

# Ipsos-Insight: Phone Number Portability Study

# Detailed tables

## 1. Which of the following statements best describes your current usage of a wireless phone service?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K-<\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1029	486	543	251	393	374	207	290	406	185	294	362	188
Weighted	1029	495	534	321	413	283	259	256	396	200	238	360	232
You currently do not subscribe to a wireless phone service in your name	387	182	205	125	137	122	142	103	100	75	102	129	81
	38%	37%	38%	39%	33%	43% D	55% GH	40% H	25%	37%	43%	36%	35%
You currently subscribe to Sprint PCS service in your name	79	41	38	36	30	13	19	19	33	9	17	41	11
	8%	8%	7%	11% E	7%	4%	7%	7%	8%	5%	7%	11% IL	5%
You currently subscribe to Verizon wireless service in your name	161	82	78	31	75	54	21	34	87	47	30	34	49
	16%	17%	15%	10%	18% C	19% C	8%	13%	22% FG	23% JK	13%	10%	21% JK
You currently subscribe to AT&T wireless service in your name	106	51	56	29	49	26	21	16	56	18	13	34	41
	10%	10%	10%	9%	12%	9%	8%	6%	14% FG	9%	5%	10%	18% IJK
You currently subscribe to Nextel wireless service in your name	34	19	15	14	16	4	4	5	22	3	10	13	8
	3%	4%	3%	4% E	4%	1%	2%	2%	5% FG	2%	4%	3%	4%
You currently subscribe to T-Mobile wireless service in your name	44	23	21	25	11	8	8	11	19	14	11	12	7
	4%	5%	4%	8% DE	3%	3%	3%	4%	5%	7%	5%	3%	3%
(NOT READ) Cingular	66	25	41	19	32	13	5	27	29	12	14	32	8
	6%	5%	8%	6%	8%	4%	2%	11% F	7% F	6%	6%	9% L	3%
(NOT READ) Alltel	31	14	17	6	17	8	6	10	11	0	12	17	2
	3%	3%	3%	2%	4%	3%	2%	4%	3%	-	5% IL	5% IL	1%
(NOT READ) US Cellular	14	5	9	6	6	2	2	1	7	1	6	5	2
	1%	1%	2%	2%	1%	1%	1%	1%	2%	0	3%	1%	1%
Other	65	32	33	17	29	19	15	21	24	14	14	17	20
	6%	6%	6%	5%	7%	7%	6%	8%	6%	7%	6%	5%	9%
None	2	2	0	1	1	1	0	1	2	0	1	1	0
	0	0	-	0	0	0	-	0	0	-	0	0	-
(DK/NS)	40	17	23	11	11	15	15	7	8	7	7	23	2
	4%	3%	4%	3%	3%	5%	6% H	3%	2%	4%	3%	6% L	1%

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## 2. How likely are you to switch your wireless phone service provider in the next year?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L  
 \* small base

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Currently subscribe to wireless phone service	620	294	326	150	252	213	84	166	296	115	168	226	111
Weighted	623	304	319	192	270	157	109*	151	293	123	132	219	148*
Extremely likely	54 9%	29 10%	25 8%	23 12% E	25 9% E	6 4%	7 6%	20 13%	24 8%	11 9%	14 10%	18 8%	12 8%
Very likely	28 5%	12 4%	16 5%	9 5%	13 5%	6 4%	3 3%	7 5%	13 4%	5 4%	4 3%	14 6%	6 4%
Somewhat likely	88 14%	51 17%	37 12%	38 20% DE	32 12%	17 11%	14 13%	26 17%	41 14%	12 10%	19 15%	33 15%	23 16%
Not very likely	166 27%	77 25%	90 28%	48 25%	76 28%	42 27%	22 20%	40 26%	87 30%	35 28%	32 24%	61 28%	39 26%
Not at all likely	284 46%	135 44%	149 47%	73 38%	123 46%	85 54% C	63 58% GH	58 39%	128 44%	61 49%	62 47%	92 42%	69 47%
(DK/NS)	2 0	0 -	2 0	0 -	1 0	1 0	0 -	0 -	1 0	0 -	2 1%	0 -	0 -
Summary													
Top3box (Extremely/Very/Somewhat Likely)	170 27%	92 30%	78 25%	70 37% DE	70 26%	29 19%	24 22%	53 35%	78 27%	28 22%	37 28%	66 30%	40 27%
Low2box (Not at all/Not very Likely)	451 72%	212 70%	239 75%	121 63%	199 74% C	127 81% C	85 78%	98 65%	215 73%	95 78%	94 71%	153 70%	108 73%

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3. Please think about when you are likely to switch service providers. Which of the following best describes when you are most likely to switch wireless service providers? Is it...

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Likely to switch providers in next year	164	88	76	56	68	39	17	53	78	25	43	67	29
	Weighted 170	92*	78*	70*	70*	29*	24**	53*	78*	28**	37*	66*	40**
Within the next week	5	0	5	1	2	1	0	2	2	1	1	2	1
	3%	-	6%	2%	3%	4%	-	4%	2%	4%	2%	3%	2%
Within the next month	14	13	1	4	6	4	1	4	9	3	1	3	7
	8%	14%	1%	6%	8%	12%	5%	7%	11%	11%	2%	5%	16%
Within the next one to three months	40	20	20	22	9	7	6	13	15	4	7	20	9
	24%	21%	26%	32%	14%	25%	25%	25%	19%	15%	19%	30%	22%
Within the next three to six months	30	18	12	14	8	9	6	8	14	8	5	15	2
	18%	20%	15%	20%	11%	29%	26%	15%	18%	28%	14%	22%	6%
Within the next six to 12 months	76	39	37	29	39	8	11	26	34	11	22	24	19
	44%	42%	47%	41%	56%	26%	44%	49%	44%	38%	60%	36%	48%
(DK/NS)	6	3	3	0	6	1	0	0	4	1	1	2	2
	4%	3%	4%	-	8%	2%	-	-	5%	4%	1%	3%	6%

4. Are you aware of a new law that will take effect soon that will allow you to keep your current wireless phone number when you switch your service from one wireless provider to another?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L  
 \* small base

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Currently subscribe to wireless phone service	620	294	326	150	252	213	84	166	296	115	168	226	111
Weighted	623	304	319	192	270	157	109*	151	293	123	132	219	148*
Yes	436 70%	213 70%	223 70%	107 56%	201 75%	122 78%	63 58%	105 70%	215 73%	92 74%	90 68%	153 70%	102 68%
No	187 30%	90 30%	97 30%	84 44%	68 25%	35 22%	46 42%	45 30%	78 27%	31 26%	42 32%	67 30%	47 32%

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## 5a. When you switch wireless service providers, how likely are you to keep your current wireless phone number if there is no fee to transfer your phone number to your new service?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Likely to switch providers in the next year (First Position)	110	59	51	36	45	29	13	40	50	17	26	42	25
Weighted	116*	62*	54*	45*	49*	21**	19**	39*	52*	19**	22**	40*	35**
Extremely likely	70 60%	33 54%	36 66%	30 66%	31 62%	9 43%	8 44%	25 63%	32 62%	9 49%	14 65%	20 51%	26 74%
Very likely	27 23%	16 26%	11 20%	11 25%	10 20%	5 25%	5 28%	10 27%	10 19%	7 34%	3 14%	12 29%	5 16%
Somewhat likely	7 6%	4 7%	3 6%	2 4%	4 8%	2 8%	3 14%	0 -	5 9%	3 17%	1 3%	4 9%	0 -
Not very likely	4 4%	3 5%	1 3%	1 2%	0 -	3 16%	0 -	2 5%	3 5%	0 -	0 2%	2 4%	2 7%
Not at all likely	8 7%	5 8%	3 5%	1 2%	5 10%	2 8%	3 13%	2 5%	2 5%	0 -	4 16%	3 8%	1 3%
Summary													
Top3box (Extremely/Very/Somewhat Likely)	104 89%	54 87%	50 92%	43 95%	45 90%	16 76%	16 87%	35 90%	47 90%	19 100%	18 82%	35 88%	31 90%
Low2box (Not at all/Not very Likely)	12 11%	8 13%	4 8%	2 5%	5 10%	5 24%	3 13%	4 10%	5 10%	0 -	4 18%	5 12%	3 10%

