

DIRECT TESTIMONY OF DR. SUE W. ELSEEWI DOCKET NO. 891194-TL

Q. Please state your name and business address.

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

- Q. By whom are you employed and what is your position?
- A. I am employed by GTE Telephone Operations as Staff
 Administrator in Market Research.
- Q. Briefly state your educational background and business experience.
- A. I graduated from the University of California, Riverside in 1975 with a Bachelor of Arts degree in Sociology and in Political Science, and from the same university in 1976 with a Master of Arts degree in Political Science. I received a doctorate in Political Science in 1980, also from the University of California, Riverside. I taught various courses in Political Science at Chaffey DOCCOMENTERS 2007

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

Q. What are your current responsibilities?

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- I am responsible for planning, designing, administering and analyzing market research, including market trials for SS7 SmartCall(sm) service, as well as other market research in the consumer area.
- Q. What is the purpose of your testimony in this proceeding?
- A. My testimony addresses the matter of whether the public interest will be served in making calling number identification ("CNID") services available to the public. Specifically, it examines consumer attitudes toward these offerings, focusing particularly upon privacy concerns associated with number

relationship between forwarding and the concerns and the perceived desirability of CNID. My findings and conclusions are based upon data obtained through surveys assessing consumer opinion prior to and following a recent trial SmartCall services, including CNID, in Elizabethtown, Kentucky.

Please explain the methodology employed in gathering the data upon which your testimony is based.

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

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

Q. Why is this study unique?

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

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

- A. One thousand participants were recruited utilizing a randomly generated listing of all Elizabethtown residents included in the master billing file.

 Respondents were solicited by telephone and randomly placed in one of four test cells. The free trial began on July 1, 1990.
- Q. What services were included in the trial?

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- SmartCall features offered Α. New in the trial included Automatic Busy Redial, Automatic Call Return, Call Tracing Service, Call Block, Alert, Special Call Forwarding, Special Call Acceptance and Calling Number Identification. Existing SmartCall services, i.e., Call Forwarding, Call Waiting, Speed Calling, 3-Way Calling and Cancel Call Waiting were also made available to trial participants.
- Q. Please describe the composition of the test cells.
- A. The four cells, each containing approximately 250 respondents, fell into the following categories:

 Test Cell I Service only (12 SmartCall

Features).

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 information about consumer attitudes regarding privacy issues as they have come to be associated with number forwarding?
 - employed a series of questions designed to determine 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

one percent of the respondents in the 1989 pretrial interviews spontaneously mentioned loss or invasion of privacy. No respondents in the followup survey spontaneously expressed a privacy concern.

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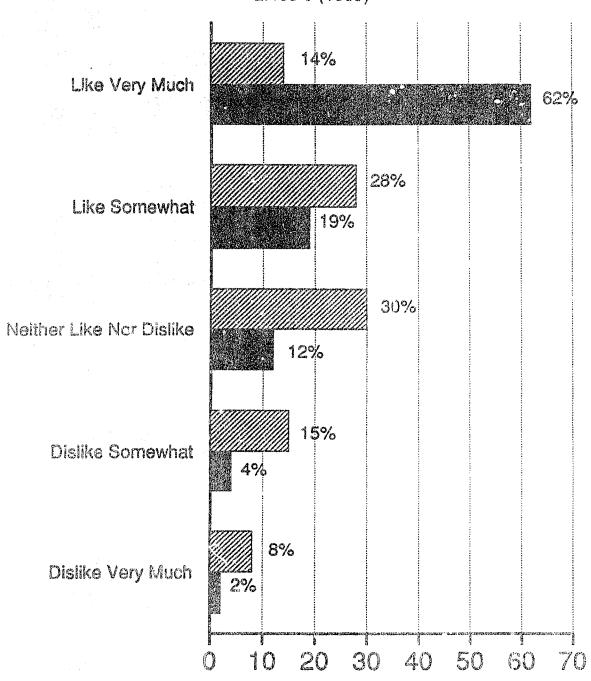
As a further attempt to capture latent feelings about number forwarding, respondents were asked:

"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?"

The responses are displayed in the following chart.

Feeling About Number Forward

Q.37c-3 (1990) Q.46c-3 (1989)





August, 1990 💹 August, 1989

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

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

In 1990, just under 2% mentioned invasion of privacy, with the same proportion stating: "I don't want my phone number given out."

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 <u>violation</u> of one's privacy say:

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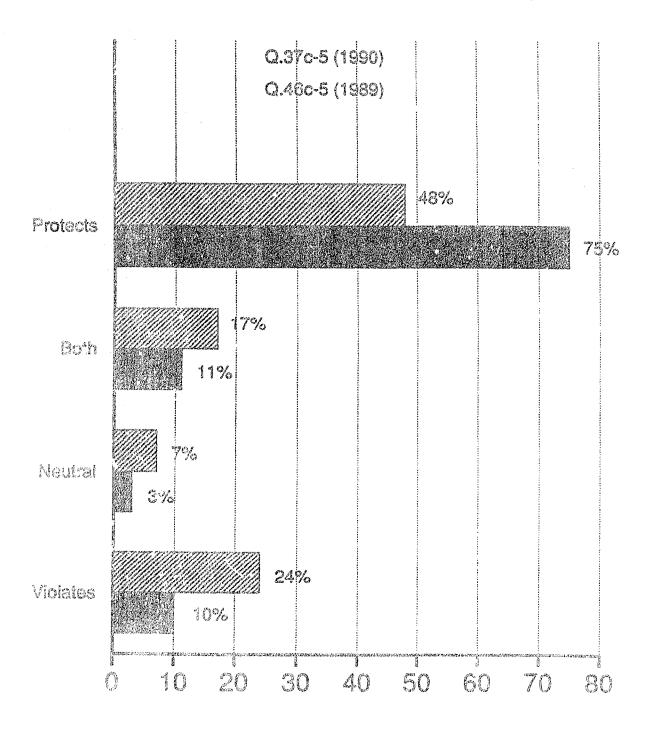
These services might discourage calls from people who want to protect their identities, such as hot line users, police tipsters, or those who have unlisted telephone numbers.

- 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 <u>protect</u> 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



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

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2. According to survey results, which of the new services included in the trial was most popular with subscribers?

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A. Calling Number Identification was overwhelmingly the most popular feature among those who had it.

