



**OPTIONS**

Marketing Research & Consulting, Inc.

# **Internet Access, Usage and Interest**

## **Among SafeLink Users**

### **September 2009**

**Topline Report**

**Prepared for:**

**SafeLink**  
WIRELESS<sup>®</sup>

**October 13, 2009**

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## Research Objectives and Research Design

SafeLink management recently commissioned a survey of 1000 SafeLink Wireless users to establish their:

- Internet access status
- Access to and interest in obtaining broadband service at home
- Current or potential Internet usage behavior

To meet these information needs a short telephone survey of SafeLink Wireless users was conducted between August 30 and September 4, 2009. SafeLink users qualified to participate in the survey if they:

- Had no Internet access at home and were interested in obtaining broadband service, or
- Had dialup access at home and were interested in obtaining Broadband service, or
- Had Internet access outside of the home.

Those who had Internet access outside of the home (73%) were asked:

- What type of access they had (dialup or broadband), where their access originated, how they used the Internet and whether or not they had an email address

Those who wanted broadband service at home (56%) were asked:

- How they would use the Internet, what price would be considered affordable for monthly broadband access, whether or not they had a computer at home and what price would be considered affordable for a computer if they did not have one

On the following pages, the survey results are outlined for the Total Sample of SafeLink users as well as the following subgroups:

- Those with Internet access
- Those without Internet access

This study was designed and executed by Options Marketing Research and Consulting at the request of TracFone Wireless. Any questions can be directed to Robin Naismith, VP, at 949-219-0520, ext. 113 or [rnaismith@options-mrc.com](mailto:rnaismith@options-mrc.com).

## Summary of Findings

A September 2009 study of 1000 SafeLink Users to identify Broadband access and affordability concluded the following:

- ▶ 86% of SafeLink Users do not have any access to the Internet at home.
- ▶ A relatively small proportion, 10%, have Broadband access at home.
- ▶ 52% of SafeLink users would like to have Broadband access at home.
- ▶ Among those who would like to have Broadband access, 50% indicated they would need Broadband access to free or extremely low in cost: 38% indicated it would have to be free and another 12% indicated it would have to be \$10 or less per month.
- ▶ Over half of those who want Broadband access do not have computers. Among all SafeLink users: 32% want Broadband and do not have a computer and 20% want Broadband and do have a computer.
- ▶ Among those who want Broadband but do not have a computer, 54% indicated they could not afford a computer at any cost at this time (“would have to be free”).

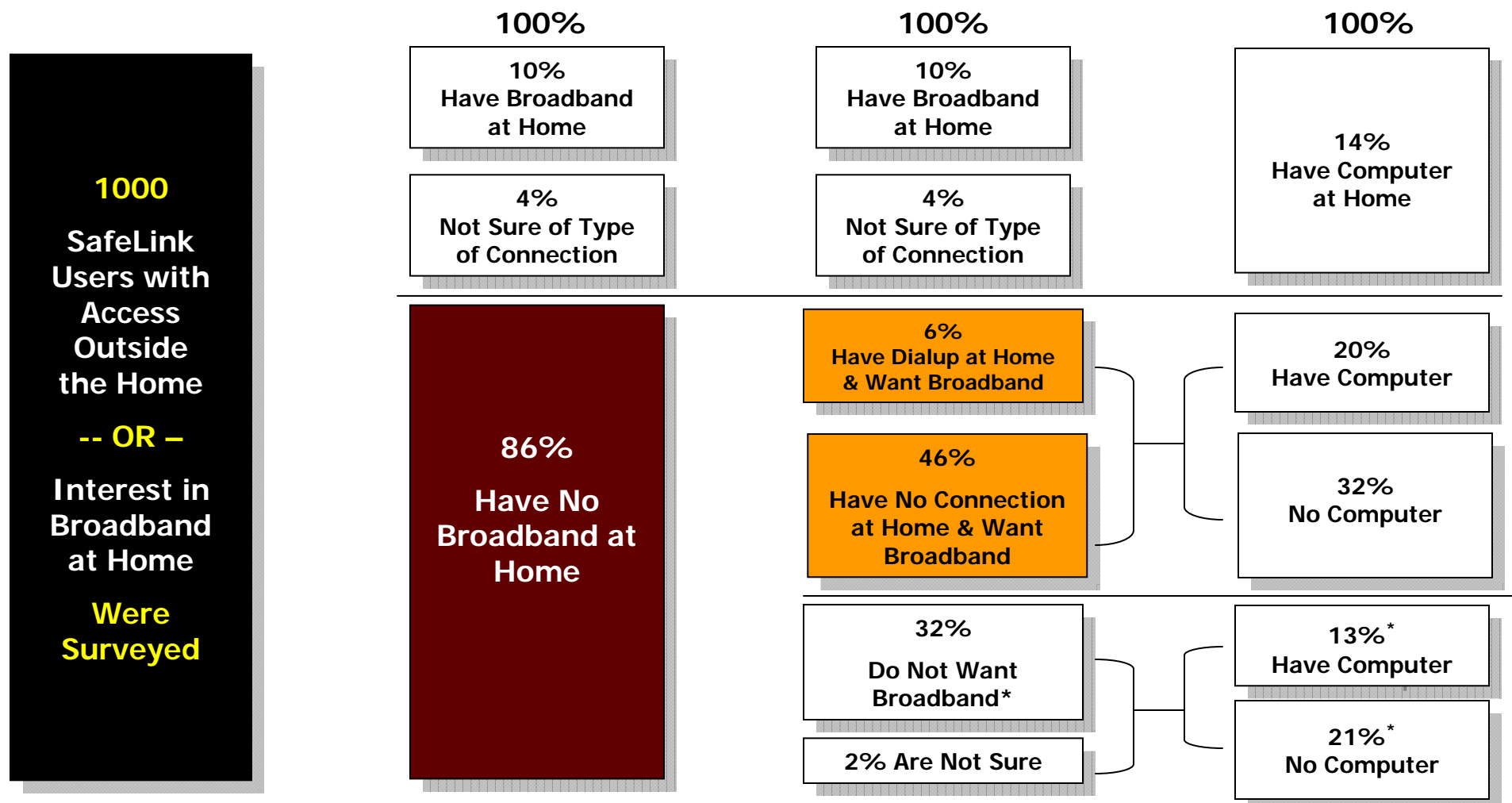
From a list, SafeLink Users indicated they would use their Broadband in the following ways:

