AMERITECH
Your link to a better life.℠
Ⓐ **Ohio Bell**

1993 Community Issues
and Priorities Survey

Ohio Bell/Ameritech wants to focus our activities to be even more responsive to community needs and expectations. Knowing your perceptions and views will help us achieve this goal.

The survey sample was carefully selected from civic and community leaders, as well as others who are particularly interested in community issues. Your answers will be completely anonymous. We will share a summary of the key survey findings with you. Thank you for your time and participation.

Section I Needs in Your Community

In this section, please give us your view of the priority of each category shown, and tell us your opinion of how involved Ohio Bell/Ameritech should be in helping to address the priority. (Choose one answer in each section.)

	Priority for Action In Your Community				How Involved Should Ohio Bell/Ameritech Be In Addressing This Priority?			
	High Priority	Moderate Priority	Low Priority	Not a Priority	Take the Lead	Participate with Others	No Involvement	No Opinion
1. Economic development	1 ☒	2 ☐	3 ☐	4 ☐	1 ☒	2 ☐	3 ☐	4 ☐
2. Downtown/neighborhood revitalization	1 ☐	2 ☒	3 ☐	4 ☐	1 ☐	2 ☒	3 ☐	4 ☐
3. Unemployment/underemployment	1 ☐	2 ☒	3 ☐	4 ☐	1 ☐	2 ☒	3 ☐	4 ☐
4. Job training/retraining	1 ☒	2 ☐	3 ☐	4 ☐	1 ☐	2 ☒	3 ☐	4 ☐
5. Drug and substance abuse	1 ☒	2 ☐	3 ☐	4 ☐	1 ☐	2 ☐	3 ☒	4 ☐
6. Affordable housing	1 ☐	2 ☐	3 ☒	4 ☐	1 ☐	2 ☐	3 ☒	4 ☐
7. Services for the homeless	1 ☐	2 ☒	3 ☐	4 ☐	1 ☐	2 ☐	3 ☒	4 ☐
8. Health care costs	1 ☐	2 ☒	3 ☐	4 ☐	1 ☐	2 ☒	3 ☐	4 ☐
9. Access to health care	1 ☐	2 ☒	3 ☐	4 ☐	1 ☐	2 ☐	3 ☒	4 ☐
10. Crime and personal safety	1 ☐	2 ☒	3 ☐	4 ☐	1 ☐	2 ☐	3 ☒	4 ☐
11. Services for seniors	1 ☐	2 ☒	3 ☐	4 ☐	1 ☐	2 ☐	3 ☒	4 ☐
12. Services for the disabled	1 ☐	2 ☒	3 ☐	4 ☐	1 ☐	2 ☐	3 ☒	4 ☐
13. Services for minorities	1 ☐	2 ☐	3 ☐	4 ☐	1 ☐	2 ☐	3 ☒	4 ☐
14. Access to community information services	1 ☐	2 ☐	3 ☒	4 ☐	1 ☐	2 ☒	3 ☐	4 ☐
15. Taxes (Local and State)	1 ☐	2 ☐	3 ☒	4 ☐	1 ☐	2 ☐	3 ☒	4 ☐
16. Child care	1 ☒	2 ☐	3 ☐	4 ☐	1 ☐	2 ☐	3 ☒	4 ☐
17. Adult dependent care	1 ☒	2 ☐	3 ☐	4 ☐	1 ☐	2 ☐	3 ☒	4 ☐

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Section I Needs in Your Community *(continued)*

In this section, please give us your view of the priority of each category shown, and tell us your opinion of how involved Ohio Bell/Ameritech should be in helping to address the priority. (Choose one answer in each section.)

	Priority for Action In Your Community				How Involved Should Ohio Bell/Ameritech Be In Addressing This Priority?			
	High Priority	Moderate Priority	Low Priority	Not a Priority	Take the Lead	Participate with Others	No Involvement	No Opinion
18. Domestic violence	1 ☐	2 ☒	3 ☐	4 ☐	1 ☐	2 ☐	3 ☒	4 ☐
19. Arts and culture resources	1 ☐	2 ☐	3 ☒	4 ☐	1 ☐	2 ☐	3 ☒	4 ☐
20. Literacy improvement	1 ☐	2 ☒	3 ☐	4 ☐	1 ☐	2 ☐	3 ☒	4 ☐
21. Availability of advanced telecommunications services	1 ☐	2 ☒	3 ☐	4 ☐	1 ☒	2 ☐	3 ☐	4 ☐
22. Infrastructure (roads, bridges)	1 ☐	2 ☒	3 ☐	4 ☐	1 ☐	2 ☒	3 ☐	4 ☐
23. Quality of public education (K-12)	1 ☒	2 ☐	3 ☐	4 ☐	1 ☐	2 ☒	3 ☐	4 ☐
24. Equity in education (e.g., between rural and urban areas)	1 ☒	2 ☐	3 ☐	4 ☐	1 ☐	2 ☐	3 ☒	4 ☐
25. Access to higher public education	1 ☒	2 ☐	3 ☐	4 ☐	1 ☐	2 ☐	3 ☒	4 ☐
26. Youth activities	1 ☐	2 ☒	3 ☐	4 ☐	1 ☐	2 ☐	3 ☒	4 ☐
27. Youth at risk (e.g., runaways, gangs, teen pregnancy)	1 ☐	2 ☒	3 ☐	4 ☐	1 ☐	2 ☐	3 ☒	4 ☐
28. Transportation	1 ☒	2 ☐	3 ☐	4 ☐	1 ☐	2 ☒	3 ☐	4 ☐
29. Environmental protection	1 ☒	2 ☐	3 ☐	4 ☐	1 ☐	2 ☒	3 ☐	4 ☐

30. **Please tell us the zip code at which you received this survey:** _____

   (Please be sure to answer this question; your answer will help us determine community needs and concerns within specific areas.)

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Please tell us your level of awareness for each of the following Ohio Bell/Ameritech activities, and whether you would like more information.