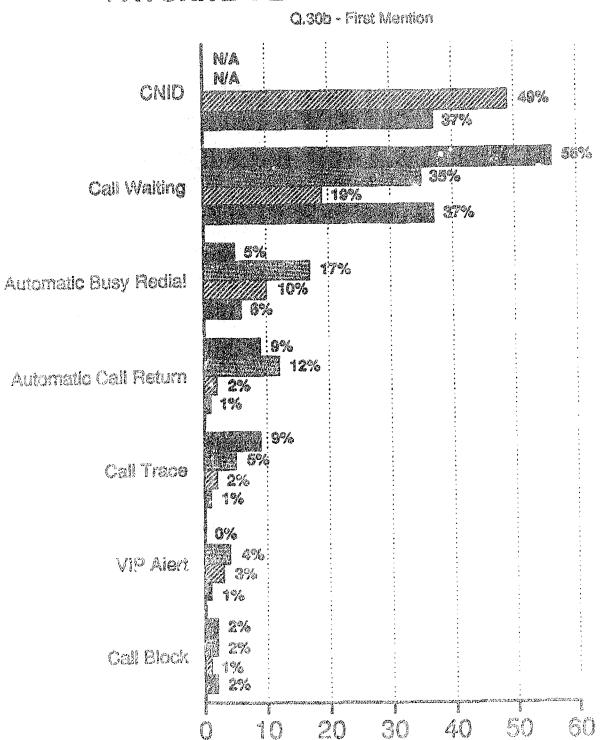
In addition, CNID was the most frequently used feature and the most likely to be subscribed to.

These findings are detailed in the following charts.

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FAVORITE FEATURE BY TEST CELL



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

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SMARTCALL FEATUPES

Mean Usage Per Week

Caller Identification	5.3
Call Waiting	10.4
Speed Calling	4.1
Automatic Busy Redial	3.5
Automatic Call Repura	2.4
3-Way Calling	.9
Call Powerting	
Special Call Acceptance	.4
Cancel Call Waiting	.4
Special Call Forwarding	.2

"Call Trace

11% used

Call Block

17% programmed for use

VIP Alext

21% programmed for use

Q. Please elaborate upon the focus groups you mentioned earlier.

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- A. The focus groups were discussions conducted in accordance with a printed guide. (The guide is attached as Elseewi Exhibit 3.) The group discussions supplemented the earlier interviews in that they allowed exploration of consumer reactions to the SmartCall features in a deeper, though less casily quantifiable, way. There were four focus groups, one for each of the test cells described earlier. Group members were recruited from the trial participants who had not been interviewed in the quantitative survey. The discussions were conducted on August 27 and 28, 1990, by an independent moderator contracted by GTE.
- Q. Were the results of the quantitative research reflected in the focus groups?
- A. Yes. Qualitative research reinforced the quantitative research findings. There was little spontaneous discussion of the privacy issue. The focus guide raised this concern in a like manner to the survey research. (See guide, Exhibit 3 at 6.)

Most individuals had not considered privacy to be an issue to that point. Moreover, the majority would not mind their own number being forwarded, despite their understanding that some persons might have privacy concerns. (The privacy section of the focus group report, prepared by an independent contractor, is attached to this testimony as Elseewi Exhibit 4.)

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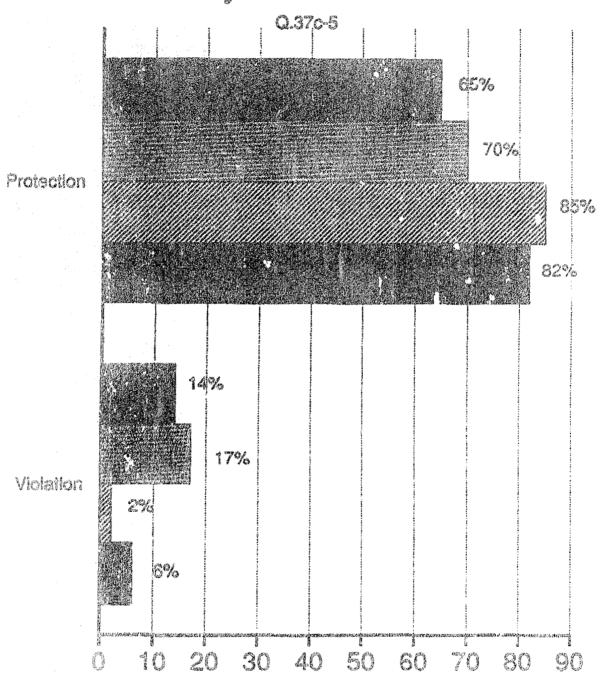
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- Were those who had tested the CNID service more or less likely to believe that calling number identification protects privacy than those who had not been included in the CNID trial group?
- A. Yes, those with CNID display units were significantly more likely to believe that the new services protect privacy. Eighty-two percent of those with CNID believed that the new services protect privacy compared to 68% of those who did not have CNID. The following chart presents a breakdown of privacy views by test cell.

Protection Or Violation Of Privacy By Test Cell





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

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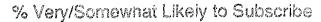
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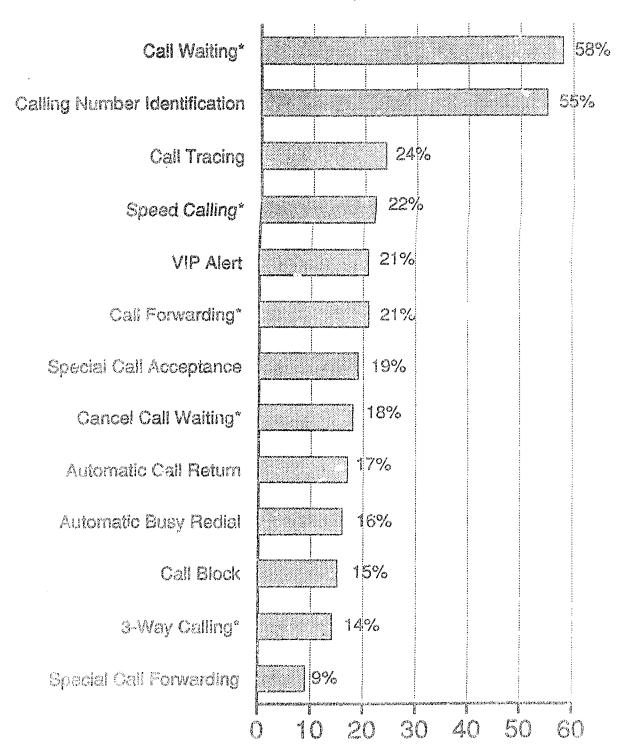
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A. As the following chart shows, fifty-five percent of respondents who had CNID said they were very or somewhat likely to subscribe at the conclusion of the trial.

Smart Call Features Subscription Intent





^{*}Base did not subscribe before trial

- Q. What do you believe are the most pertinent conclusions to be drawn from your results?
- A. The most salient conclusion to emerge is that consumers want Calling Number Identification service. The public itself should be considered to be the best indicator of the public interest. The majority of users believe that CNID protects their privacy, citing the "peace of mind" they feel with the service. Even when consumers are made aware of potential privacy impacts, they remain enchusiastic about the service, believing that the positive aspects outweigh the negative.

My research shows that Calling Number Identification is a service that consumers desire to an extent equal to that of Call Waiting, the other highly popular SmartCall feature. The two are parallel in another sense. Those who have Call Waiting are aware of the potential irritation of the service. However, they choose to subscribe because Call Waiting allows them to more effectively control and manage their calls. CNID, despite some potential irritation, fulfills this came important function.

- Q. Does this conclude your testimony?
- 3 A. Yes, it does.

