LIMITED ENGLISH PROFICIENCY SURVEY

VOLUME 1:

EXECUTIVE SUMMARY

October 2013

– conducted by –

Field Research Corporation
San Francisco, California

for the
California Public Utilities Commission

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Introduction

This document provides a summary of the findings of the Limited English Proficiency Survey conducted by Field Research Corporation (Field Research), an independent California-based public opinion research organization, on behalf of the California Public Utilities Commission.

The primary objective of this study was to examine customer satisfaction of the limited English proficiency (LEP) population in California with their residential telephone service. Specifically, customers were asked to assess their satisfaction with the telephone service they use most to make and receive personal calls. This included all types of telephones – wireless, wireline, as well as Voice over Internet Protocol. The survey devoted most of its resources to the collection of telephone interviews among the largest segments of the LEP customer population in California – LEP Spanish speakers, LEP Chinese speakers (both Mandarin and Cantonese dialects), LEP Vietnamese speakers, LEP Korean speakers and LEP Tagalog speakers. A statewide sample of English-proficient telephone customers of any ethnicity was also surveyed to enable comparisons with each LEP customer population. A more detailed analysis of the findings from the customer survey are reported in Volume 2: Customer Survey Report.

A second objective of the study was to examine the reasons LEP non-customers of telephone service give for going without residential telephone service. This was done by conducting an extended interview with the subsample of LEP customers who reported going without residential telephone service of any kind at some point during the past five years. This population (referred to as "recent non-customers") was posed an additional set of questions probing their reasons for going without telephone service during the time of their service interruption, their length of time without telephone service, how they made personal calls during this period, and their reasons for re-entering the telephone market. A control sample of English-proficient recent non-customers was also included in this analysis for comparison purposes. A more detailed analysis of the findings from the non-customer survey are reported in Volume 3: Non-Customer Survey Report.

The study was administered by telephone among random samples of LEP and English-proficient telephone customers in California. A total of 8,271 customers were surveyed. To increase the statistical precision of the comparisons, the allocation of customer interviews was stratified across the LEP populations.

The following are the numbers of interviews completed across the LEP and English-proficient populations as part of the customer survey:

Total customer interviews	8,271
Total LEP customers	6,447
LEP Spanish speakers	(2,998)
LEP Chinese speakers	(1,367)
LEP Vietnamese speakers	(1,002)
LEP Korean speakers	(727)
LEP Tagalog speakers	(353)
English proficient customers	1,824

Extended interviews were completed among all customers meeting the definition of a recent non-customer (i.e., those who reported having gone without residential telephone service of any kind for one month or longer during the past five years.) The numbers of recent non-customers identified and interviewed as part of the non-customer survey was as follows:

Total recent non-customers	361
LEP recent non-customers	252
English-proficient recent non-customers	109

The questionnaires administered in the survey were the end product of an extended period of development. Once penultimate versions of the questionnaires had been developed in English, they were translated into each of six non-English languages and dialects (Spanish, Cantonese, Mandarin, Vietnamese, Korean and Tagalog) by professional translators. Following a review by a second set of translators, each questionnaire was then programmed onto Field Research's computer-assisted telephone interviewing (CATI) system in preparation for data collection.

A pilot test was conducted prior to the start of full-scale data collection, testing the survey procedures and questionnaire scripts in each language. Upon its successful conclusion, full-scale data collection commenced. All interviewing on the study was conducted by telephone March 21, 2012 – January 29, 2013 from Field Research's central location call center in San Diego by professionally-trained interviewers. A total of 118 interviewers were employed by Field Research to complete data collection.

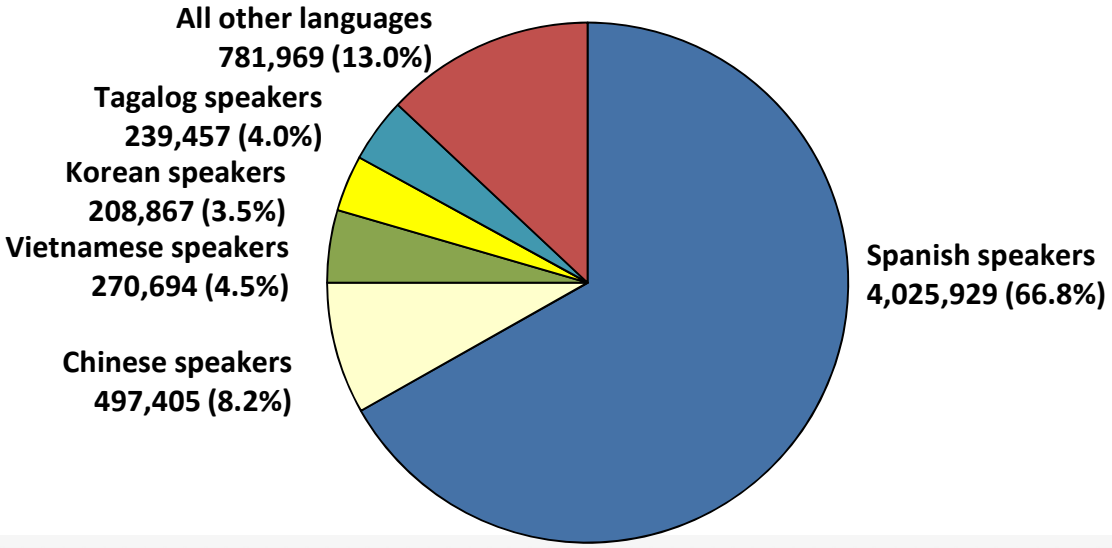
Two different samples sources were used to identify eligible LEP telephone customers for the survey: (1) a cross-section sample, employing a dual-frame sampling approach combining random digit dial samples of cell phone and landline telephone numbers across California and (2) LEP ethnic sample augments, developed by initially matching ethnic surnames against individual cell phone and landline telephone listings targeting each LEP population in California, culled from a variety of sources. After the completion of interviewing, the results were combined and weights applied to align each LEP sample to demographic and regional characteristics of each population as reported in the US Census Bureau's American Community Survey.

A more detailed description of the survey methods used by Field Research to conduct the study can be found in Volume 4: Technical Appendix, along with copies of the questionnaires in all languages.

California's Limited English Proficiency Adult Population

According to the CPUC, the term "limited English proficient" refers to a person who does not speak and/or read, write or understand the English language sufficiently to access services to which he or she may be entitled. For this study LEP adults were defined as including residential telephone customers in California who speak one of the five targeted LEP languages and said they did not speak English "very well."

According to the U.S. Census Bureau's American Community Survey five-year estimates (2006-2010), the number of Californians age 18 or older who speak a non-English language but do not speak English "very well" includes over six million residents. The largest ethnic components of the state's LEP population are adults whose primary language is Spanish, Chinese, Vietnamese, Korean and Tagalog. Collectively, these five LEP populations comprise 87% of all LEP adults in the state, with no other single LEP segment comprising more than 1.5% of the remainder. The following chart displays the composition of California's LEP adult population by primary language spoken according to these Census estimates.



Total LEP Adults in California = 6,024,321
(22.1% of all adults)

Source: American Community Survey, 5-year estimates, 2006-2010, U.S. Census Bureau. LEP adults defined as Californians age 18 or older who speak a non-English language and do not speak English "very well."

Summary of the Findings

1. **The demographic characteristics of LEP telephone customers differ markedly from English-proficient customers.**

   - LEP customers overall are more likely than English speakers to have much lower levels of income and education and to be non-citizens. They also are more likely to live in the ten-county Southern California region, to live in households where four or more people reside and to have children. In addition, they are much less likely than English-proficient customers to be regular users of the Internet.

2. **There are also pronounced differences in the demographic characteristics across the LEP populations.**

   - Compared to each of the four Asian-language LEP customer populations surveyed, LEP Spanish-speakers are significantly younger, are more likely to be non-citizens, have lower levels of income and education, have larger household sizes that include children and are less likely to use the Internet.

   - Although LEP Spanish-speakers are distributed throughout the state in generally the same proportions as the overall LEP population, the geographic distribution of each of the LEP Asian language populations varies considerably. For example, eight in ten LEP Korean customers live in Southern California, including a majority who live in Los Angeles County. On the other hand, nearly half of LEP Chinese customers live in the nine-county San Francisco Bay Area. About three in four LEP Vietnamese customers live in either the South Coast counties of Orange or San Diego or the San Francisco Bay Area, while most LEP Tagalog speakers reside in the San Francisco Bay Area or Los Angeles County.

   - One of the distinguishing characteristics of LEP Tagalog speakers is their comparatively greater fluency in English compared to the other LEP customer populations. Whereas none of the LEP customers by definition speaks English "very well," about three in four LEP Tagalog customers say they speak English "well." By contrast, majorities of each of the other LEP populations say they speak English "not well" or "not at all."

3. **There are only modest differences between the LEP customers and English speakers regarding the types of telephone services they subscribe to, their carriers, and their tenure with their current provider.**

   - At the time of the survey, slightly less than half of the overall LEP customer population (46%) reported using a wireless phone most to make and receive their personal calls, while 54% use a wireline or other non-wireless phone. Among English-proficient customers 57% reported using a wireless phone and 43% a wireline or other non-wireless phone. LEP Chinese and LEP Vietnamese speakers were somewhat less likely than other LEP customers to be using a wireless phone.

- Slightly larger proportions of LEP and English-proficient wireless customers reported subscribing to AT&T than other wireless providers, although significant numbers are wireless subscribers of Verizon, T-Mobile, Metro PCS and Sprint. There are some variations in the wireless carrier shares across the LEP populations.
- AT&T holds a dominant share of those who primarily use a wireline or other non-wireless phone for their personal calls across all customer populations.
- The average (median) tenure with their current provider among total LEP customers and LEP Spanish speakers is seven years. Among English speakers it is about eight years, while among each of the LEP Asian speaker populations it averages nine years.
- Relatively small proportions of both LEP and English-speaking customers – about one in three – are aware that they can contact the CPUC if they have a problem with their telephone provider and want to file a complaint. LEP Chinese, Vietnamese and Korean customers are less likely than other customer populations to be aware of this.

4. **While majorities of the total LEP customer population say they have access to customer services in their own languages, there are large differences about this across the LEP populations. LEP Spanish speakers are much more likely to report this than the LEP Asian-language populations.**

- In-language customer services to the state's LEP Spanish customers are fairly common. For example, nearly all LEP Spanish customers (95%) say that their most recent contact with their carrier was conducted in Spanish, 85% spoke to a sales representative in Spanish when initially enrolling for service, 79% say they can speak to an operator or directory assistance in Spanish, 71% believe they would be able to speak to someone in Spanish if they needed to dial 911 to report an emergency, and 69% say they receive their billing statements in Spanish.
- By contrast, in-language services are much less common among the LEP Asian customer populations. This is especially true with regard to billing statements. Only about one in ten LEP Chinese, Vietnamese, Korean or Tagalog customers say they receive their billing statements in their own language.
- A little more than half of LEP Chinese, Vietnamese and Korean customers say their most recent contact with a customer service representative was conducted in their own language, and about half say they spoke to an in-language sales representative when first enrolling for service.
- LEP Chinese speakers are more likely than other LEP Asian populations to say they are able to speak to an operator or directory assistance or to a 911 operator in their own language.
- LEP Tagalog customers are much less likely than other LEP customers to say they spoke in Tagalog to a customer service representative on their most recent contact or when first enrolling for service. However, this may be due to the fact that since most LEP Tagalog customers speak English "well" they are less likely to require in-language services.

5. **The overall LEP customer population and English-proficient customers offer similar high levels of customer satisfaction with their telephone service overall and with specific aspects of customer service.**

- Nearly nine in ten of both total LEP customers (88%) and English-proficient customers (89%) say they are satisfied with their telephone service overall. Only about one in ten are dissatisfied. The absence of significant differences between the total LEP and English-proficient customer populations regarding their satisfaction with their phone service overall holds up when controlling for customer demographics through regression analysis.
- Large majorities of the total LEP customer and English-speaking customer populations also report being satisfied with each of the specific customer service attributes measured in the survey. These include satisfaction with the length of time it took to get through to a service representative and with the resolution of the contact the last time they contacted their phone company, the accuracy of the charges and the explanation of the phone charges on the billing statements, the information given them about service alternatives, calling features and costs when first subscribing for service, and the company's explanation of when late fees or early termination fees can be assessed and when their phone can be disconnected.
- About eight in ten LEP customers (79%), and a marginally larger proportion of English-proficient customers (83%), say they would recommend their company's telephone service to a relative or friend.

6. **While overall satisfaction with telephone service is high across each of the LEP populations, LEP Spanish and Tagalog customers offer more enthusiastic appraisals than LEP Chinese, Vietnamese and Korean customers and are more likely to recommend their company to a friend or relative.**

- Between 85% and 89% of the customers of each of the LEP populations are satisfied with their telephone service overall, while only about one in ten are dissatisfied. However, majorities of LEP Spanish customers (58%) and LEP Tagalog customers (59%) report being "very satisfied" with their telephone service overall. This declines to 37% among LEP Chinese customers, 33% among LEP Vietnamese customers and 25% among LEP Korean customers.
- While 84% of LEP Spanish customers and 74% of LEP Tagalog customers say they'd recommend their company's telephone service to a friend or relative, somewhat smaller proportions of LEP Chinese (61%), Korean (66%) and Vietnamese (53%) customers say this.
- In addition, somewhat smaller proportions of LEP Chinese and Korean customers than others say they are satisfied with their telephone company's explanation of the phone charges on their billing statements and when late charges or early termination fees can be assessed or their phone disconnected, although most of the differences relate to larger portions of LEP Chinese and Korean speakers not offering an opinion about this. More LEP Korean speakers report being dissatisfied with the amount of time it took them to get through to a service representative the last time they contacted customer service.

7. **The factors most associated with overall satisfaction with telephone service are similar across the LEP and English-proficient customer populations. Overall satisfaction for each group is most directly tied to satisfaction with the performance of their carrier on six specific customer service attributes. These far outweigh the impact that other factors, such as the types of phones used or customer demographic characteristics, have on overall customer satisfaction.**

- The specific customer service attributes most associated with overall customer satisfaction include: satisfaction with the amount of time to get through to a service representative during their most recent service contact, satisfaction with the ability of the customer service representative to resolve their issue or problem on their most recent contact, satisfaction with the explanation of phone charges on their billing statement, satisfaction with the accuracy of the phone charges on their bill, satisfaction with the explanation of when late fees or early termination fees can be assessed and when their phone can be disconnected, and satisfaction with information given them about service alternatives, calling features and costs when first subscribing.

- When regression analysis is performed, these specific customer service attributes remain among the most significant factors in explaining both LEP and English speaking customers' overall satisfaction with their telephone service.

- There are no large differences in overall customer satisfaction between LEP and English-proficient customers who subscribe to wireless services and those who subscribe to wireline or other non-wireless carriers. Each group reports similar high levels of satisfaction with their phone service overall, although slightly smaller proportions of LEP wireless customers are "very satisfied."

- There are also no major differences in overall customer satisfaction across major demographic subgroups of the LEP or English-proficient customer populations.

8. **Among LEP customers, there is also a relationship between overall customer satisfaction and the availability of in-language telephone services. LEP customers with access to services in their own language are more likely than those who do not to be "very satisfied" with their telephone service overall.**

- LEP customers whose most recent contact with their service representative was carried out in their own language are 20 percentage points more likely than those who talked to their representative in English to be "very satisfied" with their telephone service overall.

- LEP customers who say they have access to in-language directory or operator assistance are 19 percentage points more likely than those who do not to be "very satisfied" with their telephone service overall.

- LEP customers who receive their billing statements in their own language are 18 percentage points more likely than those receiving it in English to be "very satisfied" with their telephone service overall.

- Other in-language services assessed, such as whether LEP customers initially spoke to a sales representative in-language when initially subscribing for service or whether LEP customers believe they can speak to someone in their own language when dialing 911 emergency services, have a somewhat smaller impact on the proportions "very satisfied" with their telephone service overall.

9. **LEP and English-proficient recent non-customers hold generally similar views on most of the questions examined in the non-customer survey.**

- There are relatively few differences observed between LEP and English-proficient recent non-customers with regard to the length of time they went without telephone service, their reasons given for going without telephone service, the types of phones they used to make personal calls while they were without a phone, the reasons they give for re-subscribing to telephone service and the type of phones they chose when re-subscribing.

- Some exceptions include these:
  - LEP recent non-customers were somewhat more likely than English-proficient recent non-customers to say their phone company stopped or disconnected their phone as a reason for going without telephone service.
  - While both LEP and English-proficient recent non-customers most commonly say they used a friend's, neighbor's or roommate's phone to make personal calls when they were without phone service, LEP recent non-customers were more likely to also have used a public pay phone.

10. **Language-related problems appear to be contributing factors to going without telephone service among some LEP recent non-customers.**

- 18% of LEP recent non-customers said they didn't understand the charges or fees on their bill, and that this was a reason why their telephone company stopped or disconnected their phone.

- More LEP recent non-customers than English-proficient recent non-customers said that they didn't feel comfortable contacting a phone company about getting telephone service when they were without service, and 12% said their limited English skills was a factor in their not doing so.

LIMITED ENGLISH PROFICIENCY SURVEY

VOLUME 2:

CUSTOMER SURVEY REPORT

October 2013

– conducted by –

Field Research Corporation
San Francisco, California

for the
California Public Utilities Commission

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Introduction

This document presents the findings of the customer survey portion of the Limited English Proficiency Survey conducted by Field Research Corporation (Field Research), an independent California-based public opinion research organization, on behalf of the California Public Utilities Commission.

The primary objective of the study was to examine customer satisfaction of the limited English proficiency (LEP) population in California with their residential telephone service. Specifically customers were asked to assess their satisfaction with the telephone service they use most to make and receive personal calls. This included all types of telephones – wireless, wireline, as well as Voice over Internet Protocol. The survey devoted most of its resources to the collection of large numbers of interviews among the largest segments of the LEP customer population in California – LEP Spanish speakers, LEP Chinese speakers (both Mandarin and Cantonese dialects), LEP Vietnamese speakers, LEP Korean speakers and LEP Tagalog speakers. A statewide sample of English-proficient customers of any ethnicity was also surveyed to enable comparisons with each LEP customer population.

The customer survey was administered by telephone among random samples of LEP and English-proficient telephone customers in California between the period March 21, 2012 and January 29, 2013. A total of 8,271 customers were surveyed. To increase the statistical precision of the comparisons, the allocation of customer interviews was stratified across the LEP populations. The following are the numbers of interviews completed across the LEP and English-proficient populations included as part of the customer survey:

Total customer interviews	8,271
Total LEP customers	6,447
LEP Spanish speakers	(2,998)
LEP Chinese speakers	(1,367)
LEP Vietnamese speakers	(1,002)
LEP Korean speakers	(727)
LEP Tagalog speakers	(353)
English-proficient customers	1,824

The questionnaire developed for the survey were the end product of an extensive period of development involving senior staff of Field Research and CPUC staff. In addition, interested stakeholders and the general public were invited to provide comments and suggestions for the study as part of a public workshop convened by the CPUC Communications Division, and through written comments submitted to Field Research.

Once a penultimate version of each questionnaire had been developed in English, it was translated into each of six non-English languages and dialects (Spanish, Cantonese, Mandarin, Vietnamese, Korean and Tagalog) by professional translators. Following a review by a second set of translators, each questionnaire was then programmed onto Field Research's computer-assisted telephone interviewing (CATI) system in preparation for data collection. CATI imports the telephone scripts of each question in each language and displays them in a standardized way one at a time on a computer screen at each telephone interviewer's booth. After an eligible respondent had been reached by telephone, the interviewer then reads aloud each question from the screen in the appropriate language and enters the answer code applicable to the respondent's answer through the keyboard. The data resulting from CATI interviews are compiled in an identical fashion across all languages and are stored directly on computer disk for processing, eliminating the need for post-survey key entry.

A pilot test was conducted prior to the start of full-scale data collections testing all survey procedures and questionnaire scripts in each language. Upon its successful conclusion, full-scale data collection commenced. All interviewing on the survey was conducted by telephone between March 21, 2012 and January 29, 2013 from Field Research's central location call center in San Diego by professionally-trained interviewers.

Two different samples sources were used to identify eligible LEP telephone customers for the survey: (1) a cross-section sample, employing a dual-frame sampling approach combining random digit dial samples of cell phone and landline telephone listings, and (2) LEP ethnic sample augments, developed by initially matching ethnic surnames against individual cell phone and landline telephone listings targeting each LEP population in California, culled from a variety of sources. After the completion of interviewing, the results were combined and weights applied to align each LEP sample to demographic and regional parameters of each population as reported in the US Census Bureau's American Community Survey. A more detailed description of the survey methods used by Field Research to conduct the study can be found in Volume 4: Technical Appendix, along with copies of the questionnaires in all languages.

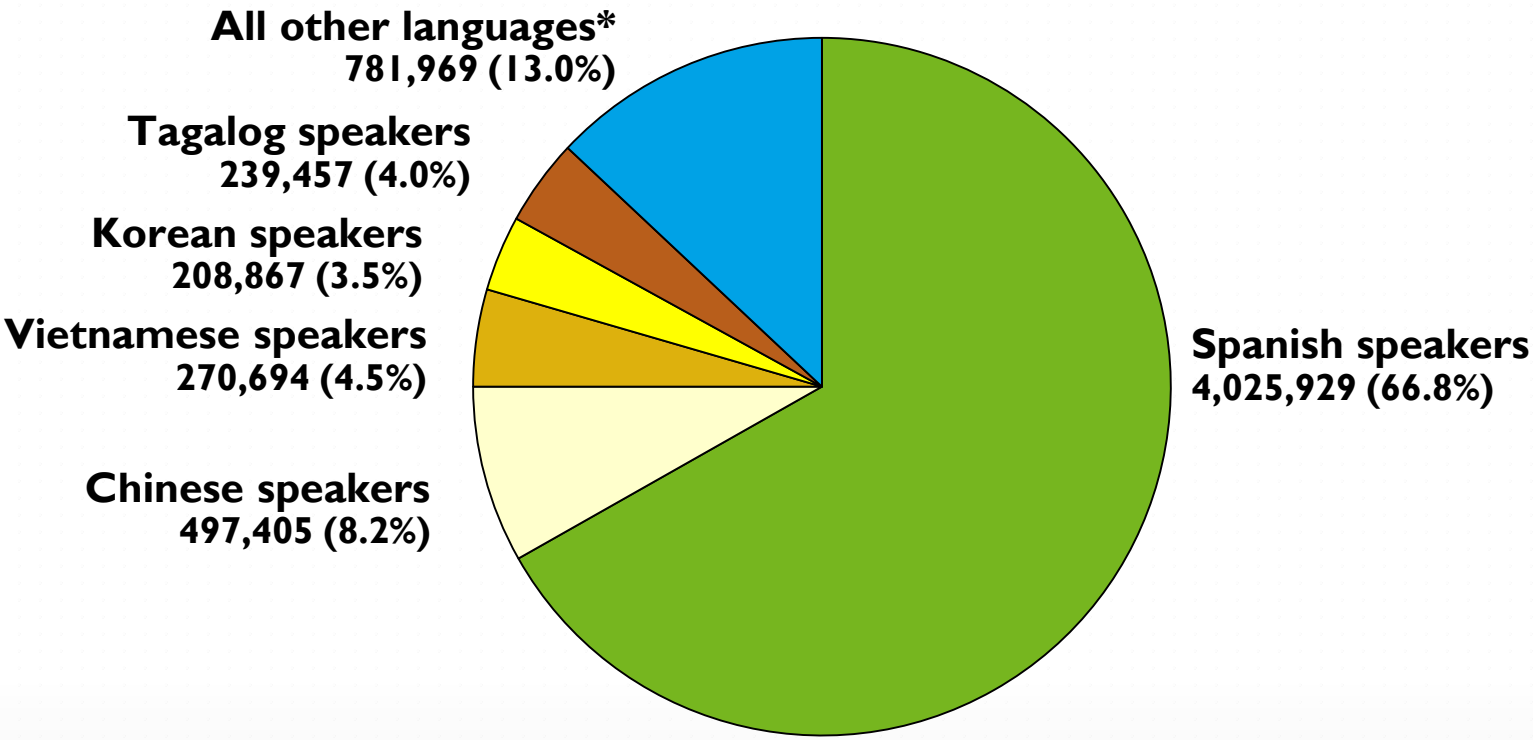
California's Limited English Proficiency Population

According to the CPUC, the term "limited English proficient" refers to a person who does not speak and/or read, write or understand the English language sufficiently to access services to which he or she may be entitled. For this study LEP adults were defined as residential telephone customers in California who speak a non-English language and report not speaking English "very well."

According to the U.S. Census Bureau's American Community Survey five-year estimates (2006-2010), the number of Californians age 18 or older who speak a non-English language but do not speak English "very well" includes over six million residents. The largest ethnic components of the state's LEP population are adults whose primary language is Spanish, Chinese, Vietnamese, Korean and Tagalog. Collectively, these five LEP populations comprise 87% of all LEP adults in the state, with no other single LEP population comprising more than 1.5% of the remainder.

The following chart displays the composition of California's LEP adult population by primary language spoken according to these Census estimates.

California's Limited English Proficiency (LEP) adult population



Total LEP Adults in California = 6,024,321
(22.1% of all adults)

** None of the other LEP languages comprised more than 1.5% of the state total.*

Source: American Community Survey, 5-year estimates, 2006-2010, U.S. Census Bureau. LEP adults defined as Californians age 18 or older who speak a non-English language and do not speak English "very well."

Notes about the data in this report

The data from the LEP samples have been weighted to demographic and regional parameters applicable to each of the five LEP California adult populations who do not speak English "very well" as reported in the American Community Survey (ACS). In addition, when combining the five LEP samples to produce estimates of the total LEP population, the samples were weighted to reflect their share of the state's total LEP adult population as reported in the ACS. Results from the English speaker sample were weighted to demographic and regional characteristics of the English-speaking adult population as reported in the ACS (i.e., those who speak English "very well" or who only speak the English language). Thus, all data contained in this report are weighted estimates.

Subgroup results based on small sample bases (i.e., fewer than 100 respondents) are noted throughout the report with a double asterisk (**). The reader is urged to interpret these data with caution, as they are subject to a relatively large sampling error.

Throughout the tables, the column or row percentages may add to slightly more or less than 100% (i.e., 99% or 101%) due to rounding. In addition, each question may include a certain proportion of respondents not answering the question. However, respondents who did not answer each question have been quantified and are reported in each table as separate percentages.

The following are the geographic definitions applicable to the regional subgroups included in this report:

Los Angeles:	Los Angeles County
South Coast:	San Diego and Orange counties
Other Southern CA:	San Bernardino, Riverside, Imperial, Ventura, Santa Barbara, San Luis Obispo and Kern counties
San Francisco Bay Area:	San Francisco, Marin, Napa, Sonoma, Solano, Contra Costa, Alameda, Santa Clara and San Mateo counties
Other Northern CA:	Alpine, Amador, Butte, Calaveras, Colusa, Del Norte, El Dorado, Fresno, Glenn, Humboldt, Inyo, Kings, Lake, Lassen, Madera, Mariposa, Mendocino, Merced, Monterey, Modoc, Mono, Nevada, Placer, Plumas, Sacramento, San Benito, San Joaquin, Santa Cruz, Shasta, Sierra, Siskiyou, Stanislaus, Sutter, Tehama, Trinity, Tuolumne, Tulare, Yolo and Yuba counties

Summary of the Findings:

CUSTOMER SURVEY

Summary of the Findings

SECTION 1: COMPARISONS BETWEEN TOTAL LEP CUSTOMERS AND ENGLISH-PROFICIENT CUSTOMERS

1a. Demographic characteristics

LEP customers differ significantly from English-speaking customers demographically. The largest differences between the two groups relate to the following:

- Household income: The average (median) annual household income among LEP customers is just $19,600. By contrast, the median household income of English-speaking customers is about two and one-half times that of LEP speakers, averaging $48,600. *Table 1.3*
- Educational attainment: More than half of LEP customers (51%) have not graduated from high school, another 28% have no more than a high school education, and just 19% have attended or completed college. Among English speakers just 7% have not graduated from high school and 32% have no more than a high school education, while most (59%) have attended or graduated from college. *Table 1.4*
- Internet use: Only about half of the state's adult LEP telephone customers (55%) use the Internet in a typical week, compared to 86% among English speakers. *Table 1.9*
- Citizenship: A majority of LEP customers (54%) are not U.S. citizens, while just 7% of English-speaking customers are non-citizens. *Table 1.8*
- Household size and composition: Greater than six in ten LEP customers (61%) live in a household where four or more people reside and 60% have one or more children under age 18 in their household. English speakers tend to have a somewhat smaller household on average and just 40% have children under age 18 in their home. *Tables 1.5-1.6*

- Region: About seven in ten (69%) of the state's LEP telephone customers live in the ten-county Southern California region, with over a third (37%) in Los Angeles County. Among English-speaking customers, 60% live in Southern California and only one-quarter (24%) live in Los Angeles County. *Table 1.1*

- Age: One in six (17%) LEP customers are adults under age 30, seven in ten (70%) are ages 30-64, and 13% are age 65 or older. The state's adult English-speaking customers include a somewhat larger proportion of young adults under age 30 (25%), while 60% are age 30 to 64, and 15% are age 65 or older. *Table 1.2*

1b. Telephone service characteristics

LEP customers and English speakers differ in some respects with regard to the types of phones they use most to make and receive personal calls and the carriers they use. However, the two populations are generally similar with regard to their length of tenure with their current carrier, their likelihood of having contacted their carrier in the past six months about a service or billing issue, and their awareness that they can contact the California Public Utilities Commission if they have a problem with their carrier and want to file a complaint.

- Slightly less than half of LEP adult customers (46%) primarily use a wireless phone to make and receive their personal calls, while 54% mostly use a wireline or other non-wireless phone. Among English speakers 57% primarily use a wireless phone and 43% mostly use wireline or other non-wireless phones. Of the 54% of LEP customers primarily using wireline or other non-wireless phones, 42% are customers of an Incumbent Local Exchange Carrier (ILEC) and 9% are non-ILEC subscribers, while 3% were not classifiable. Among the 43% of English speakers primarily using a wireline or other non-wireless phone, 31% are subscribers of an ILEC and 11% subscribed to non-ILEC carriers, while 1% were not classifiable. *Table 2.1*

- The 46% of LEP customers using wireless phones subdivides as follows by carrier: AT&T (12%), Verizon (7%), T-Mobile (7%), Metro PCS (7%), Sprint (5%), Boost Mobile (5%), Sprint (4%), and all other carriers (3%). Among the 57% of English speakers using wireless phones, they subdivide as follows: AT&T (19%), Verizon (14%), Sprint (7%), T-Mobile (7%), Metro PCS (4), and all other carriers (5%). *Table 2.2*

- Of the 42% of LEP customers subscribing to ILEC wireline carriers, most (34%) are AT&T customers, while 8% subscribe to Verizon. Among ILEC English speakers, 22% subscribe to AT&T, 7% to Verizon and 2% to other carriers. None of the non-ILEC wireline or other non-wireless carriers receive more than a 3% share among either LEP or English speaking customers. *Table 2.3*
- The average (median) LEP customer tenure with their current carrier is about seven years, while among English speakers it is about eight years. *Table 2.4*
- About one in three LEP customers (35%) and English-speaking customers (34%) say they contacted their telephone company in the past six months about a question or problem they had with their service or bill. *Table 2.5*
- Just one in three LEP customers (32%) is aware that they can contact the California Public Utilities Commission if they have a problem with their telephone company and want to file a complaint. A slightly larger proportion of English-speaking customers (39%) is aware of this alternative. *Table 2.8*

1c. Satisfaction with telephone service

The views of the overall LEP customer population are not that different from English speakers on most of the customer satisfaction measures. Nearly nine in ten of the customers from both populations are satisfied with their telephone service overall, and large majorities give positive assessments to each of six specific customer service measures included in the survey.

- Nearly nine in ten LEP customers (88%) are satisfied with their telephone service overall, and only 10% are dissatisfied. Those satisfied include 53% who are very satisfied and 34% who are somewhat satisfied. These assessments are not statistically different than those of English speakers, of whom 89% are satisfied (55% very satisfied and 34% somewhat satisfied) and just 9% are dissatisfied. The absence of significant differences between LEP and English-speaking customers with regard to their overall customer satisfaction holds up when controlling for demographics through regression analysis. *Table 3.1*

- Nearly eight in ten LEP customers (79%) say they would definitely or probably recommend their company's telephone service to a relative or friend, 16% would not do so and 5% had no opinion. Among English-speaking customers a marginally larger proportion (83%) are willing to recommend their company's telephone service to a friend or relative, 14% would not do so and 3% had no opinion. *Table 3.2*
- About three in four (76%) of the LEP customers who contacted their phone company with a service-related question or problem were satisfied with the length of time it took them to get through to a service representative on their most recent call and 82% were satisfied with the resolution of the contact. Among English speakers these proportions are 73% and 81%, respectively. *Tables 3.7-3.8*
- Greater than three in four LEP customers (79%) are satisfied with their telephone company's explanation of the phone charges appearing on their billing statements, and a similar proportion (78%) is satisfied with the accuracy of the charges on their bill. Marginally higher proportions of English speakers (82% and 85%, respectively) are satisfied with these two aspects of their phone bill. *Tables 3.3-3.4*
- More than eight in ten LEP customers (85%) and English speakers (82%) were satisfied with the information they were given about the service alternatives, calling features and costs when first subscribing for service. Seven in ten LEP customers (70%) also were satisfied with their telephone company's explanation of when late fees or early termination fees can be assessed and when their telephone can be disconnected, 18% were not and 13% did not recall. Among English speakers 67% were satisfied with this, 13% were not and 20% did not recall. *Tables 3.5-3.6*

1d. Factors associated with overall customer satisfaction

The factors most associated with LEP and English-speaking customers' overall satisfaction with their telephone service are similar. Overall customer satisfaction among both LEP and English speakers is most directly tied to their satisfaction with each of specific customer service attributes measured in the survey. Customers satisfied with each specific service attribute are more likely to be satisfied with their telephone service overall.

- Below are the percentage point differences in overall customer satisfaction between those satisfied and dissatisfied with each service attribute among both the LEP population and among English speakers:
  - Satisfaction with the amount of time to get through to a service representative during their most recent service contact: LEP customers (+27 points)*, English-speaking customers (+20 points). *Tables 4.10, 5.10*
  - Satisfaction with the ability of the customer service representative to resolve their issue during their most recent service contact: LEP customers (+35 points), English-speaking customers (+34 points). *Tables 4.10, 5.10*
  - Satisfaction with the explanation of the phone charges on their billing statement: LEP customers (+31 points), English-speaking customers (+29 points). *Tables 4.11, 5.11*
  - Satisfaction with the accuracy of the phone charges on their bill: LEP customers (+31 points), English-speaking customers (+28 points). *Tables 4.11, 5.11*
  - Satisfaction with the explanation of when late fees or early termination fees can be assessed and when their phone can be disconnected: LEP customers (+23 points), English-speaking customers (+24 points). *Tables 4.12, 5.12*
  - Satisfaction with information given about service alternatives, calling features and costs when first subscribing: LEP customers (+32 points), English-speaking customers (+30 points). *Tables 4.12, 5.12*

* *For example, 93% of LEP customers who were satisfied with the amount of time it took to get through to a representative expressed satisfaction with their telephone service overall, compared to 66% among those dissatisfied with the time it took to reach a representative (+27 points).*

- When regression analysis is performed, LEP customer satisfaction with the explanation of phones charges on their billing statements, the accuracy of their phone charges, the information they were given about service alternatives, calling features and costs when first subscribing, and the explanation of when late fees or early termination fees can be assessed all remain as significant factors in explaining LEP customers' overall satisfaction with their telephone service. The results are similar when regression analysis is performed among English speakers. *Tables 4.14, 5.14*

1e. Access to in-language services and its relationship to LEP customer satisfaction

Among LEP customers there is also a relationship between the availability of various in-language services and their overall satisfaction with their telephone service, although this mostly relates to the degree of their satisfaction with their telephone service overall, rather than the total proportion satisfied with their service. Larger proportions of LEP customers with access to in-language services than those without such access report being "very satisfied" with their telephone service overall.

- Of the LEP customers who receive their billing statement in their native language, 61% are very satisfied with their telephone service overall. Among those receiving their billing statement in English, 43% are very satisfied. In addition, when regression analysis is performed, receiving a billing statement in-language remains a significant factor in explaining LEP customers' overall satisfaction with their telephone service. *Table 4.11*
- Among LEP customers whose most recent customer service contact with their carrier was in their native language, 52% are very satisfied with their telephone service overall vs. 32% among those reporting this contact was made in English. *Table 4.10*
- Among LEP customers who believe they can access in-language directory or operator assistance if they need help placing a call, 57% are very satisfied with their telephone service overall. This declines to 38% among LEP customers who say directory and operator services are not available to them in their native language. *Table 4.13*
- A slightly larger proportion of LEP customers whose initial sales contact with their carrier was conducted in their native language (55%) than those contacted in English (45%) report being very satisfied with their telephone service overall. *Table 4.12*

- A somewhat larger proportion of LEP customers who say they can speak to a 911 operator to report an emergency in their own language (56%) than are those who say they cannot do this (45%) are very satisfied with their telephone service overall. *Table 4.13*

1f. Type of telephone and tenure with provider and their relationship to overall customer satisfaction

Among both the LEP and English-proficient populations, wireless customers and those who subscribe to wireline or other non-wireless services report similar high levels of customer satisfaction, although slightly fewer wireless service customers are very satisfied. LEP and English speakers who have been with their carrier for longer periods tend to be somewhat more satisfied with their telephone service overall than those who have been with their carriers for shorter periods.

- LEP wireless customers and those who subscribe to wireline or other non-wireless services report similar high levels of overall satisfaction with their phone service (87% to 88%). However, a slightly smaller proportion of wireless customers (49%) are very satisfied compared to wireline or other non-wireline phone customers (57% among subscribers of ILEC carriers and 56% among non-ILEC subscribers).
- Similar results are observed among English-proficient customers with about nine in ten of both wireless and wireline/other non-wireless subscribers satisfied with their telephone service overall. *Tables 4.8, 5.8*
- Among English speakers 54% of wireless customers are very satisfied with their telephone service overall, as are 54% of ILEC wireline or other non-wireless customers. A slightly larger proportion of English-speaking customers of non-ILEC wireline or other non-wireless carriers (61%) are very satisfied with their phone service overall.
- Both LEP and English-speaking customers who have been with their current provider for longer periods are somewhat more likely than those who have been subscribers for shorter periods to say they are very satisfied with their service. A customer's length of tenure with their current carrier is also a significant factor in helping to explain LEP customers' overall satisfaction with their telephone service when regression analysis is performed. *Tables 4.8, 4.14, 5.8*

Section 2: COMPARISONS ACROSS THE LEP CUSTOMER POPULATIONS

2a. Demographic differences across the LEP customer populations

Demographically, the LEP customer populations differ in a number of important ways. The largest differences include the following:

- Age: LEP Spanish-speakers are a significantly younger population than Asian-language LEP customers. Nearly half (46%) of LEP adult Spanish-speakers are under age 40, 24% are age 40-49, while just three in ten (30%) are age 50 or older. By contrast, the Asian language LEP customers tend to include a larger proportion of adults age 50 or older and fewer adults under age 40. This is particularly true for LEP Tagalog customers, 62% of whom are age 50 or older, and LEP Chinese customers (56%). *Table 1.2*

- Citizenship: Greater than six in ten Spanish speakers (62%) and about half of the LEP Korean speakers (46%) are not U.S. citizens. Smaller proportions of the other LEP customer populations are non-citizens – 28% among LEP Chinese speakers, 27% of LEP Tagalog speakers and 15% among the LEP Vietnamese speakers. *Table 1.8*

- Household income: LEP Spanish speakers have a lower household income on average than the Asian-language LEP populations. The average (median) household income of LEP Spanish customers is just $18,400. The average household income for LEP Vietnamese speakers ($20,700) and LEP Chinese speakers ($25,700) is slightly higher, while the average income levels of LEP Korean speakers ($36,900) and LEP Tagalog speakers ($46,000) are the highest of the LEP customer populations. *Table 1.3*

- Educational attainment: LEP Spanish speakers report a significantly lower level of educational attainment compared to LEP Asian language speakers. Six in ten (60%) LEP Spanish customers have not completed high school and just 11% have attended or completed college. By comparison, smaller proportions of LEP Asian language speakers do not have a high school diploma – 25% among LEP Chinese speakers, 27% among LEP Vietnamese speakers, 15% among LEP Tagalog speakers and only 8% among LEP Korean speakers. Conversely, larger proportions of the Asian language LEP customers have attended or graduated from college – 59% among LEP Korean speakers, 54% among LEP Tagalog speakers, 46% among LEP Chinese speakers, and 34% among LEP Vietnamese speakers. *Table 1.4*

- Internet use: Significantly fewer LEP Spanish customers than LEP Asian language customers use the Internet in a typical week. Statewide, 50% of LEP Spanish speakers are regular Internet users, compared to 60% among LEP Tagalog speakers, 70% among LEP Chinese speakers, 72% among LEP Vietnamese speakers and 82% among LEP Korean speakers. *Table 1.9*
- Region: LEP Spanish speakers are distributed throughout the state in proportions that are generally similar to the overall LEP population, with 72% living in Southern California, including 38% in Los Angeles County. By contrast, the geographic distribution of each of the state's LEP Asian language customers varies considerably. Most LEP Korean speakers live in Southern California (80%), with 54% in Los Angeles County. On the other hand, a majority (53%) of LEP Chinese speakers resides in Northern California, with 47% living in the San Francisco Bay Area. Most LEP Vietnamese speakers (39%) live in the South Coast (i.e., Orange or San Diego) or in the San Francisco Bay Area (33%). Most LEP Tagalog speakers reside in the San Francisco Bay Area (31%) or Los Angeles County (30%). *Table 1.1*
- Household size and composition: LEP Spanish speakers tend to have a larger household size on average and are more likely to have a child under age 18 living in their household than the Asian-language LEP customers. Two in three LEP Spanish speakers (66%) have 4 or more people in their household. Similarly, 66% of LEP Spanish speakers have children present in their household. This compares to 51% among LEP Vietnamese speakers, 40% among LEP Chinese speakers, 34% among LEP Tagalog speakers, and 32% among LEP Korean speakers. *Tables 1.5-1.6*
- Extent of English fluency: One of the distinguishing characteristics of LEP Tagalog customers is their comparatively greater fluency in English compared to the other LEP populations. Whereas none of the LEP speakers by definition speaks English "very well", nearly three in four LEP Tagalog speakers (74%) reports speaking English "well," while just 24% speak English "not well" or "not at all." On the other hand, majorities of each of the other LEP populations do not speak English well or at all. Among LEP Spanish speakers, greater than two in three (68%) report this. This also includes 55% to 58% of LEP Chinese, Vietnamese and Korean speakers. Similar findings are observed when each population is asked about their ability to read English. *Tables 1.10-1.11*

2b. Access to in-language telephone services across the LEP customer populations

While most LEP customers say they have access to telephone services in their native language, there are large differences across the LEP populations about this. LEP Spanish speakers are much more likely than the LEP Asian language speakers to say they have access to customer services in their native language and to receive their billing statement in-language.

- Nearly nine in ten LEP customers (86%) who contacted their carrier with a question or problem about their service say they spoke to a customer service representative in their own language on their last contact. However, there are large differences between LEP Spanish speakers and the LEP Asian language customers. Nearly all LEP Spanish speakers (95%) say their most recent contact with their carrier was conducted in Spanish. In-language contacts decline to 61% among the LEP Chinese customers, 60% among LEP Vietnamese customers, and 55% among LEP Korean customers. Among LEP Tagalog customers, just 16% spoke to their customer service representative in Tagalog on the most recent contact, while 83% did so in English. This is likely due to the fact that most LEP Tagalog customers speak English "well." *Table 2.5*

- Three in four LEP customers (75%) say they spoke to their carrier's sales representative in their own language during their initial contact with the company. However, this is much more commonly reported by LEP Spanish speakers than any of the LEP Asian language customer populations. Greater than eight in ten LEP Spanish speakers (85%) spoke to their sales representative in Spanish while enrolling for service. This compares to only about half of the LEP Chinese speakers (52%), LEP Vietnamese speakers (46%) or LEP Korean speakers (46%) who spoke to their sales representative in their native language. Just 13% of LEP Tagalog speakers say they spoke to their sales representative in Tagalog. *Table 2.6*

- About half of the state's LEP customers (55%) say they receive their telephone billing statements in their native language. In-language billing statements are fairly common among LEP Spanish-speaking customers, with 69% reporting this. However, this is rarely reported by the LEP Asian language customer populations. Just 13% of LEP Vietnamese customers, 12% of LEP Tagalog customers, 11% of LEP Chinese customers, and 8% of LEP Korean customers say they receive their billing statements in their own language. *Table 2.6*

- When the overall LEP population is asked whether they think they would have access to an in-language customer service representative if they had a question or problem with their bill or service, 90% believe they would. Nearly all LEP Spanish speakers (95%) say this, and almost as many LEP Chinese speakers (86%) also report this. This declines to 71% among LEP Vietnamese customers and to 64% among both LEP Korean and LEP Tagalog customers.
- Three in four LEP customers (75%) believe that if they needed to speak to an operator or directory assistance to help them place a call that they could speak to someone in their own language. Nearly eight in ten LEP Spanish speakers (79%) and seven in ten LEP Chinese speakers (71%) say this. This declines slightly to 62% among LEP Tagalog customers, and includes less than half of LEP Korean customers (49%) and LEP Vietnamese customers (46%). *Table 2.7*
- Two in three LEP customers (67%) thinks that if they needed to dial 911 to report an emergency they would be able to speak to someone in their own language. Large majorities of LEP Spanish speakers (71%) and LEP Chinese speakers (72%) say this. However, this declines to 49% among LEP Tagalog speakers, 39% among LEP Vietnamese speakers and 31% among LEP Korean speakers. *Table 2.7*

Table 2.7

2c. Type of telephone service provider and tenure with carrier across the LEP customer populations

The LEP customer populations differ to some extent with regard to the types of phones they use most to make and receive personal calls, the carriers they subscribe to, their tenure with their current carrier, the proportion who have contacted their carrier with a service-related question or problem, and their level of awareness that they can contact the CPUC if they had a problem with their carrier and wanted to file a complaint.

- About half of the LEP Spanish speakers (48%), LEP Korean speakers (51%), and LEP Tagalog speakers (50%) uses a wireless phone most to make and receive personal calls. Somewhat smaller proportions of LEP Chinese speakers (35%) and LEP Vietnamese speakers (32%) say they are mostly using wireless phones. Conversely, about two in three LEP Chinese (65%) and LEP Vietnamese customers (68%) say they use wireline or other non-wireless phones most to make and receive their personal calls, while only about half of the LEP Spanish, LEP Korean, and LEP Tagalog populations report this. *Table 2.1*

- The specific wireless carriers used by the state's LEP customer populations also varies. While AT&T wireless is cited frequently by customers of each population, its share varies from 24% among LEP Tagalog speakers to 17% among LEP Chinese speakers to 11% among LEP Spanish, LEP Vietnamese and LEP Korean customers. Verizon wireless is much more frequently used by LEP Korean customers (32%) than any of the other LEP populations, where its share is in single digits. T-Mobile is used by 15% of LEP Vietnamese speakers, 12% of LEP Chinese speakers, and 11% of LEP Tagalog speakers, but by just 5% of LEP Spanish or LEP Korean speakers. Metro PCS, Sprint and Boost Mobile are cited by between 5% and 9% of LEP Spanish speakers, but by smaller proportions of the LEP Asian-language customers. *Table 2.2*

- While AT&T is the most common carrier of LEP customers subscribing to wireline or other non-wireless carriers, its share also varies across the five major LEP populations. For example, AT&T holds very large shares among LEP Chinese speakers (51%) and LEP Korean speakers (49%), and is also cited by 32% of LEP Korean speakers, 31% of LEP Spanish speakers, and 27% of LEP Tagalog speakers. Verizon is cited next most often among the five LEP populations who are wireline or other non-wireless customers, but by much smaller 5% to 9% shares. *Table 2.3*

- The average LEP Spanish-speaking customer has been with his or her current carrier for an average of slightly less than 7 years. The tenure of the four LEP Asian language customer populations with their carrier is somewhat longer, averaging about 9 years. *Table 2.4*

- Among LEP Spanish speakers, 59% say they have ever contacted their telephone company with a question or problem, and 38% did so in the past six months. Similar proportions of LEP Chinese speakers (58%), LEP Vietnamese speakers (56%) and LEP Korean speakers (53%) report having ever contacted their carrier, although fewer – only about one in four – did so in the past six months. Significantly fewer LEP Tagalog speakers (39%) said they have ever contacted their telephone company with a question or problem, and just 21% did so in the past six months. *Table 2.5*

- Large majorities of each of the LEP customer populations are unaware that they can contact the California Public Utilities Commission if they have a problem with their telephone company and want to file a complaint. Awareness is slightly greater among LEP Spanish speakers (36%) and LEP Tagalog speakers (31%) than among LEP Vietnamese (19%), LEP Chinese (13%), and LEP Korean (11%) customers. *Table 2.8*

2d. Satisfaction with telephone service across the LEP customer populations

There are differences in the degree of satisfaction that each of the LEP customer populations have with their telephone service. LEP Spanish speakers and LEP Tagalog speakers generally express the highest levels of customer satisfaction. While large majorities of LEP Korean speakers, LEP Vietnamese speakers and LEP Chinese speakers are satisfied with their service overall, they offer a less enthusiastic appraisal, with fewer saying they are very satisfied. They also express lower levels of satisfaction on many of the specific customer service areas assessed.

- Whereas each of the LEP customer populations report similar high levels of overall satisfaction with their telephone service (ranging from 85% to 89%), there are significant differences in the degree of overall satisfaction expressed. Much larger proportions of LEP Spanish speakers (58%) and LEP Tagalog speakers (59%) say they are very satisfied with their telephone service overall compared to LEP Chinese (37%), LEP Vietnamese (33%), and LEP Korean (25%) customers. *Table 3.1*

- Spanish speakers are also the LEP customer population most likely to say they would recommend their company's telephone service to a friend or relative, with 84% reporting this, followed by 74% of LEP Tagalog speakers. This declines to 66% among LEP Korean speakers and 61% among LEP Chinese speakers, while LEP Vietnamese speakers are the least likely to say this (53%). *Table 3.2*

- Among LEP Korean speakers who have contacted their carrier with a service-related question or problem, a somewhat smaller proportion (50%) than other LEP customer populations were satisfied with the time it took them to get through to a service representative the last time they contacted their company. This compares to satisfaction levels ranging from 70% to 82% among each of the four other LEP populations. *Table 3.7*

- There are only modest differences across the five LEP populations with regard to their satisfaction with their service representative's ability to answer their questions or resolve their problem the last time they contacted their carrier. Between 74% and 84% of the customers across each LEP population were satisfied with this. However, of those satisfied, a significantly larger proportion of LEP Spanish speakers (56%) was very satisfied compared to the LEP Asian language speakers, especially the LEP Korean speakers, of whom only 27% were very satisfied. *Table 3.8*

- Greater than seven in ten LEP Spanish speakers (72%), LEP Vietnamese speakers (75%) and LEP Tagalog speakers (80%) are satisfied with their carrier's explanations of when late charges or early termination fees can be assessed and when their phone can be disconnected. This is greater than the proportions of LEP Chinese speakers (58%) and LEP Korean speakers (44%) reporting this, although most of the differences relate to larger proportions of LEP Chinese and LEP Korean speakers not offering an opinion about this. *Table 3.5*

- Greater than eight in ten LEP Spanish speakers (87%) and Tagalog speakers (86%) are satisfied when asked about the information given them about the service alternatives, calling features and costs when first subscribing for service. This declines slightly to 79% among both LEP Chinese customers and LEP Vietnamese customers, and to 65% among LEP Korean customers. However, here again, slightly larger proportions of LEP Chinese speakers, LEP Vietnamese speakers, and especially LEP Korean speakers do not offer an opinion. *Table 3.6*

- Eight in ten LEP Spanish speakers (81%), LEP Tagalog speakers (81%), and LEP Vietnamese speakers (80%) were satisfied with their company's explanation of the phone charges appearing on their billing statements. This is somewhat greater than the proportions of LEP Chinese speakers (69%) and LEP Korean speakers (65%) reporting this, although here again most of the difference relates to larger proportions of LEP Chinese and LEP Korean speakers unable to offer an opinion about this. *Table 3.3*

- There are only modest variations across the five LEP customer populations with regard to their satisfaction with the accuracy of the charges on their billing statements. Between 71% and 79% of each LEP population are satisfied with this, although somewhat larger proportions of LEP Spanish speakers and LEP Tagalog speakers than others are very satisfied. *Table 3.4*

2e. Factors most associated with overall customer satisfaction across the LEP customer populations

The factors most associated with overall satisfaction with telephone service are similar across each of the LEP populations, and largely mirror those of English speakers. Among each LEP population overall customer satisfaction is most affected by customer evaluations of each of the specific service attributes measured in the survey.

- Below are the percentage point differences in overall customer satisfaction between those satisfied and dissatisfied with each service attribute across the LEP populations.
  - Satisfaction with the amount of time to get through to a service representative during their most recent service contact: LEP Spanish speakers (+25 points), LEP Chinese speakers (+31 points), LEP Vietnamese speakers (+39 points), LEP Korean speakers (+17 points) and LEP Tagalog speakers (+55 points). *Tables 6.10, 7.10, 8.10, 9.10, 10.10*
  - Satisfaction with the ability of the customer service representative to resolve their issue during their most recent service contact: LEP Spanish speakers (+31 points), LEP Chinese speakers (+40 points), LEP Vietnamese speakers (+40 points), LEP Korean speakers (+35 points) and LEP Tagalog speakers (+68 points). *Tables 6.10, 7.10, 8.10, 9.10, 10.10*
  - Satisfaction with the explanation of the phone charges on their billing statement: LEP Spanish speakers (+28 points), LEP Chinese speakers (+44 points), LEP Vietnamese speakers (+25 points), LEP Korean speakers (+28 points) and LEP Tagalog speakers (+42 points). *Tables 6.11, 7.11, 8.11, 9.11, 10.11*
  - Satisfaction with the accuracy of the phone charges on their bill: LEP Spanish speakers (+29 points) , LEP Chinese speakers (+45 points), LEP Vietnamese speakers (+31 points), LEP Korean speakers (+28 points) and LEP Tagalog speakers (+45 points). *Tables 6.11, 7.11, 8.11, 9.11, 10.11*
  - Satisfaction with the explanation of when late fees or early termination fees can be assessed and when their phone can be disconnected: LEP Spanish speakers (+20 points), LEP Chinese speakers (+41 points), LEP Vietnamese speakers (+26 points), LEP Korean speakers (+32 points) and LEP Tagalog speakers (+44 points). *Tables 6.12, 7.12, 8.12, 9.12, 10.12*
  - Satisfaction with information given about service alternatives, calling features and costs when first subscribing: LEP Spanish speakers (+31 points), LEP Chinese speakers (+35 points), LEP Vietnamese speakers (+31 points), LEP Korean speakers (+20 points) and LEP Tagalog speakers (+52 points). *Tables 6.12, 7.12, 8.12, 9.12, 10.12*

2f. Type of telephone and tenure with provider and their relationship to overall customer satisfaction across the LEP customer populations

There are no large differences across the five LEP populations in overall customer satisfaction between wireless subscribers and those subscribing to wireline or other non-wireless services. However, among each LEP population somewhat smaller proportions of wireless customers than subscribers of wireline or other non-wireless services are very satisfied with their service overall. Similarly, while the total proportions satisfied with their telephone service overall do not vary much across the LEP populations by their tenure with their carrier, more of those who have been with their carriers for longer periods say they are very satisfied.

- Eight in ten or more of wireless phone customers and wireline or other non-wireless customers across each of the five LEP populations say they are satisfied with their telephone service overall. However, somewhat smaller proportions of wireless customers than wireline or other non-wireless customers are very satisfied with their service overall. Following are the percentage point differences in the proportions of customers very satisfied with their telephone service overall between wireless users and subscribers to ILEC wireline services across the five LEP populations: LEP Spanish speakers (+9 points), LEP Chinese speakers (+16 points), LEP Vietnamese speakers (+16 points), LEP Korean speakers (+12 points) and LEP Tagalog speakers (+16 points).

Tables 6.8, 7.8, 8.8, 9.8, 10.8

- There are no large differences in the total proportions of each LEP customer population satisfied with their telephone service by their length of tenure with their current carrier, with large majorities saying they are satisfied. However, customers who have been with their carriers for longer periods are more likely to report themselves very satisfied. Following are the average percentage point differences in the proportion of customers very satisfied with their telephone service overall between those who have been with their carrier for 10 or more years vs. those who have been with their carriers for less than 10 years: LEP Spanish speakers (+14 points), LEP Chinese speakers (+9 points), LEP Vietnamese speakers (+6 points), LEP Korean speakers (+3 points), and LEP Tagalog speakers (+10 points). In addition, when regression analysis is performed, a customer's tenure with their current carrier remains a significant factor in explaining overall satisfaction with their telephone service among LEP Spanish, Korean and Tagalog speakers.

Tables 6.8, 7.8, 8.8, 9.8, 10.8

2g. Access to in-language services and its relationship to overall satisfaction across the LEP customer populations

There is a relationship across the various LEP populations between their overall satisfaction with their telephone service and their access to customer services in their native language. LEP customers with access to in-language telephone services are more likely than those without access to be very satisfied with the telephone service overall.

- LEP customers whose most recent contact with their representative was carried out in their own language are 20 percentage points more likely than those who talked to their representative in English to be "very satisfied" with their telephone service overall. *Table 4.10*
- LEP customers who say they have access to in-language directory or operator assistance are 19 percentage points more likely than those who do not to be "very satisfied" with their telephone service overall. *Table 4.13*
- LEP customers who receive their billing statements in their own language are 18 percentage points more likely then those receiving it in English to be "very satisfied" with their telephone service overall. *Table 4.11*
- Other in-language services assessed, such as whether telephone customers initially spoke to a sales representative in-language when initially subscribing for service or whether LEP customers believe they can speak to someone in-language when dialing 911 emergency services, have a somewhat smaller impact on their overall customer satisfaction. *Tables 4.12 and 4.13*

Chapter One:

CHARACTERISTICS OF CALIFORNIA'S ADULT LEP TELEPHONE CUSTOMERS

Table 1.1 Characteristics of California's LEP adult telephone customers: Region of residence

LEP customers vs. English-speaking customers by region

Over a third of the state's limited English proficient telephone customers (37%) live in Los Angeles County. Another one in six LEP customers (16%) live in the South Coast counties of Orange or San Diego, while 16% live in one of the seven other Southern California counties. Thus, 69% of the state's LEP customers live in Southern California. The remaining 31% of the LEP customers live in Northern California, with 17% residing in the nine-county San Francisco Bay Area and 14% in the one of the thirty-nine other Northern California counties.

A significantly larger proportion of LEP telephone customers (37%) than English-speaking telephone customers (24%) reside in Los Angeles County, while fewer LEP customers (31%) than English-speaking customers (40%) reside in Northern California.

Comparing the state's five major LEP customer populations by region

There are significant differences in the regional distributions of LEP customers across the state by language. LEP Spanish speakers are distributed across the state in proportions that are generally similar to the overall LEP population. By contrast, there are wide variations in the geographic distributions of the state's major LEP Asian language customers. A majority (54%) of LEP Korean speakers live in Los Angeles County, and 80% live in Southern California. On the other hand, a majority (53%) of LEP Chinese speakers reside in Northern California, with 47% living in the San Francisco Bay Area. Most LEP Vietnamese speakers live in either the South Coast (39%) or the San Francisco Bay Area (33%). Most LEP Tagalog speakers reside in either the San Francisco Bay Area (31%) or Los Angeles County (30%).

Table 1.1
Characteristics of California's LEP adult telephone customers: Region of residence

	English-speaking customers	Total LEP customers	Spanish speakers	Chinese speakers	Vietnamese speakers	Korean speakers	Tagalog speakers
Region of residence							
Los Angeles County	24%	37%	38%	35%	18%	54%	30%
South Coast	17	16	14	8	39	22	17
Other Southern California	19	16	20	4	4	4	11
San Francisco Bay Area	20	17	12	47	33	14	31
Other Northern California	20	14	17	6	6	6	11
(n)	*(1824)*	*(6447)*	*(2998)*	*(1367)*	*(1002)*	*(727)*	*(353)*

Table 1.2 Characteristics of California's LEP adult telephone customers: Age

LEP customers vs. English-speaking customers by age

Seven in ten of the state's LEP adult customers (70%) are between the ages of 30 and 64, with roughly equal proportions between ages 30-39, 40-49 and 50-64. Another 17% are younger adults under age 30, while 13% are seniors age 65 or older.

By contrast, the state's adult English-speaking customers include a somewhat larger proportion of young adults under age 30 (25%). In addition, compared to their LEP counterparts, fewer English-speaking customers are age 30-39 or age 40-49.

Comparing the state's five major LEP customer populations by age

LEP Spanish-speakers are a significantly younger population than are the four major Asian language LEP customer populations. Nearly half (46%) of LEP adult Spanish-speakers are under age 40, while just three in ten (30%) are age 50 or older. By contrast, the major Asian language LEP customer populations include larger proportions of adults age 50 or older and fewer adults under age 40. This is particularly true for Tagalog speakers, 62% of whom are age 50 or older, while just 20% are under age 40.

Table 1.2
Characteristics of California's LEP adult telephone customers: Age

	English-speaking customers	Total LEP customers	Spanish speakers	Chinese speakers	Vietnamese speakers	Korean speakers	Tagalog speakers
Age							
18 – 29	25%	17%	20%	11%	10%	10%	8%
30 – 39	18	23	26	12	18	16	12
40 – 49	19	24	24	21	24	23	19
50 – 64	23	23	20	31	31	30	33
65 or older	15	13	10	25	17	21	29
(n)	*(1824)*	*(6447)*	*(2998)*	*(1367)*	*(1002)*	*(727)*	*(353)*

Table 1.3 Characteristics of California's LEP adult telephone customers: Household income

LEP customers vs. English-speaking customers by household income

A dominant demographic characteristic of the state's LEP customer population is their relatively low levels of household income. The average (median) annual household income among LEP speakers who gave an answer to the household income question is $19,600. A majority of the state's LEP customers (54%) report annual household incomes of less than $30,000 and this doesn't even include the 25% of LEP speakers who refused to offer a response when asked about their household incomes. Just 21% report annual household incomes in excess of $30,000, of whom just 8% report incomes of $50,000 or more.

By contrast, English-speaking telephone customers have significantly higher levels of household income. The median household income among this group is about two and one-half times that of LEP speakers, averaging $48,600. Just 28% of English speakers report incomes of less than $30,000, while 40% have incomes of $50,000 or more. Another 17% of English speakers refused to divulge their household income.

Comparing the state's five major LEP populations by household income

Spanish speakers include somewhat more lower income residents than the Asian LEP populations, with an average (median) household income of $18,400. At $20,700, the average household income of the state's Vietnamese speakers is marginally higher, while LEP Chinese speakers report an average household income of $25,700. The income levels of LEP Korean speakers and LEP Tagalog speakers, on the other hand, are significantly higher. For example, Korean speakers report an average income of $46,000, nearly as high as that of English–speaking customers.

Table 1.3
Characteristics of California's LEP adult telephone customers: Household income

	English-speaking customers	Total LEP customers	Spanish speakers	Chinese speakers	Vietnamese speakers	Korean speakers	Tagalog speakers
Household income							
Less than $10,000	9%	16%	17%	15%	17%	10%	9%
$10,000 – $19,999	9	22	25	15	16	7	8
$20,000 – $29,999	10	16	17	12	11	4	14
$30,000 – $39,999	8	8	8	7	7	6	6
$40,000 – $49,999	7	5	4	6	6	8	9
$50,000 – $74,999	13	4	3	6	5	16	13
$75,000 or more	27	4	2	12	5	12	12
Not reported	17	25	24	26	34	36	30
Average (Median)	$48,600	$19,600	$18,400	$25,700	$20,700	$46,000	$36,900
(n)	*(1824)*	*(6447)*	*(2998)*	*(1367)*	*(1002)*	*(727)*	*(353)*

Table 1.4 Characteristics of California's LEP adult telephone customers: Educational attainment

LEP customers vs. English-speaking customers by educational attainment

Another dominant characteristic of the state's LEP speakers is their relatively low level of formal education. Slightly more than half (51%) of LEP customers have not graduated from high school and another 28% have received a high school diploma, while only 19% have attended or completed college. By contrast, just 7% of English-speaking customers have not completed high school, 32% have a high school diploma, and a majority (59%) have attended or completed college.

Comparing the state's five major LEP populations by educational attainment

LEP Spanish speakers have significantly lower levels of educational attainment than any of the major LEP Asian language populations. Six in ten (60%) of LEP Spanish speakers have not completed high school and just 11% have attended or completed college. By comparison, smaller proportions of LEP Asian language speakers do not have a high school diploma – 25% among LEP Chinese speakers, 27% among LEP Vietnamese speakers, 15% among LEP Tagalog speakers and only 8% of LEP Korean speakers. Conversely, larger proportions of the Asian language LEP customers have attended or graduated from college – 59% among LEP Korean speakers, 54% among LEP Tagalog speakers, 46% among LEP Chinese speakers, and 34% among LEP Vietnamese speakers.

Table 1.4
Characteristics of California's LEP adult telephone customers: Educational attainment

	English-speaking customers	Total LEP customers	Spanish speakers	Chinese speakers	Vietnamese speakers	Korean speakers	Tagalog speakers
Educational attainment							
8th grade or less	1%	34%	40%	18%	17%	7%	6%
Some high school	6	17	20	7	10	1	9
High school graduate	32	28	28	28	34	27	29
Attended college or college graduate	48	17	10	36	31	50	54
Post-graduate work	11	2	1	10	3	9	*
Not reported	1	2	1	2	5	5	3
(n)	*(1824)*	*(6447)*	*(2998)*	*(1367)*	*(1002)*	*(727)*	*(353)*

** Less than ½ of 1%.*

Table 1.5 Characteristics of California's LEP adult telephone customers: Gender and presence of children under 18

LEP customers vs. English-speaking customers by gender and presence of children

There are no differences between LEP customers and English-speaking customers along gender lines, with about half of the customers female and about half male.

However, LEP customers are more likely than English-speaking customers to live in a household where a child under age 18 resides. Six in ten LEP customers (60%) report one or more children under 18 in their household, compared to 40% among English-speakers.

Comparing the state's five major LEP populations by gender and presence of children

A somewhat larger proportion of the customers in each of the major LEP Asian language customer populations are female than male. Among the Spanish speakers, about equal proportions are male or female.

LEP Spanish speakers are more likely than any of the major Asian LEP populations to live in households where a child under 18 also resides. Two in three LEP Spanish speakers (66%) report this. This compares to 51% among LEP Vietnamese speakers, 40% among LEP Chinese speakers, 34% among Tagalog speakers, and 32% among Korean speakers.

Table 1.5
Characteristics of California's LEP adult telephone customers: Gender and presence of children under 18

	English-speaking customers	Total LEP customers	Spanish speakers	Chinese speakers	Vietnamese speakers	Korean speakers	Tagalog speakers
Gender							
Female	51%	51%	50%	57%	55%	57%	57%
Male	49	49	50	43	45	43	43
Presence of children under 18							
Child in household	40%	60%	66%	40%	51%	32%	34%
No children in household	59	39	33	58	48	66	64
Not reported	1	1	1	2	1	2	2
(n)	*(1824)*	*(6447)*	*(2998)*	*(1367)*	*(1002)*	*(727)*	*(353)*

Table 1.6 Characteristics of California's LEP adult telephone customers: Household size

LEP customers vs. English-speaking customers by household size

LEP customers tend to have large household sizes on average than English speakers. Greater than six in ten LEP customers (61%) live in households where four or more people reside. This compares to 38% among English speakers. Conversely, just one in five LEP customers (20%) live in households with only one or two people, while greater than twice as many of English-speaking customers (43%) report this.

Comparing the state's five major LEP populations by household size

LEP Spanish speakers are more likely than the major LEP Asian language populations to have five or more people living in their household. Greater than four in ten LEP Spanish speakers (41%) report this. Among each of the LEP Asian language speakers, just 25% or less report this. LEP Korean speakers tend to have the smallest household sizes, with 42% reporting only one or two residents and just 12% with five or more people.

Table 1.6
Characteristics of California's LEP adult telephone customers: Household size

	English-speaking customers	Total LEP customers	Spanish speakers	Chinese speakers	Vietnamese speakers	Korean speakers	Tagalog speakers
Household size							
One	16%	5%	5%	7%	6%	13%	3%
Two	27	15	12	24	17	29	21
Three	17	18	17	24	14	20	21
Four	20	25	25	24	28	26	27
Five	10	20	22	12	17	10	13
Six or more	8	16	19	8	16	2	12
Not reported	1	1	1	2	1	2	2
(n)	*(1824)*	*(6447)*	*(2998)*	*(1367)*	*(1002)*	*(727)*	*(353)*

Table 1.7 Characteristics of California's LEP adult telephone customers: Years at current residence

LEP customers vs. English-speaking customers by years at current residence

There are only modest differences between LEP speakers and English-speakers with regard to the number of years these customers have lived at their current residence. About a quarter of both LEP and English-speaking customers has lived at their current residences less than 3 years. However, a slightly larger proportion of LEP customers than English speakers has lived in their homes between 3 and 10 years, while slightly fewer have lived at their current address more than ten years.

Comparing the state's five major LEP populations by years at current residence

There are some differences across the five major LEP populations with regard to the number of years customers have lived in their current residence. The biggest variations are seen among Tagalog speakers. Half of the state's Tagalog speakers (50%) report living at their current homes for more than 10 years. By contrast, only one-third or less of the four other major LEP populations have lived at their current address this many years.

Table 1.7
Characteristics of California's LEP adult telephone customers: Years at current residence

	English-speaking customers	Total LEP customers	Spanish speakers	Chinese speakers	Vietnamese speakers	Korean speakers	Tagalog speakers
Years at current residence							
Less than 1	10%	8%	9%	5%	4%	6%	1%
1 – 2	17	17	18	16	13	22	10
3 – 5	18	22	21	23	28	17	21
6 – 10	17	24	24	22	28	24	16
11 – 20	21	19	18	23	18	21	28
More than 20	15	10	9	10	6	8	22
Not reported	1	1	1	2	3	2	2
(n)	*(1824)*	*(6447)*	*(2998)*	*(1367)*	*(1002)*	*(727)*	*(353)*

Table 1.8 Characteristics of California's LEP adult telephone customers: Citizenship status and home ownership

LEP customers vs. English-speaking customers by citizenship status and home ownership

A majority of LEP customers (54%) are not U.S. citizens, while 43% are. This compares to only 7% of the state's English-speaking customers who are non-citizens and 93% who are citizens of the U.S.

More than half of LEP customers (53%) are renters, while 46% own their homes. Among English-speakers 35% report renting their homes, while 62% are homeowners.

Comparing the state's five major LEP populations by citizenship status and home ownership

Spanish speakers are much more likely than the four LEP Asian language populations to be non-citizens. Greater than six in ten Spanish speakers (62%) are not U.S. citizens. This declines to 46% among LEP Korean speakers, 28% among LEP Chinese speakers, 27% of LEP Tagalog speakers and 15% among the LEP Vietnamese speakers.

Majorities of both LEP Spanish-speakers (57%) and LEP Korean speakers (56%) rent their homes, while just 42% of each group is a homeowner. By contrast, majorities of LEP Chinese speakers (63%), LEP Tagalog speakers (63%) and LEP Vietnamese speakers (56%) are homeowners.

Table 1.8
Characteristics of California's LEP adult telephone customers: Citizenship status and home ownership

	English-speaking customers	Total LEP customers	Spanish speakers	Chinese speakers	Vietnamese speakers	Korean speakers	Tagalog speakers
Citizenship status							
U.S. citizen	93%	43%	35%	71%	83%	53%	73%
Non-citizen	7	54	62	28	15	46	27
Not reported	1	2	3	1	1	1	*
Home ownership							
Homeowner	62%	46%	42%	63%	56%	42%	63%
Renter	35	53	57	36	43	56	36
Other situation	2	1	1	1	*	*	2
Not reported	1	1	1	1	1	2	*
(n)	*(1824)*	*(6447)*	*(2998)*	*(1367)*	*(1002)*	*(727)*	*(353)*

** Less than ½ of 1%.*

Table 1.9 Characteristics of California's LEP adult telephone customers: Internet use

LEP customers vs. English-speaking customers by Internet use

Slightly more than half of the state's adult LEP telephone customers (55%) uses the Internet in a typical week, while 45% do not. Most of the LEP customers using the Internet (46%) say they access the Internet from a home computer, while another 18% do so from a wireless phone or other portable electronic device, such as an iPad. Only 7% access the Internet from a computer at work, 3% from a library or other community location and 2% from school. *(Adds to more than 55% subtotal due to the usage from multiple devices.)*

Internet use among English-speaking customers is considerably greater. More than eight in ten English speakers (86%) say they use the Internet in a typical week, 73% of whom do so from a home computer. Internet use is also higher among English speakers than LEP speakers across other Internet access points, with 35% of English speakers accessing the Internet through a wireless phone or other portable electronic device, 22% from a computer at work, 7% from a computer in a library or other community location and 6% from a school computer.

Comparing the state's five major LEP populations by Internet use

Significantly fewer LEP Spanish speakers than LEP Asian language speakers use the Internet in a typical week. Statewide 50% of LEP Spanish speakers use the Internet in a typical week, compared to 60% among Tagalog speakers, 70% among LEP Chinese speakers, 72% among LEP Vietnamese speakers and 82% among LEP Korean speakers. Usage of computers at home and at work is significantly greater among each of the four major LEP Asian language populations than among Spanish speakers.

Table 1.9
Characteristics of California's LEP adult telephone customers: Internet use in a typical week

	English-speaking customers	Total LEP customers	Spanish speakers	Chinese speakers	Vietnamese speakers	Korean speakers	Tagalog speakers
Internet use in a typical week							
Do not use Internet	14%	45%	49%	30%	27%	18%	40%
Internet user	86	55	50	70	72	82	60
How?							
A home computer	73	46	40	66	70	72	56
A wireless phone/other portable electronic device	35	18	18	20	6	19	17
A work computer	22	7	3	15	14	27	20
A school computer	6	2	2	7	5	5	2
A library computer/other community location	7	3	2	8	3	5	4
Not reported	*	1	1	1	1	*	*
(n)	*(1824)*	*(6447)*	*(2998)*	*(1367)*	*(1002)*	*(727)*	*(353)*

** Less than ½ of 1%.*

Note: Locations where Internet used add to more than user subtotal due to multiple mentions.