	Detailed Awareness	General Awareness	Little Awareness	No Awareness	If more information were available, would you be interested?	
					Yes	No
1. Ohio Bell/Ameritech's involvement in the community	1 ☐	2 ☒	3 ☐	4 ☐	1 ☐	2 ☒
2. Ohio Bell/Ameritech employees' involvement as volunteers in the community	1 ☐	2 ☒	3 ☐	4 ☐	1 ☐	2 ☒
3. Ohio Bell/Ameritech's involvement in educational reform	1 ☐	2 ☒	3 ☐	4 ☐	1 ☐	2 ☒
4. Ohio Bell/Ameritech's efforts to bring computer technology to school systems (e.g., distance learning, homework hotlines)	1 ☐	2 ☐	3 ☒	4 ☐	1 ☐	2 ☒
5. Ohio Bell/Ameritech's SuperSchool Program	1 ☐	2 ☐	3 ☐	4 ☒	1 ☐	2 ☒
6. Ohio Bell/Ameritech's recognition programs for innovation in education	1 ☐	2 ☐	3 ☒	4 ☐	1 ☐	2 ☒
7. Ohio Bell/Ameritech's involvement with local communities to expand economic development	1 ☐	2 ☐	3 ☒	4 ☐	1 ☒	2 ☐
8. Ohio Bell/Ameritech's selection by the PUCO to provide relay service for deaf, hard-of-hearing and speech-impaired people	1 ☐	2 ☐	3 ☒	4 ☐	1 ☒	2 ☐
9. Whom you should contact at Ohio Bell/Ameritech for help with a community project	1 ☐	2 ☒	3 ☐	4 ☐	1 ☒	2 ☐
10. Whom you should contact at Ohio Bell/Ameritech for help with questions about advanced telecommunications	1 ☐	2 ☐	3 ☒	4 ☐	1 ☒	2 ☐
11. Ohio Bell/Ameritech's efforts to offer advanced telecommunications technologies for consumers' use	1 ☐	2 ☐	3 ☒	4 ☐	1 ☒	2 ☐
12. Ohio Bell/Ameritech's efforts to offer advanced telecommunications technology to business	1 ☐	2 ☐	3 ☒	4 ☐	1 ☒	2 ☐
13. The impact telecommunications technology can have on community issues and concerns	1 ☐	2 ☒	3 ☐	4 ☐	1 ☒	2 ☐
14. Ohio Bell/Ameritech's Work At Home services	1 ☐	2 ☐	3 ☒	4 ☐	1 ☒	2 ☐
15. Ohio Bell/Ameritech's efforts to reform regulation affecting telecommunications	1 ☐	2 ☐	3 ☒	4 ☐	1 ☒	2 ☐

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	Detailed Awareness	General Awareness	Little Awareness	No Awareness	If more information were available, would you be interested?	
					Yes	No
16. The Ameritech advertising campaign entitled "Your Link to a Better Life"	1 ☐	2 ☐	3 ☐	4 ☒	1 ☐	2 ☒
17. Ameritech ads illustrating the ways in which advanced telecommunications can help solve educational problems	1 ☐	2 ☐	3 ☐	4 ☐	1 ☐	2 ☒
18. Ameritech ads illustrating the ways in which advanced telecommunications can support economic development in our region	1 ☐	2 ☐	3 ☐	4 ☒	1 ☒	2 ☐
19. Ameritech ads illustrating the ways in which advanced telecommunications can enable cost-effective solutions in health care	1 ☐	2 ☐	3 ☐	4 ☒	1 ☐	2 ☒

What are the most important attributes for a company committed to excellence? (Check one answer per section.)

	Ideal Attributes of An Excellent Company				Current Attributes of Ohio Bell/Ameritech			
	Very Important	Somewhat Important	Not Important	No Opinion	Very Important	Somewhat Important	Not Important	No Opinion
1. Innovation	1 ☒	2 ☐	3 ☐	4 ☐	1 ☐	2 ☒	3 ☐	4 ☐
2. Corporate citizenship	1 ☐	2 ☒	3 ☐	4 ☐	1 ☐	2 ☒	3 ☐	4 ☐
3. Efficient performance	1 ☒	2 ☐	3 ☐	4 ☐	1 ☐	2 ☒	3 ☐	4 ☐
4. Dedication to customer service	1 ☒	2 ☐	3 ☐	4 ☐	1 ☐	2 ☒	3 ☐	4 ☐
5. Management leadership and vision	1 ☐	2 ☒	3 ☐	4 ☐	1 ☐	2 ☒	3 ☐	4 ☐
6. Environmental responsibility	1 ☐	2 ☒	3 ☐	4 ☐	1 ☐	2 ☒	3 ☐	4 ☐
7. High ethical standards	1 ☐	2 ☒	3 ☐	4 ☐	1 ☐	2 ☒	3 ☐	4 ☐
8. Commitment to quality	1 ☐	2 ☒	3 ☐	4 ☐	1 ☐	2 ☒	3 ☐	4 ☐

Section III   Your Evaluation of Corporate Efforts
to Address Community Needs

What is your view of the priority that your community will place on the following types of corporate resources in the coming years?

	High Priority	Moderate Priority	Low Priority
1. Employee volunteer programs	1 ☒	2 ☐	3 ☐
2. Programs to channel management/technical assistance to nonprofit community groups	1 ☐	2 ☒	3 ☐
3. Corporate charitable cash contributions	1 ☐	2 ☐	3 ☒
4. In-kind contributions, such as furniture, meeting rooms, etc.	1 ☐	2 ☒	3 ☐
5. Corporate partnerships with nonprofit organizations	1 ☐	2 ☒	3 ☐
6. Corporate partnerships with government agencies	1 ☐	2 ☒	3 ☐
7. Corporate leadership in community coalitions to address local issues	1 ☐	2 ☒	3 ☐
8. Deployment of advanced telecommunications products and services to address social community needs	1 ☐	2 ☒	3 ☐
9. Deployment of advanced telecommunications products and services to address business and economic development needs	1 ☐	2 ☒	3 ☐
10. Deployment of advanced telecommunications products and services to address educational needs	1 ☐	2 ☒	3 ☐

Section IV   Your Perceptions About Ohio Bell/Ameritech

In this section, please tell us the extent to which you agree or disagree with each of the following statements.
(Please select only one answer for each statement.)

