



Workable, real-world solutions
to the issues and challenges
confronting policy makers

The First Annual New Millennium Research Council Survey on Consumers, Cell Phones and the Economy

March 2009

Table of Contents

	<u>Page</u>
Objectives & Methodology	2
Executive Summary	3
Detailed Findings	9
Appendix: Demographics.....	38

Objectives and Methodology

- The New Millennium Research Council is seeking to understand how the current economic climate is affecting attitudes about and usage of cell phones.
- This report is based on the findings of a telephone survey conducted by Opinion Research Corporation's CARAVAN omnibus. The survey was conducted among a sample of 2,005 adults (1,002 men and 1,003 women) 18 and older living in private households in the Continental United States. Interviewing was completed between March 5-9, 2009.
- Where appropriate, results from an earlier study that was conducted November 21-24, 2008 are also cited.
- Both surveys were weighted by four variables: age, sex, geographic region and race to ensure reliable and accurate representation of the total population. The margin of error for surveys with samples of around 1,000 respondents, at the 95% confidence level, is plus or minus three percentage points and for surveys of 2,000 it is two percentage points.

Executive Summary

FIRST ANNUAL NMRC SURVEY: CELL PHONE USE AND THE U.S. ECONOMY

- Deepening concerns about the recession already have caused millions of U.S. consumers to cut back on their cell phone spending and millions more are poised to join their ranks if the economic downturn continues as expected for another six months, according to major new survey of 2,005 Americans conducted by Opinion Research Corporation (ORC) for the New Millennium Research Council (NMRC). The resulting shift in consumer habits is likely to come at the expense of contract-based cell phone service as more consumers seek to save money by using prepaid cell phones and cutting out cell phone “extras.”

Executive Summary (cont'd.)

Key findings including the following:

- Nearly one in five Americans without a cell phone (19 percent) report that they have “discontinued cell phone service in the last six months because of actual job loss, fear of job loss, the recession, or any other related financial concerns.” This figure includes 29 percent of 18-34 year olds and 28 percent of those living in households earning \$35,000 a year or less.
- More than one out of five Americans with contract-based cell phone service (21 percent) either “have considered cutting back” (4 percent) or already “have cut back” (17 percent) on their contract-based cell phone service due to job or recession-related concerns. This figure includes 41 percent of those in households making \$35,000 a year or less.
- About two out of five Americans with contract-based cell phone service (39 percent) will be “very” (19 percent) or “somewhat” (21 percent) likely to cut on back on their cell phones to save money “if the economy gets worse in the next six months.” This groups includes 44 percent of those aged 18-34, 54 percent of those in households making \$35,000 a year or less, and 55 percent of African Americans.

Executive Summary (cont'd.)

- More than one in four Americans with contract-based cell phone service (26 percent) say they now are “more inclined today than ... six months ago to look at a way to save money on your cell phone bill, such as by switching to a prepaid cell phone service.” This group includes 38 percent of those in households making \$35,000 a year or less, 32 percent of African Americans and 30 percent of those age 18-34. By contrast, 83 percent of those in households earning \$100,000 a year or more are not inclined to consider ways to save money on their cell phone bill like switching to prepaid phone service.
- Nearly one in five Americans who now have prepaid cell phone service (17 percent) say they switched in the last six months from a contract-based cell phone service due to job or recession-related concerns. This figure includes 23 percent of 18-34 year olds and 29 percent of African Americans with prepaid phones.
- Two thirds of prepaid cell phone customers say they are saving money “compared to a landline phone or contract-based cell phones.” Fewer than three in 10 (29 percent) said they were not saving money.

Executive Summary (cont'd.)

- Fewer than half of cell phone users (48 percent) say that the extras on their phone “such as Internet connectivity, email and texting” are delivering a “great deal” (29 percent) or “some” (19 percent) value. About one in five people see little value in such services. About a third of cell phone users (34 percent) have no such extras on their phones.
- About one in five cell phone users with extras on their phone (19 percent) have “considered cutting back” (5 percent) or actually “have cut back” (15 percent) on such features “in the last six months because of actual job loss, fear of job loss, the recession, or any other related financial concerns.”
- More than two out of five cell phone users with extras on their phone (41 percent) say it is “very” (19 percent) or “somewhat” (21 percent) likely that they will cut back on cell phone extras “if the economy gets worse in the next six months.” Fewer than two in five (39 percent) say it is “not likely at all” that they will make such cuts.

Executive Summary (cont'd.)

- More than four out five Americans (84 percent) are concerned about the economic recession and already have cut back their spending "quite a bit" (39 percent) or "somewhat" (45 percent). Only about one in 10 Americans (12 percent) have made no spending changes as a result of the recession. Over half (52 percent) of individuals in households earning less than \$35,000 a year already have cut their spending "quite a bit."
- Four out of five Americans own a cell phone, ranging from 84 percent of 18-34 year olds to just 68 percent of those age 65 or older. While 91 percent of those in households earning \$100,000 or more have cell phones, fewer than two-thirds in households earning \$35,000 a year or less (65 percent) have such devices.
- Nearly one in five Americans (17 percent) has a prepaid cell phone currently, compared to 84 percent with a contract-based cell phone. (There is some overlap due to individuals who own both types of phones.) African Americans at 22 percent are the group most likely to have prepaid cell phones.

Executive Summary (cont'd.)

- Three out of 10 Americans “have owned a prepaid cell phone in the past,” while another 18 percent “have purchased a prepaid cell phone for someone else.” Nearly nine out of 10 Americans (87 percent) have heard of prepaid phones.
- More Americans (35 percent) described themselves as someone who has “a landline and a cell phone but PRIMARILY use(s) the cell phone,” compared to someone who uses a land line and cell phone “equally” (32 percent) or “primarily use(s) the landline” (32 percent). Among those using the cell phone most are 18-34 year olds (53 percent), while Americans aged 65 and older are the least likely to put themselves in this category (13 percent).

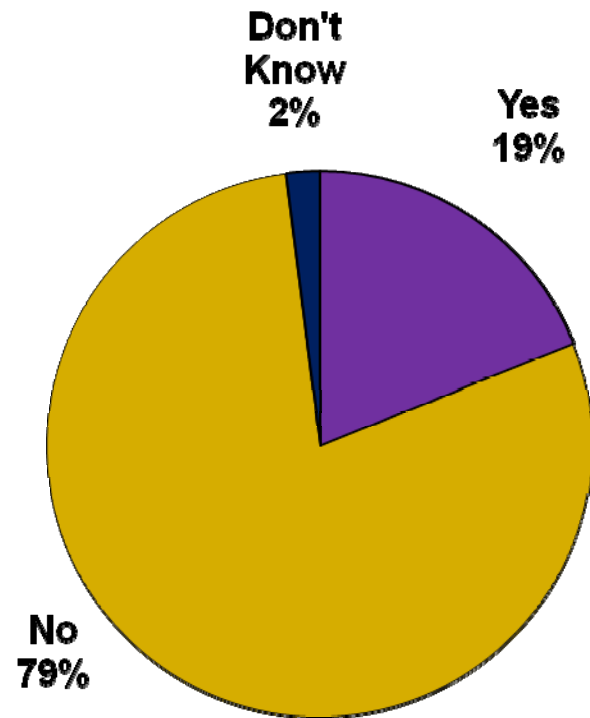


Detailed Findings

Discontinued Cell Phone Service in Last Six Months?

- Among those who do not own a cell phone, 19% have discontinued it because of actual job loss, fear of job loss or other concerns about the economy and the recession in the last six months.
 - Those who are most likely to have discontinued a cell phone in the last six months for any of these reasons are: those age 18-47 (26%), residents in the Northeast or South (both 26%), and those with less education (37%) or lower levels of income (28%).

Discontinued Cell Phone Service in the Last Six Months?



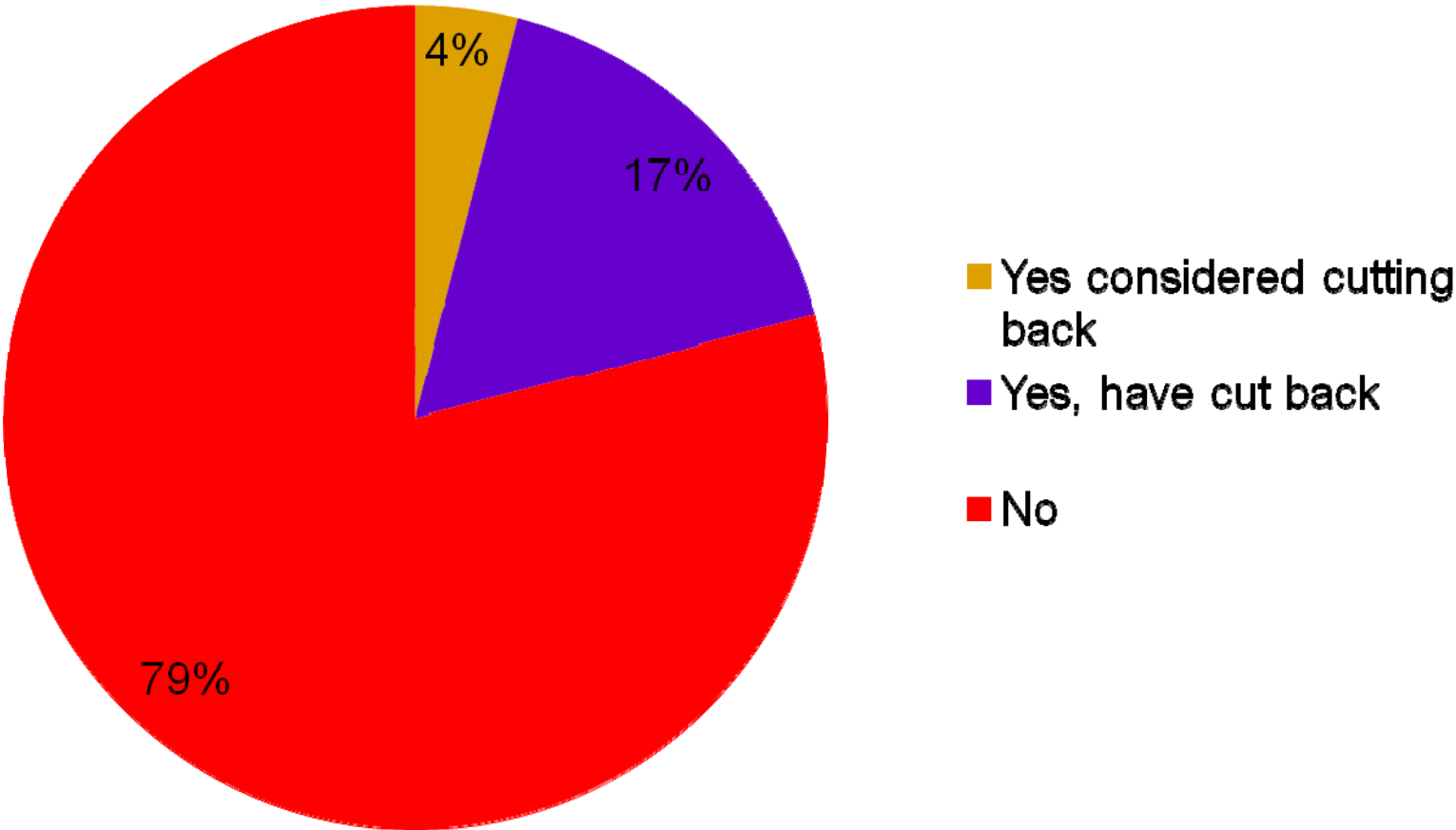
Q3: *Have you discontinued your cell phone service in the last six months because of actual job loss, fear of job loss, the recession, or any other related financial concerns?*