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5a. When you switch wireless service providers, how likely are you to keep your current wireless phone number if there is no fee to transfer your phone number to your new service?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Likely to switch providers in the next year	164	88	76	56	68	39	17	53	78	25	43	67	29
Weighted	170	92*	78*	70*	70*	29*	24**	53*	78*	28**	37*	66*	40**
Extremely likely	99 58%	49 54%	49 63%	45 64%	41 59%	13 44%	10 43%	35 67%	45 57%	13 47%	22 61%	35 53%	28 70%
Very likely	38 22%	22 23%	16 21%	15 21%	15 22%	7 25%	5 21%	12 23%	17 22%	8 30%	8 22%	15 22%	7 16%
Somewhat likely	15 9%	10 11%	6 7%	6 8%	6 8%	3 12%	5 20%	1 2%	8 11%	3 12%	2 5%	8 12%	2 5%
Not very likely	7 4%	4 4%	3 4%	1 2%	2 2%	4 13% CD	0 -	2 4%	3 4%	0 2%	0 1%	3 5%	2 6%
Not at all likely	12 7%	8 8%	4 5%	4 5%	6 9%	2 6%	4 16%	2 4%	5 7%	3 9%	4 10%	4 7%	1 3%
Summary													
Top3box (Extremely/Very/Somewhat Likely)	152 89%	81 88%	71 91%	66 93%	62 89%	24 81%	20 84%	49 93%	70 90%	25 89%	32 89%	58 88%	37 91%
Low2box (Not at all/Not very Likely)	18 11%	11 12%	7 9%	5 7%	8 11%	6 19%	4 16%	4 7%	8 10%	3 11%	4 11%	8 12%	3 9%

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5c. When you switch wireless service providers, how likely are you to keep your current wireless phone number if there is a one time fee of \$25 to transfer your phone number to your new service?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K-<\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Likely to switch providers in the next year (First Position) Weighted	54	29	25	20	23	10	4	13	28	8	17	25	4
	55*	30**	24**	25**	20**	8**	6**	14**	26**	8**	15**	26**	5**
Extremely likely	9 16%	4 12%	5 20%	4 16%	4 19%	1 8%	0 -	1 9%	5 21%	2 29%	0 -	5 21%	1 13%
Very likely	12 22%	9 29%	3 14%	10 37%	2 9%	1 11%	2 38%	3 21%	6 22%	1 15%	4 28%	5 20%	2 30%
Somewhat likely	11 20%	3 11%	7 31%	4 15%	4 18%	2 29%	0 -	6 43%	3 12%	0 -	5 32%	5 18%	1 21%
Not very likely	13 24%	9 28%	4 19%	5 20%	6 30%	2 22%	2 38%	2 13%	6 21%	1 10%	5 33%	5 21%	2 36%
Not at all likely	10 18%	6 19%	4 17%	3 11%	5 24%	2 31%	1 24%	2 14%	6 23%	4 46%	1 6%	5 20%	0 -
Summary													
Top3box (Extremely/Very/Somewhat Likely)	31 58%	16 53%	15 64%	17 69%	9 46%	4 47%	2 38%	10 73%	15 56%	4 44%	9 61%	15 59%	3 64%
Low2box (Not at all/Not very Likely)	23 42%	14 47%	9 36%	8 31%	11 54%	4 53%	3 62%	4 27%	12 44%	5 56%	6 39%	11 41%	2 36%

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## 5c. When you switch wireless service providers, how likely are you to keep your current wireless phone number if there is a one time fee of \$25 to transfer your phone number to your new service?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K-<\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Likely to switch providers in the next year	164	88	76	56	68	39	17	53	78	25	43	67	29
Weighted	170	92*	78*	70*	70*	29*	24**	53*	78*	28**	37*	66*	40**
Extremely likely	33 19%	18 19%	15 19%	12 17%	19 28% E	1 4%	0 -	12 22%	19 25%	5 18%	2 6%	13 20%	12 31%
Very likely	26 15%	18 19%	9 11%	13 18%	10 14%	4 12%	5 20%	6 12%	10 13%	4 15%	6 17%	10 15%	7 16%
Somewhat likely	34 20%	15 17%	18 24%	17 25%	10 15%	5 19%	4 18%	15 28%	13 17%	4 16%	8 23%	12 18%	9 23%
Not very likely	32 19%	17 18%	15 20%	15 22%	11 16%	5 19%	7 30%	8 16%	12 16%	5 18%	9 26%	13 19%	5 13%
Not at all likely	44 26%	24 26%	20 26%	13 18%	18 26%	13 45% C	8 32%	12 22%	21 28%	8 29%	11 29%	19 28%	7 17%
(DK/NS)	2 1%	1 1%	1 1%	0 -	1 2%	1 2%	0 -	0 -	2 2%	1 4%	0 -	1 1%	0 -
Summary													
Top3box (Extremely/Very/Somewhat Likely)	93 54%	51 55%	42 53%	42 60% E	39 56% E	10 35%	9 38%	33 62%	42 55%	14 49%	17 45%	34 52%	28 70%
Low2box (Not at all/Not very Likely)	76 45%	41 44%	35 45%	28 40%	29 42%	19 63% C	15 62%	20 38%	34 43%	13 47%	20 55%	31 47%	12 30%



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## 1. Which of the following statements best describes your current usage of a wireless phone service?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M

	Total	Children		Education			Employment Status				Marital Status		Race	
		Yes	No	HS or less	Some College	College Degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	1029	367	650	321	377	325	503	120	155	247	619	405	833	166
Weighted	1029	421	595	326	383	314	533	115	181	196	597	427	814	185
You currently do not subscribe to a wireless phone service in your name	387	137	247	149	158	78	170	40	88	86	179	208	307	68
	38%	33%	41%	46%	41%	25%	32%	34%	49%	44%	30%	49%	38%	37%
You currently subscribe to Sprint PCS service in your name	79	39	40	22	31	26	46	10	15	8	44	34	56	22
	8%	9%	7%	7%	8%	8%	9%	9%	8%	4%	7%	8%	7%	12%
You currently subscribe to Verizon wireless service in your name	161	61	98	39	55	66	87	17	27	30	120	40	135	23
	16%	15%	16%	12%	14%	21%	16%	15%	15%	15%	20%	9%	17%	12%
You currently subscribe to AT&T wireless service in your name	106	43	63	23	40	43	52	11	21	21	70	36	77	24
	10%	10%	11%	7%	11%	14%	10%	10%	12%	11%	12%	8%	9%	13%
You currently subscribe to Nextel wireless service in your name	34	21	13	9	10	16	27	1	5	1	21	13	24	9
	3%	5%	2%	3%	3%	5%	5%	1%	3%	1%	4%	3%	3%	5%
You currently subscribe to T-Mobile wireless service in your name	44	23	19	12	20	12	24	8	6	5	21	21	29	13
	4%	5%	3%	4%	5%	4%	5%	7%	3%	3%	4%	5%	4%	7%
(NOT READ) Cingular	66	34	31	17	21	28	44	6	4	12	45	20	59	7
	6%	8%	5%	5%	5%	9%	8%	5%	2%	6%	8%	5%	7%	4%
(NOT READ) Alltel	31	10	21	11	9	11	19	7	1	4	23	8	27	3
	3%	2%	4%	3%	2%	3%	4%	6%	0	2%	4%	2%	3%	2%
(NOT READ) US Cellular	14	8	5	6	6	3	5	5	3	2	8	6	12	2
	1%	2%	1%	2%	2%	1%	1%	4%	1%	1%	1%	1%	1%	1%
Other	65	29	36	23	21	21	38	6	7	14	44	21	54	11
	6%	7%	6%	7%	6%	7%	7%	5%	4%	7%	7%	5%	7%	6%
None	2	0	2	1	2	0	2	0	0	1	2	1	2	1
	0	-	0	0	0	-	0	-	-	0	0	0	0	0
(DK/NS)	40	16	20	15	11	12	18	4	5	13	19	19	33	3
	4%	4%	3%	5%	3%	4%	3%	3%	3%	7%	3%	5%	4%	2%

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## 2. How likely are you to switch your wireless phone service provider in the next year?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M  
 \* small base

	Total	Children		Education			Employment Status				Marital Status		Race	
		Yes	No	HS or less	Some College	College Degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Currently subscribe to wireless phone service	620	241	374	166	218	234	332	79	76	132	421	197	503	102
Weighted	623	279	339	169	222	230	354	74*	90*	104	411	209	493	115*
Extremely likely	54 9%	30 11%	25 7%	14 8%	26 12%	14 6%	34 10% I	8 10%	9 10%	3 3%	28 7%	27 13% J	40 8%	15 13%
Very likely	28 5%	16 6%	11 3%	11 7%	5 2%	12 5%	11 3%	4 5%	9 10% F	4 4%	21 5%	7 3%	26 5%	2 2%
Somewhat likely	88 14%	42 15%	45 13%	18 11%	41 18%	29 13%	57 16%	8 11%	9 10%	13 12%	55 13%	33 16%	65 13%	22 19%
Not very likely	166 27%	69 25%	96 28%	38 23%	52 23%	77 33% CD	87 25%	21 28%	29 32%	29 28%	116 28%	50 24%	129 26%	33 28%
Not at all likely	284 46%	121 43%	162 48%	87 52%	98 44%	97 42%	163 46%	33 45%	34 38%	55 53%	191 46%	92 44%	233 47%	42 37%
(DK/NS)	2 0	1 0	1 0	0 -	0 -	2 1%	2 0	0 -	0 -	0 -	1 0	1 0	0 -	1 1%
Summary														
Top3box (Extremely/Very/Somewhat Likely)	170 27%	88 31%	80 24%	43 26%	72 33%	55 24%	103 29%	20 27%	27 30%	20 20%	104 25%	67 32%	132 27%	39 34%
Low2box (Not at all/Not very Likely)	451 72%	190 68%	258 76% A	125 74%	150 67%	174 76%	250 70%	55 73%	62 70%	83 80% F	307 75%	142 68%	361 73%	75 65%

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3. Please think about when you are likely to switch service providers. Which of the following best describes when you are most likely to switch wireless service providers? Is it...

