

## **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)**

	<b>All (612)</b>	<b>Kansas City (206)</b>	<b>Springfield (200)</b>	<b>St. Louis (206)</b>
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]**

	<b>All (612)</b>	<b>Kansas City (206)</b>	<b>Springfield (200)</b>	<b>St. Louis (206)</b>
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]**

	<b>All (431)</b>	<b>Kansas City (145)</b>	<b>Springfield (141)</b>	<b>St. Louis (145)</b>
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                 |     |

	<b>All (241)</b>	<b>Kansas City (81)</b>	<b>Springfield (86)</b>	<b>St. Louis (74)</b>
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                      |     |

	<b>All (431)</b>	<b>Kansas City (145)</b>	<b>Springfield (141)</b>	<b>St. Louis (145)</b>
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]**

	<b>All (181)</b>	<b>Kansas City (61)</b>	<b>Springfield (59)</b>	<b>St. Louis (61)</b>
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           |     |

	<b>All (119)</b>	<b>Kansas City (40)</b>	<b>Springfield (39)</b>	<b>St. Louis (40)</b>
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)**

	<b>All (615)</b>	<b>Kansas City (205)</b>	<b>Springfield (205)</b>	<b>St. Louis (205)</b>
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 <b>(THANK AND TERMINATE)</b> |     |
| 4. Refused <b>(THANK AND TERMINATE)</b>    |     |

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

	<b>All (615)</b>	<b>Kansas City (205)</b>	<b>Springfield (205)</b>	<b>St. Louis (205)</b>
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]**

	<b>All (505)</b>	<b>Kansas City (166)</b>	<b>Springfield (165)</b>	<b>St. Louis (174)</b>
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    |     |

	<b>All (382)</b>	<b>Kansas City (125)</b>	<b>Springfield (129)</b>	<b>St. Louis (128)</b>
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    |     |

	<b>All (382)</b>	<b>Kansas City (125)</b>	<b>Springfield (129)</b>	<b>St. Louis (128)</b>
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]

	<b>All (505)</b>	<b>Kansas City (166)</b>	<b>Springfield (165)</b>	<b>St. Louis (174)</b>
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

	<b>All (326)</b>	<b>Kansas City (110)</b>	<b>Springfield (107)</b>	<b>St. Louis (109)</b>
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                      |     |

	<b>All (505)</b>	<b>Kansas City (166)</b>	<b>Springfield (165)</b>	<b>St. Louis (174)</b>
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           |     |

	<b>All (505)</b>	<b>Kansas City (166)</b>	<b>Springfield (165)</b>	<b>St. Louis (174)</b>
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%  |

	<b>All (505)</b>	<b>Kansas City (166)</b>	<b>Springfield (165)</b>	<b>St. Louis (174)</b>
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]**

	<b>All (505)</b>	<b>Kansas City (166)</b>	<b>Springfield (165)</b>	<b>St. Louis (174)</b>
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

	<b>All (110)</b>	<b>Kansas City (39)</b>	<b>Springfield (40)</b>	<b>St. Louis (31)</b>
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)

( \_ \_ \_ ) \_ \_ \_ - \_ \_ \_ \_

Q15. Sex (BY OBSERVATION) n=615

1. Male 49%
2. Female 51%

	<b>All (615)</b>	<b>Kansas City (205)</b>	<b>Springfield (205)</b>	<b>St. Louis (205)</b>
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.