Base = *Those who do not have a cell phone, n = 460.*

Have Plans to Cut Back on Cell Phone Use

- A fifth of cell phone owners with a contract based phone have (4%) or are considering (17%) cutting back on their cell phone bill.
 - Those who are least likely to say they will cut back are respondents age 65 and over (88%). This group uses fewer minutes per month than any other age group so it is likely they responded this way because they don't consider their usage to be high and therefore do not see the need or possibility of reducing it.
 - Those with lower levels of household income or education (41% and 29%) are more likely to say they will or have cut back than are those with higher levels of income or education (12% and 18%).

Have Plans to Cut Back on Cell Phone Use



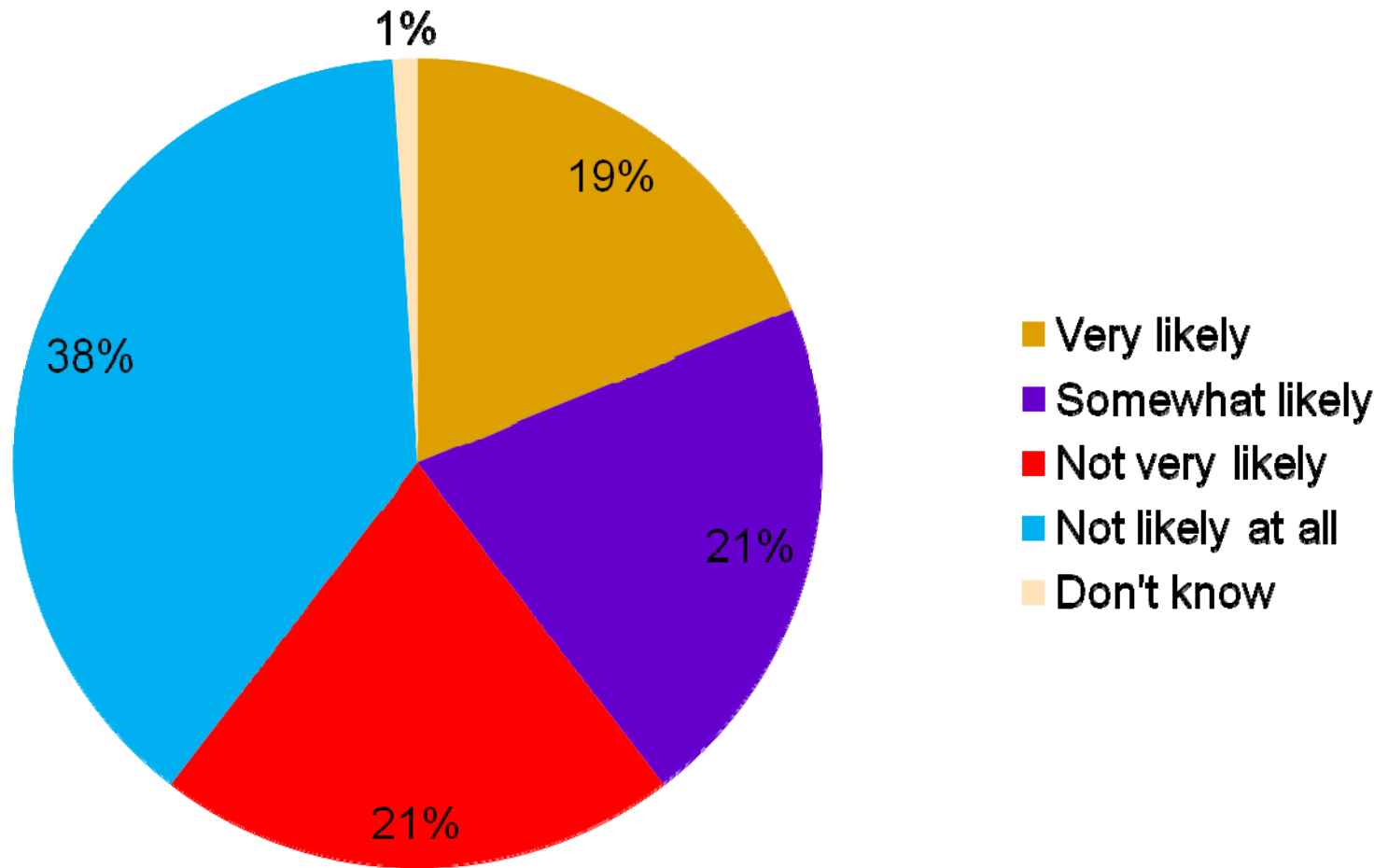
Q10: *Have you considered cutting back or have you cut back on your cell phone bill in the last six months because of actual job loss, fear of job loss, the recession or any other related financial concerns?*

Base = Those who have a cell phone with contract service, n = 1280.

If Economy Worsens, Will Cut Back on Cell Phone Bill

- If the economy were to worsen, more than a third (39%) say it is very (19%) or somewhat (21%) likely that they will cut back on their cell phone bill to save money. Six in 10 say this is not likely.
 - Women are more likely than men to say they will cut back on their bill if the economy gets worse (43% vs. 36%).
 - Those age 18-34 are also more likely to say they are likely to cut back if the economy gets worse (44%) compared to those 65 and over (35%).
 - Cell phone owners who have a contract based plan and are in lower income households or who have lower levels of education are the most likely to say they will be cutting back if the economy gets worse.
 - Those who are more inclined to look at ways to save money on their cell phone bill are more likely to cut back on the bill if the economy gets worse (80%).

If Economy Worsens, Will Cut Back on Cell Phone Bill

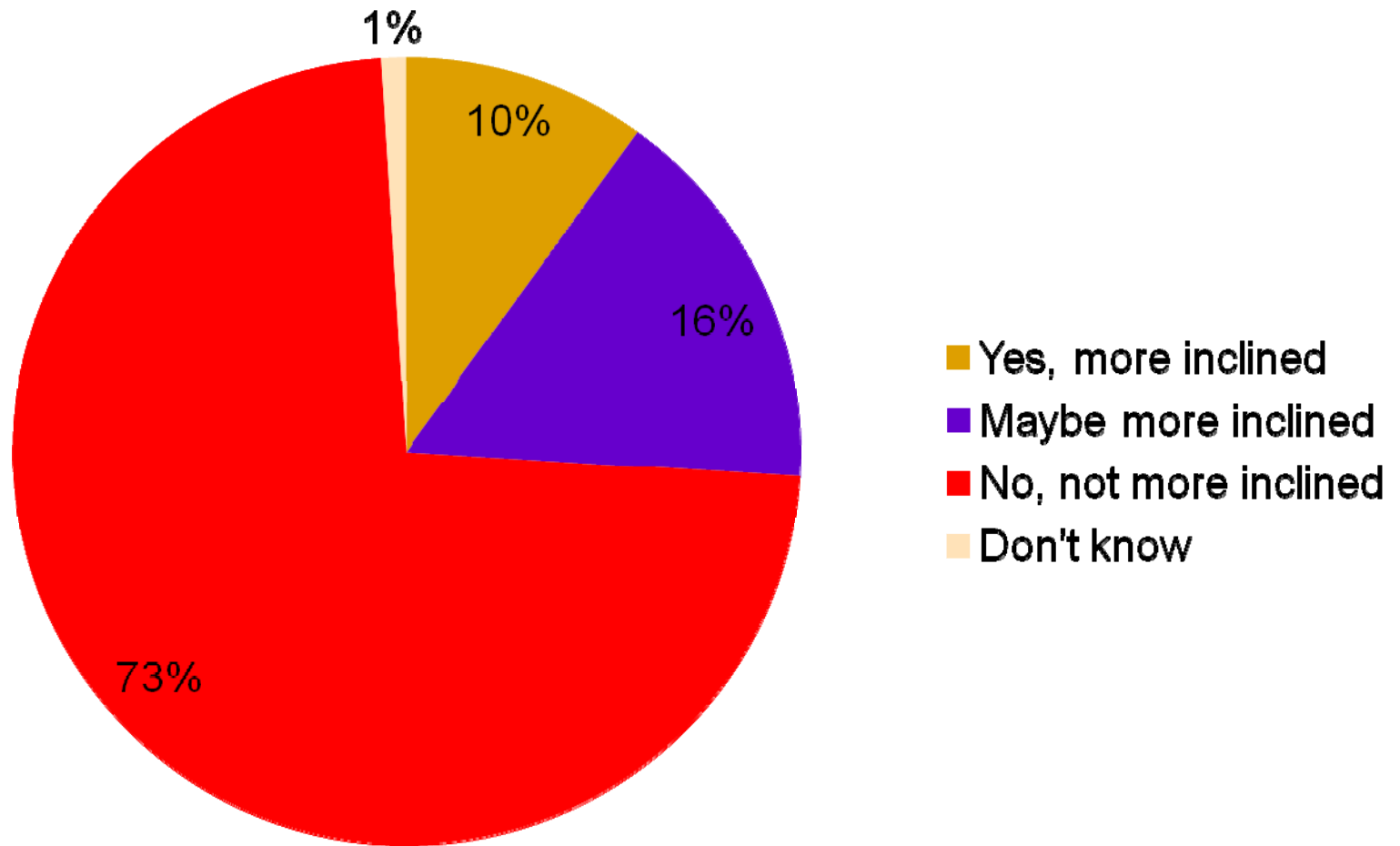


Q11: If the economy gets worse in the next six months, how likely are you to cut back {more} on your cell phone bill to save money?
Base = Those who have a cell phone with contract service, n = 1280.