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Children		Education			Employment Status				Marital Status		Race	
		Yes	No	HS or less	Some College	College Degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Likely to switch providers in next year Weighted	164	77	85	40	65	59	96	21	23	24	106	58	129	35
	170	88*	80*	43*	72*	55*	103*	20**	27**	20**	104*	67*	132	39*
Within the next week	5 3%	3 3%	2 3%	1 3%	3 4%	1 1%	2 2%	2 10%	1 3%	0 -	3 3%	1 2%	5 4%	0 -
Within the next month	14 8%	8 9%	6 7%	3 6%	5 7%	6 10%	8 8%	1 6%	3 10%	1 7%	7 7%	7 10%	10 8%	5 12%
Within the next one to three months	40 24%	20 22%	21 26%	12 27%	16 23%	12 22%	24 23%	4 21%	8 28%	5 22%	24 23%	16 24%	34 26%	6 17%
Within the next three to six months	30 18%	12 14%	18 23%	7 15%	14 20%	9 16%	13 12%	3 15%	6 24%	8 39%	14 14%	16 24%	22 17%	7 18%
Within the next six to 12 months	76 44%	44 50%	31 39%	19 44%	33 46%	23 43%	52 51%	10 48%	10 36%	4 21%	51 49%	25 37%	56 43%	19 49%
(DK/NS)	6 4%	2 3%	2 3%	2 5%	0 -	4 7% D	4 4%	0 -	0 -	2 11%	4 4%	2 3%	4 3%	2 4%

4. Are you aware of a new law that will take effect soon that will allow you to keep your current wireless phone number when you switch your service from one wireless provider to another?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M  
 \* small base

	Total	Children		Education			Employment Status				Marital Status		Race	
		Yes	No	HS or less	Some College	College Degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Currently subscribe to wireless phone service	620	241	374	166	218	234	332	79	76	132	421	197	503	102
Weighted	623	279	339	169	222	230	354	74*	90*	104	411	209	493	115*
Yes	436 70%	179 64%	251 74%	99 59%	160 72%	175 76%	251 71%	54 73%	50 56%	79 76%	302 74%	131 63%	358 73%	63 55%
No	187 30%	99 36%	88 26%	70 41%	63 28%	55 24%	103 29%	20 27%	39 44%	24 24%	109 26%	78 37%	135 27%	52 45%
		B		DE					FGI			J		L

# Ipsos-Insight: Phone Number Portability Study

# Detailed tables

## 5a. When you switch wireless service providers, how likely are you to keep your current wireless phone number if there is no fee to transfer your phone number to your new service?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Children		Education			Employment Status				Marital Status		Race	
		Yes	No	HS or less	Some College	College Degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Likely to switch providers in the next year (First Position) Weighted	110	52	58	28	44	38	63	13	18	16	74	36	85	25
	116*	60*	56*	28**	51*	37*	70*	13**	20**	13**	74*	42**	87*	29**
Extremely likely	70 60%	39 65%	31 55%	20 69%	26 52%	23 64%	40 57%	10 76%	13 66%	6 52%	48 65%	22 51%	52 60%	17 60%
Very likely	27 23%	14 23%	13 23%	6 20%	16 32%	4 12%	17 25%	1 4%	5 25%	4 29%	12 16%	15 35%	20 23%	7 22%
Somewhat likely	7 6%	2 3%	6 10%	1 4%	3 6%	3 8%	6 8%	0 -	1 5%	1 5%	7 10%	0 -	6 7%	1 4%
Not very likely	4 4%	2 3%	2 4%	1 2%	1 2%	3 8%	2 3%	0 4%	0 -	2 15%	2 3%	2 5%	2 3%	2 7%
Not at all likely	8 7%	4 6%	4 7%	1 5%	3 7%	3 8%	5 7%	2 16%	1 4%	0 -	4 5%	4 9%	6 7%	2 7%
Summary														
Top3box (Extremely/Very/Somewhat Likely)	104 89%	54 91%	49 88%	27 93%	46 91%	31 84%	63 90%	10 81%	20 96%	11 85%	67 92%	36 86%	79 90%	25 86%
Low2box (Not at all/Not very Likely)	12 11%	6 9%	7 12%	2 7%	4 9%	6 16%	7 10%	3 19%	1 4%	2 15%	6 8%	6 14%	8 10%	4 14%

Ipsos-Insight: Phone Number Portability Study

Detailed tables

5a. When you switch wireless service providers, how likely are you to keep your current wireless phone number if there is no fee to transfer your phone number to your new service?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Children		Education			Employment Status				Marital Status		Race	
		Yes	No	HS or less	Some College	College Degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Likely to switch providers in the next year	164	77	85	40	65	59	96	21	23	24	106	58	129	35
Weighted	170	88*	80*	43*	72*	55*	103*	20**	27**	20**	104*	67*	132	39*
Extremely likely	99 58%	54 62%	44 55%	26 60%	40 56%	32 59%	60 58%	14 72%	16 58%	9 45%	65 62%	34 51%	76 58%	24 61%
Very likely	38 22%	20 23%	18 22%	8 18%	22 31%	8 14%	24 23%	2 12%	6 22%	5 27%	21 20%	17 25%	29 22%	9 23%
Somewhat likely	15 9%	4 4%	12 15% A	4 10%	4 6%	7 13%	9 9%	1 4%	3 12%	2 11%	10 10%	5 8%	14 10%	1 3%
Not very likely	7 4%	2 2%	3 4%	2 5%	1 1%	3 6%	3 3%	0 2%	0 -	4 17%	3 3%	4 6%	5 4%	2 5%
Not at all likely	12 7%	8 9%	4 5%	3 6%	5 7%	4 8%	8 7%	2 10%	2 8%	0 -	5 5%	6 10%	8 6%	3 8%
Summary														
Top3box (Extremely/Very/Somewhat Likely)	152 89%	78 89%	73 91%	38 88%	67 92%	47 86%	93 90%	17 87%	25 92%	17 83%	95 92%	57 85%	119 90%	34 86%
Low2box (Not at all/Not very Likely)	18 11%	10 11%	7 9%	5 12%	6 8%	8 14%	10 10%	3 13%	2 8%	4 17%	8 8%	10 15%	13 10%	5 14%

Ipsos-Insight: Phone Number Portability Study

Detailed tables

5c. When you switch wireless service providers, how likely are you to keep your current wireless phone number if there is a one time fee of \$25 to transfer your phone number to your new service?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Children		Education			Employment Status				Marital Status		Race	
		Yes	No	HS or less	Some College	College Degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Likely to switch providers in the next year (First Position) Weighted	54	25	27	12	21	21	33	8	5	8	32	22	44	10
	55*	28**	25**	15**	22**	18**	33**	7**	7**	8**	30**	25**	45*	10**
Extremely likely	9 16%	5 19%	3 10%	2 16%	2 10%	4 23%	5 16%	2 31%	1 17%	0 -	5 18%	3 13%	7 16%	3 27%
Very likely	12 22%	4 16%	8 31%	2 14%	7 33%	3 17%	9 28%	1 16%	1 14%	1 11%	4 13%	8 34%	8 18%	4 39%
Somewhat likely	11 20%	6 21%	5 19%	1 8%	7 32%	2 14%	8 24%	2 32%	0 -	1 8%	8 26%	3 12%	9 21%	1 8%
Not very likely	13 24%	6 21%	6 23%	7 45%	2 10%	4 23%	6 18%	1 21%	2 32%	3 45%	8 28%	5 19%	12 26%	1 13%
Not at all likely	10 18%	6 22%	4 17%	2 17%	3 15%	4 24%	5 14%	0 -	3 37%	3 36%	5 15%	5 22%	9 19%	1 13%
Summary														
Top3box (Extremely/Very/Somewhat Likely)	31 58%	16 57%	15 61%	6 38%	16 75%	10 53%	22 68%	5 79%	2 31%	1 19%	17 57%	14 59%	25 55%	7 74%
Low2box (Not at all/Not very Likely)	23 42%	12 43%	10 39%	9 62%	5 25%	8 47%	11 32%	1 21%	5 69%	6 81%	13 43%	10 41%	20 45%	3 26%

