Click to enlarge

View additional maps

Change location

[http://www1.sprintpcs.com/explorer/servicePlansOptionsV2/plansOptions.jsp?CURRENT\\_USER%3C%3BATTR\\_SCD=ECO...](http://www1.sprintpcs.com/explorer/servicePlansOptionsV2/plansOptions.jsp?CURRENT_USER%3C%3BATTR_SCD=ECO...)

10/20/2004



- Choose a set number of Anytime Minutes and call to anywhere from anywhere on the Sprint Nationwide PCS Network.

[View more](#)

#### Area-wide Plan

##### Sprint PCS Free & Clear Area-wide™

- More Anytime Minutes; all plan minutes are for calls made from your local calling area

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#### Laptop & PDA Plans

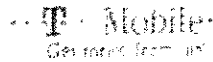
##### Sprint PCS Vision™ for Sprint PCS Connection Cards™

- Access the internet wirelessly with your laptop or PDA

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T-Mobile USA 64101 (change location)



Ask T-Mobile. Type your question  
» Ask T-Mobile tips



## Coverage where it counts

Get more coverage with America's fastest-growing wireless network.

Make calls to anyone in America with no roaming or long-distance charges with any T-Mobile National rate plan.

Make calls in more places around the world than with any other US wireless carrier.

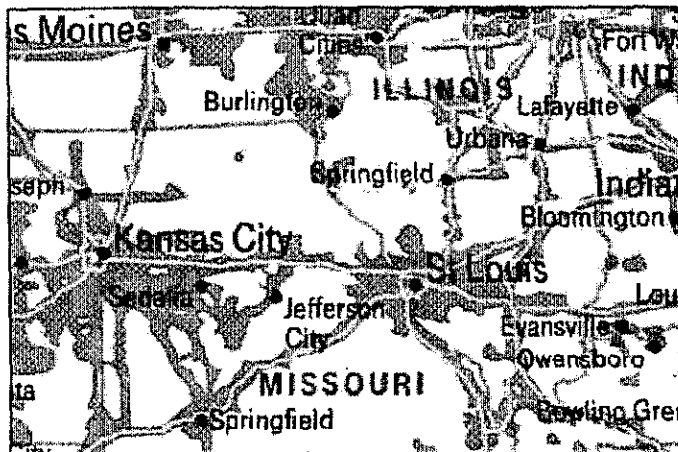
» International pricing and coverage

T-Mobile's Get More® network is comprised of the T-Mobile digital coverage area and the roaming coverage area. Data coverage is available in all areas that offer voice coverage, with the exception of select roaming areas. In order to use a T-Mobile product, you must be within a T-Mobile coverage area.

» View US coverage map



» Help



### T-Mobile digital coverage area

Includes T-Mobile USA network and the networks of our roaming partners and affiliates. This map does not depict where rates apply. Roaming charges and long distance charges may apply where applicable.

**MAP INFORMATION:** Our coverage maps approximate our wireless coverage area outdoors, which may vary from location to location and may include locations with limited or no coverage. They do not guarantee service availability. Even within a coverage area, factors, including without limit, network changes, traffic volume, service outages, technical limitations, signal strength, your equipment, terrain, structures, foliage, weather and other conditions, may interfere with actual service, quality and availability, including the ability to make, receive and maintain calls. Portions of the mapped areas include networks operated by our partners and affiliates and we are not responsible for the performance of those networks. To see if our coverage meets your needs, please see a sales representative for your personal coverage check. If, after signing up for service, our coverage doesn't meet your needs, take advantage of our return policy (available with

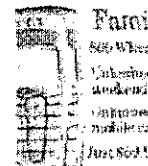
Get More®

Package per

Plans and plans  
pre-handled for  
convenience



Get More®



Get More A

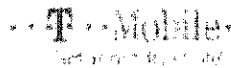
1000 WHENEVER

No long distance  
or roaming cha

\$99.99 a month.

1-MOBILE - National Rate Plans

T-Mobile USA 64101 (change location)



Ask T-Mobile:  Type your question  
 >> Ask T-Mobile tips

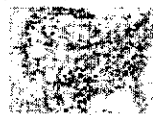


## Select a plan

Questions while shopping?  
 Call us at 1-877-457-4244 for help.

How to do  
 Step 1: S  
 Step 2: S  
 Step 3: S  
 >> My cart

[National plans](#) | [Regional plans](#) | [Internet plans](#)



### The National Get More America plans give you:

- One flat rate per month
- Calls virtually anywhere
- Calls from anywhere in the country with GSM coverage
- No long distance or digital roaming charges anywhere in the contiguous USA and Hawaii

>> See coverage map

>> See included services

Click on a plan name below for more details.

Plan name		Price (per month)	Whenever minutes (per month)	Weeknight minutes (per month)	Weekend minutes (per month)
Basic	<a href="#">Add to cart</a>	\$19.99	60 Minutes	N/A	600 Minutes
Basic Plus	<a href="#">Add to cart</a>	\$29.99	300 Minutes	N/A	Unlimited
Get More	<a href="#">Add to cart</a>	\$39.99	600 Minutes	Unlimited	Unlimited
Get More 1000	<a href="#">Add to cart</a>	\$39.99	1000 Minutes	N/A	N/A
FamilyTime Basic	<a href="#">Add to cart</a>	\$49.99	400 Minutes	N/A	Unlimited
Get More Plus	<a href="#">Add to cart</a>	\$59.99	1000 Minutes	Unlimited	Unlimited
FamilyTime	<a href="#">Add to cart</a>	\$59.99	800 Minutes	N/A	Unlimited
Get More Ultra	<a href="#">Add to cart</a>	\$79.99	1500 Minutes	Unlimited	Unlimited
FamilyTime Plus	<a href="#">Add to cart</a>	\$99.99	1600 Minutes	Unlimited	Unlimited
Get More Max	<a href="#">Add to cart</a>	\$99.99	2500 Minutes	Unlimited	Unlimited
Get More Supra	<a href="#">Add to cart</a>	\$129.99	5000 Minutes	Unlimited	Unlimited

### Plans include the following services:

Enhanced VoiceMail (included on all plans \$34.99 and higher), Built-in Paging, Caller ID, Conference Calling, Call Waiting and Call Hold, Customer Care, Directory Assistance, Emergency Calls, Detailed Billing

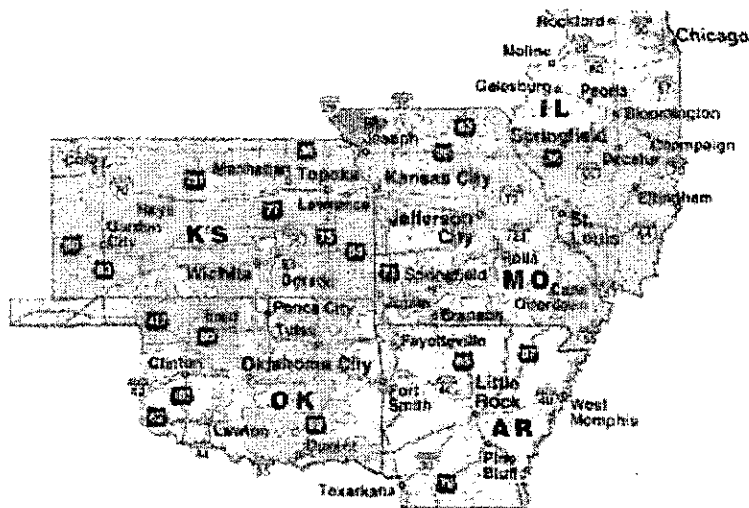
Note: FamilyTime plans include two lines of service. Up to three additional lines can be added to the FamilyTime plans for \$10 per line, per month. A one-time activation fee of \$35 per line applies.

