

Bipartisan Minnesota Statewide Survey

Shows Wireless Phone Consumers Highly Satisfied, Against More State Regulations

Summary: Survey results of 600 likely voters in Minnesota clearly show that 93% of wireless phone consumers are satisfied with their service, and the majority of wireless consumers by a margin greater than 2 to 1 are against adding new regulations on wireless phone service. About two-thirds of Minnesota wireless consumers think regulations would make their service more expensive, and either hurt their service or make no difference, instead of improve their service. Minnesota wireless consumers are highly satisfied with their wireless service, and believe that existing competition among wireless providers ensures consumers receive quality service. They don't see protecting consumer rights as an important issue and would prefer the Governor and State Legislature focus on more important economic and social issues.

- More than 9 out of 10 (**93%**) wireless phone consumers are satisfied with their wireless phone service. Only **6%** are “dissatisfied” with their service.
- By greater than a 2 to 1 margin (**57% to 22%**) the majority of consumers oppose adding new state government regulations on wireless phone service.
- Over two-thirds (**67%**) believe adding new regulations on wireless phone service will make their service more expensive instead of make their service cheaper (**5%**).
- Nearly two-thirds (**65%**) believe adding new regulations on wireless phone service will either make their service worse (**33%**) or make no difference (**32%**) instead of make their service better (**13%**).
- By a 4 to 1 margin (**40% to 9%**) consumers believe adding new regulations on wireless phone service will hurt small businesses rather than help small businesses. About one-third (**32%**) thinks new regulations would make no difference.
- Even with the current **93%** consumer satisfaction rate, the majority (**54%**) expects that over the next couple of years the quality of wireless phone service will get better. About one-third (**31%**) expects their service to “stay the same” and only **5%** thinks service will get worse.
- Even when using the favorable label “bill of rights,” the majority (**54%**) believes a wireless phone “bill of rights” would just add unnecessary government regulations that would cause Minnesota consumers to pay higher prices and have fewer choices. Only **30%** thinks lawmakers should pass a “bill of rights” specific to all wireless phone consumers in Minnesota to provide more consumer protections.
- A clear majority (**62%**) believes existing competition among wireless phone providers in Minnesota means consumers receive quality wireless service, while only **25%** thinks the state government needs to add regulations to ensure that consumers receive quality wireless service.
- Protecting consumers' rights is not an important issue to Minnesota consumers/voters. They want the Governor and State Legislature to focus on more important economic and social issues.

Methodology: McLaughlin & Associates partnered with Penn, Schoen & Berland Associates to develop and conduct a bipartisan survey of 600 adult wireless phone users in Minnesota, who are likely voters. The survey was conducted March 27-29, 2007. All interviews were conducted by professional interviewers via telephone. Interview selection was at random within predetermined geographic units. These units were structured to statistically correlate with actual statewide general elections. The accuracy of the sample of 600 adult wireless phone users who are likely voters is within +/- 4.0% at a 95% confidence interval. The survey results in this summary have been rounded. Below is the exact wording for each question.

Overall, are you satisfied or dissatisfied with your cell phone service?

<u>Satisfied</u>	<u>Dissatisfied</u>	<u>DK/Refused</u>
93	6	1

Thinking ahead, do you expect that over the next couple of years the quality of your cell phone service will get better, stay the same or get worse?

<u>Better</u>	<u>Stay The Same</u>	<u>Worse</u>	<u>DK/Refused</u>
54	31	5	10

Do you support or oppose adding new state government regulations on cell phone service?

<u>Support</u>	<u>Oppose</u>	<u>DK/Refused</u>
22	57	21

Which one of the following statements comes closest to your own personal opinion?

1. Lawmakers should pass a “bill of rights” specific to all cell phone users in Minnesota to provide more consumer protections.
2. A cell phone “bill of rights” would just add unneeded government regulations that would cause Minnesota consumers to pay higher prices and have fewer choices for cell phone services.

<u>Pass Bill of Rights</u>	<u>Unneeded Regulations</u>	<u>DK/Refused</u>
30	54	17

Do you believe adding new state government regulations on cell phone service would make your cell phone service better or worse?

<u>Better</u>	<u>Worse</u>	<u>No Difference</u>	<u>DK/Refused</u>
13	33	32	22

Do you believe adding new state government regulations on cell phone service would make your cell phone service more expensive or less expensive?

<u>More Expensive</u>	<u>Less Expensive</u>	<u>No Difference</u>	<u>DK/Refused</u>
67	5	14	14

Do you believe adding new state government regulations on cell phone service would help or hurt small businesses?

<u>Help</u>	<u>Hurt</u>	<u>No Difference</u>	<u>DK/Refused</u>
9	40	32	20

Which one of the following statements comes closest to your own personal opinion?

1. Existing competition among cell phone providers in Minnesota means consumers receive quality cell phone service.
2. The state government needs to add new regulations on cell phone services to ensure that consumers receive quality cell phone service in Minnesota.

<u>Competition</u>	<u>Add Regulations</u>	<u>Don't Know</u>
62	25	13

From the following list, which issue is personally most important to you in deciding your vote for Governor and State Legislature?

Preventing tax increases	21	Improving education	15
Reducing wasteful government spending	14	Promoting moral and family values	10
Creating jobs and improving the state's economy	11	Protecting the environment	6
Providing affordable health care	17	Protecting consumers' rights	1