Ipsos-Insight: Phone Number Portability Study

Detailed tables

5c. When you switch wireless service providers, how likely are you to keep your current wireless phone number if there is a one time fee of \$25 to transfer your phone number to your new service?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Children		Education			Employment Status				Marital Status		Race	
		Yes	No	HS or less	Some College	College Degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Likely to switch providers in the next year	164	77	85	40	65	59	96	21	23	24	106	58	129	35
Weighted	170	88*	80*	43*	72*	55*	103*	20**	27**	20**	104*	67*	132	39*
Extremely likely	33 19%	20 22%	12 15%	9 21%	13 18%	10 18%	26 25%	3 15%	2 9%	1 6%	19 18%	14 21%	24 18%	10 25%
Very likely	26 15%	9 10%	17 21%	8 17%	14 20%	4 8%	16 15%	2 11%	5 17%	4 18%	14 14%	12 18%	19 15%	7 18%
Somewhat likely	34 20%	23 26%	11 13%	5 11%	20 27%	9 17%	20 20%	6 29%	6 23%	1 7%	23 22%	11 16%	24 18%	9 23%
Not very likely	32 19%	17 19%	14 17%	9 22%	11 16%	11 20%	17 17%	3 17%	6 21%	6 28%	20 19%	12 18%	28 21%	4 11%
Not at all likely	44 26%	19 22%	25 31%	11 26%	14 19%	19 35%	23 22%	6 28%	8 30%	8 38%	26 25%	18 27%	37 28%	7 18%
(DK/NS)	2 1%	0 -	2 2%	1 1%	0 -	1 2%	1 1%	0 -	0 -	1 3%	2 2%	0 -	0 -	2 4%
Summary														
Top3box (Extremely/Very/Somewhat Likely)	93 54%	52 59%	40 50%	22 50%	47 65%	24 43%	62 60%	11 55%	13 49%	6 31%	56 54%	37 55%	67 51%	26 66%
Low2box (Not at all/Not very Likely)	76 45%	36 41%	39 48%	21 48%	25 35%	30 55%	40 39%	9 45%	14 51%	13 66%	46 45%	30 45%	65 49%	12 29%



# Ipsos-Insight: Phone Number Portability Study

# Detailed tables

## 1. Which of the following statements best describes your current usage of a wireless phone service?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I - J/K - L/M/N  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Subscribe									Aware of New Law (q4)		Area		
		Sprint PCS	Verizon	AT&T	Nextel	T-Mobile	Cingular	US Cellular	Alltel	Other	Yes	No	Rural	Urban	Suburban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	1029	73	163	101	33	43	68	14	37	64	446	174	225	281	523
	1029	79*	161	106*	34**	44*	66*	14**	31*	65*	436	187	223	286	520
You currently do not subscribe to a wireless phone service in your name	387	0	0	0	0	0	0	0	0	0	2	0	101	119	167
	38%	-	-	-	-	-	-	-	-	-	0	-	45% N	42% N	32%
You currently subscribe to Sprint PCS service in your name	79	79	0	0	0	0	0	0	0	0	46	33	8	30	41
	8%	100% BCEFHI	-	-	-	-	-	-	-	-	11%	17% J	4%	10% L	8% L
You currently subscribe to Verizon wireless service in your name	161	0	161	0	0	0	0	0	0	0	122	38	26	36	99
	16%	-	100% ACEFHI	-	-	-	-	-	-	-	28%	20%	12%	13%	19% LM
You currently subscribe to AT&T wireless service in your name	106	0	0	106	0	0	0	0	0	0	70	37	14	31	62
	10%	-	-	100% ABEFHI	-	-	-	-	-	-	16%	20%	6%	11%	12% L
You currently subscribe to Nextel wireless service in your name	34	0	0	0	34	0	0	0	0	0	24	10	1	8	25
	3%	-	-	-	100%	-	-	-	-	-	5%	5%	1%	3%	5% L
You currently subscribe to T-Mobile wireless service in your name	44	0	0	0	0	44	0	0	0	0	27	17	4	16	24
	4%	-	-	-	-	100% ABCFHI	-	-	-	-	6%	9%	2%	5% L	5%
(NOT READ) Cingular	66	0	0	0	0	0	66	0	0	0	49	17	12	17	36
	6%	-	-	-	-	-	100% ABCEHI	-	-	-	11%	9%	5%	6%	7%
(NOT READ) Alltel	31	0	0	0	0	0	0	0	31	0	19	13	19	3	9
	3%	-	-	-	-	-	-	-	100% ABCEFI	-	4%	7%	8% MN	1%	2%
(NOT READ) US Cellular	14	0	0	0	0	0	0	14	0	0	8	7	6	0	8
	1%	-	-	-	-	-	-	100%	-	-	2%	4%	3% M	0	2%
Other	65	0	0	0	0	0	0	0	0	65	53	11	25	16	24
	6%	-	-	-	-	-	-	-	-	-	12% K	6%	11% MN	6%	5%
None	2	0	0	0	0	0	0	0	0	0	1	2	1	1	0
	0	-	-	-	-	-	-	-	-	-	0	1%	0	0	-
(DK/NS)	40	0	0	0	0	0	0	0	0	0	16	3	7	8	25
	4%	-	-	-	-	-	-	-	-	-	4%	2%	3%	3%	5%

# Ipsos-Insight: Phone Number Portability Study

# Detailed tables

## 2. How likely are you to switch your wireless phone service provider in the next year?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I - J/K - L/M/N  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Subscribe									Aware of New Law (q4)		Area		
		Sprint PCS	Verizon	AT&T	Nextel	T-Mobile	Cingular	US Cellular	Alltel	Other	Yes	No	Rural	Urban	Suburban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Currently subscribe to wireless phone service	620	73	163	101	33	43	68	14	37	64	446	174	121	157	342
Weighted	623	79*	161	106*	34**	44*	66*	14**	31*	65*	436	187	120	165	337
Extremely likely	54 9%	8 10%	5 3%	10 9%	4 13%	5 12%	9 14%	1 10%	6 20%	6 9%	46 10%	9 5%	7 6%	16 10%	31 9%
Very likely	28 5%	2 3%	6 4%	2 2%	1 3%	2 4%	3 4%	4 26%	2 6%	5 8%	21 5%	7 4%	7 5%	4 2%	18 5%
Somewhat likely	88 14%	12 16%	28 18%	18 17%	2 7%	5 11%	8 12%	2 15%	3 10%	6 9%	50 11%	38 20%	17 14%	33 20%	38 11%
Not very likely	166 27%	26 32%	42 26%	30 28%	7 22%	16 36%	20 31%	2 11%	4 13%	14 22%	119 27%	48 25%	22 18%	44 26%	101 30%
Not at all likely	284 46%	31 39%	79 49%	45 43%	19 56%	15 35%	26 39%	5 38%	16 51%	34 52%	200 46%	85 45%	67 56%	69 42%	148 44%
(DK/NS)	2 0	0 -	0 -	1 1%	0 -	1 2%	0 -	0 -	0 -	0 -	1 0	1 0	0 -	1 0	1 0
<b>Summary</b>															
Top3box (Extremely/Very/Somewhat Likely)	170 27%	22 28%	39 25%	30 28%	8 22%	12 27%	20 30%	7 51%	11 36%	17 26%	117 27%	54 29%	31 26%	52 31%	88 26%
Low2box (Not at all/Not very Likely)	451 72%	57 72%	121 75%	76 71%	26 78%	31 71%	46 70%	7 49%	20 64%	48 74%	318 73%	132 71%	89 74%	113 68%	249 74%

# Ipsos-Insight: Phone Number Portability Study

# Detailed tables

3. Please think about when you are likely to switch service providers. Which of the following best describes when you are most likely to switch wireless service providers? Is it...