Table 1.10 Characteristics of California's LEP adult telephone customers: Ability to speak English and linguistic isolation

LEP customers by ability to speak English and linguistic isolation

By definition, none of the LEP speakers in the survey speaks English "very well." About one in three LEP customers (35%) reports an ability to speak English "well," while about two in three (63%) do not speak English well or do not speak English at all.

Even though a large majority of LEP customers do not speak English well, just 17% live in a linguistically isolated household, where no one in the household speaks English well.

Comparing the state's five major LEP populations by ability to speak English and linguistic isolation

A somewhat larger proportion of LEP Spanish speakers than the LEP Asian language speakers reports speaking English "not well" or "not at all." Greater than two in three LEP Spanish speakers (68%) say they are not able to speak English well. This compares to 58% among LEP Korean speakers, 56% among LEP Vietnamese speakers and 55% among LEP Chinese speakers reporting this. Tagalog speakers, on the other hand, are the LEP population most likely to report speaking English "well," with nearly three in four (74%) reporting this level of fluency.

Even though a large majority of LEP Spanish speakers do not themselves speak English well, only about one in six (16%) report living in a linguistically isolated household in which no one speaks English well. The prevalence of living in a linguistically isolated household is somewhat greater among LEP Chinese speakers (25%). By contrast, only a tiny proportion of Tagalog speakers (4%) lives in a linguistically isolated household.

Table 1.10
Characteristics of California's LEP adult telephone customers: Ability to speak English and linguistic isolation

	English-speaking customers	Total LEP customers	Spanish speakers	Chinese speakers	Vietnamese speakers	Korean speakers	Tagalog speakers
Customer speaks English…							
Very well	N/A	--	--	--	--	--	--
Well	N/A	35%	31%	42%	43%	41%	74%
Not well	N/A	44	46	40	46	49	22
Not at all	N/A	19	22	15	10	9	2
Not reported	N/A	1	1	3	1	1	2
Household linguistic isolation							
No one in HH speaks English well	N/A	17%	16%	25%	13%	17%	4%
Someone in HH speaks English well	N/A	82	82	72	87	82	94
Not reported	N/A	1	1	3	1	1	2
(n)	*(N/A)*	*(6447)*	*(2998)*	*(1367)*	*(1002)*	*(727)*	*(353)*

N/A = Not asked.

Table 1.11 Characteristics of California's LEP adult telephone customers: Ability to read English and linguistic isolation

LEP customers by ability to read English and linguistic isolation

When the LEP telephone customers are asked about their ability to read English, 7% say they read English "very well" and another 32% read it "well." However, six in ten (60%) say they do not read English well or not at all.

Only one in six (17%) LEP customers reports lives in a linguistically isolated household in which no one reads English well.

Comparing the state's five major LEP populations by ability to read English and linguistic isolation

The differences in English reading proficiency across the five major LEP populations largely mirror customers' ability to speak English well. Two in three LEP Spanish speakers (65%) can not read English well. This is slightly greater than the proportions of LEP Koreans (42%), LEP Vietnamese (52%) and LEP Chinese (57%) reporting this. Tagalog speakers, on the other hand, are the LEP population most likely to report an ability to read English "well" or "very well," with nearly 87% reporting this level of fluency.

While a majority of LEP Spanish speakers is unable to read English well, just 18% live in households where no one can read English well. Similar to customers' spoken English, a slightly larger proportion of LEP Chinese speakers (26%) reports living in a linguistically isolated household with regard to reading English. This is reported by 13% of LEP Vietnamese speakers and 12% of LEP Korean speakers. By contrast, nearly all LEP Tagalog speakers (98%) reports living in a household in which one or more persons can read English well.

Table 1.11
Characteristics of California's LEP adult telephone customers: Ability to read English and linguistic isolation

	English-speaking customers	Total LEP customers	Spanish speakers	Chinese speakers	Vietnamese speakers	Korean speakers	Tagalog speakers
Customer reads English…							
Very well	N/A	7%	7%	1%	1%	7%	15%
Well	N/A	32	27	41	47	50	72
Not well	N/A	36	37	37	43	36	10
Not at all	N/A	24	28	20	9	6	2
Not reported	N/A	1	1	1	*	1	1
Household linguistic isolation							
No one in HH reads English well	N/A	17%	18%	26%	13%	12%	1%
Someone in HH reads English well	N/A	82	81	73	87	87	98
Not reported	N/A	1	1	1	*	1	1
(n)	*(N/A)*	*(6447)*	*(2998)*	*(1367)*	*(1002)*	*(727)*	*(353)*

** Less than ½ of 1%.* *N/A = Not asked.*

Chapter Two:

TELEPHONE SERVICE CHARACTERISTICS OF LEP CUSTOMERS

2.1 Type of phone service that LEP customers use most for personal calls

The survey finds that slightly less than half of California's LEP adult customers (46%) use a wireless phone the most to make and receive their personal calls. Another 42% say they mostly use a wireline or other non-wireless phone serviced by an Incumbent Local Exchange Carrier (ILEC), while 9% mostly use a wireline or other non-wireless device serviced by a non-ILEC.

This differs somewhat from the distribution of California's English-speaking customers surveyed, 58% of whom report using a wireless phone the most to make and receive their personal calls, 31% are using an ILEC serviced wireline or other non-wireless phone, and 11% subscribe to a wireline or other non-wireless phone from a non-ILEC.

There are differences in the type of phone service used most across the five major LEP populations surveyed. LEP Chinese and LEP Vietnamese customers are somewhat less likely than LEP Spanish, LEP Korean or LEP Tagalog customers to be using wireless phones and somewhat more likely to be using an ILEC serviced wireline or other non-wireless phone.

Table 2.1
Type of phone service customers use most for personal calls

	English-speaking customers	Total LEP customers	Spanish speakers	Chinese speakers	Vietnamese speakers	Korean speakers	Tagalog speakers
Wireless	**57%**	**46%**	**48%**	**35%**	**32%**	**51%**	**50%**
Wireline/other non-wireless (net)	**43**	**54**	**52**	**65**	**68**	**49**	**50**
ILEC†	**31**	**42**	**40**	**56**	**58**	**40**	**37**
Non-ILEC	**11**	**9**	**10**	**6**	**4**	**5**	**10**
Not classifiable	**1**	**3**	**2**	**3**	**7**	**4**	**3**
(n)	*(1824)*	*(6447)*	*(2998)*	*(1367)*	*(1002)*	*(727)*	*(353)*

† *ILEC: Incumbent Local Exchange Carrier.*

2.2 Name of carrier for the telephone used most among wireless customers

Tables 2.2 and 2.3 report how LEP and English-speaking wireless and wireline or other non-wireless users distribute across the various telecom service providers. Table 2.2 reports the percentage of wireless customers by their respective carriers, while Table 2.3 does this for wireline or other non-wireless customers.

LEP customers using wireless phones most often mention AT&T as their carrier. Of the 46% using wireless phones, 12% or about one in four LEP customers use AT&T. LEP wireless customers mention Verizon (7%), T-Mobile (7%), Metro PCS (7%), Sprint (5%) and Boost Mobile (5%) next most often. No other wireless company is mentioned by more than 1% of all LEP customers.

There is considerable variation in wireless service providers across the state's five major LEP customer populations. For example, while AT&T wireless is cited frequently by customers of each of the major LEP populations, its largest share is among the state's LEP Tagalog speakers. By contrast, Verizon wireless is cited much more frequently among LEP Korean customers than any other service provider. The survey also finds that the state's LEP Vietnamese, LEP Chinese and LEP Tagalog speakers are somewhat more likely than LEP Spanish or LEP Korean speakers to subscribe to T-Mobile.

AT&T is also cited most when examining the companies serving the state's English-speaking wireless customers. The survey finds that of the 57% of English-speaking telephone customers subscribing to wireless services 19%, or about one in three, use AT&T. Verizon wireless is mentioned next most (14%), followed by Sprint (7%) and T-Mobile (7%) and Metro PCS (4%). No other wireless company is cited by more than 1% of all English-speaking telephone customers.

Table 2.2
Name of wireless provider for the telephone used most by wireless customers

	English-speaking customers	Total LEP customers	Spanish speakers	Chinese speakers	Vietnamese speakers	Korean speakers	Tagalog speakers
Wireless customers	**57%**	**46%**	**48%**	**35%**	**32%**	**51%**	**50%**
AT&T Mobility	19	12	11	17	11	11	24
Verizon Wireless	14	7	6	3	5	32	8
Sprint**	7	5	6	1	1	1	1
T-Mobile Wireless	7	7	5	12	15	5	11
Metro PCS	4	7	9	1	*	2	4
Boost Mobile	1	5	6	*	*	*	*
All others (less than 1% each)	4	3	4	1	*	*	1
Not reported	1	1	1	*	1	1	2
(n)	*(1824)*	*(6447)*	*(2998)*	*(1367)*	*(1002)*	*(727)*	*(353)*

** Less than ½ of 1%.*
*** Also includes Nextel wireless customers.*

2.3 Name of carrier for the telephone used most among wireline/other non-wireless customers

LEP customers who use wireline or other non-wireless phones are much more likely to use AT&T than any other carrier (34%). Next most frequently mentioned is Verizon (8%). A number of non-ILEC wireline or non-wireless companies are also cited by LEP customers, including Time Warner, Telscape Communications, Cox California, Comcast, Vonage and Blue Casa, but none is cited by more than 2% of all LEP customers.

There is some variation across the five major LEP populations with regard to their wireline or other non-wireless carriers. For example, larger proportions of LEP Chinese and LEP Vietnamese speakers than LEP Spanish, LEP Korean or LEP Tagalog speakers subscribe to AT&T's wireline or other non-wireless service. In addition, among the non-ILEC carriers, Telscape Communications is mentioned more by LEP Spanish speakers than any of the Asian language LEP populations.

AT&T is also most frequently mentioned by English-speaking telephone customers who subscribe to wireline or other non-wireless services. Of the 31% of English speakers using wireline or other non-wireless phones, 22% (or about two-thirds) subscribe to AT&T's wireline or other non-wireless service. Verizon is cited next most frequently at 7%. Similar to LEP customers, a number of non-ILEC wireline or non-wireless carriers are cited by English-speaking customers, but none receives more than a 3% share of the overall English-speaking customer market.

Table 2.3
Name of carrier for the telephone used most among wireline or other non-wireless customers

	English-speaking customers	Total LEP customers	Spanish speakers	Chinese speakers	Vietnamese speakers	Korean speakers	Tagalog speakers
ILEC† providers	**31%**	**42%**	**40%**	**56%**	**58%**	**40%**	**37%**
AT&T	22	34	31	51	49	32	27
Verizon	7	8	8	5	7	7	9
All others (<1% each)	2	1	1	1	1	1	1
Non-ILEC providers	**11%**	**9%**	**10%**	**6%**	**4%**	**5%**	**10%**
Time Warner	3	2	2	1	1	1	2
Comcast	3	1	1	1	1	*	4
Cox California	2	1	1	1	1	2	2
Telscape Communications	*	2	3	*	*	*	*
Vonage	*	1	1	*	*	*	*
Blue Casa	*	1	1	*	*	*	*
All others (<1% each)	3	2	2	3	1	1	2
(n)	*(1824)*	*(6447)*	*(2998)*	*(1367)*	*(1002)*	*(727)*	*(353)*

** Less than ½ of 1%.*

† ILEC: Incumbent Local Exchange Carrier.

2.4 Years with current carrier (for the telephone used most)

There are wide variations in the length of LEP customers' tenure with their current carriers. For example, while 15% of LEP customers have been with their current carrier less than two years, 22% have been with them for from two to less than five years, another 23% have been with their carrier for five to less than ten years, and 35% have been with their current carrier for ten or more years. The average (median) customer tenure for LEP customers is about seven years.

The average LEP Spanish speaker has been with their carrier for a somewhat shorter period on average than their LEP Asian language counterparts. LEP Spanish speakers report being with their current carrier for an average of less than seven years, whereas the average tenure is about nine years for each of the major LEP Asian language customer populations.

English-speaking customers are not much different than the LEP populations with regard to the average number of years they have been with their current carrier, averaging about eight years.

Table 2.4
Years with current carrier
(for the telephone used most)

	English-speaking customers	Total LEP customers	Spanish speakers	Chinese speakers	Vietnamese speakers	Korean speakers	Tagalog speakers
Years with current carrier							
Less than 2 years	13%	15%	17%	10%	9%	11%	9%
2 – 4.9 years	20	22	24	19	17	19	16
5 – 9.9 years	24	23	22	25	28	24	23
10 or more years	39	35	33	43	42	44	43
Not reported	4	5	5	4	5	2	9
Average (Median – in years)	8.2	7.3	6.7	8.9	9.0	9.0	9.4
(n)	*(1824)*	*(6195)*	*(2788)*	*(1358)*	*(986)*	*(723)*	*(340)*

2.5 Customer contacts with their telephone company with questions or problems about their service or bill

Nearly six in ten LEP customers (58%) report having contacted their telephone company in the past about a question or problem with their service or bill, while 42% have not. When asked when they last did this, about one in three (35%) LEP customers report contacting their phone company in the past six months. Nearly nine in ten LEP customers (86%) say that during their last contact they spoke to the customer service representative in their own language, while 12% spoke to their representative in English.

There is considerable variation across the LEP populations with regard to the proportions who've contacted their phone company with a question or problem, as well as with their recency of contacts and whether or not the service representative spoke to them in their own language. Among LEP Spanish speakers, 59% contacted their telephone company with a question or problem, of whom 38% had done so in the past six months. Contacts with their telephone company are reported by similar proportions of LEP Chinese speakers (58%), LEP Vietnamese speakers (56%) and LEP Korean speakers (53%), although for each of these populations fewer reported having made such a contact within the past six months. By contrast, a significantly smaller proportion of Tagalog speakers (39%) say they contacted their telephone company with a question or problem, and just 21% did so in the past six months.

In-language customer support is reported much more frequently by LEP Spanish speakers (95%) than by any other LEP population. This compares to 61% of LEP Chinese speakers who say their representative spoke to them in Chinese on their last contact, while 29% spoke in English. Among LEP Vietnamese speakers 60% report speaking to their service representative in their own language, but 37% spoke in English. Among LEP Korean speakers 55% spoke to their representative in Korean, while 42% spoke in English. On the other hand, greater than eight in ten LEP Tagalog speakers (83%) say they spoke to their customer service representative in English, and just 16% did so in Tagalog.

Compared to LEP speakers, a somewhat larger proportion of English-speaking customers (67%) say they spoke to their telephone company with a question or problem about their service or bill at some point in the past. However, the proportion who did so in the past six months (34%) is similar to the proportion of LEP speakers reporting this.

Table 2.5
Customer contacts with telephone company with questions or problems about their service or bill

	English-speaking customers	Total LEP customers	Spanish speakers	Chinese speakers	Vietnamese speakers	Korean speakers	Tagalog speakers
Contacted telephone co. with question/problem							
No	32%	41%	40%	41%	43%	46%	59%
Yes	67	58	59	58	56	53	39
Most recent contact							
Within past 6 months	34	35	38	26	29	25	21
6 to < 12 months	12	8	7	10	8	8	4
1 to < 2 years	12	8	8	10	8	10	7
2 or more years ago	8	5	4	9	6	9	5
Not reported	1	2	2	3	5	2	3
Did service rep speak to you in your language							
Yes	N/A	86%	95%	61%	60%	55%	16%
No, English speaker	N/A	12	4	29	37	42	83
Not reported	N/A	2	1	10	3	3	1
(n)	*(1715)*	*(6447)*	*(2998)*	*(1367)*	*(1002)*	*(727)*	*(353)*

N/A = Not asked.

2.6 LEP customer reports of in-language services provided by their telephone company: Initial contact with sales representative and billing statements

Three in four LEP customers (75%) spoke to their current carrier's sales representative in their own language during their initial contact with the company. This compares to 16% who reported that this contact took place in English, while 9% couldn't remember.

LEP Spanish speakers are much more likely than any of the LEP Asian language customer populations to have spoken to their carrier's sales representative in their own language, with 85% of LEP Spanish speakers reporting this. By comparison, about half of LEP Chinese (52%), LEP Vietnamese (46%) and LEP Korean (46%) speakers say they spoke to their sales representative in their own language during their initial contact with the carrier, while between 28% to 42% spoke in English. On the other hand, greater than eight in ten LEP Tagalog speakers (81%) spoke to their sales representative in English during their initial contact with their carrier, while just 13% spoke in Tagalog.

About half of the state's LEP telephone customers (55%) receive their telephone billing statements in their own language, while 38% report receiving them in English. However, a considerably larger proportion of LEP Spanish speakers report this than the LEP Asian language customers. Where receipt of in-language billing statements is quite common among LEP Spanish speakers (69%), relatively few LEP Chinese (11%), LEP Vietnamese (13%), LEP Korean (8%) or LEP Tagalog (12%) speakers report this. In each case, greater than eight in ten of the Asian language-speaking populations say they receive their billing statement in English.

Table 2.6

LEP customer reports of in-language services provided by their telephone company: Initial contact with sales representative and billing statements

	English-speaking customers	Total LEP customers	Spanish speakers	Chinese speakers	Vietnamese speakers	Korean speakers	Tagalog speakers
During your initial contact, did the sales rep speak your language							
Yes, in-language	N/A	75%	85%	52%	46%	46%	13%
No, in English	N/A	16	8	28	39	42	81
Not reported	N/A	9	7	20	15	12	6
Are your billing statements sent in your language							
Yes, in-language	N/A	55%	69%	11%	13%	8%	12%
No, in English	N/A	38	24	83	82	90	85
Not reported	N/A	7	7	6	5	2	3
(n)	*(N/A)*	*(6447)*	*(2998)*	*(1367)*	*(1002)*	*(727)*	*(353)*

N/A = Not Asked.

2.7 LEP customer reports of the availability of other in-language services: Service representatives, operator or directory assistance and 911 emergency assistance

LEP customers were also asked whether they had access to other in-language telephone services, such as when calling a service representative, operator or directory assistance, or when dialing 911 to report an emergency. The results vary somewhat by service and by language.

Nine in ten LEP customers overall (90%) believe that if they had a question or problem with their phone service or bill they could speak to a service representative in their own language, while just 6% do not think this would be available to them and 4% don't know. Nearly all LEP Spanish speakers (95%) say they could speak to a customer service representative in Spanish, and nearly as many LEP Chinese speakers (86%) report this. Somewhat smaller proportions of LEP Vietnamese (71%), LEP Korean (64%) and LEP Tagalog (64%) speakers report this.

Three in four LEP customers (75%) believe that if they wanted to speak to an operator or directory assistance to help them place a call that they could speak to someone in their own language. Nearly eight in ten LEP Spanish speakers (79%) believe they could speak to an operator or directory assistance in their own language. Nearly as many LEP Chinese speakers (71%) also say this. However, this declines to 62% among LEP Tagalog speakers, 49% among LEP Korean speakers and 46% among LEP Vietnamese speakers.

Two in three LEP customers (67%) think that if they needed to dial 911 to report an emergency that they would be able to speak to someone in their own language, while 16% do not and 17% don't know. LEP Spanish speakers (71%) and LEP Chinese speakers (72%) are considerably more likely to say this than are LEP Vietnamese (39%), LEP Korean (31%) or LEP Tagalog (49%) speakers.

Table 2.7

LEP customer reports of the availability of other in-language services, service representatives, operator directory assistance and 911 emergency assistance

	English-speaking customers	Total LEP customers	Spanish speakers	Chinese speakers	Vietnamese speakers	Korean speakers	Tagalog speakers
Do you think their service rep would be able to speak your language if you needed service							
Yes	N/A	90%	95%	86%	71%	64%	64%
No	N/A	6	2	6	22	26	30
Don't know	N/A	4	2	8	7	10	7
Do you think an operator or directory assistance would be able to speak your language if you needed assistance							
Yes	N/A	75%	79%	71%	46%	49%	62%
No	N/A	13	9	8	39	42	28
Don't know	N/A	12	11	21	15	9	10
Do you think a 911 operator would be able to speak your language if you needed to report an emergency							
Yes	N/A	67%	71%	72%	39%	31%	49%
No	N/A	16	12	10	41	52	41
Don't know	N/A	17	18	18	20	17	10
(n)	*(N/A)*	*(6447)*	*(2998)*	*(1367)*	*(1002)*	*(727)*	*(353)*

N/A = Not asked.

2.8 Customer awareness that they can contact the CPUC if they have a problem with their carrier and want to file a complaint

Only about one in three LEP customers (32%) is aware that they can contact the California Public Utilities Commission if they had a problem with their telephone company and wanted to file a complaint. Somewhat larger proportions of LEP Spanish (36%) and LEP Tagalog (31%) speakers report this than LEP Chinese (13%), LEP Vietnamese (19%) and LEP Korean (11%) speakers.

The state's English-speaking customers also report low levels of awareness about this, with fewer than four in ten (39%) aware that they can contact the CPUC if they had a problem with their telephone company and wanted to file a complaint.

Table 2.8
Customer awareness that they can contact the CPUC if they have a problem with their carrier and want to file a complaint

	English-speaking customers	Total LEP customers	Spanish speakers	Chinese speakers	Vietnamese speakers	Korean speakers	Tagalog speakers
Awareness of CPUC contact availability							
Yes, aware	39%	32%	36%	13%	19%	11%	31%
No, not aware	61	67	64	83	76	87	69
Not reported	*	1	1	4	5	3	*
(n)	*(1824)*	*(6447)*	*(2998)*	*(1367)*	*(1002)*	*(727)*	*(353)*

** Less than ½ of 1%.*

Chapter Three:

CUSTOMER SATISFACTION WITH TELEPHONE SERVICE: COMPARING LEP CUSTOMERS TO ENGLISH-SPEAKING CUSTOMERS

Table 3.1 Overall customer satisfaction with company's telephone service

LEP vs. English-speaking customers

There are no significant differences between LEP customers and English-speaking customers regarding their overall satisfaction with the telephone service they receive. Both LEP customers (88%) and English-speaking customers (89%) report similar high levels of overall satisfaction, while only 10% of LEP customers and 9% of English speakers are dissatisfied.

There are no significant differences between LEP and English-speaking customers when comparing their degree of satisfaction with their service. Among LEP customers 53% are very satisfied and 34% are somewhat satisfied. Among English-speakers these proportions are 55% and 34%, respectively.

Similarly, there are no differences between LEP and English-speaking customers in the extent of dissatisfaction reported by those who are not satisfied. Among LEP customers, 7% say they are somewhat dissatisfied and 3% are very dissatisfied with their telephone service. Among English speakers, 6% are somewhat dissatisfied and 3% very dissatisfied.

Comparing the state's five major LEP customer populations

There are also no large differences across each of the five major LEP customer populations with regard to overall customer satisfaction with their telephone service. Among both LEP Spanish and LEP Korean speakers, 88% are satisfied and 9% dissatisfied; among both LEP Vietnamese and LEP Tagalog speakers, 89% are satisfied and 10% dissatisfied; while among LEP Chinese speakers, 85% are satisfied and 12% dissatisfied.

However, there are significant differences in the degree of satisfaction reported across the five LEP customer populations. For example, among LEP Spanish and LEP Tagalog speakers, nearly twice as many are very satisfied as are somewhat satisfied. However, among LEP Chinese, LEP Vietnamese, and especially LEP Korean speakers, larger proportions report being somewhat satisfied as describe themselves being very satisfied.

Table 3.1
Overall customer satisfaction with their telephone service

	English-speaking customers	Total LEP customers	Spanish speakers	Chinese speakers	Vietnamese speakers	Korean speakers	Tagalog speakers
Satisfied	**89%**	**88%**	**88%**	**85%**	**89%**	**88%**	**89%**
Very	55	53	58	37	33	25	59
Somewhat	34	34	30	47	56	63	30
Dissatisfied	**9%**	**10%**	**9%**	**12%**	**10%**	**9%**	**10%**
Somewhat	6	7	6	8	8	6	7
Very	3	3	3	4	2	3	3
No opinion	2	3	3	4	1	2	1
(n)	*(1824)*	*(6447)*	*(2998)*	*(1367)*	*(1002)*	*(727)*	*(353)*

Table 3.2 Willingness of customers to recommend their company's telephone service to a relative or friend

LEP vs. English-speaking customers

Nearly eight in ten LEP customers (79%) say they would definitely or probably recommend their company's telephone service to a relative or friend, while 16% would not. Among LEP speakers willing to recommend, 45% would definitely recommend it, while 34% would probably do so. Among LEP speakers not willing to recommend, 10% would probably not recommend, while 6% say they would definitely not recommend their company's service.

A slightly larger proportion of English-speaking customers (83%) reports being willing to recommend their company's service to a friend or relative, with the difference relating to a slightly larger proportion of English speakers who say they would probably recommend it.

Comparing the state's five major LEP customer populations

Spanish speakers are the LEP customer population most likely to say they'd recommend their company's telephone service to a friend or relative, with 84% reporting this and 12% just not willing to do so. Willingness to recommend is somewhat lower among the LEP Asian-speaking customers. Among LEP Tagalog speakers 74% would recommend, while 20% would not. Among LEP Korean 66% would recommend while 22% would not. Among LEP Chinese speakers the proportions are 61% to 27%, while among Vietnamese speakers just 53% would recommend, while 40% would not.

Spanish speakers are also the LEP customer segment most likely to say they would definitely recommend their company's service to a friend or relative, with 51% reporting this vs. 33% who say they would probably recommend it. Among LEP Chinese, Korean and Vietnamese speakers inclined to recommend their telephone service, larger proportions say they are only probably inclined to do so as say they would definitely recommend it.

Table 3.2
Willingness of customers to recommend their telephone company service to a relative or friend

	English-speaking customers	Total LEP customers	Spanish speakers	Chinese speakers	Vietnamese speakers	Korean speakers	Tagalog speakers
Yes	**83%**	**79%**	**84%**	**61%**	**53%**	**66%**	**74%**
Definitely	44	45	51	19	21	25	41
Probably	39	34	33	42	32	41	33
No	**14%**	**16%**	**12%**	**27%**	**40%**	**22%**	**21%**
Probably not	8	10	7	15	34	16	12
Definitely not	6	6	5	13	6	6	8
No opinion	3	5	4	12	7	12	6
(n)	*(1824)*	*(6447)*	*(2998)*	*(1367)*	*(1002)*	*(727)*	*(353)*

Table 3.3 Customer satisfaction with telephone company's explanation of phone charges on billing statements

LEP vs. English-speaking customers

Greater than three in four LEP customers (79%) are satisfied with their telephone company's explanation of the phone charges that appear on their billing statements, but 17% are not. Among those satisfied 44% are very satisfied, while 34% are somewhat satisfied. Among those dissatisfied, 12% are somewhat dissatisfied and 5% very dissatisfied.

A slightly larger proportion of English-speaking customers (82%) reports being satisfied with their company's explanation of the charges on their billing statements, while 10% are not.

Comparing the state's five major LEP customer populations

Eight in ten LEP Spanish (81%), LEP Vietnamese (80%) and LEP Tagalog (81%) speakers report being satisfied with their company's explanation of the phone charges appearing on their billing statements. This is somewhat greater than the proportions of LEP Chinese (69%) or LEP Korean (65%) speakers reporting this. Most of the differences in satisfaction relates to the larger proportions of LEP Chinese and LEP Korean speakers who do not offer an opinion rather than differences in the proportions who are dissatisfied.

LEP Spanish and LEP Tagalog speakers are somewhat more inclined than other LEP customers to say they are very satisfied with their company's explanation of its phone charges.

Table 3.3
Customer satisfaction with telephone company's explanation of phone charges on billing statements

	English-speaking customers	Total LEP customers	Spanish speakers	Chinese speakers	Vietnamese speakers	Korean speakers	Tagalog speakers
Satisfied	82%	79%	81%	69%	80%	65%	81%
Very	46	44	48	33	28	18	48
Somewhat	36	34	32	36	52	47	33
Dissatisfied	15%	17%	16%	20%	14%	20%	17%
Somewhat	10	12	11	15	13	14	10
Very	5	5	5	6	1	5	7
No opinion	3	4	3	11	6	15	1
(n)	*(1715)*	*(6195)*	*(2788)*	*(1358)*	*(986)*	*(723)*	*(340)*

Table 3.4 Customer satisfaction with accuracy of phone charges on billing statements

LEP vs. English-speaking customers

LEP customer satisfaction with the accuracy of the telephone charges on their billing statements is generally similar to their satisfaction with their explanation of the charges on their bill. Among all LEP customers 78% are satisfied and 18% are dissatisfied. Among those satisfied 43% are very satisfied and 35% somewhat satisfied, while among those dissatisfied 12% are somewhat dissatisfied and 6% very dissatisfied.

English speakers' customer satisfaction with this (85%) is slightly higher than among LEP customers. In addition, compared to LEP customers, more English speakers (53%) report being very satisfied with the accuracy of their phone charges, and fewer are dissatisfied.

Comparing the state's five major LEP customer populations

There are only modest variations across the five LEP customer populations with regard to satisfaction or dissatisfaction with the accuracy of the charges on their billing statements. Satisfaction ranges from a low of 71% among LEP Korean speakers to 79% among Vietnamese speakers and Spanish speakers.

Similar to stated levels of satisfaction with the explanation of phone charges on the billing statement, larger proportions of the LEP Spanish speakers and Tagalog speakers than others are very satisfied with this.

Table 3.4
Customer satisfaction with accuracy of phone charges on billing statements

	English-speaking customers	Total LEP customers	Spanish speakers	Chinese speakers	Vietnamese speakers	Korean speakers	Tagalog speakers
Satisfied	**85%**	**78%**	**79%**	**73%**	**79%**	**71%**	**78%**
Very	53	43	46	31	33	29	45
Somewhat	32	35	33	42	47	42	32
Dissatisfied	**12%**	**18%**	**18%**	**19%**	**15%**	**17%**	**16%**
Somewhat	8	12	12	15	14	10	10
Very	4	6	6	4	1	7	7
No opinion	3	4	3	8	5	12	6
(n)	*(1715)*	*(6195)*	*(2788)*	*(1358)*	*(986)*	*(723)*	*(340)*

Table 3.5 Customer satisfaction with their company's explanations of late charges or early termination fees and when phone can be disconnected

LEP vs. English-speaking customers

Seven in ten LEP customers (70%) say they are satisfied with their telephone company's explanation of when late fees or early terminates fees can be assessed and when their telephone can be disconnected. Just 17% are dissatisfied.

While a slightly larger proportion of English speakers does not offer an opinion about this than LEP customers, the ratio of those satisfied to dissatisfied among English-speaking customers is similar to that of LEP customers, with 67% satisfied and 13% dissatisfied.

Comparing the state's five major LEP customer populations

Larger proportions of LEP Spanish speakers (72%), LEP Vietnamese speakers (75%) and LEP Tagalog speakers (80%) than LEP Chinese speakers (58%) or LEP Korean speakers (44%) reports being satisfied with their telephone company's explanations of when late charges or early termination fees can be assessed or when their telephone can be disconnected. Most of the differences relate to more LEP Chinese speakers and Korean speakers not able to offer an opinion about this, rather than greater dissatisfaction with their telephone company about this.

Among LEP Spanish speakers and LEP Tagalog speakers satisfied with their company's explanations about this, more are very satisfied as are somewhat satisfied with their telephone company about this. This contrasts with the LEP Chinese, LEP Vietnamese and LEP Korean speakers, of whom larger proportions are somewhat satisfied as are very satisfied.

Table 3.5

Customer satisfaction with their company's explanations of late charges or early termination fees and when phone can be disconnected

	English-speaking customers	Total LEP customers	Spanish speakers	Chinese speakers	Vietnamese speakers	Korean speakers	Tagalog speakers
Satisfied	67%	70%	72%	58%	75%	44%	80%
Very	37	37	41	23	27	14	47
Somewhat	30	33	31	35	48	31	33
Dissatisfied	13%	18%	19%	15%	11%	17%	12%
Somewhat	8	11	12	10	10	11	4
Very	5	6	7	5	1	6	8
No opinion	20	13	10	27	14	38	7
(n)	*(1715)*	*(6195)*	*(2788)*	*(1358)*	*(986)*	*(723)*	*(340)*

Table 3.6 Customer satisfaction with their company's information given them about service alternatives, calling features and costs when first subscribing for service

LEP vs. English-speaking customers

There are no significant differences between LEP speakers and English-speaking customers regarding their satisfaction with the company's explanations of the service alternatives, calling features and costs described to them when subscribing for service. Slightly more than eight in ten customers of both groups are satisfied, while about one in ten are dissatisfied. In addition, more of the customers of both groups report being very satisfied about this than are somewhat satisfied.

Comparing the state's five major LEP customer populations

Somewhat larger majorities of LEP Spanish speakers (87%) and Tagalog speakers (86%) than LEP Chinese speakers (79%), LEP Vietnamese speakers (79%) or LEP Korean speakers (65%) are satisfied with the company's explanations of service alternatives, calling features and costs described to them when first subscribing for service.

Table 3.6

Customer satisfaction with the information given them about service alternatives, calling features and costs when first subscribing for service

	English-speaking customers	Total LEP customers	Spanish speakers	Chinese speakers	Vietnamese speakers	Korean speakers	Tagalog speakers
Satisfied	82%	85%	87%	79%	79%	65%	86%
Very	46	49	54	34	29	16	50
Somewhat	36	36	33	45	50	49	36
Dissatisfied	13%	10%	9%	13%	13%	16%	10%
Somewhat	9	7	7	9	11	13	3
Very	4	3	3	4	1	3	7
No opinion	5	5	4	8	9	19	4
(n)	*(1715)*	*(6195)*	*(2788)*	*(1358)*	*(986)*	*(723)*	*(340)*

Table 3.7 Customer satisfaction with length of time to get through to a service representative when contacting the company about a service issue (among customers who had contacted their company)

LEP vs. English-speaking customers

There are no significant differences between LEP customers and their English-speaking counterparts regarding their satisfaction with the length of time it took them to get through to a service representative the last time they contacted their company with a service question or problem. About three in four of both LEP customers and English-speaking customers contacting their carrier were satisfied, while slightly more than one in five were dissatisfied.

Among LEP and English speakers who said they were satisfied, there are no significant differences in the levels of satisfaction reported. Among the relatively small proportions of LEP and English-speaking customers dissatisfied with their carrier or this dimension, about equal proportions were very dissatisfied as were somewhat dissatisfied.

Comparing the state's five major LEP customer populations with length of time to get through to a service representative

LEP Korean speakers report lower levels of satisfaction and higher levels of dissatisfaction than other LEP customer populations regarding the time it took them to get through to a service representative the last time they contacted their company with a question or problem. Half of LEP Korean speakers (50%) say they were satisfied about this, while 35% were dissatisfied. Among other LEP populations, considerably larger proportions, ranging from 70% to 82% are satisfied, and smaller proportions are dissatisfied.

More LEP Spanish speakers and LEP Tagalog speakers than other LEP populations were very satisfied about this.

Table 3.7

Customer satisfaction with length of time to get through to a service representative when contacting the company about a service issue (among customers who had contacted their company)

	English-speaking customers	Total LEP customers	Spanish speakers	Chinese speakers	Vietnamese speakers	Korean speakers	Tagalog speakers
Satisfied	**73%**	**76%**	**77%**	**70%**	**82%**	**50%**	**78%**
Very	42	45	48	36	31	20	51
Somewhat	31	31	30	34	51	30	27
Dissatisfied	**24**	**22**	**21**	**23**	**13**	**35**	**21**
Somewhat	12	11	10	16	11	23	9
Very	12	10	11	7	2	12	12
No opinion	3	3	1	7	5	15	1
(n)	*(1164)*	*(3472)*	*(1680)*	*(767)*	*(532)*	*(346)*	*(147)*

Table 3.8 Customer satisfaction with their company's ability to answer questions and resolve a service issue (among customers who had contacted their company)

LEP vs. English-speaking customers

There are no significant differences between LEP customers and their English-speaking counterparts in their satisfaction with their carrier's ability to answer their questions and resolve their problem the last time they contacted their company with a question or problem. Greater than eight of both LEP and English-speaking customers say they were satisfied, while fewer than one in five were dissatisfied.

Among those satisfied, both LEP and English-speaking customers report similar proportions very satisfied or somewhat satisfied. In addition, among the relatively small proportions of customers dissatisfied, similar proportions reported being very dissatisfied as were somewhat dissatisfied.

Comparing the state's five major LEP customer populations

There are only minor differences across the five LEP populations with regard to levels of satisfaction and dissatisfaction with their company's ability to answer their questions or resolve their problem the last time they contacted their company. Between 74% and 84% of the customers across each LEP population were satisfied, while 12% – 22% were dissatisfied.

However, of those satisfied, a significantly larger proportion of LEP Spanish speakers and a significantly smaller proportion of LEP Korean speakers reported being very satisfied. In addition, among those dissatisfied, larger proportions of both LEP Korean speakers and LEP Tagalog speakers than others say they were very dissatisfied.

Table 3.8

Customer satisfaction with their company's ability to answer questions and resolve a service issue (among customers who had contacted their company)

	English-speaking customers	Total LEP customers	Spanish speakers	Chinese speakers	Vietnamese speakers	Korean speakers	Tagalog speakers
Satisfied	**81%**	**82%**	**84%**	**74%**	**84%**	**76%**	**78%**
Very	52	53	56	42	40	27	49
Somewhat	29	29	27	31	44	49	29
Dissatisfied	**18**	**16**	**15**	**22**	**12**	**21**	**20**
Somewhat	9	8	7	16	11	7	7
Very	9	8	8	6	1	14	13
No opinion	1	2	1	4	4	3	1
(n)	*(1164)*	*(3472)*	*(1680)*	*(767)*	*(532)*	*(346)*	*(147)*

Table 3.9 Regression analysis results for LEP and English-speaking customers regarding overall satisfaction with telephone service

Regression analysis was also performed in an attempt to better understand how a customer's overall satisfaction with their telephone service changes when any one of the other variables change, while holding other variables constant. The output from each regression run, along with a summary of its main findings, can be found in the Appendix section of this report.

LEP vs. English-proficient customers

The absence of significant differences between LEP and English-speaking customers with regard to their overall customer satisfaction holds up when controlling for demographics through regression analysis. The coefficient describing the difference between English and non-English speaking customers was found to have no statistically significant effect on overall satisfaction when all else is held constant.

Comparing results across the state's major LEP customer populations

LEP Spanish and LEP Tagalog speakers show no statistical differences in overall satisfaction from English speakers, with both regression coefficients statistically insignificant. LEP Chinese, LEP Korean and LEP Vietnamese speakers, on the other hand, show substantial coefficients of -0.14, -0.20 and -0.14, respectively. This indicates that even when accounting for demographics, LEP Chinese, LEP Korean and LEP Vietnamese speakers are much more likely to have a lower level of overall satisfaction compared to English speakers when all else is held constant.

These results corroborate the findings previously reported in Table 3.1, which also found no statistical differences between Spanish or Tagalog speakers to English-proficient customers, but somewhat less enthusiastic assessments among Chinese, Vietnamese and Korean speakers.

Table 3.9

Regression analysis results for customer satisfaction with telephone service: Comparing LEP customers to English speakers

	Coefficient	P-Test
LEP vs. English-speaking customers	**0.01**	**0.80**
		N = 5,372 R^2 = 0.398
LEP Language Subsets		
LEP Spanish speakers vs. English speakers	**0.05**	**0.29**
LEP Chinese speakers vs. English speakers	**-0.14**	**0.01***
LEP Korean speakers vs. English speakers	**-0.20**	**0.00***
LEP Vietnamese speakers vs. English speakers	**-0.14**	**0.01***
LEP Tagalog speakers vs. English speakers	**-0.03**	**0.67**
		N = 5,372 R^2 = 0.405

Note: In this and each succeeding table based on regression analysis, variables were included to control for demographic variables. These included education, home ownership, tenure in current residence, place of birth, household income and gender, as well as years with current carrier.

** P-Test results are statistically significant.*

Chapter Four:

FACTORS ASSOCIATED WITH OVERALL CUSTOMER SATISFACTION AMONG LEP CUSTOMERS

Table 4.1 Examining overall LEP customer satisfaction by region of residence

There are few differences in LEP customers' overall satisfaction with their telephone service across the five major regions of the state. Large majorities of LEP customers ranging from 86% to 89% are satisfied in each region, while just 7%-11% are dissatisfied.

However, there are only modest differences in the degree of LEP customers' overall satisfaction with their telephone service across the state's major regions. Slightly larger proportions of the LEP customers living in the seven Southern California counties outside of Los Angeles and the South Coast than those in Los Angeles are very satisfied. Similarly, a slightly larger population living in the thirty-nine Northern California counties outside the San Francisco Bay Area say they are very satisfied, as do LEP customers living in the San Francisco Bay Area.

Table 4.1
Examining overall LEP customer satisfaction with their telephone service by region of residence

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP customers	88%	53	34	10%	7	3	3	*(6447)*
Region								
Los Angeles County	86%	53	33	11%	7	4	3	*(1999)*
South Coast	89%	50	39	9%	7	2	2	*(1160)*
Other Southern CA	88%	58	30	10%	7	3	2	*(675)*
San Francisco Bay Area	89%	49	40	9%	6	3	3	*(1654)*
Other Northern CA	89%	58	31	7%	5	2	4	*(959)*

Table 4.2 Examining overall LEP customer satisfaction by gender and age

There is relatively little variation in LEP customers' overall satisfaction with their telephone service by the age or gender of the LEP customer. Each subgroup reports high satisfaction levels, ranging from 83% to 90%, while just 7%-12% report being dissatisfied with their service provider.

When examining the degree of satisfaction expressed by LEP customers of different ages and genders, slightly more seniors age 65 or older (60%) and women (58%) say they are very satisfied.

Table 4.2
Examining overall LEP customer satisfaction with their telephone service by gender and age

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP customers	88%	53	34	10%	7	3	3	*(6447)*
Age								
18 – 29	90%	53	37	7%	6	1	3	*(464)*
30 – 39	90%	53	37	10%	5	5	1	*(868)*
40 – 49	88%	53	35	9%	7	2	3	*(1350)*
50 – 64	83%	50	33	12%	8	4	4	*(2144)*
65 or older	87%	60	27	9%	6	3	4	*(1621)*
Gender								
Male	87%	48	39	10%	7	3	3	*(3079)*
Female	88%	58	30	9%	7	2	3	*(3368)*

Table 4.3 Examining overall LEP customer satisfaction by household income

LEP customers across all incomes levels report similar levels of overall satisfaction with the telephone service. Large majorities ranging from 86%-89% across each income category say they are satisfied, while just 9%-12% are dissatisfied.

LEP customers with lower levels of household income are somewhat more likely than higher income LEP customers to say they are very satisfied with their telephone service. For example, 57% of LEP customers earning less than $10,000 per year and a similar proportion of those earning between $10,000 and $20,000 are very satisfied. Among LEP customers earning $50,000 or more, this declines to 45%.

Table 4.3
Examining overall LEP customer satisfaction with their telephone service by household income

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP customers	88%	53	34	10%	7	3	3	*(6447)*
Household income								
Less than $10,000	88%	57	32	9%	7	3	2	*(1243)*
$10,000 – $19,999	88%	57	31	9%	6	3	3	*(1347)*
$20,000 – $29,999	86%	49	37	12%	9	3	2	*(860)*
$30,000 – $49,999	89%	50	39	8%	6	3	2	*(703)*
$50,000 or more	89%	45	44	9%	7	3	2	*(532)*

Table 4.4 Examining overall LEP customer satisfaction by educational attainment

LEP overall customer satisfaction with their telephone service also does not vary much by the education level of customers. Between 86% and 89% of LEP customers across all education levels say they are satisfied with their service overall, while just 8% to 12% are dissatisfied.

However, LEP customers who have not graduated from high school are somewhat more likely than better-educated LEP customers to be very satisfied. For example, 58% of those with an 8th grade education or less are very satisfied, while 29% are somewhat satisfied. Among LEP customers who have attended or graduated from college, 46% are very satisfied, while 41% are somewhat satisfied.

Table 4.4
Examining overall LEP customer satisfaction with their telephone service by educational attainment

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP customers	88%	53	34	10%	7	3	3	*(6447)*
Educational attainment								
8th grade or less	86%	58	29	9%	6	3	4	*(1788)*
Some high school	89%	55	34	8%	6	2	2	*(706)*
High school graduate	89%	53	37	9%	6	3	2	*(1986)*
Attended college/college graduate	87%	46	41	12%	8	4	1	*(1747)*

Table 4.5 Examining overall LEP customer satisfaction by citizenship status and home ownership

There are no significant differences in LEP customers' overall satisfaction with their telephone service between those who are U.S. citizens and those who are non-citizens.

There are also no significant differences in overall customer satisfaction of LEP customers between homeowners and those who rent their homes.

Table 4.5
Examining overall LEP customer satisfaction with their telephone service by citizenship status and home ownership

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP customers	88%	53	34	10%	7	3	3	*(6447)*
Citizenship status								
U.S. citizen	86%	52	35	10%	8	2	4	*(3676)*
Non-citizen	88%	54	34	9%	6	3	2	*(2771)*
Home ownership								
Homeowner	88%	51	36	9%	7	3	3	*(2546)*
Renter	88%	55	33	10%	6	3	3	*(3639)*

Table 4.6 Examining overall LEP customer satisfaction by ability to speak English and linguistic isolation

There are no significant differences in LEP customers' overall satisfaction or dissatisfaction with their telephone service by their level of English fluency or whether or not they live in a linguistically isolated household. Between 86% and 89% across all segments are satisfied, while just 8%-11% are dissatisfied.

There is also little variation in the degree or satisfaction or dissatisfaction expressed by LEP customers on these dimensions.

Table 4.6
Examining overall LEP customer satisfaction with their telephone service by ability to speak English and linguistic isolation

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP customers	88%	53	34	10%	7	3	3	*(6447)*
Spoken English fluency								
Speak well but not very well	88%	53	35	10%	7	3	2	*(1500)*
Speak not well/not at all	88%	54	34	9%	6	3	3	*(4860)*
Household linguistic isolation								
No one in household speaks English well	86%	51	35	11%	7	4	3	*(1433)*
Someone in household speaks English well	89%	55	34	8%	6	2	3	*(4927)*

Table 4.7 Examining overall LEP customer satisfaction between Internet and non-Internet users

LEP customers' overall satisfaction with their telephone service does not vary between those who report using the Internet in a typical week and those who do not. Among both groups 88% are satisfied with their service overall.

However, Internet users are somewhat less likely than non-Internet users to say they are very satisfied. Nearly six in ten (59%) of LEP customers who do not use the Internet in a typical week report being very satisfied with their telephone service, while 29% are somewhat satisfied. Among LEP customers who use the Internet in a typical week, the proportion very satisfied with their service overall declines to 49%, while 39% are somewhat satisfied.

Table 4.7

Examining overall LEP customer satisfaction with their telephone service between Internet and non-Internet users

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP customers	88%	53	34	10%	7	3	3	*(6447)*
Internet use in a typical week								
Do not use Internet	88%	59	29	8%	6	3	4	*(2889)*
Internet user	88%	49	39	11%	7	3	2	*(3508)*

Table 4.8 Examining overall LEP customer satisfaction by type of phone service and years with current carrier

There is little variation in LEP customers' overall satisfaction with their telephone service across users of wireless phones and those receiving wireline or other non-wireless telephone service. Between 87% and 88% of each customer group is satisfied with their service overall, while just 9%-10% are dissatisfied.

However there are some modest differences across the different types of telephone services with regard to LEP customers' degree of satisfaction with their carrier. For example, slightly larger proportions of users of wireline or other non-wireless phones than users of wireless services are very satisfied with their service.

There are also no large variations in LEP customers' overall satisfaction or dissatisfaction with their telephone service by a customer's years of service from their current provider. Between 85% and 90% of LEP customers across all subcategories relating to the number of years with their provider are satisfied, while just 7%-11% are dissatisfied.

However, LEP customers who have been with their current provider for at least ten years are more likely than LEP customers who have been customers for a shorter period to be very satisfied with their service. For example, 62% of LEP customers who have been with their current provider for 20 or more years are very satisfied, as are 60% of those who have been customers for 10-19 years. This compares to 46% of those who report being very satisfied among those who have been with their provider for less than one year.

Table 4.8
Examining overall LEP customer satisfaction with their telephone service by type of phone service used and years with current carrier

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	(n)
Total LEP customers	88%	53	34	10%	7	3	3	(6447)
Type of phone service								
Wireless	87%	49	38	10%	6	3	3	(2315)
ILEC† wireline/other non-wireless	87%	57	30	10%	7	3	3	(3377)
Non-ILEC wireline/other non-wireless	88%	56	32	9%	6	3	2	(512)
Years with current carrier								
Less than 1 year	85%	46	39	11%	7	4	5	(359)
1 – 4.9 years	87%	50	37	10%	7	3	3	(1472)
5 – 9.9 years	90%	53	37	8%	6	2	2	(1401)
10 – 19.9 years	90%	60	30	8%	5	3	2	(1626)
20 or more years	89%	62	27	7%	5	2	4	(1013)

† *ILEC: Incumbent Local Exchange Carrier.*

Table 4.9 Examining overall LEP customer satisfaction by past contact with company about a service issue and recency of contact

There are some differences in the proportions of LEP customers expressing dissatisfaction with their telephone service between those who have never contacted their company with a service related question or problem and those who have. Just 5% of LEP customers who have never contacted their company are dissatisfied with their telephone service overall. Dissatisfaction increases to 12% among those LEP customers who have had such contacts, and 14% among those who contacted their company within the past six months.

In addition, a large majority of the LEP customers who have never contacted their company with a service related question or problem (61%) say they are very satisfied with their telephone service overall. This declines to 49% among those who have had such contacts and 46% among those who contacted their company within the past six months.

Table 4.9
Examining overall LEP customer satisfaction with their telephone service by past contact with company about a service issue and recency of contact

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP customers	88%	53	34	10%	7	3	3	*(6447)*
Ever contacted telephone company about service issue								
No	90%	61	29	5%	3	2	4	*(2650)*
Yes	87%	49	38	12%	8	4	2	*(3472)*
Most recent contact …								
Within past 6 months	84%	46	39	14%	10	4	2	*(1872)*
Six months or more	90%	53	37	9%	6	2	2	*(1399)*

Table 4.10 Examining overall LEP customer satisfaction by satisfaction with most recent service contact and language of contact (among those who have ever contacted their carrier about a service-related issue)

There are major differences in LEP customers' overall satisfaction with their telephone service relating to customer evaluations of the outcome of their most recent service contact with their company. This relates both to the amount of time it took to get through to a service representative and the resolution of the service contact.

Among LEP customers satisfied with the amount of time it took them to get through to a service representative on their most recent contact 93% are satisfied with their telephone service overall, 57% of whom are very satisfied. Just 5% are dissatisfied. By contrast, just 66% of LEP customers dissatisfied with the timeliness of reaching a service representative on their most recent contact are satisfied with their company's service overall, and just 23% are very satisfied. One in three (33%) of these customers are dissatisfied with their telephone service overall, 12% of whom are very dissatisfied.

Similarly, 93% of the LEP customers who are satisfied with the resolution of their most recent service contact are also satisfied with their telephone service overall, with 56% very satisfied. Overall satisfaction declines to 58% among LEP customers dissatisfied with the resolution of their most service-related contact. Four in ten of these customers are dissatisfied with their telephone service overall, with 15% very dissatisfied.

Overall satisfaction with their telephone service is slightly higher among LEP customers whose most recent contact with their service provider was carried out in their native language than those conducted in English. Nearly nine in ten LEP customers whose most recent service contact was conducted in their native language (88%) are satisfied with their telephone service overall, and 52% are very satisfied. Overall satisfaction declines to 82% among those who last contact was conducted in English. In addition, just 32% of these LEP customers are very satisfied.

Table 4.10

Examining overall LEP customer satisfaction with their telephone service by satisfaction with most recent service contact and language of contact (among those who ever contacted their carrier about a service-related issue)

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP customers (among those who've contacted their carrier)	87%	49	38	12%	8	4	2	*(3472)*
Satisfaction with amount of time to get through to service representative								
Satisfied	93%	57	36	5%	4	1	2	*(2612)*
Dissatisfied	66%	23	43	33%	21	12	1	*(711)*
Satisfaction with resolution of service contact								
Satisfied	93%	56	37	6%	5	1	2	*(2829)*
Dissatisfied	58%	16	43	40%	25	15	2	*(546)*
Language of contact with service representative								
In LEP language	88%	52	36	11%	7	3	2	*(2737)*
In English	82%	32	50	16%	13	4	2	*(622)*

Table 4.11 Examining overall LEP customer satisfaction by satisfaction with billing statements and language of statements

There are also large differences in overall satisfaction with their telephone service between LEP customers satisfied with the explanations of the phone charges on their billing statement and its perceived accuracy. Greater than nine in ten of those satisfied with each aspect of their billing statements (94%) are also satisfied with their telephone service overall, of whom 62% say they are very satisfied. Just 4% and 3% of each group are dissatisfied.

By contrast, overall satisfaction with their telephone service declines to 63% among LEP customers who report some dissatisfaction with their company's explanation of the phone charges on their billing statement or with the accuracy of the phone charges on the statement, and only about one in five very satisfied. Greater than one in three (35%) of these customers express dissatisfaction with the telephone service overall.

The language of the billing statement also has some relationship to LEP customers' overall satisfaction with their phone service. While there is little difference in total satisfaction levels, there are differences in the degree of customer satisfaction expressed by each group. Among LEP customers receiving their billing statement in their native language 61% are very satisfied with their telephone service overall, while 29% are somewhat satisfied. Among those receiving their billing statement in English 43% are very satisfied and 42% are somewhat satisfied.

Table 4.11
Examining overall LEP customer satisfaction with their telephone service by satisfaction with billing statements and language of statements

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP customers	88%	53	34	10%	7	3	3	*(6447)*
Satisfaction with explanation of phone charges on billing statement								
Satisfied	94%	62	32	4%	3	1	3	*(4721)*
Dissatisfied	63%	21	42	35%	23	11	2	*(1017)*
Satisfaction with accuracy of phone charges on billing statement								
Satisfied	94%	62	32	3%	2	1	3	*(4749)*
Dissatisfied	63%	22	40	35%	23	11	3	*(1055)*
Language of billing statement								
In LEP language	89%	61	29	8%	6	2	3	*(2545)*
In English	86%	43	42	12%	8	4	3	*(3513)*

Table 4.12 Examining overall LEP customer satisfaction by satisfaction with explanations of late fees, service alternatives and costs when first subscribing for service and language of initial sales contact

There is also a relationship between LEP customers' overall satisfaction with their phone service and their satisfaction with two other dimensions of customer service – the explanations that they received about late fees, early termination fees and when their phone can be disconnected, and the information given them about service alternatives, calling features and costs when first subscribing for service.

Greater than nine in ten LEP customers who are satisfied with their company on these dimensions are also satisfied with their telephone service overall, and six in ten are very satisfied. Only 4%-5% of these customers are dissatisfied with their service overall.

Overall satisfaction declines to 70% among LEP customers dissatisfied with the explanations they received about late fees, early termination fees and when their phone can be disconnected, and just 25% are very satisfied. Nearly three in ten of this group (28%) are dissatisfied with their service overall.

Overall satisfaction declines to 60% among LEP customers dissatisfied with the information given them about service alternatives, calling features and costs when first subscribing for service, and just 15% are very satisfied. Nearly four in ten of these LEP customers (38%) are dissatisfied with their telephone service overall.

There are only small differences in LEP customers' overall satisfaction with their telephone service between those whose initial sales contact was conducted in their native language and those contacted in English. A slightly larger proportion of those whose initial sales contact was conducted in their native language (55%) than those contacted in English (45%) say they are very satisfied with their telephone service overall.

Table 4.12

Examining overall LEP customer satisfaction with their telephone service by satisfaction with explanation of late fees, service alternatives and costs when first subscribing and language of initial sales contact

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP customers	88%	53	34	10%	7	3	3	*(6447)*
Satisfaction with explanation of late fees/when phone can be disconnected								
Satisfied	93%	62	31	4%	3	1	3	*(4026)*
Dissatisfied	70%	25	45	28%	18	10	1	*(947)*
Satisfaction with service alternatives/ costs when subscribing								
Satisfied	92%	60	32	5%	4	2	3	*(5013)*
Dissatisfied	60%	15	45	38%	25	12	2	*(666)*
Language of initial sales contact								
In LEP language	87%	55	33	10%	7	3	3	*(4281)*
In English	88%	45	43	11%	6	4	2	*(1383)*

Table 4.13 Examining overall LEP customer satisfaction by availability of in-language directory or operator assistance and in-language 911 emergency assistance

There are modest differences in LEP customers' overall satisfaction between customers who say they can access an in-language directory or operator assistance when placing their calls than those who cannot. Among LEP customers who say directory or operator assistance is available to them in their native language, 89% are satisfied with their telephone service overall, while 9% are dissatisfied. Among LEP customers reporting that in-language services are not available to them, 83% are satisfied with their telephone service overall, while 15% are dissatisfied. In addition, among LEP customers who have access to in-language directory or operator assistance 56% are very satisfied with their telephone service overall, while just 38% are very satisfied among those not having these in-language services.

The availability of in-language 911 emergency assistance also has a modest relationship to an LEP customer's overall satisfaction with their phone service. A slightly larger proportion of LEP customers who say they receive in-language 911 service (56%) than those who do not (45%) are very satisfied with their telephone service overall.

Table 4.13

Examining overall LEP customer satisfaction with their telephone service by availability of in-language directory or operator assistance and in-language 911 emergency assistance

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP customers	88%	53	34	10%	7	3	3	*(6447)*
Availability of in-language directory or operator assistance								
Yes	89%	57	32	9%	6	3	3	*(4414)*
No	83%	38	45	15%	10	5	3	*(1089)*
Availability of in-language 911 emergency assistance								
Yes	88%	56	32	9%	6	3	3	*(3948)*
No	87%	45	42	10%	7	3	3	*(1281)*

Table 4.14 Regression analysis: Factors associated with overall satisfaction with telephone service among all LEP customers

Factors determining overall satisfaction

A subset of survey questions were chosen to serve as indicators of satisfaction for differing areas of the customer experience. Six of these were asked to both LEP and English-speaking customers, with an additional three all relating to the availability of in-language service, asked of LEP customers only. All nine are used when running regressions to examine overall customer satisfaction for the LEP population, while the six were used for English speakers.

The six questions asked of both LEP and English-speaking customers:

- Length of tenure with current telephone company
- Satisfaction with telephone company in each of the following areas:
  - Their explanation of the phone charges on billing statements
  - The accuracy of the phone charges on billing statements
  - The information given about phone service alternatives, calling features, and costs when first subscribing
  - Their explanation of when late fees and early termination fees can be assessed or service disconnected
  - Contact with their telephone company about a question or problem service or billing

The additional three asked of LEP customers only:

- Language of contact with sales representative when first subscribing for service
- Perceived availability of in-language customer support if you needed to contact the company
- Language in which billing statements are received

Of the nine questions used as indicators of satisfaction for differing areas of the customer experience among the LEP population, seven had statistically significant coefficients. These seven areas, to varying degrees, have a direct effect on overall satisfaction all else held constant.

The four questions asking LEP customers about their satisfaction with service in four specific areas have significant coefficients. Satisfaction with explanation of phone charges on billing statements; accuracy of phone charges on statements; information given about service alternatives, calling features and costs; and explanation of when late fees or early termination fees can be assessed all carried relatively high statistically significant coefficients ranging from 0.08 (explanation of fees) to 0.22 (information on service alternatives).

The duration an LEP customer has remained with their current carrier also has a statistically significant coefficient, although relatively small, on overall satisfaction of 0.02. Whether or not the LEP customer has ever contacted their carrier about a service or billing issue also has a relatively small but statistically significant coefficient of -0.05

Of the questions relating to access to in-language services, only asked of LEP customers, only one proves to have a statistically significant result on overall satisfaction. Whether or not billing statements are received in an LEP customer's native language has nearly as large an effect as the accuracy of charges on an individuals billing statement with a coefficient of 0.12. Neither holding the initial sign-up conversation in an individual's primary language, nor customer perceptions of whether their provider has a representative who speaks their primary language appears to have a statistically significant effect.

Table 4.14

Regression analysis: Results of factors associated with overall satisfaction with telephone service among all LEP customers

	Coefficient	P-Test
Customer satisfaction with:		
Explanation of phone charges on billing statement	0.18	0.00*
Accuracy of phone charges on statement	0.15	0.00*
Information given about service alternatives, features, and costs when subscribing	0.22	0.00*
Explanation of when late fees or early termination fees can be assessed or service disconnected	0.08	0.00*
Years with current carrier	0.02	0.01*
Contact with company about question/problem	-0.05	0.09*
Initial sales contact made in-language	0.01	0.85
Perceived availability of in-language customer support	0.14	0.16
Billing statement received in-language	0.12	0.03*

N = 2,201 R^2 = 0.423

** P-Test results are statistically significant.*

Table 4.15 Regression analysis: Factors associated with overall satisfaction with telephone service (among all LEP customers who ever contacted their carrier about a service/billing issue)

Factors determining overall satisfaction

A subset of survey questions were chosen to serve as indicators of satisfaction for differing areas of the customer experience, in this case among those who ever contacted their carrier about a service or billing issue. Five of these remain the same from the primary model examining overall satisfaction, with an additional three asked regarding various components of the service related call. Since all of these individuals have contacted their provider for support, that question is dropped. All nine are therefore used when running regressions for the LEP population, while eight were used for English speakers.

The questions asked of both LEP and English-speaking customers:

- Length of tenure with current telephone company
- Satisfaction with telephone company in each of the following areas:
  - Their explanation of the phone charges on billing statements
  - The accuracy of the phone charges on billing statements
  - The information given about phone service alternatives, calling features, and costs when first subscribing
  - Their explanation of when late fees and early termination fees can be assessed or service disconnected
- Recency of contact with carrier about a service or billing issue
- Satisfaction with the amount of time it took to get through to a representative on most recent contact
- Satisfaction with the representatives' ability to resolve problem on most recent contact

The question regarding the language of contact with the service representative was not asked of English speakers:

- In-language contact with service representative (asked of LEP customers only)

Of the nine questions used as indicators of satisfaction for differing areas of the LEP customer experience – among those who ever contacted their carrier about a service or billing issue – six had statistically significant coefficients. These six areas, to varying degrees, have a direct effect on LEP customers' overall satisfaction, all else held constant.

As seen in the previous model, all four questions asking LEP customers about their satisfaction with service in four different areas have significant coefficients. These coefficients vary slightly from the previous model due to the different nature of this model, but remain largely the same.

The length of a customer's tenure with their current provider also has a statistically significant coefficient as before, although it remains relatively small, at 0.04.

Of the four provider assistance related questions, the only statistically significant coefficient relates to satisfaction with the representative's ability to satisfactorily resolve the caller's issue. The coefficient, being fairly large at 0.15, implies that LEP customers are most concerned with getting their issue resolved.

Table 4.15

Regression analysis: Results of factors associated with overall satisfaction with telephone service (among all LEP customers who ever contacted their carrier about a service/billing issue)

	Coefficient	P-Test
Customer satisfaction with:		
Explanation of phone charges on billing statement	0.14	0.00*
Accuracy of phone charges on statement	0.18	0.00*
Information given about service alternatives, features, costs when subscribing	0.14	0.00*
Explanation of when late fees or early termination fees can be assessed or service disconnected	0.05	0.07*
Years with current carrier	0.04	0.00*
Recency of contact with carrier	-0.01	0.50
Satisfaction with amount of time it took to speak to a representative	0.01	0.63
Satisfaction with representative's ability to resolve the problem	0.15	0.00*
In-language contact with service representative	-0.08	0.14

N = 2,307 R^2 = 0.449

** P-Test results are statistically significant.*

Chapter Five:

FACTORS ASSOCIATED WITH OVERALL CUSTOMER SATISFACTION AMONG ENGLISH-PROFICIENT CUSTOMERS

Table 5.1 Examining English speakers' overall customer satisfaction by region of residence

There are only minor differences in English speakers' overall satisfaction with their telephone service across the five major regions of the state. The proportions of English speakers satisfied with their service overall ranges between 86% in Los Angeles County to 92% in areas of Northern California outside the Bay Area. Between 7% and 12% of the English-speaking customers are dissatisfied in each region.

Table 5.1
Examining English speakers' overall customer satisfaction with their telephone service by region of residence

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total English-proficient customers	89%	55	34	9%	6	3	2	*(1824)*
Region								
Los Angeles County	86%	51	35	12%	8	4	2	*(448)*
South Coast	90%	61	29	9%	7	2	2	*(321)*
Other Southern CA	87%	56	31	12%	7	5	2	*(258)*
San Francisco Bay Area	91%	49	42	7%	6	1	1	*(356)*
Other Northern CA	92%	59	33	7%	5	2	2	*(441)*

Table 5.2 Examining English speakers' overall customer satisfaction by gender and age

There are no major differences in English speakers' overall customer satisfaction with telephone service by age or gender, with 88%-90% satisfied and 7%-11% dissatisfied across each segment.

A slightly larger proportion of English speakers age 65 or older (63%) than their younger counterparts reports being very satisfied with their telephone service overall.

Table 5.2
Examining English speakers' overall customer satisfaction with their telephone service by gender and age

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total English-proficient customers	89%	55	34	9%	6	3	2	*(1824)*
Age								
18 – 29	90%	57	33	10%	7	3	*	*(330)*
30 – 39	88%	50	38	11%	8	3	2	*(308)*
40 – 49	88%	49	39	10%	7	3	2	*(333)*
50 – 64	90%	56	34	8%	6	2	2	*(516)*
65 or older	90%	63	27	7%	4	3	3	*(337)*
Gender								
Male	89%	52	37	9%	6	3	2	*(883)*
Female	89%	57	32	10%	6	3	1	*(941)*

** Less than ½ of 1%.*

Table 5.3 Examining English speakers' overall customer satisfaction by household income

There are few differences in English speakers' overall customer satisfaction with their phone service by household income. Between 87% and 92% English-speaking customers across all income ranges are satisfied, while 8%-11% are dissatisfied.

Table 5.3
Examining English speakers' overall customer satisfaction with their telephone service by household income

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total English-proficient customers	89%	55	34	9%	6	3	2	*(1824)*
Household income								
Less than $10,000	90%	62	28	8%	7	1	2	*(145)*
$10,000 – $19,999	92%	56	35	8%	6	2	*	*(153)*
$20,000 – $29,999	88%	56	33	11%	6	4	1	*(178)*
$30,000 – $49,999	87%	57	31	11%	9	2	1	*(249)*
$50,000 or more	89%	51	38	9%	7	3	1	*(769)*

** Less than ½ of 1%.*

Table 5.4 Examining English speakers' overall customer satisfaction by educational attainment

Similarly, there are no major differences in English speakers' overall satisfaction with their telephone service along educational lines. Between 86% and 92% of English-speaking customers are satisfied, while just 6% to 11% are dissatisfied.

Table 5.4
Examining English speakers' overall customer satisfaction with their telephone service by educational attainment

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total English-proficient customers	89%	55	34	9%	6	3	2	*(1824)*
Educational attainment								
Not a high school graduate	86%	56	31	9%	6	3	5	*(102)*
High school graduate	92%	60	31	6%	4	2	2	*(393)*
Attended college	88%	54	34	11%	8	3	2	*(493)*
4-year college graduate or more	88%	50	39	11%	8	3	1	*(814)*

Table 5.5 Examining English speakers' overall customer satisfaction by citizenship status and home ownership

There are no significant differences in overall satisfaction with their phone service between English speakers who are citizens and those who are non-citizens, or between homeowners and renters.

Table 5.5

Examining English speakers' overall customer satisfaction with their telephone service by citizenship status and home ownership

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total English-proficient customers	89%	55	34	9%	6	3	2	*(1824)*
Citizenship status								
U.S. citizen	89%	55	34	9%	7	3	2	*(1691)*
Not a U.S. citizen	91%	51	40	8%	6	2	1	*(133)*
Home ownership								
Homeowner	89%	53	35	10%	6	3	2	*(1097)*
Renter	90%	57	32	9%	7	2	2	*(652)*

Table 5.7 Examining English speakers' overall customer satisfaction between Internet users and non-Internet users

English speakers who use the Internet in a typical week are slightly more likely than those who do not to be satisfied with their telephone service overall. Among Internet users 90% are satisfied with their phone service, while 9% are dissatisfied. Among non-Internet users 82% are satisfied and 14% are dissatisfied.

Table 5.7

Examining English speakers' overall customer satisfaction with their telephone service between Internet and non-Internet users

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total English-proficient customers	89%	55	34	9%	6	3	2	*(1824)*
Internet use in a typical week								
Do not use Internet	82%	57	25	14%	9	4	4	*(257)*
Internet user	90%	54	36	9%	6	3	1	*(1559)*

Table 5.8 Examining English speakers' overall customer satisfaction by type of phone service and years with current provider

There are no significant differences in English speakers' overall satisfaction with their phone service among those with cell phone service, those serviced by ILEC wireline/other non-wireless providers and those serviced by non-ILEC wireline/other non-wireless providers. Between 88% and 91% of the English-speaking customers of each group are satisfied with their service overall, while 7%-9% are dissatisfied. Most of those satisfied (between 54% and 61%) are very satisfied.

About half of English speakers who have been with their service provider for less than five years (50%) are very satisfied with their phone service overall. This increases to 60% among those who have been with their service provider for 20 years or more.

Table 5.8

Examining English speakers' overall customer satisfaction with their telephone service by type of phone used and years with current provider

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	(n)
Total English-proficient customers	89%	55	34	9%	6	3	2	(1824)
Type of phone service								
Wireless phone user	90%	54	36	9%	7	2	1	(972)
ILEC† wireline/other non-wireless	88%	54	34	10%	7	4	2	(615)
Non-ILEC wireline/other non-wireless	91%	61	30	7%	3	4	2	(218)
Years with current provider								
Less than 5 years	86%	50	36	12%	8	4	2	(524)
5 – 9.9 years	91%	54	36	8%	6	2	2	(411)
10 – 19.9 years	92%	58	34	7%	5	2	1	(414)
20 or more years	90%	60	30	7%	6	2	3	(295)

† *ILEC: Incumbent Local Exchange Carrier.*

Table 5.9 Examining English speakers' overall customer satisfaction by past contact with company about a service issue and recency of contact

English-speaking customers who have never contacted their telephone company with a service-related question or problem report somewhat higher levels of satisfaction with their telephone service overall than those who have made such a contact. Greater than nine in ten (94%) of those who have never contacted their company about a service matter are satisfied with their phone service overall, while 4% are dissatisfied. Satisfaction declines to 87% among all English-speaking customers who have made such contacts, and is 82% among those who contacted their service provider with a service question or problem within the past six months.

Table 5.9

Examining English speakers' overall customer satisfaction with their telephone service by past contact with company about a service issue and recency of contact

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	(n)
Total English-proficient customers	89%	55	34	9%	6	3	2	(1824)
Ever contacted telephone company about service issue								
No	94%	65	29	4%	4	1	2	(532)
Yes	87%	50	37	12%	8	4	2	(1164)
Most recent contact …								
Within past 6 months	82%	42	40	16%	10	6	1	(576)
Six months or more	92%	57	34	7%	6	1	2	(560)

Table 5.10 Examining English speakers' overall customer satisfaction by satisfaction with their most recent service contact (among those who ever contacted their provide about a service-related issue)

There is a fairly strong relationship between English speakers' overall satisfaction with their phone service and their satisfaction with their most recent service contact with their phone company. Of those satisfied with the amount of time it took them to get through to a service representative on their last contact or satisfied with the resolution of the contact, overall satisfaction exceeds 90%, and about six in ten are very satisfied.

Overall satisfaction declines to 72% among English-speaking customers dissatisfied with their time it took to get through to a service representative on their most recent contact, and declines to just 59% among those dissatisfied with the resolution of the contact. In addition, the proportions of customers very satisfied with their phone service overall is also considerably lower among these two groups.

Table 5.10

Examining English speakers' overall customer satisfaction with their telephone service by satisfaction with their most recent service contact (among those who ever contacted their provider about a service-related issue)

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total English-proficient customers (who've contacted their carrier)	87%	50	37	12%	8	4	2	*(1164)*
Satisfaction with amount of time to get through to service representative								
Satisfied	92%	61	31	7%	6	1	2	*(841)*
Dissatisfied	72%	17	55	26%	15	11	2	*(286)*
Satisfaction with resolution of service contact								
Satisfied	93%	58	35	5%	5	1	1	*(927)*
Dissatisfied	59%	14	45	39%	23	16	2	*(223)*

Table 5.11 Examining English speakers' overall customer satisfaction by satisfaction with billing statements

Overall customer satisfaction among English speakers is considerably higher among those satisfied with the explanation of the phone charges on their billing statements and its perceived accuracy than among those dissatisfied. Overall satisfaction exceeds 90% among English speakers satisfied with these two aspects of their billing statements, and greater than six in ten are very satisfied. Only 5%-6% of these customers are dissatisfied.

Overall satisfaction declines to 65% among English speakers who express dissatisfaction with either of these aspects of their billing statements, of whom just 16% are very satisfied. In addition, greater than three in ten are dissatisfied.

Table 5.11
Examining English speakers' overall customer satisfaction with their telephone service by satisfaction with billing statements

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total English-proficient customers	89%	55	34	9%	6	3	2	*(1824)*
Satisfaction with explanation of phone charges on billing statement								
Satisfied	94%	62	32	5%	4	1	1	*(1386)*
Dissatisfied	65%	16	49	33%	23	10	2	*(262)*
Satisfaction with accuracy of phone charges on billing statement								
Satisfied	93%	61	33	6%	5	1	1	*(1449)*
Dissatisfied	65%	16	48	31%	21	10	4	*(210)*

Table 5.12 Examining English speakers' overall customer satisfaction by satisfaction with provider's explanation of late fees, service alternatives and costs when first subscribing

There is also a relationship between an English speaker's overall satisfaction with phone service and their satisfaction with their company's explanation of its late fees, early termination fees and when the phone can be disconnected, as well as with the information they were given about service alternatives, calling features and costs when first subscribing for service. Among English speakers satisfied with these elements of customer service, 94% are satisfied with their telephone service overall, and greater than 60% are very satisfied.

Overall satisfaction declines to 70% among those expressing dissatisfaction with the explanations their company gave them about late fees, early termination fees or when their phone can be disconnected, and is just 64% among those dissatisfied with their service alternatives, calling features and costs when first subscribing. Very small proportions of the customers dissatisfied with these aspects (15%-19%) are very satisfied with their telephone service overall.

Table 5.12

Examining English speakers' overall customer satisfaction with their telephone service by satisfaction with provider's explanation of late fees and service alternatives, and costs when first subscribing

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total English-proficient customers	89%	55	34	9%	6	3	2	*(1824)*
Satisfaction with explanation of late fees/when phone can be disconnected								
Satisfied	94%	63	31	6%	5	1	*	*(1140)*
Dissatisfied	70%	19	51	28%	17	10	2	*(216)*
Satisfaction with service alternatives/ costs when subscribing								
Satisfied	94%	62	32	5%	4	1	1	*(1382)*
Dissatisfied	64%	15	49	34%	22	12	2	*(227)*

** Less than ½ of 1%.*

Table 5.13 Regression analysis: Results of factors associated with English-proficient customers' overall satisfaction with telephone service

For the English-speaking population a similar model was used as in the case with the LEP customer population, with the exception that the three questions asking LEP customers about the availability of in-language services were dropped. Therefore six questions are used as indicators of English speakers' satisfaction for differing areas of the customer experience.

