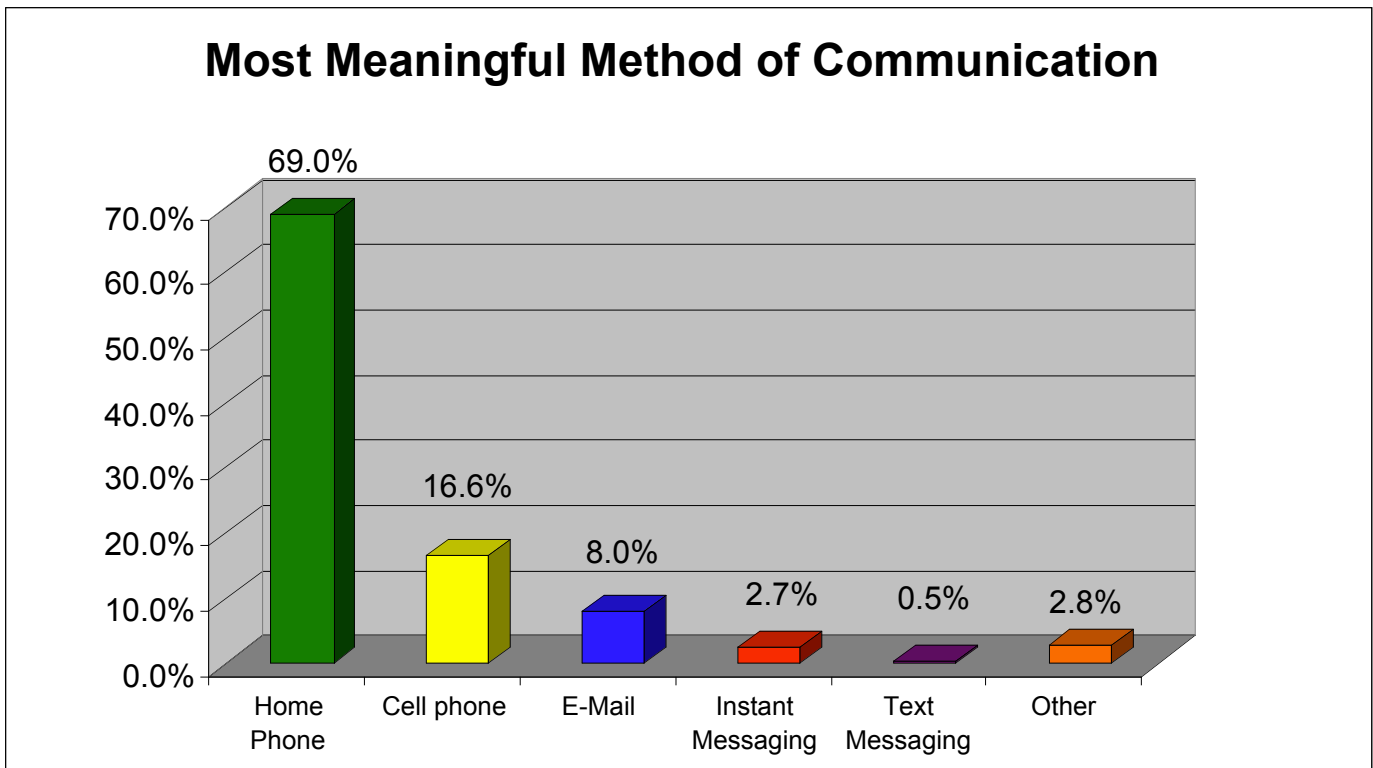


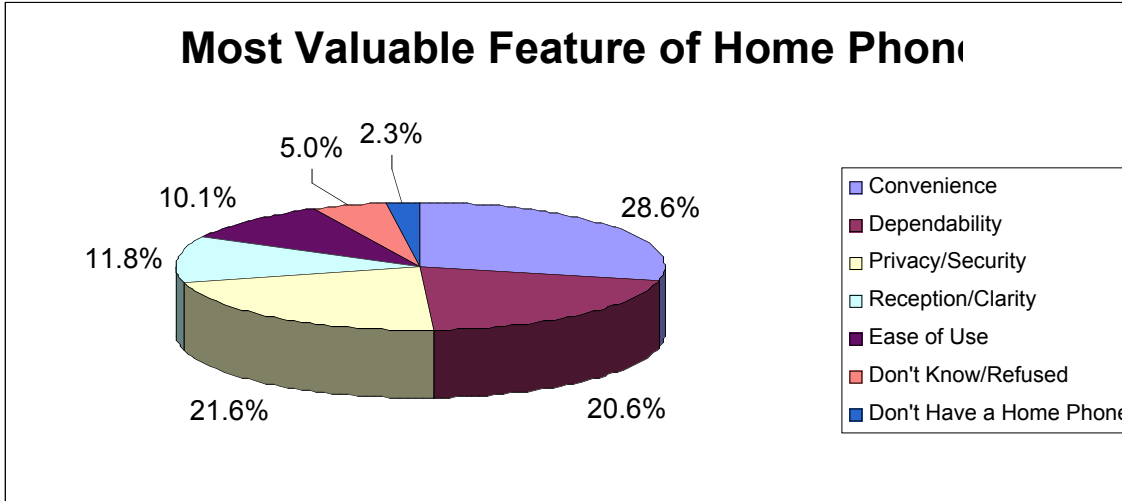
Hanging On to the Home Phone

Americans Value Home Phone for Meaningful Communication; Convenience and Dependability are Top Benefits

Uniden America Corporation and International Communications Research conducted a survey of 1,001 U.S. consumers to evaluate communication values and preferences. Despite the recent buzz about “cutting the cord,” we found that people still value home phones as the most meaningful way to communicate with loved ones.

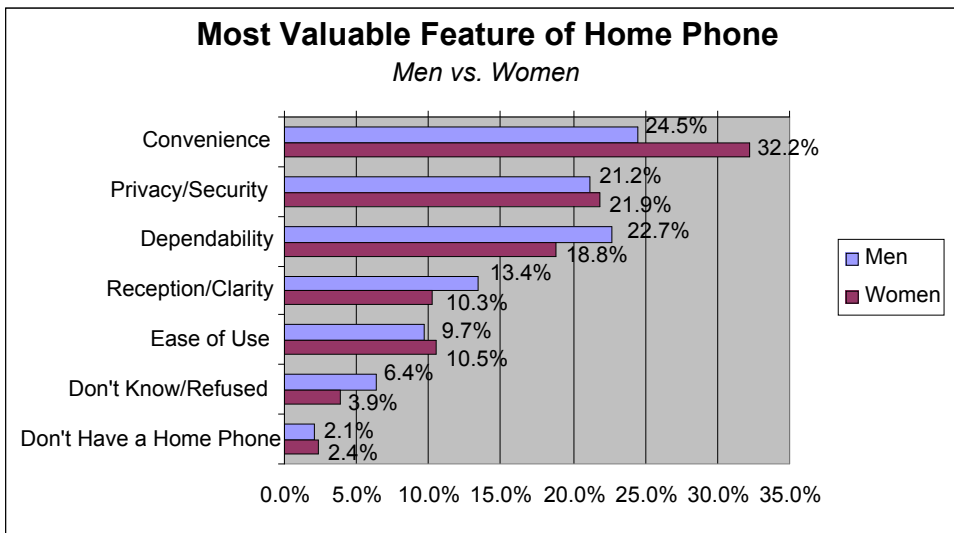
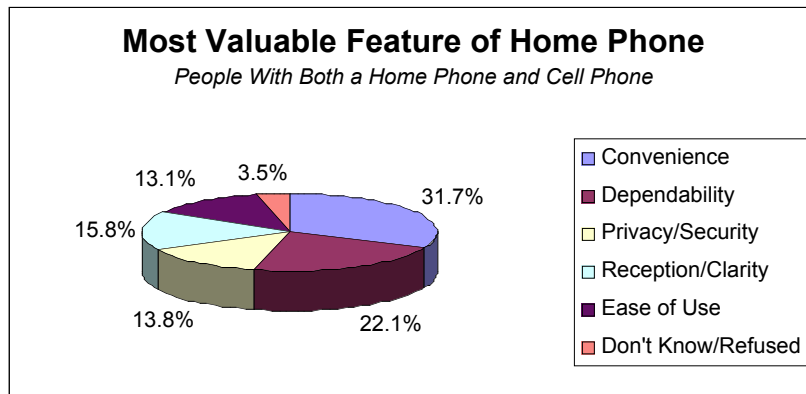


Sixty-nine percent of U.S. consumers believe their **home phone** gives them the **most meaningful connection** when communicating with their loved ones.



Convenience and privacy are the top two qualities people value most about using their home phone for personal communications. However, different segments of the population value different features, as demonstrated in the following graphs.

50% of people surveyed use both cell phones and home phones for personal communication. They view their home phone as convenient and dependable.



Women tend to value the convenience of their home phone more than men. The men surveyed feel dependability and privacy are the important aspects of their home phone.