

ORIGINAL  
FILE COPY

1 DIRECT TESTIMONY OF DR. SUE W. ELSEEWI

2 DOCKET NO. 891194-TL

3

4 Q. Please state your name and business address.

5

6 A. My name is Dr. Sue W. Elseewi, and my business  
7 address is One GTE Place, Thousand Oaks, CA 91362.

8

9 Q. By whom are you employed and what is your posi-  
10 tion?

11

12 A. I am employed by GTE Telephone Operations as Staff  
13 Administrator in Market Research.

14

15 Q. Briefly state your educational background and  
16 business experience.

17

18 A. I graduated from the University of California,  
19 Riverside in 1975 with a Bachelor of Arts degree in  
20 Sociology and in Political Science, and from the  
21 same university in 1976 with a Master of Arts  
22 degree in Political Science. I received a doc-  
23 torate in Political Science in 1980, also from the  
24 University of California, Riverside. I taught  
25 various courses in Political Science at Chaffey

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CPSC-RECORDS/REPORTING

1 College as lecturer and assistant professor through  
2 1986. I joined GTE in 1987 as a Market Research  
3 Analyst, was promoted to Senior Analyst in 1988,  
4 and to my current position as Staff Administrator-  
5 Consumer Market Research in 1989. I have had  
6 primary responsibility for research in custom local  
7 area signalling service since July 1988.

8

9 Q. What are your current responsibilities?

10

11 A. I am responsible for planning, designing, adminis-  
12 tering and analyzing market research, including  
13 market trials for SS7 SmartCall(sm) service, as  
14 well as other market research in the consumer  
15 area.

16

17 Q. What is the purpose of your testimony in this  
18 proceeding?

19

20 A. My testimony addresses the matter of whether the  
21 public interest will be served in making calling  
22 number identification ("CNID") services available  
23 to the public. Specifically, it examines consumer  
24 attitudes toward these offerings, focusing partic-  
25 ularly upon privacy concerns associated with number

1 forwarding and the relationship between these  
2 concerns and the perceived desirability of CNID.  
3 My findings and conclusions are based upon data  
4 obtained through surveys assessing consumer opinion  
5 prior to and following a recent trial of GTE  
6 SmartCall services, including CNID, in Elizabeth-  
7 town, Kentucky.  
8

9 Q. Please explain the methodology employed in gather-  
10 ing the data upon which your testimony is based.  
11

12 A. Prior to the introduction of SmartCall services in  
13 1988, GTE conducted a pre-trial survey of consumer  
14 attitudes regarding the desirability of custom  
15 local area signalling services, as well as possible  
16 privacy concerns associated with these offerings.  
17 This concept survey included interviews with 100  
18 respondents in Elizabethtown, Kentucky and 200 in  
19 Lexington, Kentucky. The interviews were conducted  
20 by telephone in August 1989 by an independent  
21 calling center in Provo, Utah. (The questionnaire  
22 used in the interviews is appended to my testimony  
23 as Elseewi Exhibit 1.) No significant difference  
24 in results emerged between the two locations.  
25

1 A follow-up study was undertaken a year later in  
2 Elizabethtown, after respondents there had been  
3 exposed to SmartCall services for five weeks.  
4 Between August 8 and 17, 1989, telephone interviews  
5 were conducted with 100 respondents from each of  
6 four test cells for a total of 400 interviews.  
7 (The follow-up questionnaire is appended to my  
8 testimony as Elsewi Exhibit 2.) This quantitative  
9 research was followed by qualitative research  
10 consisting of focus group discussions held on  
11 August 27 and 28, 1989.

12  
13 Q. Why is this study unique?

14  
15 A. This study is unique among published data on custom  
16 local area signalling services in that attitudes  
17 toward the concept of the features and of privacy  
18 were benchmarked and may be compared to determine  
19 the impact of the use of the services upon consumer  
20 attitudes.

21  
22 Q. Please describe the manner in which the actual  
23 trial was conducted.

24  
25



1 A. One thousand participants were recruited utilizing  
2 a randomly generated listing of all Elizabethtown  
3 residents included in the master billing file.  
4 Respondents were solicited by telephone and random-  
5 ly placed in one of four test cells. The free  
6 trial began on July 1, 1990.

7  
8 Q. What services were included in the trial?

9  
10 A. New SmartCall features offered in the trial  
11 included Automatic Busy Redial, Automatic Call  
12 Return, Call Tracing Service, Call Block, VIP  
13 Alert, Special Call Forwarding, Special Call Accep-  
14 tance and Calling Number Identification. Existing  
15 SmartCall services, i.e., Call Forwarding, Call  
16 Waiting, Speed Calling, 3-Way Calling and Cancel  
17 Call Waiting were also made available to trial  
18 participants.

19  
20 Q. Please describe the composition of the test cells.

21  
22 A. The four cells, each containing approximately 250  
23 respondents, fell into the following categories:

24 Test Cell I - Service only (12 SmartCall  
25 Features).

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Test Cell II - Service and SmartCall Phone.  
(The SmartCall phone activates  
11 of the SmartCall features.)

Test Cell III - Service, SmartCall Phone and  
Calling Number Identification  
service.

Test Cell IV - Service and Calling Number  
Identification service.

Q. Was your research study designed to elicit informa-  
tion about consumer attitudes regarding privacy  
issues as they have come to be associated with  
number forwarding?

A. Yes. Both the pre-trial and follow-up surveys  
employed a series of questions designed to deter-  
mine both latent and explicit attitudes toward  
privacy issues associated with number forwarding.  
Each of the available services was described, after  
which respondents were asked: "Overall, what  
advantages, if any, do you see in these new  
services?" The next question asked: "What  
disadvantages do you see in these services?" Only

1 one percent of the respondents in the 1989 pre-  
2 trial interviews spontaneously mentioned loss or  
3 invasion of privacy. No respondents in the follow-  
4 up survey spontaneously expressed a privacy  
5 concern.

6  
7 As a further attempt to capture latent feelings  
8 about number forwarding, respondents were asked:

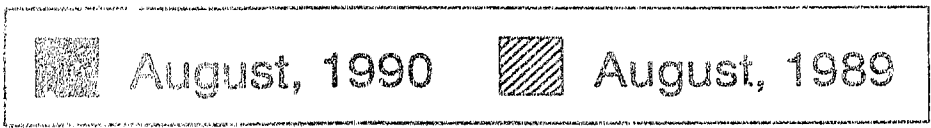
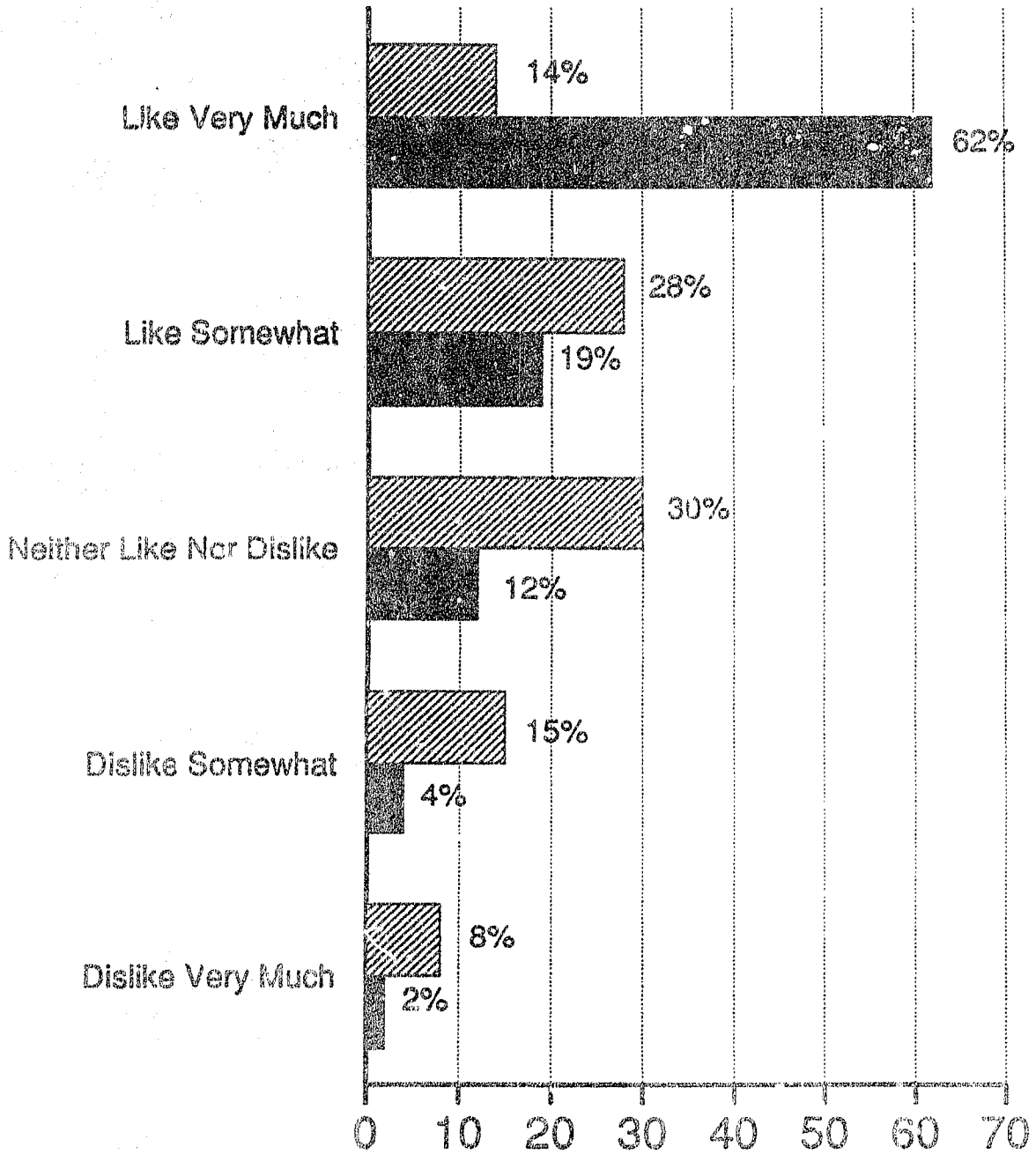
9  
10 "In order for some of these new  
11 services to work, the person who is  
12 receiving a call will know the phone  
13 number of the party who is calling  
14 them. Which of the following state-  
15 ments best describes your feeling  
16 about the caller's number being made  
17 available to the person who is being  
18 called?"

19  
20 The responses are displayed in the following  
21 chart.

# Feeling About Number Forward

Q.37c-3 (1990)

Q.46c-3 (1989)



1 As can be seen, a dramatic shift occurred in  
2 attitudes toward number forwarding following  
3 exposure to this technology. The bulk of the  
4 answers in 1989 fell into the "neither like or  
5 dislike" (30%) and "like somewhat" (28%) cate-  
6 gories. However, after using the services, the  
7 majority of responses fell into the "like very  
8 much" category (62%).

9  
10 Likewise, dislike of number forwarding diminished  
11 from 23% of respondents to 6% after experience with  
12 the system. The minority of respondents who  
13 answered "dislike the idea" were then asked the  
14 open-ended question: "And why do you dislike this  
15 idea?" In 1989, the primary reason given was  
16 "don't want people knowing my number" (10% of  
17 sample), followed by "of no use to me" (4%) and  
18 "intrudes on privacy" (4%).

19  
20 In 1990, just under 2% mentioned invasion of pri-  
21 vacy, with the same proportion stating: "I don't  
22 want my phone number given out."  
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Respondents were then presented explicitly with the privacy issue in the following manner:

"There is some disagreement over how these new services might affect one's privacy."

(a) Those who feel these services protect one's privacy say:

- The person being called has a right to know who is calling into their home.

- Also, they say that these services discourage obscene and prank telephone calls by allowing one to return, block, or even trace these calls.