Coverage map

Page 1 of 1



Close Window




- ☐ DigitalChoice and Calling Home Airtime Rate and Coverage Area
- ☐ DigitalChoice and Calling All Digital Home Airtime Rate and Coverage Area
- ☐ DigitalChoice All Digital Home Airtime Rate and Coverage Area
- ☐ Calling Rate and Coverage Area
- ☐ Roaming Rate and Coverage Area
- ☐ No Coverage Area

**IMPORTANT MAP INFORMATION**

This map is not a guarantee of coverage, contains areas with no service, and is a general prediction of where rates and outdoor coverage apply, largely based on our internal data.

The Local DigitalChoice map includes networks operated by other carriers and some of the coverage depicted is based on their information and public sources and we cannot ensure its accuracy. Some Included Features and Optional Services are not available throughout the Local DigitalChoice Home Airtime Rate and Coverage Area. Wireless service is subject to limitations, particularly near coverage boundaries and remote areas. Equipment, topography and environmental considerations also affect service, which may vary significantly within buildings. All-Digital devices will not operate or be able to make 911 calls when digital service is not available, even when in the Local DigitalChoice Home Airtime Rate and Coverage Area.



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63373  
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## Calling Plans

Choose from our selection of calling plans

Best Wireless Network	Calling Plan Types	Rate Area	Additional Rate Info	Recommended Plan
<p>We're proud to bring you the most reliable national wireless network in America.</p> <p><a href="#">Details</a></p>	<p><b>DigitalChoice®</b>  <b>Make and receive calls close to home.</b>  Plans plans loaded with included features. Plus Unlimited IN Calling. Call any IN Calling Verizon Wireless customer within your local Calling Area.</p>	<p>DigitalChoice  <b>Mid</b></p>	<p>Domestic ong distance:  \$0.20/minute</p> <p>Domestic roaming:  \$0.69/minute</p>	<p><b>\$39.99</b>  500 Minutes,  Unlimited IN Calling,  Unlimited Night &amp; Weekends</p> <p></p> <p><a href="#">View all plans</a></p>

**Info**

[Warranty Guarantee](#)


[Roaming & Traveling FAQs](#)

[Family Share Plans Available](#)

The service and equipment offered on this Web site are subject to the terms of the Customer Agreement and plan selected. Please read and understand before ordering and activating. Verizon Wireless selling areas, rates, agreement provisions, business practices, procedures and policies are subject to change as specified in the Customer Agreement. Our liability is significantly limited.

Calling Plans

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## Calling Plans

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### Best Wireless Network

We're proud to bring you the most reliable national wireless network in America.

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#### Calling Plan Types

#### Rate Area

#### Additional Rate Info

#### Recomm

**America's Choice™**  
**Make calls across our national network.**  
 Take your minutes anywhere on the America's Choice network. Get Unlimited IN Calling.

[America's Choice Map](#)  
[National Enhanced Services Map](#)

Domestic roaming:  
 400 Minut  
 \$0.69/minute

**\$39.99**  
 400 Minut  
 IN Calling  
 Night & W

[View all](#)

[Family Share Plans Available](#)

[View all](#)

**America's Choice™ with Push to Talk**  
**National plans for both Push to Talk and voice calls.**

Push to Talk for your business needs across our National Enhanced Services Area. Regular voice calls enjoy even greater coverage on our America's Choice network.

[America's Choice & National Enhanced Services Map](#)

Domestic roaming:  
 500 minut  
 \$0.69/minute

**\$69.99**  
 500 minut  
 Unlimited and Group  
 Talk Minut  
 National I  
 Unlimited Weekend  
 Airtime M

[View all](#)

[View all](#)

**DigitalChoice®**  
**Make and receive calls close to home.**  
 Plans plans loaded with included features. Plus Unlimited IN Calling. Call any IN Calling Verizon Wireless customer within your local Calling Area.

[DigitalChoice Map](#)

Domestic long distance:  
 \$0.20/minute  
 Domestic roaming:  
 \$0.69/minute

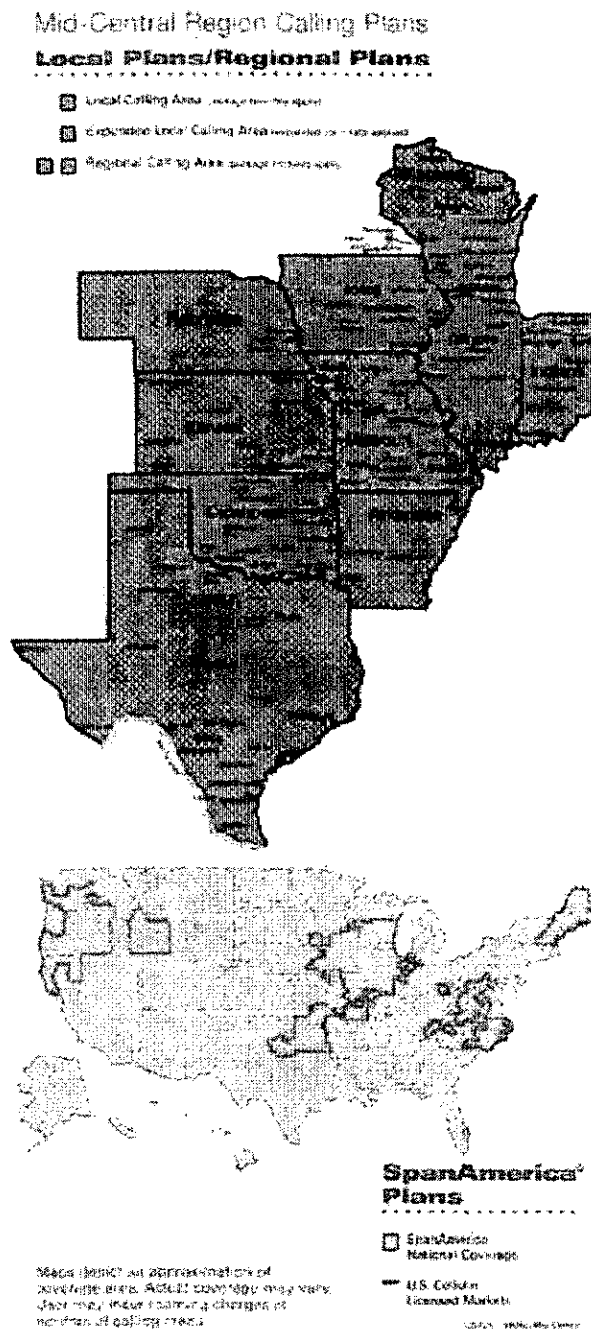
**\$39.99**  
 500 Minut  
 IN Calling  
 Night & W


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U.S. Cellular- View Maps

Page 2 of 3







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### Calling Plans

Enter zip code or select City/St. **65610** **OK**

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  - Phones
  - Prepaid Service
  - Accessories
  - More Services
- Customer Help Center**
  - FAQs
  - Glossary
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  - Small Business
  - Midsize to Large Businesses

- Contact Us**
- About Us**
- Employment**

- Select calling plan
- Select phone
- Select phone features
- Select accessories
- ACT 142

Current U.S. Cellular customers click here to learn how to upgrade phones and calling plans.