More Inclined Now to Look at Ways to Save on Cell Phone Bill Than Six Months Ago

- Only a fourth of those with a contract-based cell phone say they are (10%) or maybe (16%) more inclined now than 6 months ago to look at ways to reduce their cell phone bill. Seven out of ten are not so inclined.
 - Younger respondents age 18-34 (30%) are more likely to say they are more inclined than those age 65 and over (20%).
 - Respondents with a contract based cell phone in households with incomes of under \$35,000 are also the most likely to say they are more inclined now than six months ago to look for ways to lower their cell phone bill (38%).

More Inclined Now to Look at Ways to Save on Cell Phone Bill



Q12: Are you more inclined today than you were six months ago to look at a way to save money on your cell phone bill, such as by switching to a prepaid cell phone service? Would you say... ?

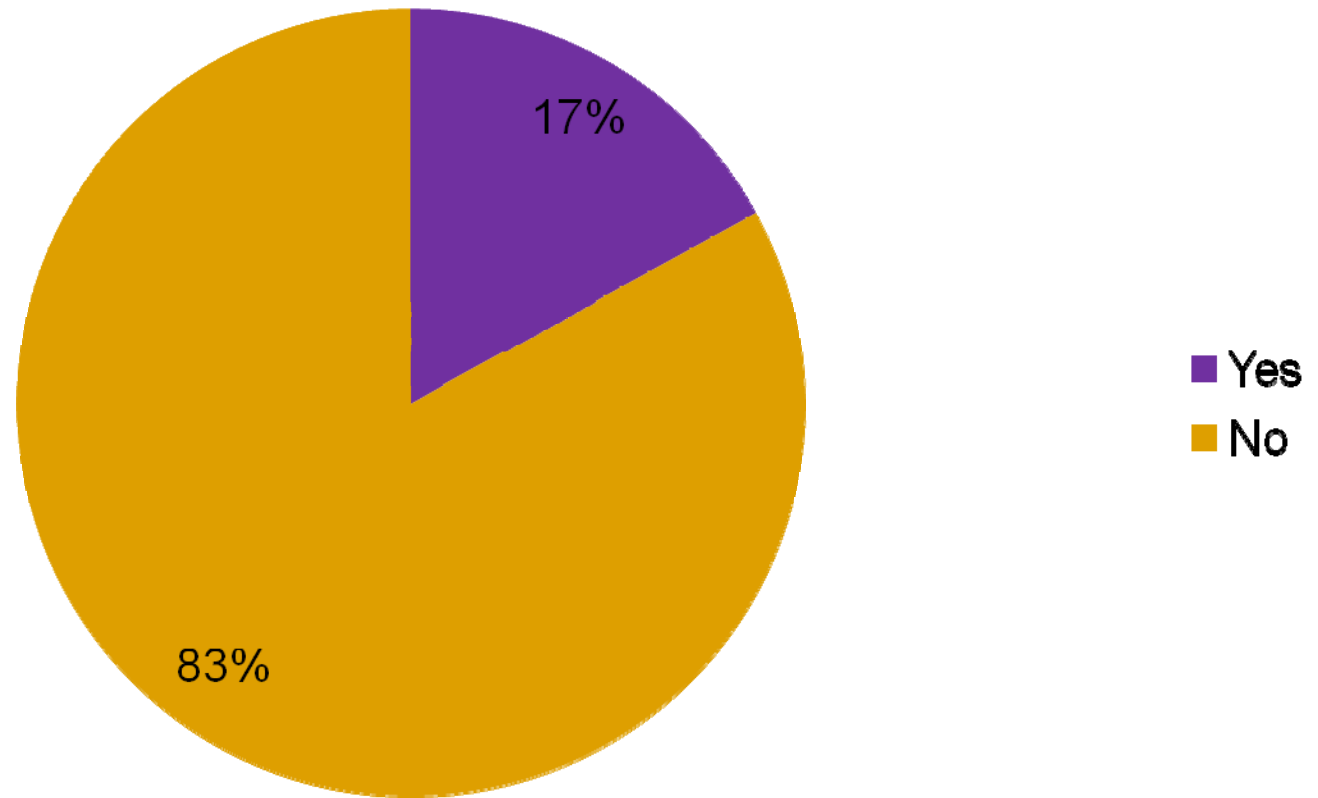
Base = Those who have a cell phone with contract service, n = 1280.

Switching to Prepaid Cell Phone Service as a Result of the Economy

- Among those with prepaid cell phone service, 17% have switched to such service in the last six months because of issues such as a job loss, fear of job loss or the economy.
 - Those who are more likely to have switched to prepaid because of the economy or other similar reasons include: people age 18-34 (23%) and those age 45-54 (24%).
 - Those who have switched are more likely to be in the West (23%) than any other region.
 - The following groups are also more likely to have switched to prepaid phones: those who think prepaid phones save money (22%), those who have both a cell and a landline but primarily use their cell (26%), those who say they are likely to cut back on their cell phone bill if the economy worsens in the next six months (25%), and those who are more inclined to look at ways to save money on their cell phone bill (32%).

Switching to Prepaid Cell Phone Service as a Result of the Economy

2009



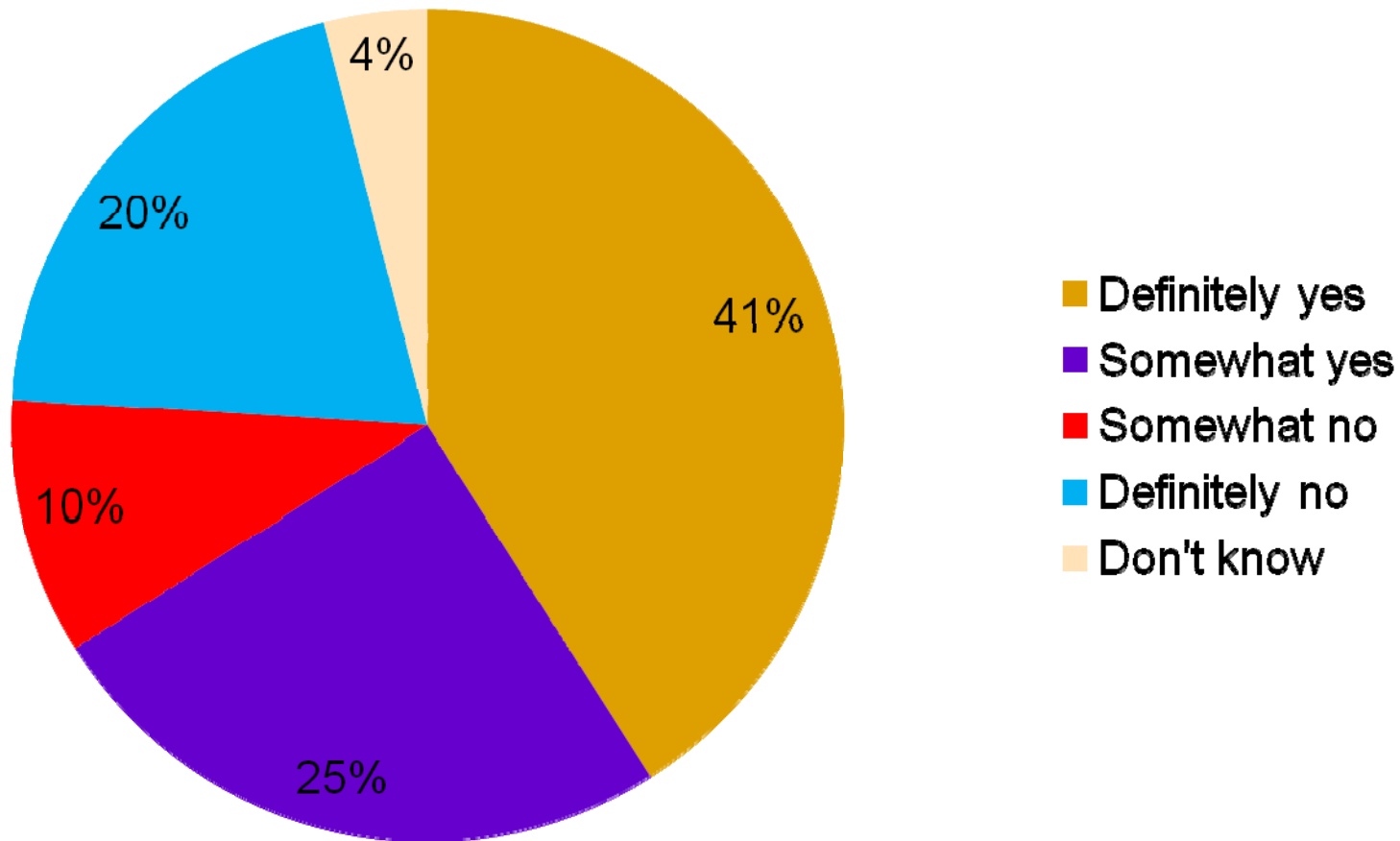
Q5: *Have you switched to prepaid service in the last six months because of actual job loss, fear of job loss, the recession or any other related financial concerns?*

Base = *Those who have a cell phone with prepaid service, n = 273.*

Does Prepaid Cell Phone Service Save Money?