(b) On the other hand, those who believe the services might be a violation of one's privacy say:

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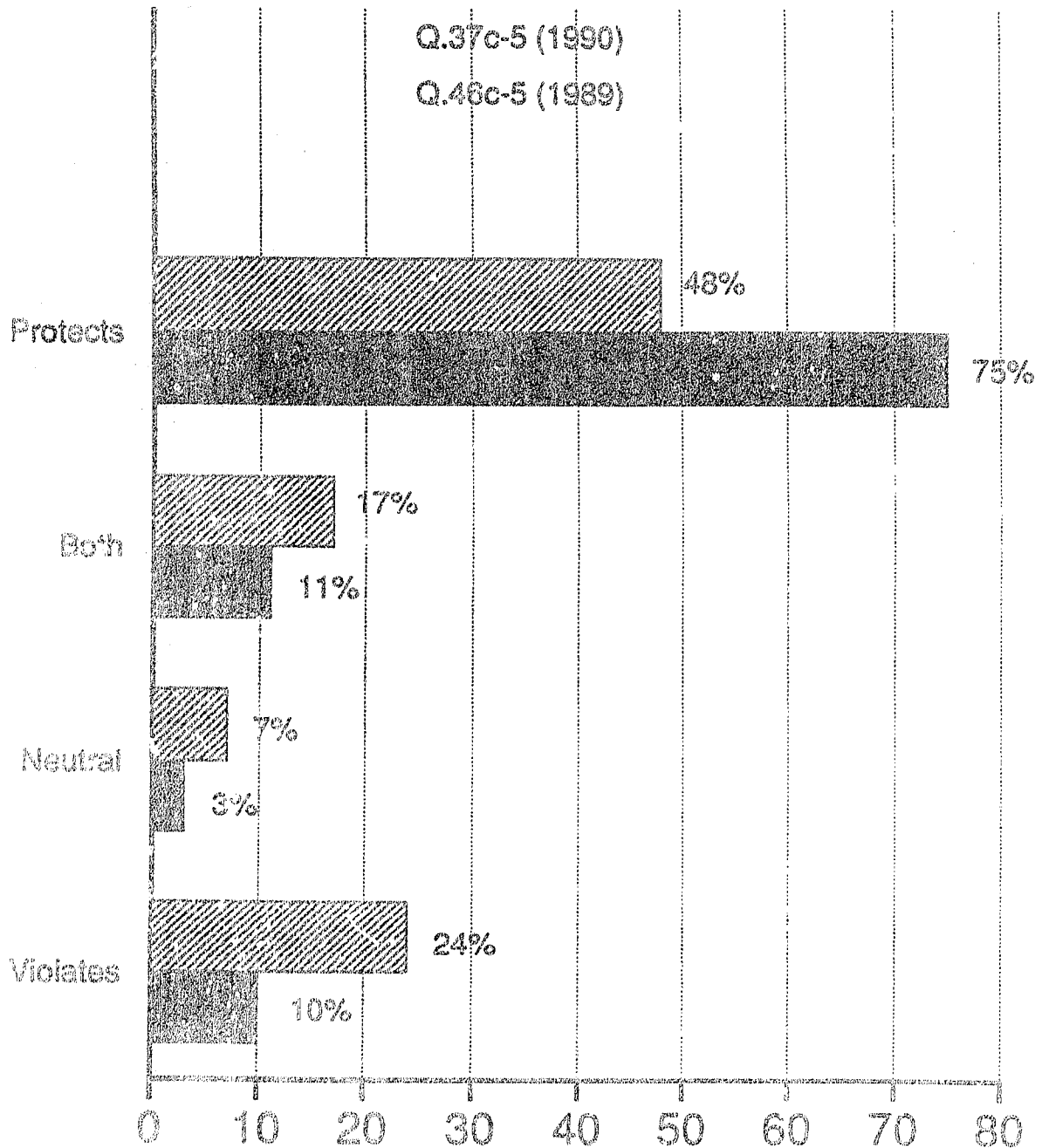
- These services might discourage calls from people who want to protect their identities, such as hot line users, police tipsters, or those who have unlisted telephone numbers.

- Also, they say that businesses could record customers' numbers, and could use them for sales calls, or sell lists of those telephone numbers to other sales people.

Now having heard both of these points of view, do you feel these new services protect one's privacy or violate one's privacy?

Both the arguments (a) and (b) and the answer sequence were rotated to avoid order bias. Results are presented in the following chart.

# Calling Number Forward Protects/Violates Privacy



■ August, 1990    ▨ August, 1989



1           These results show a dramatic shift in public  
2           opinion following use of CNID. Although nearly  
3           half of the respondents in the pre-trial survey  
4           felt the number forwarding protected privacy, this  
5           belief rises to three-quarters of respondents after  
6           exposure to the service. Likewise, there is an  
7           even more precipitous decrease among those who feel  
8           number forwarding is a violation of privacy.  
9           Nearly one in four agreed with the argument that  
10          this feature violates privacy in the 1989 concept  
11          test. However, after use of the SmartCall service,  
12          only one in ten agreed with the argument that  
13          number forwarding is a violation of privacy.

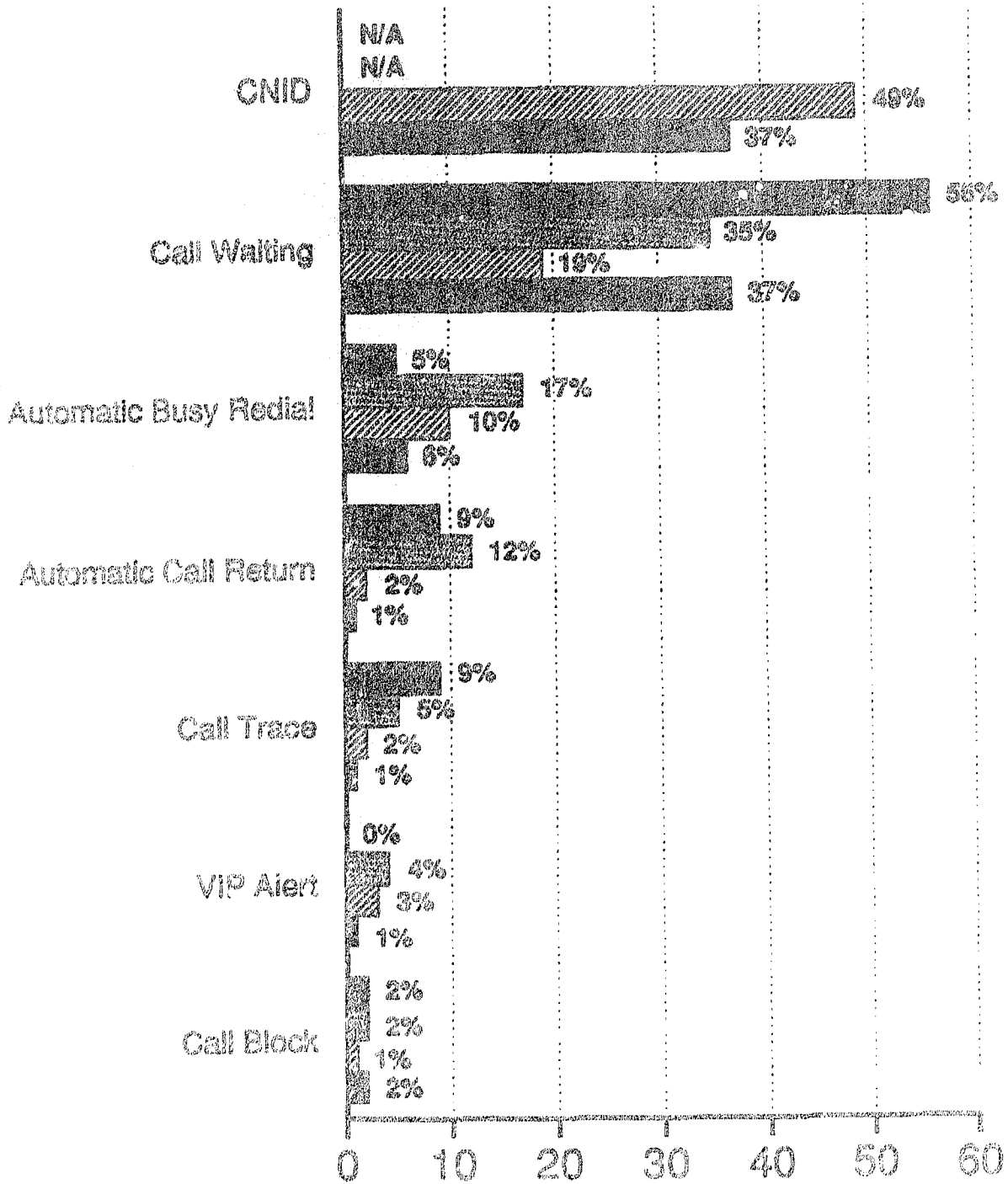
14  
15   Q.    According to survey results, which of the new  
16          services included in the trial was most popular  
17          with subscribers?

18  
19   A.    Calling Number Identification was overwhelmingly  
20          the most popular feature among those who had it.  
21          In addition, CNID was the most frequently used  
22          feature and the most likely to be subscribed to.  
23          These findings are detailed in the following  
24          charts.

25

# FAVORITE FEATURE BY TEST CELL

Q.30b - First Mention



Note: Special Call Forward and Special Call Acceptance - Less than 1%.



## SMARTCALL FEATUPES

### Mean Usage Per Week

Caller Identification	23
Call Waiting	10.4
Speed Calling	4.1
Automatic Busy Redial	3.5
Automatic Call Return	2.4
3-Way Calling	.9
Call Forwarding	.6
Special Call Acceptance	.4
Cancel Call Waiting	.4
Special Call Forwarding	.2

