State of Florida

Public Service Commission

-M-E-M-O-R-A-N-D-U-M-

DATE: August 25, 1998

TO: Blanca Bayo, Director, Division of Records and Reporting

FROM: Dan Hoppe, Director, Division of Research and Regulatory Review

RE: Special Project No. 980000A-SP - Fair and Reasonable Residential Basic Local Telecommunications Rates

Please find attached a 3.5" diskette containing three SAS® Software files. These files include a copy of the affordability survey administered by the University of Florida, a SAS® data set containing all of the responses to the PSC Affordability Survey, and a SAS® format file which will allow the data set to be used. Please note that these SAS® files are self-extracting zip files. A copy of the diskette may be made available to the public upon request.

Please note that alternative file formats may be available to those interested persons who do not have access to SAS® Software.

Please forward a copy of this memo to all interested persons in Special Project No. 980000A-SP. Any questions about the survey or the diskette should be directed to Marguerite McCauley at (850) 413-6875 or Bill McNulty at (850) 413-6443.

DMH:PBD:tf/m-afford
Enclosure: Diskette

cc: Mary Andrews Bane, Deputy Executive Director/Technical
Anne Marsh, Economic Analyst, Division of Communications
Beth Keating, Senior Attorney, Division of Legal Services
Hans Ottinot, Attorney, Division of Legal Services

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FPSC-RECORDS/REPORTING

Public Service Commission

MEMORANDUM

July 2, 1998

TO: All Interested Persons

FROM: Dan Hoppe, Director, Division of Research and Regulatory Review

SUBJECT: Special Project No. 980000A-SP - Fair and Reasonable Residential Basic Local
          Telecommunications Rates

VIA FACSIMILE

Attached is a copy of the Affordability Survey questions which the University of Florida's Bureau of Business and Economic Research (BEBR) will use to conduct a pre-test of approximately fifty respondents. Staff developed the questions after considering the comments of interested persons provided at both the June 17 and June 22, 1998, Affordability Workshops.

Please note that the pre-test may result in further changes and revisions to the survey in both its current format and content.

If you have questions regarding the survey questions, you may contact Marguerite McCauley at (850) 413-6875 or Bill McNulty at (850) 413-6443.

DMH: MTM:tf\d-afford

cc: Mary Andrews Bane
      Division of Communications
      Division of Records and Reporting
      Division of Auditing and Financial Analysis
      Division of Legal Services

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PSC Website: www2.scri.net/psc   Internet E-mail: contact@psc.state.fl.us

>ps1< Including yourself, how many people live with you at your
Florida re... ence for at least nine months of the year?

    <1-20>
    <-8> Don't know
    <-9> Not available

    ===>

>ps2< How many of these are over the age of 65?

    <0-20>
    <-8> Don't know
    <-9> Not available

    ===>

>ps3< How many people are living with you at your Florida residence who are age ˙8 and under?

    <0-20>
    <-8> Don't know
    <-9> Not available

    ===>

>ps4< How many phone numbers do you have in your household? Please do not include business, cellular,
or pager numbers if you have them.

    <1-20>
    <-8> Don't know
    <-9> Not available

    ===>

>ps5< Several of the following questions address local telephone service. For our purposes, local telephone
service refers to all calls which are included in the fixed monthly amount you pay for local calling. Now, I
would like you to tell me a little bit about your local calling.

    Do you use your phone for social calls?

    <1> Yes
    <2> No
    <-8> Don't know
    <-9> Not available

===>

>ps6< Do you do any shopping by phone?

    <1> Yes
    <2> No

<-8> Don't know
<-9> Not available

===>

>ps7< Do you use your phone line for accessing the Internet?

<1> Yes
<2> No
<-8> Don't know
<-9> Not available

===>

>ps8< Do you use your phone for business calls?

<1> Yes
<2> No
<-8> Don't know
<-9> Not available

===>

>ps9< Do you use your phone for other purposes? Please specify.

_____

===>

>ps10< Of those uses that you've just listed, which one occurs most often?