- Prepaid cell phone owners are convinced that it saves them money. Forty-one percent say definitely yes and 25% say somewhat yes for a total of two-thirds of respondents who think it saves them money. Only 29% do not think a prepaid phone saves them money.

Does Prepaid Cell Phone Service Save Money?

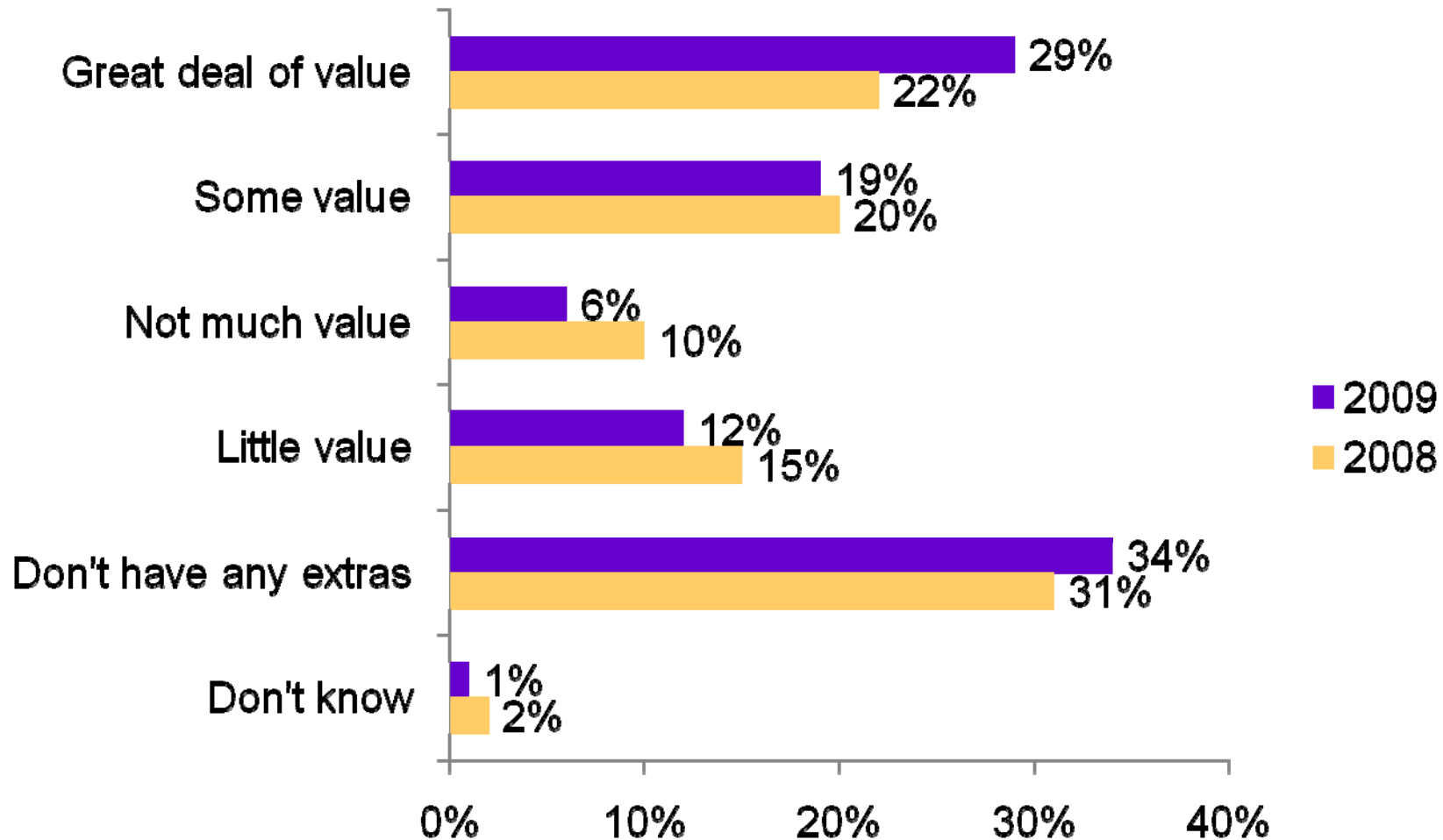


Q6: Do you feel your prepaid phone saves you money compared to a landline phone or contract-based cell phones? Would you say...
Base = Those who have a cell phone with prepaid service, n = 273.

The Value of Cell Phone Extras

- About half think the extras on their cell phone like Internet connectivity are a great deal of value (29%) or some value (19%) to them. Eighteen percent do not think they have value. A third do not have any extras on their cell phone to begin with.
 - Those most likely to think the extras on their cell phone are of value are respondents age 18-34 (68%). Those respondents most likely to not have extras on their cell phone are age 65 or over (59%).
 - Only 31% of those who have a cell phone but tend to use their landline primarily, say they extras on the cell phone are of value. Compare this to 60% of those who have both types of phone but primarily use the cell phone and say the extras on their cell phone are of value to them.

The Value of Cell Phone Extras

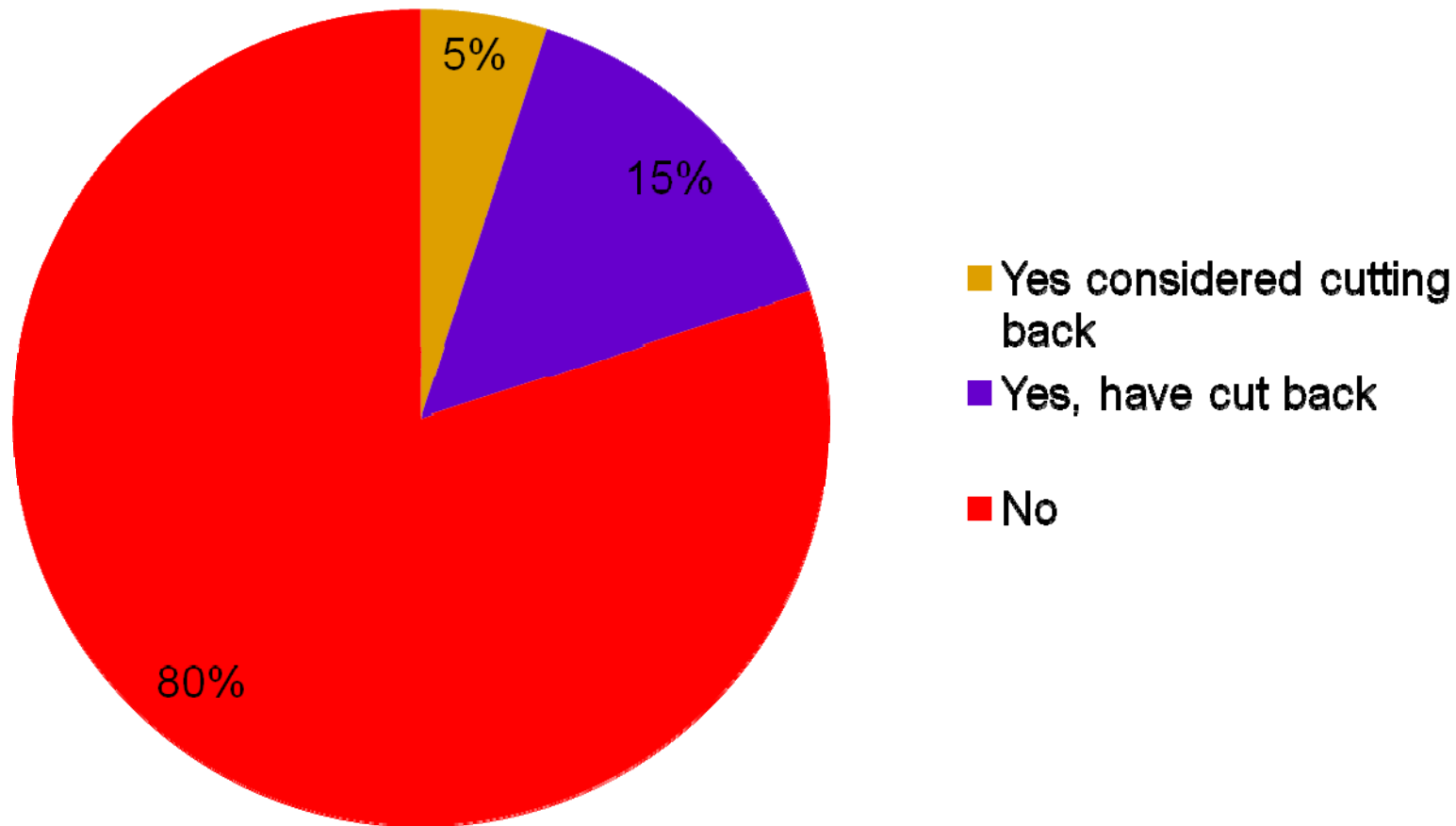


Q16: I want you to think about the "extras" you pay for on your cell phone – such as Internet connectivity, email and texting. Given what you are paying for these extras, how much value do you think you are getting out of them? Would you say...?
Base = Those who have a cell phone with a contract based plan. 2009 n= 1280, 2008 n= 650.

Considered Cutting Back on Cell Phone Extras

- Among those with extras on their cell phone, only 19% have cut back (15%) or considered cutting back (5%) on the extras. Eighty percent have not.
 - Those who are most likely to have cut back include respondents age 18-34 (22%), those in the Northeast (24%) or West (23%) and those in households with incomes of less than \$35,000 (35%).
 - Also more likely to have cut back already on extras are those who say they are likely to cut if the economy worsens (35%), those who are more inclined to look for ways to cut their phone bill (61%) and those have actually cut back on their phone bill (58%).