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24.	Have you ever subscribed to any of these calling features, either Call Forwarding, Call Waiting, 3-Way Calling, or Speed Calling?
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٤٠٠.	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 [] Amoying -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)
10 T w	Now, thinking about the services you might like to have, would you like to have? (READ JUST TROSE SERVICES RESPONDENT DOES <u>NOT</u> HAVE IN Q.23. CHECK ALL THAT APPLY.)
	1 Call Forwarding 2 [] Call Waiting 3 [] Speed Calling 4 [] Three-Way Calling 9 [] None
28.	If you were interested in geving one or more of these phone services we just discussed, how would you go about getting them? (DC) NOT READ; PROBE:) Any other ways? (CHECK ALL THAT APPLY.)
	79 -1 [] Call local phone service office -2 [] Visit local customer service center -3 [] Visit a GTE Phone Mart -4 [] Mail order

Call 800 number

Other (DO NOT READ) Don't know

39.	(ASK ONLY 15 "GTE", "BELL SOUTH", OR "AMERITECH" IN Q.12: 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)
	-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 [] Yest -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 [] Beil South -2 [] Ameritech -4 [] AT & T -3 [] 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)
	-1 [] 1 - 2 -2 [] 3 - 5 -3 [] 6 - 10 -4 [] 11 - 20 -3 [] more than 20 -9 [] Don't Know
;3.	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 man 20 -9 [] Don't Know
4.	Do you or does any member of your family use your home phone for making business calls?
	65 -1 [] Yes (ASK Q.35)
	SKP TO Q.36) Den's Kerow

	SIS - 1		
35.	Approximan	ly what percentage of the	he calls made from your home are business calls?
	(\$ - T)	September 1980 Control of Control	8-1 [] Don't Know
2,5	The ermen homen	e a telephone answering	Sarah suny ni anihaem
ماليها لعب			
	9 -1 []	'Y'es	(ASK Q37)
	-2 [] -9 []		(SKIP TO Q.38)
37.	As you kno important to	w, telephone answering you is this particular fe	machines can screen calls for you when you are at home. Howevering machine? Would you say it is (READ)
	10 -1 [] -2 [] -3 [] -4 [] -5 []	Somewhat important no Not very important,	or unimportant or
38.	offering. T	ke your opinion about held services do not re ave ever heard of CLAS	some new services that the telephone company is thinking about quire a special phone. Before I describe them to you, can you tell SS telephone services?
	11 ·1 · [5		
(RO	rate stai	RTING POINT FOR	Q.39 THROUGH Q.46)
	sound letting	you know that you have	where you have Call Waiting on your phone, which is a beeping we mother call waiting for you. However, you would only like it to specific people were calling.
	If this servic	e were remonably price	d, would you (READ)
	12 -1 [] -2 [] -3 [] -4 [] -5 []		

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)

3 7	~ ¥	[]	Definitely subscribe to it
	-2		Probably
	-3	()	Might or might not
	with.		Probably not, or
	٠. نان		Definicly not
	.6	77	(DO MOT READ) Don't Know

Now, think of a signation 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 sinustion where you're dialing a number and it's busy, suppose you could push a buston 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 resembly prized, 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) Den't Know

Sometimes we receive auisance 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	4. 8	1	Definicely subscribe to it
	$\omega_{q\omega}^{e\ell_3}$		Probably
	3		Might or might not
	r.9	Sales Sales	Probably mut, or
	-3	0	Definitely rot
	u\$∂		(ED NOT READ) Don't Know

44						chicer tace the		e calls.	Suppose	s you	could	push	a button	on	ìom	phone
	If t	nis sc	rvice	were i	easonai	ly price	d, wou	ld you	. (Read)						
	17	0.D	وسمع والمعمر والمعمو والمعمو والمعمور والمعمور والمعمور المعمور المعمورة ا	Proba Migh Proba Deim	bly or mi bly no dely no	, or		t Know								
45.									e numbers be rumed							receive
	If t	his se	rv i ce	were T	easonai	ly price	d, wou	ld you	. (READ)						
	18		green painty ground ground green painty decord beauth beauth beauth beauth	Probe Migh Probe Defin	bly or mi bly mor itely ac	. or		r Know								
46.						e that a ly from		you to	forward s	electa	d calls	to the	me iber	whe	ne yo	u couk
	II ti	lis se	r Áce	were h		ly price	ii, wou	ld you	. (READ)						
	45		formed formed beauty found found found.	Proba Migh Proba Defiz	bly or mig bly mos itely no	, Or		t Know								

CONCRETE AND PROPERTY OF THE P	
4 SCALIFFERENCE INVOLUTION FOR PROPERTY OF THE	
	isadvantages, if any, do you see in these new services? (PROBE:)
, men arra ilikalajah 1944 bis kalan laberatur Aribin arje ka	
bnow the ph best describe	some of these new services to work, the person who is receiving a continuous number of the party who is calling them. Which of the following starts your feeling about the caller's number being made available to the personal? (READ LIST)
70 -1 [] -2 [] -3 []	You like this idea somewhat > (SKIP TO Q.46c-5)
4 Line	ANY CONTROL OF THE CO
4 U	DIGNA (SKIP TO Q.46:-5)
·	y you disile dis idea? (PROBE:) analongus inaa footen ann an a
•	
(unta-1314/km/c/co-/unia-1304/km/cho-dero - North-North-Co-/c-Yacupa-low-c-Yacupa-low-Addition - North-North-Co-/c-Yacupa-low-Co-/unia-dero-dero-dero-dero-dero-dero-dero-dero	
CONTRACTOR	
Those wild intention	ne disagreement over how these new services might affect one's privacy.
These who is continued to the state of the s	ne disagreement over how these new services might affect one's privacy. feel the services might be a violation of one's privacy say: services tright discoverage calls from people who want to protect the ss. such as hot line users, police ripsters, or those who have unlist
These who so identicate the photo of the sale for sale	ne disagreement over how these new services might affect one's privacy. feel the services might be a violation of one's privacy say: services tright discortrage calls from people who want to protect the services tright discortrage calls from people who want to protect the set such as hot line users, police tipsters, or those who have unlist are number. they say that businesses will record customers' numbers, and could use the
These is son Those who so identificately to the solo On the other	ne disagreement over how these new services might affect one's privacy. feel the services might be a violation of one's privacy say: zervices tright discortage calls from people who want to protect the est such as hot line users, police tipsters, or those who have unlist are number. they say that businesses will record customers' numbers, and could use the est calls, or sell lists of these relephone numbers to other sales people.
There is son Those who s o These identific telepho Also, s for sale On the other Also, st	ne disagreement over how these new services might affect one's privacy. feel the services might be a violation of one's privacy say: services tright discortage calls from people who want to protect the est such as hot line users, police tipsters, or those who have unlist are number. they say that businesses will record customers' numbers, and could use the est calls, or sell lists of these telephone numbers to other sales people. Thank, those who believe the services would protect one's privacy say:
There is son Those who is o These identific telephor o Also, if for sale On the other o Also, the period allowing	no disagreement over how these new services might affect one's privacy. feel the services might be a violation of one's privacy say: services tright discortage calls from people who want to protect the est such as hot line users, police tipsters, or those who have unlist are number. they say that businesses will record customers' numbers, and could use the seconds, or sell lists of these telephone numbers to other sales people. Thank, those who believe the services would protect one's privacy say: reon being called has a right to know who is calling into their home her say that these services discourage obscene and prank telephone calls