	Completely Agree	Somewhat Agree	Somewhat Disagree	Completely Disagree	Not Enough Information to Answer
1. Ohio Bell/Ameritech is committed to building effective partnerships with community organizations to help solve community problems.	1 ☐	2 ☒	3 ☐	4 ☐	5 ☐
2. The ad campaign "Your Link to a Better Life" helps me understand the impact that telecommunications technology can have for me at work and in my community	1 ☐	2 ☐	3 ☐	4 ☐	5 ☒
3. Ohio Bell/Ameritech does a good job of communicating with community leaders about company actions that affect the community.	1 ☐	2 ☒	3 ☐	4 ☐	5 ☐
4. Ohio Bell/Ameritech's reputation for community involvement favorably influences my attitude about doing business with the company.	1 ☐	2 ☒	3 ☐	4 ☐	5 ☐
5. Ohio Bell/Ameritech's role should include identifying ways to develop technology to support economic development and competitiveness.	1 ☐	2 ☒	3 ☐	4 ☐	5 ☐
6. Ohio Bell/Ameritech's role should include identifying ways to develop technology to support computer and business data needs.	1 ☐	2 ☒	3 ☐	4 ☐	5 ☐
7. Ohio Bell/Ameritech's role should include helping customers understand how to get the most benefit from advanced telecommunications technologies.	1 ☐	2 ☒	3 ☐	4 ☐	5 ☐
8. Ohio Bell/Ameritech's role should include identifying ways to develop technology to support residential access to community, education and social services information.	1 ☐	2 ☒	3 ☐	4 ☐	5 ☐
9. Regulation should encourage Ohio Bell/Ameritech to invest in advanced new telecommunications technology.	1 ☐	2 ☒	3 ☐	4 ☐	5 ☐
10. Ohio Bell/Ameritech's prices should be determined by competition and the marketplace rather than by government regulation.	1 ☐	2 ☒	3 ☐	4 ☐	5 ☐

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Please tell us how satisfied or dissatisfied you are with Ohio Bell/Ameritech's performance in each of the following categories. (Please mark only one answer per category.)

	Completely Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Completely Dissatisfied	Not Enough Information to Answer
11. The overall value you receive from Ohio Bell/Ameritech services in relation to what you pay	1 ☐	2 ☒	3 ☐	4 ☐	5 ☐
12. The overall quality of telephone service you receive from Ohio Bell/Ameritech	1 ☐	2 ☒	3 ☐	4 ☐	5 ☐
13. Ohio Bell/Ameritech's efforts to maintain high ethical standards in the way it conducts its business	1 ☐	2 ☒	3 ☐	4 ☐	5 ☐
14. Ohio Bell/Ameritech's efforts to provide advanced telecommunications technology to consumers	1 ☐	2 ☒	3 ☐	4 ☐	5 ☐
15. Ohio Bell/Ameritech's efforts to provide advanced telecommunications technology to business	1 ☐	2 ☒	3 ☐	4 ☐	5 ☐
16. Ohio Bell/Ameritech's honesty and credibility in its communications with community leaders and the public	1 ☒	2 ☐	3 ☐	4 ☐	5 ☐
17. Ohio Bell/Ameritech's positions on important public policy issues	1 ☐	2 ☒	3 ☐	4 ☐	5 ☐

Please give us your evaluation of corporate efforts to address community needs.

18. How would you rate the performance of **major corporations** in helping your community address social and community problems?

1 ☐ Excellent — more than a fair share   3 ☒ Poor — less than a fair share

2 ☐ Average — about a fair share   4 ☐ No opinion

19. How would you rate the performance of **Ohio Bell/Ameritech** in helping your community address social and community problems?

1 ☐ Excellent — more than a fair share   3 ☒ Poor — less than a fair share

2 ☐ Average — about a fair share   4 ☐ No opinion

Section V   Knowledge About Telecommunication Issues

What is your evaluation of the knowledge of each of the following groups about telecommunication issues?

	This Group Is Very Knowledgeable	This Group Is Moderately Knowledgeable	This Group Is Not Very Knowledgeable	No Opinion
1. Local Government	1 ☐	2 ☐	3 ☒	4 ☐
2. Ohio State Legislature	1 ☐	2 ☐	3 ☒	4 ☐
3. Public Utilities Commission of Ohio (PUCO)	1 ☐	2 ☒	3 ☐	4 ☐
4. Federal Communications Commission (FCC)	1 ☒	2 ☐	3 ☐	4 ☐
5. U.S. Congress	1 ☐	2 ☐	3 ☒	4 ☐
6. Federal Courts	1 ☐	2 ☒	3 ☐	4 ☐
7. Consumer Activist Groups	1 ☐	2 ☒	3 ☐	4 ☐

8. How would you describe your own level of knowledge on today's telecommunication issues?

1 ☐ Very knowledgeable
2 ☒ Somewhat knowledgeable
3 ☐ Not very knowledgeable

9. Which of the following telephone services do you consider very important for your community? (Please check all that apply.)

1 ☒ Basic line service
2 ☒ Touch tone
3 ☒ Custom calling features (e.g., three-way calling, call waiting)
4 ☒ Intelligent network infrastructure (e.g., fiber optic cables, digital switches)
5 ☒ Operator assistance
6 ☒ Data network services
7 ☒ Directory assistance
☒ Cellular service

Please tell us which sources you rely on for information about Ohio Bell/Ameritech and its products, services, and community involvement activities.