Considered Cutting Back on Cell Phone Extras



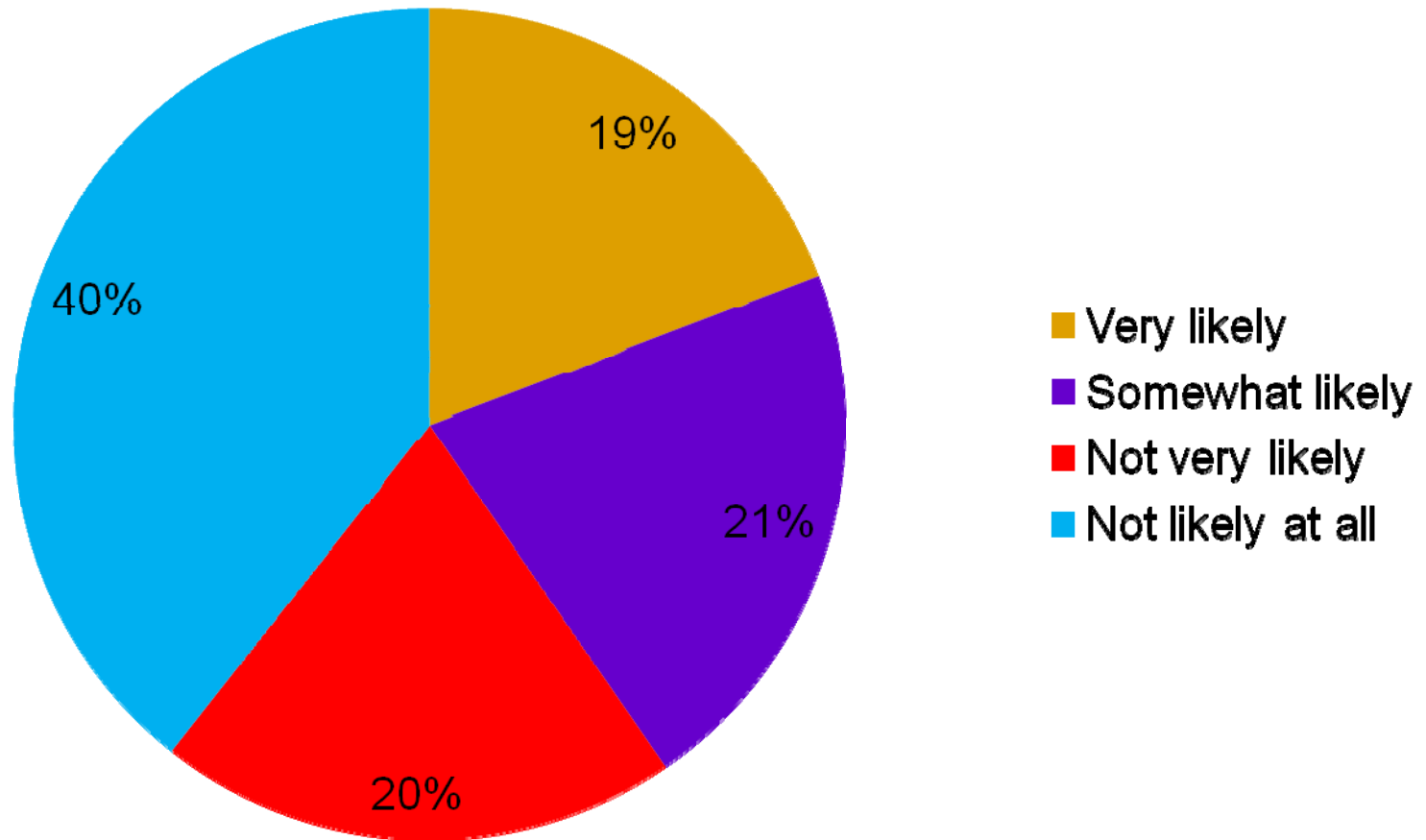
Q17: *Have you considered cutting back or have you cut back on your cell phone service extras in the last six months because of actual job loss, fear of job loss, the recession or any other related financial concerns?*

Base = *Those who have a cell phone with contract service, and have extra services, n = 741.*

If Economy Worsens, Will Cut Back on Cell Phone Extras

- Although not a lot have already cut back on their cell phone extras, if the economy continues to worsen, 41% say they are likely to cut back on them. Over half (59%) say they aren't likely to cut back even if the economy gets worse in the next six months.
 - Also likely to cut back on the extras if the economy worsens are those who say they are likely to cut back on their cell phone bill if the economy worsens (80%), those who are more inclined to look for ways to cut their phone bill (81%) and those who have actually cut back on their phone bill (73%).

If Economy Worsens, Will Cut Back on Cell Phone Extras

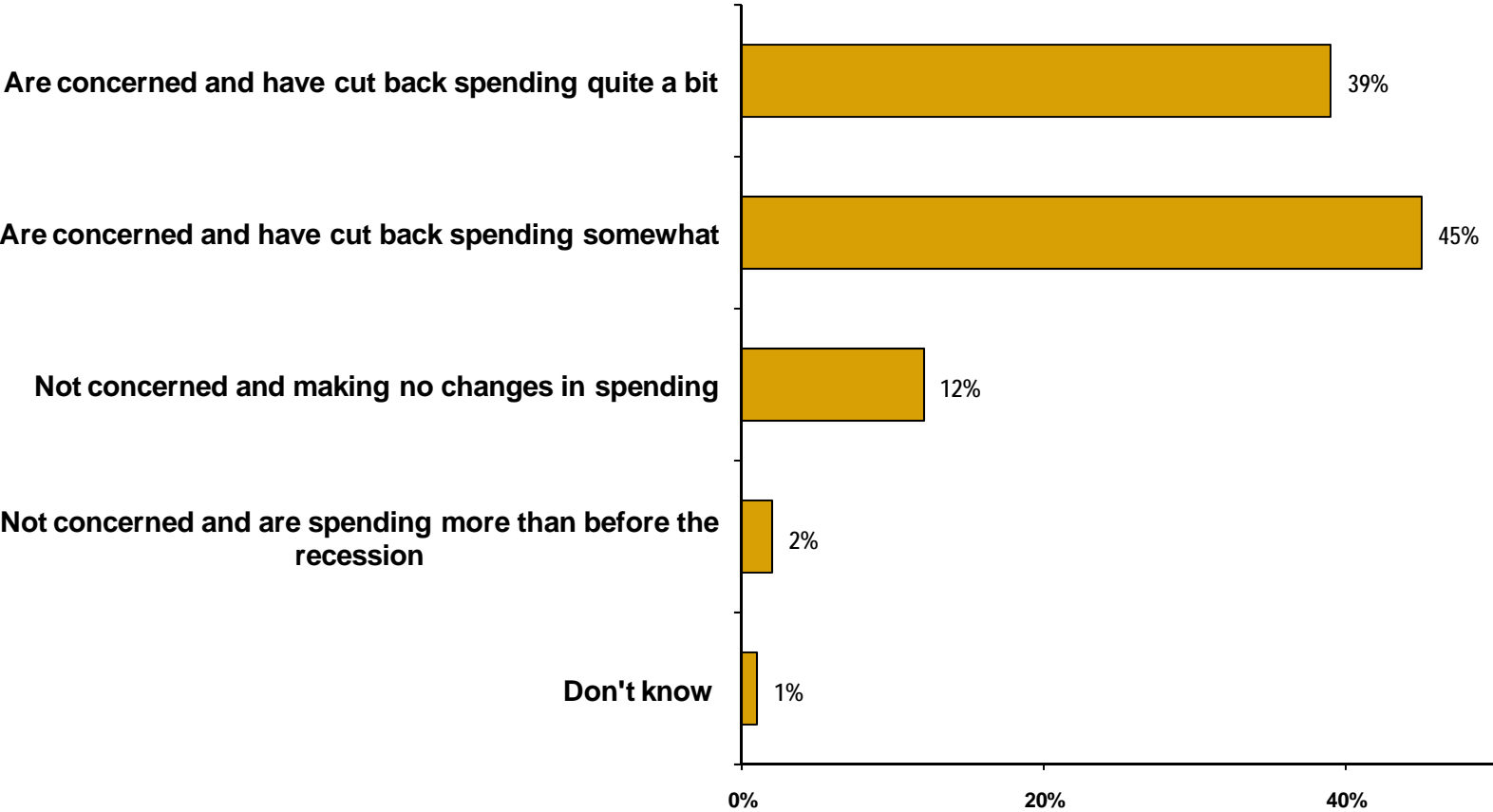


Q18: If the economy gets worse in the next six months, how likely are you to cut back {more} on your cell phone extras to save money?
Base = Those who have a cell phone with contract service, n = 741.

Feelings About the Recession

- Most Americans (84%) are concerned about the current economic recession and have cut back spending quite a bit or somewhat. Only 14% are not concerned and spending as much or more than they did before the recession.
 - Women are somewhat more concerned than men (87% vs. 81%).
 - Younger respondents aged 18-39 are the least concerned (76%) especially compared to those aged 35-54 (91%).
 - Those with less than a high school education are somewhat less likely to be concerned, than are those with a college degree (75% vs. 86%).
 - Interestingly the level of concern is the same regardless of household income.
 - Each of the following groups is more likely to be concerned than all adults as a whole: those who say it is likely they will cut back their cell phone bill if the economy worsens in the next 6 months (90%), those who are inclined to look at ways to save money on their cell phone bill (96%), and those who have considered cutting back on their cell phone bill because of economy concerns (98%).