**ONLINE EXCLUSIVE OFFER**  
**Unlimited Free Call Me Minutes & Free Phone** (subject to rebate)  
**PLUS: Free Activation & Shipping**

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**LOCAL PLANS**  
**Local calling plans for BILLINGS, MO**

**REGIONAL PLANS**

**NATIONAL PLANS**

[Click for plan details and disclaimer.](#)  
[Click for promotional details.](#)

Digital Plans	Included Minutes	Monthly Rate	Additional Minutes	Voice Mail	SmartTalk Capable	Nation-wide Long Dist	Night & Weekend Minutes
<a href="#">SELECT</a> → Mid-Central Local 125	MAP	125	\$25.00	\$0.40			
<a href="#">SELECT</a> → Mid-Central Local 700	MAP	700	\$35.00	\$0.40			
<a href="#">SELECT</a> → Mid-Cen. \$39.95 Promo Plan	MAP	1000	\$39.95	\$0.40			
<a href="#">SELECT</a> → Mid-Central Local 1100	MAP	1100	\$40.00	\$0.40			

[http://www.uscc.com/uscellular/SilverStream/Pages/b\\_plan.html?zip=65610&mkt=604570&tm=0](http://www.uscc.com/uscellular/SilverStream/Pages/b_plan.html?zip=65610&mkt=604570&tm=0)

10/20/2004



Find low cost wireless cell phone calling plans and more -- US Cellular

Page 2 of 2



<b>Silver</b>	Mid-Central Local 1400	<b>MAP</b>	1400	\$50.00	\$0.40	P	•	•	•
<b>Silver</b>	Mid-Central Local 1800	<b>MAP</b>	1800	\$75.00	\$0.30	P	•	•	•
<b>Silver</b>	Mid-Central Local 2200	<b>MAP</b>	2200	\$100.00	\$0.30	P	•	•	•
<b>Silver</b>	Mid-Central Local 2500	<b>MAP</b>	2500	\$140.00	\$0.30	P	•	•	•
<b>Silver</b>	Mid-Central Local 3600	<b>MAP</b>	3600	\$200.00	\$0.30	P	•	•	•

[Click here for easyedge\(SM\) enhanced wireless services](#)

Get Customer Service At 1-800-733-3333

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[http://www.uscc.com/uscellular/SilverStream/Pages/h\\_plan.html?zip=65610&mkt=604570&tm=0](http://www.uscc.com/uscellular/SilverStream/Pages/h_plan.html?zip=65610&mkt=604570&tm=0)

10/20/2004

Direct Testimony  
Harry M. Shooshan  
Case No. TO-2005-0035  
Shooshan—Schedule 2  
Page 31

Calling Plans

Page 2 of 3

Family Share Plans Available

PDA/Smartphone

**Browse the Internet with your PDA or Smartphone.** Plans offer NationalAccess airtime allowance to browse Internet using web browser on PDA or Smartphone. Voice & other data usage charged separately.

Coverage Map

Voice/other data usage--  
Home Airtime Rate Area: \$0.25  
Domestic roaming: \$0.69

**\$49.99**  
Unlimited NationalAccess area

[View all](#)

Unlimited NationalAccess and BroadbandAccess

**Use the wireless Internet for hours at a time.** Get unlimited NationalAccess and BroadbandAccess for your wireless data needs. Other data usage charged separately.

Coverage Map

Other data usage--  
Home Airtime Rate Area: \$0.25  
Domestic roaming: \$0.69

**\$79.99**  
Unlimited NationalAccess BroadbandAccess wireless d

[View all](#)

NationalAccess

**Use the wireless Internet for hours at a time.** Browse the Internet, access email at speeds up to 144 kbps. Offers monthly airtime allowance for both Internet access and domestic calls. No long distance or roaming charges.

Coverage Map

**\$55.00**  
400 minutes calls & da

[View all](#)

NationalAccess Megabyte

**Pay for the amount of data you use.** Ideal if your data usage is constant. NationalAccess data allowances start at 20 MB. Other data usage charged separately.

Coverage Map

Other data usage--  
Home Airtime Rate Area: \$0.25

**\$59.99**  
60MB of c browse in

Domestic roaming: \$0.69

[View all](#)

BlackBerry® Solution

**An Internet/Data plan for your BlackBerry device.** Get quick, easy access to email, contacts, calendar and task list while on the go within the NationalAccess service area. BlackBerry handheld device required. Voice and other data usage charged separately.

Coverage Map

NationalAccess: \$0 - .008/KB  
Voice: \$0.25 home area  
\$0.69 roaming

**\$44.99**  
Unlimited NationalAccess area

[View all](#)

Calling Plans

Page 3 of 3

**Prepay Plans**

Great wireless service with no longterm contract, no monthly bills and no credit checks

[Details](#)

**International**

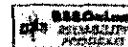
Rent an international phone if you want at a low rate and pay

[Details](#)

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**Try GSM<sup>®</sup> America for 30 days risk-free  
and hear the difference now.**

Over the past few months, we've made GSA America even better. Now we cover more miles across the U.S., so you'll stay connected in more places with fewer dropped calls. Try us for a month risk-free. If you're not satisfied, just return the phone and pay only for usage.

**OUR BEST FALL VALUE:  
MORE MINUTES. MORE LINES. MORE FREE.**

1250 SHARED ANYTIME MINUTES

- **FREE** calling to all other AT&T Wireless customers
- **FREE** nights starting at 7 p.m.
- **FREE** weekend minutes
- **FREE** long distance to all 50 states

All from your applicable Service Area

GET 2 PHONE  
LINES FOR  
**\$34.99**  
/month. ea.

ALL INFORMATION CONTAINED HEREIN IS UNCLASSIFIED  
DATE 08-11-2010 BY 60322 UCBAW

**NOW ADD UP TO 2 MORE LINES FOR \$9.95 each**

Already a customer? Upgrade your AT&T Wireless service and equipment and discover what our network can do for you.

**HURRY IN!**  
Offer ends soon.



Buy 1 color flip phone for \$39.99  
and get one **FREE**.



