



*behavior research center's*

# *Rocky Mountain Poll*

NEWS RELEASE  
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25 PERCENT MAY DROP HARD WIRE PHONE SERVICE  
AND RELY ONLY ON THEIR CELL PHONES

Phoenix, Arizona, March 21, 2002. Only one percent of valley consumers currently use cell phone telephone service as a complete substitute for hard wire home phone service. At the same time, however, another 64 percent already have cell phones but simultaneously maintain hard wire home phone service as well.

Today, only 35 percent of consumer households say they rely only on a hard wire line for phone service to their home.

In the very near future, the above numbers may begin to change substantially as consumers begin looking seriously at relying exclusively on cell phone service. For example, looking ahead, a quarter say they they are "very likely" or "somewhat likely" to drop their hard wire service within the next five years, including 12 percent who say it is "very likely" they will do so. Although three-quarters of consumers say they are not currently interested in dropping their hard wire home phone service, even within their ranks about a fifth are unwilling to rule out such a switch in the future. As consumers continue to sign up for cable or satellite Internet connections, it seems reasonable to hypothecate that their interest in keeping hard wire phone service may wane.

If only half of those in this survey who express an interest in dropping hard wire service did so within the next five years, the proportion with only cell phone service would rise from its current one percent level to around 13 percent. Further, if "cell phone only" service advertising continues to ramp up with promotions on the benefits of this approach to staying in touch, the number could accelerate more rapidly to much higher levels.

The probability of near term switching to use of cell phone service only is strongest among younger consumers, people who are employed, men and Hispanic consumers.

The findings outlined in this report are based on a survey of 604 adult heads of household throughout Maricopa County conducted between February 15<sup>th</sup> and February 24<sup>th</sup>, 2002, 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](http://www.brcpolls.com) to read this and other recent polls.

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**EDITOR'S NOTE:** This Rocky Mountain Poll Arizona (2002-I-17) is based on 604 telephone interviews conducted from February 15th through February 24th, 2002, 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 4.1 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.

**STATISTICAL DATA**

Behavior Research Center  
 Rocky Mountain Poll - Arizona  
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For this and other polls, see [www.brcpolls.com/results](http://www.brcpolls.com/results)

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

You have:

a hard-wired home phone number	35%
a personal cell phone number	1
both of these kinds of phone service	64

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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?"*

|                          | AGE         |           |           |           |          |
|--------------------------|-------------|-----------|-----------|-----------|----------|
|                          | Valley-wide | Under 35  | 35 To 54  | 55+       | Hispanic |
| Already use a cell phone | 1%          | 2%        | 1%        | 2%        | 1%       |
| Very likely              | 12          | 12        | 12        | 7         | 25       |
| Somewhat likely          | <u>14</u>   | <u>16</u> | <u>13</u> | <u>13</u> | <u>9</u> |
| (Total Likely)           | (27%)       | (30%)     | (26%)     | (22%)     | (35%)    |
| Somewhat unlikely        | 17          | 18        | 15        | 17        | 18       |
| Very unlikely            | 56          | 52        | 59        | 61        | 47       |

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