



Public Service Commission

-M-E-M-O-R-A-N-D-U-M-

DATE: September 21, 1998
 TO: Blanca Bayo, Director, Records and Reporting
 FROM: Dan Hoppe, Director, Division of Research and Regulatory Review *md*
 RE: Special Project No. 980000A-SP - Fair and Reasonable Residential Basic Local Telecommunications Rates

Please make available to all interested persons in the above-referenced special project a copy of the attached introduction, or preamble, to the Affordability Survey questions conducted by the University of Florida's Bureau of Business and Economic Research (BEBR).

If you have questions regarding the survey, you may contact Marguerite McCauley at (850) 413-6875 or Bill McNulty at (850) 413-6443.

DMH:MTM:tfvm-afford

cc: Mary Andrews Bane
 Division of Communications
 Division of Auditing and Financial Analysis
 Division of Legal Services

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 PSC-RECORDS/REPORTING

Step 1 Hello, I'm (INTERVIEWER) from the the University of Florida.
(I'm calling long distance.)

We're conducting a survey for the Florida Public Service Commission.
Your response will help the Public Service Commission understand
how Floridians view the price of local telephone service.

(USE AS NECESSARY -

- This is not a sales call, we are only interested
in your opinion)
- You can tell them you work for the Bureau of Economic and Business
research

Have I reached you on your HOME phone?

Step 2 First, I need to know if you are (under 18 years old or) 18 years
old or older.

INTERVIEWER: IF THIS IS A NEW PERSON, EXPLAIN THAT THIS IS A SURVEY
CONDUCTED BY THE UNIVERSITY OF FLORIDA ABOUT PHONE SERVICE. FIND
THE
PERSON WHO IS MOST RESPONSIBLE FOR PAYING THE BILLS. IF THAT
PERSON
IS NOT HOME, GET THEIR NAME AND SCHEDULE A CALLBACK.

According to the research method being used by the University, I have
to ask some questions of the person who is most responsible for paying
the bills in your household.

May I please speak to him or her?

Step 3 Hello, I'm INTERVIEWER from the University of Florida.
We're conducting a survey about phone service in Florida. I
would like to ask some questions about the price of local
phone service in Florida.

Your phone number was selected at random by computer, and only
your first name will be used to insure confidentiality. You
do not have to answer any question you do not wish to answer.

IF NECESSARY - * it should take less than 10 minutes.

May I have your first name?