<1> Social calls
<2> Shopping by phone
<3> Internet usage
<4> Business calls
<5> Other (specify)

===>

>ps11< Can you call your local doctor or clinic without paying additional charges?

<1> Yes
<2> No
<-8> Don't know
<-9> Not available

===>

>ps12< Are you able to call your local schools without paying additional charges?

<1> Yes
<2> No
<3> Do not have a reason to call schools
<-8> Don't know
<-9> Not available

===>

>ps13< Approximately how many local telephone calls were placed from your household yesterday without paying additional charges?

    <0-100>
    <-8> Don't know (surveyor please prompt: 'How about this range')
                <1> 0
                <2> 1-5
                <3> 6-10
                <4> 11-15
                <5> 16-20
                <6> More than 21

    <-9> Not available

===>

>ps14< Approximately how many telephone calls were received at your household yesterday?

    <0-100>
    <-8> Don't know (surveyor please prompt: 'How about this range')
                <1> 0
                <2> 1-5
                <3> 6-10
                <4> 11-15
                <5> 16-20
                <6> More than 21

    <-9> Not available

===>

>ps15< How many homes in Florida would you like to call, but cannot, because they do not have a telephone?

    <0-15>
    <-8> Don't know
    <-9> Not available

===>

>ps16< As I read the following list of optional features, please identify which ones your household subscribes to on a monthly basis?

    Do you have call forwarding?

    <1> Yes
    <2> No
    <-8> Don't know
    <-9> Not available

    ===>

>ps17< Call Waiting?

<1> Yes
<2> No
<-8> Don't know
<-9> Not available

===>

>ps18< Three-Way Calling?

<1> Yes
<2> No
<-8> Don't know
<-9> Not available

=_=>

>ps19< Do you have an Unlisted Number?

<1> Yes
<2> No
<-8> Don't know
<-9> Not available

===>

>ps20< Voice Messaging?

<1> Yes
<2> No
<-8> Don't know
<-9> Not available

===>

>ps21< Caller ID?

<1> Yes
<2> No
<-8> Don't know
<-9> Not available
===>

>ps22< Is there another feature you have which I have not mentioned that you subscribe to?

<1> Yes [specify]
<2> No
<-8> Don't know
<-9> Not available

===>

>ps23< Do you receive separate bills from your local and long distance telephone companies?

<1> Yes [specify]
<2> No
<-8> Don't know

<-9> Not available

===>

>ps24< Next I would like you to estimate how much you paid last month to your local and long distance telephone companies combined. Do not include wireless or cellular service in your estimate.

    <0-1000>
    <-8> Don't know (surveyor please prompt: 'How about this range')
                    <1> 0-9.99
                    <2> 10-19.99
                    <3> 20-29.99
                    <4> 30-39.99
                    <5> 40-49.99
                    <6> 50-59.99
                    <7> 60 and above
    <-9> Not available

    ===>

>ps25< Now I would like you to estimate how much you paid last month for long distance telephone service.

    <0-1000>
    <-8> Don't know (surveyor please prompt: 'How about this range')
            <1> 0-4.99
            <2> 5-9.99
            <3> 10-19.99
            <4> 20-29.99
            <5> 30-39.99
            <6> 40-49.99
            <7> 50+
    <-9> Not available

    ===>

>ps26< Next, we are interested in finding out about other services you may subscribe to in your household. As I read a list of services, please let me know whether you have the service, and, if so, approximately how much you pay for the service each month.

    Cable TV service?

    <1> No, don't have Cable TV [go to ps27]
    <2> Under 10 dollars
    <3> 10-19.99
    <4> 20-29.99
    <5> 30-39.99
    <6> More than 40
    <-8> Don't know
    <-9> Not available

    ===>

>ps27< Satellite or Direct TV service?

    <1> No, don't have Satellite or Direct TV [go to ps28]
    <2> Under 10 dollars

<3> 10-19.99
<4> 20-29.99
<5> 30-39.99
<6> More than 40
<-8> Don't know
<-9> Not available

===>

>ps28< Internet service?