The four questions asking English speakers about their satisfaction with service in four areas have significant coefficients as before. Satisfaction with explanation of phone charges on billing statements, accuracy of phone charges on statements, information given about service alternatives, calling features and costs, and explanation of late fees or early termination fees all carried relatively high statistically significant coefficients ranging from 0.12 (accuracy of charges on a individuals statement) to 0.23 (information on service alternatives).

The duration an English-speaking customer has remained with their current carrier also has a statistically significant coefficient, although relatively small, on overall satisfaction of 0.03. For the English-speaking population, whether or not they have contacted their provider for assistance drops away as having a statistically significant impact on overall satisfaction.

Table 5.13

Regression analysis: Results of factors associated with English-proficient customers' overall satisfaction with telephone service

	Coefficient	P-Test
Customer satisfaction with:		
Explanation of phone charges on billing statement	0.16	0.00*
Accuracy of phone charges on statement	0.12	0.00*
Information given about service alternatives, features, and costs when subscribing	0.23	0.00*
Explanation of when late fees or early termination fees can be assessed or service disconnected	0.14	0.00*
Years with current carrier	0.03	0.02*
Contact with company about question/problem	-0.03	0.46

N = 1,198 R^2 = 0.398

** P-Test results are statistically significant.*

Table 5.14 Regression analysis: Results of factors associated with English-proficient customers' overall satisfaction with telephone service (among those who ever contacted their carrier about a service/billing issue)

For English-speaking customers, six of the questions used as indicators of satisfaction for differing areas of the customer experience – among those who ever contacted their carrier about a service or billing issue – yield statistically significant coefficients. These six areas, to varying degrees, have a direct effect on overall satisfaction all else held constant.

Similar to the results from the previous model the set of questions asking English speakers about their satisfaction with service in four specific areas, all continue to have significant coefficients. These coefficients vary slightly from the previous model due to the different nature of this model, but remain similar with the exception of the accuracy of charges on an individual's statement, which falls out as not statistically significant.

The duration an individual has remained with their current provider also drops away from having a statistically significant effect in this case.

Of the three provider assistance related questions, each had a statistically significant coefficient for English speakers. The recency of a customer's contact with their carrier had a positive impact on overall satisfaction of 0.05, as did their satisfaction with the length of time it took to reach a support representative at 0.08. The largest coefficient however, and at 0.15 matching that of LEP customers, was satisfaction with the representative's ability to resolve an English-speaking customer's issue.

Table 5.14

Regression analysis results of factors associated with overall customer satisfaction among English-proficient customers (among those who ever contacted their carrier about a service or billing issue)

	Coefficient	P-Test
Customer satisfaction with:		
Explanation of phone charges on billing statement	0.13	0.01*
Accuracy of phone charges on statement	0.07	0.11
Information given about service alternatives, features, costs when subscribing	0.17	0.00*
Explanation of when late fees or early termination fees can be assessed or service disconnected	0.10	0.01*
Years with current carrier	0.03	0.06
Recency of contact with carrier	0.05	0.00*
Satisfaction with amount of time it took to speak to a representative	0.08	0.05*
Satisfaction with representative's ability to resolve the problem	0.15	0.00*

N = 810 R^2 = 0.479

** P-Test results are statistically significant.*

Chapter Six:

FACTORS ASSOCIATED WITH OVERALL CUSTOMER SATISFACTION AMONG LEP SPANISH-SPEAKING CUSTOMERS

Table 6.1 Examining LEP Spanish speaker overall customer satisfaction by region of residence

There are no significant differences in the overall customer satisfaction of LEP Spanish speakers by their region of residence. Very large majorities of LEP Spanish speakers in each of the state's five major regions, ranging from 86% to 89%, report being satisfied with their telephone service overall, while very small proportions (between 7% and 10%) are dissatisfied.

There are also no significant differences in LEP Spanish speakers' degree of satisfaction or dissatisfaction with their service by region, with most of those satisfied saying they are very satisfied.

Table 6.1
Examining LEP Spanish speakers' overall customer satisfaction with their telephone service by region of residence

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Spanish-speaking customers	88%	58	30	9%	6	3	3	*(2998)*
Region								
Los Angeles County	86%	57	29	10%	7	3	4	*(981)*
South Coast	88%	55	33	9%	7	2	3	*(458)*
Other Southern CA	88%	60	28	10%	7	3	2	*(542)*
San Francisco Bay Area	89%	57	32	8%	6	3	3	*(291)*
Other Northern CA	89%	59	30	7%	5	2	4	*(726)*

Table 6.2 Examining LEP Spanish speakers' overall customer satisfaction by gender and age

LEP Spanish speakers' overall customer satisfaction with their telephone service does not vary much by age and gender. Large majorities, ranging from 83% to 90% across each age and gender subgroup, are satisfied with their service overall and very small proportions, between 7% and 12%, are dissatisfied.

However, there are some modest age and gender differences in LEP Spanish speakers' degree of satisfaction. For example, a slightly larger proportion of LEP Spanish speakers age 65 or older than their younger counterparts are very satisfied with their telephone service overall. In addition, female LEP Spanish speakers are more likely than males to say they are very satisfied with their telephone service overall.

Table 6.2
Examining LEP Spanish speakers' overall customer satisfaction with their telephone service by gender and age

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Spanish-speaking customers	88%	58	30	9%	6	3	3	*(2998)*
Age								
18 – 29	90%	56	34	7%	6	1	3	*(366)*
30 – 39	90%	57	33	9%	5	4	1	*(667)*
40 – 49	89%	58	30	8%	6	2	3	*(763)*
50 – 64	83%	56	26	12%	8	4	5	*(850)*
65 or older	86%	65	21	10%	6	4	4	*(352)*
Gender								
Male	86%	51	36	10%	7	3	4	*(1382)*
Female	89%	65	24	8%	6	2	3	*(1616)*

Table 6.3 Examining LEP Spanish speakers' overall customer satisfaction by household income

LEP Spanish speakers across all income ranges report similar high levels of satisfaction with their telephone service overall. Between 88% and 91% of LEP Spanish-speaking customers across each of five household income ranges say they are satisfied with their telephone service overall, while small proportions, ranging from 7% to 12%, are dissatisfied.

LEP Spanish speakers who live in higher income households (i.e., $50,000 or more) are somewhat more likely than those in lower income households to say they are very satisfied with their telephone service.

Table 6.3
Examining LEP Spanish speakers' overall customer satisfaction with their telephone service by household income

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Spanish-speaking customers	88%	58	30	9%	6	3	3	*(2998)*
Household income								
Less than $10,000	88%	58	30	10%	7	3	2	*(573)*
$10,000 – $19,999	88%	59	29	9%	6	3	3	*(786)*
$20,000 – $29,999	86%	50	36	12%	8	4	2	*(500)*
$30,000 – $49,999	91%	56	35	7%	5	1	2	*(319)*
$50,000 or more	90%	66	24	7%	5	2	3	*(110)*

Table 6.4 Examining LEP Spanish speakers' overall customer satisfaction by educational attainment

There are no significant differences in LEP Spanish speakers' overall customer satisfaction with their telephone service by educational attainment. Similar high levels of satisfaction, ranging from 87% to 89%, are reported by LEP Spanish speakers across the various education segments. Just 9% to 12% are dissatisfied.

Table 6.4
Examining LEP Spanish speakers' overall customer satisfaction with their telephone service by educational attainment

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Spanish-speaking customers	88%	58	30	9%	6	3	3	*(2998)*
Educational attainment								
8th grade or less	87%	59	27	9%	6	3	4	*(1291)*
Some high school	89%	55	34	9%	7	2	2	*(496)*
High school graduate	89%	56	33	9%	6	3	2	*(896)*
Attended college/college graduate	87%	62	25	12%	8	4	1	*(269)*

Table 6.5 Examining LEP Spanish speakers' overall customer satisfaction by citizenship status and home ownership

No significant differences in overall customer satisfaction with telephone service are noted between LEP Spanish speakers who are U.S. citizens vs. those who are non-citizens.

There are also no differences in LEP Spanish speakers' overall appraisals of their telephone service between those who own their homes and those who are renters.

Table 6.5

Examining LEP Spanish speakers' overall customer satisfaction with their telephone service by citizenship status and home ownership

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Spanish-speaking customers	88%	58	30	9%	6	3	3	*(2998)*
Citizenship status								
U.S. citizen	86%	58	27	10%	8	2	4	*(1004)*
Non-citizen	89%	57	31	9%	6	3	3	*(1912)*
Home ownership								
Homeowner	88%	57	31	9%	6	3	3	*(956)*
Renter	88%	58	29	10%	7	3	3	*(1966)*

Table 6.6 Examining LEP Spanish speakers' overall customer satisfaction by ability to speak English and linguistic isolation

There is little variation in LEP Spanish speakers' overall customer satisfaction with their telephone service by reported fluency in spoken English and whether or not the customer lives in a linguistically isolated household where no one speaks English well. Large majorities in each subgroup, ranging from 87% to 89%, are satisfied with their phone service overall, while only 9% to 11% are dissatisfied. In addition, between 56% to 58% of each group are very satisfied with their phone service.

Table 6.6

Examining LEP Spanish speakers' overall customer satisfaction with their telephone service by ability to speak English and linguistic isolation

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Spanish-speaking customers	88%	58	30	9%	6	3	3	*(2998)*
Spoken English fluency								
Speak well but not very well	87%	58	28	11%	7	3	3	*(536)*
Speak not well/not at all	89%	58	31	9%	6	3	3	*(2406)*
Household linguistic isolation								
No one in household speaks English well	87%	56	31	10%	7	3	3	*(594)*
Someone in household speaks English well	88%	58	30	9%	6	3	3	*(2348)*

Table 6.7 Examining LEP Spanish speakers' overall customer satisfaction between Internet and non-Internet users

Similar high levels of overall satisfaction with their telephone service, ranging from 81% to 88%, are observed among LEP Spanish speakers who use the Internet in a typical week and those who do not.

Table 6.7
Examining LEP Spanish speakers' overall customer satisfaction with their telephone service between Internet and non-Internet users

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Spanish-speaking customers	**88%**	**58**	**30**	**9%**	**6**	**3**	**3**	*(2998)*
Internet use in a typical week								
Do not use Internet	**88%**	**61**	**27**	**8%**	**5**	**3**	**4**	*(1658)*
Internet user	**87%**	**55**	**33**	**10%**	**7**	**3**	**2**	*(1317)*

Table 6.8 Examining LEP Spanish speakers' overall customer satisfaction by type of phone service and years with current carrier

There are no significant differences in the proportions of LEP Spanish speakers satisfied with their telephone service overall among those receiving service from a wireless carrier, those receiving wireline or other non-wireless service from an ILEC carrier and those receiving service from a non-ILEC wireline or other non-wireless service carrier. Between 87% and 89% of each segment say they are satisfied with their telephone service overall, while just 9% – 10% are dissatisfied.

However, a somewhat larger proportion of LEP Spanish speakers who receive their service from an ILEC wireline/other non-wireless carrier (63%) reports being very satisfied with their service overall than customers of wireless carriers (54%).

There are no large differences in the overall satisfaction of LEP Spanish speakers with their service by the number of years they have been with their current carrier. Large majorities ranging from 84% to 91% are satisfied, while just 7% to 11% are dissatisfied.

LEP Spanish speakers who have been with their current carrier for ten or more years are, however, somewhat more likely than those who have been with their carrier for less than ten years to say they are very satisfied with their service overall.

Table 6.8
Examining LEP Spanish speakers' overall customer satisfaction with their telephone service by type of phone service used and years with current provider

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	(n)
Total LEP Spanish-speaking customers	88%	58	30	9%	6	3	3	(2998)
Type of phone service								
Wireless	88%	54	34	9%	6	3	3	(1314)
ILEC† wireline/other non-wireless	87%	63	24	10%	7	3	3	(1293)
Non-ILEC wireline/other non-wireless	89%	58	30	9%	6	3	3	(325)
Years with current provider								
Less than 1 year	84%	48	36	11%	7	4	5	(228)
1 – 4.9 years	88%	54	34	9%	6	3	3	(809)
5 – 9.9 years	90%	59	31	8%	6	2	2	(616)
10 – 19.9 years	91%	70	21	7%	3	4	2	(566)
20 or more years	90%	66	24	7%	5	2	4	(421)

† *ILEC: Incumbent Local Exchange Carrier.*

Table 6.9 Examining LEP Spanish speakers' overall customer satisfaction by past contact with company about a service issue and recency of contact

A slightly larger proportion of LEP Spanish speakers who have contacted their company with a service related question or problem (11%), are dissatisfied with their phone service overall than are those who have not made such contacts (5%).

Among those who have never contacted their carrier about a service question or problem, two in three (66%) are very satisfied with their telephone service overall. This declines to 54% among LEP Spanish speakers who have made such a contact, and to 50% among those who have done so in the past six months.

Table 6.9

Examining LEP Spanish speakers' overall customer satisfaction with their telephone service by past contact with company about a service issue and recency of contact

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Spanish-speaking customers	88%	58	30	9%	6	3	3	*(2998)*
Ever contacted telephone company about service issue								
No	90%	66	24	5%	3	2	5	*(1090)*
Yes	88%	54	33	11%	7	3	2	*(1680)*
Most recent contact …								
Within past 6 months	85%	50	36	13%	9	4	2	*(1056)*
Six months or more	91%	61	30	7%	5	2	2	*(565)*

Table 6.10 Examining LEP Spanish speakers' overall customer satisfaction by satisfaction with most recent service contact and language of contact (among those who have ever contacted their carrier about a service-related issue)

There are large differences in LEP Spanish speakers' overall satisfaction with their phone service between those satisfied with their most recent service contact with their carrier, and those who are not. Greater than nine in ten of LEP Spanish speakers who were satisfied with their most recent service contact regarding the amount of time it took them to get through to their service representative and how the contact was resolved are satisfied with their phone service overall, and greater than six in ten are very satisfied.

Among LEP Spanish speakers dissatisfied with the amount of time it took them to get through to a service representative just 68% are satisfied with their phone service overall, of whom just 27% are very satisfied. Similarly, among LEP Spanish speakers dissatisfied with the resolution of their most recent service-related contact, 62% are satisfied with their telephone service overall and just 20% are very satisfied.

There are no differences in overall satisfaction between LEP Spanish speakers who spoke to their service representative in Spanish and those who spoke in English.

Table 6.10

Examining LEP Spanish speakers' overall customer satisfaction with their telephone service by satisfaction with most recent service contact and language of contact (among those who ever contacted their carrier about a service-related issue)

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	(n)
Total LEP Spanish-speaking customers (among those who've contacted their carrier)	88%	54	33	11%	7	3	2	(1680)
Satisfaction with amount of time to get through to service representative								
Satisfied	93%	62	32	5%	4	1	2	(1297)
Dissatisfied	68%	27	41	32%	20	11	1	(354)
Satisfaction with resolution of service contact								
Satisfied	93%	61	32	6%	4	1	2	(1408)
Dissatisfied	62%	20	42	37%	24	13	1	(252)
Language of contact with service representative								
In Spanish	88%	55	34	10%	7	3	2	(1603)
In English	86%	53	32	11%	11	*	4	(52)**

** Less than ½ of 1%.* *** Small sample base.*

Table 6.11 Examining LEP Spanish speakers' overall customer satisfaction by satisfaction with billing statements and language of billing statements

Large differences in LEP Spanish speakers' overall satisfaction with their telephone service are observed in relation to customers' satisfaction with their billing statements. Greater than nine in ten LEP Spanish speakers satisfied with their carrier's explanation of their phone charges or satisfied with the accuracy of the charges on the statement also express satisfaction with their overall phone service. In addition, two-thirds of these customers are very satisfied.

However, overall satisfaction declines to just 65% among LEP Spanish speakers dissatisfied with their carrier's explanation of the phone charges or dissatisfied with the accuracy of the phone charges, and only about one in four are very satisfied. About one in three of these customers express dissatisfaction with their telephone service overall.

Overall satisfaction levels among LEP Spanish speakers also relates to whether customers receive their billing statement in Spanish or English. A somewhat larger proportion of those receiving their billing statement in Spanish are very satisfied with their telephone service overall (61%) than are to those receiving their billing statement in English (49%).

Table 6.11
Examining LEP Spanish speakers' overall customer satisfaction with their telephone service by satisfaction with billing statements and language of statements

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Spanish-speaking customers	88%	58	30	9%	6	3	3	*(2998)*
Satisfaction with explanation of phone charges on billing statement								
Satisfied	93%	67	27	4%	3	1	3	*(2211)*
Dissatisfied	65%	25	40	33%	22	11	2	*(487)*
Satisfaction with accuracy of phone charges on billing statement								
Satisfied	94%	67	27	3%	2	1	3	*(2159)*
Dissatisfied	65%	26	39	32%	23	10	3	*(529)*
Language of billing statement								
In Spanish	89%	61	28	8%	6	2	3	*(2107)*
In English	84%	49	35	13%	8	5	3	*(675)*

Table 6.12 Examining LEP Spanish speakers' overall customer satisfaction by satisfaction with explanation of late fees and service alternatives and costs when first subscribing and language of initial sales contact

LEP Spanish speakers' overall satisfaction with their telephone service also relates to expressed satisfaction with carrier's explanations of when late fees and early termination fees can be assessed and when their phone can be disconnected. Among those satisfied with this, greater than nine in ten (93%) are satisfied with their telephone service overall, of whom 66% are very satisfied. Overall satisfaction declines to 73% among those dissatisfied with their carrier's explanation of this, and just 30% are very satisfied.

Similarly, LEP Spanish speakers' overall satisfaction is affected by their expressed satisfaction with the information their carrier gave them about the phone service alternatives, calling features and costs when first subscribing for service. Among those satisfied with this, 92% are satisfied with their telephone service overall, of whom 64% are very satisfied. However, among those dissatisfied, just 61% are satisfied with their telephone service overall, and just 18% are very satisfied.

There is not much difference in LEP Spanish speakers' overall satisfaction with their service and the language of the initial sales contact.

Table 6.12

Examining LEP Spanish speakers' overall customer satisfaction with their telephone service by satisfaction with explanation of late fees, service alternatives and costs when first subscribing and language of initial sales contact

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Spanish-speaking customers	88%	58	30	9%	6	3	3	*(2998)*
Satisfaction with explanation of late fees/when phone can be disconnected								
Satisfied	93%	66	26	4%	3	1	3	*(1941)*
Dissatisfied	73%	30	44	25%	17	8	1	*(547)*
Satisfaction with service alternatives/ costs when subscribing								
Satisfied	92%	64	28	5%	4	2	3	*(2406)*
Dissatisfied	61%	18	42	37%	26	11	3	*(257)*
Language of initial sales contact								
In Spanish	88%	58	30	9%	7	2	3	*(2561)*
In English	89%	52	36	8%	2	6	4	*(220)*

Table 6.13 Examining LEP Spanish speakers' overall customer satisfaction by availability of Spanish language directory or operator assistance and Spanish language 911 emergency assistance

There are also differences in LEP Spanish speakers' overall satisfaction with their telephone service between those who receive directory or operator assistance in Spanish vs. those who do not. Among customers receiving these services in Spanish 89% are satisfied with their telephone service overall and 60% are very satisfied. Just 8% are dissatisfied. This compares to 78% satisfied and 18% dissatisfied among LEP Spanish speakers with access to Spanish language directory or operator assistance. In addition, a smaller proportion of those not receiving Spanish language directory or operator assistance are very satisfied (44%).

On the other hand, there are no significant differences in LEP Spanish speakers' overall satisfaction between customers who have access to Spanish language 911 emergency assistance vs. those who do not.

Table 6.13

Examining LEP Spanish speakers' overall customer satisfaction with their telephone service by availability of Spanish language directory or operator assistance and Spanish language 911 emergency assistance

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Spanish-speaking customers	88%	58	30	9%	6	3	3	*(2998)*
Availability of Spanish language directory or operator assistance								
Yes	89%	60	29	8%	6	2	3	*(2362)*
No	78%	44	34	18%	11	7	4	*(282)*
Availability of Spanish language 911 emergency assistance								
Yes	88%	59	29	9%	6	3	3	*(2156)*
No	86%	54	32	11%	7	4	3	*(320)*

Table 6.14 Regression analysis: Results of factors associated with LEP Spanish-speaking customers' overall satisfaction with telephone service

Of the nine questions used as indicators of satisfaction for differing areas of the customer experience, only four had statistically significant coefficients for LEP Spanish-speaking customers.

The questions asking LEP Spanish speakers about their satisfaction with service in four specific areas have significant coefficients as before. Satisfaction with explanation of phone charges on their billing statement, the accuracy of charges on statements, and information given about servicer alternatives, calling features and costs all carried relatively high statistically significant coefficients ranging from 0.15 (accuracy of phone charges) to 0.21 (information on service alternatives). The question regarding LEP Spanish speakers' satisfaction with their provider's explanation of when late fees or early termination fees can be assessed remained significant, but was smaller than other three at 0.05.

The duration an LEP Spanish-speaking customer has remained with their current provider also has a statistically significant coefficient, although relatively small, on overall satisfaction of 0.03.

Interestingly, of the three questions asking LEP Spanish speakers about the availability of Spanish language services, none prove to have a statistically significant result on overall satisfaction. This is perhaps due to LEP Spanish-speaking populations being well-served with materials and representatives available in their primary language.

Table 6.14
Regression analysis results of factors associated with overall customer satisfaction among Spanish-speaking customers

	Coefficient	P-Test
Customer satisfaction with:		
Explanation of phone charges on billing statement	0.18	0.00*
Accuracy of phone charges on statement	0.15	0.00*
Information given about service alternatives, features, and costs when subscribing	0.21	0.00*
Explanation of when late fees or early termination fees can be assessed or service disconnected	0.05	0.07*
Years with current carrier	0.03	0.01*
Contact made with company about question/problem	-0.05	0.13
Initial sales contact made in Spanish	-0.00	0.99
Perceived availability of Spanish-language customer support	0.36	0.17
Billing statement received in Spanish	0.11	0.13

N = 1,486 R^2 = 0.390

** P-Test results are statistically significant.*

Table 6.15 Regression analysis: Results of factors associated with LEP Spanish-speaking customers' overall satisfaction with telephone service (among those who ever contacted their carrier about a service/billing issue)

Of the nine questions used as indicators of satisfaction for differing areas of the customer experience – among those who ever contacted their carrier about a service or billing issue – five had statistically significant coefficients among LEP Spanish speakers.

As seen in the previous model, of the questions asking customers about their satisfaction with service in four specific areas, three have statistically significant coefficients among LEP Spanish speakers. These coefficients vary slightly from the previous model due to the different nature of this model, but remain relatively the same.

The duration an LEP Spanish speaker has remained with their current carrier also has a statistically significant coefficient as before, although it remains relatively small, at 0.04.

Of the four provider assistance related questions, including whether or not the support contact was held in Spanish, the only statistically significant coefficient was satisfaction with the representative's ability to resolve the customer's issue or problem. The coefficient, being fairly large at 0.13, implies that LEP Spanish-speaking customers are most concerned with getting their issues resolved above all else.

Table 6.15

Regression analysis: Results of factors associated with LEP Spanish-speaking customers' overall satisfaction with telephone service (among those who ever contacted their carrier about a service/billing issue)

	Coefficient	P-Test
Customer satisfaction with:		
Explanation of phone charges on billing statement	0.15	0.00*
Accuracy of phone charges on statement	0.18	0.00*
Information given about service alternatives, features, costs when subscribing	0.14	0.00*
Explanation of when late fees or early termination fees can be assessed or service disconnected	0.02	0.45
Years with current carrier	0.04	0.00*
Recency of contact with carrier	0.00	0.81
Satisfaction with amount of time it took to speak to a representative	0.03	0.41
Satisfaction with representative's ability to resolve the problem	0.13	0.00*
Contact with service representative in Spanish	0.03	0.78

N = 1,276 R^2 = 0.426

** P-Test results are statistically significant.*

Chapter Seven:

FACTORS ASSOCIATED WITH OVERALL CUSTOMER SATISFACTION AMONG LEP CHINESE-SPEAKING CUSTOMERS

Table 7.1 Examining LEP Chinese speakers' overall customer satisfaction by region of residence

A slightly smaller proportion of LEP Chinese speakers living in Los Angeles County than LEP Chinese speakers elsewhere in the state reports being satisfied with their telephone service overall. Among Los Angeles County LEP Chinese-speaking customers 79% say they are satisfied with their telephone service, while 18% are dissatisfied. This compares to satisfaction levels of between 86% and 88% among LEP Chinese speakers living in each of the other major regions and just 5% to 9% who are dissatisfied.

Table 7.1
Examining LEP Chinese speakers' overall customer satisfaction with their telephone service by region of residence

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Chinese-speaking customers	84%	37	47	12%	8	4	4	*(1367)*
Region								
Los Angeles County	79%	34	45	18%	10	8	4	*(410)*
Other Southern CA	87%	32	54	9%	6	3	4	*(106)*
San Francisco Bay Area	88%	41	47	9%	7	2	3	*(755)*
Other Northern CA	86%	41	46	5%	4	1	9	*(96)***

*** Small sample base.*

Note: Other Southern California includes South Coast and other seven Southern California counties

Table 7.2 Examining LEP Chinese speakers' overall customer satisfaction by gender and age

While greater than eight in ten LEP Chinese speakers in each major age group say they satisfied with their telephone service overall, younger LEP Chinese speakers are less likely than older LEP Chinese-speaking customers, especially those age 65 or older, to report being very satisfied. For example, just 23% of LEP Chinese speakers under age 40 are very satisfied with their telephone service, while 53% of LEP Chinese speakers age 65 or older report this level of satisfaction.

There are no significant differences in overall satisfaction with their telephone service among male and female LEP Chinese-speaking customers.

Table 7.2
Examining LEP Chinese speakers' overall customer satisfaction with their telephone service by gender and age

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Chinese-speaking customers	84%	37	47	12%	8	4	4	*(1367)*
Age								
18 – 29 } 30 – 39	86%	23	63	14%	6	8	*	*(161)*
40 – 49	87%	41	46	8%	7	1	5	*(278)*
50 – 64	81%	33	48	14%	8	6	5	*(530)*
65 or older	85%	53	32	10%	8	2	6	*(398)*
Gender								
Male	84%	35	49	12%	6	6	4	*(630)*
Female	85%	39	46	11%	8	3	4	*(737)*

** Less than ½ of 1%.*

Table 7.3 Examining LEP Chinese speakers' overall customer satisfaction by household income

There are no large differences in LEP Chinese speakers' overall satisfaction with their telephone service by household income. However, lower income customers are more likely than those with higher levels of household income to report being very satisfied. Among LEP Chinese speakers with annual household incomes of less than $10,000, 54% report being very satisfied with their telephone service overall. Among those making $30,000 or more, just 25% are very satisfied.

Table 7.3
Examining LEP Chinese speakers' overall customer satisfaction with their telephone service by household income

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Chinese-speaking customers	84%	37	47	12%	8	4	4	*(1367)*
Household income								
Less than $10,000	85%	54	32	8%	7	2	7	*(259)*
$10,000 – $19,999	87%	46	41	8%	7	2	5	*(256)*
$20,000 – $29,999	85%	35	51	12%	10	2	3	*(181)*
$30,000 – $49,999 $50,000 or more }	83%	25	59	14%	7	7	2	*(321)*

Table 7.4 Examining LEP Chinese speakers' overall customer satisfaction by educational attainment

There are only modest differences in overall satisfaction with telephone service among LEP Chinese speakers by education. While overall levels of satisfaction do not vary much, LEP Chinese-speaking customers who have not completed high school are somewhat more likely than those who have attended or graduated from college to say they are very satisfied. Among non-high school graduates 45% are very satisfied with their telephone service, while just 32% of those who have attended or graduated from college report this.

Table 7.4
Examining LEP Chinese speakers' overall customer satisfaction with their telephone service by educational attainment

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Chinese-speaking customers	84%	37	47	12%	8	4	4	*(1367)*
Educational attainment								
Not a high school graduate	82%	45	37	8%	7	1	10	*(384)*
High school graduate	86%	38	49	11%	9	2	3	*(464)*
Attended college/college graduate	85%	32	53	14%	7	7	2	*(478)*

Table 7.5 Examining LEP Chinese speakers' overall customer satisfaction by citizenship status and home ownership

Overall satisfaction with telephone service between LEP Chinese speakers who are U.S. citizens and those who are non-citizens are similar, with 84%-85% satisfied and just 11%-13% dissatisfied.

There are also no large differences in overall satisfaction among homeowners and renters.

Table 7.5
Examining LEP Chinese speakers' overall customer satisfaction with their telephone service by citizenship status and home ownership

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	(n)
Total LEP Chinese-speaking customers	84%	37	47	12%	8	4	4	(1367)
Citizenship status								
U.S. citizen	85%	40	45	11%	8	3	4	(975)
Non-citizen	84%	31	53	13%	6	7	3	(366)
Home ownership								
Homeowner	84%	35	49	11%	8	4	4	(680)
Renter	85%	41	44	12%	7	5	3	(593)

Table 7.6 Examining LEP Chinese speakers' overall customer satisfaction by dialect spoken, ability to speak English and linguistic isolation

Overall satisfaction with telephone service does not vary much among LEP Chinese customers between Cantonese and Mandarin speakers and across different levels of English fluency. In addition, there are no significant differences in satisfaction with telephone service among LEP Chinese-speaking customers who live in linguistically isolated households in which no one speaks English well and those where someone speaks English well. Between 84% and 87% of each group reports being satisfied with their telephone service and just 10%-13% are dissatisfied.

Table 7.6

Examining LEP Chinese speakers' overall customer satisfaction with their telephone service by dialect spoken, ability to speak English and linguistic isolation

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Chinese-speaking customers	84%	37	47	12%	8	4	4	*(1367)*
Dialect								
Cantonese	84%	41	44	11%	9	1	5	*(684)*
Mandarin	85%	35	50	12%	6	6	3	*(683)*
Spoken English fluency								
Speak well but not very well	87%	33	54	13%	7	6	*	*(326)*
Speak not well/not at all	84%	40	43	11%	8	3	5	*(1022)*
Household linguistic isolation								
No one in household speaks English well	84%	45	39	10%	7	3	6	*(451)*
Someone in household speaks English well	85%	35	50	12%	8	4	2	*(684)*

** Less than ½ of 1%.*

Table 7.7 Examining LEP Chinese speakers' overall customer satisfaction between Internet and non-Internet users

There is also not a lot of variation in satisfaction with telephone service among LEP Chinese-speaking customers who use the Internet in a typical week and those who don't. Greater than eight in ten of the customers in each group report being satisfied with their telephone service, while just 10%-12% are dissatisfied.

Table 7.7

Examining LEP Chinese speakers' overall customer satisfaction with their telephone service between Internet and non-Internet users

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Chinese-speaking customers	84%	37	47	12%	8	4	4	*(1367)*
Internet use in a typical week								
Do not use Internet	81%	45	36	10%	7	3	9	*(503)*
Internet user	86%	34	52	12%	7	5	2	*(850)*

Table 7.8 Examining LEP Chinese speakers' overall customer satisfaction by type of phone service and years with current carrier

LEP Chinese speakers using wireless telephones are slightly less likely to be satisfied with their telephone service than those subscribing to wireline or other non-wireless services. Eighty percent of LEP Chinese speakers who primarily use a wireless phone to make and receive personal calls say they are satisfied with their telephone service, of whom 26% are very satisfied. This compares to 85%-87% of LEP Chinese speakers subscribing to wireline or some other non-wireless service who are satisfied, with greater than four in ten very satisfied.

LEP Chinese speakers who have been customers of their current telephone carrier for less than five years report somewhat lower levels of satisfaction than those who been with their carrier for five or more years. For example, 78% of LEP Chinese-speaking customers who have been with their carrier for less than five years are satisfied with their telephone service overall, while 21% are dissatisfied. By comparison, greater than eight in ten LEP Chinese speakers who have been with their carriers for more than five years are satisfied, while just 7%-11% are dissatisfied. In addition, fewer LEP Chinese speakers who have been with their carriers for less than five years than those who have subscribed to their current telephone service for longer periods are very satisfied with their telephone service.

Table 7.8
Examining LEP Chinese speakers' overall customer satisfaction with their telephone service by type of phone service used and years with current carrier

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	(n)
Total LEP Chinese-speaking customers	84%	37	47	12%	8	4	4	(1367)
Type of phone service								
Wireless	80%	26	54	16%	8	8	3	(389)
ILEC† wireline/other non-wireless	87%	42	45	9%	7	2	4	(870)
Non-ILEC wireline/other non-wireless	85%	47	38	15%	15	*	*	(60)**
Years with current carrier								
Less than 1 year / 1 – 4.9 years	78%	30	48	21%	12	9	1	(281)
5 – 9.9 years	89%	39	50	9%	4	5	3	(331)
10 – 19.9 years	88%	42	45	7%	5	2	5	(430)
20 or more years	82%	46	36	11%	9	3	7	(204)

** Less than ½ of 1%.* *** Small sample bases.*
† ILEC: Incumbent Local Exchange Carrier.

Table 7.9 Examining LEP Chinese speakers' overall customer satisfaction by past contact with company about a service issue and recency of contact

A somewhat smaller proportion of LEP Chinese speakers who have had occasion to contact their carrier with a question or problem about their service (80%) reports being satisfied with their service compared to those who have never made such a contact (90%). This is especially true among those who have contacted their carrier in the past six months. Among this segment 75% are satisfied with their phone service overall, while 22% are dissatisfied. In addition fewer LEP Chinese speakers who've contacted their carrier recently are very satisfied with their service.

Table 7.9

Examining LEP Chinese speakers' overall customer satisfaction with their telephone service by past contact with company about a service issue and recency of contact

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Chinese-speaking customers	84%	37	47	12%	8	4	4	*(1367)*
Ever contacted telephone company about service issue								
No	90%	49	41	5%	4	1	5	*(564)*
Yes	80%	30	51	16%	10	6	3	*(767)*
Most recent contact …								
Within past 6 months	75%	25	50	22%	12	10	3	*(320)*
Six months or more	84%	31	54	12%	9	3	4	*(391)*

Table 7.10 Examining LEP Chinese speakers' overall customer satisfaction by satisfaction with most recent service contact and language of contact (among those who have ever contacted their carrier about a service-related issue)

There are large differences in LEP Chinese-speaking customers' overall satisfaction with their telephone service between those satisfied with their most recent contact with their carrier and those who were not. Nine in ten (90%) of LEP Chinese speakers satisfied with the amount of time it took them to get through to a customer service representative say they are satisfied with their telephone service overall. By contrast, just 59% of those who were dissatisfied with the speed of getting through to a service representative say this. Similarly, 91% of LEP Chinese speakers satisfied with the resolution of their most recent contact also report being satisfied with their telephone service overall. Overall satisfaction declines to just 51% among those dissatisfied with its resolution. Less than 10% of LEP Chinese-speaking customers dissatisfied with either the amount of time it took to reach their service representative or the resolution of the contact are very satisfied with their telephone service overall.

There are no significant difference in LEP Chinese speakers' overall satisfaction with their telephone service between those whose last service contact with their carrier was conducted in Chinese vs. those who spoke to their representative in English. However, a somewhat smaller proportion of LEP Chinese speakers who spoke to their customer service representative in Chinese say they are very satisfied with their telephone service overall.

Table 7.10

Examining LEP Chinese speakers' overall customer satisfaction with their telephone service by satisfaction with most recent service contact and language of contact (among those who ever contacted their carrier about a service-related issue)

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Chinese-speaking customers (among those who've contacted their carrier)	80%	30	51	16%	10	6	3	*(767)*
Satisfaction with amount of time to get through to service representative								
Satisfied	90%	38	52	8%	5	3	2	*(558)*
Dissatisfied	59%	9	50	39%	23	16	2	*(150)*
Satisfaction with resolution of service contact								
Satisfied	91%	39	52	7%	6	1	2	*(597)*
Dissatisfied	51%	3	48	45%	21	24	4	*(128)*
Language of contact with service representative								
In Chinese	81%	34	47	15%	9	6	3	*(530)*
In English	79%	19	61	19%	11	7	2	*(171)*

Table 7.11 Examining LEP Chinese speakers' overall customer satisfaction by satisfaction with billing statements and language of billing statements

LEP Chinese speakers' overall satisfaction with their telephone service is also related to their satisfaction with their billing statements. Nearly all LEP Chinese speakers satisfied with the explanation of the phone charges on their billing statements or its accuracy are satisfied with their phone service overall. By contrast, only about half of those dissatisfied with the explanation of the phone charges on their statements or the accuracy of their phone charges are satisfied with their telephone service overall. In addition, just 8% of LEP Chinese speakers dissatisfied with either of these elements of their billing statement are very satisfied with their phone service overall.

Overall satisfaction with phone service is somewhat higher among LEP Chinese-speaking customers who receive their billing statement in Chinese than those receiving it in English. There are also differences between these two groups with respect to the proportions describing themselves as very satisfied with their telephone service, with 50% of those receiving their billing statement in Chinese very satisfied compared to 35% among those receiving it in English.

Table 7.11
Examining LEP Chinese speakers' overall customer satisfaction with their telephone service by satisfaction with billing statements and language of statements

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Chinese-speaking customers	84%	37	47	12%	8	4	4	*(1367)*
Satisfaction with explanation of phone charges on billing statement								
Satisfied	96%	48	48	3%	2	*	1	*(950)*
Dissatisfied	52%	8	44	43%	25	18	5	*(236)*
Satisfaction with accuracy of phone charges on billing statement								
Satisfied	95%	47	48	3%	3	*	2	*(998)*
Dissatisfied	50%	8	42	45%	25	20	5	*(237)*
Language of billing statement								
In Chinese	93%	50	43	5%	5	*	2	*(185)*
In English	84%	35	48	13%	8	5	4	*(1081)*

** Less than ½ of 1%.*

Table 7.12 Examining LEP Chinese speakers' overall customer satisfaction by satisfaction with explanations of late fees, service alternatives and costs when first subscribing and language of initial sales contact

LEP Chinese speakers' satisfaction with their phone service also relates to their satisfaction with their carriers' explanation of when late fees and early termination fees can be assessed and when their phone can be disconnected. Among those satisfied with these elements, 94% are satisfied with their telephone service overall, and 45% are very satisfied. Among those dissatisfied with their carrier's explanation, only 53% are satisfied with their phone service overall, and just 6% are very satisfied.

Similarly, nine in ten (90%) of LEP Chinese speakers satisfied with the information they were given about their phone service alternatives, calling features and costs when first subscribing for service also report being satisfied with their telephone service overall, and 43% are very satisfied. Overall satisfaction declines to 55% among those dissatisfied with the information they received about this when first subscribing, with just 10% are very satisfied.

There is little difference in LEP Chinese speakers' overall customer satisfaction with their phone service between those whose initial sales contact was conducted in Chinese and those who spoke to their sales representative in English.

Table 7.12

Examining LEP Chinese speakers' overall customer satisfaction with their telephone service by satisfaction with explanation of late fees, service alternatives and costs when first subscribing and language of initial sales contact

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	(n)
Total LEP Chinese-speaking customers	84%	37	47	12%	8	4	4	(1367)
Satisfaction with explanation of late fees/when phone can be disconnected								
Satisfied	94%	45	49	4%	4	*	2	(765)
Dissatisfied	53%	6	47	45%	21	24	2	(160)
Satisfaction with service alternatives/ costs when subscribing								
Satisfied	90%	43	48	7%	5	2	3	(1077)
Dissatisfied	55%	10	45	43%	24	20	1	(150)
Language of initial sales contact								
In Chinese	84%	39	45	13%	7	5	4	(793)
In English	85%	30	55	14%	9	4	1	(294)

** Less than ½ of 1%.*

Table 7.13 Examining LEP Chinese speakers' overall customer satisfaction by availability of Chinese language directory or operator assistance and Chinese language 911 emergency assistance

LEP Chinese speakers' overall satisfaction with their telephone service does not vary much between those who say Chinese language directory or operator assistance is available to them and those who do not. Nor are there large differences in overall customer satisfaction between LEP Chinese speakers who say Chinese language 911 emergency assistance is available to them and those who say such services are not available.

Table 7.13

Examining LEP Chinese speakers' overall customer satisfaction with their telephone service by availability of Chinese language directory or operator assistance and Chinese language 911 emergency assistance

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Chinese-speaking customers	84%	37	47	12%	8	4	4	*(1367)*
Availability of Chinese language directory or operator assistance								
Yes	84%	38	46	12%	8	4	4	*(972)*
No	89%	27	62	9%	9	*	2	*(105)*
Availability of Chinese language 911 emergency assistance								
Yes	84%	36	49	12%	7	4	4	*(942)*
No	90%	41	49	8%	7	1	2	*(129)*

** Less than ½ of 1%.*

Table 7.14 Regression analysis: Results of factors associated with LEP Chinese-speaking customers' overall satisfaction with telephone service

Of the nine questions used as indicators of satisfaction for differing areas of the customer experience, only two had statistically significant coefficients for LEP Chinese-speaking customers.

Of the four questions asking about customers' satisfaction with service in four specific areas, all but one drop away from being significant. Satisfaction with the explanation of fees of when late fees or early termination fees can be assessed or service terminated holds a high coefficient of 0.44 for LEP Chinese-speakers.

Of the three questions asking LEP Chinese speakers about the availability of Chinese-language services, only one held as being statistically significant. Whether or not customers thought their carrier had a representative available who speaks Chinese was very important for LEP Chinese speakers with a coefficient of 0.33.

Table 7.14

Regression analysis: Results of factors associated with LEP Chinese-speaking customers' overall satisfaction with telephone service

	Coefficient	P-Test
Customer satisfaction with:		
Explanation of phone charges on billing statement	0.11	0.22
Accuracy of phone charges on statement	0.13	0.14
Information given about service alternatives, features, and costs when subscribing	0.09	0.39
Explanation of when late fees or early termination fees can be assessed or service disconnected	0.44	0.00*
Years with current carrier	0.03	0.35
Contact made with company about question/problem	-0.13	0.15
Initial sales contact made in Chinese	-0.05	0.64
Perceived availability of Chinese-language customer support	0.33	0.03*
Billing statement received in Chinese	0.02	0.84

N = 247 R^2 = 0.651

** P-Test results are statistically significant.*

Table 7.15 Regression analysis: Results of factors associated with LEP Chinese-speaking customers' overall satisfaction with telephone service (among those who ever contacted their carrier about a service/billing issue)

Of the nine questions used as indicators of satisfaction for differing areas of the customer experience – among those who ever contacted their carrier about a service or billing issue – only three had statistically significant coefficients among LEP Chinese speakers.

Of the questions directly asking customers about their satisfaction with service in four specific areas, all but two drop away from being significant among LEP Chinese speakers who have ever contacted their carrier for a service or billing issue. Satisfaction with the accuracy of phone charges on their billing statement and explanation of when late fees or early termination fees can be assessed or service disconnected hold high coefficients of 0.22 and 0.29, respectively, among LEP Chinese speakers.

Of the four provider assistance related questions, including whether or not the support contact was made in Chinese, the only statistically significant coefficient was for the question regarding a representative's ability to resolve the customer's issue. The coefficient, being fairly large at 0.20, implies that LEP Chinese-speaking populations are most concerned with getting their issue resolved above all else.

Table 7.15

Regression analysis: Results of factors associated with LEP Chinese-speaking customers' overall satisfaction with telephone service (among those who ever contacted their carrier about a service/billing issue)

	Coefficient	P-Test
Customer satisfaction with:		
Explanation of phone charges on billing statement	0.01	0.89
Accuracy of phone charges on statement	0.22	0.00*
Information given about service alternatives, features, costs when subscribing	0.08	0.31
Explanation of when late fees or early termination fees can be assessed or service disconnected	0.29	0.00*
Years with current carrier	0.04	0.18
Recency of contact with carrier	-0.00	0.92
Satisfaction with amount of time it took to speak to a representative	0.02	0.75
Satisfaction with representative's ability to resolve the problem	0.20	0.01*
Contact with service representative in Chinese	0.10	0.32

N = 389 R^2 = 0.611

** P-Test results are statistically significant.*

Chapter Eight:

FACTORS ASSOCIATED WITH OVERALL CUSTOMER SATISFACTION AMONG LEP VIETNAMESE-SPEAKING CUSTOMERS

Table 8.1 Examining LEP Vietnamese speakers' overall customer satisfaction by region of residence

There are no significant differences in LEP Vietnamese speakers' overall satisfaction with their telephone service across the major regions of the state. In each region between 88% and 91% of LEP Vietnamese-speaking customers are satisfied with their phone service and between 8% and 12% are dissatisfied.

Table 8.1
Examining LEP Vietnamese speakers' overall customer satisfaction with their telephone service by region of residence

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	(n)
Total LEP Vietnamese-speaking customers	89%	33	56	10%	8	2	1	(1002)
Region								
Los Angeles County	88%	34	54	12%	7	5	*	(126)
South Coast / Other Southern CA	89%	33	56	9%	9	1	2	(415)
San Francisco Bay Area	91%	32	59	8%	6	2	1	(396)
Other Northern CA	91%	43	48	9%	9	*	*	(65)**

** Less than ½ of 1%.* *** Small sample bases.*

Table 8.2 Examining LEP Vietnamese speakers' overall customer satisfaction by gender and age

Similar high proportions of LEP Vietnamese speakers across all age groups (between 87% and 92%) report being satisfied with their telephone service overall, while just 7% to 13% are dissatisfied.

There are also no significant differences between male and female LEP Vietnamese speakers in their assessments of their overall customer satisfaction.

Table 8.2
Examining LEP Vietnamese speakers' overall customer satisfaction with their telephone service by gender and age

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	(n)
Total LEP Vietnamese-speaking customers	89%	33	56	10%	8	2	1	(1002)
Age								
18 – 29, 30 – 39, 40 – 49	92%	30	61	7%	5	2	1	(248)
50 – 64	87%	36	50	13%	11	2	*	(407)
65 or older	89%	39	50	10%	8	2	1	(347)
Gender								
Male	88%	32	56	11%	8	2	1	(589)
Female	91%	35	56	8%	7	1	1	(413)

** Less than ½ of 1%.*

Table 8.3 Examining LEP Vietnamese speakers' overall customer satisfaction by household income

While there are no large differences among LEP Vietnamese speakers' overall satisfaction with their phone service by income, lower income customers are more likely than those making higher levels of income to report being very satisfied. For example, among LEP Vietnamese speakers with annual household incomes of less than $10,000 45% are very satisfied with their telephone service overall, compared to 18% among those earning $30,000 per year or more.

Table 8.3
Examining LEP Vietnamese speakers' overall customer satisfaction with their telephone service by household income

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Vietnamese-speaking customers	89%	33	56	10%	8	2	1	*(1002)*
Household income								
Less than $10,000	92%	45	47	8%	6	2	*	*(241)*
$10,000 – $19,999 $20,000 – $29,999	87%	36	52	12%	9	4	*	*(277)*
$30,000 – $49,999 $50,000 or more	90%	18	73	10%	9	1	1	*(160)*

** Less than ½ of 1%.*

Table 8.4 Examining LEP Vietnamese speakers' overall customer satisfaction by educational attainment

Similarly, while there are no significant differences in LEP Vietnamese speakers' overall satisfaction with their telephone service by level of educational attainment. However, those who have not graduated from high school are slightly more likely than those who have attended or graduated from college to say they are very satisfied with their service.

Table 8.4
Examining LEP Vietnamese speakers' overall customer satisfaction with their telephone service by educational attainment

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Vietnamese-speaking customers	89%	33	56	10%	8	2	1	*(1002)*
Educational attainment								
Not a high school graduate	88%	38	50	12%	7	4	*	*(230)*
High school graduate	90%	34	56	9%	7	2	1	*(419)*
Attended college/college graduate	91%	26	65	8%	8	*	2	*(298)*

** Less than ½ of 1%.*

Table 8.5 Examining LEP Vietnamese speakers' overall customer satisfaction by citizenship status and home ownership

Vietnamese speakers' overall satisfaction with their telephone service does not vary significantly between U.S. citizens and non-citizens, or between homeowners and those who rent their homes.

Table 8.5

Examining LEP Vietnamese speakers' overall customer satisfaction with their telephone service by citizenship status and home ownership

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	(n)
Total LEP Vietnamese-speaking customers	89%	33	56	10%	8	2	1	(1002)
Citizenship status								
U.S. citizen	88%	33	55	11%	9	2	1	(878)
Non-citizen	97%	32	64	2%	2	*	1	(107)
Home ownership								
Homeowner	90%	31	60	9%	8	1	1	(562)
Renter	89%	37	52	10%	7	3	1	(430)

** Less than ½ of 1%.*

Table 8.6 Examining LEP Vietnamese speakers' overall customer satisfaction by ability to speak English and linguistic isolation

There are no significant differences in LEP speaking customers' overall satisfaction with telephone service across the different gradations of English fluency or between those who live in linguistically isolated households where no one speaks English and those who do not.

Table 8.6

Examining LEP Vietnamese speakers' overall customer satisfaction with their telephone service by ability to speak English and linguistic isolation

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Vietnamese-speaking customers	89%	33	56	10%	8	2	1	*(1002)*
Spoken English fluency								
Speak well but not very well	91%	34	57	7%	5	2	2	*(266)*
Speak not well/not at all	89%	33	56	11%	10	1	*	*(734)*
Household linguistic isolation								
No one in household speaks English well	87%	29	58	12%	11	1	1	*(201)*
Someone in household speaks English well	90%	34	57	9%	7	2	1	*(799)*

** Less than ½ of 1%.*

Table 8.7 Examining LEP Vietnamese speakers' overall customer satisfaction between Internet and non-Internet users

No significant differences are found in LEP Vietnamese speakers' overall customer satisfaction with their telephone service between those who report using the Internet in a typical week and those who do not.

Table 8.7

Examining LEP Vietnamese speakers' overall customer satisfaction with their telephone service between Internet and non-Internet users

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Vietnamese-speaking customers	89%	33	56	10%	8	2	1	*(1002)*
Internet use in a typical week								
Do not use Internet	89%	36	53	10%	8	2	1	*(351)*
Internet user	90%	31	58	9%	7	2	1	*(640)*

Table 8.8 Examining LEP Vietnamese speakers' overall customer satisfaction by type of phone service and years with current carrier

There are only modest differences in LEP Vietnamese speaker's overall customer satisfaction between wireless customers and those who use wireline or other non-wireless types of phones. Between 89% and 93% of the customers of each group report being satisfied with their telephone service overall, while only 7%-10% are dissatisfied. However, a somewhat smaller proportion of LEP Vietnamese speakers who subscribe to wireless service than those subscribing to wireline or other non-wireless carriers are very satisfied.

Table 8.8

Examining LEP Vietnamese speakers' overall customer satisfaction with their telephone service by type of phone service used and years with current carrier

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	(n)
Total LEP Vietnamese-speaking customers	89%	33	56	10%	8	2	1	(1002)
Type of phone service								
Wireless	89%	22	67	9%	8	1	2	(226)
ILEC† wireline/other non-wireless	90%	38	52	10%	8	2	*	(658)
Non-ILEC wireline/other non-wireless	93%	47	46	7%	5	2	*	(39)**
Years with current carrier								
Less than 1 year / 1 – 4.9 years	91%	29	62	8%	6	1	1	(195)
5 – 9.9 years	92%	34	58	6%	5	1	2	(208)
10 – 19.9 years	88%	30	58	12%	9	3	*	(336)
20 or more years	90%	45	45	10%	10	*	1	(162)

** Less than ½ of 1%.* *** Small sample base.*

† ILEC: Incumbent Local Exchange Carrier.

Table 8.9 Examining LEP Vietnamese speakers' overall customer satisfaction by past contact with company about a service issue and recency of contact

LEP Vietnamese speakers' overall customer satisfaction does not vary much between those who had occasion to contact their carrier with a question or problem and those who have not.

Table 8.9

Examining LEP Vietnamese speakers' overall customer satisfaction with their telephone service by past contact with company about a service issue and recency of contact

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Vietnamese-speaking customers	89%	33	56	10%	8	2	1	*(1002)*
Ever contacted telephone company about service issue								
No	91%	37	54	8%	6	2	1	*(438)*
Yes	89%	31	58	11%	9	2	*	*(532)*
Most recent contact …								
Within past 6 months	88%	28	60	11%	9	2	1	*(267)*
Six months or more	90%	32	58	10%	9	1	*	*(214)*

** Less than ½ of 1%.*

Table 8.10 Examining LEP Vietnamese speakers' overall customer satisfaction by satisfaction with most recent service contact and language of contact (among those who have ever contacted their carrier about a service-related issue)

Although the comparative sample sizes are small, there appear to be differences in LEP Vietnamese speakers' overall telephone service satisfaction between those satisfied and dissatisfied with the amount of time it took them to get through to a customer service representative and how well the contact was resolved. Greater than nine in ten of those satisfied with each say they are satisfied with their service overall, while satisfaction is less among those dissatisfied with these aspects.

LEP Vietnamese speakers whose most recent contact with their service representative was in Vietnamese also express slightly higher satisfaction with their telephone service than those who spoke to their representative in English. For example, 92% of those who spoke to their customer service representative in Vietnamese report being satisfied with their phone service overall, and 40% very satisfied. Among those who had to speak to their customer service representative in English, 84% were satisfied and just 18% very satisfied.

Table 8.10

Examining LEP Vietnamese speakers' overall customer satisfaction with their telephone service by satisfaction with most recent service contact and language of contact (among those who ever contacted their carrier about a service-related issue)

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	(n)
Total LEP Vietnamese-speaking customers (among those who've contacted their carrier)	89%	31	58	11%	9	2	1	(532)
Satisfaction with amount of time to get through to service representative								
Satisfied	94%	36	58	5%	5	1	1	(437)
Dissatisfied	55%	5	50	45%	37	8	*	(77)**
Satisfaction with resolution of service contact								
Satisfied	94%	36	59	5%	4	1	1	(448)
Dissatisfied	54%	6	48	46%	41	5	*	(70)**
Language of contact with service representative								
In Vietnamese	92%	40	52	8%	6	2	*	(367)
In English	84%	18	65	15%	14	1	1	(156)

** Less than ½ of 1%.* *** Small sample bases.*

Table 8.11 Examining LEP Vietnamese speakers' overall customer satisfaction by satisfaction with billing statements and language of billing statements

There are differences in LEP Vietnamese speakers' overall satisfaction between those satisfied with the accuracy and explanation of the charges on their billing statements and those who are not. Greater than nine in ten of those satisfied with these elements of their billing statements also express satisfaction with their telephone service overall. Overall satisfaction declines to about two in three among those dissatisfied with each of these billing statement factors.

There are no significant differences in the overall customer satisfaction of LEP Vietnamese speakers between those who receive their billing statement in Vietnamese and those receiving it in English.

Table 8.11
Examining LEP Vietnamese speakers' overall customer satisfaction with their telephone service by satisfaction with billing statements and language of statements

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	(n)
Total LEP Vietnamese-speaking customers	89%	33	56	10%	8	2	1	(1002)
Satisfaction with explanation of phone charges on billing statement								
Satisfied	94%	38	56	5%	4	1	1	(803)
Dissatisfied	69%	8	61	29%	27	2	2	(118)
Satisfaction with accuracy of phone charges on billing statement								
Satisfied	95%	38	57	4%	4	*	1	(793)
Dissatisfied	64%	10	54	34%	25	9	3	(131)
Language of billing statement								
In Vietnamese	93%	43	50	7%	5	2	*	(133)
In English	89%	32	56	10%	8	2	1	(833)

** Less than ½ of 1%.*

Table 8.12 Examining LEP Vietnamese speakers' overall customer satisfaction by satisfaction with explanations of late fees, service alternatives and costs when first subscribing and language of initial sales contact

There are differences in LEP Vietnamese speakers' overall customer satisfaction in relation to their satisfaction to several informational aspects of their service given them by the company. Overall customer satisfaction exceeds nine in ten among those satisfied with their company's explanation of late fees and early termination fees assessed and when their phone service can be disconnected. Similar high levels of overall customer satisfaction are noted among those satisfied with the information given them about phone service alternatives, calling features and costs when first subscribing for service. By contrast, overall satisfaction declined to about two in three among those dissatisfied with these matters.

There are no significant differences in LEP Vietnamese speakers' overall customer satisfaction between those whose initial contact with their sales representative was conducted in Vietnamese and those conducted in English.

Table 8.12

Examining LEP Vietnamese speakers' overall customer satisfaction with their telephone service by satisfaction with explanation of late fees, service alternatives and costs when first subscribing and language of initial sales contact

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Vietnamese-speaking customers	89%	33	56	10%	8	2	1	*(1002)*
Satisfaction with explanation of late fees/when phone can be disconnected								
Satisfied	93%	38	55	6%	5	2	1	*(735)*
Dissatisfied	67%	3	64	32%	29	3	2	*(106)*
Satisfaction with service alternatives/ costs when subscribing								
Satisfied	94%	38	56	5%	4	1	1	*(786)*
Dissatisfied	63%	12	52	37%	28	9	*	*(107)*
Language of initial sales contact								
In Vietnamese	92%	40	52	7%	6	1	1	*(531)*
In English	85%	26	59	15%	12	3	1	*(328)*

** Less than ½ of 1%.*

Table 8.13 Examining LEP Vietnamese speakers' overall customer satisfaction by availability of Vietnamese language directory or operator assistance and Vietnamese language 911 emergency assistance

LEP Vietnamese speakers' overall satisfaction with their phone service does not vary significantly between those who report the availability of Vietnamese language directory or operator assistance and those who do not.

Similarly, no differences in overall customer satisfaction are found among LEP Vietnamese speakers who report the availability of Vietnamese language 911 emergency assistance and those who do not.

Table 8.13

Examining LEP Vietnamese speakers' overall customer satisfaction with their telephone service by availability of Vietnamese language directory or operator assistance and Vietnamese language 911 emergency assistance

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Vietnamese-speaking customers	89%	33	56	10%	8	2	1	*(1002)*
Availability of Vietnamese language directory or operator assistance								
Yes	88%	36	52	12%	9	3	1	*(515)*
No	92%	25	67	8%	7	1	1	*(341)*
Availability of Vietnamese language 911 emergency assistance								
Yes	91%	36	54	9%	7	3	*	*(419)*
No	88%	25	63	11%	9	2	3	*(369)*

** Less than ½ of 1%.*

Table 8.14 Regression analysis: Results of factors associated with LEP Vietnamese-speaking customers' overall satisfaction with telephone service

Of the nine questions used as indicators of satisfaction for differing areas of the customer experience, only two had statistically significant coefficients among LEP Vietnamese speakers.

Of the four questions asking about LEP Vietnamese speakers' satisfaction with service in four specific areas, all but one drop away as being significant. Satisfaction with information about service alternatives, calling features and costs when first subscribing holds a high coefficient of 0.34 among LEP Vietnamese speakers.

Years with current provider also had a significant result, although a fairly small one at -0.06.

Of the three questions asking LEP Vietnamese speakers about the availability of Vietnamese language services, none held as being statistically significant.

Table 8.14

Regression analysis: Results of factors associated with LEP Vietnamese-speaking customers' overall satisfaction with telephone service

	Coefficient	P-Test
Customer satisfaction with:		
Explanation of phone charges on billing statement	0.07	0.70
Accuracy of phone charges on statement	0.13	0.33
Information given about service alternatives, features, and costs when subscribing	0.34	0.01*
Explanation of when late fees or early termination fees can be assessed or service disconnected	0.15	0.30
Years with current carrier	-0.06	0.05*
Contact made with company about question/problem	0.00	0.98
Initial sales contact made in Vietnamese	0.19	0.15
Perceived availability of Vietnamese-language customer support	0.00	0.98
Billing statement received in Vietnamese	0.02	0.89

N = 208 R^2 = 0.498

** P-Test results are statistically significant.*

Table 8.15 Regression analysis: Results of factors associated with LEP Vietnamese-speaking customers' overall satisfaction with telephone service (among those who ever contacted their carrier about a service/billing issue)

Of the nine questions used as indicators of satisfaction for differing areas of the customer experience – among those who ever contacted their carrier about a service or billing issue – only two had statistically significant coefficients among LEP Vietnamese speakers.

Of the four questions asking about customers' satisfaction with service in four specific areas, all but one drop away as being significant among LEP Vietnamese speakers who have ever contacted their carrier for a service or billing issue. Satisfaction with explanations of when late fees or early termination fees can be assessed or service disconnected held a high coefficient of 0.28 for LEP Vietnamese speakers.

Of the four provider assistance related questions, including whether or not the support contact was made in Vietnamese, the two statistically significant coefficients were for the questions regarding satisfaction with the amount of time it took to speak to a representative and a representative's ability to resolve the caller's issue. The coefficient for a representative's ability to resolve a caller's issue, again being fairly large at 0.16, implies that LEP Vietnamese-speaking customers are most concerned with getting their issue resolved.

Table 8.15

Regression analysis: Results of factors associated with LEP Vietnamese-speaking customers' overall satisfaction with telephone service (among those who ever contacted their carrier about a service/billing issue)

	Coefficient	P-Test
Customer satisfaction with:		
Explanation of phone charges on billing statement	-0.01	0.91
Accuracy of phone charges on statement	0.12	0.25
Information given about service alternatives, features, costs when subscribing	0.01	0.91
Explanation of when late fees or early termination fees can be assessed or service disconnected	0.28	0.00*
Years with current carrier	0.00	0.88
Recency of contact with carrier	-0.02	0.48
Satisfaction with amount of time it took to speak to a representative	0.11	0.07*
Satisfaction with representative's ability to resolve the problem	0.16	0.04*
Contact with service representative in Vietnamese	0.02	0.79

N = 373 R^2 = 0.407

** P-Test results are statistically significant.*

Chapter Nine:

FACTORS ASSOCIATED WITH OVERALL CUSTOMER SATISFACTION AMONG LEP KOREAN-SPEAKING CUSTOMERS

Table 9.1 Examining LEP Korean speakers' overall customer satisfaction by region of residence

There are only minor differences in LEP Korean speakers' overall customer satisfaction with their telephone service across the major regions of the state. Among LEP Korean speakers living in Los Angeles County 86% are satisfied. Satisfaction levels are marginally higher (between 90% and 92%) among LEP Korean speakers residing in other parts of the state.

Table 9.1
Examining LEP Korean speakers' overall customer satisfaction with their telephone service by region of residence

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied			Not reported	(n)
	Total	Very	Somewhat	Total	Somewhat	Very		
Total LEP Korean-speaking customers	88%	25	63	9%	6	3	2	(727)
Region								
Los Angeles County	86%	23	63	11%	6	6	2	(362)
South Coast Other Southern CA	92%	24	68	6%	5	*	2	(211)
San Francisco Bay Area Other Northern CA	90%	29	61	8%	8	1	2	(154)

** Less than ½ of 1%.*

Table 9.2 Examining LEP Korean speakers' overall customer satisfaction by gender and age

There are no differences in customer satisfaction with telephone service among LEP Korean speakers by age or gender, with between 87% and 89% expressing satisfaction with their service overall. However, female LEP Korean-speaking customers and those age 65 or older are somewhat more likely than men or younger Korean speakers to say they are very satisfied with their service.

Table 9.2
Examining LEP Korean speakers' overall customer satisfaction with their telephone service by gender and age

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	(n)
Total LEP Korean-speaking customers	88%	25	63	9%	6	3	2	(727)
Age								
18 – 29, 30 – 39, 40 – 49	89%	23	66	9%	5	4	2	(118)
50 – 64	88%	20	68	10%	6	4	2	(229)
65 or older	88%	35	53	8%	7	1	4	(380)
Gender								
Male	87%	19	68	11%	7	4	2	(323)
Female	89%	30	60	8%	5	2	3	(404)

Table 9.3 Examining LEP Korean speakers' overall customer satisfaction by household income

LEP Korean speakers' overall satisfaction with their phone service does not vary significantly across different levels of customers' household income. However, those with higher levels of annual household income ($50,000 or more) are somewhat less likely than others to report being very satisfied with their service.

Table 9.3
Examining LEP Korean speakers' overall customer satisfaction with their telephone service by household income

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Korean-speaking customers	88%	25	63	9%	6	3	2	*(727)*
Household income								
Less than $10,000	88%	31	57	9%	9	*	3	*(129)*
$10,000 – $19,999 $20,000 – $29,999 $30,000 – $49,999	92%	41	50	6%	6	1	1	*(187)*
$50,000 or more	90%	14	75	10%	5	6	*	*(131)*

** Less than ½ of 1%.*

Table 9.4 Examining LEP Korean speakers' overall customer satisfaction by educational attainment

There are no significant differences in LEP Korean speakers overall satisfaction with their phone service by the education level of the customer. Between 88% and 91% of each segment reports being satisfied with their service overall.

Table 9.4
Examining LEP Korean speakers' overall customer satisfaction with their telephone service by educational attainment

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Korean-speaking customers	88%	25	63	9%	6	3	2	*(727)*
Educational attainment								
Not a high school graduate	91%	24	66	6%	4	2	4	*(69)***
High school graduate	90%	26	64	7%	4	3	3	*(144)*
Attended college/college graduate	88%	26	62	11%	7	4	1	*(448)*

** *Small sample bases.*

Table 9.5 Examining LEP Korean speakers' overall customer satisfaction by citizenship status and home ownership

No significant differences in overall customer satisfaction with telephone service are noted between LEP Korean speakers who are U.S. citizens and those who are non-citizens.

There are also no variations in expressed satisfaction with telephone service between LEP Korean speakers who are homeowners and those who rent their homes.

Table 9.5

Examining LEP Korean speakers' overall customer satisfaction with their telephone service by citizenship status and home ownership

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Korean-speaking customers	88%	25	63	9%	6	3	2	*(727)*
Citizenship status								
U.S. citizen	87%	26	61	10%	6	4	3	*(542)*
Non-citizen	90%	25	66	8%	6	2	1	*(180)*
Home ownership								
Homeowner	88%	24	64	10%	8	2	2	*(308)*
Renter	90%	26	63	8%	4	4	2	*(407)*

Table 9.6 Examining LEP Korean speakers' overall customer satisfaction by ability to speak English and linguistic isolation

The proportions of LEP Korean speakers satisfied with their telephone service do not vary much by reported fluency of speaking English or whether a customer lives in a linguistically isolated household where no one speaks English well. Between 88% and 92% of the customers in each segment report being satisfied with their telephone service overall.

However, LEP Korean speakers who have somewhat higher levels of English fluency (i.e., speak English well but not very well) are somewhat more likely than those who don't speak English well to be very satisfied with their service. Similarly, LEP Korean speakers living in households where someone speaks English well are also somewhat more likely to say they are very satisfied than those living in linguistically isolated households.

Table 9.6

Examining LEP Korean speakers' overall customer satisfaction with their telephone service by ability to speak English and linguistic isolation

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Korean-speaking customers	88%	25	63	9%	6	3	2	*(727)*
Spoken English fluency								
Speak well but not very well	92%	33	59	7%	4	3	1	*(137)*
Speak not well/not at all	87%	20	67	10%	8	2	3	*(586)*
Household linguistic isolation								
No one in household speaks English well	88%	18	70	11%	5	6	1	*(170)*
Someone in household speaks English well	89%	27	62	8%	6	2	2	*(553)*

Table 9.7 Examining LEP Korean speakers' overall customer satisfaction between Internet and non-Internet users

A slightly larger proportion of LEP Korean speakers who use the Internet in a typical week are satisfied with their phone service (90%) than are non-Internet users (82%). The differences relate to a significantly larger proportion of Internet users reporting themselves to be somewhat satisfied with their phone service.

Table 9.7

Examining LEP Korean speakers' overall customer satisfaction with their telephone service between Internet and non-Internet users

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Korean-speaking customers	88%	25	63	9%	6	3	2	*(727)*
Internet use in a typical week								
Do not use Internet	82%	32	50	9%	5	5	8	*(226)*
Internet user	90%	24	66	9%	6	3	1	*(501)*

Table 9.8 Examining LEP Korean speakers' overall customer satisfaction by type of phone service and years with current carrier

LEP Korean speakers' overall customer satisfaction with phone service does not vary between wireless phone users and those who are wireline users or use other non-wireless services. Between 88% and 90% of each group are satisfied with their service overall, while just 8%-10% are dissatisfied. However, a slightly larger proportion of subscribers of ILEC wireline or other non-wireless services than wireless subscribers reports being very satisfied.

There are no large differences in LEP Korean speakers' overall satisfaction with their phone service by a customer's years of service with their current carrier.

Table 9.8
Examining LEP Korean speakers' overall customer satisfaction with their telephone service by type of phone service used and years with current carrier

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	(n)
Total LEP Korean-speaking customers	88%	25	63	9%	6	3	2	(727)
Type of phone service								
Wireless	88%	21	67	10%	6	5	2	(230)
ILEC† wireline/other non-wireless	90%	33	56	8%	6	2	2	(418)
Non-ILEC wireline/other non-wireless	90%	14	77	8%	5	3	2	(42)**
Years with current carrier								
Less than 1 year / 1 – 4.9 years	87%	30	56	12%	8	3	1	(136)
5 – 9.9 years	90%	22	68	8%	6	1	2	(172)
10 – 19.9 years	93%	25	68	7%	6	1	1	(198)
20 or more years	87%	33	53	7%	3	4	6	(161)

** Less than ½ of 1%.* *** Small sample bases.*
† ILEC: Incumbent Local Exchange Carrier.

Table 9.9 Examining LEP Korean speakers' overall customer satisfaction by past contact with company about a service issue and recency of contact

LEP Korean speakers who report having never contacted their carrier about a service-related question or problem are slightly more likely than those who have made such a contact to be satisfied with their telephone service overall. Among those who never had occasion to contact their carrier with a question or problem, 92% are satisfied with their service overall, while just 6% are dissatisfied. Among those who have called their carrier with a question or problem, 86% are satisfied and 13% dissatisfied.

Table 9.9

Examining LEP Korean speakers' overall customer satisfaction with their telephone service by past contact with company about a service issue and recency of contact

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Korean-speaking customers	88%	25	63	9%	6	3	2	*(727)*
Ever contacted telephone company about service issue								
No	92%	25	67	6%	4	2	3	*(371)*
Yes	86%	26	59	13%	8	5	2	*(346)*
Most recent contact …								
Within past 6 months	84%	27	56	14%	7	8	2	*(156)*
Six months or more	88%	25	63	11%	9	2	1	*(168)*

Table 9.10 Examining LEP Korean speakers' overall customer satisfaction by satisfaction with most recent service contact and language of contact (among those who have ever contacted their carrier about a service-related issue)

While the sample sizes being compared are small, there are some apparent differences in LEP Korean speakers' overall satisfaction with their phone service between those who say they were satisfied with their most recent service contact with their carrier than those who were not. Greater than nine in ten LEP Korean speakers satisfied with the amount of time it took to get through to a service representative or express satisfaction with how the contact was resolved are satisfied with their telephone service overall. This compares to somewhat lower levels of overall customer satisfaction among those dissatisfied with either of these aspects of customer service, and smaller proportions very satisfied.

Table 9.10

Examining LEP Korean speakers' overall customer satisfaction with their telephone service by satisfaction with most recent service contact and language of contact (among those who ever contacted their carrier about a service-related issue)

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	(n)
Total LEP Korean-speaking customers (among those who've contacted their carrier)	86%	26	59	13%	8	5	2	(346)
Satisfaction with amount of time to get through to service representative								
Satisfied	92%	37	55	7%	5	2	1	(202)
Dissatisfied	75%	21	54	21%	11	10	4	(103)
Satisfaction with resolution of service contact								
Satisfied	94%	33	61	6%	6	*	*	(257)
Dissatisfied	59%	3	56	39%	17	22	2	(71)**
Language of contact with service representative								
In Korean	88%	27	61	10%	4	6	2	(214)
In English	83%	25	58	16%	13	3	1	(121)

** Less than ½ of 1%.* *** Small sample bases.*

Table 9.11 Examining LEP Korean speakers' overall customer satisfaction by satisfaction with billing statements and language of billing statements

There are also some differences in the overall customer satisfaction of LEP Korean speakers between those satisfied with the accuracy and explanation of the charges on their billing statements and those who are not, although here again the sample sizes being compared are small. Greater than nine in ten of those satisfied with these elements of their billing statements express satisfaction with their telephone service overall. Overall satisfaction declines to about two in three among those dissatisfied with the explanation of the charges on their billing statement or their accuracy. In addition, these customers are also less likely to report being very satisfied with their service.

There are no large differences in LEP Korean speakers' overall satisfaction between those receiving their billing statement in Korean and those who receive it in English.

Table 9.11
Examining LEP Korean speakers' overall customer satisfaction with their telephone service by satisfaction with billing statements and language of statements

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	(n)
Total LEP Korean-speaking customers	88%	25	63	9%	6	3	2	(727)
Satisfaction with explanation of phone charges on billing statement								
Satisfied	94%	31	63	4%	3	1	2	(475)
Dissatisfied	66%	10	56	32%	21	11	2	(126)
Satisfaction with accuracy of phone charges on billing statement								
Satisfied	94%	28	66	4%	2	1	2	(516)
Dissatisfied	66%	14	52	34%	21	13	*	(112)
Language of billing statement								
In Korean	94%	26	68	5%	5	*	1	(81)**
In English	88%	25	63	10%	6	3	2	(622)

** Less than ½ of 1%.* *** Small sample bases.*

Table 9.12 Examining LEP Korean speakers' overall customer satisfaction by satisfaction with explanations of late fees, service alternatives and costs when first subscribing and language of initial sales contact

Some differences are noted in LEP Korean speakers' overall satisfaction in relation to customer assessments of the information given them when subscribing for service. Nearly all LEP Korean speakers who report being satisfied with the explanation of when late fees and early termination fees can be assessed and when their phone service can be disconnected also express satisfaction with their phone service overall. This is also true among those satisfied with the information they were given about the phone service alternatives, calling features and costs when first subscribing for service. However, among those dissatisfied with these matters, smaller proportions express satisfaction with their service overall and very few are very satisfied.

There are no differences in overall customer satisfaction among customers whose initial sales contact was conducted in Korean as among those who spoke to their sales representative in English.