**AT&T Wireless**

**CALL 1 800 SWITCH ME**

**CLICK**  **attwireless.com**

**VISIT**  any AT&T Wireless store

[illegible]

### Improving Information

[illegible]





**The phone everyone wants.**  
The price everyone wants.

**Save ~~\$399~~ instantly.**

**Sprint PCS Vision® Picture Phones**  
with built-in cameras.

Buy one for \$5.99, get one FREE


[illegible]

- **Large & Soft**
- **High color gamuts with 72 million color tonal regions**
- **Soft and smooth color palette**
- **More color and less noise**
- **Easy to use wide-angled photo track and stage**

**SAMSUNG**

**Sprint PCS Vision**  
**Easy. Useful. Fun.**

**Try Sprint PCS Vision  
Pictures Pack ~~FREE~~ for two months.**  
See how easy it is to get Sprint PCS Vision.

 Like people all over, PDS Vision Pictures Presents the only action line really strong, undressed pictures.

**Get Unlimited.**

**Figure 10.10** *Diagram illustrating the process of a cell undergoing mitosis. The cell is shown in cross-section, with the nucleus containing DNA. The DNA is shown as a double helix, and the cell is shown with a cell membrane and a cell wall. The process is labeled with 'Mitosis' and 'Cell Division'.*

Erklären Sie die Wirkung von ...

1. The first step is to identify the problem. This involves understanding the symptoms and the context in which they are occurring.

Harry, Otter, and October 10, 1894.

Ask about Sprint PCS Plan & Flexible Plans

Spinal PCS. Now, that's better.

\*44 2010-01-14 14:00 40017600000000000000

7-800-438-4PC9

www.springer.com

## on visit a Spring Break

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**基本资料:**  
 姓名: 李德胜  
 性别: 男  
 年龄: 35  
 职业: 教师  
 住址: 广州市天河区  
 联系电话: 13800138000  
 电子邮箱: lidesheng@163.com

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 2013-2014: *Stanley Stein*  
 2015-2016: *Stanley Stein*  
 2017-2018: *Stanley Stein*  
 2019-2020: *Stanley Stein*  
 2021-2022: *Stanley Stein*  
 2023-2024: *Stanley Stein*  
 2025-2026: *Stanley Stein*  
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**127 K 8-2000000**  
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**John Sica**  
 2010-2011  
 2010-2011  
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 2010-2011  
 2010-2011



<sup>10</sup> For example, the average of the 1990s was 2.5%, and the 1990s average for the 1990s was 2.5%. The 1990s average for the 1990s was 2.5%.

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 4. 4. The results of the study show that the use of the Internet has a positive effect on the learning of English as a second language.  
 5. 5. The study concludes that the use of the Internet is an effective tool for learning English as a second language.

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## CYS-2009-001

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**1.3.2. *Springfield News Leader***

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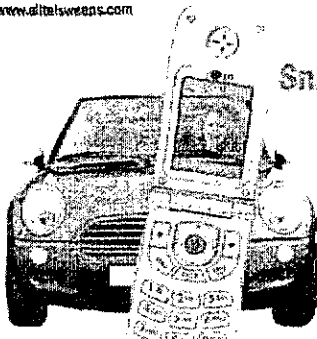
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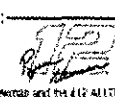
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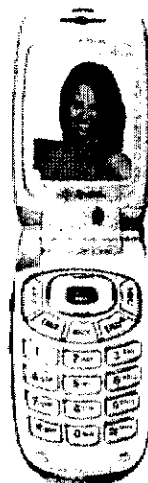
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35/800

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Anytime Minutes	800
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Nights & Weekend Minutes	Unlimited
Nationwide Long Distance	Included

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**Available 11/1/2009**

Anytime Minutes	1100
Sprint PCS to PCS Calling™	Unlimited
Nights & Weekend Minutes	Unlimited
Nationwide Long Distance	Included

GO Unlimited

## References

Anytime Minutes	Unlimited
Sprint PCS to PCS Calling™	Unlimited
Nights & Weekend Minutes	Unlimited
Nationwide Long Distance	Included

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**1.3.3. *St. Louis Post***





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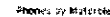
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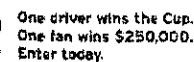
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Other monthly charges apply. See below.

Other monthly charges apply. See Dealer.



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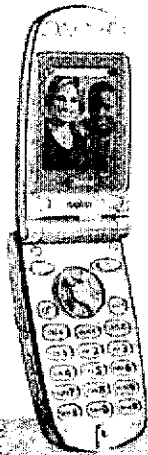
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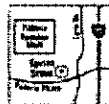
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## **WIRELESS AND WIRELINE SURVEY RESULTS**

Two different questionnaires were used for the interview study. One was administered to wireline customers, and the other, to wireless customers. The wireless survey was undertaken to ensure representation of the increasing number of wireless customers who no longer have (or never had) wireline telephone service in their homes.

Each of the questionnaires was administered by telephone during the months of September and October, 2004. Respondents were located in Missouri in the metropolitan areas of Kansas City, Saint Louis and Springfield.

The interviews were conducted by Knowledge Systems & Research ("KS&R"), a firm with extensive experience conducting surveys related to telecommunications. I directed the design of the questionnaires, in consultation with KS&R.

A simple random sample was selected in each of the three metropolitan areas (with additional screening questions, as described below) for both the wireline study and the wireless study. The sampling goal was to have at least 200 wireline and 200 wireless interviews in each metropolitan area, for a total of 1,200 interviews. In actuality, a few extra interviews were administered and are included in the results. This large number of interviews ensures that the sampling error will be acceptably small. (Sampling errors for each question are given below.)

The wireline sample was selected for each metropolitan area from the list of NPA-NXXs shown in Table 3-1. I understand that the geographic areas served by these NPA-NXXs correspond approximately to the three metropolitan areas, as shown in the table.