<1> No, don't have Internet service. [go to ps29]
<2> Under 10 dollars
<3> 10-19.99
<4> 20-29.99
<5> 30-39.99
<6> More than 40
<-8> Don't know
<-9> Not available

===>

>ps29< Security alarm service?

<1> No, don't have security alarm service [go to ps30]
<2> Under 10 dollars
<2> 10-19.99
<3> 20-29.99
<4> 30-39.99
<5> More than 40
<-8> Don't know
<-9> Not available

===>

>ps30< Cellular telephone service?

<1> No, don't have Cellular telephone [go to ps31]
<2> Under 10 dollars
<2> 10-19.99
<3> 20-29.99
<4> 30-39.99
<5> More than 40
<-8> Don't know
<-9> Not available

===>

>ps31< Pager or beeper service?

<1> No, don't have Pager or beeper [go to p32]
<2> Under 10 dollars
<2> 10-19.99
<3> 20-29.99
<4> 30-39.99

<5> More than 40
    <-8> Don't know
    <-9> Not available

    ===>

>ps32< How m: ı did you pay for last month's electric service?
[Note: surveyor please ask respondant to estimate the electric portion if total bill includes other services]

    <1> Under 20 dollars
    <2> 20-49.99
    <3> 50-99.99
    <4> More than 100
    <-8> Don't know
    <-9> Not available

===>

>ps33< Now I'm going to ask you about the importance of a number of services for your household. Using a 5 point scale, with 1 measuring 'not very important to your household' and with 5 measuring 'very important to your household', please rate the following services:

    Local telephone service?
    <1> 1
    <2> 2
    <3> 3
    <4> 4
    <5> 5
    <6> I do not have this service

===>

>ps34< Cable TV service?

    <1> 1
    <2> 2
    <3> 3
    <4> 4
    <5> 5
    <6> I do not have this service

===>

>ps35< Satellite or Direct TV?

    <1> 1
    <2> 2
    <3> 3
    <4> 4
    <5> 5
    <6> I do not have this service

===>

>ps36< Internet service?

    <1> 1
    <2> 2
    <3> 3
    <4> 4
    <5> 5
    <6> I do ˉ ˈ have this service

===>

>ps37< Security Alarm service?

    <1> 1
    <2> 2
    <3> 3
    <4> 4
    <5> 5
    <6> I do not have this service

===>

>ps38< Cellular telephone service?
    <1> 1
    <2> 2
    <3> 3
    <4> 4
    <5> 5
    <6> I do not have this servi⌐⌐

===>

>ps39< Pager or beeper service?
    <1> 1
    <2> 2
    <3> 3
    <4> 4
    <5> 5
    <6> I do not have this service

===>

NOTE:	ASK 50% OF RESPONDENTS >ps40a< THROUGH >ps44a<; ASK THE REMAINING 50% OF RESPONDENTS >ps40b< THROUGH >ps44b<

"QUESTIONS PERTAINING TO INCREASING PRICE INCREASES"

>ps40a< Now let's assume that the local portion of your monthly phone bill increased by $2 and you were limited to reacting in three different ways. The three different ways would include (one) paying the increase without reducing spending in other areas, (two) paying the increase while reducing spending in other areas, and (three) discontinuing local service. Which one of these three actions would you be most likely to take: [Note: randomize choices]

    <1> Pay the increase and reduce spending in other areas
    <2> Pay the increase and not adjust other spending
    <3> Discontinue basic local phone service (go to >ps44<)
    <-8> Don't know
    <-9> Not available

===>

>ps41a< Which one of these three actions would you choose if the local portion of your monthly phone bill increased by $5:

　　<1> Pay the increase and reduce spending in other areas
　　<2> Pay the increase and not adjust other spending
　　<3> Discontinue basic local phone service (go to >ps44<)
　　<-8> Don't know
　　<-9> Not available
===>

>ps42a< Which one of these three actions would you choose if the local portion of your monthly phone bill increased by $10:

　　<1> Pay the increase and reduce spending in other areas
　　<2> Pay the increase and not adjust other spending
　　<3> Discontinue basic local phone service (go to >ps44<)
　　<-8> Don't know
　　<-9> Not available

===>

>ps43a< Which one of these three actions would you choose if the local portion of your monthly phone bill increased by $20:

　　<1> Pay the increase and reduce spending in other areas (go to >ps45<)
　　<2> Pay the increase and not adjust other spending (go to >ps45<)
　　<3> Discontinue basic local phone service (go to >ps44<)
　　<-8> Don't know (go to >ps45<)
　　<-9> Not available (go to >ps45<)
===>

>ps44a< You said that you would consider discontinuing phone service if the local rate increased. If you had to choose between switching to a cellular phone, using a neighbor's phone, or using a payphone, which would you be most likely to consider using to meet your telecommunications needs:
[Note: question may be rephrased to allow respondant to choose alternative without a prompt]
　　<1> Switch to a cellular phone
　　<2> Use a neighbor's phone
　　<3> Use a payphone
　　<-8> Don't know
　　<-9> Not available

QUESTIONS PERTAINING TO DECREASING PRICE INCREASES

>ps40b< Now let's assume that the local portion of your monthly phone bill increased by $20 and you were limited to reacting in three different ways. The three different ways would include (one) paying the increase without reducing spending in other areas, (two) paying the increase while reducing spending in other areas, and (three) discontinuing local service. Which one of these three actions would you be most likely to take:
[Note: randomize choices]

　　<1> Pay the increase and reduce spending in other areas
　　<2> Pay the increase and not adjust other spending (go to >ps45<)
　　<3> Discontinue basic local phone service
　　<-8> Don't know
　　<-9> Not available
===>

>ps41b< Which one of these three actions would you choose if the local portion of your monthly phone bill increased by $10:

    <1> Pay the increase and reduce spending in other areas
    <2> Pay the increase and not adjust other spending (go to >ps45<)
    <3> Discontinue basic local phone service
    <-8> Don't know
    <-9> Not available
  ===>

>ps42b< Which one of these three actions would you choose if the local portion of your monthly phone bill increased by $5:

    <1> Pay the increase and reduce spending in other areas
    <2> Pay the increase and not adjust other spending (go to >ps45<)
    <3> Discontinue basic local phone service
    <-8> Don't know
    <-9> Not available

  ===>

>ps43b< Which one of these three actions would you choose if the local portion of your monthly phone bill increased by $2:

    <1> Pay the increase and reduce spending in other areas (go to >ps45<)
    <2> Pay the increase and not adjust other spending (go to >ps45<)
    <3> Discontinue basic local phone service (go to >ps44<)
    <-8> Don't know (go to >ps45<)
    <-9> Not available (go to >ps45<)
  ===>

>ps44b< You said that you would consider discontinuing phone service if the local rate increased. If you had to choose between switching to a cellular phone, using a neighbor's phone, or using a payphone, which would you be most likely to consider using to meet your telecommunications needs:
[Note: question may be rephrased to allow respondant to choose alternative without a prompt]
    <1> Switch to a cellular phone
    <2> Use a neighbor's phone
    <3> Use a payphone
    <-8> Don't know
    <-9> Not available

  ===>

>ps44< You said that you would consider discontinuing phone service if the local rate increased. If you had to choose between switching to a cellular phone, using a neighbor's phone, or using a payphone, which would you be most likely to consider using to meet your telecommunications needs:
[Note: question may be rephrased to allow respondant to choose alternative without a prompt]
    <1> Switch to a cellular phone
    <2> Use a neighbor's phone
    <3> Use a payphone
    <-8> Don't know
    <-9> Not available