Table 9.12

Examining LEP Korean speakers' overall customer satisfaction with their telephone service by satisfaction with explanation of late fees, service alternatives and costs when first subscribing and language of initial sales contact

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Korean-speaking customers	88%	25	63	9%	6	3	2	*(727)*
Satisfaction with explanation of late fees/when phone can be disconnected								
Satisfied	97%	32	65	2%	2	1	1	*(297)*
Dissatisfied	65%	6	59	33%	20	14	2	*(100)*
Satisfaction with service alternatives/ costs when subscribing								
Satisfied	94%	33	61	5%	4	1	1	*(453)*
Dissatisfied	74%	1	73	24%	13	11	2	*(113)*
Language of initial sales contact								
In Korean	89%	20	69	8%	6	2	3	*(344)*
In English	89%	32	57	10%	5	5	1	*(263)*

Table 9.13 Examining LEP Korean speakers' overall customer satisfaction by availability of Korean language directory or operator assistance and Korean language 911 emergency assistance

There are no significant differences in LEP Korean speakers' overall satisfaction with their telephone service between customers reporting the availability of Korean language operator or directory assistance and those who do not.

There are also no large differences between LEP Korean speakers who say Korean language 911 emergency assistance is available to them and those who say it is not.

Table 9.13

Examining LEP Korean speakers' overall customer satisfaction with their telephone service by availability of Korean language directory or operator assistance and Korean language 911 emergency assistance

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Korean-speaking customers	88%	25	63	9%	6	3	2	*(727)*
Availability of Korean language directory or operator assistance								
Yes	89%	26	63	9%	6	3	2	*(351)*
No	88%	24	63	10%	6	4	3	*(255)*
Availability of Korean language 911 emergency assistance								
Yes	86%	30	56	12%	4	8	2	*(256)*
No	89%	20	69	8%	7	1	3	*(320)*

Table 9.14 Regression analysis: Results of factors associated with LEP Korean-speaking customers' overall satisfaction with telephone service

The sample sizes applicable to the LEP Korean-speaking customers available for regression analysis are very small (n = 75). This is due to large numbers of LEP Korean speakers not answering all of the customer satisfaction attribute questions. Because of this, the sample size of the regression results applicable to this population do not produce reliable estimates and have not been analyzed or interpreted here.

Table 9.14

Regression analysis: Results of factors associated with LEP Korean-speaking customers' overall satisfaction with telephone service

	Coefficient	P-Test
Customer satisfaction with:		
Explanation of phone charges on billing statement	0.24	0.15
Accuracy of phone charges on statement	0.15	0.26
Information given about service alternatives, features, and costs when subscribing	-0.12	0.32
Explanation of when late fees or early termination fees can be assessed or service disconnected	0.35	0.05*
Years with current carrier	0.15	0.00*
Contact made with company about question/problem	-0.13	0.38
Initial sales contact made in Korean	-0.27	0.20
Perceived availability of Korean-language customer support	-0.10	0.53
Billing statement received in Korean	-0.36	0.05*

N = 75 R^2 = 0.736

** P-Test results are statistically significant.*

Table 9.15 Regression analysis: Results of factors associated with LEP Korean-speaking customers' overall satisfaction with telephone service (among those who ever contacted their carrier about a service/billing issue)

The sample sizes applicable to the regression runs of LEP Korean customers who have ever contacted their carrier about a service/billing issue are somewhat larger (n = 150), due to more respondents answering each of the questions. Because of this, their results are analyzed below.

Of the nine questions used as indicators of satisfaction for differing areas of the customer experience – among those who ever contacted their carrier about a service or billing issue – four had statistically significant coefficients among LEP Korean speakers.

Of the questions asking about customers' satisfaction with service in four specific areas, all but two drop away as being significant among those who have ever contacted their carrier for a service or billing issue. Explanation of phone charges on billing statements as well as accuracy of the charges held high coefficients of 0.38 and 0.23, respectively, among LEP Korean speakers.

The years that LEP Korean customers have been with their carriers also had a significant result, although a fairly small one at 0.12.

Of the provider assistance-relation questions, the only statistically significant result was the representative's ability to resolve the customer's issue, implying that LEP Korean-speaking customers are most concerned with getting their issues resolved above all else.

Table 9.15

Regression analysis: Results of factors associated with LEP Korean-speaking customers' overall satisfaction with telephone service (among those who ever contacted their carrier about a service/billing issue)

	Coefficient	P-Test
Customer satisfaction with:		
Explanation of phone charges on billing statement	0.38	0.00*
Accuracy of phone charges on statement	0.23	0.00*
Information given about service alternatives, features, costs when subscribing	0.03	0.72
Explanation of when late fees or early termination fees can be assessed or service disconnected	-0.05	0.61
Years with current carrier	0.12	0.00*
Recency of contact with carrier	-0.05	0.32
Satisfaction with amount of time it took to speak to a representative	-0.07	0.30
Satisfaction with representative's ability to resolve the problem	0.13	0.08*
Contact with service representative in Korean	-0.10	0.42

N = 150 R^2 = 0.682

** P-Test results are statistically significant.*

Chapter Ten:

FACTORS ASSOCIATED WITH OVERALL CUSTOMER SATISFACTION AMONG LEP TAGALOG-SPEAKING CUSTOMERS

Table 10.1 Examining LEP Tagalog speakers' overall customer satisfaction by region of residence

Similar proportions of LEP Tagalog speakers living in Southern California as those in Northern California (between 87% and 90%) are satisfied with their telephone service overall. A slightly larger proportion of those living in the South (64%) than those in the North (53%) are very satisfied.

Table 10.1
Examining LEP Tagalog speakers' overall customer satisfaction with their telephone service by region of residence

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Tagalog-speaking customers	89%	59	30	10%	7	3	1	*(353)*
Region								
Los Angeles County South Coast Other Southern CA	90%	64	26	9%	8	1	1	*(223)*
San Francisco Bay Area Other Northern CA	87%	53	35	11%	7	4	2	*(130)*

Table 10.2 Examining LEP Tagalog speakers' overall customer satisfaction by gender and age

LEP Tagalog speakers age 65 or older are somewhat more likely than younger residents to say they are satisfied with their telephone service overall. Nearly all (95%) older LEP Tagalog speakers are satisfied, of whom 76% report being very satisfied. This compares to overall satisfaction levels of between 84% and 89% among younger LEP Tagalog speakers. In addition, smaller proportions of younger LEP Tagalog speakers (between 50% and 56%) are very satisfied.

Also, a somewhat larger proportion of male (95%) then female (85%) LEP Tagalog speakers is satisfied with their telephone service overall.

Table 10.2
Examining LEP Tagalog speakers' overall customer satisfaction with their telephone service by gender and age

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	(n)
Total LEP Tagalog-speaking customers	89%	59	30	10%	7	3	1	(353)
Age								
18 – 29 30 – 39 40 – 49	84%	50	35	16%	11	4	*	(81)**
50 – 64	89%	56	34	10%	7	3	1	(128)
65 or older	95%	76	19	4%	3	1	2	(144)
Gender								
Male	95%	62	33	4%	2	2	1	(155)
Female	85%	57	28	14%	11	4	1	(198)

** Less than ½ of 1%.* *** Small sample bases.*

Table 10.3 Examining LEP Tagalog speakers' overall customer satisfaction by household income

While the proportion of lower income LEP Tagalog speakers satisfied with their telephone service is similar to that of higher income Tagalog speakers, more lower income residents (64%) than higher income residents (47%) are very satisfied.

Table 10.3
Examining LEP Tagalog speakers' overall customer satisfaction with their telephone service by household income

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Tagalog-speaking customers	89%	59	30	10%	7	3	1	*(353)*
Household income								
Less than $10,000 $10,000 – $19,999 $20,000 – $29,999	89%	64	25	11%	10	1	*	*(127)*
$30,000 – $49,999 $50,000 or more	86%	47	39	14%	9	5	*	*(128)*

** Less than ½ of 1%.*

Table 10.4 Examining LEP Tagalog speakers' overall customer satisfaction by educational attainment

Although sample sizes are small, LEP Tagalog speakers who have not attended college appear to be somewhat more likely than those who have attended college to say they are satisfied with their telephone service overall. Among LEP Tagalog-speaking customers with no more than a high school education, nearly all (96%) are satisfied with their telephone service overall, of whom 71% are very satisfied. Among those who have attended college, 85% are satisfied and 51% are very satisfied.

Table 10.4
Examining LEP Tagalog speakers' overall customer satisfaction with their telephone service by educational attainment

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	(n)
Total LEP Tagalog-speaking customers	89%	59	30	10%	7	3	1	(353)
Educational attainment								
8th grade or less Some high school High school graduate	96%	71	25	4%	3	1	*	(87)**
Attended college/college graduate	85%	51	34	14%	10	4	1	(254)

** Less than ½ of 1%.* *** Small sample bases.*

Table 10.5 Examining LEP Tagalog speakers' overall customer satisfaction by citizenship status and home ownership

There are no large differences in the telephone service assessments of LEP Tagalog speakers who are U.S. citizens and those who are not.

LEP Tagalog speakers who are homeowners also offer similar assessments of overall satisfaction with their phone service as renters.

Table 10.5
Examining LEP Tagalog speakers' overall customer satisfaction with their telephone service by citizenship status and home ownership

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	(n)
Total LEP Tagalog-speaking customers	89%	59	30	10%	7	3	1	(353)
Citizenship status								
U.S. citizen	90%	62	28	9%	7	2	1	(279)
Non-citizen	86%	51	35	14%	8	6	*	(73)**
Home ownership								
Homeowner	89%	57	32	11%	7	3	1	(172)
Renter	91%	64	27	8%	6	2	1	(165)

** Less than ½ of 1%.* *** Small sample bases.*

Table 10.6 Examining LEP Tagalog speakers' overall customer satisfaction by ability to speak English and linguistic isolation

LEP Tagalog speakers with a somewhat higher level of English fluency are no different in their satisfaction assessments of their telephone service as those having more difficulty speaking English.

While LEP Tagalog speakers living in linguistically isolated households appear to be somewhat less satisfied than those living in households where an English speaker resides, the sample size of this group is small.

Table 10.6

Examining LEP Tagalog speakers' overall customer satisfaction with their telephone service by ability to speak English and linguistic isolation

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Tagalog-speaking customers	89%	59	30	10%	7	3	1	*(353)*
Spoken English fluency								
Speak well but not very well	90%	59	31	10%	7	3	*	*(235)*
Speak not well/not at all	88%	60	28	11%	8	3	1	*(112)*
Household linguistic isolation								
No one in household speaks English well	78%	52	26	22%	15	7	*	*(17)***
Someone in household speaks English well	90%	60	30	9%	7	2	1	*(330)*

** Less than ½ of 1%.* *** Small sample bases.*

Table 10.7 Examining LEP Tagalog speakers' overall customer satisfaction between Internet and non-Internet users

There are no large variations in the overall customer satisfaction levels reported by LEP Tagalog speakers who report using the Internet in a typical week and those who don't.

Table 10.7

Examining LEP Tagalog speakers' overall customer satisfaction with their telephone service between Internet and non-Internet users

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Tagalog-speaking customers	89%	59	30	10%	7	3	1	*(353)*
Internet use in a typical week								
Do not use Internet	93%	63	30	6%	4	2	1	*(151)*
Internet user	87%	57	30	13%	9	4	1	*(200)*

Table 10.8 Examining LEP Tagalog speakers' overall customer satisfaction by type of phone service and years with current carrier

LEP Tagalog speakers who use wireless telephones report generally similar levels of satisfaction with their service as those using wireline or other non-wireless phones. However, a somewhat larger proportion of LEP Tagalog speakers who are subscribers to ILEC wireline or other non-wireless carriers (69%) than wireless users (53%) are very satisfied with their phone service.

Table 10.8

Examining LEP Tagalog speakers' overall customer satisfaction with their telephone service by type of phone service used and years with current carrier

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	(n)
Total LEP Tagalog-speaking customers	89%	59	30	10%	7	3	1	(353)
Type of phone service								
Wireless	88%	53	35	12%	8	4	*	(156)
ILEC† wireline/other non-wireless	93%	69	24	6%	4	2	1	(138)
Non-ILEC wireline/other non-wireless	87%	58	30	13%	11	2	*	(46)**
Years with current carrier								
Less than 1 year, 1 – 4.9 years, 5 – 9.9 years	87%	53	35	12%	8	4	1	(185)
10 – 19.9 years, 20 or more years	91%	63	28	8%	8	*	1	(161)

** Less than ½ of 1%.* *** Small sample bases.*

† ILEC: Incumbent Local Exchange Carrier.

Table 10.9 Examining LEP Tagalog speakers' overall customer satisfaction by past contact with company about a service issue and recency of contact

LEP Tagalog speakers who have never had an occasion to contact their telephone company about a question or problem with their service are somewhat more likely than those who have done so to be satisfied with their phone service overall. Nearly all LEP Tagalog speakers who have never contact their carrier with a question or problem (96%) say they are satisfied with their service overall, while just 79% say this among those who have had such contacts. This declines to 72% among the small sample of LEP Tagalog speakers surveyed who said they contacted their carrier in the past six months.

Table 10.9

Examining LEP Tagalog speakers' overall customer satisfaction with their telephone service by past contact with company about a service issue and recency of contact

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Tagalog-speaking customers	89%	59	30	10%	7	3	1	*(353)*
Ever contacted telephone company about service issue								
No	96%	70	26	2%	1	2	1	*(187)*
Yes	79%	41	38	21%	16	5	*	*(147)*
Most recent contact …								
Within past 6 months	72%	26	46	28%	28	*	*	*(72)***
Six months or more	84%	55	29	16%	4	12	*	*(61)***

** Less than ½ of 1%.* *** Small sample bases.*

Table 10.10 Examining LEP Tagalog speakers' overall customer satisfaction by satisfaction with most recent service contact and language of contact (among those who have ever contacted their carrier about a service-related issue)

While the sample sizes are quite small, there appears to be a relationship between LEP Tagalog speakers' overall satisfaction with their phone service and these customers' evaluation of the outcome of their most recent service contact with their carrier. Greater than nine in ten of those satisfied with the amount of time it took to get through to their service representative or satisfied with the resolution of the most recent contact are also satisfied with their telephone service overall. By comparison, only 26% – 36% of those dissatisfied with these aspects of the contact are satisfied with their phone service overall.

There are no significant differences between those LEP Tagalog speakers who contacted their service representative in Tagalog and those who spoke to the representative in English.

Table 10.10

Examining LEP Tagalog speakers' overall customer satisfaction with their telephone service by satisfaction with most recent service contact and language of contact (among those who ever contacted their carrier about a service-related issue)

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	(n)
Total LEP Tagalog-speaking customers (among those who've contacted their carrier)	79%	41	38	21%	16	5	*	(147)
Satisfaction with amount of time to get through to service representative								
Satisfied	91%	51	40	9%	9	*	*	(118)
Dissatisfied	36%	2	35	64%	41	23	*	(27)**
Satisfaction with resolution of service contact								
Satisfied	94%	51	42	6%	6	*	*	(119)
Dissatisfied	26%	2	24	74%	50	24	*	(25)**
Language of contact with service representative								
In Tagalog	83%	48	35	17%	17	*	*	(23)**
In English	79%	39	40	21%	16	5	*	(122)

** Less than ½ of 1%.* *** Small sample bases.*

Table 10.11 Examining LEP Tagalog speakers' overall customer satisfaction by satisfaction with billing statements and language of billing statements

Although sample sizes are small, there also appears to be a relationship between LEP Tagalog speakers' satisfaction with their billing statements and their overall satisfaction with their phone service. Nearly all of those (97%) satisfied with the explanation of the phone charges on their bill or satisfied with the accuracy of the billing statement are also satisfied with their telephone service overall, and about two-thirds are very satisfied.

By contrast, only about half of those dissatisfied with either of these two aspects are satisfied with their telephone service overall, and very few are very satisfied.

There are no significant differences in the overall customer satisfaction of the small sample LEP Tagalog speakers who receive their billing statements in Tagalog and those who report receiving it in English.

Table 10.11

Examining LEP Tagalog speakers' overall customer satisfaction with their telephone service by satisfaction with billing statements and language of statements

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	(n)
Total LEP Tagalog-speaking customers	89%	59	30	10%	7	3	1	(353)
Satisfaction with explanation of phone charges on billing statement								
Satisfied	97%	69	28	2%	2	*	1	(282)
Dissatisfied	55%	13	42	45%	30	15	*	(50)**
Satisfaction with accuracy of phone charges on billing statement								
Satisfied	97%	68	29	2%	2	*	1	(283)
Dissatisfied	52%	17	36	48%	32	15	*	(46)**
Language of billing statement								
In Tagalog	89%	74	15	11%	11	*	*	(39)**
In English	90%	58	32	10%	7	3	1	(302)

** Less than ½ of 1%.* *** Small sample bases.*

Table 10.12 Examining LEP Tagalog speakers' overall customer satisfaction by satisfaction with explanations of late fees, service alternatives and costs when first subscribing and language of initial sales contact

Some differences are observed in LEP Tagalog speakers' overall satisfaction with the phone service and the information given them by their carrier when subscribing for service, although here again the sample sizes being compared are small. Nearly all LEP Tagalog speakers satisfied with the explanation of when late fees and early termination fees can be assessed and when their phone service can be disconnected (96%) also express satisfaction with their phone service overall. A similarly large proportion (95%) of those satisfied with the information they were given about the phone service alternatives, calling features and costs when first subscribing for service also reports this. Although sample sizes are small, much smaller proportions express satisfaction with their service overall among those dissatisfied with these matters, and very few say they are very satisfied.

The proportions of LEP Tagalog speakers satisfied with their phone service overall are similar among the small sample of customers whose initial sales contact was conducted in Tagalog and those who spoke to their sales representative in English.

Table 10.12

Examining LEP Tagalog speakers' overall customer satisfaction with their telephone service by satisfaction with explanation of late fees, service alternatives and costs when first subscribing and language of initial sales contact

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Tagalog-speaking customers	89%	59	30	10%	7	3	1	*(353)*
Satisfaction with explanation of late fees/when phone can be disconnected								
Satisfied	96%	66	29	4%	3	1	1	*(288)*
Dissatisfied	52%	19	33	48%	32	16	*	*(34)***
Satisfaction with service alternatives/ costs when subscribing								
Satisfied	95%	66	29	4%	4	*	1	*(291)*
Dissatisfied	43%	4	39	57%	32	25	1	*(39)***
Language of initial sales contact								
In Tagalog	88%	60	28	10%	8	2	3	*(52)***
In English	89%	58	31	11%	8	3	*	*(278)*

** Less than ½ of 1%.* *** Small sample bases.*

Table 10.13 Examining LEP Tagalog speakers' overall customer satisfaction by availability of Tagalog language directory or operator assistance and Tagalog language 911 emergency assistance

LEP Tagalog speakers' overall satisfaction with their telephone service is slightly higher among those who report the availability of Tagalog language operator or directory assistance than those who do not. Among Tagalog speakers who say an in-language operator or directory assistance is available, 91% are satisfied with their telephone service overall, of whom 64% are very satisfied. Among those who believe this service is not available, 83% are satisfied with their phone service and just 49% are very satisfied.

There are no significant differences in overall customer satisfaction are noted between LEP Tagalog speakers who report the availability of Tagalog language 911 emergency assistance and those who do not think this is available to them.

Table 10.13

Examining LEP Tagalog speakers' overall customer satisfaction with their telephone service by availability of Tagalog language directory or operator assistance and Tagalog language 911 emergency assistance

	Overall Customer Satisfaction							
	Satisfied			Dissatisfied				
	Total	Very	Somewhat	Total	Somewhat	Very	Not reported	*(n)*
Total LEP Tagalog-speaking customers	89%	59	30	10%	7	3	1	*(353)*
Availability of Tagalog language directory or operator assistance								
Yes	91%	64	27	8%	6	2	1	*(214)*
No	83%	49	34	17%	11	6	*	*(106)*
Availability of Tagalog language 911 emergency assistance								
Yes	90%	62	28	9%	7	2	1	*(175)*
No	89%	54	35	11%	6	5	*	*(143)*

** Less than ½ of 1%.*

Table 10.14 Regression analysis: Results of factors associated with LEP Tagalog-speaking customers' overall satisfaction with telephone service

Of the nine questions used as indicators of satisfaction for differing areas of the customer experience, only one had a statistically significant coefficient among LEP Tagalog speakers.

Satisfaction with the information given about service alternatives, calling features and costs when first subscribing holds a high coefficient of 0.27 for LEP Tagalog speakers.

Of the three questions asking customers about the availability of Tagalog-language services, none had an effect on Tagalog speakers' overall satisfaction, nor did a customer's years with their provider.

Table 10.14

Regression analysis: Results of factors associated with LEP Tagalog-speaking customers' overall satisfaction with telephone service

	Coefficient	P-Test
Customer satisfaction with:		
Explanation of phone charges on billing statement	0.18	0.07
Accuracy of phone charges on statement	0.13	0.36
Information given about service alternatives, features, and costs when subscribing	0.27	0.05*
Explanation of when late fees or early termination fees can be assessed or service disconnected	0.10	0.51
Years with current carrier	-0.02	0.53
Contact made with company about question/problem	0.03	0.75
Initial sales contact made in Tagalog	0.05	0.78
Perceived availability of Tagalog-language customer support	0.10	0.43
Billing statement received in Tagalog	-0.05	0.79

N = 185 R^2 = 0.627

** P-Test results are statistically significant.*

Table 10.15 Regression analysis: Results of factors associated with LEP Tagalog-speaking customers' overall satisfaction with telephone service (among those who ever contacted their carrier about a service/billing issue)

Of the nine questions used as indicators of satisfaction for differing areas of the customer experience – among those who ever contacted their carrier about a service or billing issue – three had statistically significant coefficients among LEP Tagalog speakers.

Of the questions asking customer's satisfaction with service in four specific areas, all but one drop away as being significant among LEP Tagalog speakers who have ever contacted their carrier for a service or billing issue. The explanation of phone charges on the billing statement held a high coefficient of 0.29.

Of the four provider assistance questions, including whether or not the support contact was made in Tagalog, the only statistically significant coefficient was for the question regarding a representative's ability to resolve the caller's issue. The coefficient, again being fairly large at 0.28, implies that LEP Tagalog-speaking populations are most concerned with getting their issue resolved.

Table 10.15

Regression analysis: Results of factors associated with LEP Tagalog-speaking customers' overall satisfaction with telephone service (among those who ever contacted their carrier about a service/billing issue)

	Coefficient	P-Test
Customer satisfaction with:		
Explanation of phone charges on billing statement	0.29	0.00*
Accuracy of phone charges on statement	-0.04	0.74
Information given about service alternatives, features, costs when subscribing	0.13	0.11
Explanation of when late fees or early termination fees can be assessed or service disconnected	0.07	0.52
Years with current carrier	-0.08	0.05*
Recency of contact with carrier	-0.07	0.16
Satisfaction with amount of time it took to speak to a representative	0.03	0.72
Satisfaction with representative's ability to resolve the problem	0.28	0.01*
Contact with service representative in Tagalog	0.11	0.68

N = 119 R^2 = 0.738

** P-Test results are statistically significant.*

APPENDICES

Regression Analysis

The following provides a more detailed accounting of the regression analysis performed among LEP and English-proficient customers regarding their overall satisfaction with their telephone service.

Variable names were recorded from the variables included in the customer survey dataset as follows:

"cs8" was renamed to "overall"
"cs9" was renamed to "recomm"
"cs10" was renamed to "years"

"cs11a" was renamed to "s_charges"
"cs11b" was renamed to "s_features"
"cs11c" was renamed to "s_statements"
"cs11d" was renamed to "s_fees"

"cs12" was renamed to "contacted"
"cs13" was renamed to "whenlast"
"cs14" was renamed to "assistance"
"cs15" was renamed to "ability"
"cs16" was renamed to "support_convo"

"q17" was renamed to "cpuc"

"q18" was renamed to "signup_convo"
"q19" was renamed to "call_911"
"q20" was renamed to "operator"
"q21" was renamed to "repres"
"q22" was renamed to "bill"

"q101" was renamed to "education"
"q102a" was renamed to "engprof"
"q108" was renamed to "homeowner"
"q109" was renamed to "tenure"
"q113" was renamed to "bornus"
"q115" was renamed to "income"

Note: See Customer Survey questionnaire in Volume 4: Technical Appendix for the specific questions asked and the question numbers referred to above.

Regression analysis results for LEP and English-speaking customers regarding overall satisfaction with telephone service (Table 3.9)*

The absence of significant differences between LEP and English-speaking customers with regard to their overall customer satisfaction holds up when controlling for demographics through regression analysis. The coefficient describing the difference between English and non-English speaking customers was found to have no statistically significant effect on overall satisfaction when all else is held constant.

```
Linear regression                                      Number of obs =    5372
                                                       F( 13,  5358) =  101.40
                                                       Prob > F      =  0.0000
                                                       R-squared     =  0.3984
                                                       Root MSE      =  .56931
```

overall	Coef.	Robust Std. Err.	t	P>|t|	[95% Conf.	Interval]
years	.0266715	.0060204	4.43	0.000	.0148691	.0384739
s_charges	.1679906	.0233869	7.18	0.000	.1221427	.2138385
s_features	.2189931	.0235711	9.29	0.000	.1727841	.2652021
s_statements	.1674458	.0213498	7.84	0.000	.1255915	.2093001
s_fees	.0895255	.0191191	4.68	0.000	.0520442	.1270068
contacted	-.0196981	.0223097	-0.88	0.377	-.0634342	.0240381
english	.0109975	.0438806	0.25	0.802	-.0750264	.0970213
education	-.0095609	.0055663	-1.72	0.086	-.0204731	.0013513
homeowner	-.0437385	.024369	-1.79	0.073	-.0915118	.0040347
tenure	.0152396	.0106709	1.43	0.153	-.0056797	.0361589
bornus	-.0533043	.0467201	-1.14	0.254	-.1448947	.0382861
income	.0056027	.0055905	1.00	0.316	-.005357	.0165624
female	.0695966	.0206799	3.37	0.001	.0290556	.1101377
_cons	1.16907	.083243	14.04	0.000	1.00588	1.33226

** Denotes table number where results are summarized In the main body of the report.*

LEP Spanish speakers and LEP Tagalog speakers show no statistical differences in overall satisfaction from English speakers, with both regression coefficients statistically insignificant. LEP Chinese, Korean and Vietnamese speakers, on the other hand, show substantial coefficients of -0.14, -0.20 and -0.14, respectively. This indicates that even when accounting for demographics, LEP Chinese, Korean and Vietnamese speakers are much more likely to have a lower level of overall satisfaction compared to English speakers when all else is held constant.

```
Linear regression                                      Number of obs =    5372
                                                       F( 17,  5354) =   88.90
                                                       Prob > F      =  0.0000
                                                       R-squared     =  0.4050
                                                       Root MSE      =  .56639
```

overall	Coef.	Robust Std. Err.	t	P>|t|	[95% Conf.	Interval]
years	.0289689	.0059816	4.84	0.000	.0172426	.0406952
s_charges	.1653505	.0233721	7.07	0.000	.1195317	.2111692
s_features	.2092656	.0235369	8.89	0.000	.1631237	.2554075
s_statements	.1676955	.0212795	7.88	0.000	.1259791	.2094119
s_fees	.093612	.0190718	4.91	0.000	.0562236	.1310005
contacted	-.0288219	.0222088	-1.30	0.194	-.0723602	.0147164
spanish	.049205	.0459854	1.07	0.285	-.0409451	.1393552
chinese	-.1363691	.053763	-2.54	0.011	-.2417664	-.0309717
korean	-.2013897	.0686124	-2.94	0.003	-.335898	-.0668814
vietnamese	-.143104	.0516042	-2.77	0.006	-.2442692	-.0419389
tagalog	-.0268057	.0630307	-0.43	0.671	-.1503715	.0967601
education	.0013305	.0056676	0.23	0.814	-.0097804	.0124414
homeowner	-.0417599	.0245407	-1.70	0.089	-.0898696	.0063498
tenure	.0141065	.0107938	1.31	0.191	-.0070537	.0352668
bornus	-.0641097	.0463893	-1.38	0.167	-.1550516	.0268321
income	.0083672	.0056038	1.49	0.135	-.0026184	.0193529
female	.0762614	.0205024	3.72	0.000	.0360683	.1164546
_cons	1.136162	.0940104	12.09	0.000	.9518637	1.320461

Regression analysis: Factors associated with overall satisfaction with telephone service among all LEP customers (Table 4.14)

Factors determining overall satisfaction

A subset of survey questions were chosen to serve as indicators of satisfaction for differing areas of the customer experience. Six of these were asked to both LEP and English-speaking customers, with an additional three all relating to the availability of in-language service, asked of LEP customers only. All nine are used when running regressions to examine overall customer satisfaction for the LEP population, while the six were used for English speakers.

The six questions asked of both LEP and English-speaking customers:

- Length of tenure with current telephone company
- Satisfaction with telephone company in each of the following areas:
- Their explanation of the phone charges on billing statements
- The accuracy of the phone charges on billing statements
- The information given about phone service alternatives, calling features, and costs when first subscribing
- Their explanation of when late fees and early termination fees can be assessed or service disconnected
- Contact with their telephone company about a question or problem service or billing

The additional three asked of LEP customers only:

- Language of contact with sales representative when first subscribing for service
- Perceived availability of in-language customer support if you needed to contact the company
- Language in which billing statements are received

Of the nine questions used as indicators of satisfaction for differing areas of the customer experience among the LEP population, seven had statistically significant coefficients. These seven areas, to varying degrees, have a direct effect on overall satisfaction all else held constant.

The four questions asking LEP customers about their satisfaction with service in four specific areas have significant coefficients. Satisfaction with explanation of phone charges on billing statements; accuracy of phone charges on statements; information given about service alternatives, calling features and costs; and explanation of when late fees or early termination fees can be assessed all carried relatively high statistically significant coefficients ranging from 0.08 (explanation of fees) to 0.22 (information on service alternatives).

The duration an LEP customer has remained with their current carrier also has a statistically significant coefficient, although relatively small, on overall satisfaction of 0.02. Whether or not the LEP customer has ever contacted their carrier about a service or billing issue also has a relatively small, but statistically significant coefficient of -0.05.

Of the questions relating to access to in-language services, only asked of LEP customers, only one proves to have a statistically significant result on overall satisfaction. Whether or not billing statements are received in an LEP customer's native language has nearly as large an effect as the accuracy of charges on an individuals billing statement with a coefficient of 0.12. Neither holding the initial sign-up conversation in an individual's primary language, nor customer perceptions of whether their provider has a representative who speaks their primary language appears to have a statistically significant effect.

```
Linear regression                                      Number of obs =    2201
                                                       F( 15,  2185) =   42.02
                                                       Prob > F      =  0.0000
                                                       R-squared     =  0.4230
                                                       Root MSE      =  .54977
```

overall	Coef.	Robust Std. Err.	t	P>|t|	[95% Conf.	Interval]
years	.0226783	.0089449	2.54	0.011	.0051368	.0402197
s_charges	.1845605	.0357208	5.17	0.000	.1145102	.2546107
s_features	.2173562	.0359045	6.05	0.000	.1469457	.2877668
s_statements	.1506327	.0308344	4.89	0.000	.0901648	.2111006
s_fees	.079307	.0275787	2.88	0.004	.0252237	.1333903
contacted	-.052937	.0316412	-1.67	0.094	-.1149869	.0091129
signup_convo	.0134135	.0713439	0.19	0.851	-.1264956	.1533225
repres	.1362324	.0966053	1.41	0.159	-.0532155	.3256803
bill	.1221269	.054978	2.22	0.026	.0143123	.2299415
education	.0066556	.0088843	0.75	0.454	-.0107671	.0240782
homeowner	-.0302068	.0338748	-0.89	0.373	-.0966369	.0362233
tenure	.022182	.0172406	1.29	0.198	-.0116277	.0559917
bornus	-.0175501	.1461026	-0.12	0.904	-.3040646	.2689643
income	.0104441	.0095723	1.09	0.275	-.0083277	.0292159
female	.0727996	.0296857	2.45	0.014	.0145845	.1310147
_cons	.9279271	.1645342	5.64	0.000	.6052673	1.250587

Regression analysis: Factors associated with overall satisfaction with telephone service among LEP customers who ever contacted their carrier about a service/billing issue (Table 4.15)

Factors determining overall satisfaction

A subset of survey questions were chosen to serve as indicators of satisfaction for differing areas of the customer experience, in this case among those who ever contacted their carrier about a service or billing issue. Five of these remain the same from the primary model examining overall satisfaction, with an additional three asked regarding various components of the service related call. Since all of these individuals have contacted their provider for support, that question is dropped. All nine are therefore used when running regressions for the LEP population, while eight were used for English speakers.

The questions asked of both LEP and English-speaking customers:

- Length of tenure with current telephone company
- Satisfaction with telephone company in each of the following areas:
- Their explanation of the phone charges on billing statements
- The accuracy of the phone charges on billing statements
- The information given about phone service alternatives, calling features, and costs when first subscribing
- Their explanation of when late fees and early termination fees can be assessed or service disconnected
- Recency of contact with carrier about a service or billing issue
- Satisfaction with the amount of time it took to get through to a representative on most recent contact
- Satisfaction with the representatives' ability to resolve problem on most recent contact

The question regarding the language of contact with the service representative was not asked of English speakers:

- In-language contact with service representative (asked of LEP customers only)

Of the nine questions used as indicators of satisfaction for differing areas of the LEP customer experience – among those who ever contacted their carrier about a service or billing issue – six had statistically significant coefficients. These six areas, to varying degrees, have a direct effect on LEP customers' overall satisfaction, all else held constant.

As seen in the previous model, all four questions directly asking LEP customers about their satisfaction with service in four different areas have significant coefficients. These coefficients vary slightly from the previous model due to the different nature of this model, but remain largely the same.

The length of a customer's tenure with their current provider also has a statistically significant coefficient as before, although it remains relatively small, at 0.04.

Of the four provider assistance related questions, the only statistically significant coefficient relates to satisfaction with the representative's ability to satisfactorily resolve the caller's issue. The coefficient, being fairly large at 0.15, implies that LEP customers are most concerned with getting their issue resolved.

Linear regression

Number of obs =	2307
F(15, 2291) =	50.55
Prob > F =	0.0000
R-squared =	0.4485
Root MSE =	.57287

overall	Coef.	Robust Std. Err.	t	P>|t|	[95% Conf.	Interval]
years	.0362684	.0106801	3.40	0.001	.0153247	.057212
s_charges	.144018	.0310485	4.64	0.000	.083132	.2049041
s_features	.1423144	.0340939	4.17	0.000	.0754561	.2091726
s_statements	.1785783	.031662	5.64	0.000	.1164892	.2406674
s_fees	.048166	.0266482	1.81	0.071	-.0040911	.1004231
whenlast	-.0104721	.0154528	-0.68	0.498	-.0407751	.0198308
assistance	.0139166	.0287614	0.48	0.629	-.0424846	.0703177
ability	.1549821	.0322707	4.80	0.000	.0916993	.2182649
support_convo	-.0831046	.0558363	-1.49	0.137	-.1925995	.0263903
education	-.0147327	.0098717	-1.49	0.136	-.034091	.0046256
homeowner	-.0015069	.0385498	-0.04	0.969	-.077103	.0740892
tenure	-.0088394	.0187312	-0.47	0.637	-.0455713	.0278924
bornus	-.0736211	.160983	-0.46	0.647	-.3893087	.2420665
income	.0065563	.0103185	0.64	0.525	-.0136783	.0267908
female	.0798995	.0329894	2.42	0.016	.0152073	.1445918
_cons	1.034474	.1138502	9.09	0.000	.8112138	1.257734

Regression analysis: Results of factors associated with English-proficient customers' overall satisfaction with telephone service (Table 5.13)

For the English-speaking population a similar model was used as in the case with the LEP customer population, with the exception that the three questions asking LEP customers about the availability of in-language services were dropped. Therefore six questions are used as indicators of English speakers' satisfaction for differing areas of the customer experience.

The four questions asking English speakers about their satisfaction with service in four areas have significant coefficients as before. Satisfaction with explanation of phone charges on billing statements, accuracy of phone charges on statements, information given about service alternatives, calling features and costs, and explanation of late fees or early termination fees all carried relatively high statistically significant coefficients ranging from 0.12 (accuracy of charges on a individuals statement) to 0.23 (information on service alternatives).

The duration an English-speaking customer has remained with their current carrier also has a statistically significant coefficient, although relatively small, on overall satisfaction of 0.03. For the English-speaking population, whether or not they have contacted their provider for assistance drops away as having a statistically significant impact on overall satisfaction.

```
Linear regression                                      Number of obs =    1198
                                                       F( 12,  1185) =   36.23
                                                       Prob > F      =  0.0000
                                                       R-squared     =  0.3980
                                                       Root MSE      =  .56765
```

overall	Coef.	Robust Std. Err.	t	P>|t|	[95% Conf.	Interval]
years	.025005	.0103954	2.41	0.016	.0046096	.0454005
s_charges	.1585285	.0386231	4.10	0.000	.0827512	.2343058
s_features	.2345167	.0357913	6.55	0.000	.1642953	.3047381
s_statements	.1241947	.038894	3.19	0.001	.047886	.2005035
s_fees	.1377873	.0336113	4.10	0.000	.0718431	.2037316
contacted	-.030422	.0407197	-0.75	0.455	-.1103127	.0494688
education	-.014391	.009174	-1.57	0.117	-.03239	.0036081
homeowner	-.1463059	.0493467	-2.96	0.003	-.2431225	-.0494894
tenure	.0415368	.0162293	2.56	0.011	.0096955	.0733782
bornus	-.0751631	.0424713	-1.77	0.077	-.1584903	.0081641
income	.0093499	.0086484	1.08	0.280	-.007618	.0263179
female	.006016	.0379664	0.16	0.874	-.0684728	.0805047
_cons	1.20362	.1673631	7.19	0.000	.8752588	1.531981

Regression analysis: Results of factors associated with English-speaking customers' overall satisfaction with telephone service among those who ever contacted their carrier about a service/billing issue (Table 5.14)

For English-speaking customers, six of the questions used as indicators of satisfaction for differing areas of the customer experience – among those who ever contacted their carrier about a service or billing issue – yield statistically significant coefficients. These six areas, to varying degrees, have a direct effect on overall satisfaction all else held constant.

Similar to the results from the previous model the set of questions asking English speakers about their satisfaction with service in four specific areas, all continue to have significant coefficients. These coefficients vary slightly from the previous model due to the different nature of this model, but remain similar with the exception of the accuracy of charges on an individual's statement, which falls out as not statistically significant.

The duration an individual has remained with their current provider also drops away from having a statistically significant effect in this case.

Of the three provider assistance related questions, each had a statistically significant coefficient for English speakers. The recency of a customer's contact with their carrier had a positive impact on overall satisfaction of 0.05, as did their satisfaction with the length of time it took to reach a support representative at 0.08. The largest coefficient however, and at 0.15 matching that of LEP customers, was satisfaction with the representative's ability to resolve an English-speaking customer's issue.

```
Linear regression                                      Number of obs =     810
                                                       F( 14,   795) =   32.28
                                                       Prob > F      =  0.0000
                                                       R-squared     =  0.4785
                                                       Root MSE      =  .56233
```

overall	Coef.	Robust Std. Err.	t	P>|t|	[95% Conf.	Interval]
years	.0251019	.0134896	1.86	0.063	-.0013776	.0515815
s_charges	.1326275	.0490585	2.70	0.007	.036328	.2289269
s_features	.171444	.0388323	4.41	0.000	.0952181	.2476699
s_statements	.0723364	.0454862	1.59	0.112	-.0169509	.1616237
s_fees	.0955526	.0369984	2.58	0.010	.0229264	.1681788
whenlast	.0504254	.0173908	2.90	0.004	.0162881	.0845628
assistance	.0821482	.0421924	1.95	0.052	-.0006735	.1649698
ability	.1540285	.0426854	3.61	0.000	.070239	.2378179
education	-.0181256	.0106888	-1.70	0.090	-.0391072	.002856
homeowner	-.2019176	.0562856	-3.59	0.000	-.3124035	-.0914317
tenure	.0485694	.0201346	2.41	0.016	.0090461	.0880927
bornus	-.060439	.052447	-1.15	0.250	-.1633901	.042512
income	.0226881	.0102352	2.22	0.027	.0025968	.0427794
female	-.0069272	.0447386	-0.15	0.877	-.094747	.0808926
_cons	.8635315	.1875465	4.60	0.000	.4953867	1.231676

Regression analysis: Results of factors associated with LEP Spanish-speaking customers' overall satisfaction with telephone service (Table 6.14)

Of the nine questions used as indicators of satisfaction for differing areas of the customer experience, only five had statistically significant coefficients for LEP Spanish-speaking customers.

The questions asking LEP Spanish speakers about their satisfaction with service in four specific areas have significant coefficients as before. Satisfaction with explanation of phone charges on their billing statement, the accuracy of charges on statements, and information given about servicer alternatives, calling features and costs all carried relatively high statistically significant coefficients ranging from 0.15 (accuracy of phone charges) to 0.21 (information on service alternatives). The question regarding Spanish speakers' satisfaction with their provider's explanation of when late fees or early termination fees can be assessed remained significant but was much smaller than the other three at 0.05.

The duration an LEP Spanish-speaking customer has remained with their current provider also has a statistically significant coefficient, although relatively small, on overall satisfaction of 0.03.

Interestingly, of the three questions asking LEP Spanish speakers about the availability of Spanish language services, none prove to have a statistically significant result on overall satisfaction. This is perhaps due to LEP Spanish-speaking populations being well-served with materials and representatives available in their primary language.

Linear regression

Number of obs =	1486
F(15, 1470) =	34.65
Prob > F =	0.0000
R-squared =	0.3901
Root MSE =	.54672

overall	Coef.	Robust Std. Err.	t	P>|t|	[95% Conf.	Interval]
years	.0269909	.0097457	2.77	0.006	.0078741	.0461078
s_charges	.1844955	.0401196	4.60	0.000	.1057977	.2631933
s_features	.208479	.0374278	5.57	0.000	.1350615	.2818965
s_statements	.1477514	.0332362	4.45	0.000	.0825559	.2129469
s_fees	.0536771	.0291245	1.84	0.066	-.0034528	.1108071
contacted	-.0544745	.0357361	-1.52	0.128	-.1245736	.0156246
signup_convo	-.0019227	.1604772	-0.01	0.990	-.3167115	.312866
repres	.3560708	.2576488	1.38	0.167	-.1493278	.8614693
bill	.1083785	.0716665	1.51	0.131	-.0322011	.2489581
education	.0201531	.0087778	2.30	0.022	.0029348	.0373713
homeowner	-.0475231	.0368488	-1.29	0.197	-.119805	.0247589
tenure	.0090885	.0193452	0.47	0.639	-.0288586	.0470356
bornus	-.0519102	.1525705	-0.34	0.734	-.3511894	.2473689
income	.0261381	.0115654	2.26	0.024	.0034516	.0488246
female	.0962743	.0325098	2.96	0.003	.0325036	.1600449
_cons	.8025125	.3027441	2.65	0.008	.2086561	1.396369

Regression analysis: Results of factors associated with LEP Spanish-speaking customers' overall satisfaction with telephone service among those who ever contacted their carrier about a service/billing issue (Table 6.15)

Of the nine questions used as indicators of satisfaction for differing areas of the customer experience – among those who ever contacted their carrier about a service or billing issue – five had statistically significant coefficients among LEP Spanish speakers.

As seen in the previous model, of the questions asking customers about their satisfaction with service in four specific areas, three have statistically significant coefficients among LEP Spanish speakers. These coefficients vary slightly from the previous model due to the different nature of this model, but remain relatively the same.

The duration an LEP Spanish speaker has remained with their current carrier also has a statistically significant coefficient as before, although it remains relatively small, at 0.04.

Of the four provider assistance related questions, including whether or not the support contact was held in Spanish, the only statistically significant coefficient was satisfaction with the representative's ability to resolve the customer's issue or problem. The coefficient, being fairly large at 0.13, implies that LEP Spanish-speaking customers are most concerned with getting their issues resolved above all else.

Linear regression

Number of obs =	1276
F(15, 1260) =	39.11
Prob > F =	0.0000
R-squared =	0.4264
Root MSE =	.57001

overall	Coef.	Robust Std. Err.	t	P>|t|	[95% Conf.	Interval]
years	.0406969	.0122872	3.31	0.001	.0165913	.0648025
s_charges	.1475449	.0342893	4.30	0.000	.0802745	.2148153
s_features	.1441453	.0382812	3.77	0.000	.0690434	.2192473
s_statements	.1754656	.0356606	4.92	0.000	.1055049	.2454264
s_fees	.0215427	.0287003	0.75	0.453	-.034763	.0778484
whenlast	.0045596	.0189966	0.24	0.810	-.0327088	.0418279
assistance	.0265326	.0325001	0.82	0.414	-.0372277	.0902929
ability	.134812	.0365617	3.69	0.000	.0630834	.2065406
support_convo	.0294058	.1064688	0.28	0.782	-.1794699	.2382815
education	.0136893	.0110695	1.24	0.216	-.0080272	.0354059
homeowner	-.0043536	.0456418	-0.10	0.924	-.0938958	.0851886
tenure	-.0292214	.0217275	-1.34	0.179	-.0718475	.0134048
bornus	-.1455602	.162017	-0.90	0.369	-.463413	.1722927
income	.0263021	.0127364	2.07	0.039	.0013152	.0512891
female	.1194594	.0381682	3.13	0.002	.0445792	.1943396
_cons	1.021232	.1260666	8.10	0.000	.7739089	1.268556

Regression analysis: Results of factors associated with LEP Chinese-speaking customers' overall satisfaction with telephone service (Table 7.14)

Of the nine questions used as indicators of satisfaction for differing areas of the customer experience, only two had statistically significant coefficients for LEP Chinese-speaking customers.

Of the four questions asking about customers' satisfaction with service in four specific areas, all but one drop away from being significant. Satisfaction with the explanation of fees of when late fees or early termination fees can be assessed or service terminated holds a high coefficient of 0.44 for LEP Chinese-speakers.

Of the three questions asking LEP Chinese speakers about the availability of Chinese-language services, only one held as being statistically significant. Whether or not customers thought their carrier had a representative available who speaks Chinese was very important for LEP Chinese speakers with a coefficient of 0.33.

```
Linear regression                               Number of obs =     247
                                                F( 15,   231) =   14.40
                                                Prob > F      =  0.0000
                                                R-squared     =  0.6511
                                                Root MSE      =  .52142
```

overall	Coef.	Robust Std. Err.	t	P>|t|	[95% Conf.	Interval]
years	.0261055	.0278855	0.94	0.350	-.0288369	.081048
s_charges	.1132766	.0928282	1.22	0.224	-.0696217	.2961749
s_features	.0886201	.103071	0.86	0.391	-.1144593	.2916995
s_statements	.134465	.0911804	1.47	0.142	-.0451866	.3141165
s_fees	.438192	.0979327	4.47	0.000	.2452365	.6311475
contacted	-.1319847	.0907162	-1.45	0.147	-.3107215	.0467522
signup_convo	-.0503627	.1062129	-0.47	0.636	-.2596326	.1589073
repres	.3349258	.1481329	2.26	0.025	.0430616	.62679
bill	.0248843	.1204564	0.21	0.837	-.2124494	.2622179
education	.0133486	.0214398	0.62	0.534	-.028894	.0555913
homeowner	.0874267	.0876099	1.00	0.319	-.0851899	.2600433
tenure	.054321	.0499295	1.09	0.278	-.0440544	.1526964
bornus	.1035669	.3865905	0.27	0.789	-.6581273	.8652611
income	-.013813	.024632	-0.56	0.575	-.062345	.034719
female	.0107677	.0870361	0.12	0.902	-.1607183	.1822538
_cons	.2521426	.3951137	0.64	0.524	-.5263447	1.03063

Regression analysis: Results of factors associated with LEP Chinese-speaking customers' overall satisfaction with telephone service among those who ever contacted their carrier about a service/billing issue (Table 7.15)

Of the nine questions used as indicators of satisfaction for differing areas of the customer experience – among those who ever contacted their carrier about a service or billing issue – only three had statistically significant coefficients among LEP Chinese speakers.

Of the questions directly asking customers about their satisfaction with service in four specific areas, all but two drop away from being significant among LEP Chinese speakers who have ever contacted their carrier for a service or billing issue. Satisfaction with the accuracy of phone charges on their billing statement and explanation of when late fees or early termination fees can be assessed or service disconnected hold high coefficients of 0.22 and 0.29, respectively, among LEP Chinese speakers.

Of the four provider assistance related questions, including whether or not the support contact was made in Chinese, the only statistically significant coefficient was for the question regarding a representative's ability to resolve the customer's issue. The coefficient, being fairly large at 0.20, implies that LEP Chinese-speaking populations are most concerned with getting their issue resolved above all else.

```
Linear regression                               Number of obs =     389
                                                F( 14,   373) =       .
                                                Prob > F      =       .
                                                R-squared     =  0.6109
                                                Root MSE      =  .54464
```

overall	Coef.	Robust Std. Err.	t	P>|t|	[95% Conf.	Interval]
years	.035735	.0264691	1.35	0.178	-.0163124	.0877823
s_charges	.0088375	.0653756	0.14	0.893	-.1197133	.1373884
s_features	.0826997	.0820522	1.01	0.314	-.0786433	.2440426
s_statements	.2187866	.0659091	3.32	0.001	.0891866	.3483866
s_fees	.2905264	.0776107	3.74	0.000	.1379171	.4431358
whenlast	-.0024808	.0258642	-0.10	0.924	-.0533387	.0483772
assistance	.0183253	.0566309	0.32	0.746	-.0930307	.1296812
ability	.1970415	.0692181	2.85	0.005	.0609349	.3331481
support_convo	.0959551	.0967378	0.99	0.322	-.0942648	.286175
education	-.0187322	.0152386	-1.23	0.220	-.0486966	.0112322
homeowner	-.0019251	.0700765	-0.03	0.978	-.1397196	.1358693
tenure	.0414401	.0409136	1.01	0.312	-.0390101	.1218904
bornus	-.6223361	.1441625	-4.32	0.000	-.9058091	-.3388631
income	-.0088552	.0193025	-0.46	0.647	-.0468106	.0291001
female	.0327978	.070847	0.46	0.644	-.1065118	.1721074
_cons	.3874572	.2676991	1.45	0.149	-.1389314	.9138458

Regression analysis: Results of factors associated with LEP Vietnamese-speaking customers' overall satisfaction with telephone service (Table 8.14)

Of the nine questions used as indicators of satisfaction for differing areas of the customer experience, only two had statistically significant coefficients among LEP Vietnamese speakers.

Of the four questions asking about LEP Vietnamese speakers' satisfaction with service in four specific areas, all but one drop away as being significant. Satisfaction with information about service alternatives, calling features and costs when first subscribing holds a high coefficient of 0.34 among LEP Vietnamese speakers.

Years with current provider also had a significant result, although a fairly small one at -0.06.

Of the three questions asking LEP Vietnamese speakers about the availability of Vietnamese language services, none held as being statistically significant.

```
Linear regression                               Number of obs =     208
                                                F( 14,   193) =   15.20
                                                Prob > F      =  0.0000
                                                R-squared     =  0.4977
                                                Root MSE      =  .49989
```

overall	Coef.	Robust Std. Err.	t	P>|t|	[95% Conf.	Interval]
years	-.0580587	.0293253	-1.98	0.049	-.1158978	-.0002196
s_charges	.0674989	.1746443	0.39	0.700	-.2769576	.4119554
s_features	.3387679	.1307217	2.59	0.010	.0809414	.5965945
s_statements	.1324313	.1358008	0.98	0.331	-.1354129	.4002755
s_fees	.1462797	.1405117	1.04	0.299	-.130856	.4234153
contacted	.0023528	.102562	0.02	0.982	-.1999336	.2046391
signup_convo	.185932	.1300295	1.43	0.154	-.0705293	.4423933
repres	.0035346	.1296093	0.03	0.978	-.252098	.2591672
bill	.018363	.1372829	0.13	0.894	-.2524044	.2891305
education	.0373779	.0375786	0.99	0.321	-.0367395	.1114954
homeowner	.1145804	.1048893	1.09	0.276	-.0922961	.3214569
tenure	.0804556	.0476835	1.69	0.093	-.0135922	.1745033
bornus	0	(omitted)				
income	-.0074359	.0278509	-0.27	0.790	-.0623671	.0474953
female	.1709296	.1151148	1.48	0.139	-.0561149	.397974
_cons	.8321875	.5911488	1.41	0.161	-.333754	1.998129

Regression analysis: Results of factors associated with LEP Vietnamese-speaking customers' overall satisfaction with telephone service among those who ever contacted their carrier about a service/billing issue (Table 8.15)

Of the nine questions used as indicators of satisfaction for differing areas of the customer experience – among those who ever contacted their carrier about a service or billing issue – only three had statistically significant coefficients among LEP Vietnamese speakers.

Of the four questions asking about customers' satisfaction with service in four specific areas, all but one drop away as being significant among LEP Vietnamese speakers who have ever contacted their carrier for a service or billing issue. Satisfaction with explanations of when late fees or early termination fees can be assessed or service disconnected held a high coefficient of 0.22 for LEP Vietnamese speakers.

Of the four provider assistance related questions, including whether or not the support contact was made in Vietnamese, the two statistically significant coefficients were for the questions regarding satisfaction with the amount of time it took to speak to a representative and a representative's ability to resolve the caller's issue. The coefficient for a representative's ability to resolve a caller's issue, again being fairly large at 0.16, implies that LEP Vietnamese-speaking customers are most concerned with getting their issue resolved.

Linear regression

Number of obs =	373
F(14, 358) =	15.30
Prob > F =	0.0000
R-squared =	0.4067
Root MSE =	.50152

overall	Coef.	Robust Std. Err.	t	P>|t|	[95% Conf.	Interval]
years	.0030849	.0200737	0.15	0.878	-.0363923	.042562
s_charges	-.0114133	.1055124	-0.11	0.914	-.2189154	.1960887
s_features	.0108812	.0953436	0.11	0.909	-.1766226	.1983851
s_statements	.1199466	.1035537	1.16	0.248	-.0837034	.3235967
s_fees	.2801995	.0774965	3.62	0.000	.1277939	.4326051
whenlast	-.0165022	.0234473	-0.70	0.482	-.062614	.0296096
assistance	.110843	.0612227	1.81	0.071	-.0095583	.2312444
ability	.1583892	.075459	2.10	0.037	.0099905	.3067879
support_convo	.0202042	.0743044	0.27	0.786	-.1259237	.1663321
education	-.0100542	.0166953	-0.60	0.547	-.0428873	.022779
homeowner	-.0559011	.0722295	-0.77	0.439	-.1979485	.0861463
tenure	.0183306	.0376936	0.49	0.627	-.0557981	.0924592
bornus	0	(omitted)				
income	-.0435088	.0208314	-2.09	0.037	-.084476	-.0025416
female	-.026352	.0702809	-0.37	0.708	-.1645672	.1118632
_cons	1.280045	.2722327	4.70	0.000	.7446691	1.815422

Regression analysis: Results of factors associated with LEP Korean-speaking customers' overall satisfaction with telephone service (Table 9.14)

The sample sizes applicable to the LEP Korean-speaking customers available for regression analysis are very small (n = 75). This is due to large numbers of LEP Korean speakers not answering all of the customer satisfaction attribute questions. Because of this, the sample size of the regression results applicable to this population do not produce reliable estimates and have not been analyzed or interpreted here.

```
Linear regression                                      Number of obs =      75
                                                       F( 14,    60) =   15.58
                                                       Prob > F      =  0.0000
                                                       R-squared     =  0.7356
                                                       Root MSE      =  .45589
```

overall	Coef.	Robust Std. Err.	t	P>|t|	[95% Conf.	Interval]
years	.1534126	.0519629	2.95	0.004	.0494712	.2573539
s_charges	.2416222	.1652998	1.46	0.149	-.0890268	.5722711
s_features	-.1248194	.1255886	-0.99	0.324	-.376034	.1263952
s_statements	.1494228	.1317551	1.13	0.261	-.1141266	.4129722
s_fees	.3469473	.1751314	1.98	0.052	-.0033676	.6972622
contacted	-.134783	.15316	-0.88	0.382	-.4411486	.1715826
signup_convo	-.2682792	.2046953	-1.31	0.195	-.6777307	.1411722
repres	-.104315	.1651704	-0.63	0.530	-.4347051	.226075
bill	-.3551616	.1729818	-2.05	0.044	-.7011767	-.0091464
education	-.0463371	.0403266	-1.15	0.255	-.1270022	.0343281
homeowner	.109625	.1469583	0.75	0.459	-.1843354	.4035855
tenure	-.2599244	.1068474	-2.43	0.018	-.473651	-.0461979
bornus	0	(omitted)				
income	-.050179	.0262721	-1.91	0.061	-.1027311	.0023731
female	.4332235	.1617225	2.68	0.010	.1097303	.7567166
_cons	1.847541	.5427186	3.40	0.001	.7619419	2.93314

Regression analysis: Results of factors associated with LEP Korean-speaking customers' overall satisfaction with telephone service among those who ever contacted their carrier about a service/billing issue (Table 9.15)

The sample sizes applicable to the regression runs of LEP Korean customers who have ever contacted their carrier about a service/billing issue are somewhat larger (n = 150), due to more respondents answering each of the questions. Because of this, their results are analyzed below.

Of the nine questions used as indicators of satisfaction for differing areas of the customer experience – among those who ever contacted their carrier about a service or billing issue – four had statistically significant coefficients among LEP Korean speakers.

Of the four questions asking about customers' satisfaction with service in four specific areas, all but two drop away as being significant among those who have ever contacted their carrier for a service or billing issue. Explanation of phone charges on billing statements as well as accuracy of the charges held high coefficients of 0.38 and 0.23, respectively, among LEP Korean speakers. The years that LEP Korean customers have been with their carriers also had a significant result, although a fairly small one at 0.12.

Of the four provider assistance related questions, including whether or not the support contact was made in Korean, the only statistically significant coefficient was for the question regarding a representative's ability to resolve the customer's issue. The coefficient, being fairly large at 0.13, implies that LEP Korean-speaking populations are most concerned with getting their issue resolved above all else.

Linear regression

Number of obs =	150
F(14, 135) =	15.00
Prob > F =	0.0000
R-squared =	0.6815
Root MSE =	.46148

overall	Coef.	Robust Std. Err.	t	P>|t|	[95% Conf.	Interval]
years	.1226563	.036962	3.32	0.001	.0495568	.1957558
s_charges	.3836202	.0774288	4.95	0.000	.23049	.5367505
s_features	.0270711	.0743156	0.36	0.716	-.1199023	.1740445
s_statements	.233118	.0718084	3.25	0.001	.0911031	.3751329
s_fees	-.0474826	.0930306	-0.51	0.611	-.2314685	.1365033
whenlast	-.0456728	.0453863	-1.01	0.316	-.135433	.0440873
assistance	-.0690326	.065908	-1.05	0.297	-.1993784	.0613133
ability	.1341694	.0771995	1.74	0.084	-.0185075	.2868463
support_convo	-.102687	.1265181	-0.81	0.418	-.3529009	.1475269
education	.0122323	.0276452	0.44	0.659	-.0424413	.0669059
homeowner	.0122443	.1060359	0.12	0.908	-.197462	.2219506
tenure	-.0681654	.053767	-1.27	0.207	-.1744999	.0381691
bornus	0	(omitted)				
income	-.0037526	.0250259	-0.15	0.881	-.053246	.0457408
female	.0825467	.1232758	0.67	0.504	-.161255	.3263483
_cons	.5571625	.3291486	1.69	0.093	-.0937922	1.208117

Regression analysis: Results of factors associated with LEP Tagalog-speaking customers' overall satisfaction with telephone service (Table 10.14)

Of the nine questions used as indicators of satisfaction for differing areas of the customer experience, only two had a statistically significant coefficient among LEP Tagalog speakers.

Satisfaction with the information given about service alternatives, calling features and costs when first subscribing holds a high coefficient of 0.27 for LEP Tagalog speakers. Satisfaction with explanation of phone charges on billing statements also held a high coefficient of 0.18.

Of the three questions asking customers about the availability of Tagalog-language services, none had an effect on Tagalog speakers' overall satisfaction, nor did a customer's years with their provider.

Linear regression

Number of obs =	185
F(14, 170) =	9.93
Prob > F =	0.0000
R-squared =	0.6272
Root MSE =	.50472

overall	Coef.	Robust Std. Err.	t	P>|t|	[95% Conf.	Interval]
years	-.0204031	.0320563	-0.64	0.525	-.0836829	.0428767
s_charges	.1842674	.1020226	1.81	0.073	-.017127	.3856618
s_features	.2657715	.1351586	1.97	0.051	-.0010339	.5325769
s_statements	.1346722	.1453181	0.93	0.355	-.1521881	.4215325
s_fees	.0991782	.1505994	0.66	0.511	-.1981075	.396464
contacted	.0321923	.1030051	0.31	0.755	-.1711415	.2355262
signup_convo	.0497624	.1795369	0.28	0.782	-.3046464	.4041712
repres	.1037878	.1300719	0.80	0.426	-.1529764	.3605519
bill	-.04525	.1665477	-0.27	0.786	-.3740179	.2835178
education	-.0693251	.0329485	-2.10	0.037	-.134366	-.0042843
homeowner	-.0915421	.1215362	-0.75	0.452	-.3314566	.1483723
tenure	.0917284	.0504313	1.82	0.071	-.0078238	.1912807
bornus	0	(omitted)				
income	.0172598	.0210825	0.82	0.414	-.0243574	.0588771
female	-.1084404	.097498	-1.11	0.268	-.3009032	.0840223
_cons	1.353726	.4722313	2.87	0.005	.4215339	2.285919

Regression analysis: Results of factors associated with LEP Tagalog-speaking customers' overall satisfaction with telephone service among those who ever contacted their carrier about a service/billing issue (Table 10.15)

Of the nine questions used as indicators of satisfaction for differing areas of the customer experience – among those who ever contacted their carrier about a service or billing issue – three had statistically significant coefficients among LEP Tagalog speakers.

Of the questions asking customer's satisfaction with service in four specific areas, all but one drop away as being significant among LEP Tagalog speakers who have ever contacted their carrier for a service or billing issue. The explanation of phone charges on the billing statement held a high coefficient of 0.29.

Of the four provider assistance questions, including whether or not the support contact was made in Tagalog, the only statistically significant coefficient was for the question regarding a representative's ability to resolve the caller's issue. The coefficient, again being fairly large at 0.28, implies that LEP Tagalog-speaking populations are most concerned with getting their issue resolved.

Linear regression

Number of obs =	119
F(14, 104) =	23.68
Prob > F =	0.0000
R-squared =	0.7383
Root MSE =	.47649

overall	Coef.	Robust Std. Err.	t	P>|t|	[95% Conf.	Interval]
years	-.0841254	.0418054	-2.01	0.047	-.1670271	-.0012237
s_charges	.2941238	.0963674	3.05	0.003	.1030235	.485224
s_features	.1283733	.0806122	1.59	0.114	-.0314836	.2882302
s_statements	-.0389909	.1169956	-0.33	0.740	-.2709976	.1930157
s_fees	.070046	.1085824	0.65	0.520	-.145277	.2853689
whenlast	-.073255	.0516746	-1.42	0.159	-.1757278	.0292177
assistance	.0346284	.0969785	0.36	0.722	-.1576835	.2269404
ability	.2795403	.0965242	2.90	0.005	.0881293	.4709514
support_convo	.1103373	.2693694	0.41	0.683	-.4238324	.644507
education	-.0372165	.0459699	-0.81	0.420	-.1283766	.0539436
homeowner	-.0026921	.157108	-0.02	0.986	-.3142431	.3088589
tenure	.2208888	.0517904	4.27	0.000	.1181865	.3235912
bornus	0	(omitted)				
income	-.0002664	.0334455	-0.01	0.994	-.0665901	.0660573
female	-.0483262	.1165894	-0.41	0.679	-.2795274	.182875
_cons	.9271439	.467364	1.98	0.050	.0003436	1.853944

LIMITED ENGLISH PROFICIENCY SURVEY

VOLUME 3:

NON-CUSTOMER SURVEY REPORT

October 2013

– conducted by –

Field Research Corporation
San Francisco, California

for the
California Public Utilities Commission

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Introduction

This document presents the findings of the non-customer survey portion of the Limited English Proficiency Survey conducted by Field Research Corporation (Field Research), an independent California-based public opinion research organization, on behalf of the California Public Utilities Commission.

The overall objective of the Limited English Proficiency Survey was to examine customer satisfaction of the limited English proficiency (LEP) adults in California with their residential telephone service. Specifically, customers were asked to assess their satisfaction with the telephone service they use most to make and receive personal calls. This included all types of telephones – wireless, wireline, as well as Voice over Internet Protocol. The survey devoted most of its resources to the collection of large numbers of interviews among the five largest segments of the LEP customer population in California – LEP Spanish speakers, LEP Chinese speakers (both Mandarin and Cantonese dialects), LEP Vietnamese speakers, LEP Korean speakers and LEP Tagalog speakers. A statewide sample of English-proficient customers of any ethnicity was also surveyed to enable comparisons with each LEP customer population. The results from this portion of the survey are reported in Volume 2 Customer Survey Report, delivered to the CPUC under separate cover.

A second objective of the study was to examine the reasons LEP non-customers of telephone service give for going without residential telephone service. This was done by conducting an extended interview with the subsample of LEP customers who reported going without residential telephone service of any kind at some point during in the past five years. This population (referred to as "recent non-customers") answered an additional set of questions regarding their reasons for going without telephone service during the time of their service interruption, the length of their service interruption, how they made personal calls during this period, and their reasons for re-entering the telephone market. A control sample of English-proficient recent non-customers also was included for comparison purposes. The results from this portion of the survey are included in this report.

The non-customer survey was conducted among 361 recent non-customers identified from the customer survey. This included 252 LEP recent non-customers and 109 English-proficient recent non-customers.

The questionnaires developed for the survey was the end product of an extensive period of development involving senior staff of Field Research and CPUC staff. In addition, interested stakeholders and the general public were invited to provide comments and suggestions for the study as part of a public workshop convened by the CPUC Communications Division, and through written comments submitted to Field Research.

Once a penultimate version of the questionnaire had been developed in English, it was translated into each of six non-English languages and dialects (Spanish, Cantonese, Mandarin, Vietnamese, Korean and Tagalog) by professional translators. Following a review by a second set of translators, each questionnaire was then programmed onto Field Research's computer-assisted telephone interviewing (CATI) system in preparation for data collection. CATI imports the telephone scripts of each question and displays them in a standardized way one at a time on a computer screen at each telephone interviewer's booth. After an eligible respondent had been reached by telephone, the interviewer then reads aloud each question from the screen in the appropriate language and enters the answer code applicable to the respondent's answer through the keyboard. The data resulting from CATI interviews are compiled in an identical fashion across all languages and are stored directly on computer disk, eliminating the need for post-survey key entry.

A pilot test was conducted prior to the start of full-scale data collection, testing all survey methods and procedures, and all questionnaire scripts in each language. Upon its successful conclusion full-scale data collection commenced. All interviewing on the survey was conducted by telephone between March 21, 2012 and January 29, 2013 from Field Research's central location call center in San Diego by professionally-trained interviewers. Two different samples sources were used to identify eligible telephone customers for the survey: (1) a cross-section sample, employing a dual-frame sampling approach, combining random digit dial samples of cell phone and landline telephone listings, and (2) LEP ethnic sample augments, developed by initially matching ethnic surnames against individual cell phone and landline telephone listings targeting each LEP population in California, culled from a variety of sources. After the completion of interviewing, results from the two sample frames were combined and weights applied to align each sample to demographic and regional parameters of each population as reported in the US Census Bureau's American Community Survey.

A more detailed accounting of the survey methods used by Field Research to conduct the study can be found in Volume 4: Technical Appendix, along with copies of the non-customer survey questionnaire in all languages.

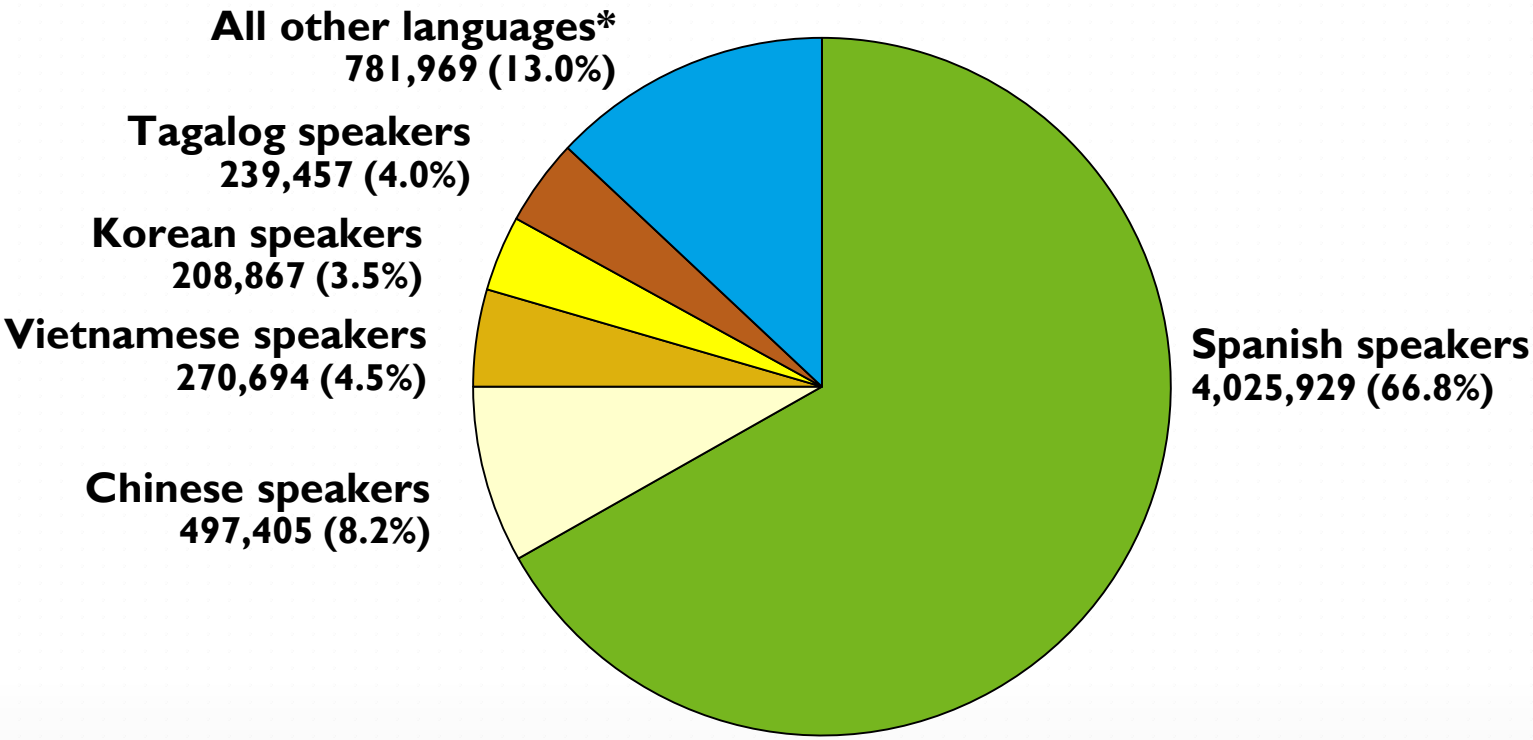
California's Limited English Proficiency Adult Population

According to the CPUC, the term "limited English proficient" refers to a person who does not speak and/or read, write or understand the English language sufficiently to access services to which he or she may be entitled. For this study LEP adults were defined as residential telephone customers in California who speak a non-English language and report not speaking English "very well."

According to the U.S. Census Bureau's American Community Survey five-year estimates (2006-2010), the number of Californians age 18 or older who speak a non-English language but do not speak English "very well" includes over six million residents. The largest ethnic components of the state's LEP population are adults whose primary language is Spanish, Chinese, Vietnamese, Korean and Tagalog. Collectively, these five LEP populations comprise 87% of all LEP adults in the state, with no other single LEP segment comprising more than 1.5% of the remainder.

The following chart displays the composition of California's LEP adult population by primary language spoken according to these Census estimates.

California's Limited English Proficiency (LEP) adult population



Total LEP Adults in California = 6,024,321
(22.1% of all adults)

** None of the other LEP languages comprised more than 1.5% of the state total.*

Source: American Community Survey, 5-year estimates, 2006-2010, U.S. Census Bureau. LEP adults defined as Californians age 18 or older who speak a non-English language and do not speak English "very well."

Notes about the data in this report

Throughout the report, the column percentages applicable to the LEP or English-proficient recent non-customers may add to slightly more or less than 100% (i.e., 99% or 101%) due to rounding. In addition, each question may include a certain proportion of respondents not answering the question. However, those respondents who did not answer each question have been quantified and are reported in each table as separate percentages.

The following are the geographic definitions applicable to the regional subgroups included in this report:

Los Angeles:	Los Angeles County
South Coast:	San Diego and Orange counties
Other Southern CA:	San Bernardino, Riverside, Imperial, Ventura, Santa Barbara, San Luis Obispo and Kern counties
San Francisco Bay Area:	San Francisco, Marin, Napa, Sonoma, Solano, Contra Costa, Alameda, Santa Clara and San Mateo counties
Other Northern CA:	Alpine, Amador, Butte, Calaveras, Colusa, Del Norte, El Dorado, Fresno, Glenn, Humboldt, Inyo, Kings, Lake, Lassen, Madera, Mariposa, Mendocino, Merced, Monterey, Modoc, Mono, Nevada, Placer, Plumas, Sacramento, San Benito, San Joaquin, Santa Cruz, Shasta, Sierra, Siskiyou, Stanislaus, Sutter, Tehama, Trinity, Tuolumne, Tulare, Yolo and Yuba counties

Summary of the Findings:

NON-CUSTOMER SURVEY

Demographic characteristics

- The income levels of the recent non-customer population are extremely low. Among LEP recent non-customers the average (median) household income is $16,600. The average household income of English-proficient recent non-customers is only slightly higher ($21,300). *Table 1.3*
- The education levels of LEP and English-proficient recent non-customers are quite different. Among LEP speakers nearly half (44%) have not graduated from high school, 42% are high school graduates and just 14% have attended or graduated from college. By contrast, just 13% of the English-proficient recent non-customers have not completed high school, 51% are high school graduates, and greater than one in three (36%) have attended or graduated from college. *Table 1.4*
- A relatively large proportion of LEP recent non-customers is under age 30 (36%). Most of the rest (48%) are between the ages of 30 and 49. Just 16% are age 50 or older. English-proficient recent non-customers tend to be an even younger population. Nearly six in ten English speakers (59%) are under age 30, 32% are between ages 30 and 49, and just 10% are age 50 or older. *Table 1.2*
- Women represent a somewhat larger proportion of the LEP recent non-customers than men (58% vs. 42%) and nearly seven in ten (69%) say a child under the age of 18 lives in their household. Among English-proficient recent non-customers the proportions of men and women are about equal, and slightly more than half (54%) have a child under age 18 in their household. *Table 1.5*
- About three in four LEP recent non-customers (73%) live in the ten-county Southern California region, including 39% in Los Angeles County. Among English-proficient recent non-customers, about two-thirds (65%) live in Southern California and a somewhat smaller proportion (23%) live in Los Angeles County. *Table 1.1*
- Large majorities of LEP recent non-customers (73%) and English-proficient recent non-customers (61%) rent their homes. *Table 1.8*

- LEP recent non-customers give a wide range of answers when asked the number of years they have lived at their current residence. About 18% have lived in their current home for less than one year, 27% have resided there one to two years, 22% between three and five years, 17% between six and ten years and 15% more than 10 years. English-proficient recent non-customers are somewhat more likely to have lived in their household for a shorter period, with half (50%) saying they lived there for two years or less and three-quarters (74%) living there five years or less. *Table 1.7*

- About six in ten LEP recent non-customers (59%) use the Internet in a typical week, of whom most (44%) access it through a home computer or through a wireless phone or other portable electronic device (27%). A much larger proportion of English-proficient recent non-customers (80%) uses the Internet in a typical week, most of whom access it through a home computer (56%) or through a wireless phone or other portable electronic device (43%). *(Adds to more than subtotals due to multiple mentions.)* *Table 1.9*

Table 1.8

- Only about one in four LEP recent non-customers (27%) are U.S. citizens. This contrasts with English-proficient recent non-customers, 89% of whom are U.S. citizens.