\*Call Trace      11% used

Call Block      17% programmed for use

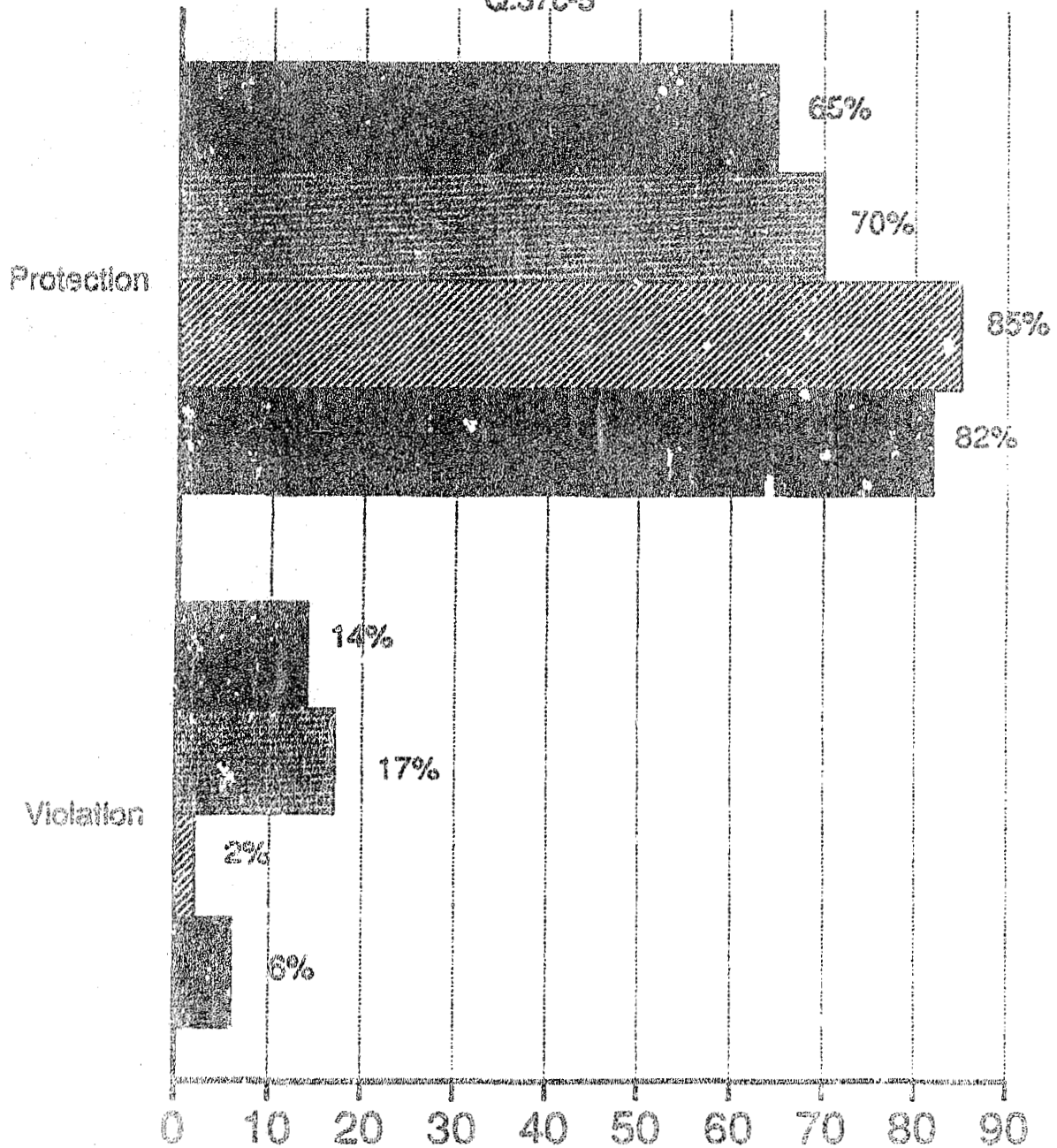
VIP Alert      21% programmed for use

1 Q. Please elaborate upon the focus groups you  
2 mentioned earlier.  
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4 A. The focus groups were discussions conducted in  
5 accordance with a printed guide. (The guide is  
6 attached as Elseewi Exhibit 3.) The group discus-  
7 sions supplemented the earlier interviews in that  
8 they allowed exploration of consumer reactions to  
9 the SmartCall features in a deeper, though less  
10 easily quantifiable, way. There were four focus  
11 groups, one for each of the test cells described  
12 earlier. Group members were recruited from the  
13 trial participants who had not been interviewed in  
14 the quantitative survey. The discussions were  
15 conducted on August 27 and 28, 1990, by an indepen-  
16 dent moderator contracted by GTE.  
17  
18 Q. Were the results of the quantitative research  
19 reflected in the focus groups?  
20  
21 A. Yes. Qualitative research reinforced the quantita-  
22 tive research findings. There was little sponta-  
23 neous discussion of the privacy issue. The focus  
24 guide raised this concern in a like manner to the  
25 survey research. (See guide, Exhibit 3 at 6.)

1 Most individuals had not considered privacy to be  
2 an issue to that point. Moreover, the majority  
3 would not mind their own number being forwarded,  
4 despite their understanding that some persons might  
5 have privacy concerns. (The privacy section of the  
6 focus group report, prepared by an independent  
7 contractor, is attached to this testimony as  
8 Elseewi Exhibit 4.)  
9  
10 Q. Were those who had tested the CNID service more or  
11 less likely to believe that calling number identi-  
12 fication protects privacy than those who had not  
13 been included in the CNID trial group?  
14  
15 A. Yes, those with CNID display units were signifi-  
16 cantly more likely to believe that the new services  
17 protect privacy. Eighty-two percent of those with  
18 CNID believed that the new services protect privacy  
19 compared to 68% of those who did not have CNID.  
20 The following chart presents a breakdown of privacy  
21 views by test cell.  
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# Protection Or Violation Of Privacy By Test Cell

Q.37c-5

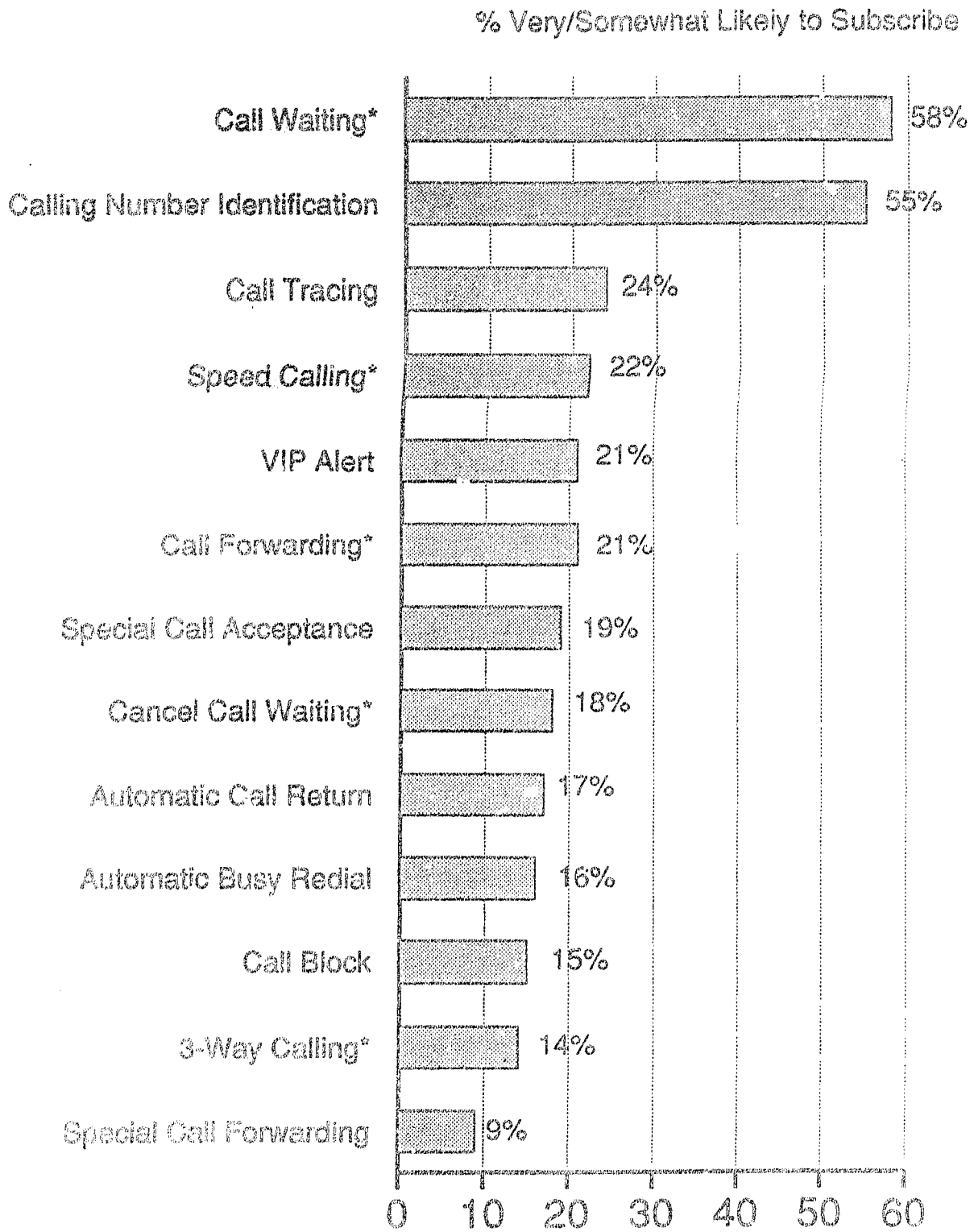


1 Q. What percentage of CNID trial participants  
2 described themselves as being likely to continue to  
3 subscribe to CNID if it is priced at \$7.00 per  
4 month?

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6 A. As the following chart shows, fifty-five percent of  
7 respondents who had CNID said they were very or  
8 somewhat likely to subscribe at the conclusion of  
9 the trial.

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# Smart Call Features Subscription Intent



\*Base did not subscribe before trial



1 Q. What do you believe are the most pertinent conclu-  
2 sions to be drawn from your results?  
3  
4 A. The most salient conclusion to emerge is that  
5 consumers want Calling Number Identification  
6 service. The public itself should be considered to  
7 be the best indicator of the public interest. The  
8 majority of users believe that CNID protects their  
9 privacy, citing the "peace of mind" they feel with  
10 the service. Even when consumers are made aware of  
11 potential privacy impacts, they remain enthusiastic  
12 about the service, believing that the positive  
13 aspects outweigh the negative.  
14  
15 My research shows that Calling Number Identifica-  
16 tion is a service that consumers desire to an  
17 extent equal to that of Call Waiting, the other  
18 highly popular SmartCall feature. The two are  
19 parallel in another sense. Those who have Call  
20 Waiting are aware of the potential irritation of  
21 the service. However, they choose to subscribe  
22 because Call Waiting allows them to more effec-  
23 tively control and manage their calls. CNID,  
24 despite some potential irritation, fulfills this  
25 same important function.

1 Q. Does this conclude your testimony?  
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3 A. Yes, it does.  
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Docket No. 891194-TL  
Elseewi Exhibit No. 1  
Pages: 15

EXHIBIT NO. \_\_\_\_\_

Travis Research Associates, Inc.  
Project No. 89-044-4  
August, 1989

I.D. # \_\_\_\_\_  
1 - 3  
Start Time: \_\_\_\_\_  
Finish Time: \_\_\_\_\_  
Total Length: \_\_\_\_\_ minutes  
5 6 7

Region:	Kentucky:	Region:	Indiana:	Version	9	-1
	Elizabethtown		Lafayette			-2
	Lexington		Logansport			

### CLASS PRE-TEST STUDY

(PRINT NEATLY & ACCURATELY)

(10 - 12)

Name: \_\_\_\_\_

Address \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (H): ( ) \_\_\_\_\_ (13 - 22)

(W) ( ) \_\_\_\_\_

Interviewer: \_\_\_\_\_ Date: \_\_\_\_\_

### INTRODUCTION

Hello, this is \_\_\_\_\_ with Survey U.S.A. calling. We are doing a study regarding telephone services, and I would like to speak with the (male/female) head of household responsible for decisions regarding your telephones. I am not selling anything and this will only take a few minutes of their time. Who would this person in your household be? \_\_\_\_\_

### REINTRODUCE, IF NECESSARY

1. We are conducting a study regarding different kinds of telephone services, and I understand you are responsible for decisions regarding your telephones. Is this correct?

Yes (CONTINUE)  No (ASK FOR REFERRAL AND REPEAT Q.1)

2a. Would you tell me who provides your local telephone service? (DO NOT READ)

- 23 -1  Bell South
- 2  Ameritech
- 3  GTE
- 4  AT&T
- 5  Other/DK (IF OTHER, SPECIFY: \_\_\_\_\_)

2. First, to be sure we include a proportional number of people in each age group, will you please tell me into which of the following age groups you fall? (READ)

- 24 -1  Under 18 (TERMINATE)
- 2  18 - 24
- 3  25 - 34
- (WATCH QUOTAS)
- 4  35 - 44
- 5  45 - 54
- 6  55 and over

3. And does the female head of your household work outside the home (READ)...

- 25 -1  Full-time
- 2  Part-time, 20 hours per week or more
- 3  Part-time, less than 20 hours per week
- 4  Does not work (DO NOT READ)
- 5  No female head of household (DO NOT READ)

4. (DO NOT READ) Sex

- 26 -1  Male
- 2  Female (WATCH QUOTAS)
- 3  Not sure

THE NEXT FEW QUESTIONS ARE ABOUT TELEPHONES...

5. How many telephones does your household have? 27. \_\_\_\_\_  
(IF ONLY ONE TELEPHONE, ASK Q.6, OTHERWISE SKIP TO Q.7)

6. Is your telephone a rotary dial phone or a touch tone push button type phone?

- |    |    |                          |             |   |               |
|----|----|--------------------------|-------------|---|---------------|
| 28 | -1 | <input type="checkbox"/> | Rotary dial | } | (SKIP TO Q.8) |
|    | -2 | <input type="checkbox"/> | Touch tone  |   |               |

7. Are your telephones all rotary dial phones or push button phones, or do you have both?

- |    |    |                          |                  |   |
|----|----|--------------------------|------------------|---|
| 29 | -1 | <input type="checkbox"/> | Rotary dial only | (NOTE: IF RESPONDENT IS UNSURE<br>OF MEANING OF ROTARY, TELL THEM<br>IT IS A PHONE WITH A ROUND<br>DIAL ON IT.) |
|    | -2 | <input type="checkbox"/> | Push button only |   |
|    | -3 | <input type="checkbox"/> | Mixed            |   |

8. Do you own or do you rent the phone(s) in your household? (DO NOT READ)

- |    |    |                          |                        |   |
|----|----|--------------------------|------------------------|---|
| 30 | -1 | <input type="checkbox"/> | Own all                | (NOTE: IF RESPONDENT IS UNSURE<br>OF MEANING OF ROTARY, TELL THEM<br>IT IS A PHONE WITH A ROUND<br>DIAL ON IT.) |
|    | -2 | <input type="checkbox"/> | Own some and rent some |   |
|    | -3 | <input type="checkbox"/> | Rent all               |   |
|    | -9 | <input type="checkbox"/> | Don't know             |   |

9. (QUESTION DELIBERATELY OMITTED)

10. Is your (primary) telephone number listed or do you pay extra to have it unlisted? (DO NOT READ)

- 31 -1  Listed
- 2  Unlisted
- 9  Don't Know

Does your (primary) phone have a Last Number Redial feature which automatically redials the last number you called by just pressing one or two buttons?