80 -			
∧nd	now jus	i a fer	v final questions for statistical purposes
47.	Which	of thes	e best describes your home? Is it (READ)
	5 -1 -2 -3 -4 -9		A single family home An apartment A condominium or town home, or A mobile home (DO NOT READ) Other
48.	Do you	rent c	r own your home?
	6 -1		Rent Own
49.	Do you	subsc	ibe to cable television?
	7 4		Yes No
50.	Do you	have	a personal computer a PC in your home?
	8 -1 -2	proof bend	Yes No
51a.	How m	ary ad	uks 18 years of age and older, including yourself, reside in your household?
51b.	And ho	a' man	y children aged 13 to 17 reside in your household? (10)
51c.	And ho	v inan	y younger children reside in your household?
52.	Which (READ	of the LIST	following best describes the last grade of school you had the opportunity to complete
	12 -1 -2 -3 -4 -5 -6 -9	group group journs group group group group group group that the said band band band band	less than high school some high school high school graduate some college college graduate post-graduate work (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 [] \$20,060 - \$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.

Decket No. 791194-TL
Elsewi Ratible No. 2
Fagins: a5

is Research Associates	s, Inc.			The state of the s
ect No. 90-071-8				1\$
ust, 1990			Start Time: Finish Tim	As not control to the section because that is the control of the control of the control of the control of the control
			Total Leng	ALL PARTY STREET, AND ADDRESS OF THE PROPERTY OF THE PARTY OF THE PART
			a trecount control of gap	5 6 7
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		and the same of th		(10 - 12)
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			еки-у такжен жениралыктуу такуу оруунун күнүнү курметті үй камен миналик куру останулган. Дүртөнүн алыс	10.44mm(1881-1985)1985。1985—1985—1985—1985—1985—1985—1985—1985—
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Phone: (H):		Nakat sapat talah 1984-bilah kalan katan satu ang kalan satu ang kalan katan sa katan kalan sa katan kalan sa	(33 - 22)	
		пата жене арабын үчтүн керектерин жана жана жана жана жана жана жана жа		
LILET A REAL ET.	i selado Pictorago e po Edizor <u>a de</u> per pioto a da Pa	adila da bisagan kangan ka Kangan kangan kanga	to the property of the second state of the sec	eddictal final for the state of
				GTE Code:
Category of Respon	ndent:	Category 1, Service	-	
		O Category 2, Service		1 dii wa 4
			e and Phone and Call Ident and Call Identifier Unit	titier Unit
RODUCTION		ar managory with the	· distra mecasa alamastalima Cissa	
Control of the Contro	10.0	#56##004144		
Co., 1911 S. IS and extended passes, and as a second secon	Gallin	g for GIE. May I spea	k with the male/female he	ad of household?
INTRODUCE IF N	ecessai			
part in the market their views concern	rial we m ing the m	entioned that some of the services. You have t	ces from GTE. At the time e participants would get a seen selected as one of the	n opportunity to express
opinions will help c	ievelor th	est services.		
Is now a convenien	t time to 1	ak?		
J Yes		3 7 7 7 7 7 7 7 7 7 9 9 9 9 9 9 9 9 9 9		
I No		When would be a more	convenient time?	
		THE RESIDENCE OF THE SECOND PROPERTY OF THE S	am / pm	
			ither a special telephone of	or some other equipment
to use with your ne	w Smar c	Lam Dervices?		
Tes Yes	tower.	(ASK Q.1b)		
T. IVer	res.	(ASE Q.1b) (SKIP TO Q.1c)		
Y ^{ri} ng 1		the same of the sa	on Call Combine Cal	Transfer transfer
-		onone to use for the Sma ephone and a Call Idem	rt Call Services or a Cal ifier Unit?	I identifier Unit or did
i Spec	ial Teleph	one		
Call	Kiemiffer	Box	л.	
Ti Speci	ial Telepa	ane and Call Identifier I	30%	

			ATEGORIES DO NOT MATCH) Our records show that when we originally sere going to connect service								
	Cate Cate		only and ship a special phone unit to you and ship a special phone unit and also a display unit to you and ship a display unit to you								
Do -	u kno	w why m	y records don't seem to match with what you currently have?								
	+ April (2) (April (2) April (2) Apr	oprin, and district for March Edwin (as on St. 40 Service Edwin (St. 40)									
	Philippy property by	g nju jektrusjagregeseussjevom sn2 i in en									
	modulinas, aphilipin	nos permonyos y respublicado e volunte en esta de la composição de la comp									
Revis	sed Res	ipendent	Category:								
- L	Cate	gory 1:	Service Only								
****	Cate	gory 2:	Service and Phone								
103ml	Care	gory 3:	Service, Phone and Call Identifier Unit								
Vicini Vicini	Care	gory 4:	Service and Call Identifier Unit								
			le a proportional number of people in each age group, will you please tell me into age groups you fall? (READ)								
ХX	-1	home	Under 18 (TERMINATE)								
	-2		18 - 24								
	-3	lan	25 - 34								
		- Annual	(WATCH QUOTAS) 35 - 49								
	-5		50 - 64								
	-6	J	65 and over								
(DO	NOT	READ)	Record sex:								
20.50		Total	Male								
	w		Fernale (WATCH QUOTAS)								
	-3	424	Not sure								
And	do you	/does the	female head of your household work outside the home (READ)								
XX		nang nahili	Full-time								
	. 2	rated .	Part-time, 20 hours per week or more								
	-5	Touris	Part-time. less than 20 hours per week								
		26.00	(DO NOT READ) Does not work								
	-5	1,000	(DO NOT READ) No female head of household								

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

mar	ov teleph		es your household have		ising with your new Strict Can Services), now
XX	GENERAL ENGINEERS OF THE SECOND STATES	ti odan lanstanteri katuroj turkrejeri	of nanomenical during the policy conduction		
(IF	ONLY	ONE	TELEPHONE, ASK	Q.6, OTHE	RWISE SKIP TO Q.7)
Is ,	our telep	hone a	rotary dial phone or a to	ouch tone pus	h button type phone?
	e comes	Car of	Rotary dial Touch tone	Terrace wicondenius	(SKIP TO Q.8)
Are	your tek	ephone	s all rotury dial phones c	or push buitor	phones, or do you have both?
Ж	-1 -2 -3		Rotary dial only Push button only Mixed		(NOTE: IF RESPONDENT IS UNSURE OF MEANING OF ROTARY, TELL THEN IT IS A PHONE WITH A ROUND DIAL ON IT.)
Do	you own	or do ;	you rent the phone(s) in	your househo	old? (DO NOT READ)
ЖX.	1000	TOO SE	Own all Own some and rent s Rent all Don't know	some	
Do	you have	: a celej	phone answering machin	e in your hon	ne?
XX	-1	· second	Yes No		
	oor relep N O T		a a	telephone dire	ectory or do you pay extra to have it omitted?
XX.	-2		Listed Unlisted Don't Know		
			local relephone service om GTE? Would you si		by CTE. How would you rate your overall EAD)
22			Excellent Goed Fair Poor, or Very Poor (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 Q 1 2 -2 Q 3 - 5
 - -3 Q 6-10
 - -4 C 11 20
 - -5 Q more than 20
 - -9 Q Don't Know