- While, by definition, none of the LEP recent non-customers speaks English "very well," about one in three (32%) report speaking English "well." This compares to about two in three (67%) who do not speak English well or don't speak the language at all. About one in five LEP recent non-customers (19%) report living in a linguistically isolated household where no one speaks English well. Similar distributions are obtained when LEP recent non-customers are asked about their ability to read English. *Tables 1.10-1.11*

Reasons for going without telephone service

The most frequently cited reasons recent non-customers give for going without telephone service during the time of their service interruption are similar among LEP and English speakers. These include: *Table 2.3a*

- Income was too low to qualify (LEP: 69%, English speakers: 60%)
- Monthly phone charges became too much (LEP: 66%, English speakers: 65%)
- Thought I could get along without a phone (LEP: 49%, English speakers: 43%)
- Could use another person's phone when needed (LEP: 46%, English speakers: 41%)

However, LEP recent non-customers cite two other reasons somewhat more frequently than English-proficient recent non-customers. These include: *Table 2.3a*

- Telephone company stopped service or disconnected the phone (LEP: 46%, English speakers: 31%)
- Wasn't making enough calls to make it worthwhile (LEP: 44%, English speakers: 26%)

Five other reasons for going without telephone service are cited by smaller proportions of both LEP and English-proficient recent non-customers. These include: *Table 2.3b*

- Didn't want to be bothered with a phone (LEP: 33%, English speakers: 28%)
- Owed the phone company money/couldn't get service (LEP: 26%, English speakers: 26%)
- Didn't feel comfortable contacting a phone company about getting service (LEP: 23%, English speakers: 12%)
- Couldn't control how others were using the phone (LEP: 19%, English speakers: 13%)
- The phone was lost or stolen (LEP: 16%, English speakers: 16%)

The 23% of LEP recent non-customers who said they didn't feel comfortable contacting the phone company about getting service were asked whether they felt their inability to speak English was a factor in their not being comfortable contacting a telephone company about getting service.

Table 2.3b

- About half of these LEP recent non-customers (12% of the 23%) say a language-related problem was a factor in their not contacting a telephone company about getting service.

The 46% of LEP recent non-customers who said their telephone company had stopped or disconnected their phone was a reason for going without telephone service were asked why their phone was disconnected. Most often cited were:

Table 2.4

- Couldn't afford to pay the bill (37%)
- Bill was much larger than expected (32%)
- 18% of LEP recent non-customers said they didn't understand the charges or fees on their bill as a factor.

Other reasons also cited with some frequency include:

Table 2.4

- No longer wanted or needed the phone (14%)
- Couldn't control how others used the phone (13%)
- Couldn't control the number or length of my calls (11%)
- Forgot to pay the bill (9%)

Recency and length of time without telephone service and how personal calls were made and received

Both LEP and English-proficient recent non-customers give generally similar answers when asked about the length of time they went without telephone service, when this occurred, and how they made personal calls during the period in which they were without telephone service. *Table 2.5*

- About one in three LEP (34%) and English-proficient (31%) recent non-customers went without telephone service for only one to two months during their most recent service interruption. However, another third (36% LEP and 32% English speakers) was without service for three to eleven months, and about one in four (24% LEP and 26% English speakers) was without service for one or more years. Among both populations, the average amount of time that a recent non-customer went without telephone service was about four months. *Table 2.1*
- About two thirds of LEP (66%) and English-proficient (63%) recent non-customers say their most recent service interruption occurred within the past two years, while about one third say this occurred two to five years ago. *Table 2.2*

When asked how they made personal calls when they were without a phone, LEP and English-proficient recent non-customers give generally similar responses, although a somewhat larger proportion of LEP recent non-customers say they used a public pay phone. Most frequently cited were:

- Used a friend's, neighbor's, or roommate's phone (LEP: 39%, English speakers: 42%)
- Used a public pay phone (LEP: 34%, English speakers: 20%)
- Used a relative's phone (LEP: 23%, English speakers: 24%)
- Used a phone at work (LEP: 9%, English speakers: 7%)

Reasons given by for re-subscribing to telephone service

LEP and English-proficient recent non-customers give similar reasons when asked why they decided to re-subscribe to telephone service.

Table 2.6

- The top reason cited by both groups is that they felt they needed a phone for safety reasons or for emergencies, cited by 86% of each group.
- Majorities also cite three other reasons:
  - Needed a phone for employment (LEP: 65%, English speakers: 68%)
  - My living situation or family circumstances changed (LEP: 58%, English speakers: 55%)
  - Needed to make more calls than before (LEP: 52%, English speakers: 57%)

Table 2.6

- Other reasons cited with some frequency by both populations include the following:
  - My personal financial situation improved (LEP: 48%, English speakers: 58%)
  - Wanted to be able to access the Internet, email or Facebook (LEP: 33%, English speakers: 45%)
  - My previous problems with the phone company were resolved (LEP: 43%, English speakers: 32%)

Telephone service attributes among re-subscribers

- When re-subscribing to telephone service, large majorities of LEP and English-proficient recent non-customers chose wireless telephone service. Greater than seven in ten (72%) LEP recent non-customers report this, and an even larger proportion (84%) of English speakers says this. *Table 2.7*
- Among the relatively small proportion of LEP recent non-customers re-subscribing to a wireline or other non-wireless phone, 15% re-subscribed to an Incumbent Local Exchange Carrier (ILEC), while 9% chose a non-ILEC carrier. Among the English speakers who re-subscribed to a wireline or other non-wireless telephone, 9% chose an ILEC carrier and 7% a non-ILEC carrier. *Table 2.7*
- A wide range of wireless companies was chosen by LEP and English-proficient recent non-customers when re-subscribing to telephone service. Four wireless carriers are cited by greater than one in ten of LEP recent non-customers. They include Metro PCS (14%), T-Mobile (13%), AT&T (12%) and Boost Mobile (11%). Another 8% chose Sprint wireless and 6% mentioned Verizon. English speakers who subscribed for wireless service most often cite Metro PCS (20%), T-Mobile (15%), Sprint (15%), Verizon (11%) and AT&T (8%). *Table 2.8*
- Most of the LEP recent non-customers who chose to re-subscribe to a wireline or other non-wireless carrier chose AT&T as their carrier. Of the 28% of LEP recent non-customers choosing to re-subscribe to a wireline or other non-wireless phone service, slightly less than half (12%) chose AT&T. Of the 16% of English-proficient recent non-customers choosing to re-subscribe to a wireline or other non-wireless phone service, slightly less than half (7%) chose AT&T. No other carrier (ILEC or non-ILEC) is cited by more than 3% of either LEP or English-proficient re-subscribers. *Table 2.9*

Chapter One:

DEMOGRAPHIC CHARACTERISTICS OF LEP AND ENGLISH-PROFICIENT RECENT NON-CUSTOMERS

Table 1.1 Characteristics of LEP and English-proficient recent non-customers: Region of residence

About three in four of the LEP recent non-customers (73%) live in the ten-county Southern California region, 39% of whom reside in Los Angeles County. The remaining 27% live in Northern California, 16% of whom live in the nine-county San Francisco Bay Area.

Among English-proficient recent non-customers about two-thirds (65%) live in Southern California, of whom 23% live in Los Angeles County. Of the 34% of English speakers living in the Northern California region, most (23%) live outside the San Francisco Bay Area.

Table 1.1
Characteristics of recent non-customers: Region of residence

	English-proficient recent non-customers	LEP recent non-customers
Region of residence		
Los Angeles County	23%	39%
South Coast	16	18
Other Southern California	26	16
San Francisco Bay Area	11	16
Other Northern California	23	11
(n)	*(109)*	*(252)*

Table 1.2 Characteristics of LEP and English-proficient recent non-customers: Age

Slightly more than one in three LEP recent non-customers (36%) are adults age 18-29. Most of the rest (48%) are between the ages of 30 and 49. Just 16% are age 50 or older.

English-proficient recent non-customers are an even younger segment. Nearly six in ten English speakers (59%) are under age 30, 32% are between ages 30 and 49, and just 10% are age 50 or older.

Table 1.2
Characteristics of recent non-customers: Age

	English-proficient recent non-customers	LEP recent non-customers
Age		
18 – 29	59%	36%
30 – 39	19	28
40 – 49	13	20
50 or older	10	16
(n)	*(109)*	*(252)*

Table 1.3 Characteristics of LEP and English-proficient recent non-customers: Household income

The income levels of the recent non-customer population are extremely low. Among LEP recent non-customers the average (median) household income is $16,600. While only about three in four (76%) of LEP speakers provided answers to the household income question, of those who did 20% report earning less than $10,000 per year, and another 28% have incomes of between $10,000 and $20,000. Just 1% report a household income of $50,000 or more.

The average household income of English-proficient recent non-customers is only slightly higher ($21,300). Of the 85% of English speakers answering the income question, 25% have incomes of less than $10,000 and 16% say they earn between $10,000 and $20,000, while 12% report incomes of $50,000 or more.

Table 1.3
Characteristics of recent non-customers: Household income

	English-proficient recent non-customers	LEP recent non-customers
Household income		
Less than $10,000	25%	20%
$10,00 – $19,999	16	28
$20,000 – $29,999	16	16
$30,000 – $49,999	17	11
$50,000 or more	12	1
Not reported	15	24
Median (in dollars)	$21,300	$16,600
(n)	*(109)*	*(252)*

Table 1.4 Characteristics of LEP and English-proficient recent non-customers: Educational attainment

The education levels of LEP and English-proficient non-customers are quite different. Among LEP speakers nearly half (44%) have not graduated from high school, 42% are high school graduates, and just 14% have attended or graduated from college.

By contrast, just 13% of the English-proficient recent non-customers have not completed high school, 51% are high school graduates, and about one in three (34%) have attended or graduated from college, while another 2% have completed post-graduate work.

Table 1.4
Characteristics of recent non-customers: Educational attainment

	English-proficient recent non-customers	LEP recent non-customers
Educational attainment		
8th grade or less	2%	30%
Some high school	11	14
High school graduate	51	42
Attended college or college graduate	34	14
Post-graduate work	2	*
(n)	*(109)*	*(252)*

** Less than ½ of 1%.*

Table 1.5 Characteristics of LEP and English-proficient recent non-customers: Gender and presence of children under 18

A somewhat larger proportion of the LEP recent non-customers are women (58%) than are men (42%), and nearly seven in ten (69%) say a child under the age of 18 lives in their household.

Among English-proficient recent non-customers the proportions of men and women are about equal, and slightly more than half (54%) have children under age 18 in their households.

Table 1.5
Characteristics of recent non-customers: Gender and presence of children under 18

	English-proficient recent non-customers	LEP recent non-customers
Gender		
Male	49%	42%
Female	51	58
Presence of children under 18		
Child in household	54%	69%
No children in household	44	30
Not reported	2	1
(n)	*(109)*	*(252)*

Table 1.6 Characteristics of LEP and English-proficient recent non-customers: Household size

About half of the LEP recent non-customers (47%) live in households where five or more people reside, another 37% report three or four people in their household, and just 15% are one- or two-person households.

Comparatively, fewer English-proficient recent non-customers (33%) have five or more residents, 40% have three or four, and about one in four (24%) include only one or two persons.

Table 1.6
Characteristics of recent non-customers: Household size

	English-proficient recent non-customers	LEP recent non-customers
Household size		
One	8%	3%
Two	16	12
Three	19	16
Four	21	21
Five	11	27
Six or more	22	20
Not reported	2	1
(n)	*(109)*	*(252)*

Table 1.7 Characteristics of LEP and English-proficient recent non-customers: Years at current residence

LEP recent non-customers are broadly dispersed with regard to the number of years they have lived at their current residence. About 18% say they lived in their current home for less than one year, 27% one to two years, 22% between three and five years, 17% between six and ten years, and 15% more than ten years.

English-proficient recent non-customers are somewhat more likely to have lived in their households for shorter periods. Half (50%) say they have lived at their current residence for only two years or less and 24% for three to five years, while 23% have lived there for more than five years.

Table 1.7
Characteristics of recent non-customers: Years at current residence

	English-proficient recent non-customers	LEP recent non-customers
Years at current residence		
Less than 1	19%	18%
1 – 2	31	27
3 – 5	24	22
6 – 10	13	17
More than 10 years	10	15
Not reported	3	1
(n)	*(109)*	*(252)*

Table 1.8 Characteristics of LEP and English-proficient recent non-customers: Citizenship status and home ownership

Only about one in four the LEP recent non-customers (27%) are U.S. citizens, while 71% are not. This contrasts with the English-proficient recent non-customers, 89% of whom are U.S. citizens and just 9% are non-citizens.

Large majorities of both LEP and English-proficient recent non-customers are renters. This includes about three in four (73%) of the LEP speakers and 61% of the English speakers. Just 26% of the LEP recent non-customers and 31% of the English speakers say they own their homes.

Table 1.8
Characteristics of recent non-customers: Citizenship status and home ownership

	English-proficient recent non-customers	LEP recent non-customers
Citizenship status		
U.S. citizen	89%	27%
Non-citizen	9	71
Not reported	2	1
Home ownership		
Homeowner	31%	26%
Renter	61	73
Other situation	4	1
Not reported	4	1
(n)	*(109)*	*(252)*

Table 1.9 Characteristics of LEP and English-proficient recent non-customers: Internet use in a typical week

Slightly less than six in ten of the LEP recent non-customers (59%) say they use the Internet in a typical week, while 40% do not. Most Internet users access the Internet through a home computer (44%) or through a wireless phone or other portable electronic device (27%). *(Adds to more than 59% subtotal due to multiple mentions.)*

By comparison, a much larger proportion of the English-proficient recent non-customers (80%) reports using the Internet in a typical week, while just 18% do not. Most of these Internet users access it through a home computer (56%) or a wireless phone or other portable electronic device (43%).

Table 1.9
Characteristics of recent non-customers: Internet use in a typical week

	English-proficient recent non-customers	LEP recent non-customers
Internet use		
Do not use Internet	18%	40%
Internet user	80	59
How?		
A home computer	56	44
A wireless phone/other portable electronic device	43	27
A work computer	13	3
A library computer/other community location	8	4
A school computer	6	2
Not reported	2	1
(n)	*(109)*	*(252)*

Table 1.10 Characteristics of LEP and English-proficient recent non-customers: Ability to speak English and linguistic isolation

About two-thirds (67%) of the LEP recent non-customers do not speak English well or don't speak the language at all, while one in three (32%) say they speak English well but not very well.

About one in five (19%) of the LEP recent non-customers reports living in a linguistically isolated household where no one speaks English well.

Table 1.10
Characteristics of recent non-customers: Ability to speak English and linguistic isolation

	English-proficient recent non-customers	LEP recent non-customers
Speaks English…		
Very well	N/A	–
Well	N/A	32%
Not well	N/A	48
Not at all	N/A	19
Household linguistic isolation		
No one in household speaks English well	N/A	19%
Someone in household speaks English well	N/A	81
(n)	*(N/A)*	*(252)*

N/A = Not asked.

Table 1.11 Characteristics of LEP and English-proficient recent non-customers: Ability to read English and linguistic isolation

Greater than six in ten (62%) of the LEP recent non-customers do not read English well or can't read it at all. This compares to 27% who say they can read English well and 12% who read it very well.

About one in six LEP recent non-customers (18%) lives in a household where no one reads English well.

Table 1.11
Characteristics of recent non-customers: Ability to read English and linguistic isolation

	English-proficient recent non-customers	LEP recent non-customers
Reads English…		
Very well	N/A	12%
Well	N/A	27
Not well	N/A	34
Not at all	N/A	28
Household linguistic isolation		
No one in household reads English well	N/A	18%
Someone in household reads English well	N/A	82
(n)	*(N/A)*	*(252)*

N/A = Not asked.

Chapter Two:

REASONS FOR GOING WITHOUT TELEPHONE SERVICE, ITS DURATION, HOW PERSONAL CALLS WERE MADE, REASONS FOR RE-SUBSCRIBING, AND TYPES OF PHONES AND CARRIERS CHOSEN WHEN RE-SUBSCRIBING

Table 2.1 Duration of most recent telephone service interruption

A comparison of LEP recent non-customers who went without telephone service in the recent past to English-proficient recent non-customers finds no significant differences with regard to the duration of their service interruptions. About one in three of both groups say they went without telephone service for one to two months, another third was without service for three to eleven months, and about one in four was without service for one or more years. Among each population, the average time that a recent non-customer went without telephone service was for about four months.

Table 2.1
Duration of most recent telephone service interruption

	English-proficient recent non-customers	LEP recent non-customers
Duration of service interruption		
1 – 2 months	34%	31%
3 – 5 months	20	21
6 – 11 months	16	11
1 or more years	24	26
Not reported	6	10
Average (median)	4.0 months	4.3 months
(n)	*(109)*	*(252)*

Table 2.2 Recency of last telephone service interruption

When LEP and English-proficient recent non-customers are asked when their last service interruption occurred, about two-thirds of each group say this occurred within the past two years, while about one-third report it occurred two to five years ago.

Table 2.2
Recency of last telephone service interruption

When did your last service interruption occur	English-proficient recent non-customers		LEP recent non-customers	
Within past 6 months	28%	63%	28%	66%
6 – 11 months ago	20		8	
1 – 1.9 years ago	15		30	
2 – 2.9 years ago	9		16	
3 – 4.9 years ago	27		14	
Not reported	1		4	
(n)	*(109)*		*(252)*	

Table 2.3a Reasons for going without telephone service during service interruption (1 of 2)

Both LEP and English-proficient recent non-customers give similar reasons for going without telephone service. The most frequently cited reasons and the percentage of LEP and English-proficient recent non-customers mentioning each are as follows:

- Income too low to qualify (LEP: 69%, English speakers: 60%)
- Monthly phone charges became too much (LEP: 66%, English speakers: 65%)
- Thought I could get along without a phone (LEP: 49%, English speakers: 43%)
- Could use another person's phone when needed (LEP: 46%, English speakers: 41%)

LEP recent non-customers cite two other reasons more frequently than English-proficient recent non-customers. They include:

- Telephone company stopped service or disconnected the phone (LEP: 46%, English speakers: 31%)
- Wasn't making enough calls to make it worthwhile (LEP: 44%, English speakers: 26%)

Table 2.3a
Reasons given for going without telephone service during period of service interruption (1 of 2)

Reasons for going without phone service	English-proficient recent non-customers	LEP recent non-customers
Income was too low to qualify	60%	69%
Monthly phone charges became too much	65	66
Thought I could get along without a phone	43	49
Could use another person's phone when needed	41	46
Telephone company stopped service/ disconnected the phone	31	46
Wasn't making enough calls to make it worthwhile	26	44
(n)	*(109)*	*(252)*

Note: Percentages add to more than 100% due to multiple mentions.

Table 2.3b Reasons for going without telephone service during service interruption (2 of 2)

Five other reasons for going without telephone service are cited with some frequency by both LEP and English-proficient recent non-customers. These include the following:

- Didn't want to be bothered with a phone (LEP: 33%, English speakers: 28%)
- Owed the phone company money/couldn't get service (LEP: 26%, English speakers: 26%)
- Didn't feel comfortable contacting a phone company about getting service (LEP: 23%, English speakers: 12%)
- Couldn't control how others were using the phone (LEP: 19%, English speakers: 13%)
- The phone was lost or stolen (LEP: 16%, English speakers: 16%)

One of the five reasons given – didn't feel comfortable contacting the phone company about getting service – is cited more frequently by LEP recent non-customers than English-proficient recent non-customers. The LEP recent non-customers who cited this reason were asked a follow-up question probing whether or not they felt their inability to speak English was a factor in their not feeling comfortable contacting a telephone company about getting service. The results show that about half of those LEP recent non-customers (12% of the 23%) do say that a language-related problem was a factor.

Table 2.3b
Reasons given for going without telephone service during period of service interruption (2 of 2)

	English-proficient recent non-customers	LEP recent non-customers
Reasons for going without phone service *(cont.)*		
Didn't want to be bothered with a phone	28%	33%
Owed phone company money/couldn't get service	26	26
Didn't feel comfortable contacting a phone company about getting service	12	23
Was your inability to speak English a factor?		
Yes, a language-related problem was a factor	N/A	12
No, a language-related problem was not a factor	N/A	11
Couldn't control how others were using the phone	13	19
Phone was lost or stolen	16	16
(n)	*(109)*	*(252)*

N/A = Not asked.
Note: Percentages add to more than 100% due to multiple mentions.

Table 2.4 Reasons LEP recent non-customers give for why their telephone was disconnected (among those reporting that their telephone company had stopped or disconnected their phone as a reason for their service interruption)

The 46% of LEP recent non-customers who reported that their telephone company had stopped or disconnected their phone as a reason for going without telephone service were asked a series of follow-up questions probing the reasons why their phone was disconnected. Most often cited were:

- Couldn't afford to pay the bill (37%)
- Bill was much larger than expected (32%)

Five other reasons are also cited by this segment of LEP recent non-customers with some frequency. They include:

- Didn't understand the charges or fees on the bill (18%)
- No longer wanted or needed the phone (14%)
- Couldn't control how others used the phone (13%)
- Couldn't control the number or length of my calls (11%)
- Forgot to pay the bill (9%)

Table 2.4

Reasons why LEP recent non-customers' phone was disconnected (among those who said their telephone company stopped service or disconnected their phone)

	LEP recent non-customers
Telephone company stopped/disconnected the phone (net)	**46%**
Why was phone disconnected?	
Couldn't afford to pay bill	37%
Bill was much larger than expected	32
Didn't understand the charges or fees on the bill	18
No longer wanted/needed phone	14
Couldn't control how others used the phone	13
Couldn't control the number or length of my calls	11
Forgot to pay the bill	9
(n)	*(252)*

Note: Sample sizes of English-proficient recent non-customers too small to provide reliable estimates.
Note: Percentages add to more than 100% due to multiple mentions.

Table 2.5 How recent non-customers made personal calls during their service interruption

Both LEP and English-proficient recent non-customers were asked what type of telephone they usually used to make personal calls during the period in which they were without telephone service. The distribution of replies is generally similar across the two groups, although a slightly larger proportion of LEP than English-proficient recent non-customers say they typically used a public pay phone to make personal calls during their service interruption.

- Used friend's, neighbor's, or roommate's phone (LEP: 39%, English speakers: 42%)
- Used a public pay phone (LEP: 34%, English speakers: 20%)
- Used a relative's phone (LEP: 23%, English speakers: 24%)
- Used a phone at work (LEP: 9%, English speakers: 7%)
- Used some other phone (LEP: 7%, English speakers: 16%)
- Didn't use a phone at all (LEP: 8%, English speakers: 13%)

Table 2.5
How recent non-customers made personal calls during their service interruption

	English-proficient recent non-customers	LEP recent non-customers
Type of phone used during service interruption		
Friend's/neighbor's/roommate's phone	42%	39%
Public pay phone	20	34
Relative's phone	24	23
Phone at work	7	9
Some other phone	16	7
Didn't use phone at all	13	8
(n)	*(109)*	*(252)*

Note: Percentages add to more than 100% due to multiple mentions.

Table 2.6 Why recent non-customers decided to re-subscribe to telephone service

The reasons LEP and English-proficient recent non-customers give for deciding to re-subscribe to telephone service are generally similar. The top reason among both groups is that they needed a phone for safety reasons or for emergencies, cited by 86% of each population.

Three other reasons are also cited by majorities of both LEP and English-proficient recent non-customers for re-subscribing. These include:

- Needed a phone for employment (LEP: 65%, English speakers: 68%)
- Living situation or family circumstances changed (LEP: 58%, English speakers: 55%)
- Needed to make more calls than before (LEP: 52%, English speakers: 57%)

A majority (58%) of the English-proficient recent non-customers and slightly less than half (48%) of the LEP recent non-customers say an improving financial situation was a factor in their re-subscribing to phone service. A slightly larger proportion of English-proficient (45%) than LEP (33%) recent non-customers also say they needed to access the Internet, email or Facebook as a reason for obtaining their current service.

A slightly larger proportion of LEP (43%) than English-proficient (32%) recent non-customers also say that a reason for re-subscribing was that their previous problems with their phone company had been resolved.

Table 2.6
Why recent non-customers decided to re-subscribe to telephone service

	English-proficient recent non-customers	LEP recent non-customers
Needed a phone for safety reasons or for emergencies	86%	86%
Needed a phone for employment purposes	68	65
Living situation/family circumstances changed	55	58
Needed to make more calls than before	57	52
Financial situation improved	58	48
Previous problems with phone company were resolved	32	43
Needed to be able to access the Internet, email or Facebook	45	33
(n)	*(109)*	*(252)*

Note: Percentages add to more than 100% due to multiple mentions.

Table 2.7 Type of phone chosen when re-subscribing to telephone service

When re-subscribing for telephone service, large majorities of both LEP and English-proficient recent non-customers chose to subscribe to wireless service. Greater than seven in ten (72%) LEP recent non-customers report this, as do an even larger proportion (84%) of English-proficient recent non-customers.

Among the smaller proportion of LEP recent non-customers choosing to re-subscribe to wireline or other non-wireless phones, 15% re-subscribed to an ILEC carrier, while 9% chose a non-ILEC carrier.

Among the English speakers, 9% chose an ILEC carrier and 7% a non-ILEC carrier.

Table 2.7
The type of phone chosen when re-subscribing to telephone service

	English-proficient recent non-customers	LEP recent non-customers
Wireless telephone	**84%**	**72%**
Wireline or other non-wireless telephone	**16%**	**28%**
ILEC† wireline/other non-wireless carrier	**9**	**15**
Non-ILEC wireline/other non-wireless carrier	**7**	**9**
Not classifiable	*****	**3**
(n)	*(109)*	*(252)*

** Less than ½ of 1%.*
† ILEC: Incumbent Local Exchange Carrier.
Note: Percentages add to more than 100% due to multiple mentions.

Table 2.8 Wireless carriers chosen when re-subscribing to telephone service

A wide range of wireless companies are cited by both LEP and English-proficient recent non-customers when re-subscribing to telephone service.

Four wireless carriers are cited by greater than 10% of LEP recent non-customers. They include: Metro PCS (14%), T-Mobile (13%), AT&T (12%) and Boost Mobile (11%). Another 8% chose Sprint wireless and 6% mentioned Verizon.

English speakers re-subscribing for wireless service most often cite Metro PCS (20%), followed by T-Mobile (15%), Sprint (15%), Verizon (11%), and AT&T (8%).

Table 2.8
Wireless carriers chosen when re-subscribing to telephone service

	English-proficient recent non-customers	LEP recent non-customers
Wireless carrier chosen	**84%**	**72%**
Metro PCS	20	14
T-Mobile Wireless	15	13
AT&T Mobility	8	12
Boost Mobile	1	11
Sprint**	15	8
Verizon Wireless	11	6
Cricket Communications	3	1
Virgin Mobile	3	*
Telscape Communications	*	2
Other wireless providers (less than 1% each)	3	8
Not reported	4	1
(n)	*(109)*	*(252)*

** Less than ½ of 1%.*
*** Also includes customers citing Nextel as their carrier.*

Table 2.9 Wireline/other non-wireless carriers chosen when re-subscribing to telephone service

Most of the LEP recent non-customers who chose to re-subscribe to a wireline or other non-wireless carrier chose AT&T as their carrier. Of the 28% of LEP recent non-customers choosing to re-subscribe to a wireline or other non-wireless phone service, slightly less than half (12%) chose AT&T. No other carrier (ILEC or non-ILEC) is cited by more than 3% of LEP re-subscribers.

Of the 16% of English-proficient recent non-customers choosing to re-subscribe to a wireline or other non-wireless phone service, slightly less than half (7%) chose AT&T. No other carrier (ILEC or non-ILEC) is cited by more than 3% of the English-proficient re-subscribers.

Table 2.9
Wireline/other non-wireless carriers chosen when re-subscribing to telephone service

	English-proficient recent non-customers	LEP recent non-customers
ILEC providers chosen	**9%**	**15%**
AT&T	7	12
Verizon	2	3
Other ILEC (< 1% each)	1	*
Non-ILEC providers chosen	**7%**	**9%**
Sprint	3	1
Comcast	2	1
Vonage	1	1
Time Warner	*	3
Cox California	1	*
Blue Casa	*	1
Telscape Communications	*	1
Other non-ILEC (<1% each)	*	1
Not reported	*	2
(n)	*(109)*	*(252)*

** Less than ½ of 1%.*

LIMITED ENGLISH PROFICIENCY SURVEY

VOLUME 4:

TECHNICAL APPENDIX:

SURVEY METHODS AND SURVEY QUESTIONNAIRES

October 2013

– conducted by –

Field Research Corporation
San Francisco, California

for the
California Public Utilities Commission

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Survey Questionnaires ..... following

1. Study Objectives

This document provides a summary of the survey methods used by Field Research Corporation (Field Research), an independent California-based public opinion research organization, to conduct the Limited English Proficiency Survey for the California Public Utilities Commission (CPUC). Copies of the survey questionnaires developed for the customer and non-customer surveys in each language are attached.

The primary objective of the study was to examine customer satisfaction of the limited English proficiency (LEP) population in California with their residential telephone service. Specifically, customers were asked to assess their satisfaction with the telephone service they use most to make and receive personal calls. This included all types of telephones – wireless, wireline, as well as Voice over Internet Protocol. The survey devoted most of its resources to the collection of telephone interviews among the largest segments of the LEP customer population in California – LEP Spanish speakers, LEP Chinese speakers (both Mandarin and Cantonese dialects), LEP Vietnamese speakers, LEP Korean speakers and LEP Tagalog speakers. A statewide sample of English-proficient telephone customers of any ethnicity was also surveyed for comparison purposes.

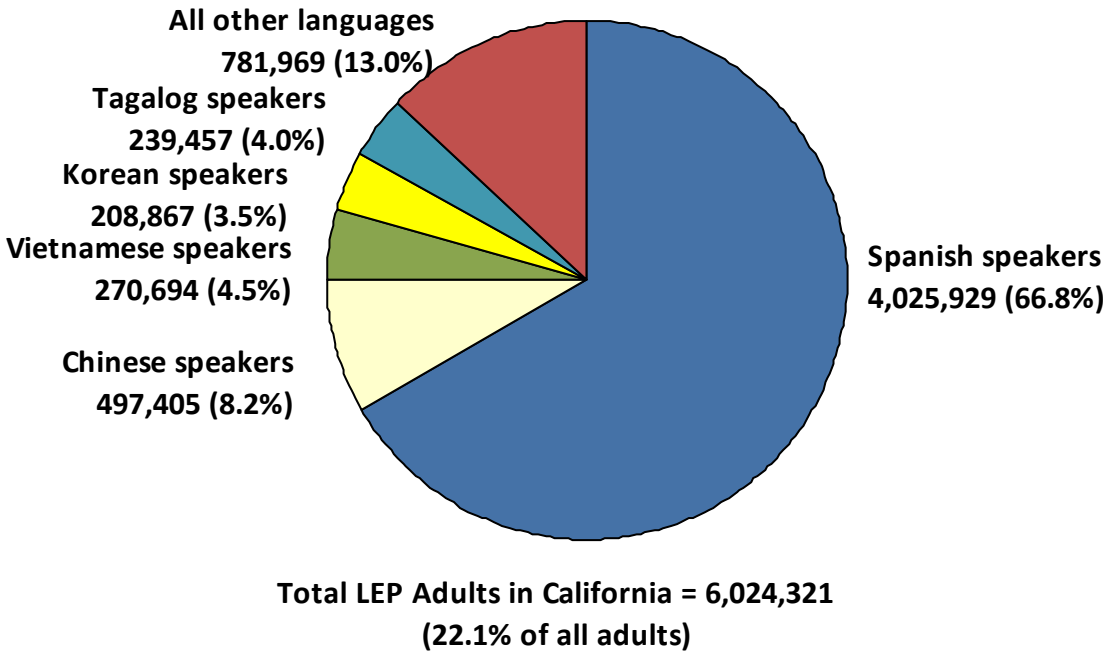
A second objective of the study was to examine the reasons LEP non-customers of telephone service give for going without residential or personal telephone service. This was done by conducting an extended interview with the subsample of LEP customers who reported going without personal telephone service of any kind at some point during in the past five years. This population (referred to as "recent non-customers") answered an additional set of questions regarding their reasons for going without telephone service during the time of their service interruption, the length of time without a residential phone, how they made personal calls during this period, and their reasons for re-entering the telephone market. A control sample of English-proficient recent non-customers also was included in this analysis for comparison purposes.

Results from the study are summarized in three volumes of written reports delivered to the CPUC. Volume 1 contains an executive summary of the major findings from both studies; Volume 2 presents the detailed results from the customer survey; while Volume 3 reports the findings from the non-customer survey.

2. California's Limited English Proficiency Population

According to the CPUC, the term "limited English proficient" refers to a person who does not speak and/or read, write or understand the English language sufficiently to access services to which he or she may be entitled. For this study LEP adults were defined as including residential telephone customers in California who speak one of the five targeted LEP languages and report not speaking English "very well."

According to the U.S. Census Bureau's American Community Survey five-year estimates (2006-2010), the number of Californians age 18 or older who speak a non-English language but do not speak English "very well" includes over six million residents. The largest ethnic components of the state's LEP population are adults whose primary language is Spanish, Chinese, Vietnamese, Korean and Tagalog. Collectively, these five LEP populations comprise 87% of all LEP adults in the state, with no other single LEP segment comprising more than 1.5% of the remainder. The following chart displays the composition of California's LEP adult population by primary language spoken according to these Census estimates.



Source: American Community Survey, 5-year estimates, 2006-2010, U.S. Census Bureau. LEP adults defined as Californians age 18 or older who speak a non-English language and do not speak English "very well."

3. Populations of Interest

For the customer survey, the populations of interest included adult telephone customers representing LEP Spanish speakers, LEP Chinese speakers, LEP Vietnamese speakers, LEP Korean speakers and LEP Tagalog speakers, as well as a control sample of English-proficient telephone customers.

For the non-customer survey, the population of interest was LEP customers who went without residential telephone service of any kind at some point during the past five years ("recent non-customers.") In addition, a sample of English-proficient recent non-customers also was examined for comparative purposes.

4. Interviewing Dates and Sample Sizes

The study was administered by telephone among random samples of LEP and English-proficient telephone customers in California March 21, 2012 – January 29, 2013. A total of 8,271 customers was surveyed. To increase the statistical precision of the comparisons, the allocation of the customer interviews was stratified across the LEP samples. The following are the numbers of interviews completed across the LEP and English-proficient customer populations included as part of the customer survey:

Total customer interviews	8,271
Total LEP customers	6,447
LEP Spanish speakers	(2,998)
LEP Chinese speakers	(1,367)
LEP Vietnamese speakers	(1,002)
LEP Korean speakers	(727)
LEP Tagalog speakers	(353)
English proficient customers (control)	1,824

Extended interviews were completed among all customers meeting the definition of a recent non-customer (i.e., those who reported having gone without residential telephone service of any kind for one month or longer during the past five years.) The numbers of recent non-customers identified and interviewed as part of the non-customer survey were as follows:

Total recent non-customers	361
LEP recent non-customers	252
English-proficient recent non-customers (control)	109

5. Questionnaire Development

The questionnaire development period began with an initial review of relevant reports and documents about the California consumer telecommunications market by Field Research staff. This included information gathered by the CPUC about carrier practices and programs for the LEP consumers from past requests to telecommunications carriers in the state. In addition, past surveys conducted by Field Research and other research companies relating to customer satisfaction and the telecommunications market also were examined.

On December 14, 2011 the Communications Division of the CPUC convened a public workshop at the CPUC's San Francisco offices to provide interested stakeholders and the general public with information about the proposed study and to obtain their comments and input. At this workshop Field Research staff reviewed the basic elements of the proposed study, its scope and proposed methodology, and offered its initial ideas of the content areas to be examined in each survey. Following this workshop, all parties were encouraged to submit additional comments and suggestions to Field Research in written form. These additional comments were reviewed in detail by Field Research staff. Following this review, Field Research offered its reactions and recommendations in a January 30, 2012 memorandum to CPUC staff, which was also distributed to the various stakeholders.

At the conclusion of this development period, Field Research prepared draft questionnaires for the customer and non-customer surveys that were submitted to the CPUC staff for review and comment. In developing the questionnaires Field Research's overriding objectives were to cover all substantive content areas necessary to meet the study's main objectives and to do so in a way to facilitate its easy survey administration by telephone among customers across a wide variety of ethnic cultures and backgrounds. Several different iterations of the survey instruments were exchanged between the CPUC and Field Research staff before the questionnaires were deemed suitable for translation and pilot testing.

6. Translation and Programming of the Questionnaires

Once penultimate versions of the customer and recent non-customer questionnaires had been developed in English, they were translated into Spanish, Mandarin, Cantonese, Vietnamese, Korean and Tagalog by professional translators at Idem Translations, a Palo Alto-based translation service. Each translation also was reviewed by a second set of translators to check their correctness and to ensure their cultural appropriateness.

All questionnaires in each language were then programmed onto Field Research's computer-assisted telephone interview (CATI) system in preparation for data collection. CATI standardizes the scripts read by telephone interviewers during the survey by displaying each question in the appropriate language one at a time on a computer screen at each interviewer's booth. The interviewer reads each question aloud to the respondent from their screen and then enters the answer code applicable to the respondent's answer through the keyboard directly to computer disk, where the information is automatically stored and compiled. This eliminates the need for post-survey key entry and its potential for introducing keypunch entry errors into the data files.

Telephone interviewing by CATI allows for greater consistency in interviewing by controlling all skip patterns, branches, randomization of items in a battery, "refer backs," and other control features during the call. It affords greater opportunities for internal control since the routing of all questions asked in each language remains under the direct control of Field Research project staff. The system also enables telephone callbacks to be routed to interviewers who had previous contact with the respondent or who possess other special skills, such as to an interviewer fluent in one of the targeted non-English languages.

Once the CATI programming was completed, the CATI scripts were reviewed online by Field Research staff and interviewers fluent in each language to ensure that all questions, response alternatives and skip patterns were programmed correctly across all languages.

Hard-copy versions of the questionnaires developed for the survey are included at the end of this report.

7. Sample Sources

Two different samples sources were employed to identify eligible telephone customers for the survey: (1) a cross-section sample, employing a dual-frame sampling approach combining random-digit dial (RDD) samples of cell phone and landline telephone listings; and, (2) LEP ethnic sample augments, developed by initially matching ethnic surveys against individual telephone listings targeting each LEP population culled from a variety of sources.[1] The following is a summary description of each of these sample sources.

[1] *A third source, RDD landline listings drawn in high-density Hispanic and Asian-American population areas of the state, was originally considered as a sample source for the study but dropped. This was because all listings from such a sample would have been restricted to landline telephone listings and would have systematically excluded the large population of cell phone customers.*

a. Cross-section Sample

The cross-section sample employed a dual-frame sampling approach, combining RDD samples of cell phone and landline telephone listings serving the state of California. Each RDD sample was purchased from the Marketing Systems Group (MSG), a leading provider of telephone samples to the survey research industry.

The dual-frame RDD sampling technique has become standard practice when attempting to produce reliable, probability-based samples of U.S. adults either nationwide or within a large geographic area like California. To ensure the broadest possible coverage of eligible telephone customers in California, the specific RDD landline sample purchased for this study was drawn from a newly developed landline sampling frame developed by MSG that accounts for nearly all operating residential landline telephone numbers in California listed and unlisted, drawn from all 100-series telephone banks.

MSG's cellular RDD sample is a telephone sample frame randomly generated within thousand series blocks (first seven digits) dedicated to provided cellular service.

While the RDD landline and cellular samples contain working, non-working and unassigned numbers, drawing telephone numbers randomly from each list ensures that the telephone listings cover nearly all telephone numbers used by Californians to make and receive personal calls.[2]

b. Ethnic Sample Augments

In order to facilitate a more detailed examination of each LEP customer population, the cross section sample was augmented to capture additional LEP telephone customers throughout the state. Telephone listings targeting each specific LEP population were purchased from List Service Direct, Inc. (LSDI), a leading supplier of ethnic lists to the marketing and marketing research industries. Their listings are initially developed by matching ethnic surnames against individual landline and cellular phone listings culled from a variety of sources, including listed telephone directories, individuals returning warranty cards or registering for a range of products and services, as well as other commercially available databases. These listings are then further refined to increase the probability of identifying LEP speakers within each targeted ethnic population.

[2] *A small segment of telephone customers are excluded from the sample frames. They include adults whose cellular phone number was assigned to them while living in another state and are not among the RDD cellular listings drawn by MSG for the state of California.*

One of the advantages of the LSDI list frame is that it contains large numbers of both cellular and landline telephone listings targeting each of the major LEP populations. For example, the original cellular list frame from which random samples of LEP cellular customers were drawn included over 1.1 million cell phone listings in California. Similarly, LSDI's frame of landline phone listings from which random samples of LEP landline telephone customers is similarly broad-based and includes over 1.1 million landline listings in the state. The telephone listings purchased from the LSDI were randomly drawn from the cellular and landline sample frames targeting LEP Spanish, LEP Chinese, LEP Vietnamese, LEP Korean and LEP Tagalog adults throughout the state.

By design, about a third of all interviews conducted with telephone customers in this study (2,778, or 34%) were derived from the cross-section sample, while the remainder was drawn from the ethnic sample augments. In addition, about a third of the interviews completed (3,287, or 40%) were conducted with customers on their cell phones and the remainder on a landline phone. After the completion of data collection, the LEP interviews were combined and weights applied to align each LEP sample to demographic and regional parameters of its overall adult population in California as reported in the five-year averages (2006-2010) of the US Census Bureau's American Community Survey. More information about the statistical weights applied to the data is provided in the "Sample Weighting" section of this report.

8. Respondent Eligibility

When implementing the samples a respondent was deemed to be eligible if he/she met the following criteria:

1. A resident of the state of California.
2. An adult age 18 or older.
3. Speaks Spanish, Mandarin, Cantonese, Vietnamese, Korean, or Tagalog and does not speak English "very well" (for the LEP customer sample).[3] For English-proficient customer sample, the respondent must speak English as their primary language or report speaking English "very well."

[3] *To verify that LEP customers included only adults who did not speak English "very well", the survey included an additional question among the survey's demographic questions asking, "How well do you speak and understand English – very well, well, not well or not at all?" In data processing, 221 customers initially thought to be eligible LEP customers testified to speaking English "very well." These respondents were removed from the LEP customer sample and counted among the English-proficient customers.*

4. Reports some involvement or had responsibility for paying the bills for the telephone used most to make and receive their personal calls.[4] In instances when the person reported no involvement in paying the bill for the phone used most for these kinds of calls, interviewers asked to speak to the adult in their household who had this responsibility.[5]

9. Interviewing Facilities

Field Research maintains its own data collection and data processing facilities, enabling it to carry out all stages of a large-scale telephone research project, like the Limited English Proficiency Survey, in-house. This maximizes control and oversight over all elements of the study.

Field Research has been using CATI technology since the 1980's and completed the data collection for this study out of its newly renovated, state-of-the-art call center in San Diego that accommodates up to 92 interviewer stations. In this facility, trained interviewers complete their interviews from individual sound-protected telephone stations under the full-time supervision of staff monitors. Calls can be monitored remotely, enabling staff supervisors and others on the project team to monitor and evaluate the interviewing in progress. This assures that all interviews in all languages are carried out properly and using similar procedures.

10. Interviewer Recruitment and Training

A total of 118 telephone interviewers were employed over the course of data collection to complete the survey. In addition to employing and recruiting its own telephone interviewers, Field Research teamed with a DVBE subcontractor, Clevinger Geoconsulting, who provided staffing services for the recruitment of additional Asian language interviewers.

Field is fully cognizant of the role that interviewers play in obtaining accurate and reliable public opinion survey data and the importance of not allowing the interview experience itself to potentially bias the results. As such, all interviewing conducted by Field Research meets the best practice standards for survey research established by the industry's leading professional associations.

An initial interviewer-training course provides interviewers with both general and specific interviewing instructions. This includes an introduction to survey research, a description of interviewer roles and responsibilities, general interviewing techniques and record keeping, refusal

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[4] *All customer survey questions were asked in reference to the telephone the eligible respondent uses most to make and receive personal calls. This was not necessarily the same phone from which the customer was reached in the survey.*

[5] *The interview was terminated in instances when respondents reported that a third party, such as a company or institution, was responsible for paying for the telephone bill of the phone they use most to make and receive their personal calls.*

conversion techniques, and confidentiality procedures. Procedures for the proper management of sample listings reaching a non-English speaking respondents are also reviewed.

In addition, an Interviewer Training Guide specially developed for the Limited English Proficiency Survey was distributed to each member of the interviewing staff. It provided interviewers with a brief introduction to the objectives of the study and its importance. The training guide also reviewed general eligibility requirements for respondent participation in the survey, suggestions for minimizing respondent refusals, and answers to frequently asked questions.

At the conclusion of their training, interviewers conducted mock interviews, and Field Research's professional interviewing supervisors evaluated their performance. Before the start of data collection, interviewers attended a briefing session where specific calling procedures were described in detail by the Study Director or by survey staff supervisors. During this session Field Research staff provided a question-by-question review of all items in the survey. The session also reviewed recommended best-practice approaches for dealing with different interviewing situations, specified how to document the results of each contact attempt and the scheduling of callbacks, and reviewed the survey's confidentiality requirements.

11. Study Auspices and Confidentiality

At the beginning of each call attempt, eligible respondents were informed that they had been randomly selected to participate in a research survey about their telephone service, conducted "on behalf of the California Public Utilities Commission, the state government agency that protects consumers and ensures that they have access to reliable telephone service." Those who wanted to verify the survey's auspices were provided a contact telephone number within the CPUC where they could verify its legitimacy. To maintain confidentiality and maximize cooperation, interviewers also assured respondents that their answers to all questions were anonymous and would not be identified with them personally in any way.

12. Call Attempts and Callbacks

In an attempt to include adult telephone customers of all ages and lifestyles, repeated attempts were made on different days and times of day to reach an eligible respondent from each usable telephone listing dialed. Up to four attempts were initially made to screen each telephone listing to identify whether an eligible respondent could potentially be reached at that number and to ascertain its most suitable language of approach. Following this, up to six additional attempts were made to complete the survey with an eligible respondent by interviewers fluent in the appropriate language.

Initial telephone contact attempts were made during the afternoon and early evening hours on weekdays and throughout the day on weekends. Callbacks were made at different times and on different days to increase the probability of finding qualified adults available for the interview. Where possible, appointments were made at a specified date and time to maximize cooperation rates. Callback appointments were scheduled throughout the interviewing period seven days a week at times most convenient to the respondent.

13. Sample Management

An important part of the telephone interviewing process is the collection of information relating to the outcome of each call attempt made by interviewers to each telephone listing dialed. Field Research employed its proprietary Sample Management System (SMS) for this purpose. All interviewers recorded the result code of each interview attempt into the SMS system, which then groups together similar call outcomes and determines the proper next step that should be taken for that listing.

The system also produces regular summary reports of call attempt outcomes throughout the interviewing period. These summaries allow Field Research's project staff and survey supervisors to continuously monitor the progress of interviewing, identify potential problem areas in data collection and provide ongoing feedback to the interviewing staff. After the completion of data collection, the SMS system also provides counts of the disposition of final call attempts to each listing dialed. These counts are reported in a later section of this document.

14. Refusal Conversion Attempts

An increasing problem when conducting opinion research surveys relates to the public's growing reluctance to participate. Most refusals in telephone surveys occur at the very onset of the interview attempt. Although refusals are unavoidable, when Field Research interviewers encounter a refusal they are trained to employ one of several possible protocols, depending on the respondent's initial response or apparent reason for not participating. This involves interviewers reading slightly different scripts to refusers who appear initially uninterested, hesitant or simply lack confidence.

Interviewers are also instructed to categorize each refusal into one of two broad categories – "hard refusals" for those in which the respondent is adamant about not being called back again, and "soft refusals" for all others, based on the reaction they received to the call attempt. No further action or interview attempts are made to households categorized as a hard refusal. However, refusals categorized as soft are re-opened and called back after a fixed period of time has passed (at least 10 days). Under this approach, the initial follow-up call attempt is made as if

the initial refusal had never occurred. These calls are made at different times of day and on different days of the week than when the initial refusal occurred.

15. Pilot Test

Prior to the start of full-scale data collection, a pilot test was conducted to test the survey questionnaires and procedures in all languages to assure that all questions were clearly understood and interview scripts were working properly.

A total of 269 interviews were conducted across all languages as part of the pilot test, between March 21 and April 4, 2012. The results of the pilot test confirmed that each of the survey scripts and questionnaires performed well, and that no major changes needed to be made to either questionnaire.

Results from the pilot test, however, did confirm one limitation of the study's design plan that Field Research alluded to in its original August 15, 2011 proposal to the CPUC. When summarizing its proposed study design plan to the CPUC, Field Research noted that it may not be possible to retrieve the desired number of interviews for the customer survey's LEP Tagalog sample and for the recent non-customer sample. While Field Research tested several methods intended to maximize the number of interviews obtained from these populations during pilot testing, these modifications were not successful in significantly increasing the number of respondents eligible for these two samples.

Because of this, the number of interviews conducted with LEP Tagalog speakers and recent non-customers is less than for the other samples. However, the survey results still represent reliable representations of each population, subject to somewhat larger sampling error tolerances.

16. Disposition of Call Attempts

A total of 283,388 telephone numbers were dialed at least once when implementing the cross section and ethnic sample augments. The following is a disposition of the final call attempts made to each listing dialed at least once as part of data collection for both the cross-section sample and the ethnic sample augments.

Table 1
Disposition of Contact Attempts

	Total Listings	Cross-section sample	Ethnic sample augments
Total listings opened and dialed	283,388	49,879	233,509
Not a working number/disconnected	61,637	8,700	52,937
Fax/modem/pager	7,158	2,586	4,572
Business/institutional/other organization	4,876	1,633	3,243
Not eligible LEP customer/not an adult phone/ outside California	66,889	5,987	60,902
Busy signal/unknown eligibility	2,972	1,178	1,794
No answer – unknown eligibility	21,581	9,565	12,016
Answering machine – eligible respondent/household	14,624	482	14,142
Answering machine – unknown eligibility	79,985	12,697	67,288
Eligible respondent never available	3,988	1,385	2,603
Refusal prior to screening	9,233	2,261	6,972
Refusal after screening/partial complete	1,862	584	1,278
Other non-complete	312	43	269
Completed interview	8,271	2,778	5,493

17. Data Processing and Data Safeguarding

After the completion of data collection, all survey information was processed at Field Research's data processing center located within its San Francisco headquarters. This allowed for direct supervision and control over all processing functions by the Study Director, project staff and programmers.

When implementing data collection, all survey information captured from Field Research's San Diego call center was downloaded daily to Field Research's central processing computer in San Francisco, and backed up to safeguard against loss or file contamination. The data link between the corporate office in San Francisco and the call center in San Diego is a private point-to-point secure T1 line, with a firewall-protected DSL line for redundancy.

Because CATI provides for direct data entry of responses by the interviewer during the call and does not permit ineligible or invalid data entries, the survey data resulting from interviewing is virtually error free across all languages. Nevertheless, a series of additional checks were performed by a specially designed cleaning program that scrutinizes each respondent's record for internally inconsistent information.

Throughout the data processing phase, special procedures were enforced to limit access to all project files through a system of internal passwords. All programmers, research staff and interviewers who use or have access to identifiable information in the course of their work are required at the time of hire to sign agreements to assure the confidentiality of this information, as well as any other information provided by respondents during the survey. After the completion of data collection, all respondent names, telephone numbers and other identifying information obtained either from the sample source or the interview itself were purged from the data files and replaced with a unique identifier for analytic purposes.

18. Sample Weighting

Once the data files were determined to be clean and error-free, data from the cross-section sample and ethnic sample augments were combined, and statistical weights applied to align both the LEP and English-proficient samples to demographic and regional characteristics of its overall population. The source data for these weights were the five-year averages of U.S. Census Bureau's American Community Survey (2006-2010).[6]

For the LEP sample, control totals were established based on the distributions of the LEP adult populations across thirteen geographic subdivisions of the state. In addition to aligning each LEP sample regionally, this procedure also returned the stratified LEP sample distributions to their proper share of the total LEP population both statewide and within each region. Other control totals aligned the LEP samples to LEP adult population estimates by age (5 levels), by gender (2 levels), English fluency (2 levels), education (4 levels), and tenure (2 levels).

For the English-proficient sample, control totals were established across five geographic regions of the state, instead of thirteen, due to its smaller overall sample size. An additional variable, race/ethnicity (4 levels) was also included (replacing English language fluency), along with the other sets of control totals aligning the sample by age (5 levels), gender (2 levels), education (4 levels) and tenure (2 levels).

The census-established population proportions for each of these dimensions served as the input data to create each respondent's individual weight. This greatly simplifies both the calculation of the individual weights, and the proofing of the weights after they have been applied. Upon completion of the weighting process, a unique individual weighting factor was created for each respondent, and it became part of the respondent's record. Individual weights were trimmed to help avoid extreme

[6] *The American Community Survey is a large-scale national household survey conducted annually by the U.S. Census collecting population and household information of the United States.*

weights. All survey results reported for both the customer survey and non-customer surveys are based on weighted sample estimates.

19. Regression Analysis Methodology

Regression analysis was used to supplement the descriptive cross-tabulation statistics in the customer report. Field Research teamed with the Health Systems Project of Sacramento to conduct the regression analysis. Multiple linear regressions were performed to closely examine the relationships between variables both for the LEP customer population as a whole and various subsets. This methodology allows for the control of the effects of demographics on variables of interest, an important tool with diverse population subsets.

In all cases, the Ordinary Least Squares (OLS) method was used to run each linear regression. In some scenarios the variables of interest are of the type that might warrant the use of an Ordinal Logistic Regression. When this applied, checks were done using both the OLS and Ordinal Logistic methods with no substantive differences resulting. Therefore, the OLS method was chosen due to its ubiquity and ease of interpretation.

Results from the regression analysis are reported as coefficients of the variable of interest, with accompanying significance testing. For example, a coefficient of 1 for any variable of interest would be interpreted as a one unit change in X will result in a one unit change in overall satisfaction, all other variables held constant. The statistical significance of all results were measured at the 95% confidence level using either one or two-tailed tests, where appropriate.

The nature of the hypothesis for testing most questions warranted the use of a one-tailed test. For example, a one-tailed test is used for all questions regarding language access. The hypothesis here being in-language access either increases overall satisfaction, or not, but will never decrease overall satisfaction. A one-tailed test was used in all cases with the exception of “years with current carrier” and “recency of contact with carrier”.

In each regression, the analysis includes a variety of demographics control variables. This method is commonly used in regression analysis and effectively “zeros out” the effects of demographic differences allowing for the examination of the effects of the variables of interest. The demographic variables used included the following: education, homeownership, tenure (length of time in current residence), place of birth, income, and gender.

Missing values for education, tenure, and income were imputed. This was done using the mean for each variable for each language population subset. For example, an observation for a

Spanish-speaker missing a value for income would be imputed with the mean income calculated for all Spanish speakers not missing the income value.

20. Database Construction and File Preparation

At the conclusion of data processing, two data files, one applicable to the customer survey and the other applicable to the non-customer survey, were prepared and delivered to the CPUC. Each was formatted for access through SPSS, SAS or Excel, and was accompanied by all documentation necessary to read each file.

21. Estimating Sampling Error

In any survey based on a sample, sampling error may be introduced into the survey results because they are based on a sample and not a total census of the population being examined. When the sample is drawn using random processes, it is possible to apply probability principles to determine the potential range of sampling error applicable to survey results based on its sample size and the percentages being compared.

Table 2 below can be used to estimate the range of sampling error that is associated with the unweighted results from each major subgroup of the Limited English proficiency Survey at the 95% confidence level. For example, if 50% of the overall sample of LEP customers (n=6,477) answered "yes" to a specific question, this statistic would have a sampling error of plus or minus 1.2 percentage points at the 95% confidence level. This means that there is a 95% chance that, had the overall population of LEP customers statewide been interviewed using the same questionnaire and procedures, the results of such a census would yield a result between 48.8% and 51.2%. The same procedure can be used to estimate the sampling error ranges applicable to findings from any of the other major subgroups in this survey.

While the confidence intervals associated with the results from weighted samples may vary from these estimates, the table illustrates that the sample sizes associated with each targeted population should enable the survey findings to be representative of their larger population targets within limited ranges of sampling error. In addition, there are many other possible sources of error other than sampling variability in this and any other public opinion survey. Different results could occur because of differences in the wording or sequencing of questions, or through omissions or errors in sampling, interviewing or data processing. Field Research made extensive efforts to minimize these other types of potential error.

Table 2

Estimates of Sampling Error at the 95% Confidence Level for Survey Statistics at Various Percentage Distributions and Sample Sizes

Target population	Unweighted sample size	Approximate percentage distribution of replies to question				
		10%	30%	50%	70%	90%
Total LEP customers	6,477	+/- 0.7	+/- 1.1	+/- 1.2	+/- 1.1	+/- 0.7
LEP Spanish customers	2,998	+/- 1.1	+/- 1.6	+/- 1.8	+/- 1.6	+/- 1.1
English-proficient customers	1,824	+/- 1.4	+/- 2.1	+/- 2.3	+/- 2.1	+/- 1.4
LEP Chinese customers	1,367	+/- 1.6	+/- 2.4	+/- 2.6	+/- 2.4	+/- 1.6
LEP Vietnamese customers	1,002	+/- 1.9	+/- 2.9	+/- 3.1	+/- 2.9	+/- 1.9
LEP Korean customers	727	+/- 2.2	+/- 3.4	+/- 3.7	+/- 3.4	+/- 2.2
LEP Tagalog customers	353	+/- 3.1	+/- 4.8	+/- 5.2	+/- 4.8	+/- 3.1
LEP recent non-customers	252	+/- 3.7	+/- 5.7	+/- 6.2	+/- 5.7	+/- 3.7
English-proficient recent non-customers	109	+/- 5.6	+/- 8.6	+/- 9.4	+/- 8.6	+/- 5.6

22. About Field Research Corporation

Founded in 1945 by survey research pioneer Mervin Field, Field Research is a full-service marketing and opinion research company with headquarters in San Francisco, California. It was one of California's first survey research organizations and today ranks among the most respected research firms in the country.

Field Research specializes in large-scale quantitative surveys for clients in both the public and private sectors and typically executes all project phases, from initial conceptualization and design through data collection and processing to analysis and reporting.

From the start, social and public policy research has been a major part of our wide-ranging research practice. One of the company's best-known activities is *The Field Poll*, an independent and non-partisan media-sponsored survey of California public opinion, which for years has been considered the state's leading public opinion poll. *The Field Poll* has given Field Research a national reputation for impartiality and accuracy in its survey measurements. This fosters a high degree of acceptance to our work among government, business and consumer groups, as well as the public at large. Findings from Field Research surveys have also been accepted as evidence in

a wide variety of legal jurisdictions, including both federal courts in the 9th Circuit and state appellate courts in California.

a. Facilities

Field Research has complete in-house telephone interviewing and data processing facilities that enable all stages of a large-scale telephone research project to be conducted in-house. The company has been using computer-assisted telephone interview (CATI) technology since the 1980's and currently completes this work out of the company's newly renovated, state-of-the-art call center in San Diego. This call center accommodates 92 interviewer stations. The call center also makes use of a new software-controlled phone system that facilitates custom-designed calling plans.

Field Research's onsite servers provide the backbone of our data collection and data processing systems. Survey information from Field Research's San Diego call center is downloaded on a daily basis to Field Research's central processing computer, located within its San Francisco headquarters. This information is routinely backed up hourly to safeguard against loss or file contamination. The data link between the corporate office in San Francisco and the call center in San Diego is a private point-to-point secure T1 line, with a firewall-protected DSL line for redundancy.

Field Research uses two CATI software systems, Quancept and the IBM Data Collection software. Both packages make it easy to program all the appropriate branching, logic checks, item rotation and other control features required to administer telephone survey questionnaires correctly. For example, it allows the project team to route sample, or branch interviewing content, based on any set of conditions or individual responses. Extensive call history information for each household in the sample can be stored and used to guide subsequent attempts to complete an interview. In addition, sample telephone numbers can be routed to interviewers who had previous contact with the respondent or who possess special refusal conversion or language skills.

b. Professional Capabilities and Experience

While Field Research employs a variety of systematic data collection methods, large-scale quantitative surveys using computer-assisted telephone interviewing represent the single largest area of its wide-ranging survey practice. These studies have included national, state, regional and local populations of adults, as well as special populations. Clients include federal, state and local government agencies, as well as educational institutions, schools of medicine, non-profit associations, and foundations.

Since California is our home, most of the survey research work conducted by the company over its long history has been completed here within the state. This provides Field Research with a unique perspective and unmatched experience when surveying special populations within California.

While Field Research has for many decades conducted nearly all of its large-scale telephone surveys in California in both English and Spanish, in recent years increasing numbers are completed in Asian languages and dialects. This has included telephone surveys Vietnamese, Mandarin, Cantonese, Korean, Tagalog, Khmer, and Hmong. As such, Field Research is now among California's leading specialists in conducting multicultural surveys by telephone.

SURVEY QUESTIONNAIRES

English
Spanish
Cantonese
Mandarin
Vietnamese
Korean
Tagalog

Field Research Corporation
601 California Street, Suite 900
San Francisco, California 94108

314001
050912
Final (English)

Limited English Proficiency Survey
– Screener –

Hello. My name is _____ and I'm calling from Field Research on behalf of the California Public Utilities Commission, the state government agency that protects consumers and ensures they have access to reliable telephone service.

IF LEP SAMPLE, ASK:

A. We are conducting an important survey among California adults age 18 or older who speak (**LANGUAGE OF INTERVIEW**) and do not speak English well about their telephone service. Does this apply to you?

IF NO AND FILIPINO/TAGALOG SAMPLE LISTING, ASK:

T1. (**IF DOES NOT APPLY TO RESPONDENT, ASK:**) Do any other members of your household or your family speak Tagalog and do not speak English well? This can include family members living anywhere in California.

IF APPLIES TO OTHER ADULT, ASK:

T2.	So we can include the opinions of this person in this important survey, can you please give me a telephone number that I can call to reach him or her? Please give me the area code first, followed by the phone number.	**RECORD AREA CODE AND PHONE NUMBER FOR CALLBACK**
T3.	So we know who to ask for when we call, can you give me this person's first name? (**IF NECESSARY, SAY:**) We do not need to know his or her last name.	**RECORD FIRST NAME FOR CALLBACK**
T4.	This person is a (male) (female). Is that correct? (**IF CAN'T TELL OR REFUSED NAME, ASK:**) Is this person a male or female?	MALE ..... 1 FEMALE 2
T5.	When would be a good time for us to call to reach (him) (her)? What time of day?	**RECORD BEST TIME OF DAY FOR CALLBACK**

READ AS APPROPRIATE:

- We are definitely <u>not</u> selling anything.
- The survey will not take long (only about 10-15 minutes for most people).
- Your answers will be anonymous and will not be identified with you personally in any way.

IF CROSS-SECTION SAMPLE, ASK:

A. We are conducting an important survey among California adults age 18 or older about their telephone service. Are you a Californian age 18 or older? (**IF NECESSARY, SAY:**) We can conduct this survey in English, Spanish, Mandarin, Cantonese, Vietnamese, Korean, or Tagalog (TAG-AH-LOG). Which language are you most comfortable speaking?

READ AS APPROPRIATE:

- We are definitely not selling anything.
- The survey will not take long (only about 10-15 minutes for most people).
- Your answers will be anonymous and will not be identified with you personally in any way.

IF INTERVIEWER NOT FLUENT IN CHOSEN LANGUAGE, SAY:

B. An interviewer fluent in (**INSERT RESPONDENT'S LANGUAGE OR SAY** "your language") will call you back soon to conduct an interview with you. So our interviewer can ask for you by name, what is your first name? When would be a good time for us to call?

RECORD FIRST NAME, PREFERRED CALLBACK TIME AND LANGUAGE

CONTINUE IN APPROPRIATE LANGUAGE:

C1 What is your age?

_____ YEARS OLD
REFUSED ..... REF

IF REFUSED, ASK:

C2. Can you just tell me if you are… (**READ CATEGORIES**)?

under age 18 .....1 (**END**)
18–24 2
25–29 3
30–39 4
40–49 5
50–59 6
60–64 7
65 or older 8
DO NOT READ → REFUSED .....REF (**END**)

- **IF UNDER AGE 18 OR REFUSED, TERMINATE**

D1. In what California county do you live?

LIST OF CALIFORNIA COUNTIES HERE

IF NAMES A COUNTY NOT ON LIST OR IF DOESN'T KNOW THE NAME OF THEIR COUNTY, ASK:

D2. Do you live in California?

YES.....1
NO .....2 (**END**)
REFUSED .....REF (**END**)

E. In the past five years was there ever a time when you were living in California and you didn't have telephone service to make or receive personal calls for a period of at least one month or longer? Do not count phones you could use at work.

YES.....1
NO 2
DON'T KNOW .....DK (**END**)
REFUSED .....REF (**END**)

- **IF E = YES, GO TO NON-CUSTOMER QUESTIONNAIRE.**
- **IF E = NO, GO TO CUSTOMER QUESTIONNAIRE.**
- **IF E = DON'T KNOW OR REFUSED, THANK & TERMINATE.**

Field Research Corporation
601 California Street, Suite 900
San Francisco, California 94108

314001
050912
Final (English)

Limited English Proficiency Survey
– Customer Survey Questionnaire –

1. Is the phone that I reached you on the one that you use most often to make and receive your personal calls?

YES, THIS PHONE USED MOST 1
NO, OTHER PHONE USED MORE..... 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF Q1 = YES, PHONE IS USED MOST, ASK:

2. Do you usually pay the bills for this phone?

YES.....1 → **GO TO Q6**
NO .....2 → **GO TO Q3**
REFUSED .....REF → **GO TO Q3**

IF Q2 = NOT YES, ASK:

3. I would like to speak to the adult in your household who usually pays the bill for this phone. Is that person available now?

YES, AVAILABLE NOW ..... 1 → **ONE PERSON IS REACHED, REPEAT SCREENING QUESTIONS**
OTHER ADULT NOT AVAILABLE ..... 2 → **ASK FOR PERSON'S NAME, LANGUAGE AND CALLBACK TIME**
NO ONE IN HOUSEHOLD HAS THIS RESPONSIBILITY .. 3 → **TERMINATE**
DON'T KNOW ..... DK → **TERMINATE**
REFUSED..... REF → **TERMINATE**

IF Q1 = NO, PHONE IS NOT USED MOST, ASK:

4. Do you usually pay the bills for the phone that you use the most?

YES.....1 → **GO TO Q6**
NO .....2 → **GO TO Q5**
REFUSED .....REF → **GO TO Q5**

IF Q4= NOT YES, ASK:

5. I would like to speak to the adult in your household who usually pays the bill for that phone. Is that person available now?

YES, AVAILABLE NOW ..... 1 → **ONE PERSON IS REACHED, REPEAT SCREENING QUESTIONS**
OTHER ADULT NOT AVAILABLE ..... 2 → **ASK FOR PERSON'S NAME, LANGUAGE AND CALLBACK TIME**
NO ONE IN HOUSEHOLD HAS THIS RESPONSIBILITY .. 3 → **TERMINATE**
DON'T KNOW ..... DK → **TERMINATE**
REFUSED..... REF → **TERMINATE**

6. Is (this) (that) phone a cell phone or some other type of phone?

CELL PHONE 1
OTHER TYPE OF PHONE 2
REFUSED ..... REF

My remaining questions will be about (this) (that) phone.

7a. What is the name of the company that bills you for service on (this) (that) phone?

LIST OF PHONE PROVIDERS, SORTED BETWEEN CELL PHONE AND NON-CELL PHONE COMPANIES

IF COMPANY NAME, CONFIRM:

7b.	Just to confirm, (**NAME OF COMPANY**) is the company that bills you for service on (this) (that) phone. Is that correct?	YES, CORRECT.....1 → **GO TO Q8** NO, NOT CORRECT.....2 → **REPEAT Q7a**

IF A CELL PHONE MANUFACTURER NAMED (E.G., BLACKBERRY, APPLE IPHONE, ETC.), SAY:

7c.	We are looking for the name of the company who provides your cell phone service, not the name of the type of cell phone you are using. Can you tell me the name of the company who bills you each month for the use of your cell phone?	**LIST OF PHONE PROVIDERS, SORTED BETWEEN CELL PHONE AND NON-CELL PHONE COMPANIES**

8. Overall, how satisfied or dissatisfied are you with the telephone service you receive from this company – very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

VERY SATISFIED..... 1
SOMEWHAT SATISFIED 2
SOMEWHAT DISSATISFIED 3
VERY DISSATISFIED..... 4
DON'T KNOW ..... DK
REFUSED ..... REF

9. Would you recommend this company's phone service to a relative or friend? Would you say definitely yes, probably yes, probably no or definitely no?

DEFINITELY YES 1
PROBABLY YES 2
PROBABLY NO..... 3
DEFINITELY NO..... 4
DON'T KNOW ..... DK
REFUSED ..... REF

10. How long have you been getting phone service from this company? About how many years? (**IF NECESSARY, SAY:**) Just your best estimate.

_____ YEARS
LESS THAN 1 YEAR..... 0
DON'T KNOW ..... DK
REFUSED ..... REF

11. Please tell me how satisfied or dissatisfied you are with this company in the following areas. (**READ ITEMS IN RANDOM ORDER, ASKING:**) How satisfied or dissatisfied are you with (**ITEM**) – very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

	VERY SATISFIED	SOMEWHAT SATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	DK N/A	REF
( ) a. their explanation of the phone charges on your billing statements	1	2	3	4	DK	REF
( ) b. the information you were given about phone service alternatives, calling features, and costs when first subscribing for service	1	2	3	4	DK	REF
( ) c. the accuracy of the phone charges on your billing statements	1	2	3	4	DK	REF
( ) d. their explanation of when late fees and early termination fees are assessed and when phone service can be disconnected	1	2	3	4	DK	REF

12. Have you ever contacted this company about a question or problem you had with your phone service or bill?

YES 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF YES, ASK:

13. When was the last time you did this – within the past 6 months, 6 to 12 months ago, between 1 and 2 years ago, between 2 and 3 years ago, or 3 or more years ago? (**IF NECESSARY, SAY:**) Just your best estimate.

WITHIN THE PAST 6 MONTHS 1
6 TO 12 MONTHS 2
1 YEAR TO LESS THAN 2 YEARS AGO 3
2 YEARS TO LESS THAN 3 YEARS AGO 4
3 OR MORE YEARS AGO 5
DON'T KNOW ..... DK
REFUSED ..... REF

14. Thinking about the last time you did this, how satisfied or dissatisfied were you with the amount of time it took you to get through to a customer service representative who could assist you – very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?

VERY SATISFIED 1
SOMEWHAT SATISFIED 2
SOMEWHAT DISSATISFIED 3
VERY DISSATISFIED 4
DON'T KNOW ..... DK
REFUSED ..... REF

15. And, how satisfied or dissatisfied were you with their ability to answer your questions and resolve your problem – very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?

VERY SATISFIED 1
SOMEWHAT SATISFIED 2
SOMEWHAT DISSATISFIED 3
VERY DISSATISFIED 4
DON'T KNOW ..... DK
REFUSED ..... REF

IF INTERVIEW COMPLETED IN NON-ENGLISH LANGUAGE, ASK:

16. Did you speak to their customer service representative in (**LANGUAGE OF INTERVIEW**) or English?

LANGUAGE OF INTERVIEW 1
ENGLISH 2
DON'T KNOW ..... DK
REFUSED ..... REF

17. Are you aware that you can contact the California Public Utilities Commission whenever you have a problem with your telephone service provider and want to file a complaint?

YES 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF INTERVIEW CONDUCTED IN A NON-ENGLISH LANGUAGE, ASK:

The next few questions concern your ability to contact and communicate with telephone service representatives in (**LANGUAGE OF INTERVIEW**).

18 Thinking back to your initial contact with a sales representative when first subscribing for service for this phone, did the sales representative speak to you in (**LANGUAGE OF INTERVIEW**)?

YES 1
NO 2
DON'T KNOW/CAN'T RECALL/NOT INVOLVED .. DK
REFUSED ..... REF

19. If you needed to dial 9-1-1 to report an emergency, do you think you would be able to speak to someone in (**LANGUAGE OF INTERVIEW**)?

YES 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

20.	If you wanted to speak to an operator or directory assistance to help place a call, do you think you would be able to speak to someone in (**LANGUAGE OF INTERVIEW**)?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF
21.	If you had a question or problem about your phone service or bill, do you think you would be able to speak to a service representative in (**LANGUAGE OF INTERVIEW**)?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF
22.	When you receive bills for this phone, is the information on the bill provided in (**LANGUAGE OF INTERVIEW**)?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

DEMOGRAPHICS

Finally, some questions about yourself for classification purposes...