- 12 -1  Yes (ASK Q.11a)
- 2  No (SKIP TO Q.12)

11a. About how often would you say you use the Last Number Redial feature? Would you say... (READ LIST)

- 13 -1  Frequently
- 2  Occasionally
- 3  Rarely, or
- 4  Never
- 9  (DO NOT READ) Don't Know

How likely are you to purchase a telephone within the next six months? Would you say... (READ LIST)

- 14 -1  Definitely
- 2  Probably
- 3  Might or might not
- 4  Probably won't, or
- 5  Definitely won't
- 9  DK/NA

How likely would you be to rent a phone within the next 6 months? Would you say... (READ LIST)

- 15 -1  Definitely
- 2  Probably
- 3  Might or might not
- 4  Probably won't, or
- 5  Definitely won't
- 9  DK/NA

Now, just a few questions about telephone companies...

14. When you think of companies that provide telephone services, what is the first company that comes to mind? (DO NOT READ LIST. ONE ANSWER ONLY.)

- 36 -1  GTE
- 2  Bell South
- 3  Ameritech
- 4  AT & T
- 5  Sprint
- 6  MCI
- 7  Other (Specify: \_\_\_\_\_)
- 8  DK/NA

15. And, which companies that provide telephone services have you seen or heard advertising for in the past three months? (DO NOT READ LIST. MULTIPLE ANSWERS O.K.)

- 37 -1  GTE
- 2  Bell South
- 3  Ameritech
- 4  AT & T
- 5  Sprint
- 6  MCI
- 7  Other (Specify: \_\_\_\_\_)
- 8  DK/NA

16. Do you recall seeing advertising for GTE on television in the last three months?

- 38 -1  Yes (ASK Q.16a)
- 2  No (SKIP TO Q.17)

16a. What was the advertising about? (PROBE:) Anything else? (DO NOT READ. CHECK ALL THAT APPLY.)

- 39 -1  Quality of Equipment/Services
- 2  Custom Calling Features (e.g., Call Forwarding, Call Waiting, Speed Calling, Three-Way Calling)
- 3  CLASS
- 4  Advertising Long Distance Service
- 5  Advertising Other Equipment/Service Available
- 6  Advertising Prices
- 7  Advertising the Yellow Pages
- 8  Projecting Positive Image
- 9  Recall Specifics of Ad Execution (characters, phrases, etc.)
- 0  Other Miscellaneous Comments
- x  Don't Know/No Answer

17. Do you recall hearing advertising for GTE on the radio in the last three months?

- 0 -1  Yes (ASK Q.17a) -2  No (SKIP TO Q.18)

17a. What was the advertising about? (PROBE:) Anything else? (DO NOT READ. CHECK ALL THAT APPLY.)

- 41 -1  Quality of Equipment/Services
- 2  Custom Calling Features (e.g., Call Forwarding, Call Waiting, Speed Calling, Three-Way Calling)
- 3  CLASS
- 4  Advertising Long Distance Service
- 5  Advertising Other Equipment/Service Available
- 6  Advertising Prices
- 7  Advertising the Yellow Pages
- 8  Projecting Positive Image
- 9  Recall Specifics of Ad Execution (characters, phrases, etc.)
- 0  Other Miscellaneous Comments
- x  Don't Know/No Answer

8. Do you recall seeing advertising for GTE in a newspaper or magazine in the last three months?

- 42 -1  Yes (ASK Q.18a) -2  No (SKIP TO Q.19)

18a. What was the advertising about? (PROBE:) Anything else? (DO NOT READ. CHECK ALL THAT APPLY.)

- 43 -1  Quality of Equipment/Services
- 2  Custom Calling Features (e.g., Call Forwarding, Call Waiting, Speed Calling, Three-Way Calling)
- 3  CLASS
- 4  Advertising Long Distance Service
- 5  Advertising Other Equipment/Service Available
- 6  Advertising Prices
- 7  Advertising the Yellow Pages
- 8  Projecting Positive Image
- 9  Recall Specifics of Ad Execution (characters, phrases, etc.)
- 0  Other Miscellaneous Comments
- x  Don't Know/No Answer

9. Do you recall receiving any advertising material along with your phone bill in the last three months?

- 44 -1  Yes (ASK Q.19a) -2  No (SKIP TO Q.20)

19a. What was the advertising about? (PROBE:) Anything else? (DO NOT READ. CHECK ALL THAT APPLY.)

- 45 -1  Quality of Equipment/Services
- 2  Custom Calling Features (e.g., Call Forwarding, Call Waiting, Speed Calling, Three-Way Calling)
- 3  CLASS
- 4  Advertising Long Distance Service
- 5  Advertising Other Equipment/Service Available
- 6  Advertising Prices
- 7  Advertising the Yellow Pages
- 8  Projecting Positive Image
- 9  Recall Specifics of Ad Execution (characters, phrases, etc.)
- 0  Other Miscellaneous Comments
- x  Don't Know/No Answer



Now, I'd like to ask you about various types of phone services.

20. Which of the following phone services have you heard of? (READ LIST ROTATING STARTING POINT. CHECK ALL THAT APPLY)

- 46 -1  Call Forwarding
  - 2  Call Waiting
  - 3  Speed Calling
  - 4  Three-Way Calling
- > (IF NONE OF THESE 4, SKIP TO Q.28)
- 9  (DO NOT READ) None (SKIP TO Q.28)

21. How did you hear about this/these service(s)? (DO NOT READ; IF RESPONDENT SAYS THEY CURRENTLY HAVE SERVICE(S), ASK HOW THEY FIRST HEARD; PROBE:) How else did you hear about it/them? (CHECK ALL THAT APPLY.)

- 47 -1  TV
- 2  Radio
- 3  Magazine Ad
- 4  Bill Insert
- 5  Friends, Relatives, Word of Mouth
- 6  From telephone company when I was ordering service
- 7  From telephone company (other)
- 9  Don't Know

22. Which of these services are available in your area? (READ JUST THOSE HEARD OF IN Q.20; CHECK ALL THAT APPLY; RECORD BELOW)

- 48 -1  Call Forwarding
- 2  Call Waiting
- 3  Speed Calling
- 4  Three-Way Calling
- 9  (DO NOT READ) None (SKIP TO Q.24)

23. Do you currently have ( )? (READ LIST; ASK ONLY FOR THOSE SERVICES AVAILABLE IN AREA FROM Q.21; IF NONE, SKIP TO INSTRUCTION BEFORE Q.24. CHECK ALL THAT APPLY.)

- 49 -1  Call Forwarding
- 2  Call Waiting
- 3  Speed Calling
- 4  Three-Way Calling
- 5  (DO NOT READ) None

(IF RESPONDENT CURRENTLY DOES NOT HAVE ANY OF THE CUSTOM CALLING FEATURES IN Q.23, ASK Q.24; OTHERWISE SKIP TO INSTRUCTION BEFORE Q.27)

24. Have you ever subscribed to any of these calling features, either Call Forwarding, Call Waiting, 3-Way Calling, or Speed Calling?

- 55 -1  Yes (ASK Q.25)
- 2  No (SKIP TO Q.27)

25. Which did you have? (DO NOT READ. CHECK ALL THAT APPLY.)

- 56 -1  Call Forwarding
- 2  Call Waiting
- 3  3-Way Calling
- 4  Speed Calling

26. Why do you no longer have them? (DO NOT READ. CHECK ALL THAT APPLY.)

- 57 -1  Did not use
- 2  Too expensive
- 3  Annoying
- 4  Moved
- 5  Other (Specify: \_\_\_\_\_)
- 9  Don't Know

(IF RESPONDENT HAS ALL 4 SERVICES IN Q.23, SKIP TO Q.29, OTHERWISE ASK Q.27)

27. Now, thinking about the services you might like to have, would you like to have...? (READ JUST THOSE SERVICES RESPONDENT DOES NOT HAVE IN Q.23. CHECK ALL THAT APPLY.)

- 58 -1  Call Forwarding
- 2  Call Waiting
- 3  Speed Calling
- 4  Three-Way Calling
- 9  None

28. If you were interested in getting one or more of these phone services we just discussed, how would you go about getting them? (DO NOT READ; PROBE:) Any other ways? (CHECK ALL THAT APPLY.)

- 59 -1  Call local phone service office
- 2  Visit local customer service center
- 3  Visit a GTE Phone Mart
- 4  Mail order
- 5  Call 800 number
- 6  Other
- 9  (DO NOT READ) Don't know

29. (ASK ONLY IF "GTE", "BELL SOUTH", OR "AMERITECH" IN Q.1a: OTHERWISE SKIP TO Q.31) You said your local telephone service is provided by (GTE/Bell South/Ameritech). How would you rate your overall telephone service from (GTE/Bell South/Ameritech)? Would you say it is... (READ)

- 60 -1  Excellent
- 2  Good
- 3  Fair
- 4  Poor, or
- 5  Very Poor
- 9  (DO NOT READ) Don't Know

30. Have you ever had service from some other telephone company?

- 61 -1  Yes
- 2  No
- 9  DK/NA

31. If you could choose any phone company to provide your local... not long distance... telephone service, who would you choose? (DO NOT READ. ONE ANSWER ONLY.)

- 62 -1  GTE
- 2  Bell South
- 3  Ameritech
- 4  AT & T
- 5  Sprint
- 6  MCI
- 7  Other
- 9  DK/NA

32. Approximately how many outgoing phone calls are made from your home telephone(s) on an average day? (DO NOT READ)

- 63 -1  1 - 2
- 2  3 - 5
- 3  6 - 10
- 4  11 - 20
- 5  more than 20
- 9  Don't Know

33. And approximately how many incoming calls does your home receive on an average day? (DO NOT READ)

- 64 -1  1 - 2
- 2  3 - 5
- 3  6 - 10
- 4  11 - 20
- 5  more than 20
- 9  Don't Know

34. Do you or does any member of your family use your home phone for making business calls?

- 65 -1  Yes (ASK Q.35)
  - 2  No
  - 9  Don't Know
- (SKIP TO Q.36) >

80 - 1

35. Approximately what percentage of the calls made from your home are business calls?

(5 - 7) \_\_\_\_\_ %      8 - 1  Don't Know

36. Do you have a telephone answering machine in your home?

9    -1     Yes                    (ASK Q.37)

          -2     No                        (SKIP TO Q.38)  
          -9     Don't Know

37. As you know, telephone answering machines can screen calls for you when you are at home. How important to you is this particular feature of an answering machine? Would you say it is... (READ)

- 10    -1     Very important
- 2     Somewhat important
- 3     Neither important nor unimportant
- 4     Not very important, or
- 5     Not important at all
- 9     (DO NOT READ) Don't Know

38. Now, I'd like your opinion about some new services that the telephone company is thinking about offering. These services do not require a special phone. Before I describe them to you, can you tell me if you have ever heard of CLASS telephone services?

- 11    -1     Yes
- 2     No

(ROTATE STARTING POINT FOR Q.39 THROUGH Q.46)

39. I'd like you to think of a situation where you have Call Waiting on your phone, which is a beeping sound letting you know that you have another call waiting for you. However, you would only like it to interrupt your conversation if certain specific people were calling.

If this service were reasonably priced, would you... (READ)

- 12    -1     Definitely subscribe to it
- 2     Probably
- 3     Might or might not
- 4     Probably not, or
- 5     Definitely not
- 9     (DO NOT READ) Don't Know

What if there were a service that would let you set your phone to give a different sounding ring when certain people call you, so that you'd know who was calling before you picked up the phone.