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

- xx -1 0 1-2
 - -2 2 3-5
 - -3 Q 6-10
 - 4 2 11 20
 - -5 Q more than 20
 - 9 0 Don't Know

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

- 3% -1 II Yes
 - -2 0 No
 - 29 I 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.

- - -2 3 **S15.00 S19.99**
 - .3 **S20.00 S**29.99
 - _4 C) \$30.00 \$39.99
 - S40.00 549.99

 - 00.285 00.085
 - -x II \$90.00 **\$99.00**
 - .v 3 5100.00 or more
- .9 DKNA

1200		ALW	ays 1	MUST	ES IN Q.16 TO Q.25, BUT "CANCEL CALL WAITING" FOLLOW "CALL WAITING", AND "SPECIAL CALL LWAYS MUST FOLLOW "CALL FORWARD.NG."
	Now, I	'd like i	io ask ye	w some	questions about the new Smart Call services you've been trying out.
	162.	autom others	aucally in you	redials (r housel	u about the service called Automatic Busy Redial This is the service that he last number you called. About how many times per week do you and hold use this feature? (IF RESPONDENT HESITATES OR IS BE:) Just make your best guess.
		apotamicas de prompie des	era, planty njihilangirida ya Assahin 19 wili	(mm	ber of times per week) \Rightarrow (IF "0" OR "NEVER", SKIP TO Q.16c)
	lób.	And h		ld you r	ate Automatic Busy Redial on ease of use? Would you say it is (READ
		2%	-1 -2 -3 -4 -5	Total Section of the	Very easy to use Somewhat easy to use Neither easy nor difficult to use Somewhat difficult to use, or Very difficult to use (DO NOT READ) DK/NA
	16t.		ow likel at \$5.00	4	you say you are to continue to subscribe to Automatic Busy Redial if it is th.
		KB.	-3 -3 -4 -3		
					ne questions about the Automatic Call Return feature. This is the feature that to the last person who called you.
	17a.				es per week do you and others in your household use this feature? (IF SITATES OR IS UNCERTAIN, PROBE:) Just make your best guess.
		processors and a second to co	es en en en europe, material de maio establista	inter	abor of times per week) = (IF "0" OR "NEVER", SKIP TO Q.17c)
	17b.	And b		ld you r	ate Automatic Call Return on ease of use? Would you say it is (READ
		XX	-1 -2 -3 -4 -5	March San Carlot San C	Very easy to use Somewhat easy to use Neither easy nor difficult to use Somewhat difficult to use, or Very difficult to use (DO NOT READ) DK/NA
	(7e),		ow like! at \$5.00		you say you are to continue to subscribe to Automatic Call Return if it is
		¥32	-1 -2 -3 -3 -3 -3	\$ 200 A. S.	Very likely Somewhat likely Neither likely nor unlikely Not very likely, or Not all likely (DO NOT READ) DK/NA

		some questions about and recorded at GT	t the Call Tracing Service. This is the feature that allows you to hav E.						
18a-1.	18a-1. Have you or others in your household ever used the Call Tracing Service?								
			SK Q.18a-2) KIP TO Q.18c)						
132-2.	About how m UNCERTAIN	any times has it be , PROBE:) Just m	en used? (IF RESPONDENT HESITATES OR :Sake your best guess.						
	enteración combinar a contrata contrata contrata en esta en 1970.	(IF "O" OR "	NEVER", SKIP TO Q.18c)						
186.	And how won	id you rate the Call T	racing Service's ease of use? Would you say it is (READ						
	-1 -2 -3 -4 -5 -9	Neither eaSomewhatVery diffic	easy to use sy nor difficult to use difficult to use, or						
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 -2 -3 -4 -5 -9	Not very l	likely cely nor unlikely ikely, or						
Mov I'	to block out cal	ls from selected num							
192.	About how m service? (IF your best gues	RESPONDENT H	ESITATES OR IS UNCERTAIN. PROBE:) Just make						
	enge avon Etzellyn yns yn Fawtesinan. Astrilaus hestinalias	(number of times	per week) ⇒ (IF "0" OR "NEVER", SKIP TO Q.19c)						
195.	And how wou	ld you rate Call Bloc	k on ease of use? Would you say it is (READ LIST)						
	-1 -2 -3 -4 -5	Neither er Somewha Very diffi	e easy to use sy nor difficult to use difficult to use, or						
Burgara Burgara	And how like S3.00 a mouth		n are to continue to subscribe to Call Block if it is priced at						
	- X8 - 1 - 2 - 3 - 4 - 4 - 5 - 5 - 5 - 5 - 5 - 5 - 5 - 5	Not veryNot at all	t likely tely nor untikely likely, or						

				questions about the VIP Alert feature. This is a service that allows you to assign toom numbers so you can recognize incoming priority calls.					
20a.	About how many numbers do you have set up for VIP Alen? (IF RESPONDENT HESITATES OR IS UNCERTAIN, PROBE:) Just make your best guess.								
	deluzative consiste	Programa programa i programa por la compania de la	. (nui	nber of times per week) \Rightarrow (IF "0" OR "NEVER", SKIP TO Q.20c)					
20b.	And	how wor	olá you	rate VIP Alert on ease of use? Would you say it is (READ LIST)					
	XX	gr	C.J	Very easy to use					
	****	-2	C)	Somewhat easy to use					
		-3	(=1) Var.3	Neither easy nor difficult to use					
		J	(2)	Somewhat difficult to use, or					
		-5	C.	Very difficult to use					
		.9	Carry Carry	(DO NOT READ) DK/NA					
20c.		how like) a mont	•	d you say you are to continue to subscribe to the VIP Alert if it is priced at					
	XX	-1	Co.	Very likely					
		-2	C. B	Samewhat likely					
		-3		Neither likely nor unlikely					
		-4		Not very likely, or					
		-5		Not at all likely					
		-9	narig Narigi	(DO NOT READ) DK/NA					
	iciala i Abou	a how n	wnile h aany tin	questions about the Special Call Acceptance feature. This feature lets you accept only calls aving all other calls routed to a recording. tes per week do you and others in your household use this feature? (IF SITATES OR IS UNCERTAIN, PROBE:) Just make your best guess.					
	nde et et tijd gytypholehol	t om en dalahadikan ser adalah 18	(nus	ober of times per week) = (IF "0" OR "NEVER", SKIP TO Q.21c)					
21b.	A. M.	inw wou	ild you i	rate Special Call Acceptance on ease of use? Would you say it is (READ LIST)					
	2019 2024			Very easy to use					
	•	-70	i and	Somewhat easy to use					
		-3	Carlo	Neither easy nor difficult to use					
		7		Somewhat difficult to use, or					
		~5		Very difficult to use					
		و۔	-3	(DO NOT READ) DK/NA					
710.		now likel sticed at		you say you are to cominue to subscribe to the Special Call Acceptance if month.					
	7.3	15 g	720	Yery likely					
		4. 3	Salah Salah	Somewhat likely					
		3		Neither likely nor unlikely					
				Not very likely, or					
		a Ĝ	end end	Vot az all likely					
		78	50,014 (1994)	1000 to the man control of the contr					