101.	What is the highest level of education or year of school that you have finished and gotten credit for? (**READ CATEGORIES, IF NECESSARY**)	8th grade or less ..... 1 Some high school ..... 2 High school graduate ..... 3 Trade / vocational school ..... 4 1-2 years of college ..... 5 3-4 years of college/(didn't graduate) ..... 6 College graduate ..... 7 5-6 years of college ..... 8 Master's degree ..... 9 Graduate work past Master's ..... 10 **DO NOT READ →** REFUSED ..... REF

IF INTERVIEW CONDUCTED IN A NON-ENGLISH LANGUAGE, ASK:

102a.	How well do you speak and understand English – very well, well, not well or not at all?	VERY WELL ..... 1 WELL ..... 2 NOT WELL ..... 3 NOT AT ALL ..... 4 DON'T KNOW ..... DK REFUSED ..... REF

IF NOT WELL OR NOT AT ALL, ASK:

102b.	Is there anyone in your household who speaks and understands English well?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

103a.	How well do you read English – very well, well, not well or not at all?	VERY WELL ..... 1 WELL ..... 2 NOT WELL ..... 3 NOT AT ALL ..... 4 DON'T KNOW ..... DK REFUSED ..... REF

IF NOT WELL OR NOT AT ALL, ASK:

103b.	Is there anyone in your household who reads English well?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

104.	Including yourself, how many people in total live in your household?	_____ PEOPLE REFUSED ..... REF

IF >1, ASK:

105.	Are there any children under age 18 living in your household?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

106.	In a typical week, do you go online to access the Internet or visit websites through a computer or other electronic device?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

IF YES, ASK:

107.	Do you usually do this through a computer at home, at work, at school, at the library or other community location, or through a cell phone or other portable electronic device? (**ANSWER CAN BE A MULTIPLE**)	AT HOME ..... 1 AT WORK..... 2 AT SCHOOL ..... 3 AT LIBRARY/OTHER COMMUNITY LOCATION ..... 4 CELL PHONE/OTHER MOBILE DEVICE ..... 5 OTHER ..... 6 DON'T KNOW ..... DK REFUSED ..... REF

108.	Do you own or rent the home where you live?	OWN ..... 1 RENT ..... 2 OTHER ..... 3 DON'T KNOW ..... DK REFUSED ..... REF
109.	How long have you lived in your current residence? How many years?	_____ YEARS LESS THAN 1 YEAR..... 0 DON'T KNOW ..... DK REFUSED ..... REF
110.	What is your zip code there? (**ZIP CODE MUST BEGIN WITH "9"**)	_____ DON'T KNOW ..... DK REFUSED ..... REF

111. Do you happen to be of Hispanic, Spanish or Mexican descent?

YES 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF NOT YES, ASK:

112. For classification purposes, we'd like to know what your racial background is. Are you White or Caucasian (KAW-KAY-SHUN), Black or African-American, Asian, Pacific Islander, American Indian or an Alaskan native, or a member of another race? (**ANSWER CAN BE A MULTIPLE**)

WHITE / CAUCASIAN 1
BLACK / AFRICAN-AMERICAN 2
ASIAN / PACIFIC ISLANDER 3
AMERICAN INDIAN 4
ALASKAN NATIVE 5
OTHER *(SPECIFY)* _____ 6
DON'T KNOW ..... DK
REFUSED ..... REF

113. In what country were you born?

LIST OF COUNTRIES HERE
REFUSED ..... REF

IF NOT UNITED STATES, ASK:

114. Are you a U.S. citizen or not?

YES 1
NO 2
REFUSED ..... REF

115. We don't want to know your exact income, but just roughly, could you tell me if your annual household income before taxes is less than $10,000, between $10,000 and $20,000, between $20,000 and $30,000, between $30,000 and $40,000, between $40,000 and $50,000, between $50,000 and $75,000, between $75,000 and $100,000, between $100,000 and $150,000, or more than $150,000?

LESS THAN $10,000 1
$10,000–$19,999 2
$20,000–$29,999 3
$30,000–$39,999 4
$40,000–$49,999 5
$50,000–$74,999 6
$75,000–$99,999 7
$100,000 - $149,999 8
$150,000 OR MORE 9
DON'T KNOW ..... DK
REFUSED ..... REF

116. **RECORD GENDER OF RESPONDENT**

MALE 1
FEMALE 2

117. We may be conducting a follow-up survey over the coming year or so. Would it be alright if we called your household back at that time?

YES 1
NO 2
REFUSED ..... REF

These are all the questions I have. Thank you very much for participating in this important survey.

Field Research Corporation
601 California Street, Suite 900
San Francisco, California 94108

314001
050912
Final (English)

Limited English Proficiency Survey
– Non-Customer Survey Questionnaire –

1. Thinking about the last time you were without a telephone for personal use, how long ago was that – within the past 6 months, 6 to 12 months ago, between 1 and 2 years ago, between 2 and 3 years ago, between 3 and 5 years ago or 5 or more years ago?

WITHIN THE PAST 6 MONTHS 1
6 TO 12 MONTHS 2
1 YEAR TO LESS THAN 2 YEARS AGO 3
2 YEARS TO LESS THAN 3 YEARS AGO 4
3 YEARS TO LESS THAN 5 YEARS AGO 5
5 OR MORE YEARS AGO 6
NEVER 7
DON'T KNOW ..... DK
REFUSED ..... REF

- **IF LONGER THAN 5 YEARS AGO OR NEVER WITHOUT PHONE SERVICE, GO TO CUSTOMER SURVEY QUEX Q1.**

2. How long did you go without a telephone for personal use during that period? How many months or years? Just your best estimate.

_____ MONTHS
_____ YEARS
DON'T KNOW ..... DK
REFUSED ..... REF

- **IF LESS THAN 1 MONTH, GO TO CUSTOMER SURVEY QUEX Q1.**

3. When you were without a telephone, how did you usually make personal calls? Did you use a friend, neighbor, or roommate's phone, use a relative's phone, use a phone at work, use a public pay phone, use some other phone, or did you not use a phone at all? (**ANSWER CAN BE A MULTIPLE**)

FRIEND, NEIGHBOR OR ROOMMATE'S PHONE . 1
RELATIVE'S PHONE 2
PHONE AT WORK 3
PUBLIC PAY PHONE 4
SOME OTHER PHONE 5
DIDN'T USE A PHONE AT ALL 6
DON'T KNOW ..... DK
REFUSED ..... REF

4. I am going to describe reasons that people sometimes give for going without telephone service. As I read each one, please tell me whether this was a reason why you went without basic telephone service during that period. (**READ ITEMS IN RANDOM ORDER AND ASK:**) Was this a reason why you went without telephone service during that period?

		YES	NO	DK	REF
( )	a. The monthly phone charges you had been paying were too much	1	2	DK	REF
( )	b. You lost your phone or it was stolen	1	2	DK	REF
( )	c. You couldn't control how other people were using the phone	1	2	DK	REF
( )	d. You didn't feel comfortable contacting the phone company about getting service	1	2	DK	REF
( )	e. Your income was too low to qualify for phone service	1	2	DK	REF
( )	f. You weren't making enough phone calls to make it worthwhile	1	2	DK	REF
( )	g. You thought you could get along fine without a phone	1	2	DK	REF
( )	h. You didn't want to be bothered with a phone	1	2	DK	REF
( )	i. You couldn't get phone service because you owed the phone company money	1	2	DK	REF
( )	j. You thought you could use another person's phone when you needed to	1	2	DK	REF
( )	k. Your previous phone service was stopped or disconnected by the phone company	1	2	DK	REF

IF Q4d = YES AND NON-ENGLISH SPEAKER, ASK:

5.	You mentioned that you didn't feel comfortable contacting the phone company about getting telephone service. Was this because you did not think the phone company would be able to speak with you in (**LANGUAGE OF INTERVIEW**)?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

IF Q4k = YES, ASK:

6. Was the reason your phone service was stopped or disconnected because… (**READ LIST IN RANDOM ORDER**)?

	YES	NO	DK	REF
( ) a. you could not afford to pay your bill	1	2	DK	REF
( ) b. you forgot to pay your bill	1	2	DK	REF
( ) c. your bill was much larger than you expected	1	2	DK	REF
( ) d. you did not understand the charges or fees included on your bill	1	2	DK	REF
( ) e. you couldn't control the number or length of the calls you were making	1	2	DK	REF
( ) f . you couldn't control how other people were using the phone	1	2	DK	REF
( ) g. you no longer wanted or needed to have phone service	1	2	DK	REF

7.	Did you have telephone service prior to this most recent period of not having phone service?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

IF YES, ASK:

8.	For how long did you have phone service prior to this – less than 6 months, 6 to 12 months, between 1 and 2 years, between 2 and 3 years, or 3 or more years?	LESS THAN 6 MONTHS ..... 1 6 TO 12 MONTHS ..... 2 1 YEAR TO LESS THAN 2 YEARS ..... 3 2 YEARS TO LESS THAN 3 YEARS ..... 4 3 OR MORE YEARS ..... 5 DON'T KNOW ..... DK REFUSED ..... REF
9.	Was that in California?	YES, IN CALIFORNIA ..... 1 NO, IN ANOTHER PLACE ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

10. Which of the following was a reason why you decided to get your current telephone service. (**READ ITEMS IN RANDOM ORDER AND ASK:**) Was this a reason why you decided to get telephone service?

	YES	NO	DK	REF
( ) a. You needed to make calls more than you did before	1	2	DK	REF
( ) b. Your living situation or family circumstance changed	1	2	DK	REF
( ) c. You needed to have a phone for employment purposes	1	2	DK	REF
( ) d. Your financial situation improved	1	2	DK	REF
( ) e. Any problems you previously had with your last phone have been resolved	1	2	DK	REF
( ) f. You needed to get access to email, the Internet or Facebook	1	2	DK	REF
( ) g. You feel you need a phone for safety reasons or for emergencies	1	2	DK	REF

11.	Think about the phone that you now use most to make and receive personal calls. Do not count phones you use at work or are provided to you by an outside employer. Is that a cell phone or some other type of phone?	CELL PHONE ..... 1 OTHER TYPE OF PHONE ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

The remaining questions will be about (that cell phone) (that phone).

12a.	What is the name of the company that bills you for service on (this) (that) phone?	**LIST OF PHONE PROVIDERS, SORTED BETWEEN CELL PHONE AND NON-CELL PHONE COMPANIES**

IF COMPANY NAME, CONFIRM:

12b.	Just to confirm, (**NAME OF COMPANY**) is the company that bills you for service on (this) (that) phone. Is that correct?	YES, CORRECT..... 1 → **GO TO Q13** NO, NOT CORRECT..... 2 → **REPEAT Q12a**

IF A CELL PHONE MANUFACTURER NAMED (E.G., BLACKBERRY, APPLE IPHONE, ETC.), SAY:

12c.	We are looking for the name of the company who provides your cell phone service, not the name of the type of cell phone you are using. Can you tell me the name of the company who bills you each month for the use of your cell phone?	**LIST OF PHONE PROVIDERS, SORTED BETWEEN CELL PHONE AND NON-CELL PHONE COMPANIES**

13.	Overall, how satisfied or dissatisfied are you with the telephone service you receive from this company – very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?	VERY SATISFIED..... 1 SOMEWHAT SATISFIED ..... 2 SOMEWHAT DISSATISFIED ..... 3 VERY DISSATISFIED..... 4 DON'T KNOW ..... DK REFUSED ..... REF
14.	Would you recommend this company's phone service to a relative or friend? Would you say definitely yes, probably yes, probably no or definitely no?	DEFINITELY YES ..... 1 PROBABLY YES ..... 2 PROBABLY NO..... 3 DEFINITELY NO..... 4 DON'T KNOW ..... DK REFUSED ..... REF
17.	Are you aware that you can contact the California Public Utilities Commission whenever you have a problem with your telephone service and want to file a complaint?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

IF INTERVIEW CONDUCTED IN A NON-ENGLISH LANGUAGE, ASK:

The next few questions concern your ability to contact and communicate with telephone service representatives in (**LANGUAGE OF INTERVIEW**).

18.	Thinking back to your initial contact with a sales representative when first subscribing for service for this phone, did the sales representative speak to you in (**LANGUAGE OF INTERVIEW**)?	YES..... 1 NO ..... 2 DON'T KNOW/CAN'T RECALL/NOT INVOLVED ... DK REFUSED ..... REF

19.	If you needed to dial 9-1-1 to report an emergency, do you think you would be able to speak to someone in (**LANGUAGE OF INTERVIEW**)?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF
20.	If you wanted to speak to an operator or directory assistance to help place a call, do you think you would be able to speak to someone in (**LANGUAGE OF INTERVIEW**)?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF
21.	If you had a question or problem about your phone service or bill, do you think you would be able to speak to a service representative in (**LANGUAGE OF INTERVIEW**)?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF
22.	When you receive bills for this phone, is the information on the bill provided in (**LANGUAGE OF INTERVIEW**)?	YES ..... 1 NO ..... 2 DON'T KNOW/NOT INVOLVED ..... DK REFUSED ..... REF

DEMOGRAPHICS

Finally, some questions about yourself for classification purposes...

101.	What is the highest level of education or year of school that you have finished and gotten credit for? (**READ CATEGORIES, IF NECESSARY**)	8th grade or less ..... 1 Some high school ..... 2 High school graduate ..... 3 Trade / vocational school ..... 4 1-2 years of college ..... 5 3-4 years of college/(didn't graduate) ..... 6 College graduate ..... 7 5-6 years of college ..... 8 Master's degree ..... 9 Graduate work past Master's ..... 10 **DO NOT READ →** REFUSED ..... REF

IF INTERVIEW CONDUCTED IN A NON-ENGLISH LANGUAGE, ASK:

102a.	How well do you speak and understand English – very well, well, not well or not at all?	VERY WELL ..... 1 WELL ..... 2 NOT WELL ..... 3 NOT AT ALL ..... 4 DON'T KNOW ..... DK REFUSED ..... REF

IF NOT WELL OR NOT AT ALL, ASK:

102b.	Is there anyone in your household who speaks and understands English well?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

103a.	How well do you read English – very well, well, not well or not at all?	VERY WELL ..... 1 WELL ..... 2 NOT WELL ..... 3 NOT AT ALL ..... 4 DON'T KNOW ..... DK REFUSED ..... REF

IF NOT WELL OR NOT AT ALL, ASK:

103b.	Is there anyone in your household who reads English well?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

104.	Including yourself, how many people in total live in your household?	_____ PEOPLE REFUSED ..... REF

IF >1, ASK:

105.	Are there any children under age 18 living in your household?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

106.	In a typical week, do you go online to access the Internet or visit websites through a computer or other electronic device?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

IF YES, ASK:

107.	Do you usually do this through a computer at home, at work, at school, at the library or other community location, or through a cell phone or other portable electronic device? (**ANSWER CAN BE A MULTIPLE**)	AT HOME ..... 1 AT WORK..... 2 AT SCHOOL ..... 3 AT LIBRARY/OTHER COMMUNITY LOCATION ..... 4 CELL PHONE/OTHER MOBILE DEVICE ..... 5 OTHER ..... 6 DON'T KNOW ..... DK REFUSED ..... REF

108.	Do you own or rent the home where you live?	OWN ..... 1 RENT ..... 2 OTHER ..... 3 DON'T KNOW ..... DK REFUSED ..... REF
109.	How long have you lived in your current residence? How many years?	_____ YEARS LESS THAN 1 YEAR..... 0 DON'T KNOW ..... DK REFUSED ..... REF
110.	What is your zip code there? (**ZIP CODE MUST BEGIN WITH "9"**)	_____ DON'T KNOW ..... DK REFUSED ..... REF

111. Do you happen to be of Hispanic, Spanish or Mexican descent?

YES 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF NOT YES, ASK:

112. For classification purposes, we'd like to know what your racial background is. Are you White or Caucasian (KAW-KAY-SHUN), Black or African-American, Asian, Pacific Islander, American Indian or an Alaskan native, or a member of another race? (**ANSWER CAN BE A MULTIPLE**)

WHITE / CAUCASIAN 1
BLACK / AFRICAN-AMERICAN 2
ASIAN / PACIFIC ISLANDER 3
AMERICAN INDIAN 4
ALASKAN NATIVE 5
OTHER *(SPECIFY)* _____ 6
DON'T KNOW ..... DK
REFUSED ..... REF

113. In what country were you born?

LIST OF COUNTRIES HERE
REFUSED ..... REF

IF NOT UNITED STATES, ASK:

114. Are you a U.S. citizen or not?

YES 1
NO 2
REFUSED ..... REF

115. We don't want to know your exact income, but just roughly, could you tell me if your annual household income before taxes is less than $10,000, between $10,000 and $20,000, between $20,000 and $30,000, between $30,000 and $40,000, between $40,000 and $50,000, between $50,000 and $75,000, between $75,000 and $100,000, between $100,000 and $150,000, or more than $150,000?

LESS THAN $10,000 1
$10,000–$19,999 2
$20,000–$29,999 3
$30,000–$39,999 4
$40,000–$49,999 5
$50,000–$74,999 6
$75,000–$99,999 7
$100,000–$149,999 8
$150,000 OR MORE 9
DON'T KNOW ..... DK
REFUSED ..... REF

116. **RECORD GENDER OF RESPONDENT**

MALE 1
FEMALE 2

117. We may be conducting a follow-up survey over the coming year or so. Would it be alright if we called your household back at that time?

YES 1
NO 2
REFUSED ..... REF

These are all the questions I have. Thank you very much for participating in this important survey.

Field Research Corporation
601 California Street, Suite 900
San Francisco, California 94108

314001
050912
Final (Spanish)

Limited English Proficiency Survey
– Screener –

Hola. Mi nombre es _____ y estoy llamando de Field Research en nombre de la Comisión de Servicios Públicos de California, la agencia de gobierno estatal que protege a los consumidores y se asegura de que tengan acceso a un servicio telefónico confiable.

IF LEP SAMPLE, ASK:

A. Estamos haciendo una encuesta importante sobre el servicio telefónico entre adultos de California mayores de 18 años que hablan español pero que no hablan bien inglés. ¿Pertenece usted a esta categoría?

READ AS APPROPRIATE:

- Absolutamente no vendemos nada.
- La encuesta es breve (a la mayoría de la gente le toma sólo de 10 a 15 minutos contestarla).
- Sus respuestas serán anónimas y de ninguna manera se le identificará personalmente.

IF CROSS-SECTION SAMPLE, ASK:

A. Estamos haciendo una encuesta importante entre adultos de California mayores de 18 años acerca de su servicio telefónico. ¿Es usted californiano mayor de 18 años? (**IF NECESSARY, SAY:**) Podemos realizar esta encuesta en inglés, español, mandarín, cantonés, vietnamita, coreano o tagalo. ¿En qué idioma prefiere hablar?

READ AS APPROPRIATE:

- Absolutamente no vendemos nada.
- La encuesta es breve (a la mayoría de la gente le toma sólo de 10 a 15 minutos contestarla).
- Sus respuestas serán anónimas y de ninguna manera se le identificará personalmente.

IF INTERVIEWER NOT FLUENT IN CHOSEN LANGUAGE, SAY:

B. Un entrevistador que habla (**INSERT RESPONDENT'S LANGUAGE OR SAY** "su idioma") le llamará pronto para hacerle una entrevista. Para que el entrevistador pueda preguntar por su nombre, ¿cómo se llama usted? ¿a qué hora prefiere que le llamemos?

RECORD FIRST NAME, PREFERRED CALLBACK TIME AND LANGUAGE

CONTINUE IN APPROPRIATE LANGUAGE:

C1 ¿Qué edad tiene?

_____ YEARS OLD
REFUSED ..... REF

IF REFUSED, ASK:

C2. Me puede decir si tiene… (**READ CATEGORIES**)?	menores de 18 1	(**END**)
	18–24 2	
	25–29 3	
	30–39 4	
	40–49 5	
	50–59 6	
	60–64 7	
	65 ó mas 8	
DO NOT READ →	REFUSED .....REF	(**END**)

- **IF UNDER AGE 18 OR REFUSED, TERMINATE**

D1. ¿En qué condado de California vive?

LIST OF CALIFORNIA COUNTIES HERE

IF NAMES A COUNTY NOT ON LIST OR IF DOESN'T KNOW THE NAME OF THEIR COUNTY, ASK:

D2. ¿Vive usted en California?	YES.....1	
	NO 2	(**END**)
	REFUSED .....REF	(**END**)

E. Durante los últimos cinco años, ¿alguna vez mientras vivía en California no tuvo servicio telefónico para hacer o recibir llamadas personales durante un período de al menos <u>un mes o más</u>? No debe contar los teléfonos que utilizaba en el trabajo.

YES.....1
NO 2
DON'T KNOW .....DK (**END**)
REFUSED .....REF (**END**)

- **IF E = YES, GO TO NON-CUSTOMER QUESTIONNAIRE.**
- **IF E = NO, GO TO CUSTOMER QUESTIONNAIRE.**
- **IF E = DON'T KNOW OR REFUSED, THANK & TERMINATE.**

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314001
050912
Final (Spanish)

Limited English Proficiency Survey
– Customer Survey Questionnaire –

1. ¿Es el teléfono en el que lo localicé el que usa con mayor frecuencia para hacer y recibir sus llamadas personales?

YES, THIS PHONE USED MOST 1
NO, OTHER PHONE USED MORE..... 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF Q1 = YES, PHONE IS USED MOST, ASK:

2. ¿Es generalmente usted quien paga las cuentas de este teléfono?

YES..... 1 → **GO TO Q6**
NO ..... 2 → **GO TO Q3**
REFUSED ..... REF → **GO TO Q3**

IF Q2 = NOT YES, ASK:

3. Quisiera hablar con el adulto de su casa que generalmente paga las cuentas de este teléfono. ¿Está disponible esa persona en este momento?

YES, AVAILABLE NOW ..... 1 → **ONE PERSON IS REACHED, REPEAT SCREENING QUESTIONS**
OTHER ADULT NOT AVAILABLE ..... 2 → **ASK FOR PERSON'S NAME, LANGUAGE AND CALLBACK TIME**
NO ONE IN HOUSEHOLD HAS THIS RESPONSIBILITY .. 3 → **TERMINATE**
DON'T KNOW ..... DK → **TERMINATE**
REFUSED..... REF → **TERMINATE**

IF Q1 = NO, PHONE IS NOT USED MOST, ASK:

4. ¿Generalmente paga usted las cuentas del teléfono que usa con mayor frecuencia?

YES..... 1 → **GO TO Q6**
NO ..... 2 → **GO TO Q5**
REFUSED ..... REF → **GO TO Q5**

IF Q4= NOT YES, ASK:

5. Quisiera hablar con el adulto de su casa que generalmente paga las cuentas de ese teléfono. ¿Está disponible esa persona en este momento?

YES, AVAILABLE NOW ..... 1 → **ONE PERSON IS REACHED, REPEAT SCREENING QUESTIONS**
OTHER ADULT NOT AVAILABLE ..... 2 → **ASK FOR PERSON'S NAME, LANGUAGE AND CALLBACK TIME**
NO ONE IN HOUSEHOLD HAS THIS RESPONSIBILITY .. 3 → **TERMINATE**
DON'T KNOW ..... DK → **TERMINATE**
REFUSED..... REF → **TERMINATE**

6. ¿Es (éste) (ése) un teléfono celular u otro tipo de teléfono?

CELL PHONE 1
OTHER TYPE OF PHONE 2
REFUSED ..... REF

Las preguntas restantes serán con referencia a (este) (ese) teléfono.

7a. ¿Cuál es el nombre de la compañía que le factura por el servicio de (este) (ese) teléfono?

LIST OF PHONE PROVIDERS, SORTED BETWEEN CELL PHONE AND NON-CELL PHONE COMPANIES

IF COMPANY NAME, CONFIRM:

7b.	Sólo para confirmar, (**NAME OF COMPANY**) es la compañía que le factura por el servicio de (este) (ese) teléfono. ¿Es correcto?	YES, CORRECT.....1 → **GO TO Q8** NO, NOT CORRECT.....2 → **REPEAT Q7a**

IF A CELL PHONE MANUFACTURER NAMED (E.G., BLACKBERRY, APPLE IPHONE, ETC.), SAY:

7c.	Deseamos saber el nombre de la compañía que le proporciona el servicio de telefonía celular, no el nombre del teléfono celular que usted usa. ¿Me puede decir el nombre de la compañía que le factura mensualmente por el uso de su teléfono celular?	**LIST OF PHONE PROVIDERS, SORTED BETWEEN CELL PHONE AND NON-CELL PHONE COMPANIES**

8. En general, ¿qué tan satisfecho o insatisfecho está con el servicio telefónico que recibe de esta compañía – muy satisfecho, algo satisfecho, algo insatisfecho, o muy insatisfecho?

VERY SATISFIED.....1
SOMEWHAT SATISFIED.....2
SOMEWHAT DISSATISFIED.....3
VERY DISSATISFIED.....4
DON'T KNOW.....DK
REFUSED.....REF

9. ¿Recomendaría el servicio telefónico de esta compañía a sus familiares y amigos? ¿Diría: definitivamente sí, probablemente sí, probablemente no, o definitivamente no?

DEFINITELY YES.....1
PROBABLY YES.....2
PROBABLY NO.....3
DEFINITELY NO.....4
DON'T KNOW.....DK
REFUSED.....REF

10. ¿Cuánto tiempo tiene recibiendo servicio telefónico de esta compañía? ¿Cuántos años aproximadamente? (**IF NECESSARY, SAY:**) Cuánto tiempo calcula usted.

_____ YEARS
LESS THAN 1 YEAR.....0
DON'T KNOW.....DK
REFUSED.....REF

11. Dígame qué tan satisfecho o insatisfecho está con esta compañía en las siguientes áreas. (**READ ITEMS IN RANDOM ORDER, ASKING:**) ¿Qué tan satisfecho o insatisfecho está con (**ITEM**) – muy satisfecho, algo satisfecho, algo insatisfecho, o muy insatisfecho?

	VERY SATISFIED	SOMEWHAT SATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	DK N/A	REF
( ) a. su explicación de los cargos telefónicos en sus estados de cuenta	1	2	3	4	DK	REF
( ) b. la información que recibió sobre las alternativas de servicio telefónico, funciones de llamadas y costos cuando se inscribió en el servicio por primera vez	1	2	3	4	DK	REF
( ) c. la precisión de los cargos telefónicos en sus estados de cuenta	1	2	3	4	DK	REF
( ) d. su explicación sobre cuándo se imponen cuotas por retraso de pagos y cuotas por cancelación del servicio en forma anticipada, y cuándo el servicio telefónico se puede desconectar	1	2	3	4	DK	REF

12. ¿Alguna vez se ha comunicado con esta compañía sobre alguna pregunta o problema referente a su servicio telefónico o factura?

YES 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF YES, ASK:

13. ¿Cuándo fue la última vez que ocurrió esto – en los últimos 6 meses, hace 6 a 12 meses, hace 1 a 2 años, hace 2 a 3 años o hace más de 3 años? (**IF NECESSARY, SAY:**) Cuánto tiempo calcula usted.

WITHIN THE PAST 6 MONTHS 1
6 TO 12 MONTHS 2
1 YEAR TO LESS THAN 2 YEARS AGO 3
2 YEARS TO LESS THAN 3 YEARS AGO 4
3 OR MORE YEARS AGO 5
DON'T KNOW ..... DK
REFUSED ..... REF

14. Con respecto a la última vez que ocurrió esto, ¿qué tan satisfecho o insatisfecho estuvo con el tiempo que tardó en hablar con un representante de servicio al cliente que lo pudo asistir – muy satisfecho, algo satisfecho, algo insatisfecho, o muy insatisfecho?

VERY SATISFIED 1
SOMEWHAT SATISFIED 2
SOMEWHAT DISSATISFIED 3
VERY DISSATISFIED 4
DON'T KNOW ..... DK
REFUSED ..... REF

15. Y ¿qué satisfecho o insatisfecho estuvo con la capacidad del representante para responder sus preguntas y resolver su problema – muy satisfecho, algo satisfecho, algo insatisfecho, o muy insatisfecho?

VERY SATISFIED 1
SOMEWHAT SATISFIED 2
SOMEWHAT DISSATISFIED 3
VERY DISSATISFIED 4
DON'T KNOW ..... DK
REFUSED ..... REF

IF INTERVIEW COMPLETED IN NON-ENGLISH LANGUAGE, ASK:

16. ¿Habló con el representante de servicio al cliente en (**LANGUAGE OF INTERVIEW**) o en inglés?

LANGUAGE OF INTERVIEW 1
ENGLISH 2
DON'T KNOW ..... DK
REFUSED ..... REF

17. ¿Sabe que se puede comunicar con la Comisión de Servicios Públicos de California siempre que tenga algún problema con el proveedor de su servicio telefónico y desee presentar una queja?

YES 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF INTERVIEW CONDUCTED IN A NON-ENGLISH LANGUAGE, ASK:

Las siguientes preguntas tratan sobre su capacidad para contactarse y comunicarse con los representantes de servicio telefónico en (**LANGUAGE OF INTERVIEW**).

18 Durante el contacto inicial que tuvo con un representante de ventas cuando se inscribió por primera vez en el servicio de este teléfono, ¿le habló el representante de ventas en (**LANGUAGE OF INTERVIEW**)?

YES 1
NO 2
DON'T KNOW/CAN'T RECALL/NOT INVOLVED.. DK
REFUSED ..... REF

19. Si tuviera que llamar al 9-1-1 para reportar una emergencia, ¿piensa que podría hablar con alguien en (**LANGUAGE OF INTERVIEW**)?

YES 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

20.	Si quisiera hablar con un operador o pedir asistencia del directorio para hacer una llamada, ¿piensa que podría hablar con alguien en (**LANGUAGE OF INTERVIEW**)?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF
21.	Si tuviera una pregunta o un problema sobre su servicio telefónico o factura, ¿piensa que podría hablar con un representante de servicio en (**LANGUAGE OF INTERVIEW**)?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF
22.	Cuando recibe facturas de este teléfono, ¿se le proporciona la información de la factura en (**LANGUAGE OF INTERVIEW**)?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

DEMOGRAPHICS

Finalmente, le haré algunas preguntas sobre usted para propósitos de clasificación...

101.	¿Cuál es el nivel más alto de educación o año escolar que cursó y terminó? (**READ CATEGORIES, IF NECESSARY**)	8º grado o nivel inferior ..... 1 Parte de la escuela secundaria ..... 2 Graduado de la escuela secundaria ..... 3 Escuela comercial/vocacional ..... 4 1 a 2 años de universidad ..... 5 3 a 4 años de universidad/(no se graduó) .... 6 Graduado universitario ..... 7 5 a 6 años de universidad ..... 8 Título de maestría ..... 9 Graduado de un nivel superior a maestría. 10 **DO NOT READ →** REFUSED ..... REF

IF INTERVIEW CONDUCTED IN A NON-ENGLISH LANGUAGE, ASK:

102a.	¿Qué tan bien habla y entiende el inglés – muy bien, bien, no muy bien, o nada bien?	VERY WELL ..... 1 WELL ..... 2 NOT WELL ..... 3 NOT AT ALL ..... 4 DON'T KNOW ..... DK REFUSED ..... REF

IF NOT WELL OR NOT AT ALL, ASK:

102b.	¿Hay alguien en su casa que hable y entienda bien el inglés?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

103a.	¿Qué tan bien lee el inglés – muy bien, bien, no muy bien, o nada bien?	VERY WELL ..... 1 WELL ..... 2 NOT WELL ..... 3 NOT AT ALL ..... 4 DON'T KNOW ..... DK REFUSED ..... REF

IF NOT WELL OR NOT AT ALL, ASK:

103b.	¿Hay alguien en su casa que lea bien el inglés?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

104.	Incluyéndose a usted, ¿cuántas personas viven en su casa?	_____ PEOPLE REFUSED ..... REF

IF >1, ASK:

105.	¿Viven en su casa niños menores de 18 años?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

106.	En una semana típica, ¿se conecta a Internet para acceder o visitar páginas web a través de una computadora u otro aparato electrónico?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

IF YES, ASK:

107.	¿Lo hace generalmente por medio de una computadora en casa, en el trabajo, en la escuela, en la biblioteca o en algún otro lugar de la comunidad, o a través de un teléfono celular u otro aparato electrónico portátil? (**ANSWER CAN BE A MULTIPLE**)	AT HOME ..... 1 AT WORK..... 2 AT SCHOOL ..... 3 AT LIBRARY/OTHER COMMUNITY LOCATION ..... 4 CELL PHONE/OTHER MOBILE DEVICE ..... 5 OTHER ..... 6 DON'T KNOW ..... DK REFUSED ..... REF

108.	¿Es propietario de la casa donde vive o la renta?	OWN ..... 1 RENT ..... 2 OTHER ..... 3 DON'T KNOW ..... DK REFUSED ..... REF
109.	¿Cuánto tiempo tiene viviendo en su residencia actual? ¿Cuántos años?	_____ YEARS LESS THAN 1 YEAR..... 0 DON'T KNOW ..... DK REFUSED ..... REF
110.	¿Cuál es el código postal de su residencia? (**ZIP CODE MUST BEGIN WITH "9"**)	_____ DON'T KNOW ..... DK REFUSED ..... REF

111. ¿Es usted hispano, español o de ascendencia mexicana?

YES 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF NOT YES, ASK:

112. Para propósitos de clasificación, nos gustaría saber cuál es su origen: ¿Es usted blanco o caucásico, negro o afro-americano, asiático, de alguna Isla del Pacífico, indio nativo americano o nativo de Alaska, o miembro de alguna otra raza? (**ANSWER CAN BE A MULTIPLE**)

WHITE / CAUCASIAN 1
BLACK / AFRICAN-AMERICAN 2
ASIAN / PACIFIC ISLANDER 3
AMERICAN INDIAN 4
ALASKAN NATIVE 5
OTHER *(SPECIFY)* _____ 6
DON'T KNOW ..... DK
REFUSED ..... REF

113. ¿En qué país nació?

LIST OF COUNTRIES HERE
REFUSED ..... REF

IF NOT UNITED STATES, ASK:

114. ¿Es ciudadano de EE. UU. o no lo es?

YES 1
NO 2
REFUSED ..... REF

115. No queremos saber cuáles son sus ingresos exactos pero en términos generales, ¿me podría decir si los ingresos anuales de su casa antes de impuestos son menores de $10,000, de $10,000 a $20,000, de $20,000 a $30,000, de $30,000 a $40,000, de $40,000 a $50,000, de $50,000 a $75,000, de $75,000 a $100,000, de $100,000 a $150,000 o más de $150,000?

LESS THAN $10,000 1
$10,000–$19,999 2
$20,000–$29,999 3
$30,000–$39,999 4
$40,000–$49,999 5
$50,000–$74,999 6
$75,000–$99,999 7
$100,000 - $149,999 8
$150,000 OR MORE 9
DON'T KNOW ..... DK
REFUSED ..... REF

116. **RECORD GENDER OF RESPONDENT**

MALE 1
FEMALE 2

117. Es posible que hagamos una encuesta de seguimiento en el transcurso de un año. ¿Le parecería bien que le llamemos nuevamente a su casa en ese momento?

YES 1
NO 2
REFUSED ..... REF

Estas son todas las preguntas que tengo. Muchas gracias por participar en esta importante encuesta.

Field Research Corporation
601 California Street, Suite 900
San Francisco, California 94108

314001
050912
Final (Spanish)

Limited English Proficiency Survey
– Non-Customer Survey Questionnaire –

1. ¿Cuándo fue la última vez que usted no tuvo un teléfono para uso personal? Fue: ¿en los últimos 6 meses, hace 6 a 12 meses, hace 1 a 2 años, hace 2 a 3 años, hace 3 a 5 años o hace 5 o más años?

WITHIN THE PAST 6 MONTHS 1
6 TO 12 MONTHS 2
1 YEAR TO LESS THAN 2 YEARS AGO 3
2 YEARS TO LESS THAN 3 YEARS AGO 4
3 YEARS TO LESS THAN 5 YEARS AGO 5
5 OR MORE YEARS AGO 6
NEVER 7
DON'T KNOW ..... DK
REFUSED ..... REF

- **IF LONGER THAN 3 YEARS AGO OR NEVER WITHOUT PHONE SERVICE, GO TO CUSTOMER SURVEY QUEX Q1.**

2. ¿Cuánto tiempo estuvo sin teléfono para uso personal durante ese período? ¿Cuántos meses o años? Cuánto tiempo calcula usted.

_____ MONTHS
_____ YEARS
DON'T KNOW ..... DK
REFUSED ..... REF

- **IF LESS THAN 3 MONTHS, GO TO CUSTOMER SURVEY QUEX Q1.**

3. Cuando estuvo sin teléfono, ¿cómo hacía generalmente sus llamadas personales? ¿Usaba el teléfono de un amigo, vecino, compañero de casa, familiar, usaba un teléfono en el trabajo, un teléfono público u otro teléfono, o no usaba el teléfono en absoluto? (**ANSWER CAN BE A MULTIPLE**)

FRIEND, NEIGHBOR OR ROOMMATE'S PHONE . 1
RELATIVE'S PHONE 2
PHONE AT WORK 3
PUBLIC PAY PHONE 4
SOME OTHER PHONE 5
DIDN'T USE A PHONE AT ALL 6
DON'T KNOW ..... DK
REFUSED ..... REF

4. Describiré las razones que algunas veces da la gente por no tener servicio telefónico. Conforme lea cada una de ellas, dígame si fue una razón por la que no tuvo servicio telefónico básico durante ese período. (**READ ITEMS IN RANDOM ORDER AND ASK:**) ¿Fue ésta una razón por la que no tuvo servicio telefónico durante ese período?

		YES	NO	DK	REF
( )	a. Los cargos telefónicos mensuales que pagaba eran demasiados	1	2	DK	REF
( )	b. Perdió su teléfono o se lo robaron	1	2	DK	REF
( )	c. No podía controlar la forma en que otras personas usaban el teléfono	1	2	DK	REF
( )	d. No se sentía cómodo para comunicarse con la compañía telefónica para obtener servicio	1	2	DK	REF
( )	e. Sus ingresos eran demasiado bajos y no reunía los requisitos para tener servicio telefónico	1	2	DK	REF
( )	f. No hacía suficientes llamadas telefónicas como para que valiera la pena tener el servicio	1	2	DK	REF
( )	g. Pensaba que podría lidiárselas sin teléfono	1	2	DK	REF
( )	h. No quería pasar la molestia de tener un teléfono	1	2	DK	REF
( )	i. No podía obtener servicio telefónico porque debía dinero a la compañía telefónica	1	2	DK	REF
( )	j. Pensaba que podría usar el teléfono de otra persona cuando lo necesitara	1	2	DK	REF
( )	k. La compañía telefónica interrumpió o desconectó su servicio telefónico anterior	1	2	DK	REF

IF Q4d = YES AND NON-ENGLISH SPEAKER, ASK:

5.	Mencionó que no se sentía cómodo para comunicarse con la compañía telefónica para obtener servicio. ¿Era porque pensaba que la compañía telefónica no podría hablar con usted en (**LANGUAGE OF INTERVIEW**)?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

IF Q4k = YES, ASK:

6. ¿La razón por la que se interrumpió o desconectó su servicio telefónico fue porque… (**READ LIST IN RANDOM ORDER**)?

		YES	NO	DK	REF
( ) a.	no podía pagar la cuenta	1	2	DK	REF
( ) b.	olvidó pagar la cuenta	1	2	DK	REF
( ) c.	su cuenta era mucho más elevada de lo que esperaba	1	2	DK	REF
( ) d.	no entendía los cargos o cuotas incluidos en su factura	1	2	DK	REF
( ) e.	no podía controlar el número o la duración de las llamadas que hacía	1	2	DK	REF
( ) f.	no podía controlar la forma en que otras personas usaban el teléfono	1	2	DK	REF
( ) g.	ya no quería o no necesitaba tener un servicio telefónico	1	2	DK	REF

7. ¿Tenía servicio telefónico antes de este período más reciente de no tener servicio?

YES 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF YES, ASK:

8.	¿Cuánto tiempo tuvo servicio telefónico antes de esto? (menos de 6 meses, de 6 a 12 meses, de 1 a 2 años, de 2 a 3 años, o más de 3 años?	LESS THAN 6 MONTHS ..... 1 6 TO 12 MONTHS ..... 2 1 YEAR TO LESS THAN 2 YEARS ..... 3 2 YEARS TO LESS THAN 3 YEARS ..... 4 3 OR MORE YEARS ..... 5 DON'T KNOW ..... DK REFUSED ..... REF
9.	¿Fue esto en California?	YES, IN CALIFORNIA ..... 1 NO, IN ANOTHER PLACE ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

10. ¿Cuál de las siguientes fue una razón por la que decidió obtener su servicio telefónico actual? (**READ ITEMS IN RANDOM ORDER AND ASK:**) ¿Fue ésta una razón por la que decidió obtener servicio telefónico?

		YES	NO	DK	REF
( ) a.	Necesitaba hacer más llamadas que antes	1	2	DK	REF
( ) b.	Su vida en general o circunstancias familiares cambiaron	1	2	DK	REF
( ) c.	Necesitaba tener un teléfono para propósitos de empleo	1	2	DK	REF
( ) d.	Mejoró su situación económica	1	2	DK	REF
( ) e.	Algún problema que tenía previamente con su último teléfono se había resuelto	1	2	DK	REF
( ) f.	Necesitaba tener acceso al correo electrónico, a Internet o a Facebook	1	2	DK	REF
( ) g.	Sintió la necesidad de tener un teléfono por razones de seguridad o para emergencias	1	2	DK	REF

11.	Piense ahora en el teléfono que más usa para hacer y recibir llamadas personales (no incluya los teléfonos que usa en el trabajo). ¿Se trata de un teléfono celular o de algún otro tipo de teléfono?	CELL PHONE ..... 1 OTHER TYPE OF PHONE ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

Las preguntas restantes son sobre (ese teléfono celular) (ese teléfono).

12a.	¿Cuál es el nombre de la compañía que le da servicio para (este) (ese) teléfono?	**LIST OF PHONE PROVIDERS, SORTED BETWEEN CELL PHONE AND NON-CELL PHONE COMPANIES**

IF COMPANY NAME, CONFIRM:

12b.	Sólo para confirmar, (**NAME OF COMPANY**) es la compañía que le factura por el servicio de (este) (ese) teléfono. ¿Es correcto?	YES, CORRECT..... 1 → **GO TO Q13** NO, NOT CORRECT..... 2 → **REPEAT Q12a**

IF A CELL PHONE MANUFACTURER NAMED (E.G., BLACKBERRY, APPLE IPHONE, ETC.), SAY:

12c.	Deseamos saber el nombre de la compañía que le proporciona el servicio de telefonía celular, no el nombre del teléfono celular que usted usa. ¿Me puede decir el nombre de la compañía que le factura mensualmente por el uso de su teléfono celular?	**LIST OF PHONE PROVIDERS, SORTED BETWEEN CELL PHONE AND NON-CELL PHONE COMPANIES**

13.	En general, ¿qué tan satisfecho o insatisfecho está con el servicio telefónico que recibe de esta compañía – muy satisfecho, algo satisfecho, algo insatisfecho, o muy insatisfecho?	VERY SATISFIED..... 1 SOMEWHAT SATISFIED ..... 2 SOMEWHAT DISSATISFIED ..... 3 VERY DISSATISFIED..... 4 DON'T KNOW ..... DK REFUSED ..... REF
14.	¿Recomendaría el servicio telefónico de esta compañía a sus familiares y amigos? ¿Diría: definitivamente sí, probablemente sí, probablemente no, o definitivamente no?	DEFINITELY YES ..... 1 PROBABLY YES ..... 2 PROBABLY NO..... 3 DEFINITELY NO..... 4 DON'T KNOW ..... DK REFUSED ..... REF
17.	¿Sabe que se puede comunicar con la Comisión de Servicios Públicos de California siempre que tenga algún problema con el proveedor de su servicio telefónico y desee presentar una queja?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

IF INTERVIEW CONDUCTED IN A NON-ENGLISH LANGUAGE, ASK:

Las siguientes preguntas tratan sobre su capacidad para contactarse y comunicarse con los representantes de servicio telefónico en (**LANGUAGE OF INTERVIEW**).

18	Durante el contacto inicial que tuvo con un representante de ventas cuando se inscribió por primera vez en el servicio de este teléfono, ¿le habló el representante de ventas en (**LANGUAGE OF INTERVIEW**)?	YES..... 1 NO ..... 2 DON'T KNOW/CAN'T RECALL/NOT INVOLVED.. DK REFUSED ..... REF
19.	Si tuviera que llamar al 9-1-1 para reportar una emergencia, ¿piensa que podría hablar con alguien en (**LANGUAGE OF INTERVIEW**)?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

20.	Si quisiera hablar con un operador o pedir asistencia del directorio para hacer una llamada, ¿piensa que podría hablar con alguien en (**LANGUAGE OF INTERVIEW**)?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF
21.	Si tuviera una pregunta o un problema sobre su servicio telefónico o factura, ¿piensa que podría hablar con un representante de servicio en (**LANGUAGE OF INTERVIEW**)?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF
22.	Cuando recibe facturas de este teléfono, ¿se le proporciona la información de la factura en (**LANGUAGE OF INTERVIEW**)?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

DEMOGRAPHICS

Finalmente, le haré algunas preguntas sobre usted para propósitos de clasificación...

101.	¿Cuál es el nivel más alto de educación o año escolar que cursó y terminó? (**READ CATEGORIES, IF NECESSARY**)	8º grado o nivel inferior ..... 1 Parte de la escuela secundaria ..... 2 Graduado de la escuela secundaria ..... 3 Escuela comercial/vocacional ..... 4 1 a 2 años de universidad ..... 5 3 a 4 años de universidad/(no se graduó) .... 6 Graduado universitario ..... 7 5 a 6 años de universidad ..... 8 Título de maestría ..... 9 Graduado de un nivel superior a maestría. 10 **DO NOT READ →** REFUSED ..... REF

IF INTERVIEW CONDUCTED IN A NON-ENGLISH LANGUAGE, ASK:

102a.	¿Qué tan bien habla y entiende el inglés – muy bien, bien, no muy bien, o nada bien?	VERY WELL ..... 1 WELL ..... 2 NOT WELL ..... 3 NOT AT ALL ..... 4 DON'T KNOW ..... DK REFUSED ..... REF

IF NOT WELL OR NOT AT ALL, ASK:

102b.	¿Hay alguien en su casa que hable y entienda bien el inglés?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

103a.	¿Qué tan bien lee el inglés – muy bien, bien, no muy bien, o nada bien?	VERY WELL ..... 1 WELL ..... 2 NOT WELL ..... 3 NOT AT ALL ..... 4 DON'T KNOW ..... DK REFUSED ..... REF

IF NOT WELL OR NOT AT ALL, ASK:

103b.	¿Hay alguien en su casa que lea bien el inglés?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

104.	Incluyéndose a usted, ¿cuántas personas viven en su casa?	_____ PEOPLE REFUSED ..... REF

IF >1, ASK:

105.	¿Viven en su casa niños menores de 18 años?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

106.	En una semana típica, ¿se conecta a Internet para acceder o visitar páginas web a través de una computadora u otro aparato electrónico?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

IF YES, ASK:

107.	¿Lo hace generalmente por medio de una computadora en casa, en el trabajo, en la escuela, en la biblioteca o en algún otro lugar de la comunidad, o a través de un teléfono celular u otro aparato electrónico portátil? (**ANSWER CAN BE A MULTIPLE**)	AT HOME ..... 1 AT WORK..... 2 AT SCHOOL ..... 3 AT LIBRARY/OTHER COMMUNITY LOCATION ..... 4 CELL PHONE/OTHER MOBILE DEVICE ..... 5 OTHER ..... 6 DON'T KNOW ..... DK REFUSED ..... REF

108.	¿Es propietario de la casa donde vive o la renta?	OWN ..... 1 RENT ..... 2 OTHER ..... 3 DON'T KNOW ..... DK REFUSED ..... REF
109.	¿Cuánto tiempo tiene viviendo en su residencia actual? ¿Cuántos años?	_____ YEARS LESS THAN 1 YEAR..... 0 DON'T KNOW ..... DK REFUSED ..... REF
110.	¿Cuál es el código postal de su residencia? (**ZIP CODE MUST BEGIN WITH "9"**)	_____ DON'T KNOW ..... DK REFUSED ..... REF

111. ¿Es usted hispano, español o de ascendencia mexicana?

YES 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF NOT YES, ASK:

112. Para propósitos de clasificación, nos gustaría saber cuál es su origen: ¿Es usted blanco o caucásico, negro o afro-americano, asiático, de alguna Isla del Pacífico, indio nativo americano o nativo de Alaska, o miembro de alguna otra raza? (**ANSWER CAN BE A MULTIPLE**)

WHITE / CAUCASIAN 1
BLACK / AFRICAN-AMERICAN 2
ASIAN / PACIFIC ISLANDER 3
AMERICAN INDIAN 4
ALASKAN NATIVE 5
OTHER *(SPECIFY)* _____ 6
DON'T KNOW ..... DK
REFUSED ..... REF

113. ¿En qué país nació?

LIST OF COUNTRIES HERE
REFUSED ..... REF

IF NOT UNITED STATES, ASK:

114. ¿Es ciudadano de EE. UU. o no lo es?

YES 1
NO 2
REFUSED ..... REF

115. No queremos saber cuáles son sus ingresos exactos pero en términos generales, ¿me podría decir si los ingresos anuales de su casa antes de impuestos son menores de $10,000, de $10,000 a $20,000, de $20,000 a $30,000, de $30,000 a $40,000, de $40,000 a $50,000, de $50,000 a $75,000, de $75,000 a $100,000, de $100,000 a $150,000 o más de $150,000?

LESS THAN $10,000 1
$10,000–$19,999 2
$20,000–$29,999 3
$30,000–$39,999 4
$40,000–$49,999 5
$50,000–$74,999 6
$75,000–$99,999 7
$100,000 - $149,999 8
$150,000 OR MORE 9
DON'T KNOW ..... DK
REFUSED ..... REF

116. **RECORD GENDER OF RESPONDENT**

MALE 1
FEMALE 2

117. Es posible que hagamos una encuesta de seguimiento en el transcurso de un año. ¿Le parecería bien que le llamemos nuevamente a su casa en ese momento?

YES 1
NO 2
REFUSED ..... REF

Estas son todas las preguntas que tengo. Muchas gracias por participar en esta importante encuesta.

Field Research Corporation
601 California Street, Suite 900
San Francisco, California 94108

314001
050912
Final (Cantonese)

Limited English Proficiency Survey
– Screener –

您好。我叫 _____ ，我係由 Field Research代表加州公用事業委員會打電話嚟，
公用事業委員會係一個州政府機構 ，負責保護消費者，同埋確保佢地可以獲得可靠嘅電話服務。

IF LEP SAMPLE, ASK:

A. 我地而家進行緊一項重要調查，向加州18歲或者以上，平日講（普通話）（廣東話），但係唔係好識講英文嘅成年人詢問佢地嘅電話服務。你係唔係乎合呢種情況？

READ AS APPROPRIATE:

- 我地絕對唔係做推銷。
- 呢項調查唔會花你太多時間（對於多數人只係需要10-15分鐘）。
- 您嘅回答會保持匿名，絕對唔會識別您嘅身份。

IF CROSS-SECTION SAMPLE, ASK:

A. 我地而家進行緊一項重要調查，向加州18歲或者以上嘅成年人詢問佢地嘅電話服務。您係唔係年滿18歲或者以上而又住係加州嘅人呢？
(**IF NECESSARY, SAY:**) 我地可以用英文、西班牙話、普通話、廣東話、越南話、韓語或者菲律賓話進行呢項調查。請問您最方便講邊一種語言？

READ AS APPROPRIATE:

- 我地絕對唔係做推銷。
- 呢項調查唔會花你太多時間（對於多數人只係需要10-15分鐘）。
- 您嘅回答會保持匿名，絕對唔會識別您嘅身份。

IF INTERVIEWER NOT FLUENT IN CHOSEN LANGUAGE, SAY:

B. 一位可以講流利（**INSERT RESPONDENT'S LANGUAGE OR SAY**「您嘅語言」）嘅訪問員會儘快打電話番嚟，同您進行訪問。為咗我地嘅訪問員可以指定同您通話，請問您叫咩名？咩時候打電話嚟比較好？

RECORD FIRST NAME, PREFERRED CALLBACK TIME AND LANGUAGE

CONTINUE IN APPROPRIATE LANGUAGE:

C1 請問您幾多歲？

_____ YEARS OLD
REFUSED ..... REF

IF REFUSED, ASK:

C2. 您可唔可以話俾我知您係… (**READ CATEGORIES**)?

18歲以下 .....1 (**END**)
18–24 2
25–29 3
30–39 4
40–49 5
50–59 6
60–64 7
65歲及以上.....8
DO NOT READ → REFUSED .....REF (**END**)

- **IF UNDER AGE 18 OR REFUSED, TERMINATE**

D1. 您住係加州邊個縣？

LIST OF CALIFORNIA COUNTIES HERE

IF NAMES A COUNTY NOT ON LIST OR IF DOESN'T KNOW THE NAME OF THEIR COUNTY, ASK:

D2. 您係唔係住喺加州？

YES.....1
NO .....2 (**END**)
REFUSED .....REF (**END**)

E. 最近五年之中，您有無曾經住喺加州而且最少一個月或者更長嘅時間冇電話服務或者接聽個人電話？請唔好包括您喺工作上使用嘅電話。

YES.....1
NO 2
DON'T KNOW .....DK (**END**)
REFUSED .....REF (**END**)

- **IF E = YES, GO TO NON-CUSTOMER QUESTIONNAIRE.**
- **IF E = NO, GO TO CUSTOMER QUESTIONNAIRE.**
- **IF E = DON'T KNOW OR REFUSED, THANK & TERMINATE.**

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Final (Cantonese)

Limited English Proficiency Survey
– Customer Survey Questionnaire –

1. 我打俾您嘅電話係唔係您最常用嚟打俾人同埋接私人電話嘅？

YES, THIS PHONE USED MOST 1
NO, OTHER PHONE USED MORE..... 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF Q1 = YES, PHONE IS USED MOST, ASK:

2. 呢部電話通常係唔係由您俾錢？

YES..... 1 → **GO TO Q6**
NO ..... 2 → **GO TO Q3**
REFUSED ..... REF → **GO TO Q3**

IF Q2 = NOT YES, ASK:

3. 我想同您屋企通常俾呢部電話費嘅成年人講嘢。嗰個人喺唔喺度？

YES, AVAILABLE NOW ..... 1 → **ONE PERSON IS REACHED, REPEAT SCREENING QUESTIONS**
OTHER ADULT NOT AVAILABLE ..... 2 → **ASK FOR PERSON'S NAME, LANGUAGE AND CALLBACK TIME**
NO ONE IN HOUSEHOLD HAS THIS RESPONSIBILITY .. 3 → **TERMINATE**
DON'T KNOW ..... DK → **TERMINATE**
REFUSED..... REF → **TERMINATE**

IF Q1 = NO, PHONE IS NOT USED MOST, ASK:

4. 您平時用得最多嘅電話通常係唔係由您俾錢？

YES..... 1 → **GO TO Q6**
NO ..... 2 → **GO TO Q5**
REFUSED ..... REF → **GO TO Q5**

IF Q4= NOT YES, ASK:

5. 我想同您屋企通常俾呢部電話費嘅成年人講嘢。嗰個人喺唔喺度？

YES, AVAILABLE NOW ..... 1 → **ONE PERSON IS REACHED, REPEAT SCREENING QUESTIONS**
OTHER ADULT NOT AVAILABLE ..... 2 → **ASK FOR PERSON'S NAME, LANGUAGE AND CALLBACK TIME**
NO ONE IN HOUSEHOLD HAS THIS RESPONSIBILITY .. 3 → **TERMINATE**
DON'T KNOW ..... DK → **TERMINATE**
REFUSED..... REF → **TERMINATE**

6. （呢部）（嗰部）電話係手機定係其他類型嘅電話？

CELL PHONE 1
OTHER TYPE OF PHONE 2
REFUSED ..... REF

其餘嘅問題係關於（呢部）（嗰部）電話。

7a. 邊一間公司向你收取（呢部）（嗰部）電話嘅服務費？

LIST OF PHONE PROVIDERS, SORTED BETWEEN CELL PHONE AND NON-CELL PHONE COMPANIES

IF COMPANY NAME, CONFIRM:

7b. 再確認一吓，係（**NAME OF COMPANY**）向你收取（呢部）（嗰部）電話嘅服務費。請問啱唔啱？

YES, CORRECT.....1 → **GO TO Q8**
NO, NOT CORRECT.....2 → **REPEAT Q7a**

IF A CELL PHONE MANUFACTURER NAMED (E.G., BLACKBERRY, APPLE IPHONE, ETC.), SAY:

7c. 我地係想知道為您提供手機服務公司嘅名稱，而唔係您手機類型嘅名稱。您可唔可以話俾我知每個月向您收取用手機費用嘅公司名稱？

LIST OF PHONE PROVIDERS, SORTED BETWEEN CELL PHONE AND NON-CELL PHONE COMPANIES

8. 大致上嚟講，您對於呢間公司嘅服務感到有幾滿意 — 好滿意、有啲滿意、有啲唔滿意，定係好唔滿意？

VERY SATISFIED..... 1
SOMEWHAT SATISFIED 2
SOMEWHAT DISSATISFIED 3
VERY DISSATISFIED..... 4
DON'T KNOW ..... DK
REFUSED ..... REF

9. 您會唔會向親戚或者朋友推薦呢間公司嘅電話服務？您會講一定會、可能會、可能唔會，定係一定唔會？

DEFINITELY YES 1
PROBABLY YES 2
PROBABLY NO..... 3
DEFINITELY NO..... 4
DON'T KNOW ..... DK
REFUSED ..... REF

10. 您用咗呢間公司嘅電話服務有幾耐？大概幾多年？
(**IF NECESSARY, SAY:**) 您做最好嘅估計就可以。

_____ YEARS
LESS THAN 1 YEAR..... 0
DON'T KNOW ..... DK
REFUSED ..... REF

11. 請話俾我知您對呢間公司喺以下方面表現嘅滿意程度。(**READ ITEMS IN RANDOM ORDER, ASKING:**)
您對於(**ITEM**) 感到有幾滿意– 您係好滿意、有啲滿意、有啲唔滿意，定係好唔滿意？

	VERY SATISFIED	SOMEWHAT SATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	DK N/A	REF
( ) a. 佢地喺帳單上面對電話收費嘅解釋	1	2	3	4	DK	REF
( ) b. 您喺初次訂購服務嘅時所得到嘅電話服務替代選項、通話功能，同埋費用嘅資訊	1	2	3	4	DK	REF
( ) c. 帳單上面電話收費嘅準確性	1	2	3	4	DK	REF
( ) d. 佢地對於幾時會收遲交費同提前終止費同埋電話服務幾時會終止嘅解釋	1	2	3	4	DK	REF

12. 您有冇為電話服務同帳單嘅問題而同呢間公司連絡過？

YES..... 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF YES, ASK:

13. 您上次連絡係幾時？過去6個月內、6到12個月前、1到兩年前、兩到3年前，定係3年前或以上？(**IF NECESSARY, SAY:**) 您做最好嘅估計就可以。

WITHIN THE PAST 6 MONTHS 1
6 TO 12 MONTHS 2
1 YEAR TO LESS THAN 2 YEARS AGO..... 3
2 YEARS TO LESS THAN 3 YEARS AGO..... 4
3 OR MORE YEARS AGO 5
DON'T KNOW ..... DK
REFUSED ..... REF

14. 諗番您上次同呢間公司連絡嘅時候，您對於搵到一位可以幫到您嘅客戶服務代表所用嘅時間感到有幾滿意—您係好滿意、有啲滿意、有啲唔滿意，定係好唔滿意？

VERY SATISFIED..... 1
SOMEWHAT SATISFIED 2
SOMEWHAT DISSATISFIED 3
VERY DISSATISFIED..... 4
DON'T KNOW ..... DK
REFUSED ..... REF

15. 除此之外，您對於佢地回答您嘅疑問同埋解決您問題嘅能力感到有幾滿意—您係好滿意、有啲滿意、有啲唔滿意，定係好唔滿意？

VERY SATISFIED..... 1
SOMEWHAT SATISFIED 2
SOMEWHAT DISSATISFIED 3
VERY DISSATISFIED..... 4
DON'T KNOW ..... DK
REFUSED ..... REF

IF INTERVIEW COMPLETED IN NON-ENGLISH LANGUAGE, ASK:

16. 您係用（**LANGUAGE OF INTERVIEW**）定係英文同佢地嘅客戶服務代表講嘢？

LANGUAGE OF INTERVIEW 1
ENGLISH 2
DON'T KNOW ..... DK
REFUSED ..... REF

17. 您知唔知道當您同電話服務提供者發生問題而且想要提出起投訴嘅時候，您可以聯絡加州公用事業委員會？

YES..... 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF INTERVIEW CONDUCTED IN A NON-ENGLISH LANGUAGE, ASK:

以下幾個問題係關於您係唔係可以用（**LANGUAGE OF INTERVIEW**）聯絡電話服務代表同埋溝通。

18 請諗番您第一次訂購呢部電話嘅服務嘅時候，您同銷售代表進行最初溝通，銷售代表係唔係用（**LANGUAGE OF INTERVIEW**）同您講嘢？

YES..... 1
NO 2
DON'T KNOW/CAN'T RECALL/NOT INVOLVED.. DK
REFUSED ..... REF

19. 如果您需要打9-1-1報告緊急事故，您認為您可唔可以用（**LANGUAGE OF INTERVIEW**）講得通？

YES..... 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

20. 如果您想請接線生或者查號台幫您打電話，您認為您可唔可以用（**LANGUAGE OF INTERVIEW**）講得通？

YES..... 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

21.	如果您對您嘅電話服務或者帳單有疑問或問題，您認為您可唔可以用（**LANGUAGE OF INTERVIEW**）同服務代表講？	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF
22.	當您收到呢部電話嘅帳單，帳單上嘅資訊係唔係用（**LANGUAGE OF INTERVIEW**）提供？	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

DEMOGRAPHICS

最後，為咗做人數統計，我有幾個關於您自己嘅問題...

101.	您有讀完或者攞到學分嘅最高教育程度或者讀到嘅年級係幾高？(**READ CATEGORIES, IF NECESSARY**)	8年級或以下 ..... 1 高中肄業 ..... 2 高中畢業 ..... 3 貿易 / 職業學校 ..... 4 1-2年大學 ..... 5 3-4年大學/（沒有畢業） ..... 6 大學畢業 ..... 7 5-6年大學 ..... 8 碩士學位 ..... 9 碩士後研究 ..... 10 **DO NOT READ →** REFUSED ..... REF

IF INTERVIEW CONDUCTED IN A NON-ENGLISH LANGUAGE, ASK:

102a.	您講英文同理解英文嘅程度有幾好 – 非常好、幾好、唔好，定係完全唔得？	VERY WELL ..... 1 WELL ..... 2 NOT WELL ..... 3 NOT AT ALL ..... 4 DON'T KNOW ..... DK REFUSED ..... REF

IF NOT WELL OR NOT AT ALL, ASK:

102b.	您屋企有冇人能夠講流利嘅英文而且理解程度好好呢？	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

103a.	您睇英文嘅程度有幾好 – 非常好、幾好、唔好，定係完全唔得？	VERY WELL ..... 1 WELL ..... 2 NOT WELL ..... 3 NOT AT ALL ..... 4 DON'T KNOW ..... DK REFUSED ..... REF

IF NOT WELL OR NOT AT ALL, ASK:

103b.	您屋企有冇人睇英文嘅程度好好呢？	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

104. 包括您自己在內，您屋企一共住咗幾多個人？

_____ PEOPLE
REFUSED ..... REF

IF >1, ASK:

105. 您屋企有冇18歲以下嘅兒童？

YES..... 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

106. 喺平常一個禮拜之中，您會唔會上網，或者用電腦或者其他電子設備瀏覽網站呢？

YES..... 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF YES, ASK:

107. 您通常係會喺屋企、工作地點、學校、圖書館，或係其他社區地點嘅電腦上網，定係用手機或者其他可攜帶式電子裝置上網？ (**ANSWER CAN BE A MULTIPLE**)

AT HOME 1
AT WORK..... 2
AT SCHOOL 3
AT LIBRARY/OTHER COMMUNITY LOCATION 4
CELL PHONE/OTHER MOBILE DEVICE 5
OTHER 6
DON'T KNOW ..... DK
REFUSED ..... REF

108. 您住嘅屋係自有定係租嘅？

OWN 1
RENT 2
OTHER 3
DON'T KNOW ..... DK
REFUSED ..... REF

109. 您喺而家間屋住咗有幾耐？幾多年？

_____ YEARS
LESS THAN 1 YEAR..... 0
DON'T KNOW ..... DK
REFUSED ..... REF

110. 您嘅郵區號碼係咩？
(**ZIP CODE MUST BEGIN WITH "9"**)

_____
DON'T KNOW ..... DK
REFUSED ..... REF

111. 您係唔係西語裔、西班牙裔或者墨西哥裔？

YES..... 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF NOT YES, ASK:

112. 為咗分類，我地想知道您嘅種族背景。您係白人、黑人或者非裔美國人、亞裔、太平洋島民、美國印地安人或者阿拉斯加原住民，
定係其他族裔？ (**ANSWER CAN BE A MULTIPLE**)

WHITE / CAUCASIAN 1
BLACK / AFRICAN-AMERICAN 2
ASIAN / PACIFIC ISLANDER 3
AMERICAN INDIAN..... 4
ALASKAN NATIVE 5
OTHER *(SPECIFY)* _____..... 6
DON'T KNOW ..... DK
REFUSED ..... REF

113. 您喺邊一個國家出生？

LIST OF COUNTRIES HERE

REFUSED ..... REF

IF NOT UNITED STATES, ASK:

114. 您係唔係美國公民？

YES..... 1
NO 2
REFUSED ..... REF

115. 我地唔想知道您嘅確實收入，但係大概嚟講，您可以話俾我聽您家庭嘅稅前年度收入係低於$10,000、介乎$10,000到$20,000、介乎$20,000到$30,000、介乎$30,000到$40,000、介乎$40,000到$50,000、介乎$50,000到$75,000、介乎$75,000到$100,000、介乎$100,000到$150,000，定係超過$150,000？

LESS THAN $10,000 1
$10,000–$19,999 2
$20,000–$29,999 3
$30,000–$39,999 4
$40,000–$49,999 5
$50,000–$74,999 6
$75,000–$99,999 7
$100,000 - $149,999 8
$150,000 OR MORE 9
DON'T KNOW ..... DK
REFUSED ..... REF

116. **RECORD GENDER OF RESPONDENT**

MALE 1
FEMALE 2

117. 我地可能會喺明年左右進行一次追蹤調查。到時候我地可唔可以再打電話到您屋企？

YES..... 1
NO 2
REFUSED ..... REF

我嘅問題已經全部問完。非常多謝您參加呢項重要嘅調查。

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Final (Cantonese)

Limited English Proficiency Survey
– Non-Customer Survey Questionnaire –

1. 請諗一諗最後一次你無可供個人使用嘅電話，係幾耐之前 — 係過去六個月以內、6-12個月以前、1-2年以前、2-3年以前、3-5年以前定係超過五年以前？

WITHIN THE PAST 6 MONTHS 1
6 TO 12 MONTHS 2
1 YEAR TO LESS THAN 2 YEARS AGO 3
2 YEARS TO LESS THAN 3 YEARS AGO 4
3 YEARS TO LESS THAN 5 YEARS AGO 5
5 OR MORE YEARS AGO 6
NEVER 7
DON'T KNOW ..... DK
REFUSED ..... REF

- **IF LONGER THAN 3 YEARS AGO OR NEVER WITHOUT PHONE SERVICE, GO TO CUSTOMER SURVEY QUEX Q1.**

2. 您係嗰段期間有幾耐冇私人用嘅電話？幾個月或者幾年？您做最好嘅估計就可以。

_____ MONTHS
_____ YEARS

DON'T KNOW ..... DK
REFUSED ..... REF

- **IF LESS THAN 3 MONTHS, GO TO CUSTOMER SURVEY QUEX Q1.**

3. 當您冇電話嘅時候，您通常點樣打私人電話？您係用朋友、鄰居抑或室友嘅電話、用親戚嘅電話、用工司嘅電話、用公共付費電話，定係您完全冇用電話？(**ANSWER CAN BE A MULTIPLE**)

FRIEND, NEIGHBOR OR ROOMMATE'S PHONE . 1
RELATIVE'S PHONE 2
PHONE AT WORK 3
PUBLIC PAY PHONE 4
SOME OTHER PHONE 5
DIDN'T USE A PHONE AT ALL 6
DON'T KNOW ..... DK
REFUSED ..... REF

4. 我而家要描述一啲人對於冇電話服務所提到嘅理由。當我讀出每一個理由嘅時候，請話俾我知呢個理由係唔係您喺嗰段時間冇基本電話服務嘅原因。 (**READ ITEMS IN RANDOM ORDER AND ASK:**)
呢個理由係唔係您喺嗰段時間冇電話服務嘅原因呢？

		YES	NO	DK	REF
( ) a.	您最近每個月俾嘅電話費太高	1	2	DK	REF
( ) b.	您嘅電話唔見咗或者被人偷咗	1	2	DK	REF
( ) c.	您無辦法控制人地點樣用電話	1	2	DK	REF
( ) d.	您對於同電話公司連絡要求服務感到唔自然	1	2	DK	REF
( ) e.	您嘅收入太低，冇資格獲得電話服務	1	2	DK	REF
( ) f.	您打電話嘅次數唔夠，唔化算	1	2	DK	REF
( ) g.	您認為冇電話都過得去	1	2	DK	REF
( ) h.	您唔想被電話打擾	1	2	DK	REF
( ) i.	您無辦法獲得電話服務，因為您欠電話公司錢	1	2	DK	REF
( ) j.	您認為您有需要時可以借用人地嘅電話	1	2	DK	REF
( ) k.	您之前嘅電話服務俾電話公司停止咗或中斷咗	1	2	DK	REF

IF Q4d = YES AND NON-ENGLISH SPEAKER, ASK:

5.	您提到您對於同電話公司連絡要求服務感到唔自然。呢嗰係唔係因為您認為電話公司無辦法用（**LANGUAGE OF INTERVIEW**）同您溝通？	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

IF Q4k = YES, ASK:

6. 您嘅電話服務被停止或中斷嘅原因係… (**READ LIST IN RANDOM ORDER**)?

	YES	NO	DK	REF
( ) a. 您俾唔起電話費	1	2	DK	REF
( ) b. 您唔記得咗俾電話費	1	2	DK	REF
( ) c. 您嘅電話費超過您嘅預期	1	2	DK	REF
( ) d. 您唔了解電話單上面包括嘅費用	1	2	DK	REF
( ) e. 您無辦法控制您打電話嘅次數或者時間長短	1	2	DK	REF
( ) f. 您無辦法控制人地點樣用電話	1	2	DK	REF
( ) g. 您唔再想要或者需要電話服務	1	2	DK	REF

7.	您係最近呢一次冇電話服務期間之前，曾經有冇電話服務呢？	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

IF YES, ASK:

8.	您之前有幾長時間有電話服務– 唔到6個月、6到12個月、1到兩年、兩到3年，定係3年或以上？	LESS THAN 6 MONTHS..... 1 6 TO 12 MONTHS ..... 2 1 YEAR TO LESS THAN 2 YEARS..... 3 2 YEARS TO LESS THAN 3 YEARS ..... 4 3 OR MORE YEARS ..... 5 DON'T KNOW ..... DK REFUSED .....REF
9.	係唔係喺加州？	YES, IN CALIFORNIA..... 1 NO, IN ANOTHER PLACE ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

10. 以下邊個係您決定獲得目前電話服務嘅原因？ (**READ ITEMS IN RANDOM ORDER AND ASK:**)

呢個係唔係您決定獲得電話服務嘅原因呢？

	YES	NO	DK	REF
( ) a. 您比以前更需要打電話	1	2	DK	REF
( ) b. 您嘅生活情況或者家庭情況有變化	1	2	DK	REF
( ) c. 您為咗就業原因需要有電話	1	2	DK	REF
( ) d. 您嘅財務狀況有所改善	1	2	DK	REF
( ) e. 您之前嘅電話問題已經解決咗	1	2	DK	REF
( ) f. 您需要睇電子郵件、上網或者係臉書	1	2	DK	REF
( ) g. 您認為基於安全原因或者緊急事故需要有電話	1	2	DK	REF

11. 請諗一諗你依家最常用嚟接聽同撥打個人通話嘅電話。請唔好包括你喺工作中使用嘅電話。依個係手機定係其他類型嘅電話？

CELL PHONE 1
OTHER TYPE OF PHONE 2
DON'T KNOW ..... DK
REFUSED ..... REF

其餘嘅問題係關於（嗰部手機）（嗰部電話）。

12a. 爲你（依部）（嗰部）電話提供服務嘅公司名稱係咩？

LIST OF PHONE PROVIDERS, SORTED BETWEEN CELL PHONE AND NON-CELL PHONE COMPANIES

IF COMPANY NAME, CONFIRM:

12b. 再確認一吓，係（**NAME OF COMPANY**）向你收取（呢部）（嗰部）電話嘅服務費。請問啱唔啱？

YES, CORRECT..... 1 → **GO TO Q13**
NO, NOT CORRECT..... 2 → **REPEAT Q12a**

IF A CELL PHONE MANUFACTURER NAMED (E.G., BLACKBERRY, APPLE IPHONE, ETC.), SAY:

12c. 我地係想知道為您提供手機服務公司嘅名稱，而唔係您手機類型嘅名稱。您可唔可以話俾我知每個月向您收取用手機費用嘅公司名稱？

LIST OF PHONE PROVIDERS, SORTED BETWEEN CELL PHONE AND NON-CELL PHONE COMPANIES

13. 大致上嚟講，您對於呢間公司嘅服務感到有幾滿意 — 好滿意、有啲滿意、有啲唔滿意，定係好唔滿意？

VERY SATISFIED..... 1
SOMEWHAT SATISFIED 2
SOMEWHAT DISSATISFIED 3
VERY DISSATISFIED..... 4
DON'T KNOW ..... DK
REFUSED ..... REF

14. 您會唔會向親戚或者朋友推薦呢間公司嘅電話服務？您會講一定會、可能會、可能唔會，定係一定唔會？

DEFINITELY YES 1
PROBABLY YES 2
PROBABLY NO..... 3
DEFINITELY NO..... 4
DON'T KNOW ..... DK
REFUSED ..... REF

17. 您知唔知道當您同電話服務提供者發生問題而且想要提出起投訴嘅時候，您可以聯絡加州公用事業委員會？

YES..... 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF INTERVIEW CONDUCTED IN A NON-ENGLISH LANGUAGE, ASK:

以下幾個問題係關於您係唔係可以用（**LANGUAGE OF INTERVIEW**）聯絡電話服務代表同埋溝通。

18 請諗番您第一次訂購呢部電話嘅服務嘅時候，您同銷售代表進行最初溝通，銷售代表係唔係用（**LANGUAGE OF INTERVIEW**）同您講嘢？

YES..... 1
NO 2
DON'T KNOW/CAN'T RECALL/NOT INVOLVED.. DK
REFUSED ..... REF

19. 如果您需要打9-1-1報告緊急事故，您認為您可唔可以用（**LANGUAGE OF INTERVIEW**）講得通？

YES..... 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

20.	如果您想請接線生或者查號台幫您打電話，您認為您可唔可以用（**LANGUAGE OF INTERVIEW**）講得通？	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF
21.	如果您對您嘅電話服務或者帳單有疑問或問題，您認為您可唔可以用（**LANGUAGE OF INTERVIEW**）同服務代表講？	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF
22.	當您收到呢部電話嘅帳單，帳單上嘅資訊係唔係用（**LANGUAGE OF INTERVIEW**）提供？	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

DEMOGRAPHICS

最後，為咗做人數統計，我有幾個關於您自己嘅問題...