	Major Source of Information	Occasional Source of Information	Currently not an Important Source	I Don't Have Access to This	Please check here if you recall receiving info about Ohio Bell/Ameritech from this source in the last several months
1. Daily newspapers	1 ☒	2 ☐	3 ☐	4 ☐	1 ☒
2. Neighborhood/community newspapers	1 ☐	2 ☒	3 ☐	4 ☐	1 ☐
3. Radio news	1 ☐	2 ☒	3 ☐	4 ☐	1 ☐
4. Television news	1 ☐	2 ☒	3 ☐	4 ☐	1 ☐
5. Cable television news	1 ☐	2 ☐	3 ☒	4 ☐	1 ☐
6. Ohio Bell/Ameritech's advertising	1 ☐	2 ☒	3 ☐	4 ☐	1 ☒
7. An Ohio Bell/Ameritech Community Relations executive	1 ☒	2 ☐	3 ☐	4 ☐	1 ☒
8. Contact with Ohio Bell/Ameritech service employees	1 ☐	2 ☒	3 ☐	4 ☐	1 ☐
9. Ohio Bell/Ameritech employees involved in the community	1 ☐	2 ☒	3 ☐	4 ☐	1 ☐
10. A personal acquaintance who works at Ohio Bell/Ameritech	1 ☐	2 ☒	3 ☐	4 ☐	1 ☐
11. Contact with consumer groups	1 ☐	2 ☒	3 ☐	4 ☐	1 ☐
12. Ohio Bell/Ameritech publications	1 ☐	2 ☒	3 ☐	4 ☐	1 ☐
13. Speeches made by Ohio Bell/Ameritech senior managers and executives	1 ☐	2 ☒	3 ☐	4 ☐	1 ☐
14. Ohio Bell/Ameritech bill inserts (TeleNews)	1 ☐	2 ☐	3 ☒	4 ☐	1 ☐
15. Customer Guide pages of Ohio Bell/Ameritech's telephone directories	1 ☐	2 ☐	3 ☒	4 ☐	1 ☐
16. Ohio Bell/Ameritech's recorded phone messages on products and services	1 ☐	2 ☐	3 ☒	4 ☐	1 ☐

Section VII   Use of Technology

Please tell us if you use any of the following technologies. (Please answer for both your home and your office for each numbered item.)

	In Your Office			In Your Home		
	Yes	**No**	**Currently Do Not Have but Plan to Obtain**	**Yes**	**No**	**Currently Do Not Have but Plan to Obtain**
1. A desktop computer	1 ☒	2 ☐	3 ☐	1 ☒	2 ☐	3 ☐
2. A portable computer	1 ☐	2 ☒	3 ☐	1 ☐	2 ☒	3 ☐
3. A modem	1 ☒	2 ☐	3 ☐	1 ☒	2 ☐	3 ☐
4. A facsimile machine	1 ☒	2 ☐	3 ☐	1 ☐	2 ☒	3 ☐
5. Teleconferencing	1 ☐	2 ☒	3 ☐	1 ☐	2 ☒	3 ☐
6. Videoconferencing	1 ☐	2 ☒	3 ☐	1 ☐	2 ☒	3 ☐
7. Voice mail	1 ☐	2 ☒	3 ☐	1 ☐	2 ☒	3 ☐
8. Telephone answering machine	1 ☒	2 ☐	3 ☐	1 ☒	2 ☐	3 ☐
9. Cellular telephone	1 ☒	2 ☐	3 ☐	1 ☐	2 ☒	3 ☐
10. Paging devices	1 ☒	2 ☐	3 ☐	1 ☐	2 ☒	3 ☐

Please tell us if you use any of the following computer information services (e.g., through Compuserve, Prodigy or another source):

	In Your Office			In Your Home		
	Yes	**No**	**Currently Do Not Have but Plan to Obtain**	**Yes**	**No**	**Currently Do Not Have but Plan to Obtain**
11. Bulletin board forums	1 ☐	2 ☒	3 ☐	1 ☐	2 ☒	3 ☐
12. Electronic mail	1 ☐	2 ☒	3 ☐	1 ☐	2 ☒	3 ☐
13. Entertainment	1 ☐	2 ☒	3 ☐	1 ☐	2 ☒	3 ☐
14. News services	1 ☒	2 ☐	3 ☐	1 ☒	2 ☐	3 ☐
15. Financial services	1 ☐	2 ☒	3 ☐	1 ☐	2 ☒	3 ☐
16. Educational services	1 ☐	2 ☒	3 ☐	1 ☐	2 ☒	3 ☐
17. ᵐlth care services	1 ☐	2 ☒	3 ☐	1 ☐	2 ☒	3 ☐

Section VII   Use of Technology *(continued)*

18. How many hours per week do you spend working at home?

    1 ☒ Less than 5   4 ☐ 21 to 30

    2 ☐ 6 to 10   5 ☐ 31 or more

    3 ☐ 11 to 20

19. Would you prefer to work primarily at home, in an office, or a combination of the two?

    1 ☐ Home

    2 ☒ Office

    3 ☐ Both home and office

Section VIII About Yourself

20. How would you best describe your primary organizational/professional affiliation? (Please check only one answer.)

1 ☐ Arts/culture

2 ☒ Small business

3 ☐ Large business

4 ☐ Economic development/Chamber of Commerce

5 ☐ Higher education

6 ☐ Primary education (K-12)

7 ☐ Local government

8 ☐ State government

9 ☐ Media

10 ☐ Religious organization

11 ☐ Advocacy for the disabled

12 ☐ Consumer advocacy

13 ☐ Environmental/conservation

14 ☐ Minority advocacy

15 ☐ Nonprofit/community social services

16 ☐ Senior advocacy

17 ☐ Women's advocacy

18 ☐ Health care

19 ☐ Other_____

(Please specify)

21. What is your gender?

1 ☐ Female   2 ☒ Male

22. Are you an Ohio Bell/Ameritech residential customer?

1 ☒ Yes   2 ☐ No

23. What county do you work in?

_CUYAHOGA_____

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Thank you for your help.

Please return your completed questionnaire in the enclosed envelope
or mail it to this address:

HRN
Survey Research Division, Box O
1926 Arch Street
Philadelphia, PA 19103-1444

Ameritech/Ohio Bell 1993 Community Issues and Priorities Survey

Summary of Results

Ameritech

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Introduction

Ameritech/Ohio Bell recognizes that effective, two-way communication with community and opinion leaders is one of the keys to realizing the potential of new technologies in our state.

In the spring of 1993, we fielded a direct-mail survey among key leaders across Ohio. We launched the *1993 Community Issues and Priorities Survey* to acknowledge the crucial role community leaders have in determining how new technology will shape the future of Ohioans, and to ask for their ideas in shaping our plans and perspectives.

Leaders told us, in detail, about the priority concerns of people in their communities and what role they see for Ameritech/Ohio Bell in those issues. Their views will help us participate more fully on the issues facing our many communities. We also asked leaders how they envision new technology contributing to effective solutions to community problems.

Survey recipients were selected through a process that identified individuals who have assumed positions of responsibility in a wide range of social, political, business and professional arenas. The results of this research will help us develop ideas, programs, services and products that will directly address the concerns and needs of Ohio communities.

