

ICC Docket No. 06-0027
AT&T Illinois Exhibit 4.0
Harry M. Shooshan Direct Testimony

Schedule HMS-5

**Knowledge Systems & Research
Questionnaire
SBC Illinois—Wireless User Questionnaire**
[Annotated with results. Standard errors in parentheses.]

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

- Q1. First, I would like to record your age category. Is your age [READ OPTIONS]
1. Under 18 (**THANK AND TERMINATE**)
 2. 18-30
 3. 31-50
 4. 51 & Over
 5. Don't know (**THANK AND TERMINATE**)
 6. Refused (**THANK AND TERMINATE**)

	Chicago MSA
N =	1,202
Under 18	0.0% (0.0%)
18-30	46.9% (2.8%)
31-50	36.0% (2.7%)
51 & Over	17.1% (2.1%)
Don't Know	0.0% (0.0%)
Refused	0.0% (0.0%)

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

Q3. Some cell phone users choose NOT to have traditional telephone service in their home and, instead, use their cellular phone for all of their calling needs. Other cell phone customers keep their traditional telephone service, as well as cellular service. By **cell phone** and **cellular service** we mean mobile cellular and mobile wireless phones and services.

Do you have traditional telephone service in your home?

[Interviewer Note: READ IF NECESSARY:

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

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

	Chicago MSA
N =	1,202
Yes	76.3% (2.4%)
No	23.7% (2.4%)
Don't Know	0.0% (0.0%)
Refused	0.0% (0.0%)

[If Q3 =2 (No), skip to Q11; Otherwise, continue]

Q4. For the calls that you make or receive in your home, do you [READ OPTIONS]

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

	Chicago MSA
N =	898
Traditional	25.0% (2.8%)
Cell Phone	24.1% (2.8%)
Both	50.9% (3.3%)
Don't Know	0.0% (0.0%)
Refused	0.0% (0.0%)

[If answer is (1), (4) or (5), skip to Q6]

Q5. Are the cell phone calls that you make and receive in your home:

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

	Chicago MSA
N =	641
Local	38.4% (3.8%)
Long Distance	6.6% (1.9%)
Both	55.0% (3.9%)
Don't Know	0.0% (0.0%)
Refused	0.0% (0.0%)

Q6. When you give out your phone number to your personal contacts, do you typically give your cell phone number, traditional telephone number, or both?

1. Traditional telephone number
2. Cell phone number
3. Both
4. Don't know
5. Refused

	Chicago MSA
N =	898
Traditional	24.1% (2.8%)
Cell Phone	38.3% (3.2%)
Both	37.6% (3.2%)
Don't Know	0.0% (0.0%)
Refused	0.0% (0.0%)

Q7. How satisfactory do you find cellular service for the personal calls that you make and receive?

1. Very satisfactory
2. Satisfactory
3. Unsatisfactory
4. Don't know
5. Refused

	Chicago MSA
N =	898
Very	35.9% (3.1%)
Satisfactory	59.7% (3.2%)
Unsatisfactory	4.4% (1.3%)
Don't Know	0.0% (0.0%)
Refused	0.0% (0.0%)

Q8. How satisfactory do you think cellular service would be if you used it for ALL the calls that you make and receive in your home?

1. Very satisfactory
2. Satisfactory
3. Unsatisfactory
4. Don't know
5. Refused

	Chicago MSA
N =	898
Very	20.1% (2.6%)
Satisfactory	54.3% (3.3%)
Unsatisfactory	23.0% (2.8%)
Don't Know	2.1% (0.9%)
Refused	0.4% (0.4%)

Q9. Have you considered discontinuing your traditional telephone service and relying entirely on cell phones?

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

	Chicago MSA
N =	898
Yes	25.8% (2.9%)
No	74.2% (2.9%)
Don't Know	0.0% (0.0%)
Refused	0.0% (0.0%)

Q10. Does anyone in your household rely primarily on their cellular phone for making and receiving calls?

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

	Chicago MSA
N =	898
Yes	29.5% (3.0%)
No	70.5% (3.0%)
Don't Know	0.0% (0.0%)
Refused	0.0% (0.0%)

[Skip to Q12]

Q11. If you could not get cellular service or if it were unavailable, would you choose to have traditional local telephone at your home?