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I - J/K - L/M/N  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Subscribe									Aware of New Law (q4)		Area		
		Sprint PCS	Verizon	AT&T	Nextel	T-Mobile	Cingular	US Cellular	Alltel	Other	Yes	No	Rural	Urban	Suburban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Likely to switch providers in next year Weighted	164	23	41	25	8	11	17	5	13	17	117	47	31	45	88
	170	22**	39*	30**	8**	12**	20**	7**	11**	17**	117	54*	31**	52*	88*
Within the next week	5 3%	3 14%	0 -	1 2%	0 -	0 -	0 -	0 -	1 8%	0 -	5 4%	0 -	0 -	1 2%	4 4%
Within the next month	14 8%	3 12%	1 4%	5 16%	1 10%	1 4%	1 6%	0 -	0 -	2 12%	12 10%	2 3%	2 7%	4 8%	7 9%
Within the next one to three months	40 24%	4 18%	10 24%	6 19%	2 30%	3 26%	6 33%	2 34%	2 22%	3 21%	30 26%	10 19%	8 25%	9 17%	24 27%
Within the next three to six months	30 18%	7 31%	7 17%	3 11%	1 11%	3 25%	2 13%	0 -	3 26%	3 16%	19 17%	11 20%	8 25%	8 15%	14 16%
Within the next six to 12 months	76 44%	5 24%	22 55%	13 42%	4 49%	4 35%	10 48%	3 43%	5 44%	8 48%	45 39%	31 57%	11 35%	29 55%	36 41%
(DK/NS)	6 4%	0 -	0 -	3 10%	0 -	1 9%	0 -	2 23%	0 -	1 3%	6 5%	1 1%	2 7%	2 3%	2 3%

# Ipsos-Insight: Phone Number Portability Study

# Detailed tables

## 4. Are you aware of a new law that will take effect soon that will allow you to keep your current wireless phone number when you switch your service from one wireless provider to another?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I - J/K - L/M/N  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Subscribe									Aware of New Law (q4)		Area		
		Sprint PCS	Verizon	AT&T	Nextel	T-Mobile	Cingular	US Cellular	Alltel	Other	Yes	No	Rural	Urban	Suburban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Currently subscribe to wireless phone service	620	73	163	101	33	43	68	14	37	64	446	174	121	157	342
Weighted	623	79*	161	106*	34**	44*	66*	14**	31*	65*	436	187	120	165	337
Yes	436 70%	46 59%	122 76%	70 65%	24 70%	27 61%	49 74%	8 54%	19 60%	53 83%	436 100%	0 -	83 69%	111 67%	242 72%
No	187 30%	33 41%	38 24%	37 35%	10 30%	17 39%	17 26%	7 46%	13 40%	11 17%	0 -	187 100%	38 31%	54 33%	95 28%

Ipsos-Insight: Phone Number Portability Study

Detailed tables

5a. When you switch wireless service providers, how likely are you to keep your current wireless phone number if there is no fee to transfer your phone number to your new service?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I - J/K - L/M/N  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Subscribe									Aware of New Law (q4)		Area		
		Sprint PCS	Verizon	AT&T	Nextel	T-Mobile	Cingular	US Cellular	Alltel	Other	Yes	No	Rural	Urban	Suburban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Likely to switch providers in the next year (First Position)	110	17	24	17	5	6	10	4	10	13	79	31	22	31	57
Weighted	116*	16**	24**	22**	4**	7**	11**	6**	9**	13**	80*	35**	21**	37**	58*
Extremely likely	70 60%	13 81%	14 60%	13 59%	4 86%	4 59%	5 48%	5 81%	5 57%	6 45%	45 56%	25 70%	7 34%	22 57%	41 71%
Very likely	27 23%	2 12%	6 25%	7 31%	0 -	2 24%	4 33%	1 19%	1 11%	4 29%	20 25%	7 19%	5 25%	11 30%	10 18%
Somewhat likely	7 6%	0 -	2 7%	1 4%	0 -	1 17%	2 19%	0 -	0 -	0 -	7 9%	0 -	4 20%	3 9%	0 -
Not very likely	4 4%	1 7%	1 6%	0 2%	1 14%	0 -	0 -	0 -	0 -	1 7%	4 4%	1 3%	2 7%	1 4%	2 3%
Not at all likely	8 7%	0 -	1 2%	1 4%	0 -	0 -	0 -	0 -	3 32%	3 19%	5 6%	3 9%	3 15%	0 -	5 8%
<b>Summary</b>															
Top3box (Extremely/Very/Somewhat Likely)	104 89%	15 93%	22 92%	21 94%	4 86%	7 100%	11 100%	6 100%	6 68%	10 74%	72 90%	31 88%	16 78%	36 96%	51 89%
Low2box (Not at all/Not very Likely)	12 11%	1 7%	2 8%	1 6%	1 14%	0 -	0 -	0 -	3 32%	3 26%	8 10%	4 12%	5 22%	1 4%	6 11%

Ipsos-Insight: Phone Number Portability Study

Detailed tables

5a. When you switch wireless service providers, how likely are you to keep your current wireless phone number if there is no fee to transfer your phone number to your new service?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I - J/K - L/M/N  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Subscribe									Aware of New Law (q4)		Area		
		Sprint PCS	Verizon	AT&T	Nextel	T-Mobile	Cingular	US Cellular	Alltel	Other	Yes	No	Rural	Urban	Suburban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Likely to switch providers in the next year	164	23	41	25	8	11	17	5	13	17	117	47	31	45	88
Weighted	170	22**	39*	30**	8**	12**	20**	7**	11**	17**	117	54*	31**	52*	88*
Extremely likely	99 58%	17 77%	20 52%	17 58%	6 76%	7 59%	12 58%	5 63%	7 67%	7 41%	63 54%	36 67%	12 37%	30 57%	58 66%
Very likely	38 22%	3 15%	11 28%	8 25%	0 -	3 21%	5 23%	1 14%	1 9%	6 35%	29 25%	9 16%	6 19%	16 31%	15 18%
Somewhat likely	15 9%	1 3%	6 14%	4 12%	0 -	1 9%	2 11%	0 -	0 -	1 3%	12 10%	4 7%	6 19%	3 6%	6 7%
Not very likely	7 4%	1 5%	2 5%	0 2%	1 8%	0 -	0 -	2 23%	0 -	1 6%	6 5%	1 2%	3 10%	1 3%	2 2%
Not at all likely	12 7%	0 -	1 1%	1 3%	1 16%	1 11%	1 7%	0 -	3 24%	3 15%	7 6%	5 8%	4 14%	1 3%	6 7%
<b>Summary</b>															
Top3box (Extremely/Very/Somewhat Likely)	152 89%	21 95%	37 94%	29 96%	6 76%	11 89%	18 93%	6 77%	8 76%	13 79%	104 89%	48 90%	23 75%	49 95%	80 91%
Low2box (Not at all/Not very Likely)	18 11%	1 5%	2 6%	1 4%	2 24%	1 11%	1 7%	2 23%	3 24%	3 21%	13 11%	5 10%	8 25%	3 5%	8 9%

# Ipsos-Insight: Phone Number Portability Study

# Detailed tables

## 5c. When you switch wireless service providers, how likely are you to keep your current wireless phone number if there is a one time fee of \$25 to transfer your phone number to your new service?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I - J/K - L/M/N  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Subscribe									Aware of New Law (q4)		Area		
		Sprint PCS	Verizon	AT&T	Nextel	T-Mobile	Cingular	US Cellular	Alltel	Other	Yes	No	Rural	Urban	Suburban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Likely to switch providers in the next year (First Position)	54	6	17	8	3	5	7	1	3	4	38	16	9	14	31
Weighted	55*	6**	16**	8**	3**	5**	8**	2**	3**	3**	36*	18**	10**	15**	30**
Extremely likely	9 16%	0 -	3 18%	3 41%	0 -	1 19%	1 15%	0 -	0 -	0 -	5 15%	3 17%	0 -	1 6%	8 26%
Very likely	12 22%	4 58%	0 -	0 -	2 61%	3 47%	2 23%	0 -	1 48%	1 32%	8 23%	4 21%	0 -	7 47%	5 18%
Somewhat likely	11 20%	1 10%	4 28%	1 9%	0 -	1 10%	3 35%	0 -	1 31%	1 16%	5 13%	6 33%	5 51%	2 14%	3 11%
Not very likely	13 24%	2 32%	4 27%	3 36%	0 -	0 -	1 9%	2 100%	1 22%	1 27%	11 30%	2 12%	2 17%	3 18%	9 29%
Not at all likely	10 18%	0 -	4 26%	1 14%	1 39%	1 25%	1 17%	0 -	0 -	1 25%	7 19%	3 18%	3 33%	2 15%	5 15%
<b>Summary</b>															
Top3box (Extremely/Very/Somewhat Likely)	31 58%	4 68%	7 47%	4 51%	2 61%	4 75%	6 74%	0 -	2 78%	2 49%	18 51%	13 71%	5 51%	10 67%	16 55%
Low2box (Not at all/Not very Likely)	23 42%	2 32%	8 53%	4 49%	1 39%	1 25%	2 26%	2 100%	1 22%	2 51%	18 49%	5 29%	5 49%	5 33%	13 45%