As we approach a new century, exciting possibilities are opening up. Ameritech/Ohio Bell would like to take this opportunity to reaffirm our commitment to build meaningful partnerships with community leaders — partnerships that will benefit our communities and the people of Ohio.

Overview of the Survey Process

The survey was sent to 4,524 leaders in Ohio. Of these, 1,129 completed and returned their surveys, or 25 percent of all survey recipients.

We surveyed leaders from a wide range of professional and volunteer affiliations. In this summary, many results are presented according to categories defined by the respondents' primary affiliations. The following leader categories are included in the survey sample:

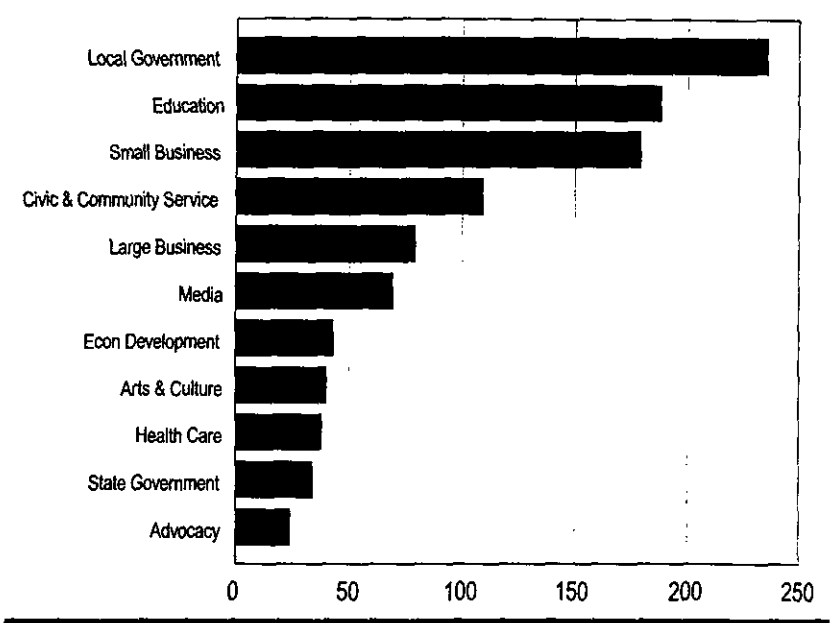|	
Education	Large Business
Civic & Community Service	Small Business
Economic Development	Advocacy
State Government	Local Government
Media	Arts & Culture
Health Care	

The sample was constructed to include individuals who have assumed leadership roles in and for our state; it was not drawn randomly, nor were the results intended to establish statistical validity. The survey should be viewed as a very large focus group probing issues of importance to many different Ohio groups and communities.

It is our hope that these survey results will help to further a dialogue between Ameritech/Ohio Bell and Ohio leaders about the future use of our resources to act upon community problems. We also hope to play a role in expanding leaders' understanding of the many ways in which new technology can help tackle these issues. The results of the survey may be valuable to leaders in dealing, day-to-day, with our state's constituencies and concerns. We'd like to hear from you if you find information in this summary useful.
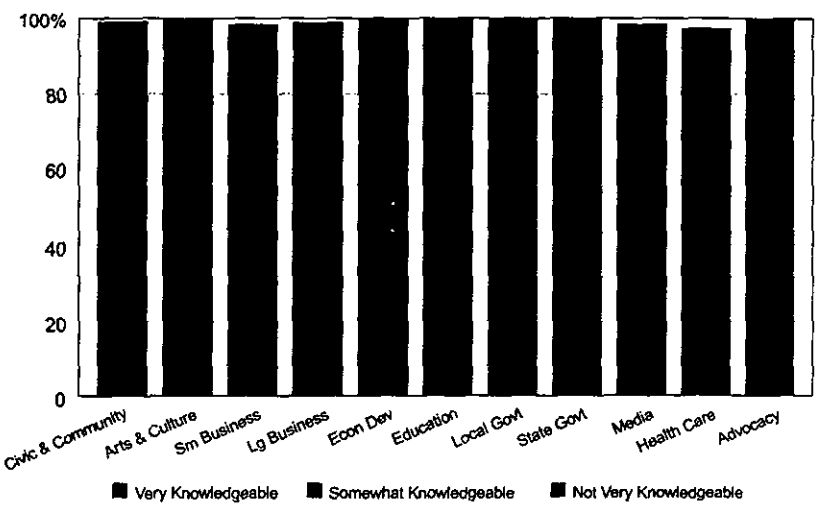
The business reply card attached with this summary will help us keep our records up-to-date. We hope that you return it to us with your fax number and any change of address. We'd also appreciate learning the names of other community leaders you think would like to be part of this dialogue.

HRN, a national research and consulting firm specializing in issues, survey and community research, developed the survey questionnaire and analyzed the survey results.

Respondents by Leader Group

Horizontal bar chart with categories from top to bottom: Local Government, Education, Small Business, Civic & Community Service, Large Business, Media, Econ Development, Arts & Culture, Health Care, State Government, Advocacy. X-axis scale from 0 to 250.

Level of Telecommunications Knowledge

Bar chart with categories: Civic & Community, Arts & Culture, Sm Business, Lg Business, Econ Dev, Education, Local Govt, State Govt, Media, Health Care, Advocacy. Y-axis from 0 to 100%.

Legend: ■ Very Knowledgeable   ■ Somewhat Knowledgeable   ■ Not Very Knowledgeable

New Technology Stimulates Economic Development

The relationship between new information technology and [...] a recent 1993 study conducted by Case Western Reserve University, Ohio's telecommunications infrastructure as a source of economic development [...] and employment trends [...] telecommunicationsintensive industries, defined as those that purchase a higher than average share of telecommunications services.

Industries that are telecommunications intensive grew by more than 29 percent during the 1980s, adding 52,000 jobs. Projections for these employment growth by the year 2000 indicate that 76 percent of all jobs added to Ohio's economy would be in these industries.

Training American workers is integral to increased economic development. Skill Bank, an employee education program [...] development cooperation with the Ohio Manufacturers' Association, demonstrates how distance learning may be used for job training and business communications. Using a two way interactive fiber optic network, we have linked six manufacturing companies in Findlay. These companies are also linked to Owens Technical College's Findlay campus where teachers conduct basic education and technical classes with the employees who learn from the job site.