				4) Now I'd like to ask you some questions about the Calling Number Identification feature. T σ to number of the calling party on the Call Identifier Unit.	his
och u	About of the best gr	caller?	ny times (IF RE:	per week do you and others in your household use this feature to eneck the number iFONDENT HESITATES OR IS UNCERTAIN, PROJE:) Just make your	
	r \500454		(mant)	m of times per week) = (IF "0" OR "NEVER", SKIP TO Q.22c)	
ja Sa	in ken	oral, hov	v sacialica	are you with the Call Identifier Unit? Would you say you are (READ LIST)	
	KK.	-1	(m)	Very satisfied	
	*7.711	-2	(i)	Somewhat satisfied	
		-3	Q		
		-A	C.y	Somewhat dissatisfied, or	
		-5	C	Very dissatisfied	
		-9	C	(DO NOT READ) DR/NA	
J'I'A	TE Q.2	ic ani	0.224		
rs for #		ow lik ely X) a <mark>mon</mark>		in say you are to continue to subscribe to Calling Number Identification if it is priced	
	XX	1		Very likely	
		.2		Somewhat likely	
		-3	a		
		-4	O	Not very likely, or	
		-5 -0	Cale Cale	Not at all likely	
		,		(DO NOT READ) DK/NA	
Ċ.		rould yourselfer		w likely to rent the Calling Number Identification unit for \$5.50 per mor h or to	
	KZ.	- 1	77.15	Rent	
			L.		
		-3	-cardi -cardi		
		-rid	Q	DK/NA	
			sca, e ano scaue dir	stions about the Call Walting feature. When you're talking on the phone, this is the feature her call.	
12.				er week do you and others in your household use this feature? (IF RESPONDENT UNCERTAIN, PROBE:) Just make your best guess.	
				er of times per week) => (IF "0" OR "NEVER", SKIP TO Q.23c)	
b.	and h	ow work		c Call Waiting on case of use? Would you say it is (READ LIST)	
	2000	~ Ĭ.	(<u>)</u>	Very easy to use	
		-2	(<u>;</u>)	Somewhat easy to use	
		-3 -4		Neither easy nor difficult to use Somewhat difficult to use, or	
		-5	ind ind	Very difficult to use	
		Ş	Q	(DO NOT KEAD) DK/NA	
m, link	Did yo	u subsan	ibe to Ca	Il Waiting before the trial?	
	XX	}	Pron j	Y_{\odot} \Rightarrow (SKIP TO Q.24) -2 \square No \Rightarrow (ASK Q.23	3d)
Ċ,		ver likely		on say you are to continue to subscribe to Call Waiting if it is priced at \$3.70 a	
	22	4	(m)	Very likely	
	521	** A	() January () Ja	Some what likely	
		-3	1.2	Neither likely nor unlikely	
		-1	C)	Not very likely, or	
		.g	173	Nev at all likely	
		n (**)	100	(DO NOT READ) DE/NA	

				e questions about pressing just a co				s is the l	cature ti	iat lets ;	you dial
24en	About how many times per week do you and others in your househol, use this feature? (IF RESPONDENT HESITATES OR IS UNCERTAIN, PROBE.) Just make your best guess.										
	NATIONAL PROPERTY AND ADDRESS OF THE PARTY.	enterate enter de la Gregoria de la compa	(FILLA	aber of times per	week) 🗢 (F "0" (dr "Ne	VER",	SKIP :	rə q.2	40)
24b.	And	how wor	aki you	rate Speed Callin	g on ease of u	se? Would	l you s ay	it is	(READ	LIST)	
	XX	<u>}</u>		Very easy to	use		,				
		-2	O	Somewhat ear							
		-3	Con		nor difficult to						
		4	Q		Tic uit to use, c)E					•
		-5 -9	C)	Very difficult	io use READ) DK/N	ſA					
24c.	Did :			Speed Calling be		· u is					
	M.K	- 1		Yes 🖘	(SKIP TO	Q.25)	-2	vad.	No	=	(ASK ()240)
24d.		how like) a mont		i you say you are	to continue to	subscribe	to Speed	l Calling	if it is p	riced at	
	XX	-1	£	Very likely							
		.2	. C)	Somewhat lik	ely						
		4.5		Neither likely							
		ndi;	icsali	Plot very likel	*						
		-9 -9	20 mg	lyot at all like	dy Read) dk/n	1.6					
	ther ped Abor	ple at th a how n	e same : 1831y titr	questions about time. es per week do STTATES OR 1	you and other	s in your	househo	ld use th	is featur	e? (IF	a talk to
	was posedia	MÖ VAF ALKIYAYAN YABBIYANIN	(nun	iber of ties per w	reek) = (II	"0" OF	k "MEV	er". s	KIP TO	Q.25	:)
25b.				ate 3-Way Callin							
	XX	12 mg	กลา กละตั้	Very easy to	USE		-				
		-2		Son what eas							
		-3	~	Neither casy r							
		ering.	***	Somewhat dif.		r					
		-5 -9	Sweet St.	Very difficult (DO NOT F		' A					
7.Sc.	Shiri v		nad nadenska	Way Calling be		Y"6.					
efinetis v	nera y	ora acadaa ora a	anes Santa Santa Paris A	Yes es	(SKIP TO	(N 7K)	-2	Carlo Barre	No	1 to 24 .	(ASK Q.35a)
other first						-					في ما الله هذا الما الله الله الما الله الله الله الل
150		now mesi nimom n	-	you say you are	eo conssiant to	200201100	io pavaj	/ Laming	n ie is b	HUMAN	
	e.	¥		Very likely							
		-2	****								
		# (J)	1.015	Number likely							
			end The	Alos very likely Mos as all likel							
		****	wi fi	1997代 12日 前日本 「日本社会社 1977年11日 秋中げから2日 12日	T STORAGENE HOLDEN OF	6					