Ipsos-Insight: Phone Number Portability Study

Detailed tables

5c. When you switch wireless service providers, how likely are you to keep your current wireless phone number if there is a one time fee of \$25 to transfer your phone number to your new service?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I - J/K - L/M/N  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Subscribe									Aware of New Law (q4)		Area		
		Sprint PCS	Verizon	AT&T	Nextel	T-Mobile	Cingular	US Cellular	Alltel	Other	Yes	No	Rural	Urban	Suburban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Likely to switch providers in the next year	164	23	41	25	8	11	17	5	13	17	117	47	31	45	88
Weighted	170	22**	39*	30**	8**	12**	20**	7**	11**	17**	117	54*	31**	52*	88*
Extremely likely	33 19%	4 20%	7 17%	12 39%	0 -	4 30%	5 26%	0 -	1 7%	0 -	24 21%	9 16%	0 -	13 24%	20 23%
Very likely	26 15%	7 30%	3 7%	4 15%	2 33%	3 21%	2 10%	1 14%	3 23%	2 12%	18 15%	9 16%	3 9%	15 28% N	9 10%
Somewhat likely	34 20%	2 7%	12 29%	1 3%	2 33%	2 15%	4 20%	3 43%	2 21%	3 21%	19 16%	15 27%	12 38%	6 12%	16 18%
Not very likely	32 19%	3 15%	9 22%	7 23%	0 -	2 13%	3 18%	3 42%	1 12%	4 22%	23 19%	9 18%	4 14%	8 14%	20 23%
Not at all likely	44 26%	6 28%	10 24%	6 19%	3 35%	1 11%	5 26%	0 -	4 38%	8 45%	32 27%	12 23%	12 38%	10 18%	23 26%
(DK/NS)	2 1%	0 -	0 -	1 2%	0 -	1 9%	0 -	0 -	0 -	0 -	2 1%	0 -	0 -	2 3%	0 -
<b>Summary</b>															
Top3box (Extremely/Very/Somewhat Likely)	93 54%	13 57%	21 54%	17 57%	5 65%	8 67%	11 56%	4 58%	6 51%	6 33%	61 52%	32 60%	15 47%	33 64%	45 51%
Low2box (Not at all/Not very Likely)	76 45%	10 43%	18 46%	12 41%	3 35%	3 24%	9 44%	3 42%	6 49%	11 67%	54 47%	22 40%	16 53%	17 33%	43 49%



# Ipsos-Insight: Phone Number Portability Study (Demographics)

# Detailed tables

## Region

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I - J/K - L/M/N  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Subscribe									Aware of New Law (q4)		Area		
		Sprint PCS	Verizon	AT&T	Nextel	T-Mobile	Cingular	US Cellular	Alltel	Other	Yes	No	Rural	Urban	Suburban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents	1029	73	163	101	33	43	68	14	37	64	446	174	225	281	523
Weighted	1029	79*	161	106*	34**	44*	66*	14**	31*	65*	436	187	223	286	520
Northeast	200 19%	9 11%	47 29%	18 17%	3 10%	14 33%	12 18%	1 6%	0 -	14 21%	92 21%	31 17%	34 15%	51 18%	115 22%
Midwest	238 23%	17 22%	30 19%	13 12%	10 28%	11 26%	14 22%	6 42%	12 38%	14 22%	90 21%	42 23%	65 29%	62 22%	111 21%
South	360 35%	41 52%	34 21%	34 32%	13 37%	12 27%	32 49%	5 37%	17 56%	17 27%	153 35%	67 36%	94 42%	95 33%	171 33%
West	232 23%	11 14%	49 31%	41 39%	8 25%	7 15%	8 12%	2 15%	2 6%	20 31%	102 23%	47 25%	30 14%	79 28%	122 24%
			AFH	AEFH						AFH				L	L

Ipsos-Insight: Phone Number Portability Study (Demographics)

Detailed tables

Gender Age Group

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I - J/K - L/M/N  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Subscribe									Aware of New Law (q4)		Area		
		Sprint PCS	Verizon	AT&T	Nextel	T-Mobile	Cingular	US Cellular	Alltel	Other	Yes	No	Rural	Urban	Suburban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	1029	73	163	101	33	43	68	14	37	64	446	174	225	281	523
	1029	79*	161	106*	34**	44*	66*	14**	31*	65*	436	187	223	286	520
<b>GENDER</b>															
Male	495 48%	41 52%	82 51%	51 48%	19 57%	23 53%	25 37%	5 38%	14 46%	32 49%	213 49%	90 48%	109 49%	136 48%	250 48%
Female	534 52%	38 48%	78 49%	56 52%	15 43%	21 47%	41 63%	9 62%	17 54%	33 51%	223 51%	97 52%	114 51%	150 52%	270 52%
<b>AGE GROUP</b>															
18-24	110 11%	13 17% BI	6 4%	10 10%	6 18%	13 30% BCFHI	4 6%	4 25%	1 3%	1 1%	24 5%	38 20% J	14 6%	47 16% LN	49 9%
25-34	211 20%	23 29% B	25 15%	19 18%	8 23%	12 28%	15 23%	3 19%	5 17%	16 24%	84 19%	47 25%	52 23%	53 19%	105 20%
35-44	188 18%	19 24%	31 19%	21 20%	9 26%	5 12%	10 15%	2 12%	6 19%	13 20%	90 21%	28 15%	38 17%	45 16%	104 20%
45-54	226 22%	12 15% A	44 27%	28 26%	7 21%	6 13%	22 33% AE	4 29%	11 35% AE	16 24%	111 26%	40 22%	52 23%	56 20%	118 23%
55-64	133 13%	7 9% C	30 19%	10 9%	3 10%	3 7%	6 9%	2 15%	5 15%	9 14%	60 14%	18 9%	32 14%	39 14%	61 12%
65+	151 15%	6 7%	24 15%	16 15%	1 2%	5 11%	7 10%	0 -	3 11%	10 16%	62 14%	17 9%	34 15%	38 13%	78 15%
(DK/NS)	11 1%	0 -	1 1%	2 2%	0 -	0 -	2 3%	0 -	0 -	0 -	5 1%	0 -	1 0	6 2%	4 1%
Mean	45.3	40.0	48.4	45.4	38.5	37.2	45.0	39.1	46.6	47.3	46.8	40.2	46.2	44.1	45.6
Standard Deviation	16.7	15.4	14.4	16.3	12.5	16.9	14.2	14.0	13.6	14.9	15.0	16.2	16.0	17.9	16.3
Standard Error	0.5	1.8	1.1	1.6	2.2	2.6	1.7	3.7	2.2	1.9	0.7	1.2	1.1	1.1	0.7
Median	44.0	36.0	47.6	44.5	37.1	32.8	46.2	36.5	46.1	45.2	46.2	37.5	44.9	42.0	43.9

Ipsos-Insight: Phone Number Portability Study (Demographics)

Detailed tables

Employment Status

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I - J/K - L/M/N  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Subscribe									Aware of New Law (q4)		Area		
		Sprint PCS	Verizon	AT&T	Nextel	T-Mobile	Cingular	US Cellular	Alltel	Other	Yes	No	Rural	Urban	Suburban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	1029	73	163	101	33	43	68	14	37	64	446	174	225	281	523
	1029	79*	161	106*	34**	44*	66*	14**	31*	65*	436	187	223	286	520
EMPLOYED (Net)	648 63%	56 71%	104 65%	63 59%	28 81%	33 75%	50 76%	10 70%	26 85%	44 68%	305 70%	123 66%	145 65%	177 62%	326 63%
--Full time	533 52%	46 58%	87 54%	52 49%	27 79%	24 55%	44 67%	5 37%	19 61%	38 59%	251 58%	103 55%	124 55%	153 53%	257 49%
--Part time	115 11%	10 13%	17 11%	11 11%	1 3%	8 19%	6 9%	5 34%	7 23%	6 9%	54 12%	20 11%	22 10%	24 8%	69 13%
Not employed	181 18%	15 19%	27 17%	21 20%	5 14%	6 14%	4 6%	3 18%	1 3%	7 10%	50 12%	39 21%	31 14%	50 17%	100 19%
Retired	196 19%	8 10%	30 19%	21 20%	1 4%	5 11%	12 18%	2 12%	4 12%	14 21%	79 18%	24 13%	47 21%	57 20%	92 18%
(DK/NS)	4 0	0 -	0 -	1 1%	0 -	0 -	0 -	0 -	0 -	0 -	1 0	0 -	0 -	2 1%	2 0

Ipsos-Insight: Phone Number Portability Study (Demographics)