Table 3-1 NPA-NXXs in Sample		
Exchange	NPA	NXX
Kansas City	816	252, 254, 313, 316, 325, 330, 353, 356, 358, 413, 414, 452, 453, 454, 455, 459, 461, 505, 521, 546, 584, 587, 737, 741, 742, 743, 746, 761, 763, 765, 767, 801, 833, 836, 880, 891, 965, 966, 969, 979, 986, 220, 224, 228, 229, 246, 251, 257, 318, 322, 331, 347, 348, 407, 415, 420, 436, 437, 443, 468, 524, 525, 554, 598, 622, 655, 734, 736, 781, 792, 796, 837, 847, 532, 537, 623, 873, 996, 629, 630, 637, 293, 430, 470, 776, 218, 221, 231, 234, 235, 237, 241, 242, 245, 274, 275, 276, 283, 292, 329, 333, 340, 346, 349, 350, 360, 361, 363, 373, 374, 391, 395, 404, 418, 421, 426, 435, 444, 460, 467, 471, 472, 474, 478, 480, 482, 483, 501, 502, 503, 504, 508, 512, 513, 523, 527, 531, 545, 556, 559, 561, 572, 576, 612, 654, 672, 673, 691, 698, 701, 703, 714, 730, 751, 753, 756, 759, 760, 783, 784, 795, 802, 822, 823, 842, 843, 844, 854, 855, 860, 861, 871, 881, 889, 920, 921, 922, 923, 924, 926, 929, 931, 932, 936, 941, 942, 943, 960, 968, 983, 995, 997
Springfield	417	759, 724, 725, 732, 742, 753, 258, 463, 583, 672, 695, 736, 743, 744, 751, 788, 994, 225, 227, 268, 269, 575, 577, 655, 730, 820, 823, 829, 831, 832, 833, 836, 837, 841, 862, 863, 864, 865, 866, 868, 869, 873, 874, 875, 877, 881, 882, 883, 885, 886, 887, 888, 889, 890, 891, 895
St. Louis	314	213, 214, 216, 232, 233, 234, 246, 251, 253, 264, 274, 293, 301, 364, 416, 423, 426, 427, 428, 429, 432, 467, 468, 487, 493, 506, 521, 522, 524, 525, 538, 543, 567, 569, 587, 592, 595, 654, 692, 693, 694, 716, 729, 730, 733, 777, 810, 812, 842, 843, 845, 846, 849, 872, 890, 892, 894, 918, 919, 961, 962, 963, 968, 983, 989, 991, 993, 994, 995, 996, 997, 205, 209, 218, 219, 275, 291, 298, 317, 344, 355, 388, 415, 434, 438, 439, 445, 453, 469, 514, 523, 529, 542, 551, 576, 579, 628, 653, 674, 676, 698, 702, 731, 738, 739, 741, 770, 821, 822, 830, 831, 835, 837, 838, 839, 844, 851, 867, 868, 869, 878, 895, 909, 921, 953, 957, 965, 966, 972, 984, 215, 216, 206, 212, 231, 235, 241, 242, 244, 247, 256, 259, 260, 261, 263, 268, 284, 286, 289, 290, 321, 331, 335, 340, 342, 345, 351, 352, 353, 361, 362, 367, 371, 381, 382, 383, 385, 389, 418, 421, 425, 436, 444, 454, 457, 465, 466, 480, 481, 489, 505, 512, 515, 516, 531, 533, 534, 535, 539, 544, 545, 552, 553, 554, 571, 572, 573, 577, 588, 589, 601, 612, 613, 615, 621, 622, 631, 632, 633, 638, 641, 644, 645, 646, 647, 652, 658, 664, 679, 715, 719, 721, 725, 726, 727, 746, 747, 752, 758, 762, 763, 765, 767, 768, 771, 772, 773, 776, 781, 823, 826, 829, 832, 848, 854, 855, 859, 862, 863, 865, 877, 879, 889, 923, 933, 935, 951, 969, 977, 982, 992
	636	207, 225, 226, 227, 230, 247, 255, 256, 282, 287, 296, 305, 326, 343, 349, 386, 391, 394, 443, 461, 464, 467, 519, 527, 529, 530, 532, 536, 537, 717, 723, 724, 728, 730, 733, 735, 736, 737, 753, 825, 827, 861, 891, 896, 899, 916, 925, 940, 946, 947, 949, 261, 273, 300, 329, 375, 376, 405, 441, 442, 447, 458, 475, 477, 479, 498, 587, 671, 677, 722, 922, 926, 928, 936, 938, 939, 942, 948, 257, 271, 274, 285, 337, 451, 452, 586, 742, 789, 797, 931, 933, 937, 944

The wireline study includes a screening question that inquires whether the household is served by SBC. If not, the interview is terminated and not included in the study. This screening question was included to ensure that the survey results apply to SBC customers, rather than to the population as a whole.

Both surveys included a screening question about the age of the respondent. If the respondent was less than 18 years old, the interview was terminated and not included in the study. The goal of this screening question was simply to ensure that the questions were answered by adults, not by children.

The wireless sample was selected for each metropolitan area from the list of NPA-NXXs shown in Table 3-2. Wireless carriers have been assigned these NPA-NXXs, and they have designated points of presence ("POPs") for them in the three metropolitan areas.

Table 3-2 Zip Codes in Sample	
MCA	Zip Code
Kansas City	64725, 64012, 64029, 64034, 64133, 64013, 64014, 64015, 64050, 64051, 64052, 64053, 64054, 64055, 64056, 64057, 64058, 64030, 64081, 64082, 64086, 64064, 64065, 64101, 64102, 64105, 64106, 64108, 64109, 64110, 64111, 64112, 64113, 64114, 64120, 64121, 64123, 64124, 64125, 64126, 64127, 64128, 64129, 64130, 64131, 64143, 64134, 64136, 64137, 64138, 64139, 64141, 64142, 64145, 64146, 64147, 64148, 64149, 64170, 64171, 64172, 64173, 64179, 64180, 64183, 64184, 64185, 64187, 64189, 64191, 64192, 64194, 64196, 64197, 64198, 64199, 64944, 64999, 64028, 64152, 64085, 63089, 64024, 64087, 64069, 64068, 64118
Springfield	65714, 65610, 65631, 65648, 65738, 65781, 65604, 65757, 65770, 65742, 65705, 65801, 65802, 65803, 65804, 65805, 65806, 65807, 65808, 65809, 65810, 65814, 65817, 65890, 65898, 65899
St. Louis	63101, 63102, 63103, 63104, 63106, 63107, 63108, 63109, 63110, 63111, 63112, 63113, 63115, 64116, 63118, 63120, 63139, 63147, 63150, 63155, 63116, 63118, 63120, 63139, 63147, 63150, 63155, 63156, 63157, 63158, 63160, 63163, 64164, 64166, 63169, 63171, 63177, 63178, 63179, 63180, 63182, 63188, 63190, 63195, 63196, 63197, 63199, 63069, 63039, 63010, 63012, 63052, 63053, 63048, 63070, 63051, 63049, 63052, 63016, 63020, 63050, 63050, 63028, 63019, 63023, 63030, 63041, 63047, 63057, 63065, 63066, 63083, 63301, 63302, 63303, 63304, 63304, 63373, 63001, 63123, 63011, 63021, 63022, 63024, 63144, 63044, 63005, 63006, 63017, 63105, 63141, 63131, 63045, 63025, 63026, 63099, 63135, 63136, 63031, 63032, 63033, 63034, 63038, 63040, 63042, 63122, 63043, 63011, 63011, 63143, 63129, 63132, 63040, 63137, 63126, 63074, 63011, 63088, 63119, 63025, 63114, 63117, 63121, 63124, 63125, 63127, 63130, 63134, 63138, 63140, 63145, 63146, 63151, 63167, 63198

Wireless customers do not, however, necessarily reside in the metropolitan area of the wireless carriers POP. For that reason, we included a screening question regarding the zip code of the respondent's home. If the zip code is not on the list shown in Table 3-2, the interview was terminated and not included in the study. I understand that geographic areas spanned by these zip codes are approximately the same as those spanned by the NPA-NXXs in Table 3-1. Thus, the geographic areas represented by the wireline and wireless surveys are approximately the same (and the same as the metropolitan areas).

### **Survey Results**

Survey results are given below for both the wireline and wireless surveys. Results for each the two surveys are reported both in aggregate and separately for the three metropolitan areas. The range of sampling errors is given for each question.



