



behavior research center's

Rocky Mountain Poll

NEWS RELEASE
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NO STAMPEDE YET AWAY FROM HARD-WIRE PHONES, BUT PRESSURE GROWING

Phoenix, Arizona, May 26, 2003. More than a third of consumers (34%) say they are considering dropping hard wire phones from their service and relying only on cell phones for personal use in the future. Last year the figure contemplating conversion was 27 percent. Even among those who say they are unlikely to make such a conversion, the proportion who say it is "very" unlikely that they would do so, has decreased from 56 to 49 percent, perhaps yet another indicator of the growing interest in dropping land-line home phones.

Between last year and today, the proportion who have dropped their land line in favor of just a cell phone connection has increased only two percent from one percent, despite fairly widespread expressed interest last year in making the conversion. The high cost of long distance charges may be the principal force holding back consumers who already favor sole reliance on a cell phone, from actually dropping their land line.

Interest in making the cell-phone-only jump continues to be strongest among women, consumers under the age of 35, Hispanics and African Americans.

The findings outlined in this report are based on a survey of 599 heads of household throughout Maricopa County conducted between May 7 and May 14, 2003, by the Behavior Research Center of Arizona as part of the Center's independent and non-partisan Rocky Mountain Poll series. The public is welcome to visit www.brcpolls.com to read this and other recent polls.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2003-II-08) is based on 599 telephone interviews conducted from May 7 through May 14, 2003, with adult heads of household throughout Maricopa County. In a sample of this size, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 4.08 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.

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

BELOW: Statistical data

For this and other polls, see www.brcpolls.com/results

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP 2003-II-08

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“As regards personal phone service, which of the following best describes you today?” (RECORD ONLY ONE)

	2002	2003
<u>YOU HAVE</u>		
Only a hard-wired home phone number	35%	33%
Only a personal cell phone number	1	2
Both kinds of phone service	64	65

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*“Looking ahead five years, how likely is it you will drop your hard-wired phone service at home and rely completely on cell phone service – very likely, somewhat likely, somewhat unlikely or very unlikely?”*

|                               | VALLEYWIDE  |               |
|-------------------------------|-------------|---------------|
|                               | May<br>2003 | March<br>2002 |
| Already use only a cell phone | 2%          | 1%            |
| Very likely                   | 14          | 12            |
| Somewhat likely               | <u>18</u>   | <u>14</u>     |
| (Total Likely)                | (34%)       | (27%)         |
| Somewhat unlikely             | 16          | 17            |
| Very unlikely                 | <u>49</u>   | <u>56</u>     |
| (Total Unlikely)              | (65%)       | (73%)         |

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