Feelings About the Recession

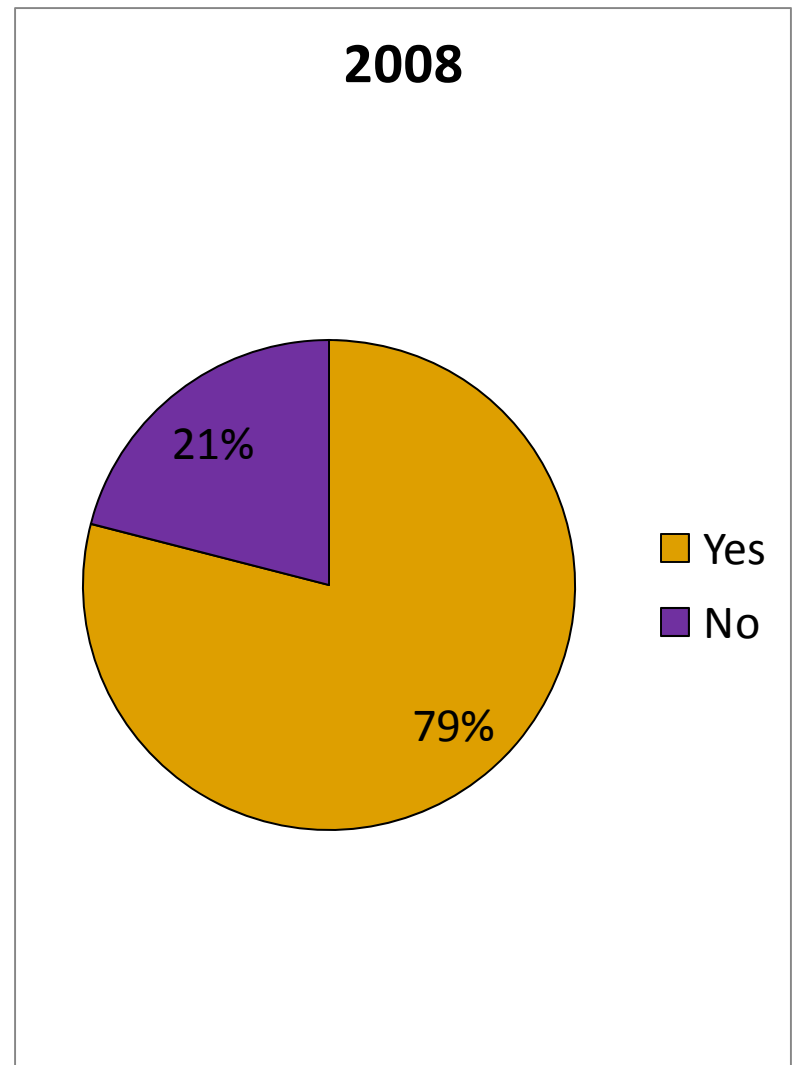
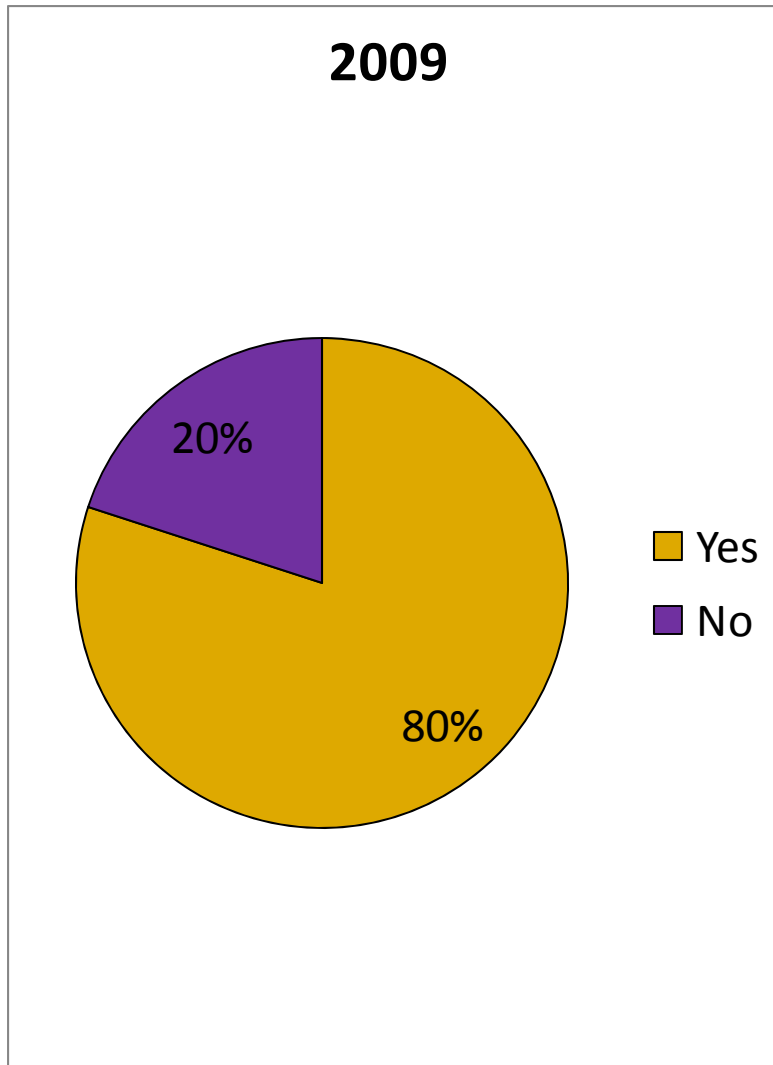


Q1: Which of the following best describes your feelings about the economic recession?
Base = total respondents, n = 2,005.

Cell Phone Ownership

- 80% of American adults own a cell phone. This is unchanged from the 2008 survey.
 - Ownership is higher among women than men (83% vs. 77%.)
 - It is also higher among those age 18-44 (84%) than it is among those age 65 and over (68%).
 - Cell phone ownership is dramatically higher among those who are in households with incomes of \$100,000 or more (91%) and higher among those with a college degree (86%). Ownership is far lower among those who live in households with less than \$35,000 in income (65%) or among those with less than a high school education (58%).

Cell Phone Ownership

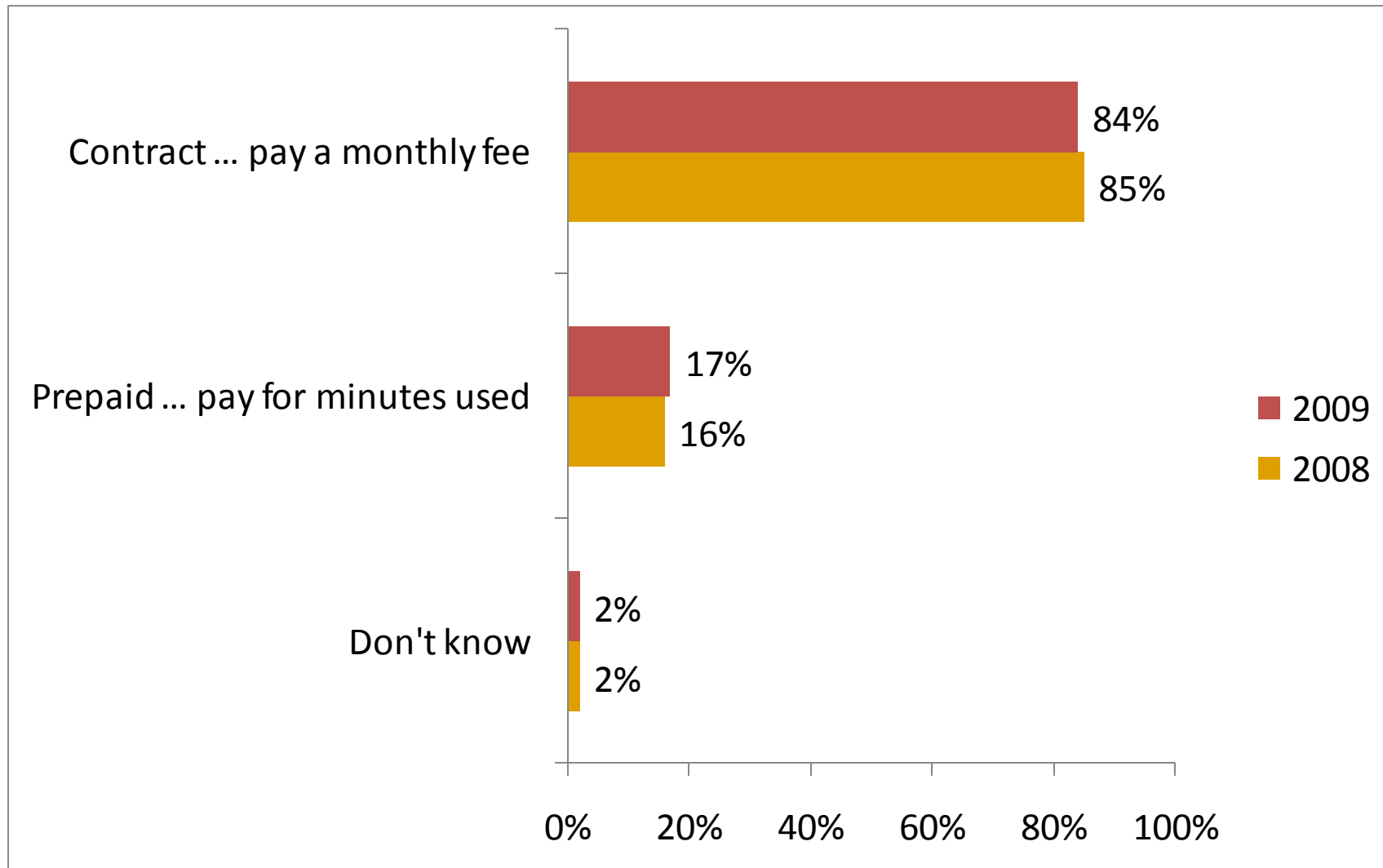


Q1/2: Do you own a cell phone?
Base = Total respondents, n = 2,005 in 2009 and 1,007 in 2008.

Type of Cell Phone Service

- The majority of those with a cell phone have contract service where they pay a monthly fee (84%) and 17% use a prepaid telephone for their cell phone service.
 - Prepaid phones are more prevalent among those age 65 and over: 24% say they have one.
 - Prepaid phones are also typically in the hands of those with the least amount of household income (28%), those who live alone (25%) and those who have less than a high school education (27%).