- ▶ 88% Educational purposes
- ▶ 81% Send or receive email
- ▶ 77% Search for job or employment opportunities
- ▶ 71% Entertainment
- ▶ 60% Online commercial transactions

# **Broadband Access and Affordability**

## Home Broadband Status, Interest and Computer Status

86% of SafeLink Users do not have Broadband access at home. 10% do, and 4% are not sure of their service.  
 52% would like to have Broadband access at home.  
 32% would like to have Broadband access at home but do not own a computer.

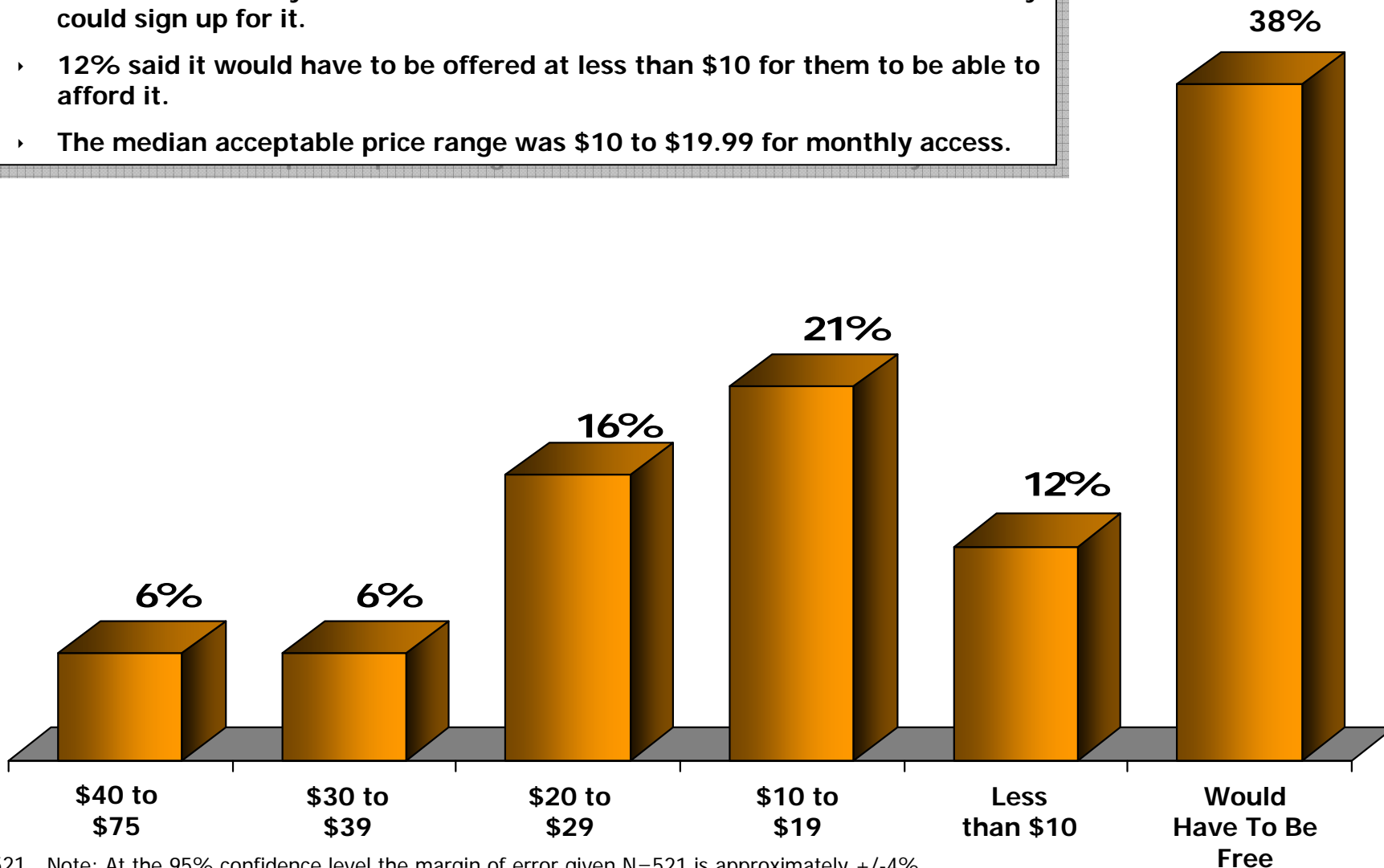


Note: At the 95% confidence level, the margin of error given N=1000 is approximately +/-3%. \* Derived

## At What Price Would Broadband Access Become Affordable Enough for You to Sign Up?

Among those who would like to have Broadband at home (52%),

- ▶ 38% said monthly Broadband service would have to be free before they could sign up for it.
- ▶ 12% said it would have to be offered at less than \$10 for them to be able to afford it.
- ▶ The median acceptable price range was \$10 to \$19.99 for monthly access.