l wc 1 uu	'd like o be in	io ask ye emptec	ou some I, this fea	questions about the Cancel Call Waiting feature. When you're on a call and don't ture lets you cancel a call waiting beep.
3.	Aixu TESI	t how n	neny tim NT HE:	es per week do you and others in your household use this feature? (IF SITATES OR IS UNCERTAIN, PROBE:) Just make your best guess.
	enselgerblend sett kitte	er and the entremental	THE (ZHILL	ther of times per week) - (IF "0" OR "NEVER", SKIP TO Q.26c)
ib.	And Teas		uld you	rate Cancel Call Waiting on ease of use? Would you say it is (READ
	XX	** }	Cont.	Very easy to use
		-2		Somewhat easy to use
		-3	(<u></u>)	Neither easy nor difficult to use
		met.		Somewhat difficult to use, or
		-5		Very difficult to use
		-9	· Ca	(DO NOT READ) DK/NA
Ç.	Diá y	ou subse	cribe to C	Cancel Call Waiting before the trial?
	XX	~ ħ	[m]	Yes ⇔ (SKIP TO Q.27) -2 ☐ No ⇔ (ASK Q.26d)
d.			ily would 0 a moni	I you say you are to continue to subscribe to Cancel Call Waiting if it is
	24.24	<u>I</u>	Cl	Very likely
		-2		Somewhat likely
		-3		Neither likely nor unlikely
		enach	Carl	Not very likely, or
		<i>→</i> ^t	()	Not at all likely
		- 0	(")	(DO NOT READ) DK/NA
	d incom Abou	ing pho how n	ne calls (any time	e questions about the Call Forwarding feature. This is the feature that lets you to another telephone number. This is the feature that lets you to another telephone number. This is the feature that lets you another telephone number. This is the feature that lets you another telephone number. This is the feature that lets you another telephone number. This is the feature that lets you another telephone number. This is the feature that lets you another telephone number. This is the feature that lets you another telephone number. This is the feature that lets you another telephone number. This is the feature that lets you another telephone number.
	مرسومان بالأدرية ومطالعات	es en de en en sestidad de la meson maneral	(num	ber of ties per week) \Rightarrow (IF "0" OR "NEVER", SKIP TO Q.27c)
·*b.	And h	ion mai	ld you ra	te Call Forwarding on ease of use? Would you say it is (READ LIST)
	KK.	~ <u>}</u>		Very easy to use
		-2.	402	Somewhat easy to use
		-3	(call	Neither easy nor difficult to use
		on F		Sontewhat difficult to use, or
		-5	laiet	Very difficult to use
		-9	C3	(DO NOT READ) DK/NA
Mr.	Did yo	ya subsc	ribe to C	all Forwarding before the trial?
	$\mathbb{X}_{i}\mathbb{X}_{i}$	~ Š		Yes $rapprox$ (SKIP TO Q.18) -2 $rapprox$ No $rappoon$ (ASK Q 17d)
id.		ow likel 10 s ra <mark>o</mark> s		you say you are to continue to subscribe to Call Forwarding if it is priced
	7.7.	r Seed	1.3	Very likely
		1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1	1000	Somewhat likely
		-3	Ç.	Neither likely nor unlikely
		, Å,	Track Track	Not ve y likely, or
		-5	gerang 1. gan 1. gan	Not at all likely

				ming phone calls to another telephone number.
28 2.				es per week do you and omers in your hous-hold use this feature? (IF SITATES OR IS UNCERTAIN, PROBE:) Just make your best guess.
	AND PURCH OF THE PROPERTY OF		(nun	iber of times per week) \Rightarrow (IF "0" OR "NEVER", SKIP TO Q.23c)
28b.	And I		ıld you r	ate Special Call Forwarding on ease of use? Would you say it is (READ
	N'X	- <u>ì</u>		Very easy to use
		-2		Somewhat easy to use
		-3		Neither easy nor difficult to use
		m.A.		Somewhat difficult to use, or
		-5	Con B	Very difficult to use
		.9		(DO NOT READ) DK/NA
28c.	How	likely a	re you to	o Special Call Forwarding, you must subscribe to regular Call Forwarding. continue to subscribe to Special Call Forwarding if it is priced at \$2.00 a the \$2.00 per month for regular Call Forwarding?
	ХХ	-1		Very likely
		-2	Con I	Somewhat likely
		-3	-	Neither likely nor unlikely
				Not very likely, or
		-5	4	Not at all likely
		-9	Prince Prince	(DO NOT READ) DK/NA
	ie Smart hem?	Call Fe	amres v	ere available in discounted packages, would you be more likely to subscribe
	ЖX	-1	and and	Yes
	. "4.4"h	-2		No
		-9	I	(DO NOT READ) DK/NA
and	Special	Call Ac	ceptano	te Sman Call features, namely Call Block, VIP Alen, Special Call Forwarding e, require you to set up a screening list. Have you or any other household list of phone numbers to be used with these services?
	XX	-1 -2	- Constitution of the Cons	Yes \Rightarrow (ASK Q.29b) No \Rightarrow (SKIP TO Q.30a-1)
Wor	uld you s	ay setti	աց սթ վ	nis screening list is: (READ LIST)
		~ 1	Niera S	Very easy
	XX		riess (pp.)	Somewhat easy
				· ·
		-3	wazen Land	Neither easy nor difficult
		a-12		Somewhat difficult, or
		-5	ALL TO	Very difficult
		-9	403	(DO NOT READ) DK/NA

. 1.	(ASK	OF	CATE	GORY	2	OR	3)	And	now	I ha	ve i	a cou	ple	of c	questi	ons	about	the	Smart	Call
	relepho	me yo	u verb	given.	In	general,	hov	w satis	sfied	are j	you	with	this	spe	cial re	tiepi	none?	Wo	uld yo	u say
	you are	; (l	READ	LIST)																

XX	** **	Very satisfied
	and the	Somewhat satisfied
	3	Neither satisfied nor dissatisfied
	not be	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)

KK	1	יעדיים ו	Very likely
	- Por		Somewhat likely
	-3	To a second	Neither likely nor unlikely
	4		Not very likely, or
	-5		Not at all likely
	-9	*****	(DO NOT READ) DK/NA

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?

