

newsworthy trends

Survey Shows Most Americans Want A Cell Phone—At Least For Emergencies

(NAPSA)—According to a recent study, a fifth of those surveyed are likely to “get connected” with a cell phone within the next year.

The Harris Interactive™ “Connecting the Other Half” poll shows that 61 percent of non-wireless owners wished they had a mobile phone for emergencies, when they’re running late, when lost or just sitting in traffic. Fifty-seven percent of those who don’t own a mobile phone also indicated they would feel safer or more secure if they did. Of women surveyed, particularly, 63 percent indicated that a cell phone would offer them an added sense of security.

This first-ever “Connecting the Other Half” study, commissioned by AT&T Wireless, which examined the attitudes, opinions and emotions of American consumers who do not currently own a mobile phone or service plan, revealed that there are real reasons many Americans do not own a mobile phone.

When asked what held them back from purchasing a wireless phone, the most commonly cited reasons were costs and contracts:

- Respondents said they did not have a wireless phone because it was too expensive (22 percent), they don’t like wireless phones (12 percent), didn’t want to commit to a long-term contract (6 percent), the plans were too confusing (4 percent), they didn’t qualify for the wireless service plan they wanted (3 percent), or poor reception or coverage (1 percent).

- Of those who said they didn’t qualify for traditional service plans, 71 percent said they had poor or no credit history. Others said the deposit was too expensive



Although many who don’t own a mobile phone feel they don’t need one, the majority wish they had one for emergencies, when running late, when lost or sitting in traffic, says a national survey.

(12 percent) or their income was not high enough (12 percent), or the coverage they wanted was not available in their area (6 percent).

The AT&T Wireless GoPhone® offers a solution to many of these problems as the only national wireless service that provides unlimited night and weekend calling, without requiring a long-term contract or credit check. And with GoPhone, there are no domestic long distance or roaming charges for calls made in AT&T Wireless’ national service area.

The study also found that 76 percent of non-wireless owners would want a mobile phone in emergency situations: nearly 25 percent said they would feel more confident and 14 percent more outgoing with a mobile phone.

Consumers repeatedly referenced the assurance they felt a phone such as one from AT&T Wireless would offer them or their

children, and the diminished sense of personal vulnerability it would afford. Sixty percent believed the best reason to buy a wireless phone for children, teenagers or young adults was to help them stay in touch with their parents. Demonstrating a desire to stay connected, 59 percent said a wireless phone would add a measure of safety for a child, teenager or young adult.

Other key findings:

- Respondents agree they would worry less (40 percent), feel more confident (22 percent), or feel more outgoing (14 percent) if they had a cell phone.

- One-in-five adults who currently do not own a wireless phone said they’re likely to purchase one in the next year.

- Most of those would buy a wireless phone for themselves (91 percent) and when buying for someone else, more would buy for a significant other or spouse (14 percent) than would buy for a child (7 percent).

- When buying a cell phone for a child, more people are likely to purchase for a college-age, 18- to 24-year-old, (20 percent) than for a pre-teen (5 percent) or teen (5 percent).

A quarter of those without wireless phones indicated interest in purchasing a prepaid wireless plan. Other prepaid services that interested consumers were prepaid gas (38 percent), meals (35 percent), movie tickets (30 percent), dry cleaning (18 percent) and a Krispy Kreme donut (15 percent).

The study results were released in conjunction with the launch of the new AT&T Wireless GoPhone. For additional information, visit attwireless.com/gophone.