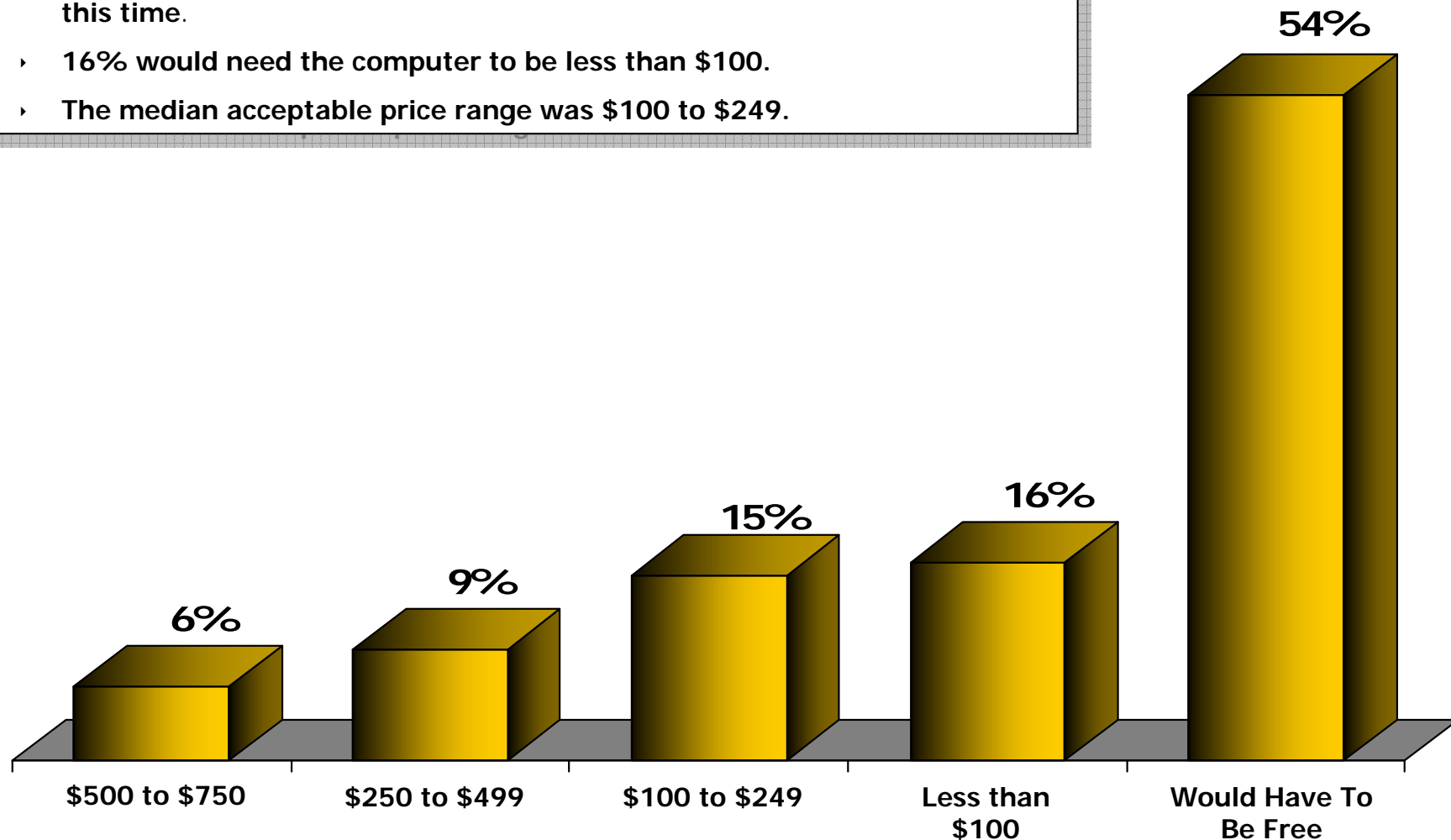


N=521 Note: At the 95% confidence level the margin of error given N=521 is approximately +/-4%.

## At What Price Would a Home Computer Become Affordable Enough for You to Buy?

Among those who do not have a computer at home (32%):

- ▶ 54% said a computer would have to be free, they cannot afford one at this time.
- ▶ 16% would need the computer to be less than \$100.
- ▶ The median acceptable price range was \$100 to \$249.