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

	Chicago MSA
N =	304
Yes	69.0% (5.2%)
No	28.4% (5.1%)
Don't Know	2.7% (1.8%)
Refused	0.0% (0.0%)

Now, I would like to ask a few brief questions regarding services provided by your local cable operator.

Q12. Is cable television service available in your neighborhood?

1. Yes
2. No **[Skip to Q22]**
3. Don't Know **[Skip to Q22]**
4. Refused **[Skip to Q22]**

	Chicago MSA
N =	1,202
Yes	90.9% (1.6%)
No	8.6% (1.6%)
Don't Know	0.5% (0.4%)
Refused	0.1% (0.2%)

Q13. Do you subscribe to cable television service?

1. Yes
2. No **[Skip to Q22]**
3. Don't Know
4. Refused

	Chicago MSA
N =	1,093
Yes	64.4% (2.8%)
No	35.1% (2.8%)
Don't Know	0.5% (0.4%)
Refused	0.1% (0.2%)

Q14. Does your cable operator provide telephone service?

1. Yes
2. No [**Skip to Q18**]
3. Don't Know
4. Refused

	Chicago MSA
N =	744
Yes	59.3% (3.5%)
No	28.6% (3.2%)
Don't Know	11.7% (2.3%)
Refused	0.3% (0.4%)

Q15. Has your local cable operator marketed telephone service to you?

1. Yes
2. No
3. Don't Know
4. Refused

	Chicago MSA
N =	507
Yes	47.2% (4.3%)
No	49.1% (4.4%)
Don't Know	3.7% (1.6%)
Refused	0.0% (0.0%)

Q16. Do you subscribe to telephone service provided by your local cable operator?

1. Yes
2. No
3. Don't Know
4. Refused

	Chicago MSA
N =	507
Yes	16.6% (3.2%)
No	82.1% (3.3%)
Don't Know	1.3% (1.0%)
Refused	0.0% (0.0%)

[IF Q16 = 1, code Q17 as 1 and GO TO Q18]

Q17. Would you consider subscribing to telephone service provided by your local cable operator?

1. Yes
2. No
3. Don't Know
4. Refused

	Chicago MSA
N =	507
Yes	44.4% (4.3%)
No	51.1% (4.4%)
Don't Know	4.6% (1.8%)
Refused	0.0% (0.0%)

Q18. Does your local cable operator offer high-speed Internet access in your neighborhood?

1. Yes
2. No **[Skip to Q22]**
3. Don't Know
4. Refused

	Chicago MSA
N =	744
Yes	87.2% (2.4%)
No	9.6% (2.1%)
Don't Know	3.1% (1.2%)
Refused	0.1% (0.2%)

Q19. Do you subscribe to high-speed Internet access from your cable operator?

1. Yes
2. No **[Skip to Q22]**
3. Don't Know
4. Refused

	Chicago MSA
N =	671
Yes	48.4% (3.8%)
No	50.8% (3.8%)
Don't Know	0.7% (0.6%)
Refused	0.1% (0.2%)

Q20. Are you aware that you can use your cable high-speed Internet connection to make and receive voice telephone calls?

1. Yes
2. No **[Skip to Q22]**
3. Don't Know
4. Refused

	Chicago MSA
N =	323
Yes	59.1% (5.4%)
No	40.8% (5.4%)
Don't Know	0.1% (0.3%)
Refused	0.0% (0.0%)

Q21. Have you used your high-speed Internet connection to make or receive voice telephone calls?

1. Yes
2. No
3. Don't Know
4. Refused

	Chicago MSA
N =	193
Yes	20.6% (5.7%)
No	79.2% (5.7%)
Don't Know	0.2% (0.6%)
Refused	0.0% (0.0%)

Q22. Now just a final question for statistical purposes: I'd like to verify your cell phone number. (VERIFY FROM CALL LIST AND RECORD)

(____) ____ - _____

Q23. Sex (BY OBSERVATION)

1. Male
2. Female

	Chicago MSA
N =	1,202
Male	55.6% (2.8%)
Female	44.4% (2.8%)