101.	您有讀完或者攞到學分嘅最高教育程度或者讀到嘅年級係幾高？(**READ CATEGORIES, IF NECESSARY**)	8年級或以下 ..... 1 高中肄業 ..... 2 高中畢業 ..... 3 貿易 / 職業學校 ..... 4 1-2年大學..... 5 3-4年大學/（沒有畢業） ..... 6 大學畢業 ..... 7 5-6年大學..... 8 碩士學位 ..... 9 碩士後研究 ..... 10 **DO NOT READ →** REFUSED ..... REF

IF INTERVIEW CONDUCTED IN A NON-ENGLISH LANGUAGE, ASK:

102a.	您講英文同理解英文嘅程度有幾好 – 非常好、幾好、唔好，定係完全唔得？	VERY WELL ..... 1 WELL ..... 2 NOT WELL ..... 3 NOT AT ALL ..... 4 DON'T KNOW ..... DK REFUSED ..... REF

IF NOT WELL OR NOT AT ALL, ASK:

102b.	您屋企有冇人能夠講流利嘅英文而且理解程度好好呢？	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

103a. 您睇英文嘅程度有幾好 –
非常好、幾好、唔好，定係完全唔得？

VERY WELL 1
WELL 2
NOT WELL 3
NOT AT ALL 4
DON'T KNOW ..... DK
REFUSED ..... REF

IF NOT WELL OR NOT AT ALL, ASK:

103b. 您屋企有冇人睇英文嘅程度好好呢？

YES..... 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

104. 包括您自己在內，您屋企一共住咗幾多個人？

_____ PEOPLE
REFUSED ..... REF

IF >1, ASK:

105. 您屋企有冇18歲以下嘅兒童？

YES..... 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

106. 喺平常一個禮拜之中，您會唔會上網，或者用電腦或者其他電子設備瀏覽網站呢？

YES..... 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF YES, ASK:

107. 您通常係會喺屋企、工作地點、學校、圖書館，或係其他社區地點嘅電腦上網，定係用手機或者其他可攜帶式電子裝置上網？ (**ANSWER CAN BE A MULTIPLE**)

AT HOME 1
AT WORK..... 2
AT SCHOOL 3
AT LIBRARY/OTHER COMMUNITY LOCATION 4
CELL PHONE/OTHER MOBILE DEVICE 5
OTHER 6
DON'T KNOW ..... DK
REFUSED ..... REF

108. 您住嘅屋係自有定係租嘅？

OWN 1
RENT 2
OTHER 3
DON'T KNOW ..... DK
REFUSED ..... REF

109. 您喺而家間屋住咗有幾耐？幾多年？

_____ YEARS
LESS THAN 1 YEAR..... 0
DON'T KNOW ..... DK
REFUSED ..... REF

110. 您嘅郵區號碼係咩？
(**ZIP CODE MUST BEGIN WITH "9"**)

_____
DON'T KNOW ..... DK
REFUSED ..... REF

111. 您係唔係西語裔、西班牙裔或者墨西哥裔？

YES 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF NOT YES, ASK:

112. 為咗分類，我地想知道您嘅種族背景。您係白人、黑人或者非裔美國人、亞裔、太平洋島民、美國印地安人或者阿拉斯加原住民，定係其他族裔？ (**ANSWER CAN BE A MULTIPLE**)

WHITE / CAUCASIAN 1
BLACK / AFRICAN-AMERICAN 2
ASIAN / PACIFIC ISLANDER 3
AMERICAN INDIAN 4
ALASKAN NATIVE 5
OTHER *(SPECIFY)* _____ 6
DON'T KNOW ..... DK
REFUSED ..... REF

113. 您喺邊一個國家出生？

LIST OF COUNTRIES HERE
REFUSED ..... REF

IF NOT UNITED STATES, ASK:

114. 您係唔係美國公民？

YES 1
NO 2
REFUSED ..... REF

115. 我地唔想知道您嘅確實收入，但係大概嚟講，您可以話俾我聽您家庭嘅稅前年度收入係低於$10,000、介乎$10,000到$20,000、介乎$20,000到 $30,000、介乎$30,000到$40,000、介乎$40,000到$50,000、介乎$50,000到$75,000、介乎$75,000到$100,000、介乎$100,000到$150,000，定係超過$150,000?

LESS THAN $10,000 1
$10,000–$19,999 2
$20,000–$29,999 3
$30,000–$39,999 4
$40,000–$49,999 5
$50,000–$74,999 6
$75,000–$99,999 7
$100,000 - $149,999 8
$150,000 OR MORE 9
DON'T KNOW ..... DK
REFUSED ..... REF

116. **RECORD GENDER OF RESPONDENT**

MALE 1
FEMALE 2

117. 我地可能會喺明年左右進行一次追蹤調查。到時候我地可唔可以再打電話到您屋企？

YES 1
NO 2
REFUSED ..... REF

我嘅問題已經全部問完。非常多謝您參加呢項重要嘅調查。

Field Research Corporation
601 California Street, Suite 900
San Francisco, California 94108

314001
050912
Final (Mandarin)

Limited English Proficiency Survey
– Screener –

您好。我叫 _____ ，我是從 Field Research代表加州公用事業委員會打電話來的，公用事業委員會是一個州政府機構 ，負責保護消費者，確保他們能獲得可靠的電話服務。

IF LEP SAMPLE, ASK:

A. 我們正在進行一項重要的調查，向加州18歲或以上，平常說（普通話）（廣東話），但是不太會說英語的成人詢問他們的電話服務狀況。這種情況適合您嗎？

READ AS APPROPRIATE:

- 我們絕對不是在推銷任何商品或服務。
- 這項調查不會花太長時間（對於多數人只要10-15分鐘時間）。
- 您的回答會保持匿名，絕對不會識別您的個人身份。

IF CROSS-SECTION SAMPLE, ASK:

A. 我們正在進行一項重要的調查，向加州18歲或以上的成人詢問他們的電話服務狀況。您是年滿18歲或以上的加州人嗎？ **(IF NECESSARY, SAY:)** 我們可以用英語、西班牙語、普通話、廣東話、越南語、韓語或菲律賓語進行這項調查。請問您說哪一種語言最自在？

READ AS APPROPRIATE:

- 我們絕對不是在推銷任何商品或服務。
- 這項調查不會花太長時間（對於多數人只要10-15分鐘時間）。
- 您的回答會保持匿名，絕對不會識別您的個人身份。

IF INTERVIEWER NOT FLUENT IN CHOSEN LANGUAGE, SAY:

B. 一位能說流利的（**INSERT RESPONDENT'S LANGUAGE OR SAY**「您的語言」）的訪問員會儘快打電話回來，對您進行訪談。爲了使我們的訪問員可以指名和您說話，請問您叫什麼名字？什麼時候打電話來比較好？

RECORD FIRST NAME, PREFERRED CALLBACK TIME AND LANGUAGE

CONTINUE IN APPROPRIATE LANGUAGE:

C1 請問您多大歲數？

_____ YEARS OLD
REFUSED ..... REF

IF REFUSED, ASK:

C2. 您能告訴我您是… (**READ CATEGORIES**)?

18歲以下 .....1 (**END**)
18–24 2
25–29 3
30–39 4
40–49 5
50–59 6
60–64 7
65歲和以上 8
DO NOT READ → REFUSED .....REF (**END**)

- **IF UNDER AGE 18 OR REFUSED, TERMINATE**

D1. 您住在加州的哪個縣？

LIST OF CALIFORNIA COUNTIES HERE

IF NAMES A COUNTY NOT ON LIST OR IF DOESN'T KNOW THE NAME OF THEIR COUNTY, ASK:

D2. **您住在加州嗎？**

YES.....1
NO .....2 (**END**)
REFUSED .....REF (**END**)

E. 在過去五年中，您曾經住在加州而且至少有一個月或更長的時間沒有電話服務來撥打或接聽個人電話嗎？請不要包括您在工作上使用的電話。

YES.....1
NO 2
DON'T KNOW .....DK (**END**)
REFUSED .....REF (**END**)

- **IF E = YES, GO TO NON-CUSTOMER QUESTIONNAIRE.**
- **IF E = NO, GO TO CUSTOMER QUESTIONNAIRE.**
- **IF E = DON'T KNOW OR REFUSED, THANK & TERMINATE.**

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314001
050912
Final (Mandarin)

Limited English Proficiency Survey
– Customer Survey Questionnaire –

1. 我打給您的電話是您最常用來撥打和接聽個人電話的話機嗎？

YES, THIS PHONE USED MOST 1
NO, OTHER PHONE USED MORE..... 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF Q1 = YES, PHONE IS USED MOST, ASK:

2. 這台電話通常由您付費嗎？

YES.....1 → **GO TO Q6**
NO .....2 → **GO TO Q3**
REFUSED .....REF → **GO TO Q3**

IF Q2 = NOT YES, ASK:

3. 我想和您家裡通常為這台電話付費的成人說話。請問那個人在嗎？

YES, AVAILABLE NOW ..... 1 → **ONE PERSON IS REACHED, REPEAT SCREENING QUESTIONS**
OTHER ADULT NOT AVAILABLE ..... 2 → **ASK FOR PERSON'S NAME, LANGUAGE AND CALLBACK TIME**
NO ONE IN HOUSEHOLD HAS THIS RESPONSIBILITY .. 3 → **TERMINATE**
DON'T KNOW ..... DK → **TERMINATE**
REFUSED..... REF → **TERMINATE**

IF Q1 = NO, PHONE IS NOT USED MOST, ASK:

4. 您最常使用的電話通常是由您付費嗎？

YES.....1 → **GO TO Q6**
NO .....2 → **GO TO Q5**
REFUSED .....REF → **GO TO Q5**

IF Q4= NOT YES, ASK:

5. 我想和您家裡通常為那台電話付費的成人說話。請問那個人在嗎？

YES, AVAILABLE NOW ..... 1 → **ONE PERSON IS REACHED, REPEAT SCREENING QUESTIONS**
OTHER ADULT NOT AVAILABLE ..... 2 → **ASK FOR PERSON'S NAME, LANGUAGE AND CALLBACK TIME**
NO ONE IN HOUSEHOLD HAS THIS RESPONSIBILITY .. 3 → **TERMINATE**
DON'T KNOW ..... DK → **TERMINATE**
REFUSED..... REF → **TERMINATE**

6. （這台）（那台）電話是手機還是其他類型的電話？

CELL PHONE 1
OTHER TYPE OF PHONE 2
REFUSED ..... REF

剩下的問題是關於（這台）（那台）電話。

7a. 為（這台）（那台）電話的服務向您收費的公司是哪一家？

LIST OF PHONE PROVIDERS, SORTED BETWEEN CELL PHONE AND NON-CELL PHONE COMPANIES

IF COMPANY NAME, CONFIRM:

7b. 為了確認，（**NAME OF COMPANY**）是為（這台）（那台）電話的服務向您收費的公司。請問對不對？

YES, CORRECT.....1 → **GO TO Q8**
NO, NOT CORRECT.....2 → **REPEAT Q7a**

IF A CELL PHONE MANUFACTURER NAMED (E.G., BLACKBERRY, APPLE IPHONE, ETC.), SAY:

7c. 我們想知道為您提供手機服務的公司名稱，而不是您的手機類型名稱。您能告訴我每個月向您收取使用手機費用的公司名稱嗎？

LIST OF PHONE PROVIDERS, SORTED BETWEEN CELL PHONE AND NON-CELL PHONE COMPANIES

8. 整體而言，您對於您從這家公司獲得的服務感到多滿意—很滿意、有點滿意、有點不滿意，還是很不滿意？

VERY SATISFIED..... 1
SOMEWHAT SATISFIED 2
SOMEWHAT DISSATISFIED 3
VERY DISSATISFIED..... 4
DON'T KNOW ..... DK
REFUSED ..... REF

9. 您會向親戚或朋友推薦這家公司的電話服務嗎？您會說一定會、可能會、可能不會，還是一定不會？

DEFINITELY YES 1
PROBABLY YES 2
PROBABLY NO..... 3
DEFINITELY NO..... 4
DON'T KNOW ..... DK
REFUSED ..... REF

10. 您從這家公司獲得電話服務多久了？大概是幾年？
(**IF NECESSARY, SAY:**) 您的最佳估計即可。

_____ YEARS
LESS THAN 1 YEAR..... 0
DON'T KNOW ..... DK
REFUSED ..... REF

11. 請告訴我您對這家公司在以下方面表現的滿意程度。 (**READ ITEMS IN RANDOM ORDER, ASKING:**)
您對於(**ITEM**) 感到多滿意 – 您是很滿意、有點滿意、有點不滿意，還是很不滿意？

	VERY SATISFIED	SOMEWHAT SATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	DK N/A	REF
( ) a. 他們在帳單上對電話收費的解釋	1	2	3	4	DK	REF
( ) b. 您在初次訂購服務時得知電話服務替代選項、通話功能，以及費用的資訊	1	2	3	4	DK	REF
( ) c. 帳單上電話收費的準確性	1	2	3	4	DK	REF
( ) d. 他們對於何時收取遲交費和提前終止費以及電話服務何時會終止的解釋	1	2	3	4	DK	REF

12. 您曾經為了電話服務和帳單的問題和這家公司連絡過嗎？

YES 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF YES, ASK:

13. 您上一次連絡是什麼時候？過去6個月內、6到12個月前、1到2年前、2到3年前，還是3年前或更久？ (**IF NECESSARY, SAY:**) 您的最佳估計即可。

WITHIN THE PAST 6 MONTHS 1
6 TO 12 MONTHS 2
1 YEAR TO LESS THAN 2 YEARS AGO 3
2 YEARS TO LESS THAN 3 YEARS AGO 4
3 OR MORE YEARS AGO 5
DON'T KNOW ..... DK
REFUSED ..... REF

14. 想一想您上次和這家公司連絡時，您對於找到一位可以協助您的客戶服務代表所花的時間感到有多滿意 — 您是很滿意、有點滿意、有點不滿意，還是很不滿意？

VERY SATISFIED 1
SOMEWHAT SATISFIED 2
SOMEWHAT DISSATISFIED 3
VERY DISSATISFIED 4
DON'T KNOW ..... DK
REFUSED ..... REF

15. 此外，您對於他們回答您的疑問以及解決您的問題的能力感到有多滿意 —
您是很滿意、有點滿意、有點不滿意，還是很不滿意？

VERY SATISFIED 1
SOMEWHAT SATISFIED 2
SOMEWHAT DISSATISFIED 3
VERY DISSATISFIED 4
DON'T KNOW ..... DK
REFUSED ..... REF

IF INTERVIEW COMPLETED IN NON-ENGLISH LANGUAGE, ASK:

16. 您是用（**LANGUAGE OF INTERVIEW**）還是英語和他們的客戶服務代表交談的？

LANGUAGE OF INTERVIEW 1
ENGLISH 2
DON'T KNOW ..... DK
REFUSED ..... REF

17. 您知道當您和電話服務提供者發生問題而且想要提起申訴時，您可以聯絡加州公用事業委員會嗎？

YES 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF INTERVIEW CONDUCTED IN A NON-ENGLISH LANGUAGE, ASK:

接下來幾個問題是關於您是否能用（**LANGUAGE OF INTERVIEW**）聯絡電話服務代表並做溝通。

18 請回想您初次訂購這台電話的服務時，您和銷售代表進行最初溝通時，銷售代表是用（**LANGUAGE OF INTERVIEW**）和您交談的嗎？

YES 1
NO 2
DON'T KNOW/CAN'T RECALL/NOT INVOLVED .. DK
REFUSED ..... REF

19. 如果您需要撥9-1-1報告緊急事故，您認為您可以用（**LANGUAGE OF INTERVIEW**）和某人說話嗎？

YES 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

20. 如果您想請接線生或查號台幫您撥號，您認為您可以用（**LANGUAGE OF INTERVIEW**）和某人說話嗎？

YES 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

21.	如果您對您的電話服務或帳單有疑問或問題，您認為您可以用（**LANGUAGE OF INTERVIEW**）和服務代表說話嗎？	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF
22.	當您收到這台電話的帳單時，帳單上的資訊是用（**LANGUAGE OF INTERVIEW**）提供的嗎？	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

DEMOGRAPHICS

最後，為了統計目的，我要提幾個關於您自己的問題...

101.	您完成或獲得學分的最高教育程度或上學年數是多少？ (**READ CATEGORIES, IF NECESSARY**)	8年級或以下 ..... 1 高中肄業 ..... 2 高中畢業 ..... 3 貿易 / 職業學校 ..... 4 1-2年大學..... 5 3-4年大學/（沒有畢業） ..... 6 大學畢業 ..... 7 5-6年大學..... 8 碩士學位 ..... 9 碩士以上研究 ..... 10 **DO NOT READ →** REFUSED ..... REF

IF INTERVIEW CONDUCTED IN A NON-ENGLISH LANGUAGE, ASK:

102a.	您說英文和理解英文的程度如何 – 非常好、較好、不好，還是完全不行？	VERY WELL ..... 1 WELL ..... 2 NOT WELL ..... 3 NOT AT ALL ..... 4 DON'T KNOW ..... DK REFUSED ..... REF

IF NOT WELL OR NOT AT ALL, ASK:

102b.	您家裡有任何人能夠說流利的英文而且理解程度很好嗎？	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

103a.	您的英文閱讀程度如何 – 非常好、較好、不好，還是完全不行？	VERY WELL ..... 1 WELL ..... 2 NOT WELL ..... 3 NOT AT ALL ..... 4 DON'T KNOW ..... DK REFUSED ..... REF

IF NOT WELL OR NOT AT ALL, ASK:

103b.	您家裡有任何人英文閱讀程度很好嗎？	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

104. 包括您自己在內，您家裡一共住了幾個人？

_____ PEOPLE
REFUSED ..... REF

IF >1, ASK:

105. 您家裡有18歲以下的兒童嗎？

YES..... 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

106. 在平常的一週中，您會上網進入網路，或是透過電腦或其他電子設備瀏覽網站嗎？

YES..... 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF YES, ASK:

107. 您通常會在家裡、工作場所、學校、圖書館或其他社區地點的電腦上網，還是透過手機或其他可攜式電子裝置上網？(**ANSWER CAN BE A MULTIPLE**)

AT HOME 1
AT WORK..... 2
AT SCHOOL 3
AT LIBRARY/OTHER COMMUNITY LOCATION 4
CELL PHONE/OTHER MOBILE DEVICE 5
OTHER 6
DON'T KNOW ..... DK
REFUSED ..... REF

108. 您住的房子是自有還是租的？

OWN 1
RENT 2
OTHER 3
DON'T KNOW ..... DK
REFUSED ..... REF

109. 您在目前的住宅住了多久？多少年？

_____ YEARS
LESS THAN 1 YEAR..... 0
DON'T KNOW ..... DK
REFUSED ..... REF

110. 您的郵遞區號是什麼？
(**ZIP CODE MUST BEGIN WITH "9"**)

_____
DON'T KNOW ..... DK
REFUSED ..... REF

111. 您是西語裔、西班牙裔還是墨西哥裔嗎？

YES..... 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF NOT YES, ASK:

112. 為了分類目的，我們想知道您的種族背景。您是白人、黑人或非裔美國人、亞裔、太平洋島民、美國印地安人或阿拉斯加原住民，還是其他族裔？(**ANSWER CAN BE A MULTIPLE**)

WHITE / CAUCASIAN 1
BLACK / AFRICAN-AMERICAN 2
ASIAN / PACIFIC ISLANDER 3
AMERICAN INDIAN..... 4
ALASKAN NATIVE 5
OTHER *(SPECIFY)* _____..... 6
DON'T KNOW ..... DK
REFUSED ..... REF

113. 您在哪個國家出生的？

LIST OF COUNTRIES HERE
REFUSED ..... REF

IF NOT UNITED STATES, ASK:

114. 您是美國公民嗎？

YES..... 1
NO 2
REFUSED ..... REF

115. 我們不想知道您的確切收入，可是大略而言，您可以告訴我您家庭的稅前年收入是低於 $10,000、介於$10,000和$20,000、介於$20,000和 $30,000、介於$30,000和$40,000、介於$40,000和$50,000、介於$50,000和$75,000、介於$75,000和$100,000、介於$100,000和$150,000，還是超過$150,000？

LESS THAN $10,000 1
$10,000–$19,999 2
$20,000–$29,999 3
$30,000–$39,999 4
$40,000–$49,999 5
$50,000–$74,999 6
$75,000–$99,999 7
$100,000 - $149,999 8
$150,000 OR MORE 9
DON'T KNOW ..... DK
REFUSED ..... REF

116. **RECORD GENDER OF RESPONDENT**

MALE 1
FEMALE 2

117. 我們可能會在明年前後進行一次追蹤調查。到時候我們可不可以再打電話到您家？

YES..... 1
NO 2
REFUSED ..... REF

我的問題全部問完了。非常謝謝您參加這項重要的調查。

Field Research Corporation
601 California Street, Suite 900
San Francisco, California 94108

314001
050912
Final (Mandarin)

Limited English Proficiency Survey
– Non-Customer Survey Questionnaire –

1. 请想一想最后一次你没有可供个人使用的电话，这是多久以前 — 是过去六个月以内、6-12个月以前、1-2年以前、2-3年以前、3-5年以前还是超过五年以前？

WITHIN THE PAST 6 MONTHS 1
6 TO 12 MONTHS 2
1 YEAR TO LESS THAN 2 YEARS AGO 3
2 YEARS TO LESS THAN 3 YEARS AGO 4
3 YEARS TO LESS THAN 5 YEARS AGO 5
5 OR MORE YEARS AGO 6
NEVER 7
DON'T KNOW ..... DK
REFUSED ..... REF

- **IF LONGER THAN 3 YEARS AGO OR NEVER WITHOUT PHONE SERVICE, GO TO CUSTOMER SURVEY QUEX Q1.**

2. 您在那段期間有多長時間沒有個人使用的電話？幾個月還是幾年？您的最佳估計即可。

_____ MONTHS
_____ YEARS

DON'T KNOW ..... DK
REFUSED ..... REF

- **IF LESS THAN 3 MONTHS, GO TO CUSTOMER SURVEY QUEX Q1.**

3. 當您沒有電話時，您通常怎麼打個人電話？您是使用朋友、鄰居或室友的電話、使用親戚的電話、使用工作場所的電話、使用公共付費電話，還是您完全沒有使用電話？ (**ANSWER CAN BE A MULTIPLE**)

FRIEND, NEIGHBOR OR ROOMMATE'S PHONE . 1
RELATIVE'S PHONE 2
PHONE AT WORK 3
PUBLIC PAY PHONE 4
SOME OTHER PHONE 5
DIDN'T USE A PHONE AT ALL 6
DON'T KNOW ..... DK
REFUSED ..... REF

4. 我現在要描述一些人們對於沒有電話服務所提到的理由。當我唸到每個理由時，請告訴我這個理由是不是您在那段時間沒有基本電話服務的原因。 (**READ ITEMS IN RANDOM ORDER AND ASK:**)
這個理由是不是您在那段時間沒有電話服務的原因？

		YES	NO	DK	REF
( ) a.	您過去每個月支付的電話費太高了	1	2	DK	REF
( ) b.	您的電話遺失或被竊	1	2	DK	REF
( ) c.	您無法控制別人如何使用電話	1	2	DK	REF
( ) d.	您對於和電話公司連絡取得服務感到不自在	1	2	DK	REF
( ) e.	您的收入太低，沒有資格獲得電話服務	1	2	DK	REF
( ) f.	您打電話的次數太少，訂購電話服務划不來	1	2	DK	REF
( ) g.	您認為沒有電話也過得去	1	2	DK	REF
( ) h.	您不想被電話打擾	1	2	DK	REF
( ) i.	您無法獲得電話服務，因為您欠電話公司的錢	1	2	DK	REF
( ) j.	您認為您在需要時可以借用別人的電話	1	2	DK	REF
( ) k.	您之前的電話服務被電話公司停止或中斷	1	2	DK	REF

IF Q4d = YES AND NON-ENGLISH SPEAKER, ASK:

5.	您提到您對於和電話公司連絡取得服務感到不自在。這是因為您認為電話公司無法用（**LANGUAGE OF INTERVIEW**）跟您說話嗎？	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

IF Q4k = YES, ASK:

6. 您的電話服務被停止或中斷的原因是… (**READ LIST IN RANDOM ORDER**)?

		YES	NO	DK	REF
( ) a.	您付不起帳單	1	2	DK	REF
( ) b.	您忘記付賬單	1	2	DK	REF
( ) c.	您的帳單高出您的預期數額	1	2	DK	REF
( ) d.	您不了解帳單上包括的費用	1	2	DK	REF
( ) e.	您無法控制您打電話的次數或時間長短	1	2	DK	REF
( ) f.	您無法控制別人如何使用電話	1	2	DK	REF
( ) g.	您不再想要或需要電話服務了	1	2	DK	REF

7. 您在最近這一次沒有電話服務期間之前，曾經有電話服務嗎？

YES..... 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF YES, ASK:

8. 您在這之前有多長的電話服務 – 不到6個月、6到12個月、1到2年、2到3年，還是3年或以上？

LESS THAN 6 MONTHS..... 1
6 TO 12 MONTHS 2
1 YEAR TO LESS THAN 2 YEARS..... 3
2 YEARS TO LESS THAN 3 YEARS 4
3 OR MORE YEARS 5
DON'T KNOW ..... DK
REFUSED .....REF

9. 是在加州嗎？

YES, IN CALIFORNIA..... 1
NO, IN ANOTHER PLACE..... 2
DON'T KNOW ..... DK
REFUSED ..... REF

10. 以下哪個是您決定獲得目前電話服務的原因？(**READ ITEMS IN RANDOM ORDER AND ASK:**)
這是您決定獲得電話服務的原因嗎？

		YES	NO	DK	REF
( ) a.	您比以前更需要打電話	1	2	DK	REF
( ) b.	您的生活情況或家庭情況有變化	1	2	DK	REF
( ) c.	您為了就業原因需要有電話	1	2	DK	REF
( ) d.	您的財務狀況有所改善	1	2	DK	REF
( ) e.	您之前的電話問題已經解決了	1	2	DK	REF
( ) f.	您需要使用電子郵件、上網或使用臉書（Facebook）	1	2	DK	REF
( ) g.	您認為基於安全原因或緊急事故需要有電話	1	2	DK	REF

11. 请想一想你现在最经常用来接听和拨打个人通话的电话。请不要计入你在工作中使用的电话。这是手机还是其他类型的电话？

CELL PHONE 1
OTHER TYPE OF PHONE 2
DON'T KNOW ..... DK
REFUSED ..... REF

剩下的問題是關於（那台手機）（那台電話）。

12a. 为你的（这部）（那部）电话提供服务的公司名称是什么？

LIST OF PHONE PROVIDERS, SORTED BETWEEN CELL PHONE AND NON-CELL PHONE COMPANIES

IF COMPANY NAME, CONFIRM:

12b. 為了確認，（**NAME OF COMPANY**）是為（這台）（那台）電話的服務向您收費的公司。請問對不對？

YES, CORRECT..... 1 → **GO TO Q13**
NO, NOT CORRECT..... 2 → **REPEAT Q12a**

IF A CELL PHONE MANUFACTURER NAMED (E.G., BLACKBERRY, APPLE IPHONE, ETC.), SAY:

12c. 我們想知道為您提供手機服務的公司名稱，而不是您的手機類型名稱。您能告訴我每個月向您收取使用手機費用的公司名稱嗎？

LIST OF PHONE PROVIDERS, SORTED BETWEEN CELL PHONE AND NON-CELL PHONE COMPANIES

13. 整體而言，您對於您從這家公司獲得的服務感到多滿意—很滿意、有點滿意、有點不滿意，還是很不滿意？

VERY SATISFIED..... 1
SOMEWHAT SATISFIED 2
SOMEWHAT DISSATISFIED 3
VERY DISSATISFIED..... 4
DON'T KNOW ..... DK
REFUSED ..... REF

14. 您會向親戚或朋友推薦這家公司的電話服務嗎？您會說一定會、可能會、可能不會，還是一定不會？

DEFINITELY YES 1
PROBABLY YES 2
PROBABLY NO..... 3
DEFINITELY NO..... 4
DON'T KNOW ..... DK
REFUSED ..... REF

17. 您知道當您和電話服務提供者發生問題而且想要提起申訴時，您可以聯絡加州公用事業委員會嗎？

YES..... 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF INTERVIEW CONDUCTED IN A NON-ENGLISH LANGUAGE, ASK:

接下來幾個問題是關於您是否能用（**LANGUAGE OF INTERVIEW**）聯絡電話服務代表並做溝通。

18 請回想您初次訂購這台電話的服務時，您和銷售代表進行最初溝通時，銷售代表是用（**LANGUAGE OF INTERVIEW**）和您交談的嗎？

YES..... 1
NO 2
DON'T KNOW/CAN'T RECALL/NOT INVOLVED.. DK
REFUSED ..... REF

19.	如果您需要撥9-1-1報告緊急事故，您認為您可以用（**LANGUAGE OF INTERVIEW**）和某人說話嗎？	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF
20.	如果您想請接線生或查號台幫您撥號，您認為您可以用（**LANGUAGE OF INTERVIEW**）和某人說話嗎？	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF
21.	如果您對您的電話服務或帳單有疑問或問題，您認為您可以用（**LANGUAGE OF INTERVIEW**）和服務代表說話嗎？	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF
22.	當您收到這台電話的帳單時，帳單上的資訊是用（**LANGUAGE OF INTERVIEW**）提供的嗎？	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

DEMOGRAPHICS

最後，為了統計目的，我要提幾個關於您自己的問題...

101.	您完成或獲得學分的最高教育程度或上學年數是多少？ **(READ CATEGORIES, IF NECESSARY)**	8年級或以下 ..... 1 高中肄業 ..... 2 高中畢業 ..... 3 貿易 / 職業學校 ..... 4 1-2年大學..... 5 3-4年大學/（沒有畢業） ..... 6 大學畢業 ..... 7 5-6年大學..... 8 碩士學位 ..... 9 碩士以上研究 ..... 10 **DO NOT READ →** REFUSED ..... REF

IF INTERVIEW CONDUCTED IN A NON-ENGLISH LANGUAGE, ASK:

102a.	您說英文和理解英文的程度如何 – 非常好、較好、不好，還是完全不行？	VERY WELL ..... 1 WELL ..... 2 NOT WELL ..... 3 NOT AT ALL ..... 4 DON'T KNOW ..... DK REFUSED ..... REF

IF NOT WELL OR NOT AT ALL, ASK:

102b.	您家裡有任何人能夠說流利的英文而且理解程度很好嗎？	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

103a. 您的英文閱讀程度如何 – 非常好、較好、不好，還是完全不行？

VERY WELL 1
WELL 2
NOT WELL 3
NOT AT ALL 4
DON'T KNOW ..... DK
REFUSED ..... REF

IF NOT WELL OR NOT AT ALL, ASK:

103b. 您家裡有任何人英文閱讀程度很好嗎？

YES..... 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

104. 包括您自己在內，您家裡一共住了幾個人？

_____ PEOPLE
REFUSED ..... REF

IF >1, ASK:

105. 您家裡有18歲以下的兒童嗎？

YES..... 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

106. 在平常的一週中，您會上網進入網路，或是透過電腦或其他電子設備瀏覽網站嗎？

YES..... 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF YES, ASK:

107. 您通常會在家裡、工作場所、學校、圖書館或其他社區地點的電腦上網，還是透過手機或其他可攜式電子裝置上網？ (**ANSWER CAN BE A MULTIPLE**)

AT HOME 1
AT WORK..... 2
AT SCHOOL 3
AT LIBRARY/OTHER COMMUNITY LOCATION 4
CELL PHONE/OTHER MOBILE DEVICE 5
OTHER 6
DON'T KNOW ..... DK
REFUSED ..... REF

108. 您住的房子是自有還是租的？

OWN 1
RENT 2
OTHER 3
DON'T KNOW ..... DK
REFUSED ..... REF

109. 您在目前的住宅住了多久？多少年？

_____ YEARS
LESS THAN 1 YEAR..... 0
DON'T KNOW ..... DK
REFUSED ..... REF

110. 您的郵遞區號是什麼？
(**ZIP CODE MUST BEGIN WITH "9"**)

_____
DON'T KNOW ..... DK
REFUSED ..... REF

111. 您是西語裔、西班牙裔還是墨西哥裔嗎？

YES 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF NOT YES, ASK:

112. 為了分類目的，我們想知道您的種族背景。您是白人、黑人或非裔美國人、亞裔、太平洋島民、美國印地安人或阿拉斯加原住民，還是其他族裔？(**ANSWER CAN BE A MULTIPLE**)

WHITE / CAUCASIAN 1
BLACK / AFRICAN-AMERICAN 2
ASIAN / PACIFIC ISLANDER 3
AMERICAN INDIAN 4
ALASKAN NATIVE 5
OTHER *(SPECIFY)* _____ 6
DON'T KNOW ..... DK
REFUSED ..... REF

113. 您在哪個國家出生的？

LIST OF COUNTRIES HERE
REFUSED ..... REF

IF NOT UNITED STATES, ASK:

114. 您是美國公民嗎？

YES 1
NO 2
REFUSED ..... REF

115. 我們不想知道您的確切收入，可是大略而言，您可以告訴我您家庭的稅前年收入是低於 $10,000、介於$10,000和$20,000、介於$20,000和 $30,000、介於$30,000和$40,000、介於$40,000和$50,000、介於$50,000和$75,000、介於$75,000和$100,000、介於$100,000和$150,000，還是超過$150,000？

LESS THAN $10,000 1
$10,000–$19,999 2
$20,000–$29,999 3
$30,000–$39,999 4
$40,000–$49,999 5
$50,000–$74,999 6
$75,000–$99,999 7
$100,000 - $149,999 8
$150,000 OR MORE 9
DON'T KNOW ..... DK
REFUSED ..... REF

116. **RECORD GENDER OF RESPONDENT**

MALE 1
FEMALE 2

117. 我們可能會在明年前後進行一次追蹤調查。到時候我們可不可以再打電話到您家？

YES 1
NO 2
REFUSED ..... REF

我的問題全部問完了。非常謝謝您參加這項重要的調查。

Field Research Corporation
601 California Street, Suite 900
San Francisco, California 94108

314001
050912
Final (Vietnamese)

Limited English Proficiency Survey
– Screener –

Xin chào quý vị. Tên tôi là _____ . Tôi gọi tới từ Field Research thay mặt cho Ủy Ban Dịch Vụ Điện Nước Califomia, cơ quan chính quyền tiểu bang có nhiệm vụ bảo vệ người tiêu dùng và bảo đảm người tiêu dùng có thể tiếp cận dịch vụ điện thoại đáng tin cậy.

IF LEP SAMPLE, ASK:

A. Chúng tôi đang tiến hành một cuộc thăm dò ý kiến quan trọng với những người thành niên trên 18 tuổi tại Califonia về dịch vụ điện thoại của họ và nói tiếng Việt nhưng không nói thạo tiếng Anh. Quý vị có thuộc trường hợp này không?

READ AS APPROPRIATE:

- Chắc chắn là chúng tôi không chào bán thứ gì.
- Cuộc thăm dò ý kiến sẽ không mất nhiều thời gian (chỉ khoảng 10-15 phút đối với đa số mọi người).
- Các câu trả lời của quý vị sẽ được giữ kín danh tánh và sẽ hoàn toàn không lộ diện cá nhân quý vị.

IF CROSS-SECTION SAMPLE, ASK:

A. Chúng tôi đang tiến hành một cuộc thăm dò ý kiến quan trọng với các cư dân California trên 18 tuổi về dịch vụ điện thoại của họ. Quý vị có phải là cư dân Califonia và trên 18 tuổi không? (**IF NECESSARY, SAY:**) Chúng tôi có thể thực hiện cuộc thăm dò ý kiến này bằng tiếng Anh, Tây ban nha, Quan thoại, Quảng đông, tiếng Việt, Đại hàn, hoặc Tagalog (TAG-AH-LOG). Quý vị nói thạo ngôn ngữ nào nhất?

READ AS APPROPRIATE:

- Chắc chắn là chúng tôi không chào bán thứ gì.
- Cuộc thăm dò ý kiến sẽ không mất nhiều thời gian (chỉ khoảng 10-15 phút đối với đa số mọi người).
- Các câu trả lời của quý vị sẽ được giữ kín danh tánh và sẽ hoàn toàn không lộ diện cá nhân quý vị.

IF INTERVIEWER NOT FLUENT IN CHOSEN LANGUAGE, SAY:

B.	Một người phỏng vấn nói thạo (**INSERT RESPONDENT'S LANGUAGE OR SAY** "ngôn ngữ của quý vị") sẽ gọi lại sớm cho quý vị để tiến hành buổi phỏng vấn với quý vị. Để nhân viên phỏng vấn của chúng tôi có thể hỏi gặp quý vị bằng cách nói tên, vui lòng cho biết tên gọi của quý vị là gì? Thời điểm nào là thích hợp để chúng tôi gọi?	**RECORD FIRST NAME, PREFERRED CALLBACK TIME AND LANGUAGE**

CONTINUE IN APPROPRIATE LANGUAGE:

C1. Quý vị bao nhiêu tuổi?

_____ YEARS OLD
REFUSED ..... REF

IF REFUSED, ASK:

C2.	Quý vị cho tôi biết quý vị có phải là… (**READ CATEGORIES**)?	Dưới 18 tuổi.....1 (**END**) 18–24 .....2 25–29 .....3 30–39 .....4 40–49 .....5 50–59 .....6 60–64 .....7 65 tuổi trở lên .....8 **DO NOT READ →** REFUSED .....REF (**END**)

- **IF UNDER AGE 18 OR REFUSED, TERMINATE**

D1. Quý vị cư ngụ ở quận nào tại Califonia?

LIST OF CALIFORNIA COUNTIES HERE

IF NAMES A COUNTY NOT ON LIST OR IF DOESN'T KNOW THE NAME OF THEIR COUNTY, ASK:

D2.	Quý vị có cư ngụ ở California không?	YES.....1 NO .....2 (**END**) REFUSED .....REF (**END**)

E. Trong 5 năm vừa qua, có khi nào quý vị cư ngụ ở California nhưng quý vị không có dịch vụ điện thoại để gọi hoặc nhận các cuộc gọi riêng trong ít nhất <u>một tháng hoặc lâu hơn</u> không? Vui lòng không tính máy điện thoại quý vị có thể sử dụng tại sở làm.

YES.....1
NO 2
DON'T KNOW .....DK (**END**)
REFUSED .....REF (**END**)

- **IF E = YES, GO TO NON-CUSTOMER QUESTIONNAIRE.**
- **IF E = NO, GO TO CUSTOMER QUESTIONNAIRE.**
- **IF E = DON'T KNOW OR REFUSED, THANK & TERMINATE.**

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Limited English Proficiency Survey
– Customer Survey Questionnaire –

1. Số điện thoại mà tôi gặp được quý vị có phải là số mà quý vị thường hay dùng nhất để nhận và gọi điện thoại việc riêng không?

YES, THIS PHONE USED MOST 1
NO, OTHER PHONE USED MORE..... 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF Q1 = YES, PHONE IS USED MOST, ASK:

2. Quý vị có thường trả hóa đơn cho máy điện thoại này không?

YES.....1 → **GO TO Q6**
NO .....2 → **GO TO Q3**
REFUSED .....REF → **GO TO Q3**

IF Q2 = NOT YES, ASK:

3. Tôi muốn nói chuyện với người lớn trong gia đình, là người thường trả hóa đơn cho điện thoại này. Người đó hiện có rảnh không?

YES, AVAILABLE NOW ..... 1 → **ONE PERSON IS REACHED, REPEAT SCREENING QUESTIONS**
OTHER ADULT NOT AVAILABLE ..... 2 → **ASK FOR PERSON'S NAME, LANGUAGE AND CALLBACK TIME**
NO ONE IN HOUSEHOLD HAS THIS RESPONSIBILITY .. 3 → **TERMINATE**
DON'T KNOW ..... DK → **TERMINATE**
REFUSED..... REF → **TERMINATE**

IF Q1 = NO, PHONE IS NOT USED MOST, ASK:

4. Quý vị có thường trả hóa đơn cho chiếc điện thoại mà quý vị dùng nhiều nhất không?

YES.....1 → **GO TO Q6**
NO .....2 → **GO TO Q5**
REFUSED .....REF → **GO TO Q5**

IF Q4= NOT YES, ASK:

5. Tôi muốn nói chuyện với người lớn trong gia đình, là người thường trả hóa đơn cho chiếc điện thoại đó. Người đó hiện có rảnh không?

YES, AVAILABLE NOW ..... 1 → **ONE PERSON IS REACHED, REPEAT SCREENING QUESTIONS**
OTHER ADULT NOT AVAILABLE ..... 2 → **ASK FOR PERSON'S NAME, LANGUAGE AND CALLBACK TIME**
NO ONE IN HOUSEHOLD HAS THIS RESPONSIBILITY .. 3 → **TERMINATE**
DON'T KNOW ..... DK → **TERMINATE**
REFUSED..... REF → **TERMINATE**

6. Chiếc điện thoại (này) (đó) có phải là điện thoại di động không, hay là dạng điện thoại khác?

CELL PHONE 1
OTHER TYPE OF PHONE 2
REFUSED ..... REF

Các câu hỏi còn lại của tôi là về chiếc điện thoại (này) (đó).

7a. Tên của công ty tính tiền dịch vụ cho chiếc điện thoại (này) (đó) là gì?

LIST OF PHONE PROVIDERS, SORTED BETWEEN CELL PHONE AND NON-CELL PHONE COMPANIES

IF COMPANY NAME, CONFIRM:

7b.	Tôi muốn xác nhận, (**NAME OF COMPANY**) là công ty tính tiền dịch vụ cho điện thoại (này) (đó). Có đúng như vậy không?	YES, CORRECT.....1 → **GO TO Q8** NO, NOT CORRECT.....2 → **REPEAT Q7a**

IF A CELL PHONE MANUFACTURER NAMED (E.G., BLACKBERRY, APPLE IPHONE, ETC.), SAY:

7c.	Chúng tôi muốn biết tên của công ty cung cấp dịch vụ điện thoại di động cho quý vị, chứ không phải là tên của dạng điện thoại di động mà quý vị đang sử dụng. Quý vị có thể cho tôi biết tên của công ty hàng tháng tính tiền dịch vụ sử dụng điện thoại di động của quý vị không?	**LIST OF PHONE PROVIDERS, SORTED BETWEEN CELL PHONE AND NON-CELL PHONE COMPANIES**

8. Nhìn chung, quý vị hài lòng hoặc không hài lòng như thế nào với dịch vụ điện thoại của công ty này – rất hài lòng, khá là hài lòng, khá là không hài lòng, hay là rất không hài lòng?

VERY SATISFIED..... 1
SOMEWHAT SATISFIED 2
SOMEWHAT DISSATISFIED 3
VERY DISSATISFIED..... 4
DON'T KNOW ..... DK
REFUSED ..... REF

9. Quý vị có giới thiệu dịch vụ điện thoại của công ty này cho người thân hoặc bạn bè không? Quý vị nói rằng chắc chắn là có, có lẽ là có, có lẽ là không hay chắc chắn là không?

DEFINITELY YES 1
PROBABLY YES 2
PROBABLY NO..... 3
DEFINITELY NO..... 4
DON'T KNOW ..... DK
REFUSED ..... REF

10. Quý vị nhận dịch vụ điện thoại từ công ty này được bao lâu? Khoảng bao nhiêu năm? (**IF NECESSARY, SAY:**) Quý vị chỉ cần cố gắng đoán ước chừng là được.

_____ YEARS
LESS THAN 1 YEAR..... 0
DON'T KNOW ..... DK
REFUSED ..... REF

11. Vui lòng cho tôi biết quý vị hài lòng hoặc không hài lòng như thế nào với công ty này trong các vấn đề sau đây. (**READ ITEMS IN RANDOM ORDER, ASKING:**) quý vị hài lòng hoặc không hài lòng như thế nào với (**ITEM**) – rất hài lòng, khá là hài lòng, khá là không hài lòng, hoặc rất không hài lòng?

	VERY SATISFIED	SOMEWHAT SATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	DK N/A	REF
( ) a. việc họ giải thích về các khoản phí điện thoại trong hóa đơn của quý vị	1	2	3	4	DK	REF
( ) b. thông tin mà quý vị nhận được về các lựa chọn thay thế dịch vụ điện thoại, các tính năng gọi, và chi phí khi lần đầu tiên đăng ký sử dụng dịch vụ	1	2	3	4	DK	REF
( ) c. mức độ chính xác của các khoản phí điện thoại trong hóa đơn của quý vị	1	2	3	4	DK	REF
( ) d. việc họ giải thích khi nào áp dụng các khoản lệ phí trả trễ và lệ phí ngừng dịch vụ sớm hơn thời hạn và khi nào dịch vụ điện thoại có thể bị ngắt	1	2	3	4	DK	REF

12. Quý vị có bao giờ liên lạc với công ty này khi có thắc mắc hoặc có vấn đề trục trặc với hóa đơn hoặc dịch vụ điện thoại của quý vị không?

YES 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF YES, ASK:

13. Lần cuối cùng quý vị làm việc này là khi nào – trong 6 tháng vừa qua, cách đây 6 đến 12 tháng, cách đây từ 1 đến 2 năm, cách đây từ 2 đến 3 năm, hay là cách đây hơn 3 năm? (**IF NECESSARY, SAY:**) Quý vị chỉ cần cố gắng đoán ước chừng là được.

WITHIN THE PAST 6 MONTHS 1
6 TO 12 MONTHS 2
1 YEAR TO LESS THAN 2 YEARS AGO 3
2 YEARS TO LESS THAN 3 YEARS AGO 4
3 OR MORE YEARS AGO 5
DON'T KNOW ..... DK
REFUSED ..... REF

14. Nghĩ về lần cuối cùng quý vị làm việc này, quý vị hài lòng hoặc không hài lòng với lượng thời gian mà quý vị cần để gặp được một đại diện ban dịch vụ khách hàng có thể giúp quý vị - rất hài lòng, khá là hài lòng, khá là không hài lòng hoặc rất không hài lòng?

VERY SATISFIED 1
SOMEWHAT SATISFIED 2
SOMEWHAT DISSATISFIED 3
VERY DISSATISFIED 4
DON'T KNOW ..... DK
REFUSED ..... REF

15. Và quý vị hài lòng hoặc không hài lòng như thế nào với năng lực của họ trong việc giải đáp các thắc mắc của quý vị và giải quyết vấn đề của quý vị - rất hài lòng, khá là hài lòng, khá là không hài lòng hoặc rất không hài lòng?

VERY SATISFIED 1
SOMEWHAT SATISFIED 2
SOMEWHAT DISSATISFIED 3
VERY DISSATISFIED 4
DON'T KNOW ..... DK
REFUSED ..... REF

IF INTERVIEW COMPLETED IN NON-ENGLISH LANGUAGE, ASK:

16. Quý vị có nói chuyện với đại diện dịch vụ khách hàng của họ bằng (**LANGUAGE OF INTERVIEW**) hoặc tiếng Anh không?

LANGUAGE OF INTERVIEW 1
ENGLISH 2
DON'T KNOW ..... DK
REFUSED ..... REF

17. Quý vị có biết là quý vị có thể liên lạc với Ủy Ban Dịch Vụ Điện Nước Công Cộng California (California Public Utilities Commission) bất kỳ khi nào quý vị gặp trục trặc với nhà cung cấp dịch vụ điện thoại của quý vị và muốn gửi thư phàn nàn không?

YES 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF INTERVIEW CONDUCTED IN A NON-ENGLISH LANGUAGE, ASK:

Một số câu hỏi tiếp theo là về việc quý vị có thể liên lạc và giữ liên lạc với các đại diện dịch vụ qua điện thoại bằng tiếng Việt.

18 Nghĩ về lần đầu tiên quý vị tiếp xúc với một đại diện bán hàng khi lần đầu tiên đăng ký sử dụng dịch vụ cho máy điện thoại này, đại diện bán hàng đó có nói chuyện với quý vị bằng (**LANGUAGE OF INTERVIEW**) không?

YES 1
NO 2
DON'T KNOW/CAN'T RECALL/NOT INVOLVED .. DK
REFUSED ..... REF

19. Nếu quý vị cần gọi 9-1-1 để báo cáo một trường hợp khẩn cấp, quý vị có nghĩ rằng quý vị sẽ có thể nói chuyện với ai đó bằng (**LANGUAGE OF INTERVIEW**) không?

YES 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

20.	Nếu quý vị muốn nói chuyện với một nhân viên tổng đài hoặc dịch vụ trợ giúp danh bạ để nhờ giúp thực hiện một cuộc gọi, quý vị có nghĩ rằng quý vị sẽ có thể nói chuyện với ai đó bằng (**LANGUAGE OF INTERVIEW**) không?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF
21.	Nếu quý vị có thắc mắc hoặc vấn đề trục trặc về hóa đơn hay dịch vụ điện thoại của quý vị, quý vị có nghĩ rằng quý vị sẽ có thể nói chuyện với một đại diện dịch vụ bằng (**LANGUAGE OF INTERVIEW**) không?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF
22.	Khi quý vị nhận hóa đơn cho điện thoại này, thông tin trên hóa đơn có được viết bằng (**LANGUAGE OF INTERVIEW**) không?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

DEMOGRAPHICS

Cuối cùng là một số câu hỏi về bản thân quý vị để giúp chúng tôi phân loại…

101.	Trình độ học vấn cao nhất hoặc năm đi học cao nhất mà quý vị đã hoàn tất và được nhận tín chỉ là gì? (**READ CATEGORIES, IF NECESSARY**)	lớp 8 hoặc thấp hơn ..... 1 Vài năm trung học ..... 2 Tốt nghiệp trung học ..... 3 Trường hướng nghiệp/dạy nghề ..... 4 1-2 năm đại học ..... 5 3-4 năm đại học (chưa tốt nghiệp) ..... 6 Tốt nghiệp đại học ..... 7 5-6 năm đại học ..... 8 Văn bằng thạc sĩ ..... 9 Cao học trên Thạc sĩ ..... 10 **DO NOT READ →** REFUSED ..... REF

IF INTERVIEW CONDUCTED IN A NON-ENGLISH LANGUAGE, ASK:

102a.	Quý vị nói và hiểu tiếng Anh tốt tới mức nào – rất tốt, tốt, không tốt hay hoàn toàn không tốt?	VERY WELL ..... 1 WELL ..... 2 NOT WELL ..... 3 NOT AT ALL ..... 4 DON'T KNOW ..... DK REFUSED ..... REF

IF NOT WELL OR NOT AT ALL, ASK:

102b.	Trong gia đình quý vị có ai nói và hiểu tiếng Anh tốt không?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

103a.	Quý vị đọc tiếng Anh tốt tới mức nào – rất tốt, tốt, không tốt hay hoàn toàn không tốt?	VERY WELL ..... 1 WELL ..... 2 NOT WELL ..... 3 NOT AT ALL ..... 4 DON'T KNOW ..... DK REFUSED ..... REF

IF NOT WELL OR NOT AT ALL, ASK:

103b.	Trong nhà quý vị có ai đọc thông thạo tiếng Anh không?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

104.	Tính cả quý vị, có tổng cộng bao nhiêu người cư ngụ trong hộ gia đình của quý vị?	_____ PEOPLE REFUSED ..... REF

IF >1, ASK:

105.	Có trẻ em dưới 18 tuổi cư ngụ trong hộ gia đình của quý vị không?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

106.	Bình thường sau một tuần, quý vị có truy cập Internet hoặc vào các website bằng máy tính hoặc thiết bị điện tử khác không?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

IF YES, ASK:

107.	Quý vị thường truy cập qua máy tính ở nhà, ở sở làm, ở trường, ở thư viện hoặc địa điểm khác trong cộng đồng, hay qua điện thoại di động hay thiết bị điện tử cầm tay khác? (**ANSWER CAN BE A MULTIPLE**)	AT HOME ..... 1 AT WORK..... 2 AT SCHOOL ..... 3 AT LIBRARY/OTHER COMMUNITY LOCATION ..... 4 CELL PHONE/OTHER MOBILE DEVICE ..... 5 OTHER ..... 6 DON'T KNOW ..... DK REFUSED ..... REF

108.	D Quý vị sở hữu hay thuê căn nhà nơi quý vị đang cư ngụ?	OWN ..... 1 RENT ..... 2 OTHER ..... 3 DON'T KNOW ..... DK REFUSED ..... REF
109.	Quý vị đã cư ngụ tại căn nhà hiện tại được bao lâu? Bao nhiêu năm?	_____ YEARS LESS THAN 1 YEAR..... 0 DON'T KNOW ..... DK REFUSED ..... REF
110.	Số zip code của quý vị là gì? (**ZIP CODE MUST BEGIN WITH "9"**)	_____ DON'T KNOW ..... DK REFUSED ..... REF

111. Quý vị có phải là người gốc sắc tộc nói tiếng Tây Ban Nha, người gốc Tây Ban Nha hoặc người gốc Mễ không?

YES 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF NOT YES, ASK:

112. Để phân loại, chúng tôi muốn biết nguồn gốc sắc tộc của quý vị. Quý vị là người Da Trắng hay người gốc Cáp Ca, người Da Đen hoặc người Mỹ Gốc Phi Chân, người Á Châu, Đảo Thái Bình Dương, Thổ Dân Châu Mỹ Da Đỏ hoặc Thổ Dân Alaska, hay là thành viên sắc tộc khác? (**ANSWER CAN BE A MULTIPLE**)

WHITE / CAUCASIAN 1
BLACK / AFRICAN-AMERICAN 2
ASIAN / PACIFIC ISLANDER 3
AMERICAN INDIAN 4
ALASKAN NATIVE 5
OTHER *(SPECIFY)* _____ 6
DON'T KNOW ..... DK
REFUSED ..... REF

113. Quý vị sinh ra ở quốc gia nào?

LIST OF COUNTRIES HERE
REFUSED ..... REF

IF NOT UNITED STATES, ASK:

114. Quý vị có phải là công dân Hoa Kỳ không?

YES 1
NO 2
REFUSED ..... REF

115. Chúng tôi không muốn biết mức lợi tức chính xác của quý vị, nhưng quý vị có thể cho chúng tôi biết ước chừng là mức lợi tức hàng năm của hộ gia đình quý vị trước khi trả thuế là thấp hơn 10,000$, từ 10,000$ tới 20,000$, từ 20,000$ tới 30,000$, từ 30,000$ tới 40,000$, từ 40,000$ tới 50,000$, từ 50,000$ tới 75,000$, từ 75,000$ tới 100,000$, từ 100,000$ tới 150,000$, hoặc hơn 150,000$?

LESS THAN $10,000 1
$10,000–$19,999 2
$20,000–$29,999 3
$30,000–$39,999 4
$40,000–$49,999 5
$50,000–$74,999 6
$75,000–$99,999 7
$100,000 - $149,999 8
$150,000 OR MORE 9
DON'T KNOW ..... DK
REFUSED ..... REF

116. **RECORD GENDER OF RESPONDENT**

MALE 1
FEMALE 2

117. Chúng tôi có thể tiến hành một cuộc thăm dò ý kiến liên lạc tiếp trong khoảng năm tới. Chúng tôi có thể gọi lại cho hộ gia đình của quý vị vào thời điểm đó không?

YES 1
NO 2
REFUSED ..... REF

Đó là tất cả các câu hỏi của tôi. Cám ơn quý vị rất nhiều vì đã tham gia cuộc thăm dò ý kiến quan trọng này.

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Final (Vietnamese)

Limited English Proficiency Survey
– Non-Customer Survey Questionnaire –

1. Nghĩ về lần cuối cùng quý vị không có máy điện thoại để dùng cho việc riêng, lần đó là cách đây bao lâu - trong vòng 6 tháng trở lại đây, cách đây 6 tới 12 tháng, cách đây từ 1 đến 2 năm, cách đây từ 2 tới 3 năm, cách đây từ 3 đến 5 năm hoặc cách đây 5 năm hoặc hơn?

WITHIN THE PAST 6 MONTHS 1
6 TO 12 MONTHS 2
1 YEAR TO LESS THAN 2 YEARS AGO 3
2 YEARS TO LESS THAN 3 YEARS AGO 4
3 YEARS TO LESS THAN 5 YEARS AGO 5
5 OR MORE YEARS AGO 6
NEVER 7
DON'T KNOW ..... DK
REFUSED ..... REF

- **IF LONGER THAN 3 YEARS AGO OR NEVER WITHOUT PHONE SERVICE, GO TO CUSTOMER SURVEY QUEX Q1.**

2. Trong giai đoạn đó, quý vị không có máy điện thoại để sử dụng vào việc riêng bao lâu? Bao nhiêu tháng hoặc bao nhiêu năm? Quý vị chỉ cần cố gắng ước chừng là được.

_____ MONTHS
_____ YEARS
DON'T KNOW ..... DK
REFUSED ..... REF

- **IF LESS THAN 3 MONTHS, GO TO CUSTOMER SURVEY QUEX Q1.**

3. Khi không có máy điện thoại, quý vị thường gọi điện thoại <u>việc riêng</u> như thế nào? Quý vị sử dụng máy điện thoại của bạn bè, hàng xóm, hay người thuê chung nhà, sử dụng điện thoại của người thân, điện thoại tại sở làm, điện thoại công cộng có trả tiền, điện thoại khác, hay là quý vị hoàn toàn không sử dụng điện thoại? (**ANSWER CAN BE A MULTIPLE**)

FRIEND, NEIGHBOR OR ROOMMATE'S PHONE . 1
RELATIVE'S PHONE 2
PHONE AT WORK 3
PUBLIC PAY PHONE 4
SOME OTHER PHONE 5
DIDN'T USE A PHONE AT ALL 6
DON'T KNOW ..... DK
REFUSED ..... REF

4. Tôi sẽ mô tả một số lý do mà đôi khi mọi người thường biện hộ cho việc không sử dụng dịch vụ điện thoại. Khi tôi đọc từng câu một, vui lòng cho tôi biết đó có phải là lý do tại sao quý vị không có dịch vụ điện thoại căn bản trong giai đoạn đó không. (**READ ITEMS IN RANDOM ORDER AND ASK:**) Đó có phải là lý do tại sao quý vị không có dịch vụ điện thoại trong giai đoạn đó không?

		YES	NO	DK	REF
( )	a. Lệ phí điện thoại hàng tháng mà quý vị trả là quá nhiều	1	2	DK	REF
( )	b. Quý vị đánh mất máy điện thoại hoặc bị mất cắp	1	2	DK	REF
( )	c. Quý vị không thể kiểm soát cách người khác sử dụng chiếc điện thoại đó	1	2	DK	REF
( )	d. Quý vị cảm thấy ngại liên lạc với hãng điện thoại về dịch vụ	1	2	DK	REF
( )	e. Lợi tức của quý vị quá thấp nên không hội đủ điều kiện sử dụng dịch vụ điện thoại	1	2	DK	REF
( )	f. Quý vị không gọi điện thoại nhiều tới mức phải mua dịch vụ điện thoại	1	2	DK	REF
( )	g. Quý vị nghĩ rằng quý vị có thể sống ổn mà không cần máy điện thoại	1	2	DK	REF
( )	h. Quý vị không muốn bị phiền phức vì chiếc máy điện thoại	1	2	DK	REF
( )	i. Quý vị không thể có được dịch vụ điện thoại vì quý vị còn nợ tiền hãng điện thoại đó	1	2	DK	REF
( )	j. Quý vị nghĩ rằng quý vị có thể sử dụng máy điện thoại của người khác khi cần	1	2	DK	REF
( )	k. Dịch vụ điện thoại trước đây của quý vị đã bị hãng điện thoại đó ngừng hoặc ngắt	1	2	DK	REF

IF Q4d = YES AND NON-ENGLISH SPEAKER, ASK:

5.	Quý vị nói rằng quý vị cảm thấy ngại liên lạc với hãng điện thoại về dịch vụ điện thoại. Có phải là do quý vị không nghĩ rằng hãng điện thoại đó sẽ có thể nói chuyện với quý vị bằng (**LANGUAGE OF INTERVIEW**) không?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

IF Q4k = YES, ASK:

6. Lý do dịch vụ điện thoại của quý vị bị ngừng hoặc ngắt có phải là do… (**READ LIST IN RANDOM ORDER**)?

		YES	NO	DK	REF
( ) a.	quý vị không đủ khả năng trả hóa đơn	1	2	DK	REF
( ) b.	quý vị quên trả hóa đơn	1	2	DK	REF
( ) c.	số tiền trong hóa đơn cao hơn là quý vị nghĩ	1	2	DK	REF
( ) d.	quý vị không hiểu các khoản lệ phí hoặc chi phí có trong hóa đơn của quý vị	1	2	DK	REF
( ) e.	quý vị không thể kiểm soát số lần gọi hoặc độ dài của các cuộc gọi của quý vị	1	2	DK	REF
( ) f.	Quý vị không thể kiểm soát cách người khác sử dụng chiếc điện thoại đó	1	2	DK	REF
( ) g.	quý vị không còn muốn hoặc cần dịch vụ điện thoại nữa	1	2	DK	REF

7. Quý vị đã từng có dịch vụ điện thoại trước lần không có dịch vụ điện thoại gần đây nhất không?

YES 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF YES, ASK:

8.	Quý vị có dịch vụ điện thoại trong bao lâu trước thời gian này – chưa tới 6 tháng, 6 đến 12 tháng, từ 1 đến 2 năm, từ 2 đến 3 năm, hay là hơn 3 năm?	LESS THAN 6 MONTHS ..... 1 6 TO 12 MONTHS ..... 2 1 YEAR TO LESS THAN 2 YEARS ..... 3 2 YEARS TO LESS THAN 3 YEARS ..... 4 3 OR MORE YEARS ..... 5 DON'T KNOW ..... DK REFUSED ..... REF
9.	Đó có phải là ở California không?	YES, IN CALIFORNIA ..... 1 NO, IN ANOTHER PLACE ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

10. Trong danh sách sau đây, đâu là lý do khiến quý vị quyết định có dịch vụ điện thoại hiện tại. (**READ ITEMS IN RANDOM ORDER AND ASK:**) Đó có phải là lý do tại sao quý vị quyết định có dịch vụ điện thoại không?

		YES	NO	DK	REF
( ) a.	Quý vị cần gọi điện thoại nhiều hơn trước đây	1	2	DK	REF
( ) b.	Hoàn cảnh sống của quý vị hoặc hoàn cảnh gia đình của quý vị đã thay đổi	1	2	DK	REF
( ) c.	Quý vị cần có máy điện thoại cho các mục đích liên quan tới công ăn việc làm	1	2	DK	REF
( ) d.	Tình hình tài chánh của quý vị đã khá hơn	1	2	DK	REF
( ) e.	Những vấn đề rắc rối mà quý vị từng gặp với chiếc máy điện thoại trước đây đã được giải quyết	1	2	DK	REF
( ) f.	Quý vị cần để truy cập email, Internet hoặc Facebook	1	2	DK	REF
( ) g.	Quý vị cảm thấy cần máy điện thoại vì các lý do an toàn hoặc đề phòng trường hợp khẩn cấp	1	2	DK	REF

11.	Nghĩ về chiếc máy điện thoại mà quý vị hiện sử dụng nhiều nhất để gọi và nhận các cuộc gọi cá nhân. Đừng tính đến máy điện thoại quý vị sử dụng ở nơi làm việc. Đó là máy điện thoại di động hay loại máy điện thoại khác?	CELL PHONE ..... 1 OTHER TYPE OF PHONE ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

Các câu hỏi tiếp theo sẽ là về (chiếc máy điện thoại di động đó) (chiếc máy điện thoại đó).

12a.	Công ty cung cấp dịch vụ cho chiếc máy điện thoại (này) (đó) tên là gì?	**LIST OF PHONE PROVIDERS, SORTED BETWEEN CELL PHONE AND NON-CELL PHONE COMPANIES**

IF COMPANY NAME, CONFIRM:

12b.	Tôi muốn xác nhận, (**NAME OF COMPANY**) là công ty tính tiền dịch vụ cho điện thoại (này) (đó). Có đúng như vậy không?	YES, CORRECT..... 1 → **GO TO Q13** NO, NOT CORRECT..... 2 → **REPEAT Q12a**

IF A CELL PHONE MANUFACTURER NAMED (E.G., BLACKBERRY, APPLE IPHONE, ETC.), SAY:

12c.	Chúng tôi muốn biết tên của công ty cung cấp dịch vụ điện thoại di động cho quý vị, chứ không phải là tên của dạng điện thoại di động mà quý vị đang sử dụng. Quý vị có thể cho tôi biết tên của công ty hàng tháng tính tiền dịch vụ sử dụng điện thoại di động của quý vị không?	**LIST OF PHONE PROVIDERS, SORTED BETWEEN CELL PHONE AND NON-CELL PHONE COMPANIES**

13.	Nhìn chung, quý vị hài lòng hoặc không hài lòng như thế nào với dịch vụ điện thoại của công ty này – rất hài lòng, khá là hài lòng, khá là không hài lòng, hay là rất không hài lòng?	VERY SATISFIED..... 1 SOMEWHAT SATISFIED ..... 2 SOMEWHAT DISSATISFIED ..... 3 VERY DISSATISFIED..... 4 DON'T KNOW ..... DK REFUSED ..... REF
14.	Quý vị có giới thiệu dịch vụ điện thoại của công ty này cho người thân hoặc bạn bè không? Quý vị nói rằng chắc chắn là có, có lẽ là có, có lẽ là không hay chắc chắn là không?	DEFINITELY YES ..... 1 PROBABLY YES ..... 2 PROBABLY NO..... 3 DEFINITELY NO..... 4 DON'T KNOW ..... DK REFUSED ..... REF
17.	Quý vị có biết là quý vị có thể liên lạc với Ủy Ban Dịch Vụ Điện Nước Công Cộng California (California Public Utilities Commission) bất kỳ khi nào quý vị gặp trục trặc với nhà cung cấp dịch vụ điện thoại của quý vị và muốn gửi thư phàn nàn không?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

IF INTERVIEW CONDUCTED IN A NON-ENGLISH LANGUAGE, ASK:

Một số câu hỏi tiếp theo là về việc quý vị có thể liên lạc và giữ liên lạc với các đại diện dịch vụ qua điện thoại bằng tiếng Việt.

18	Nghĩ về lần đầu tiên quý vị tiếp xúc với một đại diện bán hàng khi lần đầu tiên đăng ký sử dụng dịch vụ cho máy điện thoại này, đại diện bán hàng đó có nói chuyện với quý vị bằng (**LANGUAGE OF INTERVIEW**) không?	YES..... 1 NO ..... 2 DON'T KNOW/CAN'T RECALL/NOT INVOLVED.. DK REFUSED ..... REF

19.	Nếu quý vị cần gọi 9-1-1 để báo cáo một trường hợp khẩn cấp, quý vị có nghĩ rằng quý vị sẽ có thể nói chuyện với ai đó bằng (**LANGUAGE OF INTERVIEW**) không?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF
20.	Nếu quý vị muốn nói chuyện với một nhân viên tổng đài hoặc dịch vụ trợ giúp danh bạ để nhờ giúp thực hiện một cuộc gọi, quý vị có nghĩ rằng quý vị sẽ có thể nói chuyện với ai đó bằng (**LANGUAGE OF INTERVIEW**) không?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF
21.	Nếu quý vị có thắc mắc hoặc vấn đề trục trặc về hóa đơn hay dịch vụ điện thoại của quý vị, quý vị có nghĩ rằng quý vị sẽ có thể nói chuyện với một đại diện dịch vụ bằng (**LANGUAGE OF INTERVIEW**) không?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF
22.	Khi quý vị nhận hóa đơn cho điện thoại này, thông tin trên hóa đơn có được viết bằng (**LANGUAGE OF INTERVIEW**) không?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

DEMOGRAPHICS

Cuối cùng là một số câu hỏi về bản thân quý vị để giúp chúng tôi phân loại…

101.	Trình độ học vấn cao nhất hoặc năm đi học cao nhất mà quý vị đã hoàn tất và được nhận tín chỉ là gì? (**READ CATEGORIES, IF NECESSARY**)	lớp 8 hoặc thấp hơn ..... 1 Vài năm trung học ..... 2 Tốt nghiệp trung học ..... 3 Trường hướng nghiệp/dạy nghề ..... 4 1-2 năm đại học ..... 5 3-4 năm đại học (chưa tốt nghiệp) ..... 6 Tốt nghiệp đại học ..... 7 5-6 năm đại học ..... 8 Văn bằng thạc sĩ ..... 9 Cao học trên Thạc sĩ ..... 10 **DO NOT READ →** REFUSED ..... REF

IF INTERVIEW CONDUCTED IN A NON-ENGLISH LANGUAGE, ASK:

102a.	Quý vị nói và hiểu tiếng Anh tốt tới mức nào – rất tốt, tốt, không tốt hay hoàn toàn không tốt?	VERY WELL ..... 1 WELL ..... 2 NOT WELL ..... 3 NOT AT ALL ..... 4 DON'T KNOW ..... DK REFUSED ..... REF

IF NOT WELL OR NOT AT ALL, ASK:

102b.	Trong gia đình quý vị có ai nói và hiểu tiếng Anh tốt không?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

103a.	Quý vị đọc tiếng Anh tốt tới mức nào – rất tốt, tốt, không tốt hay hoàn toàn không tốt?	VERY WELL ..... 1 WELL ..... 2 NOT WELL ..... 3 NOT AT ALL ..... 4 DON'T KNOW ..... DK REFUSED ..... REF

IF NOT WELL OR NOT AT ALL, ASK:

103b.	Trong nhà quý vị có ai đọc thông thạo tiếng Anh không?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

104.	Tính cả quý vị, có tổng cộng bao nhiêu người cư ngụ trong hộ gia đình của quý vị?	_____ PEOPLE REFUSED ..... REF

IF >1, ASK:

105.	Có trẻ em dưới 18 tuổi cư ngụ trong hộ gia đình của quý vị không?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

106.	Bình thường sau một tuần, quý vị có truy cập Internet hoặc vào các website bằng máy tính hoặc thiết bị điện tử khác không?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

IF YES, ASK:

107.	Quý vị thường truy cập qua máy tính ở nhà, ở sở làm, ở trường, ở thư viện hoặc địa điểm khác trong cộng đồng, hay qua điện thoại di động hay thiết bị điện tử cầm tay khác? (**ANSWER CAN BE A MULTIPLE**)	AT HOME ..... 1 AT WORK..... 2 AT SCHOOL ..... 3 AT LIBRARY/OTHER COMMUNITY LOCATION ..... 4 CELL PHONE/OTHER MOBILE DEVICE ..... 5 OTHER ..... 6 DON'T KNOW ..... DK REFUSED ..... REF

108.	D Quý vị sở hữu hay thuê căn nhà nơi quý vị đang cư ngụ?	OWN ..... 1 RENT ..... 2 OTHER ..... 3 DON'T KNOW ..... DK REFUSED ..... REF
109.	Quý vị đã cư ngụ tại căn nhà hiện tại được bao lâu? Bao nhiêu năm?	_____ YEARS LESS THAN 1 YEAR..... 0 DON'T KNOW ..... DK REFUSED ..... REF
110.	Số zip code của quý vị là gì? (**ZIP CODE MUST BEGIN WITH "9"**)	_____ DON'T KNOW ..... DK REFUSED ..... REF

111. Quý vị có phải là người gốc sắc tộc nói tiếng Tây Ban Nha, người gốc Tây Ban Nha hoặc người gốc Mễ không?

YES 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF NOT YES, ASK:

112. Để phân loại, chúng tôi muốn biết nguồn gốc sắc tộc của quý vị. Quý vị là người Da Trắng hay người gốc Cáp Ca, người Da Đen hoặc người Mỹ Gốc Phi Chân, người Á Châu, Đảo Thái Bình Dương, Thổ Dân Châu Mỹ Da Đỏ hoặc Thổ Dân Alaska, hay là thành viên sắc tộc khác? (**ANSWER CAN BE A MULTIPLE**)

WHITE / CAUCASIAN 1
BLACK / AFRICAN-AMERICAN 2
ASIAN / PACIFIC ISLANDER 3
AMERICAN INDIAN 4
ALASKAN NATIVE 5
OTHER *(SPECIFY)* _____ 6
DON'T KNOW ..... DK
REFUSED ..... REF

113. Quý vị sinh ra ở quốc gia nào?

LIST OF COUNTRIES HERE
REFUSED ..... REF

IF NOT UNITED STATES, ASK:

114. Quý vị có phải là công dân Hoa Kỳ không?

YES 1
NO 2
REFUSED ..... REF

115. Chúng tôi không muốn biết mức lợi tức chính xác của quý vị, nhưng quý vị có thể cho chúng tôi biết ước chừng là mức lợi tức hàng năm của hộ gia đình quý vị trước khi trả thuế là thấp hơn 10,000$, từ 10,000$ tới 20,000$, từ 20,000$ tới 30,000$, từ 30,000$ tới 40,000$, từ 40,000$ tới 50,000$, từ 50,000$ tới 75,000$, từ 75,000$ tới 100,000$, từ 100,000$ tới 150,000$, hoặc hơn 150,000$?

LESS THAN $10,000 1
$10,000–$19,999 2
$20,000–$29,999 3
$30,000–$39,999 4
$40,000–$49,999 5
$50,000–$74,999 6
$75,000–$99,999 7
$100,000 - $149,999 8
$150,000 OR MORE 9
DON'T KNOW ..... DK
REFUSED ..... REF

116. **RECORD GENDER OF RESPONDENT**

MALE 1
FEMALE 2

117. Chúng tôi có thể tiến hành một cuộc thăm dò ý kiến liên lạc tiếp trong khoảng năm tới. Chúng tôi có thể gọi lại cho hộ gia đình của quý vị vào thời điểm đó không?

YES 1
NO 2
REFUSED ..... REF

Đó là tất cả các câu hỏi của tôi. Cám ơn quý vị rất nhiều vì đã tham gia cuộc thăm dò ý kiến quan trọng này.

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314001
050912
Final (Korean)

Limited English Proficiency Survey
– Screener –

안녕하세요. 저는 소비자들을 보호하고 소비자들이 믿을만한 전화 서비스를 이용할 수 있도록 하는 주정부기관인 가주공익설비위원회를 대신하여 전화드리는 Field Research의 _____입니다.

IF LEP SAMPLE, ASK:

A. 저희는 18세 이상이며 한국어 를 사용하지만 영어를 하지 못하는 캘리포니아 성인들을 대상으로 그들의 전화 서비스에 대한 중요한 설문조사를 실시하고 있습니다. 이것이 귀하에게 적용됩니까?

READ AS APPROPRIATE:

- 저희는 절대 무엇을 팔려고 하는 것이 아닙니다.
- 설문조사는 오래 걸리지 않습니다 (대부분의 경우 10-15분 정도 소요).
- 귀하의 응답은 익명으로 취급되며 어떤 식으로든 귀하의 신분이 드러나지 않을 것입니다.

