



*behavior research center's*

# *Rocky Mountain Poll*

NEWS RELEASE  
RMP 2002-I-01

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PUBLIC NOT AMUSED BY QWEST STRATEGY  
ON USE OF PRIVATE CUSTOMER INFORMATION

Phoenix, Arizona, January 21, 2002. Ninety-four percent of Arizona telephone consumers believe Qwest should be required to get their permission before selling their customer records to third parties. Only 3.7 percent believe the company was on the right track when it announced it would do so unless customers took the initiative to contact the company and object within a specific period of time. The 94 to four percent reading is the most lopsided poll result we have registered in more than three decades and underscores growing consumer concerns about information privacy in today's modern telecommunications environment.

Qwest says that it only plans to share customer data with other "affiliated" companies but lists exceptions to their general plan such as when it sells a business or when it is "commercially reasonable to do so."

The public clearly believes Qwest should be required to seek their permission for such use of customer information and that the "opt-out" strategy of Qwest is unacceptable. The company announced recently that customers had 30 days to "opt-out" of their plan and then extended it to 90 days in the face of considerable public protest. While opposition to the Qwest plan is literally universal, it is highest within the ranks of Republicans (94%), Independents (95%), working age consumers (97%) and registers 91 percent among likely voters.

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**EDITOR'S NOTE:** This Rocky Mountain Poll Arizona (2002-I-01) is based on 638 interviews with consumer adults across Arizona conducted from January 10<sup>th</sup> through January 17<sup>th</sup>, 2002. Where necessary, figures for age, sex, and race were weighted to bring them into line with their actual proportion in the population. In a sample of this size, one may say with a 95 percent certainty that the results have a statistical precision of plus or minus 4.0 percent of what they would have been had the entire adult population been surveyed. The Rocky Mountain Poll is conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program sponsored by the Center.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

**ENCLOSED:** Statistical data for reference.

For this and other polls, see [www.brcpolls.com/results](http://www.brcpolls.com/results).

**STATISTICAL DATA**

Behavior Research Center  
Rocky Mountain Poll - Arizona  
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*"Recently, the communications company Qwest announced plans to sell customers' currently private personal and business telephone information to third parties. Qwest has given customers who object to this until March 29 to inform Qwest of their objection. In your opinion, should customers be required to take steps to stop companies such as Qwest from selling their personal and company information or should companies like Qwest be required to get the permission of customers before such personal or company information can be sold?"*

	COMPANY SHOULD BE REQUIRED TO SEEK CUSTOMERS' PERMISSION	CUSTOMERS SHOULD HAVE TO OPT OUT	UNSURE
Statewide	94%	4%	2%
Maricopa	94	3	3
Pima	93	6	1
Rural	94	3	3
Republican	94	4	2
Democrat	92	5	3
Independent	95	4	1

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