  ===>

>ps45< In what county in Florida do you live?
    <1> Alachua   <2> Baker   <3> Bay   <4> Bradford

```
    <5> Brevard    <6> Broward    <7> Calhoun    <8> Charlotte
    <9> Citrus     <10> Clay      <11> Collier   <12> Columbia
    <13> Dade      <14> De Soto   <15> Dixie     <16> Duval
    <17> Escambia  <18> Flagler   <19> Franklin  <20> Gadsden
    <21> Gilchrist <22> Glades    <23> Gulf      <24> Hamilton
    <25> Hardee    <26> Hendry    <27> Hernando  <28> Highlands
    <29> Hillsborough <30> Holmes  <31> Indian River <32> Jackson
    <33> Jefferson  <34> Lafayette <35> Lake     <36> Lee
    <37> Leon      <38> Levy      <39> Liberty   <40> Madison
    <41> Manatee   <42> Marion    <43> Martin    <44> Monroe
    <45> Nassau    <46> Okaloosa  <47> Okeechobee <48> Orange
    <49> Osceola   <50> Palm Beach <51> Pasco    <52> Pinellas
    <53> Polk      <54> Putnam    <55> St.Johns  <56> St.Lucie
    <57> Santa Rosa <58> Sarasota <59> Seminole  <60> Sumter
    <61> Suwannee  <62> Taylor    <63> Union     <64> Volusia
    <65> Wakulla   <66> Walton    <67> Washington
              <-8> Don't Know <-9> Not Available
    ENTER THE APPROPRIATE NUMBER ===>
```

>ps46< What is your zip code? (allow 5 digits)

_____

===>

>ps47< What race do you consider yourself ?

INTERVIEWER, IF NECESSARY READ CHOICES.

<1> White [goto ps49]
<2> Black [goto ps48]
<3> Asian or Pacific Islander [goto ps49]
<4> Native Indian [goto ps49]
<5> Other [goto ps47]
<6> Multi-racial or mixed race [goto ps48]
<-9> Not available [goto ps49]

===>

>ps48< And what would that be ? [allow 12]

_____
===>

>ps49< Are you of Spanish or Hispanic origin ?

<1> Yes
<2> No
<-8> Don't know
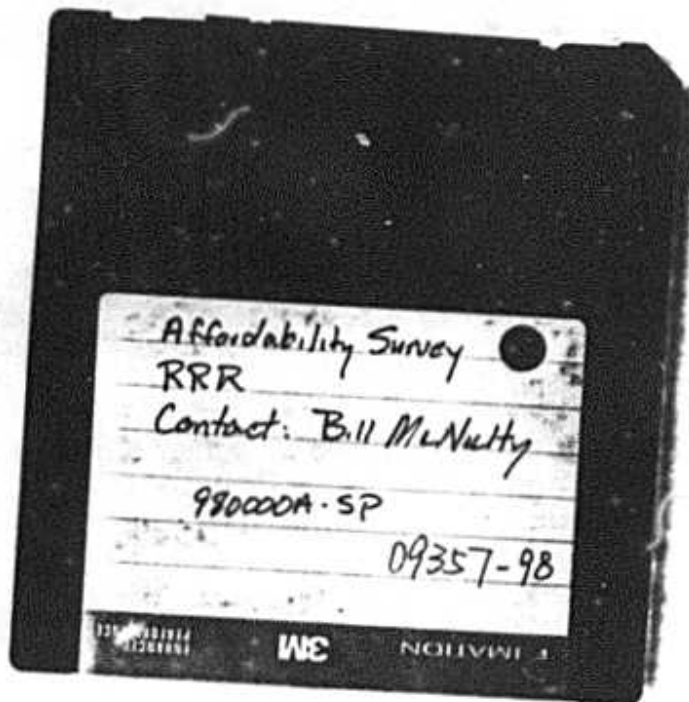<-9> Not available

===>

>ps50< Now consider your family's household income from all sources. As I
       read a list, please stop me when I get to the income level that best
       describes your household income in 1997.

<1> less than $10,000
<2> $10,000 to $19,999
<3> $20,000 to $29,999
<4> $30,000 to $39,999

<5> $40,000 to $49,999
<6> $50,000 to $59,999
<7> $60,000 to $79,999
<8> $80,000 to $99,999
<9> $100,000 to 150,000
<10> Over 150,000
<-8> Don't Know
<-9> Not Available

===>

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