Detailed tables

Education Status

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I - J/K - L/M/N  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Subscribe									Aware of New Law (q4)		Area		
		Sprint PCS	Verizon	AT&T	Nextel	T-Mobile	Cingular	US Cellular	Alltel	Other	Yes	No	Rural	Urban	Suburban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	1029	73	163	101	33	43	68	14	37	64	446	174	225	281	523
	1029	79*	161	106*	34**	44*	66*	14**	31*	65*	436	187	223	286	520
Grade school or some high school	87 8%	5 7%	9 6%	6 6%	1 3%	5 11%	5 7%	1 7%	1 5%	2 2%	22 5%	15 8%	18 8%	25 9%	44 9%
Completed high school	239 23%	16 21%	30 18%	18 16%	8 23%	7 15%	12 19%	5 33%	10 32%	21 33%	77 18%	55 29%	77 34%	57 20%	105 20%
Some community college or university, but did not finish	232	18	21	22	6	14	15	5	6	9	86	35	40	79	113
	23%	23%	13%	21%	17%	33% BI	22%	36%	20%	15%	20%	19%	18%	28% L	22%
Completed technical school or a community college	151	13	34	18	4	5	6	1	3	12	74	27	37	40	74
	15%	17%	21% F	17%	12%	12%	9%	6%	8%	18%	17%	15%	16%	14%	14%
Completed an university or Bachelor's degree	206	16	42	29	10	9	20	2	8	9	113	34	29	53	124
	20%	20%	26%	27%	29%	21%	31% I	12%	26%	13%	26%	18%	13%	19%	24% L
Completed a post-graduate degree such as a Master's or Ph.D.	108	10	24	14	6	3	8	1	3	12	62	21	22	27	59
	10%	13%	15%	13%	17%	6%	12%	6%	9%	18%	14%	11%	10%	9%	11%
(DK/NS)	6 1%	0 -	1 1%	0 -	0 -	1 2%	0 -	0 -	0 -	0 -	2 0	0 -	0 -	4 1%	2 0
<b>Summary</b>															
No High school	87 8%	5 7%	9 6%	6 6%	1 3%	5 11%	5 7%	1 7%	1 5%	2 2%	22 5%	15 8%	18 8%	25 9%	44 9%
High school	239 23%	16 21%	30 18%	18 16%	8 23%	7 15%	12 19%	5 33%	10 32%	21 33%	77 18%	55 29%	77 34%	57 20%	105 20%
Some college	383 37%	31 39%	55 34%	40 38%	10 29%	20 45%	21 32%	6 42%	9 28%	21 33%	160 37%	63 34%	77 34%	120 42%	186 36%
College degree	314 31%	26 33%	66 41%	43 40%	16 46%	12 26%	28 42%	3 18%	11 35%	21 32%	175 40%	55 29%	51 23%	80 28%	182 35%
(DK/NS)	6 1%	0 -	1 1%	0 -	0 -	1 2%	0 -	0 -	0 -	0 -	2 0	0 -	0 -	4 1%	2 0

**Marital Status**

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I - J/K - L/M/N  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Subscribe									Aware of New Law (q4)		Area		
		Sprint PCS	Verizon	AT&T	Nextel	T-Mobile	Cingular	US Cellular	Alltel	Other	Yes	No	Rural	Urban	Suburban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	1029	73	163	101	33	43	68	14	37	64	446	174	225	281	523
	1029	79*	161	106*	34**	44*	66*	14**	31*	65*	436	187	223	286	520
Yes	597 58%	44 56%	120 75%	70 66%	21 63%	21 49%	45 69%	8 58%	23 75%	44 68%	302 69%	109 58%	152 68%	134 47%	311 60%
No	427 41%	34 44%	40 25%	36 34%	13 37%	21 48%	20 31%	6 42%	8 25%	21 32%	131 30%	78 42%	71 32%	149 52%	207 40%
(DK/NS)	5 1%	0 -	1 1%	0 -	0 -	1 3%	0 -	0 -	0 -	0 -	2 1%	0 -	0 -	3 1%	2 0

# Ipsos-Insight: Phone Number Portability Study (Demographics)

# Detailed tables

## Household Size

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I - J/K - L/M/N  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Subscribe									Aware of New Law (q4)		Area		
		Sprint PCS	Verizon	AT&T	Nextel	T-Mobile	Cingular	US Cellular	Alltel	Other	Yes	No	Rural	Urban	Suburban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	1029	73	163	101	33	43	68	14	37	64	446	174	225	281	523
	1029	79*	161	106*	34**	44*	66*	14**	31*	65*	436	187	223	286	520
1	197 19%	9 12%	20 13%	20 19%	3 9%	2 5%	8 12%	1 5%	2 6%	10 15%	62 14%	20 11%	37 16%	79 28% LN	82 16%
2	316 31%	21 26%	60 38%	30 28%	7 21%	10 23%	15 23%	4 29%	16 51% ACEF	27 42% F	156 36% K	41 22%	76 34%	74 26%	166 32%
3	203 20%	18 23%	31 19%	27 25%	8 24%	7 15%	21 31%	6 43%	7 24%	11 17%	90 21%	51 27%	38 17%	60 21%	105 20%
4	159 15%	19 24%	28 17%	20 19%	9 27%	10 23%	14 21%	0 -	4 13%	5 7%	75 17%	37 20%	31 14%	37 13%	90 17%
5	81 8%	7 9%	15 9%	5 5%	1 4%	7 16% C	7 10%	1 6%	1 3%	5 7%	27 6%	21 11% J	22 10% M	12 4%	47 9% M
6+	62 6%	4 5%	5 3%	5 4%	5 15%	5 12% B	1 2%	1 6%	1 2%	7 11% B	20 5%	16 9%	17 8%	19 7%	26 5%
(DK/NS)	11 1%	0 -	2 1%	0 -	0 -	2 5% C	0 -	2 12%	0 -	0 -	5 1%	0 -	3 1%	4 1%	5 1%
Summary															
Mean	2.9	3.2	2.8	2.8	3.5	3.6 BCFHI	3.0	3.0	2.6	2.9	2.8	3.3 J	2.9	2.7	2.9
Standard Deviation	1.6	1.6	1.3	1.3	1.7	1.6	1.2	1.5	1.1	1.6	1.4	1.6	1.6	1.9	1.5
Standard Error	0.1	0.2	0.1	0.1	0.3	0.2	0.2	0.4	0.2	0.2	0.1	0.1	0.1	0.1	0.1
Median	2.0	2.5	2.0	2.1	2.8	3.1	2.5	2.2	1.9	1.8	2.0	2.6	2.0	1.8	2.1

Ipsos-Insight: Phone Number Portability Study (Demographics)

Detailed tables

Number of children under age 6 living in the household

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I - J/K - L/M/N  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Subscribe									Aware of New Law (q4)		Area		
		Sprint PCS	Verizon	AT&T	Nextel	T-Mobile	Cingular	US Cellular	Alltel	Other	Yes	No	Rural	Urban	Suburban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Children in household Weighted	1029	73	163	101	33	43	68	14	37	64	446	174	225	281	523
	1029	79*	161	106*	34**	44*	66*	14**	31*	65*	436	187	223	286	520
None	807 78%	59 75%	134 84%	82 77%	21 62%	26 59%	52 79%	8 58%	28 90%	50 78%	345 79%	133 71%	176 79%	227 79%	404 78%
1	137 13%	13 17%	17 11%	15 15%	8 23%	12 26%	12 18%	4 25%	3 10%	6 10%	55 13%	36 19%	30 13%	39 14%	68 13%
2	59 6%	7 9%	7 4%	7 6%	4 12%	3 7%	2 4%	0 -	0 -	7 11%	26 6%	14 8%	12 5%	13 4%	35 7%
3	8 1%	0 -	0 -	0 -	1 3%	1 2%	0 -	1 6%	0 -	1 1%	3 1%	1 0	3 1%	1 0	4 1%
4	5 0	0 -	0 -	3 3%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	3 1%	0 -	1 0	4 1%
6+	2 0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	2 1%	0 -
(DK/NS)	11 1%	0 -	2 1%	0 -	0 -	2 5%	0 -	2 12%	0 -	0 -	5 1%	0 -	3 1%	4 1%	5 1%
Summary															
Mean	0.3	0.3 H	0.2	0.4	0.6	0.5 BH	0.2	0.5	0.1	0.4	0.3	0.4 J	0.3	0.3	0.3

Ipsos-Insight: Phone Number Portability Study (Demographics)

Detailed tables

Number of children age 6 to 12 living in the household

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I - J/K - L/M/N  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Subscribe									Aware of New Law (q4)		Area		
		Sprint PCS	Verizon	AT&T	Nextel	T-Mobile	Cingular	US Cellular	Alltel	Other	Yes	No	Rural	Urban	Suburban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Children in household Weighted	1029	73	163	101	33	43	68	14	37	64	446	174	225	281	523
	1029	79*	161	106*	34**	44*	66*	14**	31*	65*	436	187	223	286	520
None	791 77%	61 78%	122 76%	89 83%	20 59%	31 70%	49 75%	9 60%	25 81%	49 75%	336 77%	137 73%	167 75%	220 77%	404 78%
1	133 13%	11 14%	24 15%	8 7%	10 30%	4 8%	14 21% C	3 22%	3 9%	10 16%	63 15%	26 14%	32 14%	43 15%	58 11%
2	67 7%	5 6%	11 7%	7 7%	3 8%	7 15%	3 5%	0 -	2 7%	4 6%	22 5%	19 10% J	15 7%	12 4%	40 8%
3	20 2%	0 -	2 2%	3 3%	1 3%	0 -	0 -	1 6%	1 3%	2 3%	10 2%	2 1%	4 2%	5 2%	11 2%
4	5 0	1 2%	0 -	0 -	0 -	1 2%	0 -	0 -	0 -	0 -	0 -	2 1% J	2 1%	2 1%	1 0
(DK/NS)	13 1%	0 -	2 1%	0 -	0 -	2 5% C	0 -	2 12%	0 -	0 -	5 1%	0 -	3 1%	4 1%	7 1%
Summary															
Mean	0.3	0.3	0.3	0.3	0.5	0.5	0.3	0.5	0.3	0.4	0.3	0.4	0.4	0.3	0.3