If this service were reasonably priced, would you... (READ)

- 13 -1  Definitely subscribe to it
- 2  Probably
- 3  Might or might not
- 4  Probably not, or
- 5  Definitely not
- 9  (DO NOT READ) Don't Know

Now, think of a situation where the phone stopped ringing before you could answer it, or you wanted to know if someone called while you were out. Imagine there were a service that would allow you to hear the number of the last person who called you and then, if you wish, it would automatically call them back for you.

If this service were reasonably priced, would you... (READ)

- 14 -1  Definitely subscribe to it
- 2  Probably
- 3  Might or might not
- 4  Probably not, or
- 5  Definitely not
- 9  (DO NOT READ) Don't Know

Thinking of a situation where you're dialing a number and it's busy, suppose you could push a button on your phone and it would automatically keep trying to call the number. When the number was no longer busy, your phone would ring so you could pick it up and complete the call.

If this service were reasonably priced, would you... (READ)

- 15 -1  Definitely subscribe to it
- 2  Probably
- 3  Might or might not
- 4  Probably not, or
- 5  Definitely not
- 9  (DO NOT READ) Don't Know

Sometimes we receive nuisance calls which we would rather not take. What if there were a service which would let you block such calls from coming through.

If this service were reasonably priced, would you... (READ)

- 16 -1  Definitely subscribe to it
- 2  Probably
- 3  Might or might not
- 4  Probably not, or
- 5  Definitely not
- 9  (DO NOT READ) Don't Know

44. Occasionally people receive obscene phone calls. Suppose you could push a button on your phone which would automatically trace the call.

If this service were reasonably priced, would you... (READ)

- 17 -1  Definitely subscribe to it  
-2  Probably  
-3  Might or might not  
-4  Probably not, or  
-5  Definitely not  
-9  (DO NOT READ) Don't Know

45. Imagine there was a service that let you select the numbers of people from whom you want to receive calls, and block out all others. This service could be turned on and off by you at any time.

If this service were reasonably priced, would you... (READ)

- 18 -1  Definitely subscribe to it  
-2  Probably  
-3  Might or might not  
-4  Probably not, or  
-5  Definitely not  
-9  (DO NOT READ) Don't Know

46. Suppose there were a service that allowed you to forward selected calls to the number where you could be reached when you're away from home.

If this service were reasonably priced, would you... (READ)

- 19 -1  Definitely subscribe to it  
-2  Probably  
-3  Might or might not  
-4  Probably not, or  
-5  Definitely not  
-9  (DO NOT READ) Don't Know

c-1. Overall, what advantages, if any, do you see in these new services? (PROBE:)

\_\_\_\_\_ 60-  
 \_\_\_\_\_ 61-  
 \_\_\_\_\_ 62-  
 \_\_\_\_\_ 63-  
 \_\_\_\_\_ 64-

c-2. And what disadvantages, if any, do you see in these new services? (PROBE:)

\_\_\_\_\_ 65-  
 \_\_\_\_\_ 66-  
 \_\_\_\_\_ 67-  
 \_\_\_\_\_ 68-  
 \_\_\_\_\_ 69-

c-3. In order for some of these new services to work, the person who is receiving a call will know the phone number of the party who is calling them. Which of the following statements best describes your feeling about the caller's number being made available to the person who is being called? (READ LIST)

- |    |    |                          |  |   |                   |
|----|----|--------------------------|--|---|-------------------|
| 70 | -1 | <input type="checkbox"/> | You like this idea very much           | } | (SKIP TO Q.46c-5) |
|    | -2 | <input type="checkbox"/> | You like this idea somewhat            |   |                   |
|    | -3 | <input type="checkbox"/> | You neither like nor dislike this idea |   |                   |
|    | -4 | <input type="checkbox"/> | You dislike this idea somewhat         | } | (ASK Q.46c-4)     |
|    | -5 | <input type="checkbox"/> | You dislike this idea very much        |   |                   |
|    | -9 | <input type="checkbox"/> | DK/NA                                  | → | (SKIP TO Q.46c-5) |

c-4. And why do you dislike this idea? (PROBE:)

\_\_\_\_\_ 71-  
 \_\_\_\_\_ 72-  
 \_\_\_\_\_ 73-  
 \_\_\_\_\_ 74-  
 \_\_\_\_\_ 75-

c-5. There is some disagreement over how these new services might affect one's privacy. Those who feel the services might be a violation of one's privacy say:

- o These services might discourage calls from people who want to protect their identities, such as hot line users, police tipsters, or those who have unlisted telephone number.
- o Also, they say that businesses will record customers' numbers, and could use them for sales calls, or sell lists of these telephone numbers to other sales people.

On the other hand, those who believe the services would protect one's privacy say:

- o The person being called has a right to know who is calling into their home...
- o Also, they say that these services discourage obscene and prank telephone calls by allowing one to return, block, or even trace these calls...

Now, having heard both of these points of view, do you feel these new services would violate one's privacy... or protect one's privacy?

- |    |    |                          |  |
|----|----|--------------------------|--|
| 76 | -1 | <input type="checkbox"/> | Violates privacy   |
|    | -2 | <input type="checkbox"/> | Protects privacy   |
|    | -3 | <input type="checkbox"/> | (DO NOT READ) Respondent agrees with both points of view |
|    | -4 | <input type="checkbox"/> | (DO NOT READ) Neutral                                    |
|    | -9 | <input type="checkbox"/> | (DO NOT READ) DK/NA                                      |

80 - 5

And now just a few final questions for statistical purposes...

47. Which of these best describes your home? Is it... (READ)

- 5 -1  A single family home
- 2  An apartment
- 3  A condominium or town home, or
- 4  A mobile home
- 9  (DO NOT READ) Other

48. Do you rent or own your home?

- 6 -1  Rent
- 2  Own

49. Do you subscribe to cable television?

- 7 -1  Yes
- 2  No

50. Do you have a personal computer... a PC... in your home?

- 8 -1  Yes
- 2  No

51a. How many adults 18 years of age and older, including yourself, reside in your household? \_\_\_\_\_ (9)

51b. And how many children aged 13 to 17 reside in your household? \_\_\_\_\_ (10)

51c. And how many younger children reside in your household? \_\_\_\_\_ (11)

52. Which of the following best describes the last grade of school you had the opportunity to complete? (READ LIST)

- 12 -1  less than high school
- 2  some high school
- 3  high school graduate
- 4  some college
- 5  college graduate
- 6  post-graduate work
- 9  (DO NOT READ) Don't Know/Refused



Please tell me which of the following groups contains your household's total annual income? (READ LIST)

- 13 -1  Under \$20,000
- 2  \$20,000 - \$29,999
- 3  \$30,000 - \$39,999
- 4  \$40,000 - \$49,999
- 5  \$50,000 and over
- 9  (DO NOT READ) Don't Know/Refused

*Thank You Very Much For Your Cooperation!*

RECORD RESPONDENT'S NAME, ADDRESS, AND PHONE NUMBER. ALSO WRITE IN THE TIME ENDED, THE DATE AND YOUR NAME.

Docket No. 891194-TL  
Elseewi Exhibit No. 2  
Pages: 15

EXHIBIT NO. \_\_\_\_\_

Research Associates, Inc.  
Project No. 90-071-3  
August, 1990

I.D. # \_\_\_\_\_

1 - 4

Start Time: \_\_\_\_\_

Finish Time: \_\_\_\_\_

Total Length: \_\_\_\_\_ minutes

5 6 7

### ELIZABETHTOWN FOLLOW-UP QUESTIONNAIRE

#### WRITE NEATLY & ACCURATELY!

(10 - 12)

Name: \_\_\_\_\_

Address \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (H): (\_\_\_\_\_) (13 - 22)

(W): (\_\_\_\_\_) \_\_\_\_\_

Interviewer: \_\_\_\_\_ Date: \_\_\_\_\_

GTE Code: \_\_\_\_\_

- Category of Respondent:
- Category 1, Service Only
  - Category 2, Service and Phone
  - Category 3, Service and Phone and Call Identifier Unit
  - Category 4, Service and Call Identifier Unit

#### INTRODUCTION

So, this is \_\_\_\_\_ calling for GTE. May I speak with the male/female head of household?

#### INTRODUCE IF NECESSARY

We hope you are enjoying your new Smart Call services from GTE. At the time you signed up to take part in the market trial we mentioned that some of the participants would get an opportunity to express their views concerning the new services. You have been selected as one of the test participants whose opinions will help develop these services.

Is now a convenient time to talk?

- Yes
- No ⇒ When would be a more convenient time?

\_\_\_\_\_ am / pm

And, just to confirm our records, did GTE give you either a special telephone or some other equipment to use with your new Smart Call Services?

- Yes ⇒ (ASK Q.1b)
- No ⇒ (SKIP TO Q.1c)

Did you receive a special telephone to use for the Smart Call Services... or a Call Identifier Unit... or did you receive both a special telephone and a Call Identifier Unit?

- Special Telephone
- Call Identifier Box
- Special Telephone and Call Identifier Box

(ASK ONLY IF CATEGORIES DO NOT MATCH) Our records show that when we originally spoke with you, we were going to connect service...

- Category 1: only
- Category 2: and ship a special phone unit to you
- Category 3: and ship a special phone unit and also a display unit to you
- Category 4: and ship a display unit to you

Do you know why my records don't seem to match with what you currently have?

---



---



---

XX-  
 XX-  
 XX-  
 XX-  
 XX-

Revised Respondent Category:

- Category 1: Service Only
- Category 2: Service and Phone
- Category 3: Service, Phone and Call Identifier Unit
- Category 4: Service and Call Identifier Unit

To be sure we include a proportional number of people in each age group, will you please tell me into which of the following age groups you fall? (READ)

- xx -1  Under 18 (TERMINATE)
- 2  18 - 24
- 3  25 - 34
- 4  35 - 49 (WATCH QUOTAS)
- 5  50 - 64
- 6  65 and over

(DO NOT READ) Record sex:

- xx -1  Male
- 2  Female (WATCH QUOTAS)
- 3  Not sure

And do you/does the female head of your household work outside the home (READ)..

- xx -1  Full-time
- 2  Part-time, 20 hours per week or more
- 3  Part-time, less than 20 hours per week
- 4  (DO NOT READ) Does not work
- 5  (DO NOT READ) No female head of household

Before I ask your opinion of your new Smart Call services, I have just a few other questions.

First, (not counting the GTE test telephone that you are using with your new Smart Call services), how many telephones does your household have?

XX \_\_\_\_\_

(IF ONLY ONE TELEPHONE, ASK Q.6, OTHERWISE SKIP TO Q.7)

Is your telephone a rotary dial phone or a touch tone push button type phone?

- |    |    |                          |             |   |               |
|----|----|--------------------------|-------------|---|---------------|
| XX | -1 | <input type="checkbox"/> | Rotary dial | } | (SKIP TO Q.8) |
|    | -2 | <input type="checkbox"/> | Touch tone  |   |               |

Are your telephones all rotary dial phones or push button phones, or do you have both?

- |    |    |                          |                  |  |
|----|----|--------------------------|------------------|--|
| XX | -1 | <input type="checkbox"/> | Rotary dial only | (NOTE: IF RESPONDENT IS UNSURE OF MEANING OF ROTARY, TELL THEM IT IS A PHONE WITH A ROUND DIAL ON IT.) |
|    | -2 | <input type="checkbox"/> | Push button only |  |
|    | -3 | <input type="checkbox"/> | Mixed            |  |

Do you own or do you rent the phone(s) in your household? (DO NOT READ)

- |    |    |                          |                        |
|----|----|--------------------------|------------------------|
| XX | -1 | <input type="checkbox"/> | Own all                |
|    | -2 | <input type="checkbox"/> | Own some and rent some |
|    | -3 | <input type="checkbox"/> | Rent all               |
|    | -9 | <input type="checkbox"/> | Don't know             |

Do you have a telephone answering machine in your home?