Type of Cell Phone Service

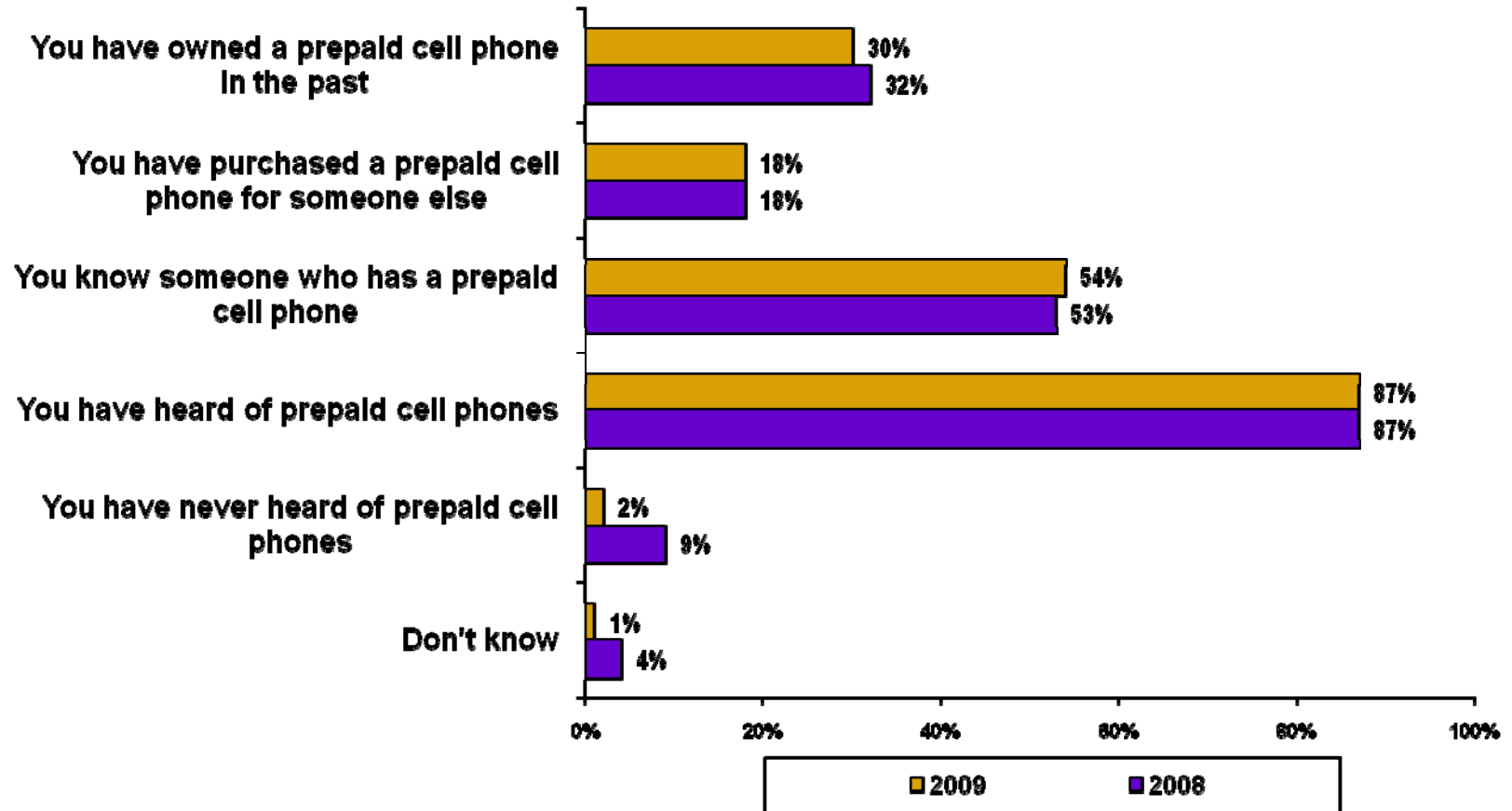


Q4: What kind of cell phone service do you have?
Base = Those who have a cell phone, n = 1,544 in 2009 and 774 in 2008.

Prepaid Phones – Awareness, Ownership and Familiarity

- Most cell phone owners have heard of pre paid phones (87%). More than half know someone with a prepaid phone (54%) and three in 10 have owned one in the past. Eighteen percent have purchased one in the past for someone else. These findings are nearly identical to the 2008 survey.
 - Those in households with incomes of less than \$35,000 and those with less than a high school education are more likely to say they have owned a prepaid cell phone in the past (49% and 44%) respectively.
 - Respondents in both those categories are more likely to say they know someone who has a prepaid phone than are those with higher levels of income (65% vs. 43%) or higher levels of education (68% vs. 47%).
 - Interestingly, those who have both landline and cell but primarily use landline, are more likely to have owned a prepaid phone in the past (41%.) Also those who are more inclined to consider ways to save on their phone bill are more likely to have had a prepaid phone in the past (35%).

Prepaid Phones – Awareness, Ownership and Familiarity



Q7: Which if any of these statements describe you?

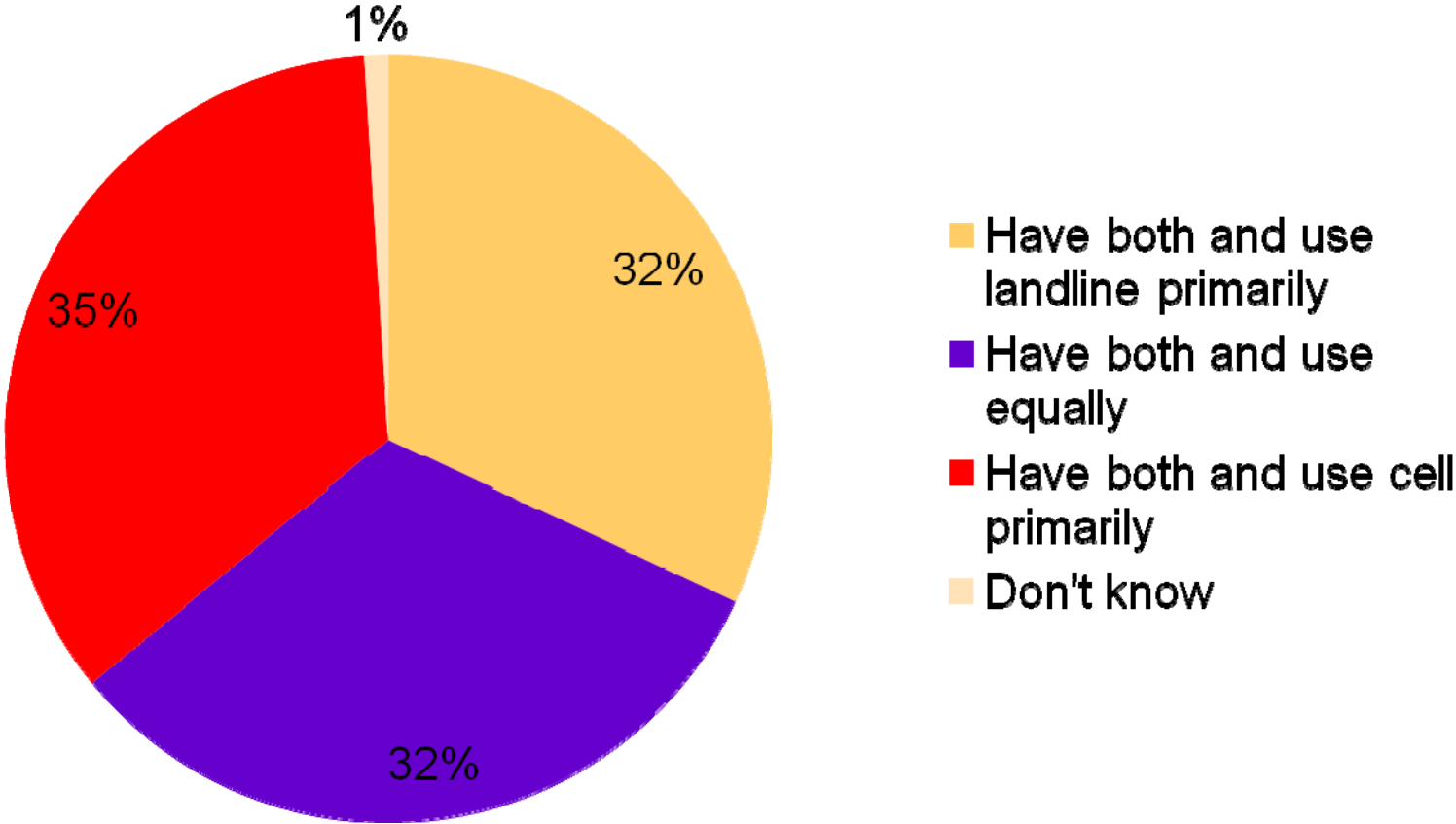
Base = Those who have a cell phone, n = 1,544 in 2009 and 774 in 2008.

Phone Used Most Often – Landline vs. Cell

- Those respondents who have both a landline and a cell phone were asked which one they use most often. Interestingly they are almost evenly split between primarily landline (32%), landline/cell equally (32%) and primarily cell (35%).
 - Men who have both types of phones are a lot more likely than women to use the cell phone primarily (42% vs. 29%). The exact opposite is true of women. Among those who have both, they are more likely than men to use their landline primarily (37% vs. 27%).
 - A similar thing happens across age groups. Among the youngest respondents age 18-34 who have both, they are a lot more likely to use their cell phone (53%) than are those who are age 65 and over (13%). And the reverse is true here as well. Those who are over 65 and have both are much more likely to use their landline primarily (60%) than are those age 18-34 (19%).
 - Those who live alone and have both types of phones are a lot more likely to say they use the landline primarily (44%) than are those who live in households with three or more and have both types of phones (25%). And the reverse is true in this case as well. Those who live in households with three or more people and have both types of phones tend to use the cell more often (43%) than those who live alone and have both types (23%).