**Knowledge Systems & Research  
Questionnaire  
SBC Missouri—Wireline User Questionnaire  
200 completes per metro area for Springfield,  
St. Louis and Kansas City  
Frequency Summary at n=612**

Hello, my name is \_\_\_\_\_ calling on behalf of Knowledge Systems & Research, a national market research firm. We are conducting a very brief survey of telephone users. This is not a sales call, and no salesperson will call you in the future. Your information and answers will remain confidential.

Q1. First, I would like to record your age category. Is your age [READ OPTIONS]  
n=612

1. Under 18 (THANK AND TERMINATE)
2. 18-30 17%
3. 31-50 38%
4. 51 & Over 45%
5. Don't know (THANK AND TERMINATE)
6. Refused (THANK AND TERMINATE)

	All (612)	Kansas City (206)	Springfield (200)	St. Louis (206)
2	17% (± 3.0%)	18% (± 5.2%)	18% (± 5.3%)	15% (± 4.8%)
3	38% (± 3.8%)	39% (± 6.7%)	37% (± 6.7%)	38% (± 6.6%)
4	45% (± 3.9%)	43% (± 6.8%)	46% (± 6.9%)	47% (± 6.8%)

Q2. What company provides your traditional telephone service? **[If the answer is not SBC, terminate interview] n=612**

1. SBC (Southwestern Bell, SBC Missouri, Bell) 100%
2. Other (THANK AND TERMINATE)
3. Don't know (THANK AND TERMINATE)
4. Refused (THANK AND TERMINATE)

**[Interviewer Note: READ IF NECESSARY: By traditional telephone service we mean phone service that allows you to make and receive phone calls by plugging your phone into a wall-jack. A cordless phone counts as a traditional phone, because the console plugs into a jack in the wall.]**

Q3. Do you, or does anyone in your household, have a cell phone? N=612

1. Yes 70%
2. No 30%
3. Don't know (THANK AND TERMINATE)
4. Refused (THANK AND TERMINATE)

**[If No, skip to Q13]**

	All (612)	Kansas City (206)	Springfield (200)	St. Louis (206)
1	70% (± 3.6%)	70% (± 6.2%)	71% (± 6.3%)	70% (± 6.2%)
2	30% (± 3.6%)	30% (± 6.2%)	30% (± 6.3%)	30% (± 6.2%)

Q4. Does your household have more than one line for traditional telephone service? n=431

1. Yes 22%
2. No 78%
3. Don't know
4. Refused

**[If Yes, skip to Q6]**

	All (431)	Kansas City (145)	Springfield (141)	St. Louis (145)
1	22% (± 3.9%)	19% (± 6.4%)	18% (± 6.4%)	28% (± 7.3%)
2	78% (± 3.9%)	81% (± 6.4%)	82% (± 6.4%)	72% (± 7.3%)

Q5. Did your household previously have more than one line for traditional telephone service? n=336

- |               |     |
|---------------|-----|
| 1. Yes        | 23% |
| 2. No         | 77% |
| 3. Don't know |     |
| 4. Refused    |     |

	All (336)	Kansas City (117)	Springfield (115)	St. Louis (104)
1	23% (± 4.5%)	23% (± 7.6%)	23% (± 7.7%)	21% (± 7.8%)
2	77% (± 4.5%)	77% (± 7.6%)	77% (± 7.7%)	79% (± 7.8%)

Q6. For the calls that members of your household make or receive in your home, do you [READ OPTIONS] n=431

- |   |     |
|---|-----|
| 1. Primarily use traditional telephone service                      | 44% |
| 2. Primarily use cell phones  | 7%  |
| 3. Frequently use both traditional telephone service and cell phone | 49% |
| 4. Don't know   |     |
| 5. Refused  |     |

[If answer is (1), (4) or (5), skip to Q8]

	All (431)	Kansas City (145)	Springfield (141)	St. Louis (145)
1	44% (± 4.7%)	44% (± 8.1%)	39% (± 8.1%)	48% (± 8.1%)
2	7% (± 2.4%)	8% (± 4.5%)	6% (± 4.0%)	6% (± 3.9%)
3	49% (± 4.7%)	48% (± 8.1%)	55% (± 8.2%)	45% (± 8.1%)
4				1% (± 1.3%)

Q7. Are the cell phone calls that members of your household make and receive in your home: n=241

- |                            |     |
|----------------------------|-----|
| 1. Primarily local         | 25% |
| 2. Primarily long distance | 13% |
| 3. Both                    | 62% |
| 4. Don't know              |     |
| 5. Refused                 |     |

	All (241)	Kansas City (81)	Springfield (86)	St. Louis (74)
1	25% (± 5.4%)	28% (± 9.8%)	22% (± 8.8%)	23% (± 9.6%)
2	13% (± 4.3%)	9% (± 6.1%)	13% (± 7.1%)	19% (± 8.9%)
3	62% (± 6.1%)	63% (± 10.5%)	65% (± 10.1%)	58% (± 11.2%)

Q8. When you and other members of your household give out your phone number to your personal contacts, do you typically give your cell phone number, traditional telephone number, or both? n=431

- |                                 |     |
|---------------------------------|-----|
| 1. Cell Phone Number            | 12% |
| 2. Traditional Telephone Number | 50% |
| 3. Both                         | 37% |
| 4. Don't know                   | 0%  |
| 5. Refused                      |     |

	All (431)	Kansas City (145)	Springfield (141)	St. Louis (145)
1	12% (± 3.1%)	16% (± 5.9%)	11% (± 5.2%)	10% (± 4.8%)
2	50% (± 4.7%)	53% (± 8.1%)	49% (± 8.3%)	48% (± 8.1%)
3	37% (± 4.6%)	31% (± 7.5%)	39% (± 8.1%)	41% (± 8.0%)
4	0% (± 0.6%)		1% (± 1.4%)	1% (± 1.3%)

Q9. Do you, yourself, use cellular service for some personal calls? N=431

- |               |     |
|---------------|-----|
| 1. Yes        | 84% |
| 2. No         | 15% |
| 3. Don't know |     |
| 4. Refused    |     |

[If Q9=1 (Yes), continue; Otherwise skip to Q12]

	All (431)	Kansas City (145)	Springfield (141)	St. Louis (145)
1	84% (± 3.4%)	88% (± 5.4%)	82% (± 6.3%)	83% (± 6.0%)
2	15% (± 3.4%)	12% (± 5.4%)	18% (± 6.3%)	16% (± 5.9%)
3				1% (± 1.3%)

Q10. How satisfactory do you find cellular service for the personal calls that you make and receive? n=364

- |                      |     |
|----------------------|-----|
| 1. Very satisfactory | 37% |
| 2. Satisfactory      | 56% |
| 3. Unsatisfactory    | 7%  |
| 4. Don't know        |     |
| 5. Refused           |     |

	All (364)	Kansas City (127)	Springfield (116)	St. Louis (121)
1	37% (± 5.0%)	42% (± 8.6%)	32% (± 8.5%)	36% (± 8.6%)
2	56% (± 5.1%)	53% (± 8.7%)	60% (± 8.9%)	55% (± 8.9%)
3	7% (± 2.6%)	6% (± 4.0%)	8% (± 4.9%)	8% (± 4.9%)