- |    |    |                          |     |
|----|----|--------------------------|-----|
| XX | -1 | <input type="checkbox"/> | Yes |
|    | -2 | <input type="checkbox"/> | No  |

Is your telephone number published in the telephone directory or do you pay extra to have it omitted? (DO NOT READ)

- |    |    |                          |            |
|----|----|--------------------------|------------|
| XX | -1 | <input type="checkbox"/> | Listed     |
|    | -2 | <input type="checkbox"/> | Unlisted   |
|    | -9 | <input type="checkbox"/> | Don't Know |

As you know, your local telephone service is provided by GTE. How would you rate your overall telephone service from GTE? Would you say it is... (READ)

- |    |    |                          |                          |
|----|----|--------------------------|--------------------------|
| XX | -1 | <input type="checkbox"/> | Excellent                |
|    | -2 | <input type="checkbox"/> | Good                     |
|    | -3 | <input type="checkbox"/> | Fair                     |
|    | -4 | <input type="checkbox"/> | Poor, or                 |
|    | -5 | <input type="checkbox"/> | Very Poor                |
|    | -9 | <input type="checkbox"/> | (DO NOT READ) Don't Know |

Approximately how many outgoing phone calls are made from your home telephone(s) on an average day? (DO NOT READ)

- xx -1  1 - 2
- 2  3 - 5
- 3  6 - 10
- 4  11 - 20
- 5  more than 20
- 9  Don't Know

And approximately how many incoming calls does your home receive on an average day? (DO NOT READ)

- xx -1  1 - 2
- 2  3 - 5
- 3  6 - 10
- 4  11 - 20
- 5  more than 20
- 9  Don't Know

Do you or does any member of your family use your home phone for making business calls?

- xx -1  Yes
- 2  No
- 9  Don't Know

And approximately how much is your monthly telephone bill including long distance charges? (DO NOT READ. PROBE:) Just make your best guess.

- xx -1  less than \$15.00
- 2  \$15.00 - \$19.99
- 3  \$20.00 - \$29.99
- 4  \$30.00 - \$39.99
- 5  \$40.00 - \$49.99
- 6  \$50.00 - \$59.99
- 7  \$60.00 - \$69.99
- 8  \$70.00 - \$79.00
- 0  \$80.00 - \$89.00
- x  \$90.00 - \$99.00
- y  \$100.00 or more
- 9  DK/NA

E: ROTATE FEATURES IN Q.16 TO Q.25, BUT "CANCEL CALL WAITING" ALWAYS MUST FOLLOW "CALL WAITING", AND "SPECIAL CALL FORWARDING" ALWAYS MUST FOLLOW "CALL FORWARDING."

Now, I'd like to ask you some questions about the new Smart Call services you've been trying out.

16a. First, I'd like to ask you about the service called Automatic Busy Redial... This is the service that automatically redials the last number you called. About how many times per week do you and others in your household use this feature? (IF RESPONDENT HESITATES OR IS UNCERTAIN, PROBE:) Just make your best guess.

\_\_\_\_\_ (number of times per week) => (IF "0" OR "NEVER", SKIP TO Q.16c)

16b. And how would you rate Automatic Busy Redial on ease of use? Would you say it is... (READ LIST)

- xx -1  Very easy to use
- 2  Somewhat easy to use
- 3  Neither easy nor difficult to use
- 4  Somewhat difficult to use, or
- 5  Very difficult to use
- 9  (DO NOT READ) DK/NA

16c. And how likely would you say you are to continue to subscribe to Automatic Busy Redial if it is priced at \$5.00 a month.

- xx -1  Very likely
- 2  Somewhat likely
- 3  Neither likely nor unlikely
- 4  Not very likely, or
- 5  Not at all likely
- 9  (DO NOT READ) DK/NA

Now I'd like to ask you some questions about the Automatic Call Return feature. This is the feature that automatically returns the call to the last person who called you.

17a. About how many times per week do you and others in your household use this feature? (IF RESPONDENT HESITATES OR IS UNCERTAIN, PROBE:) Just make your best guess.

\_\_\_\_\_ (number of times per week) => (IF "0" OR "NEVER", SKIP TO Q.17c)

17b. And how would you rate Automatic Call Return on ease of use? Would you say it is... (READ LIST)

- xx -1  Very easy to use
- 2  Somewhat easy to use
- 3  Neither easy nor difficult to use
- 4  Somewhat difficult to use, or
- 5  Very difficult to use
- 9  (DO NOT READ) DK/NA

17c. And how likely would you say you are to continue to subscribe to Automatic Call Return if it is priced at \$5.00 a month.

- xx -1  Very likely
- 2  Somewhat likely
- 3  Neither likely nor unlikely
- 4  Not very likely, or
- 5  Not at all likely
- 9  (DO NOT READ) DK/NA

Now I'd like to ask you some questions about the Call Tracing Service. This is the feature that allows you to have an incoming call traced and recorded at GTE.

18a-1. Have you or others in your household ever used the Call Tracing Service?

- Yes    =>    (ASK Q.18a-2)
- No     =>    (SKIP TO Q.18c)

18a-2. About how many times has it been used? (IF RESPONDENT HESITATES OR IS UNCERTAIN, PROBE:) Just make your best guess.

\_\_\_\_\_ (IF "0" OR "NEVER", SKIP TO Q.18c)

18b. And how would you rate the Call Tracing Service's ease of use? Would you say it is... (READ LIST)

- xx    -1        Very easy to use
- 2        Somewhat easy to use
- 3        Neither easy nor difficult to use
- 4        Somewhat difficult to use, or
- 5        Very difficult to use
- 9        (DO NOT READ) DK/NA

18c. And how likely would you say you are to continue to subscribe to the Call Tracing Service if it is priced at \$5.00 a month.

- xx    -1        Very likely
- 2        Somewhat likely
- 3        Neither likely nor unlikely
- 4        Not very likely, or
- 5        Not at all likely
- 9        (DO NOT READ) DK/NA

Now I'd like to ask you some questions about the Call Block feature. This is the feature that lets you program your phone to block out calls from selected numbers.

19a. About how many different numbers have you programmed for Call Block since you've had the service? (IF RESPONDENT HESITATES OR IS UNCERTAIN, PROBE:) Just make your best guess.

\_\_\_\_\_ (number of times per week) => (IF "0" OR "NEVER", SKIP TO Q.19c)

19b. And how would you rate Call Block on ease of use? Would you say it is... (READ LIST)

- xx    -1        Very easy to use
- 2        Somewhat easy to use
- 3        Neither easy nor difficult to use
- 4        Somewhat difficult to use, or
- 5        Very difficult to use
- 9        (DO NOT READ) DK/NA

19c. And how likely would you say you are to continue to subscribe to Call Block if it is priced at \$3.00 a month.

- xx    -1        Very likely
- 2        Somewhat likely
- 3        Neither likely nor unlikely
- 4        Not very likely, or
- 5        Not at all likely
- 9        (DO NOT READ) DK/NA



Now I'd like to ask you some questions about the VIP Alert feature. This is a service that allows you to assign a distinctive ring to certain phone numbers so you can recognize incoming priority calls.

20a. About how many numbers do you have set up for VIP Alert? (IF RESPONDENT HESITATES OR IS UNCERTAIN, PROBE:) Just make your best guess.

\_\_\_\_\_ (number of times per week) ⇒ (IF "0" OR "NEVER", SKIP TO Q.20c)

20b. And how would you rate VIP Alert on ease of use? Would you say it is... (READ LIST)

- |    |    |                          |                                   |
|----|----|--------------------------|-----------------------------------|
| xx | -1 | <input type="checkbox"/> | Very easy to use                  |
|    | -2 | <input type="checkbox"/> | Somewhat easy to use              |
|    | -3 | <input type="checkbox"/> | Neither easy nor difficult to use |
|    | -4 | <input type="checkbox"/> | Somewhat difficult to use, or     |
|    | -5 | <input type="checkbox"/> | Very difficult to use             |
|    | -9 | <input type="checkbox"/> | (DO NOT READ) DK/NA               |

20c. And how likely would you say you are to continue to subscribe to the VIP Alert if it is priced at \$3.00 a month.

- |    |    |                          |                             |
|----|----|--------------------------|-----------------------------|
| xx | -1 | <input type="checkbox"/> | Very likely                 |
|    | -2 | <input type="checkbox"/> | Somewhat likely             |
|    | -3 | <input type="checkbox"/> | Neither likely nor unlikely |
|    | -4 | <input type="checkbox"/> | Not very likely, or         |
|    | -5 | <input type="checkbox"/> | Not at all likely           |
|    | -9 | <input type="checkbox"/> | (DO NOT READ) DK/NA         |

Now I'd like to ask you some questions about the Special Call Acceptance feature. This feature lets you accept only calls from certain numbers while having all other calls routed to a recording.

21a. About how many times per week do you and others in your household use this feature? (IF RESPONDENT HESITATES OR IS UNCERTAIN, PROBE:) Just make your best guess.

\_\_\_\_\_ (number of times per week) ⇒ (IF "0" OR "NEVER", SKIP TO Q.21c)

21b. And how would you rate Special Call Acceptance on ease of use? Would you say it is... (READ LIST)

- |    |    |                          |                                   |
|----|----|--------------------------|-----------------------------------|
| xx | -1 | <input type="checkbox"/> | Very easy to use                  |
|    | -2 | <input type="checkbox"/> | Somewhat easy to use              |
|    | -3 | <input type="checkbox"/> | Neither easy nor difficult to use |
|    | -4 | <input type="checkbox"/> | Somewhat difficult to use, or     |
|    | -5 | <input type="checkbox"/> | Very difficult to use             |
|    | -9 | <input type="checkbox"/> | (DO NOT READ) DK/NA               |

21c. And how likely would you say you are to continue to subscribe to the Special Call Acceptance if it is priced at \$2.00 a month.

- |    |    |                          |                             |
|----|----|--------------------------|-----------------------------|
| xx | -1 | <input type="checkbox"/> | Very likely                 |
|    | -2 | <input type="checkbox"/> | Somewhat likely             |
|    | -3 | <input type="checkbox"/> | Neither likely nor unlikely |
|    | -4 | <input type="checkbox"/> | Not very likely, or         |
|    | -5 | <input type="checkbox"/> | Not at all likely           |
|    | -9 | <input type="checkbox"/> | (DO NOT READ) DK/NA         |

SK IF CATEGORY 3 OR 4) Now I'd like to ask you some questions about the Calling Number Identification feature. This is the feature that displays the phone number of the calling party on the Call Identifier Unit.

a. About how many times per week do you and others in your household use this feature to check the number of the caller? (IF RESPONDENT HESITATES OR IS UNCERTAIN, PROBE:) Just make your best guess.

\_\_\_\_\_ (number of times per week) => (IF "0" OR "NEVER", SKIP TO Q.22c)

b. In general, how satisfied are you with the Call Identifier Unit? Would you say you are... (READ LIST)

- xx -1  Very satisfied
- 2  Somewhat satisfied
- 3  Neither satisfied nor dissatisfied
- 4  Somewhat dissatisfied, or
- 5  Very dissatisfied
- 9  (DO NOT READ) DK/NA

STATE Q.22c AND Q.22d

c. And how likely would you say you are to continue to subscribe to Calling Number Identification if it is priced at \$7.00 a month.

- xx -1  Very likely
- 2  Somewhat likely
- 3  Neither likely nor unlikely
- 4  Not very likely, or
- 5  Not at all likely
- 9  (DO NOT READ) DK/NA

d. And would you be more likely to rent the Calling Number Identification unit for \$5.50 per month or to purchase it for \$99.95?

- xx -1  Rent
- 2  Buy
- 3  Equally likely
- 4  DK/NA

Now I'd like to ask you some questions about the Call Waiting feature. When you're talking on the phone, this is the feature that beeps to tell you there's another call.

a. About how many times per week do you and others in your household use this feature? (IF RESPONDENT HESITATES OR IS UNCERTAIN, PROBE:) Just make your best guess.

\_\_\_\_\_ (number of times per week) => (IF "0" OR "NEVER", SKIP TO Q.23c)

b. And how would you rate Call Waiting on ease of use? Would you say it is... (READ LIST)

- xx -1  Very easy to use
- 2  Somewhat easy to use
- 3  Neither easy nor difficult to use
- 4  Somewhat difficult to use, or
- 5  Very difficult to use
- 9  (DO NOT READ) DK/NA

c. Did you subscribe to Call Waiting before the trial?

- xx -1  Yes => (SKIP TO Q.24)      -2  No => (ASK Q.23d)

d. And how likely would you say you are to continue to subscribe to Call Waiting if it is priced at \$3.70 a month?