Phone Used Most Often – Landline vs. Cell

2009



Q8: How would you describe yourself as a phone owner? Would you say...?
Base = Those who have a cell phone, n = 1544.



Appendix: Reliability of Survey Percentages

RELIABILITY OF SURVEY PERCENTAGES

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results.

The table below shows the possible sample variation that applies to percentage results reported herein. The chances are 95 in 100 that a survey result does not vary, plus or minus, by more than the indicated number of percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

Size of Sample on Which Survey Results Are Based	Approximate Sampling Tolerances Applicable to Percentages At or Near These Levels				
	<u>10% or 90%</u>	<u>20% or 80%</u>	<u>30% or 70%</u>	<u>40% or 60%</u>	<u>50%</u>
1,000 interviews	2%	2%	3%	3%	3%
500 interviews	3%	4%	4%	4%	4%
250 interviews	4%	5%	6%	6%	6%
100 interviews	6%	8%	9%	10%	10%

Additional Sampling Tolerances for Samples of 1,000 Interviews

<u>9% or 91%</u>	<u>8% or 92%</u>	<u>7% or 93%</u>	<u>6% or 94%</u>	<u>5% or 95%</u>
2%	2%	2%	1%	1%
<u>4% or 96%</u>	<u>3% or 97%</u>	<u>2% or 98%</u>	<u>1% or 99%</u>	
1%	1%	1%	2%	

SAMPLING TOLERANCES WHEN COMPARING TWO SAMPLES

Tolerances are also involved in the comparison of results from independent parts of the sample. A difference, in other words, must be of at least a certain number of percentage points to be considered statistically significant – that is not due to random chance. The table below is a guide to the sampling tolerances in percentage points applicable to such comparisons, based on a 95% confidence level.

Size of Samples Compared	Differences Required for Significance At or Near These Percentage Levels				
	<u>10% or 90%</u>	<u>20% or 80%</u>	<u>30% or 70%</u>	<u>40% or 60%</u>	<u>50%</u>
1,000 and 1,000	3%	4%	4%	4%	4%
1,000 and 500	3%	4%	5%	5%	5%
1,000 and 250	4%	6%	6%	7%	7%
1,000 and 100	6%	8%	9%	10%	10%
500 and 500	4%	5%	6%	6%	6%
500 and 250	5%	6%	7%	7%	8%
500 and 100	6%	9%	10%	11%	11%
250 and 250	5%	7%	8%	9%	9%
250 and 100	7%	9%	11%	11%	12%
100 and 100	8%	11%	13%	14%	14%

Topline results of 2,000 telephone interviews with adults conducted March 5-9, 2009.

PP1 Which of the following best describes your feelings about the economic recession?

[READ LIST. RECORD ONE ANSWER.]

(N=2,005)

3/5-9/2009

N = 2000

39%	You are concerned and have cut back on your spending	QUITE A BIT
45	You are concerned and have cut back on your spending	SOMEWHAT
12	You are not concerned and are making no changes in your spending	
2	You are not concerned and are spending more than you were before the recession started	
1	DON'T KNOW	

PP2 Do you own a cell phone?

3/5-9/2009

N= 2000

11/21-24/2008

N= 1000

80%	79%	YES
20%	21%	NO

IF DO NOT OWN A CELL PHONE [PP2 (02)], ASK PP3, THEN SKIP TO NEXT SECTION. ALL OTHERS SKIP TO PP4.

PP3 Have you discontinued your cell phone service in the last six months because of actual job loss, fear of job loss, the recession, or any other related financial concerns?

3/5-9/2009

N = 404 who do not have a cell phone

19%	YES
79%	NO
1%	DON'T KNOW
1%	REFUSED

IF OWN A CELL PHONE PP2 (01), CONTINUE. ALL OTHERS SKIP TO NEXT SECTION.
--

PP4 What kind of cell phone service do you have?

[READ LIST. SELECT AS MANY AS APPLY FOR 01-02. WAIT FOR YES OR NO FOR EACH. RANDOMIZE.]

3/5-9/2009

N = 1595 with cell phone

11/21-24/2008

N=774 with cell phone

84%	85%	Contract based ... where you pay a monthly fee
17	16	Prepaid ... where you pay for the minutes you use
2	2	DON'T KNOW/REFUSED

IF PREPAID PP4 (02) ASK PP5, PP6. ALL OTHERS SKIP TO PP7.

PP5 Have you switched to prepaid service in the last six months because of actual job loss, fear of job loss, the recession, or any other related financial concerns?

3/5-9/2009

N = 270 with prepaid cell phone

17% YES

83 NO

PP6 Do you feel your prepaid phone saves you money compared to a landline phone or contract-based cell phones? Would you say...
[READ LIST. RECORD ONE ANSWER.]

3/5-9/2009

N = 270 with prepaid cell phone

41% Definitely yes

25 Somewhat yes

10 Somewhat no

20 Definitely no

3 DON'T KNOW

1 REFUSED

PP7 Which, if any, of these statements describe you?
[READ LIST. RECORD AS MANY AS APPLY FOR 01-04. WAIT FOR YES OR NO FOR EACH]

3/5-9/2009

N = 1595 with cell phone

11/21-24/2008

N = 785 with cell phone

30%

18

54

87

2

1

32%

18

53

87

9

4

You have owned a prepaid cell phone in the past

You have purchased a prepaid cell phone for someone else

You know someone who has a prepaid cell phone

You have heard of prepaid cell phones

You have never heard of prepaid cell phones

DON'T KNOW/REFUSED

PP8 How would you describe yourself as a phone owner? Would you say...
[READ LIST. RECORD ONE ANSWER.]

3/5-9/2009

N=1595 with cell phone

32% You have a landline and a cell phone but PRIMARILY use the landline

32 You have a landline and a cell phone and use both EQUALLY

35 You have a landline and a cell phone but PRIMARILY use the cell phone

1 DON'T KNOW/REFUSED

PP9 In an average MONTH, how many minutes would you estimate that you use on your cell phone?
Would you say...
[READ LIST. RECORD ONE ANSWER.]

3/5-9/2009

N = 1595 own cell phone

11/21-24/2008

N = 785 own cell phone

15%

24

16

22

21

2

12%

18

14

25

26

5

0-20

21-100

101-200

201-500

501 or more

DON'T KNOW/REFUSED

IF HAVE A CONTRACT BASED PHONE PP4(01), CONTINUE.
ALL OTHERS SKIP TO NEXT SECTION

PP10 Have you considered cutting back or have you cut back on your cell phone bill in the last six months because of actual job loss, fear of job loss, the recession, or any other related financial concerns?

3/5-9/2009

N = 1336 have contract based cell phone

4% YES, HAVE CONSIDERED CUTTING BACK

17 YES, HAVE CUT BACK

79 NO

PP11 If the economy gets worse in the next six months, how likely are you to cut back [IF PP10 (02) READ "MORE"] on your cell phone bill to save money? Are you...
[READ LIST. RECORD ONE ANSWER.]

3/5-9/2009

N = 1336 have contract based cell phone

19% Very likely

21 Somewhat likely

21 Not very likely

39 Not likely at all

1 DON'T KNOW/REFUSED

PP12 Are you more inclined today than you were six months ago to look at a way to save money on your cell phone bill, such as by switching to a prepaid cell phone service? Would you say...
[READ LIST. RECORD ONE ANSWER.]

3/5-9/2009

N = 1336 have contract based cell phone

10% Yes, more inclined

16 Maybe more inclined

73 No, not more inclined

1 DON'T KNOW/REFUSED

PP13 How long from now does your cell phone contract expire? Would you say...
[READ LIST. RECORD ONE ANSWER.]

3/5-9/2009

N = 1336 have contract based cell phone

21% 6 months or less
19 More than 6 months but less than a year
43 One year or more
7 IT HAS ALREADY EXPIRED
8 DON'T KNOW
1 REFUSED

PP14 What penalty would you have to pay if you cancelled your cell phone now?
[DO NOT READ LIST. RECORD ONE ANSWER.]

3/5-9/2009

N = 1336 have contract based cell phone

12% MORE THAN \$200
22 \$150-\$200
3 \$100-\$149
3 \$50-\$99
4 \$49 OR LESS
14 NONE
40 DON'T KNOW/REFUSED

PP15 How often would you say that you do NOT use all of your available cell phone minutes under the plan that you have? Would you say...
[READ LIST. RECORD ONE ANSWER.]

3/5-9/2009

N = 1336 have contract based cell phone

54%
16
13
9
7

11/21-24/2008

N = 650 have contract based cell phone

51% Every month
18 Nearly every month
11 Only a few months each year
13 You sometimes or often go over on your minutes
7 DON'T KNOW/REFUSED

- PP16 I want you to think about the “extras” you pay for on your cell phone – such as Internet connectivity, email and texting. Given what you are paying for these extras, how much value do you think you are getting out of them? Would you say...?
[READ LIST. RECORD ONE ANSWER.]

3/5-9/2009

N = 1336 have contract based cell phone

29%

20

6

12

34

1

11/21-24/2008

N = 650 have contract based cell phone

22% A great deal of value

20 Some value

10 Not much value

15 Little value

31 NO EXTRAS ON MY PHONE

2 DON'T KNOW/REFUSED

IF HAVE EXTRAS PP16 NOT 97, CONTINUE. ALL OTHERS SKIP TO NEXT SECTION

- PP17 Have you considered cutting back or have you cut back on cell phone service extras in the last six months because of actual job loss, fear of job loss, the recession, or any other related financial concerns?

3/5-9/2009

N= 885 have cell phone with extra services

5% YES, HAVE CONSIDERED CUTTING BACK

15 YES HAVE CUT BACK

80 NO

- PP18 If the economy gets worse in the next six months, how likely are you to cut back [IF PP17 (02) READ “MORE”] on your cell phone extras to save money? Are you...
[READ LIST. RECORD ONE ANSWER.]

3/5-9/2009

N= 885 have cell phone with extra services

19% Very likely

8 Somewhat likely

20 Not very likely

39 Not likely at all