Leaders' Priority Community Issues

Respondents were asked to evaluate a list of approximately 30 diverse community issues and identify those issues they feel are the top priorities for immediate action within their communities. The quality of public education and economic development emerged as the top priority issues for more than 7 in 10 of the leaders surveyed.

The chart below displays the most pressing issues according to leaders' responses. "High priority" issues are shown in dark green and "moderate priority" issues are shown in light green; together, the green areas depict the percentage of leaders who say an issue is a priority for action.

More than 4 in 10 leaders regard health care costs, unemployment, crime and substance abuse as high priorities.

Approximately one-third of respondents cite the availability of new technology services as a high priority for their community to address. Overall, nearly 8 in 10 leaders believe that the availability of new technology services is a priority for their community (ranked 16th as a priority). More than 6 in 10 consider access to community information services a priority (ranked 20th as a priority).
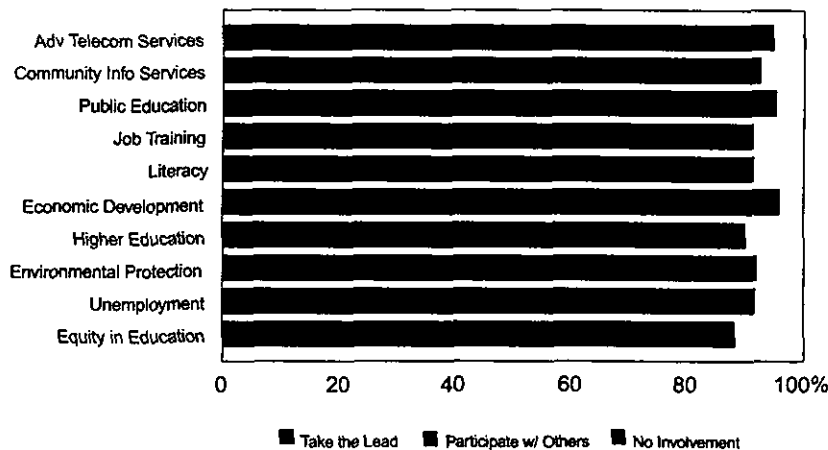

■ High Priority   ■ Moderate Priority
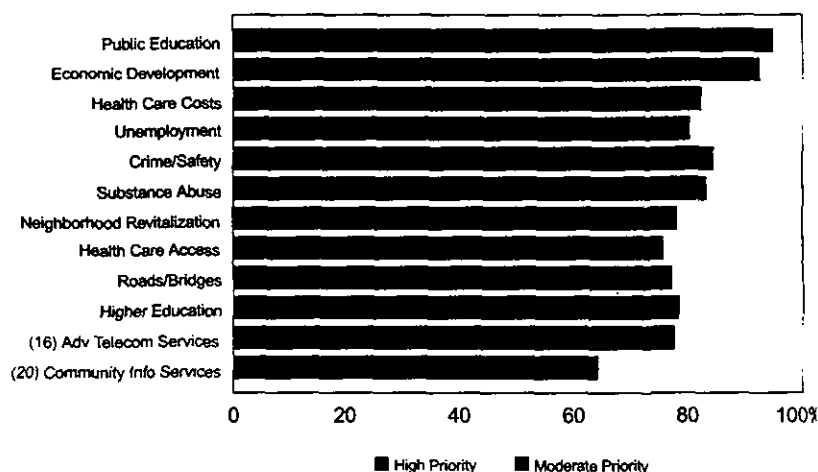
Ameritech/Ohio Bell's Involvement in Addressing Priority Issues

Respondents were asked what level of involvement they expect Ameritech/Ohio Bell to take in addressing the priority issues they identified. Three-quarters of leaders want Ameritech/Ohio Bell to take the lead in making advanced telecommunications services available. More leaders expect Ameritech/Ohio Bell to take the lead in addressing this issue than any other issue.

Nearly 4 in 10 respondents also see a leadership role for Ameritech/Ohio Bell in improving access to community information services (dark green on the second bar in the chart below).

The light green in the chart indicates that respondents also expect Ameritech/Ohio Bell to partner with others in the community to take action in dealing with priority issues. For example, approximately three-quarters of all respondents say they want Ameritech/Ohio Bell to participate with others in addressing economic development. In addition, more than 6 in 10 leaders state that Ameritech/Ohio Bell should form partnerships with others in improving the following: the quality of public education, job training, literacy, environmental protection and unemployment.

Ameritech/Ohio Bell Should Develop Technology and Explain Its Benefits

Respondents overwhelmingly agree that Ameritech/Ohio Bell should take an active role in developing and explaining new telecommunications technology. The chart on this page demonstrates that more than 9 in 10 leaders agree that Ameritech/Ohio Bell should help customers understand how to gain the most from new technologies.

A majority of leaders, nearly 9 in 10, also say that Ameritech/Ohio Bell's role includes identifying ways to develop technology to support information access, economic development, and computer and business needs.

Fewer than 1 in 10 of the leaders surveyed say that Ameritech/Ohio Bell should *not* have a role in identifying ways to develop new telecommunications technologies or in explaining to customers the benefits of those technologies.