IF CROSS-SECTION SAMPLE, ASK:

A. 저희는 18세 이상의 캘리포니아 성인들을 대상으로 그들의 전화 서비스에 대한 중요한 설문조사를 실시하고 있습니다 귀하는 18세 이상의 캘리포니아인이십니까? (**IF NECESSARY, SAY:**) 저희는 영어, 스페인어, 북경어, 광동어, 월남어, 한국어 또는 타갈로그어로 본 설문조사를 실시할 수 있습니다. 어느 언어가 말씀하시는데 가장 편안합니까?

READ AS APPROPRIATE:

- 저희는 절대 무엇을 팔려고 하는 것이 아닙니다.
- 설문조사는 오래 걸리지 않습니다 (대부분의 경우 10-15분 정도 소요).
- 귀하의 응답은 익명으로 취급되며 어떤 식으로든 귀하의 신분이 드러나지 않을 것입니다.

IF INTERVIEWER NOT FLUENT IN CHOSEN LANGUAGE, SAY:

B. (**INSERT RESPONDENT'S LANGUAGE OR SAY** "귀하의 언어") 에 능통한 설문조사자가 귀하와 인터뷰를 실시하기 위해 곧 전화를 드릴 것입니다. 저희 설문조사자가 이름을 말해서 귀하를 바꿔달라고 요청할 수 있도록 퍼스트 네임을 알려주시겠습니까? 어느 시간에 전화드리는 것이 좋으시겠습니까?

RECORD FIRST NAME, PREFERRED CALLBACK TIME AND LANGUAGE

CONTINUE IN APPROPRIATE LANGUAGE:

C1	귀하의 연령은?	_____ YEARS OLD REFUSED ..... REF

IF REFUSED, ASK:

C2.	다음 중 어디에 해당됩니까… (**READ CATEGORIES**)?	18세 미만 .....1 (**END**) 18–24 .....2 25–29 .....3 30–39 .....4 40–49 .....5 50–59 .....6 60–64 .....7 65세 이상 .....8 **DO NOT READ →** REFUSED .....REF (**END**)

- **IF UNDER AGE 18 OR REFUSED, TERMINATE**

D1.	캘리포니아의 어느 카운티에 살고 계십니까?	LIST OF CALIFORNIA COUNTIES HERE

IF NAMES A COUNTY NOT ON LIST OR IF DOESN'T KNOW THE NAME OF THEIR COUNTY, ASK:

D2.	캘리포니아에서 사십니까?	YES.....1 NO .....2 (**END**) REFUSED .....REF (**END**)

E.	지난 5년 동안에 캘리포니아에서 살면서 최소한 1개월 이상 개인 전화를 걸거나 받는 전화 서비스를 이용하지 못했었던 적이 있었습니까? 직장에서 사용할 수 있었던 전화는 고려하지 마십시오.	YES.....1 NO .....2 DON'T KNOW .....DK (**END**) REFUSED .....REF (**END**)

- **IF E = YES, GO TO NON-CUSTOMER QUESTIONNAIRE.**
- **IF E = NO, GO TO CUSTOMER QUESTIONNAIRE.**
- **IF E = DON'T KNOW OR REFUSED, THANK & TERMINATE.**

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314001
050912
Final (Korean)

Limited English Proficiency Survey
– Customer Survey Questionnaire –

1. 제가 지금 귀하와의 통화를 위해 건 전화가 귀하께서 개인적인 전화를 걸거나 받는데 가장 자주 사용하는 전화입니까?

YES, THIS PHONE USED MOST 1
NO, OTHER PHONE USED MORE..... 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF Q1 = YES, PHONE IS USED MOST, ASK:

2. 귀하는 보통 이 전화 요금을 지불하십니까?

YES.....1 → **GO TO Q6**
NO .....2 → **GO TO Q3**
REFUSED .....REF → **GO TO Q3**

IF Q2 = NOT YES, ASK:

3. 식구 중에서 보통 이 전화 요금을 지불하는 어른과 대화하고 싶습니다. 그분이 지금 계십니까?

YES, AVAILABLE NOW ..... 1 → **ONE PERSON IS REACHED, REPEAT SCREENING QUESTIONS**
OTHER ADULT NOT AVAILABLE ..... 2 → **ASK FOR PERSON'S NAME, LANGUAGE AND CALLBACK TIME**
NO ONE IN HOUSEHOLD HAS THIS RESPONSIBILITY .. 3 → **TERMINATE**
DON'T KNOW ..... DK → **TERMINATE**
REFUSED..... REF → **TERMINATE**

IF Q1 = NO, PHONE IS NOT USED MOST, ASK:

4. 귀하는 보통 귀하가 가장 많이 사용하는 전화의 요금을 지불하십니까?

YES.....1 → **GO TO Q6**
NO .....2 → **GO TO Q5**
REFUSED .....REF → **GO TO Q5**

IF Q4= NOT YES, ASK:

5. 식구 중에서 보통 그 전화 요금을 지불하는 어른과 대화하고 싶습니다. 그분이 지금 계십니까?

YES, AVAILABLE NOW ..... 1 → **ONE PERSON IS REACHED, REPEAT SCREENING QUESTIONS**
OTHER ADULT NOT AVAILABLE ..... 2 → **ASK FOR PERSON'S NAME, LANGUAGE AND CALLBACK TIME**
NO ONE IN HOUSEHOLD HAS THIS RESPONSIBILITY .. 3 → **TERMINATE**
DON'T KNOW ..... DK → **TERMINATE**
REFUSED..... REF → **TERMINATE**

6. (이) (그) 전화가 휴대폰인가요 아니면 다른 종류의 전화인가요?

CELL PHONE 1
OTHER TYPE OF PHONE 2
REFUSED ..... REF

나머지 질문은 (이) (그) 전화에 관한 것입니다.

7a. (이) (그) 전화 서비스 요금을 청구하는 회사의 이름은 무엇입니까?

LIST OF PHONE PROVIDERS, SORTED BETWEEN CELL PHONE AND NON-CELL PHONE COMPANIES

IF COMPANY NAME, CONFIRM:

7b. 확인하겠습니다. (**NAME OF COMPANY**)가 (이) (그) 전화 서비스 요금을 청구하는 회사입니다. 맞습니까?

YES, CORRECT.....1 → **GO TO Q8**
NO, NOT CORRECT.....2 → **REPEAT Q7a**

IF A CELL PHONE MANUFACTURER NAMED (E.G., BLACKBERRY, APPLE IPHONE, ETC.), SAY:

7c. 저희는 사용하시는 휴대폰의 상품명이 아니라 휴대폰 서비스를 제공하는 회사의 이름을 알고자 합니다. 휴대폰 사용료를 매월 청구하는 회사의 이름을 말씀해주실 수 있습니까?

LIST OF PHONE PROVIDERS, SORTED BETWEEN CELL PHONE AND NON-CELL PHONE COMPANIES

8. 전반적으로 이 회사로부터 받는 전화 서비스에 대해 얼마나 만족 또는 불만족하십니까 – 매우 만족, 어느 정도 만족, 어느 정도 불만족 또는 매우 불만족?

VERY SATISFIED.....1
SOMEWHAT SATISFIED.....2
SOMEWHAT DISSATISFIED.....3
VERY DISSATISFIED.....4
DON'T KNOW.....DK
REFUSED.....REF

9. 이 회사의 전화 서비스를 친척이나 친구에게 추천하시겠습니까? 꼭 한다, 아마도 한다, 아마도 하지 않는다 또는 절대 안한다 중에서 어느 것입니까?

DEFINITELY YES.....1
PROBABLY YES.....2
PROBABLY NO.....3
DEFINITELY NO.....4
DON'T KNOW.....DK
REFUSED.....REF

10. 얼마 동안 이 회사로부터 전화 서비스를 받아왔습니까? 몇 년 정도 됩니까?
(**IF NECESSARY, SAY:**) 추정치를 알려주시면 됩니다.

_____ YEARS
LESS THAN 1 YEAR.....0
DON'T KNOW.....DK
REFUSED.....REF

11. 다음 분야에서 이 회사에 대해 얼마나 만족하거나 불만족하신지 말씀해주십시오. (**READ ITEMS IN RANDOM ORDER, ASKING:**) (**ITEM**)에 대해 얼마나 만족 또는 불만족하십니까 – 매우 만족, 어느 정도 만족, 어느 정도 불만족 또는 매우 불만족?

		VERY SATISFIED	SOMEWHAT SATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	DK N/A	REF
( ) a.	청구서 상의 전화요금에 대한 설명	1	2	3	4	DK	REF
( ) b.	서비스에 처음 가입할 때 전화 서비스 대안, 통화 기능 및 비용에 대해 제공 받은 정보	1	2	3	4	DK	REF
( ) c.	청구서 상의 전화요금의 정확성	1	2	3	4	DK	REF
( ) d.	연체료와 중도 해약 수수료가 부과되는 경우와 전화 서비스가 중단되는 경우에 대한 설명	1	2	3	4	DK	REF

12. 전화 서비스나 청구서와 관련된 질문이나 문제에 대해 이 회사에 문의한 적이 있었습니까?

YES..... 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF YES, ASK:

13. 이와 같은 문의를 마지막으로 한 것이 언제입니까 – 지난 6개월 이내, 6~12개월 전, 1~2년 전, 2~3년 전 또는 3년 초과? (**IF NECESSARY, SAY:**) 추정치를 알려주시면 됩니다.

WITHIN THE PAST 6 MONTHS 1
6 TO 12 MONTHS 2
1 YEAR TO LESS THAN 2 YEARS AGO..... 3
2 YEARS TO LESS THAN 3 YEARS AGO..... 4
3 OR MORE YEARS AGO 5
DON'T KNOW ..... DK
REFUSED ..... REF

14. 마지막으로 하신 이와 같은 문의에 대해 생각할 때, 귀하를 도울 수 있는 고객 서비스 담당자와 연결되는데 소요된 시간의 길이에 대해 얼마나 만족 또는 불만족하십니까 - 매우 만족, 어느 정도 만족, 어느 정도 불만족 또는 매우 불만족?

VERY SATISFIED..... 1
SOMEWHAT SATISFIED 2
SOMEWHAT DISSATISFIED 3
VERY DISSATISFIED..... 4
DON'T KNOW ..... DK
REFUSED ..... REF

15. 귀하의 질문에 답하고 문제를 해결하는 그들의 능력에 얼마나 만족 또는 불만족하셨습니까 – 매우 만족, 어느 정도 만족, 어느 정도 불만족 또는 매우 불만족?

VERY SATISFIED..... 1
SOMEWHAT SATISFIED 2
SOMEWHAT DISSATISFIED 3
VERY DISSATISFIED..... 4
DON'T KNOW ..... DK
REFUSED ..... REF

IF INTERVIEW COMPLETED IN NON-ENGLISH LANGUAGE, ASK:

16. 고객 서비스 담당자와 (**LANGUAGE OF INTERVIEW**) 또는 영어 중 어느 언어로 통화하셨습니까?

LANGUAGE OF INTERVIEW 1
ENGLISH 2
DON'T KNOW ..... DK
REFUSED ..... REF

17. 전화 서비스 제공자와 문제가 있어 불평을 제기하기를 원하는 경우에는 언제든지 가주공익설비위원회에 연락할 수 있다는 것을 아십니까?

YES..... 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF INTERVIEW CONDUCTED IN A NON-ENGLISH LANGUAGE, ASK:

다음 몇 질문은 (**LANGUAGE OF INTERVIEW**)로 전화 서비스 담당자에게 연락하고 대화하는 귀하의 능력에 관한 것입니다.

18 본 전화 서비스에 처음 가입할 때 영업사원을 처음 접촉한 경우를 회상할 때, 영업사원이 귀하에게 (**LANGUAGE OF INTERVIEW**)로 말하였습니까?

YES..... 1
NO 2
DON'T KNOW/CAN'T RECALL/NOT INVOLVED.. DK
REFUSED ..... REF

19. 긴급상황을 신고하기 위해 9-1-1로 전화를 걸 필요가 있었다면, (**LANGUAGE OF INTERVIEW**)로 누군가와 통화할 수 있으리라고 생각하십니까?

YES..... 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

20.	전화를 거는데 도움을 받기 위해 교환원이나 전화번호 안내와 통화하기를 원하신다면, (**LANGUAGE OF INTERVIEW**)로 누군가와 통화할 수 있으리라고 생각하십니까?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF
21.	전화 서비스나 청구서에 대한 질문이나 문제가 있었다면, (**LANGUAGE OF INTERVIEW**)로 서비스 담당자와 통화할 수 있으리라고 생각하십니까?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF
22.	이 전화데 대한 청구서를 받을 때, 청구서 상의 정보가 (**LANGUAGE OF INTERVIEW**)로 제공됩니까?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

DEMOGRAPHICS

마지막으로, 분류를 위해 귀하에 대해 몇 가지 질문을 드리겠습니다.

101.	이수하신 최고 학력이나 마치신 학년 수는 무엇입니까? (**READ CATEGORIES, IF NECESSARY**)	8학년 이하 ..... 1 고등학교 중퇴 ..... 2 고등학교 졸업 ..... 3 직업 학교 ..... 4 대학 1-2년 ..... 5 대학 3-4년 (졸업하지 않음) ..... 6 대학 졸업 ..... 7 대학 5-6년 ..... 8 석사 학위 ..... 9 석사 이후의 대학원 과정 ..... 10 **DO NOT READ →** REFUSED ..... REF

IF INTERVIEW CONDUCTED IN A NON-ENGLISH LANGUAGE, ASK:

102a.	영어를 얼마나 잘 말하고 이해하십니까 – 아주 잘 한다, 잘 한다, 잘 하지 못한다 또는 전혀 못한다?	VERY WELL ..... 1 WELL ..... 2 NOT WELL ..... 3 NOT AT ALL ..... 4 DON'T KNOW ..... DK REFUSED ..... REF

IF NOT WELL OR NOT AT ALL, ASK:

102b.	식구 중에서 영어를 잘 말하고 이해하는 분이 있습니까?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

103a.	영어를 얼마나 잘 읽으십니까 – 아주 잘 한다, 잘 한다, 잘 하지 못한다 또는 전혀 못한다?	VERY WELL ..... 1 WELL ..... 2 NOT WELL ..... 3 NOT AT ALL ..... 4 DON'T KNOW ..... DK REFUSED ..... REF

IF NOT WELL OR NOT AT ALL, ASK:

103b.	식구 중에서 영어를 잘 읽는 분이 있습니까?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

104.	귀하를 포함하여 총 몇 사람이 귀 가정에 살고 있습니까?	_____ PEOPLE REFUSED ..... REF

IF >1, ASK:

105.	귀 가정에서 사는 18세 미만의 어린이가 있습니까?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

106.	보통 주간에 컴퓨터나 다른 전자 장치를 통하여 온라인으로 인터넷에 액세스하거나 웹사이트를 방문하십니까?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

IF YES, ASK:

107.	보통 집, 직장, 학교, 도서관 또는 다른 지역사회 장소에 있는 컴퓨터를 통해 또는 휴대폰이나 다른 휴대용 전자 장치를 통해 이렇게 하십니까? (**ANSWER CAN BE A MULTIPLE**)	AT HOME ..... 1 AT WORK..... 2 AT SCHOOL ..... 3 AT LIBRARY/OTHER COMMUNITY LOCATION ..... 4 CELL PHONE/OTHER MOBILE DEVICE ..... 5 OTHER ..... 6 DON'T KNOW ..... DK REFUSED ..... REF

108.	살고계신 집을 소유하십니까, 임대하십니까?	OWN ..... 1 RENT ..... 2 OTHER ..... 3 DON'T KNOW ..... DK REFUSED ..... REF
109.	현재의 주택에 얼마 동안 사셨습니까? 몇 년입니까?	_____ YEARS LESS THAN 1 YEAR..... 0 DON'T KNOW ..... DK REFUSED ..... REF

110. 그곳의 지프 코드는 무엇입니까?
(**ZIP CODE MUST BEGIN WITH "9"**)

_____
DON'T KNOW ..... DK
REFUSED ..... REF

111. 귀하는 히스패닉, 스페인 또는 멕시코 출신입니까?

YES..... 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF NOT YES, ASK:

112. 분류를 위해 귀하의 인종 배경에 대해 여쭈려고합니다. 백인이나 코케이션, 흑인이나 아프리카계 미국인, 아사아인, 태평양 도서인, 미국 인디안, 알래스카 원주민 또는 다른 인종 중 어디에 속하십니까? (**ANSWER CAN BE A MULTIPLE**)

WHITE / CAUCASIAN 1
BLACK / AFRICAN-AMERICAN 2
ASIAN / PACIFIC ISLANDER 3
AMERICAN INDIAN..... 4
ALASKAN NATIVE 5
OTHER *(SPECIFY)* _____..... 6
DON'T KNOW ..... DK
REFUSED ..... REF

113. 어느 나라에서 출생하셨습니까?

LIST OF COUNTRIES HERE
REFUSED ..... REF

IF NOT UNITED STATES, ASK:

114. 귀하는 미국 시민입니까, 아닙니까?

YES..... 1
NO 2
REFUSED ..... REF

115. 정확한 소득을 알 필요는 없지만, 대충 납세전 연간 총 가구 소득이 $10,000 미만인지, $10,000에서 $20,000 사이인지, $20,000에서 $30,000 사이인지, $30,000에서 $40,000 사이인지, $40,000에서 $50,000 사이인지, $50,000에서 $75,000 사이인지, $75,000에서 $100,000 사이인지, $100,000에서 $150,000 사이인지 또는 $150,000을 초과하는지 알려주실 수 있으십니까?

LESS THAN $10,000 1
$10,000–$19,999 2
$20,000–$29,999 3
$30,000–$39,999 4
$40,000–$49,999 5
$50,000–$74,999 6
$75,000–$99,999 7
$100,000 - $149,999 8
$150,000 OR MORE 9
DON'T KNOW ..... DK
REFUSED ..... REF

116. **RECORD GENDER OF RESPONDENT**

MALE 1
FEMALE 2

117. 다음 해에 후속 조사를 실시할 수도 있습니다. 그때에 다시 전화드려도 괜찮겠습니까?

YES..... 1
NO 2
REFUSED ..... REF

이제 질문이 끝났습니다. 이 중요한 설문조사에 참여해 주셔서 대단히 감사합니다.

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050912
Final (Korean)

Limited English Proficiency Survey
– Non-Customer Survey Questionnaire –

1. 개인용 전화가 없었던 가장 가까운 시기를 생각해볼 때, 그것이 얼마 전이었습니까 – 지난 6개월 이내, 6~12개월 전, 1~2년 전, 2~3년 전, 3~5년 전 또는 5년 이상?

WITHIN THE PAST 6 MONTHS 1
6 TO 12 MONTHS 2
1 YEAR TO LESS THAN 2 YEARS AGO 3
2 YEARS TO LESS THAN 3 YEARS AGO 4
3 YEARS TO LESS THAN 5 YEARS AGO 5
5 OR MORE YEARS AGO 6
NEVER 7
DON'T KNOW ..... DK
REFUSED ..... REF

- **IF LONGER THAN 3 YEARS AGO OR NEVER WITHOUT PHONE SERVICE, GO TO CUSTOMER SURVEY QUEX Q1.**

2. 그 기간에 개인용 전화 없이 얼마 동안 지내셨습니까? 몇 달 혹은 몇 년이었습니까? 추정치를 알려주시면 됩니다.

_____ MONTHS
_____ YEARS
DON'T KNOW ..... DK
REFUSED ..... REF

- **IF LESS THAN 3 MONTHS, GO TO CUSTOMER SURVEY QUEX Q1.**

3. 전화가 없었을 때 보통 개인적인 통화를 어떻게 하셨습니까? 친구, 이웃 또는 룸메이트의 전화를 사용하거나, 친척의 전화를 사용하거나, 직장의 전화를 사용하거나, 공중전화를 사용하거나, 다른 사람의 전화를 사용하거나 또는 전화를 전혀 사용하지 않으셨습니까? (**ANSWER CAN BE A MULTIPLE**)

FRIEND, NEIGHBOR OR ROOMMATE'S PHONE . 1
RELATIVE'S PHONE 2
PHONE AT WORK 3
PUBLIC PAY PHONE 4
SOME OTHER PHONE 5
DIDN'T USE A PHONE AT ALL 6
DON'T KNOW ..... DK
REFUSED ..... REF

4. 사람들이 때때로 전화 서비스 없이 지낸 이유로 제시한 내용을 알려드리겠습니다. 각 사항을 읽어드릴 때 그 사항이 귀하가 해당 기간 동안 기본 전화 서비스 없이 지낸 이유였는지 말씀해 주시기 바랍니다. (**READ ITEMS IN RANDOM ORDER AND ASK:**) 이것이 해당 기간 동안 전화 서비스 없이 지낸 이유였습니까?

		YES	NO	DK	REF
( ) a.	지불했던 월별 전화요금이 너무 비쌌다	1	2	DK	REF
( ) b.	전화를 분실하거나 도난 당했다	1	2	DK	REF
( ) c.	다른 사람이 전화를 사용하는 것을 통제할 수 없었다	1	2	DK	REF
( ) d.	서비스를 받기 위해 전화회사에 연락하는 것이 부담스러웠다	1	2	DK	REF
( ) e.	소득이 너무 낮아서 전화 서비스를 받을 자격이 없었다	1	2	DK	REF
( ) f.	전화 서비스가 필요할 만큼 통화를 많이 하지 않았다	1	2	DK	REF
( ) g.	전화 없이도 잘 지낼 수 있다고 생각했다	1	2	DK	REF
( ) h.	전화로 인해 귀찮게 되는 것을 원치 않았다	1	2	DK	REF
( ) i.	전화회사에 빚이 있었기 때문에 전화 서비스를 받을 수 없었다	1	2	DK	REF
( ) j.	필요한 때에 다른 사람의 전화를 사용할 수 있다고 생각했다	1	2	DK	REF
( ) k.	이전 전화 서비스가 전화 회사에 의해 중단되거나 끊겨졌다	1	2	DK	REF

IF Q4d = YES AND NON-ENGLISH SPEAKER, ASK:

5.	전화 서비스를 받기 위해 전화회사에 연락하는 것이 부담스러웠다고 말씀하셨습니다. 이것은 전화 회사가 (**LANGUAGE OF INTERVIEW**)로 귀하와 통화할 수 있으리라고 생각하지 않으셨기 때문입니까?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

IF Q4k = YES, ASK:

6. 귀하의 전화 서비스가 중단되거나 끊겨진 이유는 다음 중 어떤 것이었습니까 (**READ LIST**)?

	YES	NO	DK	REF
( ) a. 요금을 지불할 형편이 되지 못하였다	1	2	DK	REF
( ) b. 깜빡 잊고 요금을 지불하지 않았다	1	2	DK	REF
( ) c. 요금이 예상했던 것보다 너무 많이 나왔다	1	2	DK	REF
( ) d. 청구서에 포함된 요금이나 수수료를 이해할 수 없었다	1	2	DK	REF
( ) e. 통화 회수와 길이를 통제할 수 없었다	1	2	DK	REF
( ) f. 다른 사람이 전화를 사용하는 것을 통제할 수 없었다	1	2	DK	REF
( ) g. 전화 서비스를 더 이상 원하거나 필요로 하지 않았다	1	2	DK	REF

7.	전화 서비스를 이용하지 않은 이 기간 이전에 전화 서비스를 이용하셨습니까?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

IF YES, ASK:

8.	그전에 얼마 동안 전화 서비스를 이용하셨습니까 – 6개월 미만, 6~12개월, 1~2년, 2~3년 또는 3년 이상?	LESS THAN 6 MONTHS..... 1 6 TO 12 MONTHS ..... 2 1 YEAR TO LESS THAN 2 YEARS..... 3 2 YEARS TO LESS THAN 3 YEARS ..... 4 3 OR MORE YEARS ..... 5 DON'T KNOW ..... DK REFUSED .....REF
9.	캘리포니아에서 그러셨습니까?	YES, IN CALIFORNIA..... 1 NO, IN ANOTHER PLACE ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

10. 다음 중 어느 것이 현재의 전화 서비스를 받기로 결정하신 이유였습니까? (**READ ITEMS IN RANDOM ORDER AND ASK:**) 이것이 전화 서비스를 받기로 결정하신 이유였습니까?

	YES	NO	DK	REF
( ) a. 전보다 전화 통화를 더 많이 할 필요가 있었다	1	2	DK	REF
( ) b. 생활 형편이나 가족 상황이 바뀌었다.	1	2	DK	REF
( ) c. 취업을 위해 전화가 필요하였다	1	2	DK	REF
( ) d. 재정적 형편이 나아졌다	1	2	DK	REF
( ) e. 이전 전화에 있었던 문제가 해결되었다	1	2	DK	REF
( ) f. 이메일, 인터넷 또는 페이스북에 대한 액세스가 필요하였다	1	2	DK	REF
( ) g. 안전상의 이유로 또는 긴급상황에 대비해 전화가 필요하다고 느꼈다	1	2	DK	REF

11. 현재 개인 전화를 걸거나 받기 위해 가장 많이 사용하는 전화에 대해 생각해보십시오. 직장에서 사용하는 전화는 고려하지 마십시오. 그 전화가 휴대폰인가요 아니면 다른 종류의 전화인가요?

CELL PHONE 1
OTHER TYPE OF PHONE 2
DON'T KNOW ..... DK
REFUSED ..... REF

나머지 질문은 (그 휴대폰) (그 전화)에 관한 것입니다.

12a. (이) (그) 전화 서비스를 제공하는 회사의 이름은 무엇입니까?

LIST OF PHONE PROVIDERS, SORTED BETWEEN CELL PHONE AND NON-CELL PHONE COMPANIES

IF COMPANY NAME, CONFIRM:

12b. 확인하겠습니다. (**NAME OF COMPANY**)가 (이) (그) 전화 서비스 요금을 청구하는 회사입니다. 맞습니까?

YES, CORRECT..... 1 → **GO TO Q13**
NO, NOT CORRECT..... 2 → **REPEAT Q12a**

IF A CELL PHONE MANUFACTURER NAMED (E.G., BLACKBERRY, APPLE IPHONE, ETC.), SAY:

12c. 저희는 사용하시는 휴대폰의 상품명이 아니라 휴대폰 서비스를 제공하는 회사의 이름을 알고자 합니다. 휴대폰 사용료를 매월 청구하는 회사의 이름을 말씀해주실 수 있습니까?

LIST OF PHONE PROVIDERS, SORTED BETWEEN CELL PHONE AND NON-CELL PHONE COMPANIES

13. 전반적으로 이 회사로부터 받는 전화 서비스에 대해 얼마나 만족 또는 불만족하십니까 – 매우 만족, 어느 정도 만족, 어느 정도 불만족 또는 매우 불만족?

VERY SATISFIED..... 1
SOMEWHAT SATISFIED 2
SOMEWHAT DISSATISFIED 3
VERY DISSATISFIED..... 4
DON'T KNOW ..... DK
REFUSED ..... REF

14. 이 회사의 전화 서비스를 친척이나 친구에게 추천하시겠습니까? 꼭 한다, 아마도 한다, 아마도 하지 않는다 또는 절대 안한다 중에서 어느 것입니까?

DEFINITELY YES 1
PROBABLY YES 2
PROBABLY NO..... 3
DEFINITELY NO..... 4
DON'T KNOW ..... DK
REFUSED ..... REF

17. 전화 서비스 제공자와 문제가 있어 불평을 제기하기를 원하는 경우에는 언제든지 가주공익설비위원회에 연락할 수 있다는 것을 아십니까?

YES..... 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF INTERVIEW CONDUCTED IN A NON-ENGLISH LANGUAGE, ASK:

다음 몇 질문은 (**LANGUAGE OF INTERVIEW**)로 전화 서비스 담당자에게 연락하고 대화하는 귀하의 능력에 관한 것입니다.

18 본 전화 서비스에 처음 가입할 때 영업사원을 처음 접촉한 경우를 회상할 때, 영업사원이 귀하에게 (**LANGUAGE OF INTERVIEW**)로 말하였습니까?

YES..... 1
NO 2
DON'T KNOW/CAN'T RECALL/NOT INVOLVED.. DK
REFUSED ..... REF

19. 긴급상황을 신고하기 위해 9-1-1로 전화를 걸 필요가 있었다면, (**LANGUAGE OF INTERVIEW**)로 누군가와 통화할 수 있으리라고 생각하십니까?

YES..... 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

20.	전화를 거는데 도움을 받기 위해 교환원이나 전화번호 안내와 통화하기를 원하신다면, (**LANGUAGE OF INTERVIEW**)로 누군가와 통화할 수 있으리라고 생각하십니까?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF
21.	전화 서비스나 청구서에 대한 질문이나 문제가 있었다면, (**LANGUAGE OF INTERVIEW**)로 서비스 담당자와 통화할 수 있으리라고 생각하십니까?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF
22.	이 전화데 대한 청구서를 받을 때, 청구서 상의 정보가 (**LANGUAGE OF INTERVIEW**)로 제공됩니까?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

DEMOGRAPHICS

마지막으로, 분류를 위해 귀하에 대해 몇 가지 질문을 드리겠습니다.

101.	이수하신 최고 학력이나 마치신 학년 수는 무엇입니까? (**READ CATEGORIES, IF NECESSARY**)	8학년 이하 ..... 1 고등학교 중퇴 ..... 2 고등학교 졸업 ..... 3 직업 학교 ..... 4 대학 1-2년 ..... 5 대학 3-4년 (졸업하지 않음) ..... 6 대학 졸업 ..... 7 대학 5-6년 ..... 8 석사 학위 ..... 9 석사 이후의 대학원 과정 ..... 10 **DO NOT READ →** REFUSED ..... REF

IF INTERVIEW CONDUCTED IN A NON-ENGLISH LANGUAGE, ASK:

102a.	영어를 얼마나 잘 말하고 이해하십니까 – 아주 잘 한다, 잘 한다, 잘 하지 못한다 또는 전혀 못한다?	VERY WELL ..... 1 WELL ..... 2 NOT WELL ..... 3 NOT AT ALL ..... 4 DON'T KNOW ..... DK REFUSED ..... REF

IF NOT WELL OR NOT AT ALL, ASK:

102b.	식구 중에서 영어를 잘 말하고 이해하는 분이 있습니까?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

103a.	영어를 얼마나 잘 읽으십니까 – 아주 잘 한다, 잘 한다, 잘 하지 못한다 또는 전혀 못한다?	VERY WELL ..... 1 WELL ..... 2 NOT WELL ..... 3 NOT AT ALL ..... 4 DON'T KNOW ..... DK REFUSED ..... REF

IF NOT WELL OR NOT AT ALL, ASK:

103b.	식구 중에서 영어를 잘 읽는 분이 있습니까?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

104.	귀하를 포함하여 총 몇 사람이 귀 가정에 살고 있습니까?	_____ PEOPLE REFUSED ..... REF

IF >1, ASK:

105.	귀 가정에서 사는 18세 미만의 어린이가 있습니까?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

106.	보통 주간에 컴퓨터나 다른 전자 장치를 통하여 온라인으로 인터넷에 액세스하거나 웹사이트를 방문하십니까?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

IF YES, ASK:

107.	보통 집, 직장, 학교, 도서관 또는 다른 지역사회 장소에 있는 컴퓨터를 통해 또는 휴대폰이나 다른 휴대용 전자 장치를 통해 이렇게 하십니까? (**ANSWER CAN BE A MULTIPLE**)	AT HOME ..... 1 AT WORK..... 2 AT SCHOOL ..... 3 AT LIBRARY/OTHER COMMUNITY LOCATION ..... 4 CELL PHONE/OTHER MOBILE DEVICE ..... 5 OTHER ..... 6 DON'T KNOW ..... DK REFUSED ..... REF

108.	살고계신 집을 소유하십니까, 임대하십니까?	OWN ..... 1 RENT ..... 2 OTHER ..... 3 DON'T KNOW ..... DK REFUSED ..... REF
109.	현재의 주택에 얼마 동안 사셨습니까? 몇 년입니까?	_____ YEARS LESS THAN 1 YEAR..... 0 DON'T KNOW ..... DK REFUSED ..... REF
110.	그곳의 지프 코드는 무엇입니까? (**ZIP CODE MUST BEGIN WITH "9"**)	_____ DON'T KNOW ..... DK REFUSED ..... REF

111. 귀하는 히스패닉, 스페인 또는 멕시코 출신입니까?

YES 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF NOT YES, ASK:

112. 분류를 위해 귀하의 인종 배경에 대해 여쭈려고합니다. 백인이나 코케이션, 흑인이나 아프리카계 미국인, 아사아인, 태평양 도서인, 미국 인디안, 알래스카 원주민 또는 다른 인종 중 어디에 속하십니까? (**ANSWER CAN BE A MULTIPLE**)

WHITE / CAUCASIAN 1
BLACK / AFRICAN-AMERICAN 2
ASIAN / PACIFIC ISLANDER 3
AMERICAN INDIAN 4
ALASKAN NATIVE 5
OTHER *(SPECIFY)* _____ 6
DON'T KNOW ..... DK
REFUSED ..... REF

113. 어느 나라에서 출생하셨습니까?

LIST OF COUNTRIES HERE
REFUSED ..... REF

IF NOT UNITED STATES, ASK:

114. 귀하는 미국 시민입니까, 아닙니까?

YES 1
NO 2
REFUSED ..... REF

115. 정확한 소득을 알 필요는 없지만, 대충 납세전 연간 총 가구 소득이 $10,000 미만인지, $10,000에서 $20,000 사이인지, $20,000에서 $30,000 사이인지, $30,000에서 $40,000 사이인지, $40,000에서 $50,000 사이인지, $50,000에서 $75,000 사이인지, $75,000에서 $100,000 사이인지, $100,000에서 $150,000 사이인지 또는 $150,000을 초과하는지 알려주실 수 있으십니까?

LESS THAN $10,000 1
$10,000–$19,999 2
$20,000–$29,999 3
$30,000–$39,999 4
$40,000–$49,999 5
$50,000–$74,999 6
$75,000–$99,999 7
$100,000 - $149,999 8
$150,000 OR MORE 9
DON'T KNOW ..... DK
REFUSED ..... REF

116. **RECORD GENDER OF RESPONDENT**

MALE 1
FEMALE 2

117. 다음 해에 후속 조사를 실시할 수도 있습니다. 그때에 다시 전화드려도 괜찮겠습니까?

YES 1
NO 2
REFUSED ..... REF

이제 질문이 끝났습니다. 이 중요한 설문조사에 참여해 주셔서 대단히 감사합니다.

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314001
050912
Final (Tagalog)

Limited English Proficiency Survey
– Screener –

Kamusta. Ako ay si _____ at tumatawag ako mula sa Field Research sa ngalan ng California Public Utilities Commission, ang ahensya ng pamahalaan sa estado na pumoprotekta sa mga consumer at nagtitiyak na mayroon silang access sa mapagkakatiwalaang serbisyo sa telepono.

IF LEP SAMPLE, ASK:

A. Nagsasagawa kami ng isang mahalagang survey sa mga nakatatanda sa California na may edad 18 o mas matanda tungkol sa kanilang serbisyo sa telepono at nagsasalita ng Tagalog ngunit hindi nakakapagsalita ng Ingles nang mahusay. Naaangkop ba ito sa iyo?

IF NO AND FILIPINO/TAGALOG SAMPLE LISTING, ASK:

T1. (**IF DOES NOT APPLY TO RESPONDENT, ASK:**) Mayroon pa bang ibang miyembro ng iyong sambahayan o ng iyong pamilya na nagsasalita ng Tagalog at hindi mahusay na nakakapagsalita ng Ingles? Maaaring kabilang dito ang mga kapamilyang naninirahan saanman sa California.

IF APPLIES TO OTHER ADULT, ASK:

T2.	Upang maisama namin ang mga opinyon ng taong ito sa mahalagang survey na ito, makapagbibigay ka ba sa akin ng numero ng teleponong matatawagan ko upang makausap siya? Pakibigay muna sa akin ang area code, na sinusundan ng numero ng telepono.	**RECORD AREA CODE AND PHONE NUMBER FOR CALLBACK**
T3.	Upang malaman namin kung sino ang hahanapin kapag tumawag kami, maibibigay mo ba sa akin ang pangalan ng taong ito? (**IF NECESSARY, SAY:**) Hindi namin kailangang malaman ang kanyang apelyido.	**RECORD FIRST NAME FOR CALLBACK**
T4.	Ang taong ito ay (lalaki) (babae). Tama ba ito? (**IF CAN'T TELL OR REFUSED NAME, ASK:**) Lalaki ba o babae ang taong ito?	MALE ..... 1 FEMALE 2
T5.	Kailan namin siya maaaring tawagan? Anong oras ng araw?	**RECORD BEST TIME OF DAY FOR CALLBACK**

READ AS APPROPRIATE:

- Tiyak na hindi kami nagbebenta ng kahit ano.
- Hindi magtatagal ang survey (mga 10-15 minuto lang para sa karamihan ng mga tao).
- Hindi bibigyan ng pagkakakilanlan ang iyong mga sagot at hindi matutukoy sa iyo nang personal sa anumang paraan.

IF CROSS-SECTION SAMPLE, ASK:

A. Nagsasagawa kami ng isang mahalagang survey sa mga nakatatanda sa California na may edad 18 o mas matanda tungkol sa kanilang serbisyo sa telepono. Taga-California ka ba na edad 18 o mas matanda? (**IF NECESSARY, SAY:**) Maaari naming isagawa ang survey na ito sa Ingles, Spanish, Mandarin, Cantonese, Vietnamese, Korean, o Tagalog (TAG-AH-LOG). Sa aling wika ka pinakakumportableng magsalita?

READ AS APPROPRIATE:

- Tiyak na hindi kami nagbebenta ng kahit ano.
- Hindi magtatagal ang survey (mga 10-15 minuto lang para sa karamihan ng mga tao).
- Hindi bibigyan ng pagkakakilanlan ang iyong mga sagot at hindi matutukoy sa iyo nang personal sa anumang paraan.

IF INTERVIEWER NOT FLUENT IN CHOSEN LANGUAGE, SAY:

B. Tatawagan ka ng isang tagapanayam na matatas sa (**INSERT RESPONDENT'S LANGUAGE OR SAY** "iyong wika") sa lalong madaling panahon upang makapanayam ka. Upang mahanap ka ng aming tagapanayam gamit ang iyong pangalan, ano ang iyong pangalan? Kailan magiging mainam para tumawag kami?

RECORD FIRST NAME, PREFERRED CALLBACK TIME AND LANGUAGE

CONTINUE IN APPROPRIATE LANGUAGE:

C1 Ilang taon ka na?

_____ YEARS OLD
REFUSED ..... REF

IF REFUSED, ASK:

C2. Maaari mo na lang bang sabihin sa akin kung ikaw ay … (**READ CATEGORIES**)?

mas bata sa 18 .....1 (**END**)
18–24 2
25–29 3
30–39 4
40–49 5
50–59 6
60–64 7
65 o mas matanda 8
DO NOT READ → REFUSED .....REF (**END**)

- **IF UNDER AGE 18 OR REFUSED, TERMINATE**

D1. Sa anong county sa California ka nakatira?

LIST OF CALIFORNIA COUNTIES HERE

IF NAMES A COUNTY NOT ON LIST OR IF DOESN'T KNOW THE NAME OF THEIR COUNTY, ASK:

D2. Nakatira ka ba sa California?

YES.....1
NO .....2 (**END**)
REFUSED .....REF (**END**)

E. Sa huling limang taon, nagkaroon ba ng panahong nanirahan ka sa California at wala kang serbisyo sa telepono upang gumawa at tumanggap ng mga personal na tawag sa loob ng hindi bababa sa isang buwan o mas mahaba? Huwag ibilang ang mga teleponong nagagamit mo sa trabaho.

YES.....1
NO 2
DON'T KNOW .....DK (**END**)
REFUSED .....REF (**END**)

- **IF E = YES, GO TO NON-CUSTOMER QUESTIONNAIRE.**
- **IF E = NO, GO TO CUSTOMER QUESTIONNAIRE.**
- **IF E = DON'T KNOW OR REFUSED, THANK & TERMINATE.**

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Final (Tagalog)

Limited English Proficiency Survey
– Customer Survey Questionnaire –

1. Ang telepono bang aking natawagan ang pinakamadalas mong ginagamit upang gawin at tanggapin ang iyong mga personal na tawag?

YES, THIS PHONE USED MOST 1
NO, OTHER PHONE USED MORE..... 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF Q1 = YES, PHONE IS USED MOST, ASK:

2. Ikaw ba ang karaniwang nagbabayad ng mga pagsingil para sa teleponong ito?

YES.....1 → **GO TO Q6**
NO .....2 → **GO TO Q3**
REFUSED .....REF → **GO TO Q3**

IF Q2 = NOT YES, ASK:

3. Gusto kong makipag-usap sa nakatatanda sa inyong bahay na karaniwang nagbabayad ng pagsingil para sa teleponong ito. Available ba ngayon ang taong iyon?

YES, AVAILABLE NOW ..... 1 → **ONE PERSON IS REACHED, REPEAT SCREENING QUESTIONS**
OTHER ADULT NOT AVAILABLE ..... 2 → **ASK FOR PERSON'S NAME, LANGUAGE AND CALLBACK TIME**
NO ONE IN HOUSEHOLD HAS THIS RESPONSIBILITY .. 3 → **TERMINATE**
DON'T KNOW ..... DK → **TERMINATE**
REFUSED..... REF → **TERMINATE**

IF Q1 = NO, PHONE IS NOT USED MOST, ASK:

4. Ikaw ba ang karaniwang nagbabayad ng mga pagsingil para sa teleponong pinakamadalas mong ginagamit?

YES.....1 → **GO TO Q6**
NO .....2 → **GO TO Q5**
REFUSED .....REF → **GO TO Q5**

IF Q4= NOT YES, ASK:

5. Gusto kong makipag-usap sa nakakatanda sa inyong bahay na karaniwang nagbabayad ng pagsingil para sa teleponong iyon. Available ba ngayon ang taong iyon?

YES, AVAILABLE NOW ..... 1 → **ONE PERSON IS REACHED, REPEAT SCREENING QUESTIONS**
OTHER ADULT NOT AVAILABLE ..... 2 → **ASK FOR PERSON'S NAME, LANGUAGE AND CALLBACK TIME**
NO ONE IN HOUSEHOLD HAS THIS RESPONSIBILITY .. 3 → **TERMINATE**
DON'T KNOW ..... DK → **TERMINATE**
REFUSED..... REF → **TERMINATE**

6. Ang telepono bang (ito) (iyon) ay isang cell phone o iba pang uri ng telepono?

CELL PHONE 1
OTHER TYPE OF PHONE 2
REFUSED ..... REF

Ang mga natitira kong tanong ay magiging tungkol sa teleponong (ito) (iyon).

7a. Ano ang pangalan ng kumpanyang naniningil sa iyo para sa serbisyo sa teleponong (ito) (iyon)?

LIST OF PHONE PROVIDERS, SORTED BETWEEN CELL PHONE AND NON-CELL PHONE COMPANIES

IF COMPANY NAME, CONFIRM:

7b.	Upang kumpirmahin, ang (**NAME OF COMPANY**) ay ang kumpanyang naniningil sa iyo para sa serbisyo sa teleponong (ito) (iyon). Tama ba iyon?	YES, CORRECT.....1 → **GO TO Q8** NO, NOT CORRECT.....2 → **REPEAT Q7a**

IF A CELL PHONE MANUFACTURER NAMED (E.G., BLACKBERRY, APPLE IPHONE, ETC.), SAY:

7c.	Inaalam namin ang pangalan ng kumpanyang nagbibigay ng serbisyo sa iyong cell phone, hindi ang pangalan ng uri ng cell phone na iyong ginagamit. Maaari mo bang sabihin sa akin ang pangalan ng kumpanyang naniningil sa iyo bawat buwan para sa paggamit sa iyong cell phone?	**LIST OF PHONE PROVIDERS, SORTED BETWEEN CELL PHONE AND NON-CELL PHONE COMPANIES**

8. Sa pangkalahatan, gaano ka nasisiyahan o hindi nasisiyahan sa serbisyo sa teleponong natatanggap mo mula sa kumpanyang ito – lubos na nasisiyahan, bahagyang nasisiyahan, bahagyang hindi nasisiyahan, o lubos na hindi nasisiyahan?

VERY SATISFIED.....1
SOMEWHAT SATISFIED.....2
SOMEWHAT DISSATISFIED.....3
VERY DISSATISFIED.....4
DON'T KNOW.....DK
REFUSED.....REF

9. Irerekomenda mo ba ang serbisyo sa telepono ng kumpanyang ito sa isang kamag-anak o kaibigan? Sasabihin mo bang siguradong oo, malamang na oo, malamang na hindi o siguradong hindi?

DEFINITELY YES.....1
PROBABLY YES.....2
PROBABLY NO.....3
DEFINITELY NO.....4
DON'T KNOW.....DK
REFUSED.....REF

10. Gaano ka na katagal nakakatanggap ng serbisyo sa telepono mula sa kumpanyang ito? Mga ilang taon na? (**IF NECESSARY, SAY:**) Ang pinakamalapit mo lang na tantiya.

_____ YEARS
LESS THAN 1 YEAR.....0
DON'T KNOW.....DK
REFUSED.....REF

11. Pakisabi sa akin kung gaano ka nasisiyahan o hindi nasisiyahan sa kumpanyang ito sa mga sumusunod na bahagi. (**READ ITEMS IN RANDOM ORDER, ASKING:**) Gaano ka nasisiyahan o hindi nasisiyahan sa (**ITEM**) – lubos na nasisiyahan, bahagyang nasisiyahan, bahagyang hindi nasisiyahan, o lubos na hindi nasisiyahan?

	VERY SATISFIED	SOMEWHAT SATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	DK N/A	REF
( ) a. kanilang paliwanag sa mga singil sa telepono sa iyong mga statement ng pagsingil	1	2	3	4	DK	REF
( ) b. impormasyong ibinigay sa iyo tungkol sa mga kahalili ng serbisyo sa telepono, tampok sa pagtawag, at gastos noong unang nag-subscribe sa serbisyo	1	2	3	4	DK	REF
( ) c. katumpakan ng mga singil sa telepono sa iyong mga statement ng pagsingil	1	2	3	4	DK	REF
( ) d. kanilang paliwanag sa kung kailan tinatasa ang mga kabayaran sa pagiging huli at kabayaran sa pagwawakas at kung kailan madidiskonekta ang serbisyo sa telepono	1	2	3	4	DK	REF

12. Nakipag-ugnayan ka na ba sa kumpanyang ito tungkol sa isang tanong o problemang nagkaroon ka sa iyong serbisyo sa telepono o pagsingil?

YES 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF YES, ASK:

13. Kailan mo ito huling ginawa – sa loob ng nakaraang 6 na buwan, nakaraang 6 hanggang 12 buwan, sa pagitan ng nakaraang 1 at 2 taon, sa pagitan ng nakaraang 2 at 3 taon, o sa nakaraan 3 o higit pang taon? (**IF NECESSARY, SAY:**) Ang pinakamalapit mo lang na tantiya.

WITHIN THE PAST 6 MONTHS 1
6 TO 12 MONTHS 2
1 YEAR TO LESS THAN 2 YEARS AGO 3
2 YEARS TO LESS THAN 3 YEARS AGO 4
3 OR MORE YEARS AGO 5
DON'T KNOW ..... DK
REFUSED ..... REF

14. Nang iniisip ang tungkol sa huling pagkakataong ginawa mo ito, gaano ka nasiyahan o hindi nasiyahan sa tagal ng panahong inabot mo upang makausap ang isang kinatawan ng serbisyo sa customer na maaaring tumulong sa iyo – lubos na nasiyahan, bahagyang nasiyahan, bahagyang hindi nasiyahan o lubos na hindi nasiyahan?

VERY SATISFIED 1
SOMEWHAT SATISFIED 2
SOMEWHAT DISSATISFIED 3
VERY DISSATISFIED 4
DON'T KNOW ..... DK
REFUSED ..... REF

15. At, gaano ka nasiyahan o hindi nasiyahan sa kanilang kakayahang sagutin ang iyong mga tanong at resolbahin ang iyong problema – lubos na nasiyahan, bahagyang nasiyahan, bahagyang hindi nasiyahan o lubos na hindi nasiyahan?

VERY SATISFIED 1
SOMEWHAT SATISFIED 2
SOMEWHAT DISSATISFIED 3
VERY DISSATISFIED 4
DON'T KNOW ..... DK
REFUSED ..... REF

IF INTERVIEW COMPLETED IN NON-ENGLISH LANGUAGE, ASK:

16. Nakipag-usap ka ba sa kanilang kinatawan ng serbisyo sa customer sa (**LANGUAGE OF INTERVIEW**) o sa Ingles?

LANGUAGE OF INTERVIEW 1
ENGLISH 2
DON'T KNOW ..... DK
REFUSED ..... REF

17. Alam mo bang maaari kang makipag-ugnayan sa California Public Utilities Commission sa tuwing mayroon kang problema sa tagapagbigay ng serbisyo sa iyong telepono at gustong maghain ng reklamo?

YES 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF INTERVIEW CONDUCTED IN A NON-ENGLISH LANGUAGE, ASK:

Ang ilang susunod na tanong ay patungkol sa iyong kakayahang makipag-ugnayan at makipag-usap sa mga kinatawan ng serbisyo sa telepono sa (**LANGUAGE OF INTERVIEW**).

18 Nang inaalala ang iyong unang pakikipag-ugnayan sa isang kinatawan ng sales noong unang nag-subscribe para sa teleponong ito, nakipag-usap ba sa iyo sa (**LANGUAGE OF INTERVIEW**) ang kinatawan ng sales?

YES 1
NO 2
DON'T KNOW/CAN'T RECALL/NOT INVOLVED .. DK
REFUSED ..... REF

19. Kung kailangan mong tawagan ang 9-1-1 upang mag-ulat ng emergency, sa tingin mo ba ay magagawa mong makipag-usap sa isang tao sa (**LANGUAGE OF INTERVIEW**)?

YES 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

20.	Kung gusto mong makipag-usap sa isang operator o tulong sa directory upang tumulong sa pagtawag, sa tingin mo ba ay magagawa mong makipag-usap sa isang tao sa (**LANGUAGE OF INTERVIEW**)?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF
21.	Kung may tanong ka o problema tungkol sa iyong serbisyo sa telepono o pagsingil, sa tingin mo ba ay magagawa mong makipag-usap sa isang kinatawan ng serbisyo sa (**LANGUAGE OF INTERVIEW**)?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF
22.	Kapag nakatanggap ka ng mga pagsingil para sa teleponong ito, ang impormasyon ba sa pagsingil ay ibinigay sa (**LANGUAGE OF INTERVIEW**)?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

DEMOGRAPHICS

Bilang pangwakas, ilang tanong tungkol sa iyong sarili para sa mga layunin ng pag-uuri...

101.	Ano ang pinakamataas na antas ng edukasyon o taon sa paaralan ang iyong natapos at nagkaroon ng credit? (**READ CATEGORIES, IF NECESSARY**)	Ika-8 baitang o mas mababa ..... 1 Hindi nakatapos ng high school ..... 2 Nakatapos ng high school ..... 3 Trade / bokasyunal na paaralan ..... 4 1-2 taon ng kolehiyo ..... 5 3-4 na taon ng kolehyo/ (hindi nakapagtapos) ..... 6 Nakapagtapos ng kolehiyo ..... 7 5-6 na taon ng kolehiyo ..... 8 Master's degree ..... 9 Graduate work pagkatapos ng Master's . 10 **DO NOT READ →** REFUSED ..... REF

IF INTERVIEW CONDUCTED IN A NON-ENGLISH LANGUAGE, ASK:

102a.	Gaano ka kagaling magsalita at umintindi ng Ingles – talagang magaling, magaling, hindi magaling o hindi talaga?	VERY WELL ..... 1 WELL ..... 2 NOT WELL ..... 3 NOT AT ALL ..... 4 DON'T KNOW ..... DK REFUSED ..... REF

IF NOT WELL OR NOT AT ALL, ASK:

102b.	Mayroon bang tao sa inyong bahay na magaling na nakakapagsalita at nakakaintindi ng Ingles?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

103a.	Gaano ka kagaling na nakakabasa ng Ingles – talagang magaling, magaling, hindi magaling o hindi talaga?	VERY WELL ..... 1 WELL ..... 2 NOT WELL ..... 3 NOT AT ALL ..... 4 DON'T KNOW ..... DK REFUSED ..... REF

IF NOT WELL OR NOT AT ALL, ASK:

103b.	Mayroon bang tao sa inyong bahay na magaling na nakakabasa ng Ingles?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

104.	Kabilang ang iyong sarili, ilang tao sa kabuuan ang naninirahan sa inyong bahay?	_____ PEOPLE REFUSED ..... REF

IF >1, ASK:

105.	Mayroon bang mga mas bata sa 18 na nakatira sa inyong bahay?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

106.	Sa isang karaniwang linggo, nag-o-online ka ba upang i-access ang Internet o bumisita sa mga website sa pamamagitan ng isang computer o iba pang electronic na device?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

IF YES, ASK:

107.	Karaniwan mo ba itong ginagawa sa isang computer sa bahay, sa trabaho, sa paaralan, at sa silid-aklatan o iba pang lokasyon sa komunidad, o sa pamamagitan ng cell phone o iba pang naililipat na electronic na device? (**ANSWER CAN BE A MULTIPLE**)	AT HOME ..... 1 AT WORK..... 2 AT SCHOOL ..... 3 AT LIBRARY/OTHER COMMUNITY LOCATION ..... 4 CELL PHONE/OTHER MOBILE DEVICE ..... 5 OTHER ..... 6 DON'T KNOW ..... DK REFUSED ..... REF

108.	Pagmamay-ari mo ba o inuupahan ang bahay na iyong tinitirahan?	OWN ..... 1 RENT ..... 2 OTHER ..... 3 DON'T KNOW ..... DK REFUSED ..... REF
109.	Gaano ka na katagal nakatira sa kasalukuyan mong tirahan? Ilang taon?	_____ YEARS LESS THAN 1 YEAR..... 0 DON'T KNOW ..... DK REFUSED ..... REF
110.	Ano ang iyong zip code doon? (**ZIP CODE MUST BEGIN WITH "9"**)	_____ DON'T KNOW ..... DK REFUSED ..... REF

111. May lahi ka bang Hispanic, Spanish o Mexican?

YES 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF NOT YES, ASK:

112. Para sa mga layunin ng pag-uuri, gusto naming malaman kung ano ang lahing iyong pinanggalingan. Isa ka bang White o Caucasian (KAW-KAY-SHUN), Black o African-American, Asian, Pacific Islander, American Indian o Alaskan native, o miyembro ng isa pang lahi? (**ANSWER CAN BE A MULTIPLE**)

WHITE / CAUCASIAN 1
BLACK / AFRICAN-AMERICAN 2
ASIAN / PACIFIC ISLANDER 3
AMERICAN INDIAN 4
ALASKAN NATIVE 5
OTHER *(SPECIFY)* _____ 6
DON'T KNOW ..... DK
REFUSED ..... REF

113. Sa anong bansa ka ipinanganak?

LIST OF COUNTRIES HERE
REFUSED ..... REF

IF NOT UNITED STATES, ASK:

114. Isa ka bang mamamayan ng U.S. o hindi?

YES 1
NO 2
REFUSED ..... REF

115. Hindi namin gustong malaman ang iyong eksaktong kita, ngunit sa tantiya, masasabi mo ba sa akin kung ang taunang kita ng iyong tahanan bago ang mga buwis ay mas mababa sa $10,000, sa pagitan ng $10,000 at $20,000, sa pagitan ng $20,000 at $30,000, sa pagitan ng $30,000 at $40,000, sa pagitan ng $40,000 at $50,000, sa pagitan ng $50,000 at $75,000, sa pagitan ng $75,000 at $100,000, sa pagitan ng $100,000 at $150,000, o higit sa $150,000?

LESS THAN $10,000 1
$10,000–$19,999 2
$20,000–$29,999 3
$30,000–$39,999 4
$40,000–$49,999 5
$50,000–$74,999 6
$75,000–$99,999 7
$100,000 - $149,999 8
$150,000 OR MORE 9
DON'T KNOW ..... DK
REFUSED ..... REF

116. **RECORD GENDER OF RESPONDENT**

MALE 1
FEMALE 2

117. Maaari kaming magsagawa ng isang follow-up na survey sa mga susunod na taon. Ayos lang bang tumawag kaming muli sa iyong bahay sa panahong iyon?

YES 1
NO 2
REFUSED ..... REF

Ito ang lahat ng tanong na mayroon ako. Maraming salamat sa iyong pakikilahok sa mahalagang survey na ito.

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Final (Tagalog)

Limited English Proficiency Survey
– Non-Customer Survey Questionnaire –

1. Nang iniisip ang huling pagkakataong wala kang telepono para sa personal na paggamit, gaano na iyon katagal – sa loob ng nakaraang 6 na buwan, 6 hanggang 12 buwan ang nakalipas, sa pagitan ng nakaraang 1 at 2 taon, sa pagitan ng nakaraang 2 at 3 taon, sa pagitan ng nakaraang 3 at 5 taon o 5 taon o higit pa ang nakalipas?

WITHIN THE PAST 6 MONTHS 1
6 TO 12 MONTHS 2
1 YEAR TO LESS THAN 2 YEARS AGO 3
2 YEARS TO LESS THAN 3 YEARS AGO 4
3 YEARS TO LESS THAN 5 YEARS AGO 5
5 OR MORE YEARS AGO 6
NEVER 7
DON'T KNOW ..... DK
REFUSED ..... REF

- **IF LONGER THAN 3 YEARS AGO OR NEVER WITHOUT PHONE SERVICE, GO TO CUSTOMER SURVEY QUEX Q1.**

2. Gaano ka katagal na walang telepono para sa personal na paggamit noong panahong iyon? Ilang buwan o taon? Ang pinakamalapit mo lang na tantiya.

_____ MONTHS
_____ YEARS
DON'T KNOW ..... DK
REFUSED ..... REF

- **IF LESS THAN 3 MONTHS, GO TO CUSTOMER SURVEY QUEX Q1.**

3. Noong wala kang telepono, paano ka kadalasang gumagawa ng mga <u>personal</u> na tawag? Gumamit ka ba ng telepono ng kaibigan, kapitbahay, o kasama sa kuwarto, gumamit ng telepono ng kamag-anak, gumamit ng telepono sa trabaho, gumamit ng pampublikong pay phone, gumamit ng ilang iba pang telepono, o hindi ka ba gumamit ng telepono sa anumang pagkakataon? (**ANSWER CAN BE A MULTIPLE**)

FRIEND, NEIGHBOR OR ROOMMATE'S PHONE . 1
RELATIVE'S PHONE 2
PHONE AT WORK 3
PUBLIC PAY PHONE 4
SOME OTHER PHONE 5
DIDN'T USE A PHONE AT ALL 6
DON'T KNOW ..... DK
REFUSED ..... REF

4. Maglalarawan ako ng mga dahilang minsan ay ibinibigay ng mga tao para sa hindi pagkakaroon ng serbisyo sa telepono. Habang binabasa ko ang bawat isa, pakisabi sa akin kung ito ang dahilan kung bakit ka walang karaniwang serbisyo sa telepono noong panahong iyon. (**READ ITEMS IN RANDOM ORDER AND ASK:**) Isa ba itong dahilan kung bakit ka walang serbisyo sa telepono noong panahong iyon?

		YES	NO	DK	REF
( ) a.	Masyadong mataas ang mga buwanang pagsingil sa teleponong iyong binabayaran	1	2	DK	REF
( ) b.	Nawala mo o ninakaw ang iyong telepono	1	2	DK	REF
( ) c.	Hindi mo makontrol kung paano ginagamit ng ibang mga tao ang telepono	1	2	DK	REF
( ) d.	Hindi ka naging kumportable sa pakikipag-ugnayan sa kumpanya ng telepono tungkol sa pagkakaroon ng serbisyo	1	2	DK	REF
( ) e.	Masyadong mababa ang iyong kita upang maging kwalipikado para sa serbisyo sa telepono	1	2	DK	REF
( ) f.	Hindi ka nakakagawa ng sapat na mga tawag sa telepono upang masulit ito	1	2	DK	REF
( ) g.	Naisip mong magiging ayos ka lang nang walang telepono	1	2	DK	REF
( ) h.	Hindi mo gustong maabala ng telepono	1	2	DK	REF
( ) i.	Hindi ka maaaring magkaroon ng serbisyo sa telepono dahil may utang kang pera sa kumpanya ng telepono	1	2	DK	REF
( ) j.	Inisip mong makakagamit ka ng telepono ng ibang tao kapag kailangan mo	1	2	DK	REF
( ) k.	Inihinto o idiniskonekta ng kumpanya ng telepono ang iyong nakaraang serbisyo sa telepono	1	2	DK	REF

IF Q4d = YES AND NON-ENGLISH SPEAKER, ASK:

5.	Nabanggit mong hindi ka kumportable sa pakikipag-ugnayan sa kumpanya ng telepono tungkol sa pagkakaroon ng serbisyo sa telepono. Ito ba ay dahil hindi mo inisip na magagawa kang kausapin ng kumpanya ng telepono sa (**LANGUAGE OF INTERVIEW**)?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

IF Q4k = YES, ASK:

6. Ang dahilan ba kung bakit inihinto o idiniskonekta ang iyong serbisyo sa telepono ay… (**READ LIST IN RANDOM ORDER**)?

		YES	NO	DK	REF
( ) a.	hindi mo kayang bayaran ang iyong pagsingil	1	2	DK	REF
( ) b.	nakalimutan mong bayaran ang iyong pagsingil	1	2	DK	REF
( ) c.	mas malaki ang iyong pagsingil kaysa sa iyong inasahan	1	2	DK	REF
( ) d.	hindi mo naunawaan ang mga singil at bayaring kasama sa iyong pagsingil	1	2	DK	REF
( ) e.	hindi mo makontrol ang bilang o tagal ng mga tawag na iyong ginagawa	1	2	DK	REF
( ) f .	hindi mo makontrol kung paano ginagamit ng ibang mga tao ang telepono.	1	2	DK	REF
( ) g.	hindi mo na gusto o kailangang magkaroon ng serbisyo sa telepono	1	2	DK	REF

7.	Nagkaroon ka ba ng serbisyo sa telepono bago ang pinakakamakailangang panahon ng hindi pagkakaroon ng serbisyo sa telepono?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

IF YES, ASK:

8.	Gaano ka katagal nagkaroon ng serbisyo sa telepono bago ito – mas maikli sa 6 na buwan, 6 hanggang 12 buwan, sa pagitan ng 1 at 2 taon, sa pagitan ng 2 at 3 taon, o 3 o higit pang mga taon?	LESS THAN 6 MONTHS..... 1 6 TO 12 MONTHS ..... 2 1 YEAR TO LESS THAN 2 YEARS..... 3 2 YEARS TO LESS THAN 3 YEARS ..... 4 3 OR MORE YEARS ..... 5 DON'T KNOW ..... DK REFUSED .....REF
9.	Sa California ba iyon?	YES, IN CALIFORNIA..... 1 NO, IN ANOTHER PLACE ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

10. Alin sa mga sumusunod ang isang dahilan kung bakit ka nagpasyang kunin ang kasalukuyan mong serbisyo sa telepono. (**READ ITEMS IN RANDOM ORDER AND ASK:**) Isa ba itong dahilan kung bakit ka nagpasyang kunin ang kasalukuyan mong serbisyo sa telepono?

		YES	NO	DK	REF
( ) a.	Kinailangan mong tumawag nang higit pa kaysa dati	1	2	DK	REF
( ) b.	Nagbago ang sitwasyon ng iyong pamumuhay o pangyayari sa pamilya	1	2	DK	REF
( ) c.	Kinailangan mong magkaroon ng telepono para sa mga layunin sa pagtatrabaho	1	2	DK	REF
( ) d.	Bumuti ang iyong pampinansyang sitwasyon	1	2	DK	REF
( ) e.	Naresolba na ang anumang mga problemang dating mayroon ka sa huli mong telepono	1	2	DK	REF
( ) f.	Kinailangan mong magkaroon ng access sa email, sa Internet o sa Facebook	1	2	DK	REF
( ) g.	Nararamdaman mong kailangan mo ng telepono para sa mga dahilang panseguridad o para sa mga emergency	1	2	DK	REF

11.	Isipin ang tungkol sa teleponong pinakamadalas mong ginagamit ngayon upang gumawa at tumanggap ng mga personal na tawag. Huwag ibilang ang mga teleponong ginagamit mo sa trabaho. Cell phone ba iyon o iba pang uri ng telepono?	CELL PHONE ..... 1 OTHER TYPE OF PHONE ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

Ang mga natitirang tanong ay magiging tungkol sa (cell phone na iyon) (teleponong iyon).

12a.	Ano ang pangalan ng kumpanyang nagbibigay sa iyo ng serbisyo sa teleponong (ito) (iyon)?	**LIST OF PHONE PROVIDERS, SORTED BETWEEN CELL PHONE AND NON-CELL PHONE COMPANIES**

IF COMPANY NAME, CONFIRM:

12b.	Upang kumpirmahin, ang (**NAME OF COMPANY**) ay ang kumpanyang naniningil sa iyo para sa serbisyo sa teleponong (ito) (iyon). Tama ba iyon?	YES, CORRECT..... 1 → **GO TO Q13** NO, NOT CORRECT..... 2 → **REPEAT Q12a**

IF A CELL PHONE MANUFACTURER NAMED (E.G., BLACKBERRY, APPLE IPHONE, ETC.), SAY:

12c.	Inaalam namin ang pangalan ng kumpanyang nagbibigay ng serbisyo sa iyong cell phone, hindi ang pangalan ng uri ng cell phone na iyong ginagamit. Maaari mo bang sabihin sa akin ang pangalan ng kumpanyang naniningil sa iyo bawat buwan para sa paggamit sa iyong cell phone?	**LIST OF PHONE PROVIDERS, SORTED BETWEEN CELL PHONE AND NON-CELL PHONE COMPANIES**

13.	Sa pangkalahatan, gaano ka nasisiyahan o hindi nasisiyahan sa serbisyo sa teleponong natatanggap mo mula sa kumpanyang ito – lubos na nasisiyahan, bahagyang nasisiyahan, bahagyang hindi nasisiyahan, o lubos na hindi nasisiyahan?	VERY SATISFIED..... 1 SOMEWHAT SATISFIED ..... 2 SOMEWHAT DISSATISFIED ..... 3 VERY DISSATISFIED..... 4 DON'T KNOW ..... DK REFUSED ..... REF
14.	Irerekomenda mo ba ang serbisyo sa telepono ng kumpanyang ito sa isang kamag-anak o kaibigan? Sasabihin mo bang siguradong oo, malamang na oo, malamang na hindi o siguradong hindi?	DEFINITELY YES ..... 1 PROBABLY YES ..... 2 PROBABLY NO..... 3 DEFINITELY NO..... 4 DON'T KNOW ..... DK REFUSED ..... REF
17.	Alam mo bang maaari kang makipag-ugnayan sa California Public Utilities Commission sa tuwing mayroon kang problema sa tagapagbigay ng serbisyo sa iyong telepono at gustong maghain ng reklamo?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

IF INTERVIEW CONDUCTED IN A NON-ENGLISH LANGUAGE, ASK:

Ang ilang susunod na tanong ay patungkol sa iyong kakayahang makipag-ugnayan at makipag-usap sa mga kinatawan ng serbisyo sa telepono sa (**LANGUAGE OF INTERVIEW**).

18	Nang inaalala ang iyong unang pakikipag-ugnayan sa isang kinatawan ng sales noong unang nag-subscribe para sa teleponong ito, nakipag-usap ba sa iyo sa (**LANGUAGE OF INTERVIEW**) ang kinatawan ng sales?	YES..... 1 NO ..... 2 DON'T KNOW/CAN'T RECALL/NOT INVOLVED.. DK REFUSED ..... REF

19.	Kung kailangan mong tawagan ang 9-1-1 upang mag-ulat ng emergency, sa tingin mo ba ay magagawa mong makipag-usap sa isang tao sa (**LANGUAGE OF INTERVIEW**)?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF
20.	Kung gusto mong makipag-usap sa isang operator o tulong sa directory upang tumulong sa pagtawag, sa tingin mo ba ay magagawa mong makipag-usap sa isang tao sa (**LANGUAGE OF INTERVIEW**)?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF
21.	Kung may tanong ka o problema tungkol sa iyong serbisyo sa telepono o pagsingil, sa tingin mo ba ay magagawa mong makipag-usap sa isang kinatawan ng serbisyo sa (**LANGUAGE OF INTERVIEW**)?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF
22.	Kapag nakatanggap ka ng mga pagsingil para sa teleponong ito, ang impormasyon ba sa pagsingil ay ibinigay sa (**LANGUAGE OF INTERVIEW**)?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

DEMOGRAPHICS

Bilang pangwakas, ilang tanong tungkol sa iyong sarili para sa mga layunin ng pag-uuri...

101.	Ano ang pinakamataas na antas ng edukasyon o taon sa paaralan ang iyong natapos at nagkaroon ng credit? (**READ CATEGORIES, IF NECESSARY**)	Ika-8 baitang o mas mababa ..... 1 Hindi nakatapos ng high school ..... 2 Nakatapos ng high school ..... 3 Trade / bokasyunal na paaralan ..... 4 1-2 taon ng kolehiyo ..... 5 3-4 na taon ng kolehyo/ (hindi nakapagtapos) ..... 6 Nakapagtapos ng kolehiyo ..... 7 5-6 na taon ng kolehiyo ..... 8 Master's degree ..... 9 Graduate work pagkatapos ng Master's . 10 **DO NOT READ →** REFUSED ..... REF

IF INTERVIEW CONDUCTED IN A NON-ENGLISH LANGUAGE, ASK:

102a.	Gaano ka kagaling magsalita at umintindi ng Ingles – talagang magaling, magaling, hindi magaling o hindi talaga?	VERY WELL ..... 1 WELL ..... 2 NOT WELL ..... 3 NOT AT ALL ..... 4 DON'T KNOW ..... DK REFUSED ..... REF

IF NOT WELL OR NOT AT ALL, ASK:

102b.	Mayroon bang tao sa inyong bahay na magaling na nakakapagsalita at nakakaintindi ng Ingles?	YES ..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

103a.	Gaano ka kagaling na nakakabasa ng Ingles – talagang magaling, magaling, hindi magaling o hindi talaga?	VERY WELL ..... 1 WELL ..... 2 NOT WELL ..... 3 NOT AT ALL ..... 4 DON'T KNOW ..... DK REFUSED ..... REF

IF NOT WELL OR NOT AT ALL, ASK:

103b.	Mayroon bang tao sa inyong bahay na magaling na nakakabasa ng Ingles?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

104.	Kabilang ang iyong sarili, ilang tao sa kabuuan ang naninirahan sa inyong bahay?	_____ PEOPLE REFUSED ..... REF

IF >1, ASK:

105.	Mayroon bang mga mas bata sa 18 na nakatira sa inyong bahay?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

106.	Sa isang karaniwang linggo, nag-o-online ka ba upang i-access ang Internet o bumisita sa mga website sa pamamagitan ng isang computer o iba pang electronic na device?	YES..... 1 NO ..... 2 DON'T KNOW ..... DK REFUSED ..... REF

IF YES, ASK:

107.	Karaniwan mo ba itong ginagawa sa isang computer sa bahay, sa trabaho, sa paaralan, at sa silid-aklatan o iba pang lokasyon sa komunidad, o sa pamamagitan ng cell phone o iba pang naililipat na electronic na device? (**ANSWER CAN BE A MULTIPLE**)	AT HOME ..... 1 AT WORK..... 2 AT SCHOOL ..... 3 AT LIBRARY/OTHER COMMUNITY LOCATION ..... 4 CELL PHONE/OTHER MOBILE DEVICE ..... 5 OTHER ..... 6 DON'T KNOW ..... DK REFUSED ..... REF

108.	Pagmamay-ari mo ba o inuupahan ang bahay na iyong tinitirahan?	OWN ..... 1 RENT ..... 2 OTHER ..... 3 DON'T KNOW ..... DK REFUSED ..... REF
109.	Gaano ka na katagal nakatira sa kasalukuyan mong tirahan? Ilang taon?	_____ YEARS LESS THAN 1 YEAR..... 0 DON'T KNOW ..... DK REFUSED ..... REF
110.	Ano ang iyong zip code doon? (**ZIP CODE MUST BEGIN WITH "9"**)	_____ DON'T KNOW ..... DK REFUSED ..... REF

111. May lahi ka bang Hispanic, Spanish o Mexican?

YES 1
NO 2
DON'T KNOW ..... DK
REFUSED ..... REF

IF NOT YES, ASK:

112. Para sa mga layunin ng pag-uuri, gusto naming malaman kung ano ang lahing iyong pinanggalingan. Isa ka bang White o Caucasian (KAW-KAY-SHUN), Black o African-American, Asian, Pacific Islander, American Indian o Alaskan native, o miyembro ng isa pang lahi? (**ANSWER CAN BE A MULTIPLE**)

WHITE / CAUCASIAN 1
BLACK / AFRICAN-AMERICAN 2
ASIAN / PACIFIC ISLANDER 3
AMERICAN INDIAN 4
ALASKAN NATIVE 5
OTHER *(SPECIFY)* _____ 6
DON'T KNOW ..... DK
REFUSED ..... REF

113. Sa anong bansa ka ipinanganak?

LIST OF COUNTRIES HERE
REFUSED ..... REF

IF NOT UNITED STATES, ASK:

114. Isa ka bang mamamayan ng U.S. o hindi?

YES 1
NO 2
REFUSED ..... REF

115. Hindi namin gustong malaman ang iyong eksaktong kita, ngunit sa tantiya, masasabi mo ba sa akin kung ang taunang kita ng iyong tahanan bago ang mga buwis ay mas mababa sa $10,000, sa pagitan ng $10,000 at $20,000, sa pagitan ng $20,000 at $30,000, sa pagitan ng $30,000 at $40,000, sa pagitan ng $40,000 at $50,000, sa pagitan ng $50,000 at $75,000, sa pagitan ng $75,000 at $100,000, sa pagitan ng $100,000 at $150,000, o higit sa $150,000?

LESS THAN $10,000 1
$10,000–$19,999 2
$20,000–$29,999 3
$30,000–$39,999 4
$40,000–$49,999 5
$50,000–$74,999 6
$75,000–$99,999 7
$100,000 - $149,999 8
$150,000 OR MORE 9
DON'T KNOW ..... DK
REFUSED ..... REF

116. **RECORD GENDER OF RESPONDENT**

MALE 1
FEMALE 2

117. Maaari kaming magsagawa ng isang follow-up na survey sa mga susunod na taon. Ayos lang bang tumawag kaming muli sa iyong bahay sa panahong iyon?

YES 1
NO 2
REFUSED ..... REF

Ito ang lahat ng tanong na mayroon ako. Maraming salamat sa iyong pakikilahok sa mahalagang survey na ito.