# Ipsos-Insight: Phone Number Portability Study (Demographics)

# Detailed tables

## Number of children age 13 to 17 living in the household

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I - J/K - L/M/N  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Subscribe									Aware of New Law (q4)		Area		
		Sprint PCS	Verizon	AT&T	Nextel	T-Mobile	Cingular	US Cellular	Alltel	Other	Yes	No	Rural	Urban	Suburban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Children in household Weighted	1029	73	163	101	33	43	68	14	37	64	446	174	225	281	523
	1029	79*	161	106*	34**	44*	66*	14**	31*	65*	436	187	223	286	520
None	855 83%	62 79%	138 86%	95 89%	26 76%	32 74%	48 73%	10 73%	27 87%	53 82%	359 82%	152 81%	183 82%	244 85%	428 82%
1	118 11%	10 13%	13 8%	10 10%	6 17%	8 18%	12 19%	2 15%	3 11%	7 11%	52 12%	24 13%	25 11%	31 11%	62 12%
2	37 4%	5 6%	4 3%	1 1%	2 7%	1 3%	6 9%	0 -	1 2%	4 7%	13 3%	11 6%	10 4%	7 3%	20 4%
3	8 1%	2 2%	3 2%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	5 1%	0 -	3 1%	0 -	5 1%
(DK/NS)	11 1%	0 -	2 1%	0 -	0 -	2 5%	0 -	2 12%	0 -	0 -	5 1%	0 -	3 1%	4 1%	5 1%
Summary															
Mean	0.2	0.3 C	0.2	0.1	0.3	0.3	0.4 C	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2

Ipsos-Insight: Phone Number Portability Study (Demographics)

Detailed tables

Children in the household

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I - J/K - L/M/N  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Subscribe										Aware of New Law (q4)		Area		
		Sprint PCS	Verizon	AT&T	Nextel	T-Mobile	Cingular	US Cellular	Alltel	Other	Yes	No	Rural	Urban	Suburban	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Base: All respondents Weighted	1029	73	163	101	33	43	68	14	37	64	446	174	225	281	523	
	1029	79*	161	106*	34**	44*	66*	14**	31*	65*	436	187	223	286	520	
ANY CHILDREN (NET)	421 41%	39 49%	61 38%	43 41%	21 62%	23 52%	34 52%	8 55%	10 31%	29 45%	179 41%	99 53%	96 43%	107 37%	218 42%	
Under 6	211 20%	20 25%	25 15%	25 23%	13 38%	16 36%	14 21%	4 30%	3 10%	14 22%	85 19%	54 29%	45 20%	55 19%	111 21%	
6-12	225 22%	17 22%	37 23%	18 17%	14 41%	11 25%	17 25%	4 29%	6 19%	16 25%	94 22%	50 27%	53 24%	62 22%	109 21%	
13-17	163 16%	17 21%	21 13%	11 11%	8 24%	9 21%	18 27%	2 15%	4 13%	12 18%	71 16%	35 19%	38 17%	38 13%	87 17%	
NO CHILDREN	595 58%	40 51%	98 61%	63 59%	13 38%	19 43%	31 48%	5 34%	21 69%	36 55%	251 58%	88 47%	124 56%	176 61%	296 57%	
(DK/NS)	12 1%	0 -	2 1%	0 -	0 -	2 5%	0 -	2 12%	0 -	0 -	5 1%	0 -	3 1%	4 1%	6 1%	
SUMMARY																
Any children 12 or younger	335 33%	30 39%	45 28%	34 32%	21 62%	18 42%	23 36%	7 46%	8 26%	23 35%	134 31%	84 45%	76 34%	90 32%	169 33%	
Any children 6 to 17	323 31%	29 37%	53 33%	27 25%	14 41%	15 35%	28 43%	5 37%	8 25%	22 34%	141 32%	68 37%	76 34%	82 29%	165 32%	

Ipsos-Insight: Phone Number Portability Study (Demographics)

Detailed tables

Household Income

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I - J/K - L/M/N  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Subscribe									Aware of New Law (q4)		Area		
		Sprint PCS	Verizon	AT&T	Nextel	T-Mobile	Cingular	US Cellular	Alltel	Other	Yes	No	Rural	Urban	Suburban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents Weighted	1029	73	163	101	33	43	68	14	37	64	446	174	225	281	523
	1029	79*	161	106*	34**	44*	66*	14**	31*	65*	436	187	223	286	520
Under \$15,000	97 9%	8 10% F	5 3%	15 14% BFI	2 5%	4 9% F	0 -	0 -	3 8% F	1 1%	17 4%	20 11% J	26 12%	26 9%	45 9%
\$15,000 to less than \$20,000	81 8%	3 4%	6 4%	0 -	0 -	1 3%	5 7% C	1 10%	3 10% C	6 9% C	22 5%	7 4%	24 11% N	27 9%	30 6%
\$20,000 to less than \$25,000	81 8%	9 11% F	10 6%	6 5%	3 8%	2 5%	1 1%	1 5%	0 -	9 14% FH	24 5%	19 10%	21 9%	28 10%	33 6%
\$25,000 to less than \$30,000	70 7%	9 12%	7 4%	7 7%	0 -	3 7%	8 12%	0 -	2 6%	6 9%	23 5%	19 10% J	16 7%	23 8%	31 6%
\$30,000 to less than \$40,000	86 8%	3 4%	8 5%	3 3%	3 8%	6 14% C	7 10%	0 3%	5 15% ABC	9 14% ABC	32 7%	13 7%	25 11%	19 7%	42 8%
\$40,000 to less than \$50,000	100 10%	7 9%	19 12%	6 6%	2 7%	2 5%	13 19% CE	1 7%	3 11%	6 9%	50 12%	13 7%	26 11%	30 10%	44 9%
\$50,000 to less than \$75,000	172 17%	15 19%	30 18%	23 22%	6 19%	8 19%	11 16%	4 27%	6 21%	15 23%	80 18%	40 21%	31 14%	39 14%	102 20%
\$75,000 to less than \$100,000	119 12%	6 7%	30 19% A	11 11%	3 9%	5 12%	10 15%	1 6%	3 11%	8 13%	60 14%	22 12%	29 13%	37 13%	53 10%
\$100,000 or more	105 10%	12 16% I	27 17% I	21 20% HI	12 36%	5 12% I	8 13% I	2 17%	1 5%	1 1%	75 17% K	16 9%	6 3%	24 9% L	75 14% LM
(DK/NS)	118 12%	8 10%	19 12%	13 13%	3 9%	6 15%	5 7%	4 25%	4 14%	5 7%	52 12%	17 9%	21 9%	33 12%	64 12%

Ipsos-Insight: Phone Number Portability Study (Demographics)

Detailed tables

Race/Hispanic ethnicity

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I - J/K - L/M/N  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Subscribe									Aware of New Law (q4)		Area		
		Sprint PCS	Verizon	AT&T	Nextel	T-Mobile	Cingular	US Cellular	Alltel	Other	Yes	No	Rural	Urban	Suburban
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents	1029	73	163	101	33	43	68	14	37	64	446	174	225	281	523
Weighted	1029	79*	161	106*	34**	44*	66*	14**	31*	65*	436	187	223	286	520
White	814 79%	56 71%	135 84%	77 73%	24 69%	29 66%	59 90%	12 85%	27 87%	54 83%	358 82%	135 72%	204 91%	187 65%	422 81%
Black	70 7%	8 10%	135 84% ACE	10 9%	2 4%	3 6%	2 3%	0 -	2 5%	3 5%	20 5%	16 9%	8 3%	37 13%	25 5%
Hispanic	86 8%	12 16%	11 7%	11 10%	7 19%	7 16%	4 6%	2 15%	1 2%	5 8%	31 7%	29 15%	6 3%	35 12%	44 8%
Asian	17 2%	2 2%	4 3%	0 0	0 -	3 7%	0 -	0 -	0 -	0 -	7 2%	3 1%	0 -	10 4%	7 1%
American Indian	12 1%	0 -	2 1%	4 3%	0 -	0 -	0 -	0 -	1 2%	2 4%	4 1%	5 3%	1 1%	5 2%	6 1%
Other	2 0	0 -	0 -	0 -	1 3%	0 -	1 1%	0 -	0 -	0 -	2 0	0 -	0 -	0 -	2 0
(DK/NS)	32 3%	1 1%	3 2%	5 5%	1 4%	2 6%	1 2%	0 -	1 3%	0 -	14 3%	2 1%	4 2%	13 4%	15 3%