- xx -1  Very likely
- 2  Somewhat likely
- 3  Neither likely nor unlikely
- 4  Not very likely, or
- 5  Not at all likely
- 9  (DO NOT READ) DK/NA

Now I'd like to ask you some questions about the Speed Calling feature. This is the feature that lets you dial frequently called numbers by pressing just a couple of buttons on your dial pad.

24a. About how many times per week do you and others in your household use this feature? (IF RESPONDENT HESITATES OR IS UNCERTAIN, PROBE:) Just make your best guess.  
\_\_\_\_\_ (number of times per week) => (IF "0" OR "NEVER", SKIP TO Q.24c)

24b. And how would you rate Speed Calling on ease of use? Would you say it is... (READ LIST)

- xx -1  Very easy to use
- 2  Somewhat easy to use
- 3  Neither easy nor difficult to use
- 4  Somewhat difficult to use, or
- 5  Very difficult to use
- 9  (DO NOT READ) DK/NA

24c. Did you subscribe to Speed Calling before the trial?

- xx -1  Yes => (SKIP TO Q.25) -2  No => (ASK Q.24c)

24d. And how likely would you say you are to continue to subscribe to Speed Calling if it is priced at \$2.20 a month.

- xx -1  Very likely
- 2  Somewhat likely
- 3  Neither likely nor unlikely
- 4  Not very likely, or
- 5  Not at all likely
- 9  (DO NOT READ) DK/NA

Now I'd like to ask you some questions about the 3-Way Calling feature. This is the feature that lets you talk to two other people at the same time.

25a. About how many times per week do you and others in your household use this feature? (IF RESPONDENT HESITATES OR IS UNCERTAIN, PROBE:) Just make your best guess.  
\_\_\_\_\_ (number of times per week) => (IF "0" OR "NEVER", SKIP TO Q.25c)

25b. And how would you rate 3-Way Calling on ease of use? Would you say it is... (READ LIST)

- xx -1  Very easy to use
- 2  Somewhat easy to use
- 3  Neither easy nor difficult to use
- 4  Somewhat difficult to use, or
- 5  Very difficult to use
- 9  (DO NOT READ) DK/NA

25c. Did you subscribe to 3-Way Calling before the trial?

- xx -1  Yes => (SKIP TO Q.26) -2  No => (ASK Q.25d)

25d. And how likely would you say you are to continue to subscribe to 3-Way Calling if it is priced at \$3.75 a month.

- xx -1  Very likely
- 2  Somewhat likely
- 3  Neither likely nor unlikely
- 4  Not very likely, or
- 5  Not at all likely
- 9  (DO NOT READ) DK/NA

Now I'd like to ask you some questions about the Cancel Call Waiting feature. When you're on a call and don't want to be interrupted, this feature lets you cancel a call waiting beep.

a. About how many times per week do you and others in your household use this feature? (IF RESPONDENT HESITATES OR IS UNCERTAIN, PROBE:) Just make your best guess.  
\_\_\_\_\_ (number of times per week) => (IF "0" OR "NEVER", SKIP TO Q.26c)

b. And how would you rate Cancel Call Waiting on ease of use? Would you say it is... (READ LIST)

- xx -1  Very easy to use
- 2  Somewhat easy to use
- 3  Neither easy nor difficult to use
- 4  Somewhat difficult to use, or
- 5  Very difficult to use
- 9  (DO NOT READ) DK/NA

c. Did you subscribe to Cancel Call Waiting before the trial?

- xx -1  Yes => (SKIP TO Q.27) -2  No => (ASK Q.26d)

d. And how likely would you say you are to continue to subscribe to Cancel Call Waiting if it is priced at \$1.00 a month.

- xx -1  Very likely
- 2  Somewhat likely
- 3  Neither likely nor unlikely
- 4  Not very likely, or
- 5  Not at all likely
- 9  (DO NOT READ) DK/NA

Now I'd like to ask you some questions about the Call Forwarding feature. This is the feature that lets you forward incoming phone calls to another telephone number.

a. About how many times per week do you and others in your household use this feature? (IF RESPONDENT HESITATES OR IS UNCERTAIN, PROBE:) Just make your best guess.  
\_\_\_\_\_ (number of times per week) => (IF "0" OR "NEVER", SKIP TO Q.27c)

b. And how would you rate Call Forwarding on ease of use? Would you say it is... (READ LIST)

- xx -1  Very easy to use
- 2  Somewhat easy to use
- 3  Neither easy nor difficult to use
- 4  Somewhat difficult to use, or
- 5  Very difficult to use
- 9  (DO NOT READ) DK/NA

c. Did you subscribe to Call Forwarding before the trial?

- xx -1  Yes => (SKIP TO Q.28) -2  No => (ASK Q.27d)

d. And how likely would you say you are to continue to subscribe to Call Forwarding if it is priced at \$2.00 a month.

- xx -1  Very likely
- 2  Somewhat likely
- 3  Neither likely nor unlikely
- 4  Not very likely, or
- 5  Not at all likely
- 9  (DO NOT READ) DK/NA

Now I'd like to ask you some questions about the Special Call Forwarding feature. This is the feature that lets you forward only selected incoming phone calls to another telephone number.

28a. About how many times per week do you and others in your household use this feature? (IF RESPONDENT HESITATES OR IS UNCERTAIN, PROBE:) Just make your best guess.

\_\_\_\_\_ (number of times per week) => (IF "0" OR "NEVER", SKIP TO Q.28c)

28b. And how would you rate Special Call Forwarding on ease of use? Would you say it is... (READ LIST)

- xx -1  Very easy to use
- 2  Somewhat easy to use
- 3  Neither easy nor difficult to use
- 4  Somewhat difficult to use, or
- 5  Very difficult to use
- 9  (DO NOT READ) DK/NA

28c. In order to subscribe to Special Call Forwarding, you must subscribe to regular Call Forwarding. How likely are you to continue to subscribe to Special Call Forwarding if it is priced at \$2.00 a month, in addition to the \$2.00 per month for regular Call Forwarding?

- xx -1  Very likely
- 2  Somewhat likely
- 3  Neither likely nor unlikely
- 4  Not very likely, or
- 5  Not at all likely
- 9  (DO NOT READ) DK/NA

If the Smart Call Features were available in discounted packages, would you be more likely to subscribe to them?

- xx -1  Yes
- 2  No
- 9  (DO NOT READ) DK/NA

As you may recall, four of the Smart Call features, namely Call Block, VIP Alert, Special Call Forwarding and Special Call Acceptance, require you to set up a screening list. Have you or any other household members set up the special list of phone numbers to be used with these services?

- xx -1  Yes => (ASK Q.29b)
- 2  No => (SKIP TO Q.30a-1)

3. Would you say setting up this screening list is: (READ LIST)

- xx -1  Very easy
- 2  Somewhat easy
- 3  Neither easy nor difficult
- 4  Somewhat difficult, or
- 5  Very difficult
- 9  (DO NOT READ) DK/NA

1. (ASK OF CATEGORY 2 OR 3) And now I have a couple of questions about the Smart Call telephone you were given. In general, how satisfied are you with this special telephone? Would you say you are... (READ LIST)

- xx -1  Very satisfied
- 2  Somewhat satisfied
- 3  Neither satisfied nor dissatisfied
- 4  Somewhat dissatisfied, or
- 5  Very dissatisfied
- 9  (DO NOT READ) DK/NA

2. (ASK OF CATEGORY 2 OR 3) How likely are you to continue to rent the Smart Call Telephone if the rental rate is \$6.00 per month. Would you say you are... (READ LIST)

- xx -1  Very likely
- 2  Somewhat likely
- 3  Neither likely nor unlikely
- 4  Not very likely, or
- 5  Not at all likely
- 9  (DO NOT READ) DK/NA

3. Which of the Smart Call features would you say are liked best in your household? (DO NOT READ PROBE:) Any others? (IF APPROPRIATE:) How about second best?

		<u>First</u> <u>Mention</u>	<u>Second</u> <u>Mention</u>	<u>Third</u> <u>Mention</u>	
xx	-1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Automatic Busy Redial
	-2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Automatic Call Return
	-3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Call Tracing
	-4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Call Block
	-5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	VIP Alert
	-6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Call Forwarding
	-7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Special Call Forwarding
	-8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Special Call Acceptance
	-9	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Calling Number Identification
	-0	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Call Waiting
	-x	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Speed Calling
	-y	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3-Way Calling
	-z	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Cancel Call Waiting
	-9	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	DK/NA

(Questions 31 and 32 Deliberately Omitted)

Did you have the opportunity to read the User Guide you received?

- xx -1  Yes => (ASK Q.34)
- 2  No => (SKIP TO Q.35)
- 9  (DO NOT READ) Didn't get one => (SKIP TO Q.35)

And would you say the User Guide is: (READ LIST)

- xx -1  Very clear
- 2  Somewhat clear
- 3  Neither clear nor unclear
- 4  Somewhat unclear, or
- 5  Very unclear
- 9  (DO NOT READ) DK/NA

Now, thinking about the Announcement System, what is your overall opinion of the computer voice in the Announcement System? Would you say it is: (READ LIST)

- xx -1  Very pleasant
- 2  Fairly pleasant
- 3  Neither pleasant nor unpleasant
- 4  Fairly unpleasant, or
- 5  Very unpleasant
- 9  (DO NOT READ) DK/NA

And did you find the wording of the announcements to be: (READ LIST)

- xx -1  Very easy to follow
- 2  Somewhat easy to follow
- 3  Neither easy nor difficult to follow
- 4  Somewhat difficult to follow, or
- 5  Very difficult to follow
- 9  (DO NOT READ) DK/NA

c-1. Overall, what advantages, if any, do you see in Smart Call? (PROBE:)

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---



---

xx-  
xx-  
xx-  
xx-  
xx-

c-2. And what disadvantages, if any, do you see in Smart Call? (PROBE:)

---



---



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xx-  
xx-  
xx-  
xx-  
xx-

c-3. As you know, for some of the new Smart Call services to work, the person being called knows the telephone number of the party calling them. Which of the following statements best describes your feeling about the caller's number being made available to the person who is being called? (READ LIST)

- xx -1  You like this idea very much
  - 2  You like this idea somewhat
  - 3  You neither like nor dislike this idea
  - 4  You dislike this idea somewhat
  - 5  You dislike this idea very much
  - 9  (DO NOT READ) DK/NA
- > (SKIP TO Q.37c-5)
- > (ASK Q.37c-4)
- > (SKIP TO Q.37c-5)

c-4. And why do you dislike this idea? (PROBE:)

---



---



---

XX -  
XX -  
XX -  
XX -  
XX -

c-5. There is some disagreement over how these new services might affect one's privacy. (ROTATE READING OF STATEMENT (A) AND (B) BELOW.)

(A) Those who feel these services protect one's privacy say:

- ❖ The person being called has a right to know who is calling into their home...
- ❖ Also, they say that these services discourage obscene and prank telephone calls by allowing one to return, block, or even trace these calls...

(B) On the other hand, those who believe the services might be a violation of one's privacy say:

- ❖ These services might discourage calls from people who want to protect their identities, such as hot line users, police tipsters, or those who have unlisted telephone numbers.
- ❖ Also, they say that businesses could record customers' numbers, and could use them for sales calls, or sell lists of these telephone numbers to other sales people.

Now, having heard both of these points of view, do you feel these new services (READ ANSWERS ROTATING) protect one's privacy... or violate one's privacy?

- xx -1  Protects one's privacy
- 2  Violates one's privacy
- 3  (DO NOT READ) Respondent agrees with both points of view
- 4  (DO NOT READ) Neutral
- 9  (DO NOT READ) DK/NA



now just a few final questions for statistical purposes...

Which of these best describes your home? Is it... (READ)

- xx -1  A single family home
- 2  An apartment
- 3  A condominium or town home, or
- 4  A mobile home
- 9  (DO NOT READ) Other

Do you rent or own your home?

- xx -1  Rent
- 2  Own

Do you subscribe to cable television?

- xx -1  Yes
- 2  No

Do you have a personal computer... a PC... in your home?