Help Customers Benefit

Develop Tech for Res Info Access

Develop Tech for Econ Dev

Develop Tech for Business

0   20   40   60   80   100%

■ Completely Agree   ■ Somewhat Agree   ■ Somewhat Disagree   ■ Completely Disagree
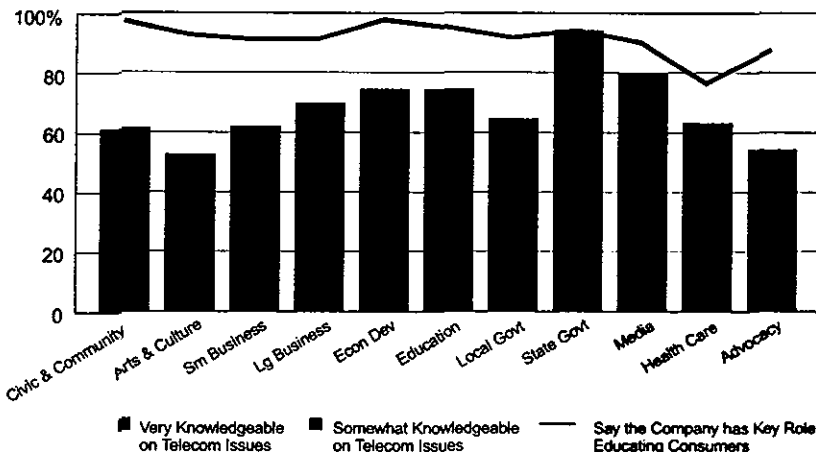
© 1993 HRN
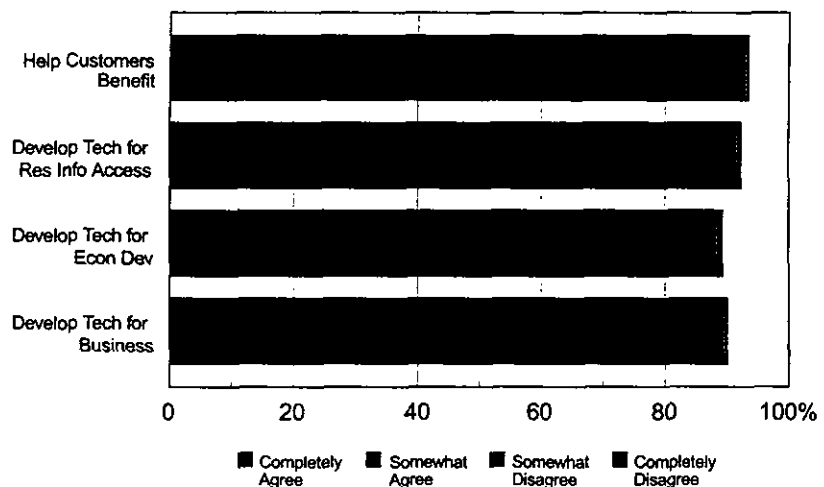
Desire to Know More About Telecommunications

The bars in the chart below signify how knowledgeable leaders consider themselves to be regarding telecommunications issues. The red line illustrates leaders' expectations for Ameritech/Ohio Bell's involvement in educating customers about how to achieve the greatest benefit from new technologies.

As the red line shows, more than 9 in 10 leaders agree that Ameritech/Ohio Bell has an important role in educating customers about the benefits of new technologies.

Approximately 9 in 10 state government officials report being very or somewhat knowledgeable about telecommunications issues with a comparable number reporting that Ameritech/Ohio Bell has a key role in educating consumers. However, in every other group, a gap exists between those leaders who are knowledgeable and those who would like Ameritech/Ohio Bell to explain new technologies.

Legend:
- ■ Very Knowledgeable on Telecom Issues
- ■ Somewhat Knowledgeable on Telecom Issues
- —— Say the Company has Key Role Educating Consumers

Categories: Civic & Community, Arts & Culture, Sm Business, Lg Business, Econ Dev, Education, Local Govt, State Govt, Media, Health Care, Advocacy

Ameritech/Ohio Bell Summary of Results

Leaders Want Access to Information Services But Many Cite Low Awareness of Impact

The survey results describe a situation in which leaders are interested in seeing Ameritech/Ohio Bell provide services to increase information access, while at the same time many are unaware of the impact new technologies can have in their communities.

The chart on this page shows that nearly 9 in 10 leaders agree that Ameritech/Ohio Bell's role should include identifying ways to develop technology to support information access in the community (green area).
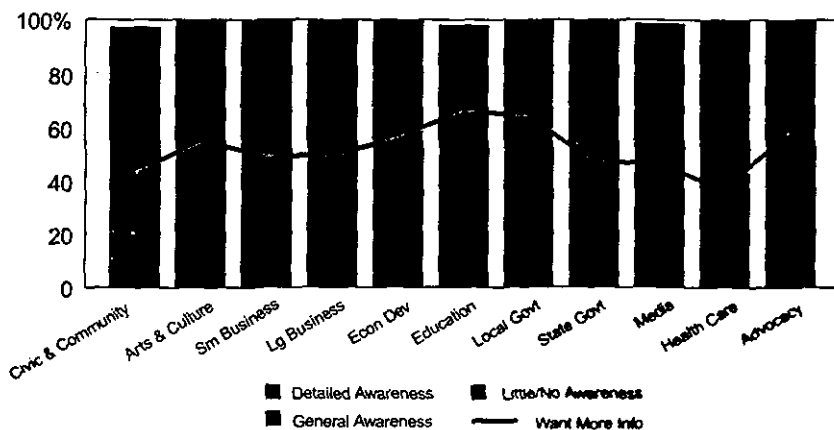
At the same time, the red line on the chart indicates that the respondents' level of *awareness* of the impact telecommunications technology can have on community issues is substantially lower. Approximately 4 in 10 leaders report that they have either a detailed or general level of awareness of the impact of new telecommunications technology; more than two-thirds of economic development leaders say they have a detailed or general awareness.

Legend: Completely Agree — Somewhat Agree — Disagree — Aware of Impact

Categories: Civic & Community, Arts & Culture, Sm Business, Lg Business, Econ Dev, Education, Local Govt, State Govt, Media, Health Care, Advocacy
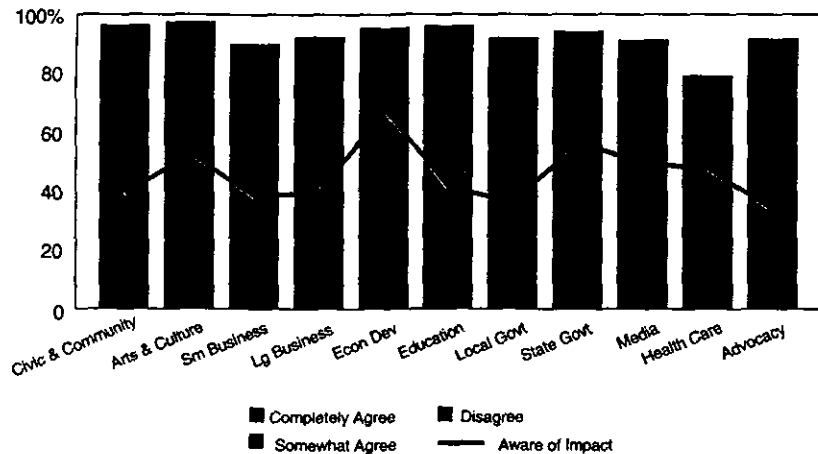
Leaders Want Contact Information on New Technologies

One-third of respondents know whom to contact at Ameritech/Ohio Bell regarding advanced telecommunications. Fewer than 1 in 10 leaders have a detailed awareness of whom they should contact. According to the chart below, economic development leaders are most aware; nearly one-third have a detailed awareness of the appropriate person to contact at Ameritech/Ohio Bell.