		First Mention	Second <u>Mention</u>	Third <u>Mention</u>	
KX	1	7070	lands.	· value	Automatic Busy Redial
	na Žeje	were the same	422	Vital .	Automatic Call Return
	-3	Alago II	Control of the Contro	- Land	Call Tracing
	-4	chease.	earned to the control of the control	Ni salah	Call Block
	~5	azi)	en.		VIP Alen
	-6	lau-	(m ₂)	-d	Call Forwarding
	-7	· Bush	Tarib Marie Tarib	*Nacul	Special Call Forwarding
	-8	Marcon Ma	TO THE STATE OF TH		Special Call Acceptance
	-9	entra de la companya della companya	(~)	Cock	Calling Number Identification
	()	- Table 1	[1400	Call Waiting
	a M	energy Next P	177	home.	Speed Calling
	-5	e or wig Notice da	To the state of th	100	3-Way Calling
	~ To			No. 21	Cancel Call Waiting
		III Marija	need Market	*ned	DK/NA

	(Questions 31 and 32 Deliberately Omitted)
	Did you have the opportunity to read the User Guide you received?
	- 2
	And would you say the User Guide is: (READ LIST)
	Very clear -2
	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)
	Very pleasant -2
	And did you find the wording of the announcements to be: (READ LIST)
	Very easy to follow -2
1.	Overall, what advantages, if any, do you see in Smart Call? (PROBE:)
	XX
) In a	And what disadvantages, if any, do you see in Smart Call? (PROBE:)
	X

	teleph	work ac one nun the call	aber of	the part	y callin	ig the	em	ê.			Ź	W	'ni	ch	O	f th	e f	oll	ov	vig	18	SL		tc	:17	Ae	reg.	s i)C:	32 (163	cri	be	s 3	OL	IT :	fee	eli					
		XX	10 M			like like													u lave	SECOND T	essiretier v	Web ^a d Feb	(Martin	.	onen	we saw	eprentis i	ara et u	· POTH	MCW9447		>		(6	sk	XX.	P 7	rc		О.	3.	7e:-	-5)
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			-5		You	disli	ike	3	. 1	ŧ	Ú	119	s i	de	:a	vei	ry 1	nu	ch	Ĭ.											1 :	>		(As S) is	6	Q.	3	ïc.	wif		
			-9	(and	(DO	NC	T	[²]	•		¥.	RI	EA	M))	D	K/1	NA		(Alian) Pro	s de venerale des	SOCIETE.	490	eren.	e es es	D LIYAN	1427 FG F	**************************************	anarity (J. HOLOPPO	4950 A II	<u> </u>		(°	SK	IZ	<i>y</i> ")	Y C)	Q.	1200	C	(ق
c-4.	And v	why do	you dis	like thi	s idea?	(PR	OS) }	E	B	3	E.	4)																														
		er doubloothered Barbara. An	ia in inga nganggangan kana na	ieriussii (Viiles Villesse) tõimis ei john, et fiis kee	rivezinedo re stroù curtaldian	N POWER WHEE	apatisa He	ilgori, pil	- Jag	وداله	Page 1.	· MPXXVIII	wakinowin	Yest San San	Bill strage:	*/*!!aw	+2+/M46A	rid v Balons, 1 s	ementary into	o salesapita et fra	nya mangala bili.	Edul Wes	unu)vi	wind the	*,	deasur	e constituto (ri to Pois	Patertor	Law Mide	nu) dirətri	Ф фон нед за	encount d	MATEL S	a waren	ANNESSE I	WAYPA	C. HA			:	K) K) K)	•
		ero vito solumi i sanoviv	yfindding (Genry), andraf (Cu. m	enga ingapatanangangangangan	(ut) prof del e berede (del en), del eptode e	n Cérta Presidente de	nerzektyzen:	an cany	HOME	MyT-Z	nanahi	ngas yend	THE STATE	APPENDICAL SECTION	. United Agriculture	ne futa was		PC Ministra	6.34 by Tanp by	playt me	el Come mater	*****	*, 111 144	-y-unite	-		enero. Vi	n sprimer		e-11-2-2	a herridoren	enPaikoustv	w.mearac	i that wa	ray vide h ^a n	KIT-ME NEVE	.Pakuru	wint.			;	an KX KX	**
€'e-5.		is som PONC	of Ei		ENT	(A)	A	l.	ľ	Pol	V)	D	{	B	}	BI	EL	O	W.)	_	ht	â	ıf;	Ye	tC1	i s) II	P 3	5	'n	vac	у.		M)	O	E.	\ ,")	Y N	9			
	£ 2. # }					-										•		-																									
		ج يِّهُ	The home	person 	being c	alled	d ł	h	12	2	25	3 8	aı	rig	Zhi	? ?(o k	nc	W	W	vhc	Ċ	is	S	C	al	.lir	18	iı	ito		heix	•										
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ow ji	ust a few	final q	estions for statistical purposes
Wh	ich of th	ese besi	describes your home? Is it (READ)
XX		Cues.	A single family home An apartment A condominium or town home, or
	-4 -9		A mobile home (DO NOT READ) Other
Do	you rent	or own	your home?
XX	- da		Rent Own
Do	you sub	scribe to	cable television?
XX	. E.		Yes No
Do	you have	e a pers	onal computer a PC in your home?
XX			Yes No
Ho	w many	adults 1	years of age and older, including yourself, reside in your household?(9)
An	d how m	any chil	dren aged 13 to 17 reside in your household? (10)
An	d how m	any you	nger children reside in your household? (11)
	ich of th		ving best describes the last grade of school you had the opportunity to complete?
ХX	1		less than high school
	-2	end.	some high school high school graduate
	-J	rear.	some college
	-5	100 E	
	r i	'man'	post-graduate work
	.9	, may	(DO NOT READ) Don't Know/Refused
Ple: LIS		re wher	I come to the category that contains your household's total annual income? (READ
XX.	ath T	أسا	Under \$20,000
	or die	()	\$20,000 - \$29,999
	-3		\$30,000 - \$39,999
	4. A.		\$40,000 - \$49,999
	~ 5	120	350,000 and over
	., ¢}		(DO NOT READ) Don't Know/Refused
			Thank You Very Much For Your Cooperation!
and reporting to one of			ESPONDENT'S NAME. ADDRESS. AND PHONE LISO WRITE IN THE TIME ENDED. THE

DATE AND YOUR NAME.

Docket No. 891194-TL Elseewi Exhibit No. 3 Pages: 6

ERHIBIT NO.

ELIZABETHTOWN FREE TRIAL FOLLOW-UP

FOCUS GROUP DISCUSSION GUIDE

INTRODUCTION

- o Name
- o Family composition
- o Tength 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

- 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-FFATURE DISCUSSION

- 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?
- 6 How is it actually used in your household?
 - -- Who used it?
 - About how often?
 - Under what circumstances?

- o How might you improve this feature?
- 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 Alext
- 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 Cali

r Groups 2 and 3 - Reactions to the Smart Call Telephone

- 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?
- 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 dosigra
- To what extent do you feel the phone makes using the Smart Call features casies to use?
 - Why?
 - Why not?

- 6 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?
- Assuming you could either rent or buy this phone at a cost you would consider acceptable, how many of you would: (SHOW OF HANDS)
 - -- Rem me 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

- What are your overall reactions to the Call Identifier Displa, Unit? (PROBE)
- What, if anything, did you like about it?
- 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
- 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?
- Did you usually recognize the numbers of most incoming calls?
- 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?
- 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 Pek
 - Smarter Pak 44(0)
 - 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

- 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?
- 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?
- 6 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?
- And how well does it explain how to use the features?
- 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?
- 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 l'avorite feature?
- 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)?
- Finally, if you had to describe these new services to someone in just one word, positive or negative, what would that word be?

VIII COHCLISION

- o Thank you
- Concluding comments

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EZHIBIT 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 available ity 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 get: 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 hisband 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 purents 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 that 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)