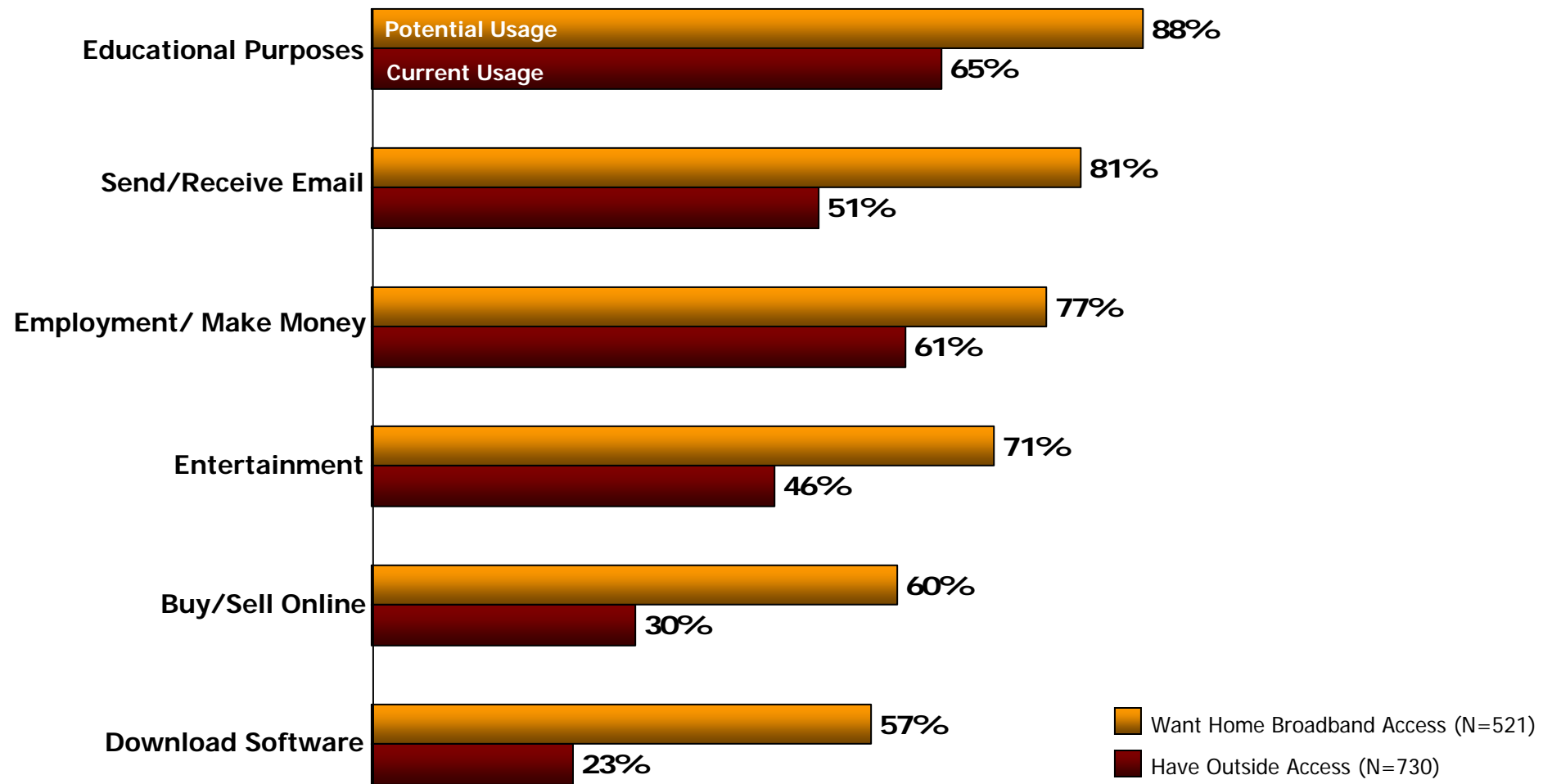


N=322 Note: At the 95% confidence level the margin of error given N=322 is approximately +/-6%.

# **Broadband Uses/Benefits**

## Internet Usage: Current vs. Expected Usage

When compared to outside-the-home usage behavior, those who want Broadband access at home indicated significantly broader potential usage of the Internet overall and heavier usage in each measured area. Also, those who want Broadband at home were most likely to indicate they would use it for Educational purposes (88%).



Note: At the 95% confidence level the margin of error given the sample sizes of both groups is approximately +/-4%.

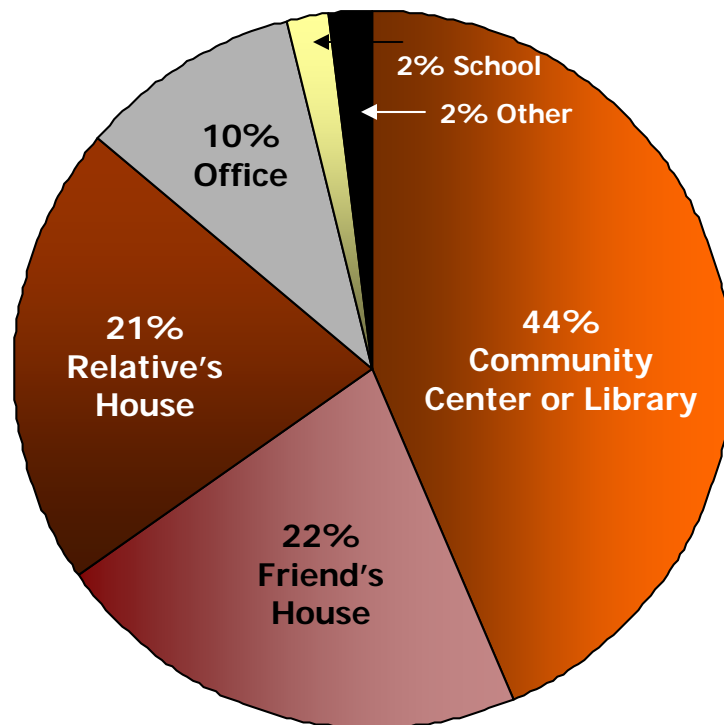
# **Location of Access Outside of Home**

## Outside Access: Location of Service and Email Address Status

Among SafeLink users with outside Internet access (73%), community centers/libraries and friend's and relative's houses were the most frequent access points.

62% have an email address.

Where is the computer that you use outside the home? (N=731)



% Have Email Address	N=731
Yes	62
No	38

Note: At the 95% confidence level the margin of error given N=731 is approximately +/-4%.

# SafeLink User Profile

# SafeLink User Profile

## Age, Gender and Children in Household

The average surveyed SafeLink customer was a minority female in her late 40's.

SafeLink Customers	
<b>% Indicating...</b>	N=1000
<b>Average Age</b>	<b>46 years</b>
Under 35	23
35 to 54	49
55 Over	28
<b>Female</b>	<b>77</b>
<b>Have Children Under 18</b>	<b>49</b>
At the 95% confidence level, the margin of error given N=1000 is approximately +/-3%.	



Note: At the 95% confidence level the margin of error given N=731 is approximately +/-4%.