- xx -1  Yes
- 2  No

How many adults 18 years of age and older, including yourself, reside in your household? \_\_\_\_\_ (9)

And how many children aged 13 to 17 reside in your household? \_\_\_\_\_ (10)

And how many younger children reside in your household? \_\_\_\_\_ (11)

Which of the following best describes the last grade of school you had the opportunity to complete? (READ LIST)

- xx -1  less than high school
- 2  some high school
- 3  high school graduate
- 4  some college
- 5  college graduate
- 6  post-graduate work
- 9  (DO NOT READ) Don't Know/Refused

Please stop me when I come to the category that contains your household's total annual income? (READ LIST)

- xx -1  Under \$20,000
- 2  \$20,000 - \$29,999
- 3  \$30,000 - \$39,999
- 4  \$40,000 - \$49,999
- 5  \$50,000 and over
- 9  (DO NOT READ) Don't Know/Refused

*Thank You Very Much For Your Cooperation!*

RECORD RESPONDENT'S NAME, ADDRESS, AND PHONE NUMBER. ALSO WRITE IN THE TIME ENDED, THE DATE AND YOUR NAME.

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Elseewi Exhibit No. 3  
Pages: 6

EXHIBIT NO. \_\_\_\_\_

## ELIZABETHTOWN FREE TRIAL FOLLOW-UP

### FOCUS GROUP DISCUSSION GUIDE

#### INTRODUCTION

- o Name
- o Family composition
- o Length of residence

Purpose: To talk about your experiences with the Smart Call services.

Ground Rules: No right or wrong answers, one person talks at a time, etc.

#### OVERALL REACTIONS TO THE FREE TRIAL EXPERIENCE

- o What are your overall reactions to the free trial of the Smart Call services (and equipment)?
  - What, if anything, did you particularly enjoy about the experience?
  - What, if anything, did you particularly dislike about the experience?

#### FEATURE-BY-FEATURE DISCUSSION

- o What are your overall reactions to this feature?
- o What did you like most about it?
- o What did you like least about it?
- o How easy or difficult did you find it to use?
- o How is it actually used in your household?
  - Who used it?
  - About how often?
  - Under what circumstances?

- o How might you improve this feature?
- o Assuming it were reasonably priced, how many of you are likely to continue to subscribe to it? (SHOW OF HANDS)
  - Why?
  - Why not?

Features

- 1) Automatic Busy Redial
- 2) Automatic Call Return
- 3) Call Tracing Service
- 4) Call Block
- 5) VIP Alert
- 6) Special Call Forwarding
- 7) Special Call Acceptance
- 8) Call Waiting
- 9) Cancel Call Waiting
- 10) Call Forwarding
- 11) Speed Call 8
- 12) 3-Way Call

Groups 2 and 3 - Reactions to the Smart Call Telephone

- o What are your overall reactions to the special Smart Call phone you were given? (PROBE)
- o What, if anything, did you particularly like about it?
- o What, if anything, did you particularly dislike about it?
- o What are your reactions to the physical characteristics of this telephone?
  - its size
  - its shape
  - its design
- o To what extent do you feel the phone makes using the Smart Call features easier to use?
  - Why?
  - Why not?

- o How difficult was it to learn how to use the phone?
  - Why?
- o How many of you received printed instructions describing how to use the phone? (SHOW OF HANDS)
  - (FOR THOSE WHO DID:)
    - What were your overall reactions to this guide?
    - What, if anything, did you particularly like about it?
    - What, if anything, did you particularly dislike about it?
  - (FOR THOSE WHO DID NOT RECEIVE THE GUIDE:)
    - To what extent did you feel the need for a guide?
    - How did you manage to do without a guide?
- o If you were designing a guide for the phone, what information would you include? (PROBE)
- o What other suggestions might you have as to how the special phone itself could be improved?
- o Assuming you could either rent or buy this phone at a cost you would consider acceptable, how many of you would: (SHOW OF HANDS)
  - Rent the phone
  - Buy the phone
- o How many of you would likely rent the phone if it were available for X dollars per month?
- o How many of you would buy the phone if it were available for a one-time charge of X dollars?

For Groups 3 and 4 - Reactions to the CNID

- o What are your overall reactions to the Call Identifier Display Unit? (PROBE)
- o What, if anything, did you like about it?
- o What, if anything, did you dislike about it?
- o What are your reactions to the physical characteristics of the unit?
  - its size
  - its shape
  - its design
- o How many of you actually used the Calling Number Delivery system during the trial period?
  - Who used it in your household?
  - What was it used for?
- o Did you usually recognize the numbers of most incoming calls?
- o How often, if ever, did you decide whether to answer the phone based on the number that was displayed?
- o Under what circumstances did you do this?
- o In general, how easy or difficult did you feel it was to use the system and unit?
  - Why was it easy?
  - Why was it difficult?
- o Assuming it would be available at a cost you would consider acceptable, how many of you feel you would probably subscribe to the Calling Number Delivery system after the free trial is over? (SHOW OF HANDS)
- o (FOR THOSE WHO WOULD NOT:) Why would you be unlikely to subscribe to it?

### Interest in Packages

- o Moderator will distribute descriptive material on the following discounted packages:
  - Smarter Pak
  - Smarter Pak 4400
  - Smarter Pak 4900
- o What are your overall reactions to these packages?
- o For each one:
  - How likely would you be to subscribe to it?
  - Why? Why not?

### IV. THE ANNOUNCEMENT SYSTEM

- o What are your overall reactions to the announcement system?
- o Is there anything you particularly liked about it?
- o Was there anything you particularly disliked about it?
- o How did you feel about the wording of the announcements?
- o What suggestions might you have for improving the announcement system?

### V. USER GUIDE

- o Moderator distributes copies of the user's guide
- o What are your overall reactions to this user's guide?
- o Is there anything you particularly like about it?
- o Is there anything you particularly dislike?
- o Generally speaking, how well does it explain what the Smart Call features do?
- o And how well does it explain how to use the features?
- o What suggestions do you have for improving the user's guide?

## VI. PRIVACY

You may have heard something about these features being controversial. Specifically, argument on one side that the features violate privacy by passing your telephone number when you make a call.

On the other hand, supporters of the services argue that they protect privacy by allowing you to know who is calling into your home before you answer the phone.

- o What are your views on whether the new Smart Call services protect or violate privacy?
- o To what extent do you feel your views on this subject would have been any different had you not participated in the test?
- o **(FOR THOSE CONCERNED ABOUT PRIVACY:)** What are your views on the following potential solutions to the problem...
  - when you don't want to reveal your telephone number when making a call, making that call from a phone booth
  - making that call from your home with operator assistance
  - subscribing to Protected Number Service
  - employing "Per Call Block"

## VII. OVERVIEW

- o What is your favorite feature?
- o What is your least favorite feature?
- o What feature is used most often by your family?
- o In general, how would you improve this service (i.e., what would make you more likely to use features or subscribe to them once the trial is over)?
- o Finally, if you had to describe these new services to someone in just one word, positive or negative, what would that word be?

## VIII. CONCLUSION

- o Thank you
- o Concluding comments



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Elseewi Exhibit No. 4  
Pages: 5

EXHIBIT NO. \_\_\_\_\_

## The Privacy Issue

As previously mentioned, there was very little spontaneous discussion of the privacy issue early in the focus groups. In the CNID group, one respondent commented that he had been aware of controversy surrounding the privacy issue; he then proceeded to state his opinion:

*"I feel, if you call into my home, you are invading my privacy. I have a right to know who you are. I think it is peculiar for someone calling into your home to feel it is an invasion of privacy for you to know who they are."*

A second respondent voiced agreement with this opinion, but the unaided discussion then moved rapidly away from the privacy issue.

In the CNID and Special Telephone group, the privacy issue emerged spontaneously during discussion of the packages. One respondent, a salesman, was commenting how he might be prompted to get a service if he had missed a telephone call which might have resulted in a sale. Perhaps it was this mention of sales which prompted another respondent to observe that, with widespread availability of the CNID and other new services, retail businesses would be routinely provided with his telephone number. Other scenarios of the system in action came to respondents' minds, but again, there was no general consensus emerging at this point on the privacy question.

*"A storm window company, which normally sends a flyer, if you should call to ask them something, then they call you and start bugging you."*

*"Or they start providing the number to other offshoot businesses."*

*"This is something I hadn't really thought of, if I had an unlisted number and I called someone, now they have my number."*

*"Another scenario...let's say Alcoholics Anonymous or a rape crisis center, if they had access, somebody, somehow, some way, it gets out then somebody can try to intimidate you, or alarm you or threaten your family."*

*"There ought to be some feature so you would erase that number if you want to; there isn't as far as I know. I couldn't figure out how to do it."*

Discussion focusing specifically on the privacy issue was initiated in each of the four focus groups after the moderator read the following statement:

*"The argument on one side is that the features violate privacy by passing your telephone number when you make a call. On the other hand, supporters of the services argue that they protect privacy by allowing you to know who is calling into your home before you answer the phone."*

Across the four groups, the reaction of most participants to the above statement was that it is not justifiable for the person initiating the call to consider it an invasion of privacy if the other party subsequently receives their telephone number. Putting themselves in the caller's position, most claim that it would not bother them for the other party to have their number. Besides, they add, in most cases they are calling someone they know already.

*"If I'm calling somebody, why would I want my privacy protected..."*

(Special Telephone group)

*"I'm the one initiating the call, broadcasting my number, I have no problem with that. I don't have a problem with them seeing my phone number and knowing it is me."*

(Special Telephone group)

*"Most people who are calling you take the first step forward by calling out; if its someone you know you probably already have their number anyway."*

(Services Only group)

*"If I call somebody I am invading their privacy; they have a right to know that I am calling them. The Call Identifier is not even controversial. If I'm on the other end, now they have a right to know because I'm invading their privacy..."*

Upon closer reflection, many of these individuals admit that they might feel differently if they had an unlisted number; indeed, a few households were represented in the groups for whom occupation or personal circumstances necessitates the protection of an unlisted number.

*"It wouldn't matter either way to me, but I can see if someone has a private number, they might not want it. It wouldn't bother me but I don't have an unlisted number anyway."*

(Services Only group)

*"Myself it wouldn't bother. But my daughter has an unlisted number; she lost her husband and got calls she wasn't interested in."*

(Services Only group)

*"My Mom is going through a bad divorce. It would be bad if someone got hold of her number. It would defeat the purpose of paying for an unlisted number. She has kind of been harassed and now feels safer with an unlisted number."*

(Services Only group)

*"I wouldn't want my students knowing my number. I call parents in the evening."*

(Teacher in the Special Telephone group)

*"As a teacher, we're supposed to call in child abusers or whatever; but I don't know...would I want to if I knew my number was going in, because they can trace it."*

(Teacher in the CNID and Special Telephone group)

Some respondents note that while one can always place a sensitive telephone call from a pay phone, there should probably be some method of protecting unlisted numbers.

*"If a person is really cautious they will make calls from a pay phone anyway."*

(Services Only group)

*"I would hope it would have the capability of blocking unlisted numbers."*

(Special Telephone group)

After considering the privacy issue at some length, a few participants remained reluctant to state an opinion.

*"There are advantages and disadvantages to everything. I guess you personally would have to weight the advantages and disadvantages yourself."*

(CNID and Special Telephone group)

*"As a former counselor, I would have liked some of these features...you have both sides of it there, and I don't know which is more important."*

(CNID and Special Telephone group)

Only one individual came out squarely on the side of viewing the services as an invasion of privacy.

*"I think it is a total violation of privacy. I hadn't even thought about it until I got here. I don't like it."*

(CNID and Special Telephone group)

Ultimately, however, the greatest number of participants were of the opinion that the advantages of the services outweigh the disadvantages. Among those most vocal in expressing this opinion are those who experience the CNID during the market trial.

*"I think it is protection a lot more than it is invasion."*

(Special Telephone group)

*"It just seems so nice to tell who's calling. I can see, understand, where the other part is, but I guess I lean more toward knowing who is calling me."*

(CNID and Special Telephone group)

*"It does both (protects and invades). I would like to have it; I like knowing who's calling me."*

(CNID and Special Telephone group)

*"I would say that the good outweighs the bad and it would benefit me more than it would hurt me."*

(CNID and Special Telephone group)

*"It's O.K. If the bad begins to outweigh the good, I think the telephone companies and/or state and local governments will change something and make it right."*

(CNID and Special Telephone group)

*"I think that they will definitely improve it. They always do, when things come out."*

(CNID and Special Telephone group)