Q11. How satisfactory do you think cellular service would be if you used it for ALL the calls that you make and receive in your home? n=364

- |                      |     |
|----------------------|-----|
| 1. Very satisfactory | 17% |
| 2. Satisfactory      | 44% |
| 3. Unsatisfactory    | 37% |
| 4. Don't know        | 2%  |
| 5. Refused           |     |

	All (364)	Kansas City (127)	Springfield (116)	St. Louis (121)
1	17% (± 3.8%)	19% (± 6.8%)	16% (± 6.6%)	16% (± 6.5%)
2	44% (± 5.1%)	39% (± 8.5%)	52% (± 9.1%)	43% (± 8.8%)
3	37% (± 4.9%)	39% (± 8.5%)	32% (± 8.5%)	38% (± 8.6%)
4	2% (± 1.5%)	2% (± 2.6%)	1% (± 1.7%)	3% (± 3.2%)

Q12. Have you considered discontinuing your traditional telephone service and relying entirely on cell phones? n=431

- |               |     |
|---------------|-----|
| 1. Yes        | 26% |
| 2. No         | 74% |
| 3. Don't know |     |
| 4. Refused    |     |

[Skip to Q15]

	All (431)	Kansas City (145)	Springfield (141)	St. Louis (145)
1	26% (± 4.1%)	27% (± 7.2%)	32% (± 7.7%)	19% (± 6.3%)
2	74% (± 4.1%)	73% (± 7.2%)	68% (± 7.7%)	81% (± 6.4%)
3				1% (± 1.3%)

Q13. Have you, yourself, ever made or received calls using a cell phone? n=181

- |               |     |
|---------------|-----|
| 1. Yes        | 65% |
| 2. No         | 34% |
| 3. Don't know | 1%  |
| 4. Refused    |     |

[If Q14=2 (No), skip to Q15; Otherwise continue]

	All (181)	Kansas City (61)	Springfield (59)	St. Louis (61)
1	65% (± 6.9%)	66% (± 11.9%)	66% (± 12.1%)	64% (± 12.1%)
2	34% (± 6.9%)	34% (± 11.9%)	34% (± 12.1%)	34% (± 11.9%)
3	1% (± 1.1%)			2% (± 3.2%)

Q14. How satisfactory did you find cellular service to be? n=119

- |                      |     |
|----------------------|-----|
| 1. Very satisfactory | 18% |
| 2. Satisfactory      | 61% |
| 3. Unsatisfactory    | 20% |
| 4. Don't know        | 2%  |
| 5. Refused           |     |

	All (119)	Kansas City (40)	Springfield (39)	St. Louis (40)
1	18% (± 6.8%)	25% (± 13.4%)	23% (± 13.2%)	5% (± 6.8%)
2	61% (± 8.8%)	58% (± 15.3%)	54% (± 15.6%)	70% (± 14.2%)
3	20% (± 7.2%)	18% (± 11.8%)	21% (± 12.7%)	23% (± 12.9%)
4	2% (± 2.3%)		3% (± 5.0%)	3% (± 4.8%)

Q15. Now just a few final questions for statistical purposes: I'd like to verify your landline telephone number. (VERIFY FROM CALL LIST AND RECORD)  
n=612

( ) - - - - -

Q16. Sex (BY OBSERVATION) n=612

- |           |     |
|-----------|-----|
| 1. Male   | 31% |
| 2. Female | 69% |

	All (612)	Kansas City (206)	Springfield (200)	St. Louis (206)
1	31% (± 3.7%)	30% (± 6.3%)	33% (± 6.5%)	30% (± 6.3%)
2	69% (± 3.7%)	70% (± 6.3%)	68% (± 6.5%)	70% (± 6.3%)

NOTE: Percentages may not add to 100% due to rounding.



**Knowledge Systems & Research  
Questionnaire**  
**SBC Missouri—Wireless User Questionnaire**  
200 Completes each from 3 metro areas, Springfield,  
St. Louis and Kansas City  
Frequency Summary for n=615

Hello, my name is \_\_\_\_\_ calling on behalf of Knowledge Systems & Research, a national market research firm. We are conducting a very brief survey of cell phone users. This is not a sales call, and no salesperson will call you in the future. Your information and answers will remain confidential. I will be asking you questions about your use of your cell phone.

Q1. First, I would like to record your age category. Is your age [READ OPTIONS]  
n=615

1. Under 18 (THANK AND TERMINATE)
2. 18-30 36%
3. 31-50 44%
4. 51 & Over 20%
5. Don't know (THANK AND TERMINATE)
6. Refused (THANK AND TERMINATE)

	All (615)	Kansas City (205)	Springfield (205)	St. Louis (205)
1	36% (± 3.8%)	32% (± 6.4%)	35% (± 6.5%)	40% (± 6.7%)
2	44% (± 3.9%)	44% (± 6.8%)	48% (± 6.8%)	41% (± 6.7%)
3	20% (± 3.2%)	24% (± 5.8%)	18% (± 5.2%)	19% (± 5.3%)

Q2. What is the zip code of your home? [Check number from list. If not on list,  
terminate interview] n=615

- Q3. Some cell phone users choose NOT to have traditional telephone service in their home and, instead, use their cellular phone for all of their calling needs. Other cell phone customers keep their traditional telephone service, as well as cellular service. [IF UNSURE OF WHAT "TRADITIONAL TELEPHONE SERVICE" MEANS, READ: By traditional telephone service we mean phone service that allows you to make and receive phone calls by plugging your phone into a wall-jack. A cordless phone counts as a traditional phone, because the console plugs into a jack in the wall.]

Do you have traditional telephone service in your home? N=615

- |                                     |     |
|-------------------------------------|-----|
| 1. Yes                              | 82% |
| 2. No                               | 18% |
| 3. Don't know (THANK AND TERMINATE) |     |
| 4. Refused (THANK AND TERMINATE)    |     |

[If Q3 =2 (No), skip to Q13; Otherwise, continue]

	All (615)	Kansas City (205)	Springfield (205)	St. Louis (205)
1	82% (± 3.0%)	81% (± 5.4%)	80% (± 5.4%)	85% (± 4.9%)
2	18% (± 3.0%)	19% (± 5.4%)	20% (± 5.4%)	15% (± 4.9%)

- Q4. Do you have more than one line for traditional telephone service? N=505

- |               |     |
|---------------|-----|
| 1. Yes        | 24% |
| 2. No         | 75% |
| 3. Don't know |     |
| 4. Refused    |     |

[If Yes, skip to Q7]

	All (505)	Kansas City (166)	Springfield (165)	St. Louis (174)
1	24% (± 3.7%)	25% (± 6.6%)	22% (± 6.3%)	26% (± 6.6%)
2	75% (± 3.8%)	75% (± 6.6%)	78% (± 6.3%)	74% (± 6.6%)
3				
4		1% (± 1.2%)		

Q5. Did you previously have more than one line for traditional telephone service?  
n=382