More than one-half of respondents are interested in learning how to contact a representative at Ameritech/Ohio Bell with their questions about telecommunications. Education and local government leaders are more interested than other leaders in acquiring this information.

Legend:
- ■ Detailed Awareness
- ■ General Awareness
- ■ Little/No Awareness
- — Want More Info

Categories: Civic & Community, Arts & Culture, Sm Business, Lg Business, Econ Dev, Education, Local Gov't, State Gov't, Media, Health Care, Advocacy

Leaders Want Information About Technology's Impact on Community Concerns

The survey results indicate that leaders want more information about the impact telecommunications technology can have in their communities.

The red line in the chart below shows that 6 in 10 leaders overall say they are interested in learning more about how telecommunications technology can address community issues. One-third of local government respondents express an interest in more information.

Knowing the benefits of these technologies would help leaders think creatively about solutions to community problems — solutions that are made possible through new technology products and services. The green areas in the chart below indicate that at present, about 4 in 10 leaders feel they have a detailed or general awareness of the impact; two-thirds of economic development leaders consider themselves aware of how technology can impact community concerns.

Chart categories: Civic & Community, Arts & Culture, Sm Business, Lg Business, Econ Dev, Education, Local Gov't, State Gov't, Media, Health Care, Advocacy

Legend: Detailed Awareness | Little/No Awareness | General Awareness | Want More Info
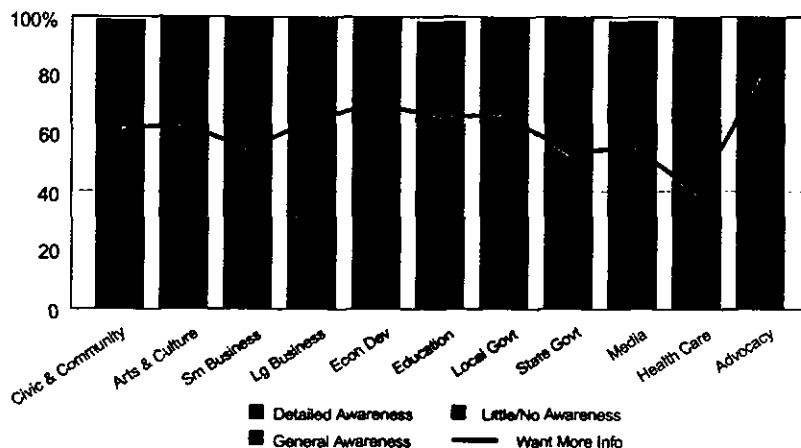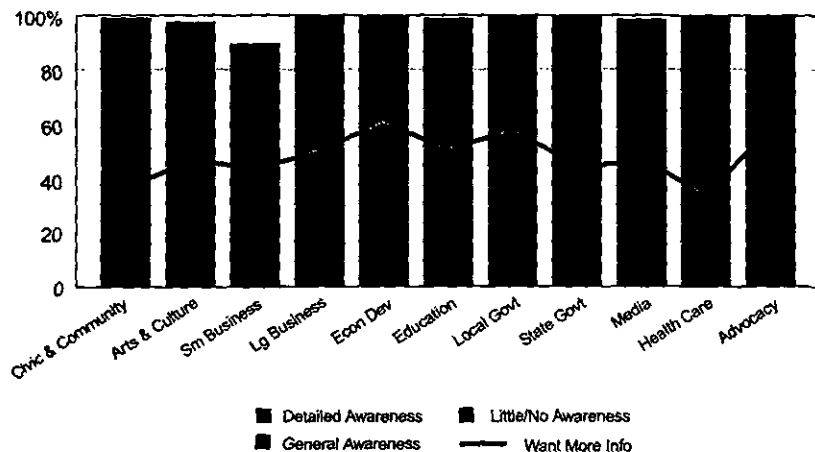
Leaders Want Information About Efforts to Modernize Regulation

Leaders were asked how aware they are of Ameritech/Ohio Bell's efforts to reform regulation affecting telecommunications, and whether they would like to know more.

Nearly 4 in 10 leaders surveyed state they are aware of Ameritech/ Ohio Bell's efforts to reform the regulatory platform through Advantage Ohio. While less than 1 in 10 respondents have a detailed awareness, nearly one-quarter of economic development respondents have a detailed awareness.

About one-half of leaders express an interest in receiving information on Advantage Ohio. Economic development and local government leaders are the respondents most interested in learning about Advantage Ohio.

Legend: Detailed Awareness / General Awareness / Little/No Awareness / Want More Info

Categories: Civic & Community, Arts & Culture, Sm Business, Lg Business, Econ Dev, Education, Local Govt, State Govt, Media, Health Care, Advocacy

Closing Thoughts

We undertook this survey in an effort to enhance our dialogue with Ohio community and opinion leaders. It is our hope that this effort will help us build stronger partnerships with our communities, and that leaders will consider us a source of ideas and enthusiasm in devising solutions to difficult problems.

Ameritech/Ohio Bell is committed to listening and to exploring with you ways to address your concerns and the needs of your constituencies. We hope that you'll view us as a team member in the effort to improve the quality of life of all Ohio residents. The best way for us to contribute resources to our communities and improve the availability of new technologies is to work side-by-side with community leaders.

Ameritech/Ohio Bell encourages you to call, fax or write to us with any questions, comments or concerns you may have about our company, our activities in Ohio communities, Advantage Ohio, or the telecommunications technologies we have discussed in this summary. We also encourage you to share with us your reactions and comments on the survey and its findings.

The names of our community relations directors are listed on the next page. We each welcome the opportunity to talk with you and listen to you.

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