- |               |     |
|---------------|-----|
| 1. Yes        | 20% |
| 2. No         | 80% |
| 3. Don't know |     |
| 4. Refused    |     |

	All (382)	Kansas City (125)	Springfield (129)	St. Louis (128)
1	20% (± 4.0%)	21% (± 7.1%)	22% (± 7.1%)	17% (± 6.5%)
2	80% (± 4.0%)	78% (± 7.2%)	78% (± 7.1%)	83% (± 6.5%)
3				
4		1% (± 1.6%)		

Q6. If you could not get cellular service or if it were unavailable, would you choose to have more than one line for traditional telephone service? n=382

- |               |     |
|---------------|-----|
| 1. Yes        | 14% |
| 2. No         | 86% |
| 3. Don't know |     |
| 4. Refused    |     |

	All (382)	Kansas City (125)	Springfield (129)	St. Louis (128)
1	14% (± 3.5%)	15% (± 6.3%)	12% (± 5.7%)	14% (± 6.0%)
2	86% (± 3.5%)	83% (± 6.6%)	88% (± 5.7%)	86% (± 6.0%)
3		1% (± 1.6%)		
4		1% (± 1.6%)		

Q7. For the calls that you make or receive in your home, do you [READ OPTIONS]  
n=505

1. Primarily use your traditional telephone service 35%
2. Primarily use your cell phone 16%
3. Frequently use both traditional telephone service and cell phone 48%
4. Don't know 1%
5. Refused

[If answer is (1), (4) or (5), skip to Q9]

	All (505)	Kansas City (166)	Springfield (165)	St. Louis (174)
1	35% (± 4.2%)	33% (± 7.1%)	35% (± 7.3%)	37% (± 7.2%)
2	16% (± 3.2%)	14% (± 5.3%)	18% (± 5.8%)	17% (± 5.6%)
3	48% (± 4.4%)	52% (± 7.6%)	47% (± 7.6%)	45% (± 7.4%)
4	1% (± 0.7%)	1% (± 1.7%)	1% (± 1.2%)	

Q8. Are the cell phone calls that you make and receive in your home: n=326

1. Primarily local 28%
2. Primarily long distance 16%
3. Both 56%
4. Don't know
5. Refused

	All (326)	Kansas City (110)	Springfield (107)	St. Louis (109)
1	28% (± 4.9%)	24% (± 7.9%)	23% (± 8.0%)	37% (± 9.0%)
2	16% (± 4.0%)	19% (± 7.3%)	13% (± 6.4%)	17% (± 7.0%)
3	56% (± 5.4%)	57% (± 9.2%)	64% (± 9.1%)	47% (± 9.4%)

Q9. When you give out your phone number to your personal contacts, do you typically give your cell phone number, traditional telephone number, or both?  
n=505

- |                                 |     |
|---------------------------------|-----|
| 1. Traditional telephone number | 29% |
| 2. Cell phone number            | 26% |
| 3. Both                         | 45% |
| 4. Don't know                   |     |
| 5. Refused                      |     |

	All (505)	Kansas City (166)	Springfield (165)	St. Louis (174)
1	29% (± 3.9%)	30% (± 7.0%)	28% (± 6.9%)	28% (± 6.6%)
2	26% (± 3.8%)	25% (± 6.6%)	21% (± 6.2%)	32% (± 6.9%)
3	45% (± 4.3%)	43% (± 7.5%)	51% (± 7.6%)	40% (± 7.3%)
4		1% (± 1.2%)		
5		1% (± 1.2%)		

Q10. How satisfactory do you find cellular service for the personal calls that you make and receive? N=505

- |                      |     |
|----------------------|-----|
| 1. Very satisfactory | 35% |
| 2. Satisfactory      | 60% |
| 3. Unsatisfactory    | 4%  |
| 4. Don't know        |     |
| 5. Refused           |     |

	All (505)	Kansas City (166)	Springfield (165)	St. Louis (174)
1	35% (± 4.2%)	33% (± 7.1%)	37% (± 7.4%)	37% (± 7.2%)
2	60% (± 4.3%)	61% (± 7.4%)	60% (± 7.5%)	60% (± 7.3%)
3	4% (± 1.7%)	5% (± 3.4%)	3% (± 2.6%)	3% (± 2.5%)
4		1% (± 1.2%)		
5		1% (± 1.2%)		

Q11. How satisfactory do you think cellular service would be if you used it for ALL the calls that you make and receive in your home? n=505

- |                      |     |
|----------------------|-----|
| 1. Very satisfactory | 19% |
| 2. Satisfactory      | 53% |
| 3. Unsatisfactory    | 27% |
| 4. Don't know        | 1%  |
| 5. Refused           | 1%  |

	All (505)	Kansas City (166)	Springfield (165)	St. Louis (174)
1	19% (± 3.4%)	16% (± 5.6%)	22% (± 6.3%)	19% (± 5.8%)
2	53% (± 4.4%)	52% (± 7.6%)	57% (± 7.6%)	50% (± 7.4%)
3	27% (± 3.9%)	29% (± 6.9%)	20% (± 6.1%)	30% (± 6.8%)
4	1% (± 0.8%)	1% (± 1.2%)	1% (± 1.7%)	1% (± 1.1%)
5	1% (± 0.7%)	2% (± 2.0%)		

Q12. Have you considered discontinuing your traditional telephone service and relying entirely on cell phones? N=505

- |               |     |
|---------------|-----|
| 1. Yes        | 26% |
| 2. No         | 73% |
| 3. Don't know |     |
| 4. Refused    | 1%  |

[Skip to Q14]

	All (505)	Kansas City (166)	Springfield (165)	St. Louis (174)
1	26% (± 3.8%)	26% (± 6.7%)	26% (± 6.7%)	27% (± 6.6%)
2	73% (± 3.9%)	72% (± 6.8%)	73% (± 6.7%)	72% (± 6.6%)
3		1% (± 1.2%)		1% (± 1.1%)
4	1% (± 0.7%)	1% (± 1.7%)	1% (± 1.2%)	

Q13. If you could not get cellular service or if it were unavailable, would you choose to have traditional local telephone at your home? n=110

1. Yes 86%
2. No 14%
3. Don't know
4. Refused

	All (110)	Kansas City (39)	Springfield (40)	St. Louis (31)
1	86% (± 6.4%)	85% (± 11.3%)	85% (± 11.1%)	90% (± 10.4%)
2	14% (± 6.4%)	15% (± 11.3%)	15% (± 11.1%)	10% (± 10.4%)

Q14. Now just a few final questions for statistical purposes: I'd like to verify your cell hone number. (VERIFY FROM CALL LIST AND RECORD)

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Q15. Sex (BY OBSERVATION) n=615

1. Male 49%
2. Female 51%

	All (615)	Kansas City (205)	Springfield (205)	St. Louis (205)
1	49% (± 4.0%)	50% (± 6.8%)	49% (± 6.8%)	49% (± 6.8%)
2	51% (± 4.0%)	50% (± 6.8%)	51% (± 6.8%)	51% (± 6.8%)

**NOTE:** Percentages may not add to 100% due to rounding.